

CGA LICENCED PREMISES

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Area: ATLT_CastleDY1 1LQ (0.62 Mile contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	401.7	84.9	473			
Proprietary Club	4	64.3	8.1	790			
Registered Club	1	16.1	29.9	54			
Restaurant	6	96.4	34.6	279			
Residential	0	0.0	3.5	0			

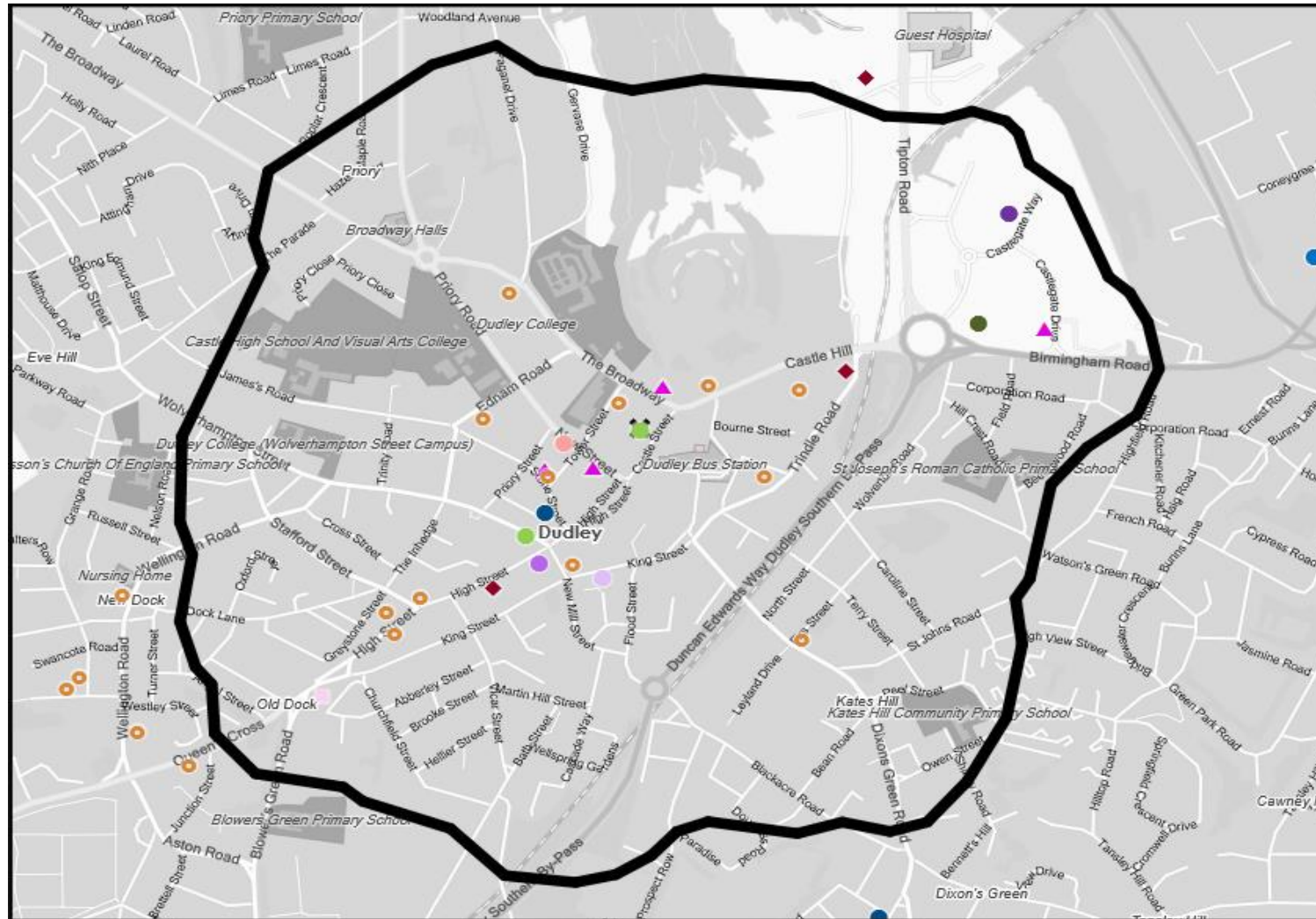
Name	Description	License Type	Owner Name	Postcode
Shrewsbury Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 1 1DA
Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 1 1LQ
Court House	Black Country Ales	Pubs & Full On	Black Country Ales	DY 1 1LT
Old Priory	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY 1 1LU
Malt Shovel	Independent Free	Pubs & Full On	Independent Free	DY 1 1NB
Saracens Head	Amber Taverns	Pubs & Full On	Amber Taverns	DY 1 1NJ
Griffin	Marston's	Pubs & Full On	Marston's	DY 1 1NS
Cafe Grande	Independent Free	Pubs & Full On	Independent Free	DY 1 1NS
Full Moon	Wetherspoon	Pubs & Full On	Wetherspoon	DY 1 1PS
Little Barrel	Unknown	Pubs & Full On	Unknown	DY 1 1PY
Three Crowns	Independent Free	Pubs & Full On	Independent Free	DY 1 1QS
Lamp Tavern	Batham	Pubs & Full On	Batham	DY 1 1QT
Fellows	Holdens	Pubs & Full On	Holdens	DY 1 4QD
Station Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 1 4RA
Dubliners	Independent Free	Pubs & Full On	Independent Free	DY 2 7AU
Ye Olde Foundary	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY 2 8NY
Dudley Town Hall	Independent Free	Pubs & Full On	Independent Free	DY 1 1HL
Dudley Zoo Services	Independent Free	Proprietary Club	Independent Free	DY 1 4AP
Ex-Servicemens Club	Independent Free	Registered Club	Independent Free	DY 2 7BT
Harvester Castlegate	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DY 1 4TA
Village	KSL Capital Partners	Pubs & Full On	KSL Capital Partners	DY 1 4TB
Sk Dgrand Cabana	Independent Free	Pubs & Full On	Independent Free	DY 1 1QD
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	DY 1 4TA
Castle Casino	Independent Free	Proprietary Club	Independent Free	DY 1 4QQ
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	DY 1 4TA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DY 1 4TA
Chiquito	Restaurant Group	Restaurant	Restaurant Group	DY 1 4TA
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	DY 1 4TA
Bandit Queen	Independent Free	Proprietary Club	Independent Free	DY 2 8NZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DY 1 4TA
Queen Mary Restaurant	Independent Free	Pubs & Full On	Independent Free	DY 1 4QF
Twice The Spice	Independent Free	Restaurant	Independent Free	DY 1 1QP
Charlton House Restaurant And Bar	Independent Free	Restaurant	Independent Free	DY 1 1LU
Old Glasshouse	Independent Free	Pubs & Full On	Independent Free	DY 1 1HA
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	DY 1 4TB
Castle View	Greene King	Pubs & Full On	Greene King	DY 1 4RJ

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_CastleDY1 1LQ (0.62 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

- ◆ Other
- ✕ Site Location
- Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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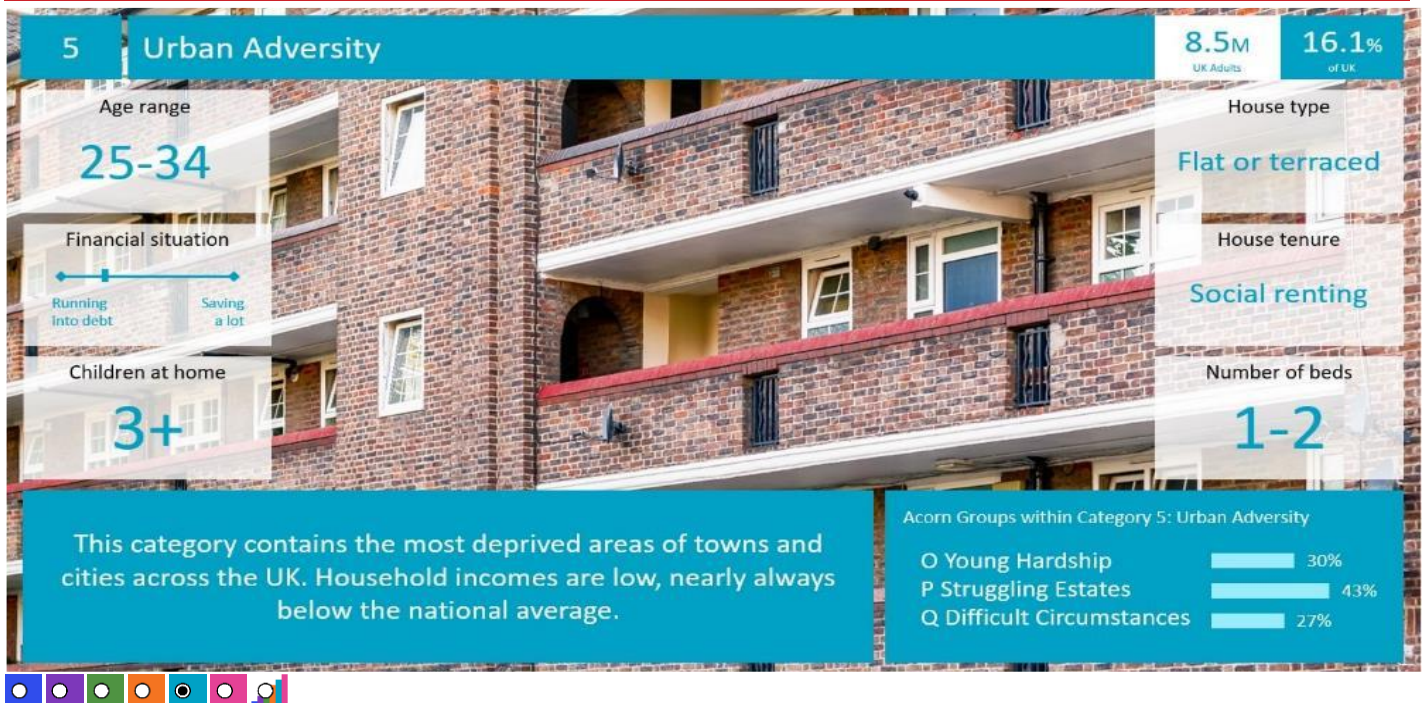
Area: ATLT_CastleDY1 1LQ (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	178	6.7	22.0	31		
2 Rising Prosperity	36	1.4	10.1	13		
3 Comfortable Communities	221	8.3	26.2	32		
4 Financially Stretched	740	27.9	23.7	118		
5 Urban Adversity	1,469	55.4	17.6	315		
6 Not Private Households	6	0.2	0.3	68		
Graph						
Total households		2,650				

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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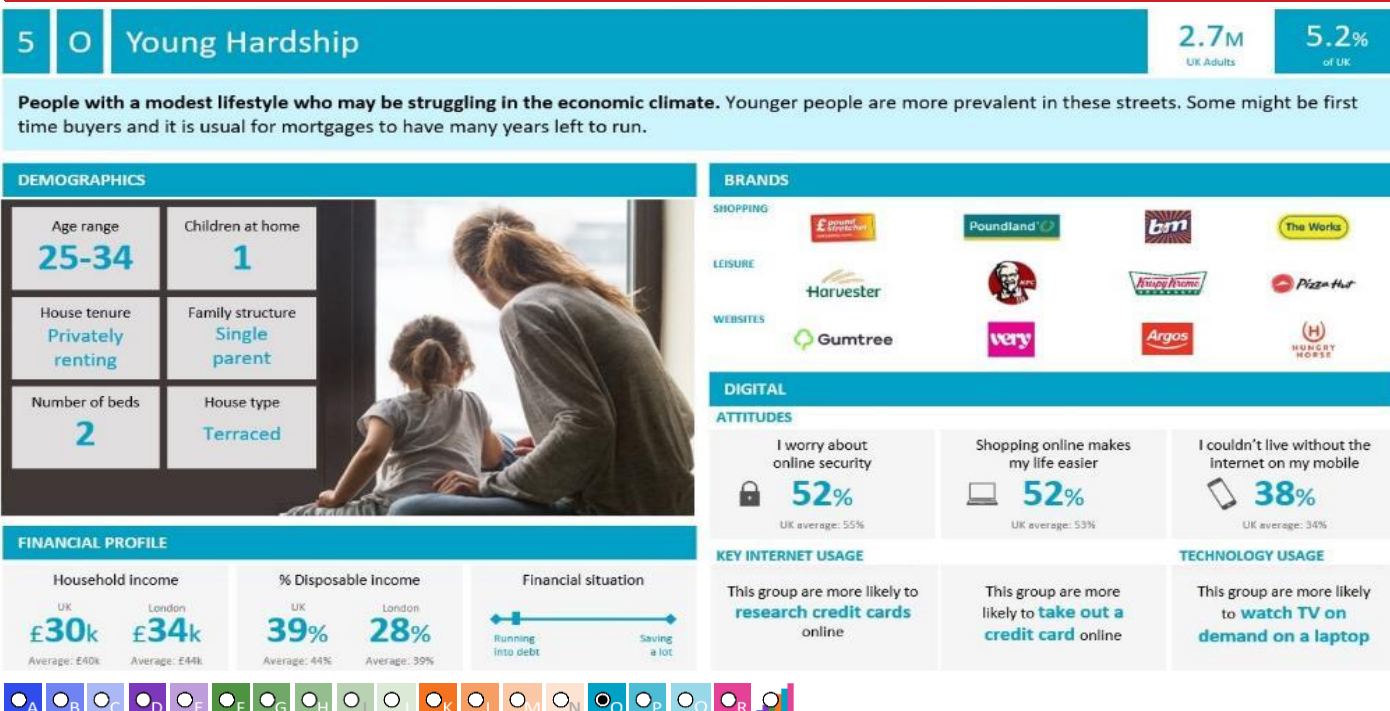
Area: ATLT_CastleDY1 1LQ (0.62 Mile contour)

Base: Great Britain

Year: 2021

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	46	1.7	11.2	15			
1.C Mature Money	132	5.0	9.6	52			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	36	1.4	6.2	22			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	74	2.8	5.9	47			
3.H Steady Neighbourhoods	33	1.2	7.4	17			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	114	4.3	4.3	99			
4. Financially Stretched							
4.K Student Life	60	2.3	2.4	96			
4.L Modest Means	316	11.9	7.9	151			
4.M Striving Families	75	2.8	7.5	38			
4.N Poorer Pensioners	289	10.9	5.9	185			
5. Urban Adversity							
5.O Young Hardship	883	33.3	6.1	542			
5.P Struggling Estates	145	5.5	6.1	90			
5.Q Difficult Circumstances	441	16.6	5.3	311			
6. Not Private Households							
6.R Not Private Households	6	0.2	0.3	68			
Total households	2,650						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_CastleDY1 1LQ (0.62 Mile contour)

Base: Great Britain

Year: 2021

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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	46	1.7	2.6	66			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	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	0	0.0	1.5	0			
	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	3.0	0			
	1.C.11 Settled suburbia, older people	132	5.0	2.9	174			
	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	0.8	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	1.9	0			
	2.E.19 First time buyers in small, modern homes	36	1.4	3.3	41			
	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	1.1	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	35	1.3	2.6	50			
	3.G.25 Larger family homes, multi-ethnic areas	39	1.5	0.8	179			
	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	32	1.2	3.4	35			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	1	0.0	2.3	2			
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	56	2.1	2.1	101			
	3.J.33 Smaller houses and starter homes	58	2.2	2.3	97			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	60	2.3	1.7	130			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	71	2.7	1.4	190			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	6	0.2	2.6	9			
	4.L.39 Fading owner occupied terraces	21	0.8	2.9	28			
	4.L.40 High occupancy terraces, culturally diverse family areas	218	8.2	1.0	824			
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	0	0.0	1.7	0			
	4.M.43 Families in right-to-buy estates	54	2.0	2.1	98			
	4.M.44 Post-war estates, limited means	21	0.8	2.2	36			
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	130	4.9	1.1	452			
	4.N.47 Low income older people in smaller semis	8	0.3	2.3	13			
	4.N.48 Pensioners and singles in social rented flats	151	5.7	1.8	323			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	309	11.7	2.1	543			
	5.O.50 Struggling younger people in mixed tenure	442	16.7	1.7	955			
	5.O.51 Young people in small, low cost terraces	132	5.0	2.3	221			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	63	2.4	1.6	146			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	82	3.1	1.6	188			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	87	3.3	1.5	216			
	5.Q.58 Singles and young families, some receiving benefits	274	10.3	1.8	577			
	5.Q.59 Deprived areas and high-rise flats	80	3.0	2.0	148			
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	6	0.2	0.3	82			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		2,650						

CATEGORY

GROUP

TYPE

MAP

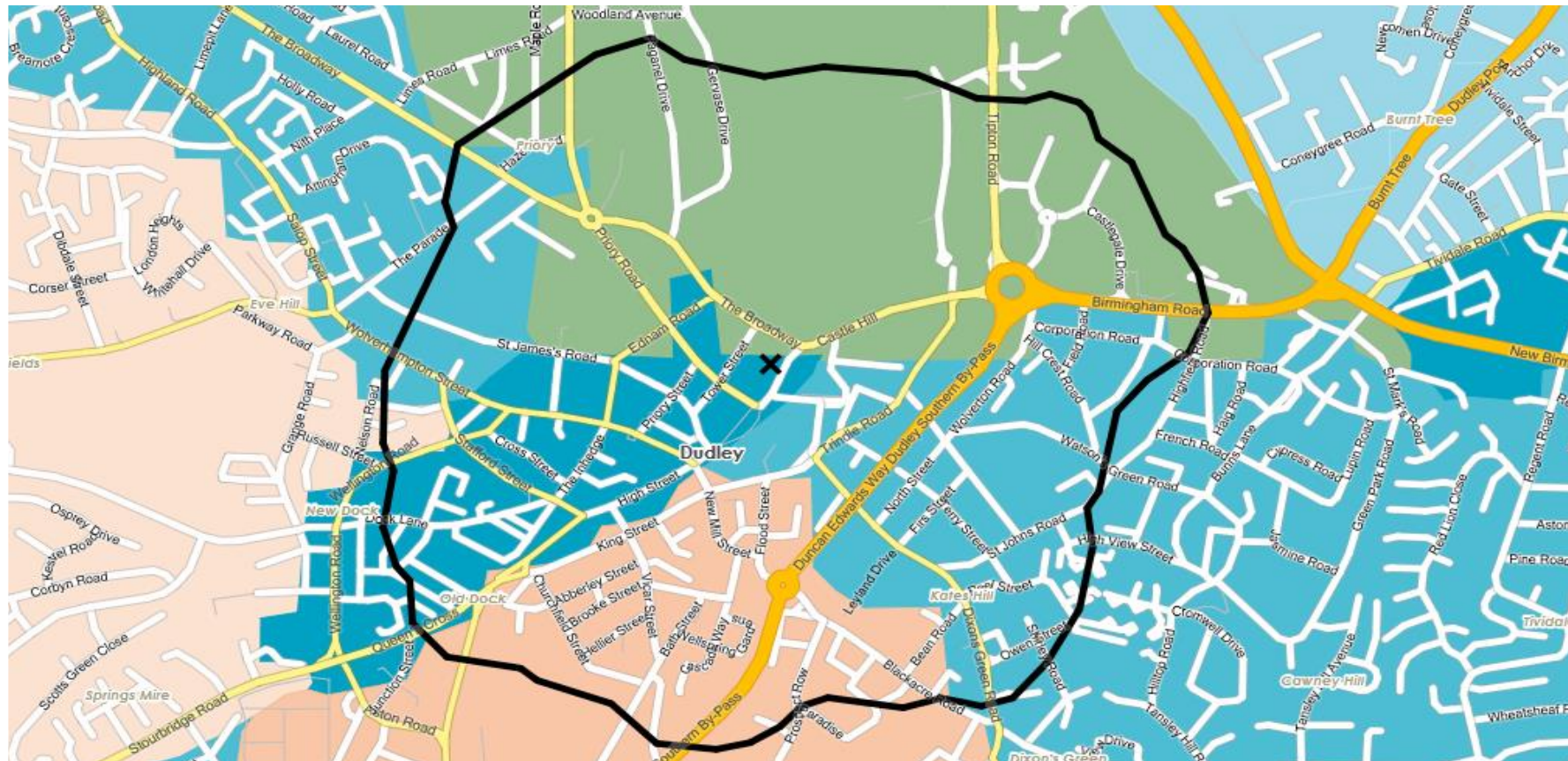
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_CastleDY1 1LQ (0.62 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

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
3. Comfortable Communities	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

