

# CGA LICENCED PREMISES

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Area: P04572\_ Stag & Pheasant, Carmarthenshire,  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	25	207.8	81.7	<b>254</b>			
Proprietary Club	1	8.3	7.3	<b>114</b>			
Registered Club	4	33.2	28.2	<b>118</b>			
Restaurant	3	24.9	32.1	78			
Residential	2	16.6	2.7	<b>621</b>			

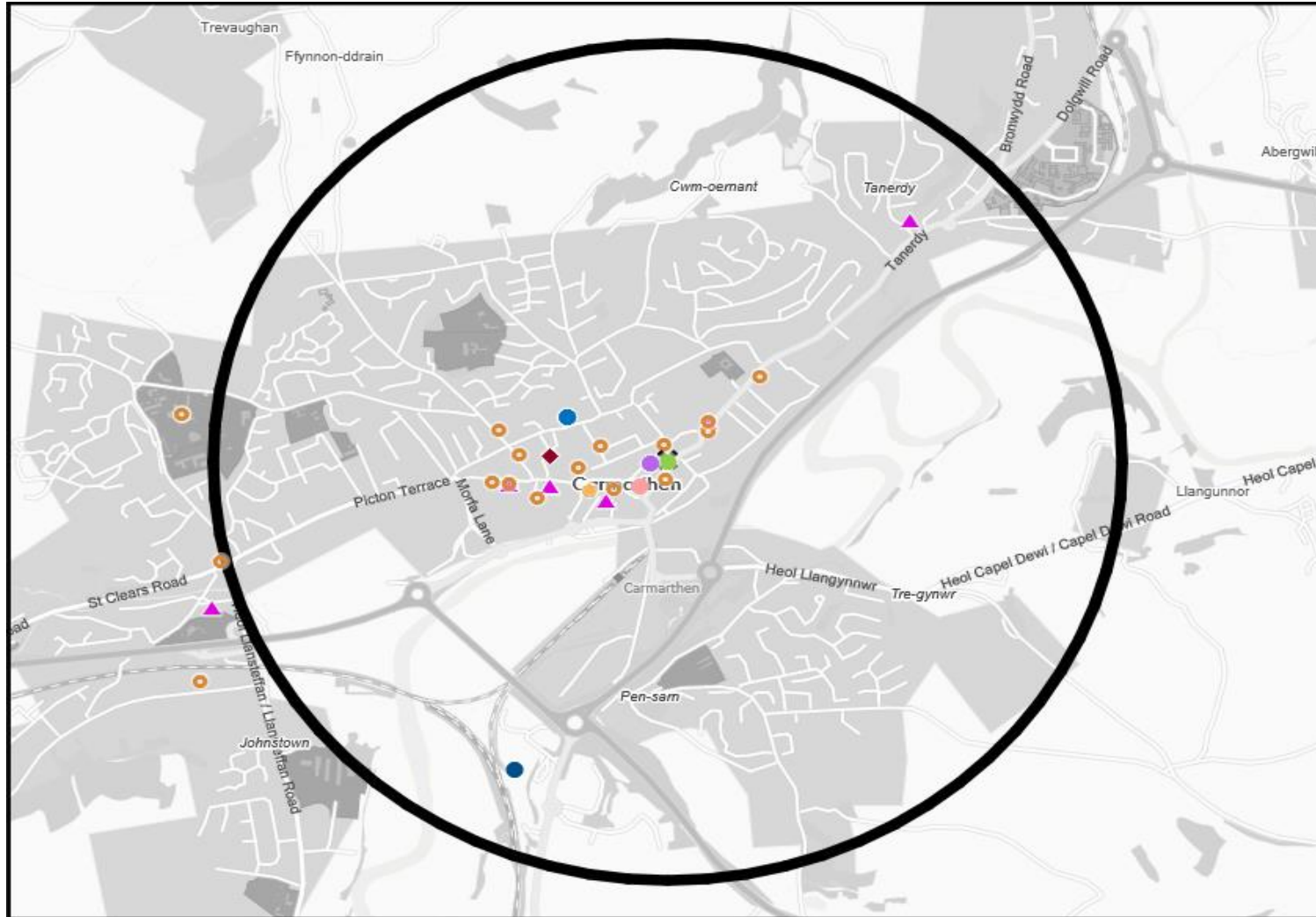
Name	Description	License Type	Owner Name	Postcode
New Curiosity	Independent Free	Restaurant	Independent Free	SA31 1BH
Spillman Hotel	Independent Free	Residential	Independent Free	SA31 1LQ
Ivy Bush Royal Hotel	Independent Free	Pubs & Full On	Independent Free	SA31 1LG
Stag & Pheasant	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	SA31 1LQ
Castle Hotel	Felinfoel	Pubs & Full On	Felinfoel	SA31 1LR
Old Priory Guest House	Independent Free	Residential	Independent Free	SA31 1NE
Gremlin Club	Independent Free	Pubs & Full On	Independent Free	SA31 1PR
Mansel Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	SA31 1QX
Dog & Piano	Independent Free	Pubs & Full On	Independent Free	SA31 1PY
Coracle Tavern	Independent Free	Pubs & Full On	Independent Free	SA31 1QG
New Stags Head	Independent Free	Pubs & Full On	Independent Free	SA31 1QL
Dairies Sports & Social Club	Independent Free	Registered Club	Independent Free	SA31 1RG
Plume Of Feathers	Marston's	Pubs & Full On	Brain	SA31 1TN
Rose & Crown	Tomos Watkin & Son	Pubs & Full On	Tomos Watkin & Son	SA31 3AE
Boars Head Hotel	Felinfoel	Pubs & Full On	Felinfoel	SA31 3AE
Park Hotel	Independent Free	Pubs & Full On	Independent Free	SA31 3AP
Golden Lion	Felinfoel	Pubs & Full On	Felinfoel	SA31 3AP
Drovers Arms	Felinfoel	Pubs & Full On	Felinfoel	SA31 3AP
Falcon Hotel	Independent Free	Pubs & Full On	Independent Free	SA31 3AP
Queensway Restaurant	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	SA31 1JR
Athletic Rugby Club	Independent Free	Registered Club	Independent Free	SA31 3AN
Tafarn Tanerdy	Marston's	Pubs & Full On	Brain	SA31 2EZ
Cwrw	Independent Free	Pubs & Full On	Independent Free	SA31 1BS
Fortune House	Independent Free	Restaurant	Independent Free	SA31 1LS
Bro-Myrddinindoor Bowling Centre	Independent Free	Proprietary Club	Independent Free	SA31 3BG
Yr Hen Dderwen	Wetherspoons GB	Pubs & Full On	Wetherspoons GB	SA31 1BH
St Peters Civic Hall	Independent Free	Registered Club	Independent Free	SA31 1PG
Lyric Theatre	Independent Free	Pubs & Full On	Independent Free	SA31 1BH
Pizza Express	Hony Capital	Restaurant	Hony Capital	SA31 1GA
Vue	Omers Private Equity	Pubs & Full On	Omers Private Equity	SA31 1GA
Toby Carvery	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SA31 1GA
Harvester St Catherine's Walk	Mitchells & Butlers	Pubs & Full On	Mitchells & Butlers	SA31 1GA
Carmarthen Town Afc	Independent Free	Registered Club	Independent Free	SA31 1LR
Caraway	Marston's	Pubs & Full On	Marston's	SA31 2NG
Cofio Lounge	Loungers	Pubs & Full On	Loungers	SA31 1PR

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (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: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	836	15.0	22.1	68		
2 Rising Prosperity	61	1.1	10.2	11		
3 Comfortable Communities	1,244	22.3	26.5	84		
4 Financially Stretched	2,696	48.3	23.7	<b>204</b>		
5 Urban Adversity	739	13.2	17.2	77		
6 Not Private Households	3	0.1	0.3	16		
<b>Total households</b>		<b>5,579</b>				

Acorn Category Pen Portrait

**5 Urban Adversity** 8.4M UK Adults    15.9% of UK

**Age range**  
25-34

**Financial situation**  
Running into debt    Saving a lot

**Children at home**  
3+

**House type**  
Flat or terraced

**House tenure**  
Social renting

**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:** P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (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	321	5.8	11.3	51		
1.C Mature Money	515	9.2	9.6	96		
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	3.8	0		
2.E Career Climbers	61	1.1	6.4	17		
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	490	8.8	5.7	153		
3.G Successful Suburbs	260	4.7	6.0	78		
3.H Steady Neighbourhoods	286	5.1	7.4	69		
3.I Comfortable Seniors	114	2.0	2.9	72		
3.J Starting Out	94	1.7	4.6	37		
<b>4. Financially Stretched</b>						
4.K Student Life	1	0.0	2.5	1		
4.L Modest Means	1,260	22.6	8.0	283		
4.M Striving Families	555	9.9	7.4	134		
4.N Poorer Pensioners	880	15.8	5.8	274		
<b>5. Urban Adversity</b>						
5.O Young Hardship	626	11.2	6.3	180		
5.P Struggling Estates	86	1.5	5.7	27		
5.Q Difficult Circumstances	27	0.5	5.2	9		
<b>6. Not Private Households</b>						
6.R Not Private Households	3	0.1	0.3	16		
<b>Total households</b>	<b>5,579</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: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Acorn Structure  
 Index  
 Profile %

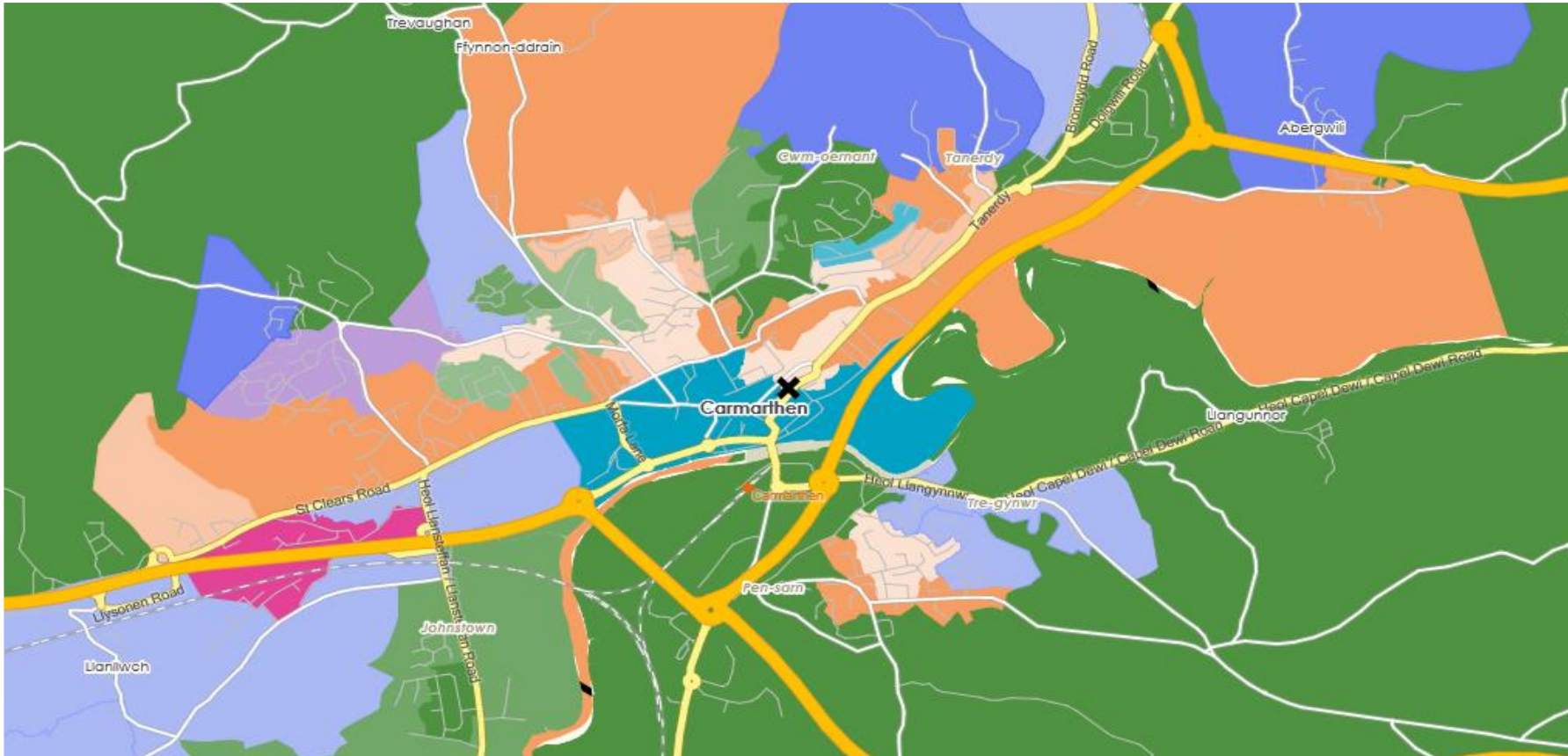
Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	184	3.3	2.6	125			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	136	2.4	2.2	110			
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	1	0.0	1.6	1			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	6	0.1	3.1	3			
1.C.11 Settled suburbia, older people	113	2.0	2.8	72			
1.C.12 Retired and empty nesters	384	6.9	2.5	279			
1.C.13 Upmarket downsizers	12	0.2	1.3	17			
<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	60	1.1	2.0	54			
2.E.19 First time buyers in small, modern homes	1	0.0	3.4	1			
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	2	0.0	1.5	2			
3.F.22 Older couples and families in rural areas	116	2.1	1.0	207			
3.F.23 Owner occupiers in small towns and villages	372	6.7	3.2	208			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	216	3.9	2.7	144			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	44	0.8	2.4	33			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	212	3.8	3.5	110			
3.H.28 Owner occupied terraces, average income	1	0.0	1.6	1			
3.H.29 Established suburbs, older families	73	1.3	2.3	56			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	54	1.0	2.4	41			
3.I.31 Elderly singles in purpose-built accommodation	60	1.1	0.5	221			
<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	94	1.7	2.4	70			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	1	0.0	0.3	5			
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	107	1.9	1.4	133			
4.L.38 Semi-skilled workers in traditional neighbourhoods	626	11.2	2.6	427			
4.L.39 Fading owner occupied terraces	527	9.4	2.9	324			
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	107	1.9	1.6	120			
4.M.42 Struggling young families in post-war terraces	37	0.7	1.6	40			
4.M.43 Families in right-to-buy estates	135	2.4	2.0	119			
4.M.44 Post-war estates, limited means	276	4.9	2.2	227			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	70	1.3	0.8	159			
4.N.46 Elderly people in social rented flats	91	1.6	1.0	158			
4.N.47 Low income older people in smaller semis	385	6.9	2.2	309			
4.N.48 Pensioners and singles in social rented flats	334	6.0	1.7	351			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	278	5.0	2.2	228			
5.O.50 Struggling younger people in mixed tenure	170	3.0	1.8	169			
5.O.51 Young people in small, low cost terraces	178	3.2	2.3	141			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	86	1.5	1.6	99			
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	27	0.5	1.8	27			
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	3	0.1	0.3	19			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,579</b>						

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: P04572\_Stag & Pheasant, Carmarthenshire, SA31 1LQ (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
	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
4. Financially Stretched	R. Not Private Households	60-62
5. Urban Adversity		
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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