

CGA LICENCED PREMISES

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Area: P01702_Villa Tavern, Birmingham, B7 5PD (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	33.6	81.7	41			
Proprietary Club	4	13.4	7.3	185			
Registered Club	2	6.7	28.2	24			
Restaurant	5	16.8	32.1	52			
Residential	0	0.0	2.7	0			

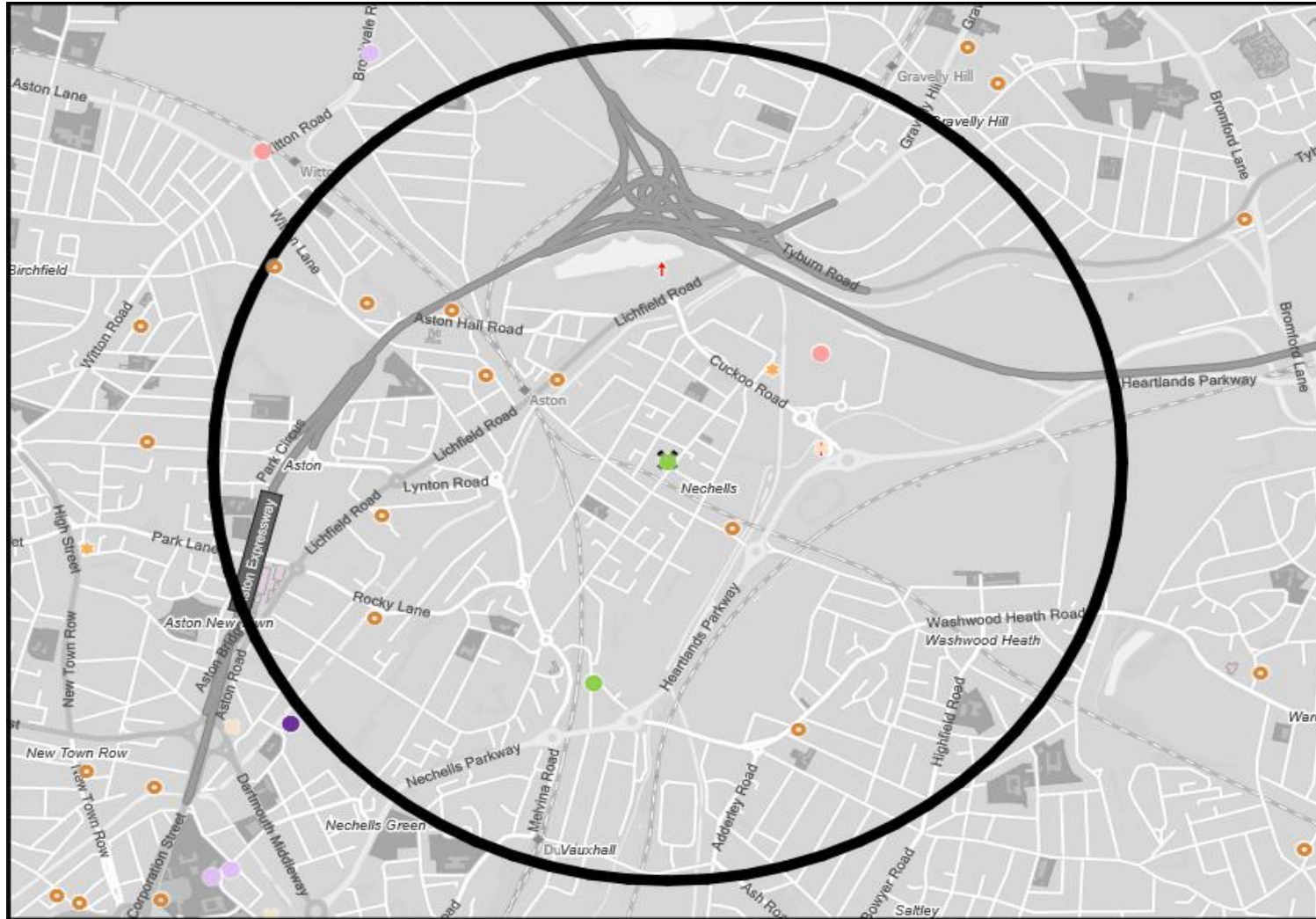
Name	Description	License Type	Owner Name	Postcode
Manor Tavern	Independent Free	Pubs & Full On	Independent Free	B 6 5RX
Aston Villa Football Club	Independent Free	Proprietary Club	Independent Free	B 6 6HE
Aston Tavern	Independent Free	Pubs & Full On	Independent Free	B 6 6QA
Aston Social Club	Independent Free	Registered Club	Independent Free	B 6 7JU
Albion Vaults	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 7 5AP
Villa Tavern	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 7 5PD
Heartlands Social Club	Independent Free	Registered Club	Independent Free	B 7 5RX
Saltley Inn	Independent Free	Pubs & Full On	Independent Free	B 8 1RS
Swan & Mitre	Independent Free	Pubs & Full On	Independent Free	B 6 7ST
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	B 7 5SB
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	B 7 5TR
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	B 7 5SA
Shanahans	Independent Free	Pubs & Full On	Independent Free	B 7 5EP
Powerleague	Powerleague Group	Proprietary Club	Powerleague Group	B 6 7TG
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	B 7 5SB
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	B 7 5SA
Zauq Buffet	Star Pubs & Bars	Restaurant	Star Pubs & Bars	B 7 5SA
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	B 7 5SB
Shobha's	Independent Free	Restaurant	Independent Free	B 7 5SA
Oodles N Oodes	Independent Free	Restaurant	Independent Free	B 7 5SA
Aston Inn	Independent Free	Pubs & Full On	Independent Free	B 6 7NA

MAP OF AREA

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Source: OS Open Data 2018

Area: P01702_Villa Tavern, Birmingham, B7 5PD (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: P01702_Villa Tavern, Birmingham, B7 SPD (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	0	0.0	22.1	0		
2 Rising Prosperity	10	0.1	10.2	1		
3 Comfortable Communities	888	9.1	26.5	34		
4 Financially Stretched	4,298	44.1	23.7	186		
5 Urban Adversity	4,513	46.3	17.2	269		
6 Not Private Households	39	0.4	0.3	116		
Total households		9,748				



Graph

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

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:

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.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01702_Villa Tavern, Birmingham, B7 5PD (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	0	0.0	11.3	0			
1.C Mature Money	0	0.0	9.6	0			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	10	0.1	6.4	2			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	342	3.5	6.0	59			
3.H Steady Neighbourhoods	223	2.3	7.4	31			
3.I Comfortable Seniors	10	0.1	2.9	4			
3.J Starting Out	313	3.2	4.6	71			
4. Financially Stretched							
4.K Student Life	7	0.1	2.5	3			
4.L Modest Means	3,184	32.7	8.0	409			
4.M Striving Families	820	8.4	7.4	113			
4.N Poorer Pensioners	287	2.9	5.8	51			
5. Urban Adversity							
5.O Young Hardship	1,484	15.2	6.3	244			
5.P Struggling Estates	985	10.1	5.7	177			
5.Q Difficult Circumstances	2,044	21.0	5.2	400			
6. Not Private Households							
6.R Not Private Households	39	0.4	0.3	116			
Total households	9,748						

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.5% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

CORE DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Social renting	Family structure Single
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £21k London: £19k Average: £40k Average: £46k	% Disposable income UK: 42% London: 35% Average: 43% Average: 29%	Financial situation
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BRANDS

SHOPPING: The Works, Poundland, bm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **57%** (UK average: 52%)
- I love the ease of using chat bots to get answers: **24%** (UK average: 28%)

TOP BEHAVIOURS

- 1 in 4 have never used the internet**
- Least likely of all groups to own a tablet or smartphone**
- Around half will use Facebook (probably with some help)**



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

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Area: P01702_Villa Tavern, Birmingham, B7 5PD (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	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
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			
1.C Mature Money							
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	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	10	0.1	3.4	3			
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	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	342	3.5	0.8	422			
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	151	1.5	3.5	45			
3.H.28 Owner occupied terraces, average income	72	0.7	1.6	46			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
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	10	0.1	0.5	21			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	253	2.6	2.2	121			
3.J.33 Smaller houses and starter homes	60	0.6	2.4	26			
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	7	0.1	1.9	4			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	21	0.2	1.4	15			
4.L.38 Semi-skilled workers in traditional neighbourhoods	69	0.7	2.6	27			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	3,094	31.7	1.0	3,194			
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	117	1.2	1.6	73			
4.M.43 Families in right-to-buy estates	460	4.7	2.0	231			
4.M.44 Post-war estates, limited means	243	2.5	2.2	115			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	25	0.3	0.8	33			
4.N.46 Elderly people in social rented flats	177	1.8	1.0	176			
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	85	0.9	1.7	51			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	362	3.7	2.2	170			
5.O.50 Struggling younger people in mixed tenure	610	6.3	1.8	348			
5.O.51 Young people in small, low cost terraces	512	5.3	2.3	232			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	246	2.5	1.6	162			
5.P.53 Low income terraces	117	1.2	0.8	146			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	378	3.9	0.7	524			
5.P.56 Low income large families in social rented semis	244	2.5	1.6	156			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	631	6.5	1.5	429			
5.Q.58 Singles and young families, some receiving benefits	514	5.3	1.8	299			
5.Q.59 Deprived areas and high-rise flats	899	9.2	2.0	468			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	39	0.4	0.1	673			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,748						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01702_Villa Tavern, Birmingham, B7 5PD (1 Mile contour)



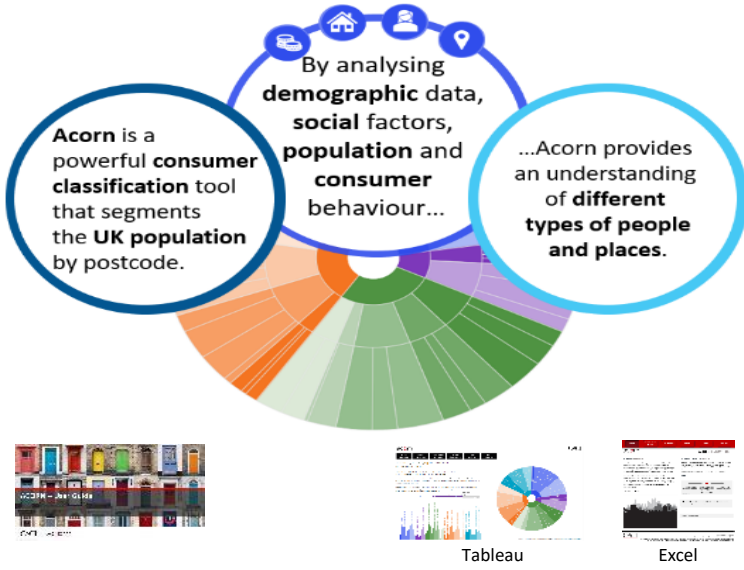
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

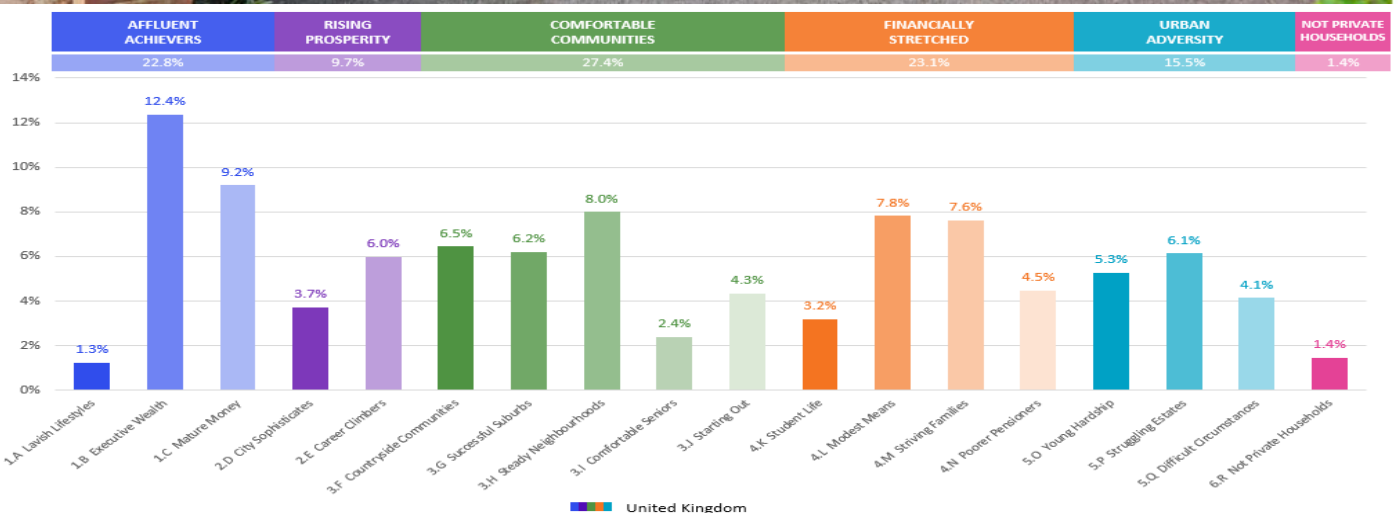
House tenure: Owned outright

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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