

# **The Rising Sun**

**Station Road, Scholar Green,  
Cheshire**



## **Market Assessment**

Research done by KVM Research in the winter of 2007/08.

The purpose of this market assessment is to assess the potential of the business and the premises that are The Rising Sun PH. It was conducted during the winter months of 2007/08 by Knud Møller of KVM Research at the request of the tenant landlord Mr Wade Booth.

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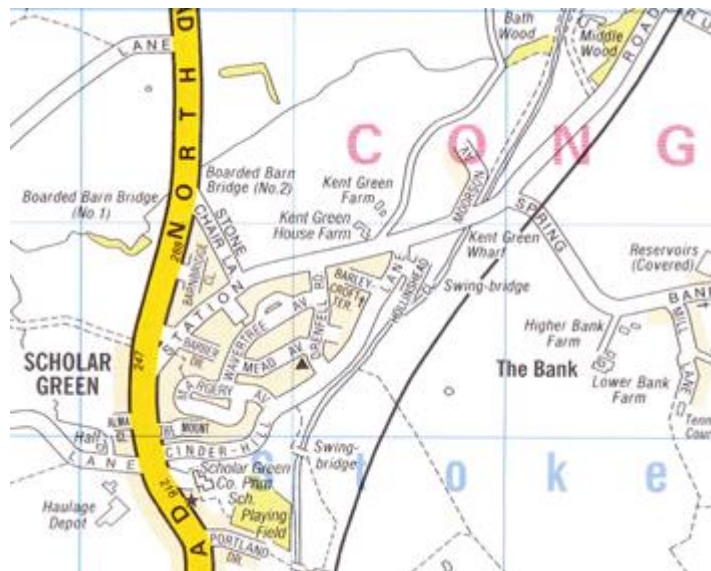
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## List of Content

	Page No
Introduction	4
General	4
The Area and its People	5
How old are they	5
Who are they? - Soc Ec Profile	6
What do they do? - Occupations	7
How do they live? - Tenure and rooms	7
How do they live? - Cars and vans	8
Income & Expenditure	9
Proposed questionnaire	11

## Introduction

The Rising Sun pub and restaurant is a medium sized traditional public house with traditional furnishings and décor and a traditional feel to it. It is housed in a red brick two storey building and is situated on Station Road, between Cinderhill Lane & Kent Green Wharf (see map below), on the outskirts of the village of Scholar Green in the parish of Odd Rode within the borough of Congleton, Cheshire. It is just 2km (1.25 miles) from the town of Kidsgrove within the borough of Newcastle-under-Lyme in Staffordshire and the town of Congleton is some 5 km (3.1 miles) to the North. The town of Alsager is 8km (5 miles) to the West.



Copied from Stoke-on-Trent AZ Street Atlas, 2001, Page 12.

The Rising Sun PH is owned by Marston's Brewery and Wade Booth manages the business jointly with his wife Colleen.

## General

For the purposes of this document the catchment area of The Rising Sun has been defined as the parish of Odd Rode. This area is 1,539 ha.s and comprises 7,3 % of the area of Congleton BC District. It is partly rural in character and partly urban and many of its resident work in the nearby City Stoke-on-Trent also known as The Potteries.

At the time of the 2001 Census the area had a resident population of 5,552 in 2,275 households.

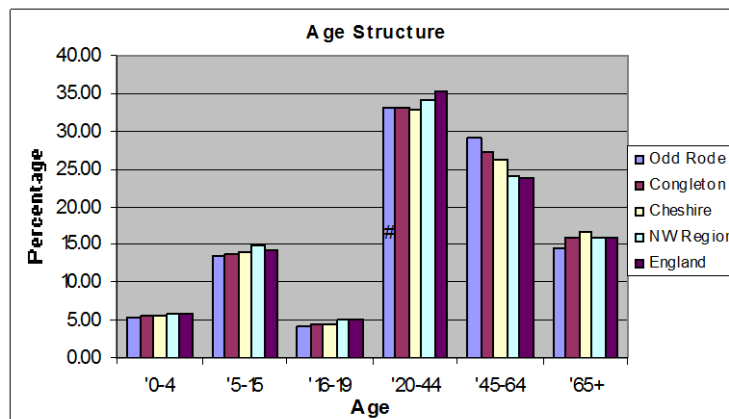
### The Area and its People

#### How old are they?

	Odd Rode	Congleton BC	Cheshire County	North West Region	England
<b>All People, Numbers</b>	5,552	90,655	673,788	6,729,764	49,138,831
<b>Mean Age, Years</b>	40.33	40.36	39.82	39.12	39.11
	<-		Percentage		->
<b>0-4</b>	5.30	5.45	5.63	5.88	5.96
<b>5-15</b>	13.49	13.66	14.07	14.81	14.20
<b>16-19</b>	4.34	4.61	4.54	5.12	4.90
<b>20-44</b>	33.14	33.07	32.97	34.05	35.31
<b>45-64</b>	29.07	27.37	26.12	24.15	23.75
<b>65+</b>	14.66	15.84	16.66	15.99	15.89

Source: 2001 Census.

The average age ("Mean age", see table above) of the population of Odd Rode at the time of the 2001 Census was just over 40 years of age (40.33), almost the same as the average age of the population of Congleton BC District as a whole (40.36) years of age. However, it is noticeable that there is a higher percentage of people aged 45-64, an age where most people will be well established and will have time and resources to participate in the area's social and community life. The age structure is graphically illustrated in the bar diagram below.



Source: Derived from 2001 Census.

## Who are they? - Socio-economic Profile

	Odd Rode	Congleton	Cheshire	North West	England
<b>All people, aged 16-74</b>	<- Numbers ->				
	4,163	66,707	489,125	4,839,669	35,532,091
<b>Economically active</b>	<- Percentage ->				
Employee	56.31	55.66	54.19	50.64	52.62
Self-employed	10.26	8.82	8.69	7.10	8.32
Unemployed	2.23	2.22	2.53	3.63	3.35
Full-time Students	2.14	2.58	2.48	2.54	2.58
<b>Economically inactive</b>	<- Percentage ->				
Retired	14.12	14.93	15.35	14.28	13.54
Student	3.12	4.21	3.54	4.62	4.67
Looking after home / family	5.19	5.63	5.99	6.12	6.52
Permanently sick / disabled	4.83	4.03	4.94	7.75	5.30
Other	1.80	1.92	2.30	3.32	3.10

Source: 2001 Census

It is seen from the above table that our defined catchment area has a high percentage of people who are economically active. That is to say there is high percentage of people who are either employees, self-employed, unemployed and seeking employment or are full-time economically active students. In total these categories amount to over 70 of the people aged 16 to 74 and this percentage is higher than in wider areas such as the borough council area, regionally and nationally.

Another noticeable feature is the high percentages of people who are either employees or self-employed.

### What do they do? - Occupations

	Odd Rode	Congleton BC	Cheshire County	North West Region	England
<b>All People aged '16-74 in employment - Numbers</b>	2,855	44,577	318,586	2,900,020	22,441,498
	<-		Percentage		->
<b>Managers &amp; Senior Officials</b>	16.53	18.89	17.55	13.70	15.26
<b>Professional Occupations</b>	11.77	13.28	12.91	10.48	11.21
<b>Associate Professional &amp; Technical Occupations</b>	14.05	13.71	13.50	12.76	13.84
<b>Administrative &amp; Secretarial Occupations</b>	11.59	11.76	11.63	13.07	13.39
<b>Skilled Trades Occupations</b>	15.03	11.22	10.80	11.69	11.55
<b>Personal Service Occupations</b>	6.09	6.59	6.67	7.63	6.89
<b>Sales &amp; Customer Service Occupations</b>	5.81	6.10	7.42	8.32	7.65
<b>Process; Plant &amp; Machine Operatives</b>	10.40	8.39	8.06	9.83	8.42
<b>Elementary Occupations</b>	8.72	10.06	11.46	12.52	11.80

Source: 2001 Census

The most noticeable feature of the above analysis of the occupations of residents is the high percentages of people in 'Associate Professional & Technical Occupations', in 'Skilled Trades Occupations', and people who are 'Process; Plant & Machine Operatives'. This is no doubt a consequence of the area being within the Stoke-on-Trent Travel To Work area as the economic base of that City is predominantly manufacturing.

Residents in employment from Odd Rode travel an average of 11.6km to their place of work, well beyond the area. Many will travel to urban centres such as Stoke-on-Trent, Congleton, Alsager, and Sandbach. A few may travel further to Manchester, Stafford and Birmingham.

### How do they live? - Tenure and rooms.

Owner occupation within Congleton Borough Council district and within Odd Rode is high in comparison with wider areas. This applies both to outright ownership and ownership with loan or mortgage.

The table below also shows the average number of rooms per household. It is seen that on average a household

within Odd Rode has more rooms available than households within the North West Region and the Country as a whole i.e. 5.63 rooms per household compared to 5.28 rooms per household within the Region and 5.21 within the Country. However the number of rooms per household in Odd Rode is slightly less than within the area of Congleton BC and Cheshire County.

	Odd Rode	Congleton BC	Cheshire County	North West Region	England
<b>All Households, numbers</b>	2,275	37,283	318,586	2,812,789	20,451,427
	<-		Percentage		->
<b>Owned outright</b>	35.60	34.94	33.30	29.78	29.19
<b>Owned with mortgage or loan</b>	47.47	46.91	43.00	38.89	38.88
<b>Shared ownership</b>	0.18	0.24	0.42	0.59	0.65
<b>Social rented</b>	8.79	10.84	14.46	20.07	19.27
<b>Private rented</b>	5.49	4.67	5.94	7.66	8.80
<b>Other</b>	2.46	2.41	2.88	3.01	3.22
<b>Average Number of Rooms</b>	5.63	5.71	5.78	5.28	5.21

Source: 2001 Census

#### How do they live? - Cars and vans.

It is seen from the table below that within the defined catchment area, Odd Rode Parish, only a few households, 10.44% have no car or van available, lower than in any wider areas. Many households have two or more cars available, in total nearly 50%, a higher percentage than in any of the wider areas.

	Odd Rode	Congleton BC	Cheshire County	North West Region	England
<b>All Households, numbers</b>	2,279	37,282	280,031	2,812,789	20,451,427
	<-		Percentage		->
<b>No car or van</b>	10.44	14.54	18.91	30.21	26.84
<b>1 car or van</b>	39.89	40.54	42.52	43.54	43.69
<b>2 cars or vans</b>	38.39	35.53	30.75	21.53	23.56
<b>3 cars or vans</b>	8.21	7.12	6.00	3.70	4.52
<b>4 or more cars or vans</b>	3.07	2.28	1.81	1.02	1.39
	<-		Numbers		->
<b>Total cars or vans</b>	3549	53301	364067	2874991	22607629
<b>Cars or vans per household</b>	1.56	1.43	1.30	1.02	1.11

Source: 2001 Census

This pattern may indicate a prosperous community, but can also be explained by reference to a very poor public transport service.



## Income & Expenditure

There are no statistics available on personal or family income and expenditure for a small area such as Odd Rode Parish. We therefore rely on statistics for the larger area of Congleton BC. The table below shows the average weekly earnings of individual residents in that area who are also in employment. This we can relate to the national statistics on household expenditure, but before we can do that we need to consider average weekly household earnings.

**Weekly Gross Pay 2007, Congleton CBC**

	<b>Residents</b>	<b>Workplace</b>
<b>Male</b>	571.5	502.5
<b>Female</b>	383.2	347.1
<b>Total</b>	488.2	418.2

Source: ASHE & NOMIS

From the above tables on residents in employment (2,855) and no of households (2,279) we find that within the Rising Sun Catchment Area there is an average of 1.25 people per household in employment. To find the average earnings per household we can therefore multiply the above average by that ratio and we thus find an average weekly household earning of £610.25.

Based on the Family Expenditure Survey\* it can be estimated that household with this income are likely to spend an average of £38 a week on alcoholic drinks and meals in restaurants and cafés. Multiplied with number of households (2,300 as at 2006) we thus find a potential weekly expenditure on these items of £87,400 by households in the catchment area. With an estimated 10 pubs\*\*, 4 shops and 2 take-away shops in the area this would yield a potential weekly spending of £5,463 per establishment per week or £284,050 per annum.

As has been demonstrated above the catchment area for 'The Rising Sun' PH is a marginally wealthy area with a

\*) National Statistics, 'Family Spending 2007 Edition', PALGRAVE MACMILLAN, 2008, Table A8: Detailed household expenditure by gross income decile group, 2006.

\*\*) Including 'The Globe' PH, which is currently closed. It has got planning permission for a refurbishment, but work has not commenced and a date for opening seems to be put further and further into the future.

population, which belong to the middle part of the socio-economic spectrum and with a reasonably good spending power.

However, experience show that a public house needs a higher annual turnover than there is basis for within the defined catchment area. It must therefore be assumed that the real catchment area is much larger. It would need a customer survey to establish precisely how big.

A customer survey could also tell the publican a lot of what the customers value about 'The Blue Bell', and what may provide a framework for future change if change is deemed necessary. It may also give hints at changes that may be appreciated and can be accommodated within the said framework.

## **Customer Survey ‘The Rising Sun’ PH, Scholar Green, Congleton, Cheshire**

A survey of the customers is requested by the landlord of the ‘The Rising Sun’ PH, Scholar Green, Cheshire. The outcome will assist him in planning the future of his business and implement any improvements if such are suggested by the customers. The survey is confidential and no detail about each response will be revealed to the landlord or any third party. An analysis and report will be handed to the landlord and will be his property alone. Please fill in the questionnaire as accurate as you can. Customers should only fill in one questionnaire each. You can fill in the questionnaire here and hand it to the bar staff, at home and bring it back next time you visit ‘The Blue Bell’ or post it to: KVM Research, 1 South Street, Mow Cop, Stoke-on-Trent, ST7 4NR.

Free meal for two: If you fill in the space for your name and address on the back you will take part in a prize draw for a free two-course meal for two.

**Who are you?** Tick one box only in each section.

Gender: Male  Female

Age: 15-19  20-24  25-29  30-34  35-39   
40-44  45-49  50-59  60-64  65+

Car owner: Yes  No

Are You: Employed  Self-employed  Unemployed/seeking work

Student  Other: .....

Where do you live: Mount Pleasant  Mow Cop  The Bank

Scholar Green  Rode Heath  Congleton  Kidsgrove

Sandbach  Alsager  Lawton Heath  Butt Lane

Elsewhere: .....

**You and ‘The Rising Sun’** Tick as many boxes as apply.

How often do you come into ‘The Rising Sun’: Daily  2-3 times a week

Once a week  Weekends only  Less often, but regularly

Occasionally  Lunchtimes only  Evenings only

Lunchtimes & evenings

After the smoking ban on the 1<sup>st</sup> of July 2008 do you come:

More often  Less often  About the same

**p.t.o.**

What attracts you to 'The Rising Sun'? Quality of beers

Quality of wines & spirits  Variety of drinks  Variety of snacks

Quality of food  Variety of food  Price of drinks  Price of food

Easy access  Friendly bar staff  Friendly owner

Friendly atmosphere  Furniture & decorations  Hygiene & cleanliness

Opening times

Other attractions: .....

The next section concerns any improvements or other suggestions you may have. However, please bear in mind that the landlord is constrained by the terms of his licence and has to keep on good terms with the authorities and his neighbours and other residents in the area.

**Any improvements to suggest?**

More variety of beers  More variety of wines  More variety of spirits

More variety of snacks  More variety of food  More 'foreign' food

More traditional food  More spicy food  More vegetarian food

More light entertainment eg a piano  Are the facilities for smokers adequate

Other suggestions: .....

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If you wish to take part in the prize draw, please state your name and contact details:

Name: .....

Address: .....

Telephone: .....

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