

CGA LICENCED PREMISES

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Area: P03428_Kings Head, Blackenhall, WS3 1LU (:
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	15	45.6	81.7	56			
Proprietary Club	1	3.0	7.3	42			
Registered Club	8	24.3	28.2	86			
Restaurant	2	6.1	32.1	19			
Residential	0	0.0	2.7	0			

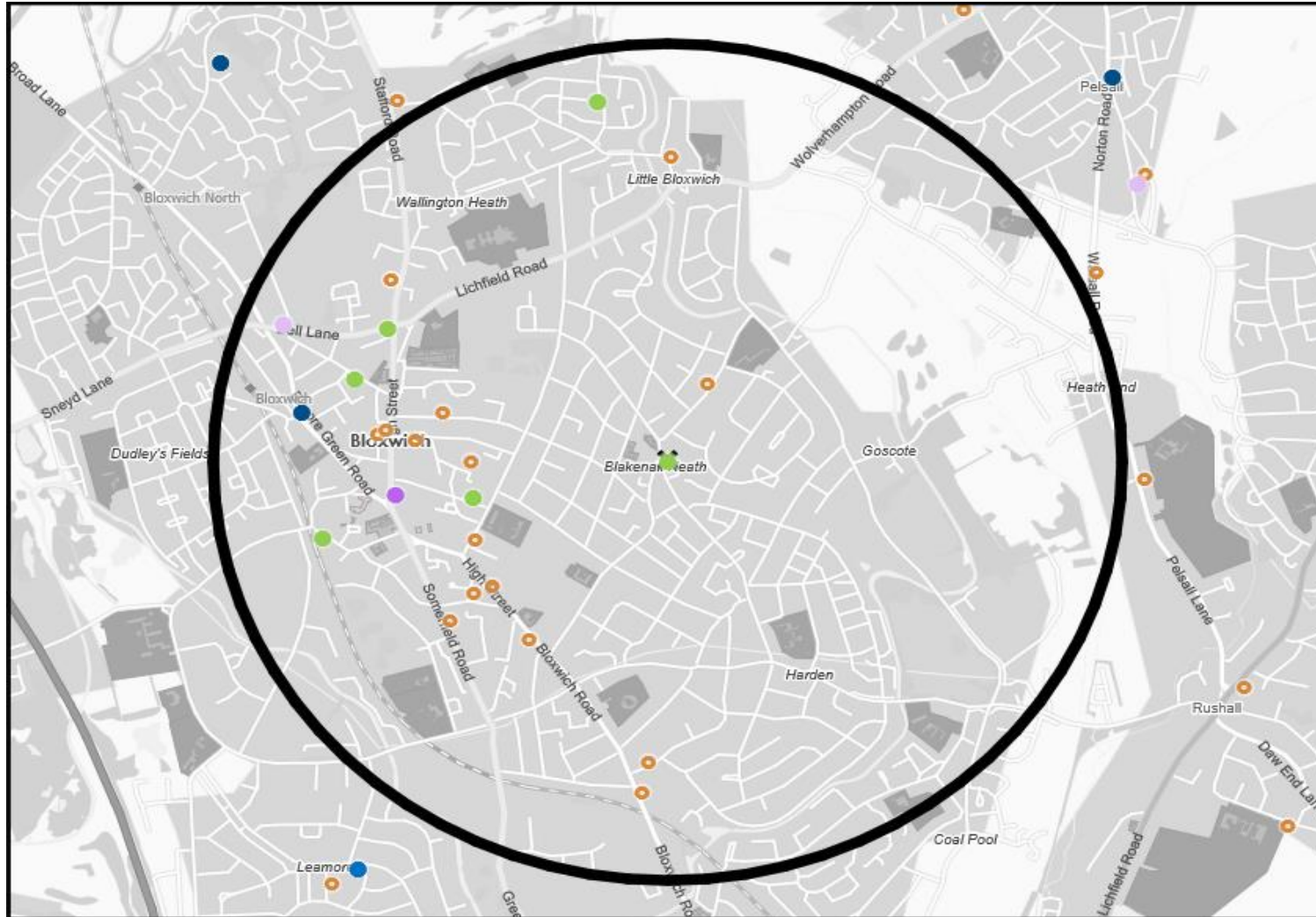
Name	Description	License Type	Owner Name	Postcode
Gunners Club 2	Independent Free	Registered Club	Independent Free	WS 3 1HB
Kings Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 1LU
Green Rock Tavern	Independent Free	Pubs & Full On	Independent Free	WS 3 1NG
Colebatchs Club	Independent Free	Registered Club	Independent Free	WS 3 2BD
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	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	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
Railway	Independent Free	Pubs & Full On	Independent Free	WS 3 2UY
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
Saddlers	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS 3 3PS
Wheatsheaf	Independent Free	Pubs & Full On	Independent Free	WS 3 3JL
Beacon Way	Independent Free	Pubs & Full On	Independent Free	WS 3 3DW
Bloxwich Showman	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	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: P03428_Kings Head, Blackenhall, WS3 1LU (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: P03428_Kings Head, Blackenhall, WS3 1LU (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	5.3	22.1	24		
2 Rising Prosperity	165	1.2	10.2	12		
3 Comfortable Communities	1,982	14.8	26.5	56		
4 Financially Stretched	5,508	41.2	23.7	174		
5 Urban Adversity	4,959	37.1	17.2	216		
6 Not Private Households	58	0.4	0.3	126		
Total households		13,377				

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

3+

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: P03428_Kings Head, Blackenhall, WS3 1LU (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	3	0.0	1.1	2		
1.B Executive Wealth	259	1.9	11.3	17		
1.C Mature Money	443	3.3	9.6	34		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	165	1.2	6.4	19		
3. Comfortable Communities						
3.F Countryside Communities	9	0.1	5.7	1		
3.G Successful Suburbs	292	2.2	6.0	37		
3.H Steady Neighbourhoods	746	5.6	7.4	75		
3.I Comfortable Seniors	348	2.6	2.9	91		
3.J Starting Out	587	4.4	4.6	96		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	691	5.2	8.0	65		
4.M Striving Families	2,962	22.1	7.4	297		
4.N Poorer Pensioners	1,855	13.9	5.8	241		
5. Urban Adversity						
5.O Young Hardship	1,089	8.1	6.3	130		
5.P Struggling Estates	2,396	17.9	5.7	314		
5.Q Difficult Circumstances	1,474	11.0	5.2	210		
6. Not Private Households						
6.R Not Private Households	58	0.4	0.3	126		
Total households	13,377					

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS



Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £20k London: £25k <small>Average: £40k Average: £46k</small>	% Disposable income UK: 34% London: 29% <small>Average: 43% Average: 29%</small>	Financial situation
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BRANDS

SHOPPING:

LEISURE:

WEBSITES:

DIGITAL

ATTITUDES

I worry about online security 56% <small>UK average: 58%</small>	Shopping online makes my life easier 59% <small>UK average: 62%</small>	I love the ease of using chat bots to get answers 29% <small>UK average: 28%</small>
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TOP BEHAVIOURS

Around 1 in 5 won't have used the internet recently	Below average social media use – apart from TikTok and Snapchat	Watching TV / videos on YouTube
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03428_Kings Head, Blackenhall, WS3 1LU (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn 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	3	0.0	0.9	3			
1.B Executive Wealth							
1.B.4 Asset rich families	71	0.5	2.6	20			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	118	0.9	2.2	40			
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	70	0.5	1.6	33			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	143	1.1	2.8	38			
1.C.12 Retired and empty nesters	263	2.0	2.5	80			
1.C.13 Upmarket downsizers	37	0.3	1.3	21			
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	15	0.1	2.0	6			
2.E.19 First time buyers in small, modern homes	149	1.1	3.4	33			
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	1.0	0			
3.F.23 Owner occupiers in small towns and villages	9	0.1	3.2	2			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	292	2.2	2.7	81			
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	730	5.5	3.5	157			
3.H.28 Owner occupied terraces, average income	13	0.1	1.6	6			
3.H.29 Established suburbs, older families	3	0.0	2.3	1			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	348	2.6	2.4	110			
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	432	3.2	2.2	150			
3.J.33 Smaller houses and starter homes	155	1.2	2.4	48			
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	62	0.5	1.4	32			
4.L.38 Semi-skilled workers in traditional neighbourhoods	422	3.2	2.6	120			
4.L.39 Fading owner occupied terraces	207	1.5	2.9	53			
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	342	2.6	1.6	156			
4.M.43 Families in right-to-buy estates	1,817	13.6	2.0	666			
4.M.44 Post-war estates, limited means	803	6.0	2.2	276			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	265	2.0	0.8	252			
4.N.46 Elderly people in social rented flats	220	1.6	1.0	160			
4.N.47 Low income older people in smaller semis	773	5.8	2.2	259			
4.N.48 Pensioners and singles in social rented flats	597	4.5	1.7	262			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	213	1.6	2.2	73			
5.O.50 Struggling younger people in mixed tenure	546	4.1	1.8	227			
5.O.51 Young people in small, low cost terraces	330	2.5	2.3	109			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	625	4.7	1.6	299			
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	1,771	13.2	1.6	827			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	220	1.6	1.5	109			
5.Q.58 Singles and young families, some receiving benefits	448	3.3	1.8	190			
5.Q.59 Deprived areas and high-rise flats	806	6.0	2.0	306			
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	58	0.4	0.3	152			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	13,377						

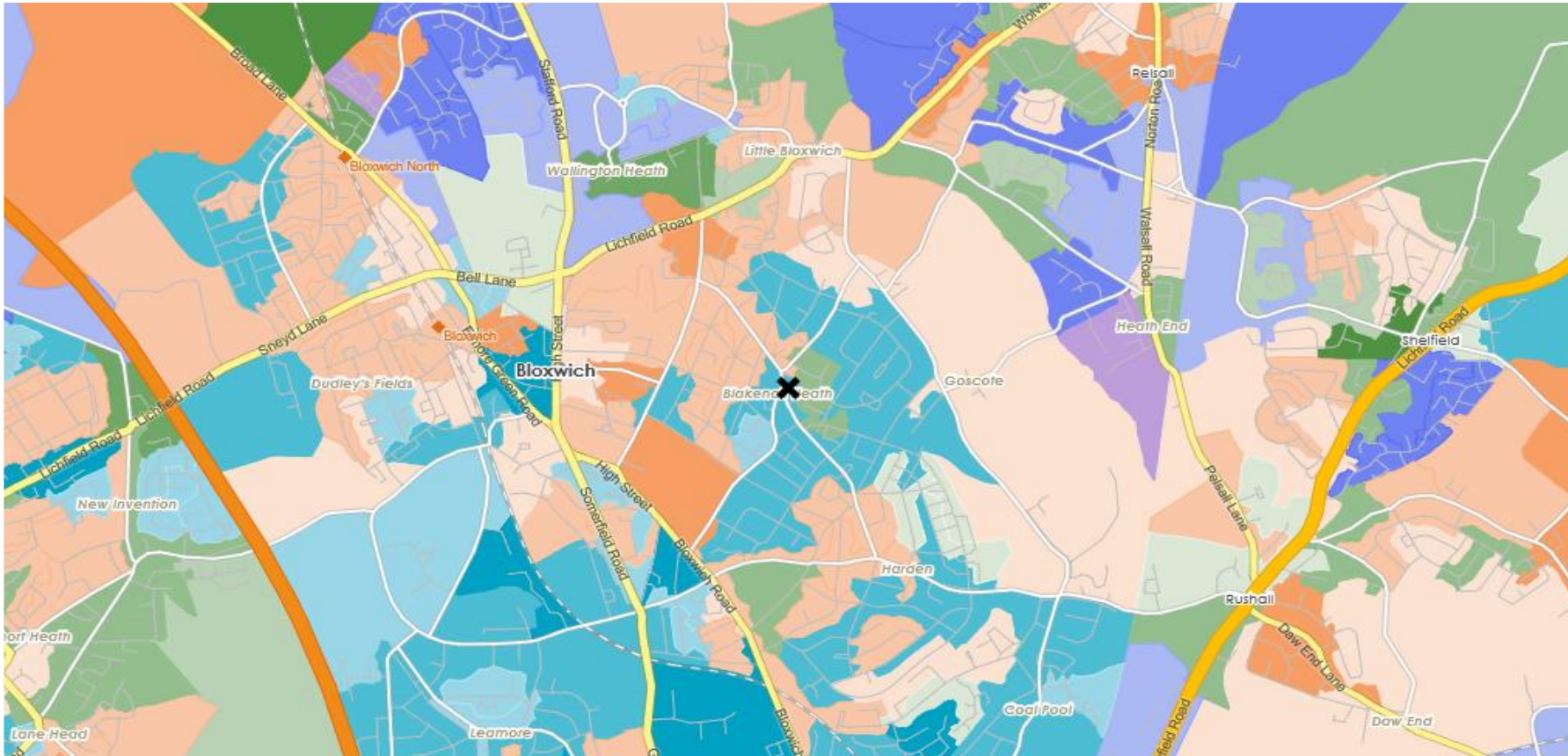
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03428_Kings Head, Blackenhall, WS3 1LU (1 Mile contour)



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

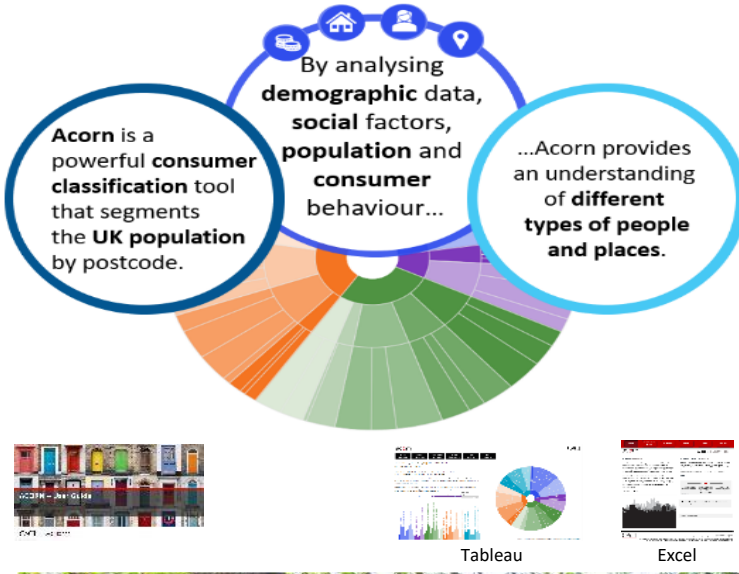
Acorn Groups

- 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
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

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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