

CGA LICENCED PREMISES - LICENCES

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Area: P03872_Wheatsheaf, Castle Hedingham, CO
Base: Great Britain
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs and Bars							
Branded Food Pub	0	0.0	2.9	0			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	2	157.1	26.8	586			
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	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	0	0.0	13.8	0			
Unthemed High Street Pub	0	0.0	8.9	0			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	0	0.0	5.0	0			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	1	78.6	21.7	362			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	1	78.6	3.6	2204			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	0	0.0	10.8	0			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	0	0.0	3.1	0			
Local Sports Club	1	78.6	11.9	662			
Snooker Club	0	0.0	0.0	0			
Social Club	1	78.6	12.0	656			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	0	0.0	1.9	0			
Entertainment and Leisure							
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	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	0	0.0	1.0	0			
Unknown	0	0.0	0.0	0			

CGA LICENCED PREMISES

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Area:	P03872_Wheatsheaf, Castle Hedingham, CO
Base:	Great Britain
Year:	2024

Name	Description	License Type	Owner Name	Postcode
Castle Hedingham Memorial Club	Independent Free	Social Club	Independent Free	CO 9 3DA
Castle Hedingham Bowling Club	Independent Free	Local Sports Club	Independent Free	CO 9 3DG
Bell	Gray & Sons	Community Pub	Gray & Sons	CO 9 3EJ
Old Moot House	Independent Free	Restaurant	Independent Free	CO 9 3EJ
Wheatsheaf	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	CO 9 3EX
Hedingham Castle	Independent Free	Conference/Exhibition/	Independent Free	CO 9 3DJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03872_Wheatsheaf, Castle Heddingham, CO9 3EX (0.50 Mile contour)



KEY

Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

Small to medium pub co's & bars

- Family Brewers with pubs

- ✕ Hotels

- ★ Restaurants

- ↑ Leisure

- Independent

- ◆ Other

- ✕ Site Location

- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 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	1	0.2	3.1	5	<div></div>	
<div></div>	2	Established Affluence	145	24.4	12.3	199		<div></div>
<div></div>	3	Thriving Neighbourhoods	232	39.1	22.6	173		<div></div>
<div></div>	4	Steadfast Communities	63	10.6	25.2	42	<div></div>	
<div></div>	5	Stretched Society	142	23.9	21.1	113	<div></div>	
<div></div>	6	Low Income Living	11	1.9	15.4	12	<div></div>	
<div></div>	7	Not Private Households	0	0.0	0.4	0	<div></div>	
Total households			594					

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%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

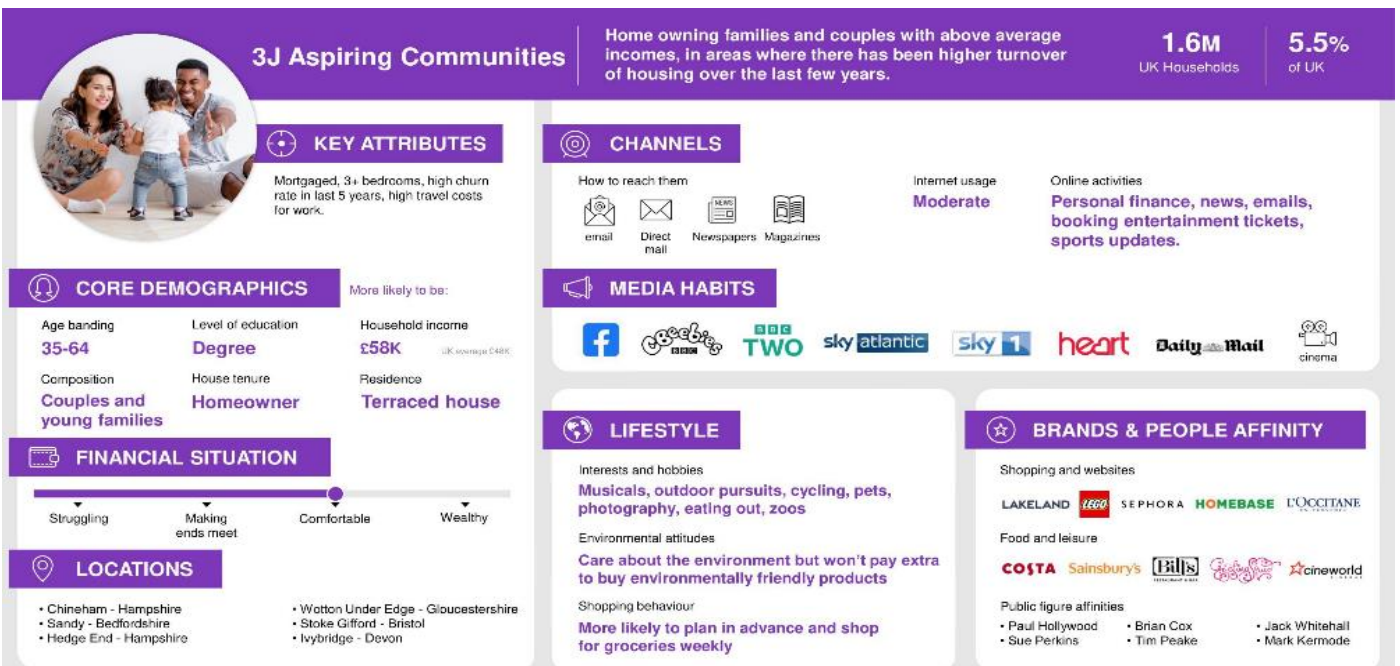
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03872_Wheatsheaf, Castle Heddingham, CO9 3EX (0.50 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	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	1	0.2	1.8	9			
2. Established Affluence							
2.D Commuter Belt Wealth	145	24.4	9.1	268			
2.E Prosperous Professionals	0	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	44	7.4	7.0	105			
3.G Settled Suburbia	0	0.0	5.2	0			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	0	0.0	3.2	0			
3.J Aspiring Communities	188	31.6	5.5	570			
4. Steadfast Communities							
4.K Semi-rural Maturity	26	4.4	6.7	65			
4.L Traditional Homeowners	0	0.0	6.0	0			
4.M Family Renters	27	4.5	4.6	100			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	10	1.7	5.3	31			
5. Stretched Society							
5.P Tenant Living	0	0.0	8.3	0			
5.Q Limited Budgets	142	23.9	5.2	459			
5.R Hard-up Households	0	0.0	7.6	0			
6. Low Income Living							
6.S Cash-strapped Families	0	0.0	7.3	0			
6.T Constrained Pensioners	11	1.9	3.3	56			
6.U Challenging Circumstances	0	0.0	4.8	0			
7. Not Private Households							
7.V Not Private Households	0	0.0	0.4	0			
Total households	594						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 Mile contour)

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		0	0.0	0.1	0	<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		0	0.0	0.5	0	<div></div>		
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		1	0.2	1.1	16	<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		32	5.4	2.1	251		<div></div>	<div></div>
	2.D.9	Families and couples in comfortable homes		0	0.0	1.6	0	<div></div>		
	2.D.10	Well-off families in larger semis		0	0.0	1.1	0	<div></div>		
	2.D.11	Mature and moneyed out-of-towners		112	18.9	2.1	890		<div></div>	<div></div>
	2.D.12	Well-to-do empty nesters in detached houses		1	0.2	2.2	8	<div></div>		
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		0	0.0	1.3	0	<div></div>		
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0	<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		0	0.0	2.0	0	<div></div>		
	3.F.17	Older, rural empty nesters and couples		23	3.9	2.7	146		<div></div>	<div></div>
	3.F.18	Countryside retirees in spacious houses		1	0.2	0.1	198			<div></div>
	3.F.19	Sophisticated couples living comfortably in detached homes		20	3.4	2.3	144			<div></div>
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		0	0.0	2.4	0	<div></div>		
	3.G.21	Mid-life suburban living		0	0.0	2.7	0	<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		0	0.0	0.3	0	<div></div>		
	3.I.26	Younger couples and singles in flats		0	0.0	1.7	0	<div></div>		
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		145	24.4	3.2	751		<div></div>	<div></div>
	3.J.28	Families and couples in terraces		43	7.2	2.3	315			<div></div>
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		24	4.0	3.0	133		<div></div>	<div></div>
	4.K.30	Empty nesters in owner-occupied detached homes		2	0.3	2.5	14	<div></div>		
	4.K.31	Comfortable, home-owning families and empty nesters		0	0.0	0.7	0	<div></div>		
	4.K.32	Older comfortable families and couples in detached, rural properties		0	0.0	0.5	0	<div></div>		
	4.K.33	Retirees in semi-detached and detached properties		0	0.0	0.1	0	<div></div>		
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		0	0.0	3.0	0	<div></div>		
	4.L.35	Settled communities, semi-detached properties		0	0.0	2.9	0	<div></div>		
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		0	0.0	2.2	0	<div></div>		
	4.M.37	Restricted residents, socially renting		27	4.5	2.4	193		<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		9	1.5	2.7	55		<div></div>	
	4.O.42	Retired homeowners in semi-detached and detached houses		0	0.0	1.6	0	<div></div>		
	4.O.43	Older couples living in detached houses, rural communities		1	0.2	1.0	17	<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		0	0.0	2.9	0	<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		0	0.0	3.0	0	<div></div>		
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		17	2.9	3.3	87		<div></div>	<div></div>
	5.Q.49	Socially renting single adult households		125	21.0	1.9	1,093		<div></div>	<div></div>
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		0	0.0	3.2	0	<div></div>		
	5.R.51	Older, single-person households on the outskirts of town		0	0.0	2.3	0	<div></div>		
	5.R.52	Socially renting families in terraces		0	0.0	2.0	0	<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		0	0.0	1.9	0	<div></div>		
	6.S.55	Families in low-value terraced housing		0	0.0	3.0	0	<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		0	0.0	2.0	0	<div></div>		
	6.T.58	Poorer pensioners in semis		11	1.9	1.3	142		<div></div>	<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		0	0.0	3.6	0	<div></div>		
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		0	0.0	0.1	0	<div></div>		
	7.V.63	Active communal populations		0	0.0	0.0	0	<div></div>		
	7.V.64	Inactive communal populations		0	0.0	0.2	0	<div></div>		
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>		

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 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:

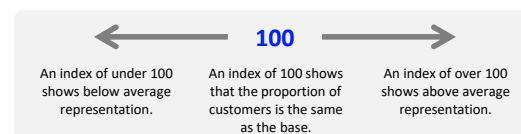
INTERPRETING THE REPORT

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

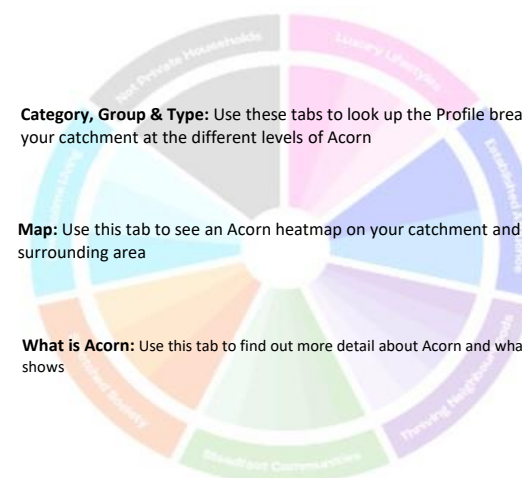
INDEX



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



Category, Group & Type: Use these tabs to look up the Profile breakdown of your catchment at the different levels of Acorn

Map: Use this tab to see an Acorn heatmap on your catchment and the surrounding area

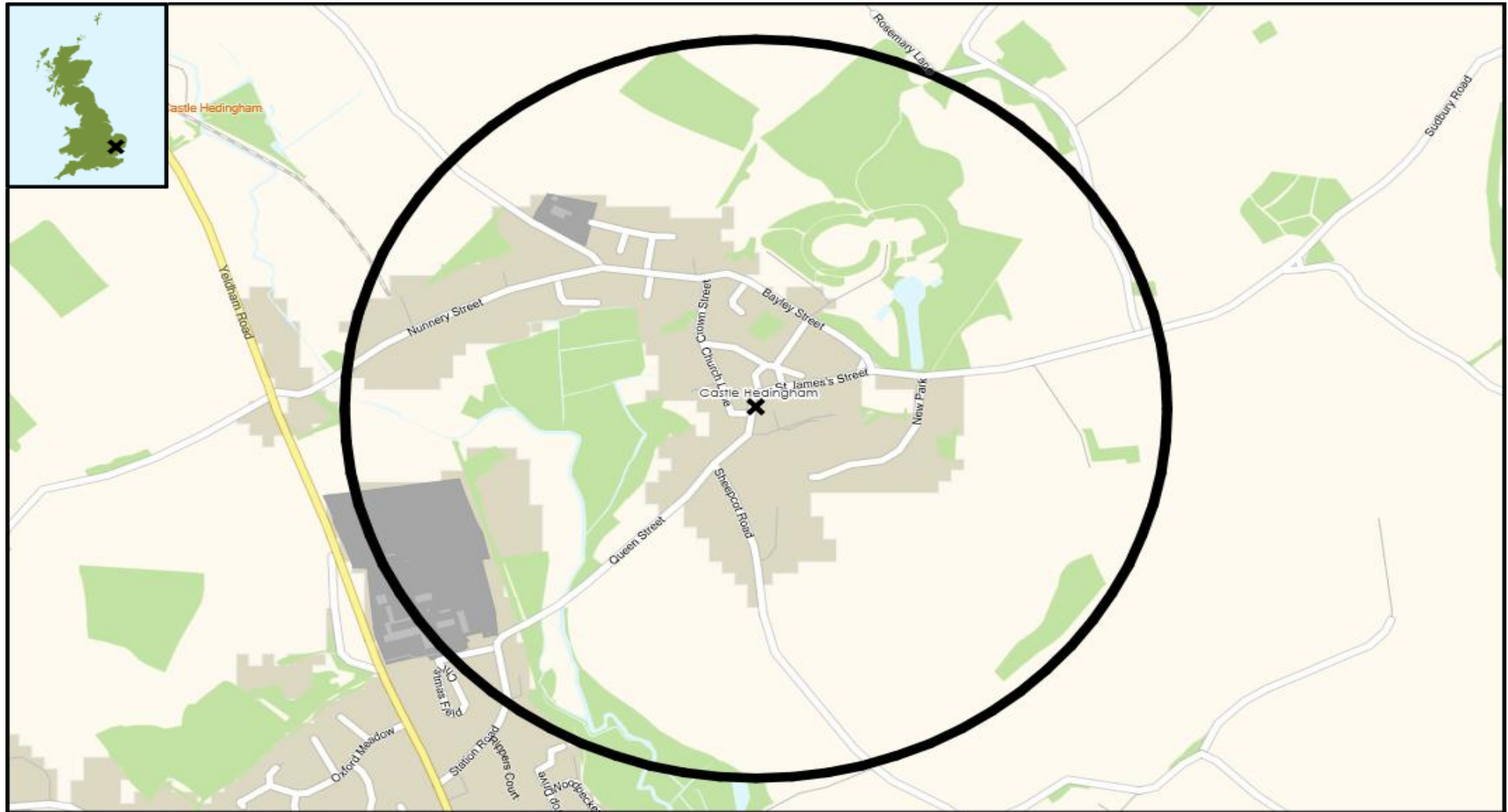
What is Acorn: Use this tab to find out more detail about Acorn and what this report shows

MAP OF AREA

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Source: OS Open Data 2018

Area: P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 Mile contour)

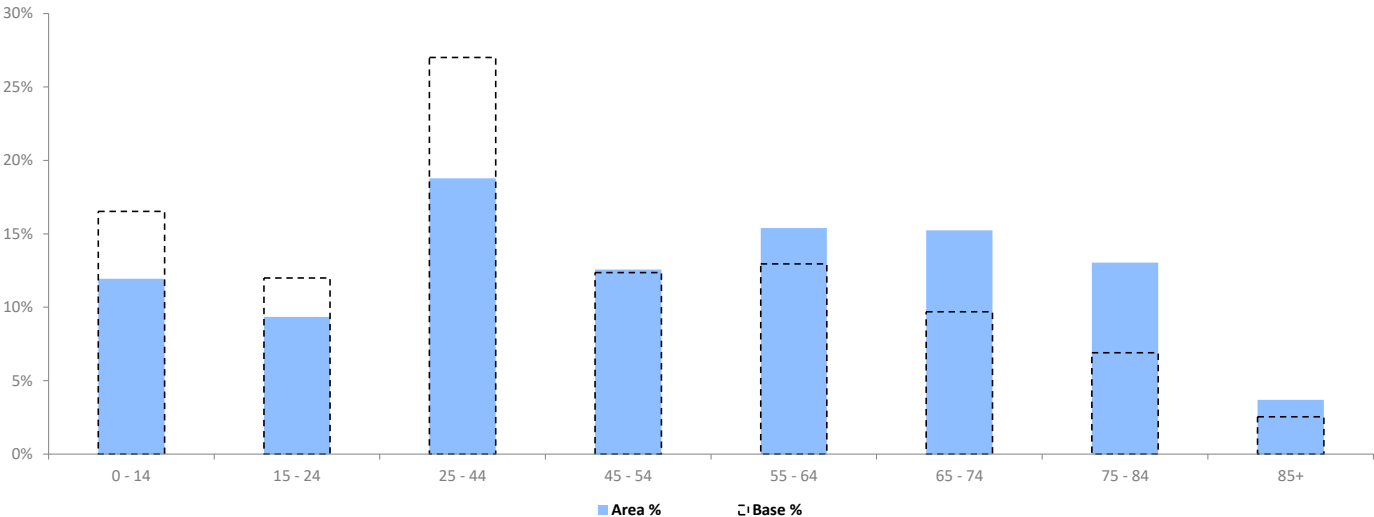


POPULATION PROJECTIONS

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Area:	P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	152	11.9	16.5	72			
15 - 24	119	9.3	12.0	78			
25 - 44	239	18.8	27.0	70			
45 - 54	160	12.6	12.4	102			
55 - 64	196	15.4	13.0	119			
65 - 74	194	15.2	9.7	157			
75 - 84	166	13.0	6.9	189			
85+	47	3.7	2.5	145			
Total population	1,273						



EXPENDITURE

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Area:	P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 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
COICOP Categories							
1. Food & non-alcoholic beverages	£54,873	£92.38	£92.53	100			
2. Alcoholic beverages, tobacco and narcotics	£16,833	£28.34	£29.81	95			
3. Clothing & Footwear	£24,951	£42.00	£44.48	94			
4. Housing, water, electricity, gas and other fuels	£56,808	£95.64	£106.80	90			
5. Furnishings, equipment and routine maintenance	£32,069	£53.99	£52.65	103			
6. Health	£16,050	£27.02	£21.84	124			
7. Transport	£81,716	£137.57	£125.67	109			
8. Communication	£9,711	£16.35	£19.03	86			
9. Recreation & Culture	£58,222	£98.02	£98.79	99			
10. Education	£9,391	£15.81	£21.71	73			
11. Restaurants & Hotels	£59,961	£100.94	£103.11	98			
12. Miscellaneous goods and services	£87,115	£146.66	£135.92	108			
Total Expenditure	£507,699	£854.71	£852.33	100			

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: P03872_Wheatsheaf, Castle Hedingham, CO9 3EX (0.50 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	142	13.9	12.7	109			
2. Lower managerial, administrative and professional	218	21.4	19.9	107			
3. Intermediate	107	10.5	11.5	91			
4. Small employers and own account workers	166	16.3	10.3	158			
5. Lower supervisory and technical	50	4.9	5.6	87			
6. Semi-routine	105	10.3	11.7	88			
7. Routine	113	11.1	12.1	91			
Never worked and long-term unemployed	61	6.0	8.2	73			
Full-time students	58	5.7	7.8	73			
Total population	1,020						

