

CGA LICENCED PREMISES

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Area: P04419_Spring Gardens, North Shields, NE2!
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	98.6	81.7	121			
Proprietary Club	2	6.0	7.3	82			
Registered Club	13	38.9	28.2	138			
Restaurant	12	35.9	32.1	112			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Royal Quay	Whitbread	Pubs & Full On	Whitbread	NE29 6DL
Charlies Bar	Greene King	Pubs & Full On	Greene King	NE29 0BG
Terminus Social Club	Independent Free	Registered Club	Independent Free	NE29 0DS
Albion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	NE29 0HT
Spring Gardens	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE29 0JD
Chirton Social Club	Independent Free	Registered Club	Independent Free	NE29 0JT
Ballarat Hotel	Independent Free	Pubs & Full On	Independent Free	NE29 6LU
Redburn Hotel	Independent Free	Pubs & Full On	Independent Free	NE29 7AF
Pineapple	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE29 7BH
Nautilus	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	NE29 7DL
Tynemouth Squash Rackets Club	Independent Free	Registered Club	Independent Free	NE29 8LP
My Shanghai	Independent Free	Restaurant	Independent Free	NE29 8NB
Alexandra	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE29 9AL
Sportsman	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE29 9LN
North Shields Catholic Mens Club	Independent Free	Registered Club	Independent Free	NE29 0DQ
King Street Social Club & Institute	Independent Free	Registered Club	Independent Free	NE30 1BZ
How Do You Do	Independent Free	Pubs & Full On	Independent Free	NE30 1JS
Low Lights Tavern	Unknown	Pubs & Full On	Unknown	NE30 1LL
Staith House	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE30 1JA
Garricks Head	Camerons	Pubs & Full On	Camerons	NE30 1NT
Percy Park Rugby Club	Independent Free	Registered Club	Independent Free	NE30 2BE
Tynemouth Cricket Club	Independent Free	Registered Club	Independent Free	NE30 2BG
Gunner	Greene King	Pubs & Full On	Greene King	NE30 2DH
Tynemouth Golf Club	Independent Free	Registered Club	Independent Free	NE30 2ER
Albion Road Masonic Club	Independent Free	Registered Club	Independent Free	NE30 2RQ
Tynemouth Lodge Hotel	Consort Inns	Pubs & Full On	Consort Inns	NE30 4AA
Tynemouth Sailing Club	Independent Free	Registered Club	Independent Free	NE29 6DU
Novelist	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE33 1JF
Alum Ale House	Marston's	Pubs & Full On	Marston's	NE33 1JR
Beehive Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE33 1TF
Bell & Bucket	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE30 1NQ
Tynemouth Unionist	Independent Free	Registered Club	Independent Free	NE30 2RQ
North Shields Rugby Club	Independent Free	Registered Club	Independent Free	NE29 9ND
Magnesia Bank	Independent Free	Pubs & Full On	Independent Free	NE30 1NH
Oddfellows	Independent Free	Proprietary Club	Independent Free	NE30 2RJ
Spread Eagle	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE29 9LB
New Exchange Brasserie & Bar	Independent Free	Restaurant	Independent Free	NE30 1SE
Rajapur	Independent Free	Restaurant	Independent Free	NE29 0AE
Dodgin's Yard	Independent Free	Pubs & Full On	Independent Free	NE30 1HF
Sambuca	Sambuca	Restaurant	Sambuca	NE30 1HJ
Pow Burn	Independent Free	Pubs & Full On	Independent Free	NE29 6QH
Joes Restaurant	Independent Free	Restaurant	Independent Free	NE29 0AL
Gutterball Alley	Lane 7	Proprietary Club	Lane 7	NE29 6DA
Linskill Centre	Independent Free	Registered Club	Independent Free	NE30 2AY
Juke Shed Bar	Independent Free	Pubs & Full On	Independent Free	NE30 1HJ
Quay Taphouse	Independent Free	Restaurant	Independent Free	NE30 1HF
Waterfront Restaurant & Takeaway	Independent Free	Restaurant	Independent Free	NE30 1HJ
Sambuca	Sambuca	Restaurant	Sambuca	NE30 1HH
Salty Sea Dog	Independent Free	Pubs & Full On	Independent Free	NE30 1HH
Allards	Independent Free	Pubs & Full On	Independent Free	NE30 1HJ
Opa Greek	Independent Free	Restaurant	Independent Free	NE29 0AL
Lock	Independent Free	Pubs & Full On	Independent Free	NE29 6DU
Lobo Rojo	Independent Free	Restaurant	Independent Free	NE30 1HB

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Area: P04419_Spring Gardens, North Shields, NE29
 Base: Great Britain
 Year: 2023

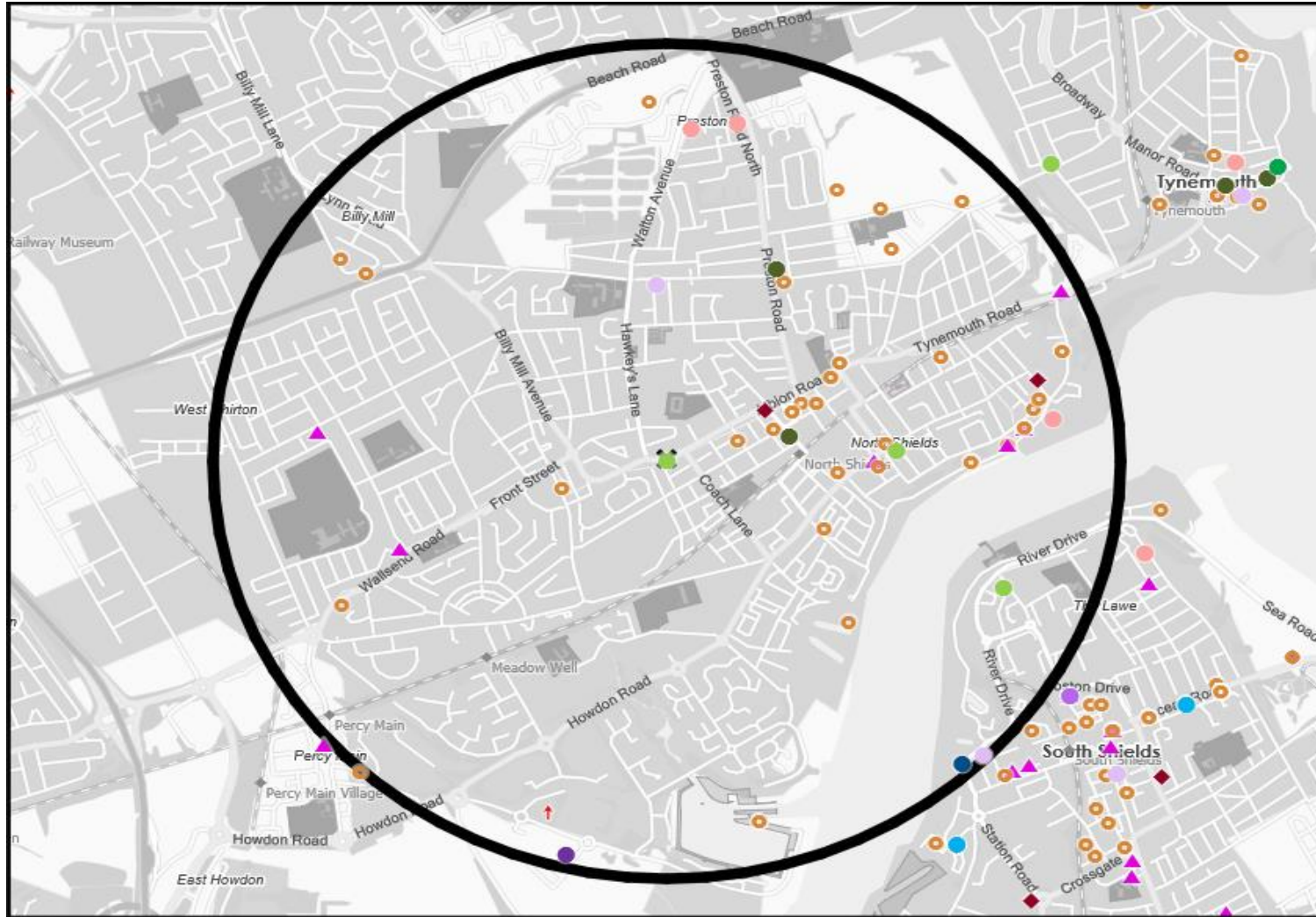
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Registered Club	13	38.9	28.2	138			
Restaurant	12	35.9	32.1	112			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Ships Cat	Independent Free	Pubs & Full On	Independent Free	NE30 1JH
Scott And Wilson	Independent Free	Restaurant	Independent Free	NE30 2DG
Enigma Tap	Independent Free	Pubs & Full On	Independent Free	NE29 0AL
Longsands-Apres	Independent Free	Pubs & Full On	Independent Free	NE30 2RJ
Three Tanners Bank	Independent Free	Pubs & Full On	Independent Free	NE30 1JH
31 The Quay	Independent Free	Restaurant	Independent Free	NE29 6BZ
Basement	Independent Free	Pubs & Full On	Independent Free	NE30 1QP

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04419_Spring Gardens, North Shields, NE29 0JD (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: P04419_Spring Gardens, North Shields, NE29 0JD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	2,169	12.9	22.1	58		
2 Rising Prosperity	1,238	7.4	10.2	72		
3 Comfortable Communities	2,442	14.5	26.5	55		
4 Financially Stretched	3,936	23.4	23.7	99		
5 Urban Adversity	6,987	41.5	17.2	241		
6 Not Private Households	69	0.4	0.3	119		
Total households		16,841				

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: P04419_Spring Gardens, North Shields, NE29 0JD (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	0	0.0	1.1	0		
1.B Executive Wealth	674	4.0	11.3	35		
1.C Mature Money	1,495	8.9	9.6	92		
2. Rising Prosperity						
2.D City Sophisticates	94	0.6	3.8	15		
2.E Career Climbers	1,144	6.8	6.4	107		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	313	1.9	6.0	31		
3.H Steady Neighbourhoods	553	3.3	7.4	44		
3.I Comfortable Seniors	497	3.0	2.9	103		
3.J Starting Out	1,079	6.4	4.6	141		
4. Financially Stretched						
4.K Student Life	20	0.1	2.5	5		
4.L Modest Means	1,044	6.2	8.0	78		
4.M Striving Families	921	5.5	7.4	73		
4.N Poorer Pensioners	1,951	11.6	5.8	201		
5. Urban Adversity						
5.O Young Hardship	3,742	22.2	6.3	355		
5.P Struggling Estates	672	4.0	5.7	70		
5.Q Difficult Circumstances	2,573	15.3	5.2	292		
6. Not Private Households						
6.R Not Private Households	69	0.4	0.3	119		
Total households	16,841					

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

Age range 18-34	Children at home 3+
House tenure Social renting	Family structure Single parent
Number of beds 3	House type Terraced

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland
LEISURE: McDonald's, KFC, GREGGS
WEBSITES: HUNGRY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security 56% (UK average: 53%)	Shopping online makes my life easier 61% (UK average: 62%)	I love the ease of using chat bots to get answers 29% (UK average: 28%)
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FINANCIAL PROFILE

Household income UK: £28k (Average: £40k) London: £32k (Average: £48k)	% Disposable income UK: 30% (Average: 43%) London: 28% (Average: 29%)	Financial situation Running into debt Saving a lot
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TOP BEHAVIOURS

Watching TV / videos on YouTube	Love to buy new gadgets and appliances	Posts ratings / reviews online
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04419_Spring Gardens, North Shields, NE29 0JD (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

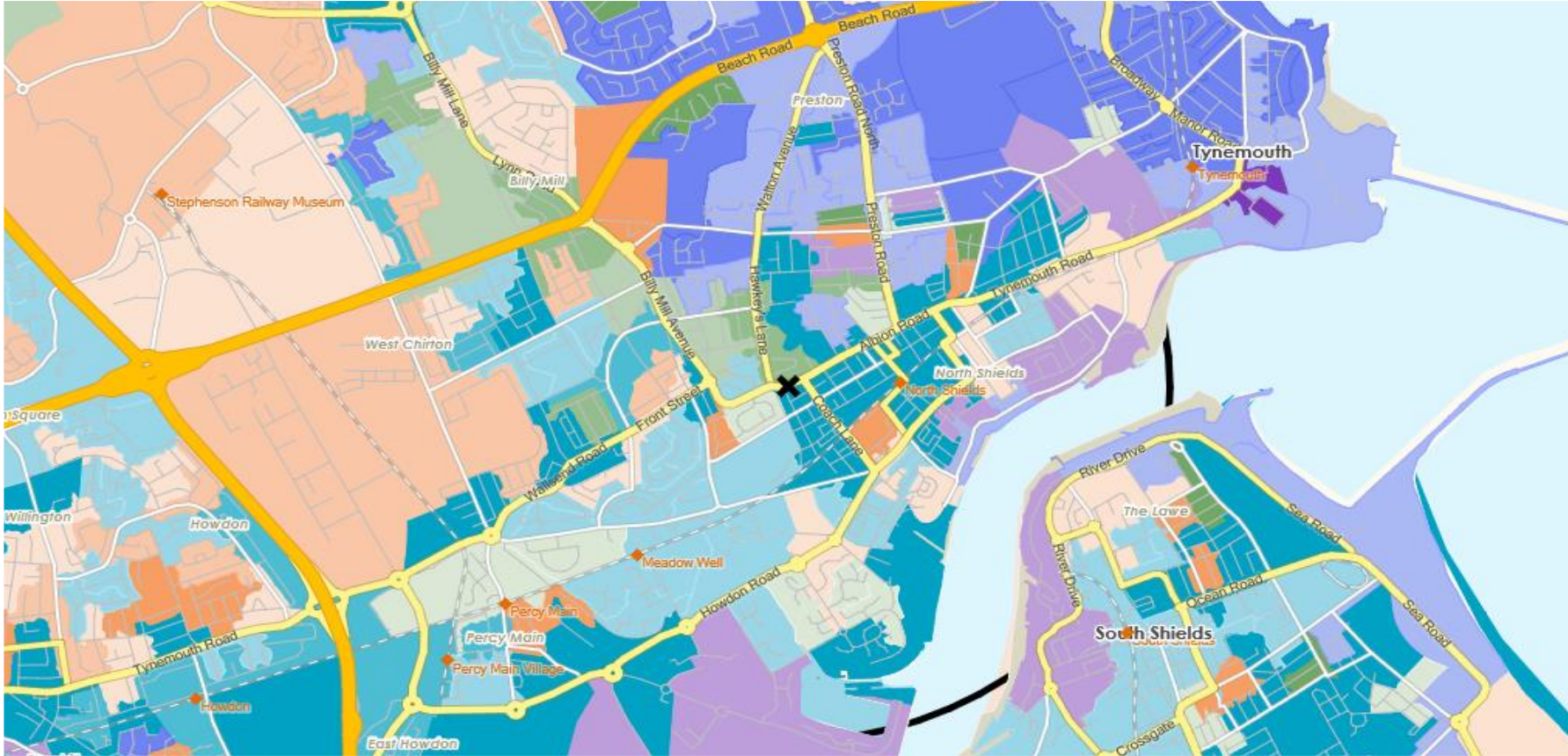
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	147	0.9	2.6	33			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	193	1.1	2.2	52			
1.B.7 Affluent professionals	154	0.9	0.9	107			
1.B.8 Prosperous suburban families	86	0.5	1.5	33			
1.B.9 Well-off edge of towners	94	0.6	1.6	35			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	702	4.2	2.8	148			
1.C.12 Retired and empty nesters	11	0.1	2.5	3			
1.C.13 Upmarket downsizers	782	4.6	1.3	359			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	94	0.6	0.7	80			
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	81	0.5	2.0	24			
2.E.19 First time buyers in small, modern homes	1,062	6.3	3.4	186			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	132	0.8	2.7	29			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	181	1.1	2.4	44			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	402	2.4	3.5	69			
3.H.28 Owner occupied terraces, average income	150	0.9	1.6	56			
3.H.29 Established suburbs, older families	1	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	497	3.0	2.4	124			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	580	3.4	2.2	160			
3.J.33 Smaller houses and starter homes	499	3.0	2.4	123			
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	20	0.1	1.9	6			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	540	3.2	1.4	222			
4.L.38 Semi-skilled workers in traditional neighbourhoods	363	2.2	2.6	82			
4.L.39 Fading owner occupied terraces	141	0.8	2.9	29			
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	15	0.1	1.6	5			
4.M.43 Families in right-to-buy estates	632	3.8	2.0	184			
4.M.44 Post-war estates, limited means	274	1.6	2.2	75			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	108	0.6	0.8	81			
4.N.46 Elderly people in social rented flats	375	2.2	1.0	216			
4.N.47 Low income older people in smaller semis	323	1.9	2.2	86			
4.N.48 Pensioners and singles in social rented flats	1,145	6.8	1.7	398			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	2,752	16.3	2.2	747			
5.O.50 Struggling younger people in mixed tenure	794	4.7	1.8	262			
5.O.51 Young people in small, low cost terraces	196	1.2	2.3	51			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	355	2.1	1.6	135			
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	317	1.9	1.6	118			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	281	1.7	1.5	111			
5.Q.58 Singles and young families, some receiving benefits	1,370	8.1	1.8	462			
5.Q.59 Deprived areas and high-rise flats	922	5.5	2.0	278			
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	69	0.4	0.3	144			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	16,841						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04419_Spring Gardens, North Shields, NE29 0JD (1 Mile contour)



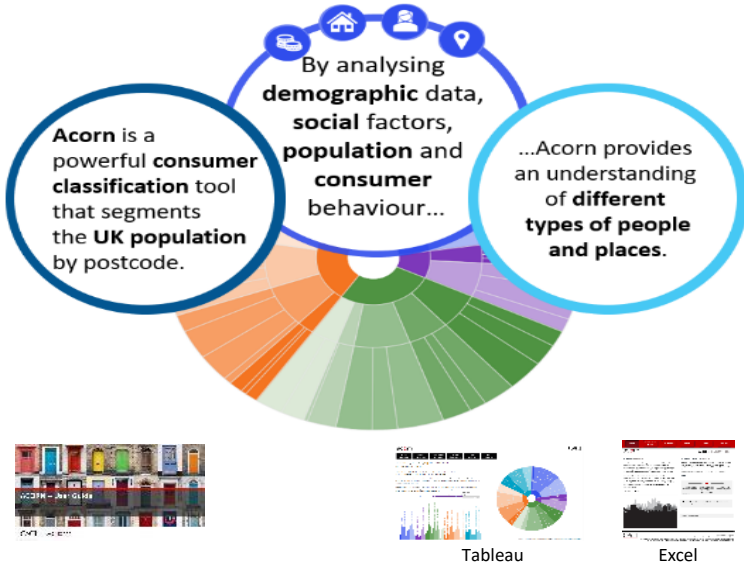
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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

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**

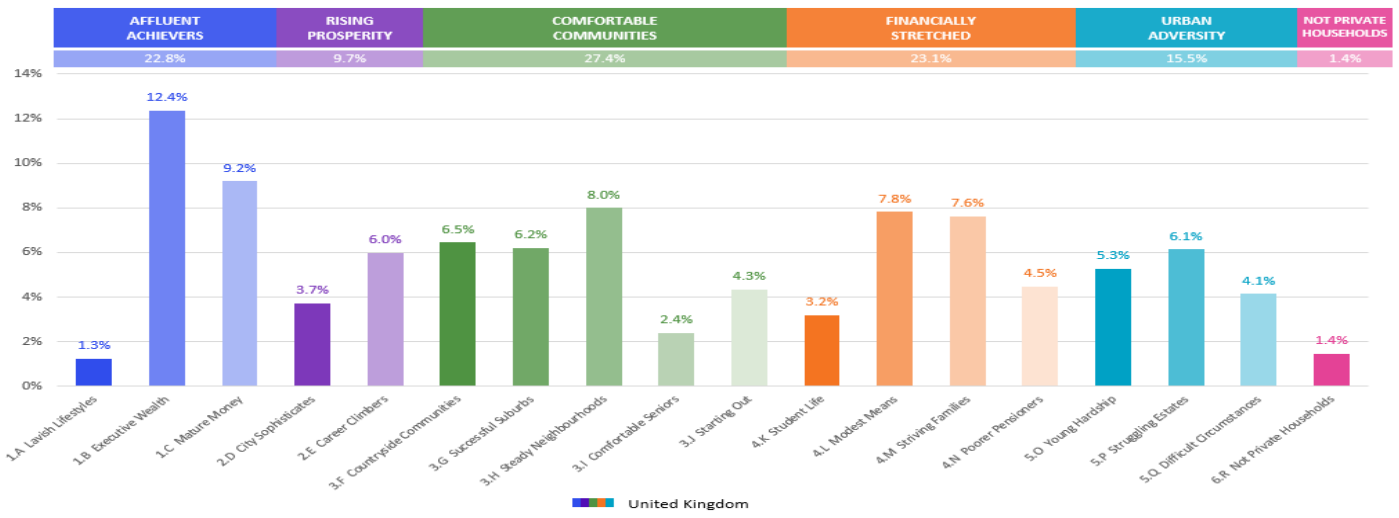
House tenure: **Owned outright**

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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