

CGA LICENCED PREMISES - LICENCES

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Area: P04725_Three Horseshoes, Barton under Ne
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	3	57.6	26.8	215			
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	3	57.6	13.8	417			
Unthemed High Street Pub	0	0.0	8.9	0			
Wine Bar	1	19.2	1.0	1936			
Restaurants and Cafes							
Bar Restaurant	2	38.4	5.0	770			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	1	19.2	21.7	89			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	0	0.0	3.6	0			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	1	19.2	10.8	178			
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	38.4	11.9	324			
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	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	1	19.2	1.0	1899			
Unknown	0	0.0	0.0	0			

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Area: P04725_Three Horseshoes, Barton under Ne
Base: Great Britain
Year: 2024

Name	Description	License Type	Owner Name	Postcode
Shoulder Of Mutton	Stonegate Pub Company	Community Pub	Stonegate Pub Company	DE13 8AA
Middle Bell	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	DE13 8AA
Barton V Needwood Bowls	Independent Free	Local Sports Club	Independent Free	DE13 8AX
Barton Turns Inn	Marston's	Community Pub	Marston's	DE13 8EA
Holland Sports Club	Independent Free	Local Sports Club	Independent Free	DE13 8LP
Three Horseshoes	Admiral Taverns Ltd	Unbranded Food Pub	Admiral Taverns Ltd	DE13 8DR
Royal Oak	Marston's	Community Pub	Marston's	DE13 8JD
Waterfront	Independent Free	Unbranded Food Pub	Independent Free	DE13 8DZ
Travelodge	Dubai International Capital	Hotel	Dubai International Capital	DE13 8EH
Red Carpet Cinema And Cafe Bar	Independent Free	Theatre	Independent Free	DE13 8AS
Skinny Kitten	Independent Free	Bar Restaurant	Independent Free	DE13 8AA
Vin-X	Independent Free	Bar Restaurant	Independent Free	DE13 8AA
Indulgence	Independent Free	Wine Bar	Independent Free	DE13 8AS
Boat House Kitchen	Independent Free	Restaurant	Independent Free	DE13 8AS

MAP OF AREA

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Source: OS Open Data 2018

Area: P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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: P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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	69	3.0	3.1	97		
<div></div>	2	Established Affluence	740	32.2	12.3	263	<div></div>	<div></div>
<div></div>	3	Thriving Neighbourhoods	691	30.0	22.6	133	<div></div>	
<div></div>	4	Steadfast Communities	614	26.7	25.2	106	<div></div>	
<div></div>	5	Stretched Society	104	4.5	21.1	21	<div></div>	
<div></div>	6	Low Income Living	82	3.6	15.4	23	<div></div>	
<div></div>	7	Not Private Households	0	0.0	0.4	0	<div></div>	
Total households			2,300					

Acorn Category Pen Portrait

2

Established Affluence

3.4M
UK Households

11.9%
of UK

Predominant Housing Type

Detached

Predominant Housing Tenure

Owned

Savings & Investments

High

Wealthy and successful people living in large houses which they own in affluent, high status areas of the country.

Groups within Established Affluence

D Commuter Belt Wealth 75%

E Prosperous Professionals 25%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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	69	3.0	1.8	164			
2. Established Affluence							
2.D Commuter Belt Wealth	740	32.2	9.1	354			
2.E Prosperous Professionals	0	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	396	17.2	7.0	245			
3.G Settled Suburbia	168	7.3	5.2	141			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	52	2.3	3.2	71			
3.J Aspiring Communities	75	3.3	5.5	59			
4. Steadfast Communities							
4.K Semi-rural Maturity	204	8.9	6.7	132			
4.L Traditional Homeowners	258	11.2	6.0	188			
4.M Family Renters	0	0.0	4.6	0			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	152	6.6	5.3	124			
5. Stretched Society							
5.P Tenant Living	5	0.2	8.3	3			
5.Q Limited Budgets	81	3.5	5.2	68			
5.R Hard-up Households	18	0.8	7.6	10			
6. Low Income Living							
6.S Cash-strapped Families	0	0.0	7.3	0			
6.T Constrained Pensioners	82	3.6	3.3	108			
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							2,300

2D Commuter Belt Wealth

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

2.5M UK Households

8.9% of UK

KEY ATTRIBUTES

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

CHANNELS

How to reach them

Internet usage: Moderate

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

CORE DEMOGRAPHICS

More likely to be:

Age banding: 35-74

Level of education: Degree

Household income: £69K

Composition: Family with children

House tenure: Homeowner

Residence: Detached house

MEDIA HABITS

ONE TWO 4 in X THE TIMES The Telegraph sky arts sky sports

FINANCIAL SITUATION

Struggling Making ends meet Comfortable Wealthy

LOCATIONS

Billingshurst – West Sussex
Tarporeley - Cheshire
Hook - Hampshire
Portishead - Bristol
Amphill – Bedfordshire
Dunmow - Essex

LIFESTYLE

Interests and hobbies: Holidays, eating out, pets, ballet, theatre and musicals, playing golf, cycling
Environmental attitudes: Influenced by their children
Shopping behaviour: Loyalty card holders, pay more for quality and convenience

BRANDS & PEOPLE AFFINITY

Shopping and websites: J.O. MALONE LONDON HUGO BOSS JONAS CLARINS
Food and leisure: Abel & Cole Audi Bannatyne BOOTH'S
Public figure affinities: Jessie Ware (Table Manners) Robert Plant Kirstie Allsopp Nick Robinson James May Mark Kermode

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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	<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		0	0.0	1.1	0	<div></div>		
	1.C.7	Prosperous families in green-belt areas with substantial homes		69	3.0	0.8	385	<div></div>	<div></div>	
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		0	0.0	2.1	0	<div></div>		
	2.D.9	Families and couples in comfortable homes		29	1.3	1.6	81	<div></div>	<div></div>	
	2.D.10	Well-off families in larger semis		5	0.2	1.1	19	<div></div>	<div></div>	
	2.D.11	Mature and moneyed out-of-towners		172	7.5	2.1	353	<div></div>	<div></div>	<div></div>
	2.D.12	Well-to-do empty nesters in detached houses		534	23.2	2.2	1,076	<div></div>	<div></div>	<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		22	1.0	2.0	49	<div></div>	<div></div>	
	3.F.17	Older, rural empty nesters and couples		374	16.3	2.7	613	<div></div>	<div></div>	<div></div>
	3.F.18	Countryside retirees in spacious houses		0	0.0	0.1	0	<div></div>	<div></div>	
	3.F.19	Sophisticated couples living comfortably in detached homes		0	0.0	2.3	0	<div></div>	<div></div>	
3.G Successful Suburbs										
	3.G.20	Mixed lifestages in semi-detached homes		0	0.0	2.4	0	<div></div>	<div></div>	
	3.G.21	Mid-life suburban living		168	7.3	2.7	268	<div></div>	<div></div>	<div></div>
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0	<div></div>	<div></div>	
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0	<div></div>	<div></div>	
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0	<div></div>	<div></div>	
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0	<div></div>	<div></div>	
	3.I.26	Younger couples and singles in flats		52	2.3	1.7	136	<div></div>	<div></div>	<div></div>
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		75	3.3	3.2	100	<div></div>	<div></div>	
	3.J.28	Families and couples in terraces		0	0.0	2.3	0	<div></div>	<div></div>	
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		68	3.0	3.0	98	<div></div>	<div></div>	<div></div>
	4.K.30	Empty nesters in owner-occupied detached homes		136	5.9	2.5	239	<div></div>	<div></div>	<div></div>
	4.K.31	Comfortable, home-owning families and empty nesters		0	0.0	0.7	0	<div></div>	<div></div>	
	4.K.32	Older comfortable families and couples in detached, rural properties		0	0.0	0.5	0	<div></div>	<div></div>	
	4.K.33	Retirees in semi-detached and detached properties		0	0.0	0.1	0	<div></div>	<div></div>	
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		163	7.1	3.0	233	<div></div>	<div></div>	<div></div>
	4.L.35	Settled communities, semi-detached properties		95	4.1	2.9	141	<div></div>	<div></div>	<div></div>
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		0	0.0	2.2	0	<div></div>	<div></div>	
	4.M.37	Restricted residents, socially renting		0	0.0	2.4	0	<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>	<div></div>	
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0	<div></div>	<div></div>	
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0	<div></div>	<div></div>	
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		0	0.0	2.7	0	<div></div>	<div></div>	
	4.O.42	Retired homeowners in semi-detached and detached houses		117	5.1	1.6	316	<div></div>	<div></div>	<div></div>
	4.O.43	Older couples living in detached houses, rural communities		35	1.5	1.0	153	<div></div>	<div></div>	<div></div>
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0	<div></div>	<div></div>	
	5.P.45	Privately renting squeezed professionals in flats		0	0.0	2.9	0	<div></div>	<div></div>	
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0	<div></div>	<div></div>	
	5.P.47	Singles and couples in rented flats		5	0.2	3.0	7	<div></div>	<div></div>	
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		42	1.8	3.3	56	<div></div>	<div></div>	
	5.Q.49	Socially renting single adult households		39	1.7	1.9	88	<div></div>	<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>	<div></div>	
	5.R.51	Older, single-person households on the outskirts of town		18	0.8	2.3	34	<div></div>	<div></div>	
	5.R.52	Socially renting families in terraces		0	0.0	2.0	0	<div></div>	<div></div>	
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0	<div></div>	<div></div>	
	6.S.54	Young families in socially rented semis		0	0.0	1.9	0	<div></div>	<div></div>	
	6.S.55	Families in low-value terraced housing		0	0.0	3.0	0	<div></div>	<div></div>	
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0	<div></div>	<div></div>	
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		29	1.3	2.0	63	<div></div>	<div></div>	
	6.T.58	Poorer pensioners in semis		53	2.3	1.3	176	<div></div>	<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>	<div></div>	
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0	<div></div>	<div></div>	
	6.U.61	Socially rented flats, singles and pensioners		0	0.0	3.6	0	<div></div>	<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>	<div></div>	
	7.V.63	Active communal populations		0	0.0	0.0	0	<div></div>	<div></div>	
	7.V.64	Inactive communal populations		0	0.0	0.2	0	<div></div>	<div></div>	
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>	<div></div>	
Total households				2,300						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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:

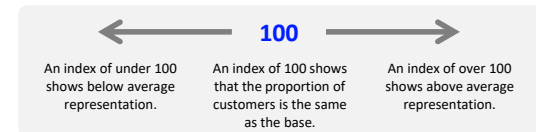
INTERPRETING THE REPORT

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

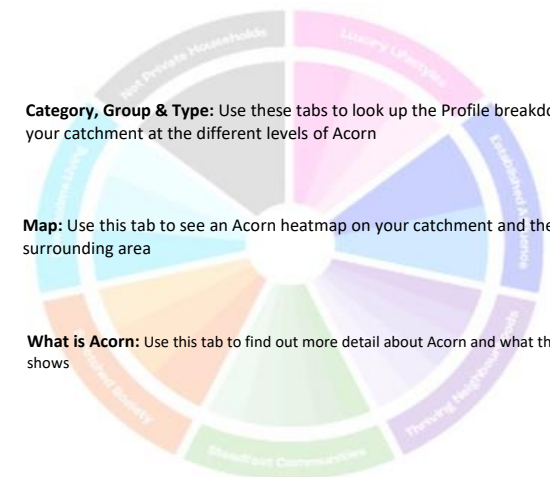


PERCENTAGE

% 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

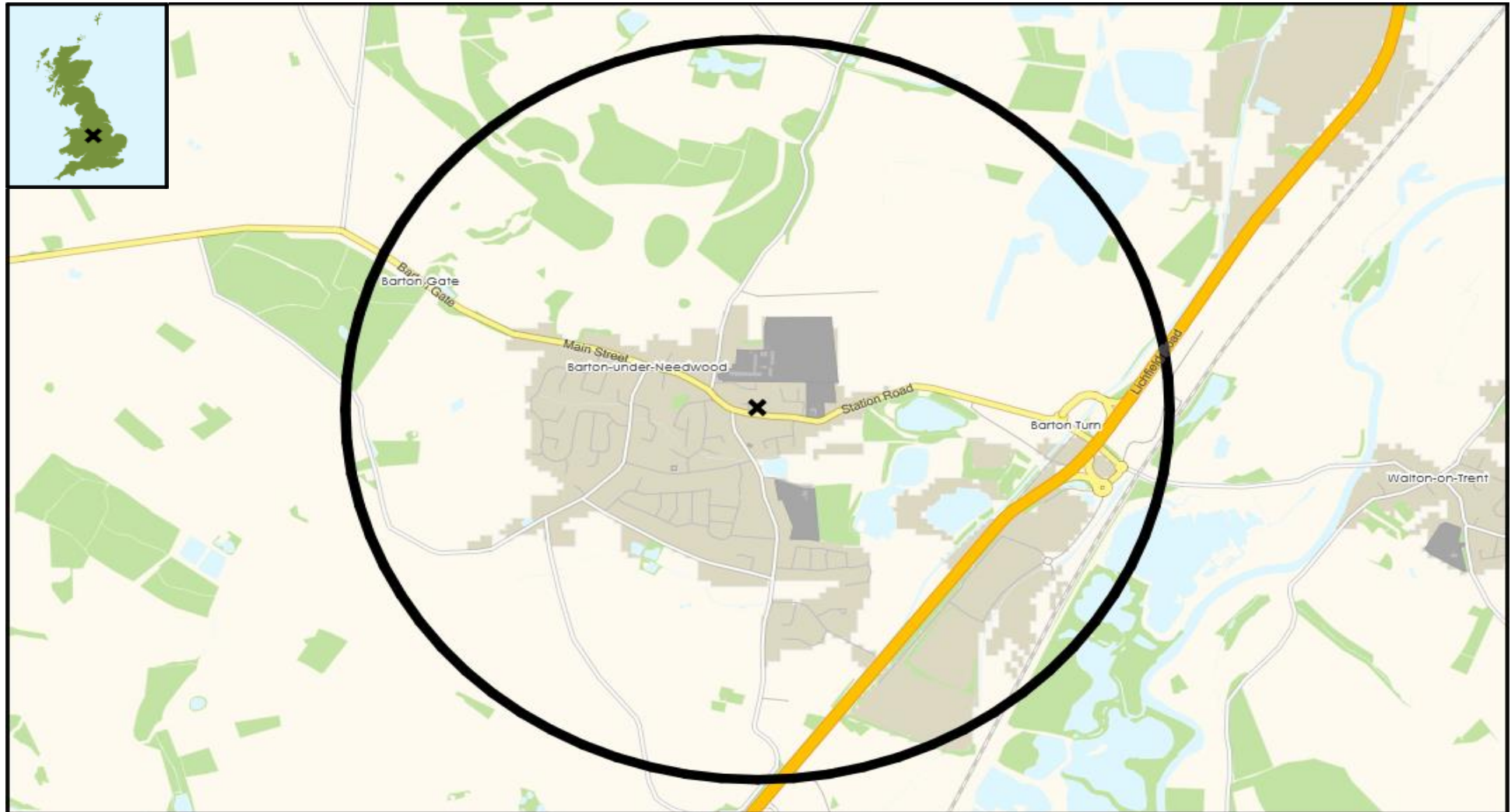


MAP OF AREA

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Source: OS Open Data 2018

Area: P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (1 Mile contour)

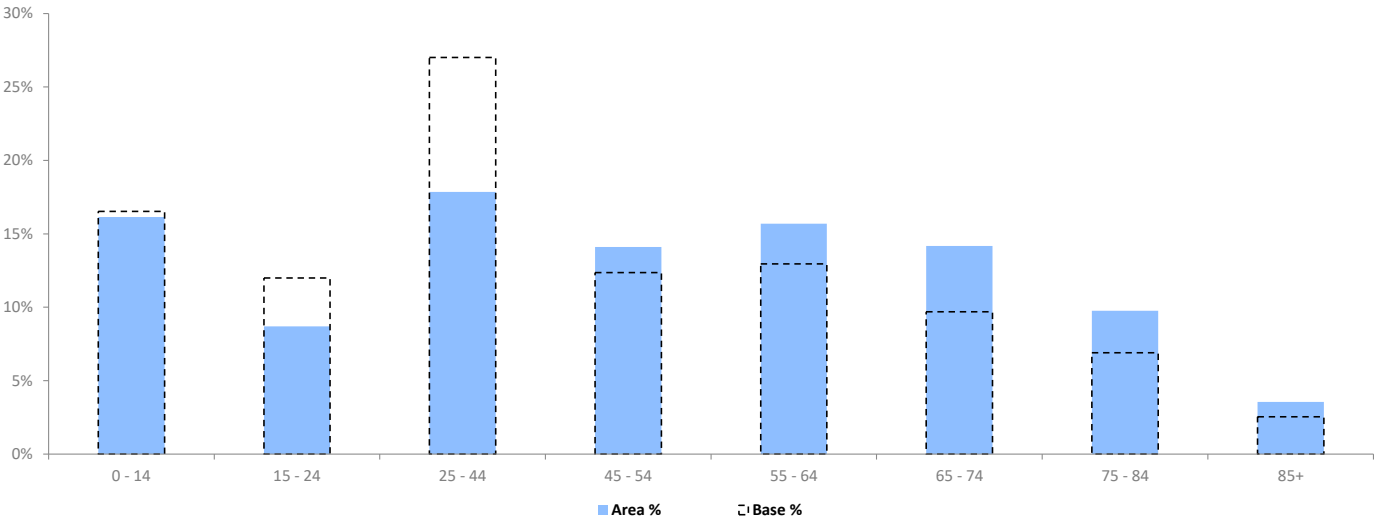


POPULATION PROJECTIONS

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Area:	P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (1 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	841	16.2	16.5	98			
15 - 24	453	8.7	12.0	73			
25 - 44	930	17.9	27.0	66			
45 - 54	734	14.1	12.4	114			
55 - 64	817	15.7	13.0	121			
65 - 74	738	14.2	9.7	146			
75 - 84	508	9.8	6.9	141			
85+	185	3.6	2.5	140			
Total population	5,206						



EXPENDITURE

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Area:	P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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	£222,013	£96.53	£92.53	104			
2. Alcoholic beverages, tobacco and narcotics	£63,684	£27.69	£29.81	93			
3. Clothing & Footwear	£108,549	£47.20	£44.48	106			
4. Housing, water, electricity, gas and other fuels	£265,317	£115.36	£106.80	108			
5. Furnishings, equipment and routine maintenance	£133,820	£58.18	£52.65	111			
6. Health	£52,443	£22.80	£21.84	104			
7. Transport	£303,228	£131.84	£125.67	105			
8. Communication	£42,693	£18.56	£19.03	98			
9. Recreation & Culture	£255,370	£111.03	£98.79	112			
10. Education	£28,016	£12.18	£21.71	56			
11. Restaurants & Hotels	£253,510	£110.22	£103.11	107			
12. Miscellaneous goods and services	£321,282	£139.69	£135.92	103			
Total Expenditure	£2,049,925	£891.27	£852.33	105			

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:	P04725_Three Horseshoes, Barton under Needwood, DE13 8DR (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	760	18.5	12.7	145			
2. Lower managerial, administrative and professional	1,053	25.6	19.9	128			
3. Intermediate	503	12.2	11.5	106			
4. Small employers and own account workers	454	11.0	10.3	107			
5. Lower supervisory and technical	207	5.0	5.6	90			
6. Semi-routine	359	8.7	11.7	75			
7. Routine	386	9.4	12.1	77			
Never worked and long-term unemployed	199	4.8	8.2	59			
Full-time students	194	4.7	7.8	61			
Total population	4,115						

