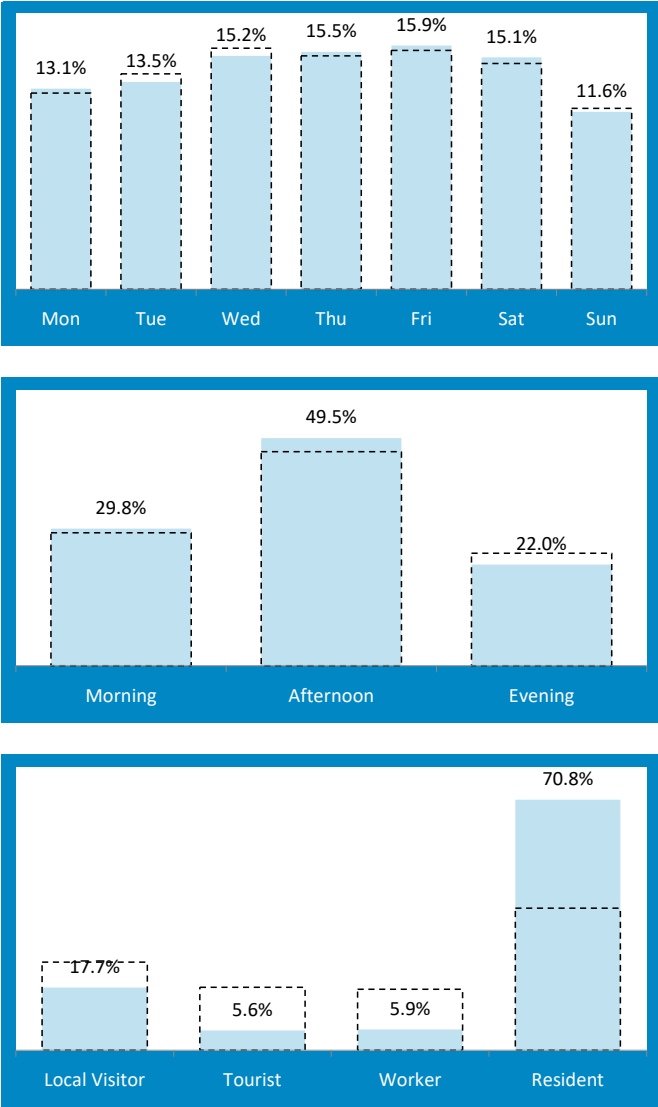


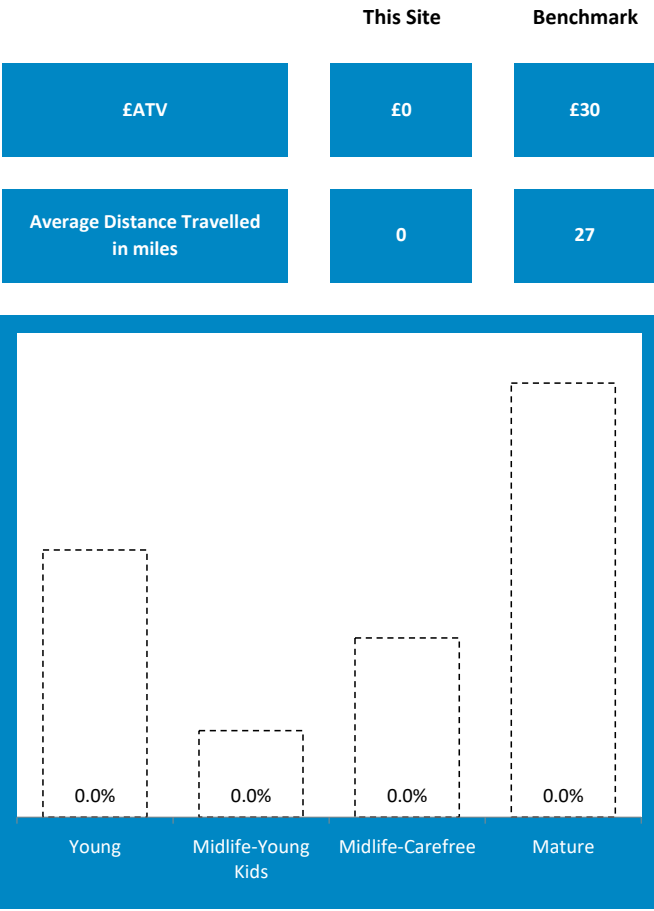
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4,931	5,344
Adult Pop		4,109	4,529
Affluence	Low	22%	33%
	Medium	34%	38%
	High	44%	27%
Young		9%	28%
Midlife Young Kids		1%	11%
Midlife Carefree		14%	16%
Mature		76%	44%
Competition Count		4	43

Visitors



Spend Profile



Catchment Summary - Windmill

Over GB Average

Around GB Average

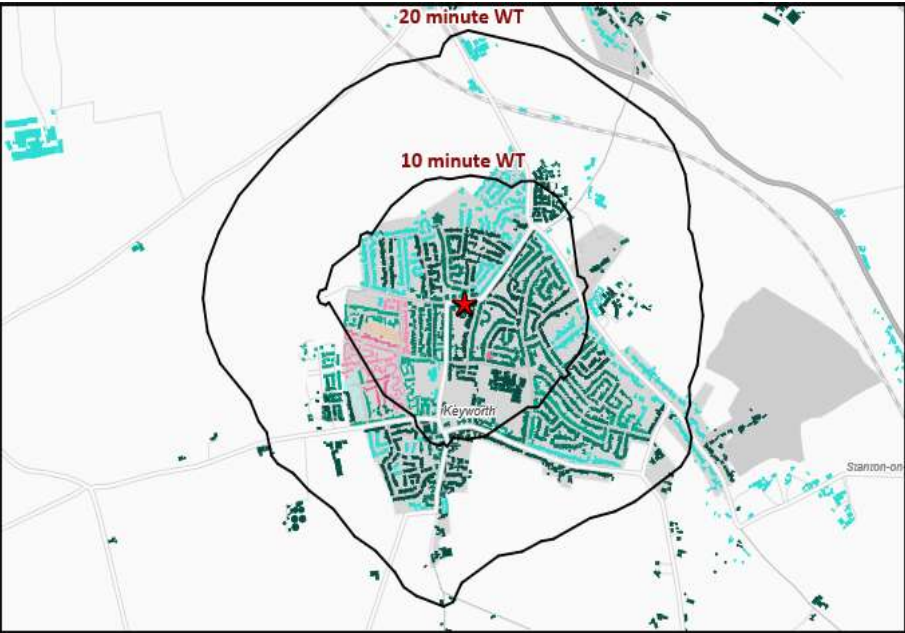
Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
4,931	7,317	241,017		
Population				
Adults 18+				
Competition Pubs				
Adults 18+ per Competition Pub				
% Adults Likely to Drink				
Affluence	Low	22.0%	18.8%	22.5%
	Medium	34.0%	39.8%	40.5%
	High	44.1%	41.4%	34.4%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)				
£26,403			£27,048	£22,551
Age Profile	18-24	293	449	46,457
	25-34	469	701	30,555
	35-44	560	796	29,655
	45-64	1,201	1,819	51,011
	65+	1,586	2,330	39,434

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
92	37	57
Pop. & Adl. 18+ index based on all pubs		
91	37	58
9	6	46
150	148	79
103	104	101
66	57	68
89	104	106
160	151	125
117	120	100
70	72	226
70	71	94
84	81	91
97	99	84
167	165	85



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Per Pub - Windmill

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

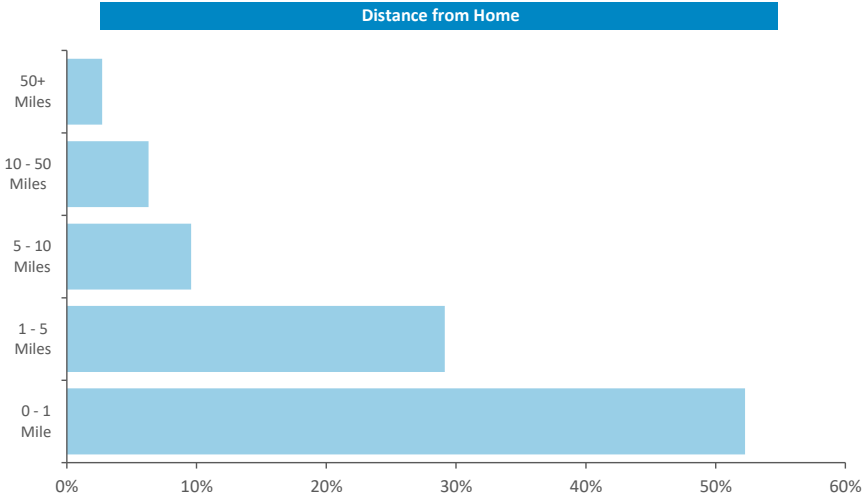
Adults 18+	4,109	6,095	197,112
Number of Competition Pubs	4	6	363
Adults 18+ per Competition Pub	1,027	1,016	543

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	251	6.1%	78
Family Pub Dining	0	340	8.3%	91
Great Pub Great Food	0	825	20.1%	120
Leisure	2	441	10.7%	107
Mainstream	0	540	13.2%	94
Premium	1	596	14.5%	101
Restaurant	1	945	23.0%	100
Super Premium	0	170	4.1%	105

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	362	5.9%	76
Family Pub Dining	0	501	8.2%	90
Great Pub Great Food	1	1,227	20.1%	120
Leisure	2	655	10.7%	107
Mainstream	0	809	13.3%	95
Premium	2	893	14.7%	102
Restaurant	1	1,397	22.9%	100
Super Premium	0	249	4.1%	104

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	17	14,762	7.5%	96
Family Pub Dining	23	16,500	8.4%	92
Great Pub Great Food	29	33,363	16.9%	101
Leisure	69	19,322	9.8%	98
Mainstream	70	26,334	13.4%	96
Premium	69	28,241	14.3%	100
Restaurant	77	45,422	23.0%	100
Super Premium	9	8,052	4.1%	104



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Competition - Windmill



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	Air Hostess	NG12 4EA	Everards	Premium	25.0%	1.69
3	Keyworth Tavern	NG12 5DW	Punch Pub Company	Premium	13.4%	0.45
10	Plough Inn	NG12 5NN	Trust Inns Limited	Premium	12.0%	1.03
7	Perkins Bar Bistro	NG12 5NA	Independent Free	Restaurant	8.4%	0.90
14	Rancliffe Arms	NG11 6QT	Marston's	Great Pub Gre:	7.6%	2.21
9	Stanton On The Wolds Golf Club	NG12 5BH	Independent Free	Leisure	7.3%	0.94
5	Keyworth United Football Club	NG12 5GE	Independent Free	Leisure	5.4%	0.54
19	Red Lion	NG11 6LB	Star Pubs & Bars	Mainstream	5.0%	2.69
20	Three Crowns	NG11 6LB	Independent Free	Premium	4.9%	2.69
18	Three Spices	NG11 6LB	Independent Free	Restaurant	4.0%	2.69
1	Plumtree Resturant	NG12 5GS	Independent Free	Restaurant	3.3%	0.10
12	Charde Restaurant	NG12 4EN	Independent Free	Restaurant	1.5%	1.58
6	Carriage Hall	NG12 5NA	Independent Free	Leisure	1.3%	0.90
8	Plumtree Cricket Club	NG12 5EW	Independent Free	Leisure	0.5%	0.90
16	Keyworth Rugby Club	NG12 5PU	Independent Free	Premium	0.3%	2.65
0	Windmill	NG12 5GU	Star Pubs & Bars	Premium	0.0%	0.00
2	Keyworth United Community Foc	NG12 5JE	Independent Free	Leisure	0.0%	0.18
4	Salutation	NG12 5AD	Star Pubs & Bars	Great Pub Gre:	0.0%	0.50
11	Griffin Inn	NG12 5NB	Greene King	Super Premiun	0.0%	1.06
15	Plough	NG12 5QQ	Independent Free	Premium	0.0%	2.46
17	Edwalton Golf Club	NG12 4AS	Glendale Golf	Leisure	0.0%	2.67

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



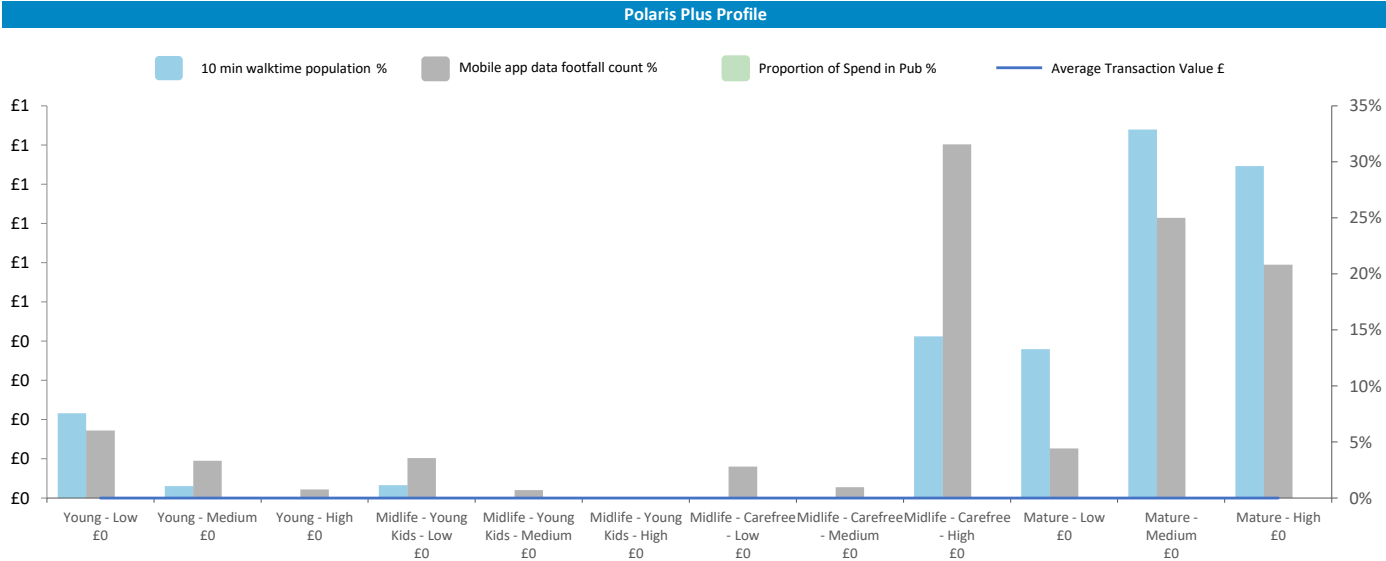
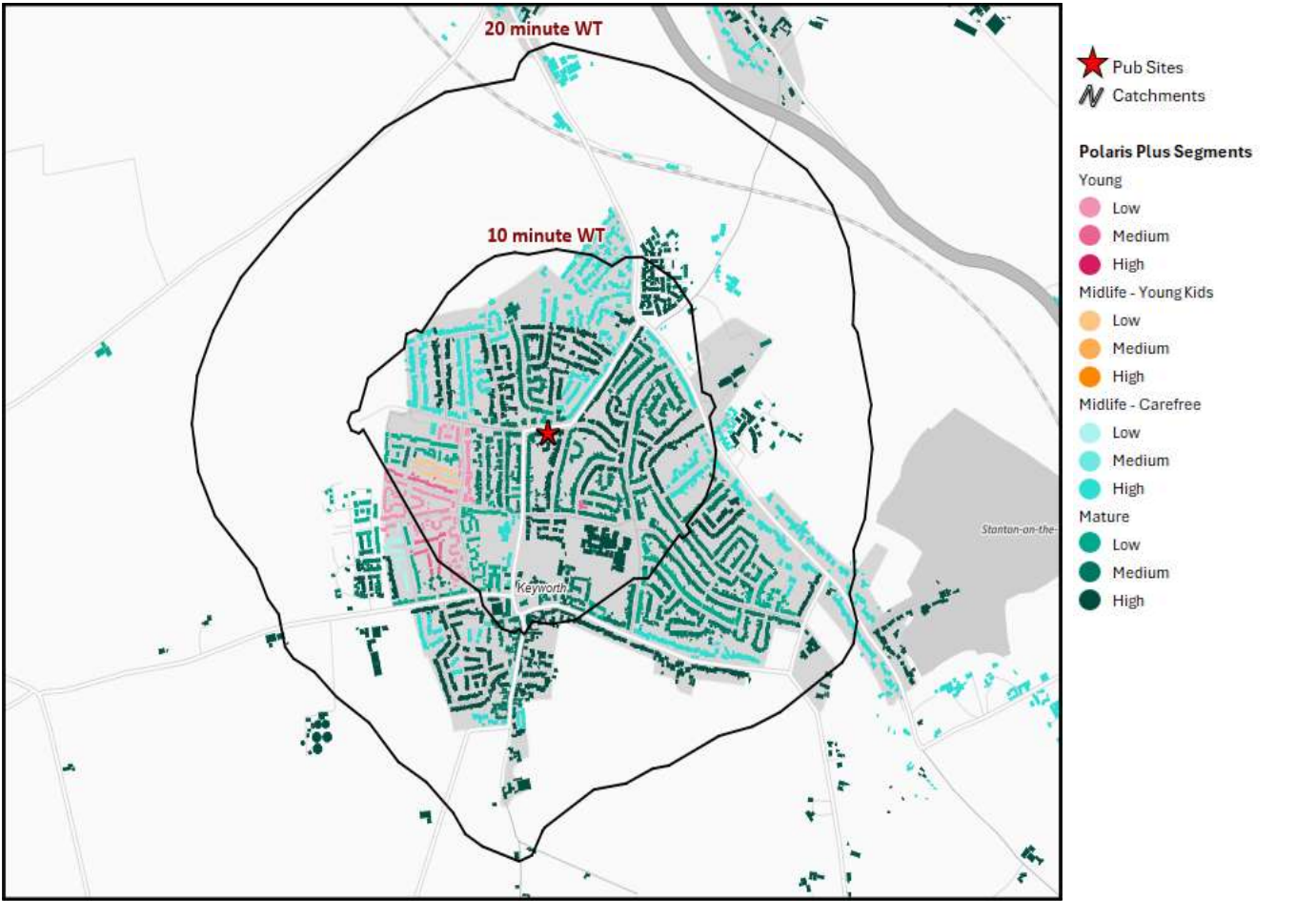
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Catchment Summary - Windmill



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
85049	Windmill	NG12 5GU	Star Pubs & Bars	Premium	15



See the Glossary page for further information on the above variables

Catchment Summary - Windmill

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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	4,931	7,317	241,017	92	37	57
Adults 18+	4,109	6,095	197,112	91	37	58
Competition Pubs	4	6	363	9	6	46
Adults 18+ per Competition Pub	1,027	1,016	543	150	148	79
% Adults Likely to Drink	82.0%	83.0%	81.0%	103	104	101

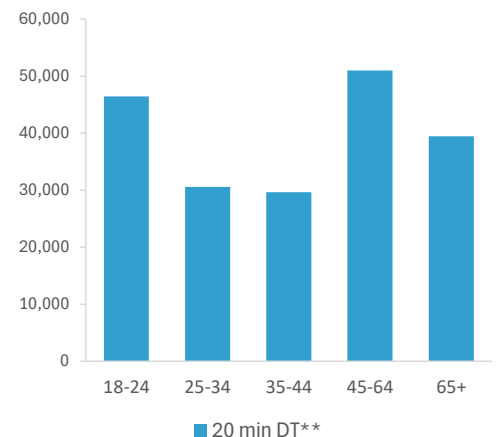
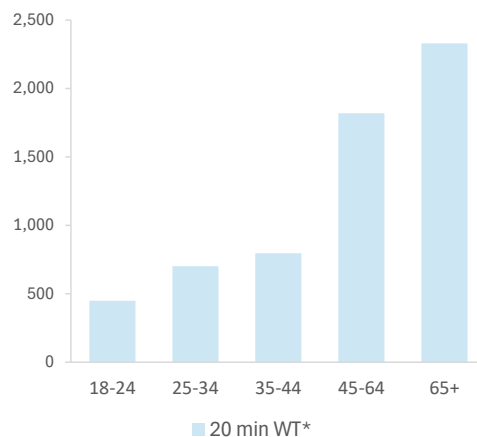
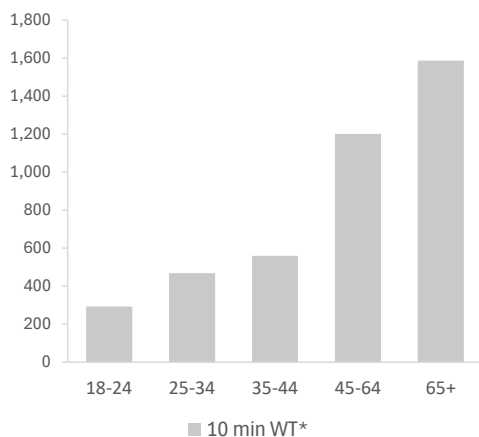
Population & Adults 18+ index is based on all pubs

Affluence	Low	22.0%	18.8%	22.5%	66	57	68
	Medium	34.0%	39.8%	40.5%	89	104	106
	High	44.1%	41.4%	34.4%	160	151	125

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£26,403	£27,048	£22,551	117	120	100
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Age Profile	18-24	293	449	46,457	70	72	226
	25-34	469	701	30,555	70	71	94
	35-44	560	796	29,655	84	81	91
	45-64	1,201	1,819	51,011	97	99	84
	65+	1,586	2,330	39,434	167	165	85



		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	2,360 (48%)	3,528 (48%)	119,355 (50%)	98	98	101
	Female	2,571 (52%)	3,789 (52%)	121,662 (50%)	102	102	99
Economic Status (16+)	Employed: Full-time	1,216 (29%)	1,816 (29%)	61,859 (31%)	85	86	90
	Employed: Part-time	460 (11%)	665 (11%)	20,330 (10%)	92	89	84
	Self employed	337 (8%)	536 (9%)	15,010 (7%)	87	93	80
	Unemployed	78 (2%)	100 (2%)	4,255 (2%)	68	59	76
	Full-time student	61 (1%)	90 (1%)	9,827 (5%)	58	58	195
	Retired	1,527 (36%)	2,309 (37%)	38,504 (19%)	167	170	88
	Other	520 (12%)	709 (11%)	52,480 (26%)	70	64	146
Total Worker Count		847	1,359	108,516			

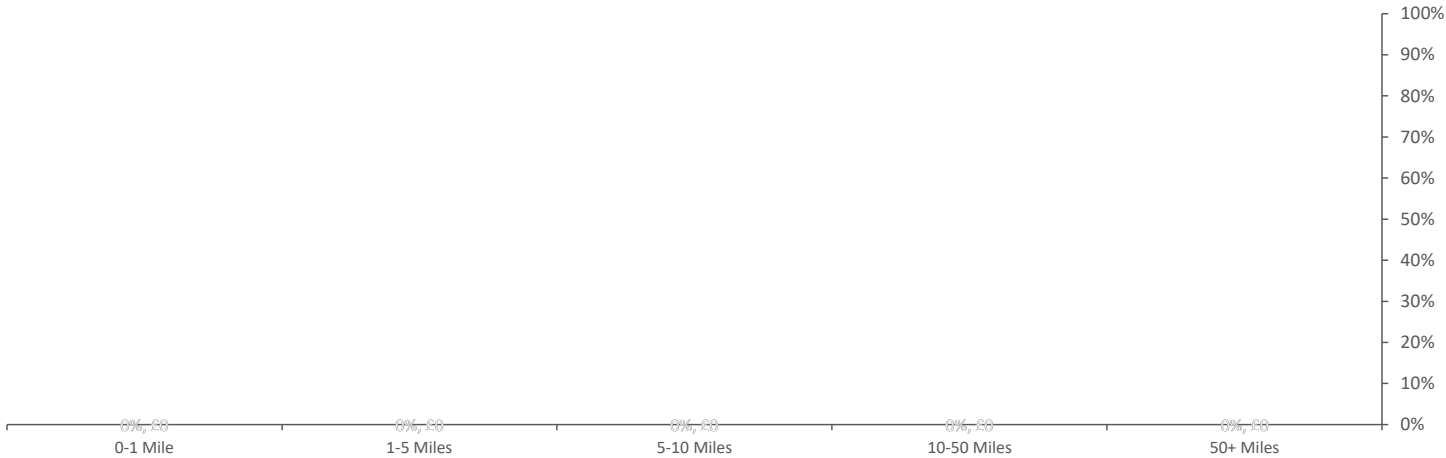
See the Glossary page for further information on the above variables

Transactional Data Summary - Windmill



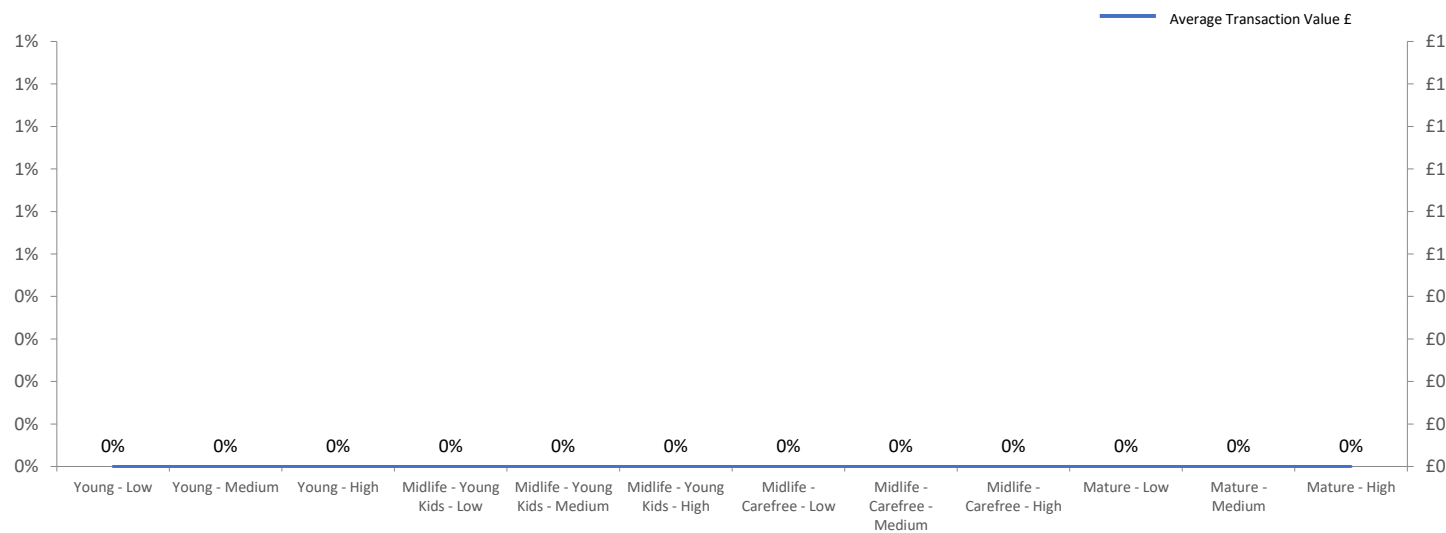
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Spend by Polaris and Distance from Home



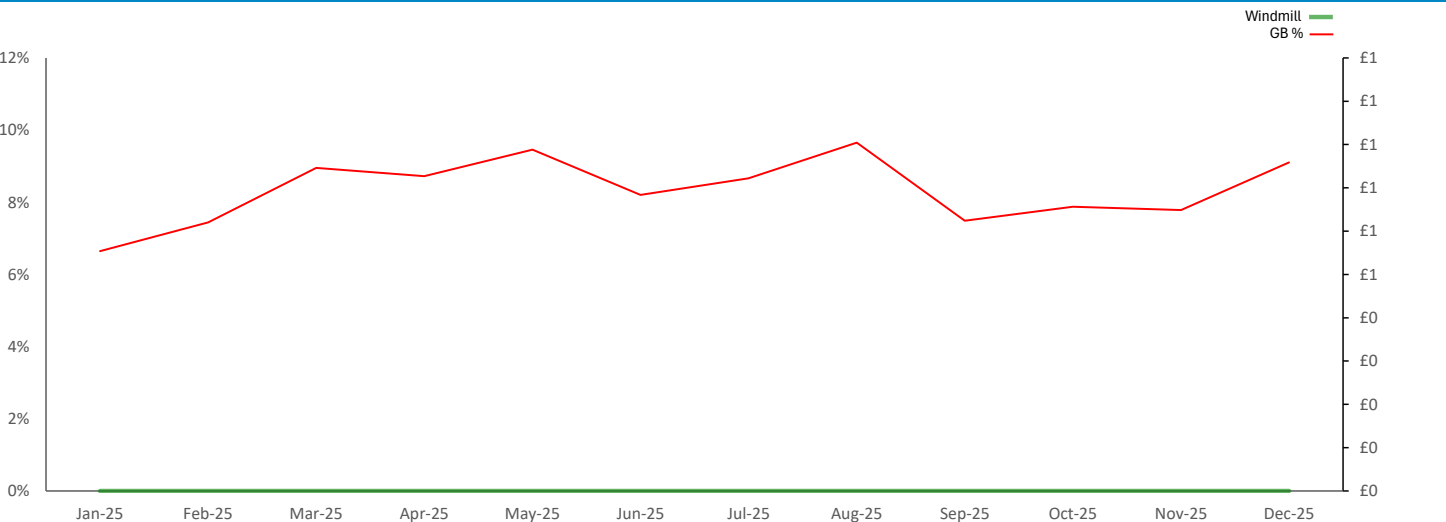
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



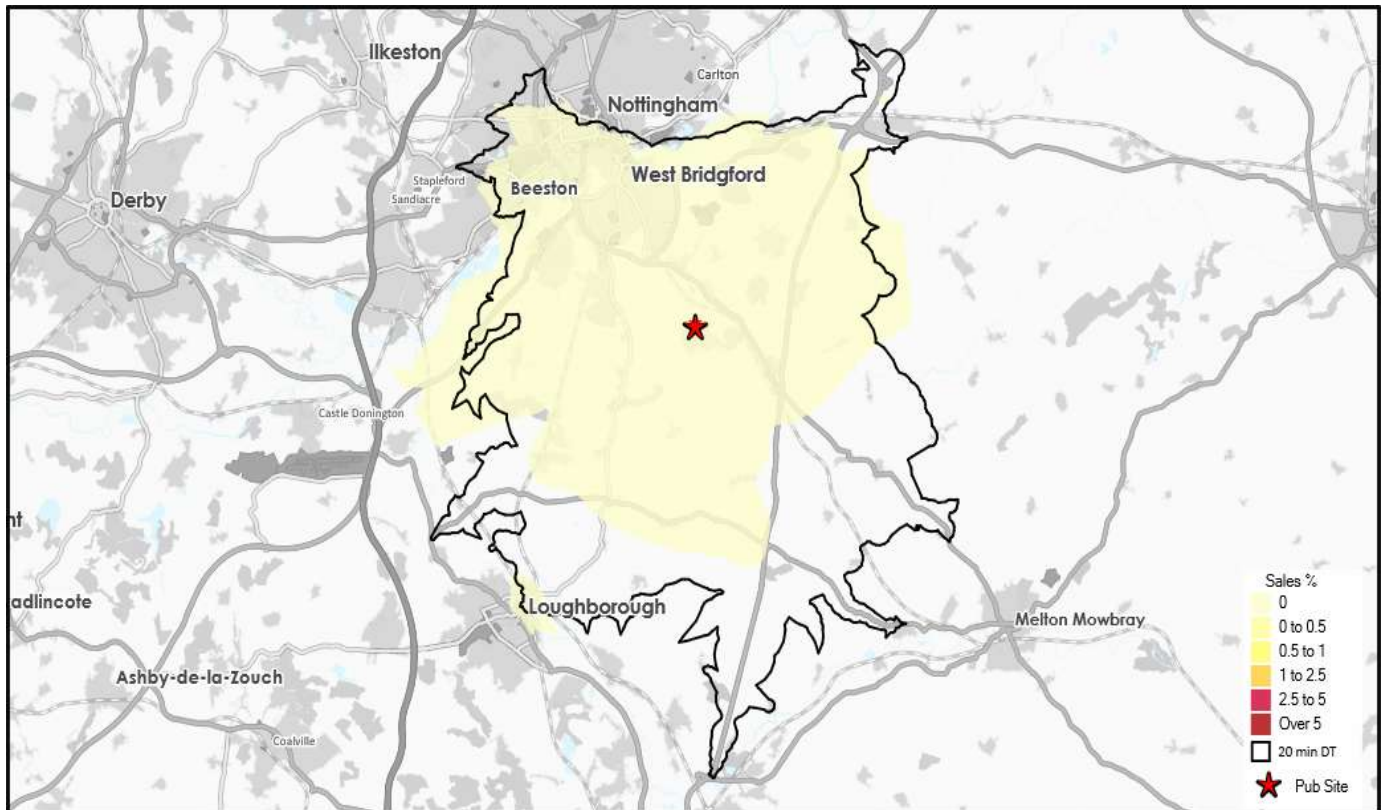
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



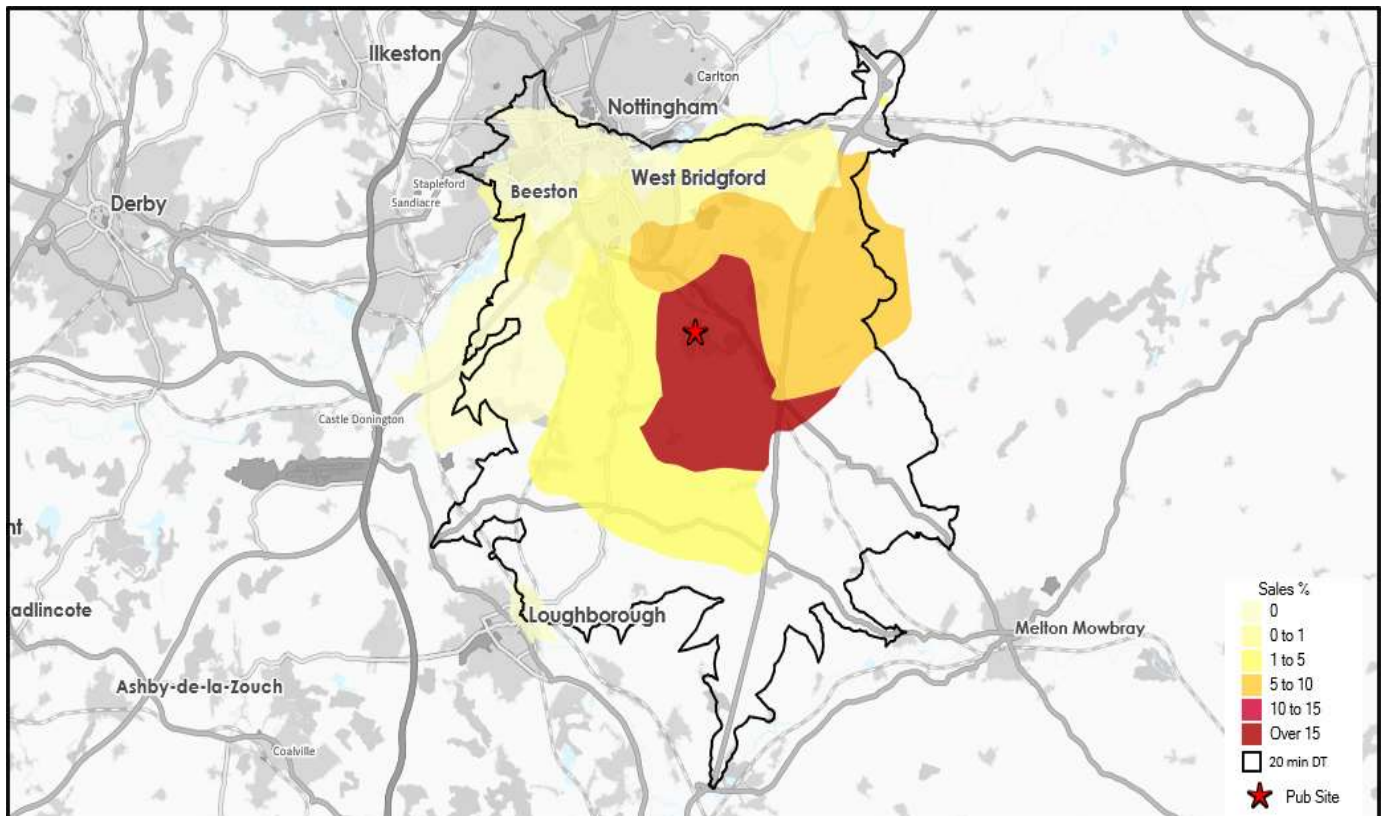
Seasonality of the spend split by month

Windmill Share of Spend from Postcode Sectors within 20 minute Drive



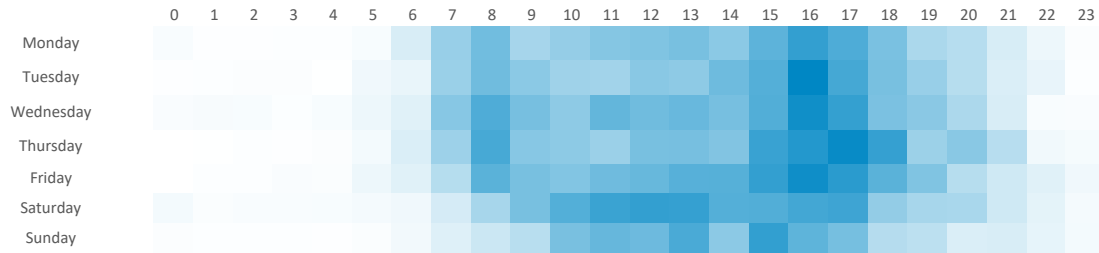
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



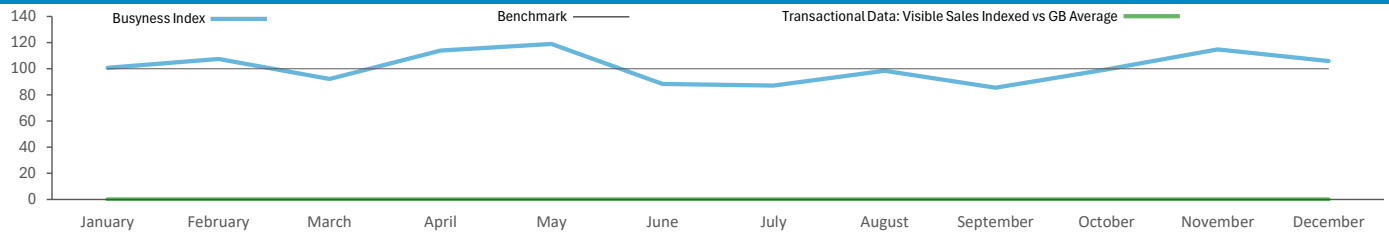
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



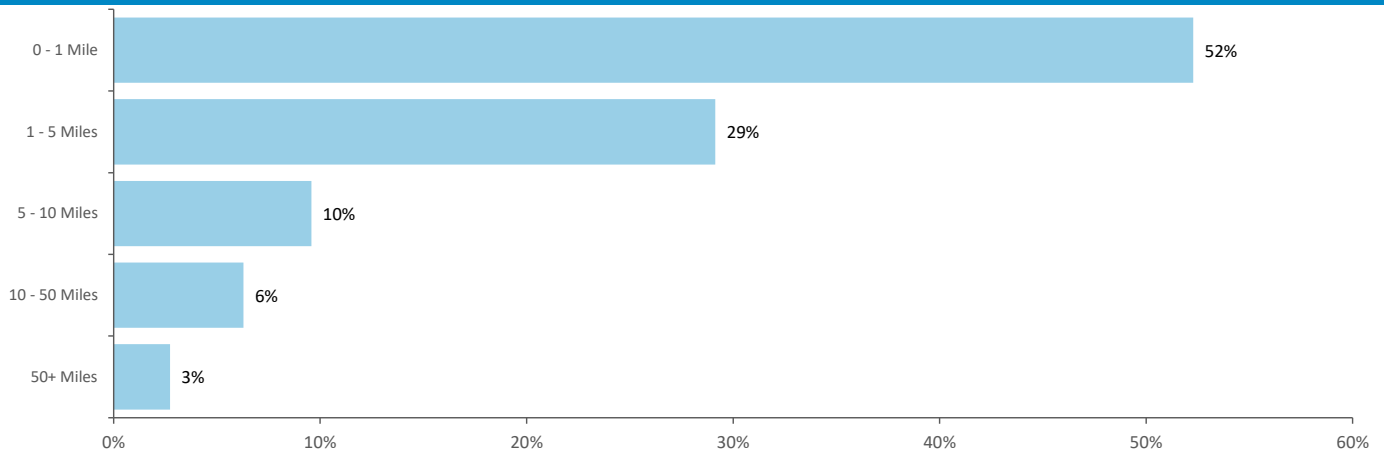
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

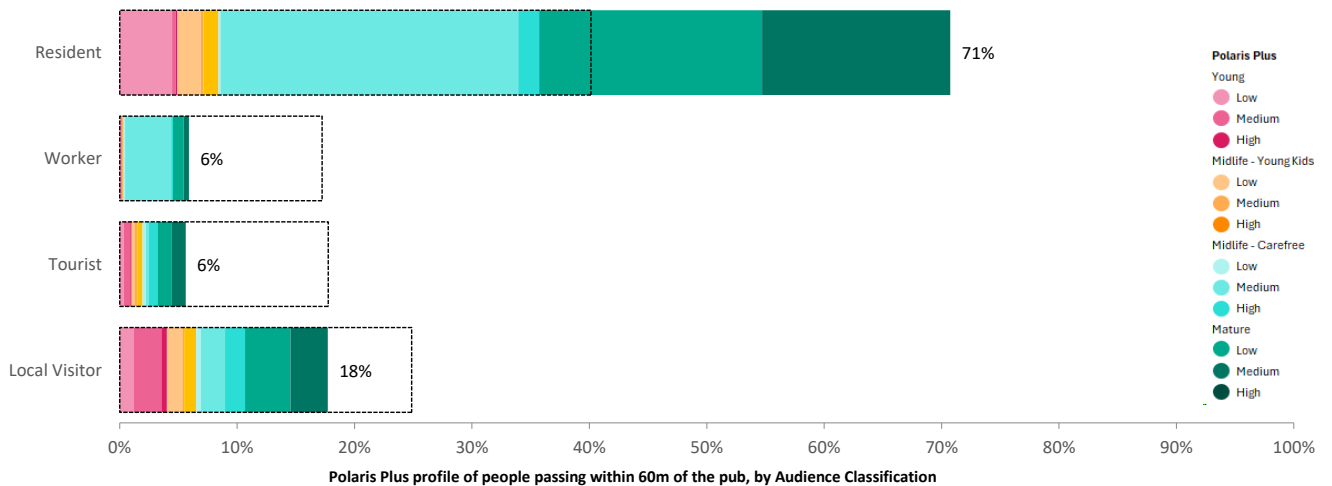
Distance from Home



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

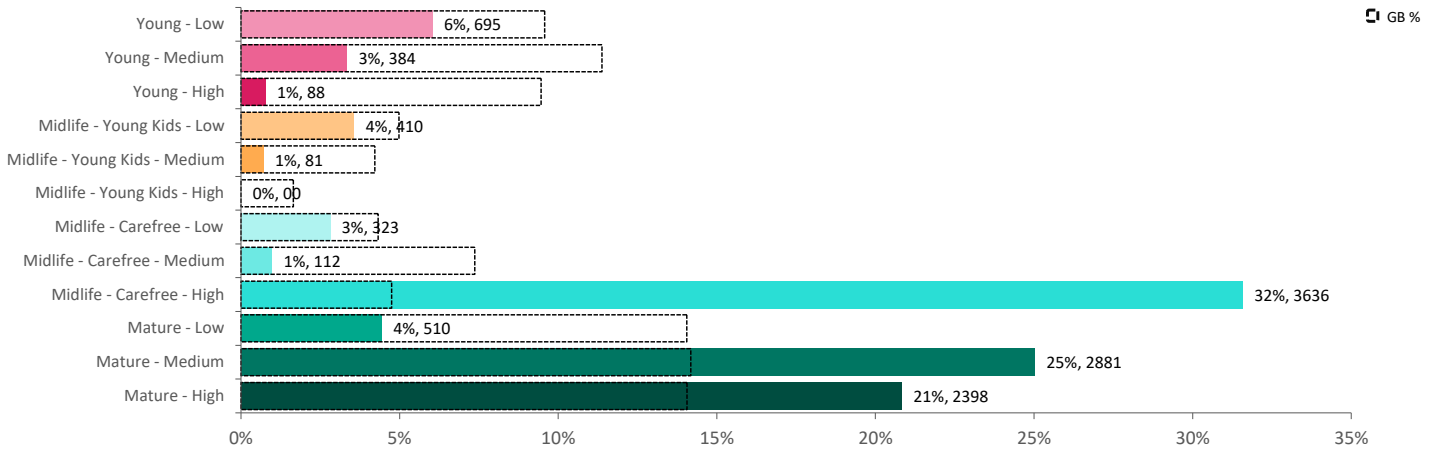
Audience Classification by Polaris Plus

Base: GB



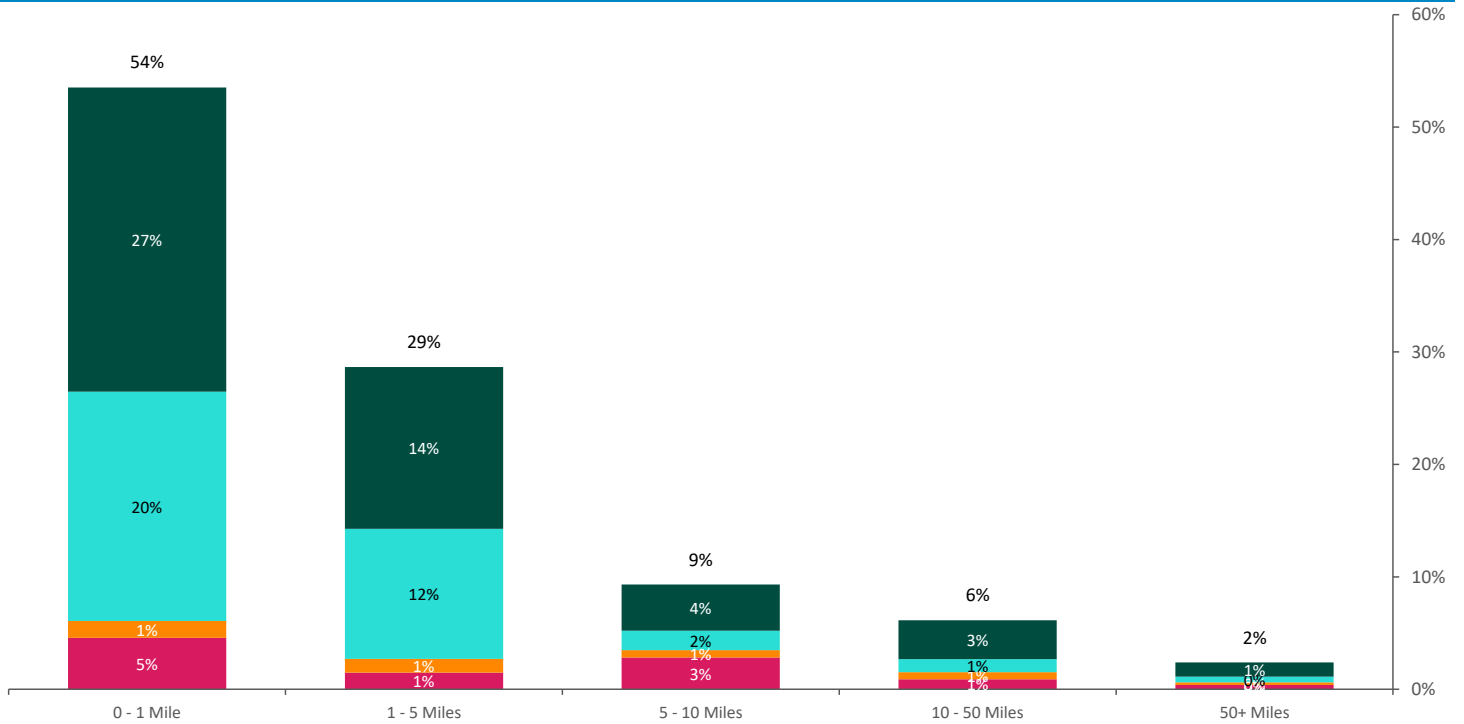
Mobile Data Summary - Windmill

Polaris Plus Profile



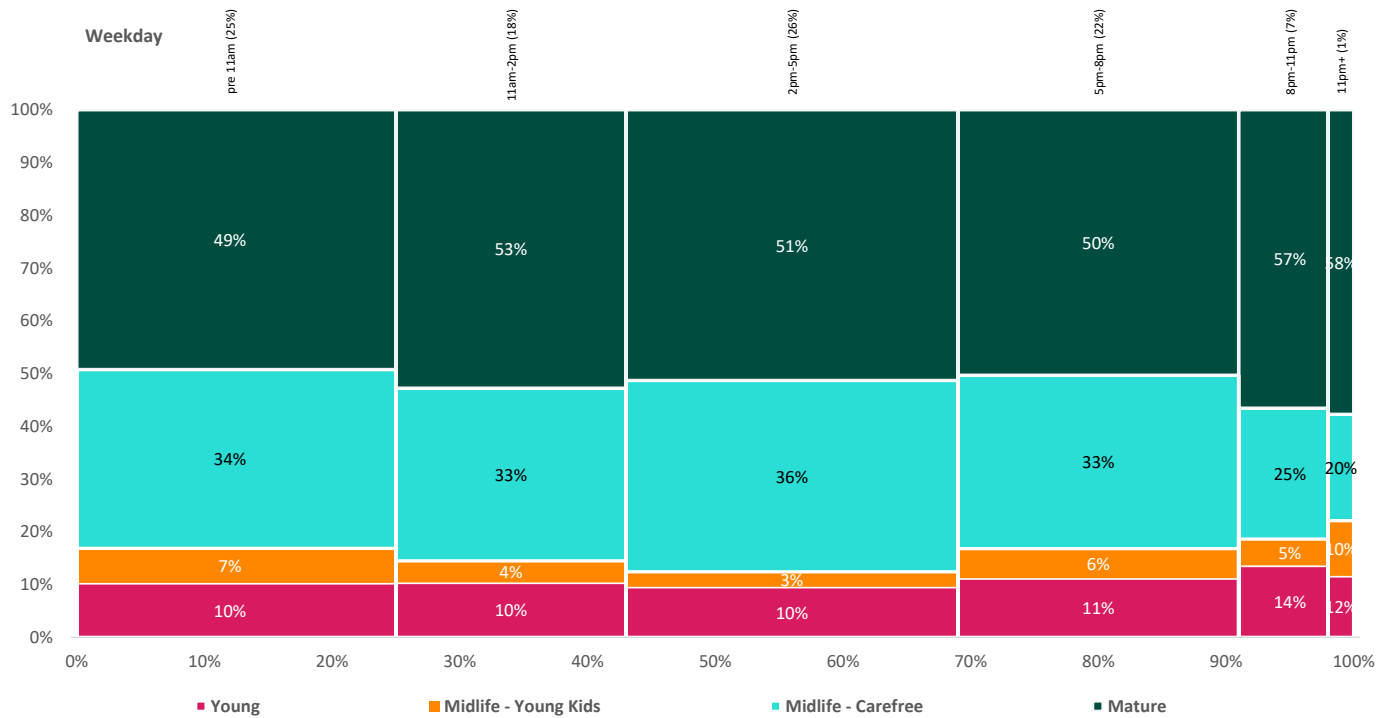
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



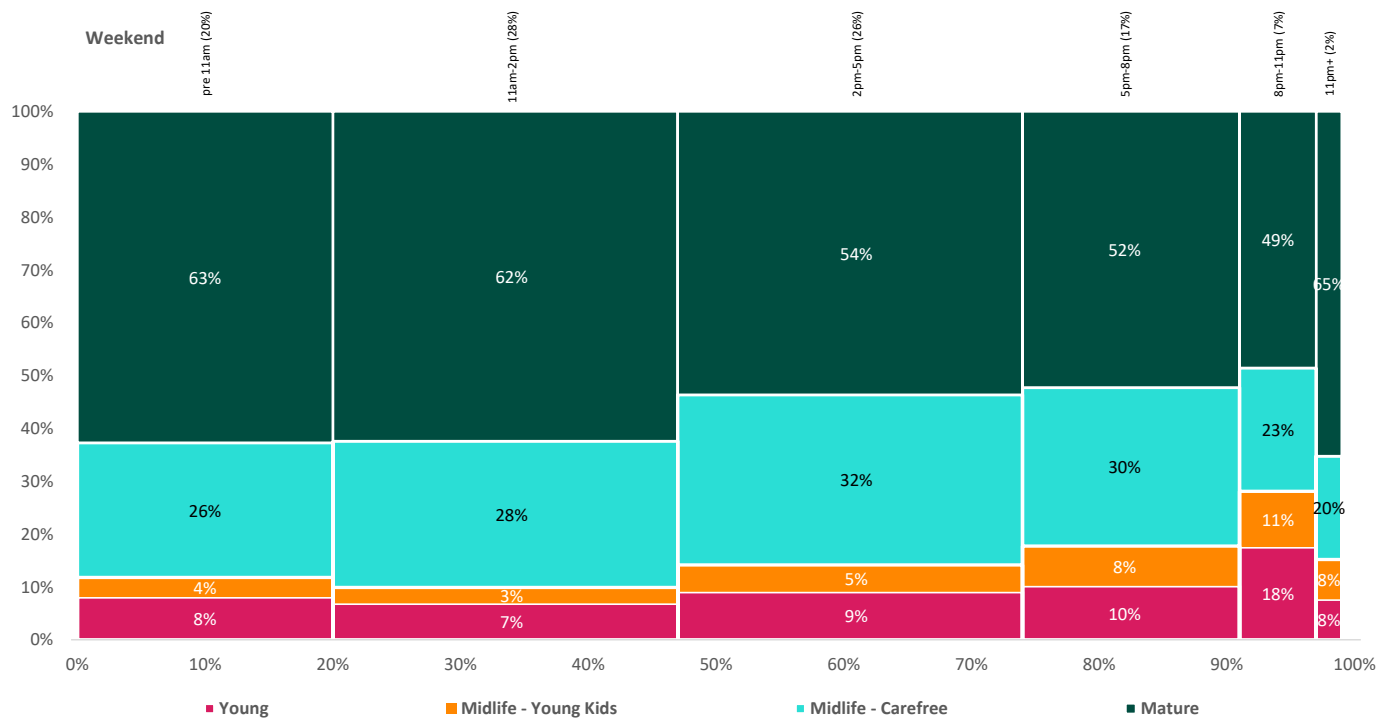
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,383	1,079	1,460	1,229	453	83	5,687
Midlife - Carefree		953	670	1,031	804	199	29	3,685
Midlife - Young Kids		184	83	82	136	40	15	540
Young		290	213	272	274	109	17	1,175
All		2,810	2,046	2,844	2,443	801	143	11,087

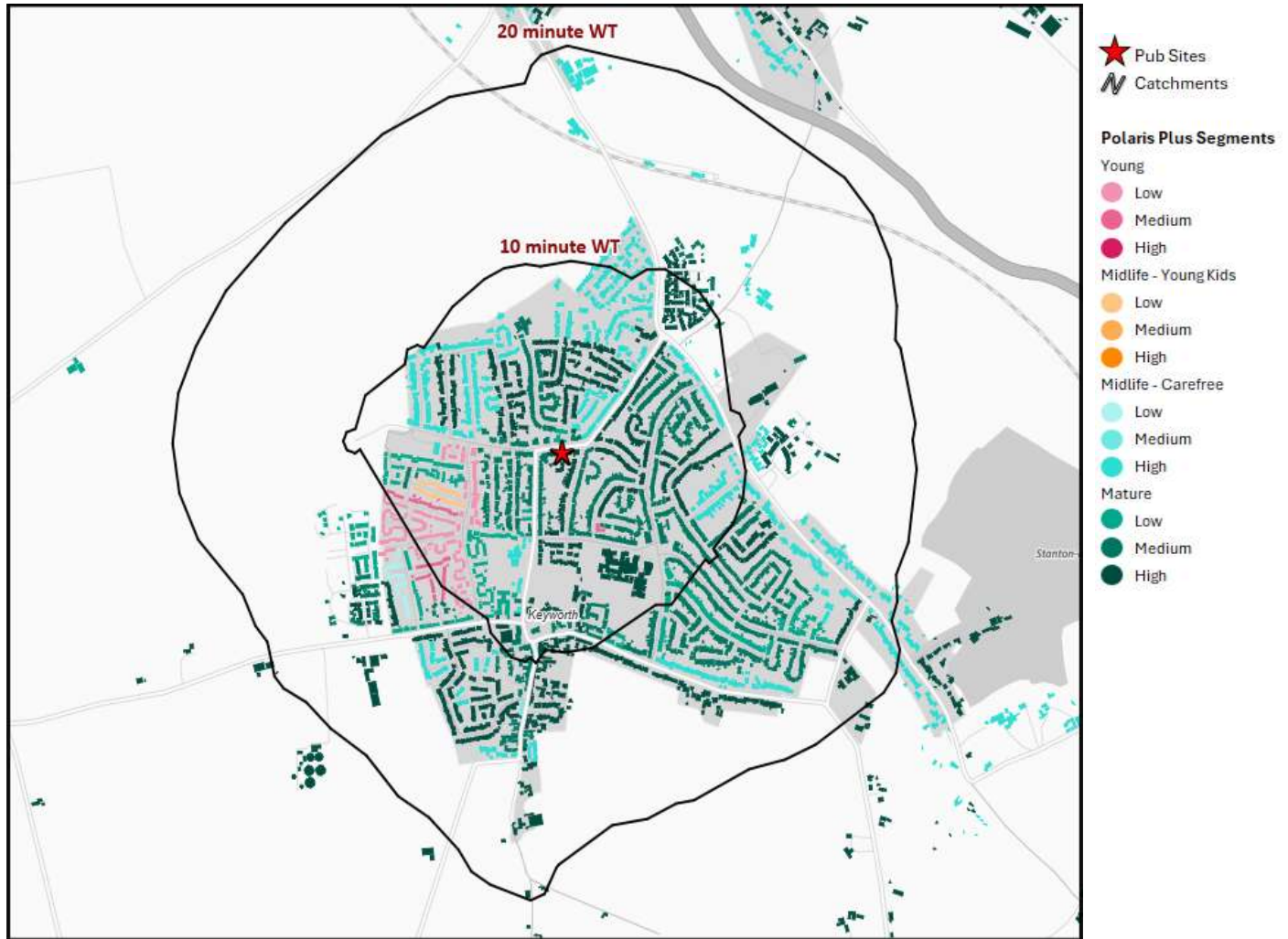
Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		521	703	570	365	134	54	2,346
Midlife - Young Kids		212	312	343	210	65	16	1,157
Midlife - Carefree		31	34	54	53	29	6	207
Mature		67	78	97	71	49	6	368
All		831	1,126	1,064	698	277	82	4,079

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

Polaris Plus Summary - Windmill



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

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	311	311	18,318	77	52	95
Medium	44	95	45,147	10	14	208
High	0	0	14,276	0	0	108
Midlife - Young Kids						
Low	47	47	7,946	20	14	72
Medium	0	0	3,423	0	0	39
High	0	0	382	0	0	17
Midlife - Carefree						
Low	0	45	5,116	0	17	61
Medium	0	15	6,401	0	3	45
High	593	811	13,223	316	291	147
Mature						
Low	546	743	13,010	98	90	49
Medium	1,351	2,315	24,900	210	242	81
High	1,217	1,713	39,876	197	187	134
Not Private Households	0	0	5,094	0	0	241
Total	4,109	6,095	197,112			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Windmill



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	Windmill	NG12 5GU	Star Pubs & Bars	Premium	0.0%	0.0%	0.00
1	Plumtree Restaurant	NG12 5GS	Independent Free	Restaurant	3.3%	83.8%	0.10
2	Keyworth United Community Football Club	NG12 5JE	Independent Free	Leisure	0.0%	0.0%	0.18
3	Keyworth Tavern	NG12 5DW	Punch Pub Company	Premium	13.4%	94.5%	0.45
4	Salutation	NG12 5AD	Star Pubs & Bars	Great Pub Great Food	0.0%	0.0%	0.50
5	Keyworth United Football Club	NG12 5GE	Independent Free	Leisure	5.4%	85.6%	0.54
6	Carriage Hall	NG12 5NA	Independent Free	Leisure	1.3%	31.4%	0.90
7	Perkins Bar Bistro	NG12 5NA	Independent Free	Restaurant	8.4%	63.3%	0.90
8	Plumtree Cricket Club	NG12 5EW	Independent Free	Leisure	0.5%	90.0%	0.90
9	Stanton On The Wolds Golf Club	NG12 5BH	Independent Free	Leisure	7.3%	78.8%	0.94
10	Plough Inn	NG12 5NN	Trust Inns Limited	Premium	12.0%	72.1%	1.03
11	Griffin Inn	NG12 5NB	Greene King	Super Premium	0.0%	0.0%	1.06
12	Charde Restaurant	NG12 4EN	Independent Free	Restaurant	1.5%	79.4%	1.58
13	Air Hostess	NG12 4EA	Everards	Premium	25.0%	82.8%	1.69
14	Rancliffe Arms	NG11 6QT	Marston's	Great Pub Great Food	7.6%	55.2%	2.21
15	Plough	NG12 5QQ	Independent Free	Premium	0.0%	0.0%	2.46
16	Keyworth Rugby Club	NG12 5PU	Independent Free	Premium	0.3%	89.1%	2.65
17	Edwalton Golf Club	NG12 4AS	Glendale Golf	Leisure	0.0%	0.0%	2.67
18	Three Spices	NG11 6LB	Independent Free	Restaurant	4.0%	79.4%	2.69
19	Red Lion	NG11 6LB	Star Pubs & Bars	Mainstream	5.0%	89.3%	2.69
20	Three Crowns	NG11 6LB	Independent Free	Premium	4.9%	80.1%	2.69

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 - Windmill

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,109	6,095	197,112
Number of Competition Pubs	4	6	363
Adults 18+ per Competition Pub	1,027	1,016	543

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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	69	19,322	9.8%	98
Mainstream	70	26,334	13.4%	96
Premium	69	28,241	14.3%	100
Restaurant	77	45,422	23.0%	100
Super Premium	9	8,052	4.1%	104

Glossary

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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 "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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
Product needs	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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
	