

# Catchment Summary - Station House

- Over GB Average
- Around GB Average
- Under GB Average
- \*WT= Walktime
- \*\*DT= Drivetime

| Population                     |                          |
|--------------------------------|--------------------------|
| Adults 18+                     | Competition Pubs         |
| Adults 18+ per Competition Pub | % Adults Likely to Drink |

| Catchment Size (Counts) |            |             |
|-------------------------|------------|-------------|
| 10 min WT*              | 20 min WT* | 20 min DT** |
| 8,819                   | 21,767     | 446,547     |
| 8,296                   | 20,148     | 363,982     |
| 36                      | 64         | 458         |
| 230                     | 315        | 795         |
| 79,7%                   | 79,6%      | 76,6%       |

| Index vs GB Average |            |             |
|---------------------|------------|-------------|
| 10 min WT*          | 20 min WT* | 20 min DT** |
| 167                 | 112        | 106         |
| 186                 | 124        | 108         |
| 189                 | 145        | 113         |
| 26                  | 36         | 90          |
| 106                 | 105        | 102         |

| Affluence | Low    |
|-----------|--------|
|           | Medium |
|           | High   |

|       |       |       |
|-------|-------|-------|
| 1,7%  | 2,3%  | 48,7% |
| 49,8% | 42,8% | 36,3% |
| 45,9% | 45,3% | 13,3% |

|     |     |     |
|-----|-----|-----|
| 5   | 7   | 147 |
| 131 | 112 | 95  |
| 167 | 165 | 48  |

\*Affluence does not include Not Private Households

| Mean Net Disposable income (£pa) |  |
|----------------------------------|--|
|----------------------------------|--|

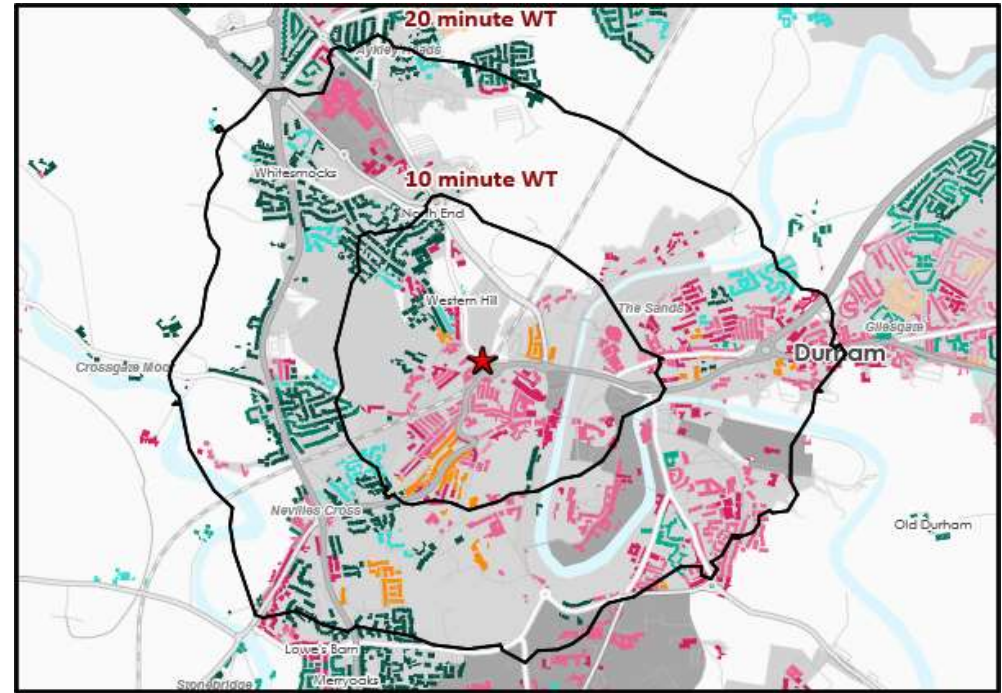
|         |         |         |
|---------|---------|---------|
| £16.672 | £20.332 | £18.807 |
|---------|---------|---------|

|    |    |    |
|----|----|----|
| 78 | 95 | 88 |
|----|----|----|

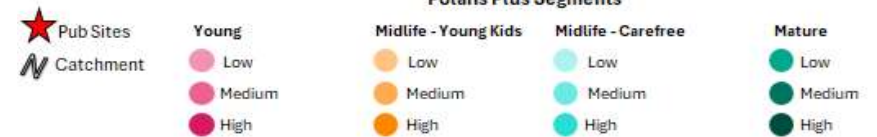
| Age Profile | 18-24 |
|-------------|-------|
|             | 25-34 |
|             | 35-44 |
|             | 45-64 |
|             | 65+   |

|       |        |         |
|-------|--------|---------|
| 6,052 | 11,866 | 44,687  |
| 830   | 2,806  | 53,165  |
| 276   | 1,267  | 55,661  |
| 532   | 2,148  | 114,474 |
| 606   | 2,061  | 95,995  |

|     |     |     |
|-----|-----|-----|
| 812 | 645 | 118 |
| 70  | 95  | 88  |
| 23  | 43  | 92  |
| 24  | 39  | 101 |
| 36  | 49  | 112 |

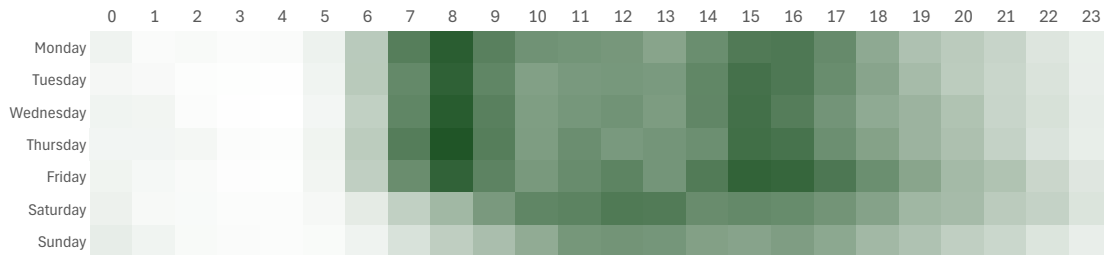


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## Mobile Data Summary

## 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** |
| Young                  | 5,911            | 12,569        | 128,789        | 256                 | 224        | 127         |
| Midlife - Young Kids   | 1,088            | 1,609         | 29,778         | 120                 | 73         | 75          |
| Midlife - Carefree     | 289              | 855           | 35,143         | 22                  | 27         | 61          |
| Mature                 | 785              | 3,202         | 163,991        | 21                  | 36         | 102         |
| Not Private Households | 223              | 1,913         | 6,281          | 22,217              | 78,475     | 14,263      |
| <b>Total</b>           | <b>8,296</b>     | <b>20,148</b> | <b>363,982</b> |                     |            |             |

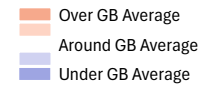


# Per Pub - Station House

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

WT= Walktime, DT= Drivetime

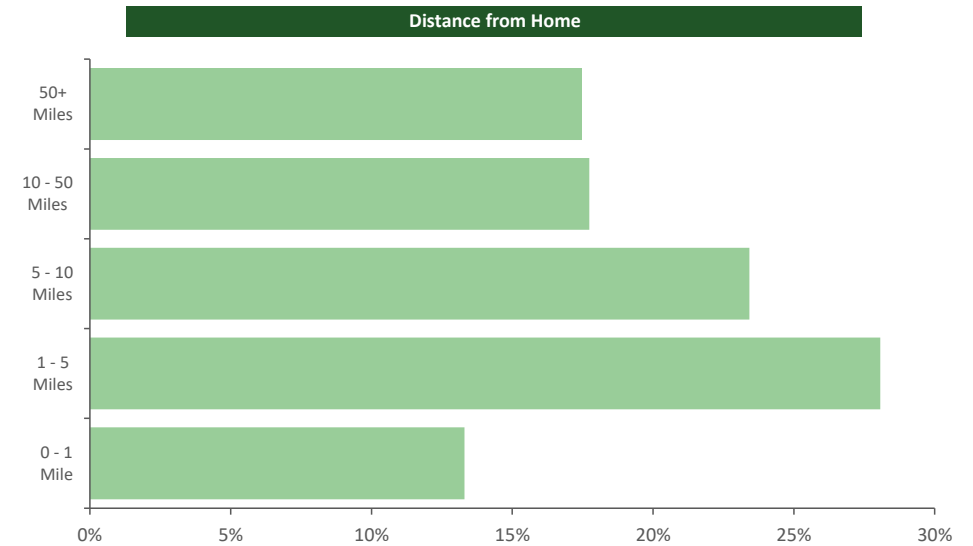
|                                |       |        |         |
|--------------------------------|-------|--------|---------|
| Adults 18+                     | 8.296 | 20.148 | 363.982 |
| Number of Competition Pubs     | 36    | 64     | 458     |
| Adults 18+ per Competition Pub | 230   | 315    | 795     |



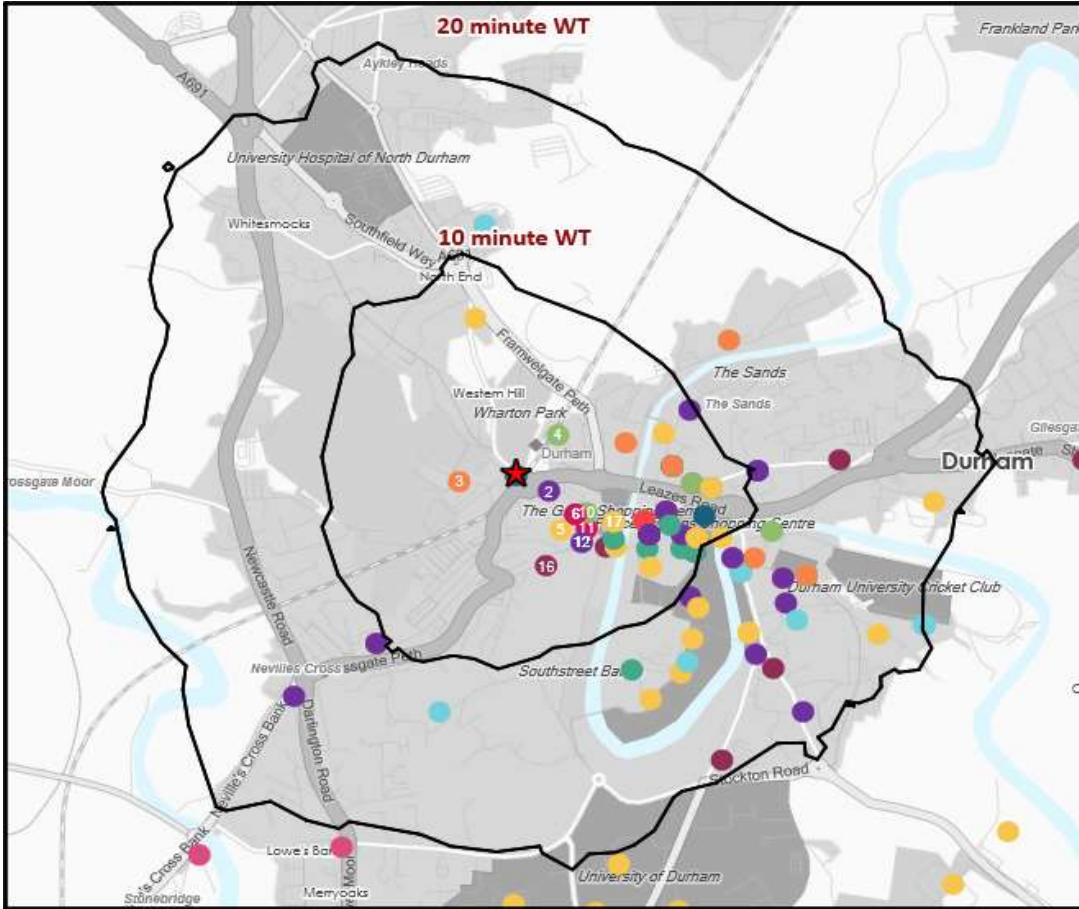
| 10 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|------------------------------|------|------------------|--------------|----------------|
| Bit of Style                 | 5    | 1.649            | 19,9%        | 239            |
| Circuit Bar                  | 9    | 484              | 5,8%         | 140            |
| Community Pub                | 0    | 413              | 5,0%         | 25             |
| Craft Led                    | 0    | 880              | 10,6%        | 296            |
| Great Pub Great Food         | 0    | 2.140            | 25,8%        | 142            |
| High Street Pub              | 18   | 930              | 11,2%        | 59             |
| Premium Local                | 2    | 1.578            | 19,0%        | 112            |

| 20 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|------------------------------|------|------------------|--------------|----------------|
| Bit of Style                 | 5    | 3.622            | 18,0%        | 216            |
| Circuit Bar                  | 14   | 977              | 4,9%         | 116            |
| Community Pub                | 0    | 1.075            | 5,3%         | 27             |
| Craft Led                    | 0    | 1.899            | 9,4%         | 263            |
| Great Pub Great Food         | 0    | 5.122            | 25,4%        | 140            |
| High Street Pub              | 26   | 1.939            | 9,6%         | 51             |
| Premium Local                | 5    | 3.574            | 17,7%        | 105            |

| 20 Minute Drivetime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|-------------------------------|------|------------------|--------------|----------------|
| Bit of Style                  | 5    | 20.549           | 5,6%         | 68             |
| Circuit Bar                   | 17   | 19.245           | 5,3%         | 127            |
| Community Pub                 | 117  | 93.677           | 25,7%        | 132            |
| Craft Led                     | 0    | 10.941           | 3,0%         | 84             |
| Great Pub Great Food          | 3    | 43.529           | 12,0%        | 66             |
| High Street Pub               | 72   | 90.504           | 24,9%        | 132            |
| Premium Local                 | 21   | 51.306           | 14,1%        | 83             |



# Competition - Station House



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| Ref | Name                          | Postcode | Operator              | Segment         | Each pub's share of 20 min DT Sales * | Distance (miles) |
|-----|-------------------------------|----------|-----------------------|-----------------|---------------------------------------|------------------|
| 17  | In Shanghai                   | DH 1 4SL | Independent Free      | Restaurants     | 17.9%                                 | 0,22             |
| 17  | Cosy Club                     | DH 1 4SL | Loungers              | High Street Pub | 16.1%                                 | 0,22             |
| 10  | Head Of Steam                 | DH 1 4RZ | Camerons              | Circuit Bar     | 9.7%                                  | 0,16             |
| 6   | Three Bridges                 | DH 1 4SQ | Stonegate Pub Company | Circuit Bar     | 9.3%                                  | 0,15             |
| 3   | Kings Lodge Hotel             | DH 1 4BG | Inn Collection Group  | Hotel           | 6.8%                                  | 0,12             |
| 6   | Water House                   | DH 1 4SQ | Amber Taverns         | Circuit Bar     | 6.0%                                  | 0,15             |
| 12  | Holy Grail                    | DH 1 4PR | Independent Free      | High Street Pub | 5.6%                                  | 0,20             |
| 2   | Alishaan                      | DH 1 4SF | Independent Free      | Restaurants     | 5.6%                                  | 0,08             |
| 12  | Angel Inn                     | DH 1 4PR | Independent Free      | Circuit Bar     | 4.9%                                  | 0,20             |
| 0   | Station House                 | DH 1 4SE | Independent Free      | ABOS            | 4.7%                                  | 0,00             |
| 12  | Nadon Thai                    | DH 1 4PR | Nadon Thai            | Restaurants     | 4.6%                                  | 0,20             |
| 0   | Bridge Hotel                  | DH 1 4SE | Star Pubs & Bars      | Circuit Bar     | 3.8%                                  | 0,00             |
| 4   | Waiting Room                  | DH 1 4RB | Independent Free      | Circuit Bar     | 3.1%                                  | 0,12             |
| 17  | Old Toms                      | DH 1 4SL | Independent Free      | ABOS            | 1.1%                                  | 0,22             |
| 6   | Babylon                       | DH 1 4SQ | Independent Free      | Night Club      | 0.5%                                  | 0,15             |
| 12  | Durham City Working Mens Club | DH 1 4PR | Independent Free      | Clubland        | 0.3%                                  | 0,20             |
| 5   | 33 Durham                     | DH 1 4EY | Independent Free      | High Street Pub | 0.0%                                  | 0,15             |
| 6   | Golden Pearl                  | DH 1 4SQ | Independent Free      | Restaurants     | 0.0%                                  | 0,15             |
| 11  | Loft                          | DH 1 4SH | Independent Free      | Night Club      | 0.0%                                  | 0,18             |
| 16  | Elm Tree                      | DH 1 4PS | Independent Free      | Premium Local   | 0.0%                                  | 0,20             |
| 17  | Central Thai Restaurant       | DH 1 4SL | Independent Free      | Restaurants     | 0.0%                                  | 0,22             |

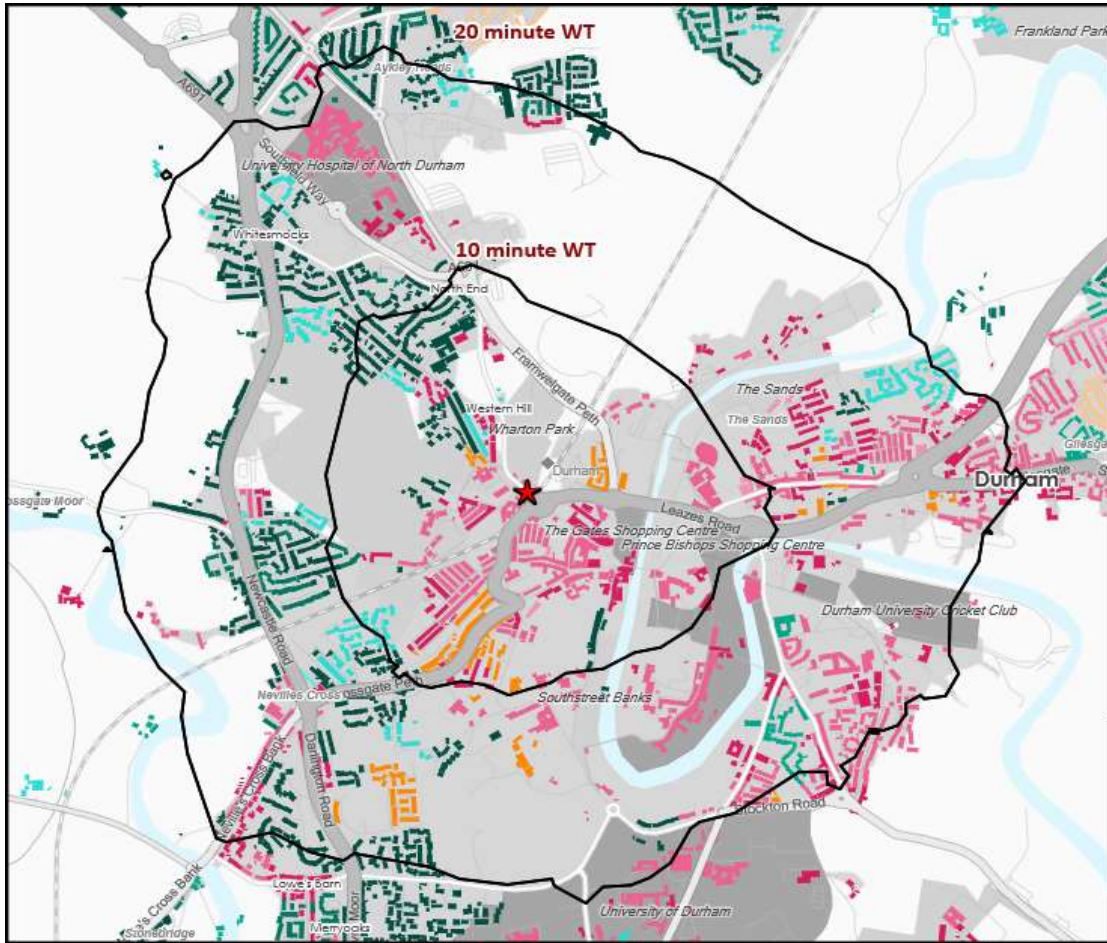
\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

# Catchment Summary - Station House



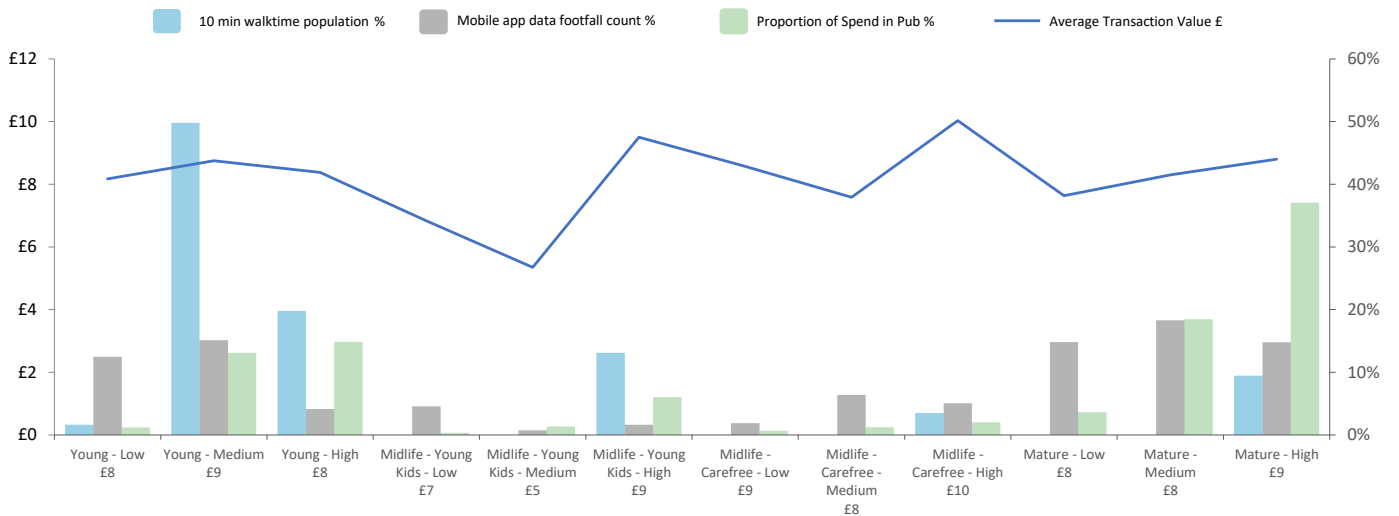
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| CGA ID  | Name          | Postcode | Operator         | Segment | Sparsity |
|---------|---------------|----------|------------------|---------|----------|
| 3875715 | Station House | DH 14SE  | Independent Free | ABOS    | 9        |



- ★ Pub Sites
  - ⌘ Catchments
- Polaris Plus Segments**
- Young
    - Low
    - Medium
    - High
  - Midlife - Young Kids
    - Low
    - Medium
    - High
  - Midlife - Carefree
    - Low
    - Medium
    - High
  - Mature
    - Low
    - Medium
    - High

## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Station House



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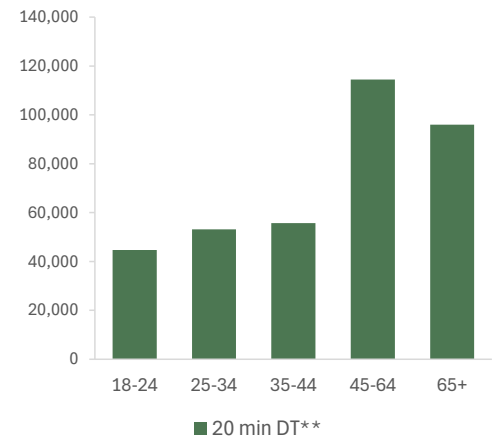
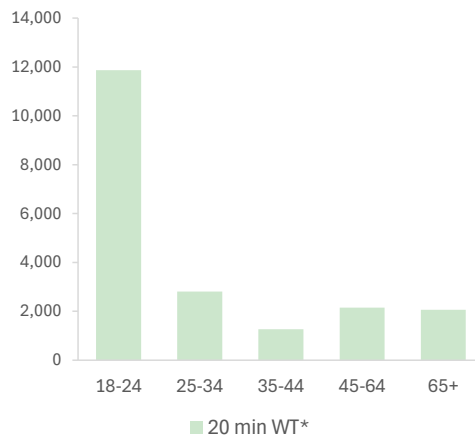
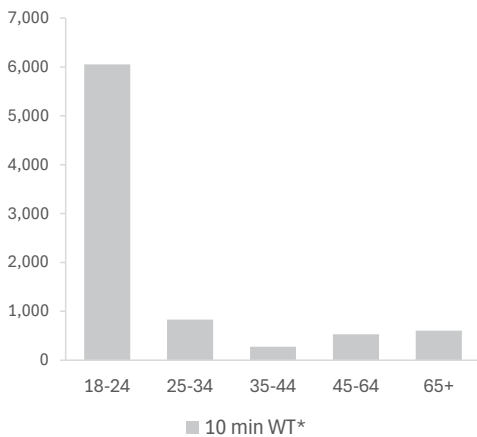
■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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** |
| <b>Population</b>                       |               | 8,819                   | 21,767     | 446,547     | 167                 | 112        | 106         |
| <b>Adults 18+</b>                       |               | 8,296                   | 20,148     | 363,982     | 186                 | 124        | 108         |
| <b>Competition Pubs</b>                 |               | 36                      | 64         | 458         | 189                 | 145        | 113         |
| <b>Adults 18+ per Competition Pub</b>   |               | 230                     | 315        | 795         | 26                  | 36         | 90          |
| <b>% Adults Likely to Drink</b>         |               | 79,7%                   | 79,6%      | 76,6%       | 106                 | 105        | 102         |
| <b>Affluence</b>                        | <b>Low</b>    | 1,7%                    | 2,3%       | 48,7%       | 5                   | 7          | 147         |
|   | <b>Medium</b> | 49,8%                   | 42,8%      | 36,3%       | 131                 | 112        | 95          |
|   | <b>High</b>   | 45,9%                   | 45,3%      | 13,3%       | 167                 | 165        | 48          |
| <b>Mean Net Disposable income (£pa)</b> |               | £16,672                 | £20,332    | £18,807     | 78                  | 95         | 88          |
| <b>Age Profile</b>                      | <b>18-24</b>  | 6,052                   | 11,866     | 44,687      | 812                 | 645        | 118         |
|   | <b>25-34</b>  | 830                     | 2,806      | 53,165      | 70                  | 95         | 88          |
|   | <b>35-44</b>  | 276                     | 1,267      | 55,661      | 23                  | 43         | 92          |
|   | <b>45-64</b>  | 532                     | 2,148      | 114,474     | 24                  | 39         | 101         |
|   | <b>65+</b>    | 606                     | 2,061      | 95,995      | 36                  | 49         | 112         |

Population & Adults 18+ index is based on all pubs

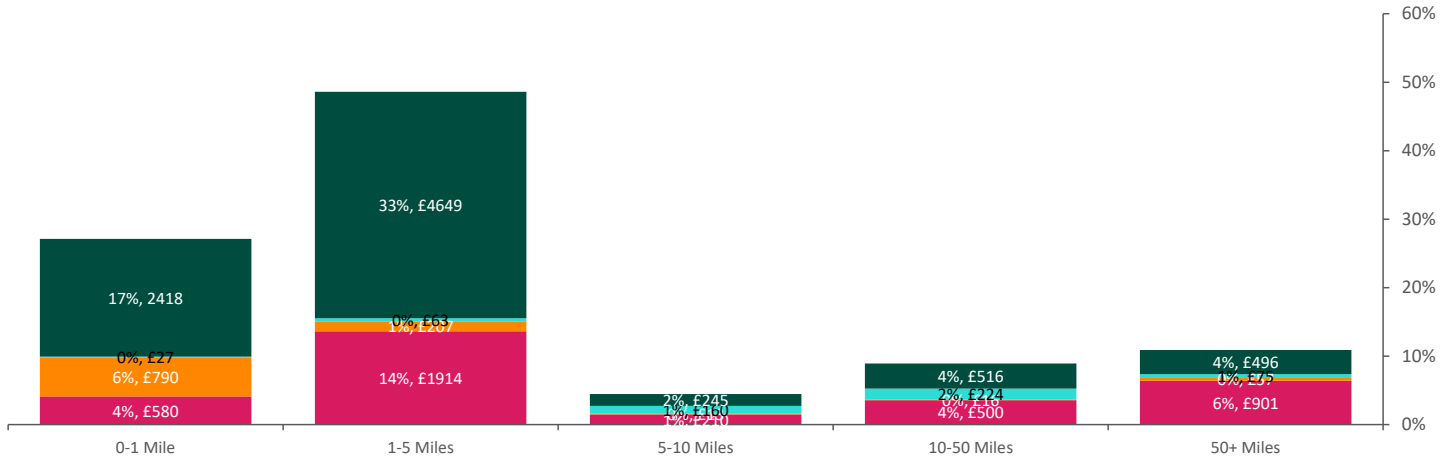
Affluence does not include Not Private Households



|                              |                            | 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>                | 4,232 (48%)             | 10,978 (50%) | 217,517 (49%) | 98                  | 103        | 99          |
|                              | <b>Female</b>              | 4,587 (52%)             | 10,789 (50%) | 229,030 (51%) | 102                 | 97         | 101         |
| <b>Economic Status (16+)</b> | <b>Employed: Full-time</b> | 915 (11%)               | 2,812 (14%)  | 121,098 (32%) | 32                  | 40         | 94          |
|                              | <b>Employed: Part-time</b> | 210 (2%)                | 812 (4%)     | 43,104 (12%)  | 21                  | 33         | 95          |
|                              | <b>Self employed</b>       | 273 (3%)                | 767 (4%)     | 22,559 (6%)   | 35                  | 41         | 66          |
|                              | <b>Unemployed</b>          | 46 (1%)                 | 192 (1%)     | 8,821 (2%)    | 21                  | 37         | 92          |
|                              | <b>Full-time student</b>   | 956 (11%)               | 1,872 (9%)   | 7,767 (2%)    | 479                 | 387        | 88          |
|                              | <b>Retired</b>             | 951 (11%)               | 2,738 (13%)  | 93,231 (25%)  | 51                  | 61         | 114         |
|                              | <b>Other</b>               | 5,080 (60%)             | 11,238 (55%) | 77,303 (21%)  | 344                 | 314        | 118         |
| <b>Total Worker Count</b>    |                            | 5,822                   | 18,630       | 194,122       |                     |            |             |

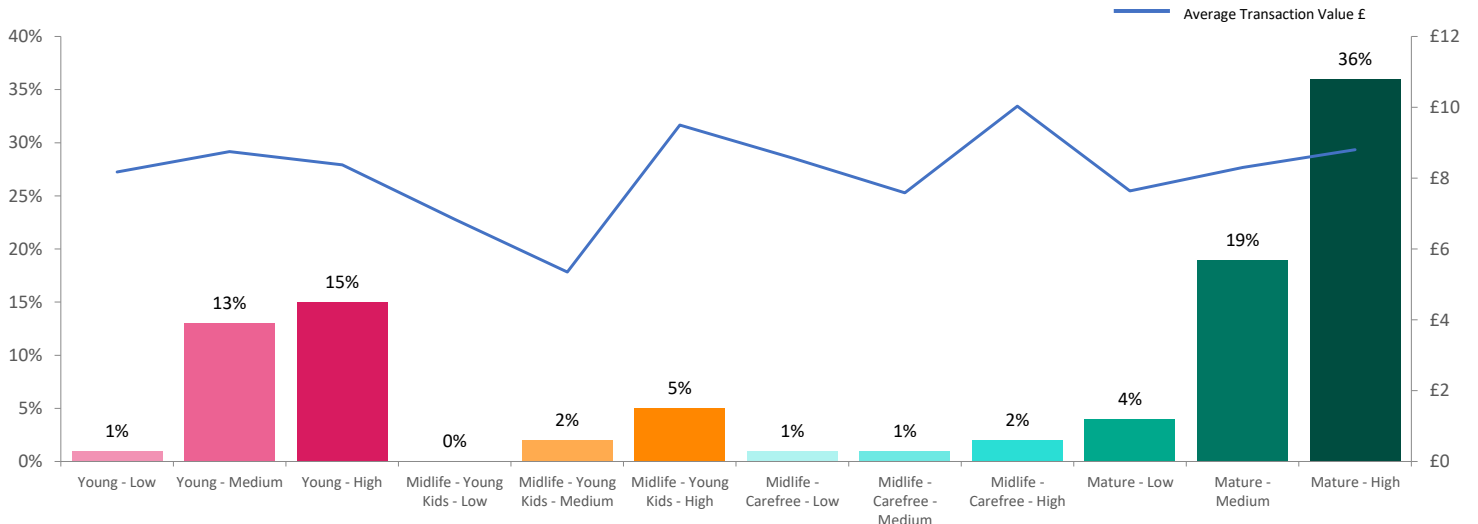
See the Glossary page for further information on the above variables

Spend by Polaris and Distance from Home



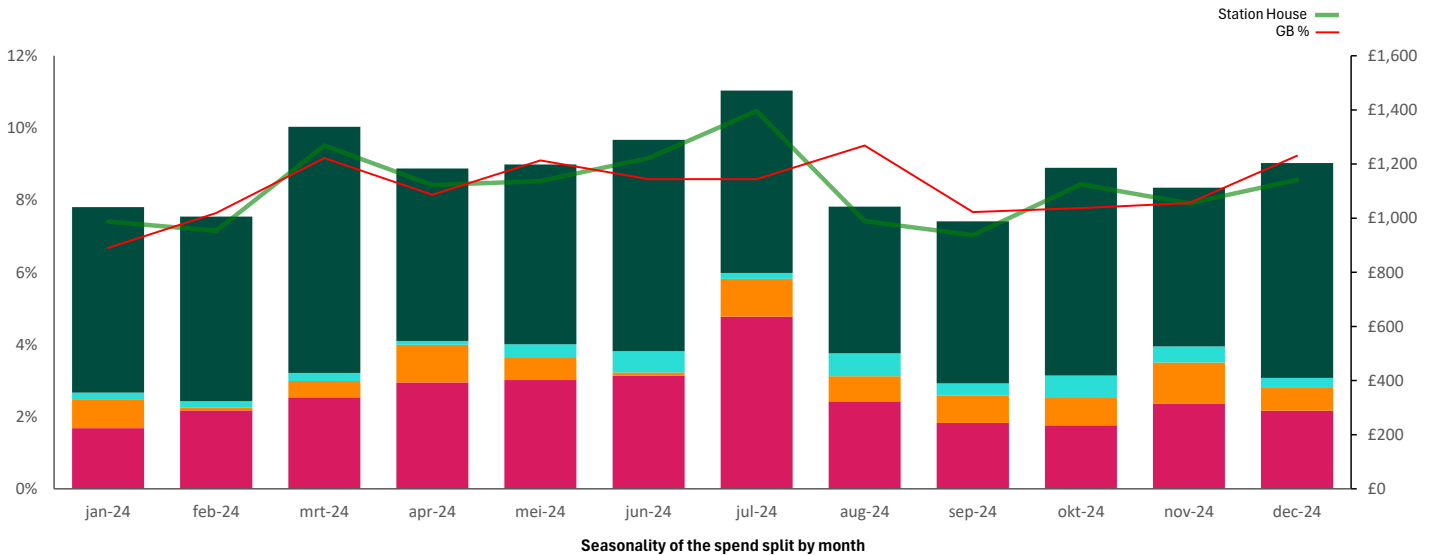
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



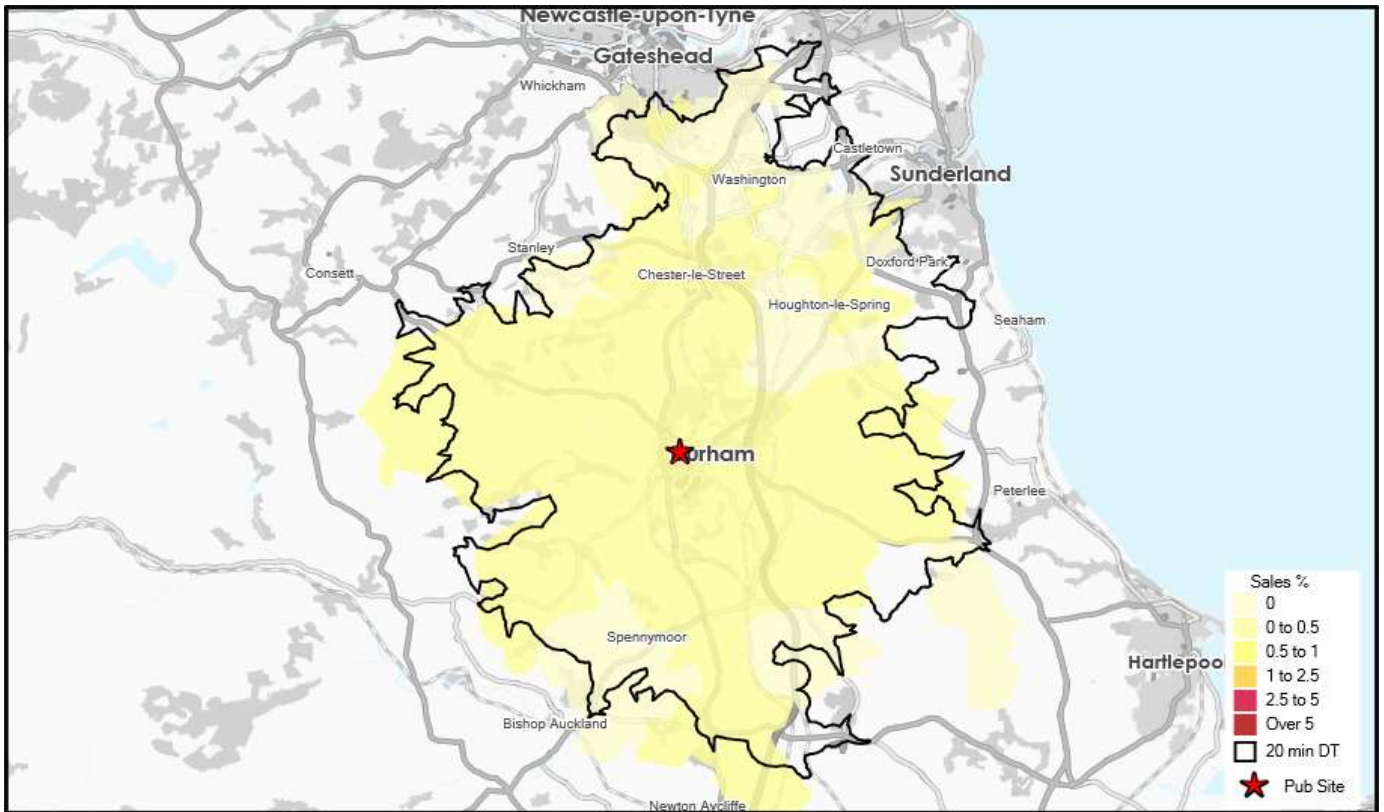
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



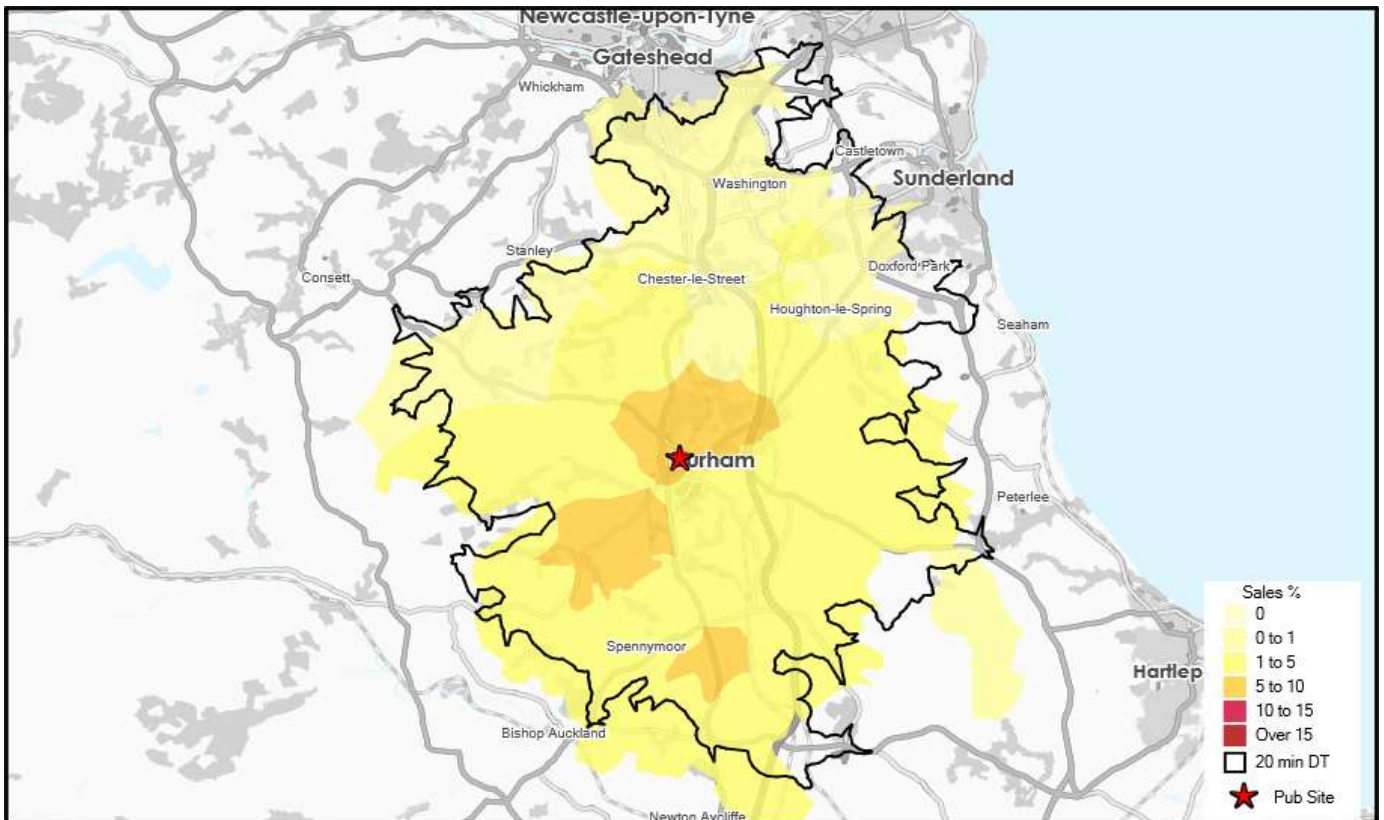
Seasonality of the spend split by month

Station House Share of Spend from Postcode Sectors within 20 minute Drive



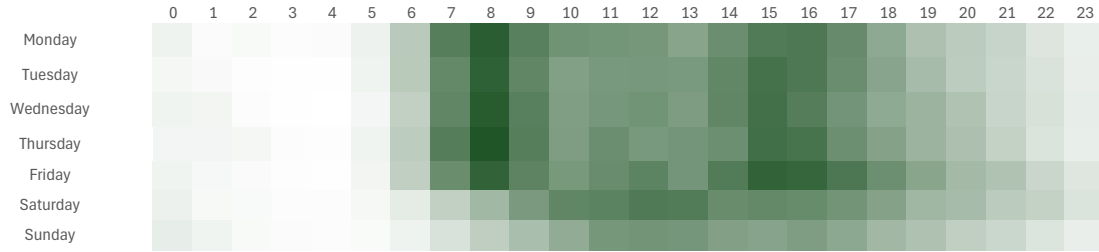
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



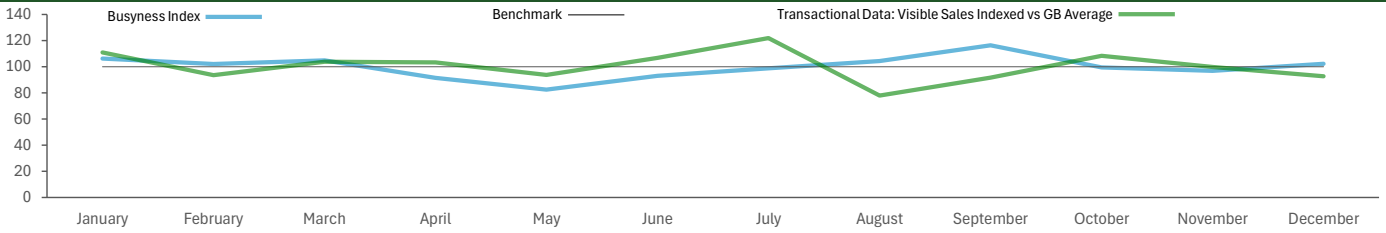
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



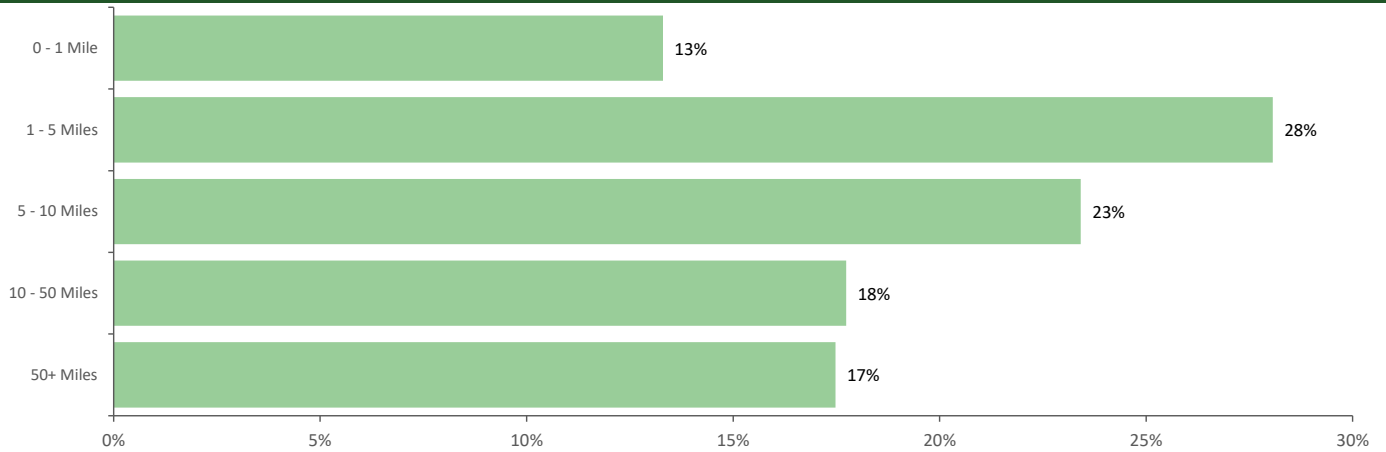
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

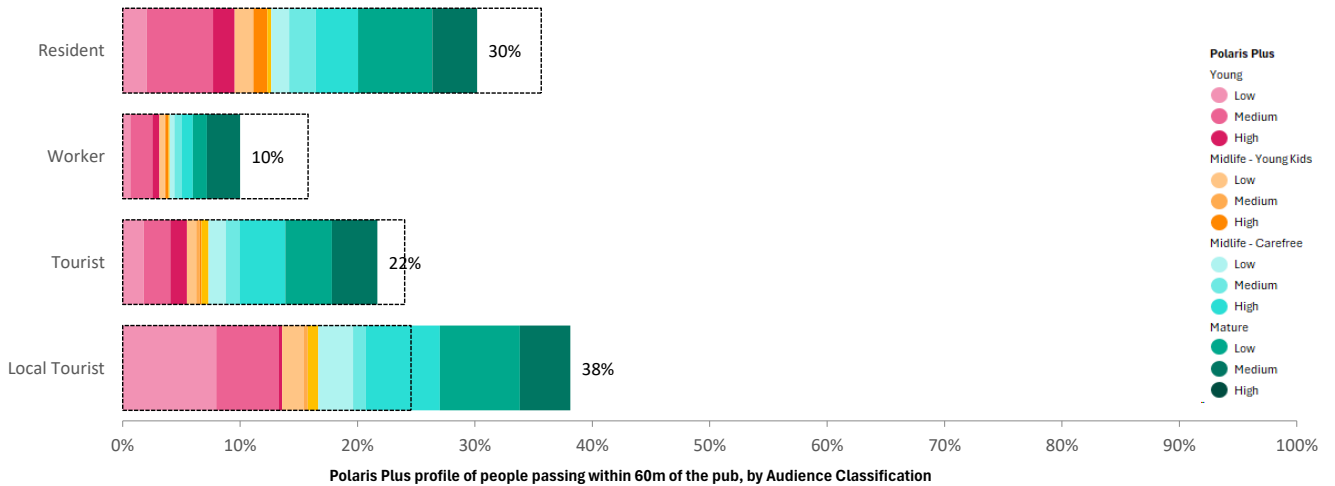
Distance from Home



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

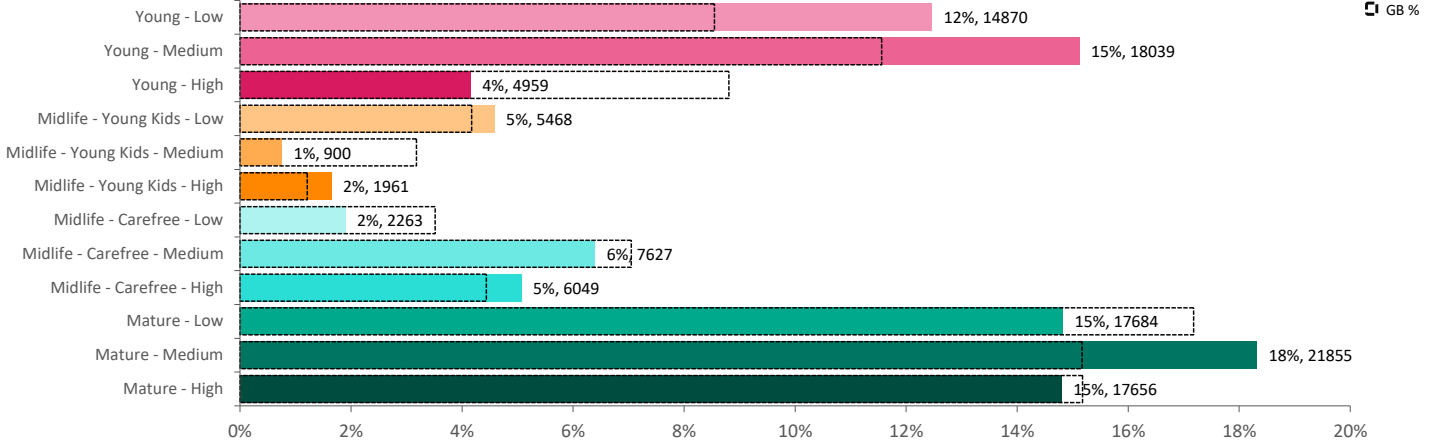


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Station House

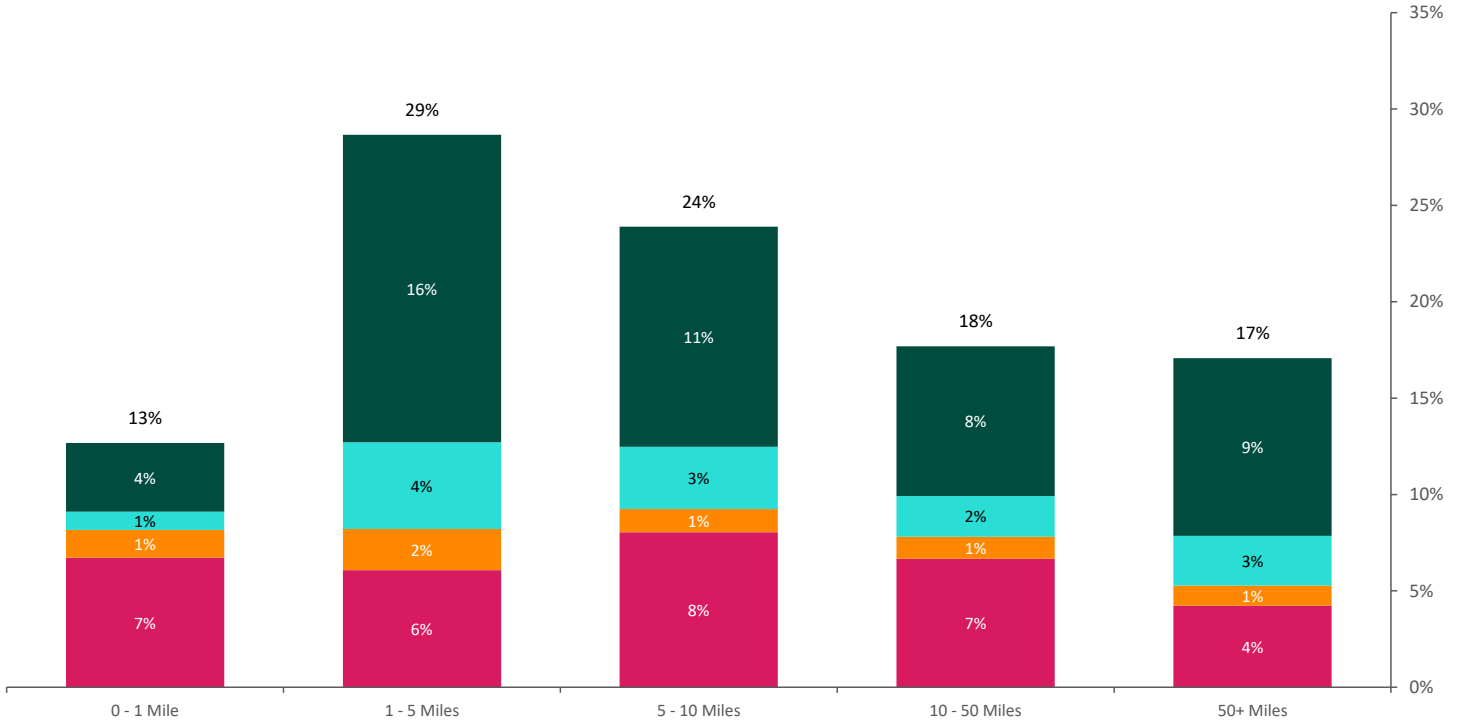
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## Polaris Plus Profile



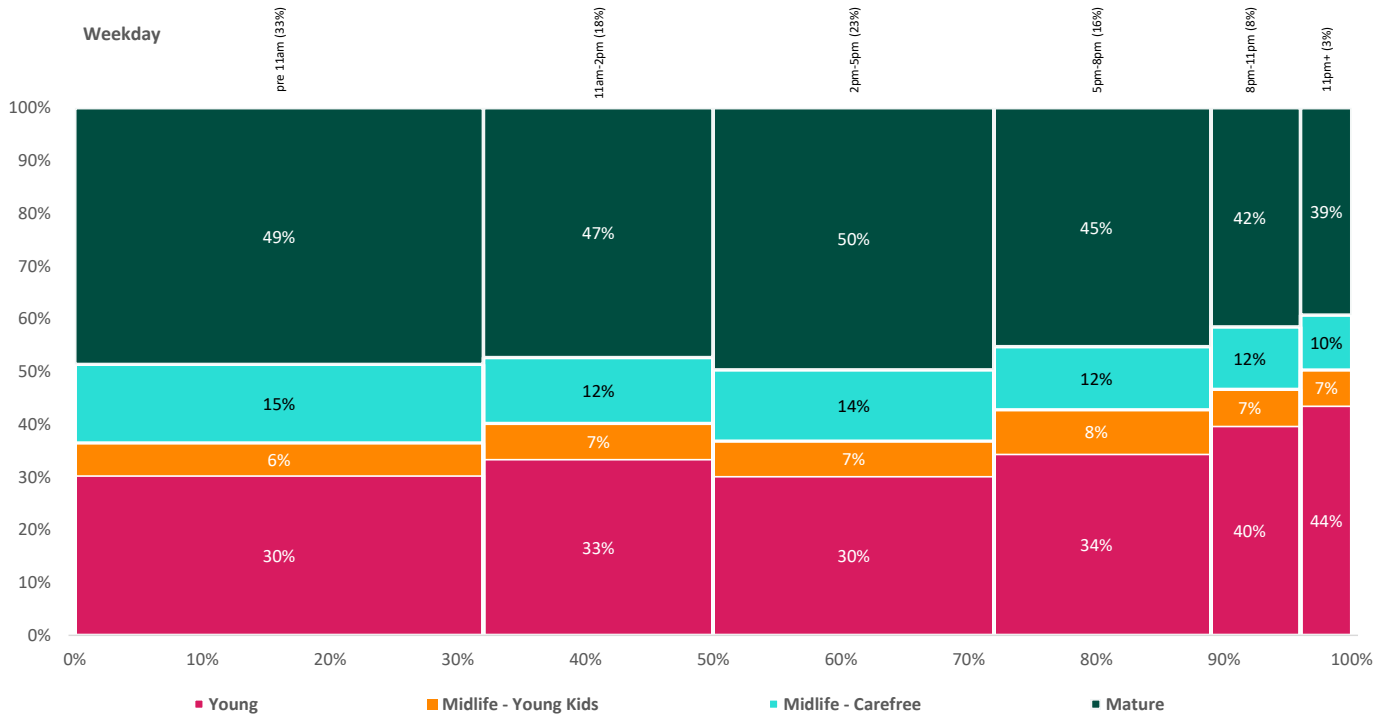
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

## Distance from Home by Polaris



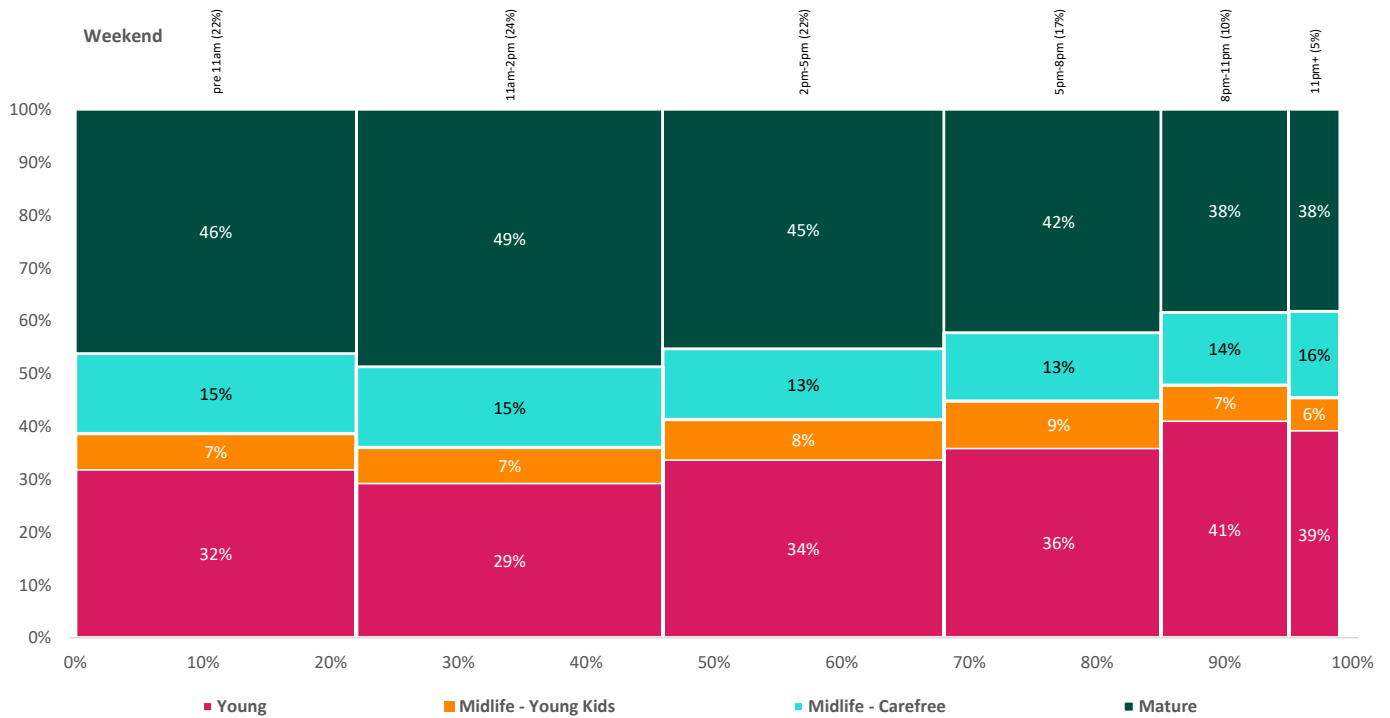
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



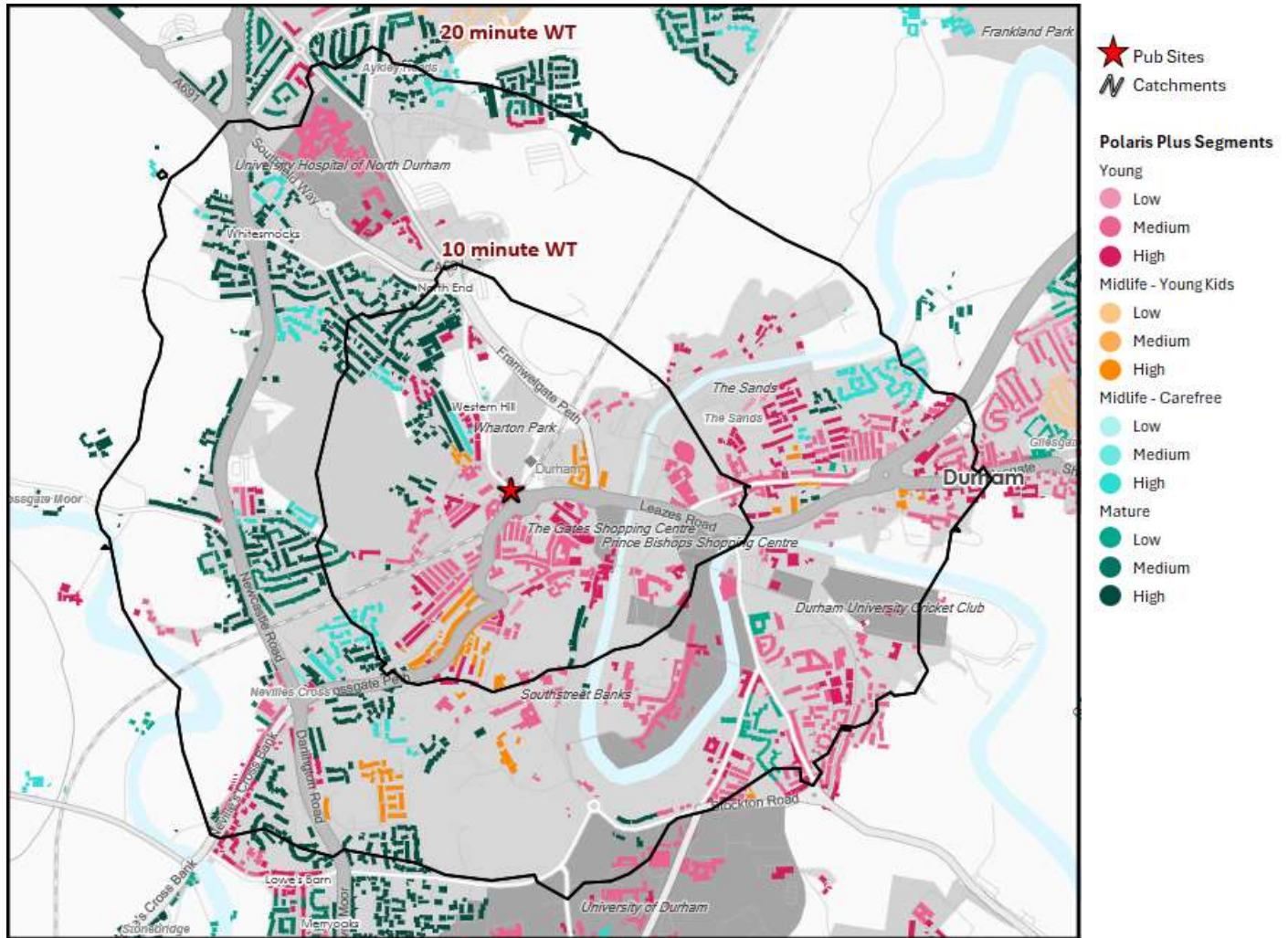
|                      | Weekday | pre 11am | 11am-2pm | 2pm-5pm | 5pm-8pm | 8pm-11pm | 11pm+ | All     |
|----------------------|---------|----------|----------|---------|---------|----------|-------|---------|
| Mature               |         | 16.882   | 9.005    | 11.940  | 7.741   | 3.465    | 1.320 | 50.353  |
| Midlife - Carefree   |         | 5.169    | 2.376    | 3.248   | 2.048   | 987      | 350   | 14.178  |
| Midlife - Young Kids |         | 2.119    | 1.281    | 1.583   | 1.421   | 576      | 227   | 7.206   |
| Young                |         | 10.537   | 6.361    | 7.263   | 5.894   | 3.316    | 1.465 | 34.837  |
| All                  |         | 34.706   | 19.024   | 24.034  | 17.104  | 8.344    | 3.362 | 106.574 |

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



|                      | Weekend | pre 11am | 11am-2pm | 2pm-5pm | 5pm-8pm | 8pm-11pm | 11pm+ | All    |
|----------------------|---------|----------|----------|---------|---------|----------|-------|--------|
| Young                |         | 3.563    | 4.086    | 3.437   | 2.477   | 1.289    | 621   | 15.472 |
| Midlife - Young Kids |         | 1.172    | 1.287    | 1.018   | 763     | 465      | 266   | 4.972  |
| Midlife - Carefree   |         | 520      | 559      | 572     | 519     | 223      | 99    | 2.492  |
| Mature               |         | 2.464    | 2.464    | 2.564   | 2.112   | 1.382    | 639   | 11.626 |
| All                  |         | 7.719    | 8.396    | 7.591   | 5.871   | 3.360    | 1.625 | 34.562 |

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



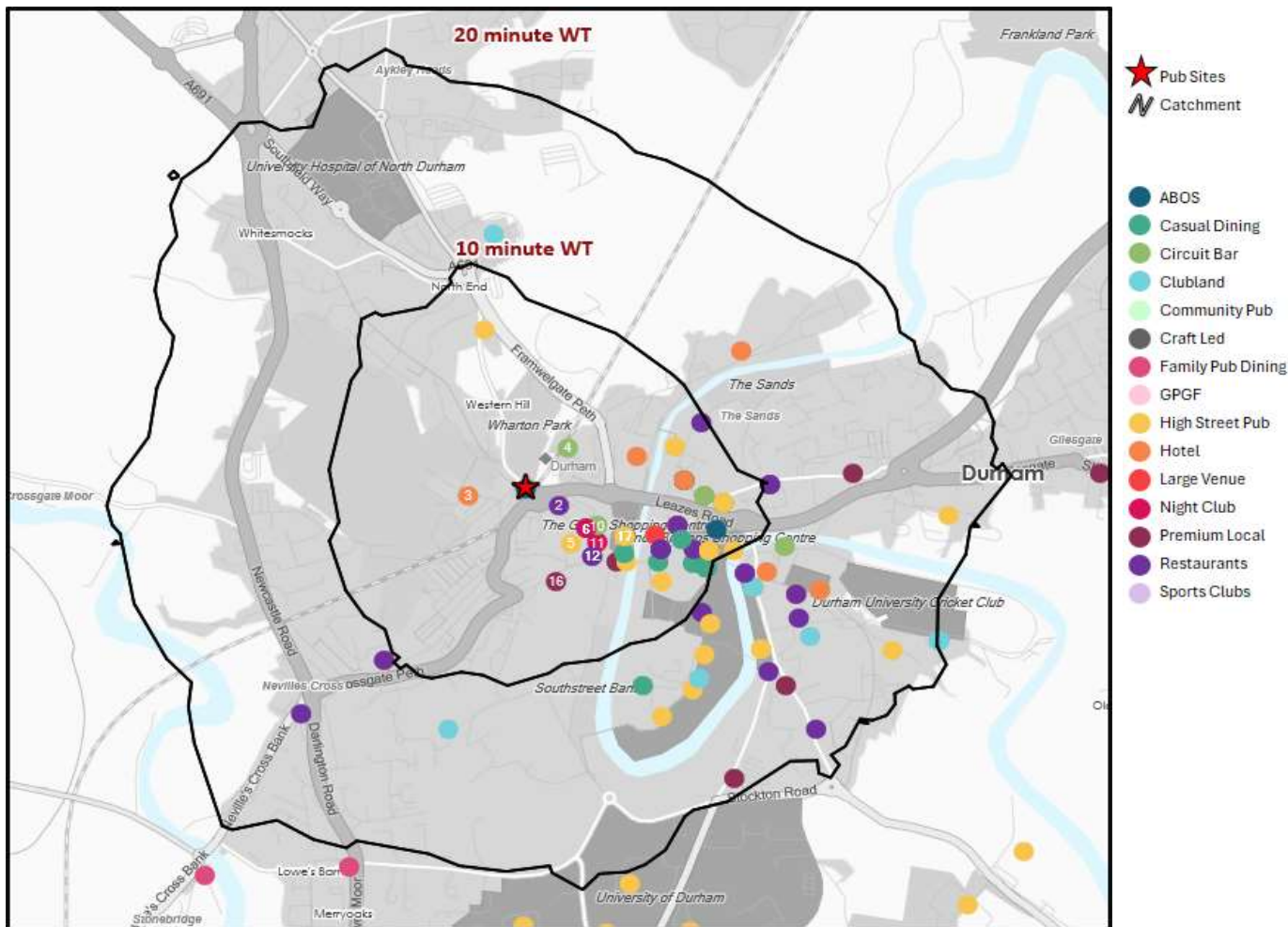
Polaris Plus Profile by Catchment

\*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** |
| <b>Young</b>                  |                  |            |             |                     |            |             |
| Low                           | 137              | 148        | 83.298      | 17                  | 7          | 232         |
| Medium                        | 4.132            | 8.285      | 39.445      | 445                 | 367        | 97          |
| High                          | 1.642            | 4.136      | 6.046       | 292                 | 302        | 24          |
| <b>Midlife - Young Kids</b>   |                  |            |             |                     |            |             |
| Low                           | 0                | 0          | 27.395      | 0                   | 0          | 137         |
| Medium                        | 0                | 0          | 746         | 0                   | 0          | 5           |
| High                          | 1.088            | 1.609      | 1.637       | 1.159               | 706        | 40          |
| <b>Midlife - Carefree</b>     |                  |            |             |                     |            |             |
| Low                           | 0                | 0          | 8.219       | 0                   | 0          | 54          |
| Medium                        | 0                | 26         | 19.731      | 0                   | 2          | 76          |
| High                          | 289              | 829        | 7.193       | 78                  | 92         | 44          |
| <b>Mature</b>                 |                  |            |             |                     |            |             |
| Low                           | 0                | 321        | 58.477      | 0                   | 12         | 117         |
| Medium                        | 0                | 319        | 72.114      | 0                   | 10         | 127         |
| High                          | 785              | 2.562      | 33.400      | 63                  | 84         | 61          |
| <b>Not Private Households</b> | 223              | 1.913      | 6.281       | 222                 | 785        | 143         |
| <b>Total</b>                  | 8.296            | 20.148     | 363.982     |                     |            |             |

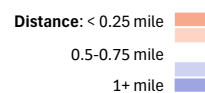
Over GB Average  
 Around GB Average  
 Under GB Average

# CGA Summary - Station House



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             | Bridge Hotel                  | DH 1 4SE | Star Pubs & Bars      | Circuit Bar     | 3,8%                                  | 86,7%                | 0,00             |
| 0             | Station House                 | DH 1 4SE | Independent Free      | ABOS            | 4,7%                                  | 79,6%                | 0,00             |
| 2             | Alishaan                      | DH 1 4SF | Independent Free      | Restaurants     | 5,6%                                  | 74,9%                | 0,08             |
| 3             | Kings Lodge Hotel             | DH 1 4BG | Inn Collection Group  | Hotel           | 6,8%                                  | 26,9%                | 0,12             |
| 4             | Waiting Room                  | DH 1 4RB | Independent Free      | Circuit Bar     | 3,1%                                  | 51,7%                | 0,12             |
| 5             | 33 Durham                     | DH 1 4EY | Independent Free      | High Street Pub | 0,0%                                  | 0,0%                 | 0,15             |
| 6             | Three Bridges                 | DH 1 4SQ | Stonegate Pub Company | Circuit Bar     | 9,3%                                  | 52,3%                | 0,15             |
| 6             | Water House                   | DH 1 4SQ | Amber Taverns         | Circuit Bar     | 6,0%                                  | 66,7%                | 0,15             |
| 6             | Golden Pearl                  | DH 1 4SQ | Independent Free      | Restaurants     | 0,0%                                  | 0,0%                 | 0,15             |
| 6             | Babylon                       | DH 1 4SQ | Independent Free      | Night Club      | 0,5%                                  | 34,3%                | 0,15             |
| 10            | Head Of Steam                 | DH 1 4RZ | Camerons              | Circuit Bar     | 9,7%                                  | 56,6%                | 0,16             |
| 11            | Loft                          | DH 1 4SH | Independent Free      | Night Club      | 0,0%                                  | 0,0%                 | 0,18             |
| 12            | Holy Grale                    | DH 1 4PR | Independent Free      | High Street Pub | 5,6%                                  | 72,5%                | 0,20             |
| 12            | Angel Inn                     | DH 1 4PR | Independent Free      | Circuit Bar     | 4,9%                                  | 68,5%                | 0,20             |
| 12            | Durham City Working Mens Club | DH 1 4PR | Independent Free      | Clubland        | 0,3%                                  | 65,5%                | 0,20             |
| 12            | Nadon Thai                    | DH 1 4PR | Nadon Thai            | Restaurants     | 4,6%                                  | 55,6%                | 0,20             |
| 16            | Elm Tree                      | DH 1 4PS | Independent Free      | Premium Local   | 0,0%                                  | 0,0%                 | 0,20             |
| 17            | In Shanghai                   | DH 1 4SL | Independent Free      | Restaurants     | 17,9%                                 | 56,1%                | 0,22             |
| 17            | Central Thai Restaurant       | DH 1 4SL | Independent Free      | Restaurants     | 0,0%                                  | 0,0%                 | 0,22             |
| 17            | Old Toms                      | DH 1 4SL | Independent Free      | ABOS            | 1,1%                                  | 40,7%                | 0,22             |
| 17            | Cosy Club                     | DH 1 4SL | Loungers              | High Street Pub | 16,1%                                 | 51,7%                | 0,22             |



\* 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

■ 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+                     | 8.296                  | 20.148                 | 363.982                |
| Number of Competition Pubs     | 36                     | 64                     | 458                    |
| Adults 18+ per Competition Pub | 230                    | 315                    | 795                    |

| 10 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|------------------------------|------|------------------|--------------|----------------|
| Bit of Style                 | 5    | 1.649            | 19,9%        | 239            |
| Circuit Bar                  | 9    | 484              | 5,8%         | 140            |
| Community Pub                | 0    | 413              | 5,0%         | 25             |
| Craft Led                    | 0    | 880              | 10,6%        | 296            |
| Great Pub Great Food         | 0    | 2.140            | 25,8%        | 142            |
| High Street Pub              | 18   | 930              | 11,2%        | 59             |
| Premium Local                | 2    | 1.578            | 19,0%        | 112            |

| 20 Minute Walktime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|------------------------------|------|------------------|--------------|----------------|
| Bit of Style                 | 5    | 3.622            | 18,0%        | 216            |
| Circuit Bar                  | 14   | 977              | 4,9%         | 116            |
| Community Pub                | 0    | 1.075            | 5,3%         | 27             |
| Craft Led                    | 0    | 1.899            | 9,4%         | 263            |
| Great Pub Great Food         | 0    | 5.122            | 25,4%        | 140            |
| High Street Pub              | 26   | 1.939            | 9,6%         | 51             |
| Premium Local                | 5    | 3.574            | 17,7%        | 105            |

| 20 Minute Drivetime Catchment | Pubs | Target Customers | % Population | Index (av=100) |
|-------------------------------|------|------------------|--------------|----------------|
| Bit of Style                  | 5    | 20.549           | 5,6%         | 68             |
| Circuit Bar                   | 17   | 19.245           | 5,3%         | 127            |
| Community Pub                 | 117  | 93.677           | 25,7%        | 132            |
| Craft Led                     | 0    | 10.941           | 3,0%         | 84             |
| Great Pub Great Food          | 3    | 43.529           | 12,0%        | 66             |
| High Street Pub               | 72   | 90.504           | 24,9%        | 132            |
| Premium Local                 | 21   | 51.306           | 14,1%        | 83             |

| Category   | Explanation   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
|--|---|--|--|---|--------------------|--------|------------------|---|--|--|---|---------------|---|---|--|--|----|----|----|----|----|--------------|--|--|-------------|--|--|--|--|-------------|--|--|--|-------|--|--|--|
| Population   | The population count within the specified catchment   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| Gender   | Counts of Males and Females within the specified catchment  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| Affluence  | <p>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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low<br/> <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium<br/> <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High<br/> <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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+)  | <p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
|  | Index value is >= 95 and < 105  |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
|  | Index value is >= 80 and < 95   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| Under GB Average   | Index value is < 80   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Polaris Segmentation</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
|  | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer insight</td> <td style="text-align: center;"> <p>18-34 year olds<br/>Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds<br/>Children under 12 at home</p> <p>"With work, chores and getting the kids to where they should be, life is all go. 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| <b>Licensed Premises</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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.  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Competition Pubs</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Mobile data</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Mobile Data - Audience Classification</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <p><b>Resident:</b> Lives in the area. <b>Worker:</b> Works in the area but doesn't live there.</p> <p><b>Local Tourist:</b> Doesn't live or work in the area, comes from up to 6km-25km away. <b>Tourist:</b> Doesn't live or work there, comes from 25km+ away.</p>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Acorn</b>   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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.   |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Transactional data</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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.  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| <b>Sparsity</b>  |   |  |  |   |                    |        |                  |   |  |  |   |               |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |
| 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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="5">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="4">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 |  |  |  |
| 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         |   |   |  |  |    |    |    |    |    |              |  |  |             |  |  |  |  |             |  |  |  |       |  |  |  |