

# CGA LICENCED PREMISES

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Area: ATLT\_British LionWA10 3DH (1 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	52.5	84.9	62			
Proprietary Club	0	0.0	8.1	0			
Registered Club	8	38.2	29.9	<b>128</b>			
Restaurant	1	4.8	34.6	14			
Residential	1	4.8	3.5	<b>138</b>			

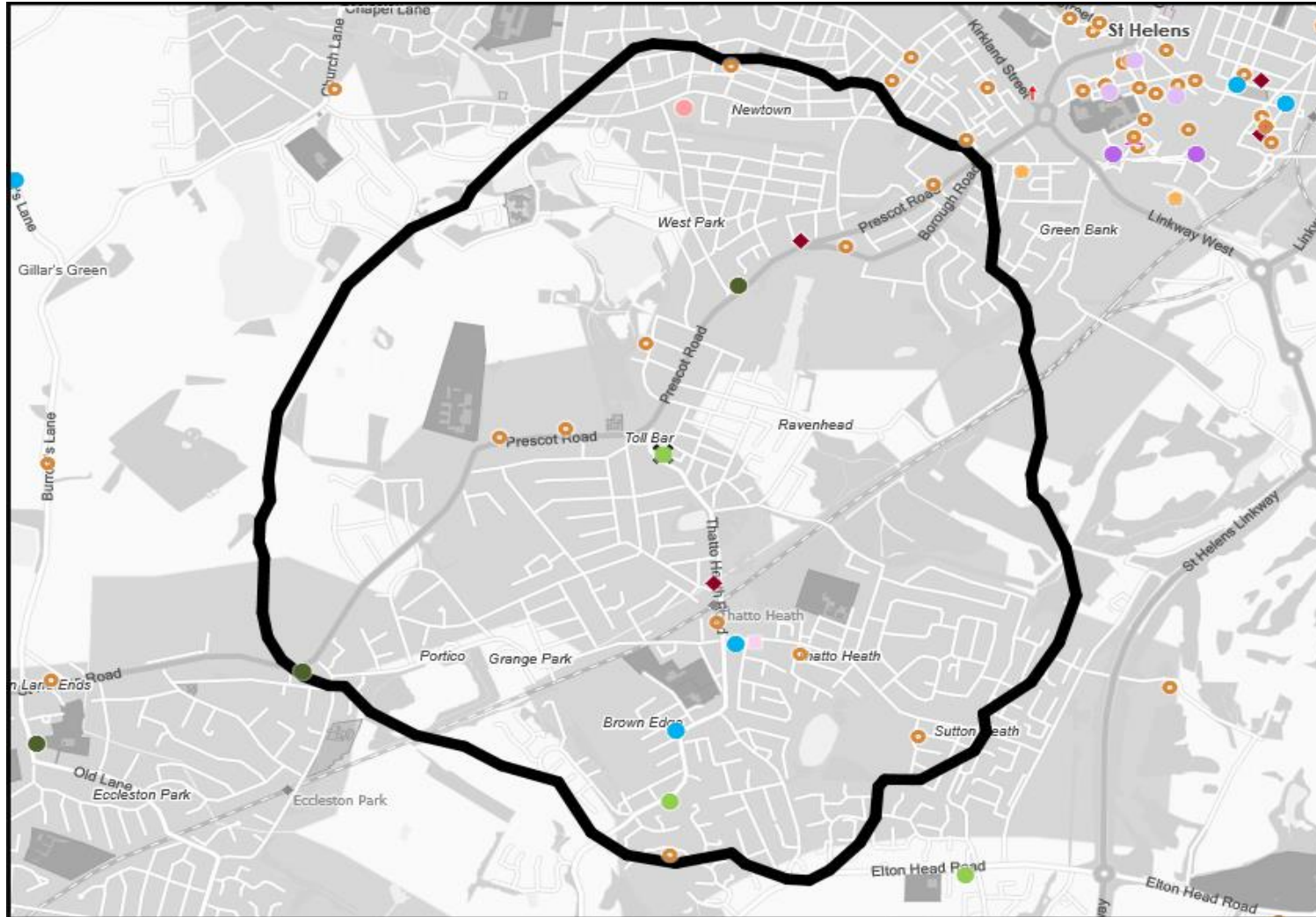
Name	Description	License Type	Owner Name	Postcode
Grapes Hotel	Greene King	Pubs & Full On	Greene King	L 34 2QH
Ravenhead Bowling Club	Independent Free	Registered Club	Independent Free	WA10 3UJ
Grange Park Golf Club	Independent Free	Registered Club	Independent Free	WA10 3AD
West Park Rugby Club	Independent Free	Registered Club	Independent Free	WA10 3AG
British Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WA10 3DH
Bird Ith Hand	Greene King	Pubs & Full On	Greene King	WA10 3HE
St Helens Bowling Club	Independent Free	Registered Club	Independent Free	WA10 3HU
Springfield Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WA10 3QU
Eccleston Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WA10 3TU
St Theresas Parish Club	Independent Free	Registered Club	Independent Free	WA10 4HW
Black Bull	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WA10 4PX
Eccleston Bowling Club	Independent Free	Registered Club	Independent Free	WA10 4PX
York House	Punch Pub Company	Pubs & Full On	Punch Pub Company	WA 9 5JL
Elephant Hotel	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	WA 9 5QW
Brown Edge Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WA 9 5JR
Vine Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	WA 9 5QG
Thatto Heath Labour Club	Independent Free	Registered Club	Independent Free	WA 9 5RD
Jubilee Barracks	Independent Free	Registered Club	Independent Free	WA10 3UB
ECCT Reeve Court Retirement Village	Independent Free	Residential	Independent Free	WA 9 5ST
Thatto Heath Crusaders	Independent Free	Pubs & Full On	Independent Free	WA 9 5JA
Brothers Burgers	Independent Free	Restaurant	Independent Free	WA 9 5PE

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_British LionWA10 3DH (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:** ATLT\_British LionWA10 3DH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,050	11.2	22.0	51		
2 Rising Prosperity	241	2.6	10.1	25		
3 Comfortable Communities	1,794	19.2	26.2	73		
4 Financially Stretched	2,708	28.9	23.7	122		
5 Urban Adversity	3,544	37.8	17.6	215		
6 Not Private Households	29	0.3	0.3	93		
Graph						
<b>Total households</b>	<b>9,366</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

**Age range**  
25-34

**Financial situation**  
Running into debt ————— Saving a lot

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**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 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%

# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** ATLT\_British LionWA10 3DH (1 Mile 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	0	0.0	1.1	0		
1.B Executive Wealth	528	5.6	11.2	50		
1.C Mature Money	522	5.6	9.6	58		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	241	2.6	6.2	42		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	2	0.0	5.7	0		
3.G Successful Suburbs	338	3.6	5.9	61		
3.H Steady Neighbourhoods	707	7.5	7.4	103		
3.I Comfortable Seniors	152	1.6	2.9	56		
3.J Starting Out	595	6.4	4.3	146		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	1,823	19.5	7.9	246		
4.M Striving Families	451	4.8	7.5	64		
4.N Poorer Pensioners	434	4.6	5.9	78		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,778	19.0	6.1	309		
5.P Struggling Estates	866	9.2	6.1	151		
5.Q Difficult Circumstances	900	9.6	5.3	180		
<b>6. Not Private Households</b>						
6.R Not Private Households	29	0.3	0.3	93		
<b>Total households</b>	<b>9,366</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 ATTITUDES

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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### FINANCIAL PROFILE

Household Income UK: <b>£35k</b> (Average: £40k) London: <b>£42k</b> (Average: £44k)	% Disposable Income UK: <b>45%</b> (Average: 44%) London: <b>34%</b> (Average: 39%)	Financial situation Running into debt      Saving a lot
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### KEY INTERNET USAGE

Whilst internet usage is below average, this group are more likely to **research loans** online

### TECHNOLOGY USAGE

Whilst internet usage is below average, this group are more likely to **purchase toys** online

This group are more likely to **subscribe to Sky TV**



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

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Area: ATLT\_British LionWA10 3DH (1 Mile 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	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	141	1.5	2.6	58			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	279	3.0	2.2	135			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	13	0.1	1.5	9			
1.B.9 Well-off edge of towners	95	1.0	1.6	63			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	12	0.1	3.0	4			
1.C.11 Settled suburbia, older people	432	4.6	2.9	161			
1.C.12 Retired and empty nesters	18	0.2	2.5	8			
1.C.13 Upmarket downsizers	60	0.6	1.3	49			
<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	176	1.9	1.9	100			
2.E.19 First time buyers in small, modern homes	65	0.7	3.3	21			
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	2	0.0	3.2	1			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	337	3.6	2.6	136			
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	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	694	7.4	3.4	215			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	12	0.1	2.3	5			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	152	1.6	2.4	67			
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	230	2.5	2.1	117			
3.J.33 Smaller houses and starter homes	365	3.9	2.3	173			
<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	66	0.7	1.4	50			
4.L.38 Semi-skilled workers in traditional neighbourhoods	776	8.3	2.6	315			
4.L.39 Fading owner occupied terraces	981	10.5	2.9	364			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	34	0.4	1.7	22			
4.M.43 Families in right-to-buy estates	218	2.3	2.1	112			
4.M.44 Post-war estates, limited means	199	2.1	2.2	97			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	49	0.5	0.8	67			
4.N.46 Elderly people in social rented flats	49	0.5	1.1	48			
4.N.47 Low income older people in smaller semis	186	2.0	2.3	87			
4.N.48 Pensioners and singles in social rented flats	150	1.6	1.8	91			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	125	1.3	2.1	62			
5.O.50 Struggling younger people in mixed tenure	297	3.2	1.7	182			
5.O.51 Young people in small, low cost terraces	1,356	14.5	2.3	643			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	205	2.2	1.6	135			
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	661	7.1	1.6	428			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	216	2.3	1.5	152			
5.Q.58 Singles and young families, some receiving benefits	474	5.1	1.8	282			
5.Q.59 Deprived areas and high-rise flats	210	2.2	2.0	110			
<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	29	0.3	0.3	113			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,366</b>						

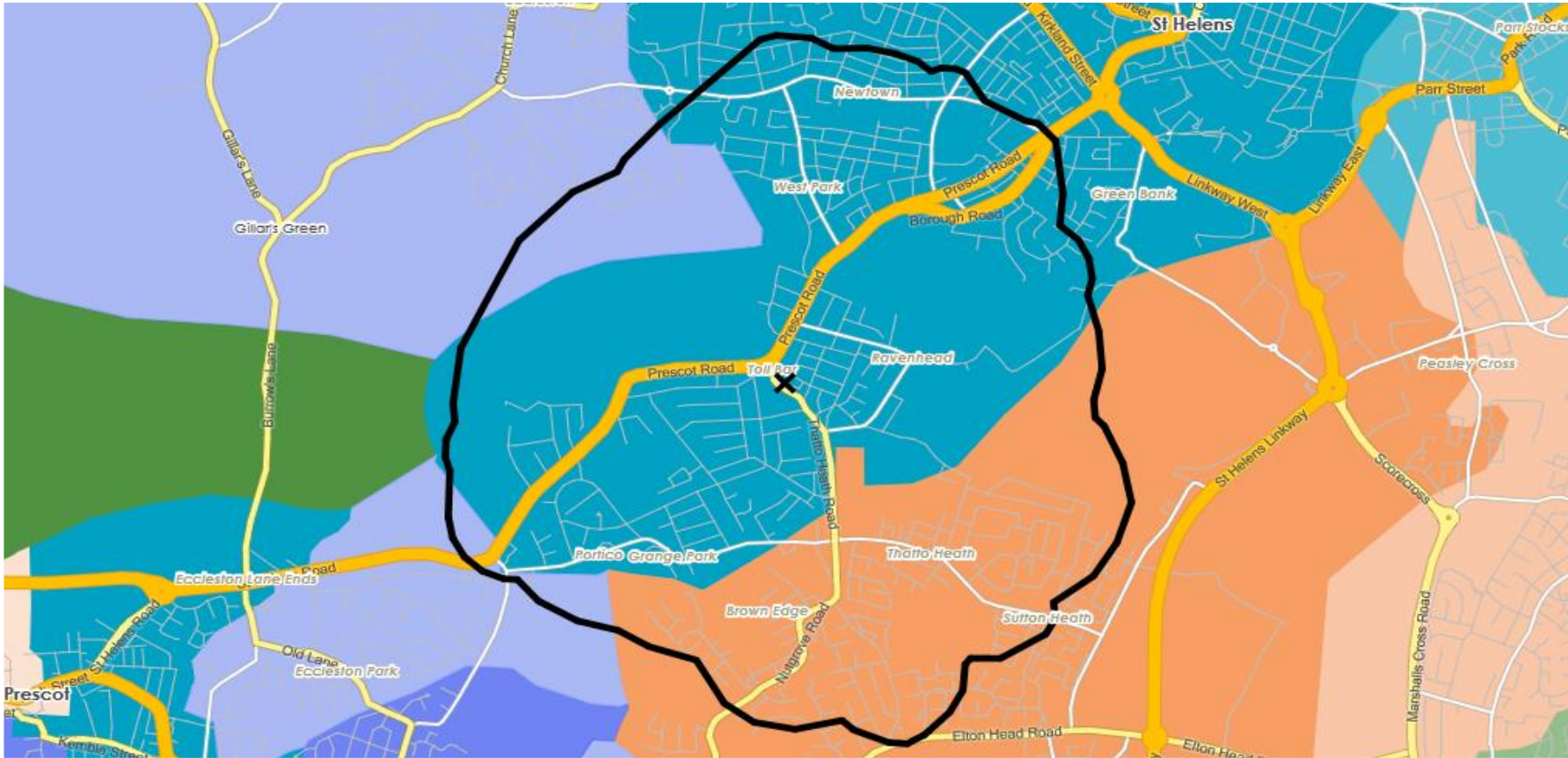
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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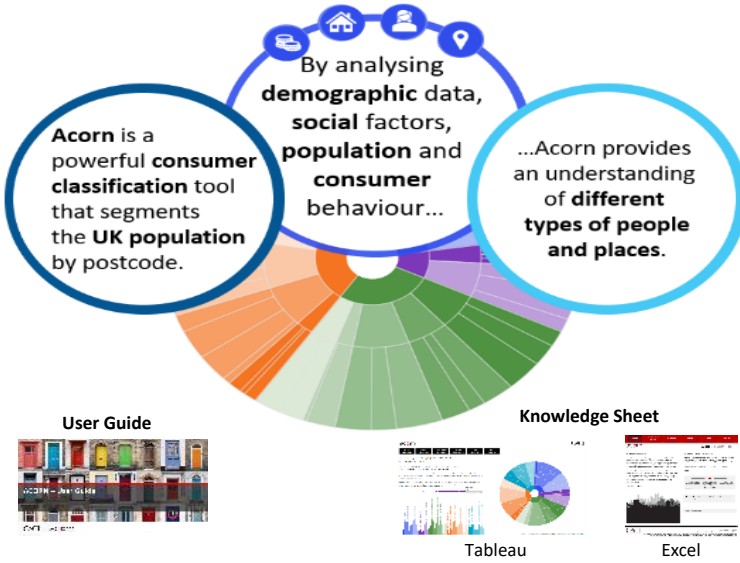


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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	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

