

CGA LICENCED PREMISES

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Area: P04517_Lamb, Swadlincote, DE11 0TW (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	72.4	81.7	89			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	19.7	28.2	70			
Restaurant	1	6.6	32.1	20			
Residential	0	0.0	2.7	0			

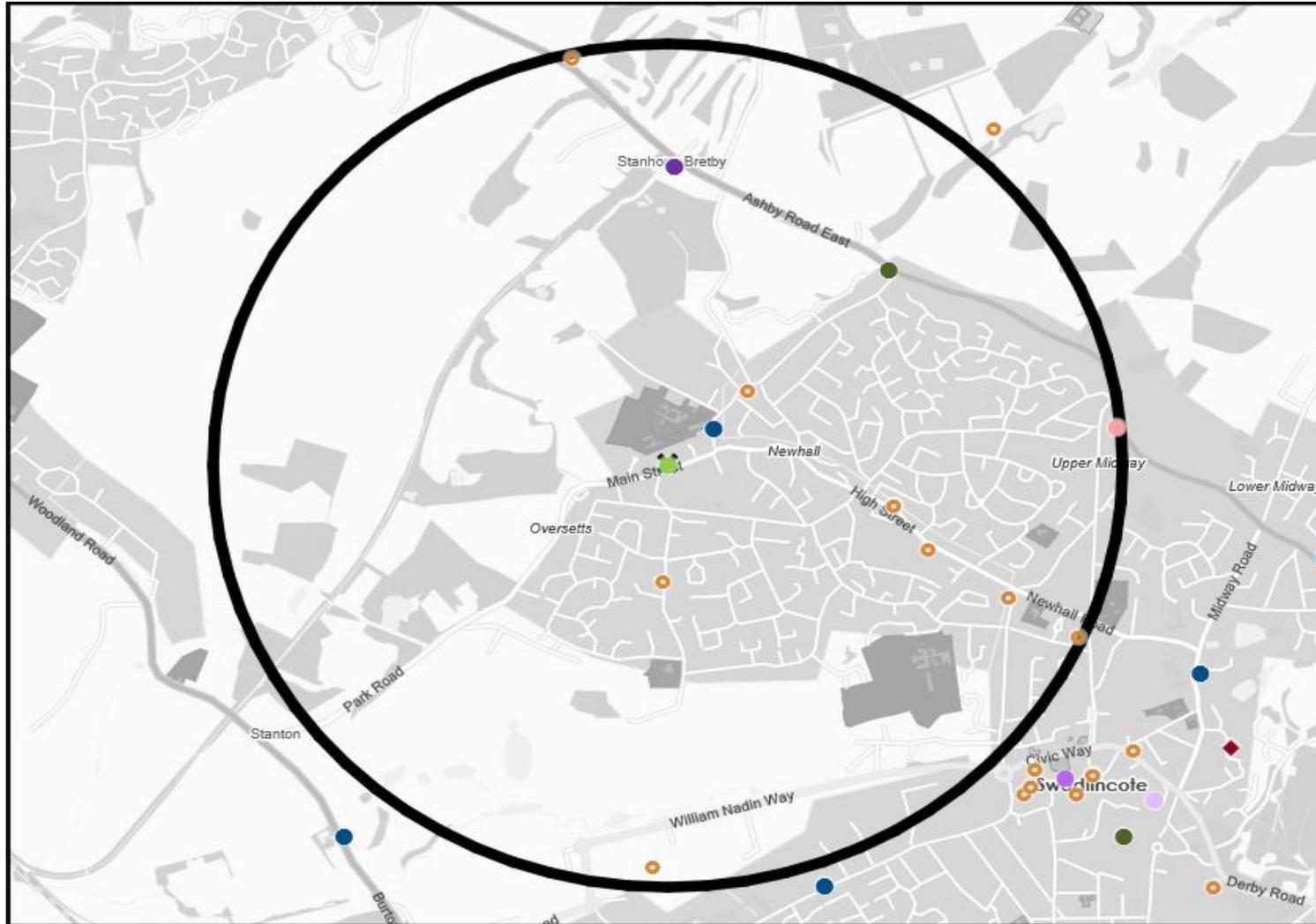
Name	Description	License Type	Owner Name	Postcode
Springfield	Independent Free	Pubs & Full On	Independent Free	DE11 0AX
Wheel Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE11 0DH
Royal Oak	Independent Free	Pubs & Full On	Independent Free	DE11 0HP
Newhall Labour Club	Independent Free	Registered Club	Independent Free	DE11 0HP
Freehold Tavern	Marston's	Pubs & Full On	Marston's	DE11 0LH
Thorntree	Independent Free	Pubs & Full On	Independent Free	DE11 0LL
Swadlincote Catholic Social Club	Independent Free	Registered Club	Independent Free	DE11 0PF
Crown Inn	Independent Free	Pubs & Full On	Independent Free	DE11 0SN
Lamb	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE11 0TW
Burton On Trent Golf Club	Independent Free	Registered Club	Independent Free	DE15 0PS
Stanhope Arms	Whitbread	Pubs & Full On	Whitbread	DE15 0PU
Chesterfield Arms	Greene King	Pubs & Full On	Greene King	DE15 0QA
Anchor Inn	Independent Free	Pubs & Full On	Independent Free	DE11 0EA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DE15 0PU
Mulberry Cafe Sdc	Independent Free	Restaurant	Independent Free	DE11 0BB

MAP OF AREA

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Source: OS Open Data 2018

Area: P04517_Lamb, Swadlincote, DE11 0TW (1 Mile contour)



KEY

- Large pub co's & bars
 - Admiral Taverns Ltd
 - Ei Group
 - Greene King
 - Marston's
 - Mitchells & Butlers
 - Punch Pub Company
 - Stonegate Pub Company
 - Star Pubs & Bars
 - Wetherspoon
 - Whitbread
 - Shepherd Neame
- 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: P04517_Lamb, Swadlincote, DE11 0TW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	756	11.6	22.1	53		
2 Rising Prosperity	46	0.7	10.2	7		
3 Comfortable Communities	2,805	43.0	26.5	162		
4 Financially Stretched	2,002	30.7	23.7	130		
5 Urban Adversity	908	13.9	17.2	81		
6 Not Private Households	0	0.0	0.3	0		
Total households		6,517				

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04517_Lamb, Swadlincote, DE11 0TW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	553	8.5	11.3	75			
1.C Mature Money	203	3.1	9.6	32			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	46	0.7	6.4	11			
3. Comfortable Communities							
3.F Countryside Communities	378	5.8	5.7	101			
3.G Successful Suburbs	457	7.0	6.0	118			
3.H Steady Neighbourhoods	1,164	17.9	7.4	241			
3.I Comfortable Seniors	225	3.5	2.9	121			
3.J Starting Out	581	8.9	4.6	196			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	948	14.5	8.0	182			
4.M Striving Families	443	6.8	7.4	91			
4.N Poorer Pensioners	611	9.4	5.8	163			
5. Urban Adversity							
5.O Young Hardship	120	1.8	6.3	29			
5.P Struggling Estates	595	9.1	5.7	160			
5.Q Difficult Circumstances	193	3.0	5.2	57			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	6,517						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

FINANCIAL PROFILE

- Household income: UK **£35k**, London **£42k** (Averages: £10k, £16k)
- % Disposable income: UK **45%**, London **32%** (Averages: 43%, 28%)
- Financial situation: **Running into debts** (Scale: Running into debts to Saving a lot)

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Moderate internet usage
- Uploads original content on social media
- TV catch up via ITV hub



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04517_Lamb, Swadlincote, DE11 0TW (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

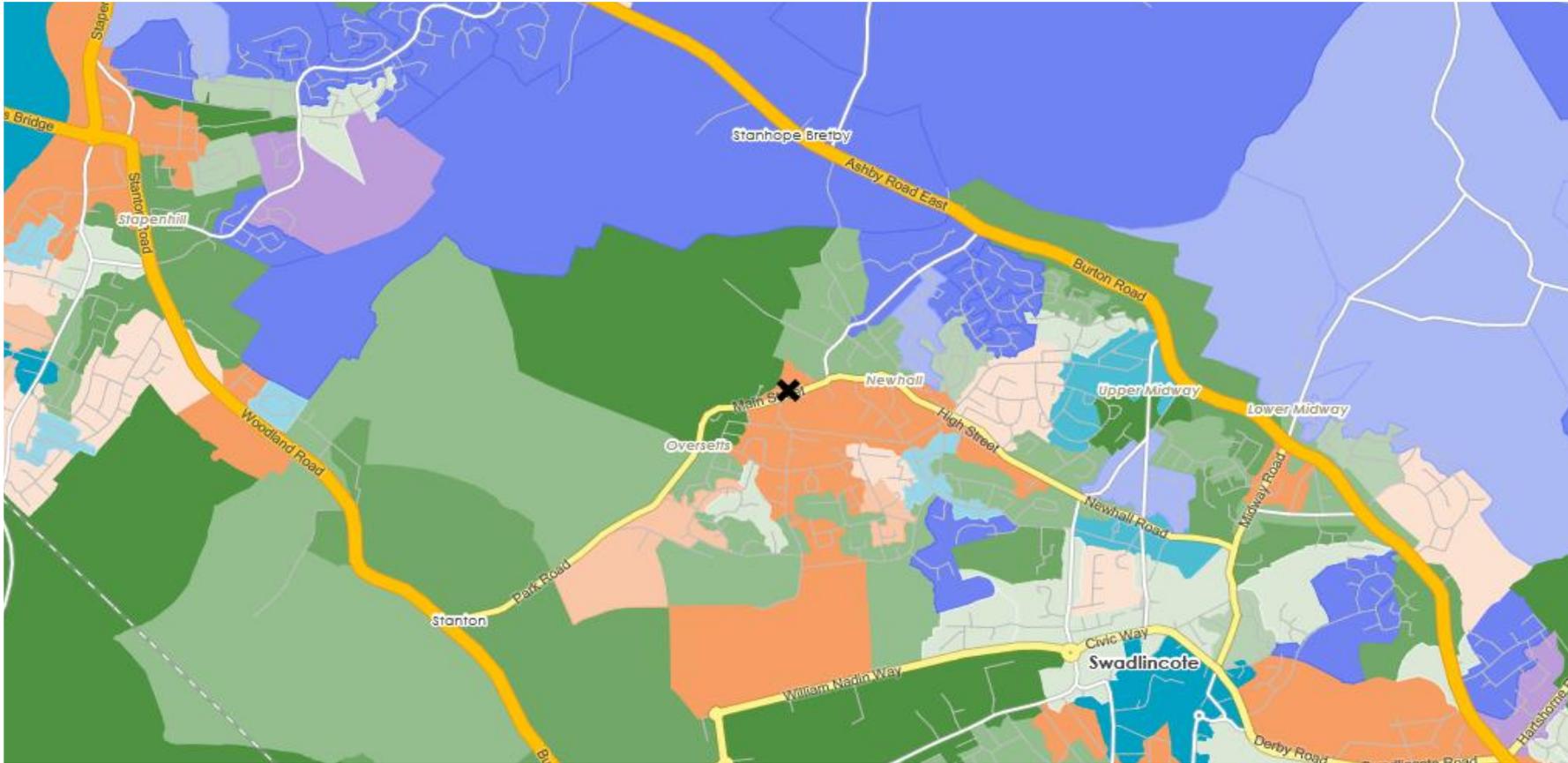
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	28	0.4	2.6	16			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	525	8.1	2.2	362			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	203	3.1	2.5	126			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	46	0.7	2.0	36			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	45	0.7	1.0	69			
3.F.23 Owner occupiers in small towns and villages	333	5.1	3.2	159			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	457	7.0	2.7	260			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,036	15.9	3.5	459			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	128	2.0	2.3	84			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	225	3.5	2.4	146			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	68	1.0	2.2	48			
3.J.33 Smaller houses and starter homes	513	7.9	2.4	328			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	24	0.4	1.4	26			
4.L.38 Semi-skilled workers in traditional neighbourhoods	808	12.4	2.6	472			
4.L.39 Fading owner occupied terraces	116	1.8	2.9	61			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	15	0.2	1.6	14			
4.M.42 Struggling young families in post-war terraces	25	0.4	1.6	23			
4.M.43 Families in right-to-buy estates	342	5.2	2.0	257			
4.M.44 Post-war estates, limited means	61	0.9	2.2	43			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	129	2.0	0.8	252			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	397	6.1	2.2	273			
4.N.48 Pensioners and singles in social rented flats	85	1.3	1.7	76			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	41	0.6	2.2	29			
5.O.50 Struggling younger people in mixed tenure	35	0.5	1.8	30			
5.O.51 Young people in small, low cost terraces	44	0.7	2.3	30			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	282	4.3	1.6	277			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	313	4.8	1.6	300			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	34	0.5	1.5	35			
5.Q.58 Singles and young families, some receiving benefits	90	1.4	1.8	78			
5.Q.59 Deprived areas and high-rise flats	69	1.1	2.0	54			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,517						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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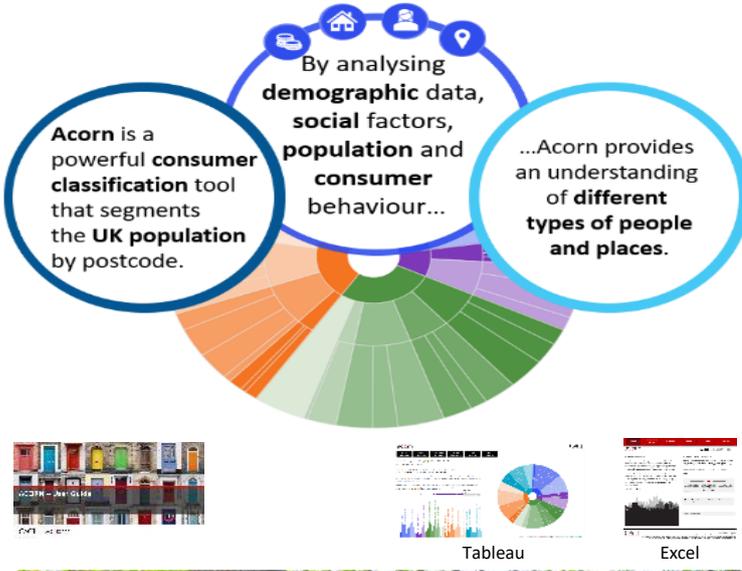
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- Acorn Groups**
- 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
 - 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
3. Comfortable Communities	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

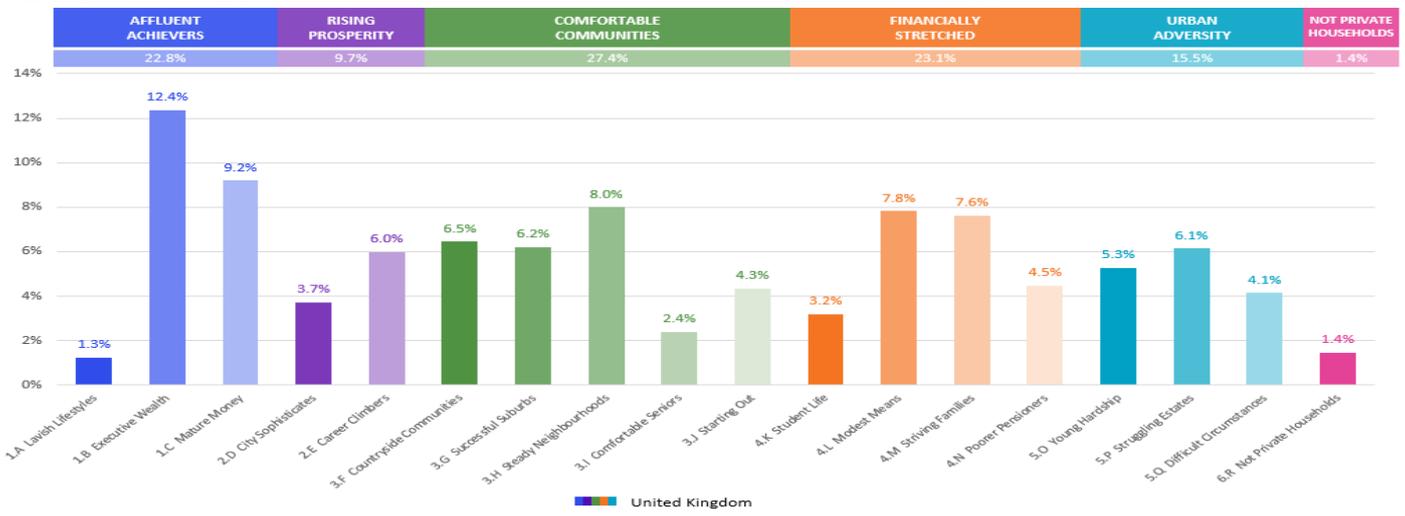
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.



MAP OF AREA

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