

# CGA LICENCED PREMISES

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Area: P03409\_George & Dragon, Lichfield, WS13 7  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	39	160.8	85.9	<b>187</b>			
Proprietary Club	1	4.1	8.2	50			
Registered Club	7	28.9	30.1	96			
Restaurant	19	78.3	35.3	<b>222</b>			
Residential	1	4.1	3.5	<b>117</b>			

Name	Description	License Type	Owner Name	Postcode
Lichfield Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WS13 6AY
Cathedral Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	WS13 7AR
George And Dragon	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WS13 7AJ
Feathers	Marston's	Pubs & Full On	Marston's	WS13 7BA
Duke Of York	Joule's Brewery	Pubs & Full On	Joule's Brewery	WS13 6DY
Tudor Cafe	Independent Free	Restaurant	Independent Free	WS13 6HH
Lichfield Civic Hall	Independent Free	Registered Club	Independent Free	WS13 6HR
Garrick Theatre	Independent Free	Pubs & Full On	Independent Free	WS13 6HS
Lichfield Health & Fitness Club	Independent Free	Proprietary Club	Independent Free	WS13 6JB
Pig	Derby Brewing Company	Pubs & Full On	Derby Brewing Company	WS13 6JJ
Earl Of Lichfield	Marston's	Pubs & Full On	Marston's	WS13 6JR
Pizza By Goli	Independent Free	Restaurant	Independent Free	WS13 6JW
Lee Garden	Independent Free	Restaurant	Independent Free	WS13 6JJ
Angel Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	WS13 6LH
24 Market Street	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS13 6LH
George Iv	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS13 6LU
Bengal Tandoori Indian Res	Independent Free	Restaurant	Independent Free	WS13 6LU
Ruby Cantonese & Chinese Restaurant	Independent Free	Restaurant	Independent Free	WS13 6NU
George Hotel	Independent Free	Pubs & Full On	Independent Free	WS13 6PR
Kings Head	Marston's	Pubs & Full On	Marston's	WS13 6PW
Lichfield Conservative Club	Independent Free	Registered Club	Independent Free	WS13 6PG
Lichfield Arts Centre	Independent Free	Pubs & Full On	Independent Free	WS13 6LU
Le Reve Cocktail Bar	Independent Free	Pubs & Full On	Independent Free	WS13 6PR
3 Amigos	Independent Free	Restaurant	Independent Free	WS13 6PR
Walkabout	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS13 6PW
Eastern Eye Tandoori Restaurant	Independent Free	Restaurant	Independent Free	WS13 6PW
Horse & Jockey	Independent Free	Pubs & Full On	Independent Free	WS13 6QA
Paradise Lounge	Independent Free	Pubs & Full On	Independent Free	WS13 6QA
Queens Head	Marston's	Pubs & Full On	Marston's	WS13 6QD
Lichfield Cricket & Hockey Club	Independent Free	Registered Club	Independent Free	WS13 6QP
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
Duke Of Wellington	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WS14 9BJ
Greyhound	Independent Free	Pubs & Full On	Independent Free	WS14 9EA
Lichfield Social Club	Independent Free	Registered Club	Independent Free	WS13 6TS
Acorn Inn	Wetherspoons GB	Pubs & Full On	Wetherspoon	WS13 6JJ
Lime Pickle	Independent Free	Restaurant	Independent Free	WS13 6NU
Wine House	Comfy Pub Co	Restaurant	Comfy Pub Co	WS13 6PW
Bowling Green	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WS13 6QJ
Brewhouse And Kitchen	Brewhouse and Kitchen	Pubs & Full On	Brewhouse and Kitchen	WS13 6PW
Hedgehog	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WS13 8JB
Thai Rainbow Restaurant	Independent Free	Restaurant	Independent Free	WS13 6PW
Lal Bagh Restaurant	Independent Free	Restaurant	Independent Free	WS13 6PW
Ristorante Sorrento	Independent Free	Restaurant	Independent Free	WS13 6PR
1709 The Brasserie	Wine & Dine Group	Restaurant	Wine & Dine Group	WS13 6DP
Siam Corner Ma Ma Thai	Independent Free	Restaurant	Independent Free	WS13 6PW
Qmin Bars	Independent Free	Pubs & Full On	Independent Free	WS13 6PR
55 Wade Street	Independent Free	Pubs & Full On	Independent Free	WS13 6HL
Ask Italian	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	WS13 6PW
Daily Grind	Independent Free	Pubs & Full On	Independent Free	WS13 6LH
Beacon Park	Independent Free	Registered Club	Independent Free	WS13 6QZ
Ego	Ego Restaurants	Restaurant	Ego Restaurants	WS13 6PW
Ecct Beacon Park Retirement Village	Independent Free	Residential	Independent Free	WS13 6JN

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 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
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Restaurant	19	78.3	35.3	<b>222</b>			
Residential	1	4.1	3.5	<b>117</b>			

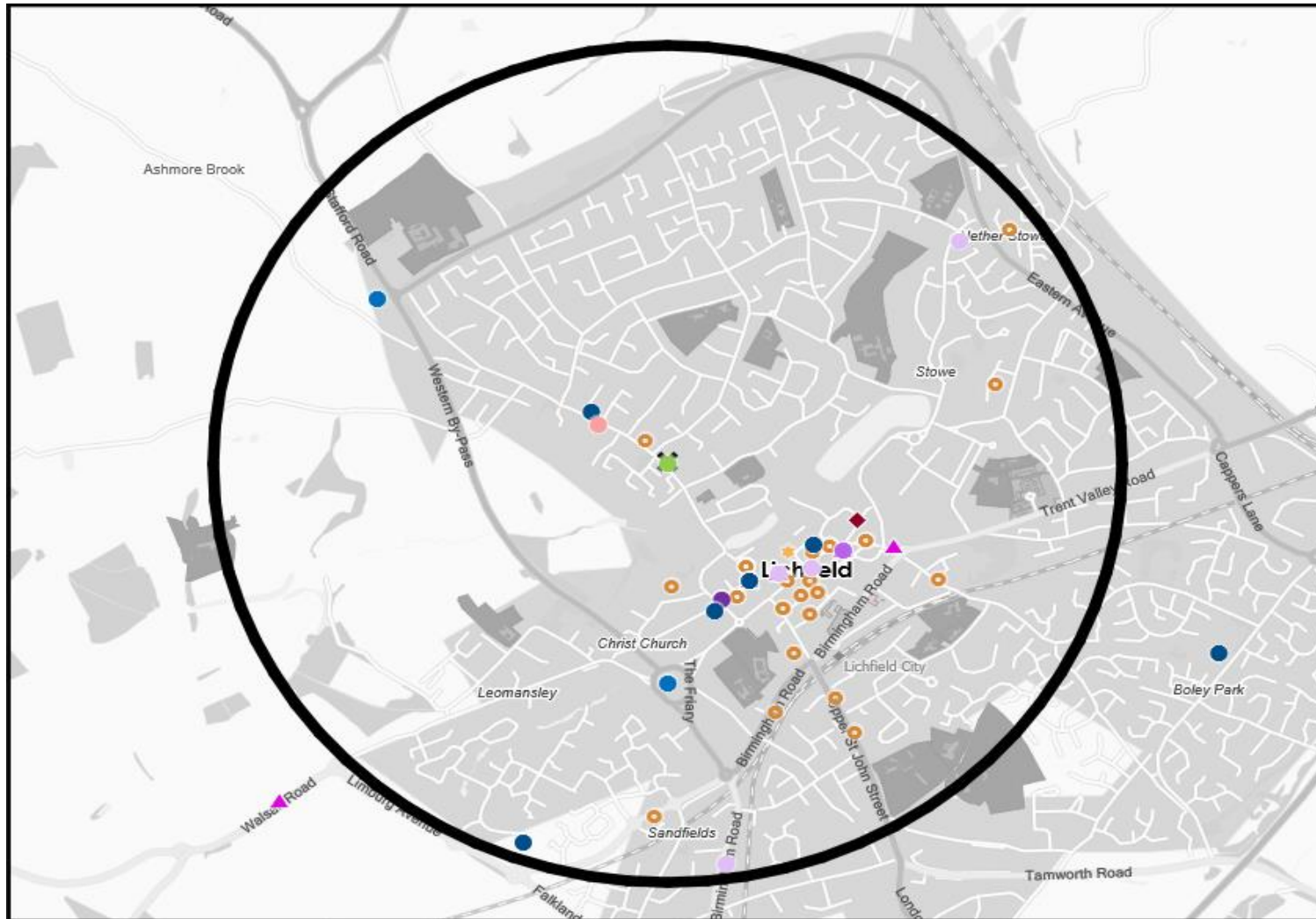
Name	Description	License Type	Owner Name	Postcode
Spark Cafe Bar & Events	Independent Free	Pubs & Full On	Independent Free	WS13 6JP
Lakeside Bistro	Independent Free	Restaurant	Independent Free	WS13 6QZ
Mckenzie's Restaurant	Independent Free	Pubs & Full On	Independent Free	WS13 6JU
Inkwell At Lichfield	Marston's	Pubs & Full On	Marston's	WS13 6RX
St. Johns House	Independent Free	Pubs & Full On	Independent Free	WS13 6PB
Whippet Inn	Independent Free	Pubs & Full On	Independent Free	WS13 6JP
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	WS13 6QZ
Faro Lounge	Loungers	Pubs & Full On	Loungers	WS13 6LA
Lichfield City Football Club	Independent Free	Registered Club	Independent Free	WS13 6BU
Bureau	Independent Free	Pubs & Full On	Independent Free	WS13 6LH
Los Banditos	Independent Free	Restaurant	Independent Free	WS13 6LH
Bitter-Suite Micropub	Independent Free	Pubs & Full On	Independent Free	WS14 9DT
Wip	Independent Free	Pubs & Full On	Independent Free	WS13 6JW
Larder	Independent Free	Restaurant	Independent Free	WS13 6LZ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03409\_George & Dragon, Lichfield, WS13 7AJ (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:** P03409\_George & Dragon, Lichfield, WS13 7AJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	3,319	31.4	22.0	143		
 2 Rising Prosperity	1,241	11.7	10.1	116		
 3 Comfortable Communities	2,321	21.9	26.2	84		
 4 Financially Stretched	2,172	20.5	23.7	87		
 5 Urban Adversity	1,441	13.6	17.6	77		
 6 Not Private Households	83	0.8	0.3	235		
 Graph						
<b>Total households</b>	<b>10,577</b>					

### Acorn Category Pen Portrait

## 1 Affluent Achievers

Age range

# 55+

House type

# Detached

Financial situation



House tenure

# Owned outright

Children at home

# 0






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:** P03409\_George & Dragon, Lichfield, WS13 7AJ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index 0	100	200
<b>1. Affluent Achievers</b>						
1.A Lavish Lifestyles	60	0.6	1.1	51		
1.B Executive Wealth	1,273	12.0	11.2	107		
1.C Mature Money	1,986	18.8	9.6	195		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	1,241	11.7	6.2	190		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	179	1.7	5.7	30		
3.G Successful Suburbs	748	7.1	5.9	120		
3.H Steady Neighbourhoods	322	3.0	7.4	41		
3.I Comfortable Seniors	442	4.2	2.9	144		
3.J Starting Out	630	6.0	4.3	137		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.4	0		
4.L Modest Means	301	2.8	7.9	36		
4.M Striving Families	977	9.2	7.5	122		
4.N Poorer Pensioners	894	8.5	5.9	143		
<b>5. Urban Adversity</b>						
5.O Young Hardship	99	0.9	6.1	15		
5.P Struggling Estates	494	4.7	6.1	76		
5.Q Difficult Circumstances	848	8.0	5.3	150		
<b>6. Not Private Households</b>						
6.R Not Private Households	83	0.8	0.3	235		
<b>Total households</b>	<b>10,577</b>					

### Acorn Group Pen Portrait

**1 C Mature Money** 4.9M UK Adults    9.3% of UK

**Older, affluent people with the money and time to enjoy life.** These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

#### DEMOGRAPHICS

Age range <b>65+</b>	Children at home <b>0</b>
House tenure <b>Owned outright</b>	Family structure <b>Couple</b>
Number of beds <b>4</b>	House type <b>Detached</b>

#### FINANCIAL PROFILE

Household Income UK: <b>£46k</b> London: <b>£50k</b> Average: £40k    Average: £44k	% Disposable Income UK: <b>54%</b> London: <b>51%</b> Average: 44%    Average: 39%	Financial situation Running into debt    Saving a lot
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#### BRANDS

SHOPPING LAKELAND    LAURA ASHLEY    J. MALONE    W. WASSERMAN
LEISURE BROWNS    NESPRESSO    M&S    COFFEE NERO
WEBSITES amazon    MoneySavingExpert.com    M&S    BBC NEWS

#### DIGITAL ATTITUDES

I worry about online security <b>58%</b> UK average: 55%	Shopping online makes my life easier <b>52%</b> UK average: 53%	I couldn't live without the internet on my mobile <b>26%</b> UK average: 34%
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<b>KEY INTERNET USAGE</b> This group are more likely to <b>research home insurance online</b>	<b>TECHNOLOGY USAGE</b> This group are more likely to <b>purchase event tickets online</b>	This group are more likely to <b>own a tablet</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03409\_George & Dragon, Lichfield, WS13 7AJ (1 Mile contour)  
 Base: Great Britain  
 Year: 2021

Sort by:  Acorn Structure  
 Index  
 Profile %

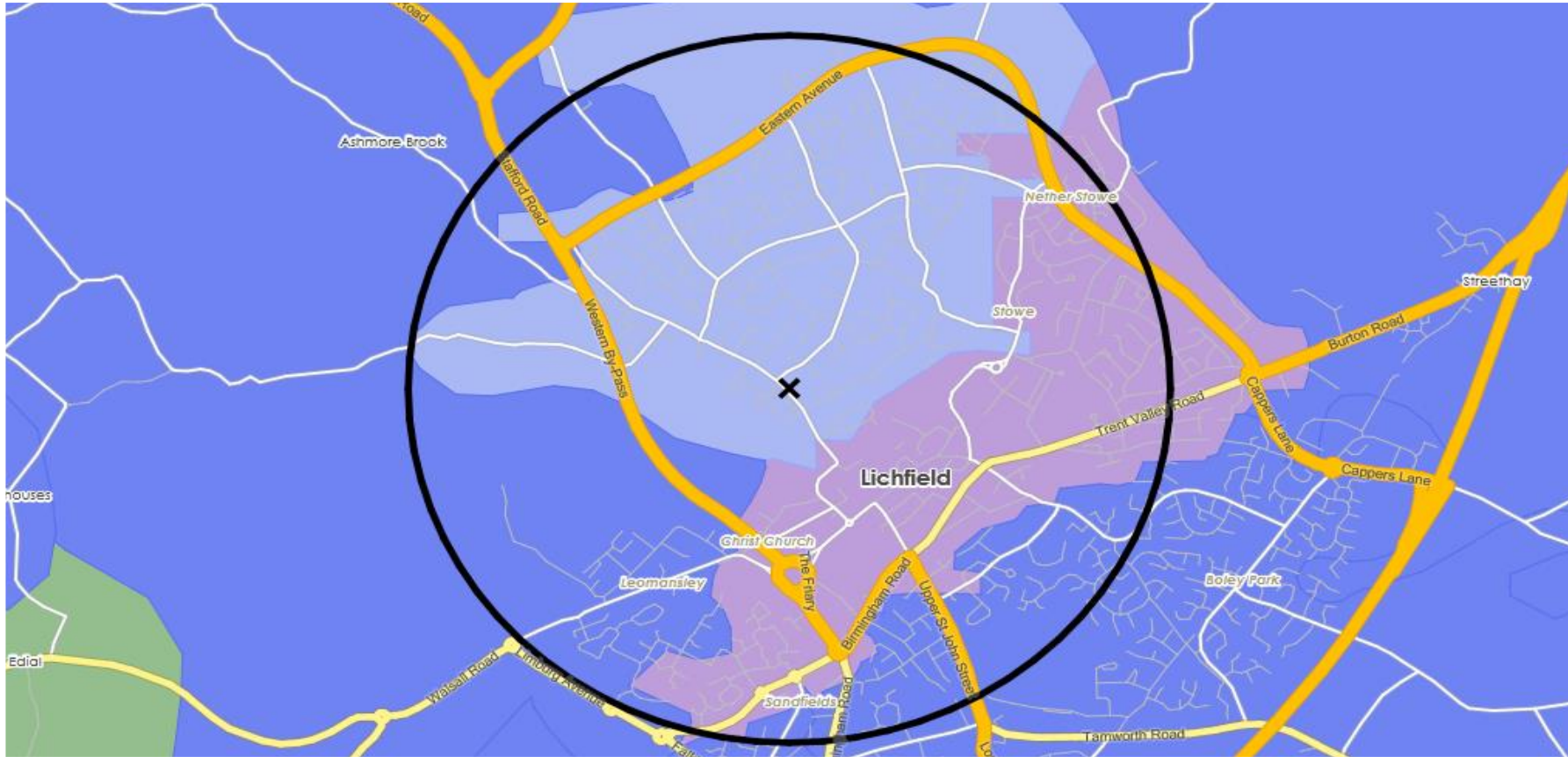
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	60	0.6	0.9	65			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	532	5.0	2.6	192			
1.B.5 Wealthy countryside commuters	34	0.3	2.4	13			
1.B.6 Financially comfortable families	76	0.7	2.2	33			
1.B.7 Affluent professionals	48	0.5	0.9	53			
1.B.8 Prosperous suburban families	147	1.4	1.5	91			
1.B.9 Well-off edge of towners	436	4.1	1.6	255			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	154	1.5	3.0	49			
1.C.11 Settled suburbia, older people	1,127	10.7	2.9	373			
1.C.12 Retired and empty nesters	234	2.2	2.5	89			
1.C.13 Upmarket downsizers	471	4.5	1.3	342			
<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	0.8	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	593	5.6	1.9	298			
2.E.19 First time buyers in small, modern homes	648	6.1	3.3	187			
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	1.1	0			
3.F.23 Owner occupiers in small towns and villages	179	1.7	3.2	53			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	413	3.9	2.6	148			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	335	3.2	2.4	131			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	199	1.9	3.4	55			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	123	1.2	2.3	50			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	170	1.6	2.4	67			
3.I.31 Elderly singles in purpose-built accommodation	272	2.6	0.5	524			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	224	2.1	2.1	101			
3.J.33 Smaller houses and starter homes	406	3.8	2.3	170			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	194	1.8	1.4	130			
4.L.38 Semi-skilled workers in traditional neighbourhoods	107	1.0	2.6	38			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
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	114	1.1	1.6	68			
4.M.42 Struggling young families in post-war terraces	306	2.9	1.7	173			
4.M.43 Families in right-to-buy estates	271	2.6	2.1	123			
4.M.44 Post-war estates, limited means	286	2.7	2.2	123			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	228	2.2	0.8	275			
4.N.46 Elderly people in social rented flats	272	2.6	1.1	237			
4.N.47 Low income older people in smaller semis	141	1.3	2.3	59			
4.N.48 Pensioners and singles in social rented flats	253	2.4	1.8	135			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	66	0.6	2.1	29			
5.O.50 Struggling younger people in mixed tenure	33	0.3	1.7	18			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	191	1.8	1.6	111			
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	303	2.9	1.6	174			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	573	5.4	1.5	357			
5.Q.58 Singles and young families, some receiving benefits	179	1.7	1.8	94			
5.Q.59 Deprived areas and high-rise flats	96	0.9	2.0	45			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	8	0.1	0.1	130			
6.R.61 Inactive communal population	75	0.7	0.3	258			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>10,577</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

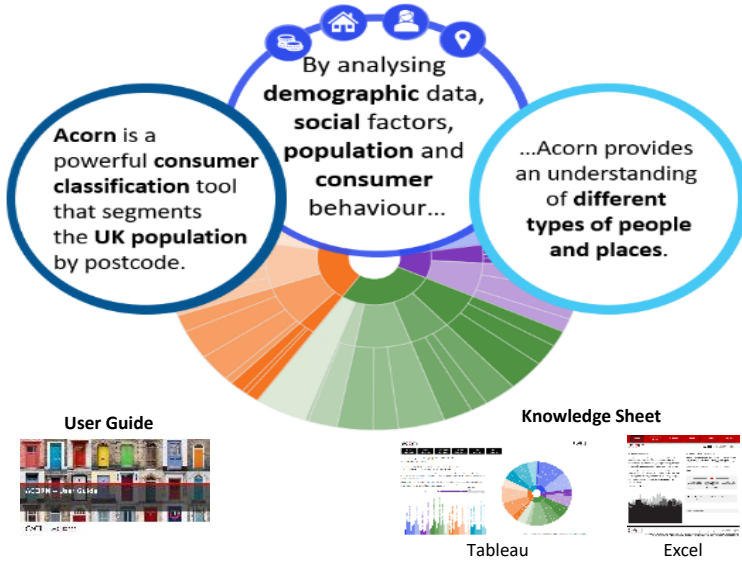
**Acorn Groups**

- 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
3. Comfortable Communities	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
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

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.0M UK Adults    22.8% of UK

House type: **Detached**

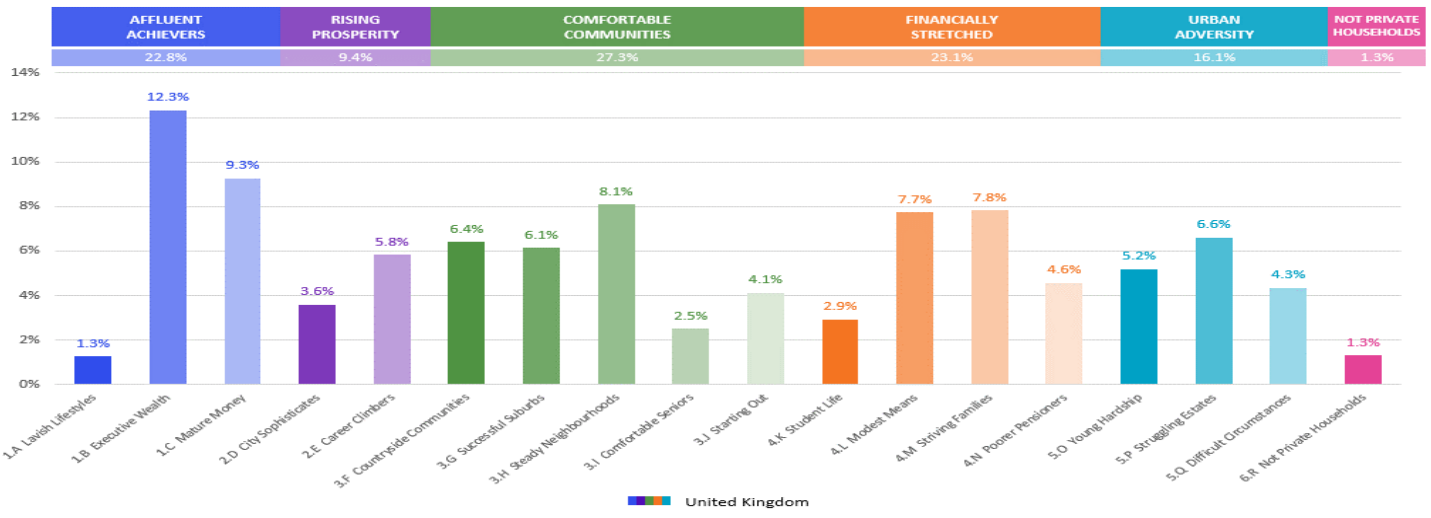
House tenure: **Owned outright**

Number of beds: **4+**

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Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles
- B. Executive Wealth
- C. Mature Money





# POPULATION PROJECTIONS

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Base: Great Britain

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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,966	16.4	17.7	92			
15 - 24	2,255	9.3	11.6	80			
25 - 44	5,842	24.1	26.1	92			
45 - 54	3,177	13.1	13.0	101			
55 - 64	3,104	12.8	12.7	101			
65 - 74	2,660	11.0	10.1	109			
75 - 84	2,327	9.6	6.3	152			
85+	922	3.8	2.5	150			
<b>Total population</b>	<b>24,253</b>						

