

CGA LICENCED PREMISES

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Area:	P04506_Gray Ox, Liversedge Hartshead, WF:
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	99.0	81.7	121			
Proprietary Club	0	0.0	7.3	0			
Registered Club	2	39.6	28.2	141			
Restaurant	1	19.8	32.1	62			
Residential	0	0.0	2.7	0			

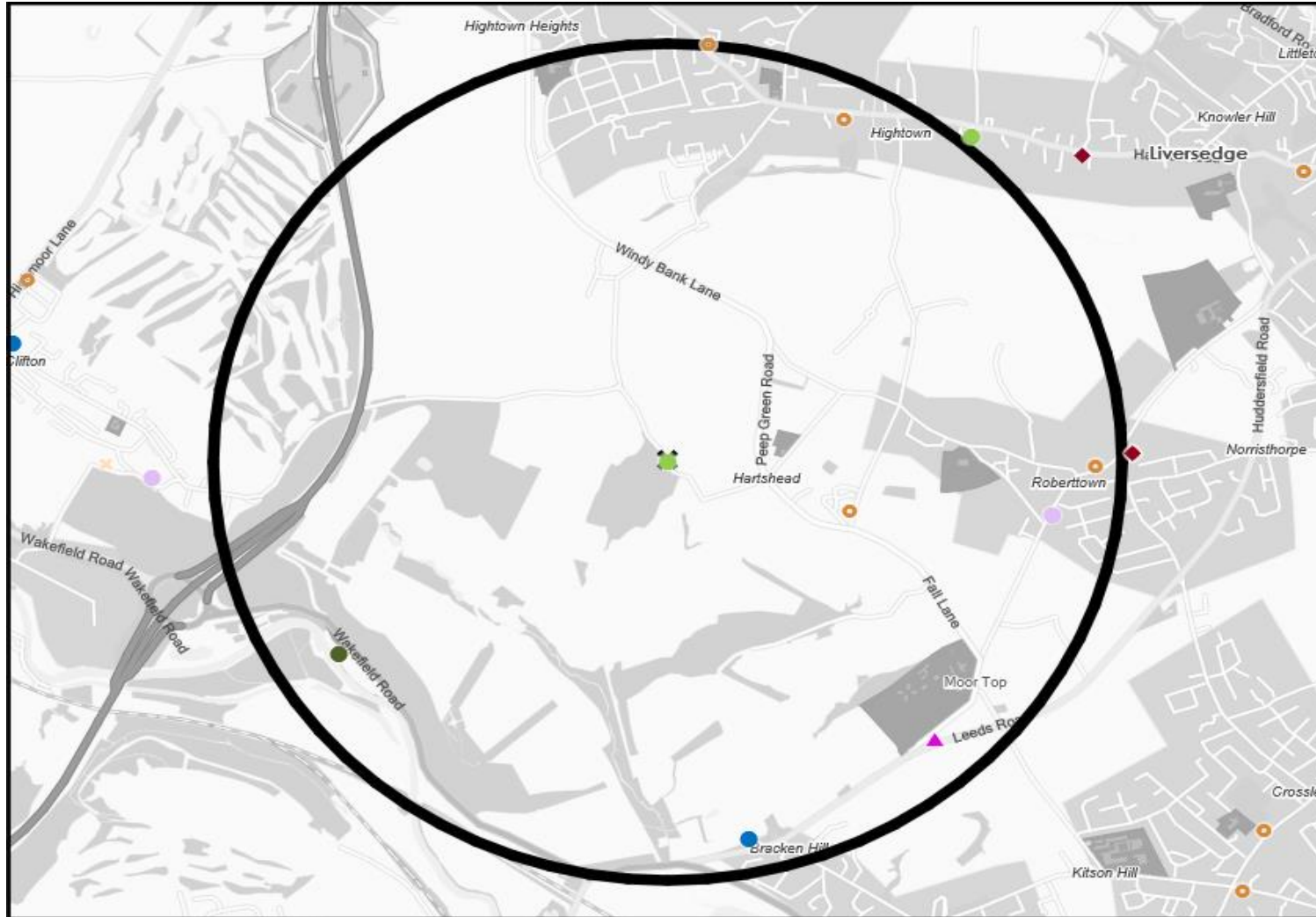
Name	Description	License Type	Owner Name	Postcode
Old Mill	Greene King	Pubs & Full On	Greene King	HD 6 4HA
Miller & Carter	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	WF14 0BY
White Gate	Old Mill Brewery	Pubs & Full On	Old Mill Brewery	WF14 0DB
Roberttown Working Mens Club	Independent Free	Registered Club	Independent Free	WF15 7LT
Star Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF15 7LQ
Gray Ox	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF15 8AL
Hartshead Working Mens Club	Independent Free	Registered Club	Independent Free	WF15 8AY
Don Luigis	Independent Free	Restaurant	Independent Free	WF15 8DU

MAP OF AREA

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Source: OS Open Data 2018

Area: P04506_Gray Ox, Liversedge Hartshead, WF15 8AL (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: P04506_Gray Ox, Liversedge Hartshead, WF15 8AL (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	577	27.5	22.1	124		
	2 Rising Prosperity	30	1.4	10.2	14		
	3 Comfortable Communities	473	22.5	26.5	85		
	4 Financially Stretched	428	20.4	23.7	86		
	5 Urban Adversity	582	27.7	17.2	161		
	6 Not Private Households	10	0.5	0.3	138		
Total households		2,100					

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?

ACORN GROUP PROFILE - HOUSEHOLDS

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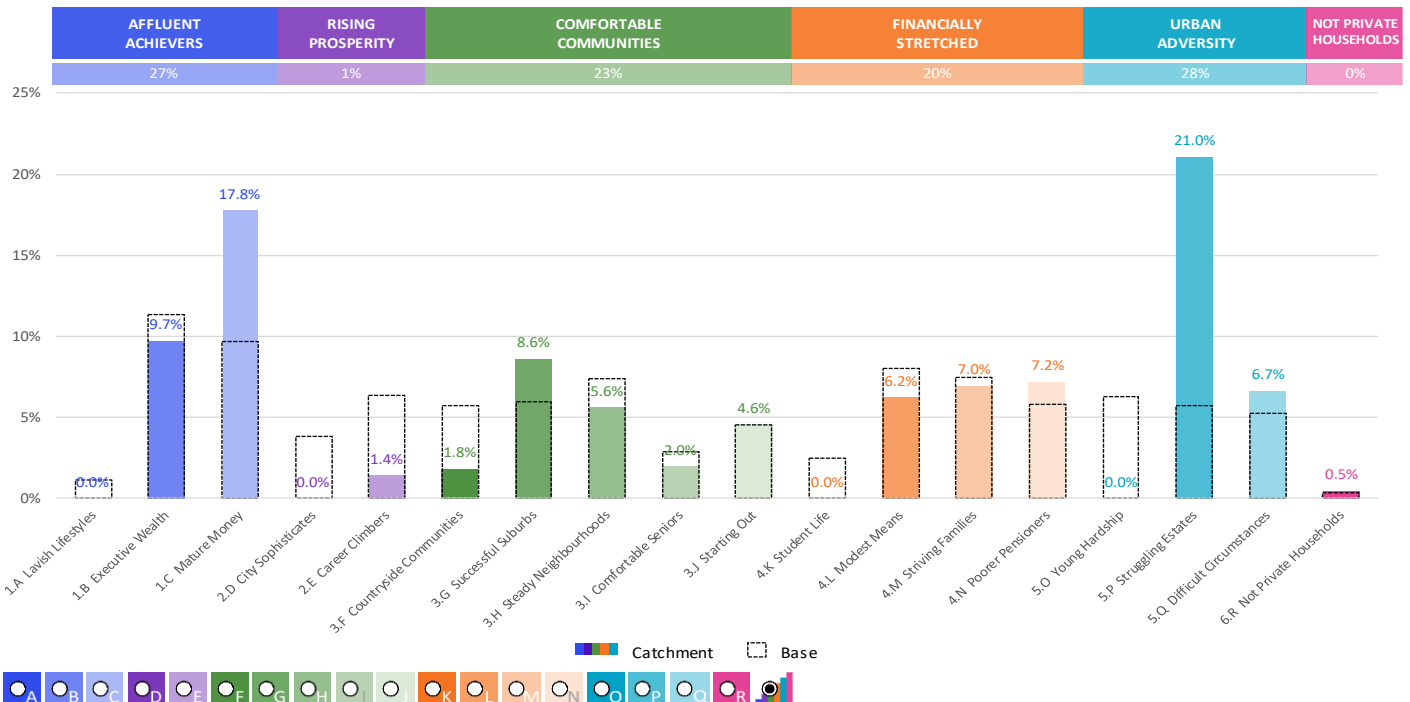
Area: P04506_Gray Ox, Liversedge Hartshead, WF15 8AL (1 Mile contour)

Base: Great Britain

Year: 2023

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	204	9.7	11.3	86			
1.C Mature Money	373	17.8	9.6	184			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	30	1.4	6.4	22			
3. Comfortable Communities							
3.F Countryside Communities	38	1.8	5.7	32			
3.G Successful Suburbs	181	8.6	6.0	145			
3.H Steady Neighbourhoods	117	5.6	7.4	75			
3.I Comfortable Seniors	41	2.0	2.9	68			
3.J Starting Out	96	4.6	4.6	100			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	131	6.2	8.0	78			
4.M Striving Families	146	7.0	7.4	93			
4.N Poorer Pensioners	151	7.2	5.8	125			
5. Urban Adversity							
5.O Young Hardship	0	0.0	6.3	0			
5.P Struggling Estates	442	21.0	5.7	369			
5.Q Difficult Circumstances	140	6.7	5.2	127			
6. Not Private Households							
6.R Not Private Households	10	0.5	0.3	138			
Total households		2,100					

Acorn Group Graph



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04506_Gray Ox, Liversedge Hartshead, WF15 8AL (1 Mile contour)

Base: Great Britain

Year: 2023

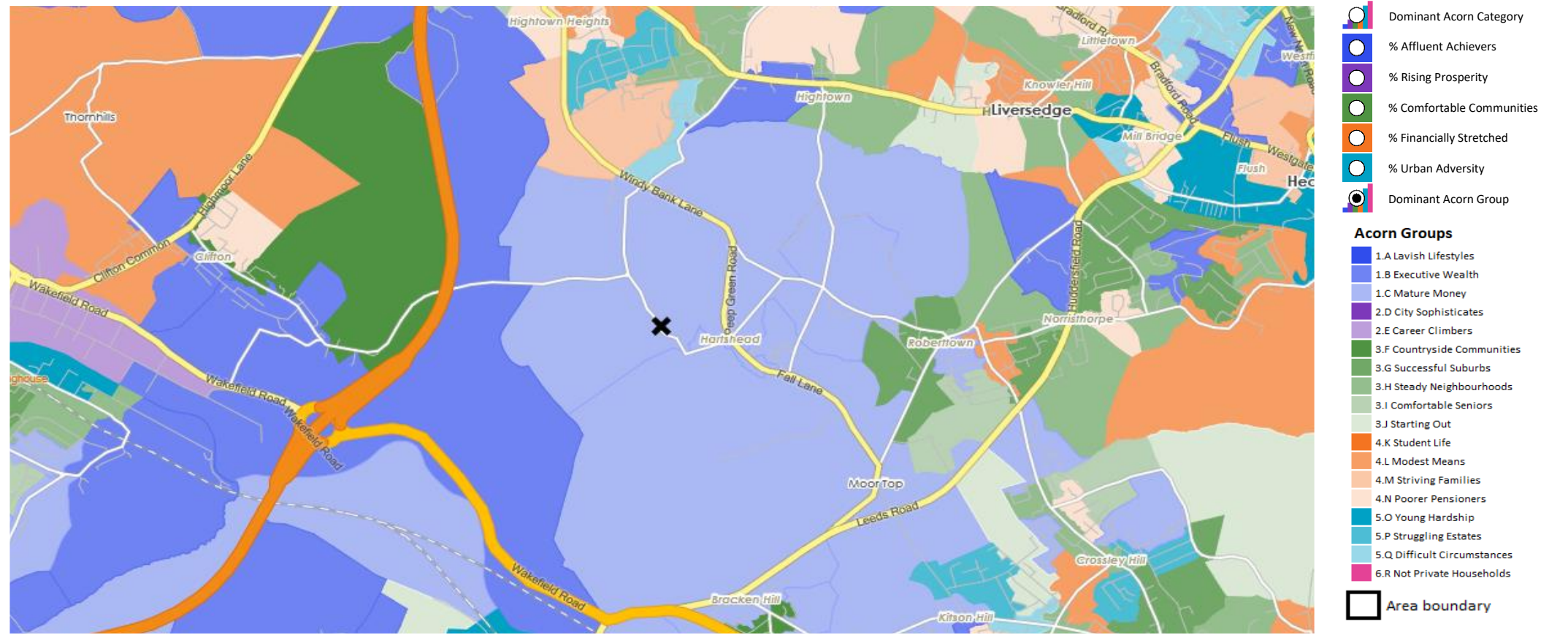
Sort by:  Acorn Structure
 Index
 Profile %

Acorn Type Description		Area Profile	% for Area	% for Base	Index	0	100	200
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	0.1	0			
	1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth								
	1.B.4 Asset rich families	32	1.5	2.6	58			
	1.B.5 Wealthy countryside commuters	11	0.5	2.5	21			
	1.B.6 Financially comfortable families	76	3.6	2.2	163			
	1.B.7 Affluent professionals	0	0.0	0.9	0			
	1.B.8 Prosperous suburban families	2	0.1	1.5	6			
	1.B.9 Well-off edge of towners	83	4.0	1.6	246			
1.C Mature Money								
	1.C.10 Better-off villagers	193	9.2	3.1	299			
	1.C.11 Settled suburbia, older people	144	6.9	2.8	243			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	36	1.7	1.3	133			
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	0.7	0			
	2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers								
	2.E.18 Career driven young families	24	1.1	2.0	58			
	2.E.19 First time buyers in small, modern homes	6	0.3	3.4	8			
	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	1.0	0			
	3.F.23 Owner occupiers in small towns and villages	38	1.8	3.2	56			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	71	3.4	2.7	125			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	110	5.2	2.4	216			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	52	2.5	3.5	71			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	65	3.1	2.3	132			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	41	2.0	2.4	82			
	3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
	3.J.33 Smaller houses and starter homes	96	4.6	2.4	190			
4. Financially Stretched								
4.K Student Life								
	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			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	17	0.8	1.4	56			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	114	5.4	2.6	206			
	4.L.39 Fading owner occupied terraces	0	0.0	2.9	0			
	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	54	2.6	1.6	161			
	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	15	0.7	2.0	35			
	4.M.44 Post-war estates, limited means	77	3.7	2.2	169			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	59	2.8	0.8	357			
	4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
	4.N.47 Low income older people in smaller semis	67	3.2	2.2	143			
	4.N.48 Pensioners and singles in social rented flats	25	1.2	1.7	70			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
	5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
	5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	8	0.4	1.6	24			
	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	434	20.7	1.6	1,291			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
	5.Q.58 Singles and young families, some receiving benefits	54	2.6	1.8	146			
	5.Q.59 Deprived areas and high-rise flats	86	4.1	2.0	208			
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	10	0.5	0.3	167			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		2,100						

DOMINANT ACORN GROUP - HOUSEHOLDS

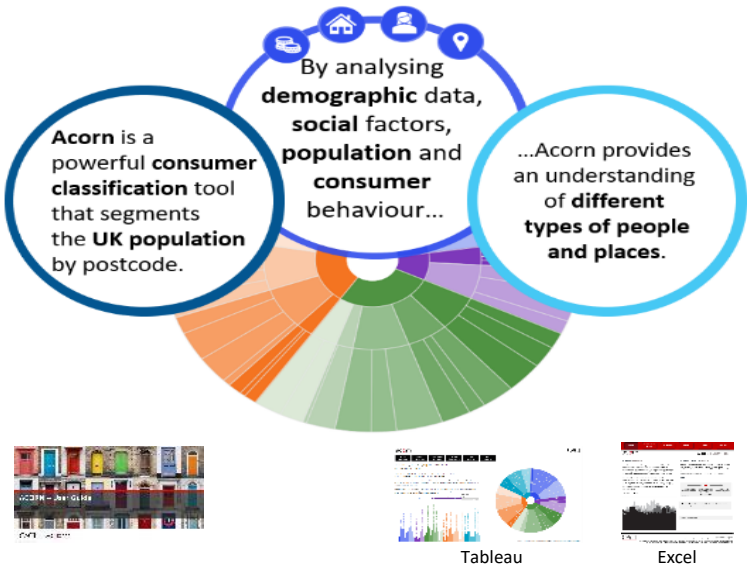
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Source: OS Open Data 2018



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

12.1M

22.8%

UK Adults

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+

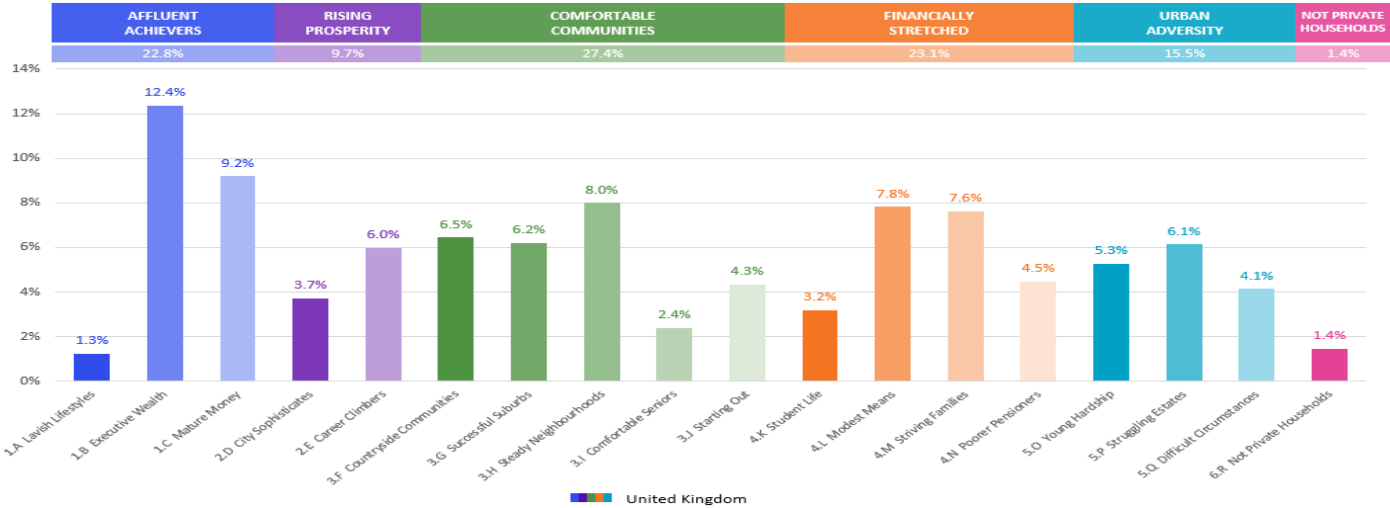
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%



MAP OF AREA

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