

CGA LICENCED PREMISES

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Area: P04529_Miners Arms, Brassington, DE4 4HA
 Base: Great Britain
 Year: 2023

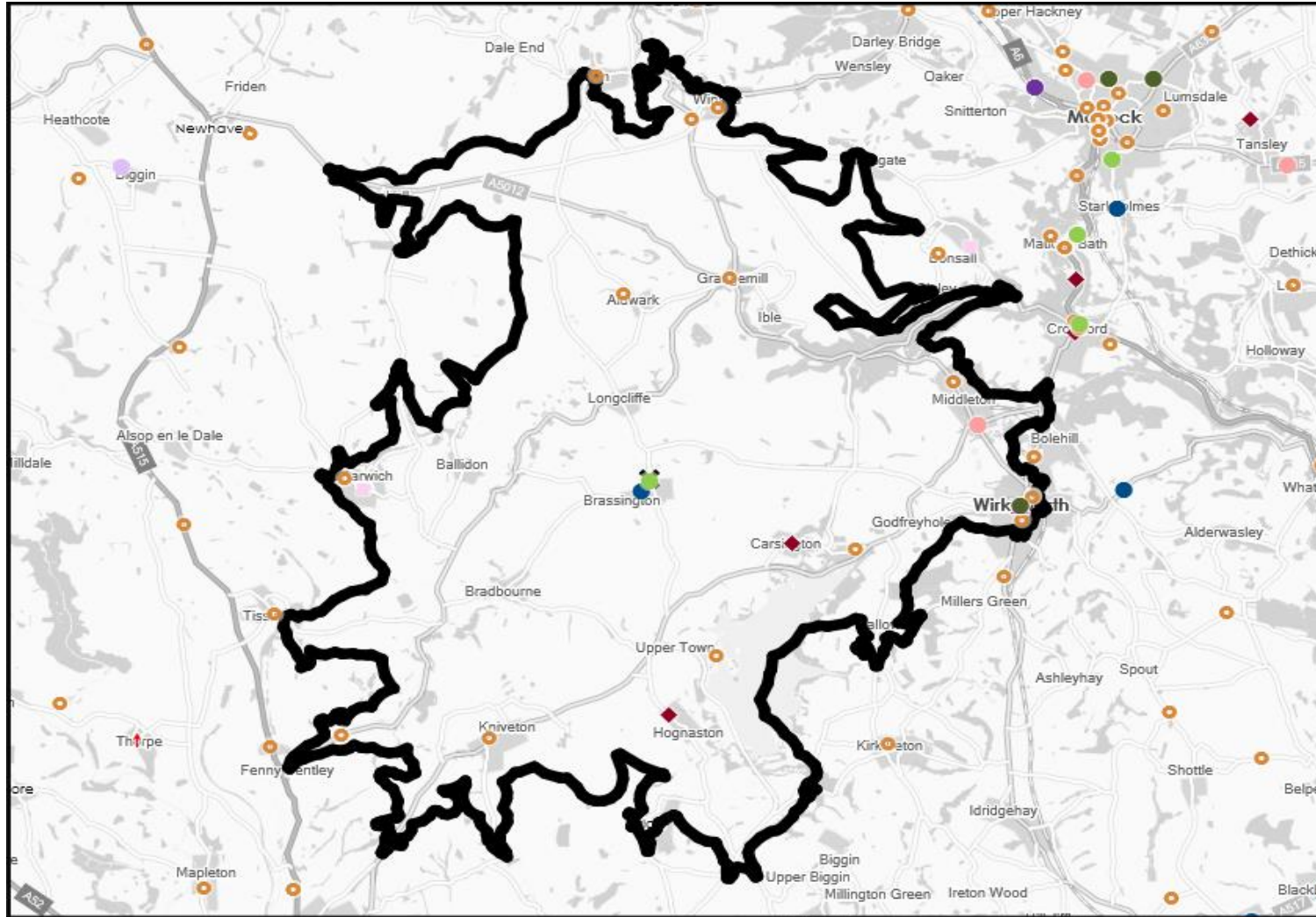
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	378.0	81.7	463			
Proprietary Club	0	0.0	7.3	0			
Registered Club	1	19.9	28.2	71			
Restaurant	1	19.9	32.1	62			
Residential	2	39.8	2.7	1488			

Name	Description	License Type	Owner Name	Postcode
Miners Standard	Independent Free	Pubs & Full On	Independent Free	DE 4 2DR
Bowling Green Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 2DS
Miners Arms	Unknown	Pubs & Full On	Unknown	DE 4 4DE
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	DE 4 4DS
Old Lock-Up	Independent Free	Residential	Independent Free	DE 4 4FG
Red Lion Hotel	Unknown	Pubs & Full On	Unknown	DE 4 4ET
Quarryman	Greene King	Pubs & Full On	Greene King	DE 4 4ET
Hope & Anchor	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	DE 4 4ET
Royal Oak	Independent Free	Pubs & Full On	Independent Free	DE 4 4FG
Miners Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE 4 4HA
Gate Inn	Marston's	Pubs & Full On	Marston's	DE 4 4HJ
Holly Bush Inn	Independent Free	Pubs & Full On	Independent Free	DE 4 4HU
Rising Sun	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE 4 4LS
Nelsons Arms	Independent Free	Pubs & Full On	Independent Free	DE 4 4LU
Red Lion	Independent Free	Pubs & Full On	Independent Free	DE 6 1JH
Bentley Brook Inn	Independent Free	Pubs & Full On	Independent Free	DE 6 1LF
Red Lion Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 6 1PR
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DE 6 1QJ
Sycamore Inn	Robinsons	Pubs & Full On	Robinsons	DE 6 1QL
Visitors Centre	Independent Free	Restaurant	Independent Free	DE 6 1ST
Le Mistral	Ever So Sensible Bars	Pubs & Full On	Ever So Sensible Bars	DE 4 4ET
Hopton Hall Holiday Cottages & Gardens	Independent Free	Pubs & Full On	Independent Free	DE 4 4DF
Lydgate Farmhouse Bed & Breakfast	Independent Free	Residential	Independent Free	DE 4 4HW

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04529_Miners Arms, Brassington, DE4 4HA (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: P04529_Miners Arms, Brassington, DE4 4HA (10 min contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	991	41.9	22.1	190		
2 Rising Prosperity	9	0.4	10.2	4		
3 Comfortable Communities	1,036	43.8	26.5	165		
4 Financially Stretched	302	12.8	23.7	54		
5 Urban Adversity	28	1.2	17.2	7		
6 Not Private Households	0	0.0	0.3	0		
Total households		2,366				

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: P04529_Miners Arms, Brassington, DE4 4HA (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	0	0.0	1.1	0			
1.B Executive Wealth	357	15.1	11.3	133			
1.C Mature Money	634	26.8	9.6	278			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	9	0.4	6.4	6			
3. Comfortable Communities							
3.F Countryside Communities	716	30.3	5.7	528			
3.G Successful Suburbs	314	13.3	6.0	223			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	6	0.3	4.6	6			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	36	1.5	8.0	19			
4.M Striving Families	143	6.0	7.4	81			
4.N Poorer Pensioners	123	5.2	5.8	90			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	28	1.2	5.2	23			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	2,366						

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

CORE DEMOGRAPHICS

Age range 55-74	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: LAKELAND, Spencers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

FINANCIAL PROFILE

Household income £42k (UK average: £40k)	% Disposable income 51% (UK average: 43%)	Financial situation Running into debt / Saving a lot
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DIGITAL ATTITUDES

I worry about online security 62% (UK average: 59%)	Shopping online makes my life easier 62% (UK average: 62%)	I love the ease of using chat bots to get answers 26% (UK average: 28%)
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TOP BEHAVIOURS

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

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Area: P04529_Miners Arms, Brassington, DE4 4HA (10 min contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

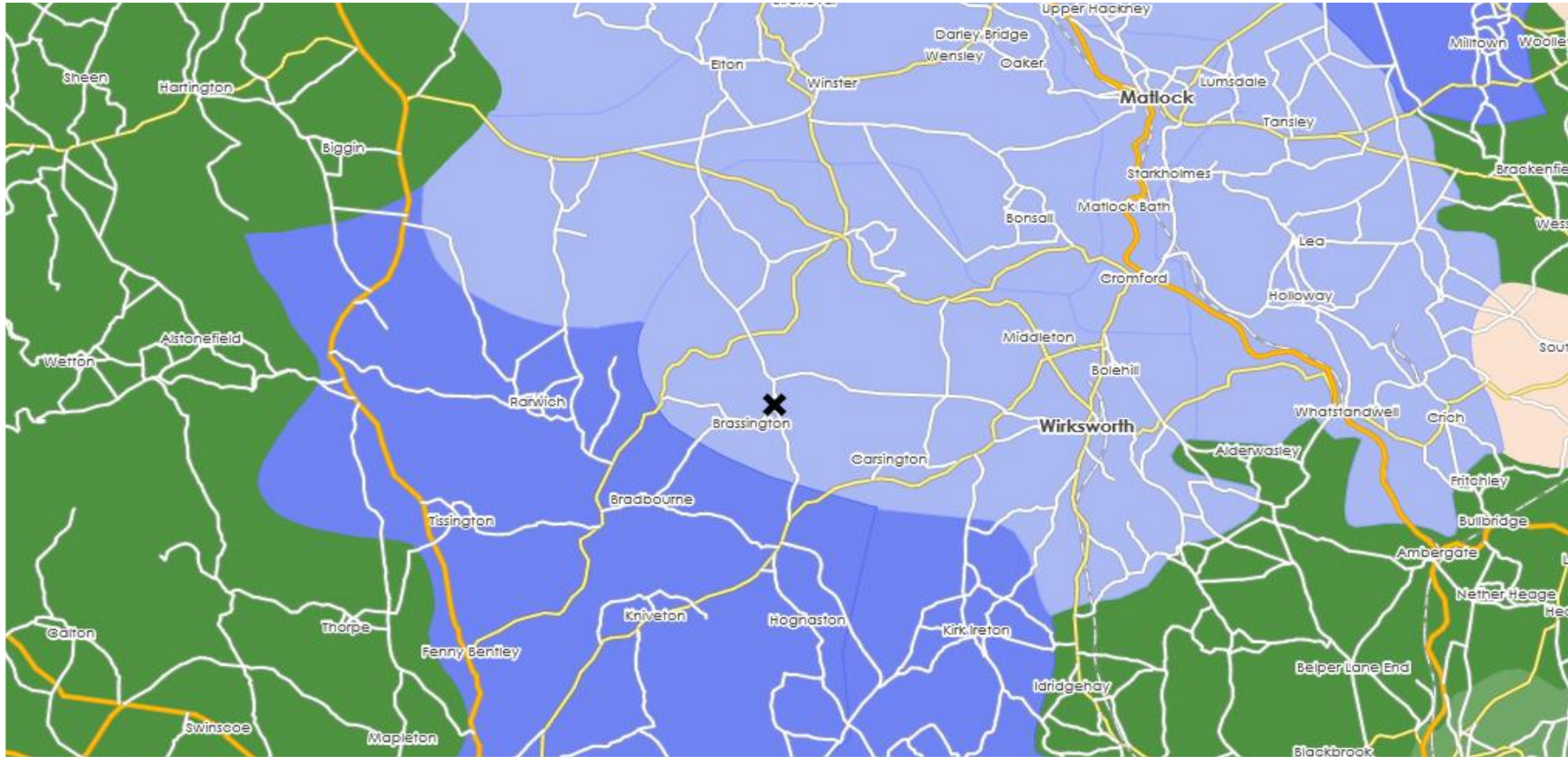
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	27	1.1	2.6	43			
1.B.5 Wealthy countryside commuters	321	13.6	2.5	549			
1.B.6 Financially comfortable families	8	0.3	2.2	15			
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	1	0.0	1.6	3			
1.C Mature Money							
1.C.10 Better-off villagers	452	19.1	3.1	621			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	109	4.6	2.5	187			
1.C.13 Upmarket downsizers	73	3.1	1.3	239			
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	9	0.4	2.0	19			
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	469	19.8	1.5	1,305			
3.F.22 Older couples and families in rural areas	2	0.1	1.0	8			
3.F.23 Owner occupiers in small towns and villages	245	10.4	3.2	323			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	43	1.8	2.7	67			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	271	11.5	2.4	473			
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	0	0.0	1.6	0			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	6	0.3	2.4	11			
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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	36	1.5	2.6	58			
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	143	6.0	1.6	379			
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	0	0.0	2.0	0			
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	37	1.6	0.8	199			
4.N.46 Elderly people in social rented flats	35	1.5	1.0	143			
4.N.47 Low income older people in smaller semis	13	0.5	2.2	25			
4.N.48 Pensioners and singles in social rented flats	38	1.6	1.7	94			
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	0	0.0	1.8	0			
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	0	0.0	1.6	0			
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	28	1.2	1.8	67			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,366						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04529_Miners Arms, Brassington, DE4 4HA (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

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%

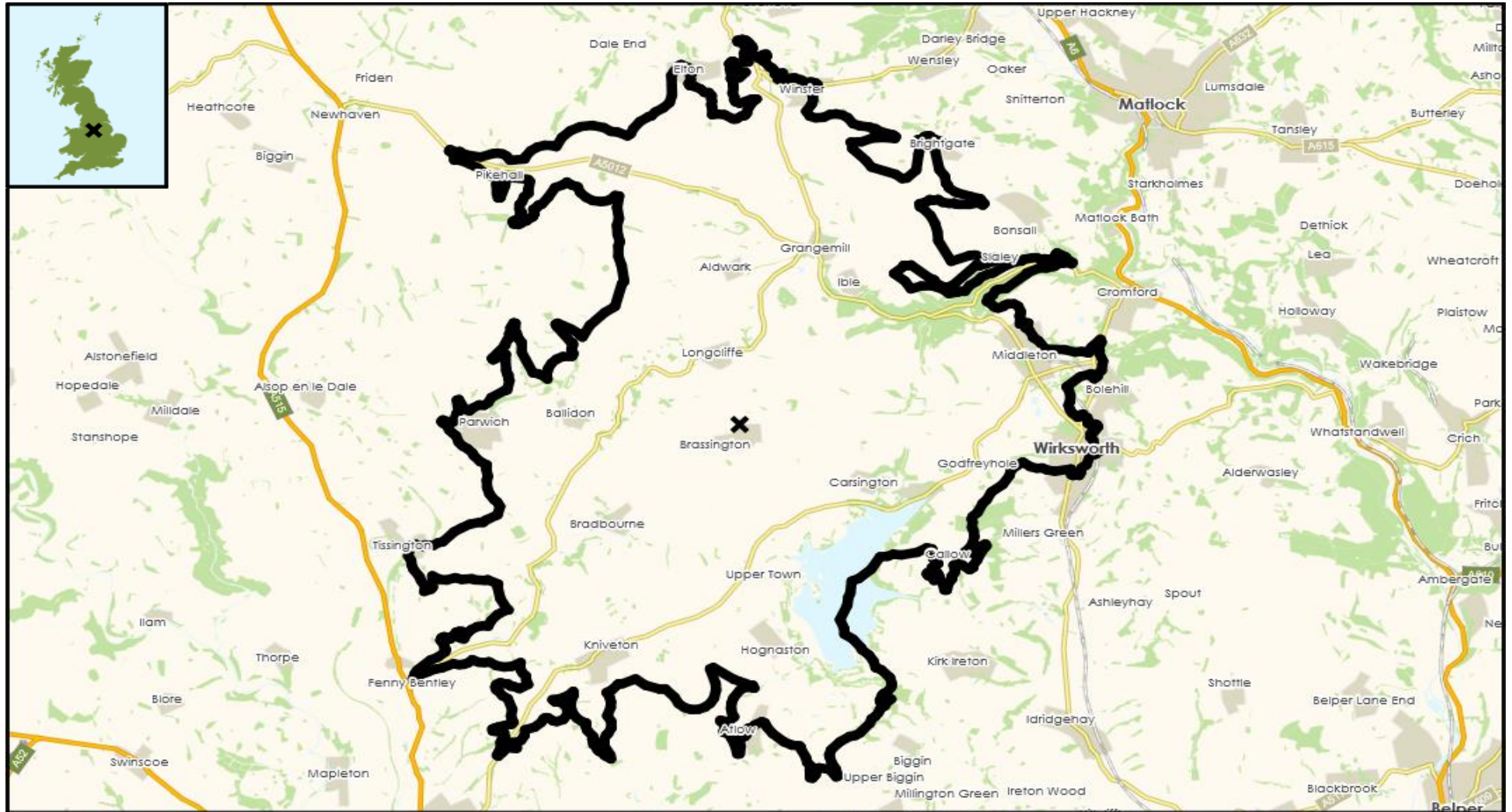


MAP OF AREA

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Area: P04529_Miners Arms, Brassington, DE4 4HA (10 min contour)

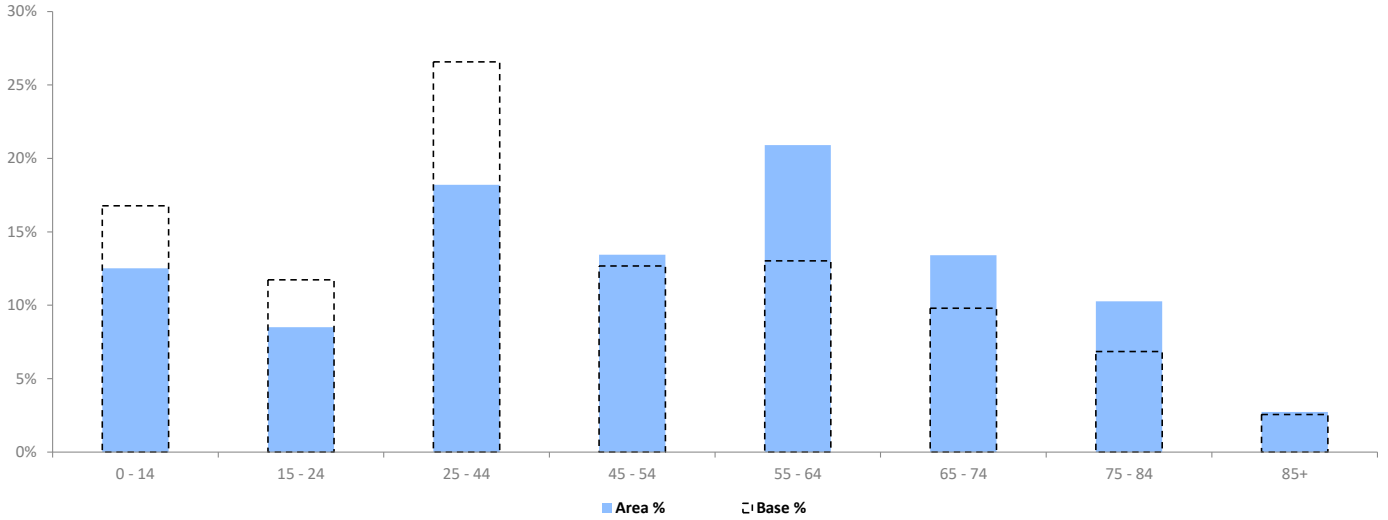


POPULATION PROJECTIONS

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Area: P04529_Miners Arms, Brassington, DE4 4HA (10 min contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	629	12.5	16.8	75			
15 - 24	428	8.5	11.7	73			
25 - 44	915	18.2	26.6	68			
45 - 54	676	13.5	12.7	106			
55 - 64	1,051	20.9	13.0	161			
65 - 74	674	13.4	9.8	137			
75 - 84	516	10.3	6.9	150			
85+	137	2.7	2.6	107			
Total population	5,026						



EXPENDITURE

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Area: P04529_Miners Arms, Brassington, DE4 4HA (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	£161,887	£69.54	£66.95	104			
2. Alcoholic beverages, tobacco and narcotics	£69,391	£29.81	£28.12	106			
3. Clothing & Footwear	£49,692	£21.35	£22.40	95			
4. Housing, water, electricity, gas and other fuels	£253,280	£108.80	£107.19	101			
5. Furnishings, equipment and routine maintenance	£95,260	£40.92	£36.85	111			
6. Health	£33,651	£14.45	£13.48	107			
7. Transport	£339,224	£145.71	£134.74	108			
8. Communication	£37,927	£16.29	£15.74	104			
9. Recreation & Culture	£179,081	£76.92	£64.16	120			
10. Education	£39,748	£17.07	£22.26	77			
11. Restaurants & Hotels	£151,357	£65.02	£67.11	97			
12. Miscellaneous goods and services	£262,748	£112.86	£109.86	103			
Total Expenditure	£1,673,245	£718.75	£688.85	104			

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.