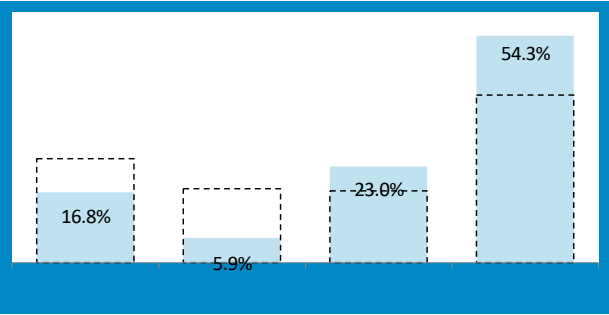
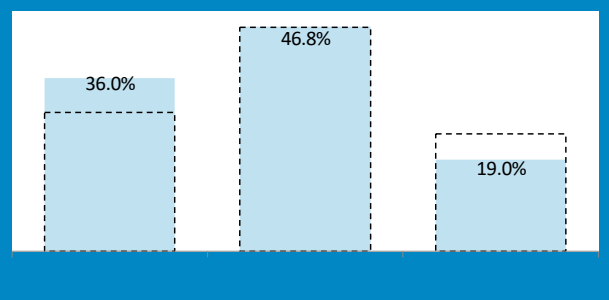
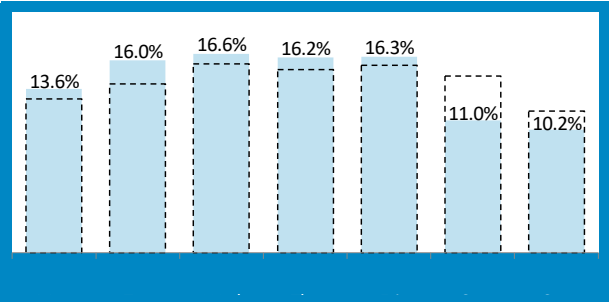


Area Quick Stats

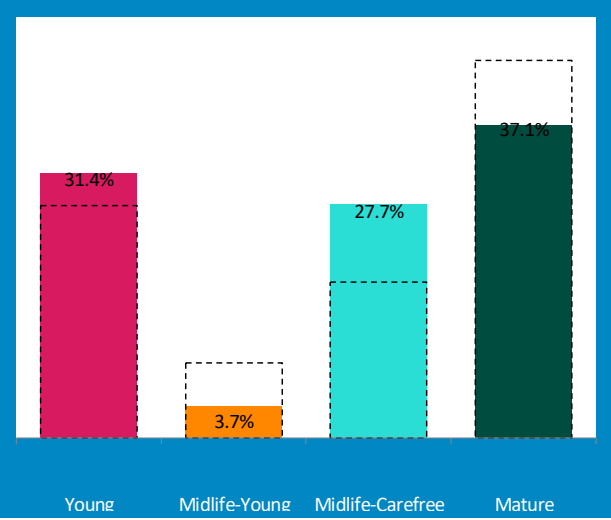
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		677	5,344
Adult Pop		541	4,529
Affluence	Low	5%	33%
	Medium	30%	38%
	High	65%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		29%	16%
Mature		71%	44%
Competition Count		1	43

Visitors



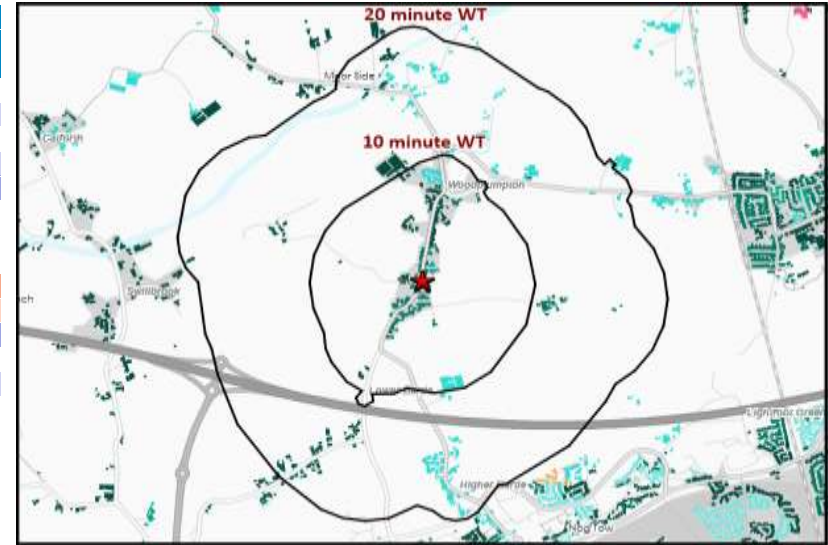
Spend Profile

	This Site	Benchmark
£ATV	£22	£30
Average Distance Travelled in miles	9	27

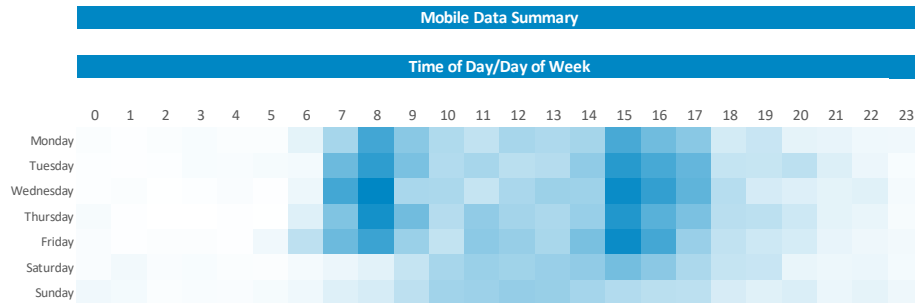
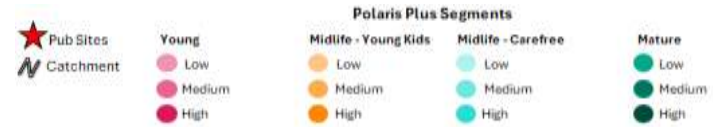


Catchment Summary - Wheatsheaf

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		677	677	384,881	13	3	91
Adults 18+		541	541	306,781	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		1	1	468	12	3	90
Adults 18+ per Competition Pub		541	541	656	2	1	60
% Adults Likely to Drink		84.0%	84.0%	79.0%	79	79	96
					105	105	99
Affluence	Low	5.4%	5.4%	40.5%	16	16	122
	Medium	29.8%	29.8%	42.5%	78	78	111
	High	64.9%	64.9%	15.7%	236	236	57
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£29,688	£29,688	£20,853	131	131	92
Age Profile	18-24	29	29	33,270	50	50	102
	25-34	71	71	50,897	78	78	98
	35-44	71	71	50,309	78	78	97
	45-64	214	214	96,733	126	126	100
	65+	156	156	75,572	120	120	102



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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	0	81,125	0	0	95
Midlife - Young Kids	0	0	32,241	0	0	96
Midlife - Carefree	157	157	49,113	184	184	102
Mature	384	384	140,128	160	160	103
Not Private Households	0	0	4,174	0	0	11,245
Total	541	541	306,781			

STAR
PUBS

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Per Pub - Wheatsheaf

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

WT= Walktime, DT= Drivetime

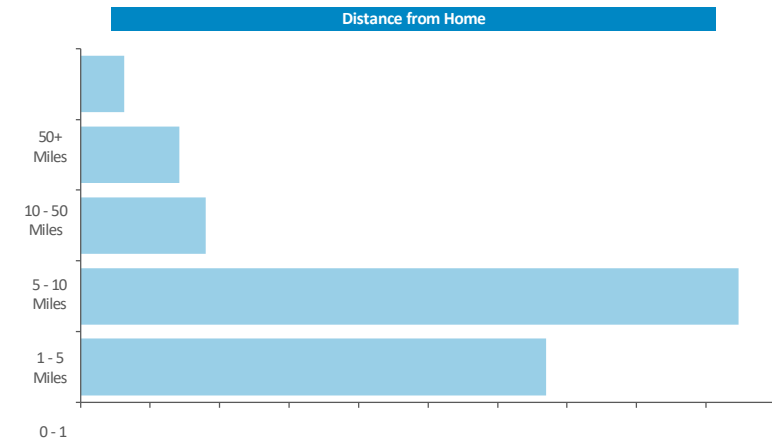
Adults 18+	541	541	306,781
Number of Competition Pubs	1	1	468
Adults 18+ per Competition Pub	541	541	656

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	20	3.8%	48
Family Pub Dining	0	36	6.6%	73
Great Pub Great Food	0	123	22.8%	136
Leisure	0	60	11.0%	110
Mainstream	1	60	11.0%	79
Premium	0	82	15.2%	106
Restaurant	0	132	24.4%	106
Super Premium	0	28	5.2%	131

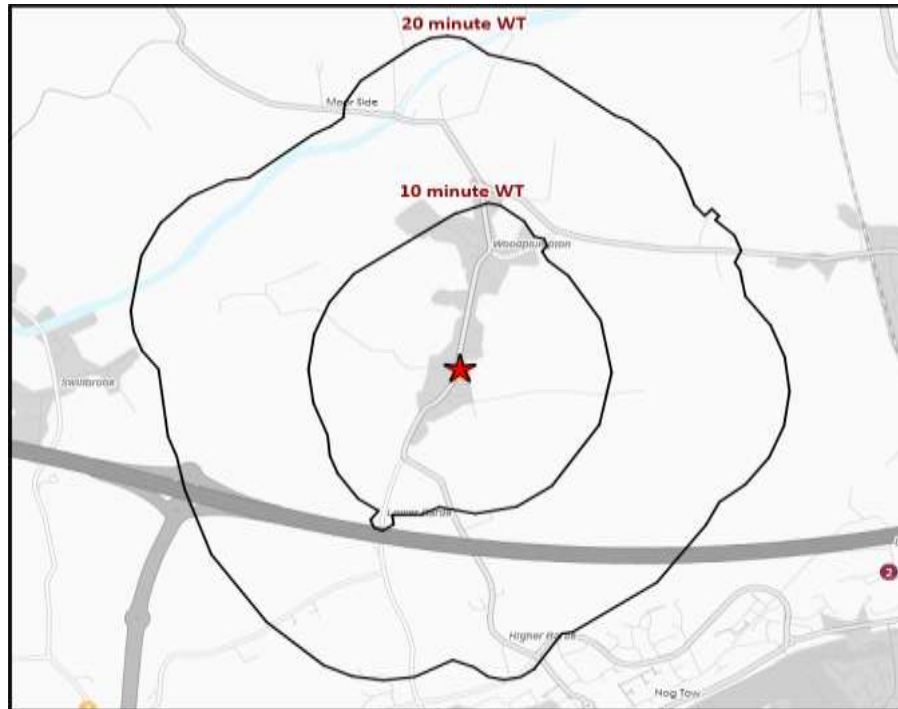
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Premium	0	82	15.2%	106
Restaurant	0	132	24.4%	106
Super Premium	0	28	5.2%	131

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	134	28,513	9.3%	119
Family Pub Dining	33	30,458	9.9%	109
Great Pub Great Food	31	47,524	15.5%	93
Leisure	65	30,772	10.0%	100
Mainstream	102	46,504	15.2%	109
Premium	30	41,720	13.6%	95
Restaurant	73	67,574	22.0%	96
Super Premium	0	9,515	3.1%	79

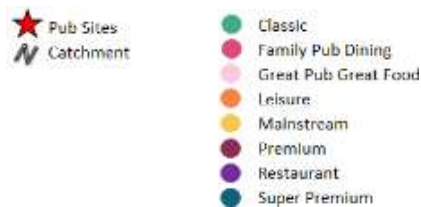


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Competition - Wheatsheaf



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Italian Orchard	PR 3 5DB	Independent Free	Restaurant	26.7%	2.01
18	Black Bull	PR 2 9UP	Mitchells & Butlers	Great Pub Gre	15.7%	2.05
5	Ancient Oak	PR 4 0NZ	Mitchells & Butlers	Great Pub Gre	11.1%	1.49
6	Broughton Inn	PR 3 5HE	Mitchells & Butlers	Great Pub Gre	8.8%	1.51
14	Ibis Hotel	PR 3 5JE	Accor Hotels	Great Pub Gre	6.9%	1.87
2	Preston Grasshoppers Rugby Cl	PR 4 0AP	Independent Free	Premium	4.9%	1.20
20	Ginger Bistro	PR 2 9UP	Independent Free	Restaurant	4.5%	2.05
19	Sai Surbhi	PR 2 9UP	Independent Free	Restaurant	4.0%	2.05
1	Pantry At Maxy Farm	PR 4 0LE	Independent Free	Restaurant	2.9%	1.11
10	Ingol Labour Club	PR 2 3YP	Independent Free	Classic	2.7%	1.78
13	Fulwoodbroughton Cricket Club	PR 3 5JE	Independent Free	Leisure	2.4%	1.87
15	Plough At Eaves Hotel	PR 4 0BJ	Daniel Thwaites plc	Premium	2.3%	1.88
0	Wheatsheaf	PR 4 0NE	Star Pubs & Bars	Mainstream	2.2%	0.00
3	Bartle Hall Hotel	PR 4 0HA	Consort Inns	Mainstream	2.0%	1.31
4	Sitting Goose	PR 4 0RT	*Other Small Retail Groups	Mainstream	1.9%	1.45
8	Broughton and District Club	PR 3 5DA	Independent Free	Leisure	0.9%	1.66
7	Marriott Hotel	PR 3 5JB	Marriott International	Premium	0.0%	1.53
9	Guild Merchant	PR 2 3UY	Marston's	Family Pub Di	0.0%	1.74
11	Westleigh Conference Centre	PR 4 0RA	Independent Free	Leisure	0.0%	1.82
12	Phantom Winger	PR 3 5JE	Greene King	Family Pub Di	0.0%	1.87
16	Play Football	PR 2 3TX	Play Football	Leisure	0.0%	1.94

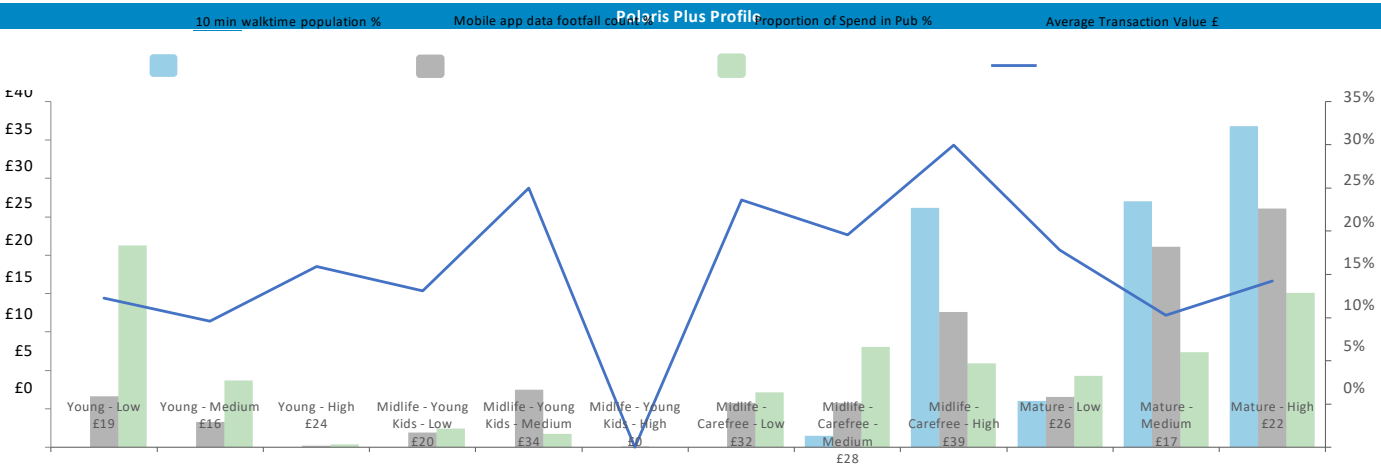
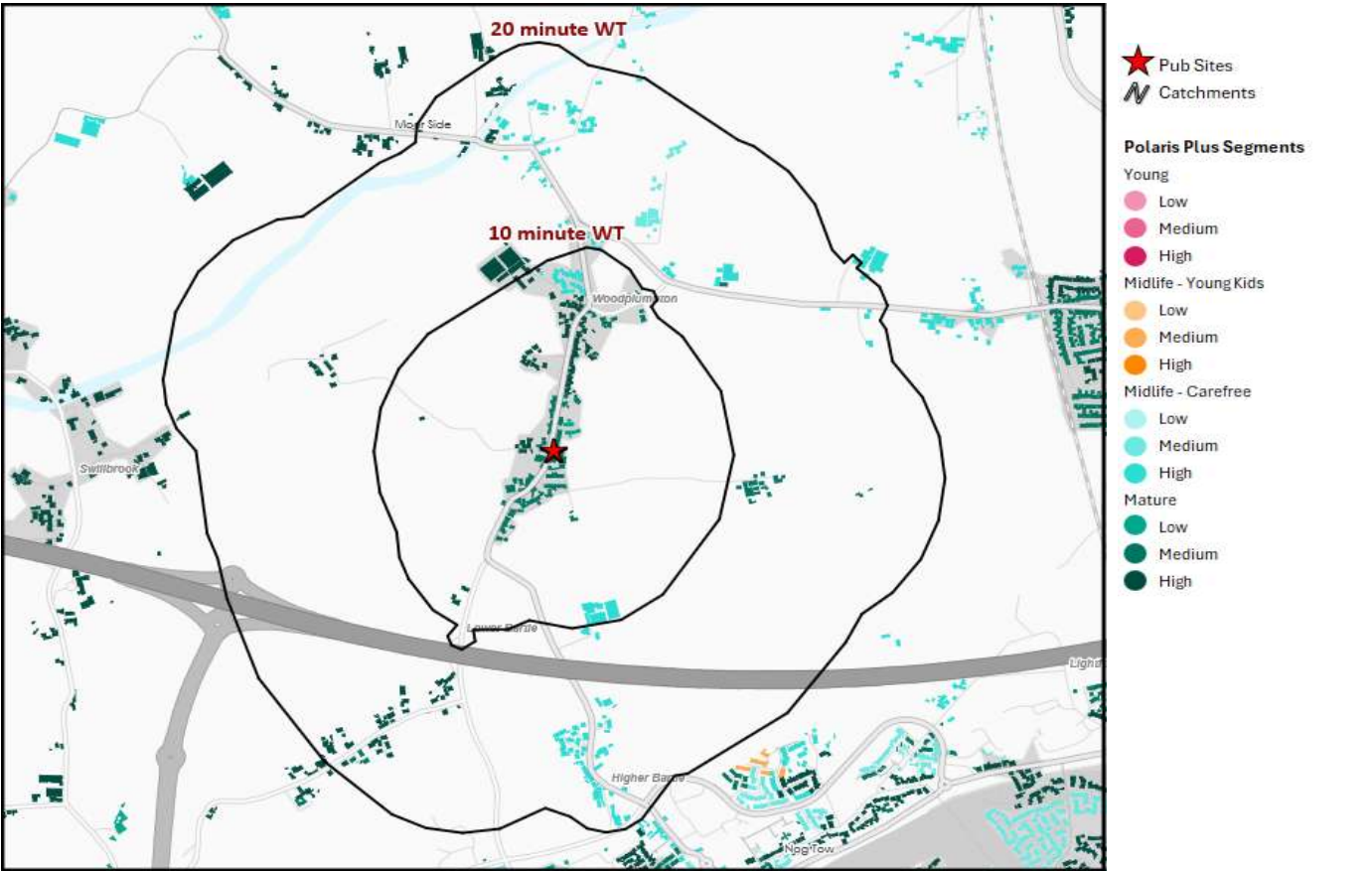
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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Catchment Summary - Wheatsheaf

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
105343	Wheatsheaf	PR 4 0NE	Star Pubs & Bars	Mainstream	11



See the Glossary page for further information on the above variables

Catchment Summary - Wheatsheaf

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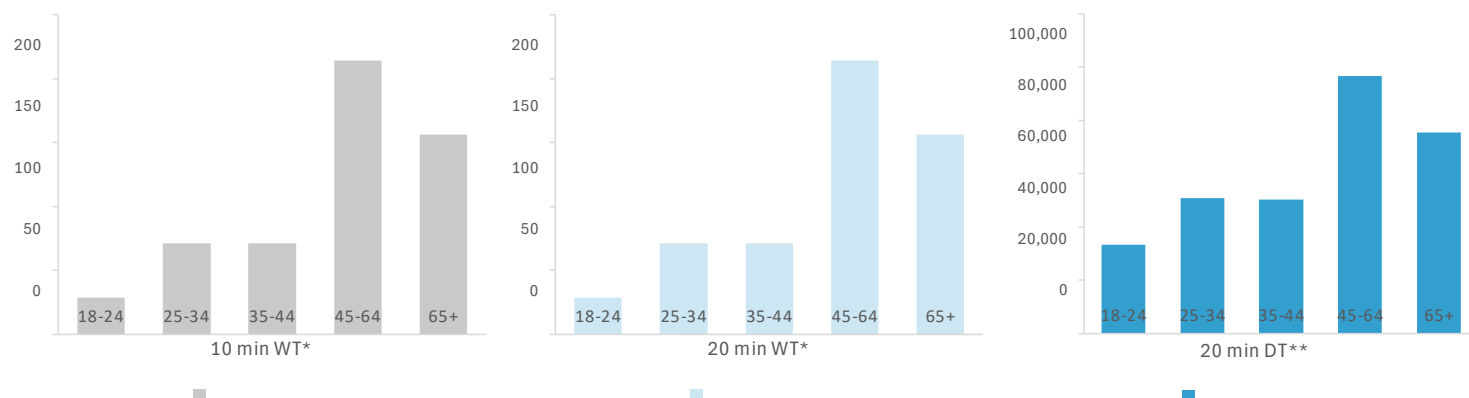
Over GB Average
Around GB Average
Under GB Average

*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				677	677	384,881	13	3	91
Adults 18+				541	541	306,781	12	3	90
Competition Pubs				1	1	468	2	1	60
Adults 18+ per Competition Pub				541	541	656	79	79	96
% Adults Likely to Drink				84.0%	84.0%	79.0%	105	105	99
Affluence	Low			5.4%	5.4%	40.5%	16	16	122
	Medium			29.8%	29.8%	42.5%	78	78	111
	High			64.9%	64.9%	15.7%	236	236	57
Mean Net Disposable income (£pa)				£29,688	£29,688	£20,853	131	131	92
Age Profile	18-24			29	29	33,270	50	50	102
	25-34			71	71	50,897	78	78	98
	35-44			71	71	50,309	78	78	97
	45-64			214	214	96,733	126	126	100
	65+			156	156	75,572	120	120	102

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs

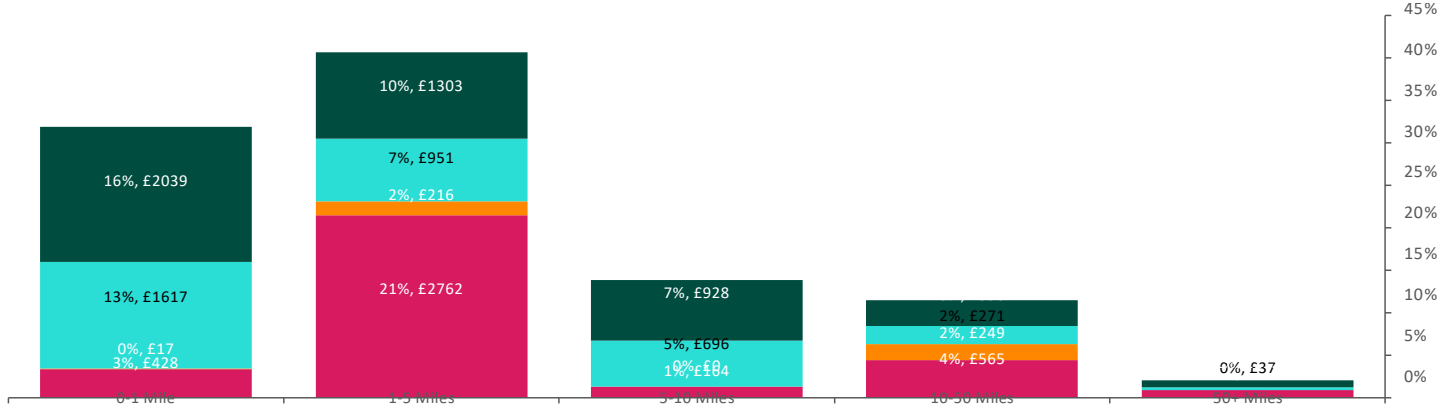


				Catchment Size (Counts)			Index vs GB Average		
				10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male			328 (48%)	328 (48%)	189,927 (49%)	99	99	101
	Female			349 (52%)	349 (52%)	194,954 (51%)	101	101	99
Economic Status (16+)	Employed: Full-time			180 (32%)	180 (32%)	109,007 (34%)	95	95	101
	Employed: Part-time			77 (14%)	77 (14%)	38,448 (12%)	116	116	102
	Self employed			74 (13%)	74 (13%)	24,739 (8%)	144	144	85
	Unemployed			5 (1%)	5 (1%)	7,169 (2%)	33	33	83
	Full-time student			6 (1%)	6 (1%)	9,801 (3%)	43	43	124
	Retired			156 (28%)	156 (28%)	73,134 (23%)	129	129	106
	Other			57 (10%)	57 (10%)	53,696 (17%)	58	58	96
Total Worker Count				369	369	180,213			

See the Glossary page for further information on the above variables

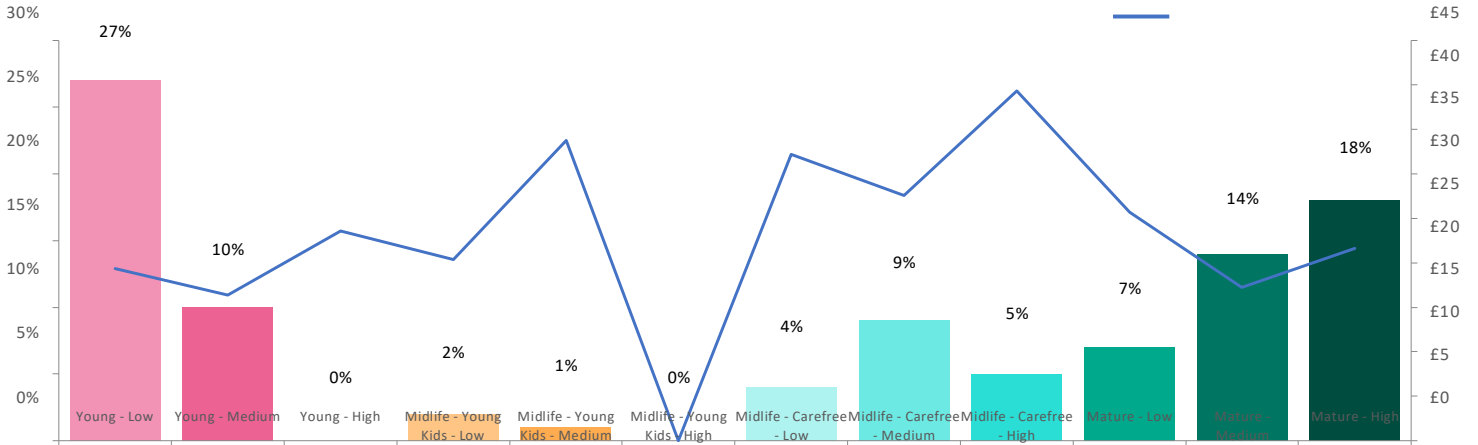
Transactional Data Summary - Wheatsheaf

Spend by Polaris and Distance from Home



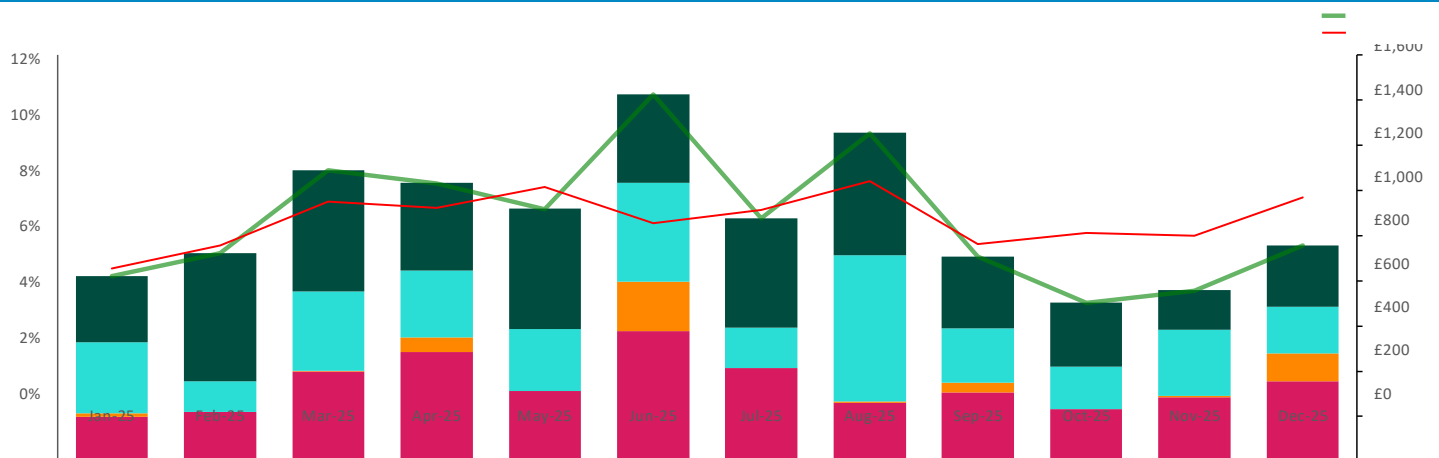
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

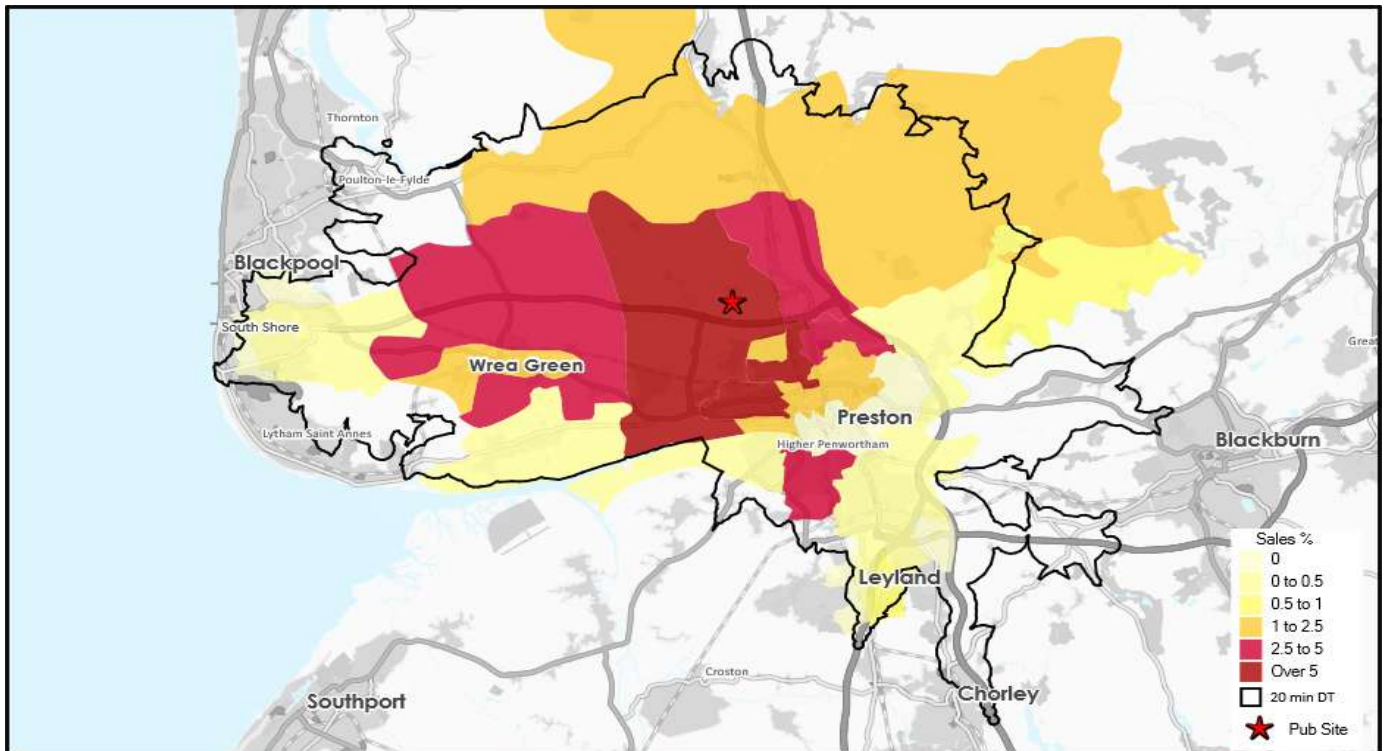


Seasonality of the spend split by month

Transactional Data Maps - Wheatsheaf

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Wheatsheaf 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 Wheatsheaf

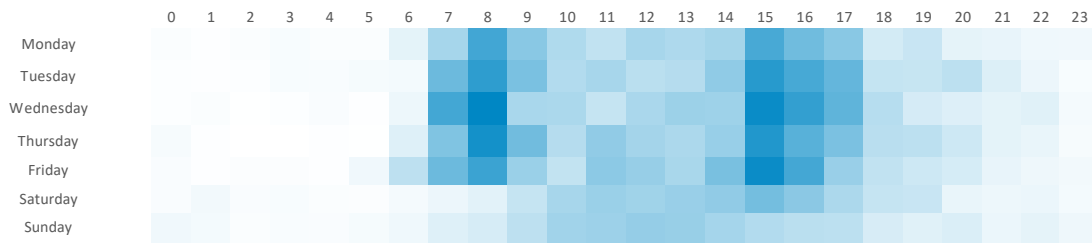


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Wheatsheaf

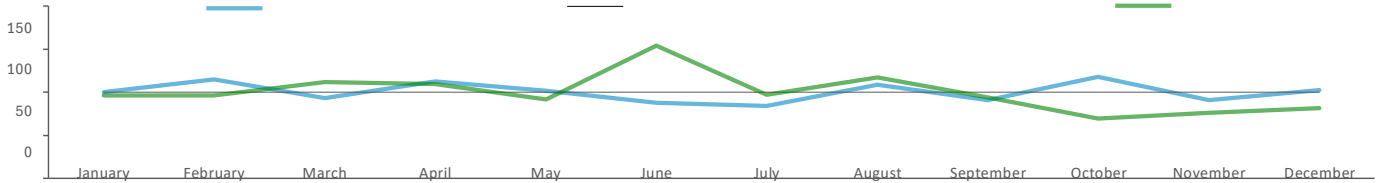
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Time of Day/Day of Week



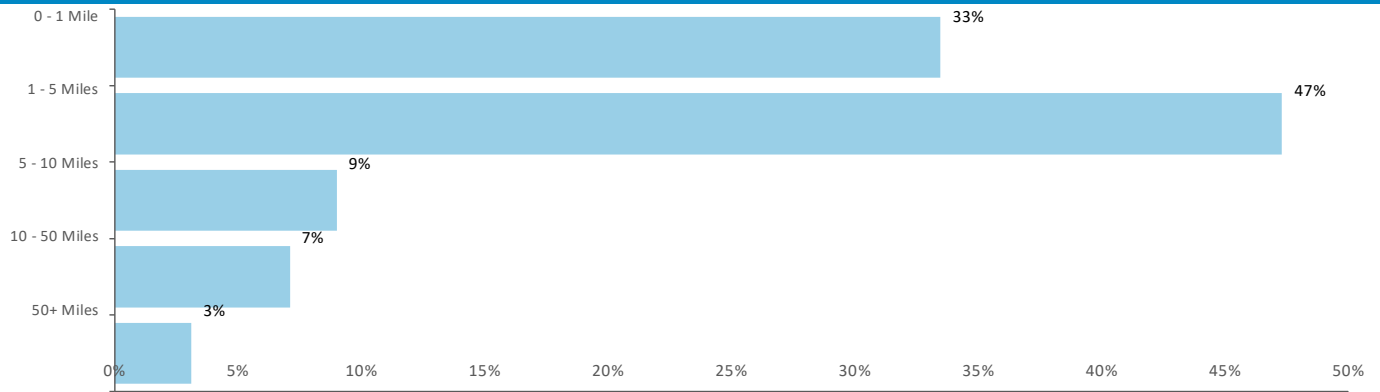
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



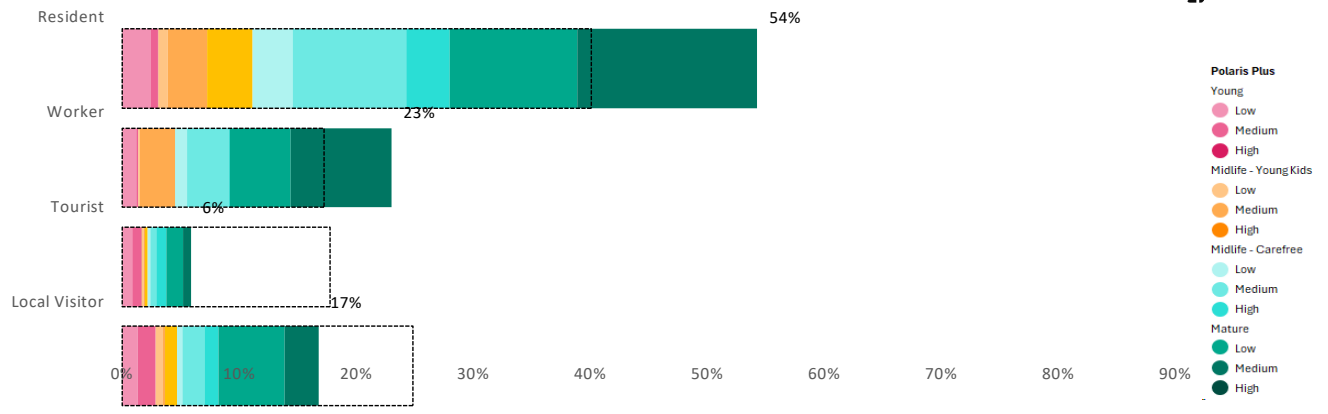
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



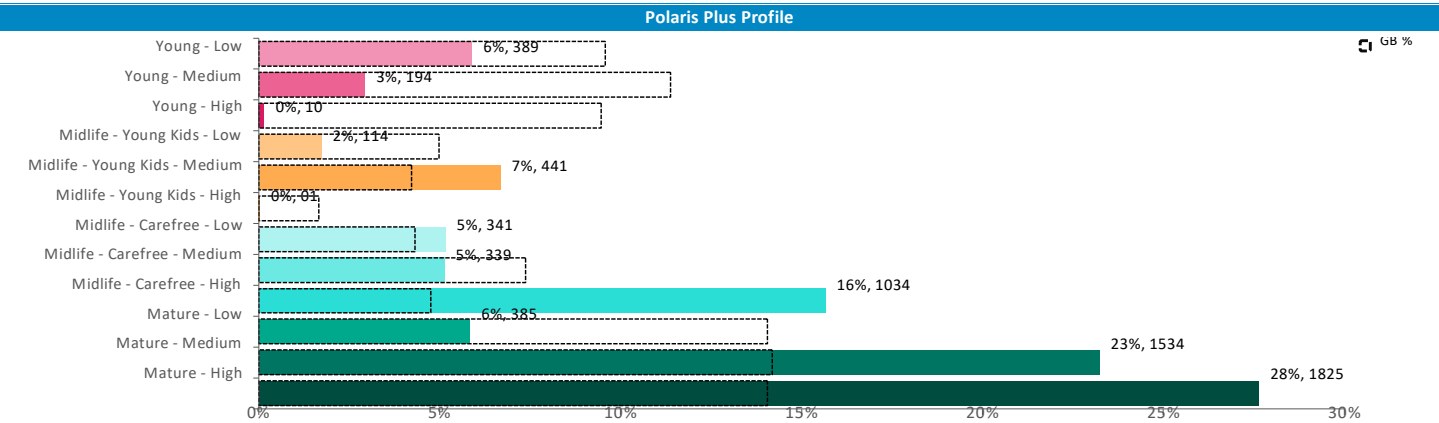
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

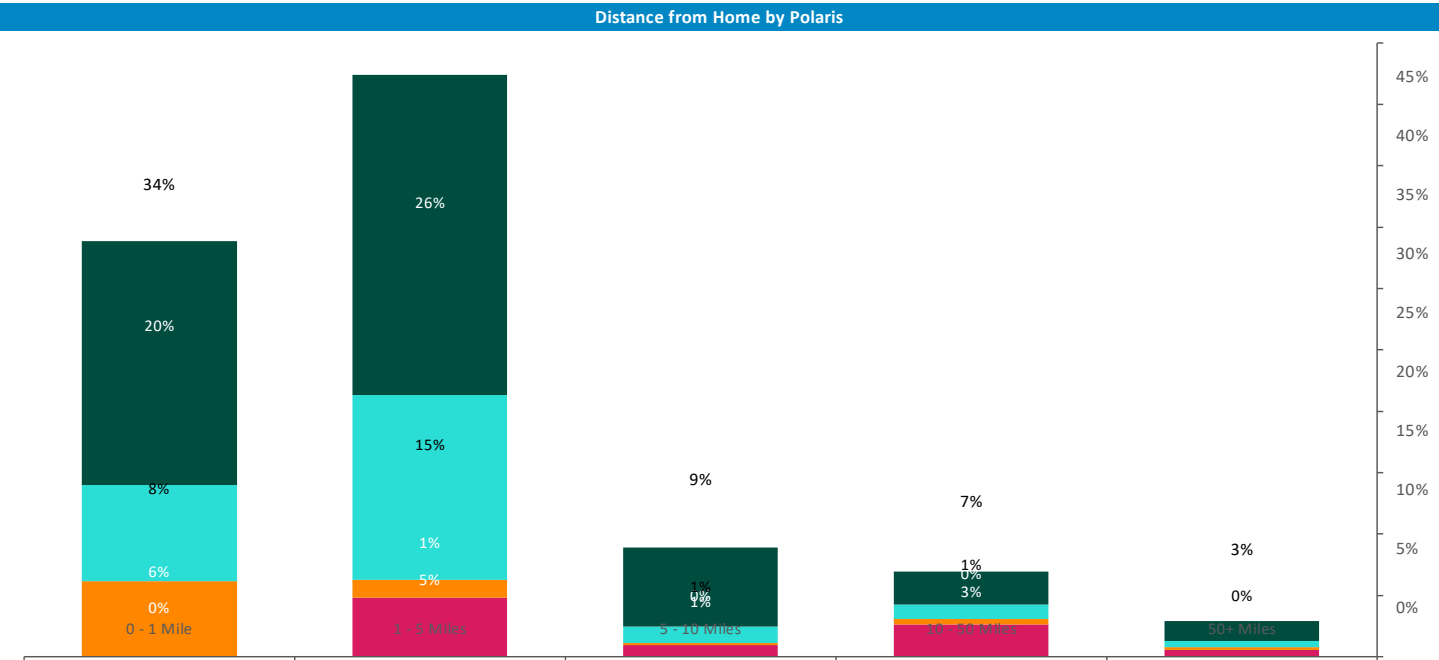


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Wheatsheaf



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

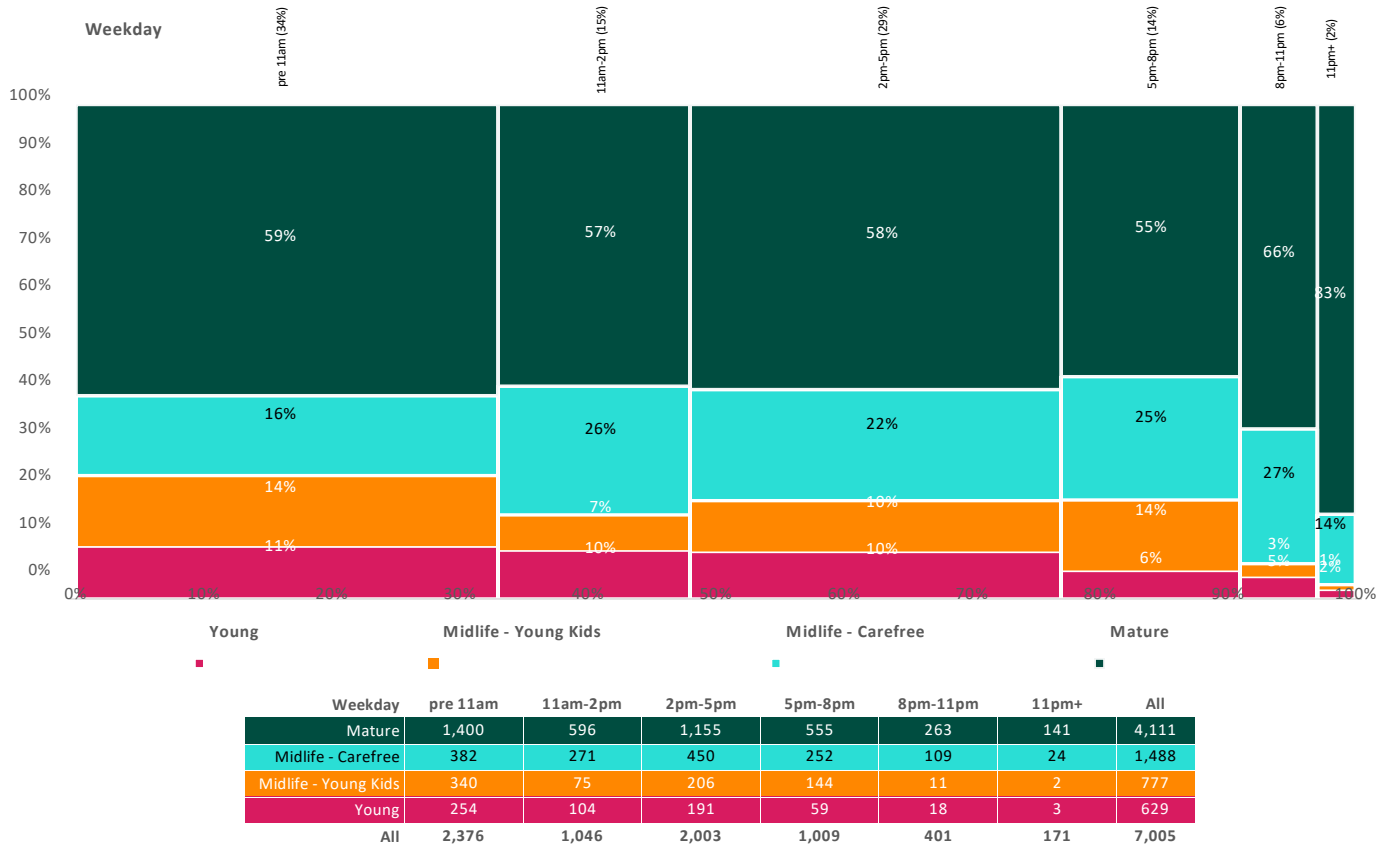


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

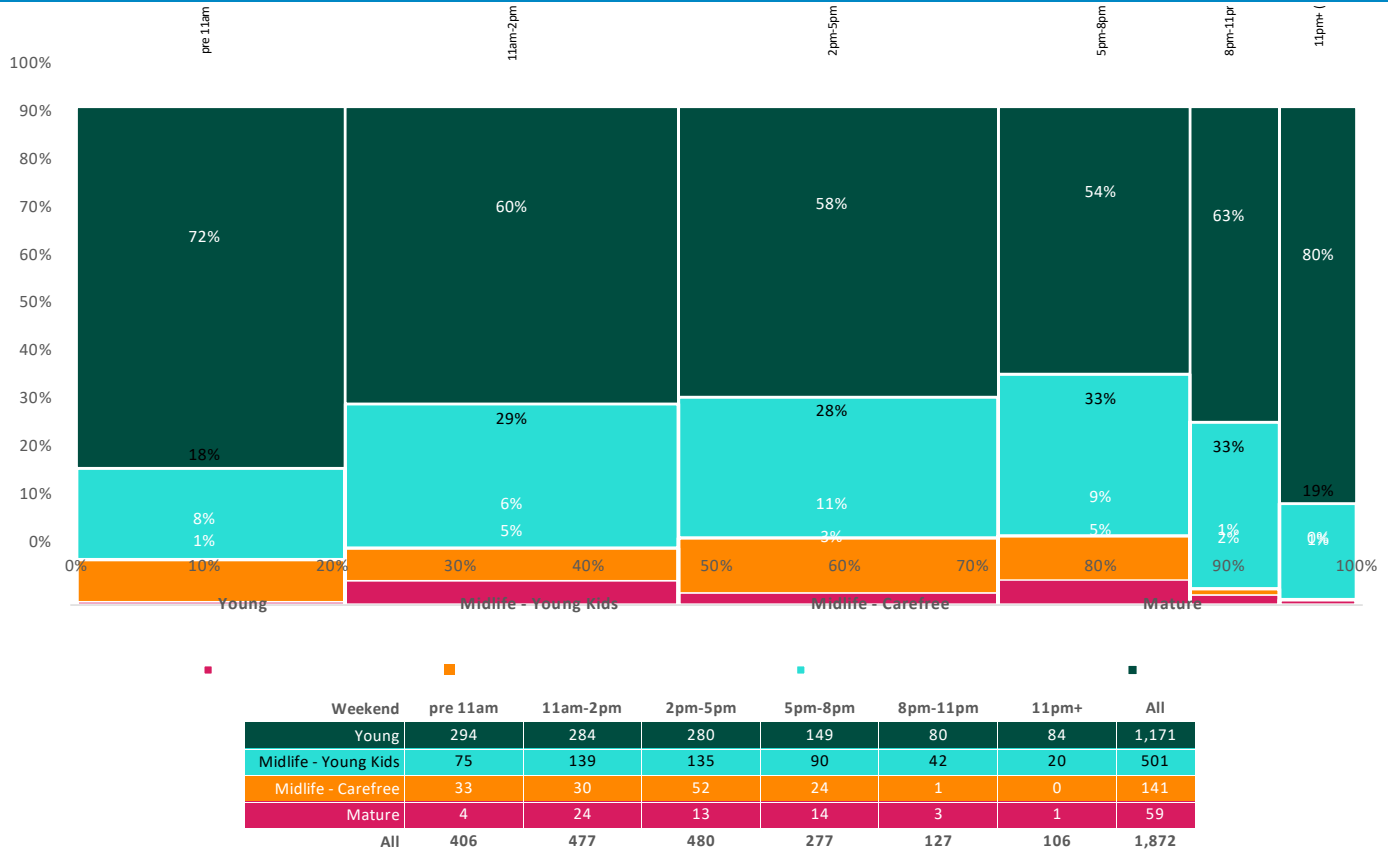
Mobile Data Summary - Wheatsheaf

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

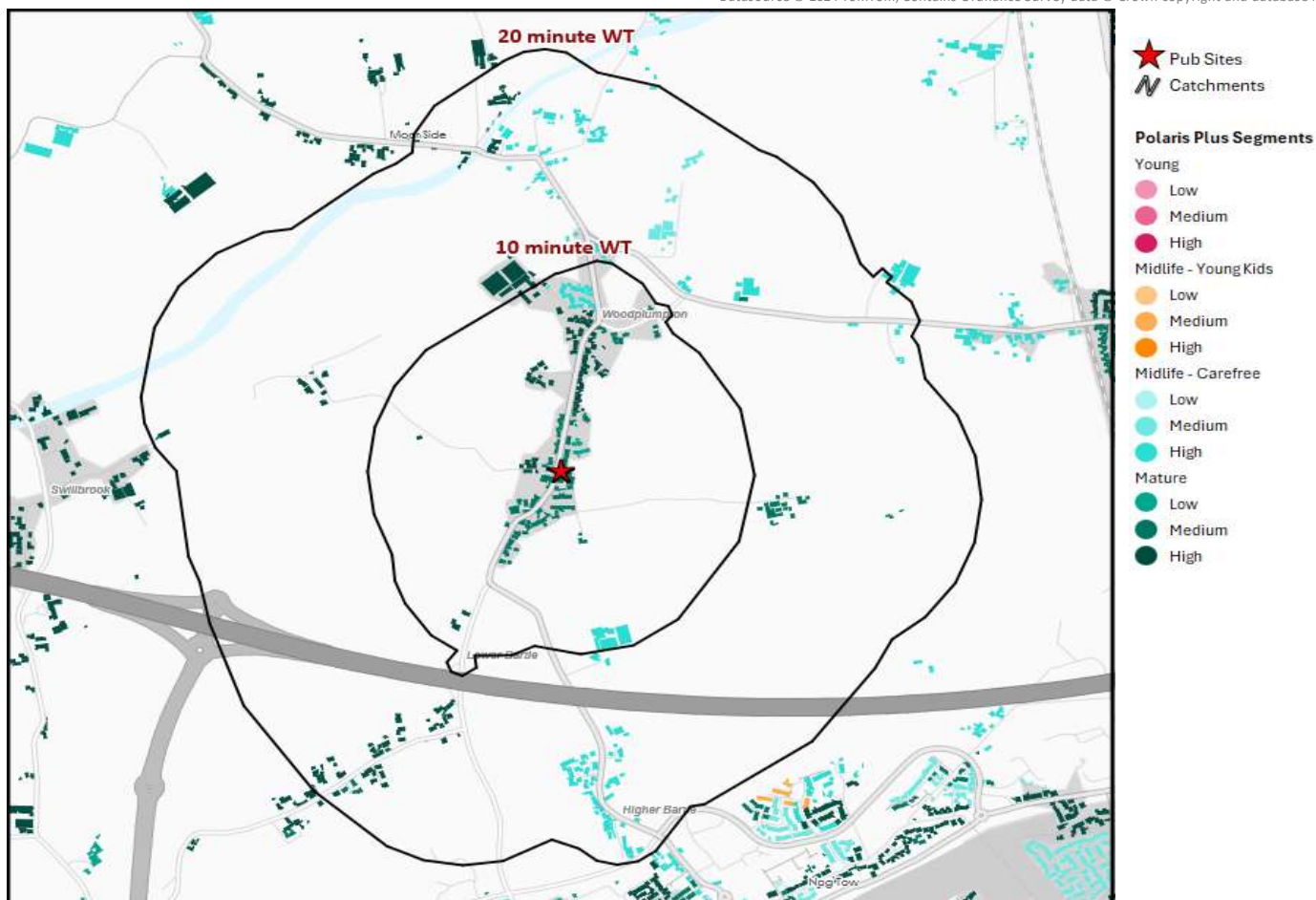


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Wheatsheaf



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	35,920	0	0	119
Medium	0	0	43,160	0	0	128
High	0	0	2,045	0	0	10
Midlife - Young Kids						
Low	0	0	25,801	0	0	150
Medium	0	0	6,440	0	0	47
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	24,927	0	0	191
Medium	7	7	14,931	18	18	68
High	150	150	9,255	606	606	66
Mature						
Low	29	29	37,590	40	40	91
Medium	154	154	65,831	182	182	137
High	201	201	36,707	247	247	79
Not Private Households	0	0	4,174	0	0	127
Total	541	541	306,781			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Wheatsheaf



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	Wheatsheaf	PR 4 ONE	Star Pubs & Bars	Mainstream	2.2%	84.0%	0.00
1	Pantry At Maxy Farm	PR 4 OLE	Independent Free	Restaurant	2.9%	66.1%	1.11
2	Preston Grasshoppers Rugby Club	PR 4 OAP	Independent Free	Premium	4.9%	76.4%	1.20
3	Bartle Hall Hotel	PR 4 OHA	Consort Inns	Mainstream	2.0%	31.5%	1.31
4	Sitting Goose	PR 4 ORT	*Other Small Retail Groups	Mainstream	1.9%	92.9%	1.45
5	Ancient Oak	PR 4 ONZ	Mitchells & Butlers	Great Pub Great Food	11.1%	80.3%	1.49
6	Broughton Inn	PR 3 SHE	Mitchells & Butlers	Great Pub Great Food	8.8%	79.8%	1.51
7	Marriott Hotel	PR 3 5JB	Marriott International	Premium	0.0%	0.0%	1.53
8	Broughton and District Club	PR 3 5DA	Independent Free	Leisure	0.9%	72.7%	1.66
9	Guild Merchant	PR 2 3UY	Marston's	Family Pub Dining	0.0%	0.0%	1.74
10	Ingol Labour Club	PR 2 3YP	Independent Free	Classic	2.7%	96.3%	1.78
11	Westleigh Conference Centre	PR 4 ORA	Independent Free	Leisure	0.0%	0.0%	1.82
12	Phantom Winger	PR 3 5JE	Greene King	Family Pub Dining	0.0%	0.0%	1.87
13	Fulwoodbroughton Cricket Club	PR 3 5JE	Independent Free	Leisure	2.4%	95.9%	1.87
14	Ibis Hotel	PR 3 5JE	Accor Hotels	Great Pub Great Food	6.9%	65.7%	1.87
15	Plough At Eaves Hotel	PR 4 OBJ	Daniel Thwaites plc	Premium	2.3%	66.5%	1.88
16	Play Football	PR 2 3TX	Play Football	Leisure	0.0%	0.0%	1.94
17	Italian Orchard	PR 3 5DB	Independent Free	Restaurant	26.7%	56.6%	2.01
18	Black Bull	PR 2 9UP	Mitchells & Butlers	Great Pub Great Food	15.7%	83.9%	2.05
19	Sai Surbhi	PR 2 9UP	Independent Free	Restaurant	4.0%	78.5%	2.05
20	Ginger Bistro	PR 2 9UP	Independent Free	Restaurant	4.5%	83.7%	2.05

* 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

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Wheatsheaf

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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+	541	541	306,781
Number of Competition Pubs	1	1	468
Adults 18+ per Competition Pub	541	541	656

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	20	3.8%	48
Family Pub Dining	0	36	6.6%	73
Great Pub Great Food	0	123	22.8%	136
Leisure	0	60	11.0%	110
Mainstream	1	60	11.0%	79
Premium	0	82	15.2%	106
Restaurant	0	132	24.4%	106
Super Premium	0	28	5.2%	131

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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Family Pub Dining	33	30,458	9.9%	109
Great Pub Great Food	31	47,524	15.5%	93
Leisure	65	30,772	10.0%	100
Mainstream	102	46,504	15.2%	109
Premium	30	41,720	13.6%	95
Restaurant	73	67,574	22.0%	96
Super Premium	0	9,515	3.1%	79

Glossary

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 Around GB Average Index value is >= 105 and < 120 Under GB Average Index value is >= 95 and < 105 Under GB Average 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 Lifestyle, Energy Levels and Demand.	
Consumer Insight Product needs	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." 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
	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" Helps me look good, and be on trend - Discovering new things - Supports moderate calorie & alcohol intake - Energising - Being romantic
	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." Tastes good and looks good - Discovering new things - Supports connecting with friends and family - Enjoyable for longer
	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" 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.	