

CGA LICENCED PREMISES

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Area: P03324_Unicorn, Oswestry, SY11 2DQ (5 Mil)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	51	125.9	81.7	154			
Proprietary Club	2	4.9	7.3	68			
Registered Club	11	27.1	28.2	96			
Restaurant	11	27.1	32.1	85			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Bridge Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL14 5BU
Poachers Pocket	Marston's	Pubs & Full On	Marston's	LL14 5DG
Chirk Tavern	Independent Free	Pubs & Full On	Independent Free	LL14 5ET
Hand Hotel	Independent Free	Pubs & Full On	Independent Free	LL14 5EY
Bell	Unknown	Pubs & Full On	Unknown	SY11 2SZ
Ifton Miners Welfare Institute	Independent Free	Registered Club	Independent Free	SY11 3AY
Cross Keys Inn	Independent Free	Pubs & Full On	Independent Free	SY10 7DH
Last Inn	Independent Free	Pubs & Full On	Independent Free	SY10 7EU
Penyduffryn Country Hotel	Independent Free	Pubs & Full On	Independent Free	SY10 7JD
Lodge Inn	Independent Free	Pubs & Full On	Independent Free	SY10 7RG
Butchers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY10 7LH
Original Ball Inn	Independent Free	Pubs & Full On	Independent Free	SY10 8HB
Navigation Inn	Independent Free	Pubs & Full On	Independent Free	SY10 8JB
White Lion Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY10 8LJ
Barley Mow Inn	Independent Free	Pubs & Full On	Independent Free	SY10 9DX
Sweeney Hall Hotel	Independent Free	Pubs & Full On	Independent Free	SY10 9EU
Royal Oak	Independent Free	Pubs & Full On	Independent Free	SY10 9HE
Miners Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY10 9NY
Plough	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1QE
Ye Olde White Lion	Punch Pub Company	Pubs & Full On	Punch Pub Company	SY11 1BH
Railway Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1HL
Oswestry Golf Club	Independent Free	Registered Club	Independent Free	SY11 4JJ
Boars Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY11 1AF
Oswestry Conservative Club	Independent Free	Registered Club	Independent Free	SY11 2PA
Sebastians	Independent Free	Restaurant	Independent Free	SY11 1AQ
Butchers Arms	Amber Taverns	Pubs & Full On	Amber Taverns	SY11 1JL
Three Pigeons	Independent Free	Pubs & Full On	Independent Free	SY11 1NF
George Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY11 1PZ
Oswestry Combined Ex-Servicemens Clu	Independent Free	Registered Club	Independent Free	SY11 1PX
Castle Tavern	Unknown	Pubs & Full On	Unknown	SY11 1PZ
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY11 1PZ
Simla Tandoori Oswestry	Independent Free	Restaurant	Independent Free	SY11 1QG
Oswestry Cricket Club	Independent Free	Registered Club	Independent Free	SY11 2AY
Unicorn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY11 2DQ
Cinnamon	Independent Free	Restaurant	Independent Free	SY11 2NN
Black Lion	Independent Free	Pubs & Full On	Independent Free	SY11 2RJ
Highwayman Inn	Marston's	Pubs & Full On	Marston's	SY11 2RT
Oak	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Olde Vaults	Unknown	Pubs & Full On	Unknown	SY11 2SP
Fox Inn	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Wynnstay Hotel	Coaching Inn Group Ltd	Pubs & Full On	RedCat Pub Company	SY11 2SZ
Cross Keys	Unknown	Pubs & Full On	Unknown	SY11 3AR
Lion Quay Waterside Resort	Independent Free	Pubs & Full On	Independent Free	SY11 3EN
Cross Foxes Inn	Marston's	Pubs & Full On	Marston's	SY11 3JR
Gobowen Working Mens Club	Independent Free	Registered Club	Independent Free	SY11 3JL
Oswestry Rugby Club	Independent Free	Registered Club	Independent Free	SY11 4AB
Ye Olde Boot Inn	Robinsons	Pubs & Full On	Robinsons	SY11 4DE
White Lion	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY11 4DF
Queens Head Hotel	Unknown	Pubs & Full On	Unknown	SY11 4EB
Punch Bowl	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	SY11 4EH
Narrow Boat	Independent Free	Pubs & Full On	Independent Free	SY11 4NU
OK Diner	OK Diners	Restaurant	OK Diners	SY11 4QA
Kings Head Inn	Independent Free	Pubs & Full On	Independent Free	SY11 2SP

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Pubs & Full On	51	125.9	81.7	154			
Proprietary Club	2	4.9	7.3	68			
Registered Club	11	27.1	28.2	96			
Restaurant	11	27.1	32.1	85			
Residential	0	0.0	2.7	0			

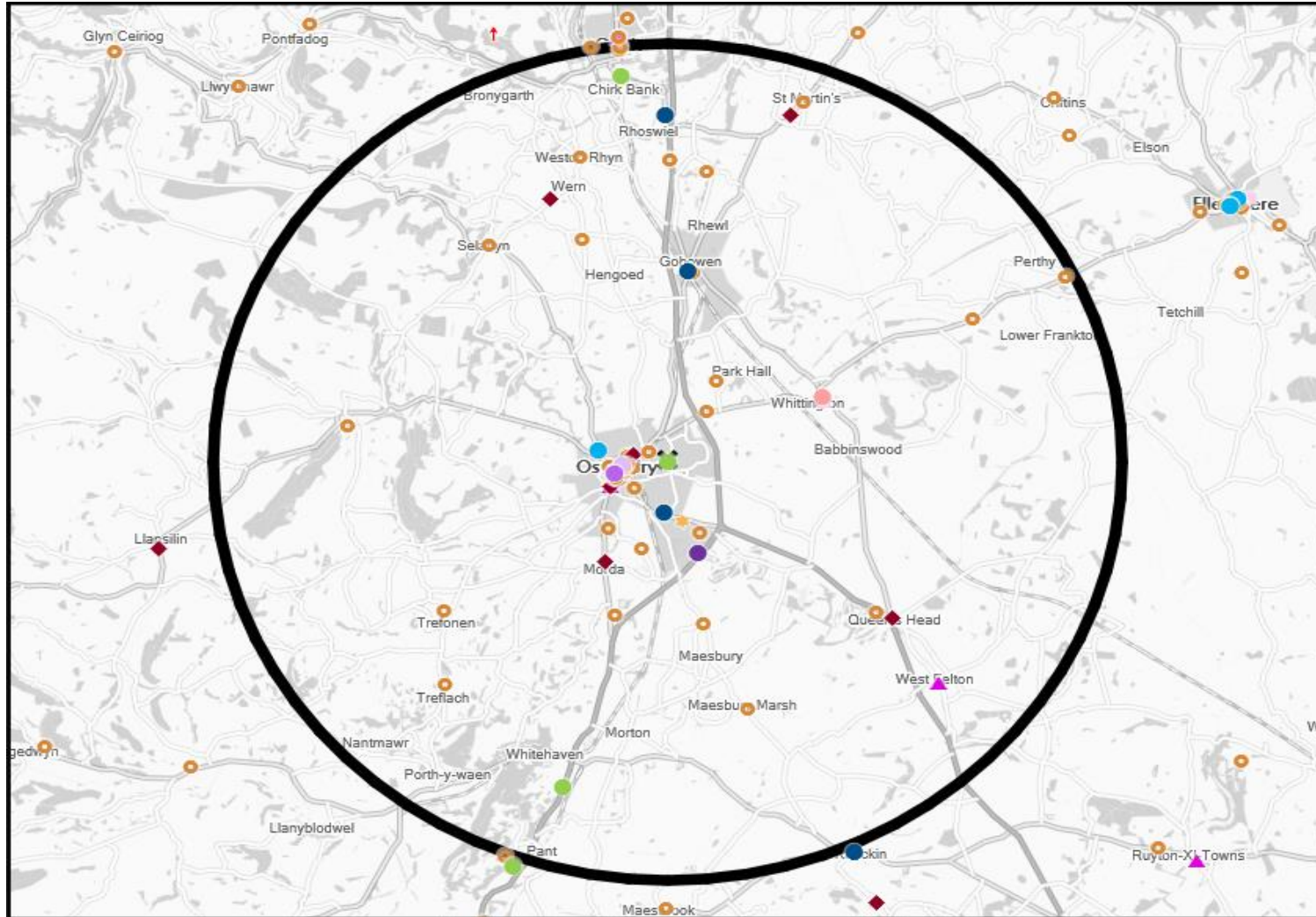
Name	Description	License Type	Owner Name	Postcode
Gibsons	Independent Free	Proprietary Club	Independent Free	SY11 1PY
Griffin Inn	Independent Free	Pubs & Full On	Independent Free	SY11 1QA
Mile End Golf Course	Independent Free	Registered Club	Independent Free	SY11 4JE
Knock & Snitch	Independent Free	Pubs & Full On	Independent Free	SY11 2NG
Wilfred Owen	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SY11 1AF
Moreton Park Garden Centre	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	LL14 5DG
Oswald Cross	Whitbread	Pubs & Full On	Whitbread	SY10 8NN
Henlle Park Golf Club	Independent Free	Registered Club	Independent Free	SY10 7AX
Prezzo	Prezzo plc	Restaurant	Prezzo plc	SY11 2SP
Venue	Independent Free	Pubs & Full On	Independent Free	SY11 4AS
Brow Golf Club	Independent Free	Registered Club	Independent Free	SY12 9HW
Weston Pools Village	Independent Free	Proprietary Club	Independent Free	SY10 9ER
Red Rose	Independent Free	Restaurant	Independent Free	SY11 1AQ
Townhouse	Independent Free	Restaurant	Independent Free	SY11 1AQ
Lepones	Independent Free	Restaurant	Independent Free	SY11 1RE
Carriages	Independent Free	Pubs & Full On	Independent Free	SY11 1HS
Cemist	Independent Free	Pubs & Full On	Independent Free	SY11 2SU
Bastion Alehouse	Independent Free	Pubs & Full On	Independent Free	SY11 2NL
Fired Kitchen	Independent Free	Restaurant	Independent Free	SY11 1QE
Twisted Taste	Independent Free	Pubs & Full On	Independent Free	SY11 2NL
Ex Servicemens Club	Independent Free	Registered Club	Independent Free	SY11 1PX
Mumbai Maska	Independent Free	Restaurant	Independent Free	SY11 3EN

MAP OF AREA

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Source: OS Open Data 2018

Area: P03324_Unicorn, Oswestry, SY11 2DQ (5 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: P03324_Unicorn, Oswestry, SY11 2DQ (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,402	18.9	22.1	86		
 2 Rising Prosperity	186	1.0	10.2	10		
 3 Comfortable Communities	8,909	49.6	26.5	187		
 4 Financially Stretched	3,664	20.4	23.7	86		
 5 Urban Adversity	1,692	9.4	17.2	55		
 6 Not Private Households	109	0.6	0.3	176		
 Graph						
Total households	17,962					

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: P03324_Unicorn, Oswestry, SY11 2DQ (5 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	1,845	10.3	11.3	91			
1.C Mature Money	1,557	8.7	9.6	90			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	186	1.0	6.4	16			
3. Comfortable Communities							
3.F Countryside Communities	4,885	27.2	5.7	474			
3.G Successful Suburbs	1,331	7.4	6.0	124			
3.H Steady Neighbourhoods	1,078	6.0	7.4	81			
3.I Comfortable Seniors	890	5.0	2.9	173			
3.J Starting Out	725	4.0	4.6	89			
4. Financially Stretched							
4.K Student Life	1	0.0	2.5	0			
4.L Modest Means	2,010	11.2	8.0	140			
4.M Striving Families	643	3.6	7.4	48			
4.N Poorer Pensioners	1,010	5.6	5.8	98			
5. Urban Adversity							
5.O Young Hardship	1,472	8.2	6.3	131			
5.P Struggling Estates	87	0.5	5.7	8			
5.Q Difficult Circumstances	133	0.7	5.2	14			
6. Not Private Households							
6.R Not Private Households	109	0.6	0.3	176			
Total households	17,962						

Acorn Group Pen Portrait

4 K Student Life 1.6M UK Adults 3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

CORE DEMOGRAPHICS

- Age range: **18-24**
- Children at home: **0**
- House tenure: **Privately renting**
- Family structure: **Single**
- Number of beds: **4+**
- House type: **Flat or maisonette**

BRANDS

- SHOPPING:
- LEISURE:
- WEBSITES:

DIGITAL ATTITUDES

- I worry about online security: **58%** (UK average: 28%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **44%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£33k** (Average: £40k), London **£36k** (Average: £46k)
- % Disposable income: UK **26%** (Average: 43%), London **16%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Love to buy new gadgets and appliances**
- Research beauty online**
- Social media: Snapchat, YouTube and TikTok**



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

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Area: P03324_Unicorn, Oswestry, SY11 2DQ (5 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	750	4.2	2.6	158			
1.B.5 Wealthy countryside commuters	609	3.4	2.5	137			
1.B.6 Financially comfortable families	337	1.9	2.2	84			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	9	0.1	1.5	3			
1.B.9 Well-off edge of towners	140	0.8	1.6	48			
1.C Mature Money							
1.C.10 Better-off villagers	359	2.0	3.1	65			
1.C.11 Settled suburbia, older people	104	0.6	2.8	21			
1.C.12 Retired and empty nesters	1,054	5.9	2.5	238			
1.C.13 Upmarket downsizers	40	0.2	1.3	17			
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	159	0.9	2.0	45			
2.E.19 First time buyers in small, modern homes	27	0.2	3.4	4			
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	995	5.5	1.5	365			
3.F.22 Older couples and families in rural areas	1,405	7.8	1.0	778			
3.F.23 Owner occupiers in small towns and villages	2,485	13.8	3.2	431			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	906	5.0	2.7	187			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	425	2.4	2.4	98			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	689	3.8	3.5	111			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	389	2.2	2.3	93			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	747	4.2	2.4	175			
3.I.31 Elderly singles in purpose-built accommodation	143	0.8	0.5	164			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	82	0.5	2.2	21			
3.J.33 Smaller houses and starter homes	643	3.6	2.4	149			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	1	0.0	0.3	2			
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	164	0.9	1.4	63			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,218	6.8	2.6	258			
4.L.39 Fading owner occupied terraces	628	3.5	2.9	120			
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	236	1.3	1.6	82			
4.M.42 Struggling young families in post-war terraces	38	0.2	1.6	13			
4.M.43 Families in right-to-buy estates	215	1.2	2.0	59			
4.M.44 Post-war estates, limited means	154	0.9	2.2	39			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	127	0.7	0.8	90			
4.N.46 Elderly people in social rented flats	113	0.6	1.0	61			
4.N.47 Low income older people in smaller semis	307	1.7	2.2	76			
4.N.48 Pensioners and singles in social rented flats	463	2.6	1.7	151			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	458	2.5	2.2	117			
5.O.50 Struggling younger people in mixed tenure	539	3.0	1.8	167			
5.O.51 Young people in small, low cost terraces	475	2.6	2.3	117			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	35	0.2	1.6	12			
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	52	0.3	1.6	18			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	0.3	1.5	23			
5.Q.58 Singles and young families, some receiving benefits	54	0.3	1.8	17			
5.Q.59 Deprived areas and high-rise flats	18	0.1	2.0	5			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	41	0.2	0.1	384			
6.R.61 Inactive communal population	68	0.4	0.3	133			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	17,962						

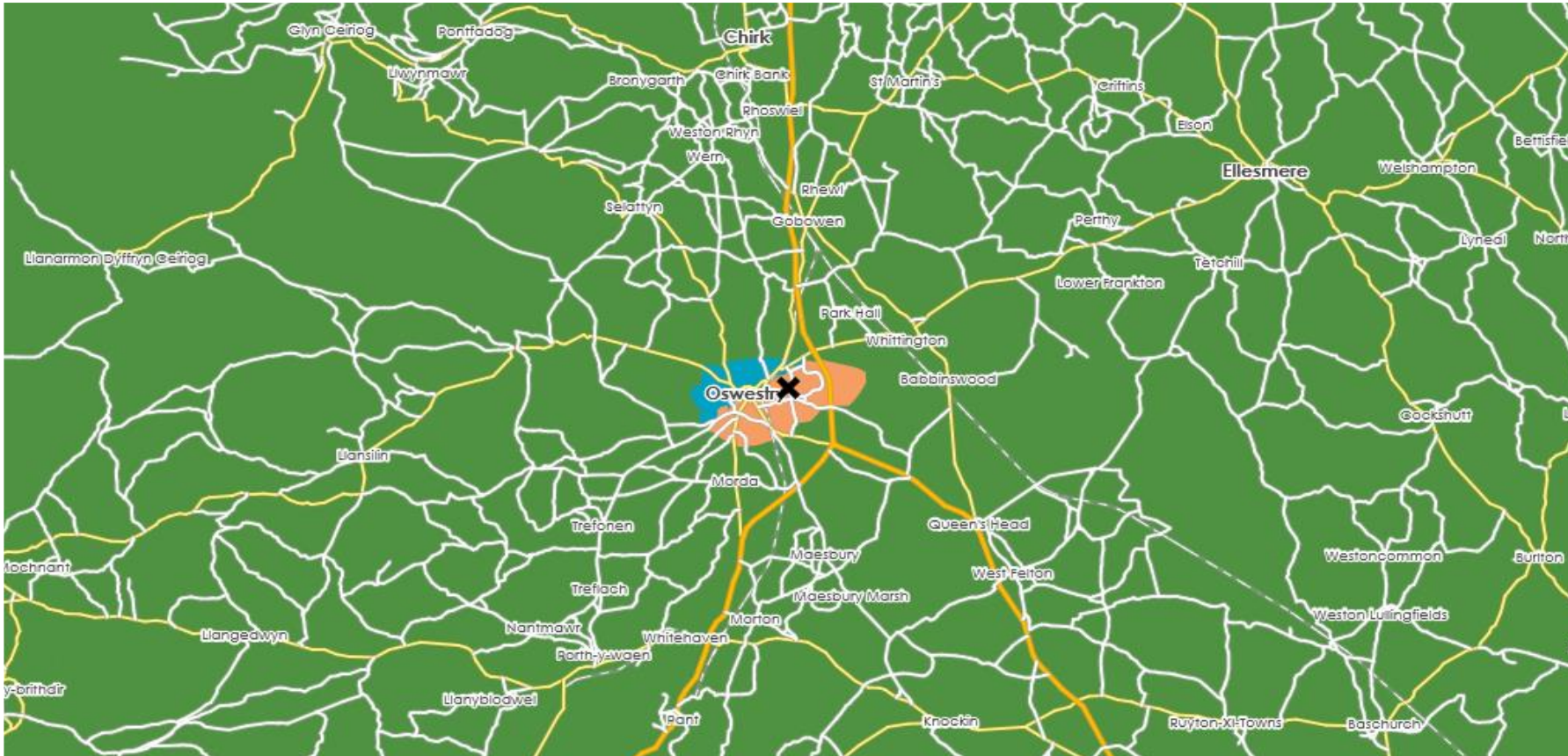
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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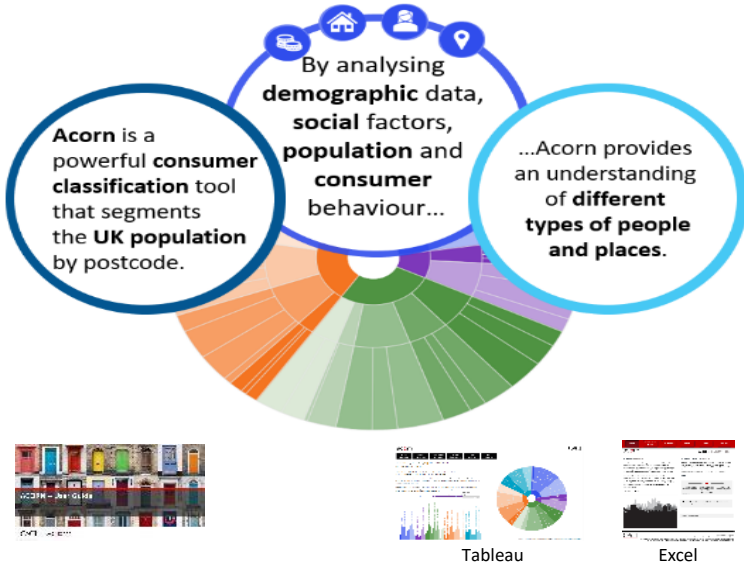


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

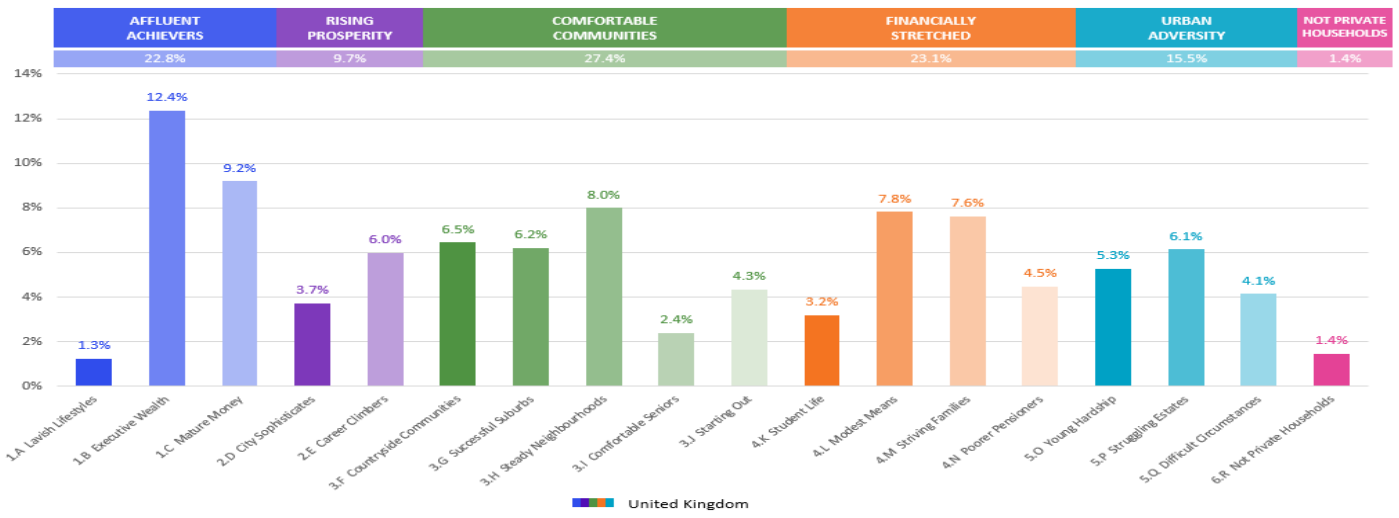
House tenure: **Owned outright**

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%

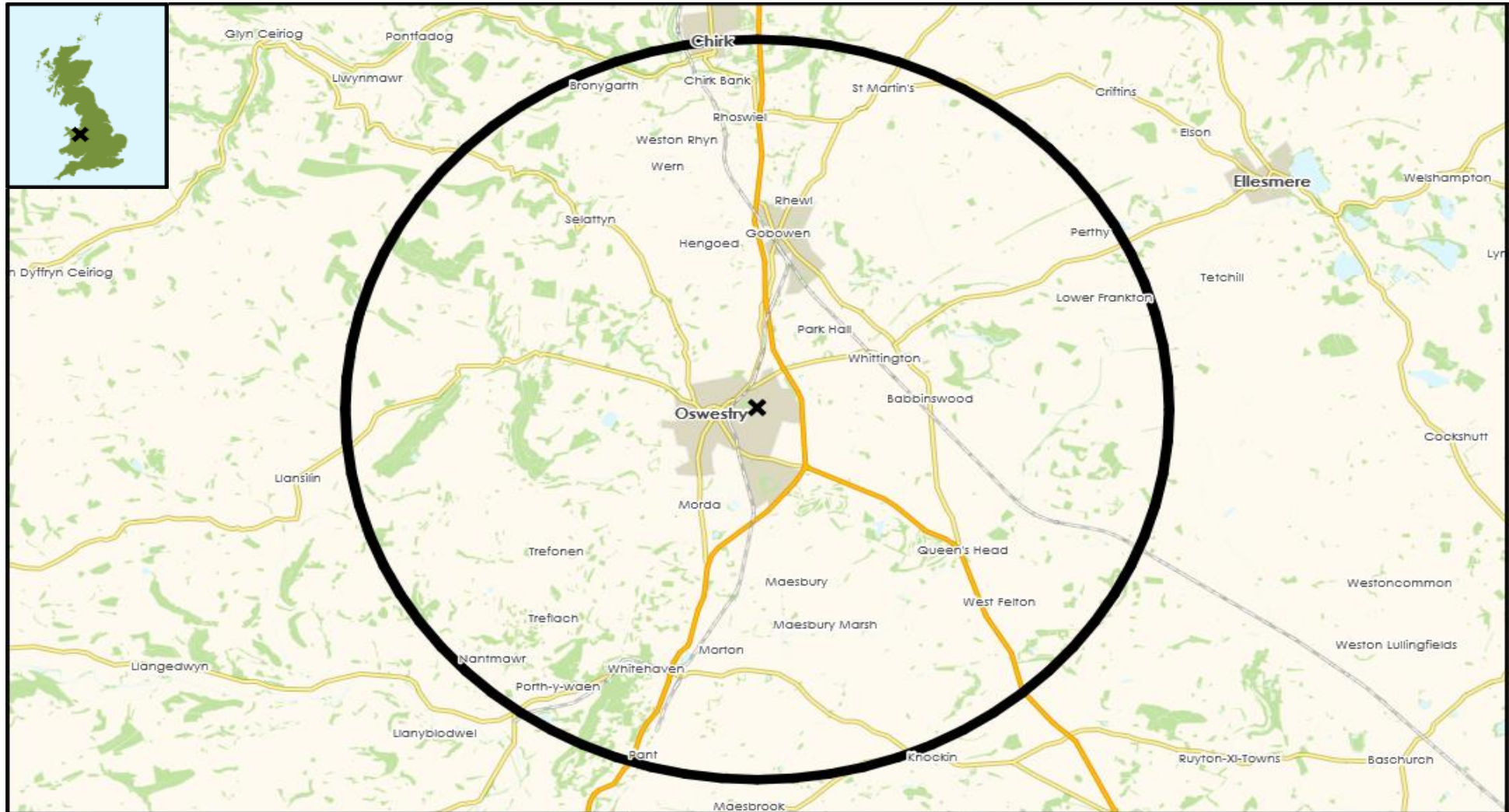


MAP OF AREA

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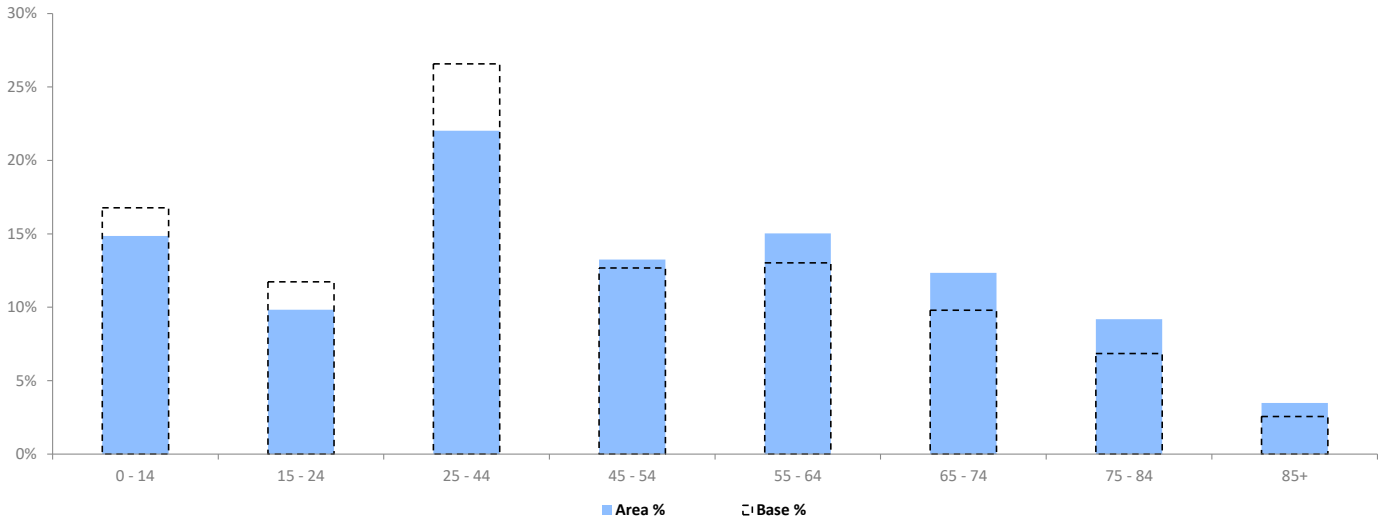


POPULATION PROJECTIONS

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Area: P03324_Unicorn, Oswestry, SY11 2DQ (5 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,023	14.9	16.8	89			
15 - 24	3,984	9.8	11.7	84			
25 - 44	8,924	22.0	26.6	83			
45 - 54	5,367	13.2	12.7	105			
55 - 64	6,091	15.0	13.0	115			
65 - 74	5,004	12.3	9.8	126			
75 - 84	3,720	9.2	6.9	134			
85+	1,410	3.5	2.6	136			
Total population	40,523						



EXPENDITURE

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Area: P03324_Unicorn, Oswestry, SY11 2DQ (5 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
COICOP Categories							
1. Food & non-alcoholic beverages	£1,209,883	£67.38	£66.95	101			
2. Alcoholic beverages, tobacco and narcotics	£505,828	£28.17	£28.12	100			
3. Clothing & Footwear	£387,971	£21.61	£22.40	96			
4. Housing, water, electricity, gas and other fuels	£1,897,148	£105.66	£107.19	99			
5. Furnishings, equipment and routine maintenance	£674,724	£37.58	£36.85	102			
6. Health	£266,654	£14.85	£13.48	110			
7. Transport	£2,304,287	£128.34	£134.74	95			
8. Communication	£265,595	£14.79	£15.74	94			
9. Recreation & Culture	£1,305,707	£72.72	£64.16	113			
10. Education	£124,867	£6.95	£22.26	31			
11. Restaurants & Hotels	£1,087,376	£60.56	£67.11	90			
12. Miscellaneous goods and services	£1,830,981	£101.98	£109.86	93			
Total Expenditure	£11,861,021	£660.60	£688.85	96			



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.