

CGA LICENCED PREMISES

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Area: P03496_Travellers Rest, Brockholes, HD9 7A
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	77.5	81.7	95			
Proprietary Club	0	0.0	7.3	0			
Registered Club	6	77.5	28.2	275			
Restaurant	3	38.7	32.1	121			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Honley Social Club	Independent Free	Registered Club	Independent Free	HD 9 6BT
Allied Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HD 9 6AH
Honley Conservative Club	Independent Free	Registered Club	Independent Free	HD 9 6BA
Honley Liberal Club	Independent Free	Registered Club	Independent Free	HD 9 6AS
Foresters Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HD 9 6DW
Honley Cricket Club	Independent Free	Registered Club	Independent Free	HD 9 6NS
Phoenix Squash & Fitness Club	Independent Free	Registered Club	Independent Free	HD 9 6PA
Jacobs Well	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	HD 9 6PU
Rock Inn	Daniel Thwaites plc	Pubs & Full On	Daniel Thwaites plc	HD 9 7AE
Travellers Rest	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HD 9 7AZ
Brockholes Bowling Club	Independent Free	Registered Club	Independent Free	HD 9 7AL
Canton	Independent Free	Restaurant	Independent Free	HD 9 6AA
Krafty	Independent Free	Restaurant	Independent Free	HD 9 6AA
Punch Bar & Tapas	Independent Free	Pubs & Full On	Independent Free	HD 9 6AA
Devour At The Dyehouse	Independent Free	Restaurant	Independent Free	HD 9 7TB

MAP OF AREA

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 Source: OS Open Data 2018

Area: P03496_Travellers Rest, Brockholes, HD9 7AZ (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: P03496_Travellers Rest, Brockholes, HD9 7AZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,294	38.5	22.1	174		
2 Rising Prosperity	164	4.9	10.2	48		
3 Comfortable Communities	984	29.2	26.5	110		
4 Financially Stretched	632	18.8	23.7	79		
5 Urban Adversity	287	8.5	17.2	50		
6 Not Private Households	4	0.1	0.3	35		
Total households		3,365				

Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%
UK Adults of UK

Age range
35-64

Financial situation

Running into debt ←→ Saving a lot

Children at home
0-2

House type
Semi-detached or detached

House tenure
Owned outright or mortgaged

Number of beds
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

Acorn Groups within Category 3: Comfortable Communities

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

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

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Area: P03496_Travellers Rest, Brockholes, HD9 7AZ (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	3	0.1	1.1	8			
1.B Executive Wealth	586	17.4	11.3	154			
1.C Mature Money	705	21.0	9.6	217			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	164	4.9	6.4	76			
3. Comfortable Communities							
3.F Countryside Communities	111	3.3	5.7	58			
3.G Successful Suburbs	564	16.8	6.0	282			
3.H Steady Neighbourhoods	76	2.3	7.4	30			
3.I Comfortable Seniors	133	4.0	2.9	138			
3.J Starting Out	100	3.0	4.6	65			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	216	6.4	8.0	80			
4.M Striving Families	121	3.6	7.4	48			
4.N Poorer Pensioners	295	8.8	5.8	152			
5. Urban Adversity							
5.O Young Hardship	18	0.5	6.3	9			
5.P Struggling Estates	214	6.4	5.7	112			
5.Q Difficult Circumstances	55	1.6	5.2	31			
6. Not Private Households							
6.R Not Private Households	4	0.1	0.3	35			
Total households	3,365						

Acorn Group Pen Portrait

2 D City Sophisticates 1.9M UK Adults 3.7% of UK

Younger individuals enjoying the city lifestyle with lots of opportunities to socialise and spend. These affluent younger people generally rent flats in major towns and cities. Whilst incomes are well above average, their level of disposable income is restricted due to high rents.

CORE DEMOGRAPHICS		BRANDS	
Age range 25-44	Children at home 0	SHOPPING 	REISS
House tenure Privately renting	Family structure Single	LEISURE 	MOLTON BROWN
Number of beds 1	House type Flat or maisonette	WEBSITES 	Pho
FINANCIAL PROFILE		DIGITAL AND TECH	
Household income UK: £54k London: £54k	% Disposable income UK: 23% London: 20%	ATTITUDES	
Financial situation Running into debt vs Saving a lot		I worry about online security 60% UK average: 59%	Shopping online makes my life easier 68% UK average: 62%
		I love the ease of using chat bots to get answers 31% UK average: 28%	
		TOP BEHAVIOURS	
		Post online ratings / reviews online	Book travel and holidays online
		Social media: Pinterest, Insta and Twitter	



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

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Area: P03496_Travellers Rest, Brockholes, HD9 7AZ (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
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	3	0.1	0.9	10			
1.B Executive Wealth							
1.B.4 Asset rich families	318	9.5	2.6	358			
1.B.5 Wealthy countryside commuters	163	4.8	2.5	196			
1.B.6 Financially comfortable families	14	0.4	2.2	19			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	3	0.1	1.5	6			
1.B.9 Well-off edge of towners	88	2.6	1.6	163			
1.C Mature Money							
1.C.10 Better-off villagers	303	9.0	3.1	293			
1.C.11 Settled suburbia, older people	260	7.7	2.8	274			
1.C.12 Retired and empty nesters	95	2.8	2.5	115			
1.C.13 Upmarket downsizers	47	1.4	1.3	108			
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	142	4.2	2.0	214			
2.E.19 First time buyers in small, modern homes	22	0.7	3.4	19			
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	111	3.3	3.2	103			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	17	0.5	2.7	19			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	547	16.3	2.4	671			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	15	0.4	3.5	13			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	61	1.8	2.3	78			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	133	4.0	2.4	167			
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	96	2.9	2.2	133			
3.J.33 Smaller houses and starter homes	4	0.1	2.4	5			
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	19	0.6	1.4	39			
4.L.38 Semi-skilled workers in traditional neighbourhoods	83	2.5	2.6	94			
4.L.39 Fading owner occupied terraces	114	3.4	2.9	116			
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	24	0.7	1.6	45			
4.M.42 Struggling young families in post-war terraces	80	2.4	1.6	145			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	17	0.5	2.2	23			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	28	0.8	0.8	106			
4.N.46 Elderly people in social rented flats	89	2.6	1.0	257			
4.N.47 Low income older people in smaller semis	134	4.0	2.2	178			
4.N.48 Pensioners and singles in social rented flats	44	1.3	1.7	77			
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	11	0.3	1.8	18			
5.O.51 Young people in small, low cost terraces	7	0.2	2.3	9			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	137	4.1	1.6	261			
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	77	2.3	1.6	143			
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	55	1.6	1.8	93			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	4	0.1	0.3	42			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,365						

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

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03496_Travellers Rest, Brockholes, HD9 7AZ (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

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**

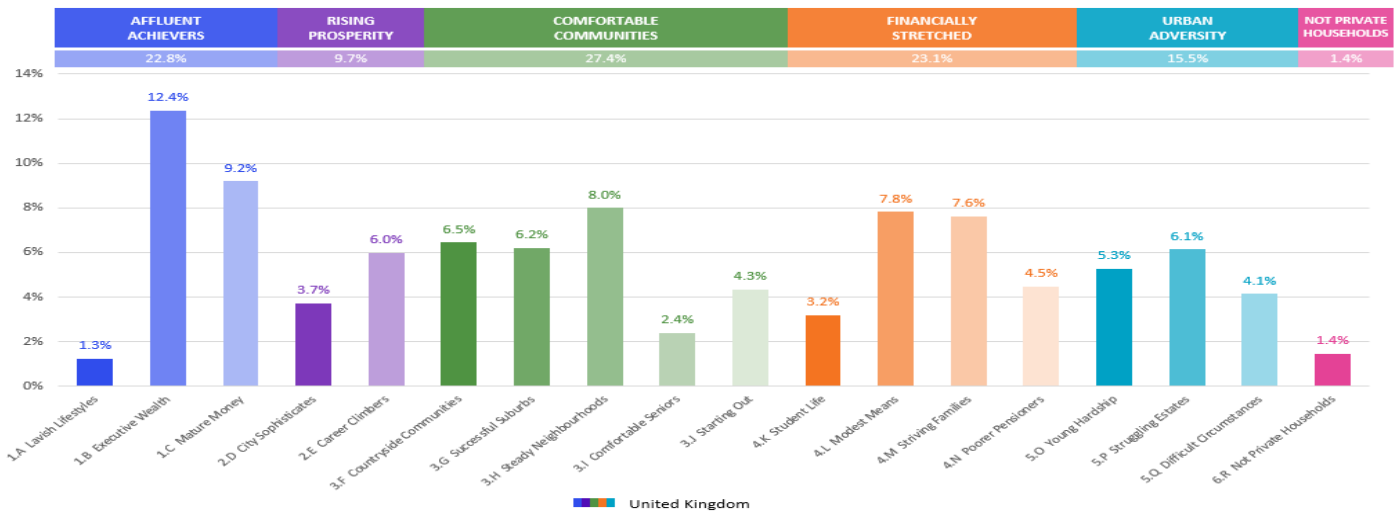
House tenure: **Owned outright**

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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