

# CGA LICENCED PREMISES

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Area: P04649\_Red Lion, Machynlleth, SY20 8AA (1)  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	5	223.5	81.7	<b>274</b>			
Proprietary Club	0	0.0	7.3	0			
Registered Club	4	178.8	28.2	<b>635</b>			
Restaurant	2	89.4	32.1	<b>279</b>			
Residential	0	0.0	2.7	0			

Name	Description	License Type	Owner Name	Postcode
White Horse Hotel	Independent Free	Pubs & Full On	Independent Free	SY20 8DT
Skinnners Arms	Marston's	Pubs & Full On	Marston's	SY20 8AJ
Machynlleth Rugby & Tennis Club	Independent Free	Registered Club	Independent Free	SY20 8EL
Machynlleth Golf Club	Independent Free	Registered Club	Independent Free	SY20 8UH
Red Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY20 8AA
White Lion Hotel	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY20 8DN
Wynnstay Arms Hotel	Independent Free	Pubs & Full On	Independent Free	SY20 8AE
Maengwyn Restaurant	Independent Free	Restaurant	Independent Free	SY20 8EE
Machynlleth Bowling Club	Independent Free	Registered Club	Independent Free	SY20 8ER
Clwb Rygbi	Independent Free	Registered Club	Independent Free	SY20 8EL
Gwen	Independent Free	Restaurant	Independent Free	SY20 8EB

# MAP OF AREA

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 Source: OS Open Data 2018

Area: P04649\_Red Lion, Machynlleth, SY20 8AA (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:** P04649\_Red Lion, Machynlleth, SY20 8AA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	83	7.7	22.1	35		
2 Rising Prosperity	5	0.5	10.2	5		
3 Comfortable Communities	162	15.1	26.5	57		
4 Financially Stretched	793	73.7	23.7	311		
5 Urban Adversity	24	2.2	17.2	13		
6 Not Private Households	9	0.8	0.3	243		
<b>Total households</b>				<b>1,076</b>		

### Acorn Category Pen Portrait

## 5 Urban Adversity

Age range

# 25-34

House type

# Flat or terraced

UK Adults

# 8.4M

15.9% of UK

Financial situation

House tenure

# Social renting

Children at home

# 3+

Number of beds

# 1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity

- O Young Hardship 32%
- P Struggling Estates 41%
- Q Difficult Circumstances 27%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04649\_Red Lion, Machynlleth, SY20 8AA (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	0	0.0	11.3	0			
1.C Mature Money	83	7.7	9.6	80			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	5	0.5	6.4	7			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	92	8.6	5.7	149			
3.G Successful Suburbs	34	3.2	6.0	53			
3.H Steady Neighbourhoods	7	0.7	7.4	9			
3.I Comfortable Seniors	15	1.4	2.9	49			
3.J Starting Out	14	1.3	4.6	29			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	352	32.7	8.0	410			
4.M Striving Families	343	31.9	7.4	428			
4.N Poorer Pensioners	98	9.1	5.8	158			
<b>5. Urban Adversity</b>							
5.O Young Hardship	24	2.2	6.3	36			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	9	0.8	0.3	243			
<b>Total households</b>	<b>1,076</b>						

### Acorn Group Pen Portrait

6
Not Private Households

790k  
UK Adults

1.5%  
of UK

These are postcodes where the bulk of the residents are not living in private households.

The category forms a single group, R: Not private households, which is sub-divided into three types:

**60 Active communal population –**  
 Generally this is accommodation that may be unoccupied for part of the year, or where the people living in the accommodation regularly change. Other active communal accommodation might include hostels, children’s homes, refuges and local authority accommodation for travellers.

**61 Inactive communal population –**  
 These people may be in communal establishments but unlikely to be active consumers. This includes care homes, hospitals, and other medical or nursing establishments where due to their health, the residents are unlikely to get out and about to function as regular consumers. It also includes prisons.

**62 Business areas without resident population –**  
 These are postcodes where we believe there is no regular resident population. An example of this might be a business or industrial park.



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

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Area: P04649\_Red Lion, Machynlleth, SY20 8AA (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

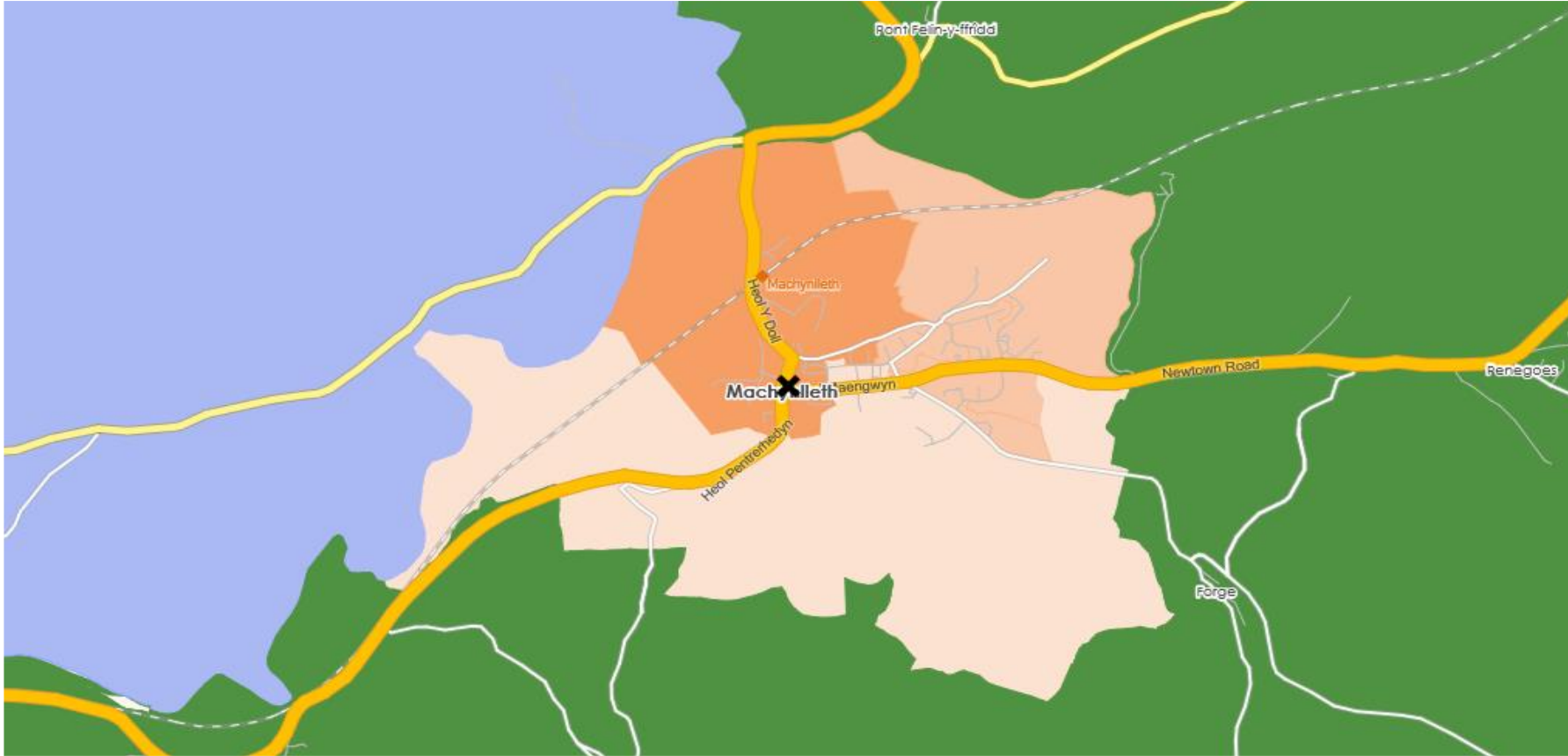
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.9	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			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	0	0.0	3.1	0			
1.C.11 Settled suburbia, older people	0	0.0	2.8	0			
1.C.12 Retired and empty nesters	58	5.4	2.5	219			
1.C.13 Upmarket downsizers	25	2.3	1.3	180			
<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	5	0.5	2.0	24			
2.E.19 First time buyers in small, modern homes	0	0.0	3.4	0			
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	8	0.7	1.0	74			
3.F.23 Owner occupiers in small towns and villages	84	7.8	3.2	243			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	34	3.2	2.4	130			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	0	0.0	3.5	0			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	7	0.7	2.3	28			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	15	1.4	2.4	59			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	4	0.4	2.2	17			
3.J.33 Smaller houses and starter homes	10	0.9	2.4	39			
<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	64	5.9	1.4	412			
4.L.38 Semi-skilled workers in traditional neighbourhoods	181	16.8	2.6	640			
4.L.39 Fading owner occupied terraces	107	9.9	2.9	341			
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	180	16.7	1.6	1,049			
4.M.42 Struggling young families in post-war terraces	106	9.9	1.6	601			
4.M.43 Families in right-to-buy estates	0	0.0	2.0	0			
4.M.44 Post-war estates, limited means	57	5.3	2.2	243			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	17	1.6	0.8	201			
4.N.46 Elderly people in social rented flats	24	2.2	1.0	216			
4.N.47 Low income older people in smaller semis	57	5.3	2.2	237			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	24	2.2	1.8	124			
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	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	1.0	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	0	0.0	1.6	0			
<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	0	0.0	1.8	0			
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	9	0.8	0.3	294			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>1,076</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04649\_Red Lion, Machynlleth, SY20 8AA (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%



# MAP OF AREA

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