

CGA LICENCED PREMISES - LICENCES

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Area: P04288_Top Railway, Shepshed, LE12 9NR (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	0	0.0	2.9	0			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	8	60.5	26.8	226			
Craft Bar	0	0.0	1.2	0			
Educational Bar	1	7.6	0.9	806			
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	2	15.1	13.8	110			
Unthemed High Street Pub	0	0.0	8.9	0			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	0	0.0	5.0	0			
Cafe/Delicatessen	1	7.6	1.8	412			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	1	7.6	21.7	35			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	0	0.0	3.6	0			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	0	0.0	10.8	0			
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	3	22.7	11.9	191			
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	0	0.0	1.0	0			
Unknown	0	0.0	0.0	0			

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Area: P04288_Top Railway, Shepshed, LE12 9NR (1)

Base: Great Britain

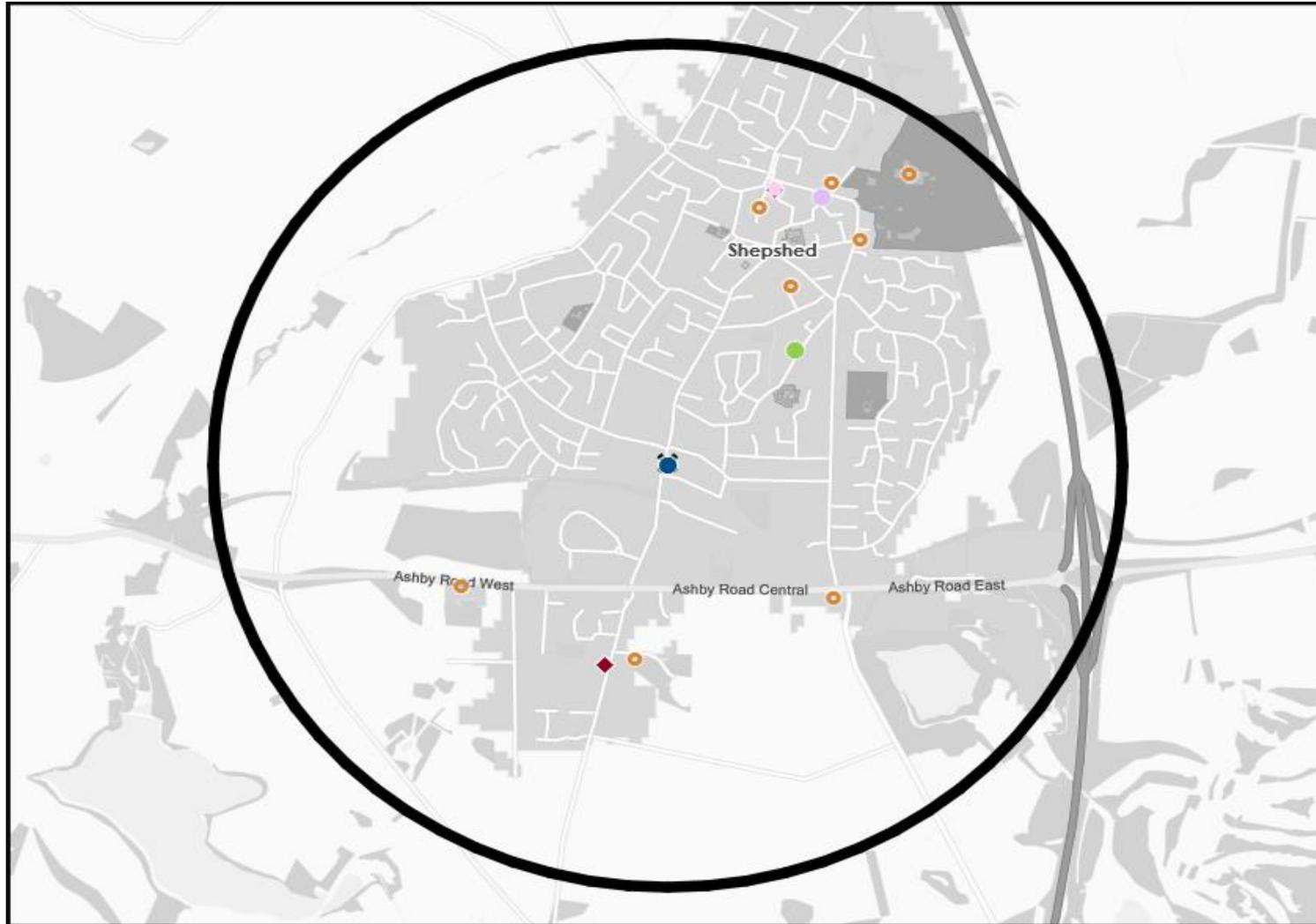
Year: 2024

Name	Description	License Type	Owner Name	Postcode
Horse	Independent Free	Unbranded Food Pub	Independent Free	LE12 9EF
Shepshed Town Bowls Club	Independent Free	Local Sports Club	Independent Free	LE12 9NT
Pied Bull Inn	Red Oak Taverns	Community Pub	Red Oak Taverns	LE12 9AA
Richmond Arms	Independent Free	Community Pub	Independent Free	LE12 9DA
Hind Leys Community College	Independent Free	Educational Bar	Independent Free	LE12 9DB
Black Swan	Stonegate Pub Company	Community Pub	Stonegate Pub Company	LE12 9DL
Jolly Farmer	*Other Small Retail Groups	Community Pub	*Other Small Retail Groups	LE12 9EP
Shepshed Town Cricket Club	Independent Free	Local Sports Club	Independent Free	LE12 9EU
Bull & Bush	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	LE12 9JF
Top Railway	Admiral Taverns Ltd	Unbranded Food Pub	Admiral Taverns Ltd	LE12 9NR
Railway Hotel	Marston's	Community Pub	Marston's	LE12 9NR
Crown Inn	Everards	Community Pub	Everards	LE12 9RT
Blue Ball	Unknown	Community Pub	Unknown	LE12 9RT
Junction 23 Lorry Park	Independent Free	Cafe/Delicatessen	Independent Free	LE12 9BS
Shepshed Dynamo Football Club	Independent Free	Local Sports Club	Independent Free	LE12 9BN
Livios	Independent Free	Restaurant	Independent Free	LE12 9AN

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04288_Top Railway, Shepshed, LE12 9NR (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: P04288_Top Railway, Shepshed, LE12 9NR (1 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Luxury Lifestyles	1	0.0	3.1	1		
2 Established Affluence	169	3.0	12.3	24		
3 Thriving Neighbourhoods	1,531	27.0	22.6	120		
4 Steadfast Communities	2,518	44.4	25.2	176		
5 Stretched Society	907	16.0	21.1	76		
6 Low Income Living	485	8.6	15.4	56		
7 Not Private Households	59	1.0	0.4	266		
Total households	5,670					

Acorn Category Pen Portrait

4
Steadfast Communities

7.3M
UK Households

25.7%
of UK

Predominant Housing Type

Semi detached

Predominant Housing Tenure

Privately rented

Savings & Investments

Below average

Groups within Steadfast Communities

- K Semi-rural Maturity 27%
- L Traditional Homeowners 23%
- M Family Renters 18%
- N Urban Diversity 10%
- O Stable Seniors 22%

This category contains much of middle of the road Britain with working families on incomes just below the UK average.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04288_Top Railway, Shepshed, LE12 9NR (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	1	0.0	1.8	1			
2. Established Affluence							
2.D Commuter Belt Wealth	169	3.0	9.1	33			
2.E Prosperous Professionals	0	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	901	15.9	7.0	226			
3.G Settled Suburbia	317	5.6	5.2	108			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	0	0.0	3.2	0			
3.J Aspiring Communities	313	5.5	5.5	99			
4. Steadfast Communities							
4.K Semi-rural Maturity	715	12.6	6.7	187			
4.L Traditional Homeowners	804	14.2	6.0	237			
4.M Family Renters	187	3.3	4.6	72			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	812	14.3	5.3	268			
5. Stretched Society							
5.P Tenant Living	166	2.9	8.3	35			
5.Q Limited Budgets	346	6.1	5.2	117			
5.R Hard-up Households	395	7.0	7.6	92			
6. Low Income Living							
6.S Cash-strapped Families	128	2.3	7.3	31			
6.T Constrained Pensioners	174	3.1	3.3	93			
6.U Challenging Circumstances	183	3.2	4.8	68			
7. Not Private Households							
7.V Not Private Households	59	1.0	0.4	266			
Total households	5,670						

Acorn Group Pen Portrait

3F Mature Success

Empty nesters living in comfortable detached homes, enjoying the endeavours of their earlier careers.

1.8M
UK Households

6.9%
of UK

KEY ATTRIBUTES

Homeowners close to paying off the mortgage, detached homes, retired, empty nesters, good level of savings and investments.

CHANNELS

How to reach them

Internet usage: **Low**

Online activities: Checking the weather forecast, news, emails, booking entertainment tickets.

MEDIA HABITS

CORE DEMOGRAPHICS

More likely to be:

- Age banding: **55+**
- Level of education: **Degree**
- Household income: **£57K** (UK average £48K)
- Composition: **Older couple**
- House tenure: **Homeowner**
- Residence: **Detached house**

LIFESTYLE

Interests and hobbies: Gardening and visiting parks/gardens, bird watching, crossword puzzles, DIY, playing golf

Environmental attitudes: Concerned about the future for their grandchildren

Shopping behaviour: Loyalty card holders, more likely to shop in store

BRANDS & PEOPLE AFFINITY

Shopping and websites: LAKELAND, healthspan, COTSWOLD, Specsavers, LANCÔME

Food and leisure: JAGUAR, TUI, MELLOR CARTER STEAKHOUSE, 88, Majestic

Public figure affinities: Michael Palin, Robert Peston, James Martin, Kirstie Allsopp, Prof Noel Fitzpatrick, Tim Peake

FINANCIAL SITUATION

Struggling Making ends meet Comfortable Wealthy

LOCATIONS

- Ross-on-Wye - Herefordshire
- Malvern - Worcestershire
- New Milton - Hampshire
- Mold - Flintshire
- Oakham - East Midlands
- Tenterden - Kent

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23/05/2025

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CATEGORY GROUP **TYPE** MAP WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04288_Top Railway, Shepshed, LE12 9NR (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-fliers 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	1	0.0	0.8	2			
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	152	2.7	1.6	173			
2.D.10 Well-off families in larger semis	0	0.0	1.1	0			
2.D.11 Mature and moneyed out-of-towners	8	0.1	2.1	7			
2.D.12 Well-to-do empty nesters in detached houses	9	0.2	2.2	7			
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	0	0.0	1.0	0			
3. Comfortable Communities							
3.F Mature Success							
3.F.16 Families and couples in detached houses	390	6.9	2.0	351			
3.F.17 Older, rural empty nesters and couples	137	2.4	2.7	91			
3.F.18 Countryside retirees in spacious houses	151	2.7	0.1	3,131			
3.F.19 Sophisticated couples living comfortably in detached homes	223	3.9	2.3	168			
3.G Successful Suburbs							
3.G.20 Mixed lifestages in semi-detached homes	16	0.3	2.4	12			
3.G.21 Mid-life suburban living	301	5.3	2.7	195			
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	0	0.0	1.7	0			
3.J Aspiring Communities							
3.J.27 Professional families and couples in suburban, owner-occupied areas	313	5.5	3.2	170			
3.J.28 Families and couples in terraces	0	0.0	2.3	0			
4. Steadfast Communities							
4.K Semi-rural Maturity							
4.K.29 Senior home-owning couples	483	8.5	3.0	281			
4.K.30 Empty nesters in owner-occupied detached homes	134	2.4	2.5	95			
4.K.31 Comfortable, home-owning families and empty nesters	77	1.4	0.7	201			
4.K.32 Older comfortable families and couples in detached, rural properties	11	0.2	0.5	40			
4.K.33 Retirees in semi-detached and detached properties	10	0.2	0.1	247			
4.L Traditional Homeowners							
4.L.34 Older owner-occupier households in semis	695	12.3	3.0	402			
4.L.35 Settled communities, semi-detached properties	109	1.9	2.9	66			
4.M Family Renters							
4.M.36 Cost-conscious families in terraces	39	0.7	2.2	31			
4.M.37 Restricted residents, socially renting	148	2.6	2.4	111			
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	0	0.0	0.9	0			
4.O Stable Seniors							
4.O.41 Living on modest means in terraces	591	10.4	2.7	380			
4.O.42 Retired homeowners in semi-detached and detached houses	167	2.9	1.6	183			
4.O.43 Older couples living in detached houses, rural communities	54	1.0	1.0	96			
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	6	0.1	2.9	4			
5.P.46 Sharers and students in private rentals	0	0.0	1.0	0			
5.P.47 Singles and couples in rented flats	160	2.8	3.0	93			
5.Q Limited Budgets							
5.Q.48 Routine occupations, socially renting families in semis	333	5.9	3.3	179			
5.Q.49 Socially renting single adult households	13	0.2	1.9	12			
5.R Hard-up Households							
5.R.50 Single-parent families in terraced housing	57	1.0	3.2	31			
5.R.51 Older, single-person households on the outskirts of town	277	4.9	2.3	210			
5.R.52 Socially renting families in terraces	61	1.1	2.0	53			
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	88	1.6	1.9	84			
6.S.55 Families in low-value terraced housing	40	0.7	3.0	23			
6.S.56 Diverse young families in rented terraces and flats	0	0.0	0.8	0			
6.T Constrained Pensioners							
6.T.57 Older renters in flats and tenements	88	1.6	2.0	78			
6.T.58 Poorer pensioners in semis	86	1.5	1.3	116			
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	183	3.2	3.6	89			
7. Not Private Households							
7.V Not Private Households							
7.V.62 Students in halls of residence	0	0.0	0.1	0			
7.V.63 Active communal populations	0	0.0	0.0	0			
7.V.64 Inactive communal populations	59	1.0	0.2	497			
7.V.65 Non-residential postcodes	0	0.0	0.0	0			
Total households	5,670						

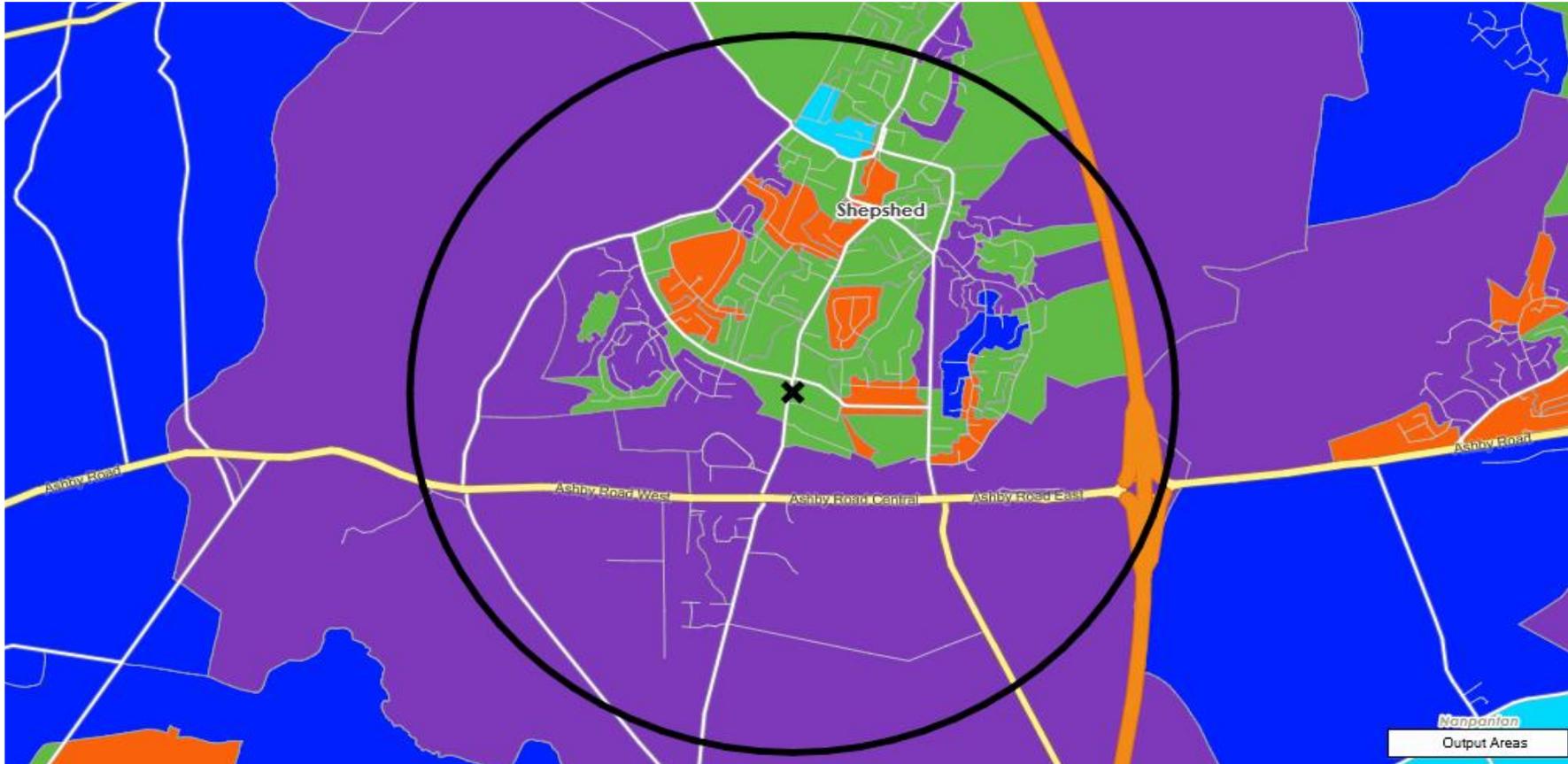
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04288_Top Railway, Shepshed, LE12 9NR (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

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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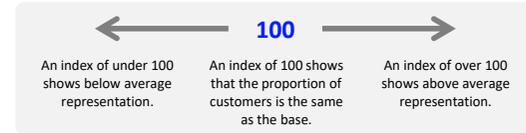
INTERPRETING THE REPORT

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



Category, Group & Type: Use these tabs to look up the Profile breakdown of your catchment at the different levels of Acorn

Map: Use this tab to see an Acorn heatmap on your catchment and the surrounding area

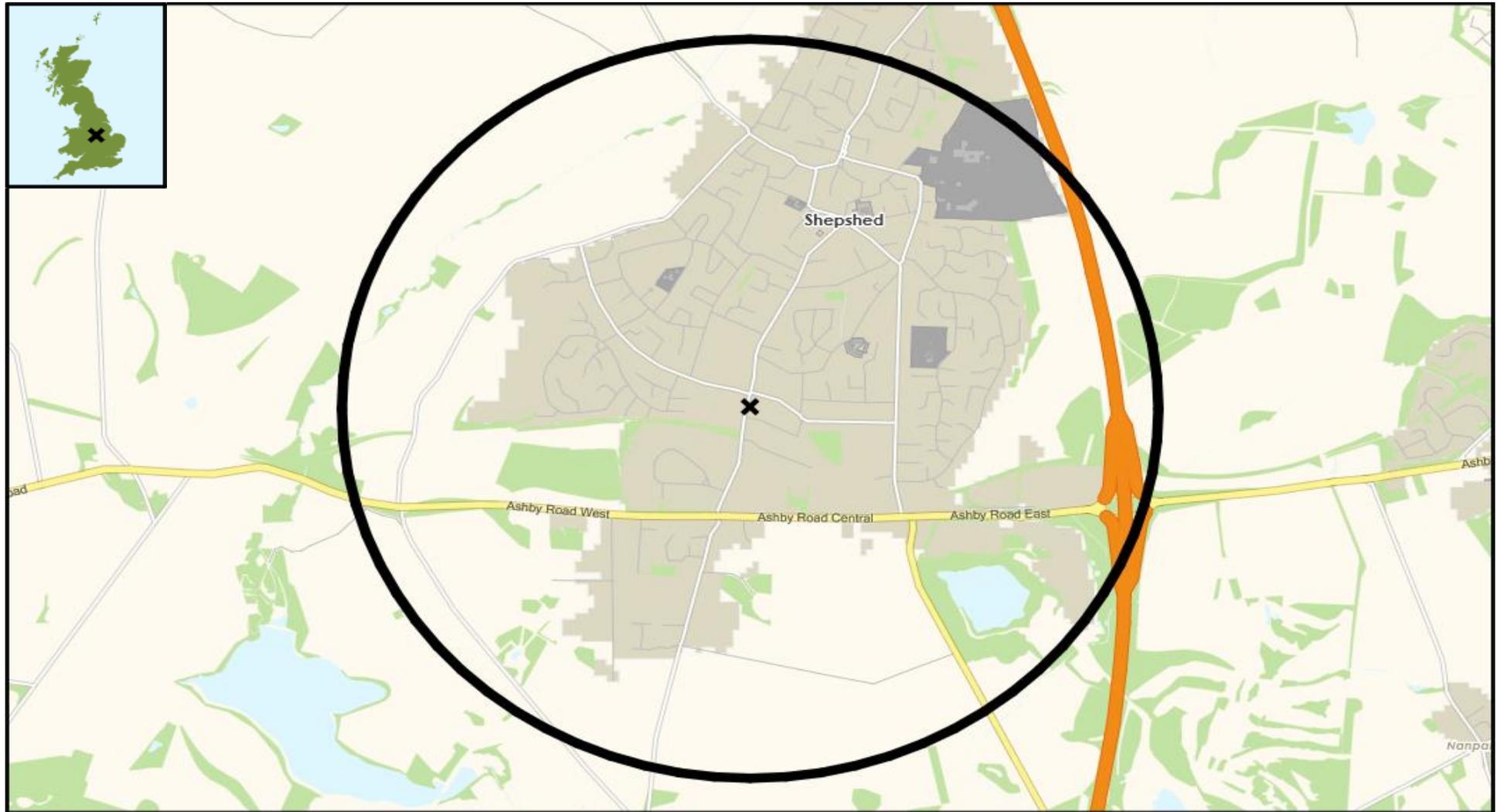
What is Acorn: Use this tab to find out more detail about Acorn and what this report shows

MAP OF AREA

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Source: OS Open Data 2018

Area: P04288_Top Railway, Shepshed, LE12 9NR (1 Mile contour)



POPULATION PROJECTIONS

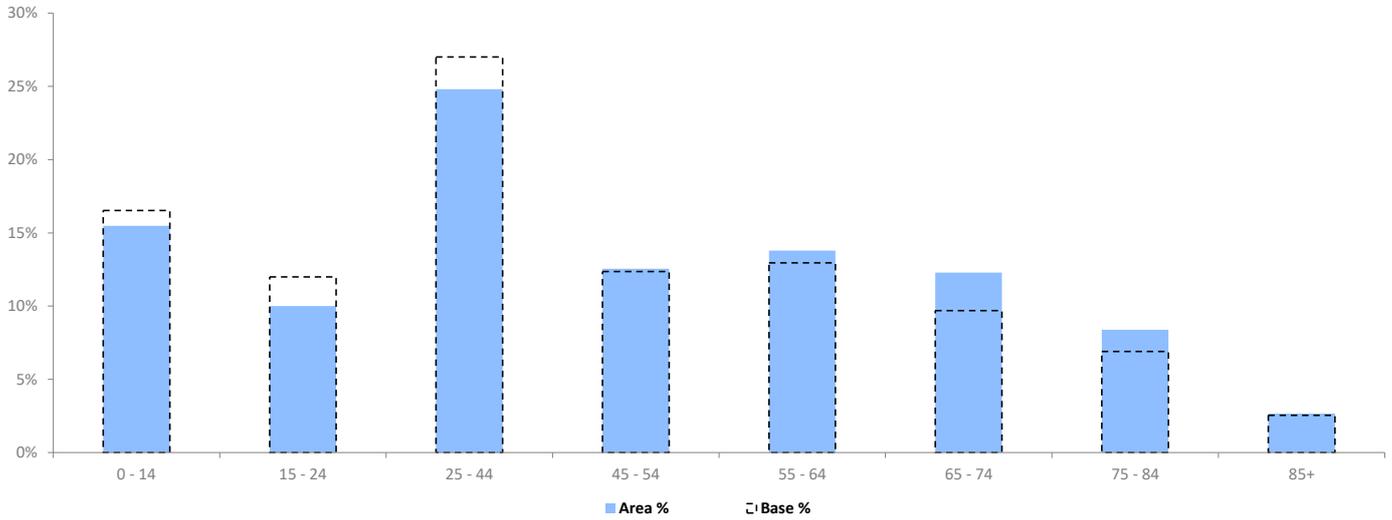
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Area: P04288_Top Railway, Shepshed, LE12 9NR (1 Mile contour)

Base: Great Britain

Year: 2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,046	15.5	16.5	94			
15 - 24	1,323	10.0	12.0	83			
25 - 44	3,279	24.8	27.0	92			
45 - 54	1,660	12.6	12.4	102			
55 - 64	1,823	13.8	13.0	107			
65 - 74	1,624	12.3	9.7	127			
75 - 84	1,109	8.4	6.9	122			
85+	353	2.7	2.5	105			
Total population	13,217						



EXPENDITURE

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Area: P04288_Top Railway, Shepshed, LE12 9NR (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	£534,801	£94.32	£92.53	102			
2. Alcoholic beverages, tobacco and narcotics	£184,682	£32.57	£29.81	109			
3. Clothing & Footwear	£249,814	£44.06	£44.48	99			
4. Housing, water, electricity, gas and other fuels	£551,952	£97.35	£106.80	91			
5. Furnishings, equipment and routine maintenance	£318,189	£56.12	£52.65	107			
6. Health	£119,758	£21.12	£21.84	97			
7. Transport	£730,476	£128.83	£125.67	103			
8. Communication	£152,926	£26.97	£19.03	142			
9. Recreation & Culture	£591,346	£104.29	£98.79	106			
10. Education	£104,978	£18.51	£21.71	85			
11. Restaurants & Hotels	£558,807	£98.56	£103.11	96			
12. Miscellaneous goods and services	£802,179	£141.48	£135.92	104			
Total Expenditure	£4,899,908	£864.18	£852.33	101			

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: P04288_Top Railway, Shepshed, LE12 9NR (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	1,262	11.2	12.7	88			
2. Lower managerial, administrative and professional	2,244	19.9	19.9	100			
3. Intermediate	1,444	12.8	11.5	111			
4. Small employers and own account workers	1,049	9.3	10.3	90			
5. Lower supervisory and technical	851	7.5	5.6	134			
6. Semi-routine	1,427	12.6	11.7	108			
7. Routine	1,748	15.5	12.1	127			
Never worked and long-term unemployed	774	6.8	8.2	83			
Full-time students	502	4.4	7.8	57			
Total population	11,301						

