

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: P04002_Rose & Crown, South Shields, NE34
 Base: Great Britain
 Year: 2023

| Licence Type | Profile | Per 1000 Pop (Area) | Per 1000 Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|---------------------|---------------------|-------|---|-----|-----|
| Pubs & Full On | 13 | 51.8 | 81.7 | 63 | | | |
| Proprietary Club | 1 | 4.0 | 7.3 | 55 | | | |
| Registered Club | 6 | 23.9 | 28.2 | 85 | | | |
| Restaurant | 2 | 8.0 | 32.1 | 25 | | | |
| Residential | 0 | 0.0 | 2.7 | 0 | | | |

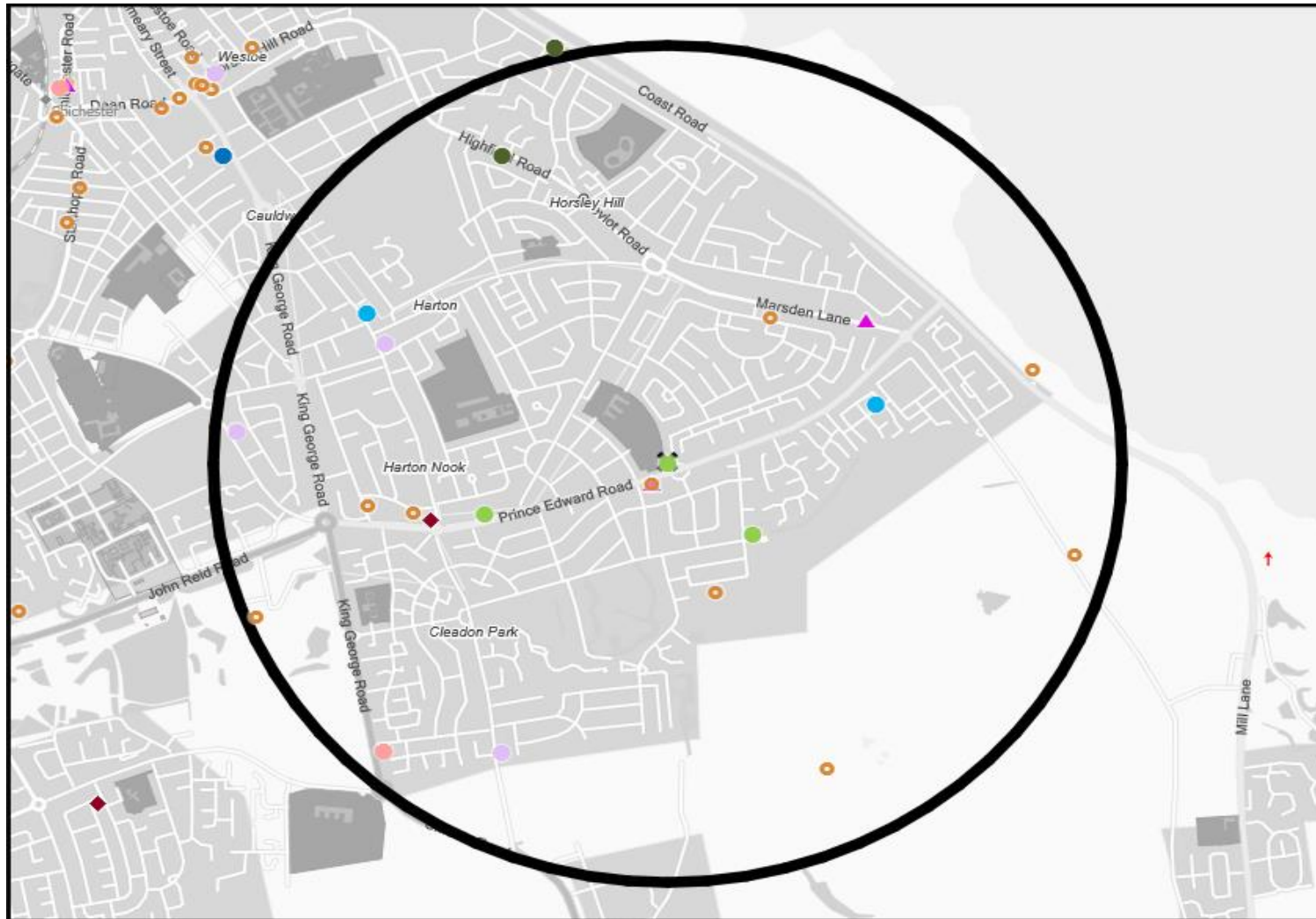
| Name | Description | License Type | Owner Name | Postcode |
|--|----------------------------|------------------|----------------------------|----------|
| Grey Hen | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | NE34 0EN |
| Vigilant Inn | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | NE34 6AE |
| Westside Club | Independent Free | Registered Club | Independent Free | NE34 6QU |
| Fountain | Greene King | Pubs & Full On | Greene King | NE34 6JL |
| Crani | *Other Small Retail Groups | Pubs & Full On | *Other Small Retail Groups | NE34 6QY |
| Whitburn Golf Club | Independent Free | Registered Club | Independent Free | NE34 7AF |
| Lake | Punch Pub Company | Pubs & Full On | Punch Pub Company | NE34 7AY |
| Cleadon & District Working Mens Club S | Independent Free | Registered Club | Independent Free | NE34 7DQ |
| Marsden Inn | Trust Inns Limited | Pubs & Full On | Trust Inns Limited | NE34 7QD |
| Rose & Crown | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | NE34 7RQ |
| White Horse | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | NE34 7QZ |
| Namaste | Star Pubs & Bars | Restaurant | Star Pubs & Bars | NE34 8AQ |
| Ship Inn | Punch Pub Company | Pubs & Full On | Punch Pub Company | NE34 6NQ |
| South Shields Golf Club | Independent Free | Registered Club | Independent Free | NE34 8DZ |
| Temple Park Sports & Leisure Centre | Independent Free | Proprietary Club | Independent Free | NE34 8QN |
| New Ship | Stonegate Pub Company | Pubs & Full On | Stonegate Pub Company | NE34 8DG |
| Derby | Admiral Taverns Ltd | Pubs & Full On | Admiral Taverns Ltd | NE34 7LZ |
| Sutton Trust Tennants Association | Independent Free | Registered Club | Independent Free | NE34 7QD |
| Marsden Grotto | Independent Free | Pubs & Full On | Independent Free | NE34 7BS |
| Spice One | Independent Free | Restaurant | Independent Free | NE34 6QZ |
| Southsheilds Golf Course | Independent Free | Registered Club | Independent Free | NE34 8EG |
| Marsden Inn | Trust Inns Limited | Pubs & Full On | Trust Inns Limited | NE34 7HN |

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: P04002_Rose & Crown, South Shields, NE34 7RQ (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
 - ✕ Hotels
- Restaurants
 - ★ Restaurants
- Leisure
 - ▲ Leisure
- Independent
 - Independent
- Other
 - ◆ Other
- Site Location
 - ✕ Site Location
- Boundary
 - 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: P04002_Rose & Crown, South Shields, NE34 7RQ (1 Mile contour)
Base: Great Britain
Year: 2023

| Acorn Category Description | Area Profile | % for Area | % for Base | Index 0 | 100 | 200 |
|----------------------------|---------------|------------|------------|---------|-----|-----|
| 1 Affluent Achievers | 1,961 | 17.6 | 22.1 | 80 | | |
| 2 Rising Prosperity | 137 | 1.2 | 10.2 | 12 | | |
| 3 Comfortable Communities | 2,353 | 21.1 | 26.5 | 79 | | |
| 4 Financially Stretched | 3,881 | 34.8 | 23.7 | 147 | | |
| 5 Urban Adversity | 2,809 | 25.2 | 17.2 | 146 | | |
| 6 Not Private Households | 27 | 0.2 | 0.3 | 70 | | |
| Graph | | | | | | |
| Total households | 11,168 | | | | | |

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK



60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

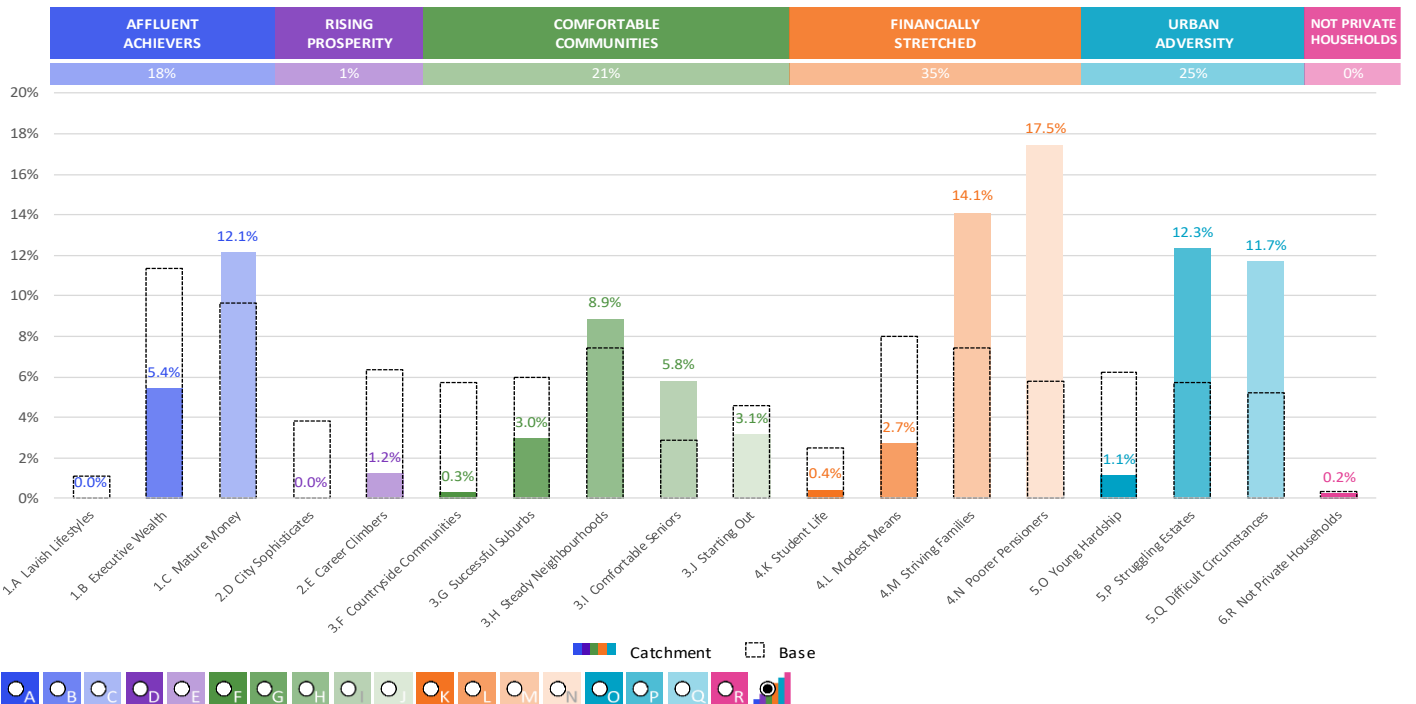
ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04002_Rose & Crown, South Shields, NE34 7RQ (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 | 605 | 5.4 | 11.3 | 48 | | | |
| 1.C Mature Money | 1,356 | 12.1 | 9.6 | 126 | | | |
| 2. Rising Prosperity | | | | | | | |
| 2.D City Sophisticates | 0 | 0.0 | 3.8 | 0 | | | |
| 2.E Career Climbers | 137 | 1.2 | 6.4 | 19 | | | |
| 3. Comfortable Communities | | | | | | | |
| 3.F Countryside Communities | 31 | 0.3 | 5.7 | 5 | | | |
| 3.G Successful Suburbs | 330 | 3.0 | 6.0 | 50 | | | |
| 3.H Steady Neighbourhoods | 990 | 8.9 | 7.4 | 120 | | | |
| 3.I Comfortable Seniors | 651 | 5.8 | 2.9 | 204 | | | |
| 3.J Starting Out | 351 | 3.1 | 4.6 | 69 | | | |
| 4. Financially Stretched | | | | | | | |
| 4.K Student Life | 47 | 0.4 | 2.5 | 17 | | | |
| 4.L Modest Means | 304 | 2.7 | 8.0 | 34 | | | |
| 4.M Striving Families | 1,579 | 14.1 | 7.4 | 190 | | | |
| 4.N Poorer Pensioners | 1,951 | 17.5 | 5.8 | 303 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | 127 | 1.1 | 6.3 | 18 | | | |
| 5.P Struggling Estates | 1,377 | 12.3 | 5.7 | 216 | | | |
| 5.Q Difficult Circumstances | 1,305 | 11.7 | 5.2 | 223 | | | |
| 6. Not Private Households | | | | | | | |
| 6.R Not Private Households | 27 | 0.2 | 0.3 | 70 | | | |
| Total households | 11,168 | | | | | | |

Acorn Group Graph



| | | | | |
|----------|-------|------|-----|----------------|
| 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: P04002_Rose & Crown, South Shields, NE34 7RQ (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 | 283 | 2.5 | 2.6 | 96 | | | |
| 1.B.5 Wealthy countryside commuters | 0 | 0.0 | 2.5 | 0 | | | |
| 1.B.6 Financially comfortable families | 31 | 0.3 | 2.2 | 12 | | | |
| 1.B.7 Affluent professionals | 0 | 0.0 | 0.9 | 0 | | | |
| 1.B.8 Prosperous suburban families | 291 | 2.6 | 1.5 | 170 | | | |
| 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 | 1,295 | 11.6 | 2.8 | 412 | | | |
| 1.C.12 Retired and empty nesters | 26 | 0.2 | 2.5 | 9 | | | |
| 1.C.13 Upmarket downsizers | 35 | 0.3 | 1.3 | 24 | | | |
| 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 | 120 | 1.1 | 2.0 | 54 | | | |
| 2.E.19 First time buyers in small, modern homes | 17 | 0.2 | 3.4 | 4 | | | |
| 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 | 31 | 0.3 | 3.2 | 9 | | | |
| 3.G Successful Suburbs | | | | | | | |
| 3.G.24 Comfortably-off families in modern housing | 314 | 2.8 | 2.7 | 104 | | | |
| 3.G.25 Larger family homes, multi-ethnic areas | 0 | 0.0 | 0.8 | 0 | | | |
| 3.G.26 Semi-professional families, owner occupied neighbourhoods | 16 | 0.1 | 2.4 | 6 | | | |
| 3.H Steady Neighbourhoods | | | | | | | |
| 3.H.27 Suburban semis, conventional attitudes | 990 | 8.9 | 3.5 | 256 | | | |
| 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 | 628 | 5.6 | 2.4 | 237 | | | |
| 3.I.31 Elderly singles in purpose-built accommodation | 23 | 0.2 | 0.5 | 42 | | | |
| 3.J Starting Out | | | | | | | |
| 3.J.32 Educated families in terraces, young children | 326 | 2.9 | 2.2 | 136 | | | |
| 3.J.33 Smaller houses and starter homes | 25 | 0.2 | 2.4 | 9 | | | |
| 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 | 47 | 0.4 | 1.9 | 22 | | | |
| 4.L Modest Means | | | | | | | |
| 4.L.37 Low cost flats in suburban areas | 55 | 0.5 | 1.4 | 34 | | | |
| 4.L.38 Semi-skilled workers in traditional neighbourhoods | 249 | 2.2 | 2.6 | 85 | | | |
| 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 | 0 | 0.0 | 1.6 | 0 | | | |
| 4.M.42 Struggling young families in post-war terraces | 54 | 0.5 | 1.6 | 29 | | | |
| 4.M.43 Families in right-to-buy estates | 1,177 | 10.5 | 2.0 | 517 | | | |
| 4.M.44 Post-war estates, limited means | 348 | 3.1 | 2.2 | 143 | | | |
| 4.N Poorer Pensioners | | | | | | | |
| 4.N.45 Pensioners in social housing, semis and terraces | 651 | 5.8 | 0.8 | 741 | | | |
| 4.N.46 Elderly people in social rented flats | 223 | 2.0 | 1.0 | 194 | | | |
| 4.N.47 Low income older people in smaller semis | 1,004 | 9.0 | 2.2 | 402 | | | |
| 4.N.48 Pensioners and singles in social rented flats | 73 | 0.7 | 1.7 | 38 | | | |
| 5. Urban Adversity | | | | | | | |
| 5.O Young Hardship | | | | | | | |
| 5.O.49 Young families in low cost private flats | 69 | 0.6 | 2.2 | 28 | | | |
| 5.O.50 Struggling younger people in mixed tenure | 58 | 0.5 | 1.8 | 29 | | | |
| 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 | 269 | 2.4 | 1.6 | 154 | | | |
| 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 | 1,108 | 9.9 | 1.6 | 620 | | | |
| 5.Q Difficult Circumstances | | | | | | | |
| 5.Q.57 Social rented flats, families and single parents | 279 | 2.5 | 1.5 | 166 | | | |
| 5.Q.58 Singles and young families, some receiving benefits | 876 | 7.8 | 1.8 | 445 | | | |
| 5.Q.59 Deprived areas and high-rise flats | 150 | 1.3 | 2.0 | 68 | | | |
| 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 | 27 | 0.2 | 0.3 | 85 | | | |
| 6.R.62 Business areas without resident population | 0 | 0 | 0 | 0 | | | |
| Total households | 11,168 | | | | | | |

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

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: P04002_Rose & Crown, South Shields, NE34 7RQ (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 |
| | 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**

House type: **Detached**

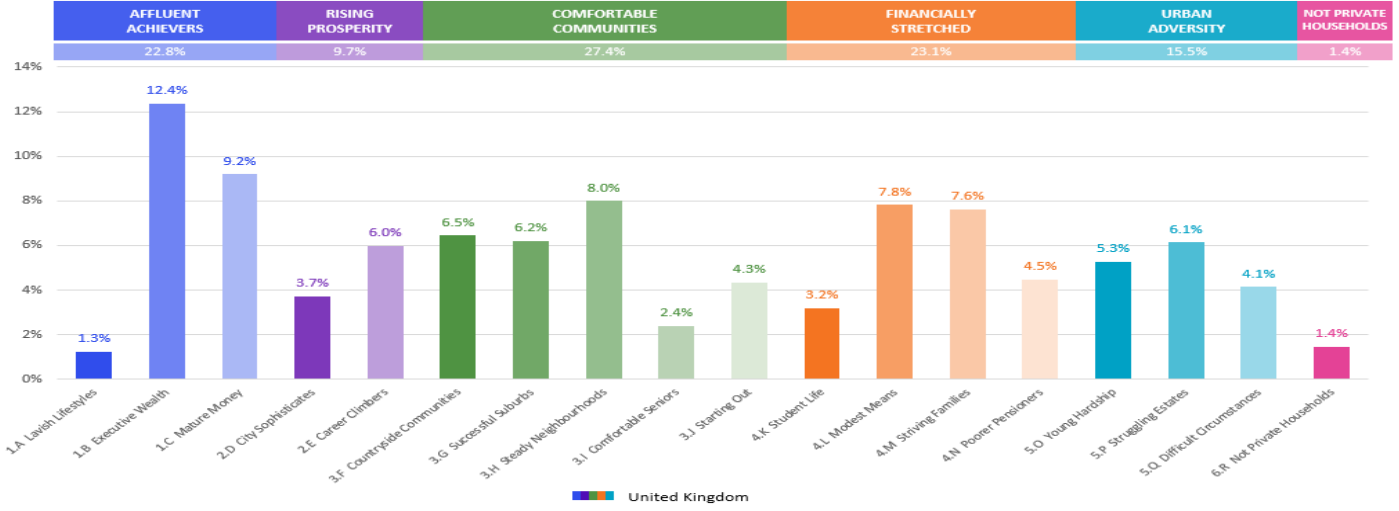
House tenure: **Owned outright**

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

© 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: P04002_Rose & Crown, South Shields, NE34 7RQ (1 Mile contour)

