

# CGA LICENCED PREMISES

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Area: P03588\_Cherry Tree, Ingoldmells, PE25 1JP (  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	21	1316.6	81.7	<b>1612</b>			
Proprietary Club	7	438.9	7.3	<b>6025</b>			
Registered Club	0	0.0	28.2	0			
Restaurant	5	313.5	32.1	<b>977</b>			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Summerlands	Independent Free	Pubs & Full On	Independent Free	PE25 1HZ
Look Out	Independent Free	Pubs & Full On	Independent Free	PE25 1JB
Beach Comber	Independent Free	Pubs & Full On	Independent Free	PE25 1JB
Cheers Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1JE
Greenacres Restaurant & Social Club	Independent Free	Restaurant	Independent Free	PE25 1JJ
Cherry Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE25 1JP
Sealands Hotel	Independent Free	Pubs & Full On	Independent Free	PE25 1JU
Four Winds Tavern	Independent Free	Proprietary Club	Independent Free	PE25 1LH
Oasis Inn	Independent Free	Pubs & Full On	Independent Free	PE25 1LQ
Ship	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE25 1NU
Villager Wine Bar & Restaurant	Coastfields Leisure Limited	Pubs & Full On	Coastfields Leisure Limited	PE25 1PG
Villager	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Skegness Water Leisure Park	Independent Free	Proprietary Club	Independent Free	PE25 1JJ
Coral Beach Leisure	Unknown	Proprietary Club	Unknown	PE25 1JW
Countryman	Independent Free	Pubs & Full On	Independent Free	PE25 1ND
Moody Cow	Independent Free	Pubs & Full On	Independent Free	PE25 1NU
Ba Rumba	Independent Free	Proprietary Club	Independent Free	PE25 1LT
Havanas	Independent Free	Pubs & Full On	Independent Free	PE25 1LQ
Butlins	Bourne Leisure	Proprietary Club	Bourne Leisure	PE25 1NJ
Boat House	Independent Free	Pubs & Full On	Independent Free	PE25 1JB
Sports Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1NU
Hollywood Bar & Diner	Independent Free	Restaurant	Independent Free	PE25 1NU
Coastfield Holiday Village	Independent Free	Proprietary Club	Independent Free	PE25 1LU
Fantasy Island	Independent Free	Proprietary Club	Independent Free	PE25 1RH
Buddies Family Show Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1PH
Castaways	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Candles Restaurant	Independent Free	Restaurant	Independent Free	PE25 1NT
Buzz Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1PD
Odyssey Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Big Top Showbar	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Bibbys Beach Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1LQ
Jockey	Independent Free	Restaurant	Independent Free	PE25 1NU
Rob Stevens Manhattan Jukebox	Independent Free	Restaurant	Independent Free	PE25 1PG

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03588\_Cherry Tree, Ingoldmells, PE25 1JP (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:** P03588\_Cherry Tree, Ingoldmells, PE25 1JP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	143	21.4	22.1	97			
2 Rising Prosperity	8	1.2	10.2	12			
3 Comfortable Communities	476	71.4	26.5	269			
4 Financially Stretched	35	5.2	23.7	22			
5 Urban Adversity	5	0.7	17.2	4			
6 Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>667</b>						

### 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

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life    13%
- L Modest Means    34%
- M Striving Families    34%
- N Poorer Pensioners    20%

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 GROUP PROFILE - HOUSEHOLDS

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Area: P03588\_Cherry Tree, Ingoldmells, PE25 1JP (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	4	0.6	11.3	5			
1.C Mature Money	139	20.8	9.6	216			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	8	1.2	6.4	19			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	77	11.5	5.7	201			
3.G Successful Suburbs	5	0.7	6.0	13			
3.H Steady Neighbourhoods	0	0.0	7.4	0			
3.I Comfortable Seniors	394	59.1	2.9	2,068			
3.J Starting Out	0	0.0	4.6	0			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	26	3.9	8.0	49			
4.M Striving Families	3	0.4	7.4	6			
4.N Poorer Pensioners	6	0.9	5.8	16			
<b>5. Urban Adversity</b>							
5.O Young Hardship	5	0.7	6.3	12			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>667</b>						

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: Poundland, The Works

LEISURE: Harvester, KFC, Argos, Pizza Hut

WEBSITES: Gumtree, very

**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%	61%	29%

**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: P03588\_Cherry Tree, Ingoldmells, PE25 1JP (1 Mile contour)  
 Base: Great Britain  
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Sort by:  Corn Structure  
 Index  
 Profile %

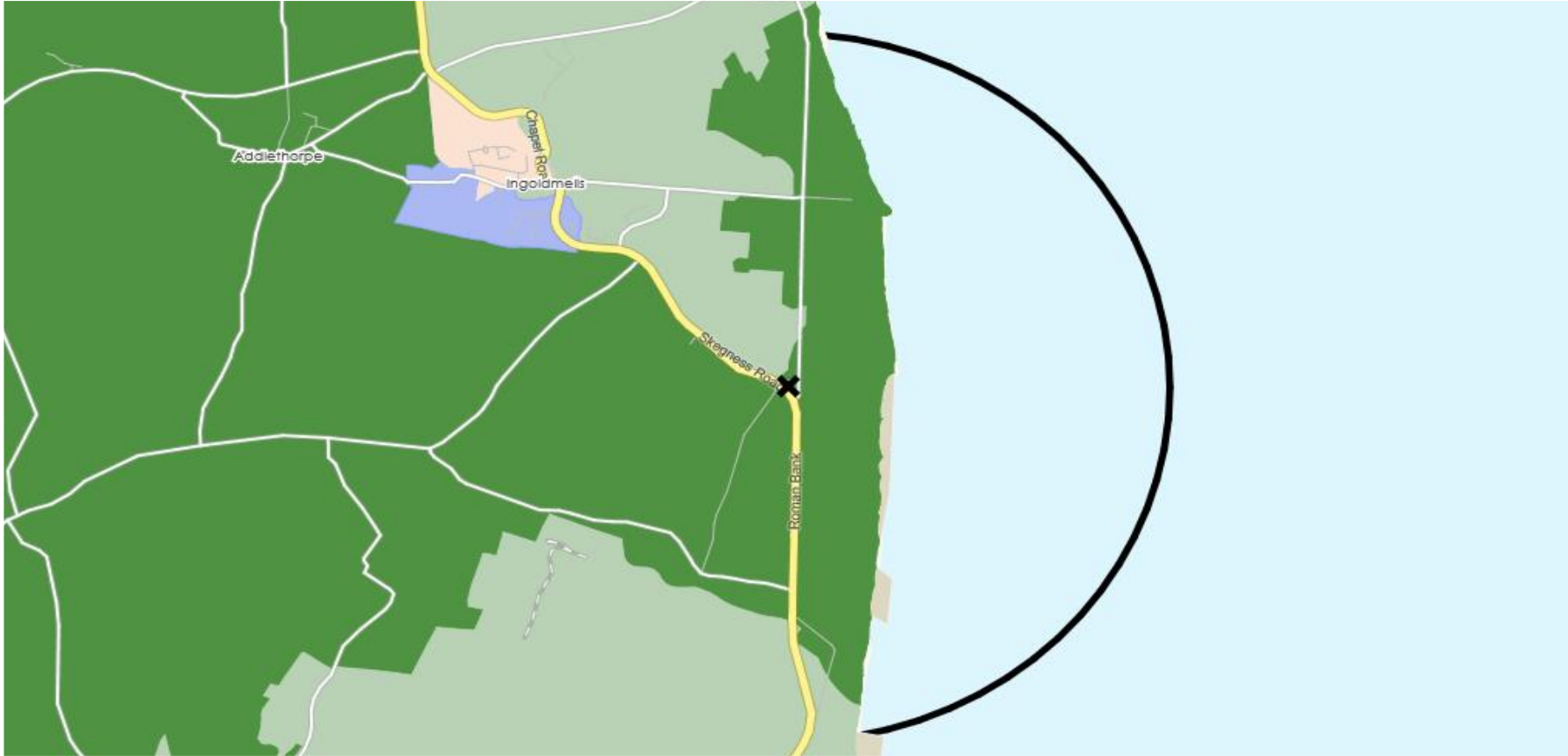
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	4	0.6	2.5	24			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	139	20.8	2.5	846			
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	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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	8	1.2	2.0	61			
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			
<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	77	11.5	3.2	360			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	5	0.7	2.7	28			
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			
<b>3.H Steady Neighbourhoods</b>							
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			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	358	53.7	2.4	2,264			
3.I.31 Elderly singles in purpose-built accommodation	36	5.4	0.5	1,111			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
<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	21	3.1	1.4	218			
4.L.38 Semi-skilled workers in traditional neighbourhoods	5	0.7	2.6	29			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	3	0.4	1.6	28			
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			
<b>4.N Poorer Pensioners</b>							
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	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	6	0.9	2.2	40			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	5	0.7	2.2	34			
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			
<b>5.P Struggling Estates</b>							
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			
<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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>667</b>						



# DOMINANT ACORN GROUP - HOUSEHOLDS

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**Dominant Acorn Category**

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

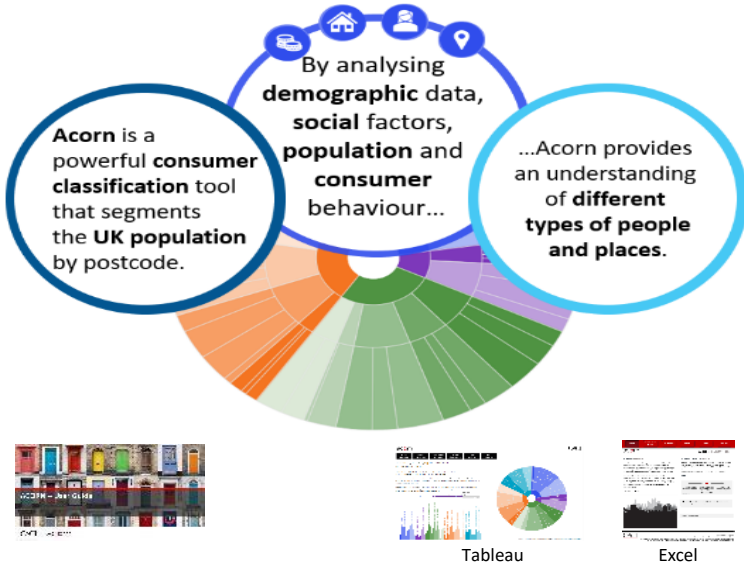
**Acorn Groups**

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	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**

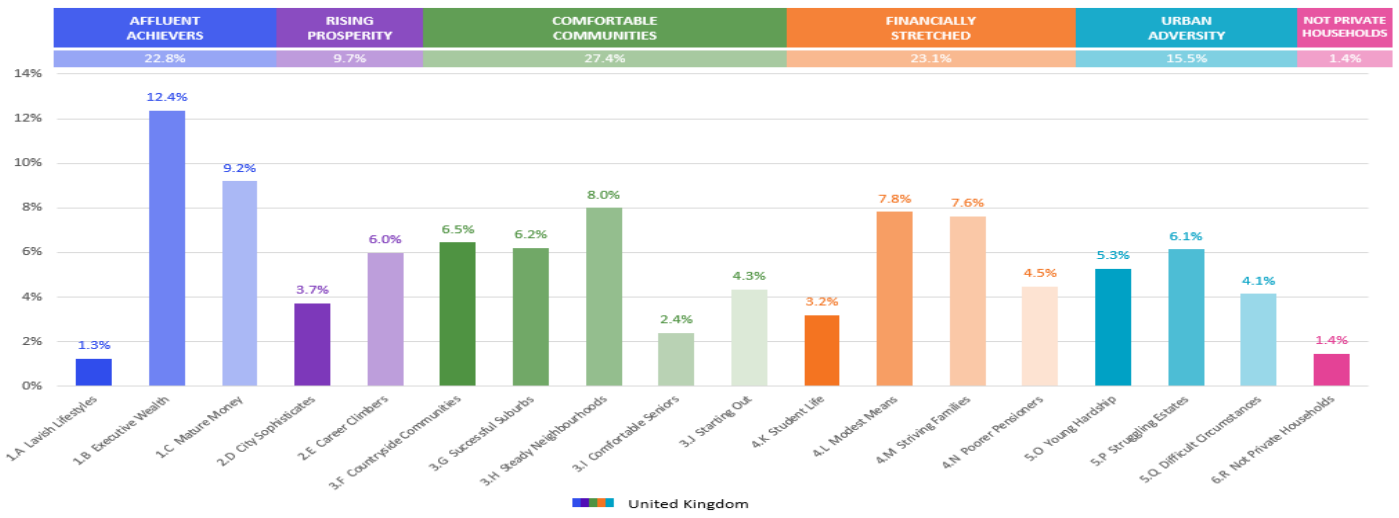
House tenure: **Owned outright**

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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