

# CGA LICENCED PREMISES

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Area: P04578\_White Swan, Warley, B69 3AD (0.50)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	7	287.2	81.7	<b>352</b>			
Proprietary Club	1	41.0	7.3	<b>563</b>			
Registered Club	0	0.0	28.2	0			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

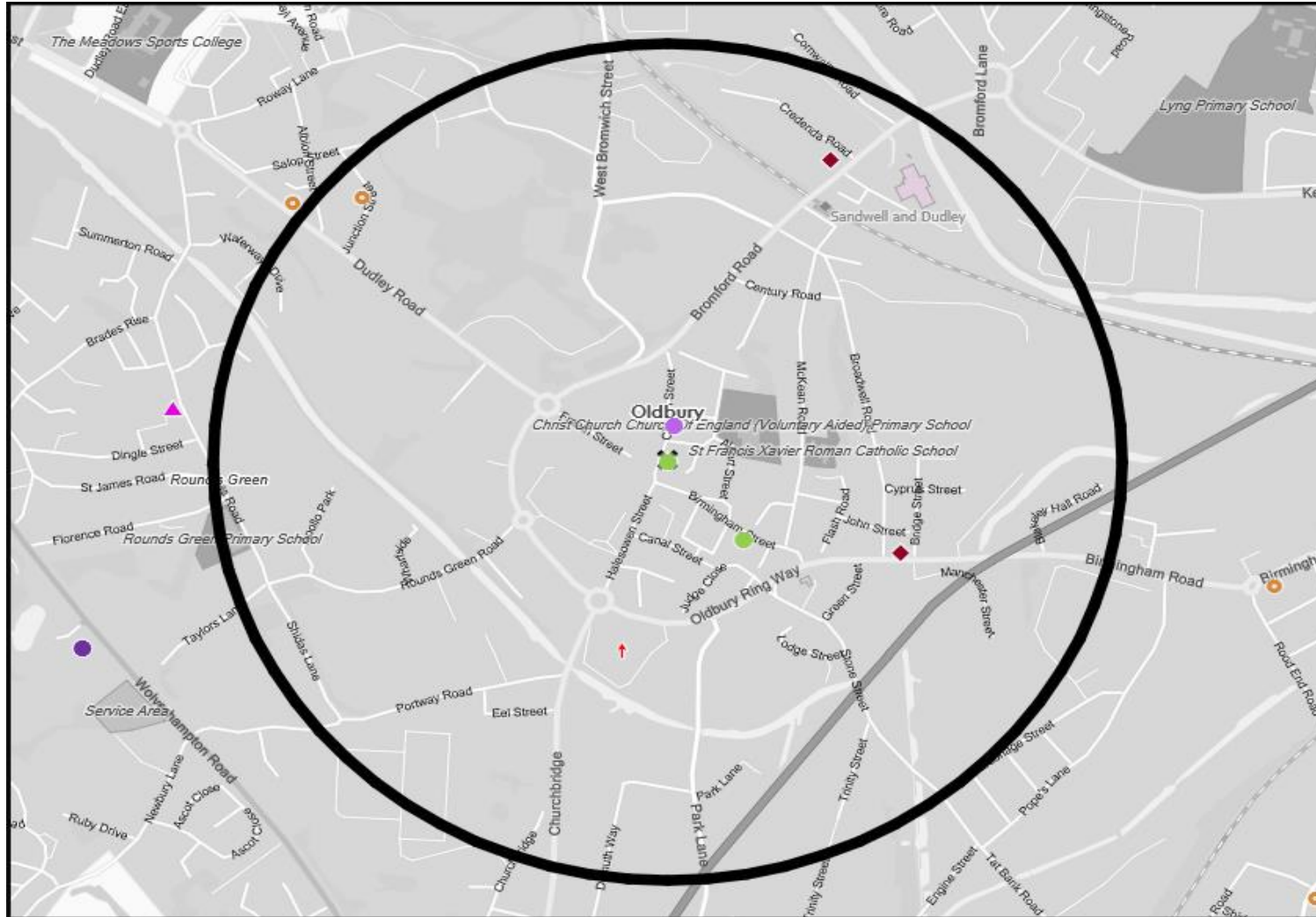
Name	Description	License Type	Owner Name	Postcode
Waggon & Horses	Unknown	Pubs & Full On	Unknown	B 69 3AD
White Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 3AD
Jolly Collier	Independent Free	Pubs & Full On	Independent Free	B 69 3HD
Junction Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	B 69 4DY
George Bar & Grill	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 69 4EE
Railway Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	B 70 7JB
Mecca Bingo	Rank	Proprietary Club	Rank	B 69 2AN
Court Of Requests	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	B 69 3AF

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04578\_White Swan, Warley, B69 3AD (0.50 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:** P04578\_White Swan, Warley, B69 3AD (0.50 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	6	0.5	10.2	5			
3 Comfortable Communities	62	5.5	26.5	21			
4 Financially Stretched	342	30.2	23.7	127			
5 Urban Adversity	722	63.8	17.2	371			
6 Not Private Households	0	0.0	0.3	0			
<b>Total households</b>		<b>1,132</b>					

### 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:** P04578\_White Swan, Warley, B69 3AD (0.50 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	0	0.0	11.3	0		
1.C Mature Money	0	0.0	9.6	0		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	6	0.5	6.4	8		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	21	1.9	6.0	31		
3.H Steady Neighbourhoods	0	0.0	7.4	0		
3.I Comfortable Seniors	0	0.0	2.9	0		
3.J Starting Out	41	3.6	4.6	80		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	86	7.6	8.0	95		
4.M Striving Families	0	0.0	7.4	0		
4.N Poorer Pensioners	256	22.6	5.8	393		
<b>5. Urban Adversity</b>						
5.O Young Hardship	355	31.4	6.3	502		
5.P Struggling Estates	175	15.5	5.7	271		
5.Q Difficult Circumstances	192	17.0	5.2	324		
<b>6. Not Private Households</b>						
6.R Not Private Households	0	0.0	0.3	0		
<b>Total households</b>	<b>1,132</b>					

### Acorn Group Pen Portrait

1 A Lavish Lifestyles

0.7M  
UK Adults

1.3%  
of UK

The most affluent people in the UK who live comfortable lifestyles with few financial concerns. These individuals are typically empty nesters, who live in large detached homes that they own outright and which are often worth millions.

Age range  
**45-74**

Children at home  
**0**

House tenure  
**Owned outright**

Family structure  
**Couple**

Number of beds  
**4+**

House type  
**Detached**

**BRANDS**

SHOPPING: BOSS, HARVEY NICHOLS, APPLE, ANTHROPOLOGIE

LEISURE: duffelport, SEARCYS, GAUCHO, HAWKSMOOR

WEBSITES: rightmove, BBC NEWS, THE NEW YORK TIMES

**DIGITAL AND TECH**

ATTITUDES

I worry about online security  
**60%**  
UK average: 59%

Shopping online makes my life easier  
**62%**  
UK average: 62%

I love the ease of using chat bots to get answers  
**28%**  
UK average: 28%

**TOP BEHAVIOURS**

**Highest online shopping expenditure**

**Book a holiday online**

**Visit LinkedIn**



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

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Area: P04578\_White Swan, Warley, B69 3AD (0.50 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	0	0.0	1.5	0			
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	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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	6	0.5	3.4	16			
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	21	1.9	0.8	223			
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	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
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	13	1.1	2.2	53			
3.J.33 Smaller houses and starter homes	28	2.5	2.4	103			
<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	14	1.2	2.6	47			
4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
4.L.40 High occupancy terraces, culturally diverse family areas	72	6.4	1.0	640			
<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	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	78	6.9	1.0	668			
4.N.47 Low income older people in smaller semis	6	0.5	2.2	24			
4.N.48 Pensioners and singles in social rented flats	172	15.2	1.7	890			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	173	15.3	2.2	699			
5.O.50 Struggling younger people in mixed tenure	172	15.2	1.8	844			
5.O.51 Young people in small, low cost terraces	10	0.9	2.3	39			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	4	0.4	1.6	23			
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	171	15.1	1.6	944			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	38	3.4	1.5	223			
5.Q.58 Singles and young families, some receiving benefits	17	1.5	1.8	85			
5.Q.59 Deprived areas and high-rise flats	137	12.1	2.0	614			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,132</b>						

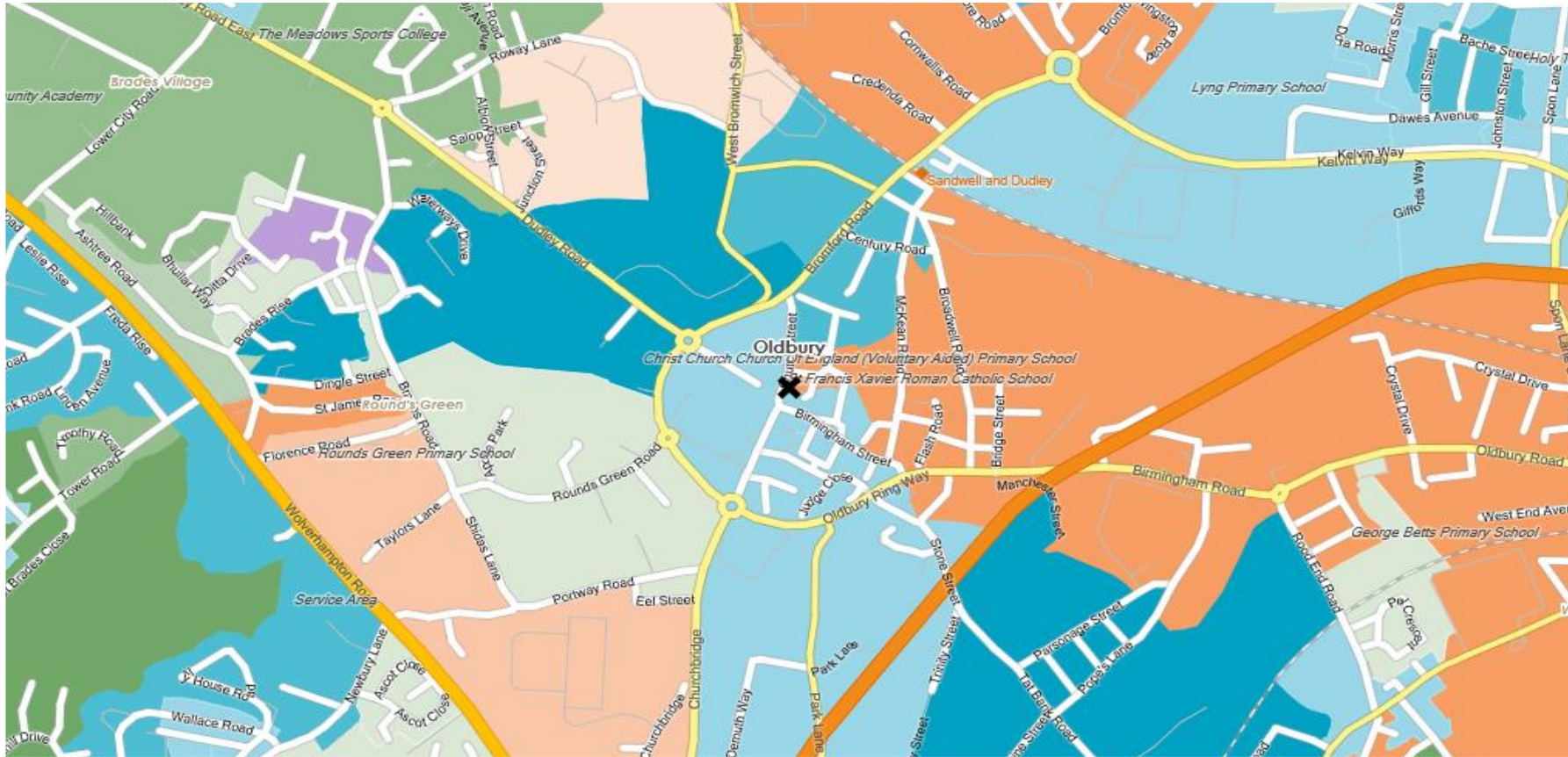
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04578\_White Swan, Warley, B69 3AD (0.50 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
	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%

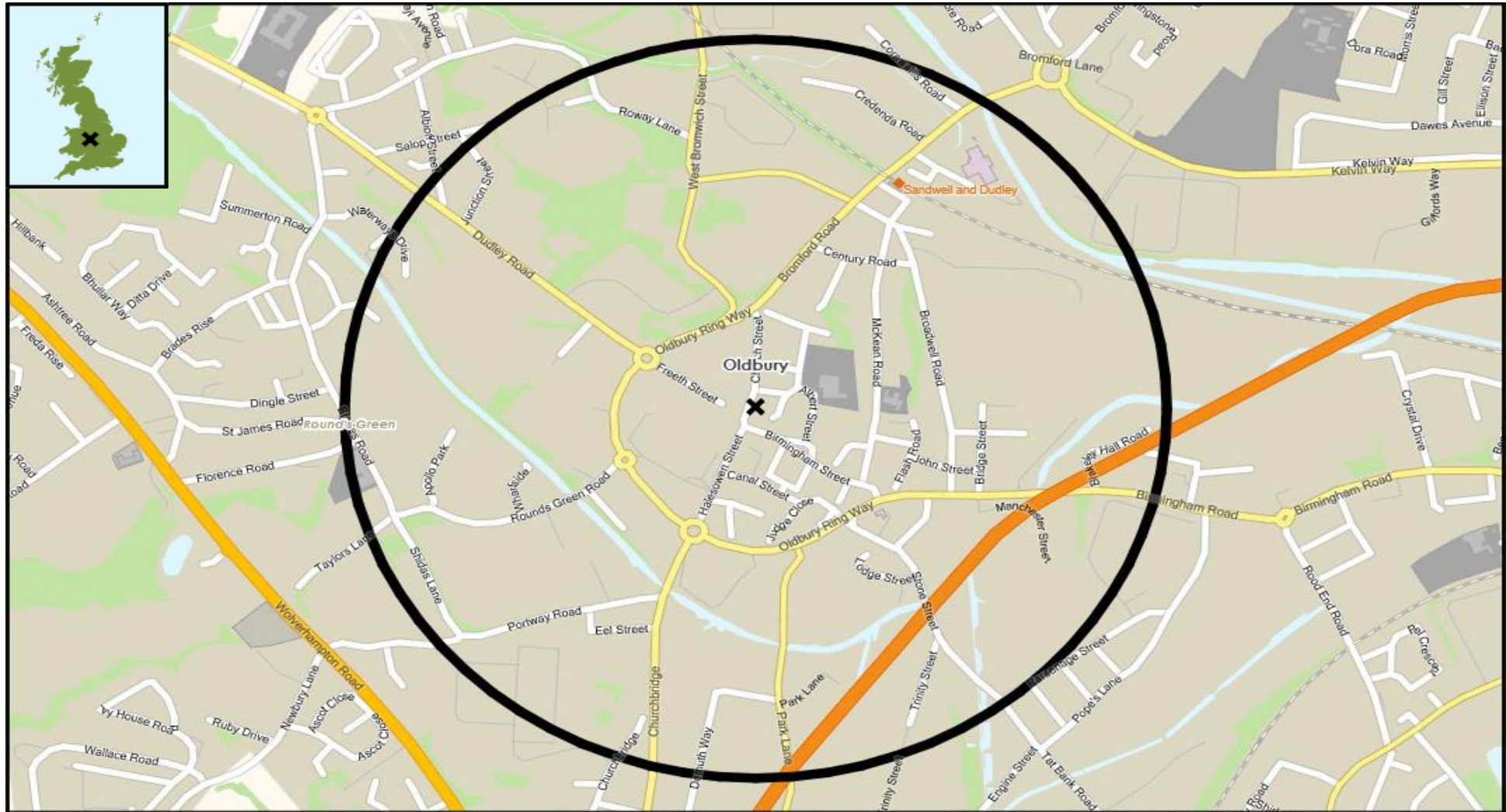


# MAP OF AREA

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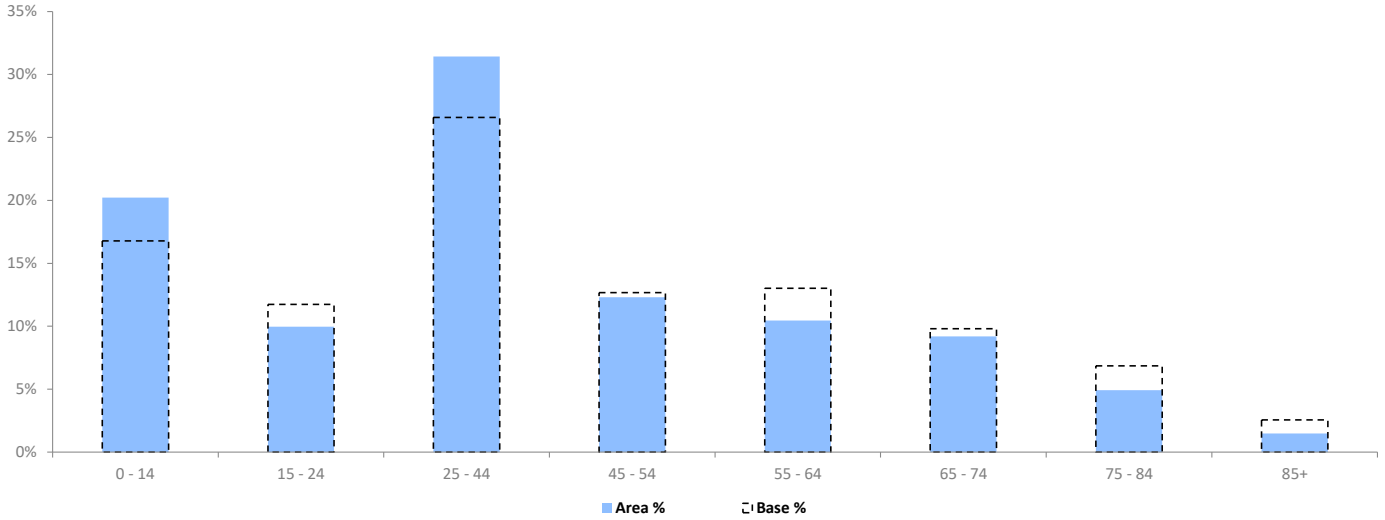


# POPULATION PROJECTIONS

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Area: P04578\_White Swan, Warley, B69 3AD (0.50 Mile contour)  
 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	493	20.2	16.8	<b>121</b>			
15 - 24	243	10.0	11.7	85			
25 - 44	766	31.4	26.6	<b>118</b>			
45 - 54	300	12.3	12.7	97			
55 - 64	255	10.5	13.0	80			
65 - 74	224	9.2	9.8	94			
75 - 84	120	4.9	6.9	72			
85+	36	1.5	2.6	58			
<b>Total population</b>	<b>2,437</b>						



# EXPENDITURE

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Area: P04578\_White Swan, Warley, B69 3AD (0.50 Mile contour)  
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 Year: 2023

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£57,037	£62.34	£66.95	93			
2. Alcoholic beverages, tobacco and narcotics	£23,507	£25.69	£28.12	91			
3. Clothing & Footwear	£18,946	£20.71	£22.40	92			
4. Housing, water, electricity, gas and other fuels	£84,843	£92.73	£107.19	87			
5. Furnishings, equipment and routine maintenance	£24,341	£26.60	£36.85	72			
6. Health	£8,141	£8.90	£13.48	66			
7. Transport	£99,806	£109.08	£134.74	81			
8. Communication	£13,887	£15.18	£15.74	96			
9. Recreation & Culture	£39,144	£42.78	£64.16	67			
10. Education	£4,298	£4.70	£22.26	21			
11. Restaurants & Hotels	£39,688	£43.38	£67.11	65			
12. Miscellaneous goods and services	£80,872	£88.38	£109.86	80			
<b>Total Expenditure</b>	<b>£494,511</b>	<b>£540.45</b>	<b>£688.85</b>	<b>78</b>			



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.