

CGA LICENCED PREMISES

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Area:	P01241_Pool Dole Inn, Stoke on Trent, ST4 2
Base:	Great Britain
Year:	2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	76.7	81.7	94			
Proprietary Club	1	4.3	7.3	59			
Registered Club	5	21.3	28.2	76			
Restaurant	1	4.3	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
Sea Lion	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 3 1JR
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
Foaming Tankard	Dorbiere	Pubs & Full On	Dorbiere	ST 4 2JX
Fenton Sports and Social Club	Independent Free	Registered Club	Independent Free	ST 4 2LX
Pool Dole Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 4 2PA
Locomotive Inn	Marston's	Pubs & Full On	Marston's	ST 4 3AR
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
Fenton Community Centre	Independent Free	Registered Club	Independent Free	ST 4 2PT
Ye Olde Manor Inne	Independent Free	Pubs & Full On	Independent Free	ST 4 2PT
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
Musician	Independent Free	Pubs & Full On	Independent Free	ST 4 2QA
Berryhill Retirement Village	Independent Free	Registered Club	Independent Free	ST 2 9RJ
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: P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (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


- ◆ Other

- ✖ Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description		Area Profile	% for Area	% for Base	Index	0	100	200
	1	Affluent Achievers	27	0.3	22.1	1		
	2	Rising Prosperity	5	0.0	10.2	0		
	3	Comfortable Communities	2,175	20.6	26.5	78		
	4	Financially Stretched	3,803	36.1	23.7	152		
	5	Urban Adversity	4,511	42.8	17.2	249		
	6	Not Private Households	19	0.2	0.3	52		
Total households		10,540						

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.

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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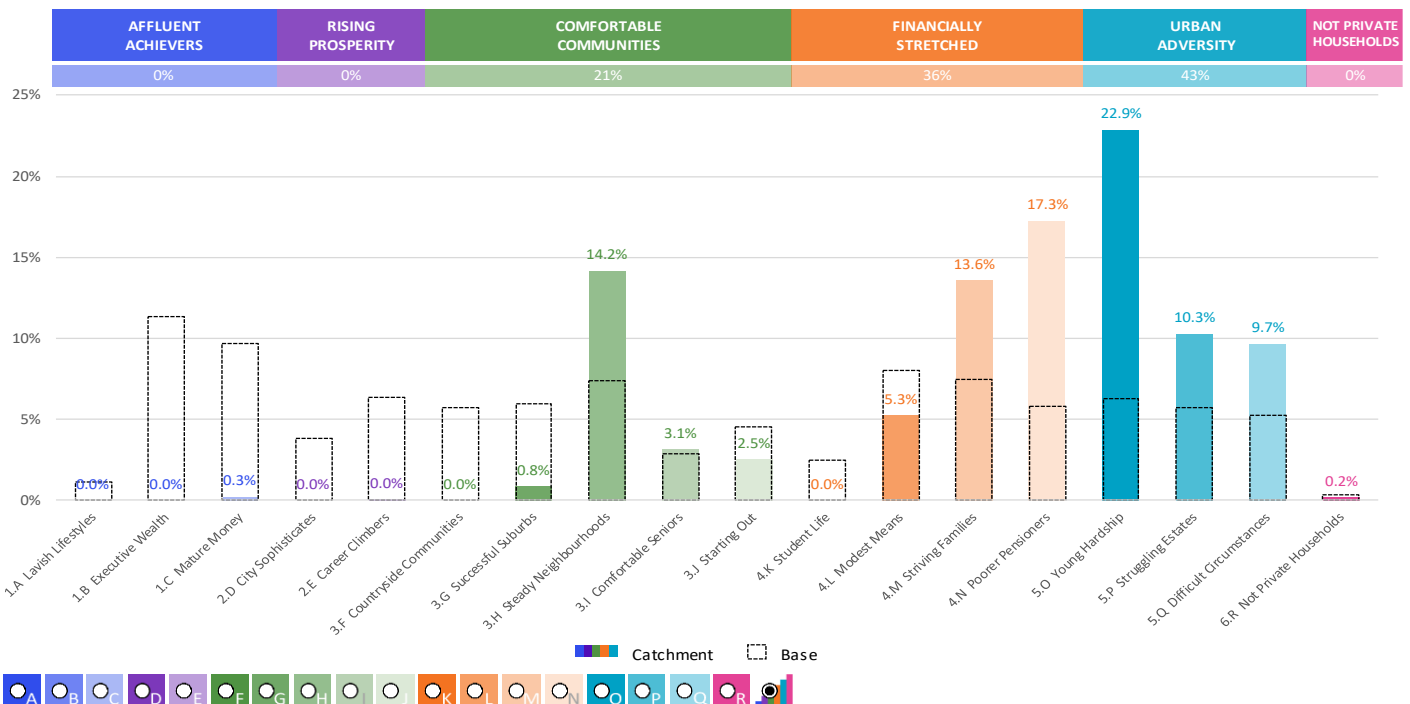
Area: P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (1 Mile contour)

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	0	0.0	11.3	0			
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	87	0.8	6.0	14			
3.H Steady Neighbourhoods	1,495	14.2	7.4	191			
3.I Comfortable Seniors	328	3.1	2.9	109			
3.J Starting Out	265	2.5	4.6	55			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	554	5.3	8.0	66			
4.M Striving Families	1,429	13.6	7.4	182			
4.N Poorer Pensioners	1,820	17.3	5.8	300			
5. Urban Adversity							
5.O Young Hardship	2,409	22.9	6.3	366			
5.P Struggling Estates	1,082	10.3	5.7	180			
5.Q Difficult Circumstances	1,020	9.7	5.2	185			
6. Not Private Households							
6.R Not Private Households	19	0.2	0.3	52			
Total households	10,540						

Acorn Group Graph



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (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	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	0	0.0	2.2	0			
	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	10			
	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	87	0.8	2.7	31			
	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	1,351	12.8	3.5	370			
	3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
	3.H.29 Established suburbs, older families	144	1.4	2.3	58			
3.I Comfortable Seniors								
	3.I.30 Older people, neat and tidy neighbourhoods	328	3.1	2.4	131			
	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	247	2.3	2.4	98			
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	24	0.2	1.4	16			
	4.L.38 Semi-skilled workers in traditional neighbourhoods	317	3.0	2.6	114			
	4.L.39 Fading owner occupied terraces	213	2.0	2.9	69			
	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	87	0.8	1.6	50			
	4.M.43 Families in right-to-buy estates	298	2.8	2.0	139			
	4.M.44 Post-war estates, limited means	1,044	9.9	2.2	455			
4.N Poorer Pensioners								
	4.N.45 Pensioners in social housing, semis and terraces	212	2.0	0.8	256			
	4.N.46 Elderly people in social rented flats	238	2.3	1.0	219			
	4.N.47 Low income older people in smaller semis	1,194	11.3	2.2	507			
	4.N.48 Pensioners and singles in social rented flats	176	1.7	1.7	98			
5. Urban Adversity								
5.O Young Hardship								
	5.O.49 Young families in low cost private flats	130	1.2	2.2	56			
	5.O.50 Struggling younger people in mixed tenure	131	1.2	1.8	69			
	5.O.51 Young people in small, low cost terraces	2,148	20.4	2.3	900			
5.P Struggling Estates								
	5.P.52 Poorer families, many children, terraced housing	218	2.1	1.6	132			
	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	864	8.2	1.6	512			
5.Q Difficult Circumstances								
	5.Q.57 Social rented flats, families and single parents	59	0.6	1.5	37			
	5.Q.58 Singles and young families, some receiving benefits	893	8.5	1.8	481			
	5.Q.59 Deprived areas and high-rise flats	68	0.6	2.0	33			
6. Not Private Households								
6.R Not Private Households								
	6.R.60 Active communal population	7	0.1	0.1	112			
	6.R.61 Inactive communal population	12	0.1	0.3	40			
	6.R.62 Business areas without resident population	0	0	0	0			
Total households		10,540						

CATEGORY

GROUP

TYPE

MAP

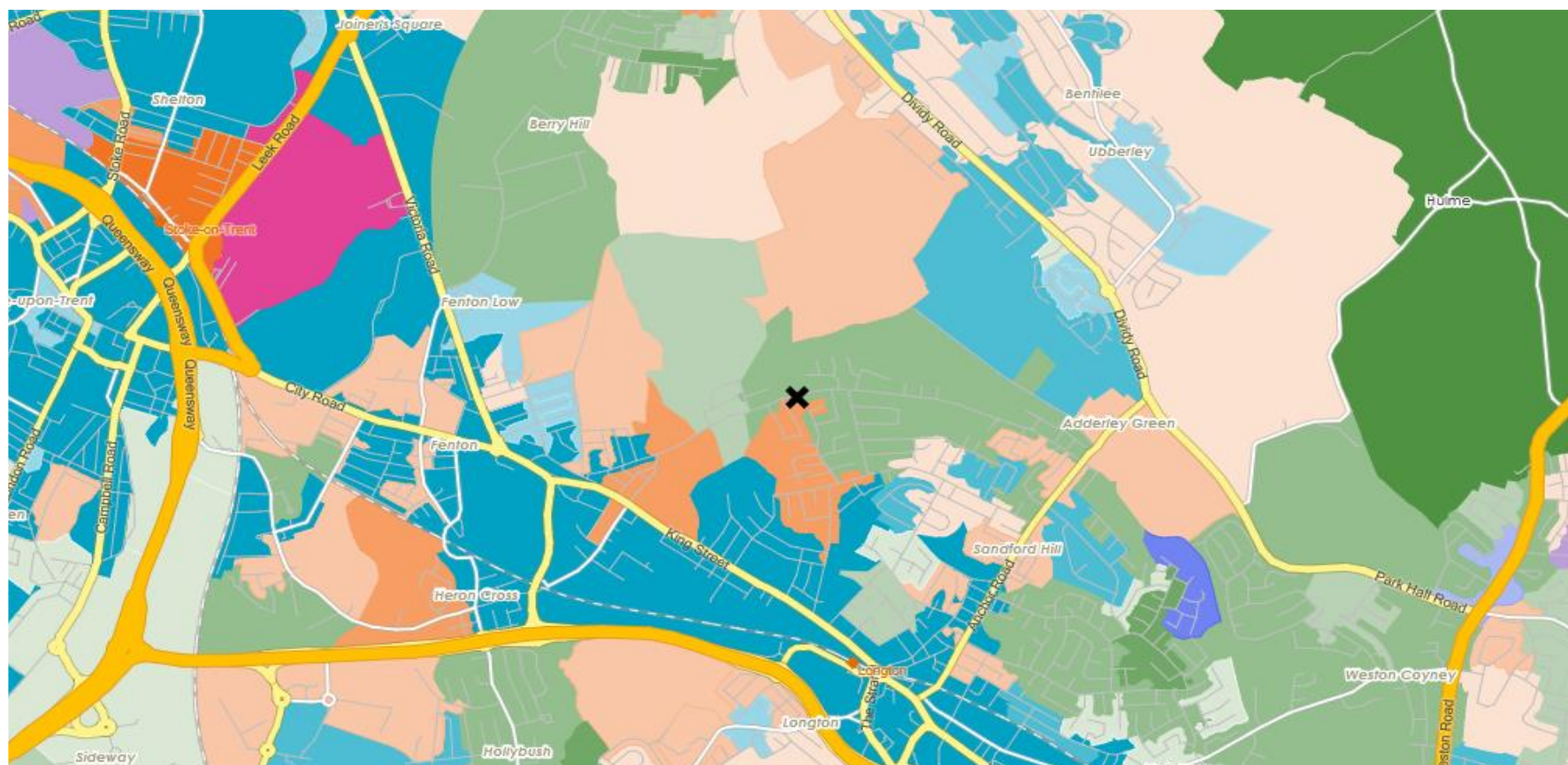
WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (1 Mile contour)

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Source: OS Open Data 2018



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

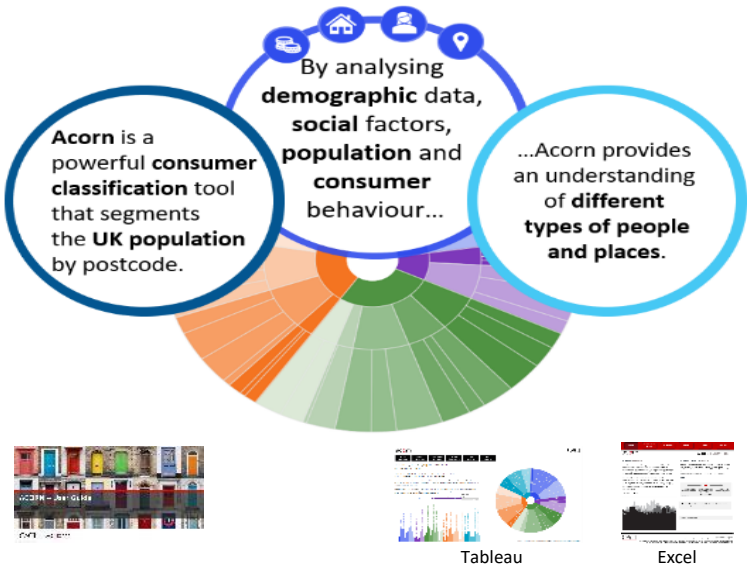
Acorn Groups

- 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
3. Comfortable Communities		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
4. Financially Stretched		K. Student Life	34-36
		L. Modest Means	37-40
		M. Striving Families	41-44
		N. Poorer Pensioners	45-48
5. Urban Adversity		O. Young Hardship	49-51
		P. Struggling Estates	52-56
		Q. Difficult Circumstances	57-59
6. Not Private Households		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+

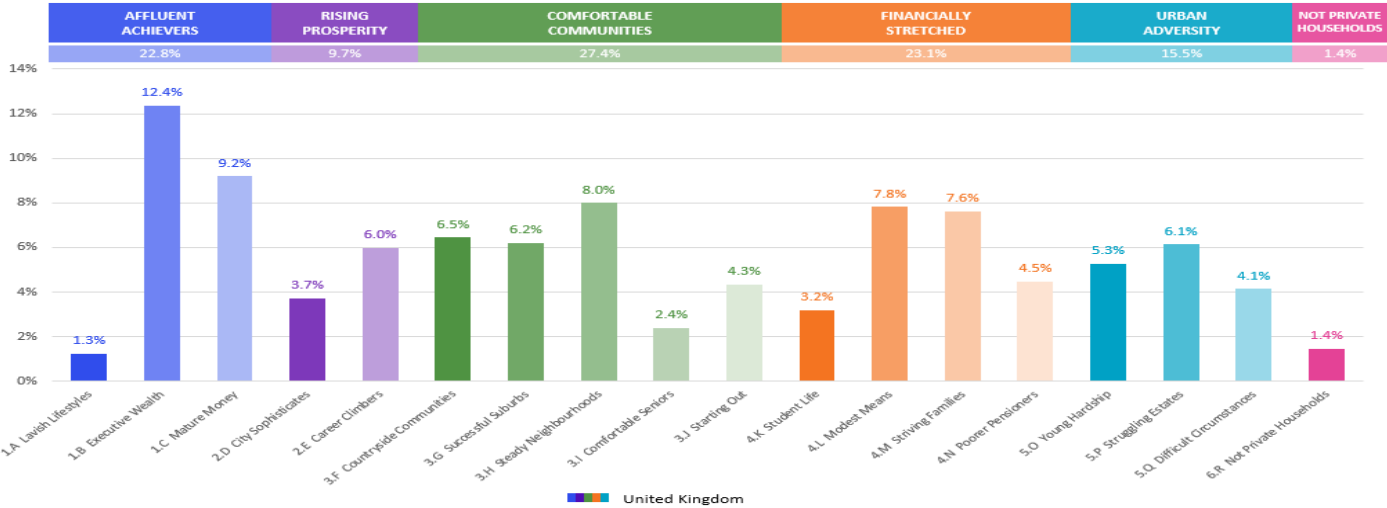
These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

A. Lavish Lifestyles 6%

B. Executive Wealth 54%

C. Mature Money 40%

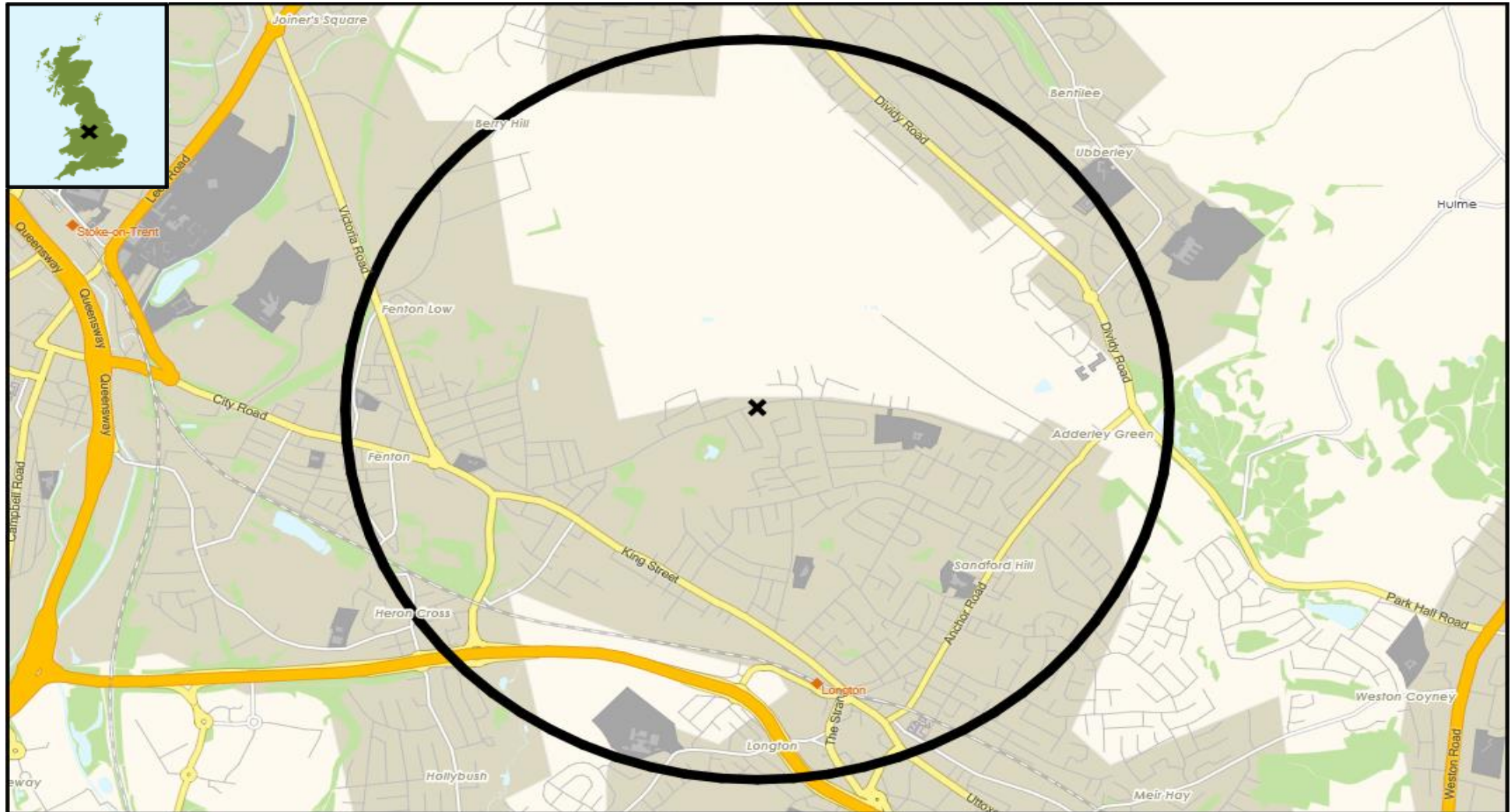


MAP OF AREA

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Source: OS Open Data 2018

Area: P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (1 Mile contour)

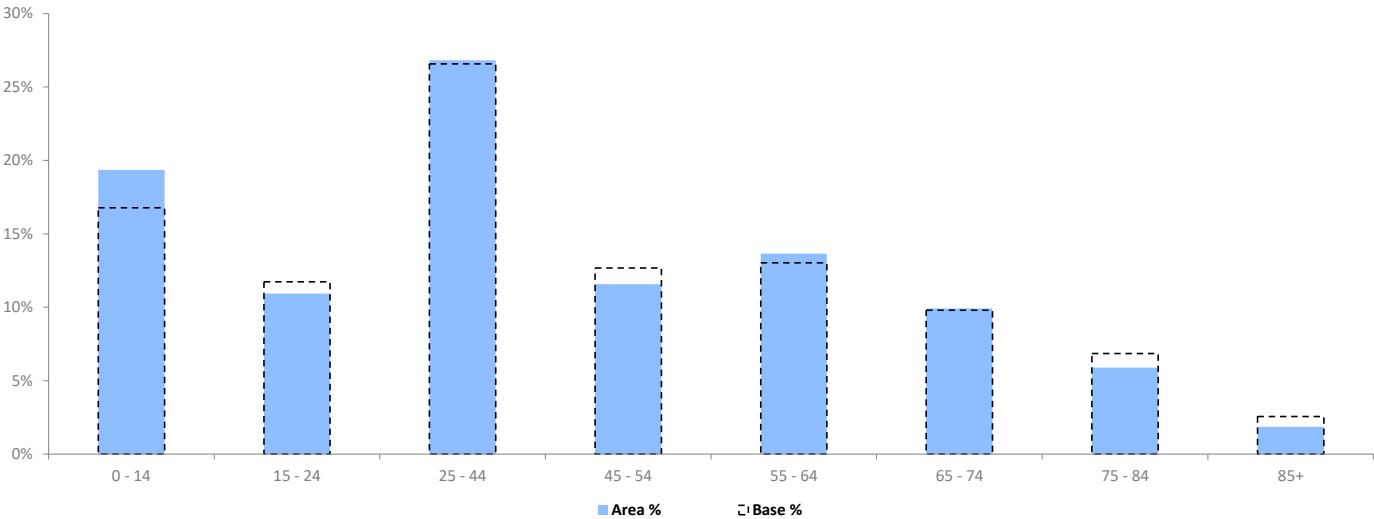


POPULATION PROJECTIONS

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Area:	P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (1 Mile contour)
Base:	Great Britain
Year:	2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,542	19.4	16.8	115			
15 - 24	2,565	10.9	11.7	93			
25 - 44	6,293	26.8	26.6	101			
45 - 54	2,716	11.6	12.7	91			
55 - 64	3,203	13.6	13.0	105			
65 - 74	2,329	9.9	9.8	101			
75 - 84	1,383	5.9	6.9	86			
85+	435	1.9	2.6	73			
Total population	23,466						



EXPENDITURE

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Area:	P01241_Pool Dole Inn, Stoke on Trent, ST4 2PA (1 Mile contour)
Base:	Great Britain
Year:	2023

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£597,037	£58.71	£66.95	88			
2. Alcoholic beverages, tobacco and narcotics	£309,744	£30.46	£28.12	108			
3. Clothing & Footwear	£187,027	£18.39	£22.40	82			
4. Housing, water, electricity, gas and other fuels	£753,334	£74.08	£107.19	69			
5. Furnishings, equipment and routine maintenance	£277,160	£27.26	£36.85	74			
6. Health	£94,108	£9.25	£13.48	69			
7. Transport	£952,428	£93.66	£134.74	70			
8. Communication	£142,922	£14.05	£15.74	89			
9. Recreation & Culture	£510,406	£50.19	£64.16	78			
10. Education	£60,634	£5.96	£22.26	27			
11. Restaurants & Hotels	£434,690	£42.75	£67.11	64			
12. Miscellaneous goods and services	£823,667	£81.00	£109.86	74			
Total Expenditure	£5,143,158	£505.77	£688.85	73			

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.