

# CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P00810\_Huntsman, Blaydon on Tyne, NE21  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	60.1	81.7	74			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	26.7	28.2	95			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

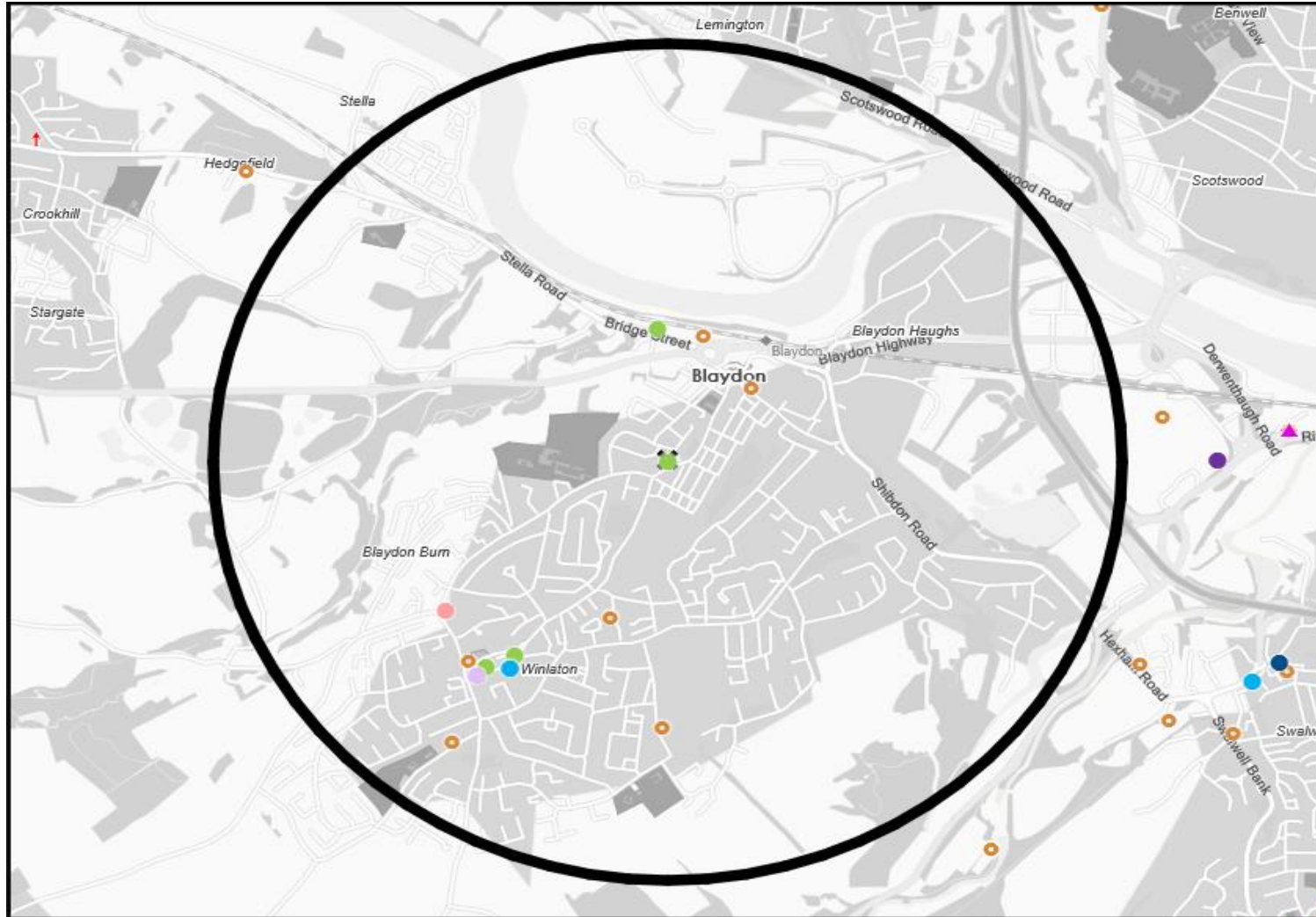
Name	Description	License Type	Owner Name	Postcode
Huntsman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4AU
British Railways Staff Association	Independent Free	Registered Club	Independent Free	NE21 4JB
Blaydon District Cricket Club	Independent Free	Registered Club	Independent Free	NE21 5DF
Vulcan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE21 6AE
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 6AB
Crown & Cannon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 6AD
Highlander Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE21 6AF
Turf Hotel	Independent Free	Pubs & Full On	Independent Free	NE21 6AH
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE21 6BT
Winlaton Vulcans Rugby Club	Independent Free	Registered Club	Independent Free	NE21 6NF
Winlaton New West End Social Club	Independent Free	Registered Club	Independent Free	NE21 6PQ
Black Bull	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4JJ
Yard Micropub	Independent Free	Pubs & Full On	Independent Free	NE21 5AE

# MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P00810\_Huntsman, Blaydon on Tyne, NE21 4AU (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P00810\_Huntsman, Blaydon on Tyne, NE21 4AU (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	637	9.7	22.1	44		
2 Rising Prosperity	383	5.8	10.2	57		
3 Comfortable Communities	1,407	21.4	26.5	81		
4 Financially Stretched	2,938	44.7	23.7	189		
5 Urban Adversity	1,203	18.3	17.2	106		
6 Not Private Households	5	0.1	0.3	22		
Graph						
<b>Total households</b>	<b>6,573</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

# 25-34

House type

# Flat or terraced

UK Adults

# 8.4M

15.9% of UK

Financial situation

House tenure

# Social renting

Children at home

# 3+

Number of beds

# 1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

**Area:** P00810\_Huntsman, Blaydon on Tyne, NE21 4AU (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	186	2.8	11.3	25		
1.C Mature Money	451	6.9	9.6	71		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	17	0.3	3.8	7		
2.E Career Climbers	366	5.6	6.4	87		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	86	1.3	5.7	23		
3.G Successful Suburbs	194	3.0	6.0	50		
3.H Steady Neighbourhoods	441	6.7	7.4	91		
3.I Comfortable Seniors	382	5.8	2.9	203		
3.J Starting Out	304	4.6	4.6	102		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	907	13.8	8.0	173		
4.M Striving Families	857	13.0	7.4	175		
4.N Poorer Pensioners	1,174	17.9	5.8	310		
<b>5. Urban Adversity</b>						
5.O Young Hardship	447	6.8	6.3	109		
5.P Struggling Estates	460	7.0	5.7	123		
5.Q Difficult Circumstances	296	4.5	5.2	86		
<b>6. Not Private Households</b>						
6.R Not Private Households	5	0.1	0.3	22		
<b>Total households</b>	<b>6,573</b>					

### Acorn Group Pen Portrait

5 Q Difficult Circumstances
2.3M UK Adults
4.3% of UK

**Young adults, many of whom are single parents, enduring hardship.** Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

**CORE DEMOGRAPHICS**

Age range	Children at home
<b>25-44</b>	<b>1</b>
House tenure	Family structure
Social renting	Single parent
Number of beds	House type
<b>1</b>	Flat or maisonette

**BRANDS**

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

**FINANCIAL PROFILE**

Household income	% Disposable income	Financial situation
UK: £20k, London: £25k	UK: 34%, London: 29%	Running into debt vs Saving a lot

**DIGITAL**

**ATTITUDES**

- I worry about online security: 56% (UK average: 58%)
- Shopping online makes my life easier: 59% (UK average: 62%)
- I love the ease of using chat bots to get answers: 29% (UK average: 28%)

**TOP BEHAVIOURS**

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

### ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P00810\_Huntsman, Blaydon on Tyne, NE21 4AU (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	85	1.3	2.6	49			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	81	1.2	2.2	55			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	20	0.3	1.5	20			
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	71	1.1	3.1	35			
1.C.11 Settled suburbia, older people	306	4.7	2.8	165			
1.C.12 Retired and empty nesters	74	1.1	2.5	46			
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	17	0.3	0.7	37			
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	365	5.6	2.0	281			
2.E.19 First time buyers in small, modern homes	1	0.0	3.4	0			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	86	1.3	3.2	41			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	140	2.1	2.7	79			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	54	0.8	2.4	34			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	261	4.0	3.5	115			
3.H.28 Owner occupied terraces, average income	4	0.1	1.6	4			
3.H.29 Established suburbs, older families	176	2.7	2.3	114			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	382	5.8	2.4	245			
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	78	1.2	2.2	55			
3.J.33 Smaller houses and starter homes	226	3.4	2.4	143			
<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	44	0.7	1.4	46			
4.L.38 Semi-skilled workers in traditional neighbourhoods	232	3.5	2.6	134			
4.L.39 Fading owner occupied terraces	631	9.6	2.9	329			
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	58	0.9	1.6	55			
4.M.42 Struggling young families in post-war terraces	83	1.3	1.6	77			
4.M.43 Families in right-to-buy estates	241	3.7	2.0	180			
4.M.44 Post-war estates, limited means	475	7.2	2.2	332			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	329	5.0	0.8	636			
4.N.46 Elderly people in social rented flats	51	0.8	1.0	75			
4.N.47 Low income older people in smaller semis	674	10.3	2.2	459			
4.N.48 Pensioners and singles in social rented flats	120	1.8	1.7	107			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	162	2.5	2.2	113			
5.O.50 Struggling younger people in mixed tenure	122	1.9	1.8	103			
5.O.51 Young people in small, low cost terraces	163	2.5	2.3	109			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	58	0.9	1.6	56			
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	402	6.1	1.6	382			
<b>5.Q Difficult Circumstances</b>							
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	225	3.4	1.8	194			
5.Q.59 Deprived areas and high-rise flats	71	1.1	2.0	55			
<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	5	0.1	0.3	27			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,573</b>						

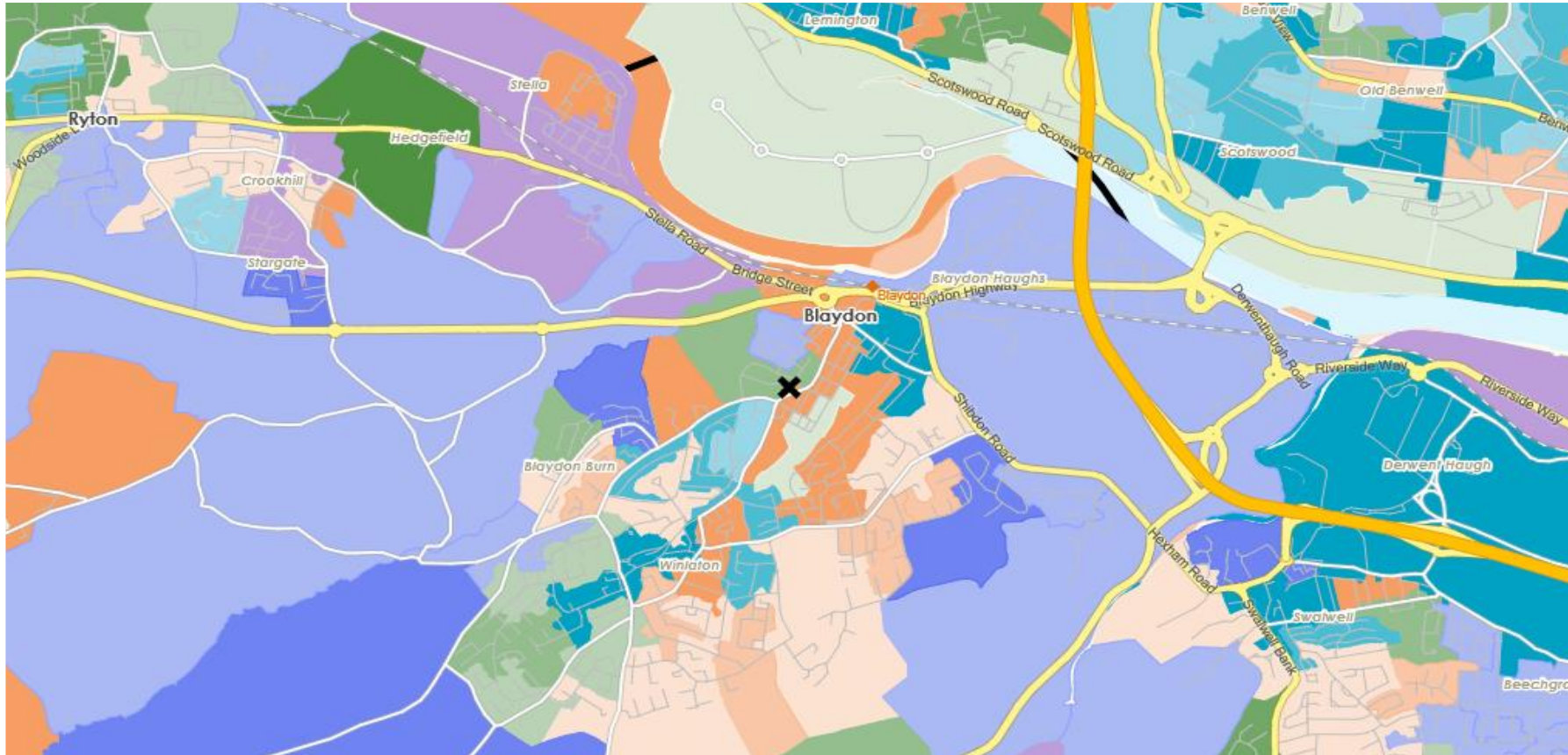
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P00810\_Huntsman, Blaydon on Tyne, NE21 4AU (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

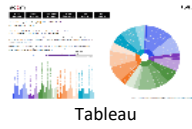
ACORN - WHAT IS IT?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)



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

12.1M UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

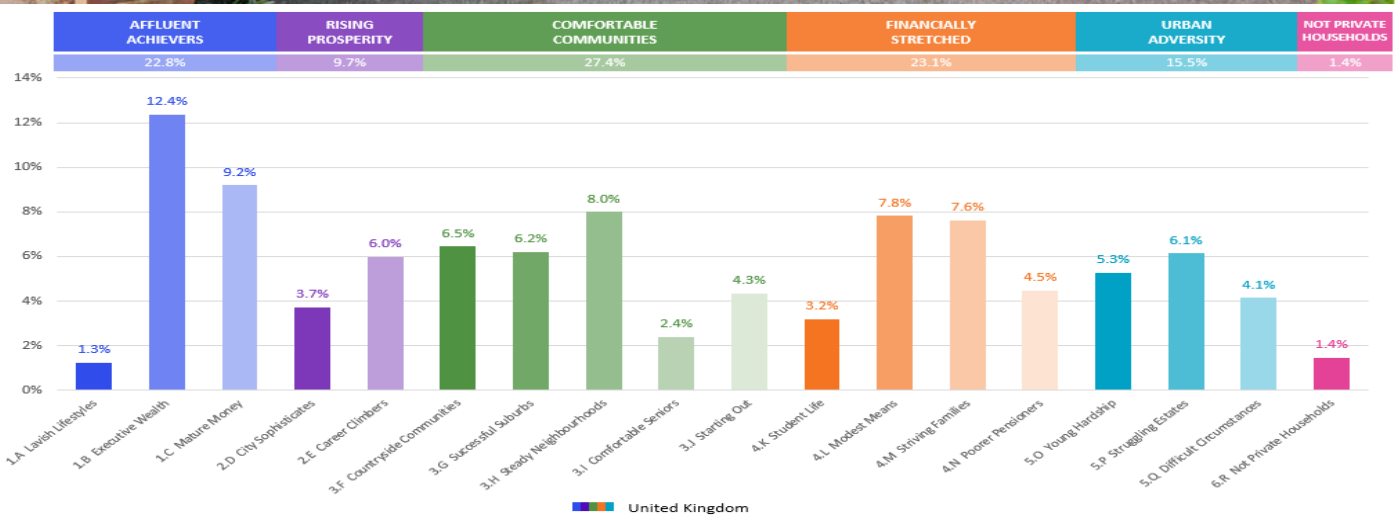
House tenure: Owned outright

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

© 2024 CACI Limited and all other applicable third party notices can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P00810\_Huntsman, Blaydon on Tyne, NE21 4AU (1 Mile contour)

