

# CGA LICENCED PREMISES

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Area: P03616\_Crown, Littlehampton, BN17 5EG (1)  
 Base: Great Britain  
 Year: 2023

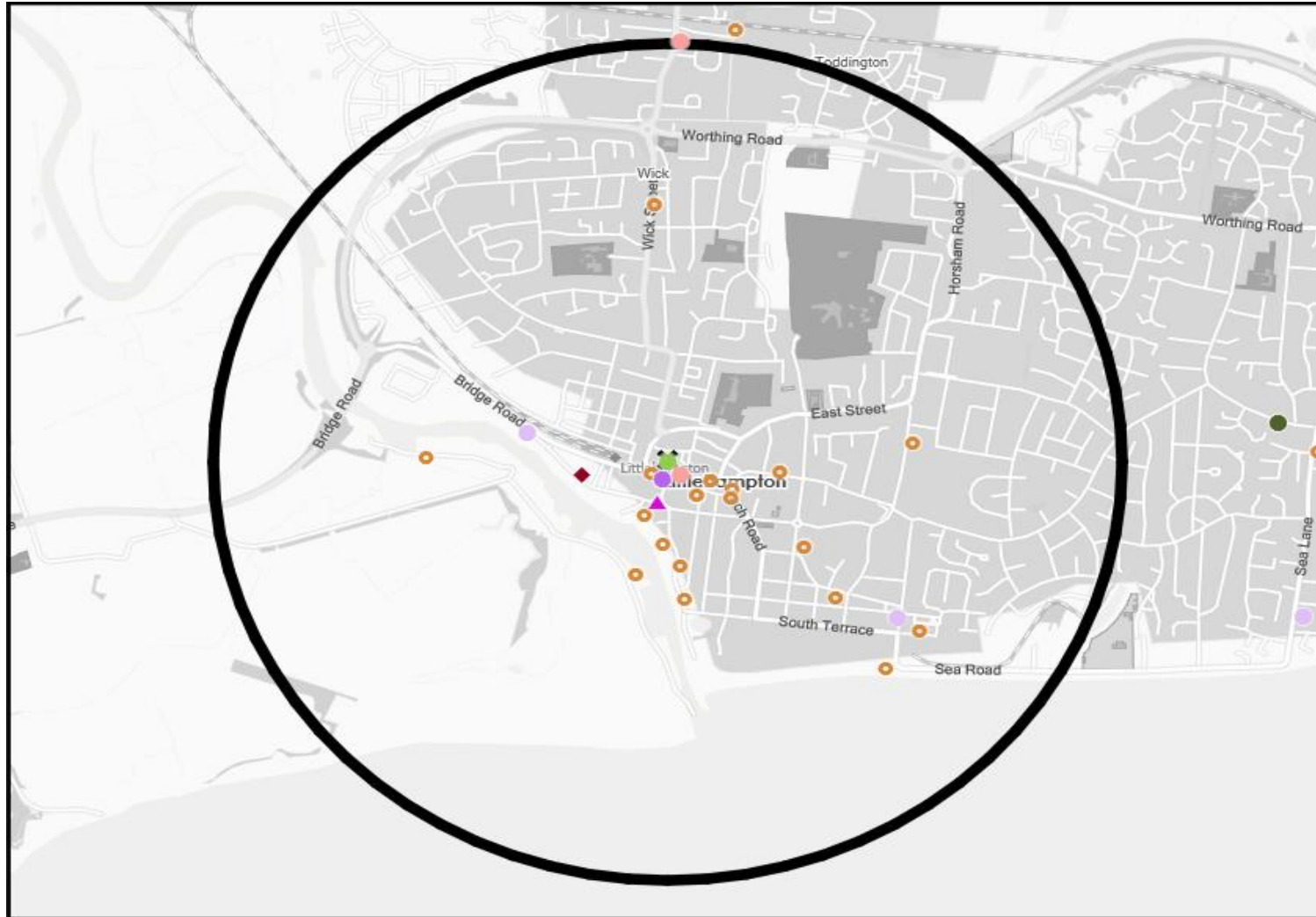
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	49.8	81.7	61			
Proprietary Club	1	4.1	7.3	57			
Registered Club	8	33.2	28.2	<b>118</b>			
Restaurant	8	33.2	32.1	<b>103</b>			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Crown Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BN17 5EG
Badmngtn & Squash Club	Independent Free	Registered Club	Independent Free	BN17 5AS
White Hart	Wellington	Pubs & Full On	Wellington	BN17 5BH
Littlehampton Angling Club	Independent Free	Registered Club	Independent Free	BN17 5BL
Steampacket	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BN17 5BZ
Arun View	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN17 5DD
Littlehampton Golf Club	Independent Free	Registered Club	Independent Free	BN17 5DL
Dolphin Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BN17 5ED
Constitutional Club	Independent Free	Registered Club	Independent Free	BN17 5EN
Chopsticks	Independent Free	Restaurant	Independent Free	BN17 5HZ
Vip Club Vardar	Independent Free	Restaurant	Independent Free	BN17 5NH
Sportsman Sports Club	Independent Free	Registered Club	Independent Free	BN17 6BD
Trade & Labour Club	Independent Free	Registered Club	Independent Free	BN17 7JS
Dewdrop Inn	Independent Free	Pubs & Full On	Independent Free	BN17 7JS
Boathouse	Independent Free	Pubs & Full On	Independent Free	BN17 5DS
Coco Lounge	Independent Free	Proprietary Club	Independent Free	BN17 5AS
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BN17 5PL
Ferry Restaurant	Independent Free	Restaurant	Independent Free	BN17 5LW
George Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	BN17 5BG
Norfolk Bowling Club	Independent Free	Registered Club	Independent Free	BN17 5NZ
Arun Yacht Club	Independent Free	Registered Club	Independent Free	BN17 5DL
Corn Stores	Independent Free	Restaurant	Independent Free	BN17 5DX
Little Magna	Independent Free	Restaurant	Independent Free	BN17 5EE
Piccola Italia	Independent Free	Restaurant	Independent Free	BN17 5BG
East Beach Cafe	Independent Free	Restaurant	Independent Free	BN17 5GB
Fire Services National Benevolent Fund	Independent Free	Pubs & Full On	Independent Free	BN17 5NF
Empress	Independent Free	Pubs & Full On	Independent Free	BN17 5AD
47 Mussel Row	Independent Free	Restaurant	Independent Free	BN17 5LP
Petes Pool Club	Independent Free	Pubs & Full On	Independent Free	BN17 5HT

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03616\_Crown, Littlehampton, BN17 5EG (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:** P03616\_Crown, Littlehampton, BN17 5EG (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	702	6.5	22.1	30		
2 Rising Prosperity	252	2.3	10.2	23		
3 Comfortable Communities	2,789	25.9	26.5	98		
4 Financially Stretched	3,731	34.7	23.7	146		
5 Urban Adversity	3,195	29.7	17.2	173		
6 Not Private Households	89	0.8	0.3	240		
<b>Total households</b>				<b>10,758</b>		



Graph

### 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:** P03616\_Crown, Littlehampton, BN17 5EG (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	91	0.8	11.3	7			
1.C Mature Money	611	5.7	9.6	59			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	252	2.3	6.4	37			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	15	0.1	5.7	2			
3.G Successful Suburbs	541	5.0	6.0	84			
3.H Steady Neighbourhoods	880	8.2	7.4	110			
3.I Comfortable Seniors	978	9.1	2.9	318			
3.J Starting Out	375	3.5	4.6	77			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	2,158	20.1	8.0	251			
4.M Striving Families	975	9.1	7.4	122			
4.N Poorer Pensioners	598	5.6	5.8	97			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,576	23.9	6.3	383			
5.P Struggling Estates	222	2.1	5.7	36			
5.Q Difficult Circumstances	397	3.7	5.2	70			
<b>6. Not Private Households</b>							
6.R Not Private Households	89	0.8	0.3	240			
<b>Total households</b>	<b>10,758</b>						

## 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**

**FINANCIAL PROFILE**

**DIGITAL ATTITUDES**

**TOP BEHAVIOURS**





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

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Area: P03616\_Crown, Littlehampton, BN17 5EG (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

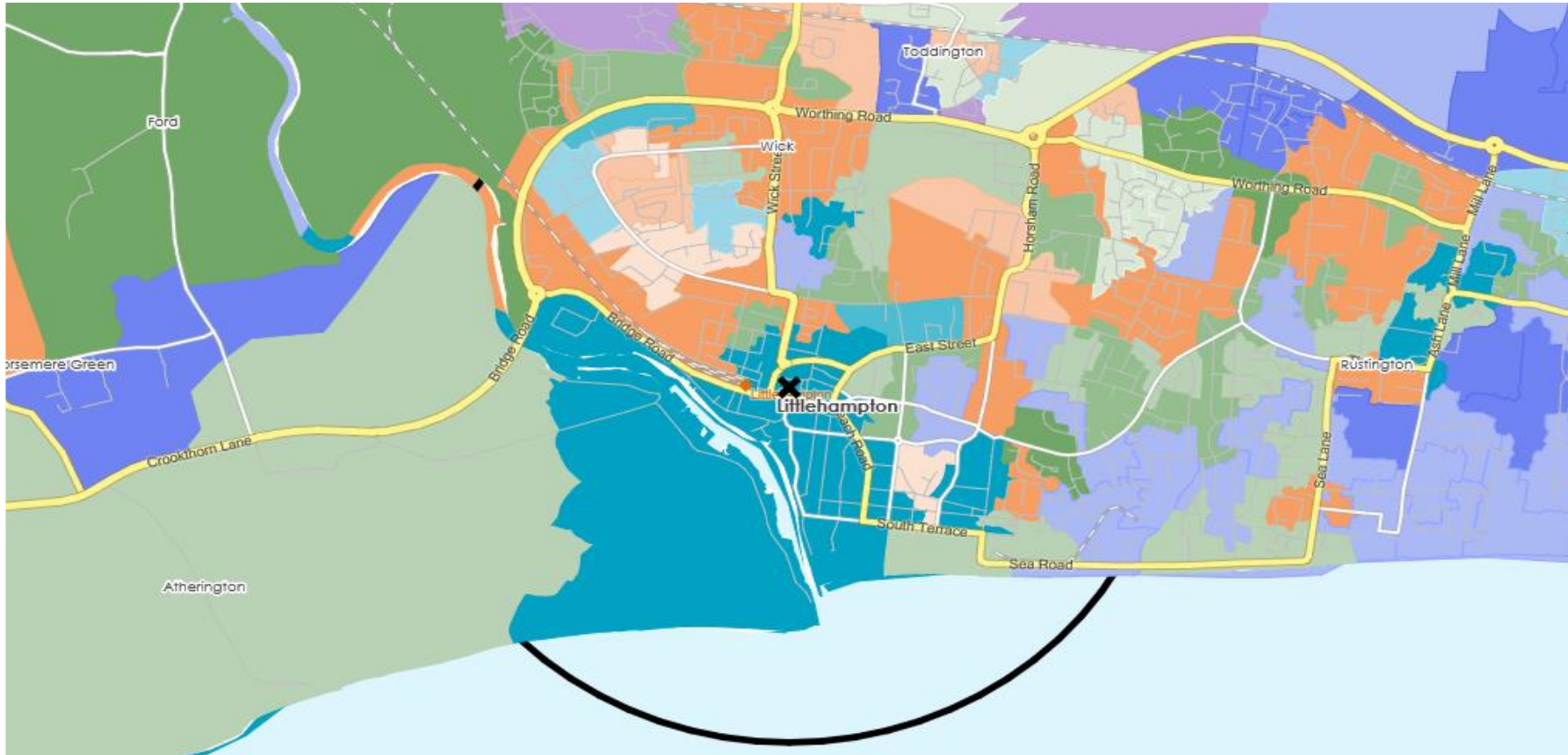
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	20	0.2	2.6	7			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	69	0.6	2.2	29			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	2	0.0	1.5	1			
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	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	156	1.5	2.8	51			
1.C.12 Retired and empty nesters	358	3.3	2.5	135			
1.C.13 Upmarket downsizers	97	0.9	1.3	70			
<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	38	0.4	2.0	18			
2.E.19 First time buyers in small, modern homes	214	2.0	3.4	59			
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	15	0.1	3.2	4			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	389	3.6	2.7	134			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	152	1.4	2.4	58			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	375	3.5	3.5	101			
3.H.28 Owner occupied terraces, average income	221	2.1	1.6	128			
3.H.29 Established suburbs, older families	284	2.6	2.3	113			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	674	6.3	2.4	264			
3.I.31 Elderly singles in purpose-built accommodation	304	2.8	0.5	582			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	110	1.0	2.2	48			
3.J.33 Smaller houses and starter homes	265	2.5	2.4	103			
<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	461	4.3	1.4	297			
4.L.38 Semi-skilled workers in traditional neighbourhoods	697	6.5	2.6	246			
4.L.39 Fading owner occupied terraces	1,000	9.3	2.9	318			
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	507	4.7	1.6	287			
4.M.43 Families in right-to-buy estates	240	2.2	2.0	109			
4.M.44 Post-war estates, limited means	228	2.1	2.2	97			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	49	0.5	0.8	58			
4.N.46 Elderly people in social rented flats	219	2.0	1.0	197			
4.N.47 Low income older people in smaller semis	93	0.9	2.2	39			
4.N.48 Pensioners and singles in social rented flats	237	2.2	1.7	129			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	1,750	16.3	2.2	744			
5.O.50 Struggling younger people in mixed tenure	698	6.5	1.8	361			
5.O.51 Young people in small, low cost terraces	128	1.2	2.3	53			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	185	1.7	1.6	110			
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	37	0.3	1.6	21			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	344	3.2	1.5	212			
5.Q.58 Singles and young families, some receiving benefits	19	0.2	1.8	10			
5.Q.59 Deprived areas and high-rise flats	34	0.3	2.0	16			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	4	0.0	0.1	63			
6.R.61 Inactive communal population	85	0.8	0.3	278			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,758</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03616\_Crown, Littlehampton, BN17 5EG (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		

### 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

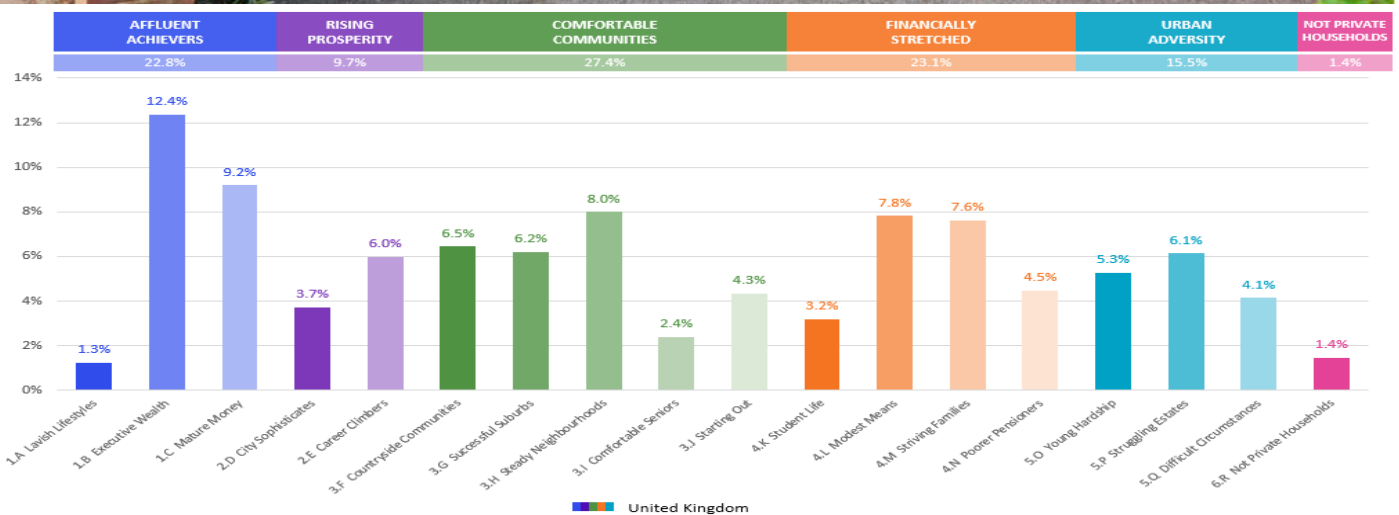
House tenure: Owned outright

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.



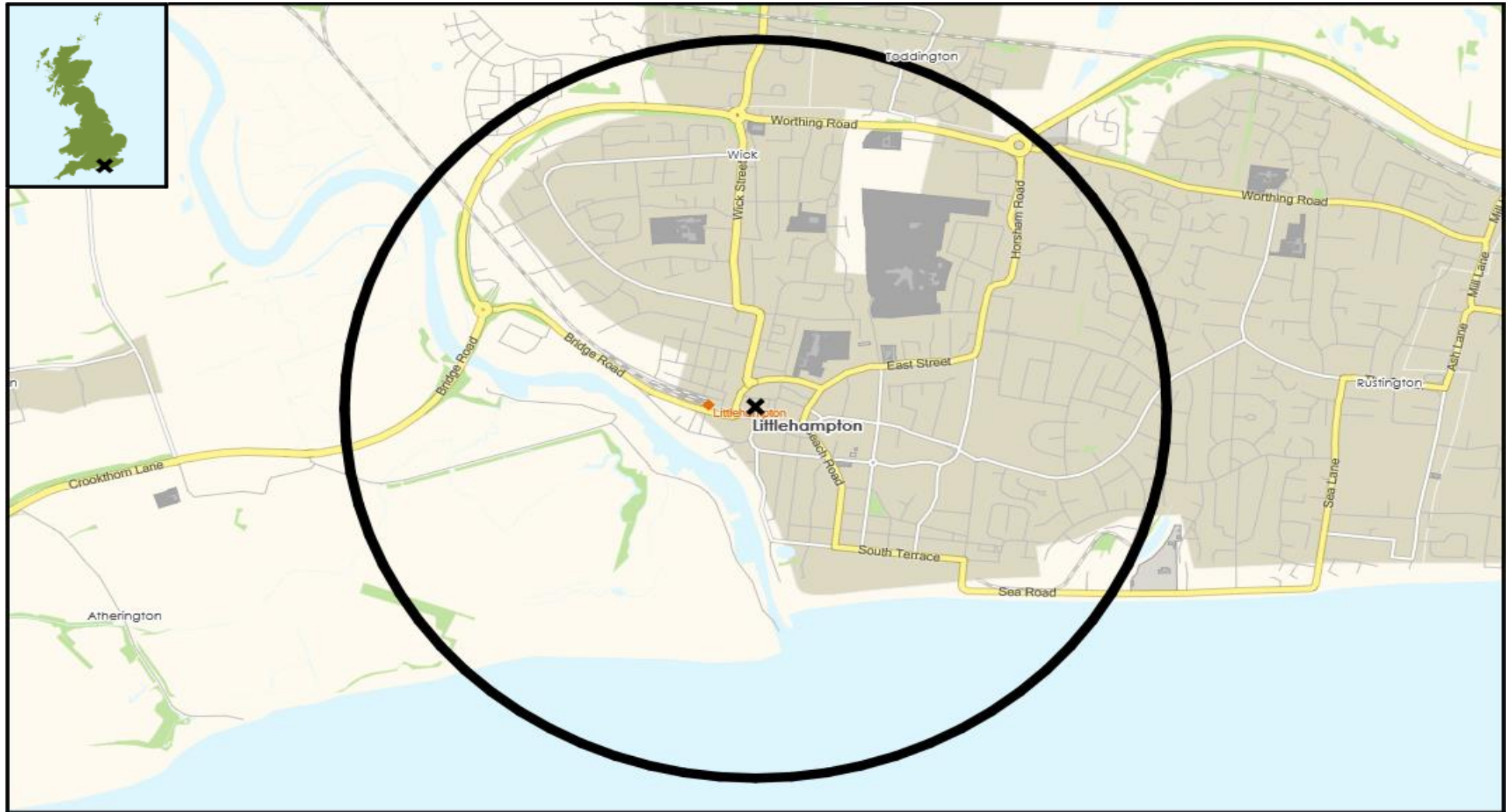


# MAP OF AREA

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Source: OS Open Data 2018

Area: P03616\_Crown, Littlehampton, BN17 5EG (1 Mile contour)





# POPULATION PROJECTIONS

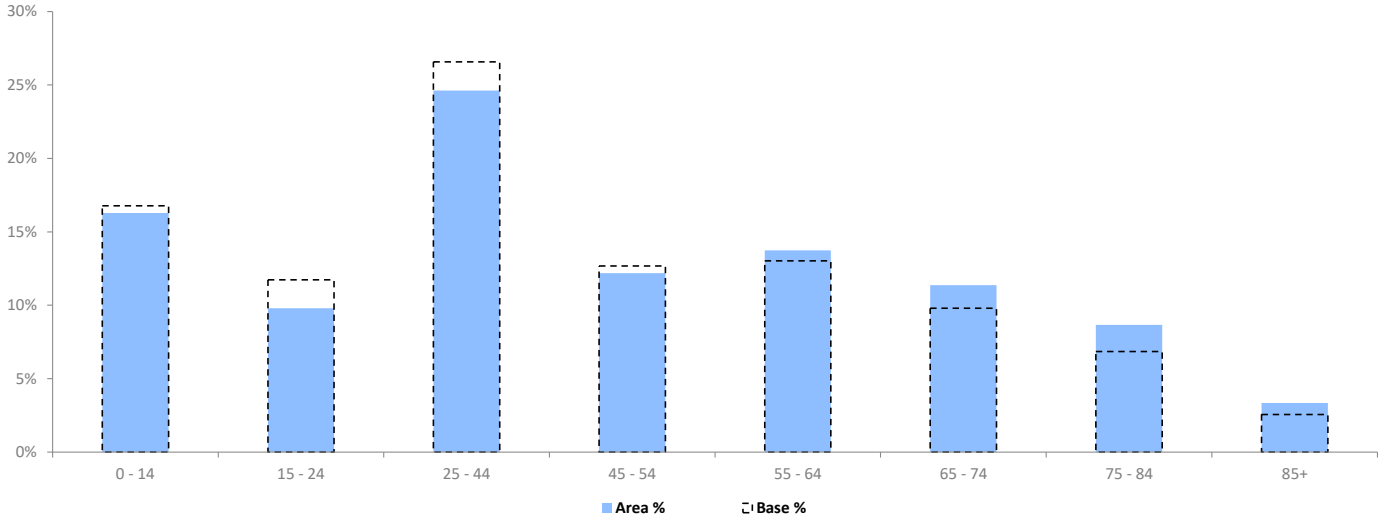
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Area: P03616\_Crown, Littlehampton, BN17 5EG (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,925	16.3	16.8	97			
15 - 24	2,361	9.8	11.7	83			
25 - 44	5,936	24.6	26.6	93			
45 - 54	2,940	12.2	12.7	96			
55 - 64	3,312	13.7	13.0	106			
65 - 74	2,741	11.4	9.8	116			
75 - 84	2,087	8.7	6.9	126			
85+	808	3.4	2.6	131			
<b>Total population</b>	<b>24,110</b>						



# EXPENDITURE

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Area: P03616\_Crown, Littlehampton, BN17 5EG (1 Mile contour)  
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## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£679,972	£65.01	£66.95	97			
2. Alcoholic beverages, tobacco and narcotics	£324,229	£31.00	£28.12	110			
3. Clothing & Footwear	£207,476	£19.84	£22.40	89			
4. Housing, water, electricity, gas and other fuels	£993,500	£94.98	£107.19	89			
5. Furnishings, equipment and routine maintenance	£375,498	£35.90	£36.85	97			
6. Health	£148,596	£14.21	£13.48	105			
7. Transport	£1,358,741	£129.90	£134.74	96			
8. Communication	£156,096	£14.92	£15.74	95			
9. Recreation & Culture	£635,523	£60.76	£64.16	95			
10. Education	£107,040	£10.23	£22.26	46			
11. Restaurants & Hotels	£605,727	£57.91	£67.11	86			
12. Miscellaneous goods and services	£1,152,147	£110.15	£109.86	100			
<b>Total Expenditure</b>	<b>£6,744,544</b>	<b>£644.79</b>	<b>£688.85</b>	<b>94</b>			



Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.