

# CGA LICENCED PREMISES

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Area: P03518\_Wrekin View, Dawley Bank, TF4 2JH  
 Base: Great Britain  
 Year: 2023

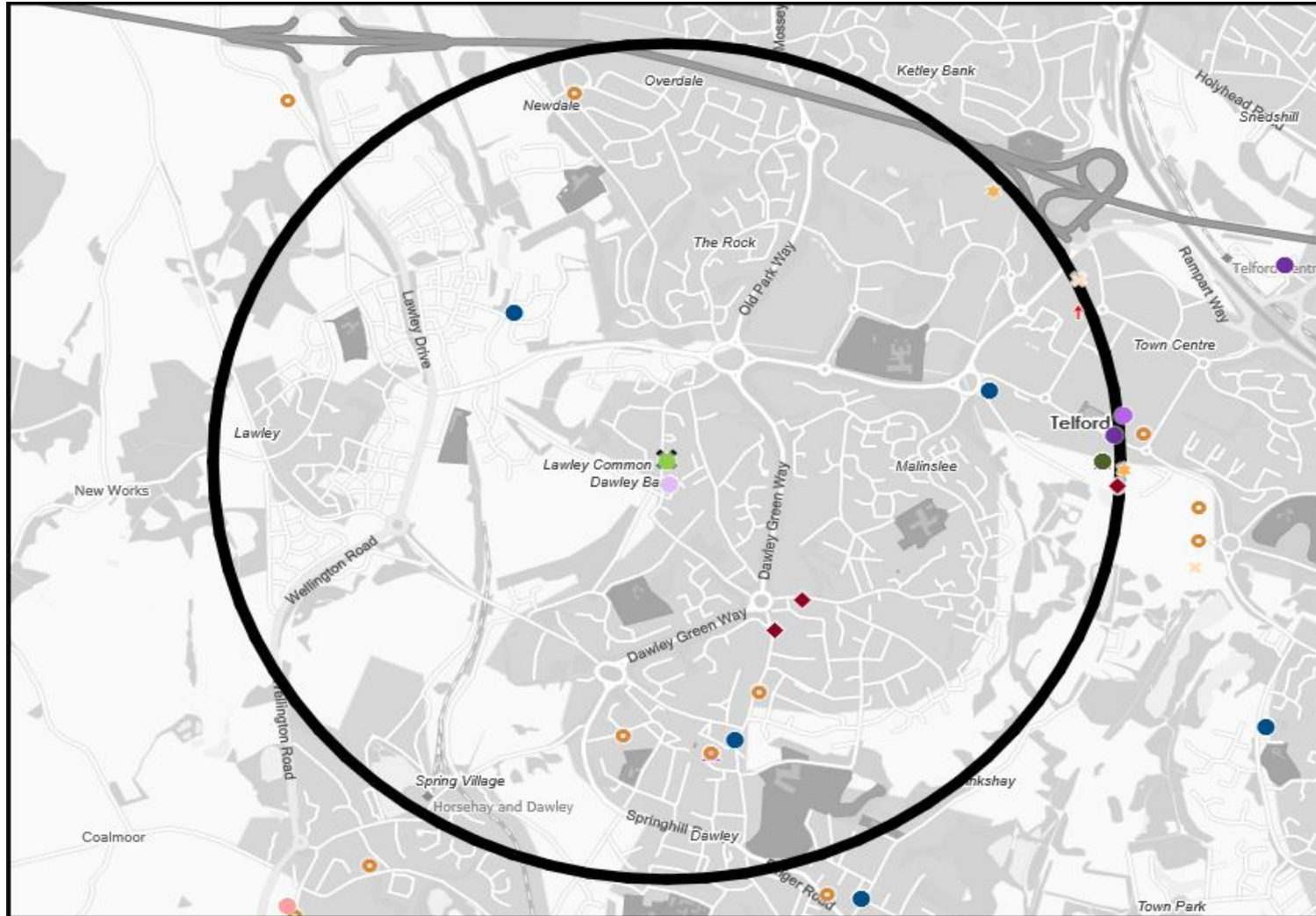
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	83.4	81.7	102			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	9.3	28.2	33			
Restaurant	8	37.1	32.1	116			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Odeon	Odeon Cinema Holdings	Pubs & Full On	Odeon Cinema Holdings	TF 3 4NE
Queens Head	Marston's	Pubs & Full On	Marston's	TF 4 2AA
Dawley Social Club	Independent Free	Registered Club	Independent Free	TF 4 2AG
Ring O Bells	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF 4 2AH
Talbot Inn	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	TF 4 2EX
Crown Inn	Independent Free	Pubs & Full On	Independent Free	TF 4 2EX
Jewel In The Crown	Independent Free	Restaurant	Independent Free	TF 4 2EX
Wrekin View	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	TF 4 2JH
Bulls Head	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	TF 4 2LJ
Royal British Legion Club	Independent Free	Registered Club	Independent Free	TF 4 2NW
Church Wicketts	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	TF 4 2AS
Seven Gorge Taverners	Marston's	Pubs & Full On	Marston's	TF 3 4NL
Gourmet 4	Gourmet 4	Pubs & Full On	Gourmet 4	TF 3 4AG
Grazing Cow	Marston's	Pubs & Full On	Marston's	TF 3 5ES
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	TF 3 4JG
Telford Oriental	Independent Free	Restaurant	Independent Free	TF 3 5AJ
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	TF 3 4DE
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	TF 3 4JG
Flying Elephant	Independent Free	Restaurant	Independent Free	TF 3 4JG
Bella Italia	Big Table Group Ltd	Restaurant	Big Table Group Ltd	TF 3 4JG
Wrekin Giant	Greene King	Pubs & Full On	Greene King	TF 3 4JG
Wildwood Kitchen	Independent Free	Restaurant	Independent Free	TF 3 4BF
Alberts Shed	Independent Free	Pubs & Full On	Independent Free	TF 3 4BF
Novello Lounge	Loungers	Pubs & Full On	Loungers	TF 3 4JG
Tgi Fridays	TGI Fridays UK Limited	Restaurant	TGI Fridays UK Limited	TF 3 4JG
Liquor Lab	Independent Free	Pubs & Full On	Independent Free	TF 3 4JG
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	TF 3 4BF
Five Guys	Five Guys	Restaurant	Five Guys	TF 3 4AG

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03518\_Wrekin View, Dawley Bank, TF4 2JH (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

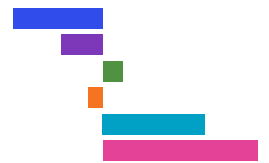
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**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	787	9.4	22.1	42		
2 Rising Prosperity	627	7.5	10.2	73		
3 Comfortable Communities	2,517	29.9	26.5	113		
4 Financially Stretched	1,812	21.5	23.7	91		
5 Urban Adversity	2,404	28.6	17.2	166		
6 Not Private Households	268	3.2	0.3	926		
<b>Total households</b>		<b>8,415</b>				



Graph



#### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt    Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life    13%
- L Modest Means    34%
- M Striving Families    34%
- N Poorer Pensioners    20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.



## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03518\_Wrekin View, Dawley Bank, TF4 2JH (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	771	9.2	11.3	81			
1.C Mature Money	16	0.2	9.6	2			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	627	7.5	6.4	117			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	105	1.2	5.7	22			
3.G Successful Suburbs	889	10.6	6.0	177			
3.H Steady Neighbourhoods	217	2.6	7.4	35			
3.I Comfortable Seniors	28	0.3	2.9	12			
3.J Starting Out	1,278	15.2	4.6	334			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	340	4.0	8.0	51			
4.M Striving Families	989	11.8	7.4	158			
4.N Poorer Pensioners	483	5.7	5.8	100			
<b>5. Urban Adversity</b>							
5.O Young Hardship	336	4.0	6.3	64			
5.P Struggling Estates	1,412	16.8	5.7	294			
5.Q Difficult Circumstances	656	7.8	5.2	149			
<b>6. Not Private Households</b>							
6.R Not Private Households	268	3.2	0.3	926			
<b>Total households</b>	<b>8,415</b>						

### Acorn Group Pen Portrait

**4 K Student Life**      1.6M UK Adults      3.0% of UK

**Students and young people with little income living in halls of residence or shared houses.** These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

#### CORE DEMOGRAPHICS

Age range <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING:			
LEISURE:			
WEBSITES:			

#### DIGITAL ATTITUDES

I worry about online security <b>58%</b> <small>UK average: 48%</small>	Shopping online makes my life easier <b>68%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>44%</b> <small>UK average: 28%</small>
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#### FINANCIAL PROFILE

Household income UK: <b>£33k</b> London: <b>£36k</b> <small>Average: £40k    Average: £46k</small>	% Disposable income UK: <b>26%</b> London: <b>16%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
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#### TOP BEHAVIOURS

<b>Love to buy new gadgets and appliances</b>	<b>Research beauty online</b>	<b>Social media: Snapchat, YouTube and TikTok</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03518\_Wrekin View, Dawley Bank, TF4 2JH (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

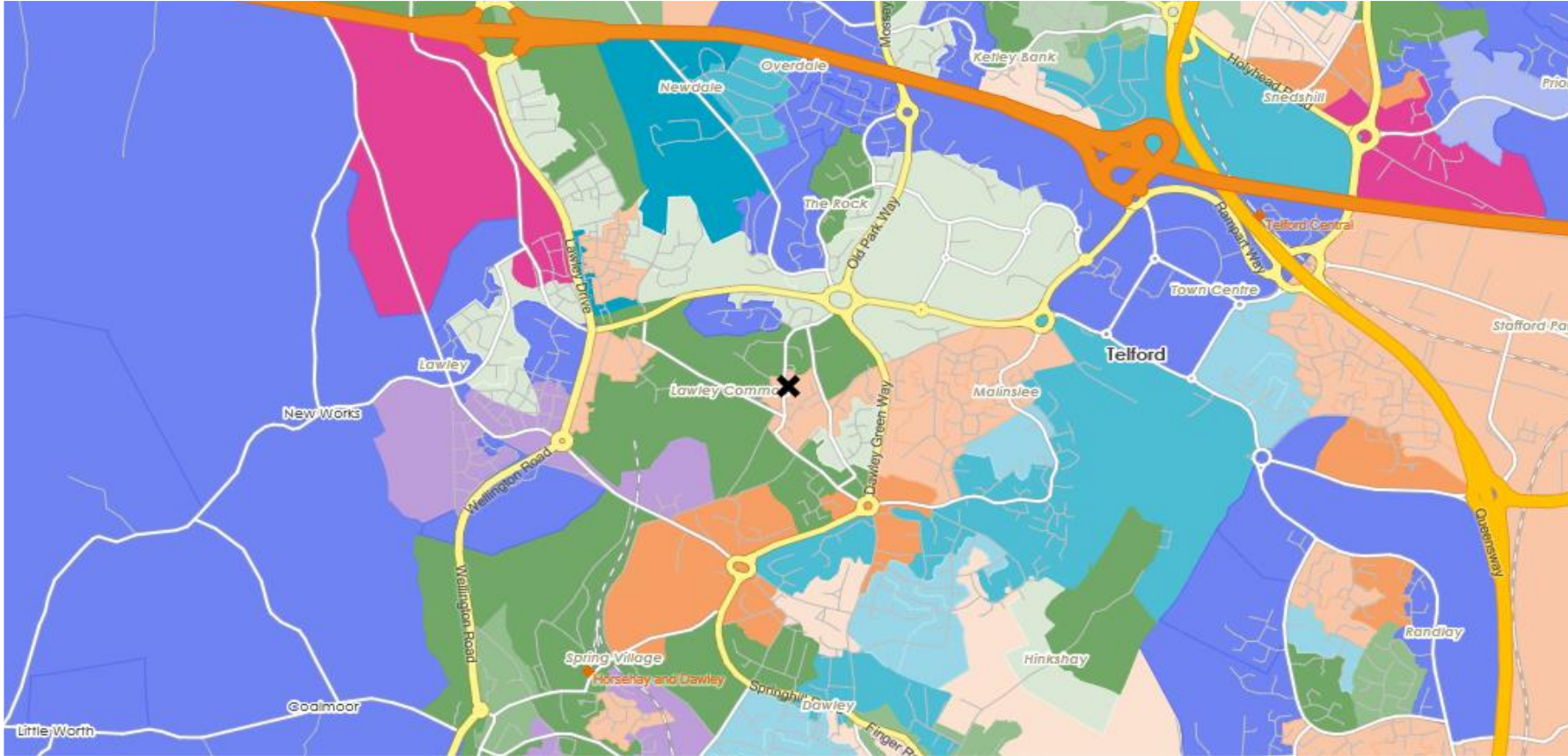
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	5	0.1	2.6	2			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	671	8.0	2.2	359			
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	95	1.1	1.6	70			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	16	0.2	3.1	6			
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			
<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	604	7.2	2.0	363			
2.E.19 First time buyers in small, modern homes	23	0.3	3.4	8			
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	105	1.2	3.2	39			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	741	8.8	2.7	327			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	148	1.8	2.4	73			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	35	0.4	3.5	12			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	181	2.2	2.3	92			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	25	0.3	2.4	13			
3.I.31 Elderly singles in purpose-built accommodation	3	0.0	0.5	7			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	1,278	15.2	2.4	633			
<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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	274	3.3	2.6	124			
4.L.39 Fading owner occupied terraces	66	0.8	2.9	27			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	53	0.6	1.6	39			
4.M.42 Struggling young families in post-war terraces	598	7.1	1.6	433			
4.M.43 Families in right-to-buy estates	129	1.5	2.0	75			
4.M.44 Post-war estates, limited means	209	2.5	2.2	114			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	48	0.6	0.8	72			
4.N.46 Elderly people in social rented flats	48	0.6	1.0	55			
4.N.47 Low income older people in smaller semis	250	3.0	2.2	133			
4.N.48 Pensioners and singles in social rented flats	137	1.6	1.7	95			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	118	1.4	2.2	64			
5.O.50 Struggling younger people in mixed tenure	174	2.1	1.8	115			
5.O.51 Young people in small, low cost terraces	44	0.5	2.3	23			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	900	10.7	1.6	685			
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	512	6.1	1.6	380			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	202	2.4	1.5	159			
5.Q.58 Singles and young families, some receiving benefits	295	3.5	1.8	199			
5.Q.59 Deprived areas and high-rise flats	159	1.9	2.0	96			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	262	3.1	0.1	5,239			
6.R.61 Inactive communal population	6	0.1	0.3	25			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>8,415</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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- 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
	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
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**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**

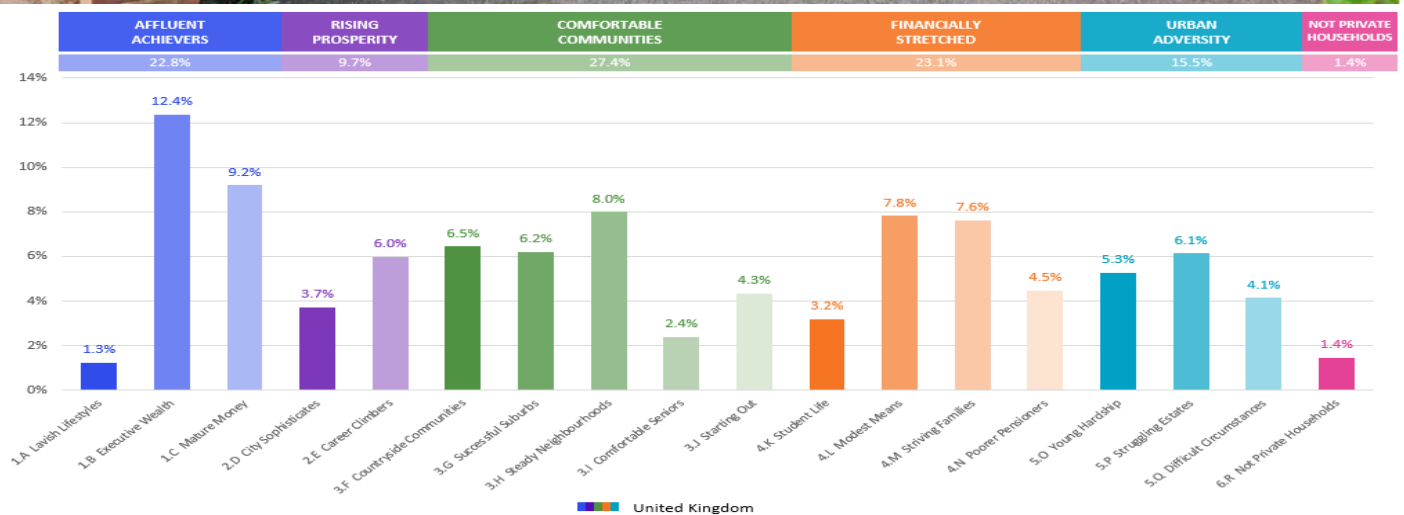
House tenure: **Owned outright**

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

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