

CGA LICENCED PREMISES

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Area: ATLT_Malt Kiln InnBD2 4NG (1 Mile contour)

Base: Great Britain

Year: 2021

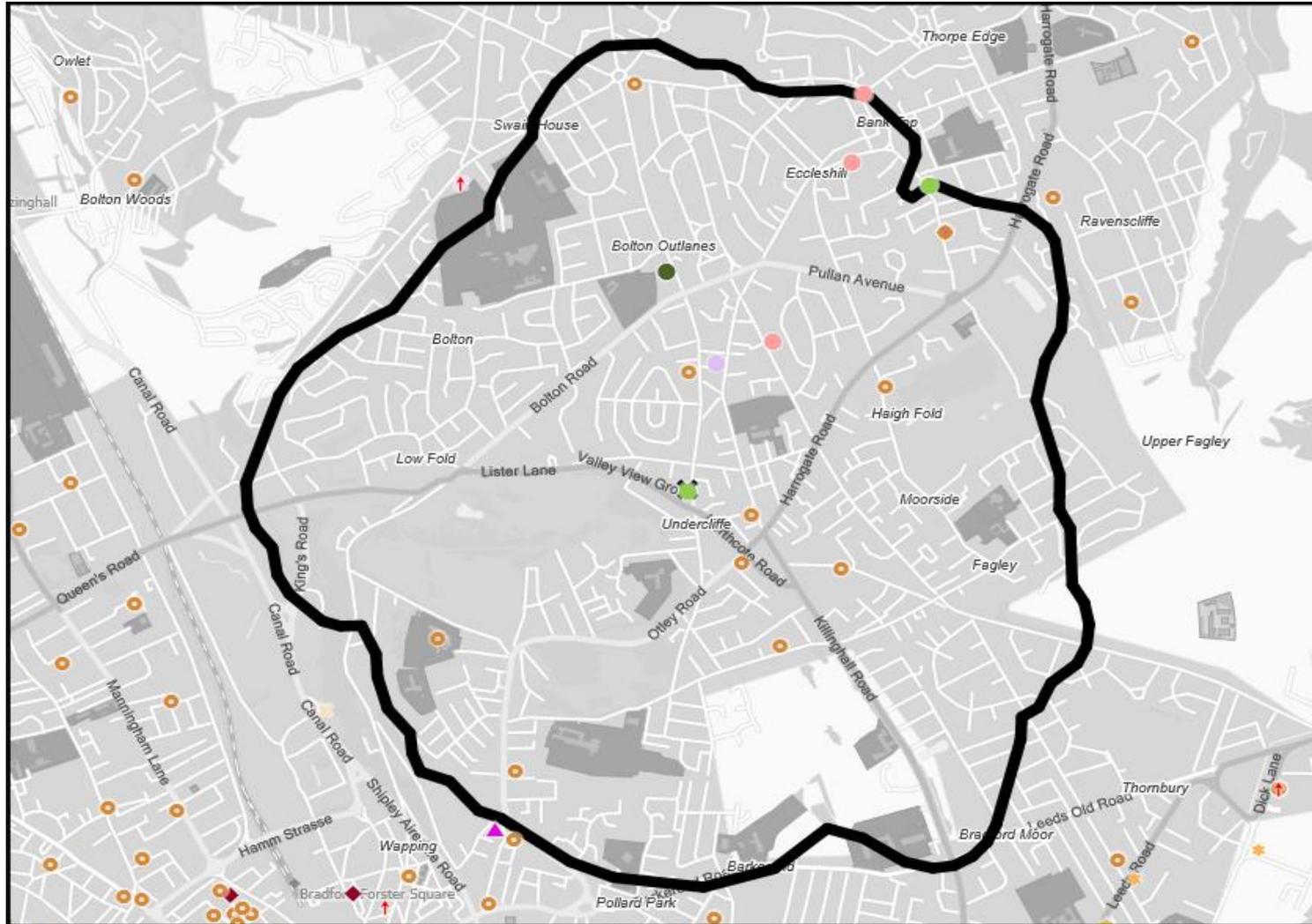
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	25.5	84.9	30			
Proprietary Club	2	5.7	8.1	70			
Registered Club	6	17.0	29.9	57			
Restaurant	0	0.0	34.6	0			
Residential	0	0.0	3.5	0			

Name	Description	License Type	Owner Name	Postcode
Swing Gate Inn	Greene King	Pubs & Full On	Greene King	BD 2 2AH
Lane Ends	Independent Free	Pubs & Full On	Independent Free	BD 2 2JT
New Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BD 2 2BT
Royal Oak	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BD 2 2HN
Eccleshill Working Mens Club	Independent Free	Registered Club	Independent Free	BD 2 2HN
Manor House	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BD 2 3BA
Milners Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BD 2 3BU
Smiling Mule	Independent Free	Pubs & Full On	Independent Free	BD 2 3HD
Undercliffe Cricket Club	Independent Free	Registered Club	Independent Free	BD 2 3JR
Upper Bolton Conservative Club	Independent Free	Registered Club	Independent Free	BD 2 4JP
Malt Kiln Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BD 2 4NG
Northcote Conservative Club	Independent Free	Registered Club	Independent Free	BD 2 4QR
Bradford Moor Golf Club	Independent Free	Registered Club	Independent Free	BD 2 4RW
East Ward Labour Club	Independent Free	Registered Club	Independent Free	BD 3 0DG
Oxford Bingo Club	Independent Free	Proprietary Club	Independent Free	BD 2 3AA
Eccleshill Snooker And Pool	Independent Free	Proprietary Club	Independent Free	BD 2 2BT
Park Suite	Independent Free	Pubs & Full On	Independent Free	BD 3 0LT

MAP OF AREA

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 Source: OS Open Data 2018

Area: ATLT_Malt Kiln InnBD2 4NG (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: ATLT_Malt Kiln InnBD2 4NG (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	180	1.4	22.0	6		
 2 Rising Prosperity	8	0.1	10.1	1		
 3 Comfortable Communities	4,729	36.9	26.2	141		
 4 Financially Stretched	4,880	38.1	23.7	161		
 5 Urban Adversity	2,987	23.3	17.6	132		
 6 Not Private Households	22	0.2	0.3	52		
 Graph						
Total households	12,806					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% 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 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%









ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT_Malt Kiln InnBD2 4NG (1 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	20	0.2	11.2	1			
1.C Mature Money	160	1.2	9.6	13			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	8	0.1	6.2	1			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	949	7.4	5.9	126			
3.H Steady Neighbourhoods	3,278	25.6	7.4	348			
3.I Comfortable Seniors	173	1.4	2.9	47			
3.J Starting Out	329	2.6	4.3	59			
4. Financially Stretched							
4.K Student Life	188	1.5	2.4	62			
4.L Modest Means	3,392	26.5	7.9	335			
4.M Striving Families	594	4.6	7.5	61			
4.N Poorer Pensioners	706	5.5	5.9	93			
5. Urban Adversity							
5.O Young Hardship	1,893	14.8	6.1	240			
5.P Struggling Estates	263	2.1	6.1	34			
5.Q Difficult Circumstances	831	6.5	5.3	121			
6. Not Private Households							
6.R Not Private Households	22	0.2	0.3	52			
Total households	12,806						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS <ul style="list-style-type: none"> Age range: 25-34 Children at home: 3+ House tenure: Privately renting Family structure: Single parent Number of beds: 3 House type: Terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, M&Co, Range, NEW LOOK LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £35k (Average: £40k), London £42k (Average: £44k) % Disposable Income: UK 45% (Average: 44%), London 34% (Average: 39%) Financial situation: 		DIGITAL ATTITUDES <ul style="list-style-type: none"> I worry about online security: 54% (UK average: 55%) Shopping online makes my life easier: 50% (UK average: 53%) I couldn't live without the internet on my mobile: 33% (UK average: 34%) 	
KEY INTERNET USAGE Whilst internet usage is below average, this group are more likely to research loans online		TECHNOLOGY USAGE Whilst internet usage is below average, this group are more likely to purchase toys online and subscribe to Sky TV	

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

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Area: ATLT_Malt Kiln InnBD2 4NG (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn Structure
 Index
 Profile %

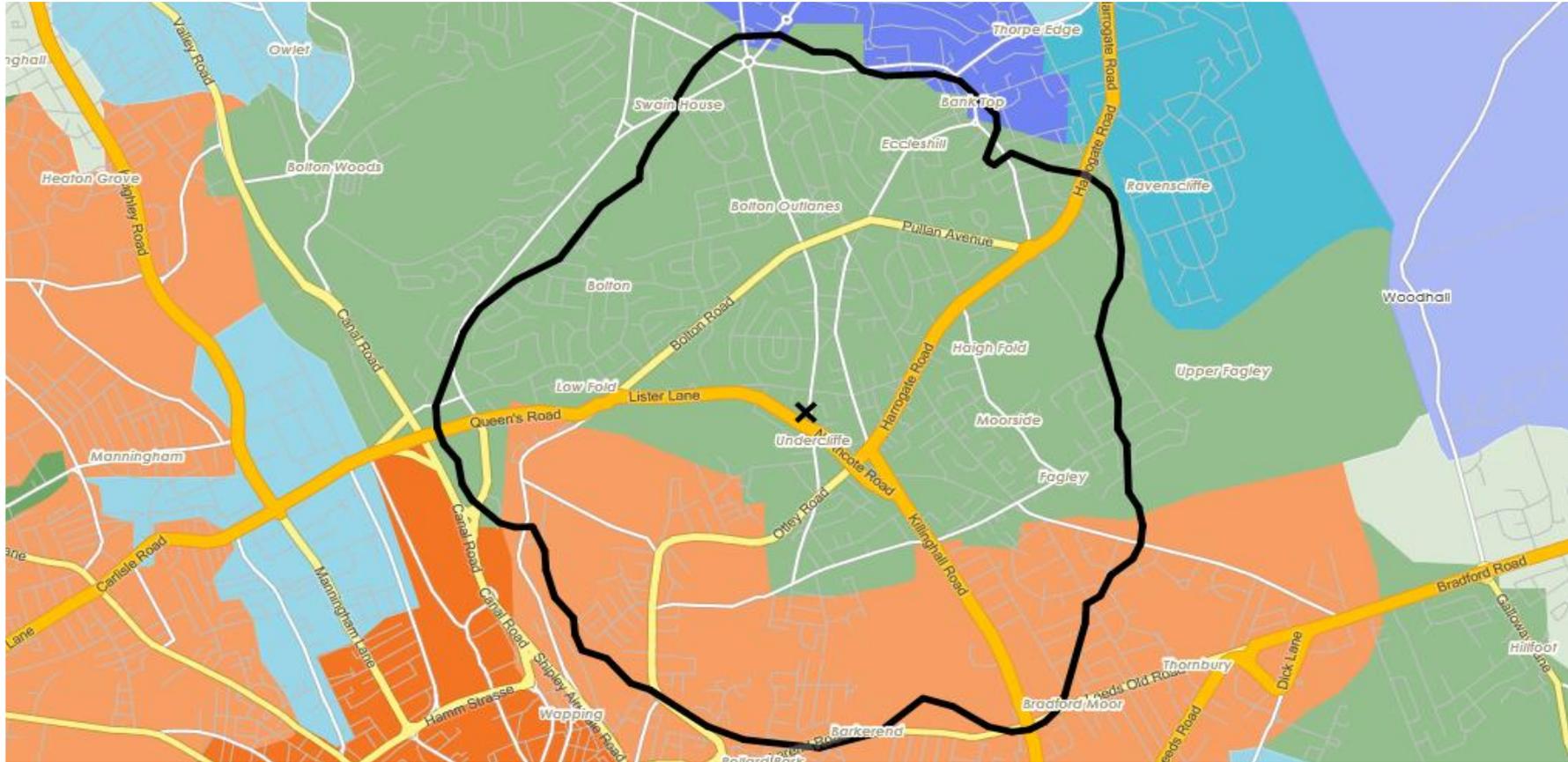
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	20	0.2	2.2	7			
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			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.0	0			
1.C.11 Settled suburbia, older people	160	1.2	2.9	44			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	7	0.1	1.9	3			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	130	1.0	2.6	38			
3.G.25 Larger family homes, multi-ethnic areas	819	6.4	0.8	780			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	2,823	22.0	3.4	640			
3.H.28 Owner occupied terraces, average income	239	1.9	1.6	118			
3.H.29 Established suburbs, older families	216	1.7	2.3	72			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	129	1.0	2.4	42			
3.I.31 Elderly singles in purpose-built accommodation	44	0.3	0.5	70			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	163	1.3	2.1	61			
3.J.33 Smaller houses and starter homes	166	1.3	2.3	58			
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	188	1.5	1.7	85			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	225	1.8	1.4	125			
4.L.38 Semi-skilled workers in traditional neighbourhoods	328	2.6	2.6	97			
4.L.39 Fading owner occupied terraces	570	4.5	2.9	155			
4.L.40 High occupancy terraces, culturally diverse family areas	2,269	17.7	1.0	1,776			
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	5	0.0	1.7	2			
4.M.43 Families in right-to-buy estates	571	4.5	2.1	215			
4.M.44 Post-war estates, limited means	18	0.1	2.2	6			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	118	0.9	0.8	118			
4.N.46 Elderly people in social rented flats	375	2.9	1.1	270			
4.N.47 Low income older people in smaller semis	57	0.4	2.3	20			
4.N.48 Pensioners and singles in social rented flats	156	1.2	1.8	69			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	147	1.1	2.1	53			
5.O.50 Struggling younger people in mixed tenure	438	3.4	1.7	196			
5.O.51 Young people in small, low cost terraces	1,308	10.2	2.3	453			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	36	0.3	1.6	17			
5.P.53 Low income terraces	3	0.0	0.9	3			
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	224	1.7	1.6	106			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	278	2.2	1.5	143			
5.Q.58 Singles and young families, some receiving benefits	176	1.4	1.8	77			
5.Q.59 Deprived areas and high-rise flats	377	2.9	2.0	145			
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	22	0.2	0.3	62			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,806						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: ATLT_Malt Kiln InnBD2 4NG (1 Mile contour)



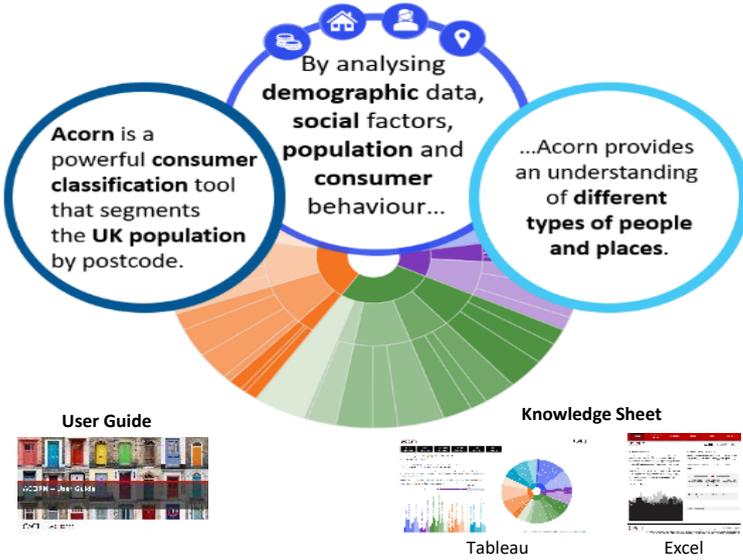
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
	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

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

