

CGA LICENCED PREMISES

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Area: P04085_Fountain, Bradford, BD2 2DQ (1 Mil)
 Base: Great Britain
 Year: 2023

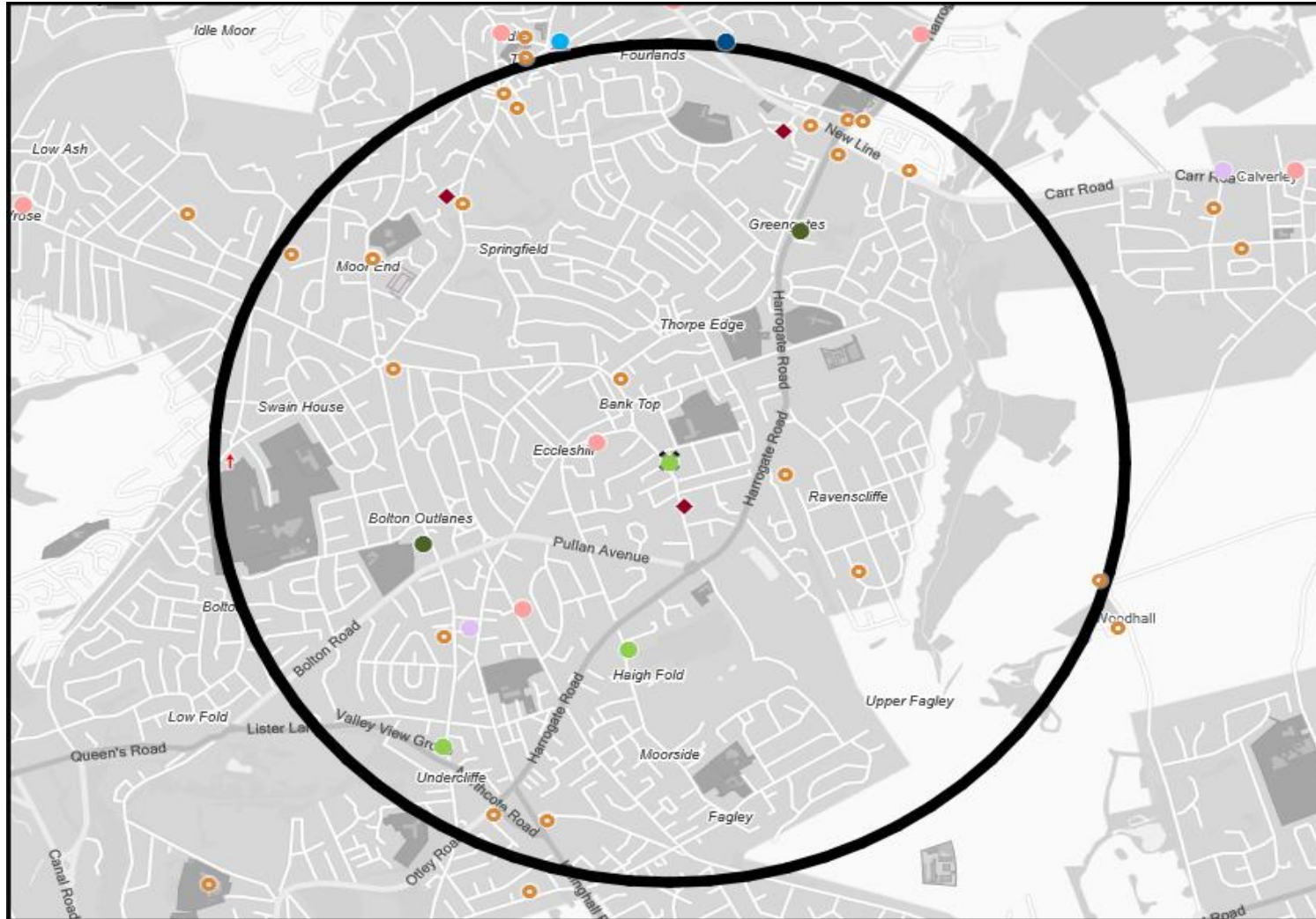
Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	43.5	81.7	53			
Proprietary Club	2	5.4	7.3	75			
Registered Club	11	29.9	28.2	106			
Restaurant	6	16.3	32.1	51			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Greengates Liberal Club	Independent Free	Registered Club	Independent Free	BD10 0BN
Kebabeesh	Independent Free	Restaurant	Independent Free	BD10 0BN
Newland Sports & Social Club	Independent Free	Registered Club	Independent Free	BD10 0JT
Oddfellows Arms	Greene King	Pubs & Full On	Greene King	BD10 0QE
Aldos Italian	Independent Free	Restaurant	Independent Free	BD10 0RB
Victoria Hotel	Independent Free	Pubs & Full On	Independent Free	BD10 8AE
Highfield Hotel	Independent Free	Pubs & Full On	Independent Free	BD10 8QH
Moo Bar And Grill	Independent Free	Pubs & Full On	Independent Free	BD10 8QH
Springfield Hotel	Independent Free	Pubs & Full On	Independent Free	BD10 8SN
Bolton Villas Cricket Club	Independent Free	Registered Club	Independent Free	BD10 8TZ
Hogs Head	Unknown	Pubs & Full On	Unknown	BD10 9BA
Taste Of Bengal	Independent Free	Restaurant	Independent Free	BD10 9LB
Idle Cricket Club	Independent Free	Registered Club	Independent Free	BD10 9LE
Swing Gate Inn	Greene King	Pubs & Full On	Greene King	BD 2 2AH
Lane Ends	Independent Free	Pubs & Full On	Independent Free	BD 2 2JT
New Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	BD 2 2BT
Fountain	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BD 2 2DQ
Eccleshill Victoria Conservative Club	Independent Free	Registered Club	Independent Free	BD 2 2DQ
Royal Oak	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BD 2 2HN
Eccleshill Working Mens Club	Independent Free	Registered Club	Independent Free	BD 2 2HN
Manor House	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	BD 2 3BA
Milners Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	BD 2 3BU
Smiling Mule	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BD 2 3HD
Undercliffe Cricket Club	Independent Free	Registered Club	Independent Free	BD 2 3JP
Upper Bolton Conservative Club	Independent Free	Registered Club	Independent Free	BD 2 4JP
Malt Kiln Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	BD 2 4NG
Northcote Conservative Club	Independent Free	Registered Club	Independent Free	BD 2 4QR
Woodhall Hills Golf Club	Independent Free	Registered Club	Independent Free	LS28 5UN
Eccleshill Club	Independent Free	Registered Club	Independent Free	BD10 0HT
Kiplings Rest	Independent Free	Restaurant	Independent Free	BD10 0RA
Websters	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	BD10 8TA
Goals	Goals Soccer Centres	Proprietary Club	Goals Soccer Centres	BD 2 1NR
Core Gym	Independent Free	Proprietary Club	Independent Free	BD10 0QS
Cracker Barrel	Independent Free	Pubs & Full On	Independent Free	BD10 0RA
Bhajis N Beer	Independent Free	Restaurant	Independent Free	BD10 9AP

MAP OF AREA

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 Source: OS Open Data 2018

Area: P04085_Fountain, Bradford, BD2 2DQ (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: P04085_Fountain, Bradford, BD2 2DQ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	501	3.3	22.1	15		
2 Rising Prosperity	75	0.5	10.2	5		
3 Comfortable Communities	5,060	33.5	26.5	126		
4 Financially Stretched	4,837	32.0	23.7	135		
5 Urban Adversity	4,649	30.7	17.2	179		
6 Not Private Households	1	0.0	0.3	2		
Total households		15,123				



Graph

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04085_Fountain, Bradford, BD2 2DQ (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	186	1.2	11.3	11		
1.C Mature Money	315	2.1	9.6	22		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	75	0.5	6.4	8		
3. Comfortable Communities						
3.F Countryside Communities	2	0.0	5.7	0		
3.G Successful Suburbs	491	3.2	6.0	55		
3.H Steady Neighbourhoods	3,055	20.2	7.4	273		
3.I Comfortable Seniors	277	1.8	2.9	64		
3.J Starting Out	1,235	8.2	4.6	179		
4. Financially Stretched						
4.K Student Life	64	0.4	2.5	17		
4.L Modest Means	1,732	11.5	8.0	143		
4.M Striving Families	1,725	11.4	7.4	153		
4.N Poorer Pensioners	1,316	8.7	5.8	151		
5. Urban Adversity						
5.O Young Hardship	1,995	13.2	6.3	211		
5.P Struggling Estates	1,537	10.2	5.7	178		
5.Q Difficult Circumstances	1,117	7.4	5.2	141		
6. Not Private Households						
6.R Not Private Households	1	0.0	0.3	2		
Total households	15,123					

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 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette

BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

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: P04085_Fountain, Bradford, BD2 2DQ (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
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	37	0.2	2.6	9			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	104	0.7	2.2	31			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	6	0.0	1.5	3			
1.B.9 Well-off edge of towners	39	0.3	1.6	16			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	301	2.0	2.8	71			
1.C.12 Retired and empty nesters	14	0.1	2.5	4			
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	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	8	0.1	2.0	3			
2.E.19 First time buyers in small, modern homes	66	0.4	3.4	13			
2.E.20 Mixed metropolitan areas	1	0.0	1.0	1			
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	2	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	259	1.7	2.7	64			
3.G.25 Larger family homes, multi-ethnic areas	171	1.1	0.8	136			
3.G.26 Semi-professional families, owner occupied neighbourhoods	61	0.4	2.4	17			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	2,639	17.5	3.5	503			
3.H.28 Owner occupied terraces, average income	224	1.5	1.6	92			
3.H.29 Established suburbs, older families	192	1.3	2.3	54			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	195	1.3	2.4	54			
3.I.31 Elderly singles in purpose-built accommodation	82	0.5	0.5	112			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	649	4.3	2.2	199			
3.J.33 Smaller houses and starter homes	586	3.9	2.4	161			
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	64	0.4	1.9	22			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	172	1.1	1.4	79			
4.L.38 Semi-skilled workers in traditional neighbourhoods	492	3.3	2.6	124			
4.L.39 Fading owner occupied terraces	804	5.3	2.9	182			
4.L.40 High occupancy terraces, culturally diverse family areas	264	1.7	1.0	176			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	84	0.6	1.6	34			
4.M.43 Families in right-to-buy estates	1,535	10.2	2.0	498			
4.M.44 Post-war estates, limited means	106	0.7	2.2	32			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	226	1.5	0.8	190			
4.N.46 Elderly people in social rented flats	435	2.9	1.0	279			
4.N.47 Low income older people in smaller semis	494	3.3	2.2	146			
4.N.48 Pensioners and singles in social rented flats	161	1.1	1.7	62			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	209	1.4	2.2	63			
5.O.50 Struggling younger people in mixed tenure	528	3.5	1.8	194			
5.O.51 Young people in small, low cost terraces	1,258	8.3	2.3	367			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	3	0.0	0.8	2			
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	1,534	10.1	1.6	634			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	140	0.9	1.5	61			
5.Q.58 Singles and young families, some receiving benefits	450	3.0	1.8	169			
5.Q.59 Deprived areas and high-rise flats	527	3.5	2.0	177			
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	1	0.0	0.3	2			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	15,123						

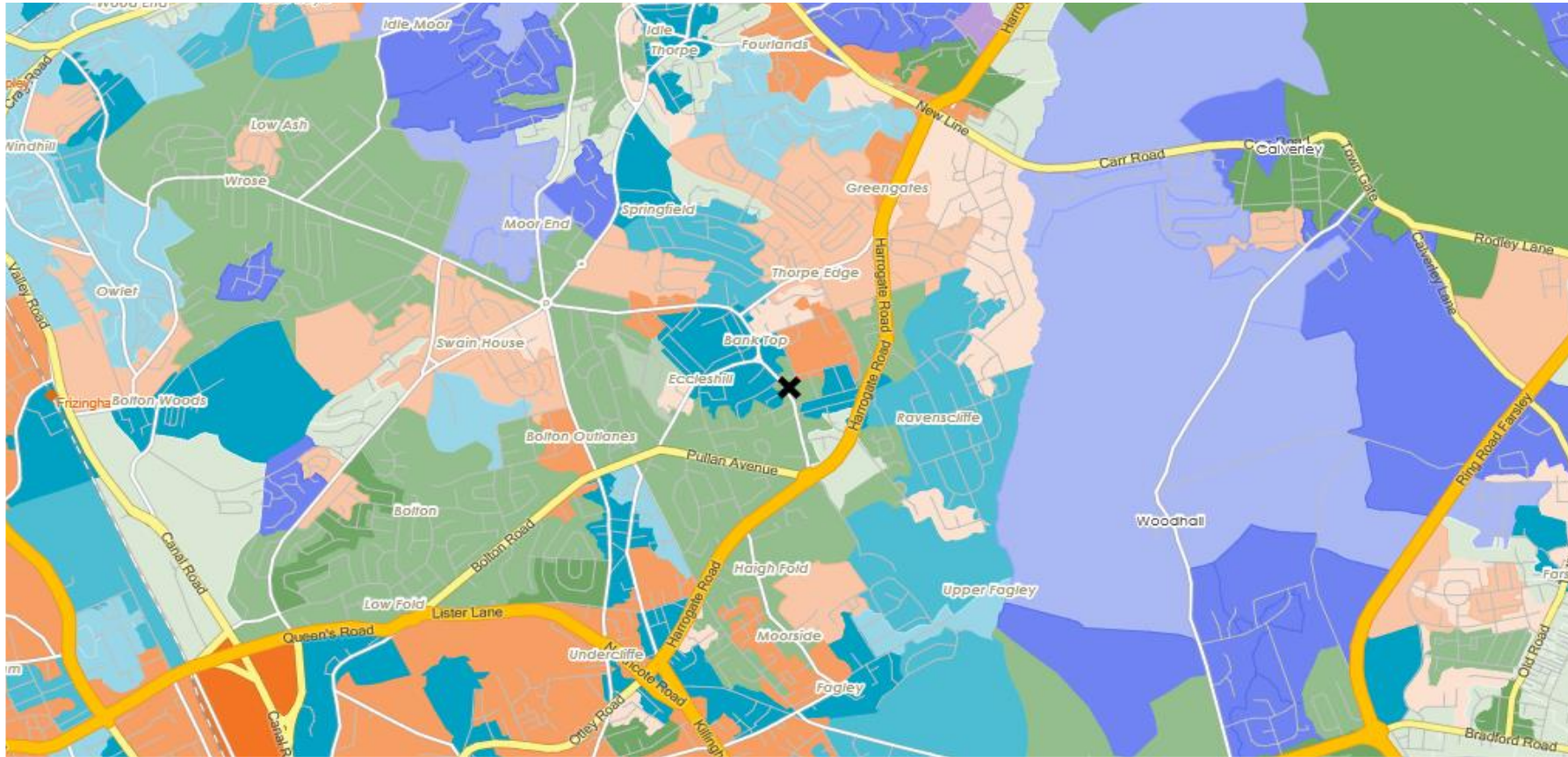
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04085_Fountain, Bradford, BD2 2DQ (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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
6. Not Private Households		



Tableau

Excel

1 Affluent Achievers

12.1M 22.8%
UK Adults of UK

Age range

55+

House type

Detached

Financial situation

Running into debt ← → Saving a lot

House tenure

Owned outright

Children at home

0

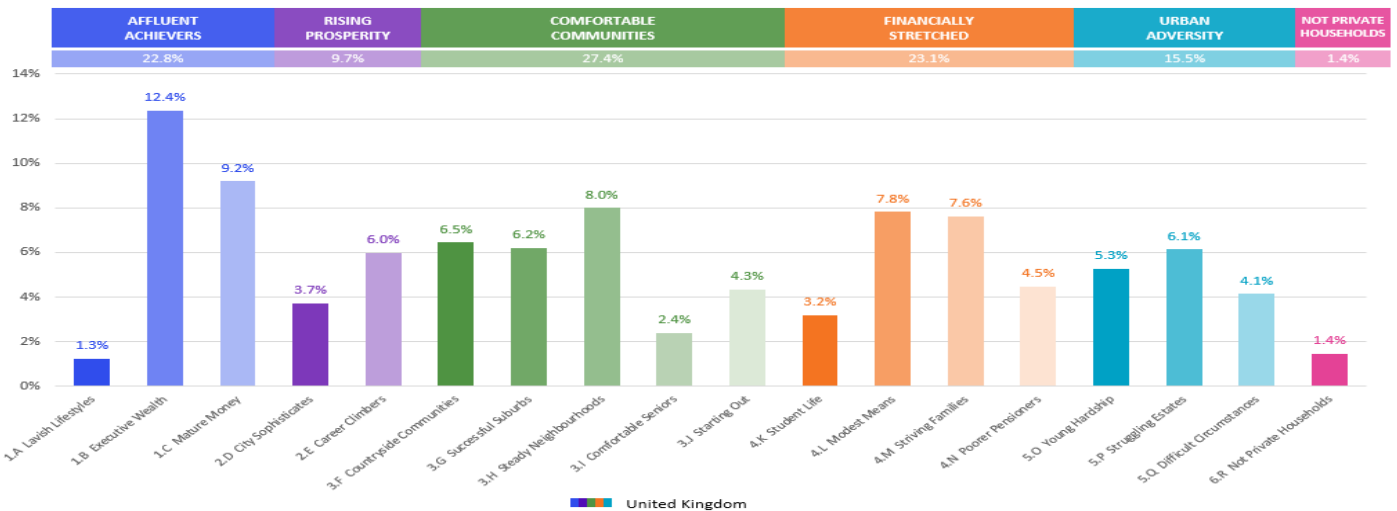
Number of beds

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%

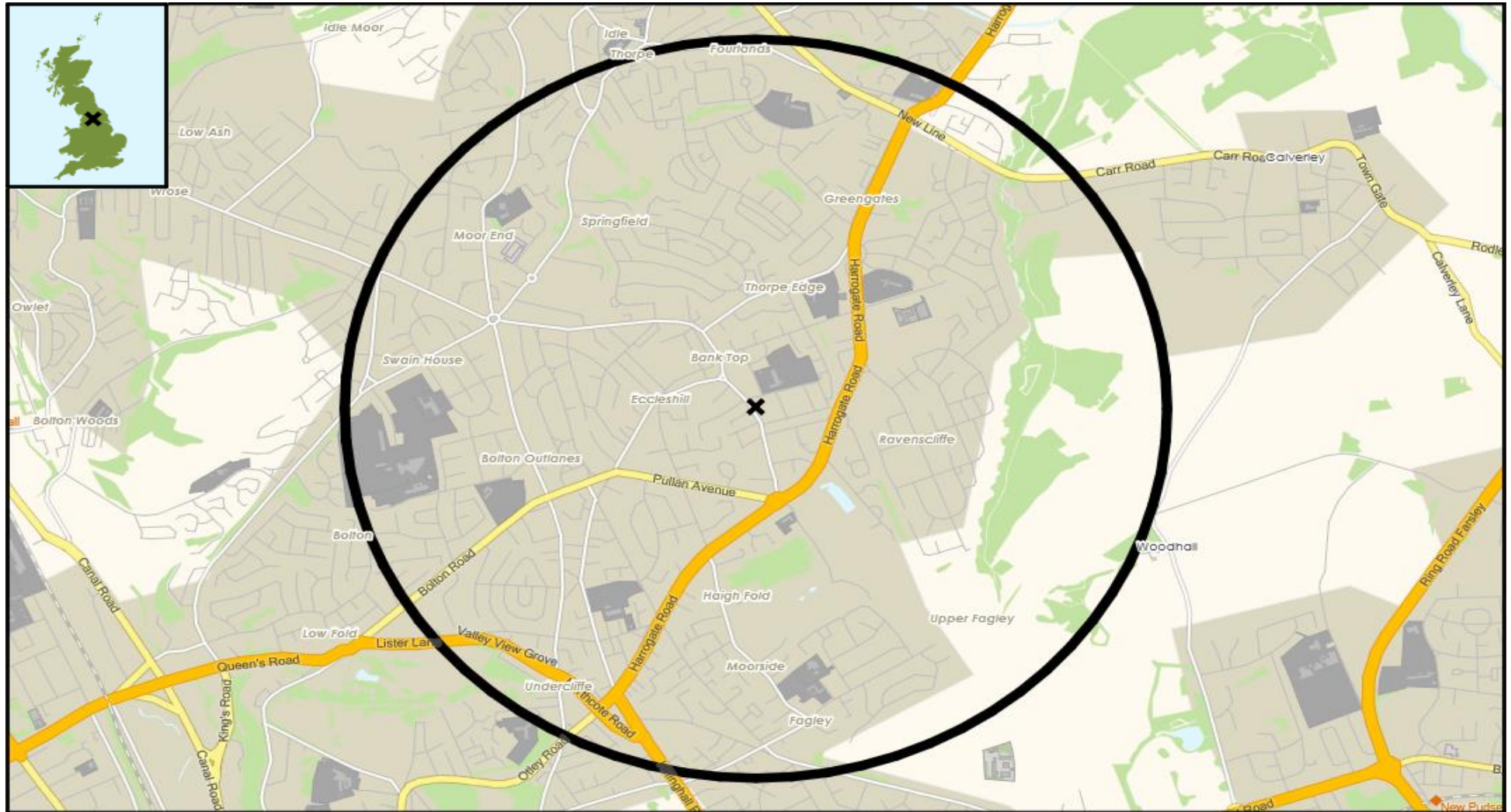


MAP OF AREA

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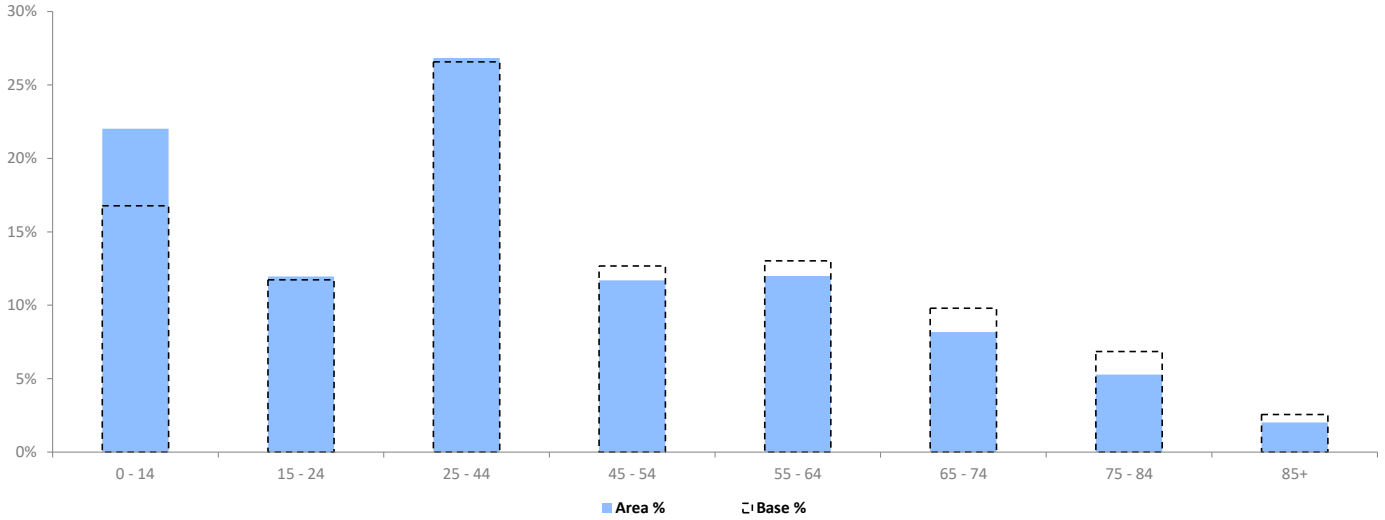


POPULATION PROJECTIONS

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Area: P04085_Fountain, Bradford, BD2 2DQ (1 Mile contour)
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 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	8,107	22.0	16.8	131			
15 - 24	4,400	12.0	11.7	102			
25 - 44	9,881	26.8	26.6	101			
45 - 54	4,308	11.7	12.7	92			
55 - 64	4,412	12.0	13.0	92			
65 - 74	3,012	8.2	9.8	83			
75 - 84	1,942	5.3	6.9	77			
85+	745	2.0	2.6	79			
Total population	36,807						



EXPENDITURE

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Area: P04085_Fountain, Bradford, BD2 2DQ (1 Mile contour)
 Base: Great Britain
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EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£910,054	£61.52	£66.95	92			
2. Alcoholic beverages, tobacco and narcotics	£388,576	£26.27	£28.12	93			
3. Clothing & Footwear	£307,815	£20.81	£22.40	93			
4. Housing, water, electricity, gas and other fuels	£1,281,615	£86.64	£107.19	81			
5. Furnishings, equipment and routine maintenance	£471,110	£31.85	£36.85	86			
6. Health	£188,220	£12.72	£13.48	94			
7. Transport	£1,669,138	£112.84	£134.74	84			
8. Communication	£218,517	£14.77	£15.74	94			
9. Recreation & Culture	£819,751	£55.42	£64.16	86			
10. Education	£199,593	£13.49	£22.26	61			
11. Restaurants & Hotels	£852,015	£57.60	£67.11	86			
12. Miscellaneous goods and services	£1,358,799	£91.86	£109.86	84			
Total Expenditure	£8,665,204	£585.80	£688.85	85			

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.