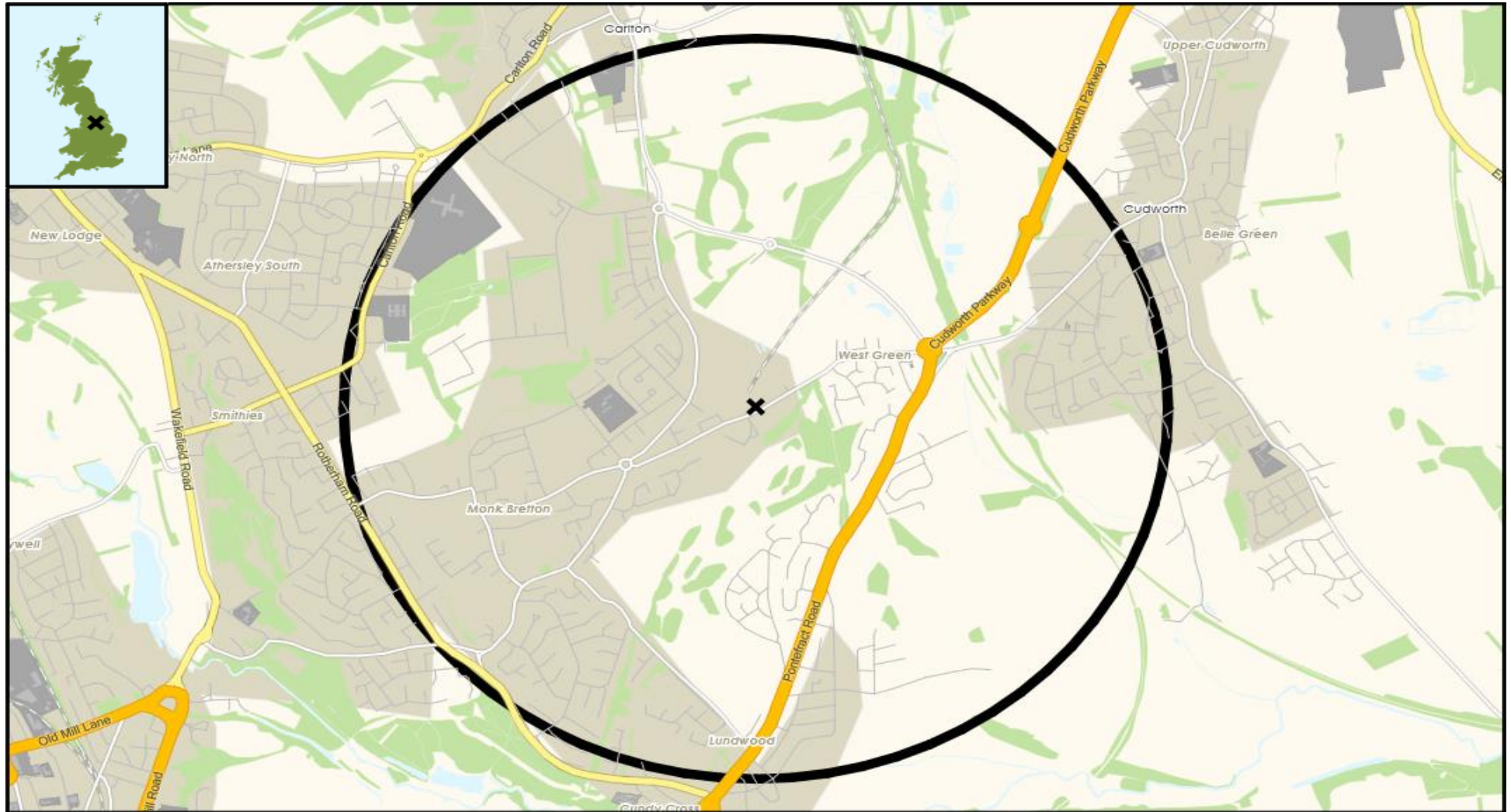


MAP OF AREA

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Source: OS Open Data 2018

Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)



POPULATION PROJECTIONS

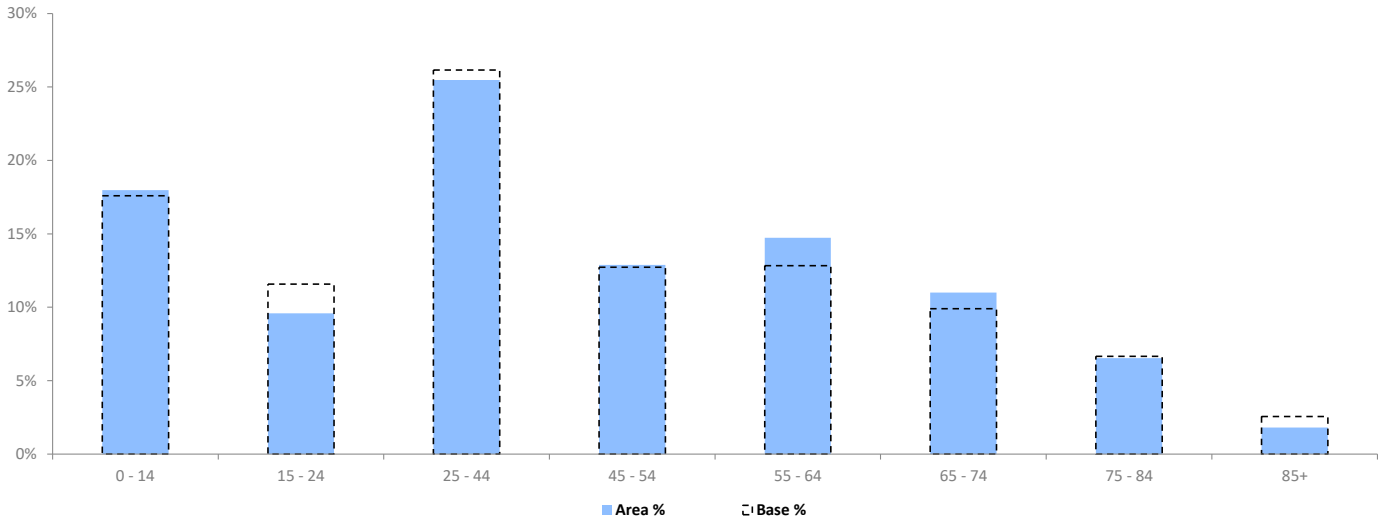
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Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,611	18.0	17.6	102			
15 - 24	1,394	9.6	11.6	83			
25 - 44	3,702	25.5	26.2	97			
45 - 54	1,871	12.9	12.7	101			
55 - 64	2,141	14.7	12.8	115			
65 - 74	1,597	11.0	9.9	111			
75 - 84	949	6.5	6.7	98			
85+	262	1.8	2.6	70			
Total population	14,527						



EXPENDITURE

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Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	£408,174	£63.25	£73.74	86			
2. Alcoholic beverages, tobacco and narcotics	£195,286	£30.26	£27.43	110			
3. Clothing & Footwear	£239,263	£37.08	£41.92	88			
4. Housing, water, electricity, gas and other fuels	£433,362	£67.16	£92.23	73			
5. Furnishings, equipment and routine maintenance	£216,750	£33.59	£39.49	85			
6. Health	£100,046	£15.50	£16.97	91			
7. Transport	£581,881	£90.17	£115.30	78			
8. Communication	£87,377	£13.54	£14.64	92			
9. Recreation & Culture	£619,971	£96.07	£100.48	96			
10. Education	£51,586	£7.99	£22.34	36			
11. Restaurants & Hotels	£431,990	£66.94	£82.30	81			
12. Miscellaneous goods and services	£563,898	£87.39	£104.94	83			
Total Expenditure	£3,929,586	£608.95	£731.77	83			

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.

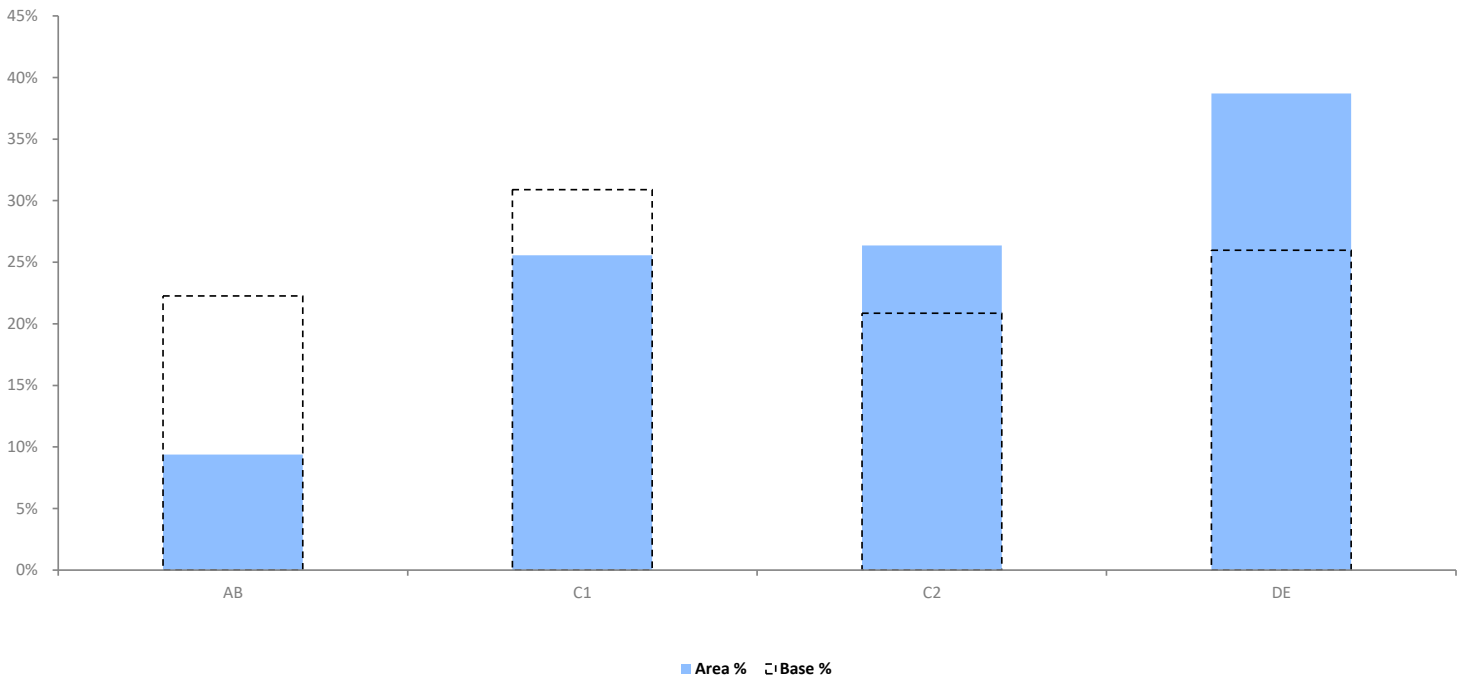
UP TO DATE DEMOGRAPHICS

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Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)
 Base: Great Britain
 Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	604	9.4	22.3	42	[Bar chart showing index values]		
C1: Supervisory, clerical, jr managerial/admin/professional	1,644	25.6	30.9	83			
C2: Skilled manual workers	1,695	26.4	20.9	126			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	2,489	38.7	26.0	149			
Total household reference persons aged 16 to 64	6,432						



CGA LICENCED PREMISES

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Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP ()
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	6	41.3	82.8	50			
Proprietary Club	0	0.0	7.5	0			
Registered Club	5	34.4	28.7	120			
Restaurant	0	0.0	32.5	0			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Pheasant Inn	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	S 71 2EP
Monk Bretton Working Mens Club	Independent Free	Registered Club	Independent Free	S 71 2EP
Norman Inn	Marston's	Pubs & Full On	Stonegate Pub Company	S 71 2HG
Sun Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 71 2JS
West Green Working Mens Club	Independent Free	Registered Club	Independent Free	S 71 2PD
Lundwood Working Mens Club	Independent Free	Registered Club	Independent Free	S 71 5PN
Olde Bridge Inn	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	S 71 5RP
Star Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	S 72 8BX
West End Institute Club	Independent Free	Registered Club	Independent Free	S 72 8DB
Monk Bretton Cricket Club	Independent Free	Registered Club	Independent Free	S 71 2EU
Priory Campus	Independent Free	Pubs & Full On	Independent Free	S 71 5PN

MAP OF AREA

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 Source: OS Open Data 2018

Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (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: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	487	7.6	22.0	34		
 2 Rising Prosperity	73	1.1	10.3	11		
 3 Comfortable Communities	2,086	32.4	26.3	123		
 4 Financially Stretched	2,650	41.2	23.7	174		
 5 Urban Adversity	1,127	17.5	17.4	101		
 6 Not Private Households	9	0.1	0.3	42		
 Graph						
Total households	6,432					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%



ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	100	1.6	11.2	14			
1.C Mature Money	387	6.0	9.6	63			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	73	1.1	6.3	18			
3. Comfortable Communities							
3.F Countryside Communities	264	4.1	5.7	72			
3.G Successful Suburbs	311	4.8	5.9	82			
3.H Steady Neighbourhoods	398	6.2	7.4	84			
3.I Comfortable Seniors	627	9.7	2.9	340			
3.J Starting Out	486	7.6	4.4	170			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	720	11.2	7.9	141			
4.M Striving Families	505	7.9	7.5	105			
4.N Poorer Pensioners	1,425	22.2	5.8	380			
5. Urban Adversity							
5.O Young Hardship	315	4.9	6.2	79			
5.P Struggling Estates	588	9.1	5.9	155			
5.Q Difficult Circumstances	224	3.5	5.3	66			
6. Not Private Households							
6.R Not Private Households	9	0.1	0.3	42			
Total households	6,432						

Acorn Group Pen Portrait

4 N Poorer Pensioners 2.4M UK Adults 4.5% of UK

Older people and pensioners, the majority of whom live in social housing. The majority are renting social housing but there are a few who own their home or rent privately. Properties are mainly flats or maisonettes, but there will be some smaller bungalows or semi-detached houses.

CORE DEMOGRAPHICS

Age range 65+	Children at home 0
House tenure Social renting	Family structure Single
Number of beds 1	House type Flat or maisonette

FINANCIAL PROFILE

Household income UK: £21k London: £19k Average: £40k Average: £46k	% Disposable income UK: 42% London: 35% Average: 43% Average: 29%	Financial situation
--	---	-------------------------

BRANDS

SHOPPING: The Works, Poundland, bm, Iceland

LEISURE: GREGGS, Harry Ramsden, Harvester

WEBSITES: NHS, GOV.UK, Argos, MECCA

DIGITAL ATTITUDES

- I worry about online security: **56%** (UK average: 58%)
- Shopping online makes my life easier: **57%** (UK average: 52%)
- I love the ease of using chat bots to get answers: **24%** (UK average: 28%)

TOP BEHAVIOURS

- 1 in 4 have never used the internet
- Least likely of all groups to own a tablet or smartphone
- Around half will use Facebook (probably with some help)



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

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Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)
 Base: Great Britain
 Year: 2022

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	0.2	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	2.4	0			
1.B.6 Financially comfortable families	100	1.6	2.2	71			
1.B.7 Affluent professionals	0	0.0	0.8	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	3.0	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	387	6.0	2.5	244			
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	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	52	0.8	1.9	42			
2.E.19 First time buyers in small, modern homes	21	0.3	3.3	10			
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	264	4.1	3.2	128			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	311	4.8	2.7	181			
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	318	4.9	3.4	144			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	80	1.2	2.3	53			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	627	9.7	2.4	409			
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	2.1	0			
3.J.33 Smaller houses and starter homes	486	7.6	2.3	326			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	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	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	301	4.7	2.6	178			
4.L.39 Fading owner occupied terraces	419	6.5	2.9	225			
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	10	0.2	1.6	9			
4.M.43 Families in right-to-buy estates	427	6.6	2.1	324			
4.M.44 Post-war estates, limited means	68	1.1	2.2	48			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	212	3.3	0.8	420			
4.N.46 Elderly people in social rented flats	0	0.0	1.1	0			
4.N.47 Low income older people in smaller semis	1,048	16.3	2.3	722			
4.N.48 Pensioners and singles in social rented flats	165	2.6	1.7	149			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	115	1.8	2.2	83			
5.O.50 Struggling younger people in mixed tenure	60	0.9	1.8	53			
5.O.51 Young people in small, low cost terraces	140	2.2	2.3	96			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	588	9.1	1.6	566			
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	224	3.5	1.8	196			
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	9	0.1	0.3	51			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	6,432						

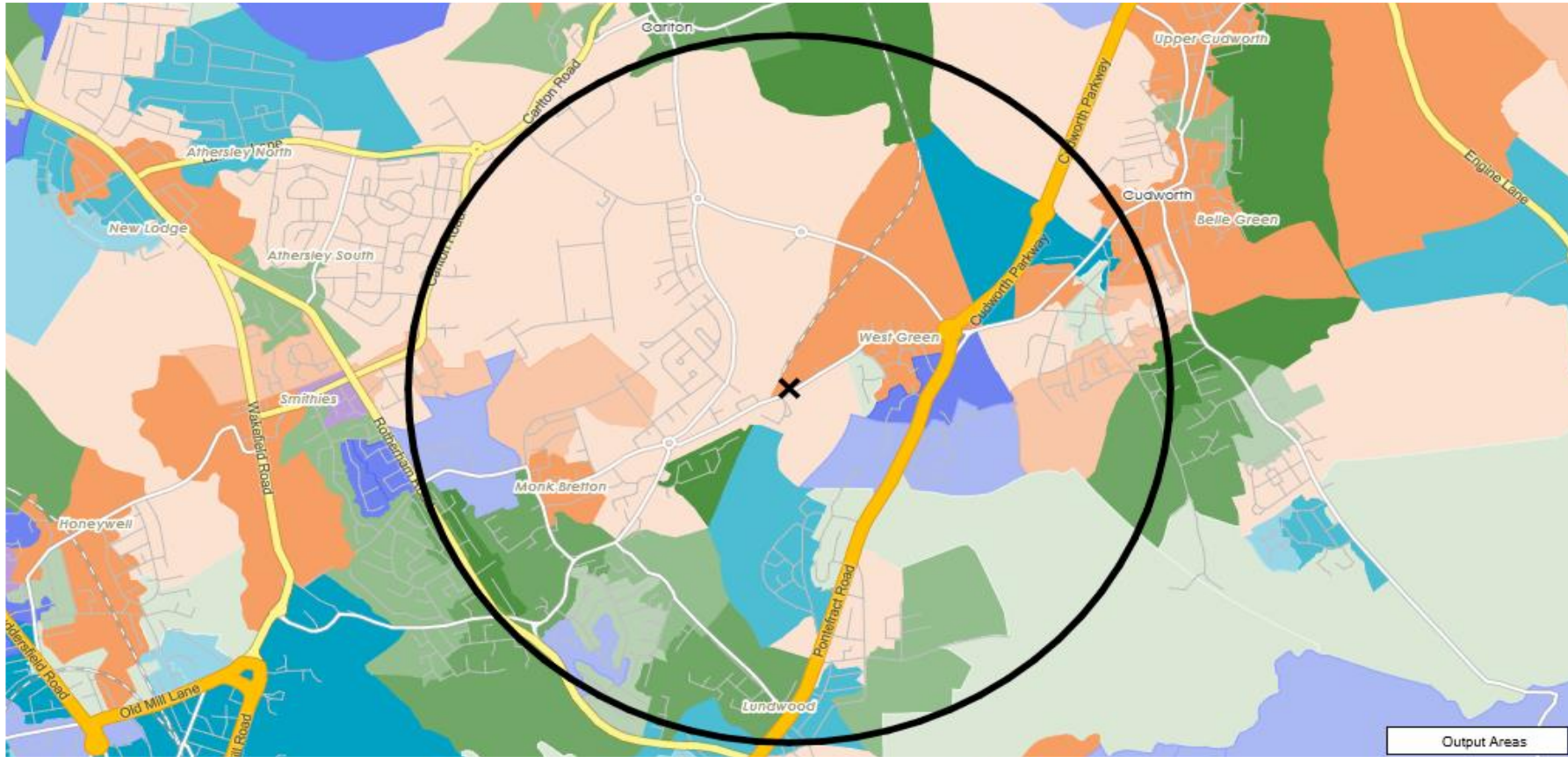
CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P01154_Olde Bridge Inn, Barnsley, S71 5RP (1 Mile contour)



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

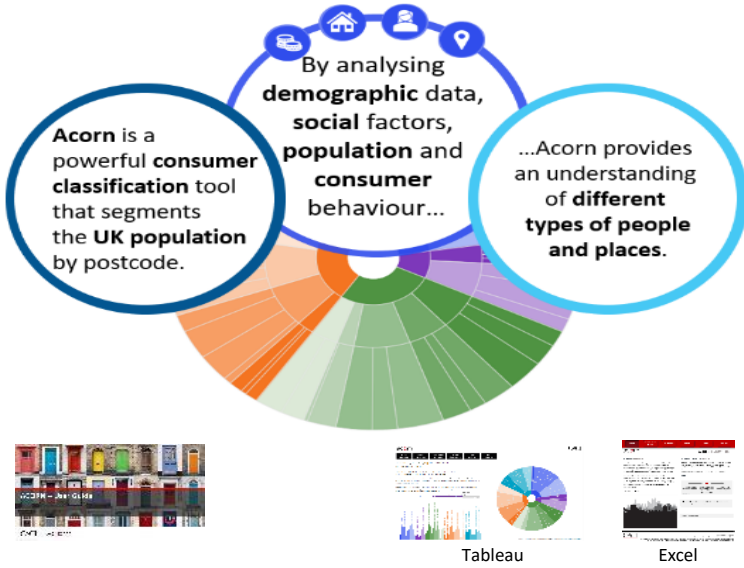
- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest 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

Output Areas

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%

