

CGA LICENCED PREMISES

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Area: P03929_Black & Grey, Morpeth, NE61 1BU (
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	130.2	81.7	159			
Proprietary Club	1	8.1	7.3	112			
Registered Club	6	48.8	28.2	173			
Restaurant	9	73.3	32.1	228			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Morpeth Conservative Club	Independent Free	Registered Club	Independent Free	NE61 1AT
White Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE61 1BA
Tap And Spile	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE61 1BH
Black & Grey	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE61 1BU
Manzil Indian	Independent Free	Restaurant	Independent Free	NE61 1LX
Morpeth Masonic Club	Independent Free	Registered Club	Independent Free	NE61 1HW
Tandoori Mahal	Independent Free	Restaurant	Independent Free	NE61 1NT
Morpeth Comrades Club	Independent Free	Registered Club	Independent Free	NE61 1HG
Black Bull	Blackrose Ltd	Pubs & Full On	Blackrose Ltd	NE61 1PE
Ephesus Restaurant	Independent Free	Pubs & Full On	Independent Free	NE61 1PQ
Townhouse	Independent Free	Restaurant	Independent Free	NE61 1PQ
Riverside Lodge	Independent Free	Pubs & Full On	Independent Free	NE61 1QL
Morpeth Rugby Club	Independent Free	Registered Club	Independent Free	NE61 1RJ
Joiners Arms	Independent Free	Pubs & Full On	Independent Free	NE61 1XZ
Waterford Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	NE61 1YD
Morpeth Golf Club	Independent Free	Registered Club	Independent Free	NE61 2BT
Sun Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE61 2QT
Wansbeck	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE61 2BD
Premier Restaurant	Independent Free	Restaurant	Independent Free	NE61 2TW
Morpeth Sports & Leisure Centre	Independent Free	Proprietary Club	Independent Free	NE61 1SR
Electric Wizard	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	NE61 1PS
Giannis Pizzeria	Independent Free	Restaurant	Independent Free	NE61 1HG
Beau Monde	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE61 1PQ
Morpeth Rafa Club	Independent Free	Registered Club	Independent Free	NE61 1BJ
Primo Piano	Independent Free	Restaurant	Independent Free	NE61 1PS
Nadon Thai	Nadon Thai	Restaurant	Nadon Thai	NE61 1BA
Mulan	Independent Free	Restaurant	Independent Free	NE61 1QL
Barluga	Vaulkhard Group Ltd	Pubs & Full On	Vaulkhard Group Ltd	NE61 1NS
Toll House	Independent Free	Pubs & Full On	Independent Free	NE61 1YB
Nikos Greek Taberna	Independent Free	Restaurant	Independent Free	NE61 1PQ
Auction House	Independent Free	Pubs & Full On	Independent Free	NE61 1PQ
Martino Lounge	Loungers	Pubs & Full On	Loungers	NE61 1NS

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03929_Black & Grey, Morpeth, NE61 1BU (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: P03929_Black & Grey, Morpeth, NE61 1BU (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,600	45.9	22.1	208		
 2 Rising Prosperity	82	1.4	10.2	14		
 3 Comfortable Communities	935	16.5	26.5	62		
 4 Financially Stretched	1,620	28.6	23.7	121		
 5 Urban Adversity	380	6.7	17.2	39		
 6 Not Private Households	46	0.8	0.3	236		
 Graph						
Total households	5,663					

Acorn Category Pen Portrait

2 Rising Prosperity


Age range

25-44

House type

Flat or maisonette

Financial situation



House tenure

Privately renting

Children at home

0

Number of beds

1-2

These are generally younger, well educated, professionals moving up the career ladder, living in our major towns and cities. Singles or couples, some are yet to start a family, others will have younger children.

Acorn Groups within Category 2: Rising Prosperity

- D City Sophisticates 39%
- E Career Climbers 61%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03929_Black & Grey, Morpeth, NE61 1BU (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	6	0.1	1.1	10	[Bar]	
1.B Executive Wealth	1,442	25.5	11.3	225	[Bar]	
1.C Mature Money	1,152	20.3	9.6	211	[Bar]	
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0	[Bar]	
2.E Career Climbers	82	1.4	6.4	23	[Bar]	
3. Comfortable Communities						
3.F Countryside Communities	32	0.6	5.7	10	[Bar]	
3.G Successful Suburbs	258	4.6	6.0	77	[Bar]	
3.H Steady Neighbourhoods	115	2.0	7.4	27	[Bar]	
3.I Comfortable Seniors	458	8.1	2.9	283	[Bar]	
3.J Starting Out	72	1.3	4.6	28	[Bar]	
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0	[Bar]	
4.L Modest Means	514	9.1	8.0	114	[Bar]	
4.M Striving Families	415	7.3	7.4	98	[Bar]	
4.N Poorer Pensioners	691	12.2	5.8	212	[Bar]	
5. Urban Adversity						
5.O Young Hardship	54	1.0	6.3	15	[Bar]	
5.P Struggling Estates	140	2.5	5.7	43	[Bar]	
5.Q Difficult Circumstances	186	3.3	5.2	63	[Bar]	
6. Not Private Households						
6.R Not Private Households	46	0.8	0.3	236	[Bar]	
Total households	5,663					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 0
House tenure Privately renting	Family structure Single
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £54k London: £54k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 23% London: 20% <small>Average: 43% Average: 29%</small>	Financial situation Running into debt Saving a lot
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BRANDS

SHOPPING: COS, REISS, MOLTON BROWN

LEISURE: itsu, wahaca, Pho

WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

DIGITAL AND TECH

ATTITUDES

- I worry about online security: **60%** (UK average: 59%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **31%** (UK average: 28%)

TOP BEHAVIOURS

- Post online ratings / reviews online
- Book travel and holidays online
- Social media: Pinterest, Insta and Twitter



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

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Area: P03929_Black & Grey, Morpeth, NE61 1BU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

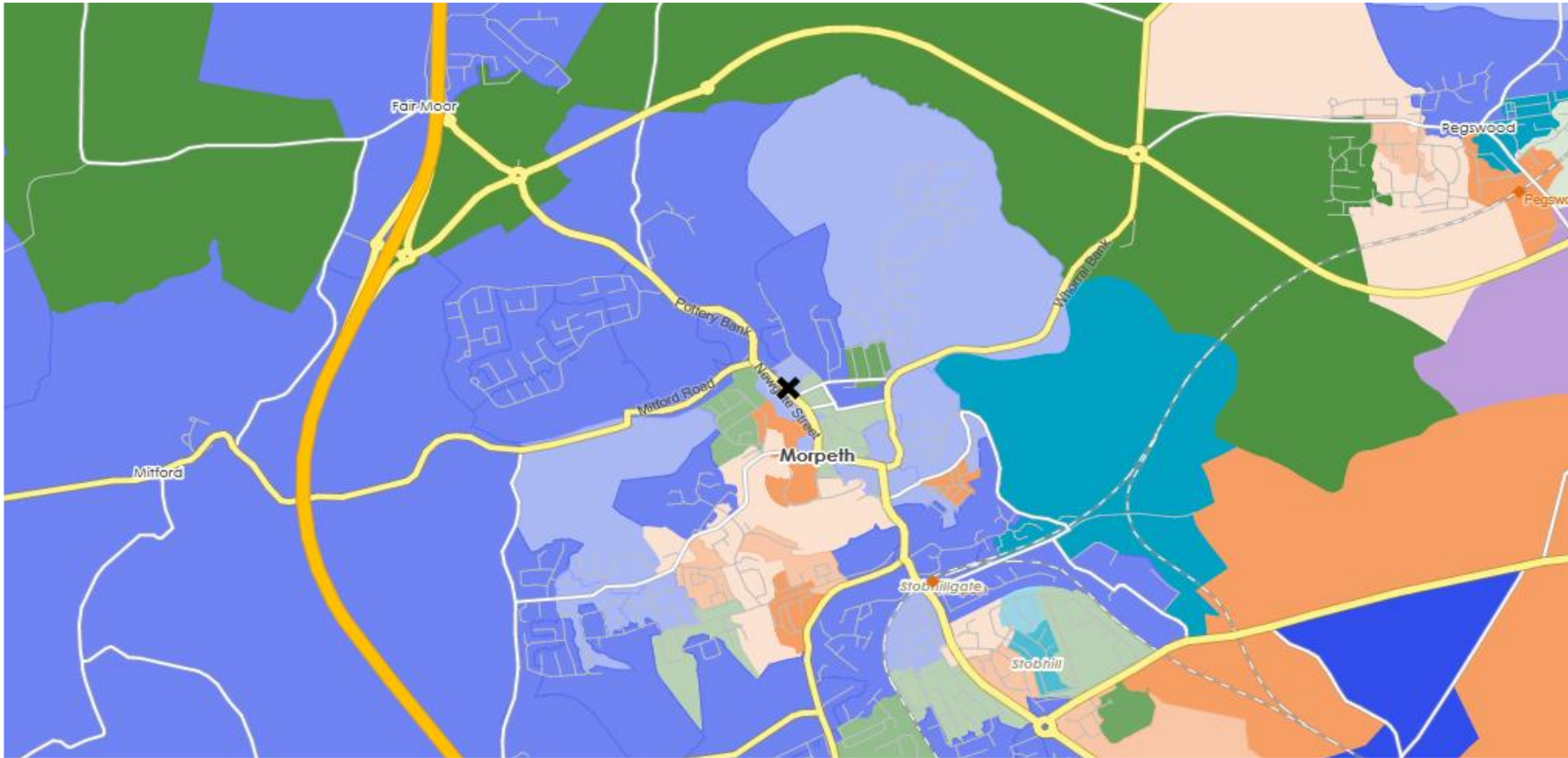
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	6	0.1	0.9	12			
1.B Executive Wealth							
1.B.4 Asset rich families	994	17.6	2.6	664			
1.B.5 Wealthy countryside commuters	138	2.4	2.5	99			
1.B.6 Financially comfortable families	19	0.3	2.2	15			
1.B.7 Affluent professionals	12	0.2	0.9	25			
1.B.8 Prosperous suburban families	98	1.7	1.5	113			
1.B.9 Well-off edge of towners	181	3.2	1.6	199			
1.C Mature Money							
1.C.10 Better-off villagers	341	6.0	3.1	196			
1.C.11 Settled suburbia, older people	390	6.9	2.8	244			
1.C.12 Retired and empty nesters	11	0.2	2.5	8			
1.C.13 Upmarket downsizers	410	7.2	1.3	560			
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	16	0.3	2.0	14			
2.E.19 First time buyers in small, modern homes	66	1.2	3.4	34			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	32	0.6	3.2	18			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	15	0.3	2.7	10			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	243	4.3	2.4	177			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	109	1.9	3.5	56			
3.H.28 Owner occupied terraces, average income	6	0.1	1.6	7			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	398	7.0	2.4	296			
3.I.31 Elderly singles in purpose-built accommodation	60	1.1	0.5	218			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	60	1.1	2.2	49			
3.J.33 Smaller houses and starter homes	12	0.2	2.4	9			
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	21	0.4	1.4	26			
4.L.38 Semi-skilled workers in traditional neighbourhoods	250	4.4	2.6	168			
4.L.39 Fading owner occupied terraces	243	4.3	2.9	147			
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	88	1.6	1.6	97			
4.M.42 Struggling young families in post-war terraces	36	0.6	1.6	39			
4.M.43 Families in right-to-buy estates	55	1.0	2.0	48			
4.M.44 Post-war estates, limited means	236	4.2	2.2	192			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	51	0.9	0.8	114			
4.N.46 Elderly people in social rented flats	228	4.0	1.0	391			
4.N.47 Low income older people in smaller semis	284	5.0	2.2	224			
4.N.48 Pensioners and singles in social rented flats	128	2.3	1.7	132			
5. Urban Adversity							
5.O Young Hardship							
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	40	0.7	1.8	39			
5.O.51 Young people in small, low cost terraces	14	0.2	2.3	11			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	5	0.1	1.6	6			
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	135	2.4	1.6	149			
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	162	2.9	1.8	162			
5.Q.59 Deprived areas and high-rise flats	24	0.4	2.0	22			
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	46	0.8	0.3	285			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	5,663						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03929_Black & Grey, Morpeth, NE61 1BU (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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