

CGA LICENCED PREMISES - LICENCES

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Area: P04472_Castle Inn, Rhuddlan, LL18 5AE (1 M
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	1	26.7	2.9	911			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	3	80.0	26.8	298			
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	1	26.7	7.6	350			
Restaurant	2	53.3	21.7	246			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	0	0.0	3.6	0			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	1	26.7	10.8	247			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	1	26.7	3.1	851			
Local Sports Club	0	0.0	11.9	0			
Snooker Club	0	0.0	0.0	0			
Social Club	0	0.0	12.0	0			
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	2	53.3	1.3	4234			
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			

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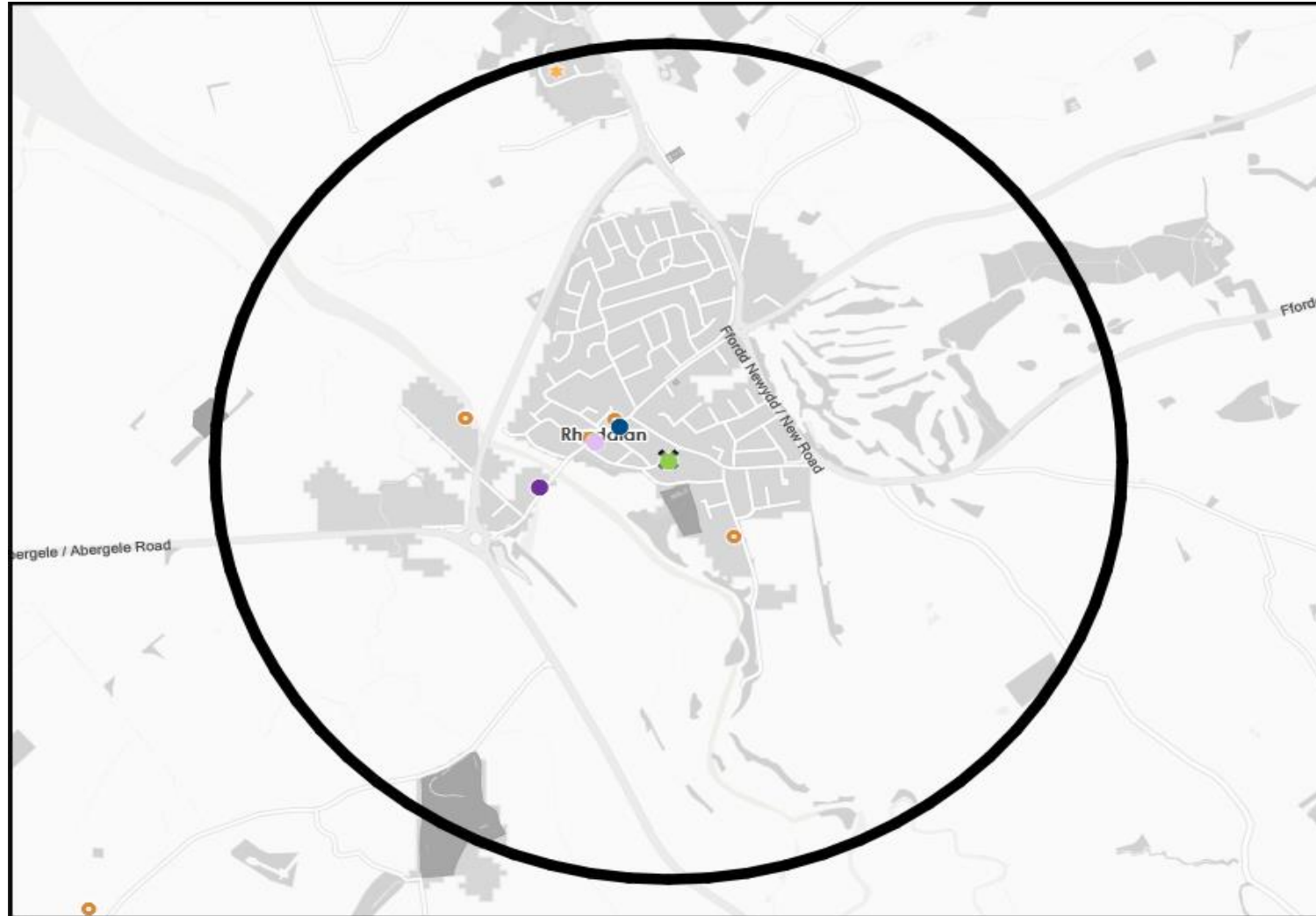
Name	Description	License Type	Owner Name	Postcode
Kings Head	Marston's	Community Pub	Marston's	LL18 2TU
Castle Inn	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	LL18 5AE
Pleasant View Club	Independent Free	Holiday/Caravan Park	Independent Free	LL18 5RL
Rhuddlan Golf Club	Independent Free	Golf Club	Independent Free	LL18 5UD
Sun Valley Camp Club	Independent Free	Holiday/Caravan Park	Independent Free	LL18 5UD
Morfa Rhuddlan	Whitbread	Branded Food Pub	Whitbread	LL18 5UA
New Inn	Stonegate Pub Company	Hotel	Stonegate Pub Company	LL18 2TY
Village Masalla	Independent Free	Restaurant	Independent Free	LL18 5UA
Pizza Hut	Pizza Hut UK Ltd	Casual Dining Restaurar	Pizza Hut UK Ltd	LL18 2TJ
Fei Von	Independent Free	Restaurant	Independent Free	LL18 2UA
Hoptimist	Independent Free	Community Pub	Independent Free	LL18 2UB

MAP OF AREA

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Source: OS Open Data 2018

Area: P04472_Castle Inn, Rhuddlan, LL18 5AE (1 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: P04472_Castle Inn, Rhuddlan, LL18 5AE (1 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description			Area Profile	% for Area	% for Base	Index 0	100	200
	1	Luxury Lifestyles	0	0.0	3.1	0		
	2	Established Affluence	2	0.1	12.3	1		
	3	Thriving Neighbourhoods	208	11.9	22.6	53		
	4	Steadfast Communities	1,111	63.7	25.2	253		
	5	Stretched Society	248	14.2	21.1	67		
	6	Low Income Living	162	9.3	15.4	60		
	7	Not Private Households	12	0.7	0.4	176		
Total households			1,743					

Acorn Category Pen Portrait

4

Steadfast Communities

7.3M
UK Households

25.7%
of UK

Predominant Housing Type

Semi detached

Predominant Housing Tenure

Privately rented

Savings & Investments

Below average

This category contains much of middle of the road Britain with working families on incomes just below the UK average.

Groups within Steadfast Communities

K Semi-rural Maturity

L Traditional Homeowners

M Family Renters

N Urban Diversity

O Stable Seniors

27%

23%

18%

10%

22%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04472_Castle Inn, Rhuddlan, LL18 5AE (1 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	0	0.0	1.8	0			
2. Established Affluence							
2.D Commuter Belt Wealth	2	0.1	9.1	1			
2.E Prosperous Professionals	0	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	149	8.5	7.0	122			
3.G Settled Suburbia	2	0.1	5.2	2			
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	57	3.3	5.5	59			
4. Steadfast Communities							
4.K Semi-rural Maturity	523	30.0	6.7	445			
4.L Traditional Homeowners	130	7.5	6.0	125			
4.M Family Renters	10	0.6	4.6	13			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	448	25.7	5.3	481			
5. Stretched Society							
5.P Tenant Living	39	2.2	8.3	27			
5.Q Limited Budgets	133	7.6	5.2	147			
5.R Hard-up Households	76	4.4	7.6	57			
6. Low Income Living							
6.S Cash-strapped Families	124	7.1	7.3	97			
6.T Constrained Pensioners	38	2.2	3.3	66			
6.U Challenging Circumstances	0	0.0	4.8	0			
7. Not Private Households							
7.V Not Private Households	12	0.7	0.4	176			
Total households							1,743

Acorn Group Pen Portrait



4K Semi-rural Maturity

Older couples who are coming up to retirement, or already retired, living in sizeable properties in semi-rural areas.

2.0M
UK Households

7.0%
of UK

KEY ATTRIBUTES

Detached house, bungalow, retired, paid off mortgage, no children at home, high proportion of disposable income relative to income.

CHANNELS

How to reach them

Internet usage: **Moderate**

Online activities: **Grocery shopping, wine and alcohol, news, personal finance.**

CORE DEMOGRAPHICS

More likely to be:

Age banding: 55+	Level of education: A Level (or equivalent)	Household income: £47K (UK average: £48K)
Composition: Older couple	House tenure: Homeowner	Residence: Detached house

FINANCIAL SITUATION

Struggling — Making ends meet — Comfortable — Wealthy

LOCATIONS

• Carmarthen - Wales
• Dungannon - Northern Ireland
• Spalding - Lincolnshire
• Haverfordwest - Wales
• Launceston - Cornwall
• Alford - Lincolnshire

MEDIA HABITS

ONE TWO itv 5 sky arts gold Daily Mail

LIFESTYLE

Interests and hobbies: **Gardening, motorsport, bird watching, DIY, crossword puzzles**

Environmental attitudes: **Believe it costs too much to be green all the time**

Shopping behaviour: **If there is a choice, they like to buy products made in the UK**

BRANDS & PEOPLE AFFINITY

Shopping and websites: **COTSWOLD Dunelem jorules go B&Q**

Food and leisure: **BOOTH'S TUI Majestic THE NATIONAL LOTTERY HELLO FRESH**

Public figure affinities: **Bryan Ferry Chris Packham Gareth Malone Elton John The Hairy Bikers Peter Kay**



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04472_Castle Inn, Rhuddlan, LL18 5AE (1 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			
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0			
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0			
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0			
	1.B.5	Successful young families in smart urban areas		0	0.0	0.5	0			
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		0	0.0	1.1	0			
	1.C.7	Prosperous families in green-belt areas with substantial homes		0	0.0	0.8	0			
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		0	0.0	2.1	0			
	2.D.9	Families and couples in comfortable homes		2	0.1	1.6	7			
	2.D.10	Well-off families in larger semis		0	0.0	1.1	0			
	2.D.11	Mature and moneyed out-of-towners		0	0.0	2.1	0			
	2.D.12	Well-to-do empty nesters in detached houses		0	0.0	2.2	0			
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		0	0.0	1.3	0			
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0			
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0			
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		65	3.7	2.0	190			
	3.F.17	Older, rural empty nesters and couples		38	2.2	2.7	82			
	3.F.18	Countryside retirees in spacious houses		0	0.0	0.1	0			
	3.F.19	Sophisticated couples living comfortably in detached homes		46	2.6	2.3	113			
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		0	0.0	2.4	0			
	3.G.21	Mid-life suburban living		2	0.1	2.7	4			
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0			
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0			
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0			
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0			
	3.I.26	Younger couples and singles in flats		0	0.0	1.7	0			
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		53	3.0	3.2	94			
	3.J.28	Families and couples in terraces		4	0.2	2.3	10			
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		197	11.3	3.0	373			
	4.K.30	Empty nesters in owner-occupied detached homes		258	14.8	2.5	598			
	4.K.31	Comfortable, home-owning families and empty nesters		15	0.9	0.7	128			
	4.K.32	Older comfortable families and couples in detached, rural properties		53	3.0	0.5	620			
	4.K.33	Retirees in semi-detached and detached properties		0	0.0	0.1	0			
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		130	7.5	3.0	245			
	4.L.35	Settled communities, semi-detached properties		0	0.0	2.9	0			
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		0	0.0	2.2	0			
	4.M.37	Restricted residents, socially renting		10	0.6	2.4	24			
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0			
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0			
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0			
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		4	0.2	2.7	8			
	4.O.42	Retired homeowners in semi-detached and detached houses		385	22.1	1.6	1,373			
	4.O.43	Older couples living in detached houses, rural communities		59	3.4	1.0	341			
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0			
	5.P.45	Privately renting squeezed professionals in flats		0	0.0	2.9	0			
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0			
	5.P.47	Singles and couples in rented flats		39	2.2	3.0	74			
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		133	7.6	3.3	233			
	5.Q.49	Socially renting single adult households		0	0.0	1.9	0			
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		15	0.9	3.2	27			
	5.R.51	Older, single-person households on the outskirts of town		61	3.5	2.3	150			
	5.R.52	Socially renting families in terraces		0	0.0	2.0	0			
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0			
	6.S.54	Young families in socially rented semis		58	3.3	1.9	179			
	6.S.55	Families in low-value terraced housing		66	3.8	3.0	126			
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0			
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		33	1.9	2.0	95			
	6.T.58	Poorer pensioners in semis		5	0.3	1.3	22			
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0			
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0			
	6.U.61	Socially rented flats, singles and pensioners		0	0.0	3.6	0			
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		7	0.4	0.1	303			
	7.V.63	Active communal populations		5	0.3	0.0	587			
	7.V.64	Inactive communal populations		0	0.0	0.2	0			
	7.V.65	Non-residential postcodes		0	0.0	0.0	0			
Total households				1,743						

CATEGORY

GROUP

TYPE

MAP

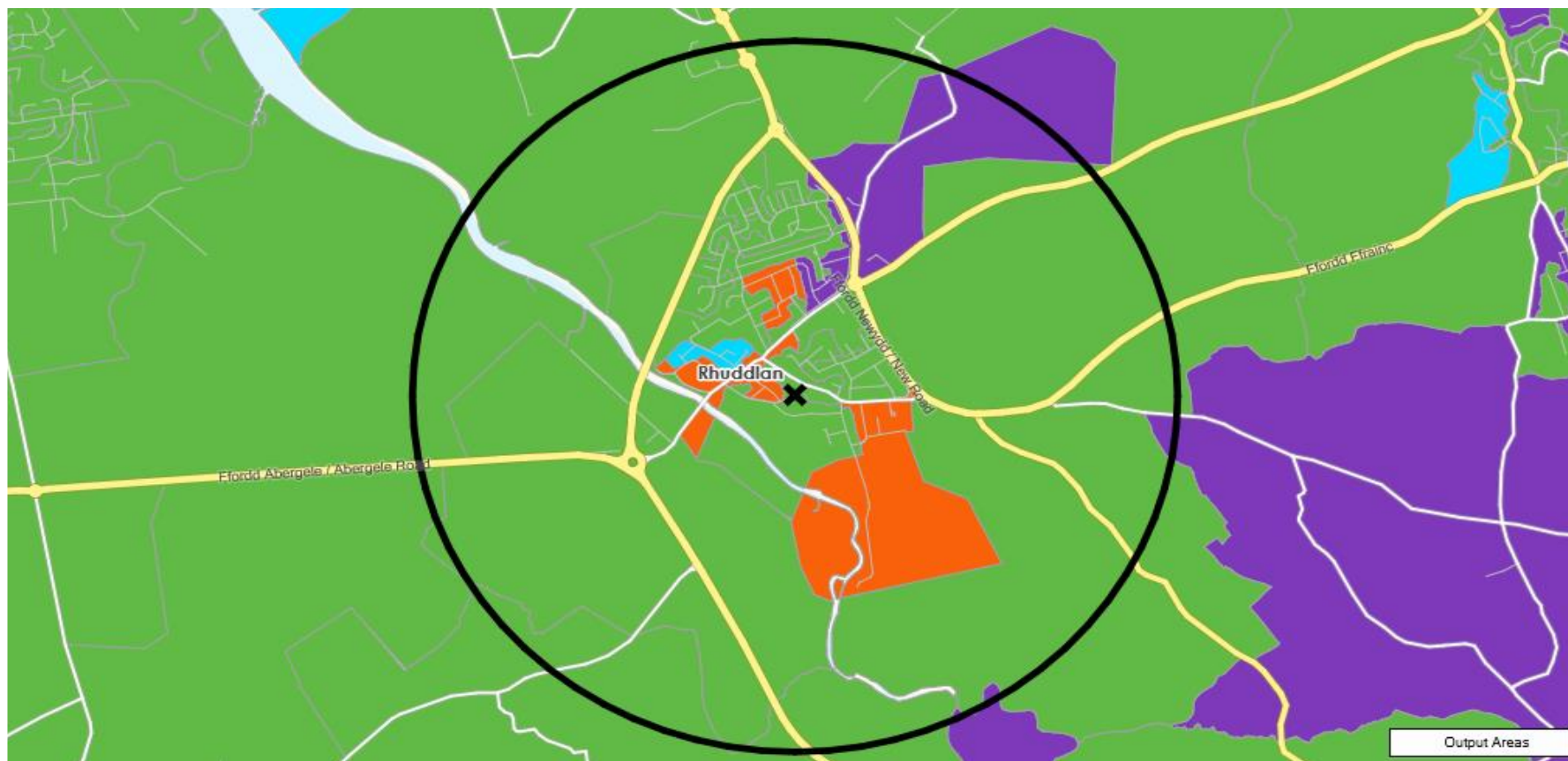
WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04472_Castle Inn, Rhuddlan, LL18 5AE (1 Mile contour)



- Dominant Acorn Category
- % Luxury Lifestyles
- % Established Affluence
- % Thriving Neighbourhoods
- % Steadfast Communities
- % Stretched Society
- % Low Income Living
- Dominant Acorn Group

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:

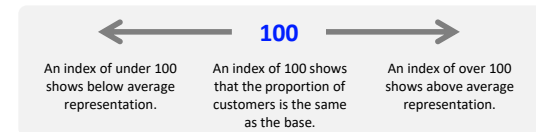
INTERPRETING THE REPORT

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

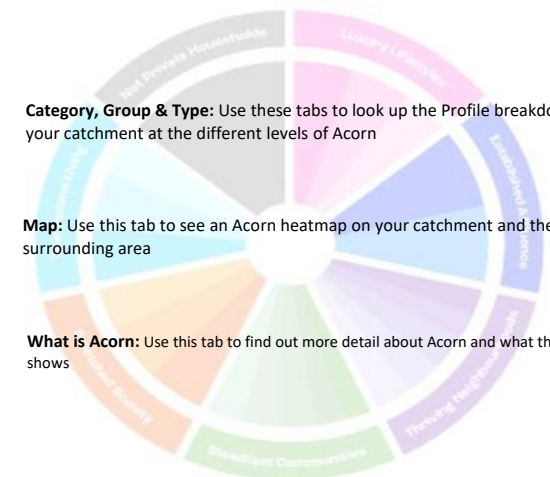
INDEX



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

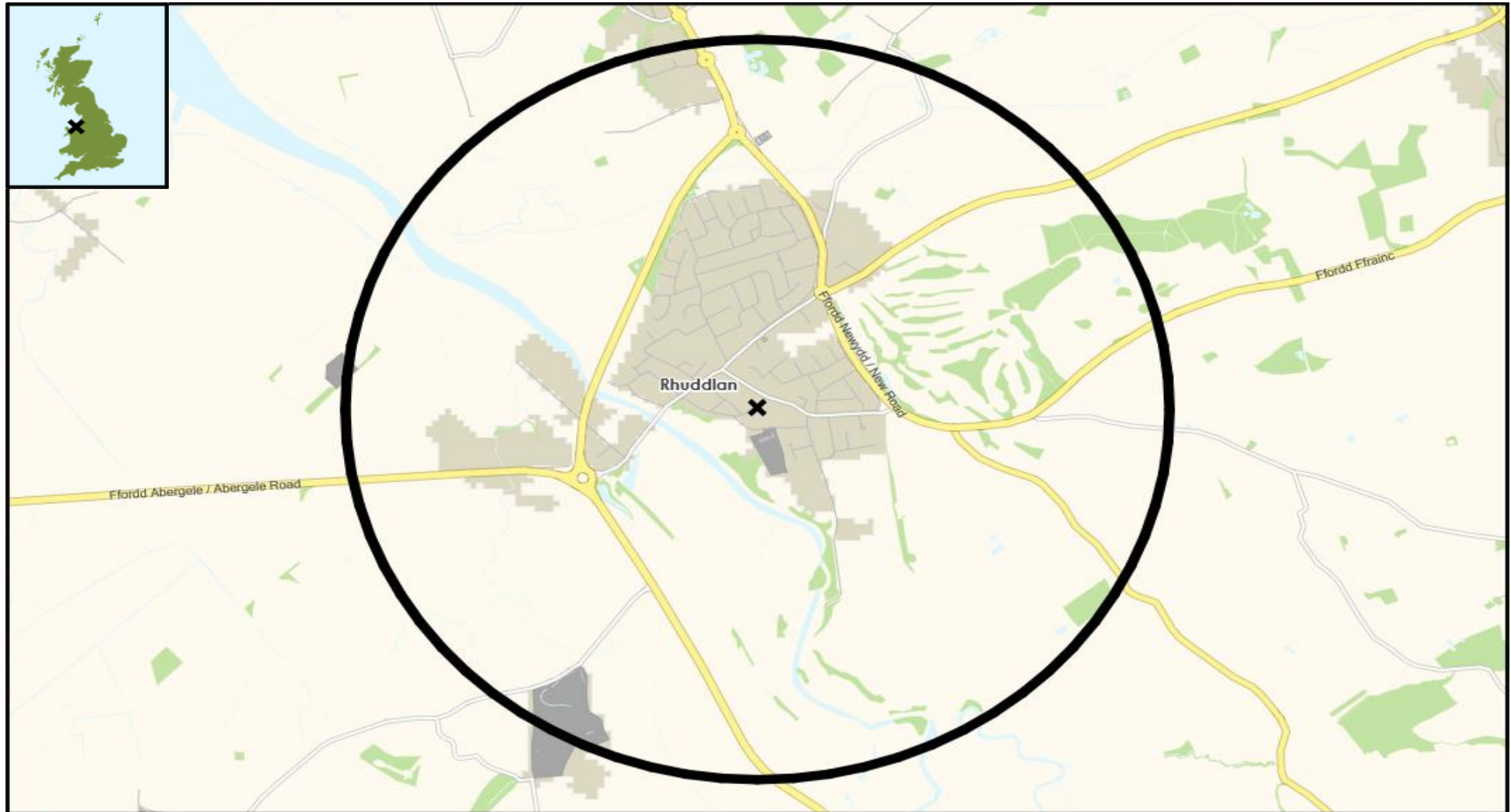
What is Acorn: Use this tab to find out more detail about Acorn and what this report shows

MAP OF AREA

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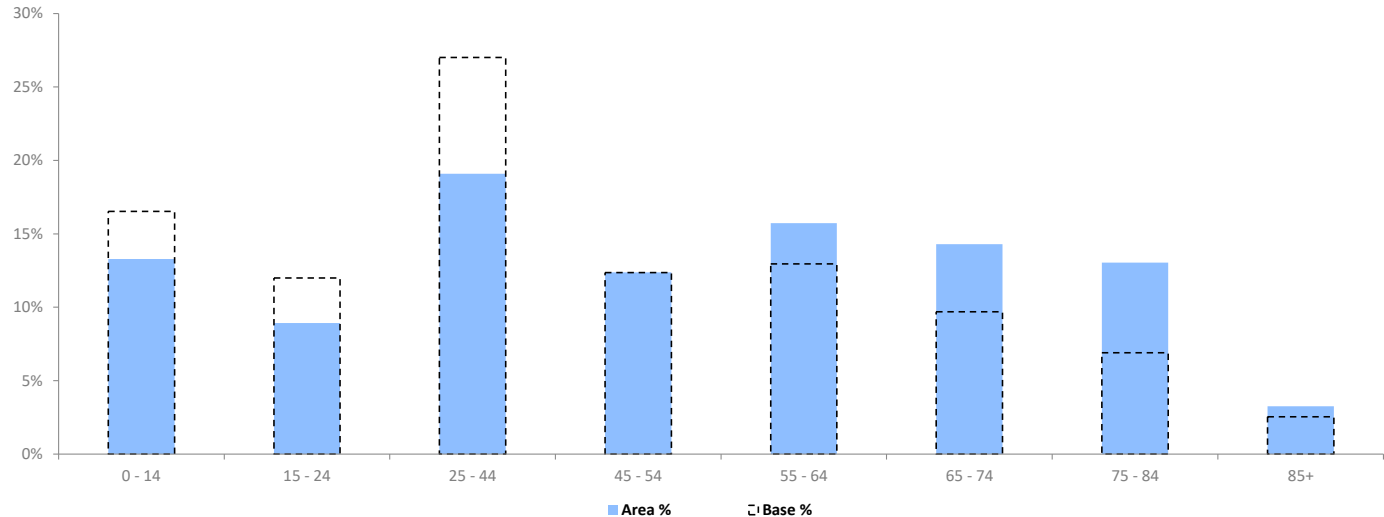


POPULATION PROJECTIONS

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Area:	P04472_Castle Inn, Rhuddlan, LL18 5AE (1 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	498	13.3	16.5	80			
15 - 24	335	8.9	12.0	74			
25 - 44	716	19.1	27.0	71			
45 - 54	464	12.4	12.4	100			
55 - 64	590	15.7	13.0	121			
65 - 74	536	14.3	9.7	147			
75 - 84	489	13.0	6.9	189			
85+	122	3.3	2.5	128			
Total population	3,750						



EXPENDITURE

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Area:	P04472_Castle Inn, Rhuddlan, LL18 5AE (1 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	£149,063	£85.52	£92.53	92			
2. Alcoholic beverages, tobacco and narcotics	£46,100	£26.45	£29.81	89			
3. Clothing & Footwear	£70,828	£40.64	£44.48	91			
4. Housing, water, electricity, gas and other fuels	£166,175	£95.34	£106.80	89			
5. Furnishings, equipment and routine maintenance	£91,596	£52.55	£52.65	100			
6. Health	£30,182	£17.32	£21.84	79			
7. Transport	£196,841	£112.93	£125.67	90			
8. Communication	£29,397	£16.87	£19.03	89			
9. Recreation & Culture	£158,998	£91.22	£98.79	92			
10. Education	£8,459	£4.85	£21.71	22			
11. Restaurants & Hotels	£144,716	£83.03	£103.11	81			
12. Miscellaneous goods and services	£216,395	£124.15	£135.92	91			
Total Expenditure	£1,308,751	£750.86	£852.33	88			

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:	P04472_Castle Inn, Rhuddlan, LL18 5AE (1 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	304	9.4	12.7	74			
2. Lower managerial, administrative and professional	730	22.6	19.9	113			
3. Intermediate	442	13.7	11.5	119			
4. Small employers and own account workers	352	10.9	10.3	106			
5. Lower supervisory and technical	195	6.0	5.6	108			
6. Semi-routine	455	14.1	11.7	121			
7. Routine	389	12.1	12.1	99			
Never worked and long-term unemployed	213	6.6	8.2	80			
Full-time students	147	4.6	7.8	59			
Total population	3,227						

