

CGA LICENCED PREMISES

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| | |
|-------|---|
| Area: | P00191_British Flag, Harwich, CO12 3DD (1 f |
| Base: | Great Britain |
| Year: | 2023 |

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------|---|-----|-----|
| Pubs & Full On | 10 | 172.5 | 81.7 | 211 | | | |
| Proprietary Club | 0 | 0.0 | 7.3 | 0 | | | |
| Registered Club | 7 | 120.8 | 28.2 | 429 | | | |
| Restaurant | 3 | 51.8 | 32.1 | 161 | | | |
| Residential | 2 | 34.5 | 2.7 | 1290 | | | |

| Name | Description | License Type | Owner Name | Postcode |
|-----------------------------------|---------------------|-----------------|---------------------|----------|
| Luney Club And Anchor Bar | Independent Free | Registered Club | Independent Free | CO12 3NS |
| Joy Indian Restaurant | Independent Free | Restaurant | Independent Free | CO12 3AB |
| Peking Chinese Restaurant | Independent Free | Restaurant | Independent Free | CO12 3AJ |
| British Flag | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | CO12 3DD |
| Crown Post | Independent Free | Restaurant | Independent Free | CO12 3DS |
| Stingray | Independent Free | Pubs & Full On | Independent Free | CO12 3DS |
| Electric Palace Cinema | Independent Free | Pubs & Full On | Independent Free | CO12 3ER |
| Samuel Pepys Hotel & Restaurant | Independent Free | Residential | Independent Free | CO12 3EA |
| Alma Inn | Unknown | Pubs & Full On | Unknown | CO12 3EE |
| New Bell Inn | Independent Free | Pubs & Full On | Independent Free | CO12 3EN |
| Milsoms Hotel | Milsom Hotels | Pubs & Full On | Milsom Hotels | CO12 3HH |
| Harwich Masonic Hal Club | Independent Free | Registered Club | Independent Free | CO12 3LP |
| Park Pavilion Social Club | Independent Free | Registered Club | Independent Free | CO12 3NS |
| Tower Hotel | Independent Free | Residential | Independent Free | CO12 3PJ |
| Royal Oak | Independent Free | Pubs & Full On | Independent Free | CO12 3PL |
| Harwich & Dovercourt Sailing Club | Independent Free | Registered Club | Independent Free | CO12 3QJ |
| Harwich & Parkeston Football Club | Independent Free | Registered Club | Independent Free | CO12 4AA |
| Shipwreck | Independent Free | Pubs & Full On | Independent Free | IP 9 1QJ |
| Harwich Town Sailing | Independent Free | Registered Club | Independent Free | CO12 3DJ |
| Roberts | Independent Free | Pubs & Full On | Independent Free | CO12 3PS |
| Bottle Kin | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | CO12 3JR |
| Harwich Masonic Hall | Independent Free | Registered Club | Independent Free | CO12 3BP |

MAP OF AREA

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Source: OS Open Data 2018

Area: P00191_British Flag, Harwich, CO12 3DD (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: P00191_British Flag, Harwich, CO12 3DD (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|---|---------------------------|--------------|------------|------------|-------|---|-------------|-----|
|  | 1 Affluent Achievers | 94 | 3.4 | 22.1 | 15 | | <div></div> | |
|  | 2 Rising Prosperity | 0 | 0.0 | 10.2 | 0 | | <div></div> | |
|  | 3 Comfortable Communities | 274 | 9.8 | 26.5 | 37 | | <div></div> | |
|  | 4 Financially Stretched | 1,484 | 53.3 | 23.7 | 225 | | <div></div> | |
|  | 5 Urban Adversity | 930 | 33.4 | 17.2 | 194 | | <div></div> | |
|  | 6 Not Private Households | 1 | 0.0 | 0.3 | 10 | | <div></div> | |
|  Graph | | | | | | | | |
| Total households | | 2,783 | | | | | | |

Acorn Category Pen Portrait

5

Urban Adversity

8.4M
UK Adults

15.9%
of UK

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








32%

P Struggling Estates

41%

Q Difficult Circumstances

27%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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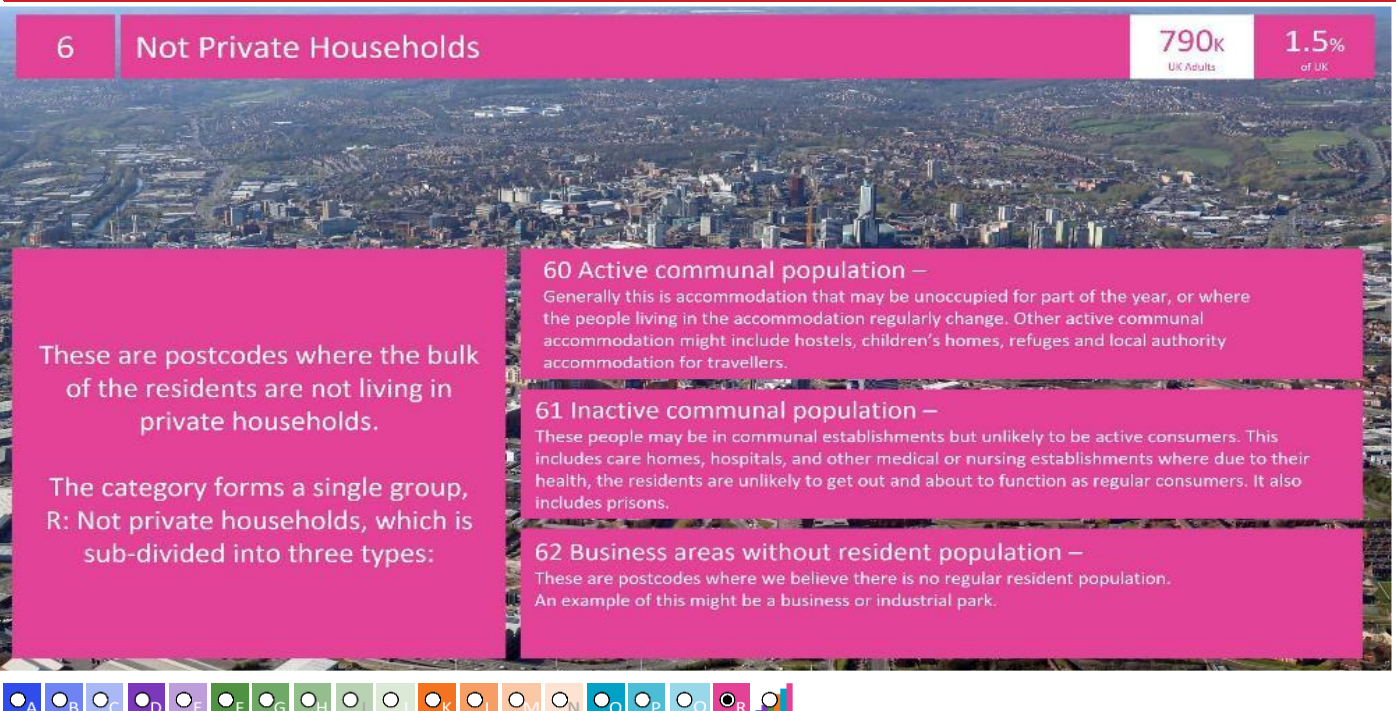
Area: P00191_British Flag, Harwich, CO12 3DD (1 Mile contour)

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 | 0 | 0.0 | 11.3 | 0 | | | |
| 1.C Mature Money | 94 | 3.4 | 9.6 | 35 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 0 | 0.0 | 6.4 | 0 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 46 | 1.7 | 5.7 | 29 | | | |
| 3.G Successful Suburbs | 19 | 0.7 | 6.0 | 11 | | | |
| 3.H Steady Neighbourhoods | 37 | 1.3 | 7.4 | 18 | | | |
| 3.I Comfortable Seniors | 110 | 4.0 | 2.9 | 138 | | | |
| 3.J Starting Out | 62 | 2.2 | 4.6 | 49 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | | |
| 4.L Modest Means | 1,116 | 40.1 | 8.0 | 502 | | | |
| 4.M Striving Families | 101 | 3.6 | 7.4 | 49 | | | |
| 4.N Poorer Pensioners | 267 | 9.6 | 5.8 | 167 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 892 | 32.1 | 6.3 | 513 | | | |
| 5.P Struggling Estates | 27 | 1.0 | 5.7 | 17 | | | |
| 5.Q Difficult Circumstances | 11 | 0.4 | 5.2 | 8 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 1 | 0.0 | 0.3 | 10 | | | |
| Total households | 2,783 | | | | | | |

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P00191_British Flag, Harwich, CO12 3DD (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 |
|------------------------------------|--|--------------|------------|------------|-------|---|-----|-----|
| 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 | 0 | 0.0 | 2.6 | 0 | | | |
| | 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.5 | 0 | | | |
| | 1.B.6 Financially comfortable families | 0 | 0.0 | 2.2 | 0 | | | |
| | 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 1.C Mature Money | | | | | | | | |
| | 1.C.10 Better-off villagers | 0 | 0.0 | 3.1 | 0 | | | |
| | 1.C.11 Settled suburbia, older people | 0 | 0.0 | 2.8 | 0 | | | |
| | 1.C.12 Retired and empty nesters | 0 | 0.0 | 2.5 | 0 | | | |
| | 1.C.13 Upmarket downsizers | 94 | 3.4 | 1.3 | 261 | | | |
| 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 | 0 | 0.0 | 3.4 | 0 | | | |
| | 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 | 1.7 | 3.2 | 51 | | | |
| 3.G Successful Suburbs | | | | | | | | |
| | 3.G.24 Comfortably-off families in modern housing | 5 | 0.2 | 2.7 | 7 | | | |
| | 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 14 | 0.5 | 2.4 | 21 | | | |
| 3.H Steady Neighbourhoods | | | | | | | | |
| | 3.H.27 Suburban semis, conventional attitudes | 14 | 0.5 | 3.5 | 15 | | | |
| | 3.H.28 Owner occupied terraces, average income | 1 | 0.0 | 1.6 | 2 | | | |
| | 3.H.29 Established suburbs, older families | 22 | 0.8 | 2.3 | 34 | | | |
| 3.I Comfortable Seniors | | | | | | | | |
| | 3.I.30 Older people, neat and tidy neighbourhoods | 38 | 1.4 | 2.4 | 58 | | | |
| | 3.I.31 Elderly singles in purpose-built accommodation | 72 | 2.6 | 0.5 | 533 | | | |
| 3.J Starting Out | | | | | | | | |
| | 3.J.32 Educated families in terraces, young children | 0 | 0.0 | 2.2 | 0 | | | |
| | 3.J.33 Smaller houses and starter homes | 62 | 2.2 | 2.4 | 93 | | | |
| 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 | 306 | 11.0 | 1.4 | 762 | | | |
| | 4.L.38 Semi-skilled workers in traditional neighbourhoods | 243 | 8.7 | 2.6 | 332 | | | |
| | 4.L.39 Fading owner occupied terraces | 567 | 20.4 | 2.9 | 698 | | | |
| | 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 | 31 | 1.1 | 1.6 | 70 | | | |
| | 4.M.42 Struggling young families in post-war terraces | 0 | 0.0 | 1.6 | 0 | | | |
| | 4.M.43 Families in right-to-buy estates | 14 | 0.5 | 2.0 | 25 | | | |
| | 4.M.44 Post-war estates, limited means | 56 | 2.0 | 2.2 | 92 | | | |
| 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 | 31 | 1.1 | 1.0 | 108 | | | |
| | 4.N.47 Low income older people in smaller semis | 41 | 1.5 | 2.2 | 66 | | | |
| | 4.N.48 Pensioners and singles in social rented flats | 195 | 7.0 | 1.7 | 411 | | | |
| 5. Urban Adversity | | | | | | | | |
| 5.O Young Hardship | | | | | | | | |
| | 5.O.49 Young families in low cost private flats | 403 | 14.5 | 2.2 | 662 | | | |
| | 5.O.50 Struggling younger people in mixed tenure | 175 | 6.3 | 1.8 | 349 | | | |
| | 5.O.51 Young people in small, low cost terraces | 314 | 11.3 | 2.3 | 498 | | | |
| 5.P Struggling Estates | | | | | | | | |
| | 5.P.52 Poorer families, many children, terraced housing | 15 | 0.5 | 1.6 | 35 | | | |
| | 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 | 12 | 0.4 | 1.6 | 27 | | | |
| 5.Q Difficult Circumstances | | | | | | | | |
| | 5.Q.57 Social rented flats, families and single parents | 11 | 0.4 | 1.5 | 26 | | | |
| | 5.Q.58 Singles and young families, some receiving benefits | 0 | 0.0 | 1.8 | 0 | | | |
| | 5.Q.59 Deprived areas and high-rise flats | 0 | 0.0 | 2.0 | 0 | | | |
| 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 | 1 | 0.0 | 0.3 | 13 | | | |
| | 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | | 2,783 | | | | | | |

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P00191_British Flag, Harwich, CO12 3DD (1 Mile contour)

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Source: OS Open Data 2018



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

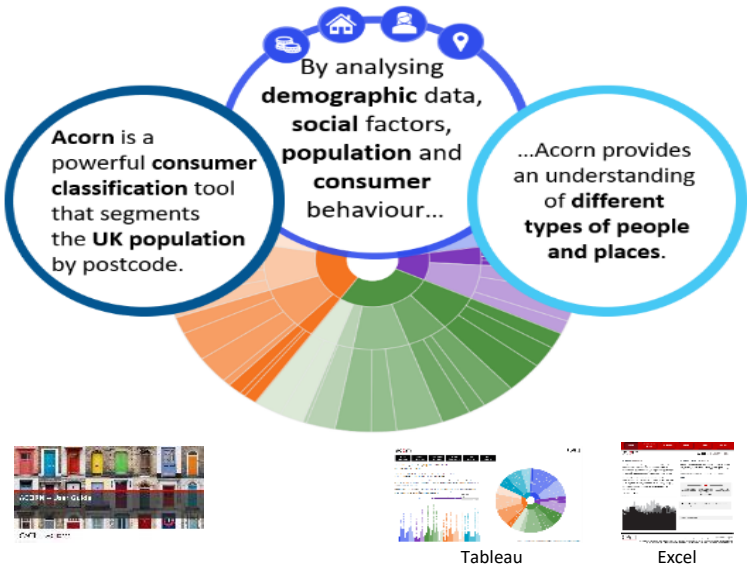
Acorn Groups

- 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 | <input checked="" type="radio"/> | A. Lavish Lifestyles | 1-3 |
| | <input type="radio"/> | B. Executive Wealth | 4-9 |
| | <input type="radio"/> | C. Mature Money | 10-13 |
| 2. Rising Prosperity | <input type="radio"/> | D. City Sophisticates | 14-17 |
| | <input type="radio"/> | E. Career Climbers | 18-20 |
| 3. Comfortable Communities | <input type="radio"/> | F. Countryside Communities | 21-23 |
| | <input type="radio"/> | G. Successful Suburbs | 24-26 |
| | <input type="radio"/> | H. Steady Neighbourhoods | 27-29 |
| | <input type="radio"/> | I. Comfortable Seniors | 30-31 |
| | <input type="radio"/> | J. Starting Out | 32-33 |
| 4. Financially Stretched | <input type="radio"/> | K. Student Life | 34-36 |
| | <input type="radio"/> | L. Modest Means | 37-40 |
| | <input type="radio"/> | M. Striving Families | 41-44 |
| | <input type="radio"/> | N. Poorer Pensioners | 45-48 |
| 5. Urban Adversity | <input type="radio"/> | O. Young Hardship | 49-51 |
| | <input type="radio"/> | P. Struggling Estates | 52-56 |
| | <input type="radio"/> | Q. Difficult Circumstances | 57-59 |
| 6. Not Private Households | <input type="radio"/> | R. Not Private Households | 60-62 |

1

Affluent Achievers

12.1M

22.8%

UK Adults

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

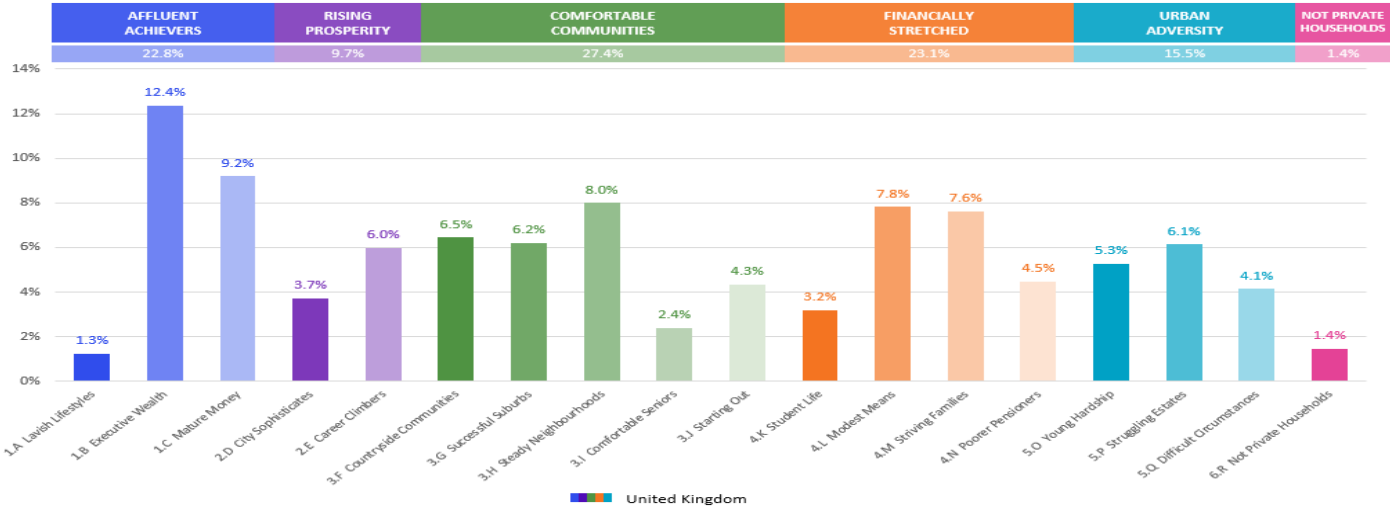
B. Executive Wealth

C. Mature Money

6%

54%

40%



MAP OF AREA

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