

CGA LICENCED PREMISES

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Area: P00974_Marina Fountain, St Leonards on Se
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	20	97.2	81.7	119			
Proprietary Club	1	4.9	7.3	67			
Registered Club	5	24.3	28.2	86			
Restaurant	12	58.3	32.1	182			
Residential	3	14.6	2.7	545			

Name	Description	License Type	Owner Name	Postcode
St Leonard	Independent Free	Pubs & Full On	Independent Free	TN37 6AN
Old England	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN37 6AJ
Hastings House	Independent Free	Residential	Independent Free	TN37 6BA
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	TN37 6DQ
Graze On Grand	Independent Free	Registered Club	Independent Free	TN37 6DN
Gurkha Chef	Independent Free	Restaurant	Independent Free	TN37 6DN
Mama Putt's African Caribbean Restaurant	Independent Free	Restaurant	Independent Free	TN37 6DU
Cinnamon Spice	Independent Free	Restaurant	Independent Free	TN37 6DU
Railway	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TN37 6EA
Royal Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TN37 6HP
Tower Hotel	Independent Free	Pubs & Full On	Independent Free	TN38 ORG
Piper	Independent Free	Pubs & Full On	Independent Free	TN37 6NH
Highlands Hotel	Independent Free	Pubs & Full On	Independent Free	TN38 OLU
Yous	Independent Free	Pubs & Full On	Independent Free	TN38 OAA
Hastings & St Leonards Sailing Club	Independent Free	Registered Club	Independent Free	TN38 OBE
Royal Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	TN38 OBD
Fountain	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN38 OBY
Pasta Pasta	Independent Free	Restaurant	Independent Free	TN38 ODD
Tandoori Ghor Restaurant	Independent Free	Restaurant	Independent Free	TN38 ODD
Masonic Hall	Independent Free	Registered Club	Independent Free	TN38 ODR
Half Man Half Burger	Independent Free	Restaurant	Independent Free	TN38 ODX
St Clements	Independent Free	Restaurant	Independent Free	TN38 OEB
Eagle House	Independent Free	Residential	Independent Free	TN38 OJZ
Comet	Shepherd Neame	Pubs & Full On	Shepherd Neame	TN38 8BU
Combe Haven Holiday Park	Bourne Leisure	Proprietary Club	Bourne Leisure	TN38 8BZ
Nags Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TN38 OER
St Leonards Social Club	Independent Free	Registered Club	Independent Free	TN38 8BG
Azur	Independent Free	Restaurant	Independent Free	TN38 OBU
Hot Shots	Independent Free	Registered Club	Independent Free	TN38 8BL
Bar Eight	Independent Free	Pubs & Full On	Independent Free	TN38 ODX
Hoxley	Independent Free	Restaurant	Independent Free	TN37 6LU
Bo-Peep	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TN38 OAA
Fortes	Independent Free	Restaurant	Independent Free	TN37 6BZ
Cloudesley	Independent Free	Residential	Independent Free	TN37 6JN
Forbidden Fruit	Independent Free	Pubs & Full On	Independent Free	TN37 6DN
Farmyard	Independent Free	Restaurant	Independent Free	TN37 6DY
Chinese Town	Independent Free	Restaurant	Independent Free	TN37 6AJ
Baker Mamanova Gallery	Independent Free	Pubs & Full On	Independent Free	TN38 OEQ
Horse & Groom	Independent Free	Pubs & Full On	Independent Free	TN38 OEB
Loire De Da	Independent Free	Pubs & Full On	Independent Free	TN37 6NH
Goat Ledge	Independent Free	Pubs & Full On	Independent Free	TN37 6FA

MAP OF AREA

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 Source: OS Open Data 2018

Area: P00974_Marina Fountain, St Leonards on Sea, TN38 0BY (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: P00974_Marina Fountain, St Leonards on Sea, TN38 0BY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	751	7.1	22.1	32		
2 Rising Prosperity	527	5.0	10.2	49		
3 Comfortable Communities	1,967	18.6	26.5	70		
4 Financially Stretched	1,147	10.8	23.7	46		
5 Urban Adversity	6,039	57.0	17.2	331		
6 Not Private Households	167	1.6	0.3	458		
Total households				10,598		



Graph

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

15.9% of UK

Financial situation

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00974_Marina Fountain, St Leonards on Sea, TN38 0BY (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	224	2.1	11.3	19		
1.C Mature Money	527	5.0	9.6	52		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	527	5.0	6.4	78		
3. Comfortable Communities						
3.F Countryside Communities	26	0.2	5.7	4		
3.G Successful Suburbs	595	5.6	6.0	94		
3.H Steady Neighbourhoods	684	6.5	7.4	87		
3.I Comfortable Seniors	230	2.2	2.9	76		
3.J Starting Out	432	4.1	4.6	90		
4. Financially Stretched						
4.K Student Life	2	0.0	2.5	1		
4.L Modest Means	652	6.2	8.0	77		
4.M Striving Families	87	0.8	7.4	11		
4.N Poorer Pensioners	406	3.8	5.8	67		
5. Urban Adversity						
5.O Young Hardship	5,737	54.1	6.3	866		
5.P Struggling Estates	107	1.0	5.7	18		
5.Q Difficult Circumstances	195	1.8	5.2	35		
6. Not Private Households						
6.R Not Private Households	167	1.6	0.3	458		
Total households	10,598					

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 53%)
- 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%)

FINANCIAL PROFILE

- Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)
- % Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online



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

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Area: P00974_Marina Fountain, St Leonards on Sea, TN38 0BY (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

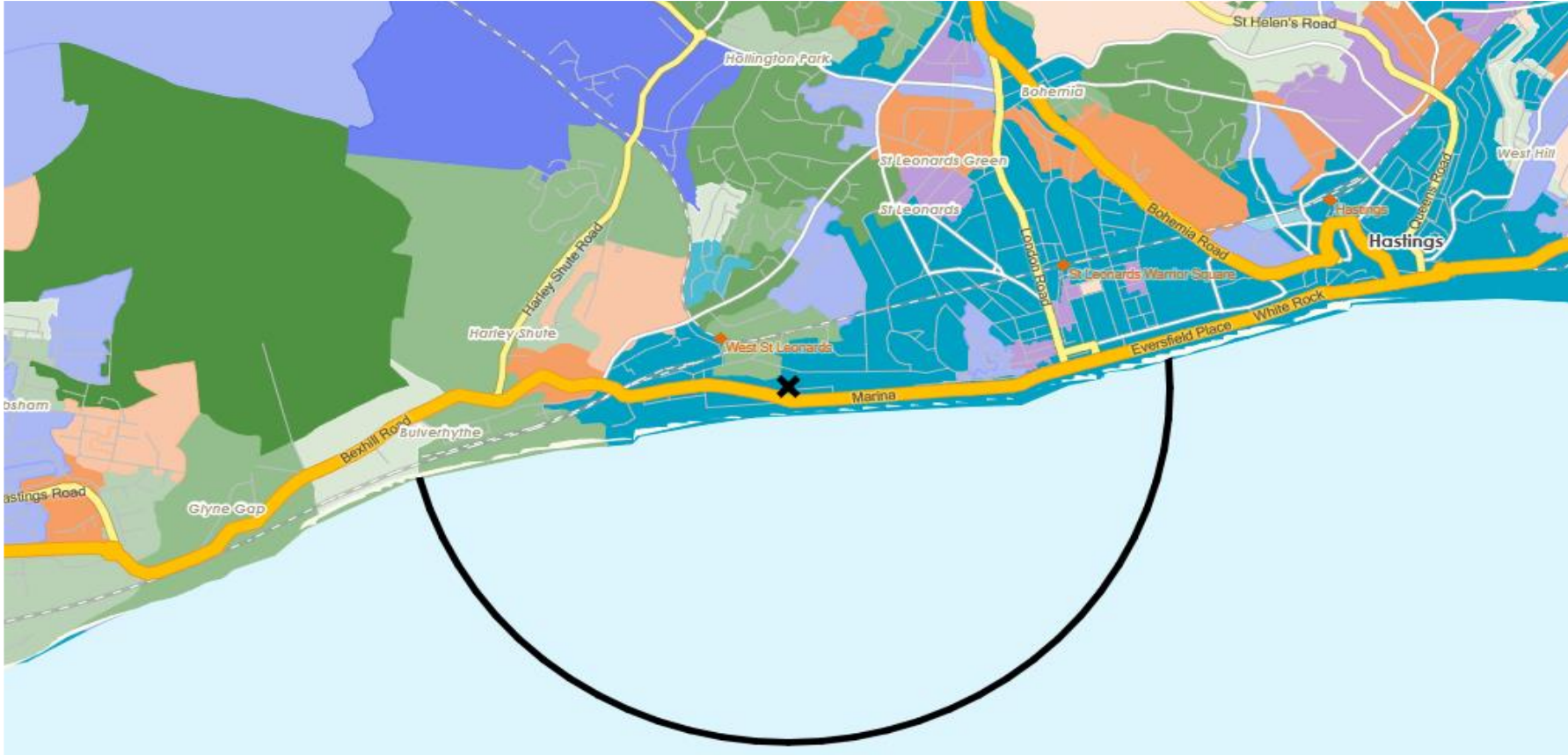
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	58	0.5	2.6	21			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	115	1.1	2.2	49			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	47	0.4	1.5	29			
1.B.9 Well-off edge of towners	4	0.0	1.6	2			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	72	0.7	2.8	24			
1.C.12 Retired and empty nesters	140	1.3	2.5	54			
1.C.13 Upmarket downsizers	315	3.0	1.3	230			
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	526	5.0	3.4	146			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	26	0.2	3.2	8			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	547	5.2	2.7	191			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	48	0.5	2.4	19			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	275	2.6	3.5	75			
3.H.28 Owner occupied terraces, average income	13	0.1	1.6	8			
3.H.29 Established suburbs, older families	396	3.7	2.3	160			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	196	1.8	2.4	78			
3.I.31 Elderly singles in purpose-built accommodation	34	0.3	0.5	66			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	135	1.3	2.2	59			
3.J.33 Smaller houses and starter homes	297	2.8	2.4	117			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	2	0.0	0.3	6			
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	459	4.3	1.4	300			
4.L.38 Semi-skilled workers in traditional neighbourhoods	176	1.7	2.6	63			
4.L.39 Fading owner occupied terraces	17	0.2	2.9	5			
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	49	0.5	1.6	28			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	38	0.4	2.2	16			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	196	1.8	1.0	179			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	210	2.0	1.7	116			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	5,204	49.1	2.2	2,246			
5.O.50 Struggling younger people in mixed tenure	380	3.6	1.8	199			
5.O.51 Young people in small, low cost terraces	153	1.4	2.3	64			
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	107	1.0	1.6	63			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	66	0.6	1.5	41			
5.Q.58 Singles and young families, some receiving benefits	1	0.0	1.8	1			
5.Q.59 Deprived areas and high-rise flats	128	1.2	2.0	61			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	16			
6.R.61 Inactive communal population	166	1.6	0.3	550			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,598						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00974_Marina Fountain, St Leonards on Sea, TN38 0BY (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		

1 Affluent Achievers

12.1M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

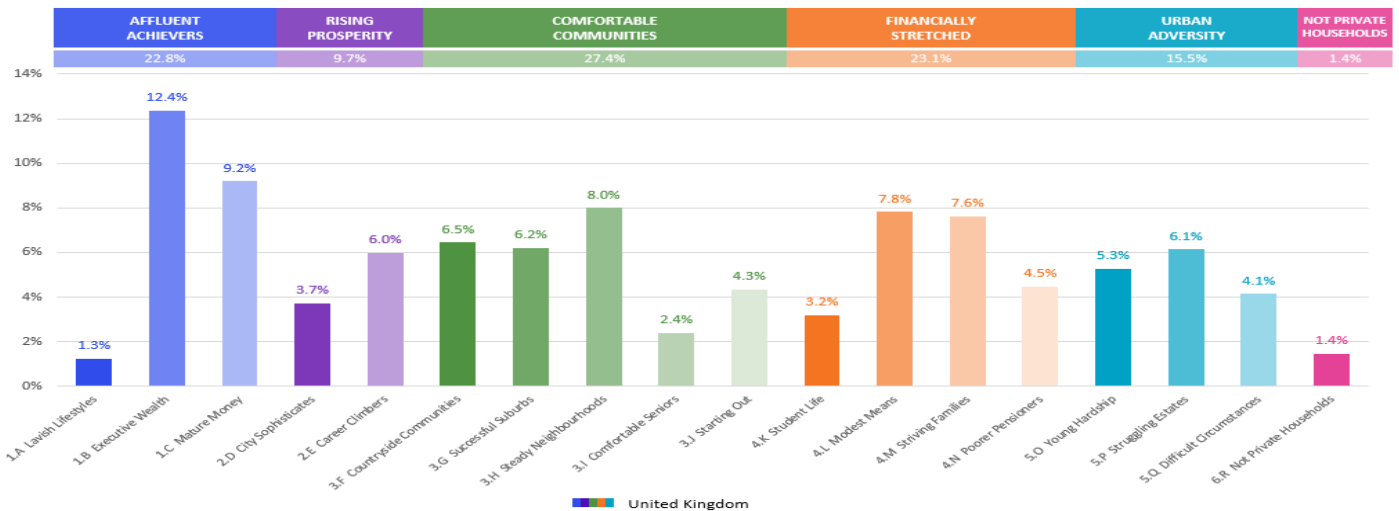
House tenure: Owned outright

Number of beds: 4+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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