

CGA LICENCED PREMISES

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Area: P04377_Martello, Eastbourne, BN23 7DD (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	51.4	81.7	63			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	7.9	28.2	28			
Restaurant	6	23.7	32.1	74			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Arlington Arms	Harvey	Pubs & Full On	Harvey	BN22 7RY
Alexandra Arms	Greene King	Pubs & Full On	Greene King	BN22 7SA
Langney Village Hall	Independent Free	Pubs & Full On	Independent Free	BN23 7DR
Martello	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BN23 7DD
Kingfisher Tavern	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN23 7RT
Langney Sports Club	Independent Free	Registered Club	Independent Free	BN23 7QG
Mill	Greene King	Pubs & Full On	Greene King	BN23 8AL
Farm At Friday Street	Revived Inns Ltd	Pubs & Full On	Revived Inns Ltd	BN23 8AP
Seamoors	Independent Free	Pubs & Full On	Independent Free	BN23 5UZ
Sovereign Harbour	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BN23 5UZ
Ganges	Independent Free	Restaurant	Independent Free	BN23 5UZ
Pablo's Restaurant	Independent Free	Restaurant	Independent Free	BN23 5UZ
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	BN23 8AL
Simply Italian	Simply Italian	Restaurant	Simply Italian	BN23 5UZ
Thai Marina	Independent Free	Restaurant	Independent Free	BN23 5UZ
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	BN23 6QD
Garden Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	BN23 5UZ
Sovereign Harbour Yacht Club	Independent Free	Registered Club	Independent Free	BN23 6JH
Gringos American Bar & Grill	Independent Free	Restaurant	Independent Free	BN23 5UZ
Di Lieto's Coffee Lounge	Independent Free	Pubs & Full On	Independent Free	BN23 5UZ
Seasons	Independent Free	Pubs & Full On	Independent Free	BN23 5UZ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04377_Martello, Eastbourne, BN23 7DD (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: P04377_Martello, Eastbourne, BN23 7DD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,168	10.0	22.1	45		
 2 Rising Prosperity	1,492	12.8	10.2	125		
 3 Comfortable Communities	3,658	31.3	26.5	118		
 4 Financially Stretched	3,275	28.0	23.7	118		
 5 Urban Adversity	2,088	17.8	17.2	104		
 6 Not Private Households	18	0.2	0.3	45		
 Graph						
Total households	11,699					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt ← → Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04377_Martello, Eastbourne, BN23 7DD (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	210	1.8	11.3	16			
1.C Mature Money	958	8.2	9.6	85			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1,492	12.8	6.4	200			
3. Comfortable Communities							
3.F Countryside Communities	42	0.4	5.7	6			
3.G Successful Suburbs	894	7.6	6.0	128			
3.H Steady Neighbourhoods	1,059	9.1	7.4	122			
3.I Comfortable Seniors	1,419	12.1	2.9	425			
3.J Starting Out	244	2.1	4.6	46			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,564	13.4	8.0	167			
4.M Striving Families	1,113	9.5	7.4	128			
4.N Poorer Pensioners	598	5.1	5.8	89			
5. Urban Adversity							
5.O Young Hardship	1,195	10.2	6.3	163			
5.P Struggling Estates	400	3.4	5.7	60			
5.Q Difficult Circumstances	493	4.2	5.2	80			
6. Not Private Households							
6.R Not Private Households	18	0.2	0.3	45			
Total households	11,699						

Acorn Group Pen Portrait

5 0 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
25-44	1
House tenure	Family structure
Privately renting	Single parent
Number of beds	House type
2	Terraced

BRANDS

SHOPPING: Poundland, bm, The Works

LEISURE: Harvester, KFC, Young Hens, Pizza Hut

WEBSITES: Gumtree, very, Argos, HILBERT ROBE

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

Financial Profile: Household income (UK: £30k, London: £35k), % Disposable income (UK: 38%, London: 26%), Financial situation (Running into debt to Saving a lot)



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

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Area: P04377_Martello, Eastbourne, BN23 7DD (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	11	0.1	2.6	4			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	172	1.5	2.2	66			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	17	0.1	1.5	9			
1.B.9 Well-off edge of towners	10	0.1	1.6	5			
1.C Mature Money							
1.C.10 Better-off villagers	3	0.0	3.1	1			
1.C.11 Settled suburbia, older people	27	0.2	2.8	8			
1.C.12 Retired and empty nesters	615	5.3	2.5	213			
1.C.13 Upmarket downsizers	313	2.7	1.3	207			
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	70	0.6	2.0	30			
2.E.19 First time buyers in small, modern homes	1,422	12.2	3.4	358			
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	42	0.4	3.2	11			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	522	4.5	2.7	165			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	372	3.2	2.4	131			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	738	6.3	3.5	182			
3.H.28 Owner occupied terraces, average income	136	1.2	1.6	73			
3.H.29 Established suburbs, older families	185	1.6	2.3	68			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	1,372	11.7	2.4	495			
3.I.31 Elderly singles in purpose-built accommodation	47	0.4	0.5	83			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	109	0.9	2.2	43			
3.J.33 Smaller houses and starter homes	135	1.2	2.4	48			
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	444	3.8	1.4	263			
4.L.38 Semi-skilled workers in traditional neighbourhoods	827	7.1	2.6	269			
4.L.39 Fading owner occupied terraces	293	2.5	2.9	86			
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	616	5.3	1.6	321			
4.M.43 Families in right-to-buy estates	53	0.5	2.0	22			
4.M.44 Post-war estates, limited means	444	3.8	2.2	174			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	35	0.3	0.8	38			
4.N.46 Elderly people in social rented flats	82	0.7	1.0	68			
4.N.47 Low income older people in smaller semis	63	0.5	2.2	24			
4.N.48 Pensioners and singles in social rented flats	418	3.6	1.7	209			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	798	6.8	2.2	312			
5.O.50 Struggling younger people in mixed tenure	313	2.7	1.8	149			
5.O.51 Young people in small, low cost terraces	84	0.7	2.3	32			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	37	0.3	1.6	20			
5.P.53 Low income terraces	2	0.0	0.8	2			
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	361	3.1	1.6	193			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	131	1.1	1.5	74			
5.Q.58 Singles and young families, some receiving benefits	97	0.8	1.8	47			
5.Q.59 Deprived areas and high-rise flats	265	2.3	2.0	115			
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	18	0.2	0.3	54			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,699						

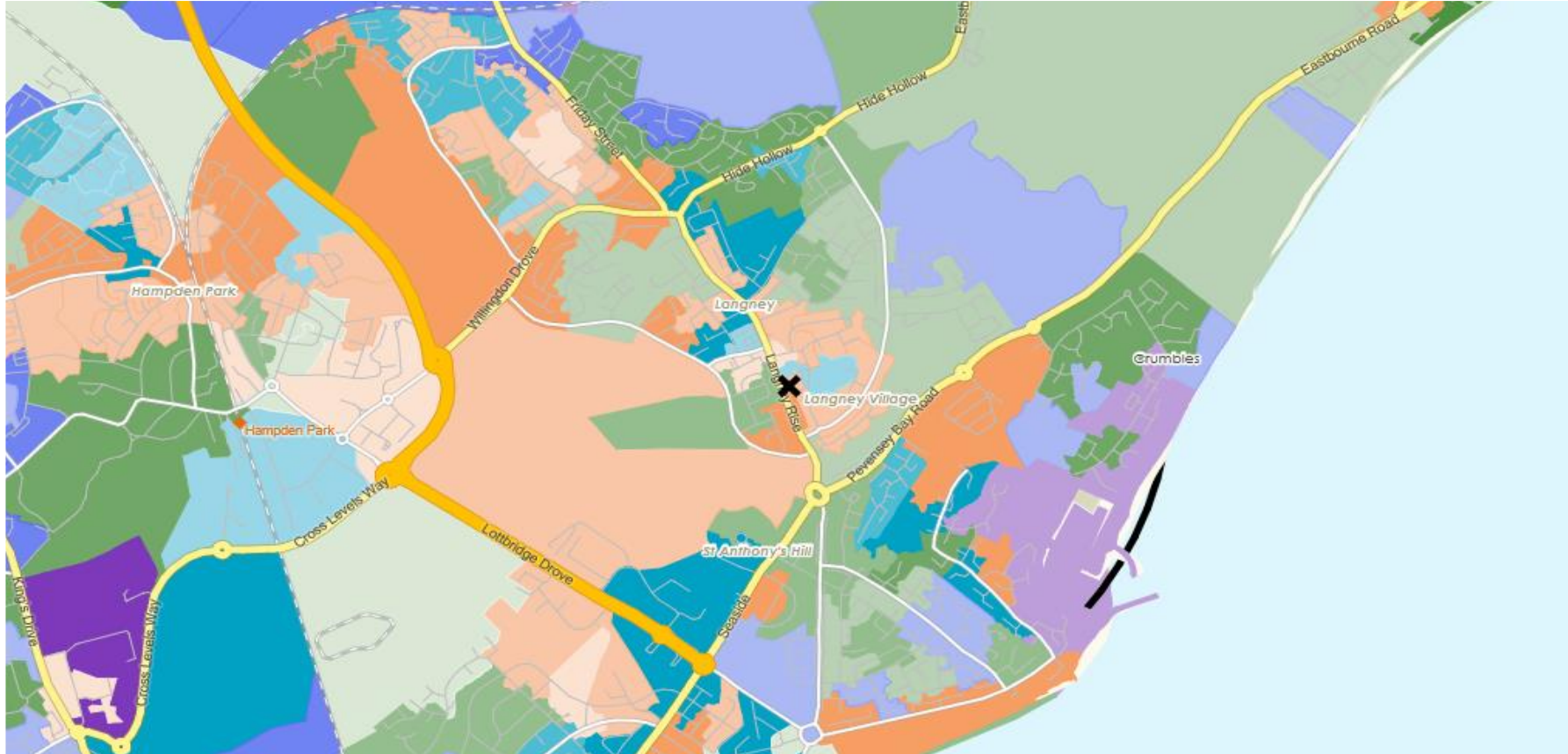
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04377_Martello, Eastbourne, BN23 7DD (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
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

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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