

# CGA LICENCED PREMISES

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Area: P01060\_Nelson, Christchurch, BH23 3NJ (1 N  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	64.9	81.7	79			
Proprietary Club	1	8.1	7.3	<b>111</b>			
Registered Club	3	24.3	28.2	86			
Restaurant	2	16.2	32.1	51			
Residential	0	0.0	2.7	0			

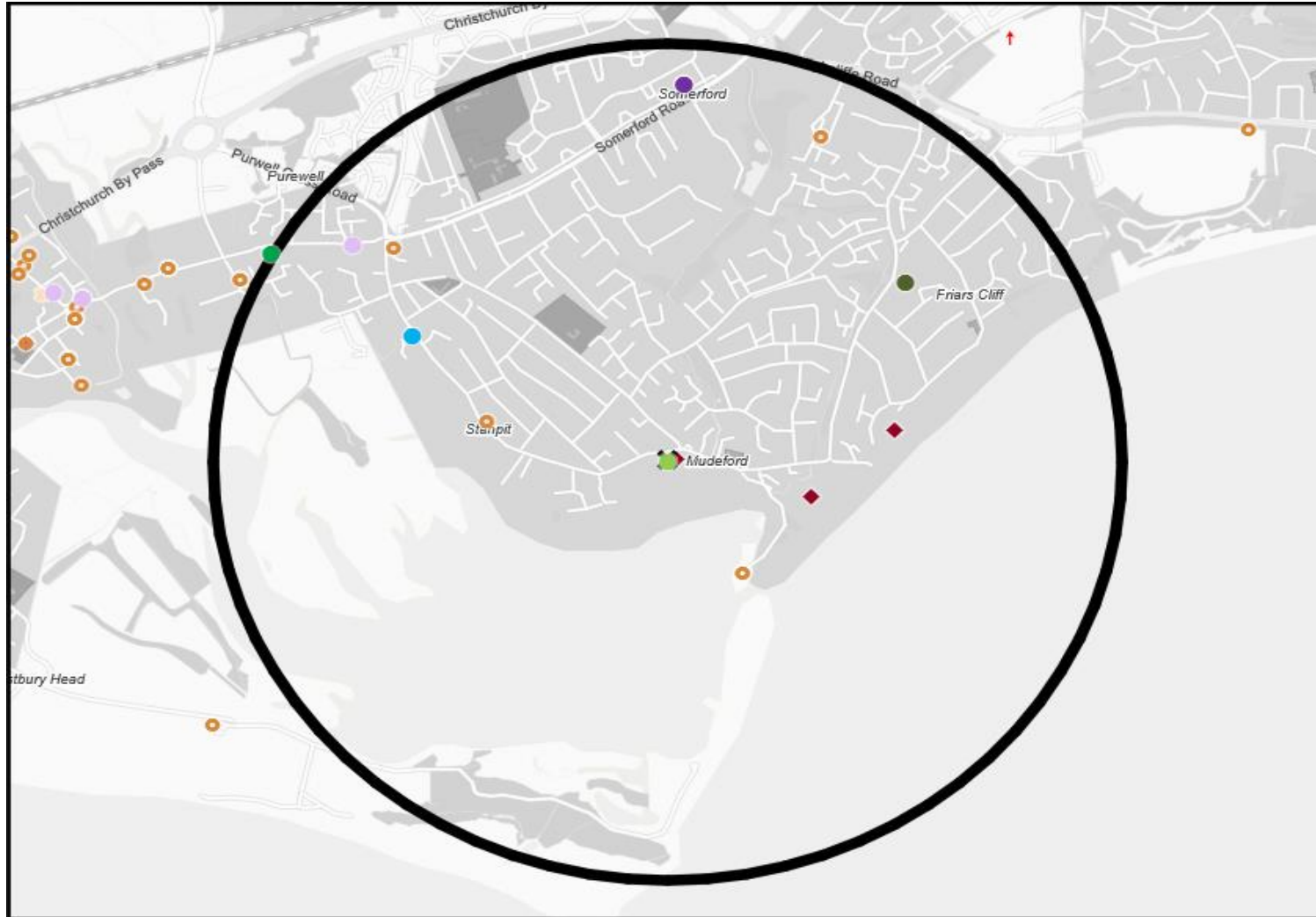
Name	Description	License Type	Owner Name	Postcode
Rising Sun	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BH23 1EJ
Sandpiper	Greene King	Pubs & Full On	Greene King	BH23 4DN
Mudeford Working Mens Club	Independent Free	Registered Club	Independent Free	BH23 3LY
Nelson Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BH23 3NJ
Harbour Hotel	Bond Street Estates	Pubs & Full On	Bond Street Estates	BH23 3NT
Somerford Hotel	Whitbread	Pubs & Full On	Whitbread	BH23 3QG
Ship In Distress	Punch Pub Company	Pubs & Full On	Punch Pub Company	BH23 3NA
Haven House Inn	Independent Free	Restaurant	Independent Free	BH23 4AB
Sandhills Holiday Village	Unknown	Proprietary Club	Unknown	BH23 4AL
Highcliffe Sailing Club	Independent Free	Registered Club	Independent Free	BH23 4AB
Kashmir Indian Tandoori Restaurant	Independent Free	Restaurant	Independent Free	BH23 3LR
East Christchurch Sports & Social Club	Independent Free	Registered Club	Independent Free	BH23 4JD
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	BH23 3QG
Avon Beach Cafe	Unknown	Pubs & Full On	Unknown	BH23 4AN

# MAP OF AREA

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Source: OS Open Data 2018

Area: P01060\_Nelson, Christchurch, BH23 3NJ (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:** P01060\_Nelson, Christchurch, BH23 3NJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,276	40.1	22.1	181		
2 Rising Prosperity	122	2.1	10.2	21		
3 Comfortable Communities	1,574	27.7	26.5	105		
4 Financially Stretched	1,191	21.0	23.7	88		
5 Urban Adversity	495	8.7	17.2	51		
6 Not Private Households	24	0.4	0.3	123		
Graph						
<b>Total households</b>	<b>5,682</b>					

### 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

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 Groups within Category 4: Financially Stretched**

- K Student Life    13%
- L Modest Means    34%
- M Striving Families    34%
- N Poorer Pensioners    20%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01060\_Nelson, Christchurch, BH23 3NJ (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	63	1.1	1.1	101		
1.B Executive Wealth	653	11.5	11.3	101		
1.C Mature Money	1,560	27.5	9.6	285		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	122	2.1	6.4	34		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	46	0.8	5.7	14		
3.G Successful Suburbs	689	12.1	6.0	204		
3.H Steady Neighbourhoods	138	2.4	7.4	33		
3.I Comfortable Seniors	395	7.0	2.9	243		
3.J Starting Out	306	5.4	4.6	118		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	341	6.0	8.0	75		
4.M Striving Families	529	9.3	7.4	125		
4.N Poorer Pensioners	321	5.6	5.8	98		
<b>5. Urban Adversity</b>						
5.O Young Hardship	26	0.5	6.3	7		
5.P Struggling Estates	51	0.9	5.7	16		
5.Q Difficult Circumstances	418	7.4	5.2	140		
<b>6. Not Private Households</b>						
6.R Not Private Households	24	0.4	0.3	123		
<b>Total households</b>	<b>5,682</b>					

Acorn Group Pen Portrait

3 F Countryside Communities
3.4M UK Adults
6.4% of UK

Older people with leisure interests reflecting rural locations. These are areas of the lowest population densities in the country, ranging from remote farming areas to smaller villages and housing on the outskirts of smaller towns.

**CORE DEMOGRAPHICS**

Age range <b>55-74</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

**FINANCIAL PROFILE**

Household income UK: <b>£42k</b> London: n/a Average: £40k    Average: £46k	% Disposable income UK: <b>51%</b> London: n/a Average: 43%    Average: 29%	Financial situation Running into debt    Saving a lot
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**BRANDS**

SHOPPING: LAKELAND, Spencers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

WEBSITES: ebay, Money Super Market, M&S, GOV.UK

**DIGITAL ATTITUDES**

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **62%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

**TOP BEHAVIOURS**

- Research sportswear or equipment online
- Buy domestic appliances online
- Wait until tech becomes cheaper before purchasing



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

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Area: P01060\_Nelson, Christchurch, BH23 3NJ (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
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	3	0.1	0.1	52			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	60	1.1	0.9	123			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	481	8.5	2.6	320			
1.B.5 Wealthy countryside commuters	58	1.0	2.5	41			
1.B.6 Financially comfortable families	34	0.6	2.2	27			
1.B.7 Affluent professionals	53	0.9	0.9	109			
1.B.8 Prosperous suburban families	9	0.2	1.5	10			
1.B.9 Well-off edge of towners	18	0.3	1.6	20			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	167	2.9	3.1	96			
1.C.11 Settled suburbia, older people	120	2.1	2.8	75			
1.C.12 Retired and empty nesters	962	16.9	2.5	687			
1.C.13 Upmarket downsizers	311	5.5	1.3	423			
<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	62	1.1	2.0	55			
2.E.19 First time buyers in small, modern homes	60	1.1	3.4	31			
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	46	0.8	3.2	25			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	182	3.2	2.7	119			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	507	8.9	2.4	368			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	46	0.8	3.5	23			
3.H.28 Owner occupied terraces, average income	5	0.1	1.6	5			
3.H.29 Established suburbs, older families	87	1.5	2.3	65			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	314	5.5	2.4	233			
3.I.31 Elderly singles in purpose-built accommodation	81	1.4	0.5	294			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	54	1.0	2.2	44			
3.J.33 Smaller houses and starter homes	252	4.4	2.4	185			
<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	87	1.5	1.4	106			
4.L.38 Semi-skilled workers in traditional neighbourhoods	188	3.3	2.6	126			
4.L.39 Fading owner occupied terraces	66	1.2	2.9	40			
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	197	3.5	1.6	217			
4.M.42 Struggling young families in post-war terraces	254	4.5	1.6	273			
4.M.43 Families in right-to-buy estates	48	0.8	2.0	41			
4.M.44 Post-war estates, limited means	30	0.5	2.2	24			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	31	0.5	0.8	69			
4.N.46 Elderly people in social rented flats	61	1.1	1.0	104			
4.N.47 Low income older people in smaller semis	96	1.7	2.2	76			
4.N.48 Pensioners and singles in social rented flats	133	2.3	1.7	137			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
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	26	0.5	1.8	25			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
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	51	0.9	1.6	56			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	339	6.0	1.5	396			
5.Q.58 Singles and young families, some receiving benefits	42	0.7	1.8	42			
5.Q.59 Deprived areas and high-rise flats	37	0.7	2.0	33			
<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	24	0.4	0.3	148			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,682</b>						

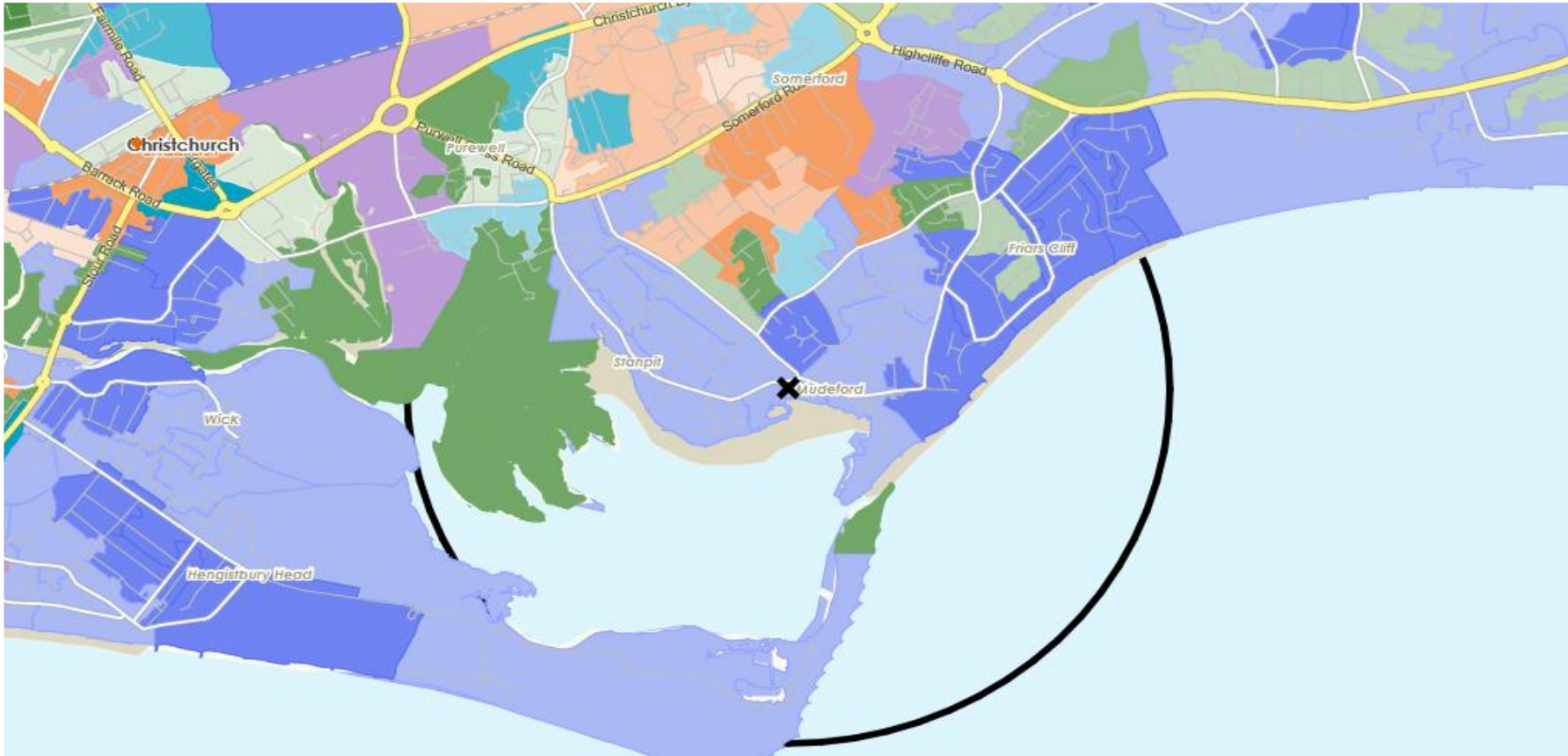
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01060\_Nelson, Christchurch, BH23 3NJ (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

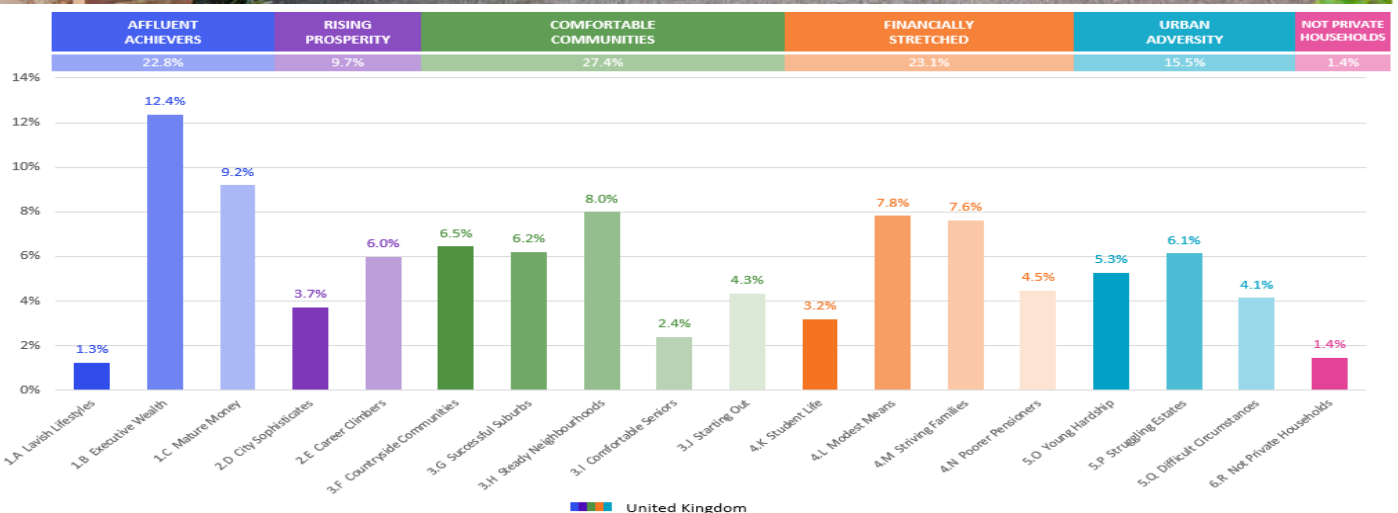
House tenure: Owned outright

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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