

CGA LICENCED PREMISES

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Area: P01858_Ye Olde Seven Stars, Kidderminster,
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	32	104.2	81.7	128			
Proprietary Club	5	16.3	7.3	224			
Registered Club	6	19.5	28.2	69			
Restaurant	9	29.3	32.1	91			
Residential	0	0.0	2.7	0			

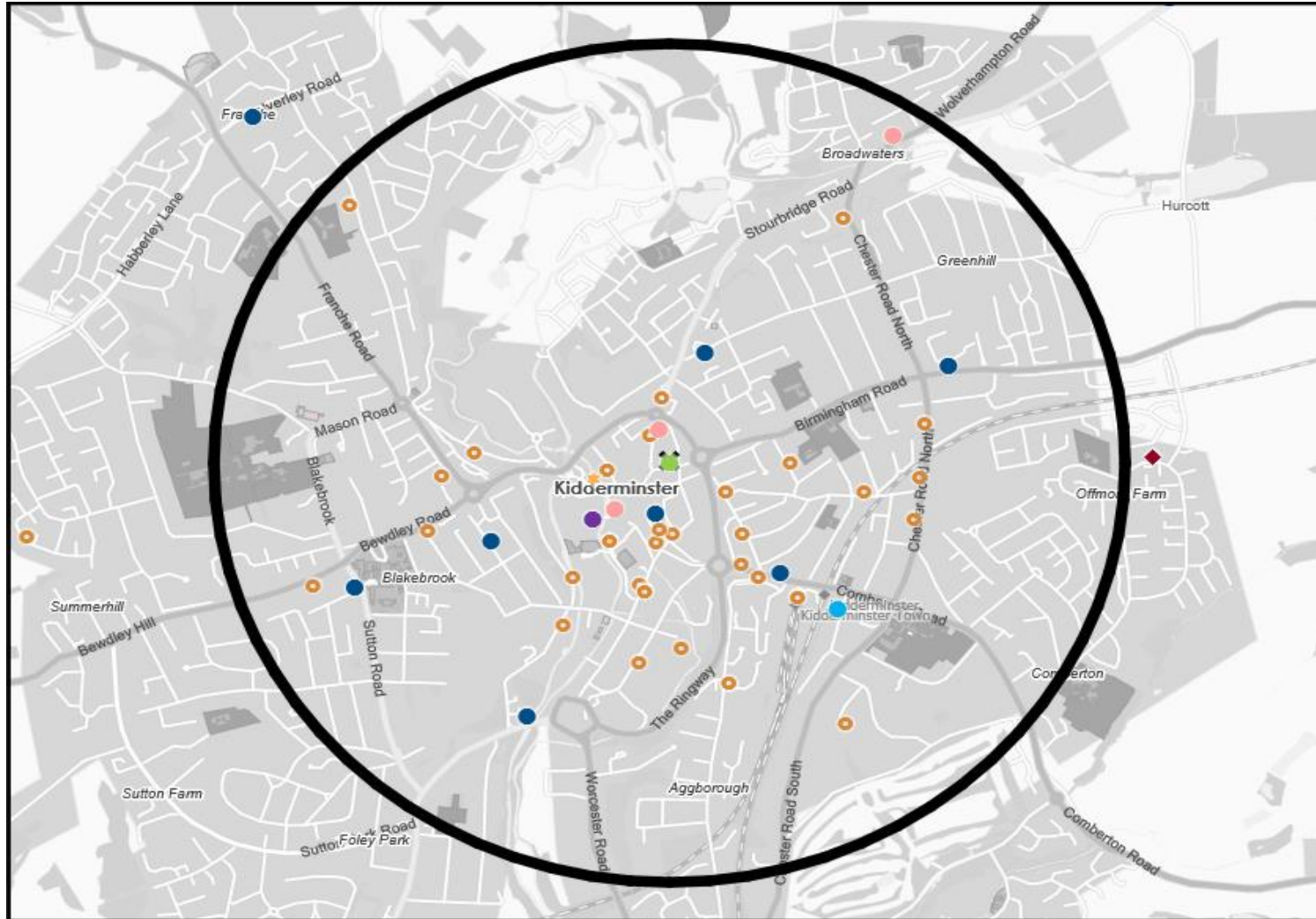
Name	Description	License Type	Owner Name	Postcode
Blue Bell	Marston's	Pubs & Full On	Marston's	DY10 2QQ
Swan	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY10 1DA
Boars Head	Marston's	Pubs & Full On	Marston's	DY10 1EA
Kidderminster Harriers Football Club	Independent Free	Proprietary Club	Independent Free	DY10 1NB
Harriers Arms	Independent Free	Pubs & Full On	Independent Free	DY10 1NB
Golden Lion	Independent Free	Pubs & Full On	Independent Free	DY10 1PX
King & Castle	Independent Free	Pubs & Full On	Independent Free	DY10 1QX
Chung Ying Restaurant	Independent Free	Restaurant	Independent Free	DY10 1QG
Railway Bell	Marston's	Pubs & Full On	Marston's	DY10 1QN
St Ambroses Catholic Social Club	Independent Free	Registered Club	Independent Free	DY10 1RP
Railway Train	Independent Free	Pubs & Full On	Independent Free	DY10 1SL
Chester Road Sporting Club	Independent Free	Registered Club	Independent Free	DY10 1TH
Chester Road Bowling Club	Independent Free	Registered Club	Independent Free	DY10 1TE
Station Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY10 1UG
Chester Tavern	Independent Free	Pubs & Full On	Independent Free	DY10 1TN
Ye Olde Seven Stars	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY10 2BG
Divine Indian Cuisine	Independent Free	Restaurant	Independent Free	DY10 2DU
Red Man	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY10 2DZ
Peacock	Independent Free	Pubs & Full On	Independent Free	DY10 2EE
Rose Theatre	Independent Free	Pubs & Full On	Independent Free	DY10 2RX
Hare & Hounds	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY10 2UL
Land Oak	Marston's	Pubs & Full On	Marston's	DY10 2SA
Kidderminster Golf Club	Independent Free	Registered Club	Independent Free	DY10 3HS
Gainsborough House Hotel	Independent Free	Pubs & Full On	Independent Free	DY11 6BS
Weary Traveller	Marston's	Pubs & Full On	Marston's	DY11 6QJ
China Lodge	Independent Free	Restaurant	Independent Free	DY11 6RS
Castle Inn	Independent Free	Pubs & Full On	Independent Free	DY11 6TE
Weavers	Independent Free	Pubs & Full On	Independent Free	DY11 6TG
Sportsman	Marston's	Pubs & Full On	Marston's	DY11 6UE
St Johns Club Institute	Independent Free	Registered Club	Independent Free	DY11 6YD
Severn Valley Railway	Independent Free	Pubs & Full On	Independent Free	DY10 1QX
Pockets Snooker Club	Independent Free	Proprietary Club	Independent Free	DY10 2AD
New Sher E Punjab Restaurant	Independent Free	Restaurant	Independent Free	DY10 1PY
Watermill	Marston's	Pubs & Full On	Marston's	DY11 6TL
45 Live	Independent Free	Pubs & Full On	Independent Free	DY10 1BB
Shipleys Luxury Bingo	Shipleys Mirage Leisure Ltd	Proprietary Club	Shipleys Mirage Leisure Ltd	DY10 1AF
Nubu	Independent Free	Proprietary Club	Independent Free	DY10 1HH
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	DY11 6UT
Cafe Masala	Independent Free	Restaurant	Independent Free	DY11 6XB
Kidderminster Carolians Rugby Club	Independent Free	Registered Club	Independent Free	DY11 5HP
Nubar	Independent Free	Pubs & Full On	Independent Free	DY10 1AE
Wok & Roll	Independent Free	Restaurant	Independent Free	DY10 1PA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DY10 1AA
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	DY11 6TL
Weavers Real Ale House	Independent Free	Pubs & Full On	Independent Free	DY10 1QH
Love Food	Independent Free	Restaurant	Independent Free	DY10 1AF
Secret Garden & Bar	Independent Free	Pubs & Full On	Independent Free	DY10 1AF
Le Bistrot Pierre	Le Bistrot Pierre	Restaurant	Le Bistrot Pierre	DY10 1BY
Avatar Bowling	Independent Free	Proprietary Club	Independent Free	DY10 1JF
Tappeto Lounge	Loungers	Pubs & Full On	Loungers	DY10 1BY
Wall To Wall	Independent Free	Pubs & Full On	Independent Free	DY10 1BY
Bear And Wolf	Independent Free	Pubs & Full On	Independent Free	DY10 1ED

MAP OF AREA

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Source: OS Open Data 2018

Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (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: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,397	10.0	22.1	45		
 2 Rising Prosperity	203	1.4	10.2	14		
 3 Comfortable Communities	4,792	34.2	26.5	129		
 4 Financially Stretched	3,532	25.2	23.7	106		
 5 Urban Adversity	4,058	29.0	17.2	168		
 6 Not Private Households	27	0.2	0.3	56		
 Graph						
Total households	14,009					

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

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 Groups within Category 4: Financially Stretched

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (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	24	0.2	1.1	16			
1.B Executive Wealth	307	2.2	11.3	19			
1.C Mature Money	1,066	7.6	9.6	79			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	203	1.4	6.4	23			
3. Comfortable Communities							
3.F Countryside Communities	308	2.2	5.7	38			
3.G Successful Suburbs	1,351	9.6	6.0	162			
3.H Steady Neighbourhoods	1,624	11.6	7.4	156			
3.I Comfortable Seniors	485	3.5	2.9	121			
3.J Starting Out	1,024	7.3	4.6	161			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	2,007	14.3	8.0	179			
4.M Striving Families	610	4.4	7.4	58			
4.N Poorer Pensioners	915	6.5	5.8	113			
5. Urban Adversity							
5.O Young Hardship	2,804	20.0	6.3	320			
5.P Struggling Estates	550	3.9	5.7	69			
5.Q Difficult Circumstances	704	5.0	5.2	96			
6. Not Private Households							
6.R Not Private Households	27	0.2	0.3	56			
Total households	14,009						

Acorn Group Pen Portrait

6 Not Private Households

790k
UK Adults

1.5%
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children's homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

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

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Area: P01858_Ye Olde Seven Stars, Kidderminster, DY10 2BG (1 Mile contour)
 Base: Great Britain
 Year: 2023

Sort by: Corn Structure
 Index
 Profile %

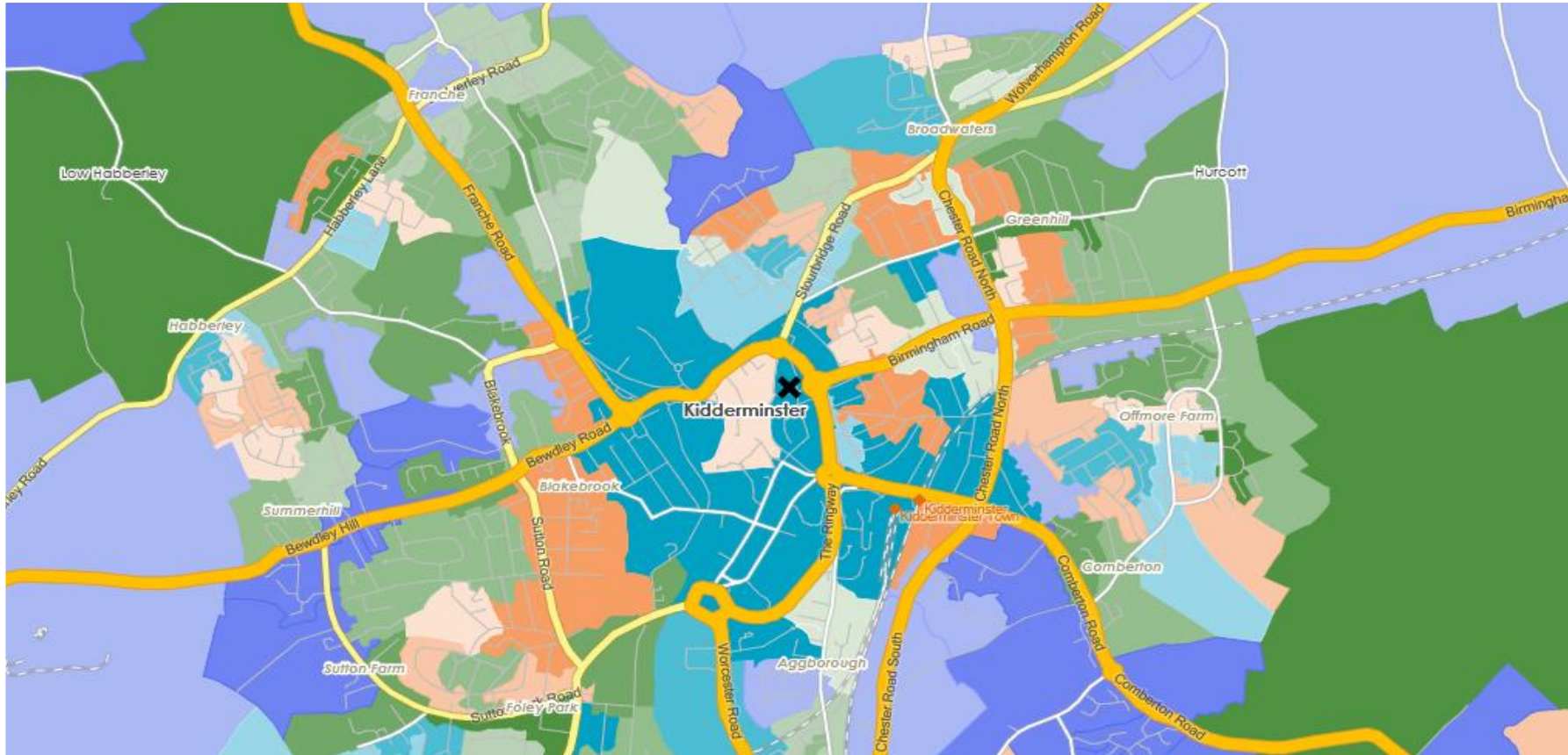
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	24	0.2	0.9	20			
1.B Executive Wealth							
1.B.4 Asset rich families	174	1.2	2.6	47			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	66	0.5	2.2	21			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	1	0.0	1.5	0			
1.B.9 Well-off edge of towners	66	0.5	1.6	29			
1.C Mature Money							
1.C.10 Better-off villagers	32	0.2	3.1	7			
1.C.11 Settled suburbia, older people	434	3.1	2.8	110			
1.C.12 Retired and empty nesters	351	2.5	2.5	102			
1.C.13 Upmarket downsizers	249	1.8	1.3	137			
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	56	0.4	2.0	20			
2.E.19 First time buyers in small, modern homes	147	1.0	3.4	31			
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	308	2.2	3.2	68			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	1,222	8.7	2.7	323			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	129	0.9	2.4	38			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,010	7.2	3.5	208			
3.H.28 Owner occupied terraces, average income	15	0.1	1.6	7			
3.H.29 Established suburbs, older families	599	4.3	2.3	183			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	485	3.5	2.4	146			
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	228	1.6	2.2	76			
3.J.33 Smaller houses and starter homes	796	5.7	2.4	237			
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	190	1.4	1.4	94			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1,041	7.4	2.6	283			
4.L.39 Fading owner occupied terraces	776	5.5	2.9	190			
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	10	0.1	1.6	4			
4.M.42 Struggling young families in post-war terraces	230	1.6	1.6	100			
4.M.43 Families in right-to-buy estates	237	1.7	2.0	83			
4.M.44 Post-war estates, limited means	133	0.9	2.2	44			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	176	1.3	0.8	160			
4.N.46 Elderly people in social rented flats	144	1.0	1.0	100			
4.N.47 Low income older people in smaller semis	145	1.0	2.2	46			
4.N.48 Pensioners and singles in social rented flats	450	3.2	1.7	188			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	881	6.3	2.2	288			
5.O.50 Struggling younger people in mixed tenure	911	6.5	1.8	361			
5.O.51 Young people in small, low cost terraces	1,012	7.2	2.3	319			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	233	1.7	1.6	106			
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	317	2.3	1.6	141			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	79	0.6	1.5	37			
5.Q.58 Singles and young families, some receiving benefits	236	1.7	1.8	96			
5.Q.59 Deprived areas and high-rise flats	389	2.8	2.0	141			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	4	0.0	0.1	48			
6.R.61 Inactive communal population	23	0.2	0.3	58			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,009						

DOMINANT ACORN GROUP - HOUSEHOLDS

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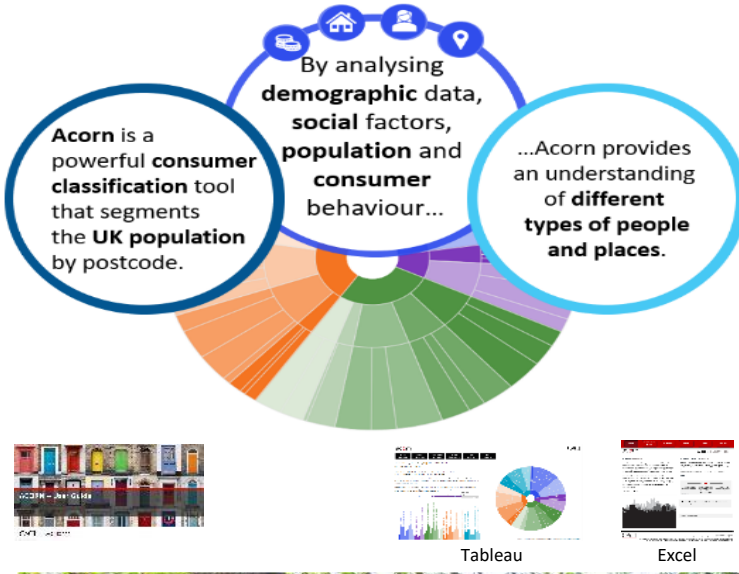
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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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