

CGA LICENCED PREMISES

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Area: P04260_Melbourne, Liverpool, L13 6RH (0.5)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	81.0	81.7	99			
Proprietary Club	1	7.4	7.3	101			
Registered Club	3	22.1	28.2	78			
Restaurant	2	14.7	32.1	46			
Residential	0	0.0	2.7	0			

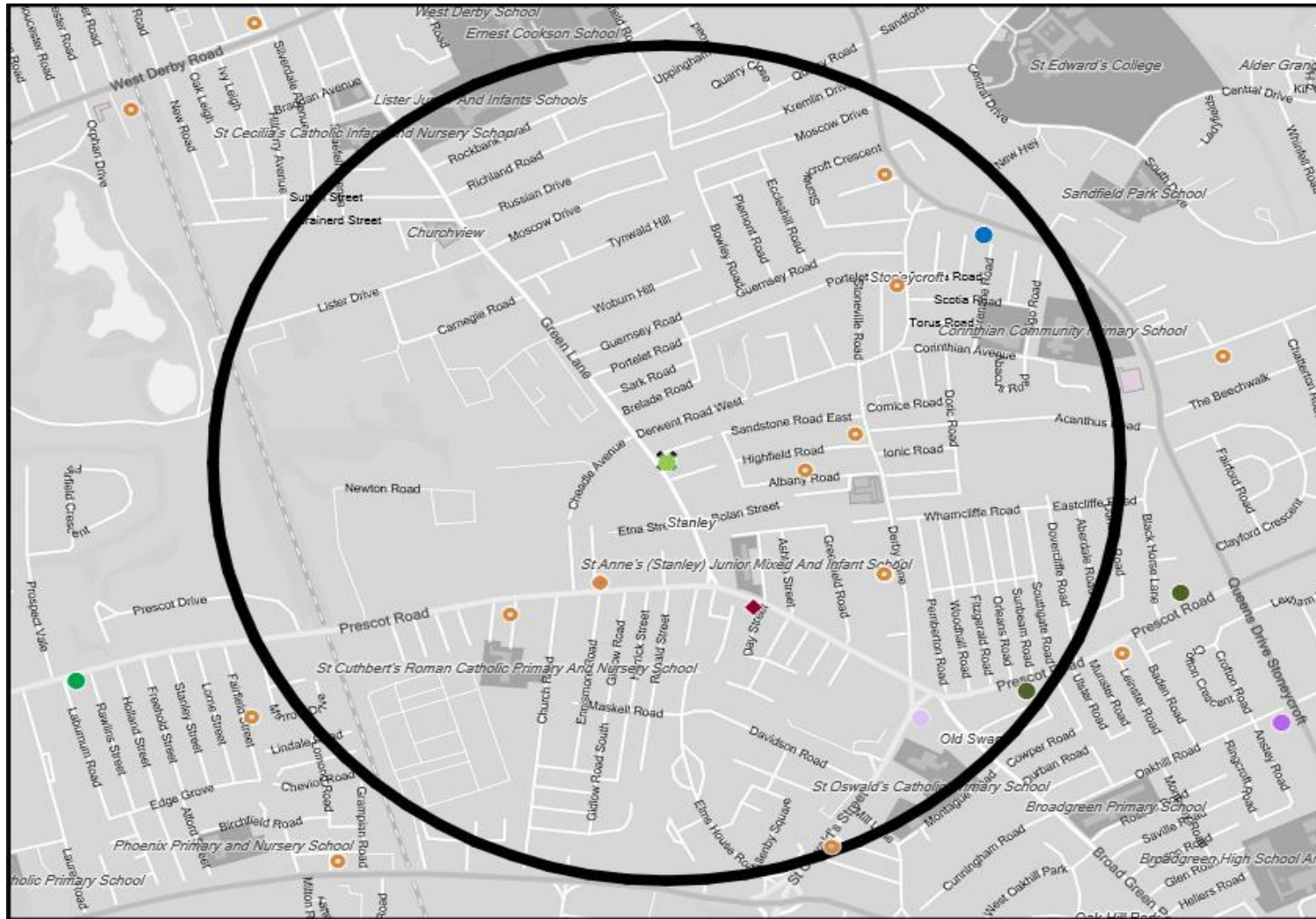
Name	Description	License Type	Owner Name	Postcode
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	L 13 0AS
Mr. Smiths	Independent Free	Pubs & Full On	Independent Free	L 13 3AP
Albany	Independent Free	Pubs & Full On	Independent Free	L 13 3BJ
Derby	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 13 3BS
Millfield Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	L 13 3DB
St Oswalds Parish Club	Independent Free	Registered Club	Independent Free	L 13 5SB
Masons Arms	Greene King	Pubs & Full On	Greene King	L 13 5XE
George Scott Snooker Club	Independent Free	Proprietary Club	Independent Free	L 13 6QA
Old Swan Conservative Club	Independent Free	Registered Club	Independent Free	L 13 6QE
Wellington	Independent Free	Pubs & Full On	Independent Free	L 13 6RH
Melbourne	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	L 13 6RH
Old Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	L 13 5SA
Brambles	Independent Free	Pubs & Full On	Independent Free	L 13 5SB
Billy Martins Dance Club	Independent Free	Registered Club	Independent Free	L 13 6QA
Yukti	Independent Free	Restaurant	Independent Free	L 13 3BS
Retsina Greek Restaurant & Taverna	Independent Free	Restaurant	Independent Free	L 13 6QF
Cask	Independent Free	Pubs & Full On	Independent Free	L 13 0AR

MAP OF AREA

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Source: OS Open Data 2018

Area: P04260_Melbourne, Liverpool, L13 6RH (0.50 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: P04260_Melbourne, Liverpool, L13 6RH (0.50 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	51	0.8	22.1	4			
2 Rising Prosperity	0	0.0	10.2	0			
3 Comfortable Communities	747	12.4	26.5	47			
4 Financially Stretched	1,812	30.1	23.7	127			
5 Urban Adversity	3,407	56.6	17.2	329			
6 Not Private Households	1	0.0	0.3	5			
Total households		6,018					

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: P04260_Melbourne, Liverpool, L13 6RH (0.50 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	28	0.5	11.3	4			
1.C Mature Money	23	0.4	9.6	4			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	0	0.0	6.4	0			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	10	0.2	6.0	3			
3.H Steady Neighbourhoods	642	10.7	7.4	144			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	95	1.6	4.6	35			
4. Financially Stretched							
4.K Student Life	109	1.8	2.5	72			
4.L Modest Means	1,370	22.8	8.0	285			
4.M Striving Families	222	3.7	7.4	50			
4.N Poorer Pensioners	111	1.8	5.8	32			
5. Urban Adversity							
5.O Young Hardship	2,904	48.3	6.3	772			
5.P Struggling Estates	39	0.6	5.7	11			
5.Q Difficult Circumstances	464	7.7	5.2	147			
6. Not Private Households							
6.R Not Private Households	1	0.0	0.3	5			
Total households	6,018						

Acorn Group Pen Portrait

6
Not Private Households

790k
UK Adults

1.5%
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

A
B
C
D
E
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N
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R

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

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Area: P04260_Melbourne, Liverpool, L13 6RH (0.50 Mile contour)
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 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	0	0.0	2.6	0			
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	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	28	0.5	1.5	30			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	23	0.4	2.8	14			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	10	0.2	2.7	6			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	548	9.1	3.5	263			
3.H.28 Owner occupied terraces, average income	94	1.6	1.6	97			
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	0	0.0	2.4	0			
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	39	0.6	2.2	30			
3.J.33 Smaller houses and starter homes	56	0.9	2.4	39			
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	109	1.8	1.9	94			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	189	3.1	1.4	218			
4.L.38 Semi-skilled workers in traditional neighbourhoods	194	3.2	2.6	123			
4.L.39 Fading owner occupied terraces	987	16.4	2.9	562			
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	34	0.6	1.6	34			
4.M.43 Families in right-to-buy estates	29	0.5	2.0	24			
4.M.44 Post-war estates, limited means	159	2.6	2.2	121			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	23	0.4	1.0	37			
4.N.47 Low income older people in smaller semis	88	1.5	2.2	65			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	301	5.0	2.2	229			
5.O.50 Struggling younger people in mixed tenure	395	6.6	1.8	365			
5.O.51 Young people in small, low cost terraces	2,208	36.7	2.3	1,620			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	39	0.6	1.6	41			
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	35	0.6	1.5	39			
5.Q.58 Singles and young families, some receiving benefits	273	4.5	1.8	258			
5.Q.59 Deprived areas and high-rise flats	156	2.6	2.0	132			
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	1	0.0	0.3	6			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,018						

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








DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04260_Melbourne, Liverpool, L13 6RH (0.50 Mile contour)


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Source: OS Open Data 2018



-  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%

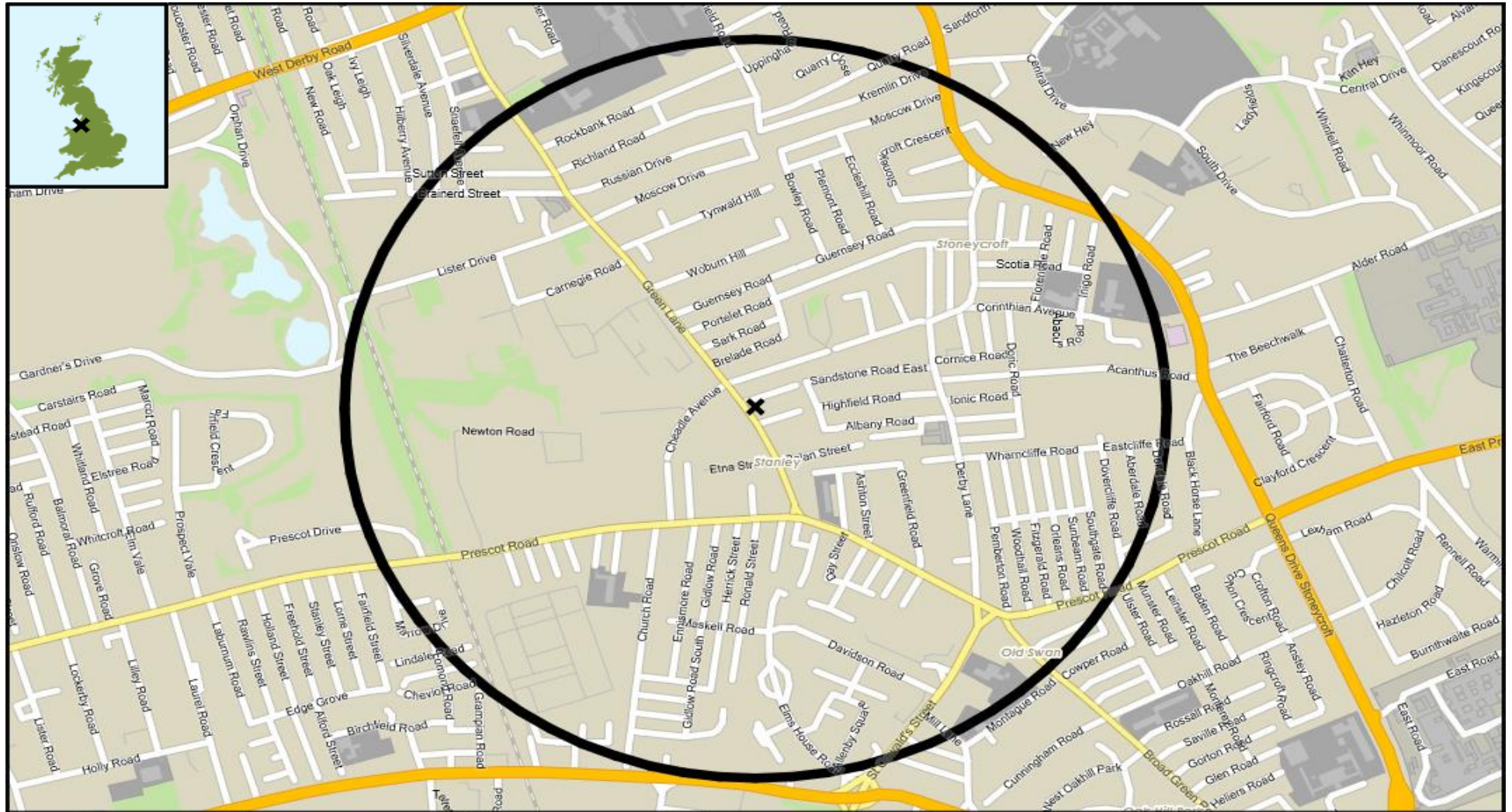


MAP OF AREA

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Source: OS Open Data 2018

Area: P04260_Melbourne, Liverpool, L13 6RH (0.50 Mile contour)



POPULATION PROJECTIONS

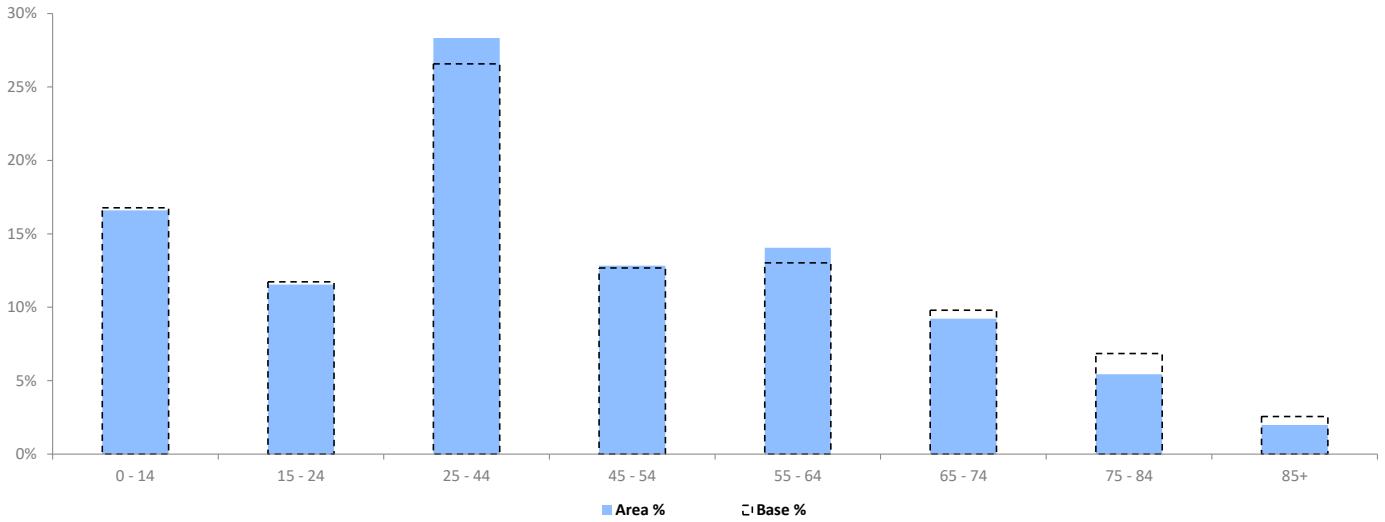
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Area: P04260_Melbourne, Liverpool, L13 6RH (0.50 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,253	16.6	16.8	99			
15 - 24	1,567	11.5	11.7	98			
25 - 44	3,848	28.3	26.6	107			
45 - 54	1,742	12.8	12.7	101			
55 - 64	1,909	14.1	13.0	108			
65 - 74	1,253	9.2	9.8	94			
75 - 84	738	5.4	6.9	79			
85+	269	2.0	2.6	78			
Total population	13,579						



EXPENDITURE

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Area: P04260_Melbourne, Liverpool, L13 6RH (0.50 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	£383,964	£61.94	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£196,720	£31.73	£28.12	113			
3. Clothing & Footwear	£127,011	£20.49	£22.40	91			
4. Housing, water, electricity, gas and other fuels	£516,972	£83.40	£107.19	78			
5. Furnishings, equipment and routine maintenance	£182,182	£29.39	£36.85	80			
6. Health	£62,998	£10.16	£13.48	75			
7. Transport	£582,331	£93.94	£134.74	70			
8. Communication	£89,188	£14.39	£15.74	91			
9. Recreation & Culture	£333,369	£53.78	£64.16	84			
10. Education	£53,542	£8.64	£22.26	39			
11. Restaurants & Hotels	£344,437	£55.56	£67.11	83			
12. Miscellaneous goods and services	£554,137	£89.39	£109.86	81			
Total Expenditure	£3,426,852	£552.81	£688.85	80			



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.