

CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	41.1	81.7	50			
Proprietary Club	2	3.3	7.3	45			
Registered Club	8	13.1	28.2	47			
Restaurant	12	19.7	32.1	61			
Residential	0	0.0	2.7	0			

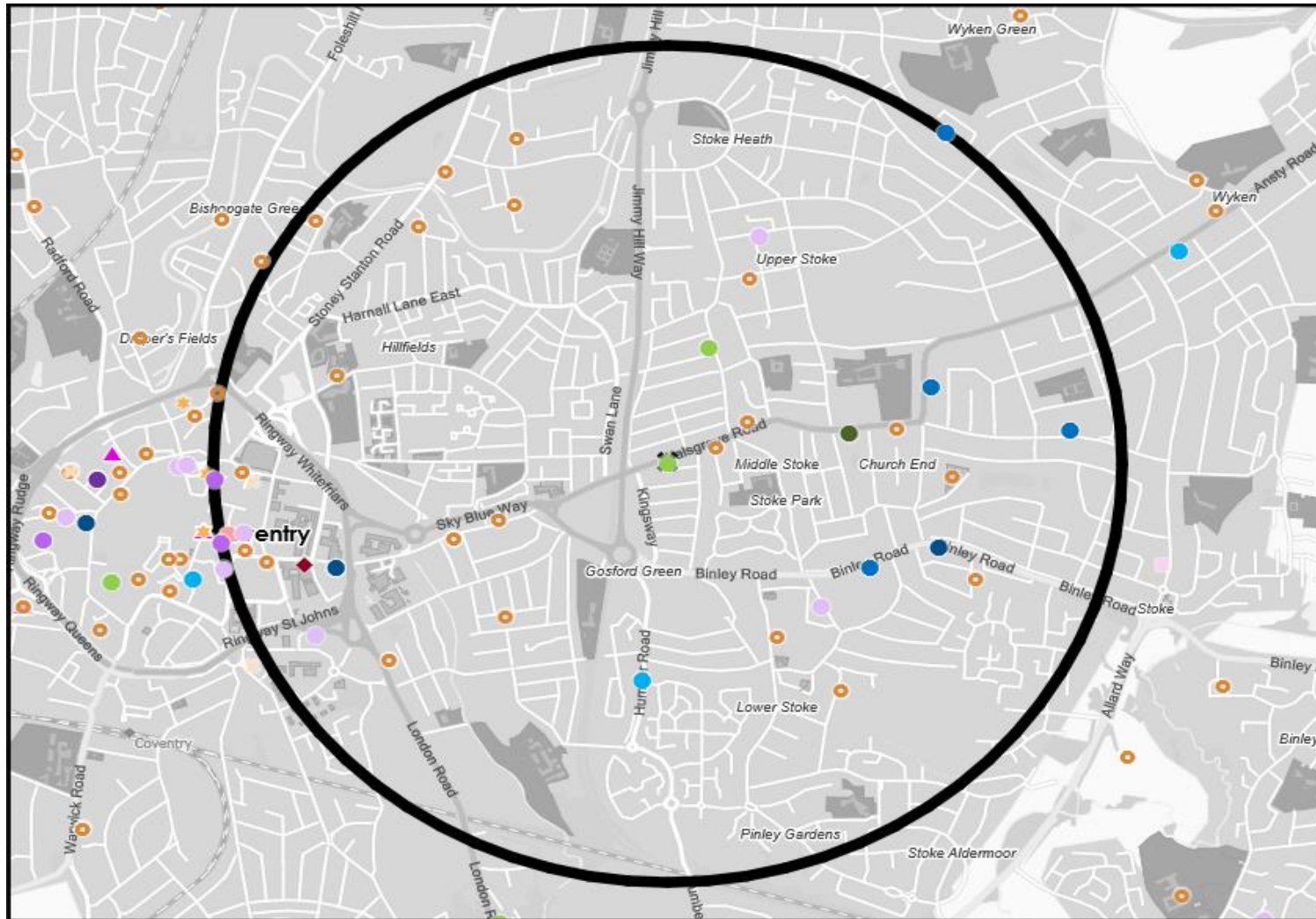
Name	Description	License Type	Owner Name	Postcode
Gosford Arms	Independent Free	Pubs & Full On	Independent Free	CV 1 5DZ
Charterhouse Working Mens Club	Independent Free	Registered Club	Independent Free	CV 1 2BW
Ivy House	Unknown	Pubs & Full On	Unknown	CV 1 5RW
Ukranian Social Club	Independent Free	Registered Club	Independent Free	CV 1 4HL
Oak Inn	Marston's	Pubs & Full On	Marston's	CV 1 5DL
Phoenix	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 1 5DL
Zeenat Restaurant	Independent Free	Restaurant	Independent Free	CV 1 5HT
Kasbah Nightclub	Independent Free	Proprietary Club	Independent Free	CV 1 5LY
Golden Cross	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CV 1 5RF
Britannia Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	CV 1 5RP
Rose & Woodbine	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 2 3FW
Devonshire Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 2 3NX
Walsgrave	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 2 4AF
Bombay Joes	Independent Free	Restaurant	Independent Free	CV 2 4BA
Rose And Crown	Greene King	Pubs & Full On	Greene King	CV 2 4BN
Old Ball Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 2 4EB
Hastings Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CV 2 4LS
Painted Lady	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 2 5HN
Humber Hotel	Punch Pub Company	Pubs & Full On	Punch Pub Company	CV 3 1BA
New Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 3 1FR
Sphinx Club	Independent Free	Registered Club	Independent Free	CV 3 1FZ
Bulls Head	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	CV 3 1HB
Coventry & North Warwickshire Sports	Independent Free	Registered Club	Independent Free	CV 3 1HB
Copeswood Sports & Social Club	Independent Free	Registered Club	Independent Free	CV 3 1HH
Biggin Hall	Marston's	Pubs & Full On	Marston's	CV 3 1HG
Three Five One	Independent Free	Restaurant	Independent Free	CV 6 5DS
Bricklayers Arms	Independent Free	Pubs & Full On	Independent Free	CV 6 5EZ
Glamorous	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 1 2LW
Metropolis	Independent Free	Restaurant	Independent Free	CV 1 5RU
Stoke Conventry Club	Independent Free	Registered Club	Independent Free	CV 3 1FP
Stoke Bowling Club	Independent Free	Registered Club	Independent Free	CV 2 4AB
Barras Green Social Club	Independent Free	Registered Club	Independent Free	CV 2 4LZ
Flying Standard	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	CV 1 1FL
	Independent Free	Proprietary Club	Independent Free	CV 1 5DY
Quids Inn	Independent Free	Pubs & Full On	Independent Free	CV 1 5DL
Dhaka Dynasty Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CV 2 4BL
Playwrights Cafe Bar & Bistro	Independent Free	Pubs & Full On	Independent Free	CV 1 5RF
Council House	Independent Free	Pubs & Full On	Independent Free	CV 1 5RR
Oriental Cantonese Restaurant	Independent Free	Restaurant	Independent Free	CV 1 2JP
Thai Dusit Restaurant	Independent Free	Restaurant	Independent Free	CV 1 2JP
Slug And Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CV 1 5RN
Fernleaf	Independent Free	Restaurant	Independent Free	CV 2 4ED
Jinseon	Independent Free	Restaurant	Independent Free	CV 1 5SQ
7Bone	7Bone	Restaurant	7Bone	CV 1 5RF
Habibi	Independent Free	Restaurant	Independent Free	CV 1 5DY
Royal Spice	Independent Free	Restaurant	Independent Free	CV 6 5EL
Student Inn	Independent Free	Pubs & Full On	Independent Free	CV 1 5DY

MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	172	0.8	22.1	4		
2 Rising Prosperity	183	0.8	10.2	8		
3 Comfortable Communities	5,525	24.9	26.5	94		
4 Financially Stretched	7,117	32.1	23.7	135		
5 Urban Adversity	9,096	41.0	17.2	239		
6 Not Private Households	78	0.4	0.3	102		
Total households						22,171

Acorn Category Pen Portrait

5 Urban Adversity

Age range

25-34

House type

Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation

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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (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	0	0.0	1.1	0			
1.B Executive Wealth	143	0.6	11.3	6			
1.C Mature Money	29	0.1	9.6	1			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	183	0.8	6.4	13			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	371	1.7	6.0	28			
3.H Steady Neighbourhoods	2,598	11.7	7.4	158			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	2,556	11.5	4.6	253			
4. Financially Stretched							
4.K Student Life	3,169	14.3	2.5	570			
4.L Modest Means	3,103	14.0	8.0	175			
4.M Striving Families	627	2.8	7.4	38			
4.N Poorer Pensioners	218	1.0	5.8	17			
5. Urban Adversity							
5.O Young Hardship	5,294	23.9	6.3	382			
5.P Struggling Estates	1,928	8.7	5.7	153			
5.Q Difficult Circumstances	1,874	8.5	5.2	161			
6. Not Private Households							
6.R Not Private Households	78	0.4	0.3	102			
Total households	22,171						

Acorn Group Pen Portrait

5 P Struggling Estates 3.4M UK Adults 6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

SHOPPING: JD, claire's, SPORTS DIRECT.com, Iceland

LEISURE: McDonald's, KFC, GREGGS

WEBSITES: HURGEY HORSE, very, JUST EAT, sky sports

DIGITAL ATTITUDES

I worry about online security: **56%** (UK average: 53%)

Shopping online makes my life easier: **61%** (UK average: 62%)

I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

FINANCIAL PROFILE

Household income: UK **£28k** (Average: £40k), London **£32k** (Average: £48k)

% Disposable income: UK **30%** (Average: 43%), London **28%** (Average: 29%)

Financial situation:

TOP BEHAVIOURS

Watching TV / videos on YouTube

Love to buy new gadgets and appliances

Posts ratings / reviews online



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

ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (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	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	13	0.1	2.2	3			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	130	0.6	1.5	38			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	29	0.1	2.8	5			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	183	0.8	3.4	24			
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	209	0.9	2.7	35			
3.G.25 Larger family homes, multi-ethnic areas	162	0.7	0.8	88			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	139	0.6	3.5	18			
3.H.28 Owner occupied terraces, average income	2,425	10.9	1.6	683			
3.H.29 Established suburbs, older families	34	0.2	2.3	7			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	2,470	11.1	2.2	518			
3.J.33 Smaller houses and starter homes	86	0.4	2.4	16			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	452	2.0	0.3	609			
4.K.35 Term-time terraces	982	4.4	0.2	1,779			
4.K.36 Educated young people in flats and tenements	1,735	7.8	1.9	407			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	82	0.4	2.6	14			
4.L.39 Fading owner occupied terraces	1,247	5.6	2.9	193			
4.L.40 High occupancy terraces, culturally diverse family areas	1,774	8.0	1.0	805			
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	155	0.7	1.6	43			
4.M.43 Families in right-to-buy estates	143	0.6	2.0	32			
4.M.44 Post-war estates, limited means	329	1.5	2.2	68			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	21	0.1	0.8	12			
4.N.46 Elderly people in social rented flats	142	0.6	1.0	62			
4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
4.N.48 Pensioners and singles in social rented flats	55	0.2	1.7	15			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	225	1.0	2.2	46			
5.O.50 Struggling younger people in mixed tenure	1,220	5.5	1.8	306			
5.O.51 Young people in small, low cost terraces	3,849	17.4	2.3	767			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	995	4.5	1.6	287			
5.P.53 Low income terraces	618	2.8	0.8	339			
5.P.54 Multi-ethnic, purpose-built estates	28	0.1	1.0	13			
5.P.55 Deprived and ethnically diverse in flats	64	0.3	0.7	39			
5.P.56 Low income large families in social rented semis	223	1.0	1.6	63			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	467	2.1	1.5	140			
5.Q.58 Singles and young families, some receiving benefits	271	1.2	1.8	69			
5.Q.59 Deprived areas and high-rise flats	1,136	5.1	2.0	260			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	35	0.2	0.1	266			
6.R.61 Inactive communal population	43	0.2	0.3	68			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	22,171						

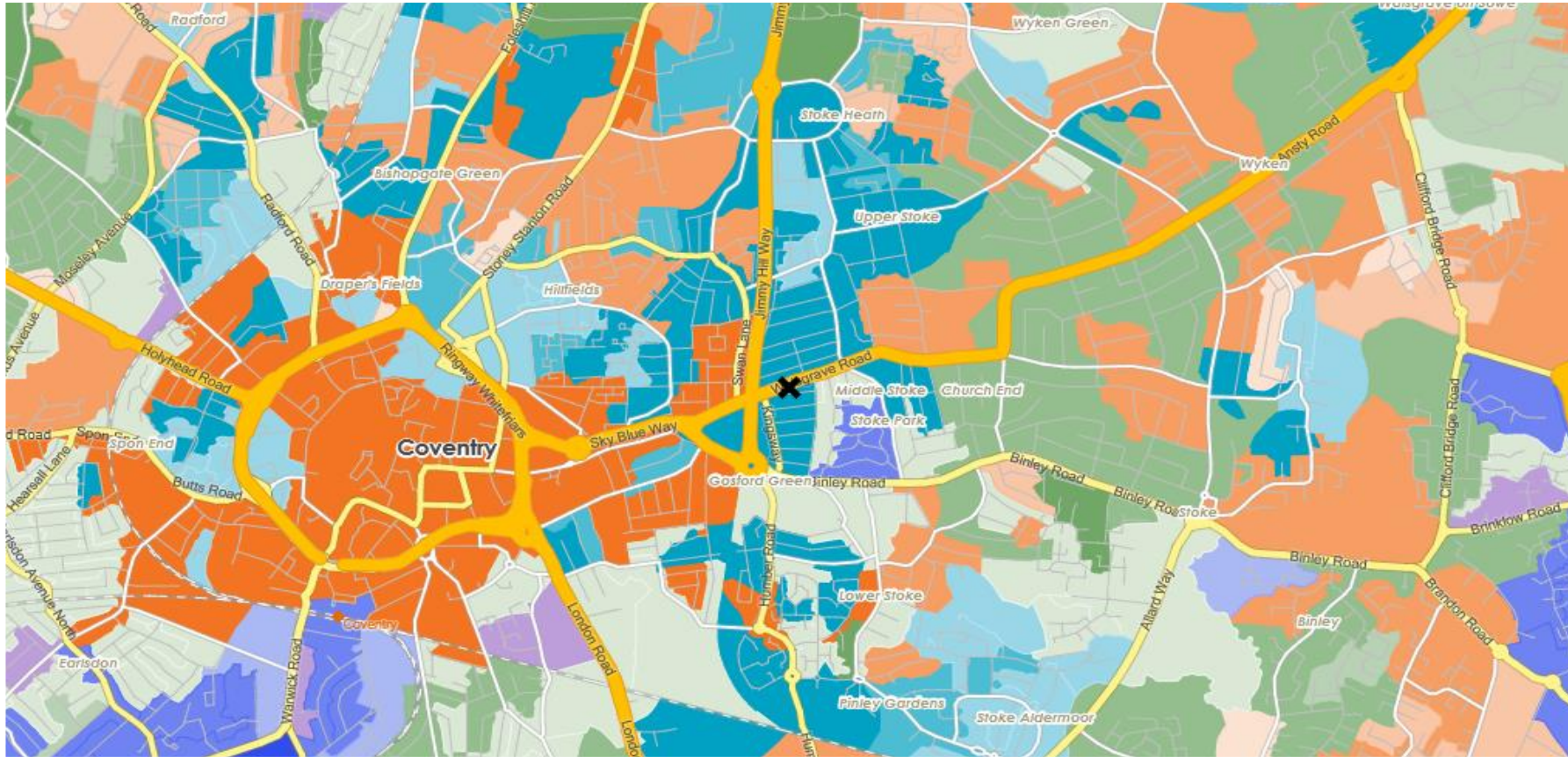
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



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**

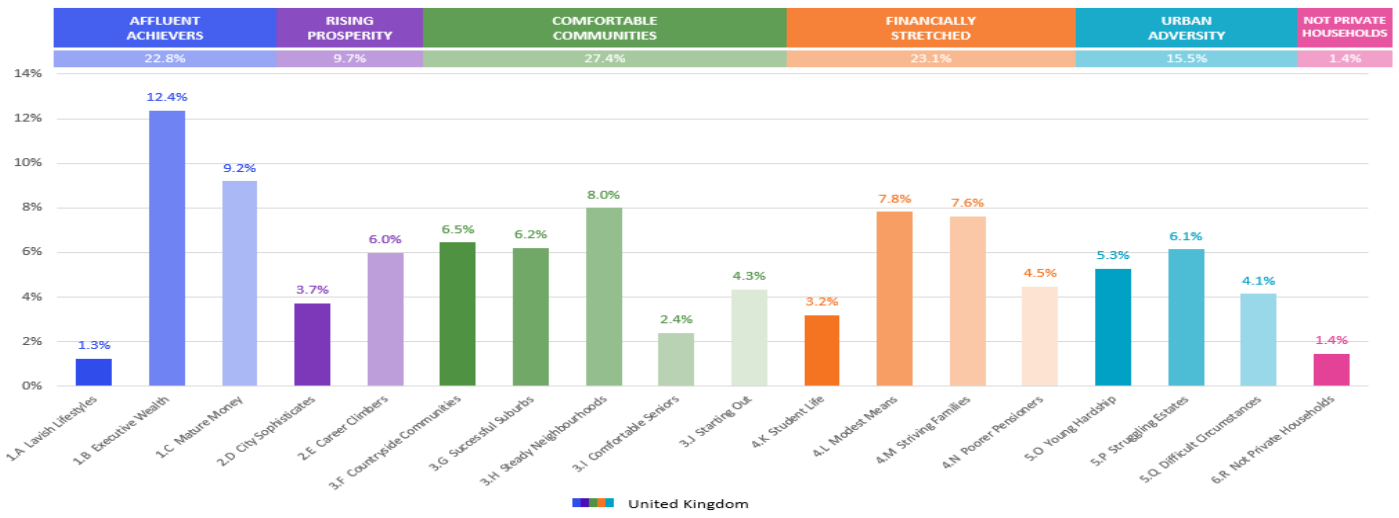
House tenure: **Owned outright**

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%



MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Source: OS Open Data 2018

Area: P01125_Old Ball Hotel, Coventry, CV2 4EB (1 Mile contour)

