

CGA LICENCED PREMISES

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Area: P02741_Strawberry Gardens, Manchester, N
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	76.5	81.7	94			
Proprietary Club	1	4.5	7.3	62			
Registered Club	10	45.0	28.2	160			
Restaurant	6	27.0	32.1	84			
Residential	0	0.0	2.7	0			

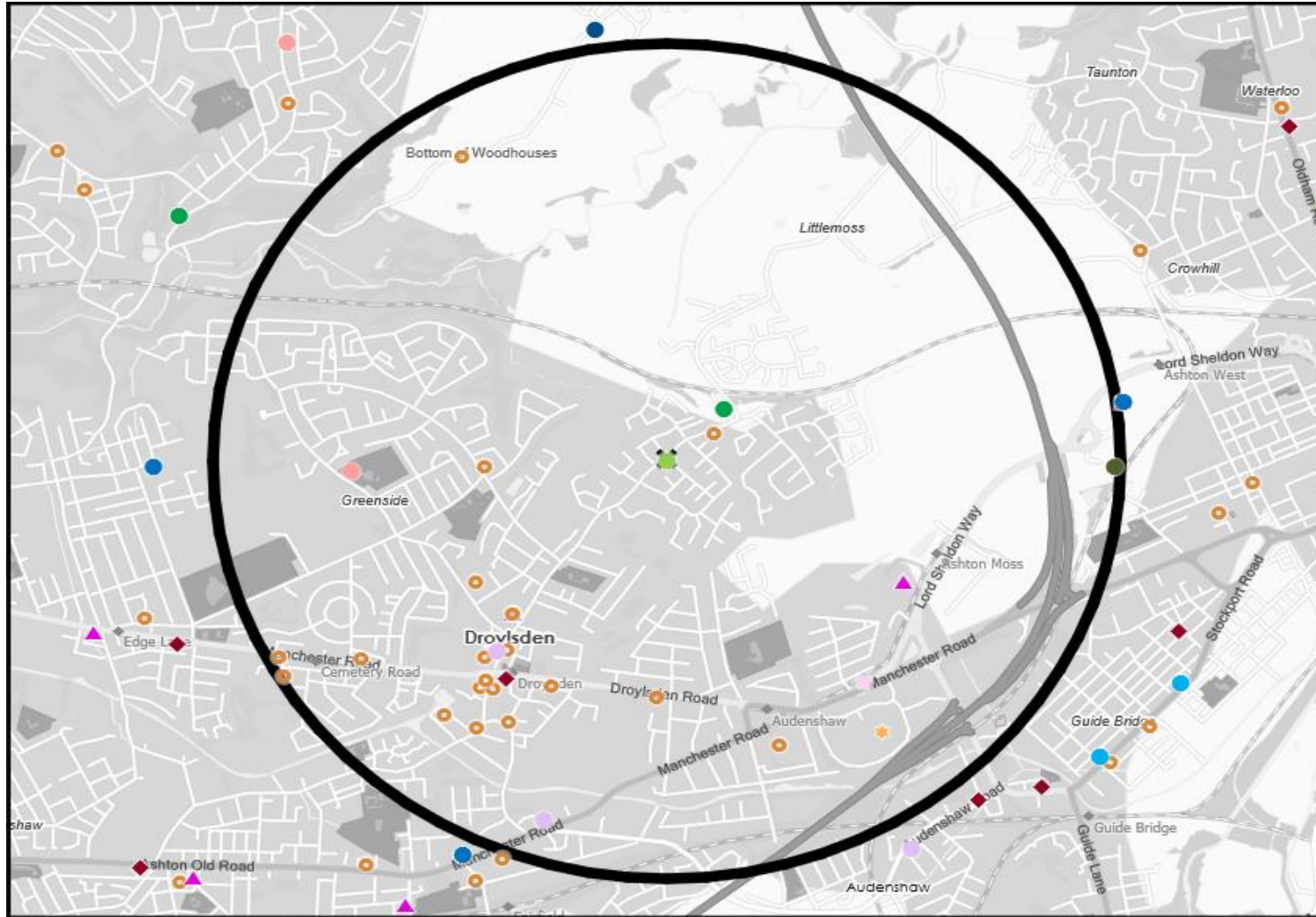
Name	Description	License Type	Owner Name	Postcode
Snipe Inn	Robinsons	Pubs & Full On	Robinsons	M 34 5RP
Droylsden Cricket Club	Independent Free	Registered Club	Independent Free	M 43 7HG
Lazy Toad	Independent Free	Pubs & Full On	Independent Free	M 43 7UB
Fitzroy Social Club	Independent Free	Registered Club	Independent Free	M 43 6DT
Droylsden Working Mens Club	Independent Free	Registered Club	Independent Free	M 43 6UB
Jolly Carter	Independent Free	Pubs & Full On	Independent Free	M 43 6HE
Droylsden Sports & Social Club	Independent Free	Registered Club	Independent Free	M 43 6PF
Beehive	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	M 43 7AR
Salisbury Conservative Club	Independent Free	Registered Club	Independent Free	M 43 7BW
Church Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	M 43 7BP
Strawberry Gardens	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	M 43 7HL
Railway Hotel	Ei Group	Pubs & Full On	Ei Group	M 43 7LA
Pig On The Wall	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	M 43 7RA
Droylsden Catholic Club	Independent Free	Registered Club	Independent Free	M 43 7WW
Brookdale Golf Club	Independent Free	Registered Club	Independent Free	M 35 9WQ
Old Aldwinians Rugby Club	Independent Free	Registered Club	Independent Free	M 34 5SN
Kings Head	Holt	Pubs & Full On	Holt	M 43 7AY
Bush Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	M 43 7HL
Phoenix Social Club	Independent Free	Registered Club	Independent Free	M 43 7AY
Pearl	Stonegate Pub Company	Restaurant	Stonegate Pub Company	M 34 5PY
Tortuga	Independent Free	Restaurant	Independent Free	M 43 7UD
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	OL 7 0DN
Ryecroft Hall	Independent Free	Pubs & Full On	Independent Free	M 34 5ZJ
Giovannis	Independent Free	Restaurant	Independent Free	M 43 6DQ
Sheldon Arms	JW Lees	Pubs & Full On	JW Lees	OL 6 7UB
Village	KSL Capital Partners	Pubs & Full On	KSL Capital Partners	OL 7 0LY
El Sapo Perezoso	Independent Free	Restaurant	Independent Free	M 43 6DE
Ash Tree Farm	Greene King	Pubs & Full On	Greene King	OL 7 0LY
Cabaret Club	Independent Free	Proprietary Club	Independent Free	M 43 6EP
Silly Country	Independent Free	Pubs & Full On	Independent Free	M 43 7AR
Jam Works	Independent Free	Pubs & Full On	Independent Free	M 43 7AA
Droylsden Afc	Independent Free	Registered Club	Independent Free	M 43 7AY
One-Adventure	Independent Free	Pubs & Full On	Independent Free	M 43 7AJ
Industry Bar & Pizza	Independent Free	Restaurant	Independent Free	M 43 7AD

MAP OF AREA

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Source: OS Open Data 2018

Area: P02741_Strawberry Gardens, Manchester, M43 7HL (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: P02741_Strawberry Gardens, Manchester, M43 7HL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	791	8.2	22.1	37		
 2 Rising Prosperity	140	1.5	10.2	14		
 3 Comfortable Communities	3,640	37.7	26.5	142		
 4 Financially Stretched	3,491	36.2	23.7	153		
 5 Urban Adversity	1,573	16.3	17.2	95		
 6 Not Private Households	8	0.1	0.3	24		
 Graph						
Total households	9,643					

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type


Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation



House tenure

Social renting

Children at home

3+

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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Area: P02741_Strawberry Gardens, Manchester, M43 7HL (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	382	4.0	11.3	35			
1.C Mature Money	409	4.2	9.6	44			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	140	1.5	6.4	23			
3. Comfortable Communities							
3.F Countryside Communities	8	0.1	5.7	1			
3.G Successful Suburbs	246	2.6	6.0	43			
3.H Steady Neighbourhoods	2,750	28.5	7.4	385			
3.I Comfortable Seniors	160	1.7	2.9	58			
3.J Starting Out	476	4.9	4.6	108			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	2,089	21.7	8.0	271			
4.M Striving Families	870	9.0	7.4	121			
4.N Poorer Pensioners	532	5.5	5.8	96			
5. Urban Adversity							
5.O Young Hardship	769	8.0	6.3	128			
5.P Struggling Estates	43	0.4	5.7	8			
5.Q Difficult Circumstances	761	7.9	5.2	151			
6. Not Private Households							
6.R Not Private Households	8	0.1	0.3	24			
Total households	9,643						

Acorn Group Pen Portrait

6
Not Private Households

790k
UK Adults

1.5%
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.



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

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Area: P02741_Strawberry Gardens, Manchester, M43 7HL (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

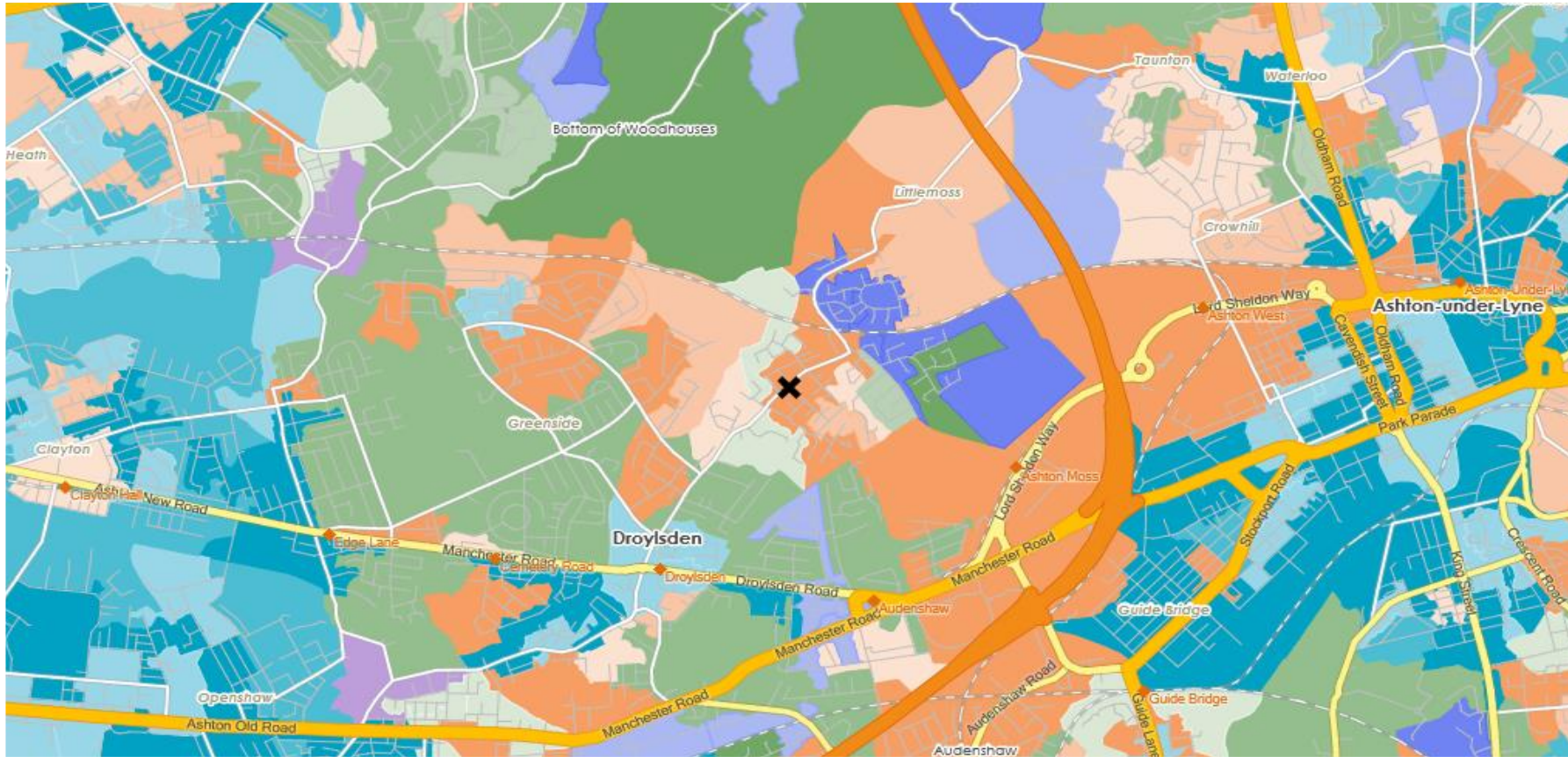
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	1	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	381	4.0	2.2	178			
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	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	403	4.2	2.8	148			
1.C.12 Retired and empty nesters	6	0.1	2.5	3			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	109	1.1	2.0	57			
2.E.19 First time buyers in small, modern homes	31	0.3	3.4	9			
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	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	8	0.1	3.2	3			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	246	2.6	2.7	95			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	2,504	26.0	3.5	749			
3.H.28 Owner occupied terraces, average income	43	0.4	1.6	28			
3.H.29 Established suburbs, older families	203	2.1	2.3	90			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	160	1.7	2.4	70			
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	165	1.7	2.2	80			
3.J.33 Smaller houses and starter homes	311	3.2	2.4	134			
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	49	0.5	1.4	35			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,463	15.2	2.6	577			
4.L.39 Fading owner occupied terraces	577	6.0	2.9	205			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	86	0.9	1.6	54			
4.M.43 Families in right-to-buy estates	348	3.6	2.0	177			
4.M.44 Post-war estates, limited means	436	4.5	2.2	208			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	160	1.7	1.0	161			
4.N.47 Low income older people in smaller semis	24	0.2	2.2	11			
4.N.48 Pensioners and singles in social rented flats	348	3.6	1.7	211			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	177	1.8	2.2	84			
5.O.50 Struggling younger people in mixed tenure	202	2.1	1.8	116			
5.O.51 Young people in small, low cost terraces	390	4.0	2.3	179			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	43	0.4	1.6	28			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	137	1.4	1.5	94			
5.Q.58 Singles and young families, some receiving benefits	265	2.7	1.8	156			
5.Q.59 Deprived areas and high-rise flats	359	3.7	2.0	189			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	8	0.1	0.3	29			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,643						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02741_Strawberry Gardens, Manchester, M43 7HL (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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