

CGA LICENCED PREMISES - LICENCES

© 2025 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04393_Picks, Halesowen, B63 3BQ (0.50 Mi)
Base: Great Britain
Year: 2024

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs and Bars							
Branded Food Pub	0	0.0	2.9	0			
Cocktail Bar	1	12.6	1.4	879			
Community Pub	2	25.1	26.8	94			
Craft Bar	0	0.0	1.2	0			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	0	0.0	13.8	0			
Unthemed High Street Pub	2	25.1	8.9	281			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	1	12.6	5.0	252			
Cafe/Delicatessen	0	0.0	1.8	0			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	2	25.1	21.7	116			
Accommodation and Functions							
Conference/Exhibition/Function/Banquet	1	12.6	3.6	352			
Guest/Boarding House	0	0.0	2.5	0			
Hotel	1	12.6	10.8	116			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	0	0.0	3.1	0			
Local Sports Club	3	37.7	11.9	318			
Snooker Club	0	0.0	0.0	0			
Social Club	4	50.2	12.0	419			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	0	0.0	1.9	0			
Entertainment and Leisure							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	0	0.0	0.4	0			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	0	0.0	1.0	0			
Unknown	0	0.0	0.0	0			

CGA LICENCED PREMISES

© 2025 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04393_Picks, Halesowen, B63 3BQ (0.50 Mi)
 Base: Great Britain
 Year: 2024

Name	Description	License Type	Owner Name	Postcode
Halesowen Athletic & Cycling Club	Independent Free	Local Sports Club	Independent Free	B 62 8RW
Queens Head	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	B 63 3HN
Cornbow Hall	Independent Free	Conference/Exhibition/	Independent Free	B 63 3AT
Picks	Admiral Taverns Ltd	Unthemed High Street F	Admiral Taverns Ltd	B 63 3BQ
Halesowen Cricket Club	Independent Free	Local Sports Club	Independent Free	B 63 3EG
Benjamins Bar & Restaurant	Independent Free	Bar Restaurant	Independent Free	B 63 3HN
Somers Sports & Social Club	Independent Free	Social Club	Independent Free	B 63 3JQ
Halesowen Masonic Lodge	Independent Free	Social Club	Independent Free	B 63 3LU
Halesowen Town Football Club	Independent Free	Local Sports Club	Independent Free	B 63 3ST
Waggon & Horses	Black Country Ales	Community Pub	Black Country Ales	B 63 3TU
Townsend Social	Independent Free	Social Club	Independent Free	B 63 3US
Hasbury Conservative Club	Independent Free	Social Club	Independent Free	B 63 4NX
Ameena	Independent Free	Restaurant	Independent Free	B 63 4RR
William Shenstone	Wetherspoons GB	Unthemed High Street F	Wetherspoons GB	B 63 4AB
Bangla Lounge	Independent Free	Restaurant	Independent Free	B 63 3BQ
Travelodge	Dubai International Capital	Hotel	Dubai International Capital	B 63 3HY
Church Bar	Independent Free	Cocktail Bar	Independent Free	B 63 3BG

MAP OF AREA

© 2025 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: P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)



KEY

Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Shepherd Neame
- Star Pubs & Bars
- Stonegate Pub Company
- Wetherspoon
- Whitbread

Small to medium pub co's & bars

- Family Brewers with pubs

Hotels

- ★ Restaurants

Leisure

- Independent

Other

- ◆ Other
- ✕ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

© 2025 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)
Base: Great Britain
Year: 2024

Acorn Category Description			Area Profile	% for Area	% for Base	Index	0	100	200
1	Luxury Lifestyles		0	0.0	3.1	0			
2	Established Affluence		187	5.0	12.3	41			
3	Thriving Neighbourhoods		649	17.2	22.6	76			
4	Steadfast Communities		973	25.8	25.2	102			
5	Stretched Society		909	24.1	21.1	114			
6	Low Income Living		1,048	27.8	15.4	181			
7	Not Private Households		0	0.0	0.4	0			
Total households			3,766						

Acorn Category Pen Portrait

6

Low Income Living

4.4M
UK Households

15.5%
of UK

Predominant Housing Type

Flats

Predominant Housing Tenure

Socially rented

Savings & Investments

Very low

This category contains the most deprived areas of towns and cities across the UK, with the lowest incomes. It contains a higher proportion of single people across the age groups, socially renting their flats.

Groups within Low Income Living

S Cash-strapped Families 48%

T Constrained Pensioners 21%

U Challenging Circumstances 31%



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

© 2025 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

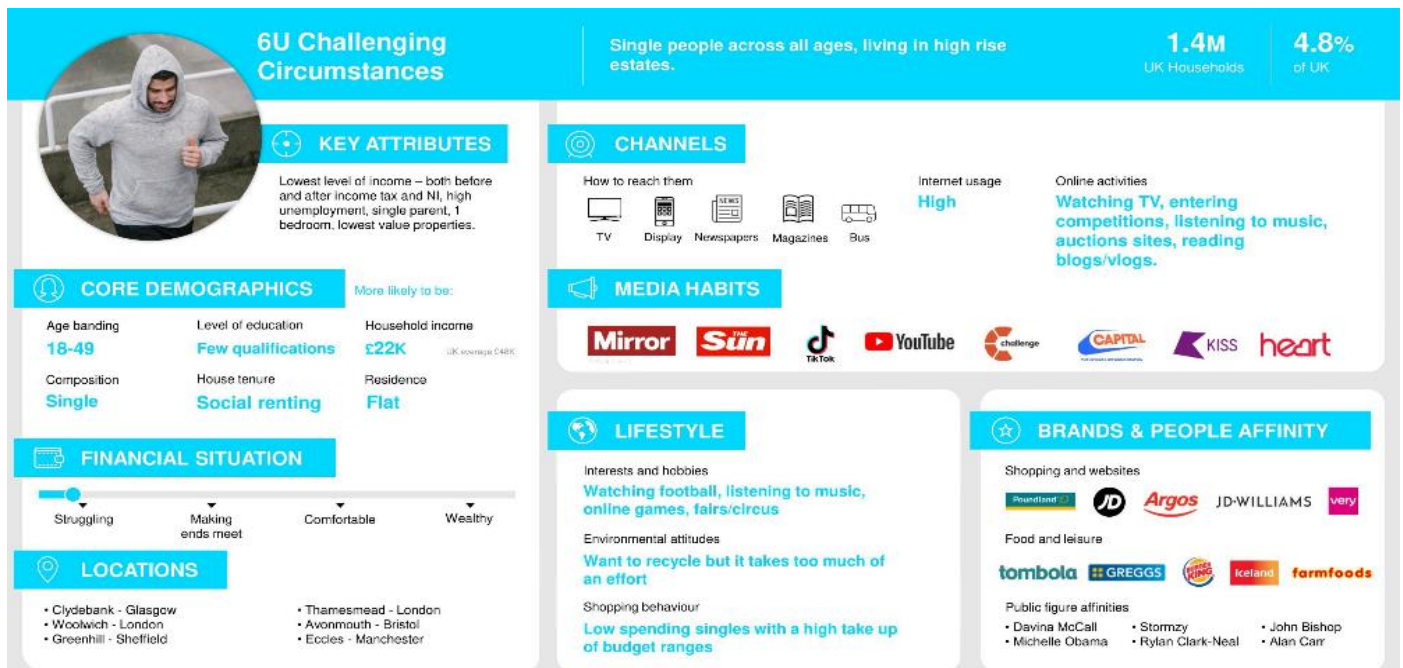
Area: P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)

Base: Great Britain

Year: 2024

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles							
1.A Exclusive Addresses	0	0.0	0.3	0			
1.B Flourishing Capital	0	0.0	1.0	0			
1.C Upmarket Families	0	0.0	1.8	0			
2. Established Affluence							
2.D Commuter Belt Wealth	187	5.0	9.1	55			
2.E Prosperous Professionals	0	0.0	3.2	0			
3. Thriving Neighbourhoods							
3.F Mature Success	107	2.8	7.0	40			
3.G Settled Suburbia	234	6.2	5.2	120			
3.H Metropolitan Surroundings	0	0.0	1.6	0			
3.I Up-and-coming Urbanites	0	0.0	3.2	0			
3.J Aspiring Communities	308	8.2	5.5	147			
4. Steadfast Communities							
4.K Semi-rural Maturity	93	2.5	6.7	37			
4.L Traditional Homeowners	413	11.0	6.0	184			
4.M Family Renters	109	2.9	4.6	63			
4.N Urban Diversity	0	0.0	2.6	0			
4.O Stable Seniors	358	9.5	5.3	178			
5. Stretched Society							
5.P Tenant Living	297	7.9	8.3	95			
5.Q Limited Budgets	295	7.8	5.2	150			
5.R Hard-up Households	317	8.4	7.6	111			
6. Low Income Living							
6.S Cash-strapped Families	74	2.0	7.3	27			
6.T Constrained Pensioners	258	6.9	3.3	208			
6.U Challenging Circumstances	716	19.0	4.8	400			
7. Not Private Households							
7.V Not Private Households	0	0.0	0.4	0			
Total households	3,766						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

© 2025 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)

Base: Great Britain

Year: 2024

Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Luxury Lifestyles							
1.A Exclusive Addresses							
1.A.1 High-flyers in luxury apartments and townhouses	0	0.0	0.1	0			
1.A.2 Wealthy, gentrified areas	0	0.0	0.1	0			
1.A.3 Asset-rich, out-of-town older families	0	0.0	0.1	0			
1.B Flourishing Capital							
1.B.4 High-end professionals in city flats	0	0.0	0.5	0			
1.B.5 Successful young families in smart urban areas	0	0.0	0.5	0			
1.C Upmarket Families							
1.C.6 Executives in expensive suburban houses	0	0.0	1.1	0			
1.C.7 Prosperous families in green-belt areas with substantial homes	0	0.0	0.8	0			
2. Established Affluence							
2.D Commuter Belt Wealth							
2.D.8 Affluent, older homeowners	0	0.0	2.1	0			
2.D.9 Families and couples in comfortable homes	136	3.6	1.6	233			
2.D.10 Well-off families in larger semis	38	1.0	1.1	90			
2.D.11 Mature and moneyed out-of-towners	0	0.0	2.1	0			
2.D.12 Well-to-do empty nesters in detached houses	13	0.3	2.2	16			
2.E Prosperous Professionals							
2.E.13 Families in leafy suburbs	0	0.0	1.3	0			
2.E.14 Upmarket young families in terraces	0	0.0	0.9	0			
2.E.15 Educated professionals renting flats	0	0.0	1.0	0			
3. Comfortable Communities							
3.F Mature Success							
3.F.16 Families and couples in detached houses	14	0.4	2.0	19			
3.F.17 Older, rural empty nesters and couples	34	0.9	2.7	34			
3.F.18 Countryside retirees in spacious houses	0	0.0	0.1	0			
3.F.19 Sophisticated couples living comfortably in detached homes	59	1.6	2.3	67			
3.G Successful Suburbs							
3.G.20 Mixed lifestyles in semi-detached homes	0	0.0	2.4	0			
3.G.21 Mid-life suburban living	234	6.2	2.7	228			
3.H Metropolitan Surroundings							
3.H.22 Younger families and sharers in city terraces	0	0.0	1.0	0			
3.H.23 Culturally diverse suburban families	0	0.0	0.7	0			
3.I Up-and-coming Urbanites							
3.I.24 Young professionals renting city flats	0	0.0	1.3	0			
3.I.25 Privately renting students and house sharers	0	0.0	0.3	0			
3.I.26 Younger couples and singles in flats	0	0.0	1.7	0			
3.J Aspiring Communities							
3.J.27 Professional families and couples in suburban, owner-occupied areas	195	5.2	3.2	159			
3.J.28 Families and couples in terraces	113	3.0	2.3	130			
4. Steadfast Communities							
4.K Semi-rural Maturity							
4.K.29 Senior home-owning couples	36	1.0	3.0	32			
4.K.30 Empty nesters in owner-occupied detached homes	55	1.5	2.5	59			
4.K.31 Comfortable, home-owning families and empty nesters	1	0.0	0.7	4			
4.K.32 Older comfortable families and couples in detached, rural properties	0	0.0	0.5	0			
4.K.33 Retirees in semi-detached and detached properties	1	0.0	0.1	37			
4.L Traditional Homeowners							
4.L.34 Older owner-occupier households in semis	142	3.8	3.0	124			
4.L.35 Settled communities, semi-detached properties	271	7.2	2.9	246			
4.M Family Renters							
4.M.36 Cost-conscious families in terraces	93	2.5	2.2	112			
4.M.37 Restricted residents, socially renting	16	0.4	2.4	18			
4.N Urban Diversity							
4.N.38 Younger families, multi-occupancy and rented households	0	0.0	1.0	0			
4.N.39 Diverse communities in smaller semis and terraces	0	0.0	0.7	0			
4.N.40 Young families, limited means in terraced metropolitan areas	0	0.0	0.9	0			
4.O Stable Seniors							
4.O.41 Living on modest means in terraces	289	7.7	2.7	280			
4.O.42 Retired homeowners in semi-detached and detached houses	26	0.7	1.6	43			
4.O.43 Older couples living in detached houses, rural communities	43	1.1	1.0	115			
5. Stretched Society							
5.P Tenant Living							
5.P.44 Urban, aspiring flat dwellers	0	0.0	1.4	0			
5.P.45 Privately renting squeezed professionals in flats	98	2.6	2.9	91			
5.P.46 Sharers and students in private rentals	0	0.0	1.0	0			
5.P.47 Singles and couples in rented flats	199	5.3	3.0	174			
5.Q Limited Budgets							
5.Q.48 Routine occupations, socially renting families in semis	188	5.0	3.3	152			
5.Q.49 Socially renting single adult households	107	2.8	1.9	148			
5.R Hard-up Households							
5.R.50 Single-parent families in terraced housing	213	5.7	3.2	174			
5.R.51 Older, single-person households on the outskirts of town	53	1.4	2.3	60			
5.R.52 Socially renting families in terraces	51	1.4	2.0	66			
6. Low Income Living							
6.S Cash-strapped Families							
6.S.53 Diverse families and sharers in flats	0	0.0	1.7	0			
6.S.54 Young families in socially rented semis	0	0.0	1.9	0			
6.S.55 Families in low-value terraced housing	74	2.0	3.0	65			
6.S.56 Diverse young families in rented terraces and flats	0	0.0	0.8	0			
6.T Constrained Pensioners							
6.T.57 Older renters in flats and tenements	224	5.9	2.0	299			
6.T.58 Poorer pensioners in semis	34	0.9	1.3	69			
6.U Challenging Circumstances							
6.U.59 Students and sharers in multi-occupancy flats	0	0.0	0.2	0			
6.U.60 Socially renting single adult households in flats	166	4.4	0.9	489			
6.U.61 Socially rented flats, singles and pensioners	550	14.6	3.6	403			
7. Not Private Households							
7.V Not Private Households							
7.V.62 Students in halls of residence	0	0.0	0.1	0			
7.V.63 Active communal populations	0	0.0	0.0	0			
7.V.64 Inactive communal populations	0	0.0	0.2	0			
7.V.65 Non-residential postcodes	0	0.0	0.0	0			
Total households	3,766						

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

© 2025 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: P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)



Acorn Categories

1. Luxury Lifestyles
2. Established Affluence
3. Thriving Neighbourhoods
4. Steadfast Communities
5. Stretched Society
6. Low Income Living
7. Not Private Households

Area Boundary

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN - WHAT IS IT?



© 2025 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf

WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

ACORN STRUCTURE

CATEGORY	GROUP	TYPE
1. Luxury Lifestyles	1.A. Exclusive Addresses	1-3
	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
	2.E. Prosperous Professionals	13-15
3. Thriving Neighbourhoods	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
4. Steadfast Communities	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
5. Stretched Society	5.P. Tenant Living	44-47
	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
6. Low Income Living	6.S. Cash-Strapped Families	53-56
	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

ADDITIONAL INFORMATION



For more information, click here to visit the website:

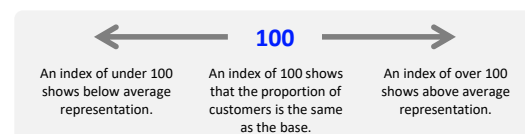
INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

AREA PROFILE

Total figures exclude business addresses without residential population

INDEX

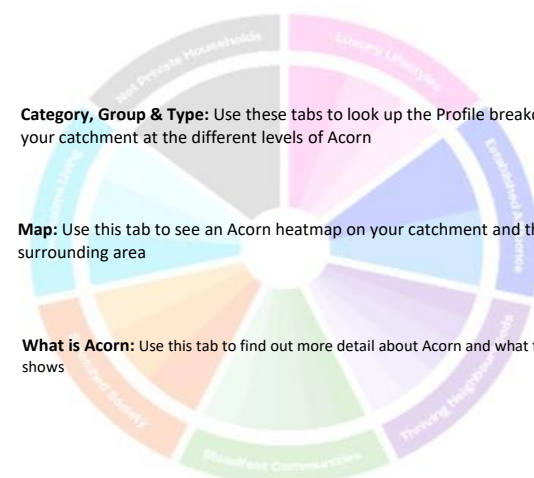


PERCENTAGE

% for Area: Calculates the percentages of each category, group or type for the catchment

% for Base: Calculates the percentages of each category, group or type for the base catchment

REPORT INFORMATION

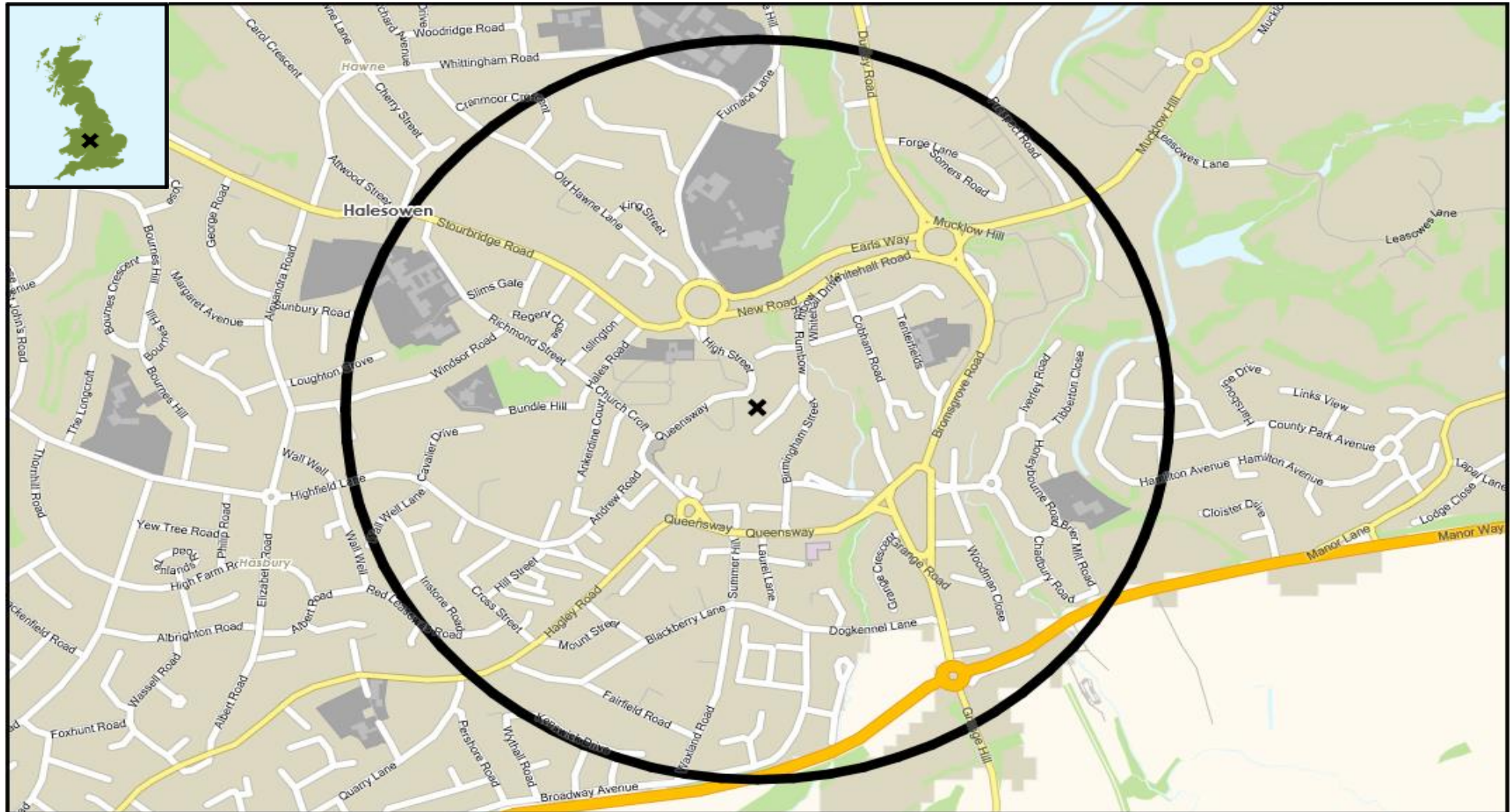


MAP OF AREA

© 2025 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: P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)

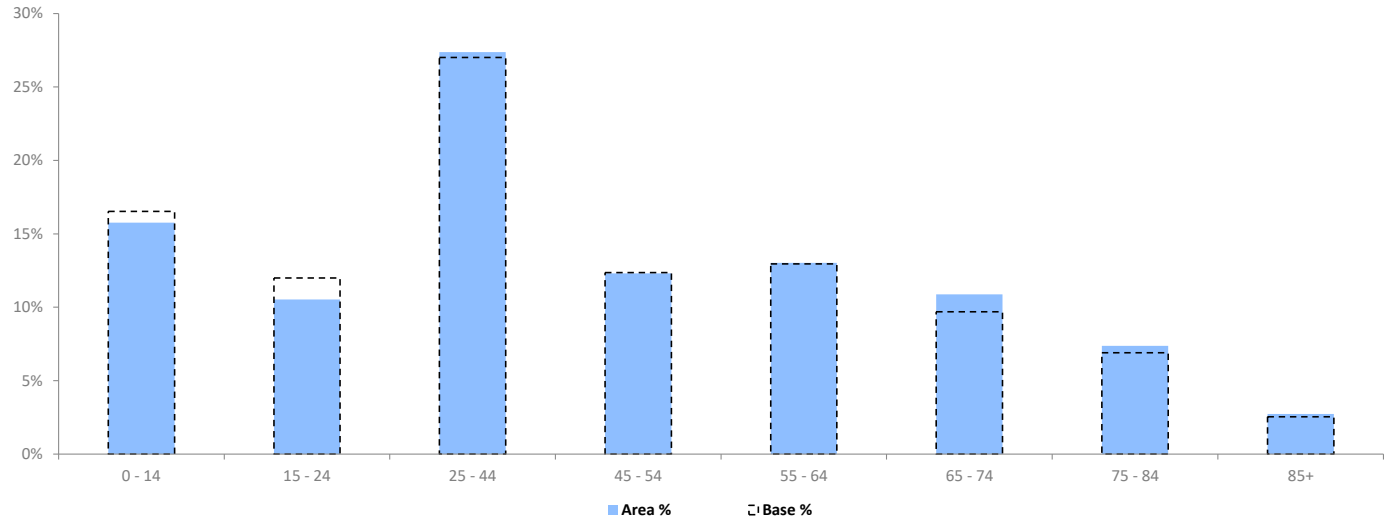


POPULATION PROJECTIONS

© 2025 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)
Base:	Great Britain
Year:	2024

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,256	15.8	16.5	95			
15 - 24	839	10.5	12.0	88			
25 - 44	2,181	27.4	27.0	101			
45 - 54	980	12.3	12.4	99			
55 - 64	1,038	13.0	13.0	101			
65 - 74	867	10.9	9.7	112			
75 - 84	588	7.4	6.9	107			
85+	218	2.7	2.5	108			
Total population	7,967						



EXPENDITURE

© 2025 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)
Base:	Great Britain
Year:	2024

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	£305,308	£81.07	£92.53	88			
2. Alcoholic beverages, tobacco and narcotics	£112,125	£29.77	£29.81	100			
3. Clothing & Footwear	£143,672	£38.15	£44.48	86			
4. Housing, water, electricity, gas and other fuels	£346,273	£91.95	£106.80	86			
5. Furnishings, equipment and routine maintenance	£166,687	£44.26	£52.65	84			
6. Health	£57,205	£15.19	£21.84	70			
7. Transport	£385,973	£102.49	£125.67	82			
8. Communication	£57,778	£15.34	£19.03	81			
9. Recreation & Culture	£313,651	£83.29	£98.79	84			
10. Education	£21,994	£5.84	£21.71	27			
11. Restaurants & Hotels	£323,047	£85.78	£103.11	83			
12. Miscellaneous goods and services	£439,506	£116.70	£135.92	86			
Total Expenditure	£2,673,217	£709.83	£852.33	83			

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.

CENSUS DEMOGRAPHICS

© 2025 CACI Limited and all other applicable third party notices (2021 Census) can be found at www.caci.co.uk/copyrightnotices.pdf

Area:	P04393_Picks, Halesowen, B63 3BQ (0.50 Mile contour)
Base:	Great Britain
Year:	2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	Index av=100	0	100	200
1. Higher managerial, administrative and professional	627	10.0	12.7	78			
2. Lower managerial, administrative and professional	1,230	19.6	19.9	98			
3. Intermediate	897	14.3	11.5	124			
4. Small employers and own account workers	554	8.8	10.3	85			
5. Lower supervisory and technical	314	5.0	5.6	89			
6. Semi-routine	863	13.7	11.7	118			
7. Routine	858	13.7	12.1	113			
Never worked and long-term unemployed	568	9.0	8.2	110			
Full-time students	369	5.9	7.8	76			
Total population	6,280						

