

CGA LICENCED PREMISES

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Area: P02747_Swan Inn, Worcester, WR1 1JE (1 M)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	49	177.8	81.7	218			
Proprietary Club	7	25.4	7.3	349			
Registered Club	9	32.7	28.2	116			
Restaurant	17	61.7	32.1	192			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Slug and Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 3PY
Dragon Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 1JT
Marwood	Independent Free	Pubs & Full On	Independent Free	WR 1 1JL
Chestnut Tree Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 1SS
Worcester Whitehouse Hotel	Whitehouse Hotels Ltd	Pubs & Full On	Whitehouse Hotels Ltd	WR 1 1EA
Monroes Cellar Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Saracens Head	Independent Free	Pubs & Full On	Independent Free	WR 1 1HD
Talbot	Greene King	Pubs & Full On	Greene King	WR 1 1HT
Coach & Horses	Marston's	Pubs & Full On	Marston's	WR 1 1JZ
Swan Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 1JE
Lamb & Flag Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 1JL
Rajkot	Independent Free	Restaurant	Independent Free	WR 1 1JL
Bombay Palace	Independent Free	Restaurant	Independent Free	WR 1 1JL
Oneills	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WR 1 1UW
Worcester Rowing Club	Independent Free	Registered Club	Independent Free	WR 1 3EJ
Worcester Bowling Club	Independent Free	Registered Club	Independent Free	WR 1 1NY
Courtyard	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 1UW
Imperial Tavern	Black Country Ales	Pubs & Full On	Black Country Ales	WR 1 1UW
Swan With Two Nicks	Independent Free	Pubs & Full On	Independent Free	WR 1 2DP
Old Greyhound	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 1 2DL
Pheasant	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 2DP
Bushwackers	Independent Free	Pubs & Full On	Independent Free	WR 1 2PW
Chesters	Independent Free	Restaurant	Independent Free	WR 1 2DL
Royal Exchange	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WR 1 2DF
Browns	Independent Free	Restaurant	Independent Free	WR 1 2JJ
Black Cherry	Independent Free	Proprietary Club	Independent Free	WR 1 2RS
Bridge Inn	Independent Free	Pubs & Full On	Independent Free	WR 1 2RX
Flag	Independent Free	Pubs & Full On	Independent Free	WR 1 2SG
Barbourne Ex-Servicemens Association	Independent Free	Registered Club	Independent Free	WR 1 3ED
Swan Theatre	Independent Free	Pubs & Full On	Independent Free	WR 1 3ED
Worcester Racecourse	Arena Leisure Plc	Proprietary Club	Arena Leisure Plc	WR 1 3EJ
Winning Post	Independent Free	Pubs & Full On	Independent Free	WR 1 3HB
Crown	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WR 1 3LL
Boston Tea Party	Boston Tea Party Group Ltd	Pubs & Full On	Boston Tea Party Group Ltd	WR 1 3NF
Massalla Lounge	Independent Free	Restaurant	Independent Free	WR 1 3NH
Severn View Hotel	Independent Free	Pubs & Full On	Independent Free	WR 1 3NS
Paul Pry	Independent Free	Pubs & Full On	Independent Free	WR 1 3PA
Poppins	Independent Free	Restaurant	Independent Free	WR 1 3QF
Tramps Nightclub	Independent Free	Proprietary Club	Independent Free	WR 1 3QN
Horn & Trumpet Inn	Marston's	Pubs & Full On	Marston's	WR 1 3QT
Wheatsheaf Inn	Unknown	Pubs & Full On	Unknown	WR 2 5PF
University College Worcester	Independent Free	Registered Club	Independent Free	WR 2 6AJ
Old Elizabethans Cricket Club	Independent Free	Registered Club	Independent Free	WR 3 7SN
Vine Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WR 3 7BU
Barbourne Bowling Club	Independent Free	Registered Club	Independent Free	WR 3 7AR
Northwick Arms	Unknown	Pubs & Full On	Unknown	WR 3 7DY
Worcester Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WR 3 7EF
Alma Tavern	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 3 7HT
St Stephens Working Mens Club	Independent Free	Registered Club	Independent Free	WR 3 7JD
Nuffield Health Fitness & Wellbeing Cen	Cannons Group Ltd	Proprietary Club	Cannons Group Ltd	WR 3 7SN
New Chequers	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 3 8HD
Worcester Masonic Association	Independent Free	Registered Club	Independent Free	WR 3 8LX
Goodrest Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 3 8NP

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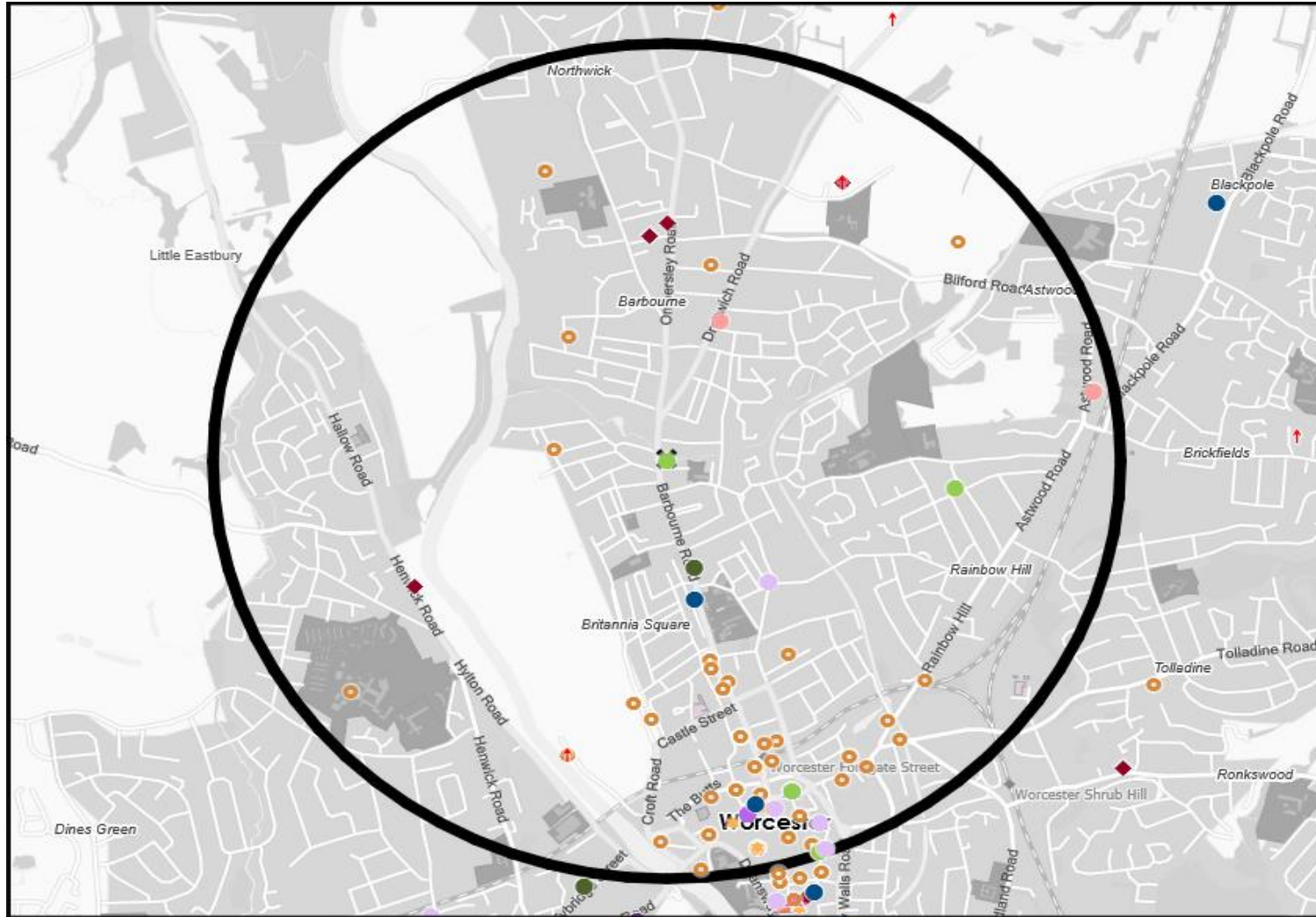
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Restaurant	17	61.7	32.1	192			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
King Charles House	Craddocks Brewery	Pubs & Full On	Craddocks Brewery	WR 1 2DP
Mode	Independent Free	Pubs & Full On	Independent Free	WR 1 3QN
Velvet Lounge	Independent Free	Proprietary Club	Independent Free	WR 1 3QN
FireFly	Independent Free	Pubs & Full On	Independent Free	WR 1 2SE
Huntingdon Hall	Independent Free	Pubs & Full On	Independent Free	WR 1 3LD
Marrs Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1TA
Ostlers At No 1	Independent Free	Restaurant	Independent Free	WR 1 3EH
Anarkarli Indian Restaurant	Independent Free	Restaurant	Independent Free	WR 1 1JT
West Midlands Tavern	Independent Free	Pubs & Full On	Independent Free	WR 1 2PB
Perdiswell Leisure Centre	Independent Free	Proprietary Club	Independent Free	WR 3 8DX
Valentinos Restaurant	Independent Free	Restaurant	Independent Free	WR 1 1EE
Cafe Mela	Independent Free	Restaurant	Independent Free	WR 1 1DN
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	WR 3 7SN
Island	Independent Free	Restaurant	Independent Free	WR 1 3NH
Elgars Coffee Shop	Independent Free	Pubs & Full On	Independent Free	WR 1 2DS
Bolero	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Olive Branch	Independent Free	Restaurant	Independent Free	WR 1 2RH
Caffe Bolero	Independent Free	Pubs & Full On	Independent Free	WR 1 1UW
Anatolian	Independent Free	Restaurant	Independent Free	WR 1 3LD
Wildwood	Tasty	Restaurant	Tasty	WR 1 3LD
Bills	Bills Restaurants	Pubs & Full On	Bills Restaurants	WR 1 3LD
El Mexicana	El Mexicana	Restaurant	El Mexicana	WR 1 3PZ
Alexanders	Independent Free	Pubs & Full On	Independent Free	WR 1 2DL
Cheng Ye Restaurant	Independent Free	Restaurant	Independent Free	WR 1 2RS
Hanbo	Independent Free	Restaurant	Independent Free	WR 1 1DB
Tonic	Independent Free	Pubs & Full On	Independent Free	WR 1 1EE
Brick Room	Independent Free	Pubs & Full On	Independent Free	WR 1 2DL
Sociable Beer Company	Independent Free	Pubs & Full On	Independent Free	WR 1 3BQ
Craft Inn Bar	Independent Free	Pubs & Full On	Independent Free	WR 1 1DX

MAP OF AREA

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 Source: OS Open Data 2018

Area: P02747_Swan Inn, Worcester, WR1 1JE (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: P02747_Swan Inn, Worcester, WR1 1JE (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,138	16.9	22.1	76		
 2 Rising Prosperity	1,380	10.9	10.2	107		
 3 Comfortable Communities	4,802	37.9	26.5	143		
 4 Financially Stretched	2,596	20.5	23.7	87		
 5 Urban Adversity	1,726	13.6	17.2	79		
 6 Not Private Households	21	0.2	0.3	48		
 Graph						
Total households	12,663					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P02747_Swan Inn, Worcester, WR1 1JE (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	891	7.0	11.3	62			
1.C Mature Money	1,247	9.8	9.6	102			
2. Rising Prosperity							
2.D City Sophisticates	50	0.4	3.8	10			
2.E Career Climbers	1,330	10.5	6.4	165			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	835	6.6	6.0	111			
3.H Steady Neighbourhoods	953	7.5	7.4	102			
3.I Comfortable Seniors	499	3.9	2.9	138			
3.J Starting Out	2,515	19.9	4.6	436			
4. Financially Stretched							
4.K Student Life	1,011	8.0	2.5	318			
4.L Modest Means	854	6.7	8.0	84			
4.M Striving Families	312	2.5	7.4	33			
4.N Poorer Pensioners	419	3.3	5.8	57			
5. Urban Adversity							
5.O Young Hardship	1,161	9.2	6.3	147			
5.P Struggling Estates	149	1.2	5.7	21			
5.Q Difficult Circumstances	416	3.3	5.2	63			
6. Not Private Households							
6.R Not Private Households	21	0.2	0.3	48			
Total households	12,663						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HUNGRY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 53%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

- Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)
- % Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)
- Financial situation:

TOP BEHAVIOURS

- Watching TV / videos on YouTube
- Love to buy new gadgets and appliances
- Posts ratings / reviews online



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

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Area: P02747_Swan Inn, Worcester, WR1 1JE (1 Mile contour)
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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	451	3.6	2.6	135			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	77	0.6	2.2	27			
1.B.7 Affluent professionals	115	0.9	0.9	106			
1.B.8 Prosperous suburban families	153	1.2	1.5	79			
1.B.9 Well-off edge of towners	95	0.8	1.6	47			
1.C Mature Money							
1.C.10 Better-off villagers	93	0.7	3.1	24			
1.C.11 Settled suburbia, older people	897	7.1	2.8	251			
1.C.12 Retired and empty nesters	197	1.6	2.5	63			
1.C.13 Upmarket downsizers	60	0.5	1.3	37			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	35	0.3	0.7	39			
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	15	0.1	1.0	12			
2.E Career Climbers							
2.E.18 Career driven young families	31	0.2	2.0	12			
2.E.19 First time buyers in small, modern homes	1,299	10.3	3.4	302			
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	398	3.1	2.7	117			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	437	3.5	2.4	142			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	546	4.3	3.5	124			
3.H.28 Owner occupied terraces, average income	60	0.5	1.6	30			
3.H.29 Established suburbs, older families	347	2.7	2.3	117			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	295	2.3	2.4	98			
3.I.31 Elderly singles in purpose-built accommodation	204	1.6	0.5	332			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	1,797	14.2	2.2	659			
3.J.33 Smaller houses and starter homes	718	5.7	2.4	236			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	22	0.2	0.3	52			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	989	7.8	1.9	406			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	257	2.0	1.4	141			
4.L.38 Semi-skilled workers in traditional neighbourhoods	331	2.6	2.6	99			
4.L.39 Fading owner occupied terraces	266	2.1	2.9	72			
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	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	301	2.4	2.0	117			
4.M.44 Post-war estates, limited means	11	0.1	2.2	4			
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	236	1.9	1.0	181			
4.N.47 Low income older people in smaller semis	16	0.1	2.2	6			
4.N.48 Pensioners and singles in social rented flats	167	1.3	1.7	77			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	600	4.7	2.2	217			
5.O.50 Struggling younger people in mixed tenure	349	2.8	1.8	153			
5.O.51 Young people in small, low cost terraces	212	1.7	2.3	74			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	13	0.1	1.6	7			
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	136	1.1	1.6	67			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	95	0.8	1.5	50			
5.Q.58 Singles and young families, some receiving benefits	13	0.1	1.8	6			
5.Q.59 Deprived areas and high-rise flats	308	2.4	2.0	123			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	3	0.0	0.1	40			
6.R.61 Inactive communal population	18	0.1	0.3	50			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,663						

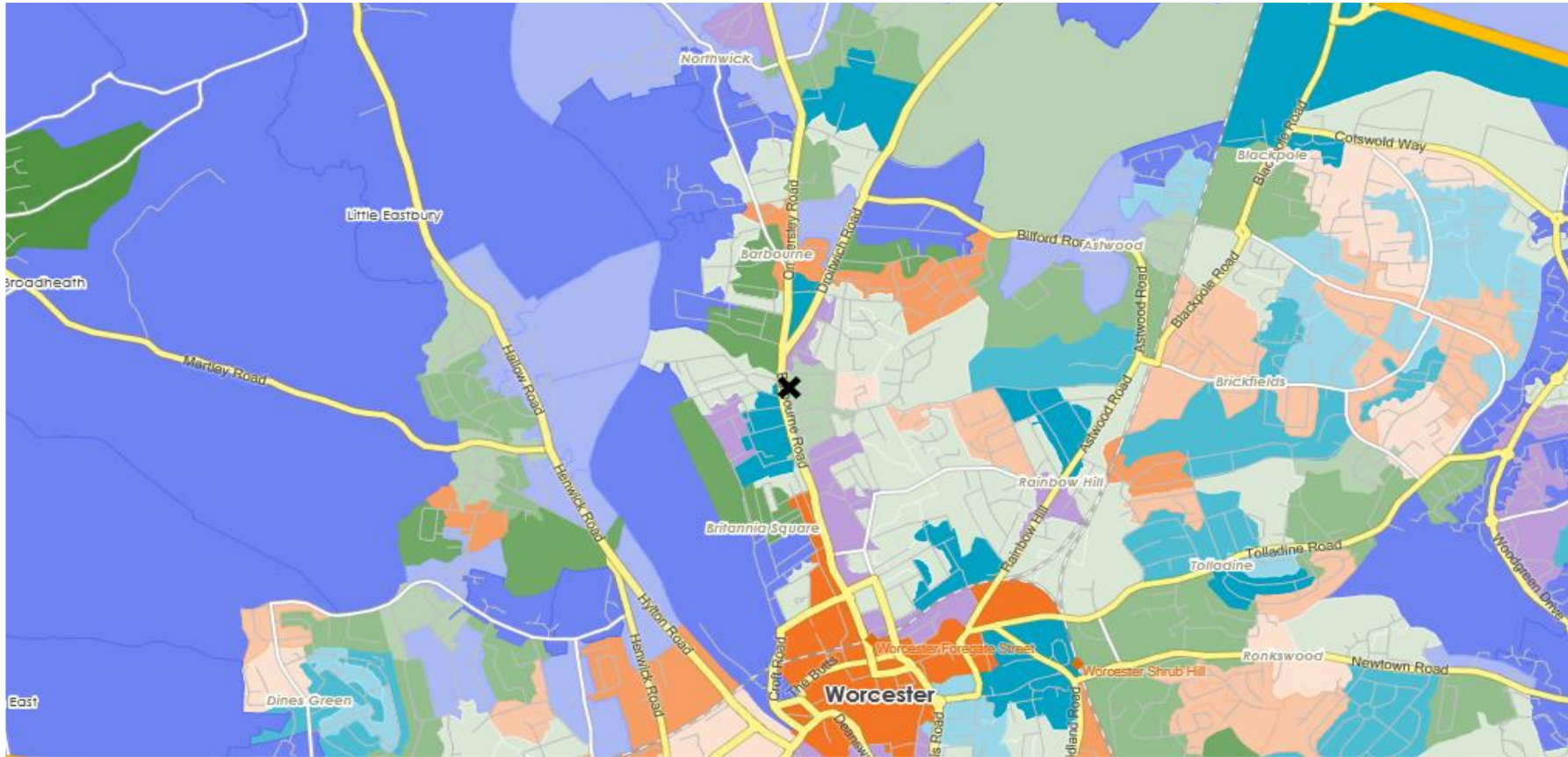
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02747_Swan Inn, Worcester, WR1 1JE (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	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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		

1 Affluent Achievers

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



MAP OF AREA

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