

CGA LICENCED PREMISES

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Area: P04404_Rose & Crown, Warminster, BA12 9
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	77.0	81.7	94			
Proprietary Club	1	2.3	7.3	32			
Registered Club	15	35.0	28.2	124			
Restaurant	10	23.3	32.1	73			
Residential	1	2.3	2.7	87			

Name	Description	License Type	Owner Name	Postcode
W Wilts Golf Club	Independent Free	Registered Club	Independent Free	BA12 0AU
Angel Inn	Independent Free	Pubs & Full On	Independent Free	BA12 0AG
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BA12 0EA
Prince Leopold	Independent Free	Pubs & Full On	Independent Free	BA12 0JP
Dove Inn	Independent Free	Pubs & Full On	Independent Free	BA12 0SZ
Woolpack Inn	Unknown	Pubs & Full On	Unknown	BA12 7AW
George Inn	Upham Pub Company	Pubs & Full On	Upham Pub Company	BA12 7DG
Center Parcs	Center Parcs UK	Proprietary Club	Center Parcs UK	BA12 7PU
Cross Keys Inn	Independent Free	Pubs & Full On	Independent Free	BA12 7PB
White Hart	Independent Free	Pubs & Full On	Independent Free	BA12 7PH
Royal Oak	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	BA12 7PR
Cock Inn	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	BA12 8JZ
Warminster Cricket Club	Independent Free	Registered Club	Independent Free	BA12 8NH
Bowling Club	Independent Free	Registered Club	Independent Free	BA12 8PZ
Longleat Masonic Club	Independent Free	Registered Club	Independent Free	BA12 9AZ
Prestbury Sports Bar	Independent Free	Registered Club	Independent Free	BA12 9AL
Old Bell Hotel	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	BA12 9AN
Bath Arms	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	BA12 9AZ
Anchor Hotel	Unknown	Pubs & Full On	Unknown	BA12 9AZ
Masons Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA12 9BN
Agra Indian Restaurant	Independent Free	Restaurant	Independent Free	BA12 9BN
Great Wall Chinese Restaurant	Independent Free	Restaurant	Independent Free	BA12 9BW
Rose & Crown	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BA12 9BZ
Bishopstrow House	von Essen Hotels	Pubs & Full On	von Essen Hotels	BA12 9HH
Warminster & District Conservative Club	Independent Free	Registered Club	Independent Free	BA12 9LB
Town Football Club	Independent Free	Registered Club	Independent Free	BA12 9NS
Fox & Hounds	Independent Free	Pubs & Full On	Independent Free	BA12 9QN
Bell & Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BA12 9QS
Westbury United Football Club	Independent Free	Registered Club	Independent Free	BA13 3AF
Angel	Wellington	Pubs & Full On	Wellington	BA13 3BY
Ludlow Arms	Independent Free	Pubs & Full On	Independent Free	BA13 3DG
Crown Inn	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	BA13 3DE
Horse & Groom	Independent Free	Pubs & Full On	Independent Free	BA13 3DY
Westbury Conservative Club	Independent Free	Registered Club	Independent Free	BA13 3DY
Labour Club & Institute	Independent Free	Registered Club	Independent Free	BA13 3HA
Champion Restaurant	Independent Free	Restaurant	Independent Free	BA13 3PE
Cedars Hotel	Independent Free	Pubs & Full On	Independent Free	BA13 3PR
Bell Inn	Independent Free	Pubs & Full On	Independent Free	BA13 3RG
Hollies Hotel	Independent Free	Residential	Independent Free	BA13 3SF
Three Horseshoes	Banwell House Pub Company	Pubs & Full On	Banwell House Pub Company	BA13 4AN
Railway Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BA13 4HW
Battlesbury Barracks	Independent Free	Registered Club	Independent Free	BA12 0DJ
Hunters Moon Hotel	Independent Free	Pubs & Full On	Independent Free	BA12 9PA
Cooper & Tanner	Independent Free	Pubs & Full On	Independent Free	BA11 2QB
Warminster Assembly Hall	Independent Free	Pubs & Full On	Independent Free	BA12 8LB
Dilton Marsh Social Club	Independent Free	Registered Club	Independent Free	BA13 4DG
Cafe Rouge	Big Table Group Ltd	Restaurant	Big Table Group Ltd	BA12 7PU
Mod Westbury	Independent Free	Registered Club	Independent Free	BA13 3PX
Warminster Rugby Club	Independent Free	Registered Club	Independent Free	BA12 7RG
Jaipur Palace	Independent Free	Restaurant	Independent Free	BA13 3BW
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	BA12 7PU
Whitehorse Country Park	Independent Free	Pubs & Full On	Independent Free	BA13 4LX
Suave Winebar	Independent Free	Pubs & Full On	Independent Free	BA13 3PD

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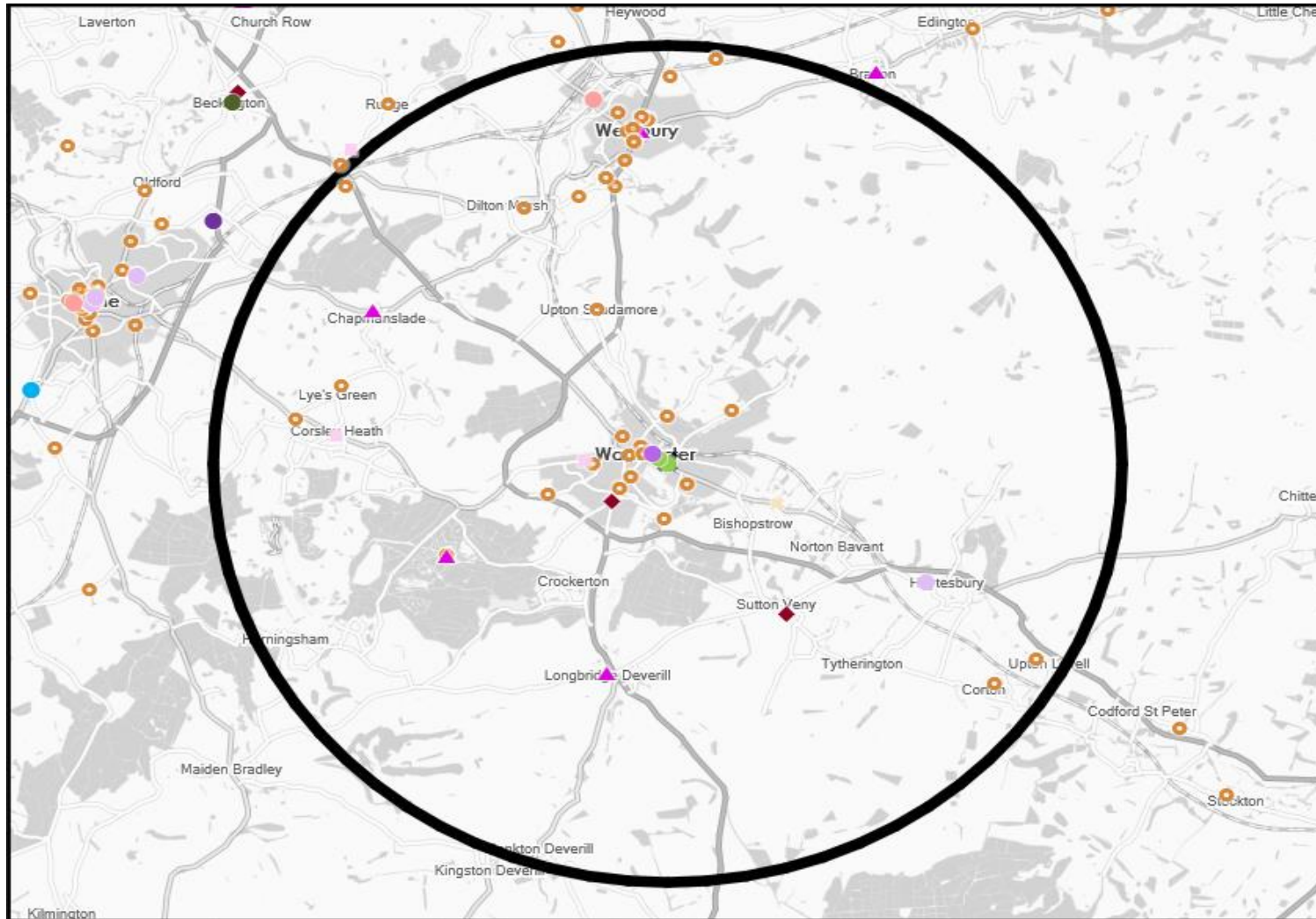
Name	Description	License Type	Owner Name	Postcode
Longleat Safari Park	Independent Free	Pubs & Full On	Independent Free	BA12 7PU
Thai Orchard	Independent Free	Restaurant	Independent Free	BA13 3PE
Foresters Inn	Independent Free	Restaurant	Independent Free	BA12 7PU
Boston Shaker	Independent Free	Pubs & Full On	Independent Free	BA12 9AP
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	BA12 7PU
Westbury Rugby Club	Independent Free	Registered Club	Independent Free	BA13 4LU
View Westbury	Independent Free	Restaurant	Independent Free	BA13 4LX

MAP OF AREA

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Source: OS Open Data 2018

Area: P04404_Rose & Crown, Warminster, BA12 9BZ (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: P04404_Rose & Crown, Warminster, BA12 9BZ (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	4,093	21.8	22.1	99		
 2 Rising Prosperity	1,233	6.6	10.2	65		
 3 Comfortable Communities	7,236	38.6	26.5	146		
 4 Financially Stretched	3,837	20.5	23.7	86		
 5 Urban Adversity	2,201	11.7	17.2	68		
 6 Not Private Households	134	0.7	0.3	208		
 Graph						
Total households	18,734					

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: P04404_Rose & Crown, Warminster, BA12 9BZ (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	7	0.0	1.1	3			
1.B Executive Wealth	1,800	9.6	11.3	85			
1.C Mature Money	2,286	12.2	9.6	126			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,233	6.6	6.4	103			
3. Comfortable Communities							
3.F Countryside Communities	1,789	9.5	5.7	167			
3.G Successful Suburbs	2,091	11.2	6.0	187			
3.H Steady Neighbourhoods	1,232	6.6	7.4	89			
3.I Comfortable Seniors	995	5.3	2.9	186			
3.J Starting Out	1,129	6.0	4.6	132			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,691	9.0	8.0	113			
4.M Striving Families	1,352	7.2	7.4	97			
4.N Poorer Pensioners	794	4.2	5.8	74			
5. Urban Adversity							
5.O Young Hardship	1,286	6.9	6.3	110			
5.P Struggling Estates	584	3.1	5.7	55			
5.Q Difficult Circumstances	331	1.8	5.2	34			
6. Not Private Households							
6.R Not Private Households	134	0.7	0.3	208			
Total households	18,734						

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% <small>UK average: 48%</small>	Shopping online makes my life easier 68% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 44% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £33k (UK) / £36k (London) <small>Average: £40k / Average: £46k</small>	% Disposable income 26% (UK) / 16% (London) <small>Average: 43% / Average: 29%</small>	Financial situation Running into debt / Saving a lot
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TOP BEHAVIOURS

Love to buy new gadgets and appliances	Research beauty online	Social media: Snapchat, YouTube and TikTok
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04404_Rose & Crown, Warminster, BA12 9BZ (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	7	0.0	0.9	4			
1.B Executive Wealth							
1.B.4 Asset rich families	438	2.3	2.6	88			
1.B.5 Wealthy countryside commuters	561	3.0	2.5	121			
1.B.6 Financially comfortable families	736	3.9	2.2	177			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	8	0.0	1.5	3			
1.B.9 Well-off edge of towners	57	0.3	1.6	19			
1.C Mature Money							
1.C.10 Better-off villagers	1,142	6.1	3.1	198			
1.C.11 Settled suburbia, older people	49	0.3	2.8	9			
1.C.12 Retired and empty nesters	1,020	5.4	2.5	221			
1.C.13 Upmarket downsizers	75	0.4	1.3	31			
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	1,190	6.4	2.0	322			
2.E.19 First time buyers in small, modern homes	43	0.2	3.4	7			
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	462	2.5	1.5	162			
3.F.22 Older couples and families in rural areas	86	0.5	1.0	46			
3.F.23 Owner occupiers in small towns and villages	1,241	6.6	3.2	206			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,057	5.6	2.7	209			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,034	5.5	2.4	228			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	646	3.4	3.5	99			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	586	3.1	2.3	134			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	650	3.5	2.4	146			
3.I.31 Elderly singles in purpose-built accommodation	345	1.8	0.5	379			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	51	0.3	2.2	13			
3.J.33 Smaller houses and starter homes	1,078	5.8	2.4	240			
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	308	1.6	1.4	114			
4.L.38 Semi-skilled workers in traditional neighbourhoods	870	4.6	2.6	177			
4.L.39 Fading owner occupied terraces	513	2.7	2.9	94			
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	476	2.5	1.6	159			
4.M.42 Struggling young families in post-war terraces	251	1.3	1.6	82			
4.M.43 Families in right-to-buy estates	275	1.5	2.0	72			
4.M.44 Post-war estates, limited means	350	1.9	2.2	86			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	207	1.1	0.8	140			
4.N.46 Elderly people in social rented flats	160	0.9	1.0	83			
4.N.47 Low income older people in smaller semis	330	1.8	2.2	79			
4.N.48 Pensioners and singles in social rented flats	97	0.5	1.7	30			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	403	2.2	2.2	98			
5.O.50 Struggling younger people in mixed tenure	729	3.9	1.8	216			
5.O.51 Young people in small, low cost terraces	154	0.8	2.3	36			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	192	1.0	1.6	66			
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	392	2.1	1.6	131			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	155	0.8	1.5	55			
5.Q.58 Singles and young families, some receiving benefits	163	0.9	1.8	49			
5.Q.59 Deprived areas and high-rise flats	13	0.1	2.0	4			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	15	0.1	0.1	135			
6.R.61 Inactive communal population	119	0.6	0.3	223			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	18,734						

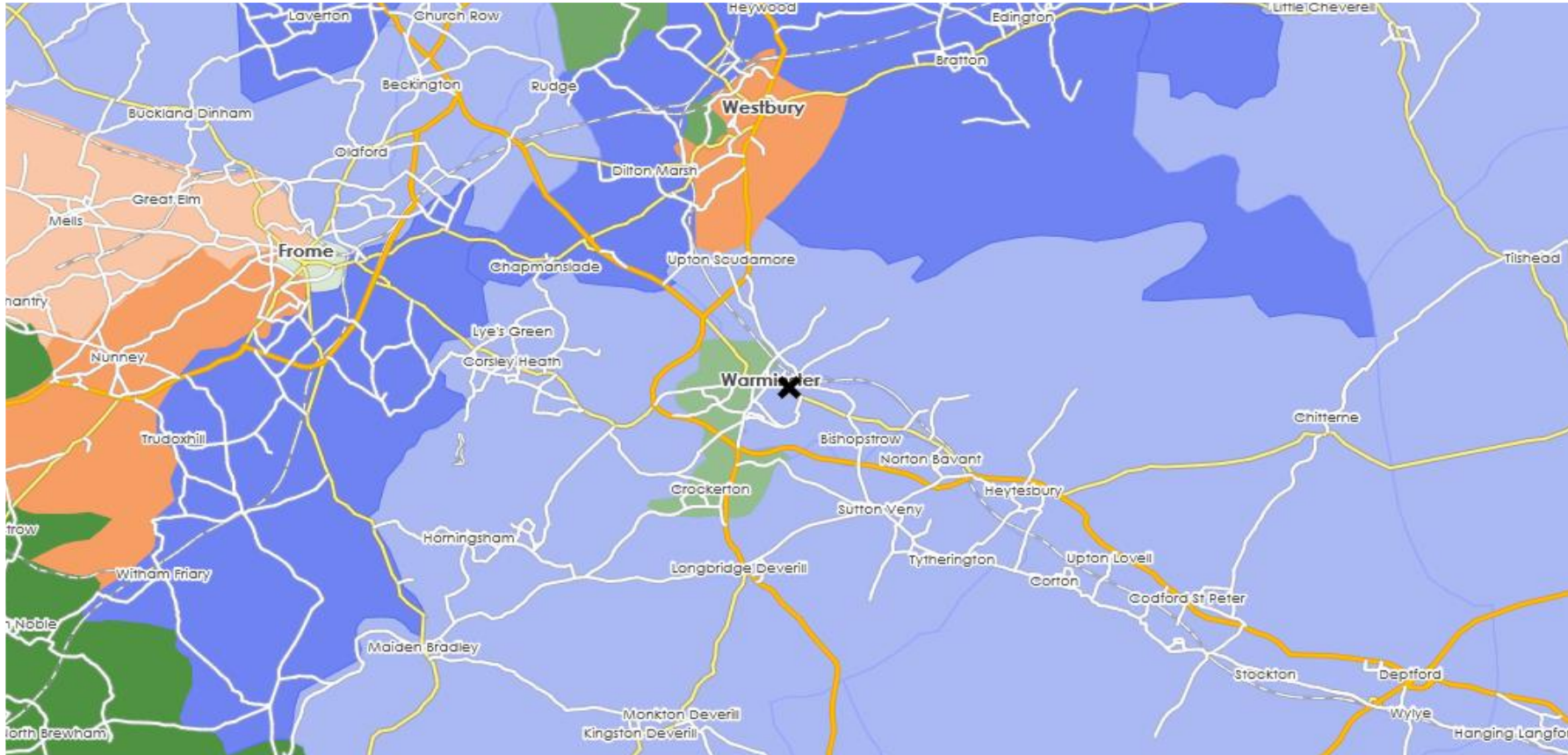
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04404_Rose & Crown, Warminster, BA12 9BZ (5 Mile contour)

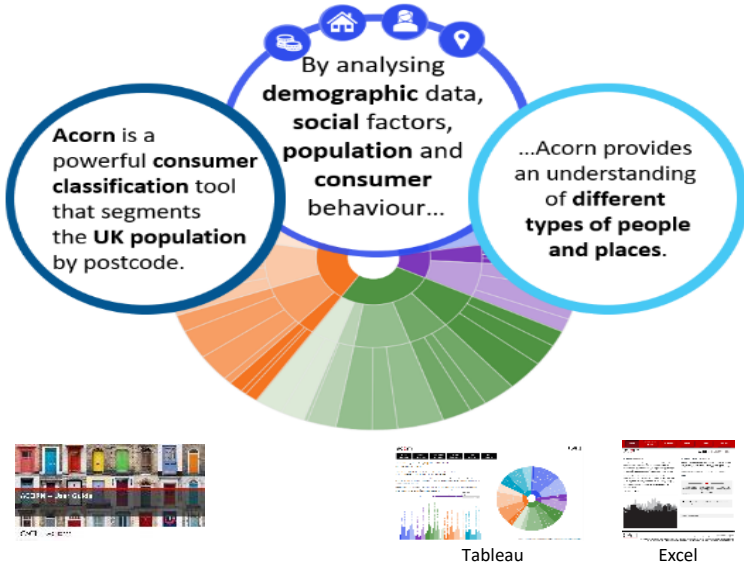


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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**

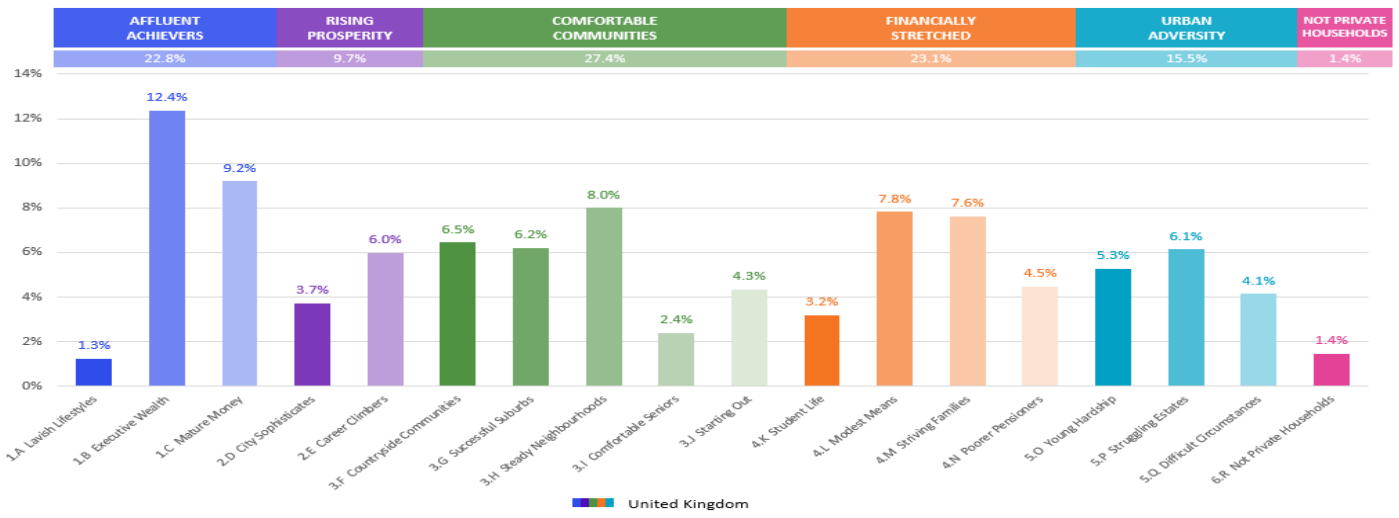
House tenure: **Owned outright**

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%

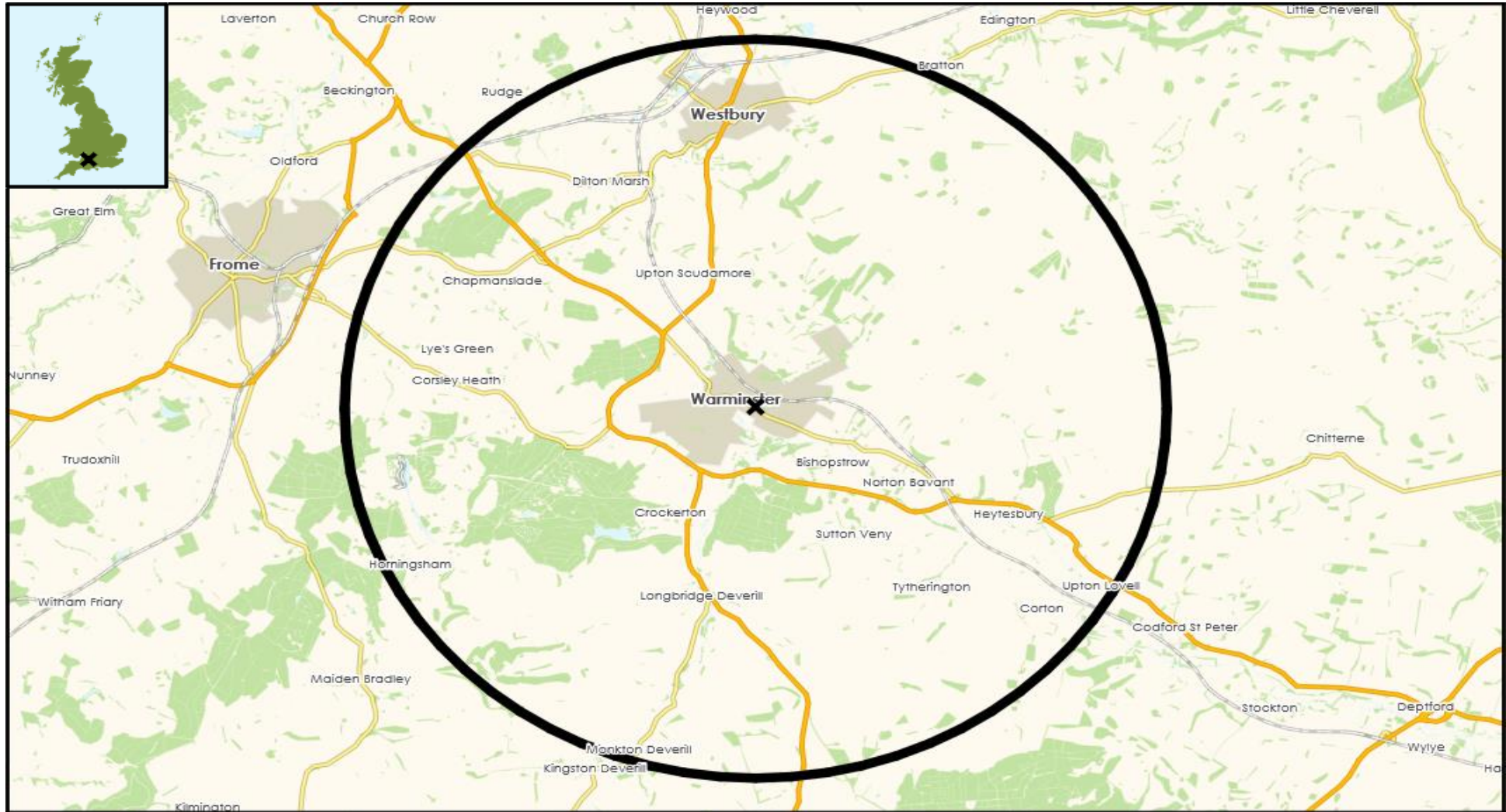


MAP OF AREA

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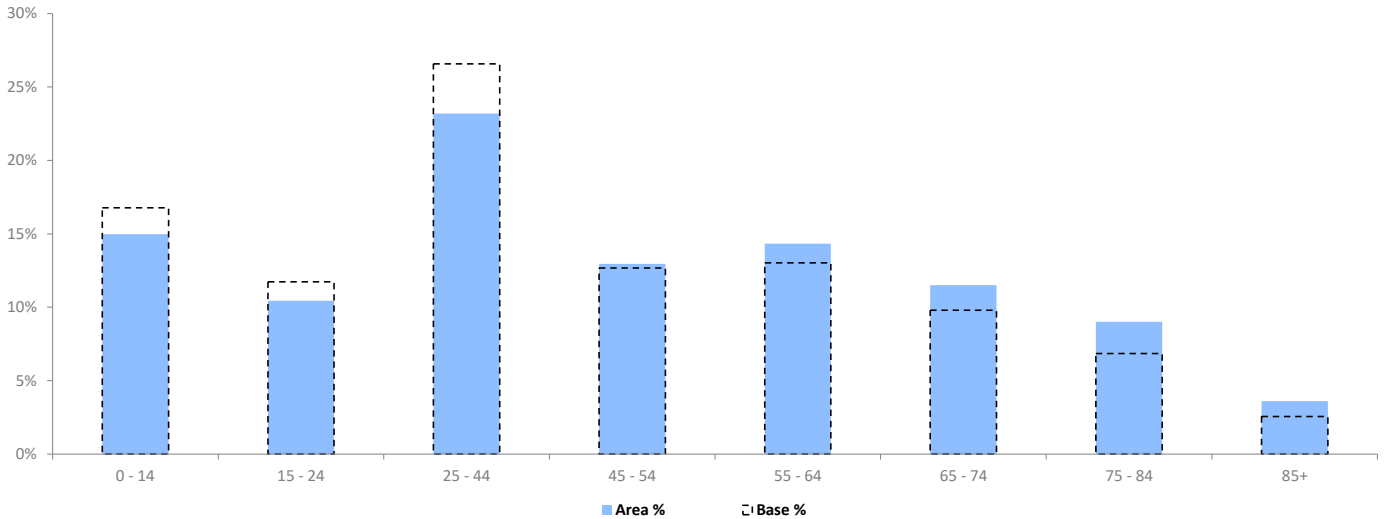


POPULATION PROJECTIONS

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,415	15.0	16.8	89			
15 - 24	4,470	10.4	11.7	89			
25 - 44	9,934	23.2	26.6	87			
45 - 54	5,545	12.9	12.7	102			
55 - 64	6,135	14.3	13.0	110			
65 - 74	4,929	11.5	9.8	117			
75 - 84	3,857	9.0	6.9	131			
85+	1,546	3.6	2.6	141			
Total population	42,831						



EXPENDITURE

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Area: P04404_Rose & Crown, Warminster, BA12 9BZ (5 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	£1,254,520	£68.19	£66.95	102			
2. Alcoholic beverages, tobacco and narcotics	£488,598	£26.56	£28.12	94			
3. Clothing & Footwear	£369,570	£20.09	£22.40	90			
4. Housing, water, electricity, gas and other fuels	£1,887,709	£102.61	£107.19	96			
5. Furnishings, equipment and routine maintenance	£663,191	£36.05	£36.85	98			
6. Health	£269,730	£14.66	£13.48	109			
7. Transport	£2,506,559	£136.25	£134.74	101			
8. Communication	£275,315	£14.97	£15.74	95			
9. Recreation & Culture	£1,200,568	£65.26	£64.16	102			
10. Education	£273,468	£14.86	£22.26	67			
11. Restaurants & Hotels	£1,133,072	£61.59	£67.11	92			
12. Miscellaneous goods and services	£2,165,197	£117.69	£109.86	107			
Total Expenditure	£12,487,498	£678.78	£688.85	99			

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.