

# CGA LICENCED PREMISES - LICENCES

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Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mi)  
Base: Great Britain  
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
<b>Pubs and Bars</b>							
Branded Food Pub	6	6.6	2.9	224			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	25	27.3	26.8	102			
Craft Bar	0	0.0	1.2	0			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	1	1.1	0.5	220			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	17	18.6	13.8	135			
Unthemed High Street Pub	5	5.5	8.9	61			
Wine Bar	0	0.0	1.0	0			
<b>Restaurants and Cafes</b>							
Bar Restaurant	2	2.2	5.0	44			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	3	3.3	7.6	43			
Restaurant	12	13.1	21.7	60			
<b>Accommodation and Functions</b>							
Conference/Exhibition/Function/Banquet	5	5.5	3.6	153			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	2	2.2	10.8	20			
<b>Sports and Community</b>							
Bowling Alley	1	1.1	0.3	411			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	3	3.3	3.1	105			
Local Sports Club	5	5.5	11.9	46			
Snooker Club	0	0.0	0.0	0			
Social Club	7	7.7	12.0	64			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	2	2.2	1.9	113			
<b>Entertainment and Leisure</b>							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	0	0.0	0.4	0			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	1	1.1	1.3	87			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	1	1.1	1.0	108			
Unknown	0	0.0	0.0	0			

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Base: Great Britain

Year: 2024

Name	Description	License Type	Owner Name	Postcode
Wateringbury Working Mens Club	Independent Free	Social Club	Independent Free	ME18 5NU
Wateringbury	Greene King	Branded Food Pub	Greene King	ME18 5NS
Woolpack Inn	Shepherd Neame	Unbranded Food Pub	Shepherd Neame	ME18 6AS
Chequers Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	ME18 6BP
Boathouse	Shepherd Neame	Community Pub	Shepherd Neame	ME18 6HG
Yalding Village Club	Independent Free	Social Club	Independent Free	ME18 6HZ
Walnut Tree	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	ME18 6JB
George & Dragon	Independent Free	Community Pub	Independent Free	TN10 3DN
Royal Oak	Stonegate Pub Company	Community Pub	Stonegate Pub Company	TN10 3ED
Six In One Community Centre	Independent Free	Social Club	Independent Free	TN10 3HH
Tonbridge Angels Football Club	Independent Free	Local Sports Club	Independent Free	TN10 3JF
Chaser Inn	WH Pubs Ltd	Bar Restaurant	Greene King	TN11 9PE
Carpenters Arms	Youngs	Community Pub	Youngs	TN11 0AD
Rose Revived	Revived Inns Ltd	Unbranded Food Pub	Revived Inns Ltd	TN11 0AN
Bell	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	TN11 0BD
Rose & Crown	Shepherd Neame	Community Pub	Shepherd Neame	TN11 0ER
Vauxhall Inn	Greene King	Branded Food Pub	Greene King	TN11 0NA
Poacher & Partridge	Elite Pubs	Unbranded Food Pub	Elite Pubs	TN11 0PH
Half Moon Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	TN11 9HJ
Poult Wood Public Golf Course	Independent Free	Sports and Leisure Cent	Independent Free	TN11 9QR
Kentish Rifleman	Independent Free	Unbranded Food Pub	Independent Free	TN11 9RU
Poet At Matfield	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	TN12 7JH
Man Of Kent	Stonegate Pub Company	Community Pub	Stonegate Pub Company	TN12 5LA
Bull	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	TN12 7NQ
Brenchley Sports Bar	Independent Free	Conference/Exhibition/	Independent Free	TN12 7PA
Simla Cuisine	Independent Free	Restaurant	Independent Free	TN12 6EZ
Bush Blackbird & Thrush	Shepherd Neame	Community Pub	Shepherd Neame	TN12 5LN
Paddock Wood Club	Independent Free	Social Club	Independent Free	TN12 6DJ
John Brunt Vc	Star Pubs & Bars	Community Pub	Star Pubs & Bars	TN12 6HB
Dovecote Inn	Stonegate Pub Company	Community Pub	Stonegate Pub Company	TN12 6SU
Star	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	TN12 7JR
Papermakers Arms	*Other Small Retail Groups	Unbranded Food Pub	*Other Small Retail Groups	TN15 0QJ
Plough	Independent Free	Community Pub	Independent Free	TN15 8PS
King William IV	Greene King	Community Pub	Greene King	TN 2 4JS
Black Horse Restaurant	Independent Free	Restaurant	Independent Free	TN 2 4NY
Camden Arms	Shepherd Neame	Unbranded Food Pub	Shepherd Neame	TN 2 4PH
Mercure Hotel	Accor Hotels	Hotel	Accor Hotels	TN 2 4QL
Flying Dutchman	Stonegate Pub Company	Community Pub	Stonegate Pub Company	TN11 9EN
Foresters Arms	Shepherd Neame	Community Pub	Shepherd Neame	TN 9 2RT
Station House	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	TN 9 1TX
Ye Olde Chequers Inn	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	TN 9 1AS
Tonbridge Old Fire Station	Independent Free	Unbranded Food Pub	Independent Free	TN 9 1BH
Ivy House	Independent Free	Unthemed High Street F	Independent Free	TN 9 1BW
Verdigris Tonbridge	Independent Free	Restaurant	Independent Free	TN 9 1DR
Man Of Kent	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	TN 9 1HG
Tonbridge Juddians Rugby Club	Independent Free	Local Sports Club	Independent Free	TN 9 1HR
Honeymoon Chinese Restaurant	Independent Free	Restaurant	Independent Free	TN 9 1TS
Angel Leisure Centre	Independent Free	Sports and Leisure Cent	Independent Free	TN 9 1SF
Angel Indoor Bowls Club	Independent Free	Local Sports Club	Independent Free	TN 9 1QH
Tonbridge Constitutional Club	Independent Free	Social Club	Independent Free	TN 9 1TS
Nelsons Arms	Independent Free	Community Pub	Independent Free	TN 9 1UP
Punch & Judy	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	TN 9 2AB
New Telegraph Club	Independent Free	Social Club	Independent Free	TN 9 2AS
New Drum	Independent Free	Community Pub	Independent Free	TN 9 2AU
Cardinals Error	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	TN 9 2EP
Plough	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	TN11 9AJ
Foresters Arms	Independent Free	Community Pub	Independent Free	TN12 6DX
Rose & Crown Hotel	Independent Free	Hotel	Independent Free	TN 9 1DD
Railway	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	ME18 5EB
Hop Pole	*Other Small Retail Groups	Unbranded Food Pub	*Other Small Retail Groups	ME18 5HH
Swan	Independent Free	Unbranded Food Pub	Independent Free	ME18 5JW
George	Independent Free	Community Pub	Independent Free	ME18 6EJ

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Year: 2024

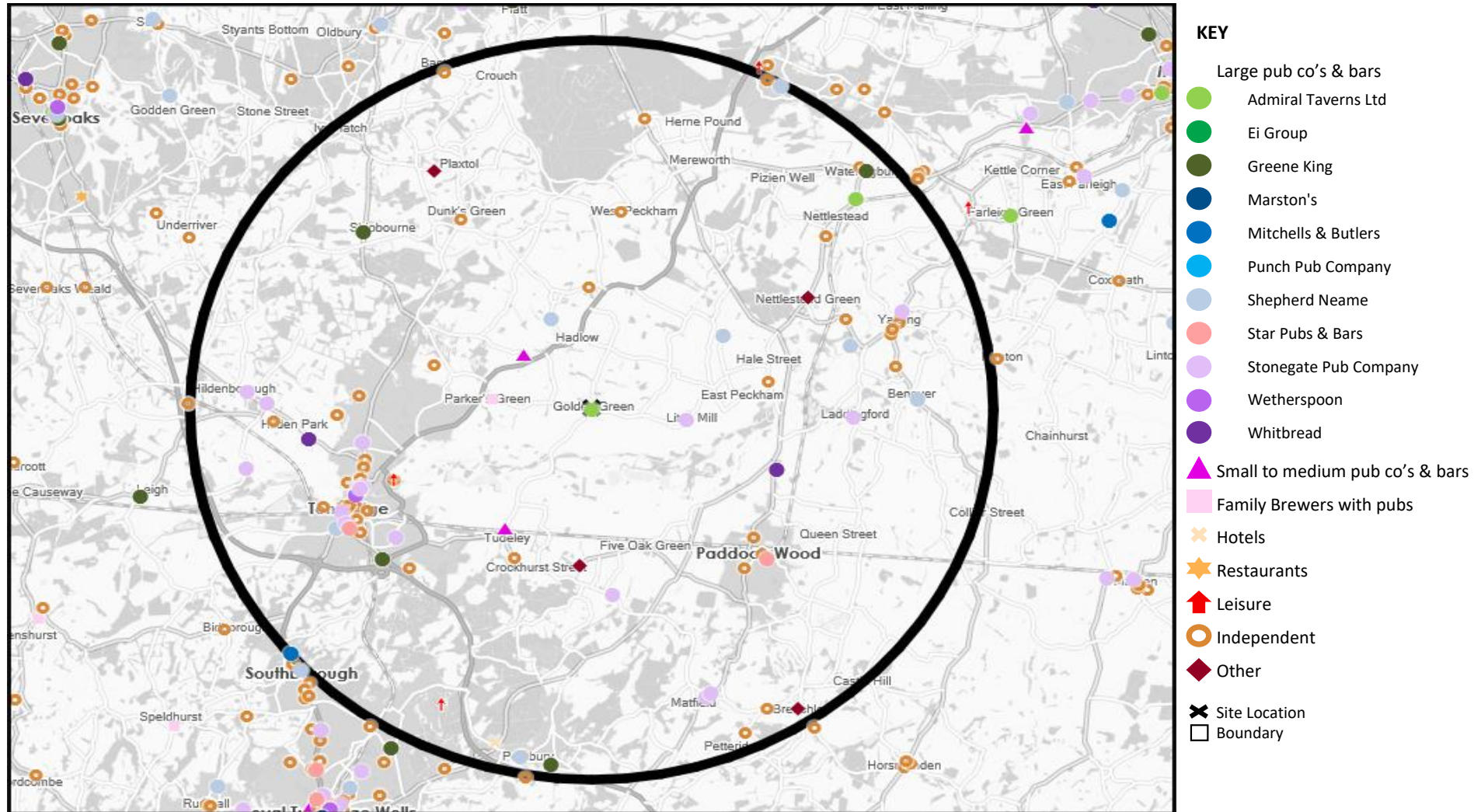
Name	Description	License Type	Owner Name	Postcode
Turmeric Gold	Independent Free	Restaurant	Independent Free	TN11 0NT
Nizels Golf Club	Independent Free	Golf Club	Independent Free	TN11 9HB
Hilden Manor	Whitbread	Branded Food Pub	Whitbread	TN10 3AN
Hopbine Inn	Independent Free	Community Pub	Independent Free	TN12 7NE
George & Dragon	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	TN11 0PW
Somerhill	Star Pubs & Bars	Community Pub	Star Pubs & Bars	TN 9 2JB
Brookers Oast	Whitbread	Branded Food Pub	Whitbread	TN12 6PY
Humphrey Bean	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	TN 9 1AP
Hollywood Bowl	Original Bowling Company	Bowling Alley	Original Bowling Company	TN 2 3UW
Kings Hill Golf Club	Independent Free	Golf Club	Independent Free	ME19 4AF
Moody Mare	Independent Free	Unbranded Food Pub	Independent Free	ME18 5QY
Gatehouse Tonbridge	Stonegate Pub Company	Branded Food Pub	Stonegate Pub Company	TN 9 1DL
Little Venice Country Park & Marina	Independent Free	Holiday/Caravan Park	Independent Free	ME18 6HH
Pizza Express	Hony Capital	Casual Dining Restaurar	Hony Capital	TN 9 1DR
Hand & Sceptre	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	TN 4 0RJ
Red Fort Tandoori Restaurant	Independent Free	Restaurant	Independent Free	TN12 5HL
Hop Farm Country Park	Independent Free	Conference/Exhibition/I	Independent Free	TN12 6PY
Havet	Independent Free	Restaurant	Independent Free	TN 9 1BB
Oriental Buffet	Independent Free	Casual Dining Restaurar	Independent Free	TN 9 1AP
Spitfire	Shepherd Neame	Unbranded Food Pub	Shepherd Neame	ME19 4AU
Gufaa Raja	Independent Free	Restaurant	Independent Free	ME19 4AU
Gurkha Valley	Independent Free	Restaurant	Independent Free	TN 9 1DH
El Mariachi	Independent Free	Casual Dining Restaurar	Independent Free	TN 9 1TN
Zarda Indian Cuisine	Independent Free	Restaurant	Independent Free	ME18 6HS
Tonbridge Oast Theatre	Independent Free	Theatre	Independent Free	TN10 3AN
Tonbridge Golf Centre	Independent Free	Golf Club	Independent Free	TN 9 1PP
Tonbridge Bowling Club	Independent Free	Local Sports Club	Independent Free	TN10 3JF
Medway School Of Dance	Independent Free	Social Club	Independent Free	TN 9 1DH
Hadlow Cricket Club	Independent Free	Local Sports Club	Independent Free	TN11 0JE
Gaab Kao	Independent Free	Restaurant	Independent Free	TN 9 1DL
Fuggles Beer Cafe	Independent Free	Bar Restaurant	Independent Free	TN 9 1BX
Mr Mulligans	Adventure Leisure Ltd	Themed Bar	Adventure Leisure Ltd	TN 9 1PP
Gardens Yalding	Independent Free	Conference/Exhibition/I	Independent Free	ME18 6EX
Nettlestead Place	Independent Free	Conference/Exhibition/I	Independent Free	ME18 5HA
Hattusa	Independent Free	Restaurant	Independent Free	TN 9 1EJ
Oak Tree Barn	Independent Free	Conference/Exhibition/I	Independent Free	TN11 0NB

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mile contour)





ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mile contour)  
Base: Great Britain  
Year: 2024

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
<div></div>	1	Luxury Lifestyles	2,362	6.4	3.1	205	<div></div>	
<div></div>	2	Established Affluence	10,289	27.7	12.3	226	<div></div>	
<div></div>	3	Thriving Neighbourhoods	11,194	30.1	22.6	133	<div></div>	
<div></div>	4	Steadfast Communities	6,640	17.9	25.2	71	<div></div>	
<div></div>	5	Stretched Society	5,377	14.5	21.1	69	<div></div>	
<div></div>	6	Low Income Living	1,234	3.3	15.4	22	<div></div>	
<div></div>	7	Not Private Households	63	0.2	0.4	43	<div></div>	
Total households			37,159					

3

Thriving Neighbourhoods

6.3M  
UK Households

22.4%  
of UK

Predominant Housing Type

Semi or detached

Predominant Housing Tenure

Owned

Savings & Investments

Average

Comfortable, stable families and empty nesters who have a good standard of living, on an income above the UK average.

Groups within Thriving Neighbourhoods

F Mature Success

G Settled Suburbia

H Metropolitan Surroundings

I Up-and-coming Urbanites

J Aspiring Communities

32%

23%

7%

7%

31%


ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mile contour)  
Base: Great Britain  
Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles							
1.A Exclusive Addresses	4	0.0	0.3	4			
1.B Flourishing Capital	40	0.1	1.0	11			
1.C Upmarket Families	2,318	6.2	1.8	341			
2. Established Affluence							
2.D Commuter Belt Wealth	8,070	21.7	9.1	239			
2.E Prosperous Professionals	2,219	6.0	3.2	189			
3. Thriving Neighbourhoods							
3.F Mature Success	1,563	4.2	7.0	60			
3.G Settled Suburbia	3,874	10.4	5.2	202			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	1,064	2.9	3.2	90			
3.J Aspiring Communities	4,693	12.6	5.5	228			
4. Steadfast Communities							
4.K Semi-rural Maturity	1,283	3.5	6.7	51			
4.L Traditional Homeowners	502	1.4	6.0	23			
4.M Family Renters	4,190	11.3	4.6	247			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	665	1.8	5.3	33			
5. Stretched Society							
5.P Tenant Living	2,108	5.7	8.3	69			
5.Q Limited Budgets	2,620	7.1	5.2	135			
5.R Hard-up Households	649	1.7	7.6	23			
6. Low Income Living							
6.S Cash-strapped Families	72	0.2	7.3	3			
6.T Constrained Pensioners	450	1.2	3.3	37			
6.U Challenging Circumstances	712	1.9	4.8	40			
7. Not Private Households							
7.V Not Private Households	63	0.2	0.4	43			
Total households							37,159

Acorn Group Pen Portrait



### 2D Commuter Belt Wealth

Well-off older families and empty nesters living in detached properties within easy reach of the major cities.

2.5M UK Households

8.9% of UK

#### KEY ATTRIBUTES

Affluent, homeowners, detached homes, mortgaged, live within easy reach of main cities and towns, multiple car ownership.

#### CORE DEMOGRAPHICS

More likely to be:

Age banding  
**35-74**

Level of education  
**Degree**

Household income  
**£69K**  
UK average £48K

Composition  
**Family with children**

House tenure  
**Homeowner**

Residence  
**Detached house**

#### FINANCIAL SITUATION

Struggling Making ends meet Comfortable Wealthy

#### LOCATIONS

• Billingshurst – West Sussex

• Portishead - Bristol

• Tarporley - Cheshire

• Ampthill – Bedfordshire

• Hook - Hampshire

• Dunmow - Essex

#### CHANNELS

How to reach them

email Direct mail Display Newspapers Magazines

Internet usage  
**Moderate**

Online activities  
**News, banking, shopping, leisure bookings, property listings, sports updates, tracking fitness.**

#### MEDIA HABITS

ONE TWO 4 in X

THE TIMES The Telegraph sky arts sky sports

#### LIFESTYLE

Interests and hobbies  
**Holidays, eating out, pets, ballet, theatre and musicals, playing golf, cycling**

Environmental attitudes  
**Influenced by their children**

Shopping behaviour  
**Loyalty card holders, pay more for quality and convenience**

#### BRANDS & PEOPLE AFFINITY

Shopping and websites  
W J.O. MALONE LONDON HUGO BOSS JONAS CLARINS

Food and leisure  
Abel & Cole OOD Bannatyne BOOTH'S

Public figure affinities  
• Jessie Ware (Table Manners) • Robert Plant • Nick Robinson  
• Mark Kermode • Kirstie Allsopp • James May



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Base: Great Britain

Year: 2024

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0	<div></div>		
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0	<div></div>		
	1.A.3	Asset-rich, out-of-town older families		4	0.0	0.1	9	<div></div>		
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0	<div></div>		
	1.B.5	Successful young families in smart urban areas		40	0.1	0.5	20	<div></div>		
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		2,318	6.2	1.1	594	<div></div>	<div></div>	
	1.C.7	Prosperous families in green-belt areas with substantial homes		0	0.0	0.8	0	<div></div>		
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		4,292	11.6	2.1	537	<div></div>	<div></div>	
	2.D.9	Families and couples in comfortable homes		7	0.0	1.6	1	<div></div>		
	2.D.10	Well-off families in larger semis		3	0.0	1.1	1	<div></div>		
	2.D.11	Mature and moneyed out-of-towners		3,717	10.0	2.1	472	<div></div>	<div></div>	
	2.D.12	Well-to-do empty nesters in detached houses		51	0.1	2.2	6	<div></div>		
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		2,056	5.5	1.3	438	<div></div>	<div></div>	
	2.E.14	Upmarket young families in terraces		163	0.4	0.9	47	<div></div>		
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0	<div></div>		
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		15	0.0	2.0	2	<div></div>		
	3.F.17	Older, rural empty nesters and couples		334	0.9	2.7	34	<div></div>		
	3.F.18	Countryside retirees in spacious houses		0	0.0	0.1	0	<div></div>		
	3.F.19	Sophisticated couples living comfortably in detached homes		1,214	3.3	2.3	140	<div></div>	<div></div>	
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		3,711	10.0	2.4	409	<div></div>	<div></div>	
	3.G.21	Mid-life suburban living		163	0.4	2.7	16	<div></div>		
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0	<div></div>		
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0	<div></div>		
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0	<div></div>		
	3.I.25	Privately renting students and house sharers		40	0.1	0.3	40	<div></div>		
	3.I.26	Younger couples and singles in flats		1,024	2.8	1.7	166	<div></div>	<div></div>	
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		2,446	6.6	3.2	203	<div></div>	<div></div>	
	3.J.28	Families and couples in terraces		2,247	6.0	2.3	263	<div></div>	<div></div>	
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		806	2.2	3.0	72	<div></div>	<div></div>	
	4.K.30	Empty nesters in owner-occupied detached homes		451	1.2	2.5	49	<div></div>		
	4.K.31	Comfortable, home-owning families and empty nesters		1	0.0	0.7	0	<div></div>		
	4.K.32	Older comfortable families and couples in detached, rural properties		17	0.0	0.5	9	<div></div>		
	4.K.33	Retirees in semi-detached and detached properties		8	0.0	0.1	30	<div></div>		
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		478	1.3	3.0	42	<div></div>		
	4.L.35	Settled communities, semi-detached properties		24	0.1	2.9	2	<div></div>		
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		338	0.9	2.2	41	<div></div>		
	4.M.37	Restricted residents, socially renting		3,852	10.4	2.4	439	<div></div>	<div></div>	
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0	<div></div>		
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0	<div></div>		
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0	<div></div>		
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		483	1.3	2.7	47	<div></div>		
	4.O.42	Retired homeowners in semi-detached and detached houses		158	0.4	1.6	26	<div></div>		
	4.O.43	Older couples living in detached houses, rural communities		24	0.1	1.0	7	<div></div>		
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0	<div></div>		
	5.P.45	Privately renting squeezed professionals in flats		1,523	4.1	2.9	144	<div></div>	<div></div>	
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0	<div></div>		
	5.P.47	Singles and couples in rented flats		585	1.6	3.0	52	<div></div>		
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		242	0.7	3.3	20	<div></div>		
	5.Q.49	Socially renting single adult households		2,378	6.4	1.9	332	<div></div>	<div></div>	
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		16	0.0	3.2	1	<div></div>		
	5.R.51	Older, single-person households on the outskirts of town		73	0.2	2.3	8	<div></div>		
	5.R.52	Socially renting families in terraces		560	1.5	2.0	74	<div></div>	<div></div>	
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0	<div></div>		
	6.S.54	Young families in socially rented semis		65	0.2	1.9	9	<div></div>		
	6.S.55	Families in low-value terraced housing		7	0.0	3.0	1	<div></div>		
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0	<div></div>		
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		272	0.7	2.0	37	<div></div>		
	6.T.58	Poorer pensioners in semis		178	0.5	1.3	37	<div></div>		
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0	<div></div>		
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0	<div></div>		
	6.U.61	Socially rented flats, singles and pensioners		712	1.9	3.6	53	<div></div>		
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		17	0.0	0.1	35	<div></div>		
	7.V.63	Active communal populations		10	0.0	0.0	55	<div></div>		
	7.V.64	Inactive communal populations		36	0.1	0.2	46	<div></div>		
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>		
Total households				37,159						



CATEGORY

GROUP

TYPE

MAP

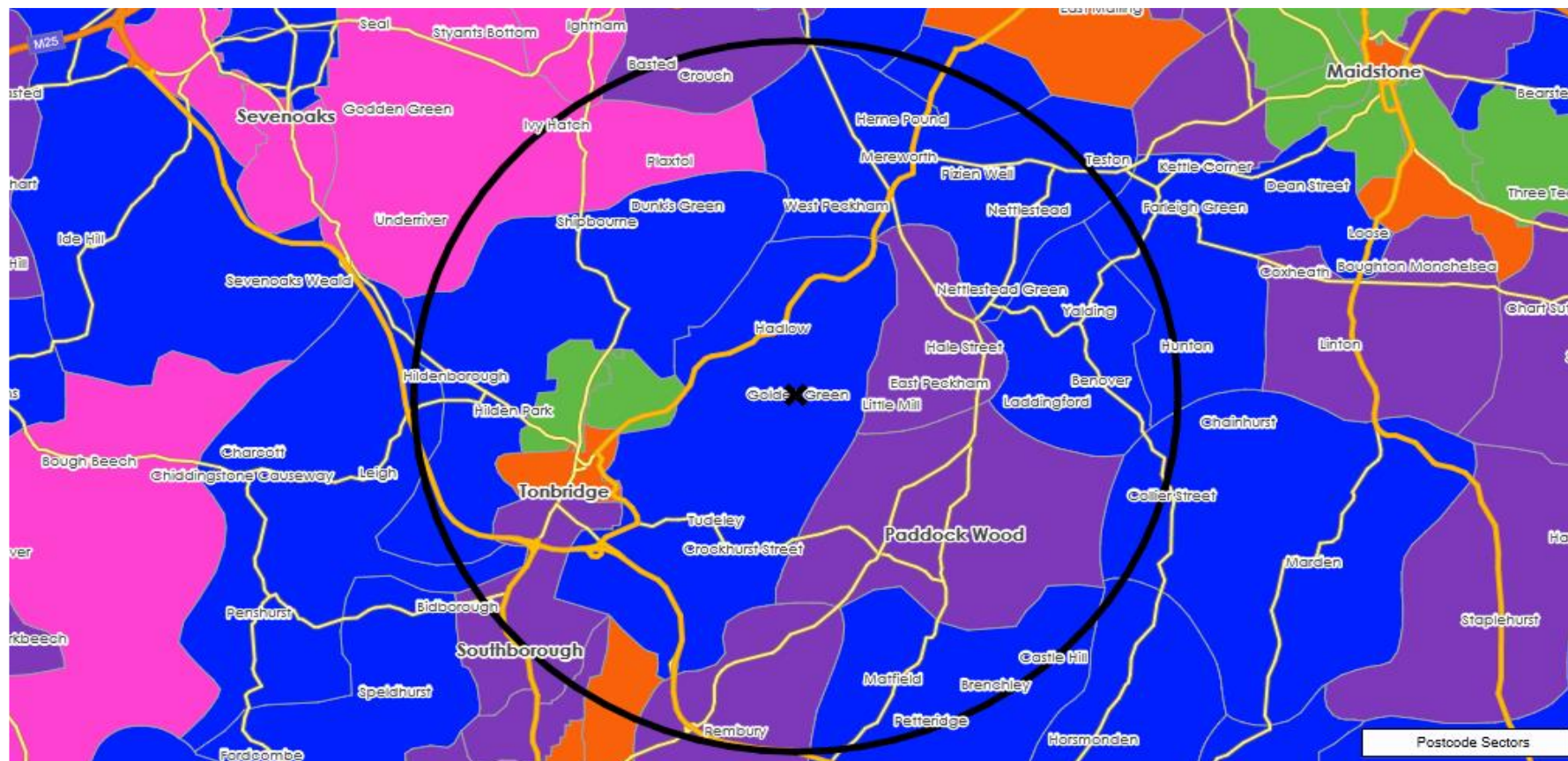
WHAT IS ACORN?

## DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mile contour)



## Acorn Categories

- 1. Luxury Lifestyles
- 2. Established Affluence
- 3. Thriving Neighbourhoods
- 4. Steadfast Communities
- 5. Stretched Society
- 6. Low Income Living
- 7. Not Private Households

Area Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?



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### WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

### ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

### ADDITIONAL INFORMATION



For more information, click here to visit the website:

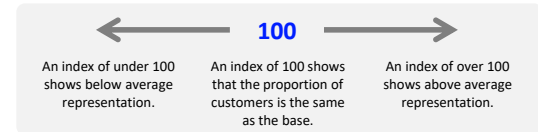
### INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

#### AREA PROFILE

Total figures exclude business addresses without residential population

#### INDEX

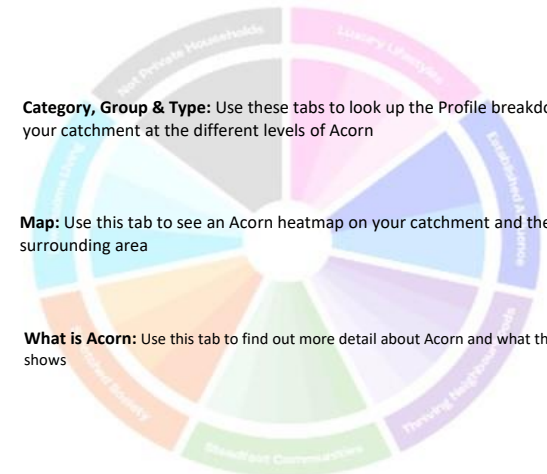


#### PERCENTAGE

**% for Area:** Calculates the percentages of each category, group or type for the catchment

**% for Base:** Calculates the percentages of each category, group or type for the base catchment

### REPORT INFORMATION



# MAP OF AREA

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Source: OS Open Data 2018

Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mile contour)

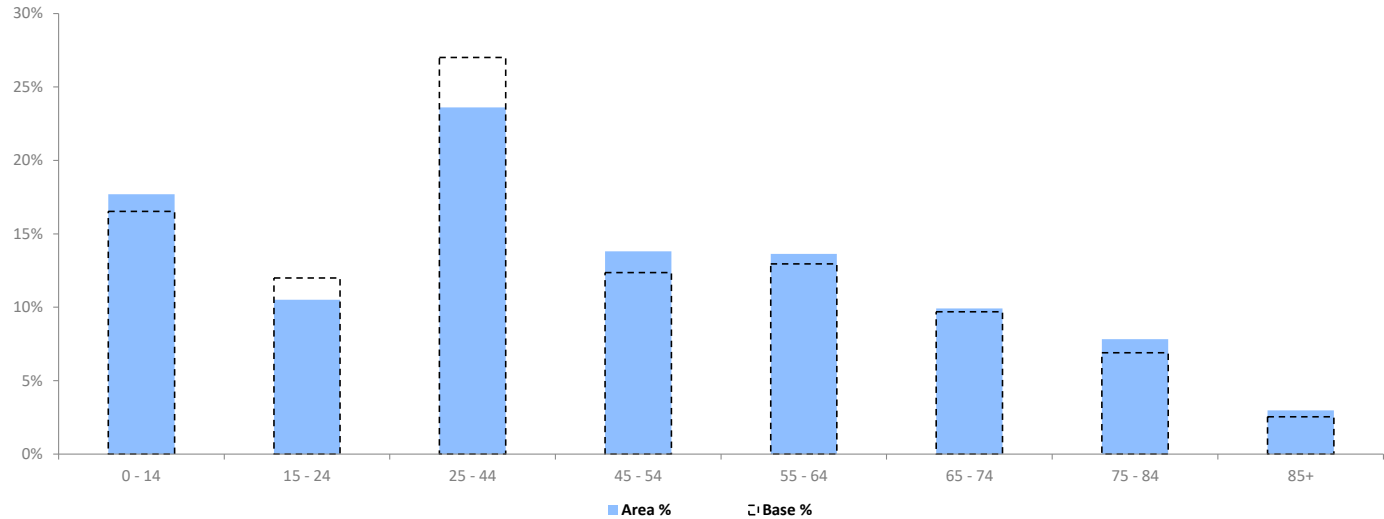


POPULATION PROJECTIONS

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Area:	P03544_Bell, Golden Green, TN11 OBD (5 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	16,187	17.7	16.5	107			
15 - 24	9,615	10.5	12.0	88			
25 - 44	21,597	23.6	27.0	87			
45 - 54	12,625	13.8	12.4	112			
55 - 64	12,460	13.6	13.0	105			
65 - 74	9,075	9.9	9.7	102			
75 - 84	7,154	7.8	6.9	113			
85+	2,727	3.0	2.5	117			
Total population	91,440						



# EXPENDITURE

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Area: P03544\_Bell, Golden Green, TN11 0BD (5 Mile contour)  
Base: Great Britain  
Year: 2024

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£3,843,590	£103.44	£92.53	<b>112</b>			
2. Alcoholic beverages, tobacco and narcotics	£1,174,173	£31.60	£29.81	<b>106</b>			
3. Clothing & Footwear	£1,798,715	£48.41	£44.48	<b>109</b>			
4. Housing, water, electricity, gas and other fuels	£3,784,471	£101.85	£106.80	95			
5. Furnishings, equipment and routine maintenance	£2,382,923	£64.13	£52.65	<b>122</b>			
6. Health	£1,134,990	£30.54	£21.84	<b>140</b>			
7. Transport	£5,520,986	£148.58	£125.67	<b>118</b>			
8. Communication	£722,924	£19.45	£19.03	<b>102</b>			
9. Recreation & Culture	£4,362,899	£117.41	£98.79	<b>119</b>			
10. Education	£633,645	£17.05	£21.71	79			
11. Restaurants & Hotels	£4,110,352	£110.62	£103.11	<b>107</b>			
12. Miscellaneous goods and services	£5,807,701	£156.29	£135.92	<b>115</b>			
<b>Total Expenditure</b>	<b>£35,277,369</b>	<b>£949.36</b>	<b>£852.33</b>	<b>111</b>			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.



CENSUS DEMOGRAPHICS

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Area:	P03544_Bell, Golden Green, TN11 0BD (5 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	12,582	17.6	12.7	138			
2. Lower managerial, administrative and professional	16,087	22.5	19.9	113			
3. Intermediate	9,307	13.0	11.5	113			
4. Small employers and own account workers	8,530	11.9	10.3	115			
5. Lower supervisory and technical	3,362	4.7	5.6	84			
6. Semi-routine	7,214	10.1	11.7	86			
7. Routine	6,573	9.2	12.1	76			
Never worked and long-term unemployed	3,941	5.5	8.2	67			
Full-time students	3,999	5.6	7.8	72			
Total population	71,595						

