

# CGA LICENCED PREMISES

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Area: Roebuck, Marlborough, SN8 2AJ (1 Mile cont)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	123.5	81.7	151			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	49.4	28.2	175			
Restaurant	7	86.4	32.1	269			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Wellington Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 8 1HQ
Green Dragon	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN 8 1AA
Bear Hotel	Arkells	Pubs & Full On	Arkells	SN 8 1AA
Pinos Ristorante	Independent Free	Restaurant	Independent Free	SN 8 1AH
Marlborough Golf Club	Unknown	Registered Club	Unknown	SN 8 1DU
Marlborough	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SN 8 1HF
Rick Stein	Rick Stein Restaurants	Restaurant	Seafood Restaurant	SN 8 1HQ
Bite Me Burger	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SN 8 1HU
Sapore D'italia	Independent Free	Restaurant	Independent Free	SN 8 1JE
Royal Oak	Greene King	Pubs & Full On	Greene King	SN 8 1LT
Castle & Ball Hotel	Greene King	Pubs & Full On	Greene King	SN 8 1LZ
Lamb Inn	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SN 8 1NE
Pagoda Restaurant	Independent Free	Restaurant	Independent Free	SN 8 1NE
Roebuck	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SN 8 2AJ
Marlborough Rugby Club	Independent Free	Registered Club	Independent Free	SN 8 2BG
Marlboro Town Football Junior	Independent Free	Registered Club	Independent Free	SN 8 2BG
Marlborough Bowls Club	Independent Free	Registered Club	Independent Free	SN 8 4AE
Merlin Hotel	Independent Free	Pubs & Full On	Independent Free	SN 8 1LW
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	SN 8 1HD
Raj Indian Cuisine	Independent Free	Restaurant	Independent Free	SN 8 1JE
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SN 8 4AE

# MAP OF AREA

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Source: OS Open Data 2018

Area: Roebuck, Marlborough, SN8 2AJ (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:** Roebuck, Marlborough, SN8 2AJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,407	42.1	22.1	190		
 2 Rising Prosperity	175	5.2	10.2	51		
 3 Comfortable Communities	700	20.9	26.5	79		
 4 Financially Stretched	475	14.2	23.7	60		
 5 Urban Adversity	540	16.1	17.2	94		
 6 Not Private Households	49	1.5	0.3	426		
 Graph						
<b>Total households</b>	<b>3,346</b>					

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ←→ Saving a lot

**Children at home**  
0-2

**House type**  
Semi-detached or detached

**House tenure**  
Owned outright or mortgaged

**Number of beds**  
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

**Acorn Groups within Category 3: Comfortable Communities**

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%



# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** Roebuck, Marlborough, SN8 2AJ (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	53	1.6	1.1	144		
1.B Executive Wealth	510	15.2	11.3	135		
1.C Mature Money	844	25.2	9.6	261		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	175	5.2	6.4	82		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	37	1.1	5.7	19		
3.G Successful Suburbs	463	13.8	6.0	232		
3.H Steady Neighbourhoods	16	0.5	7.4	6		
3.I Comfortable Seniors	143	4.3	2.9	150		
3.J Starting Out	41	1.2	4.6	27		
<b>4. Financially Stretched</b>						
4.K Student Life	2	0.1	2.5	2		
4.L Modest Means	38	1.1	8.0	14		
4.M Striving Families	173	5.2	7.4	69		
4.N Poorer Pensioners	262	7.8	5.8	136		
<b>5. Urban Adversity</b>						
5.O Young Hardship	39	1.2	6.3	19		
5.P Struggling Estates	293	8.8	5.7	154		
5.Q Difficult Circumstances	208	6.2	5.2	119		
<b>6. Not Private Households</b>						
6.R Not Private Households	49	1.5	0.3	426		
<b>Total households</b>	<b>3,346</b>					

## Acorn Group Pen Portrait

**3 J Starting Out** 2.2M UK Adults    4.2% of UK

**Young couples and early career climbers in their first homes.** Younger couples in their first home, starting a family, and others who are at an early stage of their career form a substantial proportion of the households in these areas.

**CORE DEMOGRAPHICS**

Age range <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Mortgaged</b>	Family structure <b>Couple with children</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

**FINANCIAL PROFILE**

Household income UK: <b>£43k</b> London: <b>£47k</b> <small>Average: £40k    Average: £48k</small>	% Disposable income UK: <b>39%</b> London: <b>32%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
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**BRANDS**

SHOPPING: OFFICE, KEENERS, Range, MANGO

LEISURE: FRIDAYS, SUBWAY, PREZZO

WEBSITES: Zoopla, ticketmaster, comparethemarket

**DIGITAL**

**ATTITUDES**

I worry about online security <b>60%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>63%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>28%</b> <small>UK average: 28%</small>
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**TOP BEHAVIOURS**

Researching domestic appliances	Researching consumer tech (e.g. laptops)	Managing personal finance online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: Roebuck, Marlborough, SN8 2AJ (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	53	1.6	0.9	185			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	263	7.9	2.6	297			
1.B.5 Wealthy countryside commuters	195	5.8	2.5	236			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	40	1.2	0.9	140			
1.B.8 Prosperous suburban families	11	0.3	1.5	21			
1.B.9 Well-off edge of towners	1	0.0	1.6	2			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	469	14.0	3.1	456			
1.C.11 Settled suburbia, older people	100	3.0	2.8	106			
1.C.12 Retired and empty nesters	76	2.3	2.5	92			
1.C.13 Upmarket downsizers	199	5.9	1.3	460			
<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	17	0.5	2.0	26			
2.E.19 First time buyers in small, modern homes	158	4.7	3.4	139			
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	11	0.3	1.5	22			
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	26	0.8	3.2	24			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	20	0.6	2.7	22			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	443	13.2	2.4	546			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	16	0.5	2.3	20			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	32	1.0	2.4	40			
3.I.31 Elderly singles in purpose-built accommodation	111	3.3	0.5	683			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	41	1.2	2.2	57			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	2	0.1	0.3	18			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	30	0.9	2.6	34			
4.L.39 Fading owner occupied terraces	8	0.2	2.9	8			
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	132	3.9	1.6	247			
4.M.42 Struggling young families in post-war terraces	37	1.1	1.6	67			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	4	0.1	2.2	5			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	40	1.2	0.8	152			
4.N.46 Elderly people in social rented flats	81	2.4	1.0	235			
4.N.47 Low income older people in smaller semis	93	2.8	2.2	124			
4.N.48 Pensioners and singles in social rented flats	48	1.4	1.7	84			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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	39	1.2	1.8	65			
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	53	1.6	1.6	101			
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	240	7.2	1.6	448			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	23	0.7	1.5	46			
5.Q.58 Singles and young families, some receiving benefits	185	5.5	1.8	314			
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	49	1.5	0.3	514			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>3,346</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: Roebuck, Marlborough, SN8 2AJ (1 Mile contour)



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

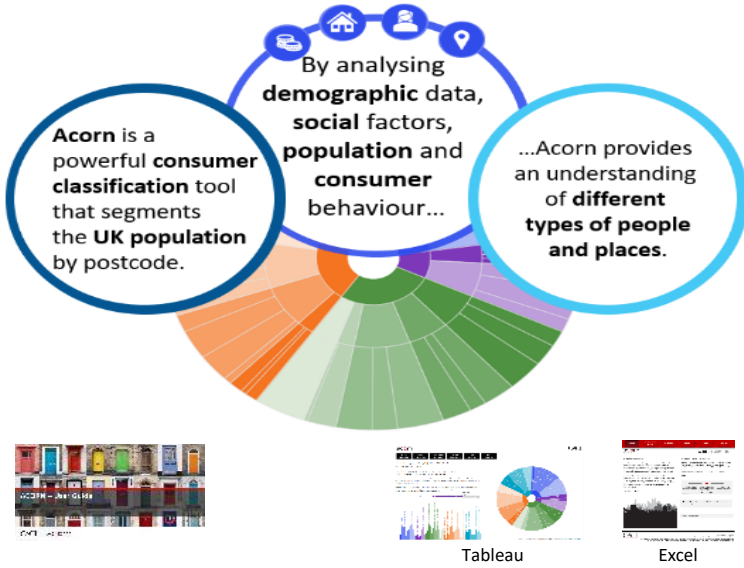
**Acorn Groups**

- 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
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

**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%

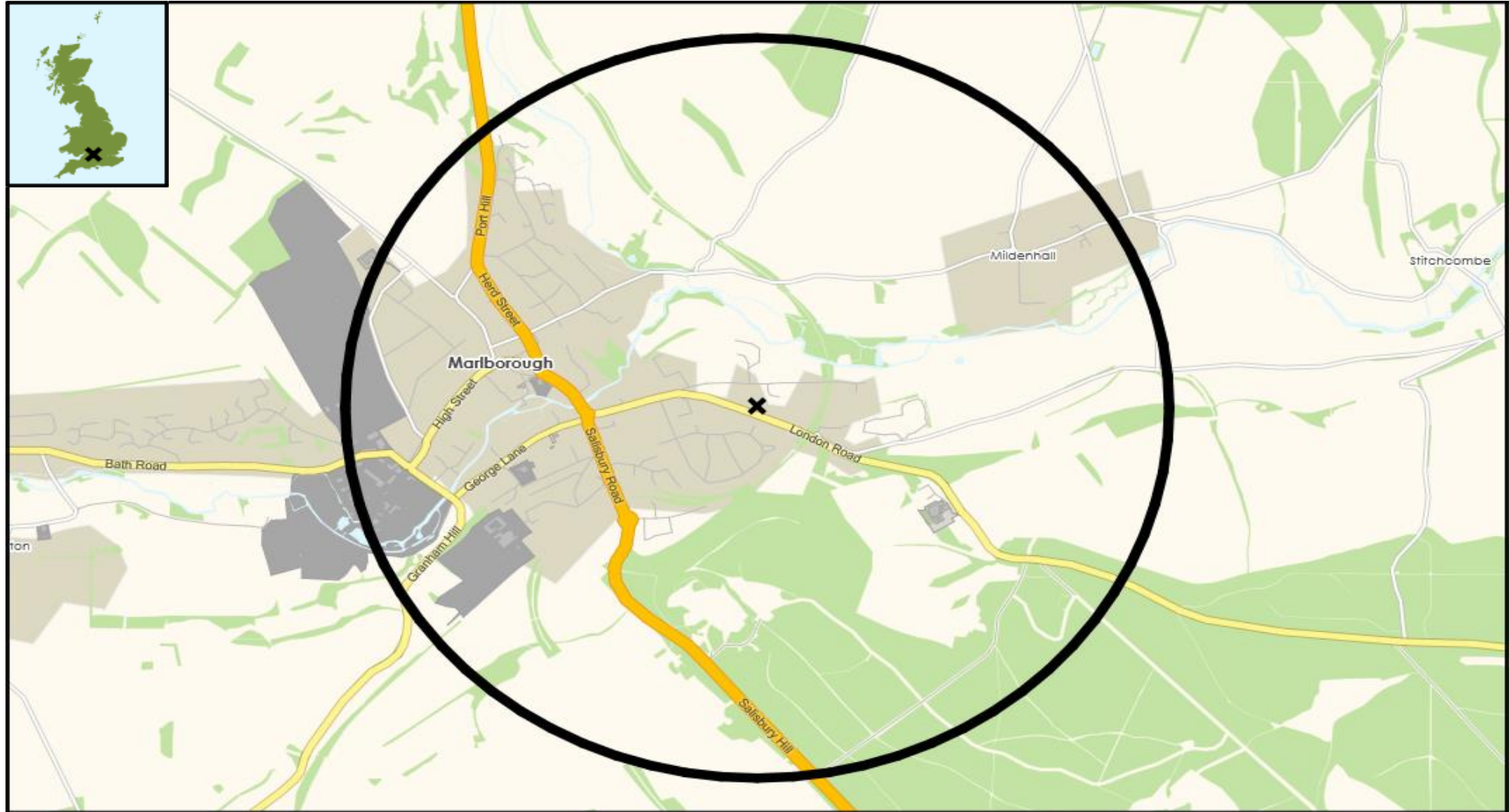


# MAP OF AREA

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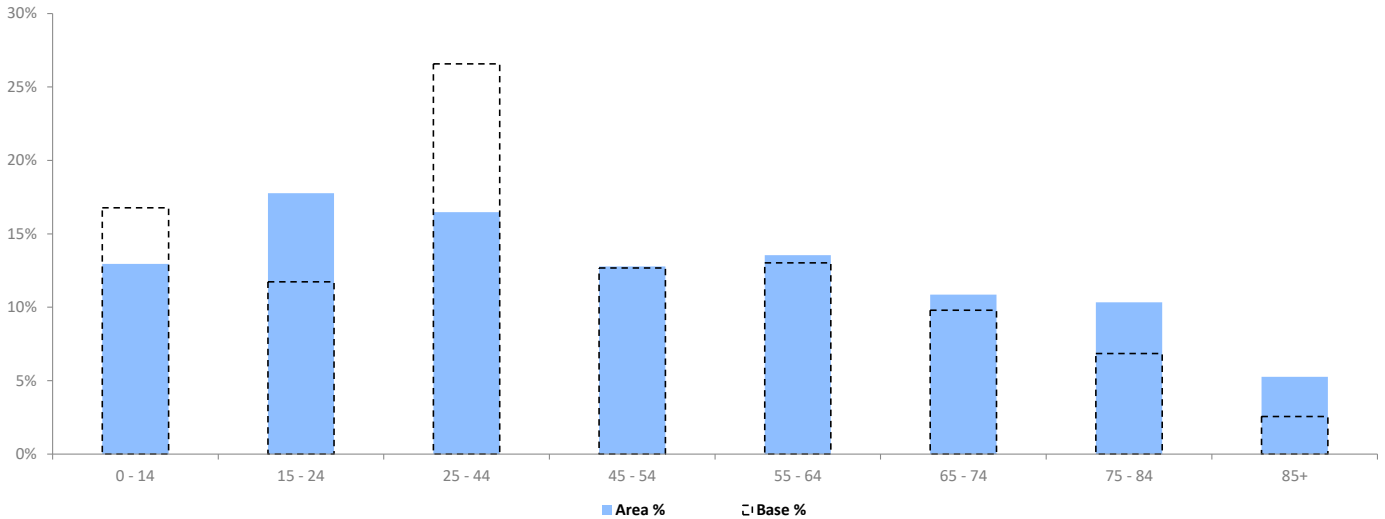


# POPULATION PROJECTIONS

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Area: Roebuck, Marlborough, SN8 2AJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,049	13.0	16.8	77			
15 - 24	1,439	17.8	11.7	151			
25 - 44	1,335	16.5	26.6	62			
45 - 54	1,035	12.8	12.7	101			
55 - 64	1,097	13.5	13.0	104			
65 - 74	880	10.9	9.8	111			
75 - 84	838	10.3	6.9	151			
85+	427	5.3	2.6	207			
<b>Total population</b>	<b>8,100</b>						



# EXPENDITURE

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Area: Roebuck, Marlborough, SN8 2AJ (1 Mile contour)  
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## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£238,076	£71.62	£66.95	<b>107</b>			
2. Alcoholic beverages, tobacco and narcotics	£90,769	£27.31	£28.12	97			
3. Clothing & Footwear	£71,573	£21.53	£22.40	96			
4. Housing, water, electricity, gas and other fuels	£377,825	£113.67	£107.19	<b>106</b>			
5. Furnishings, equipment and routine maintenance	£128,488	£38.65	£36.85	<b>105</b>			
6. Health	£55,846	£16.80	£13.48	<b>125</b>			
7. Transport	£505,378	£152.04	£134.74	<b>113</b>			
8. Communication	£50,824	£15.29	£15.74	97			
9. Recreation & Culture	£247,049	£74.32	£64.16	<b>116</b>			
10. Education	£91,231	£27.45	£22.26	<b>123</b>			
11. Restaurants & Hotels	£234,057	£70.41	£67.11	<b>105</b>			
12. Miscellaneous goods and services	£418,139	£125.79	£109.86	<b>114</b>			
<b>Total Expenditure</b>	<b>£2,509,254</b>	<b>£754.89</b>	<b>£688.85</b>	<b>110</b>			

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.