

# CGA LICENCED PREMISES

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Area: P04669\_Kings Way, Stoke on Trent, ST4 1JB  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	37	129.9	81.7	159			
Proprietary Club	1	3.5	7.3	48			
Registered Club	6	21.1	28.2	75			
Restaurant	4	14.0	32.1	44			
Residential	0	0.0	2.7	0			

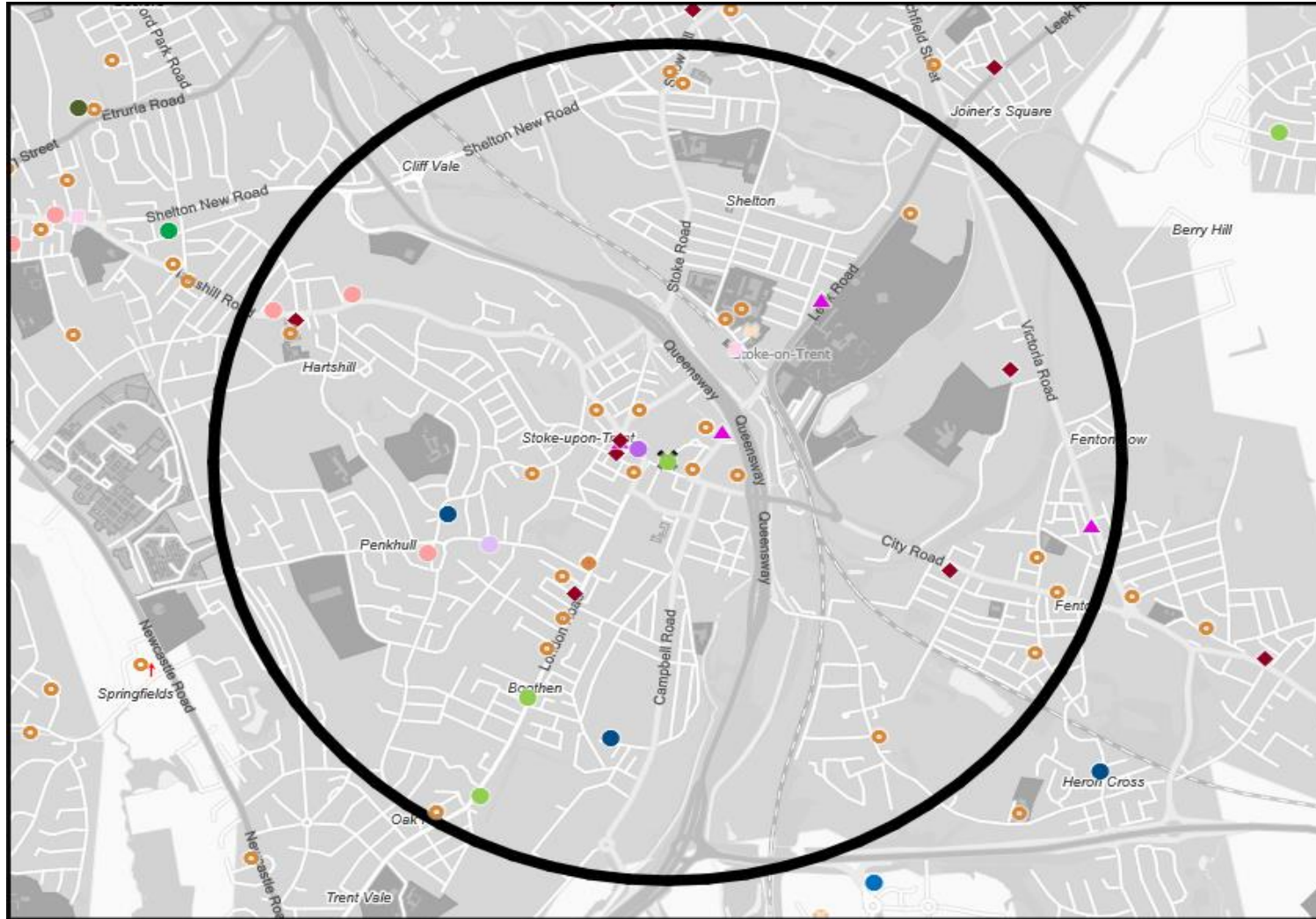
Name	Description	License Type	Owner Name	Postcode
Hanley Masonic Club	Independent Free	Registered Club	Independent Free	ST 1 4NA
Wheatsheaf	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	ST 4 1BU
Liquor Vaults	Amber Taverns	Pubs & Full On	Amber Taverns	ST 4 1DB
Glebe	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST 4 1HG
Stoke Town Hall	Independent Free	Pubs & Full On	Independent Free	ST 4 1HH
White Star	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 1JB
Staff Of Life	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 1NL
North Stafford Hotel	Britannia Hotels	Pubs & Full On	Britannia Hotels	ST 4 2AE
Terrace Inn	Dorbiere	Pubs & Full On	Dorbiere	ST 4 2BW
Foaming Tankard	Dorbiere	Pubs & Full On	Dorbiere	ST 4 2JX
British Pottery Mnfrs FedClub	Independent Free	Registered Club	Independent Free	ST 4 2SA
Bench & Bar	Independent Free	Pubs & Full On	Independent Free	ST 4 3AJ
Gardeners Retreat	Marston's	Pubs & Full On	Marston's	ST 4 4BJ
Terrace Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 4NB
Jollees Cabaret Venue	Independent Free	Pubs & Full On	Independent Free	ST 4 5AG
Wellington Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 5AN
Cottage Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 5AU
Albert	Independent Free	Pubs & Full On	Independent Free	ST 4 5DA
Terrace Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 4 5DG
Greyhound Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 5DW
Oakhill Bowls & Recreation Club	Independent Free	Registered Club	Independent Free	ST 4 5NN
Sutherland Arms	Unknown	Pubs & Full On	Unknown	ST 4 5RW
Beehive Inn	Independent Free	Pubs & Full On	Independent Free	ST 4 7HU
Jolly Potters	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 7NH
Robin Hood	Unknown	Pubs & Full On	Unknown	ST 4 7NR
Bombay Club	Independent Free	Pubs & Full On	Independent Free	ST 4 7NR
Noahs Ark	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 4 7NX
Commercial Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 7QE
Olde Bull & Bush	Independent Free	Pubs & Full On	Independent Free	ST 4 7QT
Fenton Community Centre	Independent Free	Registered Club	Independent Free	ST 4 2PT
Kings Hall	Independent Free	Pubs & Full On	Independent Free	ST 4 1HH
Marquis Of Granby	Marston's	Pubs & Full On	Marston's	ST 4 7LA
Ye Olde Manor Inne	Independent Free	Pubs & Full On	Independent Free	ST 4 2PT
Rep Theatre	Independent Free	Pubs & Full On	Independent Free	ST 4 2TR
Buzz Bingo	Gala Group	Proprietary Club	Gala Group	ST 4 2HX
North Staffs Conference Centre	Independent Free	Pubs & Full On	Independent Free	ST 4 7NY
Musician	Independent Free	Pubs & Full On	Independent Free	ST 4 2QA
Georgia Browns	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 4 1DB
Haven Suite	Independent Free	Pubs & Full On	Independent Free	ST 4 1LP
Planet Bollywood	Independent Free	Restaurant	Independent Free	ST 4 1HP
Miso	Independent Free	Restaurant	Independent Free	ST 4 7QE
Mirchi	Independent Free	Restaurant	Independent Free	ST 1 4LY
Staffordshire University	Independent Free	Registered Club	Independent Free	ST 4 2DE
Fenton Cricket Club	Independent Free	Registered Club	Independent Free	ST 4 4JU
London Road Ale House	Independent Free	Pubs & Full On	Independent Free	ST 4 5AA
Bod	Titanic	Pubs & Full On	Titanic	ST 4 2AA
Bru	Independent Free	Pubs & Full On	Independent Free	ST 4 1NH
Quarter At Potbank	Independent Free	Restaurant	Independent Free	ST 4 1QQ

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04669\_Kings Way, Stoke on Trent, ST4 1JB (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:** P04669\_Kings Way, Stoke on Trent, ST4 1JB (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	233	1.9	22.1	9		
2 Rising Prosperity	395	3.2	10.2	31		
3 Comfortable Communities	1,975	16.0	26.5	60		
4 Financially Stretched	3,683	29.8	23.7	126		
5 Urban Adversity	5,941	48.1	17.2	280		
6 Not Private Households	134	1.1	0.3	315		
<b>Total households</b>				<b>12,361</b>		

### Acorn Category Pen Portrait

5 Urban Adversity
8.4M UK Adults
15.9% of UK

**Age range**  
25-34

**Financial situation**

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**Number of beds**  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04669\_Kings Way, Stoke on Trent, ST4 1JB (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			
1.B Executive Wealth	29	0.2	11.3	2			
1.C Mature Money	204	1.7	9.6	17			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	395	3.2	6.4	50			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	0	0.0	5.7	0			
3.G Successful Suburbs	107	0.9	6.0	15			
3.H Steady Neighbourhoods	651	5.3	7.4	71			
3.I Comfortable Seniors	71	0.6	2.9	20			
3.J Starting Out	1,146	9.3	4.6	204			
<b>4. Financially Stretched</b>							
4.K Student Life	847	6.9	2.5	273			
4.L Modest Means	1,448	11.7	8.0	147			
4.M Striving Families	864	7.0	7.4	94			
4.N Poorer Pensioners	524	4.2	5.8	74			
<b>5. Urban Adversity</b>							
5.O Young Hardship	4,891	39.6	6.3	633			
5.P Struggling Estates	254	2.1	5.7	36			
5.Q Difficult Circumstances	796	6.4	5.2	123			
<b>6. Not Private Households</b>							
6.R Not Private Households	134	1.1	0.3	315			
<b>Total households</b>	<b>12,361</b>						

### Acorn Group Pen Portrait

6
Not Private Households

790k  
UK Adults

1.5%  
of UK

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:

**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.

A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R

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

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Area: P04669\_Kings Way, Stoke on Trent, ST4 1JB (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	22	0.2	2.6	7			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	7	0.1	1.5	4			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	193	1.6	2.8	55			
1.C.12 Retired and empty nesters	10	0.1	2.5	3			
1.C.13 Upmarket downsizers	1	0.0	1.3	1			
<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	62	0.5	2.0	25			
2.E.19 First time buyers in small, modern homes	333	2.7	3.4	79			
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	0	0.0	3.2	0			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	83	0.7	2.7	25			
3.G.25 Larger family homes, multi-ethnic areas	24	0.2	0.8	23			
3.G.26 Semi-professional families, owner occupied neighbourhoods	0	0.0	2.4	0			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	645	5.2	3.5	151			
3.H.28 Owner occupied terraces, average income	3	0.0	1.6	2			
3.H.29 Established suburbs, older families	3	0.0	2.3	1			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	71	0.6	2.4	24			
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	618	5.0	2.2	232			
3.J.33 Smaller houses and starter homes	528	4.3	2.4	178			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	141	1.1	0.3	341			
4.K.35 Term-time terraces	664	5.4	0.2	2,157			
4.K.36 Educated young people in flats and tenements	42	0.3	1.9	18			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	171	1.4	1.4	96			
4.L.38 Semi-skilled workers in traditional neighbourhoods	373	3.0	2.6	115			
4.L.39 Fading owner occupied terraces	529	4.3	2.9	147			
4.L.40 High occupancy terraces, culturally diverse family areas	375	3.0	1.0	305			
<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	158	1.3	1.6	78			
4.M.43 Families in right-to-buy estates	220	1.8	2.0	87			
4.M.44 Post-war estates, limited means	486	3.9	2.2	181			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	16	0.1	0.8	16			
4.N.46 Elderly people in social rented flats	26	0.2	1.0	20			
4.N.47 Low income older people in smaller semis	315	2.5	2.2	114			
4.N.48 Pensioners and singles in social rented flats	167	1.4	1.7	79			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	438	3.5	2.2	162			
5.O.50 Struggling younger people in mixed tenure	810	6.6	1.8	364			
5.O.51 Young people in small, low cost terraces	3,643	29.5	2.3	1,301			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	139	1.1	1.6	72			
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	115	0.9	1.6	58			
<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	213	1.7	1.8	98			
5.Q.59 Deprived areas and high-rise flats	583	4.7	2.0	239			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	14	0.1	0.1	191			
6.R.61 Inactive communal population	120	1.0	0.3	341			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>12,361</b>						

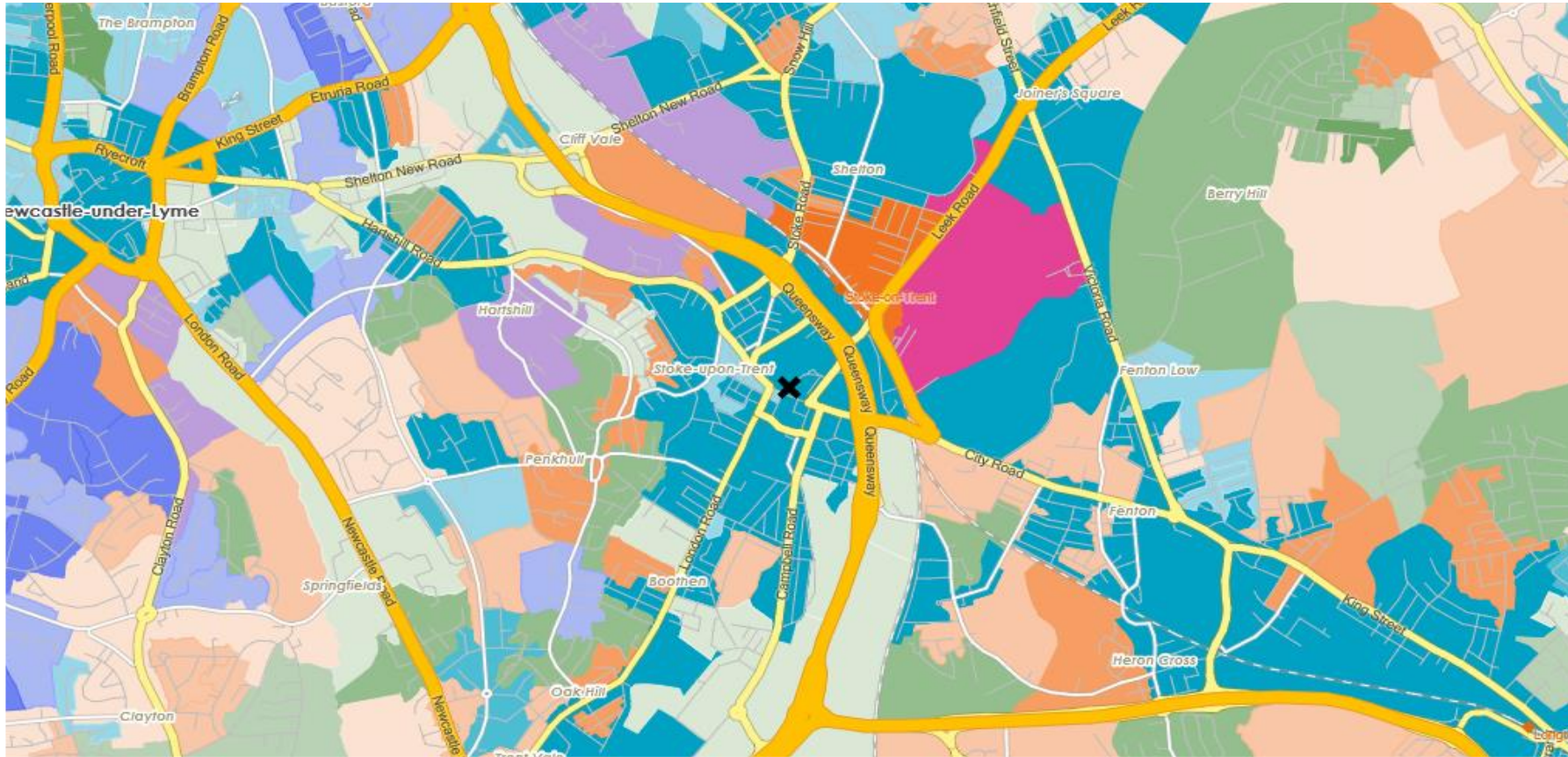
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04669\_Kings Way, Stoke on Trent, ST4 1JB (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
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

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