

CGA LICENCED PREMISES

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Area: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile c
 Base: Great Britain
 Year: 2023

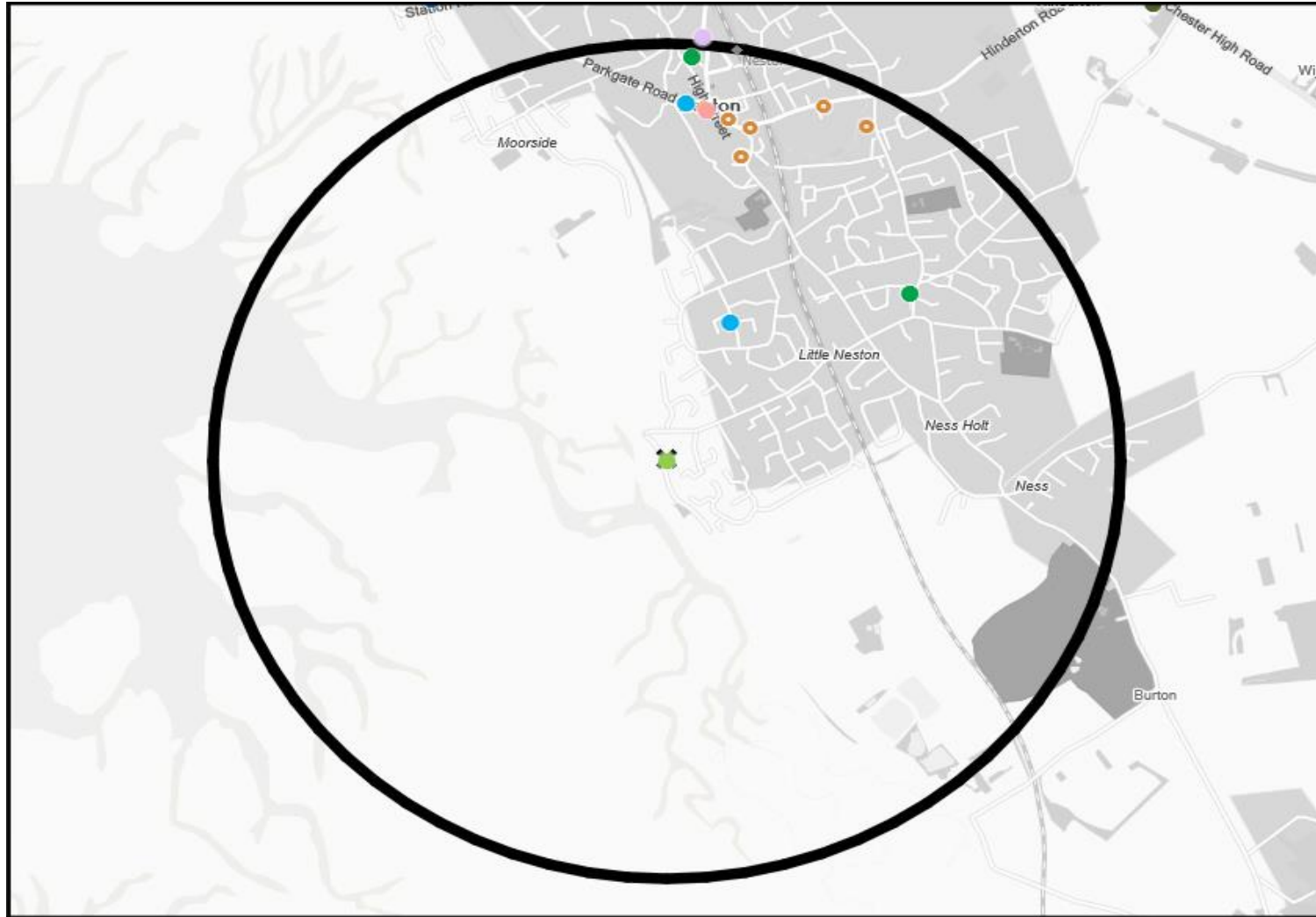
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	100.9	81.7	123			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	33.6	28.2	119			
Restaurant	3	33.6	32.1	105			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Greenland Fishery	Punch Pub Company	Pubs & Full On	Punch Pub Company	CH64 9XF
Lady Hamilton	Punch Pub Company	Pubs & Full On	Punch Pub Company	CH64 0SG
Brewers Arms	Ei Group	Pubs & Full On	Ei Group	CH64 3RP
Royal Oak	Ei Group	Pubs & Full On	Ei Group	CH64 4DE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	CH64 9PB
Neston Civic Hall	Independent Free	Registered Club	Independent Free	CH64 9PQ
Neston Masonic Club	Independent Free	Registered Club	Independent Free	CH64 9QB
Brown Horse	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CH64 9UB
Kri Kri Restaurant	Independent Free	Restaurant	Independent Free	CH64 9UJ
Harp Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CH64 0TB
Sonargaon	Independent Free	Restaurant	Independent Free	CH64 9UJ
Elephant Coffee	Independent Free	Pubs & Full On	Independent Free	CH64 9TZ
Elephant Bank	Independent Free	Restaurant	Independent Free	CH64 9UE
Paisley Grey	Independent Free	Pubs & Full On	Independent Free	CH64 9TZ
Real Food Kitchen	Independent Free	Pubs & Full On	Independent Free	CH64 9XF

MAP OF AREA

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 Source: OS Open Data 2018

Area: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile contour)




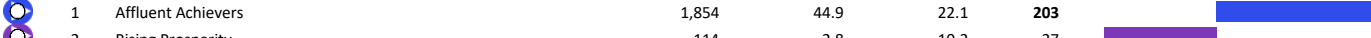











KEY

- Large pub co's & bars**
- Admiral Taverns Ltd (Green circle)
- Ei Group (Light Green circle)
- Greene King (Dark Green circle)
- Marston's (Dark Blue circle)
- Mitchells & Butlers (Blue circle)
- Punch Pub Company (Light Blue circle)
- Stonegate Pub Company (Light Blue circle)
- Star Pubs & Bars (Pink circle)
- Wetherspoon (Purple circle)
- Whitbread (Light Purple circle)
- Shepherd Neame (Dark Purple circle)
- Small to medium pub co's & bars**
- Family Brewers with pubs (Pink square)
- Hotels (Orange X)
- Restaurants (Yellow Star)
- Leisure (Red Arrow)
- Independent (Orange Circle)
- Other (Red Diamond)
- Site Location (Black X)
- Boundary (White square)

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,854	44.9	22.1	203		
 2 Rising Prosperity	114	2.8	10.2	27		
 3 Comfortable Communities	1,367	33.1	26.5	125		
 4 Financially Stretched	711	17.2	23.7	73		
 5 Urban Adversity	86	2.1	17.2	12		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	4,132					

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

Acorn Groups within Category 4: Financially Stretched

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P02045_Harp Inn, Wirral, CH64 0TB (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	50	1.2	1.1	110		
1.B Executive Wealth	759	18.4	11.3	162		
1.C Mature Money	1,045	25.3	9.6	262		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	114	2.8	6.4	43		
3. Comfortable Communities						
3.F Countryside Communities	403	9.8	5.7	170		
3.G Successful Suburbs	487	11.8	6.0	198		
3.H Steady Neighbourhoods	182	4.4	7.4	59		
3.I Comfortable Seniors	228	5.5	2.9	193		
3.J Starting Out	67	1.6	4.6	36		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	442	10.7	8.0	134		
4.M Striving Families	17	0.4	7.4	6		
4.N Poorer Pensioners	252	6.1	5.8	106		
5. Urban Adversity						
5.O Young Hardship	86	2.1	6.3	33		
5.P Struggling Estates	0	0.0	5.7	0		
5.Q Difficult Circumstances	0	0.0	5.2	0		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	4,132					

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 55-74	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: LAKELAND, Specsavers, Clarks

LEISURE: Caffe Nero, Zizzi, CAFE ROUGE

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

DIGITAL ATTITUDES

I worry about online security 62% <small>UK average: 59%</small>	Shopping online makes my life easier 62% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 26% <small>UK average: 28%</small>
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FINANCIAL PROFILE

Household income £42k <small>UK Average: £40k London Average: £48k</small>	% Disposable income 51% <small>UK Average: 43% London Average: 29%</small>	Financial situation Running into debt Saving a lot
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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: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	50	1.2	0.9	141			
1.B Executive Wealth							
1.B.4 Asset rich families	514	12.4	2.6	471			
1.B.5 Wealthy countryside commuters	141	3.4	2.5	138			
1.B.6 Financially comfortable families	86	2.1	2.2	94			
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	18	0.4	1.6	27			
1.C Mature Money							
1.C.10 Better-off villagers	295	7.1	3.1	232			
1.C.11 Settled suburbia, older people	375	9.1	2.8	322			
1.C.12 Retired and empty nesters	273	6.6	2.5	268			
1.C.13 Upmarket downsizers	102	2.5	1.3	191			
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	106	2.6	2.0	130			
2.E.19 First time buyers in small, modern homes	8	0.2	3.4	6			
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	40	1.0	1.0	96			
3.F.23 Owner occupiers in small towns and villages	363	8.8	3.2	274			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	375	9.1	2.7	337			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	112	2.7	2.4	112			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	97	2.3	3.5	68			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	85	2.1	2.3	88			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	148	3.6	2.4	151			
3.I.31 Elderly singles in purpose-built accommodation	80	1.9	0.5	399			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	18	0.4	2.2	20			
3.J.33 Smaller houses and starter homes	49	1.2	2.4	49			
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	32	0.8	1.4	54			
4.L.38 Semi-skilled workers in traditional neighbourhoods	287	6.9	2.6	264			
4.L.39 Fading owner occupied terraces	123	3.0	2.9	102			
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	17	0.4	1.6	25			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	35	0.8	0.8	108			
4.N.46 Elderly people in social rented flats	119	2.9	1.0	279			
4.N.47 Low income older people in smaller semis	31	0.8	2.2	34			
4.N.48 Pensioners and singles in social rented flats	67	1.6	1.7	95			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	51	1.2	2.2	56			
5.O.50 Struggling younger people in mixed tenure	21	0.5	1.8	28			
5.O.51 Young people in small, low cost terraces	14	0.3	2.3	15			
5.P Struggling Estates							
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	0	0.0	1.6	0			
5.Q Difficult Circumstances							
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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,132						

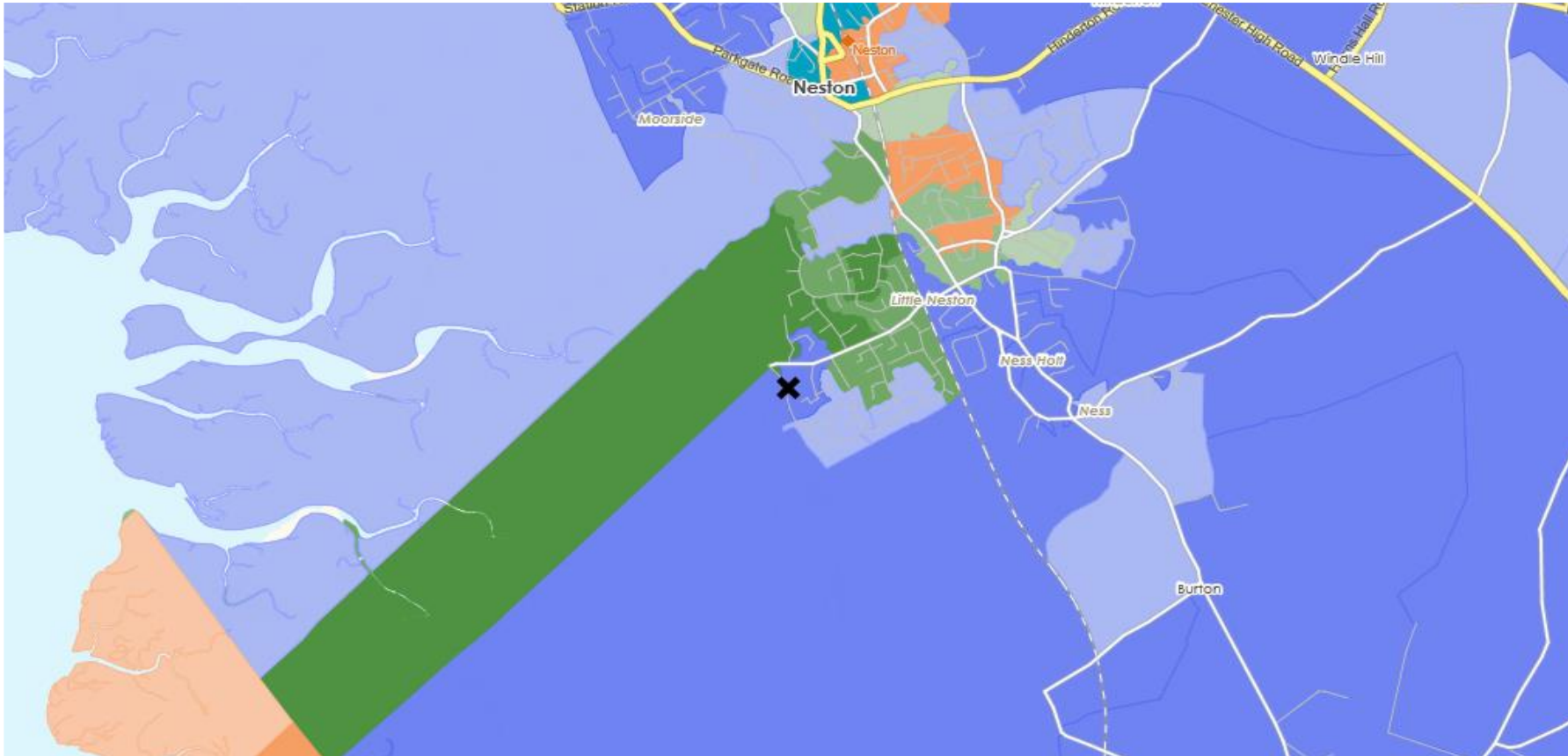
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile contour)



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

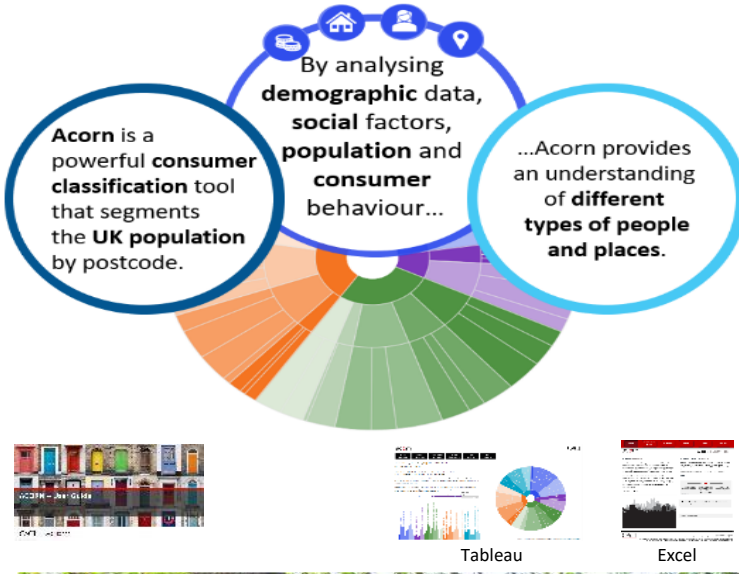
Acorn Groups

- 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

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+**

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%

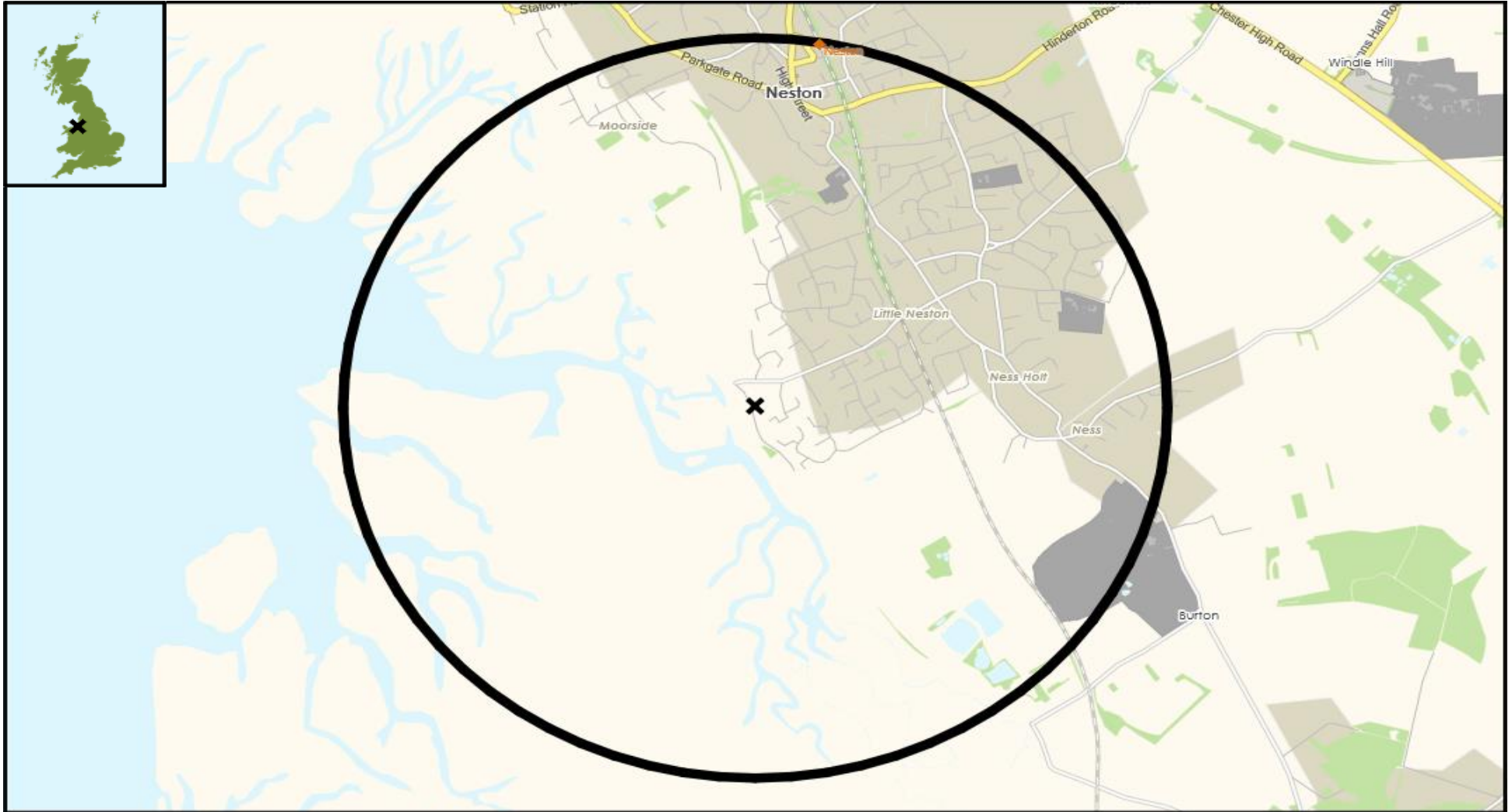


MAP OF AREA

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Source: OS Open Data 2018

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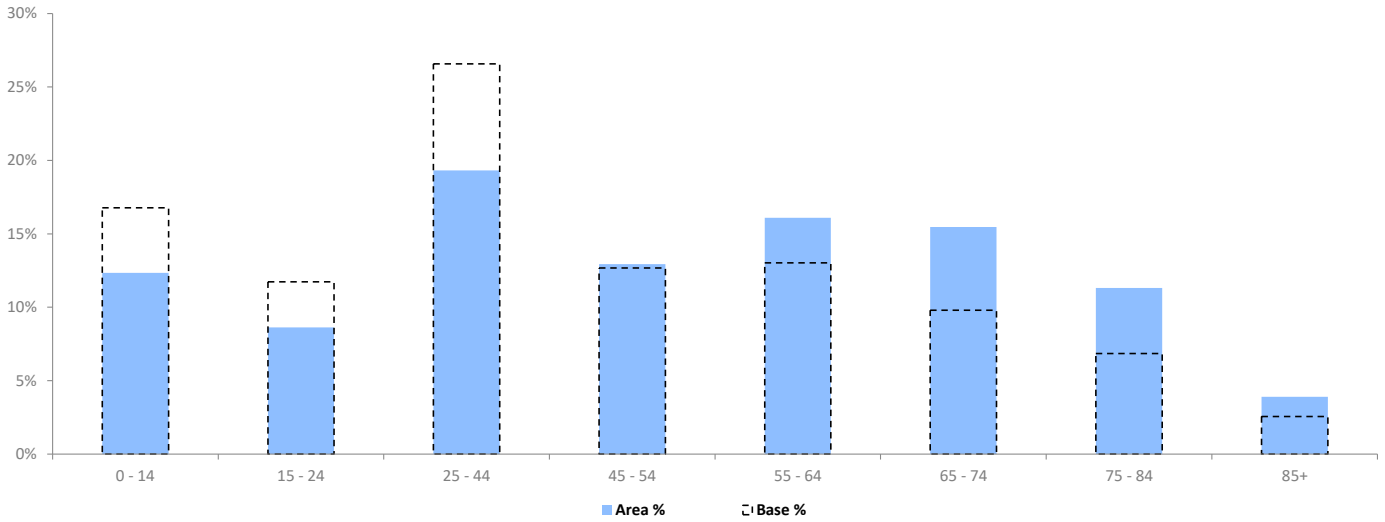


POPULATION PROJECTIONS

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Area: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,101	12.3	16.8	74			
15 - 24	770	8.6	11.7	74			
25 - 44	1,724	19.3	26.6	73			
45 - 54	1,154	12.9	12.7	102			
55 - 64	1,437	16.1	13.0	124			
65 - 74	1,380	15.5	9.8	158			
75 - 84	1,009	11.3	6.9	165			
85+	349	3.9	2.6	153			
Total population	8,924						



EXPENDITURE

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Area: P02045_Harp Inn, Wirral, CH64 0TB (1 Mile contour)
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 Year: 2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£267,065	£68.36	£66.95	102			
2. Alcoholic beverages, tobacco and narcotics	£110,120	£28.19	£28.12	100			
3. Clothing & Footwear	£91,809	£23.50	£22.40	105			
4. Housing, water, electricity, gas and other fuels	£412,266	£105.52	£107.19	98			
5. Furnishings, equipment and routine maintenance	£165,438	£42.34	£36.85	115			
6. Health	£63,746	£16.32	£13.48	121			
7. Transport	£574,438	£147.03	£134.74	109			
8. Communication	£59,095	£15.13	£15.74	96			
9. Recreation & Culture	£298,715	£76.46	£64.16	119			
10. Education	£38,345	£9.81	£22.26	44			
11. Restaurants & Hotels	£294,114	£75.28	£67.11	112			
12. Miscellaneous goods and services	£467,239	£119.59	£109.86	109			
Total Expenditure	£2,842,389	£727.51	£688.85	106			



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.