

CGA LICENCED PREMISES

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Area: P04620_Thomas Henry, Maryport, CA15 6BT
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	97.2	81.7	119			
Proprietary Club	0	0.0	7.3	0			
Registered Club	10	108.0	28.2	383			
Restaurant	1	10.8	32.1	34			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Grasslot Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	CA15 8DD
Sailors Return	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA15 6AJ
Golden Lion Hotel	Unknown	Pubs & Full On	Unknown	CA15 6AB
Lifeboat Inn	Independent Free	Pubs & Full On	Independent Free	CA15 6AB
Phoenix Tap	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CA15 6BG
Maryport Labour Club	Independent Free	Registered Club	Independent Free	CA15 6BL
Thomas Henry	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CA15 6BT
Flemming Place Social Club	Independent Free	Registered Club	Independent Free	CA15 6ES
Butchers Arms	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA15 6JX
Netherhall Old Boys Rugby Club	Independent Free	Registered Club	Independent Free	CA15 6JX
Waverley Hotel	Independent Free	Pubs & Full On	Independent Free	CA15 6LW
Maryport Social Club	Independent Free	Registered Club	Independent Free	CA15 6NE
Maryport Rugby League Club	Independent Free	Registered Club	Independent Free	CA15 6NE
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CA15 7DX
Maryport Bowling Club	Independent Free	Registered Club	Independent Free	CA15 7LT
Ellenborough Social Club	Independent Free	Registered Club	Independent Free	CA15 7PT
Glasson Rangers Amateur Rugby League	Independent Free	Registered Club	Independent Free	CA15 8EJ
Netherhall Rugby Club	Independent Free	Registered Club	Independent Free	CA15 6NT
Maryport Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CA15 8AB
Wave Centre	Independent Free	Pubs & Full On	Independent Free	CA15 8AD

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04620_Thomas Henry, Maryport, CA15 6BT (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: P04620_Thomas Henry, Maryport, CA15 6BT (1 Mile contour)
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Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	398	9.5	22.1	43		
2 Rising Prosperity	1	0.0	10.2	0		
3 Comfortable Communities	417	10.0	26.5	38		
4 Financially Stretched	2,373	56.7	23.7	239		
5 Urban Adversity	964	23.0	17.2	134		
6 Not Private Households	31	0.7	0.3	215		
Total households		4,184				

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

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:

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.

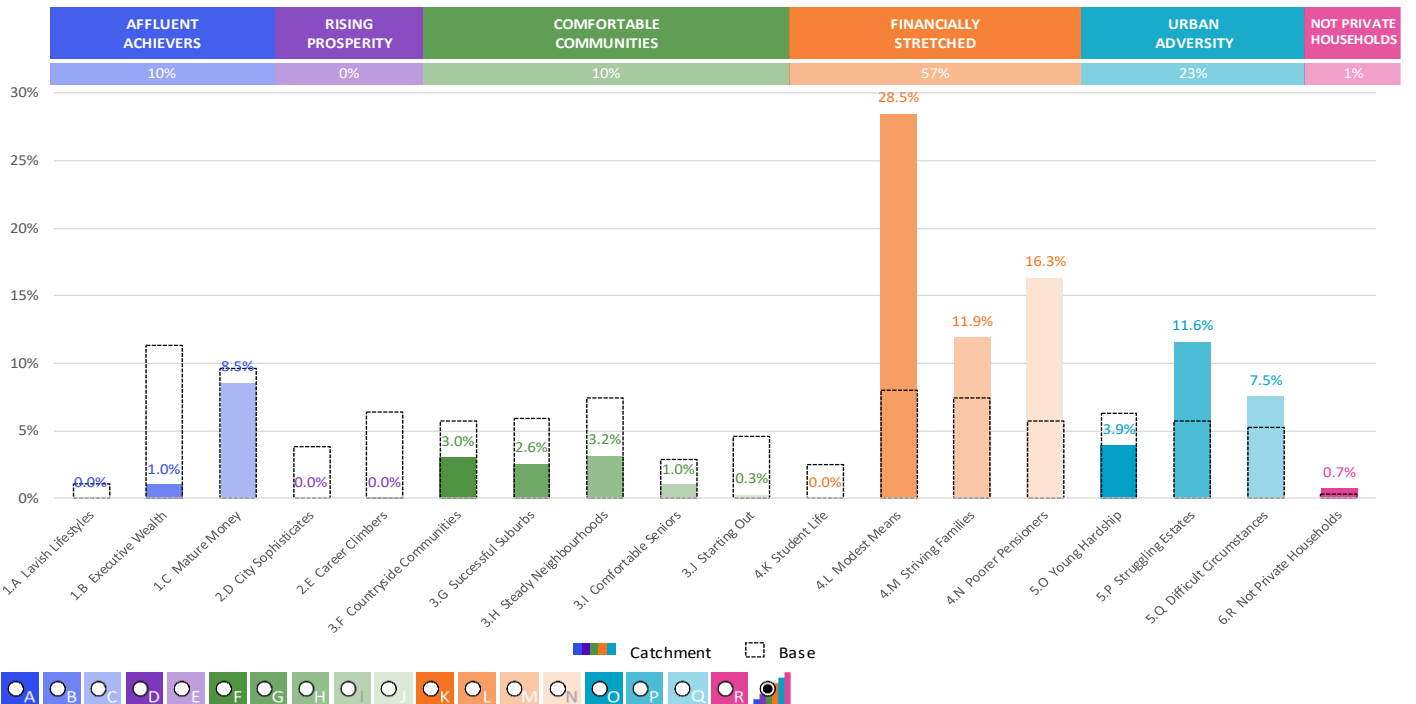
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (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	41	1.0	11.3	9			
1.C Mature Money	357	8.5	9.6	88			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	1	0.0	6.4	0			
3. Comfortable Communities							
3.F Countryside Communities	125	3.0	5.7	52			
3.G Successful Suburbs	107	2.6	6.0	43			
3.H Steady Neighbourhoods	132	3.2	7.4	43			
3.I Comfortable Seniors	41	1.0	2.9	34			
3.J Starting Out	12	0.3	4.6	6			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,191	28.5	8.0	357			
4.M Striving Families	499	11.9	7.4	160			
4.N Poorer Pensioners	683	16.3	5.8	283			
5. Urban Adversity							
5.O Young Hardship	165	3.9	6.3	63			
5.P Struggling Estates	484	11.6	5.7	203			
5.Q Difficult Circumstances	315	7.5	5.2	144			
6. Not Private Households							
6.R Not Private Households	31	0.7	0.3	215			
Total households	4,184						

Acorn Group Graph



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

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (1 Mile contour)
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 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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	41	1.0	2.2	44			
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	20	0.5	3.1	16			
1.C.11 Settled suburbia, older people	18	0.4	2.8	15			
1.C.12 Retired and empty nesters	315	7.5	2.5	306			
1.C.13 Upmarket downsizers	4	0.1	1.3	7			
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	1	0.0	2.0	1			
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	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	5	0.1	1.0	12			
3.F.23 Owner occupiers in small towns and villages	120	2.9	3.2	89			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	25	0.6	2.7	22			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	82	2.0	2.4	81			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	85	2.0	3.5	59			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	47	1.1	2.3	48			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	41	1.0	2.4	41			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
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	12	0.3	2.4	12			
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	68	1.6	1.4	113			
4.L.38 Semi-skilled workers in traditional neighbourhoods	143	3.4	2.6	130			
4.L.39 Fading owner occupied terraces	980	23.4	2.9	802			
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	13	0.3	1.6	19			
4.M.42 Struggling young families in post-war terraces	3	0.1	1.6	4			
4.M.43 Families in right-to-buy estates	16	0.4	2.0	19			
4.M.44 Post-war estates, limited means	467	11.2	2.2	513			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	32	0.8	0.8	97			
4.N.46 Elderly people in social rented flats	65	1.6	1.0	151			
4.N.47 Low income older people in smaller semis	399	9.5	2.2	427			
4.N.48 Pensioners and singles in social rented flats	187	4.5	1.7	262			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	62	1.5	2.2	68			
5.O.50 Struggling younger people in mixed tenure	81	1.9	1.8	108			
5.O.51 Young people in small, low cost terraces	22	0.5	2.3	23			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	115	2.7	1.6	176			
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	369	8.8	1.6	551			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	109	2.6	1.5	173			
5.Q.58 Singles and young families, some receiving benefits	187	4.5	1.8	254			
5.Q.59 Deprived areas and high-rise flats	19	0.5	2.0	23			
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	31	0.7	0.3	260			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,184						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04620_Thomas Henry, Maryport, CA15 6BT (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
	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		



Tableau

Excel

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**

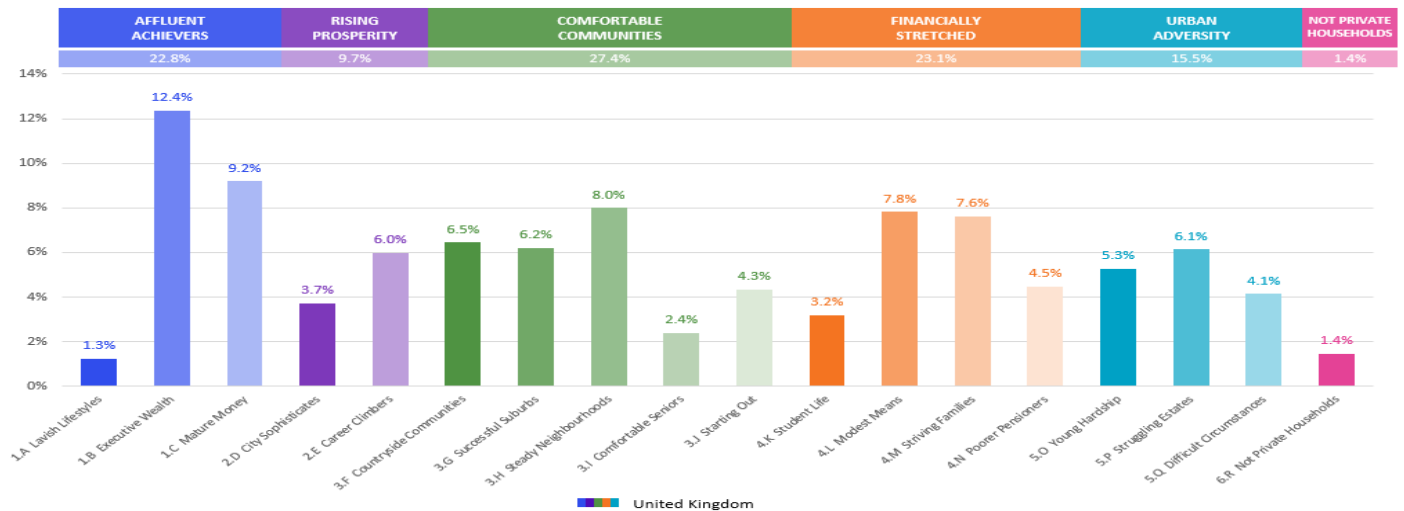
Number of beds: **4+**

12.1M UK Adults 22.8% of UK

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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