

# CGA LICENCED PREMISES

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Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6A'  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	67.8	81.7	83			
Proprietary Club	1	6.8	7.3	93			
Registered Club	4	27.1	28.2	96			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

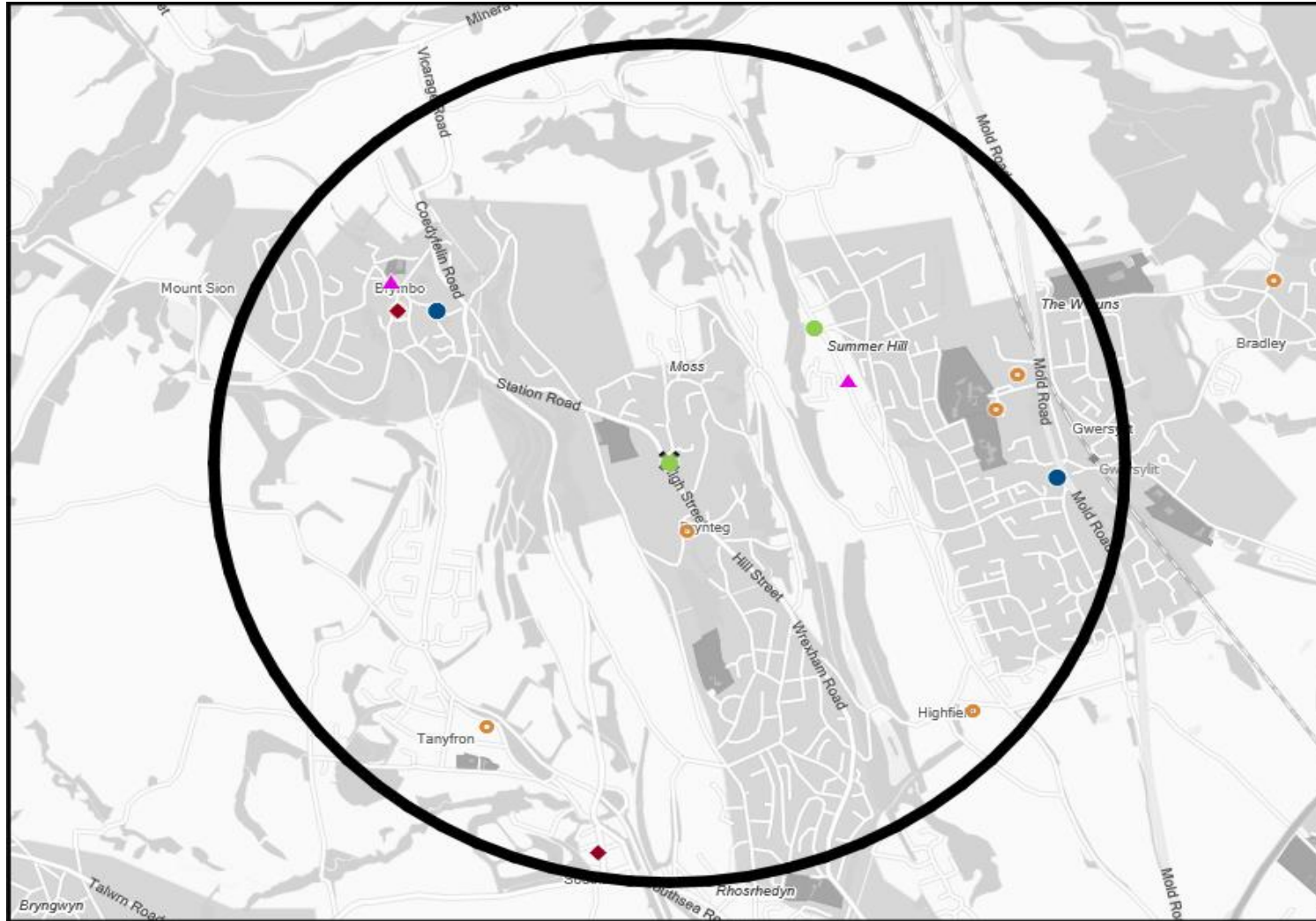
Name	Description	License Type	Owner Name	Postcode
Wheatsheaf Inn	Marston's	Pubs & Full On	Marston's	LL11 4AE
Gwersyllt Sports & Working Mens	Independent Free	Registered Club	Independent Free	LL11 4AF
Crown Inn	Hydes Anvil	Pubs & Full On	Hydes Anvil	LL11 4SR
King William Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL11 4TA
Miners Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL11 5BL
Brymbo Sports & Social Club	Independent Free	Registered Club	Independent Free	LL11 5TF
George & Dragon	JW Lees	Pubs & Full On	JW Lees	LL11 5DA
Railway Tavern	Independent Free	Pubs & Full On	Independent Free	LL11 5EA
Y Tai	Marston's	Pubs & Full On	Marston's	LL11 5EA
Rollers Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LL11 5PB
Cross Foxes Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL11 6AW
Brymbo Conservative Club	Independent Free	Registered Club	Independent Free	LL11 5BL
Cross Keys	Independent Free	Pubs & Full On	Independent Free	LL11 6AR
Moss Valley Golf Club	Independent Free	Registered Club	Independent Free	LL11 4UR
Gwyn Evans Leisure And Activity Centre	Independent Free	Proprietary Club	Independent Free	LL11 4HQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (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:** P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	223	3.5	22.1	16		
 2 Rising Prosperity	301	4.7	10.2	46		
 3 Comfortable Communities	2,467	38.5	26.5	145		
 4 Financially Stretched	2,639	41.2	23.7	174		
 5 Urban Adversity	774	12.1	17.2	70		
 6 Not Private Households	9	0.1	0.3	41		
 Graph						
<b>Total households</b>	<b>6,413</b>					

### 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%

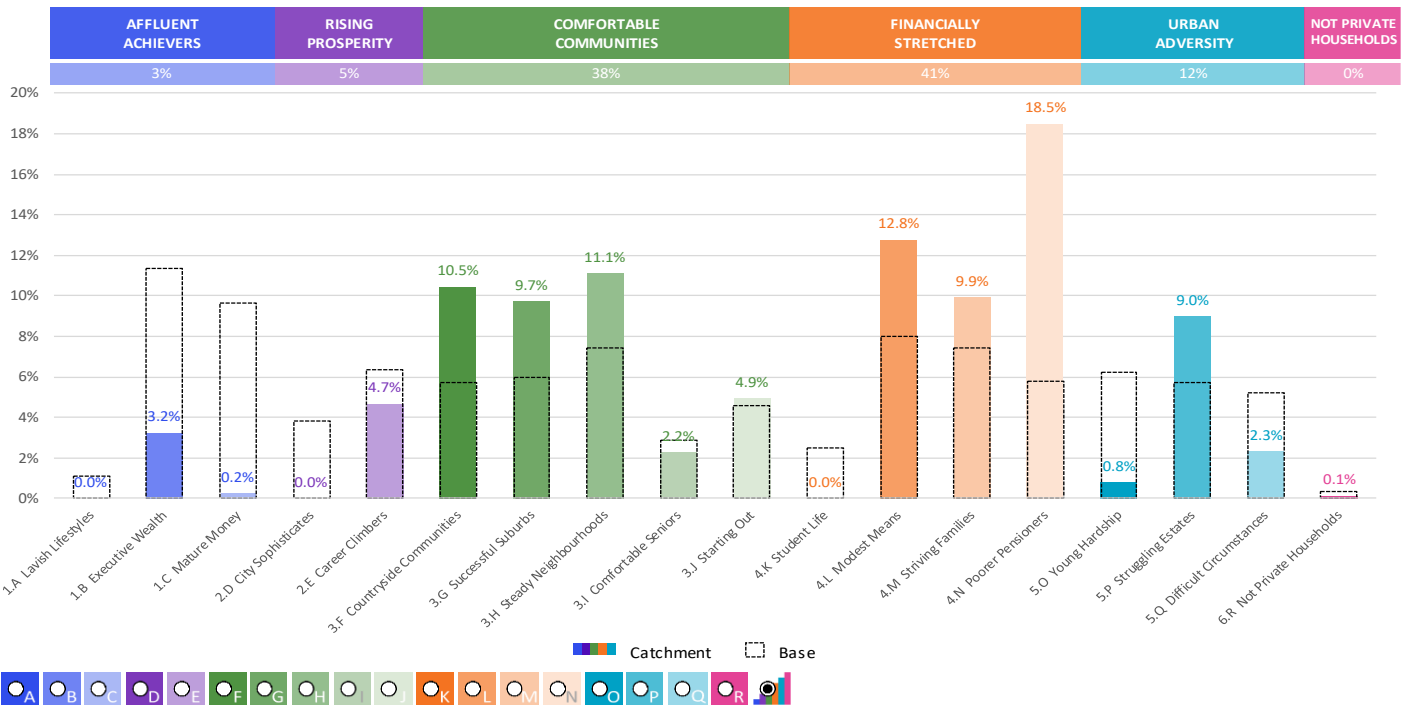
# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (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	0	0.0	1.1	0			
1.B Executive Wealth	207	3.2	11.3	28			
1.C Mature Money	16	0.2	9.6	3			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	301	4.7	6.4	74			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	671	10.5	5.7	182			
3.G Successful Suburbs	624	9.7	6.0	163			
3.H Steady Neighbourhoods	712	11.1	7.4	150			
3.I Comfortable Seniors	144	2.2	2.9	79			
3.J Starting Out	316	4.9	4.6	108			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	818	12.8	8.0	160			
4.M Striving Families	635	9.9	7.4	133			
4.N Poorer Pensioners	1,186	18.5	5.8	321			
<b>5. Urban Adversity</b>							
5.O Young Hardship	50	0.8	6.3	12			
5.P Struggling Estates	575	9.0	5.7	157			
5.Q Difficult Circumstances	149	2.3	5.2	44			
<b>6. Not Private Households</b>							
6.R Not Private Households	9	0.1	0.3	41			
<b>Total households</b>	<b>6,413</b>						

## Acorn Group Graph



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

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Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	1	0.0	2.6	1			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	206	3.2	2.2	145			
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	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	4	0.1	3.1	2			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	12	0.2	2.5	8			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	236	3.7	2.0	186			
2.E.19 First time buyers in small, modern homes	65	1.0	3.4	30			
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	46	0.7	1.0	71			
3.F.23 Owner occupiers in small towns and villages	625	9.7	3.2	304			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	592	9.2	2.7	342			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	32	0.5	2.4	21			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	517	8.1	3.5	233			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	195	3.0	2.3	130			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	144	2.2	2.4	95			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	316	4.9	2.4	205			
<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	194	3.0	1.4	210			
4.L.38 Semi-skilled workers in traditional neighbourhoods	440	6.9	2.6	261			
4.L.39 Fading owner occupied terraces	184	2.9	2.9	98			
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	63	1.0	1.6	62			
4.M.42 Struggling young families in post-war terraces	33	0.5	1.6	31			
4.M.43 Families in right-to-buy estates	372	5.8	2.0	285			
4.M.44 Post-war estates, limited means	167	2.6	2.2	120			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	20	0.3	0.8	40			
4.N.46 Elderly people in social rented flats	88	1.4	1.0	133			
4.N.47 Low income older people in smaller semis	894	13.9	2.2	624			
4.N.48 Pensioners and singles in social rented flats	184	2.9	1.7	168			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	13	0.2	2.2	9			
5.O.50 Struggling younger people in mixed tenure	37	0.6	1.8	32			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	276	4.3	1.6	276			
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	299	4.7	1.6	291			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	33	0.5	1.5	34			
5.Q.58 Singles and young families, some receiving benefits	116	1.8	1.8	103			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	9	0.1	0.3	49			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,413</b>						



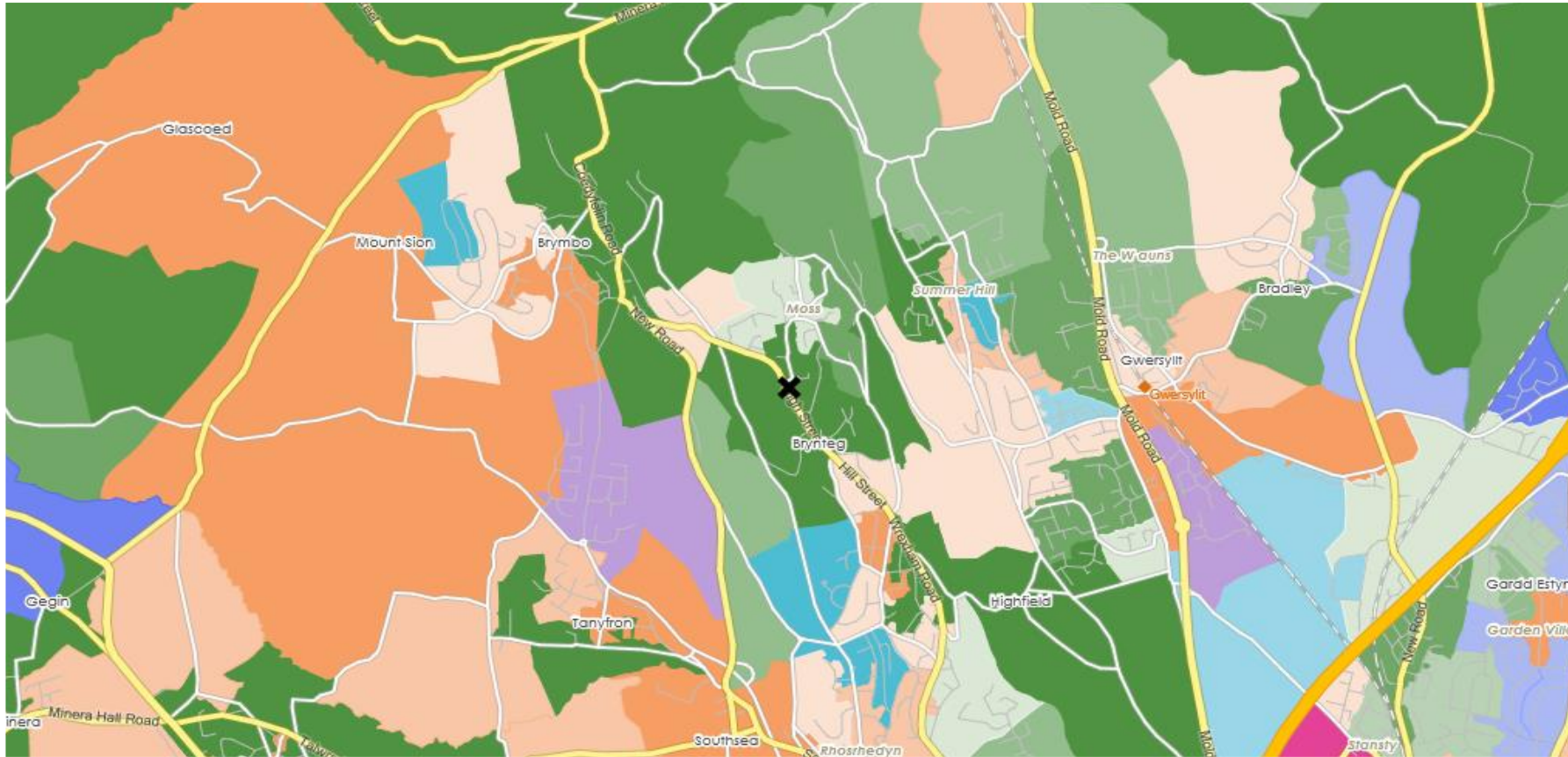
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (1 Mile contour)



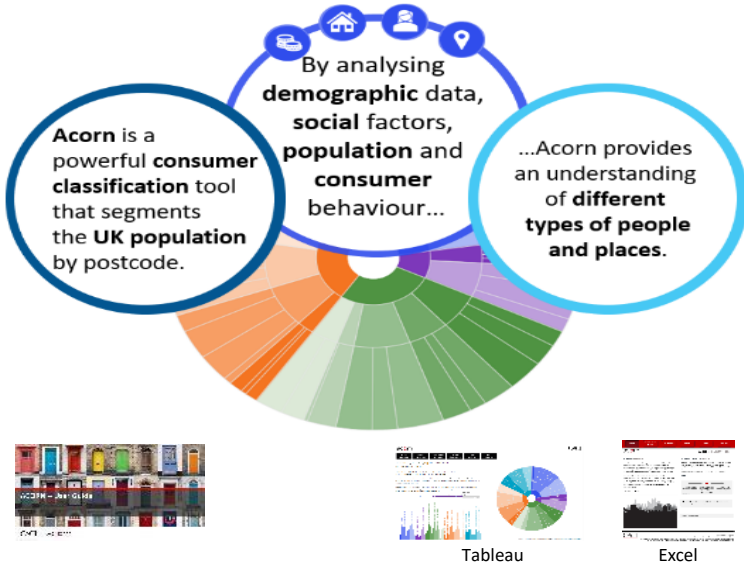
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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

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

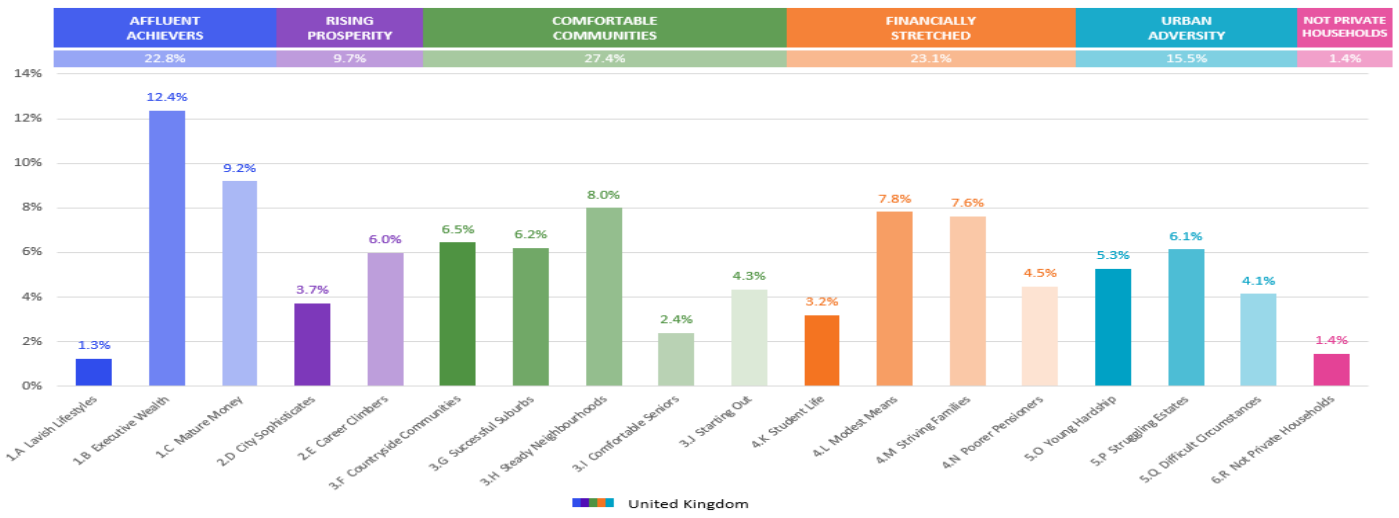
House tenure: Owned outright

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.



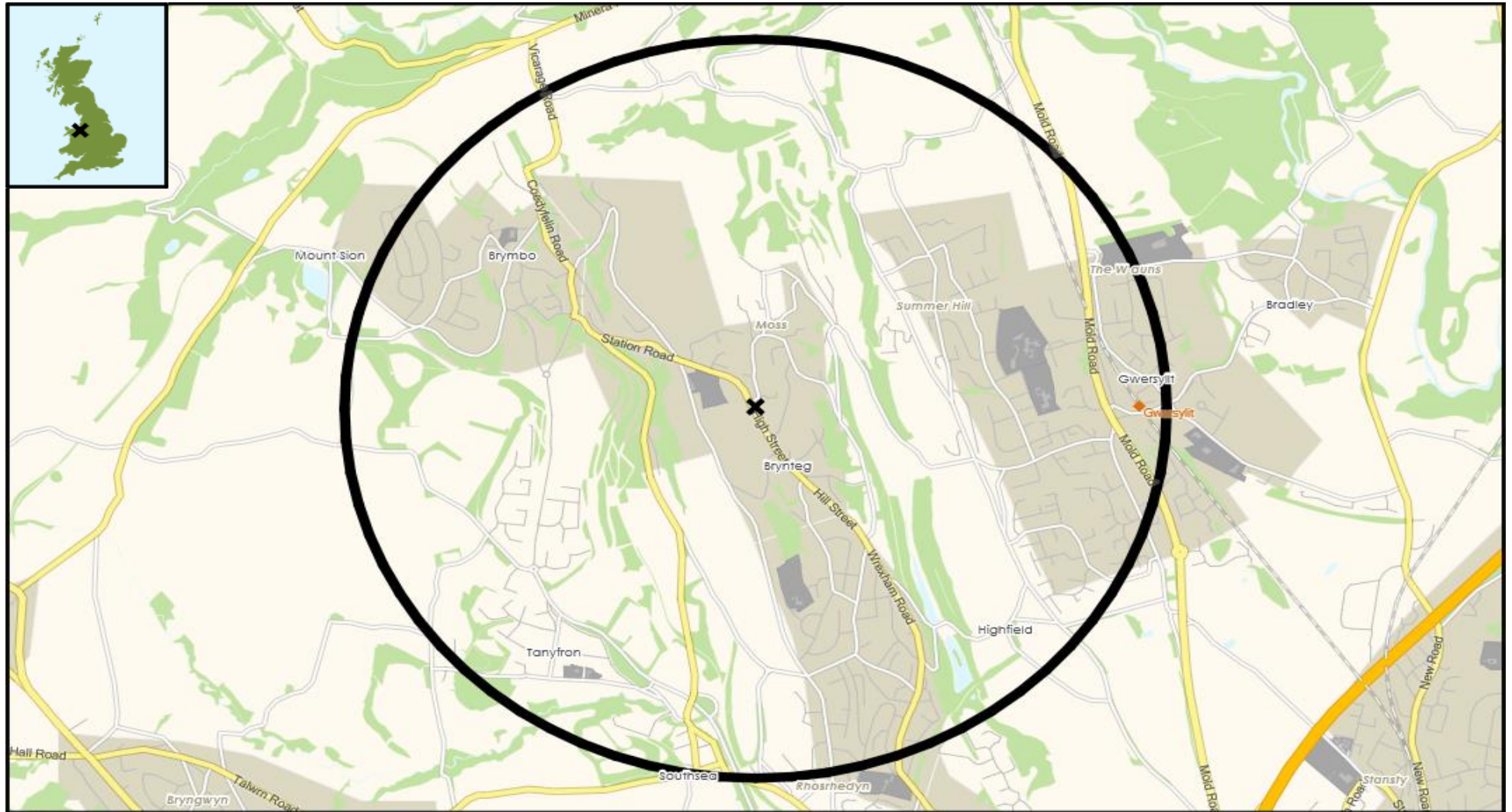


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (1 Mile contour)





# POPULATION PROJECTIONS

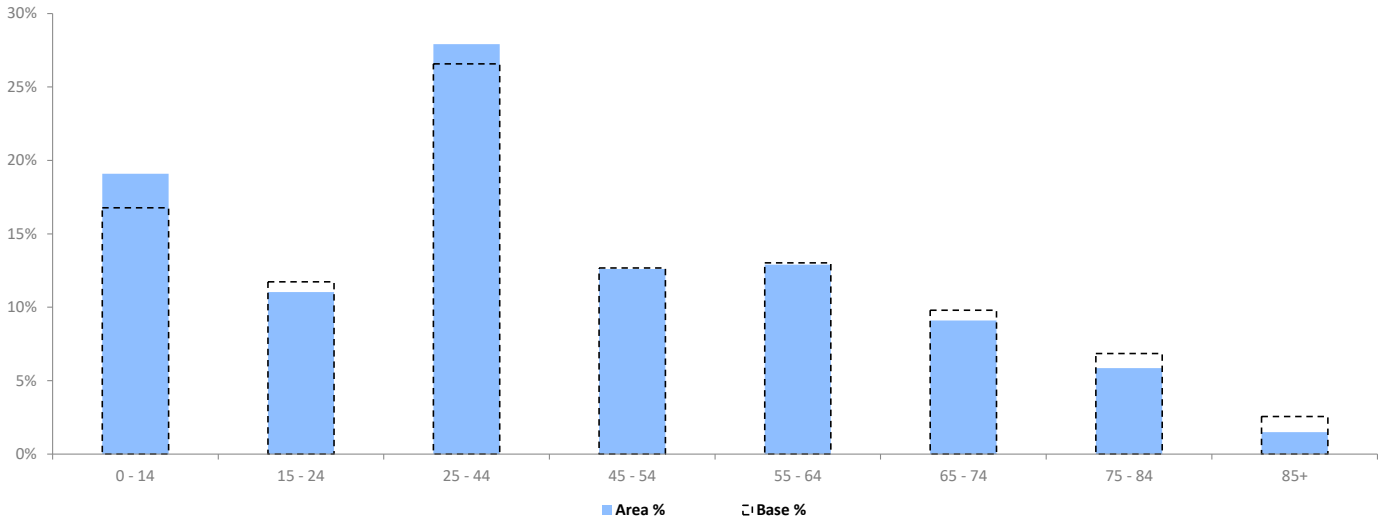
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Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,816	19.1	16.8	114			
15 - 24	1,626	11.0	11.7	94			
25 - 44	4,116	27.9	26.6	105			
45 - 54	1,860	12.6	12.7	100			
55 - 64	1,903	12.9	13.0	99			
65 - 74	1,341	9.1	9.8	93			
75 - 84	863	5.9	6.9	85			
85+	220	1.5	2.6	58			
<b>Total population</b>	<b>14,745</b>						



# EXPENDITURE

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Area: P04481\_Cross Foxes Inn, Wrexham, LL11 6AW (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	£396,352	£62.50	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£174,295	£27.48	£28.12	98			
3. Clothing & Footwear	£134,482	£21.20	£22.40	95			
4. Housing, water, electricity, gas and other fuels	£567,274	£89.45	£107.19	83			
5. Furnishings, equipment and routine maintenance	£226,090	£35.65	£36.85	97			
6. Health	£68,374	£10.78	£13.48	80			
7. Transport	£773,404	£121.95	£134.74	91			
8. Communication	£94,480	£14.90	£15.74	95			
9. Recreation & Culture	£409,760	£64.61	£64.16	101			
10. Education	£30,619	£4.83	£22.26	22			
11. Restaurants & Hotels	£347,242	£54.75	£67.11	82			
12. Miscellaneous goods and services	£643,142	£101.41	£109.86	92			
<b>Total Expenditure</b>	<b>£3,865,515</b>	<b>£609.51</b>	<b>£688.85</b>	<b>88</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.