

CGA LICENCED PREMISES

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Area: P04260_Melbourne, Liverpool, L13 6RH (1 N)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	59.2	81.7	72			
Proprietary Club	2	4.7	7.3	65			
Registered Club	11	26.0	28.2	93			
Restaurant	8	18.9	32.1	59			
Residential	1	2.4	2.7	89			

Name	Description	License Type	Owner Name	Postcode
Alder Sports Club	Independent Free	Registered Club	Independent Free	L 12 2AY
Ci Edwardian Club	Independent Free	Registered Club	Independent Free	L 12 1LD
Halton Castle	Greene King	Pubs & Full On	Greene King	L 12 7JD
Jolly Miller	Greene King	Pubs & Full On	Greene King	L 12 7JF
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 13 0AS
Collegiate Bohemians Club	Independent Free	Registered Club	Independent Free	L 13 0DQ
Joes Members	Independent Free	Registered Club	Independent Free	L 13 0DJ
Mr. Smiths	Independent Free	Pubs & Full On	Independent Free	L 13 3AP
Albany	Independent Free	Pubs & Full On	Independent Free	L 13 3BJ
Derby	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 13 3BS
Millfield Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 13 3DB
St Oswalds Parish Club	Independent Free	Registered Club	Independent Free	L 13 5SB
Black Horse	Greene King	Pubs & Full On	Greene King	L 13 5XD
Masons Arms	Greene King	Pubs & Full On	Greene King	L 13 5XE
George Scott Snooker Club	Independent Free	Proprietary Club	Independent Free	L 13 6QA
Old Swan Conservative Club	Independent Free	Registered Club	Independent Free	L 13 6QE
Wellington	Independent Free	Pubs & Full On	Independent Free	L 13 6RH
Melbourne	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 13 6RH
Flat House	Independent Free	Pubs & Full On	Independent Free	L 13 8AE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	L 13 8AX
Highfield Tenants Residents Association	Independent Free	Registered Club	Independent Free	L 14 1PT
Lord Nelson	Punch Pub Company	Pubs & Full On	Punch Pub Company	L 14 5ND
Sandown Park Social Club	Independent Free	Registered Club	Independent Free	L 15 4JA
Anar	Anar	Restaurant	Anar	L 7 0JB
Edinburgh	Ei Group	Pubs & Full On	Ei Group	L 7 0JB
Lister	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	L 7 0LQ
Devonshire House Hotel	Independent Free	Residential	Independent Free	L 7 9LD
Stag & Rainbow	Whitbread	Pubs & Full On	Whitbread	L 13 0DL
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	L 13 1EW
Mango Restaurant	Independent Free	Restaurant	Independent Free	L 7 9PG
Merseyside Police Sports & Social	Independent Free	Registered Club	Independent Free	L 7 0JY
Old Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	L 13 5SA
Navigator	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	L 13 5UH
Brambles	Independent Free	Pubs & Full On	Independent Free	L 13 5SB
Billy Martins Dance Club	Independent Free	Registered Club	Independent Free	L 13 6QA
McGintys	Independent Free	Pubs & Full On	Independent Free	L 13 4AH
Fajitas Mexican Bar & Grill	Independent Free	Restaurant	Independent Free	L 7 9LQ
Yukti	Independent Free	Restaurant	Independent Free	L 13 3BS
51 Mill Lane	Independent Free	Restaurant	Independent Free	L 12 7HZ
Retsina Greek Restaurant & Taverna	Independent Free	Restaurant	Independent Free	L 13 6QF
Ale House	Independent Free	Pubs & Full On	Independent Free	L 13 5XG
Chiquito	Restaurant Group	Restaurant	Restaurant Group	L 13 1EW
Cask	Independent Free	Pubs & Full On	Independent Free	L 13 0AR
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	L 13 1FA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	L 7 9NJ
Venue	Independent Free	Pubs & Full On	Independent Free	L 6 4BR
Old Tavern	Independent Free	Pubs & Full On	Independent Free	L 13 5XG

MAP OF AREA

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Source: OS Open Data 2018

Area: P04260_Melbourne, Liverpool, L13 6RH (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: P04260_Melbourne, Liverpool, L13 6RH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	664	3.4	22.1	16		
2 Rising Prosperity	125	0.6	10.2	6		
3 Comfortable Communities	2,275	11.8	26.5	44		
4 Financially Stretched	5,738	29.7	23.7	125		
5 Urban Adversity	10,427	54.0	17.2	314		
6 Not Private Households	68	0.4	0.3	102		
Total households				19,297		

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04260_Melbourne, Liverpool, L13 6RH (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	23	0.1	1.1	11		
1.B Executive Wealth	315	1.6	11.3	14		
1.C Mature Money	326	1.7	9.6	18		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	125	0.6	6.4	10		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	312	1.6	6.0	27		
3.H Steady Neighbourhoods	1,316	6.8	7.4	92		
3.I Comfortable Seniors	92	0.5	2.9	17		
3.J Starting Out	555	2.9	4.6	63		
4. Financially Stretched						
4.K Student Life	317	1.6	2.5	66		
4.L Modest Means	2,500	13.0	8.0	162		
4.M Striving Families	2,110	10.9	7.4	147		
4.N Poorer Pensioners	811	4.2	5.8	73		
5. Urban Adversity						
5.O Young Hardship	8,020	41.6	6.3	665		
5.P Struggling Estates	178	0.9	5.7	16		
5.Q Difficult Circumstances	2,229	11.6	5.2	220		
6. Not Private Households						
6.R Not Private Households	68	0.4	0.3	102		
Total households	19,297					

Acorn Group Pen Portrait

6 Not Private Households
790k 1.5%

UK Adults of UK

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.

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:

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

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Area: P04260_Melbourne, Liverpool, L13 6RH (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	23	0.1	0.9	14			
1.B Executive Wealth							
1.B.4 Asset rich families	34	0.2	2.6	7			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	33	0.2	2.2	8			
1.B.7 Affluent professionals	4	0.0	0.9	2			
1.B.8 Prosperous suburban families	147	0.8	1.5	50			
1.B.9 Well-off edge of towners	97	0.5	1.6	31			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	238	1.2	2.8	44			
1.C.12 Retired and empty nesters	1	0.0	2.5	0			
1.C.13 Upmarket downsizers	87	0.5	1.3	35			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	125	0.6	3.4	19			
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	303	1.6	2.7	58			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	9	0.0	2.4	2			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,081	5.6	3.5	162			
3.H.28 Owner occupied terraces, average income	174	0.9	1.6	56			
3.H.29 Established suburbs, older families	61	0.3	2.3	14			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	45	0.2	2.4	10			
3.I.31 Elderly singles in purpose-built accommodation	47	0.2	0.5	50			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	315	1.6	2.2	76			
3.J.33 Smaller houses and starter homes	240	1.2	2.4	52			
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	317	1.6	1.9	85			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	437	2.3	1.4	157			
4.L.38 Semi-skilled workers in traditional neighbourhoods	517	2.7	2.6	102			
4.L.39 Fading owner occupied terraces	1,546	8.0	2.9	274			
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	34	0.2	1.6	11			
4.M.43 Families in right-to-buy estates	1,536	8.0	2.0	390			
4.M.44 Post-war estates, limited means	540	2.8	2.2	129			
4.N Poorer Pensioners							
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	101	0.5	1.0	51			
4.N.47 Low income older people in smaller semis	157	0.8	2.2	36			
4.N.48 Pensioners and singles in social rented flats	553	2.9	1.7	168			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	980	5.1	2.2	232			
5.O.50 Struggling younger people in mixed tenure	1,665	8.6	1.8	480			
5.O.51 Young people in small, low cost terraces	5,375	27.9	2.3	1,230			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	178	0.9	1.6	59			
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			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	261	1.4	1.5	90			
5.Q.58 Singles and young families, some receiving benefits	569	2.9	1.8	167			
5.Q.59 Deprived areas and high-rise flats	1,399	7.2	2.0	368			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	11	0.1	0.1	96			
6.R.61 Inactive communal population	57	0.3	0.3	104			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	19,297						

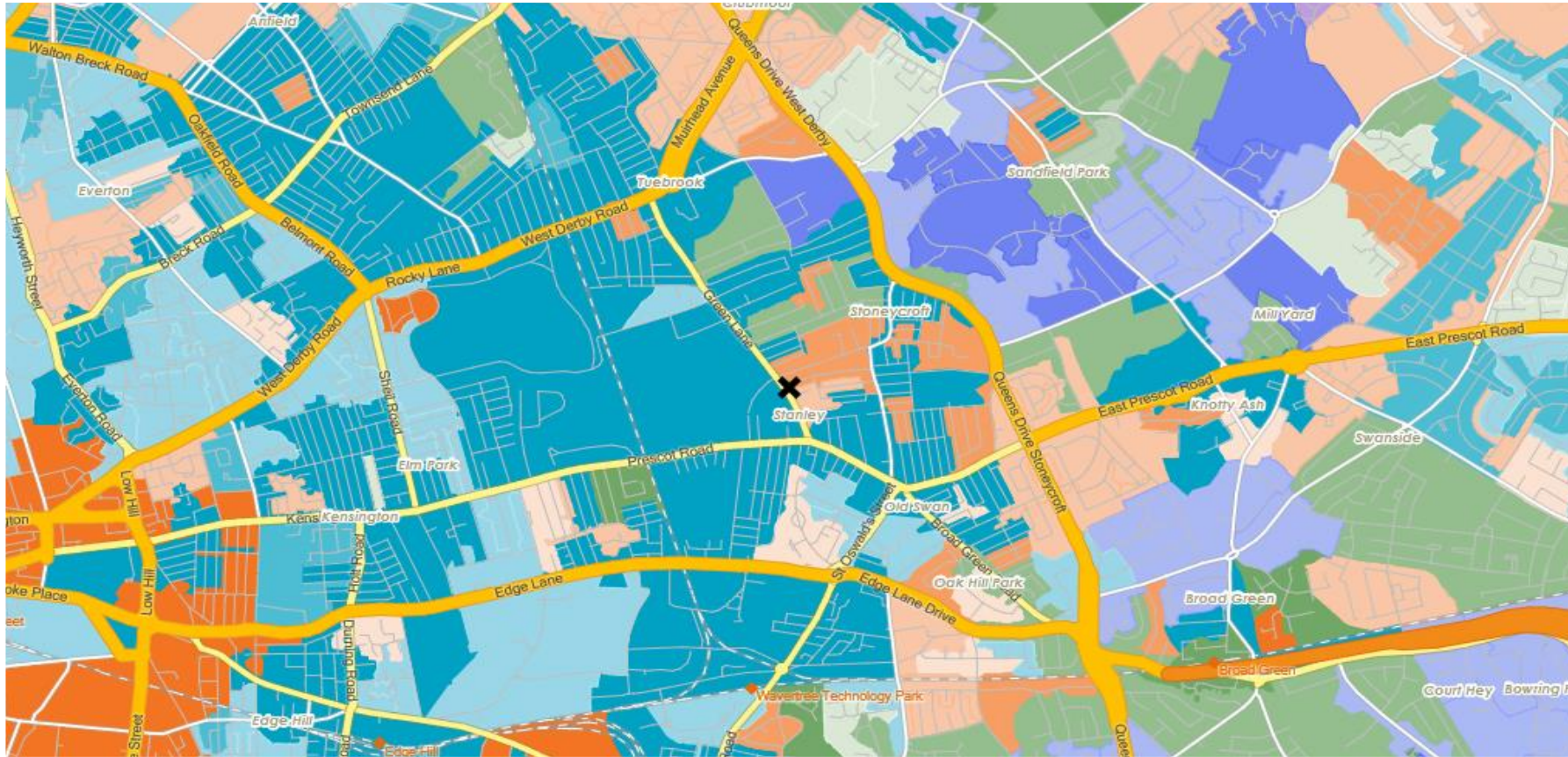
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04260_Melbourne, Liverpool, L13 6RH (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

12.1M 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+

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.

