

CGA LICENCED PREMISES - LICENCES

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Area: P04522_Markets Tavern, Brecon, LD3 7BL (5

		D. 1000	D. 1000				
Licence Type	Profile	Per 1000	Per 1000	Index	0	100	200
		Pop (Area)	Pop (Base)				
Pubs and Bars							
Branded Food Pub	0	0.0	2.9	0			
Cocktail Bar	0	0.0	1.4	0			
Community Pub	5	41.9	26.8	156			
Craft Bar	0	0.0	1.2	0			
Educational Bar	0	0.0	0.9	0			
Late Night Bar	0	0.0	2.0	0			
Themed Bar	0	0.0	0.5	0			
Themed Pub	0	0.0	0.3	0			
Unbranded Food Pub	6	50.3	13.8	364			
Unthemed High Street Pub	7	58.7	8.9	657			
Wine Bar	0	0.0	1.0	0			
Restaurants and Cafes							
Bar Restaurant	1	8.4	5.0	168			
Cafe/Delicatessen	1	8.4	1.8	456			
Casual Dining Restaurant	0	0.0	7.6	0			
Restaurant	4	33.5	21.7	155			
Accomodation and Functions				_			
Conference/Exhibition/Function/Banquet	0	0.0	3.6	0			
Guest/Boarding House Hotel	1 3	8.4	2.5 10.8	336			
Hotel	3	25.2	10.8	233			
Sports and Community							
Bowling Alley	0	0.0	0.3	0			
Commercially Run Sports Venue/Stadium	0	0.0	0.5	0			
Golf Club	2	16.8	3.1	535			
Local Sports Club	2	16.8	11.9	141			
Snooker Club	0	0.0	0.0	0			
Social Club	4	33.5	12.0	280			
Spa and Country Club	0	0.0	0.2	0			
Sports and Leisure Centre	1	8.4	1.9	432			
Entertainment and Leisure							
Arena	0	0.0	0.0	0			
Ballroom	0	0.0	0.0	0			
Bingo Hall	0	0.0	0.4	0			
Casino	0	0.0	0.2	0			
Cinema	0	0.0	0.5	0			
Holiday/Caravan Park	0	0.0	1.3	0			
Nightclub	0	0.0	1.2	0			
Street Market	0	0.0	0.0	0			
Theatre	1	8.4	1.0	829			
Unknown	0	0.0	0.0	0			



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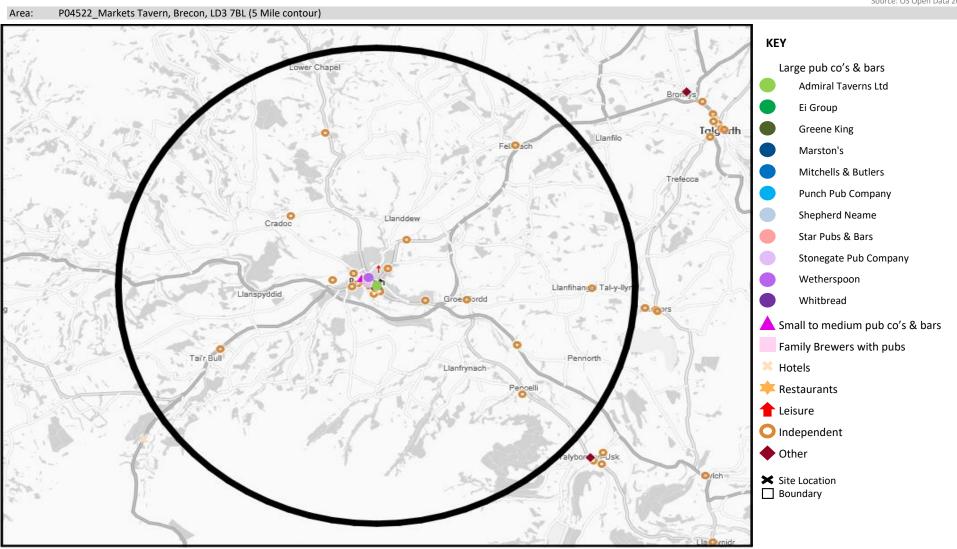
Name	Description	License Type	Owner Name	Postcode
Plough & Harrow Inn	Independent Free	Unbranded Food Pub	Independent Free	LD 3 OUB
Northcote Conservative Club	Independent Free	Social Club	Independent Free	LD 3 7AA
Wellington Hotel	Marston's	Hotel	Brain	LD 3 7AD
Sarah Siddons	Stonegate Pub Company	Unthemed High Street	F Stonegate Pub Company	LD 3 7AP
Markets Tavern	Admiral Taverns Ltd	Community Pub	Admiral Taverns Ltd	LD 3 7BL
Rorkes Drift	Unknown	Unthemed High Street	F Unknown	LD 3 7DG
Clarence Inn	Independent Free	Unthemed High Street	F Independent Free	LD 3 7ED
Gremlin Hotel	Independent Free	Unthemed High Street	F Independent Free	LD 3 7EG
Brecon Tap	Independent Free	Unthemed High Street	F Independent Free	LD 3 7LB
George Hotel	Wetherspoons GB	Unthemed High Street	F Wetherspoons GB	LD 3 7LD
Brecon Rugby Club	Independent Free	Local Sports Club	Independent Free	LD 3 7EL
Rafa Club	Independent Free	Social Club	Independent Free	LD 3 7LT
Royal Oak Inn	Independent Free	Unbranded Food Pub	Independent Free	LD 3 7LX
Nythfa House Hotel	HF Holidays Ltd	Community Pub	HF Holidays Ltd	LD 3 7NN
Three Horseshoes	Independent Free	Community Pub	Independent Free	LD 3 7SN
Black Cock Inn	Independent Free	Community Pub	Independent Free	LD 3 7TL
Old Ford Inn	Independent Free	Unbranded Food Pub	Independent Free	LD 3 7YB
Peterstone Court Hotel	Independent Free	Hotel	Independent Free	LD 3 7YB
Bridge	Independent Free	Guest/Boarding House	Independent Free	LD 3 8AH
Three Horse Shoes	Independent Free	Community Pub	Independent Free	LD 3 8AL
Tair Bull Inn	Independent Free	Unbranded Food Pub	Independent Free	LD 3 8EL
Brecon Golf Club	Independent Free	Golf Club	Independent Free	LD 3 8PA
Brecon Working Mens Club	Independent Free	Social Club	Independent Free	LD 3 9AN
Castle Of Brecon	Coaching Inn Group Ltd	Hotel	RedCat Pub Company	LD 3 9DB
Cradoc Golf Club	Independent Free	Golf Club	Independent Free	LD 3 9LP
Seland Newydd	Independent Free	Unbranded Food Pub	Independent Free	LD 3 9PY
Griffin Inn	Independent Free	Unbranded Food Pub	Independent Free	LD 3 OUB
Brecon Leisure Centre	Independent Free	Sports and Leisure Cen	t Independent Free	LD 3 9SR
Theatr Brycheniog	Independent Free	Theatre	Independent Free	LD 3 7EW
Mod Brecon	Independent Free	Social Club	Independent Free	LD 3 7RA
Hills	Independent Free	Restaurant	Independent Free	LD 3 9SW
Puzzle Tree	Independent Free	Unthemed High Street	F Independent Free	LD 3 7EG
Lounge Cafe Bar	Independent Free	Bar Restaurant	Independent Free	LD 3 7LA
Brecon Bowling Club	Independent Free	Local Sports Club	Independent Free	LD 3 9BA
Zeera	Independent Free	Restaurant	Independent Free	LD 3 7LT
Gurkha Corner Restaurant	Independent Free	Restaurant	Independent Free	LD 3 7DW
Bijou Deli Cafe	Independent Free	Cafe/Delicatessen	Independent Free	LD 3 7EG
Gorkha & Khukuri	Independent Free	Restaurant	Independent Free	LD 3 8PA



MAP OF AREA

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Source: OS Open Data 2018







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

ACORN CATEGORY PROFILE - HOUSEHOLDS

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P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour) Area: **Great Britain**

Base: Year: 2024

Acorn Cate	egory D	escription	Area Profile	% for Area	% for Base	Index 0	100	200
	1	Luxury Lifestyles	1	0.0	3.1	1		
	2	Established Affluence	244	4.5	12.3	37		
	3	Thriving Neighbourhoods	819	15.2	22.6	67		
	4	Steadfast Communities	2,436	45.2	25.2	179		
	5	Stretched Society	1,253	23.3	21.1	110		
	6	Low Income Living	607	11.3	15.4	73		
	7	Not Private Households	26	0.5	0.4	124		

Total households 5,386

Acorn Category Pen Portrait





















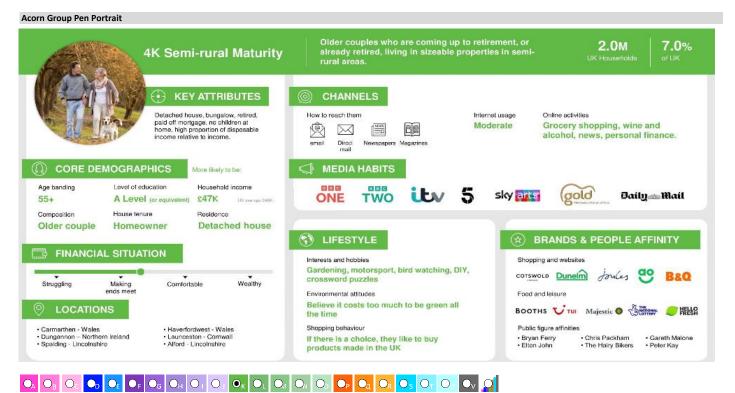


CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

Area: P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour)

n Group Desc	ription	Area Profile	% for Area	% for Base	Index 0	100	
1. Luxury l	Lifestyles						
1. Luxury I	Exclusive Addresses	0	0.0	0.3	0		
1.A 1.B	Flourishing Capital	0	0.0	1.0	0		
1.C	Upmarket Families	1	0.0	1.8	1		
	hed Affluence	-	0.0	1.0	-		
2.D	Commuter Belt Wealth	244	4.5	9.1	50		
2.E	Prosperous Professionals	0	0.0	3.2	0		
	g Neighbourhoods	ű	0.0	5.2			
3.F	Mature Success	611	11.3	7.0	161		
3.G	Settled Suburbia	40	0.7	5.2	14		
3.H	Metropolitan Surroundings	0	0.0	1.6	0		
3.1	Up-and-coming Urbanites	0	0.0	3.2	0		
3.J	Aspiring Communities	168	3.1	5.5	56		
4. Steadfa	st Communities						
4.K	Semi-rural Maturity	1,397	25.9	6.7	385		
4.L	Traditional Homeowners	187	3.5	6.0	58		
4.M	Family Renters	72	1.3	4.6	29		
4.N	Urban Diversity	0	0.0	2.6	0		
4.0	Stable Seniors	780	14.5	5.3	271		
5. Stretch	ed Society						
5.P	Tenant Living	192	3.6	8.3	43		
5.Q	Limited Budgets	410	7.6	5.2	146		
5.R	Hard-up Households	651	12.1	7.6	159		
6. Low Inc	ome Living						
6.S	Cash-strapped Families	180	3.3	7.3	46		
6.T	Constrained Pensioners	396	7.4	3.3	223		
6.U	Challenging Circumstances	31	0.6	4.8	12		
	vate Households						
7.V	Not Private Households	26	0.5	0.4	124		
	useholds	5,386					







CATEGORY GROUP TYPE MAP WHAT IS ACORN?



ACORN TYPE PROFILE - HOUSEHOLDS

Area: P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour)

Base: Great Britain



orn Type Description			Area Profile	% for Area	% for Base	Index	0 100
			Alcarronic	70 IOI AICU	70 TOT DUSC	шисх	0 100
Luxury Lifestyles 1.A Exclusive Addresses							
	1.A.1 1.A.2	High-flyers in luxury apartments and townhouses Wealthy, gentrified areas	0	0.0 0.0	0.1 0.1	0 0	
1.B Flourishing Capital	1.A.3	Asset-rich, out-of-town older families	0	0.0	0.1	0	
	1.B.4 1.B.5	High-end professionals in city flats Successful young families in smart urban areas	0	0.0 0.0	0.5 0.5	0 0	
1.C Upmarket Families	1.C.6	Executives in expensive suburban houses	0	0.0	1.1	0	
Established Affluence	1.C.7	Prosperous families in green-belt areas with substantial homes	1	0.0	0.8	2	
.D Commuter Belt Wealth	2.D.8	Affluent, older homeowners	0	0.0	2.1	0	
	2.D.9	Families and couples in comfortable homes Well-off families in larger semis	12 0	0.2 0.0	1.6 1.1	14 0	
	2.D.11	Mature and moneyed out-of-towners Well-to-do empty nesters in detached houses	13 219	0.2 4.1	2.1 2.2	11 188	
2.E Prosperous Professionals		Families in leafy suburbs	0	0.0	1.3	0	
	2.E.14	Upmarket young families in terraces	0	0.0 0.0	0.9	0	
Comfortable Communities	2.E.15	Educated professionals renting flats	U	0.0	1.0	U	
3.F Mature Success		Families and couples in detached houses	4	0.1	2.0	4	
	3.F.17 3.F.18	Older, rural empty nesters and couples Countryside retirees in spacious houses	594 6	11.0 0.1	2.7 0.1	416 131	
.G Successful Suburbs		Sophisticated couples living comfortably in detached homes	7	0.1	2.3	6	
		Mixed lifestages in semi-detached homes Mid-life suburban living	0 40	0.0 0.7	2.4 2.7	0 27	
.H Metropolitan Surroundings	3.H.22	Younger families and sharers in city terraces	0	0.0	1.0	0	
3.I Up-and-coming Urbanites		Culturally diverse suburban families	0	0.0	0.7	0	
	3.I.24 3.I.25	Young professionals renting city flats Privately renting students and house sharers	0	0.0 0.0	1.3 0.3	0 0	
3.J Aspiring Communities	3.1.26	Younger couples and singles in flats	0	0.0	1.7	0	
-	3.J.27 3.J.28	Professional families and couples in suburban, owner-occupied areas Families and couples in terraces	104 64	1.9 1.2	3.2 2.3	59 52	
Steadfast Communities J.K Semi-rural Maturity							
and Schill Ideal Macarity	4.K.29 4.K.30	Senior home-owning couples Empty nesters in owner-occupied detached homes	499 542	9.3 10.1	3.0 2.5	306 407	
	4.K.31	Comfortable, home-owning families and empty nesters Older comfortable families and couples in detached, rural properties	5	0.1	0.7	14 1,329	
II Toodisional Hamanana	4.K.32 4.K.33	Retirees in semi-detached and detached properties	351 0	6.5 0.0	0.5 0.1	0	
4.L Traditional Homeowners	4.L.34	Older owner-occupier households in semis	181	3.4	3.0	110	
.M Family Renters	4.L.35	Settled communities, semi-detached properties	6	0.1	2.9	4	
		Cost-conscious families in terraces Restricted residents, socially renting	42 30	0.8 0.6	2.2 2.4	35 24	
.N Urban Diversity	4.N.38	Younger families, multi-occupancy and rented households	0	0.0	1.0	0	
		Diverse communities in smaller semis and terraces Young families, limited means in terraced metropolitan areas	0	0.0 0.0	0.7 0.9	0 0	
.O Stable Seniors	4.0.41	Living on modest means in terraces	304	5.6	2.7	206	_
		Retired homeowners in semi-detached and detached houses Older couples living in detached houses, rural communities	274 202	5.1 3.8	1.6 1.0	316 378	
Stretched Society J.P Tenant Living							
	5.P.44 5.P.45	Urban, aspiring flat dwellers Privately renting squeezed professionals in flats	0	0.0 0.0	1.4 2.9	0	
	5.P.46	Sharers and students in private rentals Singles and couples in rented flats	0 192	0.0 3.6	1.0 3.0	0 118	
.Q Limited Budgets		Routine occupations, socially renting families in semis	127	2.4	3.3	72	_
i.R Hard-up Households	5.Q.49	Socially renting single adult households	283	5.3	1.9	273	
Tura aprioascilolas		Single-parent families in terraced housing Older, single-person households on the outskirts of town	271 136	5.0 2.5	3.2 2.3	155 108	
Low Income Living		Socially renting families in terraces	244	4.5	2.3	222	
Low Income Living 6.S Cash-strapped Families	6 5 53	Diverse families and sharers in flats		0.0	4.7	^	
	6.S.54	Young families in socially rented semis	0 37	0.0 0.7	1.7 1.9	0 37	
	6.S.55 6.S.56	Families in low-value terraced housing Diverse young families in rented terraces and flats	143 0	2.7 0.0	3.0 0.8	88 0	_
5.T Constrained Pensioners	6.T.57	Older renters in flats and tenements	217	4.0	2.0	203	
i.U Challenging Circumstances	6.T.58	Poorer pensioners in semis	179	3.3	1.3	254	
	6.U.59 6.U.60	Students and sharers in multi-occupancy flats Socially renting single adult households in flats	0	0.0 0.0	0.2 0.9	0	
Not Private Households		Socially rented flats, singles and pensioners	31	0.6	3.6	16	
7.V Not Private Households	7.V.62	Students in halls of residence	3	0.1	0.1	42	
	7.V.63 7.V.64	Active communal populations Inactive communal populations	0 23	0.0 0.4	0.0 0.2	0 204	
	7.V.65	Non-residential postcodes	0	0.0	0.0	0	
		Total households	5,386				



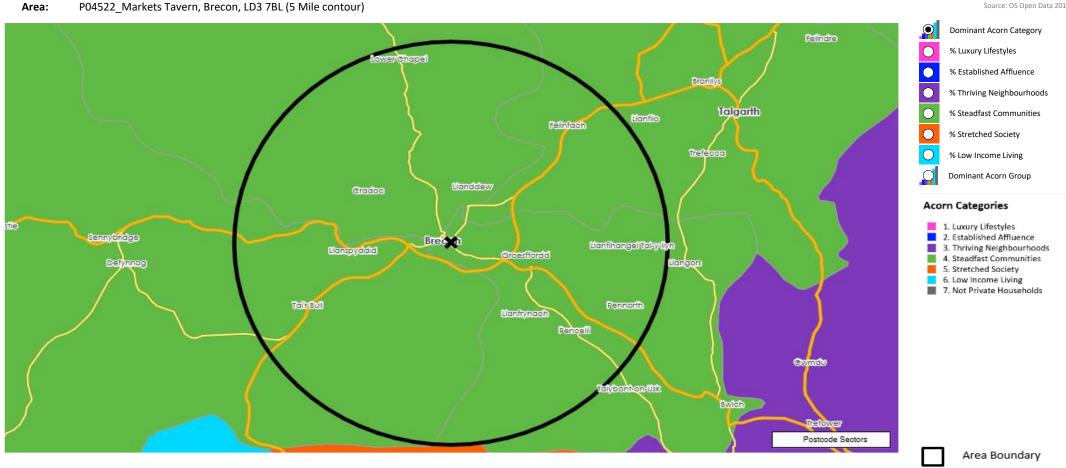


CATEGORY GROUP TYPE MAP WHAT IS ACORN?

DOMINANT ACORN CATEGORY - HOUSEHOLDS

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Source: OS Open Data 2018







CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN - WHAT IS IT?



WHAT IS ACORN?

Acorn is the leading geodemographic segmentation of residential neighbourhoods in the UK. It classifies each postcode in the country into one of 7 categories, 22 groups and 65 types that give a distinctive picture of the kinds of people who live in an area.

Acorn is a powerful targeting tool that combines geography with demographics and lifestyle information, and the places where people live with their underlying characteristics and behaviour, to create a tool for understanding the different types of people in different areas throughout the country. It provides a detailed understanding of the people who interact with your organisation and helps you learn about their relationship with you. This knowledge gives you the opportunity to target, acquire and develop profitable customer relationships and improve service delivery.

ACORN STRUCTURE

CATEGORY	GROUP	TYPE
	1.A. Exclusive Addresses	1-3
1. Luxury Lifestyles	1.B. Flourishing Capital	4-5
	1.C. Upmarket Families	6-7
2. Established Affluence	2.D. Commuter-Belt Wealth	8-12
2. Established Affluence	2.E. Prosperous Professionals	13-15
	3.F. Mature Success	16-19
	3.G. Settled Suburbia	20-21
3. Thriving Neighbourhoods	3.H. Metropolitan Surroundings	22-23
	3.I. Up-and-Coming Urbanites	24-26
	3.J. Aspiring Communities	27-28
	4.K. Semi-Rural Maturity	29-33
	4.L. Traditional Homeowners	34-35
4. Steadfast Communities	4.M. Family Renters	36-37
	4.N. Urban Diversity	38-40
	4.O. Stable Seniors	41-43
	5.P. Tenant Living	44-47
5. Stretched Society	5.Q. Limited Budgets	48-49
	5.R. Hard-Up Households	50-52
	6.S. Cash-Strapped Families	53-56
6. Low Income Living	6.T. Constrained Pensioners	57-58
	6.U. Challenging Circumstances	59-61
7. Not Private Households	7.V. Not Private Households	62-65

ADDITIONAL INFORMATION



For more information, click here to visit the website:

INTERPRETING THE REPORT

The Acorn Detailed Report helps you understand the underlying demographics and lifestyle attributes of your catchment by comparing them to the GB/UK average.

AREA PROFILE

Total figures exclude business addresses without residential population

INDEX

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

PERCENTAGE

 $\ensuremath{\mbox{\%}}$ for Area: Calculates the percentages of each category, group or type for the catchment

% for Base: Calculates the percentages of each category, group or type for the base catchment

REPORT INFORMATION

Category, Group & Type: Use these tabs to look up the Profile breakdown of your catchment at the different levels of Acorn

Map: Use this tab to see an Acorn heatmap on your catchment and the surrounding area

What is Acorn: Use this tab to find out more detail about Acorn and what this report shows





MAP OF AREA

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Source: OS Open Data 2018

P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour) Area: Talgarth Llanddew Sennybridge Breck Llanfihangel Tal-y-li Llanspyddid Groesffordd Defynnog Pennorth lybont-on-Usk

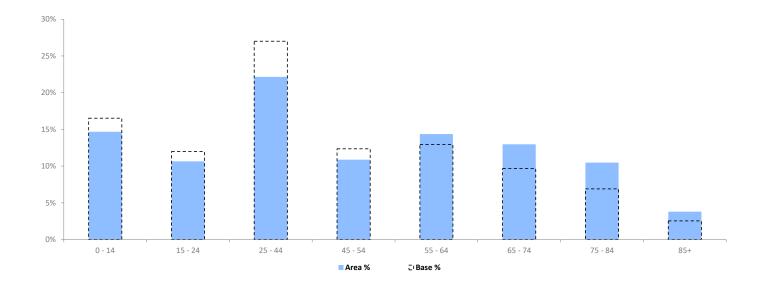


POPULATION PROJECTIONS

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Area: P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour)

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	1,751	14.7	16.5	89			
15 - 24	1,271	10.7	12.0	89			
25 - 44	2,644	22.2	27.0	82			
45 - 54	1,298	10.9	12.4	88			
55 - 64	1,713	14.4	13.0	111			
65 - 74	1,547	13.0	9.7	134			
75 - 84	1,249	10.5	6.9	152			
85+	453	3.8	2.5	150			
Total population	11,926						





EXPENDITURE

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Area: P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour)

Base: Great Britain Year: 2024

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	£478,186	£88.78	£92.53	96			
2. Alcoholic beverages, tobacco and narcotics	£154,679	£28.72	£29.81	96			
3. Clothing & Footwear	£220,777	£40.99	£44.48	92			
4. Housing, water, electricity, gas and other fuels	£556,381	£103.30	£106.80	97			
5. Furnishings, equipment and routine maintenance	£281,742	£52.31	£52.65	99			
6. Health	£111,691	£20.74	£21.84	95			
7. Transport	£646,960	£120.12	£125.67	96			
8. Communication	£88,038	£16.35	£19.03	86			
9. Recreation & Culture	£539,487	£100.16	£98.79	101			
10. Education	£39,482	£7.33	£21.71	34			
11. Restaurants & Hotels	£465,083	£86.35	£103.11	84			
12. Miscellaneous goods and services	£714,410	£132.64	£135.92	98		I	
Total Expenditure	£4,296,917	£797.79	£852.33	94		1	

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.



CENSUS DEMOGRAPHICS

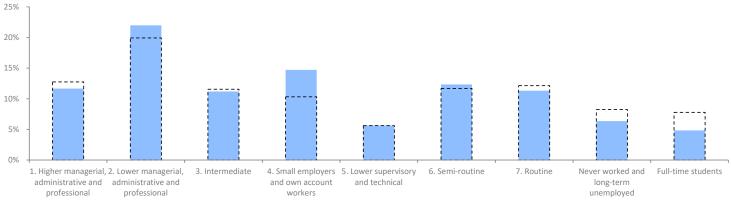
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Area: P04522_Markets Tavern, Brecon, LD3 7BL (5 Mile contour)

Base: Great Britain Year: 2021

NS-SOCIO ECONOMIC CLASSIFICATION

	Area Profile	Area %	Base %	dex av=100	0 100	200
Higher managerial, administrative and professional	1,129	11.7	12.7	91		
2. Lower managerial, administrative and professional	2,129	22.0	19.9	110		
3. Intermediate	1,083	11.2	11.5	97	1	
4. Small employers and own account workers	1,426	14.7	10.3	143		
5. Lower supervisory and technical	545	5.6	5.6	100		
6. Semi-routine	1,195	12.3	11.7	106		
7. Routine	1,096	11.3	12.1	93		
Never worked and long-term unemployed	614	6.3	8.2	77		
Full-time students	467	4.8	7.8	62		
Total population	9,684					



■ Area % □ Base %