

CGA LICENCED PREMISES

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Area: ATLT_Crown InnDE13 8NQ (15 min contour)

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	68	130.1	84.9	153			
Proprietary Club	2	3.8	8.1	47			
Registered Club	17	32.5	29.9	109			
Restaurant	6	11.5	34.6	33			
Residential	1	1.9	3.5	55			

Name	Description	License Type	Owner Name	Postcode
Henhurst District Recreation Club	Independent Free	Registered Club	Independent Free	DE13 9TB
Red Lion	Marston's	Pubs & Full On	Marston's	DE13 8AA
Bulls Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE12 8JU
Swan At Walton	Chilled Pubs	Pubs & Full On	Marston's	DE12 8LZ
Golden Cup	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE13 8NQ
George & Dragon	Marston's	Pubs & Full On	Marston's	DE13 7AE
Crown Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE13 7BS
Swan Inn	Save Investments	Pubs & Full On	Save Investments	DE13 7DN
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DE13 7AX
Royal Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE13 7HZ
Shoulder Of Mutton	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DE13 8AA
Middle Bell	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE13 8AA
Barton V Needwood Bowls	Independent Free	Registered Club	Independent Free	DE13 8AX
Dunstall Cricket Club	Independent Free	Registered Club	Independent Free	DE13 8BU
Barton Turns Inn	Marston's	Pubs & Full On	Marston's	DE13 8EA
Holland Sports Club	Independent Free	Registered Club	Independent Free	DE13 8LP
Foresters Arms	Independent Free	Pubs & Full On	Independent Free	DE13 8PH
Hoar Cross Hall	Independent Free	Pubs & Full On	Independent Free	DE13 8QS
Meynell Ingram Arms	Berkeley Inns	Pubs & Full On	Berkeley Inns	DE13 8RB
Three Horseshoes	Marston's	Pubs & Full On	Marston's	DE13 8DR
Red Lion	WH Webb Hotel Group	Pubs & Full On	WH Webb Hotel Group	DE13 8SH
Cock Inn	Independent Free	Pubs & Full On	Independent Free	DE13 8TD
Acorn Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE13 9PX
Needwood Manor	Independent Free	Residential	Independent Free	DE13 9RS
Rangemore Club	Independent Free	Registered Club	Independent Free	DE13 9RW
Horse Shoe Inn	Marston's	Pubs & Full On	Marston's	DE13 9SD
Riverside Hotel	Greene King	Pubs & Full On	Greene King	DE14 3EP
Pascal At The Old Vicarage	Independent Free	Restaurant	Independent Free	DE14 3EX
Blacksmiths Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DE14 3EY
Bridge Inn	Marston's	Pubs & Full On	Marston's	DE14 3EZ
Gate Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE14 3EY
Boars Head Hotel	Independent Free	Pubs & Full On	Independent Free	DE 6 5GX
Swan	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DE 6 5GZ
Roebuck Inn	Independent Free	Pubs & Full On	Independent Free	DE 6 5GZ
Bulls Head	Marston's	Pubs & Full On	Marston's	ST14 8LB
Dog & Partridge	Independent Free	Pubs & Full On	Independent Free	ST14 8LJ
Uttoxeter Cricket Club	Independent Free	Registered Club	Independent Free	ST14 8LW
Barn	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	ST14 8LX
Lichfield Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WS13 6AY
Feathers	Marston's	Pubs & Full On	Marston's	WS13 7BA
Doctor Johnson	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS13 6TS
Fountain	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS13 7BG
Fradley Arms Hotel	Greene King	Pubs & Full On	Greene King	WS13 8RD
Brereton Town Football Club	Independent Free	Registered Club	Independent Free	WS15 1DF
Swan Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS15 4AE
Miners Arms	Independent Free	Pubs & Full On	Independent Free	WS15 1DU
Cedar Tree Hotel & Restaurant	Independent Free	Restaurant	Independent Free	WS15 1DY
Red Lion	Marston's	Pubs & Full On	Marston's	WS15 1EB
Brereton Sports & Social Club	Independent Free	Registered Club	Independent Free	WS15 1ED
Ash Tree Inn	Marston's	Pubs & Full On	Marston's	WS15 1PF
Chetwynd Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS15 1QB
Bagot Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS15 3DB
Coach & Horses	Punch Pub Company	Pubs & Full On	Punch Pub Company	WS15 3BN

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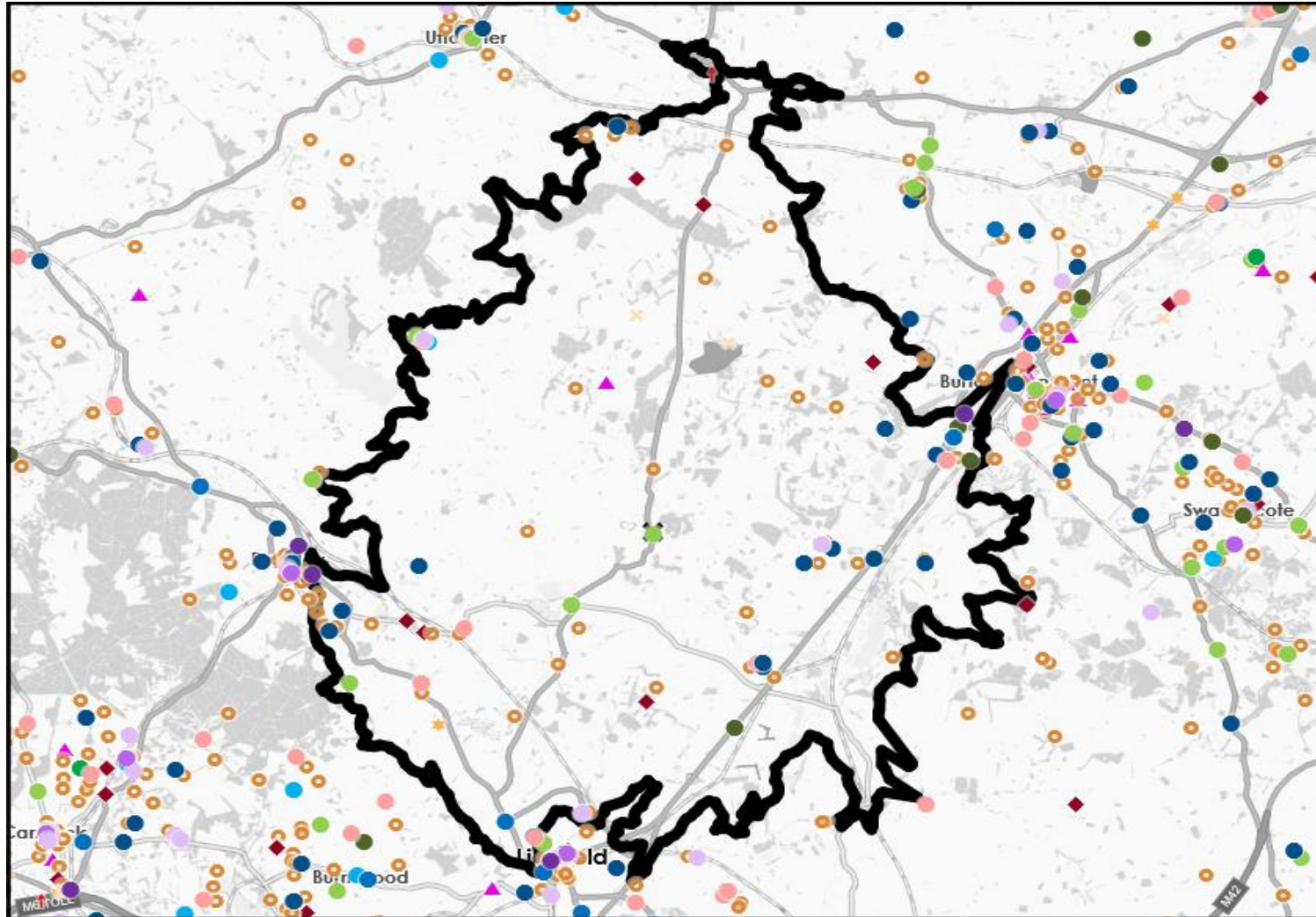
Name	Description	License Type	Owner Name	Postcode
Goats Head	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 3BP
Crown Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS15 3BS
Chadwick Arms	Marston's	Pubs & Full On	Marston's	WS15 3QX
Shoulder Of Mutton	Independent Free	Pubs & Full On	Independent Free	WS15 3RZ
Plum Pudding	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WS15 4AZ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	WS15 4BN
Olde Peculiar	Independent Free	Pubs & Full On	Independent Free	WS15 4DD
Crown Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 4DT
Swan With Two Necks	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WS15 4PN
Red Lion Inn	Restaurant Group	Pubs & Full On	Restaurant Group	WS15 4QF
William Iv	Marston's	Pubs & Full On	Marston's	DE13 7AN
Royal Oak	Marston's	Pubs & Full On	Marston's	DE13 8JD
Lichfield Social Club	Independent Free	Registered Club	Independent Free	WS13 6TS
Lichfield Golf & Country Club	Independent Free	Registered Club	Independent Free	WS13 8HQ
Bowling Green	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WS13 6QJ
Corner House	Greene King	Pubs & Full On	Greene King	DE14 2WF
Hedgehog	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WS13 8JB
St Thomass Priory Golf Club	Independent Free	Registered Club	Independent Free	WS15 1ED
Bromley Hayes Country Cottage	Independent Free	Restaurant	Independent Free	WS13 8HW
Longdon Club & Institute	Independent Free	Registered Club	Independent Free	WS15 4PA
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	DE14 2WF
Wychnor Country Park	Independent Free	Proprietary Club	Independent Free	DE13 8BU
Walton On Trent Cricket Club	Independent Free	Registered Club	Independent Free	DE12 8NA
Crown Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DE13 8NQ
Catton Hall	Independent Free	Pubs & Full On	Independent Free	DE12 8LN
Waterfront	Independent Free	Pubs & Full On	Independent Free	DE13 8DZ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	WS15 1LX
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DE14 2WN
Merry Monk	Whitbread	Pubs & Full On	Whitbread	DE14 2WD
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DE14 2WN
Hilton Hotel	Hilton Group	Pubs & Full On	Hilton Group	DE13 9PD
Alrewas Hayes	Independent Free	Pubs & Full On	Independent Free	DE13 7DL
Hawkesyard Hall	Independent Free	Pubs & Full On	Independent Free	WS15 1PU
Red Carpet Cinema And Cafe Bar	Independent Free	Pubs & Full On	Independent Free	DE13 8AS
Field House Equestrian Centre	Independent Free	Proprietary Club	Independent Free	ST14 8NX
Skinny Kitten	Independent Free	Pubs & Full On	Independent Free	DE13 8AA
Delhi Divan	Independent Free	Restaurant	Independent Free	DE13 7ED
Hanbury Wedding Barn	Independent Free	Pubs & Full On	Independent Free	DE13 8TN
Kings Bromley Cricket Club	Independent Free	Registered Club	Independent Free	DE13 7JF
Vin-X	Independent Free	Restaurant	Independent Free	DE13 8AA
St Georges Park	Independent Free	Pubs & Full On	Independent Free	DE13 9RN

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Crown InnDE13 8NQ (15 min 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

- ✕ Hotels

Restaurants

- ★ Restaurants

Leisure

- ▲ Leisure

Independent

- Independent

Other

- ◆ Other

- ✕ Site Location
- Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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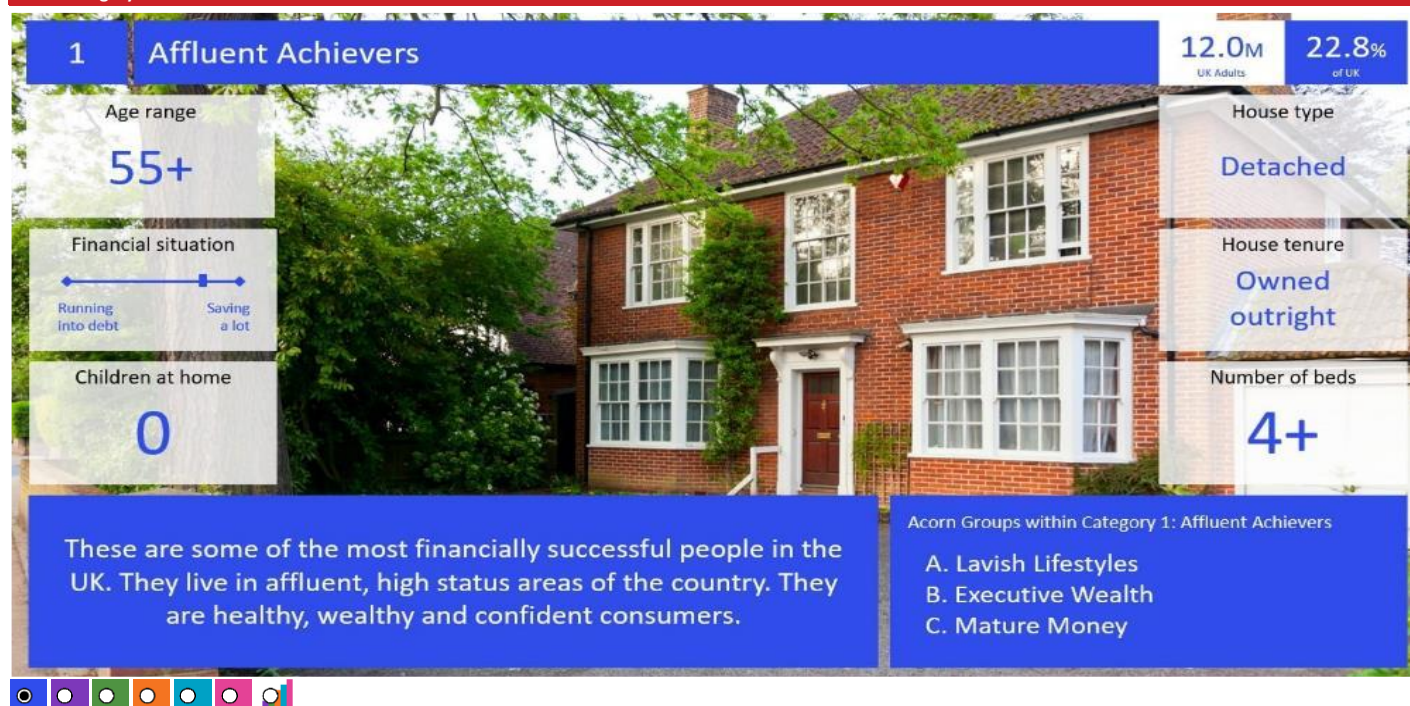
Area: ATLT_Crown InnDE13 8NQ (15 min contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	8,928	42.1	22.0	192		
	2 Rising Prosperity	481	2.3	10.1	22		
	3 Comfortable Communities	7,199	34.0	26.2	130		
	4 Financially Stretched	3,301	15.6	23.7	66		
	5 Urban Adversity	1,199	5.7	17.6	32		
	6 Not Private Households	87	0.4	0.3	123		
 Graph							
Total households		21,195					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Crown InnDE13 8NQ (15 min 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	140	0.7	1.1	59			
1.B Executive Wealth	4,826	22.8	11.2	203			
1.C Mature Money	3,962	18.7	9.6	194			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	481	2.3	6.2	37			
3. Comfortable Communities							
3.F Countryside Communities	2,920	13.8	5.7	240			
3.G Successful Suburbs	1,520	7.2	5.9	122			
3.H Steady Neighbourhoods	1,288	6.1	7.4	83			
3.I Comfortable Seniors	997	4.7	2.9	162			
3.J Starting Out	474	2.2	4.3	51			
4. Financially Stretched							
4.K Student Life	8	0.0	2.4	2			
4.L Modest Means	868	4.1	7.9	52			
4.M Striving Families	1,512	7.1	7.5	95			
4.N Poorer Pensioners	913	4.3	5.9	73			
5. Urban Adversity							
5.O Young Hardship	80	0.4	6.1	6			
5.P Struggling Estates	536	2.5	6.1	41			
5.Q Difficult Circumstances	583	2.8	5.3	51			
6. Not Private Households							
6.R Not Private Households	87	0.4	0.3	123			
Total households	21,195						

Acorn Group Pen Portrait

1

B

Executive Wealth

6.5M
UK Adults

12.3%
of UK

High income people, successfully combining jobs and families. These are wealthy families living in larger detached or semi-detached properties either in the suburbs, the edge of towns or in semi-rural locations.

DEMOGRAPHICS

Age range

45-64

Children at home

2

House tenure

Owned outright

Family structure

Couple

Number of beds

4

House type

Detached

FINANCIAL PROFILE

Household Income

UK £60k

London £63k

Average: £60k

Average: £64k

% Disposable Income

UK 50%

London 49%

Average: 44%

Average: 39%

Financial situation

Running into debt

Saving a lot

BRANDS

SHOPPING

Cash Kitten

THE WHITE COMPANY

LEON

Russell & Bromley

LEISURE

M&S Simply Food

PRET A MANGER

WHOLE FOODS

wahaca

WEBSITES

BOUNCE SPORT

rightmove

M&S

MoneySavingExpert.com

DIGITAL

ATTITUDES

I worry about online security

58%

UK average: 55%

Shopping online makes my life easier

58%

UK average: 53%

I couldn't live without the internet on my mobile

31%

UK average: 34%

KEY INTERNET USAGE

This group are more likely to browse for hotels online

TECHNOLOGY USAGE

This group are more likely to purchase holidays online

This group are more likely to own an iPhone

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?




ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT_Crown InnDE13 8NQ (15 min 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	140	0.7	0.9	75			
1.B Executive Wealth								
	1.B.4 Asset rich families	764	3.6	2.6	138			
	1.B.5 Wealthy countryside commuters	2,809	13.3	2.4	550			
	1.B.6 Financially comfortable families	747	3.5	2.2	160			
	1.B.7 Affluent professionals	16	0.1	0.9	9			
	1.B.8 Prosperous suburban families	5	0.0	1.5	2			
	1.B.9 Well-off edge of towners	485	2.3	1.6	142			
1.C Mature Money								
	1.C.10 Better-off villagers	2,474	11.7	3.0	391			
	1.C.11 Settled suburbia, older people	497	2.3	2.9	82			
	1.C.12 Retired and empty nesters	750	3.5	2.5	143			
	1.C.13 Upmarket downsizers	241	1.1	1.3	87			
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	392	1.8	1.9	98			
	2.E.19 First time buyers in small, modern homes	89	0.4	3.3	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	402	1.9	1.5	127			
	3.F.22 Older couples and families in rural areas	338	1.6	1.1	150			
	3.F.23 Owner occupiers in small towns and villages	2,180	10.3	3.2	324			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	580	2.7	2.6	104			
	3.G.25 Larger family homes, multi-ethnic areas	48	0.2	0.8	28			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	892	4.2	2.4	174			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	811	3.8	3.4	111			
	3.H.28 Owner occupied terraces, average income	33	0.2	1.6	10			
	3.H.29 Established suburbs, older families	444	2.1	2.3	90			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	972	4.6	2.4	190			
	3.I.31 Elderly singles in purpose-built accommodation	25	0.1	0.5	24			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	38	0.2	2.1	9			
	3.J.33 Smaller houses and starter homes	436	2.1	2.3	91			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	8	0.0	0.4	10			
	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	210	1.0	1.4	70			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	452	2.1	2.6	81			
	4.L.39 Fading owner occupied terraces	174	0.8	2.9	29			
	4.L.40 High occupancy terraces, culturally diverse family areas	32	0.2	1.0	15			
4.M Striving Families								
	4.M.41 Labouring semi-rural estates	993	4.7	1.6	294			
	4.M.42 Struggling young families in post-war terraces	241	1.1	1.7	68			
	4.M.43 Families in right-to-buy estates	55	0.3	2.1	12			
	4.M.44 Post-war estates, limited means	223	1.1	2.2	48			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	312	1.5	0.8	188			
	4.N.46 Elderly people in social rented flats	58	0.3	1.1	25			
	4.N.47 Low income older people in smaller semis	390	1.8	2.3	81			
	4.N.48 Pensioners and singles in social rented flats	153	0.7	1.8	41			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	55	0.3	2.1	12			
	5.O.50 Struggling younger people in mixed tenure	25	0.1	1.7	7			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	237	1.1	1.6	69			
	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	299	1.4	1.6	86			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	428	2.0	1.5	133			
	5.Q.58 Singles and young families, some receiving benefits	155	0.7	1.8	41			
	5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	45	0.2	0.1	365			
	6.R.61 Inactive communal population	42	0.2	0.3	72			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		21,195						

CATEGORY

GROUP

TYPE

MAP

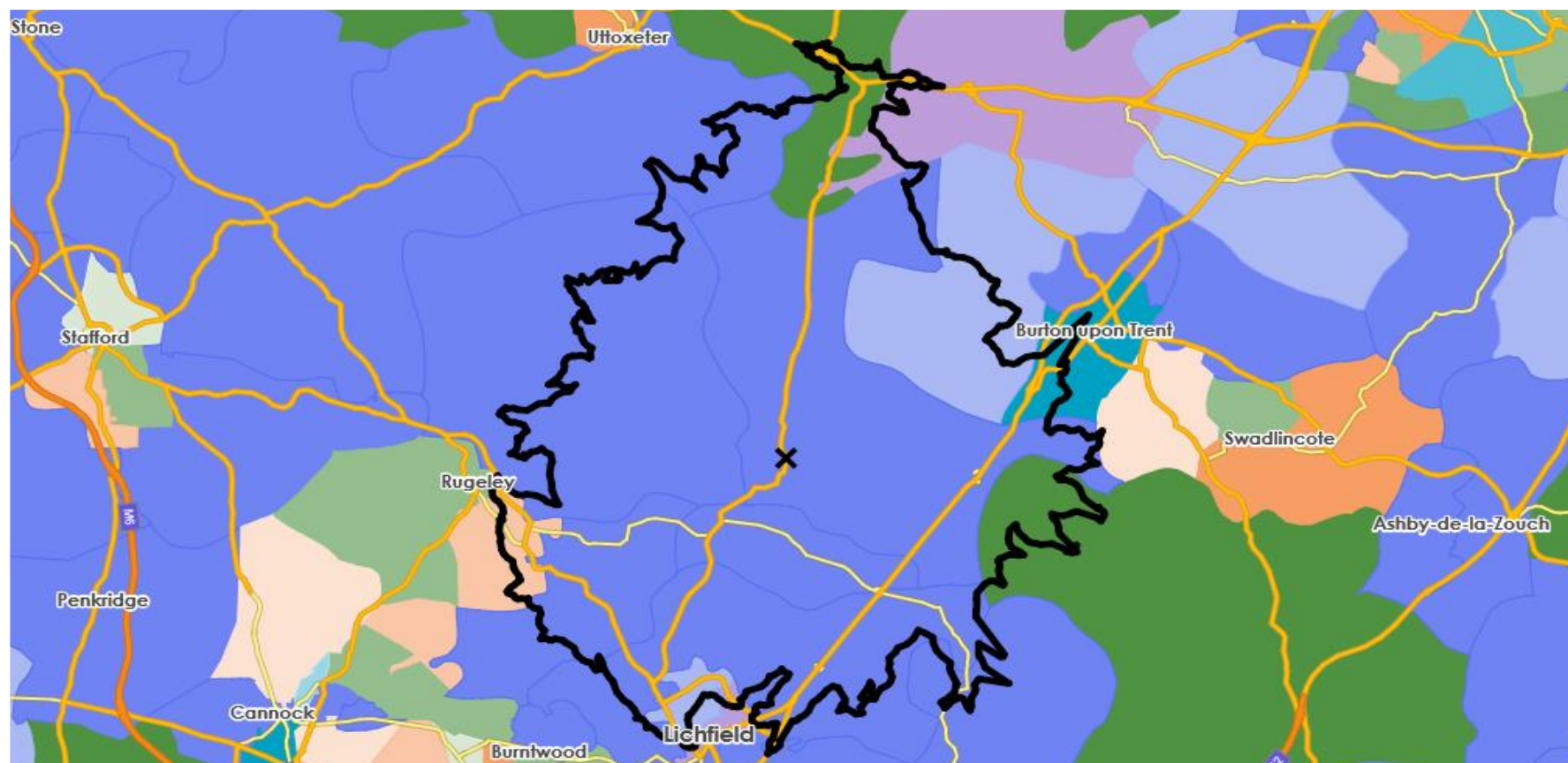
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATLT_Crown InnDE13 8NQ (15 min 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

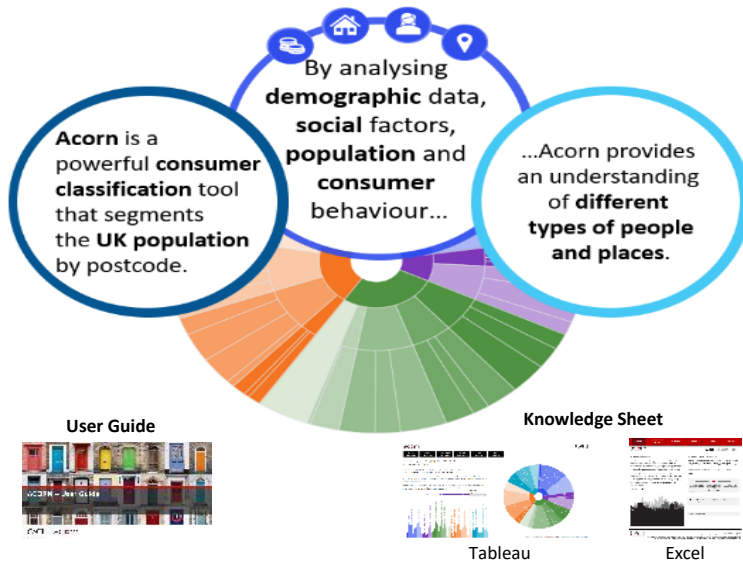
GROUP

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

