

# CGA LICENCED PREMISES

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Area: P04146\_Rising Sun, Bewdley, DY12 1JE (1 Mi)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	19	273.7	81.7	335			
Proprietary Club	0	0.0	7.3	0			
Registered Club	8	115.2	28.2	409			
Restaurant	6	86.4	32.1	269			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
Habberley Estate Tennants Association	Independent Free	Registered Club	Independent Free	DY11 6DN
Waggon & Horses	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY12 1DG
Rising Sun	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	DY12 1JE
Great Western	Red Oak Taverns	Pubs & Full On	Red Oak Taverns	DY12 1BY
Bewdley Rowing Club	Independent Free	Registered Club	Independent Free	DY12 1AB
Bewdley Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	DY12 1AG
Bewdley Tennis Club	Independent Free	Registered Club	Independent Free	DY12 1BD
Wribbenhall Social Club	Independent Free	Registered Club	Independent Free	DY12 1DA
West Midlands Safari Park	Independent Free	Restaurant	Independent Free	DY12 1LF
Bewdley Institute	Independent Free	Registered Club	Independent Free	DY12 2AE
George Hotel	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	DY12 2AW
Rajah Restaurant	Independent Free	Restaurant	Independent Free	DY12 2AF
Hrs Cafe Bar & Restaurant	Independent Free	Pubs & Full On	Independent Free	DY12 2AP
White Swan	Marston's	Pubs & Full On	Marston's	DY12 2AS
Little Pack Horse	Punch Pub Company	Pubs & Full On	Punch Pub Company	DY12 2DH
Talbot Inn	Independent Free	Pubs & Full On	Independent Free	DY12 2DJ
Pomodoro	Independent Free	Restaurant	Independent Free	DY12 2DJ
Bewdley Cricket Club	Independent Free	Registered Club	Independent Free	DY12 2DP
Mug House	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	DY12 2EE
Cock & Magpie	Marston's	Pubs & Full On	Marston's	DY12 2EE
Arches	Independent Free	Pubs & Full On	Independent Free	DY12 2DX
Horn & Trumpet	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	DY12 2EH
Bewdley Bowling Club	Independent Free	Registered Club	Independent Free	DY12 2EE
Bewdley Pines Golf Club	Independent Free	Registered Club	Independent Free	DY12 1LY
Vhujon Indian Restaurant	Independent Free	Restaurant	Independent Free	DY12 2AP
Mulberry Restaurant	Independent Free	Restaurant	Independent Free	DY12 2AP
Spring Grove House	Independent Free	Pubs & Full On	Independent Free	DY12 1LF
Severn Restaurant	Independent Free	Restaurant	Independent Free	DY12 2AP
Welch Gate	Independent Free	Pubs & Full On	Independent Free	DY12 2AT
Brewery Tap	Bewdley Brewery	Pubs & Full On	Bewdley Brewery	DY12 2DZ
Real Ale Tavern	Black Country Ales	Pubs & Full On	Black Country Ales	DY12 2AW
Courtyard	Independent Free	Pubs & Full On	Independent Free	DY12 2DX
Treetops Pavilion	Independent Free	Pubs & Full On	Independent Free	DY12 1LF

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04146\_Rising Sun, Bewdley, DY12 1JE (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:** P04146\_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	986	29.7	22.1	135		
 2 Rising Prosperity	94	2.8	10.2	28		
 3 Comfortable Communities	999	30.1	26.5	114		
 4 Financially Stretched	971	29.3	23.7	123		
 5 Urban Adversity	268	8.1	17.2	47		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
<b>Total households</b>	<b>3,318</b>					

### 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: P04146\_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	310	9.3	11.3	82			
1.C Mature Money	676	20.4	9.6	211			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	94	2.8	6.4	44			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	423	12.7	5.7	222			
3.G Successful Suburbs	343	10.3	6.0	174			
3.H Steady Neighbourhoods	123	3.7	7.4	50			
3.I Comfortable Seniors	84	2.5	2.9	89			
3.J Starting Out	26	0.8	4.6	17			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	193	5.8	8.0	73			
4.M Striving Families	348	10.5	7.4	141			
4.N Poorer Pensioners	430	13.0	5.8	225			
<b>5. Urban Adversity</b>							
5.O Young Hardship	69	2.1	6.3	33			
5.P Struggling Estates	79	2.4	5.7	42			
5.Q Difficult Circumstances	120	3.6	5.2	69			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>3,318</b>						

Acorn Group Pen Portrait

**4 K Student Life**      1.6M UK Adults      3.0% of UK

Students and young people with little income living in halls of residence or shared houses. These are areas dominated by students and young people, often recent graduates. At least half of the people here, usually more, are studying.

**CORE DEMOGRAPHICS**

- Age range: **18-24**
- Children at home: **0**
- House tenure: **Privately renting**
- Family structure: **Single**
- Number of beds: **4+**
- House type: **Flat or maisonette**

**BRANDS**

SHOPPING: CB&J, flying tiger, H&M, KIKO

LEISURE: Ed's, TORTILLA, McDonald's, YUM!

WEBSITES: COSO, Spotify, JUST EAT, BuzzFeed

**DIGITAL ATTITUDES**

- I worry about online security: **58%** (UK average: 48%)
- Shopping online makes my life easier: **68%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **44%** (UK average: 28%)

**FINANCIAL PROFILE**

- Household income: UK **£33k** (Average: £10k), London **£36k** (Average: £16k)
- % Disposable income: UK **26%** (Average: 43%), London **16%** (Average: 23%)
- Financial situation: **Running into debt** to **Saving a lot**

**TOP BEHAVIOURS**

- Love to buy new gadgets and appliances
- Research beauty online
- Social media: Snapchat, YouTube and TikTok





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

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Area: P04146\_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
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			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	264	8.0	2.6	301			
1.B.5 Wealthy countryside commuters	35	1.1	2.5	43			
1.B.6 Financially comfortable families	7	0.2	2.2	9			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	3	0.1	1.5	6			
1.B.9 Well-off edge of towners	1	0.0	1.6	2			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	278	8.4	3.1	272			
1.C.11 Settled suburbia, older people	49	1.5	2.8	52			
1.C.12 Retired and empty nesters	126	3.8	2.5	154			
1.C.13 Upmarket downsizers	223	6.7	1.3	520			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
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			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	4	0.1	2.0	6			
2.E.19 First time buyers in small, modern homes	90	2.7	3.4	80			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	11	0.3	1.0	33			
3.F.23 Owner occupiers in small towns and villages	412	12.4	3.2	387			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	99	3.0	2.7	111			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	244	7.4	2.4	303			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	59	1.8	3.5	51			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	64	1.9	2.3	82			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	77	2.3	2.4	98			
3.I.31 Elderly singles in purpose-built accommodation	7	0.2	0.5	43			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	26	0.8	2.4	33			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
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			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	34	1.0	1.4	71			
4.L.38 Semi-skilled workers in traditional neighbourhoods	127	3.8	2.6	146			
4.L.39 Fading owner occupied terraces	32	1.0	2.9	33			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	40	1.2	1.6	76			
4.M.42 Struggling young families in post-war terraces	55	1.7	1.6	101			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	253	7.6	2.2	350			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	169	5.1	0.8	647			
4.N.46 Elderly people in social rented flats	65	2.0	1.0	190			
4.N.47 Low income older people in smaller semis	191	5.8	2.2	258			
4.N.48 Pensioners and singles in social rented flats	5	0.2	1.7	9			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	55	1.7	2.2	76			
5.O.50 Struggling younger people in mixed tenure	14	0.4	1.8	23			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	65	2.0	1.6	125			
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	0.4	1.6	26			
<b>5.Q Difficult Circumstances</b>							
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	120	3.6	1.8	205			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
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			
<b>Total households</b>	<b>3,318</b>						

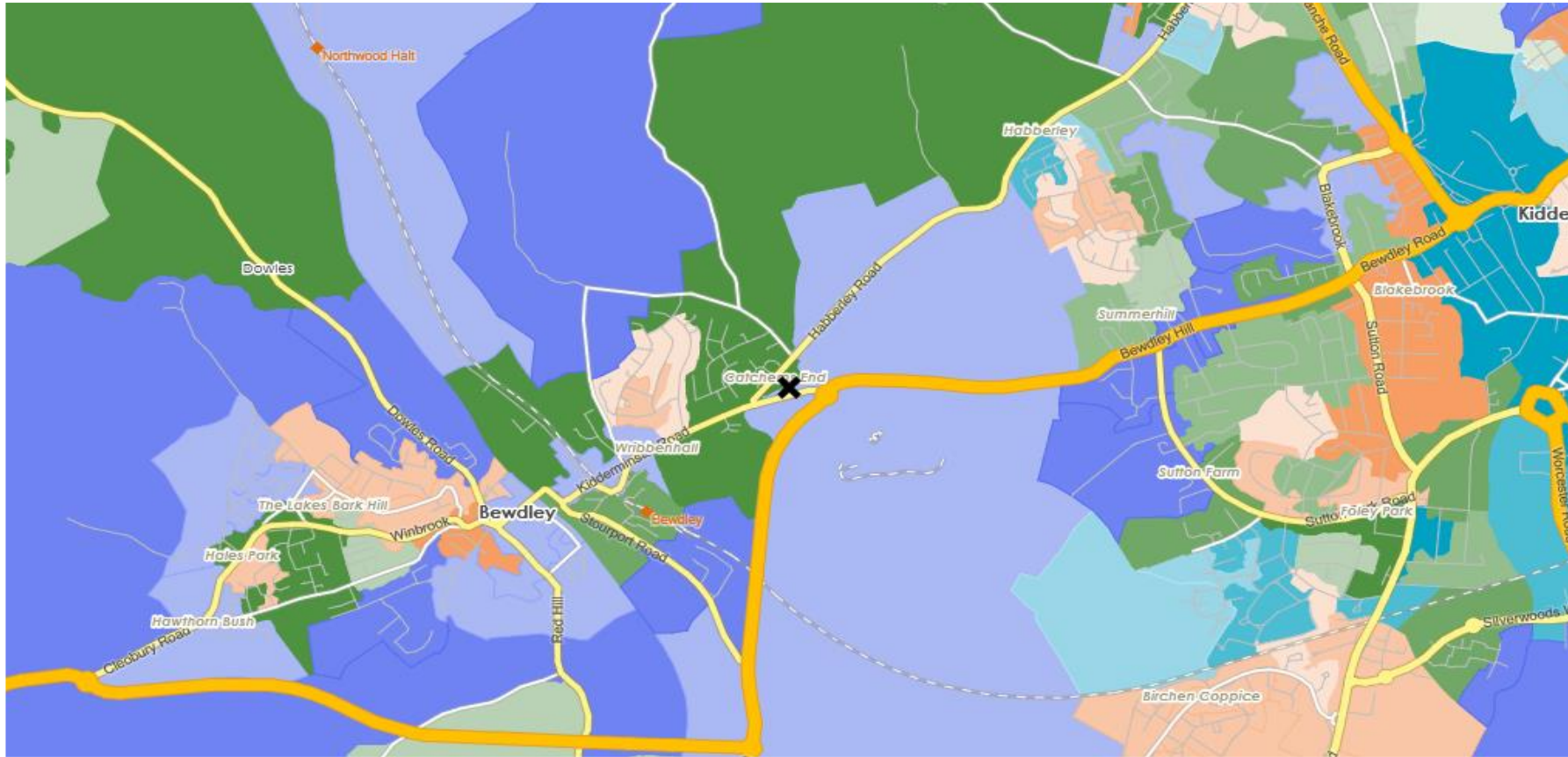
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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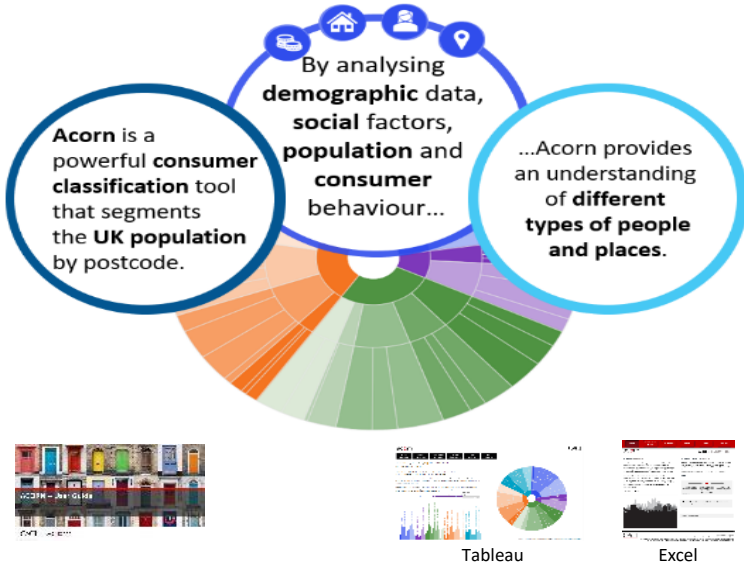
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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
3. Comfortable Communities	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
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

### 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

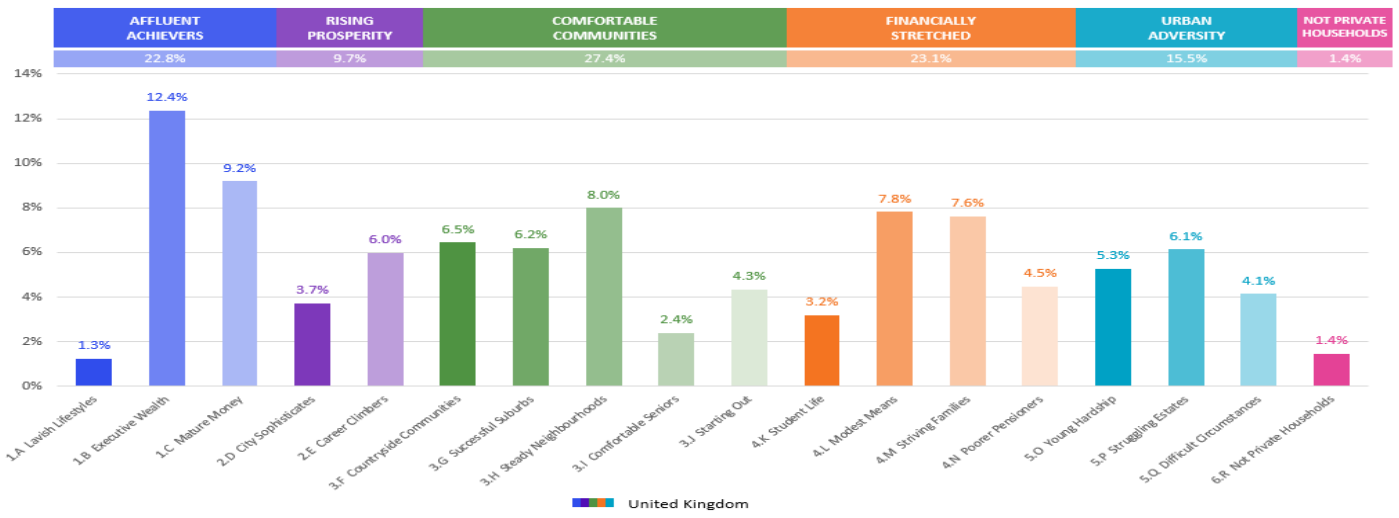
House tenure: Owned outright

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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