

CGA LICENCED PREMISES

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Area: P04566_Samson & Lion, Brierley Hill, DY8 5L
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	55.4	85.9	65			
Proprietary Club	0	0.0	8.2	0			
Registered Club	4	11.7	30.1	39			
Restaurant	5	14.6	35.3	41			
Residential	0	0.0	3.5	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
New Wellington	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 5 3LQ
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
Khatri's Restaurant	Independent Free	Restaurant	Independent Free	DY 8 4BA
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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Area: P04566_Samson & Lion, Brierley Hill, DY8 5SP (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,714	11.9	22.0	54		
2 Rising Prosperity	533	3.7	10.1	36		
3 Comfortable Communities	5,955	41.3	26.2	157		
4 Financially Stretched	3,654	25.3	23.7	107		
5 Urban Adversity	2,556	17.7	17.6	101		
6 Not Private Households	23	0.2	0.3	48		
Graph						
Total households	14,435					

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.3%
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 23%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 30%
- I Comfortable Seniors 8%
- J Starting Out 15%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04566_Samson & Lion, Brierley Hill, DY8 5SP (1 Mile contour)
 Base: Great Britain
 Year: 2021

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	800	5.5	11.2	49			
1.C Mature Money	914	6.3	9.6	66			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	533	3.7	6.2	60			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	781	5.4	5.9	92			
3.H Steady Neighbourhoods	2,622	18.2	7.4	247			
3.I Comfortable Seniors	970	6.7	2.9	231			
3.J Starting Out	1,582	11.0	4.3	252			
4. Financially Stretched							
4.K Student Life	13	0.1	2.4	4			
4.L Modest Means	951	6.6	7.9	83			
4.M Striving Families	1,363	9.4	7.5	125			
4.N Poorer Pensioners	1,327	9.2	5.9	156			
5. Urban Adversity							
5.O Young Hardship	1,189	8.2	6.1	134			
5.P Struggling Estates	1,024	7.1	6.1	116			
5.Q Difficult Circumstances	343	2.4	5.3	44			
6. Not Private Households							
6.R Not Private Households	23	0.2	0.3	48			
Total households	14,435						

Acorn Group Pen Portrait

3 H Steady Neighbourhoods 4.3M UK Adults 8.1% of UK

These working families form the bedrock of many towns across Britain. These home-owning families, often middle-aged, are living comfortably in suburban and urban locations.

DEMOGRAPHICS

FINANCIAL PROFILE

Household Income: UK £45k, London £50k, Average: £40k

% Disposable Income: UK 47%, London 42%, Average: 44%

Financial situation: Running into debt to Saving a lot

BRANDS

SHOPPING: RADLEY LONDON, schuh, FATFACE, Joules

LEISURE: IGUANAS, Pizza Hut, Bella Italia, Zizzi

WEBSITES: Quidco, THE NATIONAL LOTTERY, Groupon, sky

DIGITAL

ATTITUDES

- I worry about online security: 56% (UK average: 55%)
- Shopping online makes my life easier: 54% (UK average: 53%)
- I couldn't live without the internet on my mobile: 33% (UK average: 34%)

KEY INTERNET USAGE

This group are more likely to research days out online

This group are more likely to purchase home insurance online

This group are more likely to watch TV on demand through their TV set



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)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

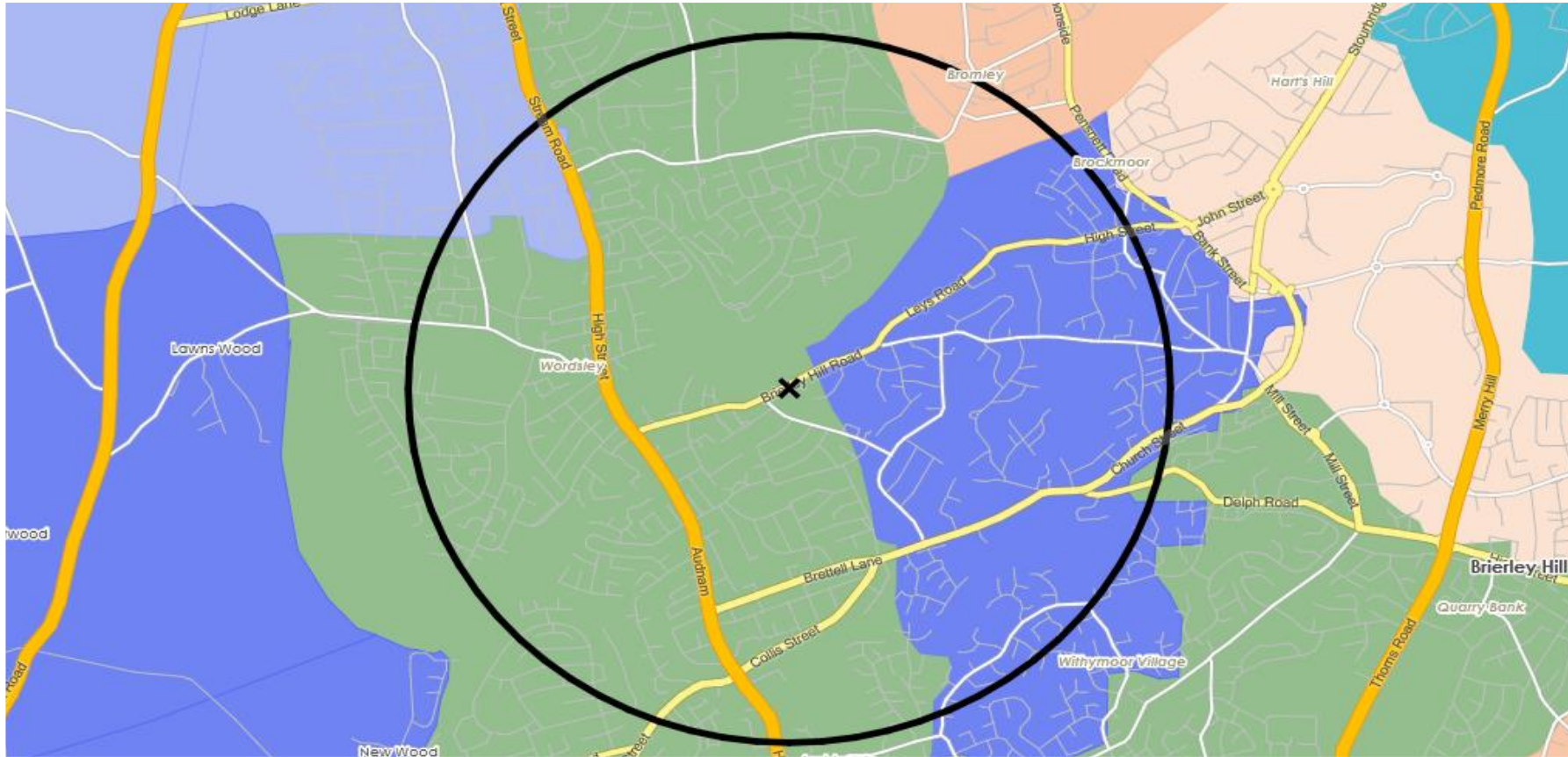
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	136	0.9	2.6	36			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	403	2.8	2.2	127			
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	258	1.8	1.6	111			
1.C Mature Money							
1.C.10 Better-off villagers	19	0.1	3.0	4			
1.C.11 Settled suburbia, older people	721	5.0	2.9	175			
1.C.12 Retired and empty nesters	161	1.1	2.5	45			
1.C.13 Upmarket downsizers	13	0.1	1.3	7			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	283	2.0	1.9	104			
2.E.19 First time buyers in small, modern homes	250	1.7	3.3	53			
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	1.1	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	737	5.1	2.6	193			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	44	0.3	2.4	13			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,878	13.0	3.4	378			
3.H.28 Owner occupied terraces, average income	18	0.1	1.6	8			
3.H.29 Established suburbs, older families	726	5.0	2.3	216			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	969	6.7	2.4	278			
3.I.31 Elderly singles in purpose-built accommodation	1	0.0	0.5	1			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	507	3.5	2.1	168			
3.J.33 Smaller houses and starter homes	1,075	7.4	2.3	331			
4. Financially Stretched							
4.K Student Life							
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	13	0.1	1.7	5			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	280	1.9	1.4	138			
4.L.38 Semi-skilled workers in traditional neighbourhoods	435	3.0	2.6	115			
4.L.39 Fading owner occupied terraces	236	1.6	2.9	57			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	225	1.6	1.7	93			
4.M.43 Families in right-to-buy estates	1,052	7.3	2.1	351			
4.M.44 Post-war estates, limited means	86	0.6	2.2	27			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	180	1.2	0.8	159			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	1,042	7.2	2.3	317			
4.N.48 Pensioners and singles in social rented flats	105	0.7	1.8	41			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	339	2.3	2.1	109			
5.O.50 Struggling younger people in mixed tenure	776	5.4	1.7	308			
5.O.51 Young people in small, low cost terraces	74	0.5	2.3	23			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	127	0.9	1.6	54			
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	897	6.2	1.6	377			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	86	0.6	1.5	39			
5.Q.58 Singles and young families, some receiving benefits	187	1.3	1.8	72			
5.Q.59 Deprived areas and high-rise flats	70	0.5	2.0	24			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	8	0.1	0.1	95			
6.R.61 Inactive communal population	15	0.1	0.3	38			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,435						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04566_Samson & Lion, Brierley Hill, DY8 5SP (1 Mile contour)



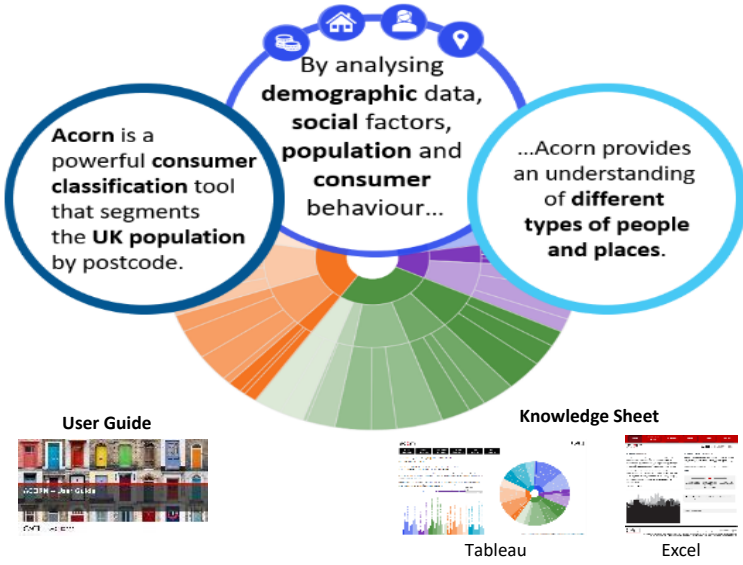
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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

12.0M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

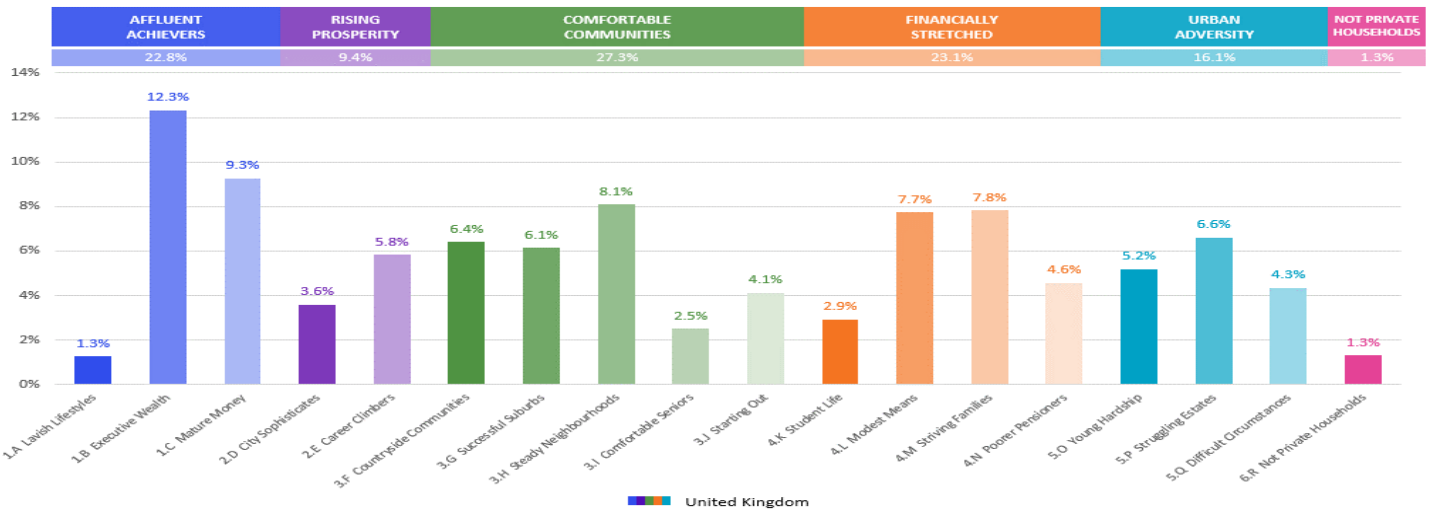
House tenure: Owned outright

Number of beds: 4+

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



POPULATION PROJECTIONS

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Area: P04566_Samson & Lion, Brierley Hill, DY8 5SP (1 Mile contour)

Base: Great Britain

Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,181	18.0	17.7	102			
15 - 24	3,573	10.4	11.6	90			
25 - 44	8,770	25.6	26.1	98			
45 - 54	4,784	14.0	13.0	107			
55 - 64	4,052	11.8	12.7	93			
65 - 74	3,617	10.5	10.1	105			
75 - 84	2,588	7.5	6.3	119			
85+	723	2.1	2.5	83			
Total population	34,288						

