

CGA LICENCED PREMISES

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Area: P00317_Coach & Horses, Norwich, NR2 2SL |
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	115	268.2	81.7	328			
Proprietary Club	14	32.7	7.3	448			
Registered Club	12	28.0	28.2	99			
Restaurant	68	158.6	32.1	494			
Residential	1	2.3	2.7	87			

Name	Description	License Type	Owner Name	Postcode
Qube Bar & Nightclub	Independent Free	Proprietary Club	Independent Free	NR 1 1DG
Nelson	Whitbread	Pubs & Full On	Whitbread	NR 1 1DX
Norwich City Football Club	Independent Free	Proprietary Club	Independent Free	NR 1 1JE
Mantra	Independent Free	Proprietary Club	Independent Free	NR 1 1LL
Oriental Gourmet	Independent Free	Restaurant	Independent Free	NR 1 1LT
Mojos	Independent Free	Pubs & Full On	Independent Free	NR 1 1LT
Compleat Angler	Greene King	Pubs & Full On	Greene King	NR 1 1NS
Last Pub Standing	Independent Free	Pubs & Full On	Independent Free	NR 1 1PD
Loft Nr1	Independent Free	Proprietary Club	Independent Free	NR 1 1PT
Wensum Lodge Ed Cntre For Adult Learn	Independent Free	Registered Club	Independent Free	NR 1 1QW
Waterfront	Independent Free	Registered Club	Independent Free	NR 1 1QH
Gem	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	NR 1 1RY
Rose Inn	Independent Free	Pubs & Full On	Independent Free	NR 1 3AE
Woolpack	Greene King	Pubs & Full On	Greene King	NR 1 3EH
Ciscoe's Pan Asian & Sushi	Independent Free	Restaurant	Independent Free	NR 1 3EU
Baby Buddha	Independent Free	Restaurant	Independent Free	NR 1 3EY
Freemasons Arms	Woodforde's Ltd	Pubs & Full On	Woodforde's Ltd	NR 1 3HQ
Kings Arms	George Bateman & Son	Pubs & Full On	George Bateman & Son	NR 1 3HQ
Arkwrights	Independent Free	Registered Club	Independent Free	NR 1 3JB
Murderers	Independent Free	Pubs & Full On	Independent Free	NR 1 3LB
Tamarind Tree	Independent Free	Restaurant	Independent Free	NR 1 3LG
Pig And Whistle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 1 3NA
Five Guys	Five Guys	Restaurant	Five Guys	NR 1 3QA
Bell Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NR 1 3QB
Trafford Arms	Wellington	Pubs & Full On	Wellington	NR 1 3RL
Coachmakers Arms Hotel	Independent Free	Pubs & Full On	Independent Free	NR 1 3SP
Roger Hickmans Restaurant	Independent Free	Restaurant	Independent Free	NR 2 1AB
Bishops	Independent Free	Restaurant	Independent Free	NR 2 1AD
Karma Kafe	Independent Free	Pubs & Full On	Independent Free	NR 2 1AG
Wild Man	Punch Pub Company	Pubs & Full On	Punch Pub Company	NR 2 1AG
Thai Lanna	Independent Free	Restaurant	Independent Free	NR 2 1AQ
Franks Bar	Independent Free	Pubs & Full On	Independent Free	NR 2 1AR
Captain Americas	Independent Free	Restaurant	Independent Free	NR 2 1AT
Vine Tavern	Independent Free	Pubs & Full On	Independent Free	NR 2 1DE
Maddermarket Theatre	Independent Free	Pubs & Full On	Independent Free	NR 2 1DN
Jc Pinto	Independent Free	Restaurant	Independent Free	NR 2 1DN
Cote	Cote Restaurants	Restaurant	Cote Restaurants	NR 2 1DP
Drawing Rooms	Greene King	Pubs & Full On	Greene King	NR 2 1DS
Jarrolds	Independent Free	Restaurant	Independent Free	NR 2 1JF
Wine Cellar	Independent Free	Restaurant	Independent Free	NR 2 1JG
Waffle House	Independent Free	Pubs & Full On	Independent Free	NR 2 1JN
Norwich Masonic Association	Independent Free	Registered Club	Independent Free	NR 2 1JR
Gonzos Tea Room	Independent Free	Pubs & Full On	Independent Free	NR 2 1JT
Italia Nostra	Independent Free	Restaurant	Independent Free	NR 2 1LW
Walnut Tree Shades	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 1NG
Coach & Horses	Greene King	Pubs & Full On	Greene King	NR 2 1NR
Lamb Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 1 3RU
Sir Garnet Wolseley	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR 2 1RD
Theatre Royal	Independent Free	Pubs & Full On	Independent Free	NR 2 1RL
Assembly House	Independent Free	Pubs & Full On	Independent Free	NR 2 1RQ
Champion	George Bateman & Son	Pubs & Full On	George Bateman & Son	NR 2 1SE
York Nr2	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 2AS
Rose Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 2AT

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Name	Description	License Type	Owner Name	Postcode
Eaton Cottage	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR 2 2DQ
Unthank Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 2DR
Eagle	Wellington	Pubs & Full On	Wellington	NR 2 2HN
City College Norwich Students Union	Independent Free	Registered Club	Independent Free	NR 2 2LJ
Norfolk Tennis & Squash Centre	Independent Free	Registered Club	Independent Free	NR 2 2NQ
William & Florence	Adnams	Pubs & Full On	Adnams	NR 2 2PA
St John The Baptist Social Club	Independent Free	Registered Club	Independent Free	NR 2 2PA
Pear Tree Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NR 2 2PE
Temple Bar	Wellington	Pubs & Full On	Wellington	NR 2 2RA
Norf & Norwich Indoor Bowling Cr	Independent Free	Registered Club	Independent Free	NR 2 2RB
Georgian Townhouse	City Pub Company	Pubs & Full On	City Pub Company	NR 2 2RB
Coach & Horses	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NR 2 2SL
Workshop Bar Cafe	Independent Free	Pubs & Full On	Independent Free	NR 2 3AD
Earlham Arms	Independent Free	Pubs & Full On	Independent Free	NR 2 3AD
Belvedere Community Club	Independent Free	Registered Club	Independent Free	NR 2 3AZ
Alexandra	Unknown	Pubs & Full On	Unknown	NR 2 3BB
Belle Vue	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 3BL
Black Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NR 2 3DE
Garden House	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 3HD
Warwick Arms	Independent Free	Pubs & Full On	Independent Free	NR 2 3LD
Mitre	Independent Free	Pubs & Full On	Independent Free	NR 2 3RF
Louis Marchesi	Independent Free	Restaurant	Independent Free	NR 3 1HF
Cinema City	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	NR 2 4AD
Rumsey Wells	Adnams	Pubs & Full On	Adnams	NR 2 4AF
Strangers Tavern	Independent Free	Pubs & Full On	Independent Free	NR 2 4AL
Ten Bells	Greene King	Pubs & Full On	Greene King	NR 2 4AR
Plough	Independent Free	Pubs & Full On	Independent Free	NR 2 4AR
Tipsy Vegan	Independent Free	Restaurant	Independent Free	NR 2 4AR
Norwich Playhouse	Independent Free	Pubs & Full On	Independent Free	NR 3 1BB
Lord Nelson	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 4DR
Pizza Express	Hony Capital	Restaurant	Hony Capital	NR 2 4PE
Pinocchio	Independent Free	Restaurant	Independent Free	NR 2 4PE
West End Retreat	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR 2 4QY
Bar And Beyond	Rekom UK	Pubs & Full On	Rekom UK	NR 1 1LG
St Andrews Brewhouse	City Pub Company	Pubs & Full On	City Pub Company	NR 2 4TP
Last Wine Bar	Independent Free	Pubs & Full On	Independent Free	NR 3 1AB
Trattoria Rustica Restaurant	Independent Free	Restaurant	Independent Free	NR 3 1AE
Dog House	Punch Pub Company	Pubs & Full On	Punch Pub Company	NR 3 1BA
City Club	Independent Free	Registered Club	Independent Free	NR 3 1BQ
Golden Star	Greene King	Pubs & Full On	Greene King	NR 3 1DD
Gatherers	Independent Free	Pubs & Full On	Independent Free	NR 3 1DJ
Edith Cavell	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 3 1HF
Strangers Club	Independent Free	Proprietary Club	Independent Free	NR 3 1HG
Chambers Cocktail	Independent Free	Pubs & Full On	Independent Free	NR 3 1HY
Mischief Ale & Wine Vaults	Ladhar Leisure	Pubs & Full On	Ladhar Leisure	NR 3 1HZ
Epic	Independent Free	Pubs & Full On	Independent Free	NR 3 1JE
Kings Head	Wellington	Pubs & Full On	Wellington	NR 3 1JE
Maids Head Hotel	Sonoma Hotels	Pubs & Full On	Sonoma Hotels	NR 3 1LB
Norfolk Club	Independent Free	Registered Club	Independent Free	NR 3 1RB
Giggling Squid	Giggling Squid	Restaurant	Giggling Squid	NR 3 1RF
Wig & Pen	Independent Free	Pubs & Full On	Independent Free	NR 3 1RN
Adam & Eve	Independent Free	Pubs & Full On	Independent Free	NR 3 1RZ
Plasterers Arms	Unknown	Pubs & Full On	Unknown	NR 3 1SZ

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Name	Description	License Type	Owner Name	Postcode
White Lion	Individual Pubs	Pubs & Full On	Individual Pubs	NR 3 3AQ
Catherine Wheel	Independent Free	Pubs & Full On	Independent Free	NR 3 3BG
Oak Tree	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 4 6LA
Beehive	Wellington	Pubs & Full On	Wellington	NR 4 7PJ
Roti	Independent Free	Restaurant	Independent Free	NR 1 3HF
Norwich Castle Museum	Independent Free	Pubs & Full On	Independent Free	NR 1 3JU
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	NR 1 3QF
Platinum Lace	Platinum Lace Ltd	Proprietary Club	Platinum Lace Ltd	NR 2 1DE
Belgian Monk	Independent Free	Pubs & Full On	Independent Free	NR 2 1DS
Chick Inn At Micawbers	Independent Free	Pubs & Full On	Independent Free	NR 2 1DZ
George Hotel	Independent Free	Pubs & Full On	Independent Free	NR 2 2DA
Benedicts	Independent Free	Restaurant	Independent Free	NR 2 4PE
Norwich Arts Centre	Independent Free	Pubs & Full On	Independent Free	NR 2 4PG
Reindeer Ale House	Elgood	Pubs & Full On	Elgood	NR 2 4AY
Fat Cat	Independent Free	Pubs & Full On	Independent Free	NR 2 4NA
Ribs Of Beef	Independent Free	Pubs & Full On	Independent Free	NR 3 1HY
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	NR 1 1WX
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 1 1DG
Fluke	Independent Free	Proprietary Club	Independent Free	NR 1 1BL
Bowling House	Independent Free	Pubs & Full On	Independent Free	NR 2 4HX
All Bar One	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NR 3 1RE
Tatlers Restaurant	Independent Free	Restaurant	Independent Free	NR 3 1RF
Revolution De Cuba	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	NR 2 4SG
Mr Postles Apothecary	Independent Free	Pubs & Full On	Independent Free	NR 3 1HA
Odeon	Odeon Cinema Holdings	Pubs & Full On	Odeon Cinema Holdings	NR 1 1XA
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	NR 1 1WZ
Annesley House Hotel	Independent Free	Pubs & Full On	Independent Free	NR 2 2LA
Haggie	Independent Free	Restaurant	Independent Free	NR 2 4PE
Clarks Snooker Club	Independent Free	Proprietary Club	Independent Free	NR 2 4TN
Be At One	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NR 2 4SF
Stadia	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NR 3 1RB
Voodoo Daddy	Independent Free	Restaurant	Independent Free	NR 1 3JZ
Mambo Jambos	Independent Free	Restaurant	Independent Free	NR 2 1EL
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NR 1 1WX
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	NR 2 4SQ
Queen Of The Iceni	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NR 1 1EE
Glass House	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NR 3 1LA
Pizza Express	Hony Capital	Restaurant	Hony Capital	NR 2 1TF
Erpingham House	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	NR 3 1RF
Bedfords	Independent Free	Pubs & Full On	Independent Free	NR 2 1SL
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	NR 3 1RF
Middletons Steak House	Middletons Steak House	Restaurant	Middletons Steak House	NR 1 3JZ
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	NR 1 3QF
Refectory Restaurant	Independent Free	Restaurant	Independent Free	NR 1 4DH
Bond	Independent Free	Pubs & Full On	Independent Free	NR 3 1RE
Gringos	Independent Free	Restaurant	Independent Free	NR 1 1BG
Ali Tandoor	Independent Free	Restaurant	Independent Free	NR 3 1LE
Bicycle Shop	Independent Free	Restaurant	Independent Free	NR 2 4PE
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	NR 3 3AP
No 33 Cafe Bar	Independent Free	Pubs & Full On	Independent Free	NR 2 1DP
Wagamama	Restaurant Group	Restaurant	Restaurant Group	NR 2 1SZ
Real Greek	Real Greek International Ltd	Restaurant	Real Greek International Ltd	NR 2 1SZ
Brewdog	BrewDog plc	Pubs & Full On	BrewDog plc	NR 2 4SG

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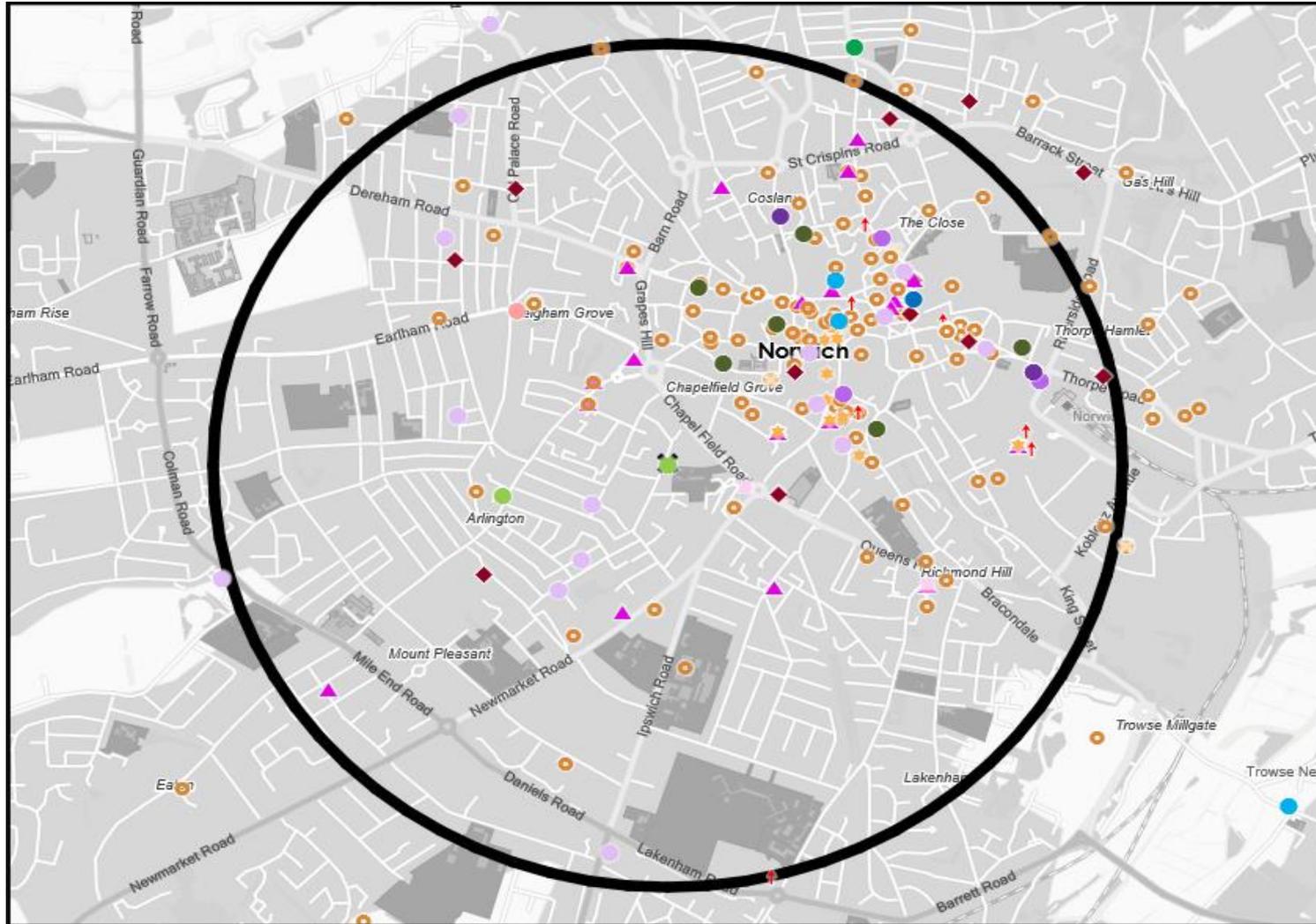
Name	Description	License Type	Owner Name	Postcode
Namaste Village Restaurant	Independent Free	Restaurant	Independent Free	NR 1 3PN
Thai Kittii	Independent Free	Restaurant	Independent Free	NR 1 3DN
Rileys	Weight Partners Ltd	Proprietary Club	Weight Partners Ltd	NR 3 1AA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	NR 1 3PR
St Giles House	Independent Free	Pubs & Full On	Independent Free	NR 2 1JR
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	NR 1 3DD
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	NR 1 1DX
Shiki	Independent Free	Restaurant	Independent Free	NR 3 1HE
Blue Joanna Bar & Kitchen	Independent Free	Restaurant	Independent Free	NR 2 2PE
Spice Lounge	Independent Free	Restaurant	Independent Free	NR 3 1HR
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	NR 1 1BT
Baba Ghanoush	Independent Free	Restaurant	Independent Free	NR 2 1DE
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	NR 1 1WX
Gourmet Burger Kitchen	Boparan Restaurant Group	Restaurant	Boparan Restaurant Group	NR 2 1SZ
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	NR 2 1SZ
Yo Sushi	Yo! Sushi	Restaurant	Yo! Sushi	NR 2 1SZ
Nine Bar	Independent Free	Proprietary Club	Independent Free	NR 1 1BG
Sugar & Spice	Independent Free	Proprietary Club	Independent Free	NR 1 1BG
Tipsy Jar	Independent Free	Pubs & Full On	Independent Free	NR 2 4SN
Tasty	Independent Free	Restaurant	Independent Free	NR 1 1BG
Wallow	Independent Free	Pubs & Full On	Independent Free	NR 2 1AX
Benoli	Independent Free	Restaurant	Independent Free	NR 1 3LE
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	NR 1 1WX
Spice Paradise	Independent Free	Restaurant	Independent Free	NR 3 1LQ
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	NR 2 1PT
Pure Gold	Independent Free	Proprietary Club	Independent Free	NR 1 1LL
Cafe Bar Marzano	Independent Free	Pubs & Full On	Independent Free	NR 2 1TF
Hawthorn	Independent Free	Pubs & Full On	Independent Free	NR 2 4AG
C E Y M S Social Club	Independent Free	Registered Club	Independent Free	NR 2 1QN
City Spice	Independent Free	Restaurant	Independent Free	NR 2 4AY
Mango-T Thai Restaurant	Independent Free	Restaurant	Independent Free	NR 1 3QD
Cosmo	Cosmo Group	Restaurant	Cosmo Group	NR 2 1JE
Benugo	Benugo Ltd	Pubs & Full On	Benugo Ltd	NR 1 3LX
Putt Putt Noodle	Independent Free	Pubs & Full On	Independent Free	NR 1 3DD
Turtle Bay	Turtle Bay Restaurants	Restaurant	Turtle Bay Restaurants	NR 2 1HZ
Rooftop Gardens	Independent Free	Restaurant	Independent Free	NR 1 1BY
Byron	Hutton Collins	Restaurant	Hutton Collins	NR 2 1SZ
Copacubana	Independent Free	Pubs & Full On	Independent Free	NR 3 1RB
Farmyard	Independent Free	Restaurant	Independent Free	NR 2 4PF
Ivy Brasserie	Caprice Holdings	Restaurant	Caprice Holdings	NR 2 1LD
Cosy Club	Loungers	Pubs & Full On	Loungers	NR 2 1HX
Stay Norwich Apartments River View	Independent Free	Residential	Independent Free	NR 3 1HY
Superbowl Uk	Superbowl Uk	Proprietary Club	Superbowl Uk	NR 1 3DD
Spice Valley	Independent Free	Restaurant	Independent Free	NR 3 1LE
Saporita	Independent Free	Restaurant	Independent Free	NR 2 1AD
Sir Toby's Beers	Independent Free	Pubs & Full On	Independent Free	NR 2 1ND
Boom Battle Bar	BBB UK Trading Ltd	Pubs & Full On	BBB UK Trading Ltd	NR 1 3DD
Gyre & Gimble	Independent Free	Pubs & Full On	Independent Free	NR 2 4AL
Junkyard Market	Independent Free	Restaurant	Independent Free	NR 3 1QA
Silhouette	Independent Free	Restaurant	Independent Free	NR 1 3DD
Wagamama	Restaurant Group	Restaurant	Restaurant Group	NR 1 1WX

MAP OF AREA

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Source: OS Open Data 2018

Area: P00317_Coach & Horses, Norwich, NR2 2SL (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: P00317_Coach & Horses, Norwich, NR2 2SL (1 Mile contour)
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Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,252	10.2	22.1	46		
2 Rising Prosperity	4,308	19.5	10.2	192		
3 Comfortable Communities	6,541	29.6	26.5	112		
4 Financially Stretched	3,428	15.5	23.7	65		
5 Urban Adversity	5,497	24.9	17.2	145		
6 Not Private Households	58	0.3	0.3	76		
Graph						
Total households	22,084					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% 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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Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
1. Affluent Achievers						
1.A Lavish Lifestyles	71	0.3	1.1	29		
1.B Executive Wealth	1,424	6.4	11.3	57		
1.C Mature Money	757	3.4	9.6	36		
2. Rising Prosperity						
2.D City Sophisticates	379	1.7	3.8	45		
2.E Career Climbers	3,929	17.8	6.4	279		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	89	0.4	6.0	7		
3.H Steady Neighbourhoods	209	0.9	7.4	13		
3.I Comfortable Seniors	255	1.2	2.9	40		
3.J Starting Out	5,988	27.1	4.6	596		
4. Financially Stretched						
4.K Student Life	1,811	8.2	2.5	327		
4.L Modest Means	43	0.2	8.0	2		
4.M Striving Families	166	0.8	7.4	10		
4.N Poorer Pensioners	1,408	6.4	5.8	111		
5. Urban Adversity						
5.O Young Hardship	1,250	5.7	6.3	91		
5.P Struggling Estates	228	1.0	5.7	18		
5.Q Difficult Circumstances	4,019	18.2	5.2	347		
6. Not Private Households						
6.R Not Private Households	58	0.3	0.3	76		
Total households	22,084					

Acorn Group Pen Portrait

5
P
Struggling Estates

3.4M
UK Adults

6.5%
of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:



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

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Sort by: Acorn Structure
 Index
 Profile %

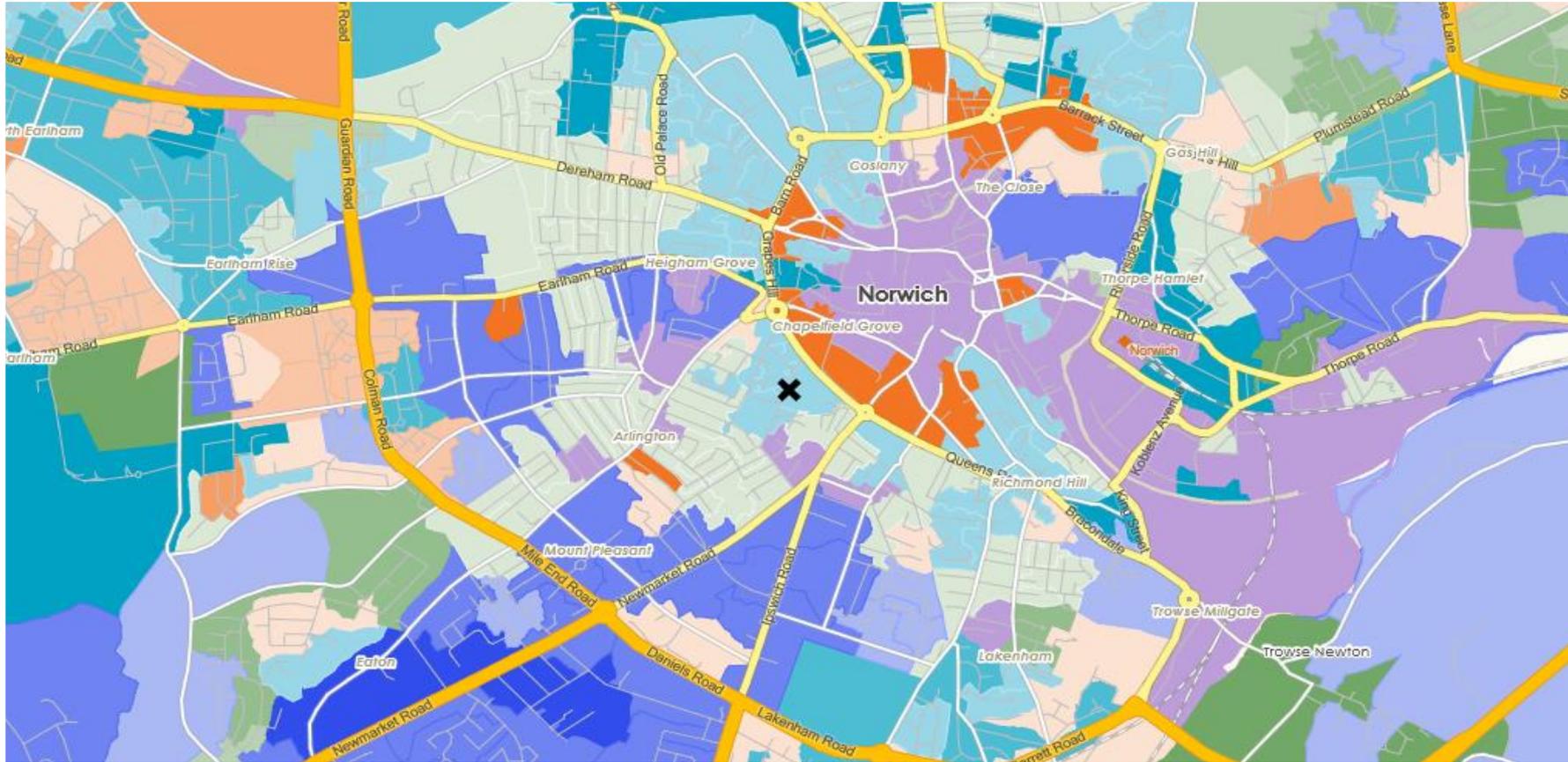
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	71	0.3	0.9	37			
1.B Executive Wealth							
1.B.4 Asset rich families	268	1.2	2.6	46			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	755	3.4	0.9	401			
1.B.8 Prosperous suburban families	333	1.5	1.5	98			
1.B.9 Well-off edge of towners	68	0.3	1.6	19			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	357	1.6	2.8	57			
1.C.12 Retired and empty nesters	88	0.4	2.5	16			
1.C.13 Upmarket downsizers	312	1.4	1.3	109			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	350	1.6	0.7	226			
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	29	0.1	1.0	14			
2.E Career Climbers							
2.E.18 Career driven young families	32	0.1	2.0	7			
2.E.19 First time buyers in small, modern homes	3,821	17.3	3.4	510			
2.E.20 Mixed metropolitan areas	76	0.3	1.0	34			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	72	0.3	2.7	12			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	17	0.1	2.4	3			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	79	0.4	3.5	10			
3.H.28 Owner occupied terraces, average income	110	0.5	1.6	31			
3.H.29 Established suburbs, older families	20	0.1	2.3	4			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	21	0.1	2.4	4			
3.I.31 Elderly singles in purpose-built accommodation	234	1.1	0.5	218			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	5,932	26.9	2.2	1,248			
3.J.33 Smaller houses and starter homes	56	0.3	2.4	11			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.0	0.3	1			
4.K.35 Term-time terraces	149	0.7	0.2	271			
4.K.36 Educated young people in flats and tenements	1,661	7.5	1.9	391			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	43	0.2	1.4	13			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	32	0.1	1.6	9			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	106	0.5	2.0	24			
4.M.44 Post-war estates, limited means	28	0.1	2.2	6			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	300	1.4	0.8	173			
4.N.46 Elderly people in social rented flats	749	3.4	1.0	329			
4.N.47 Low income older people in smaller semis	9	0.0	2.2	2			
4.N.48 Pensioners and singles in social rented flats	350	1.6	1.7	93			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	334	1.5	2.2	69			
5.O.50 Struggling younger people in mixed tenure	684	3.1	1.8	172			
5.O.51 Young people in small, low cost terraces	232	1.1	2.3	46			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	10	0.0	1.6	3			
5.P.53 Low income terraces	49	0.2	0.8	27			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	20	0.1	0.7	12			
5.P.56 Low income large families in social rented semis	149	0.7	1.6	42			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	589	2.7	1.5	177			
5.Q.58 Singles and young families, some receiving benefits	91	0.4	1.8	23			
5.Q.59 Deprived areas and high-rise flats	3,339	15.1	2.0	768			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	14	0.1	0.1	107			
6.R.61 Inactive communal population	44	0.2	0.3	70			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	22,084						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00317_Coach & Horses, Norwich, NR2 2SL (1 Mile contour)



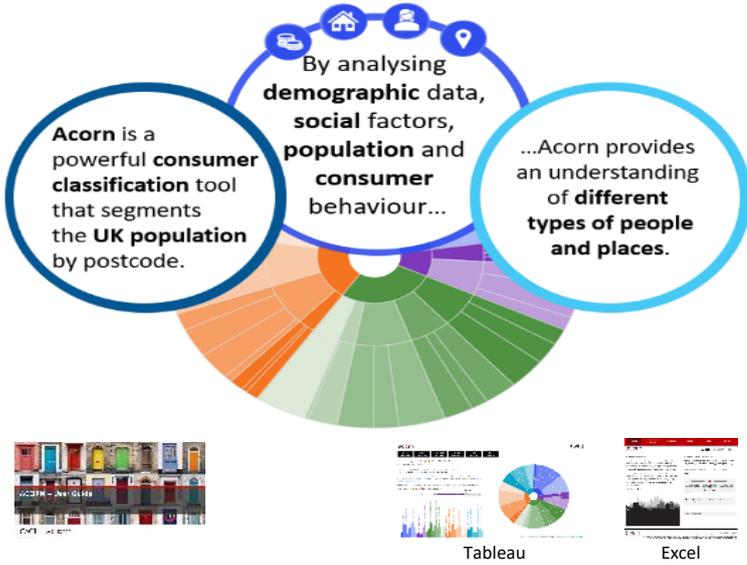
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

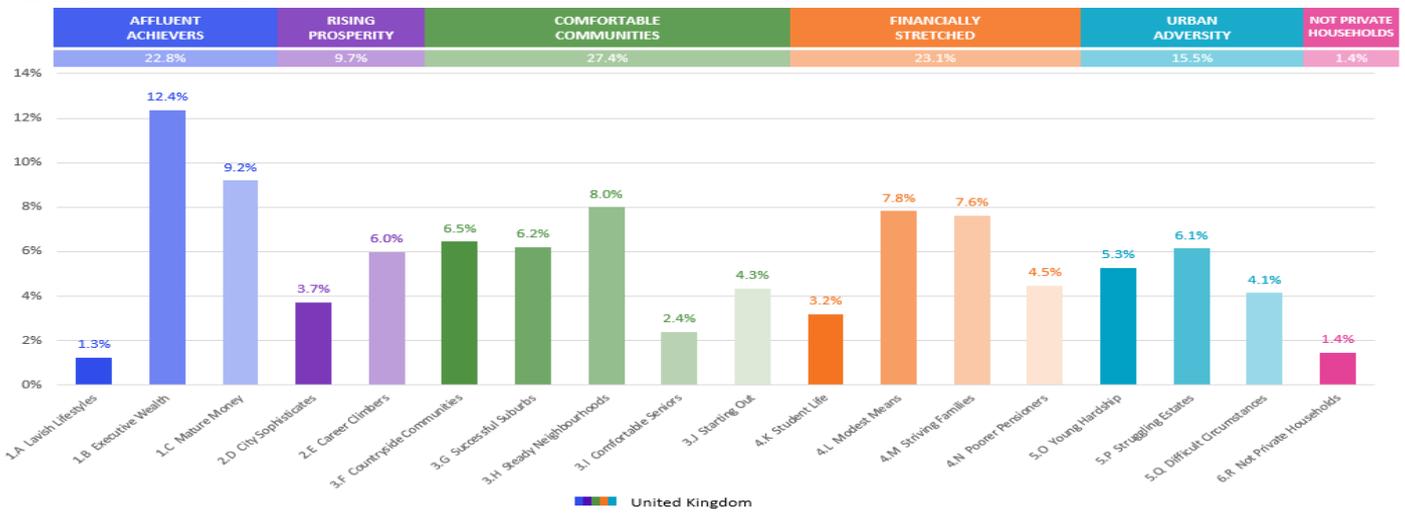
House tenure: **Owned outright**

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%

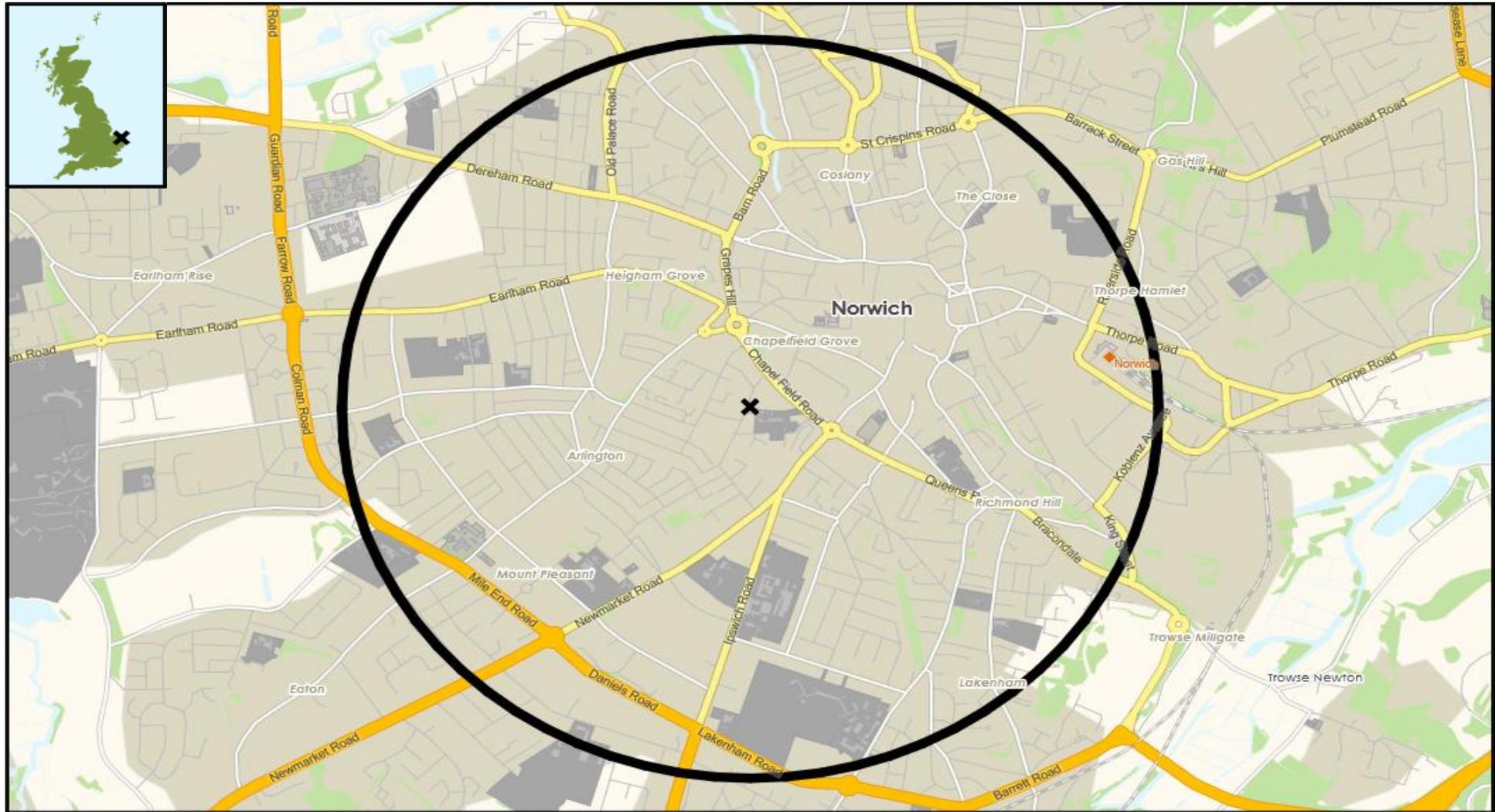


MAP OF AREA

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Source: OS Open Data 2018

Area: P00317_Coach & Horses, Norwich, NR2 2SL (1 Mile contour)

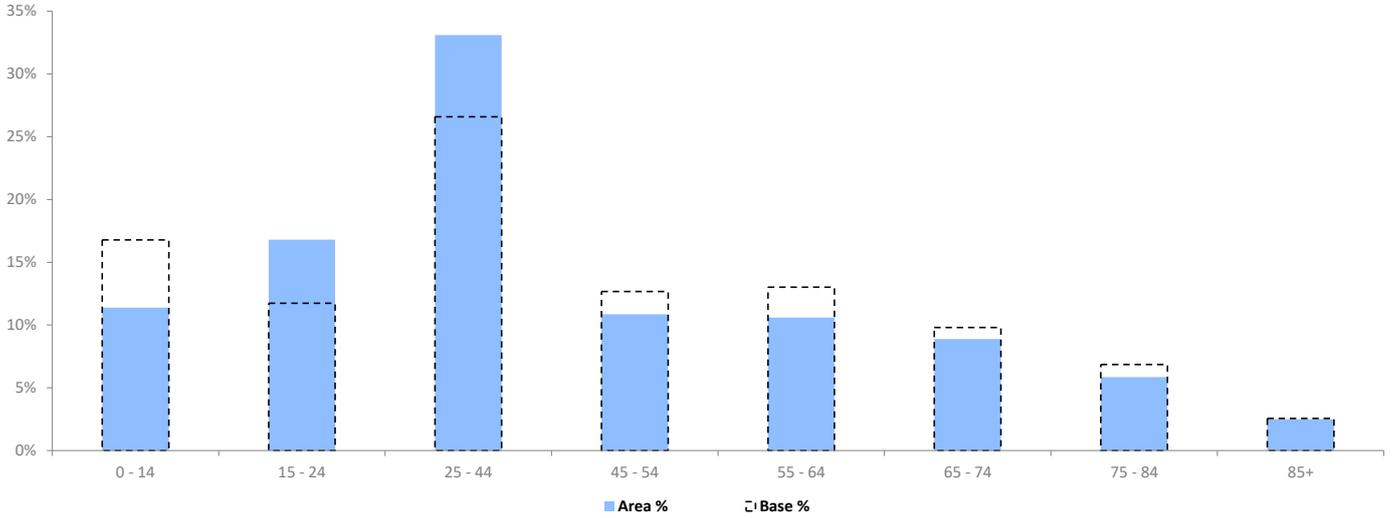


POPULATION PROJECTIONS

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Area: P00317_Coach & Horses, Norwich, NR2 2SL (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,882	11.4	16.8	68			
15 - 24	7,202	16.8	11.7	143			
25 - 44	14,195	33.1	26.6	125			
45 - 54	4,657	10.9	12.7	86			
55 - 64	4,544	10.6	13.0	81			
65 - 74	3,812	8.9	9.8	91			
75 - 84	2,514	5.9	6.9	85			
85+	1,071	2.5	2.6	98			
Total population	42,877						



EXPENDITURE

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Area: P00317_Coach & Horses, Norwich, NR2 2SL (1 Mile contour)
 Base: Great Britain
 Year: 2023

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	£1,184,838	£56.36	£66.95	84			
2. Alcoholic beverages, tobacco and narcotics	£522,717	£24.86	£28.12	88			
3. Clothing & Footwear	£363,785	£17.30	£22.40	77			
4. Housing, water, electricity, gas and other fuels	£1,647,050	£78.35	£107.19	73			
5. Furnishings, equipment and routine maintenance	£562,708	£26.77	£36.85	73			
6. Health	£257,592	£12.25	£13.48	91			
7. Transport	£3,054,172	£145.28	£134.74	108			
8. Communication	£280,938	£13.36	£15.74	85			
9. Recreation & Culture	£773,402	£36.79	£64.16	57			
10. Education	£662,872	£31.53	£22.26	142			
11. Restaurants & Hotels	£1,465,340	£69.70	£67.11	104			
12. Miscellaneous goods and services	£2,121,475	£100.91	£109.86	92			
Total Expenditure	£12,896,889	£613.47	£688.85	89			



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.