

CGA LICENCED PREMISES

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Area: P03631_Eagle, Braintree, CM7 9ER (1 Mile c)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	44.8	81.7	55			
Proprietary Club	4	10.5	7.3	145			
Registered Club	6	15.8	28.2	56			
Restaurant	15	39.5	32.1	123			
Residential	0	0.0	2.7	0			

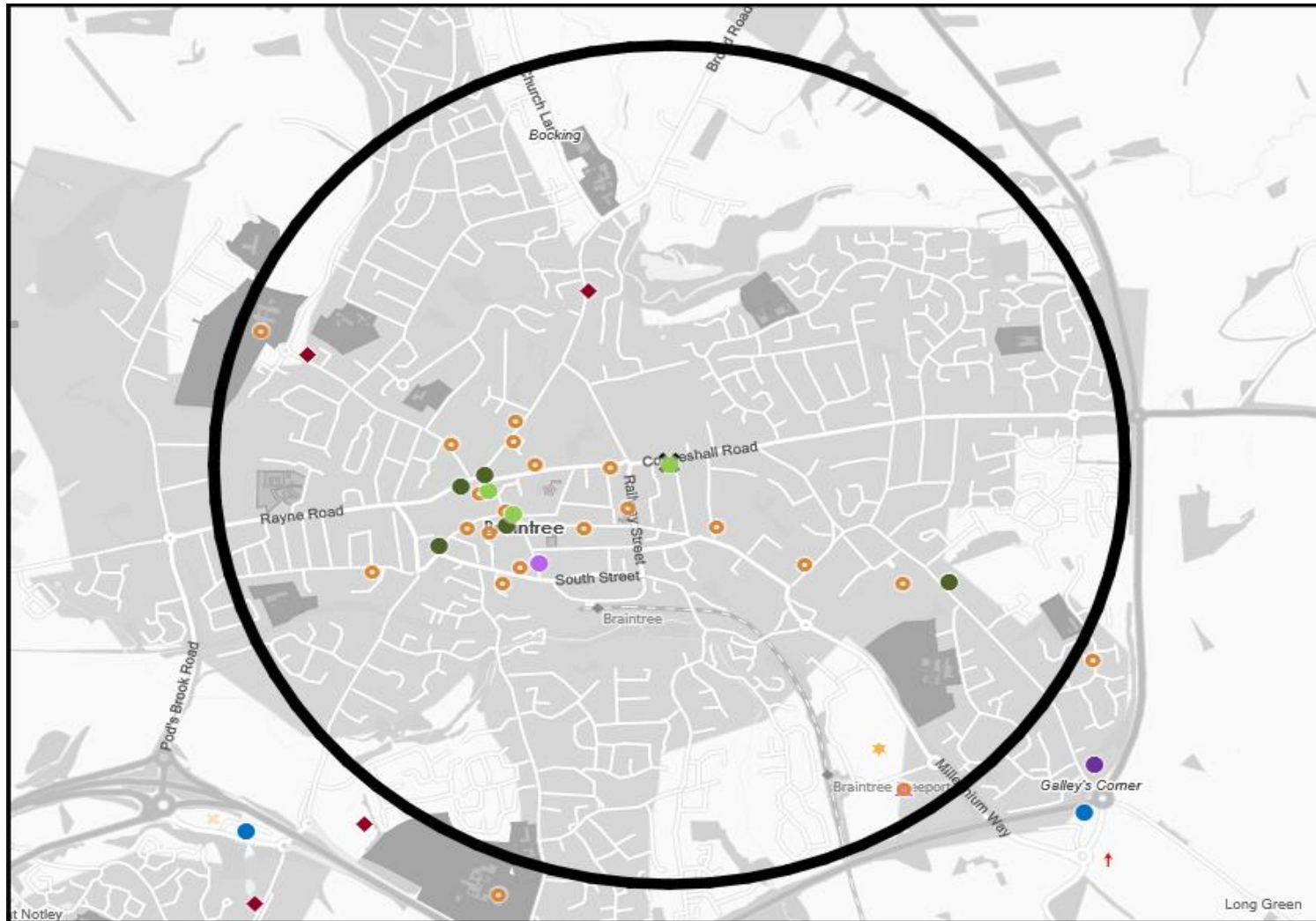
Name	Description	License Type	Owner Name	Postcode
Lounge India	Independent Free	Restaurant	Independent Free	CM 7 3QD
Eagle Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 9ER
O Gradys	Unknown	Pubs & Full On	Unknown	CM 7 5RL
Howard Hall Club	Independent Free	Registered Club	Independent Free	CM 7 9AA
White Hart Hotel	Greene King	Pubs & Full On	Greene King	CM 7 9AB
Angel	Unknown	Pubs & Full On	Unknown	CM 7 9AT
Bull	Greene King	Pubs & Full On	Greene King	CM 7 3HJ
Tomo's Tavern	Independent Free	Pubs & Full On	Independent Free	CM 7 2TH
Nags Head Wine Bar	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 3HG
Manor Plaice	Independent Free	Restaurant	Independent Free	CM 7 3HP
Eastern Aroma	Independent Free	Restaurant	Independent Free	CM 7 3JD
Orange Tree	Greene King	Pubs & Full On	Greene King	CM 7 3PH
Braintree & Crittall Football	Independent Free	Registered Club	Independent Free	CM 7 3DE
Swiss Bell	FB Taverns Ltd	Pubs & Full On	FB Taverns Ltd	CM 7 9UL
Braintree Liberal Club	Independent Free	Registered Club	Independent Free	CM 7 9ES
Chop Bistro	Independent Free	Restaurant	Independent Free	CM 7 1ES
Braintree Bowling Club	Independent Free	Registered Club	Independent Free	CM 7 2PA
Horse & Groom	Greene King	Pubs & Full On	Greene King	CM 7 2QA
Braintree Constitutional Club	Independent Free	Registered Club	Independent Free	CM 7 1TY
Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CM 7 1UL
Boars Head	Greene King	Pubs & Full On	Greene King	CM 7 1JS
Picture Palace	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CM 7 3HA
Braintree Leisure Centre	Independent Free	Proprietary Club	Independent Free	CM 7 1FF
Sportsman Snooker Club	Independent Free	Proprietary Club	Independent Free	CM 7 3QX
Prezzo	Prezzo plc	Restaurant	Prezzo plc	CM77 8YH
Pizza Express	Hony Capital	Restaurant	Hony Capital	CM77 8YH
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	CM77 8YH
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	CM77 8YH
Namco Funscape	Namco Group	Proprietary Club	Namco Group	CM77 8YH
Lounge	Independent Free	Pubs & Full On	Independent Free	CM 7 3HG
Merchant Spice	Independent Free	Restaurant	Independent Free	CM 7 3HA
China Dynasty	Independent Free	Restaurant	Independent Free	CM 7 9DB
Legends	Independent Free	Proprietary Club	Independent Free	CM 7 3GB
Five Guys	Five Guys	Restaurant	Five Guys	CM77 8YJ
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	CM77 8YJ
Pub	Independent Free	Pubs & Full On	Independent Free	CM 7 3JJ
Wildwood	Tasty	Restaurant	Tasty	CM77 8YH
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	CM77 8YH
Braintree Cricket Club	Independent Free	Registered Club	Independent Free	CM 7 9HB
Mosaic	Independent Free	Restaurant	Independent Free	CM 7 1UG
Number 92	Independent Free	Pubs & Full On	Independent Free	CM 7 1JP
Hasturk	Independent Free	Restaurant	Independent Free	CM77 8YJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P03631_Eagle, Braintree, CM7 9ER (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: P03631_Eagle, Braintree, CM7 9ER (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,596	9.7	22.1	44		
 2 Rising Prosperity	1,411	8.6	10.2	84		
 3 Comfortable Communities	5,720	34.7	26.5	131		
 4 Financially Stretched	3,808	23.1	23.7	97		
 5 Urban Adversity	3,831	23.2	17.2	135		
 6 Not Private Households	114	0.7	0.3	201		
Total households		16,480				

 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

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 Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03631_Eagle, Braintree, CM7 9ER (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	1,410	8.6	11.3	76			
1.C Mature Money	186	1.1	9.6	12			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,411	8.6	6.4	134			
3. Comfortable Communities							
3.F Countryside Communities	33	0.2	5.7	3			
3.G Successful Suburbs	1,202	7.3	6.0	123			
3.H Steady Neighbourhoods	2,805	17.0	7.4	230			
3.I Comfortable Seniors	293	1.8	2.9	62			
3.J Starting Out	1,387	8.4	4.6	185			
4. Financially Stretched							
4.K Student Life	3	0.0	2.5	1			
4.L Modest Means	1,246	7.6	8.0	95			
4.M Striving Families	1,305	7.9	7.4	106			
4.N Poorer Pensioners	1,254	7.6	5.8	132			
5. Urban Adversity							
5.O Young Hardship	2,197	13.3	6.3	213			
5.P Struggling Estates	661	4.0	5.7	70			
5.Q Difficult Circumstances	973	5.9	5.2	113			
6. Not Private Households							
6.R Not Private Households	114	0.7	0.3	201			
Total households	16,480						

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 25-44	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Semi-detached or terraced

FINANCIAL PROFILE

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

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

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

Moderate internet use	Below average social media use – apart from TikTok	Use of Direct.Gov website
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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?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03631_Eagle, Braintree, CM7 9ER (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

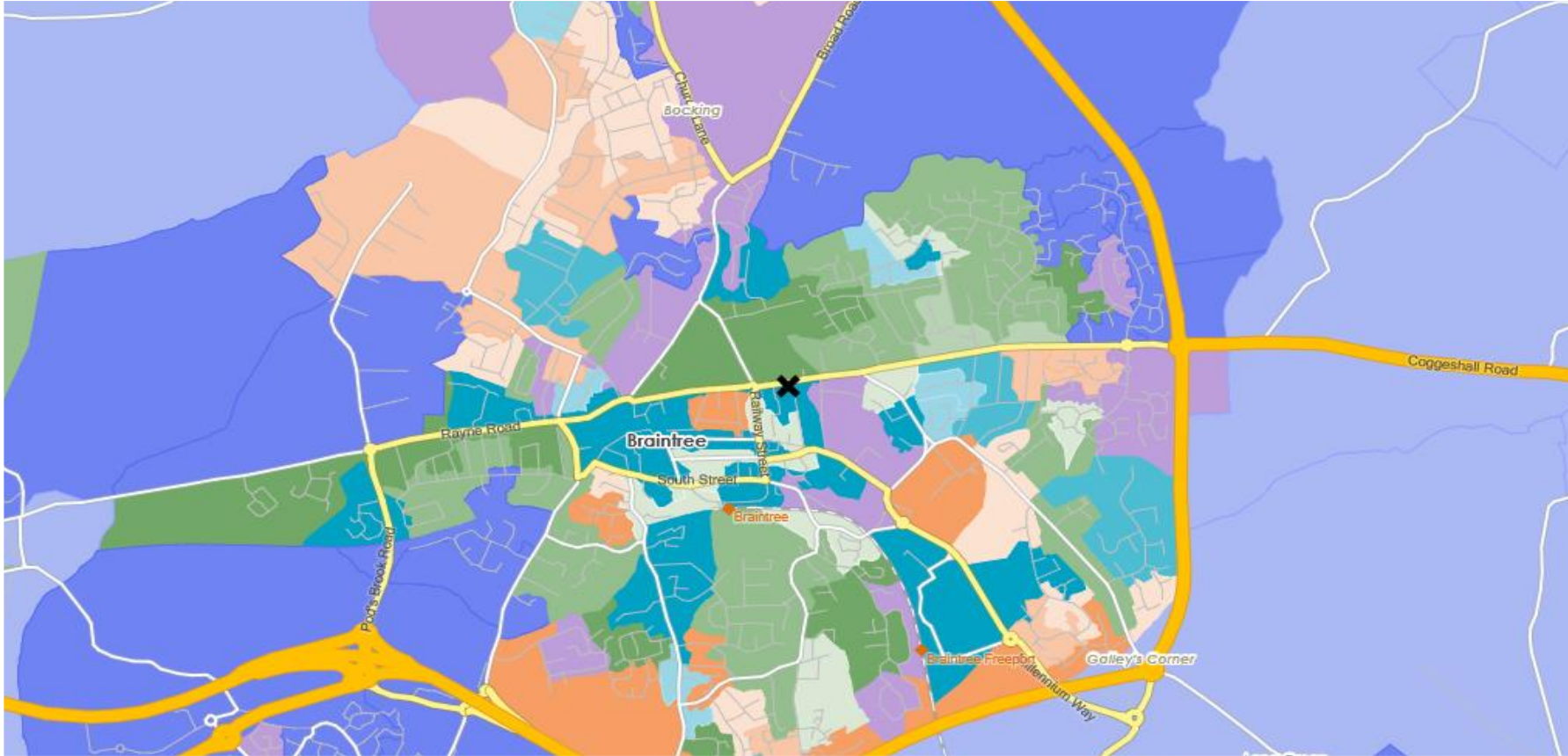
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	338	2.1	2.6	78			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	705	4.3	2.2	192			
1.B.7 Affluent professionals	1	0.0	0.9	1			
1.B.8 Prosperous suburban families	83	0.5	1.5	33			
1.B.9 Well-off edge of towners	283	1.7	1.6	107			
1.C Mature Money							
1.C.10 Better-off villagers	6	0.0	3.1	1			
1.C.11 Settled suburbia, older people	85	0.5	2.8	18			
1.C.12 Retired and empty nesters	76	0.5	2.5	19			
1.C.13 Upmarket downsizers	19	0.1	1.3	9			
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	918	5.6	2.0	282			
2.E.19 First time buyers in small, modern homes	493	3.0	3.4	88			
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	33	0.2	3.2	6			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	939	5.7	2.7	211			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	263	1.6	2.4	66			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	994	6.0	3.5	174			
3.H.28 Owner occupied terraces, average income	246	1.5	1.6	93			
3.H.29 Established suburbs, older families	1,565	9.5	2.3	406			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	174	1.1	2.4	45			
3.I.31 Elderly singles in purpose-built accommodation	119	0.7	0.5	149			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	416	2.5	2.2	117			
3.J.33 Smaller houses and starter homes	971	5.9	2.4	246			
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	3	0.0	1.9	1			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	294	1.8	1.4	124			
4.L.38 Semi-skilled workers in traditional neighbourhoods	675	4.1	2.6	156			
4.L.39 Fading owner occupied terraces	277	1.7	2.9	58			
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	169	1.0	1.6	64			
4.M.42 Struggling younger families in post-war terraces	547	3.3	1.6	202			
4.M.43 Families in right-to-buy estates	539	3.3	2.0	160			
4.M.44 Post-war estates, limited means	50	0.3	2.2	14			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	62	0.4	0.8	48			
4.N.46 Elderly people in social rented flats	97	0.6	1.0	57			
4.N.47 Low income older people in smaller semis	824	5.0	2.2	224			
4.N.48 Pensioners and singles in social rented flats	271	1.6	1.7	96			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,283	7.8	2.2	356			
5.O.50 Struggling younger people in mixed tenure	809	4.9	1.8	273			
5.O.51 Young people in small, low cost terraces	105	0.6	2.3	28			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	294	1.8	1.6	114			
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	367	2.2	1.6	139			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	397	2.4	1.5	160			
5.Q.58 Singles and young families, some receiving benefits	100	0.6	1.8	34			
5.Q.59 Deprived areas and high-rise flats	476	2.9	2.0	147			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	13	0.1	0.1	133			
6.R.61 Inactive communal population	101	0.6	0.3	215			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	16,480						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03631_Eagle, Braintree, CM7 9ER (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

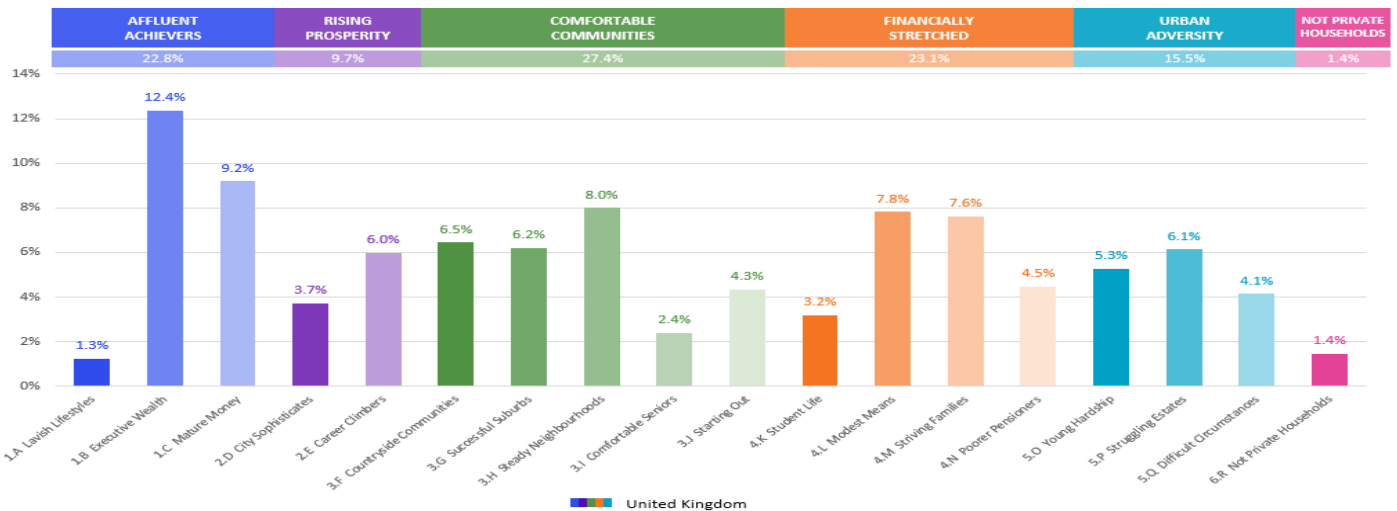
House tenure
Owned outright

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%

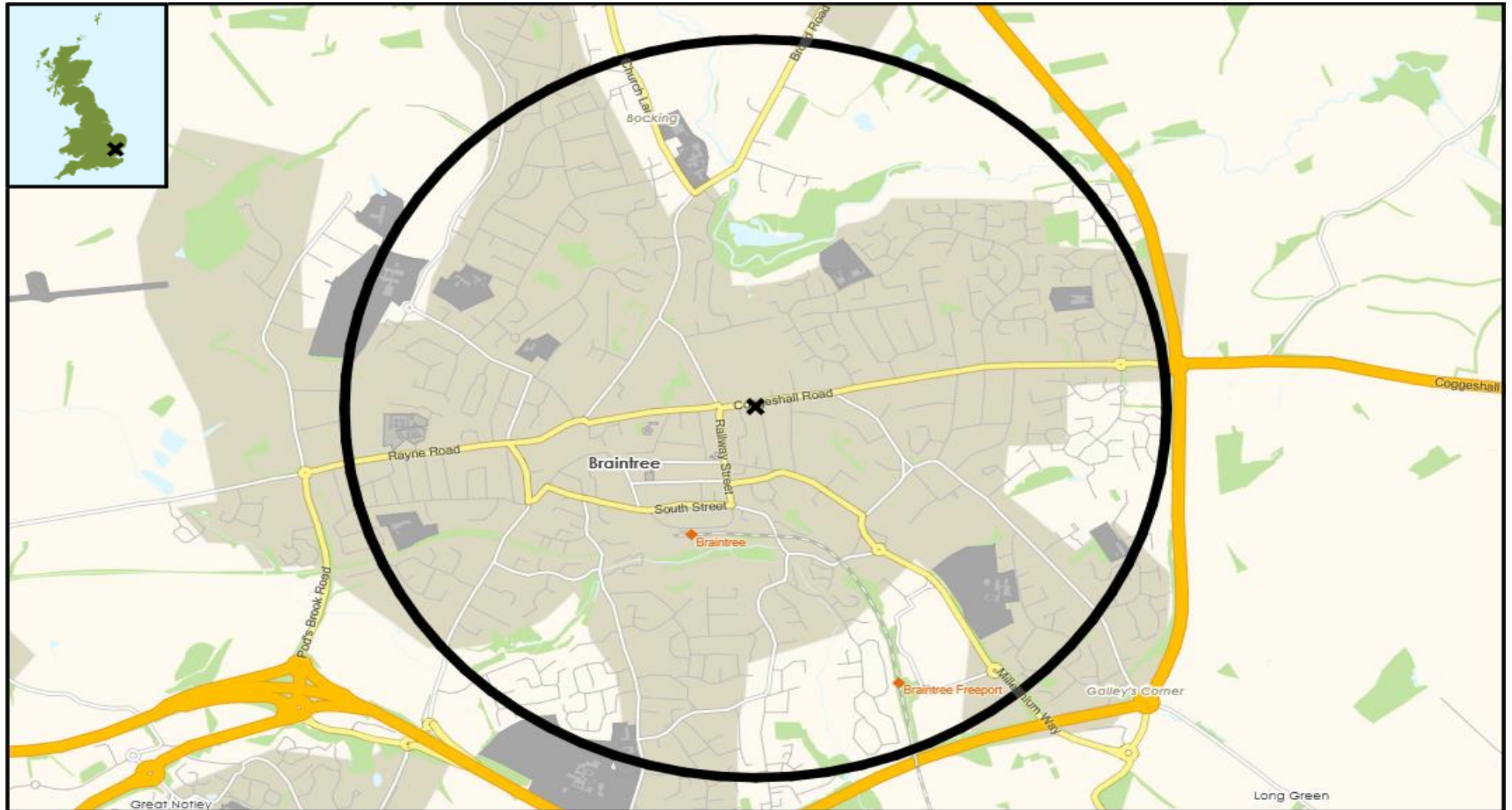


MAP OF AREA

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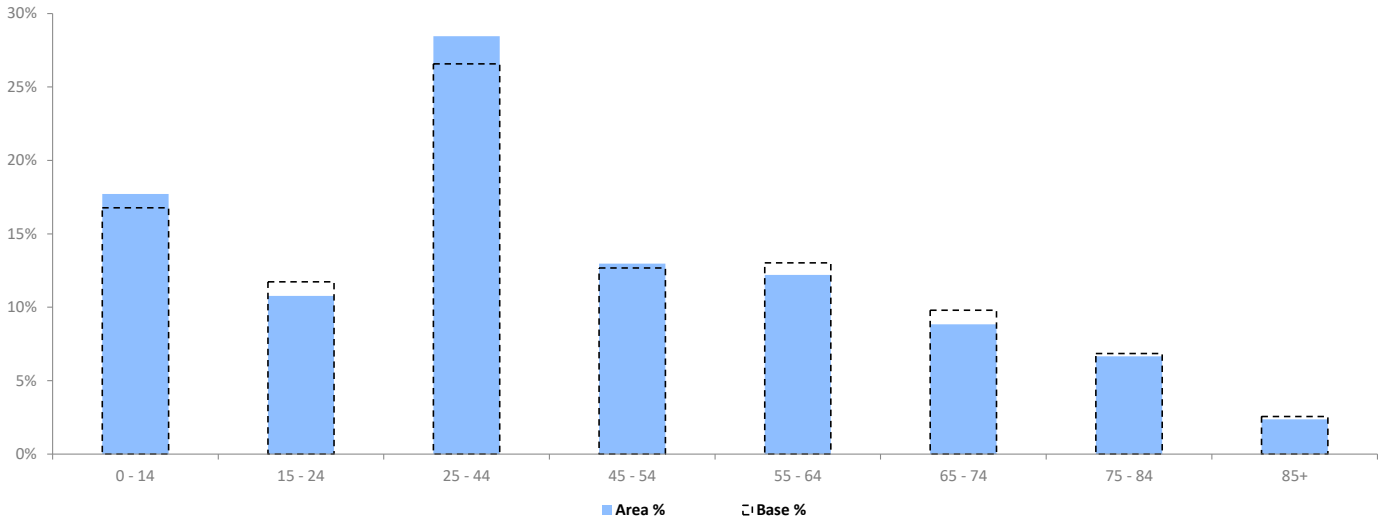


POPULATION PROJECTIONS

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Area: P03631_Eagle, Braintree, CM7 9ER (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,727	17.7	16.8	106			
15 - 24	4,093	10.8	11.7	92			
25 - 44	10,805	28.5	26.6	107			
45 - 54	4,923	13.0	12.7	102			
55 - 64	4,635	12.2	13.0	94			
65 - 74	3,357	8.8	9.8	90			
75 - 84	2,526	6.7	6.9	97			
85+	902	2.4	2.6	93			
Total population	37,968						



EXPENDITURE

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Area: P03631_Eagle, Braintree, CM7 9ER (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	£1,044,254	£65.17	£66.95	97			
2. Alcoholic beverages, tobacco and narcotics	£450,606	£28.12	£28.12	100			
3. Clothing & Footwear	£344,400	£21.49	£22.40	96			
4. Housing, water, electricity, gas and other fuels	£1,443,801	£90.11	£107.19	84			
5. Furnishings, equipment and routine maintenance	£553,631	£34.55	£36.85	94			
6. Health	£222,907	£13.91	£13.48	103			
7. Transport	£2,183,634	£136.28	£134.74	101			
8. Communication	£240,860	£15.03	£15.74	95			
9. Recreation & Culture	£913,010	£56.98	£64.16	89			
10. Education	£250,202	£15.62	£22.26	70			
11. Restaurants & Hotels	£993,161	£61.98	£67.11	92			
12. Miscellaneous goods and services	£1,773,268	£110.67	£109.86	101			
Total Expenditure	£10,413,735	£649.92	£688.85	94			

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.