

CGA LICENCED PREMISES

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Area: P04386_New Inn, Sleaford, NG34 0SW (5 Mi)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	122.1	81.7	149			
Proprietary Club	1	12.2	7.3	168			
Registered Club	3	36.6	28.2	130			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

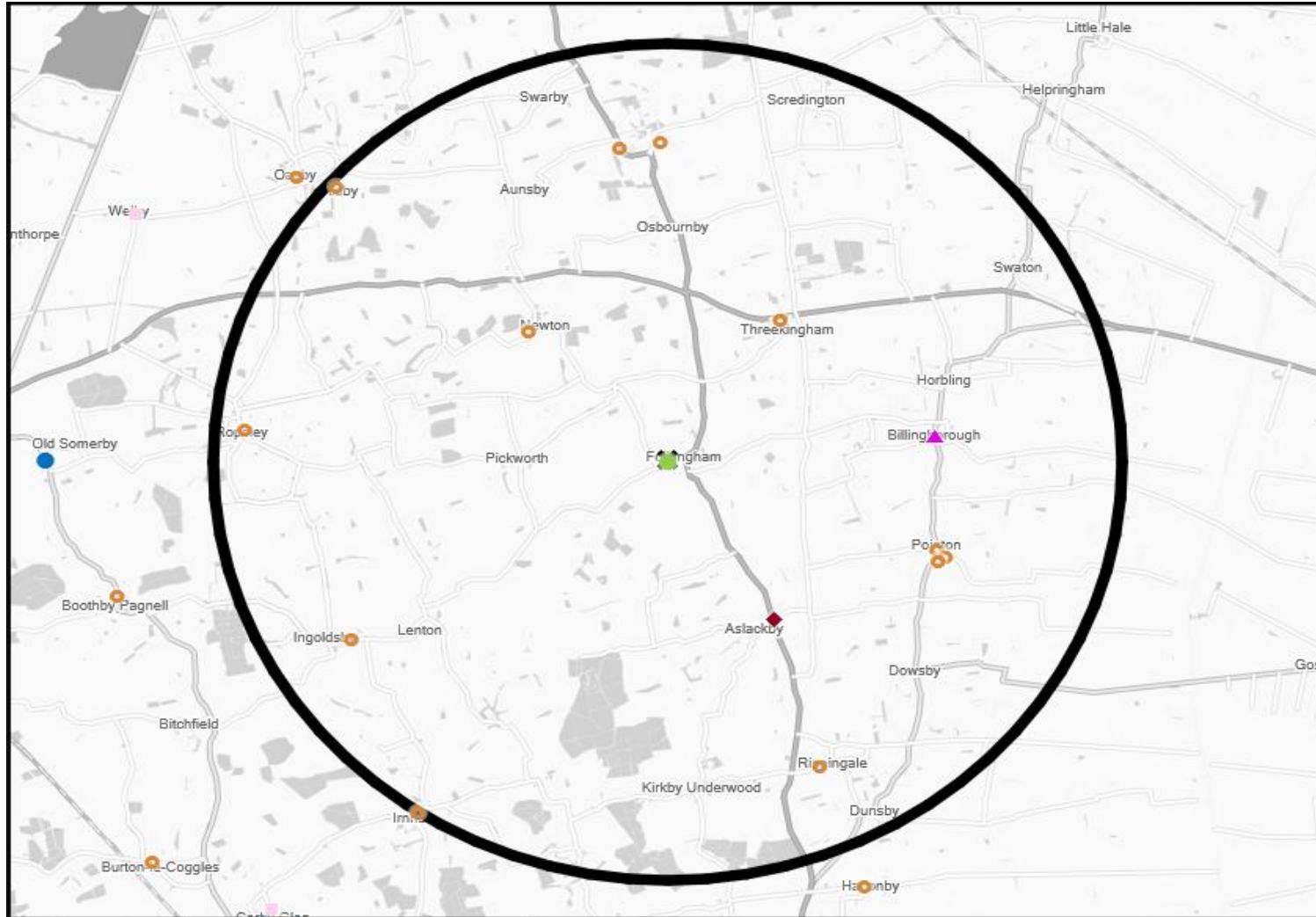
Name	Description	License Type	Owner Name	Postcode
Green Man	Independent Free	Pubs & Full On	Independent Free	NG33 4BE
Ingoldsby Social Club	Independent Free	Registered Club	Independent Free	NG33 4EJ
Three Kings	Independent Free	Pubs & Full On	Independent Free	NG34 0AU
Red Lion	Independent Free	Pubs & Full On	Independent Free	NG34 0EE
Robin Hood & Little John	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NG34 0HL
Old Ship Inn	Independent Free	Pubs & Full On	Independent Free	NG34 0LX
Pointon Playing Field & Social Club	Independent Free	Registered Club	Independent Free	NG34 0LZ
Fortescue Arms	Charnwood	Pubs & Full On	Charnwood	NG34 0QB
New Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NG34 0SW
Tally Ho Inn	Independent Free	Pubs & Full On	Independent Free	NG34 8SA
Bull Inn	Independent Free	Pubs & Full On	Independent Free	PE10 0SR
Grange Spa	Independent Free	Proprietary Club	Independent Free	NG34 0NF
Heydour Parish Village Hall Social Club	Independent Free	Registered Club	Independent Free	NG32 3NE
Aswarby Rectory	Independent Free	Pubs & Full On	Independent Free	NG34 8SB

MAP OF AREA

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Source: OS Open Data 2018

Area: P04386_New Inn, Sleaford, NG34 0SW (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: P04386_New Inn, Sleaford, NG34 0SW (5 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	627	17.7	22.1	80		
2 Rising Prosperity	26	0.7	10.2	7		
3 Comfortable Communities	2,648	74.8	26.5	282		
4 Financially Stretched	201	5.7	23.7	24		
5 Urban Adversity	38	1.1	17.2	6		
6 Not Private Households	0	0.0	0.3	0		
Total households		3,540				



Graph

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: P04386_New Inn, Sleaford, NG34 0SW (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	0	0.0	1.1	0			
1.B Executive Wealth	417	11.8	11.3	104			
1.C Mature Money	210	5.9	9.6	61			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	26	0.7	6.4	12			
3. Comfortable Communities							
3.F Countryside Communities	2,490	70.3	5.7	1,227			
3.G Successful Suburbs	110	3.1	6.0	52			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	16	0.5	2.9	16			
3.J Starting Out	32	0.9	4.6	20			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	94	2.7	8.0	33			
4.M Striving Families	100	2.8	7.4	38			
4.N Poorer Pensioners	7	0.2	5.8	3			
5. Urban Adversity							
5.O Young Hardship	19	0.5	6.3	9			
5.P Struggling Estates	19	0.5	5.7	9			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,540						

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

FINANCIAL PROFILE

Household income UK: £33k London: £36k Average: £40k / Average: £46k	% Disposable income UK: 26% London: 16% Average: 43% / Average: 29%	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL ATTITUDES

I worry about online security 58% UK average: 28%	Shopping online makes my life easier 68% UK average: 62%	I love the ease of using chat bots to get answers 44% UK average: 28%
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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: P04386_New Inn, Sleaford, NG34 0SW (5 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

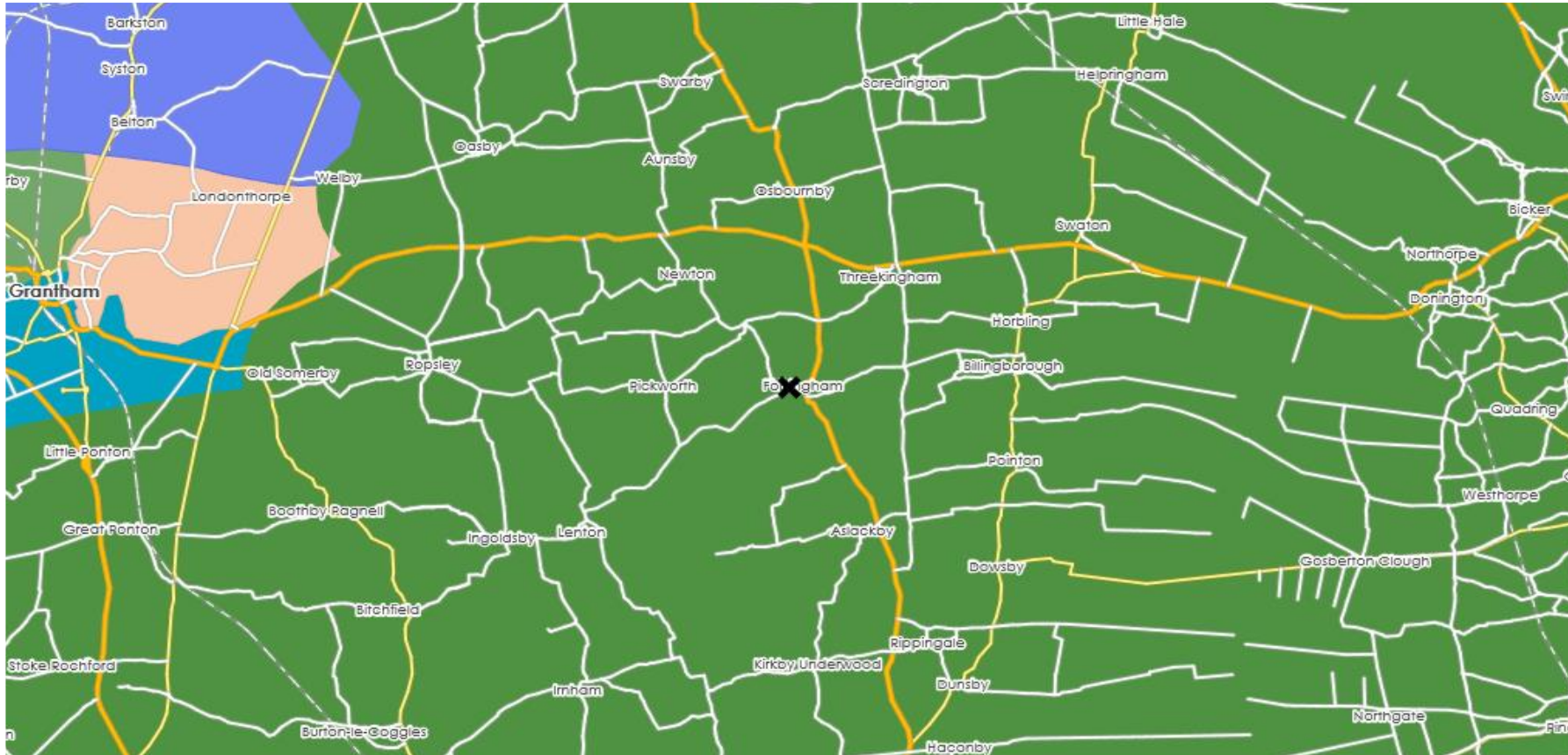
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	52	1.5	2.6	56			
1.B.5 Wealthy countryside commuters	325	9.2	2.5	372			
1.B.6 Financially comfortable families	29	0.8	2.2	37			
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	11	0.3	1.6	19			
1.C Mature Money							
1.C.10 Better-off villagers	135	3.8	3.1	124			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	65	1.8	2.5	75			
1.C.13 Upmarket downsizers	10	0.3	1.3	22			
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	26	0.7	2.0	37			
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	688	19.4	1.5	1,279			
3.F.22 Older couples and families in rural areas	756	21.4	1.0	2,125			
3.F.23 Owner occupiers in small towns and villages	1,046	29.5	3.2	921			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	110	3.1	2.7	115			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
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	16	0.5	2.4	19			
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	32	0.9	2.4	38			
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	31	0.9	1.4	61			
4.L.38 Semi-skilled workers in traditional neighbourhoods	42	1.2	2.6	45			
4.L.39 Fading owner occupied terraces	21	0.6	2.9	20			
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	100	2.8	1.6	177			
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	7	0.2	0.8	25			
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	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	19	0.5	2.2	25			
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	19	0.5	1.6	34			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,540						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04386_New Inn, Sleaford, NG34 0SW (5 Mile contour)



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

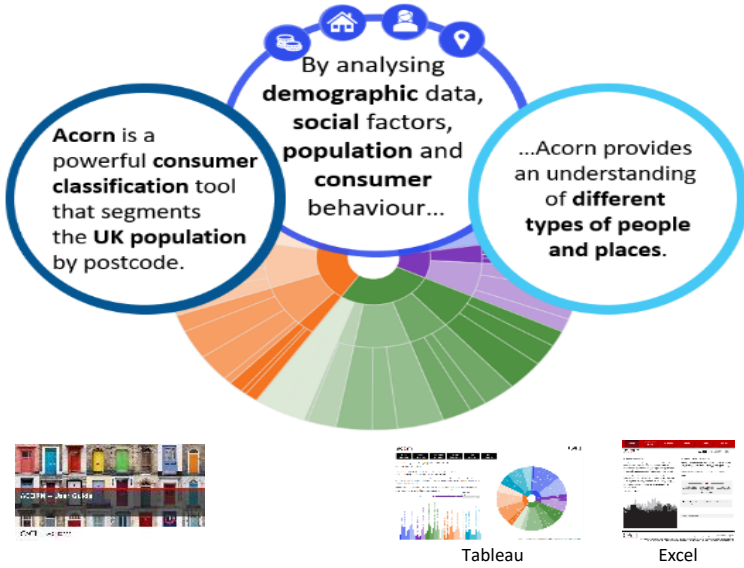
Acorn Groups

- 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
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%

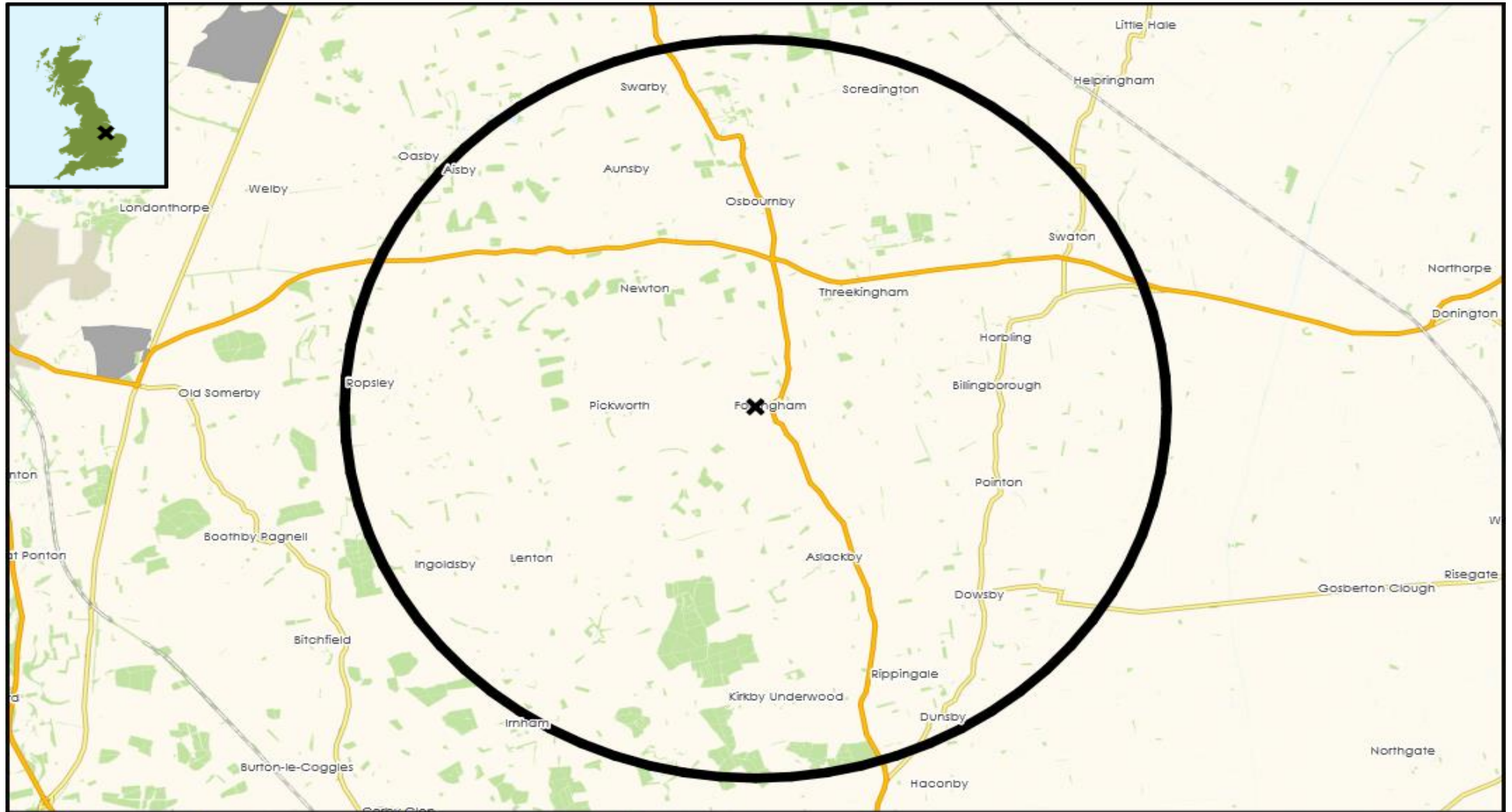


MAP OF AREA

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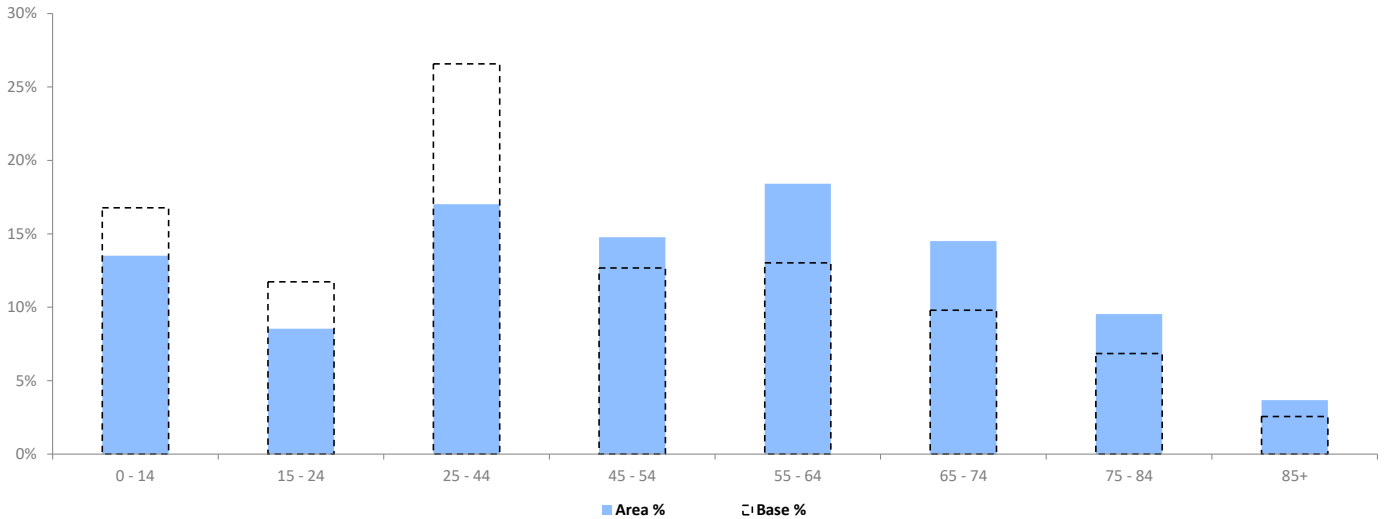


POPULATION PROJECTIONS

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Area: P04386_New Inn, Sleaford, NG34 0SW (5 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,107	13.5	16.8	81			
15 - 24	700	8.5	11.7	73			
25 - 44	1,395	17.0	26.6	64			
45 - 54	1,210	14.8	12.7	117			
55 - 64	1,509	18.4	13.0	141			
65 - 74	1,189	14.5	9.8	148			
75 - 84	782	9.5	6.9	139			
85+	301	3.7	2.6	144			
Total population	8,193						



EXPENDITURE

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Area: P04386_New Inn, Sleaford, NG34 0SW (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	£254,067	£71.67	£66.95	107			
2. Alcoholic beverages, tobacco and narcotics	£104,109	£29.37	£28.12	104			
3. Clothing & Footwear	£79,633	£22.46	£22.40	100			
4. Housing, water, electricity, gas and other fuels	£405,176	£114.30	£107.19	107			
5. Furnishings, equipment and routine maintenance	£148,800	£41.97	£36.85	114			
6. Health	£57,651	£16.26	£13.48	121			
7. Transport	£550,775	£155.37	£134.74	115			
8. Communication	£61,779	£17.43	£15.74	111			
9. Recreation & Culture	£285,657	£80.58	£64.16	126			
10. Education	£79,602	£22.45	£22.26	101			
11. Restaurants & Hotels	£236,367	£66.68	£67.11	99			
12. Miscellaneous goods and services	£422,123	£119.08	£109.86	108			
Total Expenditure	£2,685,740	£757.61	£688.85	110			

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.