

CGA LICENCED PREMISES

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Area: P04255_Kings Oak, Birmingham, B38 8XH (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	27.5	81.7	34			
Proprietary Club	1	2.7	7.3	38			
Registered Club	4	11.0	28.2	39			
Restaurant	1	2.7	32.1	9			
Residential	1	2.7	2.7	103			

Name	Description	License Type	Owner Name	Postcode
Navigation Inn	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	B 30 3LS
Cotteridge Social Club	Independent Free	Registered Club	Independent Free	B 30 3AS
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	B 30 3JX
Madeira House Hotel	Independent Free	Residential	Independent Free	B 31 2ET
Great Stone Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 31 2LU
West Heath Snooker Club	Independent Free	Proprietary Club	Independent Free	B 31 3PH
Cavalier Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 31 3RT
Shannon Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 38 9TU
Man On The Moon	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	B 38 8LR
Grange Hill Tennis Club	Independent Free	Registered Club	Independent Free	B 38 8RE
Camp Inn	Greene King	Pubs & Full On	Greene King	B 38 8SP
Triplex Sports Association	Independent Free	Registered Club	Independent Free	B 38 8SS
Bull's Head	Marston's	Pubs & Full On	Marston's	B 38 8RU
Kings Oak	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 38 8XH
Mahfil	Independent Free	Restaurant	Independent Free	B 38 8RU
Wast Hill Golf Club	Independent Free	Registered Club	Independent Free	B 38 9EL
Tower Of Song	Independent Free	Pubs & Full On	Independent Free	B 30 3JX

MAP OF AREA

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Source: OS Open Data 2018

Area: P04255_Kings Oak, Birmingham, B38 8XH (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: P04255_Kings Oak, Birmingham, B38 8XH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,832	12.1	22.1	55		
2 Rising Prosperity	212	1.4	10.2	14		
3 Comfortable Communities	3,957	26.2	26.5	99		
4 Financially Stretched	4,453	29.4	23.7	124		
5 Urban Adversity	4,625	30.6	17.2	178		
6 Not Private Households	52	0.3	0.3	100		
Total households				15,131		

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

UK Adults

8.4M

of UK

15.9%

Financial situation

Running into debt Saving a lot

House tenure

Social renting

Children at home

3+

Number of beds

1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04255_Kings Oak, Birmingham, B38 8XH (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	40	0.3	1.1	24		
1.B Executive Wealth	979	6.5	11.3	57		
1.C Mature Money	813	5.4	9.6	56		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	212	1.4	6.4	22		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	642	4.2	6.0	71		
3.H Steady Neighbourhoods	2,016	13.3	7.4	180		
3.I Comfortable Seniors	294	1.9	2.9	68		
3.J Starting Out	1,005	6.6	4.6	146		
4. Financially Stretched						
4.K Student Life	9	0.1	2.5	2		
4.L Modest Means	2,059	13.6	8.0	170		
4.M Striving Families	1,577	10.4	7.4	140		
4.N Poorer Pensioners	808	5.3	5.8	93		
5. Urban Adversity						
5.O Young Hardship	2,409	15.9	6.3	255		
5.P Struggling Estates	681	4.5	5.7	79		
5.Q Difficult Circumstances	1,535	10.1	5.2	194		
6. Not Private Households						
6.R Not Private Households	52	0.3	0.3	100		
Total households	15,131					

Acorn Group Pen Portrait

6 Not Private Households
790k 1.5%

UK Adults 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: P04255_Kings Oak, Birmingham, B38 8XH (1 Mile contour)
 Base: Great Britain
 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	40	0.3	0.9	31			
1.B Executive Wealth							
1.B.4 Asset rich families	74	0.5	2.6	19			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	73	0.5	2.2	22			
1.B.7 Affluent professionals	74	0.5	0.9	57			
1.B.8 Prosperous suburban families	613	4.1	1.5	264			
1.B.9 Well-off edge of towners	145	1.0	1.6	60			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	644	4.3	2.8	151			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	169	1.1	1.3	86			
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	13	0.1	2.0	4			
2.E.19 First time buyers in small, modern homes	199	1.3	3.4	39			
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	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	499	3.3	2.7	122			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	143	0.9	2.4	39			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,501	9.9	3.5	286			
3.H.28 Owner occupied terraces, average income	250	1.7	1.6	103			
3.H.29 Established suburbs, older families	265	1.8	2.3	75			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	140	0.9	2.4	39			
3.I.31 Elderly singles in purpose-built accommodation	154	1.0	0.5	210			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	366	2.4	2.2	112			
3.J.33 Smaller houses and starter homes	639	4.2	2.4	176			
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	9	0.1	1.9	3			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	560	3.7	1.4	256			
4.L.38 Semi-skilled workers in traditional neighbourhoods	765	5.1	2.6	192			
4.L.39 Fading owner occupied terraces	734	4.9	2.9	166			
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	43	0.3	1.6	18			
4.M.42 Struggling young families in post-war terraces	391	2.6	1.6	158			
4.M.43 Families in right-to-buy estates	375	2.5	2.0	122			
4.M.44 Post-war estates, limited means	768	5.1	2.2	233			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	126	0.8	0.8	106			
4.N.46 Elderly people in social rented flats	208	1.4	1.0	133			
4.N.47 Low income older people in smaller semis	161	1.1	2.2	48			
4.N.48 Pensioners and singles in social rented flats	313	2.1	1.7	121			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	612	4.0	2.2	185			
5.O.50 Struggling younger people in mixed tenure	885	5.8	1.8	325			
5.O.51 Young people in small, low cost terraces	912	6.0	2.3	266			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	41	0.3	1.6	17			
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	640	4.2	1.6	264			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	657	4.3	1.5	288			
5.Q.58 Singles and young families, some receiving benefits	583	3.9	1.8	219			
5.Q.59 Deprived areas and high-rise flats	295	1.9	2.0	99			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	9	0.1	0.1	100			
6.R.61 Inactive communal population	43	0.3	0.3	100			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,131						

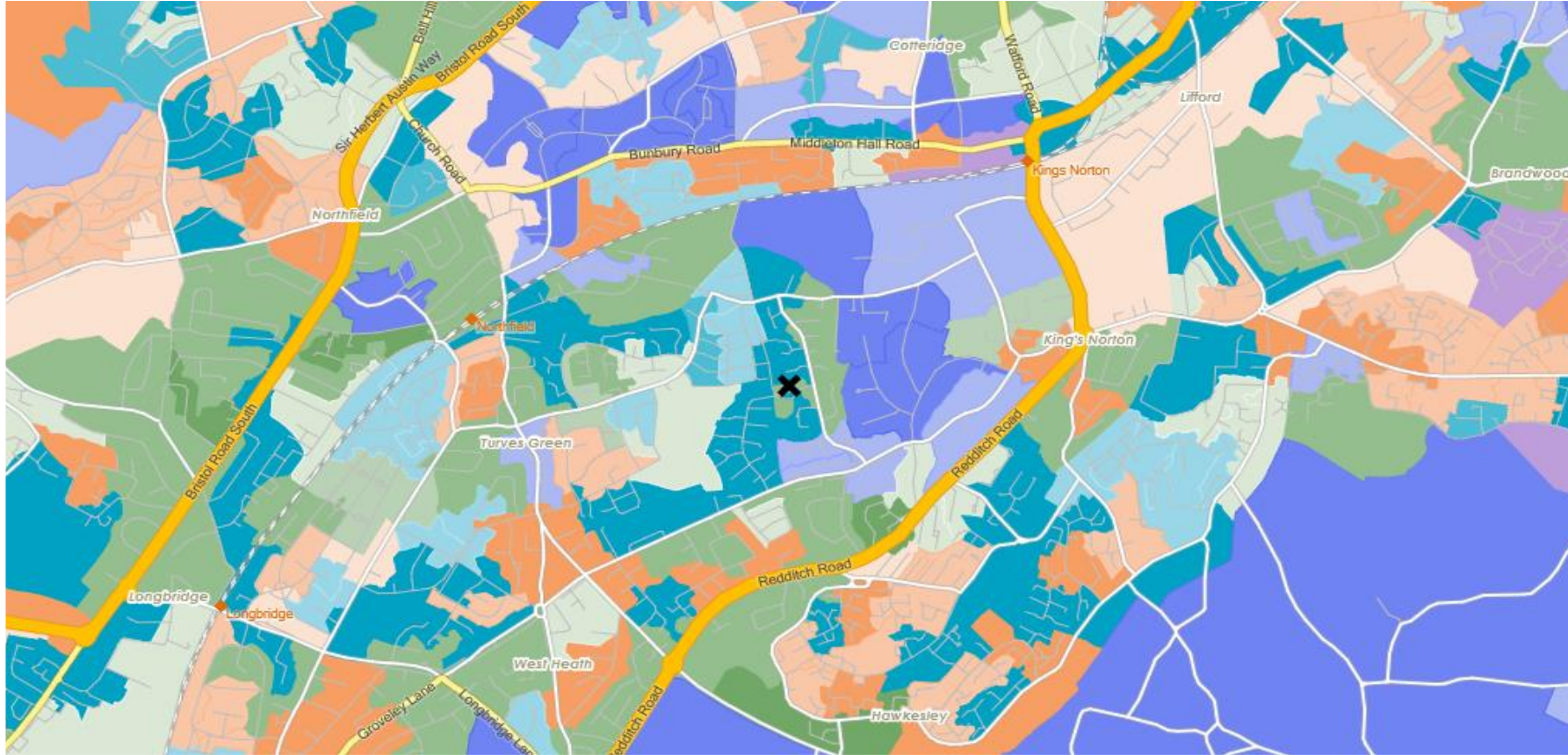
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

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

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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