

CGA LICENCED PREMISES

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Area: P04078_Dolphin Inn, North Shield, sNE30 2S
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	42	177.9	81.7	218			
Proprietary Club	1	4.2	7.3	58			
Registered Club	13	55.1	28.2	196			
Restaurant	17	72.0	32.1	224			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
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
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
Dolphin Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE30 2SN
Marden Residents Association	Independent Free	Registered Club	Independent Free	NE30 3QD
Border Terrier	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	NE30 3SF
Tynemouth Lodge Hotel	Consort Inns	Pubs & Full On	Consort Inns	NE30 4AA
Lola Jeans	Independent Free	Pubs & Full On	Independent Free	NE30 4BS
Salutation	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	NE30 4BT
Priory	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE30 4DX
Cumberland Arms	Greene King	Pubs & Full On	Greene King	NE30 4DX
Tynemouth & District Working Mens Club	Independent Free	Registered Club	Independent Free	NE30 4DX
Turks Head	Greene King	Pubs & Full On	Greene King	NE30 4DZ
Ora	Independent Free	Restaurant	Independent Free	NE30 4DZ
Iztuzu	Independent Free	Restaurant	Independent Free	NE30 4DZ
Gibraltar Rock Restaurant	Ei Group	Pubs & Full On	Ei Group	NE30 4EB
Grand Hotel	Independent Free	Pubs & Full On	Independent Free	NE30 4ER
Pleased To Meet You	Ladhar Leisure	Pubs & Full On	Ladhar Leisure	NE30 4DZ
South Shields Sailing Club	Independent Free	Registered Club	Independent Free	NE33 1LH
Harbour Lights	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	NE33 2AJ
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
Davanti	Independent Free	Restaurant	Independent Free	NE30 4BP
Buddha Lounge	Independent Free	Restaurant	Independent Free	NE30 4BP
New Exchange Brasserie & Bar	Independent Free	Restaurant	Independent Free	NE30 1SE
Rajapur	Independent Free	Restaurant	Independent Free	NE29 0AE
Head Of Steam	Camerons	Pubs & Full On	Camerons	NE30 4BP
Davanti Classico	Independent Free	Restaurant	Independent Free	NE30 4RE
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
Linskill Centre	Independent Free	Registered Club	Independent Free	NE30 2AY
Juke Shed Bar	Independent Free	Pubs & Full On	Independent Free	NE30 1HJ
Allards Lounge	Independent Free	Pubs & Full On	Independent Free	NE30 4BP
Quay Taphouse	Independent Free	Restaurant	Independent Free	NE30 1HF

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 Base: Great Britain
 Year: 2023

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Proprietary Club	1	4.2	7.3	58			
Registered Club	13	55.1	28.2	196			
Restaurant	17	72.0	32.1	224			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Waterfront Restaurant & Takeaway	Independent Free	Restaurant	Independent Free	NE30 1HJ
Yard House	Independent Free	Pubs & Full On	Independent Free	NE30 4LT
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
Surf Cafe	Independent Free	Pubs & Full On	Independent Free	NE30 4JH
View	Independent Free	Pubs & Full On	Independent Free	NE30 4JA
Greenhouse	Independent Free	Pubs & Full On	Independent Free	NE30 4JL
Opa Greek	Independent Free	Restaurant	Independent Free	NE29 0AL
Gulshan	Star Pubs & Bars	Restaurant	Star Pubs & Bars	NE30 4EE
Lobo Rojo	Independent Free	Restaurant	Independent Free	NE30 1HB
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
Platform 2	Independent Free	Pubs & Full On	Independent Free	NE30 4RE
Rileys Fish Shack	Independent Free	Restaurant	Independent Free	NE30 4BY
Longsands-Apres	Independent Free	Pubs & Full On	Independent Free	NE30 2RJ
Vineyard 72	Independent Free	Pubs & Full On	Independent Free	NE30 4BP
Three Tanners Bank	Independent Free	Pubs & Full On	Independent Free	NE30 1JH
Basement	Independent Free	Pubs & Full On	Independent Free	NE30 1QP

MAP OF AREA

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Source: OS Open Data 2018

Area: P04078_Dolphin Inn, North Shield, sNE30 2SN (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: P04078_Dolphin Inn, North Shield, sNE30 2SN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	4,995	42.2	22.1	191		
2 Rising Prosperity	1,294	10.9	10.2	107		
3 Comfortable Communities	1,589	13.4	26.5	51		
4 Financially Stretched	1,712	14.5	23.7	61		
5 Urban Adversity	2,200	18.6	17.2	108		
6 Not Private Households	44	0.4	0.3	108		
Graph						
Total households	11,834					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

Age range
25-34

Financial situation

Children at home
3+

House type
Flat or terraced

House tenure
Social renting

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: P04078_Dolphin Inn, North Shield, sNE30 2SN (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	106	0.9	1.1	82		
1.B Executive Wealth	1,779	15.0	11.3	133		
1.C Mature Money	3,110	26.3	9.6	272		
2. Rising Prosperity						
2.D City Sophisticates	351	3.0	3.8	78		
2.E Career Climbers	943	8.0	6.4	125		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	306	2.6	6.0	43		
3.H Steady Neighbourhoods	419	3.5	7.4	48		
3.I Comfortable Seniors	344	2.9	2.9	102		
3.J Starting Out	520	4.4	4.6	97		
4. Financially Stretched						
4.K Student Life	20	0.2	2.5	7		
4.L Modest Means	478	4.0	8.0	51		
4.M Striving Families	323	2.7	7.4	37		
4.N Poorer Pensioners	891	7.5	5.8	131		
5. Urban Adversity						
5.O Young Hardship	1,559	13.2	6.3	211		
5.P Struggling Estates	4	0.0	5.7	1		
5.Q Difficult Circumstances	637	5.4	5.2	103		
6. Not Private Households						
6.R Not Private Households	44	0.4	0.3	108		
Total households	11,834					

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


House tenure
Social renting

Number of beds
3

Children at home
3+


Family structure
Single parent

House type
Terraced




BRANDS


SHOPPING




LEISURE




WEBSITES




WEBSITES




SHIPPING




LEISURE




WEBSITES




WEBSITES




WEBSITES




WEBSITES



WEBSITES



WEBSITES



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%

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R

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

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Area: P04078_Dolphin Inn, North Shield, sNE30 2SN (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	106	0.9	0.9	104			
1.B Executive Wealth							
1.B.4 Asset rich families	196	1.7	2.6	63			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	696	5.9	0.9	690			
1.B.8 Prosperous suburban families	786	6.6	1.5	433			
1.B.9 Well-off edge of towners	101	0.9	1.6	53			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	1,641	13.9	2.8	492			
1.C.12 Retired and empty nesters	90	0.8	2.5	31			
1.C.13 Upmarket downsizers	1,379	11.7	1.3	901			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	177	1.5	0.7	214			
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	174	1.5	1.0	152			
2.E Career Climbers							
2.E.18 Career driven young families	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	942	8.0	3.4	235			
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	40	0.3	2.7	13			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	266	2.2	2.4	93			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	283	2.4	3.5	69			
3.H.28 Owner occupied terraces, average income	136	1.1	1.6	72			
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	344	2.9	2.4	123			
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	484	4.1	2.2	190			
3.J.33 Smaller houses and starter homes	36	0.3	2.4	13			
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	0.2	1.9	9			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	273	2.3	1.4	160			
4.L.38 Semi-skilled workers in traditional neighbourhoods	117	1.0	2.6	38			
4.L.39 Fading owner occupied terraces	88	0.7	2.9	25			
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	16	0.1	1.6	8			
4.M.42 Struggling young families in post-war terraces	7	0.1	1.6	4			
4.M.43 Families in right-to-buy estates	228	1.9	2.0	94			
4.M.44 Post-war estates, limited means	72	0.6	2.2	28			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	55	0.5	0.8	59			
4.N.46 Elderly people in social rented flats	172	1.5	1.0	141			
4.N.47 Low income older people in smaller semis	273	2.3	2.2	103			
4.N.48 Pensioners and singles in social rented flats	391	3.3	1.7	194			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	1,202	10.2	2.2	465			
5.O.50 Struggling younger people in mixed tenure	328	2.8	1.8	154			
5.O.51 Young people in small, low cost terraces	29	0.2	2.3	11			
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	4	0.0	1.6	2			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	49	0.4	1.5	27			
5.Q.58 Singles and young families, some receiving benefits	110	0.9	1.8	53			
5.Q.59 Deprived areas and high-rise flats	478	4.0	2.0	205			
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	44	0.4	0.3	131			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	11,834						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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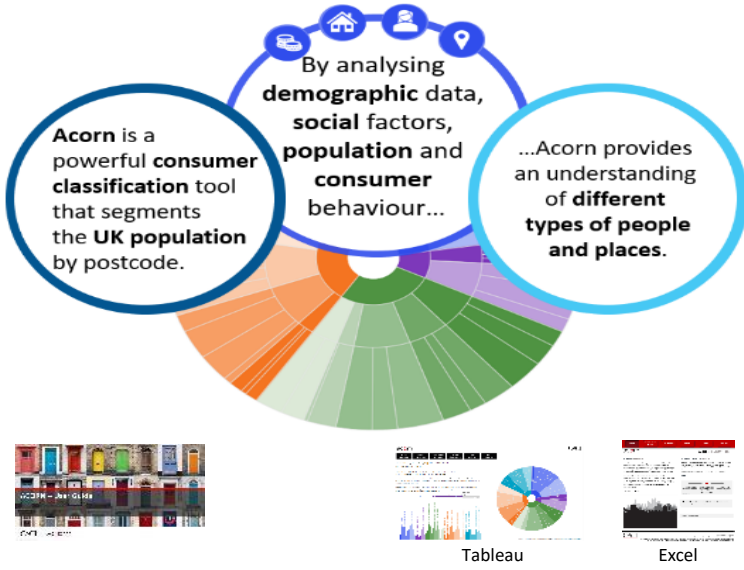


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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**

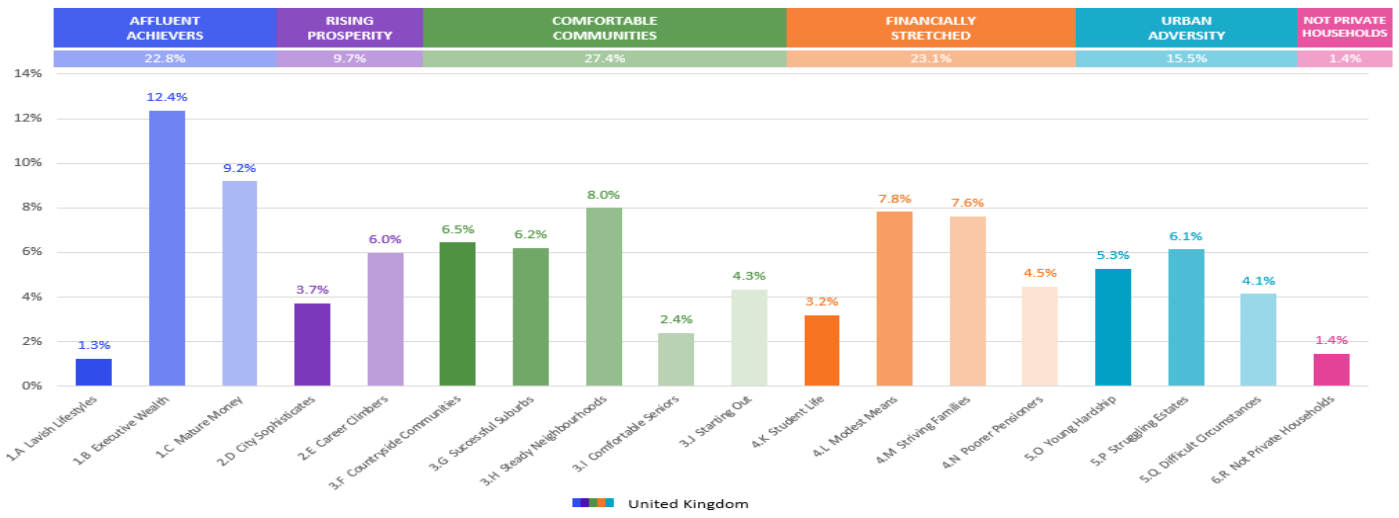
House tenure: **Owned outright**

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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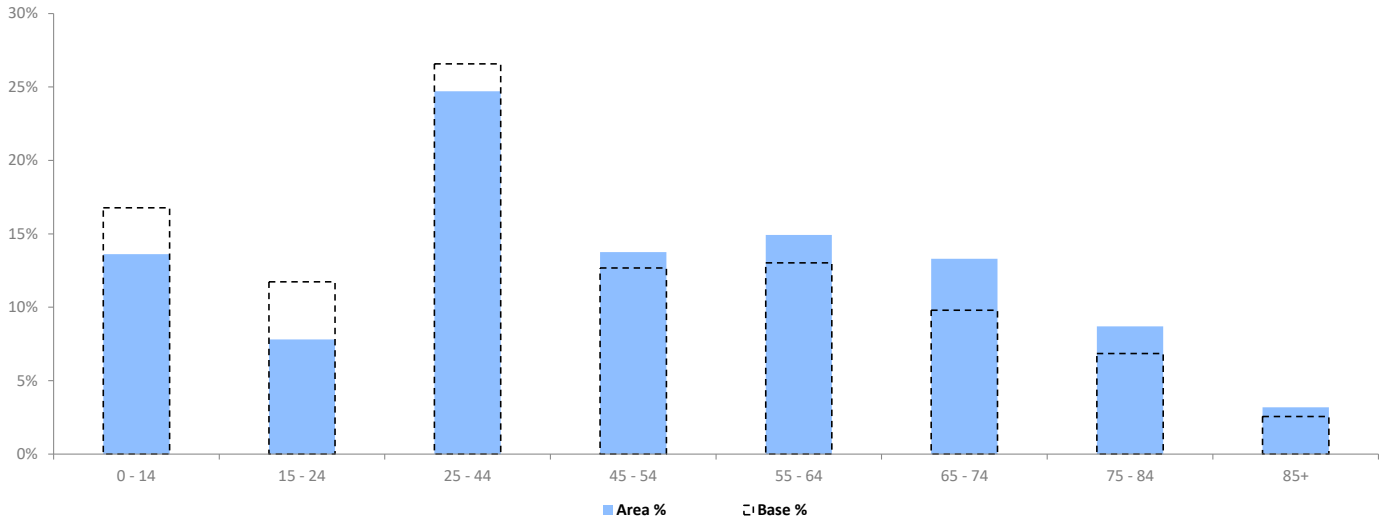


POPULATION PROJECTIONS

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 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,214	13.6	16.8	81			
15 - 24	1,842	7.8	11.7	66			
25 - 44	5,833	24.7	26.6	93			
45 - 54	3,249	13.8	12.7	109			
55 - 64	3,523	14.9	13.0	115			
65 - 74	3,138	13.3	9.8	136			
75 - 84	2,052	8.7	6.9	127			
85+	752	3.2	2.6	125			
Total population	23,603						



EXPENDITURE

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Area: P04078_Dolphin Inn, North Shield, sNE30 2SN (1 Mile contour)
 Base: Great Britain
 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	£684,666	£59.05	£66.95	88			
2. Alcoholic beverages, tobacco and narcotics	£283,740	£24.47	£28.12	87			
3. Clothing & Footwear	£256,058	£22.08	£22.40	99			
4. Housing, water, electricity, gas and other fuels	£1,090,032	£94.01	£107.19	88			
5. Furnishings, equipment and routine maintenance	£438,668	£37.83	£36.85	103			
6. Health	£127,714	£11.01	£13.48	82			
7. Transport	£1,409,141	£121.53	£134.74	90			
8. Communication	£155,188	£13.38	£15.74	85			
9. Recreation & Culture	£674,586	£58.18	£64.16	91			
10. Education	£131,893	£11.37	£22.26	51			
11. Restaurants & Hotels	£814,179	£70.22	£67.11	105			
12. Miscellaneous goods and services	£1,183,443	£102.06	£109.86	93			
Total Expenditure	£7,249,309	£625.21	£688.85	91			

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.