

CGA LICENCED PREMISES

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Area: P04588_Boars Head, St Helens, WA9 5BT (1
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	55.4	81.7	68			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	12.3	28.2	44			
Restaurant	3	18.5	32.1	58			
Residential	1	6.2	2.7	230			

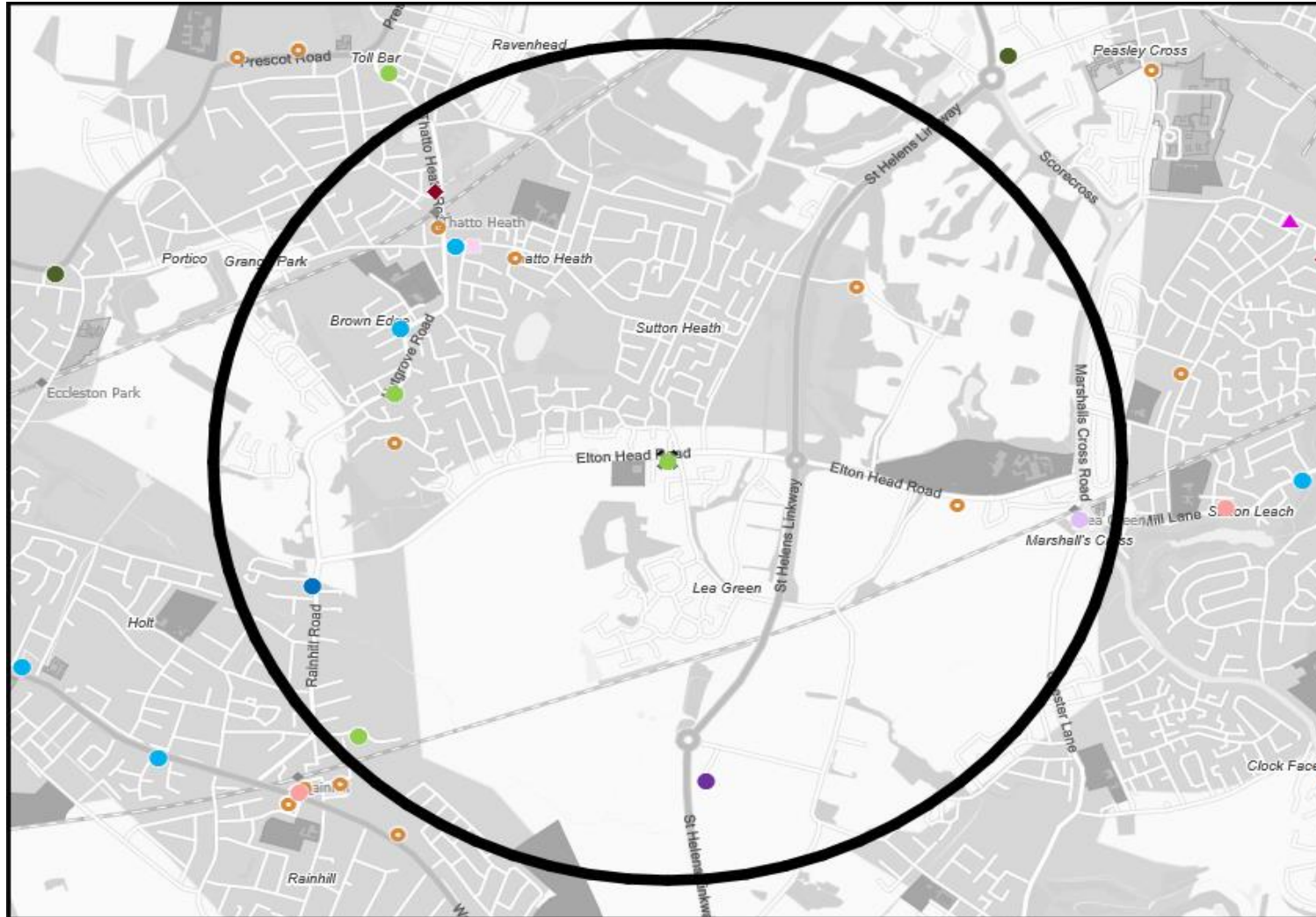
Name	Description	License Type	Owner Name	Postcode
Micklehead Green	Whitbread	Pubs & Full On	Whitbread	WA 9 4TT
Black Horse Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 35 4PF
Coach Bar & Spice Room	Admiral Taverns Ltd	Restaurant	Admiral Taverns Ltd	L 35 4NZ
Springfield Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WA10 3QU
Bull & Dog Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WA 9 4JY
Boars Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WA 9 5BT
York House	Punch Pub Company	Pubs & Full On	Punch Pub Company	WA 9 5JL
Elephant Hotel	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	WA 9 5QW
Sherdley Park Golf Club	Independent Free	Registered Club	Independent Free	WA 9 5AU
Brown Edge Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WA 9 5JR
Vine Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	WA 9 5QG
Thatto Heath Labour Club	Independent Free	Registered Club	Independent Free	WA 9 5RD
ECCT Reeve Court Retirement Village	Independent Free	Residential	Independent Free	WA 9 5ST
Park Bar & Kitchen	Independent Free	Restaurant	Independent Free	WA 9 5DE
Brothers Burgers	Independent Free	Restaurant	Independent Free	WA 9 5PE

MAP OF AREA

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Source: OS Open Data 2018

Area: P04588_Boars Head, St Helens, WA9 5BT (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: P04588_Boars Head, St Helens, WA9 5BT (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	930	13.4	22.1	61		
 2 Rising Prosperity	222	3.2	10.2	31		
 3 Comfortable Communities	1,976	28.5	26.5	108		
 4 Financially Stretched	1,910	27.6	23.7	116		
 5 Urban Adversity	1,854	26.8	17.2	156		
 6 Not Private Households	34	0.5	0.3	143		
 Graph						
Total households	6,926					

Acorn Category Pen Portrait

6 Not Private Households
790k UK Adults
1.5% 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.

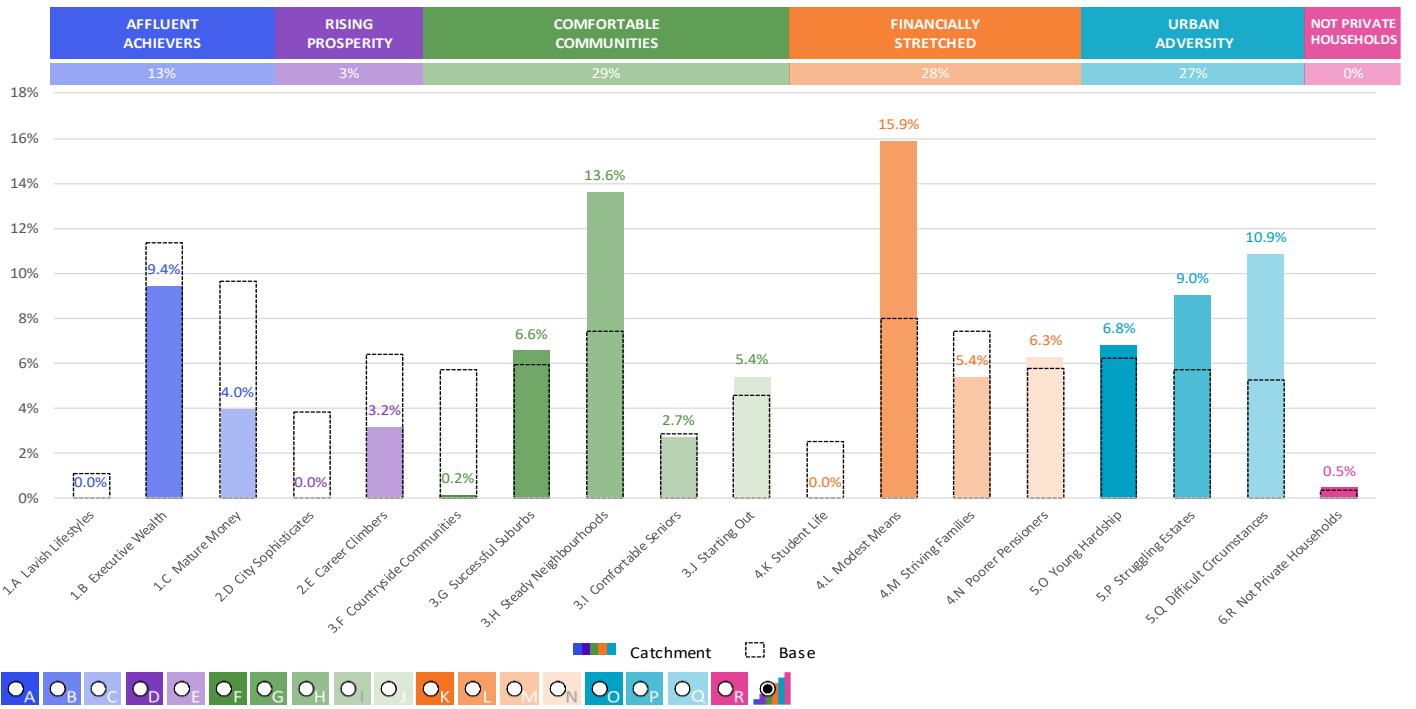
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04588_Boars Head, St Helens, WA9 5BT (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	[Bar]	
1.B Executive Wealth	653	9.4	11.3	83	[Bar]	
1.C Mature Money	277	4.0	9.6	41	[Bar]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar]	
2.E Career Climbers	222	3.2	6.4	50	[Bar]	
3. Comfortable Communities						
3.F Countryside Communities	12	0.2	5.7	3	[Bar]	
3.G Successful Suburbs	455	6.6	6.0	110	[Bar]	
3.H Steady Neighbourhoods	943	13.6	7.4	184	[Bar]	
3.I Comfortable Seniors	190	2.7	2.9	96	[Bar]	
3.J Starting Out	376	5.4	4.6	119	[Bar]	
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0	[Bar]	
4.L Modest Means	1,100	15.9	8.0	199	[Bar]	
4.M Striving Families	375	5.4	7.4	73	[Bar]	
4.N Poorer Pensioners	435	6.3	5.8	109	[Bar]	
5. Urban Adversity						
5.O Young Hardship	474	6.8	6.3	109	[Bar]	
5.P Struggling Estates	626	9.0	5.7	159	[Bar]	
5.Q Difficult Circumstances	754	10.9	5.2	208	[Bar]	
6. Not Private Households						
6.R Not Private Households	34	0.5	0.3	143	[Bar]	
Total households	6,926					

Acorn Group Graph



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

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Area: P04588_Boars Head, St Helens, WA9 5BT (1 Mile contour)
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 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	22	0.3	2.6	12			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	371	5.4	2.2	241			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	15	0.2	1.5	14			
1.B.9 Well-off edge of towners	245	3.5	1.6	220			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	264	3.8	2.8	135			
1.C.12 Retired and empty nesters	13	0.2	2.5	8			
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	222	3.2	2.0	162			
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	12	0.2	3.2	5			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	360	5.2	2.7	193			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	95	1.4	2.4	57			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	710	10.3	3.5	296			
3.H.28 Owner occupied terraces, average income	16	0.2	1.6	14			
3.H.29 Established suburbs, older families	217	3.1	2.3	134			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	190	2.7	2.4	116			
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	7	0.1	2.2	5			
3.J.33 Smaller houses and starter homes	369	5.3	2.4	222			
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	21	0.3	1.4	21			
4.L.38 Semi-skilled workers in traditional neighbourhoods	515	7.4	2.6	283			
4.L.39 Fading owner occupied terraces	564	8.1	2.9	279			
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	166	2.4	1.6	146			
4.M.43 Families in right-to-buy estates	23	0.3	2.0	16			
4.M.44 Post-war estates, limited means	186	2.7	2.2	123			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	36	0.5	0.8	66			
4.N.46 Elderly people in social rented flats	202	2.9	1.0	283			
4.N.47 Low income older people in smaller semis	105	1.5	2.2	68			
4.N.48 Pensioners and singles in social rented flats	92	1.3	1.7	78			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	83	1.2	1.8	67			
5.O.51 Young people in small, low cost terraces	391	5.6	2.3	249			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	363	5.2	1.6	336			
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	263	3.8	1.6	237			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	252	3.6	1.5	241			
5.Q.58 Singles and young families, some receiving benefits	360	5.2	1.8	295			
5.Q.59 Deprived areas and high-rise flats	142	2.1	2.0	104			
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	34	0.5	0.3	172			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,926						

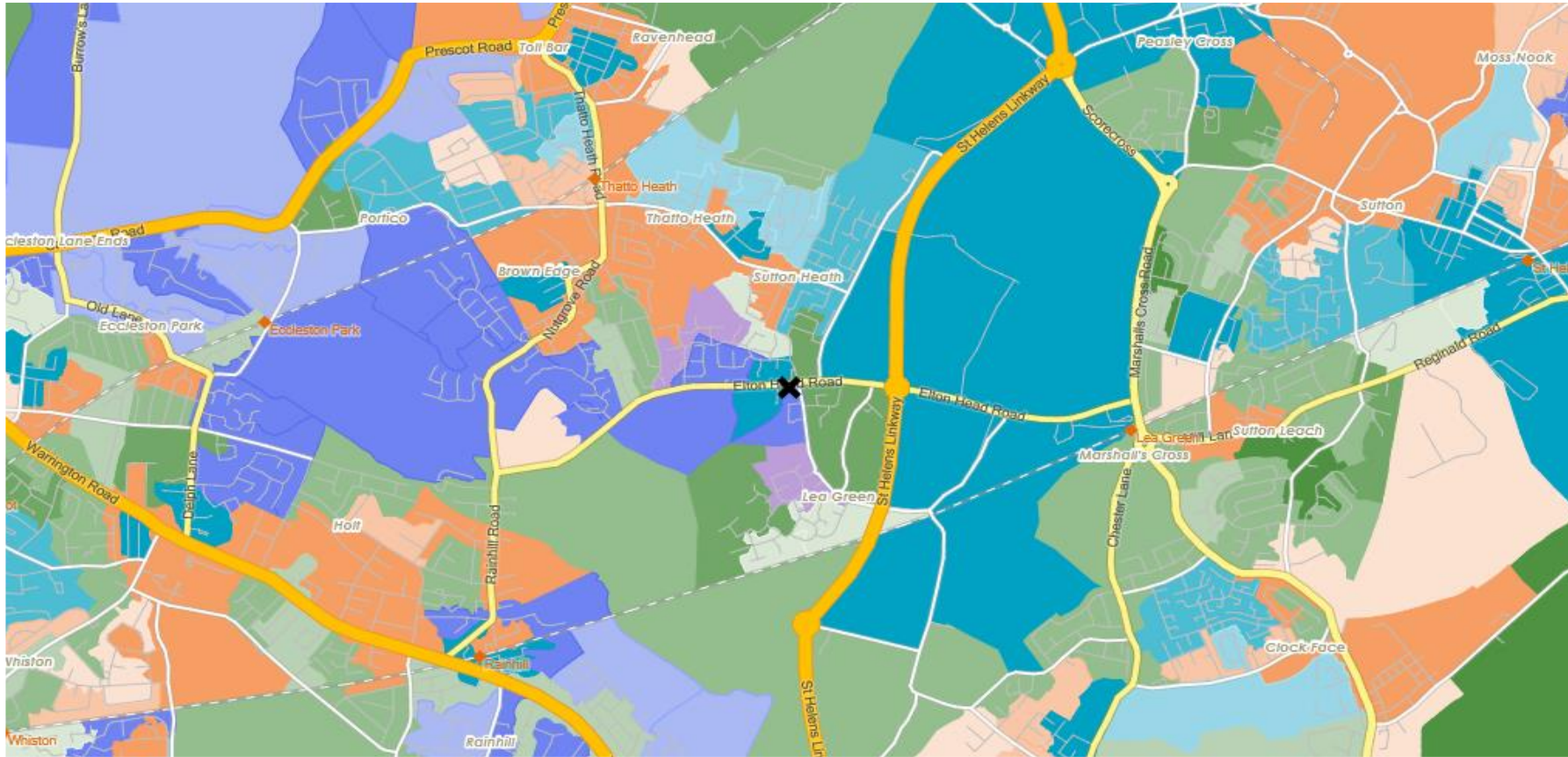
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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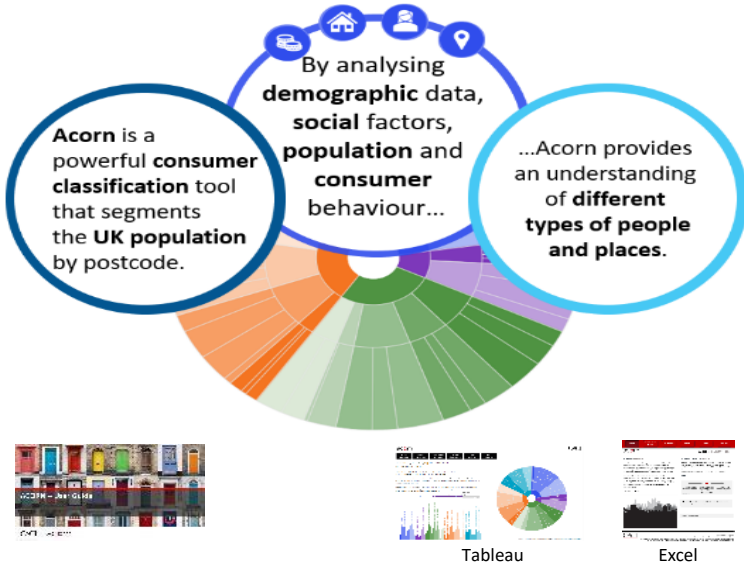
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

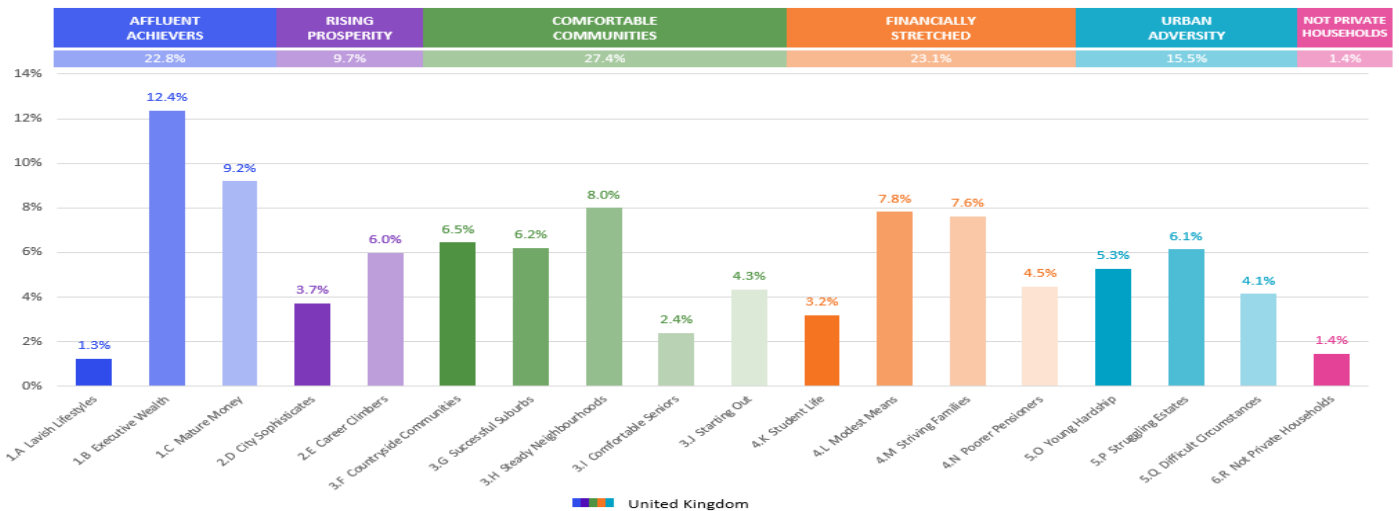
House tenure: Owned outright

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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