

# CGA LICENCED PREMISES

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Area: P01686\_Valiant Sailor, Folkestone, CT18 7JJ  
 Base: Great Britain  
 Year: 2023

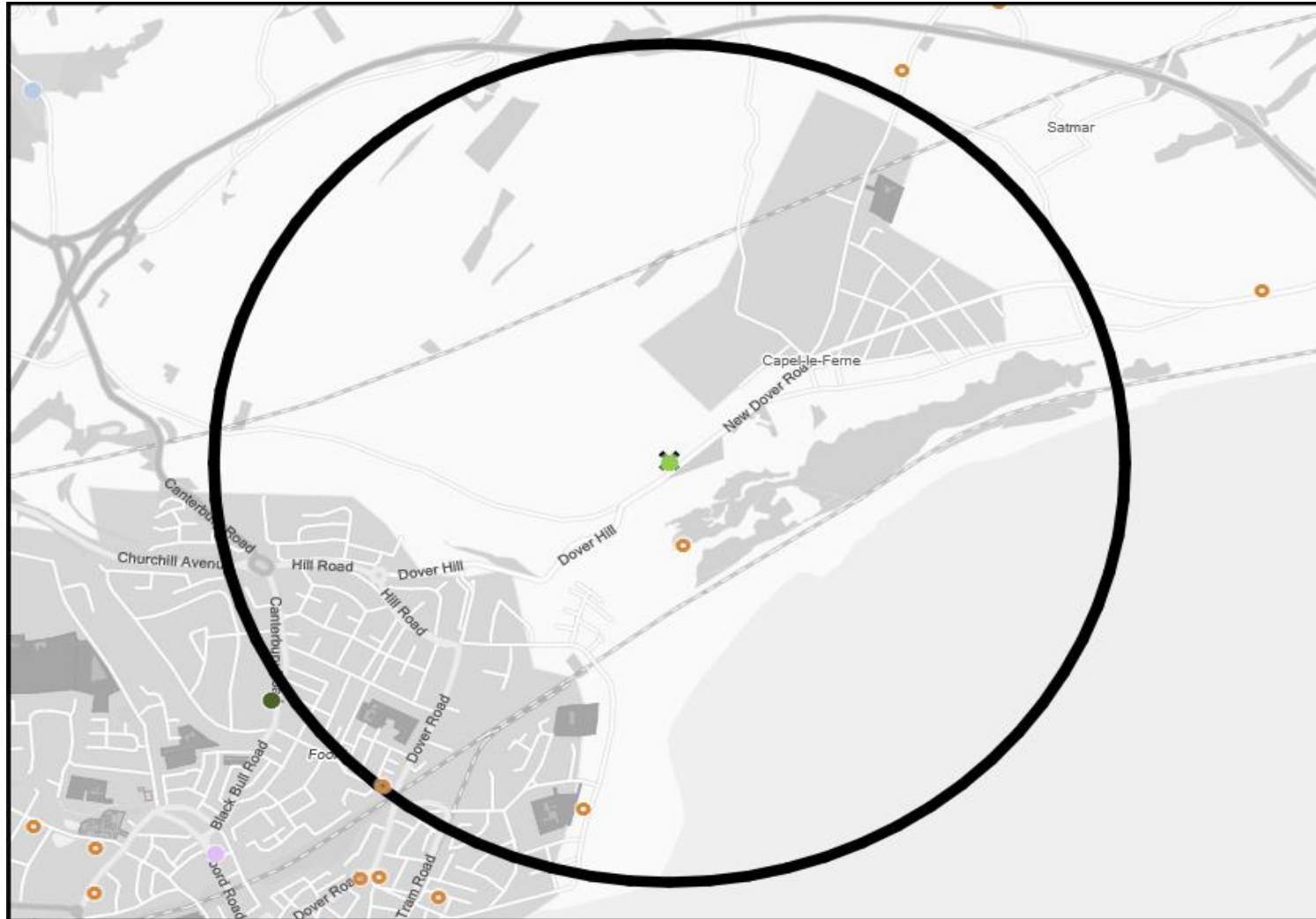
| Licence Type     | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On   | 1       | 11.2                | 81.7                | 14    |   |     |     |
| Proprietary Club | 0       | 0.0                 | 7.3                 | 0     |   |     |     |
| Registered Club  | 2       | 22.4                | 28.2                | 79    |   |     |     |
| Restaurant       | 1       | 11.2                | 32.1                | 35    |   |     |     |
| Residential      | 0       | 0.0                 | 2.7                 | 0     |   |     |     |

| Name                           | Description         | License Type    | Owner Name          | Postcode |
|--------------------------------|---------------------|-----------------|---------------------|----------|
| Folkestone Railway Social Club | Independent Free    | Registered Club | Independent Free    | CT19 5NG |
| Valiant Sailor                 | Admiral Taverns Ltd | Pubs & Full On  | Admiral Taverns Ltd | CT18 7JJ |
| Little Switzerland Restaurant  | Independent Free    | Restaurant      | Independent Free    | CT19 6PS |
| Wear Bay Bowls Club            | Independent Free    | Registered Club | Independent Free    | CT19 6PY |

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P01686\_Valiant Sailor, Folkestone, CT18 7JJ (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:** P01686\_Valiant Sailor, Folkestone, CT18 7JJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers       | 382          | 9.9        | 22.1       | 45      |     |     |
| 2 Rising Prosperity        | 11           | 0.3        | 10.2       | 3       |     |     |
| 3 Comfortable Communities  | 1,162        | 30.1       | 26.5       | 114     |     |     |
| 4 Financially Stretched    | 1,278        | 33.1       | 23.7       | 140     |     |     |
| 5 Urban Adversity          | 1,028        | 26.6       | 17.2       | 155     |     |     |
| 6 Not Private Households   | 0            | 0.0        | 0.3        | 0       |     |     |
| <b>Total households</b>    | <b>3,861</b> |            |            |         |     |     |



Graph

### 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: P01686\_Valiant Sailor, Folkestone, CT18 7JJ (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              | 42           | 1.1        | 11.3       | 10    |   |     |     |
| 1.C Mature Money                  | 340          | 8.8        | 9.6        | 91    |   |     |     |
| <b>2. Rising Prosperity</b>       |              |            |            |       |   |     |     |
| 2.D City Sophisticates            | 0            | 0.0        | 3.8        | 0     |   |     |     |
| 2.E Career Climbers               | 11           | 0.3        | 6.4        | 4     |   |     |     |
| <b>3. Comfortable Communities</b> |              |            |            |       |   |     |     |
| 3.F Countryside Communities       | 332          | 8.6        | 5.7        | 150   |   |     |     |
| 3.G Successful Suburbs            | 124          | 3.2        | 6.0        | 54    |   |     |     |
| 3.H Steady Neighbourhoods         | 423          | 11.0       | 7.4        | 148   |   |     |     |
| 3.I Comfortable Seniors           | 229          | 5.9        | 2.9        | 208   |   |     |     |
| 3.J Starting Out                  | 54           | 1.4        | 4.6        | 31    |   |     |     |
| <b>4. Financially Stretched</b>   |              |            |            |       |   |     |     |
| 4.K Student Life                  | 0            | 0.0        | 2.5        | 0     |   |     |     |
| 4.L Modest Means                  | 434          | 11.2       | 8.0        | 141   |   |     |     |
| 4.M Striving Families             | 569          | 14.7       | 7.4        | 198   |   |     |     |
| 4.N Poorer Pensioners             | 275          | 7.1        | 5.8        | 124   |   |     |     |
| <b>5. Urban Adversity</b>         |              |            |            |       |   |     |     |
| 5.O Young Hardship                | 345          | 8.9        | 6.3        | 143   |   |     |     |
| 5.P Struggling Estates            | 347          | 9.0        | 5.7        | 158   |   |     |     |
| 5.Q Difficult Circumstances       | 336          | 8.7        | 5.2        | 166   |   |     |     |
| <b>6. Not Private Households</b>  |              |            |            |       |   |     |     |
| 6.R Not Private Households        | 0            | 0.0        | 0.3        | 0     |   |     |     |
| <b>Total households</b>           | <b>3,861</b> |            |            |       |   |     |     |

Acorn Group Pen Portrait

**4 M Striving Families** 4.1M UK Adults    7.8% of UK

**Struggling families on limited incomes in urban areas.** These low income families typically live on traditional low-rise estates. Relatively high numbers of children are typical and there may be high numbers of single parents.

**CORE DEMOGRAPHICS**

|                                       |  |
|---------------------------------------|--|
| Age range<br><b>25-44</b>             | Children at home<br><b>3+</b>                  |
| House tenure<br><b>Social renting</b> | Family structure<br><b>Single parent</b>       |
| Number of beds<br><b>3</b>            | House type<br><b>Semi-detached or terraced</b> |

**FINANCIAL PROFILE**

|  |   |                         |
|--|---|-------------------------|
| Household income<br>UK: <b>£33k</b> London: <b>£38k</b><br><small>Average: £10k    Average: £16k</small> | % Disposable income<br>UK: <b>41%</b> London: <b>35%</b><br><small>Average: 43%    Average: 29%</small> | Financial situation<br> |
|--|---|-------------------------|

**BRANDS**

SHOPPING:         

LEISURE:         

WEBSITES:         

**DIGITAL ATTITUDES**

|   |  |   |
|---|--|---|
| I worry about online security<br><b>58%</b><br><small>UK average: 59%</small> | Shopping online makes my life easier<br><b>60%</b><br><small>UK average: 62%</small> | I love the ease of using chat bots to get answers<br><b>29%</b><br><small>UK average: 28%</small> |
|---|--|---|

**TOP BEHAVIOURS**

|                              |   |                                  |
|------------------------------|---|----------------------------------|
| <b>Moderate internet use</b> | <b>Below average social media use – apart from TikTok</b> | <b>Use of Direct.Gov website</b> |
|------------------------------|---|----------------------------------|

**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? |
|----------|-------|------|-----|----------------|

### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01686\_Valiant Sailor, Folkestone, CT18 7JJ (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  | 0            | 0.0        | 2.6        | 0     |   |     |     |
| 1.B.5 Wealthy countryside commuters                              | 42           | 1.1        | 2.5        | 44    |   |     |     |
| 1.B.6 Financially comfortable families                           | 0            | 0.0        | 2.2        | 0     |   |     |     |
| 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     |   |     |     |
| <b>1.C Mature Money</b>  |              |            |            |       |   |     |     |
| 1.C.10 Better-off villagers                                      | 65           | 1.7        | 3.1        | 55    |   |     |     |
| 1.C.11 Settled suburbia, older people                            | 55           | 1.4        | 2.8        | 51    |   |     |     |
| 1.C.12 Retired and empty nesters                                 | 220          | 5.7        | 2.5        | 231   |   |     |     |
| 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                              | 11           | 0.3        | 2.0        | 14    |   |     |     |
| 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                 | 16           | 0.4        | 1.0        | 41    |   |     |     |
| 3.F.23 Owner occupiers in small towns and villages               | 316          | 8.2        | 3.2        | 255   |   |     |     |
| <b>3.G Successful Suburbs</b>                                    |              |            |            |       |   |     |     |
| 3.G.24 Comfortably-off families in modern housing                | 115          | 3.0        | 2.7        | 110   |   |     |     |
| 3.G.25 Larger family homes, multi-ethnic areas                   | 0            | 0.0        | 0.8        | 0     |   |     |     |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 9            | 0.2        | 2.4        | 10    |   |     |     |
| <b>3.H Steady Neighbourhoods</b>                                 |              |            |            |       |   |     |     |
| 3.H.27 Suburban semis, conventional attitudes                    | 248          | 6.4        | 3.5        | 185   |   |     |     |
| 3.H.28 Owner occupied terraces, average income                   | 48           | 1.2        | 1.6        | 78    |   |     |     |
| 3.H.29 Established suburbs, older families                       | 127          | 3.3        | 2.3        | 141   |   |     |     |
| <b>3.I Comfortable Seniors</b>                                   |              |            |            |       |   |     |     |
| 3.I.30 Older people, neat and tidy neighbourhoods                | 229          | 5.9        | 2.4        | 250   |   |     |     |
| 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             | 32           | 0.8        | 2.2        | 39    |   |     |     |
| 3.J.33 Smaller houses and starter homes                          | 22           | 0.6        | 2.4        | 24    |   |     |     |
| <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                          | 58           | 1.5        | 1.4        | 104   |   |     |     |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 14           | 0.4        | 2.6        | 14    |   |     |     |
| 4.L.39 Fading owner occupied terraces                            | 362          | 9.4        | 2.9        | 321   |   |     |     |
| 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                              | 3            | 0.1        | 1.6        | 5     |   |     |     |
| 4.M.42 Struggling young families in post-war terraces            | 343          | 8.9        | 1.6        | 542   |   |     |     |
| 4.M.43 Families in right-to-buy estates                          | 116          | 3.0        | 2.0        | 147   |   |     |     |
| 4.M.44 Post-war estates, limited means                           | 107          | 2.8        | 2.2        | 127   |   |     |     |
| <b>4.N Poorer Pensioners</b>                                     |              |            |            |       |   |     |     |
| 4.N.45 Pensioners in social housing, semis and terraces          | 9            | 0.2        | 0.8        | 30    |   |     |     |
| 4.N.46 Elderly people in social rented flats                     | 134          | 3.5        | 1.0        | 337   |   |     |     |
| 4.N.47 Low income older people in smaller semis                  | 78           | 2.0        | 2.2        | 90    |   |     |     |
| 4.N.48 Pensioners and singles in social rented flats             | 54           | 1.4        | 1.7        | 82    |   |     |     |
| <b>5. Urban Adversity</b>  |              |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>  |              |            |            |       |   |     |     |
| 5.O.49 Young families in low cost private flats                  | 161          | 4.2        | 2.2        | 191   |   |     |     |
| 5.O.50 Struggling younger people in mixed tenure                 | 65           | 1.7        | 1.8        | 94    |   |     |     |
| 5.O.51 Young people in small, low cost terraces                  | 119          | 3.1        | 2.3        | 136   |   |     |     |
| <b>5.P Struggling Estates</b>                                    |              |            |            |       |   |     |     |
| 5.P.52 Poorer families, many children, terraced housing          | 167          | 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          | 180          | 4.7        | 1.6        | 291   |   |     |     |
| <b>5.Q Difficult Circumstances</b>                               |              |            |            |       |   |     |     |
| 5.Q.57 Social rented flats, families and single parents          | 154          | 4.0        | 1.5        | 264   |   |     |     |
| 5.Q.58 Singles and young families, some receiving benefits       | 182          | 4.7        | 1.8        | 268   |   |     |     |
| 5.Q.59 Deprived areas and high-rise flats                        | 0            | 0.0        | 2.0        | 0     |   |     |     |
| <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                              | 0            | 0.0        | 0.3        | 0     |   |     |     |
| 6.R.62 Business areas without resident population                | 0            | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>  | <b>3,861</b> |            |            |       |   |     |     |



# DOMINANT ACORN GROUP - HOUSEHOLDS

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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 |



Tableau

Excel

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

House tenure: **Owned outright**

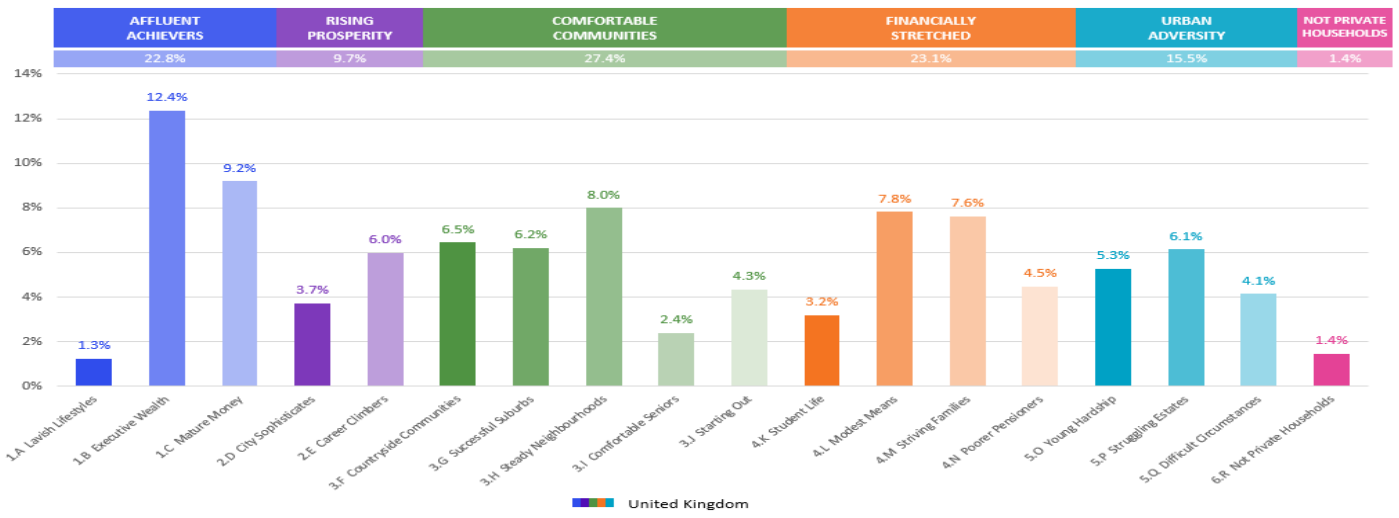
Number of beds: **4+**

12.1M UK Adults      22.8% of UK

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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