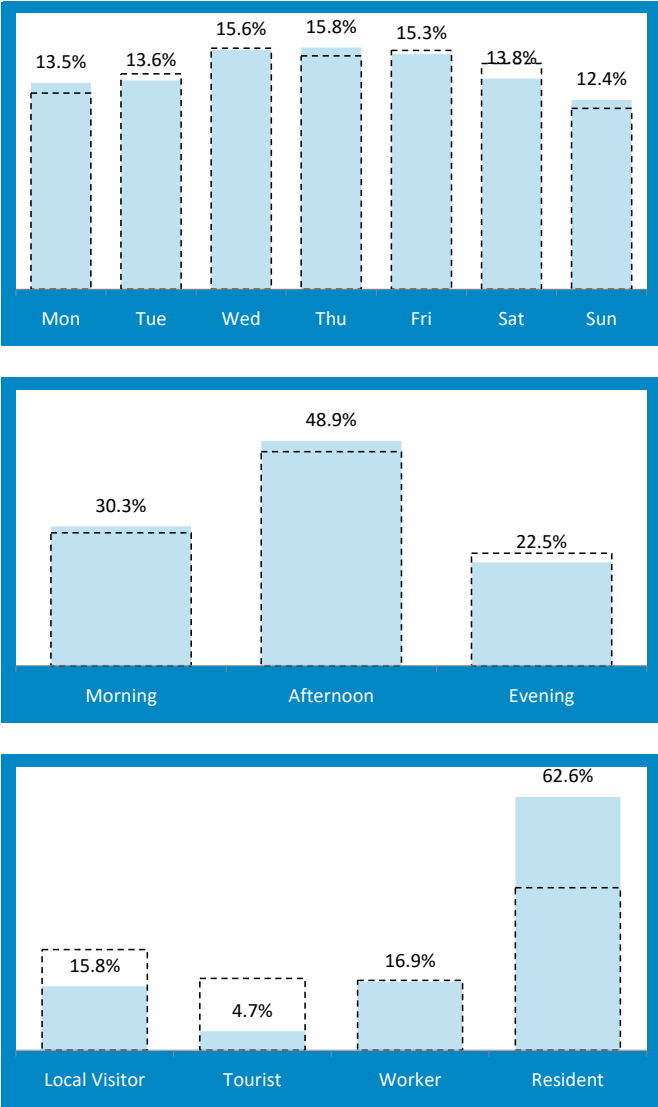


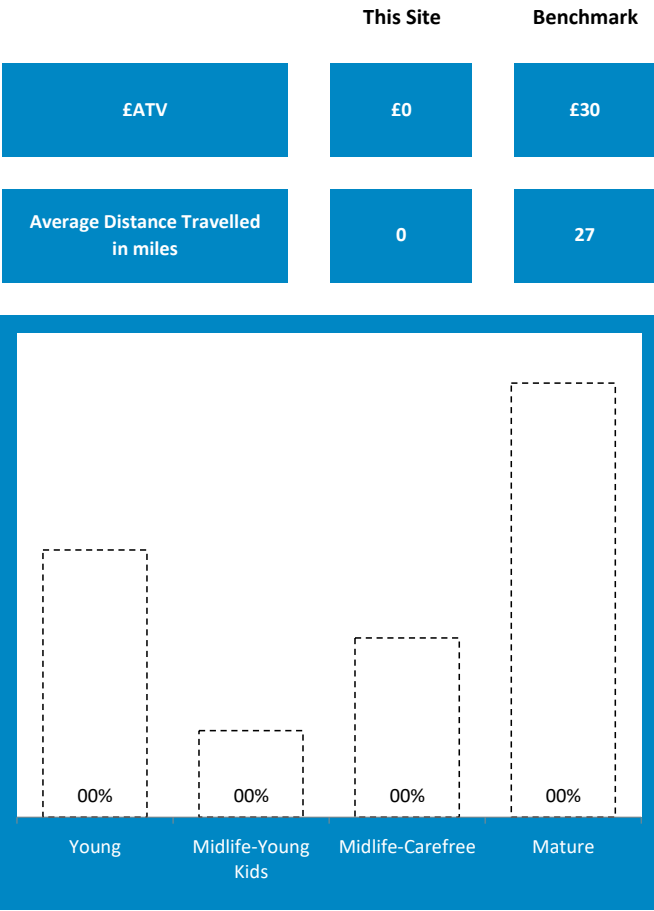
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4.638	5.344
Adult Pop		3.936	4.529
Affluence	Low	87%	33%
	Medium	5%	38%
	High	6%	27%
Young		6%	28%
Midlife Young Kids		1%	11%
Midlife Carefree		2%	16%
Mature		88%	44%
Competition Count		14	43

Visitors



Spend Profile



Catchment Summary - Canal Inn

Over GB Average

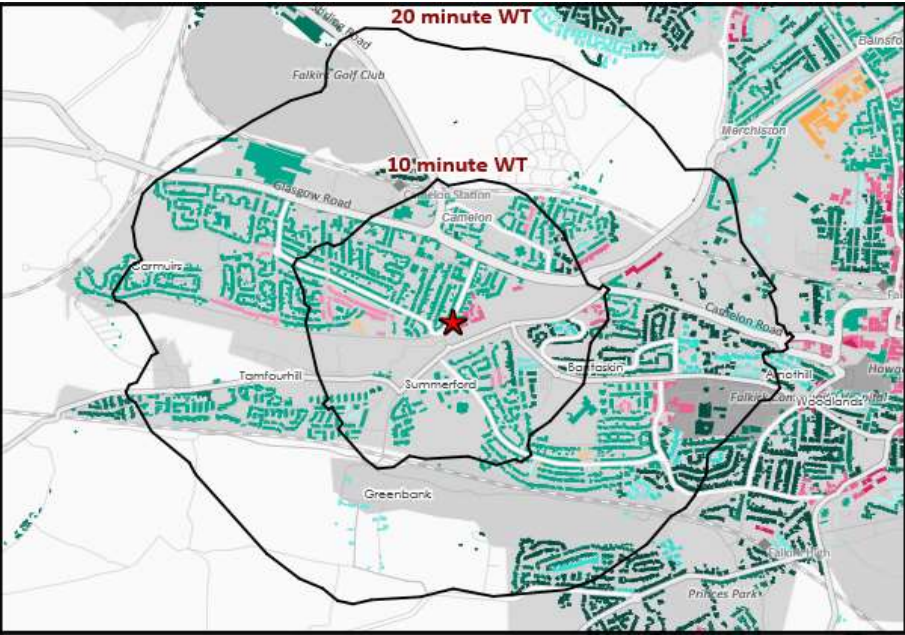
Around GB Average

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			87	56	53		
Adults 18+			Pop. & Adl. 18+ index based on all pubs				
Competition Pubs			87	56	54		
Adults 18+ per Competition Pub			33	17	28		
% Adults Likely to Drink			41	79	121		
Affluence			98	99	100		
Low	Medium	High	262	234	162		
			13	27	75		
			21	39	61		
Mean Net Disposable income (£pa)			79	92	103		
Age Profile	18-24	337	808	16.677	85	86	87
	25-34	702	1.456	28.383	112	98	93
	35-44	532	1.305	28.436	85	88	94
	45-64	1.273	3.146	63.884	109	114	113
	65+	1.092	2.432	45.682	122	115	105



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

Low

Medium

High

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	248	615	20.443	23	24	40
Midlife - Young Kids	21	39	3.260	5	4	16
Midlife - Carefree	89	380	19.485	14	26	67
Mature	3.481	7.986	138.543	200	197	171
Not Private Households	97	127	1.331	20.369	11.476	6.009
Total	3.936	9.147	183.062			



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Per Pub - Canal Inn

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

WT= Walktime, DT= Drivetime

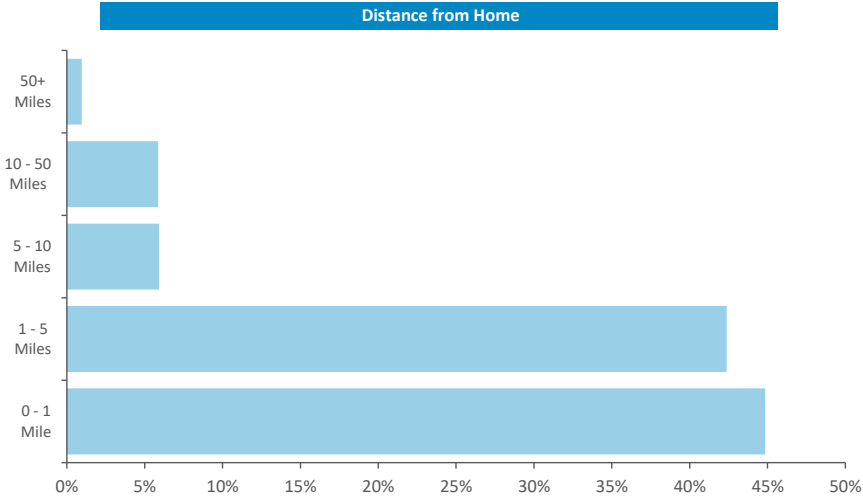
Adults 18+	3.936	9.147	183.062
Number of Competition Pubs	14	17	221
Adults 18+ per Competition Pub	281	538	828

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	424	10,8%	137
Family Pub Dining	2	472	12,0%	132
Great Pub Great Food	0	526	13,4%	80
Leisure	6	377	9,6%	95
Mainstream	1	703	17,9%	128
Premium	0	491	12,5%	87
Restaurant	1	759	19,3%	84
Super Premium	0	84	2,1%	55

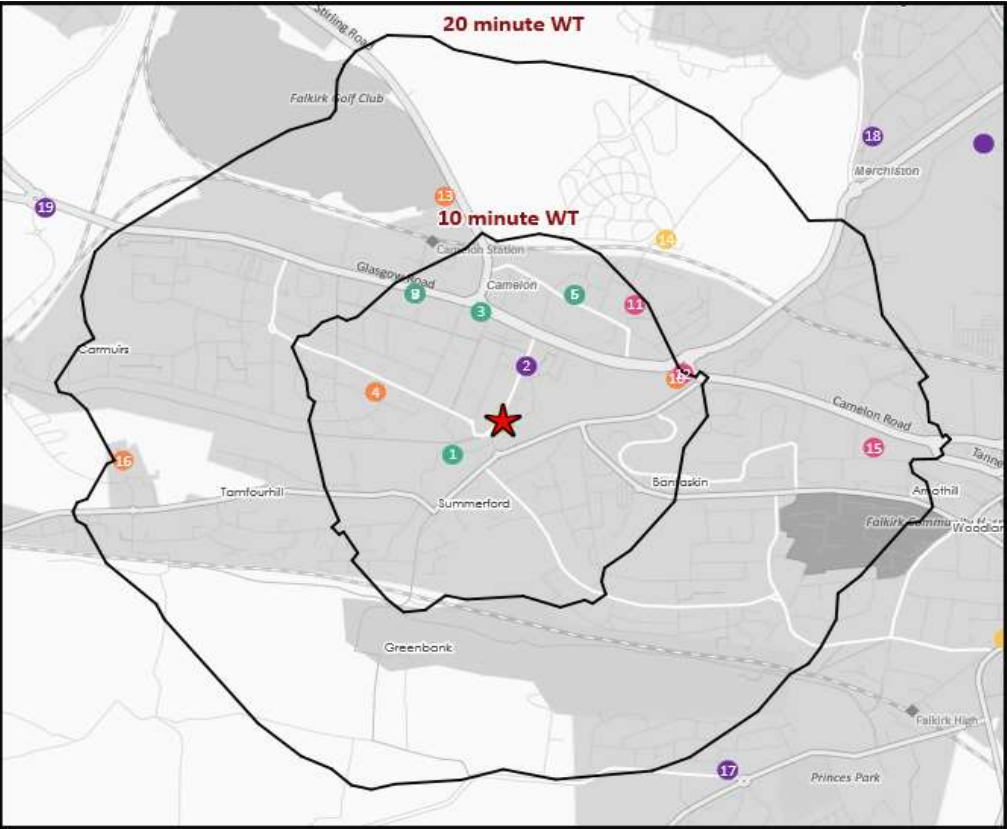
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	921	10,1%	129
Family Pub Dining	3	1.052	11,5%	127
Great Pub Great Food	0	1.319	14,4%	86
Leisure	6	893	9,8%	97
Mainstream	2	1.586	17,3%	124
Premium	0	1.186	13,0%	91
Restaurant	2	1.828	20,0%	87
Super Premium	0	228	2,5%	63

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	50	16.203	8,9%	113
Family Pub Dining	21	19.187	10,5%	115
Great Pub Great Food	9	29.266	16,0%	96
Leisure	59	18.637	10,2%	101
Mainstream	46	29.209	16,0%	114
Premium	3	25.013	13,7%	96
Restaurant	33	38.608	21,1%	92
Super Premium	0	5.527	3,0%	77



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Competition - Canal Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
19	Boardwalk	FK 1 4AD	Independent Free	Restaurant	29,1%	1,04
11	Copper Top	FK 1 4BN	Star Pubs & Bars	Family Pub Dir	26,7%	0,37
15	Park Hotel	FK 1 5RY	*Other Small Retail Groups	Family Pub Dir	18,0%	0,76
18	Beijing Villa	FK 2 7JP	Independent Free	Restaurant	7,0%	0,98
6	Camelon Labour Party Social Club	FK 1 4DA	Independent Free	Classic	5,5%	0,32
20	Cheerz	FK 1 1EY	Independent Free	Classic	3,8%	1,06
3	Roman Bar	FK 1 4QJ	Independent Free	Classic	2,9%	0,25
10	Camelon Bowling Club	FK 1 4DN	Independent Free	Leisure	2,5%	0,37
4	Camelon Juniors Football Club	FK 1 4NP	Independent Free	Leisure	2,4%	0,27
14	Falkirk Rugby Club	FK 2 7YW	Independent Free	Mainstream	1,6%	0,52
12	Premier Inn	FK 1 4DS	Whitbread Hotels	Family Pub Dir	0,4%	0,38
0	Canal Inn	FK 1 4QU	Star Pubs & Bars	Mainstream	0,0%	0,00
1	Union Inn	FK 1 4QZ	Independent Free	Classic	0,0%	0,12
2	Yang Sing	FK 1 4PG	Independent Free	Restaurant	0,0%	0,13
5	Slamannan Bowling Club	FK 1 4DA	Independent Free	Leisure	0,0%	0,32
7	Tenpin	FK 1 4HJ	Tenpin Ltd	Leisure	0,0%	0,33
8	Falkirk District Indoor Bowl Club	FK 1 4HJ	Independent Free	Leisure	0,0%	0,33
9	Mariner Bar	FK 1 4HJ	Kingdom Taverns	Classic	0,0%	0,33
13	Falkirk Golf Club	FK 2 7YP	Independent Free	Leisure	0,0%	0,51
16	Falkirk Wheel	FK 1 4RS	Independent Free	Leisure	0,0%	0,78
17	Canada Wood Kitchen And Bar	FK 1 5NL	Independent Free	Restaurant	0,0%	0,88

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

Catchment Summary - Canal Inn

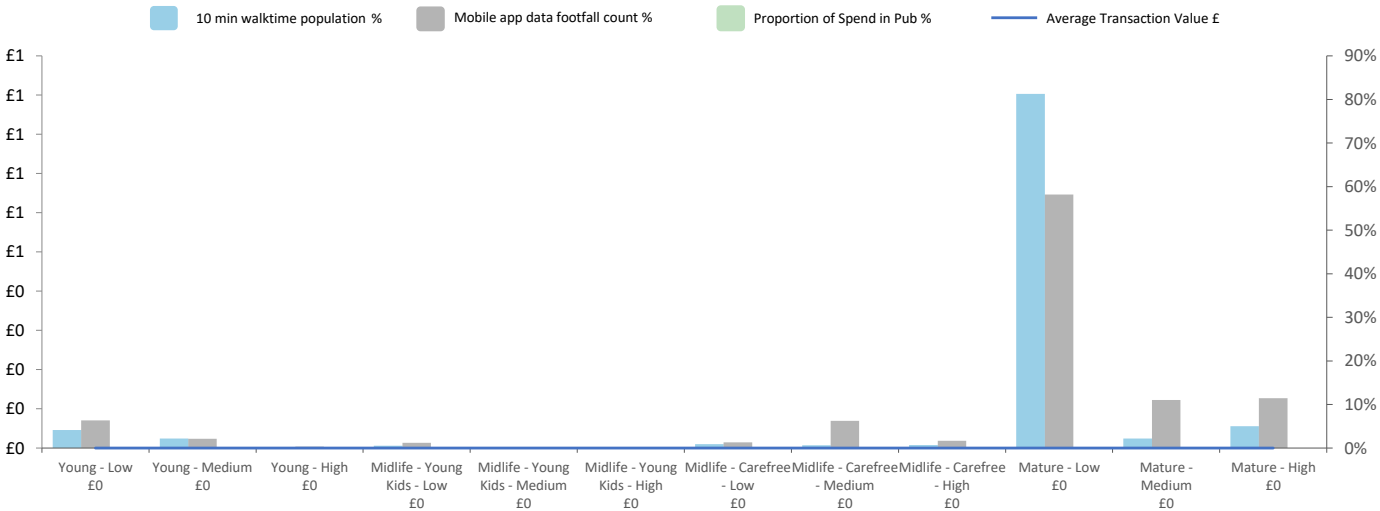


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
44868	Canal Inn	FK 1 4QU	Star Pubs & Bars	Mainstream	12



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Canal Inn

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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	4.638	11.016	225.171	87	56	53
Adults 18+	3.936	9.147	183.062	87	56	54
Competition Pubs	14	17	221	33	17	28
Adults 18+ per Competition Pub	281	538	828	41	79	121
% Adults Likely to Drink	78,0%	79,0%	80,0%	98	99	100

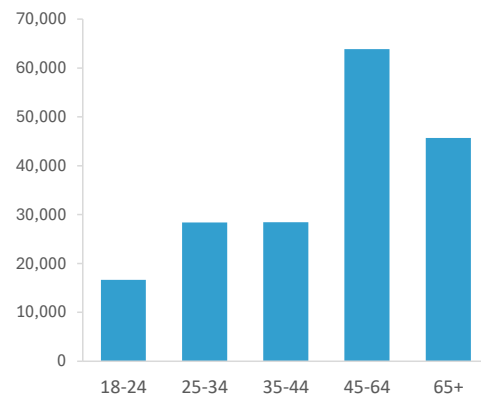
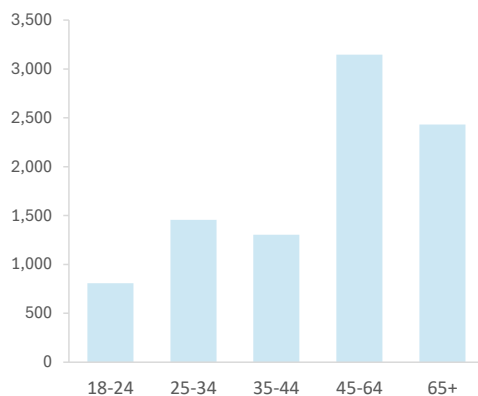
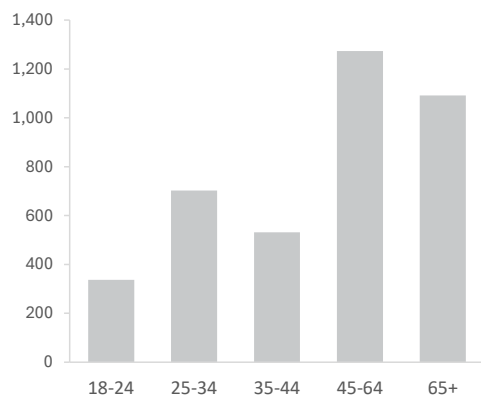
Population & Adults 18+ index is based on all pubs

Affluence	Low	86,9%	77,5%	53,8%	262	234	162
	Medium	5,0%	10,4%	28,8%	13	27	75
	High	5,7%	10,7%	16,7%	21	39	61

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£17.849	£20.729	£23.372	79	92	103
----------------------------------	---------	---------	---------	----	----	-----

Age Profile	18-24	337	808	16.677	85	86	87
	25-34	702	1.456	28.383	112	98	93
	35-44	532	1.305	28.436	85	88	94
	45-64	1.273	3.146	63.884	109	114	113
	65+	1.092	2.432	45.682	122	115	105



		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	2,250 (49%)	5,266 (48%)	109,281 (49%)	99	97	99
	Female	2,388 (51%)	5,750 (52%)	115,890 (51%)	101	102	101
Economic Status (16+)	Employed: Full-time	1,292 (32%)	3,243 (35%)	72,740 (39%)	94	101	114
	Employed: Part-time	468 (12%)	1,172 (12%)	22,640 (12%)	97	104	101
	Self employed	187 (5%)	469 (5%)	10,942 (6%)	50	54	63
	Unemployed	99 (2%)	213 (2%)	3,847 (2%)	89	83	74
	Full-time student	116 (3%)	345 (4%)	7,411 (4%)	115	147	158
	Retired	962 (24%)	2,200 (23%)	42,368 (22%)	110	108	103
	Other	900 (22%)	1,758 (19%)	28,458 (15%)	126	105	85
Total Worker Count		1.383	2.839	110.505			

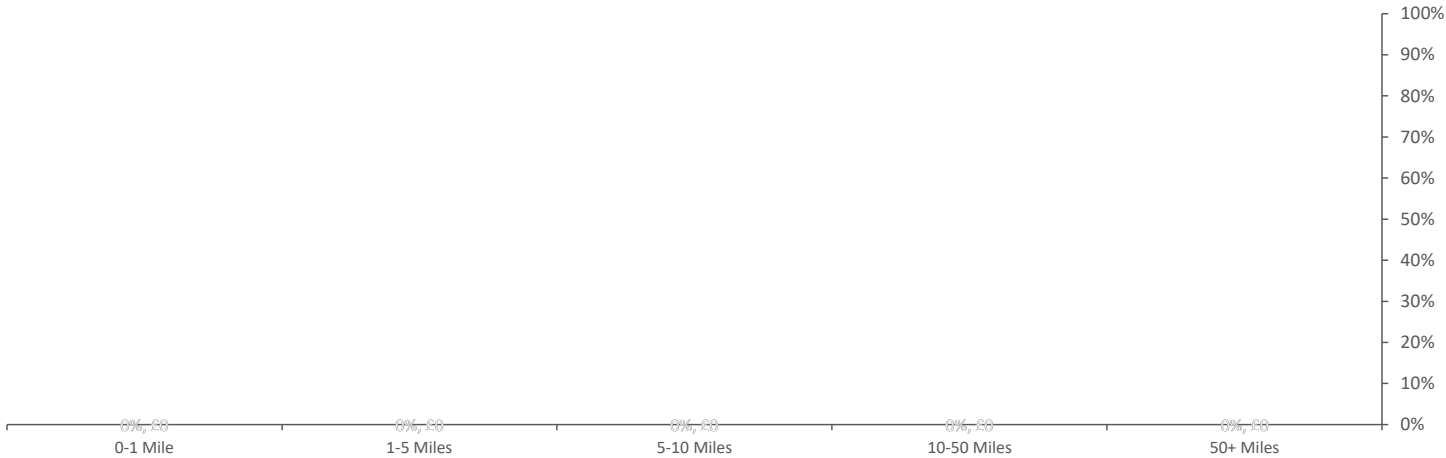
See the Glossary page for further information on the above variables

Transactional Data Summary - Canal Inn



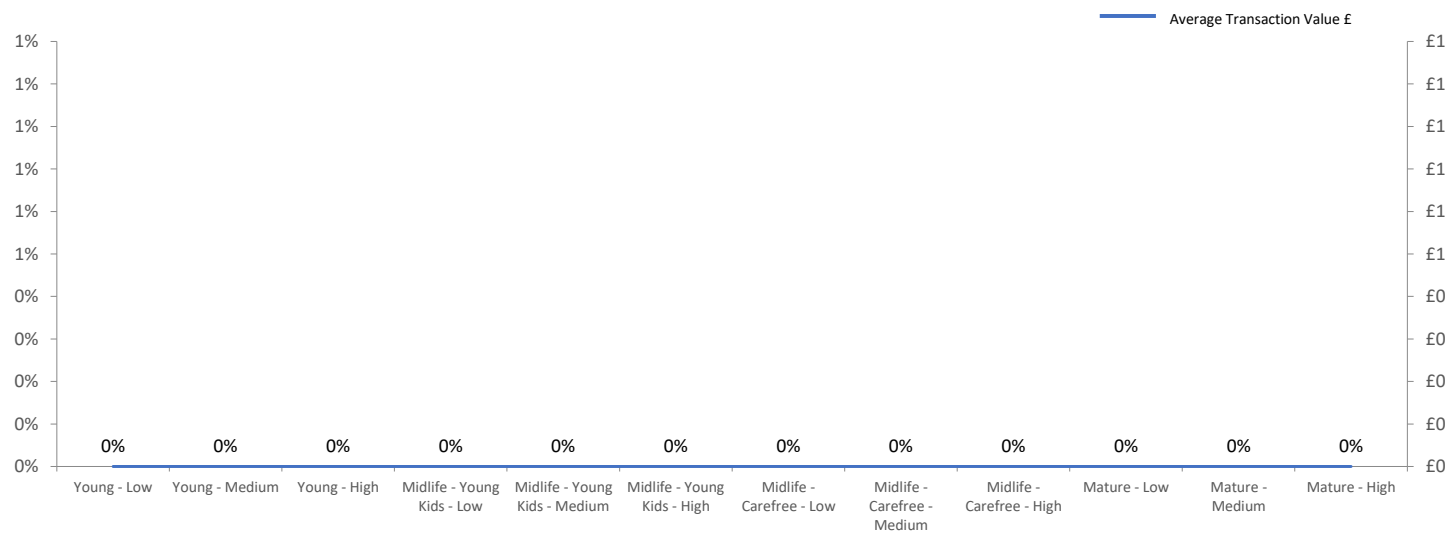
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Spend by Polaris and Distance from Home



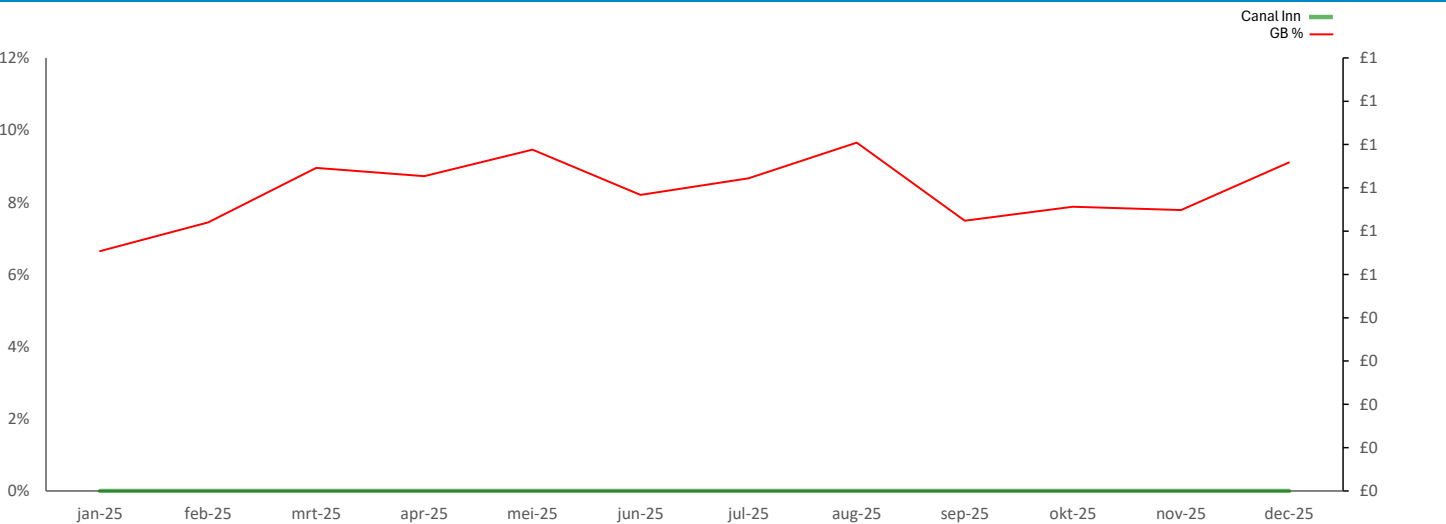
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



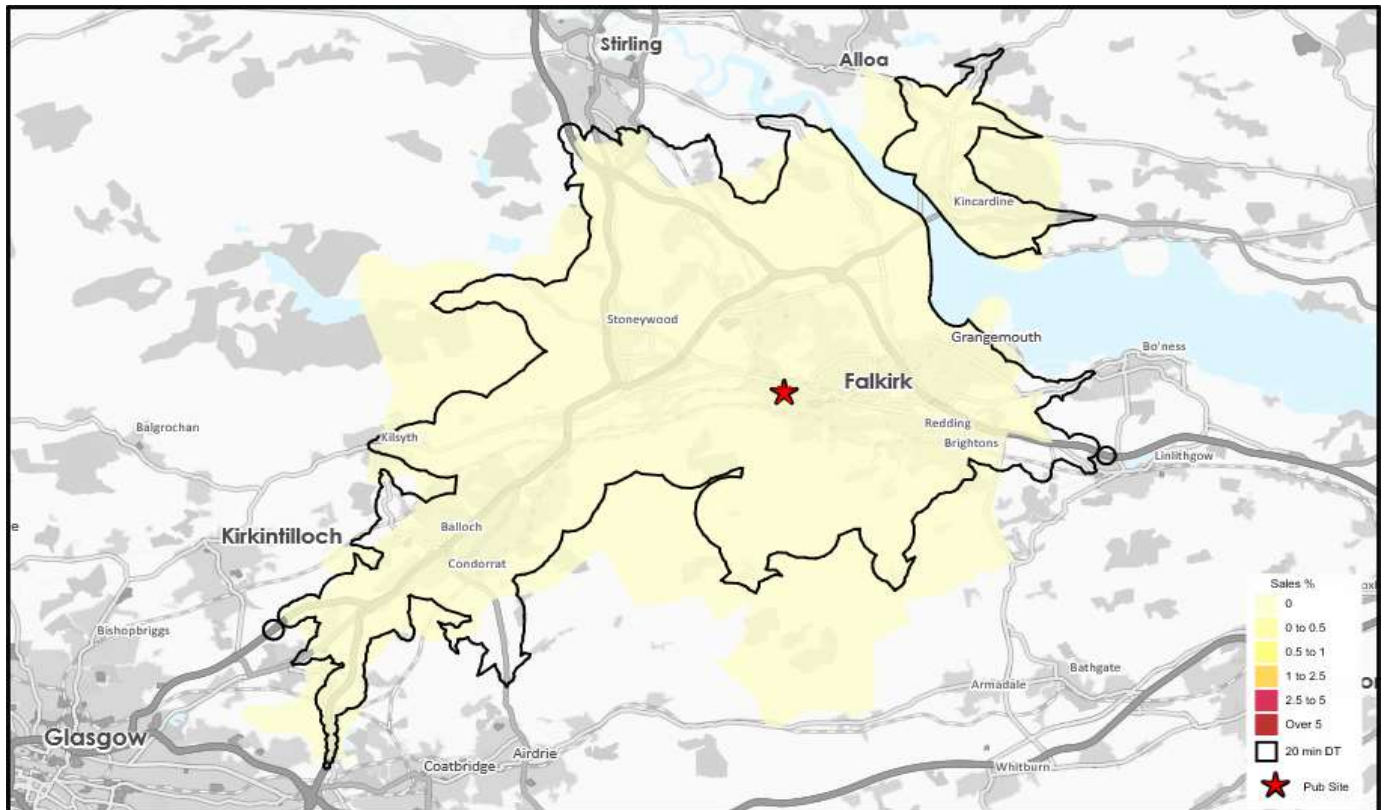
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



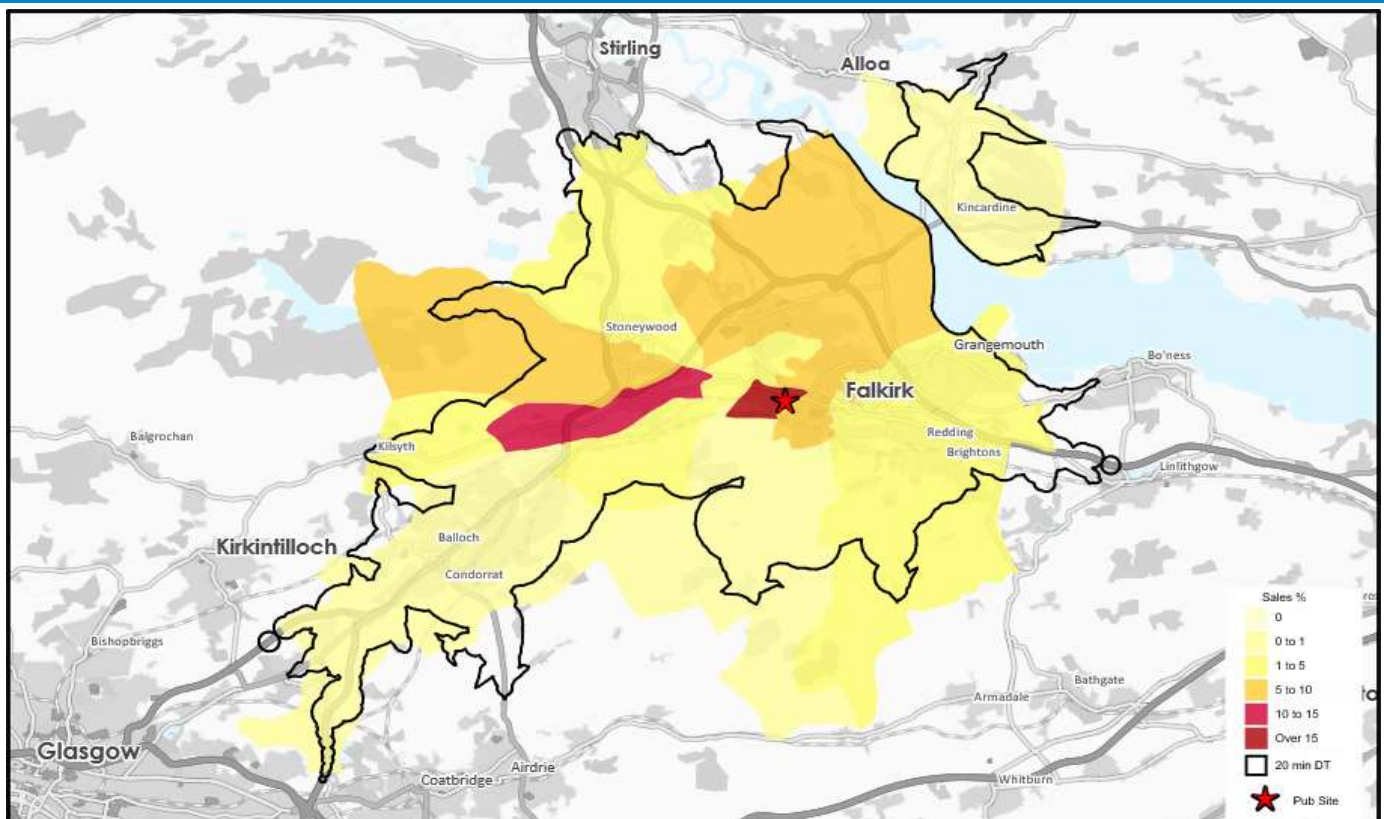
Seasonality of the spend split by month

Canal Inn Share of Spend from Postcode Sectors within 20 minute Drive



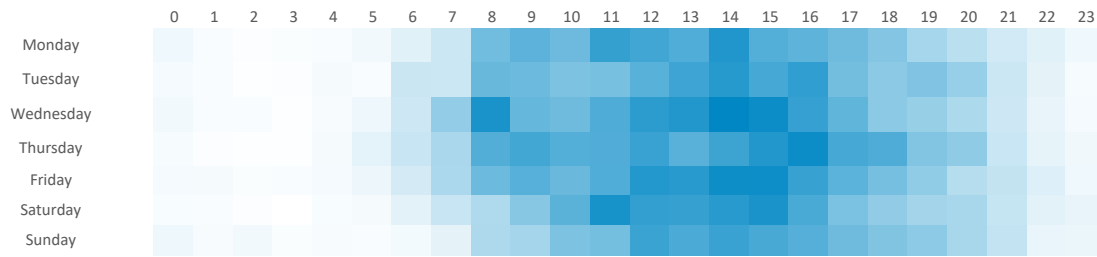
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Canal Inn



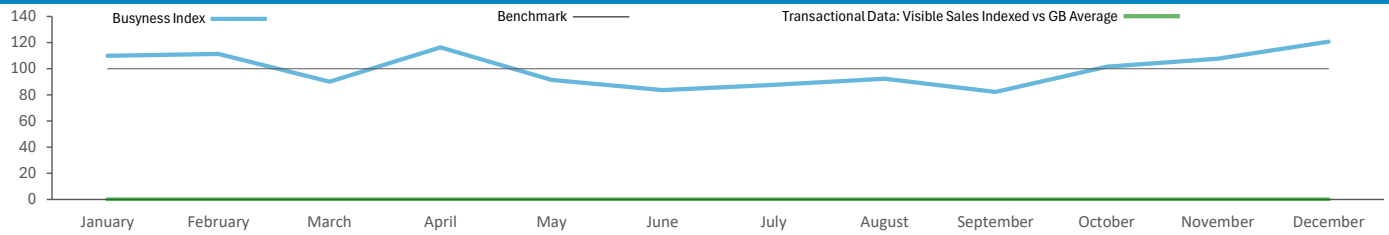
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



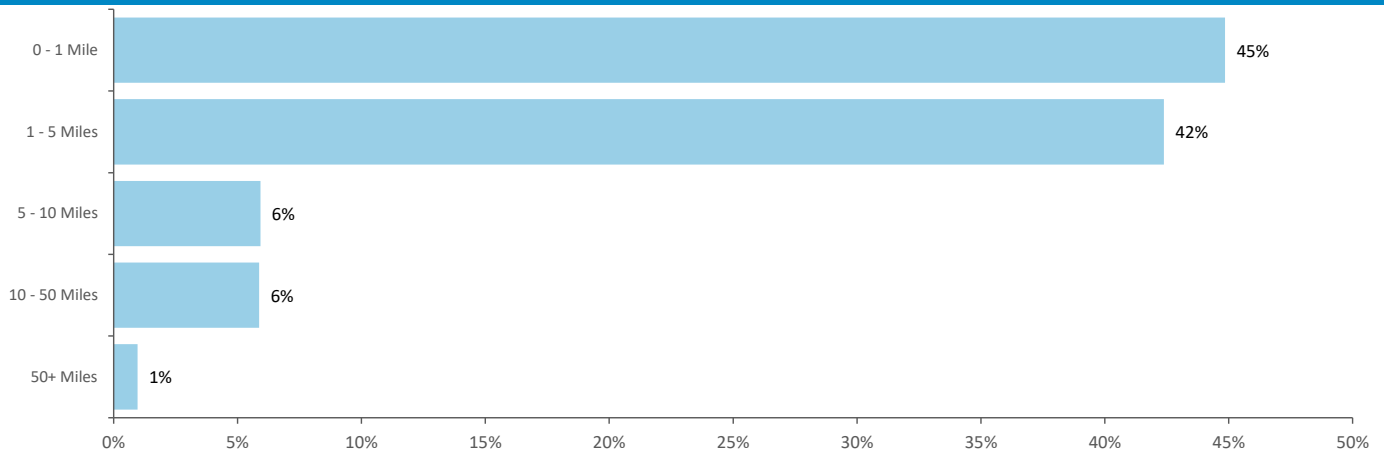
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

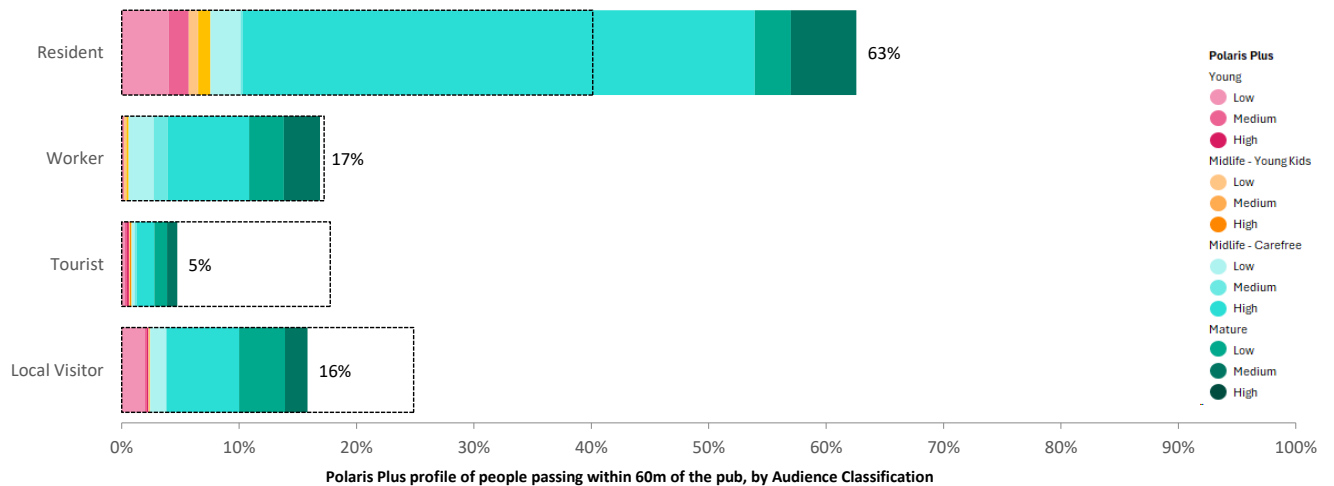
Distance from Home



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

Audience Classification by Polaris Plus

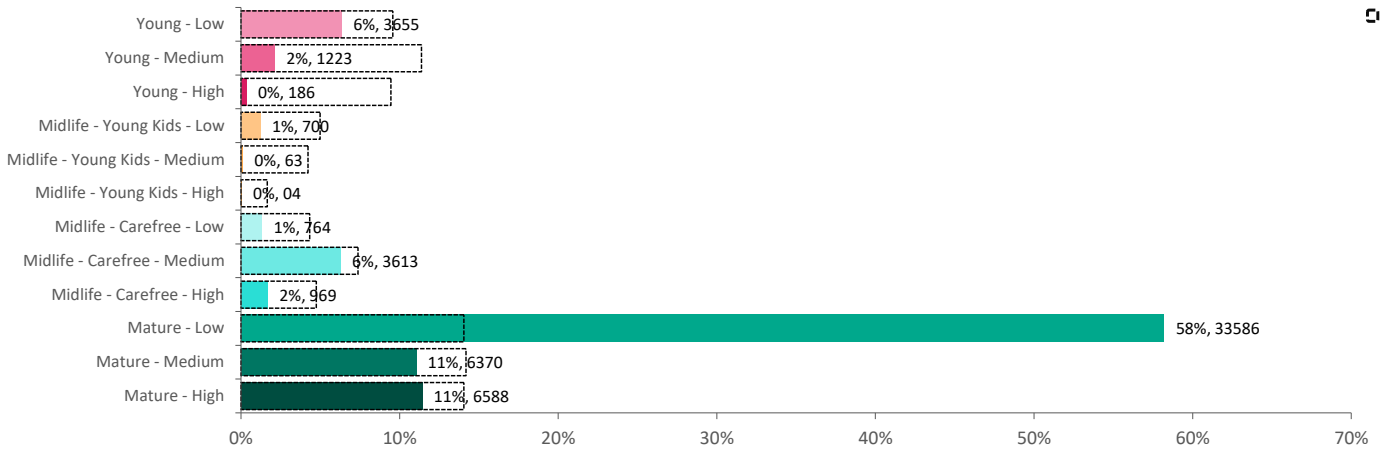
Base: GB



Mobile Data Summary - Canal Inn

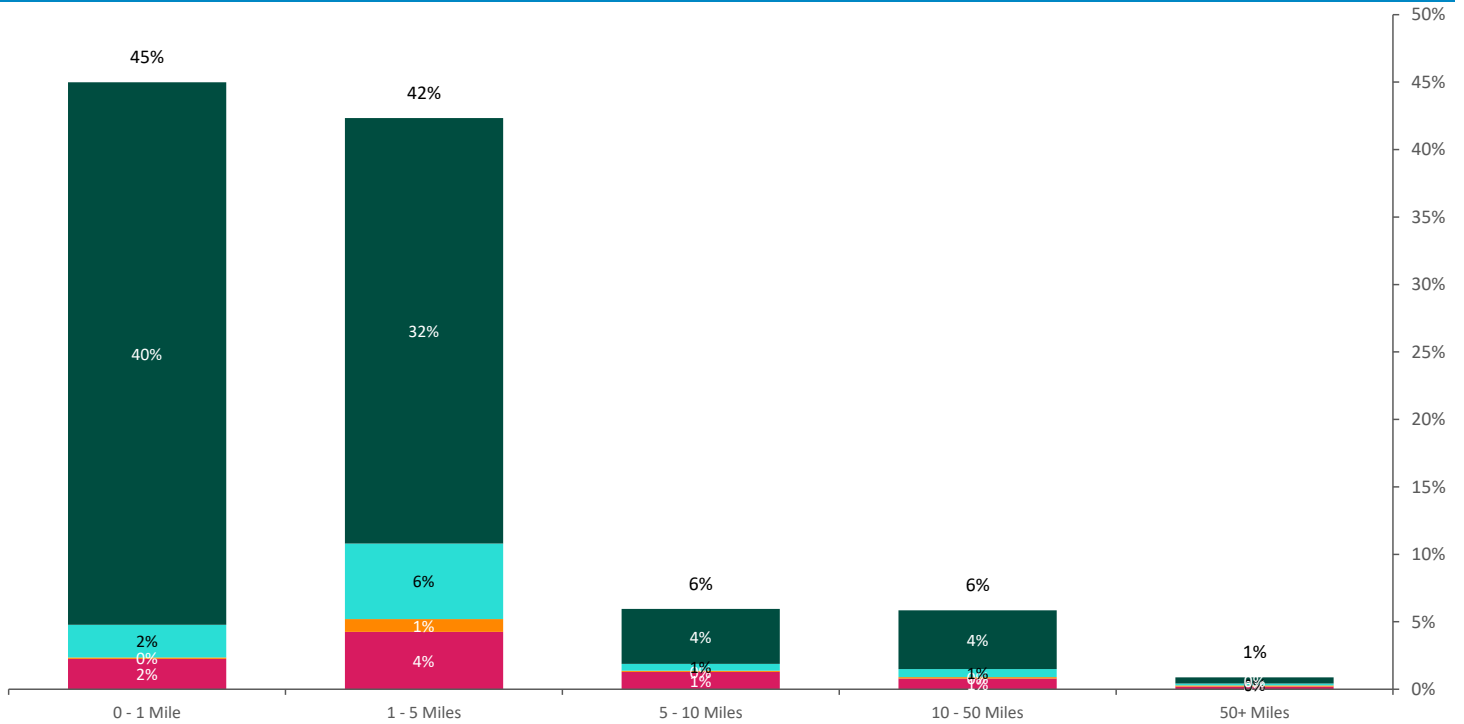
Polaris Plus Profile

GB %



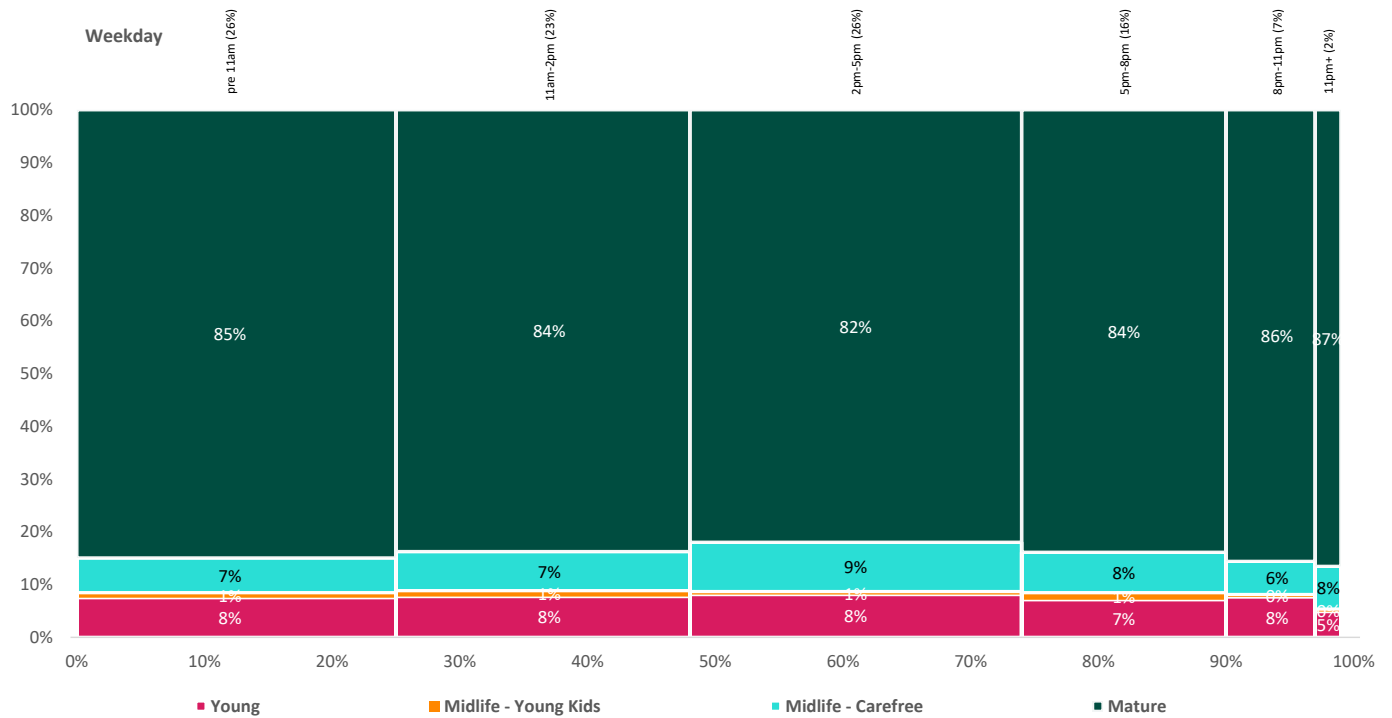
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



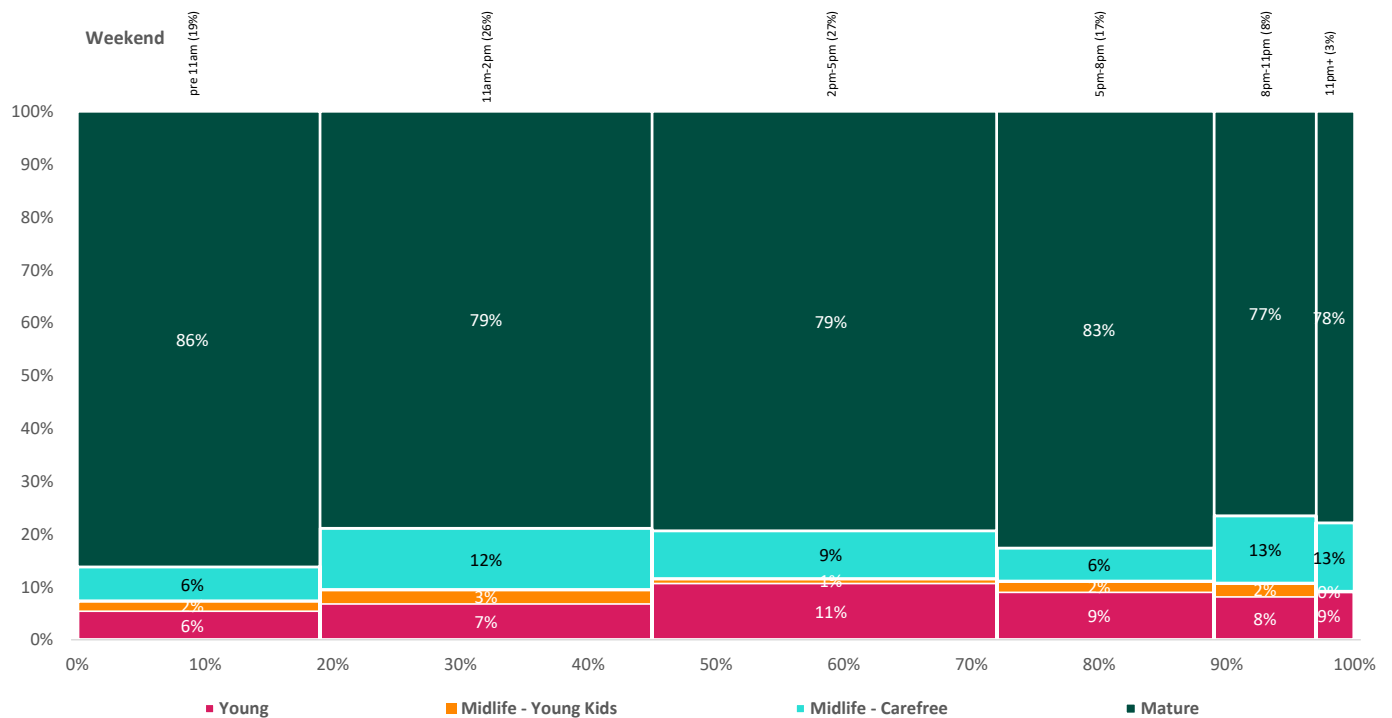
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		11.940	10.380	11.574	7.479	3.273	1.004	45.650
Midlife - Carefree		928	919	1.319	683	240	94	4.184
Midlife - Young Kids		135	141	80	119	17	5	497
Young		1.056	957	1.145	634	293	57	4.141
All		14.059	12.396	14.118	8.916	3.823	1.160	54.472

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		3.206	4.006	4.109	2.637	1.183	441	15.582
Midlife - Young Kids		241	594	474	202	198	74	1.782
Midlife - Carefree		66	128	38	61	37	0	330
Mature		207	353	559	292	128	52	1.590
All		3.720	5.081	5.180	3.192	1.545	567	19.284

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

Polaris Plus Summary - Canal Inn

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

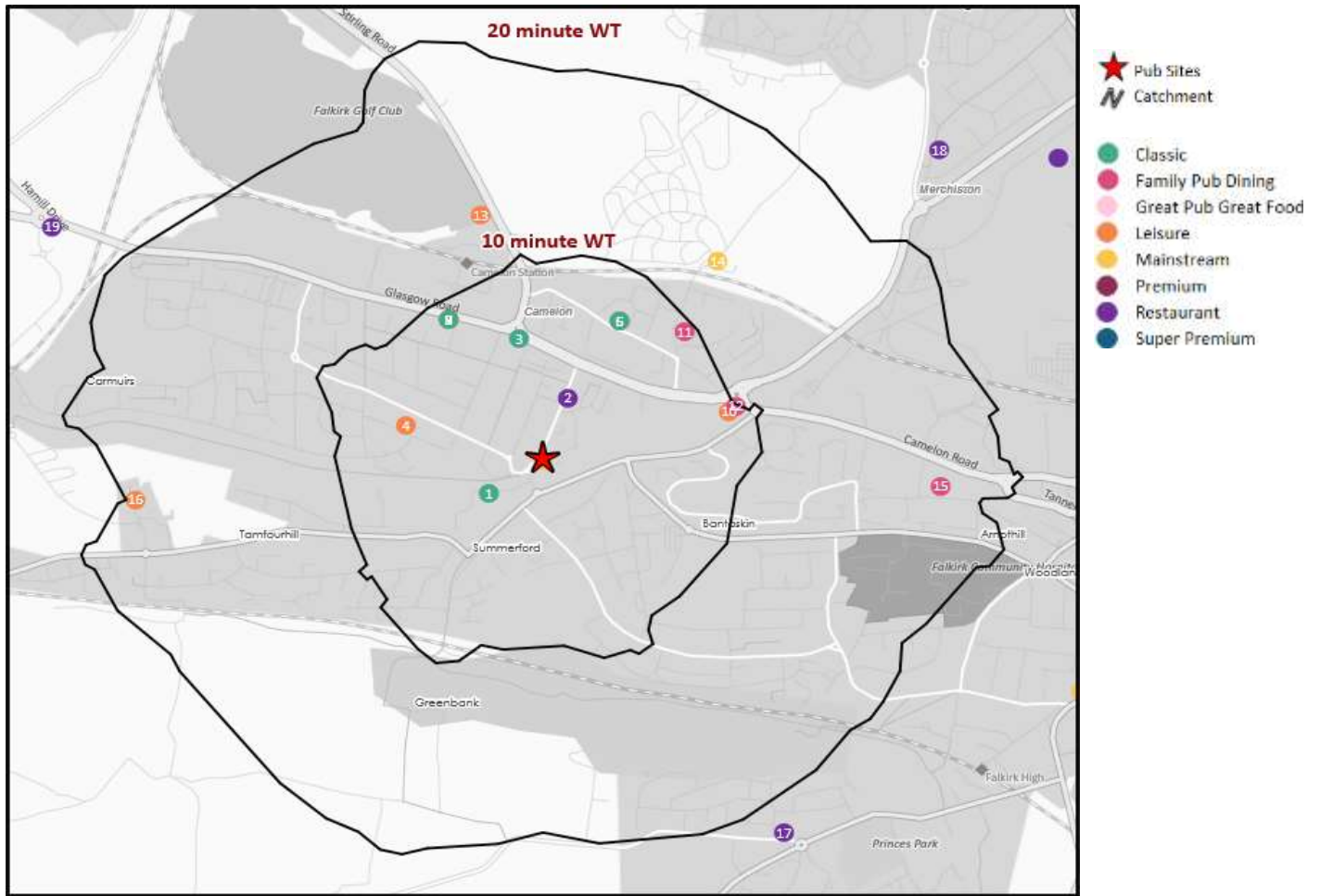
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	163	284	11.139	42	32	62
Medium	85	233	8.505	20	23	42
High	0	98	799	0	16	7
Midlife - Young Kids						
Low	21	39	3.155	10	8	31
Medium	0	0	105	0	0	1
High	0	0	0	0	0	0
Midlife - Carefree						
Low	36	36	1.715	21	9	22
Medium	26	62	16.409	9	9	125
High	27	282	1.361	15	67	16
Mature						
Low	3.199	6.732	82.464	601	545	333
Medium	85	654	27.677	14	46	96
High	197	600	28.402	33	44	103
Not Private Households	97	127	1.331	230	130	68
Total	3.936	9.147	183.062			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Canal Inn



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	Canal Inn	FK 1 4QU	Star Pubs & Bars	Mainstream	0,0%	0,0%	0,00
1	Union Inn	FK 1 4QZ	Independent Free	Classic	0,0%	0,0%	0,12
2	Yang Sing	FK 1 4QG	Independent Free	Restaurant	0,0%	0,0%	0,13
3	Roman Bar	FK 1 4QJ	Independent Free	Classic	2,9%	96,7%	0,25
4	Camelon Juniors Football Club	FK 1 4NP	Independent Free	Leisure	2,4%	90,0%	0,27
5	Slamannan Bowling Club	FK 1 4DA	Independent Free	Leisure	0,0%	0,0%	0,32
6	Camelon Labour Party Social Club	FK 1 4DA	Independent Free	Classic	5,5%	84,1%	0,32
7	Tenpin	FK 1 4HJ	Tenpin Ltd	Leisure	0,0%	0,0%	0,33
8	Falkirk District Indoor Bowl Club	FK 1 4HJ	Independent Free	Leisure	0,0%	0,0%	0,33
9	Mariner Bar	FK 1 4HJ	Kingdom Taverns	Classic	0,0%	0,0%	0,33
10	Camelon Bowling Club	FK 1 4DN	Independent Free	Leisure	2,5%	91,6%	0,37
11	Copper Top	FK 1 4BN	Star Pubs & Bars	Family Pub Dining	26,7%	71,6%	0,37
12	Premier Inn	FK 1 4DS	Whitbread Hotels	Family Pub Dining	0,4%	2,0%	0,38
13	Falkirk Golf Club	FK 2 7YP	Independent Free	Leisure	0,0%	0,0%	0,51
14	Falkirk Rugby Club	FK 2 7YW	Independent Free	Mainstream	1,6%	67,9%	0,52
15	Park Hotel	FK 1 5RY	*Other Small Retail Groups	Family Pub Dining	18,0%	46,3%	0,76
16	Falkirk Wheel	FK 1 4RS	Independent Free	Leisure	0,0%	0,0%	0,78
17	Canada Wood Kitchen And Bar	FK 1 5NL	Independent Free	Restaurant	0,0%	0,0%	0,88
18	Beijing Villa	FK 2 7JP	Independent Free	Restaurant	7,0%	97,2%	0,98
19	Boardwalk	FK 1 4AD	Independent Free	Restaurant	29,1%	69,8%	1,04
20	Cheerz	FK 1 1EY	Independent Free	Classic	3,8%	94,9%	1,06

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 - Canal Inn

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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+	3.936	9.147	183.062
Number of Competition Pubs	14	17	221
Adults 18+ per Competition Pub	281	538	828

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	424	10,8%	137
Family Pub Dining	2	472	12,0%	132
Great Pub Great Food	0	526	13,4%	80
Leisure	6	377	9,6%	95
Mainstream	1	703	17,9%	128
Premium	0	491	12,5%	87
Restaurant	1	759	19,3%	84
Super Premium	0	84	2,1%	55

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Great Pub Great Food	0	1.319	14,4%	86
Leisure	6	893	9,8%	97
Mainstream	2	1.586	17,3%	124
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Restaurant	2	1.828	20,0%	87
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Family Pub Dining	21	19.187	10,5%	115
Great Pub Great Food	9	29.266	16,0%	96
Leisure	59	18.637	10,2%	101
Mainstream	46	29.209	16,0%	114
Premium	3	25.013	13,7%	96
Restaurant	33	38.608	21,1%	92
Super Premium	0	5.527	3,0%	77

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."
	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"
Product needs	- 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
	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.	
	