

CGA LICENCED PREMISES

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Area: P03409_George & Dragon, Lichfield, WS13 7
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	37	151.6	81.7	186			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	28.7	28.2	102			
Restaurant	19	77.8	32.1	242			
Residential	1	4.1	2.7	153			

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
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
Patty Freaks	Independent Free	Restaurant	Independent Free	WS13 6LY
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
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
Lichfield Social Club	Independent Free	Registered Club	Independent Free	WS13 6TS
Acorn Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WS13 6JJ
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
Sorriso	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
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

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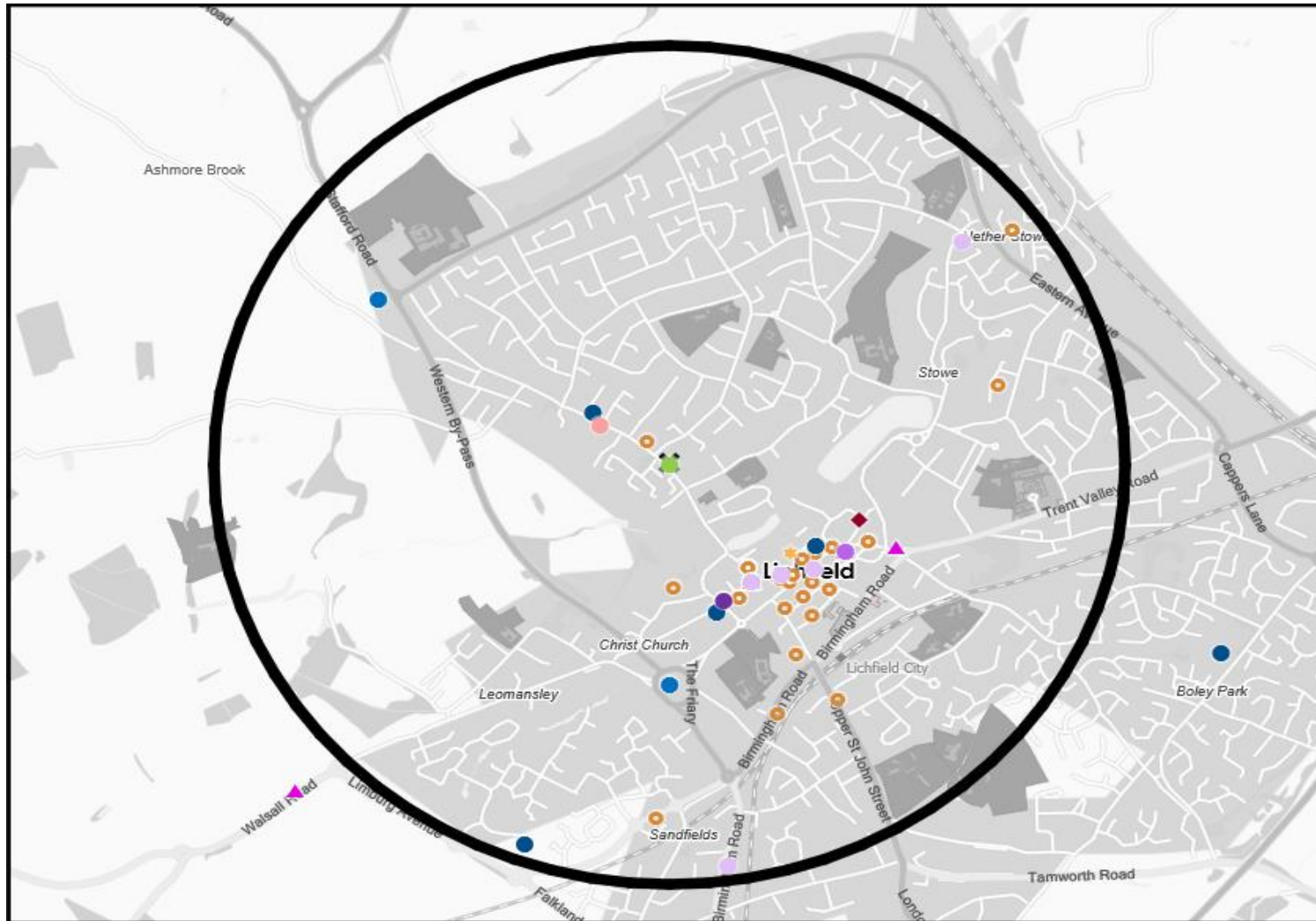
Name	Description	License Type	Owner Name	Postcode
St. Johns House	Independent Free	Pubs & Full On	Independent Free	WS13 6PB
Guild Of St Marys Centre	Independent Free	Pubs & Full On	Independent Free	WS13 6LG
Whippet Inn	Independent Free	Pubs & Full On	Independent Free	WS13 6JP
Premier Inn	Whitbread Hotels	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
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
Upstairs By Tom Shepherd	Independent Free	Restaurant	Independent Free	WS13 6NA

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: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	3,299	30.9	22.1	140		
2 Rising Prosperity	1,321	12.4	10.2	121		
3 Comfortable Communities	2,345	21.9	26.5	83		
4 Financially Stretched	2,275	21.3	23.7	90		
5 Urban Adversity	1,366	12.8	17.2	74		
6 Not Private Households	82	0.8	0.3	223		
Graph						
Total households	10,688					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03409_George & Dragon, Lichfield, WS13 7AJ (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	58	0.5	1.1	49		
1.B Executive Wealth	1,302	12.2	11.3	108		
1.C Mature Money	1,939	18.1	9.6	188		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	1,321	12.4	6.4	194		
3. Comfortable Communities						
3.F Countryside Communities	128	1.2	5.7	21		
3.G Successful Suburbs	796	7.4	6.0	125		
3.H Steady Neighbourhoods	369	3.5	7.4	47		
3.I Comfortable Seniors	431	4.0	2.9	141		
3.J Starting Out	621	5.8	4.6	128		
4. Financially Stretched						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	310	2.9	8.0	36		
4.M Striving Families	1,012	9.5	7.4	127		
4.N Poorer Pensioners	953	8.9	5.8	155		
5. Urban Adversity						
5.O Young Hardship	82	0.8	6.3	12		
5.P Struggling Estates	456	4.3	5.7	75		
5.Q Difficult Circumstances	828	7.7	5.2	148		
6. Not Private Households						
6.R Not Private Households	82	0.8	0.3	223		
Total households	10,688					

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 0	SHOPPING COS REISS MOLTON BROWN	LEISURE ahimsa itsu wahaca Pho
House tenure Privately renting	Family structure Single	WEBSITES airbnb Spotify ASOS BuzzFeed	
Number of beds 1	House type Flat or maisonette	DIGITAL AND TECH	
FINANCIAL PROFILE		ATTITUDES	
Household income UK: £54k London: £54k	% Disposable income UK: 23% London: 20%	I worry about online security 60% UK average: 59%	Shopping online makes my life easier 68% UK average: 62%
Financial situation Running into debt Saving a lot		I love the ease of using chat bots to get answers 31% UK average: 28%	
		TOP BEHAVIOURS	
		Post online ratings / reviews online	Book travel and holidays online
		Social media: Pinterest, Insta and Twitter	



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)
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 Year: 2023

Sort by: Acorn Structure
 Index
 Profile %

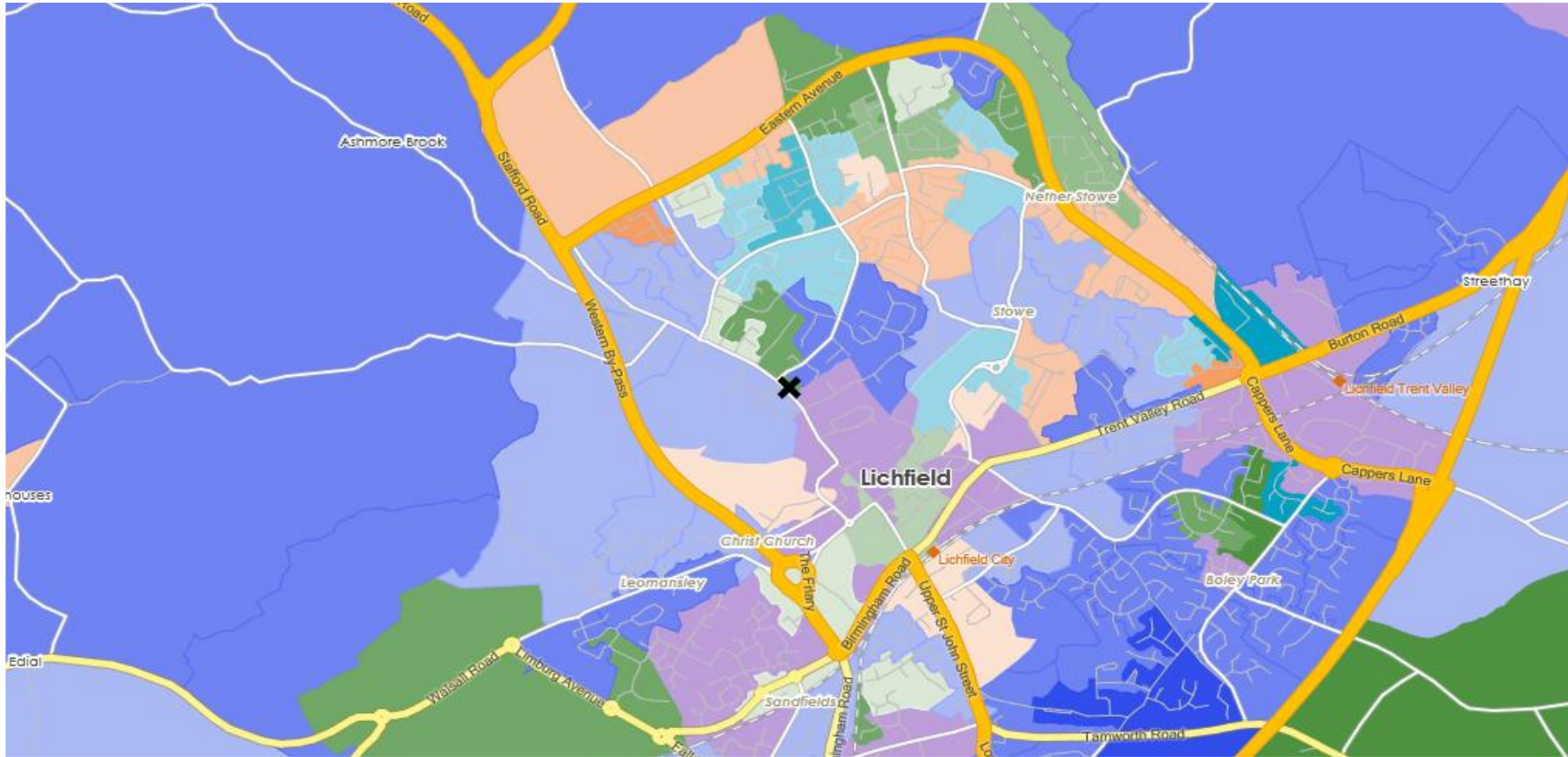
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	58	0.5	0.9	63			
1.B Executive Wealth							
1.B.4 Asset rich families	510	4.8	2.6	181			
1.B.5 Wealthy countryside commuters	35	0.3	2.5	13			
1.B.6 Financially comfortable families	125	1.2	2.2	53			
1.B.7 Affluent professionals	60	0.6	0.9	66			
1.B.8 Prosperous suburban families	149	1.4	1.5	91			
1.B.9 Well-off edge of towners	423	4.0	1.6	246			
1.C Mature Money							
1.C.10 Better-off villagers	124	1.2	3.1	38			
1.C.11 Settled suburbia, older people	1,158	10.8	2.8	385			
1.C.12 Retired and empty nesters	234	2.2	2.5	89			
1.C.13 Upmarket downsizers	423	4.0	1.3	306			
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	617	5.8	2.0	292			
2.E.19 First time buyers in small, modern homes	704	6.6	3.4	194			
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	128	1.2	3.2	37			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	448	4.2	2.7	155			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	348	3.3	2.4	134			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	221	2.1	3.5	60			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	148	1.4	2.3	59			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	141	1.3	2.4	56			
3.I.31 Elderly singles in purpose-built accommodation	290	2.7	0.5	559			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	237	2.2	2.2	103			
3.J.33 Smaller houses and starter homes	384	3.6	2.4	150			
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	124	1.2	1.4	80			
4.L.38 Semi-skilled workers in traditional neighbourhoods	134	1.3	2.6	48			
4.L.39 Fading owner occupied terraces	52	0.5	2.9	17			
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	119	1.1	1.6	70			
4.M.42 Struggling young families in post-war terraces	364	3.4	1.6	208			
4.M.43 Families in right-to-buy estates	270	2.5	2.0	124			
4.M.44 Post-war estates, limited means	259	2.4	2.2	111			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	218	2.0	0.8	259			
4.N.46 Elderly people in social rented flats	245	2.3	1.0	222			
4.N.47 Low income older people in smaller semis	141	1.3	2.2	59			
4.N.48 Pensioners and singles in social rented flats	349	3.3	1.7	191			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	50	0.5	2.2	21			
5.O.50 Struggling younger people in mixed tenure	32	0.3	1.8	17			
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	99	0.9	1.6	59			
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	357	3.3	1.6	209			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	564	5.3	1.5	350			
5.Q.58 Singles and young families, some receiving benefits	166	1.6	1.8	88			
5.Q.59 Deprived areas and high-rise flats	98	0.9	2.0	47			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	7	0.1	0.1	110			
6.R.61 Inactive communal population	75	0.7	0.3	246			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,688						

DOMINANT ACORN GROUP - HOUSEHOLDS

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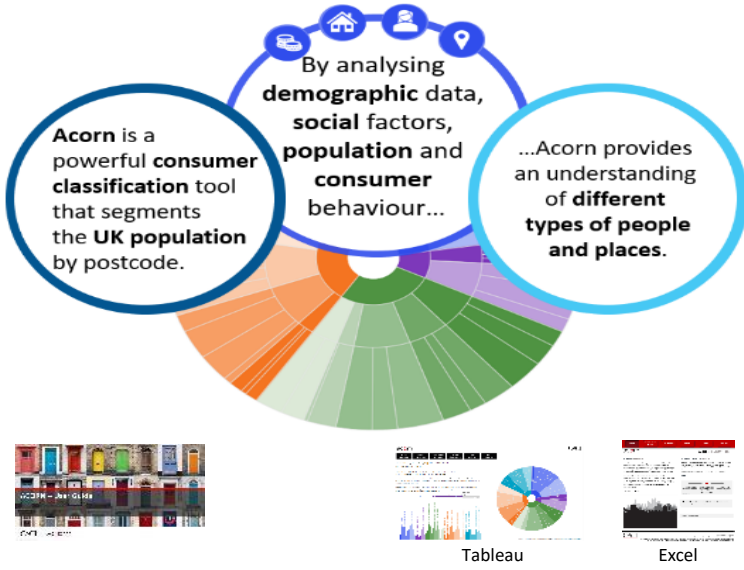
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

12.1M UK Adults

22.8% of UK

House type: **Detached**

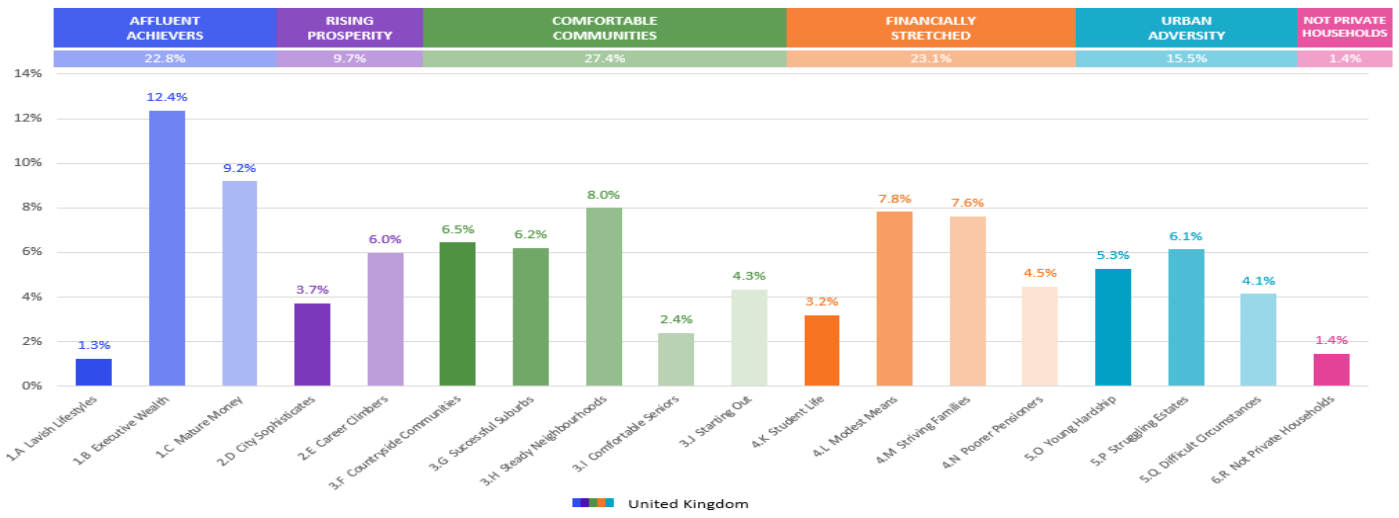
House tenure: **Owned outright**

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%



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