

# CGA LICENCED PREMISES

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Area: ATLT\_Grafton HotelHU5 2NP (1 Mile contou  
 Base: Great Britain  
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	36	116.3	84.9	137			
Proprietary Club	5	16.1	8.1	198			
Registered Club	6	19.4	29.9	65			
Restaurant	21	67.8	34.6	196			
Residential	1	3.2	3.5	93			

Name	Description	License Type	Owner Name	Postcode
Botanic Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 3 1LR
Polar Bear	Independent Free	Pubs & Full On	Independent Free	HU 3 1LR
Marlborough Hotel	Independent Free	Residential	Independent Free	HU 3 1LU
Welly Club	Tokyo Industries	Proprietary Club	Tokyo Industries	HU 3 1TS
Ringside	Independent Free	Pubs & Full On	Independent Free	HU 3 1TS
Formerly Rileys	Unknown	Proprietary Club	Unknown	HU 3 1XR
Station Inn	Independent Free	Pubs & Full On	Independent Free	HU 5 1AA
Kuchnia	Independent Free	Restaurant	Independent Free	HU 5 1AH
Bull Hotel	Unknown	Pubs & Full On	Unknown	HU 5 1AH
Harry Pursey	Amber Taverns	Pubs & Full On	Amber Taverns	HU 5 1LN
Kingston Bowling Club	Independent Free	Registered Club	Independent Free	HU 5 1LU
Marist Social Centre	Independent Free	Registered Club	Independent Free	HU 5 2DA
Old Grey Mare	Greene King	Pubs & Full On	Greene King	HU 5 2EG
Grafton Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 5 2NP
Piper Club	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HU 5 2NN
Gardeners Arms	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	HU 5 2PP
St Johns Hotel	Marston's	Pubs & Full On	Marston's	HU 5 2PY
St Vincents Social Club	Independent Free	Registered Club	Independent Free	HU 5 2QP
Queens Hotel	Marston's	Pubs & Full On	Marston's	HU 5 2RG
Adelphi Club	Independent Free	Proprietary Club	Independent Free	HU 5 2RU
Izabella	Independent Free	Restaurant	Independent Free	HU 5 2TH
Marrakech Avenue	Independent Free	Restaurant	Independent Free	HU 5 3ES
Pearsons	Greene King	Pubs & Full On	Greene King	HU 5 3QA
Hull & East Ridng Am Athletic Club	Independent Free	Registered Club	Independent Free	HU 5 4ED
Haworth Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HU 6 7LD
Hull & East Riding Sports Club	Independent Free	Registered Club	Independent Free	HU 5 4EF
Bengal Lounge	Independent Free	Restaurant	Independent Free	HU 5 3RX
Banks Harbour	Independent Free	Pubs & Full On	Independent Free	HU 3 1XR
Tofts Bar & Grill	Independent Free	Pubs & Full On	Independent Free	HU 5 3BE
Bowery	Marston's	Pubs & Full On	Marston's	HU 5 3QA
Cannon Junction	Independent Free	Pubs & Full On	Independent Free	HU 5 1LN
Pave	Independent Free	Pubs & Full On	Independent Free	HU 5 3QA
Mayfair Hotel	Independent Free	Pubs & Full On	Independent Free	HU 5 1LD
Dukes Cafe Bar	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Mecca Bingo	Rank	Proprietary Club	Rank	HU 6 7PE
Social Distortion	Independent Free	Restaurant	Independent Free	HU 5 3QA
Pier Luigi Ristorante	Independent Free	Restaurant	Independent Free	HU 5 3QJ
El Chupitos	Independent Free	Restaurant	Independent Free	HU 5 2EP
El Toro	Independent Free	Restaurant	Independent Free	HU 5 3RX
Sleepers Bar	Independent Free	Pubs & Full On	Independent Free	HU 5 3BG
Last Viceroy	Independent Free	Restaurant	Independent Free	HU 5 1BA
Asylum	Independent Free	Proprietary Club	Independent Free	HU 6 7RX
Bayleaf Bistro	Independent Free	Restaurant	Independent Free	HU 6 7RA
Thai House Restaurant	Independent Free	Restaurant	Independent Free	HU 5 3QY
Roots Bar	Independent Free	Restaurant	Independent Free	HU 5 2ND
Gianni Bistro	Independent Free	Restaurant	Independent Free	HU 5 3QG
Garbutts	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Craft & Dough	Independent Free	Restaurant	Independent Free	HU 5 2EN
Hang Out	Independent Free	Pubs & Full On	Independent Free	HU 5 2NN
University of Hull	Independent Free	Registered Club	Independent Free	HU 6 7RX
Level Cafe Bar & Grill	Independent Free	Pubs & Full On	Independent Free	HU 5 2NN
Larkins	Independent Free	Pubs & Full On	Independent Free	HU 5 3AE
Crooked Skewer	Independent Free	Restaurant	Independent Free	HU 5 3QA

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 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	36	116.3	84.9	<b>137</b>			
Proprietary Club	5	16.1	8.1	<b>198</b>			
Registered Club	6	19.4	29.9	65			
Restaurant	21	67.8	34.6	<b>196</b>			
Residential	1	3.2	3.5	93			

Name	Description	License Type	Owner Name	Postcode
Meze Bar And Grill	Independent Free	Restaurant	Independent Free	HU 5 2PP
No 6 Kitchenette	Independent Free	Pubs & Full On	Independent Free	HU 5 3AE
Chowki	Independent Free	Restaurant	Independent Free	HU 6 7LH
Thrift	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Dancing Goat	Independent Free	Pubs & Full On	Independent Free	HU 6 7LG
Industry	Independent Free	Pubs & Full On	Independent Free	HU 5 2EN
Crafted	Independent Free	Pubs & Full On	Independent Free	HU 5 3QG
Peoples Republic	Independent Free	Pubs & Full On	Independent Free	HU 5 3AA
Unos Trattoria E Pizzeria	Independent Free	Restaurant	Independent Free	HU 5 2ER
Taj	Independent Free	Restaurant	Independent Free	HU 5 2HD
Off The Road	Independent Free	Pubs & Full On	Independent Free	HU 5 3RU
Dive	Independent Free	Pubs & Full On	Independent Free	HU 5 3QY
80 Days Bierhaus	Independent Free	Pubs & Full On	Independent Free	HU 5 3QA
Boardroom	Independent Free	Pubs & Full On	Independent Free	HU 5 2ES
Home	Independent Free	Restaurant	Independent Free	HU 5 1LD
Barista	Independent Free	Restaurant	Independent Free	HU 5 2ER

# MAP OF AREA

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Source: OS Open Data 2018

Area: ATLT\_Grafton HotelHU5 2NP (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\_Grafton HotelHUS 2NP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	600	4.7	22.0	21		
2 Rising Prosperity	744	5.8	10.1	57		
3 Comfortable Communities	2,008	15.6	26.2	60		
4 Financially Stretched	3,744	29.1	23.7	123		
5 Urban Adversity	5,740	44.7	17.6	254		
6 Not Private Households	9	0.1	0.3	21		
Graph						
<b>Total households</b>	<b>12,845</b>					

### Acorn Category Pen Portrait

5 Urban Adversity
8.5M UK Adults
16.1% of UK

**Age range**  
25-34

**Financial situation**

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**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 30%
- P Struggling Estates 43%
- Q Difficult Circumstances 27%



## ACORN GROUP PROFILE - HOUSEHOLDS

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Area: ATLT\_Grafton HotelHU5 2NP (1 Mile contour)  
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 Year: 2021

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	441	3.4	11.2	31		
1.C Mature Money	159	1.2	9.6	13		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	236	1.8	4.0	46		
2.E Career Climbers	508	4.0	6.2	64		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	139	1.1	5.9	18		
3.H Steady Neighbourhoods	730	5.7	7.4	77		
3.I Comfortable Seniors	52	0.4	2.9	14		
3.J Starting Out	1,087	8.5	4.3	195		
<b>4. Financially Stretched</b>						
4.K Student Life	2,681	20.9	2.4	885		
4.L Modest Means	225	1.8	7.9	22		
4.M Striving Families	337	2.6	7.5	35		
4.N Poorer Pensioners	501	3.9	5.9	66		
<b>5. Urban Adversity</b>						
5.O Young Hardship	5,010	39.0	6.1	635		
5.P Struggling Estates	38	0.3	6.1	5		
5.Q Difficult Circumstances	692	5.4	5.3	101		
<b>6. Not Private Households</b>						
6.R Not Private Households	9	0.1	0.3	21		
<b>Total households</b>	<b>12,845</b>					

### Acorn Group Pen Portrait

**5 O Young Hardship**      2.7M UK Adults      5.2% of UK

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.

#### DEMOGRAPHICS

Age range <b>25-34</b>	Children at home <b>1</b>
House tenure <b>Privately renting</b>	Family structure <b>Single parent</b>
Number of beds <b>2</b>	House type <b>Terraced</b>

#### BRANDS

SHOPPING				
LEISURE				
WEBSITES				

#### DIGITAL ATTITUDES

I worry about online security <b>52%</b> <small>UK average: 55%</small>	Shopping online makes my life easier <b>52%</b> <small>UK average: 53%</small>	I couldn't live without the internet on my mobile <b>38%</b> <small>UK average: 34%</small>
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#### FINANCIAL PROFILE

Household Income UK <b>£30k</b> London <b>£34k</b> <small>Average: £40k      Average: £44k</small>	% Disposable Income UK <b>39%</b> London <b>28%</b> <small>Average: 44%      Average: 39%</small>	Financial situation 
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#### KEY INTERNET USAGE

This group are more likely to <b>research credit cards</b> online	This group are more likely to <b>take out a credit card</b> online	This group are more likely to <b>watch TV on demand on a laptop</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: ATLT\_Grafton HotelHU5 2NP (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
<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	0.2	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	37	0.3	2.6	11			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	65	0.5	2.2	23			
1.B.7 Affluent professionals	230	1.8	0.9	211			
1.B.8 Prosperous suburban families	109	0.8	1.5	55			
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	3.0	0			
1.C.11 Settled suburbia, older people	127	1.0	2.9	35			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	32	0.2	1.3	19			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	67	0.5	0.7	74			
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	169	1.3	1.0	130			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	49	0.4	1.9	20			
2.E.19 First time buyers in small, modern homes	429	3.3	3.3	102			
2.E.20 Mixed metropolitan areas	30	0.2	1.0	23			
<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	1.1	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	70	0.5	2.6	21			
3.G.25 Larger family homes, multi-ethnic areas	39	0.3	0.8	37			
3.G.26 Semi-professional families, owner occupied neighbourhoods	30	0.2	2.4	10			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	292	2.3	3.4	66			
3.H.28 Owner occupied terraces, average income	438	3.4	1.6	215			
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	52	0.4	2.4	17			
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	1,041	8.1	2.1	387			
3.J.33 Smaller houses and starter homes	46	0.4	2.3	16			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	574	4.5	0.4	1,224			
4.K.35 Term-time terraces	1,315	10.2	0.3	3,959			
4.K.36 Educated young people in flats and tenements	792	6.2	1.7	355			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	42	0.3	1.4	23			
4.L.38 Semi-skilled workers in traditional neighbourhoods	140	1.1	2.6	41			
4.L.39 Fading owner occupied terraces	43	0.3	2.9	12			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	8	0.1	1.7	4			
4.M.43 Families in right-to-buy estates	135	1.1	2.1	51			
4.M.44 Post-war estates, limited means	194	1.5	2.2	69			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	70	0.5	0.8	70			
4.N.46 Elderly people in social rented flats	242	1.9	1.1	174			
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	189	1.5	1.8	83			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	780	6.1	2.1	283			
5.O.50 Struggling younger people in mixed tenure	728	5.7	1.7	325			
5.O.51 Young people in small, low cost terraces	3,502	27.3	2.3	1,210			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	13	0.1	1.6	6			
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	25	0.2	1.6	12			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	12	0.1	1.5	6			
5.Q.58 Singles and young families, some receiving benefits	454	3.5	1.8	197			
5.Q.59 Deprived areas and high-rise flats	226	1.8	2.0	86			
<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	9	0.1	0.3	25			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>12,845</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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

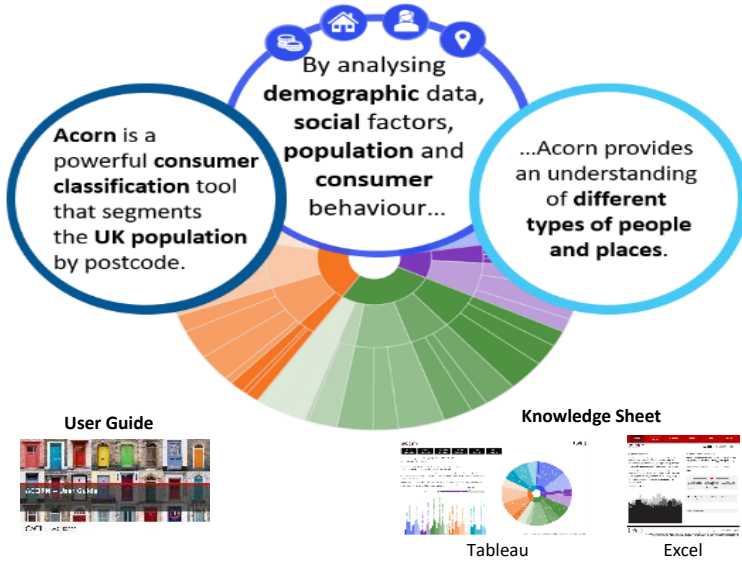
- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 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	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
	<input type="radio"/>	K. Student Life	34-36
4. Financially Stretched	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
	<input type="radio"/>	O. Young Hardship	49-51
5. Urban Adversity	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
	<input type="radio"/>	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

