

CGA LICENCED PREMISES

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Area: P03809_Ship Inn, Ingoldmells, PE25 1NU (10)
 Base: Great Britain
 Year: 2023

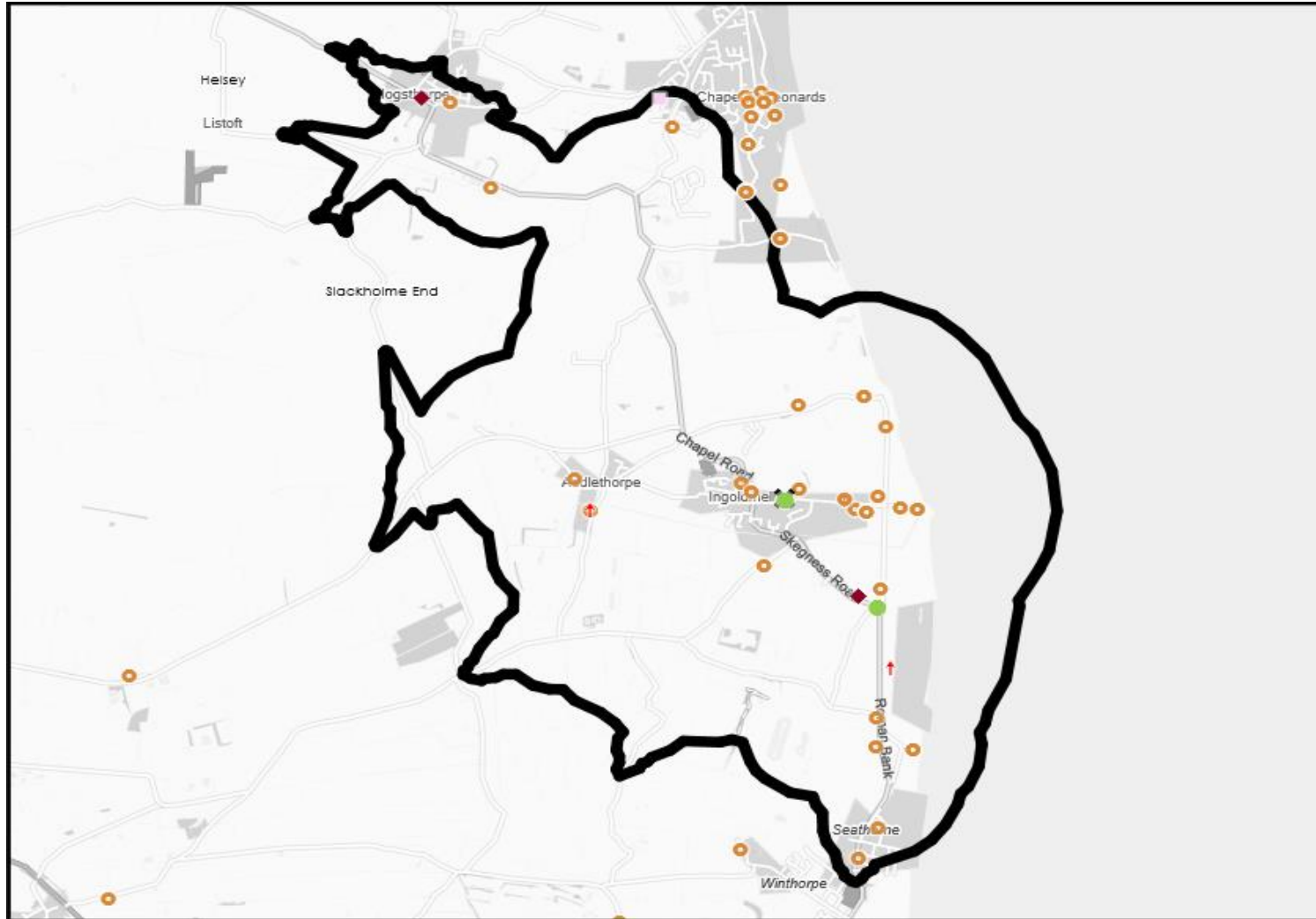
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	30	643.1	81.7	787			
Proprietary Club	9	192.9	7.3	2649			
Registered Club	2	42.9	28.2	152			
Restaurant	6	128.6	32.1	401			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Poplar Farm Restaurant	Independent Free	Restaurant	Independent Free	PE24 4TG
Kings Head Inn	Independent Free	Pubs & Full On	Independent Free	PE24 4TR
Victoria Tavern	Independent Free	Pubs & Full On	Independent Free	PE24 5NF
Saracens Head Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	PE24 5PP
Ship Inn	George Bateman & Son	Pubs & Full On	George Bateman & Son	PE24 5RX
Tomlinsons Leisure Park	Independent Free	Proprietary Club	Independent Free	PE24 5UQ
Summerlands	Independent Free	Pubs & Full On	Independent Free	PE25 1HZ
Look Out	Independent Free	Pubs & Full On	Independent Free	PE25 1JB
Beach Comber	Independent Free	Pubs & Full On	Independent Free	PE25 1JB
Cheers Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1JE
Greenacres Restaurant & Social Club	Independent Free	Restaurant	Independent Free	PE25 1JJ
Cherry Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE25 1JP
Sealands Hotel	Independent Free	Pubs & Full On	Independent Free	PE25 1JU
Four Winds Tavern	Independent Free	Proprietary Club	Independent Free	PE25 1LH
Oasis Inn	Independent Free	Pubs & Full On	Independent Free	PE25 1LQ
Anchor Hotel	Independent Free	Pubs & Full On	Independent Free	PE25 1LX
Sands Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1LX
Ship	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE25 1NU
Villager Wine Bar & Restaurant	Coastfields Leisure Limited	Pubs & Full On	Coastfields Leisure Limited	PE25 1PG
Villager	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Wallace City Garden Club	Independent Free	Registered Club	Independent Free	PE25 1QP
Seathorne Arms	Independent Free	Pubs & Full On	Independent Free	PE25 1RP
Skegness Water Leisure Park	Independent Free	Proprietary Club	Independent Free	PE25 1JJ
Coral Beach Leisure	Unknown	Proprietary Club	Unknown	PE25 1JW
Countryman	Independent Free	Pubs & Full On	Independent Free	PE25 1ND
Moody Cow	Independent Free	Pubs & Full On	Independent Free	PE25 1NU
Ba Rumba	Independent Free	Proprietary Club	Independent Free	PE25 1LT
Ogradys	Independent Free	Pubs & Full On	Independent Free	PE25 1LX
Skegness Golf Centre	Coastfields Leisure Limited	Registered Club	Coastfields Leisure Limited	PE24 4TG
Havanas	Independent Free	Pubs & Full On	Independent Free	PE25 1LQ
Butlins	Bourne Leisure	Proprietary Club	Bourne Leisure	PE25 1NJ
Boat House	Independent Free	Pubs & Full On	Independent Free	PE25 1JB
Sports Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1NU
Hollywood Bar & Diner	Independent Free	Restaurant	Independent Free	PE25 1NU
Coastfield Holiday Village	Independent Free	Proprietary Club	Independent Free	PE25 1LU
Hillview Lakes & Leisure Park	Independent Free	Proprietary Club	Independent Free	PE24 5NR
Fantasy Island	Independent Free	Proprietary Club	Independent Free	PE25 1RH
Buddies Family Show Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1PH
Castaways	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Candles Restaurant	Independent Free	Restaurant	Independent Free	PE25 1NT
Buzz Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1PD
Odyssey Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Big Top Showbar	Independent Free	Pubs & Full On	Independent Free	PE25 1RH
Bibbys Beach Bar	Independent Free	Pubs & Full On	Independent Free	PE25 1LQ
Woody's Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	PE25 1LZ
Jockey	Independent Free	Restaurant	Independent Free	PE25 1NU
Rob Stevens Manhattan Jukebox	Independent Free	Restaurant	Independent Free	PE25 1PG

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03809_Ship Inn, Ingoldmells, PE25 1NU (10 min 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: P03809_Ship Inn, Ingoldmells, PE25 1NU (10 min contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	352	17.1	22.1	77		
 2 Rising Prosperity	12	0.6	10.2	6		
 3 Comfortable Communities	1,221	59.2	26.5	223		
 4 Financially Stretched	257	12.5	23.7	53		
 5 Urban Adversity	203	9.8	17.2	57		
 6 Not Private Households	17	0.8	0.3	240		
 Graph						
Total households	2,062					

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: P03809_Ship Inn, Ingoldmells, PE25 1NU (10 min 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	4	0.2	11.3	2			
1.C Mature Money	348	16.9	9.6	175			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	12	0.6	6.4	9			
3. Comfortable Communities							
3.F Countryside Communities	472	22.9	5.7	399			
3.G Successful Suburbs	24	1.2	6.0	20			
3.H Steady Neighbourhoods	4	0.2	7.4	3			
3.I Comfortable Seniors	721	35.0	2.9	1,224			
3.J Starting Out	0	0.0	4.6	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	97	4.7	8.0	59			
4.M Striving Families	8	0.4	7.4	5			
4.N Poorer Pensioners	152	7.4	5.8	128			
5. Urban Adversity							
5.O Young Hardship	30	1.5	6.3	23			
5.P Struggling Estates	115	5.6	5.7	98			
5.Q Difficult Circumstances	58	2.8	5.2	54			
6. Not Private Households							
6.R Not Private Households	17	0.8	0.3	240			
Total households	2,062						

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, The Works

LEISURE: Harvester, KFC, Argos, Pizza Hut

WEBSITES: Gumtree, very

FINANCIAL PROFILE

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

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: P03809_Ship Inn, Ingoldmells, PE25 1NU (10 min contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

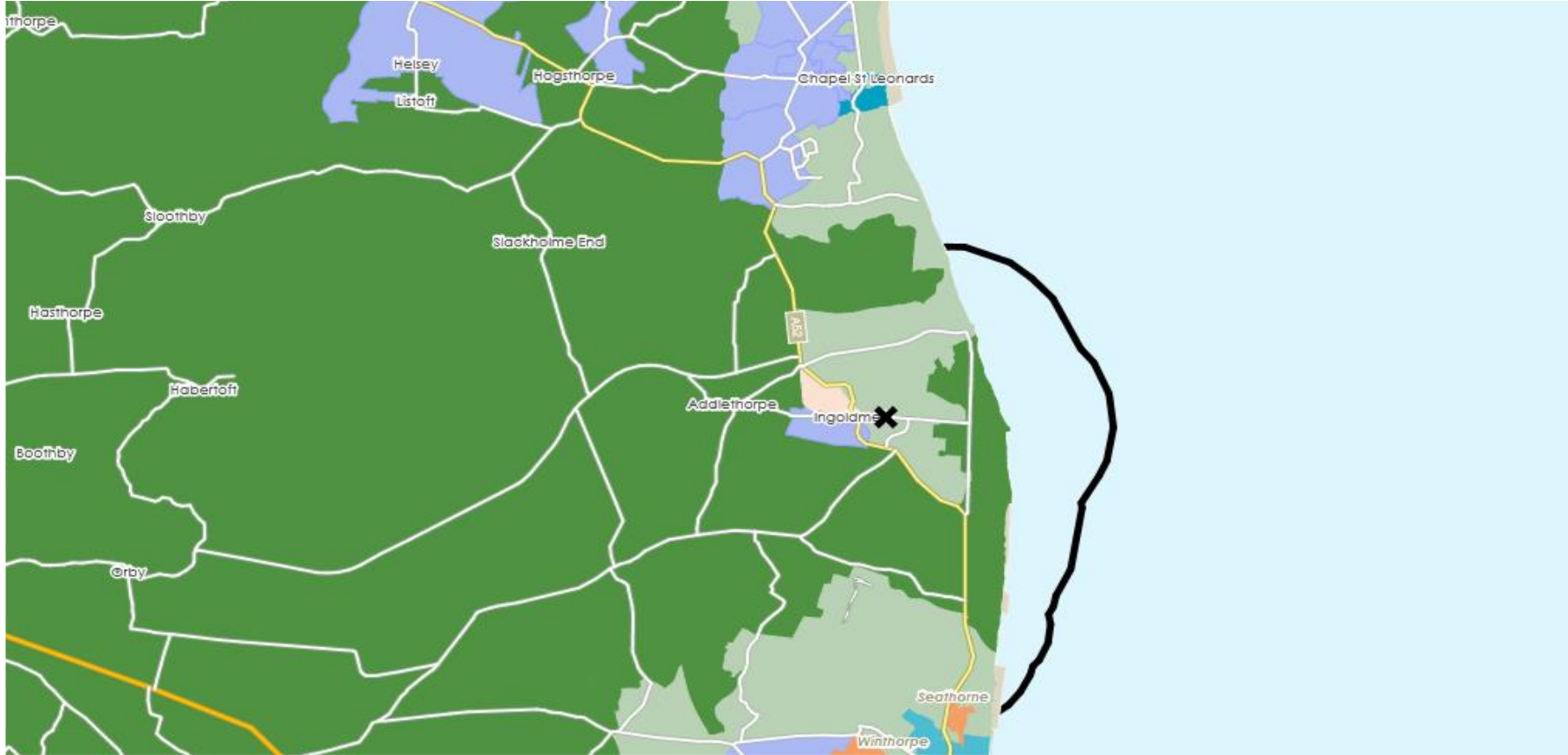
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	4	0.2	2.5	8			
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	348	16.9	2.5	685			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	12	0.6	2.0	29			
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	2	0.1	1.5	6			
3.F.22 Older couples and families in rural areas	154	7.5	1.0	743			
3.F.23 Owner occupiers in small towns and villages	316	15.3	3.2	477			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	24	1.2	2.7	43			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	4	0.2	3.5	6			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	685	33.2	2.4	1,401			
3.I.31 Elderly singles in purpose-built accommodation	36	1.7	0.5	360			
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	0	0.0	2.4	0			
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	88	4.3	1.4	296			
4.L.38 Semi-skilled workers in traditional neighbourhoods	9	0.4	2.6	17			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	8	0.4	1.6	24			
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	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	40	1.9	0.8	247			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	112	5.4	2.2	243			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	20	1.0	2.2	44			
5.O.50 Struggling younger people in mixed tenure	10	0.5	1.8	27			
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	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	115	5.6	1.6	348			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	54	2.6	1.5	174			
5.Q.58 Singles and young families, some receiving benefits	4	0.2	1.8	11			
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	4	0.2	0.1	326			
6.R.61 Inactive communal population	13	0.6	0.3	221			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,062						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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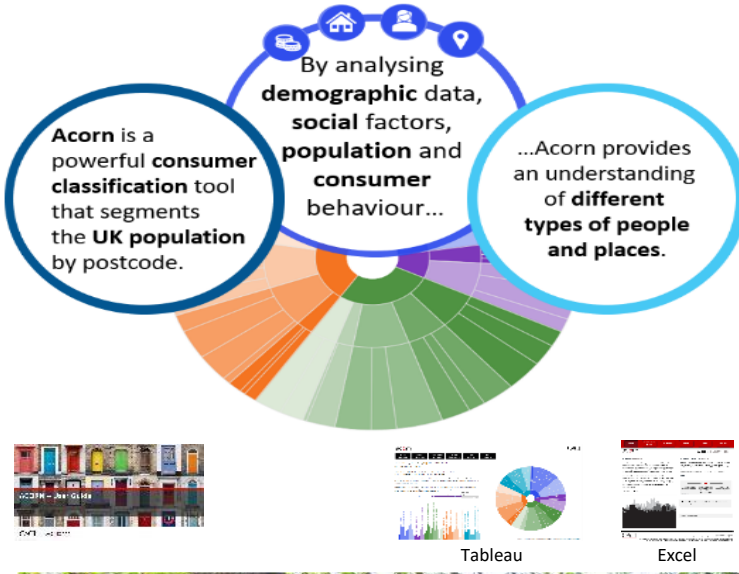
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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**

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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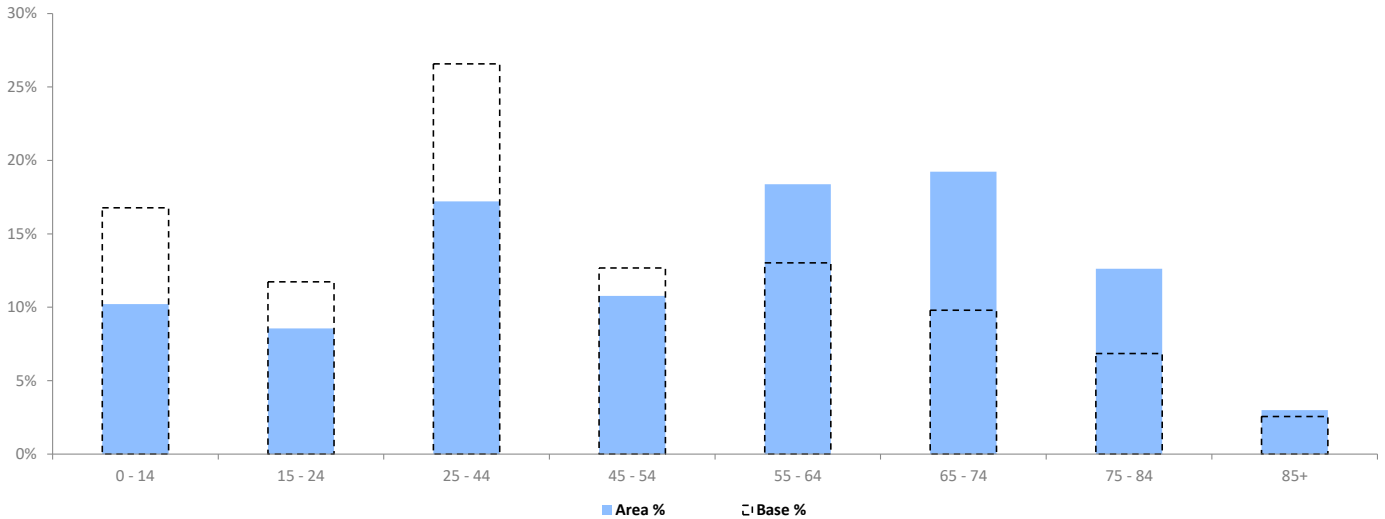


POPULATION PROJECTIONS

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Area: P03809_Ship Inn, Ingoldmells, PE25 1NU (10 min contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	477	10.2	16.8	61			
15 - 24	399	8.6	11.7	73			
25 - 44	803	17.2	26.6	65			
45 - 54	503	10.8	12.7	85			
55 - 64	857	18.4	13.0	141			
65 - 74	897	19.2	9.8	196			
75 - 84	589	12.6	6.9	184			
85+	140	3.0	2.6	118			
Total population	4,665						



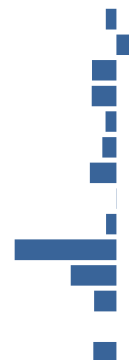
EXPENDITURE

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Area: P03809_Ship Inn, Ingoldmells, PE25 1NU (10 min contour)
 Base: Great Britain
 Year: 2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£140,837	£61.96	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£72,980	£32.11	£28.12	114			
3. Clothing & Footwear	£42,260	£18.59	£22.40	83			
4. Housing, water, electricity, gas and other fuels	£201,696	£88.74	£107.19	83			
5. Furnishings, equipment and routine maintenance	£77,310	£34.01	£36.85	92			
6. Health	£27,645	£12.16	£13.48	90			
7. Transport	£249,704	£109.86	£134.74	82			
8. Communication	£35,785	£15.74	£15.74	100			
9. Recreation & Culture	£135,192	£59.48	£64.16	93			
10. Education	£14,959	£6.58	£22.26	30			
11. Restaurants & Hotels	£104,274	£45.88	£67.11	68			
12. Miscellaneous goods and services	£211,003	£92.83	£109.86	84			
Total Expenditure	£1,313,646	£577.93	£688.85	84			



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.