

# CGA LICENCED PREMISES

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Area: P03686\_Horse & Groom, Sudbury, CO10 2TL  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	103.5	81.7	127			
Proprietary Club	4	23.0	7.3	316			
Registered Club	5	28.7	28.2	102			
Restaurant	5	28.7	32.1	90			
Residential	1	5.7	2.7	215			

Name	Description	License Type	Owner Name	Postcode
Maldon Grey	Greene King	Pubs & Full On	Greene King	CO10 2RZ
Sudbury Unity Bowls Club	Independent Free	Registered Club	Independent Free	CO10 2AN
Mill Hotel	Surya Hotels Ltd	Pubs & Full On	Surya Hotels Ltd	CO10 1BD
Riverside	Independent Free	Residential	Independent Free	CO10 2DL
Lady Elizabeth	Greene King	Pubs & Full On	Greene King	CO10 2EA
Gainsborough	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CO10 2EB
Comfortable Cow	Independent Free	Pubs & Full On	Independent Free	CO10 2EB
Huffers	Independent Free	Restaurant	Independent Free	CO10 2EQ
Waggon & Horses	Unknown	Pubs & Full On	Unknown	CO10 2TP
Northcroft Social Club	Independent Free	Registered Club	Independent Free	CO10 1HN
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	CO10 1JB
Sudbury Sports Centre	Independent Free	Proprietary Club	Independent Free	CO10 1NP
North Street Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO10 1RE
Sudbury Snooker Club	Independent Free	Proprietary Club	Independent Free	CO10 1RE
White Horse	Greene King	Pubs & Full On	Greene King	CO10 1RF
Sudbury Institute Club	Independent Free	Registered Club	Independent Free	CO10 2SP
King Fisher Leisure Pool	Independent Free	Proprietary Club	Independent Free	CO10 2SU
Brewery Tap	Mauldons	Pubs & Full On	Mauldons	CO10 2TP
Horse & Groom	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CO10 2TU
Sudbury Wanderers Football Club	Independent Free	Registered Club	Independent Free	CO10 1XR
Bay Horse	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CO10 1JS
Club Infinity	Independent Free	Proprietary Club	Independent Free	CO10 2TP
Ballingdon Valley Indian Cuisine	Independent Free	Restaurant	Independent Free	CO10 2DA
Sudbury Hockey & Cricket Club	Independent Free	Registered Club	Independent Free	CO10 2AN
Quay Theatre	Independent Free	Pubs & Full On	Independent Free	CO10 2AN
Grover & Allen	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CO10 1RF
Weavers Tap	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CO10 2HX
Hill Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	CO10 2RL
Dough & Co	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	CO10 1RE
Secret Garden Tea Rooms	Independent Free	Pubs & Full On	Independent Free	CO10 2AA
Kohinoor Indian	Independent Free	Restaurant	Independent Free	CO10 1AZ
Prado Lounge	Loungers	Pubs & Full On	Loungers	CO10 2EA
Dough & Co	Dough & Co Essex Ltd	Restaurant	Dough & Co Essex Ltd	CO10 2EQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03686\_Horse & Groom, Sudbury, CO10 2TU (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:** P03686\_Horse & Groom, Sudbury, CO10 2TU (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	900	11.1	22.1	50		
 2 Rising Prosperity	210	2.6	10.2	25		
 3 Comfortable Communities	2,481	30.6	26.5	116		
 4 Financially Stretched	3,075	38.0	23.7	160		
 5 Urban Adversity	1,362	16.8	17.2	98		
 6 Not Private Households	72	0.9	0.3	258		
 Graph						
<b>Total households</b>	<b>8,100</b>					

### 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:** P03686\_Horse & Groom, Sudbury, CO10 2TU (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	230	2.8	11.3	25			
1.C Mature Money	670	8.3	9.6	86			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	210	2.6	6.4	41			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	295	3.6	5.7	64			
3.G Successful Suburbs	806	10.0	6.0	167			
3.H Steady Neighbourhoods	460	5.7	7.4	77			
3.I Comfortable Seniors	456	5.6	2.9	197			
3.J Starting Out	464	5.7	4.6	126			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,333	16.5	8.0	206			
4.M Striving Families	1,135	14.0	7.4	188			
4.N Poorer Pensioners	607	7.5	5.8	130			
<b>5. Urban Adversity</b>							
5.O Young Hardship	648	8.0	6.3	128			
5.P Struggling Estates	443	5.5	5.7	96			
5.Q Difficult Circumstances	271	3.3	5.2	64			
<b>6. Not Private Households</b>							
6.R Not Private Households	72	0.9	0.3	258			
<b>Total households</b>	<b>8,100</b>						

## Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

**CORE DEMOGRAPHICS**

Age range	Children at home
<b>25-44</b>	<b>1</b>
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
<b>2</b>	Terraced

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**FINANCIAL PROFILE**

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k	UK: 38%, London: 26%	Running into debt / Saving a lot

**DIGITAL ATTITUDES**

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
<b>56%</b>	<b>61%</b>	<b>29%</b>

**TOP BEHAVIOURS**

- Wait until tech becomes cheaper before purchasing
- Take part in online groups / forums
- Research beauty online



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

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Area: P03686\_Horse & Groom, Sudbury, CO10 2TU (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by: Acorn Structure  
 Index  
 Profile %

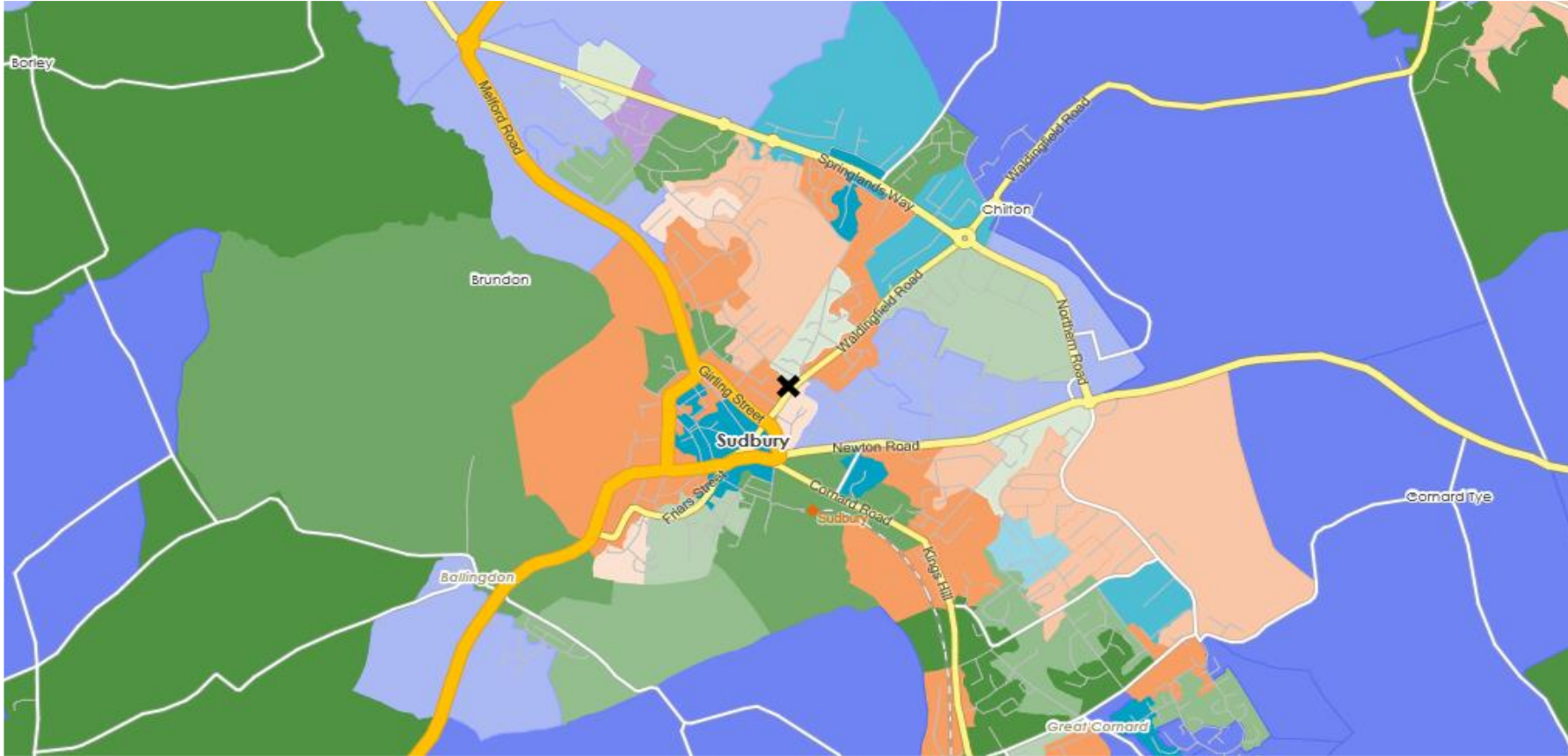
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	110	1.4	2.6	51			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	102	1.3	2.2	57			
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	18	0.2	1.6	14			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	39	0.5	3.1	16			
1.C.11 Settled suburbia, older people	14	0.2	2.8	6			
1.C.12 Retired and empty nesters	555	6.9	2.5	278			
1.C.13 Upmarket downsizers	62	0.8	1.3	59			
<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	178	2.2	2.0	111			
2.E.19 First time buyers in small, modern homes	32	0.4	3.4	12			
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	55	0.7	1.0	68			
3.F.23 Owner occupiers in small towns and villages	240	3.0	3.2	92			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	342	4.2	2.7	157			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	464	5.7	2.4	236			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	262	3.2	3.5	93			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	198	2.4	2.3	105			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	346	4.3	2.4	180			
3.I.31 Elderly singles in purpose-built accommodation	110	1.4	0.5	280			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	58	0.7	2.2	33			
3.J.33 Smaller houses and starter homes	406	5.0	2.4	209			
<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	106	1.3	1.4	91			
4.L.38 Semi-skilled workers in traditional neighbourhoods	810	10.0	2.6	380			
4.L.39 Fading owner occupied terraces	417	5.1	2.9	176			
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	130	1.6	1.6	101			
4.M.42 Struggling young families in post-war terraces	422	5.2	1.6	318			
4.M.43 Families in right-to-buy estates	91	1.1	2.0	55			
4.M.44 Post-war estates, limited means	492	6.1	2.2	279			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	27	0.3	0.8	42			
4.N.46 Elderly people in social rented flats	156	1.9	1.0	187			
4.N.47 Low income older people in smaller semis	178	2.2	2.2	98			
4.N.48 Pensioners and singles in social rented flats	246	3.0	1.7	178			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	298	3.7	2.2	168			
5.O.50 Struggling younger people in mixed tenure	297	3.7	1.8	204			
5.O.51 Young people in small, low cost terraces	53	0.7	2.3	29			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	402	5.0	1.6	318			
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	41	0.5	1.6	32			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	83	1.0	1.5	68			
5.Q.58 Singles and young families, some receiving benefits	69	0.9	1.8	48			
5.Q.59 Deprived areas and high-rise flats	119	1.5	2.0	75			
<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	72	0.9	0.3	312			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>8,100</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03686\_Horse & Groom, Sudbury, CO10 2TU (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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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%

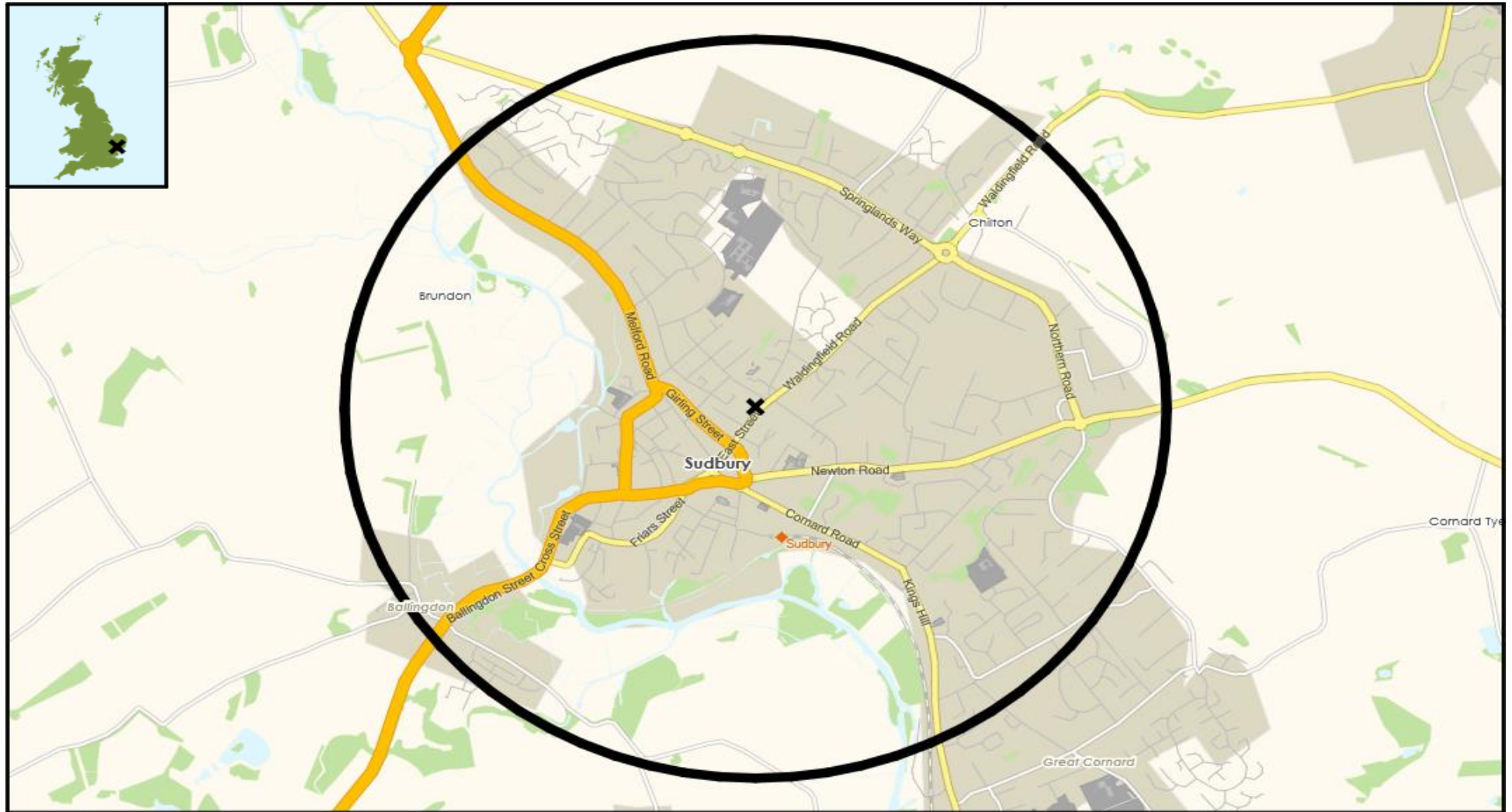


# MAP OF AREA

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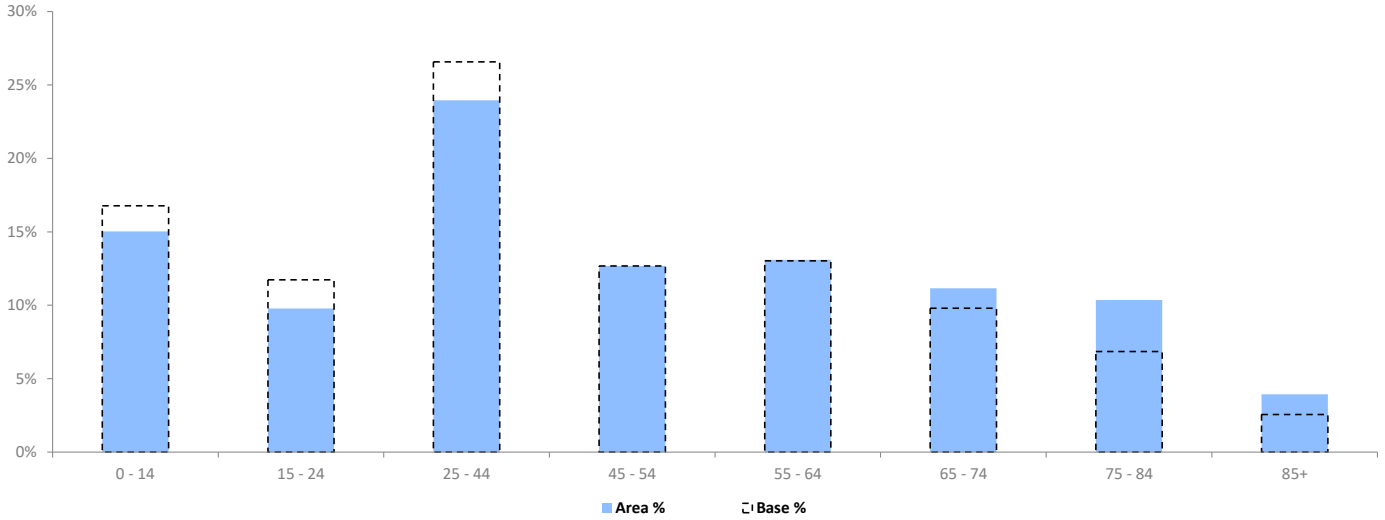


# POPULATION PROJECTIONS

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Area: P03686\_Horse & Groom, Sudbury, CO10 2TU (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,615	15.0	16.8	90			
15 - 24	1,701	9.8	11.7	83			
25 - 44	4,168	24.0	26.6	90			
45 - 54	2,206	12.7	12.7	100			
55 - 64	2,279	13.1	13.0	101			
65 - 74	1,940	11.2	9.8	114			
75 - 84	1,802	10.4	6.9	151			
85+	686	3.9	2.6	155			
<b>Total population</b>	<b>17,397</b>						



# EXPENDITURE

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Area: P03686\_Horse & Groom, Sudbury, CO10 2TU (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	£504,509	£62.35	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£220,505	£27.25	£28.12	97			
3. Clothing & Footwear	£156,362	£19.33	£22.40	86			
4. Housing, water, electricity, gas and other fuels	£650,688	£80.42	£107.19	75			
5. Furnishings, equipment and routine maintenance	£263,941	£32.62	£36.85	89			
6. Health	£105,253	£13.01	£13.48	97			
7. Transport	£1,023,272	£126.47	£134.74	94			
8. Communication	£113,040	£13.97	£15.74	89			
9. Recreation & Culture	£392,393	£48.50	£64.16	76			
10. Education	£93,297	£11.53	£22.26	52			
11. Restaurants & Hotels	£458,233	£56.63	£67.11	84			
12. Miscellaneous goods and services	£842,671	£104.15	£109.86	95			
<b>Total Expenditure</b>	<b>£4,824,164</b>	<b>£596.24</b>	<b>£688.85</b>	<b>87</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.