

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03358_Athelstan Arms, Bournemouth, BH6
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	95.2	81.7	117			
Proprietary Club	1	3.0	7.3	41			
Registered Club	10	29.8	28.2	106			
Restaurant	21	62.5	32.1	195			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Christchurch Sailing Club	Independent Free	Registered Club	Independent Free	BH23 1BY
Thomas Tripp	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BH23 1HX
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BH23 1BN
Soho	Independent Free	Pubs & Full On	Independent Free	BH23 1BW
Pinocchio	Independent Free	Restaurant	Independent Free	BH23 1BW
Camerons	Independent Free	Pubs & Full On	Independent Free	BH23 1QD
Royal British Legion Club	Independent Free	Registered Club	Independent Free	BH23 1QE
Standard Bengal Restaurant	Independent Free	Restaurant	Independent Free	BH23 1QH
Christchurch Conservative Club	Independent Free	Registered Club	Independent Free	BH23 1QL
Stourvale	Marston's	Pubs & Full On	Marston's	BH23 2AY
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	BH 5 2BW
Southbourne Sports Club	Independent Free	Registered Club	Independent Free	BH 5 2DA
Riverside Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BH 6 3BA
Roots	Independent Free	Restaurant	Independent Free	BH 6 3EN
Beccafico	Independent Free	Restaurant	Independent Free	BH 6 3JZ
Spyglass & Kettle	Greene King	Pubs & Full On	Greene King	BH 6 3PW
Commodore Hotel	Greene King	Pubs & Full On	Greene King	BH 6 3TD
Schooner Cafe	Independent Free	Pubs & Full On	Independent Free	BH 6 4AH
Athelstan Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BH 6 5JZ
East Dorset Rugby Club	Independent Free	Registered Club	Independent Free	BH 6 5NF
Cranleigh Hotel	Greene King	Pubs & Full On	Greene King	BH 6 5PY
Iford Bridge	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BH 6 5RG
Salathai Restaurant	Independent Free	Restaurant	Independent Free	BH 7 6DS
Kasbah	Independent Free	Proprietary Club	Independent Free	BH 7 6DY
Christchurch Rowing Club	Independent Free	Registered Club	Independent Free	BH23 1HU
Railway Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	BH23 1PS
Bailey Bridge	Whitbread	Pubs & Full On	Whitbread	BH23 2BN
Pokesdown & Southbourne Ex Service Cl	Independent Free	Registered Club	Independent Free	BH 6 5DR
Larder House	Independent Free	Pubs & Full On	Independent Free	BH 6 3QZ
Beaufort Community Centre	Independent Free	Registered Club	Independent Free	BH 6 5LB
Starlight Indian Cuisine	Independent Free	Restaurant	Independent Free	BH23 1QL
Boat House	Independent Free	Pubs & Full On	Independent Free	BH23 1BU
Grove Tavern	Independent Free	Pubs & Full On	Independent Free	BH 6 3QS
Iford Bridge Bowling Club	Independent Free	Registered Club	Independent Free	BH23 2BA
Dragon Palace	Independent Free	Restaurant	Independent Free	BH23 2AX
Captains Club Hotel & Spa	Independent Free	Pubs & Full On	Independent Free	BH23 1HU
Top Wok	Independent Free	Restaurant	Independent Free	BH23 2AW
Loch And Quay Bistro	Independent Free	Restaurant	Independent Free	BH23 1BW
Ludo Lounge	Loungers	Pubs & Full On	Loungers	BH 6 3RA
Beach House Restaurant	Independent Free	Restaurant	Independent Free	BH23 1BU
Southborne Bowling Club	Independent Free	Registered Club	Independent Free	BH 6 3EX
Arcado Lounge	Loungers	Pubs & Full On	Loungers	BH23 1AS
Pizza Express	Hony Capital	Restaurant	Hony Capital	BH23 1AS
Baffi	Independent Free	Restaurant	Independent Free	BH 6 3QU
Darcys Bar	Independent Free	Pubs & Full On	Independent Free	BH 7 6BQ
Chef Carlos	Independent Free	Restaurant	Independent Free	BH 5 2HL
Makla	Independent Free	Restaurant	Independent Free	BH 5 2HL
Grill Shack & Tiki Bar	Independent Free	Restaurant	Independent Free	BH 5 2HJ
Cliff House Hotel	Independent Free	Pubs & Full On	Independent Free	BH 6 3DA
Dragon Palace li	Independent Free	Restaurant	Independent Free	BH23 1AY
Mela	Independent Free	Restaurant	Independent Free	BH23 1QN
Druid House	Independent Free	Pubs & Full On	Independent Free	BH23 1JE
Dickys Bar	Independent Free	Restaurant	Independent Free	BH 6 3RB

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03358_Athelstan Arms, Bournemouth, BH6
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	95.2	81.7	117			
Proprietary Club	1	3.0	7.3	41			
Registered Club	10	29.8	28.2	106			
Restaurant	21	62.5	32.1	195			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Way Outback Brewing	Independent Free	Pubs & Full On	Independent Free	BH 5 2HZ
Bodega	Independent Free	Pubs & Full On	Independent Free	BH23 1HX
Saxon Bear Ale House	Independent Free	Pubs & Full On	Independent Free	BH23 1QN
Wight Bear Ale House	Independent Free	Pubs & Full On	Independent Free	BH 6 3QU
Saxon Bar	Independent Free	Pubs & Full On	Independent Free	BH23 1QA
Velo Domestique	Independent Free	Restaurant	Independent Free	BH 5 2JB
Toms	Independent Free	Pubs & Full On	Independent Free	BH23 1BW
Terroir	Independent Free	Restaurant	Independent Free	BH 6 3QX
La Citas	Independent Free	Pubs & Full On	Independent Free	BH23 2AW
Tobias Jacks	Independent Free	Pubs & Full On	Independent Free	BH23 2DN
Meram Kitchen	Independent Free	Restaurant	Independent Free	BH23 1AB

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
 Source: OS Open Data 2018

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	5,269	34.8	22.1	158		
2 Rising Prosperity	2,102	13.9	10.2	136		
3 Comfortable Communities	3,969	26.2	26.5	99		
4 Financially Stretched	1,945	12.9	23.7	54		
5 Urban Adversity	1,803	11.9	17.2	69		
6 Not Private Households	43	0.3	0.3	83		
Total households		15,131				



- 1 Affluent Achievers
- 2 Rising Prosperity
- 3 Comfortable Communities
- 4 Financially Stretched
- 5 Urban Adversity
- 6 Not Private Households

Graph



Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ← → Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%



ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (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	2,145	14.2	11.3	125			
1.C Mature Money	3,124	20.6	9.6	214			
2. Rising Prosperity							
2.D City Sophisticates	12	0.1	3.8	2			
2.E Career Climbers	2,090	13.8	6.4	217			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	2,308	15.3	6.0	256			
3.H Steady Neighbourhoods	340	2.2	7.4	30			
3.I Comfortable Seniors	696	4.6	2.9	161			
3.J Starting Out	625	4.1	4.6	91			
4. Financially Stretched							
4.K Student Life	35	0.2	2.5	9			
4.L Modest Means	1,073	7.1	8.0	89			
4.M Striving Families	267	1.8	7.4	24			
4.N Poorer Pensioners	570	3.8	5.8	65			
5. Urban Adversity							
5.O Young Hardship	1,517	10.0	6.3	160			
5.P Struggling Estates	190	1.3	5.7	22			
5.Q Difficult Circumstances	96	0.6	5.2	12			
6. Not Private Households							
6.R Not Private Households	43	0.3	0.3	83			
Total households	15,131						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HUNGRY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (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	1,501	9.9	2.6	375			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	327	2.2	2.2	97			
1.B.7 Affluent professionals	204	1.3	0.9	158			
1.B.8 Prosperous suburban families	57	0.4	1.5	25			
1.B.9 Well-off edge of towners	56	0.4	1.6	23			
1.C Mature Money							
1.C.10 Better-off villagers	97	0.6	3.1	21			
1.C.11 Settled suburbia, older people	416	2.7	2.8	98			
1.C.12 Retired and empty nesters	1,123	7.4	2.5	301			
1.C.13 Upmarket downsizers	1,488	9.8	1.3	761			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	12	0.1	0.7	11			
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	413	2.7	2.0	138			
2.E.19 First time buyers in small, modern homes	1,677	11.1	3.4	327			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	2,085	13.8	2.7	511			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	223	1.5	2.4	61			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	72	0.5	3.5	14			
3.H.28 Owner occupied terraces, average income	26	0.2	1.6	11			
3.H.29 Established suburbs, older families	242	1.6	2.3	68			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	174	1.1	2.4	48			
3.I.31 Elderly singles in purpose-built accommodation	522	3.4	0.5	710			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	151	1.0	2.2	46			
3.J.33 Smaller houses and starter homes	474	3.1	2.4	131			
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	35	0.2	1.9	12			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	1,059	7.0	1.4	485			
4.L.38 Semi-skilled workers in traditional neighbourhoods	14	0.1	2.6	4			
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			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	12	0.1	1.6	5			
4.M.42 Struggling young families in post-war terraces	41	0.3	1.6	17			
4.M.43 Families in right-to-buy estates	184	1.2	2.0	60			
4.M.44 Post-war estates, limited means	30	0.2	2.2	9			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	28	0.2	0.8	24			
4.N.46 Elderly people in social rented flats	173	1.1	1.0	111			
4.N.47 Low income older people in smaller semis	72	0.5	2.2	21			
4.N.48 Pensioners and singles in social rented flats	297	2.0	1.7	115			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,488	9.8	2.2	450			
5.O.50 Struggling younger people in mixed tenure	29	0.2	1.8	11			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	37	0.2	1.6	16			
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	153	1.0	1.6	63			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	44	0.3	1.5	19			
5.Q.58 Singles and young families, some receiving benefits	43	0.3	1.8	16			
5.Q.59 Deprived areas and high-rise flats	9	0.1	2.0	3			
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	43	0.3	0.3	100			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,131						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)



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

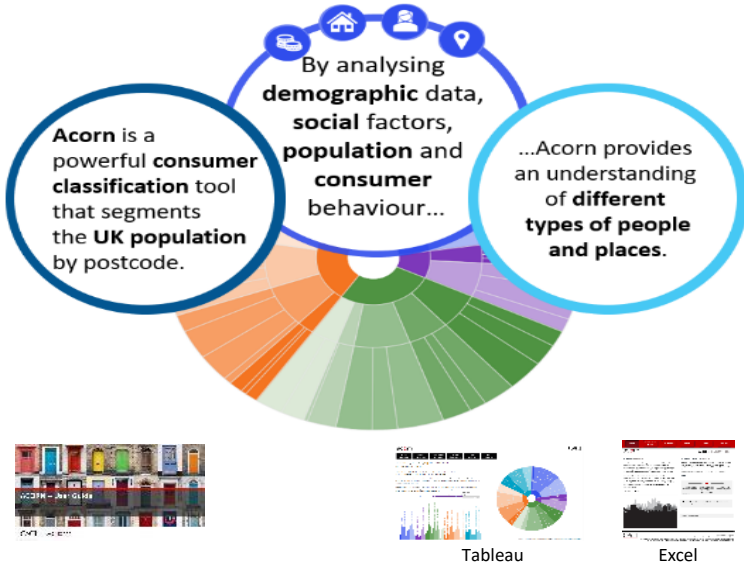
Acorn Groups

- 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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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**

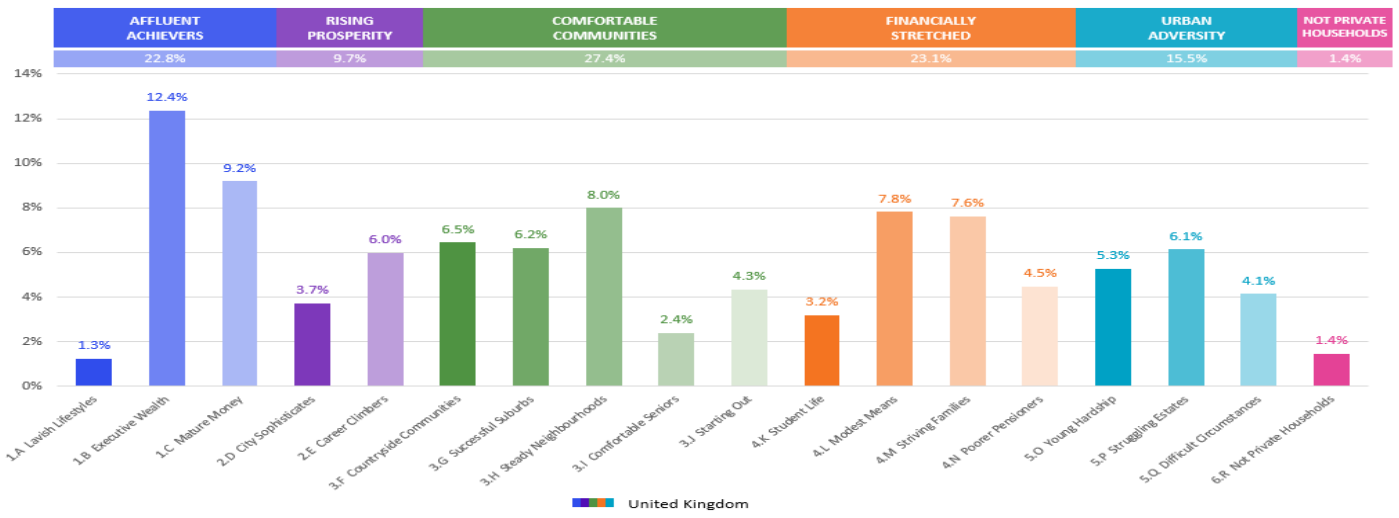
House tenure: **Owned outright**

Number of beds: **4+**

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P03358_Athelstan Arms, Bournemouth, BH6 5JZ (1 Mile contour)

