

CGA LICENCED PREMISES

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Area: P04201_Bush, Newcastle under Lyme, ST5 6
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	61.9	81.7	76			
Proprietary Club	0	0.0	7.3	0			
Registered Club	7	72.3	28.2	257			
Restaurant	0	0.0	32.1	0			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Silverdale & District Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 6LY
Crown Inn	Joule's Brewery	Pubs & Full On	Joule's Brewery	ST 5 6JG
Roebuck Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 6JH
Silverdale Conservative Club	Independent Free	Registered Club	Independent Free	ST 5 6JH
Bush	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 6JZ
Vine Inn	Unknown	Pubs & Full On	Unknown	ST 5 6LX
Silverdale Cricket Club	Independent Free	Registered Club	Independent Free	ST 5 6QF
Sneyd Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 5AD
Keele University	Independent Free	Registered Club	Independent Free	ST 5 5BG
Keele Golf Centre	Independent Free	Registered Club	Independent Free	ST 5 5AB
Horwood	Independent Free	Registered Club	Independent Free	ST 5 5DY
Silverdale Athletic Club	Independent Free	Registered Club	Independent Free	ST 5 6TA
Courtyard By Marriott	Marriott International	Pubs & Full On	Marriott International	ST 5 5NU

MAP OF AREA

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Source: OS Open Data 2018

Area: P04201_Bush, Newcastle under Lyme, ST5 6JZ (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: P04201_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	538	19.1	22.1	86		
2 Rising Prosperity	74	2.6	10.2	26		
3 Comfortable Communities	541	19.2	26.5	72		
4 Financially Stretched	1,567	55.5	23.7	234		
5 Urban Adversity	103	3.6	17.2	21		
6 Not Private Households	0	0.0	0.3	0		
Total households		2,823				

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: P04201_Bush, Newcastle under Lyme, ST5 6JZ (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	275	9.7	11.3	86		
1.C Mature Money	263	9.3	9.6	97		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	74	2.6	6.4	41		
3. Comfortable Communities						
3.F Countryside Communities	76	2.7	5.7	47		
3.G Successful Suburbs	96	3.4	6.0	57		
3.H Steady Neighbourhoods	174	6.2	7.4	83		
3.I Comfortable Seniors	134	4.7	2.9	166		
3.J Starting Out	61	2.2	4.6	47		
4. Financially Stretched						
4.K Student Life	13	0.5	2.5	18		
4.L Modest Means	589	20.9	8.0	261		
4.M Striving Families	378	13.4	7.4	180		
4.N Poorer Pensioners	587	20.8	5.8	361		
5. Urban Adversity						
5.O Young Hardship	65	2.3	6.3	37		
5.P Struggling Estates	21	0.7	5.7	13		
5.Q Difficult Circumstances	17	0.6	5.2	11		
6. Not Private Households						
6.R Not Private Households	0	0.0	0.3	0		
Total households	2,823					

Acorn Group Pen Portrait

5 Q Difficult Circumstances 2.3M UK Adults 4.3% of UK

Young adults, many of whom are single parents, enduring hardship. Generally these are streets with a higher proportion of younger people. The bulk of the housing is flats rented from the council or housing association although there may also be some socially rented terraced housing.

CORE DEMOGRAPHICS

Age range 25-44	Children at home 1
House tenure Social renting	Family structure Single parent
Number of beds 1	House type Flat or maisonette



BRANDS

SHOPPING: Poundland, Wilko, TJ HUGHES

LEISURE: McDonald's, Burger King, Greggs

WEBSITES: Argos, Very, Gumtree

DIGITAL

ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **29%** (UK average: 28%)

TOP BEHAVIOURS

- Around 1 in 5 won't have used the internet recently
- Below average social media use – apart from TikTok and Snapchat
- Watching TV / videos on YouTube



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

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Area: P04201_Bush, Newcastle under Lyme, ST5 6JZ (1 Mile contour)
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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	40	1.4	2.6	54			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	196	6.9	2.2	312			
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	39	1.4	1.6	86			
1.C Mature Money							
1.C.10 Better-off villagers	79	2.8	3.1	91			
1.C.11 Settled suburbia, older people	29	1.0	2.8	36			
1.C.12 Retired and empty nesters	134	4.7	2.5	193			
1.C.13 Upmarket downsizers	21	0.7	1.3	58			
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	68	2.4	2.0	122			
2.E.19 First time buyers in small, modern homes	6	0.2	3.4	6			
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	7	0.2	1.5	16			
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	2.4	3.2	76			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	30	1.1	2.7	39			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	66	2.3	2.4	96			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	174	6.2	3.5	178			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	0	0.0	2.3	0			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	134	4.7	2.4	200			
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	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	61	2.2	2.4	90			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	13	0.5	0.3	137			
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	6	0.2	1.4	15			
4.L.38 Semi-skilled workers in traditional neighbourhoods	234	8.3	2.6	315			
4.L.39 Fading owner occupied terraces	349	12.4	2.9	424			
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	99	3.5	1.6	220			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	198	7.0	2.0	344			
4.M.44 Post-war estates, limited means	81	2.9	2.2	132			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	65	2.3	0.8	293			
4.N.46 Elderly people in social rented flats	0	0.0	1.0	0			
4.N.47 Low income older people in smaller semis	441	15.6	2.2	699			
4.N.48 Pensioners and singles in social rented flats	81	2.9	1.7	168			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	31	1.1	2.2	50			
5.O.50 Struggling younger people in mixed tenure	14	0.5	1.8	28			
5.O.51 Young people in small, low cost terraces	20	0.7	2.3	31			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	7	0.2	1.6	16			
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	14	0.5	1.6	31			
5.Q Difficult Circumstances							
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	17	0.6	1.8	34			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,823						

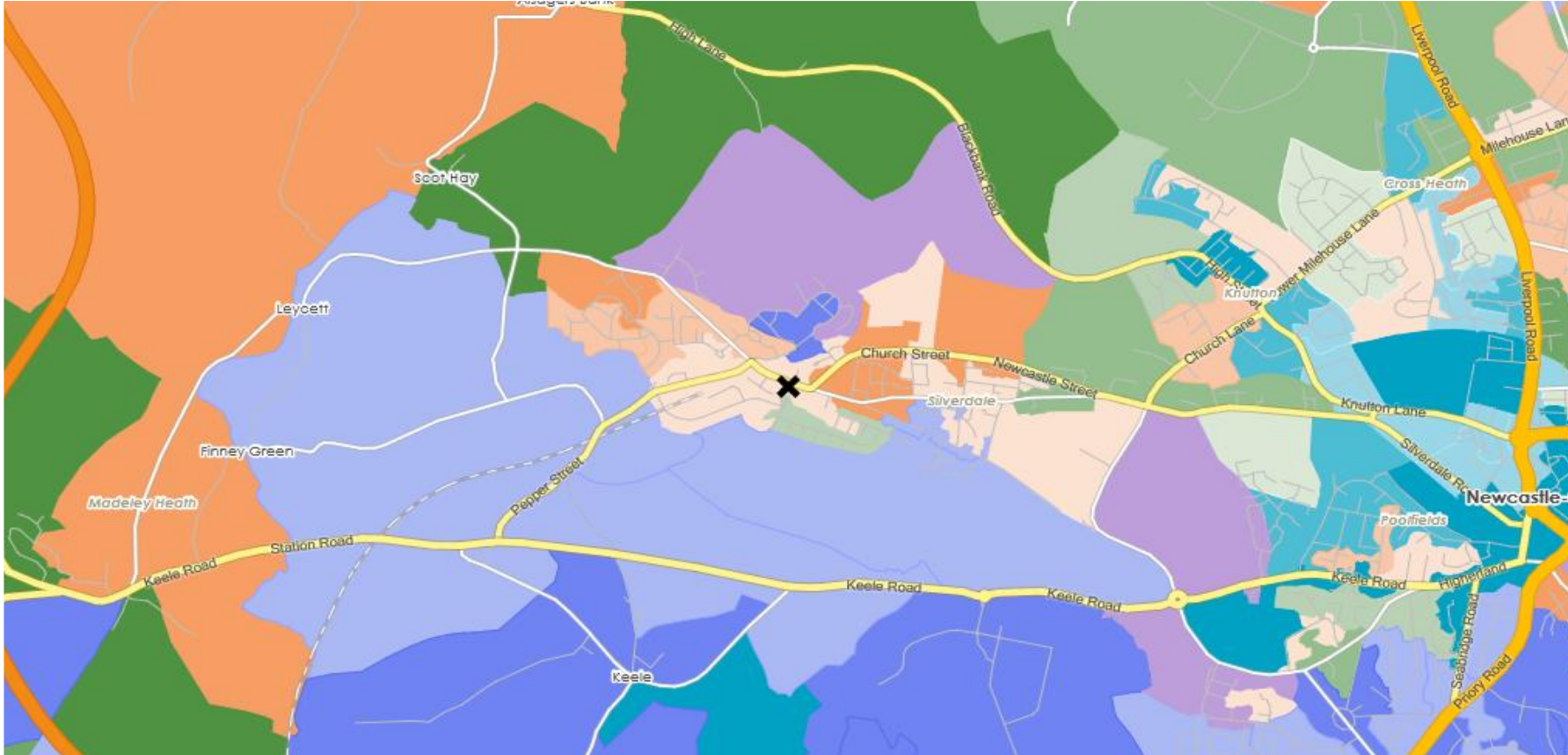
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04201_Bush, Newcastle under Lyme, ST5 6JZ (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

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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