

# CGA LICENCED PREMISES

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Area: P00280\_Chequerfield Hotel, Pontefract, WF1  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	28	132.2	81.7	162			
Proprietary Club	4	18.9	7.3	259			
Registered Club	9	42.5	28.2	151			
Restaurant	6	28.3	32.1	88			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Liquorice Bush	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 8 1AX
Big Fells	Independent Free	Proprietary Club	Independent Free	WF 8 1AL
Malt Shovel Hotel	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 8 1AN
Pontefract Conservative Club	Independent Free	Registered Club	Independent Free	WF 8 1AG
Beast Fair Vaults	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 8 1AW
Ancient Borough Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 8 1AG
Elephant Hotel	Dukedom Ltd	Pubs & Full On	Dukedom Ltd	WF 8 1AG
Green Dragon	Amber Taverns	Pubs & Full On	Amber Taverns	WF 8 1BJ
Tap & Barrel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 8 1AN
Ponty Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 8 1BJ
Bar 12	Independent Free	Pubs & Full On	Independent Free	WF 8 1AP
Red Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 8 1AX
Barley Mow Restaurant	Independent Free	Restaurant	Independent Free	WF 8 1BJ
Northern Social	Independent Free	Pubs & Full On	Independent Free	WF 8 1BN
Shahban Indian Restaurant	Independent Free	Restaurant	Independent Free	WF 8 1BP
Grove Road Angling Club	Independent Free	Registered Club	Independent Free	WF 8 1EE
Pontefract Cue Club	Unknown	Proprietary Club	Unknown	WF 8 1LY
St Josephs Catholic Club	Independent Free	Registered Club	Independent Free	WF 8 1NL
Horse Vaults	Marston's	Pubs & Full On	Marston's	WF 8 1PE
Chequerfield Hotel	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	WF 8 2AY
Willow Park Social Club	Independent Free	Registered Club	Independent Free	WF 8 2HD
Cobblers	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	WF 8 2LL
Hope & Anchor Inn	Unknown	Pubs & Full On	Unknown	WF 8 1ES
Olde Tavern	Independent Free	Pubs & Full On	Independent Free	WF 8 2JL
Railway	Independent Free	Pubs & Full On	Independent Free	WF 8 2NP
Pontefract Sports & Social Club	Independent Free	Registered Club	Independent Free	WF 8 2TF
Pontefract Masonic Club	Independent Free	Registered Club	Independent Free	WF 8 3PA
Carleton	Greene King	Pubs & Full On	Greene King	WF 8 3PQ
Carleton Grange Social Club	Independent Free	Registered Club	Independent Free	WF 8 3RT
Pontefract Rugby Club	Independent Free	Registered Club	Independent Free	WF 8 3RX
Robin Hood Hotel	Unknown	Pubs & Full On	Unknown	WF 8 4HN
Pontefract Squash Centre	Independent Free	Registered Club	Independent Free	WF 8 4PQ
Pontefract Racecourse	Independent Free	Proprietary Club	Independent Free	WF 8 1LE
Mama Mia	Independent Free	Restaurant	Independent Free	WF 8 1HJ
Old Church Tavern	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	WF 8 2JG
Maudes Cafe Bar	Independent Free	Pubs & Full On	Independent Free	WF 8 1AQ
Alleyczams	Independent Free	Pubs & Full On	Independent Free	WF 8 1LN
Pabna	Independent Free	Restaurant	Independent Free	WF 8 1LG
Broken Bridge	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	WF 8 1PD
Myxology	Independent Free	Restaurant	Independent Free	WF 8 1LG
A1 Football Factory	Independent Free	Proprietary Club	Independent Free	WF 8 1HG
Blue Bell	Independent Free	Pubs & Full On	Independent Free	WF 8 1LE
Old Grocers	Independent Free	Pubs & Full On	Independent Free	WF 8 1AL
Tu Kitchen	Independent Free	Restaurant	Independent Free	WF 8 1PQ
Last Bank	Independent Free	Pubs & Full On	Independent Free	WF 8 1LQ
Mad Ox	Independent Free	Pubs & Full On	Independent Free	WF 8 1JU
Old Post Office	Independent Free	Pubs & Full On	Independent Free	WF 8 1LU

# MAP OF AREA

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Source: OS Open Data 2018

Area: P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (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**
  - ✕ Hotels
- Restaurants**
  - ★ Restaurants
- Leisure**
  - ▲ Leisure
- Independent**
  - Independent
- Other**
  - ◆ Other
- Site Location**
  - ✕ Site Location
- Boundary**
  - Boundary

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,448	15.5	22.1	70		
 2 Rising Prosperity	162	1.7	10.2	17		
 3 Comfortable Communities	2,527	27.1	26.5	102		
 4 Financially Stretched	2,850	30.5	23.7	129		
 5 Urban Adversity	2,286	24.5	17.2	142		
 6 Not Private Households	60	0.6	0.3	187		
 Graph						
<b>Total households</b>	<b>9,333</b>					

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

25-34

House type


Flat or terraced

8.4M UK Adults

15.9%

of UK

Financial situation



House tenure

Social renting

Children at home

3+

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:** P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (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	14	0.2	1.1	14		
1.B Executive Wealth	396	4.2	11.3	37		
1.C Mature Money	1,038	11.1	9.6	115		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	162	1.7	6.4	27		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	129	1.4	5.7	24		
3.G Successful Suburbs	421	4.5	6.0	76		
3.H Steady Neighbourhoods	1,090	11.7	7.4	158		
3.I Comfortable Seniors	400	4.3	2.9	150		
3.J Starting Out	487	5.2	4.6	115		
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0		
4.L Modest Means	806	8.6	8.0	108		
4.M Striving Families	918	9.8	7.4	132		
4.N Poorer Pensioners	1,126	12.1	5.8	209		
<b>5. Urban Adversity</b>						
5.O Young Hardship	699	7.5	6.3	120		
5.P Struggling Estates	1,005	10.8	5.7	189		
5.Q Difficult Circumstances	582	6.2	5.2	119		
<b>6. Not Private Households</b>						
6.R Not Private Households	60	0.6	0.3	187		
<b>Total households</b>	<b>9,333</b>					

### Acorn Group Pen Portrait

**5 Q Difficult Circumstances**      2.3M UK Adults      4.3% of UK

**Young adults, many of whom are single parents, enduring hardship.** Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

**CORE DEMOGRAPHICS**



Age range <b>25-44</b>	Children at home <b>1</b>
House tenure <b>Social renting</b>	Family structure <b>Single parent</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL**

**ATTITUDES**

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

**TOP BEHAVIOURS**

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (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	14	0.2	0.9	17			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	233	2.5	2.6	94			
1.B.5 Wealthy countryside commuters	12	0.1	2.5	5			
1.B.6 Financially comfortable families	118	1.3	2.2	57			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	13	0.1	1.5	9			
1.B.9 Well-off edge of towners	20	0.2	1.6	13			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	155	1.7	3.1	54			
1.C.11 Settled suburbia, older people	486	5.2	2.8	185			
1.C.12 Retired and empty nesters	368	3.9	2.5	160			
1.C.13 Upmarket downsizers	29	0.3	1.3	24			
<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	133	1.4	2.0	72			
2.E.19 First time buyers in small, modern homes	29	0.3	3.4	9			
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	129	1.4	3.2	43			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	389	4.2	2.7	155			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	32	0.3	2.4	14			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	996	10.7	3.5	308			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	94	1.0	2.3	43			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	382	4.1	2.4	173			
3.I.31 Elderly singles in purpose-built accommodation	18	0.2	0.5	40			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	69	0.7	2.2	34			
3.J.33 Smaller houses and starter homes	418	4.5	2.4	187			
<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	117	1.3	1.4	87			
4.L.38 Semi-skilled workers in traditional neighbourhoods	308	3.3	2.6	126			
4.L.39 Fading owner occupied terraces	381	4.1	2.9	140			
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	10	0.1	1.6	7			
4.M.42 Struggling young families in post-war terraces	96	1.0	1.6	63			
4.M.43 Families in right-to-buy estates	632	6.8	2.0	332			
4.M.44 Post-war estates, limited means	180	1.9	2.2	89			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	118	1.3	0.8	161			
4.N.46 Elderly people in social rented flats	278	3.0	1.0	289			
4.N.47 Low income older people in smaller semis	583	6.2	2.2	280			
4.N.48 Pensioners and singles in social rented flats	147	1.6	1.7	92			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	378	4.1	2.2	185			
5.O.50 Struggling younger people in mixed tenure	121	1.3	1.8	72			
5.O.51 Young people in small, low cost terraces	200	2.1	2.3	95			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	457	4.9	1.6	313			
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	548	5.9	1.6	367			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	129	1.4	1.5	92			
5.Q.58 Singles and young families, some receiving benefits	100	1.1	1.8	61			
5.Q.59 Deprived areas and high-rise flats	353	3.8	2.0	192			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	1	0.0	0.1	18			
6.R.61 Inactive communal population	59	0.6	0.3	222			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,333</b>						

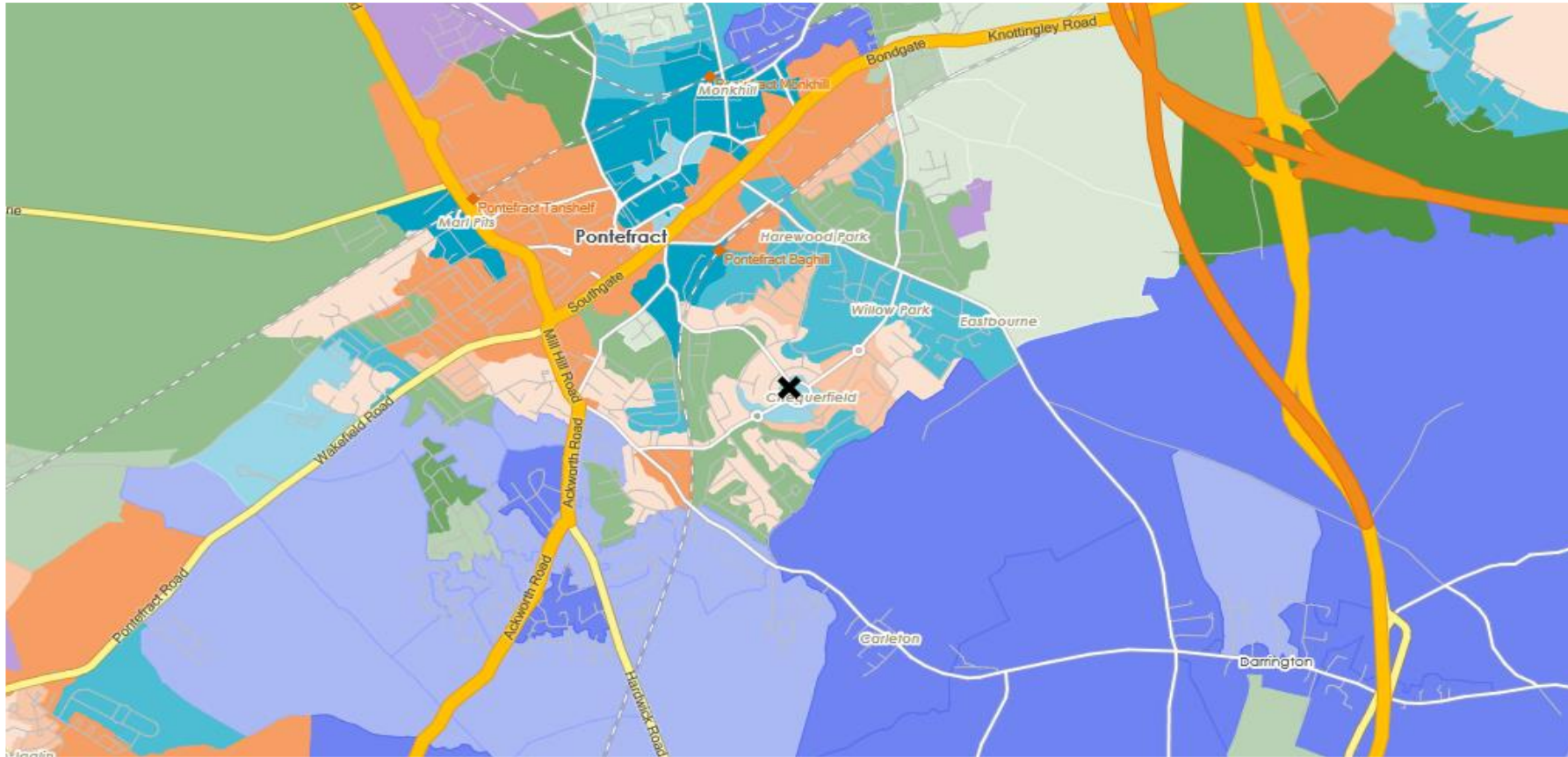
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (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
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 UK Adults      22.8% of UK

Age range: 55+

Financial situation: Running into debt ↔ Saving a lot

Children at home: 0

House type: Detached

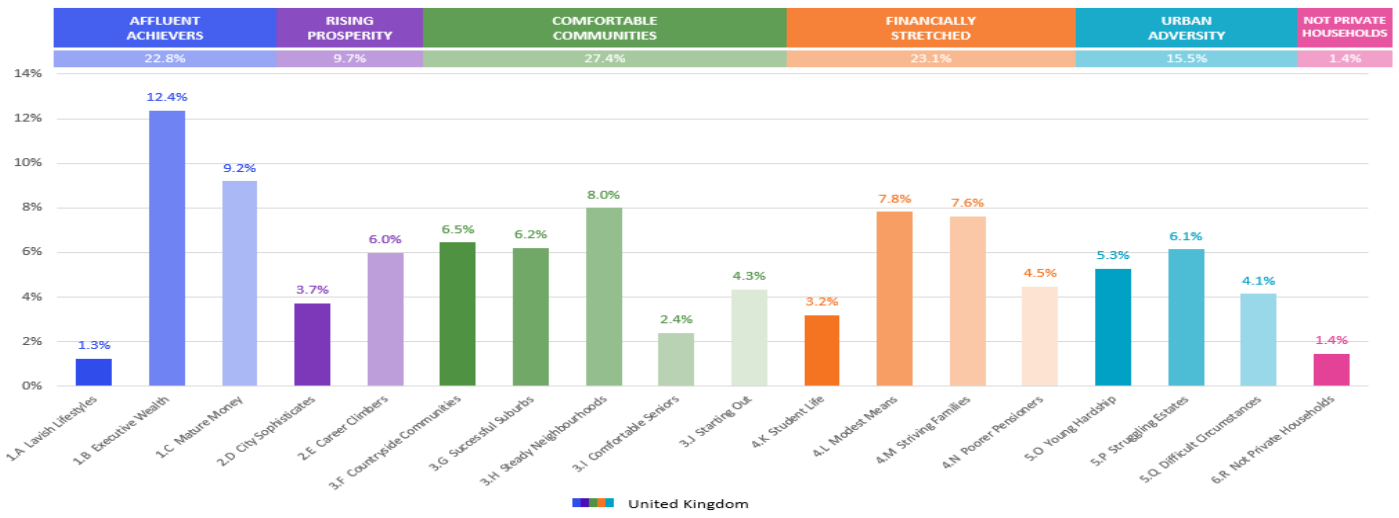
House tenure: Owned outright

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.

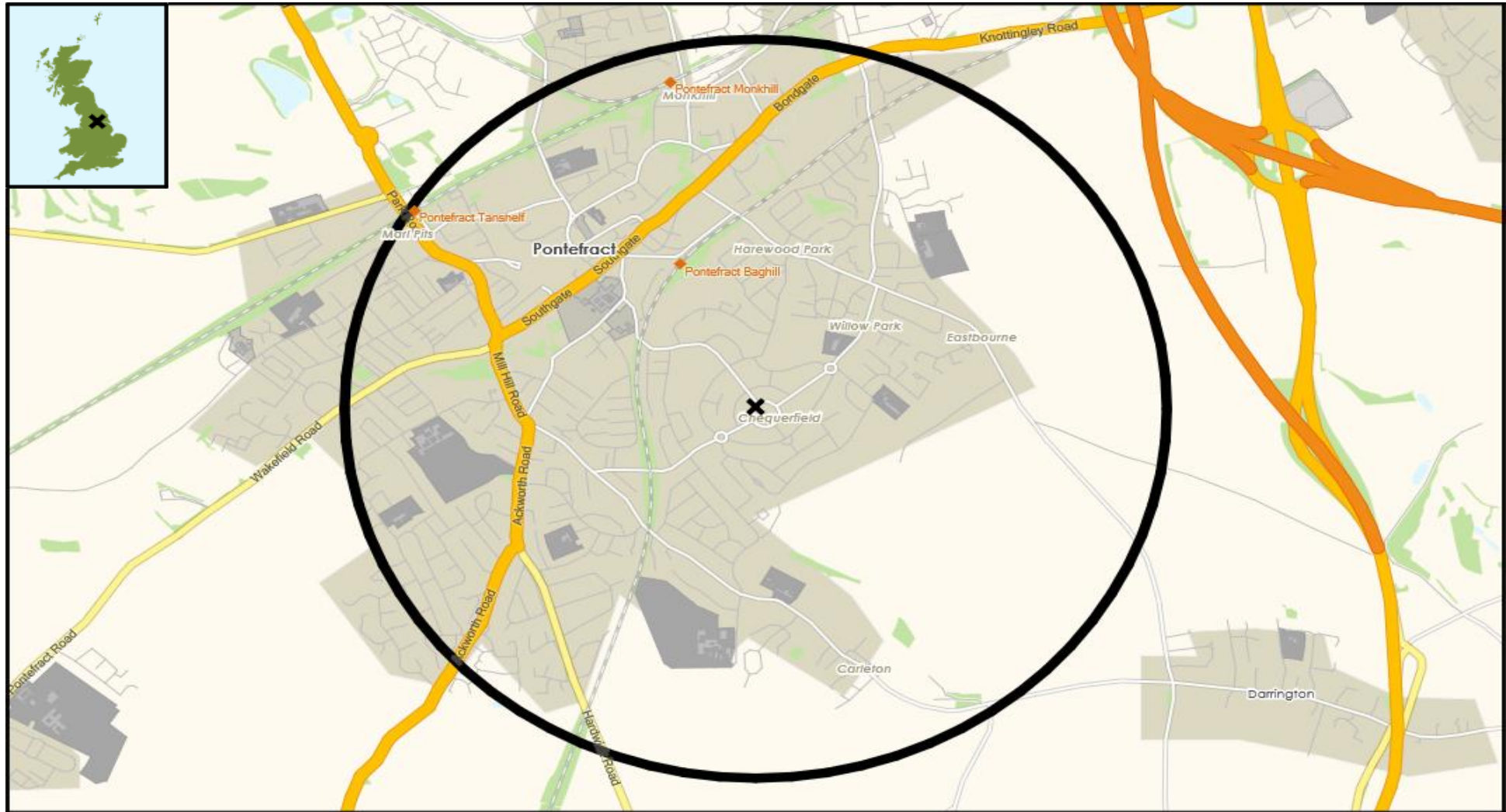


# MAP OF AREA

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Source: OS Open Data 2018

Area: P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (1 Mile contour)





# POPULATION PROJECTIONS

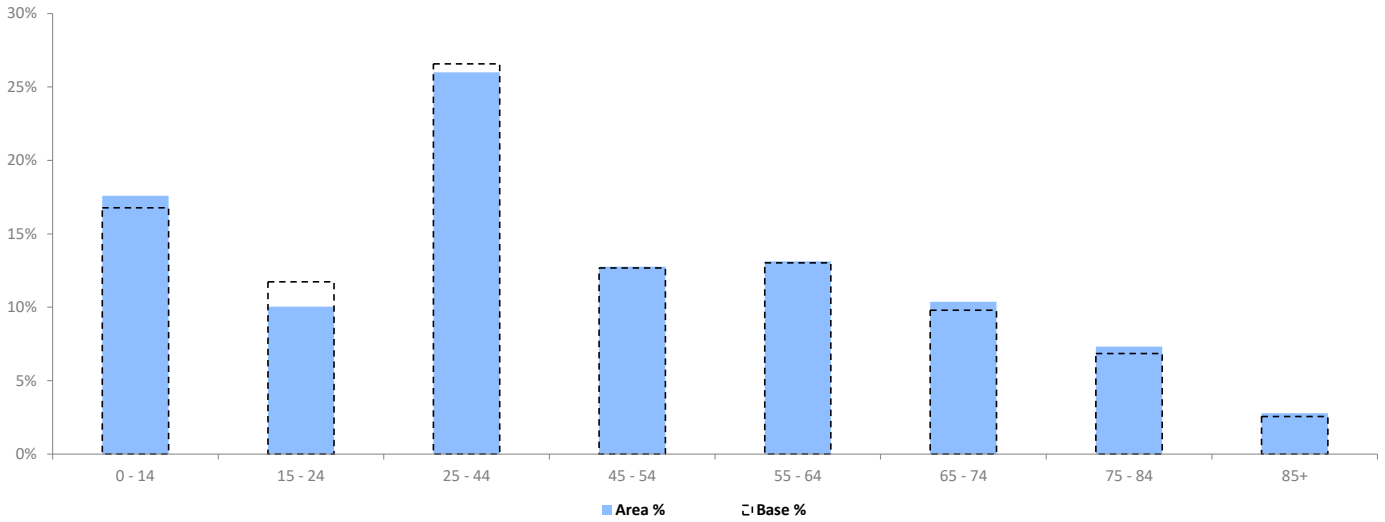
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Area: P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (1 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,726	17.6	16.8	<b>105</b>			
15 - 24	2,126	10.0	11.7	86			
25 - 44	5,508	26.0	26.6	98			
45 - 54	2,703	12.8	12.7	<b>101</b>			
55 - 64	2,781	13.1	13.0	<b>101</b>			
65 - 74	2,197	10.4	9.8	<b>106</b>			
75 - 84	1,551	7.3	6.9	<b>107</b>			
85+	589	2.8	2.6	<b>109</b>			
<b>Total population</b>	<b>21,181</b>						



# EXPENDITURE

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Area: P00280\_Chequerfield Hotel, Pontefract, WF8 2AY (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	£569,259	£62.67	£66.95	94			
2. Alcoholic beverages, tobacco and narcotics	£271,829	£29.93	£28.12	106			
3. Clothing & Footwear	£189,305	£20.84	£22.40	93			
4. Housing, water, electricity, gas and other fuels	£776,535	£85.49	£107.19	80			
5. Furnishings, equipment and routine maintenance	£319,469	£35.17	£36.85	95			
6. Health	£115,554	£12.72	£13.48	94			
7. Transport	£1,086,032	£119.57	£134.74	89			
8. Communication	£136,087	£14.98	£15.74	95			
9. Recreation & Culture	£593,068	£65.29	£64.16	102			
10. Education	£105,433	£11.61	£22.26	52			
11. Restaurants & Hotels	£567,205	£62.45	£67.11	93			
12. Miscellaneous goods and services	£905,132	£99.65	£109.86	91			
<b>Total Expenditure</b>	<b>£5,634,907</b>	<b>£620.38</b>	<b>£688.85</b>	<b>90</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.