

CGA LICENCED PREMISES

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Area: ATLT_Hatherton ArmsWS3 2DN (1 Mile cont
Base: Great Britain
Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	55.0	84.9	65			
Proprietary Club	1	4.2	8.1	52			
Registered Club	8	33.8	29.9	113			
Restaurant	2	8.5	34.6	24			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Gunners Club 2	Independent Free	Registered Club	Independent Free	WS 3 1HB
Kings Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 1LU
Colebatchs Club	Independent Free	Registered Club	Independent Free	WS 3 2BD
Crown	Unknown	Pubs & Full On	Unknown	WS 3 2BH
Panka Walla	Independent Free	Restaurant	Independent Free	WS 3 2DA
Gunners Club	Independent Free	Registered Club	Independent Free	WS 3 2DD
Hatherton Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 2DN
Grosvenor Park Football Club	Independent Free	Registered Club	Independent Free	WS 3 2EJ
Spotted Cow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 2EZ
Romping Cat	Marston's	Pubs & Full On	Marston's	WS 3 2HN
Spring Cottage	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS 3 2HW
Bell Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 2JN
Gulshan Restaurant	Independent Free	Restaurant	Independent Free	WS 3 2JH
Sir Robert Peel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS 3 2JS
Old Hall Snooker Club	Independent Free	Proprietary Club	Independent Free	WS 3 3HJ
Bloxwich Memorial Club	Independent Free	Registered Club	Independent Free	WS 3 3HP
Bloxwich Excelsior Club & Institute	Independent Free	Registered Club	Independent Free	WS 3 3HS
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 3JQ
Prince Of Wales	Independent Free	Pubs & Full On	Independent Free	WS 3 3LG
Bloxwich Sports Club	Independent Free	Registered Club	Independent Free	WS 3 3NJ
Turf Tavern	Independent Free	Pubs & Full On	Independent Free	WS 3 2EZ
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	WS 3 3JL
Bloxwich Showman	Wetherspoon	Pubs & Full On	Wetherspoon	WS 3 3JT
Bloxwich Cricket Club	Independent Free	Registered Club	Independent Free	WS 3 3NJ

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Hatherton ArmsWS3 2DN (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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?














ACORN CATEGORY PROFILE - HOUSEHOLDS

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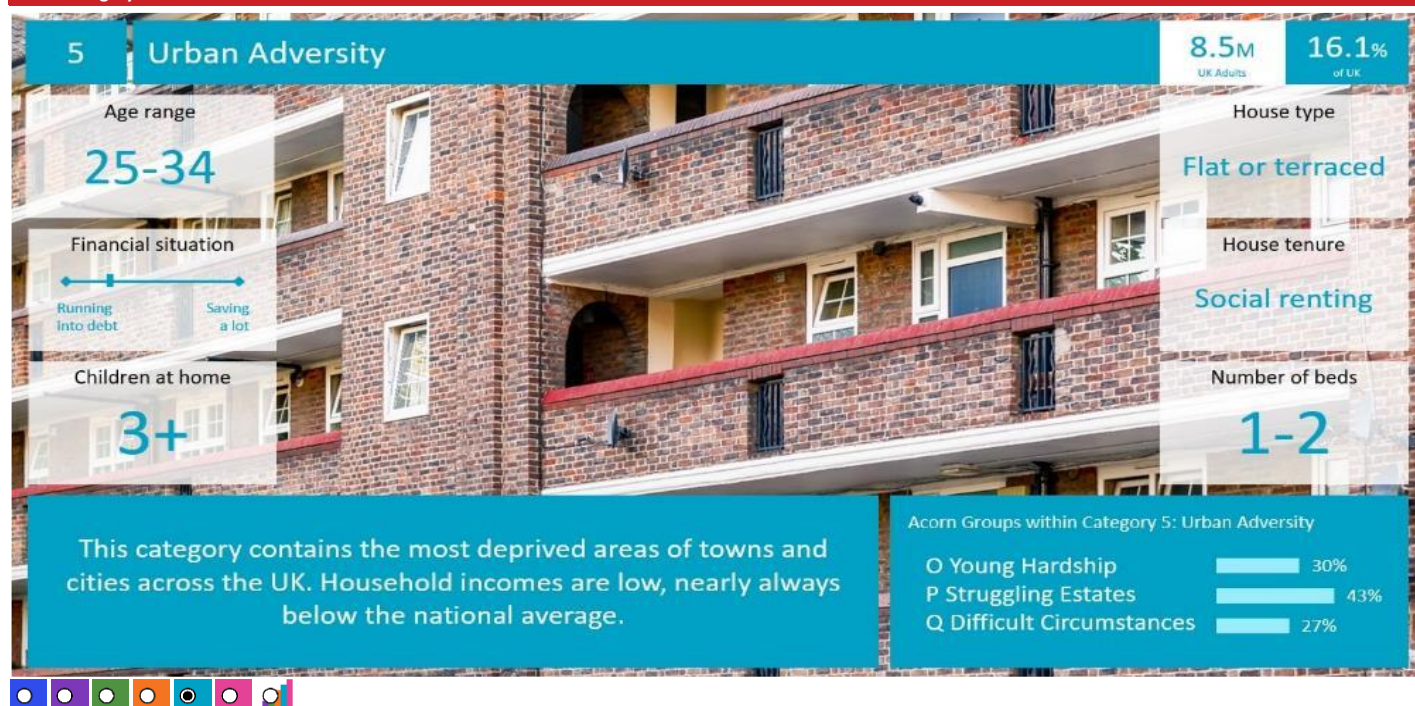
Area: ATLT_Hatherton ArmsWS3 2DN (1 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	258	2.6	22.0	12		
	2 Rising Prosperity	1	0.0	10.1	0		
	3 Comfortable Communities	850	8.6	26.2	33		
	4 Financially Stretched	4,049	40.8	23.7	172		
	5 Urban Adversity	4,706	47.4	17.6	269		
	6 Not Private Households	70	0.7	0.3	211		
 Graph							
Total households		9,934					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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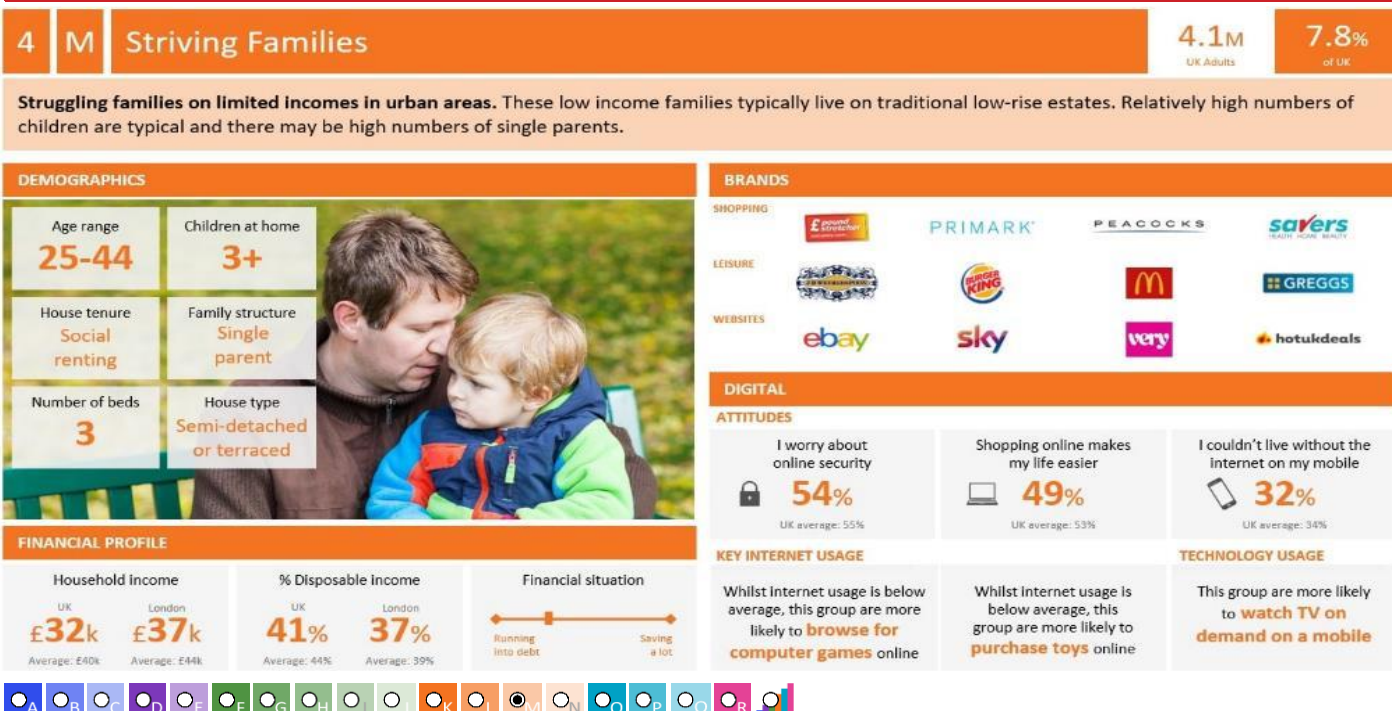
Area: ATLT_Hatherton ArmsWS3 2DN (1 Mile contour)

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	<div></div>		
1.B	Executive Wealth	41	0.4	11.2	4	<div></div>		
1.C	Mature Money	217	2.2	9.6	23	<div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	4.0	0	<div></div>		
2.E	Career Climbers	1	0.0	6.2	0	<div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	0	0.0	5.7	0	<div></div>		
3.G	Successful Suburbs	150	1.5	5.9	26	<div></div>		
3.H	Steady Neighbourhoods	319	3.2	7.4	44	<div></div>		
3.I	Comfortable Seniors	227	2.3	2.9	79	<div></div>		
3.J	Starting Out	154	1.6	4.3	36	<div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.4	0	<div></div>		
4.L	Modest Means	455	4.6	7.9	58	<div></div>		
4.M	Striving Families	2,300	23.2	7.5	307	<div></div>		
4.N	Poorer Pensioners	1,294	13.0	5.9	220	<div></div>		
5. Urban Adversity								
5.O	Young Hardship	794	8.0	6.1	130	<div></div>		
5.P	Struggling Estates	2,212	22.3	6.1	364	<div></div>		
5.Q	Difficult Circumstances	1,700	17.1	5.3	320	<div></div>		
6. Not Private Households								
6.R	Not Private Households	70	0.7	0.3	211	<div></div>		
Total households		9,934						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?



ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Hatherton ArmsWS3 2DN (1 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	26	0.3	2.6	10			
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	15	0.2	1.6	9			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	10	0.1	2.9	4			
1.C.12 Retired and empty nesters	177	1.8	2.5	72			
1.C.13 Upmarket downsizers	30	0.3	1.3	23			
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	0	0.0	3.3	0			
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	1.1	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	150	1.5	2.6	57			
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	306	3.1	3.4	89			
3.H.28 Owner occupied terraces, average income	13	0.1	1.6	8			
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	227	2.3	2.4	95			
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	74	0.7	2.1	36			
3.J.33 Smaller houses and starter homes	80	0.8	2.3	36			
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	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	20	0.2	1.4	14			
4.L.38 Semi-skilled workers in traditional neighbourhoods	254	2.6	2.6	97			
4.L.39 Fading owner occupied terraces	181	1.8	2.9	63			
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	181	1.8	1.7	109			
4.M.43 Families in right-to-buy estates	1,108	11.2	2.1	537			
4.M.44 Post-war estates, limited means	1,011	10.2	2.2	463			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	92	0.9	0.8	118			
4.N.46 Elderly people in social rented flats	389	3.9	1.1	361			
4.N.47 Low income older people in smaller semis	242	2.4	2.3	107			
4.N.48 Pensioners and singles in social rented flats	571	5.7	1.8	326			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	125	1.3	2.1	59			
5.O.50 Struggling younger people in mixed tenure	332	3.3	1.7	191			
5.O.51 Young people in small, low cost terraces	337	3.4	2.3	151			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	1,385	13.9	1.6	858			
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	827	8.3	1.6	505			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	383	3.9	1.5	254			
5.Q.58 Singles and young families, some receiving benefits	475	4.8	1.8	267			
5.Q.59 Deprived areas and high-rise flats	842	8.5	2.0	416			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	21	0.2	0.1	363			
6.R.61 Inactive communal population	49	0.5	0.3	179			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,934						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Hatherton ArmsWS3 2DN (1 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

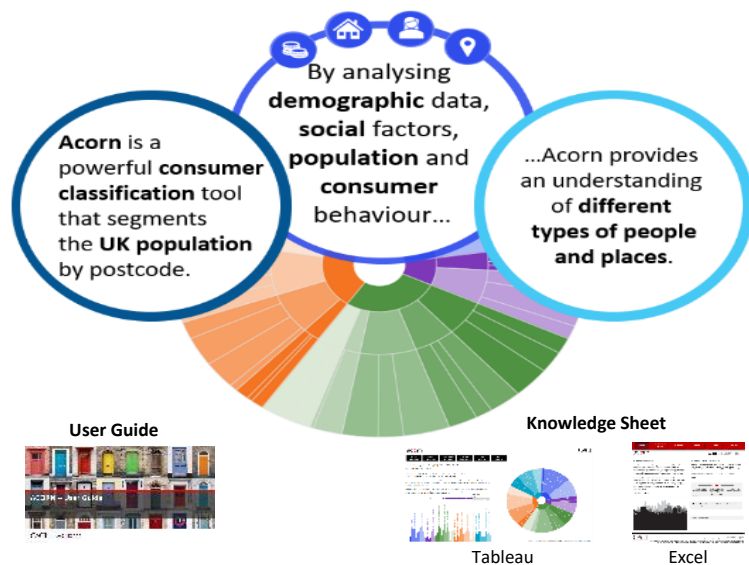
GROUP

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

1 Affluent Achievers

12.0M UK Adults

22.8% of UK

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

B. Executive Wealth

C. Mature Money

