

CGA LICENCED PREMISES

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Area: White Horse, Hertford, SG14 1HH (1 Mile co)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	29	151.3	81.7	185			
Proprietary Club	1	5.2	7.3	72			
Registered Club	4	20.9	28.2	74			
Restaurant	12	62.6	32.1	195			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Great Eastern Tavern	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG13 7BS
Saracens Head	Punch Pub Company	Pubs & Full On	Punch Pub Company	SG13 7EB
County Hall Restaurant	Independent Free	Restaurant	Independent Free	SG13 8DN
Black Horse	Unknown	Pubs & Full On	Unknown	SG13 8EZ
Hertford Cricket & Hockey Club	Independent Free	Registered Club	Independent Free	SG13 8AJ
Dog And Whistle At The Ram	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1AB
Corn Exchange	Independent Free	Pubs & Full On	Independent Free	SG14 1AL
Jungle Bar	Independent Free	Pubs & Full On	Independent Free	SG14 1AX
Lord Haig	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BA
Hertford Bell	Greene King	Pubs & Full On	Greene King	SG14 1BA
White Hart	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BW
Practitioner	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BY
Snug	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG14 1BA
Salisbury Arms Hotel	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1BZ
Shahenshah Restaurant	Independent Free	Restaurant	Independent Free	SG14 1BZ
Hertford Club	Independent Free	Registered Club	Independent Free	SG14 1DT
Blackbirds	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG14 1EX
Proove	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SG14 1EX
Thai Rack	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	SG14 1EY
Shades Snooker Club	Independent Free	Proprietary Club	Independent Free	SG14 1EZ
White Horse	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SG14 1HH
Hertford Theatre	Independent Free	Pubs & Full On	Independent Free	SG14 1PS
Six Templars	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SG14 1PS
Woolpack	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 1PZ
Old Barge	Independent Free	Pubs & Full On	Independent Free	SG14 1QD
Two Brewers	Independent Free	Pubs & Full On	Independent Free	SG14 3AB
Millstream	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 3AF
Bengeo Club	Independent Free	Registered Club	Independent Free	SG14 3ES
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SG14 3ET
Greyhound	McMullen & Sons Ltd	Pubs & Full On	McMullen & Sons Ltd	SG14 3EY
Pop World	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG14 1DY
Old Cross Tavern	Independent Free	Pubs & Full On	Independent Free	SG14 1JA
Anexo Tapas	Independent Free	Restaurant	Independent Free	SG14 1BY
Raj Tandoori	Independent Free	Restaurant	Independent Free	SG13 7HH
Hertford Town Football Club	Independent Free	Registered Club	Independent Free	SG13 8EZ
Lussmanns Fish & Grill	Lussmanns Fish & Grill	Restaurant	Lussmanns Fish & Grill	SG14 1AL
Pizza Express	Hony Capital	Restaurant	Hony Capital	SG14 1BY
Dinnio	Independent Free	Restaurant	Independent Free	SG14 1BZ
Hertford House Hotel	Independent Free	Pubs & Full On	Independent Free	SG14 1DA
Deco	Independent Free	Pubs & Full On	Independent Free	SG14 1EZ
Cinnabar	Independent Free	Pubs & Full On	Independent Free	SG14 1AA
Hummingbird	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SG14 1AJ
Ruby	Independent Free	Restaurant	Independent Free	SG14 1HZ
Dirtyes	Independent Free	Restaurant	Independent Free	SG14 1AL
Turkish Kitchen	Independent Free	Restaurant	Independent Free	SG14 1DW
Quiet Man	Independent Free	Pubs & Full On	Independent Free	SG14 1DA

MAP OF AREA

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 Source: OS Open Data 2018

Area: White Horse, Hertford, SG14 1HH (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: White Horse, Hertford, SG14 1HH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,637	29.8	22.1	135		
2 Rising Prosperity	2,033	23.0	10.2	226		
3 Comfortable Communities	2,485	28.1	26.5	106		
4 Financially Stretched	1,236	14.0	23.7	59		
5 Urban Adversity	460	5.2	17.2	30		
6 Not Private Households	0	0.0	0.3	0		
Total households				8,851		



Graph

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults 27.2% of UK

Age range
35-64

Financial situation

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: White Horse, Hertford, SG14 1HH (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	355	4.0	1.1	365		
1.B Executive Wealth	1,612	18.2	11.3	161		
1.C Mature Money	670	7.6	9.6	78		
2. Rising Prosperity						
2.D City Sophisticates	75	0.8	3.8	22		
2.E Career Climbers	1,958	22.1	6.4	347		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	1,331	15.0	6.0	253		
3.H Steady Neighbourhoods	146	1.6	7.4	22		
3.I Comfortable Seniors	261	2.9	2.9	103		
3.J Starting Out	747	8.4	4.6	185		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	19	0.2	8.0	3		
4.M Striving Families	752	8.5	7.4	114		
4.N Poorer Pensioners	465	5.3	5.8	91		
5. Urban Adversity						
5.O Young Hardship	227	2.6	6.3	41		
5.P Struggling Estates	58	0.7	5.7	11		
5.Q Difficult Circumstances	175	2.0	5.2	38		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	8,851					

Acorn Group Pen Portrait

2 E Career Climbers 3.1M UK Adults 5.8% of UK

Younger singles and couples, some with young children, living in more urban locations. They live in flats, apartments and smaller houses, which they will be renting. They will have started saving what they can in order to put down a deposit on a house in the future.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Privately renting	Family structure Couple with children
Number of beds 1-2	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £47k London: £45k <small>Average: £40k Average: £48k</small>	% Disposable income UK: 35% London: 24% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING: M&S, FRENCH CONNECTION, ALDO, TED BAKER

LEISURE: wasabi, wagamama, FRANCO MANCA, IGUANAS

WEBSITES: Expedia, Zoopla, CLEVA, ASDA

DIGITAL AND TECH

ATTITUDES

- I worry about online security: **59%** (UK average: 53%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

- Buy domestic appliances online
- Reads blogs online
- Loves to buy new gadgets and tech



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

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Area: White Horse, Hertford, SG14 1HH (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	355	4.0	0.9	468			
1.B Executive Wealth							
1.B.4 Asset rich families	142	1.6	2.6	61			
1.B.5 Wealthy countryside commuters	42	0.5	2.5	19			
1.B.6 Financially comfortable families	19	0.2	2.2	10			
1.B.7 Affluent professionals	321	3.6	0.9	425			
1.B.8 Prosperous suburban families	916	10.3	1.5	675			
1.B.9 Well-off edge of towners	172	1.9	1.6	121			
1.C Mature Money							
1.C.10 Better-off villagers	63	0.7	3.1	23			
1.C.11 Settled suburbia, older people	252	2.8	2.8	101			
1.C.12 Retired and empty nesters	29	0.3	2.5	13			
1.C.13 Upmarket downsizers	326	3.7	1.3	285			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	75	0.8	0.7	121			
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	162	1.8	2.0	93			
2.E.19 First time buyers in small, modern homes	1,796	20.3	3.4	598			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,331	15.0	2.4	620			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	66	0.7	1.6	47			
3.H.29 Established suburbs, older families	80	0.9	2.3	39			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	16	0.2	2.4	8			
3.I.31 Elderly singles in purpose-built accommodation	245	2.8	0.5	570			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	700	7.9	2.2	367			
3.J.33 Smaller houses and starter homes	47	0.5	2.4	22			
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	19	0.2	1.4	15			
4.L.38 Semi-skilled workers in traditional neighbourhoods	0	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	458	5.2	1.6	324			
4.M.42 Struggling young families in post-war terraces	294	3.3	1.6	203			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	36	0.4	0.8	52			
4.N.46 Elderly people in social rented flats	160	1.8	1.0	175			
4.N.47 Low income older people in smaller semis	134	1.5	2.2	68			
4.N.48 Pensioners and singles in social rented flats	135	1.5	1.7	89			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	226	2.6	2.2	117			
5.O.50 Struggling younger people in mixed tenure	1	0.0	1.8	1			
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	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	58	0.7	1.6	41			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	74	0.8	1.5	55			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	101	1.1	2.0	58			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	8,851						

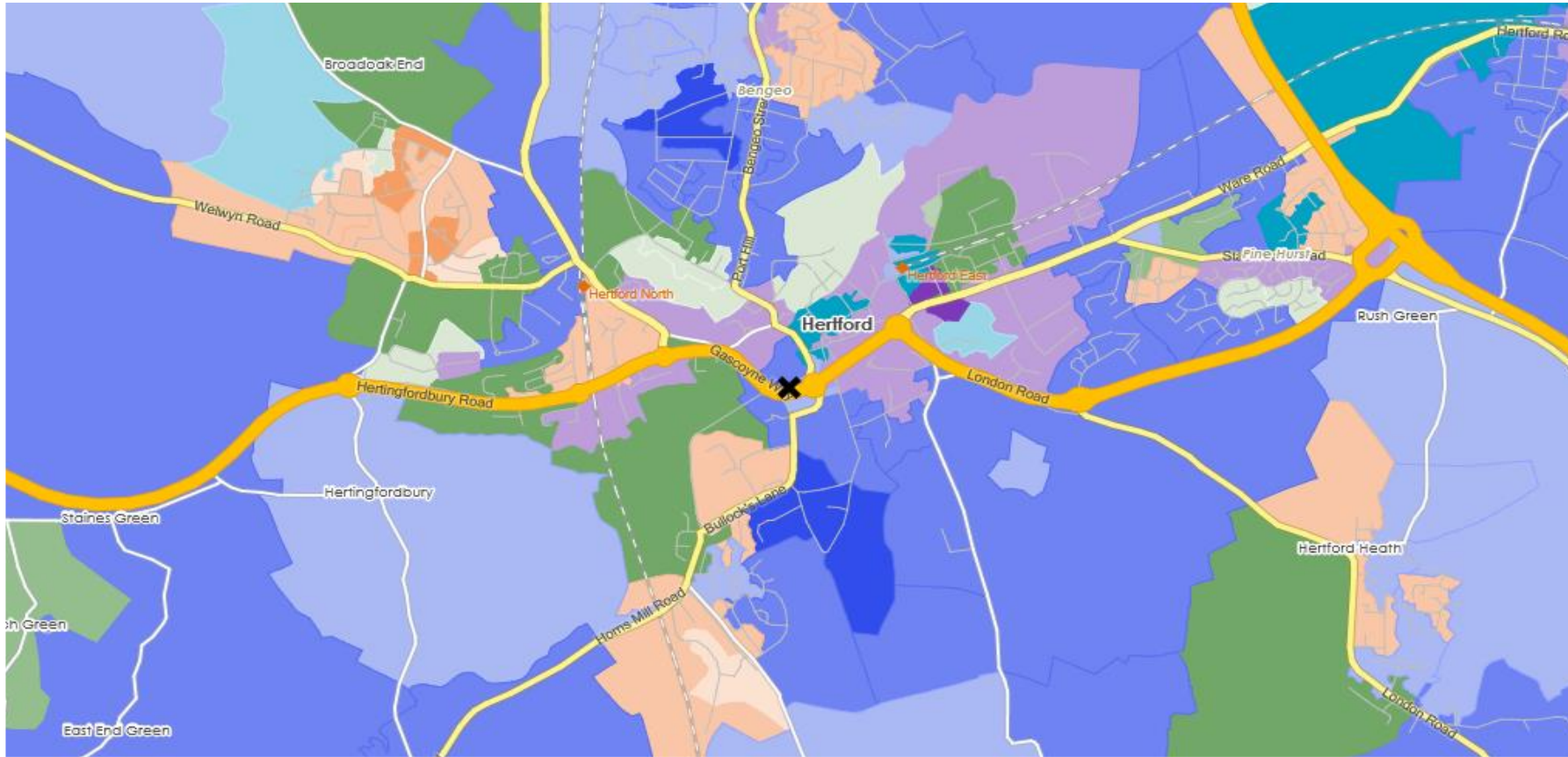
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: White Horse, Hertford, SG14 1HH (1 Mile contour)



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

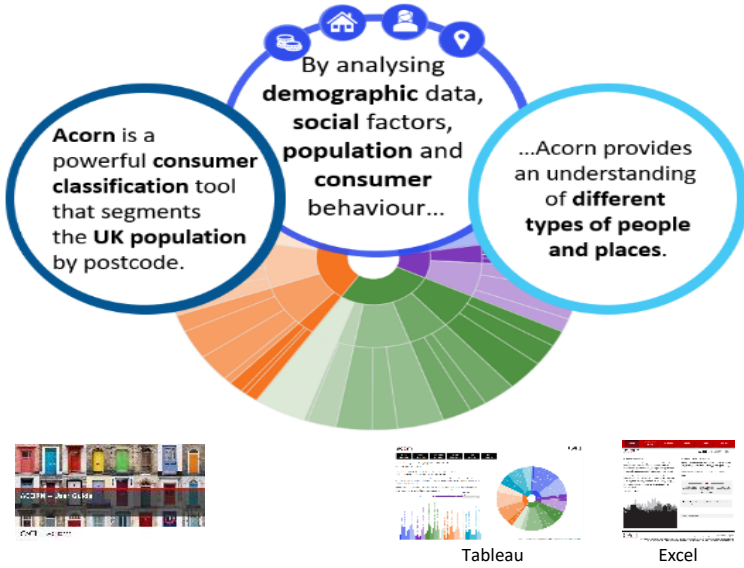
Acorn Groups

- 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**

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%

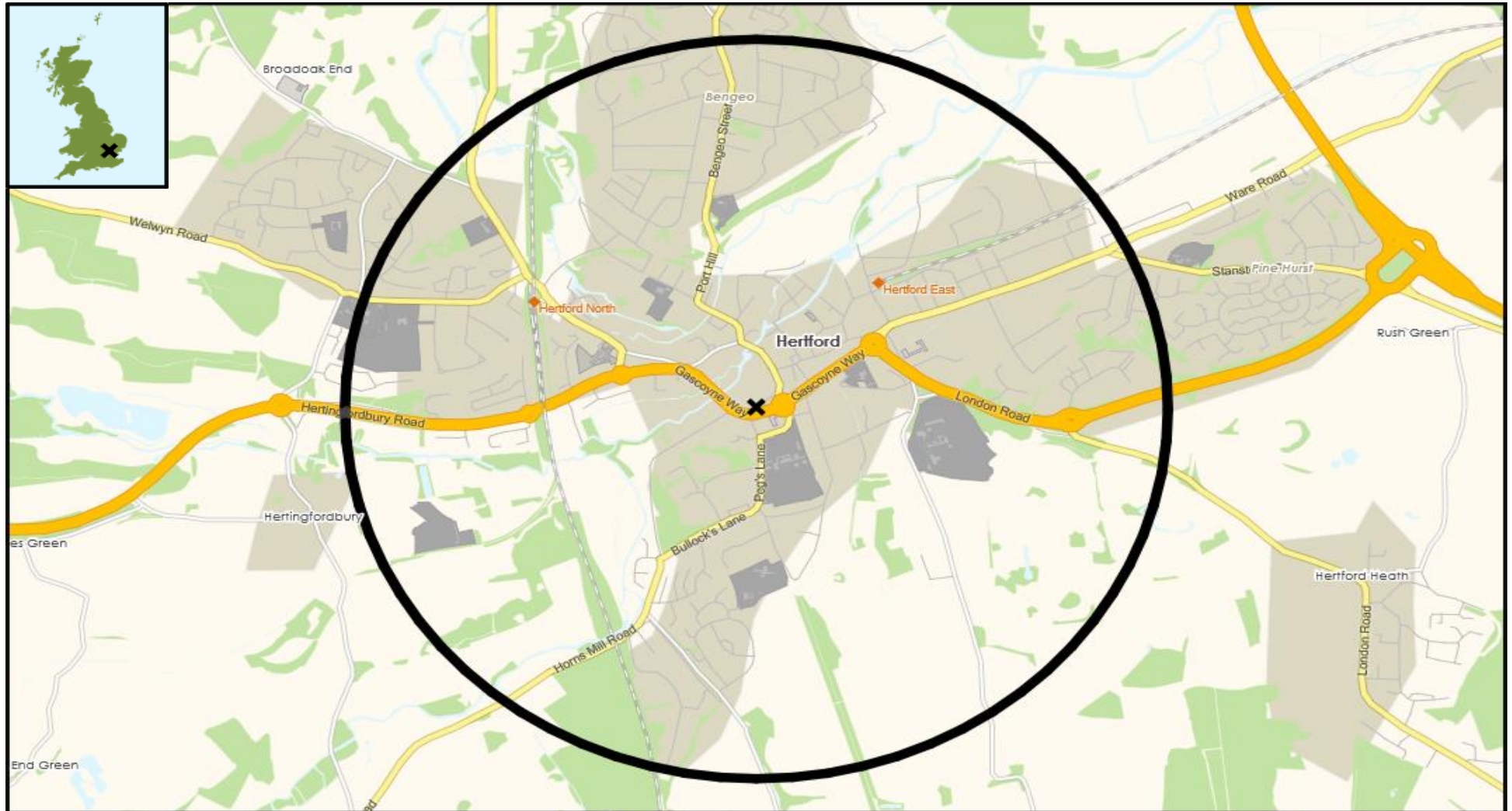


MAP OF AREA

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Source: OS Open Data 2018

Area: White Horse, Hertford, SG14 1HH (1 Mile contour)

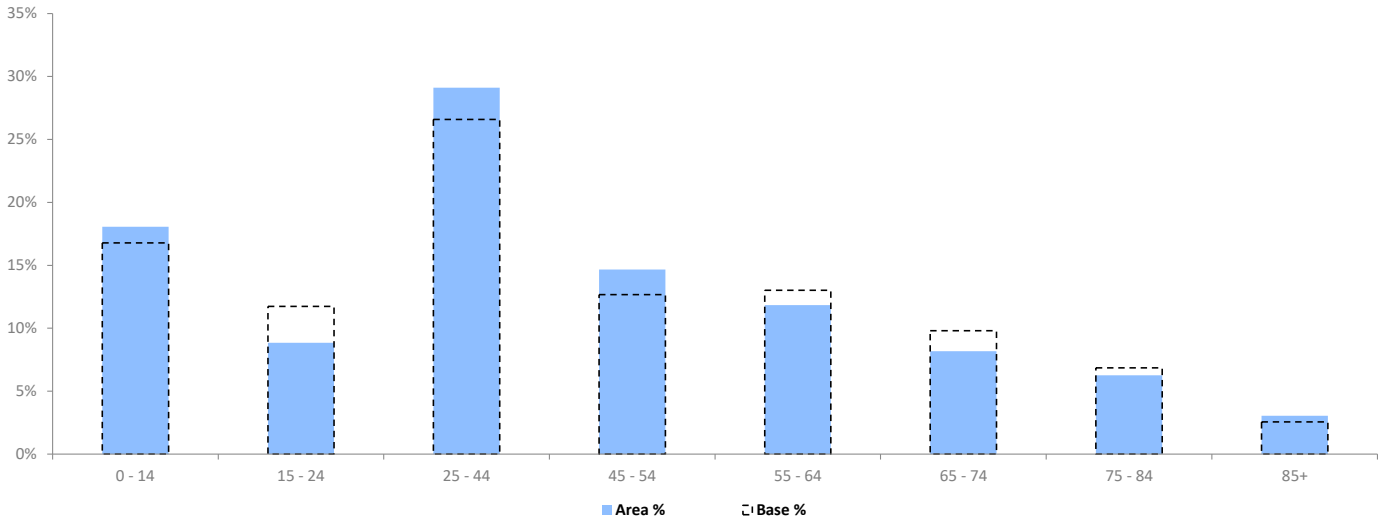


POPULATION PROJECTIONS

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Area: White Horse, Hertford, SG14 1HH (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,462	18.1	16.8	108			
15 - 24	1,694	8.8	11.7	75			
25 - 44	5,582	29.1	26.6	110			
45 - 54	2,810	14.7	12.7	116			
55 - 64	2,269	11.8	13.0	91			
65 - 74	1,567	8.2	9.8	83			
75 - 84	1,201	6.3	6.9	91			
85+	584	3.0	2.6	119			
Total population	19,169						



EXPENDITURE

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Area: White Horse, Hertford, SG14 1HH (1 Mile contour)
 Base: Great Britain
 Year: 2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£577,356	£66.82	£66.95	100			
2. Alcoholic beverages, tobacco and narcotics	£219,173	£25.37	£28.12	90			
3. Clothing & Footwear	£191,938	£22.22	£22.40	99			
4. Housing, water, electricity, gas and other fuels	£1,050,620	£121.60	£107.19	113			
5. Furnishings, equipment and routine maintenance	£340,310	£39.39	£36.85	107			
6. Health	£141,259	£16.35	£13.48	121			
7. Transport	£1,351,347	£156.41	£134.74	116			
8. Communication	£131,080	£15.17	£15.74	96			
9. Recreation & Culture	£656,619	£76.00	£64.16	118			
10. Education	£228,767	£26.48	£22.26	119			
11. Restaurants & Hotels	£659,671	£76.35	£67.11	114			
12. Miscellaneous goods and services	£1,075,785	£124.51	£109.86	113			
Total Expenditure	£6,623,927	£766.66	£688.85	111			

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.