

# CGA LICENCED PREMISES

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Area: P03517\_Wonder, Tividale, B69 2HZ (1 Mile c  
 Base: Great Britain  
 Year: 2023

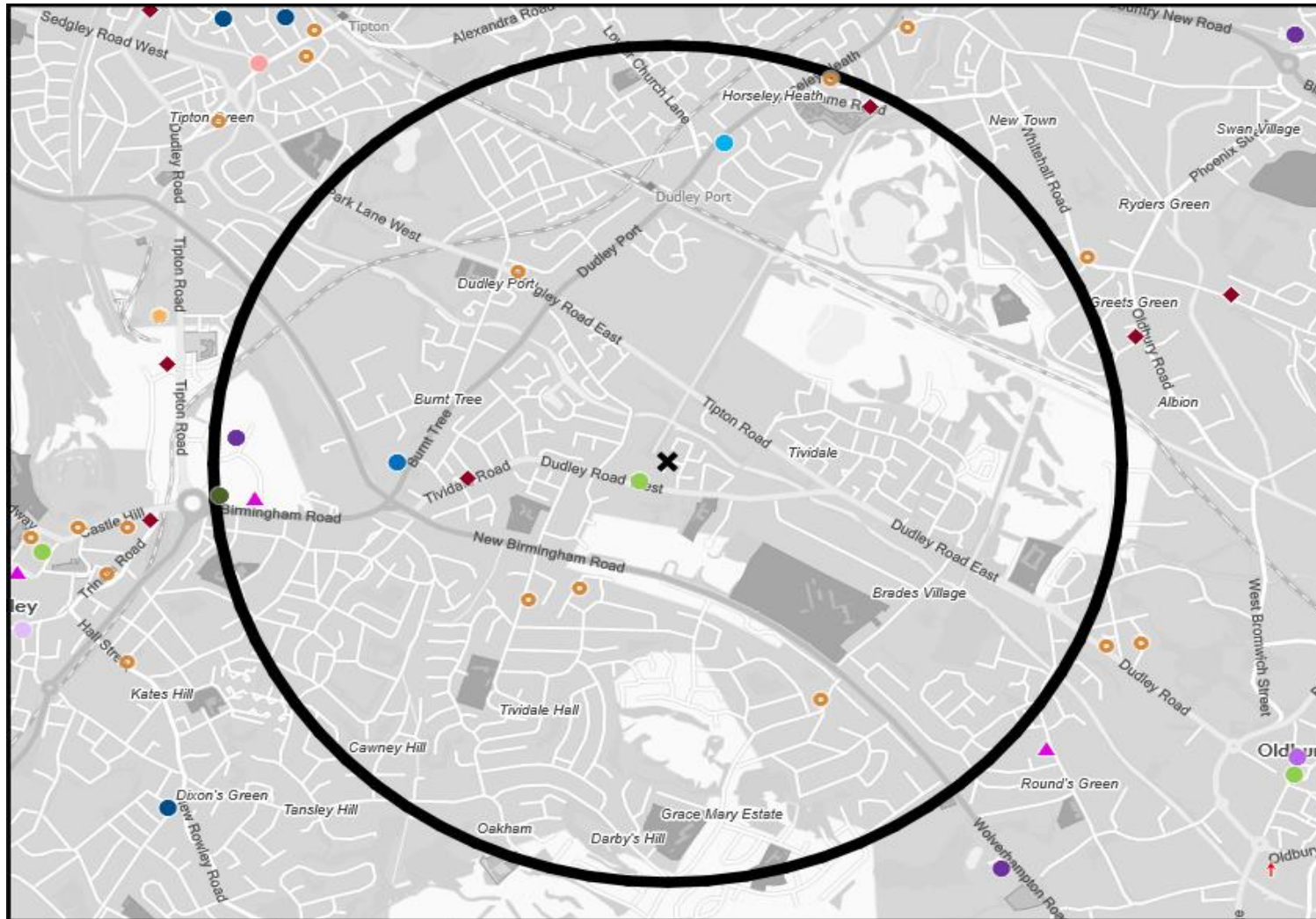
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	13	36.2	81.7	44			
Proprietary Club	1	2.8	7.3	38			
Registered Club	2	5.6	28.2	20			
Restaurant	4	11.1	32.1	35			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Tividale Football Club	Independent Free	Registered Club	Independent Free	B 69 1UL
Wonder	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 2HX
Horseley Tavern	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY 4 7QT
Albion	Unknown	Pubs & Full On	Unknown	DY 4 7TF
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DY 4 7UF
Tipton Sports & Social	Independent Free	Registered Club	Independent Free	DY 4 8XA
Port N Ale	Independent Free	Pubs & Full On	Independent Free	DY 4 7DS
Tame Bridge	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 4 7JA
Harvester Castlegate	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	DY 1 4TA
Village	KSL Capital Partners	Pubs & Full On	KSL Capital Partners	DY 1 4TB
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	DY 1 4TA
Frankie & Bennys	Restaurant Group	Restaurant	Restaurant Group	DY 1 4TA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	DY 1 4TA
Chiquito	Restaurant Group	Restaurant	Restaurant Group	DY 1 4TA
Showcase Cinema	National Amusements Inc	Pubs & Full On	National Amusements Inc	DY 1 4TA
Bacaba Cocktail Bar & Dining	Independent Free	Pubs & Full On	Independent Free	B 69 1QP
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	DY 1 4TA
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	DY 1 4TB
Castle View	Greene King	Pubs & Full On	Greene King	DY 1 4RJ
Tivi Ale	Independent Free	Pubs & Full On	Independent Free	B 69 1TL

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03517\_Wonder, Tivdale, B69 2HZ (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
- X Site Location
- Boundary

## ACORN CATEGORY PROFILE - HOUSEHOLDS


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**Area:** P03517\_Wonder, Tividale, B69 2HZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	547	4.1	22.1	19		
2 Rising Prosperity	349	2.6	10.2	26		
3 Comfortable Communities	3,943	29.6	26.5	112		
4 Financially Stretched	2,594	19.5	23.7	82		
5 Urban Adversity	5,871	44.1	17.2	256		
6 Not Private Households	17	0.1	0.3	37		
Graph						
<b>Total households</b>	<b>13,321</b>					

### Acorn Category Pen Portrait

6 Not Private Households
790k UK Adults
1.5% of UK



**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.

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:

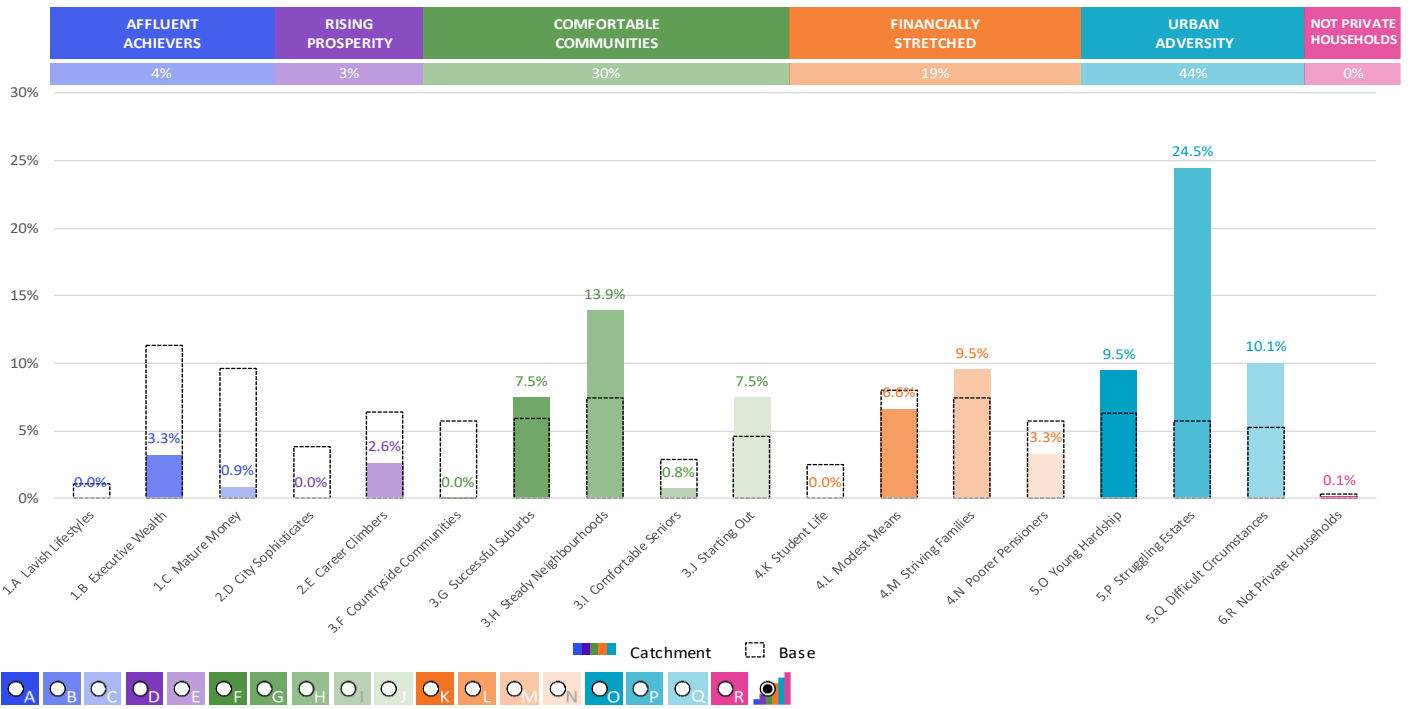
# ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03517\_Wonder, Tivdale, B69 2HZ (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	433	3.3	11.3	29			
1.C Mature Money	114	0.9	9.6	9			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	349	2.6	6.4	41			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	1	0.0	5.7	0			
3.G Successful Suburbs	993	7.5	6.0	125			
3.H Steady Neighbourhoods	1,855	13.9	7.4	188			
3.I Comfortable Seniors	100	0.8	2.9	26			
3.J Starting Out	994	7.5	4.6	164			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	883	6.6	8.0	83			
4.M Striving Families	1,269	9.5	7.4	128			
4.N Poorer Pensioners	442	3.3	5.8	58			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,264	9.5	6.3	152			
5.P Struggling Estates	3,264	24.5	5.7	430			
5.Q Difficult Circumstances	1,343	10.1	5.2	192			
<b>6. Not Private Households</b>							
6.R Not Private Households	17	0.1	0.3	37			
<b>Total households</b>	<b>13,321</b>						

## Acorn Group Graph



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

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Area: P03517\_Wonder, Tivdale, B69 2HZ (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
<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	38	0.3	2.6	11			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	395	3.0	2.2	133			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	114	0.9	2.5	35			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	115	0.9	2.0	44			
2.E.19 First time buyers in small, modern homes	234	1.8	3.4	52			
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	1	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	362	2.7	2.7	101			
3.G.25 Larger family homes, multi-ethnic areas	631	4.7	0.8	569			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	1,568	11.8	3.5	340			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	287	2.2	2.3	92			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	100	0.8	2.4	32			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	266	2.0	2.2	93			
3.J.33 Smaller houses and starter homes	728	5.5	2.4	228			
<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	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	157	1.2	1.4	82			
4.L.38 Semi-skilled workers in traditional neighbourhoods	216	1.6	2.6	62			
4.L.39 Fading owner occupied terraces	28	0.2	2.9	7			
4.L.40 High occupancy terraces, culturally diverse family areas	482	3.6	1.0	364			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	95	0.7	1.6	43			
4.M.43 Families in right-to-buy estates	1,174	8.8	2.0	432			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	76	0.6	0.8	72			
4.N.46 Elderly people in social rented flats	172	1.3	1.0	125			
4.N.47 Low income older people in smaller semis	46	0.3	2.2	15			
4.N.48 Pensioners and singles in social rented flats	148	1.1	1.7	65			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	466	3.5	2.2	160			
5.O.50 Struggling younger people in mixed tenure	652	4.9	1.8	272			
5.O.51 Young people in small, low cost terraces	146	1.1	2.3	48			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	481	3.6	1.6	231			
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	2,783	20.9	1.6	1,305			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	455	3.4	1.5	226			
5.Q.58 Singles and young families, some receiving benefits	469	3.5	1.8	200			
5.Q.59 Deprived areas and high-rise flats	419	3.1	2.0	160			
<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	17	0.1	0.3	45			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>13,321</b>						

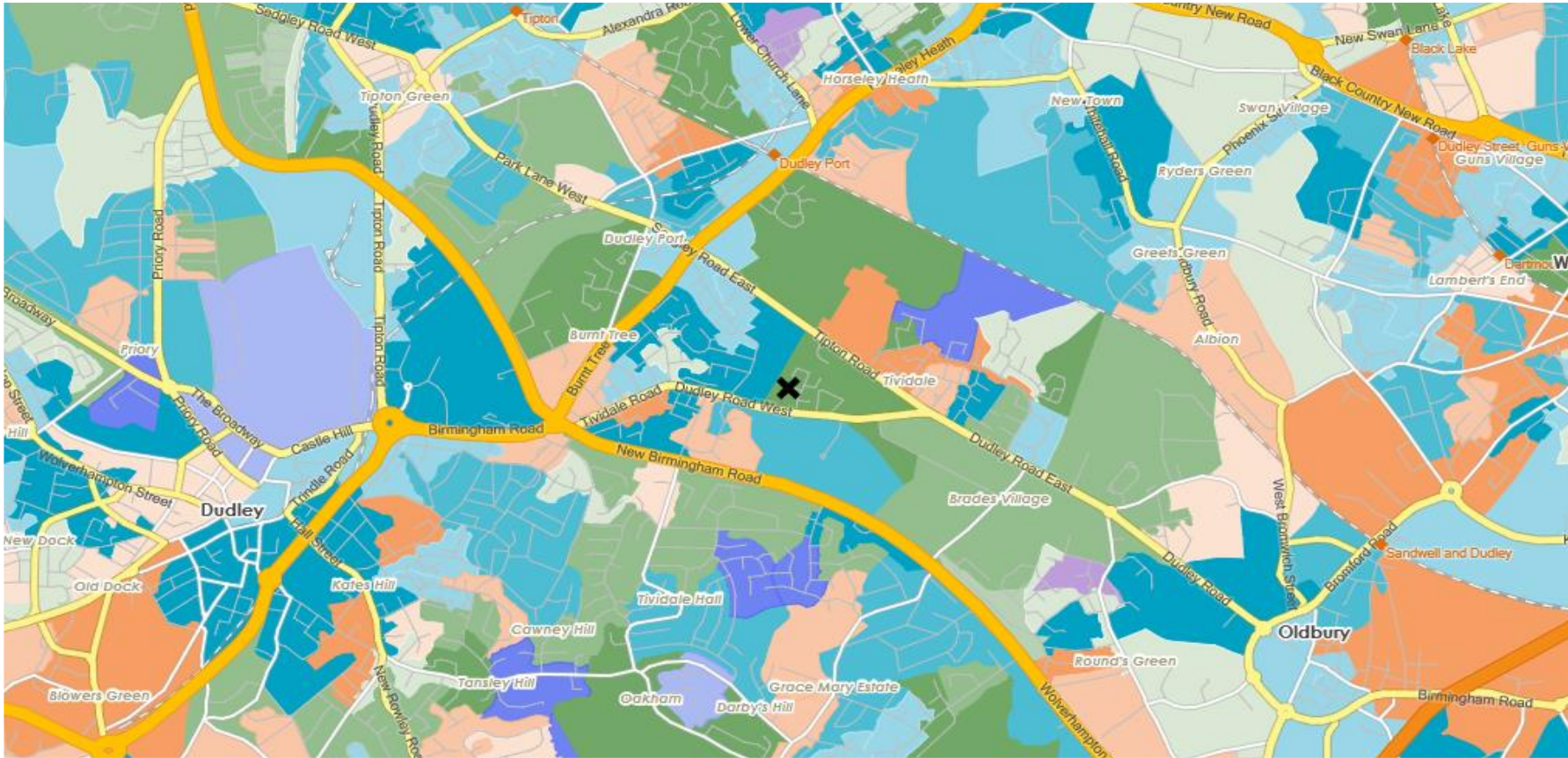
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03517\_Wonder, Tividale, B69 2HZ (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
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

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

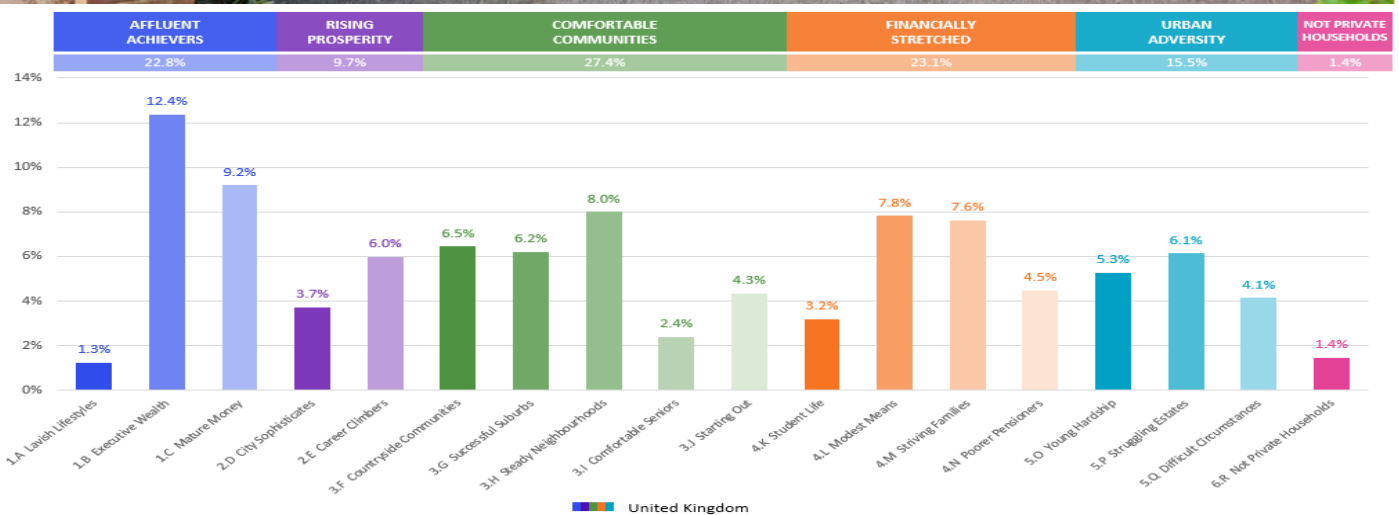
House tenure: Owned outright

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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