

# CGA LICENCED PREMISES

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Area: P04359\_Horseshoe Tavern, Musselburgh, Et  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	90.8	81.7	111			
Proprietary Club	2	12.1	7.3	166			
Registered Club	9	54.5	28.2	193			
Restaurant	8	48.4	32.1	151			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Musselburgh Bowling Club	Independent Free	Registered Club	Independent Free	EH21 7BQ
David MacBeth Moir	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	EH21 6AG
Anchor Bar	Independent Free	Pubs & Full On	Independent Free	EH21 6AN
Inveresk Bowling & Social Club	Independent Free	Registered Club	Independent Free	EH21 6AX
Ship Inn	Caledonian Heritable	Pubs & Full On	Caledonian Heritable	EH21 6BH
Ravelston House Hotel	Greene King	Pubs & Full On	Greene King	EH21 6BH
Musselburgh & Fisherrow Welfare Club	Independent Free	Registered Club	Independent Free	EH21 6BQ
Hole In Th Wall	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH21 6BZ
Dynasty Chinese	Independent Free	Restaurant	Independent Free	EH21 6AN
Volunteer Arms	Independent Free	Pubs & Full On	Independent Free	EH21 6JE
Auld Brig Tavern	Greene King	Pubs & Full On	Greene King	EH21 6RB
Musselburgh Golf Club	Independent Free	Registered Club	Independent Free	EH21 6SA
Musselburgh Rugby Club	Independent Free	Registered Club	Independent Free	EH21 6SD
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	EH21 7AB
Horseshoe Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH21 7AP
Riverside Bar	Independent Free	Pubs & Full On	Independent Free	EH21 7BL
Sportsmans	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	EH21 7BX
Shishmahal Tandoori Restaurant	Independent Free	Restaurant	Independent Free	EH21 7BZ
Willow On High Sreet	Star Pubs & Bars	Restaurant	Star Pubs & Bars	EH21 7DA
Caprice Restaurant	Independent Free	Restaurant	Independent Free	EH21 7DX
Coach & Horses	Independent Free	Pubs & Full On	Independent Free	EH21 7EA
Eskmills Bowling Club	Independent Free	Registered Club	Independent Free	EH21 7PE
Levenhall Arms	Independent Free	Pubs & Full On	Independent Free	EH21 7PP
Musselburgh Racecourse	Independent Free	Proprietary Club	Independent Free	EH21 7RG
Wire Mill Social Club	Independent Free	Registered Club	Independent Free	EH21 7SB
Brunton Theatre Bar	Independent Free	Pubs & Full On	Independent Free	EH21 6AF
Quayside Health & Fitness Club	Independent Free	Proprietary Club	Independent Free	EH21 6DH
Lanna Cafe & Restaurant	Independent Free	Restaurant	Independent Free	EH21 6AG
Crolla's Italian Kitchen	Independent Free	Restaurant	Independent Free	EH21 7PQ
Musselburgh Old Course Golf Club	Independent Free	Registered Club	Independent Free	EH21 7SD
East Coast	Independent Free	Restaurant	Independent Free	EH21 6AN
Eskmills Venue	Independent Free	Pubs & Full On	Independent Free	EH21 7PQ
Musselburgh Athletic Football Club	Independent Free	Registered Club	Independent Free	EH21 6QS
Parilla Bueno Ayres	Independent Free	Restaurant	Independent Free	EH21 7BX

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04359\_Horseshoe Tavern, Musselburgh, EH21 7AP (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:** P04359\_Horseshoe Tavern, Musselburgh, EH21 7AP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,346	16.9	22.1	76		
2 Rising Prosperity	273	3.4	10.2	34		
3 Comfortable Communities	803	10.1	26.5	38		
4 Financially Stretched	3,378	42.3	23.7	179		
5 Urban Adversity	2,144	26.9	17.2	156		
6 Not Private Households	35	0.4	0.3	127		
<b>Total households</b>	<b>7,979</b>					

### 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%

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

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**Area:** P04359\_Horseshoe Tavern, Musselburgh, EH21 7AP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	56	0.7	1.1	64		
1.B Executive Wealth	360	4.5	11.3	40		
1.C Mature Money	930	11.7	9.6	121		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	17	0.2	3.8	6		
2.E Career Climbers	256	3.2	6.4	50		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	461	5.8	6.0	97		
3.H Steady Neighbourhoods	171	2.1	7.4	29		
3.I Comfortable Seniors	162	2.0	2.9	71		
3.J Starting Out	9	0.1	4.6	2		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	1,547	19.4	8.0	243		
4.M Striving Families	811	10.2	7.4	136		
4.N Poorer Pensioners	1,020	12.8	5.8	222		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,896	23.8	6.3	380		
5.P Struggling Estates	7	0.1	5.7	2		
5.Q Difficult Circumstances	241	3.0	5.2	58		
<b>6. Not Private Households</b>						
6.R Not Private Households	35	0.4	0.3	127		
<b>Total households</b>	<b>7,979</b>					

### Acorn Group Pen Portrait

5
O
Young Hardship

2.7M  
UK Adults

5.2%  
of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

**CORE DEMOGRAPHICS**

Age range	Children at home
<b>25-44</b>	<b>1</b>
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
<b>2</b>	Terraced

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security

**56%**

UK average: 59%

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%

**TOP BEHAVIOURS**

Wait until tech becomes cheaper before purchasing

Take part in online groups / forums

Research beauty online



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

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Area: P04359\_Horseshoe Tavern, Musselburgh, EH21 7AP (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
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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	56	0.7	0.9	82			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	25	0.3	2.6	12			
1.B.5 Wealthy countryside commuters	47	0.6	2.5	24			
1.B.6 Financially comfortable families	23	0.3	2.2	13			
1.B.7 Affluent professionals	147	1.8	0.9	216			
1.B.8 Prosperous suburban families	62	0.8	1.5	51			
1.B.9 Well-off edge of towners	56	0.7	1.6	44			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	125	1.6	3.1	51			
1.C.11 Settled suburbia, older people	225	2.8	2.8	100			
1.C.12 Retired and empty nesters	15	0.2	2.5	8			
1.C.13 Upmarket downsizers	565	7.1	1.3	548			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	17	0.2	0.7	30			
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	255	3.2	3.4	94			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	22	0.3	2.7	10			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	439	5.5	2.4	227			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	86	1.1	3.5	31			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	84	1.1	2.3	45			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	162	2.0	2.4	86			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	9	0.1	2.2	5			
3.J.33 Smaller houses and starter homes	0	0.0	2.4	0			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	870	10.9	1.4	756			
4.L.38 Semi-skilled workers in traditional neighbourhoods	380	4.8	2.6	181			
4.L.39 Fading owner occupied terraces	297	3.7	2.9	128			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	29	0.4	1.6	23			
4.M.42 Struggling young families in post-war terraces	87	1.1	1.6	66			
4.M.43 Families in right-to-buy estates	195	2.4	2.0	120			
4.M.44 Post-war estates, limited means	500	6.3	2.2	288			
<b>4.N Poorer Pensioners</b>							
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	141	1.8	1.0	171			
4.N.47 Low income older people in smaller semis	146	1.8	2.2	82			
4.N.48 Pensioners and singles in social rented flats	733	9.2	1.7	538			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	1,752	22.0	2.2	1,004			
5.O.50 Struggling younger people in mixed tenure	144	1.8	1.8	100			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	7	0.1	1.6	5			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	193	2.4	1.5	160			
5.Q.58 Singles and young families, some receiving benefits	16	0.2	1.8	11			
5.Q.59 Deprived areas and high-rise flats	32	0.4	2.0	20			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	35	0.4	0.3	154			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>7,979</b>						

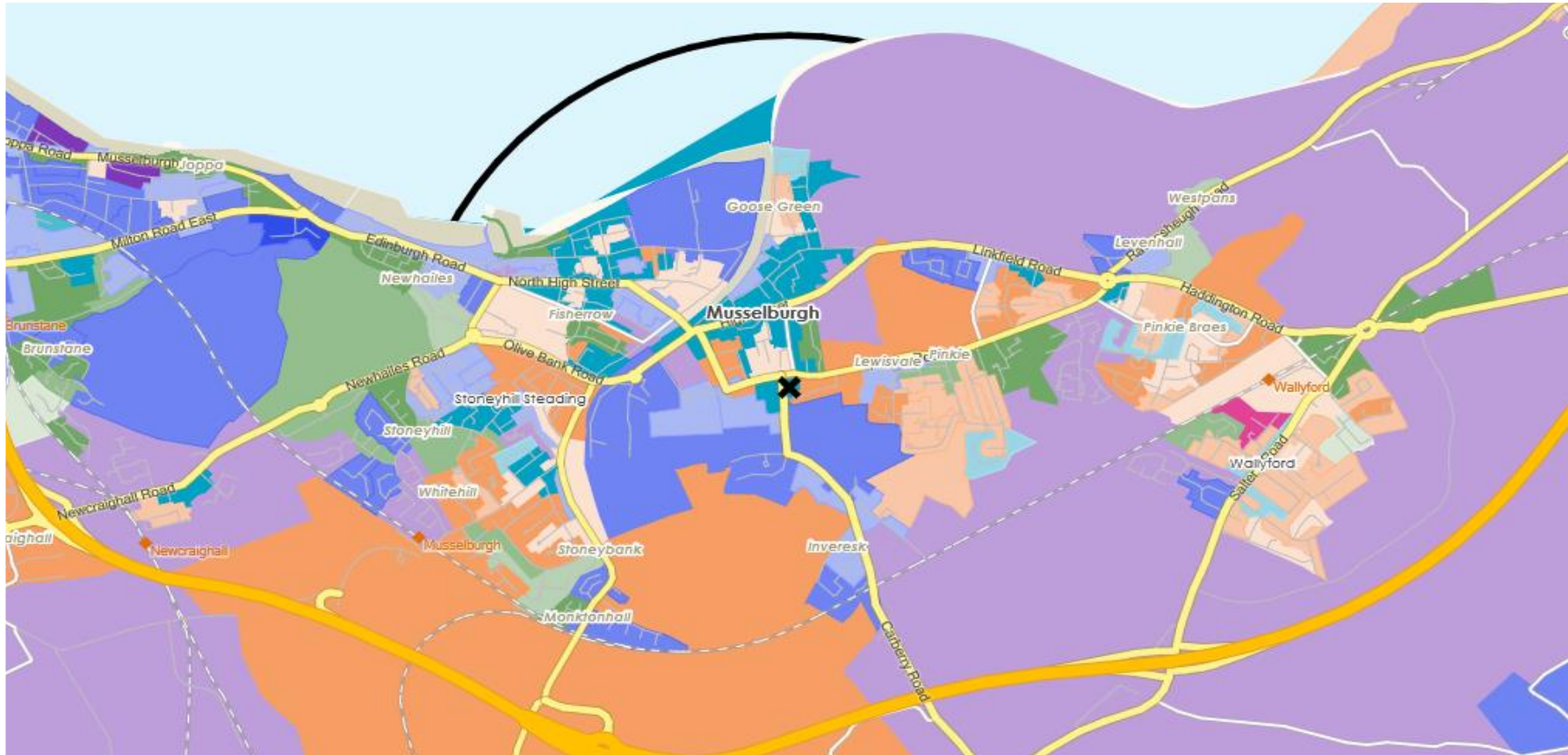
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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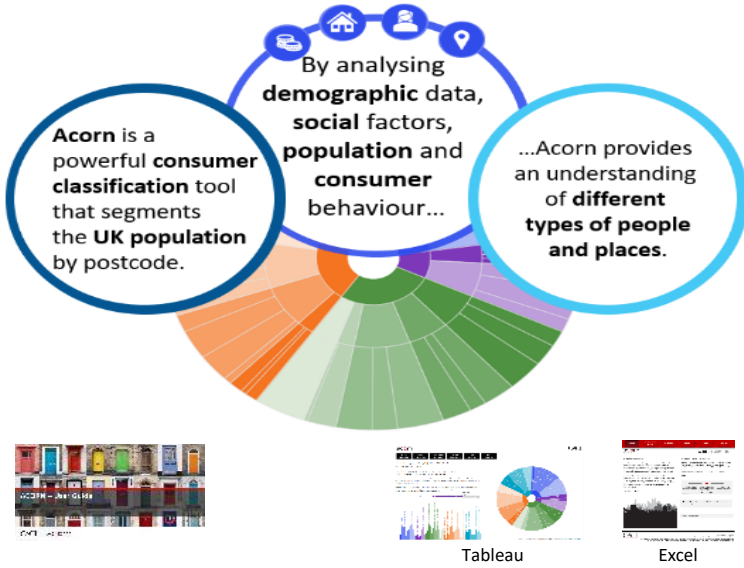
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

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+**

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



# MAP OF AREA

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