

# Catchment Summary - Gregory Arms

- 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**
828	828	87,101

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
16	4	21

Pop. & Adl. 18+ index based on all pubs

<b>Population</b>	828	828	87,101
<b>Adults 18+</b>	687	687	69,912
<b>Competition Pubs</b>	3	3	98
<b>Adults 18+ per Competition Pub</b>	229	229	713
<b>% Adults Likely to Drink</b>	80,5%	80,5%	77,8%

<b>Affluence</b>	<b>Low</b>	9,3%	9,3%	28,8%
	<b>Medium</b>	56,3%	56,3%	45,1%
	<b>High</b>	34,4%	34,4%	24,9%

\*Affluence does not include Not Private Households

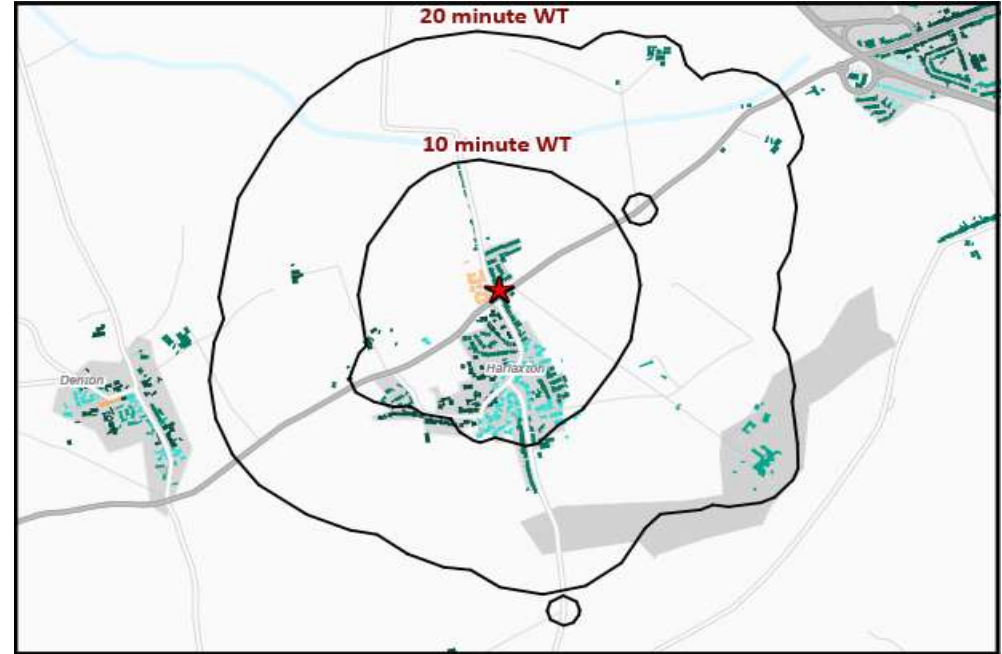
28	28	87
148	148	118
125	125	91

<b>Mean Net Disposable income (£pa)</b>	£26,133	£26,133	£22,578
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123	123	106
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<b>Age Profile</b>	<b>18-24</b>	52	52	5,259
	<b>25-34</b>	57	57	9,753
	<b>35-44</b>	74	74	10,735
	<b>45-64</b>	205	205	23,571
	<b>65+</b>	299	299	20,594

74	74	71
51	51	83
66	66	91
98	98	107
189	189	124



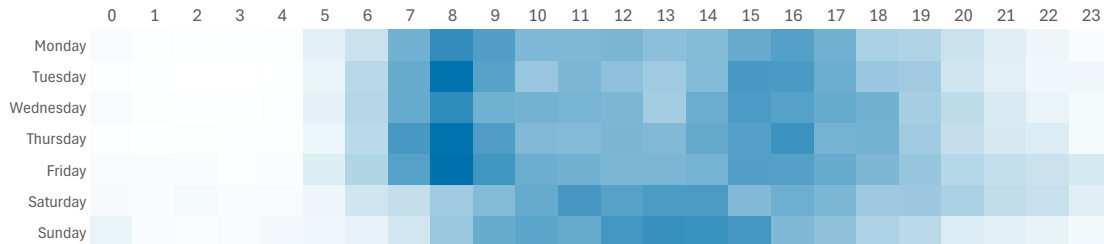
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## Polaris Plus Segments

- ★ Pub Sites
- ★ Catchment
- Young**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

## Mobile Data Summary

## Time of Day/Day of Week



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**
<b>Young</b>	0	0	11,330	0	0	58
<b>Midlife - Young Kid</b>	51	51	5,568	68	68	73
<b>Midlife - Carefree</b>	111	111	9,172	102	102	83
<b>Mature</b>	525	525	42,946	173	173	139
<i>Not Private Households</i>	0	0	896	0	0	10,593
<b>Total</b>	<b>687</b>	<b>687</b>	<b>69,912</b>			

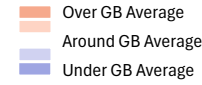


# Per Pub - Gregory Arms

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

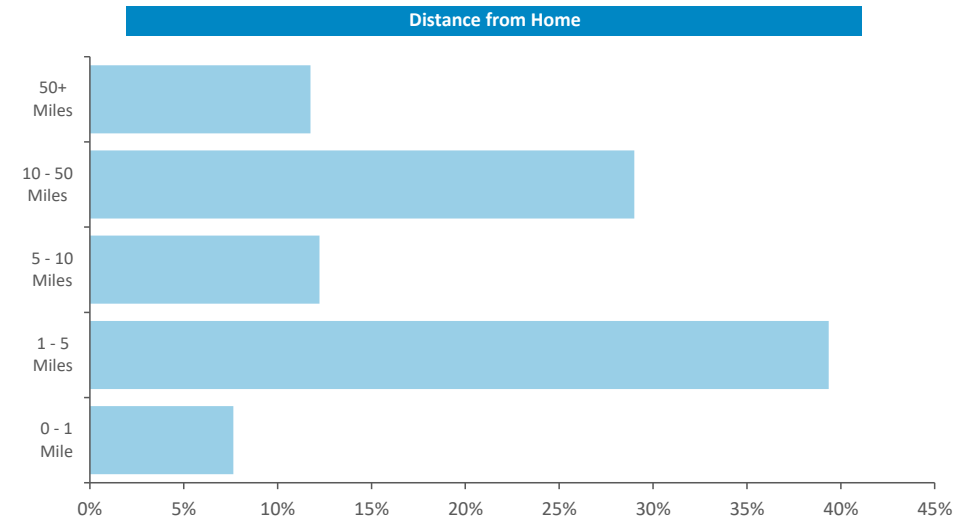
Adults 18+	687	687	69.912
Number of Competition Pubs	3	3	98
Adults 18+ per Competition Pub	229	229	713



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	1	16	2,4%	29
Circuit Bar	0	1	0,1%	3
Community Pub	0	155	22,6%	115
Craft Led	0	0	0,0%	0
Great Pub Great Food	1	179	26,1%	143
High Street Pub	0	145	21,1%	112
Premium Local	0	191	27,8%	164

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	1	16	2,4%	29
Circuit Bar	0	1	0,1%	3
Community Pub	0	155	22,6%	115
Craft Led	0	0	0,0%	0
Great Pub Great Food	1	179	26,1%	143
High Street Pub	0	145	21,1%	112
Premium Local	0	191	27,8%	164

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	3	3.019	4,3%	52
Circuit Bar	4	2.125	3,0%	73
Community Pub	10	15.390	22,0%	113
Craft Led	0	1.310	1,9%	52
Great Pub Great Food	4	13.171	18,8%	104
High Street Pub	12	14.499	20,7%	110
Premium Local	18	14.236	20,4%	120



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# Competition - Gregory Arms



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Welby Arms	NG32 1LG	Unknown	Family Pub Din	74,0%	1,13
0	Gregory Arms	NG32 1AD	Star Pubs & Bars	GPGF	26,0%	0,00
1	Harlaxton Sports & Social Club	NG32 1HU	Independent Free	Clubland	0,0%	0,39
2	Harlaxton College	NG32 1AG	Independent Free	ABOS	0,0%	0,59

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

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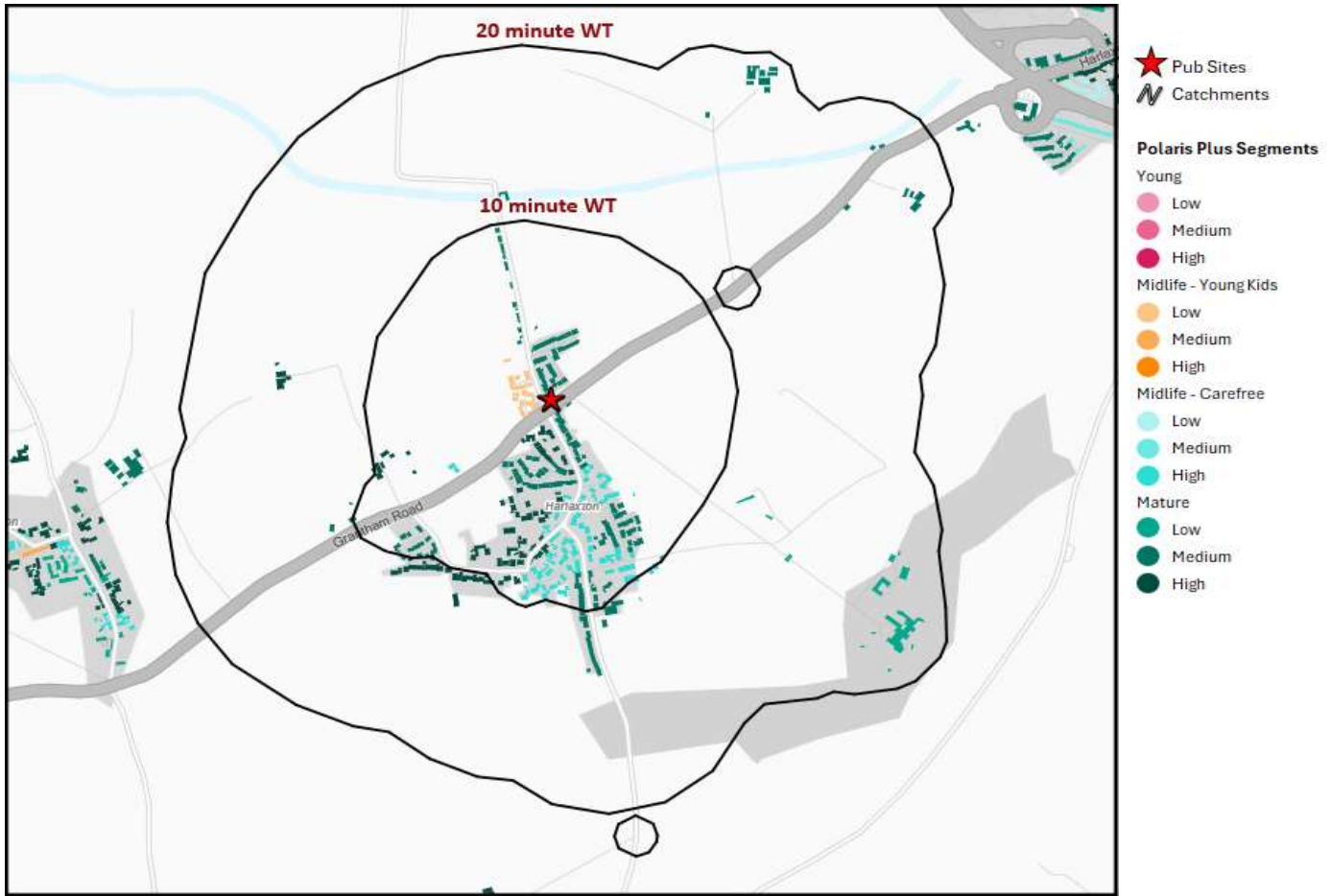
-  Pub Sites
-  Catchment
-  ABOS
-  Casual Dining
-  Circuit Bar
-  Clubland
-  Community Pub
-  Craft Led
-  Family Pub Dining
-  GPGF
-  High Street Pub
-  Hotel
-  Large Venue
-  Night Club
-  Premium Local
-  Restaurants
-  Sports Clubs

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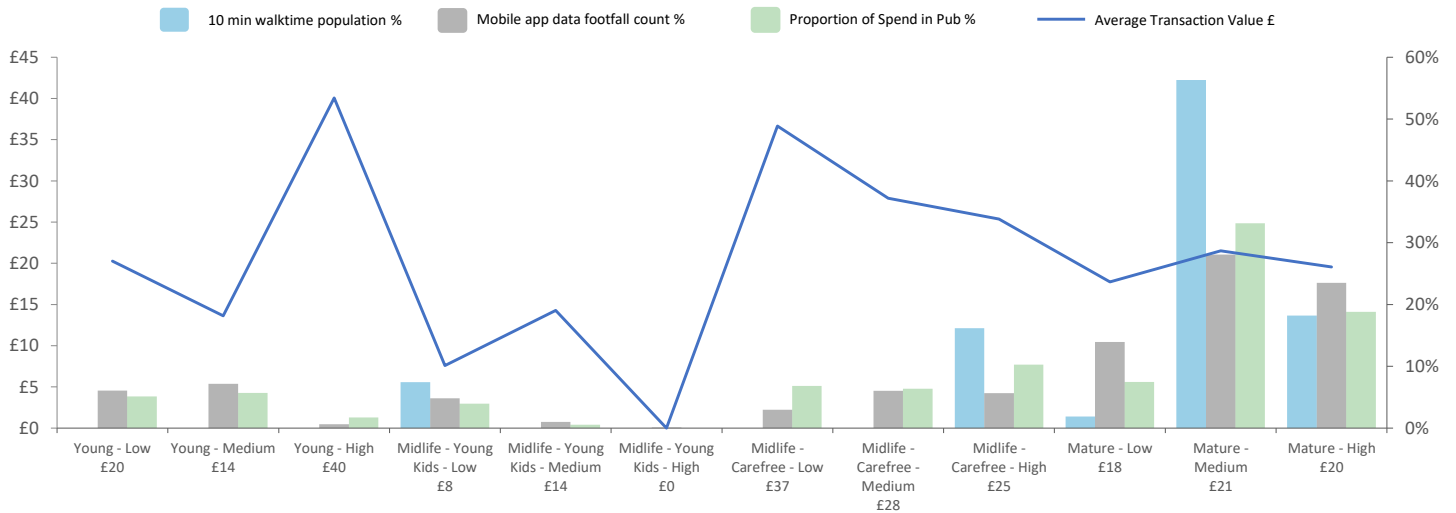
# Catchment Summary - Gregory Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
86202	Gregory Arms	NG32 1AD	Star Pubs & Bars	GPGF	17



## Polaris Plus Profile



See the Glossary page for further information on the above variables

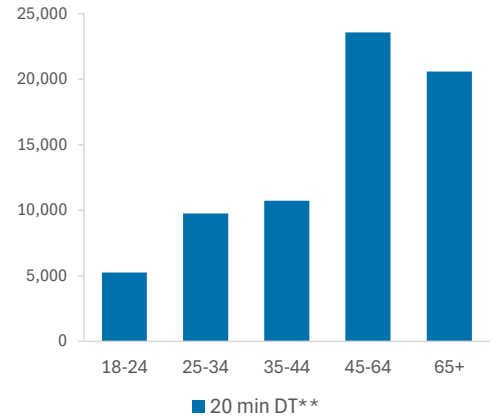
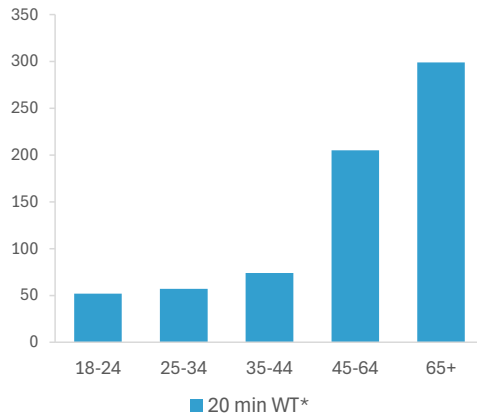
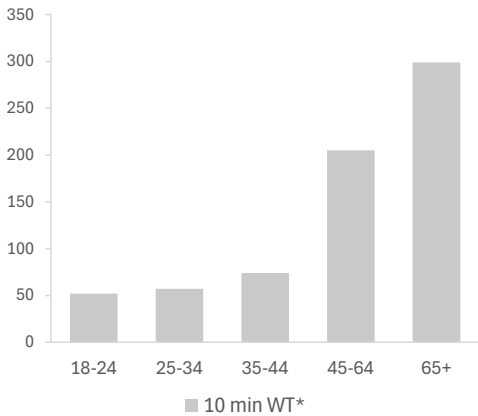
# Catchment Summary - Gregory Arms

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- 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**	
<b>Population</b>	828	828	87.101	16	4	21	
<b>Adults 18+</b>	687	687	69.912	15	4	21	
<b>Competition Pubs</b>	3	3	98	16	7	24	
<b>Adults 18+ per Competition Pub</b>	229	229	713	26	26	81	
<b>% Adults Likely to Drink</b>	80,5%	80,5%	77,8%	107	107	103	
<b>Affluence</b>	<b>Low</b>	9,3%	9,3%	28,8%	28	28	87
	<b>Medium</b>	56,3%	56,3%	45,1%	148	148	118
	<b>High</b>	34,4%	34,4%	24,9%	125	125	91
<small>Affluence does not include Not Private Households</small>							
<b>Mean Net Disposable income (£pa)</b>	£26.133	£26.133	£22.578	123	123	106	
<b>Age Profile</b>	<b>18-24</b>	52	52	5.259	74	74	71
	<b>25-34</b>	57	57	9.753	51	51	83
	<b>35-44</b>	74	74	10.735	66	66	91
	<b>45-64</b>	205	205	23.571	98	98	107
	<b>65+</b>	299	299	20.594	189	189	124



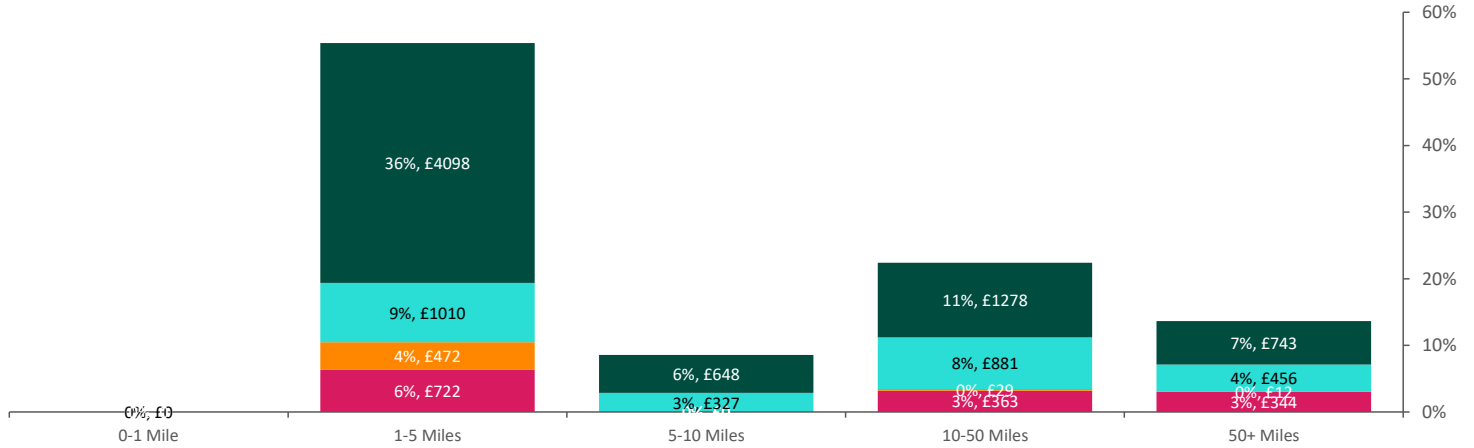
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	420 (51%)	420 (51%)	42,340 (49%)	103	103	99
	<b>Female</b>	408 (49%)	408 (49%)	44,761 (51%)	97	97	101
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	193 (28%)	193 (28%)	25,181 (35%)	80	80	102
	<b>Employed: Part-time</b>	75 (11%)	75 (11%)	9,019 (13%)	88	88	103
	<b>Self employed</b>	80 (11%)	80 (11%)	6,713 (9%)	124	124	101
	<b>Unemployed</b>	3 (0%)	3 (0%)	1,543 (2%)	17	17	84
	<b>Full-time student</b>	3 (0%)	3 (0%)	1,028 (1%)	18	18	60
	<b>Retired</b>	270 (39%)	270 (39%)	18,858 (26%)	175	175	119
	<b>Other</b>	77 (11%)	77 (11%)	9,693 (13%)	63	63	77
<b>Total Worker Count</b>	270	270	43.270				

See the Glossary page for further information on the above variables

# Transactional Data Summary - Gregory Arms

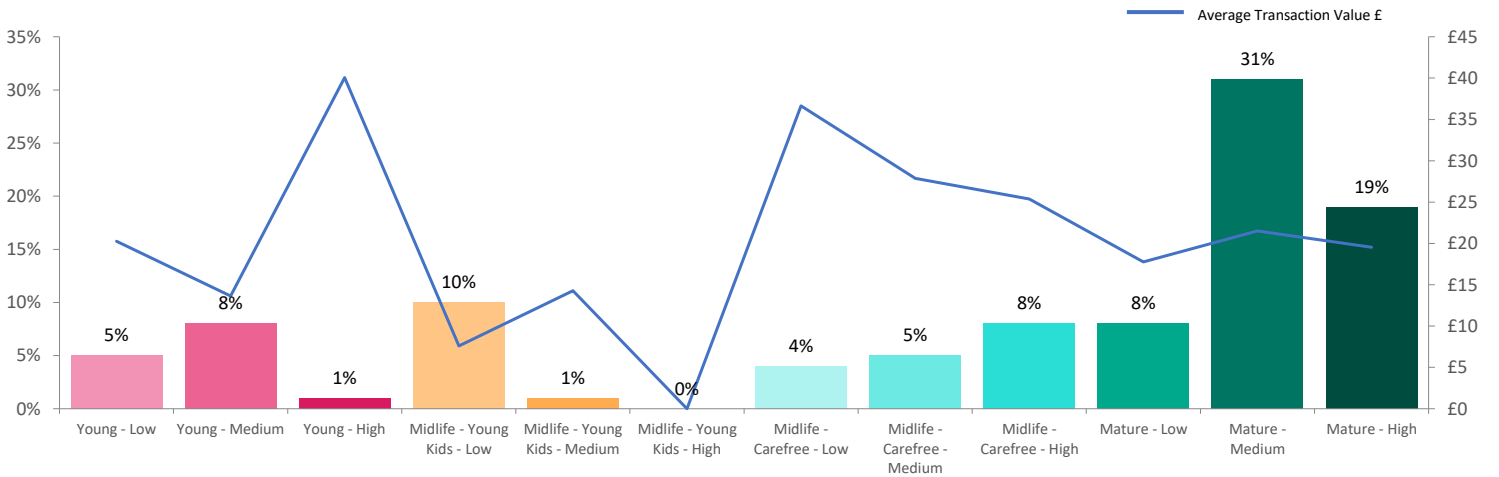
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## Spend by Polaris and Distance from Home



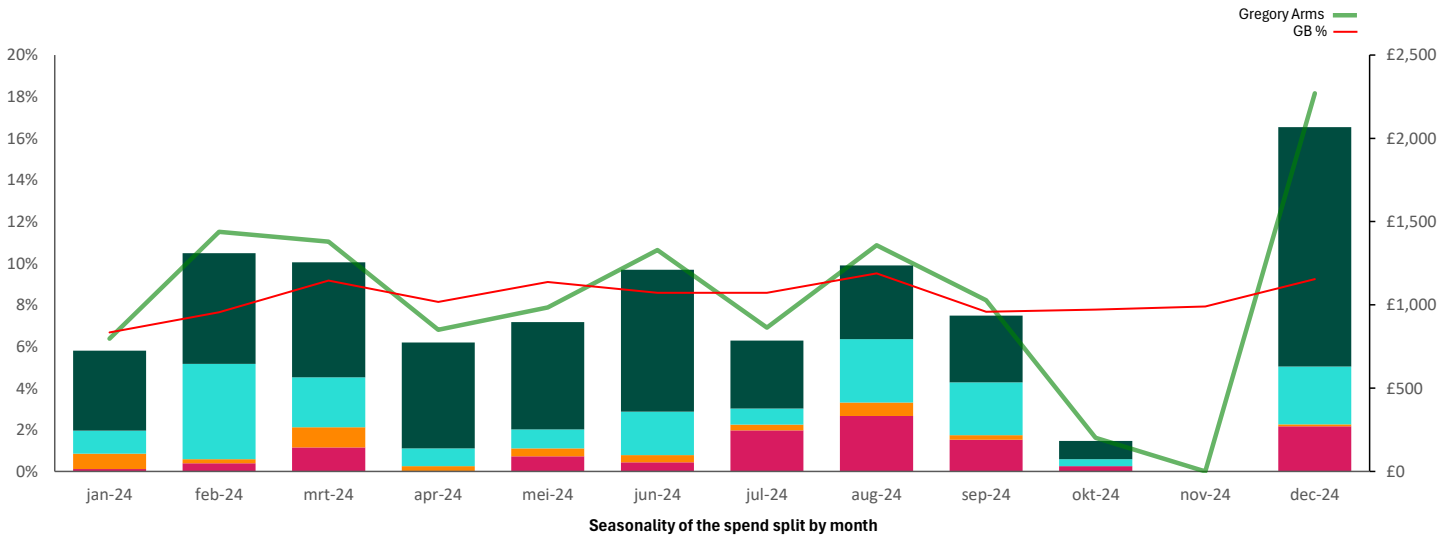
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



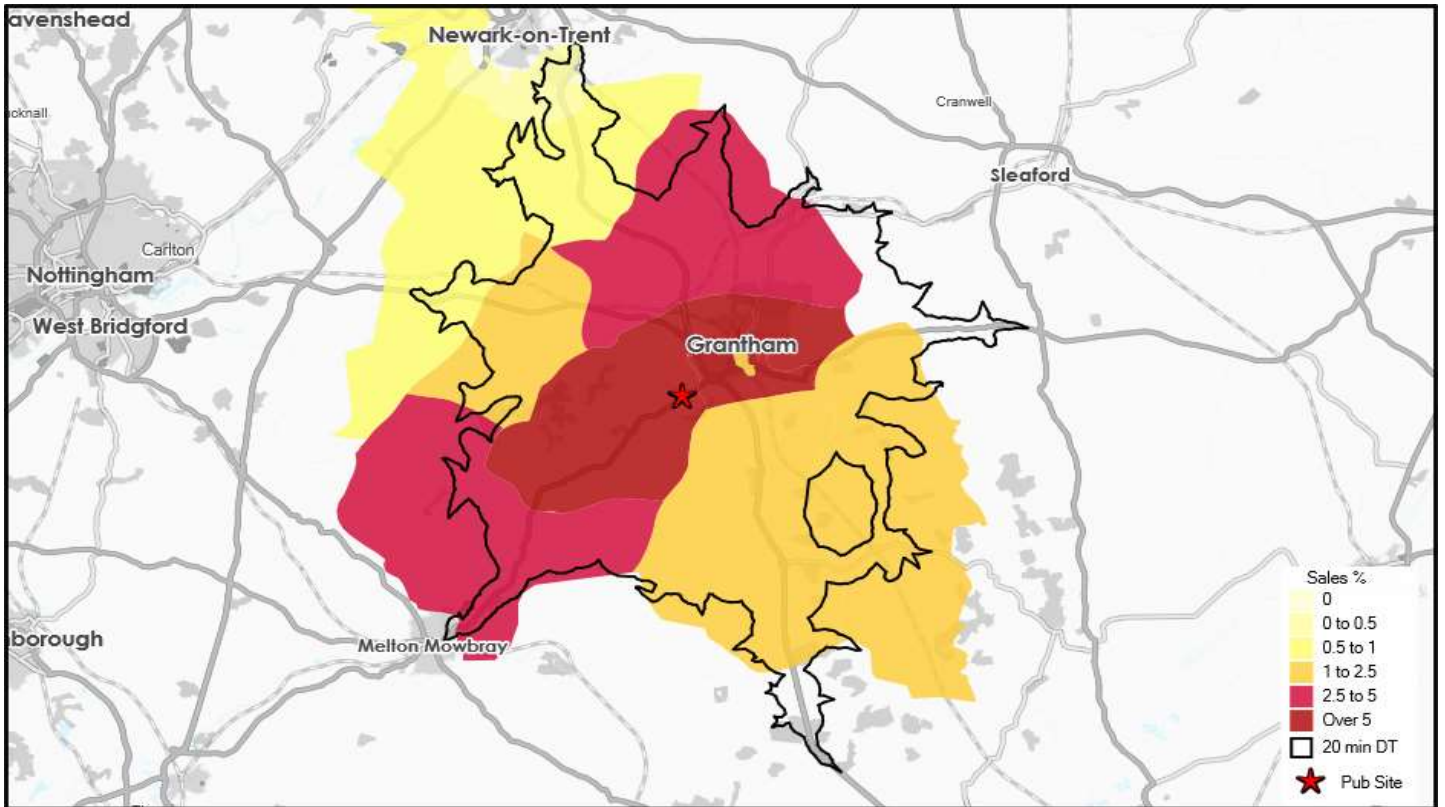
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



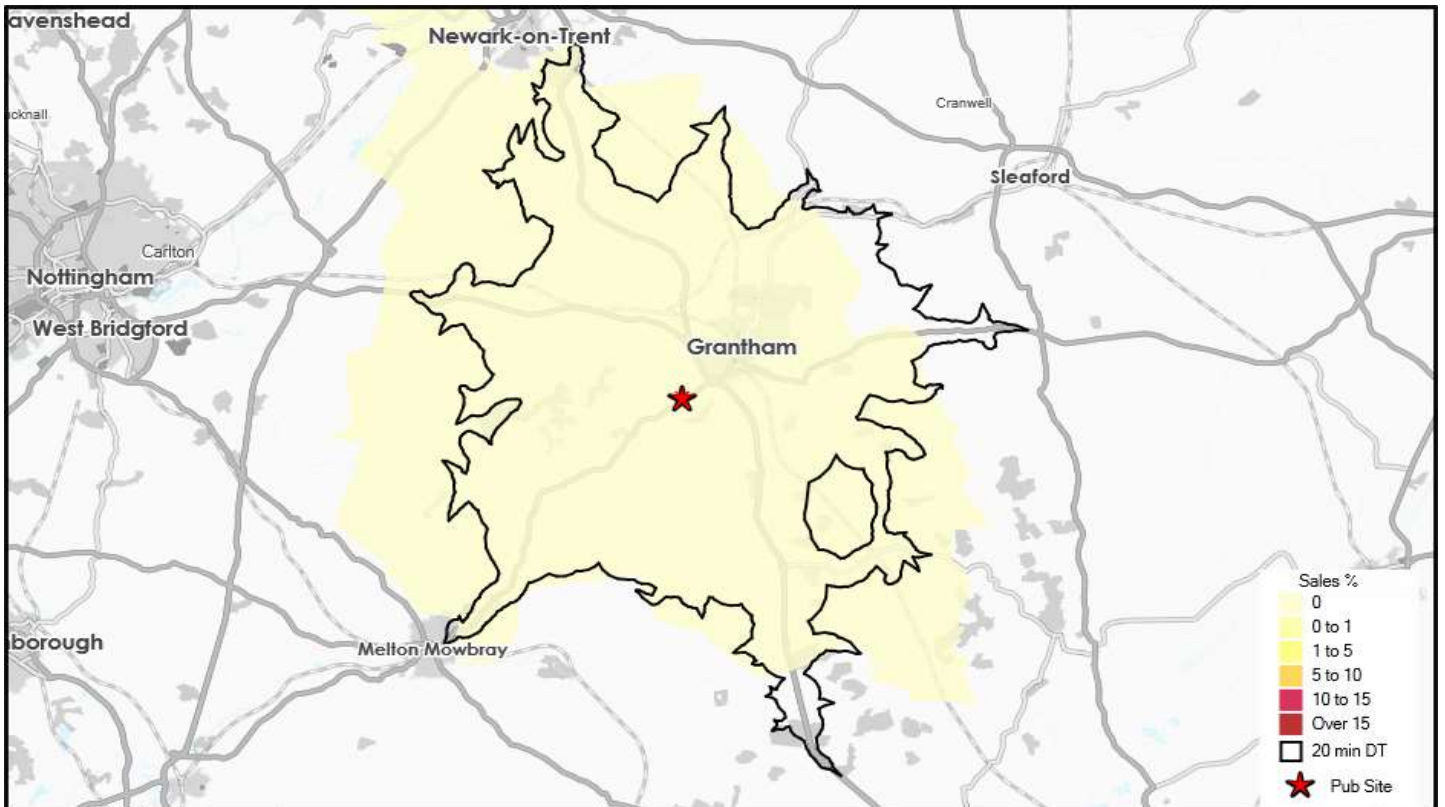
Seasonality of the spend split by month

Gregory Arms Share of Spend from Postcode Sectors within 20 minute Drive



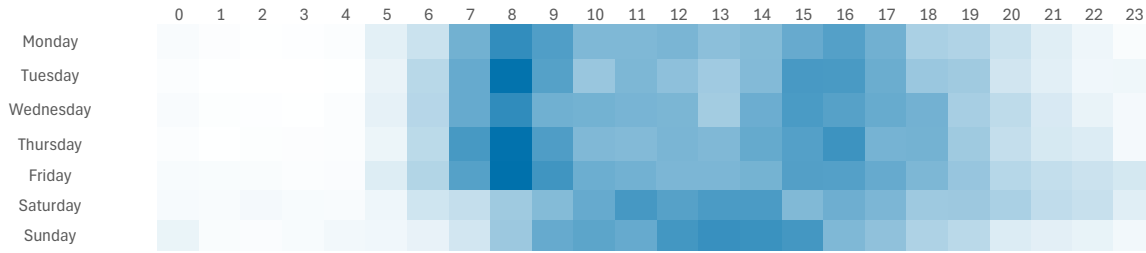
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



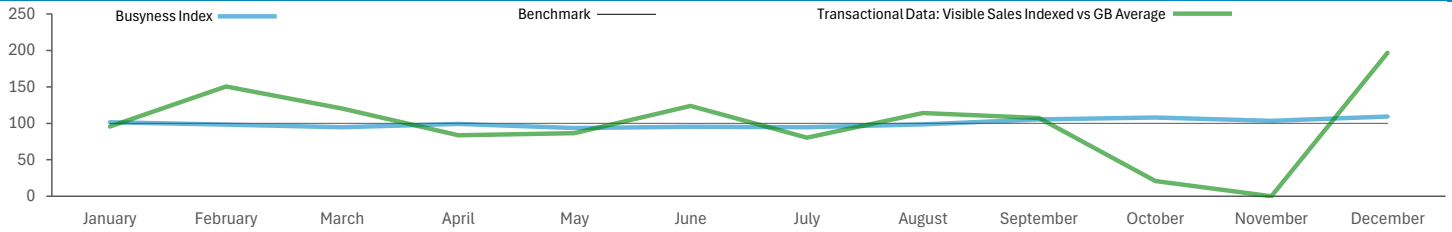
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



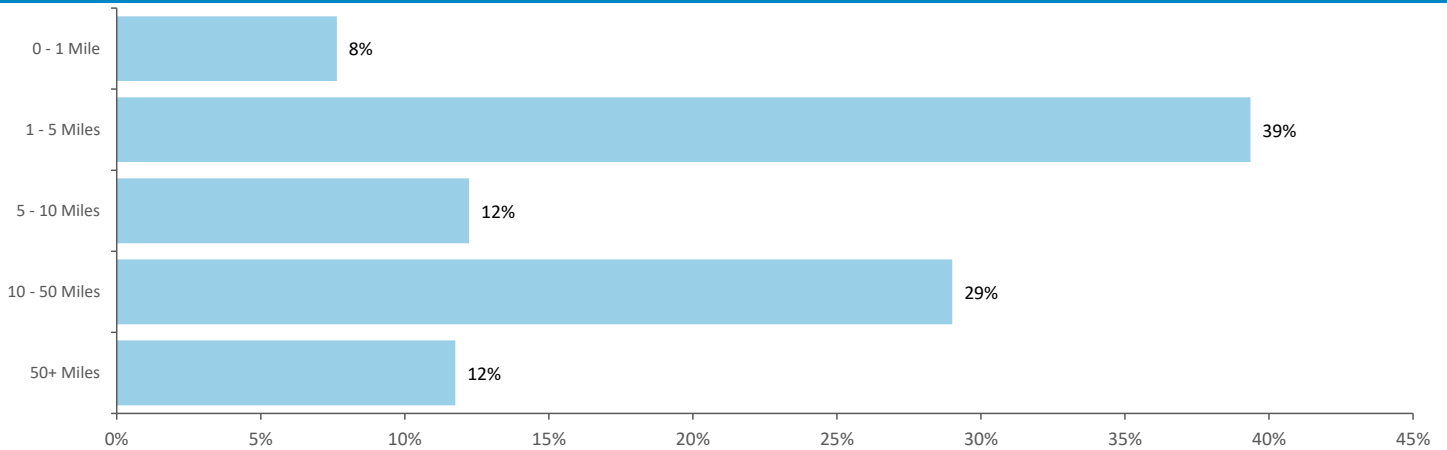
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

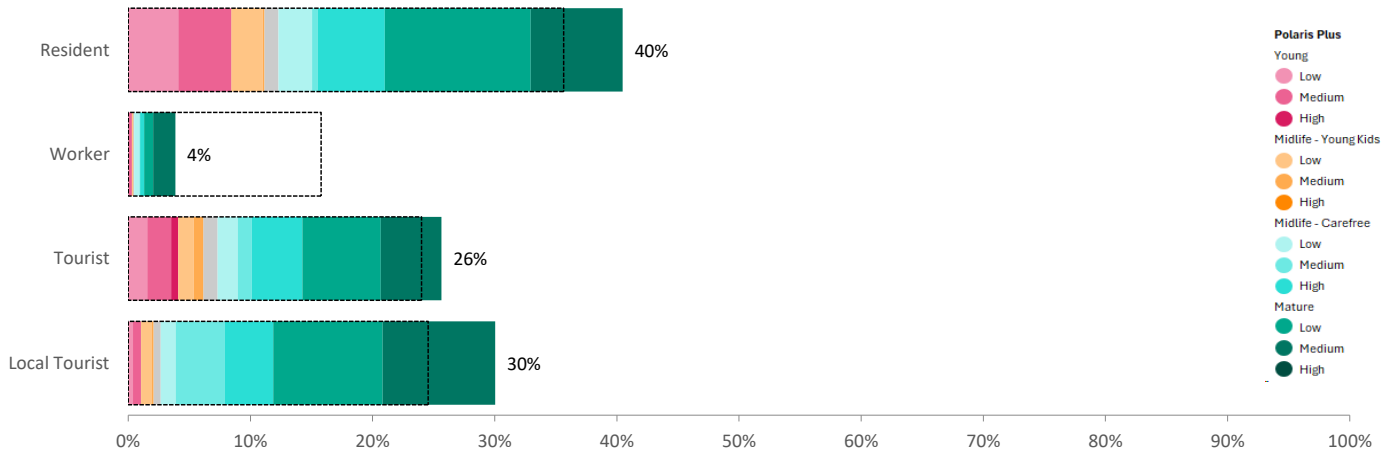
Distance from Home



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

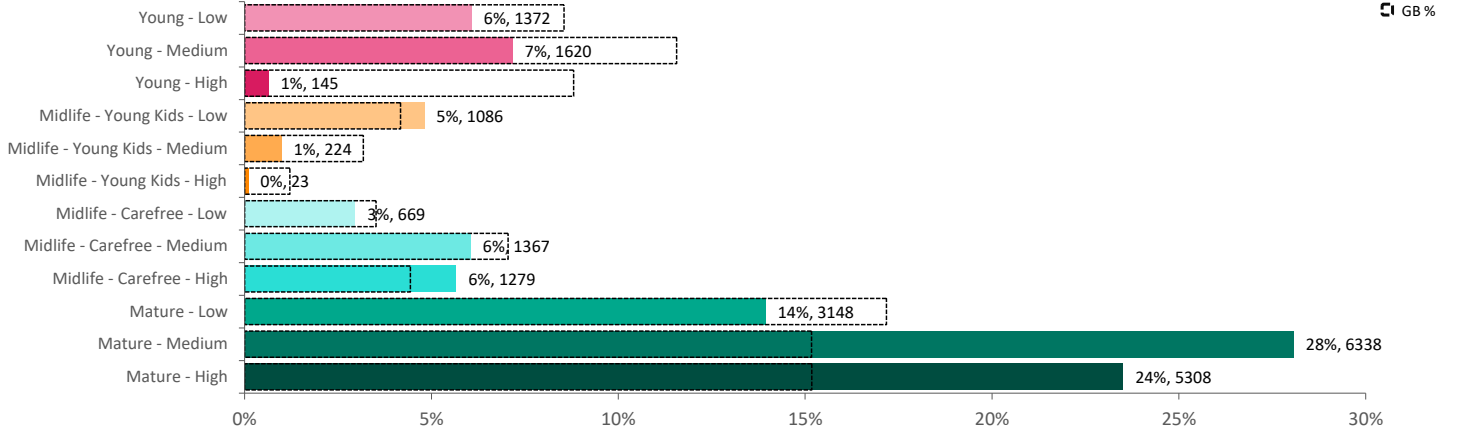
Audience Classification by Polaris Plus

Base: GB



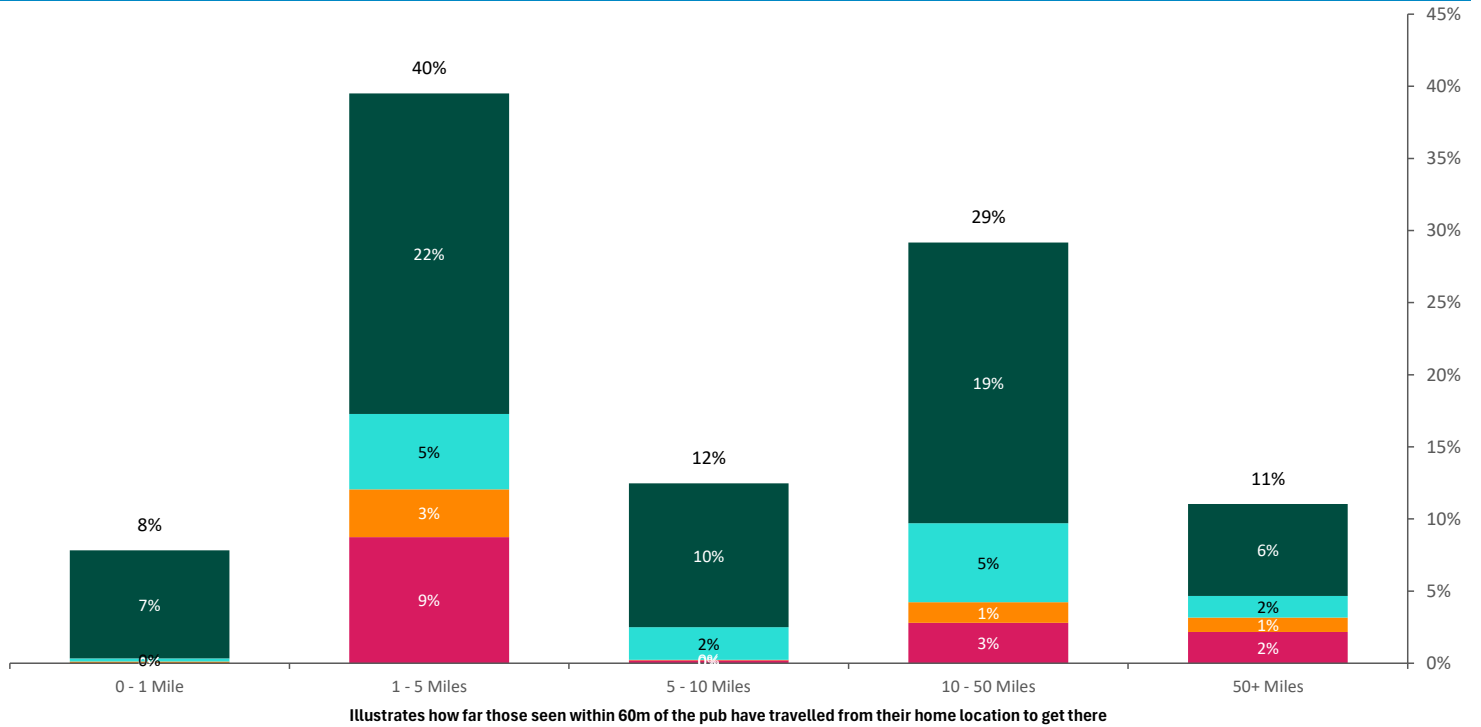
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



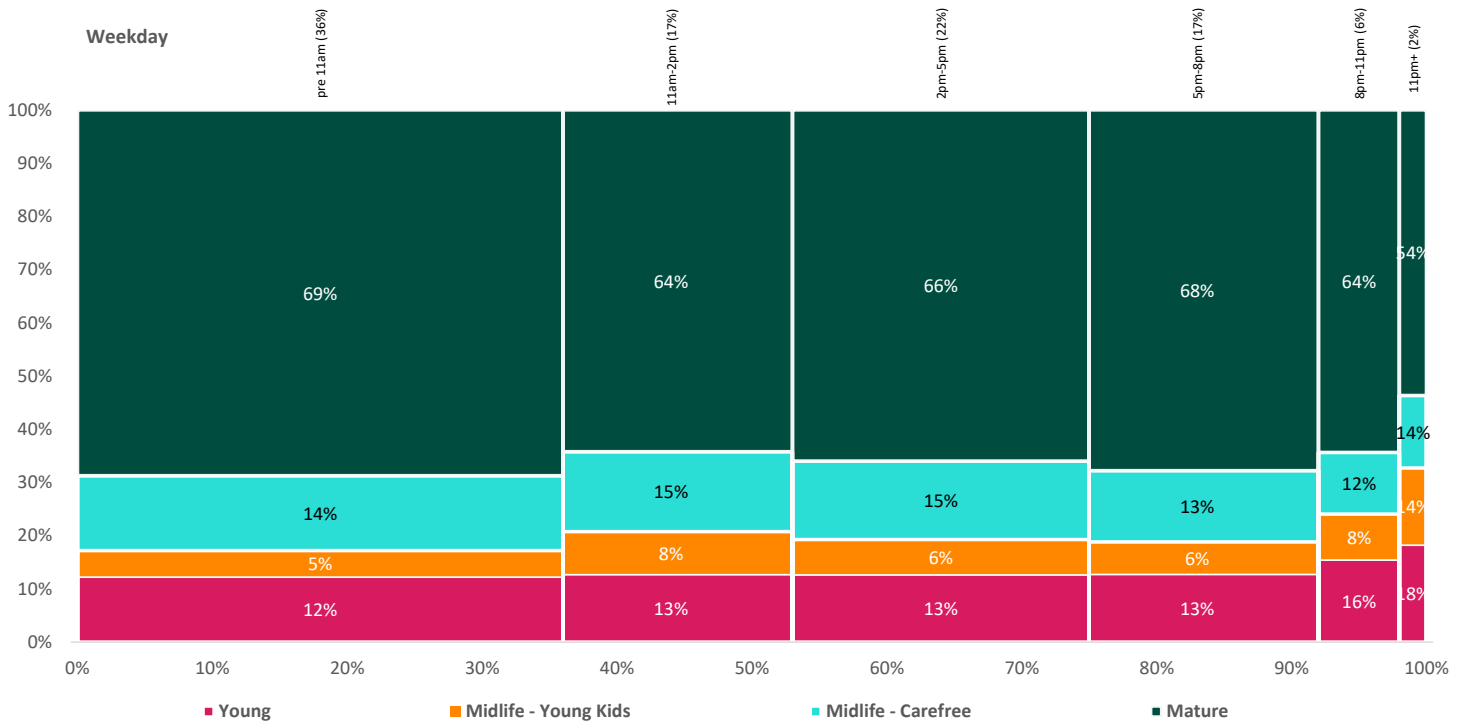
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



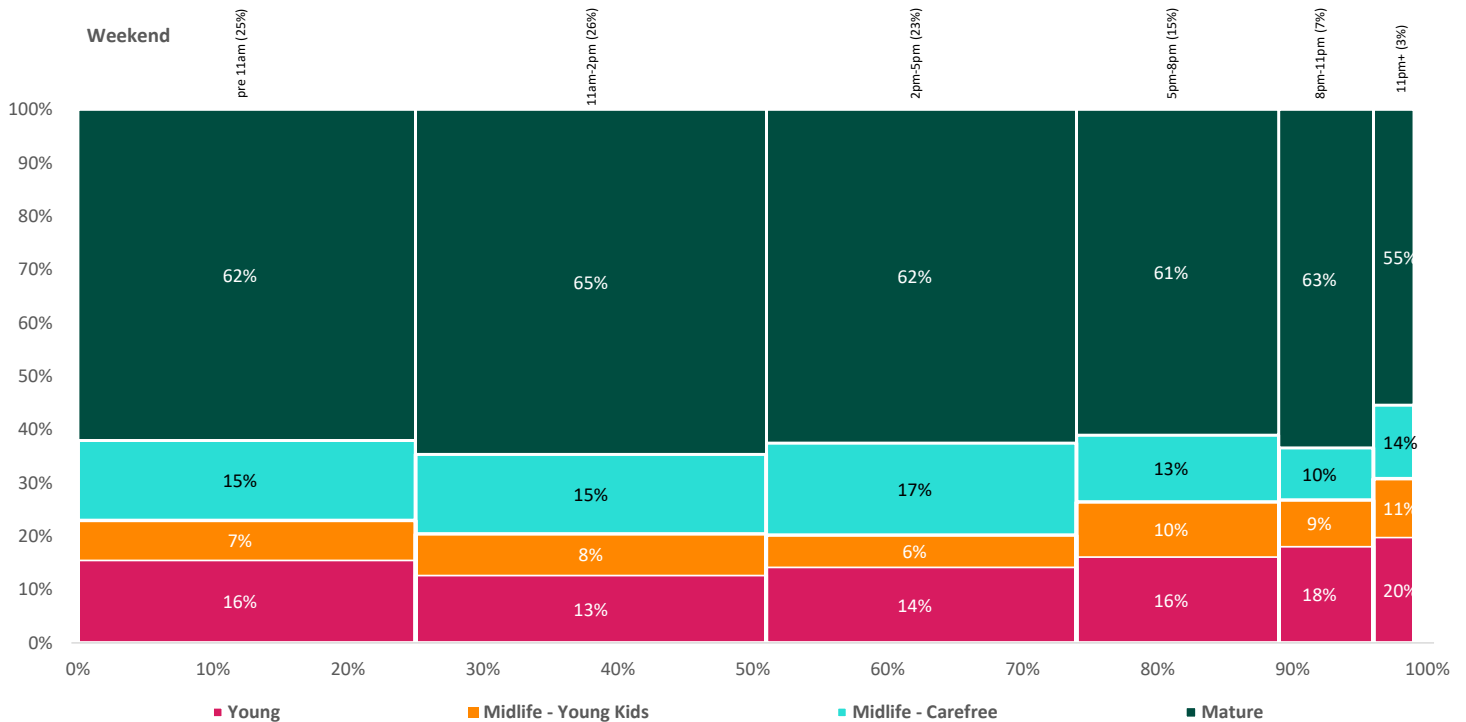
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



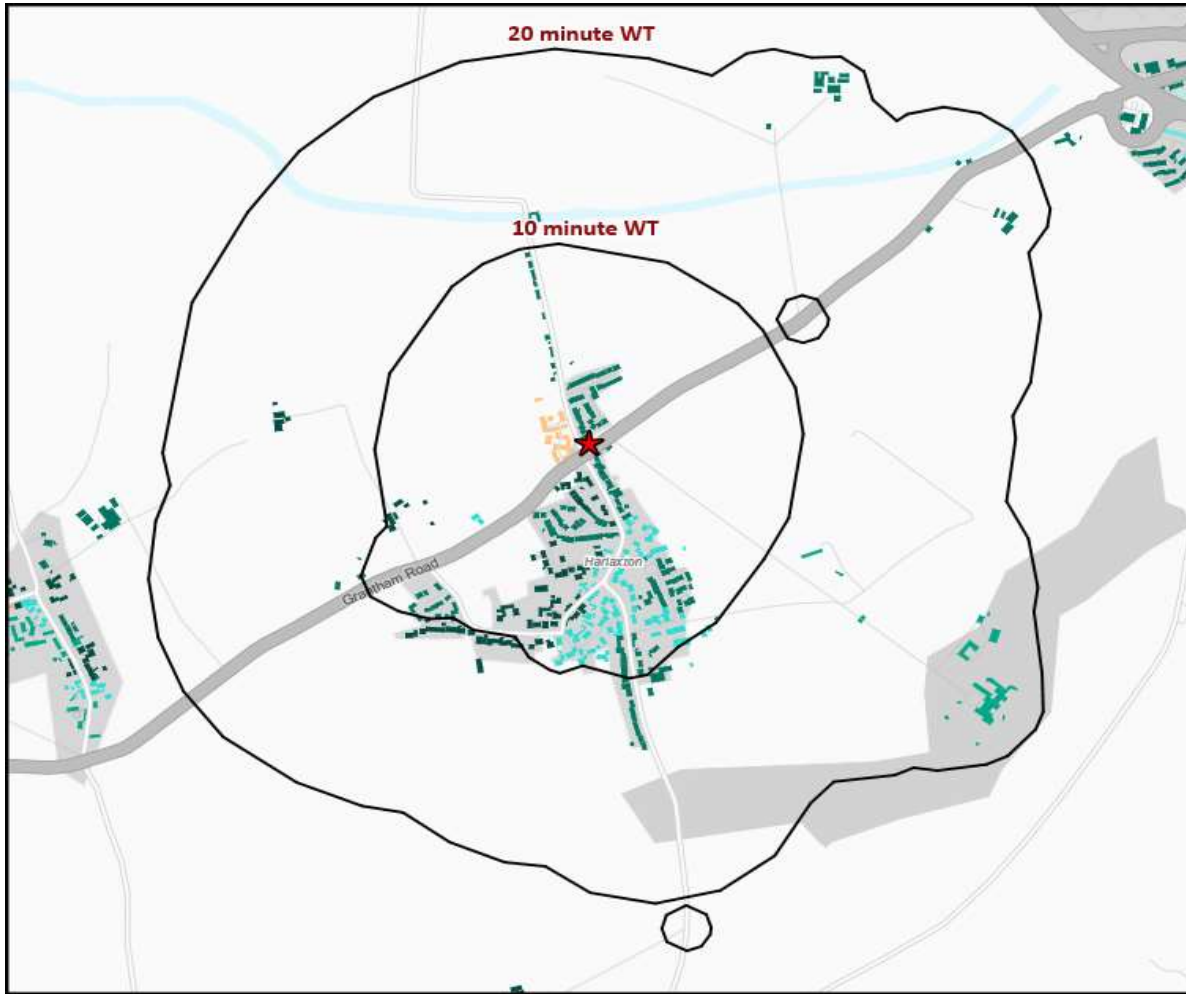
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		4,753	2,066	2,767	2,133	738	197	12,654
Midlife - Carefree		973	484	619	422	133	50	2,682
Midlife - Young Kids		336	255	272	187	97	53	1,200
Young		855	413	536	404	179	68	2,454
All		6,917	3,218	4,194	3,147	1,147	368	18,990

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1,116	1,196	1,044	633	337	136	4,462
Midlife - Young Kids		271	276	289	130	52	34	1,053
Midlife - Carefree		132	142	98	106	46	27	551
Mature		281	236	239	169	97	49	1,071
All		1,800	1,851	1,670	1,038	531	245	7,136

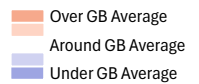
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



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**
<b>Young</b>						
Low	0	0	4.063	0	0	59
Medium	0	0	7.048	0	0	90
High	0	0	219	0	0	5
<b>Midlife - Young Kids</b>						
Low	51	51	4.710	135	135	123
Medium	0	0	819	0	0	27
High	0	0	39	0	0	5
<b>Midlife - Carefree</b>						
Low	0	0	1.623	0	0	56
Medium	0	0	3.643	0	0	73
High	111	111	3.906	361	361	125
<b>Mature</b>						
Low	13	13	9.721	14	14	102
Medium	387	387	20.015	362	362	184
High	125	125	13.210	121	121	126
<b>Not Private Households</b>	0	0	896	0	0	106
<b>Total</b>	687	687	69.912			

\*WT= Walktime, \*\*DT= Drivetime



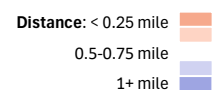


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Gregory Arms	NG32 1AD	Star Pubs & Bars	GPGF	26,0%	65,7%	0,00
1	Harlaxton Sports & Social Club	NG32 1HU	Independent Free	Clubland	0,0%	0,0%	0,39
2	Harlaxton College	NG32 1AG	Independent Free	ABOS	0,0%	0,0%	0,59
3	Welby Arms	NG32 1LG	Unknown	Family Pub Dining	74,0%	75,2%	1,13

\* 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



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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. <b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1 <b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2 <b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> 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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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"
Product needs	<ul style="list-style-type: none"> <li>Aids being part of the group</li> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<ul style="list-style-type: none"> <li>Helps me look good, and be on trend</li> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</li> </ul>

**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 a 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.

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							