

# CGA LICENCED PREMISES

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Area: P03375\_Broadleys, Hereford, HR2 7RP (1 Mi)  
 Base: Great Britain  
 Year: 2023

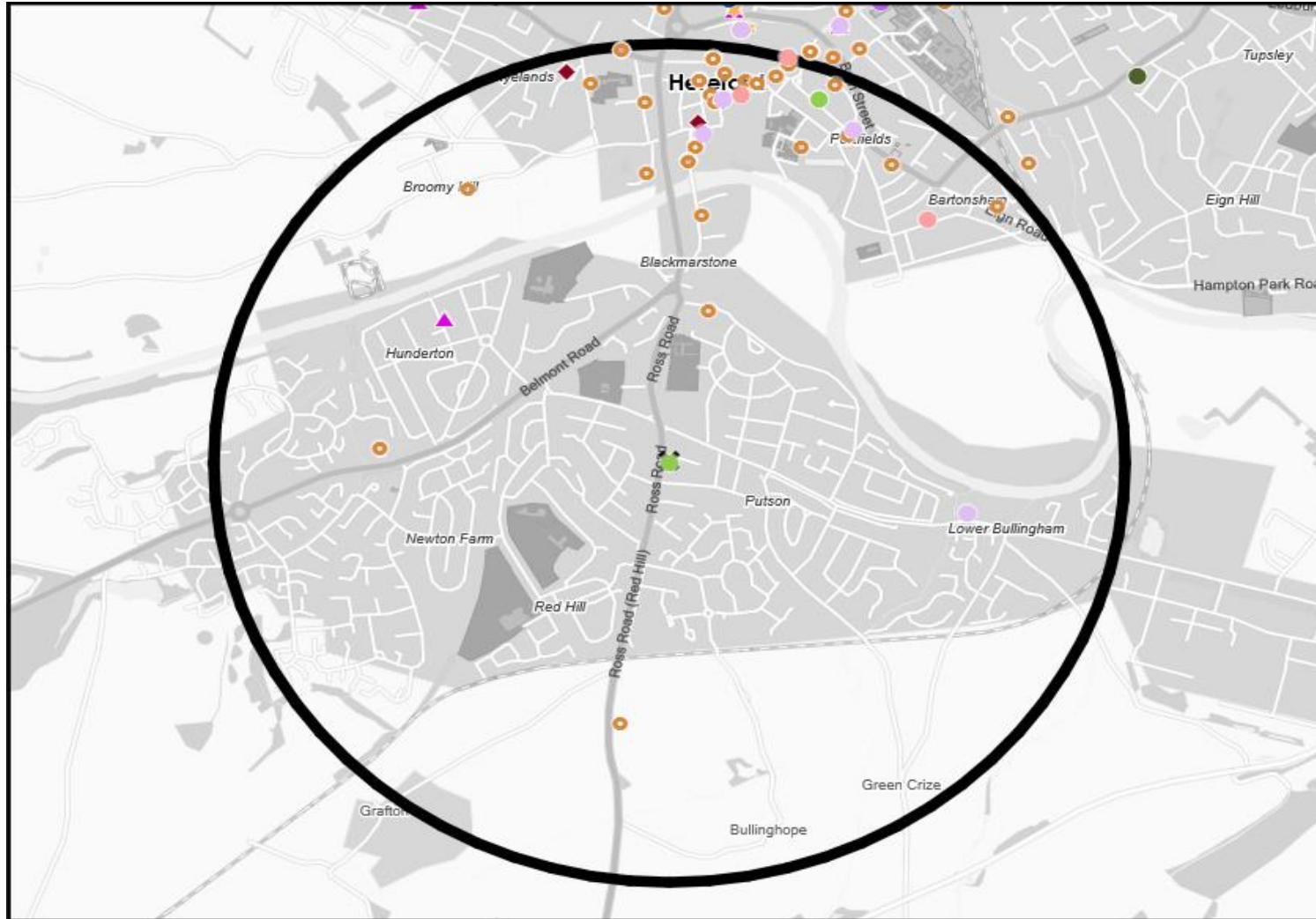
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	33	126.2	81.7	154			
Proprietary Club	1	3.8	7.3	52			
Registered Club	6	22.9	28.2	81			
Restaurant	8	30.6	32.1	95			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Jailhouse	Independent Free	Proprietary Club	Independent Free	HR 1 2HU
Barrels	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 1 2JQ
Deja Vu	Independent Free	Pubs & Full On	Independent Free	HR 1 2JB
Taste Of Raj	Independent Free	Restaurant	Independent Free	HR 1 2JQ
Lichfield Vaults	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HR 1 2LR
Moka Bar	Independent Free	Pubs & Full On	Independent Free	HR 1 2LT
Volunteer Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	HR 1 2QU
Brewers Arms	Independent Free	Pubs & Full On	Independent Free	HR 1 2RU
Hereford Rugby Club	Independent Free	Registered Club	Independent Free	HR 4 0LJ
Gilbies	Independent Free	Pubs & Full On	Independent Free	HR 1 2DL
Hereford Welsh Social Club	Independent Free	Registered Club	Independent Free	HR 2 6BL
Wye Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 2 6EF
Vaga Tavern	Wye Valley	Pubs & Full On	Wye Valley	HR 2 7AT
Saracens Head	Independent Free	Pubs & Full On	Independent Free	HR 2 7RD
Three Counties Hotel	Independent Free	Pubs & Full On	Independent Free	HR 2 7BP
Broad Leys	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HR 2 7RP
Horse And Groom	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HR 4 0AP
Hereford Military Club	Independent Free	Registered Club	Independent Free	HR 4 0AS
Great Western Railway Staff Association	Independent Free	Registered Club	Independent Free	HR 4 0AZ
Lupa	Independent Free	Pubs & Full On	Independent Free	HR 4 0BA
Hereford Bowling Club	Independent Free	Registered Club	Independent Free	HR 4 0BA
Hereford Rowing Club	Independent Free	Registered Club	Independent Free	HR 4 0BE
Stagecoach	Independent Free	Pubs & Full On	Independent Free	HR 4 0BX
Ascari Cafe	Independent Free	Pubs & Full On	Independent Free	HR 4 0BX
Queens Arms Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 4 9AP
Thai Gallery	Independent Free	Restaurant	Independent Free	HR 4 9AR
Green Dragon Hotel	Independent Free	Pubs & Full On	Independent Free	HR 4 9BG
Ponte Vecchio Italian Restaurant	Independent Free	Restaurant	Independent Free	HR 4 9DF
Spread Eagle	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	HR 4 9BW
Orange Tree	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	HR 4 9BX
Black Lion	Unknown	Pubs & Full On	Unknown	HR 4 9DG
Victory Inn	Independent Free	Pubs & Full On	Independent Free	HR 1 2QD
Grapes Tavern	Independent Free	Pubs & Full On	Independent Free	HR 1 2LW
Gordon Bennetts	Independent Free	Pubs & Full On	Independent Free	HR 1 2LE
Golden Fleece	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	HR 1 2JB
Brandon Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	HR 2 8BH
Castle House Hotel	Independent Free	Pubs & Full On	Independent Free	HR 1 2NW
Bills Kitchen	Independent Free	Restaurant	Independent Free	HR 4 9AA
Charles Cocktail Bar & Left Bank Bar	Independent Free	Pubs & Full On	Independent Free	HR 4 9DG
Lade Kitchen	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	HR 4 9AP
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	HR 4 0EF
Den	Independent Free	Restaurant	Independent Free	HR 4 9DF
Razburi	Independent Free	Restaurant	Independent Free	HR 4 0AP
Jalsagor Restaurant	Independent Free	Restaurant	Independent Free	HR 1 2PU
Cafe Miro	Independent Free	Pubs & Full On	Independent Free	HR 1 2JB
Beer In Hand	Independent Free	Pubs & Full On	Independent Free	HR 4 0AP
Hereford Beer House	Independent Free	Pubs & Full On	Independent Free	HR 4 0BX
De Koffie Pot	Independent Free	Pubs & Full On	Independent Free	HR 4 9DG

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P03375\_Broadleys, Hereford, HR2 7RP (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:** P03375\_Broadleys, Hereford, HR2 7RP (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	451	3.9	22.1	18		
2 Rising Prosperity	461	4.0	10.2	40		
3 Comfortable Communities	3,025	26.4	26.5	100		
4 Financially Stretched	3,798	33.2	23.7	140		
5 Urban Adversity	3,655	32.0	17.2	186		
6 Not Private Households	48	0.4	0.3	122		
<b>Total households</b>				<b>11,438</b>		



Graph

#### 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: P03375\_Broadleys, Hereford, HR2 7RP (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	221	1.9	11.3	17			
1.C Mature Money	230	2.0	9.6	21			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	461	4.0	6.4	63			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	19	0.2	5.7	3			
3.G Successful Suburbs	504	4.4	6.0	74			
3.H Steady Neighbourhoods	732	6.4	7.4	86			
3.I Comfortable Seniors	308	2.7	2.9	94			
3.J Starting Out	1,462	12.8	4.6	281			
<b>4. Financially Stretched</b>							
4.K Student Life	47	0.4	2.5	16			
4.L Modest Means	1,252	10.9	8.0	137			
4.M Striving Families	1,674	14.6	7.4	196			
4.N Poorer Pensioners	825	7.2	5.8	125			
<b>5. Urban Adversity</b>							
5.O Young Hardship	1,271	11.1	6.3	178			
5.P Struggling Estates	1,029	9.0	5.7	158			
5.Q Difficult Circumstances	1,355	11.8	5.2	226			
<b>6. Not Private Households</b>							
6.R Not Private Households	48	0.4	0.3	122			
<b>Total households</b>	<b>11,438</b>						

Acorn Group Pen Portrait

**6 Not Private Households** 790k UK Adults    1.5% of UK

**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.

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:



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

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Area: P03375\_Broadleys, Hereford, HR2 7RP (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	17	0.1	2.6	6			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	138	1.2	2.2	54			
1.B.7 Affluent professionals	39	0.3	0.9	40			
1.B.8 Prosperous suburban families	27	0.2	1.5	15			
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	147	1.3	2.8	46			
1.C.12 Retired and empty nesters	22	0.2	2.5	8			
1.C.13 Upmarket downsizers	61	0.5	1.3	41			
<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	202	1.8	2.0	89			
2.E.19 First time buyers in small, modern homes	259	2.3	3.4	67			
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	19	0.2	3.2	5			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	458	4.0	2.7	148			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	46	0.4	2.4	17			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	547	4.8	3.5	138			
3.H.28 Owner occupied terraces, average income	40	0.3	1.6	22			
3.H.29 Established suburbs, older families	145	1.3	2.3	54			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	213	1.9	2.4	79			
3.I.31 Elderly singles in purpose-built accommodation	95	0.8	0.5	171			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	622	5.4	2.2	253			
3.J.33 Smaller houses and starter homes	840	7.3	2.4	306			
<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	47	0.4	1.9	21			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	182	1.6	1.4	110			
4.L.38 Semi-skilled workers in traditional neighbourhoods	754	6.6	2.6	251			
4.L.39 Fading owner occupied terraces	316	2.8	2.9	95			
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	108	0.9	1.6	59			
4.M.42 Struggling young families in post-war terraces	801	7.0	1.6	427			
4.M.43 Families in right-to-buy estates	292	2.6	2.0	125			
4.M.44 Post-war estates, limited means	473	4.1	2.2	190			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	138	1.2	0.8	153			
4.N.46 Elderly people in social rented flats	158	1.4	1.0	134			
4.N.47 Low income older people in smaller semis	327	2.9	2.2	128			
4.N.48 Pensioners and singles in social rented flats	202	1.8	1.7	103			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	574	5.0	2.2	230			
5.O.50 Struggling younger people in mixed tenure	591	5.2	1.8	287			
5.O.51 Young people in small, low cost terraces	106	0.9	2.3	41			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	365	3.2	1.6	204			
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	664	5.8	1.6	363			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	516	4.5	1.5	299			
5.Q.58 Singles and young families, some receiving benefits	446	3.9	1.8	221			
5.Q.59 Deprived areas and high-rise flats	393	3.4	2.0	174			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	10	0.1	0.1	147			
6.R.61 Inactive communal population	38	0.3	0.3	117			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>11,438</b>						

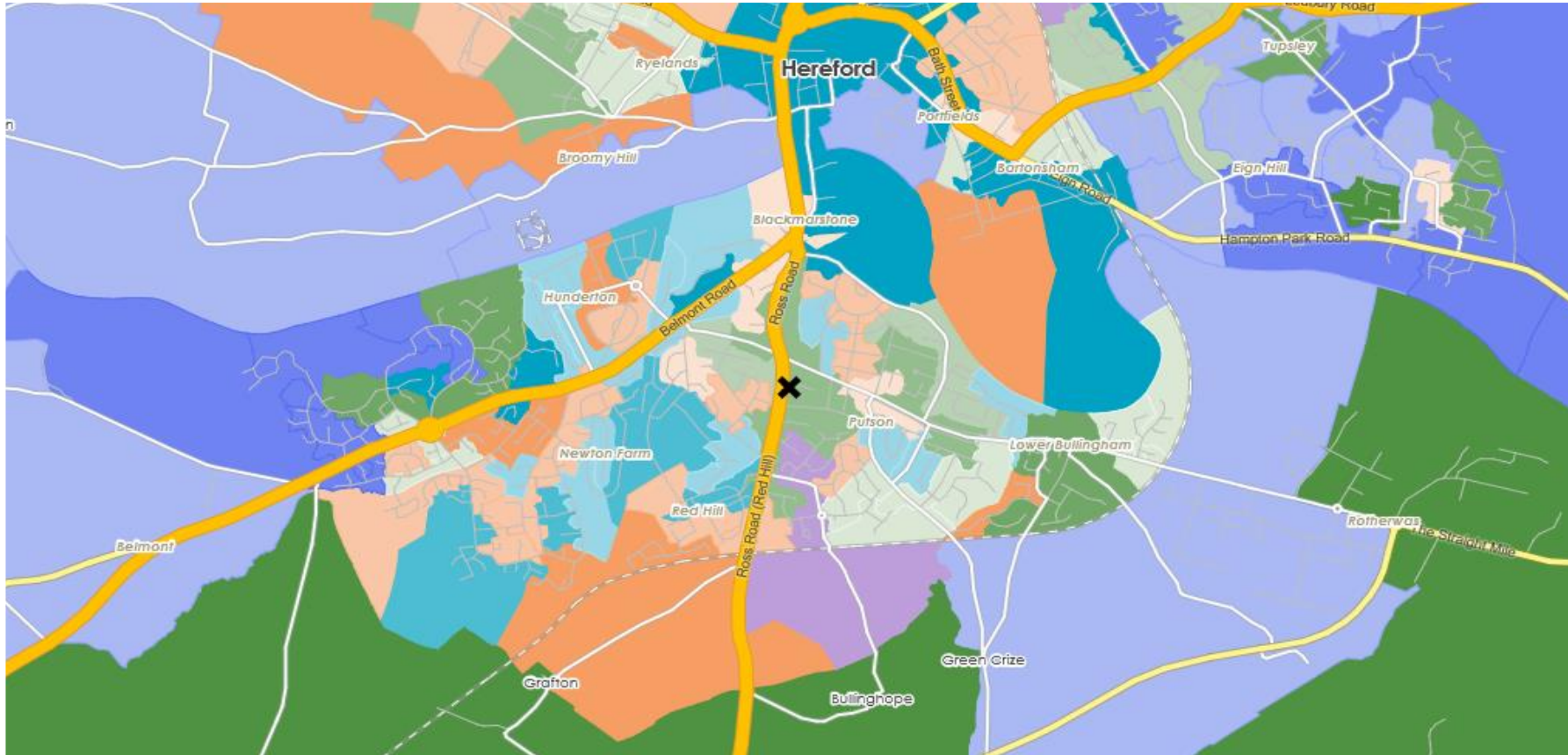
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03375\_Broadleys, Hereford, HR2 7RP (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

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.



# MAP OF AREA

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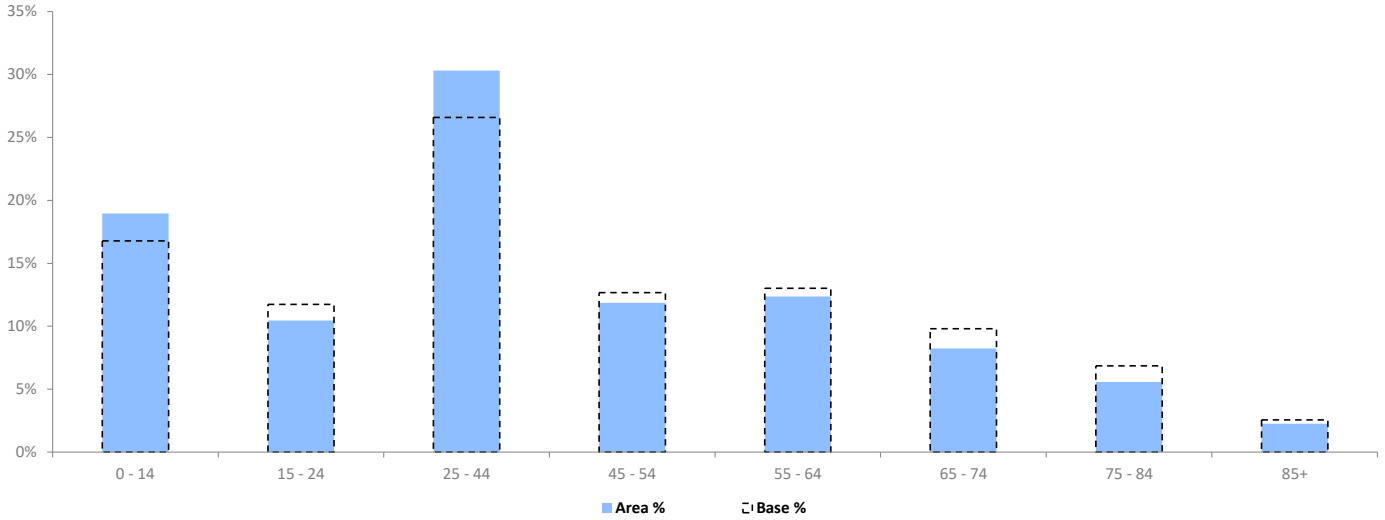


# POPULATION PROJECTIONS

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Area: P03375\_Broadleys, Hereford, HR2 7RP (1 Mile contour)  
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	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,957	19.0	16.8	<b>113</b>			
15 - 24	2,734	10.5	11.7	89			
25 - 44	7,931	30.3	26.6	<b>114</b>			
45 - 54	3,100	11.9	12.7	94			
55 - 64	3,232	12.4	13.0	95			
65 - 74	2,156	8.2	9.8	84			
75 - 84	1,456	5.6	6.9	81			
85+	589	2.3	2.6	88			
<b>Total population</b>	<b>26,155</b>						



# EXPENDITURE

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Area: P03375\_Broadleys, Hereford, HR2 7RP (1 Mile contour)  
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## 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	£741,018	£62.88	£66.95	94			
2. Alcoholic beverages, tobacco and narcotics	£371,943	£31.56	£28.12	112			
3. Clothing & Footwear	£224,514	£19.05	£22.40	85			
4. Housing, water, electricity, gas and other fuels	£939,589	£79.73	£107.19	74			
5. Furnishings, equipment and routine maintenance	£364,490	£30.93	£36.85	84			
6. Health	£151,224	£12.83	£13.48	95			
7. Transport	£1,247,002	£105.82	£134.74	79			
8. Communication	£168,526	£14.30	£15.74	91			
9. Recreation & Culture	£706,483	£59.95	£64.16	93			
10. Education	£49,548	£4.20	£22.26	19			
11. Restaurants & Hotels	£604,370	£51.29	£67.11	76			
12. Miscellaneous goods and services	£1,045,873	£88.75	£109.86	81			
<b>Total Expenditure</b>	<b>£6,614,580</b>	<b>£561.32</b>	<b>£688.85</b>	<b>81</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.