

CGA LICENCED PREMISES

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Area: P01452_Royal Victoria, Prestatyn, LL19 7SG
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	14	94.8	81.7	116			
Proprietary Club	3	20.3	7.3	279			
Registered Club	5	33.9	28.2	120			
Restaurant	7	47.4	32.1	148			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Cross Foxes	Marston's	Pubs & Full On	Marston's	LL19 9SB
Royal Victoria Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LL19 7SG
Suhail Tandoori	Independent Free	Proprietary Club	Independent Free	LL19 7ES
Central Beach Club	Independent Free	Proprietary Club	Independent Free	LL19 7ET
Sizzlers Bar	Independent Free	Restaurant	Independent Free	LL19 7EY
Prestatyn Golf Club	Independent Free	Registered Club	Independent Free	LL19 7HS
Pontins Holiday Park	Britannia Hotels	Proprietary Club	Britannia Hotels	LL19 7LA
Prestatyn Cricket Club	Independent Free	Registered Club	Independent Free	LL19 7LR
Pendyffryn	Independent Free	Registered Club	Independent Free	LL19 7SS
Ffrith Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	LL19 7UT
William Morgan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LL19 9AH
Cook House Pub & Carvery	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LL19 9BB
Prestatyn Constitutional Club	Independent Free	Registered Club	Independent Free	LL19 9DL
Jolly Sailor	Punch Pub Company	Pubs & Full On	Punch Pub Company	LL19 8BP
Grand Hotel	Independent Free	Pubs & Full On	Independent Free	LL19 7LG
Archies	Independent Free	Pubs & Full On	Independent Free	LL19 9AS
Prestatyn Town Football Club	Independent Free	Registered Club	Independent Free	LL19 7LU
Halcyon Quest	Independent Free	Pubs & Full On	Independent Free	LL19 9DT
Bar 236	Independent Free	Pubs & Full On	Independent Free	LL19 9BP
Chynna Garden Restaurant	Independent Free	Restaurant	Independent Free	LL19 9BH
Rozis Tandoori House	Independent Free	Restaurant	Independent Free	LL19 9RT
Hideaway	Independent Free	Pubs & Full On	Independent Free	LL19 9AS
La Ricetta	Independent Free	Restaurant	Independent Free	LL19 9BP
Paanshee Restaurant	Independent Free	Restaurant	Independent Free	LL19 7ES
Ginger's Grill	Independent Free	Restaurant	Independent Free	LL19 9AH
Torello Lounge	Loungers	Pubs & Full On	Loungers	LL19 9AH
Origin	Independent Free	Pubs & Full On	Independent Free	LL19 9BW
Patagonia	Independent Free	Restaurant	Independent Free	LL19 9BE
Beach Hut Cafe And Bar	Independent Free	Pubs & Full On	Independent Free	LL19 7EY

MAP OF AREA

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Source: OS Open Data 2018

Area: P01452_Royal Victoria, Prestatyn, LL19 7SG (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: P01452_Royal Victoria, Prestatyn, LL19 7SG (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,402	21.6	22.1	98		
 2 Rising Prosperity	119	1.8	10.2	18		
 3 Comfortable Communities	3,388	52.2	26.5	197		
 4 Financially Stretched	1,288	19.8	23.7	84		
 5 Urban Adversity	272	4.2	17.2	24		
 6 Not Private Households	23	0.4	0.3	103		
 Graph						
Total households	6,492					

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: P01452_Royal Victoria, Prestatyn, LL19 7SG (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	0	0.0	1.1	0			
1.B Executive Wealth	721	11.1	11.3	98			
1.C Mature Money	681	10.5	9.6	109			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	119	1.8	6.4	29			
3. Comfortable Communities							
3.F Countryside Communities	640	9.9	5.7	172			
3.G Successful Suburbs	569	8.8	6.0	147			
3.H Steady Neighbourhoods	717	11.0	7.4	149			
3.I Comfortable Seniors	1,304	20.1	2.9	703			
3.J Starting Out	158	2.4	4.6	53			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	547	8.4	8.0	106			
4.M Striving Families	396	6.1	7.4	82			
4.N Poorer Pensioners	345	5.3	5.8	92			
5. Urban Adversity							
5.O Young Hardship	272	4.2	6.3	67			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
6. Not Private Households							
6.R Not Private Households	23	0.4	0.3	103			
Total households	6,492						

Acorn Group Pen Portrait

5 0 Young Hardship
2.7M UK Adults
5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

CORE DEMOGRAPHICS

Age range	Children at home
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING:

LEISURE:

WEBSITES:

FINANCIAL PROFILE

Household income	% Disposable income	Financial situation
UK: £30k, London: £35k	UK: 38%, London: 26%	Running into debt / Saving a lot

DIGITAL ATTITUDES

I worry about online security	Shopping online makes my life easier	I love the ease of using chat bots to get answers
56% (UK average: 59%)	61% (UK average: 62%)	29% (UK average: 28%)

TOP BEHAVIOURS

Wait until tech becomes cheaper before purchasing

Take part in online groups / forums

Research beauty online



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

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Area: P01452_Royal Victoria, Prestatyn, LL19 7SG (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	585	9.0	2.6	341			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	118	1.8	2.2	82			
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	18	0.3	1.6	17			
1.C Mature Money							
1.C.10 Better-off villagers	93	1.4	3.1	47			
1.C.11 Settled suburbia, older people	49	0.8	2.8	27			
1.C.12 Retired and empty nesters	526	8.1	2.5	329			
1.C.13 Upmarket downsizers	13	0.2	1.3	15			
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	119	1.8	2.0	93			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	5	0.1	1.0	8			
3.F.23 Owner occupiers in small towns and villages	635	9.8	3.2	305			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	562	8.7	2.7	321			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	7	0.1	2.4	4			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	510	7.9	3.5	227			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	207	3.2	2.3	136			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,242	19.1	2.4	807			
3.I.31 Elderly singles in purpose-built accommodation	62	1.0	0.5	197			
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	158	2.4	2.4	101			
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	208	3.2	1.4	222			
4.L.38 Semi-skilled workers in traditional neighbourhoods	206	3.2	2.6	121			
4.L.39 Fading owner occupied terraces	133	2.0	2.9	70			
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	0	0.0	1.6	0			
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	334	5.1	2.0	252			
4.M.44 Post-war estates, limited means	62	1.0	2.2	44			
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	21	0.3	1.0	31			
4.N.47 Low income older people in smaller semis	171	2.6	2.2	118			
4.N.48 Pensioners and singles in social rented flats	153	2.4	1.7	138			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	111	1.7	2.2	78			
5.O.50 Struggling younger people in mixed tenure	120	1.8	1.8	103			
5.O.51 Young people in small, low cost terraces	41	0.6	2.3	28			
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	0	0.0	1.6	0			
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	23	0.4	0.3	124			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,492						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01452_Royal Victoria, Prestatyn, LL19 7SG (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
	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

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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