

CGA LICENCED PREMISES

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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 I
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	16	67.3	81.7	82			
Proprietary Club	2	8.4	7.3	116			
Registered Club	2	8.4	28.2	30			
Restaurant	1	4.2	32.1	13			
Residential	0	0.0	2.7	0			

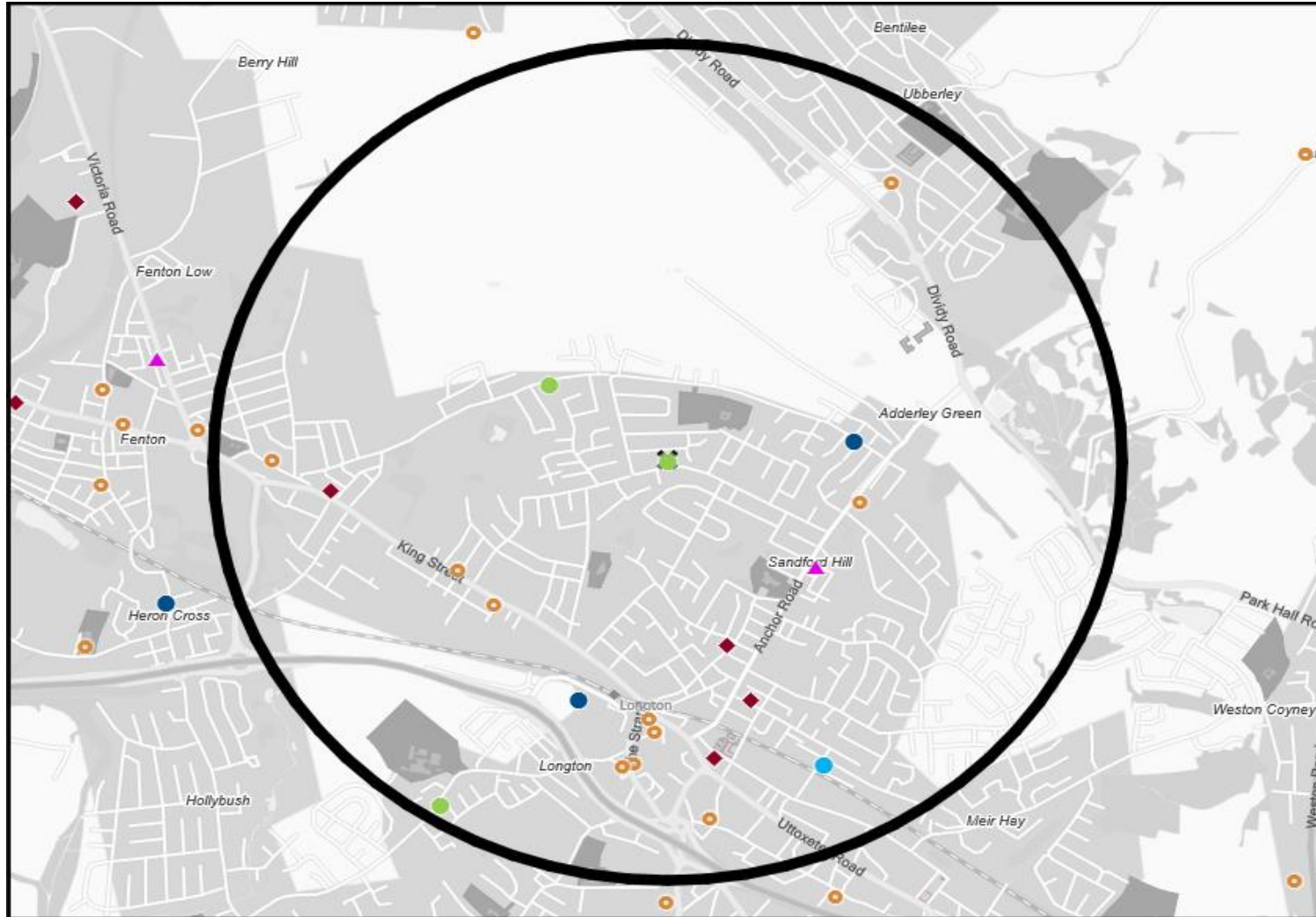
Name	Description	License Type	Owner Name	Postcode
Berryhill Working Mens Club	Independent Free	Registered Club	Independent Free	ST 2 0AQ
Ashwood	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1DH
Congress Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1HJ
Signalman	Punch Pub Company	Pubs & Full On	Punch Pub Company	ST 3 1JE
Sea Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1JR
Longton Snooker Club	Independent Free	Proprietary Club	Independent Free	ST 3 1PL
John Marston	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 3 2NQ
Corner Pin	Marston's	Pubs & Full On	Marston's	ST 3 5DB
Adderley Green Working Mens Club	Independent Free	Registered Club	Independent Free	ST 3 5DN
Last Orders	Amber Taverns	Pubs & Full On	Amber Taverns	ST 3 5EF
Old Sal	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 3 5SN
Pool Dole Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 2PA
Potter Inn	Independent Free	Pubs & Full On	Independent Free	ST 4 3DB
Malt & Hops King Street	Independent Free	Pubs & Full On	Independent Free	ST 4 3EJ
Angel Inn	Independent Free	Pubs & Full On	Independent Free	ST 4 3JB
Rileys	Unknown	Proprietary Club	Unknown	ST 4 3NA
Longton Town Hall	Independent Free	Pubs & Full On	Independent Free	ST 3 1BZ
Last Post	Independent Free	Pubs & Full On	Independent Free	ST 3 1BF
Saghir Express Buffet	Independent Free	Restaurant	Independent Free	ST 3 2NS
Pepper Mill	Marston's	Pubs & Full On	Marston's	ST 3 2JB
Strand	Independent Free	Pubs & Full On	Independent Free	ST 3 2JW

MAP OF AREA

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Source: OS Open Data 2018

Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (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: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	144	1.4	22.1	6		
2 Rising Prosperity	5	0.0	10.2	0		
3 Comfortable Communities	3,059	29.5	26.5	111		
4 Financially Stretched	3,505	33.8	23.7	143		
5 Urban Adversity	3,637	35.1	17.2	204		
6 Not Private Households	19	0.2	0.3	53		
Total households		10,369				

Acorn Category Pen Portrait

6 Not Private Households
790k
1.5%

UK Adults of UK

60 Active communal population –
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

61 Inactive communal population –
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

62 Business areas without resident population –
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

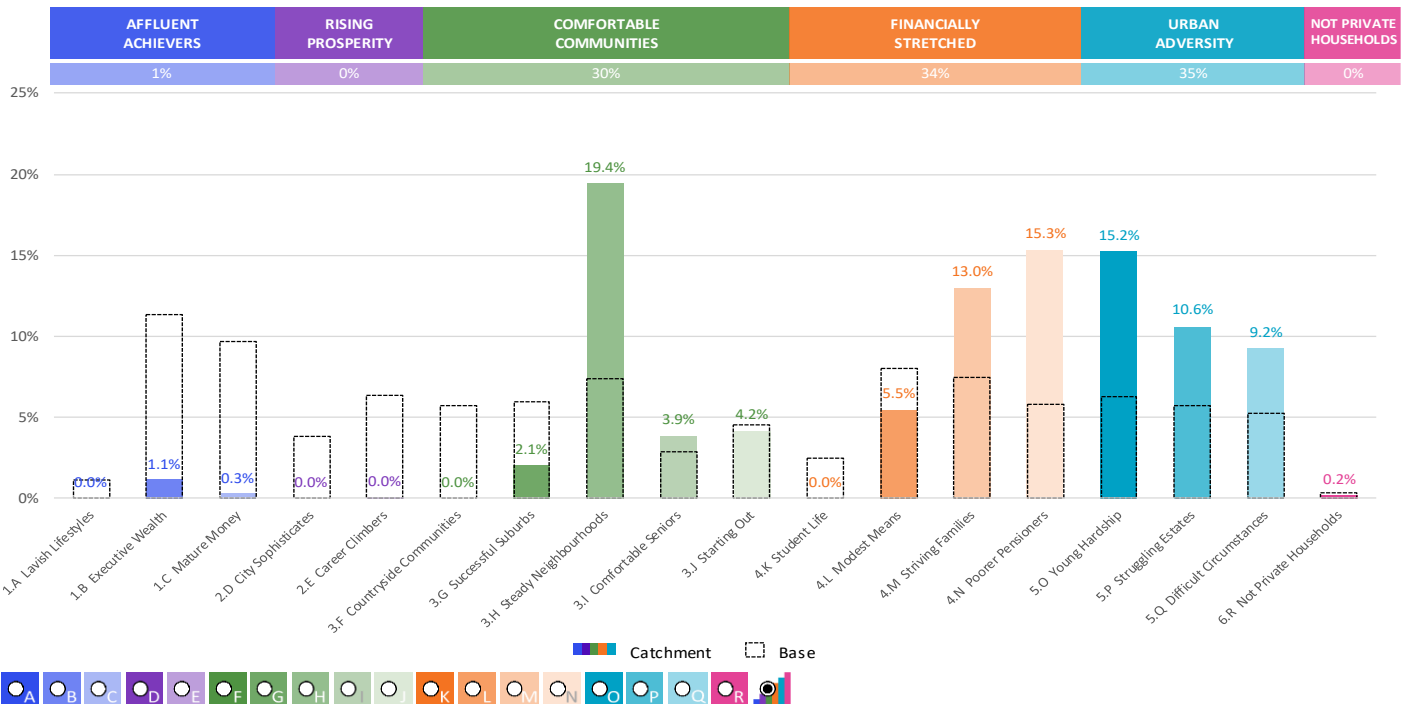
ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (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	117	1.1	11.3	10			
1.C Mature Money	27	0.3	9.6	3			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	5	0.0	6.4	1			
3. Comfortable Communities							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	213	2.1	6.0	35			
3.H Steady Neighbourhoods	2,014	19.4	7.4	262			
3.I Comfortable Seniors	401	3.9	2.9	135			
3.J Starting Out	431	4.2	4.6	91			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	568	5.5	8.0	69			
4.M Striving Families	1,346	13.0	7.4	174			
4.N Poorer Pensioners	1,591	15.3	5.8	266			
5. Urban Adversity							
5.O Young Hardship	1,580	15.2	6.3	244			
5.P Struggling Estates	1,102	10.6	5.7	186			
5.Q Difficult Circumstances	955	9.2	5.2	176			
6. Not Private Households							
6.R Not Private Households	19	0.2	0.3	53			
Total households	10,369						

Acorn Group Graph



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

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Area: P03447_Old Sal, Stoke on Trent, ST3 5SN (1 Mile contour)
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 Year: 2023

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	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	117	1.1	2.2	51			
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	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	27	0.3	2.5	11			
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	0	0.0	2.0	0			
2.E.19 First time buyers in small, modern homes	5	0.0	3.4	1			
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	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	0	0.0	3.2	0			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	213	2.1	2.7	76			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,716	16.5	3.5	477			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	298	2.9	2.3	123			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	401	3.9	2.4	163			
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	18	0.2	2.2	8			
3.J.33 Smaller houses and starter homes	413	4.0	2.4	166			
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	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	48	0.5	1.4	32			
4.L.38 Semi-skilled workers in traditional neighbourhoods	308	3.0	2.6	113			
4.L.39 Fading owner occupied terraces	212	2.0	2.9	70			
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	51	0.5	1.6	30			
4.M.43 Families in right-to-buy estates	288	2.8	2.0	136			
4.M.44 Post-war estates, limited means	1,007	9.7	2.2	446			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	289	2.8	0.8	354			
4.N.46 Elderly people in social rented flats	38	0.4	1.0	36			
4.N.47 Low income older people in smaller semis	1,081	10.4	2.2	467			
4.N.48 Pensioners and singles in social rented flats	183	1.8	1.7	103			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	109	1.1	2.2	48			
5.O.50 Struggling younger people in mixed tenure	131	1.3	1.8	70			
5.O.51 Young people in small, low cost terraces	1,340	12.9	2.3	571			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	203	2.0	1.6	125			
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	899	8.7	1.6	542			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	96	0.9	1.5	61			
5.Q.58 Singles and young families, some receiving benefits	791	7.6	1.8	433			
5.Q.59 Deprived areas and high-rise flats	68	0.7	2.0	33			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	7	0.1	0.1	114			
6.R.61 Inactive communal population	12	0.1	0.3	41			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	10,369						

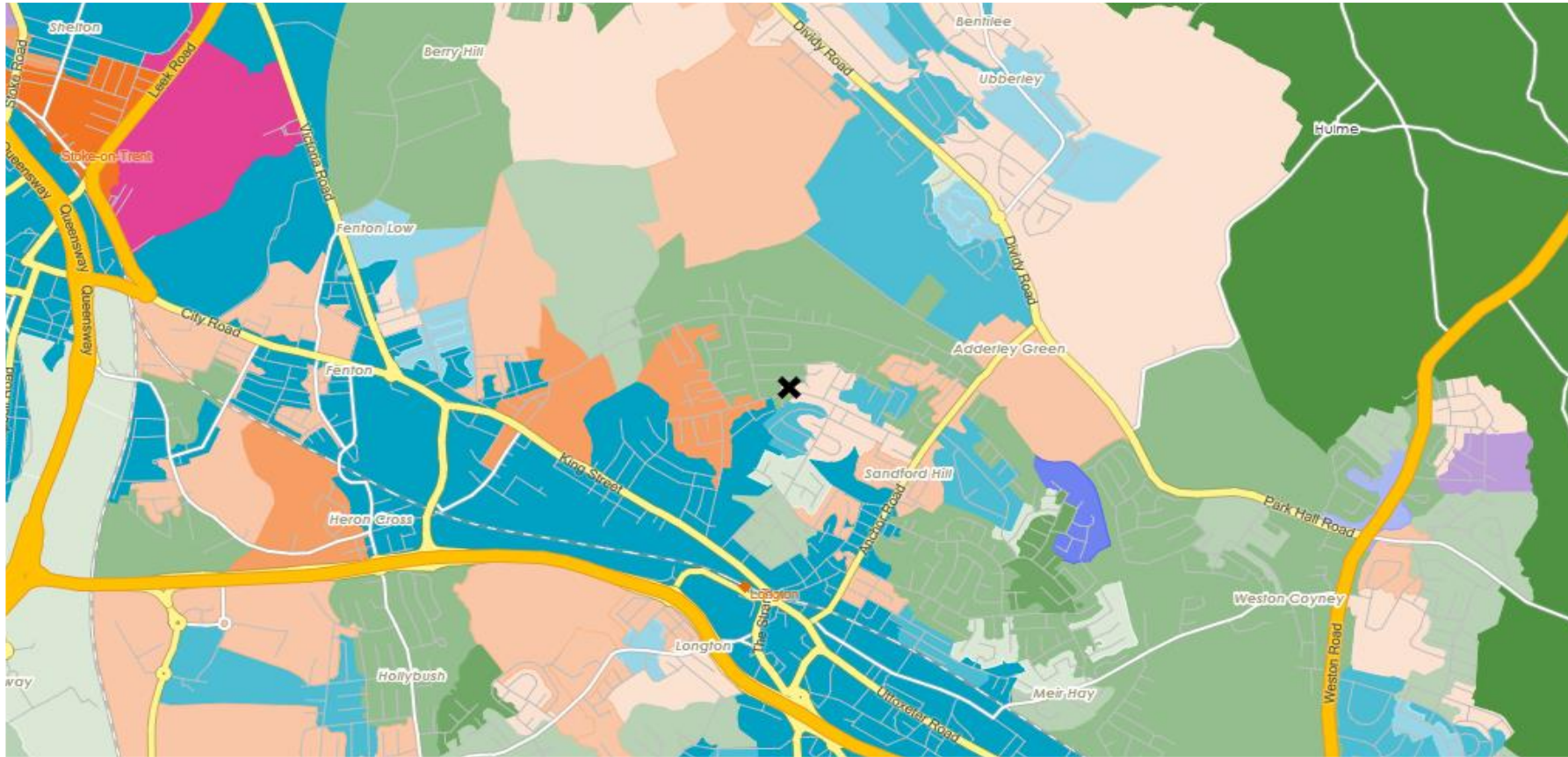
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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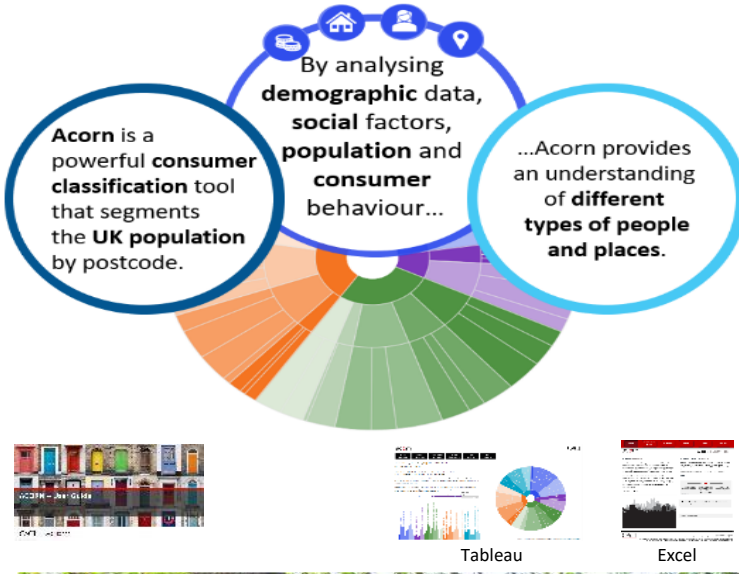


- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
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

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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