

Catchment Summary - Star Inn

Over GB Average

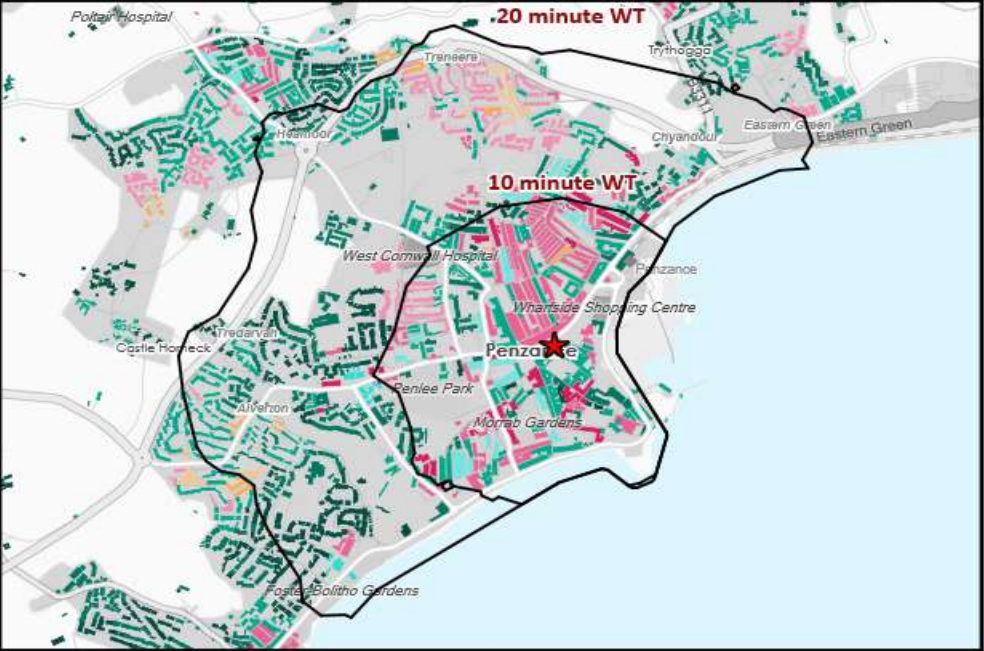
Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)			Index vs GB Average					
10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**			
6.877	12.234	65.901	130	63	16			
Pop. & Adl. 18+ index based on all pubs								
5.880	10.202	55.125	132	63	16			
30	33	131	158	75	32			
196	309	421	22	35	48			
77,7%	76,8%	78,2%	103	102	104			
Affluence	Low	38,4%	44,3%	34,7%	116	133	104	
	Medium	48,6%	42,3%	41,2%	127	111	108	
	High	11,0%	12,2%	22,7%	40	45	83	
*Affluence does not include Not Private Households								
Mean Net Disposable income (£pa)			£18.931	£19.191	£23.582	89	90	111
Age Profile	18-24	395	768	3.587	68	74	64	
	25-34	808	1.327	5.888	87	80	66	
	35-44	713	1.245	6.790	77	75	76	
	45-64	2.008	3.447	18.964	115	111	114	
	65+	1.956	3.415	19.896	149	146	158	



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

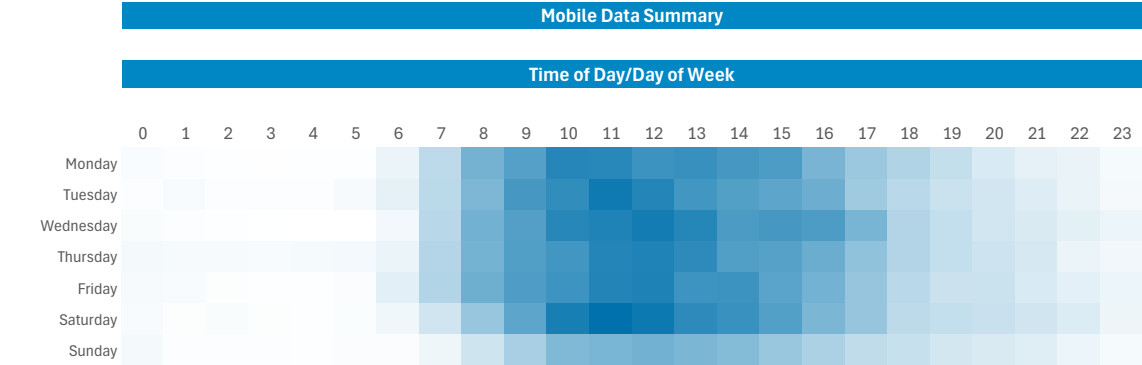
Mature

Low

Medium

High

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	2,886	4,104	8,188	176	145	53
Midlife - Young Kid	34	204	1,507	5	18	25
Midlife - Carefree	381	511	3,082	41	32	35
Mature	2,462	5,266	41,597	95	117	170
Not Private Households	117	117	751	16,446	9,479	11,260
Total	5,880	10,202	55,125			



Per Pub - Star Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Adults 18+	5.880	10.202	55.125
Number of Competition Pubs	30	33	131
Adults 18+ per Competition Pub	196	309	421

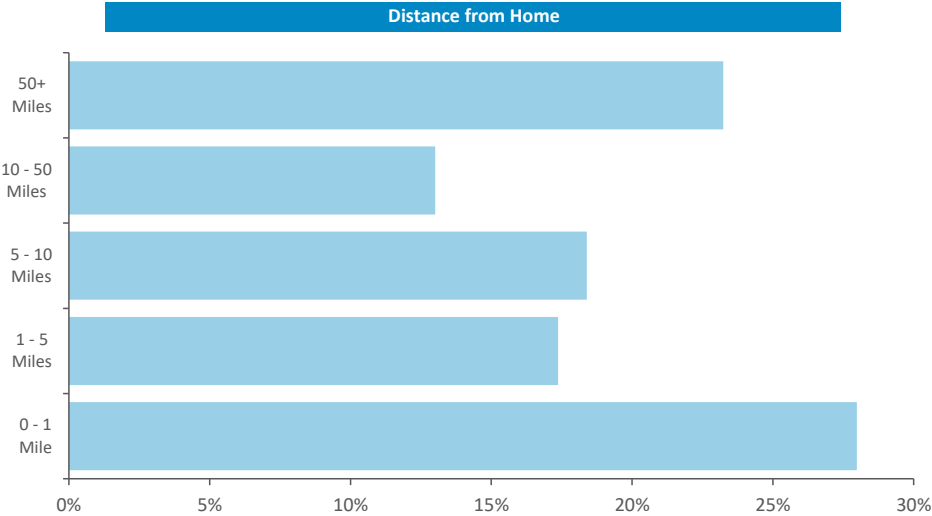
WT= Walktime, DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	607	10,3%	124
Circuit Bar	1	412	7,0%	168
Community Pub	3	1.377	23,4%	120
Craft Led	0	405	6,9%	193
Great Pub Great Food	0	655	11,1%	61
High Street Pub	9	1.317	22,4%	119
Premium Local	1	608	10,3%	61

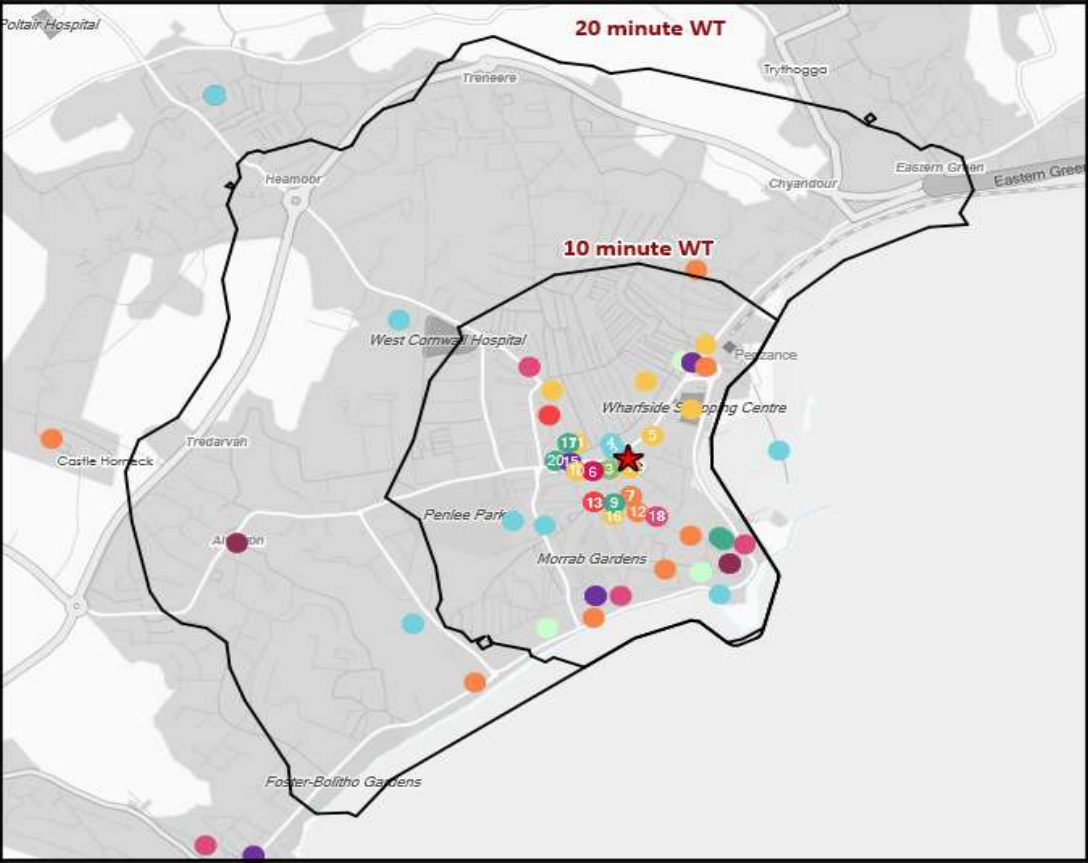
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	866	8,5%	102
Circuit Bar	1	649	6,4%	153
Community Pub	3	2.688	26,3%	135
Craft Led	0	524	5,1%	143
Great Pub Great Food	0	1.179	11,6%	64
High Street Pub	9	2.503	24,5%	130
Premium Local	2	1.180	11,6%	68

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	4	2.415	4,4%	53
Circuit Bar	4	2.022	3,7%	88
Community Pub	8	14.226	25,8%	132
Craft Led	0	960	1,7%	49
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Competition - Star Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Tremenheere	TR18 2JA	Wetherspoons GB	Circuit Bar	26,5%	0,04
15	New Hong Kong Chinese Restaur	TR18 2SJ	Independent Free	Restaurants	13,4%	0,10
18	Turks Head	TR18 4AF	Punch Pub Company	Family Pub Din	11,0%	0,12
20	Alverne	TR18 2QN	Independent Free	Casual Dining	7,5%	0,13
12	Artist Residence	TR18 4AW	Artist Residence Ltd	Hotel	6,8%	0,10
18	Admiral Benbow Inn	TR18 4AF	Independent Free	Family Pub Din	6,1%	0,12
9	Sukothai	TR18 4BQ	Independent Free	Casual Dining	5,4%	0,08
16	Globe & Ale House	TR18 4BJ	Star Pubs & Bars	High Street Put	4,6%	0,11
11	London Inn	TR18 2SR	Stonegate Pub Company	High Street Put	3,7%	0,10
7	Union Hotel	TR18 4AE	Independent Free	Hotel	2,7%	0,07
10	White Lion	TR18 2SG	Stonegate Pub Company	High Street Put	2,5%	0,09
13	Acorn Theatre	TR18 4BU	Independent Free	Large Venue	2,5%	0,10
5	Rumours	TR18 2LE	Independent Free	High Street Put	1,8%	0,06
7	Bakehouse	TR18 4AE	Independent Free	Casual Dining	1,7%	0,07
0	Star Inn	TR18 2LD	Star Pubs & Bars	Family Pub Din	1,7%	0,00
17	Smugglers Den	TR18 2SN	Independent Free	Casual Dining	0,9%	0,11
2	Raob Buss Club	TR18 2JG	Independent Free	Clubland	0,8%	0,03
1	Harris	TR18 2LZ	Independent Free	High Street Put	0,4%	0,01
4	Royal British Legion Club	TR18 2EQ	Independent Free	Clubland	0,0%	0,04
6	Venue	TR18 2JD	Independent Free	Night Club	0,0%	0,06
13	Seven Stars	TR18 4BU	Unknown	Family Pub Din	0,0%	0,10

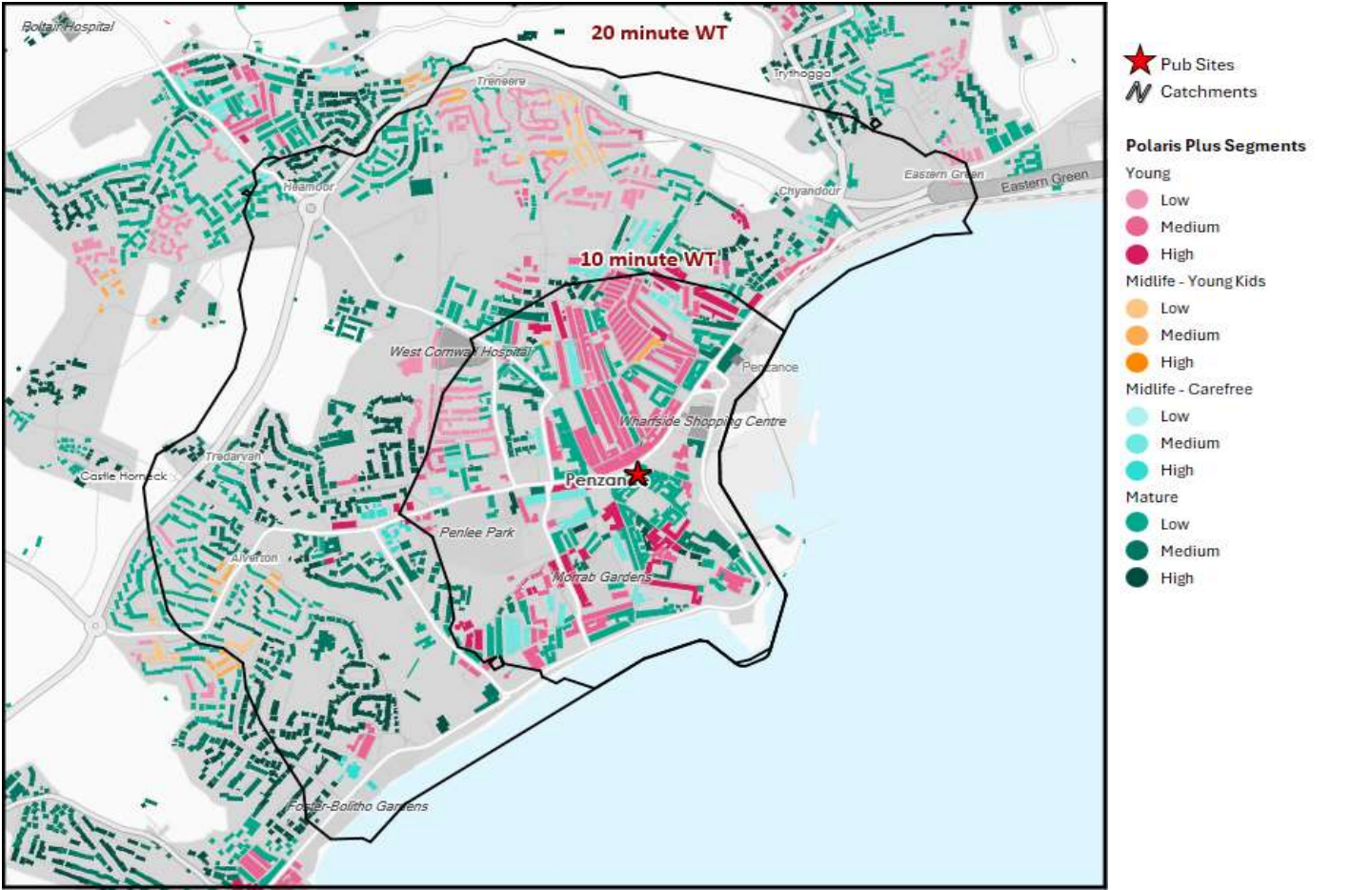
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Star Inn

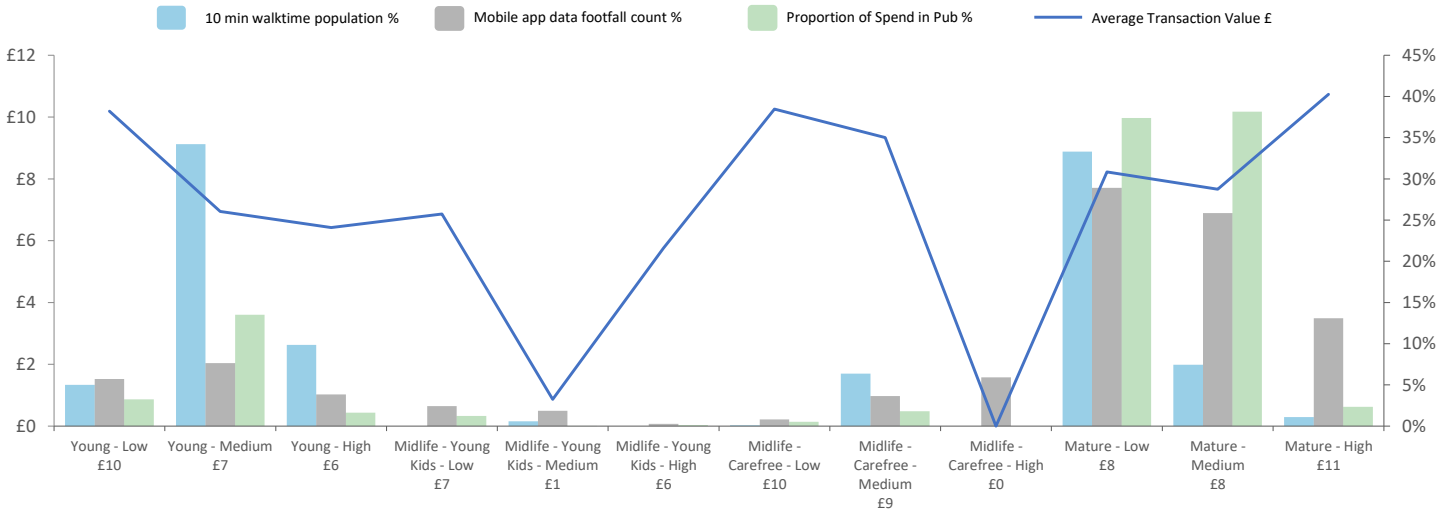


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
135766	Star Inn	TR18 2LD	Star Pubs & Bars	Family Pub Dining	18



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Star Inn

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6.877	12.234	65.901	130	63	16
Adults 18+	5.880	10.202	55.125	132	63	16
Competition Pubs	30	33	131	158	75	32
Adults 18+ per Competition Pub	196	309	421	22	35	48
% Adults Likely to Drink	77,7%	76,8%	78,2%	103	102	104

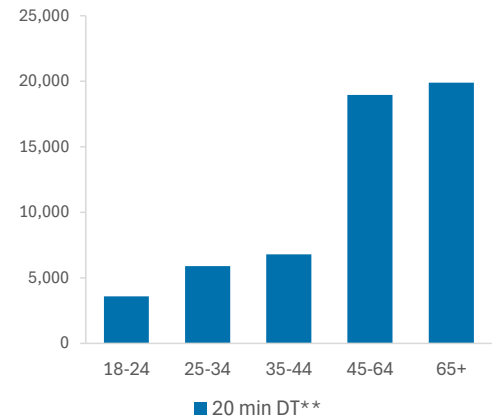
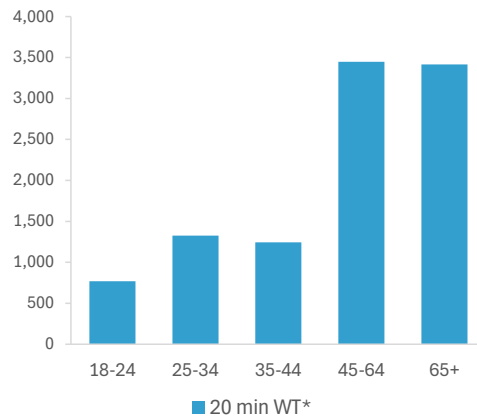
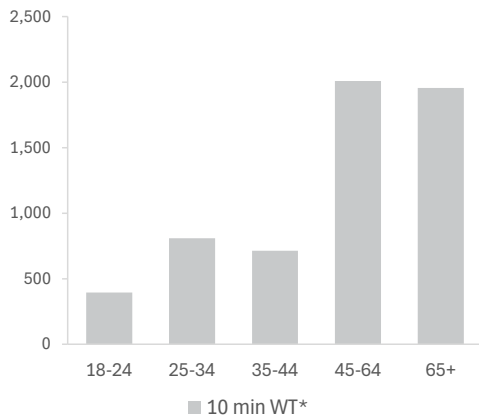
Population & Adults 18+ index is based on all pubs

Affluence	Low	38,4%	44,3%	34,7%	116	133	104
	Medium	48,6%	42,3%	41,2%	127	111	108
	High	11,0%	12,2%	22,7%	40	45	83

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£18.931	£19.191	£23.582	89	90	111
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Age Profile	18-24	395	768	3.587	68	74	64
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	35-44	713	1.245	6.790	77	75	76
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	65+	1.956	3.415	19.896	149	146	158

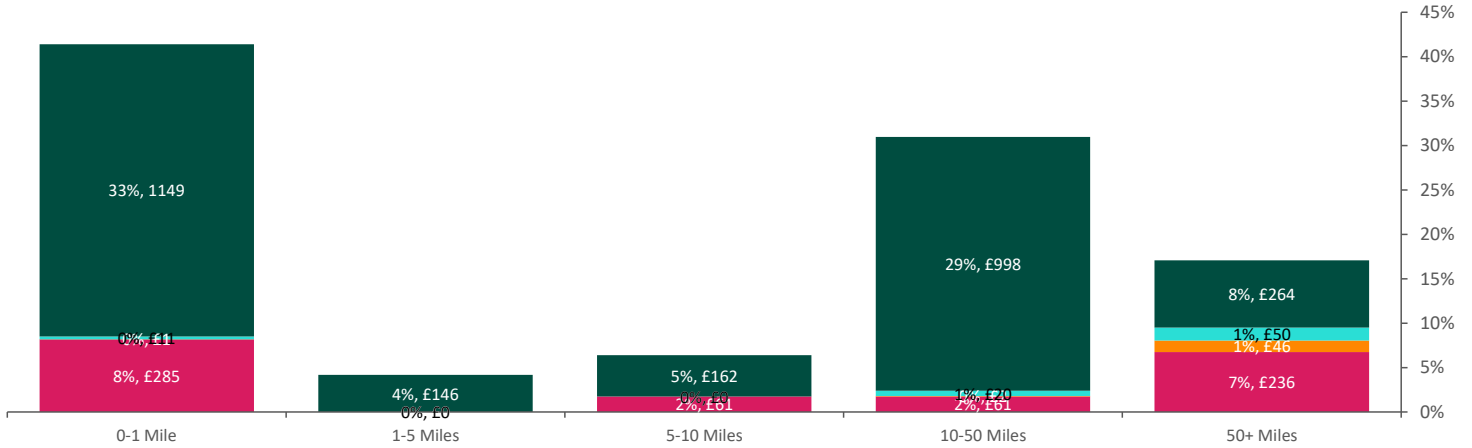


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	3,292 (48%)	5,833 (48%)	31,493 (48%)	98	97	97
Female	3,585 (52%)	6,401 (52%)	34,408 (52%)	102	103	102
Economic Status (16+)						
Employed: Full-time	1,410 (23%)	2,396 (23%)	12,557 (22%)	68	67	65
Employed: Part-time	802 (13%)	1,412 (13%)	7,582 (13%)	110	111	111
Self employed	724 (12%)	1,130 (11%)	7,822 (14%)	131	117	151
Unemployed	212 (4%)	315 (3%)	1,074 (2%)	138	118	74
Full-time student	54 (1%)	128 (1%)	574 (1%)	38	52	43
Retired	1,759 (29%)	3,050 (29%)	18,283 (32%)	133	133	147
Other	1,046 (17%)	2,042 (19%)	8,580 (15%)	99	111	87
Total Worker Count	4.374	5.542	25.103			

See the Glossary page for further information on the above variables

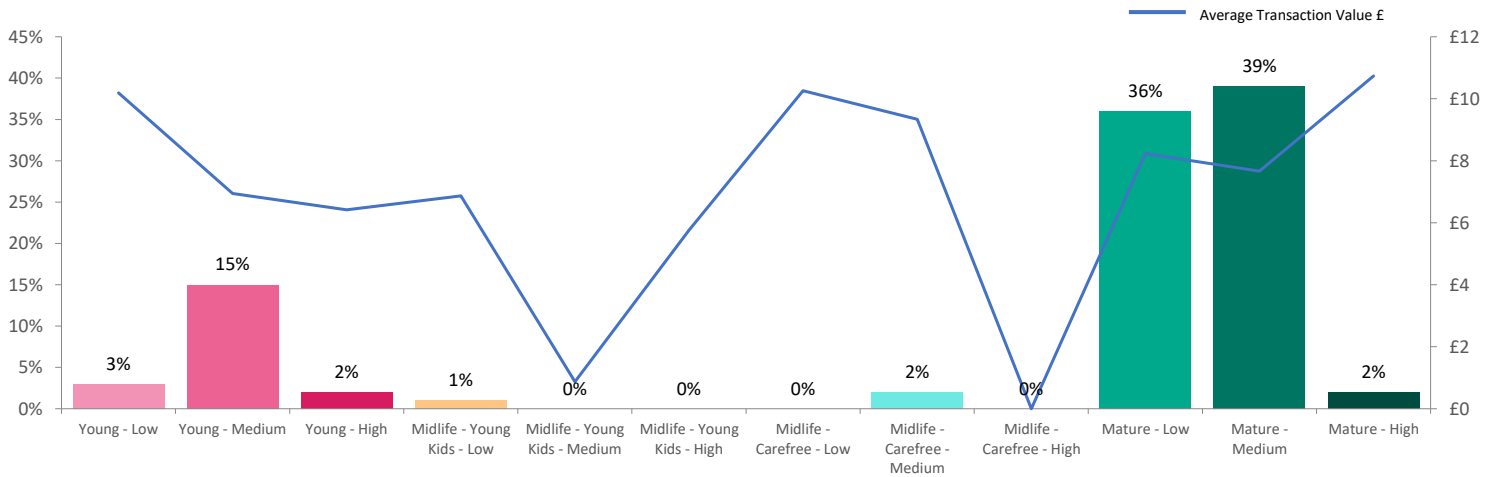
Transactional Data Summary - Star Inn

Spend by Polaris and Distance from Home



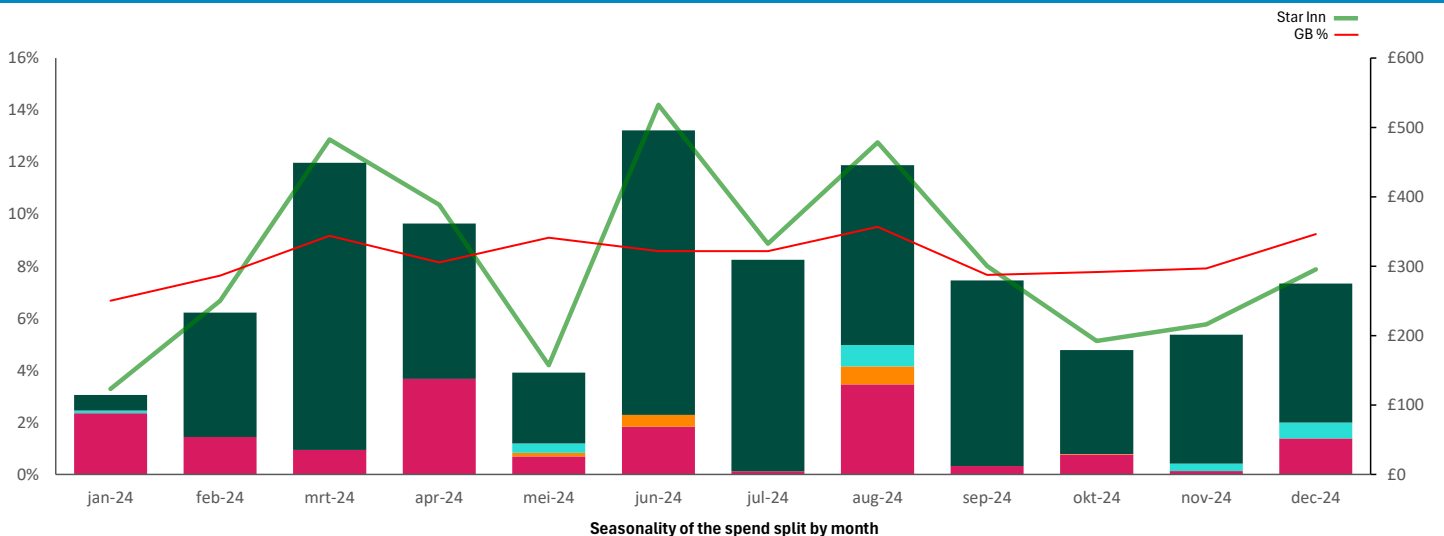
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



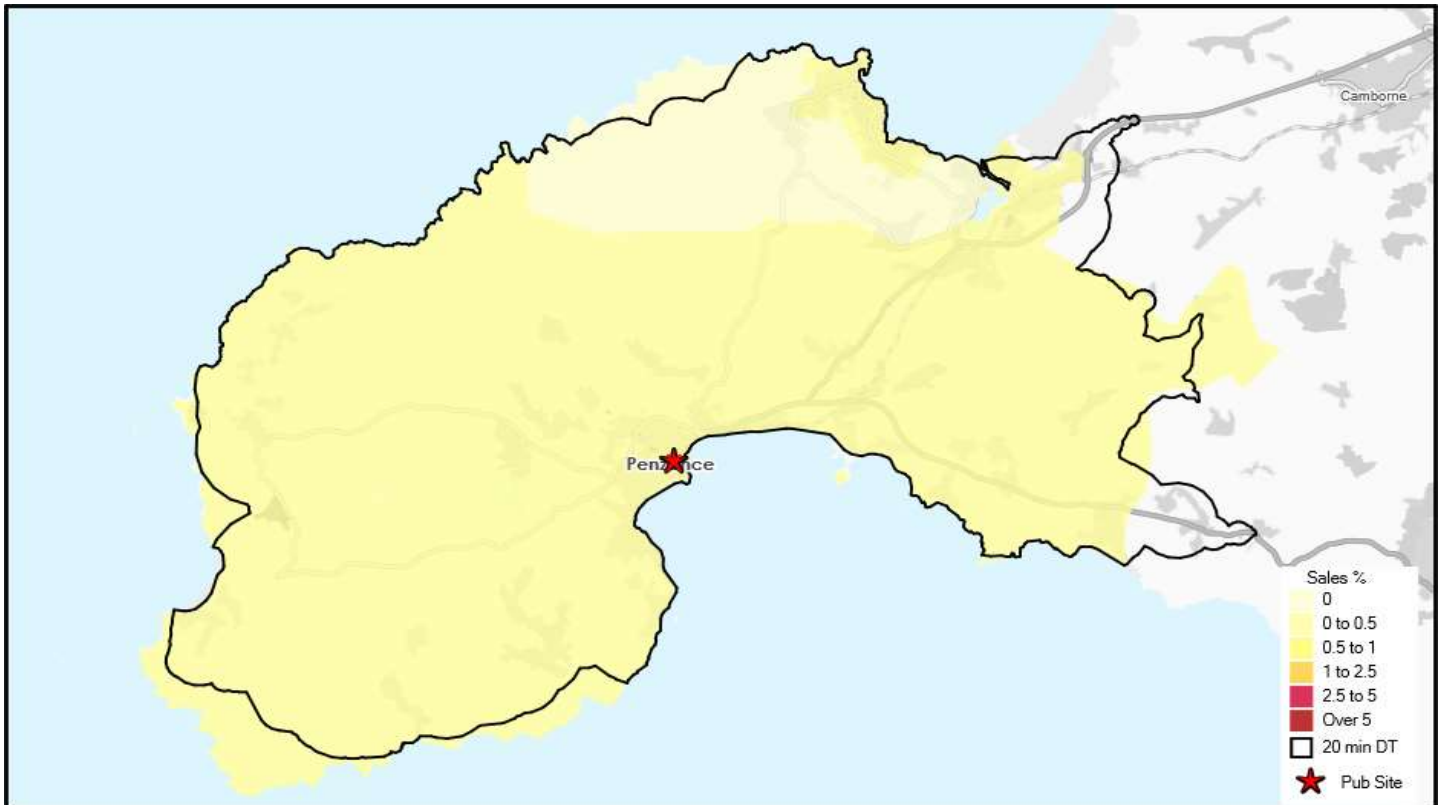
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



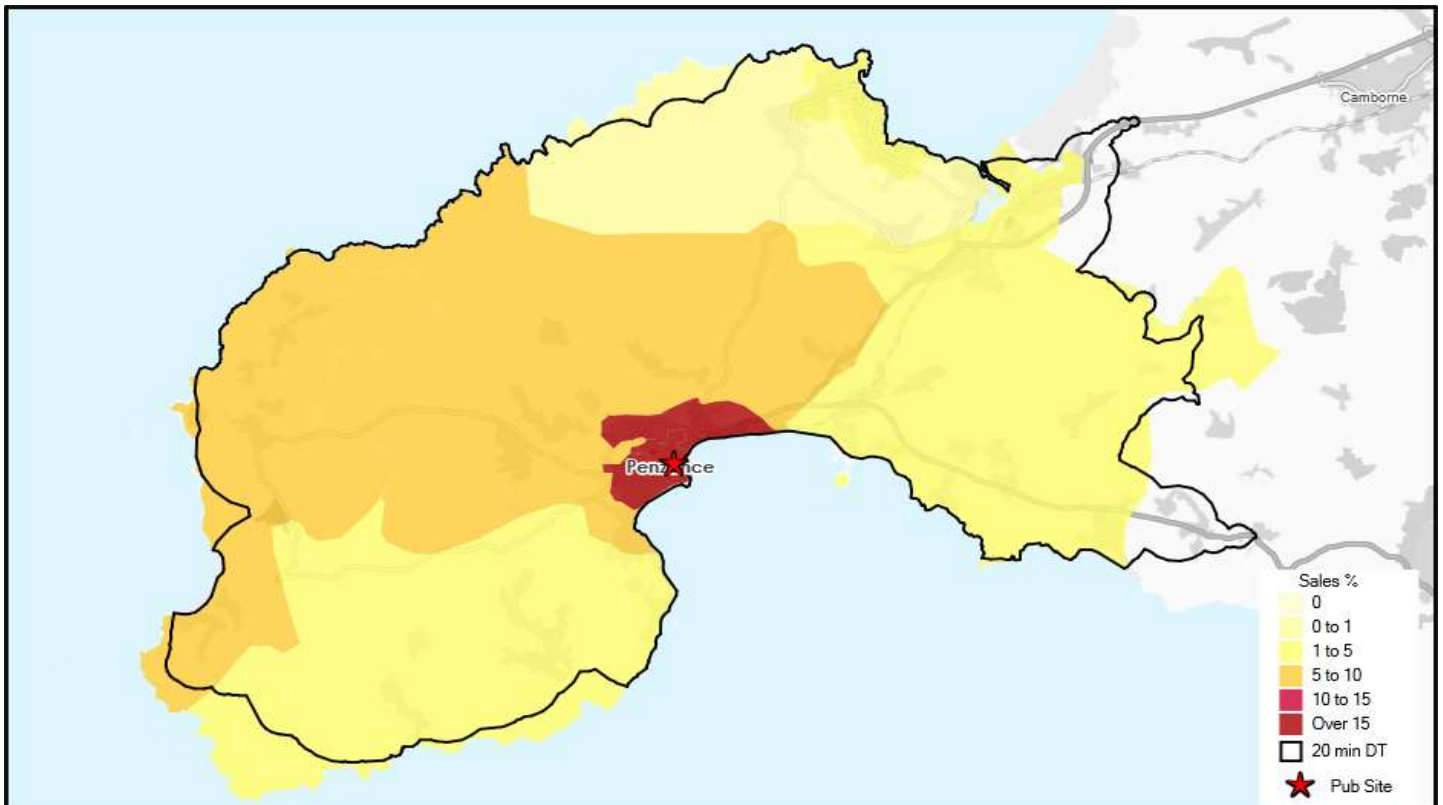
Seasonality of the spend split by month

Star Inn Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

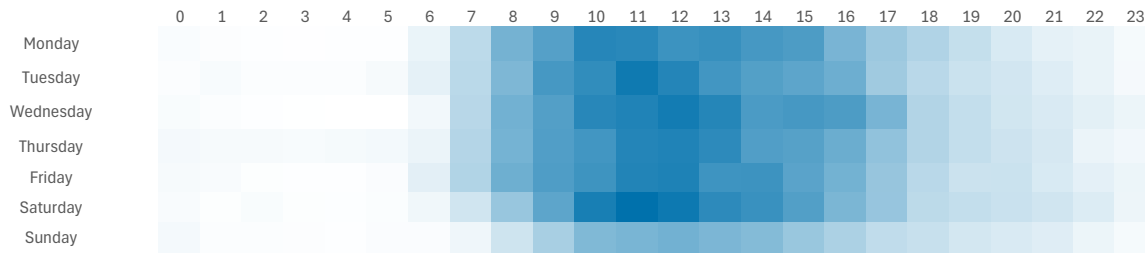
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Star Inn



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

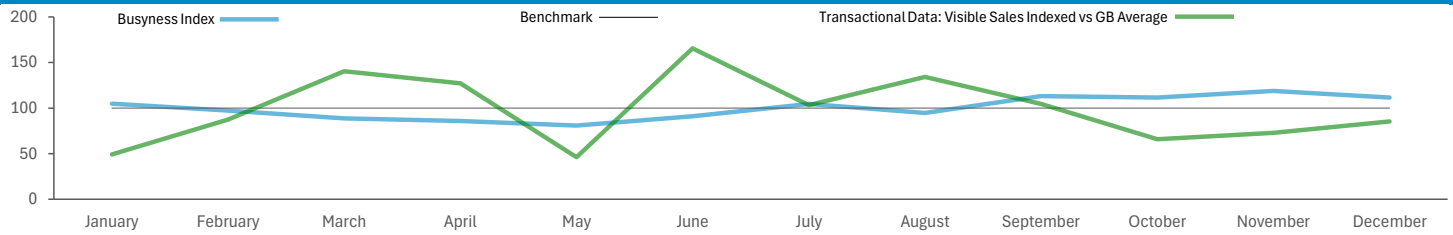
Mobile Data Summary - Star Inn

Time of Day/Day of Week



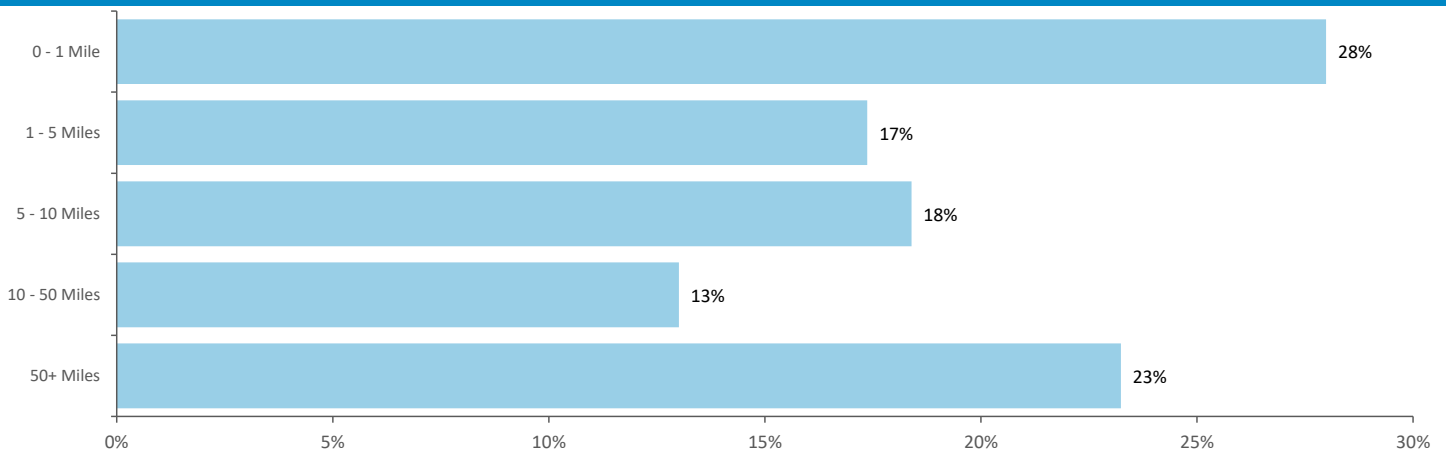
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

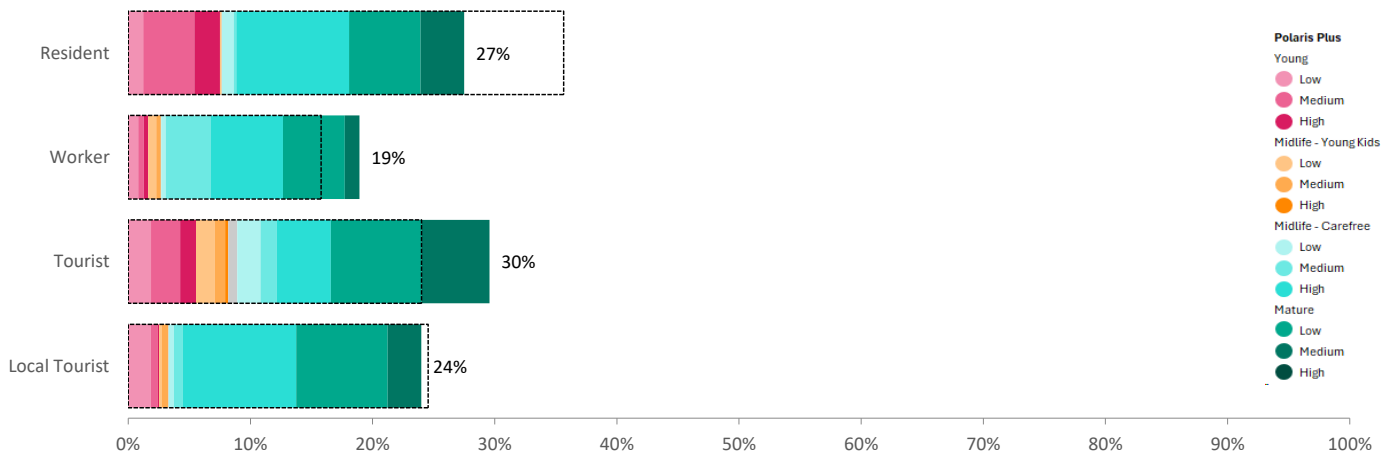
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

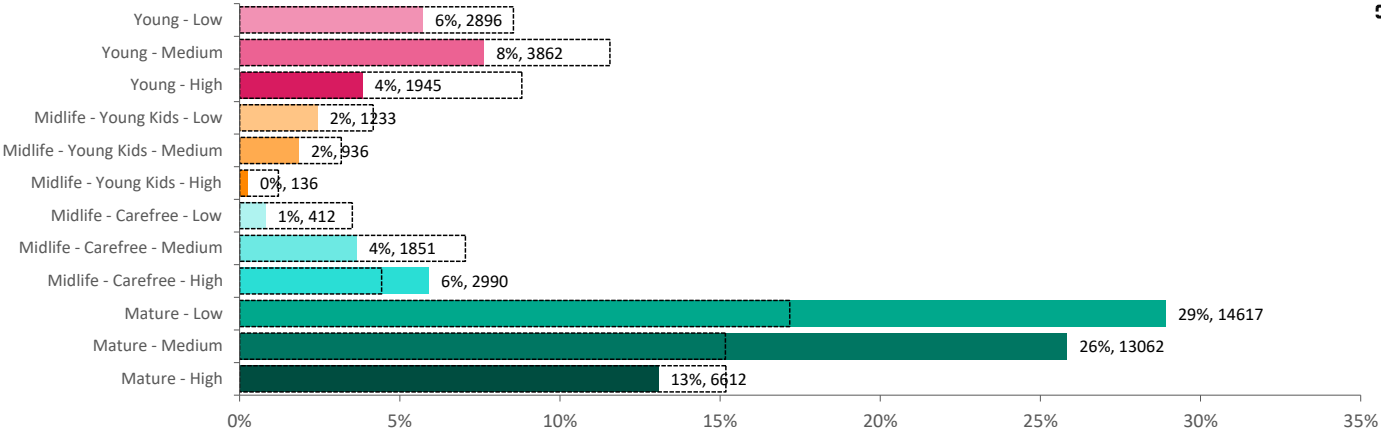
Base: GB



Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

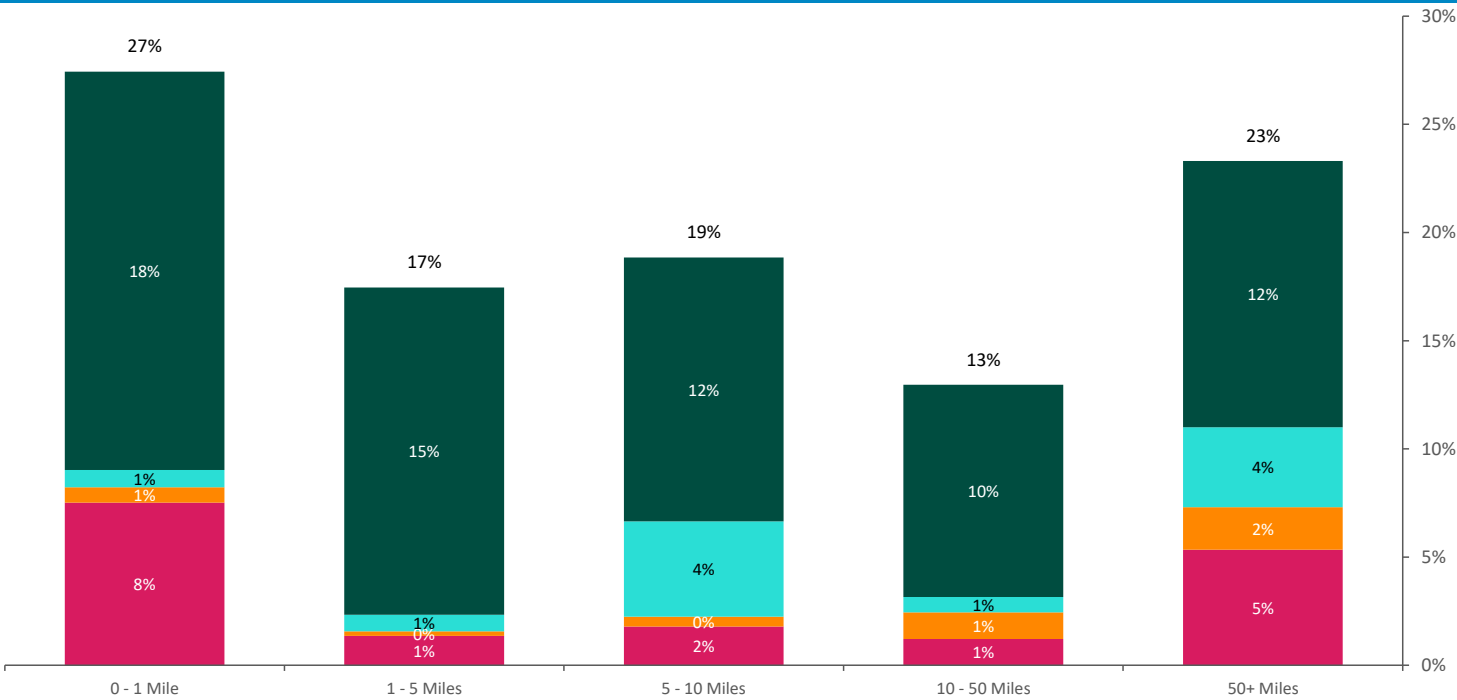
Polaris Plus Profile

GB %



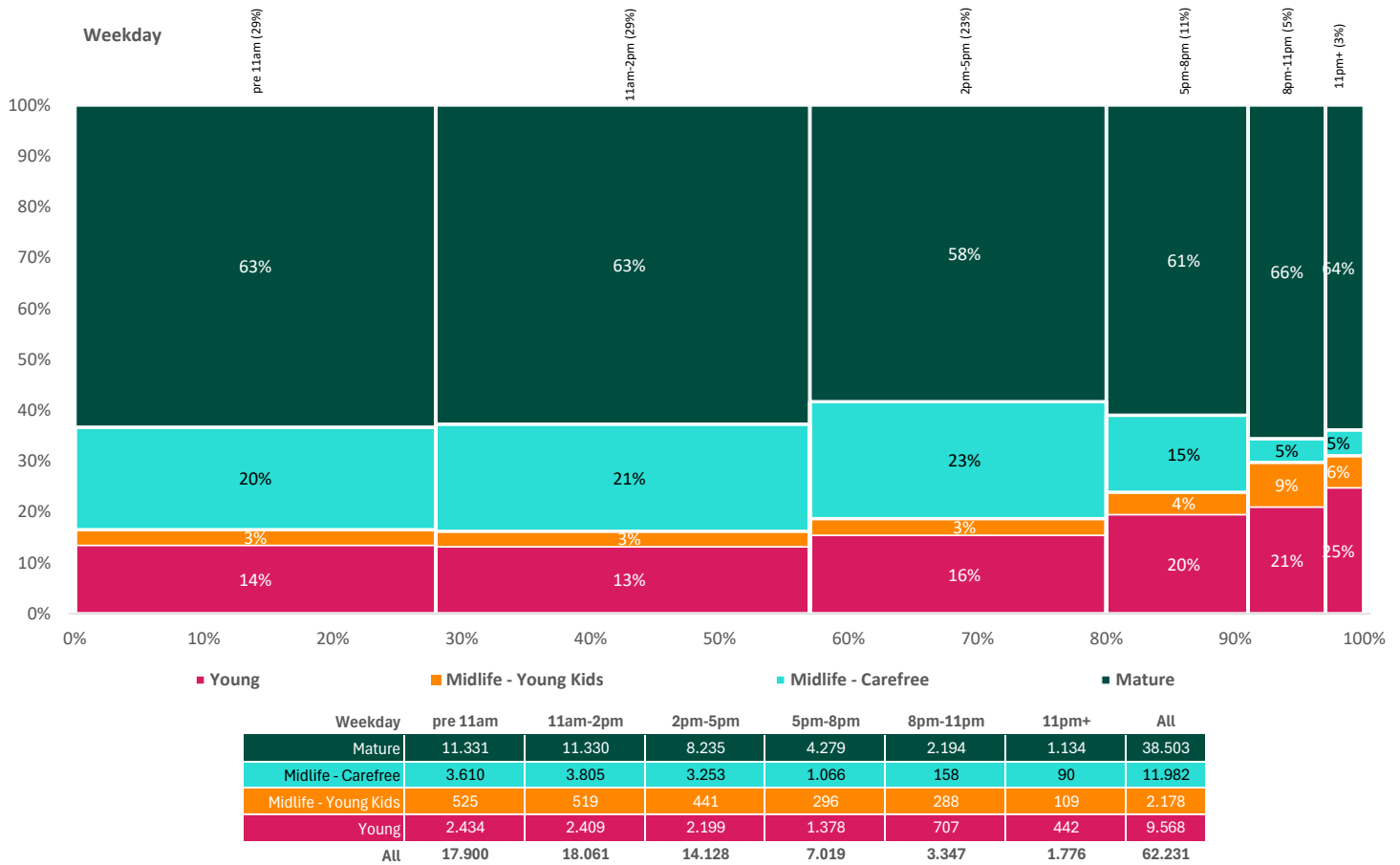
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

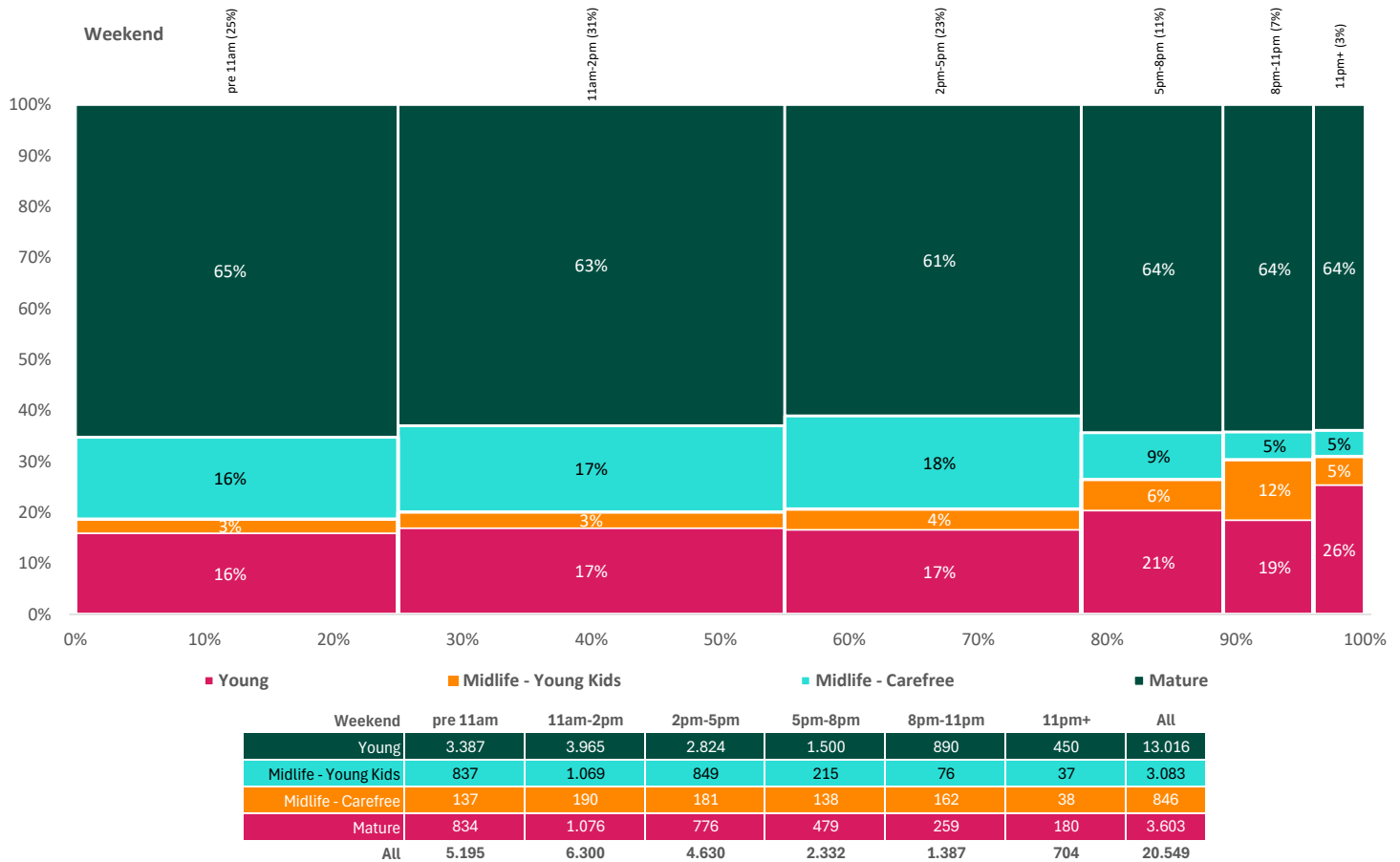


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



Time of Day by Polaris: Weekend (Saturday and Sunday)

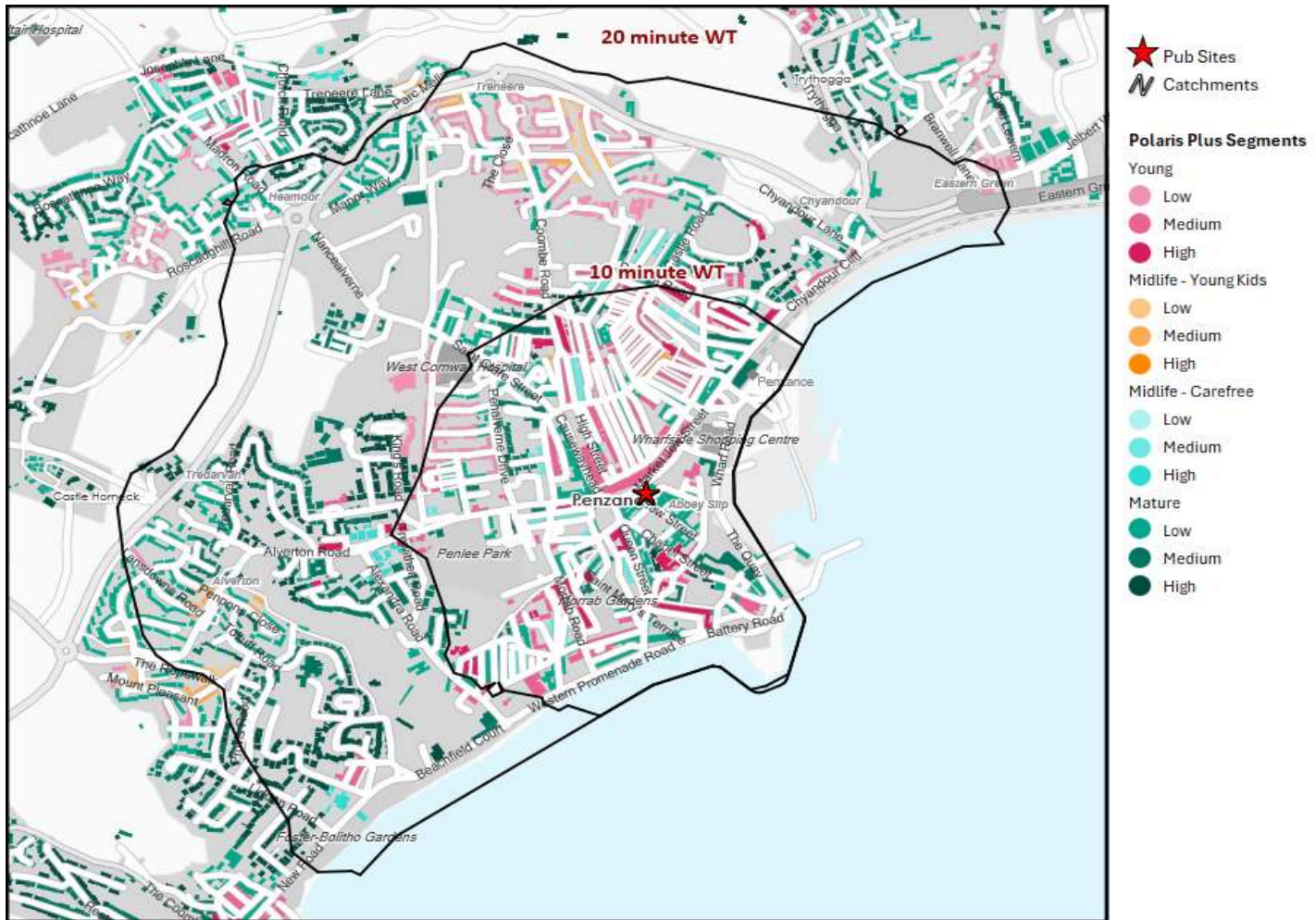


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

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Polaris Plus Summary - Star Inn

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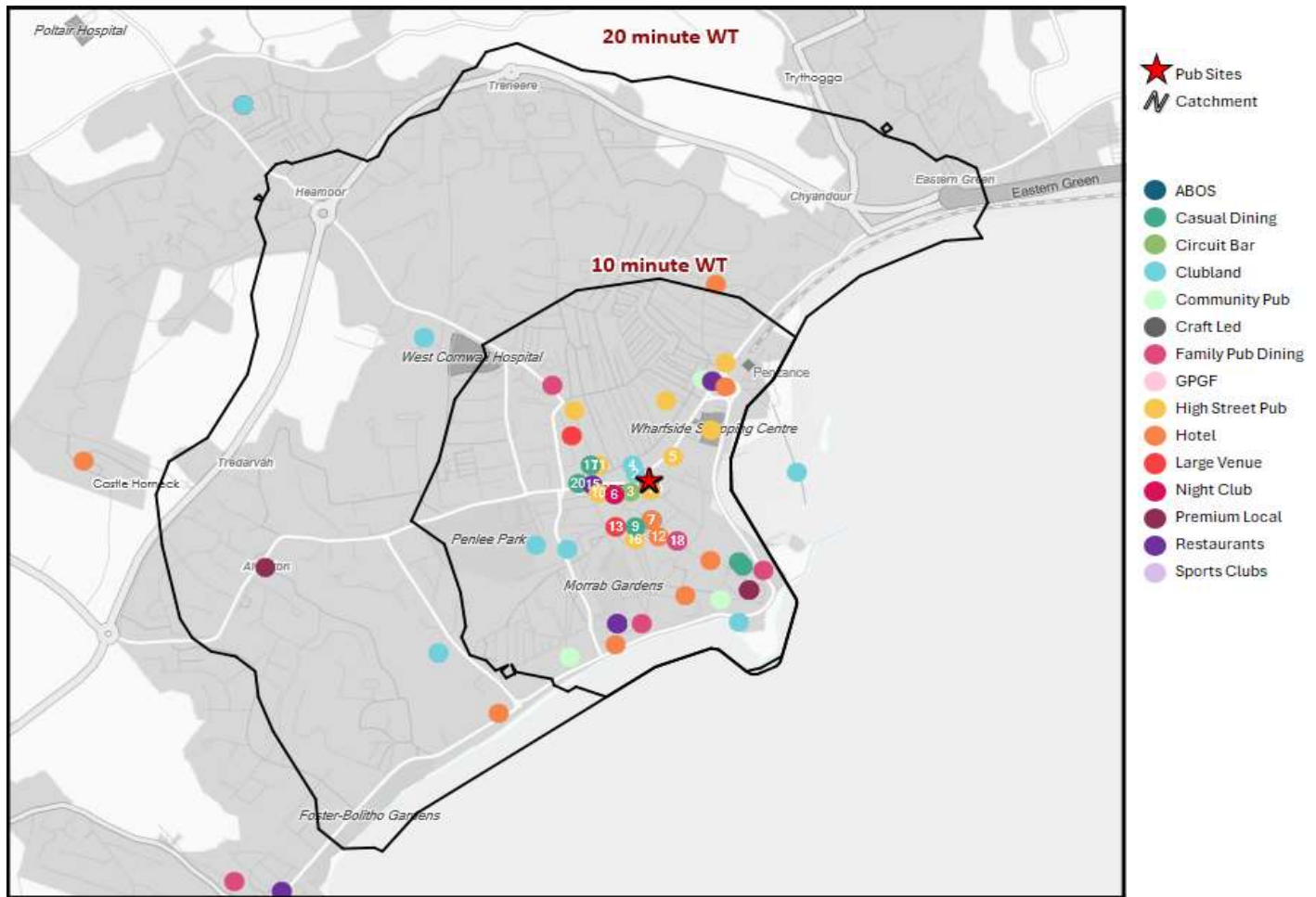


Polaris Plus Profile by Catchment

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	294	1.019	3.153	51	101	58
Medium	2.012	2.263	3.733	306	198	61
High	580	822	1.302	145	119	35
Midlife - Young Kids						
Low	0	79	754	0	14	25
Medium	34	125	753	13	29	32
High	0	0	0	0	0	0
Midlife - Carefree						
Low	7	7	104	3	2	5
Medium	374	489	1.552	89	67	40
High	0	15	1.426	0	3	58
Mature						
Low	1.959	3.413	15.104	244	245	200
Medium	438	1.441	16.681	48	91	195
High	65	412	9.812	7	27	118
Not Private Households	117	117	751	164	95	113
Total	5.880	10.202	55.125			

*WT= Walktime, **DT= Drivetime

Over GB Average
 Around GB Average
 Under GB Average



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Star Inn	TR18 2LD	Star Pubs & Bars	Family Pub Dining	1,7%	51,3%	0,00
1	Harris	TR18 2LZ	Independent Free	High Street Pub	0,4%	33,8%	0,01
2	Raob Buss Club	TR18 2JG	Independent Free	Clubland	0,8%	64,5%	0,03
3	Tremenheere	TR18 2JA	Wetherspoons GB	Circuit Bar	26,5%	60,3%	0,04
4	Royal British Legion Club	TR18 2EQ	Independent Free	Clubland	0,0%	0,0%	0,04
5	Rumours	TR18 2LE	Independent Free	High Street Pub	1,8%	76,6%	0,06
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13	Acorn Theatre	TR18 4BU	Independent Free	Large Venue	2,5%	63,2%	0,10
15	New Hong Kong Chinese Restaurant	TR18 2SJ	Independent Free	Restaurants	13,4%	69,2%	0,10
16	Globe & Ale House	TR18 4BJ	Star Pubs & Bars	High Street Pub	4,6%	70,1%	0,11
17	Smugglers Den	TR18 2SN	Independent Free	Casual Dining	0,9%	64,1%	0,11
18	Turks Head	TR18 4AF	Punch Pub Company	Family Pub Dining	11,0%	43,1%	0,12
18	Admiral Benbow Inn	TR18 4AF	Independent Free	Family Pub Dining	6,1%	31,9%	0,12
20	Alverne	TR18 2QN	Independent Free	Casual Dining	7,5%	54,3%	0,13

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Star Inn

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Category	Explanation																																											
Population	The population count within the specified catchment																																											
Gender	Counts of Males and Females within the specified catchment																																											
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																											
Age Profile	Counts of residents by Age band																																											
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																											
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																											
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																											
Over GB Average	Index value is >= 120																																											
	Index value is >= 105 and < 120																																											
Around GB Average	Index value is >= 95 and < 105																																											
	Index value is >= 80 and < 95																																											
Under GB Average	Index value is < 80																																											
Polaris Segmentation																																												
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																												
Consumer Insight	Young 18-34 year olds Wanting to look good in the group	Midlife 'Parents' 35-54 year olds Children under 12 at home	Midlife 'Carefree' 35-54 year olds No children under 12 at home	Mature 55+ year olds																																								
	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"																																								
	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer	Tastes great Good quality Helps me feel good Enjoyable for longer																																								
Licensed Premises																																												
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																												
Competition Pubs																																												
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																												
Mobile data																																												
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																												
Mobile Data - Audience Classification																																												
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																												
Acorn																																												
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																												
Transactional data																																												
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																												
Sparsity																																												
Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																												
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="7">Rural</td></tr></table>					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban						Small Urban				Rural						
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