

CGA LICENCED PREMISES

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Area: P04470_Castle, Shotton, CH5 1HL (1 Mile cor
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	53.2	81.7	65			
Proprietary Club	1	5.9	7.3	81			
Registered Club	4	23.6	28.2	84			
Restaurant	2	11.8	32.1	37			
Residential	0	0.0	2.7	0			

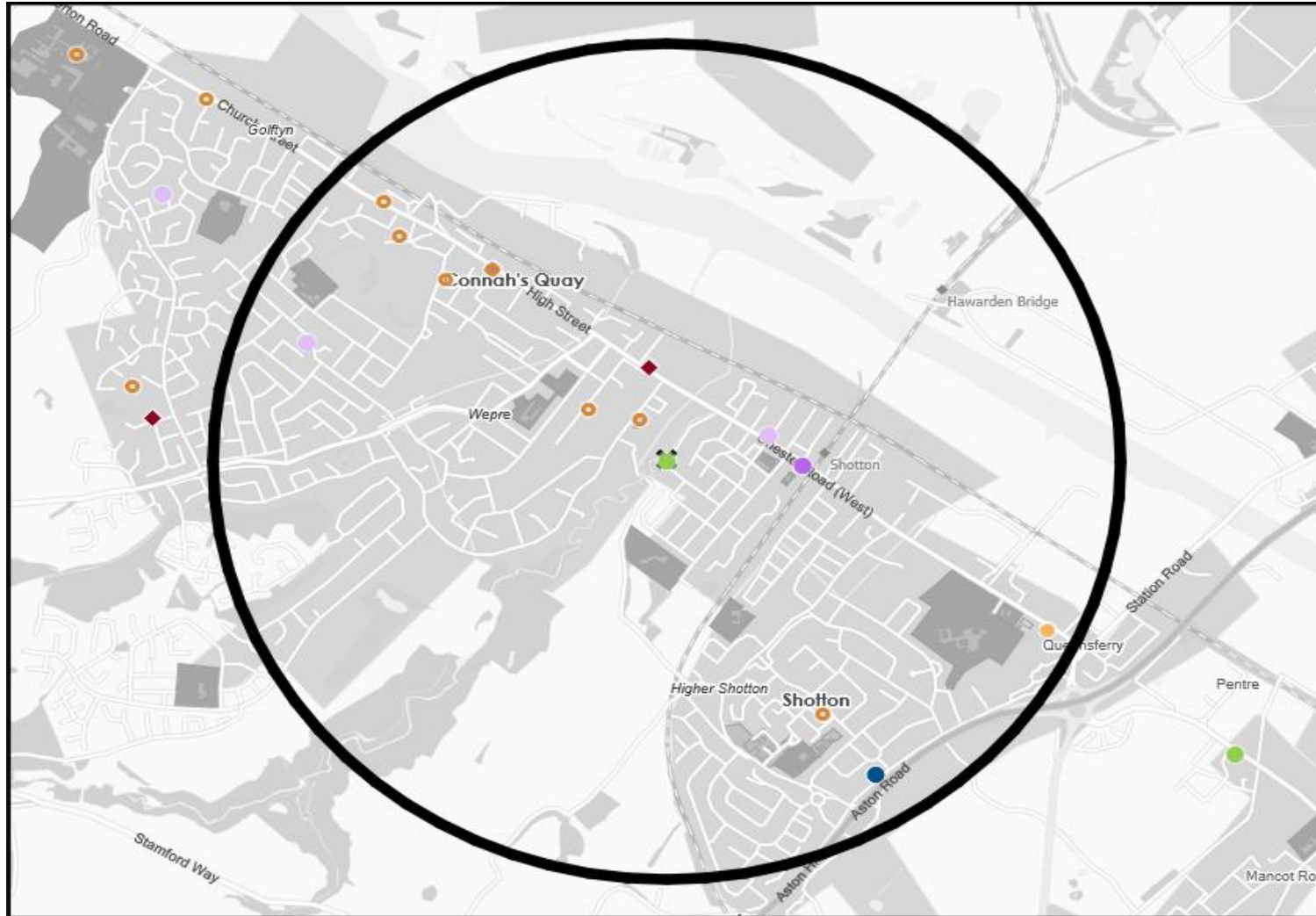
Name	Description	License Type	Owner Name	Postcode
Clwyd Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CH 5 1BY
Red Hall Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CH 5 4SX
Central Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CH 5 1BX
Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CH 5 1HL
Melrose Inn	Independent Free	Pubs & Full On	Independent Free	CH 5 1LR
Plough Inn	Marston's	Pubs & Full On	Marston's	CH 5 1TJ
Fairfield Masonic Hall	Independent Free	Registered Club	Independent Free	CH 5 4AD
Ship Inn	Unknown	Pubs & Full On	Unknown	CH 5 4DJ
Boathouse Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CH 5 4DD
Connahs Quay Cricket Club	Independent Free	Registered Club	Independent Free	CH 5 4PN
Civic Hall	Independent Free	Pubs & Full On	Independent Free	CH 5 4HA
Connahs Quay Labour Club	Independent Free	Registered Club	Independent Free	CH 5 4PJ
Deeside Royal Naval Club	Independent Free	Registered Club	Independent Free	CH 5 4SA
Deeside Leisure Centre	Independent Free	Proprietary Club	Independent Free	CH 5 1SA
Zari	Independent Free	Restaurant	Independent Free	CH 5 4DJ
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	CH 5 1SA

MAP OF AREA

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Source: OS Open Data 2018

Area: P04470_Castle, Shotton, CH5 1HL (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: P04470_Castle, Shotton, CH5 1HL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	681	9.1	22.1	41		
 2 Rising Prosperity	0	0.0	10.2	0		
 3 Comfortable Communities	2,987	40.1	26.5	151		
 4 Financially Stretched	2,836	38.1	23.7	161		
 5 Urban Adversity	920	12.3	17.2	72		
 6 Not Private Households	29	0.4	0.3	113		
 Graph						
Total households	7,453					

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: P04470_Castle, Shotton, CH5 1HL (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	148	2.0	11.3	18			
1.C Mature Money	533	7.2	9.6	74			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
3. Comfortable Communities							
3.F Countryside Communities	425	5.7	5.7	99			
3.G Successful Suburbs	708	9.5	6.0	160			
3.H Steady Neighbourhoods	1,106	14.8	7.4	200			
3.I Comfortable Seniors	562	7.5	2.9	264			
3.J Starting Out	186	2.5	4.6	55			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,058	14.2	8.0	178			
4.M Striving Families	921	12.4	7.4	166			
4.N Poorer Pensioners	857	11.5	5.8	200			
5. Urban Adversity							
5.O Young Hardship	563	7.6	6.3	121			
5.P Struggling Estates	248	3.3	5.7	58			
5.Q Difficult Circumstances	109	1.5	5.2	28			
6. Not Private Households							
6.R Not Private Households	29	0.4	0.3	113			
Total households	7,453						

Acorn Group Pen Portrait

5 Q Difficult Circumstances
2.3M UK Adults
4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P04470_Castle, Shotton, CH5 1HL (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
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	134	1.8	2.2	81			
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	14	0.2	1.6	12			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	39	0.5	2.8	19			
1.C.12 Retired and empty nesters	494	6.6	2.5	269			
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	0	0.0	2.0	0			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	425	5.7	3.2	178			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	680	9.1	2.7	338			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	28	0.4	2.4	15			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	961	12.9	3.5	372			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	145	1.9	2.3	83			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	562	7.5	2.4	318			
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	186	2.5	2.4	104			
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	102	1.4	1.4	95			
4.L.38 Semi-skilled workers in traditional neighbourhoods	573	7.7	2.6	292			
4.L.39 Fading owner occupied terraces	383	5.1	2.9	176			
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	18	0.2	1.6	15			
4.M.42 Struggling young families in post-war terraces	35	0.5	1.6	29			
4.M.43 Families in right-to-buy estates	554	7.4	2.0	365			
4.M.44 Post-war estates, limited means	314	4.2	2.2	194			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	107	1.4	0.8	182			
4.N.46 Elderly people in social rented flats	20	0.3	1.0	26			
4.N.47 Low income older people in smaller semis	574	7.7	2.2	345			
4.N.48 Pensioners and singles in social rented flats	156	2.1	1.7	123			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	13	0.2	2.2	8			
5.O.50 Struggling younger people in mixed tenure	366	4.9	1.8	273			
5.O.51 Young people in small, low cost terraces	184	2.5	2.3	109			
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	248	3.3	1.6	208			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	12	0.2	1.5	11			
5.Q.58 Singles and young families, some receiving benefits	20	0.3	1.8	15			
5.Q.59 Deprived areas and high-rise flats	77	1.0	2.0	52			
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	29	0.4	0.3	137			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	7,453						

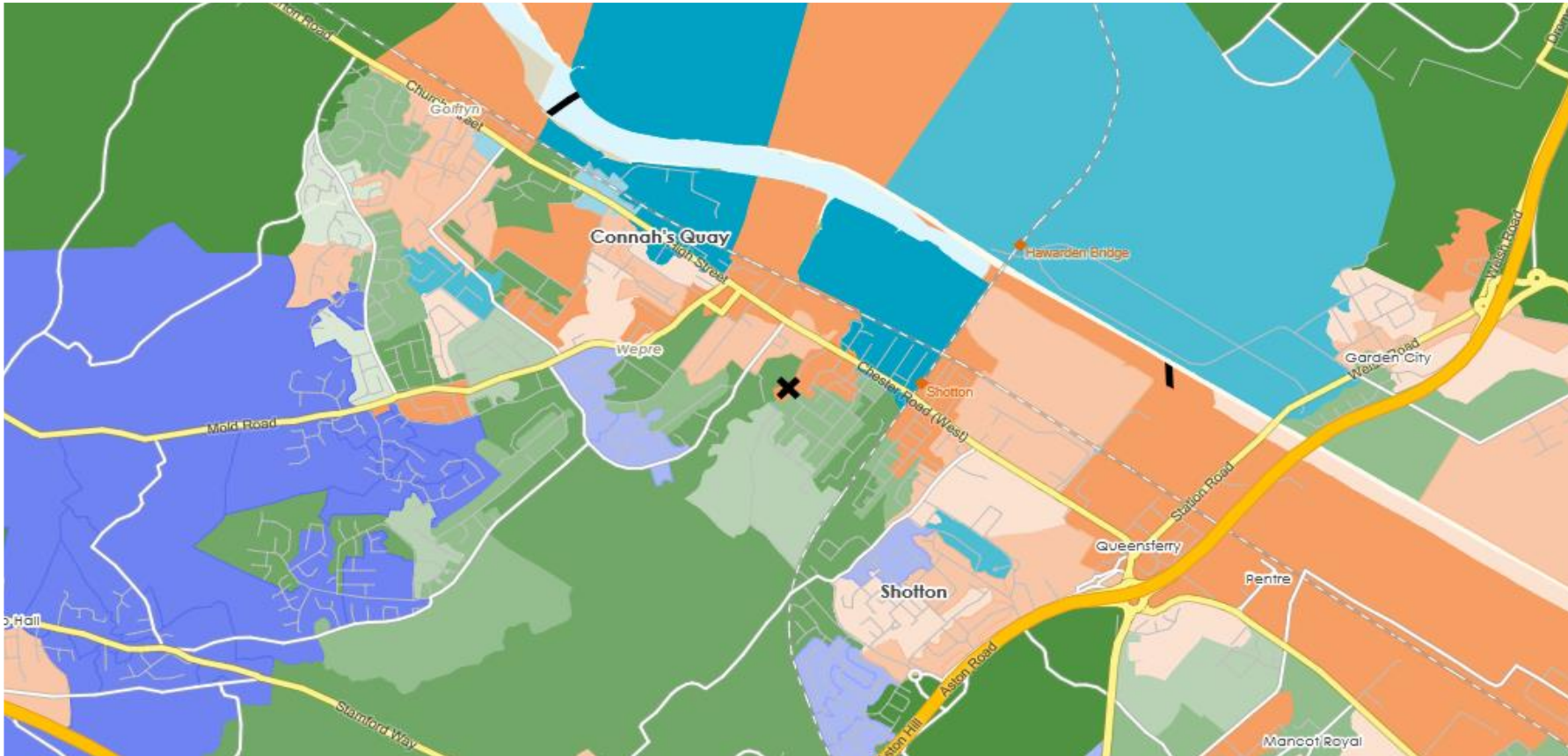
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04470_Castle, Shotton, CH5 1HL (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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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**

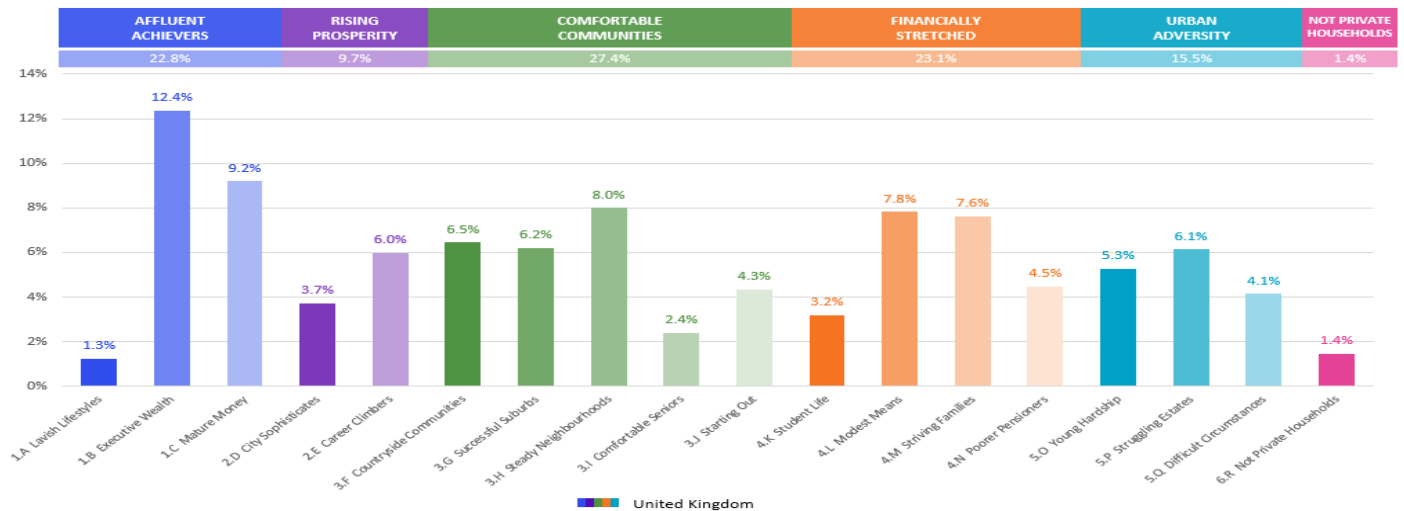
Number of beds: **4+**

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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