

CGA LICENCED PREMISES

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Area: P03331_Wellington Inn, Runcorn, WA7 1LB (

Base: Great Britain

Year: 2023

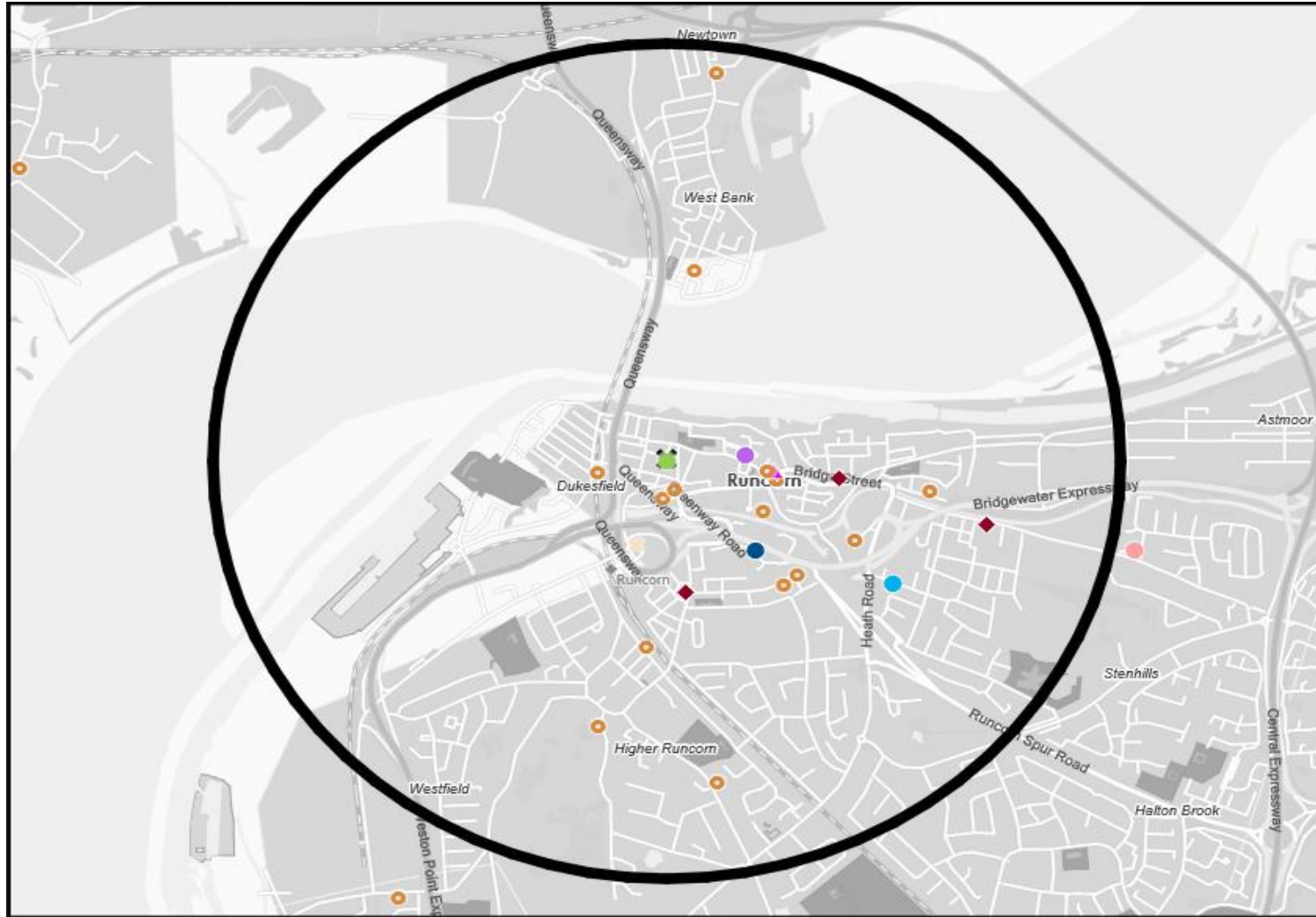
| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On | 17 | 118.4 | 81.7 | 145 | | | |
| Proprietary Club | 0 | 0.0 | 7.3 | 0 | | | |
| Registered Club | 7 | 48.7 | 28.2 | 173 | | | |
| Restaurant | 2 | 13.9 | 32.1 | 43 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|--------------------------------------|----------------------------|-----------------|----------------------------|----------|
| Royal | Amber Taverns | Pubs & Full On | Amber Taverns | WA 7 1AU |
| Clarendon Hotel | Red Oak Taverns | Pubs & Full On | Red Oak Taverns | WA 7 1LG |
| Lion | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | WA 7 5AG |
| Grapes | Unknown | Pubs & Full On | Unknown | WA 7 5SB |
| Union Tavern | Punch Pub Company | Pubs & Full On | Punch Pub Company | WA 7 5SU |
| Tandoori Night | Independent Free | Restaurant | Independent Free | WA 7 1AP |
| Raob Social Club | Independent Free | Registered Club | Independent Free | WA 7 1JH |
| Wellington Inn | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | WA 7 1LB |
| Runcorn District Conservative Club | Independent Free | Registered Club | Independent Free | WA 7 4PH |
| Runcorn Sports Club | Independent Free | Registered Club | Independent Free | WA 7 4SF |
| Runcorn War Memorial Club | Independent Free | Registered Club | Independent Free | WA 7 5BD |
| Red Admiral | Red Oak Taverns | Pubs & Full On | Red Oak Taverns | WA 7 5JQ |
| Bridgewater Motor Boat Club | Independent Free | Registered Club | Independent Free | WA 7 5SS |
| Mersey Hotel | Independent Free | Pubs & Full On | Independent Free | WA 8 0DT |
| Campanile Hotel | Campanile Hotels | Pubs & Full On | Campanile Hotels | WA 7 5TR |
| Lockdown | Independent Free | Pubs & Full On | Independent Free | WA 7 1SA |
| Wilson's Hotel | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | WA 7 1BY |
| Wine Bar | Independent Free | Pubs & Full On | Independent Free | WA 7 1LT |
| Brindley Arts Centre | Independent Free | Pubs & Full On | Independent Free | WA 7 1BG |
| Ferry Boat | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | WA 7 1LR |
| Runcorn Masonic Club | Independent Free | Registered Club | Independent Free | WA 7 5BB |
| West Bank Bears Amateur Rugby League | Independent Free | Registered Club | Independent Free | WA 8 0PZ |
| Gusto D'oro | Independent Free | Restaurant | Independent Free | WA 7 1JG |
| Ten Lock Flight | Marston's | Pubs & Full On | Marston's | WA 7 5AQ |
| Society | Independent Free | Pubs & Full On | Independent Free | WA 7 1HU |
| Bakehouse | Independent Free | Pubs & Full On | Independent Free | WA 7 4PR |

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03331_Wellington Inn, Runcorn, WA7 1LB (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: P03331_Wellington Inn, Runcorn, WA7 1LB (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 313 | 4.7 | 22.1 | 21 | | |
| 2 Rising Prosperity | 193 | 2.9 | 10.2 | 28 | | |
| 3 Comfortable Communities | 1,888 | 28.1 | 26.5 | 106 | | |
| 4 Financially Stretched | 1,900 | 28.3 | 23.7 | 119 | | |
| 5 Urban Adversity | 2,430 | 36.1 | 17.2 | 210 | | |
| 6 Not Private Households | 1 | 0.0 | 0.3 | 4 | | |
| Total households | 6,725 | | | | | |

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

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Area: P03331_Wellington Inn, Runcorn, WA7 1LB (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 | 115 | 1.7 | 11.3 | 15 | | | |
| 1.C Mature Money | 198 | 2.9 | 9.6 | 31 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 193 | 2.9 | 6.4 | 45 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 46 | 0.7 | 5.7 | 12 | | | |
| 3.G Successful Suburbs | 54 | 0.8 | 6.0 | 13 | | | |
| 3.H Steady Neighbourhoods | 1,358 | 20.2 | 7.4 | 273 | | | |
| 3.I Comfortable Seniors | 306 | 4.6 | 2.9 | 159 | | | |
| 3.J Starting Out | 124 | 1.8 | 4.6 | 41 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 843 | 12.5 | 8.0 | 157 | | | |
| 4.M Striving Families | 701 | 10.4 | 7.4 | 140 | | | |
| 4.N Poorer Pensioners | 356 | 5.3 | 5.8 | 92 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 1,873 | 27.9 | 6.3 | 446 | | | |
| 5.P Struggling Estates | 265 | 3.9 | 5.7 | 69 | | | |
| 5.Q Difficult Circumstances | 292 | 4.3 | 5.2 | 83 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 1 | 0.0 | 0.3 | 4 | | | |
| Total households | 6,725 | | | | | | |

Acorn Group Pen Portrait

6 Not Private Households 790k UK Adults 1.5% of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.



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

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03331_Wellington Inn, Runcorn, WA7 1LB (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

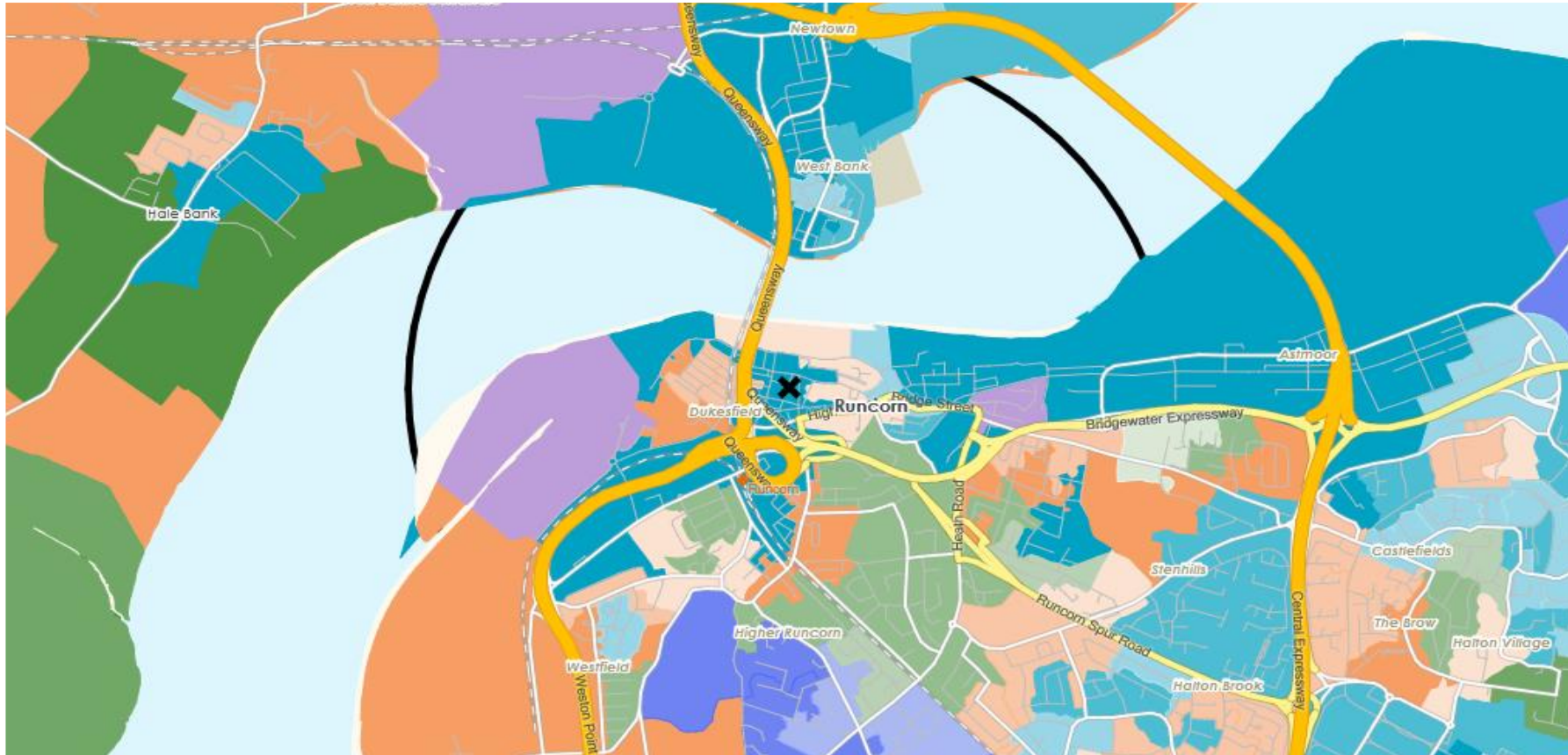
| Acorn Type Description | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|--|--------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | | | | | | | |
| 1.A.1 Exclusive enclaves | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.2 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 | 71 | 1.1 | 2.6 | 40 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.5 | 0 | | | |
| 1.B.6 Financially comfortable families | 26 | 0.4 | 2.2 | 17 | | | |
| 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 | 0 | 0.0 | 3.1 | 0 | | | |
| 1.C.11 Settled suburbia, older people | 168 | 2.5 | 2.8 | 89 | | | |
| 1.C.12 Retired and empty nesters | 10 | 0.1 | 2.5 | 6 | | | |
| 1.C.13 Upmarket downsizers | 20 | 0.3 | 1.3 | 23 | | | |
| 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 | 62 | 0.9 | 2.0 | 47 | | | |
| 2.E.19 First time buyers in small, modern homes | 131 | 1.9 | 3.4 | 57 | | | |
| 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 | 0 | 0.0 | 1.0 | 0 | | | |
| 3.F.23 Owner occupiers in small towns and villages | 46 | 0.7 | 3.2 | 21 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 25 | 0.4 | 2.7 | 14 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 29 | 0.4 | 2.4 | 18 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 1,152 | 17.1 | 3.5 | 494 | | | |
| 3.H.28 Owner occupied terraces, average income | 2 | 0.0 | 1.6 | 2 | | | |
| 3.H.29 Established suburbs, older families | 204 | 3.0 | 2.3 | 130 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 288 | 4.3 | 2.4 | 181 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 18 | 0.3 | 0.5 | 55 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 6 | 0.1 | 2.2 | 4 | | | |
| 3.J.33 Smaller houses and starter homes | 118 | 1.8 | 2.4 | 73 | | | |
| 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 | 18 | 0.3 | 1.4 | 19 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 460 | 6.8 | 2.6 | 260 | | | |
| 4.L.39 Fading owner occupied terraces | 365 | 5.4 | 2.9 | 186 | | | |
| 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 | 50 | 0.7 | 1.6 | 45 | | | |
| 4.M.43 Families in right-to-buy estates | 316 | 4.7 | 2.0 | 230 | | | |
| 4.M.44 Post-war estates, limited means | 335 | 5.0 | 2.2 | 229 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 47 | 0.7 | 0.8 | 89 | | | |
| 4.N.46 Elderly people in social rented flats | 157 | 2.3 | 1.0 | 226 | | | |
| 4.N.47 Low income older people in smaller semis | 125 | 1.9 | 2.2 | 83 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 27 | 0.4 | 1.7 | 24 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 514 | 7.6 | 2.2 | 350 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 290 | 4.3 | 1.8 | 240 | | | |
| 5.O.51 Young people in small, low cost terraces | 1,069 | 15.9 | 2.3 | 702 | | | |
| 5.P Struggling Estates | | | | | | | |
| 5.P.52 Poorer families, many children, terraced housing | 250 | 3.7 | 1.6 | 238 | | | |
| 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 | 15 | 0.2 | 1.6 | 14 | | | |
| 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 | 185 | 2.8 | 1.8 | 156 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 107 | 1.6 | 2.0 | 81 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | | | | | | | |
| 6.R.60 Active communal population | 1 | 0.0 | 0.1 | 25 | | | |
| 6.R.61 Inactive communal population | 0 | 0.0 | 0.3 | 0 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 6,725 | | | | | | |

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03331_Wellington Inn, Runcorn, WA7 1LB (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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