

# CGA LICENCED PREMISES

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P03322\_Travellers Rest, Stoke on Trent, ST2  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	50.0	81.7	61			
Proprietary Club	2	12.5	7.3	<b>172</b>			
Registered Club	6	37.5	28.2	<b>133</b>			
Restaurant	1	6.3	32.1	19			
Residential	0	0.0	2.7	0			

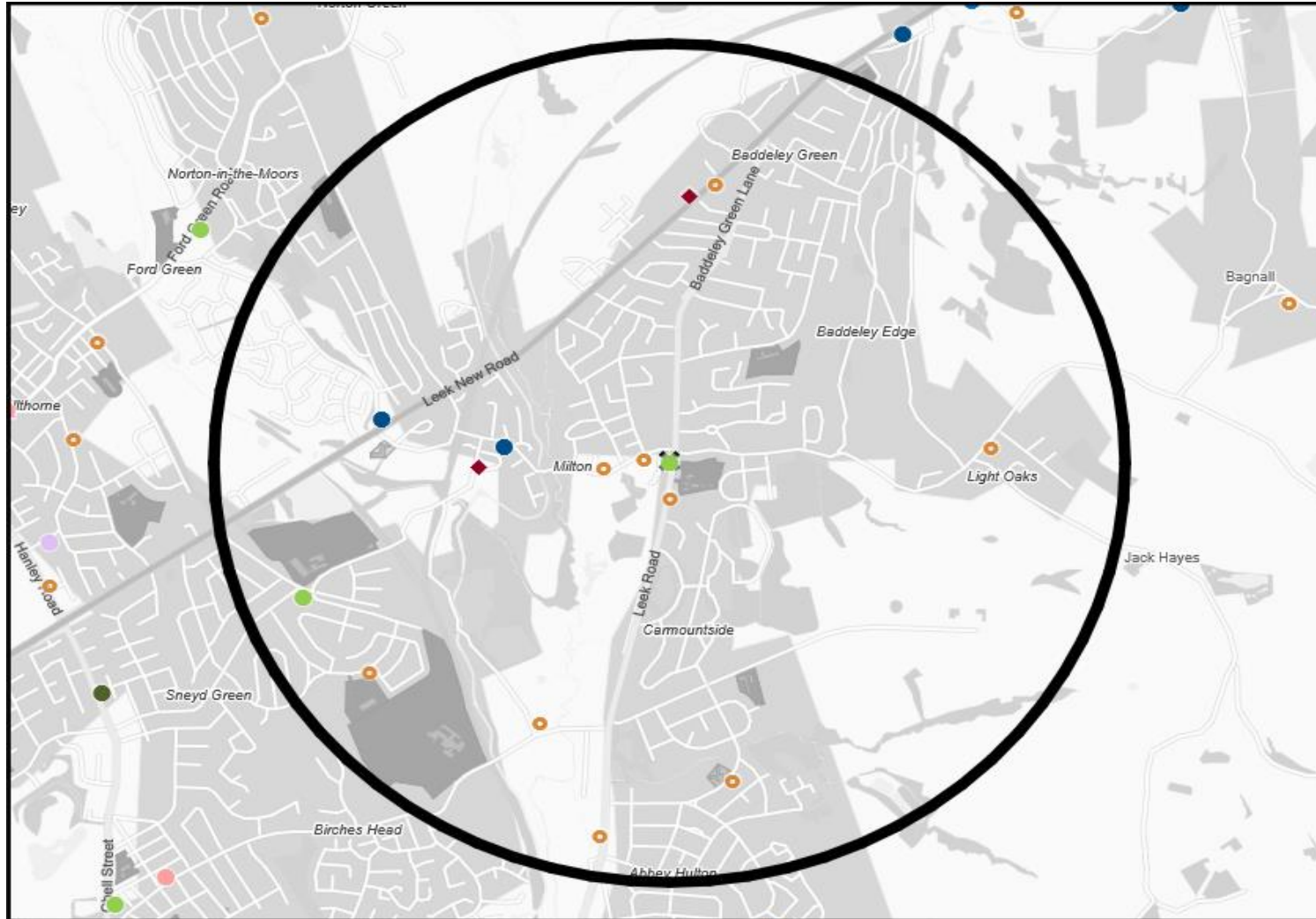
Name	Description	License Type	Owner Name	Postcode
Sneyd Arms	Independent Free	Pubs & Full On	Independent Free	ST 2 8BY
Horn & Trumpet	Marston's	Pubs & Full On	Marston's	ST 6 8XP
Sneyd Green Community Hall	Independent Free	Registered Club	Independent Free	ST 1 6JQ
Berwick Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 1 6JU
Bagnall Cricket Club	Independent Free	Registered Club	Independent Free	ST 2 7NE
Travellers Rest	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 2 7AQ
Millrace	Marston's	Pubs & Full On	Marston's	ST 2 7DU
Foxley Hotel	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 2 7EH
Baddeley Green Working Mens Club	Independent Free	Registered Club	Independent Free	ST 2 7HG
Sanjeev's Restaurant	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 2 7HQ
Trent Country Club	Independent Free	Proprietary Club	Independent Free	ST 2 8DD
Abbey Hulton Football Club	Independent Free	Registered Club	Independent Free	ST 2 8DD
Abbey Hulton Royal Soprts and Social	Independent Free	Registered Club	Independent Free	ST 2 8DY
Milton Bowling & Recreation Club	Independent Free	Registered Club	Independent Free	ST 2 7BN
Spice Exchange	Independent Free	Restaurant	Independent Free	ST 2 7AF
Hardman Football Development Centre	Independent Free	Proprietary Club	Independent Free	ST 2 7DN
No 41	Independent Free	Pubs & Full On	Independent Free	ST 2 7BN

# MAP OF AREA

© 2024 CACI Limited and all other applicable third party notices (CGA) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P03322\_Travellers Rest, Stoke on Trent, ST2 7AQ (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

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P03322\_Travellers Rest, Stoke on Trent, ST2 7AQ (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	793	11.5	22.1	52		
 2 Rising Prosperity	411	6.0	10.2	59		
 3 Comfortable Communities	2,574	37.3	26.5	141		
 4 Financially Stretched	1,638	23.8	23.7	100		
 5 Urban Adversity	1,468	21.3	17.2	124		
 6 Not Private Households	11	0.2	0.3	46		
 Graph						
<b>Total households</b>	<b>6,895</b>					

### 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.

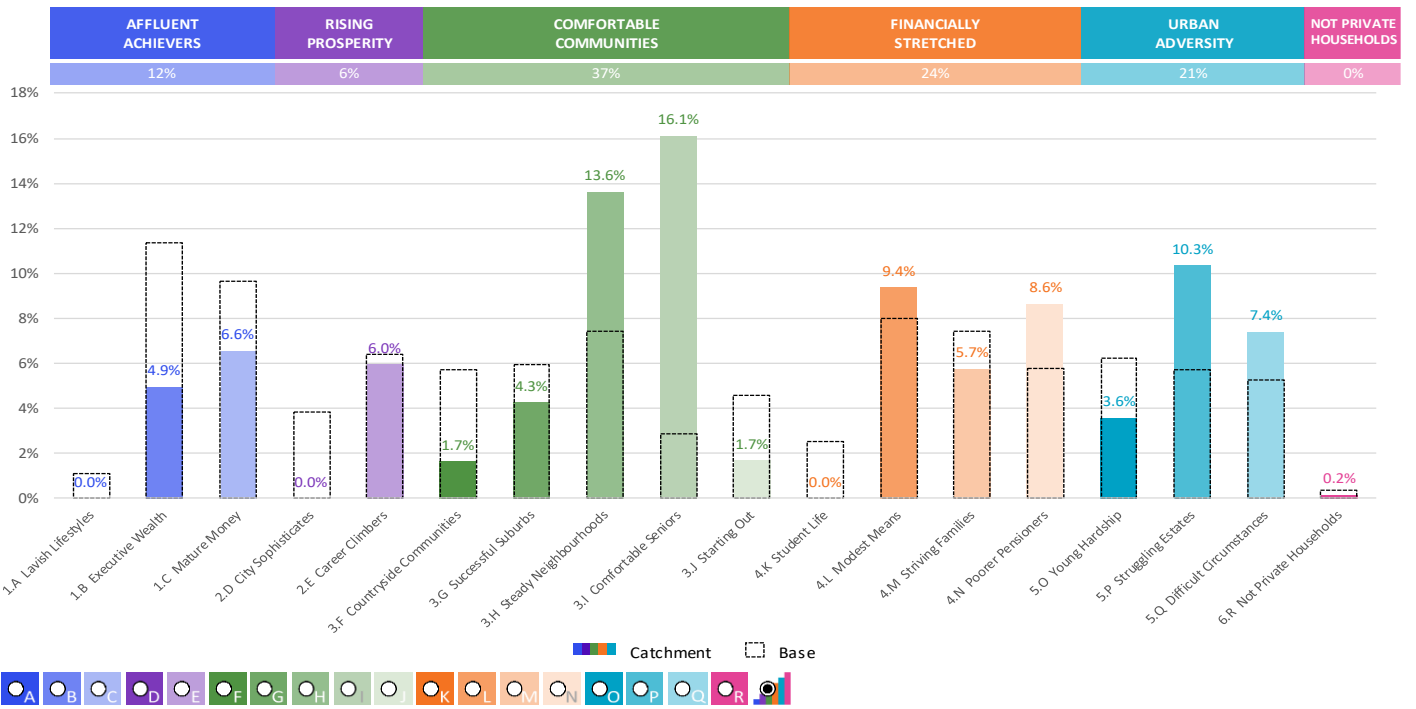
# ACORN GROUP PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

**Area:** P03322\_Travellers Rest, Stoke on Trent, ST2 7AQ (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	[Bar]	
1.B Executive Wealth	341	4.9	11.3	44	[Bar]	
1.C Mature Money	452	6.6	9.6	68	[Bar]	
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0	[Bar]	
2.E Career Climbers	411	6.0	6.4	94	[Bar]	
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	114	1.7	5.7	29	[Bar]	
3.G Successful Suburbs	294	4.3	6.0	72	[Bar]	
3.H Steady Neighbourhoods	939	13.6	7.4	184	[Bar]	
3.I Comfortable Seniors	1,111	16.1	2.9	564	[Bar]	
3.J Starting Out	116	1.7	4.6	37	[Bar]	
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0	[Bar]	
4.L Modest Means	646	9.4	8.0	117	[Bar]	
4.M Striving Families	396	5.7	7.4	77	[Bar]	
4.N Poorer Pensioners	596	8.6	5.8	150	[Bar]	
<b>5. Urban Adversity</b>						
5.O Young Hardship	246	3.6	6.3	57	[Bar]	
5.P Struggling Estates	713	10.3	5.7	181	[Bar]	
5.Q Difficult Circumstances	509	7.4	5.2	141	[Bar]	
<b>6. Not Private Households</b>						
6.R Not Private Households	11	0.2	0.3	46	[Bar]	
<b>Total households</b>	<b>6,895</b>					

## Acorn Group Graph



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

### ACORN TYPE PROFILE - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P03322\_Travellers Rest, Stoke on Trent, ST2 7AQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Corn 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	127	1.8	2.6	70			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	186	2.7	2.2	121			
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	28	0.4	1.6	25			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	39	0.6	3.1	18			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	413	6.0	2.5	243			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<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	198	2.9	2.0	145			
2.E.19 First time buyers in small, modern homes	213	3.1	3.4	91			
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	114	1.7	3.2	52			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	145	2.1	2.7	78			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	149	2.2	2.4	89			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	798	11.6	3.5	334			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	141	2.0	2.3	87			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	1,111	16.1	2.4	680			
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	12	0.2	2.2	8			
3.J.33 Smaller houses and starter homes	104	1.5	2.4	63			
<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	25	0.4	1.4	25			
4.L.38 Semi-skilled workers in traditional neighbourhoods	472	6.8	2.6	260			
4.L.39 Fading owner occupied terraces	149	2.2	2.9	74			
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	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	305	4.4	2.0	217			
4.M.44 Post-war estates, limited means	91	1.3	2.2	61			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	73	1.1	0.8	135			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	458	6.6	2.2	297			
4.N.48 Pensioners and singles in social rented flats	65	0.9	1.7	55			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	27	0.4	2.2	18			
5.O.50 Struggling younger people in mixed tenure	109	1.6	1.8	88			
5.O.51 Young people in small, low cost terraces	110	1.6	2.3	70			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
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	713	10.3	1.6	646			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	32	0.5	1.5	31			
5.Q.58 Singles and young families, some receiving benefits	477	6.9	1.8	393			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<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	11	0.2	0.3	56			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,895</b>						

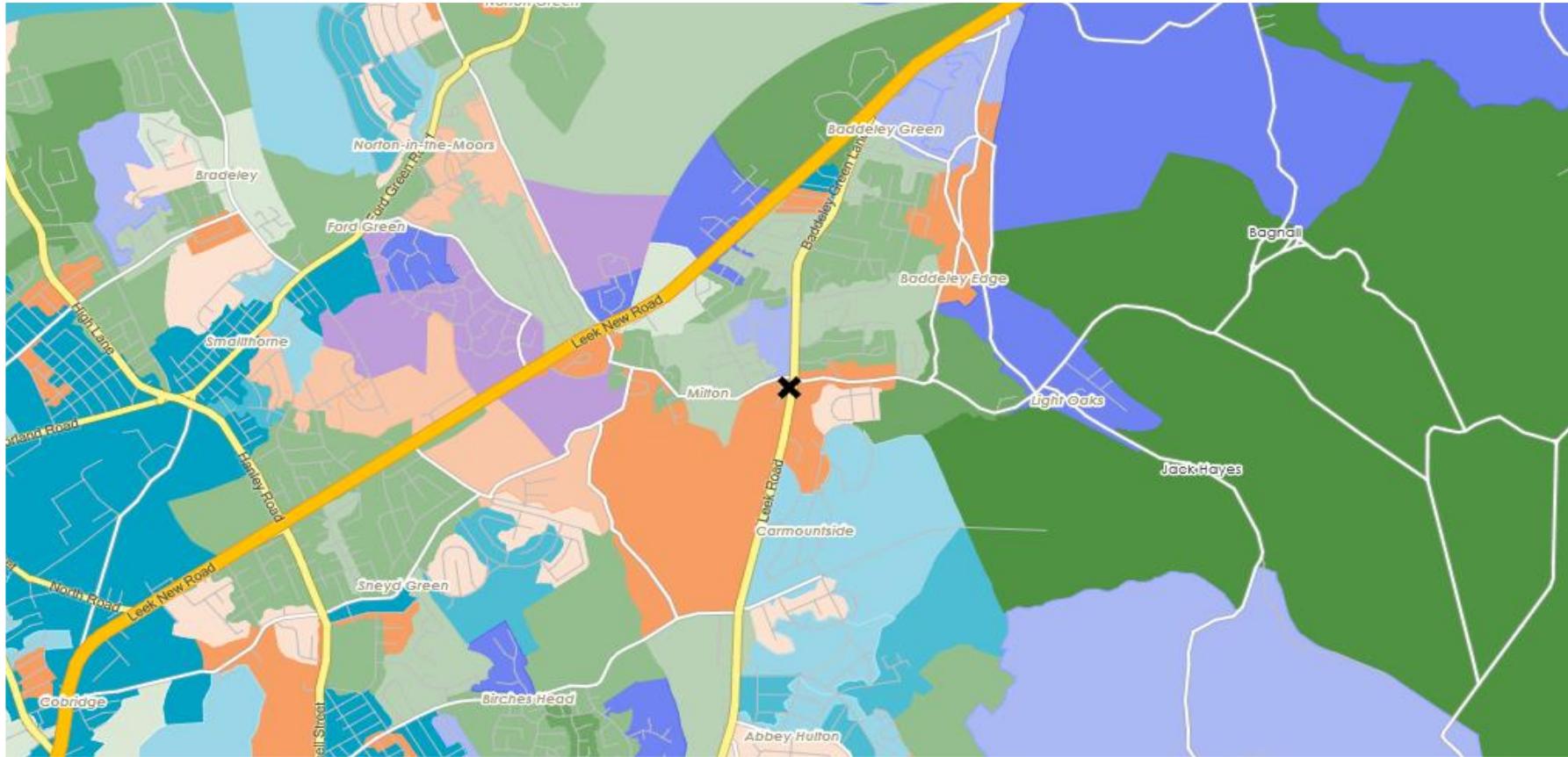
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P03322\_Travellers Rest, Stoke on Trent, ST2 7AQ (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?

© 2024 CACI Limited and all other applicable third party notices (Acorn) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)



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**

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+**

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

© 2024 CACI Limited and all other applicable third party notices can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Source: OS Open Data 2018

Area: P03322\_Travellers Rest, Stoke on Trent, ST2 7AQ (1 Mile contour)

