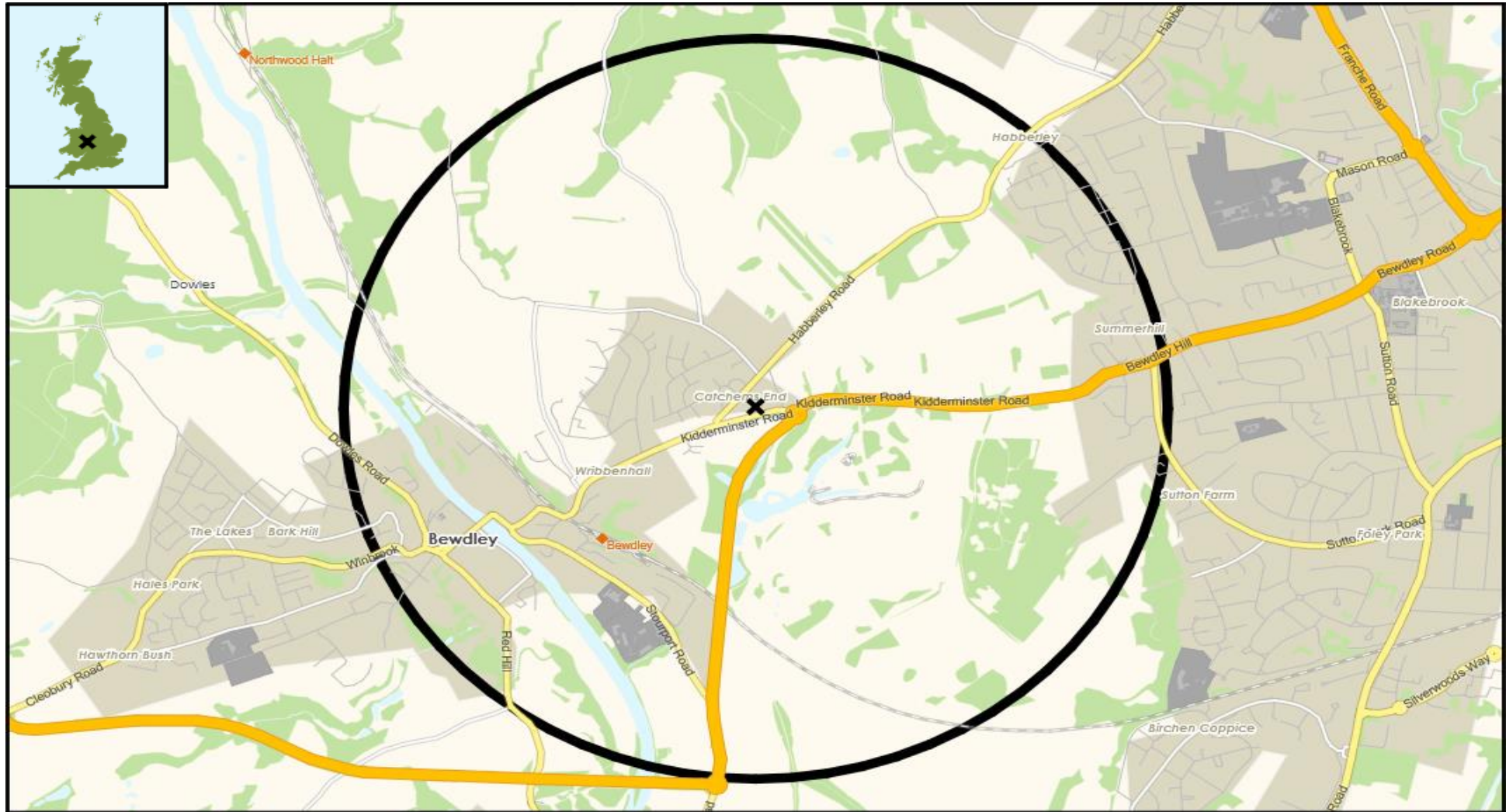


MAP OF AREA

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Source: OS Open Data 2018

Area: P04146_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)

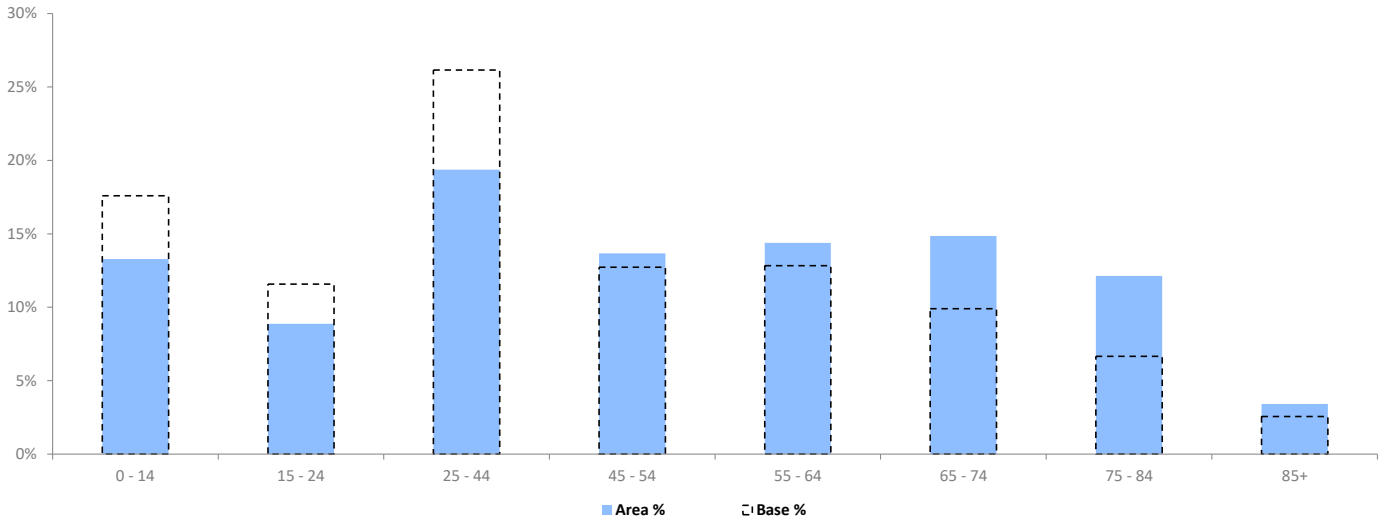
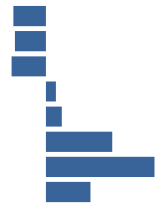


POPULATION PROJECTIONS

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Area: P04146_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	913	13.3	17.6	76			
15 - 24	610	8.9	11.6	77			
25 - 44	1,331	19.4	26.2	74			
45 - 54	940	13.7	12.7	108			
55 - 64	989	14.4	12.8	112			
65 - 74	1,021	14.9	9.9	150			
75 - 84	834	12.1	6.7	182			
85+	235	3.4	2.6	134			
Total population	6,873						



EXPENDITURE

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Area: P04146_Rising Sun, Bewdley, DY12 1JE (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	£227,717	£68.32	£73.74	93			
2. Alcoholic beverages, tobacco and narcotics	£92,347	£27.71	£27.43	101			
3. Clothing & Footwear	£124,690	£37.41	£41.92	89			
4. Housing, water, electricity, gas and other fuels	£273,245	£81.98	£92.23	89			
5. Furnishings, equipment and routine maintenance	£125,510	£37.66	£39.49	95			
6. Health	£52,752	£15.83	£16.97	93			
7. Transport	£336,459	£100.95	£115.30	88			
8. Communication	£42,876	£12.86	£14.64	88			
9. Recreation & Culture	£310,825	£93.26	£100.48	93			
10. Education	£20,677	£6.20	£22.34	28			
11. Restaurants & Hotels	£241,546	£72.47	£82.30	88			
12. Miscellaneous goods and services	£311,976	£93.60	£104.94	89			
Total Expenditure	£2,160,620	£648.25	£731.77	89			

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.

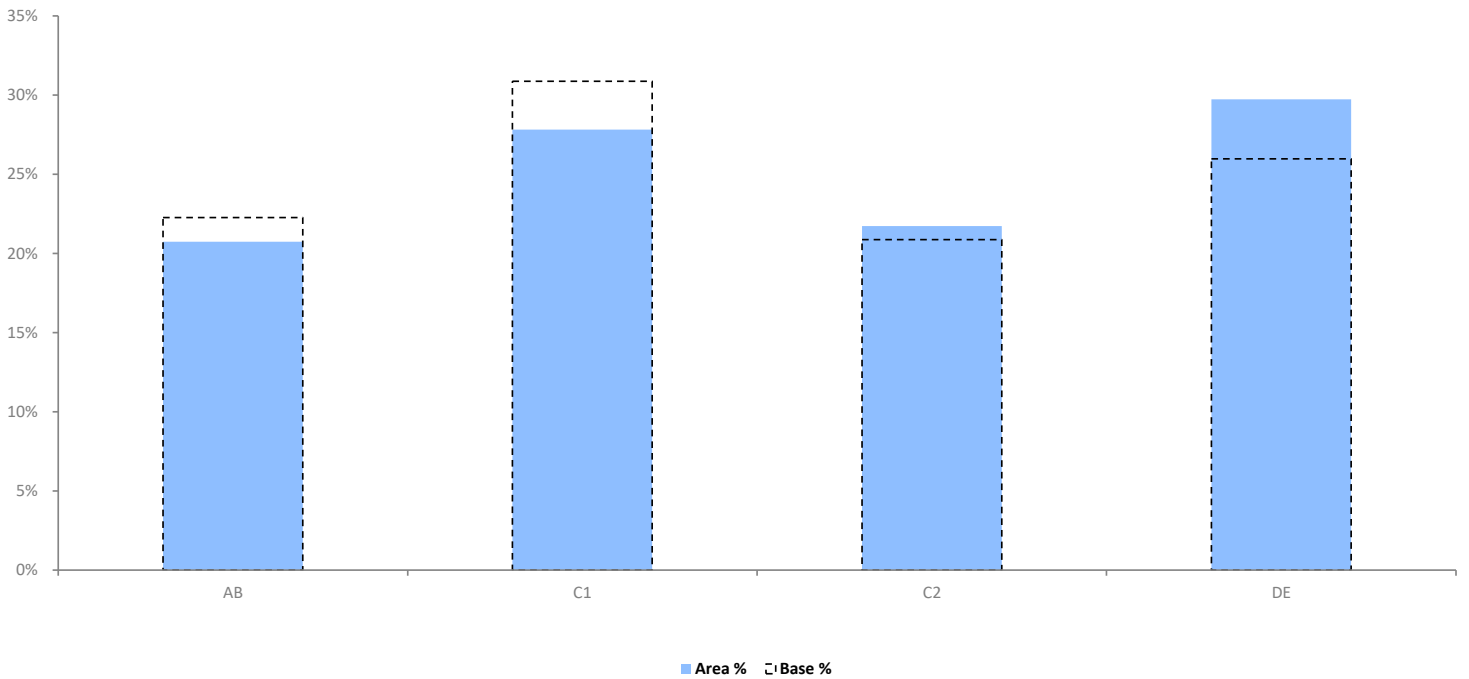
UP TO DATE DEMOGRAPHICS

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Area: P04146_Rising Sun, Bewdley, DY12 1JE (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	682	20.7	22.3	93			
C1: Supervisory, clerical, jr managerial/admin/professional	915	27.8	30.9	90			
C2: Skilled manual workers	715	21.7	20.9	104			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	978	29.7	26.0	114			
Total household reference persons aged 16 to 64	3,290						



CGA LICENCED PREMISES

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Area: P04146_Rising Sun, Bewdley, DY12 1JE (1 Mi)
 Base: Great Britain
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	18	261.9	82.8	316			
Proprietary Club	0	0.0	7.5	0			
Registered Club	8	116.4	28.7	405			
Restaurant	6	87.3	32.5	269			
Residential	0	0.0	2.8	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	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	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

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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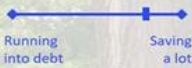
Area: P04146_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	983	29.9	22.0	136		
 2 Rising Prosperity	93	2.8	10.3	27		
 3 Comfortable Communities	977	29.7	26.3	113		
 4 Financially Stretched	969	29.5	23.7	124		
 5 Urban Adversity	268	8.1	17.4	47		
 6 Not Private Households	0	0.0	0.3	0		
 Graph						
Total households	3,290					

Acorn Category Pen Portrait

1 Affluent Achievers
12.1M 22.8%
UK Adults 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+

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%

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04146_Rising Sun, Bewdley, DY12 1JE (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	317	9.6	11.2	86			
1.C Mature Money	666	20.2	9.6	211			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	93	2.8	6.3	45			
3. Comfortable Communities							
3.F Countryside Communities	406	12.3	5.7	215			
3.G Successful Suburbs	309	9.4	5.9	159			
3.H Steady Neighbourhoods	121	3.7	7.4	50			
3.I Comfortable Seniors	107	3.3	2.9	113			
3.J Starting Out	34	1.0	4.4	23			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	194	5.9	7.9	74			
4.M Striving Families	346	10.5	7.5	141			
4.N Poorer Pensioners	429	13.0	5.8	224			
5. Urban Adversity							
5.O Young Hardship	69	2.1	6.2	34			
5.P Struggling Estates	79	2.4	5.9	41			
5.Q Difficult Circumstances	120	3.6	5.3	69			
6. Not Private Households							
6.R Not Private Households	0	0.0	0.3	0			
Total households	3,290						

Acorn Group Pen Portrait

1 C Mature Money

4.9M
UK Adults

9.2%
of UK

Older, affluent people with the money and time to enjoy life. These people tend to be older empty nesters and retired couples. Many live in rural towns and villages, others live in the suburbs of larger towns. They are prosperous and live in larger detached or semi-detached houses or bungalows.

CORE DEMOGRAPHICS

Age range 55+	Children at home 0
House tenure Owned outright	Family structure Couple
Number of beds 4	House type Detached

BRANDS

SHOPPING: LAKELAND, LAURA ASHLEY, J. M. BROWN, W. WATSON

LEISURE: BROWNS, NESPRESSO, CARRE NERO

WEBSITES: goodfood, MoneySavingExpert.com, M&S, BBC NEWS

FINANCIAL PROFILE

Household income UK: £47k London: £51k Average: £10k / Average: £16k	% Disposable income UK: 51% London: 44% Average: 43% / Average: 29%	Financial situation Running into debt / Saving a bit
---	--	---

DIGITAL AND TECH

ATTITUDES

- I worry about online security: **62%** (UK average: 59%)
- Shopping online makes my life easier: **59%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **26%** (UK average: 28%)

TOP BEHAVIOURS

- Use BBC iPlayer
- Own a tablet
- Buy wine and alcohol online



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: 2022

Sort by: Acorn Structure
 Index
 Profile %

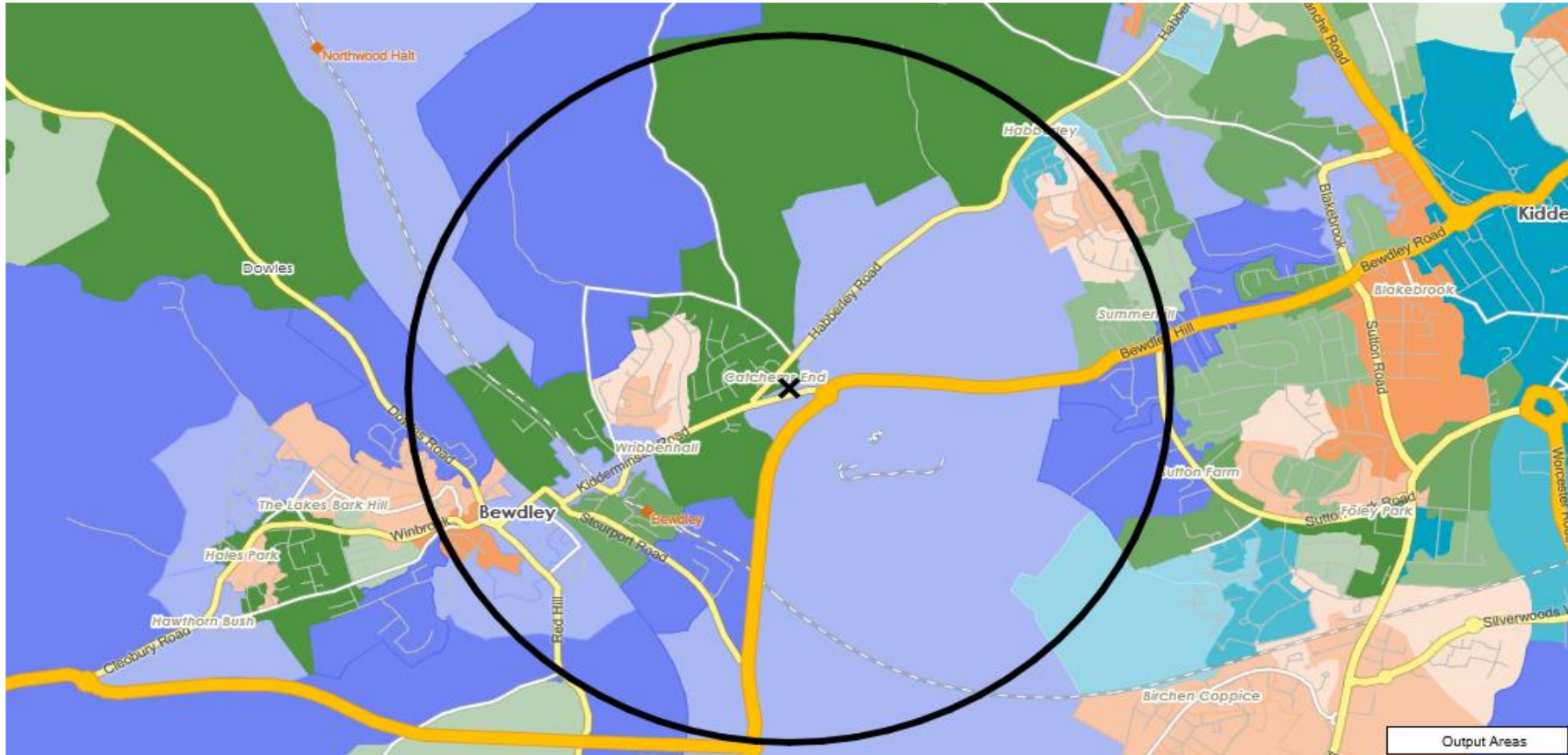
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	260	7.9	2.6	301			
1.B.5 Wealthy countryside commuters	35	1.1	2.4	44			
1.B.6 Financially comfortable families	18	0.5	2.2	25			
1.B.7 Affluent professionals	0	0.0	0.8	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			
1.C Mature Money							
1.C.10 Better-off villagers	274	8.3	3.0	275			
1.C.11 Settled suburbia, older people	49	1.5	2.8	53			
1.C.12 Retired and empty nesters	126	3.8	2.5	155			
1.C.13 Upmarket downsizers	217	6.6	1.3	510			
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	4	0.1	1.9	6			
2.E.19 First time buyers in small, modern homes	89	2.7	3.3	81			
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	406	12.3	3.2	386			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	99	3.0	2.7	113			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	210	6.4	2.4	265			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	58	1.8	3.4	51			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	63	1.9	2.3	82			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	100	3.0	2.4	128			
3.I.31 Elderly singles in purpose-built accommodation	7	0.2	0.5	44			
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	34	1.0	2.3	45			
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	36	1.1	1.4	76			
4.L.38 Semi-skilled workers in traditional neighbourhoods	126	3.8	2.6	146			
4.L.39 Fading owner occupied terraces	32	1.0	2.9	34			
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	57	1.7	1.6	109			
4.M.42 Struggling young families in post-war terraces	55	1.7	1.6	102			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	234	7.1	2.2	325			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	168	5.1	0.8	651			
4.N.46 Elderly people in social rented flats	65	2.0	1.1	187			
4.N.47 Low income older people in smaller semis	191	5.8	2.3	257			
4.N.48 Pensioners and singles in social rented flats	5	0.2	1.7	9			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	55	1.7	2.2	77			
5.O.50 Struggling younger people in mixed tenure	14	0.4	1.8	24			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
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	1.1	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	14	0.4	1.6	26			
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	120	3.6	1.8	205			
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	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	3,290						

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04146_Rising Sun, Bewdley, DY12 1JE (1 Mile contour)



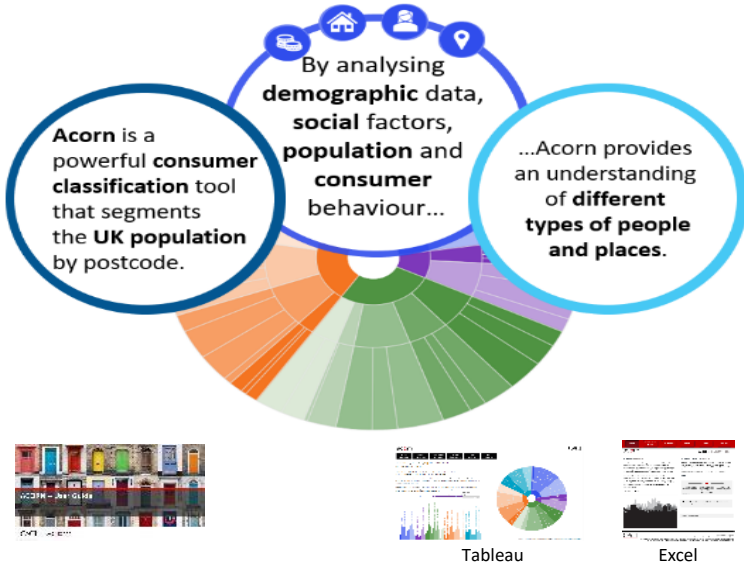
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- 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%

