

CGA LICENCED PREMISES

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Area: P03765_Plume of Feathers, Little Wymondle
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	325.1	81.7	398			
Proprietary Club	0	0.0	7.3	0			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Green Man	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG 4 7EU
Priory	Independent Free	Pubs & Full On	Independent Free	SG 4 7HD
Plume Of Feathers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SG 4 7HY
Bucks Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SG 4 7HY
Needham House Hotel	Independent Free	Pubs & Full On	Independent Free	SG 4 7JJ
Hermit Of Redcoats	Greene King	Pubs & Full On	Greene King	SG 4 7JR
Redcoats Farmhouse Hotel	Anglian Country Inns Ltd	Pubs & Full On	Anglian Country Inns Ltd	SG 4 7JR

MAP OF AREA

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Source: OS Open Data 2018

Area: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (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: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	452	51.6	22.1	234		
 2 Rising Prosperity	13	1.5	10.2	15		
 3 Comfortable Communities	139	15.9	26.5	60		
 4 Financially Stretched	225	25.7	23.7	108		
 5 Urban Adversity	45	5.1	17.2	30		
 6 Not Private Households	2	0.2	0.3	66		
 Graph						
Total households	876					

Acorn Category Pen Portrait

2 Rising Prosperity

Age range

25-44

House type

Flat or maisonette

5.0M UK Adults

9.5% of UK

Financial situation

Running into debt ← → Saving a lot

House tenure

Privately renting

Children at home

0

Number of beds

1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

- D City Sophisticates 39%
- E Career Climbers 61%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (1 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	10	1.1	1.1	104		
1.B Executive Wealth	138	15.8	11.3	139		
1.C Mature Money	304	34.7	9.6	360		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	13	1.5	6.4	23		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	139	15.9	6.0	267		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	0	0.0	4.6	0		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	0	0.0	8.0	0		
4.M Striving Families	210	24.0	7.4	322		
4.N Poorer Pensioners	15	1.7	5.8	30		
5. Urban Adversity						
5.O Young Hardship	0	0.0	6.3	0		
5.P Struggling Estates	45	5.1	5.7	90		
5.Q Difficult Circumstances	0	0.0	5.2	0		
6. Not Private Households						
6.R Not Private Households	2	0.2	0.3	66		
Total households	876					

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



FINANCIAL PROFILE

Household income UK: £54k London: £54k <small>Average: £40k Average: £48k</small>	% Disposable income UK: 23% London: 20% <small>Average: 43% Average: 25%</small>	Financial situation
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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%** (UK average: 55%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **31%** (UK average: 28%)

TOP BEHAVIOURS

- Post online ratings / reviews online
- Book travel and holidays online
- Social media: Pinterest, Insta and Twitter



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

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Area: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

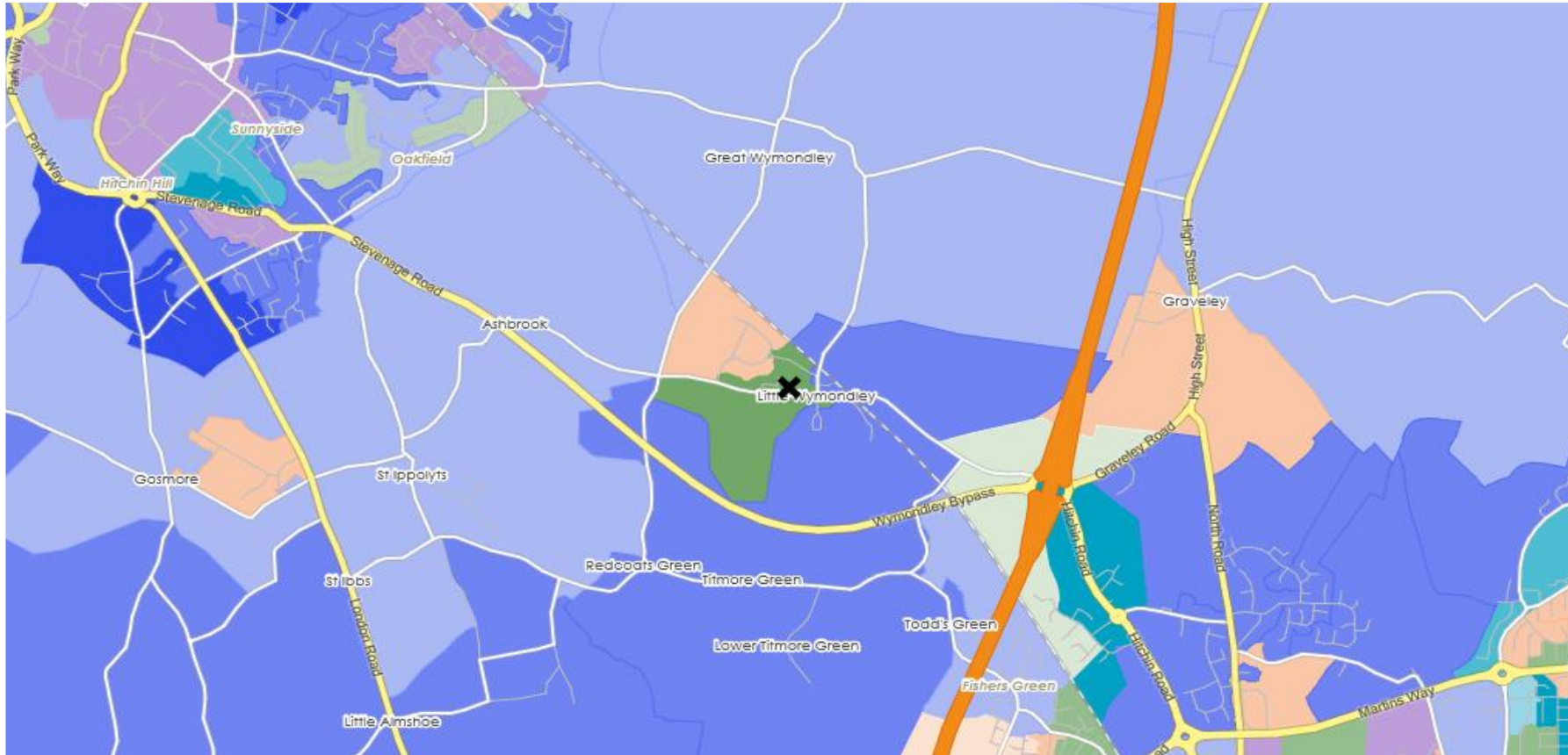
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	10	1.1	0.9	133			
1.B Executive Wealth							
1.B.4 Asset rich families	18	2.1	2.6	78			
1.B.5 Wealthy countryside commuters	100	11.4	2.5	462			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	20	2.3	1.5	149			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	249	28.4	3.1	924			
1.C.11 Settled suburbia, older people	55	6.3	2.8	223			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	3	0.3	2.0	17			
2.E.19 First time buyers in small, modern homes	10	1.1	3.4	34			
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	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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	29	3.3	2.7	123			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	110	12.6	2.4	518			
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	0	0.0	2.4	0			
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	0	0.0	2.6	0			
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	162	18.5	1.6	1,160			
4.M.42 Struggling young families in post-war terraces	48	5.5	1.6	334			
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	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	15	1.7	1.7	100			
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	45	5.1	1.6	321			
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	0	0.0	0.1	0			
6.R.61 Inactive communal population	2	0.2	0.3	80			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	876						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (1 Mile contour)



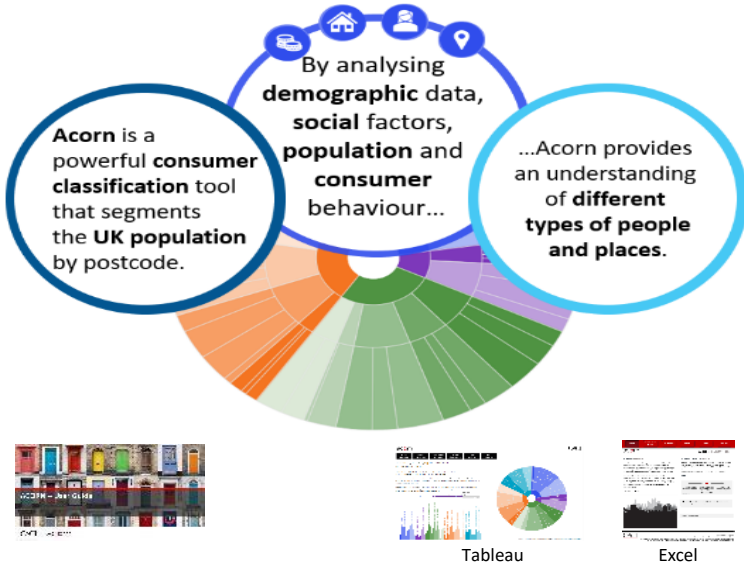
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

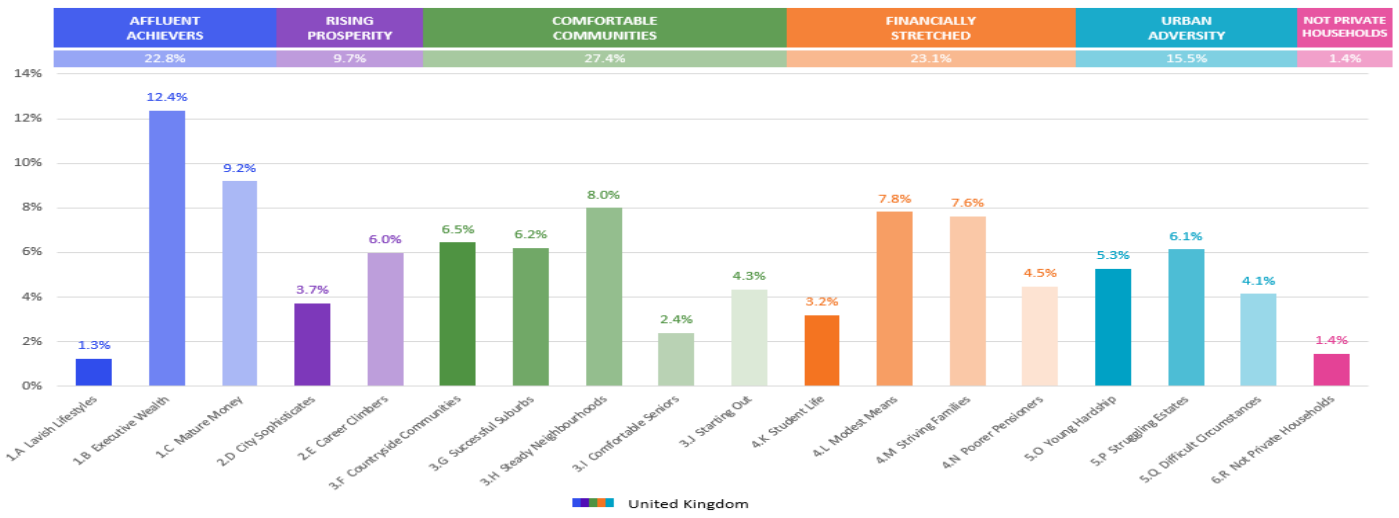
House tenure: **Owned outright**

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%

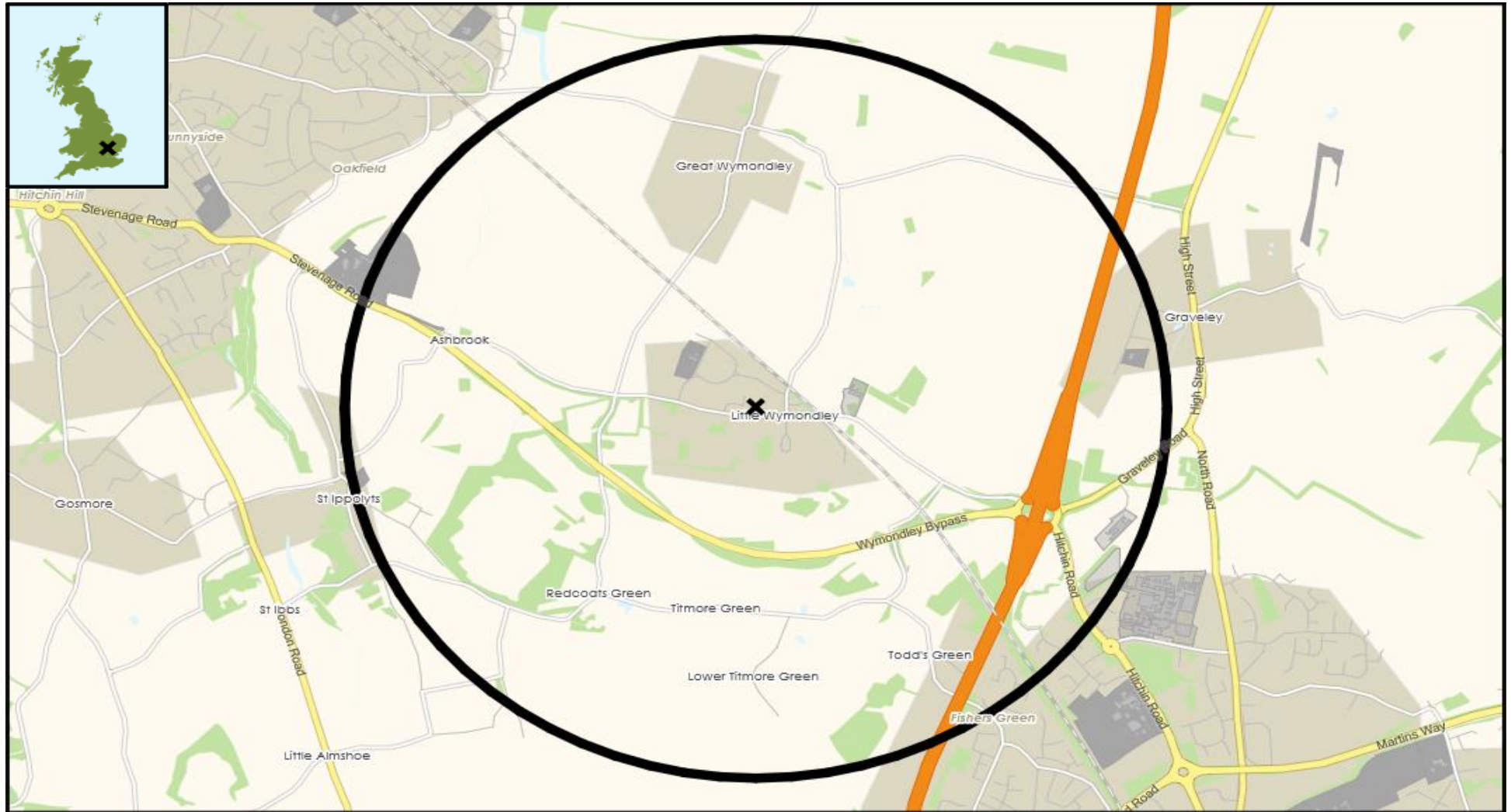


MAP OF AREA

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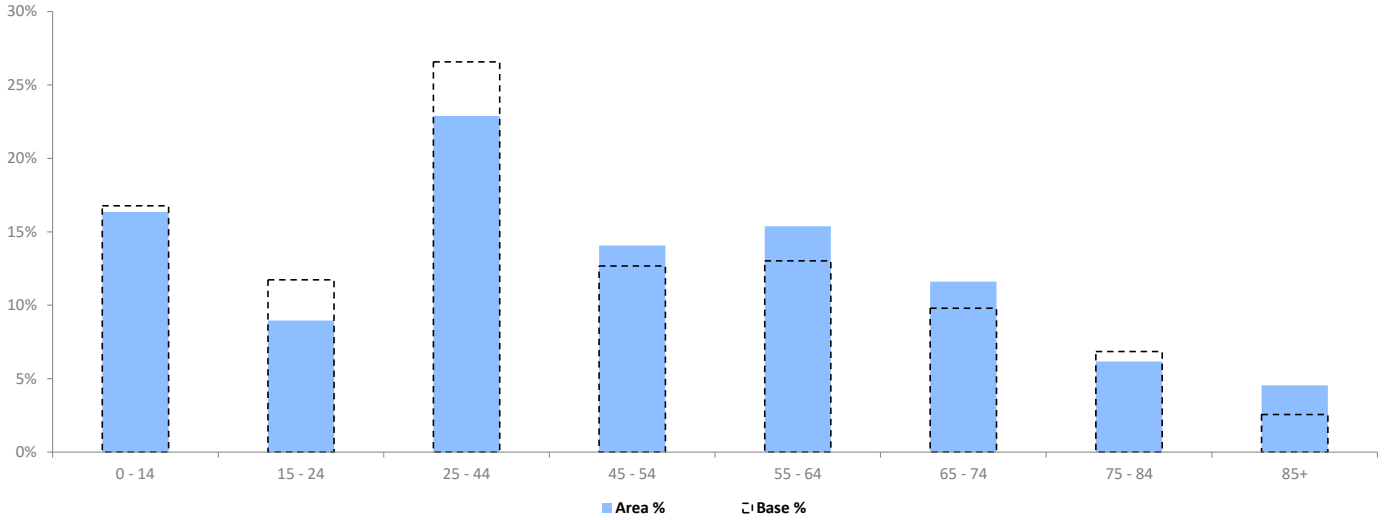


POPULATION PROJECTIONS

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Area: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	352	16.3	16.8	97			
15 - 24	193	9.0	11.7	76			
25 - 44	493	22.9	26.6	86			
45 - 54	303	14.1	12.7	111			
55 - 64	331	15.4	13.0	118			
65 - 74	250	11.6	9.8	118			
75 - 84	133	6.2	6.9	90			
85+	98	4.6	2.6	178			
Total population	2,153						



EXPENDITURE

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Area: P03765_Plume of Feathers, Little Wymondley, SG4 7HY (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
COICOP Categories							
1. Food & non-alcoholic beverages	£65,892	£74.96	£66.95	112			
2. Alcoholic beverages, tobacco and narcotics	£25,244	£28.72	£28.12	102			
3. Clothing & Footwear	£22,010	£25.04	£22.40	112			
4. Housing, water, electricity, gas and other fuels	£103,922	£118.23	£107.19	110			
5. Furnishings, equipment and routine maintenance	£38,702	£44.03	£36.85	119			
6. Health	£15,974	£18.17	£13.48	135			
7. Transport	£146,917	£167.14	£134.74	124			
8. Communication	£14,339	£16.31	£15.74	104			
9. Recreation & Culture	£76,379	£86.89	£64.16	135			
10. Education	£23,754	£27.02	£22.26	121			
11. Restaurants & Hotels	£69,665	£79.25	£67.11	118			
12. Miscellaneous goods and services	£113,976	£129.67	£109.86	118			
Total Expenditure	£716,773	£815.44	£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.