

# CGA LICENCED PREMISES

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Area: ATLT\_Fox & HoundsNE40 4TR (15 min conto)  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	79.1	84.9	93			
Proprietary Club	2	5.1	8.1	63			
Registered Club	21	53.6	29.9	179			
Restaurant	9	23.0	34.6	66			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Close House Hotel & Golf Club	Independent Free	Pubs & Full On	Independent Free	NE15 0HT
Boathouse	Independent Free	Pubs & Full On	Independent Free	NE15 8NL
Garesfield District Golf Club	Independent Free	Registered Club	Independent Free	NE17 7AW
Huntsman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4AU
British Railways Staff Association	Independent Free	Registered Club	Independent Free	NE21 4JB
Hotel Michelangelo	Independent Free	Pubs & Full On	Independent Free	NE21 4LU
Miji	Independent Free	Restaurant	Independent Free	NE21 4LW
Bisley	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE21 5AF
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE21 6BT
Black Horse Inn	Independent Free	Pubs & Full On	Independent Free	NE21 6JU
Bute Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE39 2BD
Spennithorne District Social Club	Independent Free	Registered Club	Independent Free	NE39 2HA
Masonic Hall	Independent Free	Registered Club	Independent Free	NE40 3AE
Ryton Rugby Club	Independent Free	Registered Club	Independent Free	NE40 3AG
Ryton Cricket Club	Independent Free	Registered Club	Independent Free	NE40 3BL
Runhead Bar & Grill	Malhotra Group	Pubs & Full On	Malhotra Group	NE40 3HJ
Ryton Social Club	Independent Free	Registered Club	Independent Free	NE40 3HQ
Half Moon	Independent Free	Pubs & Full On	Independent Free	NE40 3NU
Ye Olde Cross Inn	Ei Group	Restaurant	Ei Group	NE40 3QP
Ryton Golf Club	Independent Free	Registered Club	Independent Free	NE40 3TD
West Ryton RAOB Club	Independent Free	Registered Club	Independent Free	NE40 3AG
Greenside Cricket Club	Independent Free	Registered Club	Independent Free	NE40 4AA
Rising Sun	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE40 4EE
Lambs Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE40 4HJ
Fox & Hounds Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE40 4JN
Crawcrook Social Club	Independent Free	Registered Club	Independent Free	NE40 4NB
Greenside District Social Club	Independent Free	Registered Club	Independent Free	NE40 4SR
White Swan	Independent Free	Pubs & Full On	Independent Free	NE40 4SP
Fox And Hound	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE40 4TR
Crawcrook Catholic Club	Independent Free	Registered Club	Independent Free	NE40 4NB
Black Bull	Independent Free	Pubs & Full On	Independent Free	NE41 8AB
Bistro En Glaze	Independent Free	Restaurant	Independent Free	NE41 8AJ
Boathouse	Independent Free	Pubs & Full On	Independent Free	NE41 8HR
Fox & Hounds	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE41 8DL
Falcon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE42 5DN
West Wylam	Independent Free	Pubs & Full On	Independent Free	NE42 5DQ
Prudhoe Golf Club	Independent Free	Registered Club	Independent Free	NE42 5DX
Prudhoe Town Football Club	Independent Free	Registered Club	Independent Free	NE42 5EH
Prudhoe United Services Club	Independent Free	Registered Club	Independent Free	NE42 5HJ
Prudhoe Working Mens Club	Independent Free	Registered Club	Independent Free	NE42 5JT
Adam & Eve Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE42 6NP
White Swan	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE42 6AG
Dr Syntax	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE42 5DB
Prudhoe & Mickley Unionist Club	Independent Free	Registered Club	Independent Free	NE42 6HR
Halfway House Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE42 6JF
Tyne Amateur Rowing Club	Independent Free	Registered Club	Independent Free	NE15 8NL
Newburn Leisure Centre	Independent Free	Proprietary Club	Independent Free	NE15 8ND
Ship Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE41 8AQ
Aramee	Independent Free	Restaurant	Independent Free	NE42 5AA
Keelman	Independent Free	Pubs & Full On	Independent Free	NE15 8ND
Ryton Football Club	Independent Free	Registered Club	Independent Free	NE40 3SN
Black Bull	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4JJ
Tyneside Golf Club	Independent Free	Registered Club	Independent Free	NE40 3QE

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 Base: Great Britain  
 Year: 2021

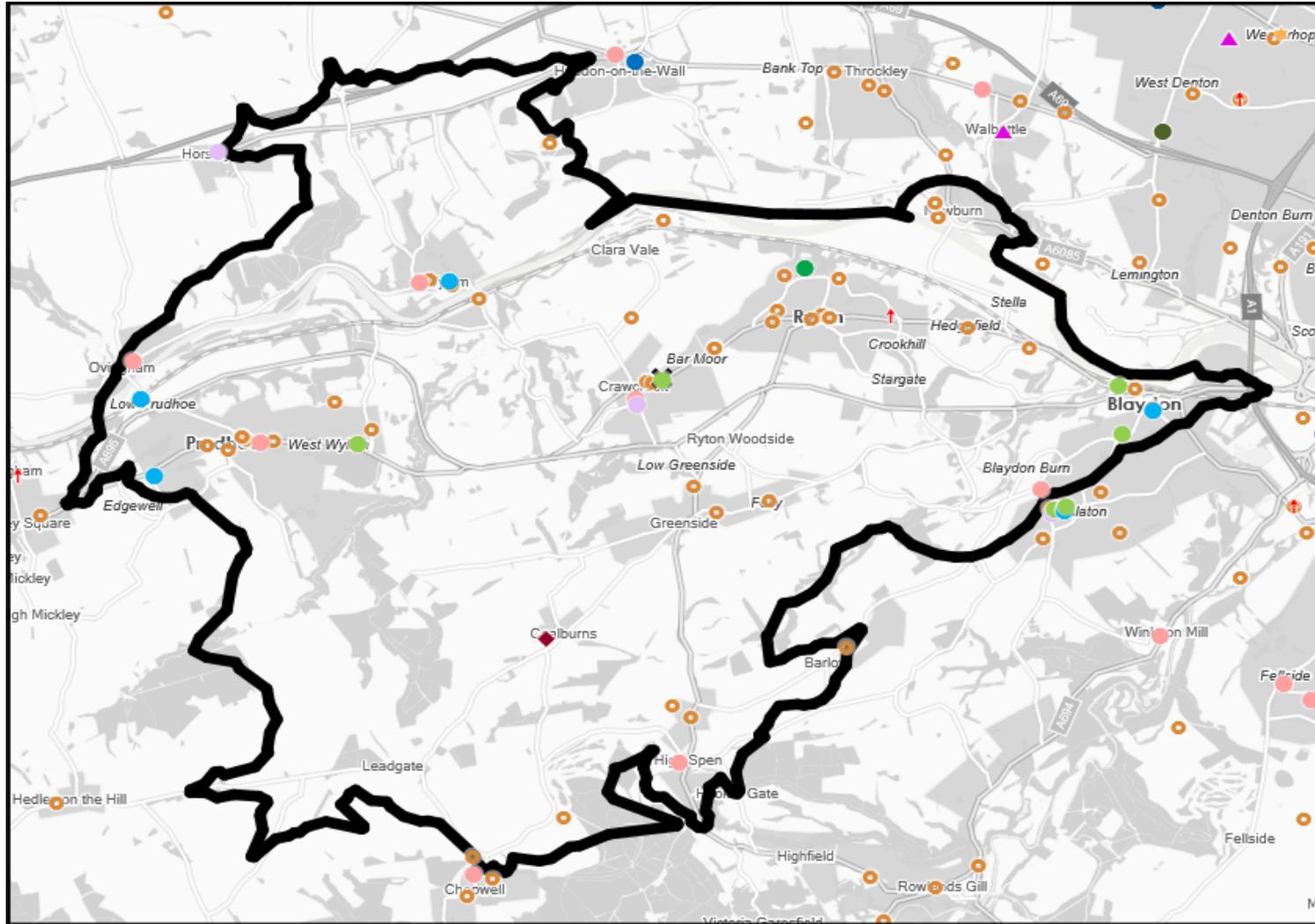
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	31	79.1	84.9	93			
Proprietary Club	2	5.1	8.1	63			
Registered Club	21	53.6	29.9	<b>179</b>			
Restaurant	9	23.0	34.6	66			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Michelangelo	Independent Free	Restaurant	Independent Free	NE42 5AA
Crawcrook Tandoori	Independent Free	Restaurant	Independent Free	NE40 4TX
Prudhoe Snooker Club	Independent Free	Proprietary Club	Independent Free	NE42 5HJ
Miah	Independent Free	Restaurant	Independent Free	NE40 3HF
Wood Oven	Independent Free	Restaurant	Independent Free	NE41 8DN
Wigs Place	Independent Free	Pubs & Full On	Independent Free	NE39 2EJ
Oli & Joes	Independent Free	Restaurant	Independent Free	NE40 3HQ
Wor Local	Independent Free	Pubs & Full On	Independent Free	NE42 5HJ
Lane Head	Independent Free	Pubs & Full On	Independent Free	NE40 3NA
Yard Micropub	Independent Free	Pubs & Full On	Independent Free	NE21 5AE

# MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT\_Fox & HoundsNE40 4TR (15 min 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:** ATLT\_Fox & HoundsNE40 4TR (15 min contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,277	19.2	22.0	88		
 2 Rising Prosperity	583	3.4	10.1	34		
 3 Comfortable Communities	4,766	28.0	26.2	107		
 4 Financially Stretched	6,549	38.5	23.7	162		
 5 Urban Adversity	1,790	10.5	17.6	60		
 6 Not Private Households	60	0.4	0.3	106		
 Graph						
<b>Total households</b>	<b>17,025</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.1M UK Adults    23.0% 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 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** ATLT\_Fox & HoundsNE40 4TR (15 min 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	108	0.6	1.1	57		
1.B Executive Wealth	1,456	8.6	11.2	76		
1.C Mature Money	1,713	10.1	9.6	105		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	583	3.4	6.2	55		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	703	4.1	5.7	72		
3.G Successful Suburbs	2,017	11.8	5.9	201		
3.H Steady Neighbourhoods	773	4.5	7.4	62		
3.I Comfortable Seniors	699	4.1	2.9	141		
3.J Starting Out	574	3.4	4.3	78		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	2,831	16.6	7.9	210		
4.M Striving Families	915	5.4	7.5	71		
4.N Poorer Pensioners	2,803	16.5	5.9	279		
<b>5. Urban Adversity</b>						
5.O Young Hardship	359	2.1	6.1	34		
5.P Struggling Estates	688	4.0	6.1	66		
5.Q Difficult Circumstances	743	4.4	5.3	82		
<b>6. Not Private Households</b>						
6.R Not Private Households	60	0.4	0.3	106		
<b>Total households</b>	<b>17,025</b>					

### Acorn Group Pen Portrait

**4 L Modest Means**      **4.1M** UK Adults      **7.7%** of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>3+</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>3</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK

LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS

WEBSITES: ebay, sky, Argos, LAD BIBLE

#### DIGITAL

I worry about online security <b>54%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>50%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>33%</b> <small>UK average: 34%</small>
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<h4>FINANCIAL PROFILE</h4> <p>Household Income</p> <p>UK: <b>£35k</b>      London: <b>£42k</b></p> <p><small>Average: £40k      Average: £44k</small></p>	<p>% Disposable Income</p> <p>UK: <b>45%</b>      London: <b>34%</b></p> <p><small>Average: 44%      Average: 39%</small></p>	<p>Financial situation</p> <p>Running into debt      Saving a lot</p>
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<h4>KEY INTERNET USAGE</h4> <p>Whilst internet usage is below average, this group are more likely to <b>research loans online</b></p>	<h4>TECHNOLOGY USAGE</h4> <p>Whilst internet usage is below average, this group are more likely to <b>purchase toys online</b></p> <p>This group are more likely to <b>subscribe to Sky TV</b></p>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Fox & HoundsNE40 4TR (15 min 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	108	0.6	0.9	72			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	346	2.0	2.6	78			
1.B.5 Wealthy countryside commuters	161	0.9	2.4	39			
1.B.6 Financially comfortable families	644	3.8	2.2	172			
1.B.7 Affluent professionals	18	0.1	0.9	12			
1.B.8 Prosperous suburban families	47	0.3	1.5	18			
1.B.9 Well-off edge of towners	240	1.4	1.6	87			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	536	3.1	3.0	106			
1.C.11 Settled suburbia, older people	821	4.8	2.9	169			
1.C.12 Retired and empty nesters	224	1.3	2.5	53			
1.C.13 Upmarket downsizers	132	0.8	1.3	59			
<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	0.8	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	575	3.4	1.9	180			
2.E.19 First time buyers in small, modern homes	8	0.0	3.3	1			
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	16	0.1	1.1	9			
3.F.23 Owner occupiers in small towns and villages	687	4.0	3.2	127			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	384	2.3	2.6	85			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	1,633	9.6	2.4	396			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	275	1.6	3.4	47			
3.H.28 Owner occupied terraces, average income	12	0.1	1.6	4			
3.H.29 Established suburbs, older families	486	2.9	2.3	123			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	699	4.1	2.4	170			
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	66	0.4	2.1	19			
3.J.33 Smaller houses and starter homes	508	3.0	2.3	133			
<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	0	0.0	1.7	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	128	0.8	1.4	53			
4.L.38 Semi-skilled workers in traditional neighbourhoods	603	3.5	2.6	135			
4.L.39 Fading owner occupied terraces	2,100	12.3	2.9	428			
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	323	1.9	1.6	119			
4.M.42 Struggling young families in post-war terraces	92	0.5	1.7	32			
4.M.43 Families in right-to-buy estates	271	1.6	2.1	77			
4.M.44 Post-war estates, limited means	229	1.3	2.2	61			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	535	3.1	0.8	401			
4.N.46 Elderly people in social rented flats	138	0.8	1.1	75			
4.N.47 Low income older people in smaller semis	1,924	11.3	2.3	497			
4.N.48 Pensioners and singles in social rented flats	206	1.2	1.8	69			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	91	0.5	2.1	25			
5.O.50 Struggling younger people in mixed tenure	86	0.5	1.7	29			
5.O.51 Young people in small, low cost terraces	182	1.1	2.3	47			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	132	0.8	1.6	48			
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	556	3.3	1.6	198			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	76	0.4	1.5	29			
5.Q.58 Singles and young families, some receiving benefits	519	3.0	1.8	170			
5.Q.59 Deprived areas and high-rise flats	148	0.9	2.0	43			
<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	60	0.4	0.3	128			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>17,025</b>						

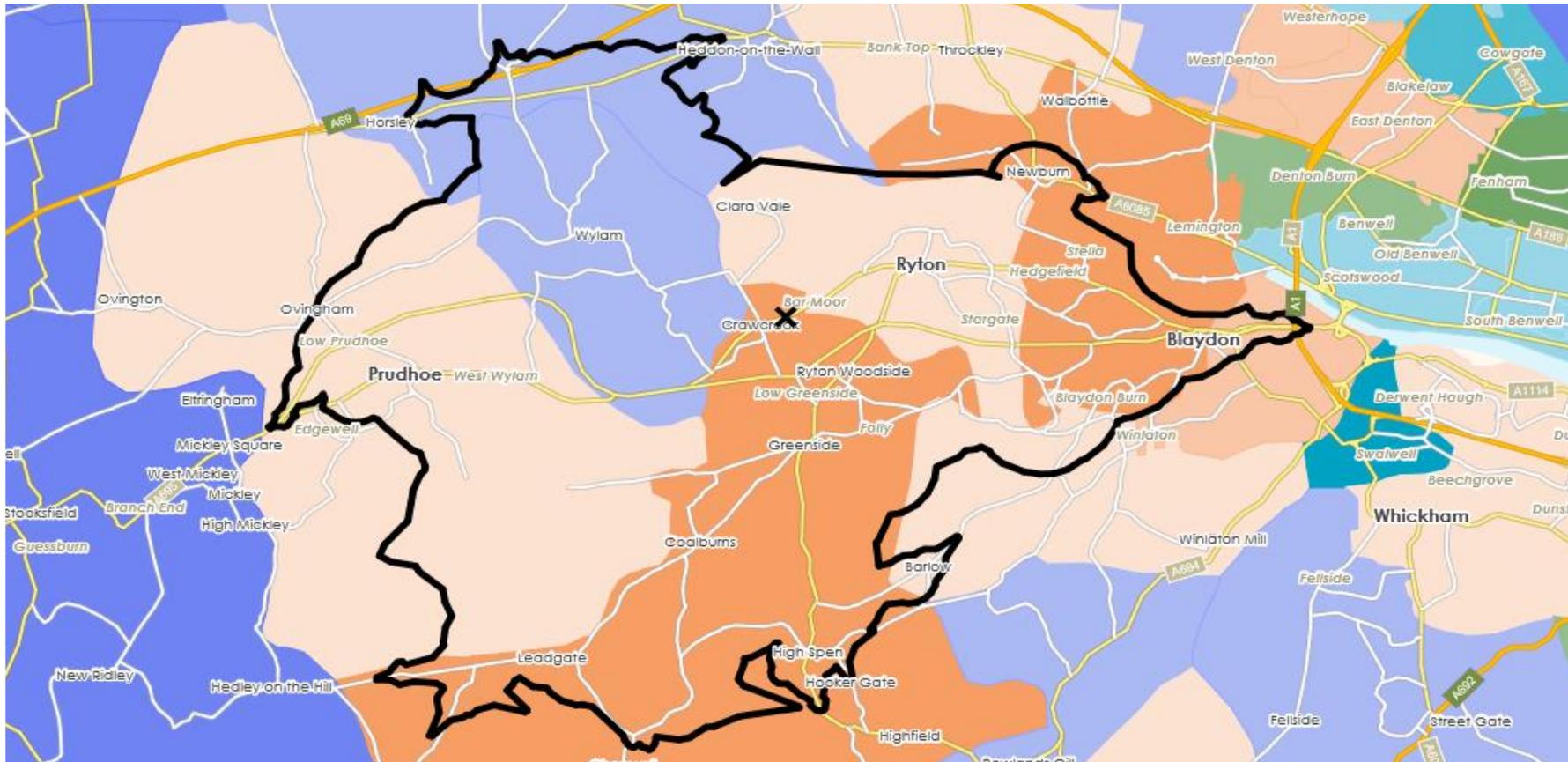
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT\_Fox & HoundsNE40 4TR (15 min contour)



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

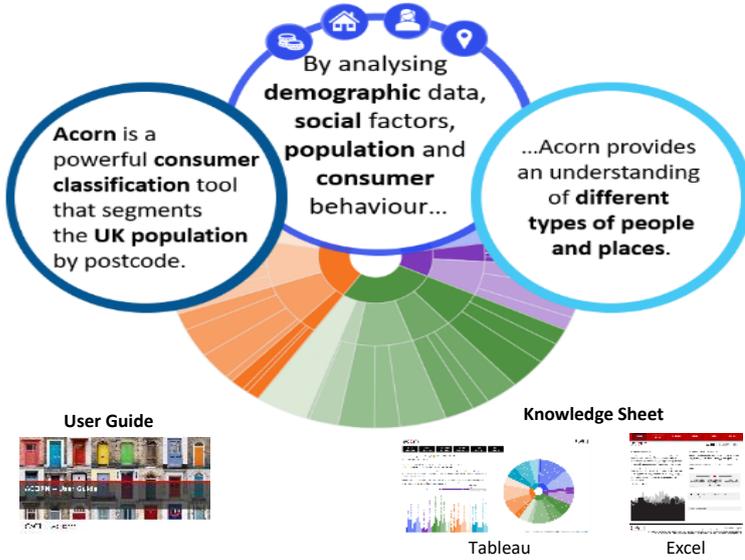
### Acorn Groups

- 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

12.0M 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

