

# CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01380\_Robin, Smethwick, B66 3PZ (1 Mile r  
 Base: Great Britain  
 Year: 2023

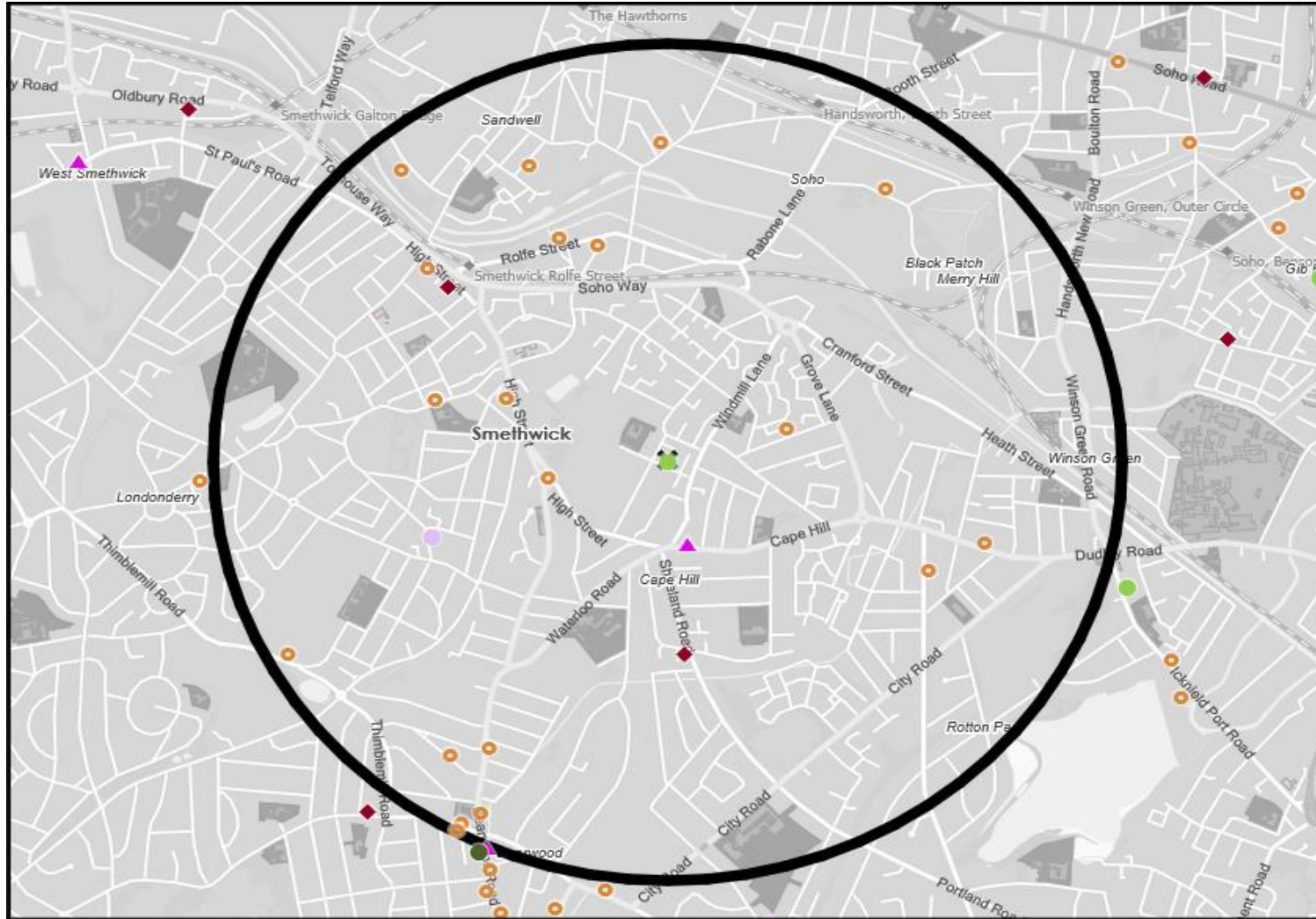
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	18.1	81.7	22			
Proprietary Club	2	3.6	7.3	50			
Registered Club	7	12.7	28.2	45			
Restaurant	7	12.7	32.1	39			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
St Patricks Catholic Club	Independent Free	Registered Club	Independent Free	B 16 0LB
Pasha Turkish	Independent Free	Restaurant	Independent Free	B 18 4HB
Soho Foundry Tavern	Independent Free	Pubs & Full On	Independent Free	B 66 2LQ
Blue Gates	Independent Free	Pubs & Full On	Independent Free	B 66 1AA
Windsor Theatre	Independent Free	Proprietary Club	Independent Free	B 66 4DL
Night Inn Social Club	Independent Free	Registered Club	Independent Free	B 66 1DH
Golu Da Dhaba	Independent Free	Restaurant	Independent Free	B 66 2AU
Smethwick Cricket Club	Independent Free	Registered Club	Independent Free	B 66 2BT
Old Talbot	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 66 3AP
Red Cow	Independent Free	Pubs & Full On	Independent Free	B 66 3NL
Smethwick Conservative Club	Independent Free	Registered Club	Independent Free	B 66 3NL
Kings Grill House	Independent Free	Restaurant	Independent Free	B 66 3PA
Robinson Crusoe	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 66 3PZ
Woodlands Bar And Grill	Independent Free	Restaurant	Independent Free	B 66 3TD
Shireland Inn	Global Star	Pubs & Full On	Global Star	B 66 4RD
Seven Stars	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	B 66 4SF
Thimblemill Recreation Centre	Independent Free	Proprietary Club	Independent Free	B 67 6NR
Smethwick Photographic Social Club	Independent Free	Registered Club	Independent Free	B 67 7DN
Bearwood Conservative & Unionist Club	Independent Free	Registered Club	Independent Free	B 67 5AA
Old Chapel Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 67 6EQ
Smethwick Labour Club & Institute	Independent Free	Registered Club	Independent Free	B 67 7DN
Standard Tandoori Restaurant	Independent Free	Restaurant	Independent Free	B 66 4DH
Jewels Conference Suite	Independent Free	Pubs & Full On	Independent Free	B 66 2AR
Friendly Fire & Flaming Grill	Independent Free	Restaurant	Independent Free	B 67 5BT
Prestige Suite	Independent Free	Pubs & Full On	Independent Free	B 66 2JL
Romanian Restaurant	Independent Free	Restaurant	Independent Free	B 67 5BA

# MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)  
 Source: OS Open Data 2018

Area: P01380\_Robin, Smethwick, B66 3PZ (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P01380\_Robin, Smethwick, B66 3PZ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	154	0.8	22.1	4		
2 Rising Prosperity	686	3.6	10.2	36		
3 Comfortable Communities	3,218	17.0	26.5	64		
4 Financially Stretched	6,940	36.6	23.7	154		
5 Urban Adversity	7,902	41.6	17.2	242		
6 Not Private Households	73	0.4	0.3	112		
<b>Total households</b>				<b>18,973</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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P01380\_Robin, Smethwick, B66 3PZ (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	125	0.7	11.3	6			
1.C Mature Money	29	0.2	9.6	2			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	144	0.8	3.8	20			
2.E Career Climbers	542	2.9	6.4	45			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	1,417	7.5	6.0	125			
3.H Steady Neighbourhoods	105	0.6	7.4	7			
3.I Comfortable Seniors	0	0.0	2.9	0			
3.J Starting Out	1,696	8.9	4.6	196			
<b>4. Financially Stretched</b>							
4.K Student Life	655	3.5	2.5	138			
4.L Modest Means	5,360	28.3	8.0	354			
4.M Striving Families	387	2.0	7.4	27			
4.N Poorer Pensioners	538	2.8	5.8	49			
<b>5. Urban Adversity</b>							
5.O Young Hardship	2,754	14.5	6.3	232			
5.P Struggling Estates	2,467	13.0	5.7	228			
5.Q Difficult Circumstances	2,681	14.1	5.2	270			
<b>6. Not Private Households</b>							
6.R Not Private Households	73	0.4	0.3	112			
<b>Total households</b>	<b>18,973</b>						

### 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 <b>65+</b>	Children at home <b>0</b>
House tenure <b>Social renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**FINANCIAL PROFILE**

Household income UK: <b>£21k</b> London: <b>£19k</b> <small>Average: £40k    Average: £46k</small>	% Disposable income UK: <b>42%</b> London: <b>35%</b> <small>Average: 43%    Average: 29%</small>	Financial situation 
---	--	-------------------------

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>56%</b> <small>UK average: 59%</small>	Shopping online makes my life easier <b>57%</b> <small>UK average: 52%</small>	I love the ease of using chat bots to get answers <b>24%</b> <small>UK average: 28%</small>
---	--	---

**TOP BEHAVIOURS**

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





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

### ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P01380\_Robin, Smethwick, B66 3PZ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Corn Structure  
 Index  
 Profile %

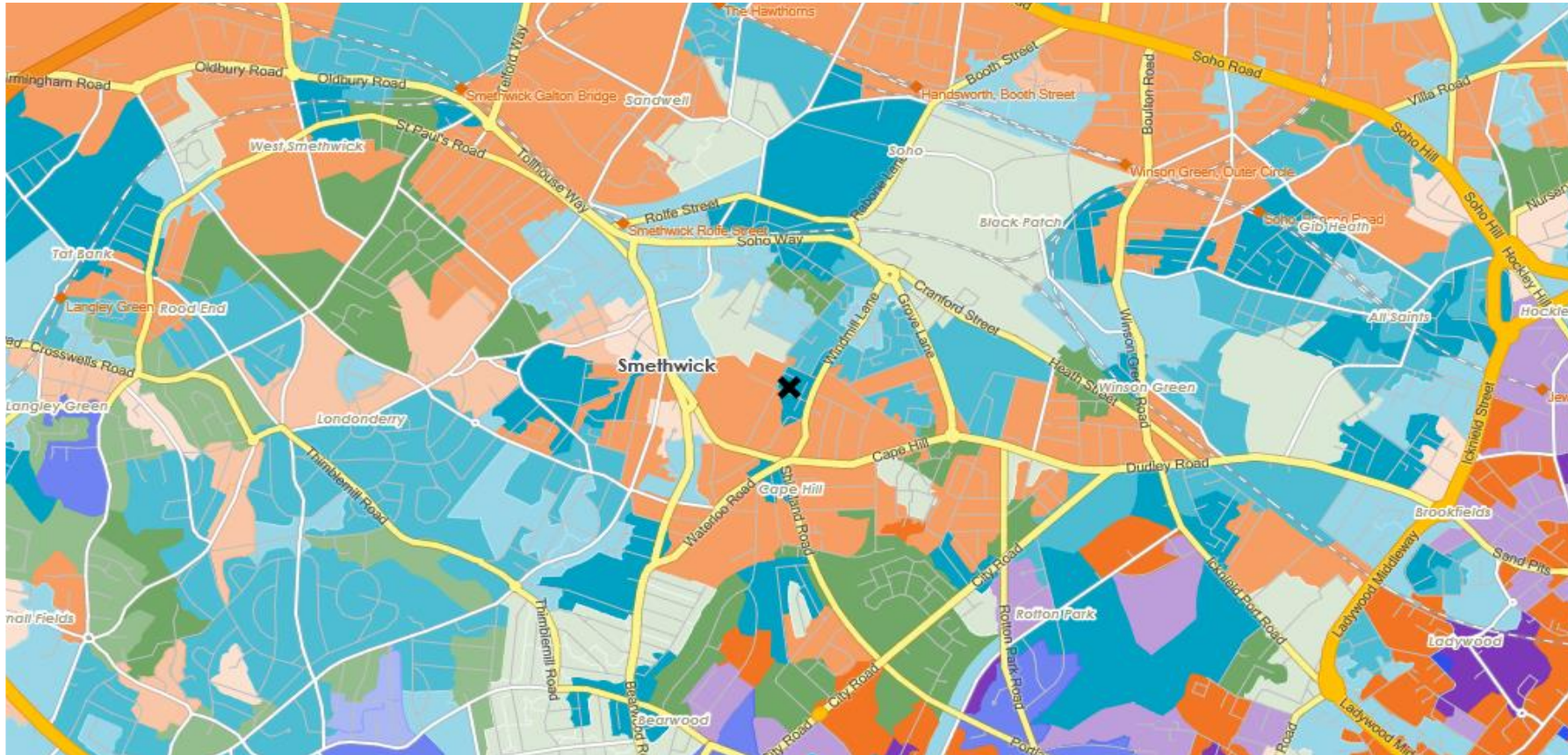
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	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	125	0.7	1.5	43			
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	29	0.2	2.8	5			
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	144	0.8	1.0	79			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	42	0.2	2.0	11			
2.E.19 First time buyers in small, modern homes	136	0.7	3.4	21			
2.E.20 Mixed metropolitan areas	364	1.9	1.0	191			
<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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	52	0.3	2.7	10			
3.G.25 Larger family homes, multi-ethnic areas	1,365	7.2	0.8	864			
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	58	0.3	3.5	9			
3.H.28 Owner occupied terraces, average income	47	0.2	1.6	15			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	0	0.0	2.4	0			
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	1,672	8.8	2.2	409			
3.J.33 Smaller houses and starter homes	24	0.1	2.4	5			
<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	655	3.5	1.9	180			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	6	0.0	1.4	2			
4.L.38 Semi-skilled workers in traditional neighbourhoods	1	0.0	2.6	0			
4.L.39 Fading owner occupied terraces	94	0.5	2.9	17			
4.L.40 High occupancy terraces, culturally diverse family areas	5,259	27.7	1.0	2,790			
<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	24	0.1	1.6	8			
4.M.43 Families in right-to-buy estates	329	1.7	2.0	85			
4.M.44 Post-war estates, limited means	34	0.2	2.2	8			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	203	1.1	0.8	136			
4.N.46 Elderly people in social rented flats	281	1.5	1.0	144			
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	54	0.3	1.7	17			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	303	1.6	2.2	73			
5.O.50 Struggling younger people in mixed tenure	770	4.1	1.8	226			
5.O.51 Young people in small, low cost terraces	1,681	8.9	2.3	391			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	862	4.5	1.6	291			
5.P.53 Low income terraces	102	0.5	0.8	65			
5.P.54 Multi-ethnic, purpose-built estates	14	0.1	1.0	8			
5.P.55 Deprived and ethnically diverse in flats	598	3.2	0.7	426			
5.P.56 Low income large families in social rented semis	891	4.7	1.6	293			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	918	4.8	1.5	321			
5.Q.58 Singles and young families, some receiving benefits	664	3.5	1.8	199			
5.Q.59 Deprived areas and high-rise flats	1,099	5.8	2.0	294			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	21	0.1	0.1	186			
6.R.61 Inactive communal population	52	0.3	0.3	96			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>				<b>18,973</b>			

# DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01380\_Robin, Smethwick, B66 3PZ (1 Mile contour)

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf



6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input 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
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	R. Not Private Households	60-62

**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**

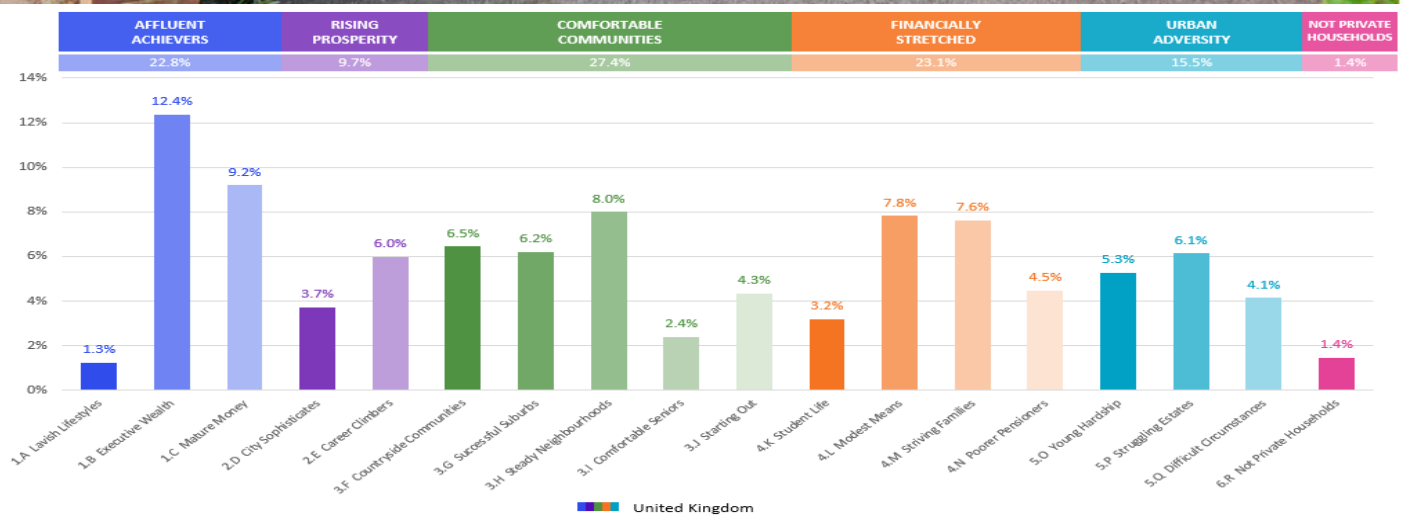
House tenure: **Owned outright**

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

© 2024 CACI Limited and all other applicable third party notices can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P01380\_Robin, Smethwick, B66 3PZ (1 Mile contour)

