

CGA LICENCED PREMISES

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Area: P00817_Iron Monkey, Newcastle under Lym
 Base: Great Britain
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	51	166.5	81.7	204			
Proprietary Club	2	6.5	7.3	90			
Registered Club	4	13.1	28.2	46			
Restaurant	14	45.7	32.1	142			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Victoria Hotel	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	ST 5 0SJ
Cherry Tree	Greene King	Pubs & Full On	Greene King	ST 5 1NZ
Waggon & Horses	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 2TF
Old House At Home	Independent Free	Pubs & Full On	Independent Free	ST 4 6AF
Nirvana	Independent Free	Restaurant	Independent Free	ST 4 6AF
Red Lion	Ei Group	Pubs & Full On	Ei Group	ST 4 6ES
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
Castle Mona Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 5 1NT
New Victoria Theatre	Independent Free	Pubs & Full On	Independent Free	ST 5 0JG
Basford Lawn Tennis Club	Independent Free	Registered Club	Independent Free	ST 5 0NB
Foyer	Marston's	Pubs & Full On	Marston's	ST 5 1AD
Rigger	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 1BT
Forty Five Club	Independent Free	Registered Club	Independent Free	ST 5 1DS
Arch	Independent Free	Restaurant	Independent Free	ST 5 1HF
Borough Arms Hotel	Independent Free	Pubs & Full On	Independent Free	ST 5 1HX
Victoria Inn	Independent Free	Pubs & Full On	Independent Free	ST 5 1HX
Greyhound	Titanic	Pubs & Full On	Everards	ST 5 1JT
Museum Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 1JU
Boat & Horses	Independent Free	Pubs & Full On	Independent Free	ST 5 1LU
Reflex	Stonegate Pub Company	Proprietary Club	Stonegate Pub Company	ST 5 1PB
Slug & Lettuce	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1PS
Golden Lion	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1PS
Mitchells	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 1PS
Wellers	Independent Free	Pubs & Full On	Independent Free	ST 5 1PR
Black Friar	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1PT
Regent Chinese Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1RA
Bulls Head	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	ST 5 1RE
Oscars Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1RF
George & Dragon	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1RH
Koh I Noor Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2AU
Carlton	Independent Free	Pubs & Full On	Independent Free	ST 5 2AW
Players Pool & Snooker Club	Unknown	Proprietary Club	Unknown	ST 5 1RW
Albert Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 2DA
Thistleberry Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	ST 5 2LT
Old Brown Jug	Unknown	Pubs & Full On	Unknown	ST 5 2RY
Sneyd Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 2TG
Bilash Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2TL
Newcastle Working Mens Club	Independent Free	Registered Club	Independent Free	ST 5 9HG
Milehouse	Grill Pub Co	Pubs & Full On	Stonegate Pub Company	ST 5 9HP
Jolly Potters	Independent Free	Pubs & Full On	Independent Free	ST 5 1UP
London Road Bowling Club	Independent Free	Registered Club	Independent Free	ST 5 1LZ
Polite Vicar	Greene King	Pubs & Full On	Greene King	ST 5 0LU
Iron Monkey	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	ST 5 1RH
Yates	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	ST 5 1RF
Pasta Di Piazza	Independent Free	Restaurant	Independent Free	ST 5 1PS
Peaches Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2TB
Ivory	Independent Free	Restaurant	Independent Free	ST 5 1HF
North Staffs Conference Centre	Independent Free	Pubs & Full On	Independent Free	ST 4 7NY
Hopinn	Independent Free	Pubs & Full On	Independent Free	ST 5 1JR
Shalemar Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1QS
Arnold Machin	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	ST 5 1PB

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 Base: Great Britain
 Year: 2023

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Pubs & Full On	51	166.5	81.7	204			
Proprietary Club	2	6.5	7.3	90			
Registered Club	4	13.1	28.2	46			
Restaurant	14	45.7	32.1	142			
Residential	0	0.0	2.7	0			

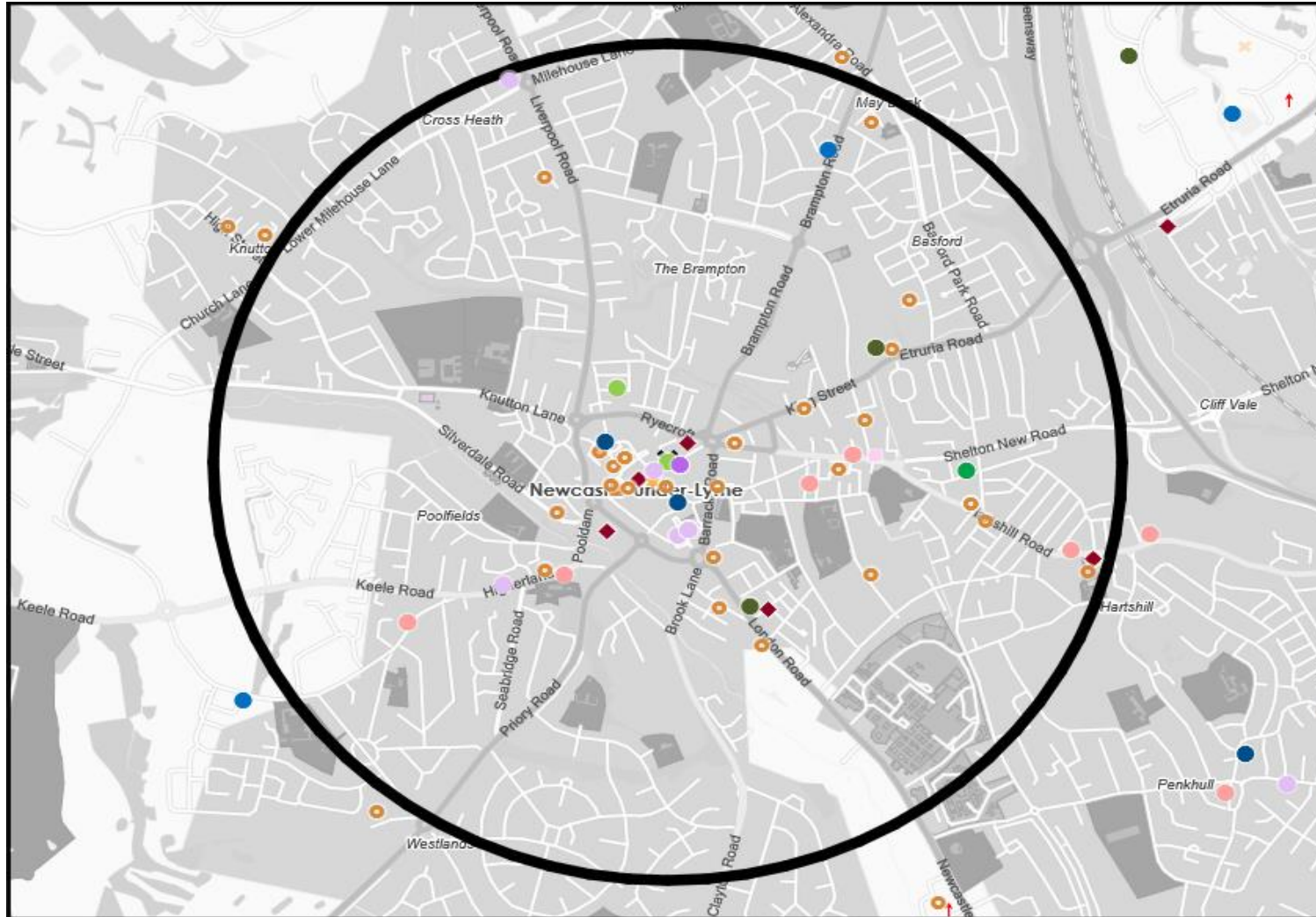
Name	Description	License Type	Owner Name	Postcode
Hogarth's	Amber Taverns	Pubs & Full On	Amber Taverns	ST 5 1PS
Art Siam	Independent Free	Restaurant	Independent Free	ST 5 1QL
Peony Restaurant	Independent Free	Restaurant	Independent Free	ST 5 2RY
Travelodge	Dubai International Capital	Pubs & Full On	Dubai International Capital	ST 5 2RN
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	ST 5 1PT
Cask Bar	Independent Free	Pubs & Full On	Independent Free	ST 5 1DL
Marloes Restaurant	Independent Free	Restaurant	Independent Free	ST 5 1LQ
Bistro Michelangelo	Independent Free	Restaurant	Independent Free	ST 5 1PB
Bridge Street Ale House	Independent Free	Pubs & Full On	Independent Free	ST 5 2RY
Cotton Mill	Marston's	Pubs & Full On	Marston's	ST 5 2AU
Ten Green Bottles	Independent Free	Pubs & Full On	Independent Free	ST 5 2AW
Shed	Independent Free	Pubs & Full On	Independent Free	ST 5 0PU
Cappello Lounge	Loungers	Pubs & Full On	Loungers	ST 5 1PE
Mellards Bar	Independent Free	Pubs & Full On	Independent Free	ST 5 1AA
Cafe Artisan	Independent Free	Pubs & Full On	Independent Free	ST 4 6AF
Sanctuary Ale House	Independent Free	Pubs & Full On	Independent Free	ST 4 6AA
Clubhouse	Independent Free	Pubs & Full On	Independent Free	ST 5 1PT
Bar Social	Independent Free	Pubs & Full On	Independent Free	ST 5 1PT

MAP OF AREA

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Source: OS Open Data 2018

Area: P00817_Iron Monkey, Newcastle under Lyme, ST5 1RH (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: P00817_Iron Monkey, Newcastle under Lyme, ST5 1RH (1 Mile contour)
Base: Great Britain
Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	2,144	15.1	22.1	68		
 2 Rising Prosperity	357	2.5	10.2	25		
 3 Comfortable Communities	4,341	30.5	26.5	115		
 4 Financially Stretched	2,528	17.8	23.7	75		
 5 Urban Adversity	4,777	33.6	17.2	195		
 6 Not Private Households	74	0.5	0.3	151		
 Graph						
Total households	14,221					

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

Acorn Groups within Category 5: Urban Adversity

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P00817_Iron Monkey, Newcastle under Lyme, ST5 1RH (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	483	3.4	11.3	30		
1.C Mature Money	1,661	11.7	9.6	121		
2. Rising Prosperity						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	357	2.5	6.4	39		
3. Comfortable Communities						
3.F Countryside Communities	18	0.1	5.7	2		
3.G Successful Suburbs	364	2.6	6.0	43		
3.H Steady Neighbourhoods	1,377	9.7	7.4	131		
3.I Comfortable Seniors	437	3.1	2.9	108		
3.J Starting Out	2,145	15.1	4.6	331		
4. Financially Stretched						
4.K Student Life	64	0.5	2.5	18		
4.L Modest Means	876	6.2	8.0	77		
4.M Striving Families	727	5.1	7.4	69		
4.N Poorer Pensioners	861	6.1	5.8	105		
5. Urban Adversity						
5.O Young Hardship	2,334	16.4	6.3	263		
5.P Struggling Estates	761	5.4	5.7	94		
5.Q Difficult Circumstances	1,682	11.8	5.2	226		
6. Not Private Households						
6.R Not Private Households	74	0.5	0.3	151		
Total households	14,221					

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.

Legend: 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: P00817_Iron Monkey, Newcastle under Lyme, ST5 1RH (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
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	187	1.3	2.6	50			
1.B.5 Wealthy countryside commuters	8	0.1	2.5	2			
1.B.6 Financially comfortable families	11	0.1	2.2	3			
1.B.7 Affluent professionals	14	0.1	0.9	12			
1.B.8 Prosperous suburban families	220	1.5	1.5	101			
1.B.9 Well-off edge of towners	43	0.3	1.6	19			
1.C Mature Money							
1.C.10 Better-off villagers	16	0.1	3.1	4			
1.C.11 Settled suburbia, older people	1,488	10.5	2.8	371			
1.C.12 Retired and empty nesters	69	0.5	2.5	20			
1.C.13 Upmarket downsizers	88	0.6	1.3	48			
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	69	0.5	2.0	25			
2.E.19 First time buyers in small, modern homes	276	1.9	3.4	57			
2.E.20 Mixed metropolitan areas	12	0.1	1.0	8			
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	18	0.1	3.2	4			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	318	2.2	2.7	83			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	46	0.3	2.4	13			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	1,225	8.6	3.5	248			
3.H.28 Owner occupied terraces, average income	4	0.0	1.6	2			
3.H.29 Established suburbs, older families	148	1.0	2.3	44			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	437	3.1	2.4	130			
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	1,439	10.1	2.2	470			
3.J.33 Smaller houses and starter homes	706	5.0	2.4	207			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	53	0.4	0.3	111			
4.K.35 Term-time terraces	11	0.1	0.2	31			
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	45	0.3	1.4	22			
4.L.38 Semi-skilled workers in traditional neighbourhoods	537	3.8	2.6	144			
4.L.39 Fading owner occupied terraces	294	2.1	2.9	71			
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	118	0.8	1.6	51			
4.M.43 Families in right-to-buy estates	230	1.6	2.0	79			
4.M.44 Post-war estates, limited means	379	2.7	2.2	122			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	183	1.3	0.8	164			
4.N.46 Elderly people in social rented flats	117	0.8	1.0	80			
4.N.47 Low income older people in smaller semis	334	2.3	2.2	105			
4.N.48 Pensioners and singles in social rented flats	227	1.6	1.7	94			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	689	4.8	2.2	222			
5.O.50 Struggling younger people in mixed tenure	369	2.6	1.8	144			
5.O.51 Young people in small, low cost terraces	1,276	9.0	2.3	396			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	629	4.4	1.6	283			
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	132	0.9	1.6	58			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	9	0.1	1.5	4			
5.Q.58 Singles and young families, some receiving benefits	780	5.5	1.8	311			
5.Q.59 Deprived areas and high-rise flats	893	6.3	2.0	319			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	28	0.2	0.1	331			
6.R.61 Inactive communal population	46	0.3	0.3	114			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	14,221						

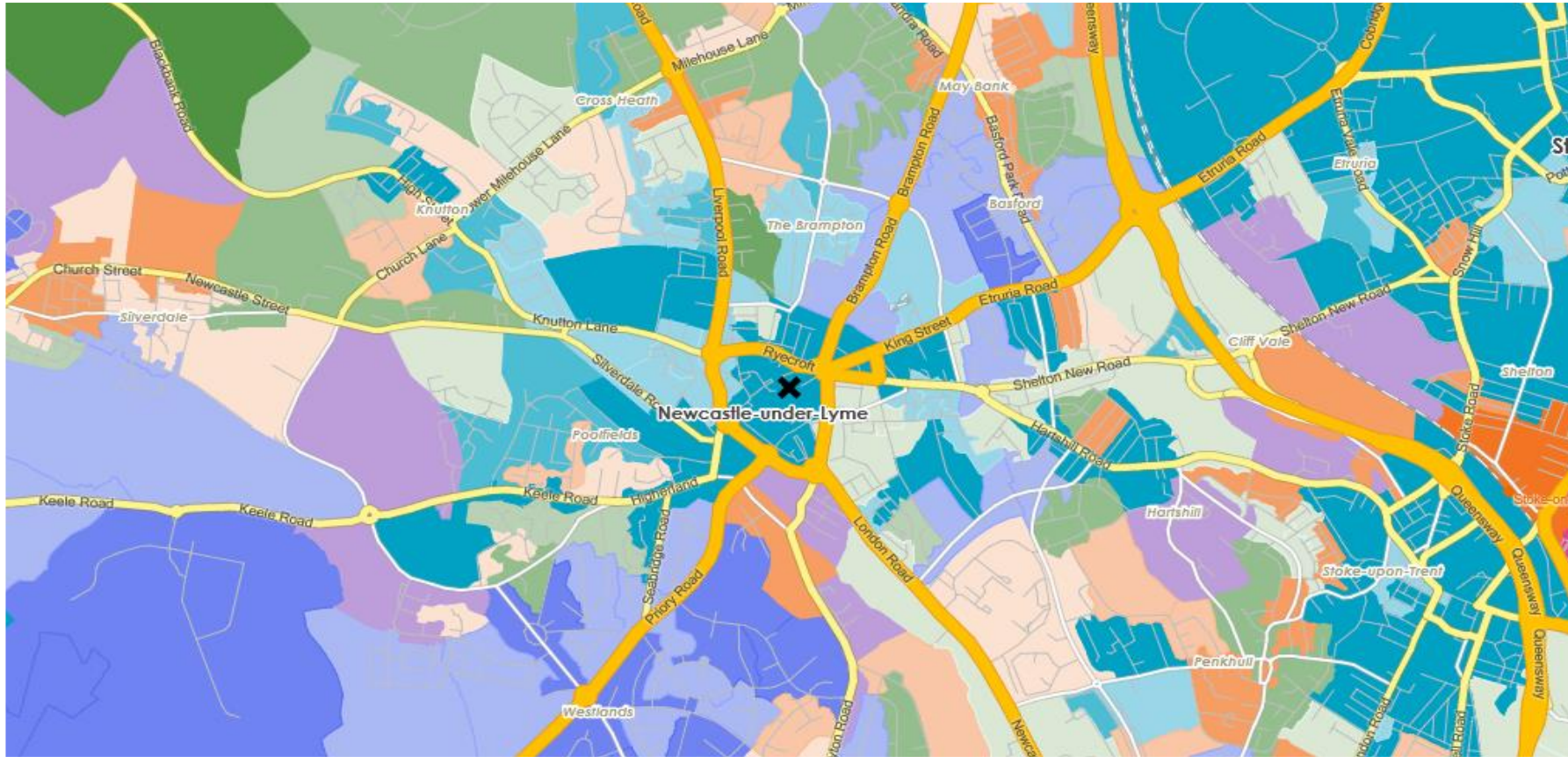
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P00817_Iron Monkey, Newcastle under Lyme, ST5 1RH (1 Mile contour)



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

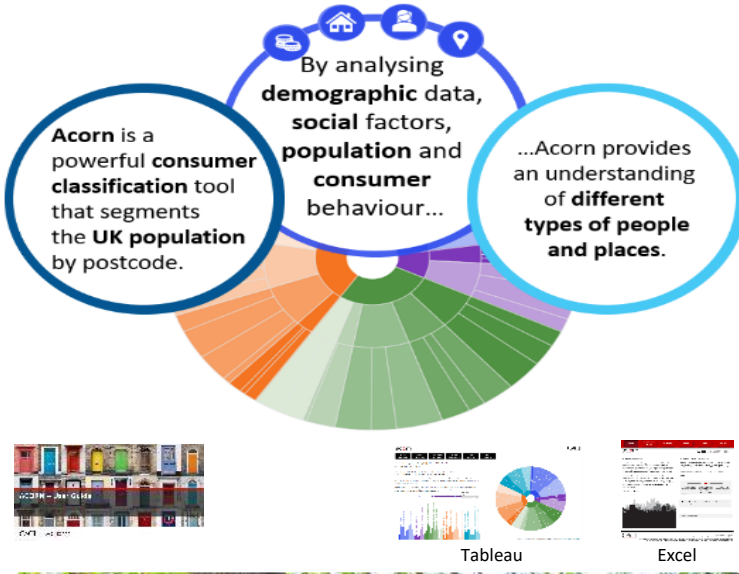
Acorn Groups

- 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**

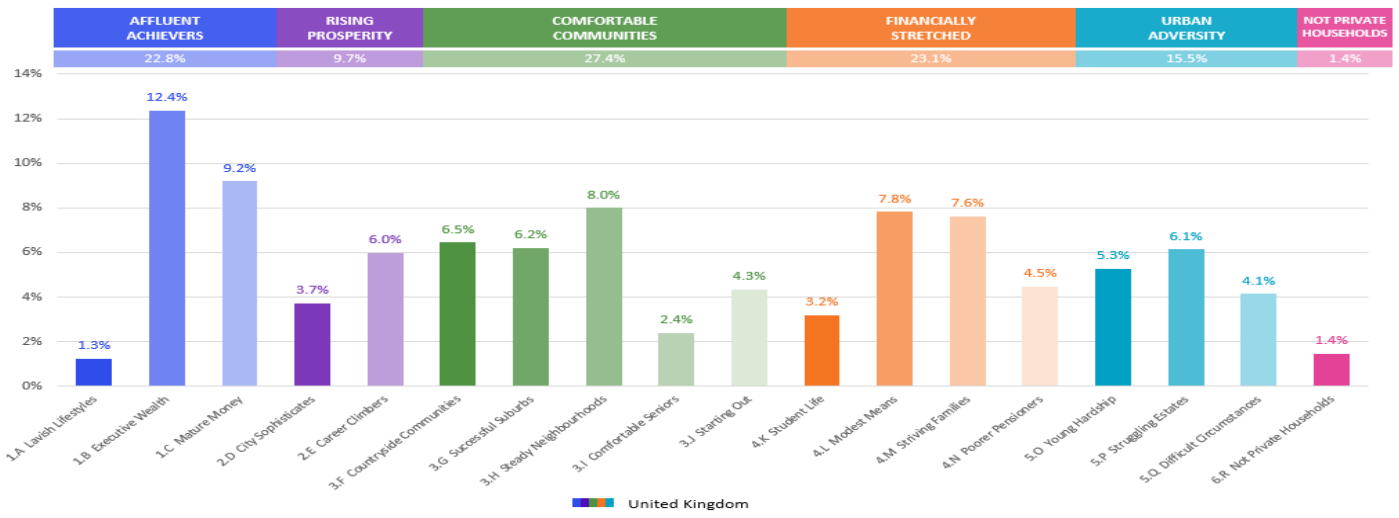
House tenure: **Owned outright**

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%

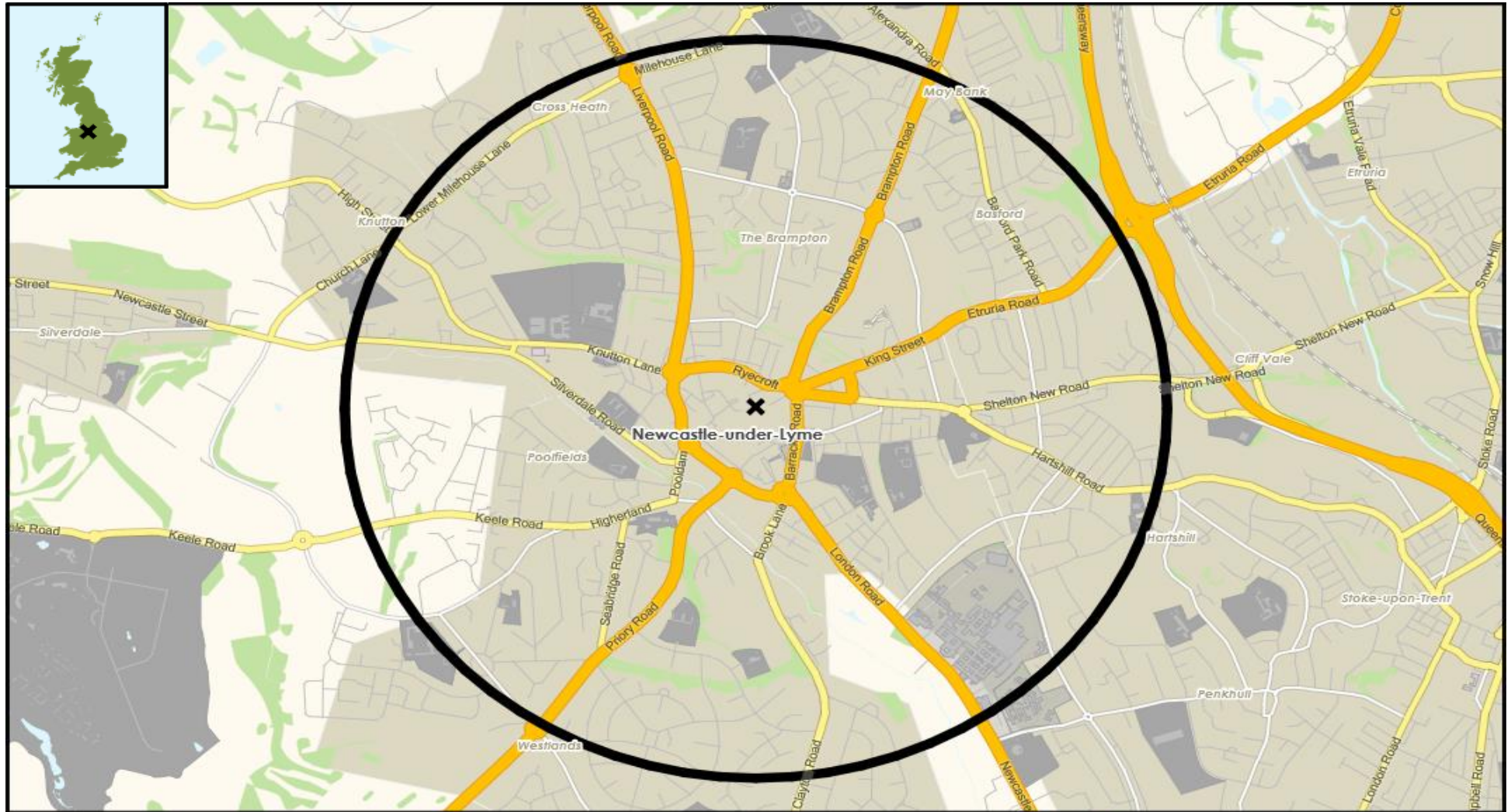


MAP OF AREA

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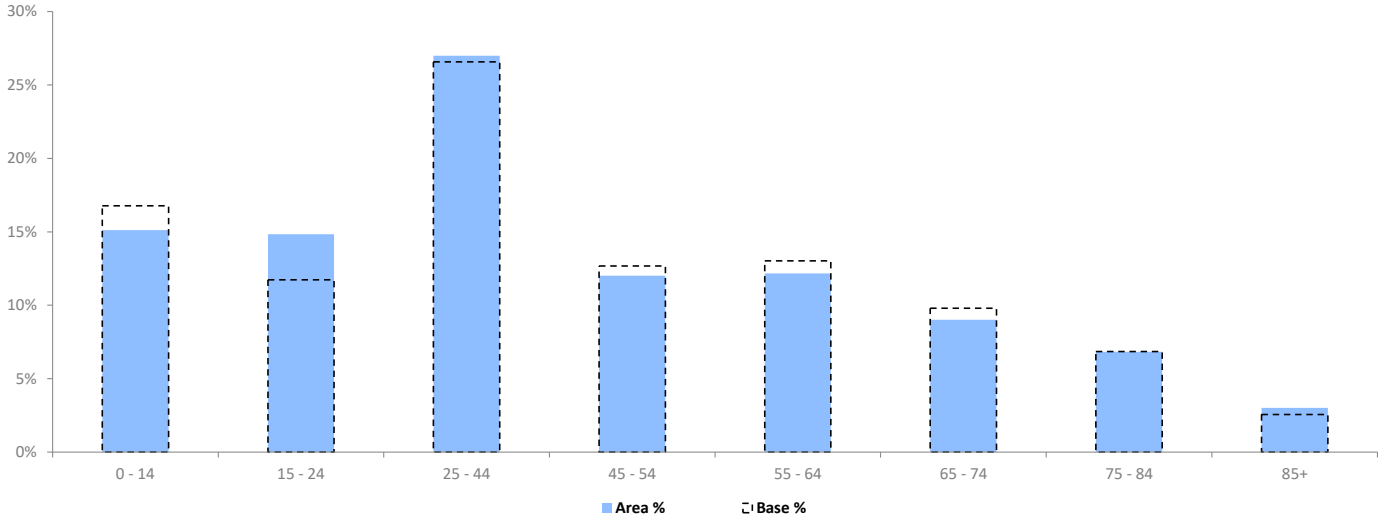


POPULATION PROJECTIONS

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 Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	4,632	15.1	16.8	90			
15 - 24	4,547	14.8	11.7	126			
25 - 44	8,273	27.0	26.6	102			
45 - 54	3,682	12.0	12.7	95			
55 - 64	3,727	12.2	13.0	93			
65 - 74	2,763	9.0	9.8	92			
75 - 84	2,092	6.8	6.9	100			
85+	923	3.0	2.6	118			
Total population	30,639						



EXPENDITURE

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Area: P00817_Iron Monkey, Newcastle under Lyme, ST5 1RH (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	£901,786	£60.35	£66.95	90			
2. Alcoholic beverages, tobacco and narcotics	£399,785	£26.76	£28.12	95			
3. Clothing & Footwear	£293,217	£19.62	£22.40	88			
4. Housing, water, electricity, gas and other fuels	£1,350,871	£90.41	£107.19	84			
5. Furnishings, equipment and routine maintenance	£450,553	£30.15	£36.85	82			
6. Health	£166,278	£11.13	£13.48	83			
7. Transport	£1,663,235	£111.31	£134.74	83			
8. Communication	£214,020	£14.32	£15.74	91			
9. Recreation & Culture	£820,194	£54.89	£64.16	86			
10. Education	£172,709	£11.56	£22.26	52			
11. Restaurants & Hotels	£862,080	£57.70	£67.11	86			
12. Miscellaneous goods and services	£1,326,039	£88.75	£109.86	81			
Total Expenditure	£8,620,768	£576.95	£688.85	84			

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.