

CGA LICENCED PREMISES

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Area: P04455_Black Swan, Wakefield, WF1 1UY (1)
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	63	208.1	81.7	255			
Proprietary Club	8	26.4	7.3	363			
Registered Club	10	33.0	28.2	117			
Restaurant	27	89.2	32.1	278			
Residential	1	3.3	2.7	123			

Name	Description	License Type	Owner Name	Postcode
Eastmoor Amateur Rugby League Footb	Independent Free	Registered Club	Independent Free	WF 1 4RD
Union Bank	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 1BW
Hogarths	Amber Taverns	Pubs & Full On	Amber Taverns	WF 1 1BW
After Dark	Independent Free	Proprietary Club	Independent Free	WF 1 1BW
Establishment	Independent Free	Pubs & Full On	Independent Free	WF 1 1EP
Harewood Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 1 1JG
Gala Bingo	Gala Group	Proprietary Club	Gala Group	WF 1 1JN
Reflex	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	WF 1 1BW
Reflections	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 1JZ
Raven	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 1PJ
Black Rock Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WF 1 1PQ
Wakefield Constituency Labour Club	Independent Free	Registered Club	Independent Free	WF 1 1QN
Rainbow	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 1SA
Sunset Goa	Independent Free	Restaurant	Independent Free	WF 1 1TS
Black Swan	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 1 1UY
New Union	Marston's	Pubs & Full On	Marston's	WF 1 1UZ
Hideout	Independent Free	Pubs & Full On	Independent Free	WF 1 1XQ
Lala's	Independent Free	Restaurant	Independent Free	WF 1 1XQ
Black Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 1XR
Ruby Lou's Bar	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WF 1 1YB
Wakefield College	Independent Free	Registered Club	Independent Free	WF 1 2DH
Barristers	Independent Free	Pubs & Full On	Independent Free	WF 1 2ED
Wakefield Town Hall	Independent Free	Pubs & Full On	Independent Free	WF 1 2HQ
Capri	Capri Group	Restaurant	Capri Group	WF 1 2QF
Inns Of Court	Marston's	Pubs & Full On	Marston's	WF 1 2SR
West House Hotel	Independent Free	Pubs & Full On	Independent Free	WF 1 2TE
Priory	Independent Free	Pubs & Full On	Independent Free	WF 1 2TJ
Griffin Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 3AD
Talbot & Falcon	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	WF 1 3AP
Bella Roma	Independent Free	Restaurant	Independent Free	WF 1 3AY
College	Marston's	Pubs & Full On	Marston's	WF 1 3QT
Wakefield Sports Club	Independent Free	Registered Club	Independent Free	WF 1 3RF
Fox & Grapes	Independent Free	Pubs & Full On	Independent Free	WF 1 4LH
Butchers Arms	Unknown	Pubs & Full On	Unknown	WF 1 4LH
Wharfside	Independent Free	Pubs & Full On	Independent Free	WF 1 5RL
Wakefield Thornes Cricket Club	Independent Free	Registered Club	Independent Free	WF 2 7RU
Magnet Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 2 8DA
Holmfield Arms	Greene King	Pubs & Full On	Greene King	WF 2 8DY
Queens Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 2 8ED
Redoubt	Punch Pub Company	Pubs & Full On	Punch Pub Company	WF 2 8TS
Westgate Common Working Mens Club	Independent Free	Registered Club	Independent Free	WF 2 8TW
Balne Lane Working Mens Club	Independent Free	Registered Club	Independent Free	WF 2 9AN
St Michaels Snooker Club	Independent Free	Proprietary Club	Independent Free	WF 2 9NW
Scarborough Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 2 9PP
White Hart	Ei Group	Pubs & Full On	Ei Group	WF 2 9RL
Waterloo	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 2 9RL
Wagon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 2 9RQ
Henry Boons	Clark Pub Company Ltd	Pubs & Full On	Clark Pub Company Ltd	WF 2 9SR
Swan	Unknown	Pubs & Full On	Unknown	WF 2 9SF
Strafford Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 1 1HA
Territorial Army Centre Wakefield	Independent Free	Registered Club	Independent Free	WF 1 1DW
Red Lion	Blackrose Ltd	Pubs & Full On	Blackrose Ltd	WF 2 0EE
Calder And Hops	Marston's	Pubs & Full On	Marston's	WF 1 3AP

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Residential	1	3.3	2.7	123			

Name	Description	License Type	Owner Name	Postcode
Fernandes Brewery Tap & Bier Keller	Ossett Brewery	Pubs & Full On	Ossett Brewery	WF 1 1UA
Harry's Bar	Independent Free	Pubs & Full On	Independent Free	WF 1 1EL
Fino	Independent Free	Restaurant	Independent Free	WF 1 3BP
Crux & Juju	Independent Free	Pubs & Full On	Independent Free	WF 1 1BD
Six Chimneys	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WF 1 1HX
Express By Holiday Inn	Atlas Hotels	Pubs & Full On	Atlas Hotels	WF 1 1JU
Theatre Royal & Opera House	Independent Free	Pubs & Full On	Independent Free	WF 1 2TE
Wakefield Centre For The Deaf	Independent Free	Registered Club	Independent Free	WF 1 1LR
Grill Pit	Independent Free	Restaurant	Independent Free	WF 1 1HB
Stanley View Guest House	Independent Free	Residential	Independent Free	WF 1 4AE
Club Nocturno	Independent Free	Proprietary Club	Independent Free	WF 1 1XQ
Old Printworks	Independent Free	Pubs & Full On	Independent Free	WF 1 1EL
Shooters Pool Lounge Bar	Independent Free	Pubs & Full On	Independent Free	WF 1 1SP
Robatory	Independent Free	Restaurant	Independent Free	WF 1 3BJ
Velvet	Independent Free	Pubs & Full On	Independent Free	WF 1 1JR
Lockwood	Independent Free	Pubs & Full On	Independent Free	WF 1 1HA
Tryst	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 1 1XQ
Ale House	Independent Free	Pubs & Full On	Independent Free	WF 1 1PB
Blind Pig	Independent Free	Pubs & Full On	Independent Free	WF 1 1HB
Red Cafe-Bar & Restaurant	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 1 1UQ
Mecca Bingo	Rank	Proprietary Club	Rank	WF 2 9SE
Moodys	Independent Free	Pubs & Full On	Independent Free	WF 1 1JZ
Syhiba Restaurant	Independent Free	Restaurant	Independent Free	WF 1 1LW
Prego	Independent Free	Restaurant	Independent Free	WF 1 1EL
Dolce Vita Restaurant	Independent Free	Restaurant	Independent Free	WF 1 1ED
Velvet	Independent Free	Pubs & Full On	Independent Free	WF 1 1DH
Thai on the Square	Thai Square Restaurants	Restaurant	Thai Square Restaurants	WF 1 1PQ
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	WF 2 9SD
Hop	Ossett Brewery	Pubs & Full On	Ossett Brewery	WF 1 1EH
Smokehouse	Independent Free	Restaurant	Independent Free	WF 1 2ED
St Michaels Cricket Club	Independent Free	Registered Club	Independent Free	WF 2 8DA
Bar Street	Independent Free	Pubs & Full On	Independent Free	WF 2 9RL
Stereo	Independent Free	Pubs & Full On	Independent Free	WF 1 1DH
Casa Peri Peri	Estabulo Ltd	Restaurant	Estabulo Ltd	WF 1 3AE
Hepworth	Independent Free	Pubs & Full On	Independent Free	WF 1 5AW
Pizza Hut	Pizza Hut UK Ltd	Restaurant	Pizza Hut UK Ltd	WF 2 9SH
Red Chillii li	Independent Free	Restaurant	Independent Free	WF 1 1TU
Rustico	Independent Free	Restaurant	Independent Free	WF 1 3BJ
Iris	Independent Free	Restaurant	Independent Free	WF 1 1HA
Olive Meze	Independent Free	Restaurant	Independent Free	WF 1 3BJ
Counting House	Independent Free	Pubs & Full On	Independent Free	WF 1 1EP
Sun Lane Leisure	Independent Free	Proprietary Club	Independent Free	WF 1 1JB
Unity Hall	Independent Free	Pubs & Full On	Independent Free	WF 1 1EP
Bar Mex	Independent Free	Pubs & Full On	Independent Free	WF 1 3LR
Bengal Palace	Independent Free	Restaurant	Independent Free	WF 1 1ED
Duchniaks	Independent Free	Restaurant	Independent Free	WF 1 1UF
Estabulo	Estabulo Ltd	Restaurant	Estabulo Ltd	WF 1 2TS
Qubana	Independent Free	Restaurant	Independent Free	WF 1 2EL
Kindred Spirit	Independent Free	Proprietary Club	Independent Free	WF 1 1BD
Supper Club	Independent Free	Pubs & Full On	Independent Free	WF 1 1UY
Lobby 1867	Independent Free	Restaurant	Independent Free	WF 1 1EP
Gyros Bros	Independent Free	Restaurant	Independent Free	WF 1 2HB
Yorkshire Deli	Independent Free	Restaurant	Independent Free	WF 1 3BX

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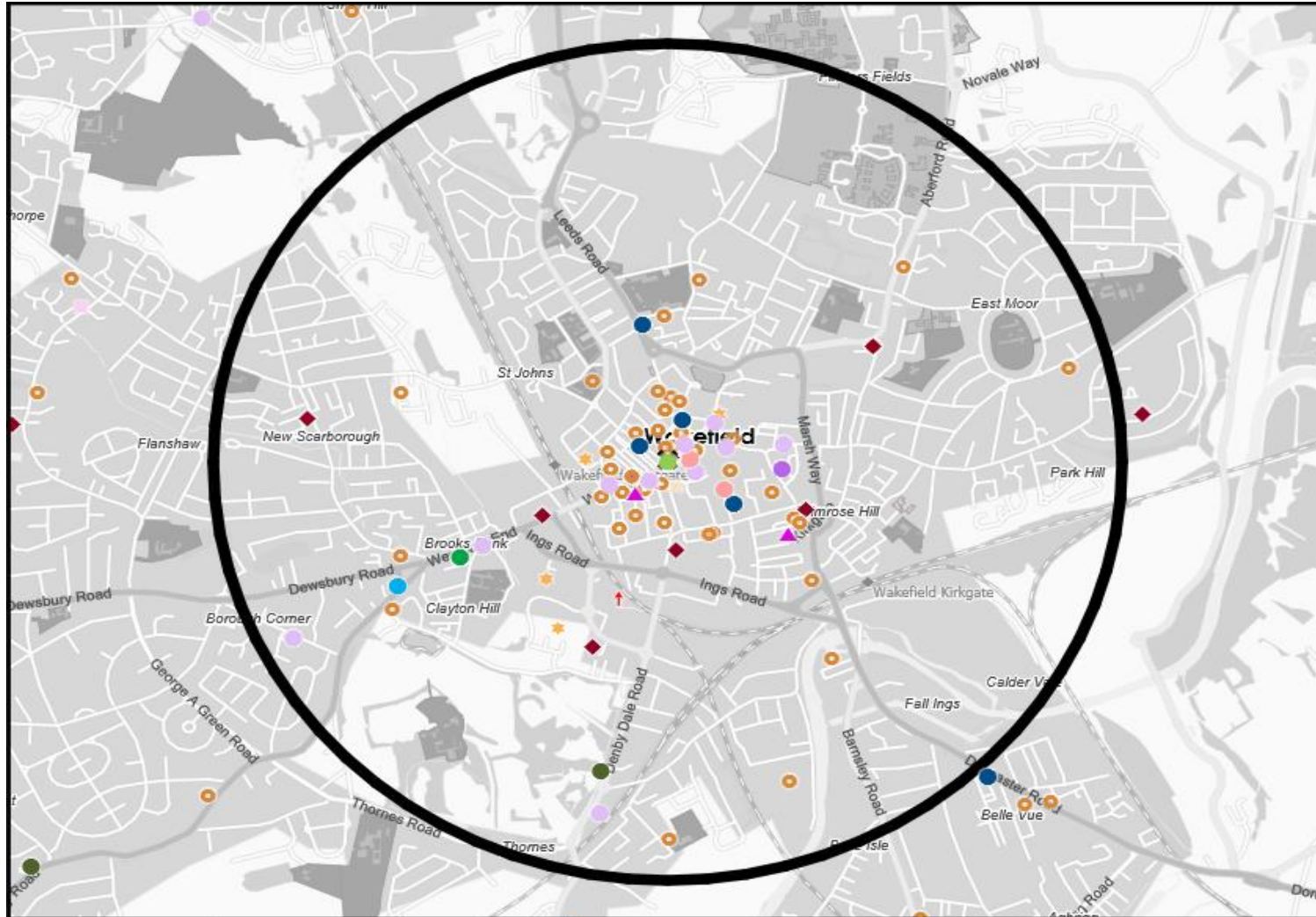
Name	Description	License Type	Owner Name	Postcode
Providence	Independent Free	Pubs & Full On	Independent Free	WF 1 3BG
Jock's Cavern	Independent Free	Pubs & Full On	Independent Free	WF 1 1HB
Belluccis	Independent Free	Restaurant	Independent Free	WF 1 3BJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04455_Black Swan, Wakefield, WF1 1UY (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: P04455_Black Swan, Wakefield, WF1 1UY (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	677	5.2	22.1	24		
2 Rising Prosperity	977	7.5	10.2	74		
3 Comfortable Communities	2,331	17.9	26.5	68		
4 Financially Stretched	3,553	27.3	23.7	115		
5 Urban Adversity	5,430	41.8	17.2	243		
6 Not Private Households	29	0.2	0.3	65		
Total households	12,997					

Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% 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 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04455_Black Swan, Wakefield, WF1 1UY (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	219	1.7	11.3	15		
1.C Mature Money	458	3.5	9.6	37		
2. Rising Prosperity						
2.D City Sophisticates	43	0.3	3.8	9		
2.E Career Climbers	934	7.2	6.4	113		
3. Comfortable Communities						
3.F Countryside Communities	5	0.0	5.7	1		
3.G Successful Suburbs	347	2.7	6.0	45		
3.H Steady Neighbourhoods	628	4.8	7.4	65		
3.I Comfortable Seniors	220	1.7	2.9	59		
3.J Starting Out	1,131	8.7	4.6	191		
4. Financially Stretched						
4.K Student Life	316	2.4	2.5	97		
4.L Modest Means	1,418	10.9	8.0	137		
4.M Striving Families	617	4.7	7.4	64		
4.N Poorer Pensioners	1,202	9.2	5.8	161		
5. Urban Adversity						
5.O Young Hardship	2,399	18.5	6.3	295		
5.P Struggling Estates	1,551	11.9	5.7	209		
5.Q Difficult Circumstances	1,480	11.4	5.2	217		
6. Not Private Households						
6.R Not Private Households	29	0.2	0.3	65		
Total households	12,997					

Acorn Group Pen Portrait

5 P
Struggling Estates
3.4M UK Adults
6.5% of UK

Large, low income families surviving with benefits. These are low income families living on traditional urban estates where most will rent their homes from the council or housing association.

CORE DEMOGRAPHICS

BRANDS

FINANCIAL PROFILE

DIGITAL ATTITUDES

TOP BEHAVIOURS



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

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Area: P04455_Black Swan, Wakefield, WF1 1UY (1 Mile contour)
 Base: Great Britain
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Sort by: Corn Structure
 Index
 Profile %

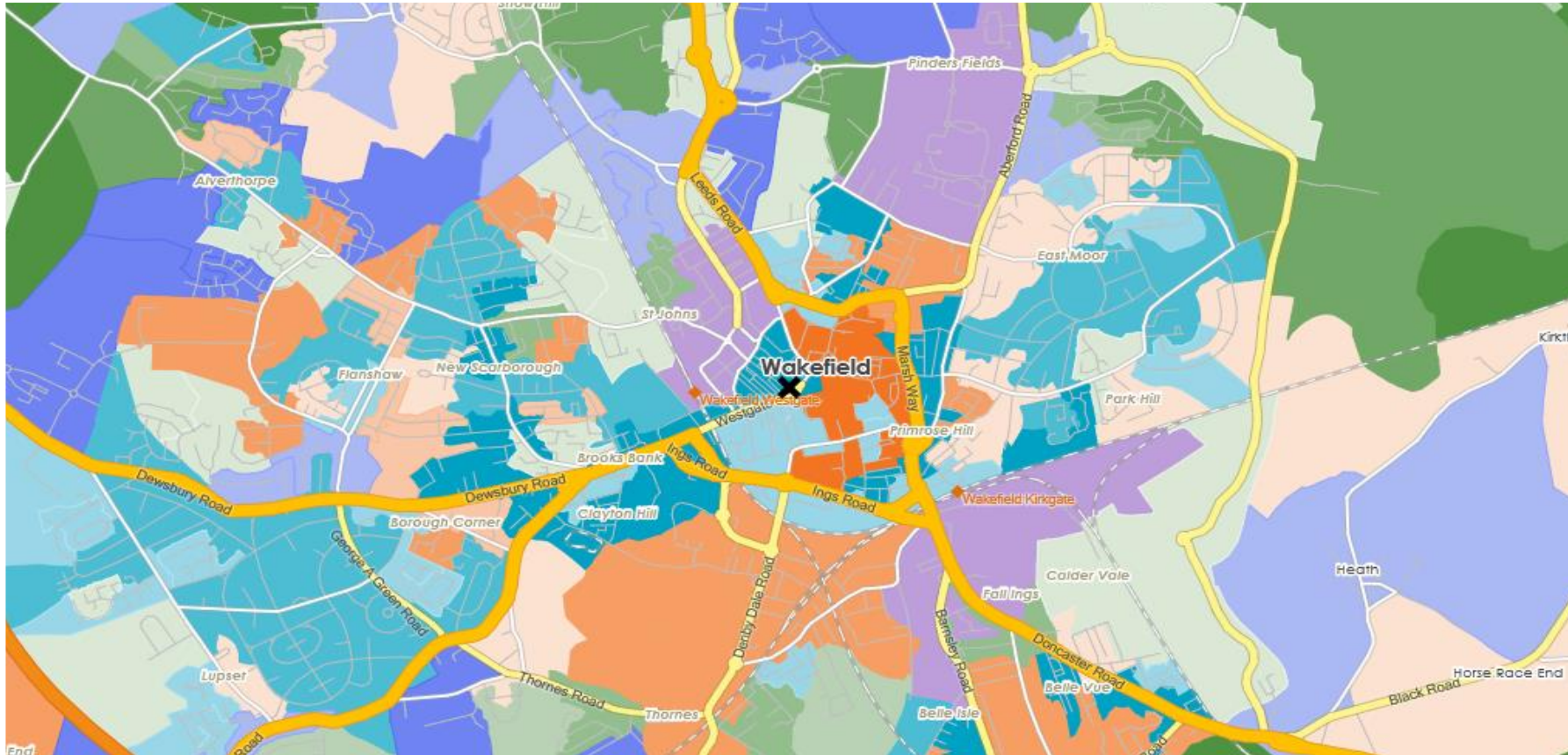
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	56	0.4	2.6	16			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	29	0.2	2.2	10			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	72	0.6	1.5	36			
1.B.9 Well-off edge of towners	62	0.5	1.6	30			
1.C Mature Money							
1.C.10 Better-off villagers	8	0.1	3.1	2			
1.C.11 Settled suburbia, older people	358	2.8	2.8	98			
1.C.12 Retired and empty nesters	92	0.7	2.5	29			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
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	43	0.3	1.0	34			
2.E Career Climbers							
2.E.18 Career driven young families	32	0.2	2.0	12			
2.E.19 First time buyers in small, modern homes	902	6.9	3.4	205			
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	5	0.0	3.2	1			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	240	1.8	2.7	68			
3.G.25 Larger family homes, multi-ethnic areas	31	0.2	0.8	29			
3.G.26 Semi-professional families, owner occupied neighbourhoods	76	0.6	2.4	24			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	494	3.8	3.5	110			
3.H.28 Owner occupied terraces, average income	70	0.5	1.6	34			
3.H.29 Established suburbs, older families	64	0.5	2.3	21			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	195	1.5	2.4	63			
3.I.31 Elderly singles in purpose-built accommodation	25	0.2	0.5	40			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	765	5.9	2.2	274			
3.J.33 Smaller houses and starter homes	366	2.8	2.4	117			
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	316	2.4	1.9	126			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	127	1.0	1.4	68			
4.L.38 Semi-skilled workers in traditional neighbourhoods	361	2.8	2.6	106			
4.L.39 Fading owner occupied terraces	432	3.3	2.9	114			
4.L.40 High occupancy terraces, culturally diverse family areas	498	3.8	1.0	386			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	12	0.1	1.6	6			
4.M.42 Struggling younger families in post-war terraces	5	0.0	1.6	2			
4.M.43 Families in right-to-buy estates	411	3.2	2.0	155			
4.M.44 Post-war estates, limited means	189	1.5	2.2	67			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	10	0.1	0.8	10			
4.N.46 Elderly people in social rented flats	134	1.0	1.0	100			
4.N.47 Low income older people in smaller semis	281	2.2	2.2	97			
4.N.48 Pensioners and singles in social rented flats	777	6.0	1.7	350			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	664	5.1	2.2	234			
5.O.50 Struggling younger people in mixed tenure	792	6.1	1.8	339			
5.O.51 Young people in small, low cost terraces	943	7.3	2.3	320			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	99	0.8	1.6	49			
5.P.53 Low income terraces	1	0.0	0.8	1			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	2	0.0	0.7	2			
5.P.56 Low income large families in social rented semis	1,449	11.1	1.6	697			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	61	0.5	1.5	31			
5.Q.58 Singles and young families, some receiving benefits	256	2.0	1.8	112			
5.Q.59 Deprived areas and high-rise flats	1,163	8.9	2.0	454			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	6	0.0	0.1	78			
6.R.61 Inactive communal population	23	0.2	0.3	62			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	12,997						

DOMINANT ACORN GROUP - HOUSEHOLDS

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

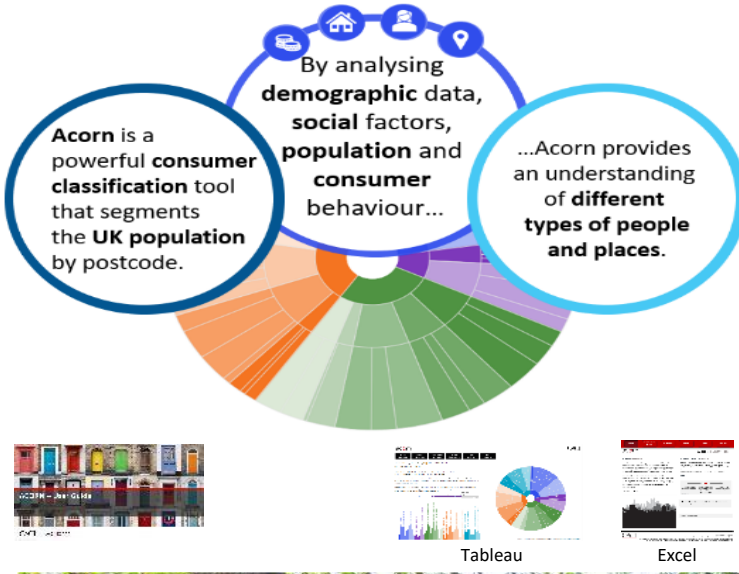
Acorn Groups

- 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	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

12.1M 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+

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

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.



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