

# CGA LICENCED PREMISES

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Area: ATLT\_Bay HorseNE10 9SL (1 Mile contour)  
Base: Great Britain  
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	52.9	84.9	62			
Proprietary Club	2	7.1	8.1	87			
Registered Club	6	21.2	29.9	71			
Restaurant	1	3.5	34.6	10			
Residential	0	0.0	3.5	0			

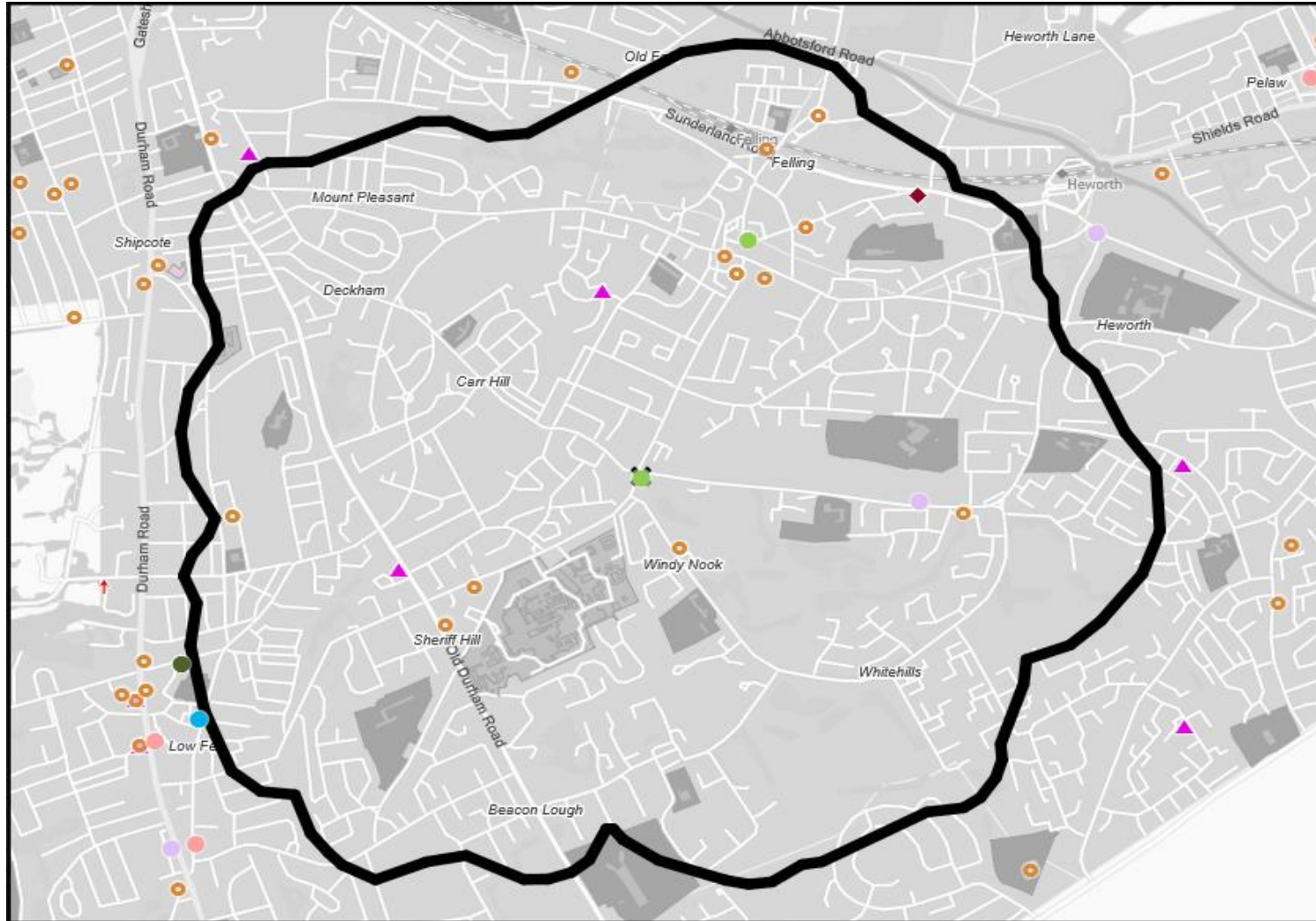
Name	Description	License Type	Owner Name	Postcode
Old Fox	Independent Free	Pubs & Full On	Independent Free	NE10 0HQ
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	NE10 0HQ
Malting House	Independent Free	Pubs & Full On	Independent Free	NE10 0HQ
Duke Of Cumberland	Unknown	Pubs & Full On	Unknown	NE10 0NS
Felling Cricket Club	Independent Free	Registered Club	Independent Free	NE10 9AJ
Jem Snooker Hall	Independent Free	Proprietary Club	Independent Free	NE10 9HH
Portland Arms	Independent Free	Pubs & Full On	Independent Free	NE10 9HL
Mallard	Independent Free	Pubs & Full On	Independent Free	NE10 9LS
Blue Bell	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE10 9LX
Felling Bingo	*Other Small Retail Groups	Proprietary Club	*Other Small Retail Groups	NE10 9LX
Holyhill Sports & Social Club	Independent Free	Registered Club	Independent Free	NE10 9NS
Bay Horse	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE10 9SL
Sutherlands	Independent Free	Registered Club	Independent Free	NE10 9RY
Fiddlers Three	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE10 9BB
Brandling Inn	Amber Taverns	Pubs & Full On	Amber Taverns	NE10 9TS
Three Tuns Hotel	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE 9 5SD
Gateshead Fell Rugby Club	Independent Free	Registered Club	Independent Free	NE 9 5UB
Gateshead Fell Cricket Club	Independent Free	Registered Club	Independent Free	NE 9 5UB
Travellers Rest	Independent Free	Pubs & Full On	Independent Free	NE 9 6QL
Greencroft Social Club	Independent Free	Registered Club	Independent Free	NE 9 6QQ
Greyhound	Independent Free	Pubs & Full On	Independent Free	NE10 0NF
Valente	Independent Free	Restaurant	Independent Free	NE10 9HH
Bay Horse Inn	Independent Free	Pubs & Full On	Independent Free	NE10 9HH
Wobbly Duck	Independent Free	Pubs & Full On	Independent Free	NE10 0HQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Bay HorseNE10 9SL (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








## ACORN CATEGORY PROFILE - HOUSEHOLDS

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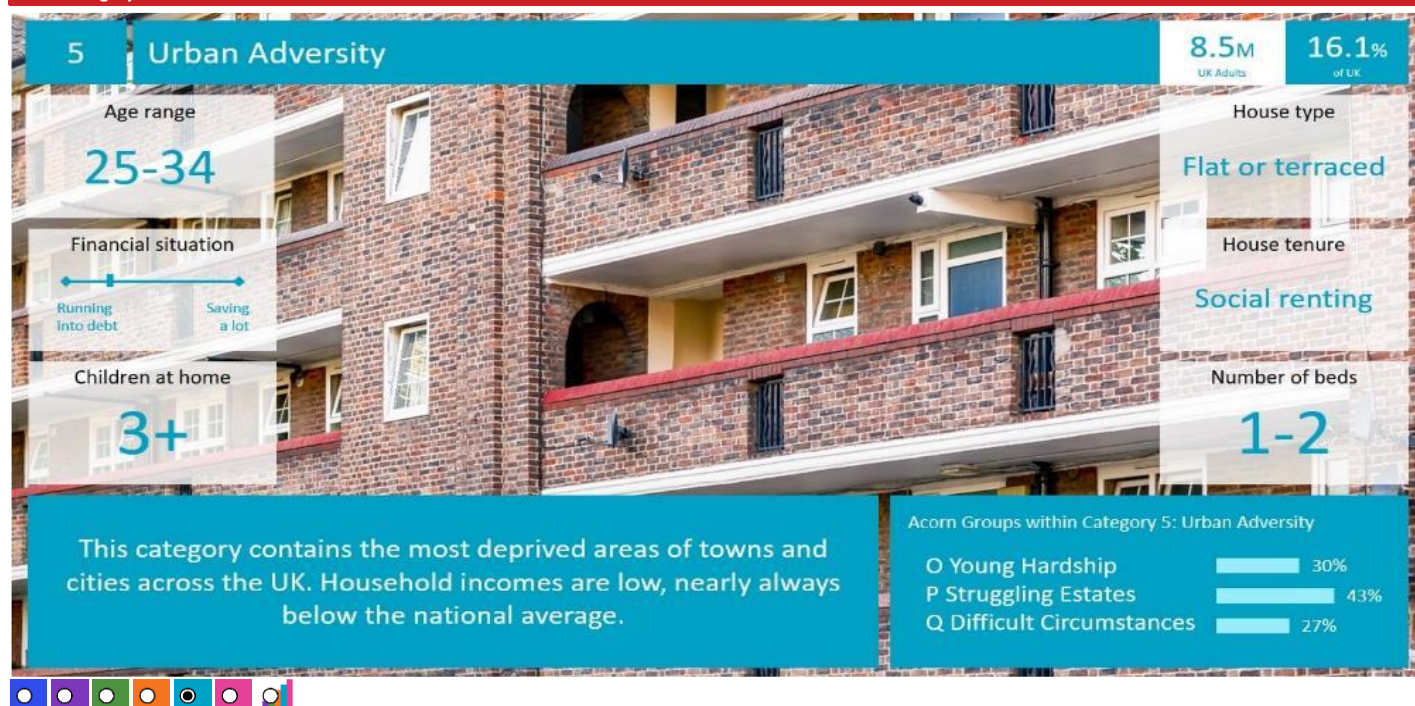
Area: ATLT\_Bay HorseNE10 9SL (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	943	7.4	22.0	34		
	2 Rising Prosperity	221	1.7	10.1	17		
	3 Comfortable Communities	2,243	17.6	26.2	67		
	4 Financially Stretched	2,934	23.1	23.7	97		
	5 Urban Adversity	6,301	49.6	17.6	<b>282</b>		
	6 Not Private Households	67	0.5	0.3	<b>158</b>		
 Graph							
Total households		12,709					

## Acorn Category Pen Portrait





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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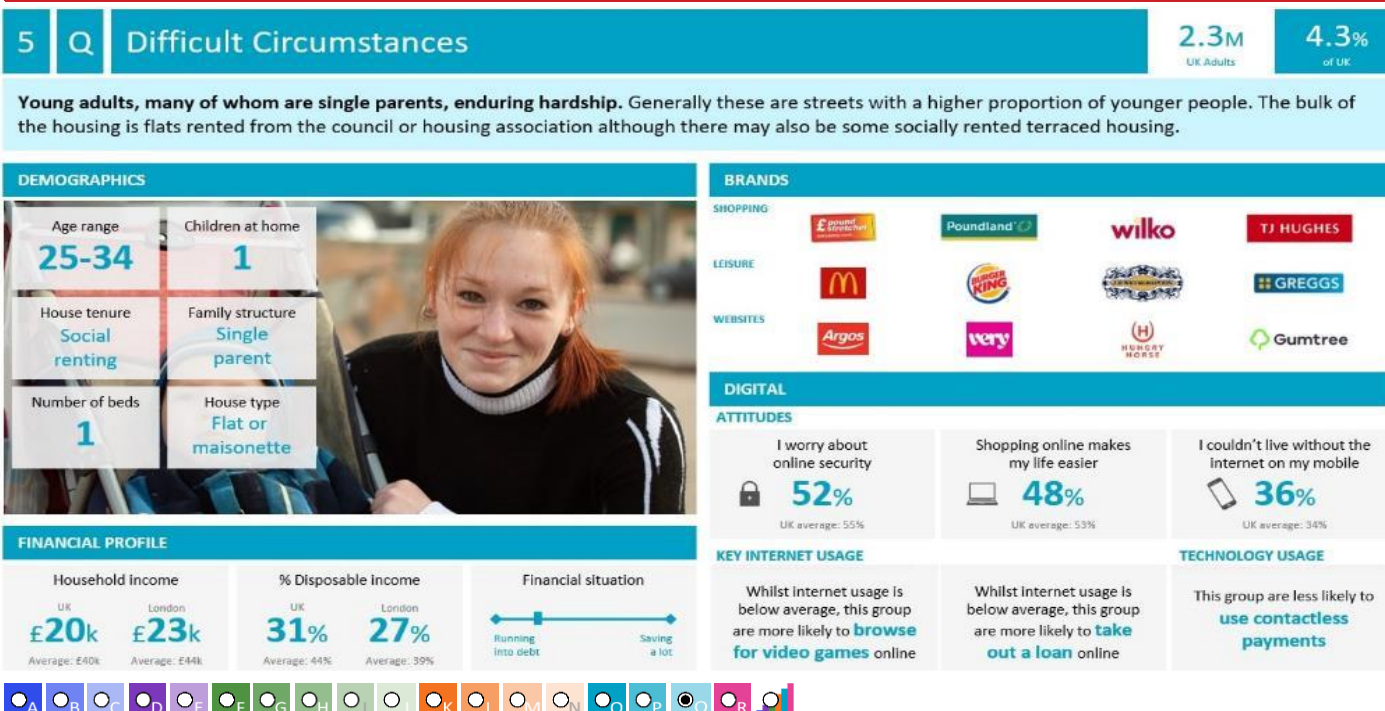
Area: ATLT\_Bay HorseNE10 9SL (1 Mile contour)

Base: Great Britain

Year: 2021

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	424	3.3	11.2	30			
1.C Mature Money	519	4.1	9.6	42			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	17	0.1	4.0	3			
2.E Career Climbers	204	1.6	6.2	26			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	181	1.4	5.9	24			
3.H Steady Neighbourhoods	1,291	10.2	7.4	138			
3.I Comfortable Seniors	330	2.6	2.9	89			
3.J Starting Out	441	3.5	4.3	80			
<b>4. Financially Stretched</b>							
4.K Student Life	28	0.2	2.4	9			
4.L Modest Means	381	3.0	7.9	38			
4.M Striving Families	771	6.1	7.5	80			
4.N Poorer Pensioners	1,754	13.8	5.9	234			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,937	15.2	6.1	248			
5.P Struggling Estates	1,811	14.2	6.1	233			
5.Q Difficult Circumstances	2,553	20.1	5.3	376			
<b>6. Not Private Households</b>							
6.R Not Private Households	67	0.5	0.3	158			
<b>Total households</b>	<b>12,709</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Bay HorseNE10 9SL (1 Mile contour)

Base: Great Britain

Year: 2021

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	0.2	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	56	0.4	2.6	17			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	177	1.4	2.2	63			
	1.B.7 Affluent professionals	28	0.2	0.9	26			
	1.B.8 Prosperous suburban families	163	1.3	1.5	84			
	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	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	380	3.0	2.9	105			
	1.C.12 Retired and empty nesters	48	0.4	2.5	15			
	1.C.13 Upmarket downsizers	91	0.7	1.3	55			
<b>2. Rising Prosperity</b>								
<b>2.D City Sophisticates</b>								
	2.D.14 Townhouse cosmopolitans	17	0.1	0.7	19			
	2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
	2.D.16 Metropolitan professionals	0	0.0	0.8	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	43	0.3	1.9	18			
	2.E.19 First time buyers in small, modern homes	161	1.3	3.3	39			
	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	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	68	0.5	2.6	20			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	113	0.9	2.4	37			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	760	6.0	3.4	174			
	3.H.28 Owner occupied terraces, average income	359	2.8	1.6	178			
	3.H.29 Established suburbs, older families	172	1.4	2.3	58			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	330	2.6	2.4	108			
	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	99	0.8	2.1	37			
	3.J.33 Smaller houses and starter homes	342	2.7	2.3	120			
<b>4. Financially Stretched</b>								
<b>4.K Student Life</b>								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	28	0.2	1.7	13			
<b>4.L Modest Means</b>								
	4.L.37 Low cost flats in suburban areas	210	1.7	1.4	117			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	94	0.7	2.6	28			
	4.L.39 Fading owner occupied terraces	77	0.6	2.9	21			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	376	3.0	2.1	142			
	4.M.44 Post-war estates, limited means	395	3.1	2.2	141			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	272	2.1	0.8	273			
	4.N.46 Elderly people in social rented flats	257	2.0	1.1	186			
	4.N.47 Low income older people in smaller semis	908	7.1	2.3	314			
	4.N.48 Pensioners and singles in social rented flats	317	2.5	1.8	141			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	789	6.2	2.1	289			
	5.O.50 Struggling younger people in mixed tenure	889	7.0	1.7	401			
	5.O.51 Young people in small, low cost terraces	259	2.0	2.3	90			
<b>5.P Struggling Estates</b>								
	5.P.52 Poorer families, many children, terraced housing	572	4.5	1.6	277			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	1,239	9.7	1.6	591			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	180	1.4	1.5	93			
	5.Q.58 Singles and young families, some receiving benefits	1,680	13.2	1.8	738			
	5.Q.59 Deprived areas and high-rise flats	693	5.5	2.0	268			
<b>6. Not Private Households</b>								
<b>6.R Not Private Households</b>								
	6.R.60 Active communal population	3	0.0	0.1	41			
	6.R.61 Inactive communal population	64	0.5	0.3	183			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>12,709</b>						

CATEGORY

GROUP

TYPE

MAP

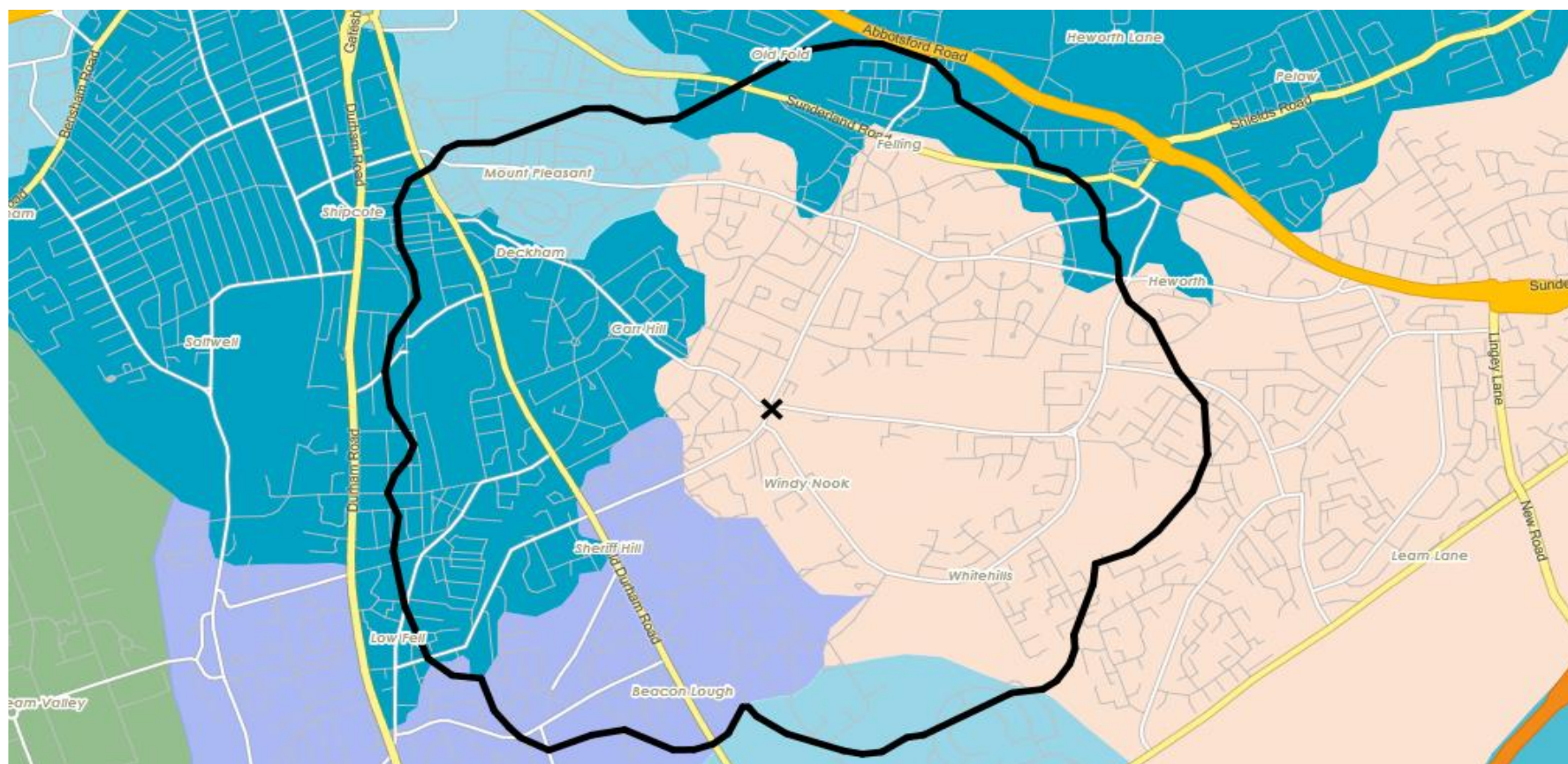
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Bay HorseNE10 9SL (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



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## 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

12.0M 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+

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

B. Executive Wealth

C. Mature Money

