

CGA LICENCED PREMISES

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Area: P04718_Malt Shovel, Telford, TF1 6QG (1 M)
 Base: Great Britain
 Year: 2023

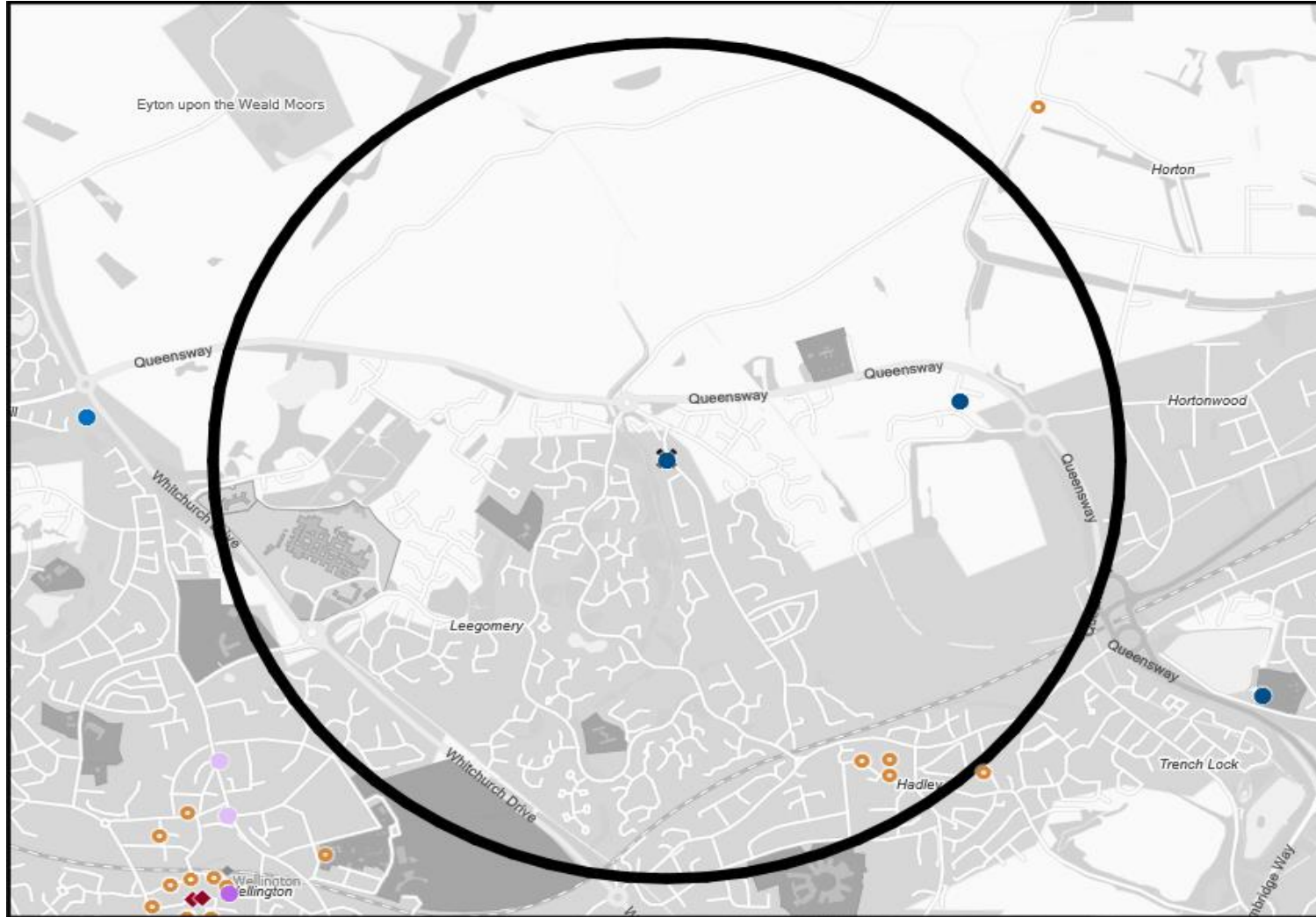
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	4	31.4	81.7	38			
Proprietary Club	1	7.8	7.3	108			
Registered Club	2	15.7	28.2	56			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Malt Shovel	Marston's	Pubs & Full On	Marston's	TF 1 6QG
Hop & Vine	Independent Free	Pubs & Full On	Independent Free	TF 1 5NG
Hadley United Services & Village Club	Independent Free	Registered Club	Independent Free	TF 1 5PB
Telford Cultural & Leisure Centre	Independent Free	Proprietary Club	Independent Free	TF 1 5NG
Hadley Park Hotel	Classic Lodges	Pubs & Full On	Classic Lodges	TF 1 6QJ
Castle Farm Community Centre	Independent Free	Registered Club	Independent Free	TF 1 5NL
Fallow Field	Marston's	Pubs & Full On	Marston's	TF 1 6QJ

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04718_Malt Shovel, Telford, TF1 6QG (1 Mile contour)




















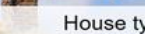

KEY

- 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: P04718_Malt Shovel, Telford, TF1 6QG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,246	25.6	22.1	116		
 2 Rising Prosperity	122	2.5	10.2	25		
 3 Comfortable Communities	1,123	23.0	26.5	87		
 4 Financially Stretched	1,250	25.7	23.7	108		
 5 Urban Adversity	1,127	23.1	17.2	135		
 6 Not Private Households	5	0.1	0.3	30		
 Graph						
Total households	4,873					

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: P04718_Malt Shovel, Telford, TF1 6QG (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	1,243	25.5	11.3	225			
1.C Mature Money	3	0.1	9.6	1			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	122	2.5	6.4	39			
3. Comfortable Communities							
3.F Countryside Communities	17	0.3	5.7	6			
3.G Successful Suburbs	513	10.5	6.0	177			
3.H Steady Neighbourhoods	253	5.2	7.4	70			
3.I Comfortable Seniors	128	2.6	2.9	92			
3.J Starting Out	212	4.4	4.6	96			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	277	5.7	8.0	71			
4.M Striving Families	800	16.4	7.4	220			
4.N Poorer Pensioners	173	3.6	5.8	62			
5. Urban Adversity							
5.O Young Hardship	264	5.4	6.3	87			
5.P Struggling Estates	500	10.3	5.7	180			
5.Q Difficult Circumstances	363	7.4	5.2	142			
6. Not Private Households							
6.R Not Private Households	5	0.1	0.3	30			
Total households	4,873						

Acorn Group Pen Portrait

5
Q
Difficult Circumstances

2.3M
UK Adults

4.3%
of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security

56%

UK average: 58%

Shopping online makes my life easier

59%

UK average: 62%

I love the ease of using chat bots to get answers

29%

UK average: 28%

TOP BEHAVIOURS

Around 1 in 5 won't have used the internet recently

Below average social media use – apart from TikTok and Snapchat

Watching TV / videos on YouTube



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

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Area: P04718_Malt Shovel, Telford, TF1 6QG (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	127	2.6	2.6	99			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	831	17.1	2.2	767			
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	285	5.8	1.6	363			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	3	0.1	2.5	2			
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	121	2.5	2.0	126			
2.E.19 First time buyers in small, modern homes	1	0.0	3.4	1			
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	15	0.3	1.0	31			
3.F.23 Owner occupiers in small towns and villages	2	0.0	3.2	1			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	508	10.4	2.7	387			
3.G.25 Larger family homes, multi-ethnic areas	1	0.0	0.8	2			
3.G.26 Semi-professional families, owner occupied neighbourhoods	4	0.1	2.4	3			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	203	4.2	3.5	120			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	50	1.0	2.3	44			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	128	2.6	2.4	111			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	212	4.4	2.4	181			
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	95	1.9	1.4	135			
4.L.38 Semi-skilled workers in traditional neighbourhoods	124	2.5	2.6	97			
4.L.39 Fading owner occupied terraces	20	0.4	2.9	14			
4.L.40 High occupancy terraces, culturally diverse family areas	38	0.8	1.0	78			
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	276	5.7	1.6	345			
4.M.43 Families in right-to-buy estates	403	8.3	2.0	406			
4.M.44 Post-war estates, limited means	121	2.5	2.2	114			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	117	2.4	0.8	305			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	50	1.0	2.2	46			
4.N.48 Pensioners and singles in social rented flats	6	0.1	1.7	7			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	66	1.4	2.2	62			
5.O.50 Struggling younger people in mixed tenure	164	3.4	1.8	187			
5.O.51 Young people in small, low cost terraces	34	0.7	2.3	31			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	433	8.9	1.6	569			
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	67	1.4	1.6	86			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	44	0.9	1.5	60			
5.Q.58 Singles and young families, some receiving benefits	301	6.2	1.8	351			
5.Q.59 Deprived areas and high-rise flats	18	0.4	2.0	19			
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	5	0.1	0.3	36			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,873						

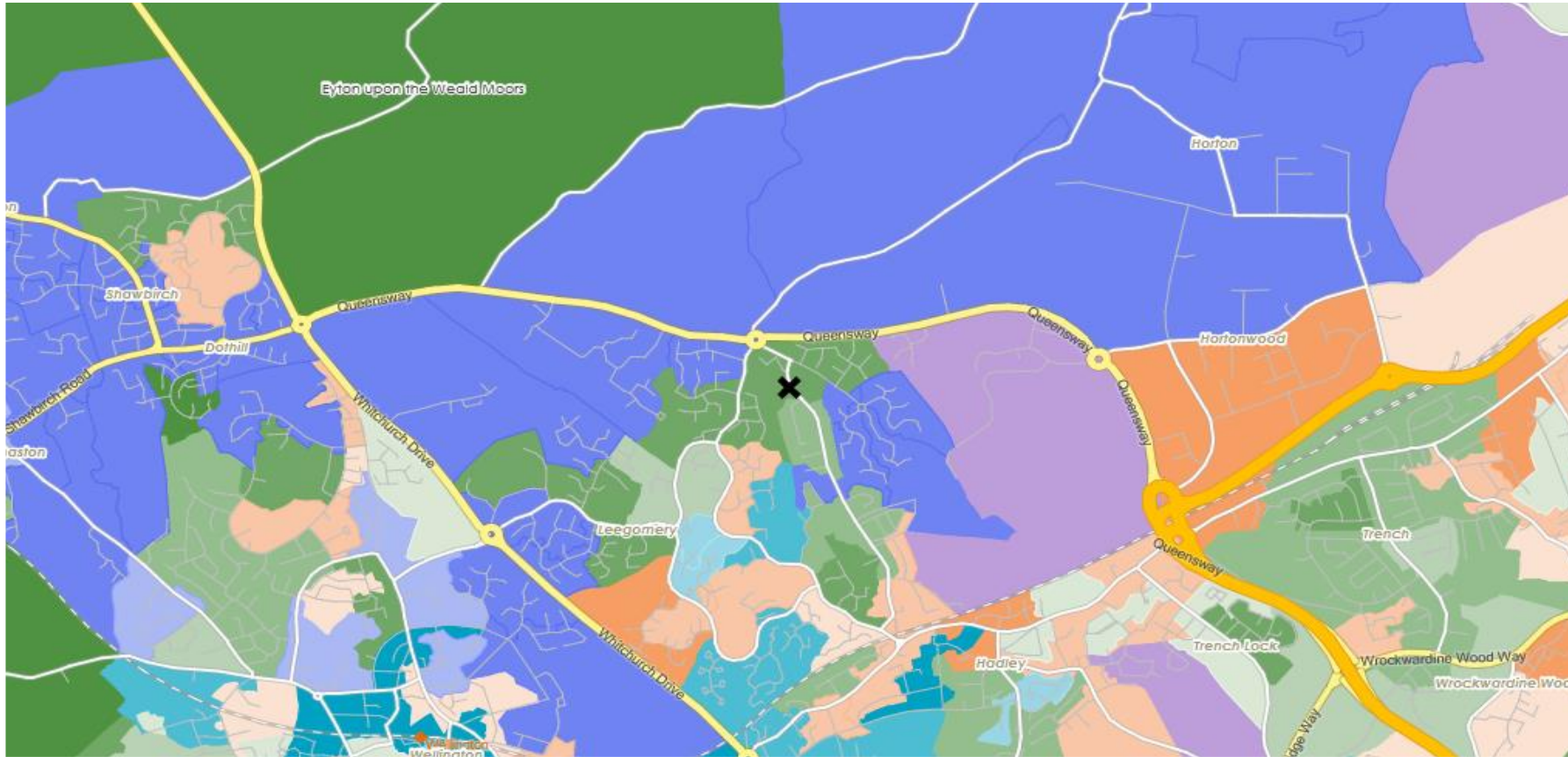
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04718_Malt Shovel, Telford, TF1 6QG (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
	● K. Student Life	34-36
4. Financially Stretched	● L. Modest Means	37-40
	● M. Striving Families	41-44
	● N. Poorer Pensioners	45-48
	● O. Young Hardship	49-51
5. Urban Adversity	● P. Struggling Estates	52-56
	● Q. Difficult Circumstances	57-59
6. Not Private Households	● R. Not Private Households	60-62

1 Affluent Achievers

12.1M UK Adults 22.8% of UK

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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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Source: OS Open Data 2018

Area: P04718_Malt Shovel, Telford, TF1 6QG (1 Mile contour)



POPULATION PROJECTIONS

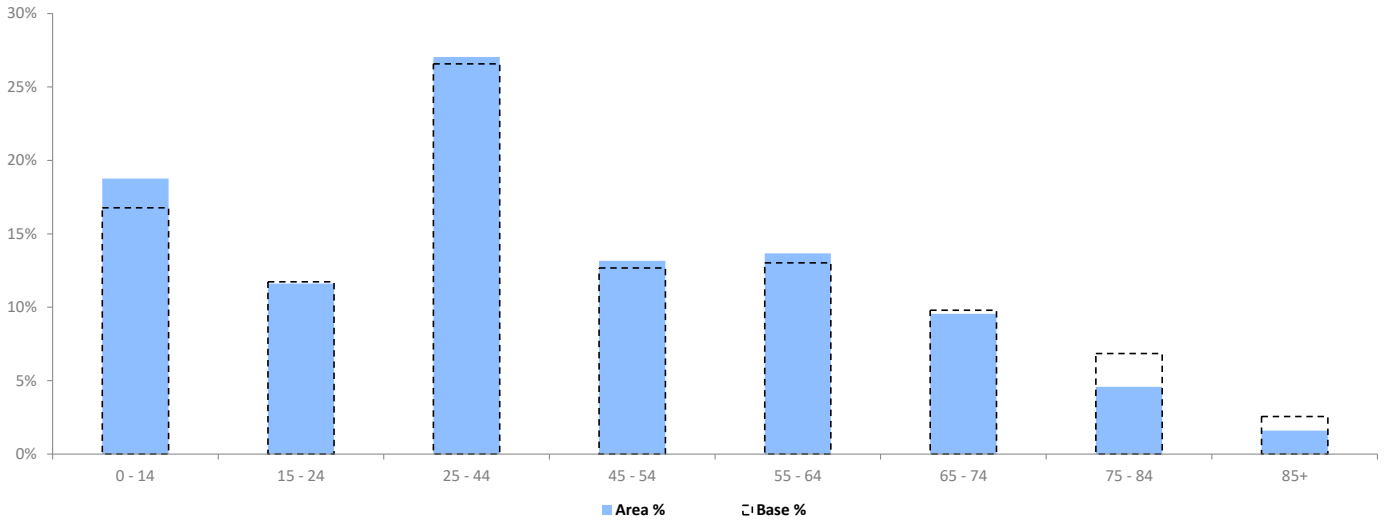
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Area: P04718_Malt Shovel, Telford, TF1 6QG (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,394	18.8	16.8	112			
15 - 24	1,481	11.6	11.7	99			
25 - 44	3,452	27.1	26.6	102			
45 - 54	1,680	13.2	12.7	104			
55 - 64	1,745	13.7	13.0	105			
65 - 74	1,218	9.5	9.8	97			
75 - 84	585	4.6	6.9	67			
85+	204	1.6	2.6	63			
Total population	12,759						



EXPENDITURE

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Area: P04718_Malt Shovel, Telford, TF1 6QG (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
COICOP Categories							
1. Food & non-alcoholic beverages	£344,476	£72.44	£66.95	108			
2. Alcoholic beverages, tobacco and narcotics	£145,422	£30.58	£28.12	109			
3. Clothing & Footwear	£115,887	£24.37	£22.40	109			
4. Housing, water, electricity, gas and other fuels	£469,675	£98.77	£107.19	92			
5. Furnishings, equipment and routine maintenance	£176,347	£37.09	£36.85	101			
6. Health	£59,724	£12.56	£13.48	93			
7. Transport	£598,776	£125.93	£134.74	93			
8. Communication	£76,361	£16.06	£15.74	102			
9. Recreation & Culture	£319,003	£67.09	£64.16	105			
10. Education	£44,219	£9.30	£22.26	42			
11. Restaurants & Hotels	£285,349	£60.01	£67.11	89			
12. Miscellaneous goods and services	£481,681	£101.30	£109.86	92			
Total Expenditure	£3,116,919	£655.50	£688.85	95			

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.