

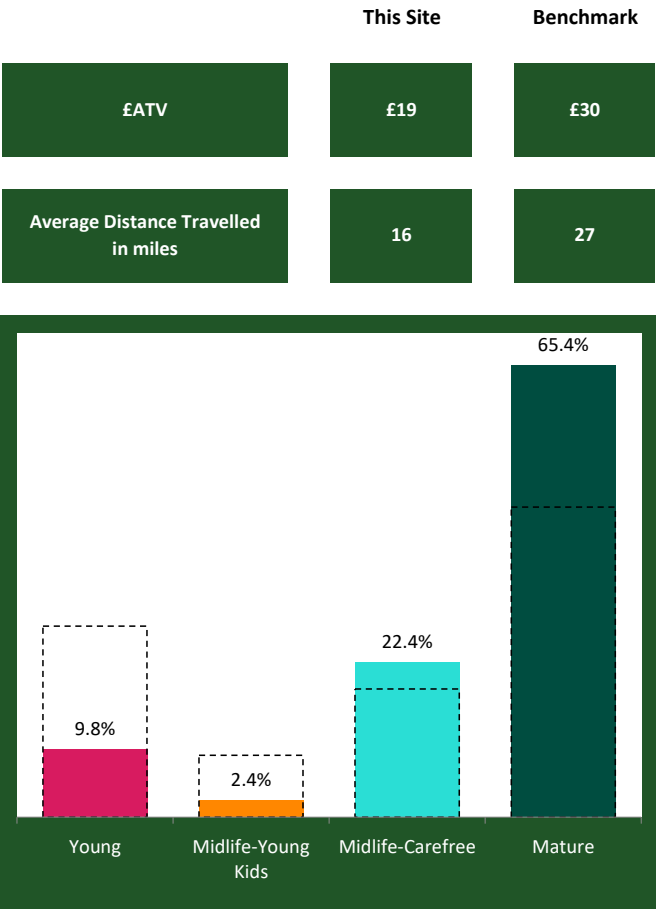
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		302	5,344
Adult Pop		237	4,529
Affluence	Low	0%	33%
	Medium	11%	38%
	High	89%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		74%	16%
Mature		26%	44%
Competition Count		1	43

Visitors



Spend Profile



Catchment Summary - Star

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**
302	1,017	343,738	6	5	81
Pop. & Adl. 18+ index based on all pubs			5	6	82
237	934	279,298	2	3	53
1	3	412	35	45	99
237	311	678	105	93	101
84.0%	74.0%	81.0%	0	0	96
			28	189	117
			326	101	83
			130	118	103
			97	678	145
			93	87	91
			96	42	95
			124	46	96
			71	26	102

Affluence

Low

Medium

High

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)					
£29,468	£26,682	£23,253			

Age Profile

18-24

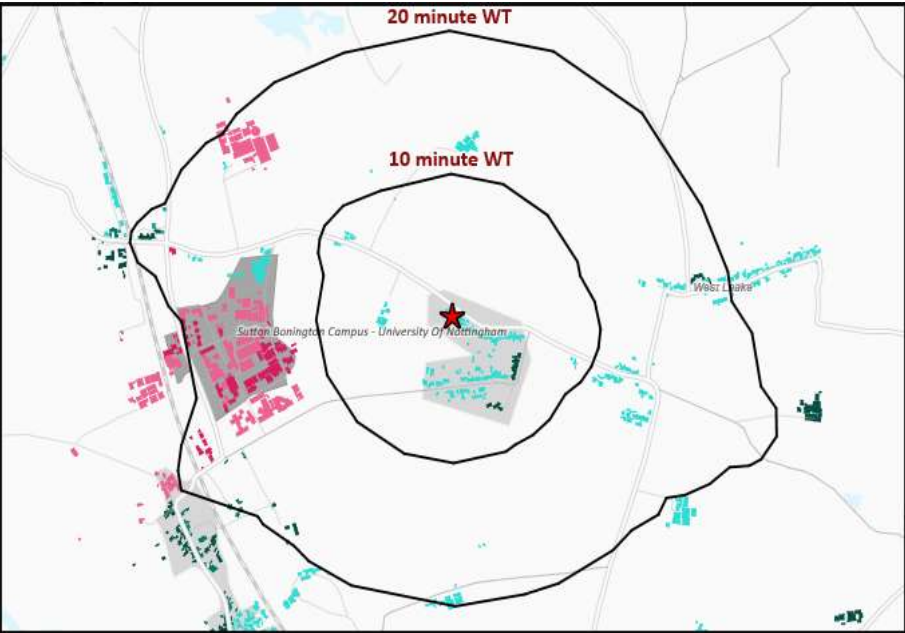
25-34

35-44

45-64

65+

25	587	42,312			
38	120	42,458			
39	58	44,070			
94	118	83,274			
41	51	67,184			



Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024



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	0	697	67,788	0	268	87
Midlife - Young Kids	0	0	20,553	0	0	67
Midlife - Carefree	175	175	47,545	468	119	108
Mature	62	62	141,634	59	15	115
Not Private Households	0	0	1,778	0	0	5,262
Total	237	934	279,298			



Per Pub - Star

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

WT= Walktime, DT= Drivetime

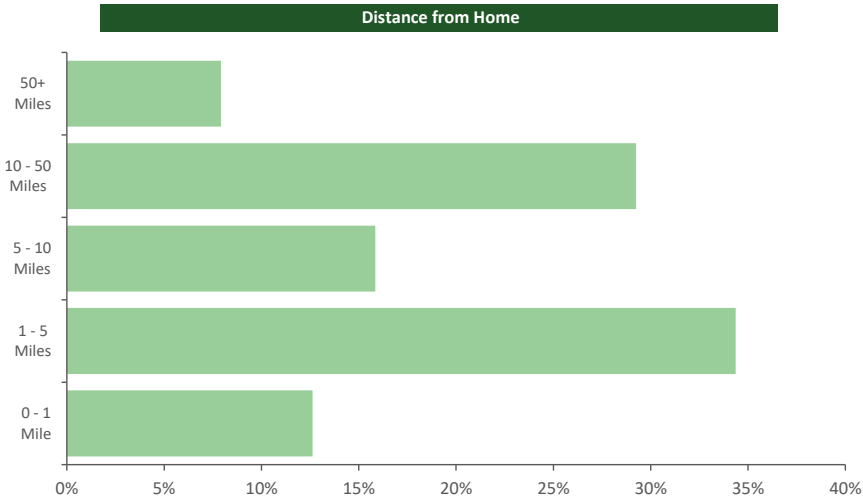
Adults 18+	237	934	279,298
Number of Competition Pubs	1	3	412
Adults 18+ per Competition Pub	237	311	678

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	5	2.0%	26
Family Pub Dining	0	12	4.9%	53
Great Pub Great Food	0	59	25.0%	150
Leisure	0	26	11.1%	110
Mainstream	0	19	8.1%	58
Premium	1	37	15.4%	108
Restaurant	0	64	26.8%	116
Super Premium	0	16	6.7%	170

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	77	8.3%	105
Family Pub Dining	0	74	8.0%	88
Great Pub Great Food	0	149	16.0%	96
Leisure	0	88	9.4%	94
Mainstream	0	134	14.3%	103
Premium	3	146	15.6%	109
Restaurant	0	226	24.2%	105
Super Premium	0	40	4.3%	110

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	57	23,201	8.3%	106
Family Pub Dining	28	26,018	9.3%	102
Great Pub Great Food	40	46,705	16.7%	100
Leisure	69	28,478	10.2%	102
Mainstream	99	40,849	14.6%	105
Premium	60	39,500	14.1%	99
Restaurant	53	62,981	22.6%	98
Super Premium	6	9,757	3.5%	89



© 2026 CACI Limited and all other applicable third party notices (Population Estimates and Projections, CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Competition - Star



Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	Nags Head	LE12 6PG	Pub People Co Ltd	Premium	32.6%	2.48
5	Otter	DE74 2EY	Mitchells & Butlers	Great Pub Gre.	1.9%	1.57
14	Soar Boating Club	LE12 5HB	Independent Free	Super Premium	10.7%	1.97
0	Star	LE12 5RQ	*Other Small Retail Groups	Premium	8.6%	0.00
10	Red Lion	DE74 2DA	Independent Free	Premium	7.6%	1.89
20	Bulls Head	LE12 6PG	Admiral Taverns Ltd	Premium	7.0%	2.48
17	Rushcliffe Golf Club	LE12 5RL	Independent Free	Leisure	5.4%	2.14
9	Cap and Stocking	DE74 2FF	Star Pubs & Bars	Premium	4.1%	1.82
3	Anchor Inn	LE12 5PA	Marston's	Premium	3.6%	0.89
4	Kings Head	LE12 5PE	Admiral Taverns Ltd	Premium	2.8%	0.95
18	Three Horseshoes	LE12 6PB	Pub People Co Ltd	Premium	1.7%	2.25
8	Jee Ja Jee	DE74 2EE	Independent Free	Great Pub Gre.	1.4%	1.74
6	Anchor Inn	DE74 2FR	Independent Free	Premium	1.2%	1.62
15	Kegworth Hotel and Conference	DE74 2DF	Independent Free	Great Pub Gre.	0.8%	2.03
13	Plough Inn	LE12 5HB	Star Pubs & Bars	Great Pub Gre.	0.6%	1.97
1	Sutton Bonington Hall	LE12 5RD	Independent Free	Premium	0.0%	0.66
2	Bonington Campus	LE12 5RD	Independent Free	Premium	0.0%	0.66
7	Kegworth Town Cricket Club	DE74 2EH	Independent Free	Leisure	0.0%	1.72
11	Rose and Crown	LE12 5EQ	Stonegate Pub Company	Mainstream	0.0%	1.90
12	Whatton House And Gardens	LE12 5BG	Independent Free	Leisure	0.0%	1.94
16	Loughborough Boat Club	LE12 5JN	Independent Free	Super Premium	0.0%	2.14

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



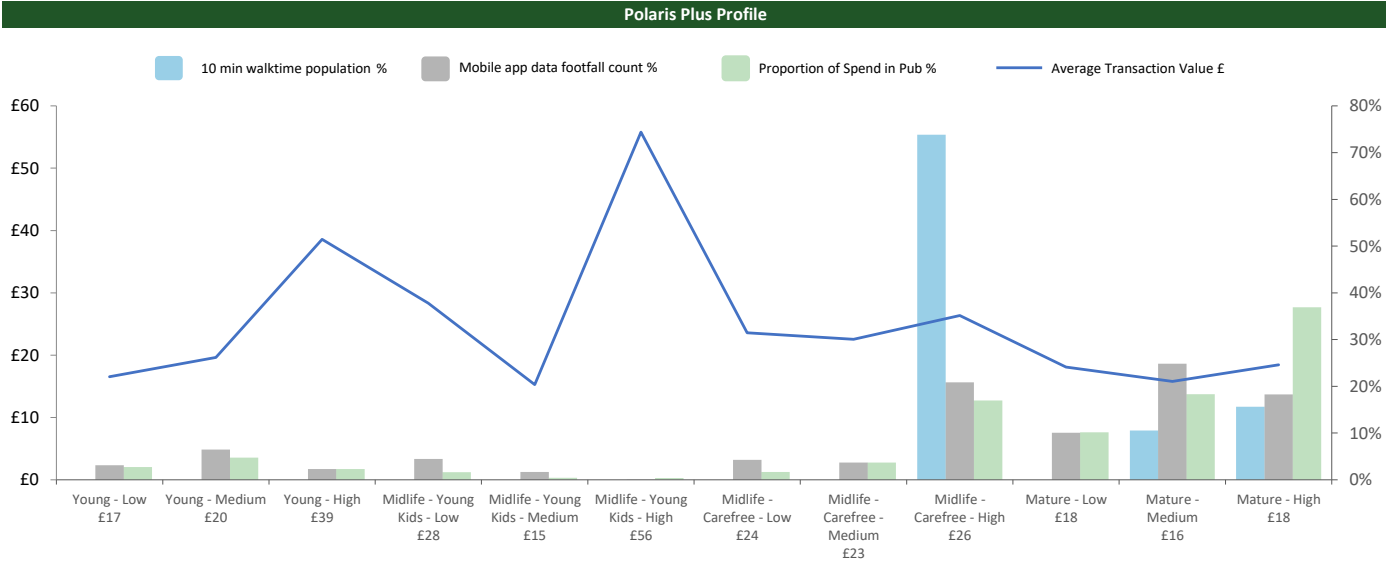
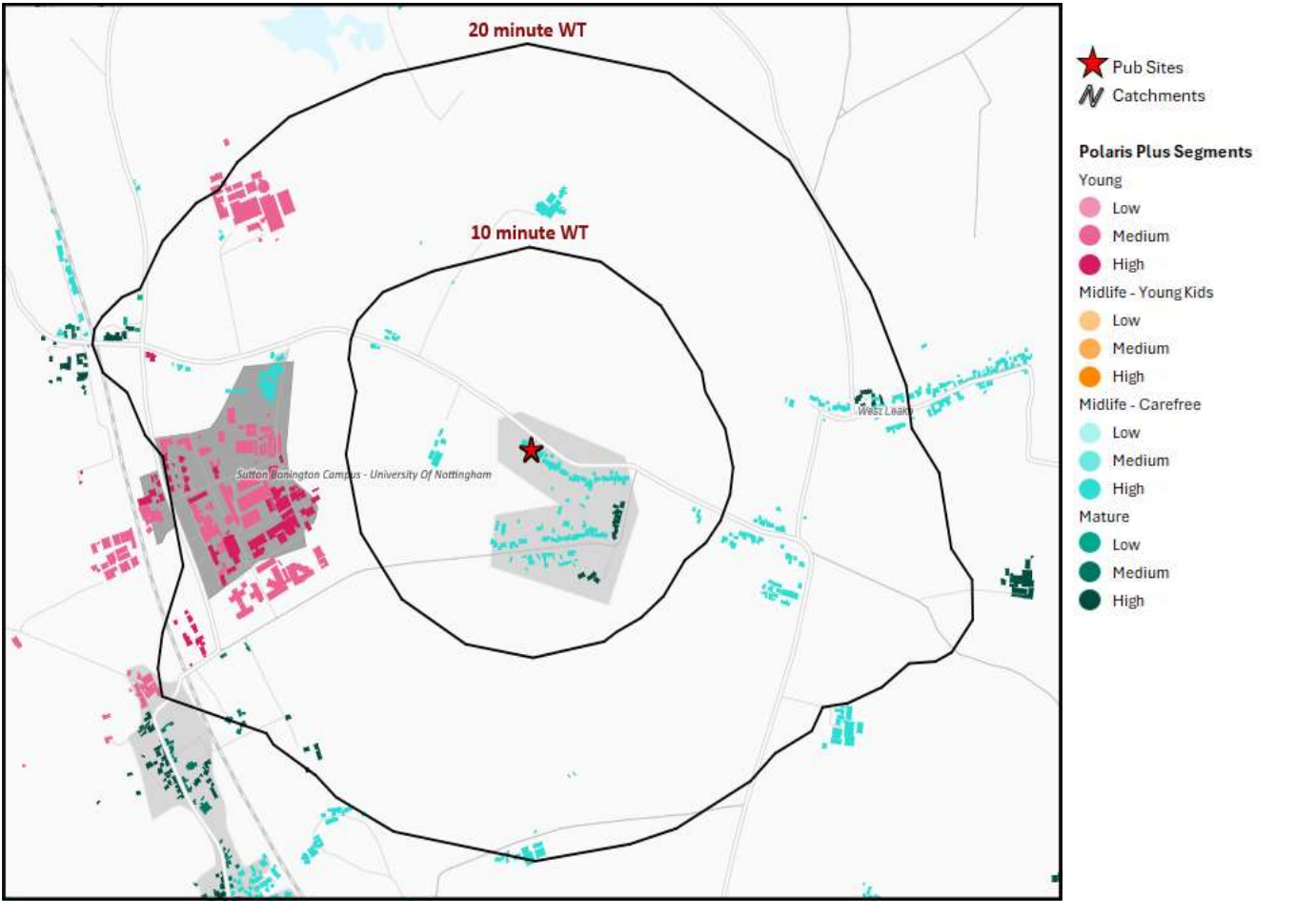
© 2026 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Catchment Summary - Star



© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

CGA ID	Name	Postcode	Operator	Segment	Sparsity
68415	Star	LE12 5RQ	*Other Small Retail Groups	Premium	13



See the Glossary page for further information on the above variables

Catchment Summary - Star

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

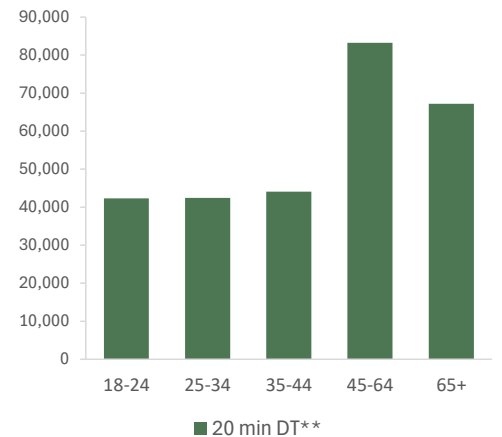
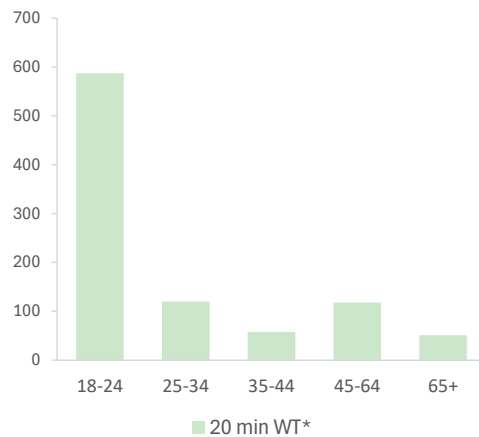
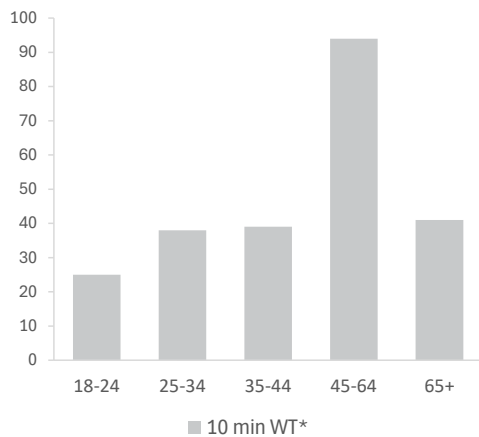
Over GB Average
Around GB Average
Under GB Average

*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		302	1,017	343,738	6	5	81
Adults 18+		237	934	279,298	5	6	82
Competition Pubs		1	3	412	2	3	53
Adults 18+ per Competition Pub		237	311	678	35	45	99
% Adults Likely to Drink		84.0%	74.0%	81.0%	105	93	101
Affluence	Low	0.0%	0.0%	31.7%	0	0	96
	Medium	10.6%	72.4%	44.8%	28	189	117
	High	89.5%	27.6%	22.8%	326	101	83
Mean Net Disposable income (£pa)		£29,468	£26,682	£23,253	130	118	103
Age Profile	18-24	25	587	42,312	97	678	145
	25-34	38	120	42,458	93	87	91
	35-44	39	58	44,070	96	42	95
	45-64	94	118	83,274	124	46	96
	65+	41	51	67,184	71	26	102

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs

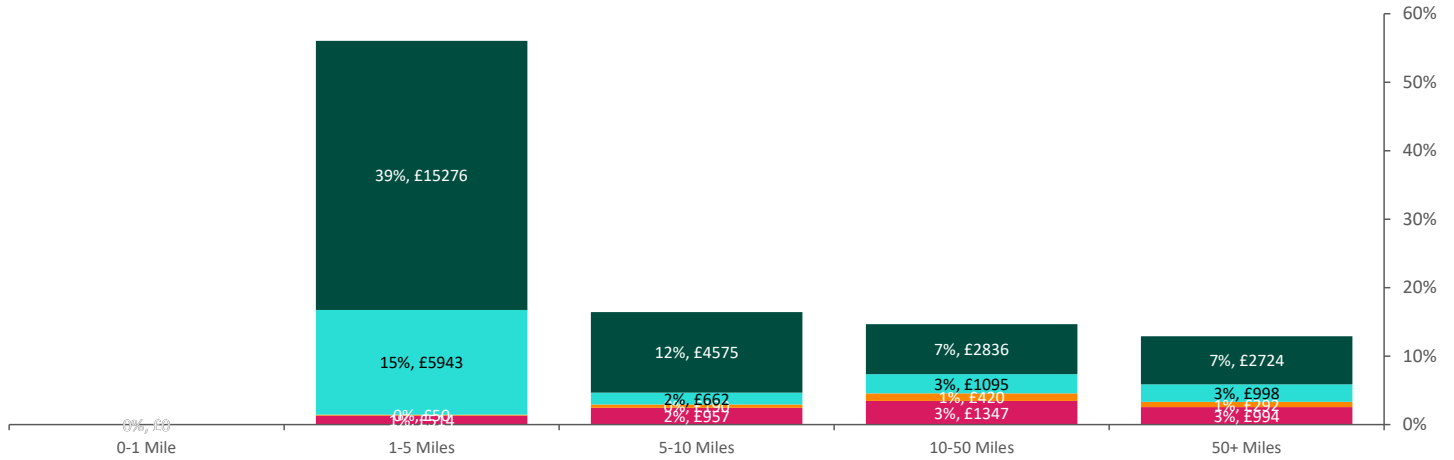


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	143 (47%)	356 (35%)	170,726 (50%)	97	71	101
	Female	159 (53%)	661 (65%)	173,012 (50%)	103	128	99
Economic Status (16+)	Employed: Full-time	115 (46%)	147 (15%)	97,168 (34%)	135	46	100
	Employed: Part-time	29 (12%)	38 (4%)	33,489 (12%)	97	33	98
	Self employed	37 (15%)	44 (5%)	21,275 (7%)	160	50	80
	Unemployed	1 (0%)	2 (0%)	6,336 (2%)	15	8	80
	Full-time student	0 (0%)	63 (7%)	8,041 (3%)	0	266	112
	Retired	36 (14%)	51 (5%)	65,819 (23%)	66	25	105
	Other	32 (13%)	604 (64%)	54,734 (19%)	72	358	107
Total Worker Count		88	448	162,073			

See the Glossary page for further information on the above variables

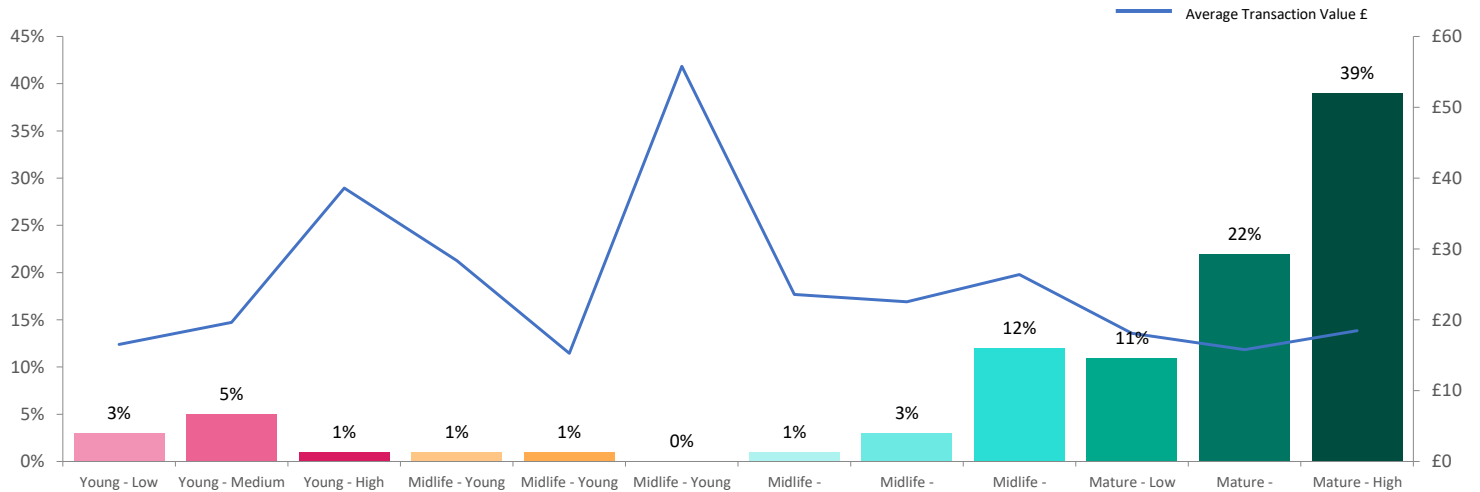
Transactional Data Summary - Star

Spend by Polaris and Distance from Home



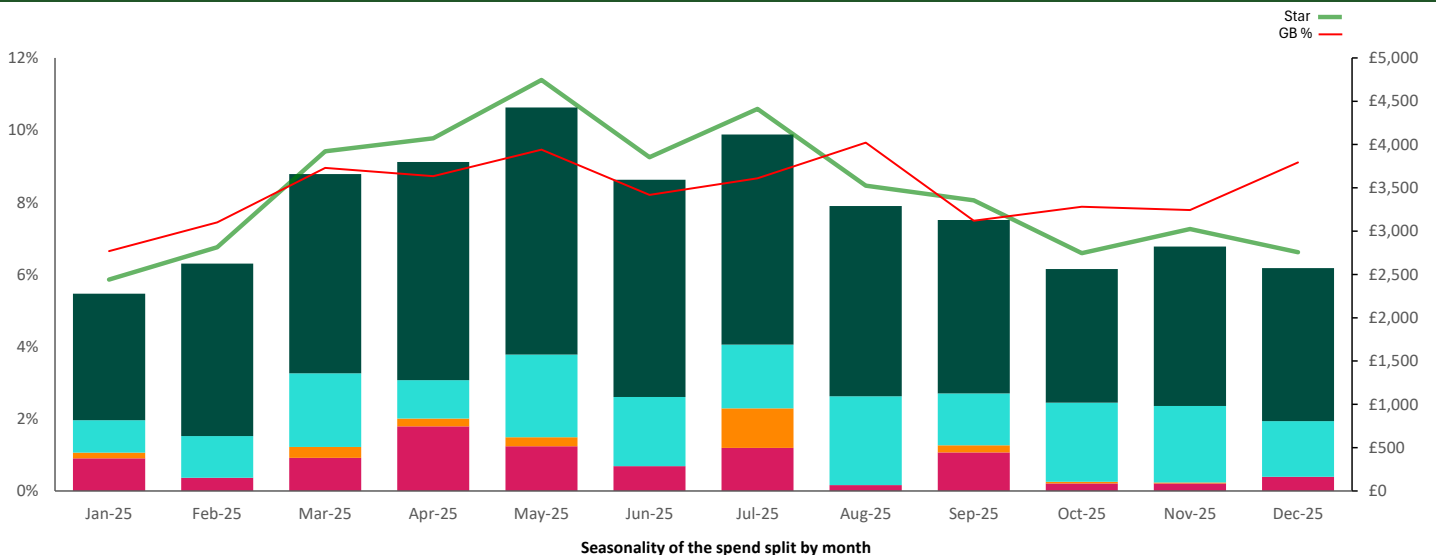
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



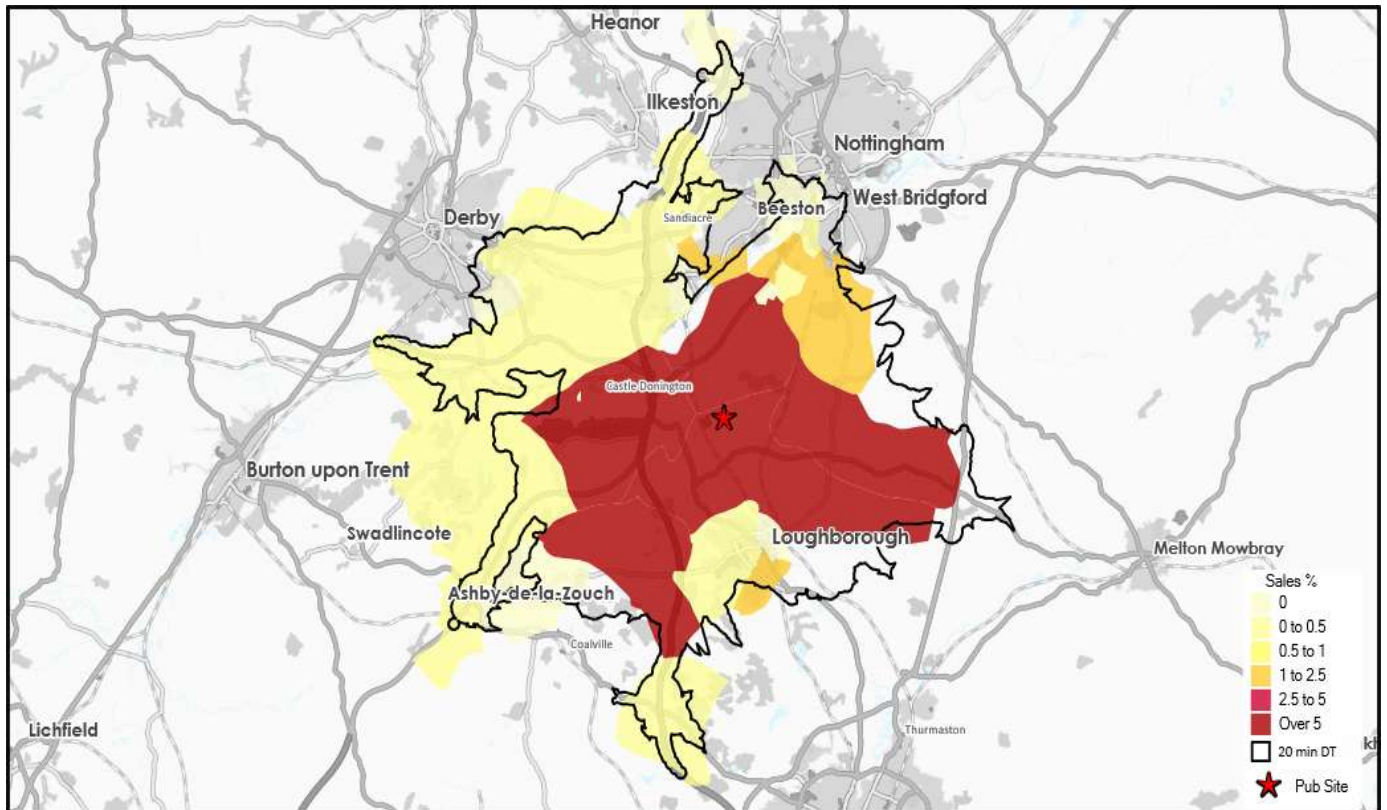
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



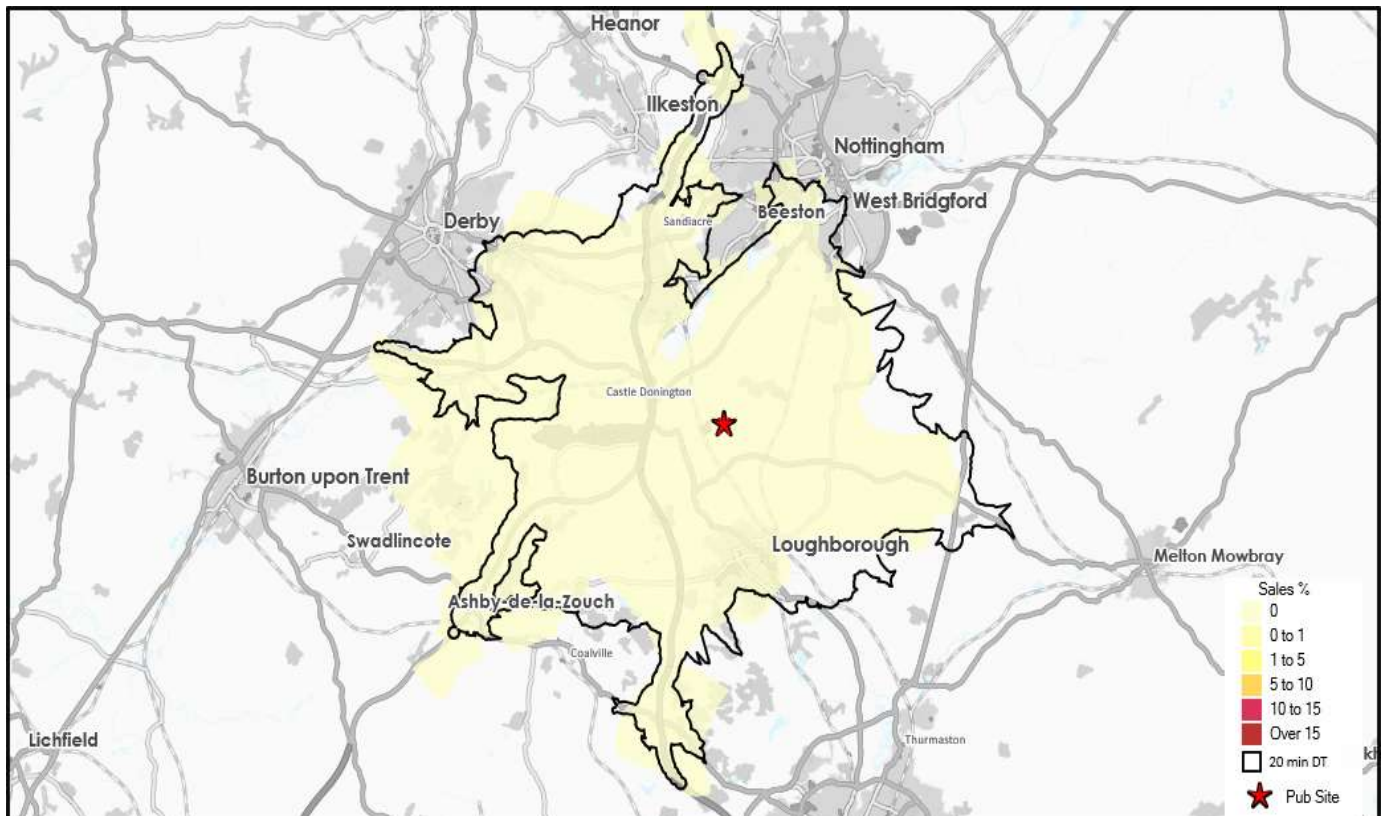
Seasonality of the spend split by month

Star 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



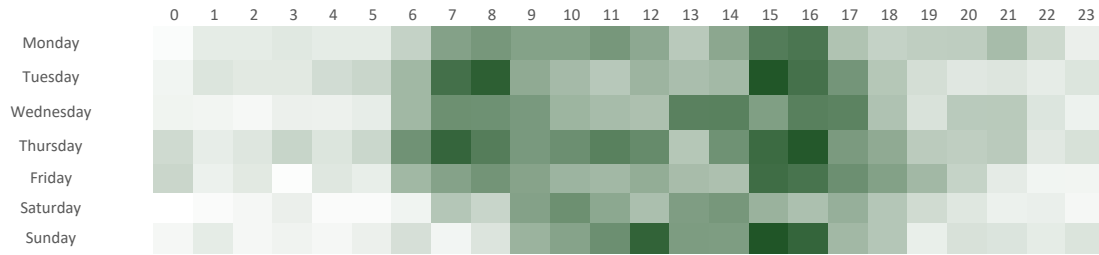
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Star



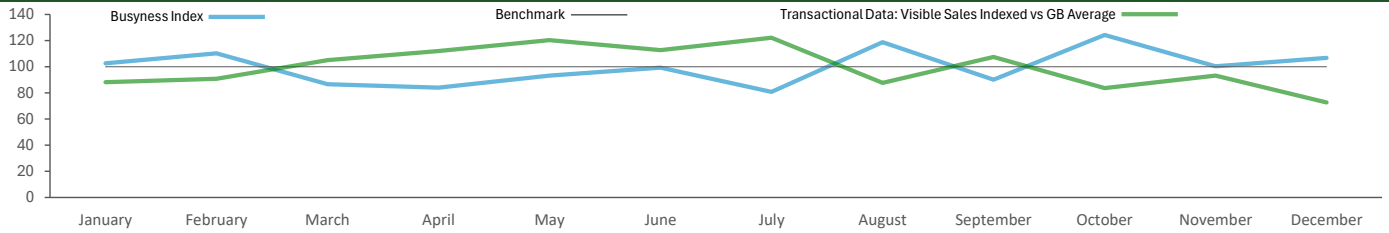
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



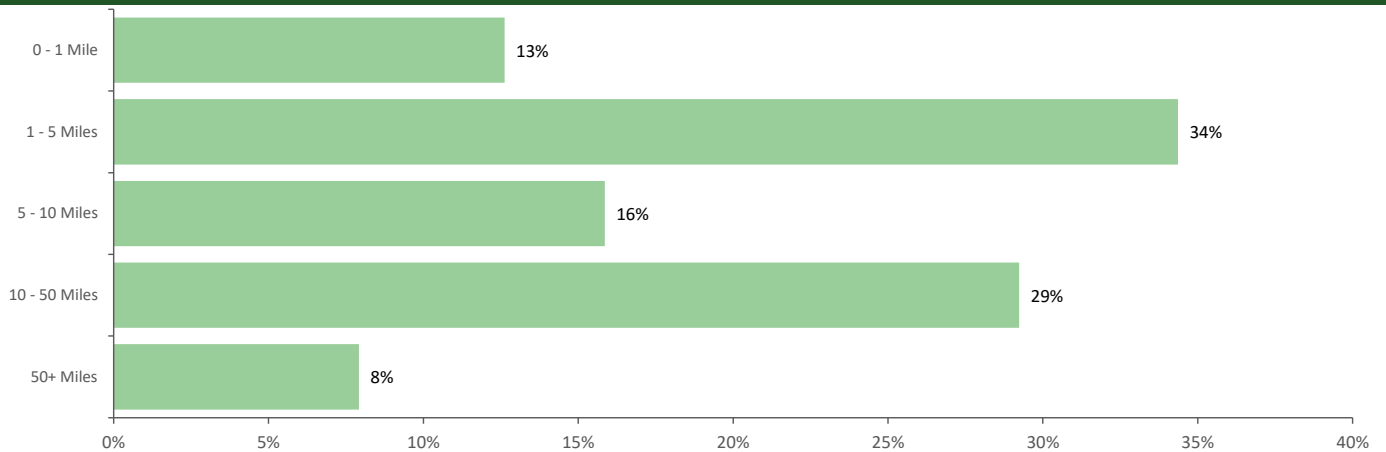
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

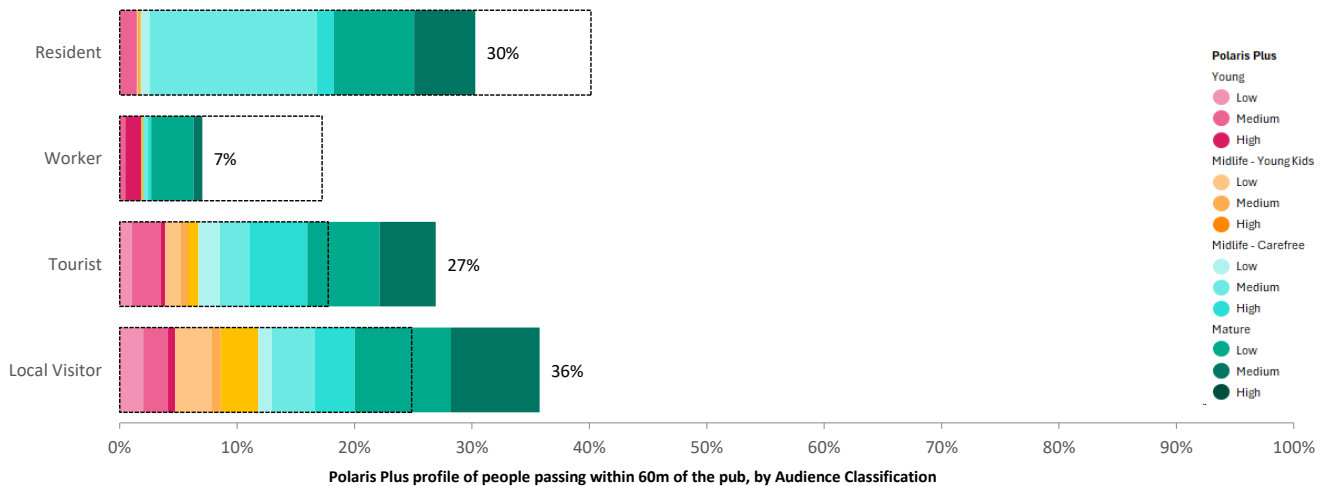
Distance from Home



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

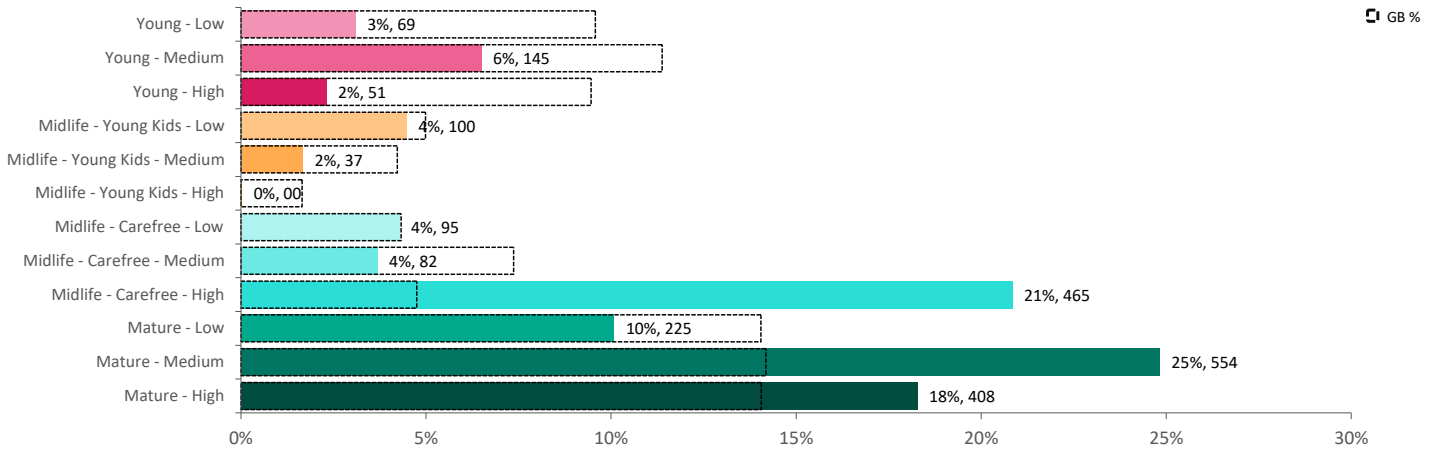


Mobile Data Summary - Star



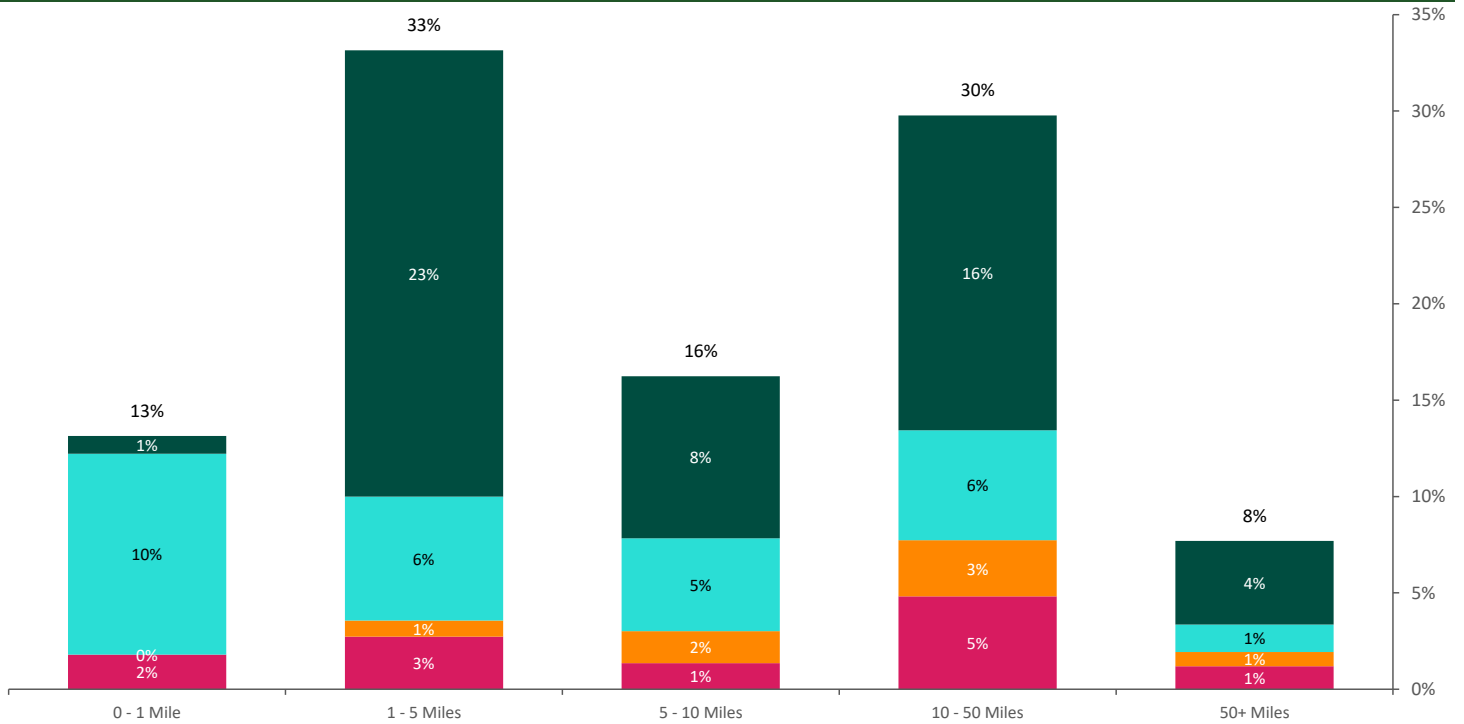
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Polaris Plus Profile



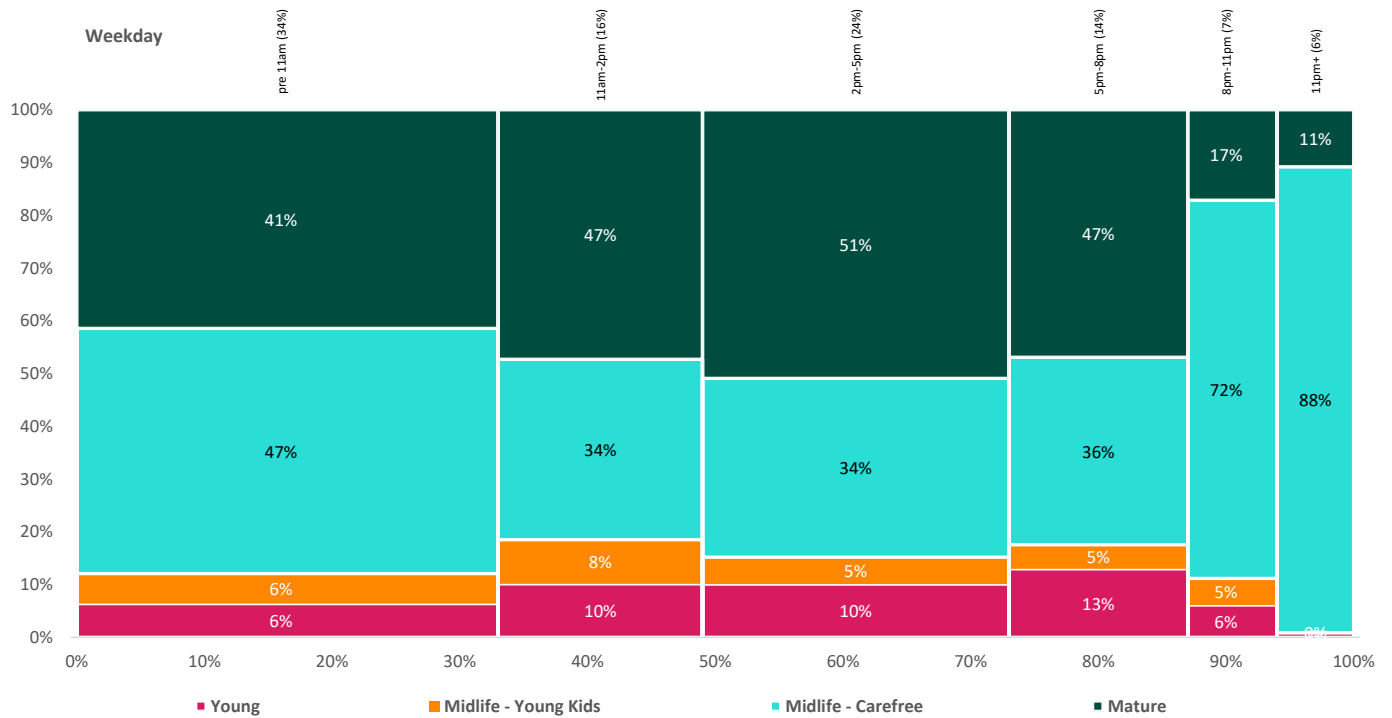
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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		321	172	278	148	26	14	960
Midlife - Carefree		360	125	185	112	111	118	1,012
Midlife - Young Kids		44	30	28	14	8	0	124
Young		49	37	55	41	9	1	193
All		775	365	546	315	155	134	2,289

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

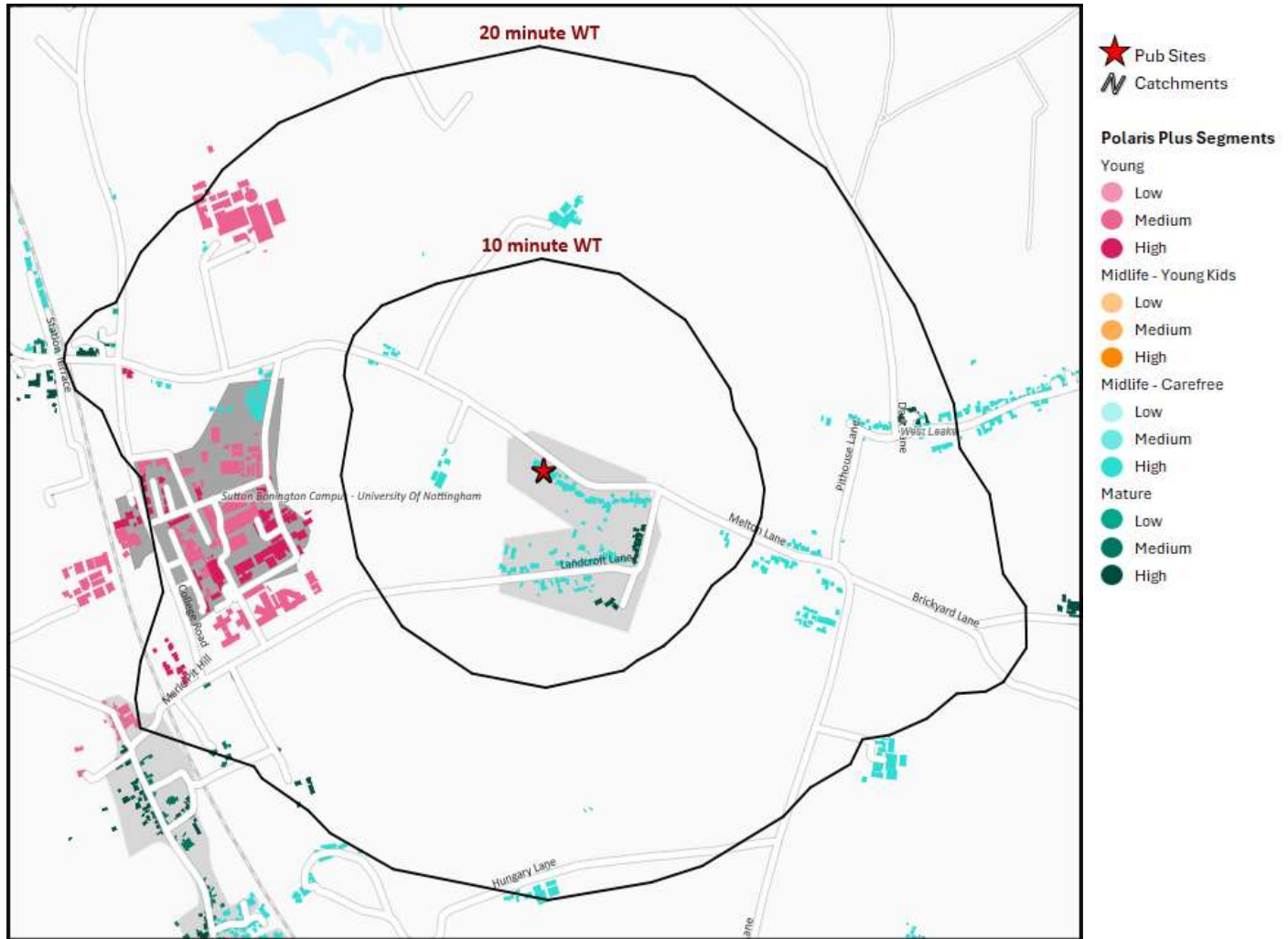


	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		91	97	92	38	11	3	331
Midlife - Young Kids		82	58	61	48	33	39	319
Midlife - Carefree		4	4	8	1	1	0	20
Mature		9	24	37	10	1	2	83
All		186	183	198	96	46	44	753

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

Polaris Plus Summary - Star

© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024



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	0	0	20,508	0	0	75
Medium	0	651	42,260	0	633	137
High	0	46	5,020	0	74	27
Midlife - Young Kids						
Low	0	0	16,984	0	0	109
Medium	0	0	3,450	0	0	28
High	0	0	119	0	0	4
Midlife - Carefree						
Low	0	0	19,883	0	0	167
Medium	0	0	13,913	0	0	70
High	175	175	13,749	1,615	410	108
Mature						
Low	0	0	31,266	0	0	83
Medium	25	25	65,456	67	17	149
High	37	37	44,912	104	26	107
Not Private Households	0	0	1,778	0	0	59
Total	237	934	279,298			

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Star



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	LE12 5RQ	*Other Small Retail Groups	Premium	8.6%	69.6%	0.00
1	Sutton Bonington Hall	LE12 5RD	Independent Free	Premium	0.0%	0.0%	0.66
2	Bonington Campus	LE12 5PA	Independent Free	Premium	0.0%	0.0%	0.66
3	Anchor Inn	LE12 5PA	Marston's	Premium	3.6%	91.0%	0.89
4	Kings Head	LE12 5PE	Admiral Taverns Ltd	Premium	2.8%	85.6%	0.95
5	Otter	DE74 2EY	Mitchells & Butlers	Great Pub Great Food	11.9%	52.8%	1.57
6	Anchor Inn	DE74 2FR	Independent Free	Premium	1.2%	75.0%	1.62
7	Kegworth Town Cricket Club	DE74 2EH	Independent Free	Leisure	0.0%	0.0%	1.72
8	Jee Ja Jee	DE74 2EE	Independent Free	Great Pub Great Food	1.4%	84.9%	1.74
9	Cap and Stocking	DE74 2FF	Star Pubs & Bars	Premium	4.1%	93.8%	1.82
10	Red Lion	DE74 2DA	Independent Free	Premium	7.6%	86.6%	1.89
11	Rose and Crown	LE12 5EQ	Stonegate Pub Company	Mainstream	0.0%	0.0%	1.90
12	Whaddon House And Gardens	LE12 5BG	Independent Free	Leisure	0.0%	0.0%	1.94
13	Plough Inn	LE12 5HB	Star Pubs & Bars	Great Pub Great Food	0.6%	80.9%	1.97
14	Soar Boating Club	LE12 5HB	Independent Free	Super Premium	10.7%	69.0%	1.97
15	Kegworth Hotel and Conference Centre	DE74 2DF	Independent Free	Great Pub Great Food	0.8%	9.3%	2.03
16	Loughborough Boat Club	LE12 5JN	Independent Free	Super Premium	0.0%	0.0%	2.14
17	Rushcliffe Golf Club	LE12 5RL	Independent Free	Leisure	5.4%	74.1%	2.14
18	Three Horseshoes	LE12 6PB	Pub People Co Ltd	Premium	1.7%	78.4%	2.25
19	Nags Head	LE12 6PG	Pub People Co Ltd	Premium	32.6%	49.9%	2.48
20	Bulls Head	LE12 6PG	Admiral Taverns Ltd	Premium	7.0%	84.1%	2.48

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

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

■ 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+	237	934	279,298
Number of Competition Pubs	1	3	412
Adults 18+ per Competition Pub	237	311	678

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	5	2.0%	26
Family Pub Dining	0	12	4.9%	53
Great Pub Great Food	0	59	25.0%	150
Leisure	0	26	11.1%	110
Mainstream	0	19	8.1%	58
Premium	1	37	15.4%	108
Restaurant	0	64	26.8%	116
Super Premium	0	16	6.7%	170

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	77	8.3%	105
Family Pub Dining	0	74	8.0%	88
Great Pub Great Food	0	149	16.0%	96
Leisure	0	88	9.4%	94
Mainstream	0	134	14.3%	103
Premium	3	146	15.6%	109
Restaurant	0	226	24.2%	105
Super Premium	0	40	4.3%	110

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	57	23,201	8.3%	106
Family Pub Dining	28	26,018	9.3%	102
Great Pub Great Food	40	46,705	16.7%	100
Leisure	69	28,478	10.2%	102
Mainstream	99	40,849	14.6%	105
Premium	60	39,500	14.1%	99
Restaurant	53	62,981	22.6%	98
Super Premium	6	9,757	3.5%	89

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.	
	