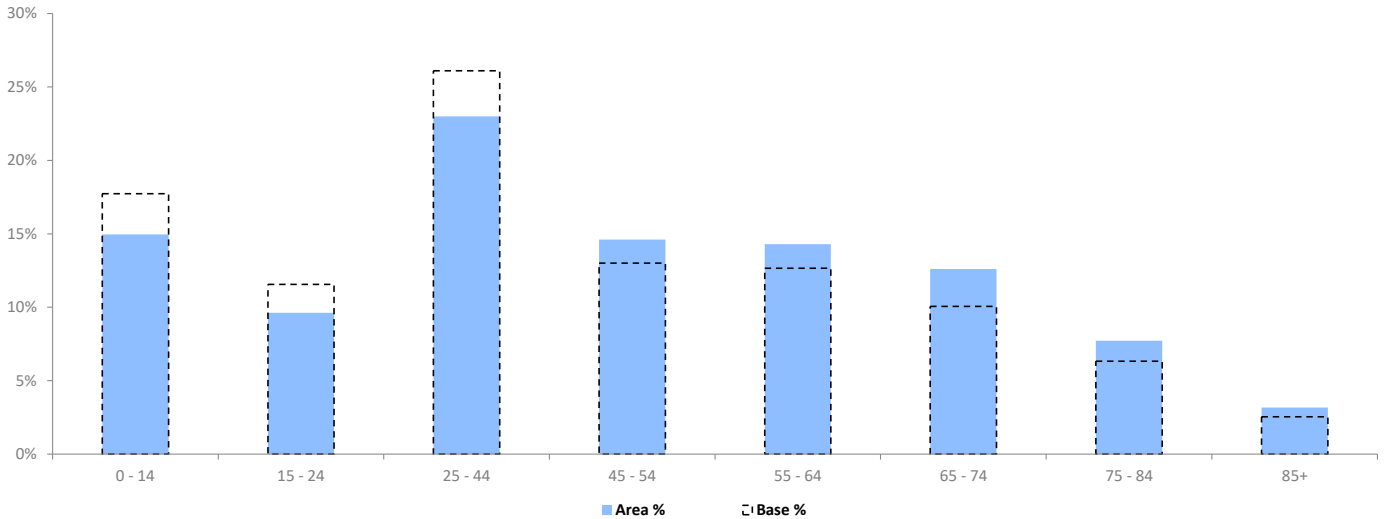


POPULATION PROJECTIONS

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Area: P02714_Prince of Wales, Wellbridge Estate, ST13 8JD (1 Mile contour)
 Base: Great Britain
 Year: 2021

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,959	15.0	17.7	84			
15 - 24	1,260	9.6	11.6	83			
25 - 44	3,010	23.0	26.1	88			
45 - 54	1,912	14.6	13.0	112			
55 - 64	1,871	14.3	12.7	113			
65 - 74	1,650	12.6	10.1	125			
75 - 84	1,011	7.7	6.3	122			
85+	415	3.2	2.5	125			
Total population	13,088						



CGA LICENCED PREMISES

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Area: P02714_Prince of Wales, Wellbridge Estate,
 Base: Great Britain
 Year: 2021

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	23	175.7	85.9	205			
Proprietary Club	1	7.6	8.2	93			
Registered Club	7	53.5	30.1	178			
Restaurant	11	84.0	35.3	238			
Residential	0	0.0	3.5	0			

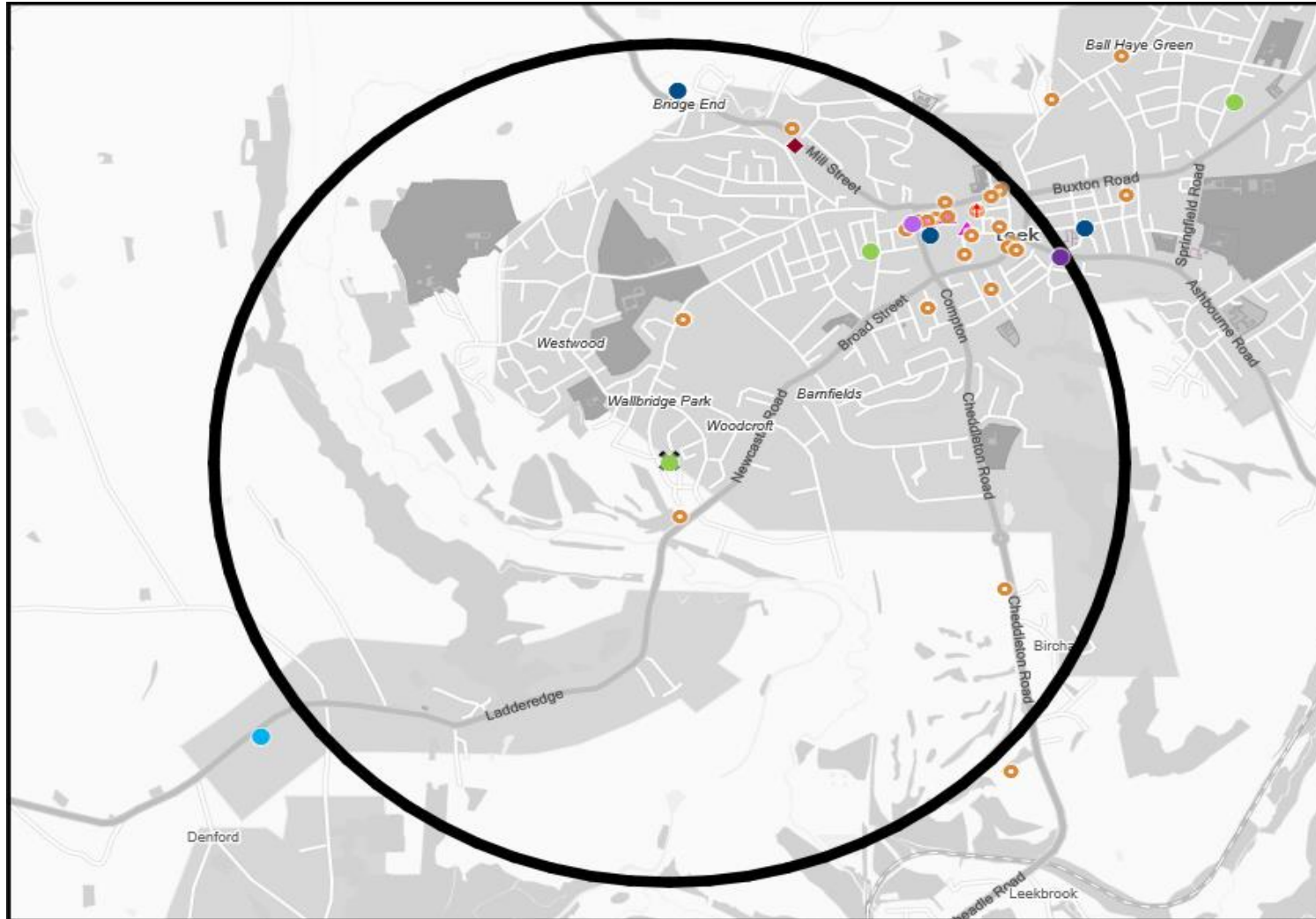
Name	Description	License Type	Owner Name	Postcode
Roebuck Hotel	Titanic	Pubs & Full On	Titanic	ST13 5AB
Breaks Sports Bar	Independent Free	Proprietary Club	Independent Free	ST13 5AB
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	ST13 5AS
Pabna Indian Restaurant	Independent Free	Restaurant	Independent Free	ST13 5AS
Green Dragon	Wetherspoons GB	Pubs & Full On	Wetherspoon	ST13 5DS
Wellington Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST13 5EF
Valiant	Marston's	Pubs & Full On	Marston's	ST13 5HG
Red Lion	Hydes Anvil	Pubs & Full On	Hydes Anvil	ST13 5HH
Black Swan	Amber Taverns	Pubs & Full On	Amber Taverns	ST13 5HW
Leek Masonic Club	Independent Free	Registered Club	Independent Free	ST13 5NW
Peak Weavers Hotel	Independent Free	Pubs & Full On	Independent Free	ST13 5NW
Wilkes Hotel	Independent Free	Pubs & Full On	Independent Free	ST13 5DS
Leek Golf Club	Independent Free	Registered Club	Independent Free	ST13 5RE
Benks	Independent Free	Pubs & Full On	Independent Free	ST13 6DH
Cock Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST13 6HN
Silk Bar	Independent Free	Pubs & Full On	Independent Free	ST13 6HX
Leek Westwood Golf Club	Independent Free	Registered Club	Independent Free	ST13 7AA
Leek Cricket Club	Independent Free	Registered Club	Independent Free	ST13 8DB
Leek Bowling Club	Independent Free	Registered Club	Independent Free	ST13 8DB
Leek Cons Working Mens Club	Independent Free	Registered Club	Independent Free	ST13 8ET
Retreat	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST13 8EU
Prince Of Wales	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST13 8JD
Dyers Arms	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST13 8LD
Leek Town Football Club Social Club	Independent Free	Registered Club	Independent Free	ST13 8LD
Den Engel	Independent Free	Pubs & Full On	Independent Free	ST13 5DR
Elmos Bar	Independent Free	Pubs & Full On	Independent Free	ST13 5HJ
Foxlowe	Independent Free	Pubs & Full On	Independent Free	ST13 6AD
Getliffes	Independent Free	Restaurant	Independent Free	ST13 6HU
Laurel Inn Chinese Restaurant	Independent Free	Restaurant	Independent Free	ST13 5JN
Rajah Tandoori	Independent Free	Restaurant	Independent Free	ST13 5DZ
Society Bar	Disco Bowl Ltd	Pubs & Full On	Disco Bowl Ltd	ST13 6HX
So Thai	Independent Free	Restaurant	Independent Free	ST13 5JH
Primo	Independent Free	Restaurant	Independent Free	ST13 5HW
Naz Restaurant	Independent Free	Restaurant	Independent Free	ST13 6DS
Napoli Bar And Restaurant	Independent Free	Restaurant	Independent Free	ST13 5DZ
Street Restaurant And Grill	Independent Free	Restaurant	Independent Free	ST13 5JF
Mulberry Leaves	Marston's	Pubs & Full On	Marston's	ST13 8LD
Beyond The Pale	Independent Free	Pubs & Full On	Independent Free	ST13 5JW
Hideout	Independent Free	Pubs & Full On	Independent Free	ST13 5HH
Sparrow Park	Independent Free	Pubs & Full On	Independent Free	ST13 5JW
Old Mill Smokehouse	Independent Free	Restaurant	Independent Free	ST13 5JZ
Duck Goose	Independent Free	Restaurant	Independent Free	ST13 5DS

MAP OF AREA

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Source: OS Open Data 2018

Area: P02714_Prince of Wales, Wellbridge Estate, ST13 8JD (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: P02714_Prince of Wales, Wellbridge Estate, ST13 8JD (1 Mile contour)
Base: Great Britain
Year: 2021

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,177	19.1	22.0	87		
2 Rising Prosperity	0	0.0	10.1	0		
3 Comfortable Communities	1,551	25.1	26.2	96		
4 Financially Stretched	2,155	34.9	23.7	147		
5 Urban Adversity	1,254	20.3	17.6	115		
6 Not Private Households	31	0.5	0.3	151		
Total households	6,168					

Acorn Category Pen Portrait

4 Financially Stretched 12.1M UK Adults 23.0% 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

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 Groups within Category 4: Financially Stretched

- K Student Life 12%
- L Modest Means 34%
- M Striving Families 35%
- N Poorer Pensioners 19%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P02714_Prince of Wales, Wellbridge Estate, ST13 8JD (1 Mile contour)
Base: Great Britain
Year: 2021

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	496	8.0	11.2	72			
1.C Mature Money	681	11.0	9.6	115			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	0	0.0	6.2	0			
3. Comfortable Communities							
3.F Countryside Communities	469	7.6	5.7	133			
3.G Successful Suburbs	482	7.8	5.9	133			
3.H Steady Neighbourhoods	403	6.5	7.4	89			
3.I Comfortable Seniors	165	2.7	2.9	92			
3.J Starting Out	32	0.5	4.3	12			
4. Financially Stretched							
4.K Student Life	0	0.0	2.4	0			
4.L Modest Means	1,396	22.6	7.9	286			
4.M Striving Families	232	3.8	7.5	50			
4.N Poorer Pensioners	527	8.5	5.9	145			
5. Urban Adversity							
5.O Young Hardship	1,081	17.5	6.1	285			
5.P Struggling Estates	44	0.7	6.1	12			
5.Q Difficult Circumstances	129	2.1	5.3	39			
6. Not Private Households							
6.R Not Private Households	31	0.5	0.3	151			
Total households	6,168						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

DEMOGRAPHICS <ul style="list-style-type: none"> Age range: 25-34 Children at home: 3+ House tenure: Privately renting Family structure: Single parent Number of beds: 3 House type: Terraced 		BRANDS <ul style="list-style-type: none"> SHOPPING: The Works, M&Co, Range, NEW LOOK LEISURE: Harry Ramsden, KFC, Frankie & Benny's, GREGGS WEBSITES: ebay, sky, Argos, LAD BIBLE 	
FINANCIAL PROFILE <ul style="list-style-type: none"> Household Income: UK £35k (Average: £40k), London £42k (Average: £44k) % Disposable Income: UK 45% (Average: 44%), London 34% (Average: 39%) Financial situation: 		DIGITAL ATTITUDES <ul style="list-style-type: none"> I worry about online security: 54% (UK average: 55%) Shopping online makes my life easier: 50% (UK average: 53%) I couldn't live without the internet on my mobile: 33% (UK average: 34%) 	
KEY INTERNET USAGE Whilst internet usage is below average, this group are more likely to research loans online		TECHNOLOGY USAGE Whilst internet usage is below average, this group are more likely to purchase toys online and subscribe to Sky TV	

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

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Area: P02714_Prince of Wales, Wellbridge Estate, ST13 8JD (1 Mile contour)
 Base: Great Britain
 Year: 2021

Sort by: Corn 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	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	413	6.7	2.6	256			
1.B.5 Wealthy countryside commuters	63	1.0	2.4	42			
1.B.6 Financially comfortable families	11	0.2	2.2	8			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	2	0.0	1.5	2			
1.B.9 Well-off edge of towners	7	0.1	1.6	7			
1.C Mature Money							
1.C.10 Better-off villagers	154	2.5	3.0	84			
1.C.11 Settled suburbia, older people	216	3.5	2.9	123			
1.C.12 Retired and empty nesters	298	4.8	2.5	195			
1.C.13 Upmarket downsizers	13	0.2	1.3	16			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	0	0.0	1.9	0			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
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	3	0.0	1.1	5			
3.F.23 Owner occupiers in small towns and villages	466	7.6	3.2	238			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	301	4.9	2.6	185			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	181	2.9	2.4	121			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	198	3.2	3.4	93			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	205	3.3	2.3	143			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	165	2.7	2.4	111			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	7	0.1	2.1	5			
3.J.33 Smaller houses and starter homes	25	0.4	2.3	18			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.7	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	65	1.1	1.4	75			
4.L.38 Semi-skilled workers in traditional neighbourhoods	325	5.3	2.6	201			
4.L.39 Fading owner occupied terraces	1,006	16.3	2.9	566			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
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	62	1.0	1.7	60			
4.M.43 Families in right-to-buy estates	54	0.9	2.1	42			
4.M.44 Post-war estates, limited means	116	1.9	2.2	85			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	79	1.3	0.8	163			
4.N.46 Elderly people in social rented flats	142	2.3	1.1	212			
4.N.47 Low income older people in smaller semis	175	2.8	2.3	125			
4.N.48 Pensioners and singles in social rented flats	131	2.1	1.8	120			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	307	5.0	2.1	232			
5.O.50 Struggling younger people in mixed tenure	117	1.9	1.7	109			
5.O.51 Young people in small, low cost terraces	657	10.7	2.3	473			
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	0	0.0	0.9	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.2	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	44	0.7	1.6	43			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	16	0.3	1.5	17			
5.Q.58 Singles and young families, some receiving benefits	15	0.2	1.8	14			
5.Q.59 Deprived areas and high-rise flats	98	1.6	2.0	78			
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	31	0.5	0.3	183			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,168						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P02714_Prince of Wales, Wellbridge Estate, ST13 8JD (1 Mile contour)



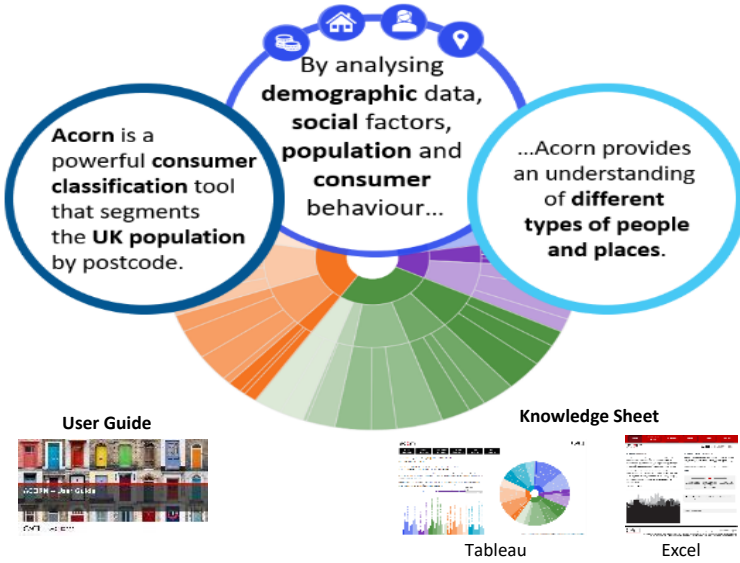
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- Acorn Groups**
- 1.A Lush 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
4. Financially Stretched	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 **12.0M** UK Adults **22.8%** of UK

Age range

55+

Financial situation

Running into debt Saving a lot

House type

Detached

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
- B. Executive Wealth
- C. Mature Money

