

# CGA LICENCED PREMISES

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Area: P04279\_Smiling Mule, Bradford ,BD2 3HD (1)  
 Base: Great Britain  
 Year: 2023

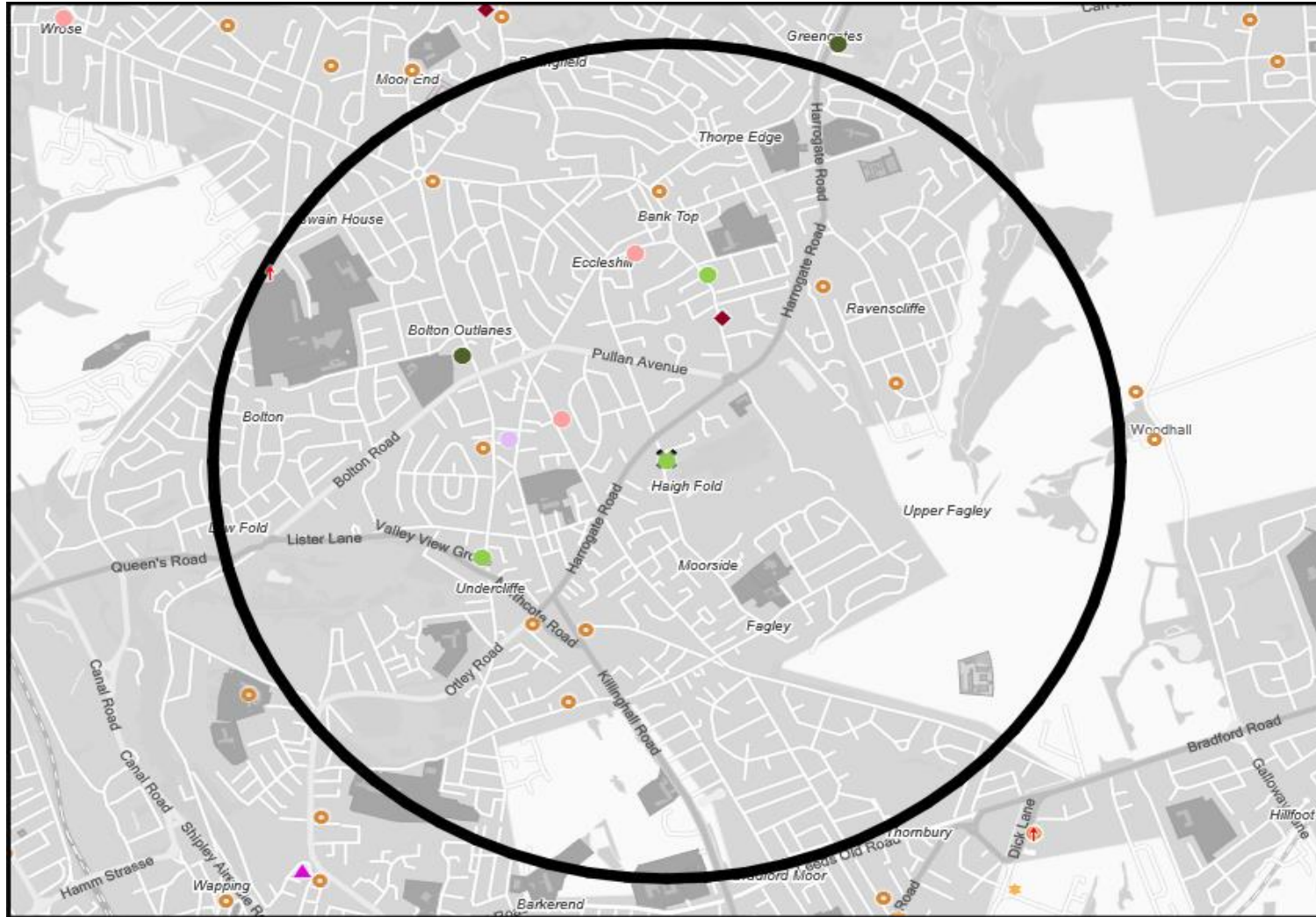
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	10	25.2	81.7	31			
Proprietary Club	1	2.5	7.3	35			
Registered Club	8	20.2	28.2	72			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Newland Sports & Social Club	Independent Free	Registered Club	Independent Free	BD10 0JT
Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	BD10 8AE
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
Fountain	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BD 2 2DQ
Eccleshill Victoria Conservative Club	Independent Free	Registered Club	Independent Free	BD 2 2DQ
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	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	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
Eccleshill Club	Independent Free	Registered Club	Independent Free	BD10 0HT
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	BD 2 1NR

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04279\_Smiling Mule, Bradford ,BD2 3HD (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:** P04279\_Smiling Mule, Bradford ,BD2 3HD (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	165	1.1	22.1	5		
2 Rising Prosperity	70	0.5	10.2	5		
3 Comfortable Communities	5,061	35.0	26.5	132		
4 Financially Stretched	4,947	34.2	23.7	144		
5 Urban Adversity	4,198	29.0	17.2	169		
6 Not Private Households	19	0.1	0.3	38		
<b>Total households</b>	<b>14,460</b>					

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% 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

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

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 GROUP PROFILE - HOUSEHOLDS

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**Area:** P04279\_Smiling Mule, Bradford ,BD2 3HD (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

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	20	0.1	11.3	1		
1.C Mature Money	145	1.0	9.6	10		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	70	0.5	6.4	8		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	0	0.0	5.7	0		
3.G Successful Suburbs	813	5.6	6.0	94		
3.H Steady Neighbourhoods	3,250	22.5	7.4	303		
3.I Comfortable Seniors	224	1.5	2.9	54		
3.J Starting Out	774	5.4	4.6	118		
<b>4. Financially Stretched</b>						
4.K Student Life	112	0.8	2.5	31		
4.L Modest Means	2,922	20.2	8.0	253		
4.M Striving Families	1,030	7.1	7.4	96		
4.N Poorer Pensioners	883	6.1	5.8	106		
<b>5. Urban Adversity</b>						
5.O Young Hardship	1,822	12.6	6.3	202		
5.P Struggling Estates	1,853	12.8	5.7	225		
5.Q Difficult Circumstances	523	3.6	5.2	69		
<b>6. Not Private Households</b>						
6.R Not Private Households	19	0.1	0.3	38		
<b>Total households</b>	<b>14,460</b>					

### Acorn Group Pen Portrait

**4 N Poorer Pensioners** 2.4M UK Adults    4.5% of UK

**Older people and pensioners, the majority of whom live in social housing.** The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

**CORE DEMOGRAPHICS**

Age range <b>65+</b>	Children at home <b>0</b>
House tenure <b>Social renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**FINANCIAL PROFILE**

Household income UK: <b>£21k</b> London: <b>£19k</b> Average: £40k    Average: £46k	% Disposable income UK: <b>42%</b> London: <b>35%</b> Average: 43%    Average: 29%	Financial situation 
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**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

- I worry about online security: **56%** (UK average: 59%)
- Shopping online makes my life easier: **57%** (UK average: 52%)
- I love the ease of using chat bots to get answers: **24%** (UK average: 28%)

**TOP BEHAVIOURS**

- 1 in 4 have never used the internet**
- Least likely of all groups to own a tablet or smartphone**
- Around half will use Facebook (probably with some help)**





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

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Area: P04279\_Smiling Mule, Bradford ,BD2 3HD (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

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	0.1	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	20	0.1	2.2	6			
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			
<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	145	1.0	2.8	36			
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	7	0.0	2.0	2			
2.E.19 First time buyers in small, modern homes	62	0.4	3.4	13			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
<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	174	1.2	2.7	45			
3.G.25 Larger family homes, multi-ethnic areas	639	4.4	0.8	531			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	2,827	19.6	3.5	564			
3.H.28 Owner occupied terraces, average income	202	1.4	1.6	87			
3.H.29 Established suburbs, older families	221	1.5	2.3	65			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	142	1.0	2.4	41			
3.I.31 Elderly singles in purpose-built accommodation	82	0.6	0.5	117			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	528	3.7	2.2	170			
3.J.33 Smaller houses and starter homes	246	1.7	2.4	71			
<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	112	0.8	1.9	40			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	181	1.3	1.4	87			
4.L.38 Semi-skilled workers in traditional neighbourhoods	359	2.5	2.6	94			
4.L.39 Fading owner occupied terraces	676	4.7	2.9	160			
4.L.40 High occupancy terraces, culturally diverse family areas	1,706	11.8	1.0	1,187			
<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	57	0.4	1.6	24			
4.M.43 Families in right-to-buy estates	904	6.3	2.0	307			
4.M.44 Post-war estates, limited means	69	0.5	2.2	22			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	157	1.1	0.8	138			
4.N.46 Elderly people in social rented flats	290	2.0	1.0	195			
4.N.47 Low income older people in smaller semis	307	2.1	2.2	95			
4.N.48 Pensioners and singles in social rented flats	129	0.9	1.7	52			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	243	1.7	2.2	77			
5.O.50 Struggling younger people in mixed tenure	385	2.7	1.8	148			
5.O.51 Young people in small, low cost terraces	1,194	8.3	2.3	365			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	50	0.3	1.6	22			
5.P.53 Low income terraces	3	0.0	0.8	3			
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	1,800	12.4	1.6	778			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	56	0.4	1.5	26			
5.Q.58 Singles and young families, some receiving benefits	290	2.0	1.8	114			
5.Q.59 Deprived areas and high-rise flats	177	1.2	2.0	62			
<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	19	0.1	0.3	46			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>14,460</b>						

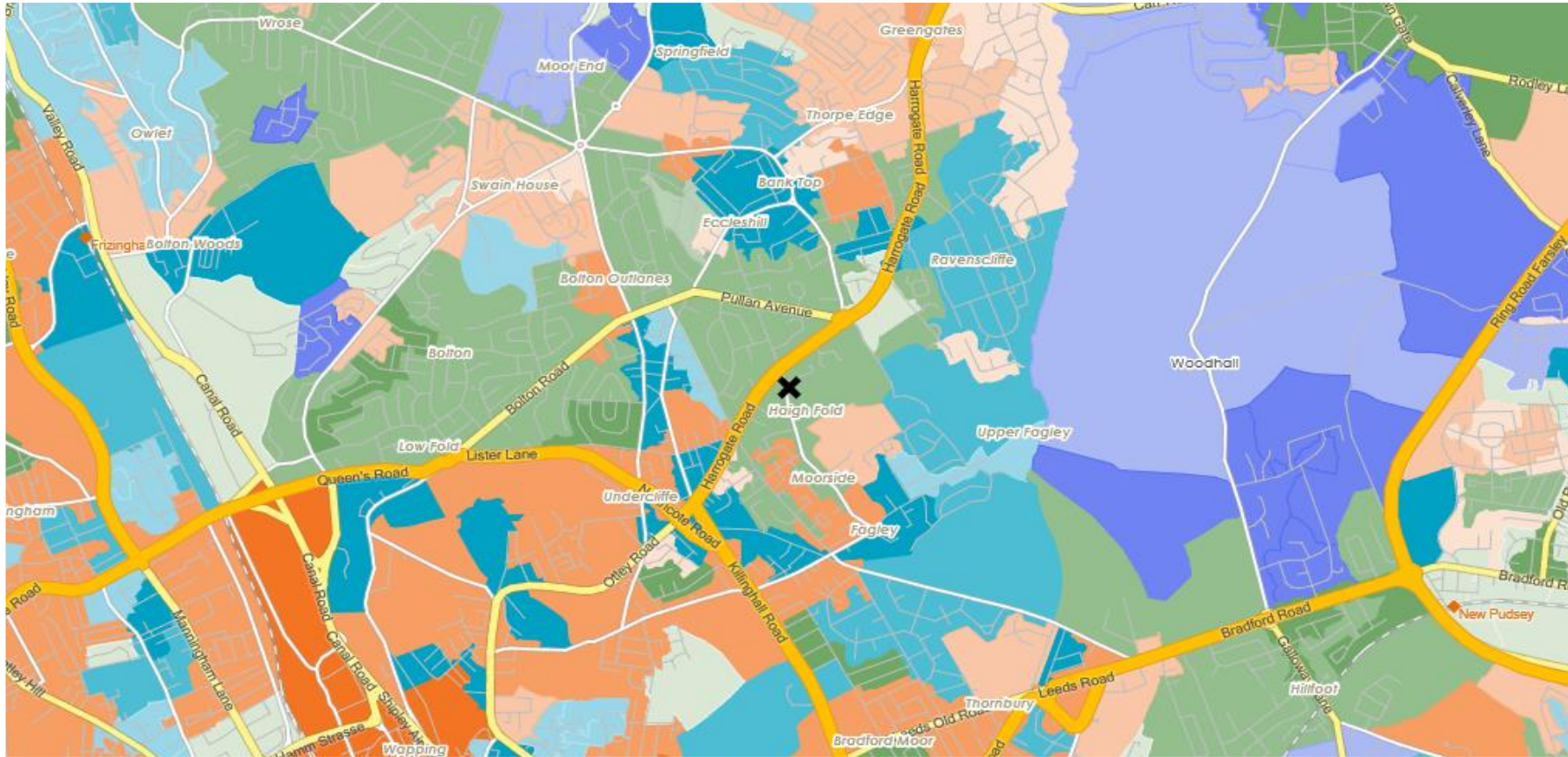
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04279\_Smiling Mule, Bradford ,BD2 3HD (1 Mile contour)



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

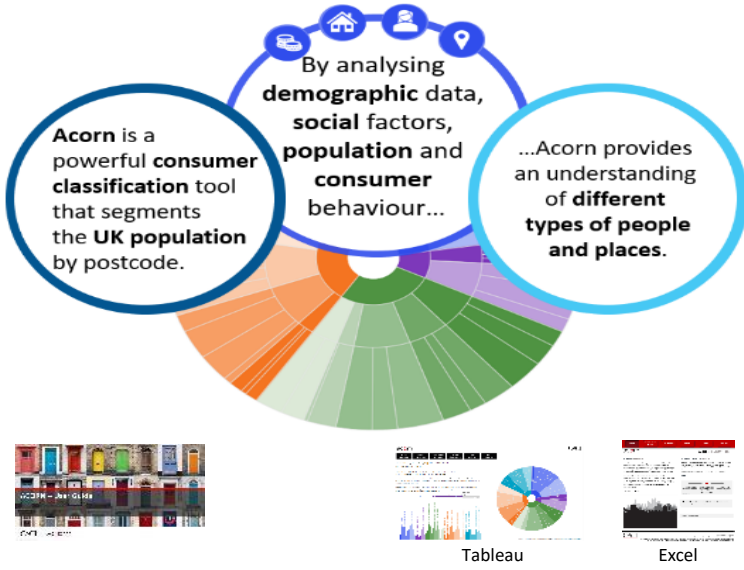
- Acorn Groups**
- 1.A Lush Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 4.L 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**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.1M** UK Adults

**22.8%** of UK

House type: **Detached**

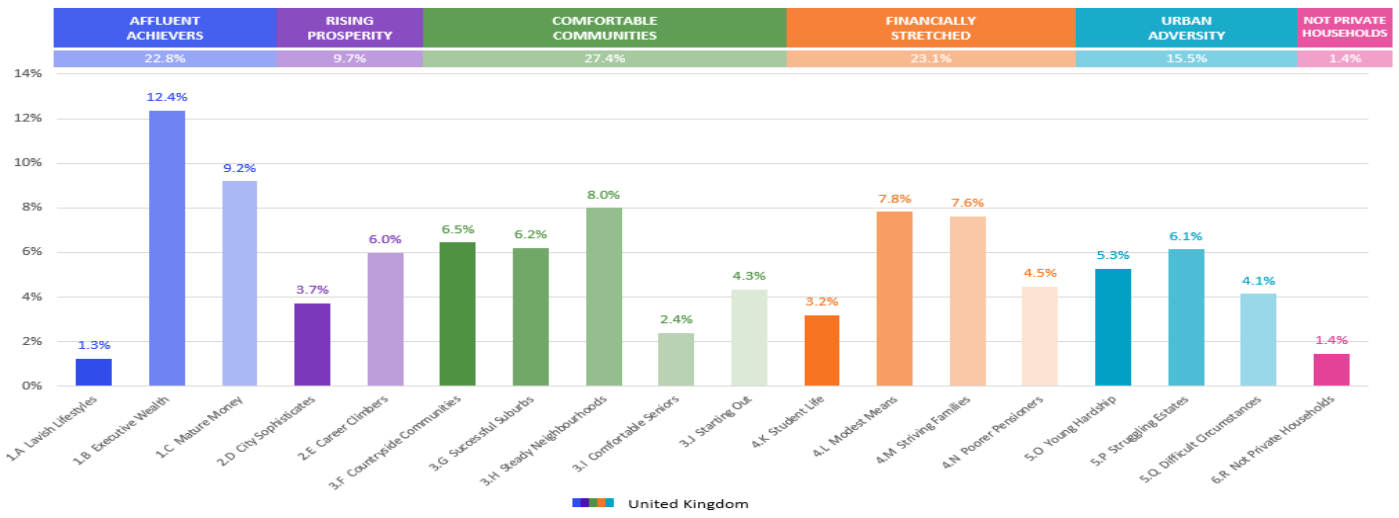
House tenure: **Owned outright**

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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