

CGA LICENCED PREMISES

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Area: P00162_Borough Arms, Lymington, SO41 9G
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	107.5	81.7	132			
Proprietary Club	0	0.0	7.3	0			
Registered Club	10	71.7	28.2	254			
Restaurant	5	35.8	32.1	112			
Residential	2	14.3	2.7	536			

Name	Description	License Type	Owner Name	Postcode
Lymington Town Sailing Club	Independent Free	Registered Club	Independent Free	SO41 3SE
Royal British Legion Club	Independent Free	Registered Club	Independent Free	SO41 9AD
Durlston House	Independent Free	Residential	Independent Free	SO41 9EG
Fishermans Rest	Fuller Smith & Turner	Pubs & Full On	Fuller Smith & Turner	SO41 8FD
Chequers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO41 8FJ
Musketeer	Independent Free	Pubs & Full On	Independent Free	SO41 8FZ
Pennington Sports & Social Club	Independent Free	Registered Club	Independent Free	SO41 8HH
Pennington St Marks Football Club	Independent Free	Registered Club	Independent Free	SO41 8HH
White Hart	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO41 8DF
Stanwell House Hotel	Independent Free	Pubs & Full On	Independent Free	SO41 9AA
Angel	Marston's	Pubs & Full On	Marston's	SO41 9AP
Lal Quilla Restaurant	Independent Free	Restaurant	Independent Free	SO41 9AQ
Kings Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO41 3AR
Ship Inn	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SO41 3AY
Monkey House	Independent Free	Pubs & Full On	Independent Free	SO41 9HA
Lymington Cricket Club	Independent Free	Registered Club	Independent Free	SO41 9GH
Borough Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SO41 9GP
Lymington Club	Independent Free	Registered Club	Independent Free	SO41 9NA
Rivaaz	Independent Free	Restaurant	Independent Free	SO41 9NA
Kings Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SO41 9NB
Solent Mead Home For Elderley	Independent Free	Residential	Independent Free	SO41 3RA
Royal Lymington Yacht Club	Independent Free	Registered Club	Independent Free	SO41 3SE
Sail Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SO41 9NG
Bosuns Chair	Wadworth & Co Ltd	Pubs & Full On	Wadworth & Co Limited	SO41 3BA
Ferryman	Independent Free	Pubs & Full On	Independent Free	SO41 5SB
High Street Kitchen	Independent Free	Restaurant	Independent Free	SO41 9AL
Lanes Restaurant & Bar	Independent Free	Restaurant	Independent Free	SO41 3RH
Lymington Bowling Club	Independent Free	Registered Club	Independent Free	SO41 9GJ
Prezzo	Prezzo plc	Restaurant	Prezzo plc	SO41 9AH
Lymington Town Football Club	Independent Free	Registered Club	Independent Free	SO41 9GH
Six Bells	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SO41 9ND
Lymington & District Fishing Club	Independent Free	Registered Club	Independent Free	SO41 3SE

MAP OF AREA

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Source: OS Open Data 2018

Area: P00162_Borough Arms, Lymington, SO41 9GP (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: P00162_Borough Arms, Lymington, SO41 9GP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,568	51.9	22.1	235		
2 Rising Prosperity	280	4.1	10.2	40		
3 Comfortable Communities	1,636	23.8	26.5	90		
4 Financially Stretched	1,029	15.0	23.7	63		
5 Urban Adversity	347	5.0	17.2	29		
6 Not Private Households	19	0.3	0.3	80		
Total households		6,879				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P00162_Borough Arms, Lymington, SO41 9GP (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	202	2.9	1.1	267		
1.B Executive Wealth	1,462	21.3	11.3	188		
1.C Mature Money	1,904	27.7	9.6	287		
2. Rising Prosperity						
2.D City Sophisticates	2	0.0	3.8	1		
2.E Career Climbers	278	4.0	6.4	63		
3. Comfortable Communities						
3.F Countryside Communities	78	1.1	5.7	20		
3.G Successful Suburbs	746	10.8	6.0	182		
3.H Steady Neighbourhoods	63	0.9	7.4	12		
3.I Comfortable Seniors	526	7.6	2.9	268		
3.J Starting Out	223	3.2	4.6	71		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	172	2.5	8.0	31		
4.M Striving Families	515	7.5	7.4	101		
4.N Poorer Pensioners	342	5.0	5.8	86		
5. Urban Adversity						
5.O Young Hardship	171	2.5	6.3	40		
5.P Struggling Estates	102	1.5	5.7	26		
5.Q Difficult Circumstances	74	1.1	5.2	21		
6. Not Private Households						
6.R Not Private Households	19	0.3	0.3	80		
Total households	6,879					

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		BRANDS	
Age range 25-44	Children at home 0	SHOPPING 	REISS
House tenure Privately renting	Family structure Single	LEISURE 	MOLTON BROWN
Number of beds 1	House type Flat or maisonette	WEBSITES 	Pho
FINANCIAL PROFILE		DIGITAL AND TECH	
Household income UK: £54k London: £54k	% Disposable income UK: 23% London: 20%	ATTITUDES	
Financial situation Running into debt Saving a lot		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: P00162_Borough Arms, Lymington, SO41 9GP (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

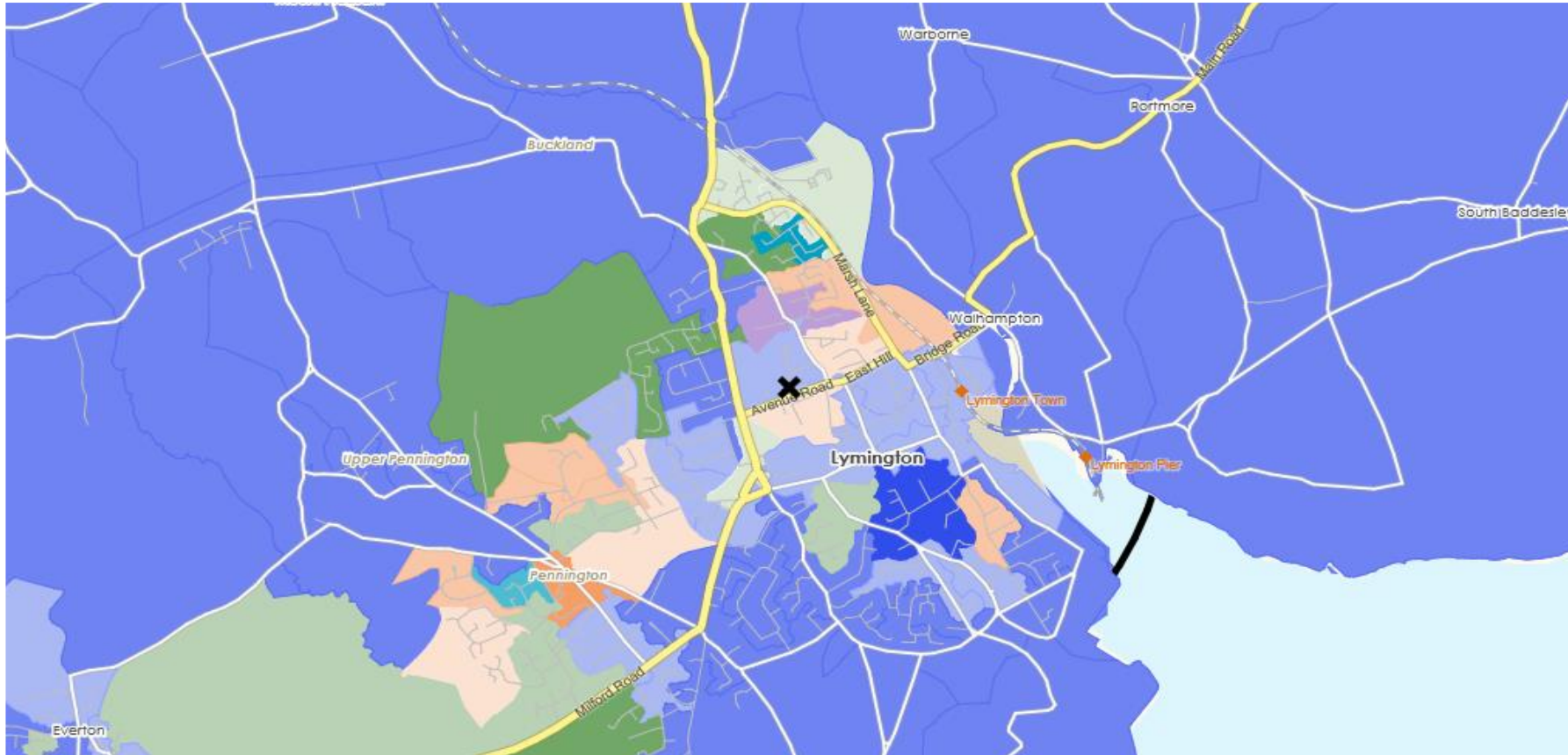
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	3	0.0	0.1	43			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	199	2.9	0.9	337			
1.B Executive Wealth							
1.B.4 Asset rich families	1,002	14.6	2.6	551			
1.B.5 Wealthy countryside commuters	237	3.4	2.5	140			
1.B.6 Financially comfortable families	5	0.1	2.2	3			
1.B.7 Affluent professionals	125	1.8	0.9	213			
1.B.8 Prosperous suburban families	65	0.9	1.5	62			
1.B.9 Well-off edge of towners	28	0.4	1.6	25			
1.C Mature Money							
1.C.10 Better-off villagers	432	6.3	3.1	204			
1.C.11 Settled suburbia, older people	233	3.4	2.8	120			
1.C.12 Retired and empty nesters	433	6.3	2.5	256			
1.C.13 Upmarket downsizers	806	11.7	1.3	906			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	2	0.0	0.7	4			
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	219	3.2	2.0	161			
2.E.19 First time buyers in small, modern homes	59	0.9	3.4	25			
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	78	1.1	3.2	35			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	137	2.0	2.7	74			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	609	8.9	2.4	365			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	63	0.9	2.3	39			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	322	4.7	2.4	197			
3.I.31 Elderly singles in purpose-built accommodation	204	3.0	0.5	611			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	123	1.8	2.2	83			
3.J.33 Smaller houses and starter homes	100	1.5	2.4	61			
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	90	1.3	1.4	91			
4.L.38 Semi-skilled workers in traditional neighbourhoods	63	0.9	2.6	35			
4.L.39 Fading owner occupied terraces	19	0.3	2.9	9			
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	352	5.1	1.6	321			
4.M.42 Struggling younger families in post-war terraces	163	2.4	1.6	145			
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	68	1.0	0.8	126			
4.N.46 Elderly people in social rented flats	40	0.6	1.0	56			
4.N.47 Low income older people in smaller semis	146	2.1	2.2	95			
4.N.48 Pensioners and singles in social rented flats	88	1.3	1.7	75			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	2	0.0	2.2	1			
5.O.50 Struggling younger people in mixed tenure	169	2.5	1.8	137			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	56	0.8	1.6	52			
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	46	0.7	1.6	42			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	56	0.8	1.5	54			
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	18	0.3	2.0	13			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	1	0.0	0.1	24			
6.R.61 Inactive communal population	18	0.3	0.3	92			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,879						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00162_Borough Arms, Lymington, SO41 9GP (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**

12.1M UK Adults 22.8% of UK

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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