

# CGA LICENCED PREMISES

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Area: P04400\_Queens Head, Blaydon on Tyne, NE:  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	62.2	81.7	76			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	27.7	28.2	98			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Huntsman	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4AU
British Railways Staff Association	Independent Free	Registered Club	Independent Free	NE21 4JB
Blaydon District Cricket Club	Independent Free	Registered Club	Independent Free	NE21 5DF
Vulcan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE21 6AE
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 6AB
Crown & Cannon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 6AD
Highlander Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	NE21 6AF
Turf Hotel	Independent Free	Pubs & Full On	Independent Free	NE21 6AH
Rose & Crown	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE21 6BT
Winlaton Vulcans Rugby Club	Independent Free	Registered Club	Independent Free	NE21 6NF
Winlaton New West End Social Club	Independent Free	Registered Club	Independent Free	NE21 6PQ
Black Bull	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE21 4JJ
Yard Micropub	Independent Free	Pubs & Full On	Independent Free	NE21 5AE

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04400\_Queens Head, Blaydon on Tyne, NE21 6AB (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:** P04400\_Queens Head, Blaydon on Tyne, NE21 6AB (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	453	7.1	22.1	32		
2 Rising Prosperity	67	1.0	10.2	10		
3 Comfortable Communities	1,488	23.2	26.5	88		
4 Financially Stretched	3,181	49.6	23.7	<b>209</b>		
5 Urban Adversity	1,215	19.0	17.2	<b>110</b>		
6 Not Private Households	5	0.1	0.3	23		
Graph						
<b>Total households</b>	<b>6,409</b>					

### 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:** P04400\_Queens Head, Blaydon on Tyne, NE21 6AB (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	124	1.9	11.3	17		
1.C Mature Money	329	5.1	9.6	53		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	67	1.0	6.4	16		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	111	1.7	5.7	30		
3.G Successful Suburbs	136	2.1	6.0	36		
3.H Steady Neighbourhoods	499	7.8	7.4	105		
3.I Comfortable Seniors	438	6.8	2.9	239		
3.J Starting Out	304	4.7	4.6	104		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	1,074	16.8	8.0	210		
4.M Striving Families	823	12.8	7.4	172		
4.N Poorer Pensioners	1,284	20.0	5.8	348		
<b>5. Urban Adversity</b>						
5.O Young Hardship	459	7.2	6.3	115		
5.P Struggling Estates	460	7.2	5.7	126		
5.Q Difficult Circumstances	296	4.6	5.2	88		
<b>6. Not Private Households</b>						
6.R Not Private Households	5	0.1	0.3	23		
<b>Total households</b>	<b>6,409</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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Area: P04400\_Queens Head, Blaydon on Tyne, NE21 6AB (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
<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	55	0.9	2.6	32			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	69	1.1	2.2	48			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
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	5	0.1	3.1	3			
1.C.11 Settled suburbia, older people	256	4.0	2.8	142			
1.C.12 Retired and empty nesters	68	1.1	2.5	43			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	66	1.0	2.0	52			
2.E.19 First time buyers in small, modern homes	1	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	111	1.7	3.2	54			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	117	1.8	2.7	68			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	19	0.3	2.4	12			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	274	4.3	3.5	123			
3.H.28 Owner occupied terraces, average income	4	0.1	1.6	4			
3.H.29 Established suburbs, older families	221	3.4	2.3	147			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	438	6.8	2.4	288			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	78	1.2	2.2	57			
3.J.33 Smaller houses and starter homes	226	3.5	2.4	147			
<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	44	0.7	1.4	48			
4.L.38 Semi-skilled workers in traditional neighbourhoods	186	2.9	2.6	110			
4.L.39 Fading owner occupied terraces	844	13.2	2.9	451			
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	40	0.6	1.6	39			
4.M.42 Struggling young families in post-war terraces	67	1.0	1.6	64			
4.M.43 Families in right-to-buy estates	241	3.8	2.0	184			
4.M.44 Post-war estates, limited means	475	7.4	2.2	341			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	356	5.6	0.8	706			
4.N.46 Elderly people in social rented flats	51	0.8	1.0	77			
4.N.47 Low income older people in smaller semis	696	10.9	2.2	486			
4.N.48 Pensioners and singles in social rented flats	181	2.8	1.7	165			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	162	2.5	2.2	116			
5.O.50 Struggling younger people in mixed tenure	97	1.5	1.8	84			
5.O.51 Young people in small, low cost terraces	200	3.1	2.3	138			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	58	0.9	1.6	58			
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	402	6.3	1.6	392			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	225	3.5	1.8	199			
5.Q.59 Deprived areas and high-rise flats	71	1.1	2.0	56			
<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	5	0.1	0.3	27			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,409</b>						

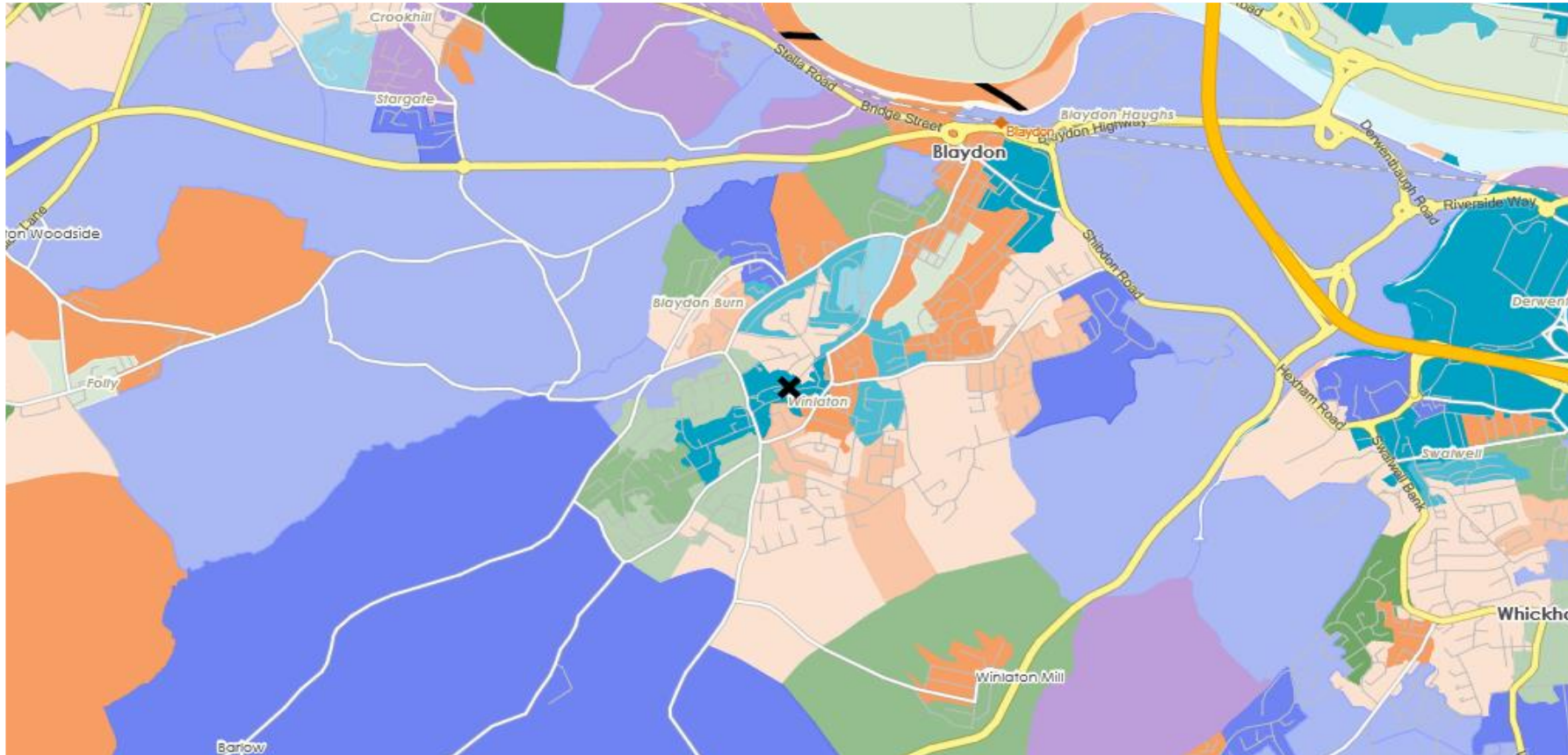
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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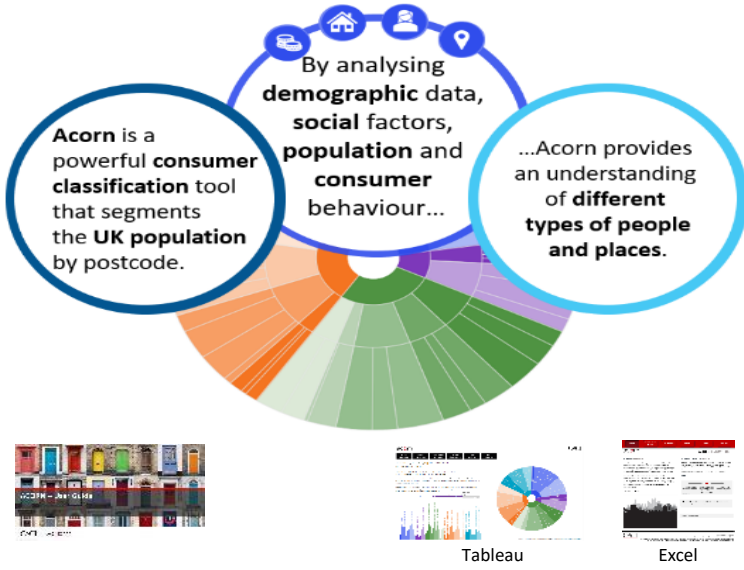
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

### 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

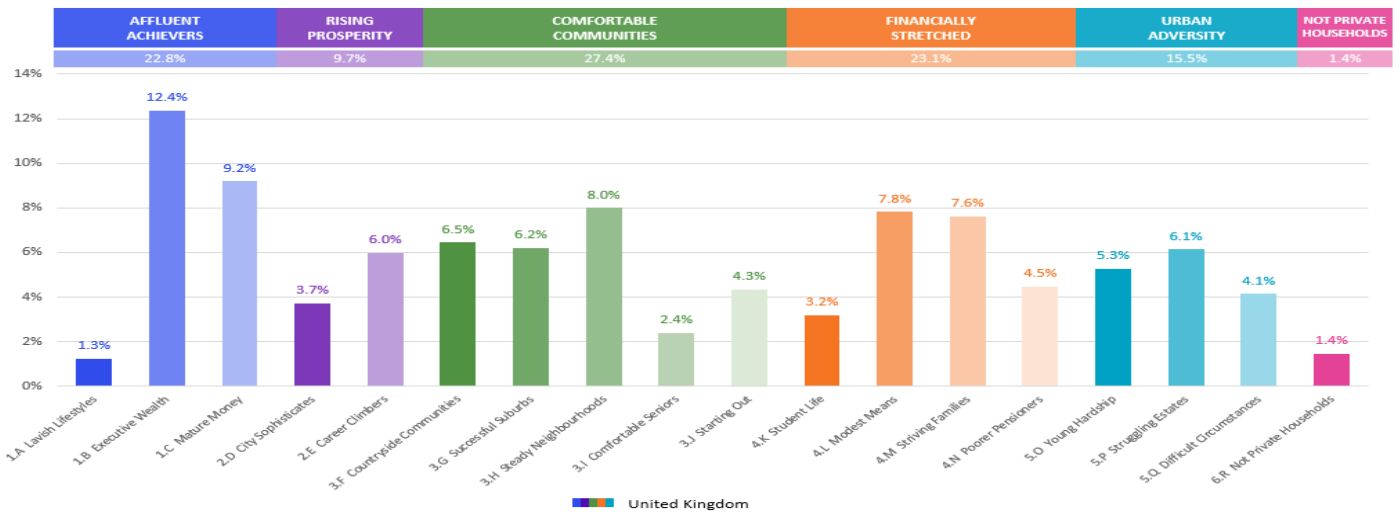
House tenure: Owned outright

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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