



# The Horseshoe Inn Newbold, Cheshire

Customer Survey 2007

Survey done by KVM Research, May-June 2007

The purpose of this survey is to assess the potential of the business and the premises that are The Horseshoe Inn.

It was conducted during May and June 2007 by Knud Møller of KVM Research at the request of the tenant landlord Mr Charles Kennerley. The questionnaires and their safe keeping was the responsibility of KVM Research and they have now been destroyed in a secure manner.

The content of this report and its accuracy is the responsibility of KVM Research. However, KVM Research accepts no responsibility for any actions that the tenant landlord, the owners of the premises, that are The Horseshoe Inn, or anyone else is taking in pursuance of the conclusions of the report.

The report is owned by the tenant landlord and no part of it must be copied or quoted in public or private or used for any purpose whatsoever without the express permission in writing by the tenant landlord.

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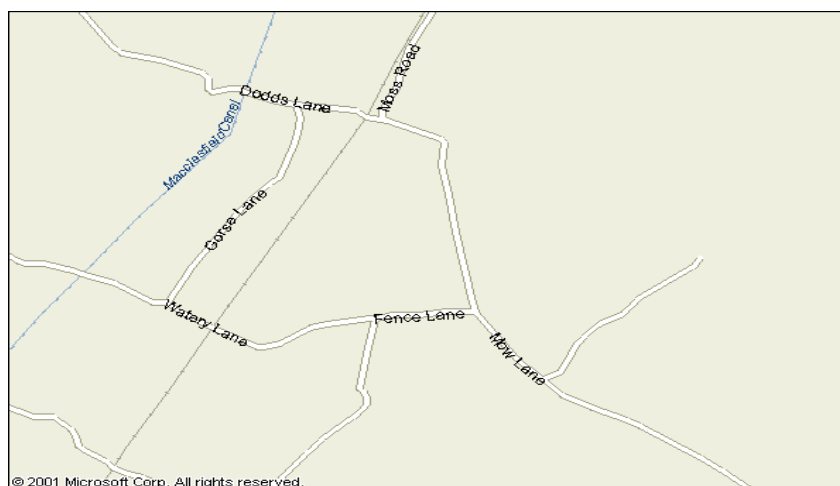
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## Introduction

'The Horseshoe Inn' is a small traditional country public house within the borough of Congleton, Cheshire. It is situated on the junction of Fence Lane and Mow Cop Road in the parish of Astbury near the border with Staffordshire. The nearest town is Congleton to the North approximately 1.5 miles from the pub. Some 3 miles to the South is the Staffordshire town of Kidsgrove.

It is a double-fronted brick building which originally also served as a farm house.

The premises are owned by Robinsons Brewery and the current tenant is Charles Kennerly who manages the business jointly with wife Mary.



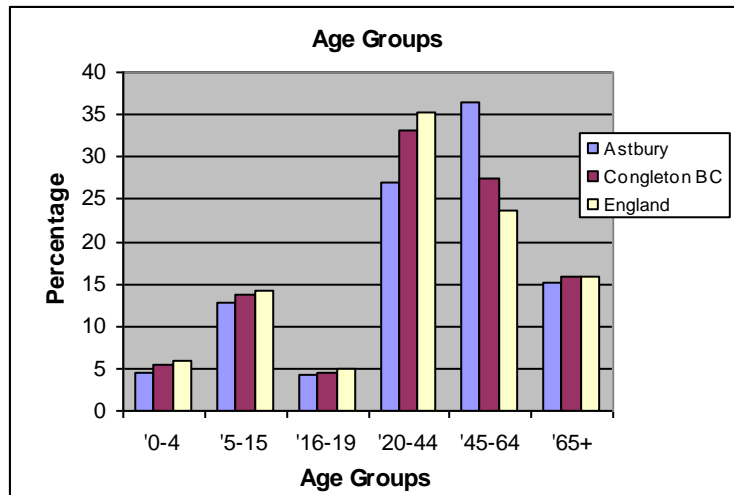
## General

### **The Area**

Astbury Parish is very rural in character highlighted by the fact that its 4,032 hectares (15.6 sq miles) makes up 19.1% of the boroughs area (21,083 hectares, 81.4 sq miles), but the population at the time of the 2001 Census (1,774 people) only made up 2% of the boroughs population (90,655). Population density in Astbury is 0.44 persons per hectare (0.18 pers/acre) compared to 4.30 per hectare (1.74 pers/acre) in the borough as a whole.

## How old are they? - Age

A striking feature of the age structure of Astbury Parish is the high percentage of people aged 45-64, 36.4% compared to 27.4%. This would suggest a high proportion



Source: 2001 Census

of people at a time in their life when their potential for social and economic involvement is at its peak.

## Who are they? - Socio-economic profile

	Astbury	Congleton	North West	England
<b>People aged 16-74: Economically active</b>	- Percentage -			
Employees Full-time	35.42	43.77	38.77	40.81
Employees Part-time	11.46	11.89	11.87	11.81
Self-employed	21.68	8.82	7.10	8.32
Unemployed	2.13	2.22	3.63	3.35
Full-time student	2.42	2.58	2.54	2.58
<b>People aged 16-74: Economically inactive</b>	- Percentage -			
Retired	11.98	14.93	14.28	13.54
Student	3.53	4.21	4.62	4.67
Looking after home / family	6.76	5.63	6.12	6.52
Permanently sick / disabled	3.16	4.03	7.75	5.30
Other	1.47	1.92	3.32	3.10

Source: 2001 Census

This impression is strengthened by an analysis of the above table. It emerges that among the economically active people in Astbury there is a high proportion of Self-employed and a high proportion of people (probably women) looking after home and family. The proportion of people in other groups are conversely relatively small.

## What do they do? - Industry of Employment

Further evidence of the nature of the area is found when we look at the industry in which the residents are employed.

You find that although the numbers are small there is relatively more of the people of Astbury employed in Agriculture, a relatively low income industry. By contrast you also find a relatively high proportion employed in Financial services, estate & business activities.

	Astbury	Congleton	Cheshire	North West	England
<b>All People</b>	964	44,575	318,586	2,900,020	22,441,498
	Percentage				
<b>Agriculture, hunting, forestry &amp; fishing</b>	9.65	2.24	2.26	1.24	1.48
<b>Mining, manufacturing, water &amp; energy</b>	18.26	22.48	19.05	17.83	15.79
<b>Construction</b>	6.43	5.68	15.5	6.49	6.76
<b>Distribution &amp; catering</b>	18.67	20.28	22.29	22.95	21.58
<b>Transport, storage and communications</b>	6.33	6.49	6.38	6.79	7.09
<b>Financial services, estate &amp; business activities</b>	19.40	17.70	17.85	14.57	18.01
<b>Public admin, education, health &amp; social work</b>	17.32	20.92	22.16	25.60	24.10
<b>Other</b>	3.94	4.21	4.33	4.54	5.20

Source: 2001 Census

Of the 964 residents in employment approximately a quarter (25%) works at or mainly from home while the rest travel an average of 14.4km to their place of work, which means that they travel well beyond the boundaries of Astbury Parish and many will probably travel to the nearby urban centres of Macclesfield, Congleton and Stoke-on-Trent or even to Greater Manchester Metropolitan area.

## How do they live? - Tenure

More than 40% of the households in Astbury own their house outright. This is nearly 6% more than in Congleton Borough Council area as a whole and an even higher proportion than in wider areas such as Cheshire County.

	<b>Astbury</b>	<b>Congleton</b>	<b>Cheshire</b>	<b>North West</b>	<b>England</b>
<b>Households</b>					
All Households - Numbers	697	37,283	280,031	2,812,789	20,451,427
			- Percentage -		
Owner occupied: Owns outright	40.89	34.94	33.30	29.78	29.19
Owner occupied with a mortgage or loan	40.75	46.91	43.00	38.89	38.88
Shared ownership	0.00	0.24	0.42	0.59	0.65
Rented from local authority	1.00	2.59	10.03	13.57	13.21
Rented from Housing Association / RSL	5.45	8.25	4.43	6.50	6.05
Rented from: Private landlord or letting agency	7.60	4.67	5.94	7.66	8.80
Other Rented	4.30	2.41	2.88	3.01	3.22

Source: 2001 Census

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#### **How do they live? - Rooms**

<b>Area</b>	<b>Rooms per Household</b>	<b>Percentage 7 or more Rooms</b>
<b>England</b>	5.3	19.8
<b>North West</b>	5.4	18.7
<b>Cheshire</b>	5.8	N/A
<b>Congleton BC</b>	5.9	30.6
<b>Astbury</b>	6.7	41.9

Source: 2001 Census

People in Astbury evidently live in bigger houses than any wider areas. On average there are 6.7 rooms per household in Astbury compared to less than 6 rooms per household in wider areas and nearly 42% of all households have more than 7 rooms at their disposal compared to less than a third in Congleton BC area as a whole and less than 20% within the North West region and England.

#### **How do they live? - Cars**

There are more cars per household in Astbury 1.87 cars per household compared to 1.43 and less in wider areas. 20.6% of households have got three or more cars available compared to 9.4% within the borough area as a whole and fewer still in wider areas.

	Astbury	Congleton	Cheshire	North West	England
<b>Households</b>					
All Households - Numbers	696	37,283	280,031	2,812,789	20,451,427
			- Percentage -		
No car or van	5.75	14.53	18.91	30.21	26.84
1 Car	29.45	40.54	42.52	43.54	43.69
2 Cars	44.25	35.53	30.75	21.53	23.56
3 Cars	14.66	7.12	6.00	3.70	4.52
4 Cars or more	5.89	2.29	1.81	1.02	1.39
Total number in area	1304	53,310	364,067	2,874,991	22,607,629
Cars per household	1.87	1.43	1.30	1.02	1.11

Source: 2001 Census

### Income & Expenditure

	Residents
<b>Male</b>	£566.1
<b>Female</b>	-380.9
<b>Total</b>	<b>£476.1</b>

Source: NOMIS & ASHE

There are no statistics available on personal or family income and expenditure for such a small area as Astbury Parish. We therefore rely on statistics for the larger area of Congleton BC. The above table 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.

From the above tables on residents in employment and no of households we find that in Astbury there is an average of 1.4 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 household earning of £666.5.

Households with that amount of earnings will according to the Family Expenditure Survey\*) spend an average of £32 a week on alcoholic drinks and meals in restaurants and cafés. Multiplied with no households we thus find a potential weekly expenditure by Astbury households on these items of £30,880 or with an estimated 20 pubs, restaurants and cafés in and around Astbury a potential weekly spending of £1,544 per establishment.

\*) National Statistics, 'Information - Family Spending 2006 Edition', 1 May 2007



## **Conclusion**

As has been demonstrated above Astbury is a reasonably wealthy area with a population, which belong to the upper end of the socio-economic spectrum and with a good spending power. If the catchment area of 'The Horseshoe' is limited to Astbury a weekly turnover of at least £1,500 should be expected. If the present turnover is lower than that, improvements should be achievable without too much difficulty.

## Appendix :

### Customer Survey 'The Horseshoe' PH, Newbold, Nr Congleton, Cheshire

A survey of the customers is requested by the tenant landlord of the 'The Horseshoe' PH, Newbold, 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 owner of the PH 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 may fill in the questionnaire here and hand it to the bar staff, at home and bring it back next time you visit 'The Horseshoe' or post it to: KVM Research, 1 South Street, Mow Cop, Stoke-on-Trent, ST7 4NR.

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

Gender: Male  Female

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

Car owner: Yes  No

Are You: Employed  Self-employed  Unemployed/seeking work

Student  Other: .....

**Where do you live?** Mount Pleasant  Mow Cop (near the top)

Astbury  Scholar Green  Rode Heath  Congleton

Mow Cop, Staffordshire side  Kidsgrove  Biddulph

Elsewhere: .....

**You and 'The Horseshoe'** Tick as many boxes as apply.

How often do you come into 'The Horseshoe': Daily  2-3 times a week

Once a week  Weekends only  Less often, but regularly

Occasionally  Lunchtimes only  Evenings only

Lunchtimes & evenings

What attracts you to 'The Horseshoe'? Quality of the drinks  Variety of drinks

Variety of snacks  Quality of food  Variety of food

**p.t.o.**

Price of drinks  Price of food  Easy access   
Friendly bar staff  Friendly owner  Friendly atmosphere   
Furniture and decorations  Hygiene & cleanliness   
That I am allowed to smoke  Opening times

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 drinks  More variety of snacks   
More variety of food  More traditional food  More spicy food   
More vegetarian food  Ban all smoking immediately   
Some light entertainment eg a piano   
Modernised furniture and/or decorations

Other suggestions: .....

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