

CGA LICENCED PREMISES

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Area: P04256_Lamb Inn, Stafford, ST16 2QB (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	38	167.1	81.7	205			
Proprietary Club	2	8.8	7.3	121			
Registered Club	11	48.4	28.2	172			
Restaurant	10	44.0	32.1	137			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Picture House	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	ST16 2HL
Stafford Rugby Club	Independent Free	Registered Club	Independent Free	ST16 1BG
Stafford Bowling Club	Independent Free	Registered Club	Independent Free	ST16 1BG
Stafford Castle Golf Club	Independent Free	Registered Club	Independent Free	ST16 1BP
Treehouse Cocktail & Champagne Bar	Independent Free	Restaurant	Independent Free	ST16 2AJ
Bird In Hand	Ei Group	Pubs & Full On	Ei Group	ST16 2AQ
Soup Kitchen	Independent Free	Pubs & Full On	Independent Free	ST16 2AW
Railway Inn	Punch Pub Company	Pubs & Full On	Punch Pub Company	ST16 2EB
Simply Bilash	Independent Free	Restaurant	Independent Free	ST16 2EW
Grapes Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST16 2HL
Bear	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST16 2HP
Swan Hotel	Coaching Inn Group Ltd	Pubs & Full On	RedCat Pub Company	ST16 2JA
Vine Hotel	Marston's	Pubs & Full On	Marston's	ST16 2JU
Ye Old Rose & Crown	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST16 2JZ
Market Vaults	Marston's	Pubs & Full On	Marston's	ST16 2LA
Dog House	Independent Free	Restaurant	Independent Free	ST16 2LB
Shrewbury Arms	Black Country Ales	Pubs & Full On	Black Country Ales	ST16 2NG
Staffs County Officers Club	Independent Free	Registered Club	Independent Free	ST16 2NG
Greyhound Inn	Unknown	Pubs & Full On	Unknown	ST16 2PU
Essence Of The Orient	Independent Free	Restaurant	Independent Free	ST16 2QB
Lamb Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST16 2QB
Coach & Horses	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST16 2QT
Wagon & Horses Inn	Independent Free	Pubs & Full On	Independent Free	ST16 2RG
Tenpin	Tenpin Ltd	Proprietary Club	Tenpin Ltd	ST16 2SD
Stafford Constitutional Club	Independent Free	Registered Club	Independent Free	ST16 3AS
Joiners Arms	Dorbiere	Pubs & Full On	Dorbiere	ST16 3BS
Stafford Rangers Football Club	Independent Free	Registered Club	Independent Free	ST16 3BX
Four Crosses Inn	Unknown	Pubs & Full On	Unknown	ST16 3ES
Kings Arms	Dorbiere	Pubs & Full On	Dorbiere	ST16 3HD
Tap Steakhouse	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	ST16 3HE
Princess Royal	Independent Free	Pubs & Full On	Independent Free	ST16 3HF
Metropolitan Bar	Dorbiere	Pubs & Full On	Dorbiere	ST16 3RW
Prince Of Wales	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	ST16 3RW
Bear & Pheasant	Punch Pub Company	Pubs & Full On	Punch Pub Company	ST17 4AU
Star & Garter	Dorbiere	Pubs & Full On	Dorbiere	ST17 4AW
Narvana	Independent Free	Restaurant	Independent Free	ST17 4BG
Sun	Titanic	Pubs & Full On	Titanic	ST17 4JX
Stafford Cricket & Hockey Club	Independent Free	Registered Club	Independent Free	ST16 3TH
White Eagle Club	Independent Free	Registered Club	Independent Free	ST16 3TH
Icon And Poptastic	Independent Free	Proprietary Club	Independent Free	ST16 2EZ
Stafford Borough Hall	Independent Free	Pubs & Full On	Independent Free	ST16 2LZ
St Georges Sports & Social Club	Independent Free	Registered Club	Independent Free	ST16 3LU
Butler's Bell	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	ST16 2NT
Pie & Ale House	Independent Free	Pubs & Full On	Independent Free	ST16 2BA
Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	ST16 2HJ
Curry Kuteer	Independent Free	Restaurant	Independent Free	ST16 2HY
Yard	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST16 2EZ
Casa	Independent Free	Pubs & Full On	Independent Free	ST16 2HJ
Stafford Gatehouse	Independent Free	Pubs & Full On	Independent Free	ST16 2LJ
Oddfellows Hall	Independent Free	Registered Club	Independent Free	ST16 2HP
Post House Bar & Grill	Independent Free	Pubs & Full On	Independent Free	ST16 2HZ
Vivere	Independent Free	Restaurant	Independent Free	ST16 2PR
Kings Horse	Greene King	Pubs & Full On	Greene King	ST16 1BE

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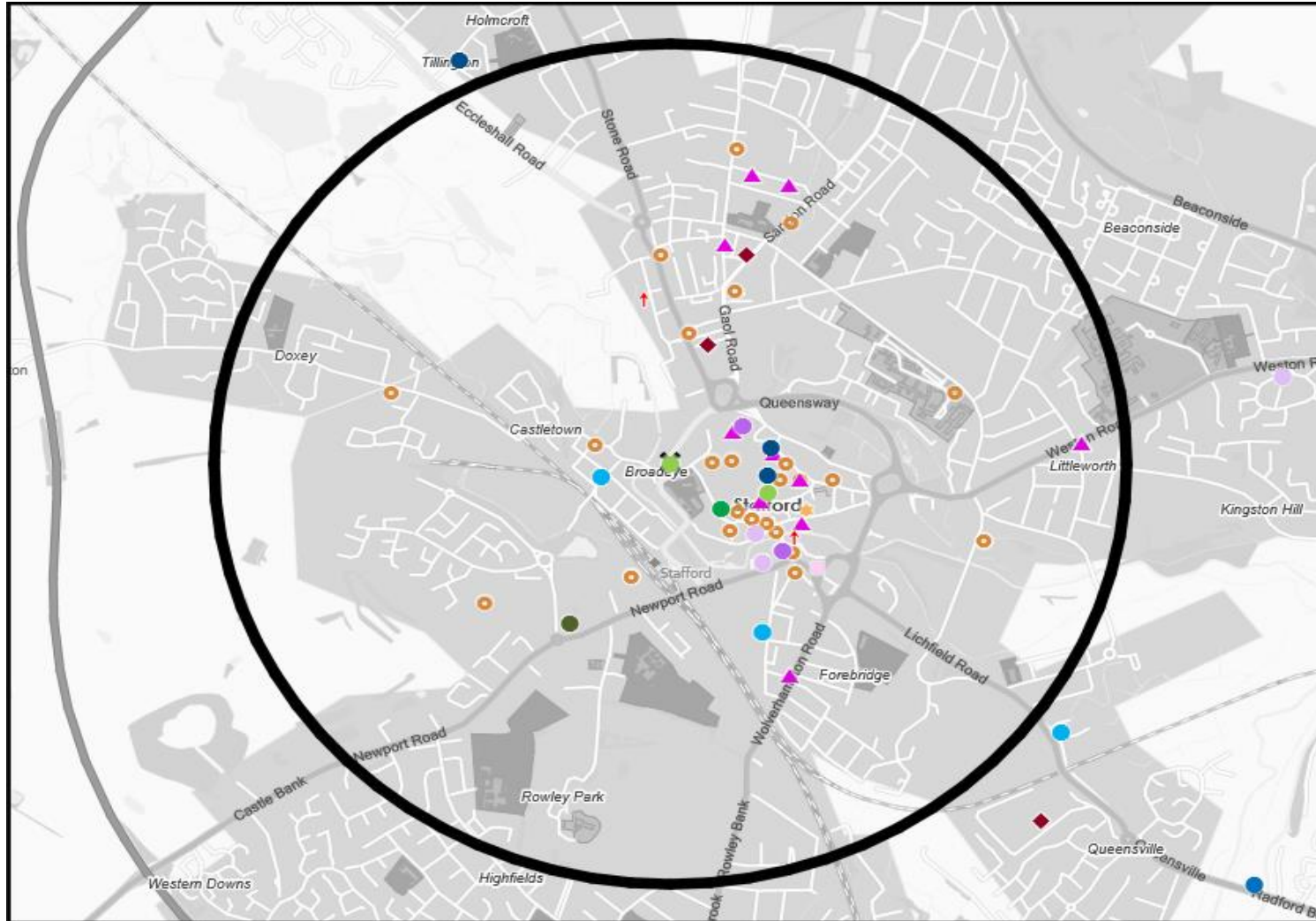
Name	Description	License Type	Owner Name	Postcode
Mela Lounge	Independent Free	Restaurant	Independent Free	ST16 2AG
Revolution	Revolution Bars Group	Pubs & Full On	Revolution Bars Group	ST16 3AQ
Verso Lounge	Loungers	Pubs & Full On	Loungers	ST16 2LP
Odeon	Odeon Cinema Holdings	Pubs & Full On	Odeon Cinema Holdings	ST16 2HQ
Hogarth's	Amber Taverns	Pubs & Full On	Amber Taverns	ST16 2BQ
Doxey Universal Sports And Social Club	Independent Free	Registered Club	Independent Free	ST16 1EB
La Casa Italian	Independent Free	Restaurant	Independent Free	ST16 2AJ
Judge And Jury	Independent Free	Pubs & Full On	Independent Free	ST16 2DJ

MAP OF AREA

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Source: OS Open Data 2018

Area: P04256_Lamb Inn, Stafford, ST16 2QB (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

- ✕ Hotels

Restaurants

- ★ Restaurants

Leisure

- ▲ Leisure

Independent

- Independent

Other

- ◆ Other

Site Location

- ✕ Site Location








Boundary

- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04256_Lamb Inn, Stafford, ST16 2QB (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index 0	100	200
      	1	Affluent Achievers	940	9.1	22.1	41	
	2	Rising Prosperity	522	5.0	10.2	49	
	3	Comfortable Communities	3,071	29.6	26.5	112	
	4	Financially Stretched	2,513	24.2	23.7	102	
	5	Urban Adversity	3,280	31.6	17.2	184	
	6	Not Private Households	50	0.5	0.3	140	
Total households		10,376					

Acorn Category Pen Portrait

5

Urban Adversity

8.4M

UK Adults

15.9%

of UK

Age range

25-34

House type

Flat or terraced

Financial situation

Running into debt

Saving a lot

House tenure

Social renting

Children at home

3+

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%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04256_Lamb Inn, Stafford, ST16 2QB (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	11	0.1	1.1	10			
1.B Executive Wealth	784	7.6	11.3	67			
1.C Mature Money	145	1.4	9.6	14			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	522	5.0	6.4	79			
3. Comfortable Communities							
3.F Countryside Communities	69	0.7	5.7	12			
3.G Successful Suburbs	364	3.5	6.0	59			
3.H Steady Neighbourhoods	133	1.3	7.4	17			
3.I Comfortable Seniors	51	0.5	2.9	17			
3.J Starting Out	2,454	23.7	4.6	520			
4. Financially Stretched							
4.K Student Life	99	1.0	2.5	38			
4.L Modest Means	794	7.7	8.0	96			
4.M Striving Families	782	7.5	7.4	101			
4.N Poorer Pensioners	838	8.1	5.8	140			
5. Urban Adversity							
5.O Young Hardship	2,188	21.1	6.3	337			
5.P Struggling Estates	634	6.1	5.7	107			
5.Q Difficult Circumstances	458	4.4	5.2	84			
6. Not Private Households							
6.R Not Private Households	50	0.5	0.3	140			
Total households	10,376						

Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04256_Lamb Inn, Stafford, ST16 2QB (1 Mile contour)

Base: Great Britain

Year: 2023

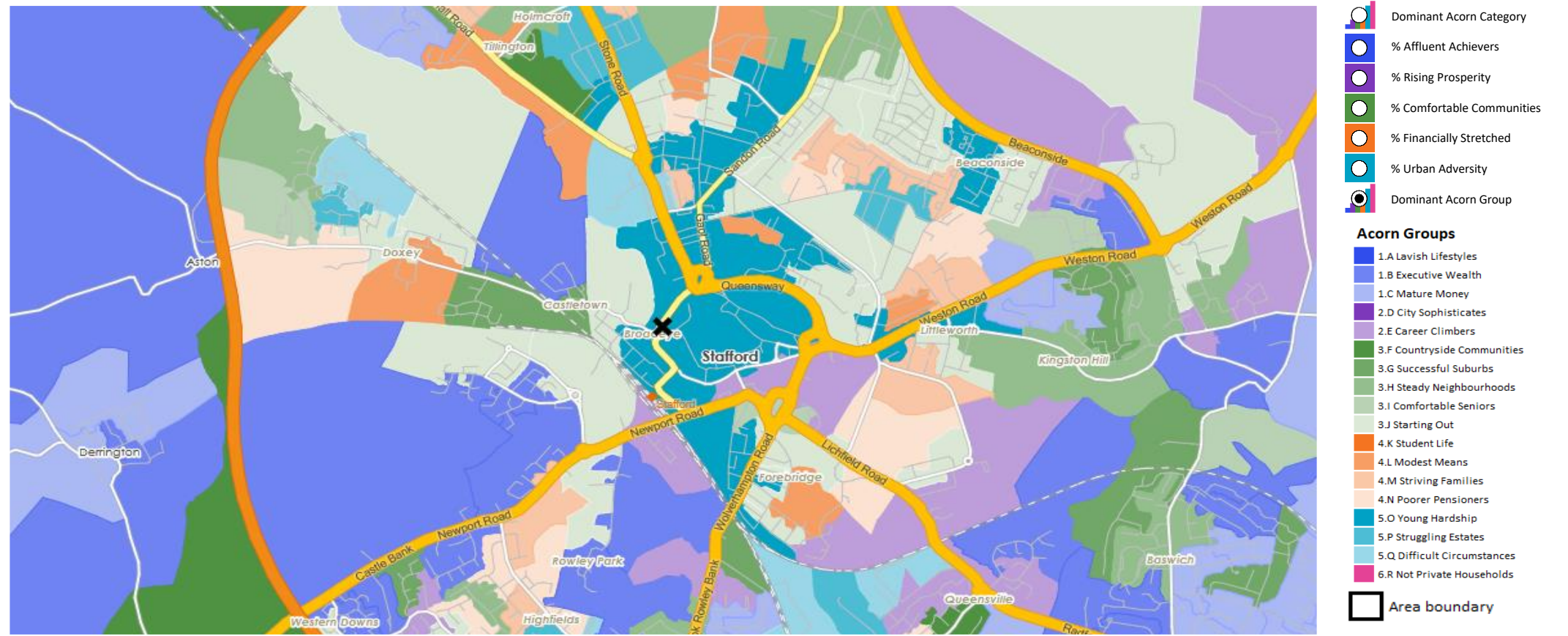
Sort by:  Acorn Structure
 Index
 Profile %

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	11	0.1	0.9	12			
1.B Executive Wealth								
	1.B.4 Asset rich families	269	2.6	2.6	98			
	1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
	1.B.6 Financially comfortable families	315	3.0	2.2	137			
	1.B.7 Affluent professionals	66	0.6	0.9	75			
	1.B.8 Prosperous suburban families	2	0.0	1.5	1			
	1.B.9 Well-off edge of towners	132	1.3	1.6	79			
1.C Mature Money								
	1.C.10 Better-off villagers	24	0.2	3.1	8			
	1.C.11 Settled suburbia, older people	121	1.2	2.8	41			
	1.C.12 Retired and empty nesters	0	0.0	2.5	0			
	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	90	0.9	2.0	44			
	2.E.19 First time buyers in small, modern homes	432	4.2	3.4	123			
	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	69	0.7	3.2	21			
3.G Successful Suburbs								
	3.G.24 Comfortably-off families in modern housing	173	1.7	2.7	62			
	3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
	3.G.26 Semi-professional families, owner occupied neighbourhoods	191	1.8	2.4	76			
3.H Steady Neighbourhoods								
	3.H.27 Suburban semis, conventional attitudes	58	0.6	3.5	16			
	3.H.28 Owner occupied terraces, average income	53	0.5	1.6	32			
	3.H.29 Established suburbs, older families	22	0.2	2.3	9			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	9	0.1	2.4	4			
	3.I.31 Elderly singles in purpose-built accommodation	42	0.4	0.5	83			
3.J Starting Out								
	3.J.32 Educated families in terraces, young children	1,676	16.2	2.2	751			
	3.J.33 Smaller houses and starter homes	778	7.5	2.4	312			
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	99	1.0	1.9	50			
4.L Modest Means								
	4.L.37 Low cost flats in suburban areas	291	2.8	1.4	194			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	236	2.3	2.6	87			
	4.L.39 Fading owner occupied terraces	267	2.6	2.9	88			
	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	5	0.0	1.6	3			
	4.M.42 Struggling young families in post-war terraces	156	1.5	1.6	92			
	4.M.43 Families in right-to-buy estates	351	3.4	2.0	166			
	4.M.44 Post-war estates, limited means	270	2.6	2.2	120			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	18	0.2	0.8	22			
	4.N.46 Elderly people in social rented flats	355	3.4	1.0	332			
	4.N.47 Low income older people in smaller semis	133	1.3	2.2	57			
	4.N.48 Pensioners and singles in social rented flats	332	3.2	1.7	187			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	653	6.3	2.2	288			
	5.O.50 Struggling younger people in mixed tenure	823	7.9	1.8	441			
	5.O.51 Young people in small, low cost terraces	712	6.9	2.3	303			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	490	4.7	1.6	302			
	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	144	1.4	1.6	87			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	77	0.7	1.5	49			
	5.Q.58 Singles and young families, some receiving benefits	148	1.4	1.8	81			
	5.Q.59 Deprived areas and high-rise flats	233	2.2	2.0	114			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	11	0.1	0.1	178			
	6.R.61 Inactive communal population	39	0.4	0.3	132			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		10,376						

DOMINANT ACORN GROUP - HOUSEHOLDS

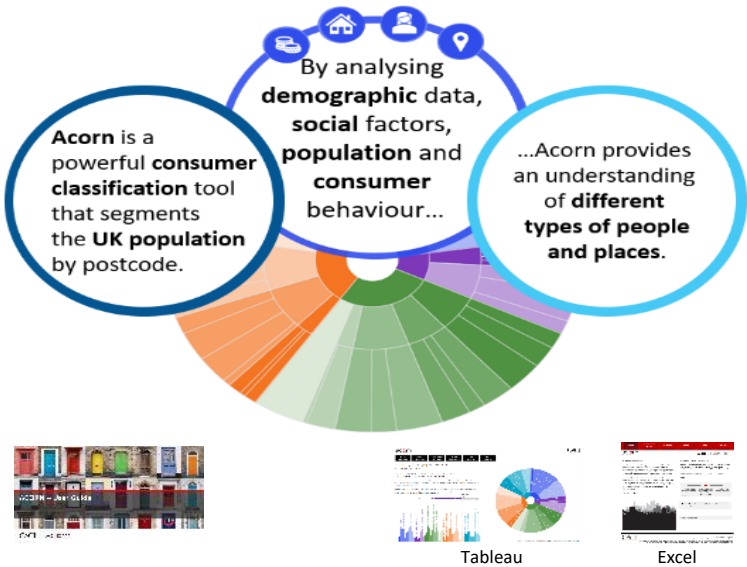
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Source: OS Open Data 2018



ACORN - WHAT IS IT?

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6 CATEGORIES		18 GROUPS	62 TYPES
1. Affluent Achievers	<input checked="" type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

1

Affluent Achievers

12.1M

22.8%

UK Adults

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+

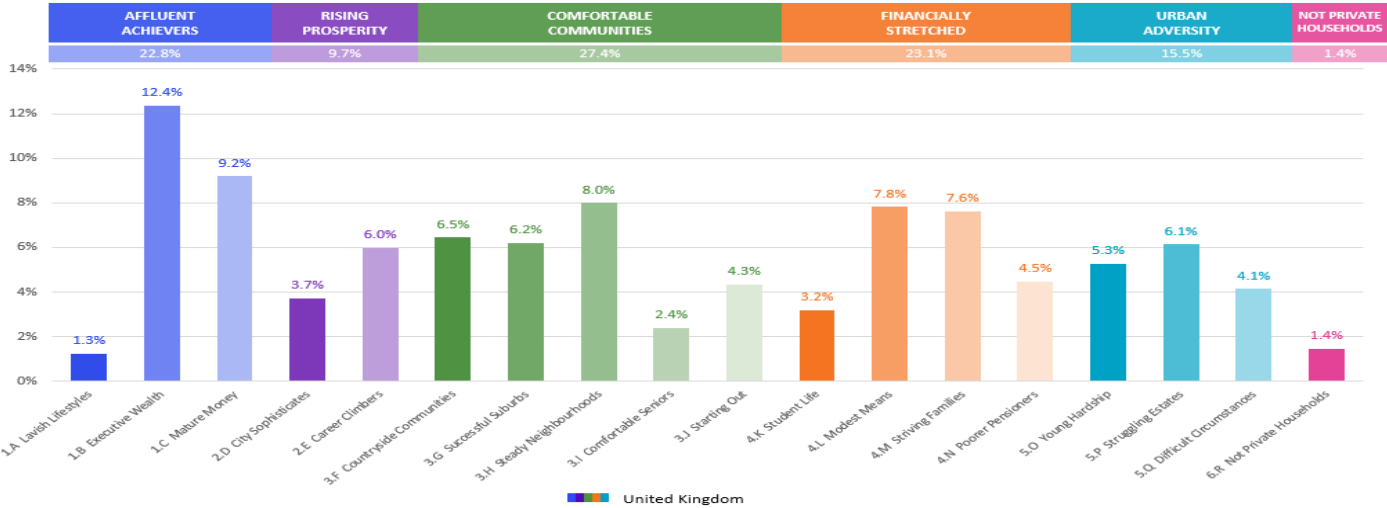
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

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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