

CGA LICENCED PREMISES

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Area: P04564_Royal Standard, Whitehaven, CA28
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	27	259.0	81.7	317			
Proprietary Club	2	19.2	7.3	263			
Registered Club	7	67.2	28.2	238			
Restaurant	10	95.9	32.1	299			
Residential	1	9.6	2.7	359			

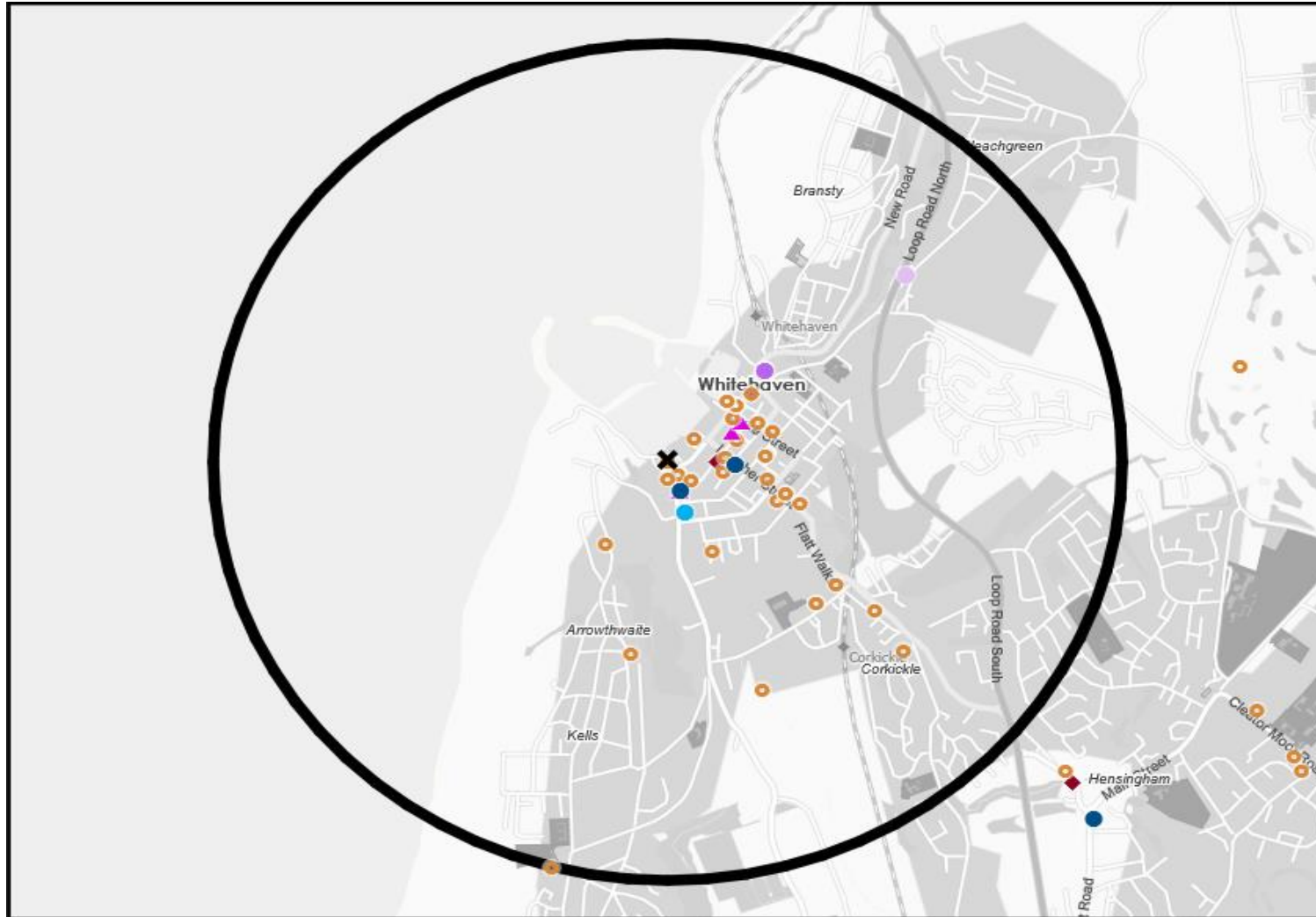
Name	Description	License Type	Owner Name	Postcode
Whittington Cat	Marston's	Pubs & Full On	Marston's	CA28 7DG
Sunny Hill Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CA28 6AB
Puncheon Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CA28 7AX
Studio Bar & Club	Independent Free	Pubs & Full On	Independent Free	CA28 7DY
Sneck Lifter	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA28 7EL
Jasmine Palace	Independent Free	Restaurant	Independent Free	CA28 7EN
Joe Bananas	Independent Free	Pubs & Full On	Independent Free	CA28 7EU
Anchor Vaults	Marston's	Pubs & Full On	Marston's	CA28 7JB
Wellington	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA28 7JB
Vine Inn	Independent Free	Pubs & Full On	Independent Free	CA28 7JG
Royal Oak	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA28 7LA
Casa Romana	Independent Free	Restaurant	Independent Free	CA28 7QF
Whitehaven Rugby Club	Independent Free	Registered Club	Independent Free	CA28 9DD
Whitehaven Rugby League Supporters Club	Independent Free	Registered Club	Independent Free	CA28 7RB
Lowther Club	Independent Free	Pubs & Full On	Independent Free	CA28 7RF
Civic Hall	Independent Free	Registered Club	Independent Free	CA28 7SH
St Beghs Catholic Social Club	Independent Free	Registered Club	Independent Free	CA28 7TE
Taylor's Tavern	Independent Free	Pubs & Full On	Independent Free	CA28 7UX
Manhattans Bar And Bubbles Nightclub	Independent Free	Pubs & Full On	Independent Free	CA28 7UX
Waverley Hotel	Independent Free	Pubs & Full On	Independent Free	CA28 7UX
Opera Bingo	Graves Ltd	Proprietary Club	Graves Ltd	CA28 7UZ
Candlestick	Independent Free	Pubs & Full On	Independent Free	CA28 7UX
Shipwrights Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CA28 7XE
Chase Hotel	Independent Free	Pubs & Full On	Independent Free	CA28 8AA
Castle Knights Bar & Grill	Independent Free	Pubs & Full On	Independent Free	CA28 7RP
Kells Amateur Rugby League Football Club	Independent Free	Registered Club	Independent Free	CA28 9EJ
Marchon Sports & Social Club	Independent Free	Registered Club	Independent Free	CA28 7TE
Whitehaven Cricket Club	Independent Free	Registered Club	Independent Free	CA28 7QR
Stump	Independent Free	Pubs & Full On	Independent Free	CA28 9AG
Barrajacks	Punch Pub Company	Pubs & Full On	Punch Pub Company	CA28 7HZ
Vagabond	Independent Free	Restaurant	Independent Free	CA28 7LL
Akash Tandoori	Independent Free	Restaurant	Independent Free	CA28 7UZ
Bransty Arch	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CA28 7XE
Georgian House Hotel	Independent Free	Restaurant	Independent Free	CA28 7AY
Zest Harbourside	Independent Free	Restaurant	Independent Free	CA28 7LR
Rum Story	Independent Free	Pubs & Full On	Independent Free	CA28 7DN
Shakers	Independent Free	Pubs & Full On	Independent Free	CA28 7ET
Yellow Earl	Independent Free	Pubs & Full On	Independent Free	CA28 7AH
La Venue	Independent Free	Pubs & Full On	Independent Free	CA28 7DG
Annas	Independent Free	Restaurant	Independent Free	CA28 7UJ
Corner House	Independent Free	Residential	Independent Free	CA28 8AD
Grapes	Independent Free	Restaurant	Independent Free	CA28 7RB
Rack Shack	Independent Free	Proprietary Club	Independent Free	CA28 7LS
Number 11	Independent Free	Restaurant	Independent Free	CA28 7JD
Harbour Master	Independent Free	Restaurant	Independent Free	CA28 7UJ
Buzz Station	Independent Free	Pubs & Full On	Independent Free	CA28 7XE
Royal Standard	Independent Free	Pubs & Full On	Independent Free	CA28 7LR

MAP OF AREA

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Source: OS Open Data 2018

Area: P04564_Royal Standard, Whitehaven, CA28 7LR (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: P04564_Royal Standard, Whitehaven, CA28 7LR (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	705	14.6	22.1	66		
2 Rising Prosperity	99	2.0	10.2	20		
3 Comfortable Communities	1,256	26.0	26.5	98		
4 Financially Stretched	1,973	40.8	23.7	172		
5 Urban Adversity	787	16.3	17.2	95		
6 Not Private Households	20	0.4	0.3	120		
Graph						
Total households	4,840					

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: P04564_Royal Standard, Whitehaven, CA28 7LR (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	274	5.7	11.3	50			
1.C Mature Money	431	8.9	9.6	92			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	99	2.0	6.4	32			
3. Comfortable Communities							
3.F Countryside Communities	103	2.1	5.7	37			
3.G Successful Suburbs	287	5.9	6.0	100			
3.H Steady Neighbourhoods	609	12.6	7.4	170			
3.I Comfortable Seniors	90	1.9	2.9	65			
3.J Starting Out	167	3.5	4.6	76			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	740	15.3	8.0	191			
4.M Striving Families	510	10.5	7.4	141			
4.N Poorer Pensioners	723	14.9	5.8	259			
5. Urban Adversity							
5.O Young Hardship	376	7.8	6.3	124			
5.P Struggling Estates	2	0.0	5.7	1			
5.Q Difficult Circumstances	409	8.5	5.2	161			
6. Not Private Households							
6.R Not Private Households	20	0.4	0.3	120			
Total households	4,840						

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.



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

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Area: P04564_Royal Standard, Whitehaven, CA28 7LR (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

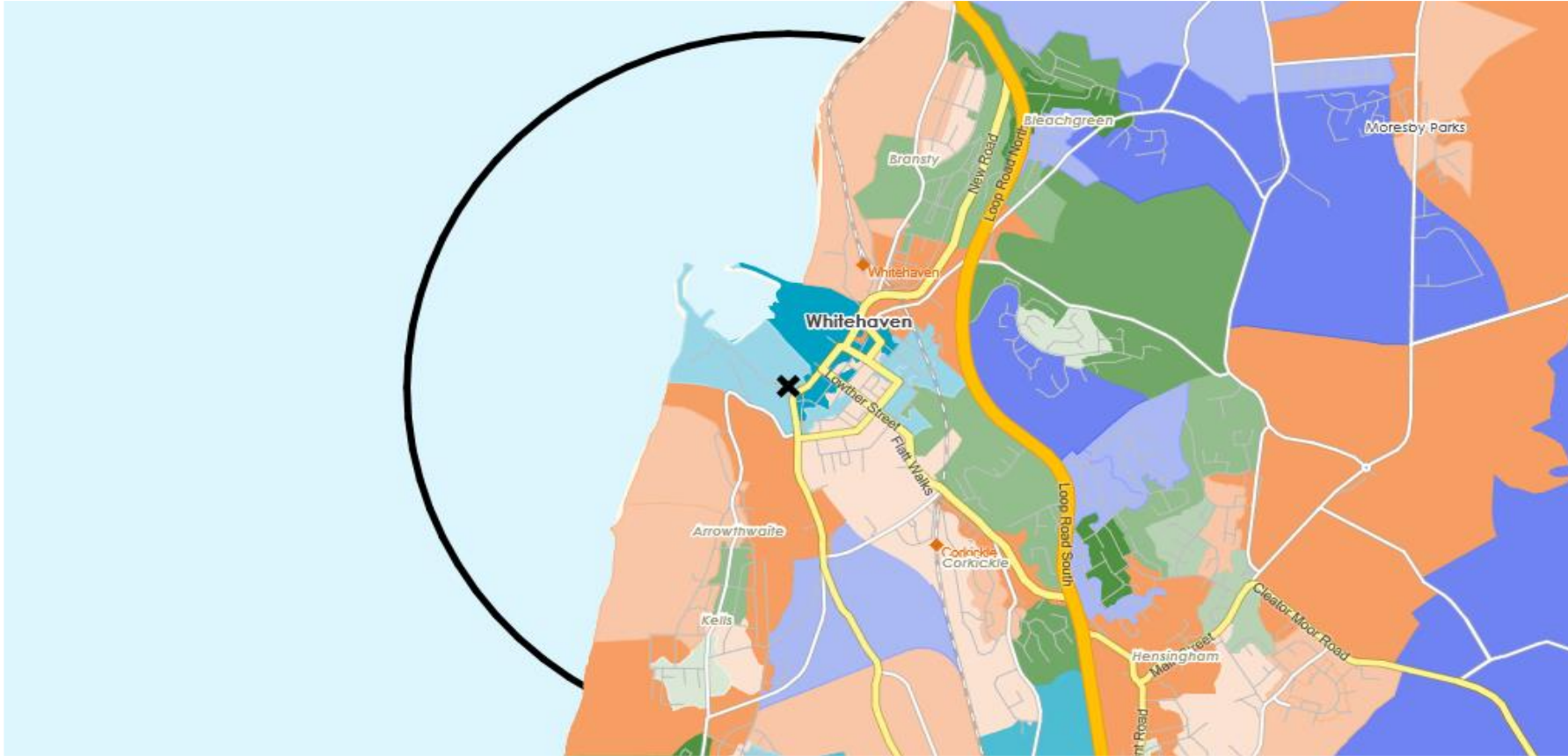
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	68	1.4	2.6	53			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	194	4.0	2.2	180			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	12	0.2	1.6	15			
1.C Mature Money							
1.C.10 Better-off villagers	13	0.3	3.1	9			
1.C.11 Settled suburbia, older people	300	6.2	2.8	220			
1.C.12 Retired and empty nesters	88	1.8	2.5	74			
1.C.13 Upmarket downsizers	30	0.6	1.3	48			
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	77	1.6	2.0	81			
2.E.19 First time buyers in small, modern homes	22	0.5	3.4	13			
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	103	2.1	3.2	66			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	159	3.3	2.7	122			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	128	2.6	2.4	109			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	301	6.2	3.5	179			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	308	6.4	2.3	272			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	59	1.2	2.4	51			
3.I.31 Elderly singles in purpose-built accommodation	31	0.6	0.5	132			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	167	3.5	2.4	144			
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	92	1.9	1.4	132			
4.L.38 Semi-skilled workers in traditional neighbourhoods	309	6.4	2.6	243			
4.L.39 Fading owner occupied terraces	339	7.0	2.9	240			
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	18	0.4	1.6	23			
4.M.42 Struggling young families in post-war terraces	8	0.2	1.6	10			
4.M.43 Families in right-to-buy estates	393	8.1	2.0	398			
4.M.44 Post-war estates, limited means	91	1.9	2.2	86			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	44	0.9	0.8	116			
4.N.46 Elderly people in social rented flats	127	2.6	1.0	255			
4.N.47 Low income older people in smaller semis	366	7.6	2.2	338			
4.N.48 Pensioners and singles in social rented flats	186	3.8	1.7	225			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	242	5.0	2.2	229			
5.O.50 Struggling younger people in mixed tenure	41	0.8	1.8	47			
5.O.51 Young people in small, low cost terraces	93	1.9	2.3	85			
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	2	0.0	1.6	3			
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	44	0.9	1.8	52			
5.Q.59 Deprived areas and high-rise flats	365	7.5	2.0	383			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	13	0.3	0.1	452			
6.R.61 Inactive communal population	7	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	4,840						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04564_Royal Standard, Whitehaven, CA28 7LR (1 Mile contour)



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

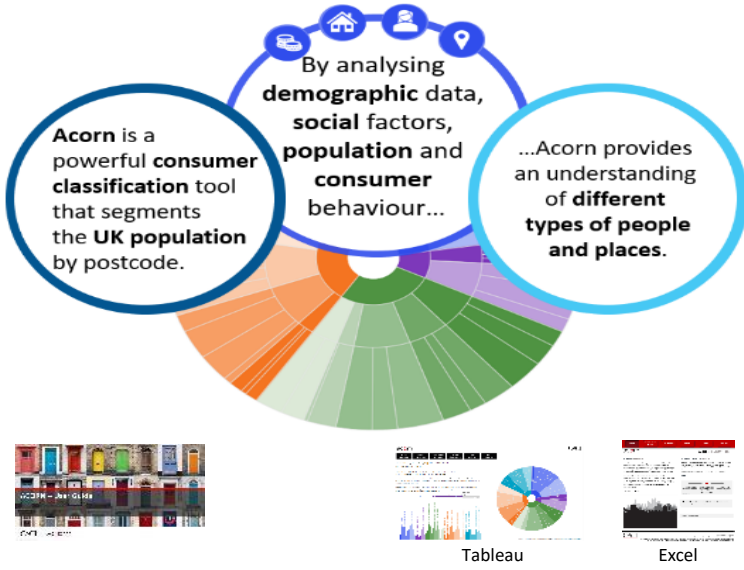
Acorn Groups

- 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

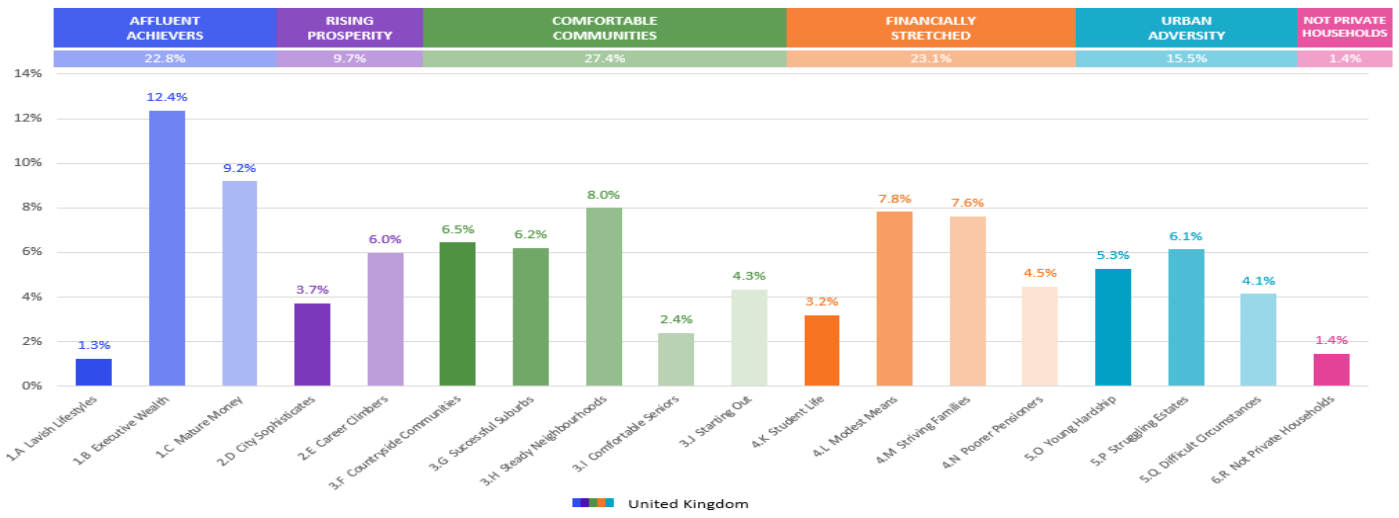
House tenure: **Owned outright**

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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Source: OS Open Data 2018

Area: P04564_Royal Standard, Whitehaven, CA28 7LR (1 Mile contour)

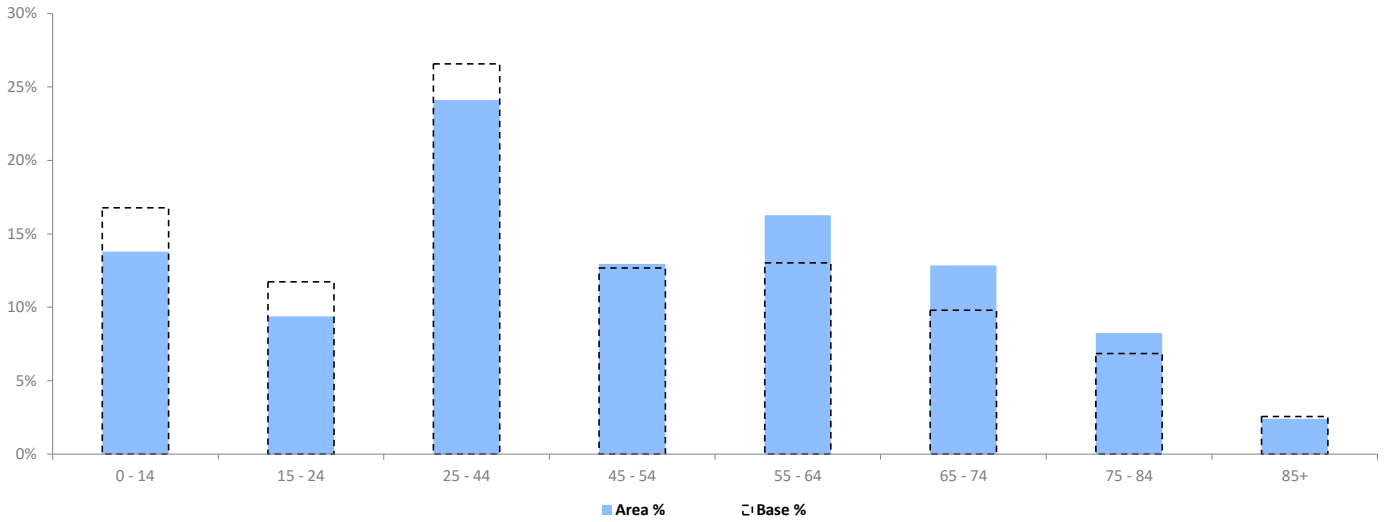


POPULATION PROJECTIONS

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Area: P04564_Royal Standard, Whitehaven, CA28 7LR (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,437	13.8	16.8	82			
15 - 24	978	9.4	11.7	80			
25 - 44	2,513	24.1	26.6	91			
45 - 54	1,351	13.0	12.7	102			
55 - 64	1,695	16.3	13.0	125			
65 - 74	1,339	12.8	9.8	131			
75 - 84	859	8.2	6.9	120			
85+	251	2.4	2.6	94			
Total population	10,423						



EXPENDITURE

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Area: P04564_Royal Standard, Whitehaven, CA28 7LR (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	£298,124	£61.61	£66.95	92			
2. Alcoholic beverages, tobacco and narcotics	£147,375	£30.46	£28.12	108			
3. Clothing & Footwear	£102,283	£21.14	£22.40	94			
4. Housing, water, electricity, gas and other fuels	£422,515	£87.31	£107.19	81			
5. Furnishings, equipment and routine maintenance	£161,159	£33.30	£36.85	90			
6. Health	£55,996	£11.57	£13.48	86			
7. Transport	£536,573	£110.89	£134.74	82			
8. Communication	£70,411	£14.55	£15.74	92			
9. Recreation & Culture	£279,350	£57.73	£64.16	90			
10. Education	£33,705	£6.97	£22.26	31			
11. Restaurants & Hotels	£269,936	£55.78	£67.11	83			
12. Miscellaneous goods and services	£484,845	£100.20	£109.86	91			
Total Expenditure	£2,862,274	£591.50	£688.85	86			



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.