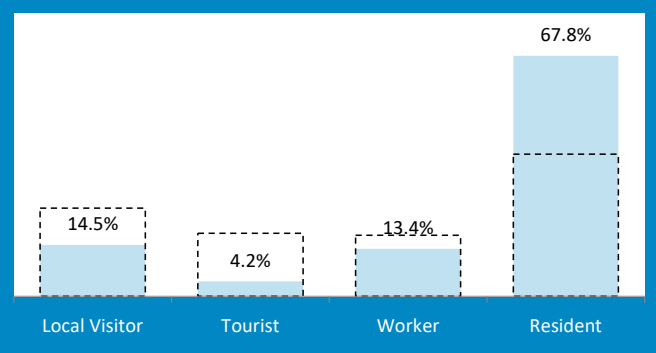
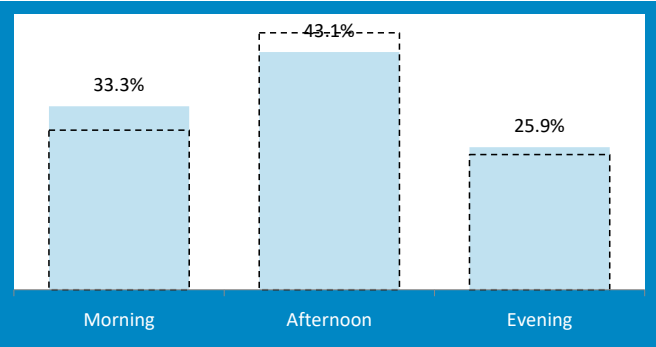
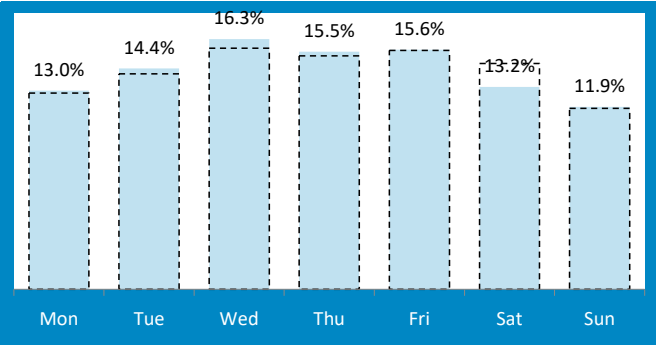


Area Quick Stats

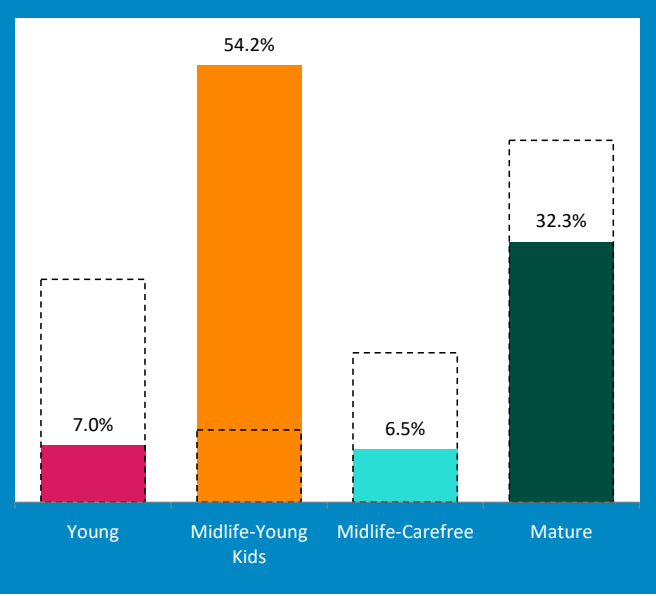
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,318	5,344
Adult Pop		4,293	4,529
Affluence	Low	60%	33%
	Medium	37%	38%
	High	3%	27%
Young		24%	28%
Midlife Young Kids		13%	11%
Midlife Carefree		4%	16%
Mature		59%	44%
Competition Count		8	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£12	£30
Average Distance Travelled in miles	8	27



Catchment Summary - Rose And Crown

Over GB Average

Around GB Average

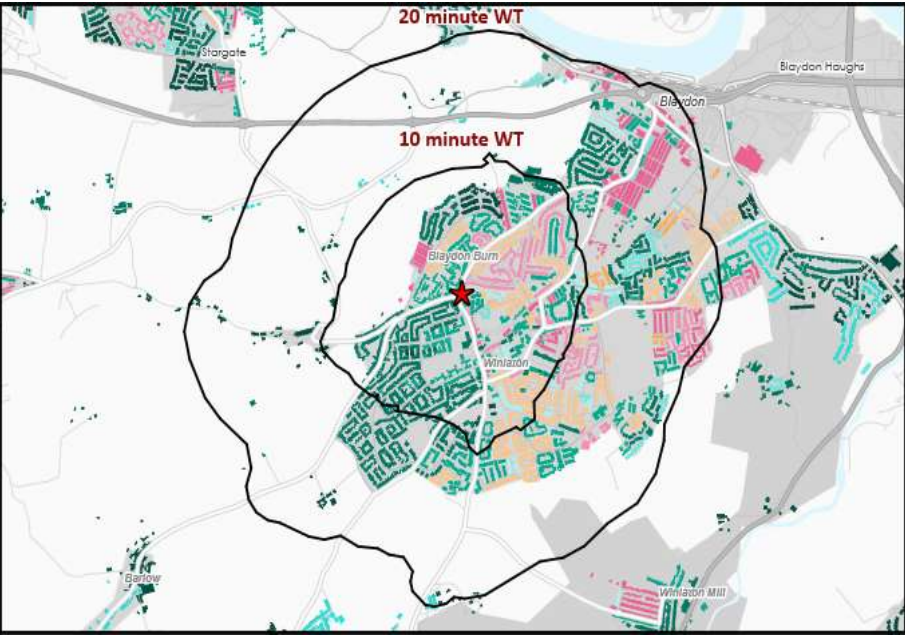
Under GB Average

*WT= Walktime

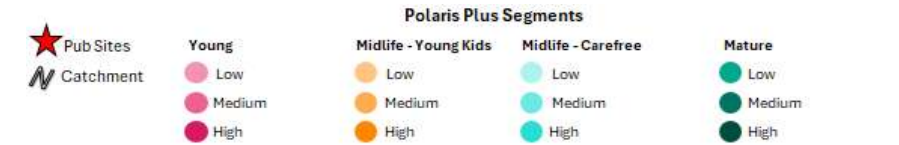
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	5,318	13,292	401,338	
Adults 18+	4,293	10,703	321,970	
Competition Pubs	8	13	751	
Adults 18+ per Competition Pub	537	823	429	
% Adults Likely to Drink	80.0%	80.0%	79.0%	
Affluence	Low	59.8%	53.0%	45.9%
	Medium	37.1%	44.5%	37.4%
	High	3.2%	1.3%	15.6%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)	£18,502	£18,503	£20,278	
Age Profile	18-24	372	932	43,263
	25-34	655	1,876	54,236
	35-44	613	1,678	54,058
	45-64	1,377	3,307	94,339
	65+	1,276	2,910	76,074

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
100	68	95
Pop. & Adl. 18+ index based on all pubs		
95	65	95
19	13	96
78	120	63
100	100	99
180	160	138
97	116	98
12	5	57
82	82	90
82	82	127
91	104	100
85	93	100
103	99	94
125	114	98



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Per Pub - Rose And Crown

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

Adults 18+	4,293	10,703	321,970
Number of Competition Pubs	8	13	751
Adults 18+ per Competition Pub	537	823	429

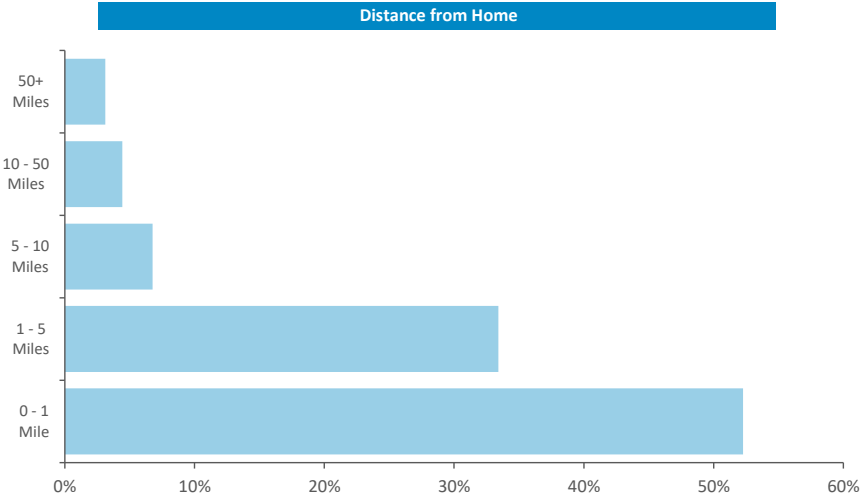
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	7	479	11.2%	142
Family Pub Dining	0	491	11.4%	126
Great Pub Great Food	0	601	14.0%	84
Leisure	1	427	10.0%	99
Mainstream	0	735	17.1%	123
Premium	0	557	13.0%	91
Restaurant	0	902	21.0%	91
Super Premium	0	100	2.3%	59

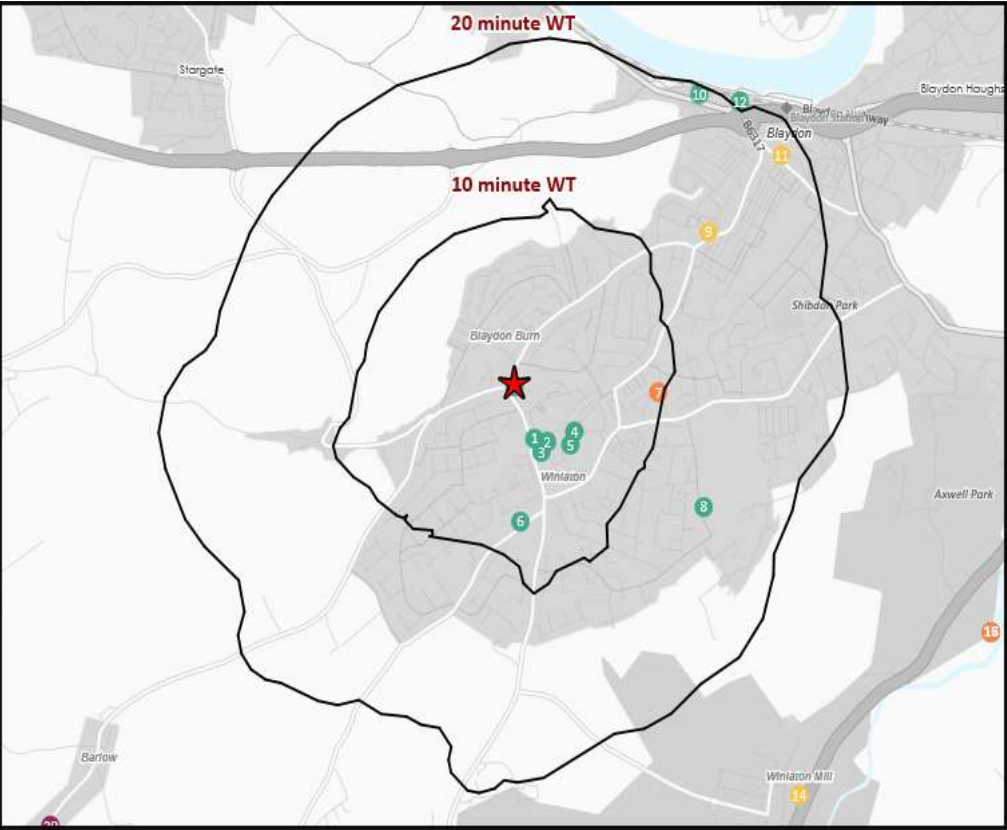
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	1,165	10.9%	139
Family Pub Dining	0	1,189	11.1%	122
Great Pub Great Food	0	1,466	13.7%	82
Leisure	1	1,049	9.8%	98
Mainstream	2	1,794	16.8%	120
Premium	0	1,397	13.1%	91
Restaurant	0	2,252	21.0%	91
Super Premium	0	256	2.4%	61

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	143	31,801	9.9%	126
Family Pub Dining	39	33,030	10.3%	113
Great Pub Great Food	42	48,002	14.9%	89
Leisure	120	31,814	9.9%	98
Mainstream	136	49,641	15.4%	111
Premium	57	43,200	13.4%	94
Restaurant	182	70,709	22.0%	95
Super Premium	30	9,816	3.1%	78



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Competition - Rose And Crown



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Runhead Bar and Grill	NE40 3HJ	Malhotra Group	Mainstream	25.3%	1.44
0	Rose And Crown	NE21 6BT	Star Pubs & Bars	Classic	24.9%	0.00
19	Blaydon Rugby Club	NE16 3BN	Independent Free	Mainstream	10.9%	1.53
2	Crown and Cannon	NE21 6AD	Admiral Taverns Ltd	Classic	10.4%	0.15
3	Vulcan	NE21 6AE	Stonegate Pub Company	Classic	6.1%	0.17
16	Swalwell Cricket Club	NE21 6JA	Independent Free	Leisure	5.8%	1.33
17	Swalwell Juniors Football Club	NE21 6JA	Independent Free	Leisure	5.8%	1.33
1	Turf Hotel	NE21 6AH	Independent Free	Classic	4.9%	0.13
7	Blaydon District Cricket Club	NE21 5DF	Independent Free	Leisure	2.7%	0.36
20	Black Horse Inn	NE21 6JU	Independent Free	Premium	1.8%	1.55
8	Winlaton Vulcans Rugby Club	NE21 6NF	Independent Free	Classic	1.3%	0.55
15	Blaydon Tennis Club	NE21 6JA	Independent Free	Leisure	0.1%	1.33
4	Queens Head	NE21 6AB	Admiral Taverns Ltd	Classic	0.0%	0.19
5	Highlander Inn	NE21 6AF	Punch Pub Company	Classic	0.0%	0.20
6	Winlaton New West End Social C	NE21 6PQ	Independent Free	Classic	0.0%	0.31
9	Huntsman	NE21 4AU	Admiral Taverns Ltd	Mainstream	0.0%	0.61
10	Black Bull	NE21 4JJ	Admiral Taverns Ltd	Classic	0.0%	0.82
11	Yard Micropub	NE21 5AE	Independent Free	Mainstream	0.0%	0.86
12	British Railways Staff Association	NE21 4JB	Independent Free	Classic	0.0%	0.87
13	Hotel Michelangelo	NE21 4LU	Independent Free	Family Pub Dir	0.0%	1.14
14	Red Kite	NE21 6RT	Star Pubs & Bars	Mainstream	0.0%	1.19

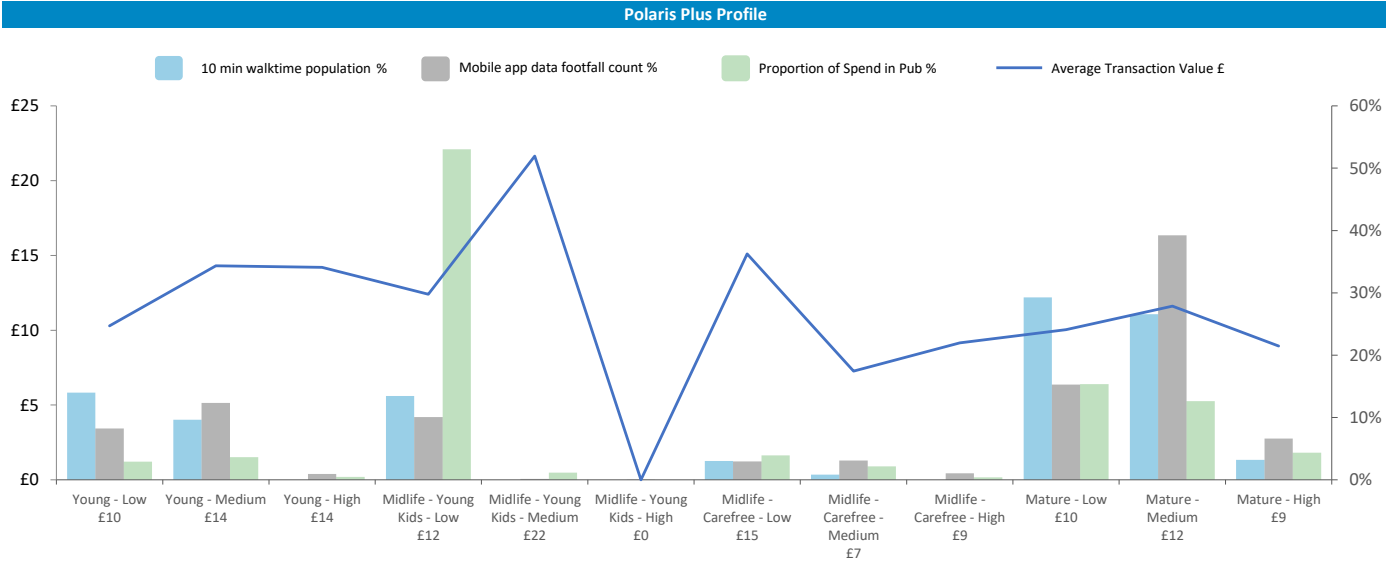
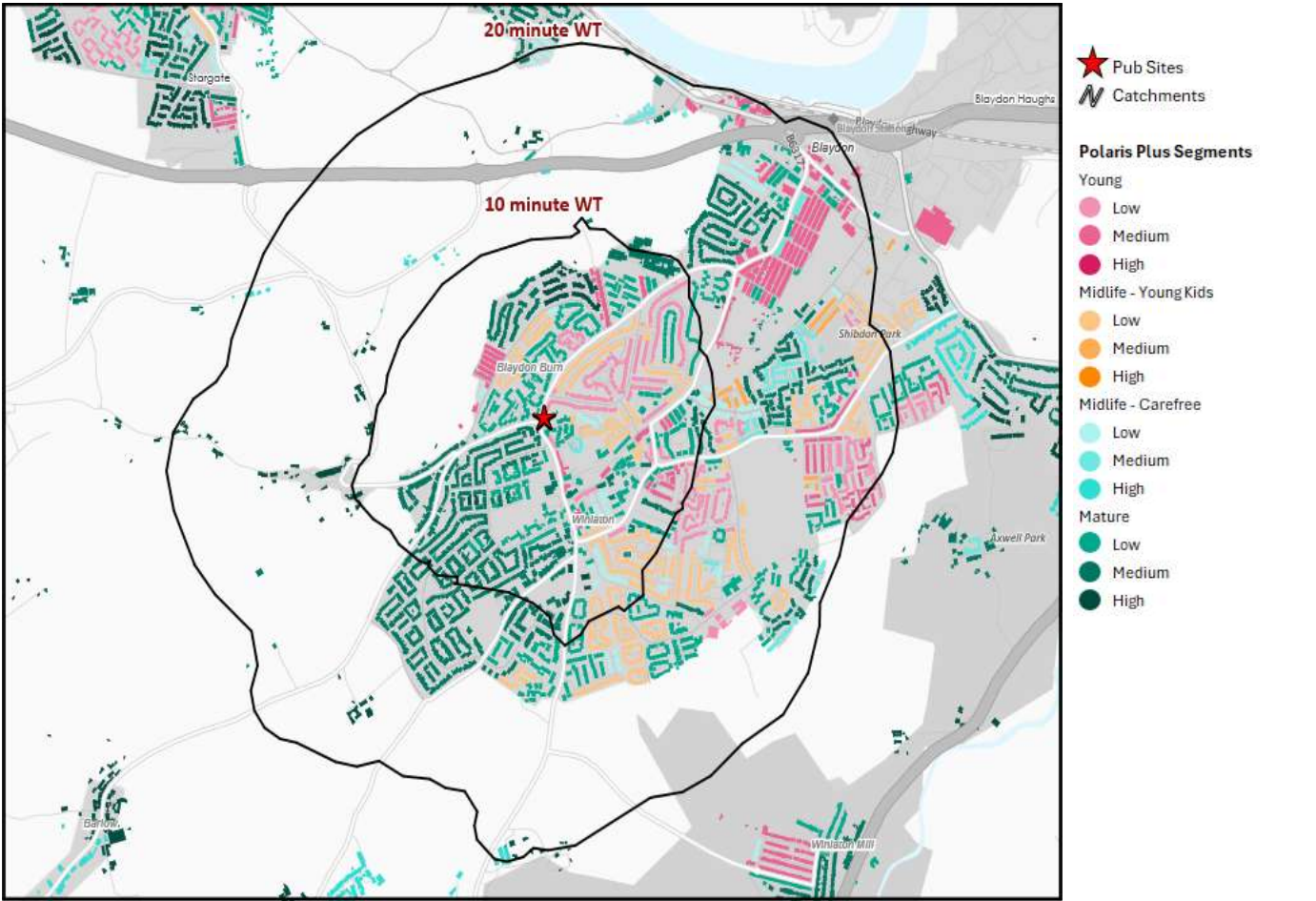
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Rose And Crown



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
82735	Rose And Crown	NE21 6BT	Star Pubs & Bars	Classic	11



See the Glossary page for further information on the above variables

Catchment Summary - Rose And Crown

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Over GB Average

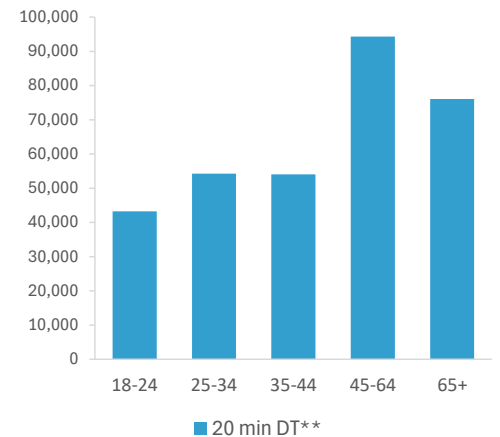
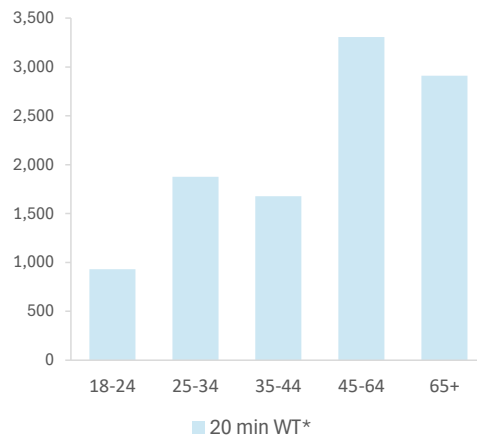
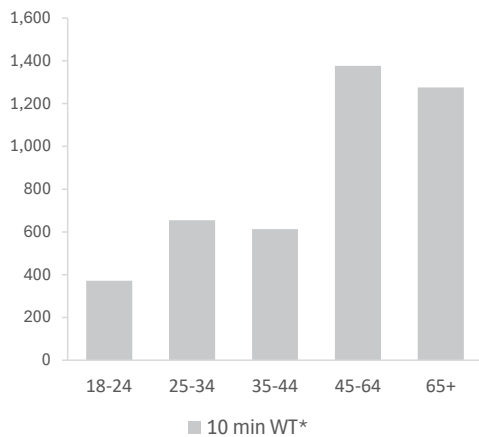
Around GB Average

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		5,318	13,292	401,338	100	68	95
Population & Adults 18+ index is based on all pubs							
Adults 18+		4,293	10,703	321,970	95	65	95
Competition Pubs		8	13	751	19	13	96
Adults 18+ per Competition Pub		537	823	429	78	120	63
% Adults Likely to Drink		80.0%	80.0%	79.0%	100	100	99
Affluence	Low	59.8%	53.0%	45.9%	180	160	138
	Medium	37.1%	44.5%	37.4%	97	116	98
	High	3.2%	1.3%	15.6%	12	5	57
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£18,502	£18,503	£20,278	82	82	90
Age Profile	18-24	372	932	43,263	82	82	127
	25-34	655	1,876	54,236	91	104	100
	35-44	613	1,678	54,058	85	93	100
	45-64	1,377	3,307	94,339	103	99	94
	65+	1,276	2,910	76,074	125	114	98

Affluence does not include Not Private Households

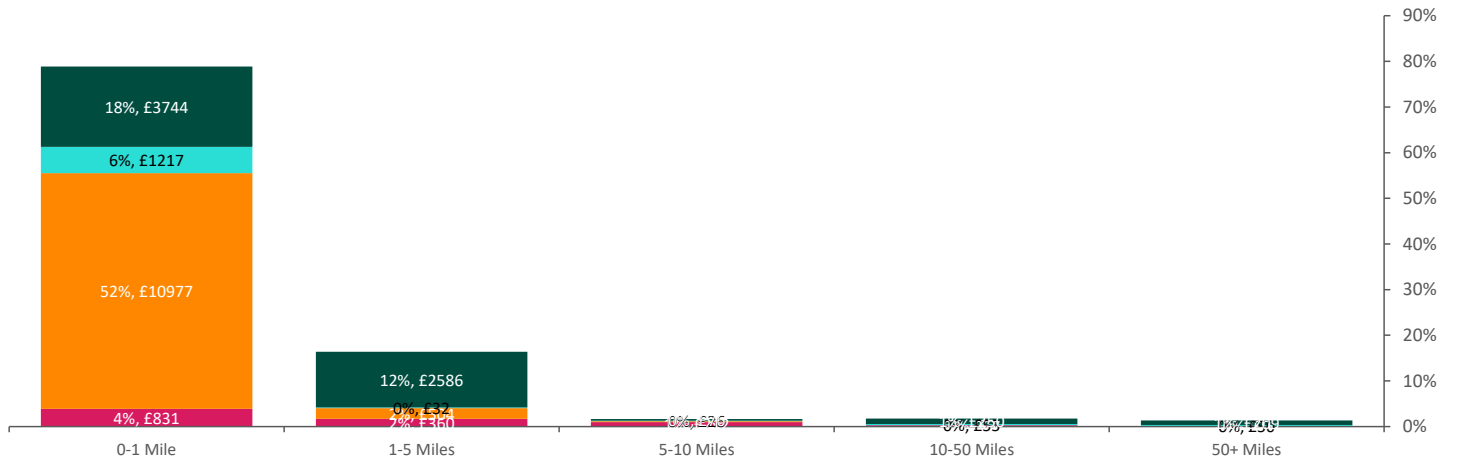


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,578 (48%)	6,468 (49%)	199,258 (50%)	99	99	101
	Female	2,740 (52%)	6,824 (51%)	202,080 (50%)	101	101	99
Economic Status (16+)	Employed: Full-time	1,447 (33%)	3,871 (35%)	104,467 (32%)	96	103	93
	Employed: Part-time	540 (12%)	1,378 (13%)	39,999 (12%)	102	105	101
	Self employed	236 (5%)	548 (5%)	20,700 (6%)	58	54	67
	Unemployed	121 (3%)	301 (3%)	9,816 (3%)	100	99	108
	Full-time student	64 (1%)	177 (2%)	10,623 (3%)	58	65	129
	Retired	1,274 (29%)	2,903 (26%)	74,102 (22%)	132	121	103
	Other	740 (17%)	1,832 (17%)	71,643 (22%)	94	94	122
Total Worker Count		813	2,731	212,517			

See the Glossary page for further information on the above variables

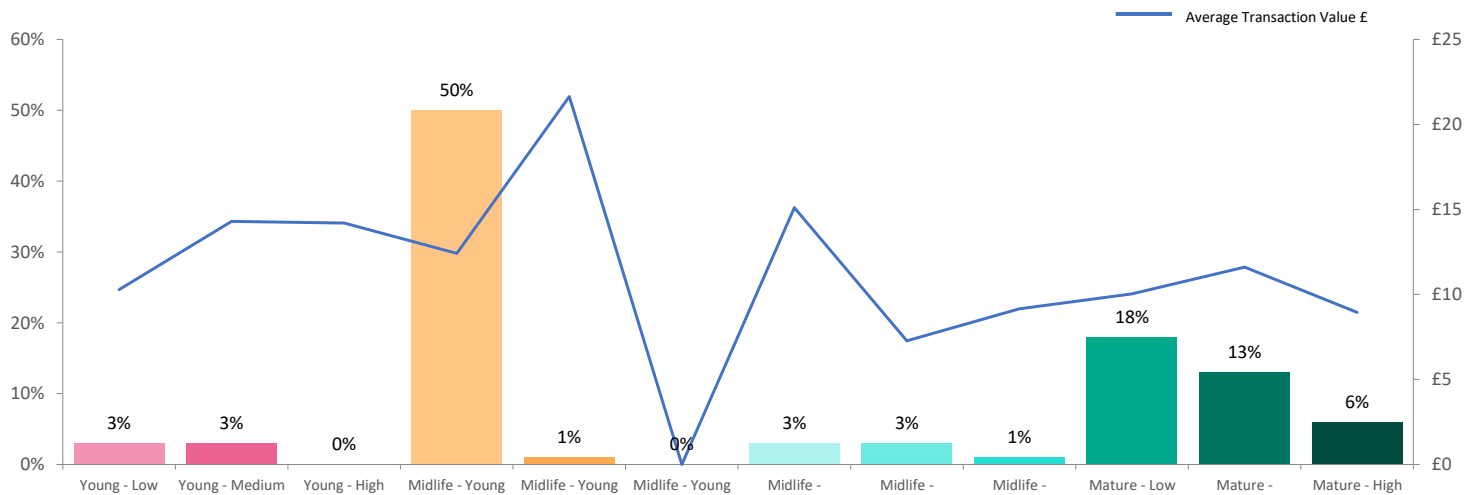
Transactional Data Summary - Rose And Crown

Spend by Polaris and Distance from Home



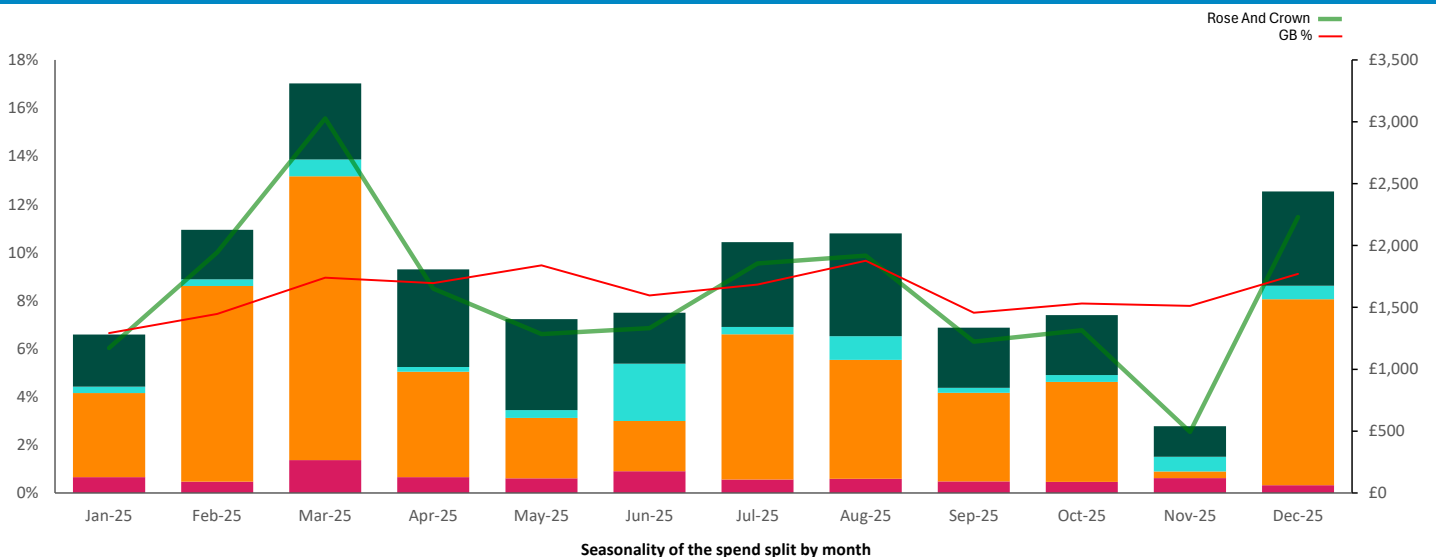
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



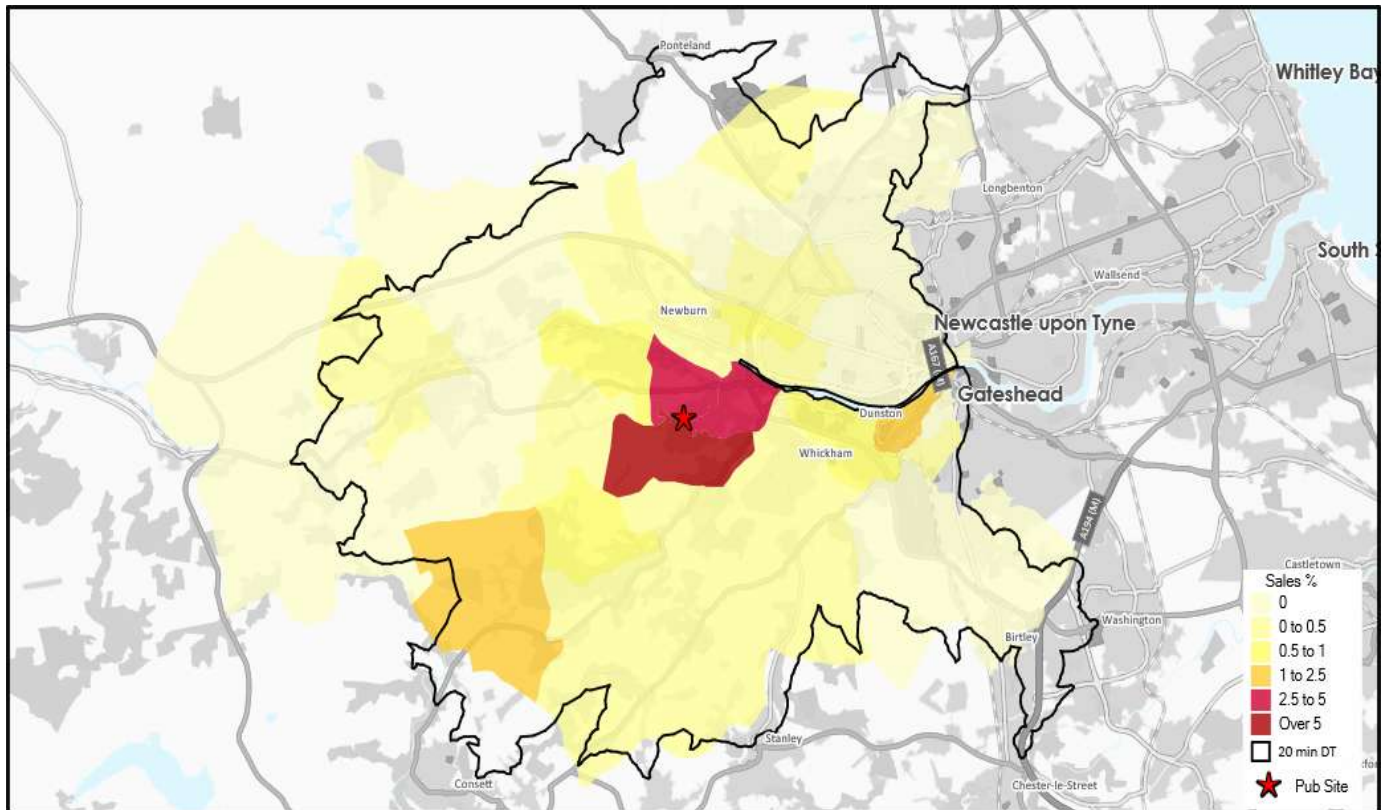
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



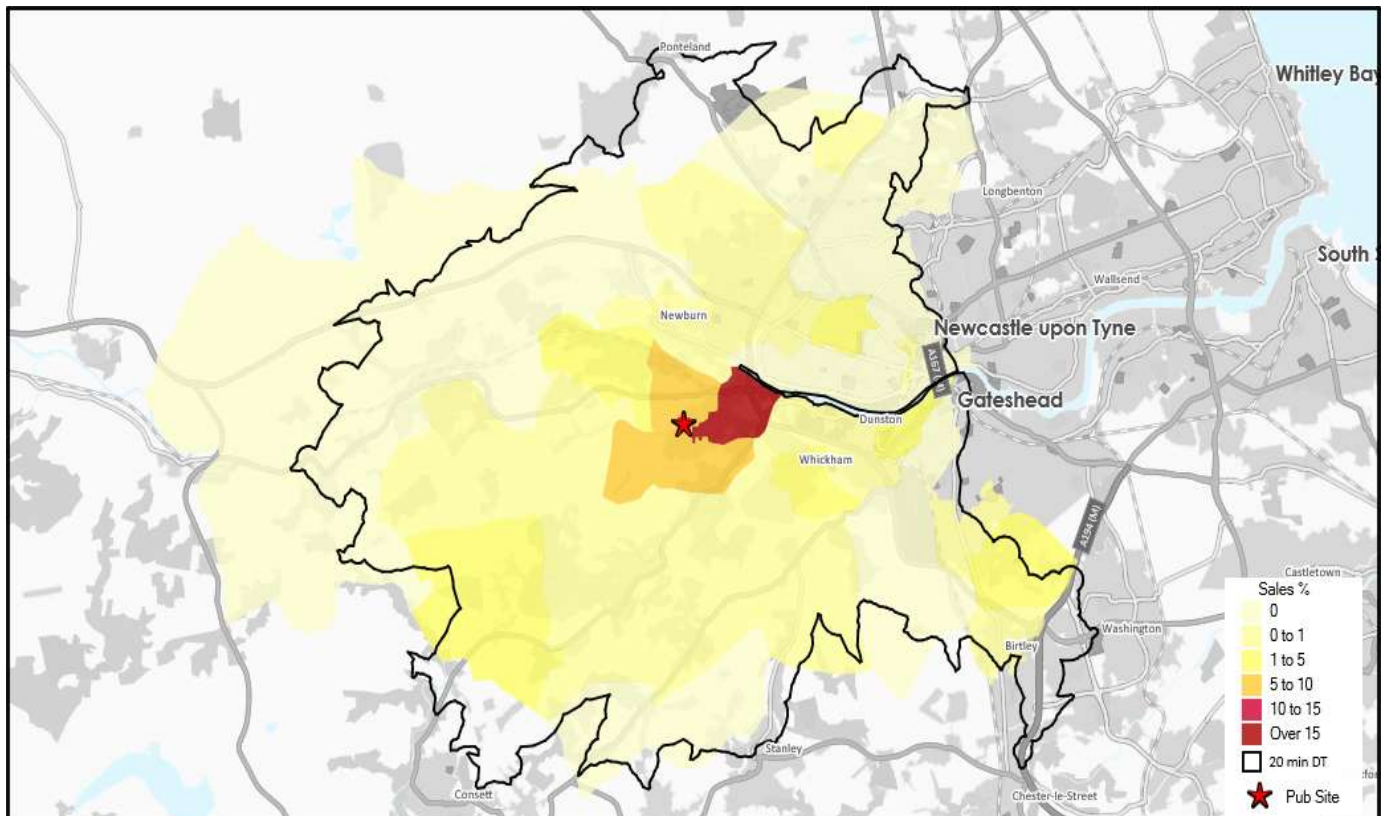
Seasonality of the spend split by month

Rose And Crown 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

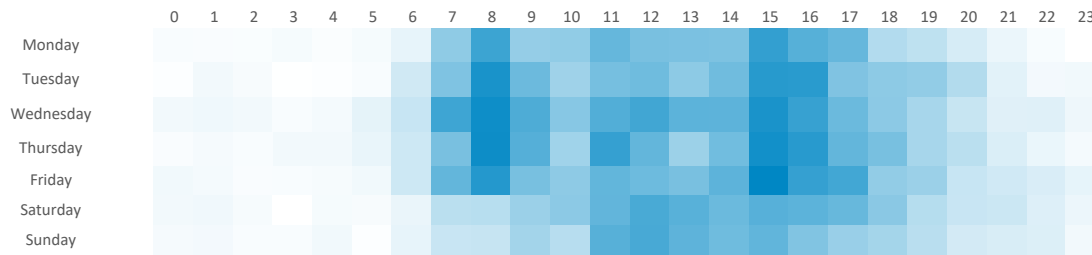
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Rose And Crown



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

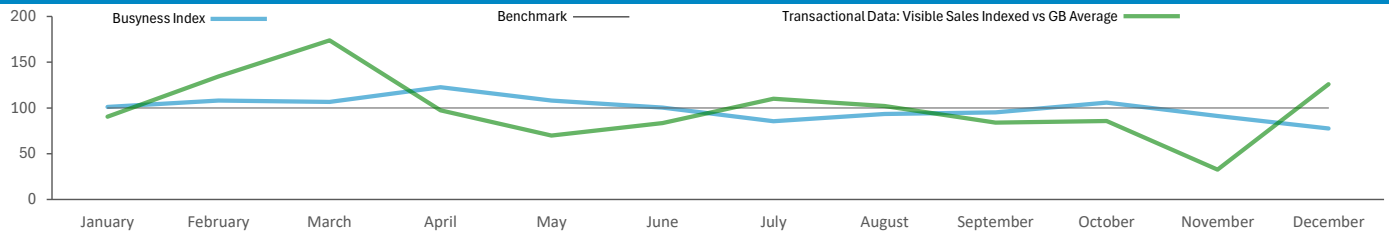
Mobile Data Summary - Rose And Crown

Time of Day/Day of Week



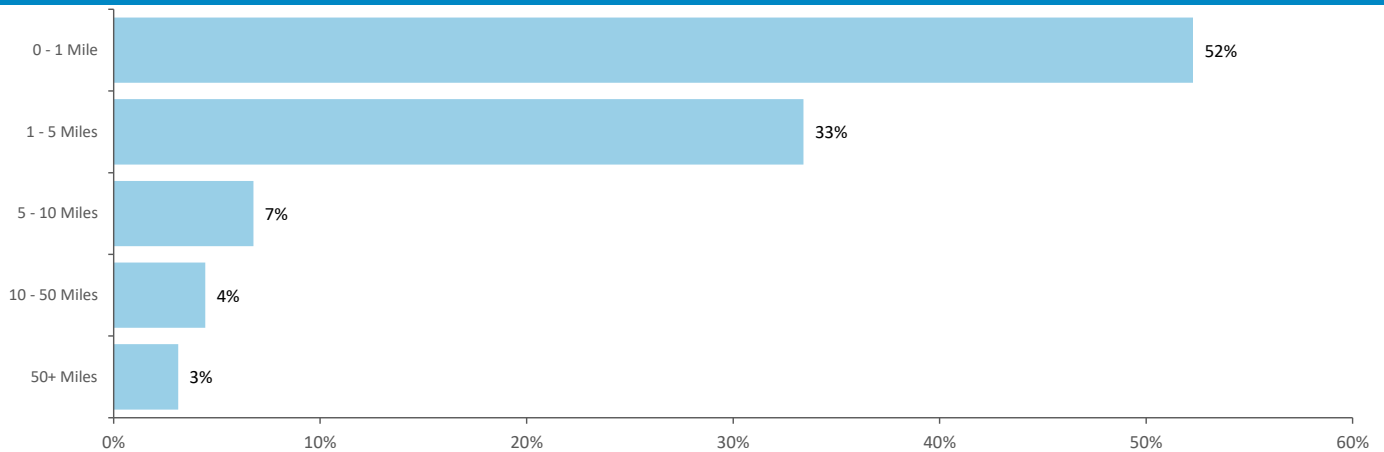
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

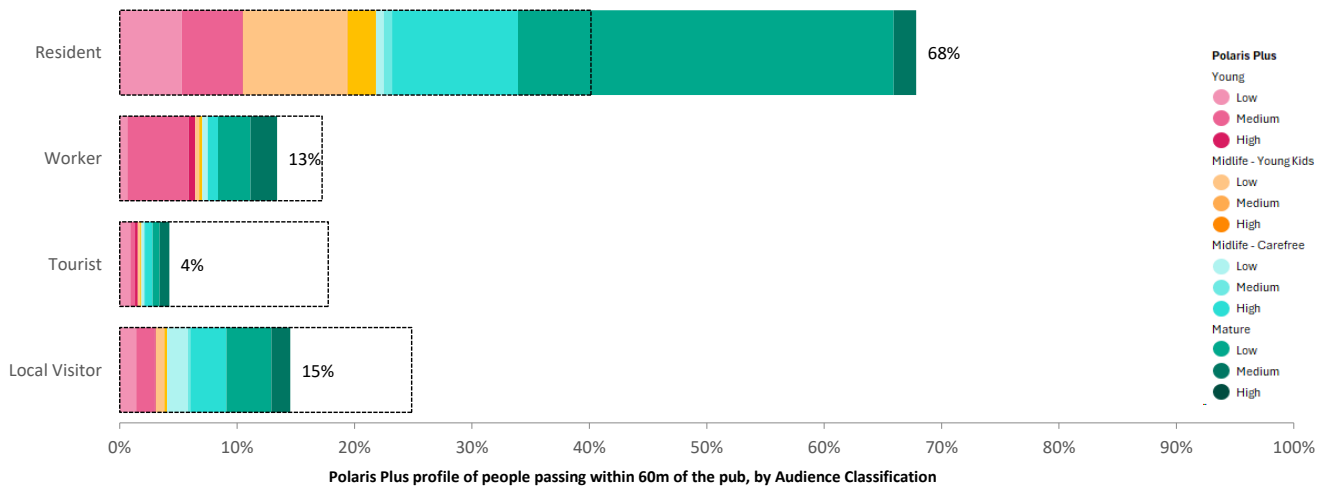
Distance from Home



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

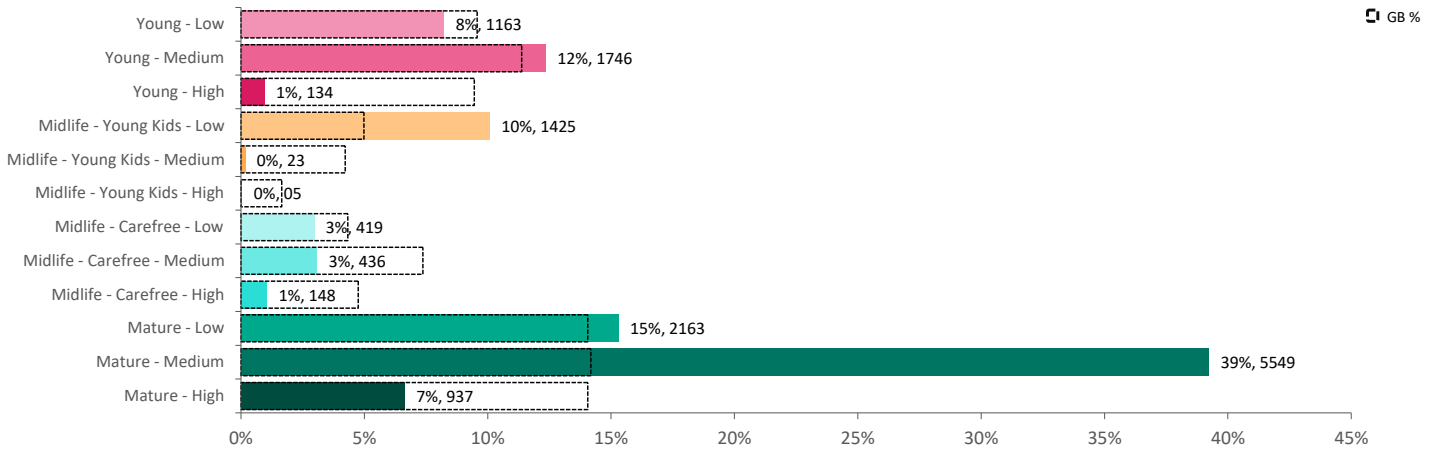
Audience Classification by Polaris Plus

Base: GB



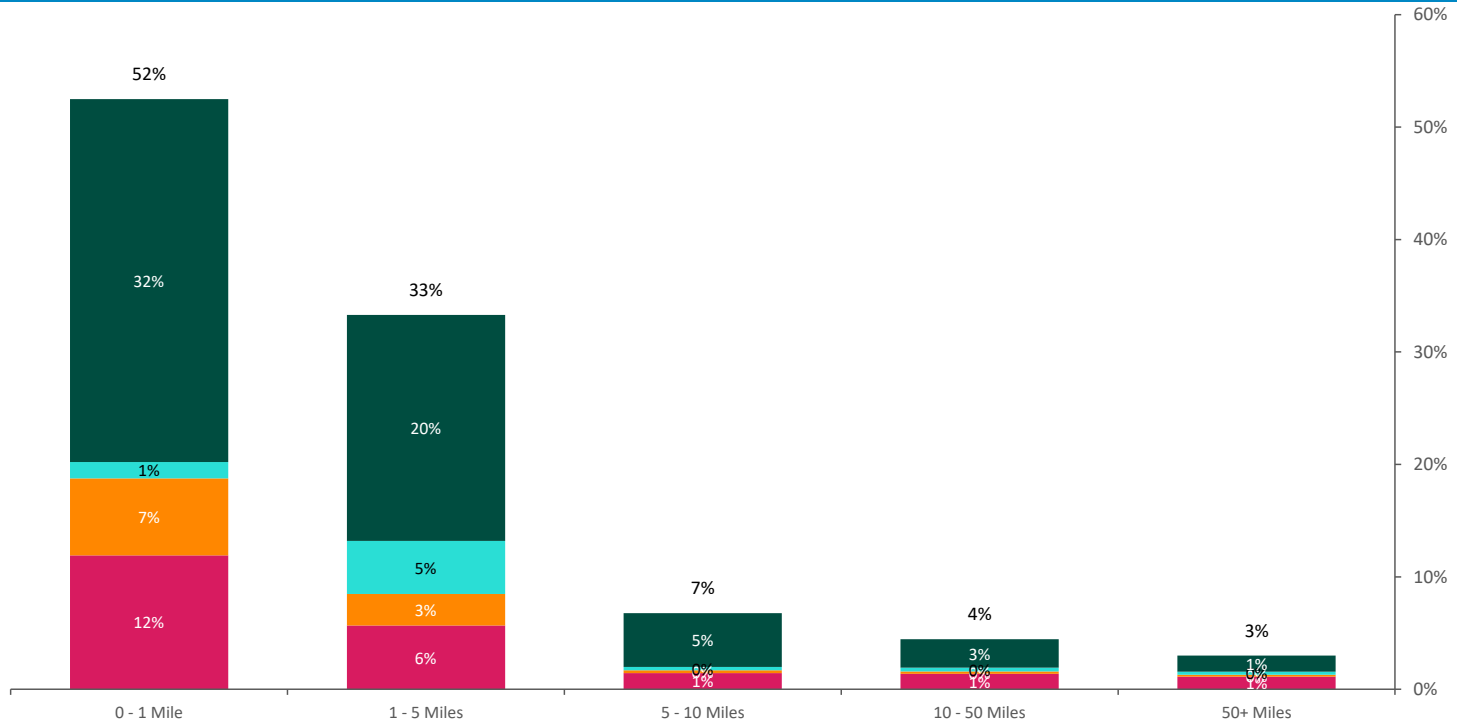
Mobile Data Summary - Rose And Crown

Polaris Plus Profile



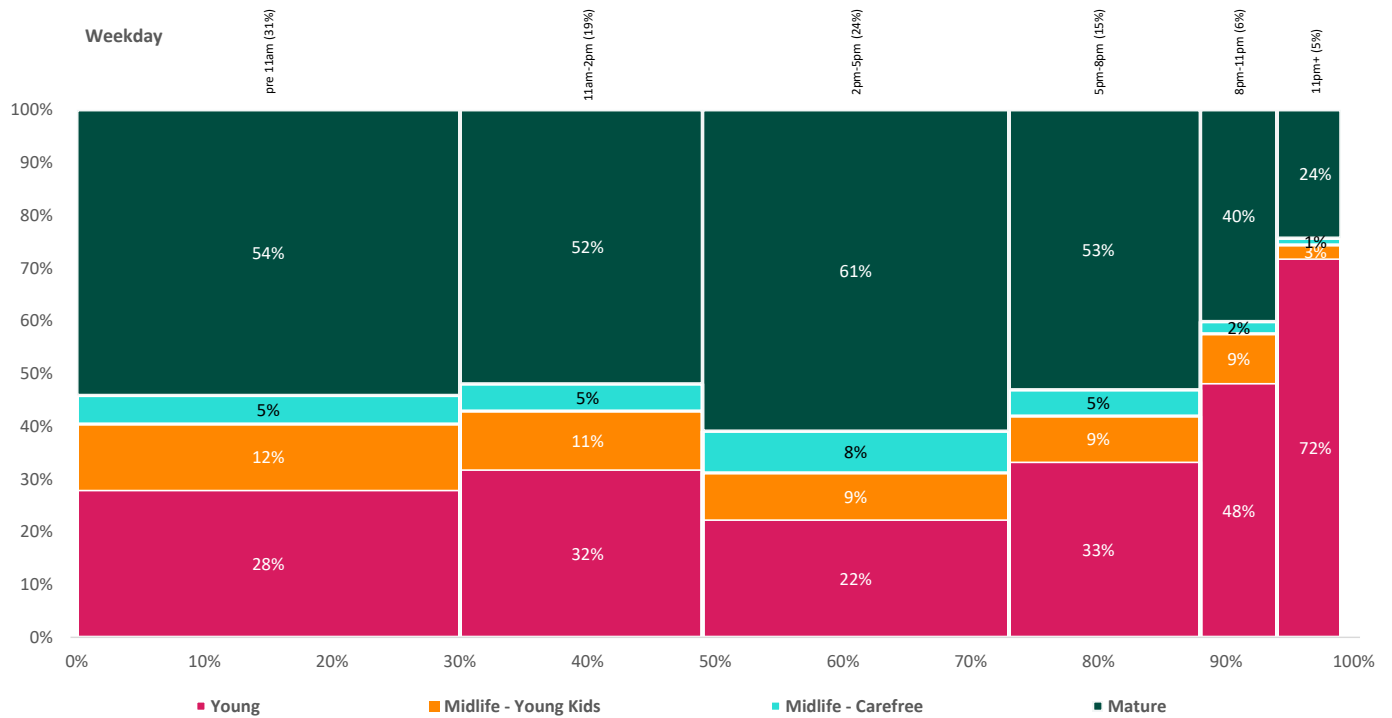
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

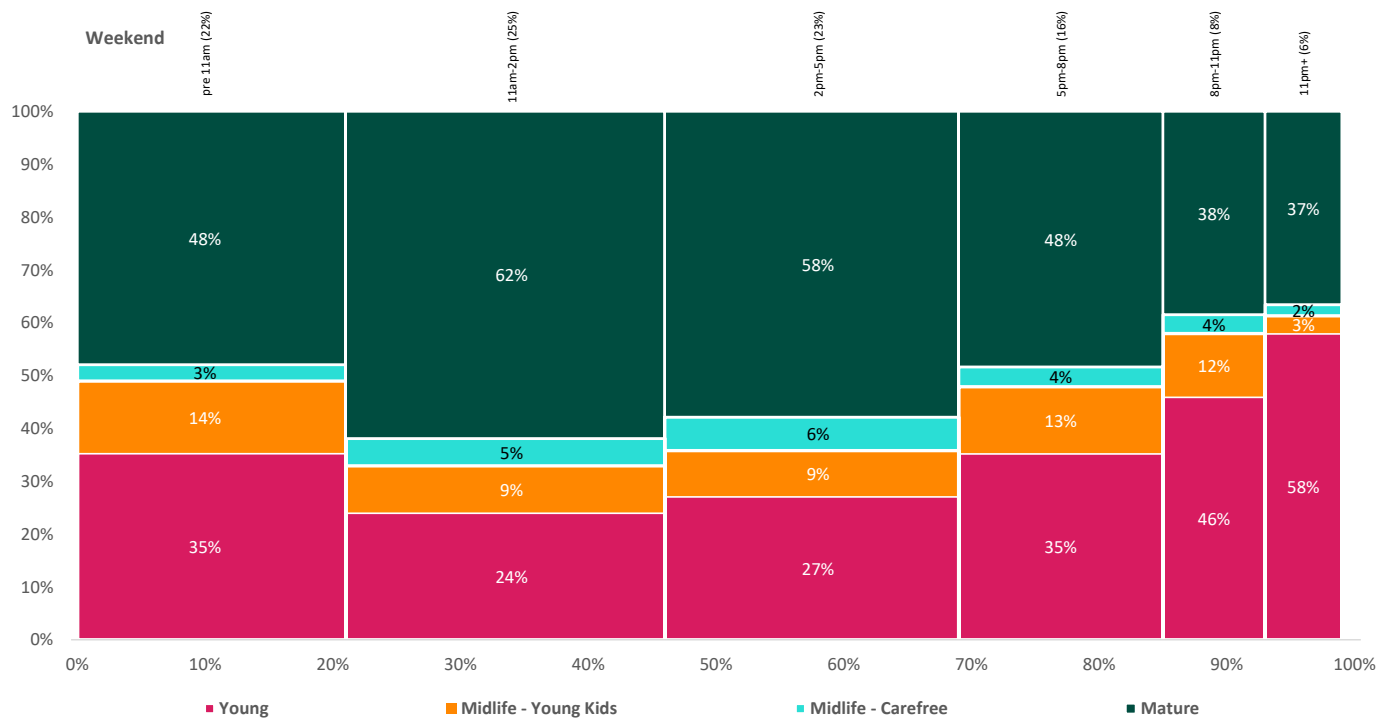


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

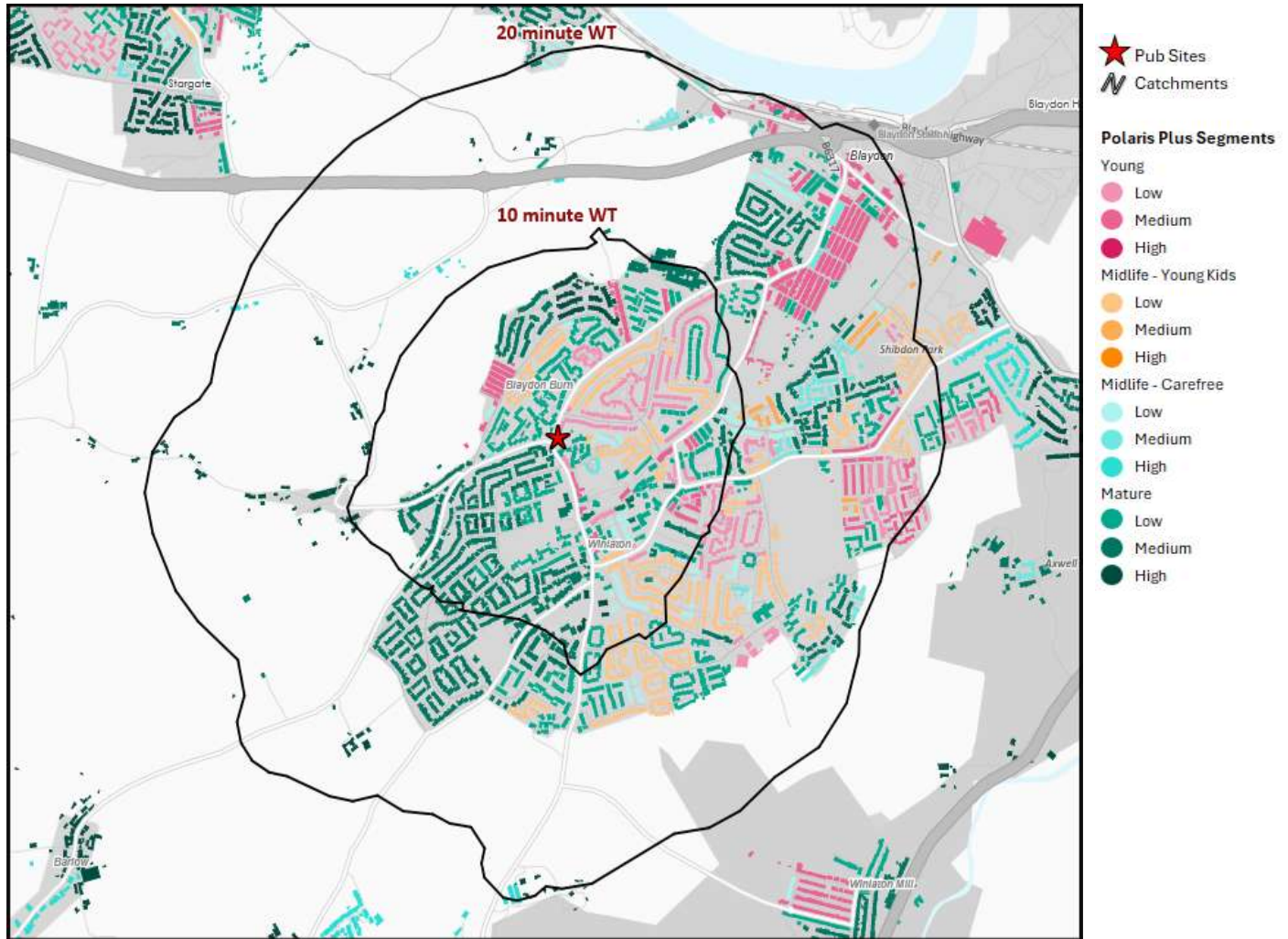


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Rose And Crown



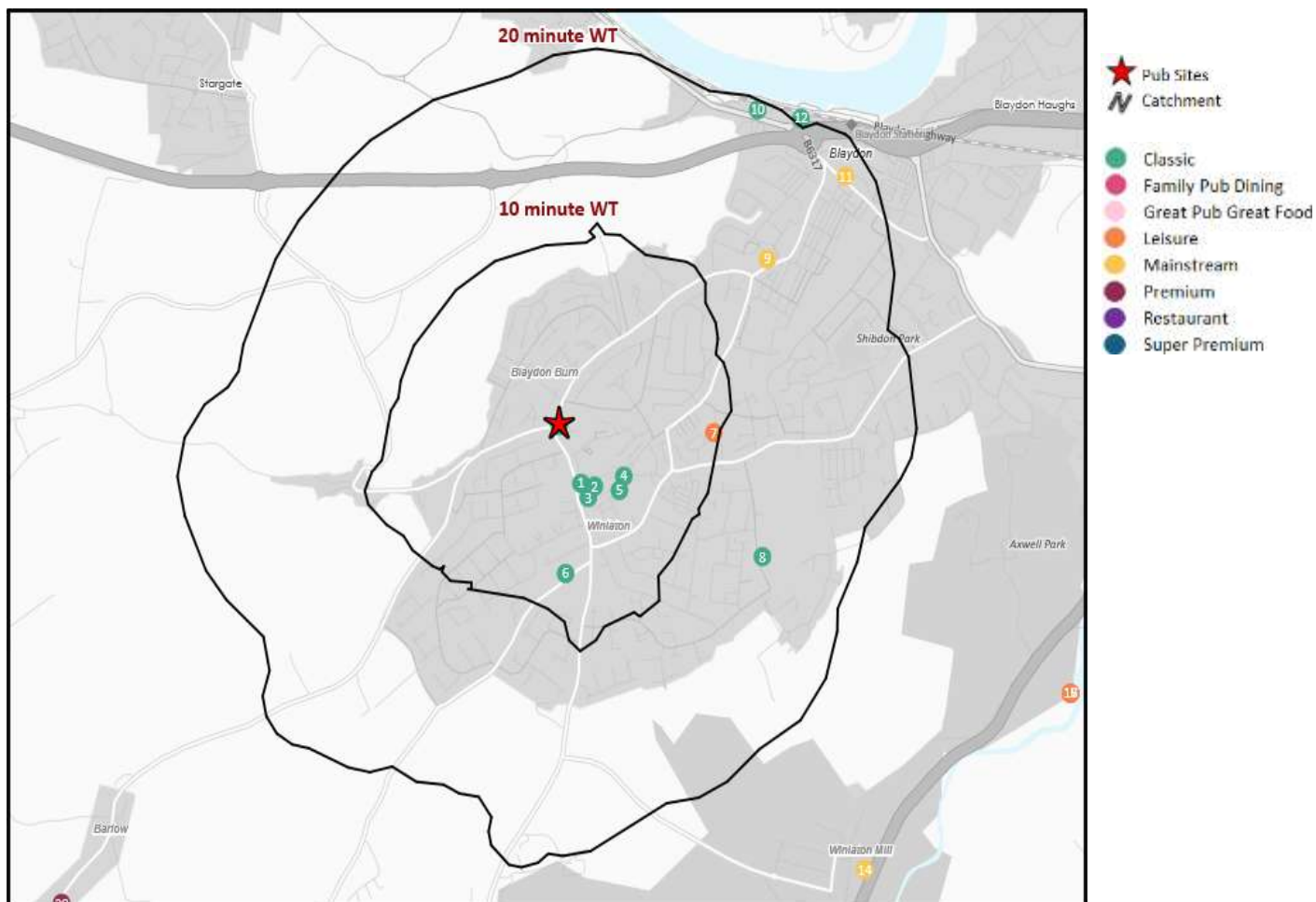
Polaris Plus Profile by Catchment

*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	600	1,128	55,640	142	107	176
Medium	414	1,534	49,895	88	130	141
High	0	0	7,279	0	0	34
Midlife - Young Kids						
Low	578	1,689	25,723	241	282	143
Medium	0	221	6,769	0	47	48
High	0	0	80	0	0	2
Midlife - Carefree						
Low	130	355	16,637	71	78	121
Medium	36	310	10,758	12	40	47
High	0	0	6,640	0	0	45
Mature						
Low	1,257	2,499	49,622	217	173	114
Medium	1,141	2,697	52,847	170	161	105
High	137	137	36,161	21	9	75
Not Private Households	0	133	3,919	0	116	114
Total	4,293	10,703	321,970			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Rose And Crown



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	Rose And Crown	NE21 6BT	Star Pubs & Bars	Classic	24.9%	95.6%	0.00
1	Turf Hotel	NE21 6AH	Independent Free	Classic	4.9%	24.3%	0.13
2	Crown and Cannon	NE21 6AD	Admiral Taverns Ltd	Classic	10.4%	93.4%	0.15
3	Vulcan	NE21 6AE	Stonegate Pub Company	Classic	6.1%	85.3%	0.17
4	Queens Head	NE21 6AB	Admiral Taverns Ltd	Classic	0.0%	0.0%	0.19
5	Highlander Inn	NE21 6AF	Punch Pub Company	Classic	0.0%	0.0%	0.20
6	Winlaton New West End Social Club	NE21 6PQ	Independent Free	Classic	0.0%	0.0%	0.31
7	Blaydon District Cricket Club	NE21 5DF	Independent Free	Leisure	2.7%	84.3%	0.36
8	Winlaton Vulcans Rugby Club	NE21 6NF	Independent Free	Classic	1.3%	89.0%	0.55
9	Huntsman	NE21 4AU	Admiral Taverns Ltd	Mainstream	0.0%	0.0%	0.61
10	Black Bull	NE21 4JJ	Admiral Taverns Ltd	Classic	0.0%	0.0%	0.82
11	Yard Micropub	NE21 5AE	Independent Free	Mainstream	0.0%	0.0%	0.86
12	British Railways Staff Association	NE21 4JB	Independent Free	Classic	0.0%	0.0%	0.87
13	Hotel Michelangelo	NE21 4LU	Independent Free	Family Pub Dining	0.0%	0.0%	1.14
14	Red Kite	NE21 6RT	Star Pubs & Bars	Mainstream	0.0%	0.0%	1.19
15	Blaydon Tennis Club	NE21 6JA	Independent Free	Leisure	0.1%	56.4%	1.33
16	Swalwell Cricket Club	NE21 6JA	Independent Free	Leisure	5.8%	79.1%	1.33
17	Swalwell Juniors Football Club	NE21 6JA	Independent Free	Leisure	5.8%	79.1%	1.33
18	Runhead Bar and Grill	NE40 3HJ	Malhotra Group	Mainstream	25.3%	82.2%	1.44
19	Blaydon Rugby Club	NE16 3BN	Independent Free	Mainstream	10.9%	73.6%	1.53
20	Black Horse Inn	NE21 6JU	Independent Free	Premium	1.8%	33.9%	1.55

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 - Rose And Crown

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Over GB Average
Around GB Average
Under GB Average

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Leisure	1	427	10.0%	99
Mainstream	0	735	17.1%	123
Premium	0	557	13.0%	91
Restaurant	0	902	21.0%	91
Super Premium	0	100	2.3%	59

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Premium	57	43,200	13.4%	94
Restaurant	182	70,709	22.0%	95
Super Premium	30	9,816	3.1%	78

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
	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.	