

# CGA LICENCED PREMISES - LICENCES

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Area: P04252\_Hope & Anchor, Grimsby, DN31 1N)  
Base: Great Britain  
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
<b>Pubs and Bars</b>							
Branded Food Pub	5	5.7	3.3	172			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	8	9.2	26.7	34			
Craft Bar	1	1.1	1.2	98			
Educational Bar	1	1.1	0.9	122			
Late Night Bar	1	1.1	2.0	58			
Themed Bar	0	0.0	0.4	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	8	9.2	13.7	67			
Unthemed High Street Pub	12	13.7	8.9	154			
Wine Bar	0	0.0	1.0	0			
<b>Restaurants and Cafes</b>							
Bar Restaurant	5	5.7	5.0	116			
Cafe/Delicatessen	0	0.0	1.9	0			
Casual Dining Restaurant	2	2.3	7.8	30			
Restaurant	14	16.0	22.6	71			
<b>Accommodation and Functions</b>							
Conference/Exhibition/Function/Banquet	6	6.9	3.5	195			
Guest/Boarding House	0	0.0	2.6	0			
Hotel	7	8.0	10.8	74			
<b>Sports and Community</b>							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	1	1.1	3.1	36			
Local Sports Club	12	13.7	11.9	116			
Snooker Club	0	0.0	0.0	0			
Social Club	14	16.0	12.0	133			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	3	3.4	1.9	177			
<b>Entertainment and Leisure</b>							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	1	1.1	0.4	315			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	2	2.3	1.2	183			
Street Market	0	0.0	0.0	0			
Theatre	1	1.1	1.0	115			
Unknown	0	0.0	0.0	0			

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Name	Description	License Type	Owner Name	Postcode
Hope & Anchor	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	DN31 1NX
Dry Dock	Independent Free	Restaurant	Independent Free	DN31 1BG
Pizza Hut	Pizza Hut UK Ltd	Casual Dining Restaurar	Pizza Hut UK Ltd	DN31 1BL
Old Lloyds Arms	Punch Pub Company	Unthemed High Street F	Punch Pub Company	DN31 1BL
Othello Restaurant	Independent Free	Restaurant	Independent Free	DN31 1JN
Haven Arms	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	DN31 1EW
Tivoli Tavern	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	DN31 1DT
Walter's	Independent Free	Unthemed High Street F	Independent Free	DN31 1DT
Haven	Whitbread	Branded Food Pub	Whitbread	DN31 2UT
St James Hotel	Corus Hotels	Hotel	Corus Hotels	DN31 1EP
Sage	Independent Free	Bar Restaurant	Independent Free	DN31 1EY
Town Hall	Independent Free	Conference/Exhibition/I	Independent Free	DN31 1HX
Pal Bar & Kitchen	Independent Free	Bar Restaurant	Independent Free	DN31 1JY
Barge Inn	Independent Free	Unbranded Food Pub	Independent Free	DN31 1NH
Masala	Independent Free	Restaurant	Independent Free	DN31 1NX
Duke Of Wellington	Stonegate Pub Company	Community Pub	Stonegate Pub Company	DN31 1QD
Catergate Social Club	Independent Free	Social Club	Independent Free	DN31 1QZ
Cromwell Social Club	Independent Free	Social Club	Independent Free	DN31 2BA
Grimsby Leisure Centre	Independent Free	Sports and Leisure Cent	Independent Free	DN31 2BH
National Club	Independent Free	Local Sports Club	Independent Free	DN31 2LE
Caxton Theatre	Independent Free	Theatre	Independent Free	DN31 3HW
Jack O Clubs	Independent Free	Local Sports Club	Independent Free	DN31 3BP
Grimsby & Cleethorpes Yacht Club	Independent Free	Local Sports Club	Independent Free	DN31 3LS
Grimsby Tennis Centre	Independent Free	Local Sports Club	Independent Free	DN32 0AH
Grimsby Bowling & West End Club	Independent Free	Local Sports Club	Independent Free	DN32 0QR
County Hotel	Independent Free	Hotel	Independent Free	DN32 0QU
Spice Of Life	Independent Free	Restaurant	Independent Free	DN32 0RA
Cottees Bar	Independent Free	Unthemed High Street F	Independent Free	DN32 7AA
Corporation Arms	*Other Small Retail Groups	Unthemed High Street F	*Other Small Retail Groups	DN32 7AG
Ray Edmonds Snooker Centre	Independent Free	Local Sports Club	Independent Free	DN32 7AG
Freemans Arms	Stonegate Pub Company	Unthemed High Street F	Stonegate Pub Company	DN32 7AJ
Angel	Independent Free	Unthemed High Street F	Independent Free	DN32 7AS
Winepipe	Independent Free	Unthemed High Street F	Independent Free	DN32 7AT
Yardbirds Club	Independent Free	Nightclub	Independent Free	DN32 7DD
Smokers Arms	Independent Free	Late Night Bar	Independent Free	DN32 7DX
New Neighbours Social Rec	Independent Free	Social Club	Independent Free	DN32 7JP
Rutland Arms	Old Mill Brewery	Community Pub	Old Mill Brewery	DN31 3AF
New Casablanca Club	Independent Free	Nightclub	Independent Free	DN32 7QH
Empire	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	DN32 8HL
Spiders Web	Stonegate Pub Company	Community Pub	Stonegate Pub Company	DN32 8LN
Old Clee Club & Institute	Independent Free	Social Club	Independent Free	DN32 8LS
Wellington Bar	Unknown	Unthemed High Street F	Unknown	DN32 9DR
Hainton Recreation Club	Independent Free	Social Club	Independent Free	DN32 9JG
Westlands Club	Independent Free	Social Club	Independent Free	DN32 9RF
Miller & Carter	Mitchells & Butlers	Restaurant	Mitchells & Butlers	DN32 9RT
Birds Eye Food Sports & Social Club	Independent Free	Social Club	Independent Free	DN32 9SQ
Honest Lawyer	Trust Inns Limited	Community Pub	Trust Inns Limited	DN32 9SQ
Nunsthorpe Tavern	Stonegate Pub Company	Community Pub	Stonegate Pub Company	DN33 1HA
Rose & Crown	Mitchells & Butlers	Unbranded Food Pub	Mitchells & Butlers	DN33 2HR
Scartho Bowling Club	Independent Free	Local Sports Club	Independent Free	DN33 2ND
Trawl Inn	Greene King	Branded Food Pub	Greene King	DN34 4ES
Grimsby Golf Club	Independent Free	Golf Club	Independent Free	DN34 4LU
Cricketers	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	DN34 4PS
Grimsby Town Cricket Club	Independent Free	Local Sports Club	Independent Free	DN34 4TA
Wheatsheaf	Mitchells & Butlers	Unbranded Food Pub	Mitchells & Butlers	DN34 5AD
Millfields Hotel	Independent Free	Hotel	Independent Free	DN34 5AD
St James Tennis Club	Independent Free	Local Sports Club	Independent Free	DN34 5BL
New Cleethorpes Cons Club	Independent Free	Social Club	Independent Free	DN35 7DJ
Crofter Bar Blundell Park Hotel	Independent Free	Hotel	Independent Free	DN35 7DL
New Imperial Club	Independent Free	Social Club	Independent Free	DN35 7HE
Grimsby Town -Football Club	Independent Free	Social Club	Independent Free	DN35 7PY
Lucarly's	Independent Free	Conference/Exhibition/I	Independent Free	DN36 4AW

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Base: Great Britain  
Year: 2024

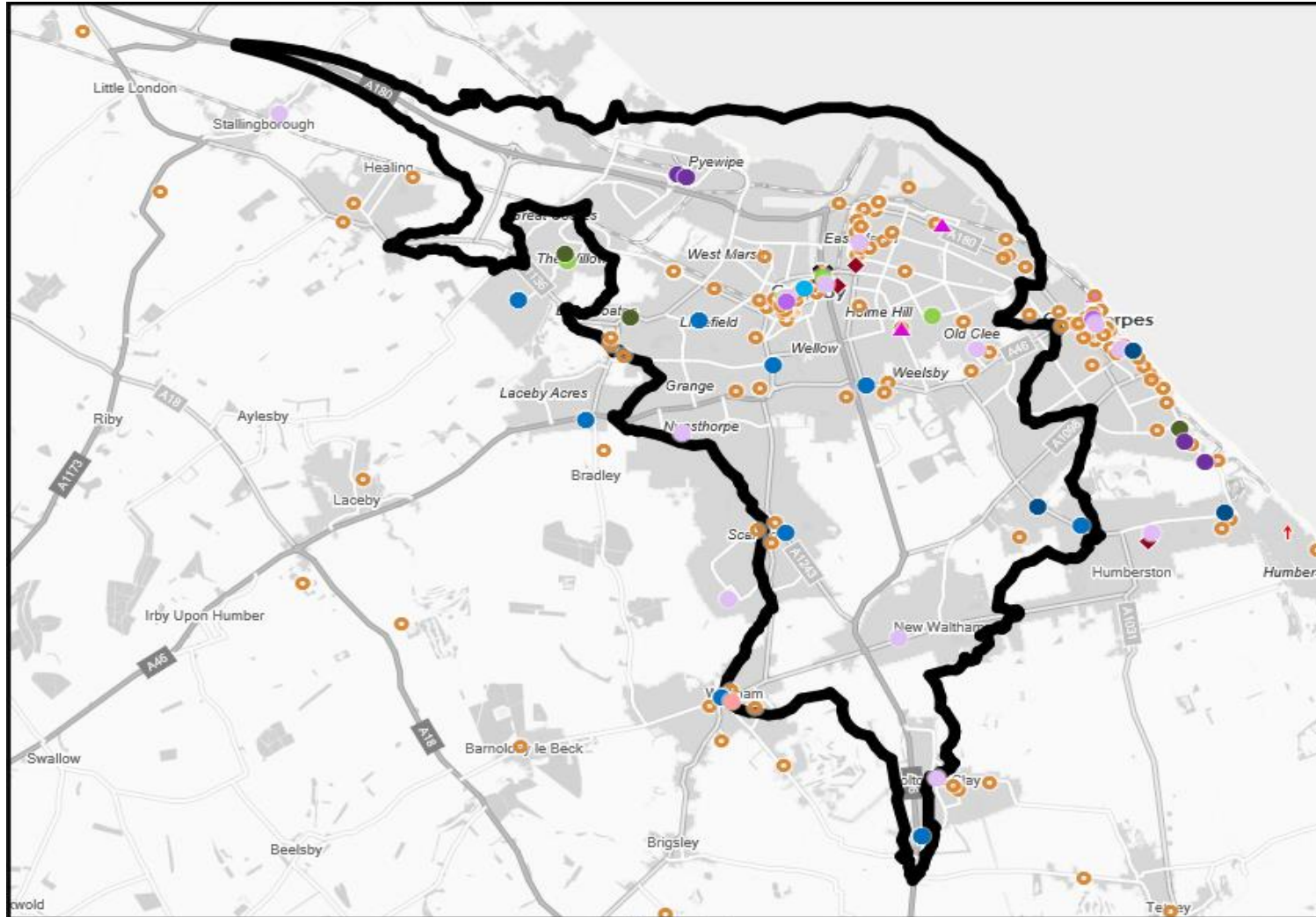
Name	Description	License Type	Owner Name	Postcode
Jug & Bottle	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	DN36 5YN
Waltham Tea Gardens	Independent Free	Community Pub	Independent Free	DN37 0EU
Tilted Barrel	Star Pubs & Bars	Unbranded Food Pub	Star Pubs & Bars	DN37 0LP
New Standard Social Club	Independent Free	Social Club	Independent Free	DN31 1XE
Carr Lane Social Club	Independent Free	Social Club	Independent Free	DN32 8JP
Humber Royal Hotel	Independent Free	Hotel	Independent Free	DN34 4LX
Grimsby Institute	Independent Free	Educational Bar	Independent Free	DN34 5BQ
Farmhouse	Stonegate Pub Company	Unbranded Food Pub	Stonegate Pub Company	DN36 4PF
Linden Homes Club	Independent Free	Social Club	Independent Free	DN32 8QL
Grosvenor	Mitchells & Butlers	Branded Food Pub	Mitchells & Butlers	DN35 0PH
Yarborough Hotel	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	DN31 1JN
Pear Tree	Marston's	Unbranded Food Pub	Marston's	DN36 4AH
Parity	*Other Small Retail Groups	Unbranded Food Pub	*Other Small Retail Groups	DN31 1EW
Buzz Bingo	Gala Group	Bingo Hall	Gala Group	DN32 9AB
Chambers Bar	Unknown	Unbranded Food Pub	Unknown	DN31 1DT
Pepys Bar	Independent Free	Conference/Exhibition/I	Independent Free	DN31 1EP
Golden Regency	Independent Free	Restaurant	Independent Free	DN31 1DT
Abbys Wine Bar	Independent Free	Bar Restaurant	Independent Free	DN31 1JY
Matrix Club	Independent Free	Unthemed High Street F	Independent Free	DN31 1JN
Gallery Restaurant	Independent Free	Restaurant	Independent Free	DN34 5BQ
Cue World	Independent Free	Local Sports Club	Independent Free	DN31 1NH
Premier Inn	Whitbread Hotels	Hotel	Whitbread	DN31 2UJ
Caspers Ristorante & Pizzeria	Independent Free	Restaurant	Independent Free	DN31 1BA
Da Vinci	Independent Free	Restaurant	Independent Free	DN31 1LH
Mumbai Blues	Independent Free	Restaurant	Independent Free	DN37 0LT
Curious Cat	Independent Free	Bar Restaurant	Independent Free	DN31 1JQ
King George V Stadium	Independent Free	Local Sports Club	Independent Free	DN32 9RU
Express By Holiday Inn	Atlas Hotels	Hotel	Atlas Hotels	DN32 0RA
Vittles & Company	Independent Free	Craft Bar	Independent Free	DN32 0QX
Moghul Empire	Independent Free	Restaurant	Independent Free	DN31 1JR
Lids Tapas And Cocktails	Independent Free	Bar Restaurant	Independent Free	DN33 2EP
Warehouse	Independent Free	Conference/Exhibition/I	Independent Free	DN32 7AR
Grimsby Footgolf And Driving Range	Independent Free	Sports and Leisure Cent	Independent Free	DN31 2BH
Humber Cruising Association	Independent Free	Social Club	Independent Free	DN31 3SD
Oasis Health Club	Independent Free	Sports and Leisure Cent	Independent Free	DN31 3HB
Grimsby Auditorium	Independent Free	Conference/Exhibition/I	Independent Free	DN31 2BH
Grimsby Central Hall	Independent Free	Conference/Exhibition/I	Independent Free	DN32 7EG
Tredici	Independent Free	Restaurant	Independent Free	DN31 1JY
Courtyard Cafe	Independent Free	Restaurant	Independent Free	DN32 7DS
Leesa Burger Co	Independent Free	Restaurant	Independent Free	DN31 3HB
Istanbul	Independent Free	Casual Dining Restaurar	Independent Free	DN32 7AG
Racks Pool And Sports Bar	Independent Free	Local Sports Club	Independent Free	DN31 1LQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04252\_Hope & Anchor, Grimsby, DN31 1NX (10 min contour)



## KEY

### Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

### 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: P04252\_Hope & Anchor, Grimsby, DN31 1NX (10 min contour)  
Base: Great Britain  
Year: 2024

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
1	Luxury Lifestyles	36	0.1	3.1	3		
2	Established Affluence	917	2.3	12.3	19		
3	Thriving Neighbourhoods	3,031	7.7	22.6	34		
4	Steadfast Communities	9,237	23.5	25.2	93		
5	Stretched Society	12,331	31.4	21.1	149		
6	Low Income Living	13,614	34.7	15.4	226		
7	Not Private Households	108	0.3	0.4	70		
Total households		39,274					

Acorn Category Pen Portrait

6

Low Income Living

4.4M  
UK Households

15.5%  
of UK

Predominant Housing Type

Flats

Predominant Housing Tenure

Socially rented

Savings & Investments

Very low

This category contains the most deprived areas of towns and cities across the UK, with the lowest incomes. It contains a higher proportion of single people across the age groups, socially renting their flats.

Groups within Low Income Living

S Cash-strapped Families

T Constrained Pensioners

U Challenging Circumstances

48%

21%

31%





CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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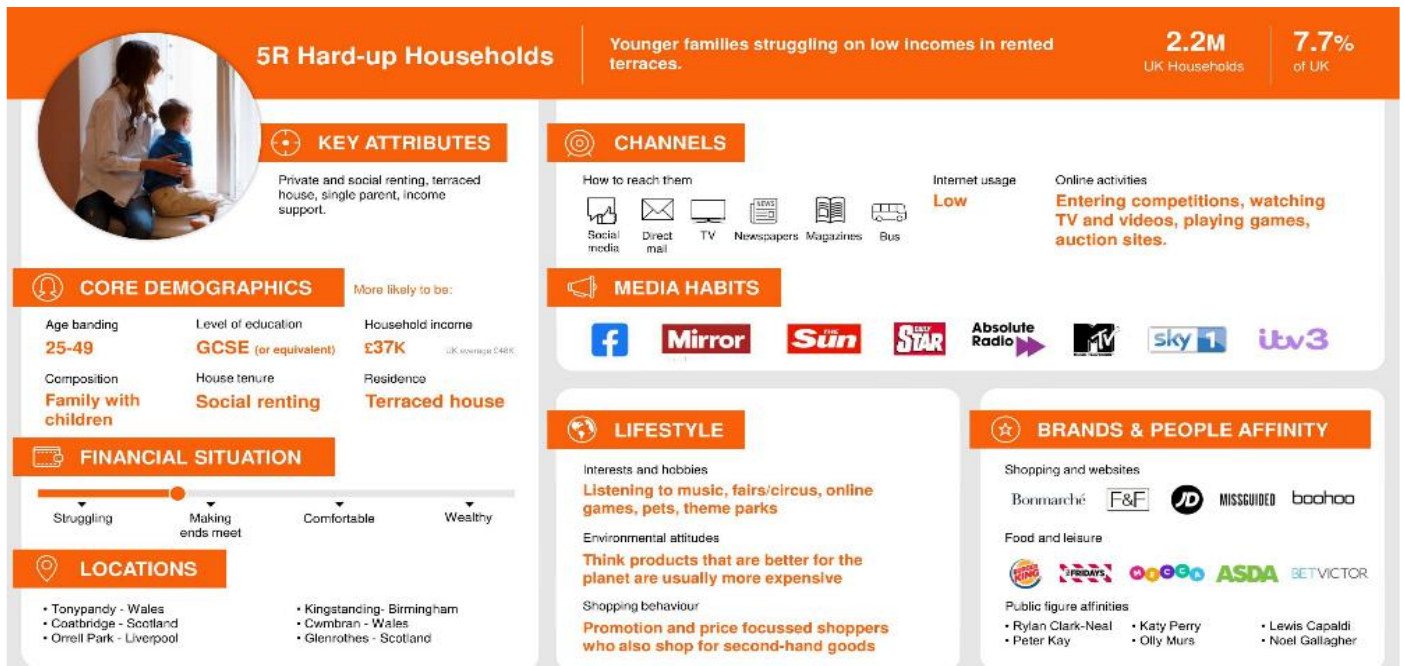
Area: P04252\_Hope &amp; Anchor, Grimsby, DN31 1NX (10 min contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Luxury Lifestyles</b>							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	36	0.1	1.8	5			
<b>2. Established Affluence</b>							
2.D Commuter Belt Wealth	916	2.3	9.1	26			
2.E Prosperous Professionals	1	0.0	3.2	0			
<b>3. Thriving Neighbourhoods</b>							
3.F Mature Success	1,634	4.2	7.0	59			
3.G Settled Suburbia	1,119	2.8	5.2	55			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	9	0.0	3.2	1			
3.J Aspiring Communities	269	0.7	5.5	12			
<b>4. Steadfast Communities</b>							
4.K Semi-rural Maturity	2,315	5.9	6.7	87			
4.L Traditional Homeowners	4,636	11.8	6.0	198			
4.M Family Renters	646	1.6	4.6	36			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	1,640	4.2	5.3	78			
<b>5. Stretched Society</b>							
5.P Tenant Living	516	1.3	8.3	16			
5.Q Limited Budgets	1,874	4.8	5.2	92			
5.R Hard-up Households	9,941	25.3	7.6	333			
<b>6. Low Income Living</b>							
6.S Cash-strapped Families	8,850	22.5	7.3	308			
6.T Constrained Pensioners	1,878	4.8	3.3	145			
6.U Challenging Circumstances	2,886	7.3	4.8	155			
<b>7. Not Private Households</b>							
7.V Not Private Households	108	0.3	0.4	70			
<b>Total households</b>	<b>39,274</b>						

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




## ACORN TYPE PROFILE - HOUSEHOLDS

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Base: Great Britain

Year: 2024

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description				Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles										
1.A Exclusive Addresses										
	1.A.1	High-flyers in luxury apartments and townhouses		0	0.0	0.1	0	<div></div>		
	1.A.2	Wealthy, gentrified areas		0	0.0	0.1	0	<div></div>		
	1.A.3	Asset-rich, out-of-town older families		0	0.0	0.1	0	<div></div>		
1.B Flourishing Capital										
	1.B.4	High-end professionals in city flats		0	0.0	0.5	0	<div></div>		
	1.B.5	Successful young families in smart urban areas		0	0.0	0.5	0	<div></div>		
1.C Upmarket Families										
	1.C.6	Executives in expensive suburban houses		0	0.0	1.1	0	<div></div>		
	1.C.7	Prosperous families in green-belt areas with substantial homes		36	0.1	0.8	12	<div></div>		
2. Established Affluence										
2.D Commuter Belt Wealth										
	2.D.8	Affluent, older homeowners		0	0.0	2.1	0	<div></div>		
	2.D.9	Families and couples in comfortable homes		349	0.9	1.6	57	<div></div>		
	2.D.10	Well-off families in larger semis		345	0.9	1.1	78	<div></div>		
	2.D.11	Mature and moneyed out-of-towners		58	0.1	2.1	7	<div></div>		
	2.D.12	Well-to-do empty nesters in detached houses		164	0.4	2.2	19	<div></div>		
2.E Prosperous Professionals										
	2.E.13	Families in leafy suburbs		1	0.0	1.3	0	<div></div>		
	2.E.14	Upmarket young families in terraces		0	0.0	0.9	0	<div></div>		
	2.E.15	Educated professionals renting flats		0	0.0	1.0	0	<div></div>		
3. Comfortable Communities										
3.F Mature Success										
	3.F.16	Families and couples in detached houses		652	1.7	2.0	85	<div></div>		
	3.F.17	Older, rural empty nesters and couples		259	0.7	2.7	25	<div></div>		
	3.F.18	Countryside retirees in spacious houses		4	0.0	0.1	12	<div></div>		
	3.F.19	Sophisticated couples living comfortably in detached homes		719	1.8	2.3	78	<div></div>		
3.G Successful Suburbs										
	3.G.20	Mixed lifestyles in semi-detached homes		0	0.0	2.4	0	<div></div>		
	3.G.21	Mid-life suburban living		1,119	2.8	2.7	104	<div></div>		
3.H Metropolitan Surroundings										
	3.H.22	Younger families and sharers in city terraces		0	0.0	1.0	0	<div></div>		
	3.H.23	Culturally diverse suburban families		0	0.0	0.7	0	<div></div>		
3.I Up-and-coming Urbanites										
	3.I.24	Young professionals renting city flats		0	0.0	1.3	0	<div></div>		
	3.I.25	Privately renting students and house sharers		0	0.0	0.3	0	<div></div>		
	3.I.26	Younger couples and singles in flats		9	0.0	1.7	1	<div></div>		
3.J Aspiring Communities										
	3.J.27	Professional families and couples in suburban, owner-occupied areas		202	0.5	3.2	16	<div></div>		
	3.J.28	Families and couples in terraces		67	0.2	2.3	7	<div></div>		
4. Steadfast Communities										
4.K Semi-rural Maturity										
	4.K.29	Senior home-owning couples		459	1.2	3.0	39	<div></div>		
	4.K.30	Empty nesters in owner-occupied detached homes		1,628	4.1	2.5	167	<div></div>		
	4.K.31	Comfortable, home-owning families and empty nesters		143	0.4	0.7	54	<div></div>		
	4.K.32	Older comfortable families and couples in detached, rural properties		24	0.1	0.5	12	<div></div>		
	4.K.33	Retirees in semi-detached and detached properties		61	0.2	0.1	217	<div></div>		
4.L Traditional Homeowners										
	4.L.34	Older owner-occupier households in semis		1,500	3.8	3.0	125	<div></div>		
	4.L.35	Settled communities, semi-detached properties		3,136	8.0	2.9	273	<div></div>		
4.M Family Renters										
	4.M.36	Cost-conscious families in terraces		594	1.5	2.2	69	<div></div>		
	4.M.37	Restricted residents, socially renting		52	0.1	2.4	6	<div></div>		
4.N Urban Diversity										
	4.N.38	Younger families, multi-occupancy and rented households		0	0.0	1.0	0	<div></div>		
	4.N.39	Diverse communities in smaller semis and terraces		0	0.0	0.7	0	<div></div>		
	4.N.40	Young families, limited means in terraced metropolitan areas		0	0.0	0.9	0	<div></div>		
4.O Stable Seniors										
	4.O.41	Living on modest means in terraces		298	0.8	2.7	28	<div></div>		
	4.O.42	Retired homeowners in semi-detached and detached houses		1,243	3.2	1.6	197	<div></div>		
	4.O.43	Older couples living in detached houses, rural communities		99	0.3	1.0	25	<div></div>		
5. Stretched Society										
5.P Tenant Living										
	5.P.44	Urban, aspiring flat dwellers		0	0.0	1.4	0	<div></div>		
	5.P.45	Privately renting squeezed professionals in flats		5	0.0	2.9	0	<div></div>		
	5.P.46	Sharers and students in private rentals		0	0.0	1.0	0	<div></div>		
	5.P.47	Singles and couples in rented flats		511	1.3	3.0	43	<div></div>		
5.Q Limited Budgets										
	5.Q.48	Routine occupations, socially renting families in semis		1,770	4.5	3.3	137	<div></div>		
	5.Q.49	Socially renting single adult households		104	0.3	1.9	14	<div></div>		
5.R Hard-up Households										
	5.R.50	Single-parent families in terraced housing		8,997	22.9	3.2	707	<div></div>		
	5.R.51	Older, single-person households on the outskirts of town		589	1.5	2.3	64	<div></div>		
	5.R.52	Socially renting families in terraces		355	0.9	2.0	44	<div></div>		
6. Low Income Living										
6.S Cash-strapped Families										
	6.S.53	Diverse families and sharers in flats		0	0.0	1.7	0	<div></div>		
	6.S.54	Young families in socially rented semis		996	2.5	1.9	137	<div></div>		
	6.S.55	Families in low-value terraced housing		7,854	20.0	3.0	664	<div></div>		
	6.S.56	Diverse young families in rented terraces and flats		0	0.0	0.8	0	<div></div>		
6.T Constrained Pensioners										
	6.T.57	Older renters in flats and tenements		1,028	2.6	2.0	132	<div></div>		
	6.T.58	Poorer pensioners in semis		850	2.2	1.3	166	<div></div>		
6.U Challenging Circumstances										
	6.U.59	Students and sharers in multi-occupancy flats		0	0.0	0.2	0	<div></div>		
	6.U.60	Socially renting single adult households in flats		0	0.0	0.9	0	<div></div>		
	6.U.61	Socially rented flats, singles and pensioners		2,886	7.3	3.6	203	<div></div>		
7. Not Private Households										
7.V Not Private Households										
	7.V.62	Students in halls of residence		46	0.1	0.1	88	<div></div>		
	7.V.63	Active communal populations		0	0.0	0.0	0	<div></div>		
	7.V.64	Inactive communal populations		62	0.2	0.2	75	<div></div>		
	7.V.65	Non-residential postcodes		0	0.0	0.0	0	<div></div>		
Total households				39,274						

CATEGORY

GROUP

TYPE

MAP

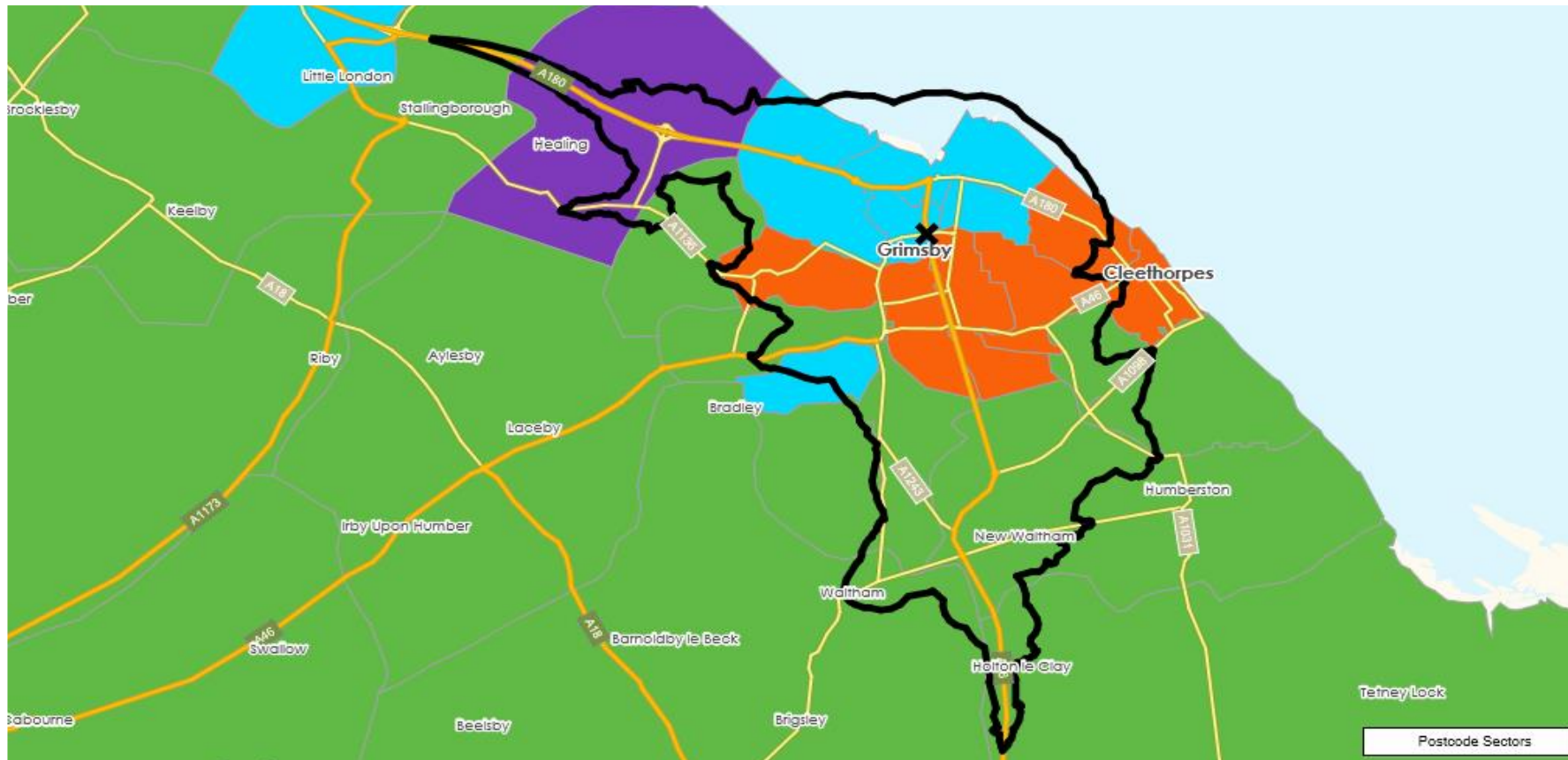
WHAT IS ACORN?

## DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04252\_Hope &amp; Anchor, Grimsby, DN31 1NX (10 min contour)



## Acorn Categories

1. Luxury Lifestyles
2. Established Affluence
3. Thriving Neighbourhoods
4. Steadfast Communities
5. Stretched Society
6. Low Income Living
7. Not Private Households

Area Boundary



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?



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### WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

### ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

### ADDITIONAL INFORMATION



For more information, click here to visit the website:

### INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

#### AREA PROFILE

Total figures exclude business addresses without residential population

#### INDEX

← 100 →

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

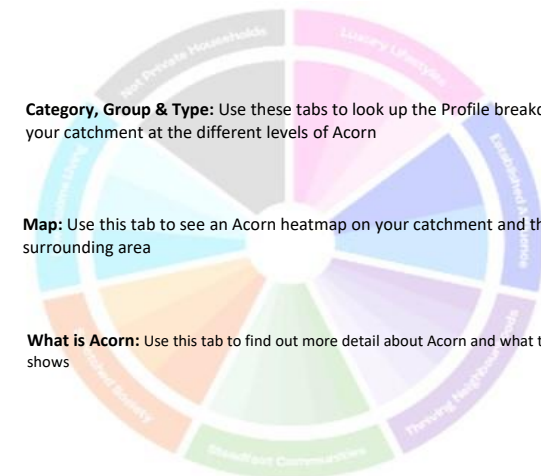
An index of over 100 shows above average representation.

#### PERCENTAGE

**% for Area:** Calculates the percentages of each category, group or type for the catchment

**% for Base:** Calculates the percentages of each category, group or type for the base catchment

### REPORT INFORMATION



**Category, Group & Type:** Use these tabs to look up the Profile breakdown of your catchment at the different levels of Acorn

**Map:** Use this tab to see an Acorn heatmap on your catchment and the surrounding area

**What is Acorn:** Use this tab to find out more detail about Acorn and what this report shows

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04252\_Hope & Anchor, Grimsby, DN31 1NX (10 min contour)

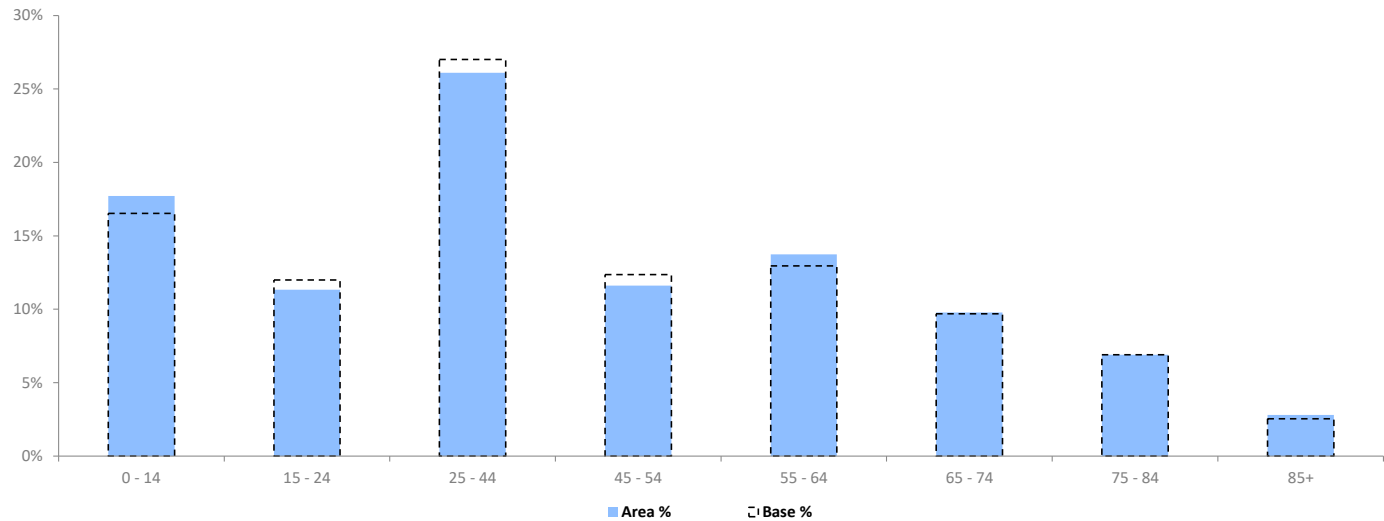


POPULATION PROJECTIONS

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Area:	P04252_Hope & Anchor, Grimsby, DN31 1NX (10 min contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	15,485	17.7	16.5	107			
15 - 24	9,908	11.3	12.0	94			
25 - 44	22,819	26.1	27.0	97			
45 - 54	10,148	11.6	12.4	94			
55 - 64	12,010	13.7	13.0	106			
65 - 74	8,554	9.8	9.7	101			
75 - 84	6,025	6.9	6.9	100			
85+	2,445	2.8	2.5	110			
Total population	87,394						



EXPENDITURE

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Area:	P04252_Hope & Anchor, Grimsby, DN31 1NX (10 min contour)
Base:	Great Britain
Year:	2024

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£2,996,455	£76.30	£92.53	82			
2. Alcoholic beverages, tobacco and narcotics	£1,221,667	£31.11	£29.81	104			
3. Clothing & Footwear	£1,487,581	£37.88	£44.48	85			
4. Housing, water, electricity, gas and other fuels	£3,090,924	£78.70	£106.80	74			
5. Furnishings, equipment and routine maintenance	£1,679,566	£42.77	£52.65	81			
6. Health	£860,509	£21.91	£21.84	100			
7. Transport	£3,536,172	£90.04	£125.67	72			
8. Communication	£745,120	£18.97	£19.03	100			
9. Recreation & Culture	£3,362,363	£85.61	£98.79	87			
10. Education	£494,017	£12.58	£21.71	58			
11. Restaurants & Hotels	£3,331,534	£84.83	£103.11	82			
12. Miscellaneous goods and services	£4,168,428	£106.14	£135.92	78			
<b>Total Expenditure</b>	<b>£26,974,336</b>	<b>£686.82</b>	<b>£852.33</b>	<b>81</b>			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.



# CENSUS DEMOGRAPHICS

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Area: P04252\_Hope & Anchor, Grimsby, DN31 1NX (10 min contour)  
 Base: Great Britain  
 Year: 2021

## NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	3,952	5.7	12.7	45			
2. Lower managerial, administrative and professional	10,035	14.5	19.9	73			
3. Intermediate	6,509	9.4	11.5	82			
4. Small employers and own account workers	5,650	8.2	10.3	79			
5. Lower supervisory and technical	5,331	7.7	5.6	137			
6. Semi-routine	10,139	14.7	11.7	126			
7. Routine	15,514	22.4	12.1	185			
Never worked and long-term unemployed	8,130	11.8	8.2	143			
Full-time students	3,884	5.6	7.8	72			
<b>Total population</b>	<b>69,144</b>						

