

CGA LICENCED PREMISES

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Area: P03603_Cross Keys, Epperstone, NG14 6AD |
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	125.5	81.7	154			
Proprietary Club	1	4.5	7.3	62			
Registered Club	8	35.9	28.2	127			
Restaurant	2	9.0	32.1	28			
Residential	0	0.0	2.7	0			

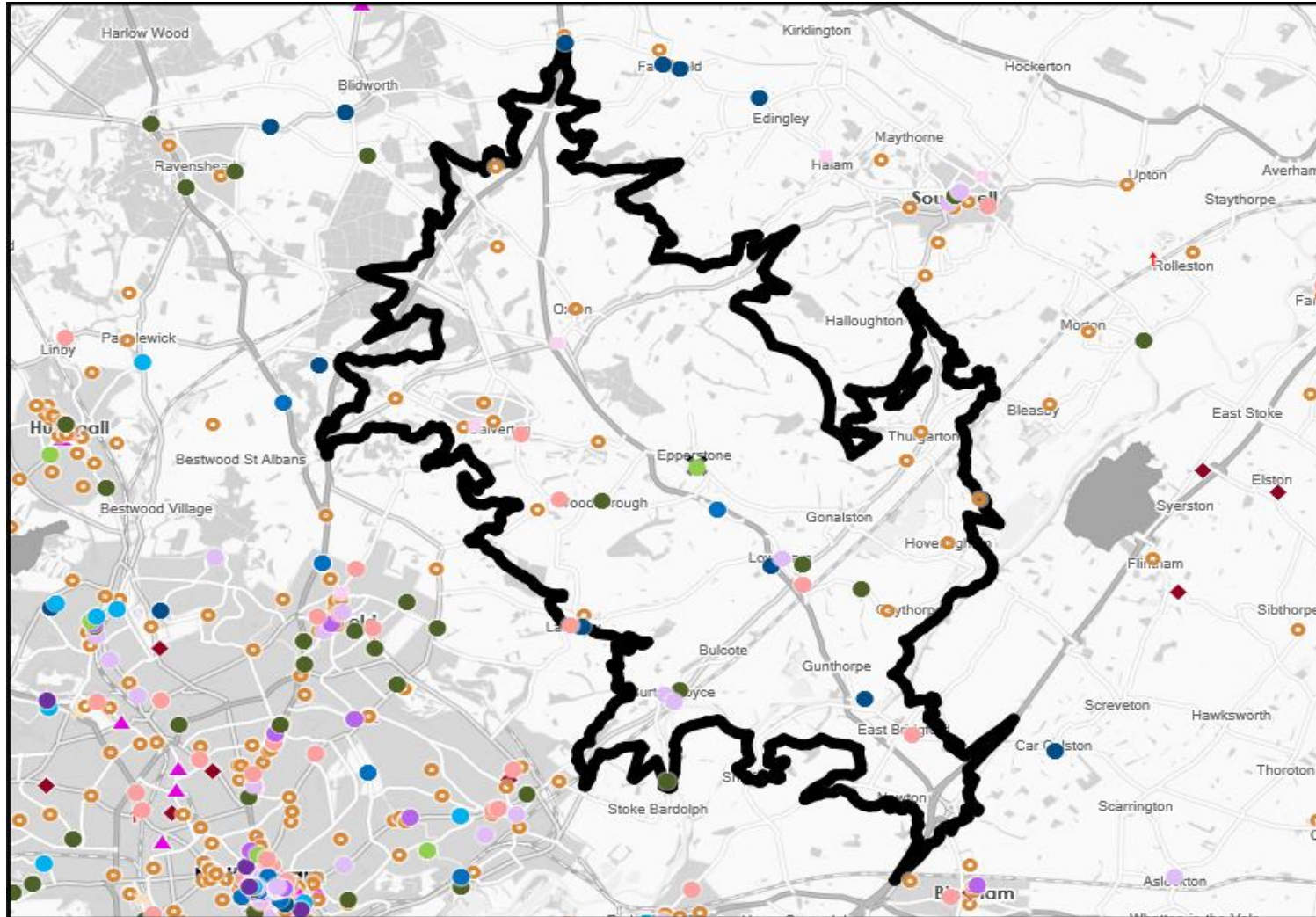
Name	Description	License Type	Owner Name	Postcode
Crosskeys	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG14 6AD
Royal Oak	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG13 8PA
Caythorpe Cricket Club	Independent Free	Registered Club	Independent Free	NG14 7GZ
Nelson	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG14 5DN
Ferry Boat Inn	Greene King	Pubs & Full On	Greene King	NG14 5HX
Cross Keys	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG14 5DX
Nags Head	Greene King	Pubs & Full On	Greene King	NG14 6DD
Four Bells	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG14 6EA
Admiral Rodney	Everards	Pubs & Full On	Everards	NG14 6FB
Gleaners Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NG14 6FS
Springwater Inn	Independent Free	Pubs & Full On	Independent Free	NG14 6FZ
Calverton Working Mens Club & Institut	Independent Free	Registered Club	Independent Free	NG14 6JX
Calverton Leisure Centre	Independent Free	Proprietary Club	Independent Free	NG14 6JZ
Patchings Farm	Independent Free	Pubs & Full On	Independent Free	NG14 6NU
Black Horse	Independent Free	Pubs & Full On	Independent Free	NG14 7ED
Worlds End	Marston's	Pubs & Full On	Marston's	NG14 7AT
Old Ship	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NG14 7BE
Springfield Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	NG14 7BZ
Magna Charta	Greene King	Pubs & Full On	Greene King	NG14 7DQ
Railway Inn	Secret Pub Company	Pubs & Full On	Star Pubs & Bars	NG14 7DU
Old Volunteer	Greene King	Pubs & Full On	Greene King	NG14 7EB
Unicorn Hotel	Marston's	Pubs & Full On	Marston's	NG14 7FB
Tom Browns Restaurant	Independent Free	Pubs & Full On	Independent Free	NG14 7FB
Notts County Sailing Club	Independent Free	Registered Club	Independent Free	NG14 7JX
Oakmere Park Golf Club	Independent Free	Registered Club	Independent Free	NG25 0RH
Nottingham & District Gun Club	Independent Free	Registered Club	Independent Free	NG25 0RQ
Ye Olde Bridge Inn	Everards	Pubs & Full On	Everards	NG25 0SE
Green Dragon	Independent Free	Pubs & Full On	Independent Free	NG25 0SS
Wheatsheaf Inn	Greene King	Pubs & Full On	Greene King	NG14 5GB
Woodlark Inn	Independent Free	Pubs & Full On	Independent Free	NG 4 4QB
Robin Hood Inn	Marston's	Pubs & Full On	Marston's	NG 4 4PP
Ramsdale Hotel & Golfing Centre	Independent Free	Registered Club	Independent Free	NG14 6NU
Red Lion	Independent Free	Pubs & Full On	Independent Free	NG14 7GZ
Reindeer Inn	Independent Free	Pubs & Full On	Independent Free	NG14 7JR
Thurgaton Cricket Club	Independent Free	Registered Club	Independent Free	NG14 7GS
Bridge and Bayleaf	Independent Free	Restaurant	Independent Free	NG14 7FB
Woodborough Hall	Independent Free	Pubs & Full On	Independent Free	NG14 6EF
Calverton Cricket Club	Independent Free	Registered Club	Independent Free	NG14 6JU
La Vague	Independent Free	Restaurant	Independent Free	NG14 7FB

MAP OF AREA

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Source: OS Open Data 2018

Area: P03603_Cross Keys, Epperstone, NG14 6AD (10 min 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: P03603_Cross Keys, Epperstone, NG14 6AD (10 min contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	5,781	61.8	22.1	280		
2 Rising Prosperity	130	1.4	10.2	14		
3 Comfortable Communities	1,936	20.7	26.5	78		
4 Financially Stretched	1,174	12.6	23.7	53		
5 Urban Adversity	289	3.1	17.2	18		
6 Not Private Households	44	0.5	0.3	137		
Total households		9,354				



Graph

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: P03603_Cross Keys, Epperstone, NG14 6AD (10 min 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	76	0.8	1.1	74		
1.B Executive Wealth	3,648	39.0	11.3	344		
1.C Mature Money	2,057	22.0	9.6	228		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	130	1.4	6.4	22		
3. Comfortable Communities						
3.F Countryside Communities	785	8.4	5.7	146		
3.G Successful Suburbs	407	4.4	6.0	73		
3.H Steady Neighbourhoods	546	5.8	7.4	79		
3.I Comfortable Seniors	61	0.7	2.9	23		
3.J Starting Out	137	1.5	4.6	32		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	129	1.4	8.0	17		
4.M Striving Families	576	6.2	7.4	83		
4.N Poorer Pensioners	469	5.0	5.8	87		
5. Urban Adversity						
5.O Young Hardship	254	2.7	6.3	43		
5.P Struggling Estates	35	0.4	5.7	7		
5.Q Difficult Circumstances	0	0.0	5.2	0		
6. Not Private Households						
6.R Not Private Households	44	0.5	0.3	137		
Total households	9,354					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 1	House type Flat or maisonette



BRANDS

SHOPPING: COS, REISS, MOLTON BROWN
LEISURE: itsu, wahaca, Pho
WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

DIGITAL AND TECH

ATTITUDES

I worry about online security 60% <small>UK average: 55%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 31% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income UK: £54k (Average: £40k) London: £54k (Average: £46k)	% Disposable income UK: 23% (Average: 43%) London: 20% (Average: 25%)	Financial situation Running into debt Saving a lot
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TOP BEHAVIOURS

Post online ratings / reviews online	Book travel and holidays online	Social media: Pinterest, Insta and Twitter
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03603_Cross Keys, Epperstone, NG14 6AD (10 min contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

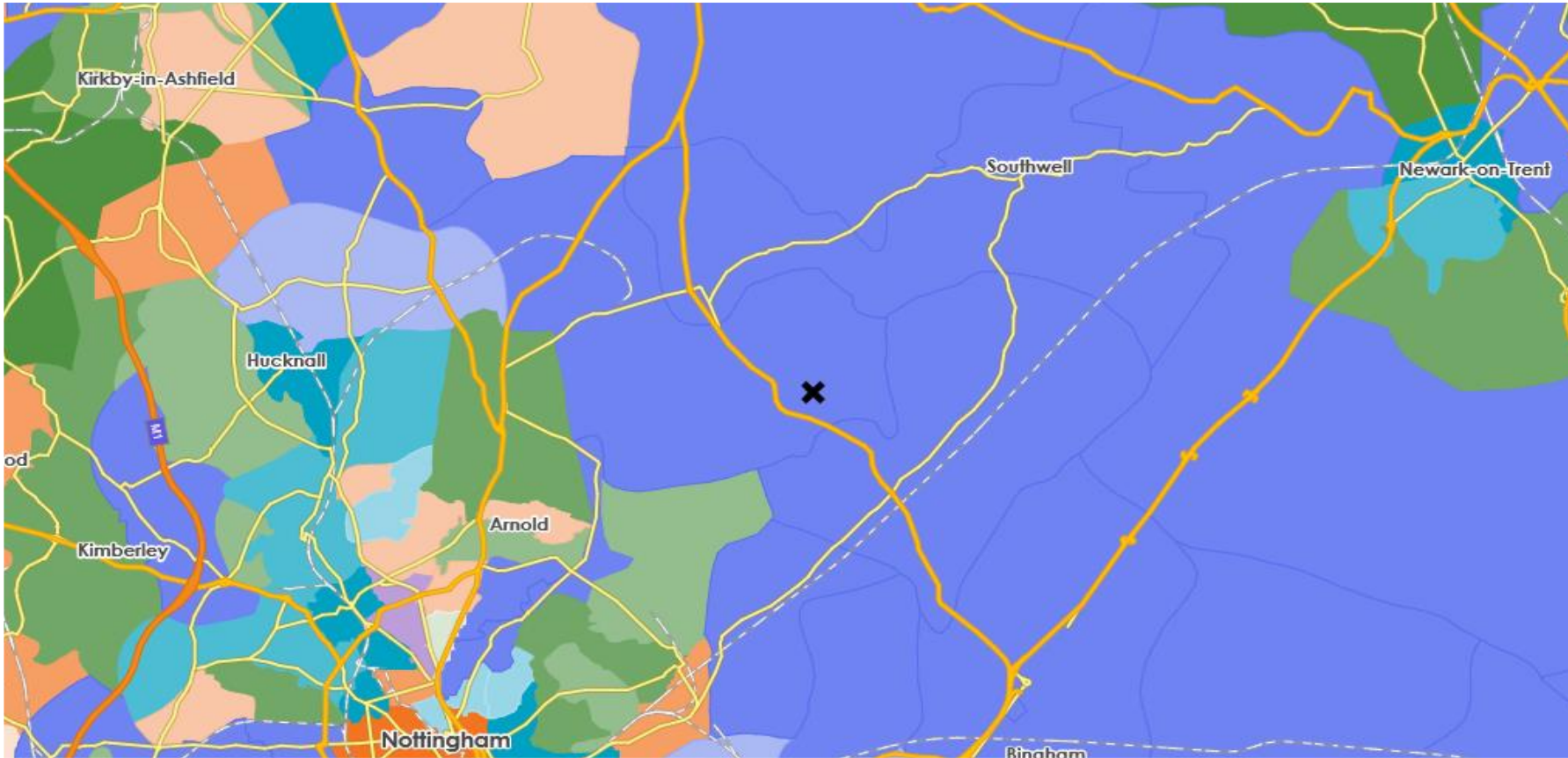
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	76	0.8	0.9	95			
1.B Executive Wealth							
1.B.4 Asset rich families	1,572	16.8	2.6	636			
1.B.5 Wealthy countryside commuters	1,606	17.2	2.5	695			
1.B.6 Financially comfortable families	197	2.1	2.2	95			
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	273	2.9	1.6	181			
1.C Mature Money							
1.C.10 Better-off villagers	918	9.8	3.1	319			
1.C.11 Settled suburbia, older people	38	0.4	2.8	14			
1.C.12 Retired and empty nesters	910	9.7	2.5	395			
1.C.13 Upmarket downsizers	191	2.0	1.3	158			
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	130	1.4	2.0	70			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	70	0.7	1.5	49			
3.F.22 Older couples and families in rural areas	167	1.8	1.0	178			
3.F.23 Owner occupiers in small towns and villages	548	5.9	3.2	183			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	231	2.5	2.7	92			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	176	1.9	2.4	78			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	431	4.6	3.5	133			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	115	1.2	2.3	53			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	61	0.7	2.4	28			
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	137	1.5	2.4	61			
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	53	0.6	1.4	39			
4.L.38 Semi-skilled workers in traditional neighbourhoods	76	0.8	2.6	31			
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	266	2.8	1.6	178			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	310	3.3	2.0	163			
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	102	1.1	0.8	139			
4.N.46 Elderly people in social rented flats	41	0.4	1.0	43			
4.N.47 Low income older people in smaller semis	195	2.1	2.2	93			
4.N.48 Pensioners and singles in social rented flats	131	1.4	1.7	82			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	254	2.7	1.8	151			
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	35	0.4	1.6	23			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
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	0	0.0	2.0	0			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	6	0.1	0.1	108			
6.R.61 Inactive communal population	38	0.4	0.3	143			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,354						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03603_Cross Keys, Epperstone, NG14 6AD (10 min 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

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.

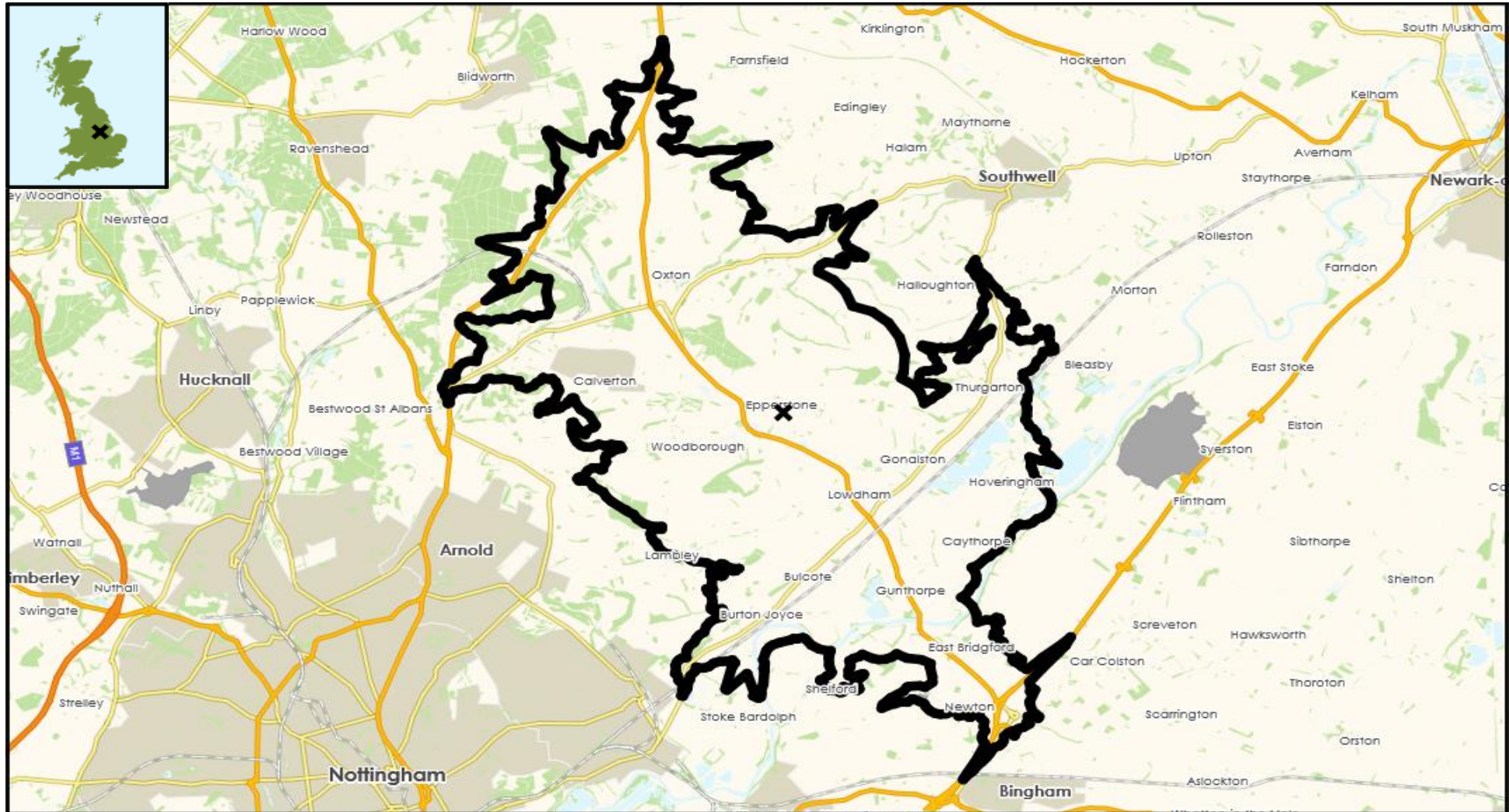


MAP OF AREA

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Source: OS Open Data 2018

Area: P03603_Cross Keys, Epperstone, NG14 6AD (10 min contour)



POPULATION PROJECTIONS

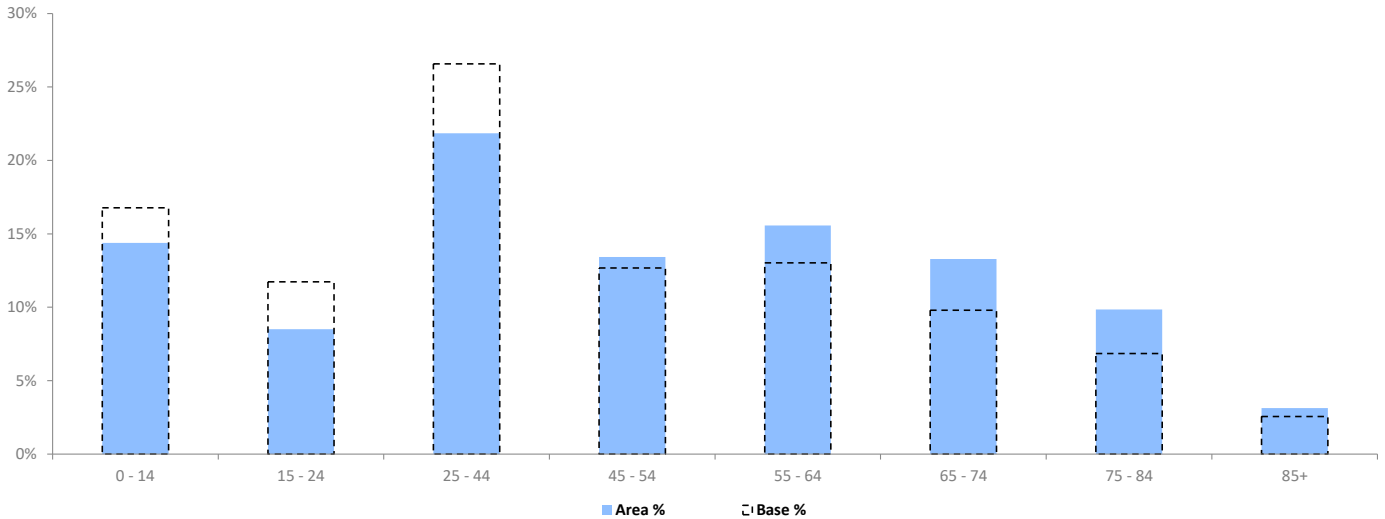
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Area: P03603_Cross Keys, Epperstone, NG14 6AD (10 min contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,209	14.4	16.8	86			
15 - 24	1,899	8.5	11.7	73			
25 - 44	4,875	21.8	26.6	82			
45 - 54	2,994	13.4	12.7	106			
55 - 64	3,473	15.6	13.0	120			
65 - 74	2,966	13.3	9.8	136			
75 - 84	2,197	9.8	6.9	144			
85+	701	3.1	2.6	123			
Total population	22,314						



EXPENDITURE

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Area: P03603_Cross Keys, Epperstone, NG14 6AD (10 min 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	£688,695	£74.27	£66.95	111			
2. Alcoholic beverages, tobacco and narcotics	£273,792	£29.53	£28.12	105			
3. Clothing & Footwear	£234,134	£25.25	£22.40	113			
4. Housing, water, electricity, gas and other fuels	£1,049,679	£113.20	£107.19	106			
5. Furnishings, equipment and routine maintenance	£421,422	£45.45	£36.85	123			
6. Health	£150,277	£16.21	£13.48	120			
7. Transport	£1,479,933	£159.60	£134.74	118			
8. Communication	£182,700	£19.70	£15.74	125			
9. Recreation & Culture	£789,270	£85.11	£64.16	133			
10. Education	£305,717	£32.97	£22.26	148			
11. Restaurants & Hotels	£722,665	£77.93	£67.11	116			
12. Miscellaneous goods and services	£1,212,761	£130.78	£109.86	119			
Total Expenditure	£7,511,047	£809.99	£688.85	118			

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.