

# CGA LICENCED PREMISES

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Area: P03975\_Melbourne Arms, York, YO42 4QJ (5)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	109.6	81.7	134			
Proprietary Club	1	4.4	7.3	60			
Registered Club	12	52.6	28.2	187			
Restaurant	5	21.9	32.1	68			
Residential	1	4.4	2.7	164			

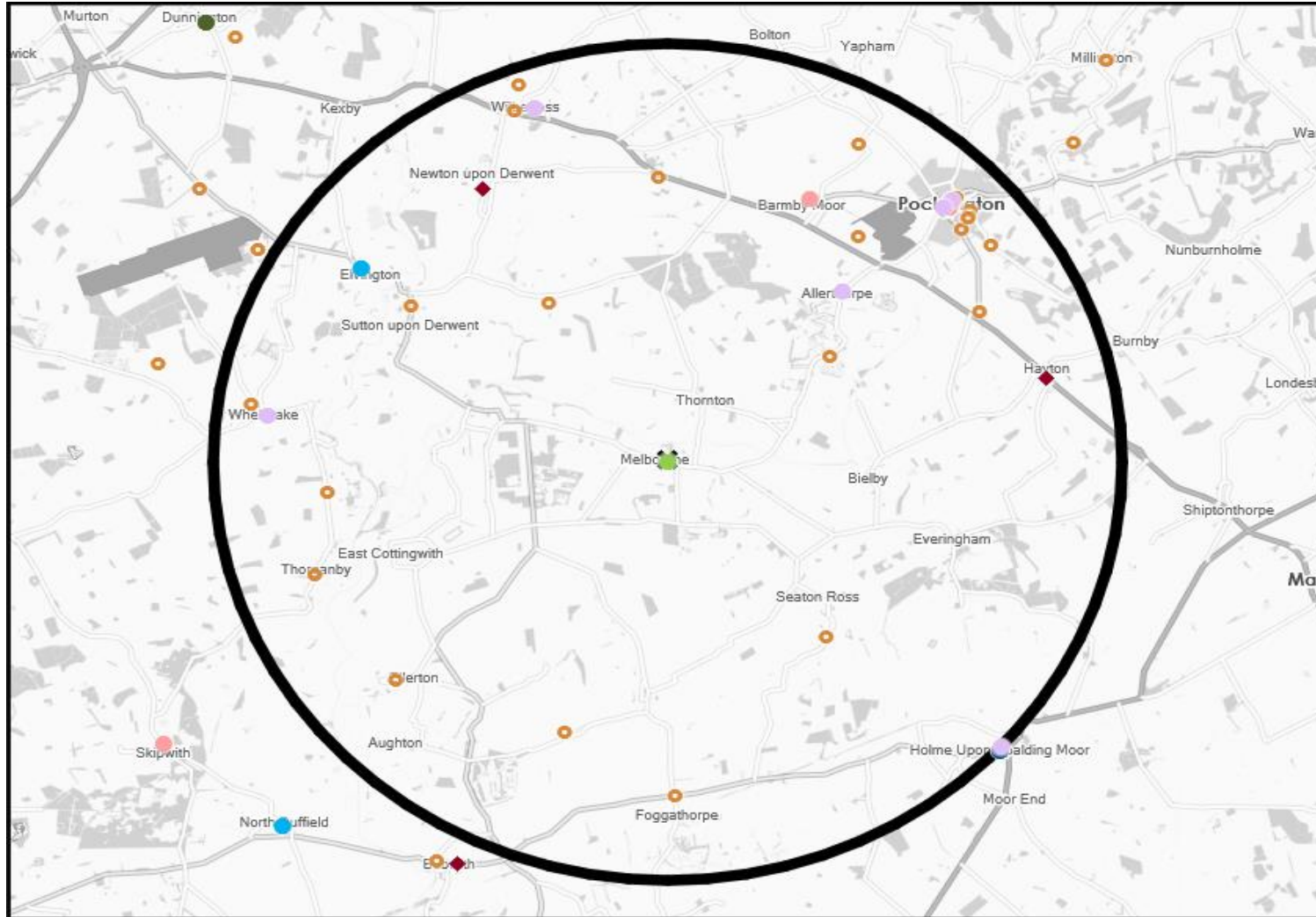
Name	Description	License Type	Owner Name	Postcode
Black Swan	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO42 2AR
Toddys	Independent Free	Pubs & Full On	Independent Free	YO42 2JJ
Wolds Gliding Club	Independent Free	Registered Club	Independent Free	YO42 1NP
Black Horse Inn	Independent Free	Pubs & Full On	Independent Free	YO42 4LZ
St Vincent Arms	Independent Free	Pubs & Full On	Independent Free	YO41 4BN
Wilberfoss Sports & Social Club	Independent Free	Registered Club	Independent Free	YO41 5LX
Wenlock Arms Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO19 6AA
Pocklington United Services Social Club	Independent Free	Registered Club	Independent Free	YO42 2AG
Cross Keys	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO42 2AE
Sonali	Independent Free	Restaurant	Independent Free	YO42 2AJ
Simply Jj's	Independent Free	Registered Club	Independent Free	YO42 2AE
Black Bull	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO42 2AR
Oddfellows Arms	Independent Free	Pubs & Full On	Independent Free	YO42 2JL
Pocklington Rugby Club	Independent Free	Registered Club	Independent Free	YO42 2QB
Yorkway Motel	Independent Free	Residential	Independent Free	YO42 2NX
Pocklington Cricket Club	Independent Free	Registered Club	Independent Free	YO42 1UJ
Bengal Lounge	Independent Free	Restaurant	Independent Free	YO42 2QR
Plough Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	YO42 1RJ
Feathers Hotel	Independent Free	Pubs & Full On	Independent Free	YO42 2AH
Boot & Shoe Inn	Independent Free	Pubs & Full On	Independent Free	YO42 4PB
Melbourne Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	YO42 4QJ
Grey Horse	Punch Pub Company	Pubs & Full On	Punch Pub Company	YO41 4AG
Half Moon	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	YO41 4DB
Woodhouse Grange Cricket Club	Independent Free	Registered Club	Independent Free	YO41 4DF
Boot & Slipper	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	YO42 4HH
Oddfellows Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO41 5NN
Thai Season	Independent Free	Restaurant	Independent Free	YO41 5PF
Jefferson Arms	Independent Free	Pubs & Full On	Independent Free	YO19 6DB
Black Swan Hotel	Independent Free	Pubs & Full On	Independent Free	YO 8 6PR
Station Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO42 2AU
Plough Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	YO42 4RW
Oaks Golf Club	Independent Free	Registered Club	Independent Free	YO42 4PW
Pocklington Sports & Social Club	Independent Free	Registered Club	Independent Free	YO42 2NZ
Stewart Bowling Club	Independent Free	Registered Club	Independent Free	YO42 2QE
Allerthorpe Golf Club	Independent Free	Registered Club	Independent Free	YO42 4RL
Judsons Wine Bar	Independent Free	Restaurant	Independent Free	YO42 2QW
Pane E Vino	Independent Free	Restaurant	Independent Free	YO42 2AR
Wilberfoss Pavilion	Independent Free	Proprietary Club	Independent Free	YO41 5AB
Barmbyfields Barns	Independent Free	Pubs & Full On	Independent Free	YO42 4HP
Beach House	Independent Free	Pubs & Full On	Independent Free	YO42 2AE
Market Tap	Hop Studio Limited	Pubs & Full On	Hop Studio Limited	YO42 2AS
Pocklington Arts Centre	Independent Free	Pubs & Full On	Independent Free	YO42 2AR
Thicket Priory	Independent Free	Pubs & Full On	Independent Free	YO19 6DE
Wheldrake Cicket Club	Independent Free	Registered Club	Independent Free	YO19 6BU

# MAP OF AREA

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Source: OS Open Data 2018

Area: P03975\_Melbourne Arms, York, YO42 4QJ (5 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:** P03975\_Melbourne Arms, York, YO42 4QJ (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	4,614	47.4	22.1	215		
2 Rising Prosperity	339	3.5	10.2	34		
3 Comfortable Communities	3,404	35.0	26.5	132		
4 Financially Stretched	1,131	11.6	23.7	49		
5 Urban Adversity	217	2.2	17.2	13		
6 Not Private Households	30	0.3	0.3	90		
<b>Total households</b>		<b>9,735</b>				



Graph

### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

**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%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P03975\_Melbourne Arms, York, YO42 4QJ (5 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	3	0.0	1.1	3			
1.B Executive Wealth	3,301	33.9	11.3	299			
1.C Mature Money	1,310	13.5	9.6	139			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	339	3.5	6.4	55			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	2,021	20.8	5.7	362			
3.G Successful Suburbs	798	8.2	6.0	138			
3.H Steady Neighbourhoods	375	3.9	7.4	52			
3.I Comfortable Seniors	113	1.2	2.9	41			
3.J Starting Out	97	1.0	4.6	22			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	325	3.3	8.0	42			
4.M Striving Families	384	3.9	7.4	53			
4.N Poorer Pensioners	422	4.3	5.8	75			
<b>5. Urban Adversity</b>							
5.O Young Hardship	114	1.2	6.3	19			
5.P Struggling Estates	74	0.8	5.7	13			
5.Q Difficult Circumstances	29	0.3	5.2	6			
<b>6. Not Private Households</b>							
6.R Not Private Households	30	0.3	0.3	90			
<b>Total households</b>	<b>9,735</b>						

### 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

Age range <b>25-44</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>1</b>	House type <b>Flat or maisonette</b>

#### BRANDS

SHOPPING: COS, REISS, MOLTON BROWN

LEISURE: itsu, wahaca, Pho

WEBSITES: airbnb, Spotify, ASOS, BuzzFeed

#### DIGITAL AND TECH

**ATTITUDES**

- I worry about online security: **60%** (UK average: 55%)
- 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: P03975\_Melbourne Arms, York, YO42 4QJ (5 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	3	0.0	0.9	4			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	666	6.8	2.6	259			
1.B.5 Wealthy countryside commuters	1,575	16.2	2.5	655			
1.B.6 Financially comfortable families	513	5.3	2.2	237			
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	547	5.6	1.6	349			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	624	6.4	3.1	208			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	624	6.4	2.5	260			
1.C.13 Upmarket downsizers	62	0.6	1.3	49			
<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	309	3.2	2.0	161			
2.E.19 First time buyers in small, modern homes	30	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	807	8.3	1.5	546			
3.F.22 Older couples and families in rural areas	289	3.0	1.0	295			
3.F.23 Owner occupiers in small towns and villages	925	9.5	3.2	296			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	312	3.2	2.7	119			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	486	5.0	2.4	206			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	98	1.0	3.5	29			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	277	2.8	2.3	122			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	113	1.2	2.4	49			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	26	0.3	2.2	12			
3.J.33 Smaller houses and starter homes	71	0.7	2.4	30			
<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	24	0.2	1.4	17			
4.L.38 Semi-skilled workers in traditional neighbourhoods	144	1.5	2.6	56			
4.L.39 Fading owner occupied terraces	157	1.6	2.9	55			
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	375	3.9	1.6	242			
4.M.42 Struggling young families in post-war terraces	9	0.1	1.6	6			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	126	1.3	0.8	164			
4.N.46 Elderly people in social rented flats	27	0.3	1.0	27			
4.N.47 Low income older people in smaller semis	69	0.7	2.2	32			
4.N.48 Pensioners and singles in social rented flats	200	2.1	1.7	120			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	33	0.3	2.2	16			
5.O.50 Struggling younger people in mixed tenure	64	0.7	1.8	37			
5.O.51 Young people in small, low cost terraces	17	0.2	2.3	8			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	57	0.6	1.6	37			
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	17	0.2	1.6	11			
<b>5.Q Difficult Circumstances</b>							
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	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	29	0.3	2.0	15			
<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	30	0.3	0.3	108			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,735</b>						

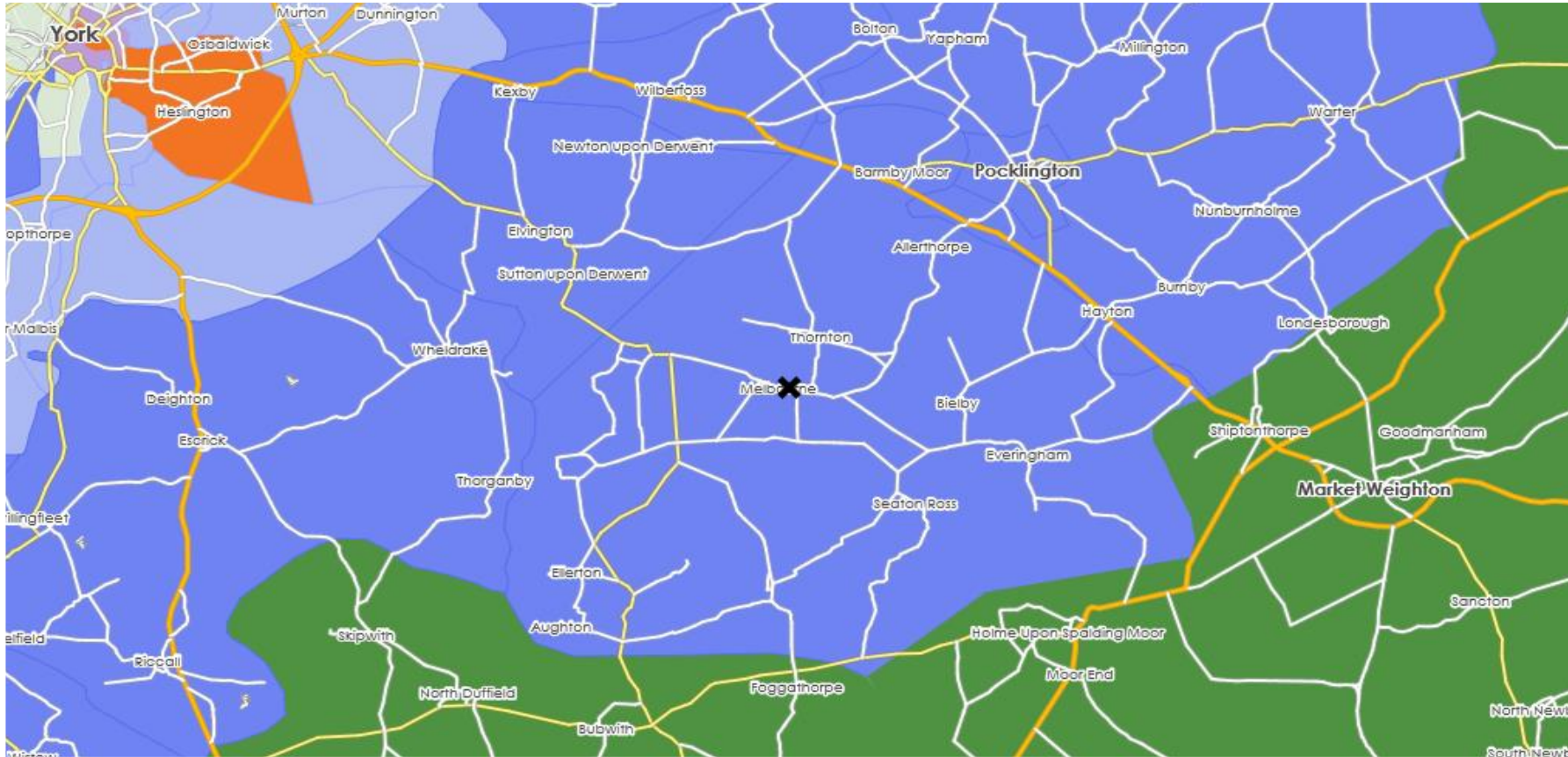
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P03975\_Melbourne Arms, York, YO42 4QJ (5 Mile contour)



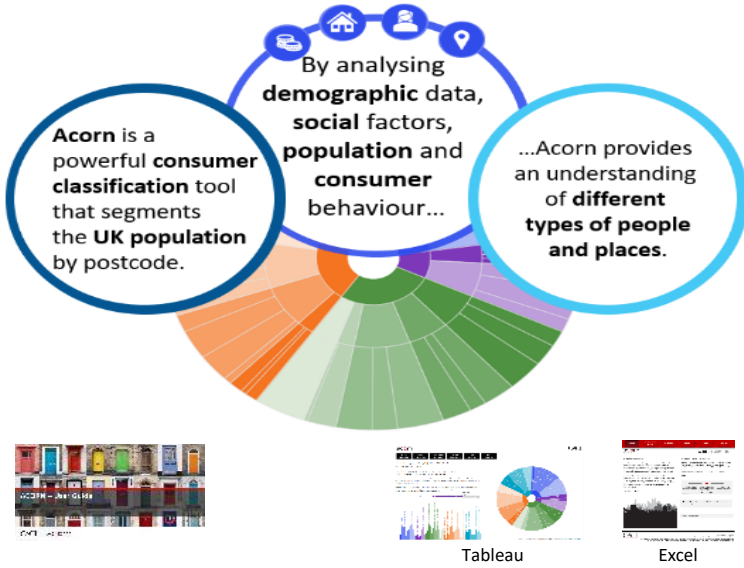
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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**

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+**

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.

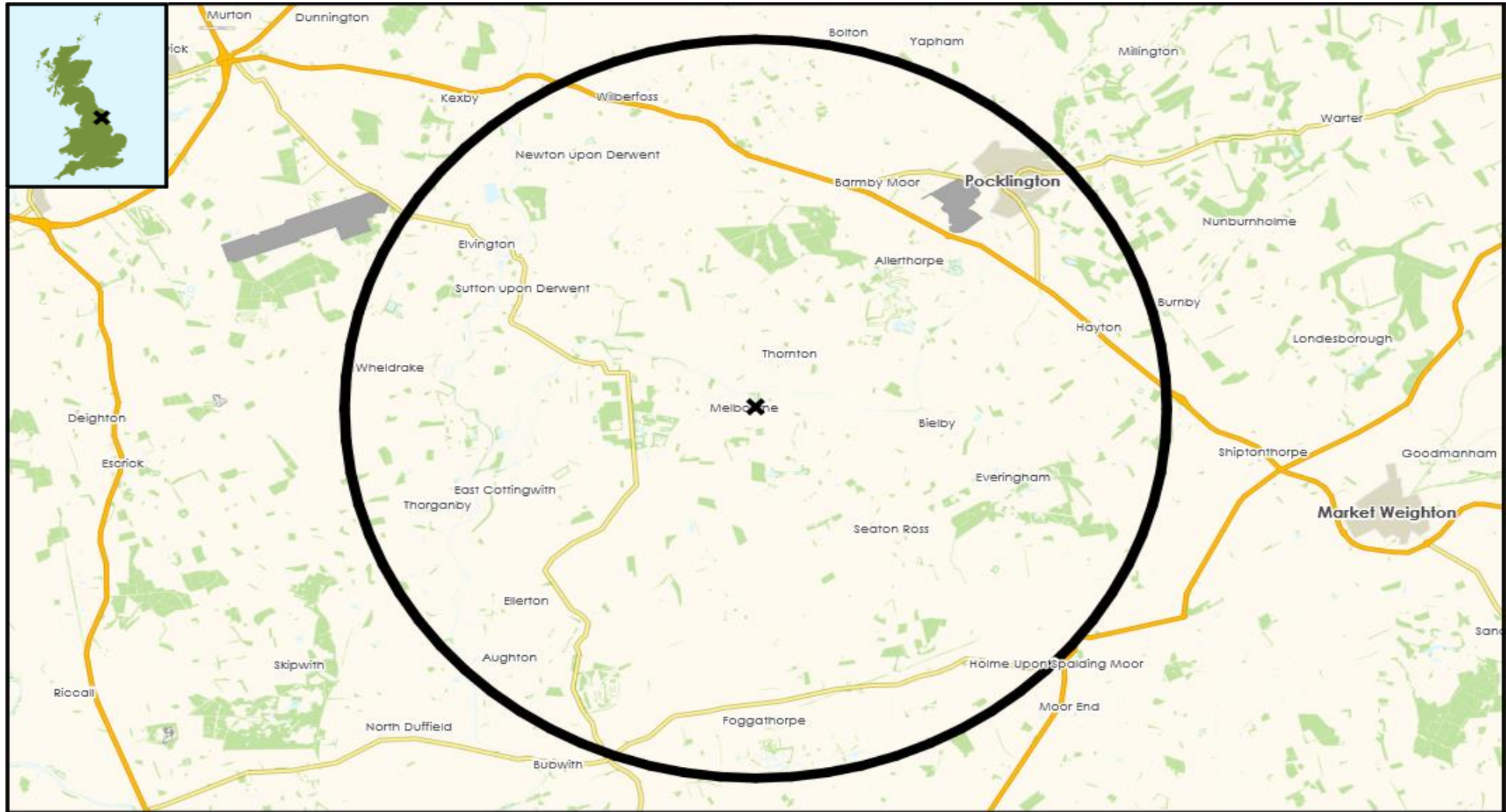


# MAP OF AREA

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Source: OS Open Data 2018

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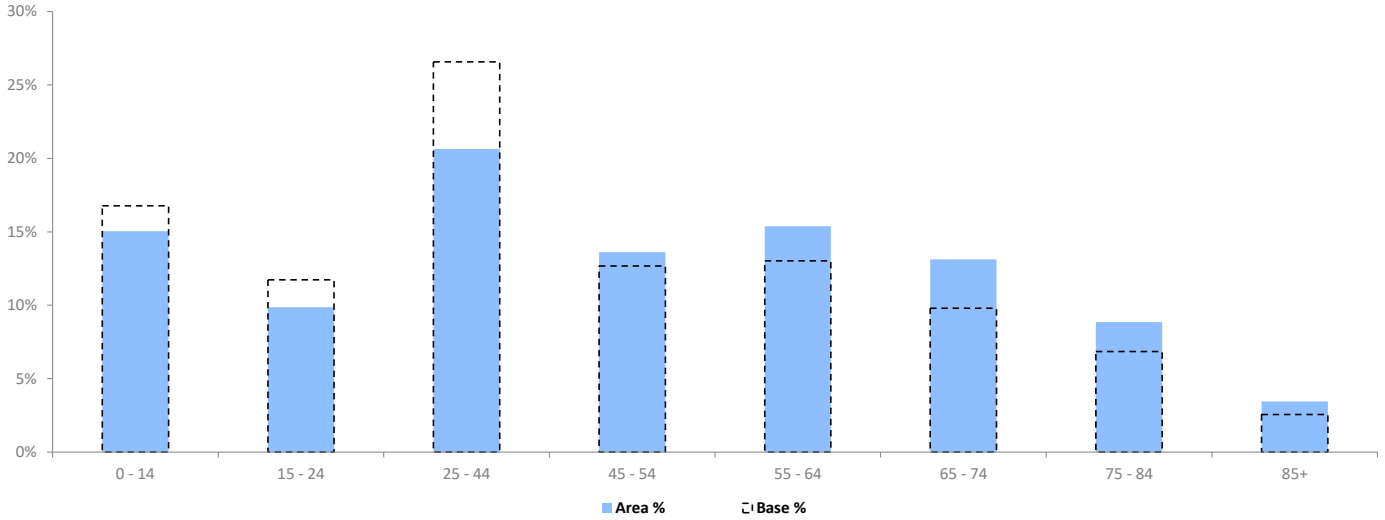


# POPULATION PROJECTIONS

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 Base: Great Britain  
 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	3,432	15.0	16.8	90			
15 - 24	2,251	9.9	11.7	84			
25 - 44	4,713	20.7	26.6	78			
45 - 54	3,109	13.6	12.7	108			
55 - 64	3,508	15.4	13.0	118			
65 - 74	2,997	13.1	9.8	134			
75 - 84	2,022	8.9	6.9	129			
85+	786	3.4	2.6	135			
<b>Total population</b>	<b>22,818</b>						



# EXPENDITURE

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Area: P03975\_Melbourne Arms, York, YO42 4QJ (5 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	£680,152	£70.10	£66.95	<b>105</b>			
2. Alcoholic beverages, tobacco and narcotics	£272,343	£28.07	£28.12	100			
3. Clothing & Footwear	£239,610	£24.69	£22.40	<b>110</b>			
4. Housing, water, electricity, gas and other fuels	£1,152,382	£118.77	£107.19	<b>111</b>			
5. Furnishings, equipment and routine maintenance	£432,542	£44.58	£36.85	<b>121</b>			
6. Health	£152,511	£15.72	£13.48	<b>117</b>			
7. Transport	£1,563,864	£161.17	£134.74	<b>120</b>			
8. Communication	£154,556	£15.93	£15.74	<b>101</b>			
9. Recreation & Culture	£824,748	£85.00	£64.16	<b>132</b>			
10. Education	£216,550	£22.32	£22.26	100			
11. Restaurants & Hotels	£760,182	£78.35	£67.11	<b>117</b>			
12. Miscellaneous goods and services	£1,206,082	£124.30	£109.86	<b>113</b>			
<b>Total Expenditure</b>	<b>£7,655,521</b>	<b>£788.98</b>	<b>£688.85</b>	<b>115</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.