

CGA LICENCED PREMISES

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Area: Six Bells, Middlesex, TW8 8EW (1 Mile conto)
 Base: Great Britain
 Year: 2023

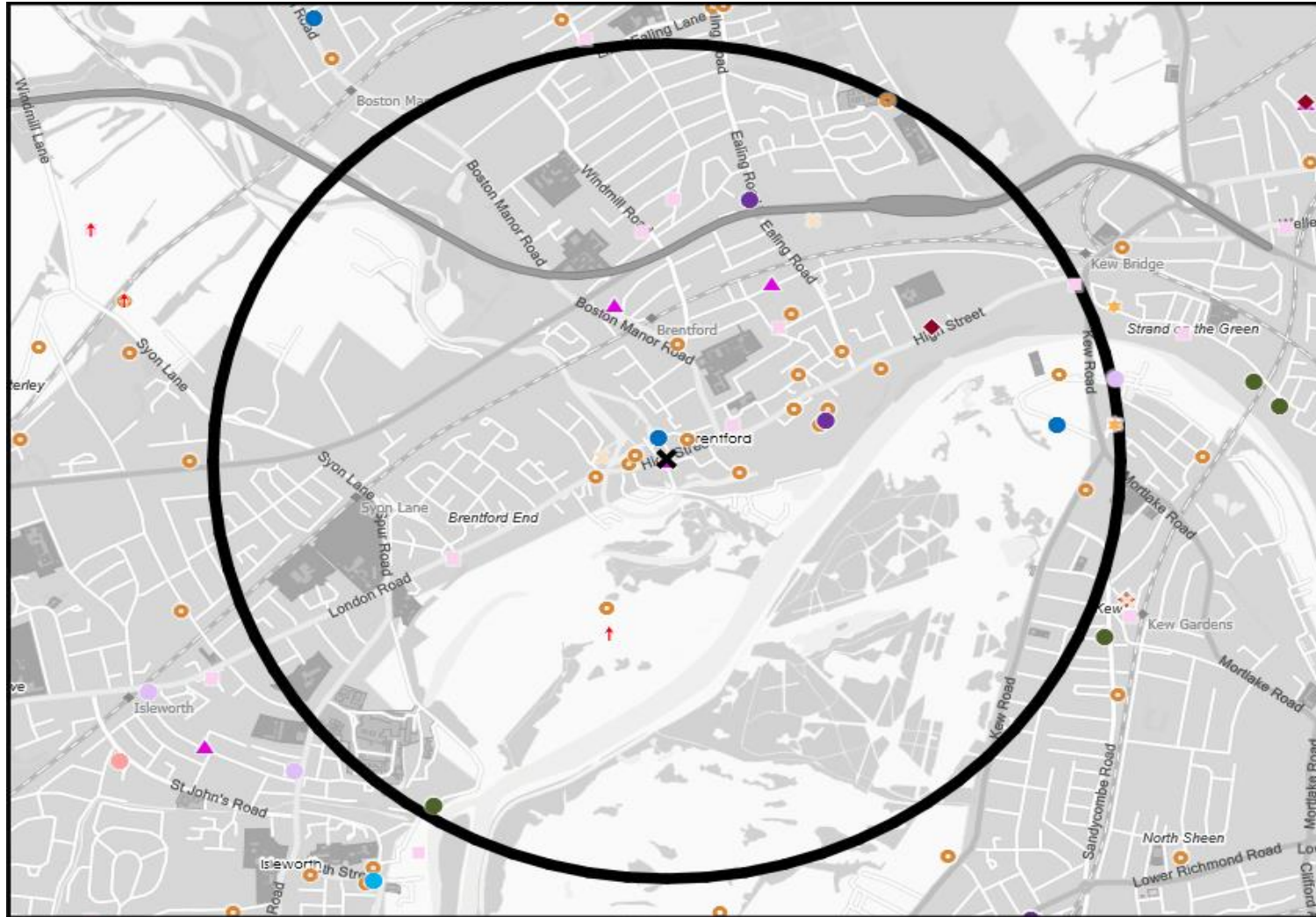
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	81.2	81.7	99			
Proprietary Club	2	5.8	7.3	80			
Registered Club	2	5.8	28.2	21			
Restaurant	12	34.8	32.1	108			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Coach & Horses	Youngs	Pubs & Full On	Youngs	TW 7 5BQ
London Apprentice	Greene King	Pubs & Full On	Greene King	TW 7 6BG
Watermans Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TW 8 0AW
Guru Tandoori	Independent Free	Pubs & Full On	Independent Free	TW 8 0DS
Beehive	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 0JG
Royal Horseguardsman	Independent Free	Pubs & Full On	Independent Free	TW 8 0JU
Albany Arms	Independent Free	Pubs & Full On	Independent Free	TW 8 0NF
Griffin	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 0NP
Brentford Football Club & London Bronco	Independent Free	Proprietary Club	Independent Free	TW 8 0NT
New Inn	Wellington	Pubs & Full On	Wellington	TW 8 0NX
La Rosetta	Independent Free	Restaurant	Independent Free	TW 8 8AH
Brewery Tap	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 8BD
Inverness Lodge Social Club	Independent Free	Registered Club	Independent Free	TW 8 8DW
Kings Arms	Wellington	Pubs & Full On	Wellington	TW 8 8EA
Weir	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TW 8 8EQ
Six Bells	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 8EW
Magpie & Crown	Wellington	Pubs & Full On	Wellington	TW 8 8EW
Northumberland Arms	Independent Free	Pubs & Full On	Independent Free	TW 8 8JB
Hilton Hotel	Hilton Group	Pubs & Full On	Hilton Group	TW 8 8JF
Globe	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 9NA
Lord Nelson	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 9NY
Cricketers	Independent Free	Pubs & Full On	Independent Free	TW 9 3AH
Kew Cricket Club	Independent Free	Registered Club	Independent Free	TW 9 3AH
Coach & Horses	Youngs	Pubs & Full On	Youngs	TW 9 3BH
Original Maids Of Honour	Independent Free	Restaurant	Independent Free	TW 9 3DU
Botanist	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TW 9 3AA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TW 8 0AW
Holiday Inn	InterContinental Hotels Group	Pubs & Full On	InterContinental Hotels Group	TW 8 8GA
Old Fire Station	Independent Free	Restaurant	Independent Free	TW 8 0AH
Ing Thai Restaurant	Independent Free	Restaurant	Independent Free	TW 8 0AH
Kew Grill	AWT Restaurants	Restaurant	AWT Restaurants	TW 9 3BH
Siracusa	Independent Free	Restaurant	Independent Free	TW 8 8LF
Poppadoms	Independent Free	Restaurant	Independent Free	TW 8 0BT
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	TW 8 0BD
Syon Park Garden Centre	Wyevale Garden Centres	Restaurant	Wyevale Garden Centres	TW 8 8JG
London Syon Park Hotel	Independent Free	Pubs & Full On	Independent Free	TW 8 8JF
Novotel	Accor Hotels	Pubs & Full On	Accor Hotels	TW 8 0GP
One Over The Ait	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	TW 8 0FD
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TW 8 9AD
Galata Pera Restaurant	Independent Free	Restaurant	Independent Free	TW 8 0AT
Syon Lounge	Independent Free	Restaurant	Independent Free	TW 8 8JF
Rye On The Water	Independent Free	Restaurant	Independent Free	TW 8 8BD
Brentford Community Stadium	Independent Free	Proprietary Club	Independent Free	TW 8 9QT
Aqua Vista Bistro & Bar	Independent Free	Restaurant	Independent Free	TW 8 8AQ

MAP OF AREA

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 Source: OS Open Data 2018

Area: Six Bells, Middlesex, TW8 8EW (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
- X Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: Six Bells, Middlesex, TW8 8EW (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,197	8.2	22.1	37		
 2 Rising Prosperity	6,425	43.9	10.2	432		
 3 Comfortable Communities	1,134	7.8	26.5	29		
 4 Financially Stretched	1,886	12.9	23.7	54		
 5 Urban Adversity	3,940	27.0	17.2	157		
 6 Not Private Households	37	0.3	0.3	74		
 Graph						
Total households	14,619					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults 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: Six Bells, Middlesex, TW8 8EW (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	1,163	8.0	11.3	70		
1.C Mature Money	34	0.2	9.6	2		
2. Rising Prosperity						
2.D City Sophisticates	3,191	21.8	3.8	573		
2.E Career Climbers	3,234	22.1	6.4	347		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	181	1.2	6.0	21		
3.H Steady Neighbourhoods	431	2.9	7.4	40		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	522	3.6	4.6	78		
4. Financially Stretched						
4.K Student Life	1,364	9.3	2.5	372		
4.L Modest Means	40	0.3	8.0	3		
4.M Striving Families	206	1.4	7.4	19		
4.N Poorer Pensioners	276	1.9	5.8	33		
5. Urban Adversity						
5.O Young Hardship	82	0.6	6.3	9		
5.P Struggling Estates	2,654	18.2	5.7	318		
5.Q Difficult Circumstances	1,204	8.2	5.2	157		
6. Not Private Households						
6.R Not Private Households	37	0.3	0.3	74		
Total households	14,619					

Acorn Group Pen Portrait

3 | Comfortable Seniors 1.3M UK Adults 2.5% of UK

Older people with sufficient investments and pensions for a secure future. These established communities are generally made up of retired and older empty nester couples. The majority will have paid off their mortgage and own their homes outright.

CORE DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Owned outright	Family structure Single or Couple
Number of beds 2	House type Semi-detached

FINANCIAL PROFILE

Household income UK: £32k London: £30k Average: £40k / Average: £48k	% Disposable income UK: 57% London: 51% Average: 43% / Average: 29%	Financial situation Running into debt ← → Saving a lot
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BRANDS

SHOPPING: Bonmarché, shoezone, M&S, Dunelm

LEISURE: M&S Simply Fresh, GREGGS, sggiardino

WEBSITES: comparethemarket, THE NATIONAL LOTTERY, NHS, CBS NEWS

DIGITAL ATTITUDES

I worry about online security 62% UK average: 55%	Shopping online makes my life easier 55% UK average: 62%	I love the ease of using chat bots to get answers 20% UK average: 28%
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TOP BEHAVIOURS

Lighter internet usage	Tend to find computers confusing	Many prefer to use cash when shopping
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: Six Bells, Middlesex, TW8 8EW (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

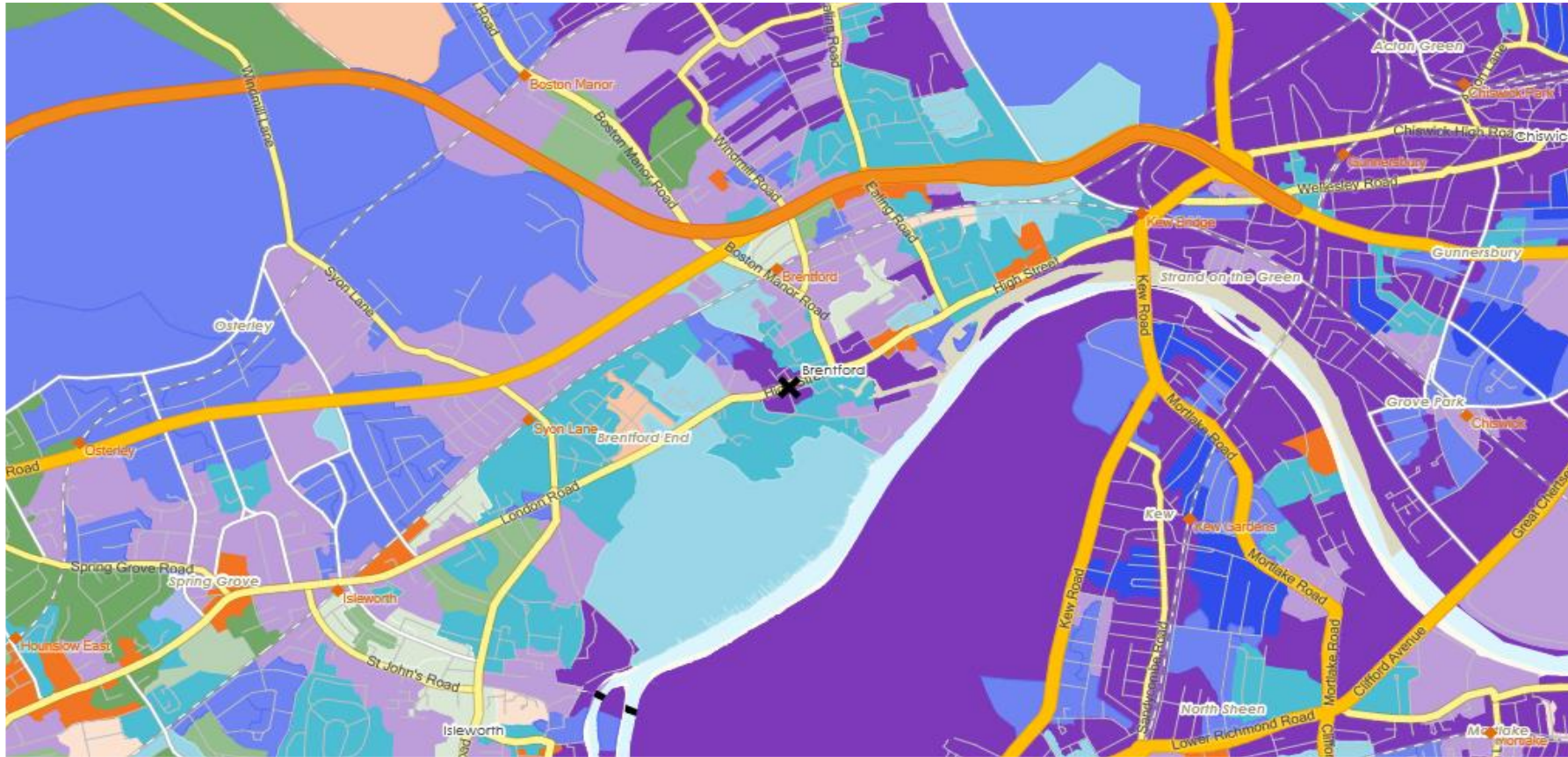
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	991	6.8	0.9	795			
1.B.8 Prosperous suburban families	172	1.2	1.5	77			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
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	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	34	0.2	1.3	18			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	612	4.2	0.7	598			
2.D.15 Younger professionals in smaller flats	1,530	10.5	1.5	719			
2.D.16 Metropolitan professionals	113	0.8	0.7	112			
2.D.17 Socialising young renters	936	6.4	1.0	663			
2.E Career Climbers							
2.E.18 Career driven young families	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	2,083	14.2	3.4	420			
2.E.20 Mixed metropolitan areas	1,151	7.9	1.0	785			
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	177	1.2	0.8	145			
3.G.26 Semi-professional families, owner occupied neighbourhoods	4	0.0	2.4	1			
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	431	2.9	1.6	184			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	515	3.5	2.2	164			
3.J.33 Smaller houses and starter homes	7	0.0	2.4	2			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	15	0.1	0.3	31			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	1,349	9.2	1.9	480			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	38	0.3	1.4	18			
4.L.38 Semi-skilled workers in traditional neighbourhoods	2	0.0	2.6	1			
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	0	0.0	1.6	0			
4.M.42 Struggling younger families in post-war terraces	34	0.2	1.6	14			
4.M.43 Families in right-to-buy estates	172	1.2	2.0	58			
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	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	207	1.4	1.0	137			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	69	0.5	1.7	28			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	16	0.1	2.2	5			
5.O.50 Struggling younger people in mixed tenure	66	0.5	1.8	25			
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	11	0.1	1.6	5			
5.P.53 Low income terraces	1,027	7.0	0.8	855			
5.P.54 Multi-ethnic, purpose-built estates	539	3.7	1.0	377			
5.P.55 Deprived and ethnically diverse in flats	990	6.8	0.7	916			
5.P.56 Low income large families in social rented semis	87	0.6	1.6	37			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	789	5.4	1.5	358			
5.Q.58 Singles and young families, some receiving benefits	5	0.0	1.8	2			
5.Q.59 Deprived areas and high-rise flats	410	2.8	2.0	142			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	12			
6.R.61 Inactive communal population	36	0.2	0.3	87			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,619						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: Six Bells, Middlesex, TW8 8EW (1 Mile contour)



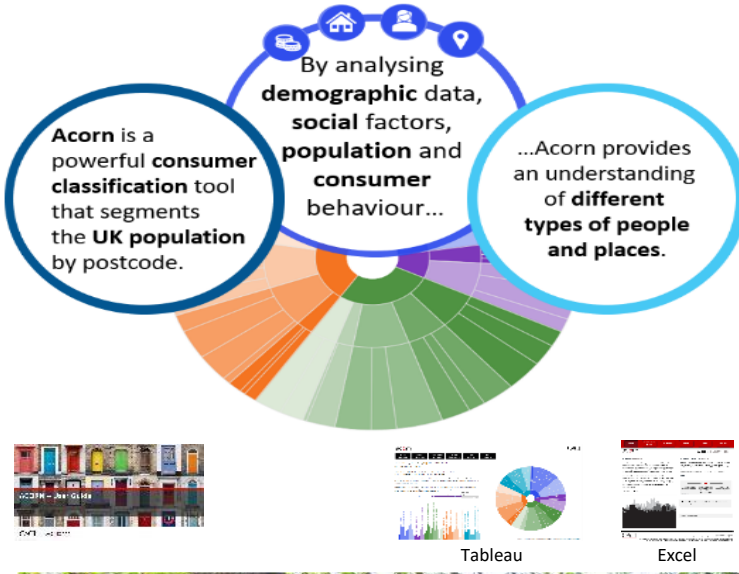
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

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

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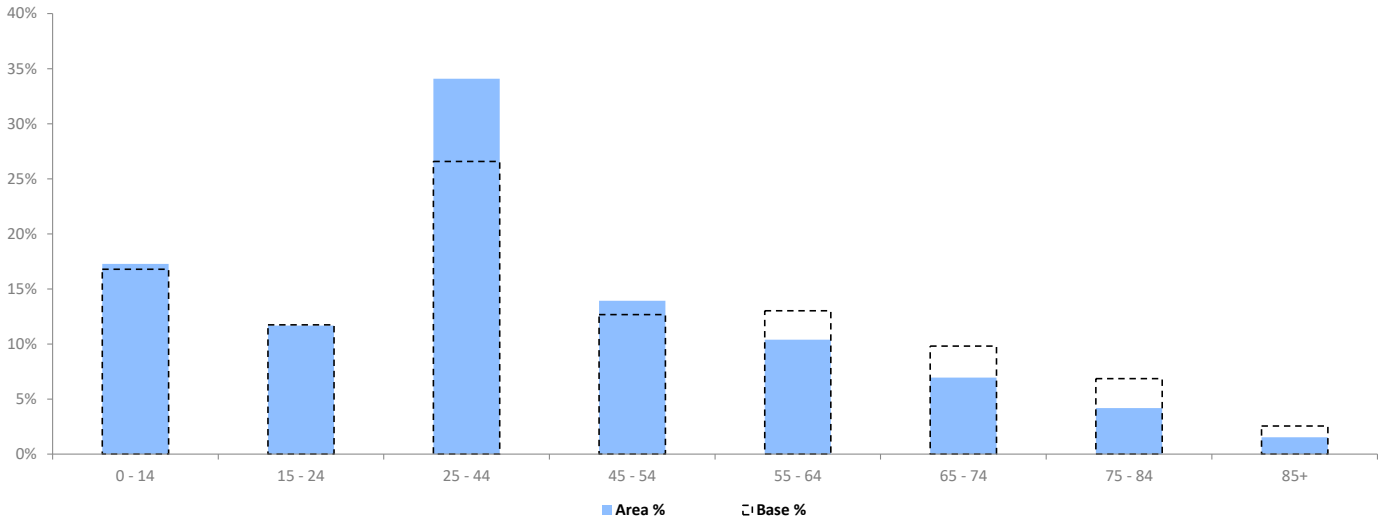


POPULATION PROJECTIONS

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Area: Six Bells, Middlesex, TW8 8EW (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	5,961	17.3	16.8	103			
15 - 24	4,021	11.7	11.7	99			
25 - 44	11,758	34.1	26.6	128			
45 - 54	4,801	13.9	12.7	110			
55 - 64	3,583	10.4	13.0	80			
65 - 74	2,400	7.0	9.8	71			
75 - 84	1,441	4.2	6.9	61			
85+	526	1.5	2.6	60			
Total population	34,491						



EXPENDITURE

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Area: Six Bells, Middlesex, TW8 8EW (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	£919,572	£66.87	£66.95	100			
2. Alcoholic beverages, tobacco and narcotics	£342,295	£24.89	£28.12	89			
3. Clothing & Footwear	£300,936	£21.88	£22.40	98			
4. Housing, water, electricity, gas and other fuels	£2,250,785	£163.67	£107.19	153			
5. Furnishings, equipment and routine maintenance	£518,843	£37.73	£36.85	102			
6. Health	£182,753	£13.29	£13.48	99			
7. Transport	£1,752,809	£127.46	£134.74	95			
8. Communication	£225,261	£16.38	£15.74	104			
9. Recreation & Culture	£814,502	£59.23	£64.16	92			
10. Education	£455,369	£33.11	£22.26	149			
11. Restaurants & Hotels	£1,088,628	£79.16	£67.11	118			
12. Miscellaneous goods and services	£1,551,970	£112.85	£109.86	103			
Total Expenditure	£10,403,723	£756.52	£688.85	110			

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.