

CGA LICENCED PREMISES

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Area: ATLT_Kings HeadTF10 7JJ (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	36	116.0	84.9	137			
Proprietary Club	1	3.2	8.1	40			
Registered Club	13	41.9	29.9	140			
Restaurant	4	12.9	34.6	37			
Residential	1	3.2	3.5	93			

Name	Description	License Type	Owner Name	Postcode
Navigation Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	ST20 0BN
Boat Inn	Marston's	Pubs & Full On	Marston's	ST20 0DA
Horns Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST20 0EX
Gnosall Sports & Social Club	Independent Free	Registered Club	Independent Free	ST20 0JF
Anchor Inn	Independent Free	Pubs & Full On	Independent Free	ST20 0NG
Cock Inn	Unknown	Pubs & Full On	Unknown	ST20 0NP
Junction Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST20 0PN
Haberdashers Arms	Independent Free	Pubs & Full On	Independent Free	ST20 0QH
Knighton Site Family Social Club	Independent Free	Registered Club	Independent Free	ST20 0QJ
Royal Navy Association	Independent Free	Registered Club	Independent Free	TF10 7AJ
Newport Literary & Social Institute	Independent Free	Registered Club	Independent Free	TF10 7AR
Shakespeare Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TF10 7AW
Pheasant Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TF10 7AW
Honeysuckle Inn	Marston's	Pubs & Full On	Marston's	TF10 7BN
Swan	Marston's	Pubs & Full On	Marston's	TF10 7BQ
Newport Cricket Club	Independent Free	Registered Club	Independent Free	TF10 7DP
Royal British Legion Club	Independent Free	Registered Club	Independent Free	TF10 7DP
Newport Bowling Club	Independent Free	Registered Club	Independent Free	TF10 7DX
Railway Tavern	Black Country Ales	Pubs & Full On	Star Pubs & Bars	TF10 7EJ
Bridge Inn	Independent Free	Pubs & Full On	Independent Free	TF10 7JB
Kings Head Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TF10 7JJ
Barley	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	TF10 7AQ
New Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	TF10 7LX
Forton Cricket Club	Independent Free	Registered Club	Independent Free	TF10 8BY
Swan	Joule's Brewery	Pubs & Full On	Joule's Brewery	TF10 8BY
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF10 8DQ
Lamb Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	TF10 8HU
Edgmon Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TF10 8HH
Harper Adams College Club	Independent Free	Registered Club	Independent Free	TF10 8NB
Sutherland Arms	Marston's	Pubs & Full On	Marston's	TF10 8NN
Last Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF10 9EJ
Red House Inn	Parogon Pub Group Ltd	Pubs & Full On	Parogon Pub Group Ltd	TF10 9EW
Lilleshall Cricket Club	Independent Free	Registered Club	Independent Free	TF10 9HE
Wheatsheaf Inn	Marston's	Pubs & Full On	Marston's	TF10 9LF
Three Fish	Whitbread	Pubs & Full On	Whitbread	TF10 9BY
Norwood House Restaurant	Independent Free	Restaurant	Independent Free	TF10 9LQ
White House Hotel	Independent Free	Pubs & Full On	Independent Free	TF 2 8NG
Lion Inn	Independent Free	Pubs & Full On	Independent Free	TF 6 6NP
Red Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF 9 2BB
Childs Ercall Working Mens Club	Independent Free	Registered Club	Independent Free	TF 9 2DA
Wharf Tavern	Independent Free	Pubs & Full On	Independent Free	TF 9 2LP
Goldstone Hall	Independent Free	Residential	Independent Free	TF 9 2NA
Falcon Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF 9 2TA
Clock Tower Inn	Whitbread	Pubs & Full On	Whitbread	TF 2 8JY
Central Square Night Club	Independent Free	Proprietary Club	Independent Free	TF10 7AG
Shimla Tandoori Restaurant	Independent Free	Restaurant	Independent Free	TF10 7AB
Ozzy's	Independent Free	Pubs & Full On	Independent Free	TF10 7AB
Fox	Restaurant Group	Pubs & Full On	Restaurant Group	TF10 9LQ
Lilleshall Memorial Hall	Independent Free	Registered Club	Independent Free	TF10 9HG
Telford Garden Centre	Unknown	Restaurant	Unknown	TF 2 8JY
Mere Park Restaurant	Independent Free	Restaurant	Independent Free	TF10 9BY
Aqualate Golf Club	Independent Free	Registered Club	Independent Free	TF10 9DB
Event Hire Company	Independent Free	Pubs & Full On	Independent Free	TF10 9AU

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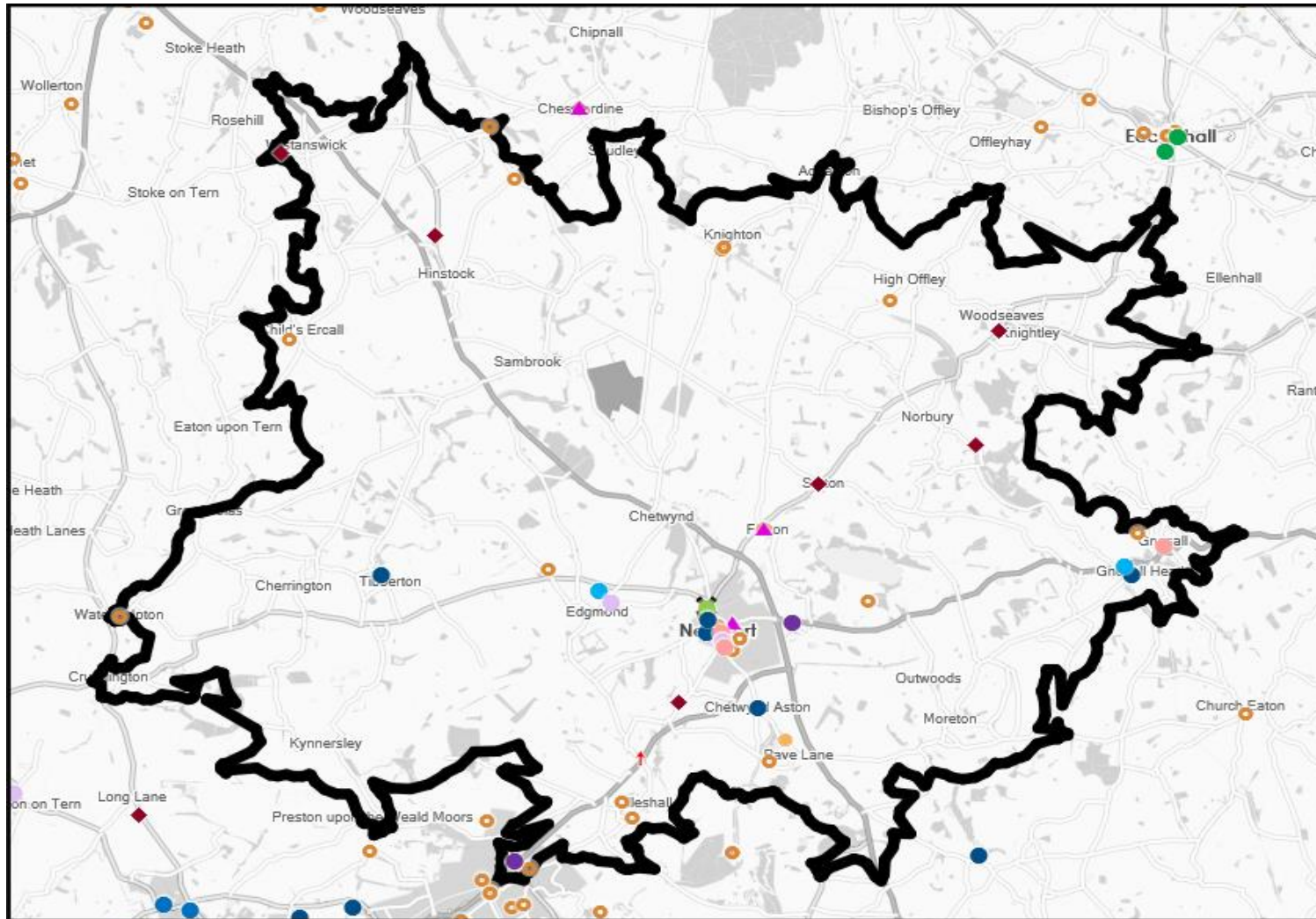
Name	Description	License Type	Owner Name	Postcode
Bod Novella	Independent Free	Pubs & Full On	Independent Free	TF10 7AN
	Independent Free	Pubs & Full On	Independent Free	TF10 7AU

MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT_Kings HeadTF10 7JJ (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
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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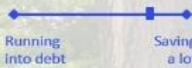
Area: ATLT_Kings HeadTF10 7JJ (15 min contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	4,914	39.7	22.0	181		
 2 Rising Prosperity	398	3.2	10.1	32		
 3 Comfortable Communities	4,661	37.6	26.2	143		
 4 Financially Stretched	1,851	14.9	23.7	63		
 5 Urban Adversity	513	4.1	17.6	24		
 6 Not Private Households	53	0.4	0.3	128		
 Graph						
Total households	12,390					

Acorn Category Pen Portrait

1 Affluent Achievers
12.0M 22.8%
UK Adults of UK

Age range
55+

Financial situation


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



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Kings HeadTF10 7JJ (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	3	0.0	1.1	2		
1.B Executive Wealth	3,414	27.6	11.2	246		
1.C Mature Money	1,497	12.1	9.6	126		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	398	3.2	6.2	52		
3. Comfortable Communities						
3.F Countryside Communities	2,935	23.7	5.7	413		
3.G Successful Suburbs	835	6.7	5.9	115		
3.H Steady Neighbourhoods	432	3.5	7.4	47		
3.I Comfortable Seniors	177	1.4	2.9	49		
3.J Starting Out	282	2.3	4.3	52		
4. Financially Stretched						
4.K Student Life	21	0.2	2.4	7		
4.L Modest Means	529	4.3	7.9	54		
4.M Striving Families	740	6.0	7.5	79		
4.N Poorer Pensioners	561	4.5	5.9	77		
5. Urban Adversity						
5.O Young Hardship	220	1.8	6.1	29		
5.P Struggling Estates	62	0.5	6.1	8		
5.Q Difficult Circumstances	231	1.9	5.3	35		
6. Not Private Households						
6.R Not Private Households	53	0.4	0.3	128		
Total households	12,390					

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**

BRANDS

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%)

FINANCIAL PROFILE

- Household Income: UK **£60k** (Average: £40k), London **£63k** (Average: £44k)
- % Disposable Income: UK **50%** (Average: 44%), London **49%** (Average: 39%)
- Financial situation: **Running into debt** to **Saving a lot**

KEY INTERNET USAGE **TECHNOLOGY USAGE**

- This group are more likely to **browse for hotels online**
- This group are more likely to **purchase holidays online**
- This group are more likely to **own an iPhone**



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

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Area: ATLT_Kings HeadTF10 7JJ (15 min contour)
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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	0.2	0			
1.A.3 Large house luxury	3	0.0	0.9	3			
1.B Executive Wealth							
1.B.4 Asset rich families	775	6.3	2.6	239			
1.B.5 Wealthy countryside commuters	1,653	13.3	2.4	554			
1.B.6 Financially comfortable families	496	4.0	2.2	182			
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	490	4.0	1.6	245			
1.C Mature Money							
1.C.10 Better-off villagers	955	7.7	3.0	258			
1.C.11 Settled suburbia, older people	154	1.2	2.9	43			
1.C.12 Retired and empty nesters	278	2.2	2.5	90			
1.C.13 Upmarket downsizers	110	0.9	1.3	68			
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	369	3.0	1.9	158			
2.E.19 First time buyers in small, modern homes	29	0.2	3.3	7			
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	882	7.1	1.5	476			
3.F.22 Older couples and families in rural areas	660	5.3	1.1	500			
3.F.23 Owner occupiers in small towns and villages	1,393	11.2	3.2	354			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	582	4.7	2.6	178			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	253	2.0	2.4	84			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	202	1.6	3.4	47			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	230	1.9	2.3	80			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	175	1.4	2.4	59			
3.I.31 Elderly singles in purpose-built accommodation	2	0.0	0.5	3			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	50	0.4	2.1	19			
3.J.33 Smaller houses and starter homes	232	1.9	2.3	83			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	21	0.2	0.4	46			
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	125	1.0	1.4	72			
4.L.38 Semi-skilled workers in traditional neighbourhoods	233	1.9	2.6	72			
4.L.39 Fading owner occupied terraces	171	1.4	2.9	48			
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	536	4.3	1.6	271			
4.M.42 Struggling young families in post-war terraces	88	0.7	1.7	42			
4.M.43 Families in right-to-buy estates	82	0.7	2.1	32			
4.M.44 Post-war estates, limited means	34	0.3	2.2	12			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	148	1.2	0.8	152			
4.N.46 Elderly people in social rented flats	100	0.8	1.1	74			
4.N.47 Low income older people in smaller semis	134	1.1	2.3	48			
4.N.48 Pensioners and singles in social rented flats	179	1.4	1.8	82			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	83	0.7	2.1	31			
5.O.50 Struggling younger people in mixed tenure	137	1.1	1.7	63			
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	0	0.0	1.6	0			
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	62	0.5	1.6	30			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	147	1.2	1.5	78			
5.Q.58 Singles and young families, some receiving benefits	45	0.4	1.8	20			
5.Q.59 Deprived areas and high-rise flats	39	0.3	2.0	15			
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	53	0.4	0.3	155			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,390						

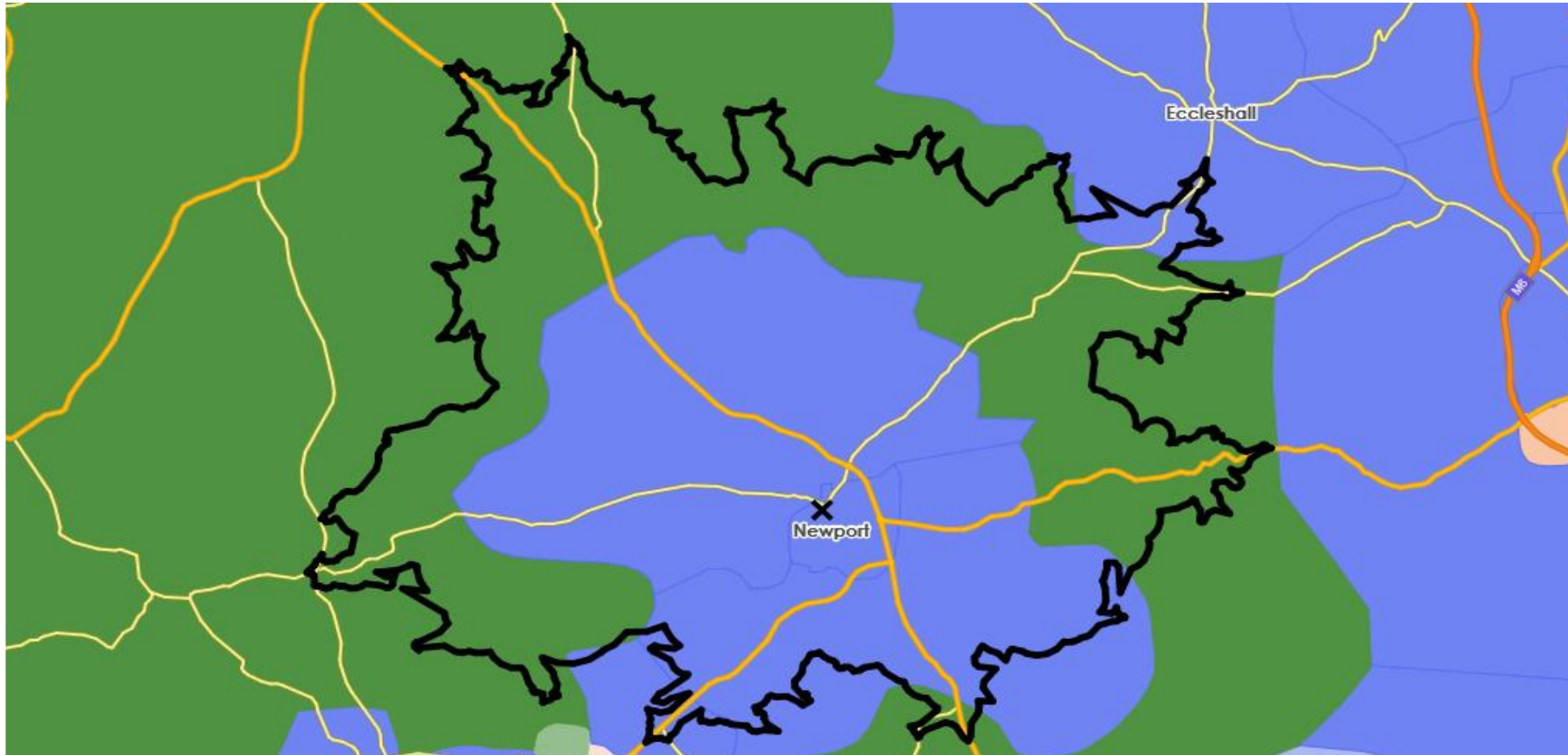
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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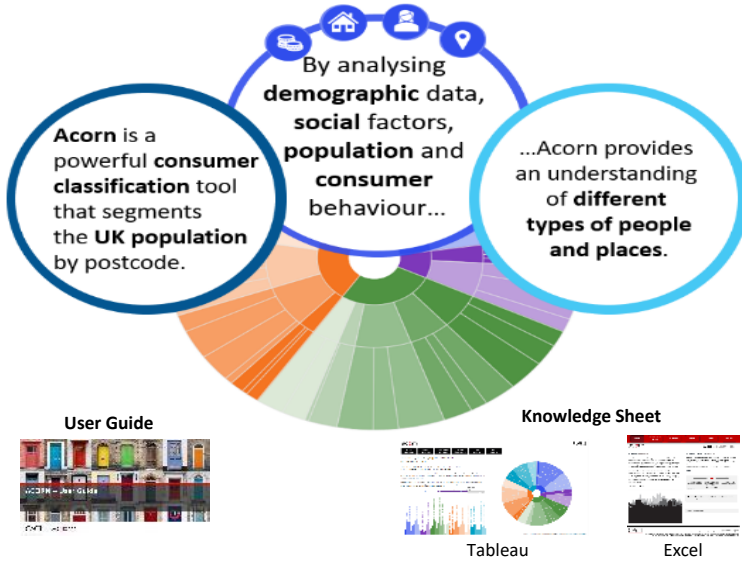
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

12.0M UK Adults 22.8% of UK

Age range: 55+

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