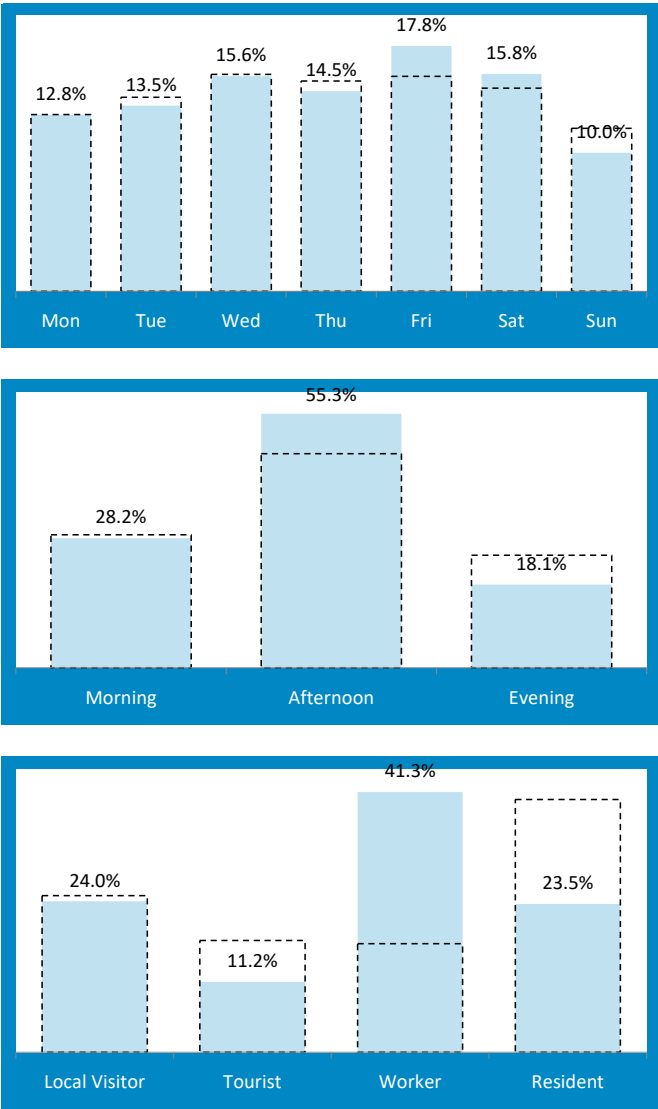


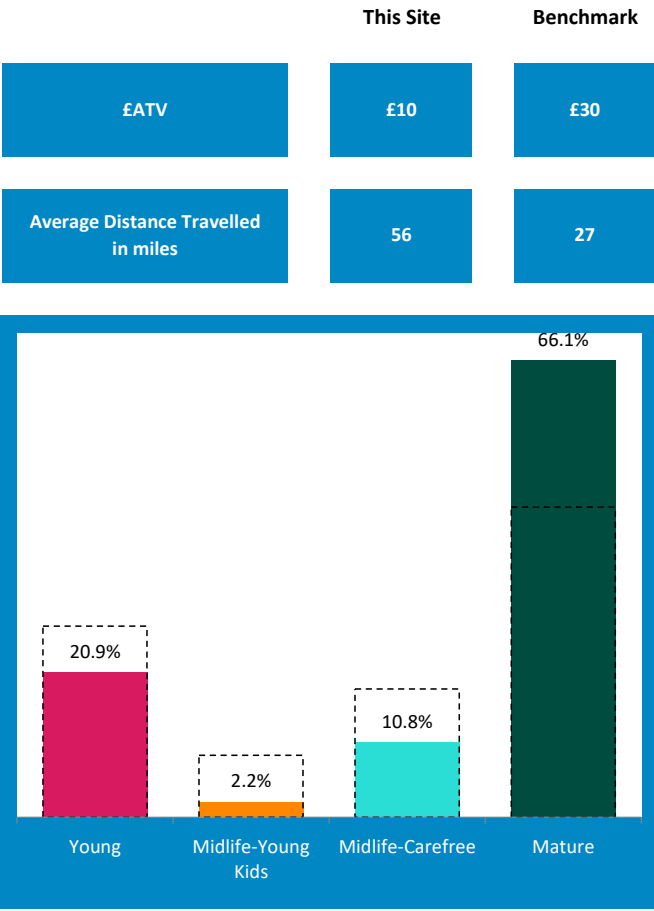
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3,008	5,344
Adult Pop		2,687	4,529
Affluence	Low	48%	33%
	Medium	29%	38%
	High	18%	27%
Young		20%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		9%	16%
Mature		65%	44%
Competition Count		21	43

Visitors



Spend Profile



Catchment Summary - Station Bar

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

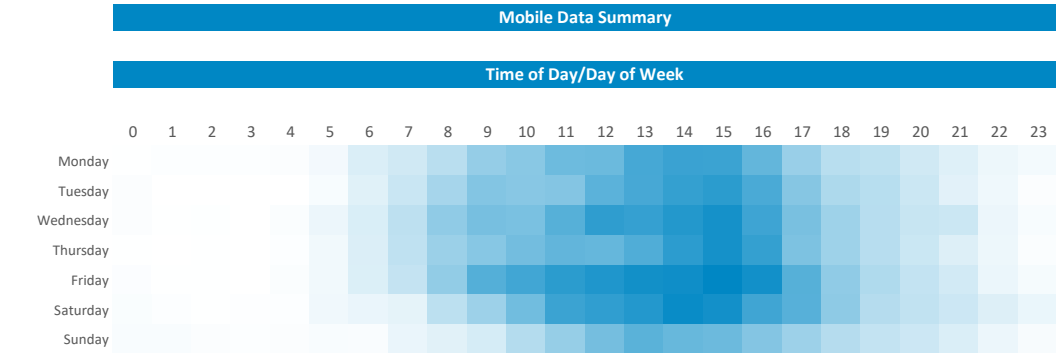
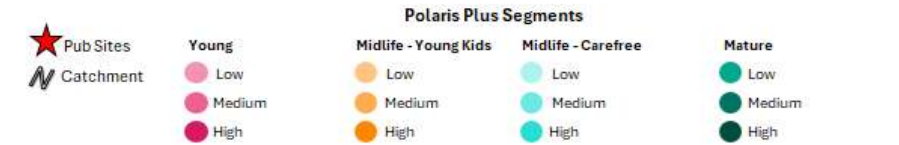
**DT= Drivetime

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			56	46	14		
Adults 18+			59	47	14		
Competition Pubs			49	25	13		
Adults 18+ per Competition Pub			19	45	69		
% Adults Likely to Drink			100	103	101		
Affluence	Low	47.6%	35.4%	48.7%	143	107	147
	Medium	29.0%	21.3%	24.6%	76	56	64
	High	17.6%	40.3%	22.6%	64	147	82
Mean Net Disposable income (£pa)			95	117	101		
Age Profile	18-24	192	537	4,797	75	70	96
	25-34	343	861	7,227	84	71	91
	35-44	335	865	7,313	82	71	92
	45-64	790	2,574	15,876	105	114	107
	65+	1,027	2,879	13,395	177	166	118

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



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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	545	729	5,880	73	34	43
Midlife - Young Kids	0	25	1,134	0	3	21
Midlife - Carefree	238	1,209	6,004	56	99	78
Mature	1,750	5,519	33,606	147	162	156
Not Private Households	154	234	1,984	47,370	25,065	33,735
Total	2,687	7,716	48,608			



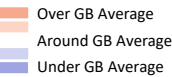
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Per Pub - Station Bar

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

Adults 18+	2,687	7,716	48,608
Number of Competition Pubs	21	25	103
Adults 18+ per Competition Pub	128	309	472

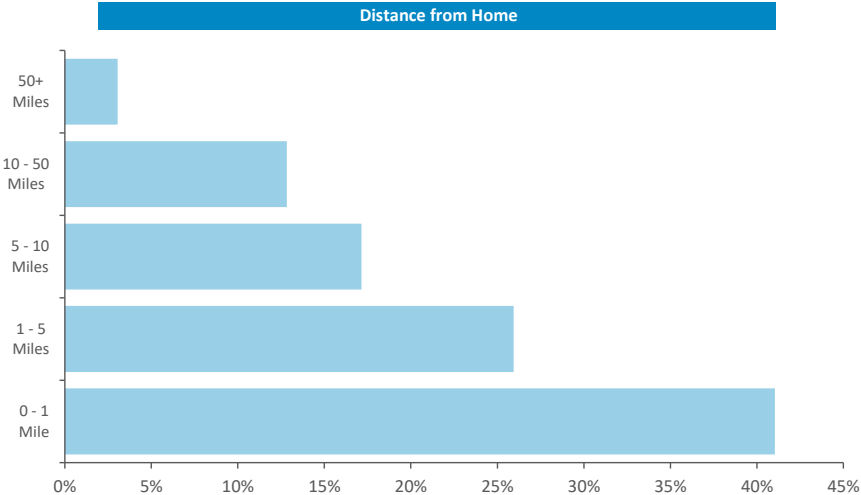
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	231	8.6%	110
Family Pub Dining	0	261	9.7%	107
Great Pub Great Food	3	399	14.8%	89
Leisure	1	251	9.4%	93
Mainstream	8	414	15.4%	110
Premium	0	354	13.2%	92
Restaurant	8	543	20.2%	88
Super Premium	0	79	3.0%	75

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	516	6.7%	85
Family Pub Dining	0	662	8.6%	94
Great Pub Great Food	3	1,409	18.3%	109
Leisure	5	783	10.2%	101
Mainstream	8	1,044	13.5%	97
Premium	0	1,070	13.9%	97
Restaurant	8	1,694	22.0%	95
Super Premium	0	300	3.9%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	18	3,995	8.2%	105
Family Pub Dining	7	4,735	9.7%	107
Great Pub Great Food	8	7,806	16.1%	96
Leisure	30	4,800	9.9%	98
Mainstream	19	7,200	14.8%	106
Premium	1	6,421	13.2%	92
Restaurant	20	10,116	20.8%	90
Super Premium	0	1,531	3.2%	80



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Competition - Station Bar



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
14	Mandarin Chinese Restaurant	G 84 8XD	Independent Free	Restaurant	14.7%	0.23
1	Riverhill Courtyard	G 84 8TD	Independent Free	Great Pub Gre:	14.3%	0.07
13	Annaya's	G 84 8XD	Independent Free	Restaurant	12.3%	0.23
5	Sugar Boat	G 84 8AQ	Independent Free	Restaurant	12.1%	0.10
19	Henry Bell	G 84 9LE	Wetherspoons GB	Mainstream	9.0%	0.41
11	La Barca	G 84 8AW	Independent Free	Restaurant	7.2%	0.17
12	Masala Twist	G 84 8AS	Independent Free	Restaurant	6.4%	0.20
8	La Jupe	G 84 8AR	Independent Free	Mainstream	5.2%	0.14
17	Victoria Hall	G 84 8TU	Independent Free	Mainstream	4.9%	0.29
16	Cattle and Creel	G 84 8AX	Independent Free	Great Pub Gre:	4.1%	0.24
0	Station Bar	G 84 7QA	Star Pubs & Bars	Mainstream	3.6%	0.00
18	Mira Mare	G 84 8BB	Independent Free	Restaurant	3.1%	0.30
7	Argyll Bar	G 84 7PF	Star Pubs & Bars	Classic	2.4%	0.14
4	Riva	G 84 8SQ	Independent Free	Restaurant	0.7%	0.09
2	Royal Bar	G 84 8SQ	Star Pubs & Bars	Mainstream	0.0%	0.09
3	Kidstons	G 84 8SQ	Independent Free	Mainstream	0.0%	0.09
6	Tower Digital Arts Centre	G 84 8TR	Independent Free	Leisure	0.0%	0.13
9	Ashton Bar	G 84 8UG	Independent Free	Mainstream	0.0%	0.16
10	Padrone Pizza	G 84 8AW	Independent Free	Restaurant	0.0%	0.17
15	Clyde Bar	G 84 8AX	Independent Free	Mainstream	0.0%	0.24
20	Helensburgh Bowling Club	G 84 9QE	Independent Free	Leisure	0.0%	0.47

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

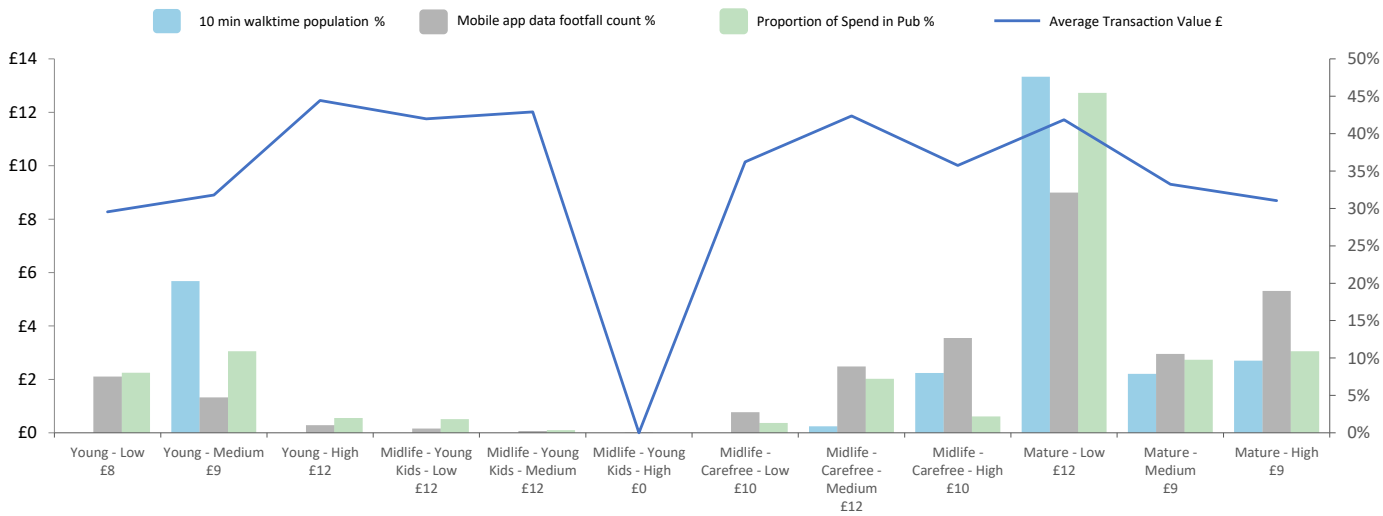
Catchment Summary - Station Bar

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
49334	Station Bar	G 84 7QA	Star Pubs & Bars	Mainstream	19



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Station Bar

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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	3,008	9,019	58,817	56	46	14
Adults 18+	2,687	7,716	48,608	59	47	14
Competition Pubs	21	25	103	49	25	13
Adults 18+ per Competition Pub	128	309	472	19	45	69
% Adults Likely to Drink	80.0%	82.0%	81.0%	100	103	101

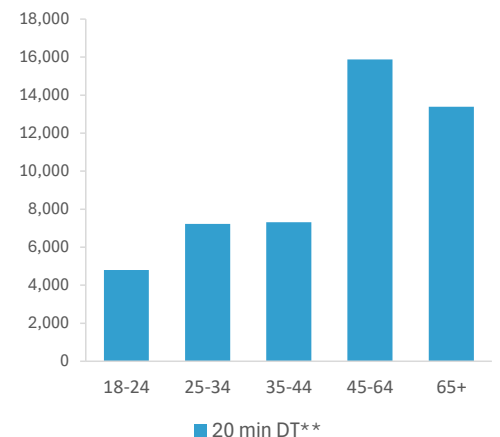
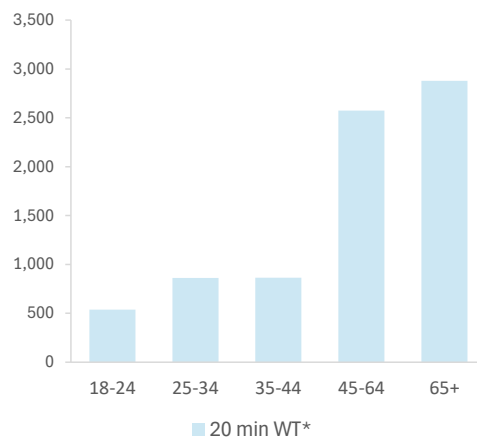
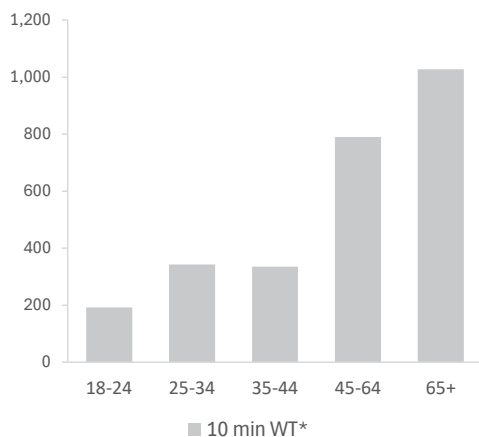
Population & Adults 18+ index is based on all pubs

Affluence	Low	47.6%	35.4%	48.7%	143	107	147
	Medium	29.0%	21.3%	24.6%	76	56	64
	High	17.6%	40.3%	22.6%	64	147	82

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£21,425	£26,488	£22,912	95	117	101
----------------------------------	---------	---------	---------	----	-----	-----

Age Profile	18-24	192	537	4,797	75	70	96
	25-34	343	861	7,227	84	71	91
	35-44	335	865	7,313	82	71	92
	45-64	790	2,574	15,876	105	114	107
	65+	1,027	2,879	13,395	177	166	118

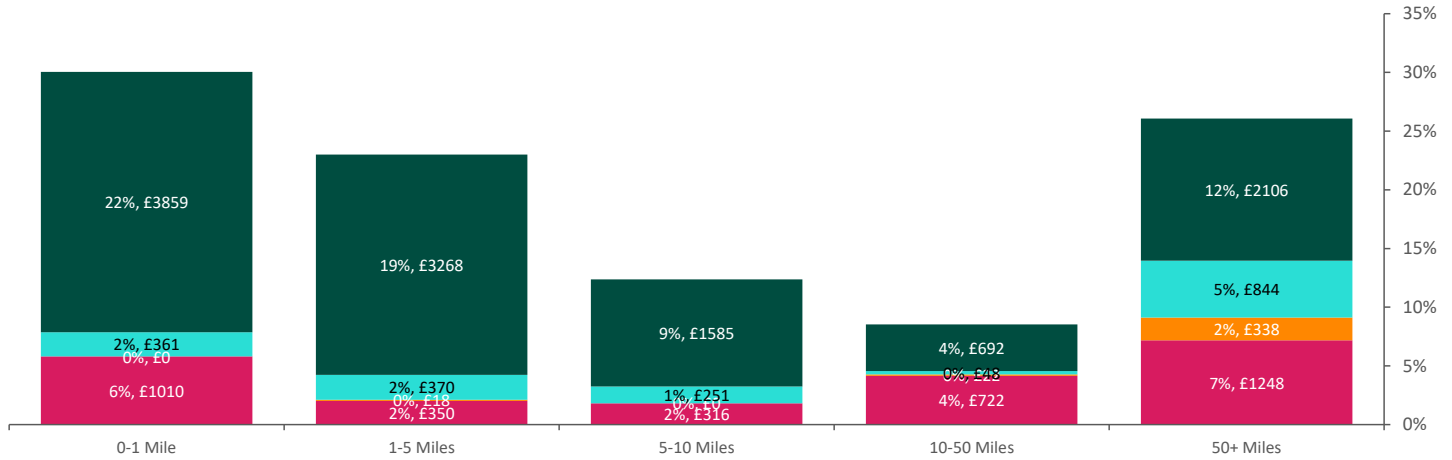


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,431 (48%)	4,380 (49%)	29,470 (50%)	97	99	102
	Female	1,577 (52%)	4,639 (51%)	29,347 (50%)	103	101	98
Economic Status (16+)	Employed: Full-time	871 (32%)	2,483 (31%)	18,654 (37%)	94	92	110
	Employed: Part-time	243 (9%)	819 (10%)	5,834 (12%)	74	87	98
	Self employed	174 (6%)	523 (7%)	2,709 (5%)	69	71	59
	Unemployed	40 (1%)	98 (1%)	842 (2%)	53	45	61
	Full-time student	76 (3%)	183 (2%)	1,562 (3%)	111	93	125
	Retired	926 (34%)	2,665 (34%)	12,527 (25%)	156	155	115
	Other	406 (15%)	1,134 (14%)	7,794 (16%)	83	81	88
Total Worker Count		1,378	2,224	18,432			

See the Glossary page for further information on the above variables

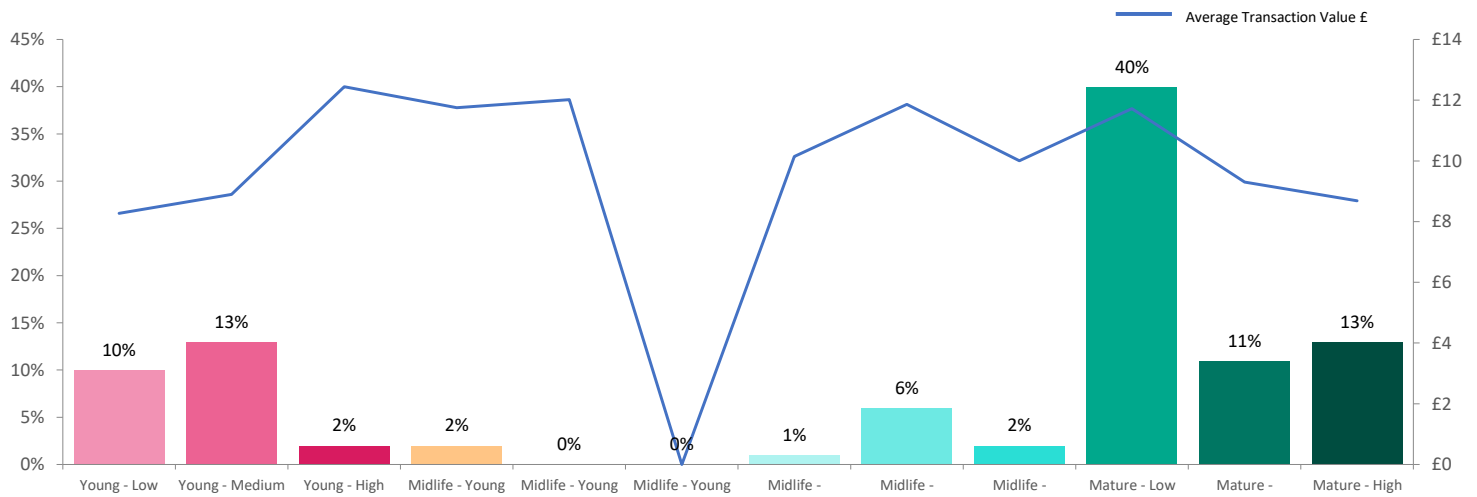
Transactional Data Summary - Station Bar

Spend by Polaris and Distance from Home



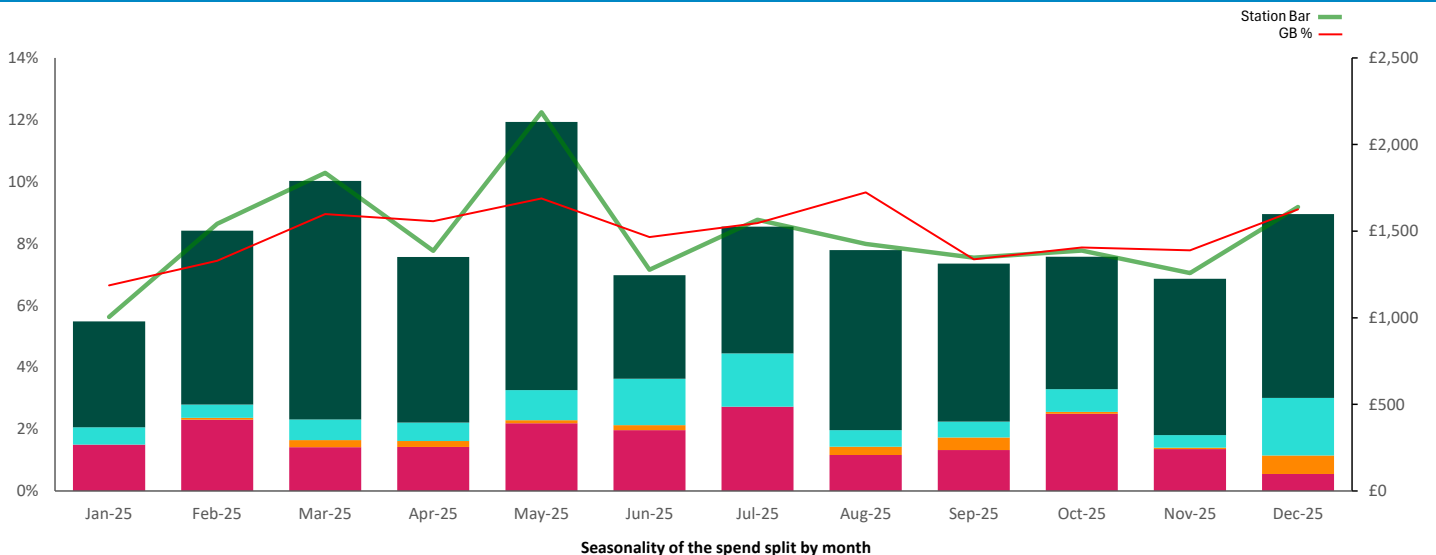
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



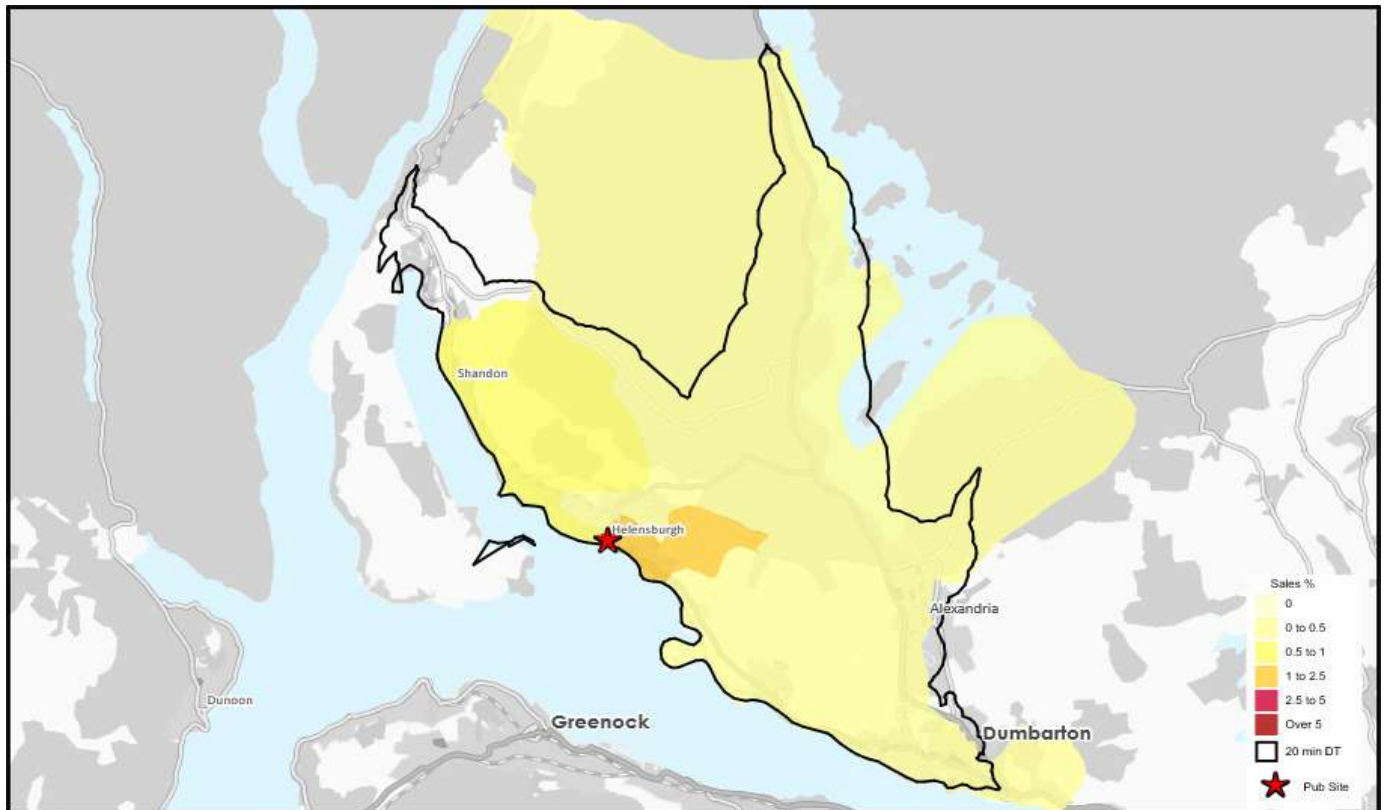
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



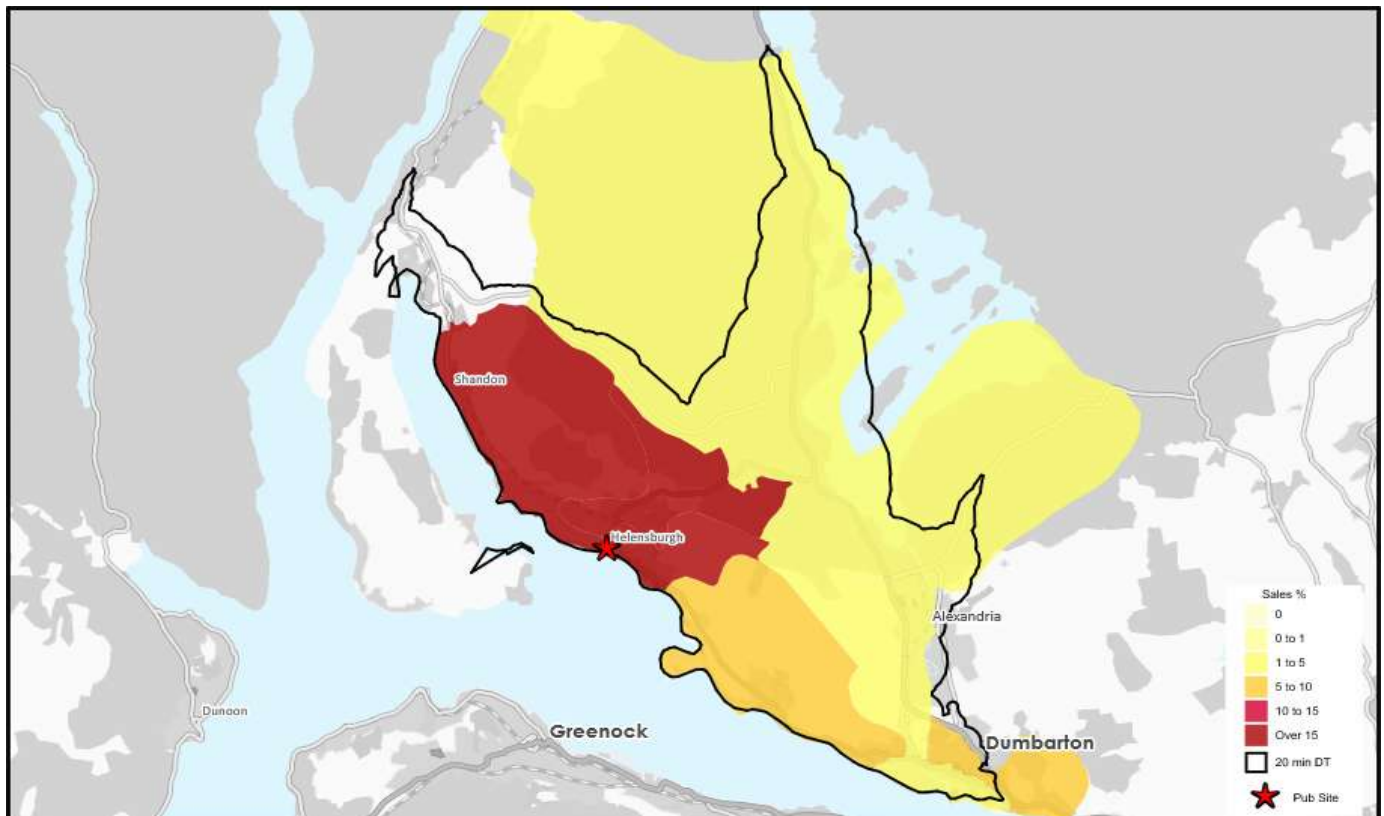
Seasonality of the spend split by month

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



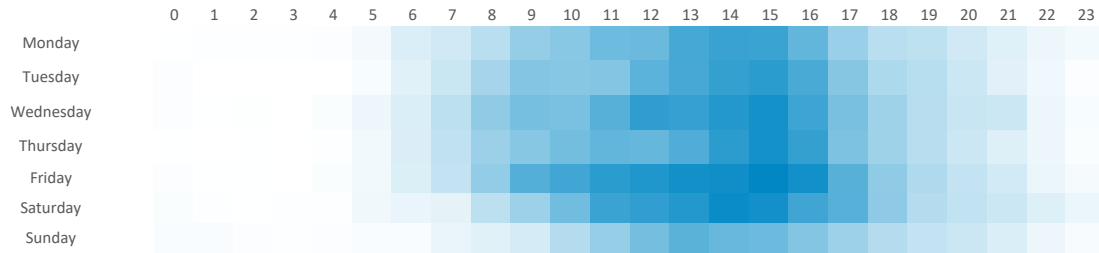
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



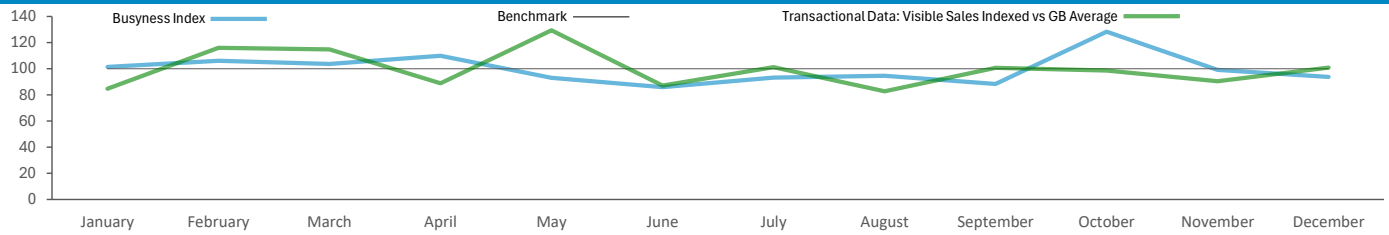
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



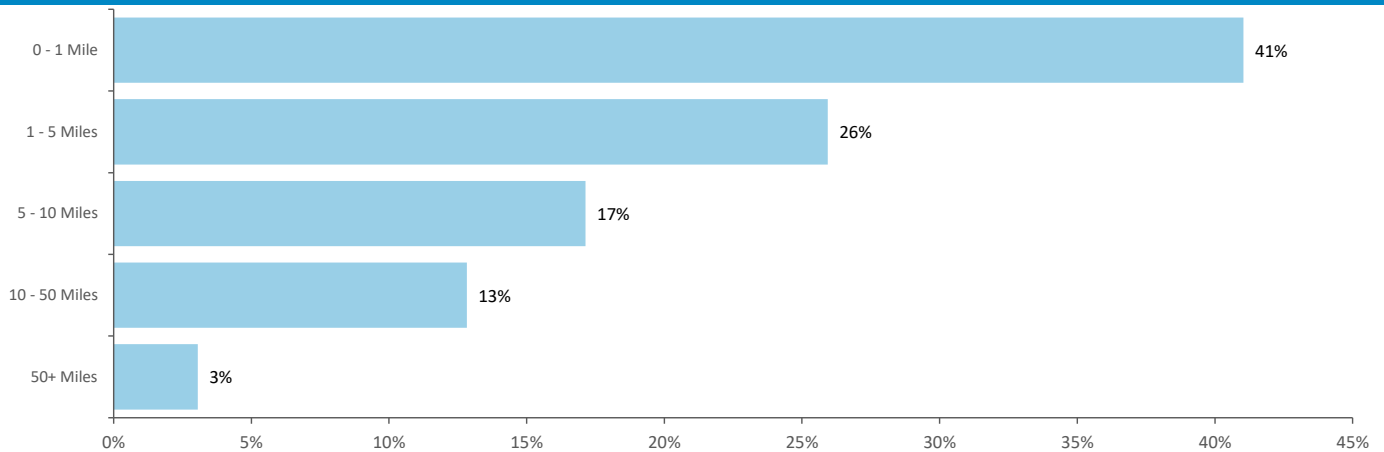
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

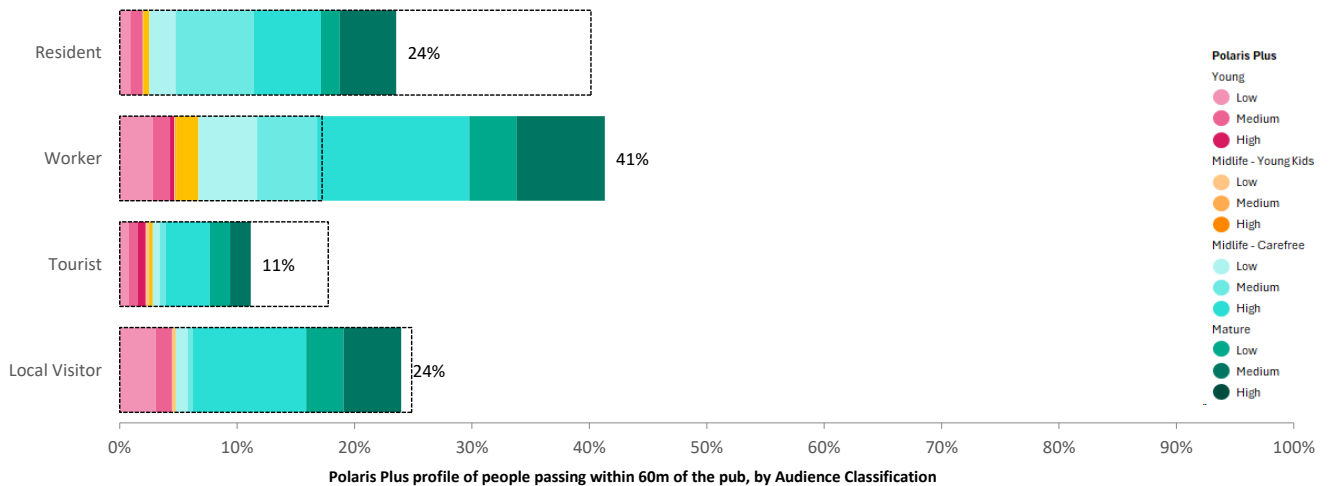
Distance from Home



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

Audience Classification by Polaris Plus

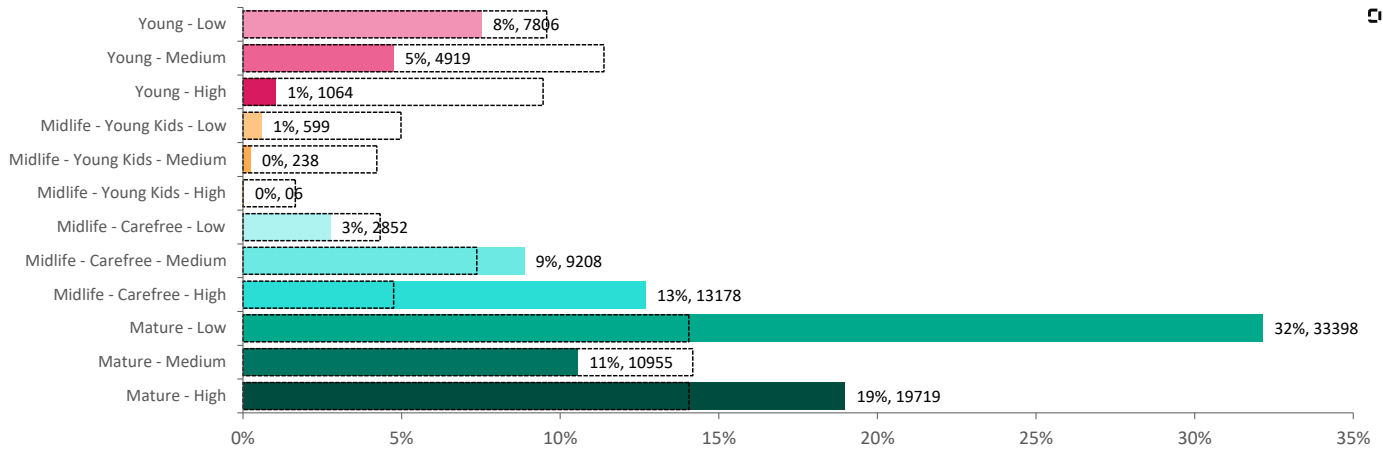
Base: GB



Mobile Data Summary - Station Bar

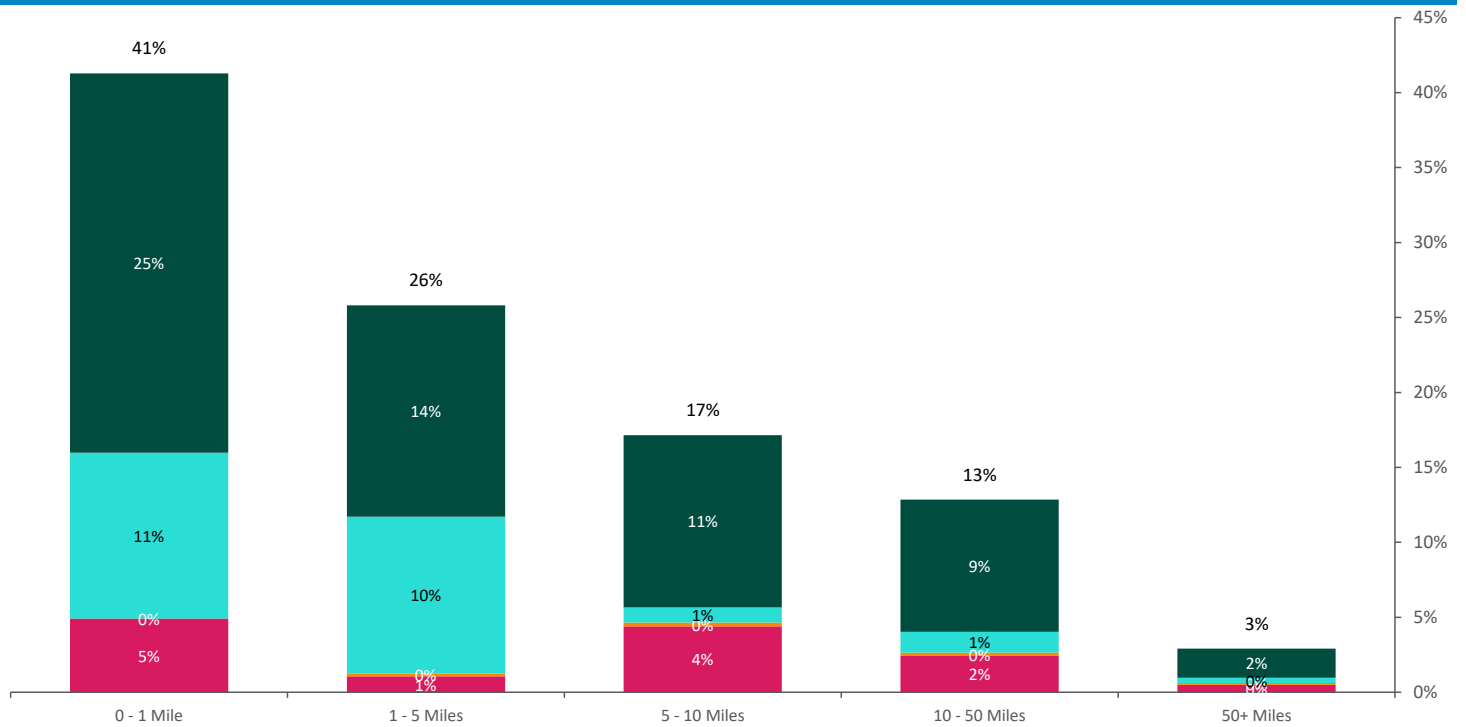
Polaris Plus Profile

GB %



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



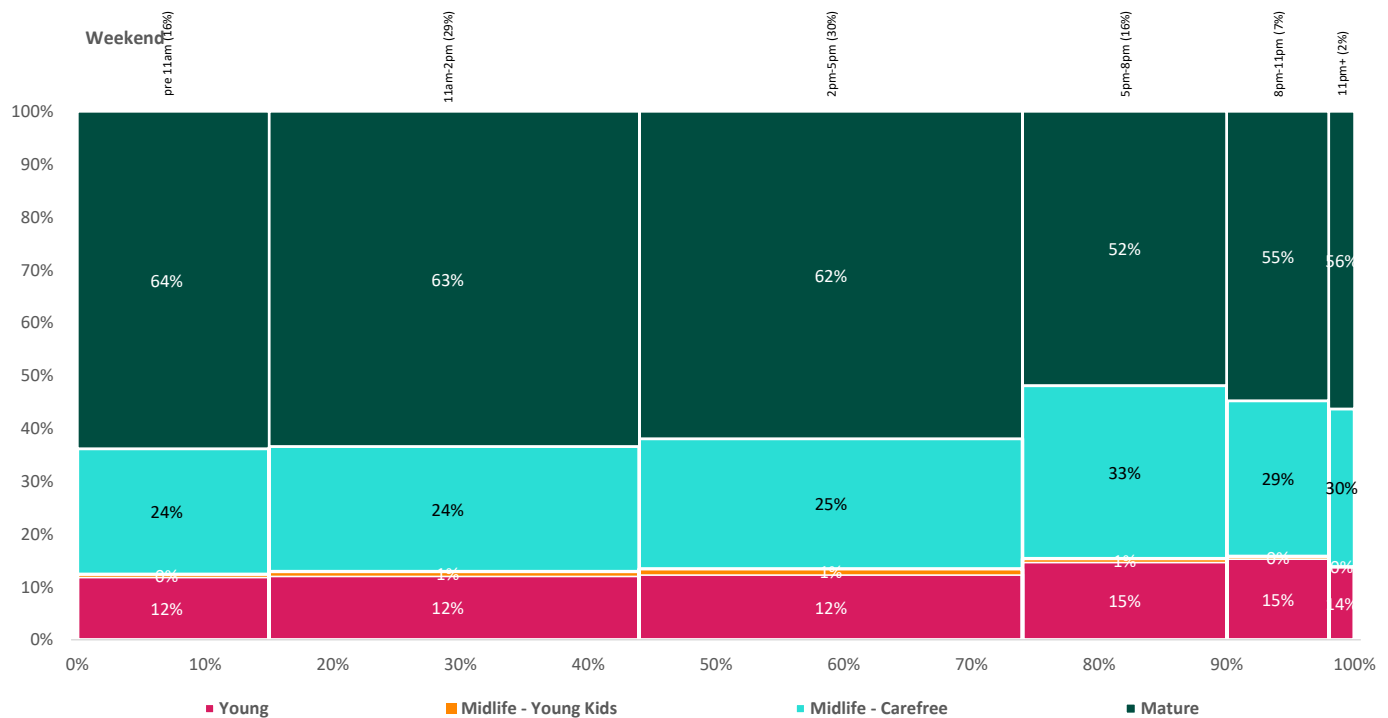
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		14,579	15,817	19,164	7,765	2,792	588	60,705
Midlife - Carefree		6,723	8,414	8,928	5,075	1,868	246	31,254
Midlife - Young Kids		153	157	228	79	40	0	657
Young		3,131	3,174	4,109	2,192	995	132	13,733
All		24,585	27,562	32,429	15,111	5,696	965	106,349

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		3,688	6,715	6,947	3,113	1,437	402	22,303
Midlife - Young Kids		1,377	2,507	2,763	1,967	773	214	9,602
Midlife - Carefree		26	84	114	36	11	0	271
Mature		690	1,285	1,392	885	405	99	4,757
All		5,781	10,592	11,217	6,002	2,626	715	36,932

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

Polaris Plus Summary - Station Bar



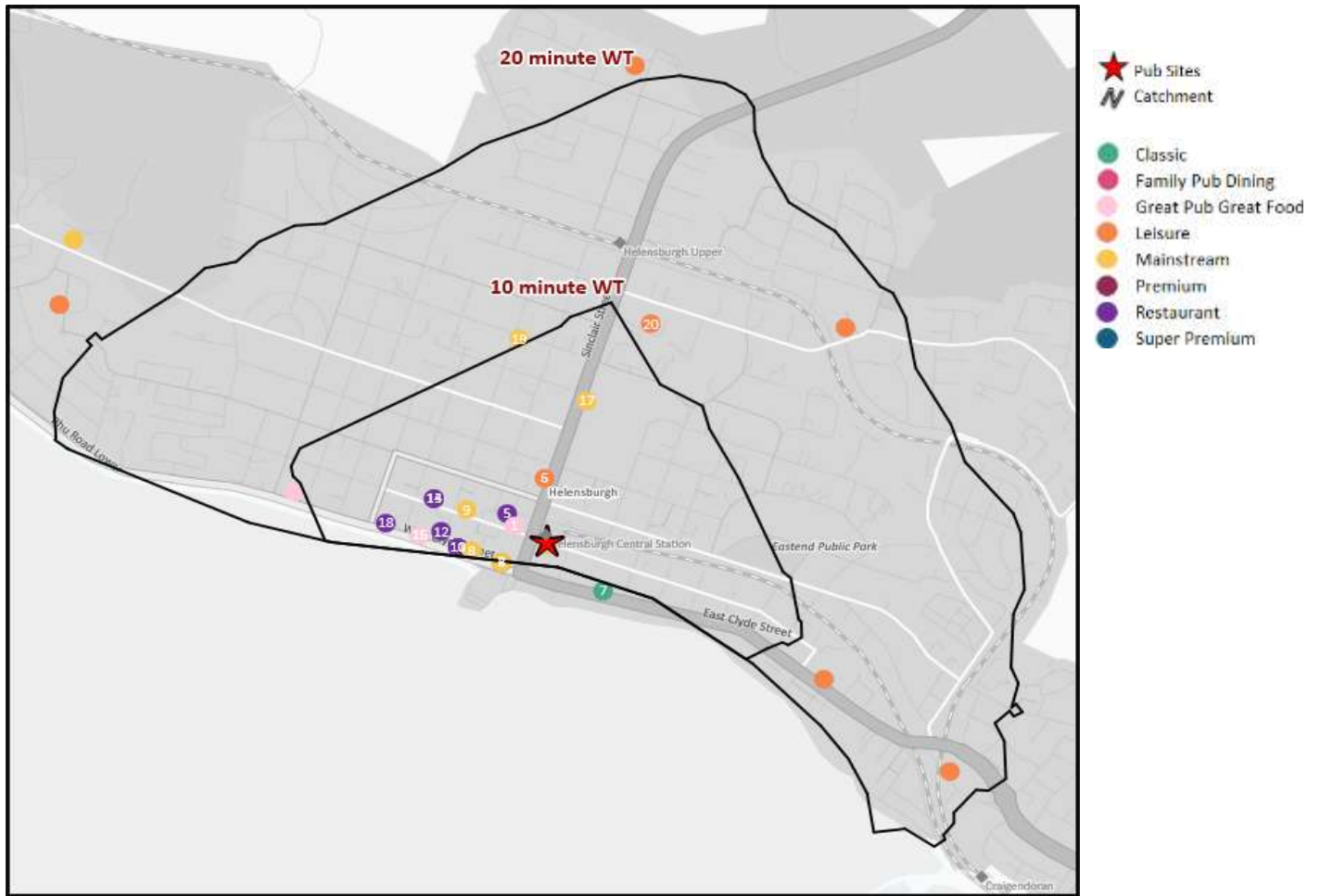
Polaris Plus Profile by Catchment

*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	141	3,679	0	19	77
Medium	545	588	2,034	184	69	38
High	0	0	167	0	0	5
Midlife - Young Kids						
Low	0	25	1,071	0	6	39
Medium	0	0	63	0	0	3
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	385	0	0	19
Medium	23	159	2,721	12	29	78
High	215	1,050	2,898	175	298	130
Mature						
Low	1,279	2,564	18,514	352	246	282
Medium	212	893	7,158	50	74	94
High	259	2,062	7,934	64	177	108
Not Private Households	154	234	1,984	536	283	381
Total	2,687	7,716	48,608			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Station Bar



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	Station Bar	G 84 7QA	Star Pubs & Bars	Mainstream	3.6%	47.0%	0.00
1	Riverhill Courtyard	G 84 8TD	Independent Free	Great Pub Great Food	14.3%	56.1%	0.07
2	Royal Bar	G 84 8SQ	Star Pubs & Bars	Mainstream	0.0%	0.0%	0.09
3	Kidstons	G 84 8SQ	Independent Free	Mainstream	0.0%	0.0%	0.09
4	Riva	G 84 8SQ	Independent Free	Restaurant	0.7%	48.9%	0.09
5	Sugar Boat	G 84 8AQ	Independent Free	Restaurant	12.1%	48.6%	0.10
6	Tower Digital Arts Centre	G 84 8TR	Independent Free	Leisure	0.0%	0.0%	0.13
7	Argyll Bar	G 84 7PF	Star Pubs & Bars	Classic	2.4%	79.2%	0.14
8	La Jupe	G 84 8AR	Independent Free	Mainstream	5.2%	65.0%	0.14
9	Ashton Bar	G 84 8UG	Independent Free	Mainstream	0.0%	0.0%	0.16
10	Padrone Pizza	G 84 8AW	Independent Free	Restaurant	0.0%	0.0%	0.17
11	La Barca	G 84 8AW	Independent Free	Restaurant	7.2%	48.5%	0.17
12	Masala Twist	G 84 8AS	Independent Free	Restaurant	6.4%	54.2%	0.20
13	Annaya's	G 84 8XD	Independent Free	Restaurant	12.3%	56.0%	0.23
14	Mandarin Chinese Restaurant	G 84 8XD	Independent Free	Restaurant	14.7%	69.3%	0.23
15	Clyde Bar	G 84 8AX	Independent Free	Mainstream	0.0%	0.0%	0.24
16	Cattle and Creel	G 84 8AX	Independent Free	Great Pub Great Food	4.1%	38.3%	0.24
17	Victoria Hall	G 84 8TU	Independent Free	Mainstream	4.9%	31.0%	0.29
18	Mira Mare	G 84 8BB	Independent Free	Restaurant	3.1%	72.0%	0.30
19	Henry Bell	G 84 9LE	Wetherspoons GB	Mainstream	9.0%	43.8%	0.41
20	Helensburgh Bowling Club	G 84 9QE	Independent Free	Leisure	0.0%	0.0%	0.47

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 - Station Bar

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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+	2,687	7,716	48,608
Number of Competition Pubs	21	25	103
Adults 18+ per Competition Pub	128	309	472

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	5	783	10.2%	101
Mainstream	8	1,044	13.5%	97
Premium	0	1,070	13.9%	97
Restaurant	8	1,694	22.0%	95
Super Premium	0	300	3.9%	99

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Mainstream	19	7,200	14.8%	106
Premium	1	6,421	13.2%	92
Restaurant	20	10,116	20.8%	90
Super Premium	0	1,531	3.2%	80

Glossary

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Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. 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.	
	