

CGA LICENCED PREMISES

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Area: P04280_Spring Meadow, Cradley Heath, B64
Base: Great Britain
Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	69.7	81.7	85			
Proprietary Club	0	0.0	7.3	0			
Registered Club	8	24.2	28.2	86			
Restaurant	2	6.1	32.1	19			
Residential	0	0.0	2.7	0			

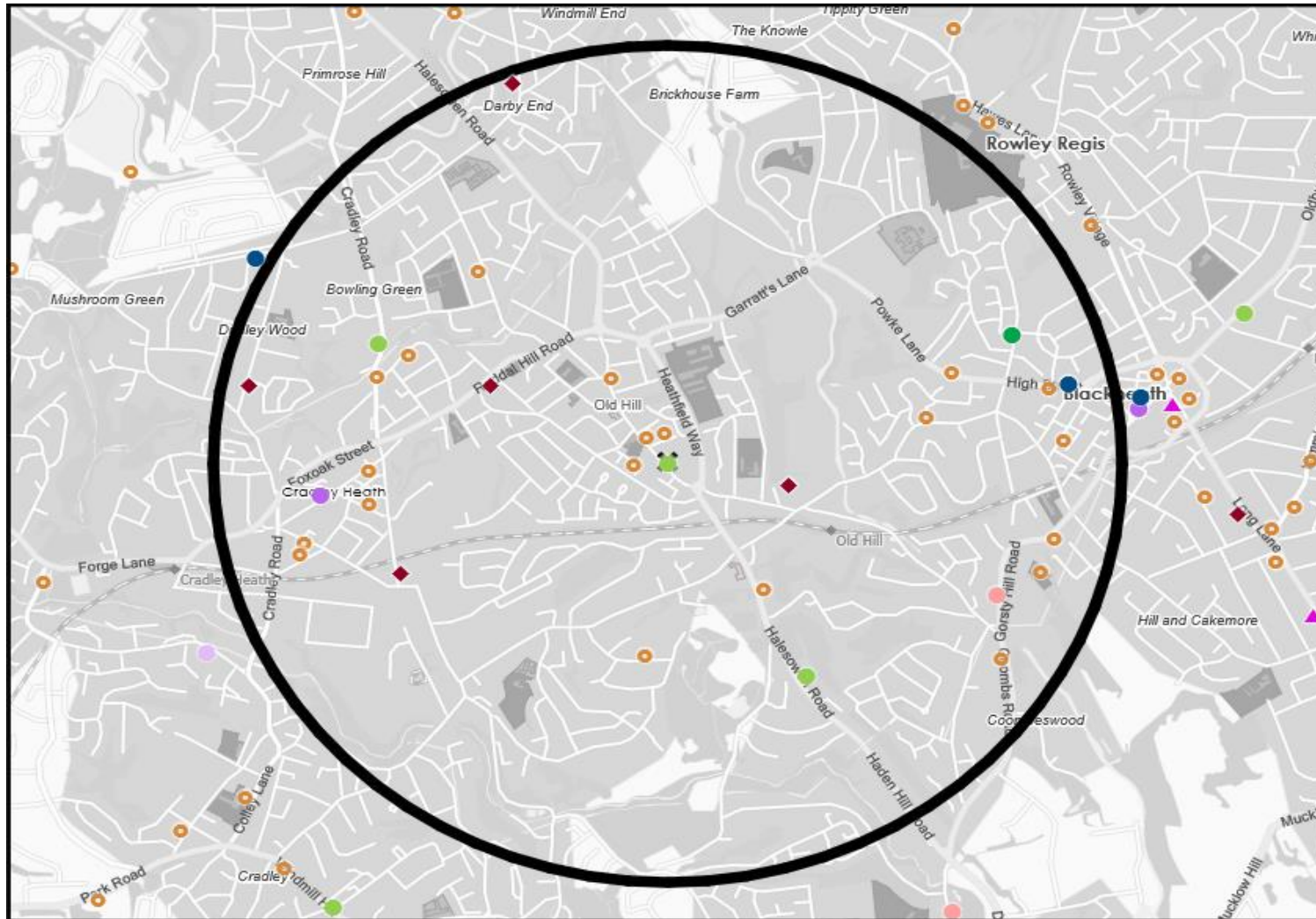
Name	Description	License Type	Owner Name	Postcode
Lighthouse	Independent Free	Pubs & Full On	Independent Free	B 62 8AF
Three Kings	Independent Free	Pubs & Full On	Independent Free	B 64 6JD
Cradley Heath Liberal Club	Independent Free	Registered Club	Independent Free	B 64 5EQ
Cherry Wood Smokehouse	Independent Free	Pubs & Full On	Independent Free	B 64 6AH
Roost	Independent Free	Pubs & Full On	Independent Free	B 64 6BD
Riddins Tavern	Independent Free	Pubs & Full On	Independent Free	B 64 6DP
Sping Meadow Social Club	Independent Free	Registered Club	Independent Free	B 64 6LB
Spring Meadow	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 64 6NP
Crown Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 64 6NT
Plough & Harrow	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 64 7BT
Old Hill Cricket & Tennis Club	Independent Free	Registered Club	Independent Free	B 64 7HF
Regis Masonic Club	Independent Free	Registered Club	Independent Free	B 64 7HX
Haden Cross	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 64 7JD
Old Bush Revived	Independent Free	Pubs & Full On	Independent Free	B 65 0AD
Malt Shovel	Independent Free	Pubs & Full On	Independent Free	B 65 0EH
Knights Quest	Marston's	Pubs & Full On	Marston's	B 65 0EE
Blackheath Conservative Club	Independent Free	Registered Club	Independent Free	B 65 0EE
Blackheath & District Liberal	Independent Free	Registered Club	Independent Free	B 65 0EP
Bell & Bear	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 65 0HA
Hawthorns	Ei Group	Pubs & Full On	Ei Group	B 65 8BW
Victoria Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 2 0DQ
Gate Hangs Well	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY 2 9PA
Elephant & Castle	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY 2 9SW
Waggon & Horses Inn	Unknown	Pubs & Full On	Unknown	B 64 5JR
Coombes Wood Social Club	Independent Free	Registered Club	Independent Free	B 65 0HD
Moon Under Water	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	B 64 5HJ
Cottage Spring	Independent Free	Pubs & Full On	Independent Free	DY 2 9NA
Holly Bush	Independent Free	Pubs & Full On	Independent Free	B 64 5EA
Coombs Wood Sports & Social	Independent Free	Registered Club	Independent Free	B 62 8BB
Eastern Nights	Independent Free	Restaurant	Independent Free	B 64 5HP
Waterfall	Independent Free	Pubs & Full On	Independent Free	B 64 6RG
Saliya	Independent Free	Restaurant	Independent Free	B 64 6AJ
Wheelie Thirsty	Independent Free	Pubs & Full On	Independent Free	B 64 6HE

MAP OF AREA

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Source: OS Open Data 2018

Area: P04280_Spring Meadow, Cradley Heath, B64 6NP (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

- ◆ Other
- ✕ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04280_Spring Meadow, Cradley Heath, B64 6NP (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	738	5.5	22.1	25	<div></div>	
	2 Rising Prosperity	520	3.9	10.2	38	<div></div>	
	3 Comfortable Communities	3,555	26.5	26.5	100	<div></div>	
	4 Financially Stretched	3,211	24.0	23.7	101	<div></div>	
	5 Urban Adversity	5,322	39.7	17.2	231	<div></div>	
	6 Not Private Households	44	0.3	0.3	95	<div></div>	
 Graph							
Total households		13,390					

Acorn Category Pen Portrait

5Urban Adversity

8.4M15.9%
UK Adults of UK

Age range
25-34

House type
Flat or terraced

Financial situation
Running into debtSaving 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 Hardship32%
P Struggling Estates41%
Q Difficult Circumstances27%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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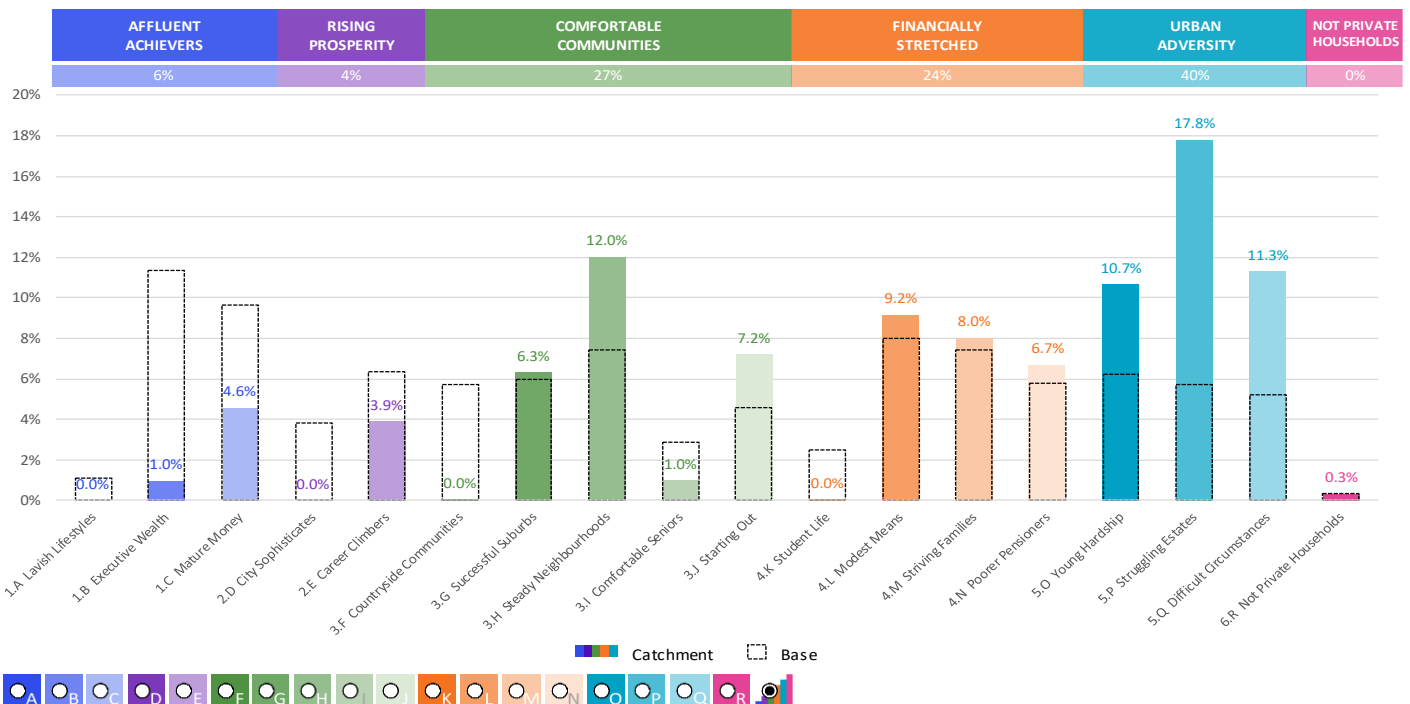
Area: P04280_Spring Meadow, Cradley Heath, B64 6NP (1 Mile contour)

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	128	1.0	11.3	8			
1.C Mature Money	610	4.6	9.6	47			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	520	3.9	6.4	61			
3. Comfortable Communities							
3.F Countryside Communities	6	0.0	5.7	1			
3.G Successful Suburbs	844	6.3	6.0	106			
3.H Steady Neighbourhoods	1,609	12.0	7.4	162			
3.I Comfortable Seniors	132	1.0	2.9	35			
3.J Starting Out	964	7.2	4.6	158			
4. Financially Stretched							
4.K Student Life	4	0.0	2.5	1			
4.L Modest Means	1,230	9.2	8.0	115			
4.M Striving Families	1,077	8.0	7.4	108			
4.N Poorer Pensioners	900	6.7	5.8	117			
5. Urban Adversity							
5.O Young Hardship	1,427	10.7	6.3	170			
5.P Struggling Estates	2,383	17.8	5.7	312			
5.Q Difficult Circumstances	1,512	11.3	5.2	216			
6. Not Private Households							
6.R Not Private Households	44	0.3	0.3	95			
Total households		13,390					

Acorn Group Graph



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04280_Spring Meadow, Cradley Heath, B64 6NP (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	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	8	0.1	2.6	2			
	1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
	1.B.6 Financially comfortable families	112	0.8	2.2	38			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	8	0.1	1.5	4			
	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	448	3.3	2.8	119			
	1.C.12 Retired and empty nesters	110	0.8	2.5	33			
	1.C.13 Upmarket downsizers	52	0.4	1.3	30			
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	186	1.4	2.0	70			
	2.E.19 First time buyers in small, modern homes	334	2.5	3.4	74			
	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	6	0.0	3.2	1			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	833	6.2	2.7	231			
	3.G.25 Larger family homes, multi-ethnic areas	11	0.1	0.8	10			
	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	1,141	8.5	3.5	246			
	3.H.28 Owner occupied terraces, average income	98	0.7	1.6	46			
	3.H.29 Established suburbs, older families	370	2.8	2.3	118			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	132	1.0	2.4	42			
	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	312	2.3	2.2	108			
	3.J.33 Smaller houses and starter homes	652	4.9	2.4	203			
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	4	0.0	1.9	2			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	336	2.5	1.4	174			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	660	4.9	2.6	187			
	4.L.39 Fading owner occupied terraces	126	0.9	2.9	32			
	4.L.40 High occupancy terraces, culturally diverse family areas	108	0.8	1.0	81			
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	158	1.2	1.6	72			
	4.M.43 Families in right-to-buy estates	743	5.5	2.0	272			
	4.M.44 Post-war estates, limited means	176	1.3	2.2	60			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	36	0.3	0.8	34			
	4.N.46 Elderly people in social rented flats	249	1.9	1.0	180			
	4.N.47 Low income older people in smaller semis	154	1.2	2.2	51			
	4.N.48 Pensioners and singles in social rented flats	461	3.4	1.7	202			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	532	4.0	2.2	182			
	5.O.50 Struggling younger people in mixed tenure	629	4.7	1.8	261			
	5.O.51 Young people in small, low cost terraces	266	2.0	2.3	88			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	510	3.8	1.6	244			
	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	1,873	14.0	1.6	874			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	292	2.2	1.5	145			
	5.Q.58 Singles and young families, some receiving benefits	865	6.5	1.8	367			
	5.Q.59 Deprived areas and high-rise flats	355	2.7	2.0	135			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	0	0.0	0.1	0			
	6.R.61 Inactive communal population	44	0.3	0.3	115			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		13,390						

CATEGORY

GROUP

TYPE

MAP

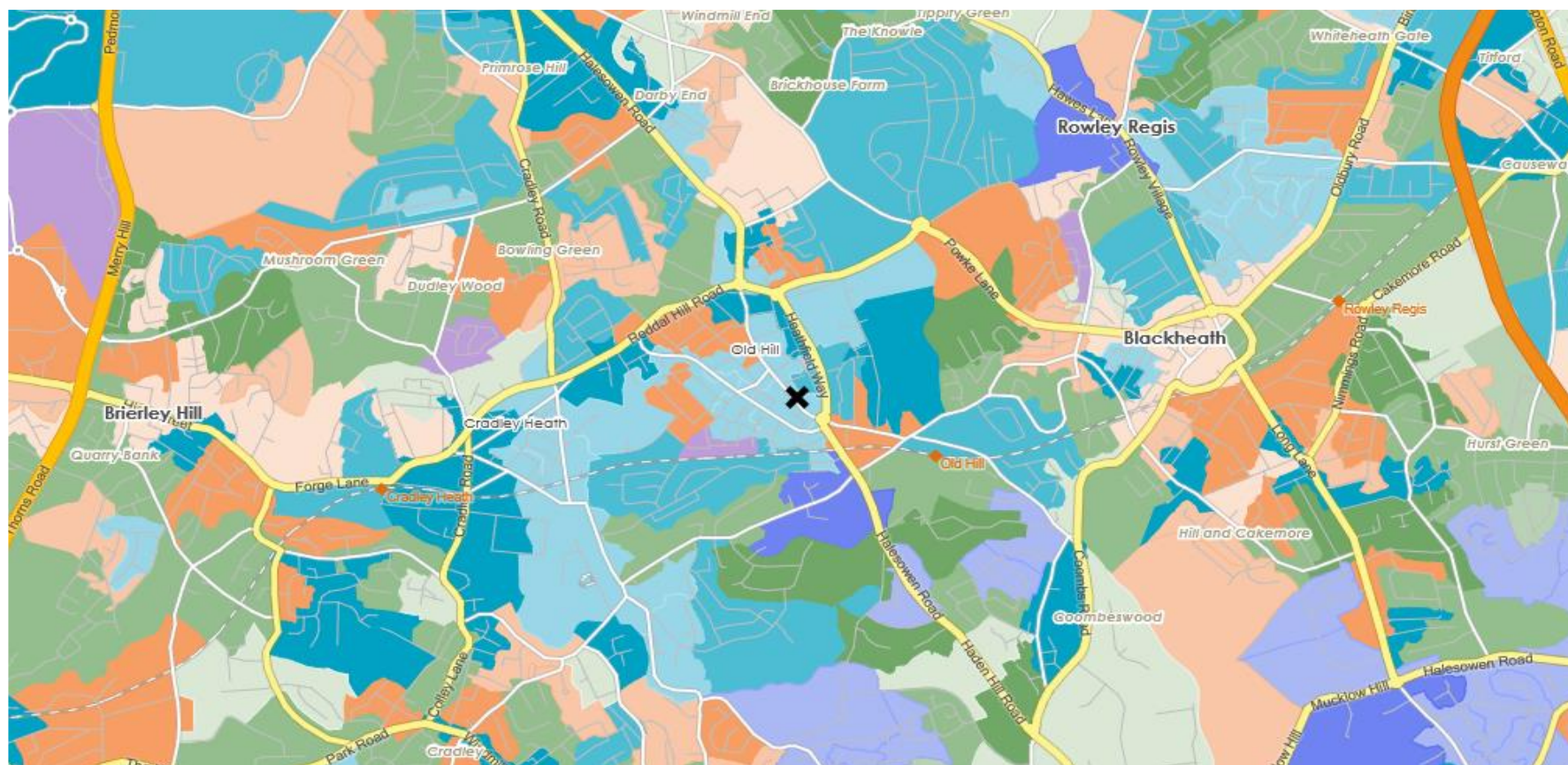
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P04280_Spring Meadow, Cradley Heath, B64 6NP (1 Mile contour)

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Source: OS Open Data 2018



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

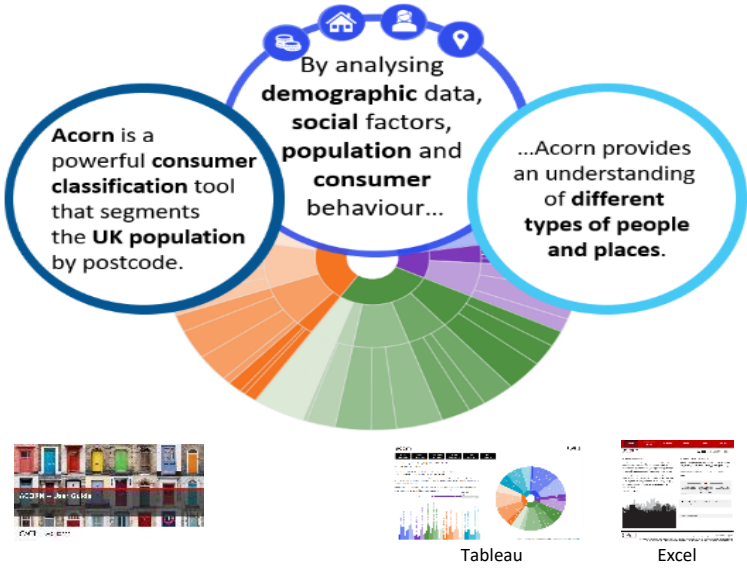
Acorn Groups

- 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	<input checked="" type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1

Affluent Achievers

12.1M

22.8%

UK Adults

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

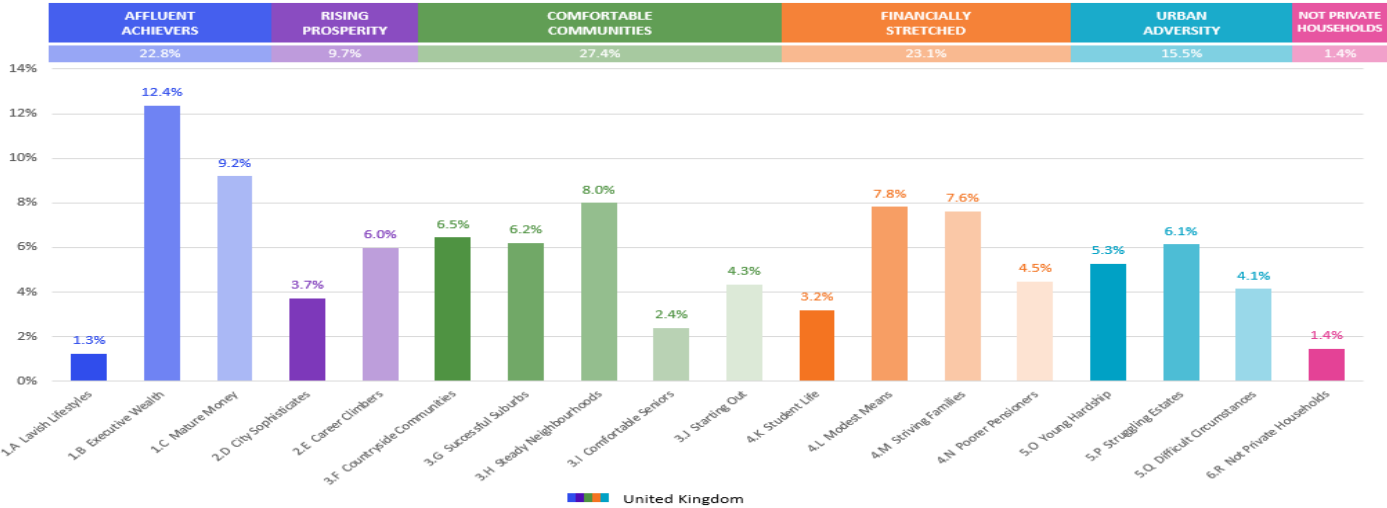
B. Executive Wealth

C. Mature Money

6%

54%

40%

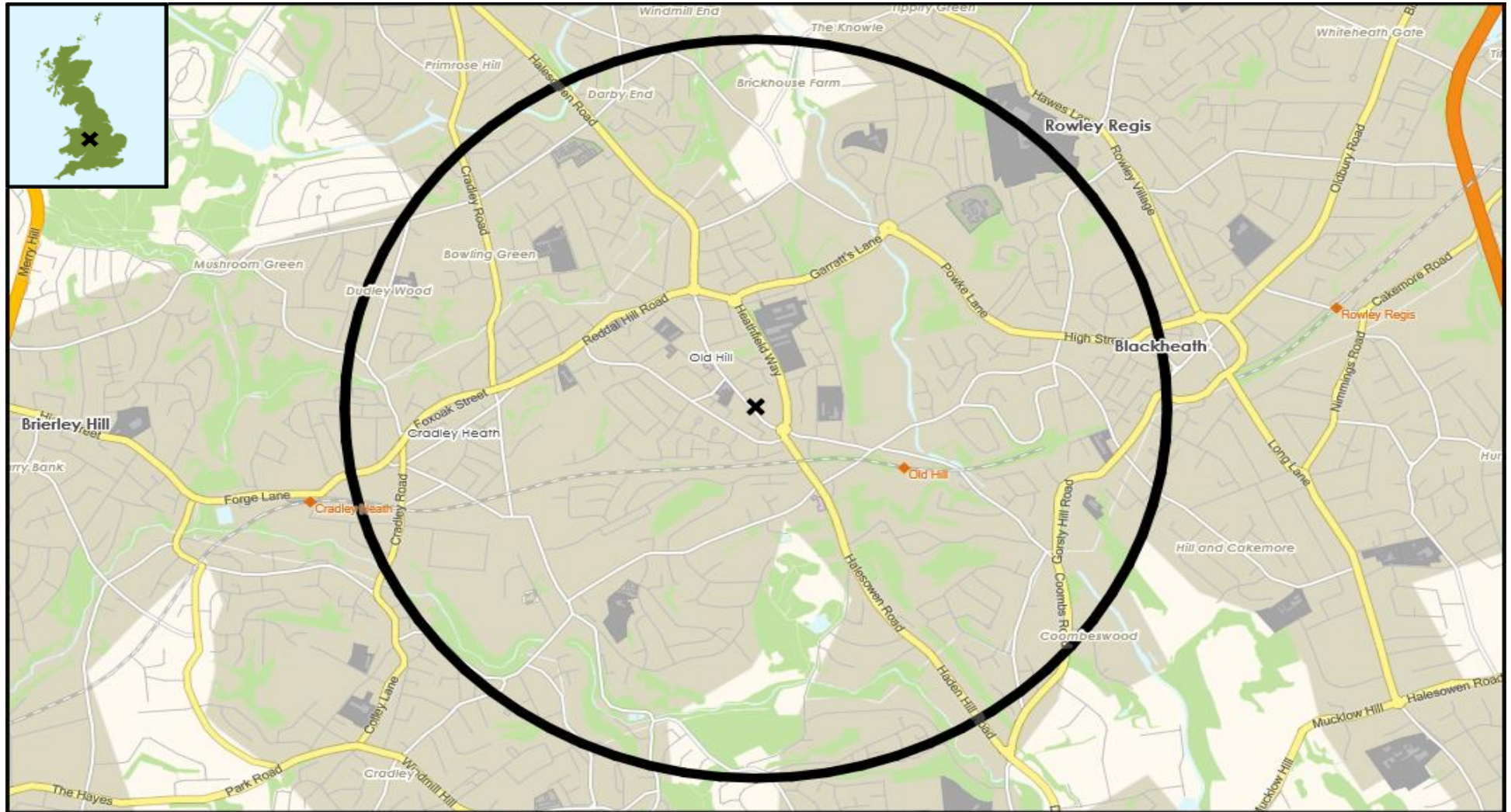


MAP OF AREA

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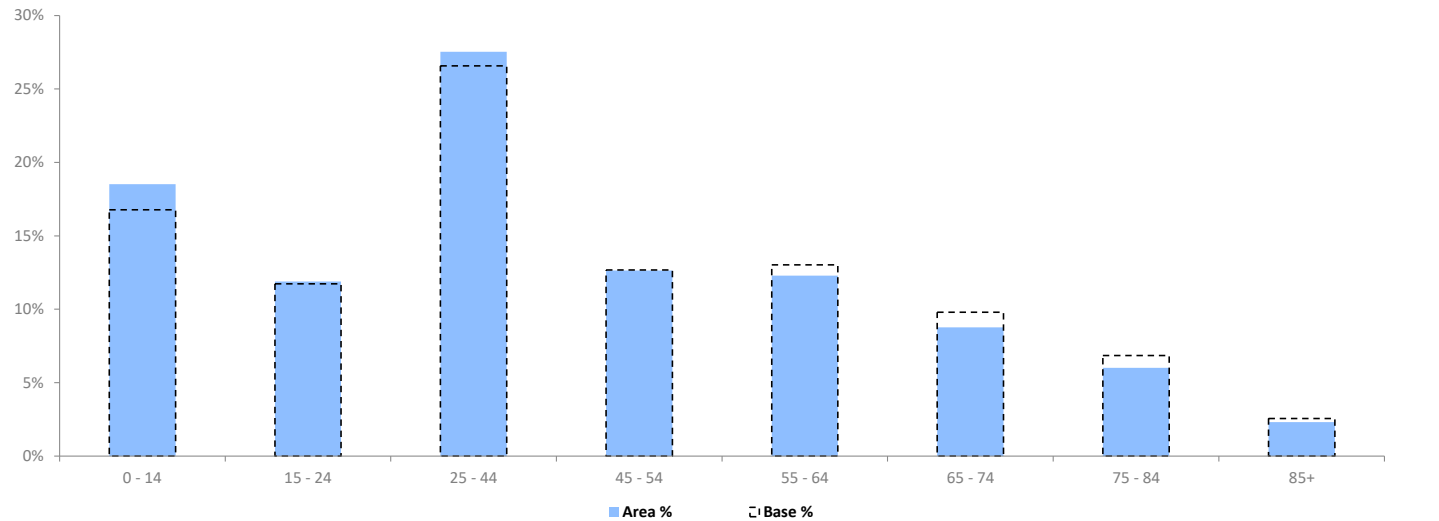


POPULATION PROJECTIONS

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Area:	P04280_Spring Meadow, Cradley Heath, B64 6NP (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,113	18.5	16.8	110			
15 - 24	3,925	11.9	11.7	101			
25 - 44	9,089	27.5	26.6	104			
45 - 54	4,171	12.6	12.7	100			
55 - 64	4,060	12.3	13.0	94			
65 - 74	2,897	8.8	9.8	90			
75 - 84	1,986	6.0	6.9	88			
85+	767	2.3	2.6	91			
Total population	33,008						



EXPENDITURE

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Area:	P04280_Spring Meadow, Cradley Heath, B64 6NP (1 Mile contour)
Base:	Great Britain
Year:	2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£849,230	£64.18	£66.95	96			
2. Alcoholic beverages, tobacco and narcotics	£430,311	£32.52	£28.12	116			
3. Clothing & Footwear	£278,283	£21.03	£22.40	94			
4. Housing, water, electricity, gas and other fuels	£1,142,248	£86.32	£107.19	81			
5. Furnishings, equipment and routine maintenance	£407,942	£30.83	£36.85	84			
6. Health	£123,896	£9.36	£13.48	69			
7. Transport	£1,403,366	£106.06	£134.74	79			
8. Communication	£189,376	£14.31	£15.74	91			
9. Recreation & Culture	£728,893	£55.09	£64.16	86			
10. Education	£49,289	£3.73	£22.26	17			
11. Restaurants & Hotels	£660,724	£49.93	£67.11	74			
12. Miscellaneous goods and services	£1,223,841	£92.49	£109.86	84			
Total Expenditure	£7,487,399	£565.86	£688.85	82			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.