

CGA LICENCED PREMISES

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Area: P00487_Duke of Wellington Inn, Wrexham, I
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	148.9	81.7	182			
Proprietary Club	1	14.9	7.3	204			
Registered Club	3	44.7	28.2	159			
Restaurant	0	0.0	32.1	0			
Residential	1	14.9	2.7	557			

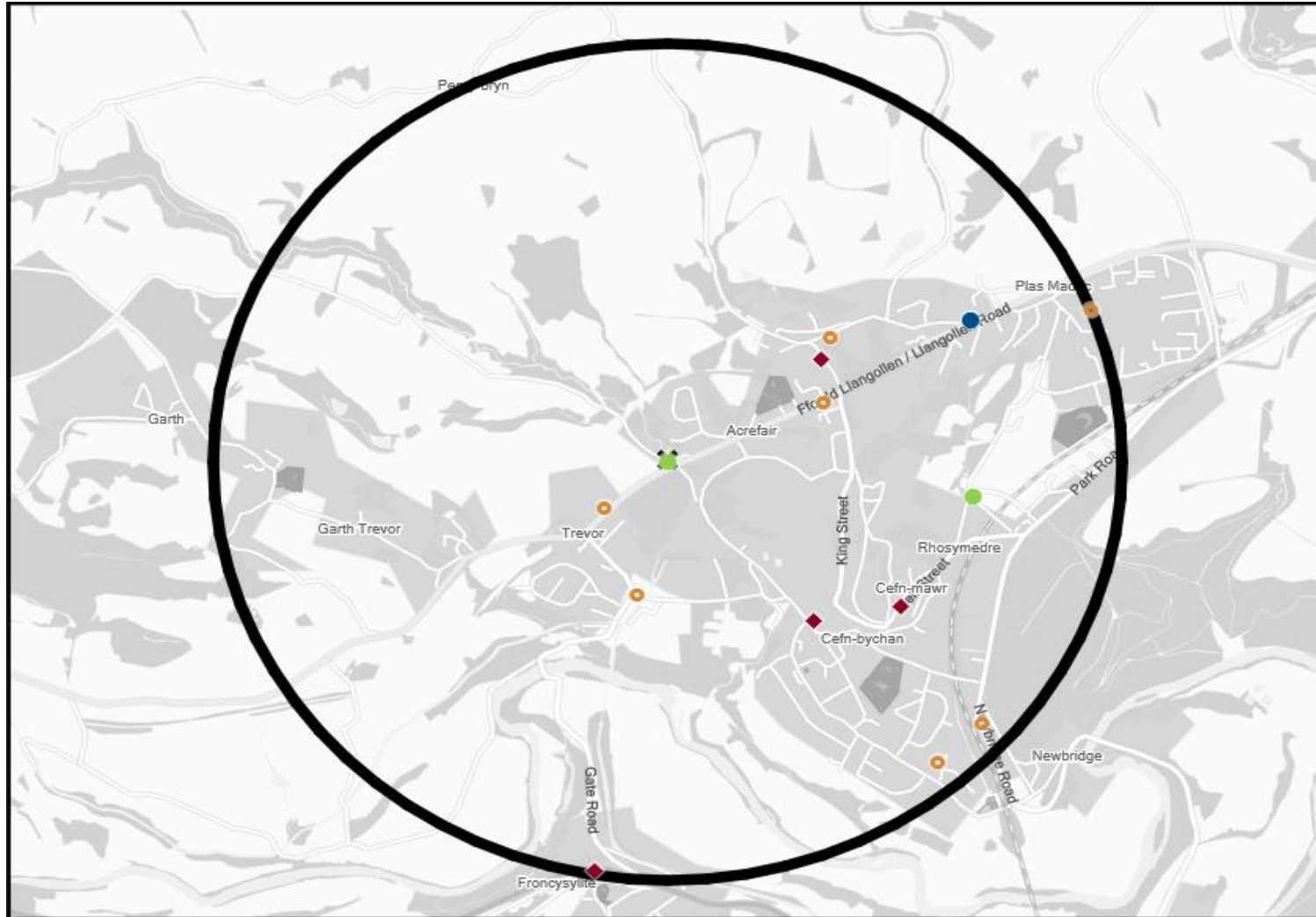
Name	Description	License Type	Owner Name	Postcode
Holly Bush Inn	Unknown	Pubs & Full On	Unknown	LL14 3AE
Queens Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 3BD
Newbridge Inn	Independent Free	Pubs & Full On	Independent Free	LL14 3BJ
Cefn Mawr Community Social Club	Independent Free	Registered Club	Independent Free	LL14 3RB
Eagles Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 3RP
Duke Of Wellington	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 3SG
Oddfellows Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL14 3TB
Acrefair Sports & Social Club	Independent Free	Registered Club	Independent Free	LL14 3TR
Hampden Arms	Marston's	Pubs & Full On	Marston's	LL14 3UG
Jolly Masons	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 3YF
Aqueduct Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL20 7PY
Telford	Independent Free	Residential	Independent Free	LL20 7TT
Cefn Druids Football Club	Independent Free	Registered Club	Independent Free	LL14 3YF
Plas Madoc Leisure Centre	Independent Free	Proprietary Club	Independent Free	LL14 3HL
Trevor Hall	Independent Free	Pubs & Full On	Independent Free	LL20 7TN

MAP OF AREA

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Source: OS Open Data 2018

Area: P00487_Duke of Wellington Inn, Wrexham, LL14 3SG (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: P00487_Duke of Wellington Inn, Wrexham, LL14 3SG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	138	4.7	22.1	21		
2 Rising Prosperity	0	0.0	10.2	0		
3 Comfortable Communities	981	33.3	26.5	126		
4 Financially Stretched	1,450	49.2	23.7	208		
5 Urban Adversity	369	12.5	17.2	73		
6 Not Private Households	10	0.3	0.3	99		
Total households	2,948					

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults 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.

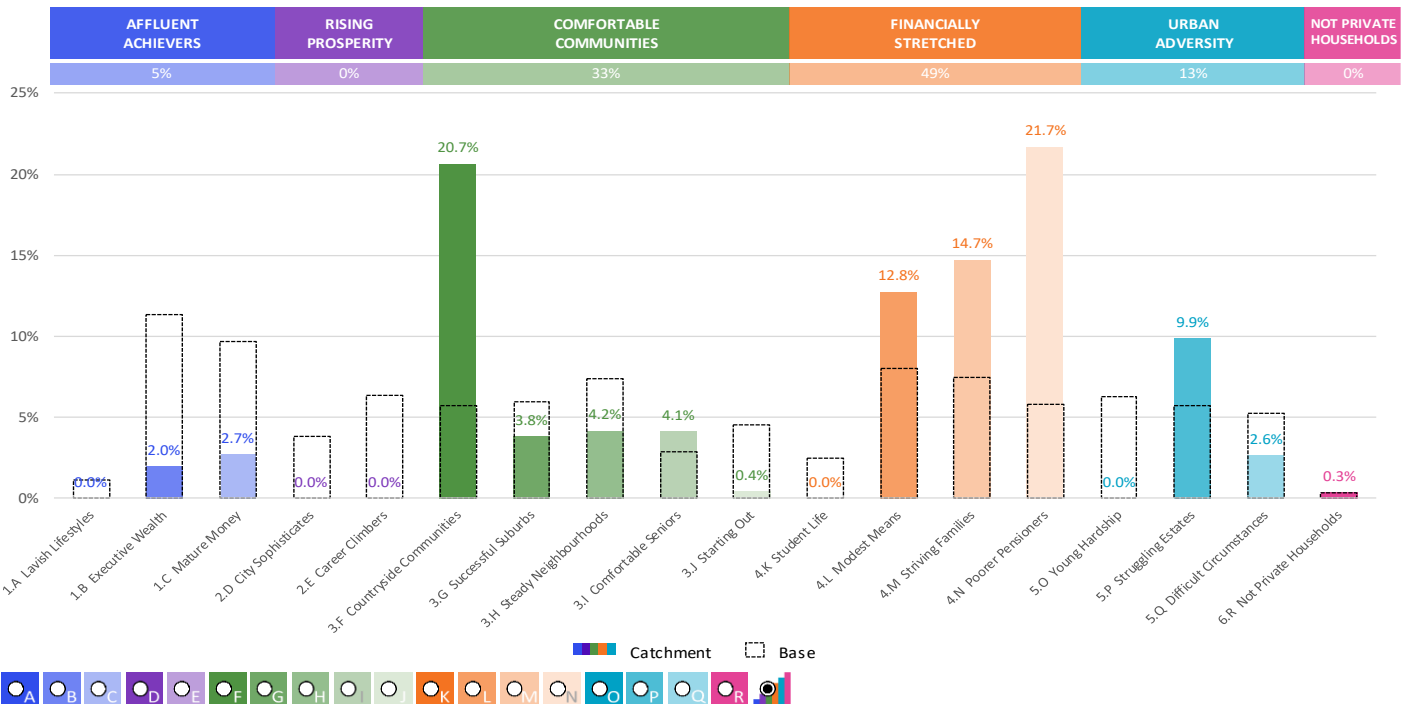
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00487_Duke of Wellington Inn, Wrexham, LL14 3SG (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	58	2.0	11.3	17			
1.C Mature Money	80	2.7	9.6	28			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
3. Comfortable Communities							
3.F Countryside Communities	609	20.7	5.7	360			
3.G Successful Suburbs	113	3.8	6.0	64			
3.H Steady Neighbourhoods	124	4.2	7.4	57			
3.I Comfortable Seniors	122	4.1	2.9	145			
3.J Starting Out	13	0.4	4.6	10			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	376	12.8	8.0	160			
4.M Striving Families	434	14.7	7.4	198			
4.N Poorer Pensioners	640	21.7	5.8	377			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	291	9.9	5.7	173			
5.Q Difficult Circumstances	78	2.6	5.2	50			
6. Not Private Households							
6.R Not Private Households	10	0.3	0.3	99			
Total households	2,948						

Acorn Group Graph



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

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Area: P00487_Duke of Wellington Inn, Wrexham, LL14 3SG (1 Mile contour)
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 Year: 2023

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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	15	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	43	1.5	2.2	66			
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	26	0.9	3.1	29			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	49	1.7	2.5	67			
1.C.13 Upmarket downsizers	5	0.2	1.3	13			
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	0	0.0	2.0	0			
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	20	0.7	1.5	45			
3.F.22 Older couples and families in rural areas	72	2.4	1.0	243			
3.F.23 Owner occupiers in small towns and villages	517	17.5	3.2	546			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	89	3.0	2.7	112			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	24	0.8	2.4	34			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	77	2.6	3.5	75			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	47	1.6	2.3	68			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	122	4.1	2.4	175			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	13	0.4	2.4	18			
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	17	0.6	1.4	40			
4.L.38 Semi-skilled workers in traditional neighbourhoods	287	9.7	2.6	370			
4.L.39 Fading owner occupied terraces	72	2.4	2.9	84			
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	106	3.6	1.6	225			
4.M.42 Struggling young families in post-war terraces	5	0.2	1.6	10			
4.M.43 Families in right-to-buy estates	73	2.5	2.0	121			
4.M.44 Post-war estates, limited means	250	8.5	2.2	390			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	25	0.8	0.8	108			
4.N.46 Elderly people in social rented flats	27	0.9	1.0	89			
4.N.47 Low income older people in smaller semis	512	17.4	2.2	777			
4.N.48 Pensioners and singles in social rented flats	76	2.6	1.7	151			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	162	5.5	1.6	352			
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	129	4.4	1.6	273			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	78	2.6	1.8	150			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	5	0.2	0.1	285			
6.R.61 Inactive communal population	5	0.2	0.3	60			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,948						

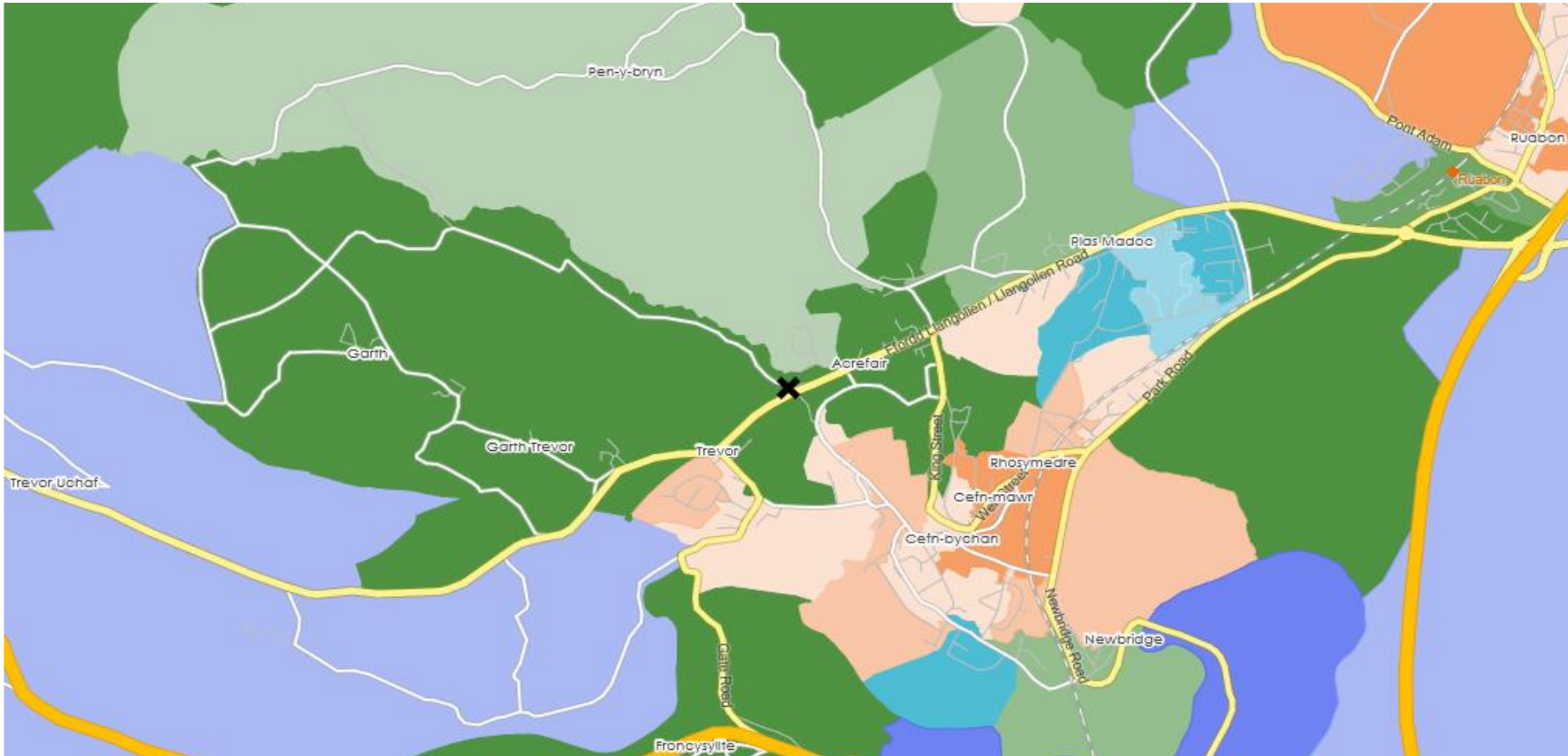
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00487_Duke of Wellington Inn, Wrexham, LL14 3SG (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**

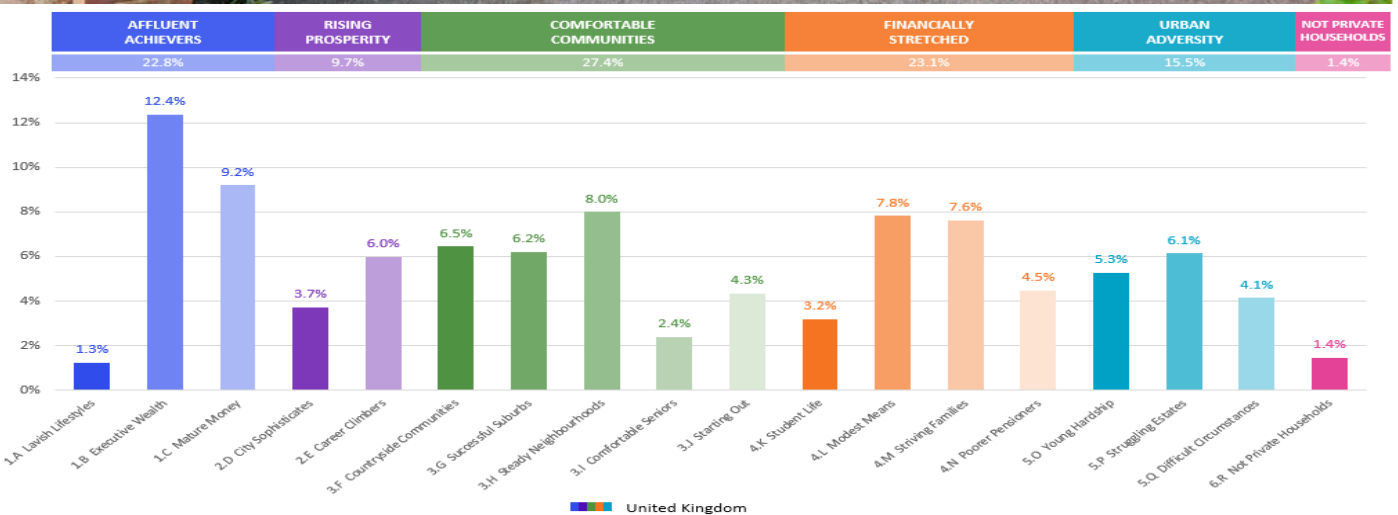
House tenure: **Owned outright**

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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