

# CGA LICENCED PREMISES

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Area: P04566\_Samson & Lion, Brierley Hill, DY8 5L  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	52.7	81.7	65			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	11.7	28.2	42			
Restaurant	4	11.7	32.1	36			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Red Lion	Unknown	Pubs & Full On	Unknown	DY 8 4BA
New Talbot	Independent Free	Pubs & Full On	Independent Free	DY 5 3JL
Il Michelangelo	Independent Free	Restaurant	Independent Free	DY 5 3JA
Dudley Employees Sports & Social Club	Independent Free	Registered Club	Independent Free	DY 5 3QH
Old Star	Independent Free	Pubs & Full On	Independent Free	DY 5 3XD
Samson & Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 8 5SP
High Acres	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY 6 8PF
Crestwood	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 6 8SQ
Rose & Crown	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 8 5SF
Glassworks	Marston's	Pubs & Full On	Marston's	DY 8 4AD
Glasscutters Arms	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 8 5QL
Indiluxe	Independent Free	Restaurant	Independent Free	DY 8 4AJ
Starving Rascal	Black Country Ales	Pubs & Full On	Black Country Ales	DY 8 4BN
Swan	Independent Free	Pubs & Full On	Independent Free	DY 8 4BN
Royal British Legion Club	Independent Free	Registered Club	Independent Free	DY 8 4DQ
Robin Hood	Independent Free	Pubs & Full On	Independent Free	DY 8 4EQ
Amblecote Institute & Social Club	Independent Free	Registered Club	Independent Free	DY 8 4EA
Ashwood Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 8 5HP
New Inn	Batham	Pubs & Full On	Batham	DY 8 5QR
Queens Head	Black Country Ales	Pubs & Full On	Black Country Ales	DY 8 5QS
Old Cat	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 8 5RT
Bird In Hand	Unknown	Pubs & Full On	Unknown	DY 8 5YS
Maverick Drinking House	Independent Free	Pubs & Full On	Independent Free	DY 8 4BA
Ruby Cantonese Restaurant	Independent Free	Restaurant	Independent Free	DY 8 4HE
Dilshad	Independent Free	Restaurant	Independent Free	DY 8 5PG
Mayfair Club	Independent Free	Registered Club	Independent Free	DY 5 3JT

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04566\_Samson & Lion, Brierley Hill, DY8 5SP (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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**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,684	11.7	22.1	53		
 2 Rising Prosperity	450	3.1	10.2	31		
 3 Comfortable Communities	5,906	40.9	26.5	154		
 4 Financially Stretched	3,737	25.9	23.7	109		
 5 Urban Adversity	2,640	18.3	17.2	106		
 6 Not Private Households	14	0.1	0.3	28		
 Graph						
<b>Total households</b>	<b>14,431</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:** P04566\_Samson & Lion, Brierley Hill, DY8 5SP (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	750	5.2	11.3	46			
1.C Mature Money	934	6.5	9.6	67			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	450	3.1	6.4	49			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	26	0.2	5.7	3			
3.G Successful Suburbs	735	5.1	6.0	86			
3.H Steady Neighbourhoods	2,540	17.6	7.4	238			
3.I Comfortable Seniors	996	6.9	2.9	242			
3.J Starting Out	1,609	11.1	4.6	245			
<b>4. Financially Stretched</b>							
4.K Student Life	13	0.1	2.5	4			
4.L Modest Means	1,014	7.0	8.0	88			
4.M Striving Families	1,392	9.6	7.4	129			
4.N Poorer Pensioners	1,318	9.1	5.8	159			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,211	8.4	6.3	134			
5.P Struggling Estates	1,028	7.1	5.7	125			
5.Q Difficult Circumstances	401	2.8	5.2	53			
<b>6. Not Private Households</b>							
6.R Not Private Households	14	0.1	0.3	28			
<b>Total households</b>	<b>14,431</b>						

### Acorn Group Pen Portrait

5 Q Difficult Circumstances

2.3M UK Adults

4.3% of UK

**Young adults, many of whom are single parents, enduring hardship.** Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

**CORE DEMOGRAPHICS**

Age range	Children at home
<b>25-44</b>	<b>1</b>
House tenure	Family structure
Social renting	Single parent
Number of beds	House type
<b>1</b>	Flat or maisonette

**BRANDS**

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

**FINANCIAL PROFILE**

Household income	% Disposable income	Financial situation
UK: £20k, London: £25k	UK: 34%, London: 29%	Running into debt vs Saving a lot

**DIGITAL**

**ATTITUDES**

- I worry about online security: 56% (UK average: 58%)
- Shopping online makes my life easier: 59% (UK average: 62%)
- I love the ease of using chat bots to get answers: 29% (UK average: 28%)

**TOP BEHAVIOURS**

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube





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

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Area: P04566\_Samson & Lion, Brierley Hill, DY8 5SP (1 Mile contour)  
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Sort by:  Corn Structure  
 Index  
 Profile %

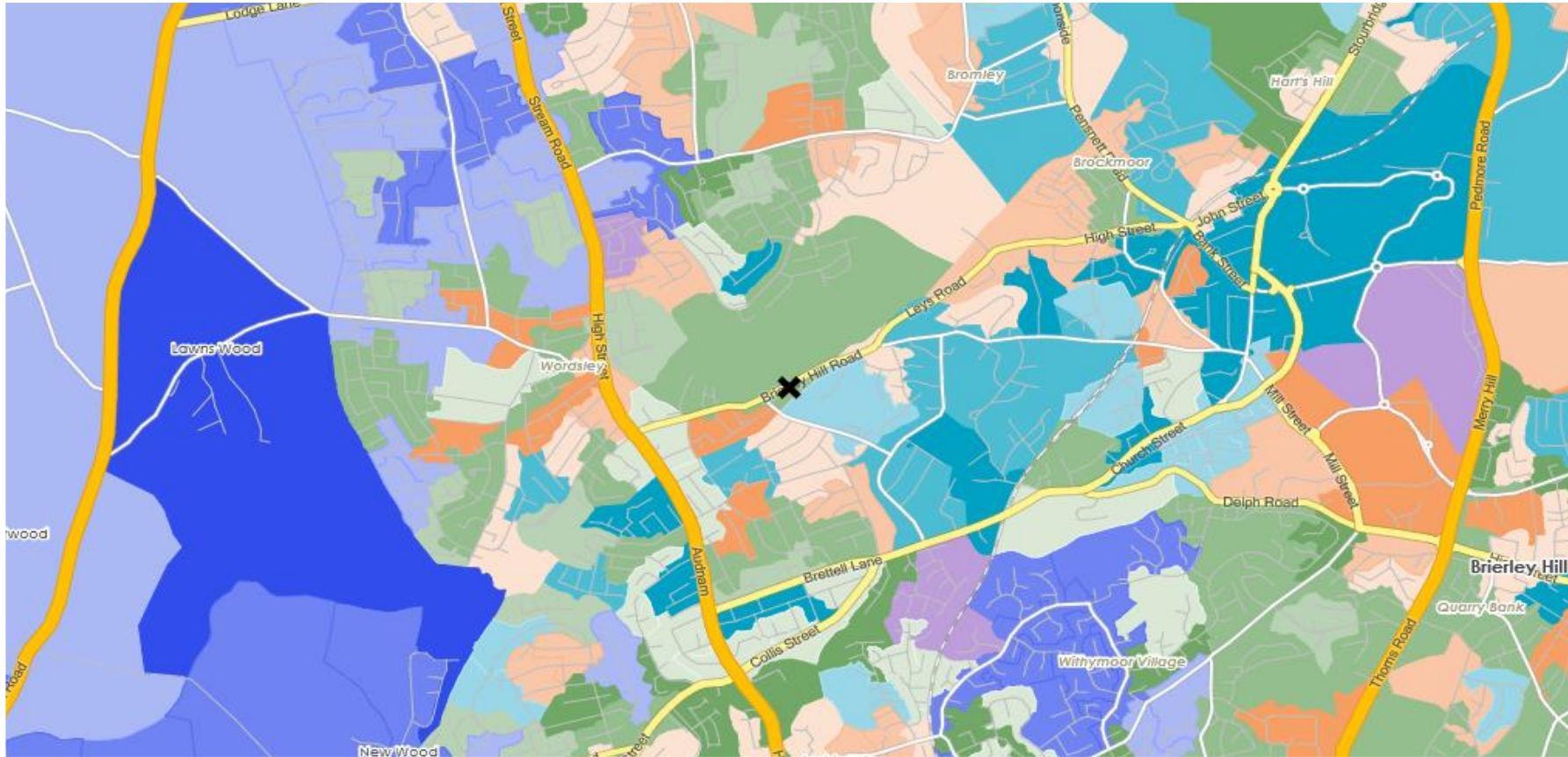
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	134	0.9	2.6	35			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	352	2.4	2.2	110			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	3	0.0	1.5	1			
1.B.9 Well-off edge of towners	261	1.8	1.6	112			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	19	0.1	3.1	4			
1.C.11 Settled suburbia, older people	681	4.7	2.8	168			
1.C.12 Retired and empty nesters	223	1.5	2.5	63			
1.C.13 Upmarket downsizers	11	0.1	1.3	6			
<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	173	1.2	2.0	61			
2.E.19 First time buyers in small, modern homes	277	1.9	3.4	57			
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	26	0.2	3.2	6			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	692	4.8	2.7	178			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	43	0.3	2.4	12			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,823	12.6	3.5	364			
3.H.28 Owner occupied terraces, average income	32	0.2	1.6	14			
3.H.29 Established suburbs, older families	685	4.7	2.3	203			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	995	6.9	2.4	291			
3.I.31 Elderly singles in purpose-built accommodation	1	0.0	0.5	1			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	483	3.3	2.2	156			
3.J.33 Smaller houses and starter homes	1,126	7.8	2.4	325			
<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	13	0.1	1.9	5			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	290	2.0	1.4	139			
4.L.38 Semi-skilled workers in traditional neighbourhoods	438	3.0	2.6	115			
4.L.39 Fading owner occupied terraces	286	2.0	2.9	68			
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	126	0.9	1.6	55			
4.M.42 Struggling young families in post-war terraces	191	1.3	1.6	81			
4.M.43 Families in right-to-buy estates	966	6.7	2.0	328			
4.M.44 Post-war estates, limited means	109	0.8	2.2	35			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	176	1.2	0.8	155			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	1,062	7.4	2.2	329			
4.N.48 Pensioners and singles in social rented flats	80	0.6	1.7	32			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	346	2.4	2.2	110			
5.O.50 Struggling younger people in mixed tenure	788	5.5	1.8	303			
5.O.51 Young people in small, low cost terraces	77	0.5	2.3	24			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	130	0.9	1.6	58			
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	898	6.2	1.6	389			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	84	0.6	1.5	39			
5.Q.58 Singles and young families, some receiving benefits	250	1.7	1.8	98			
5.Q.59 Deprived areas and high-rise flats	67	0.5	2.0	24			
<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	14	0.1	0.3	34			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>14,431</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04566\_Samson & Lion, Brierley Hill, DY8 5SP (1 Mile contour)



- 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

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

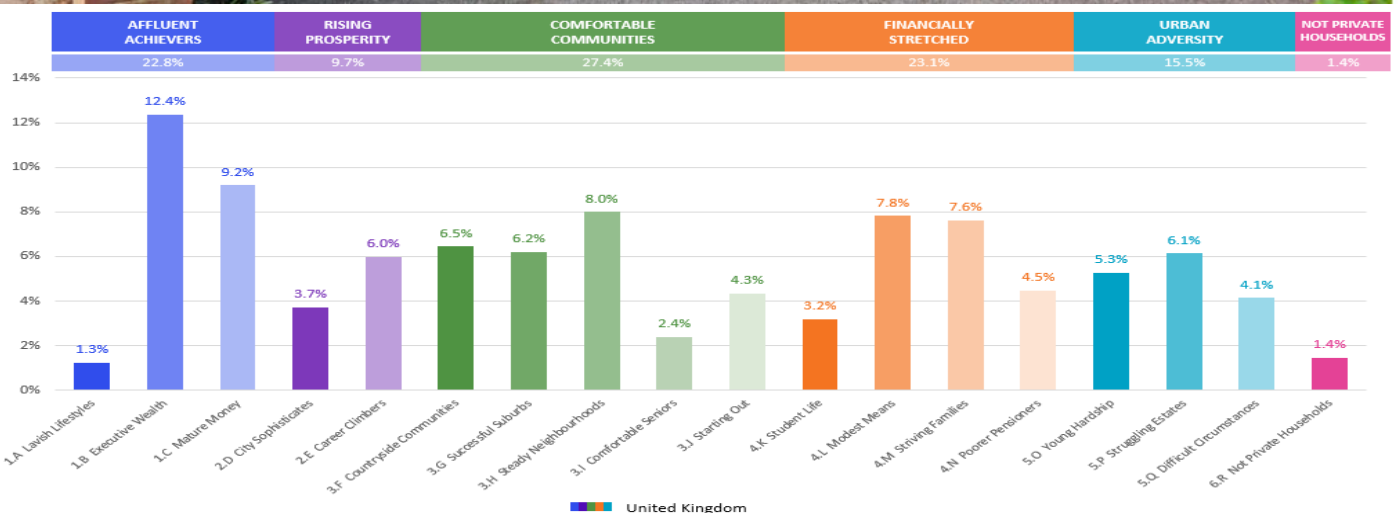
House tenure: Owned outright

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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