

CGA LICENCED PREMISES - LICENCES

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.1)
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	9.6	3.3	288			
Cocktail Bar	7	67.2	1.4	4816			
Community Pub	3	28.8	26.7	108			
Craft Bar	2	19.2	1.2	1641			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	1	9.6	2.0	489			
Themed Bar	0	0.0	0.4	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	5	48.0	13.7	350			
Unthemed High Street Pub	19	182.4	8.9	2051			
Wine Bar	2	19.2	1.0	1956			
Restaurants and Cafes							
Bar Restaurant	7	67.2	5.0	1357			
Cafe/Delicatessen	0	0.0	1.9	0			
Casual Dining Restaurant	5	48.0	7.8	619			
Restaurant	19	182.4	22.6	808			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	0	0.0	3.5	0			
Guest/Boarding House	1	9.6	2.6	373			
Hotel	4	38.4	10.8	357			
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	2	19.2	11.9	162			
Snooker Club	0	0.0	0.0	0			
Social Club	7	67.2	12.0	559			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	1	9.6	1.9	494			
Entertainment and Leisure							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	1	9.6	0.4	2644			
Casino	0	0.0	0.2	0			
Cinema	1	9.6	0.5	1775			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	1	9.6	1.2	769			
Street Market	0	0.0	0.0	0			
Theatre	2	19.2	1.0	1924			
Unknown	0	0.0	0.0	0			

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.)

Base: Great Britain

Year: 2024

Name	Description	License Type	Owner Name	Postcode
New Club	Independent Free	Social Club	Independent Free	DL 1 1LX
Red Lion	Greene King	Unthemed High Street F	Greene King	DL 1 1NG
Quays	Admiral Taverns Ltd	Bar Restaurant	Admiral Taverns Ltd	DL 1 1NU
Golden Cock	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	DL 1 1NU
Mercurie Hotel	Accor Hotels	Hotel	Accor Hotels	DL 1 1NW
Joseph Pease	Admiral Taverns Ltd	Unbranded Food Pub	Admiral Taverns Ltd	DL 1 1PD
Half Moon	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	DL 1 1QS
Eastern Bamboo Restaurant	Independent Free	Restaurant	Independent Free	DL 1 1QU
Darlington East End Working Mens Club	Independent Free	Social Club	Independent Free	DL 1 1RR
Darlington Hippodrome	Independent Free	Theatre	Independent Free	DL 1 1RR
Black Swan	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	DL 1 1RX
Taste Of India	Independent Free	Restaurant	Independent Free	DL 1 1RX
Darlington & District Ase Club & Institut	Independent Free	Social Club	Independent Free	DL 1 1UB
Navy Club	Independent Free	Local Sports Club	Independent Free	DL 1 1UF
Railway Tavern	Stonegate Pub Company	Community Pub	Stonegate Pub Company	DL 1 1UN
Avalon	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	DL 1 1SHL
Hoskins	Independent Free	Unthemed High Street F	Independent Free	DL 1 1SHW
Darlington Fire Station Welfare & SC	Independent Free	Social Club	Independent Free	DL 1 1SLN
Juniper Tree	Independent Free	Cocktail Bar	Independent Free	DL 1 1SNA
Grange	Independent Free	Wine Bar	Independent Free	DL 1 1SPE
Hole In The Wall	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	DL 1 1SPT
Pennyweight	Stonegate Pub Company	Bar Restaurant	Stonegate Pub Company	DL 1 1SQA
Boot & Shoe	Camerons	Unthemed High Street F	Camerons	DL 1 1SQD
Darlington Cricket & Athletic Club	Independent Free	Local Sports Club	Independent Free	DL 1 1SJD
Harveys Late Bar	Independent Free	Nightclub	Independent Free	DL 1 1SRL
Dolphin Centre	Independent Free	Sports and Leisure Cent	Independent Free	DL 1 1SRP
Crooners Champagne Bar	Independent Free	Late Night Bar	Independent Free	DL 1 1SSG
Britannia Inn	Punch Pub Company	Unthemed High Street F	Punch Pub Company	DL 3 6LR
Freemasons Hall	Independent Free	Social Club	Independent Free	DL 3 6LS
Three Crowns	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	DL 3 6LU
Star Of Bengal	Independent Free	Restaurant	Independent Free	DL 3 7AQ
Hideaway	Stonegate Pub Company	Restaurant	Stonegate Pub Company	DL 3 7AQ
Hotel Bannatyne	Independent Free	Guest/Boarding House	Independent Free	DL 3 7HZ
Turks Head Inn	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	DL 3 7JG
Slaters Arms	*Other Small Retail Groups	Unthemed High Street F	*Other Small Retail Groups	DL 3 7JJ
Akbar The Great	Independent Free	Restaurant	Independent Free	DL 3 7JJ
Old English Gentleman	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	DL 3 7JY
Old Yard Tapas Bar	Independent Free	Restaurant	Independent Free	DL 3 7JY
Rosies	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	DL 3 7LB
Old Dunn Cow	Independent Free	Unbranded Food Pub	Independent Free	DL 3 7LU
Green Dragon	Ei Group	Bar Restaurant	Ei Group	DL 3 7LU
Tre Amici	Independent Free	Restaurant	Independent Free	DL 3 7LX
Al Forno	Al Forno	Restaurant	Al Forno	DL 3 7LX
Buzz Bingo	Gala Group	Bingo Hall	Gala Group	DL 3 7NR
Darlington Flyer	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	DL 3 7NR
Quaker Coffee House	Independent Free	Unthemed High Street F	Independent Free	DL 3 7QF
Reema	Independent Free	Restaurant	Independent Free	DL 3 7RG
Frasers	Independent Free	Unthemed High Street F	Independent Free	DL 3 7RX
St Augustines Parish Centre	Independent Free	Social Club	Independent Free	DL 3 7TG
Darlington Quoit Club	Independent Free	Social Club	Independent Free	DL 3 7TW
Tanners Hall	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	DL 3 7LL
Imperial Express	Independent Free	Restaurant	Independent Free	DL 3 7HJ
Number Twenty Two	Independent Free	Unbranded Food Pub	Independent Free	DL 3 7RG
Babuls	*Other Small Retail Groups	Casual Dining Restaurar	*Other Small Retail Groups	DL 3 7NB
Dalesman Hotel	Independent Free	Unthemed High Street F	Independent Free	DL 1 5JW
Macy Browns	Macy Browns	Cocktail Bar	Macy Browns	DL 1 5NQ
William Stead	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	DL 1 1LU
Maxines Restaurant & Bar	Independent Free	Bar Restaurant	Independent Free	DL 3 7HZ
Salt	Independent Free	Unbranded Food Pub	Independent Free	DL 1 5NG
Hash Baron Kitchen	Independent Free	Unbranded Food Pub	Independent Free	DL 3 7RG
Oven	Independent Free	Restaurant	Independent Free	DL 3 7AQ
Bengal Heritage	Independent Free	Restaurant	Independent Free	DL 3 6LA

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Area: P04654_Turks Head, Darlington, DL3 7JG (0..
Base: Great Britain
Year: 2024

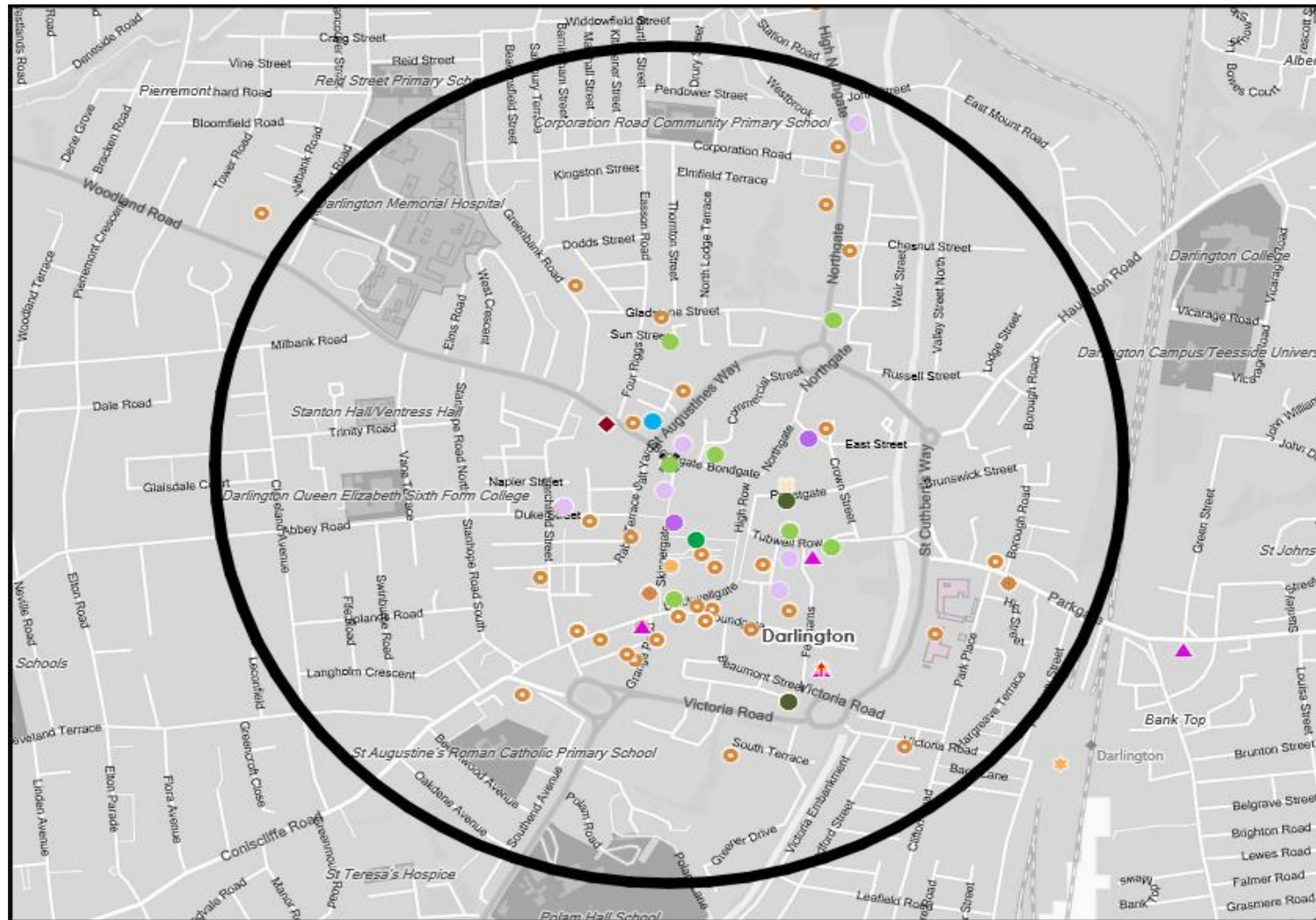
Name	Description	License Type	Owner Name	Postcode
Greenbank Hotel	Independent Free	Hotel	Independent Free	DL 3 6EL
Cafe Spice	Independent Free	Restaurant	Independent Free	DL 3 7QH
Uno Momento	Independent Free	Restaurant	Independent Free	DL 1 5HL
Vesuvio	Independent Free	Wine Bar	Independent Free	DL 1 5RL
Santorini Greek Restaurant	Independent Free	Restaurant	Independent Free	DL 1 1LU
Crooners	Independent Free	Cocktail Bar	Independent Free	DL 1 5RL
Sol	Independent Free	Casual Dining Restaurar	Independent Free	DL 3 7AQ
Houndgate Townhouse	Independent Free	Hotel	Independent Free	DL 1 5RF
Premier Inn	Whitbread Hotels	Hotel	Whitbread	DL 1 5RD
Bella Italia	Big Table Group Ltd	Casual Dining Restaurar	Big Table Group Ltd	DL 1 5AD
Woollen Mill	Greene King	Branded Food Pub	Greene King	DL 1 5RD
Estabulo	Estabulo Ltd	Bar Restaurant	Estabulo Ltd	DL 1 5AD
Kings Bar	Cairn Hotel Group	Cocktail Bar	Cairn Hotel Group	DL 1 1NW
Majestic Theatre	Independent Free	Theatre	Independent Free	DL 3 7JT
Nandos	Nandos Restaurants	Casual Dining Restaurar	Nandos Restaurants	DL 1 5RD
Number One	Independent Free	Cocktail Bar	Independent Free	DL 3 7NB
Wandering Duck	Independent Free	Bar Restaurant	Independent Free	DL 1 5NA
Vue	Omers Private Equity	Cinema	Omers Private Equity	DL 1 5AD
Tubwell Tap	Amber Taverns	Unthemed High Street F	Amber Taverns	DL 1 1NU
Tomahawk	Tomahawk	Restaurant	Tomahawk	DL 1 5RD
Stable Hearth	Independent Free	Restaurant	Independent Free	DL 3 7RX
Orb	Independent Free	Craft Bar	Independent Free	DL 3 7RG
Dr.Inks	Independent Free	Casual Dining Restaurar	Independent Free	DL 3 7EE
Gate	Independent Free	Cocktail Bar	Independent Free	DL 1 5HW
Masala Art	Independent Free	Restaurant	Independent Free	DL 1 5RL
Market Tap	Independent Free	Bar Restaurant	Independent Free	DL 1 5PX
Angels Cut	Independent Free	Craft Bar	Independent Free	DL 3 7TZ
Hatch Luncheonette	Independent Free	Restaurant	Independent Free	DL 1 5HG
Vault	Independent Free	Cocktail Bar	Independent Free	DL 1 5PZ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04654_Turks Head, Darlington, DL3 7JG (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

- ◆ Other
- ✖ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Luxury Lifestyles	35	0.7	3.1	22		
2	Established Affluence	506	9.7	12.3	79		
3	Thriving Neighbourhoods	508	9.7	22.6	43		
4	Steadfast Communities	383	7.3	25.2	29		
5	Stretched Society	2,529	48.5	21.1	230		
6	Low Income Living	1,239	23.8	15.4	155		
7	Not Private Households	14	0.3	0.4	69		
Total households		5,214					

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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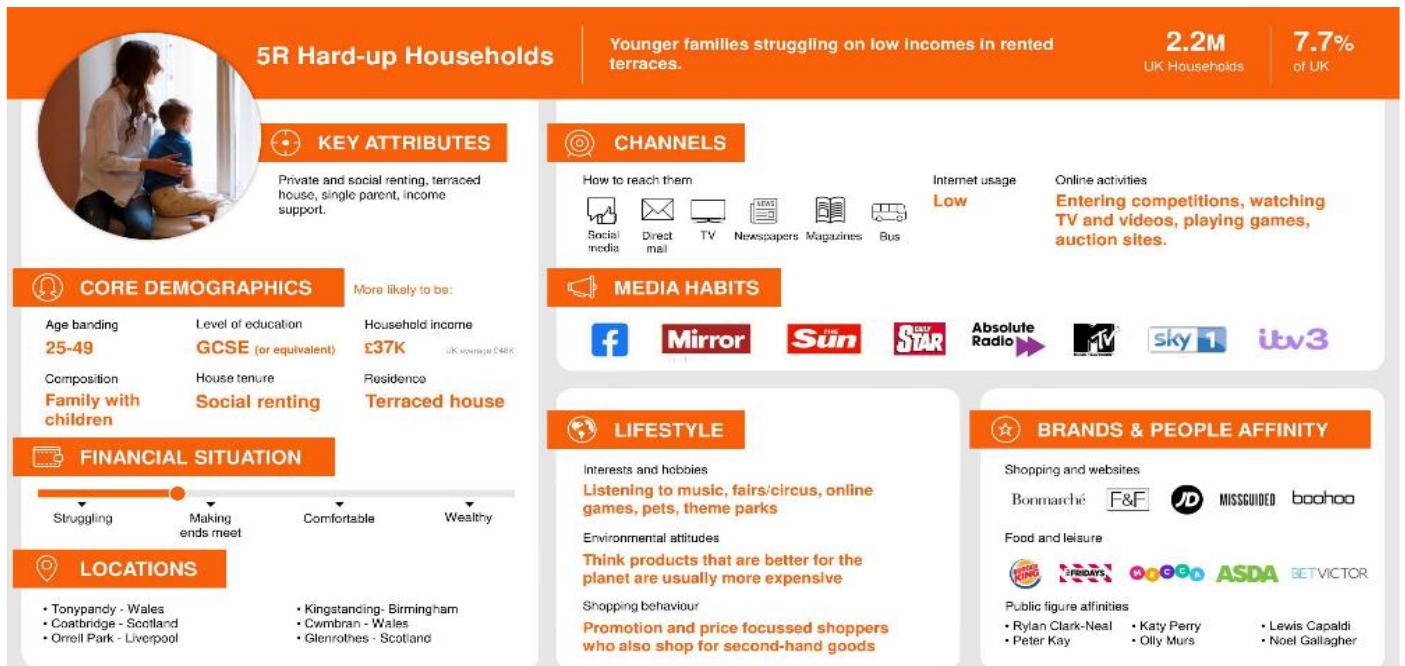
Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

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	35	0.7	1.8	37			
2. Established Affluence							
2.D Commuter Belt Wealth	471	9.0	9.1	99			
2.E Prosperous Professionals	35	0.7	3.2	21			
3. Thriving Neighbourhoods							
3.F Mature Success	1	0.0	7.0	0			
3.G Settled Suburbia	90	1.7	5.2	33			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	274	5.3	3.2	165			
3.J Aspiring Communities	143	2.7	5.5	49			
4. Steadfast Communities							
4.K Semi-rural Maturity	45	0.9	6.7	13			
4.L Traditional Homeowners	3	0.1	6.0	1			
4.M Family Renters	244	4.7	4.6	102			
4.N Urban Diversity	89	1.7	2.6	66			
4.O Stable Seniors	2	0.0	5.3	1			
5. Stretched Society							
5.P Tenant Living	884	17.0	8.3	205			
5.Q Limited Budgets	1	0.0	5.2	0			
5.R Hard-up Households	1,644	31.5	7.6	414			
6. Low Income Living							
6.S Cash-strapped Families	391	7.5	7.3	103			
6.T Constrained Pensioners	214	4.1	3.3	125			
6.U Challenging Circumstances	634	12.2	4.8	256			
7. Not Private Households							
7.V Not Private Households	14	0.3	0.4	69			
Total households	5,214						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04654_Turks Head, Darlington, DL3 7JG (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			
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	35	0.7	0.8	86			
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	0	0.0	1.6	0			
2.D.10 Well-off families in larger semis	469	9.0	1.1	801			
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	2	0.0	2.2	2			
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	35	0.7	1.0	70			
3. Comfortable Communities							
3.F Mature Success							
3.F.16 Families and couples in detached houses	1	0.0	2.0	1			
3.F.17 Older, rural empty nesters and couples	0	0.0	2.7	0			
3.F.18 Countryside retirees in spacious houses	0	0.0	0.1	0			
3.F.19 Sophisticated couples living comfortably in detached homes	0	0.0	2.3	0			
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	90	1.7	2.7	63			
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	274	5.3	1.7	317			
3.J Aspiring Communities							
3.J.27 Professional families and couples in suburban, owner-occupied areas	0	0.0	3.2	0			
3.J.28 Families and couples in terraces	143	2.7	2.3	119			
4. Steadfast Communities							
4.K Semi-rural Maturity							
4.K.29 Senior home-owning couples	45	0.9	3.0	29			
4.K.30 Empty nesters in owner-occupied detached homes	0	0.0	2.5	0			
4.K.31 Comfortable, home-owning families and empty nesters	0	0.0	0.7	0			
4.K.32 Older comfortable families and couples in detached, rural properties	0	0.0	0.5	0			
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	0	0.0	3.0	0			
4.L.35 Settled communities, semi-detached properties	3	0.1	2.9	2			
4.M Family Renters							
4.M.36 Cost-conscious families in terraces	244	4.7	2.2	212			
4.M.37 Restricted residents, socially renting	0	0.0	2.4	0			
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	89	1.7	0.9	190			
4.O Stable Seniors							
4.O.41 Living on modest means in terraces	1	0.0	2.7	1			
4.O.42 Retired homeowners in semi-detached and detached houses	0	0.0	1.6	0			
4.O.43 Older couples living in detached houses, rural communities	1	0.0	1.0	2			
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	284	5.4	2.9	191			
5.P.46 Sharers and students in private rentals	0	0.0	1.0	0			
5.P.47 Singles and couples in rented flats	600	11.5	3.0	380			
5.Q Limited Budgets							
5.Q.48 Routine occupations, socially renting families in semis	0	0.0	3.3	0			
5.Q.49 Socially renting single adult households	1	0.0	1.9	1			
5.R Hard-up Households							
5.R.50 Single-parent families in terraced housing	1,644	31.5	3.2	973			
5.R.51 Older, single-person households on the outskirts of town	0	0.0	2.3	0			
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	0	0.0	1.9	0			
6.S.55 Families in low-value terraced housing	377	7.2	3.0	240			
6.S.56 Diverse young families in rented terraces and flats	14	0.3	0.8	35			
6.T Constrained Pensioners							
6.T.57 Older renters in flats and tenements	214	4.1	2.0	206			
6.T.58 Poorer pensioners in semis	0	0.0	1.3	0			
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	634	12.2	3.6	336			
7. Not Private Households							
7.V Not Private Households							
7.V.62 Students in halls of residence	3	0.1	0.1	43			
7.V.63 Active communal populations	0	0.0	0.0	0			
7.V.64 Inactive communal populations	11	0.2	0.2	101			
7.V.65 Non-residential postcodes	0	0.0	0.0	0			
Total households	5,214						

CATEGORY

GROUP

TYPE

MAP

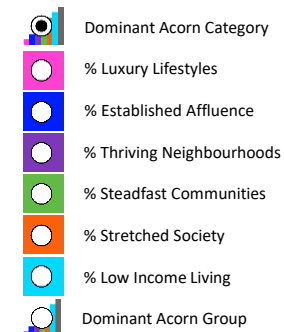
WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

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Source: OS Open Data 2018



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?



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:

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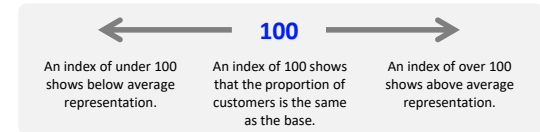
INTERPRETING THE REPORT

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

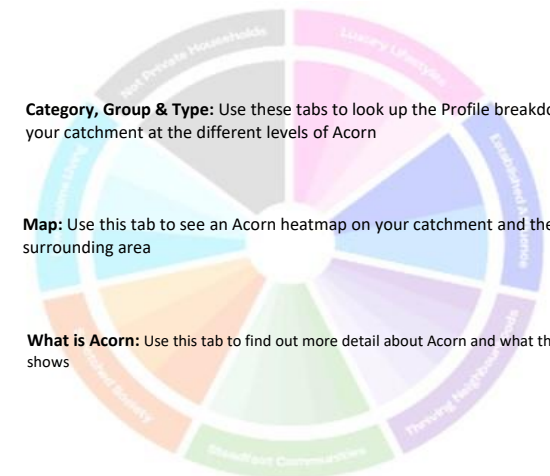


PERCENTAGE

% 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



HOME

WHAT IS WORKFORCE
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WORKFORCE ACORN REPORT

Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)
Base: Great Britain

NAVIGATION

Use the Navigation bar above to navigate through this document.

INTERPRETING THE REPORT

The Workforce Acorn report describes the relationship between the selected Area profile and the Base area by comparing the penetration of each Workforce Acorn Type in the area with the penetration of each Workforce Acorn Type in the base.

PERCENTAGE OF PROFILE

Counts of the working population within each Workforce Acorn Type are shown as raw counts and as percentages of the total volume.

INDEX

The index shows how the percentage of a Type in the area compares with the percentage of that Type in the base. Differences between these two percentages are measured by the Index in the following way.

- An index of 100 indicates that the representation of that Acorn Type is the same in the area as the base.
- An index of over 100 shows above average representation (e.g. 140 shows that this type has a 40% over representation in the file when compared to the base).
- An index of under 100 shows below average representation.

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ADDITIONAL INFORMATION

Click on the documents below for more information on Acorn.

User Guide



Tableau



Online Microsite



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WORKFORCE ACORN - WHAT IS IT?

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

Base: Great Britain

Workforce Acorn is a powerful consumer classification tool that segments the UK's working population at their place of work. By analysing demographic data, social factors, consumer behaviour and commuting patterns, Workforce Acorn provides precise information and an in-depth understanding of the different types of people working in proximity to your business.

Workforce Acorn categorises the working population of every workplace zone in the UK. This makes it easier to understand the demographic and lifestyle characteristics and therefore the needs of workers.

Workforce Acorn segments workers into 6 categories, 18 groups and 62 types.

The Workforce Acorn factsheet is available to download from www.caci.co.uk/products/product/acornfamily.

Workforce Acorn Category	Workforce Acorn Group	Workforce Acorn Type
1 Affluent Achievers	1.A Lavish Lifestyles	1.A.1 Exclusive enclaves
		1.A.2 Metropolitan money
		1.A.3 Large house luxury
	1.B Executive Wealth	1.B.4 Asset rich families
		1.B.5 Wealthy countryside commuters
		1.B.6 Financially comfortable families
		1.B.7 Affluent professionals
		1.B.8 Prosperous suburban families
		1.B.9 Well-off edge of towners
	1.C Mature Money	1.C.10 Better-off villagers
		1.C.11 Settled suburbia, older people
		1.C.12 Retired and empty nesters
		1.C.13 Upmarket downsizers
2 Rising Prosperity	2.D City Sophisticates	2.D.14 Townhouse cosmopolitans
		2.D.15 Younger professionals in smaller flats
		2.D.16 Metropolitan professionals
		2.D.17 Socialising young renters
	2.E Career Climbers	2.E.18 Career driven young families
		2.E.19 First time buyers in small, modern homes
		2.E.20 Mixed metropolitan areas
3 Comfortable Communities	3.F Countryside Communities	3.F.21 Farms and cottages
		3.F.22 Older couples and families in rural areas
		3.F.23 Owner occupiers in small towns and villages
	3.G Successful Suburbs	3.G.24 Comfortably-off families in modern housing
		3.G.25 Larger family homes, multi-ethnic areas
		3.G.26 Semi-professional families, owner occupied neighbourhoods
	3.H Steady Neighbourhoods	3.H.27 Suburban semis, conventional attitudes
		3.H.28 Owner occupied terraces, average income
		3.H.29 Established suburbs, older families
	3.I Comfortable Seniors	3.I.30 Older people, neat and tidy neighbourhoods
		3.I.31 Elderly singles in purpose-built accommodation
	3.J Starting Out	3.J.32 Educated families in terraces, young children
		3.J.33 Smaller houses and starter homes
4 Financially Stretched	4.K Student Life	4.K.34 Student flats and halls of residence
		4.K.35 Term-time terraces
		4.K.36 Educated young people in flats and tenements
	4.L Modest Means	4.L.37 Low cost flats in suburban areas
		4.L.38 Semi-skilled workers in traditional neighbourhoods
		4.L.39 Fading owner occupied terraces
		4.L.40 High occupancy terraces, culturally diverse family areas
	4.M Striving Families	4.M.41 Labouring semi-rural estates
		4.M.42 Struggling young families in post-war terraces
		4.M.43 Families in right-to-buy estates
		4.M.44 Post-war estates, limited means
	4.N Poorer Families	4.N.45 Pensioners in social housing, semis and terraces
		4.N.46 Elderly people in social rented flats
		4.N.47 Low income older people in smaller semis
		4.N.48 Pensioners and singles in social rented flats
5 Urban Adversity	5.O Young Hardship	5.O.49 Young families in low cost private flats
		5.O.50 Struggling younger people in mixed tenure
		5.O.51 Young people in small, low cost terraces
	5.P Struggling Estates	5.P.52 Poorer families, many children, terraced housing
		5.P.53 Low income terraces
		5.P.54 Multi-ethnic, purpose-built estates
		5.P.55 Deprived and ethnically diverse in flats
		5.P.56 Low income large families in social rented semis
	5.Q Difficult Circumstances	5.Q.57 Social rented flats, families and single parents
		5.Q.58 Singles and young families, some receiving benefits
		5.Q.59 Deprived areas and high-rise flats
6 Not Private Households	6.R Not Private Households	6.R.60 Active communal population
		6.R.61 Inactive communal population
		6.R.62 Business areas without resident population

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WORKFORCE ACORN CATEGORY PROFILE

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

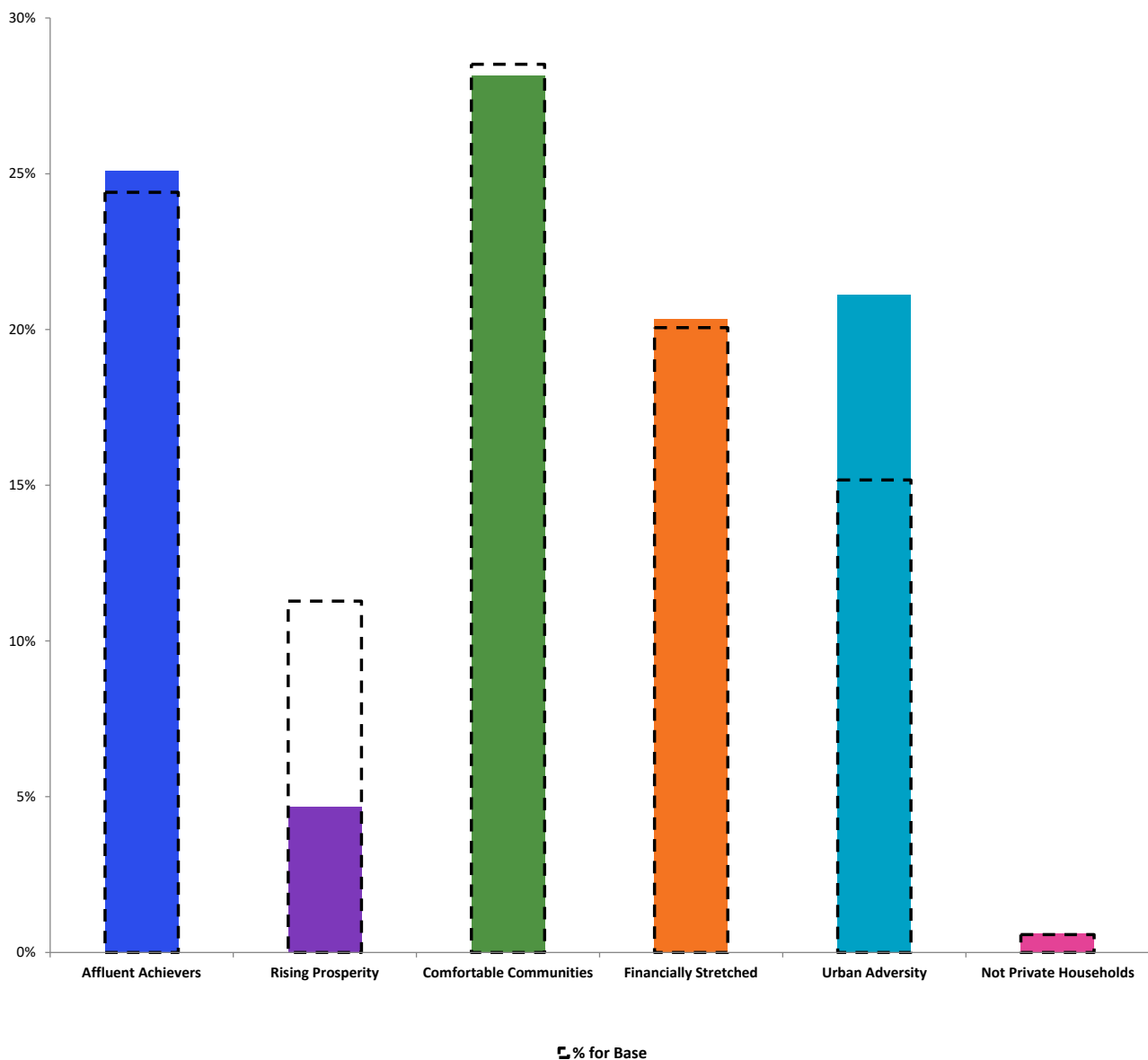
Base: Great Britain

Year: 2011

Workforce Acorn Category Description			Area Profile	% for Area	% for Base	Index	0	100	200
1	Affluent Achievers		4,114	25.1	24.4	103			
2	Rising Prosperity		768	4.7	11.3	42			
3	Comfortable Communities		4,612	28.1	28.5	99			
4	Financially Stretched		3,334	20.3	20.1	101			
5	Urban Adversity		3,462	21.1	15.2	139			
6	Not Private Households		100	0.6	0.6	106			

Total workers

16,390



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WORKFORCE ACORN GROUP PROFILE

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

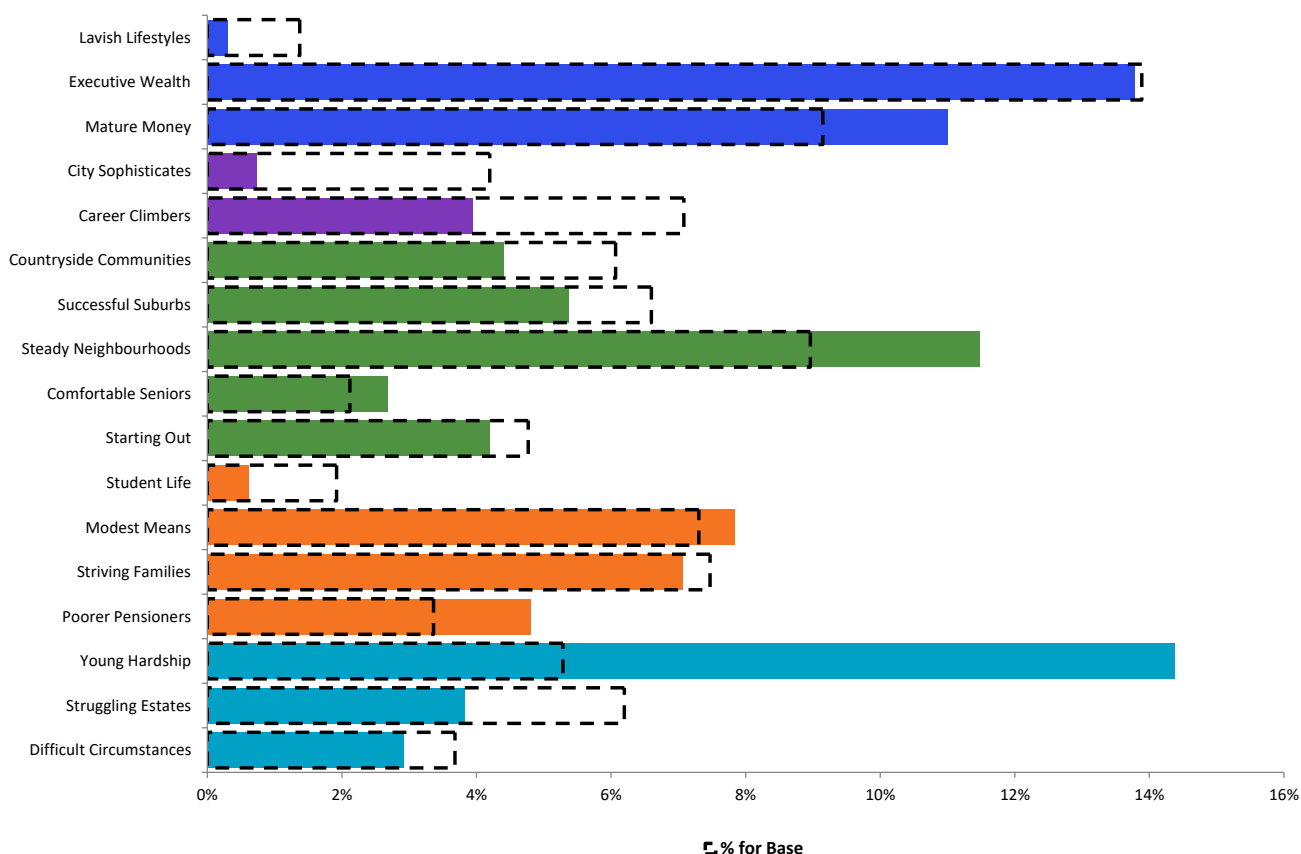
Base: Great Britain

Year: 2011

Workforce Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	51	0.3	1.4	23			
1.B Executive Wealth	2,260	13.8	13.9	99			
1.C Mature Money	1,803	11.0	9.1	120			
2. Rising Prosperity							
2.D City Sophisticates	121	0.7	4.2	18			
2.E Career Climbers	647	3.9	7.1	56			
3. Comfortable Communities							
3.F Countryside Communities	722	4.4	6.1	73			
3.G Successful Suburbs	881	5.4	6.6	81			
3.H Steady Neighbourhoods	1,882	11.5	9.0	128			
3.I Comfortable Seniors	439	2.7	2.1	126			
3.J Starting Out	688	4.2	4.8	88			
4. Financially Stretched							
4.K Student Life	100	0.6	1.9	32			
4.L Modest Means	1,286	7.8	7.3	107			
4.M Striving Families	1,159	7.1	7.5	95			
4.N Poorer Pensioners	789	4.8	3.4	143			
5. Urban Adversity							
5.O Young Hardship	2,357	14.4	5.3	272			
5.P Struggling Estates	627	3.8	6.2	62			
5.Q Difficult Circumstances	478	2.9	3.7	79			
6. Not Private Households							
6.R Not Private Households	100	0.6	0.6	106			

Total workers

16,390



HOME

WHAT IS WORKFORCE
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WORKFORCE ACORN TYPE PROFILE

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Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

Base: Great Britain

Year: 2011

Workforce Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers								
1.A	Lavish Lifestyles							
1.A.1	Exclusive enclaves	0	0.0	0.1	0			
1.A.2	Metropolitan money	0	0.0	0.2	0			
1.A.3	Large house luxury	51	0.3	1.1	28			
1.B	Executive Wealth							
1.B.4	Asset rich families	401	2.4	2.5	97			
1.B.5	Wealthy countryside commuters	344	2.1	2.6	80			
1.B.6	Financially comfortable families	616	3.8	3.2	117			
1.B.7	Affluent professionals	98	0.6	1.1	56			
1.B.8	Prosperous suburban families	306	1.9	1.9	99			
1.B.9	Well-off edge of towners	495	3.0	2.6	118			
1.C	Mature Money							
1.C.10	Better-off villagers	451	2.8	2.9	93			
1.C.11	Settled suburbia, older people	1,011	6.2	3.4	183			
1.C.12	Retired and empty nesters	167	1.0	1.9	52			
1.C.13	Upmarket downsizers	174	1.1	0.9	122			
2. Rising Prosperity								
2.D	City Sophisticates							
2.D.14	Townhouse cosmopolitans	105	0.6	1.0	64			
2.D.15	Younger professionals in smaller flats	11	0.1	1.2	6			
2.D.16	Metropolitan professionals	2	0.0	0.9	1			
2.D.17	Socialising young renters	3	0.0	1.1	2			
2.E	Career Climbers							
2.E.18	Career driven young families	358	2.2	2.4	90			
2.E.19	First time buyers in small, modern homes	286	1.7	3.3	52			
2.E.20	Mixed metropolitan areas	3	0.0	1.3	1			
3. Comfortable Communities								
3.F	Countryside Communities							
3.F.21	Farms and cottages	271	1.7	1.7	99			
3.F.22	Older couples and families in rural areas	67	0.4	1.5	27			
3.F.23	Owner occupiers in small towns and villages	384	2.3	2.9	81			
3.G	Successful Suburbs							
3.G.24	Comfortably-off families in modern housing	544	3.3	2.8	119			
3.G.25	Larger family homes, multi-ethnic areas	6	0.0	1.2	3			
3.G.26	Semi-professional families, owner occupied neighbourhoods	331	2.0	2.6	78			
3.H	Steady Neighbourhoods							
3.H.27	Suburban semis, conventional attitudes	1,551	9.5	3.8	250			
3.H.28	Owner occupied terraces, average income	56	0.3	2.1	16			
3.H.29	Established suburbs, older families	275	1.7	3.1	54			
3.I	Comfortable Seniors							
3.I.30	Older people, neat and tidy neighbourhoods	433	2.6	2.0	132			
3.I.31	Elderly singles in purpose-built accommodation	6	0.0	0.1	31			
3.J	Starting Out							
3.J.32	Educated families in terraces, young children	219	1.3	2.2	60			
3.J.33	Smaller houses and starter homes	469	2.9	2.5	113			
4. Financially Stretched								
4.K	Student Life							
4.K.34	Student flats and halls of residence	41	0.3	0.5	56			
4.K.35	Term-time terraces	18	0.1	0.3	32			
4.K.36	Educated young people in flats and tenements	41	0.3	1.1	22			
4.L	Modest Means							
4.L.37	Low cost flats in suburban areas	42	0.3	0.7	37			
4.L.38	Semi-skilled workers in traditional neighbourhoods	488	3.0	2.6	114			
4.L.39	Fading owner occupied terraces	714	4.4	2.9	151			
4.L.40	High occupancy terraces, culturally diverse family areas	42	0.3	1.1	23			
4.M	Striving Families							
4.M.41	Labouring semi-rural estates	149	0.9	1.7	53			
4.M.42	Struggling young families in post-war terraces	93	0.6	1.8	31			
4.M.43	Families in right-to-buy estates	403	2.5	2.2	112			
4.M.44	Post-war estates, limited means	514	3.1	1.7	179			
4.N	Poorer Pensioners							
4.N.45	Pensioners in social housing, semis and terraces	96	0.6	0.4	139			
4.N.46	Elderly people in social rented flats	25	0.2	0.2	87			
4.N.47	Low income older people in smaller semis	546	3.3	2.0	169			
4.N.48	Pensioners and singles in social rented flats	122	0.7	0.8	94			
5. Urban Adversity								
5.O	Young Hardship							
5.O.49	Young families in low cost private flats	167	1.0	1.5	66			
5.O.50	Struggling younger people in mixed tenure	203	1.2	1.6	79			
5.O.51	Young people in small, low cost terraces	1,987	12.1	2.2	557			
5.P	Struggling Estates							
5.P.52	Poorer families, many children, terraced housing	349	2.1	1.5	141			
5.P.53	Low income terraces	4	0.0	1.0	2			
5.P.54	Multi-ethnic, purpose-built estates	3	0.0	0.9	2			
5.P.55	Deprived and ethnically diverse in flats	1	0.0	0.8	1			
5.P.56	Low income large families in social rented semis	270	1.6	1.9	85			
5.Q	Difficult Circumstances							
5.Q.57	Social rented flats, families and single parents	14	0.1	1.1	8			
5.Q.58	Singles and young families, some receiving benefits	356	2.2	1.5	145			
5.Q.59	Deprived areas and high-rise flats	108	0.7	1.1	61			
6. Not Private Households								
6.R	Not Private Households							
6.R.60	Active communal population	24	0.1	0.2	63			
6.R.61	Inactive communal population	76	0.5	0.3	135			
6.R.62	Business areas without resident population	0						
Total workers		16,390						

HOME

WHAT IS WORKFORCE
ACORN?

CATEGORY

GROUP

TYPE

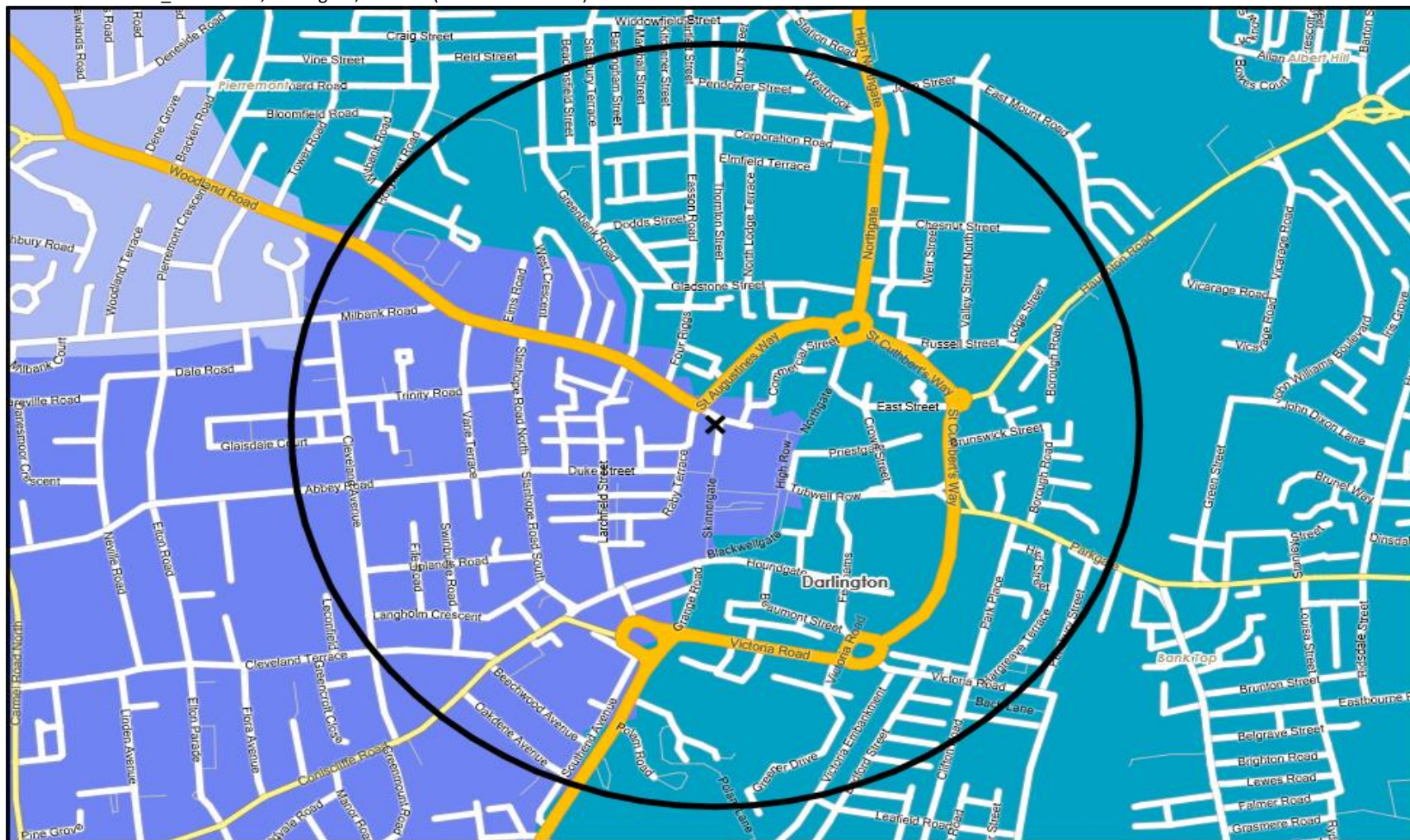
MAP

DOMINANT WORKFORCE ACORN GROUP

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Source: OS Open Data 2018

Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)



Workforce Acorn Group

- 1.A Lavish Lifestyles
- 1.B Executive Wealth
- 1.C Mature Money
- 2.D City Sophisticates
- 2.E Career Climbers
- 3.F Countryside Communities
- 3.G Successful Suburbs
- 3.H Steady Neighbourhoods
- 3.I Comfortable Seniors
- 3.J Starting Out
- 4.K Student Life
- 4.L Modest Means
- 4.M Striving Families
- 4.N Poorer Pensioners
- 5.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 5.R Not Private Households

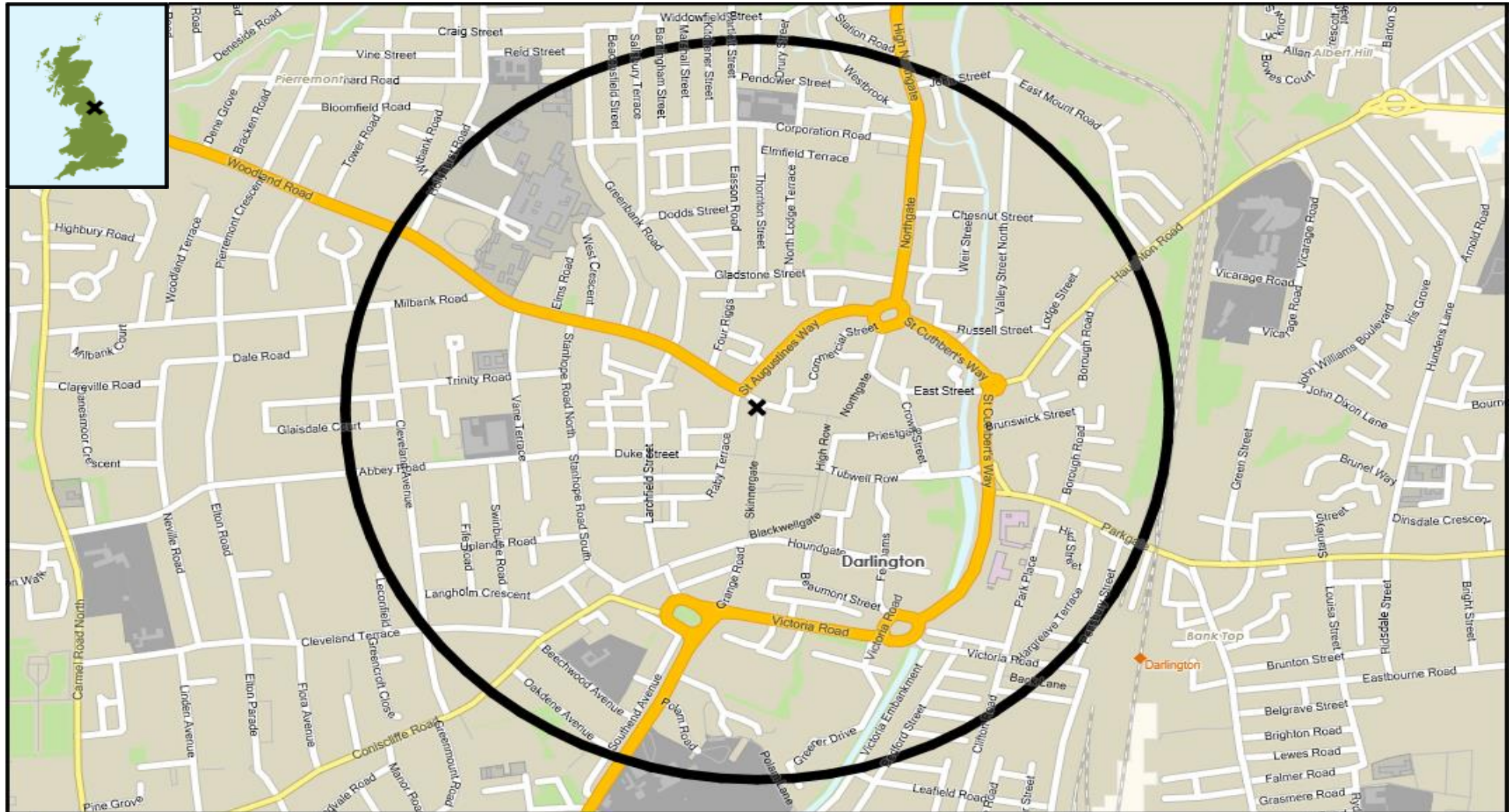
 Area boundary

MAP OF AREA

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Source: OS Open Data 2018

Area: P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)

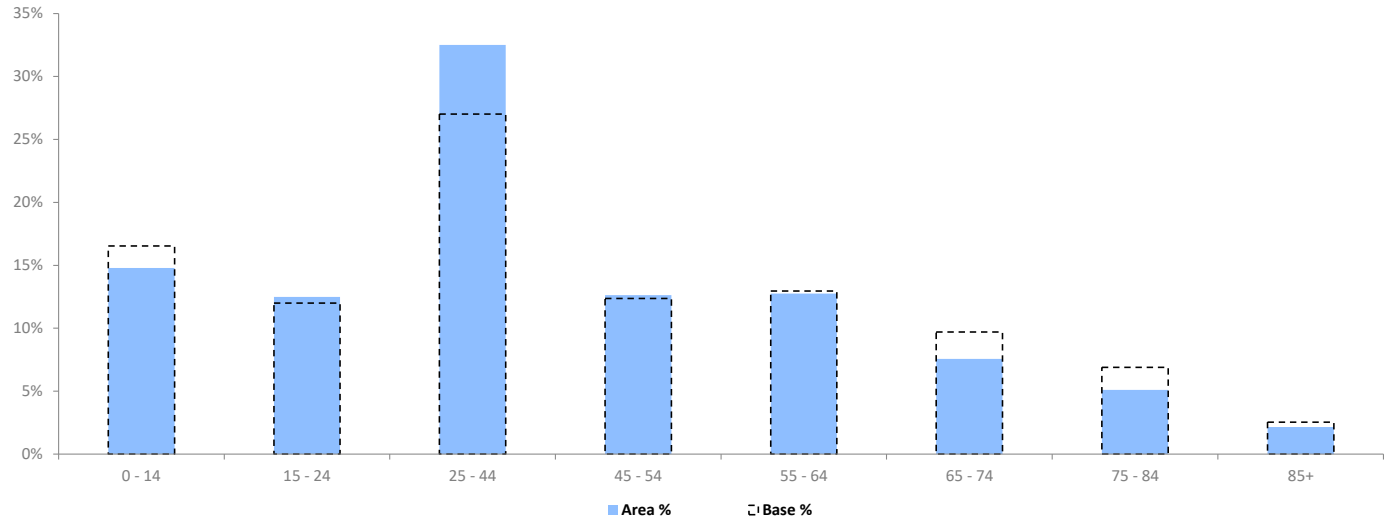


POPULATION PROJECTIONS

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Area:	P04654_Turks Head, Darlington, DL3 7JG (0.50 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,539	14.8	16.5	89			
15 - 24	1,301	12.5	12.0	104			
25 - 44	3,386	32.5	27.0	120			
45 - 54	1,316	12.6	12.4	102			
55 - 64	1,328	12.8	13.0	98			
65 - 74	788	7.6	9.7	78			
75 - 84	531	5.1	6.9	74			
85+	225	2.2	2.5	85			
Total population	10,414						



EXPENDITURE

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Area:	P04654_Turks Head, Darlington, DL3 7JG (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	£377,260	£72.36	£92.53	78			
2. Alcoholic beverages, tobacco and narcotics	£142,760	£27.38	£29.81	92			
3. Clothing & Footwear	£182,409	£34.98	£44.48	79			
4. Housing, water, electricity, gas and other fuels	£431,947	£82.84	£106.80	78			
5. Furnishings, equipment and routine maintenance	£212,548	£40.76	£52.65	77			
6. Health	£58,023	£11.13	£21.84	51			
7. Transport	£500,881	£96.06	£125.67	76			
8. Communication	£79,050	£15.16	£19.03	80			
9. Recreation & Culture	£374,349	£71.80	£98.79	73			
10. Education	£76,035	£14.58	£21.71	67			
11. Restaurants & Hotels	£428,318	£82.15	£103.11	80			
12. Miscellaneous goods and services	£491,884	£94.34	£135.92	69			
Total Expenditure	£3,355,465	£643.55	£852.33	76			

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:	P04654_Turks Head, Darlington, DL3 7JG (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	893	11.3	12.7	89			
2. Lower managerial, administrative and professional	1,437	18.3	19.9	92			
3. Intermediate	784	10.0	11.5	86			
4. Small employers and own account workers	659	8.4	10.3	81			
5. Lower supervisory and technical	416	5.3	5.6	94			
6. Semi-routine	953	12.1	11.7	104			
7. Routine	1,234	15.7	12.1	129			
Never worked and long-term unemployed	1,000	12.7	8.2	154			
Full-time students	497	6.3	7.8	81			
Total population	7,873						

