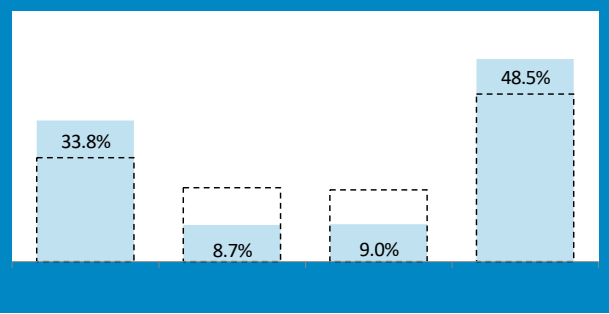
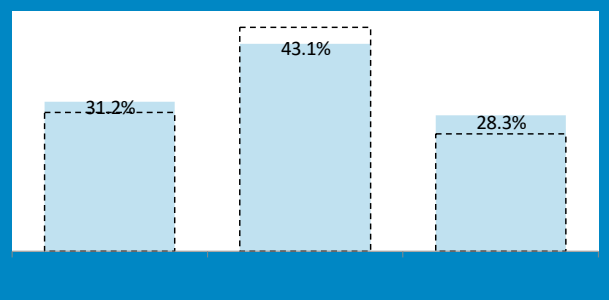
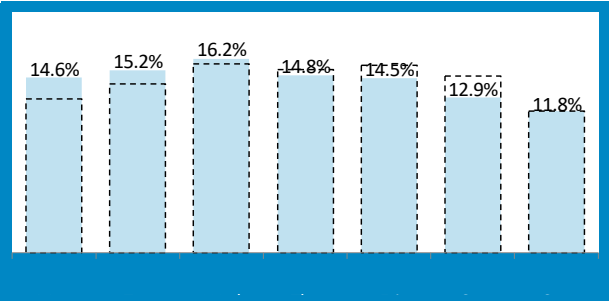


Area Quick Stats

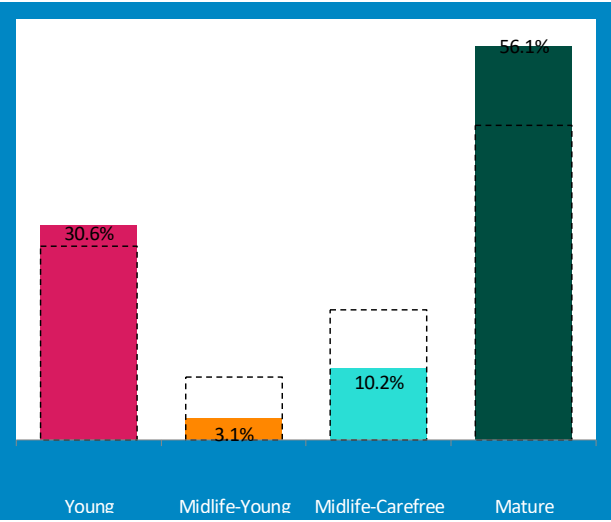
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,155	5,344
Adult Pop		4,102	4,529
Affluence	Low	35%	33%
	Medium	43%	38%
	High	19%	27%
Young		24%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		19%	16%
Mature		55%	44%
Competition Count		1	43

Visitors

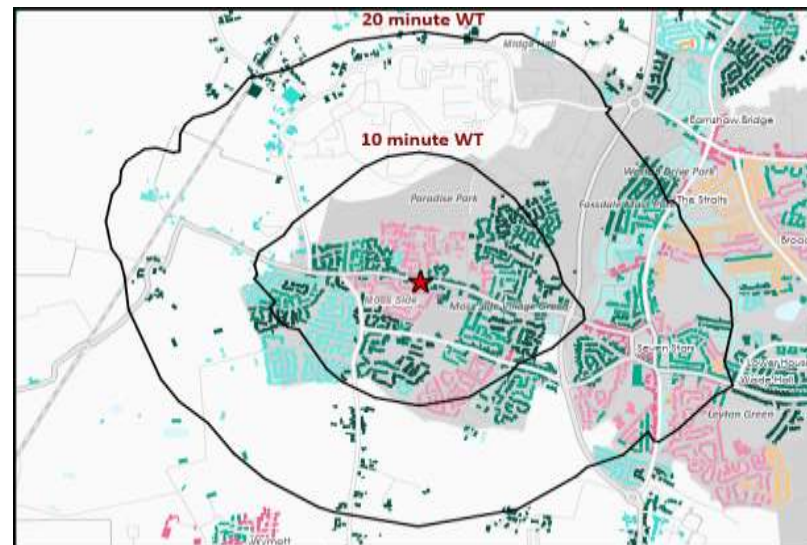
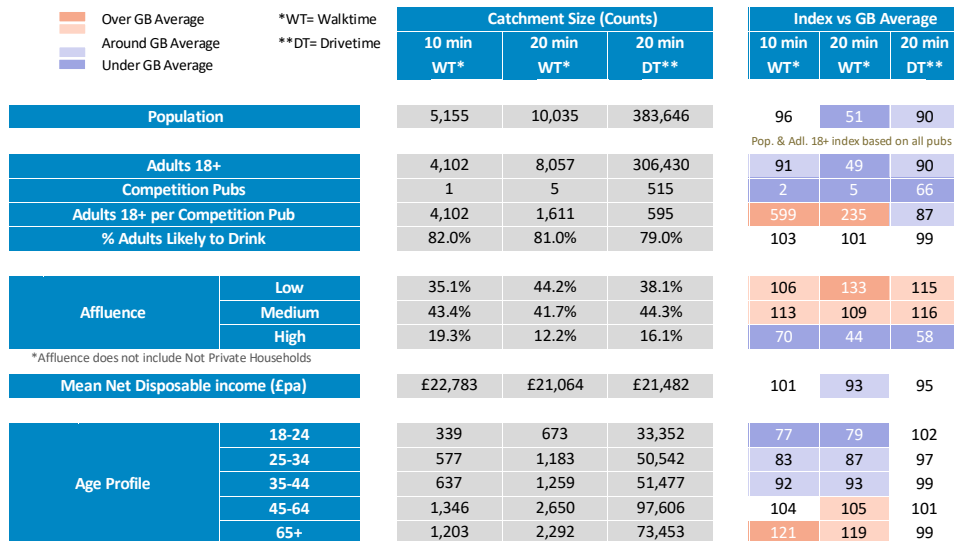


Spend Profile

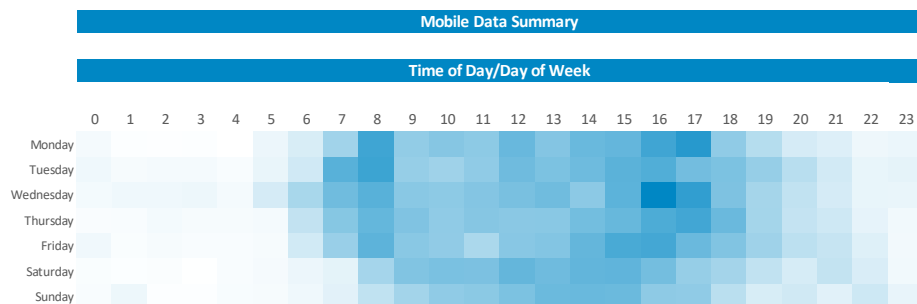
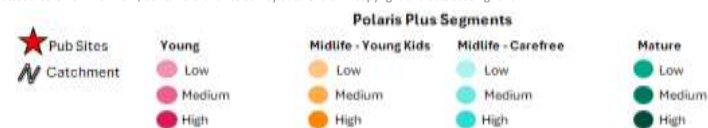
	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	6	27



Catchment Summary - Dunkirk Hall



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	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT
Young	989	2,124	78,633	87	95	92
Midlife - Young	0	121	27,876	0	14	83
Midlife - Carefree	762	1,435	50,847	118	113	105
Mature	2,260	4,220	144,299	124	118	106
Not Private Households	91	157	4,775	18,336	16,106	12,879
Total	4,102	8,057	306,430			

STAR
— RIPS —

Per Pub - Dunkirk Hall

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment	
Adults 18+	4,102	8,057	306,430	
Number of Competition Pubs	1	5	515	
Adults 18+ per Competition Pub	4,102	1,611	595	

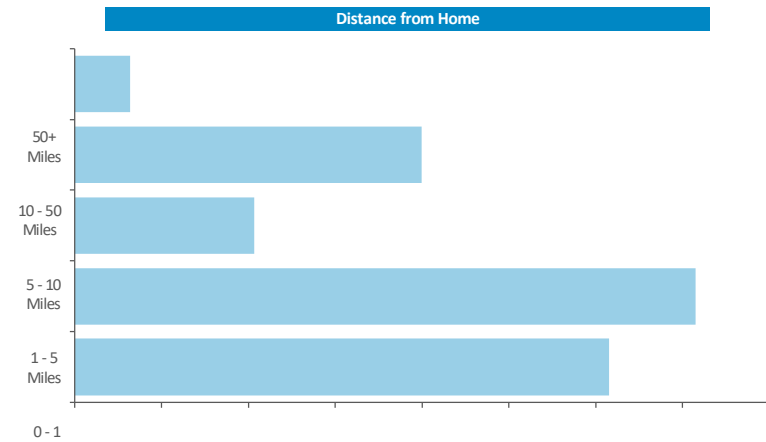
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	333	8.1%	103
Family Pub Dining	0	396	9.7%	106
Great Pub Great Food	0	687	16.8%	100
Leisure	0	424	10.3%	103
Mainstream	1	585	14.3%	102
Premium	0	560	13.7%	96
Restaurant	0	888	21.7%	94
Super Premium	0	137	3.3%	85

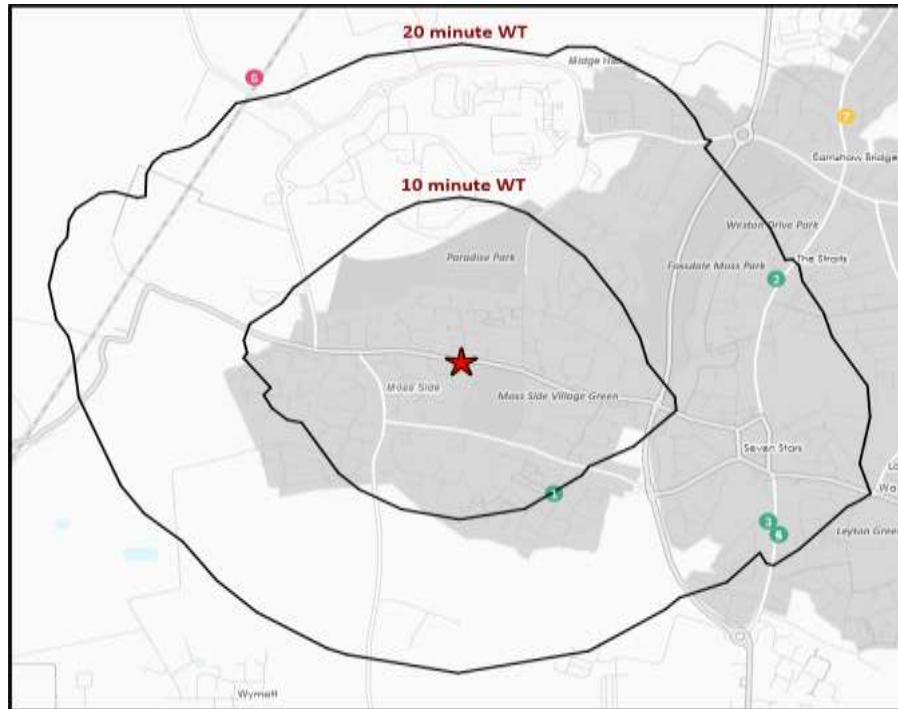
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	740	9.2%	117
Family Pub Dining	1	824	10.2%	113
Great Pub Great Food	0	1,252	15.5%	93
Leisure	0	816	10.1%	101
Mainstream	1	1,224	15.2%	109
Premium	0	1,080	13.4%	94
Restaurant	0	1,724	21.4%	93
Super Premium	0	238	3.0%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	156	27,675	9.0%	115
Family Pub Dining	27	30,042	9.8%	108
Great Pub Great Food	21	48,183	15.7%	94
Leisure	75	30,830	10.1%	100
Mainstream	124	45,993	15.0%	108
Premium	35	41,875	13.7%	96
Restaurant	76	67,374	22.0%	96
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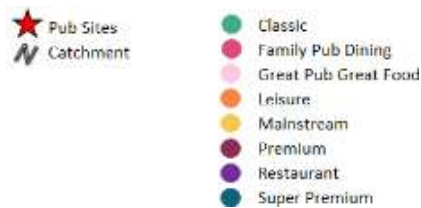


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Competition - Dunkirk Hall



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
18	Market Ale House	PR25 2SB	Independent Free	Mainstream	24.4%	1.56
19	Gables	PR25 2SD	Punch Pub Company	Mainstream	15.6%	1.58
6	Midge Hall	PR26 6TN	Trust Inns Limited	Family Pub Dining	13.4%	0.83
2	Broadfield Arms	PR25 1XH	Blind Tiger Inns	Classic	10.2%	0.72
0	Dunkirk Hall	PR26 7SN	Star Pubs & Bars	Mainstream	9.3%	0.00
7	Wheatsheaf Hotel	PR26 8PH	Star Pubs & Bars	Mainstream	7.0%	1.04
4	Seven Stars	PR25 1TA	Stonegate Pub Company	Classic	6.2%	0.81
11	Fox and Lion	PR25 2EN	Star Pubs & Bars	Classic	4.7%	1.45
15	Leyland Conservative Club	PR25 2LR	Independent Free	Classic	4.5%	1.47
5	Crofters Arms	PR25 1TA	Star Pubs & Bars	Classic	2.9%	0.81
20	Lancashire Football Association	PR25 2LF	Independent Free	Mainstream	1.6%	1.61
1	Leyland Warriors	PR26 7XU	Independent Free	Classic	0.4%	0.37
3	Masonic Association	PR25 1TB	Independent Free	Classic	0.0%	0.77
8	St Marys Community Centre	PR25 1PD	Independent Free	Classic	0.0%	1.13
9	St Marys Priory Parish Centre	PR25 1PD	Independent Free	Classic	0.0%	1.13
10	Leyland Fox Lane Sports and Soc	PR25 1HB	Independent Free	Leisure	0.0%	1.26
12	Withy Arms	PR25 3EL	Independent Free	Great Pub Gre	0.0%	1.46
13	Worden Arts and Craft Centre	PR25 1DJ	Independent Free	Leisure	0.0%	1.47
14	Worden Park	PR25 1DJ	Independent Free	Leisure	0.0%	1.47
16	Barristers	PR25 2LR	Independent Free	Classic	0.0%	1.47
17	Fat Sams	PR25 2FN	Independent Free	Restaurant	0.0%	1.49

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

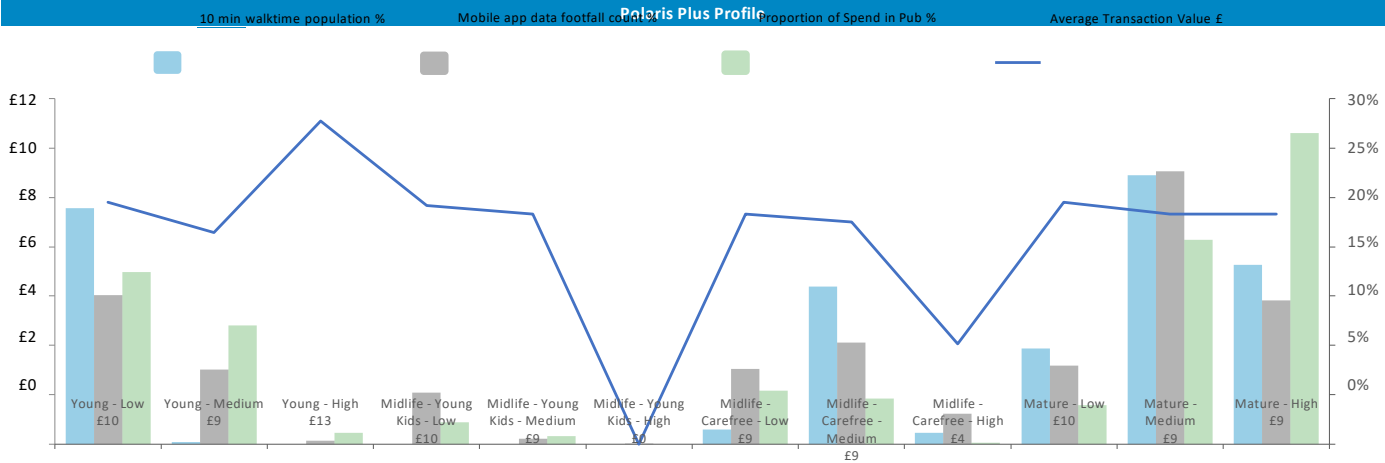
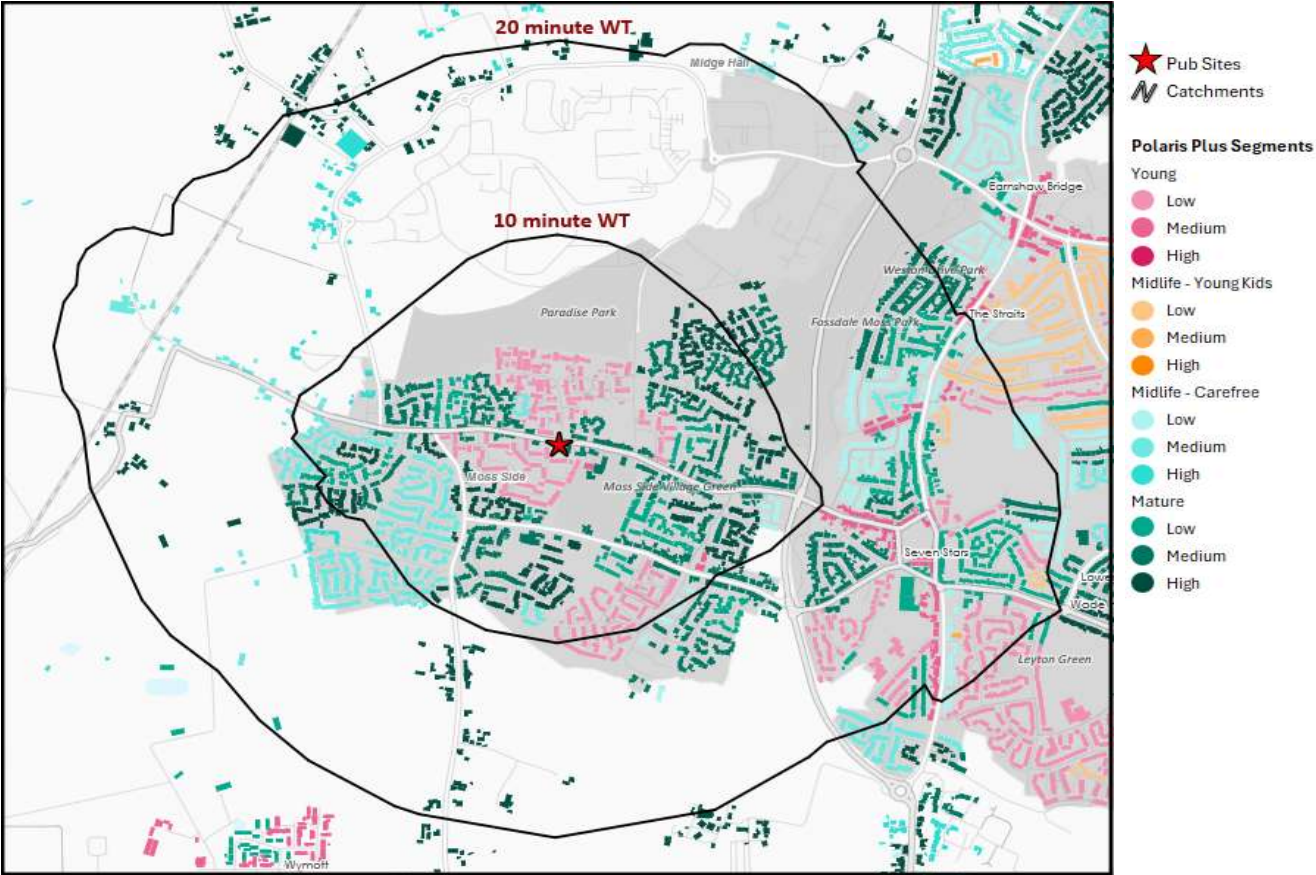
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Catchment Summary - Dunkirk Hall



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
105519	Dunkirk Hall	PR26 7SN	Star Pubs & Bars	Mainstream	10



See the Glossary page for further information on the above variables

Catchment Summary - Dunkirk Hall

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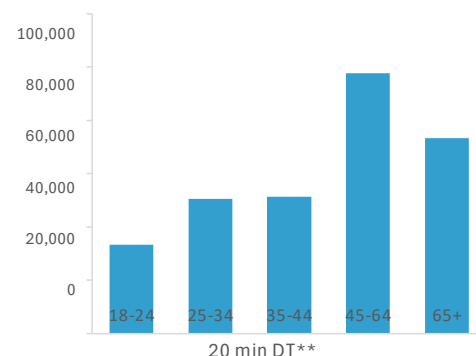
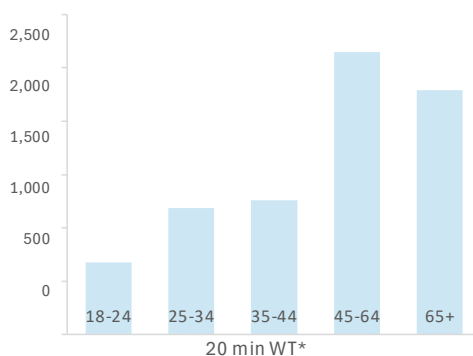
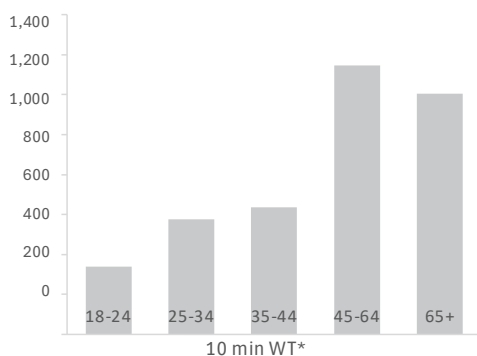
Over GB Average
Around GB Average
Under GB Average

*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		5,155	10,035	383,646	96	51	90
Adults 18+		4,102	8,057	306,430	91	49	90
Competition Pubs		1	5	515	2	5	66
Adults 18+ per Competition Pub		4,102	1,611	595	599	235	87
% Adults Likely to Drink		82.0%	81.0%	79.0%	103	101	99
Affluence	Low	35.1%	44.2%	38.1%	106	133	115
	Medium	43.4%	41.7%	44.3%	113	109	116
	High	19.3%	12.2%	16.1%	70	44	58
Mean Net Disposable income (£pa)		£22,783	£21,064	£21,482	101	93	95
Age Profile	18-24	339	673	33,352	77	79	102
	25-34	577	1,183	50,542	83	87	97
	35-44	637	1,259	51,477	92	93	99
	45-64	1,346	2,650	97,606	104	105	101
	65+	1,203	2,292	73,453	121	119	99

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



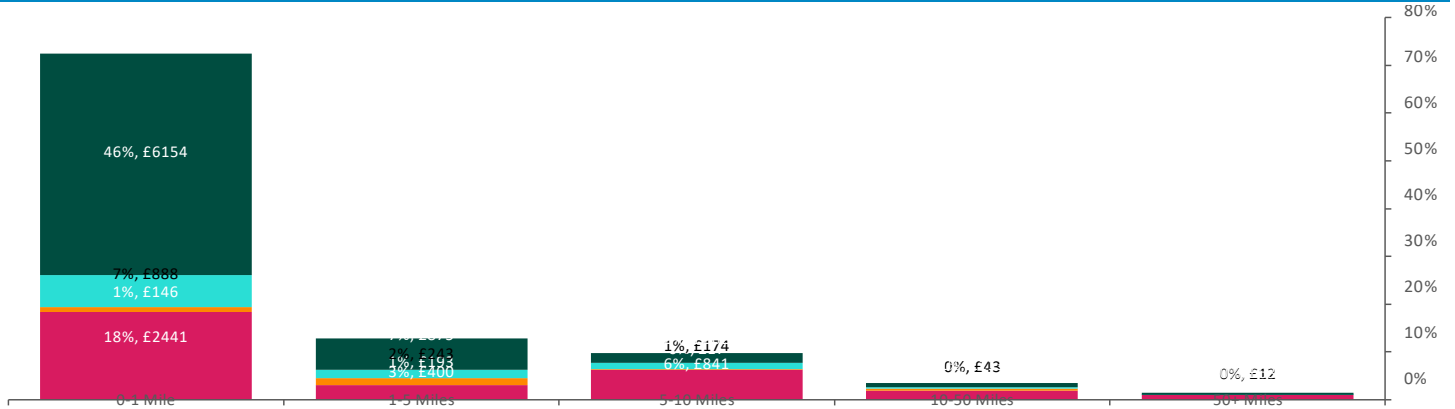
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,600 (50%)	4,929 (49%)	190,784 (50%)	103	100	101
	Female	2,555 (50%)	5,106 (51%)	192,862 (50%)	97	100	99
Economic Status (16+)	Employed: Full-time	1,455 (34%)	2,840 (34%)	113,447 (36%)	101	101	106
	Employed: Part-time	509 (12%)	963 (12%)	38,037 (12%)	101	97	101
	Self employed	327 (8%)	639 (8%)	23,971 (8%)	83	83	82
	Unemployed	79 (2%)	164 (2%)	6,893 (2%)	68	72	79
	Full-time student	70 (2%)	140 (2%)	9,583 (3%)	66	68	122
	Retired	1,168 (28%)	2,248 (27%)	71,333 (23%)	127	124	104
	Other	628 (15%)	1,310 (16%)	52,348 (17%)	83	89	93
Total Worker Count		1,539	2,804	162,653			

See the Glossary page for further information on the above variables

Transactional Data Summary - Dunkirk Hall

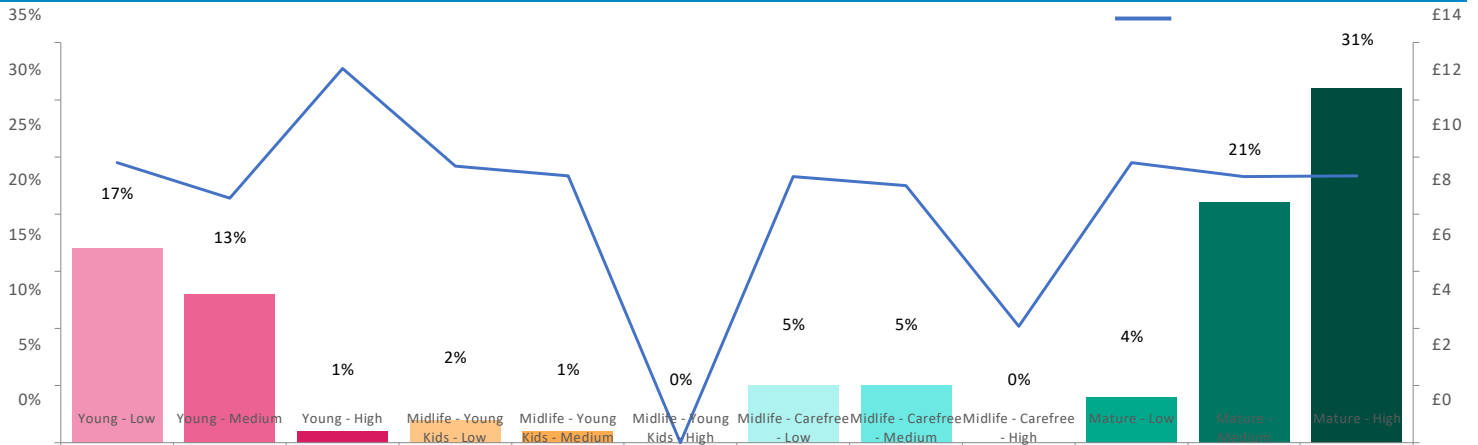
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Spend by Polaris and Distance from Home



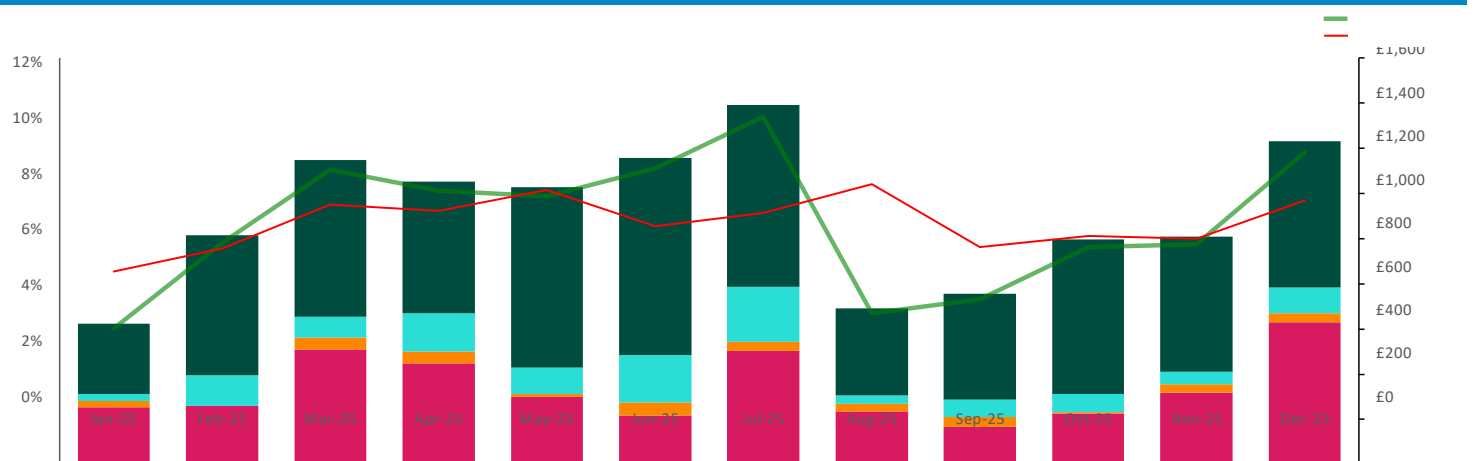
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

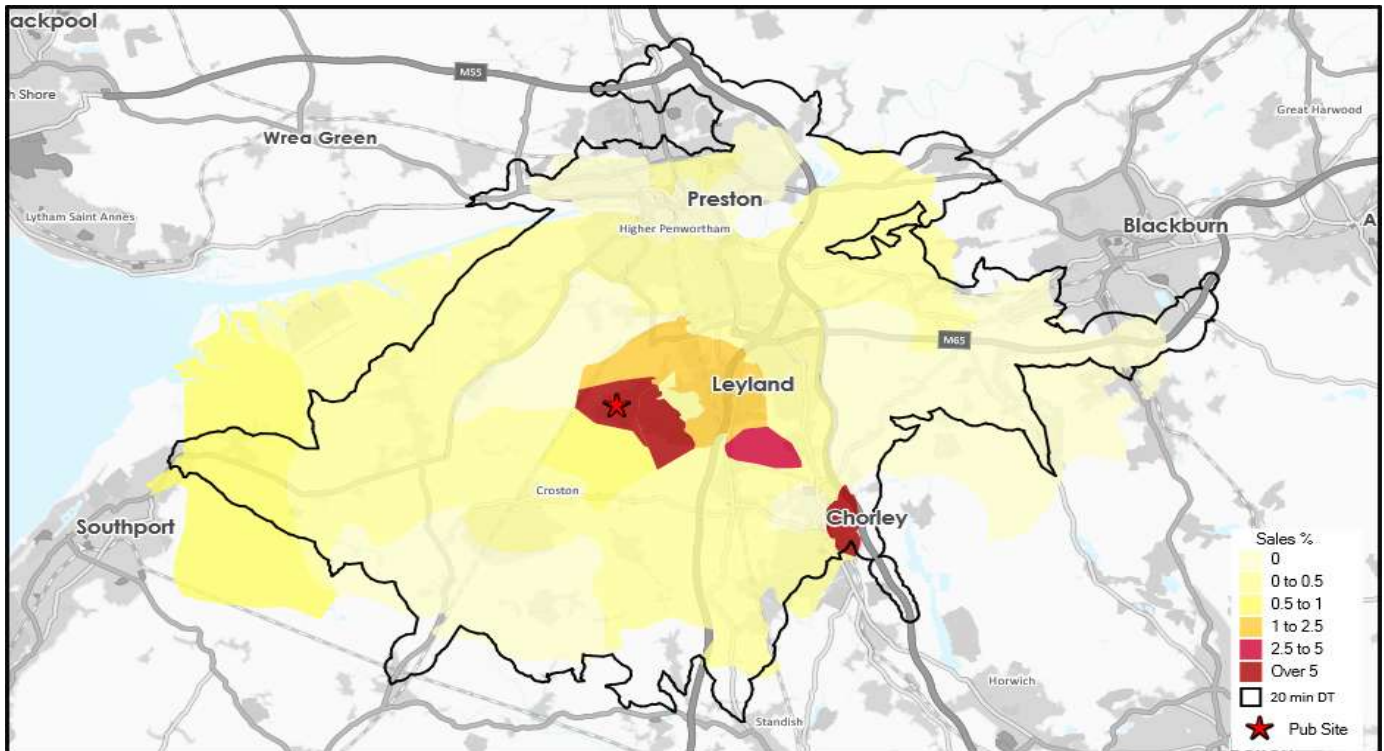


Seasonality of the spend split by month

Transactional Data Maps - Dunkirk Hall

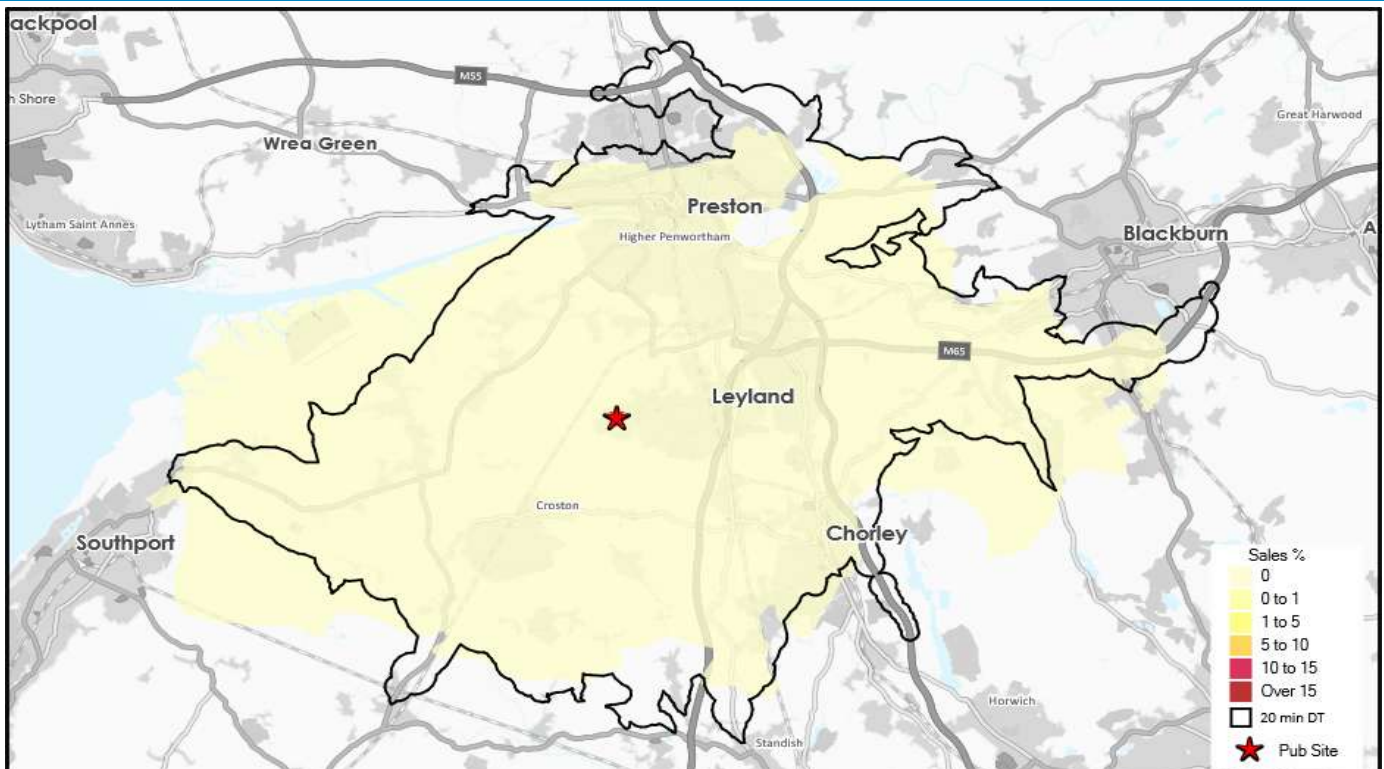
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Dunkirk Hall Share of Spend from Postcode Sectors within 20 minute Drive



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

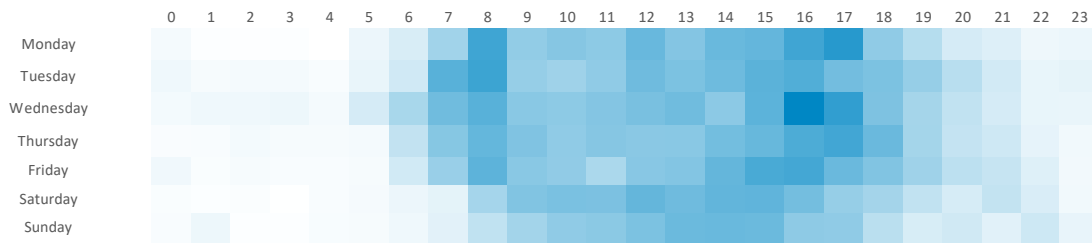
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Dunkirk Hall



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

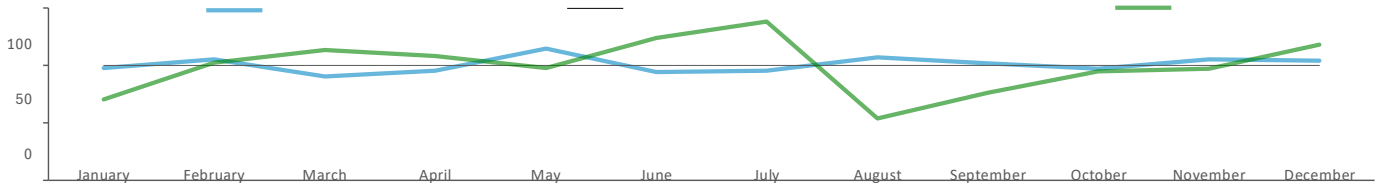
Mobile Data Summary - Dunkirk Hall

Time of Day/Day of Week



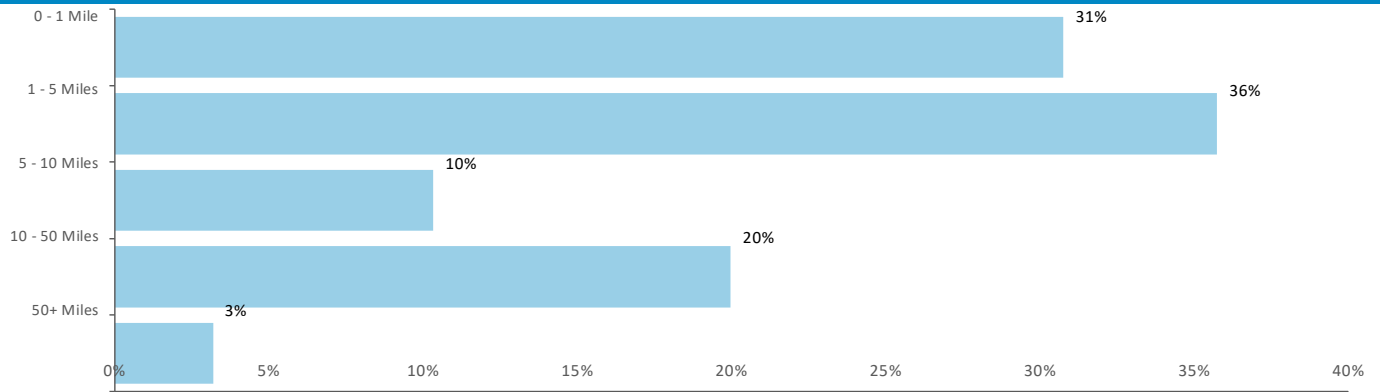
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



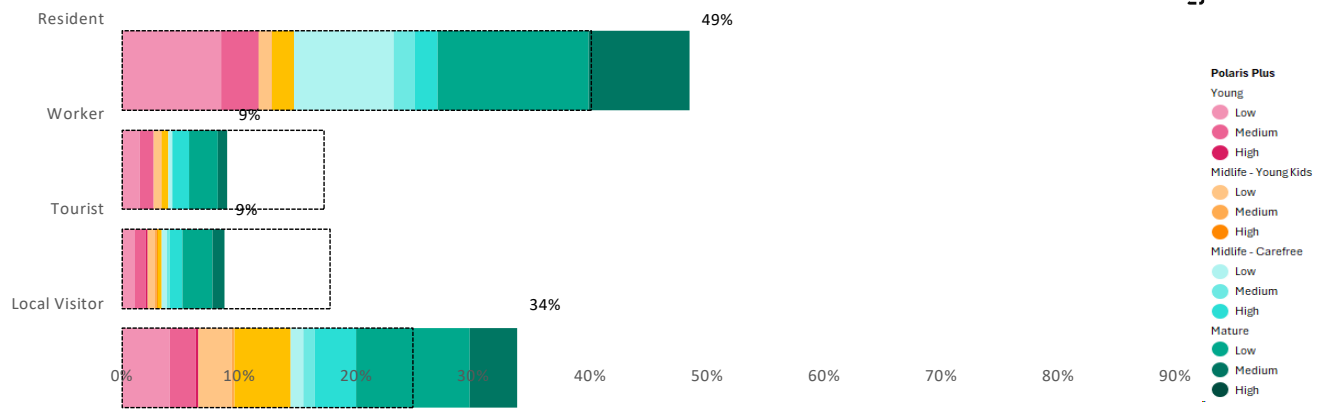
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



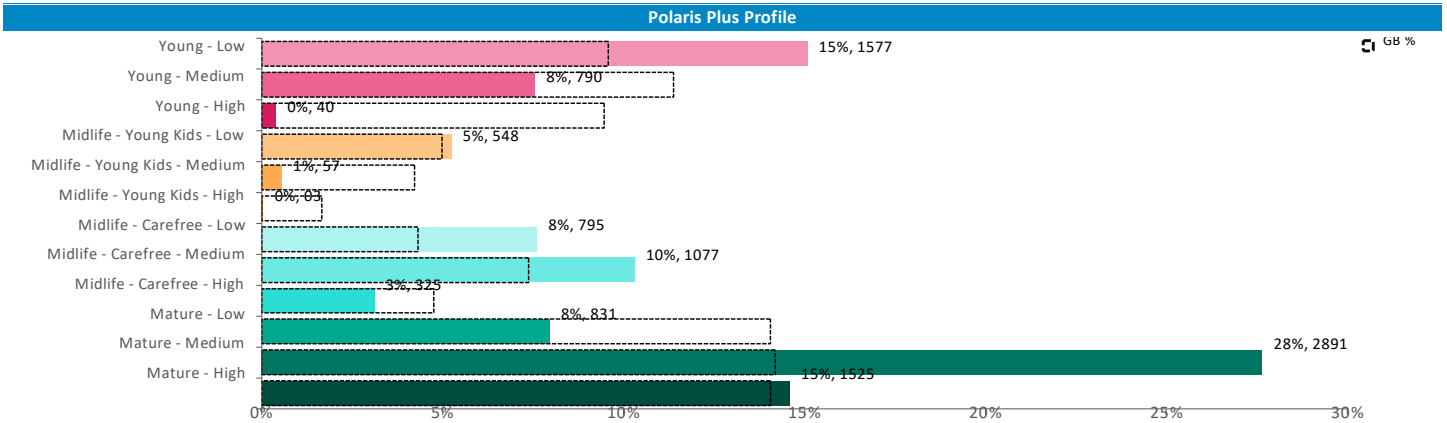
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

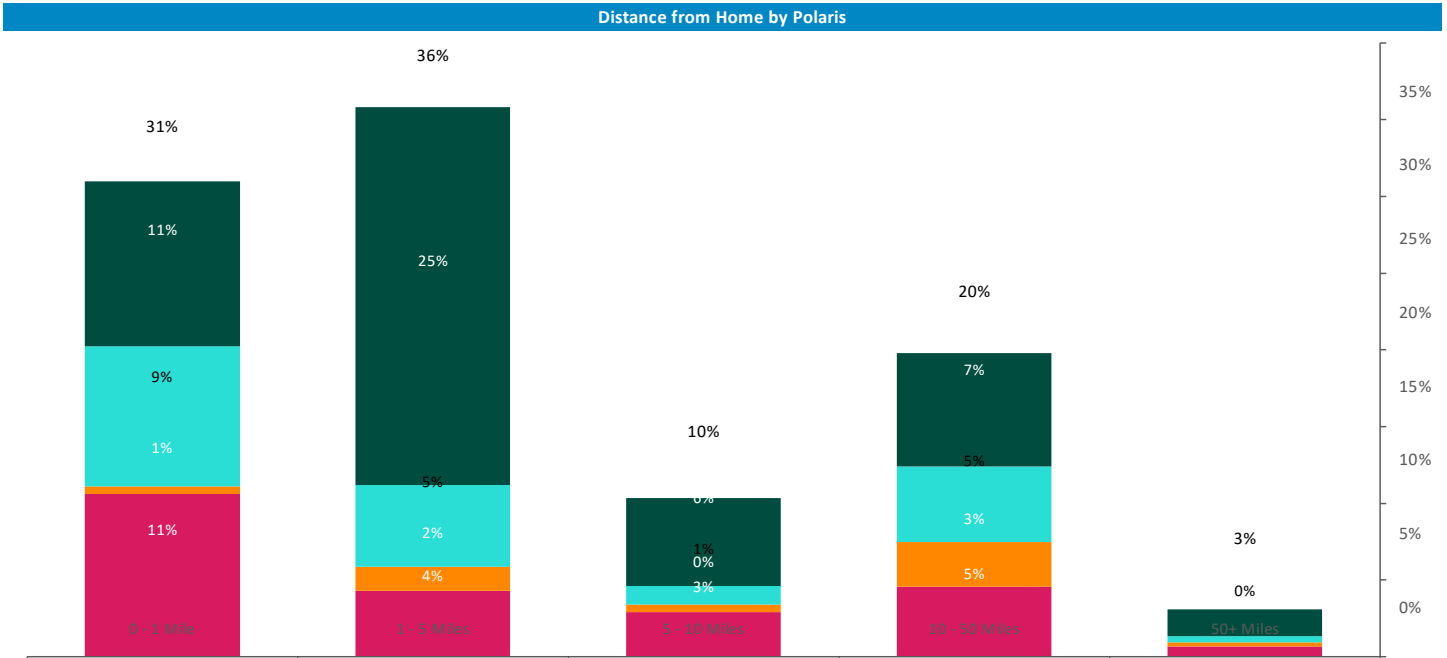


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dunkirk Hall



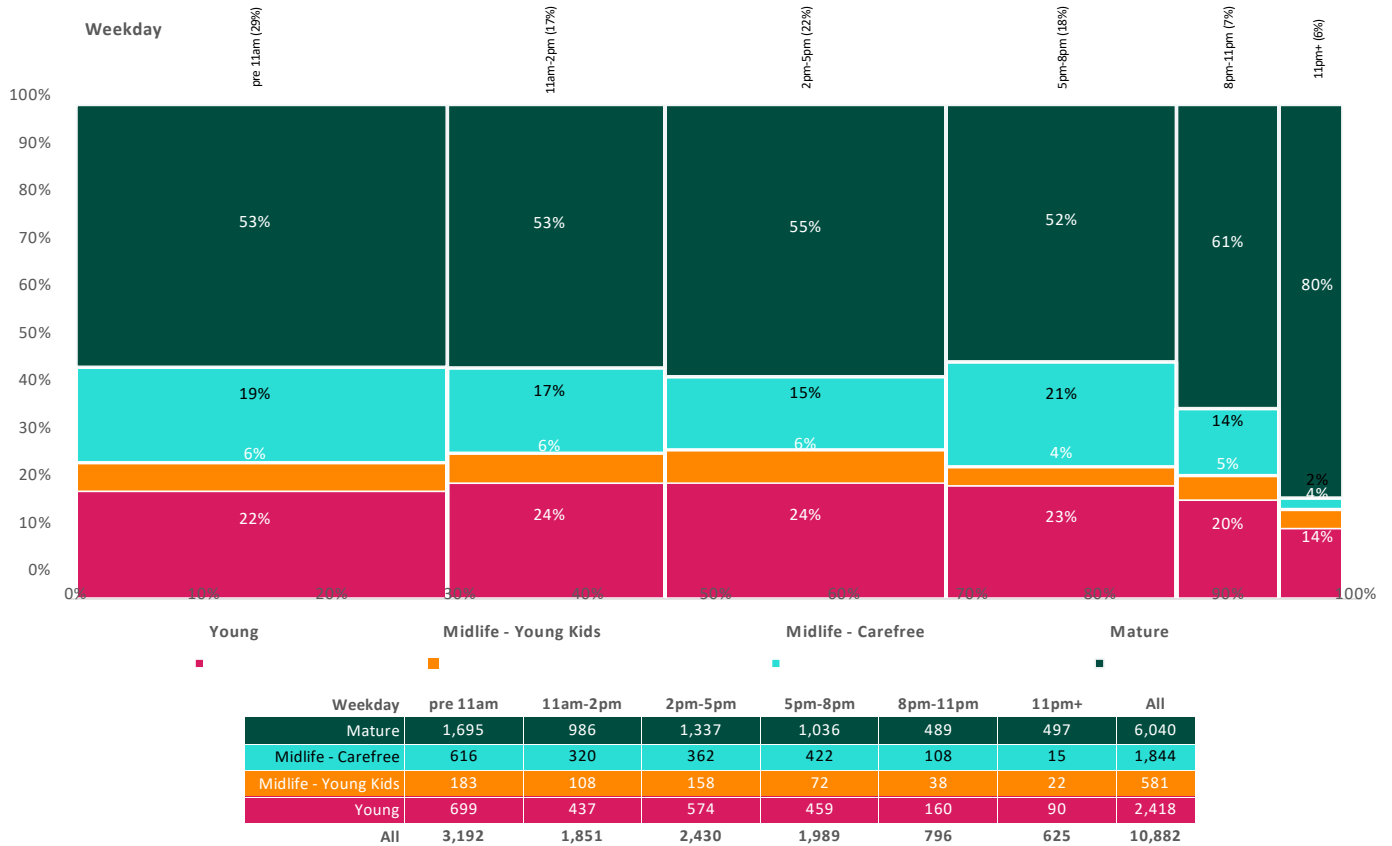
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



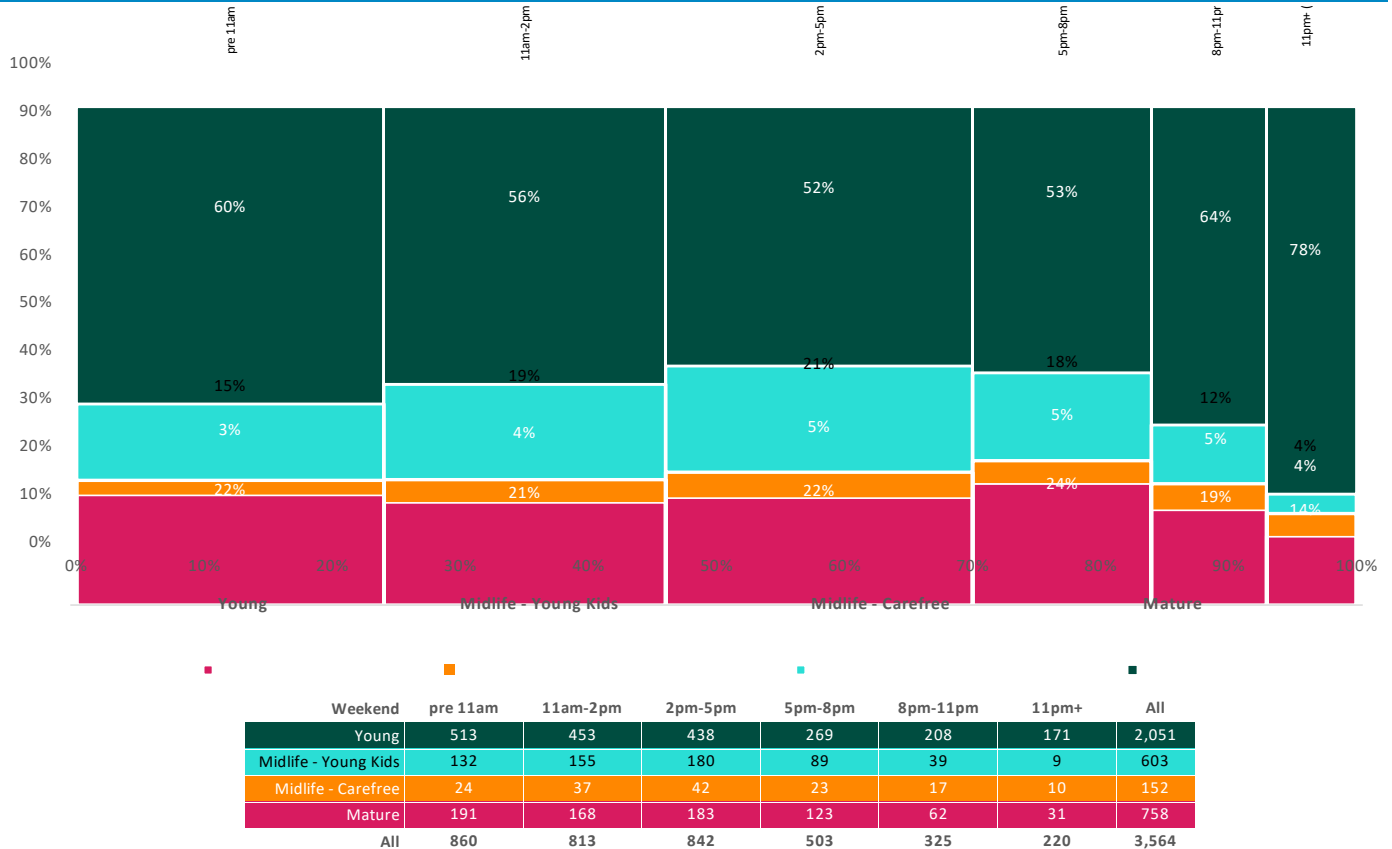
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Dunkirk Hall

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

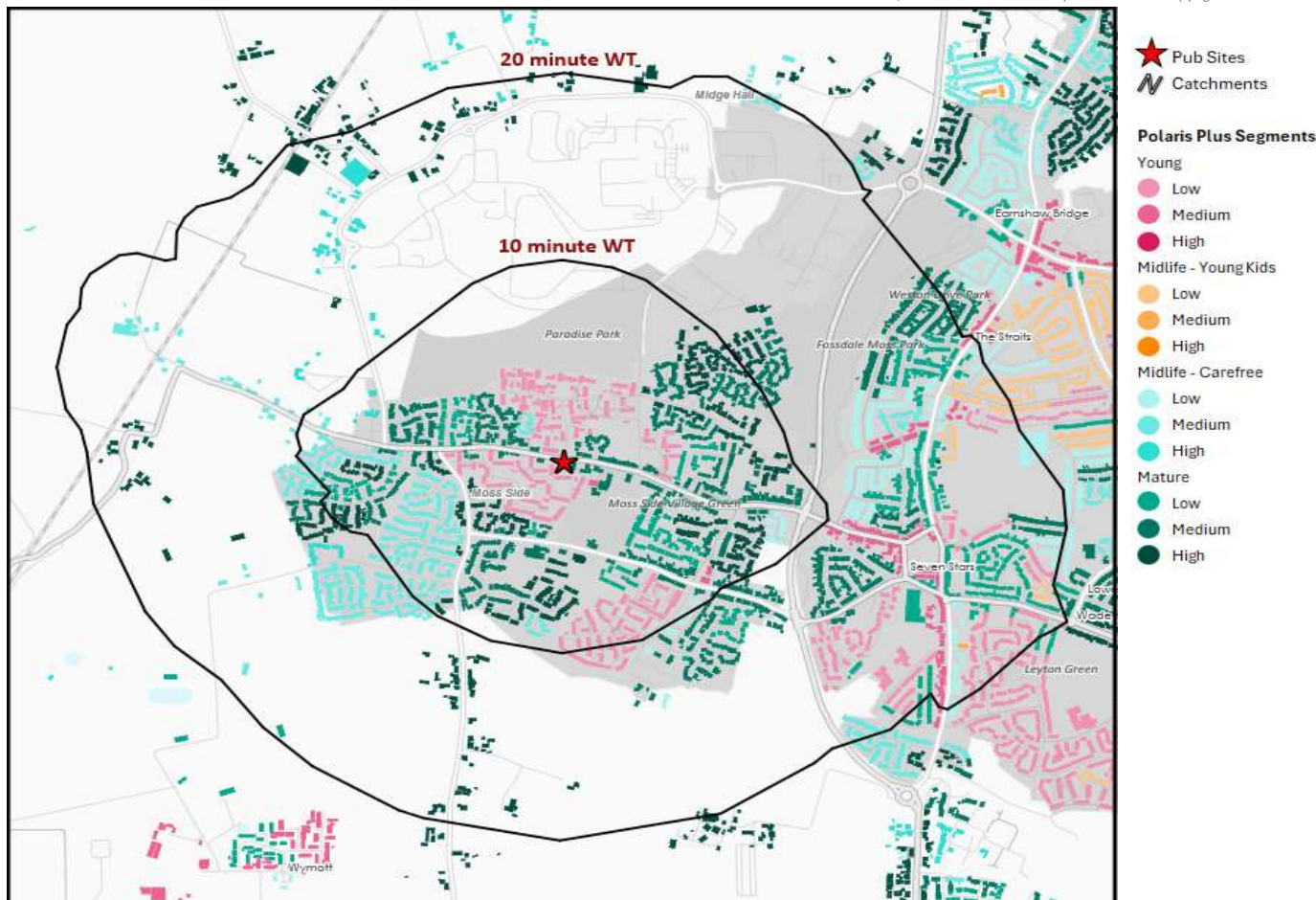


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Dunkirk Hall



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	980	1,749	36,498	243	221	121
Medium	9	375	39,901	2	42	118
High	0	0	2,234	0	0	11
Midlife - Young Kids						
Low	0	106	23,145	0	24	135
Medium	0	15	4,731	0	4	35
High	0	0	0	0	0	0
Midlife - Carefree						
Low	61	489	21,686	35	142	166
Medium	654	881	19,196	223	153	88
High	47	65	9,965	25	18	71
Mature						
Low	399	1,220	35,363	72	112	85
Medium	1,116	2,086	71,932	174	165	150
High	745	914	37,004	121	75	80
Not Private Households	91	157	4,775	207	182	146
Total	4,102	8,057	306,430			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Dunkirk Hall



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	Dunkirk Hall	PR26 7SN	Star Pubs & Bars	Mainstream	9.3%	92.4%	0.00
1	Leyland Warriors	PR26 7XU	Independent Free	Classic	0.4%	67.1%	0.37
2	Broadfield Arms	PR25 1XH	Blind Tiger Inns	Classic	10.2%	94.7%	0.72
3	Masonic Association	PR25 1TB	Independent Free	Classic	0.0%	0.0%	0.77
4	Seven Stars	PR25 1TA	Stonegate Pub Company	Classic	6.2%	94.7%	0.81
5	Crofters Arms	PR25 1TA	Star Pubs & Bars	Classic	2.9%	95.3%	0.81
6	Midge Hall	PR26 6TN	Trust Inns Limited	Family Pub Dining	13.4%	77.4%	0.83
7	Wheatshaf Hotel	PR26 8PH	Star Pubs & Bars	Mainstream	7.0%	91.8%	1.04
8	St Marys Community Centre	PR25 1PD	Independent Free	Classic	0.0%	0.0%	1.13
9	St Marys Priory Parish Centre	PR25 1PD	Independent Free	Classic	0.0%	0.0%	1.13
10	Leyland Fox Lane Sports and Social Club	PR25 1HB	Independent Free	Leisure	0.0%	0.0%	1.26
11	Fox and Lion	PR25 2EN	Star Pubs & Bars	Classic	4.7%	88.2%	1.45
12	Withy Arms	PR25 3EL	Independent Free	Great Pub Great Food	0.0%	0.0%	1.46
13	Worden Arts and Craft Centre	PR25 1DJ	Independent Free	Leisure	0.0%	0.0%	1.47
14	Worden Park	PR25 1DJ	Independent Free	Leisure	0.0%	0.0%	1.47
15	Leyland Conservative Club	PR25 2LR	Independent Free	Classic	4.5%	94.0%	1.47
16	Barristers	PR25 2LR	Independent Free	Classic	0.0%	0.0%	1.47
17	Fat Sams	PR25 2FN	Independent Free	Restaurant	0.0%	0.0%	1.49
18	Market Ale House	PR25 2SB	Independent Free	Mainstream	24.4%	93.7%	1.56
19	Gables	PR25 2SD	Punch Pub Company	Mainstream	15.6%	89.2%	1.58
20	Lancashire Football Association	PR25 2LF	Independent Free	Mainstream	1.6%	27.4%	1.61

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

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Dunkirk Hall

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Over GB Average
Around GB Average
Under GB Average

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Family Pub Dining	27	30,042	9.8%	108
Great Pub Great Food	21	48,183	15.7%	94
Leisure	75	30,830	10.1%	100
Mainstream	124	45,993	15.0%	108
Premium	35	41,875	13.7%	96
Restaurant	76	67,374	22.0%	96
Super Premium	1	9,656	3.2%	80

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 Lifestyle, Energy Levels and Demand.	
Consumer Insight	18-34 year olds <i>Wanting to look good in the group</i> <i>"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."</i>
	35-54 year olds <i>Children under 12 at home</i> <i>"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"</i>
Product needs	35-54 year olds <i>No children under 12 at home</i> <i>"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."</i>
	55+ year olds <i>"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"</i>
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.	