

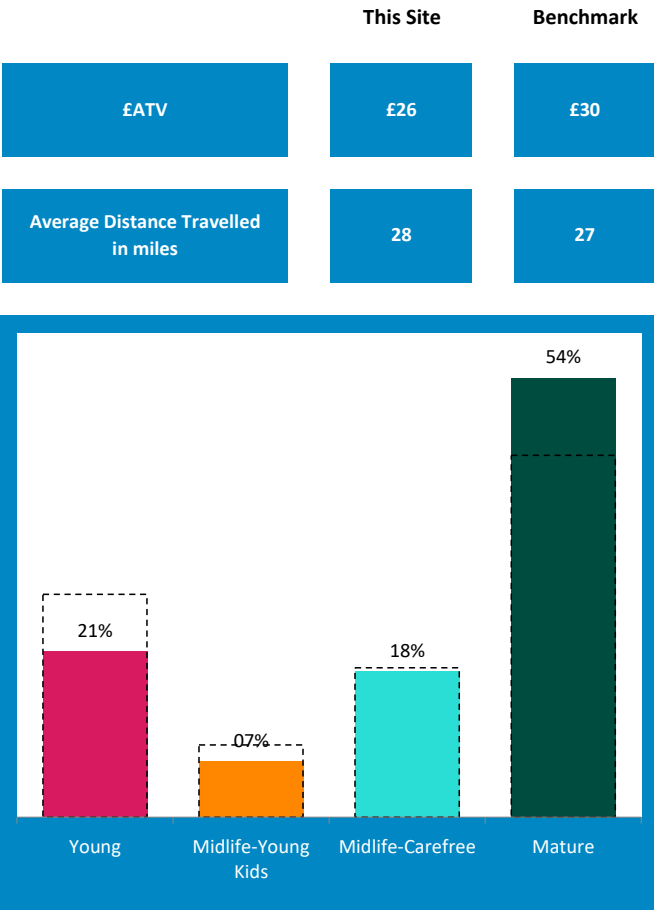
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		687	5.344
Adult Pop		600	4.529
Affluence	Low	4%	33%
	Medium	31%	38%
	High	65%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		18%	16%
Mature		82%	44%
Competition Count		1	43

Visitors



Spend Profile



Catchment Summary - Tavern At Tansley

Over GB Average

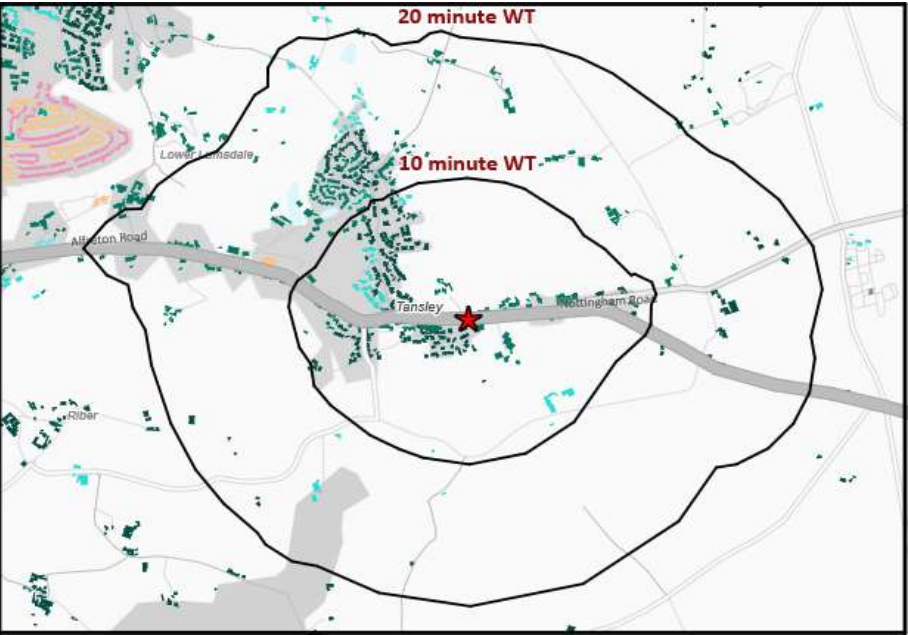
Around GB Average

Under GB Average

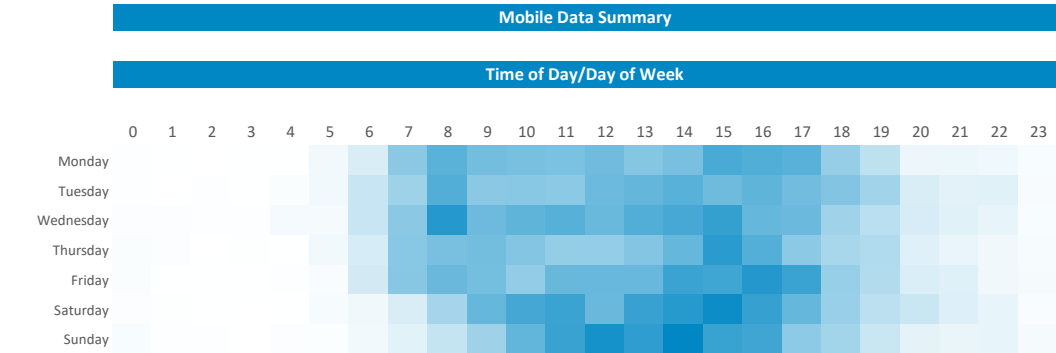
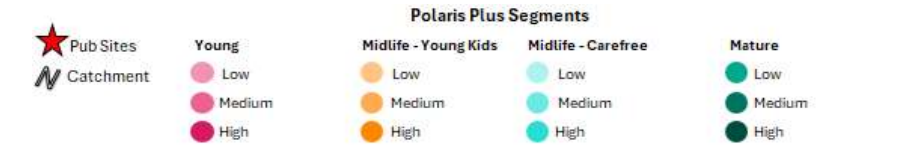
*WT= Walktime

**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**		
687	1.193	181.980	13	6	43		
600			Pop. & Adl. 18+ index based on all pubs				
1	3	266	13	6	44		
600	343	563	2	3	34		
84,0%	84,0%	81,0%	88	50	82		
Affluence	Low	3,8%	2,2%	38,2%	12	7	115
	Medium	31,2%	41,3%	40,3%	81	108	105
	High	65,0%	56,5%	20,7%	237	206	75
Mean Net Disposable income (£pa)			134	136	102		
Age Profile	18-24	31	55	10.935	53	54	71
	25-34	61	98	21.468	66	61	87
	35-44	69	121	21.707	74	75	88
	45-64	208	351	50.494	121	117	110
	65+	231	405	45.108	175	176	129



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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	0	0	15.855	0	0	38
Midlife - Young Kids	0	0	14.431	0	0	88
Midlife - Carefree	107	158	16.750	113	97	71
Mature	493	872	101.599	186	191	153
Not Private Households	0	0	1.077	0	0	5.946
Total	600	1.030	149.712			



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Per Pub - Tavern At Tansley

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Adults 18+	600	1.030	149.712
Number of Competition Pubs	1	3	266
Adults 18+ per Competition Pub	600	343	563

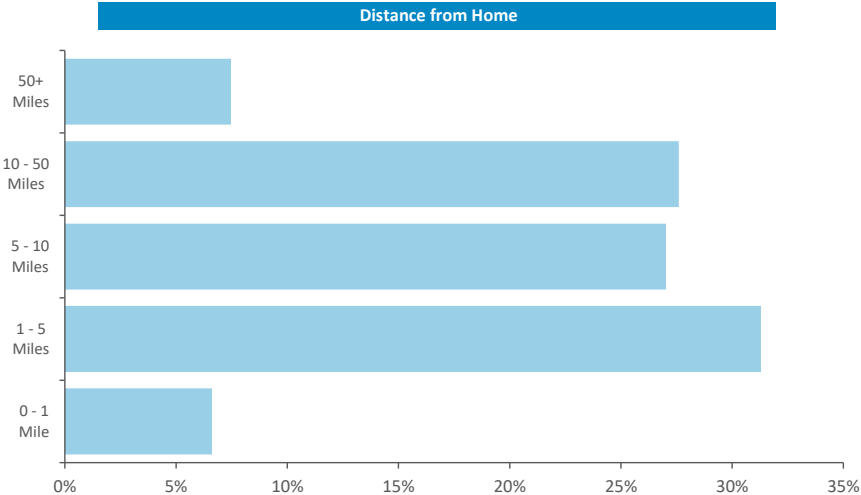
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	23	3,9%	49
Family Pub Dining	0	40	6,7%	74
Great Pub Great Food	1	137	22,8%	136
Leisure	0	67	11,1%	110
Mainstream	0	67	11,2%	81
Premium	0	91	15,2%	106
Restaurant	0	145	24,1%	105
Super Premium	0	30	5,0%	127

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	43	4,1%	53
Family Pub Dining	0	72	7,0%	77
Great Pub Great Food	1	230	22,4%	134
Leisure	0	114	11,1%	110
Mainstream	2	122	11,8%	85
Premium	0	157	15,2%	106
Restaurant	0	244	23,7%	103
Super Premium	0	49	4,7%	120

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	66	12.461	8,3%	106
Family Pub Dining	12	14.590	9,8%	107
Great Pub Great Food	20	25.411	17,0%	101
Leisure	31	15.469	10,3%	103
Mainstream	71	22.531	15,1%	108
Premium	37	20.661	13,8%	97
Restaurant	27	32.681	21,8%	95
Super Premium	2	4.805	3,2%	82



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Competition - Tavern At Tansley



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
1	Gate Inn	DE 4 5FN	*Other Small Retail Groups	Mainstream	20,6%	0,57
7	Matlock Golf Club	DE 4 5LZ	Independent Free	Leisure	14,3%	1,51
20	Cool River Cafe	DE 4 3LT	Independent Free	Restaurant	10,2%	1,77
5	Red Lion	DE 4 3BT	Independent Free	Mainstream	8,2%	1,48
6	Duke Of Wellington	DE 4 3GX	Pub People Co Ltd	Mainstream	7,0%	1,50
12	Maazi	DE 4 3AR	Independent Free	Restaurant	6,4%	1,72
3	Jug and Glass Inn	DE 4 5GJ	Independent Free	Premium	5,5%	1,20
8	Duke William	DE 4 3BZ	Admiral Taverns Ltd	Mainstream	4,2%	1,62
18	Matlock Bistro	DE 4 3LT	Independent Free	Restaurant	4,0%	1,77
4	Hurst Farm Social Club	DE 4 3ED	Independent Free	Mainstream	3,7%	1,26
14	Monk Cellar	DE 4 3LU	Independent Free	Mainstream	2,8%	1,74
19	Bod	DE 4 3LT	Titanic	Mainstream	2,7%	1,77
0	Tavern At Tansley	DE 4 5FR	Star Pubs & Bars	Great Pub Gre.	2,0%	0,00
9	White Lion	DE 4 5JA	Unknown	Premium	2,0%	1,63
16	Remarkable Hare	DE 4 3LT	Independent Free	Mainstream	1,9%	1,77
2	Bentley Brook Brewing Company	DE 4 5EX	Independent Free	Mainstream	1,8%	0,90
15	Thailand No 1	DE 4 3LT	Independent Free	Restaurant	1,8%	1,77
13	Matlock Town Football Club	DE 4 3AR	Independent Free	Leisure	1,0%	1,72
10	Derbyshire County Council	DE 4 3AG	Independent Free	Mainstream	0,0%	1,71
11	Gladiator Social and Football Clu	DE 4 3AR	Independent Free	Leisure	0,0%	1,72
17	Rubigo	DE 4 3LT	Independent Free	Restaurant	0,0%	1,77

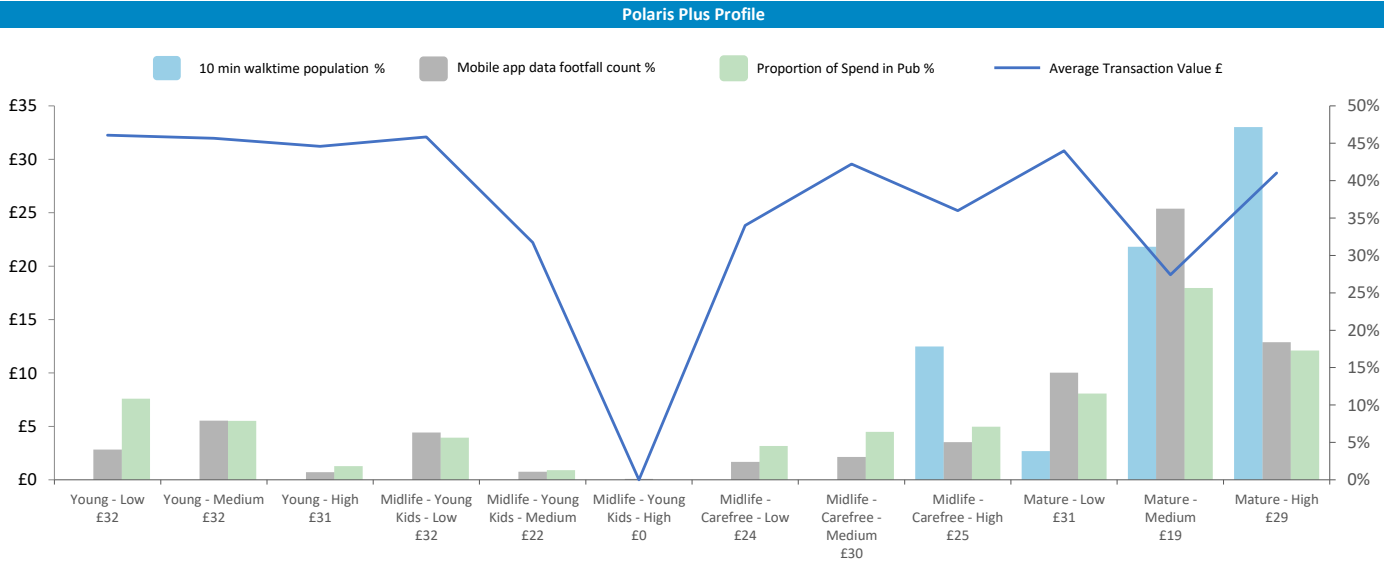
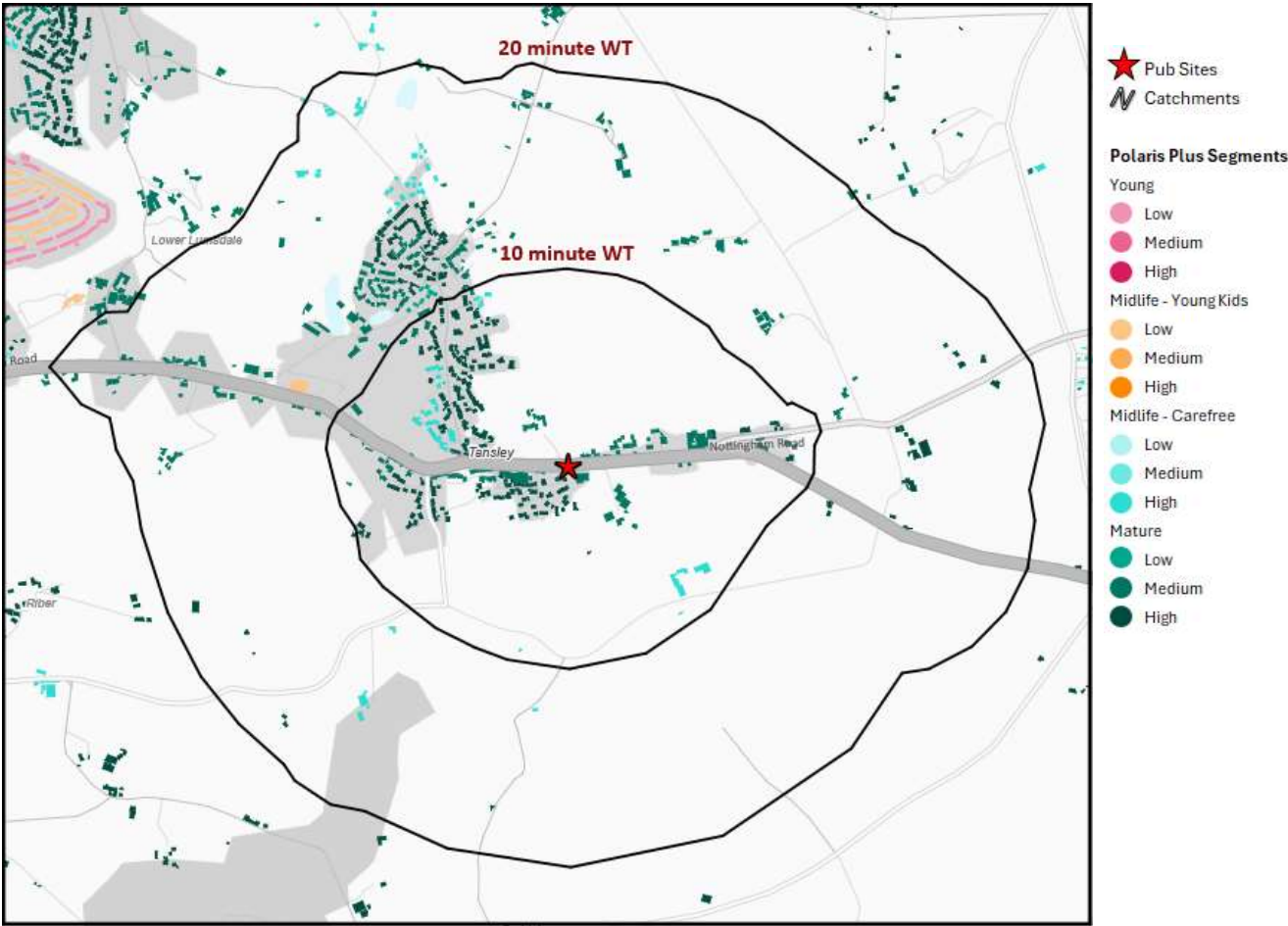
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Tavern At Tansley



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
30862	Tavern At Tansley	DE 4 5FR	Star Pubs & Bars	Great Pub Great Food	16



See the Glossary page for further information on the above variables

Catchment Summary - Tavern At Tansley

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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	687	1.193	181.980	13	6	43
Adults 18+	600	1.030	149.712	13	6	44
Competition Pubs	1	3	266	2	3	34
Adults 18+ per Competition Pub	600	343	563	88	50	82
% Adults Likely to Drink	84,0%	84,0%	81,0%	105	105	101

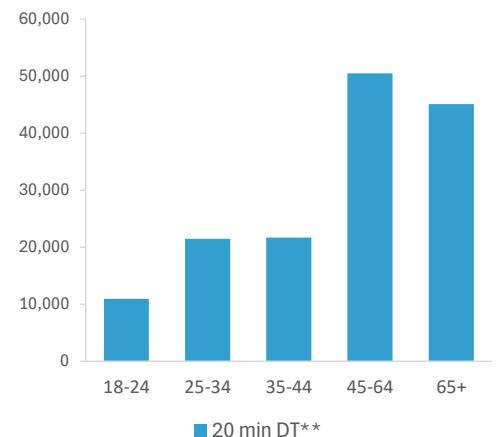
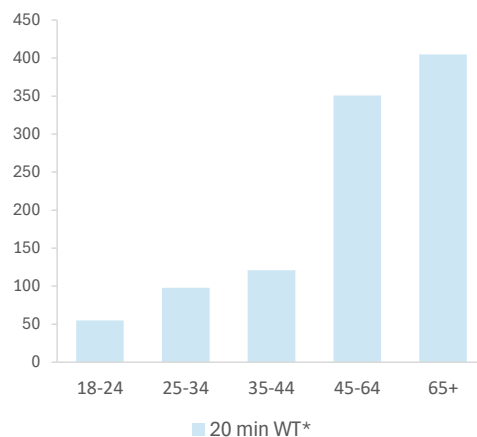
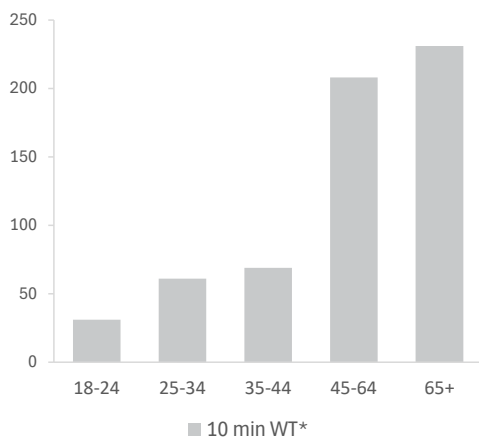
Population & Adults 18+ index is based on all pubs

Affluence	Low	3,8%	2,2%	38,2%	12	7	115
	Medium	31,2%	41,3%	40,3%	81	108	105
	High	65,0%	56,5%	20,7%	237	206	75

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£30.315	£30.693	£23.107	134	136	102
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Age Profile	18-24	31	55	10.935	53	54	71
	25-34	61	98	21.468	66	61	87
	35-44	69	121	21.707	74	75	88
	45-64	208	351	50.494	121	117	110
	65+	231	405	45.108	175	176	129

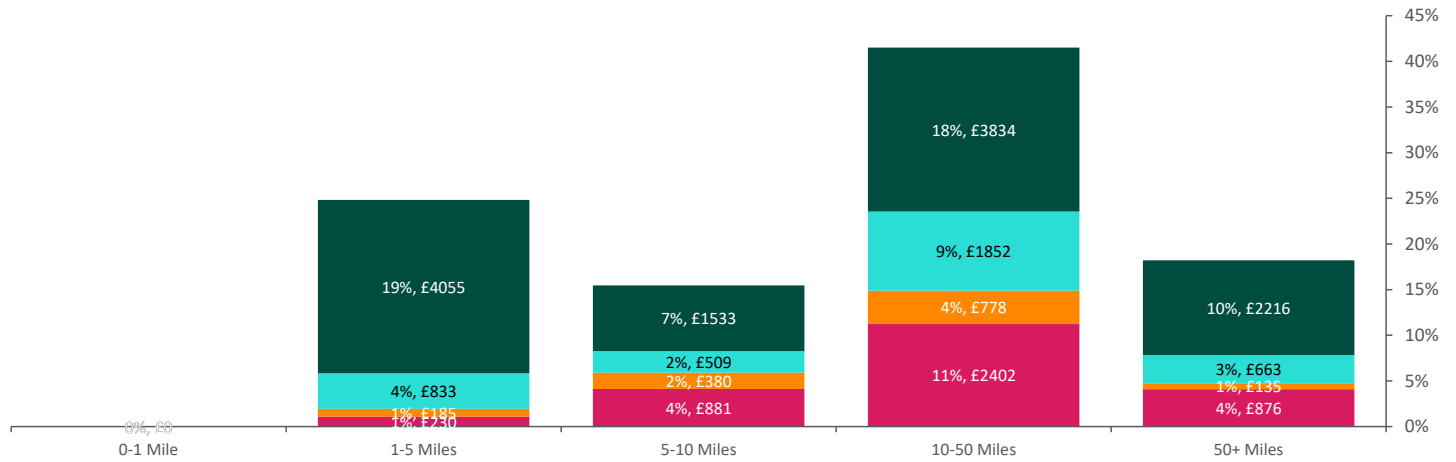


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	336 (49%)	573 (48%)	88,905 (49%)	100	98	100
	Female	351 (51%)	620 (52%)	93,075 (51%)	100	102	100
Economic Status (16+)	Employed: Full-time	154 (25%)	281 (27%)	50,531 (33%)	74	79	97
	Employed: Part-time	78 (13%)	137 (13%)	19,932 (13%)	107	109	109
	Self employed	66 (11%)	128 (12%)	12,895 (8%)	117	131	91
	Unemployed	2 (0%)	6 (1%)	3,060 (2%)	12	21	72
	Full-time student	0 (0%)	1 (0%)	2,065 (1%)	0	4	54
	Retired	263 (43%)	411 (39%)	43,546 (28%)	198	179	130
	Other	47 (8%)	89 (8%)	21,522 (14%)	43	48	79
Total Worker Count		705	1.162	83.413			

See the Glossary page for further information on the above variables

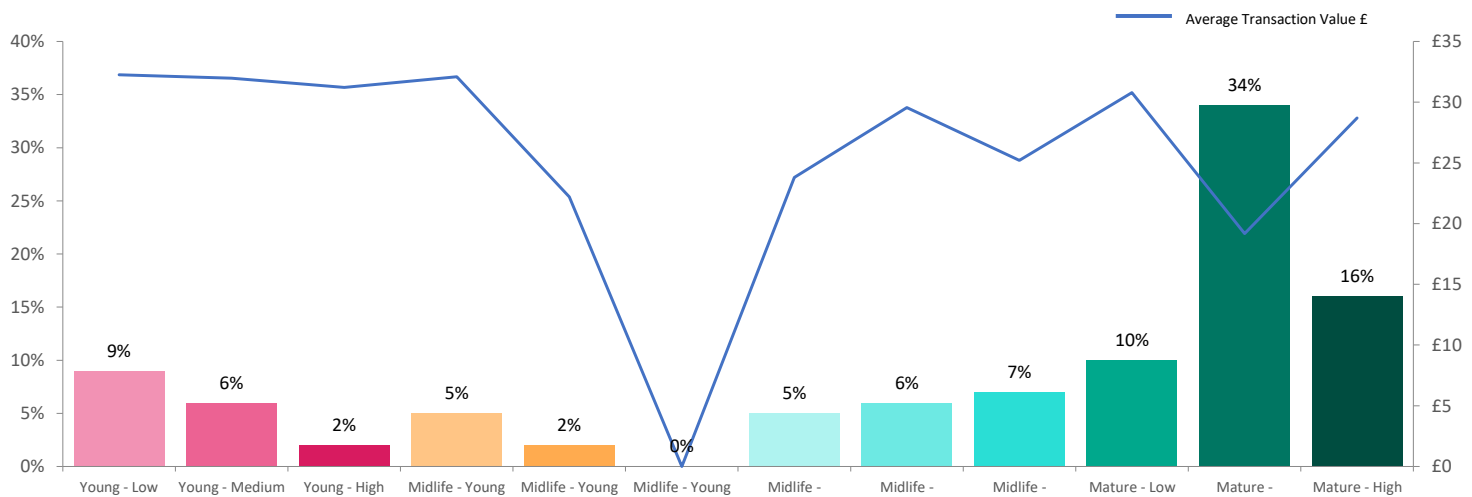
Transactional Data Summary - Tavern At Tansley

Spend by Polaris and Distance from Home



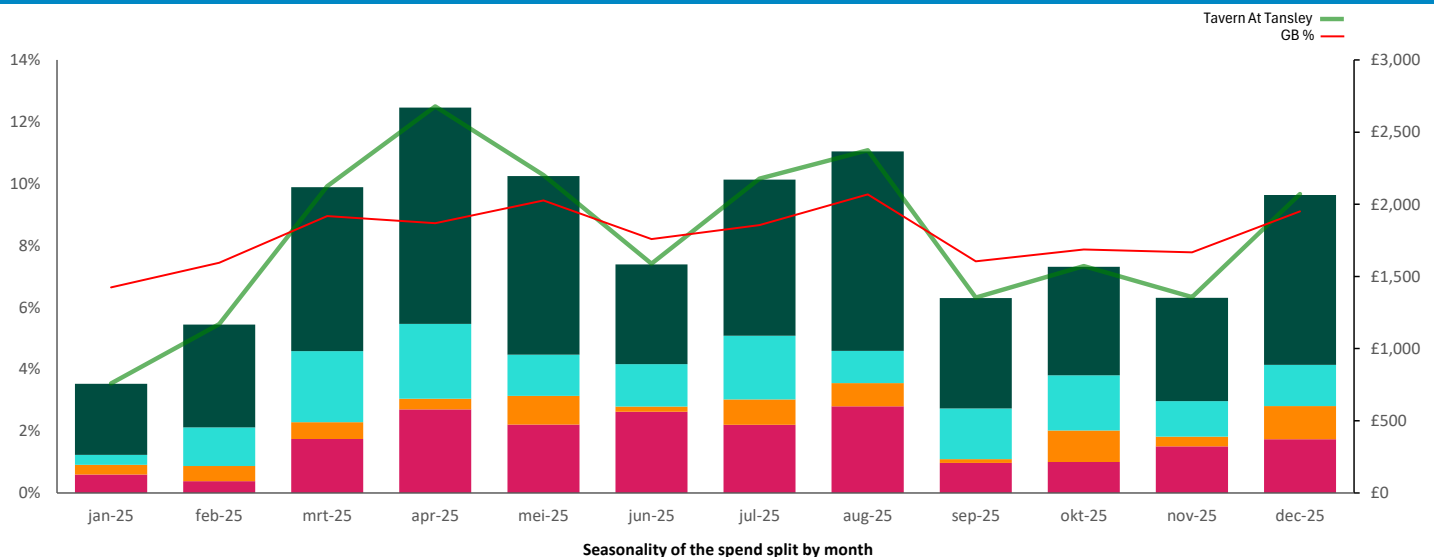
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

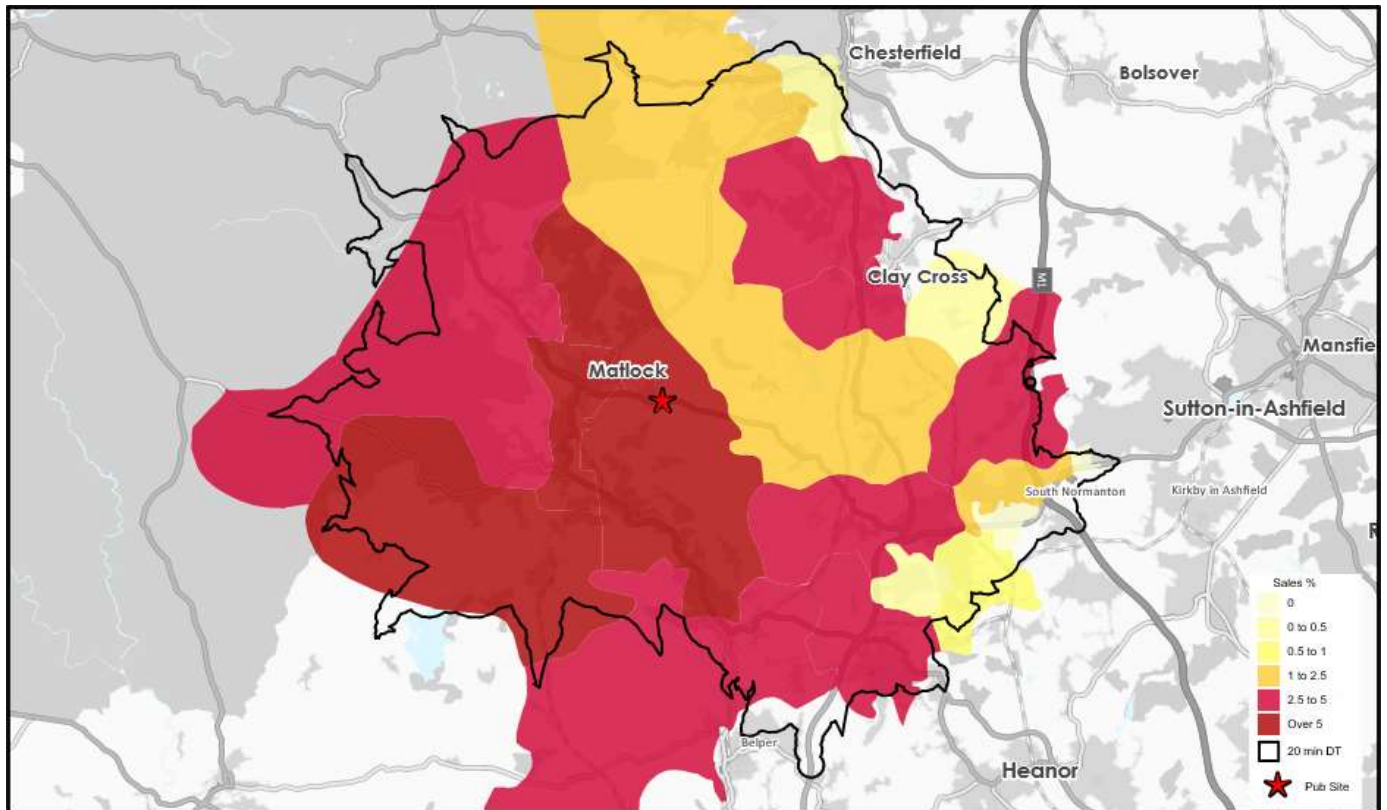


Seasonality of the spend split by month

Transactional Data Maps - Tavern At Tansley

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Tavern At Tansley 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

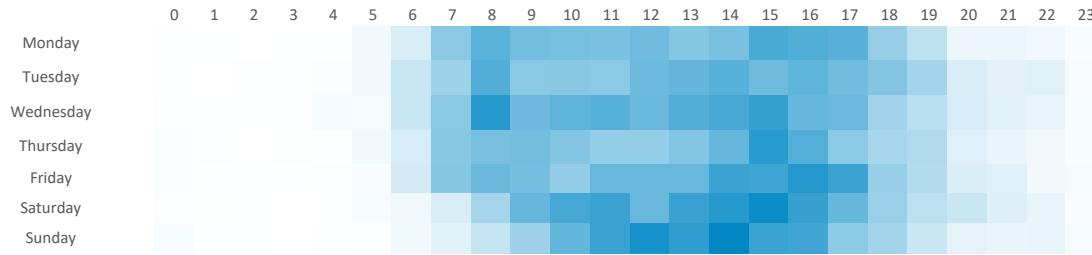
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Tavern At Tansley



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

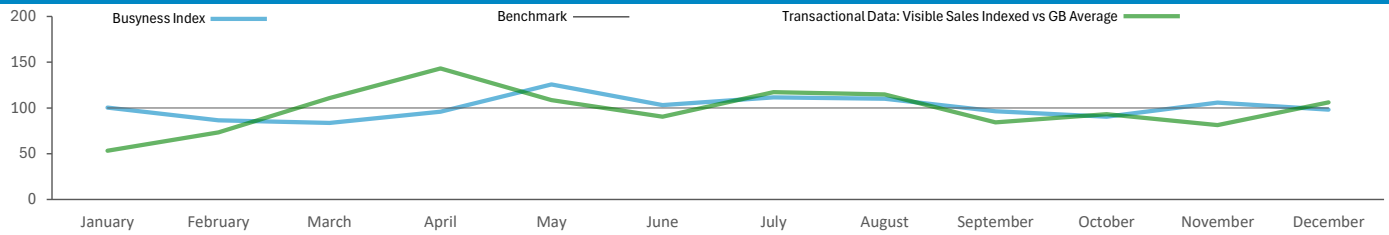
Mobile Data Summary - Tavern At Tansley

Time of Day/Day of Week



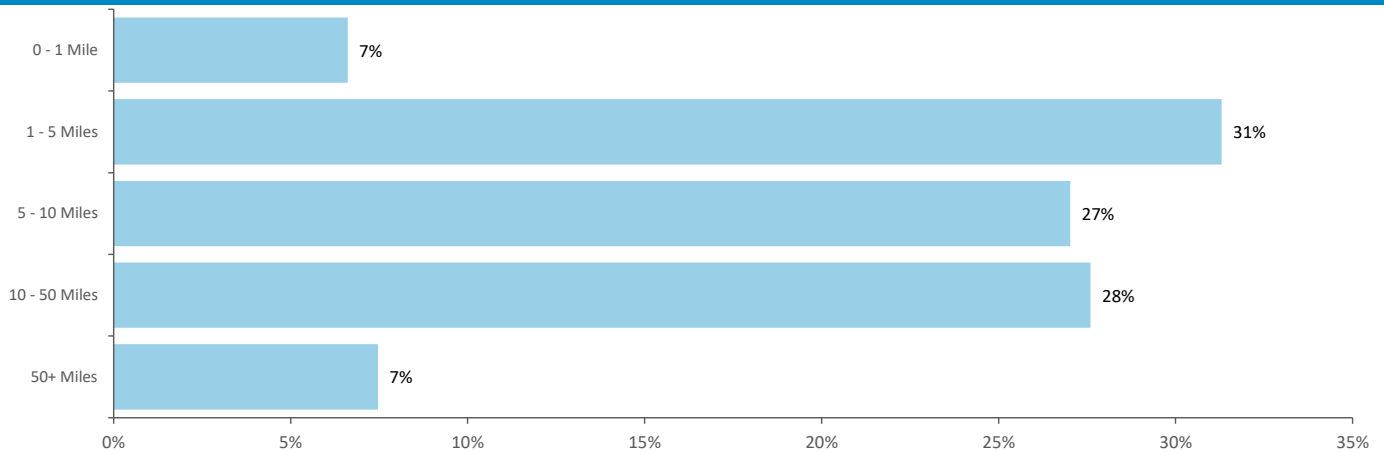
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

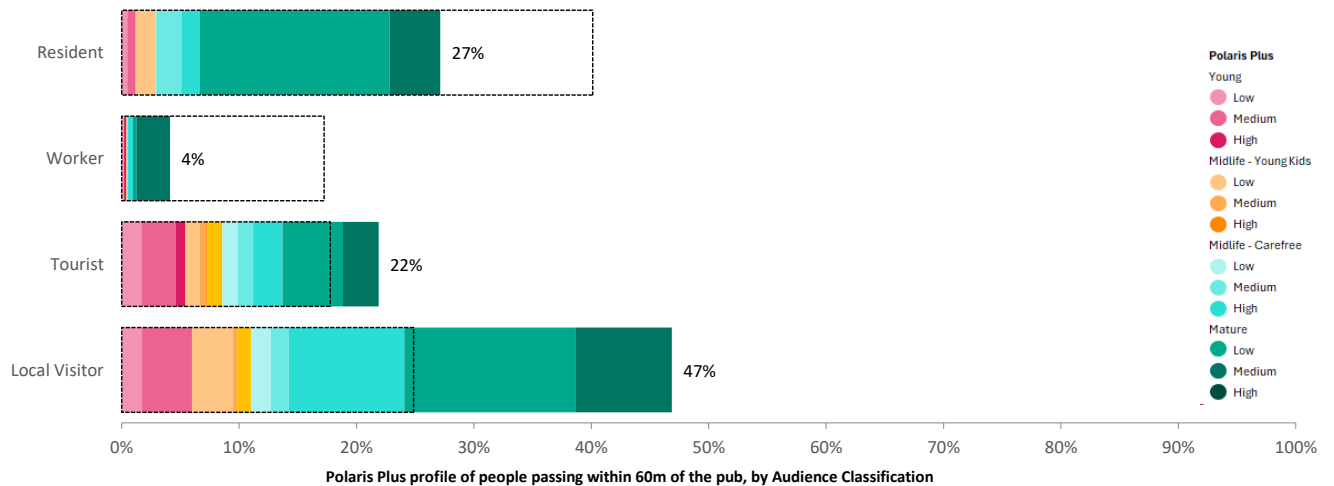
Distance from Home



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

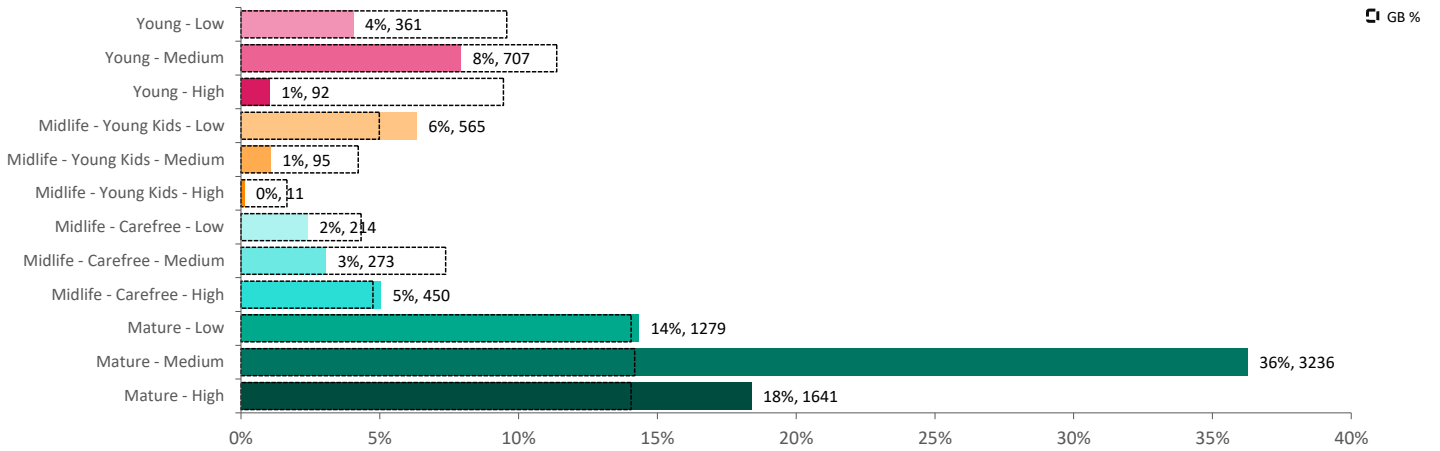
Audience Classification by Polaris Plus

Base: GB



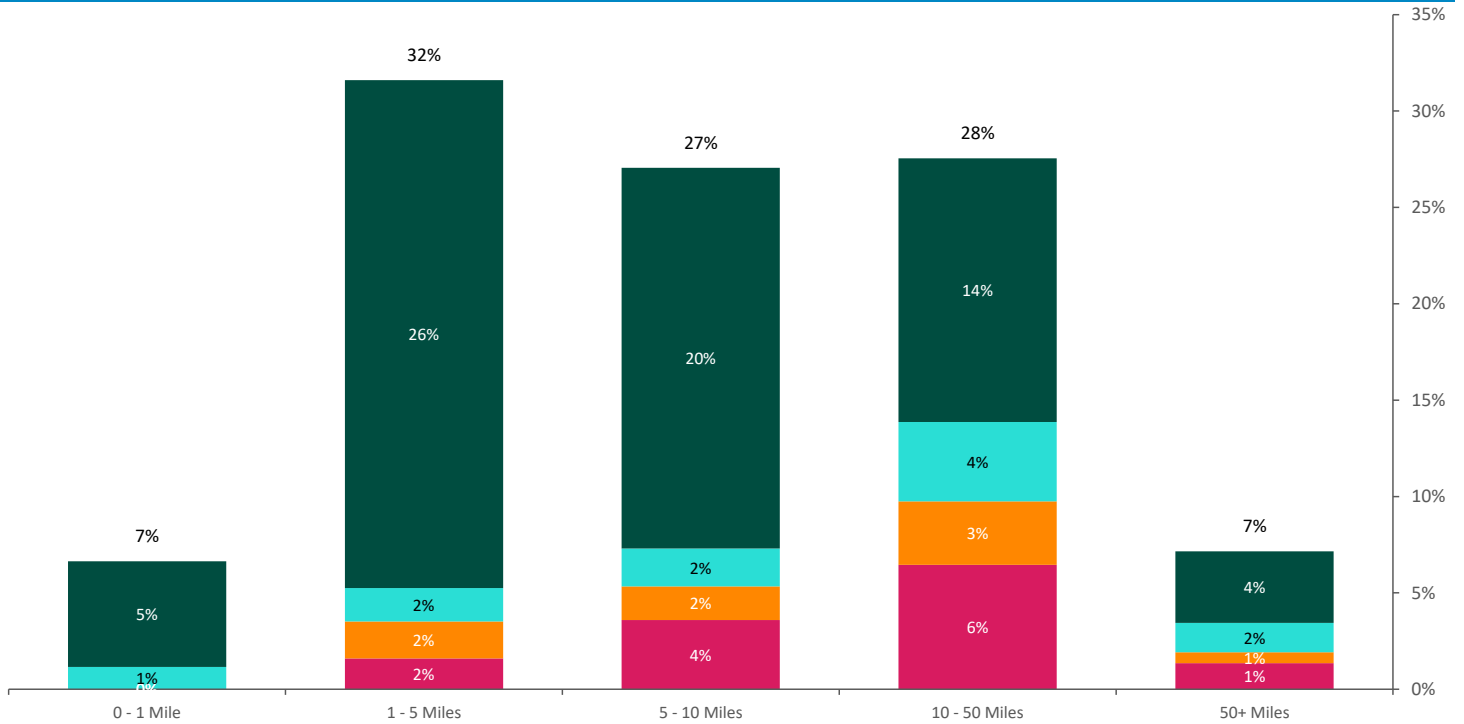
Mobile Data Summary - Tavern At Tansley

Polaris Plus Profile



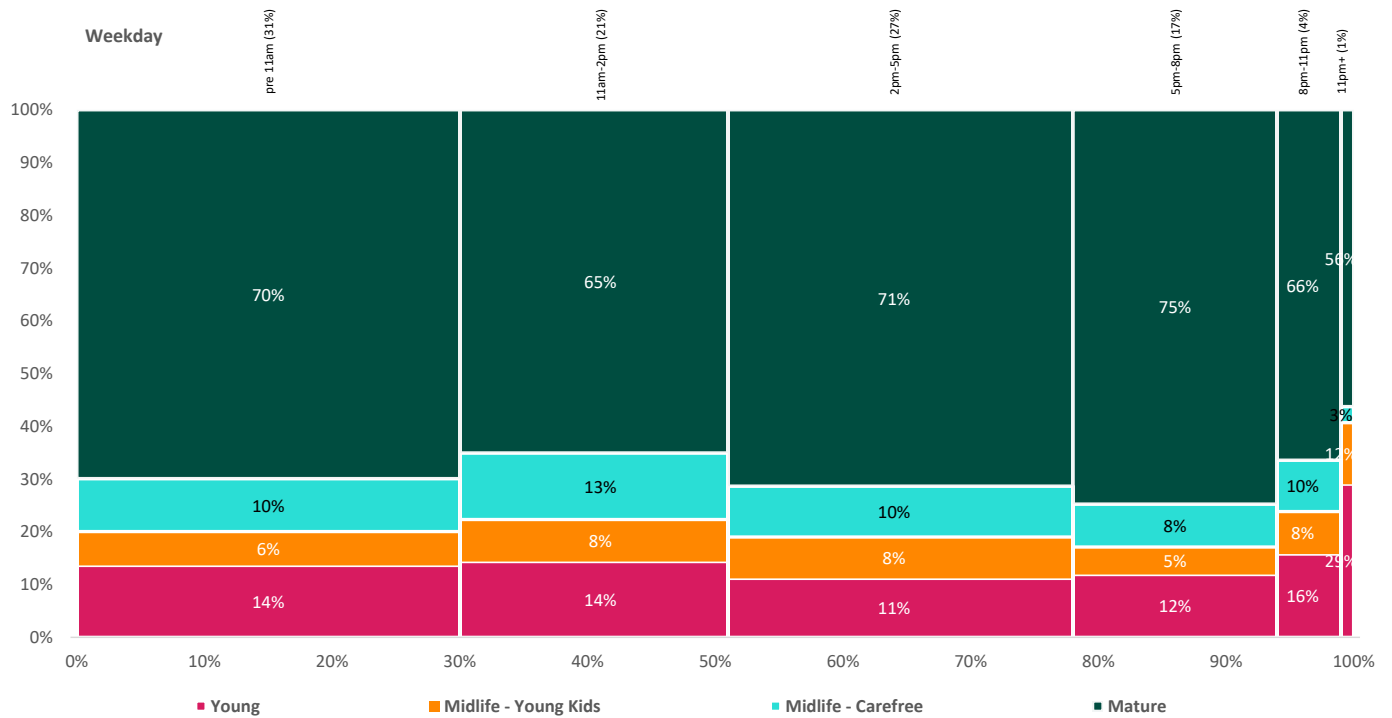
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



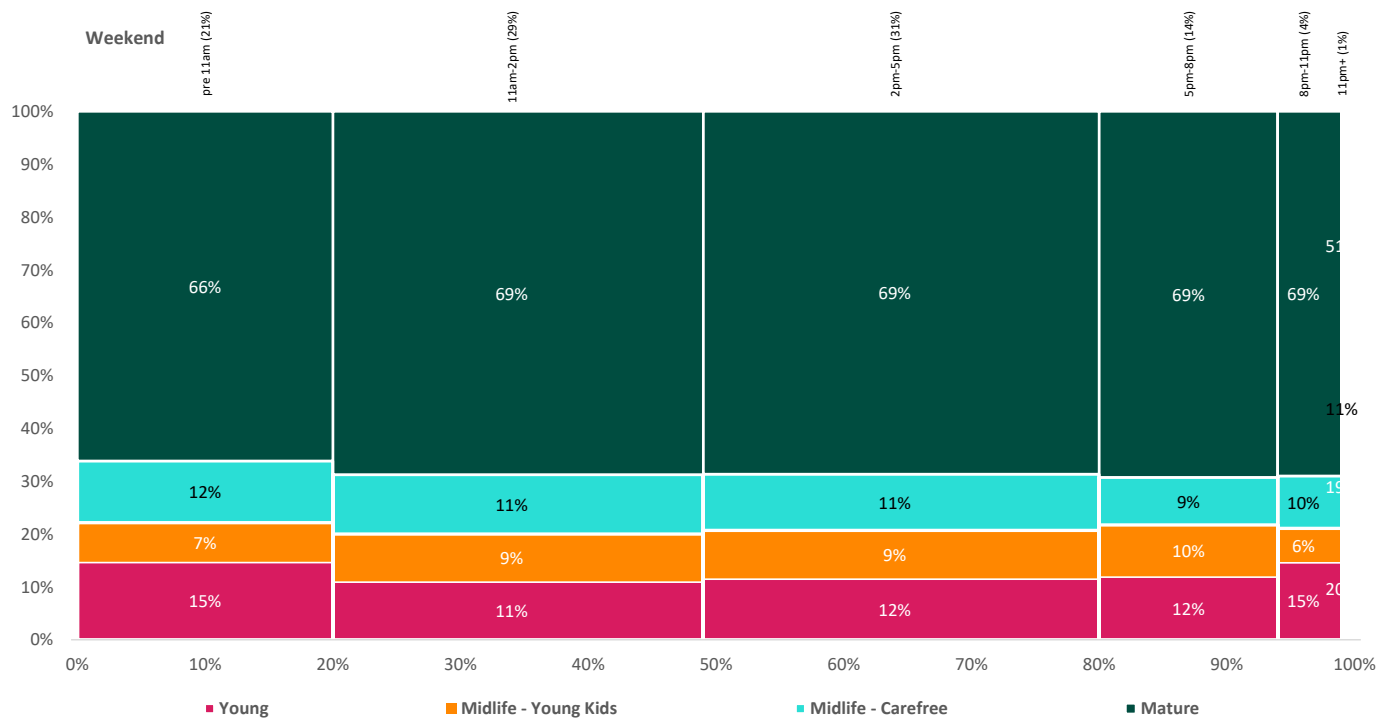
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1.462	928	1.294	852	184	38	4.758
Midlife - Carefree		210	181	175	93	27	2	687
Midlife - Young Kids		134	114	142	60	22	8	479
Young		285	205	203	136	44	19	892
All		2.091	1.427	1.814	1.140	277	67	6.815

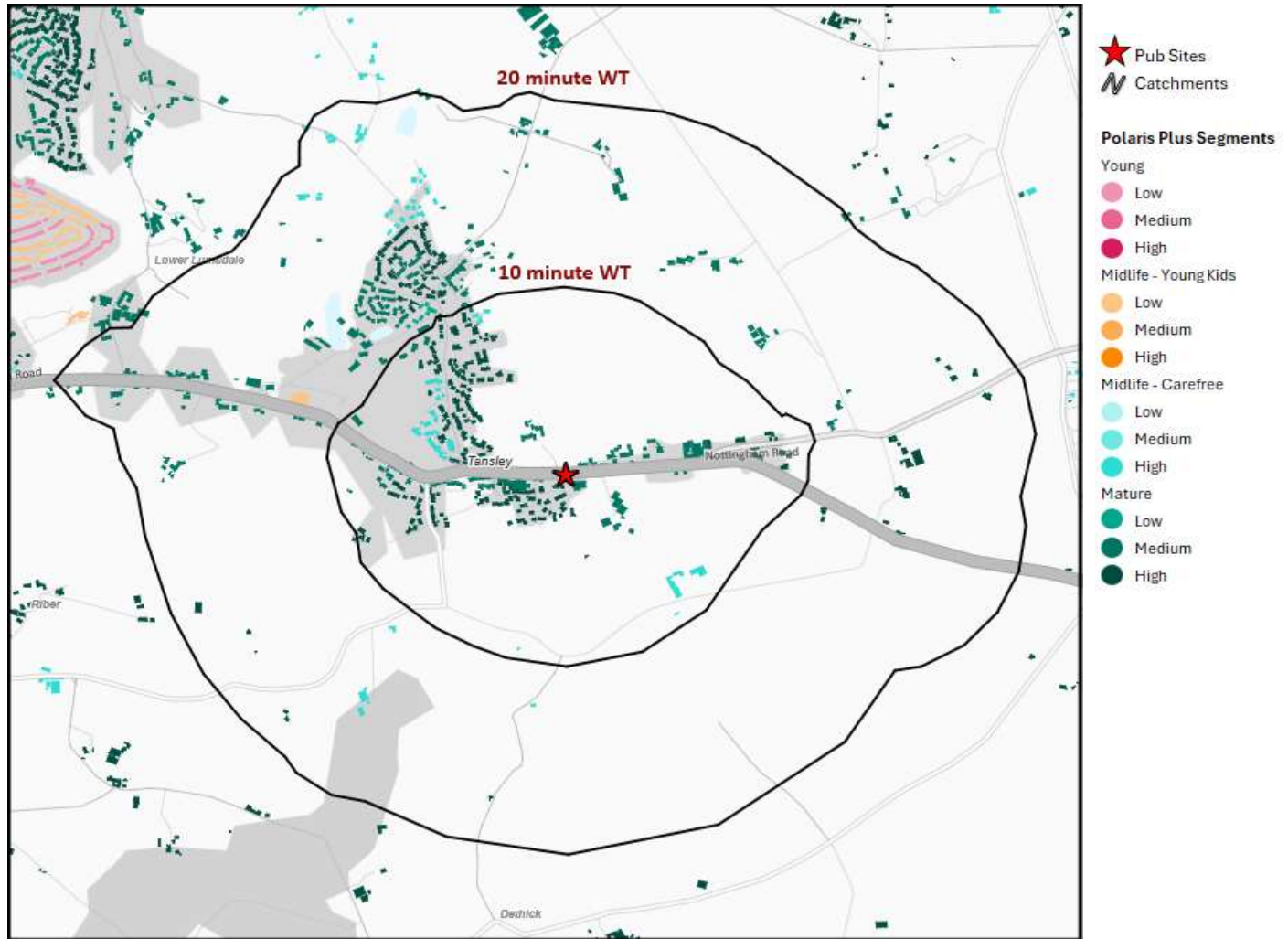
Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		386	558	611	278	87	14	1.935
Midlife - Young Kids		68	91	95	36	13	3	307
Midlife - Carefree		43	73	81	39	8	5	249
Mature		86	90	104	48	19	6	352
All		584	813	890	402	126	28	2.843

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

Polaris Plus Summary - Tavern At Tansley



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

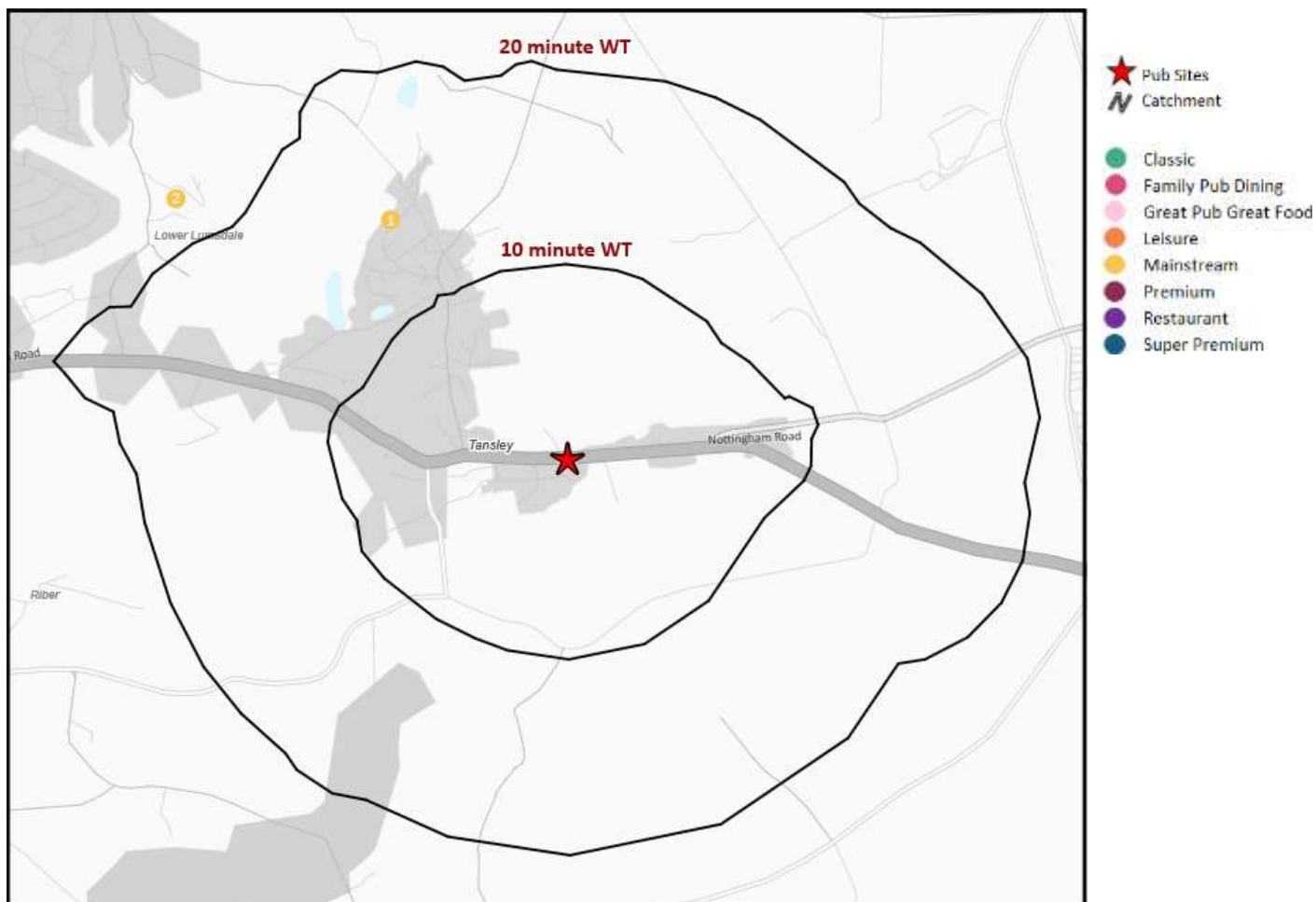
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	0	9.711	0	0	66
Medium	0	0	5.980	0	0	36
High	0	0	164	0	0	2
Midlife - Young Kids						
Low	0	0	13.626	0	0	163
Medium	0	0	805	0	0	12
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	2.773	0	0	43
Medium	0	0	6.281	0	0	59
High	107	158	7.696	390	336	112
Mature						
Low	23	23	31.131	28	17	154
Medium	187	425	47.273	199	263	201
High	283	424	23.195	313	273	103
Not Private Households	0	0	1.077	0	0	67
Total	600	1.030	149.712			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Tavern At Tansley



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	Tavern At Tansley	DE 4 5FR	Star Pubs & Bars	Great Pub Great Food	2,0%	32,8%	0,00
1	Gate Inn	DE 4 5FN	*Other Small Retail Groups	Mainstream	20,6%	50,8%	0,57
2	Bentley Brook Brewing Company	DE 4 5EX	Independent Free	Mainstream	1,8%	53,2%	0,90
3	Jug and Glass Inn	DE 4 5GJ	Independent Free	Premium	5,5%	58,7%	1,20
4	Hurst Farm Social Club	DE 4 3ED	Independent Free	Mainstream	3,7%	95,3%	1,26
5	Red Lion	DE 4 3BT	Independent Free	Mainstream	8,2%	64,4%	1,48
6	Duke Of Wellington	DE 4 3GX	Pub People Co Ltd	Mainstream	7,0%	68,2%	1,50
7	Matlock Golf Club	DE 4 5LZ	Independent Free	Leisure	14,3%	79,2%	1,51
8	Duke William	DE 4 3BZ	Admiral Taverns Ltd	Mainstream	4,2%	62,7%	1,62
9	White Lion	DE 4 5JA	Unknown	Premium	2,0%	84,7%	1,63
10	Derbyshire County Council	DE 4 3AG	Independent Free	Mainstream	0,0%	0,0%	1,71
11	Gladiator Social and Football Club	DE 4 3AR	Independent Free	Leisure	0,0%	0,0%	1,72
12	Maazi	DE 4 3AR	Independent Free	Restaurant	6,4%	61,8%	1,72
13	Matlock Town Football Club	DE 4 3AR	Independent Free	Leisure	1,0%	57,5%	1,72
14	Monk Cellar	DE 4 3LU	Independent Free	Mainstream	2,8%	40,7%	1,74
15	Thailand No 1	DE 4 3LT	Independent Free	Restaurant	1,8%	42,1%	1,77
16	Remarkable Hare	DE 4 3LT	Independent Free	Mainstream	1,9%	42,4%	1,77
17	Rubigo	DE 4 3LT	Independent Free	Restaurant	0,0%	0,0%	1,77
18	Matlock Bistro	DE 4 3LT	Independent Free	Restaurant	4,0%	35,4%	1,77
19	Bod	DE 4 3LT	Titanic	Mainstream	2,7%	31,2%	1,77
20	Cool River Cafe	DE 4 3LT	Independent Free	Restaurant	10,2%	33,4%	1,77

* 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 - Tavern At Tansley

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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+	600	1.030	149.712
Number of Competition Pubs	1	3	266
Adults 18+ per Competition Pub	600	343	563

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	23	3,9%	49
Family Pub Dining	0	40	6,7%	74
Great Pub Great Food	1	137	22,8%	136
Leisure	0	67	11,1%	110
Mainstream	0	67	11,2%	81
Premium	0	91	15,2%	106
Restaurant	0	145	24,1%	105
Super Premium	0	30	5,0%	127

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	43	4,1%	53
Family Pub Dining	0	72	7,0%	77
Great Pub Great Food	1	230	22,4%	134
Leisure	0	114	11,1%	110
Mainstream	2	122	11,8%	85
Premium	0	157	15,2%	106
Restaurant	0	244	23,7%	103
Super Premium	0	49	4,7%	120

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	66	12.461	8,3%	106
Family Pub Dining	12	14.590	9,8%	107
Great Pub Great Food	20	25.411	17,0%	101
Leisure	31	15.469	10,3%	103
Mainstream	71	22.531	15,1%	108
Premium	37	20.661	13,8%	97
Restaurant	27	32.681	21,8%	95
Super Premium	2	4.805	3,2%	82

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.	