

CGA LICENCED PREMISES

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Area: ATOM_Golden FleeceHR1 2JB (0.62 Mile cor

Base: Great Britain

Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	48	689.1	84.9	812			
Proprietary Club	6	86.1	8.1	1059			
Registered Club	7	100.5	29.9	336			
Restaurant	21	301.5	34.6	871			
Residential	1	14.4	3.5	413			

Name	Description	License Type	Owner Name	Postcode
Hum-Ming Garden	Independent Free	Restaurant	Independent Free	HR 1 2SQ
Tjs	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 1 2BP
Commercial	Independent Free	Pubs & Full On	Independent Free	HR 1 2BQ
Kerry	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HR 1 2DJ
Hereford Snooker Centre	Independent Free	Proprietary Club	Independent Free	HR 1 2DY
Hereford Masonic Club	Independent Free	Registered Club	Independent Free	HR 1 2EU
Hereford Police Social Club	Independent Free	Registered Club	Independent Free	HR 1 2HT
Jailhouse	Independent Free	Proprietary Club	Independent Free	HR 1 2HU
Barrels	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 1 2JQ
Manhattan	Independent Free	Proprietary Club	Independent Free	HR 1 2LE
Taste Of Raj	Independent Free	Restaurant	Independent Free	HR 1 2JQ
Lichfield Vaults	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HR 1 2LR
Moka Bar	Independent Free	Pubs & Full On	Independent Free	HR 1 2LT
Volunteer Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HR 1 2QU
Brewers Arms	Independent Free	Pubs & Full On	Independent Free	HR 1 2RU
Gilbies	Independent Free	Pubs & Full On	Independent Free	HR 1 2DL
Saracens Head	Independent Free	Pubs & Full On	Independent Free	HR 2 7RD
Horse And Groom	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HR 4 0AP
Hereford Military Club	Independent Free	Registered Club	Independent Free	HR 4 0AS
Great Western Railway Staff Association	Independent Free	Registered Club	Independent Free	HR 4 0AZ
Lupa	Independent Free	Pubs & Full On	Independent Free	HR 4 0BA
Hereford Bowling Club	Independent Free	Registered Club	Independent Free	HR 4 0BA
Hereford Rowing Club	Independent Free	Registered Club	Independent Free	HR 4 0BE
Stagecoach	Independent Free	Pubs & Full On	Independent Free	HR 4 0BX
Ascari Cafe	Independent Free	Pubs & Full On	Independent Free	HR 4 0BX
Mfa Bowl	MFA Bowl Ltd	Proprietary Club	MFA Bowl Ltd	HR 1 1BB
Queens Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 4 9AP
Thai Gallery	Independent Free	Restaurant	Independent Free	HR 4 9AR
Green Dragon Hotel	Independent Free	Pubs & Full On	Independent Free	HR 4 9BG
Ponte Vecchio Italian Restaurant	Independent Free	Restaurant	Independent Free	HR 4 9DF
Spread Eagle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 4 9BW
Orange Tree	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HR 4 9BX
Black Lion	Unknown	Pubs & Full On	Unknown	HR 4 9DG
Imperial Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 4 9EA
Wellington	Greene King	Pubs & Full On	Greene King	HR 4 9EA
Herdsmen	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HR 4 9HG
Saxtys Winebar	Independent Free	Pubs & Full On	Independent Free	HR 4 9EA
Oxford Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 4 9EZ
Hereford Richmond Place Club	Independent Free	Registered Club	Independent Free	HR 4 9JP
Merton Hotel	Independent Free	Pubs & Full On	Independent Free	HR 1 2BD
Victory Inn	Independent Free	Pubs & Full On	Independent Free	HR 1 2QD
Grapes Tavern	Independent Free	Pubs & Full On	Independent Free	HR 1 2LW
Exchange	Independent Free	Pubs & Full On	Independent Free	HR 4 9EP
Hereford United Football Club	Independent Free	Proprietary Club	Independent Free	HR 4 9JU
Play	Rekom UK	Proprietary Club	Rekom UK	HR 1 2AR
Gordon Bennetts	Independent Free	Pubs & Full On	Independent Free	HR 1 2LE
Golden Fleece	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HR 1 2JB
Doodles Restaurant	Independent Free	Restaurant	Independent Free	HR 1 2PU
Orchid House	Independent Free	Restaurant	Independent Free	HR 1 2LW
Castle House Hotel	Independent Free	Pubs & Full On	Independent Free	HR 1 2NW
All Saints Church & Cafe	Independent Free	Restaurant	Independent Free	HR 4 9AA
Charles Cocktail Bar & Left Bank Bar	Independent Free	Pubs & Full On	Independent Free	HR 4 9DG
Bar Spirit	Independent Free	Pubs & Full On	Independent Free	HR 1 2BT

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Name	Description	License Type	Owner Name	Postcode
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 1 2BP
Cosy Club	Loungers	Pubs & Full On	Loungers	HR 4 9EP
Kings Fee	Wetherspoon	Pubs & Full On	Wetherspoon	HR 1 2BJ
Glass Tandoori	Independent Free	Restaurant	Independent Free	HR 1 2BP
Hogarths	Amber Taverns	Pubs & Full On	Amber Taverns	HR 1 2BP
Rose Garden	Independent Free	Residential	Independent Free	HR 1 2SZ
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	HR 4 0EF
Planet Restaurant 47	Independent Free	Restaurant	Independent Free	HR 1 2BJ
Den	Independent Free	Restaurant	Independent Free	HR 4 9DF
Marygold Indian	Independent Free	Restaurant	Independent Free	HR 1 2BT
Deli Lounge	Independent Free	Pubs & Full On	Independent Free	HR 1 2BD
Razburi	Independent Free	Restaurant	Independent Free	HR 4 0AP
Golden River	Independent Free	Restaurant	Independent Free	HR 1 2BT
Odeon	Odeon Cinema Holdings	Pubs & Full On	Odeon Cinema Holdings	HR 4 9HR
Jalsagor Restaurant	Independent Free	Restaurant	Independent Free	HR 1 2PU
Barabeka	Independent Free	Restaurant	Independent Free	HR 4 0BU
Cafe Miro	Independent Free	Pubs & Full On	Independent Free	HR 1 2JB
Zizzi	Azzurri Group Ltd	Restaurant	Azzurri Group Ltd	HR 4 9HR
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HR 4 9HU
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	HR 4 9HU
Wagamama	Restaurant Group	Restaurant	Restaurant Group	HR 4 9HR
Beer In Hand	Independent Free	Pubs & Full On	Independent Free	HR 4 0AP
Cellar Door	Independent Free	Pubs & Full On	Independent Free	HR 4 9EA
Wildwood	Tasty	Restaurant	Tasty	HR 4 9HR
Beefy Boys	Independent Free	Restaurant	Independent Free	HR 4 9HR
Shack Revolution	Independent Free	Pubs & Full On	Independent Free	HR 1 2BT
Simplythai Kitchen	Independent Free	Restaurant	Independent Free	HR 4 9EU
Hereford Beer House	Independent Free	Pubs & Full On	Independent Free	HR 4 0BX
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	HR 4 9JU
De Koffie Pot	Independent Free	Pubs & Full On	Independent Free	HR 4 9DG

MAP OF AREA

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Source: OS Open Data 2018

Area: ATOM_Golden FleeceHR1 2JB (0.62 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

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?








ACORN CATEGORY PROFILE - HOUSEHOLDS

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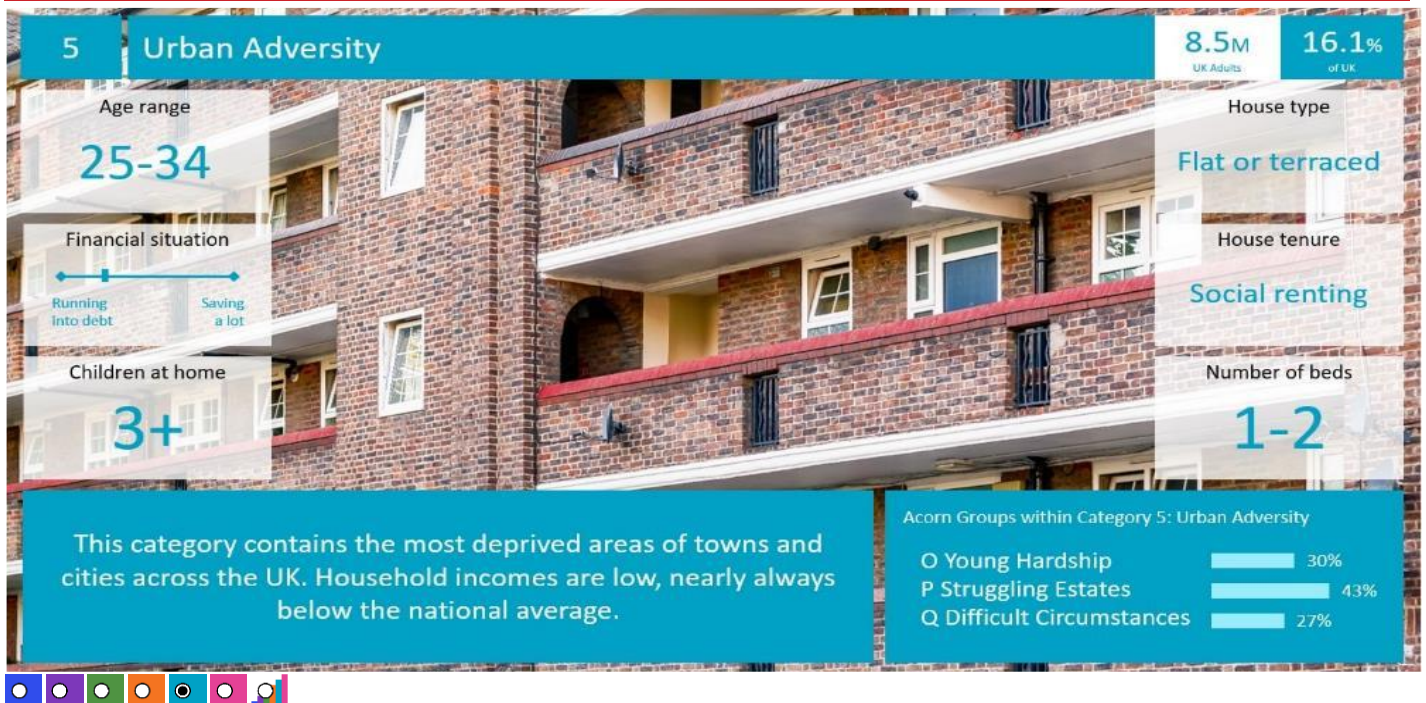
Area: ATOM_Golden FleeceHR1 2JB (0.62 Mile contour)

Base: Great Britain

Year: 2021

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	258	7.3	22.0	33	<div></div>	
	2 Rising Prosperity	161	4.6	10.1	45	<div></div>	
	3 Comfortable Communities	882	25.1	26.2	96	<div></div>	
	4 Financially Stretched	849	24.2	23.7	102	<div></div>	
	5 Urban Adversity	1,352	38.5	17.6	219	<div></div>	
	6 Not Private Households	12	0.3	0.3	102	<div></div>	
 Graph							
Total households		3,514					

Acorn Category Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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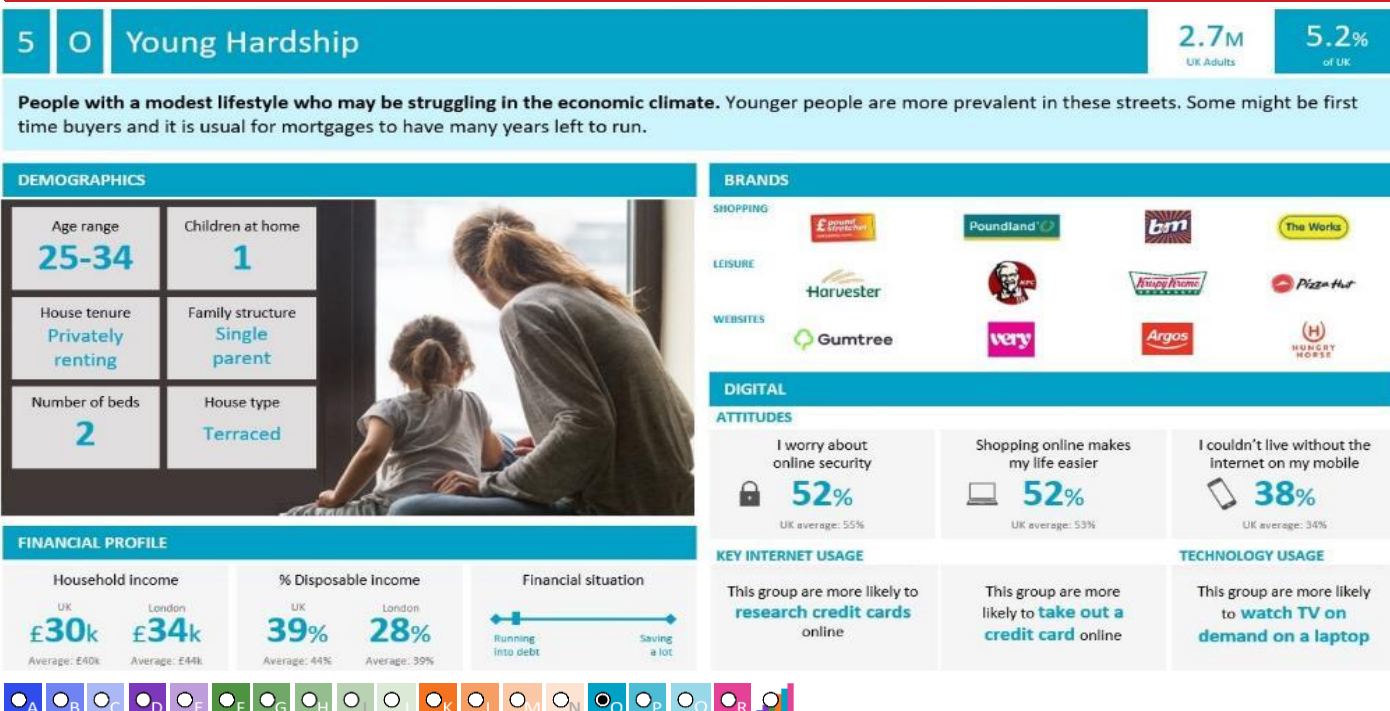
Area: ATOM_Golden FleeceHR1 2JB (0.62 Mile contour)

Base: Great Britain

Year: 2021

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	48	1.4	11.2	12		
1.C Mature Money	210	6.0	9.6	62		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	4.0	0		
2.E Career Climbers	161	4.6	6.2	74		
3. Comfortable Communities						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	81	2.3	5.9	39		
3.H Steady Neighbourhoods	28	0.8	7.4	11		
3.I Comfortable Seniors	261	7.4	2.9	256		
3.J Starting Out	512	14.6	4.3	335		
4. Financially Stretched						
4.K Student Life	47	1.3	2.4	57		
4.L Modest Means	215	6.1	7.9	77		
4.M Striving Families	236	6.7	7.5	89		
4.N Poorer Pensioners	351	10.0	5.9	169		
5. Urban Adversity						
5.O Young Hardship	1,203	34.2	6.1	557		
5.P Struggling Estates	0	0.0	6.1	0		
5.Q Difficult Circumstances	149	4.2	5.3	79		
6. Not Private Households						
6.R Not Private Households	12	0.3	0.3	102		
Total households	3,514					

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATOM_Golden FleeceHR1 2JB (0.62 Mile contour)

Base: Great Britain

Year: 2021

Sort by:  Acorn 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	0.2	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	29	0.8	2.6	32			
	1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
	1.B.6 Financially comfortable families	0	0.0	2.2	0			
	1.B.7 Affluent professionals	19	0.5	0.9	64			
	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			
1.C Mature Money								
	1.C.10 Better-off villagers	0	0.0	3.0	0			
	1.C.11 Settled suburbia, older people	57	1.6	2.9	57			
	1.C.12 Retired and empty nesters	12	0.3	2.5	14			
	1.C.13 Upmarket downsizers	141	4.0	1.3	308			
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	0.8	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	0	0.0	1.9	0			
	2.E.19 First time buyers in small, modern homes	161	4.6	3.3	140			
	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	0	0.0	1.1	0			
	3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	50	1.4	2.6	54			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	31	0.9	2.4	36			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	3	0.1	3.4	2			
	3.H.28 Owner occupied terraces, average income	25	0.7	1.6	45			
	3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	162	4.6	2.4	191			
	3.I.31 Elderly singles in purpose-built accommodation	99	2.8	0.5	575			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	339	9.6	2.1	460			
	3.J.33 Smaller houses and starter homes	173	4.9	2.3	219			
4. Financially Stretched								
4.K Student Life								
	4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
	4.K.35 Term-time terraces	0	0.0	0.3	0			
	4.K.36 Educated young people in flats and tenements	47	1.3	1.7	77			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	53	1.5	1.4	107			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	143	4.1	2.6	155			
	4.L.39 Fading owner occupied terraces	19	0.5	2.9	19			
	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	0	0.0	1.6	0			
	4.M.42 Struggling young families in post-war terraces	76	2.2	1.7	129			
	4.M.43 Families in right-to-buy estates	73	2.1	2.1	100			
	4.M.44 Post-war estates, limited means	87	2.5	2.2	113			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	31	0.9	0.8	113			
	4.N.46 Elderly people in social rented flats	208	5.9	1.1	545			
	4.N.47 Low income older people in smaller semis	0	0.0	2.3	0			
	4.N.48 Pensioners and singles in social rented flats	112	3.2	1.8	181			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	659	18.8	2.1	874			
	5.O.50 Struggling younger people in mixed tenure	486	13.8	1.7	792			
	5.O.51 Young people in small, low cost terraces	58	1.7	2.3	73			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
	5.P.53 Low income terraces	0	0.0	0.9	0			
	5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
	5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
	5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	43	1.2	1.5	81			
	5.Q.58 Singles and young families, some receiving benefits	49	1.4	1.8	78			
	5.Q.59 Deprived areas and high-rise flats	57	1.6	2.0	80			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	9	0.3	0.1	440			
	6.R.61 Inactive communal population	3	0.1	0.3	31			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		3,514						

CATEGORY

GROUP

TYPE

MAP

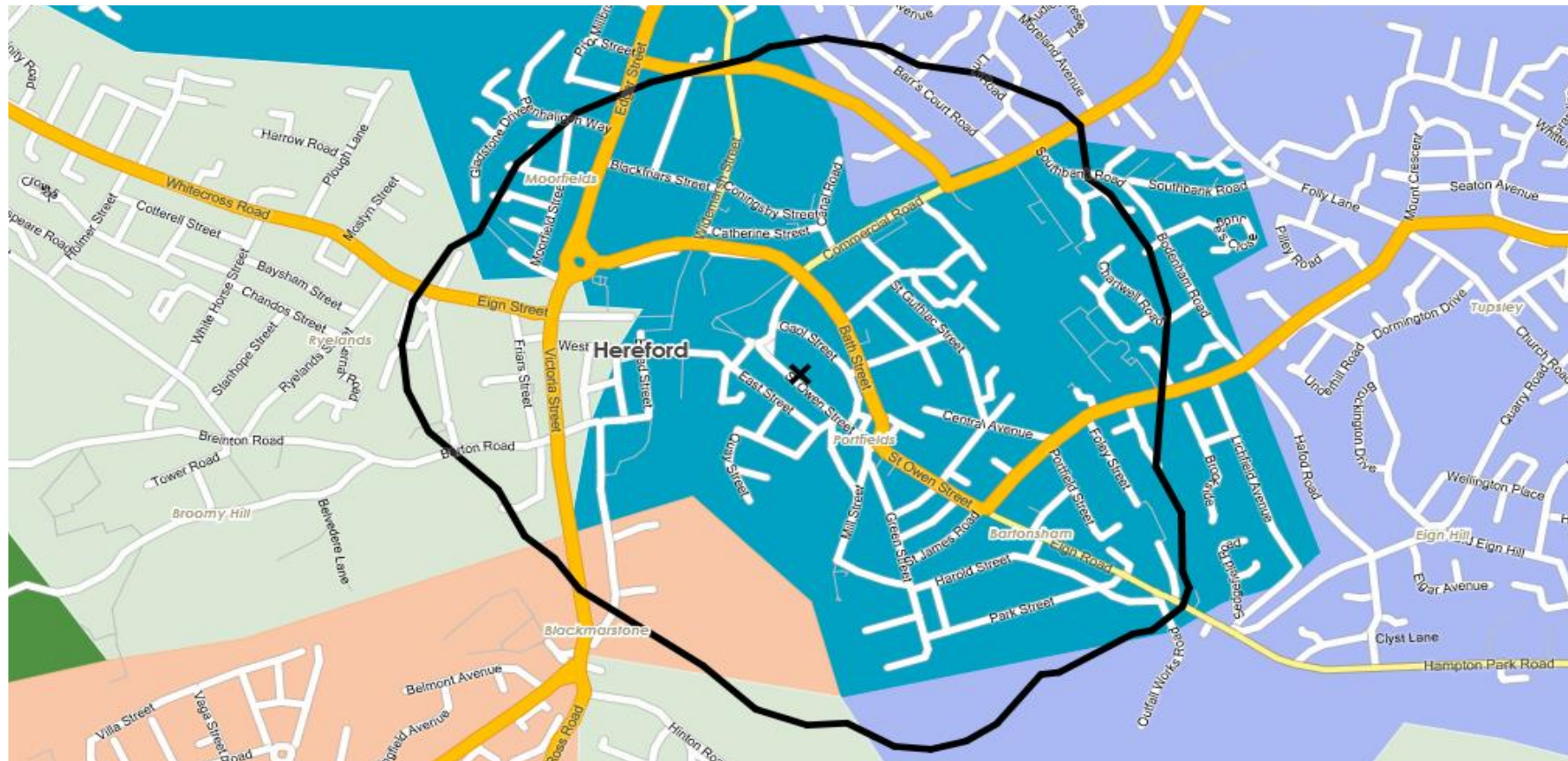
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: ATOM_Golden FleeceHR1 2JB (0.62 Mile contour)

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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

CATEGORY

GROUP

TYPE

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WHAT IS ACORN?

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

12.0M UK Adults 22.8% of UK

Age range: 55+

Financial situation: Running into debt | Saving a lot

Children at home: 0

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
- B. Executive Wealth
- C. Mature Money

