

# CGA LICENCED PREMISES

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Area: P03980\_Mother Shiptons Inn, Knaresboroug

Base: Great Britain

Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	17	126.2	81.7	<b>155</b>			
Proprietary Club	1	7.4	7.3	<b>102</b>			
Registered Club	5	37.1	28.2	<b>132</b>			
Restaurant	5	37.1	32.1	<b>116</b>			
Residential	1	7.4	2.7	<b>278</b>			

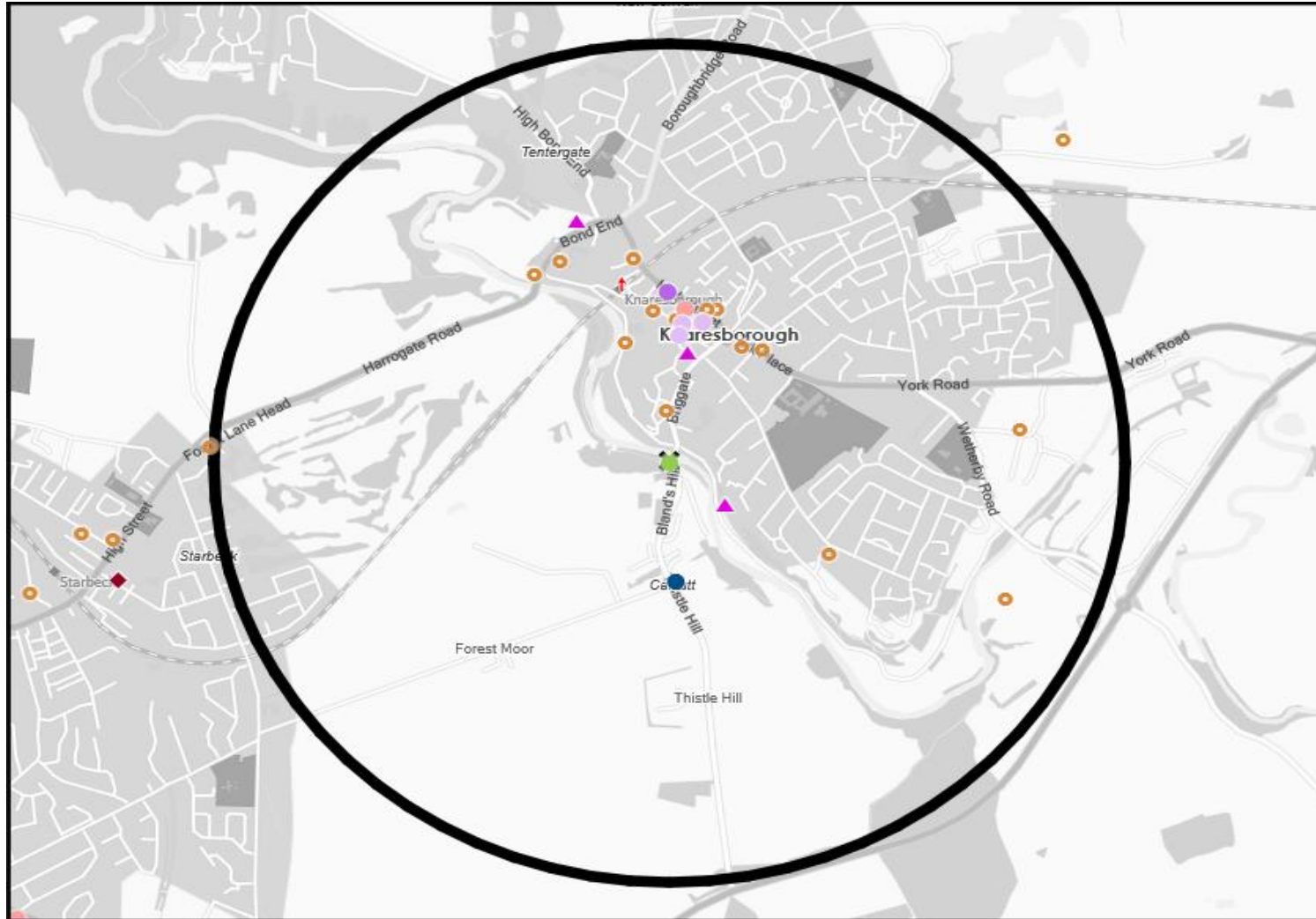
Name	Description	License Type	Owner Name	Postcode
Knaresborough Masonic Club	Independent Free	Registered Club	Independent Free	HG 5 0AA
Newton House Hotel	Independent Free	Residential	Independent Free	HG 5 0AD
Park Place Social Club	Independent Free	Registered Club	Independent Free	HG 5 0ER
Crown Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	HG 5 0HB
Knaresborough Working Mens Club	Independent Free	Registered Club	Independent Free	HG 5 8AD
Orange Grove	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HG 5 8AG
Hart	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HG 5 8AJ
So	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HG 5 8AJ
Old Royal Oak	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HG 5 8AL
Market Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HG 5 8AL
Blind Jacks	Independent Free	Pubs & Full On	Independent Free	HG 5 8AL
Castle Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HG 5 8AR
Two Brothers Grill And Pizzeria	Independent Free	Restaurant	Independent Free	HG 5 8AE
Cross Keys	Ossett Brewery	Pubs & Full On	Ossett Brewery	HG 5 8AX
George & Dragon	Independent Free	Pubs & Full On	Independent Free	HG 5 8BH
Knaresborough Cricket Club	Independent Free	Registered Club	Independent Free	HG 5 8EP
Half Moon	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	HG 5 8HY
Mother Shipton Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HG 5 8HZ
Cricketers	Marston's	Pubs & Full On	Marston's	HG 5 8JL
Knaresborough Town Football Club	Independent Free	Registered Club	Independent Free	HG 5 8LF
Plompton Mill Bar Lido Caravan	Independent Free	Proprietary Club	Independent Free	HG 5 8LR
Mitre Hotel	Market Town Taverns	Pubs & Full On	Heron & Brearley	HG 5 9AA
Dower House	Inn Collection Group	Pubs & Full On	Inn Collection Group	HG 5 9AL
Worlds End	Independent Free	Pubs & Full On	Independent Free	HG 5 9AU
Riverview Restaurant	Independent Free	Restaurant	Independent Free	HG 5 9AX
Spice Village	Independent Free	Restaurant	Independent Free	HG 5 8AR
Zolsha Restaurant	Independent Free	Restaurant	Independent Free	HG 5 0EQ
Black Mulberry	Independent Free	Restaurant	Independent Free	HG 5 8DE
Bear At Carriages	Independent Free	Pubs & Full On	Independent Free	HG 5 0HL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (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:** P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,846	47.0	22.1	213		
 2 Rising Prosperity	218	3.6	10.2	35		
 3 Comfortable Communities	1,577	26.0	26.5	98		
 4 Financially Stretched	1,106	18.2	23.7	77		
 5 Urban Adversity	255	4.2	17.2	24		
 6 Not Private Households	59	1.0	0.3	283		
<b>Total households</b>		<b>6,061</b>				

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M UK Adults    27.2% 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: P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	42	0.7	1.1	63		
1.B Executive Wealth	1,312	21.6	11.3	191		
1.C Mature Money	1,492	24.6	9.6	255		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	218	3.6	6.4	56		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	114	1.9	5.7	33		
3.G Successful Suburbs	410	6.8	6.0	114		
3.H Steady Neighbourhoods	565	9.3	7.4	126		
3.I Comfortable Seniors	393	6.5	2.9	227		
3.J Starting Out	95	1.6	4.6	34		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	330	5.4	8.0	68		
4.M Striving Families	326	5.4	7.4	72		
4.N Poorer Pensioners	450	7.4	5.8	129		
<b>5. Urban Adversity</b>						
5.O Young Hardship	225	3.7	6.3	59		
5.P Struggling Estates	0	0.0	5.7	0		
5.Q Difficult Circumstances	30	0.5	5.2	9		
<b>6. Not Private Households</b>						
6.R Not Private Households	59	1.0	0.3	283		
<b>Total households</b>	<b>6,061</b>					

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 <b>25-44</b>	Children at home <b>0</b>
House tenure Privately renting	Family structure Single
Number of beds <b>1</b>	House type Flat or maisonette

**BRANDS**

SHOPPING 		
LEISURE 		
WEBSITES 		

**DIGITAL AND TECH**

**ATTITUDES**

I worry about online security <b>60%</b> UK average: 59%	Shopping online makes my life easier <b>68%</b> UK average: 62%	I love the ease of using chat bots to get answers <b>31%</b> UK average: 28%
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**FINANCIAL PROFILE**

Household income UK: <b>£54k</b> London: <b>£54k</b> Average: £40k / Average: £46k	% Disposable income UK: <b>23%</b> London: <b>20%</b> Average: 43% / Average: 29%	Financial situation 
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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: P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by: Acorn Structure  
 Index  
 Profile %

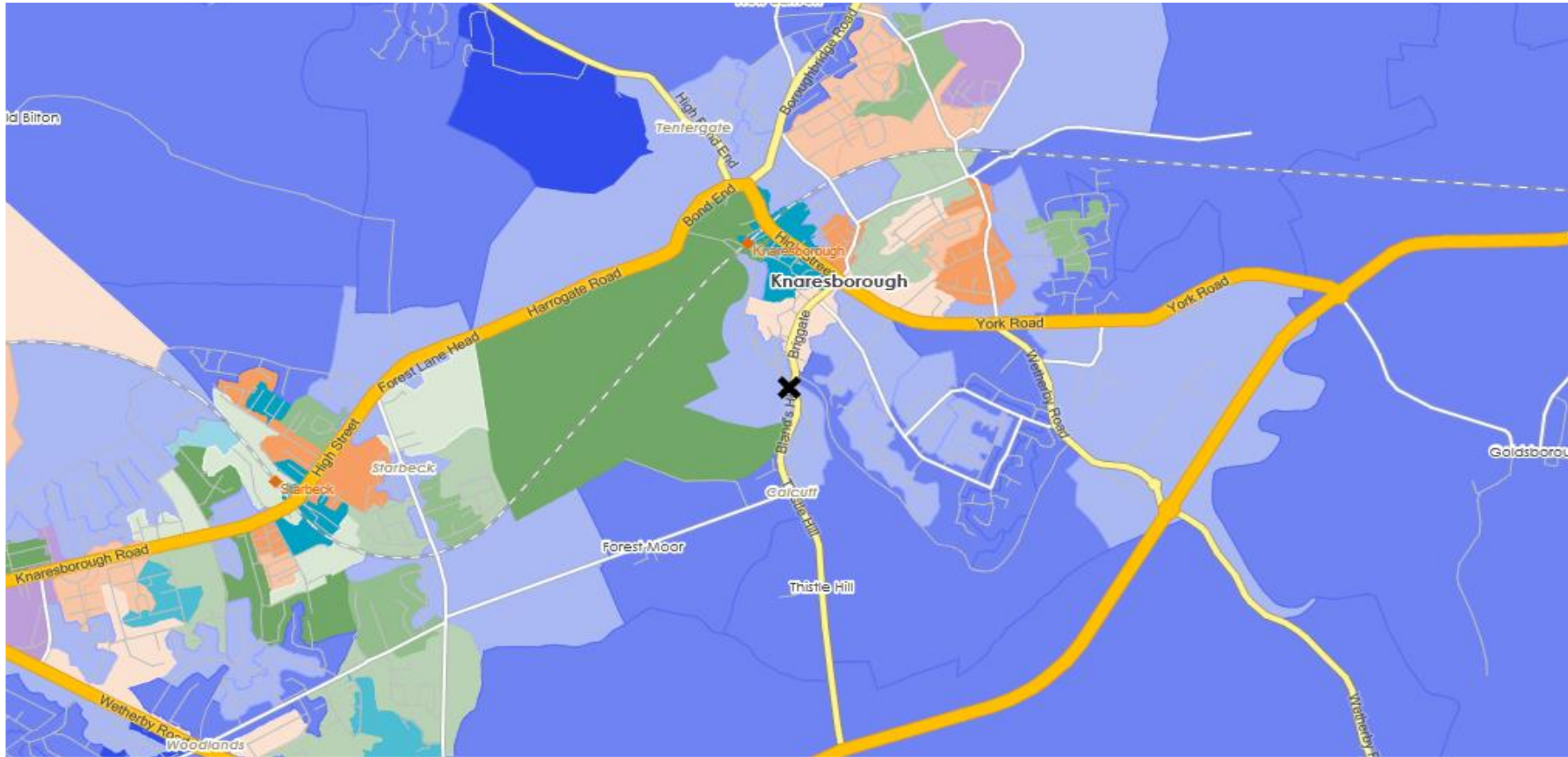
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	42	0.7	0.9	81			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	639	10.5	2.6	399			
1.B.5 Wealthy countryside commuters	214	3.5	2.5	143			
1.B.6 Financially comfortable families	144	2.4	2.2	107			
1.B.7 Affluent professionals	25	0.4	0.9	48			
1.B.8 Prosperous suburban families	68	1.1	1.5	73			
1.B.9 Well-off edge of towners	222	3.7	1.6	228			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	544	9.0	3.1	292			
1.C.11 Settled suburbia, older people	584	9.6	2.8	342			
1.C.12 Retired and empty nesters	168	2.8	2.5	113			
1.C.13 Upmarket downsizers	196	3.2	1.3	250			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	142	2.3	2.0	119			
2.E.19 First time buyers in small, modern homes	76	1.3	3.4	37			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	114	1.9	3.2	59			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	65	1.1	2.7	40			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	345	5.7	2.4	235			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	382	6.3	3.5	182			
3.H.28 Owner occupied terraces, average income	3	0.0	1.6	3			
3.H.29 Established suburbs, older families	180	3.0	2.3	127			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	360	5.9	2.4	250			
3.I.31 Elderly singles in purpose-built accommodation	33	0.5	0.5	112			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	66	1.1	2.2	51			
3.J.33 Smaller houses and starter homes	29	0.5	2.4	20			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	68	1.1	1.4	78			
4.L.38 Semi-skilled workers in traditional neighbourhoods	82	1.4	2.6	51			
4.L.39 Fading owner occupied terraces	180	3.0	2.9	102			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	159	2.6	1.6	164			
4.M.42 Struggling young families in post-war terraces	77	1.3	1.6	77			
4.M.43 Families in right-to-buy estates	74	1.2	2.0	60			
4.M.44 Post-war estates, limited means	16	0.3	2.2	12			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	92	1.5	0.8	193			
4.N.46 Elderly people in social rented flats	181	3.0	1.0	290			
4.N.47 Low income older people in smaller semis	86	1.4	2.2	63			
4.N.48 Pensioners and singles in social rented flats	91	1.5	1.7	88			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	84	1.4	2.2	63			
5.O.50 Struggling younger people in mixed tenure	112	1.8	1.8	103			
5.O.51 Young people in small, low cost terraces	29	0.5	2.3	21			
<b>5.P Struggling Estates</b>							
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			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	23	0.4	1.5	25			
5.Q.58 Singles and young families, some receiving benefits	7	0.1	1.8	7			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.1	0.1	111			
6.R.61 Inactive communal population	55	0.9	0.3	319			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,061</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (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
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**

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%

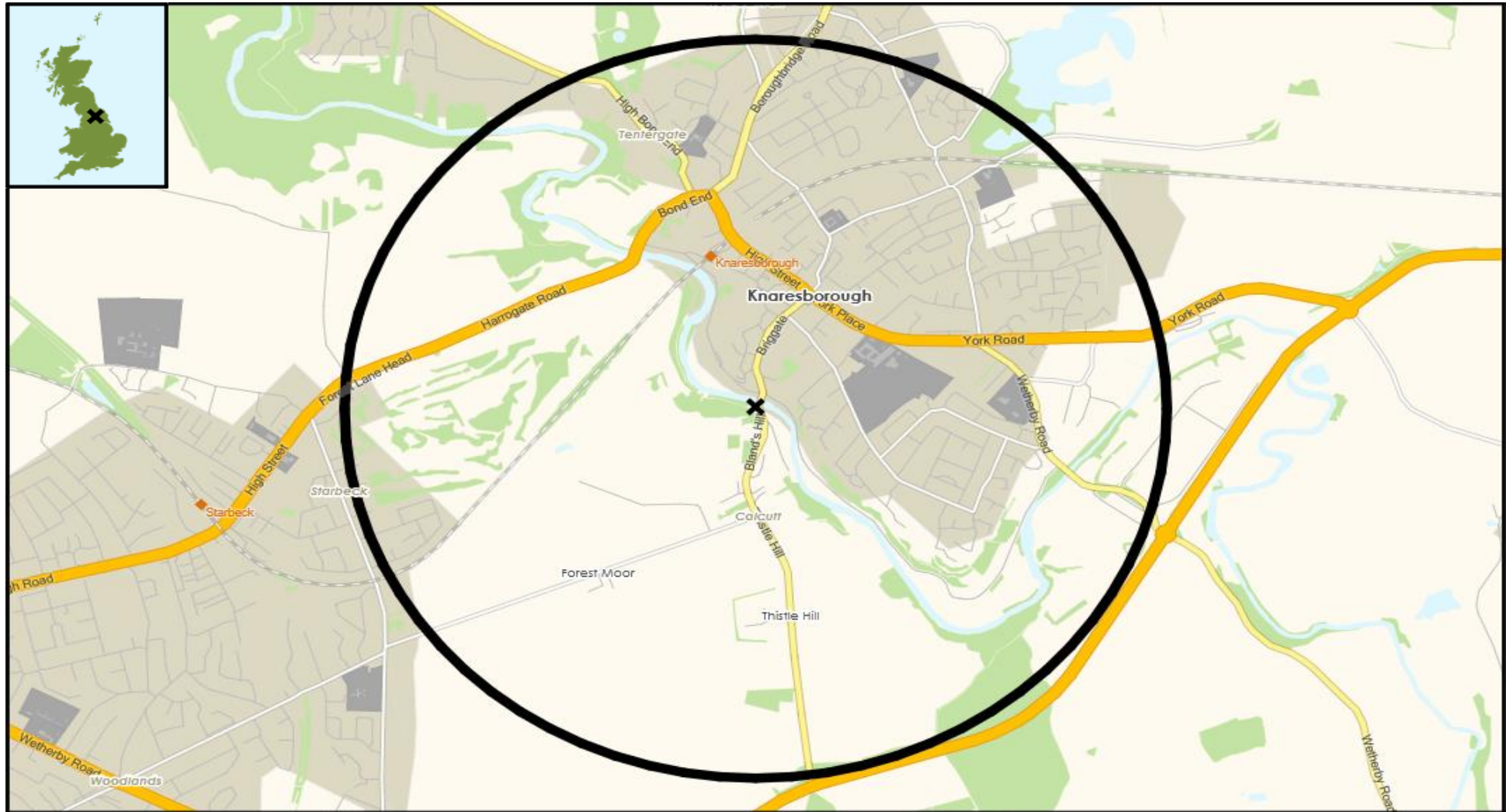


# MAP OF AREA

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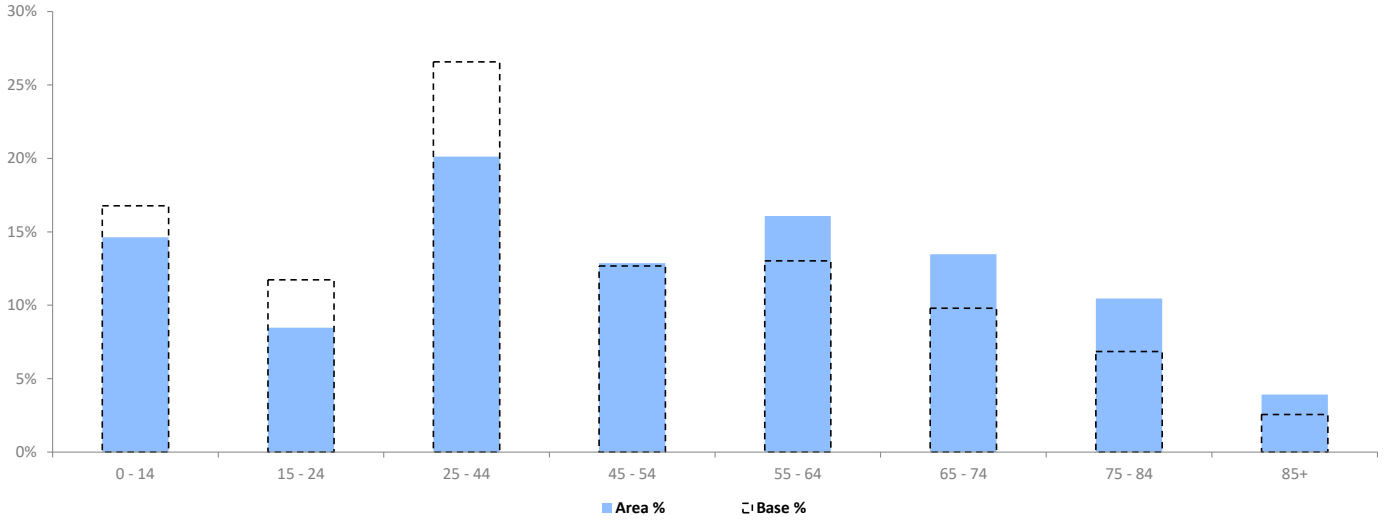


# POPULATION PROJECTIONS

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Area: P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,970	14.6	16.8	87			
15 - 24	1,140	8.5	11.7	72			
25 - 44	2,709	20.1	26.6	76			
45 - 54	1,732	12.9	12.7	102			
55 - 64	2,164	16.1	13.0	123			
65 - 74	1,814	13.5	9.8	137			
75 - 84	1,408	10.5	6.9	152			
85+	529	3.9	2.6	154			
<b>Total population</b>	<b>13,466</b>						



# EXPENDITURE

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Area: P03980\_Mother Shiptons Inn, Knaresborough, HG5 8HZ (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£396,661	£67.29	£66.95	101			
2. Alcoholic beverages, tobacco and narcotics	£157,123	£26.65	£28.12	95			
3. Clothing & Footwear	£138,998	£23.58	£22.40	105			
4. Housing, water, electricity, gas and other fuels	£637,981	£108.22	£107.19	101			
5. Furnishings, equipment and routine maintenance	£243,154	£41.25	£36.85	112			
6. Health	£95,715	£16.24	£13.48	120			
7. Transport	£856,486	£145.29	£134.74	108			
8. Communication	£90,138	£15.29	£15.74	97			
9. Recreation & Culture	£456,032	£77.36	£64.16	121			
10. Education	£123,946	£21.03	£22.26	94			
11. Restaurants & Hotels	£446,629	£75.76	£67.11	113			
12. Miscellaneous goods and services	£697,405	£118.30	£109.86	108			
<b>Total Expenditure</b>	<b>£4,340,268</b>	<b>£736.26</b>	<b>£688.85</b>	<b>107</b>			

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.