

# CGA LICENCED PREMISES

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Area: P00192\_British Lion, St. Helens, WA10 3DH ( )  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	40.7	81.7	50			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	23.8	28.2	84			
Restaurant	2	6.8	32.1	21			
Residential	1	3.4	2.7	127			

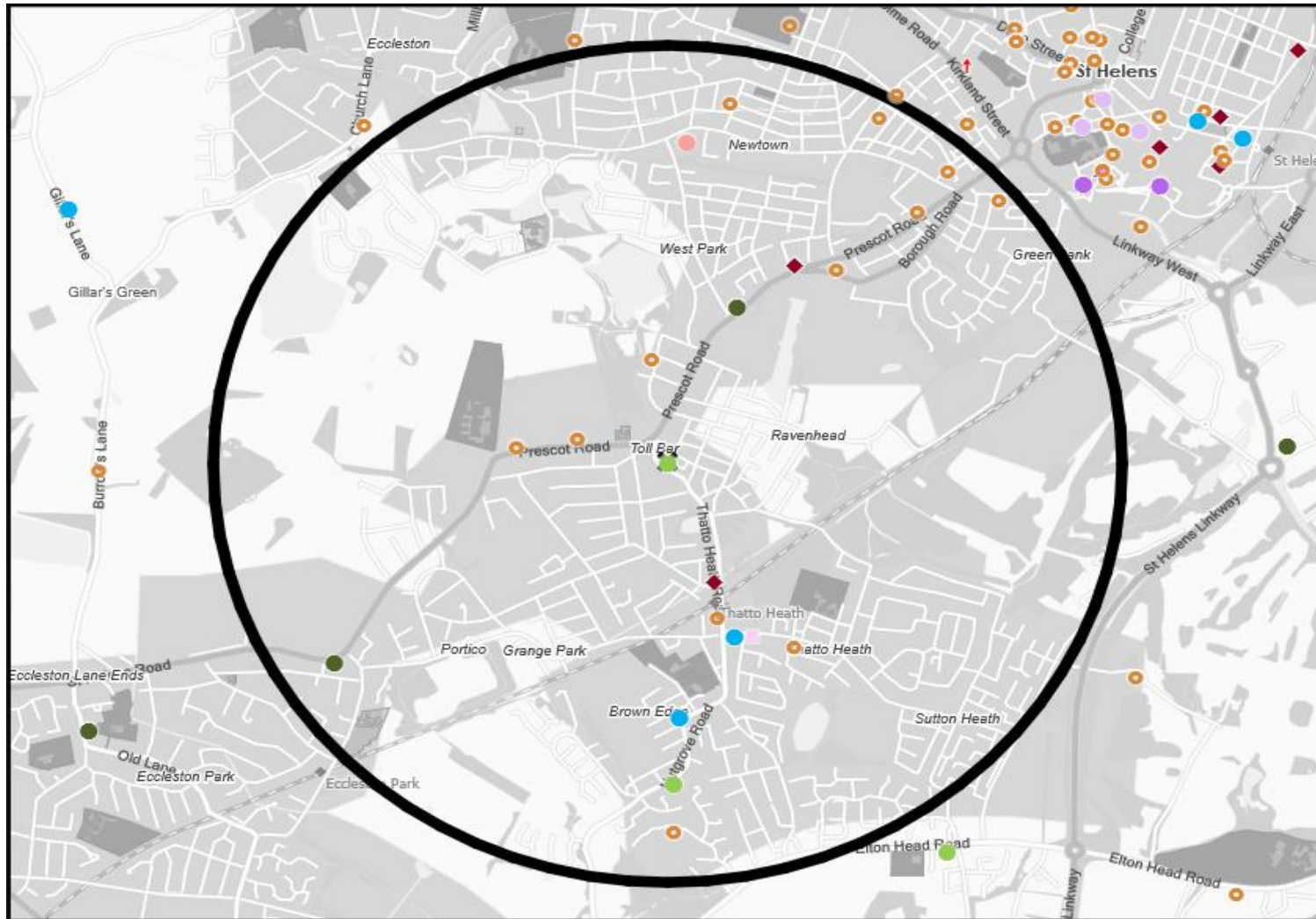
Name	Description	License Type	Owner Name	Postcode
Grapes Hotel	Greene King	Pubs & Full On	Greene King	L 34 2QH
Glassblower Hotel	Independent Free	Pubs & Full On	Independent Free	WA10 2LP
Golden Lion	Independent Free	Pubs & Full On	Independent Free	WA10 2RD
Ravenhead Bowling Club	Independent Free	Registered 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 Therasas Parish Club	Independent Free	Registered Club	Independent Free	WA10 4HW
Black Bull	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	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
Shere Khan	Independent Free	Restaurant	Independent Free	WA10 1PQ
Brothers Burgers	Independent Free	Restaurant	Independent Free	WA 9 5PE

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00192\_British Lion, St. Helens, WA10 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:** P00192\_British Lion, St. Helens, WA10 3DH (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,676	12.6	22.1	57		
 2 Rising Prosperity	366	2.8	10.2	27		
 3 Comfortable Communities	2,538	19.1	26.5	72		
 4 Financially Stretched	3,721	28.0	23.7	118		
 5 Urban Adversity	4,962	37.3	17.2	217		
 6 Not Private Households	29	0.2	0.3	63		
 Graph						
<b>Total households</b>	<b>13,292</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%

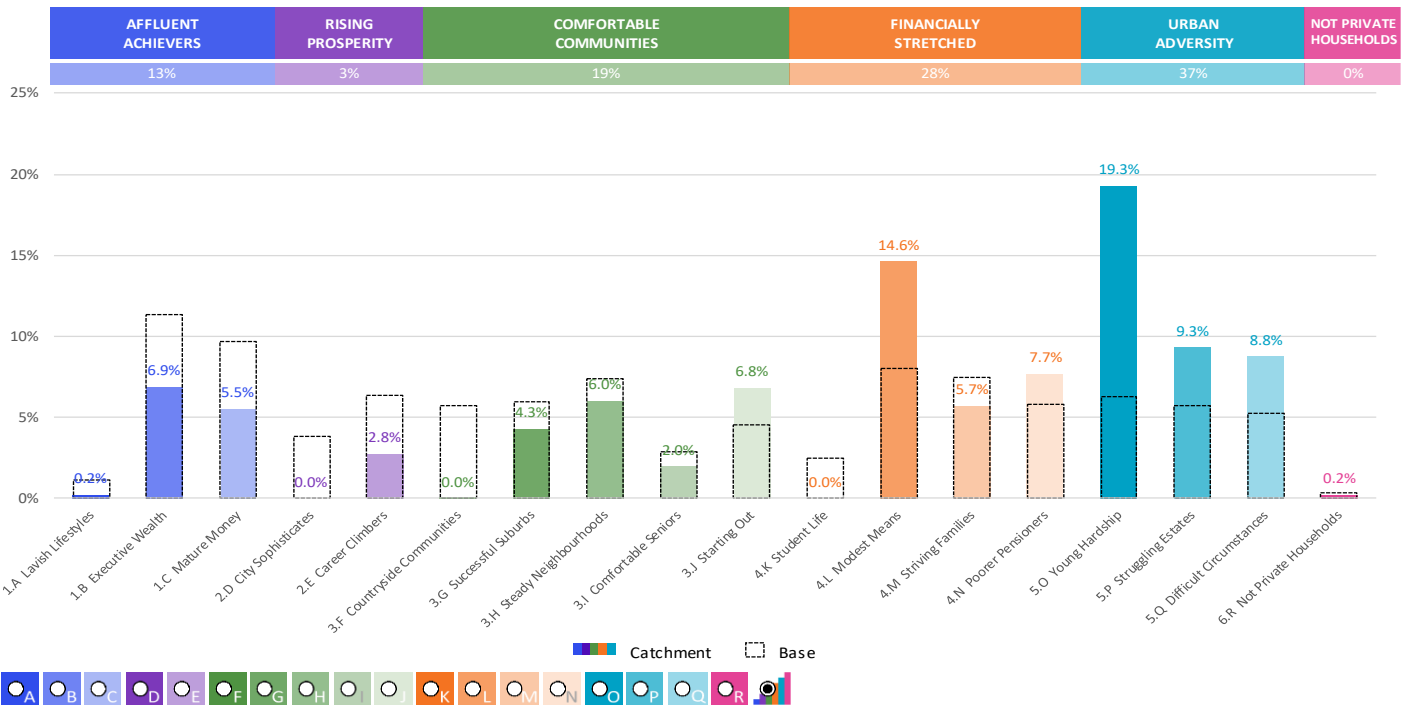
# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P00192\_British Lion, St. Helens, WA10 3DH (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	28	0.2	1.1	19		
1.B Executive Wealth	915	6.9	11.3	61		
1.C Mature Money	733	5.5	9.6	57		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	366	2.8	6.4	43		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	2	0.0	5.7	0		
3.G Successful Suburbs	570	4.3	6.0	72		
3.H Steady Neighbourhoods	801	6.0	7.4	81		
3.I Comfortable Seniors	260	2.0	2.9	68		
3.J Starting Out	905	6.8	4.6	150		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	1,943	14.6	8.0	183		
4.M Striving Families	759	5.7	7.4	77		
4.N Poorer Pensioners	1,019	7.7	5.8	133		
<b>5. Urban Adversity</b>						
5.O Young Hardship	2,561	19.3	6.3	308		
5.P Struggling Estates	1,237	9.3	5.7	163		
5.Q Difficult Circumstances	1,164	8.8	5.2	167		
<b>6. Not Private Households</b>						
6.R Not Private Households	29	0.2	0.3	63		
<b>Total households</b>	<b>13,292</b>					

## Acorn Group Graph



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

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Area: P00192\_British Lion, St. Helens, WA10 3DH (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

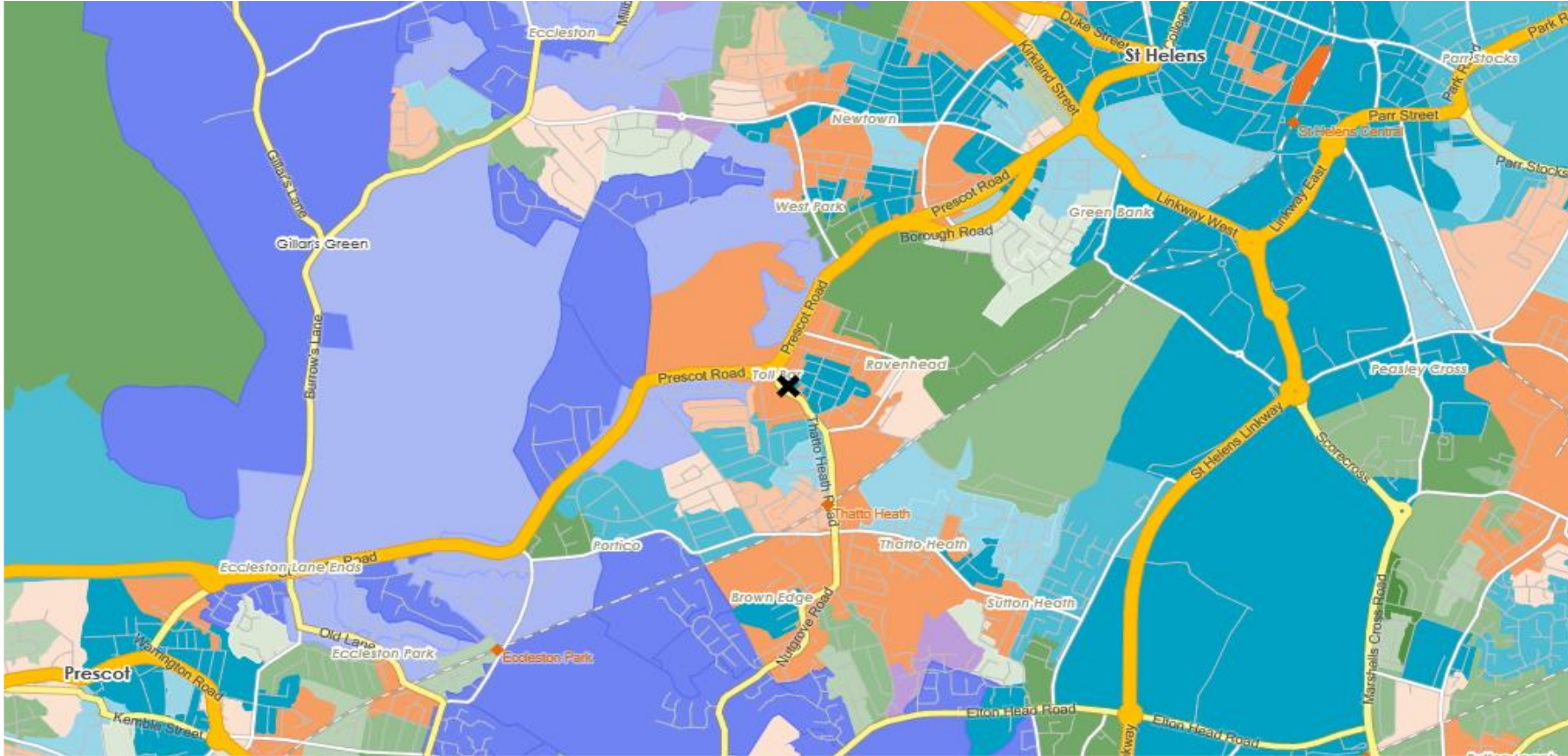
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	28	0.2	0.9	25			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	286	2.2	2.6	81			
1.B.5 Wealthy countryside commuters	24	0.2	2.5	7			
1.B.6 Financially comfortable families	370	2.8	2.2	125			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	28	0.2	1.5	14			
1.B.9 Well-off edge of towners	207	1.6	1.6	97			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	12	0.1	3.1	3			
1.C.11 Settled suburbia, older people	635	4.8	2.8	170			
1.C.12 Retired and empty nesters	25	0.2	2.5	8			
1.C.13 Upmarket downsizers	61	0.5	1.3	35			
<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	245	1.8	2.0	93			
2.E.19 First time buyers in small, modern homes	121	0.9	3.4	27			
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	2	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	517	3.9	2.7	144			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	53	0.4	2.4	16			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	762	5.7	3.5	165			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	0			
3.H.29 Established suburbs, older families	38	0.3	2.3	12			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	260	2.0	2.4	82			
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	275	2.1	2.2	96			
3.J.33 Smaller houses and starter homes	630	4.7	2.4	197			
<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	27	0.2	1.4	14			
4.L.38 Semi-skilled workers in traditional neighbourhoods	843	6.3	2.6	241			
4.L.39 Fading owner occupied terraces	1,073	8.1	2.9	277			
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	93	0.7	1.6	43			
4.M.43 Families in right-to-buy estates	370	2.8	2.0	137			
4.M.44 Post-war estates, limited means	296	2.2	2.2	102			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	51	0.4	0.8	49			
4.N.46 Elderly people in social rented flats	313	2.4	1.0	228			
4.N.47 Low income older people in smaller semis	352	2.6	2.2	119			
4.N.48 Pensioners and singles in social rented flats	303	2.3	1.7	134			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	149	1.1	2.2	51			
5.O.50 Struggling younger people in mixed tenure	420	3.2	1.8	176			
5.O.51 Young people in small, low cost terraces	1,992	15.0	2.3	662			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	420	3.2	1.6	202			
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	817	6.1	1.6	384			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	325	2.4	1.5	162			
5.Q.58 Singles and young families, some receiving benefits	558	4.2	1.8	238			
5.Q.59 Deprived areas and high-rise flats	281	2.1	2.0	107			
<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	0.2	0.3	77			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>13,292</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: P00192\_British Lion, St. Helens, WA10 3DH (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
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**

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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