

# CGA LICENCED PREMISES

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Area: P04547\_Railway Inn, Droitwich, WR9 9AY (1)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	12	82.4	81.7	<b>101</b>			
Proprietary Club	2	13.7	7.3	<b>188</b>			
Registered Club	7	48.0	28.2	<b>171</b>			
Restaurant	2	13.7	32.1	43			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Castle Hotel	Greene King	Pubs & Full On	Greene King	WR 9 8AQ
Star & Garter	Punch Pub Company	Pubs & Full On	Punch Pub Company	WR 9 8EJ
Droitwich Golf & Country Club	Independent Free	Proprietary Club	Independent Free	WR 9 0BQ
Droitwich Spa Bowling Club	Independent Free	Registered Club	Independent Free	WR 9 8AA
Droitwich Theatre & Cinema	Independent Free	Pubs & Full On	Independent Free	WR 9 8ED
Hop Pole Inn	Independent Free	Pubs & Full On	Independent Free	WR 9 8ED
Vines Park Bowling Club	Independent Free	Registered Club	Independent Free	WR 9 8LB
Droitwich Working Mens Club	Independent Free	Registered Club	Independent Free	WR 9 8EG
Talbot	Craddocks Brewery	Pubs & Full On	Craddocks Brewery	WR 9 8EJ
Old Cock Inn	Marston's	Pubs & Full On	Marston's	WR 9 8EQ
Galleria At Bullocks	Independent Free	Restaurant	Independent Free	WR 9 8ES
Rifleman's Arms	Marston's	Pubs & Full On	Marston's	WR 9 8JD
Doverdale Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 9 8JL
Gardeners Arms	Independent Free	Pubs & Full On	Independent Free	WR 9 8LU
Barley Mow	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WR 9 8PL
Westcroft Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 9 8QZ
Railway Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WR 9 9AY
Droitwich Cricket Club	Independent Free	Registered Club	Independent Free	WR 9 8AA
Droitwich Fire Station	Independent Free	Registered Club	Independent Free	WR 9 8EQ
Spice Fusion	Independent Free	Restaurant	Independent Free	WR 9 8DY
Droitwich Sports And Leisure Centre	Independent Free	Proprietary Club	Independent Free	WR 9 0RZ
Droitwich Spa Lawn Tennis Club	Independent Free	Registered Club	Independent Free	WR 9 7AN
Droitwich Spa Hockey Club	Independent Free	Registered Club	Independent Free	WR 9 0RZ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04547\_Railway Inn, Droitwich, WR9 9AY (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:** P04547\_Railway Inn, Droitwich, WR9 9AY (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,098	17.1	22.1	78		
 2 Rising Prosperity	148	2.3	10.2	23		
 3 Comfortable Communities	1,432	22.3	26.5	84		
 4 Financially Stretched	2,547	39.7	23.7	168		
 5 Urban Adversity	1,157	18.0	17.2	105		
 6 Not Private Households	34	0.5	0.3	154		
 Graph						
<b>Total households</b>	<b>6,416</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

# 25-34

House type


# Flat or terraced

UK Adults

# 8.4M

15.9% of UK

Financial situation



House tenure

# Social renting

Children at home

# 3+

Number of beds

# 1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%



## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04547\_Railway Inn, Droitwich, WR9 9AY (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	511	8.0	11.3	70			
1.C Mature Money	587	9.1	9.6	95			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	148	2.3	6.4	36			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	141	2.2	5.7	38			
3.G Successful Suburbs	427	6.7	6.0	112			
3.H Steady Neighbourhoods	292	4.6	7.4	61			
3.I Comfortable Seniors	256	4.0	2.9	140			
3.J Starting Out	316	4.9	4.6	108			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	361	5.6	8.0	70			
4.M Striving Families	1,308	20.4	7.4	274			
4.N Poorer Pensioners	878	13.7	5.8	238			
<b>5. Urban Adversity</b>							
5.O Young Hardship	215	3.4	6.3	54			
5.P Struggling Estates	611	9.5	5.7	167			
5.Q Difficult Circumstances	331	5.2	5.2	98			
<b>6. Not Private Households</b>							
6.R Not Private Households	34	0.5	0.3	154			
<b>Total households</b>	<b>6,416</b>						

### Acorn Group Pen Portrait

6
Not Private Households

790k  
UK Adults

1.5%  
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.



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

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Area: P04547\_Railway Inn, Droitwich, WR9 9AY (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

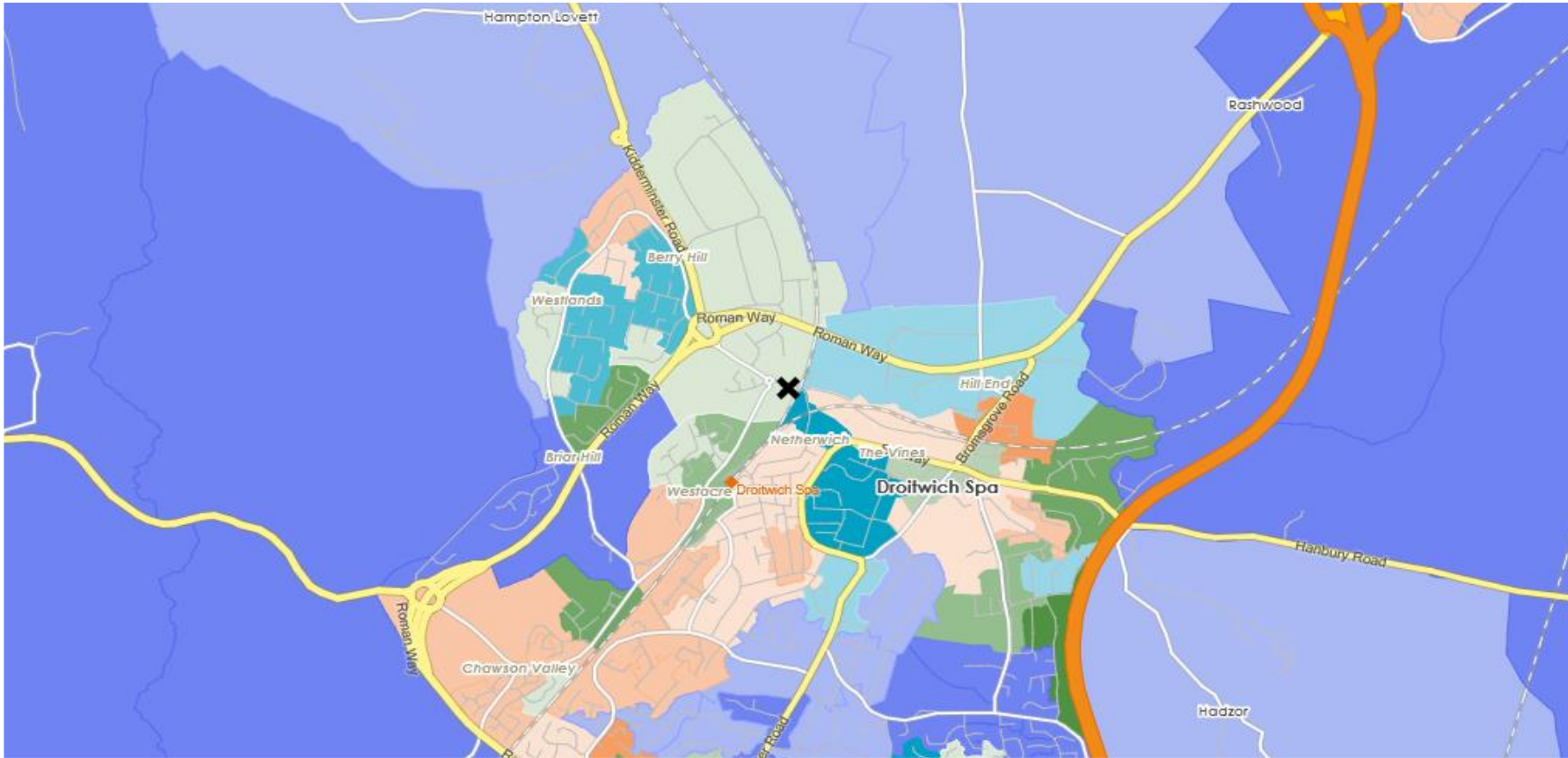
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	394	6.1	2.6	232			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	57	0.9	2.2	40			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	48	0.7	1.5	49			
1.B.9 Well-off edge of towners	12	0.2	1.6	12			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	110	1.7	3.1	56			
1.C.11 Settled suburbia, older people	222	3.5	2.8	123			
1.C.12 Retired and empty nesters	101	1.6	2.5	64			
1.C.13 Upmarket downsizers	154	2.4	1.3	186			
<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	148	2.3	3.4	68			
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	141	2.2	3.2	68			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	357	5.6	2.7	206			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	70	1.1	2.4	45			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	193	3.0	3.5	87			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	99	1.5	2.3	66			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	74	1.2	2.4	49			
3.I.31 Elderly singles in purpose-built accommodation	182	2.8	0.5	584			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	16	0.2	2.2	12			
3.J.33 Smaller houses and starter homes	300	4.7	2.4	195			
<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	126	2.0	1.4	136			
4.L.38 Semi-skilled workers in traditional neighbourhoods	217	3.4	2.6	129			
4.L.39 Fading owner occupied terraces	18	0.3	2.9	10			
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	147	2.3	1.6	144			
4.M.42 Struggling young families in post-war terraces	415	6.5	1.6	394			
4.M.43 Families in right-to-buy estates	292	4.6	2.0	223			
4.M.44 Post-war estates, limited means	454	7.1	2.2	325			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	121	1.9	0.8	240			
4.N.46 Elderly people in social rented flats	162	2.5	1.0	245			
4.N.47 Low income older people in smaller semis	249	3.9	2.2	174			
4.N.48 Pensioners and singles in social rented flats	346	5.4	1.7	316			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	186	2.9	2.2	133			
5.O.50 Struggling younger people in mixed tenure	29	0.5	1.8	25			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	487	7.6	1.6	486			
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	124	1.9	1.6	121			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	168	2.6	1.5	174			
5.Q.58 Singles and young families, some receiving benefits	131	2.0	1.8	116			
5.Q.59 Deprived areas and high-rise flats	32	0.5	2.0	25			
<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	34	0.5	0.3	186			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,416</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04547\_Railway Inn, Droitwich, WR9 9AY (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+**

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%

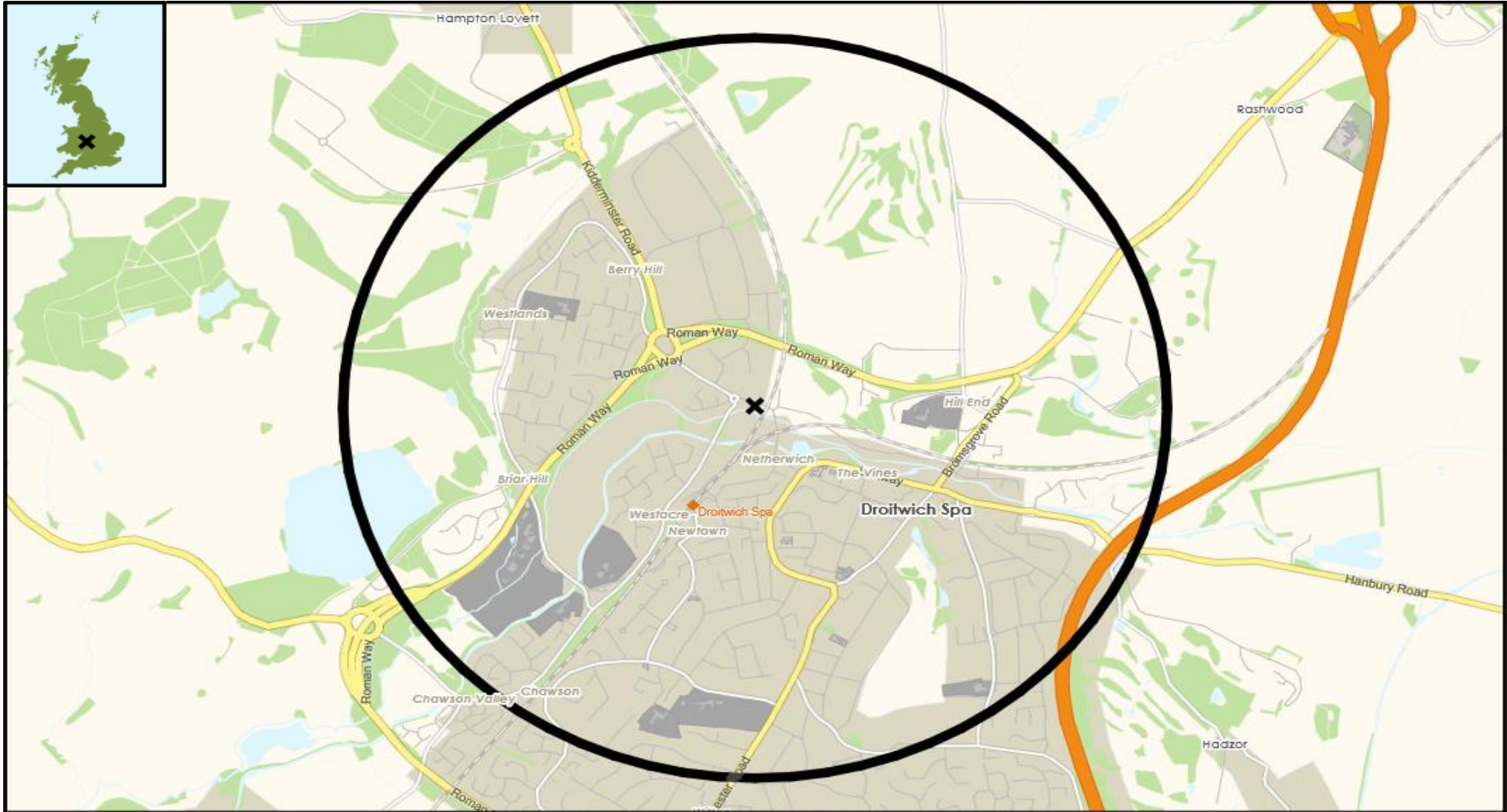


# MAP OF AREA

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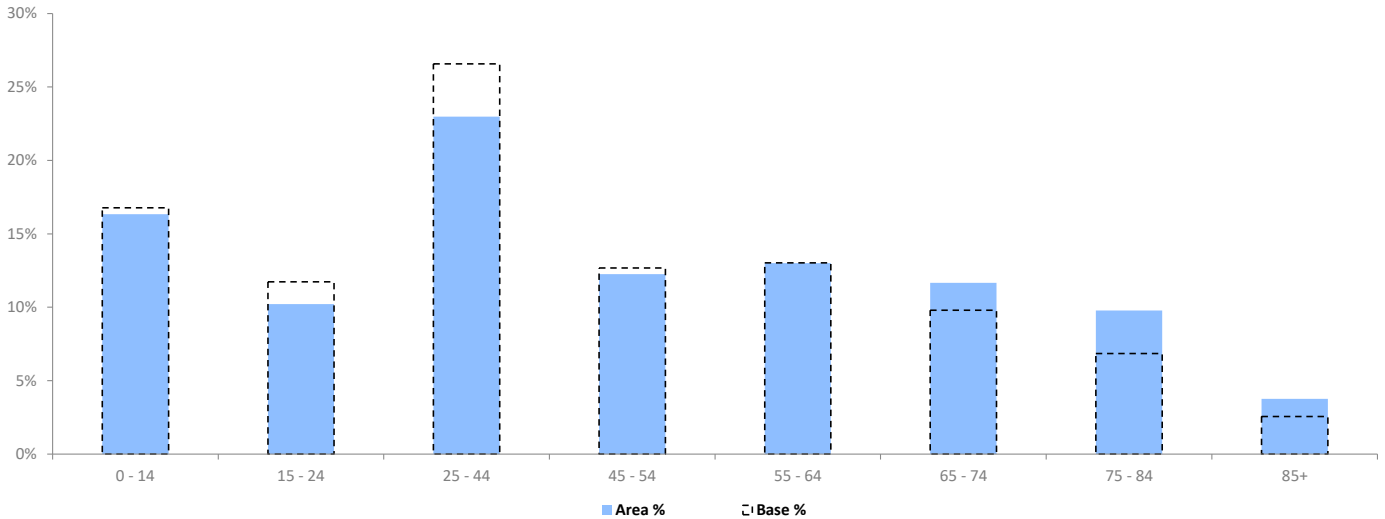


# POPULATION PROJECTIONS

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Area: P04547\_Railway Inn, Droitwich, WR9 9AY (1 Mile contour)  
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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,381	16.3	16.8	97			
15 - 24	1,488	10.2	11.7	87			
25 - 44	3,348	23.0	26.6	86			
45 - 54	1,785	12.3	12.7	97			
55 - 64	1,894	13.0	13.0	100			
65 - 74	1,700	11.7	9.8	119			
75 - 84	1,426	9.8	6.9	143			
85+	549	3.8	2.6	148			
<b>Total population</b>	<b>14,571</b>						



# EXPENDITURE

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Area: P04547\_Railway Inn, Droitwich, WR9 9AY (1 Mile contour)  
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## 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	£410,966	£66.22	£66.95	99			
2. Alcoholic beverages, tobacco and narcotics	£185,031	£29.81	£28.12	106			
3. Clothing & Footwear	£130,798	£21.08	£22.40	94			
4. Housing, water, electricity, gas and other fuels	£553,291	£89.15	£107.19	83			
5. Furnishings, equipment and routine maintenance	£218,015	£35.13	£36.85	95			
6. Health	£75,802	£12.21	£13.48	91			
7. Transport	£719,507	£115.94	£134.74	86			
8. Communication	£90,578	£14.60	£15.74	93			
9. Recreation & Culture	£407,416	£65.65	£64.16	102			
10. Education	£42,214	£6.80	£22.26	31			
11. Restaurants & Hotels	£366,775	£59.10	£67.11	88			
12. Miscellaneous goods and services	£615,484	£99.18	£109.86	90			
<b>Total Expenditure</b>	<b>£3,815,874</b>	<b>£614.87</b>	<b>£688.85</b>	<b>89</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.