

# CGA LICENCED PREMISES

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Area: P04134\_Pike & Eel, Daventry, NN11 4RB (1 N  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	69.9	81.7	86			
Proprietary Club	2	14.0	7.3	<b>192</b>			
Registered Club	5	35.0	28.2	<b>124</b>			
Restaurant	3	21.0	32.1	65			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Slim Jims Snooker Club	Independent Free	Proprietary Club	Independent Free	NN11 4AB
George	Punch Pub Company	Pubs & Full On	Punch Pub Company	NN11 4AG
Plume Of Feathers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN11 4BH
Daventry Conservative Club	Independent Free	Registered Club	Independent Free	NN11 4BQ
Chasers	Independent Free	Pubs & Full On	Independent Free	NN11 4BT
Daventry Leisure Centre	Independent Free	Proprietary Club	Independent Free	NN11 0QE
Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NN11 4HT
Daventry Masonic Club	Independent Free	Registered Club	Independent Free	NN11 4HT
Peppermill	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NN11 4TQ
Daventry District Sports Club	Independent Free	Registered Club	Independent Free	NN11 4ST
Saracens Head	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NN11 4GG
Dun Cow	Punch Pub Company	Pubs & Full On	Punch Pub Company	NN11 4GG
New India Cottage	Independent Free	Restaurant	Independent Free	NN11 4AJ
Daventry Town Football Club	Independent Free	Registered Club	Independent Free	NN11 4NS
Daventry Indoor Bowls Club	Independent Free	Registered Club	Independent Free	NN11 4NS
Water Margin	Independent Free	Restaurant	Independent Free	NN11 4HU
De Vere Staverton Park	Principal Hotels	Pubs & Full On	Starwood Capital Group	NN11 6JT
Abduls	Independent Free	Restaurant	Independent Free	NN11 4HU
Early Doors Micropub	Independent Free	Pubs & Full On	Independent Free	NN11 4AB
Mojo	Independent Free	Pubs & Full On	Independent Free	NN11 4RH

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04134\_Pike & Eel, Daventry, NN11 4RB (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:** P04134\_Pike & Eel, Daventry, NN11 4RB (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	516	8.5	22.1	39		
2 Rising Prosperity	145	2.4	10.2	23		
3 Comfortable Communities	1,754	28.9	26.5	109		
4 Financially Stretched	2,792	46.0	23.7	194		
5 Urban Adversity	852	14.0	17.2	82		
6 Not Private Households	9	0.1	0.3	43		
<b>Total households</b>	<b>6,068</b>					

### Acorn Category Pen Portrait

5 Urban Adversity
8.4M 15.9%  
UK Adults of UK

**Age range**  
25-34

**Financial situation**

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04134\_Pike & Eel, Daventry, NN11 4RB (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	379	6.2	11.3	55			
1.C Mature Money	137	2.3	9.6	23			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	145	2.4	6.4	38			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	232	3.8	5.7	67			
3.G Successful Suburbs	663	10.9	6.0	184			
3.H Steady Neighbourhoods	253	4.2	7.4	56			
3.I Comfortable Seniors	364	6.0	2.9	210			
3.J Starting Out	242	4.0	4.6	88			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	680	11.2	8.0	140			
4.M Striving Families	1,670	27.5	7.4	369			
4.N Poorer Pensioners	442	7.3	5.8	126			
<b>5. Urban Adversity</b>							
5.O Young Hardship	484	8.0	6.3	128			
5.P Struggling Estates	189	3.1	5.7	55			
5.Q Difficult Circumstances	179	2.9	5.2	56			
<b>6. Not Private Households</b>							
6.R Not Private Households	9	0.1	0.3	43			
<b>Total households</b>	<b>6,068</b>						

### Acorn Group Pen Portrait

6
Not Private Households

790k  
UK Adults

1.5%  
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

**60 Active communal population –**  
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

**61 Inactive communal population –**  
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**62 Business areas without resident population –**  
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R

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

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Area: P04134\_Pike & Eel, Daventry, NN11 4RB (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

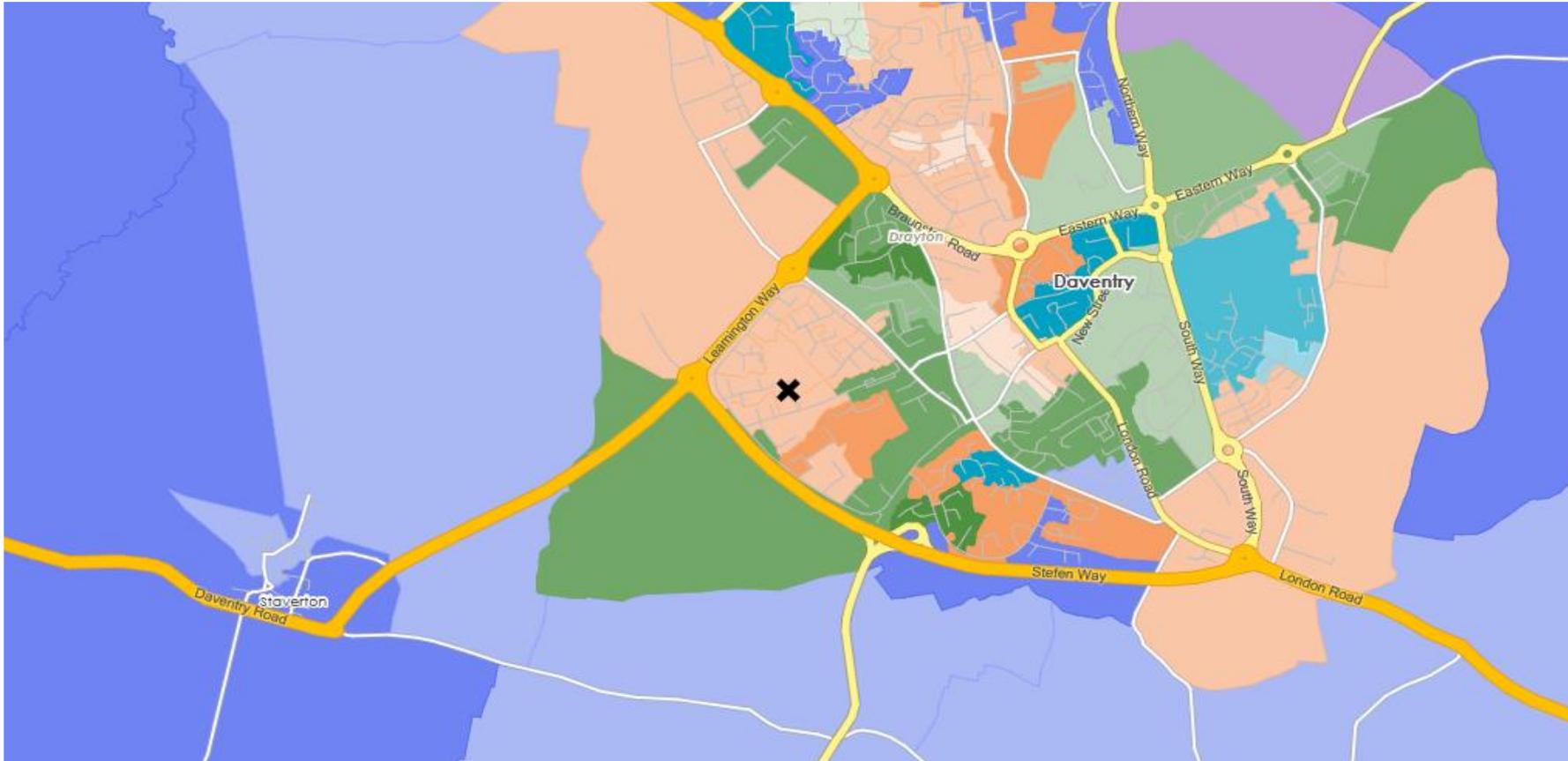
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	4	0.1	2.6	2			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	289	4.8	2.2	214			
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	86	1.4	1.6	88			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	24	0.4	3.1	13			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	113	1.9	2.5	76			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	145	2.4	2.0	121			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	6	0.1	1.0	10			
3.F.23 Owner occupiers in small towns and villages	226	3.7	3.2	116			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	612	10.1	2.7	374			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	51	0.8	2.4	35			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	195	3.2	3.5	93			
3.H.28 Owner occupied terraces, average income	24	0.4	1.6	25			
3.H.29 Established suburbs, older families	34	0.6	2.3	24			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	364	6.0	2.4	253			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	36	0.6	2.2	28			
3.J.33 Smaller houses and starter homes	206	3.4	2.4	141			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	128	2.1	1.4	146			
4.L.38 Semi-skilled workers in traditional neighbourhoods	446	7.4	2.6	280			
4.L.39 Fading owner occupied terraces	106	1.7	2.9	60			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	43	0.7	1.6	44			
4.M.42 Struggling young families in post-war terraces	667	11.0	1.6	670			
4.M.43 Families in right-to-buy estates	372	6.1	2.0	301			
4.M.44 Post-war estates, limited means	588	9.7	2.2	445			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	119	2.0	0.8	249			
4.N.46 Elderly people in social rented flats	126	2.1	1.0	201			
4.N.47 Low income older people in smaller semis	196	3.2	2.2	145			
4.N.48 Pensioners and singles in social rented flats	1	0.0	1.7	1			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	268	4.4	2.2	202			
5.O.50 Struggling younger people in mixed tenure	216	3.6	1.8	198			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	48	0.8	1.6	51			
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	141	2.3	1.6	145			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	14	0.2	1.5	15			
5.Q.58 Singles and young families, some receiving benefits	69	1.1	1.8	65			
5.Q.59 Deprived areas and high-rise flats	96	1.6	2.0	80			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	9	0.1	0.3	52			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,068</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04134\_Pike & Eel, Daventry, NN11 4RB (1 Mile contour)



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

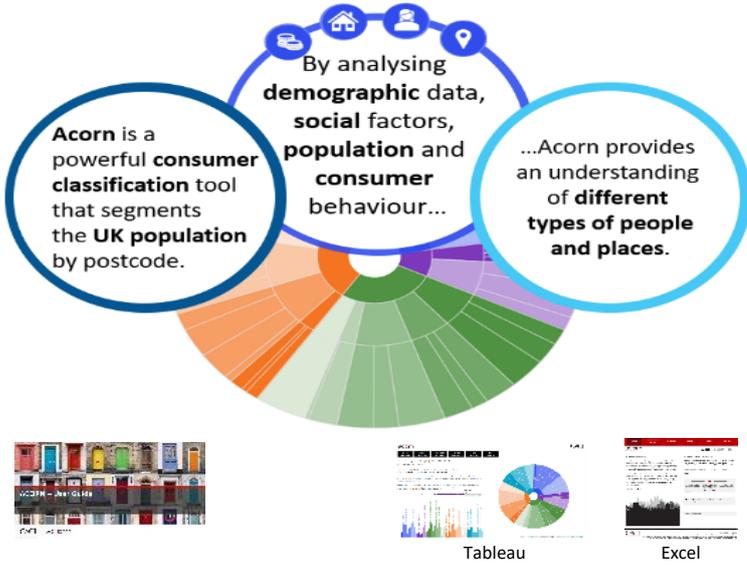
**Acorn Groups**

- 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.1M** UK Adults

**22.8%** of UK

House type: **Detached**

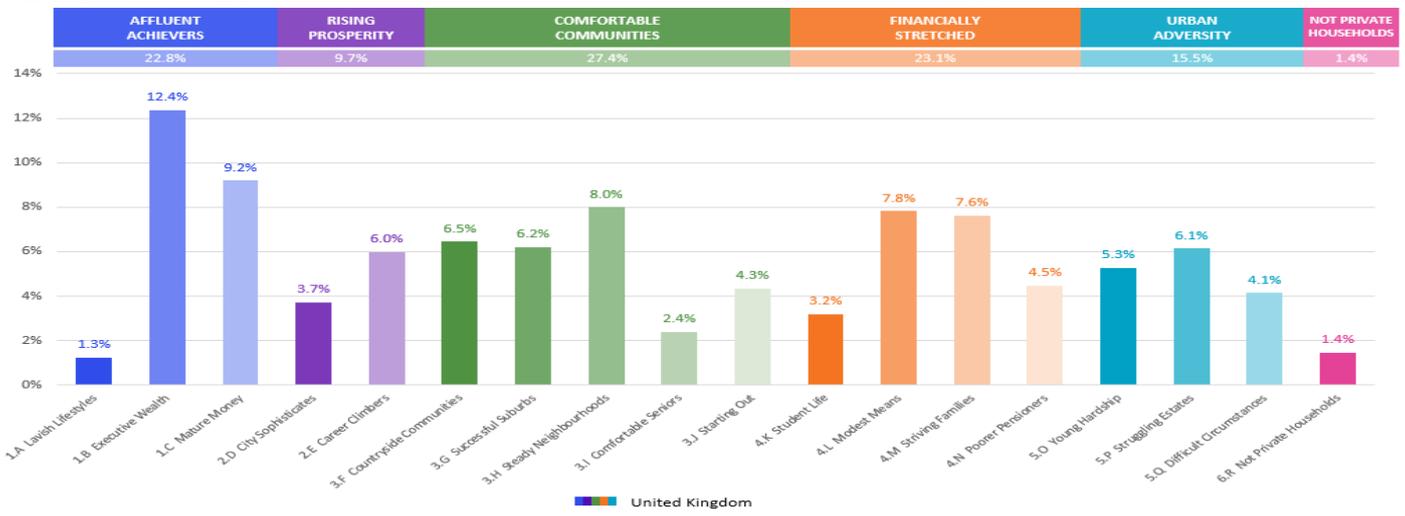
House tenure: **Owned outright**

Number of beds: **4+**

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.

Acorn Groups within Category 1: Affluent Achievers

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



# MAP OF AREA

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