

# CGA LICENCED PREMISES - LICENCES

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Area: P04050\_Black Horse, Chelmsford, CM2 0LD ( )  
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	0	0.0	2.9	0	<div><div></div></div>		
Cocktail Bar	2	5.0	1.4	348	<div><div></div></div>		
Community Pub	9	22.4	26.8	83	<div><div></div></div>		
Craft Bar	3	7.5	1.2	612	<div><div></div></div>		
Educational Bar	2	5.0	0.9	530	<div><div></div></div>		
Late Night Bar	4	9.9	2.0	502	<div><div></div></div>		
Themed Bar	2	5.0	0.5	1002	<div><div></div></div>		
Themed Pub	0	0.0	0.3	0	<div><div></div></div>		
Unbranded Food Pub	5	12.4	13.8	90	<div><div></div></div>		
Unthemed High Street Pub	11	27.4	8.9	306	<div><div></div></div>		
Wine Bar	1	2.5	1.0	251	<div><div></div></div>		
<b>Restaurants and Cafes</b>							
Bar Restaurant	12	29.8	5.0	598	<div><div></div></div>		
Cafe/Delicatessen	0	0.0	1.8	0	<div><div></div></div>		
Casual Dining Restaurant	15	37.3	7.6	489	<div><div></div></div>		
Restaurant	24	59.7	21.7	275	<div><div></div></div>		
<b>Accomodation and Functions</b>							
Conference/Exhibition/Function/Banquet	1	2.5	3.6	70	<div><div></div></div>		
Guest/Boarding House	1	2.5	2.5	100	<div><div></div></div>		
Hotel	4	9.9	10.8	92	<div><div></div></div>		
<b>Sports and Community</b>							
Bowling Alley	0	0.0	0.3	0	<div><div></div></div>		
Commercially Run Sports Venue/Stadium	1	2.5	0.5	517	<div><div></div></div>		
Golf Club	1	2.5	3.1	79	<div><div></div></div>		
Local Sports Club	5	12.4	11.9	105	<div><div></div></div>		
Snooker Club	0	0.0	0.0	0	<div><div></div></div>		
Social Club	6	14.9	12.0	125	<div><div></div></div>		
Spa and Country Club	0	0.0	0.2	0	<div><div></div></div>		
Sports and Leisure Centre	2	5.0	1.9	256	<div><div></div></div>		
<b>Entertainment and Leisure</b>							
Arena	0	0.0	0.0	0	<div><div></div></div>		
Ballroom	0	0.0	0.0	0	<div><div></div></div>		
Bingo Hall	0	0.0	0.4	0	<div><div></div></div>		
Casino	0	0.0	0.2	0	<div><div></div></div>		
Cinema	1	2.5	0.5	456	<div><div></div></div>		
Holiday/Caravan Park	0	0.0	1.3	0	<div><div></div></div>		
Nightclub	4	9.9	1.2	802	<div><div></div></div>		
Street Market	0	0.0	0.0	0	<div><div></div></div>		
Theatre	1	2.5	1.0	246	<div><div></div></div>		
Unknown	0	0.0	0.0	0	<div><div></div></div>		

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Name	Description	License Type	Owner Name	Postcode
Garrison Tavern	Independent Free	Late Night Bar	Independent Free	CM 1 1BE
Wine Cellar	Independent Free	Bar Restaurant	Independent Free	CM 1 1HL
Railway Tavern	Gray & Sons	Unthemed High Street F	Gray & Sons	CM 1 1LW
Original Plough	Mitchells & Butlers	Unthemed High Street F	Mitchells & Butlers	CM 1 1HY
Bassment	Independent Free	Nightclub	Independent Free	CM 1 1HZ
Barista	Independent Free	Bar Restaurant	Independent Free	CM 1 1JA
Golden Fleece	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	CM 1 1JP
Voodoo Keller Bar	Independent Free	Cocktail Bar	Independent Free	CM 1 1NE
Back Inn Time	Independent Free	Restaurant	Independent Free	CM 1 1NY
Wheatsheaf	Punch Pub Company	Unthemed High Street F	Punch Pub Company	CM 1 1NT
Ymca	Independent Free	Social Club	Independent Free	CM 1 1NZ
Royal Steamer	Greene King	Unthemed High Street F	Greene King	CM 1 1QJ
Compasses	Star Pubs & Bars	Community Pub	Star Pubs & Bars	CM 1 1RY
Ship	Greene King	Unbranded Food Pub	Greene King	CM 1 1SW
County Hotel	County Hotels	Hotel	County Hotels	CM 1 2PZ
Rose Of India	Independent Free	Restaurant	Independent Free	CM 1 2QD
Globe	Greene King	Community Pub	Greene King	CM 1 2QJ
Queens Head	Independent Free	Community Pub	Independent Free	CM 2 0AS
Orange Tree	Gray & Sons	Community Pub	Gray & Sons	CM 2 0AS
Great Baddows Bowls Club	Independent Free	Local Sports Club	Independent Free	CM 2 0BQ
Otaru Sushi And Grill	Independent Free	Restaurant	Independent Free	CM 2 0BX
Shahjan	Independent Free	Restaurant	Independent Free	CM 2 0BX
Bilash Restaurant	Independent Free	Restaurant	Independent Free	CM 2 0BX
Lanthong Thai	Independent Free	Restaurant	Independent Free	CM 2 0DG
Nags Head	Unknown	Community Pub	Unknown	CM 2 0DG
Taj Mahal	Independent Free	Restaurant	Independent Free	CM 2 0DG
Salsa Tapas & Grill	Independent Free	Restaurant	Independent Free	CM 2 0DG
O'connors	Punch Pub Company	Unbranded Food Pub	Punch Pub Company	CM 2 0HG
Bay Horse	Independent Free	Late Night Bar	Independent Free	CM 2 0LG
El Chigre	Independent Free	Wine Bar	Independent Free	CM 2 0HX
Anchor	Star Pubs & Bars	Unthemed High Street F	Star Pubs & Bars	CM 2 0LD
Black Horse	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	CM 2 0LD
United Brethren	Gray & Sons	Unthemed High Street F	Gray & Sons	CM 2 0LF
Balti King	Independent Free	Restaurant	Independent Free	CM 2 0LG
Breakfast Club	Breakfast Club	Bar Restaurant	Breakfast Club	CM 2 0LR
Chelmsford Club	Independent Free	Social Club	Independent Free	CM 2 0RG
Falcon Bowl & Social Club	Independent Free	Local Sports Club	Independent Free	CM 2 0RX
Slug And Lettuce	Stonegate Pub Company	Bar Restaurant	Stonegate Pub Company	CM 2 6FL
Chelmsford Social Club	Independent Free	Social Club	Independent Free	CM 2 6JG
Two Brewers	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	CM 2 6JY
Boswell House Hotel	Independent Free	Guest/Boarding House	Independent Free	CM 2 6LF
Riverside Inn	Punch Pub Company	Unbranded Food Pub	Punch Pub Company	CM 2 6LJ
Royal Engineers Social Club	Independent Free	Social Club	Independent Free	CM 2 6LN
Travelodge	Dubai International Capital	Hotel	Dubai International Capital	CM 2 7GY
Royal British Legion Club	Independent Free	Social Club	Independent Free	CM 2 7RA
Sir Evelyn Wood	Gray & Sons	Community Pub	Gray & Sons	CM 2 8SY
New London Restaurant	Independent Free	Restaurant	Independent Free	CM 2 0AA
Rising Sun	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	CM 2 9AE
Chelmsford Conservative Club	Independent Free	Social Club	Independent Free	CM 2 0JG
Chelmsford Golf Club	Independent Free	Golf Club	Independent Free	CM 2 9AP
Fox & Hounds	Gray & Sons	Community Pub	Gray & Sons	CM 2 9BQ
Eagle & Hind	Greene King	Community Pub	Greene King	CM 2 9LG
Grove Lawn Tennis Club	Independent Free	Local Sports Club	Independent Free	CM 2 9QA
Star And Garter	Independent Free	Unthemed High Street F	Independent Free	CM 2 0LD
Essex County County Cricket Club	Independent Free	Commercially Run Sport	Independent Free	CM 2 0PG
	Independent Free	Educational Bar	Independent Free	CM 1 1SQ
Bar And Beyond	NEOS Hospitality	Nightclub		CM 2 0HR
Cricketers	Gray & Sons	Unbranded Food Pub	Gray & Sons	CM 2 0JT
Woolpack	Greene King	Unthemed High Street F	Greene King	CM 2 0DN
Q-Ball Snooker Club	Independent Free	Local Sports Club	Independent Free	CM 2 0UU
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Sports and Leisure Cent	Cannons Group Ltd	CM 1 1AN
Pop World	Stonegate Pub Company	Nightclub	Stonegate Pub Company	CM 2 6JE

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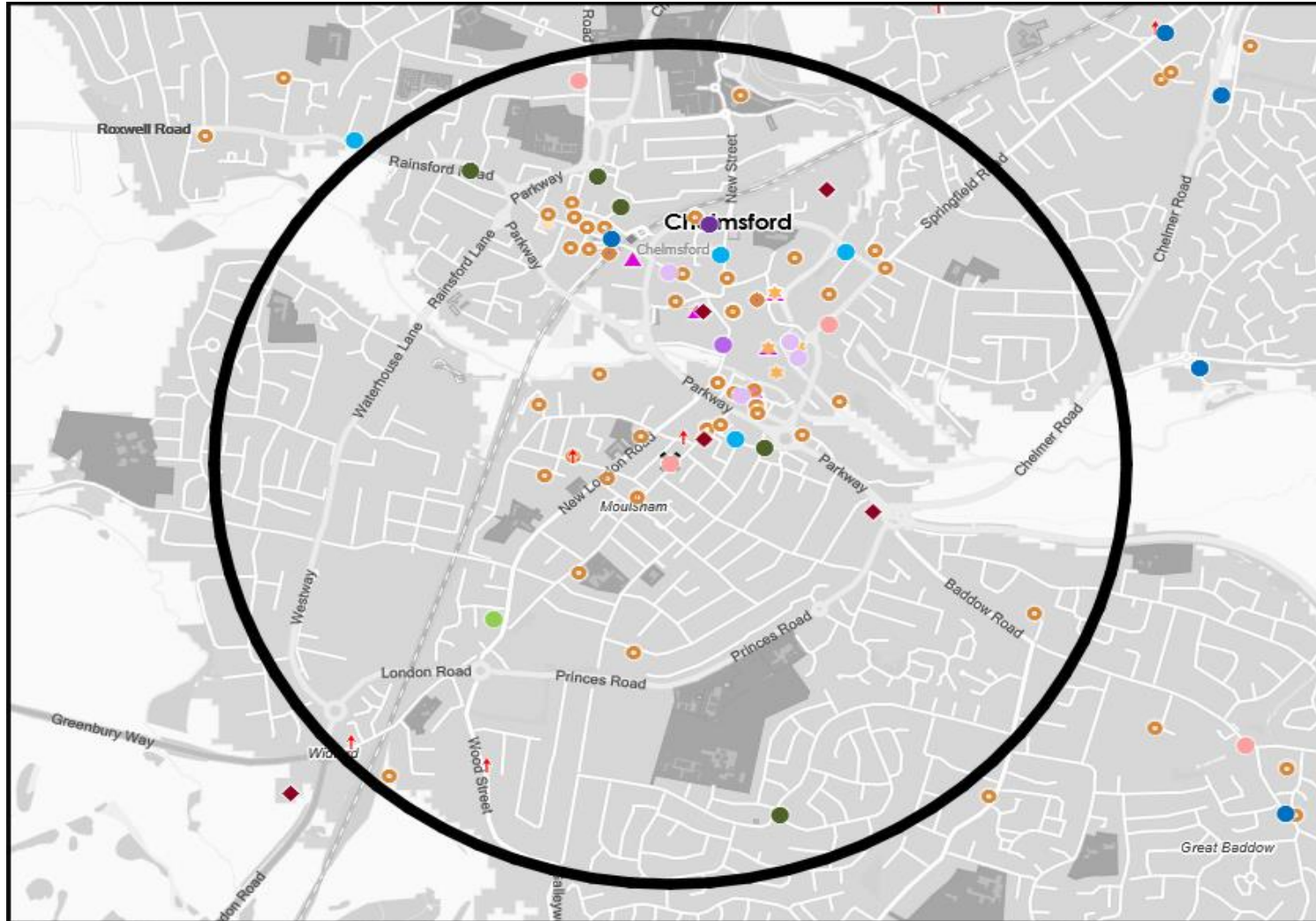
Name	Description	License Type	Owner Name	Postcode
Walkabout	Stonegate Pub Company	Late Night Bar	Stonegate Pub Company	CM 2 6JE
Civic Theatre	Independent Free	Theatre	Independent Free	CM 1 1JG
Rivermead Campus	Independent Free	Educational Bar	Independent Free	CM 1 1SQ
Wildwood	Tasty	Casual Dining Restaurar	Tasty	CM 2 6FD
Pizza Express	Hony Capital	Casual Dining Restaurar	Hony Capital	CM 2 0LR
Ivory Peg	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	CM 2 0SW
Cote	Cote Restaurants	Casual Dining Restaurar	Cote Restaurants	CM 1 1XB
Bootmaker	McMullen & Sons Ltd	Bar Restaurant	McMullen & Sons Ltd	CM 2 0HR
Bar 7	Independent Free	Late Night Bar	Independent Free	CM 2 0HR
Courtyard	Independent Free	Bar Restaurant	Independent Free	CM 2 0DG
Pinchos Restaurant & Wine Bar	Independent Free	Bar Restaurant	Independent Free	CM 2 0BX
Lek Thai Food	Independent Free	Restaurant	Independent Free	CM 1 1LU
Riverside Ice	Independent Free	Sports and Leisure Cent	Independent Free	CM 1 1FG
Giggling Squid	Giggling Squid	Casual Dining Restaurar	Giggling Squid	CM 1 1GD
Il Palazzo	Independent Free	Casual Dining Restaurar	Independent Free	CM 1 1JA
Zizzi	Azzurri Group Ltd	Casual Dining Restaurar	Azzurri Group Ltd	CM 2 6QR
Nandos	Nandos Restaurants	Casual Dining Restaurar	Nandos Restaurants	CM 2 6QR
Prezzo	Prezzo plc	Casual Dining Restaurar	Prezzo plc	CM 1 1GD
Lanton House	Independent Free	Restaurant	Independent Free	CM 1 1SY
Zenxi	Independent Free	Restaurant	Independent Free	CM 2 0DL
Everest	Independent Free	Restaurant	Independent Free	CM 1 1SN
Ale House	Unknown	Craft Bar	Unknown	CM 1 1TS
San Chinese	Independent Free	Restaurant	Independent Free	CM 2 0JT
Hot Box Live Events	Independent Free	Conference/Exhibition/I	Independent Free	CM 1 1TS
Amavi	Independent Free	Restaurant	Independent Free	CM 1 1NZ
Schwings	Independent Free	Casual Dining Restaurar	Independent Free	CM 2 0ND
Turtle Bay	Turtle Bay Restaurants	Bar Restaurant	Turtle Bay Restaurants	CM 1 1XD
Middletons Steak House	Middletons Steak House	Restaurant	Middletons Steak House	CM 1 1BE
Acanteen	Independent Free	Restaurant	Independent Free	CM 2 0ND
Premier Inn	Whitbread Hotels	Hotel	Whitbread	CM 1 1NY
Chelmsford Canoe Club	Independent Free	Local Sports Club	Independent Free	CM 2 0DE
Banana Tree	Big Table Group Ltd	Restaurant	Big Table Group Ltd	CM 1 1XD
Club Tantalize	Independent Free	Nightclub	Independent Free	CM 2 0UU
El Chigre	Independent Free	Restaurant	Independent Free	CM 1 1BE
Zukoa	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	CM 1 1XB
Cosy Club	Loungers	Bar Restaurant	Loungers	CM 2 6JX
Mowgli	Mowgli	Casual Dining Restaurar	Mowgli	CM 1 1GD
Las Iguanas	Big Table Group Ltd	Bar Restaurant	Big Table Group Ltd	CM 1 1GD
Ask Italian	Azzurri Group Ltd	Casual Dining Restaurar	Azzurri Group Ltd	CM 1 1GD
Bills	Bills Restaurants	Casual Dining Restaurar	Bills Restaurants	CM 1 1GD
Everyman Cinema	Everyman Media Group	Cinema	Everyman Media Group	CM 1 1GH
Bogaz	Independent Free	Restaurant	Independent Free	CM 2 0HY
Hop Beer Shop	Independent Free	Craft Bar	Independent Free	CM 2 0LD
Wagamama	Restaurant Group	Casual Dining Restaurar	Restaurant Group	CM 1 1GD
Be At One	Stonegate Pub Company	Cocktail Bar	Stonegate Pub Company	CM 2 0LR
Five Guys	Five Guys	Casual Dining Restaurar	Five Guys	CM 1 1BE
Moto Pizza	Independent Free	Restaurant	Independent Free	CM 2 0DG
Songs Buffet Restaurant	Independent Free	Restaurant	Independent Free	CM 1 1GH
Bck Yrd Golf	Independent Free	Themed Bar	Independent Free	CM 2 6JE
Garrison	Independent Free	Hotel	Independent Free	CM 1 1BE
Benugo	Benugo Ltd	Bar Restaurant	Benugo Ltd	CM 1 1GD
Taste Of Italy	Independent Free	Casual Dining Restaurar	Independent Free	CM 1 1GZ
Hopsters	*Other Small Retail Groups	Craft Bar	*Other Small Retail Groups	CM 2 0HY
Boom Battle Bar	Boom Battle Bar	Themed Bar	Boom Battle Bar	CM 1 1GH
Brewhouse And Kitchen	Brewhouse and Kitchen	Bar Restaurant	Brewhouse and Kitchen	CM 1 1LW

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04050\_Black Horse, Chelmsford, CM2 0LD (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

- ◆ Other

- ✖ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04050\_Black Horse, Chelmsford, CM2 0LD (1 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	43	0.2	3.1	8	<div></div>	
<div></div>	2	Established Affluence	2,708	15.4	12.3	125	<div></div>	<div></div>
<div></div>	3	Thriving Neighbourhoods	5,936	33.7	22.6	149	<div></div>	<div></div>
<div></div>	4	Steadfast Communities	1,954	11.1	25.2	44	<div></div>	
<div></div>	5	Stretched Society	5,981	33.9	21.1	161	<div></div>	<div></div>
<div></div>	6	Low Income Living	867	4.9	15.4	32	<div></div>	
<div></div>	7	Not Private Households	148	0.8	0.4	215	<div></div>	<div></div>
Total households			17,637					

Acorn Category Pen Portrait

5

Stretched Society

6.0M  
UK Households

21.1%  
of UK

Predominant Housing Type

Terraced

Predominant Housing Tenure

Privately rented

Savings & Investments

Low

Traditional working class areas of Britain containing younger families, flat sharers and students privately renting their homes.

Groups within Stretched Society

P Tenant Living 38%

Q Limited Budgets 25%

R Hard-up Households 37%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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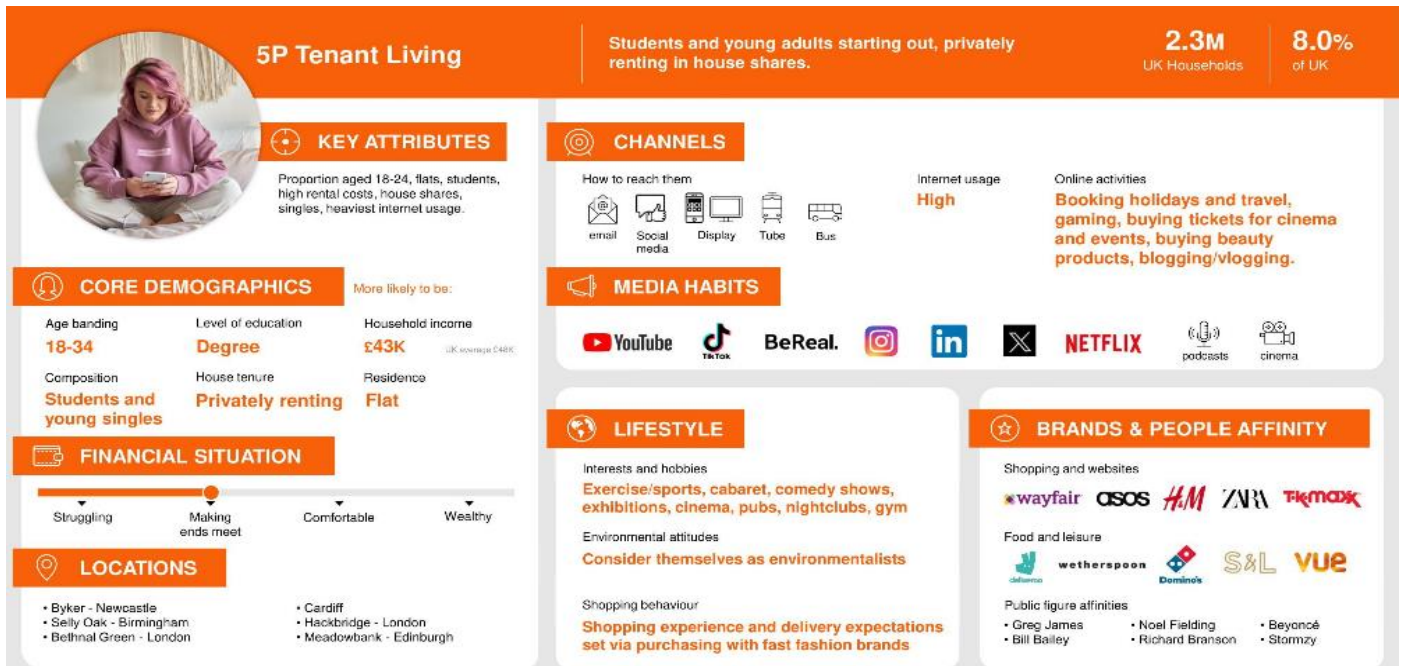
Area: P04050\_Black Horse, Chelmsford, CM2 0LD (1 Mile contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Luxury Lifestyles</b>							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	43	0.2	1.8	13			
<b>2. Established Affluence</b>							
2.D Commuter Belt Wealth	730	4.1	9.1	45			
2.E Prosperous Professionals	1,978	11.2	3.2	356			
<b>3. Thriving Neighbourhoods</b>							
3.F Mature Success	97	0.5	7.0	8			
3.G Settled Suburbia	1,883	10.7	5.2	206			
3.H Metropolitan Surroundings	29	0.2	1.6	10			
3.I Up-and-coming Urbanites	1,671	9.5	3.2	297			
3.J Aspiring Communities	2,256	12.8	5.5	231			
<b>4. Steadfast Communities</b>							
4.K Semi-rural Maturity	76	0.4	6.7	6			
4.L Traditional Homeowners	358	2.0	6.0	34			
4.M Family Renters	1,478	8.4	4.6	183			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	42	0.2	5.3	4			
<b>5. Stretched Society</b>							
5.P Tenant Living	5,172	29.3	8.3	354			
5.Q Limited Budgets	722	4.1	5.2	79			
5.R Hard-up Households	87	0.5	7.6	6			
<b>6. Low Income Living</b>							
6.S Cash-strapped Families	56	0.3	7.3	4			
6.T Constrained Pensioners	406	2.3	3.3	70			
6.U Challenging Circumstances	405	2.3	4.8	48			
<b>7. Not Private Households</b>							
7.V Not Private Households	148	0.8	0.4	215			
Total households		17,637					

## Acorn Group Pen Portrait



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		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		43	0.2	1.1	23	<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		575	3.3	2.1	152	<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		155	0.9	2.1	41	<div></div>		
	2.D.12	Well-to-do empty nesters in detached houses		0	0.0	2.2	0	<div></div>		
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		1,588	9.0	1.3	712	<div></div>		<div></div>
	2.E.14	Upmarket young families in terraces		384	2.2	0.9	235	<div></div>		<div></div>
	2.E.15	Educated professionals renting flats		6	0.0	1.0	4	<div></div>		
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		61	0.3	2.0	18	<div></div>		
	3.F.17	Older, rural empty nesters and couples		0	0.0	2.7	0	<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		36	0.2	2.3	9	<div></div>		
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		1,883	10.7	2.4	437	<div></div>		<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		29	0.2	1.0	17	<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		63	0.4	1.3	28	<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		1,608	9.1	1.7	550	<div></div>		<div></div>
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		0	0.0	3.2	0	<div></div>		
	3.J.28	Families and couples in terraces		2,256	12.8	2.3	556	<div></div>		<div></div>
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		31	0.2	3.0	6	<div></div>		
	4.K.30	Empty nesters in owner-occupied detached homes		45	0.3	2.5	10	<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		186	1.1	3.0	35	<div></div>		
	4.L.35	Settled communities, semi-detached properties		172	1.0	2.9	33	<div></div>		
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		464	2.6	2.2	119	<div></div>		<div></div>
	4.M.37	Restricted residents, socially renting		1,014	5.7	2.4	244	<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		42	0.2	2.7	9	<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		0	0.0	1.0	0	<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		4,061	23.0	2.9	807	<div></div>		<div></div>
	5.P.46	Sharers and students in private rentals		163	0.9	1.0	94	<div></div>		
	5.P.47	Singles and couples in rented flats		948	5.4	3.0	177	<div></div>		<div></div>
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		18	0.1	3.3	3	<div></div>		
	5.Q.49	Socially renting single adult households		704	4.0	1.9	207	<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		87	0.5	2.0	24	<div></div>		
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		56	0.3	1.7	19	<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		253	1.4	2.0	72	<div></div>		
	6.T.58	Poorer pensioners in semis		153	0.9	1.3	66	<div></div>		
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		2	0.0	0.2	5	<div></div>		
	6.U.60	Socially renting single adult households in flats		44	0.2	0.9	28	<div></div>		
	6.U.61	Socially rented flats, singles and pensioners		359	2.0	3.6	56	<div></div>		<div></div>
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		66	0.4	0.1	283	<div></div>		<div></div>
	7.V.63	Active communal populations		1	0.0	0.0	12	<div></div>		
	7.V.64	Inactive communal populations		81	0.5	0.2	219	<div></div>		<div></div>
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>		
Total households				17,637						

CATEGORY

GROUP

TYPE

MAP

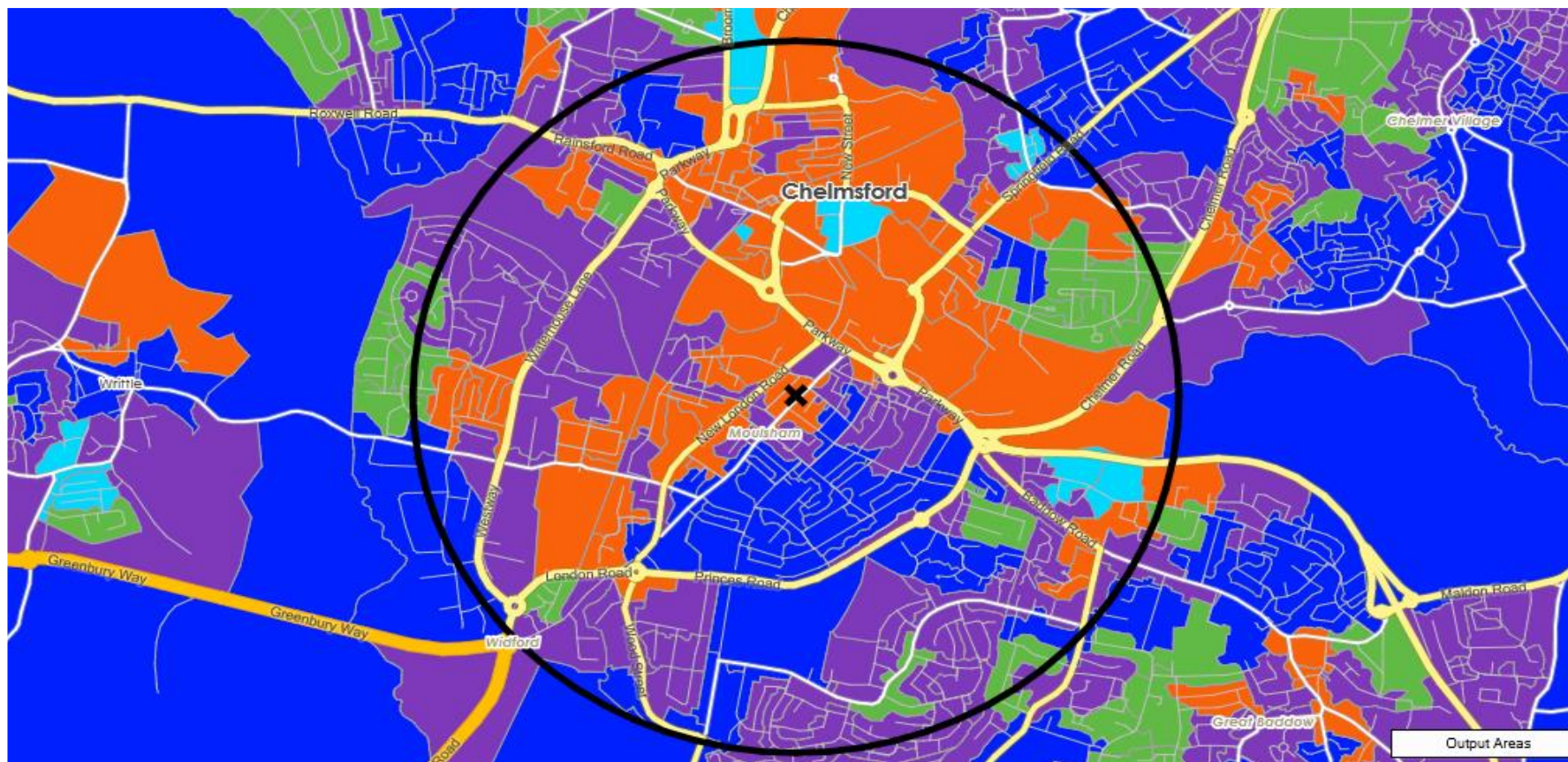
WHAT IS ACORN?

## DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04050\_Black Horse, Chelmsford, CM2 0LD (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:

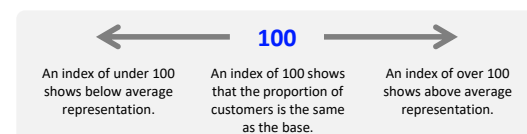
### INTERPRETING THE REPORT

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

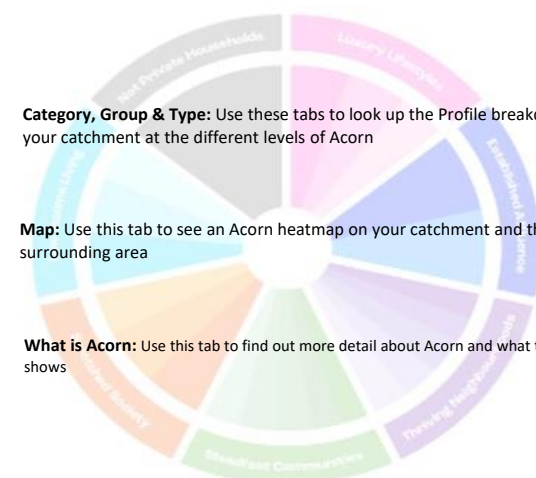


#### PERCENTAGE

**% 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

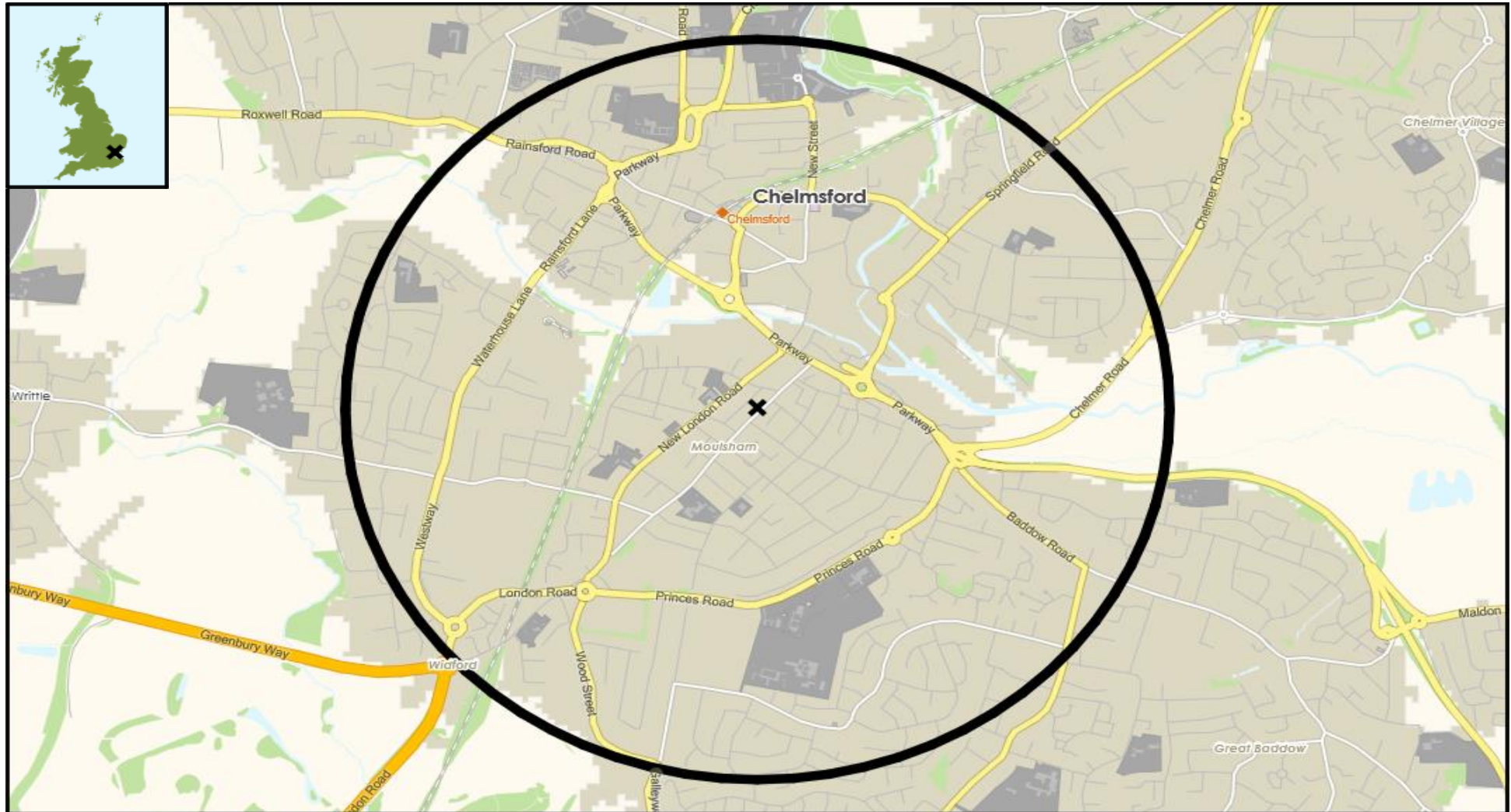


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04050\_Black Horse, Chelmsford, CM2 0LD (1 Mile contour)

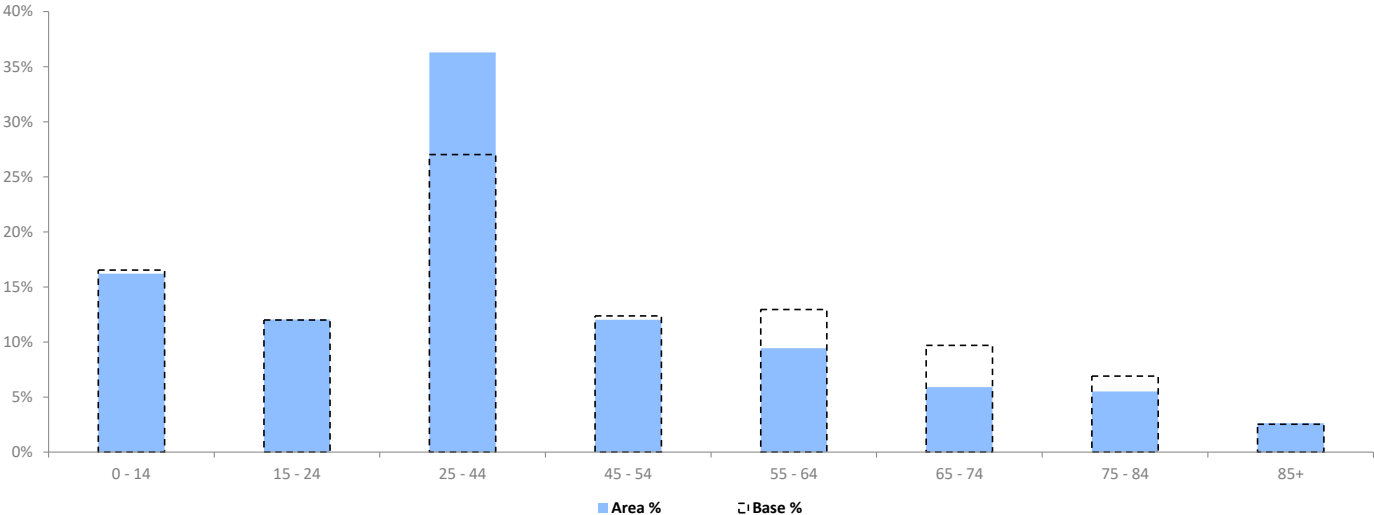


POPULATION PROJECTIONS

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Area:	P04050_Black Horse, Chelmsford, CM2 0LD (1 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,520	16.2	16.5	98			
15 - 24	4,843	12.0	12.0	100			
25 - 44	14,593	36.3	27.0	134			
45 - 54	4,833	12.0	12.4	97			
55 - 64	3,791	9.4	13.0	73			
65 - 74	2,371	5.9	9.7	61			
75 - 84	2,215	5.5	6.9	80			
85+	1,051	2.6	2.5	103			
Total population	40,217						



EXPENDITURE

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Area:	P04050_Black Horse, Chelmsford, CM2 0LD (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£1,591,856	£90.26	£92.53	98			
2. Alcoholic beverages, tobacco and narcotics	£492,453	£27.92	£29.81	94			
3. Clothing & Footwear	£762,804	£43.25	£44.48	97			
4. Housing, water, electricity, gas and other fuels	£1,951,932	£110.67	£106.80	104			
5. Furnishings, equipment and routine maintenance	£886,477	£50.26	£52.65	95			
6. Health	£408,283	£23.15	£21.84	106			
7. Transport	£2,418,141	£137.11	£125.67	109			
8. Communication	£306,411	£17.37	£19.03	91			
9. Recreation & Culture	£1,671,776	£94.79	£98.79	96			
10. Education	£381,761	£21.65	£21.71	100			
11. Restaurants & Hotels	£2,012,649	£114.12	£103.11	111			
12. Miscellaneous goods and services	£2,609,099	£147.93	£135.92	109			
<b>Total Expenditure</b>	<b>£15,493,642</b>	<b>£878.47</b>	<b>£852.33</b>	<b>103</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:	P04050_Black Horse, Chelmsford, CM2 0LD (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	5,789	18.0	12.7	141			
2. Lower managerial, administrative and professional	7,625	23.7	19.9	119			
3. Intermediate	3,929	12.2	11.5	106			
4. Small employers and own account workers	2,930	9.1	10.3	88			
5. Lower supervisory and technical	1,526	4.8	5.6	85			
6. Semi-routine	3,101	9.7	11.7	83			
7. Routine	3,121	9.7	12.1	80			
Never worked and long-term unemployed	1,830	5.7	8.2	69			
Full-time students	2,262	7.0	7.8	91			
Total population	32,113						

