

CGA LICENCED PREMISES

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Area:	P03207_Drake, Bransholme, HU7 4HF (1 Mil
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	11	36.3	81.7	44			
Proprietary Club	2	6.6	7.3	91			
Registered Club	0	0.0	28.2	0			
Restaurant	4	13.2	32.1	41			
Residential	0	0.0	2.7	0			

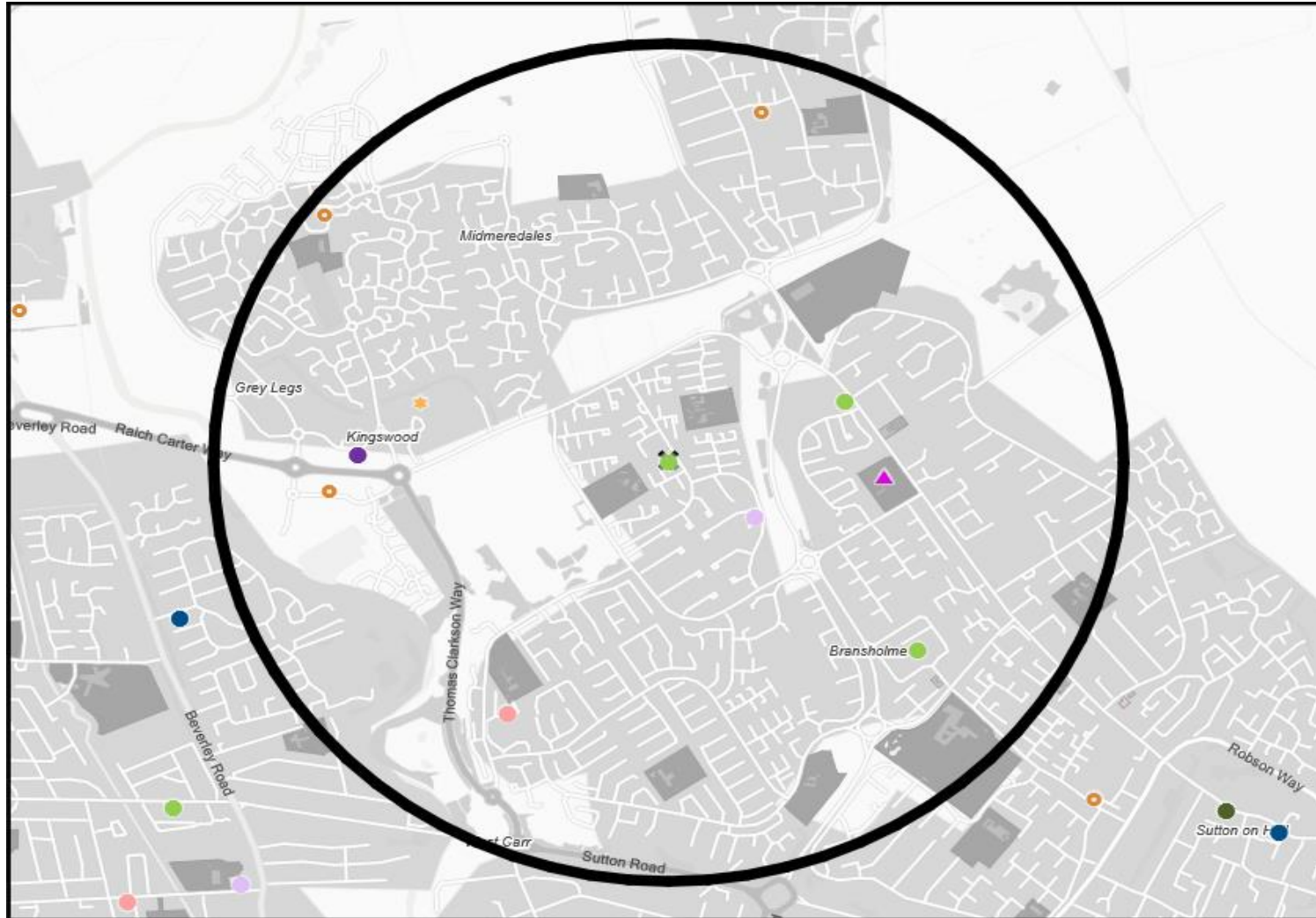
Name	Description	License Type	Owner Name	Postcode
Kingswood	Whitbread	Pubs & Full On	Whitbread	HU 7 3DD
Grandale	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HU 7 4BL
Night Jar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HU 7 4DH
Sutton Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 7 4EE
Meadows	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 7 4HA
Drake	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HU 7 4HF
Wawne Ferry	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	HU 7 4JH
Skippers Tavern	Independent Free	Pubs & Full On	Independent Free	HU 7 5BJ
David Lloyd Leisure	David Lloyd Leisure Ltd	Proprietary Club	David Lloyd Leisure Ltd	HU 7 3DB
Hollywood Bowl	Original Bowling Company	Proprietary Club	Original Bowling Company	HU 7 3DB
Cineworld	Cineworld Cinemas Ltd	Pubs & Full On	Cineworld Cinemas Ltd	HU 7 3DB
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	HU 7 3DA
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	HU 7 3DD
Village Green	Independent Free	Restaurant	Independent Free	HU 7 3JQ
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	HU 7 3DB
Tribal Bar And Grill	Independent Free	Pubs & Full On	Independent Free	HU 7 3DB
Beleza	Independent Free	Restaurant	Independent Free	HU 7 3DB

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03207\_Drake, Bransholme, HU7 4HF (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: P03207\_Drake, Bransholme, HU7 4HF (1 Mile contour)  
Base: Great Britain  
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
	1 Affluent Achievers	755	6.2	22.1	28	<div></div>	
	2 Rising Prosperity	479	4.0	10.2	39	<div></div>	
	3 Comfortable Communities	3,540	29.2	26.5	110	<div></div>	
	4 Financially Stretched	2,017	16.7	23.7	70	<div></div>	
	5 Urban Adversity	5,306	43.8	17.2	255	<div></div>	
	6 Not Private Households	14	0.1	0.3	34	<div></div>	
Graph							
Total households		12,111					

Acorn Category 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?

## ACORN GROUP PROFILE - HOUSEHOLDS

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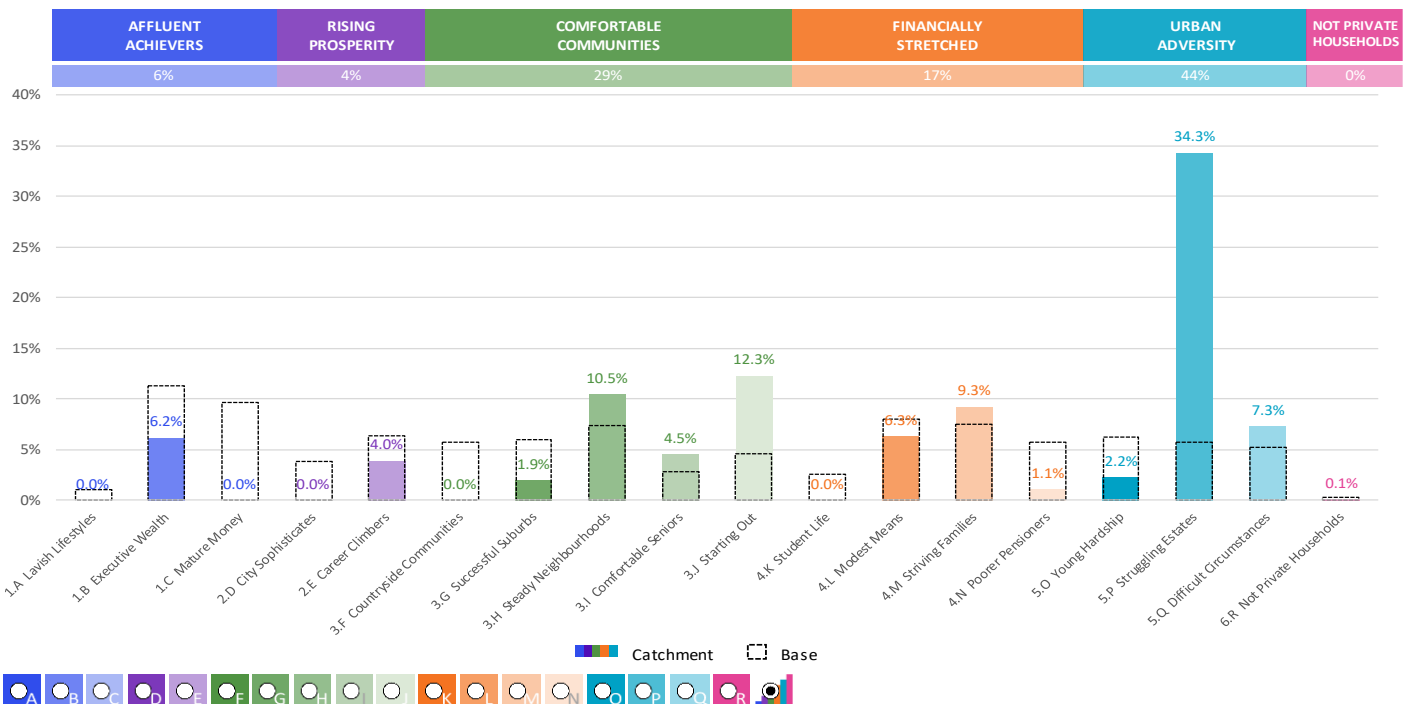
Area: P03207\_Drake, Bransholme, HU7 4HF (1 Mile contour)

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	<div><div></div></div>		
1.B	Executive Wealth	755	6.2	11.3	55	<div><div></div></div>		
1.C	Mature Money	0	0.0	9.6	0	<div><div></div></div>		
2. Rising Prosperity								
2.D	City Sophisticates	0	0.0	3.8	0	<div><div></div></div>		
2.E	Career Climbers	479	4.0	6.4	62	<div><div></div></div>		
3. Comfortable Communities								
3.F	Countryside Communities	0	0.0	5.7	0	<div><div></div></div>		
3.G	Successful Suburbs	236	1.9	6.0	33	<div><div></div></div>		
3.H	Steady Neighbourhoods	1,266	10.5	7.4	141	<div><div></div></div>		
3.I	Comfortable Seniors	549	4.5	2.9	159	<div><div></div></div>		
3.J	Starting Out	1,489	12.3	4.6	270	<div><div></div></div>		
4. Financially Stretched								
4.K	Student Life	0	0.0	2.5	0	<div><div></div></div>		
4.L	Modest Means	765	6.3	8.0	79	<div><div></div></div>		
4.M	Striving Families	1,122	9.3	7.4	124	<div><div></div></div>		
4.N	Poorer Pensioners	130	1.1	5.8	19	<div><div></div></div>		
5. Urban Adversity								
5.O	Young Hardship	269	2.2	6.3	36	<div><div></div></div>		
5.P	Struggling Estates	4,154	34.3	5.7	602	<div><div></div></div>		
5.Q	Difficult Circumstances	883	7.3	5.2	139	<div><div></div></div>		
6. Not Private Households								
6.R	Not Private Households	14	0.1	0.3	34	<div><div></div></div>		
Total households		12,111						

## Acorn Group Graph



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P03207\_Drake, Bransholme, HU7 4HF (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	0	0.0	2.6	0			
	1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
	1.B.6 Financially comfortable families	737	6.1	2.2	274			
	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	18	0.1	1.6	9			
<b>1.C Mature Money</b>								
	1.C.10 Better-off villagers	0	0.0	3.1	0			
	1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	461	3.8	2.0	193			
	2.E.19 First time buyers in small, modern homes	18	0.1	3.4	4			
	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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>								
	3.G.24 Comfortably-off families in modern housing	212	1.8	2.7	65			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	24	0.2	2.4	8			
<b>3.H Steady Neighbourhoods</b>								
	3.H.27 Suburban semis, conventional attitudes	1,219	10.1	3.5	290			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	47	0.4	2.3	17			
<b>3.I Comfortable Seniors</b>								
	3.I.30 Older people, neat and tidy neighbourhoods	549	4.5	2.4	191			
	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	226	1.9	2.2	87			
	3.J.33 Smaller houses and starter homes	1,263	10.4	2.4	435			
<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	18	0.1	1.4	10			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	198	1.6	2.6	62			
	4.L.39 Fading owner occupied terraces	549	4.5	2.9	155			
	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	378	3.1	1.6	190			
	4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
	4.M.44 Post-war estates, limited means	744	6.1	2.2	282			
<b>4.N Poorer Pensioners</b>								
	4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
	4.N.46 Elderly people in social rented flats	74	0.6	1.0	59			
	4.N.47 Low income older people in smaller semis	0	0.0	2.2	0			
	4.N.48 Pensioners and singles in social rented flats	56	0.5	1.7	27			
<b>5. Urban Adversity</b>								
<b>5.O Young Hardship</b>								
	5.O.49 Young families in low cost private flats	40	0.3	2.2	15			
	5.O.50 Struggling younger people in mixed tenure	229	1.9	1.8	105			
	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	4,122	34.0	1.6	2,179			
	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	32	0.3	1.6	17			
<b>5.Q Difficult Circumstances</b>								
	5.Q.57 Social rented flats, families and single parents	23	0.2	1.5	13			
	5.Q.58 Singles and young families, some receiving benefits	690	5.7	1.8	323			
	5.Q.59 Deprived areas and high-rise flats	170	1.4	2.0	71			
<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	14	0.1	0.3	41			
	6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>		<b>12,111</b>						



CATEGORY

GROUP

TYPE

MAP

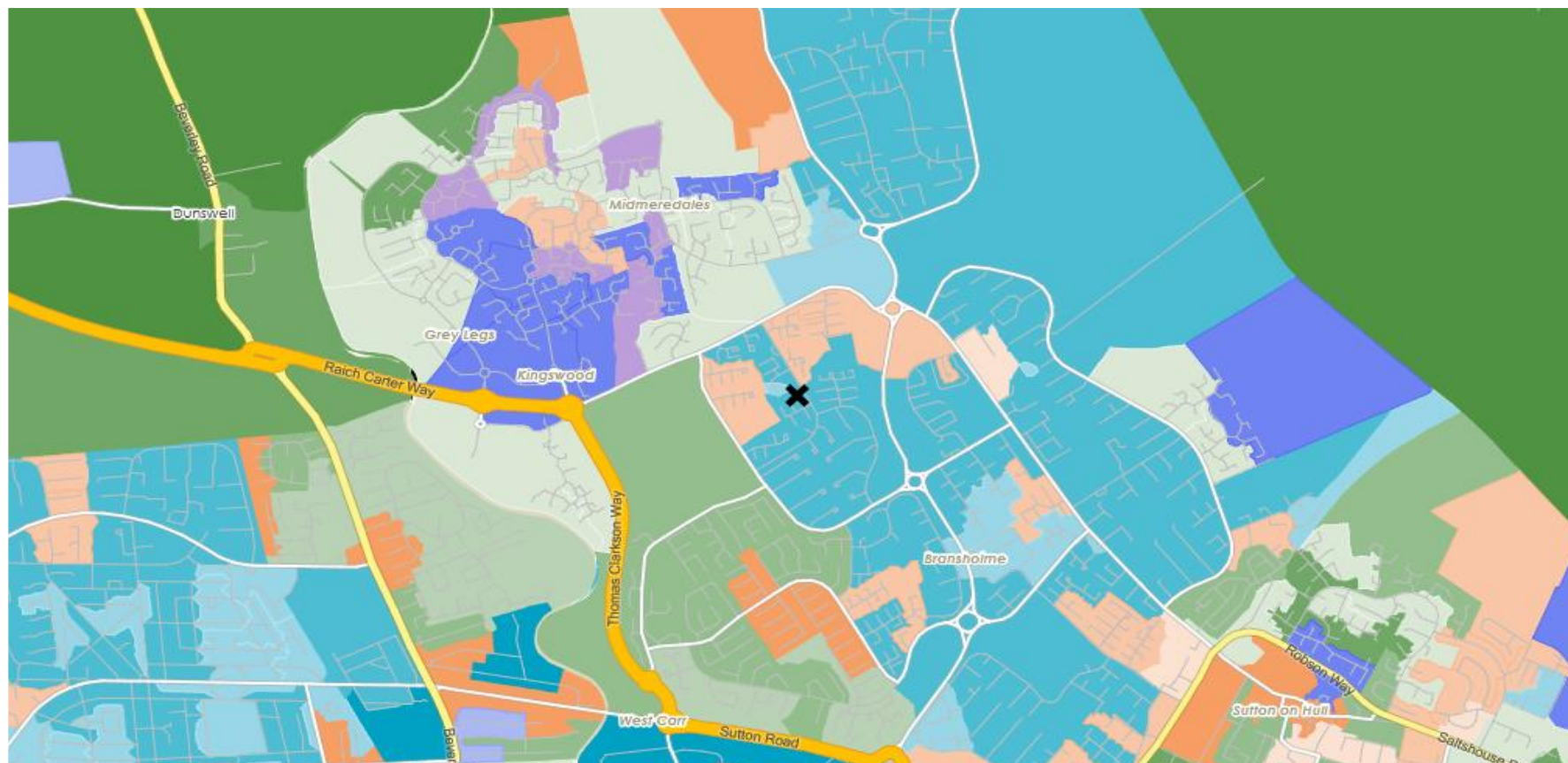
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P03207\_Drake, Bransholme, HU7 4HF (1 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

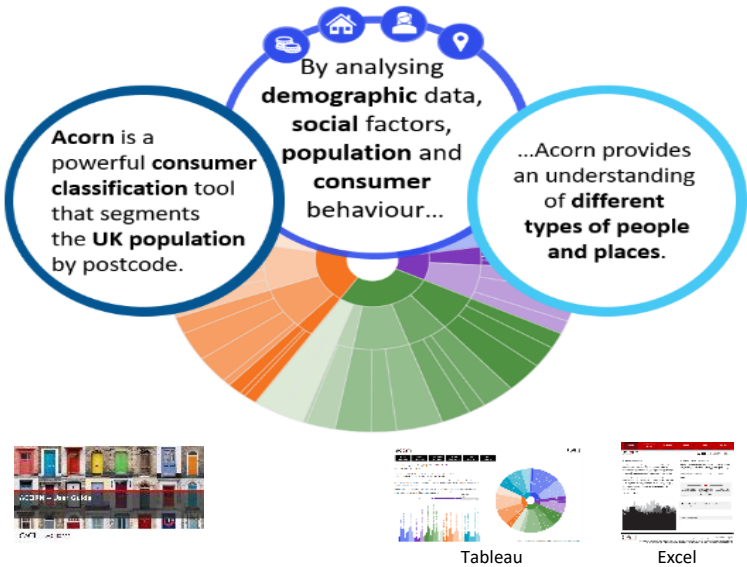
### Acorn Groups

- 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

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+

House type

Detached

Financial situation

Running into debt

Saving a lot

House tenure

Owned outright

Children at home

0

Number of beds

4+

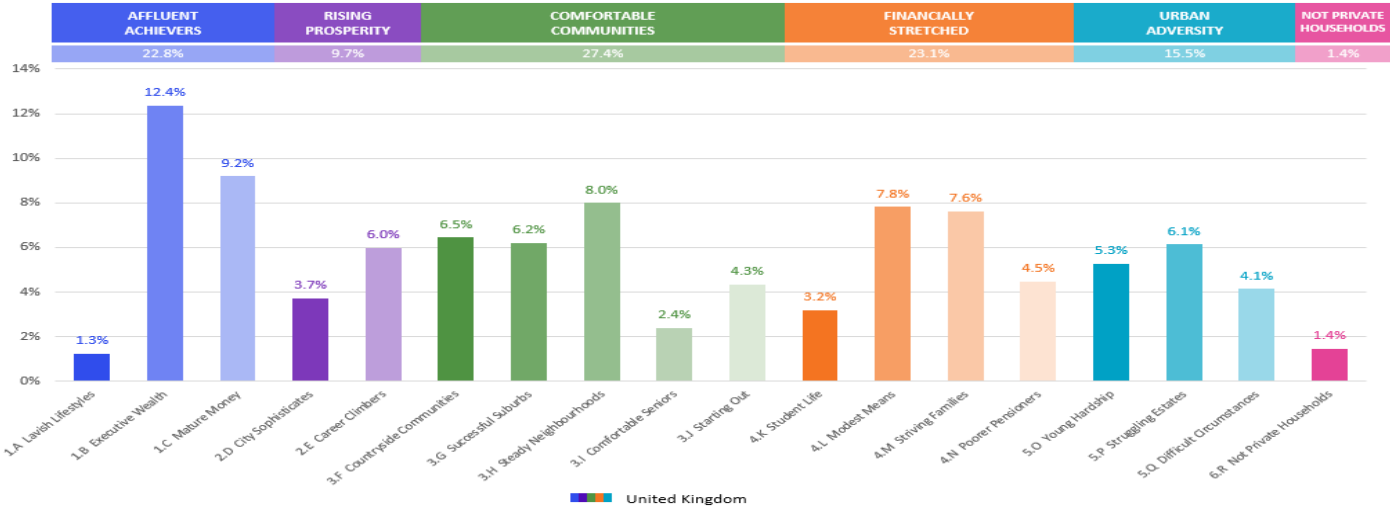
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%



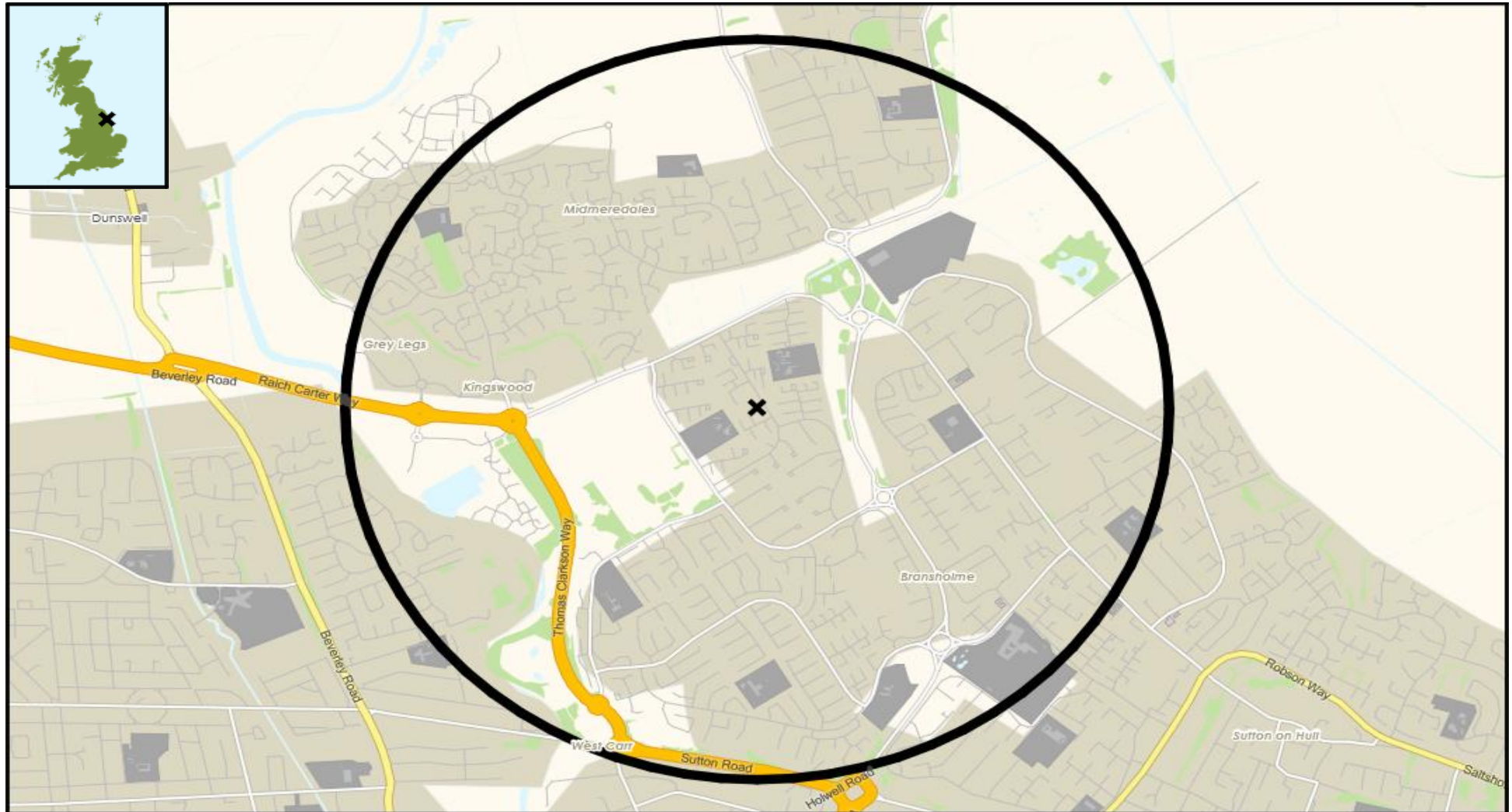


# MAP OF AREA

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Area: P03207\_Drake, Bransholme, HU7 4HF (1 Mile contour)



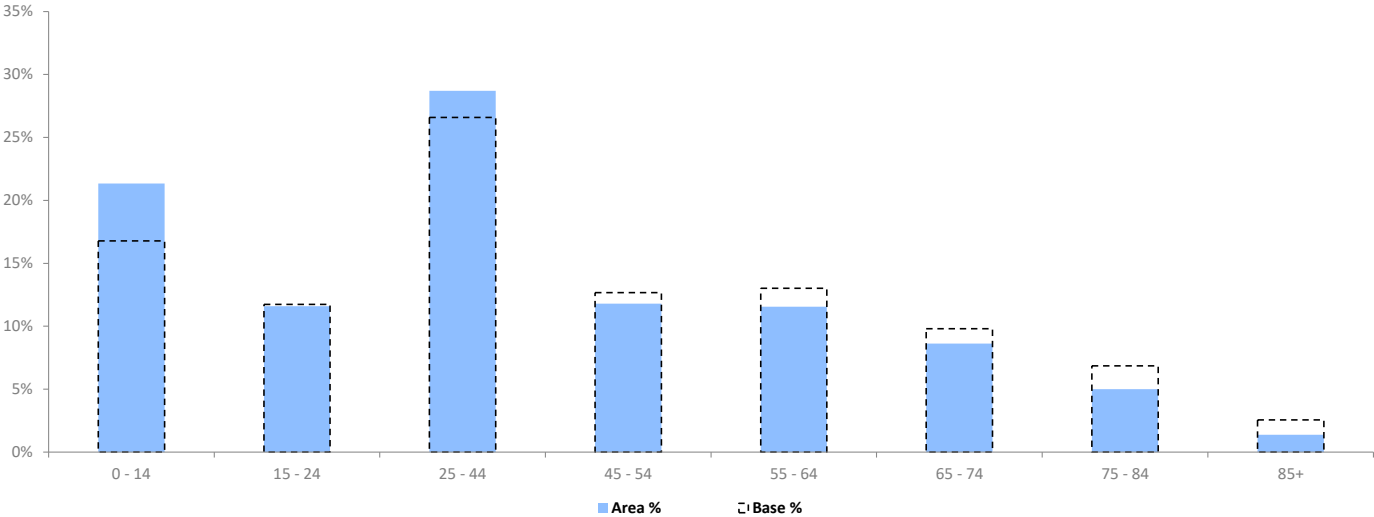


POPULATION PROJECTIONS

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Area:	P03207_Drake, Bransholme, HU7 4HF (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	6,461	21.3	16.8	127			
15 - 24	3,512	11.6	11.7	99			
25 - 44	8,690	28.7	26.6	108			
45 - 54	3,570	11.8	12.7	93			
55 - 64	3,497	11.6	13.0	89			
65 - 74	2,609	8.6	9.8	88			
75 - 84	1,512	5.0	6.9	73			
85+	418	1.4	2.6	54			
Total population	30,269						



EXPENDITURE

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Area:	P03207_Drake, Bransholme, HU7 4HF (1 Mile contour)
Base:	Great Britain
Year:	2023

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	£743,747	£63.21	£66.95	94			
2. Alcoholic beverages, tobacco and narcotics	£359,993	£30.60	£28.12	109			
3. Clothing & Footwear	£237,616	£20.20	£22.40	90			
4. Housing, water, electricity, gas and other fuels	£913,283	£77.62	£107.19	72			
5. Furnishings, equipment and routine maintenance	£369,256	£31.38	£36.85	85			
6. Health	£116,543	£9.91	£13.48	74			
7. Transport	£1,320,338	£112.22	£134.74	83			
8. Communication	£177,678	£15.10	£15.74	96			
9. Recreation & Culture	£685,973	£58.30	£64.16	91			
10. Education	£170,889	£14.52	£22.26	65			
11. Restaurants & Hotels	£690,627	£58.70	£67.11	87			
12. Miscellaneous goods and services	£1,110,224	£94.36	£109.86	86			
<b>Total Expenditure</b>	<b>£6,896,168</b>	<b>£586.11</b>	<b>£688.85</b>	<b>85</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.