

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: P00162_Borough Arms, Lymington, SO41 9G
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On | 15 | 107.5 | 81.7 | 132 | | | |
| Proprietary Club | 0 | 0.0 | 7.3 | 0 | | | |
| Registered Club | 10 | 71.7 | 28.2 | 254 | | | |
| Restaurant | 5 | 35.8 | 32.1 | 112 | | | |
| Residential | 2 | 14.3 | 2.7 | 536 | | | |

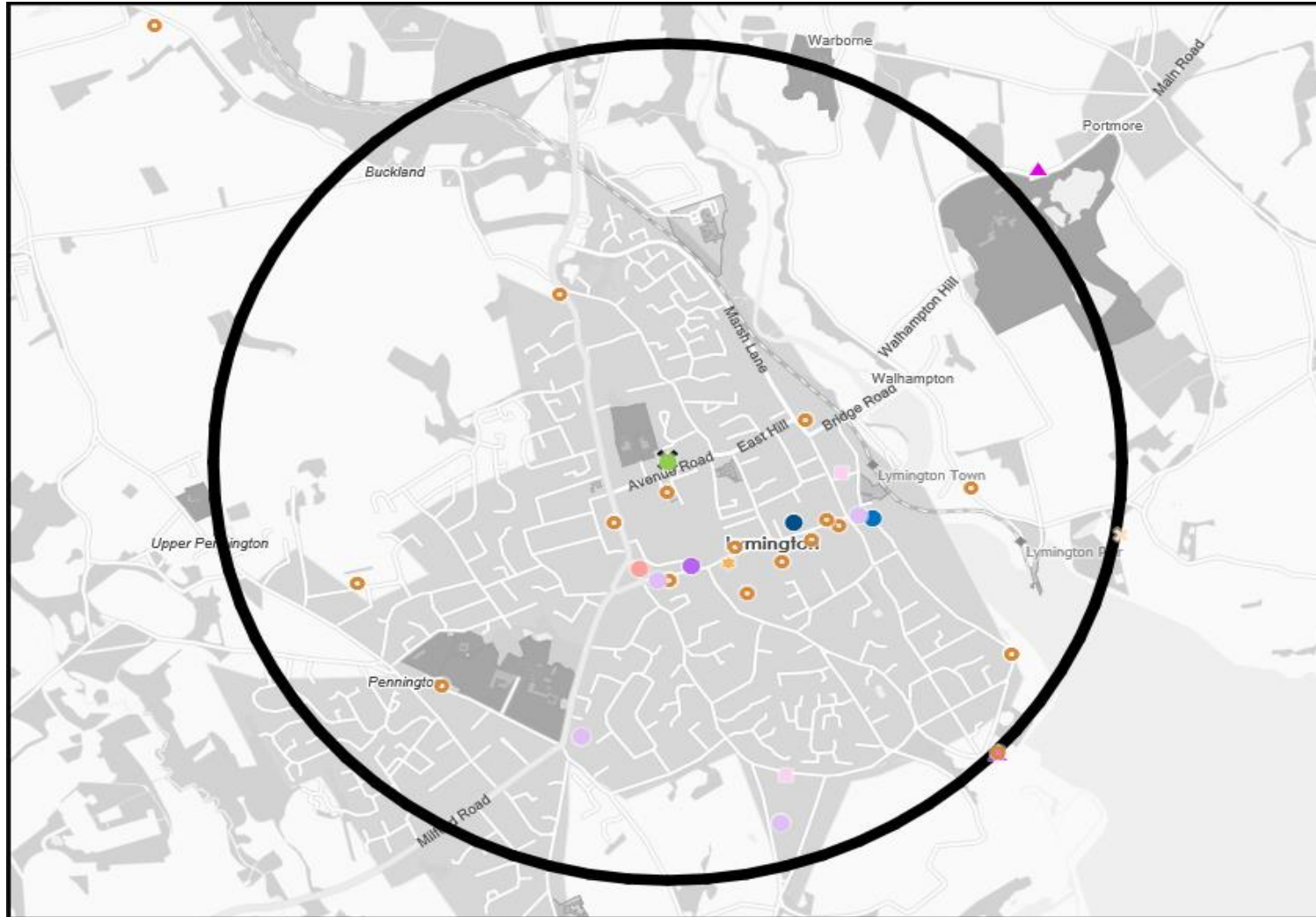
| Name | Description | License Type | Owner Name | Postcode |
|-----------------------------------|-----------------------|-----------------|-----------------------|----------|
| Lymington Town Sailing Club | Independent Free | Registered Club | Independent Free | SO41 3SE |
| Royal British Legion Club | Independent Free | Registered Club | Independent Free | SO41 9AD |
| Durlston House | Independent Free | Residential | Independent Free | SO41 9EG |
| Fishermans Rest | Fuller Smith & Turner | Pubs & Full On | Fuller Smith & Turner | SO41 8FD |
| Chequers | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | SO41 8FJ |
| Musketeer | Independent Free | Pubs & Full On | Independent Free | SO41 8FZ |
| Pennington Sports & Social Club | Independent Free | Registered Club | Independent Free | SO41 8HH |
| Pennington St Marks Football Club | Independent Free | Registered Club | Independent Free | SO41 8HH |
| White Hart | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | SO41 8DF |
| Stanwell House Hotel | Independent Free | Pubs & Full On | Independent Free | SO41 9AA |
| Angel | Marston's | Pubs & Full On | Marston's | SO41 9AP |
| Lal Quilla Restaurant | Independent Free | Restaurant | Independent Free | SO41 9AQ |
| Kings Head | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | SO41 3AR |
| Ship Inn | Mitchells & Butlers | Pubs & Full On | Mitchells & Butlers | SO41 3AY |
| Monkey House | Independent Free | Pubs & Full On | Independent Free | SO41 9HA |
| Lymington Cricket Club | Independent Free | Registered Club | Independent Free | SO41 9GH |
| Borough Arms | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | SO41 9GP |
| Lymington Club | Independent Free | Registered Club | Independent Free | SO41 9NA |
| Rivaaz | Independent Free | Restaurant | Independent Free | SO41 9NA |
| Kings Arms | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | SO41 9NB |
| Solent Mead Home For Elderley | Independent Free | Residential | Independent Free | SO41 3RA |
| Royal Lymington Yacht Club | Independent Free | Registered Club | Independent Free | SO41 3SE |
| Sail Inn | Star Pubs & Bars | Pubs & Full On | Star Pubs & Bars | SO41 9NG |
| Bosuns Chair | Wadworth & Co Ltd | Pubs & Full On | Wadworth & Co Limited | SO41 3BA |
| Ferryman | Independent Free | Pubs & Full On | Independent Free | SO41 5SB |
| High Street Kitchen | Independent Free | Restaurant | Independent Free | SO41 9AL |
| Lanes Restaurant & Bar | Independent Free | Restaurant | Independent Free | SO41 3RH |
| Lymington Bowling Club | Independent Free | Registered Club | Independent Free | SO41 9GJ |
| Prezzo | Prezzo plc | Restaurant | Prezzo plc | SO41 9AH |
| Lymington Town Football Club | Independent Free | Registered Club | Independent Free | SO41 9GH |
| Six Bells | Wetherspoons GB | Pubs & Full On | Wetherspoons GB | SO41 9ND |
| Lymington & District Fishing Club | Independent Free | Registered Club | Independent Free | SO41 3SE |

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: P00162_Borough Arms, Lymington, SO41 9GP (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: P00162_Borough Arms, Lymington, SO41 9GP (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|--------------|--------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 3,568 | 51.9 | 22.1 | 235 | | |
| 2 Rising Prosperity | 280 | 4.1 | 10.2 | 40 | | |
| 3 Comfortable Communities | 1,636 | 23.8 | 26.5 | 90 | | |
| 4 Financially Stretched | 1,029 | 15.0 | 23.7 | 63 | | |
| 5 Urban Adversity | 347 | 5.0 | 17.2 | 29 | | |
| 6 Not Private Households | 19 | 0.3 | 0.3 | 80 | | |
| Total households | | 6,879 | | | | |

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: P00162_Borough Arms, Lymington, SO41 9GP (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 | 202 | 2.9 | 1.1 | 267 | | |
| 1.B Executive Wealth | 1,462 | 21.3 | 11.3 | 188 | | |
| 1.C Mature Money | 1,904 | 27.7 | 9.6 | 287 | | |
| 2. Rising Prosperity | | | | | | |
| 2.D City Sophisticates | 2 | 0.0 | 3.8 | 1 | | |
| 2.E Career Climbers | 278 | 4.0 | 6.4 | 63 | | |
| 3. Comfortable Communities | | | | | | |
| 3.F Countryside Communities | 78 | 1.1 | 5.7 | 20 | | |
| 3.G Successful Suburbs | 746 | 10.8 | 6.0 | 182 | | |
| 3.H Steady Neighbourhoods | 63 | 0.9 | 7.4 | 12 | | |
| 3.I Comfortable Seniors | 526 | 7.6 | 2.9 | 268 | | |
| 3.J Starting Out | 223 | 3.2 | 4.6 | 71 | | |
| 4. Financially Stretched | | | | | | |
| 4.K Student Life | 0 | 0.0 | 2.5 | 0 | | |
| 4.L Modest Means | 172 | 2.5 | 8.0 | 31 | | |
| 4.M Striving Families | 515 | 7.5 | 7.4 | 101 | | |
| 4.N Poorer Pensioners | 342 | 5.0 | 5.8 | 86 | | |
| 5. Urban Adversity | | | | | | |
| 5.O Young Hardship | 171 | 2.5 | 6.3 | 40 | | |
| 5.P Struggling Estates | 102 | 1.5 | 5.7 | 26 | | |
| 5.Q Difficult Circumstances | 74 | 1.1 | 5.2 | 21 | | |
| 6. Not Private Households | | | | | | |
| 6.R Not Private Households | 19 | 0.3 | 0.3 | 80 | | |
| Total households | 6,879 | | | | | |

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

| | | | |
|---|--|--|---|
| CORE DEMOGRAPHICS | | BRANDS | |
| Age range 25-44 | Children at home 0 | SHOPPING | REISS |
| House tenure Privately renting | Family structure Single | LEISURE | MOLTON BROWN |
| Number of beds 1 | House type Flat or maisonette | WEBSITES | Pho |
| FINANCIAL PROFILE | | DIGITAL AND TECH | |
| Household income UK: £54k London: £54k Average: £40k / Average: £48k | % Disposable income UK: 23% London: 20% Average: 43% / Average: 29% | ATTITUDES | |
| Financial situation Running into debt Saving a lot | | I worry about online security 60% UK average: 59% | Shopping online makes my life easier 68% UK average: 62% |
| | | I love the ease of using chat bots to get answers 31% UK average: 28% | |
| | | TOP BEHAVIOURS | |
| | | Post online ratings / reviews online | Book travel and holidays online |
| | | Social media: Pinterest, Insta and Twitter | |



| | | | | |
|----------|-------|------|-----|----------------|
| 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: P00162_Borough Arms, Lymington, SO41 9GP (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

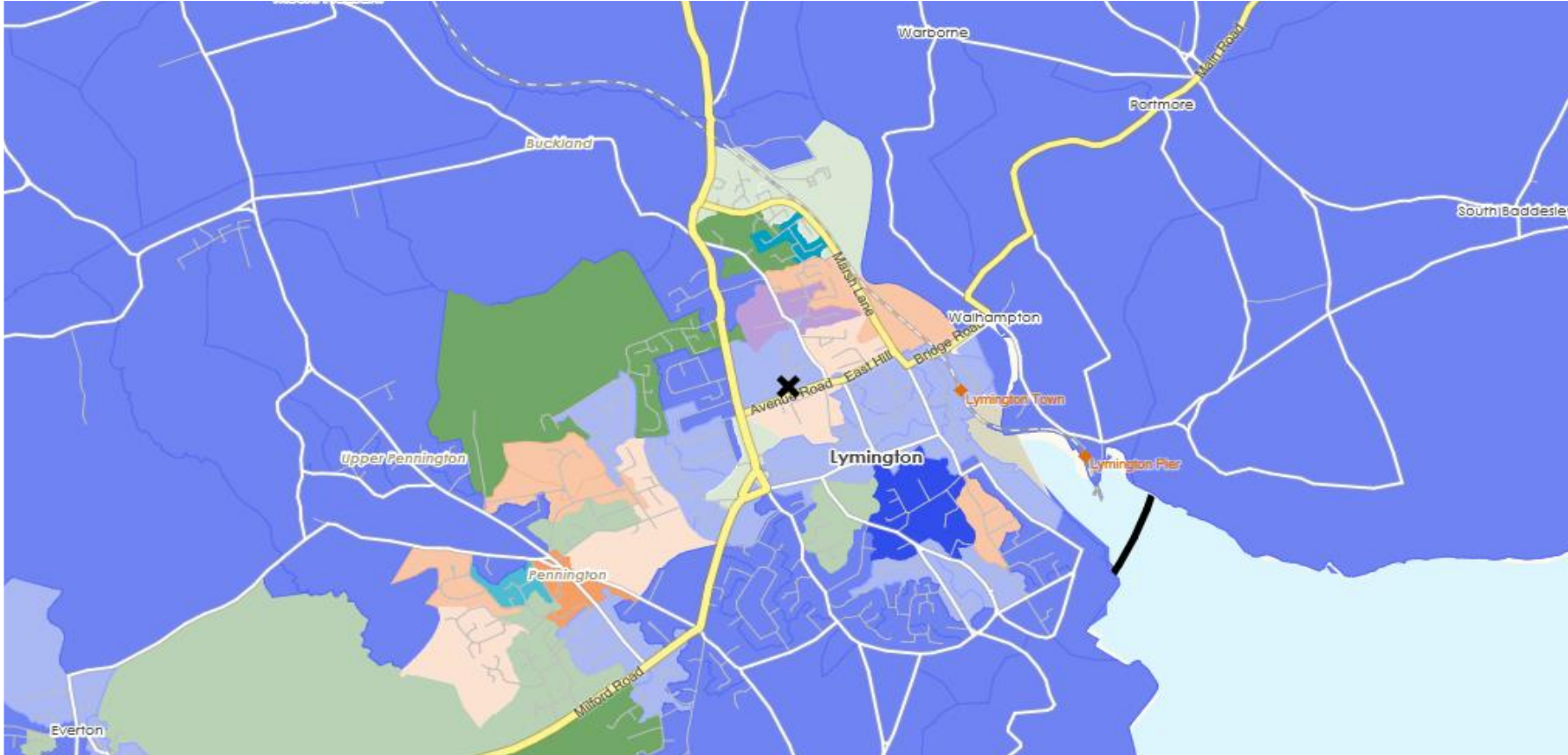
| Acorn Type Description | Area Profile | % for Area | % for Base | Index | 0 | 100 | 200 |
|--|--------------|------------|------------|-------|---|-----|-----|
| 1. Affluent Achievers | | | | | | | |
| 1.A Lavish Lifestyles | | | | | | | |
| 1.A.1 Exclusive enclaves | 3 | 0.0 | 0.1 | 43 | | | |
| 1.A.2 Metropolitan money | 0 | 0.0 | 0.1 | 0 | | | |
| 1.A.3 Large house luxury | 199 | 2.9 | 0.9 | 337 | | | |
| 1.B Executive Wealth | | | | | | | |
| 1.B.4 Asset rich families | 1,002 | 14.6 | 2.6 | 551 | | | |
| 1.B.5 Wealthy countryside commuters | 237 | 3.4 | 2.5 | 140 | | | |
| 1.B.6 Financially comfortable families | 5 | 0.1 | 2.2 | 3 | | | |
| 1.B.7 Affluent professionals | 125 | 1.8 | 0.9 | 213 | | | |
| 1.B.8 Prosperous suburban families | 65 | 0.9 | 1.5 | 62 | | | |
| 1.B.9 Well-off edge of towners | 28 | 0.4 | 1.6 | 25 | | | |
| 1.C Mature Money | | | | | | | |
| 1.C.10 Better-off villagers | 432 | 6.3 | 3.1 | 204 | | | |
| 1.C.11 Settled suburbia, older people | 233 | 3.4 | 2.8 | 120 | | | |
| 1.C.12 Retired and empty nesters | 433 | 6.3 | 2.5 | 256 | | | |
| 1.C.13 Upmarket downsizers | 806 | 11.7 | 1.3 | 906 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | | | | | | | |
| 2.D.14 Townhouse cosmopolitans | 2 | 0.0 | 0.7 | 4 | | | |
| 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 | 219 | 3.2 | 2.0 | 161 | | | |
| 2.E.19 First time buyers in small, modern homes | 59 | 0.9 | 3.4 | 25 | | | |
| 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 | 78 | 1.1 | 3.2 | 35 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 137 | 2.0 | 2.7 | 74 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 609 | 8.9 | 2.4 | 365 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 0 | 0.0 | 3.5 | 0 | | | |
| 3.H.28 Owner occupied terraces, average income | 0 | 0.0 | 1.6 | 0 | | | |
| 3.H.29 Established suburbs, older families | 63 | 0.9 | 2.3 | 39 | | | |
| 3.I Comfortable Seniors | | | | | | | |
| 3.I.30 Older people, neat and tidy neighbourhoods | 322 | 4.7 | 2.4 | 197 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 204 | 3.0 | 0.5 | 611 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 123 | 1.8 | 2.2 | 83 | | | |
| 3.J.33 Smaller houses and starter homes | 100 | 1.5 | 2.4 | 61 | | | |
| 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 | 90 | 1.3 | 1.4 | 91 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 63 | 0.9 | 2.6 | 35 | | | |
| 4.L.39 Fading owner occupied terraces | 19 | 0.3 | 2.9 | 9 | | | |
| 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 | 352 | 5.1 | 1.6 | 321 | | | |
| 4.M.42 Struggling younger families in post-war terraces | 163 | 2.4 | 1.6 | 145 | | | |
| 4.M.43 Families in right-to-buy estates | 0 | 0.0 | 2.0 | 0 | | | |
| 4.M.44 Post-war estates, limited means | 0 | 0.0 | 2.2 | 0 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 68 | 1.0 | 0.8 | 126 | | | |
| 4.N.46 Elderly people in social rented flats | 40 | 0.6 | 1.0 | 56 | | | |
| 4.N.47 Low income older people in smaller semis | 146 | 2.1 | 2.2 | 95 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 88 | 1.3 | 1.7 | 75 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 2 | 0.0 | 2.2 | 1 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 169 | 2.5 | 1.8 | 137 | | | |
| 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 | 56 | 0.8 | 1.6 | 52 | | | |
| 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 | 46 | 0.7 | 1.6 | 42 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 56 | 0.8 | 1.5 | 54 | | | |
| 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 | 18 | 0.3 | 2.0 | 13 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | | | | | | | |
| 6.R.60 Active communal population | 1 | 0.0 | 0.1 | 24 | | | |
| 6.R.61 Inactive communal population | 18 | 0.3 | 0.3 | 92 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 6,879 | | | | | | |

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: P00162_Borough Arms, Lymington, SO41 9GP (1 Mile contour)



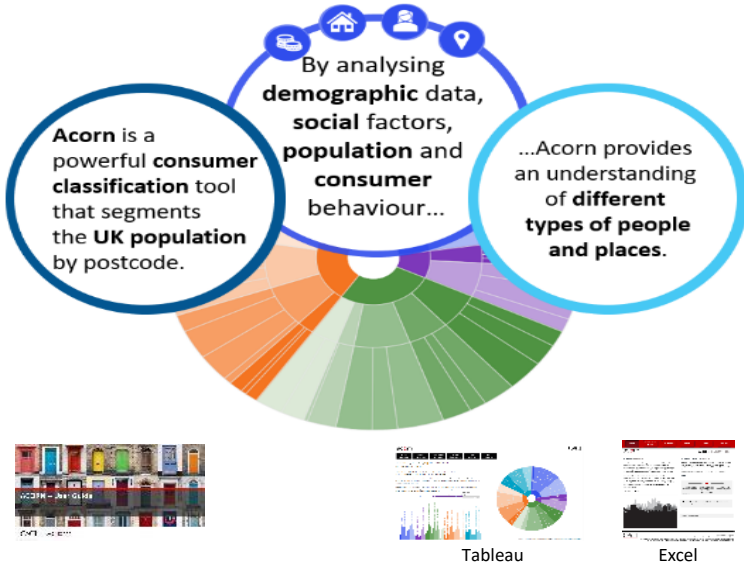
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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

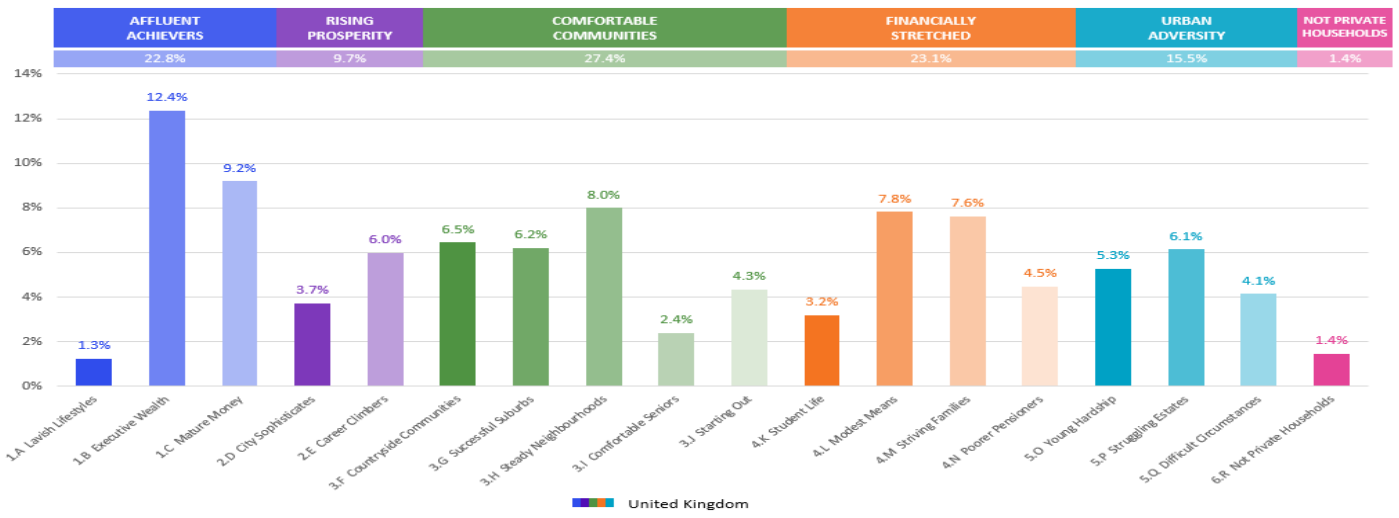
House tenure: Owned outright

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.



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: P00162_Borough Arms, Lyminster, SO41 9GP (1 Mile contour)

