

# CGA LICENCED PREMISES

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Area: P02165\_Olde Queens Head, Halesowen, B63  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	75.7	81.7	93			
Proprietary Club	0	0.0	7.3	0			
Registered Club	8	37.8	28.2	<b>134</b>			
Restaurant	3	14.2	32.1	44			
Residential	0	0.0	2.7	0			

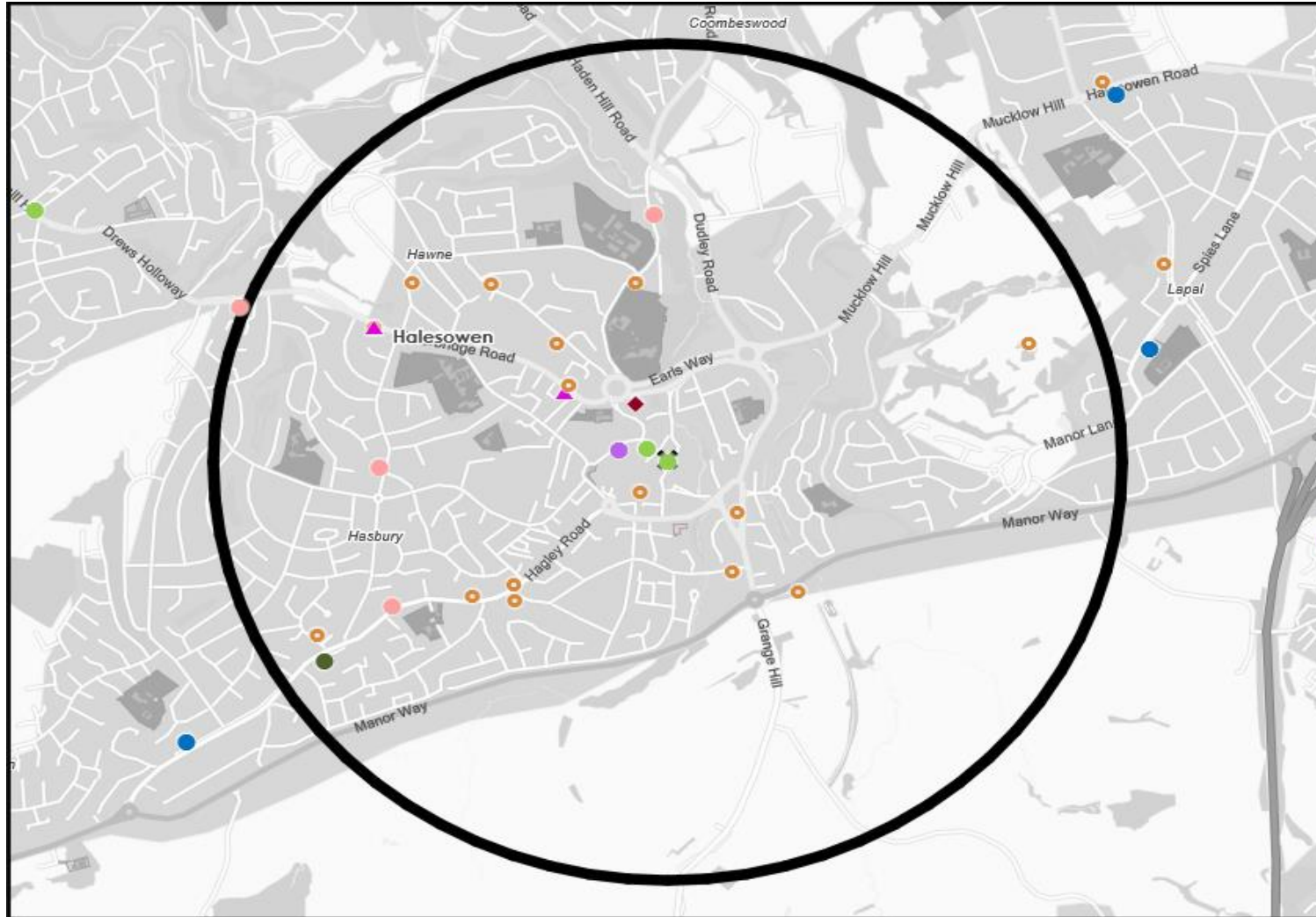
Name	Description	License Type	Owner Name	Postcode
Halesowen Golf Club	Independent Free	Registered Club	Independent Free	B 62 8QF
Halesowen Athletic & Cycling Club	Independent Free	Registered Club	Independent Free	B 62 8RW
Queens Head	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 63 3HN
Whitley Hotel	Black Country Ales	Pubs & Full On	Black Country Ales	B 63 3QX
Hare & Hounds	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 63 4QG
Cornbow Hall	Independent Free	Pubs & Full On	Independent Free	B 63 3AT
Picks	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 63 3BQ
Halesowen Cricket Club	Independent Free	Registered Club	Independent Free	B 63 3EG
Benjamins Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	B 63 3HN
Somers Sports & Social Club	Independent Free	Registered Club	Independent Free	B 63 3JQ
Halesowen Masonic Lodge	Independent Free	Registered Club	Independent Free	B 63 3LU
Loyal Lodge	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 63 3LY
Halesowen Town Football Club	Independent Free	Registered Club	Independent Free	B 63 3ST
Waggon & Horses	Black Country Ales	Pubs & Full On	Black Country Ales	B 63 3TU
Hawne Tavern	Independent Free	Pubs & Full On	Independent Free	B 63 3UG
Townsend Social	Independent Free	Registered Club	Independent Free	B 63 3US
Hunting Tree	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 63 4BL
Rose & Crown	Greene King	Pubs & Full On	Greene King	B 63 4JP
Hasbury Conservative Club	Independent Free	Registered Club	Independent Free	B 63 4NX
Ameena	Independent Free	Restaurant	Independent Free	B 63 4RR
Halesowen Balti Restaurant	Independent Free	Restaurant	Independent Free	B 63 3QX
William Shenstone	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	B 63 4AB
Bangla Lounge	Independent Free	Restaurant	Independent Free	B 63 3BQ
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	B 63 3HY
Hagley Bar And Grill	Independent Free	Pubs & Full On	Independent Free	B 63 4QQ
Yeltz Bar	Independent Free	Pubs & Full On	Independent Free	B 63 3TB
Crafty Pint	Independent Free	Pubs & Full On	Independent Free	B 63 4JU

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02165\_Olde Queens Head, Halesowen, B63 3HN (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:** P02165\_Olde Queens Head, Halesowen, B63 3HN (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,990	21.5	22.1	97		
 2 Rising Prosperity	133	1.4	10.2	14		
 3 Comfortable Communities	3,126	33.7	26.5	127		
 4 Financially Stretched	2,653	28.6	23.7	121		
 5 Urban Adversity	1,344	14.5	17.2	84		
 6 Not Private Households	24	0.3	0.3	75		
 Graph						
<b>Total households</b>	<b>9,270</b>					

### 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:** P02165\_Olde Queens Head, Halesowen, B63 3HN (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	517	5.6	11.3	49			
1.C Mature Money	1,473	15.9	9.6	165			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	133	1.4	6.4	23			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	16	0.2	5.7	3			
3.G Successful Suburbs	664	7.2	6.0	120			
3.H Steady Neighbourhoods	1,423	15.4	7.4	207			
3.I Comfortable Seniors	430	4.6	2.9	162			
3.J Starting Out	593	6.4	4.6	141			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,013	10.9	8.0	137			
4.M Striving Families	1,023	11.0	7.4	148			
4.N Poorer Pensioners	617	6.7	5.8	116			
<b>5. Urban Adversity</b>							
5.O Young Hardship	380	4.1	6.3	66			
5.P Struggling Estates	134	1.4	5.7	25			
5.Q Difficult Circumstances	830	9.0	5.2	171			
<b>6. Not Private Households</b>							
6.R Not Private Households	24	0.3	0.3	75			
<b>Total households</b>	<b>9,270</b>						

### Acorn Group Pen Portrait

**4 L Modest Means**      4.1M of UK      7.7% of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

**CORE DEMOGRAPHICS**

Age range: **25-44**  
 Children at home: **3+**  
 House tenure: **Privately renting**  
 Family structure: **Single parent**  
 Number of beds: **3**  
 House type: **Terraced**

**FINANCIAL PROFILE**

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)  
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)  
 Financial situation: **Running into debts** (Running into debts to Saving a lot)

**BRANDS**

SHOPPING: The Works, M&Co, Range, NEW LOOK  
 LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS  
 WEBSITES: ebay, sky, Argos, LAD BIBLE

**DIGITAL**

**ATTITUDES**

I worry about online security: **58%** (UK average: 58%)  
 Shopping online makes my life easier: **61%** (UK average: 62%)  
 I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

**TOP BEHAVIOURS**

Moderate internet usage, Uploads original content on social media, TV catch up via ITV hub





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

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Area: P02165\_Olde Queens Head, Halesowen, B63 3HN (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Corn Structure  
 Index  
 Profile %

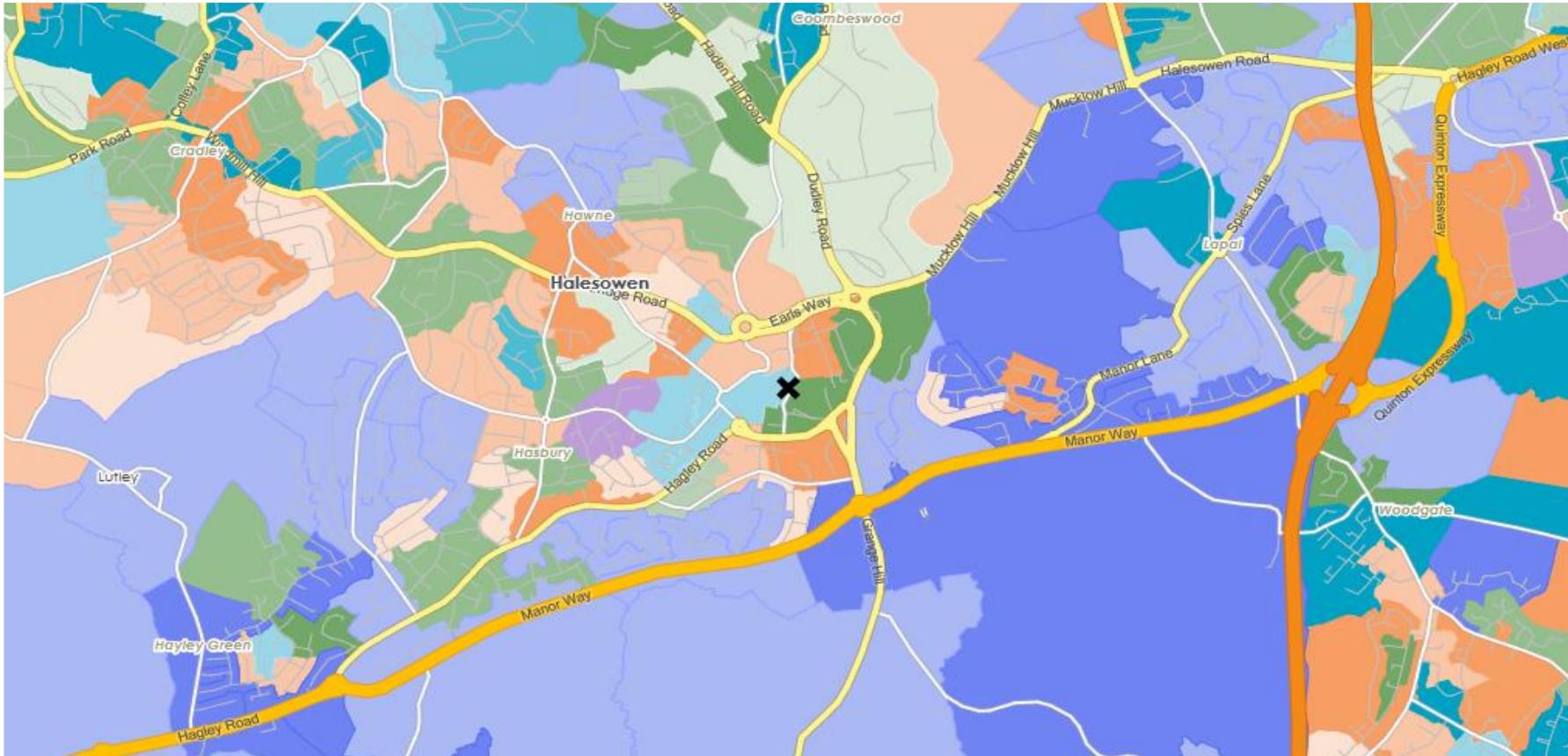
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	241	2.6	2.6	98			
1.B.5 Wealthy countryside commuters	25	0.3	2.5	11			
1.B.6 Financially comfortable families	72	0.8	2.2	35			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	24	0.3	1.5	17			
1.B.9 Well-off edge of towners	155	1.7	1.6	104			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	72	0.8	3.1	25			
1.C.11 Settled suburbia, older people	1,283	13.8	2.8	491			
1.C.12 Retired and empty nesters	50	0.5	2.5	22			
1.C.13 Upmarket downsizers	68	0.7	1.3	57			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	62	0.7	2.0	34			
2.E.19 First time buyers in small, modern homes	71	0.8	3.4	23			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
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	16	0.2	3.2	5			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	342	3.7	2.7	137			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	322	3.5	2.4	143			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,004	10.8	3.5	312			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	419	4.5	2.3	193			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	329	3.5	2.4	150			
3.I.31 Elderly singles in purpose-built accommodation	101	1.1	0.5	224			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	96	1.0	2.2	48			
3.J.33 Smaller houses and starter homes	497	5.4	2.4	223			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	453	4.9	1.4	339			
4.L.38 Semi-skilled workers in traditional neighbourhoods	392	4.2	2.6	161			
4.L.39 Fading owner occupied terraces	168	1.8	2.9	62			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	125	1.3	1.6	82			
4.M.43 Families in right-to-buy estates	749	8.1	2.0	396			
4.M.44 Post-war estates, limited means	149	1.6	2.2	74			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	75	0.8	0.8	103			
4.N.46 Elderly people in social rented flats	92	1.0	1.0	96			
4.N.47 Low income older people in smaller semis	347	3.7	2.2	168			
4.N.48 Pensioners and singles in social rented flats	103	1.1	1.7	65			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	148	1.6	2.2	73			
5.O.50 Struggling younger people in mixed tenure	141	1.5	1.8	85			
5.O.51 Young people in small, low cost terraces	91	1.0	2.3	43			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	65	0.7	1.6	45			
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	69	0.7	1.6	47			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	151	1.6	1.5	108			
5.Q.58 Singles and young families, some receiving benefits	78	0.8	1.8	48			
5.Q.59 Deprived areas and high-rise flats	601	6.5	2.0	329			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	24	0.3	0.3	91			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,270</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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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**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

House type: **Detached**

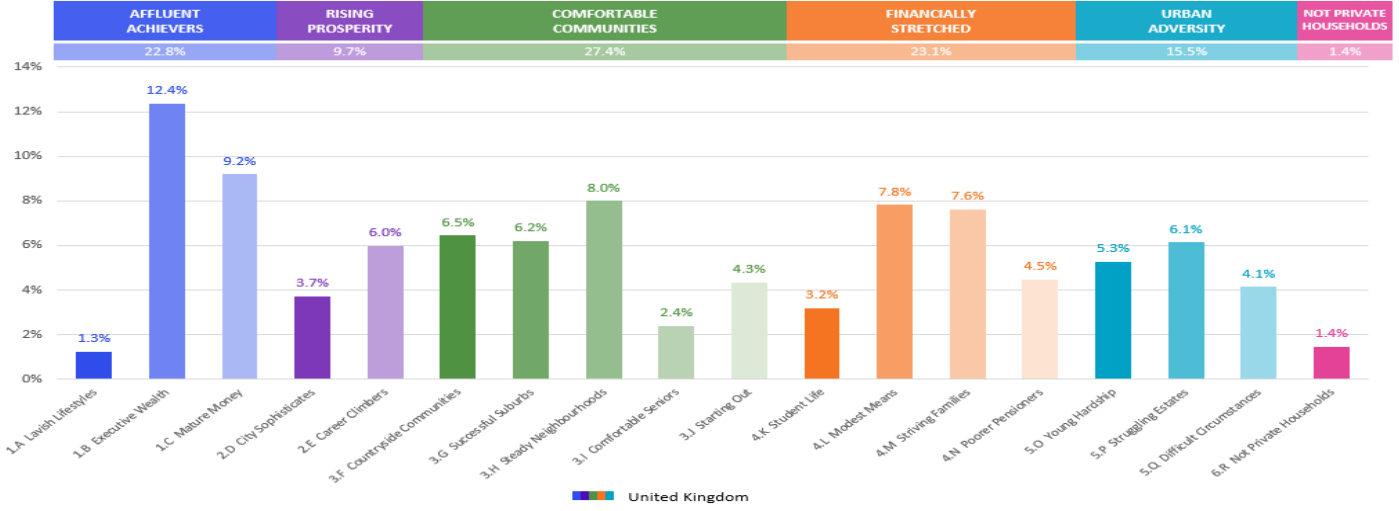
House tenure: **Owned outright**

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



# MAP OF AREA

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