

# CGA LICENCED PREMISES

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Area: P04583\_Bar Eighteen, Morecambe, LA4 5EL  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	133.3	81.7	<b>163</b>			
Proprietary Club	5	20.8	7.3	<b>286</b>			
Registered Club	5	20.8	28.2	74			
Restaurant	6	25.0	32.1	78			
Residential	7	29.2	2.7	<b>1090</b>			

Name	Description	License Type	Owner Name	Postcode
Station Promenade	Greene King	Pubs & Full On	Greene King	LA 4 4DB
Midland Hotel	Inn Collection Group	Pubs & Full On	Inn Collection Group	LA 4 4BU
Berkeley Hotel	Independent Free	Residential	Independent Free	LA 3 1BZ
Balmoral Hotel	Independent Free	Residential	Independent Free	LA 3 1BZ
Exchange	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LA 3 1QQ
Morecambe & Heysham Constitutional	Independent Free	Registered Club	Independent Free	LA 3 1RH
Regent Bay Holiday Park	Parkdean	Proprietary Club	Parkdean	LA 3 3DF
Masons	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LA 4 5EG
York Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LA 4 5QH
Safron Restaurant	Independent Free	Restaurant	Independent Free	LA 4 4AR
No.9	Independent Free	Restaurant	Independent Free	LA 4 4AR
Bath Hotel	Unknown	Pubs & Full On	Unknown	LA 4 4AU
Royal Hotel	Independent Free	Pubs & Full On	Independent Free	LA 4 4BJ
Kings Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 4 4BJ
Sea Crest Hotel	Independent Free	Residential	Independent Free	LA 4 4DJ
Clarendon Hotel	Independent Free	Pubs & Full On	Independent Free	LA 4 4EP
Cavern	Independent Free	Pubs & Full On	Independent Free	LA 4 4HA
Morecambe Hotel	Unknown	Pubs & Full On	Unknown	LA 4 5HX
Morecambe Cricket Club	Independent Free	Registered Club	Independent Free	LA 4 4NL
William Mitchell	Punch Pub Company	Pubs & Full On	Punch Pub Company	LA 4 4TG
Globe Arena	Independent Free	Registered Club	Independent Free	LA 4 4TB
Trippell Sports & Social Club	Independent Free	Registered Club	Independent Free	LA 4 4UP
Morecambe Bay Hotel	Independent Free	Residential	Independent Free	LA 4 5AA
Lothersdale Hotel	Independent Free	Pubs & Full On	Independent Free	LA 4 5AA
Aukland Hotel	Independent Free	Residential	Independent Free	LA 4 5AA
Beach Mount Hotel	Independent Free	Residential	Independent Free	LA 4 5AN
Strathmore Hotel	Shearings Hotels	Pubs & Full On	CHG (Coach Holidays Group)	LA 4 5AP
Shipping Lanes	Independent Free	Residential	Independent Free	LA 4 5AQ
Morecambe & Heysham Yacht Club	Independent Free	Registered Club	Independent Free	LA 4 5AS
Crown Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LA 4 4BJ
Honey Tree	Independent Free	Pubs & Full On	Independent Free	LA 4 5BY
Pier Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	LA 4 5BY
Palatine	C2 Investment	Pubs & Full On	C2 Investment	LA 4 5BZ
Chieftan Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	LA 4 5DZ
Joiners Arms	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	LA 4 5EQ
Lord Nelson	Independent Free	Pubs & Full On	Independent Free	LA 4 5EF
Bar Eighteen 66	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	LA 4 5EL
Bull	Amber Taverns	Pubs & Full On	Amber Taverns	LA 4 5ES
Smugglers Den	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	LA 4 5HB
Smokey OConnor's	Independent Free	Pubs & Full On	Independent Free	LA 4 5HF
New Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	LA 4 5PZ
County Snooker Club	Independent Free	Proprietary Club	Independent Free	LA 4 5QL
Blue Mountain Restaurant And Bar	Independent Free	Pubs & Full On	Independent Free	LA 4 6AB
Morecambe Winter Gardens	Independent Free	Pubs & Full On	Independent Free	LA 4 4BU
Boardwalk	Independent Free	Pubs & Full On	Independent Free	LA 4 4DQ
Regent Park Cafe	Independent Free	Restaurant	Independent Free	LA 4 4QY
Venture Caravan Park	Independent Free	Proprietary Club	Independent Free	LA 4 4TQ
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	LA 4 5AW
Eric Bartholomew	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	LA 4 5DD
Platform	Independent Free	Pubs & Full On	Independent Free	LA 4 4DB
Black Stone Grill & Thai Restaurant	Independent Free	Restaurant	Independent Free	LA 4 5BX
Hurley Flyer	Marston's	Pubs & Full On	Marston's	LA 4 4TB
Lamico	Independent Free	Restaurant	Independent Free	LA 4 5BY

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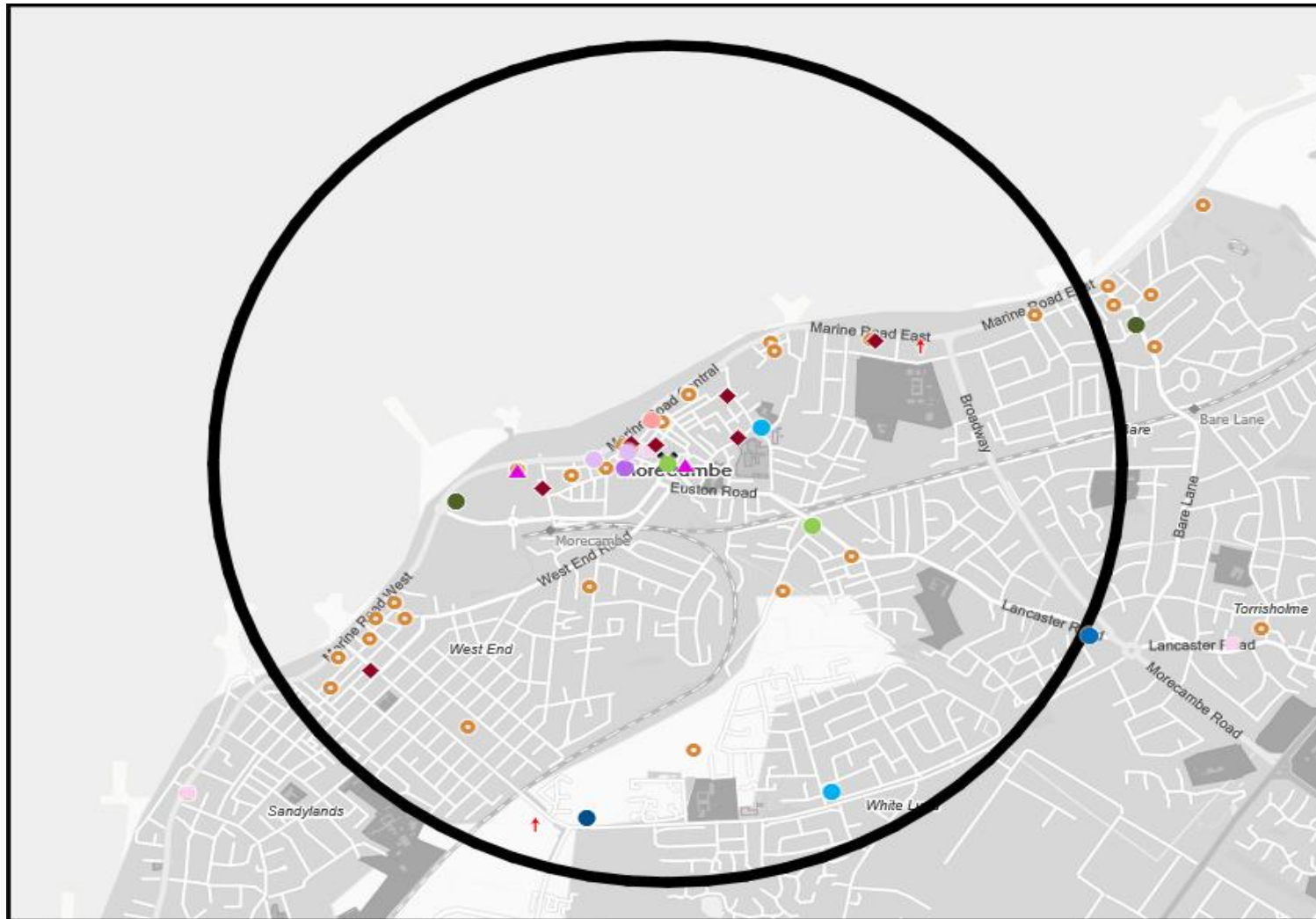
Name	Description	License Type	Owner Name	Postcode
Soul Bowl	Independent Free	Proprietary Club	Independent Free	LA 4 4BU
Go Burrito	Independent Free	Restaurant	Independent Free	LA 4 5DW

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04583\_Bar Eighteen, Morecambe, LA4 5EL (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:** P04583\_Bar Eighteen, Morecambe, LA4 5EL (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	528	4.9	22.1	22		
2 Rising Prosperity	11	0.1	10.2	1		
3 Comfortable Communities	3,913	36.3	26.5	137		
4 Financially Stretched	2,473	23.0	23.7	97		
5 Urban Adversity	3,741	34.7	17.2	202		
6 Not Private Households	100	0.9	0.3	270		
<b>Total households</b>		<b>10,766</b>				

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

Running into debt ← → Saving a lot

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: P04583\_Bar Eighteen, Morecambe, LA4 5EL (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	17	0.2	11.3	1			
1.C Mature Money	511	4.7	9.6	49			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	11	0.1	6.4	2			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	3	0.0	5.7	0			
3.G Successful Suburbs	86	0.8	6.0	13			
3.H Steady Neighbourhoods	2,161	20.1	7.4	271			
3.I Comfortable Seniors	1,487	13.8	2.9	483			
3.J Starting Out	176	1.6	4.6	36			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,383	12.8	8.0	161			
4.M Striving Families	542	5.0	7.4	68			
4.N Poorer Pensioners	548	5.1	5.8	88			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,934	27.3	6.3	436			
5.P Struggling Estates	279	2.6	5.7	45			
5.Q Difficult Circumstances	528	4.9	5.2	94			
<b>6. Not Private Households</b>							
6.R Not Private Households	100	0.9	0.3	270			
<b>Total households</b>	<b>10,766</b>						

Acorn Group 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.



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

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 Base: Great Britain  
 Year: 2023

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
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	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	17	0.2	1.5	10			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	11	0.1	3.1	3			
1.C.11 Settled suburbia, older people	331	3.1	2.8	109			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	169	1.6	1.3	121			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	11	0.1	2.0	5			
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			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	3	0.0	3.2	1			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	68	0.6	2.7	23			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	18	0.2	2.4	7			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	2,023	18.8	3.5	542			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	138	1.3	2.3	55			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	1,401	13.0	2.4	549			
3.I.31 Elderly singles in purpose-built accommodation	86	0.8	0.5	164			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	176	1.6	2.4	68			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	294	2.7	1.4	189			
4.L.38 Semi-skilled workers in traditional neighbourhoods	681	6.3	2.6	241			
4.L.39 Fading owner occupied terraces	408	3.8	2.9	130			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	203	1.9	1.6	115			
4.M.43 Families in right-to-buy estates	141	1.3	2.0	64			
4.M.44 Post-war estates, limited means	198	1.8	2.2	85			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	56	0.5	0.8	66			
4.N.46 Elderly people in social rented flats	212	2.0	1.0	191			
4.N.47 Low income older people in smaller semis	108	1.0	2.2	45			
4.N.48 Pensioners and singles in social rented flats	172	1.6	1.7	94			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	826	7.7	2.2	351			
5.O.50 Struggling younger people in mixed tenure	1,224	11.4	1.8	632			
5.O.51 Young people in small, low cost terraces	884	8.2	2.3	363			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	201	1.9	1.6	120			
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	78	0.7	1.6	45			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	52	0.5	1.5	32			
5.Q.58 Singles and young families, some receiving benefits	395	3.7	1.8	208			
5.Q.59 Deprived areas and high-rise flats	81	0.8	2.0	38			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	100	0.9	0.3	326			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,766</b>						

# 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

Age range  
**55+**

Financial situation  
Running into debt ↔ Saving a lot

Children at home  
**0**

12.1M UK Adults      22.8% of UK

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

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