

CGA LICENCED PREMISES

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Area: P04081_Eagle, Redditch, B97 5JA (1 Mile cor
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	55.5	81.7	68			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	9.2	28.2	33			
Restaurant	3	13.9	32.1	43			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Southcrest Hotel	Independent Free	Pubs & Full On	Independent Free	B 97 4JS
Park Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 97 4JU
Seven Stars	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 97 4LB
Rocklands Social Club	Independent Free	Registered Club	Independent Free	B 97 4LB
Massalla Club	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	B 97 4LE
Hart At Headless Cross	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 97 5EJ
Gate Hangs Well	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 97 5ES
Eagle Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 97 5JA
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	B 97 5NF
Bramley Cottage	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	B 97 5QB
South Redditch Sports & Social Club	Independent Free	Registered Club	Independent Free	B 98 7RS
Duck Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 98 7YH
Steps Bar & Bistro	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	B 97 5EN
Essence Of Bengal	Independent Free	Restaurant	Independent Free	B 97 4LB
Inn Plaice	Independent Free	Restaurant	Independent Free	B 97 4JX
Vaughans Tapas Bar	Independent Free	Pubs & Full On	Independent Free	B 97 4JX
No 505 Coffee And Wine	Independent Free	Pubs & Full On	Independent Free	B 97 5JJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04081_Eagle, Redditch, B97 5JA (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: P04081_Eagle, Redditch, B97 5JA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,164	23.8	22.1	108		
 2 Rising Prosperity	289	3.2	10.2	31		
 3 Comfortable Communities	2,895	31.9	26.5	120		
 4 Financially Stretched	2,402	26.5	23.7	112		
 5 Urban Adversity	1,324	14.6	17.2	85		
 6 Not Private Households	4	0.0	0.3	13		
 Graph						
Total households	9,078					

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

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 Groups within Category 4: Financially Stretched

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

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04081_Eagle, Redditch, B97 5JA (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	1,741	19.2	11.3	169			
1.C Mature Money	423	4.7	9.6	48			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	289	3.2	6.4	50			
3. Comfortable Communities							
3.F Countryside Communities	109	1.2	5.7	21			
3.G Successful Suburbs	919	10.1	6.0	170			
3.H Steady Neighbourhoods	960	10.6	7.4	143			
3.I Comfortable Seniors	240	2.6	2.9	93			
3.J Starting Out	667	7.3	4.6	161			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,668	18.4	8.0	230			
4.M Striving Families	484	5.3	7.4	72			
4.N Poorer Pensioners	250	2.8	5.8	48			
5. Urban Adversity							
5.O Young Hardship	990	10.9	6.3	174			
5.P Struggling Estates	55	0.6	5.7	11			
5.Q Difficult Circumstances	279	3.1	5.2	59			
6. Not Private Households							
6.R Not Private Households	4	0.0	0.3	13			
Total households	9,078						

Acorn Group Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

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.

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:

A

B

C

D

E

F

G

H

I

J

K

L

M

N

O

P

Q

R

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

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Area: P04081_Eagle, Redditch, B97 5JA (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
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	296	3.3	2.6	123			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	831	9.2	2.2	412			
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	614	6.8	1.6	420			
1.C Mature Money							
1.C.10 Better-off villagers	74	0.8	3.1	26			
1.C.11 Settled suburbia, older people	153	1.7	2.8	60			
1.C.12 Retired and empty nesters	159	1.8	2.5	71			
1.C.13 Upmarket downsizers	37	0.4	1.3	32			
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	111	1.2	2.0	62			
2.E.19 First time buyers in small, modern homes	178	2.0	3.4	58			
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	22	0.2	1.0	24			
3.F.23 Owner occupiers in small towns and villages	87	1.0	3.2	30			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	795	8.8	2.7	325			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	124	1.4	2.4	56			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	434	4.8	3.5	138			
3.H.28 Owner occupied terraces, average income	59	0.6	1.6	41			
3.H.29 Established suburbs, older families	467	5.1	2.3	220			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	240	2.6	2.4	111			
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	216	2.4	2.2	111			
3.J.33 Smaller houses and starter homes	451	5.0	2.4	207			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	53	0.6	1.4	40			
4.L.38 Semi-skilled workers in traditional neighbourhoods	370	4.1	2.6	155			
4.L.39 Fading owner occupied terraces	1,245	13.7	2.9	470			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	50	0.6	1.6	35			
4.M.42 Struggling young families in post-war terraces	409	4.5	1.6	275			
4.M.43 Families in right-to-buy estates	16	0.2	2.0	9			
4.M.44 Post-war estates, limited means	9	0.1	2.2	5			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	58	0.6	0.8	81			
4.N.46 Elderly people in social rented flats	56	0.6	1.0	60			
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	136	1.5	1.7	88			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	381	4.2	2.2	192			
5.O.50 Struggling younger people in mixed tenure	473	5.2	1.8	290			
5.O.51 Young people in small, low cost terraces	136	1.5	2.3	66			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	26	0.3	1.6	18			
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	29	0.3	1.6	20			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	25	0.3	1.5	18			
5.Q.58 Singles and young families, some receiving benefits	172	1.9	1.8	108			
5.Q.59 Deprived areas and high-rise flats	82	0.9	2.0	46			
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	4	0.0	0.3	15			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	9,078						

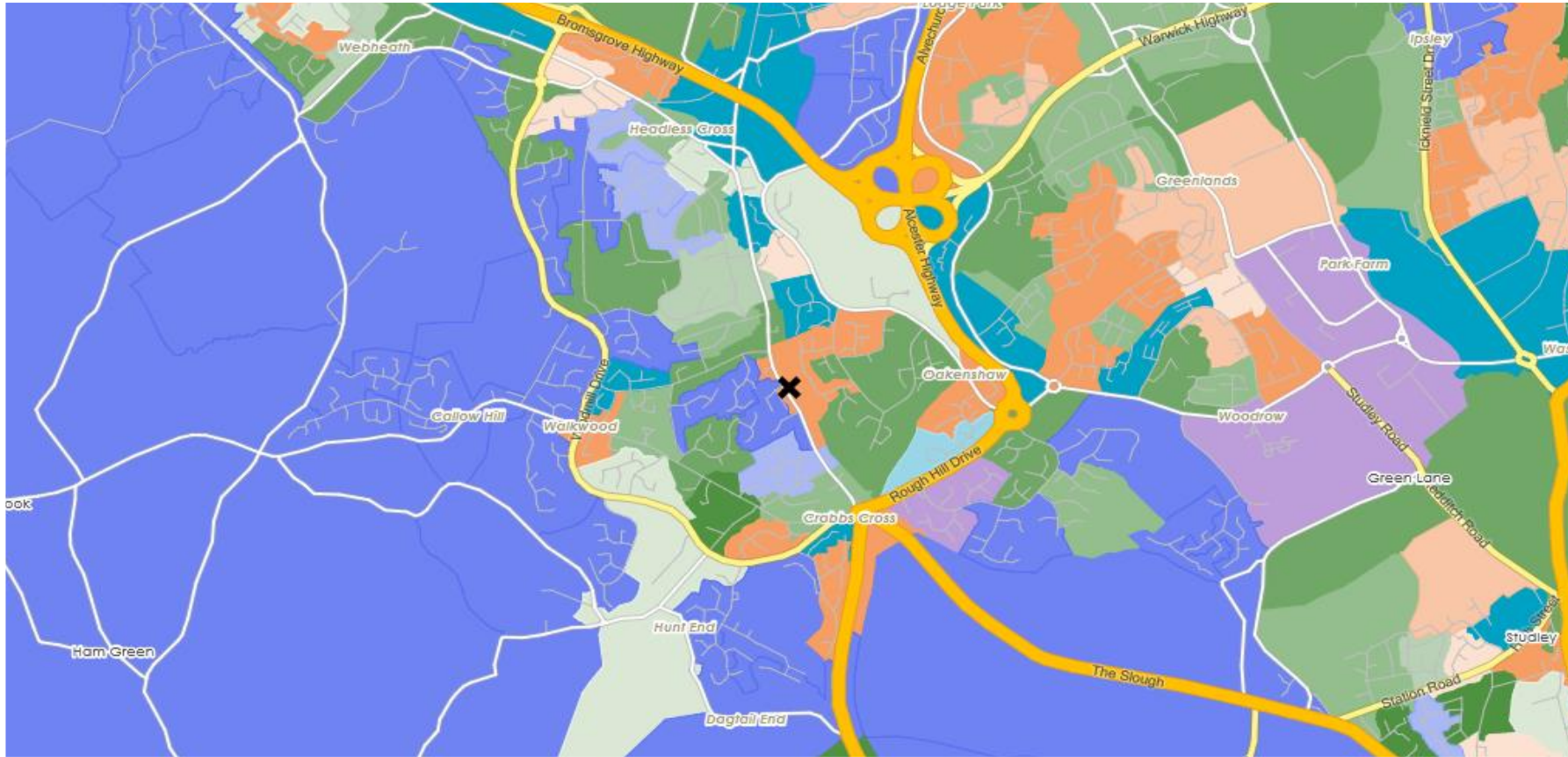
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04081_Eagle, Redditch, B97 5JA (1 Mile contour)

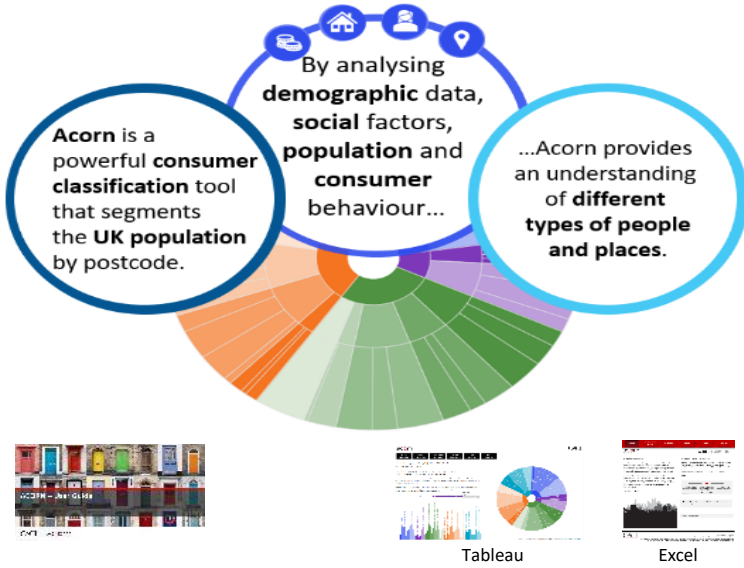


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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

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+**

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.

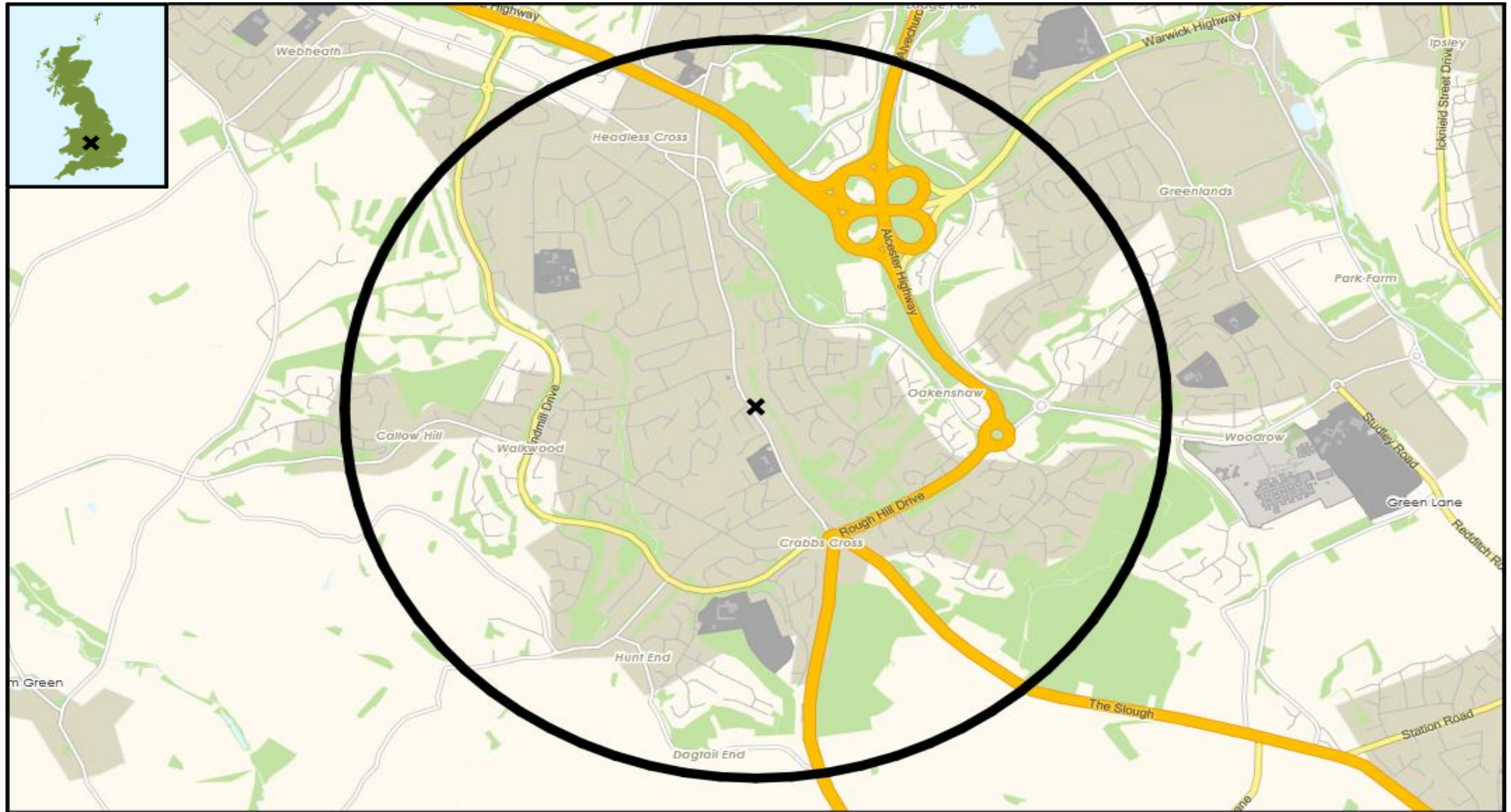


MAP OF AREA

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Source: OS Open Data 2018

Area: P04081_Eagle, Redditch, B97 5JA (1 Mile contour)

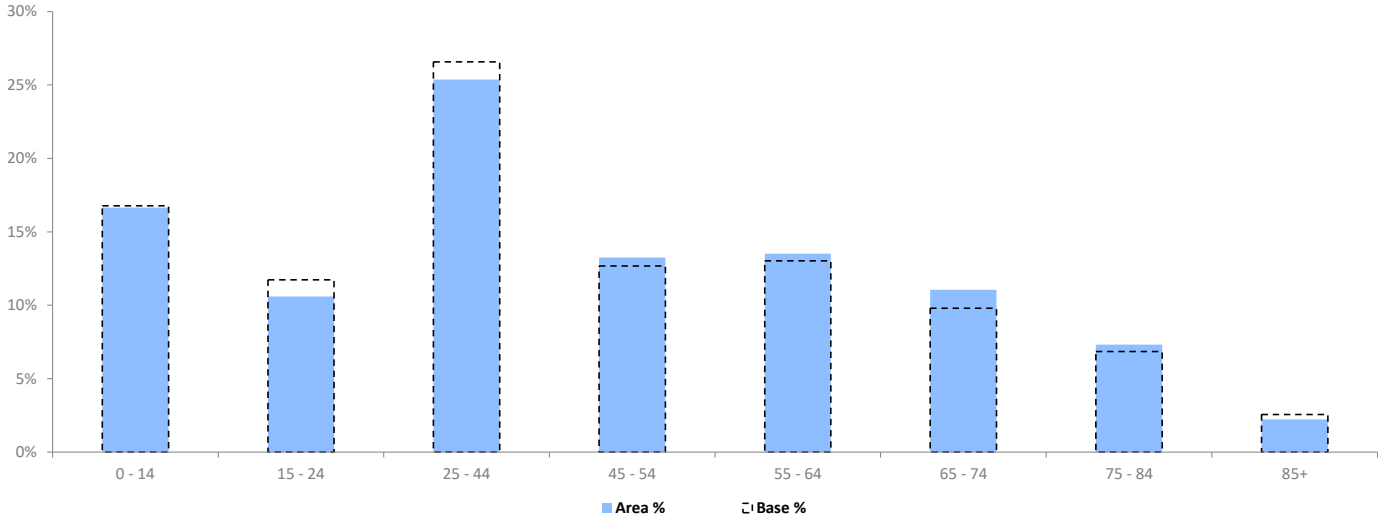


POPULATION PROJECTIONS

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Area: P04081_Eagle, Redditch, B97 5JA (1 Mile contour)
 Base: Great Britain
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,604	16.7	16.8	99			
15 - 24	2,293	10.6	11.7	90			
25 - 44	5,490	25.4	26.6	95			
45 - 54	2,867	13.3	12.7	105			
55 - 64	2,923	13.5	13.0	104			
65 - 74	2,393	11.1	9.8	113			
75 - 84	1,584	7.3	6.9	107			
85+	481	2.2	2.6	87			
Total population	21,635						



EXPENDITURE

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Area: P04081_Eagle, Redditch, B97 5JA (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	£602,609	£68.68	£66.95	103			
2. Alcoholic beverages, tobacco and narcotics	£244,316	£27.85	£28.12	99			
3. Clothing & Footwear	£210,034	£23.94	£22.40	107			
4. Housing, water, electricity, gas and other fuels	£901,654	£102.76	£107.19	96			
5. Furnishings, equipment and routine maintenance	£335,939	£38.29	£36.85	104			
6. Health	£114,484	£13.05	£13.48	97			
7. Transport	£1,173,862	£133.79	£134.74	99			
8. Communication	£139,892	£15.94	£15.74	101			
9. Recreation & Culture	£604,840	£68.94	£64.16	107			
10. Education	£88,399	£10.08	£22.26	45			
11. Restaurants & Hotels	£575,945	£65.64	£67.11	98			
12. Miscellaneous goods and services	£969,234	£110.47	£109.86	101			
Total Expenditure	£5,961,206	£679.42	£688.85	99			

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.