

# CGA LICENCED PREMISES

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Area: P04453\_Black Lion, Aberystwyth, SY23 3RA ( )  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	38	160.7	81.7	197			
Proprietary Club	7	29.6	7.3	406			
Registered Club	12	50.8	28.2	180			
Restaurant	12	50.8	32.1	158			
Residential	4	16.9	2.7	633			

Name	Description	License Type	Owner Name	Postcode
Aberystwyth Rafa Club	Independent Free	Registered Club	Independent Free	SY23 1QB
Premier Inn	Whitbread Hotels	Pubs & Full On	Whitbread	SY23 2BX
Royal Pier	Independent Free	Pubs & Full On	Independent Free	SY23 2AZ
Richmond Hotel	Independent Free	Residential	Independent Free	SY23 2BX
Carlton Restaurant	Independent Free	Restaurant	Independent Free	SY23 1DE
Aberystwyth & District Royal Naval Asso	Independent Free	Registered Club	Independent Free	SY23 1DL
Angel Inn	Independent Free	Pubs & Full On	Independent Free	SY23 1DW
Aberystwyth Rugby Club	Independent Free	Registered Club	Independent Free	SY23 1HL
Mill Inn	Independent Free	Pubs & Full On	Independent Free	SY23 1HZ
Ship & Castle	Independent Free	Pubs & Full On	Independent Free	SY23 1JG
Castle Hotel	Independent Free	Pubs & Full On	Independent Free	SY23 1JW
Cambrian Hotel	Independent Free	Pubs & Full On	Independent Free	SY23 1LG
Railway Club	Independent Free	Registered Club	Independent Free	SY23 1LJ
Vale Of Rheidol	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY23 1NY
Aberystwyth Town Football Club	Independent Free	Registered Club	Independent Free	SY23 1PG
Yr Hen Lew Du	Independent Free	Pubs & Full On	Independent Free	SY23 1PZ
Rummers Wine Bar	Independent Free	Pubs & Full On	Independent Free	SY23 1QD
Court Royale	Valiant Pub Company Ltd	Pubs & Full On	Valiant Pub Company Ltd	SY23 2AR
Downies Vaults	Independent Free	Pubs & Full On	Independent Free	SY23 2AR
Light Of Asia	Independent Free	Restaurant	Independent Free	SY23 2AR
Marine Hotel	Independent Free	Pubs & Full On	Independent Free	SY23 2DA
Queensbridge Hotel	Independent Free	Residential	Independent Free	SY23 2DH
White Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	SY23 2DT
Four Seasons Hotel	Independent Free	Residential	Independent Free	SY23 2DX
Scholars	Valiant Pub Company Ltd	Pubs & Full On	Valiant Pub Company Ltd	SY23 2HH
Aberystwyth Golf Club	Independent Free	Registered Club	Independent Free	SY23 2HY
Home Cafe	Independent Free	Restaurant	Independent Free	SY23 2LJ
Inn On The Pier Bar	Independent Free	Pubs & Full On	Independent Free	SY23 2AZ
Pier Hotel	Independent Free	Pubs & Full On	Independent Free	SY23 2LN
Harrys	Independent Free	Pubs & Full On	Independent Free	SY23 2NF
Commodore Cinema	Independent Free	Pubs & Full On	Independent Free	SY23 2NN
Aberystwyth Arts Centre	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SY23 3DE
Heatherdale Holidays	Independent Free	Proprietary Club	Independent Free	SY23 3DT
Students Union Club	Independent Free	Registered Club	Independent Free	SY23 3DX
Maes Bangor Arms	Independent Free	Pubs & Full On	Independent Free	SY23 3LT
Welsh Black	Felinfoel	Pubs & Full On	Felinfoel	SY24 5AT
Pen Y Wern Holiday Park	Independent Free	Proprietary Club	Independent Free	SY23 4JT
Rhydyppennau Inn	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SY24 5AA
Bryn Owen Holiday Camp	Unknown	Proprietary Club	Unknown	SY24 5LS
Brynodyn Caravan Park Club	Independent Free	Proprietary Club	Independent Free	SY24 5NR
Glanymor Leisure Park	Independent Free	Proprietary Club	Independent Free	SY23 3DT
Little Italy	Independent Free	Restaurant	Independent Free	SY23 2JN
Penbryn Hall Of Residence	Independent Free	Registered Club	Independent Free	SY23 3BY
Penrhynoch Football Social Club	Independent Free	Registered Club	Independent Free	SY23 3ES
Sy23 Restaurant	Independent Free	Restaurant	Independent Free	SY23 2LN
Kanes Bar	Independent Free	Pubs & Full On	Independent Free	SY23 2BT
Black Lion	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SY23 3RA
Lord Beechings	Valiant Pub Company Ltd	Pubs & Full On	Valiant Pub Company Ltd	SY23 1LE
Yr Hen Orsaf	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SY23 1LH
Capel Bangor Golf & Country Club	Independent Free	Registered Club	Independent Free	SY23 3LL
Academy	Market Town Taverns	Pubs & Full On	Heron & Brearley	SY23 1DW
Park Lodge Hotel	Independent Free	Pubs & Full On	Independent Free	SY23 3TL
Baravin	Independent Free	Restaurant	Independent Free	SY23 2AP

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 Base: Great Britain  
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Restaurant	12	50.8	32.1	<b>158</b>			
Residential	4	16.9	2.7	<b>633</b>			

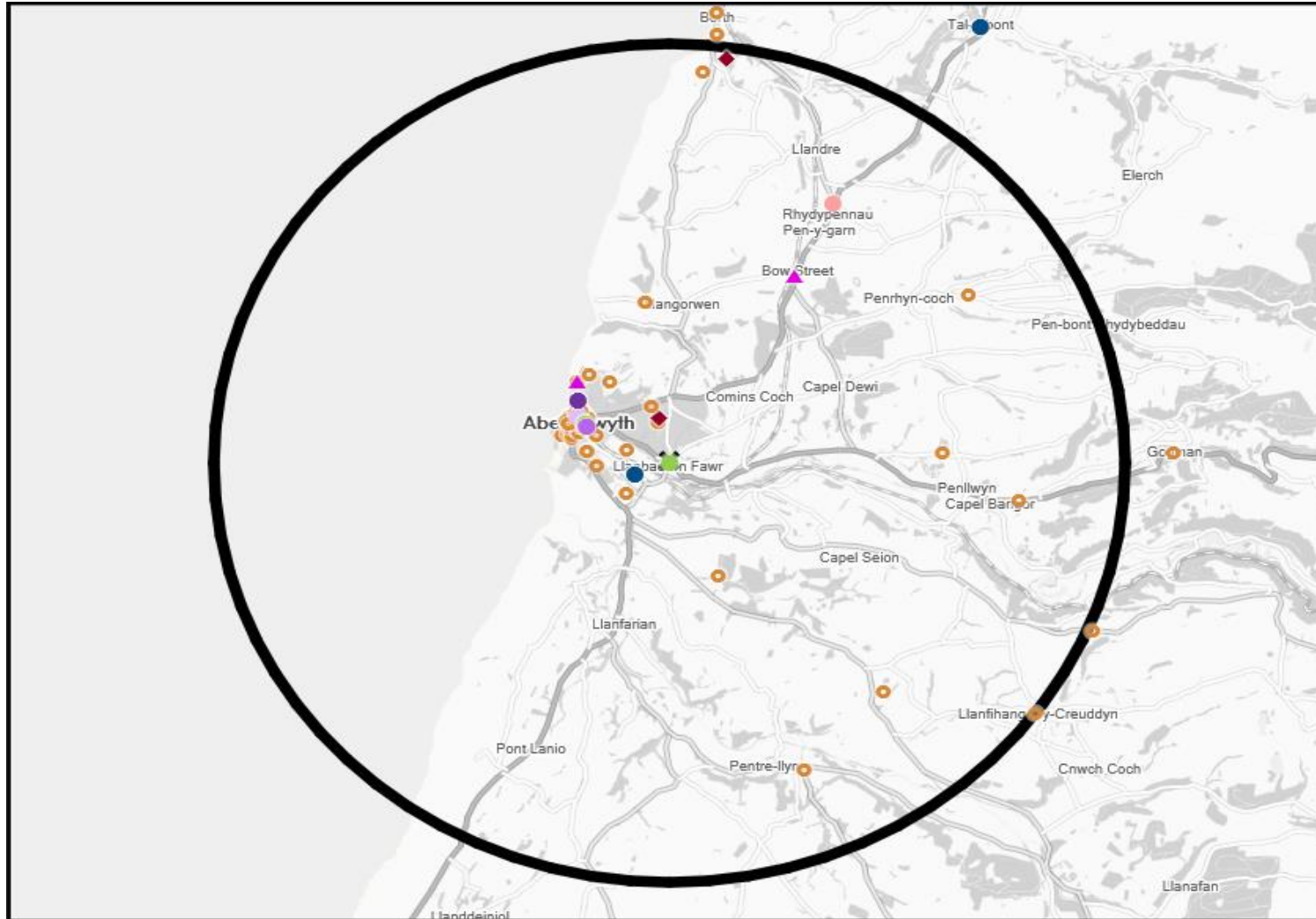
Name	Description	License Type	Owner Name	Postcode
Medina	Independent Free	Restaurant	Independent Free	SY23 1DL
Shilam	Independent Free	Restaurant	Independent Free	SY23 1LH
Aberystwyth Holiday Village	Independent Free	Proprietary Club	Independent Free	SY23 1TH
Gwesty Cymru	Independent Free	Pubs & Full On	Independent Free	SY23 2AZ
Pier Pavilion Wine Bar and Brasserie	Independent Free	Pubs & Full On	Independent Free	SY23 2AZ
Pier Pressure	Independent Free	Proprietary Club	Independent Free	SY23 2AZ
Y Consti	Independent Free	Restaurant	Independent Free	SY23 2DN
Upstairs At The Pier	Independent Free	Restaurant	Independent Free	SY23 2AZ
Nanteos Mansion	Independent Free	Pubs & Full On	Independent Free	SY23 4LU
Ultracomida	Independent Free	Restaurant	Independent Free	SY23 2LN
Starling Cloud	Marston's	Pubs & Full On	Marston's	SY23 3TL
Libertine	Independent Free	Pubs & Full On	Independent Free	SY23 2AJ
Med Delight	Independent Free	Restaurant	Independent Free	SY23 2ND
Sea Cadets	Independent Free	Registered Club	Independent Free	SY23 1PG
Glengower	Stange & Co. Ltd	Pubs & Full On	Stange & Co. Ltd	SY23 2DH
Penparcau Football Club	Independent Free	Registered Club	Independent Free	SY23 1RG
Y Banera	Independent Free	Pubs & Full On	Independent Free	SY23 2NN
Cwtsh	Independent Free	Pubs & Full On	Independent Free	SY23 2LJ
Haul Y Bore	Independent Free	Residential	Independent Free	SY23 4SA
Athro Lounge	Loungers	Pubs & Full On	Loungers	SY23 1LF

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 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:** P04453\_Black Lion, Aberystwyth, SY23 3RA (5 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	1,565	16.9	22.1	76		
 2 Rising Prosperity	359	3.9	10.2	38		
 3 Comfortable Communities	3,414	36.8	26.5	139		
 4 Financially Stretched	3,224	34.8	23.7	147		
 5 Urban Adversity	296	3.2	17.2	19		
 6 Not Private Households	410	4.4	0.3	1,286		
 Graph						
<b>Total households</b>	<b>9,268</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

**Acorn Groups within Category 4: Financially Stretched**

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

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 GROUP PROFILE - HOUSEHOLDS

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Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 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	393	4.2	11.3	37			
1.C Mature Money	1,172	12.6	9.6	131			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	359	3.9	6.4	61			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	2,499	27.0	5.7	470			
3.G Successful Suburbs	226	2.4	6.0	41			
3.H Steady Neighbourhoods	221	2.4	7.4	32			
3.I Comfortable Seniors	167	1.8	2.9	63			
3.J Starting Out	301	3.2	4.6	71			
<b>4. Financially Stretched</b>							
4.K Student Life	1,934	20.9	2.5	832			
4.L Modest Means	594	6.4	8.0	80			
4.M Striving Families	357	3.9	7.4	52			
4.N Poorer Pensioners	339	3.7	5.8	64			
<b>5. Urban Adversity</b>							
5.O Young Hardship	227	2.4	6.3	39			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	69	0.7	5.2	14			
<b>6. Not Private Households</b>							
6.R Not Private Households	410	4.4	0.3	1,286			
<b>Total households</b>	<b>9,268</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 <b>18-24</b>	Children at home <b>0</b>
House tenure <b>Privately renting</b>	Family structure <b>Single</b>
Number of beds <b>4+</b>	House type <b>Flat or maisonette</b>

**BRANDS**

SHOPPING:

LEISURE:

WEBSITES:

**DIGITAL ATTITUDES**

I worry about online security <b>58%</b> <small>UK average: 48%</small>	Shopping online makes my life easier <b>68%</b> <small>UK average: 62%</small>	I love the ease of using chat bots to get answers <b>44%</b> <small>UK average: 28%</small>
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**FINANCIAL PROFILE**

Household income <b>£33k</b> <small>UK Average: £40k</small>	London <b>£36k</b> <small>Average: £46k</small>	% Disposable income <b>26%</b> <small>UK Average: 43%</small>	London <b>16%</b> <small>Average: 23%</small>	Financial situation 
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**TOP BEHAVIOURS**

<b>Love to buy new gadgets and appliances</b>	<b>Research beauty online</b>	<b>Social media: Snapchat, YouTube and TikTok</b>
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CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Corn 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	221	2.4	2.6	90			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	108	1.2	2.2	52			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	30	0.3	1.5	21			
1.B.9 Well-off edge of towners	34	0.4	1.6	23			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	298	3.2	3.1	105			
1.C.11 Settled suburbia, older people	146	1.6	2.8	56			
1.C.12 Retired and empty nesters	655	7.1	2.5	287			
1.C.13 Upmarket downsizers	73	0.8	1.3	61			
<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	172	1.9	2.0	94			
2.E.19 First time buyers in small, modern homes	187	2.0	3.4	59			
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	725	7.8	1.5	515			
3.F.22 Older couples and families in rural areas	608	6.6	1.0	653			
3.F.23 Owner occupiers in small towns and villages	1,166	12.6	3.2	392			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	16	0.2	2.7	6			
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	2.3	2.4	93			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	103	1.1	3.5	32			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	118	1.3	2.3	54			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	81	0.9	2.4	37			
3.I.31 Elderly singles in purpose-built accommodation	86	0.9	0.5	191			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	124	1.3	2.2	62			
3.J.33 Smaller houses and starter homes	177	1.9	2.4	80			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1,179	12.7	0.3	3,798			
4.K.35 Term-time terraces	607	6.5	0.2	2,630			
4.K.36 Educated young people in flats and tenements	148	1.6	1.9	83			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	120	1.3	1.4	90			
4.L.38 Semi-skilled workers in traditional neighbourhoods	373	4.0	2.6	153			
4.L.39 Fading owner occupied terraces	101	1.1	2.9	37			
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	115	1.2	1.6	78			
4.M.42 Struggling young families in post-war terraces	147	1.6	1.6	97			
4.M.43 Families in right-to-buy estates	36	0.4	2.0	19			
4.M.44 Post-war estates, limited means	59	0.6	2.2	29			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	57	0.6	1.0	60			
4.N.47 Low income older people in smaller semis	202	2.2	2.2	98			
4.N.48 Pensioners and singles in social rented flats	80	0.9	1.7	51			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	15	0.2	2.2	7			
5.O.50 Struggling younger people in mixed tenure	144	1.6	1.8	86			
5.O.51 Young people in small, low cost terraces	68	0.7	2.3	32			
<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	30	0.3	1.5	21			
5.Q.58 Singles and young families, some receiving benefits	39	0.4	1.8	24			
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	12	0.1	0.1	218			
6.R.61 Inactive communal population	398	4.3	0.3	1,508			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>9,268</b>						

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

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 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%



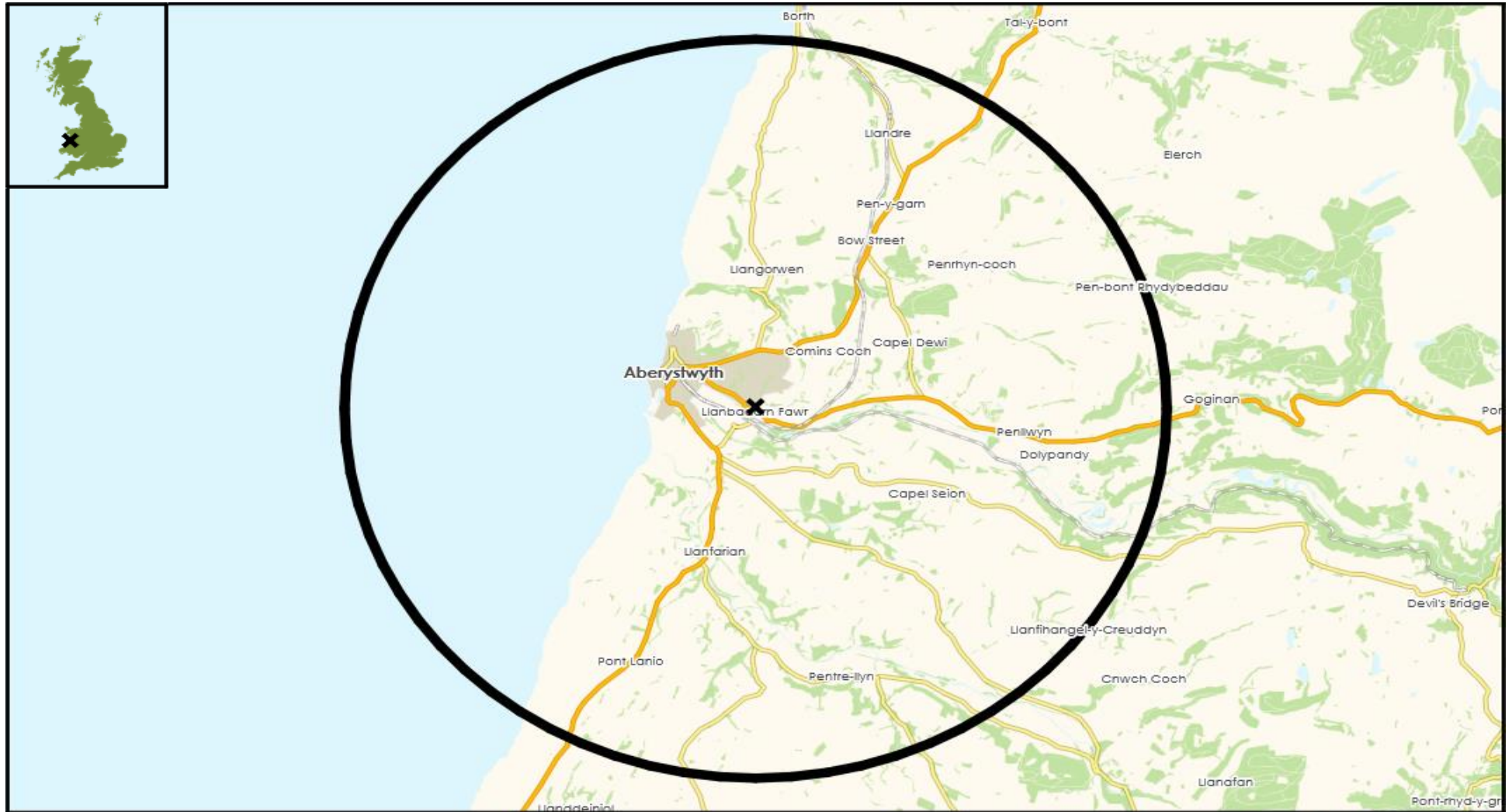


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 Mile contour)



# POPULATION PROJECTIONS

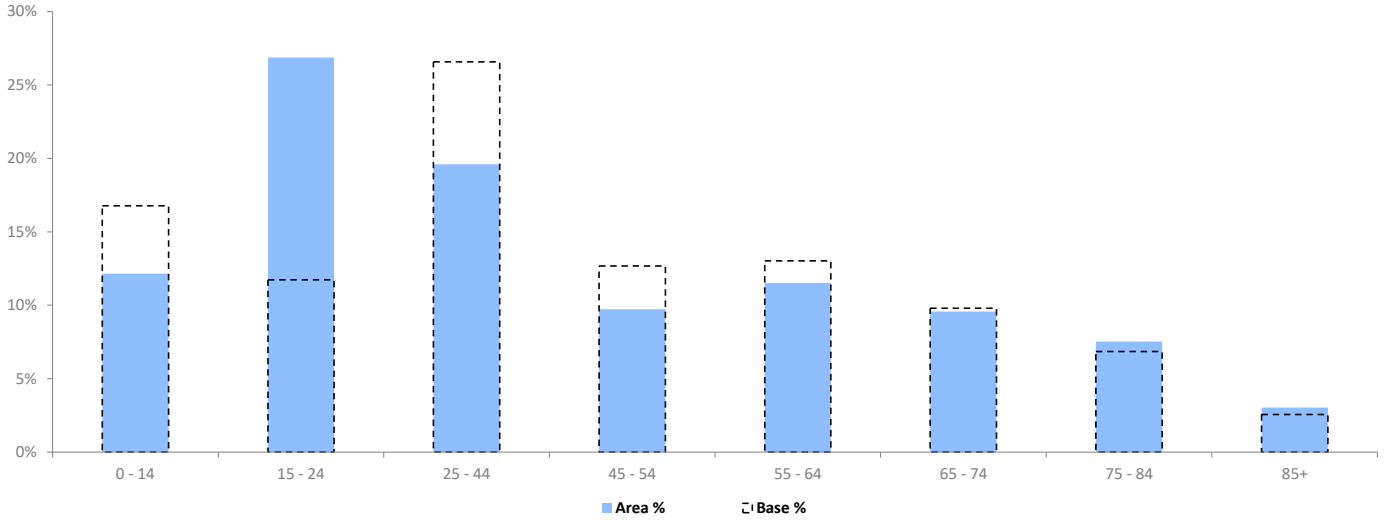
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Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 Mile contour)

Base: Great Britain

Year: 2023

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,872	12.1	16.8	72			
15 - 24	6,351	26.9	11.7	<b>229</b>			
25 - 44	4,633	19.6	26.6	74			
45 - 54	2,301	9.7	12.7	77			
55 - 64	2,724	11.5	13.0	88			
65 - 74	2,263	9.6	9.8	98			
75 - 84	1,782	7.5	6.9	<b>110</b>			
85+	715	3.0	2.6	<b>119</b>			
<b>Total population</b>	<b>23,641</b>						



# EXPENDITURE

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Area: P04453\_Black Lion, Aberystwyth, SY23 3RA (5 Mile contour)  
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 Year: 2023

## EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£657,669	£67.68	£66.95	<b>101</b>			
2. Alcoholic beverages, tobacco and narcotics	£265,692	£27.34	£28.12	97			
3. Clothing & Footwear	£229,202	£23.59	£22.40	<b>105</b>			
4. Housing, water, electricity, gas and other fuels	£1,023,400	£105.31	£107.19	98			
5. Furnishings, equipment and routine maintenance	£355,100	£36.54	£36.85	99			
6. Health	£127,601	£13.13	£13.48	97			
7. Transport	£1,700,267	£174.96	£134.74	<b>130</b>			
8. Communication	£155,750	£16.03	£15.74	<b>102</b>			
9. Recreation & Culture	£757,906	£77.99	£64.16	<b>122</b>			
10. Education	£313,181	£32.23	£22.26	<b>145</b>			
11. Restaurants & Hotels	£669,218	£68.86	£67.11	<b>103</b>			
12. Miscellaneous goods and services	£1,090,358	£112.20	£109.86	<b>102</b>			
<b>Total Expenditure</b>	<b>£7,345,345</b>	<b>£755.85</b>	<b>£688.85</b>	<b>110</b>			

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.