

# Catchment Summary - Wills O Nats

- 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**
***		
467	2,357	192,875

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
9	12	46

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

9	11	46
5	2	65
43	208	67
100	101	97

0	127	109
17	102	113
323	69	73

149,316	103	100
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53	71	113
30	73	95
83	84	95
165	106	103
109	126	97

## Population

Adults 18+	384	1,843	153,825
Competition Pubs	1	1	261
Adults 18+ per Competition Pub	384	1,843	589
% Adults Likely to Drink	75,8%	76,1%	73,3%

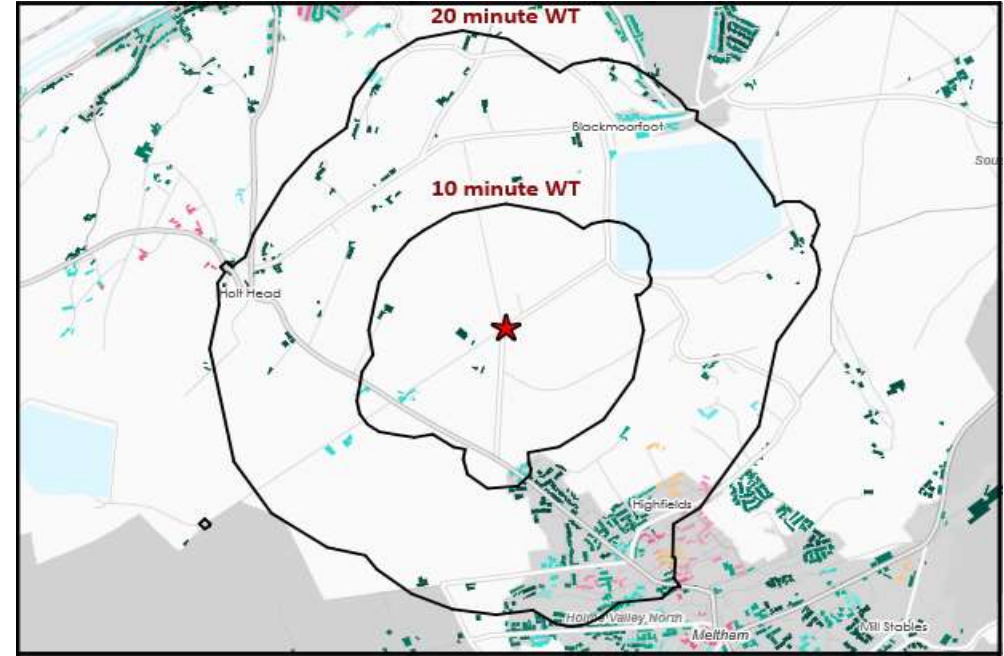
Affluence	Low	0,0%	42,1%	36,2%
	Medium	6,5%	38,9%	42,9%
	High	88,5%	19,0%	20,2%

\*Affluence does not include Not Private Households

## Mean Net Disposable income (£pa)

£31,829,000	£21,924	£21,292
-------------	---------	---------

Age Profile	18-24	21	142	18,504
	25-34	19	234	24,717
	35-44	52	266	24,816
	45-64	195	631	50,170
	65+	97	570	35,618



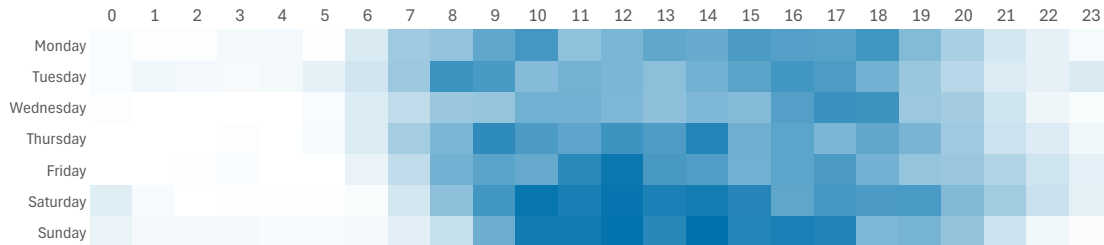
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## Polaris Plus Segments



## Mobile Data Summary

## Time of Day/Day of Week



\*\*\* The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located

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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	272	46,515	0	53	109
Midlife - Young Kid	0	185	16,373	0	92	98
Midlife - Carefree	118	65	21,649	195	22	89
Mature	247	1,321	68,182	145	162	100
Not Private Households	19	0	1,106	40,895	0	5,943
<b>Total</b>	<b>384</b>	<b>1,843</b>	<b>153,825</b>			



# Per Pub - Wills O Nats

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
	***		
Adults 18+	384	1.843	153.825
Number of Competition Pubs	1	1	261
Adults 18+ per Competition Pub	384	1.843	589

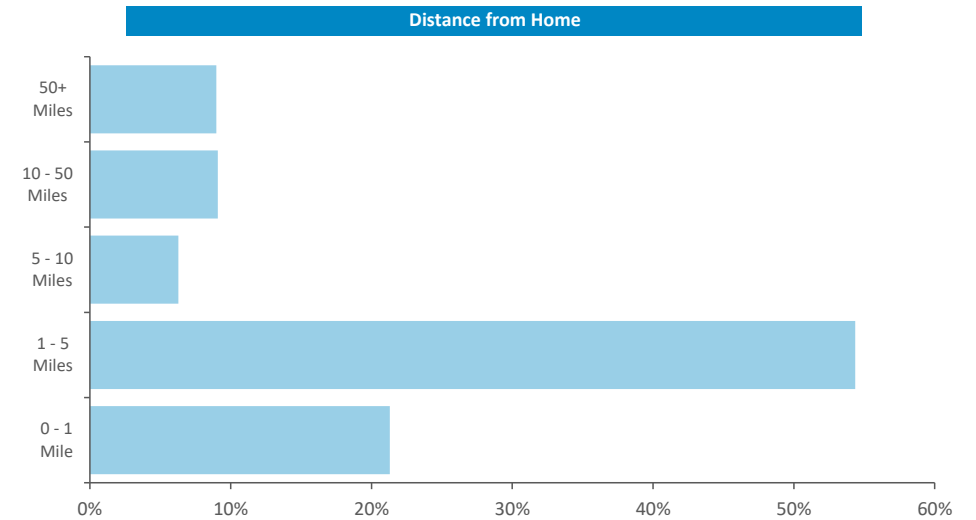
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment ***	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	24	6,2%	75
Circuit Bar	0	0	0,0%	0
Community Pub	0	17	4,4%	22
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	165	43,0%	236
High Street Pub	0	7	1,7%	9
Premium Local	0	139	36,1%	213

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	63	3,4%	41
Circuit Bar	0	68	3,7%	89
Community Pub	1	532	28,9%	148
Craft Led	0	20	1,1%	30
Great Pub Great Food	0	298	16,1%	89
High Street Pub	0	489	26,5%	141
Premium Local	0	349	18,9%	112

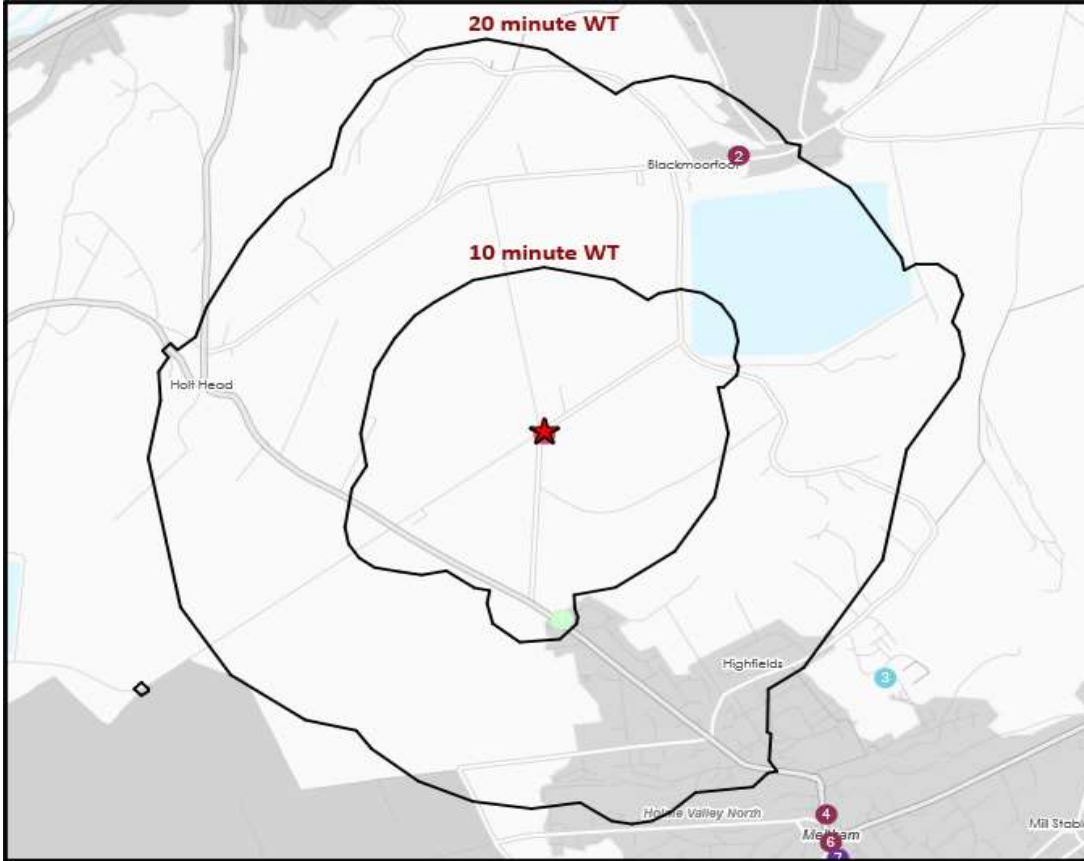
20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	9.887	6,4%	77
Circuit Bar	1	7.065	4,6%	110
Community Pub	37	33.360	21,7%	111
Craft Led	0	5.411	3,5%	98
Great Pub Great Food	2	24.615	16,0%	88
High Street Pub	42	32.468	21,1%	112
Premium Local	54	26.637	17,3%	102



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# Competition - Wills O Nats



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- Pub Sites
- ABOS
- GPGF
- Casual Dining
- High Street Pub
- Circuit Bar
- Hotel
- Clubland
- Large Venue
- Community Pub
- Night Club
- Craft Led
- Premium Local
- Family Pub Dining
- Restaurants
- Sports Clubs

Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
2	Bulls Head	HD 7 5TR	Star Pubs & Bars	Premium Local	30,5%	0,74
1	Travellers Rest	HD 9 5NH	*Other Small Retail Groups	Community Pu	25,8%	0,42
0	Wills O Nats	HD 9 5PS	Star Pubs & Bars	Family Pub Din	23,9%	0,00
4	Victoria Park	HD 9 5QL	Independent Free	Premium Local	13,7%	1,04
6	Swan	HD 9 4NH	*Other Small Retail Groups	Premium Local	6,1%	1,10
3	Meltham Cricket & Athletic Club	HD 9 5QT	Independent Free	Clubland	0,0%	0,89
5	Linthwaite Hall Sports & Social Cl	HD 7 5LQ	Independent Free	Sports Clubs	0,0%	1,08
7	Pink Elephant	HD 9 4ES	Independent Free	Restaurants	0,0%	1,13
8	Lodge Of Peace	HD 9 4EU	Independent Free	Clubland	0,0%	1,13
9	Meltham Liberal Club	HD 9 4HR	Independent Free	Clubland	0,0%	1,21

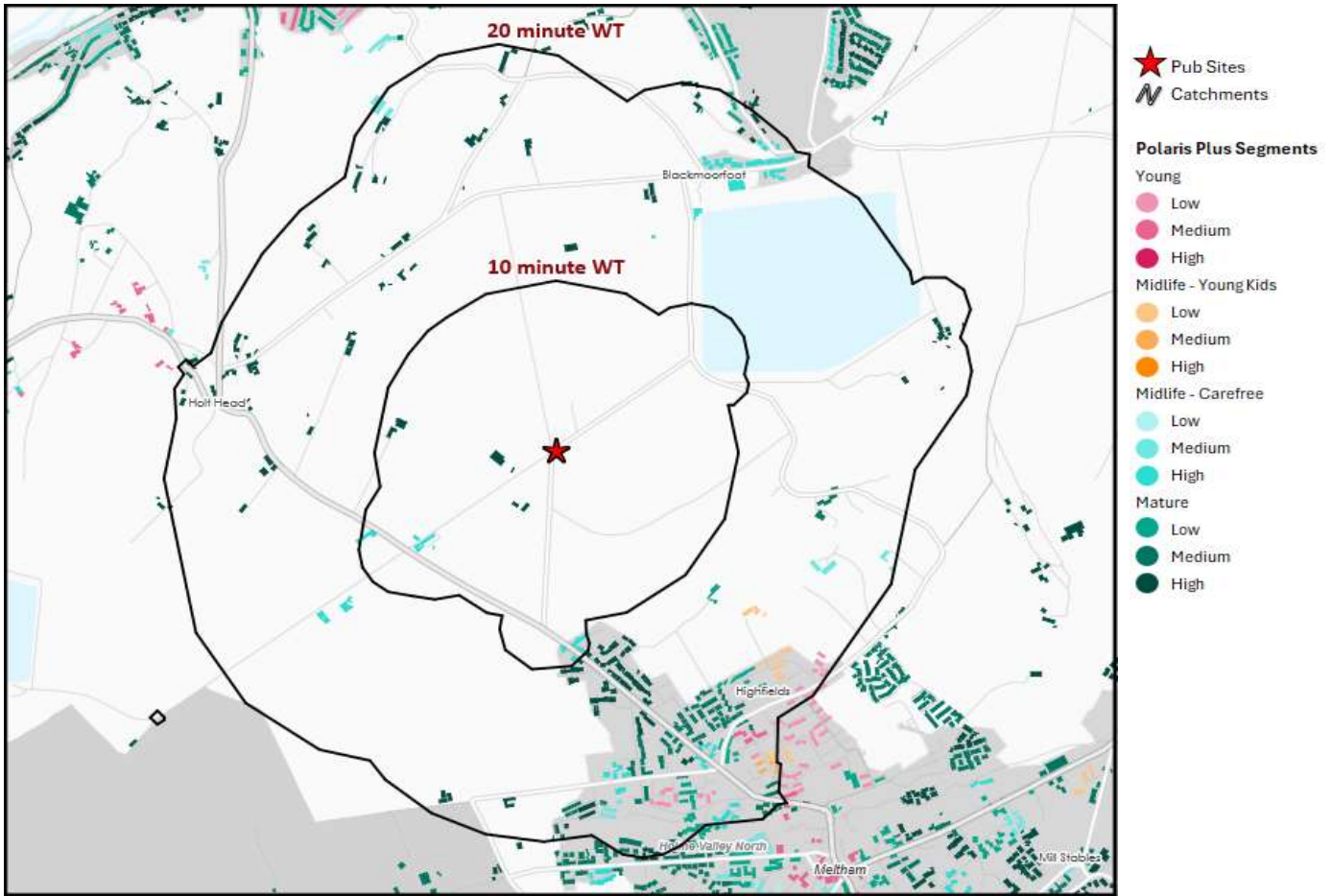
\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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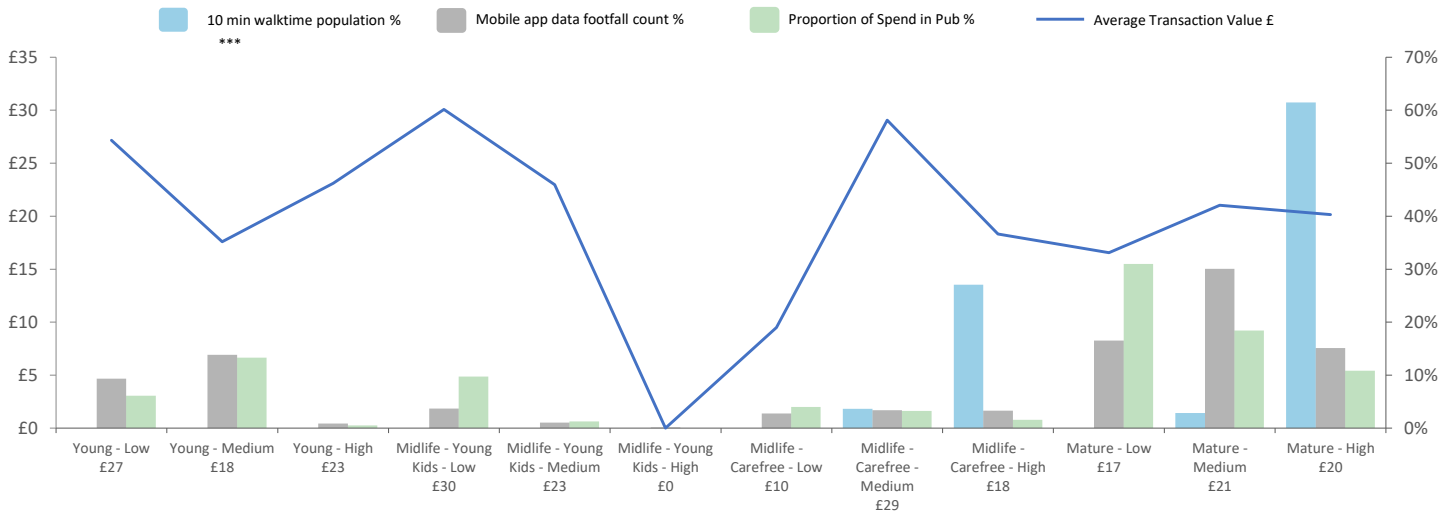
# Catchment Summary - Wills O Nats

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
53772	Wills O Nats	HD 9 5PS	Star Pubs & Bars	Family Pub Dining	14



### Polaris Plus Profile



\*\*\* The catchment contains no output area points, therefore the values reflect the output area boundary in which this pub is located  
 See the Glossary page for further information on the above variables

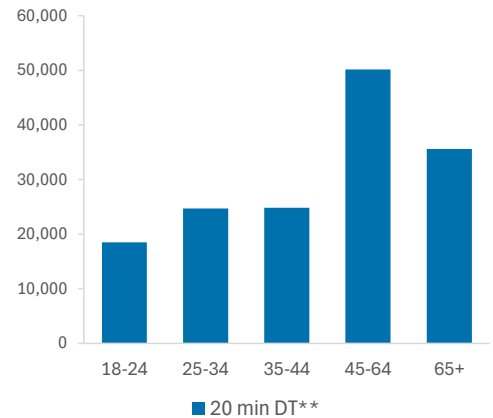
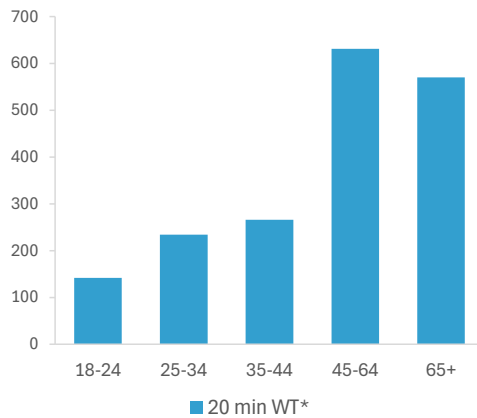
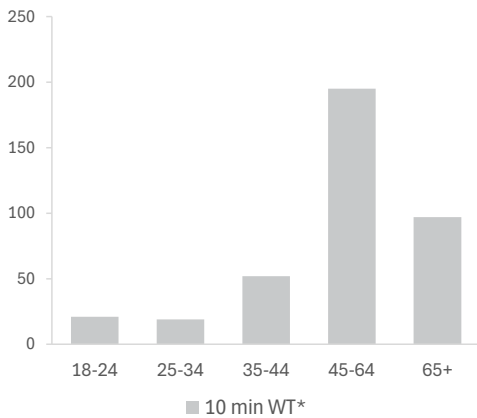
# Catchment Summary - Wills O Nats

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		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		467	2,357	192,875	9	12	46
Population & Adults 18+ index is based on all pubs							
Adults 18+		384	1,843	153,825	9	11	46
Competition Pubs		1	1	261	5	2	65
Adults 18+ per Competition Pub		384	1,843	589	43	208	67
% Adults Likely to Drink		75,8%	76,1%	73,3%	100	101	97
Affluence	Low	0,0%	42,1%	36,2%	0	127	109
	Medium	6,5%	38,9%	42,9%	17	102	113
	High	88,5%	19,0%	20,2%	323	69	73
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£31,829,000	£21,924	£21,292	149,316	103	100
Age Profile	18-24	21	142	18,504	53	71	113
	25-34	19	234	24,717	30	73	95
	35-44	52	266	24,816	83	84	95
	45-64	195	631	50,170	165	106	103
	65+	97	570	35,618	109	126	97



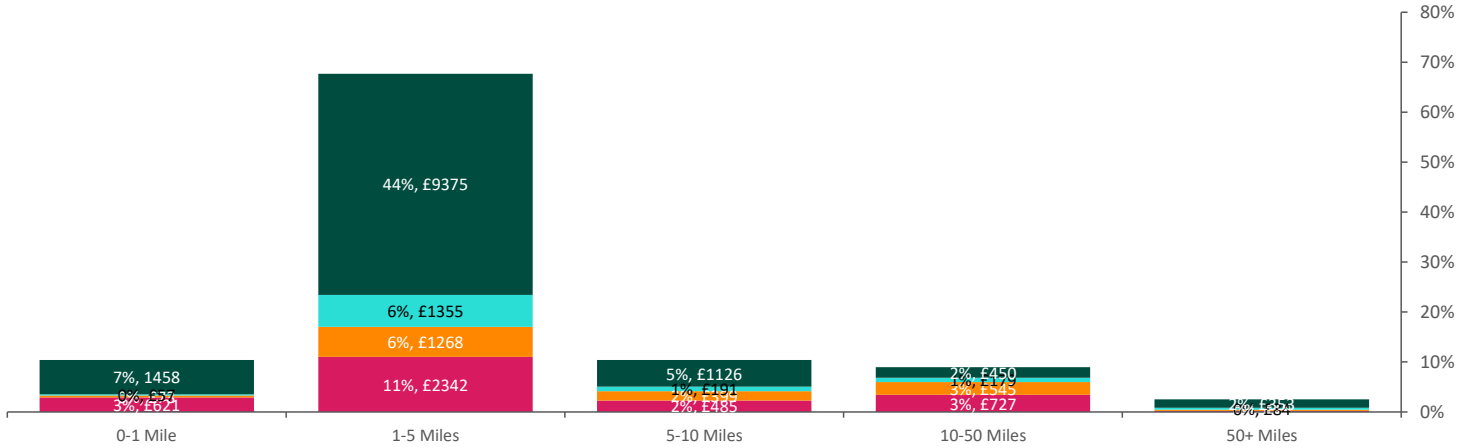
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
***							
Gender	Male	202 (43%)	1,127 (48%)	95,451 (49%)	88	98	101
	Female	265 (57%)	1,230 (52%)	97,424 (51%)	111	102	99
Economic Status (16+)	Employed: Full-time	134 (34%)	597 (31%)	50,298 (32%)	100	91	93
	Employed: Part-time	55 (14%)	251 (13%)	19,077 (12%)	117	108	99
	Self employed	42 (11%)	165 (9%)	13,781 (9%)	117	94	95
	Unemployed	7 (2%)	48 (3%)	3,914 (2%)	70	98	97
	Full-time student	1 (0%)	31 (2%)	5,089 (3%)	11	68	136
	Retired	98 (25%)	522 (27%)	35,449 (22%)	115	124	102
	Other	52 (13%)	298 (16%)	30,928 (20%)	76	89	111
Total Worker Count		86	197	69,986			

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# Transactional Data Summary - Wills O Nats

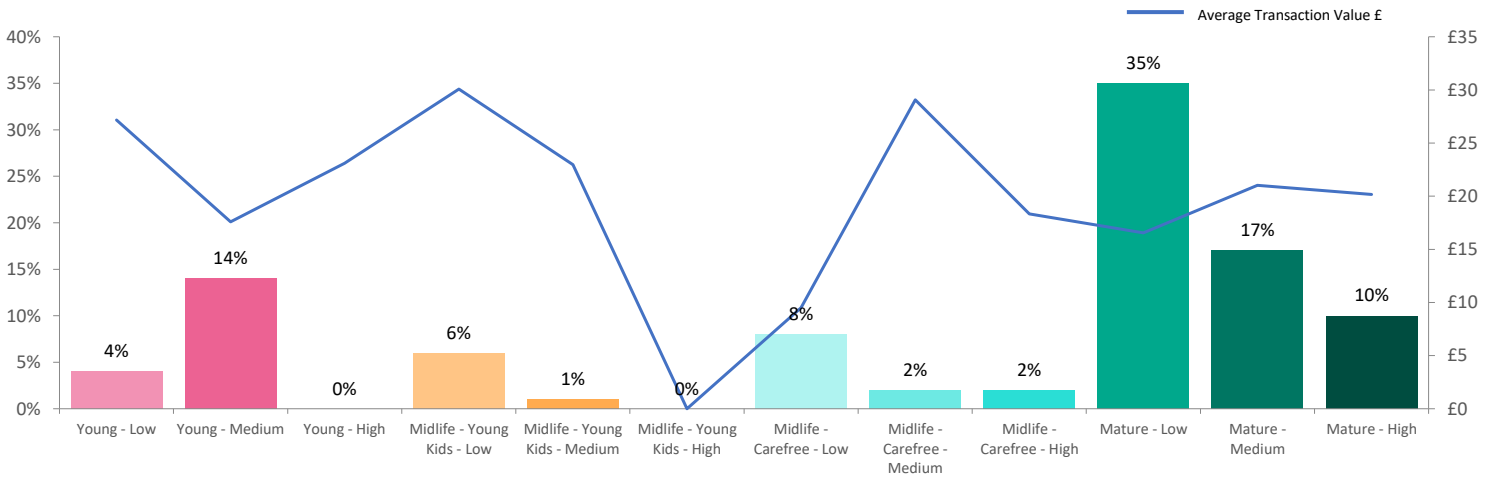
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## Spend by Polaris and Distance from Home



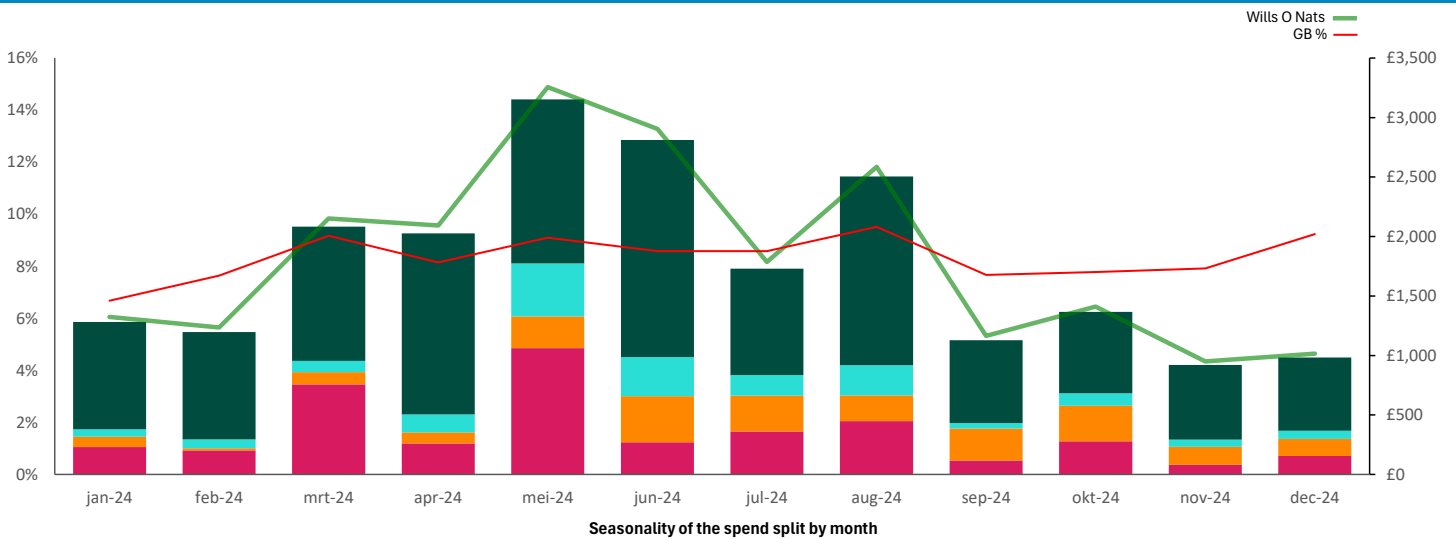
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



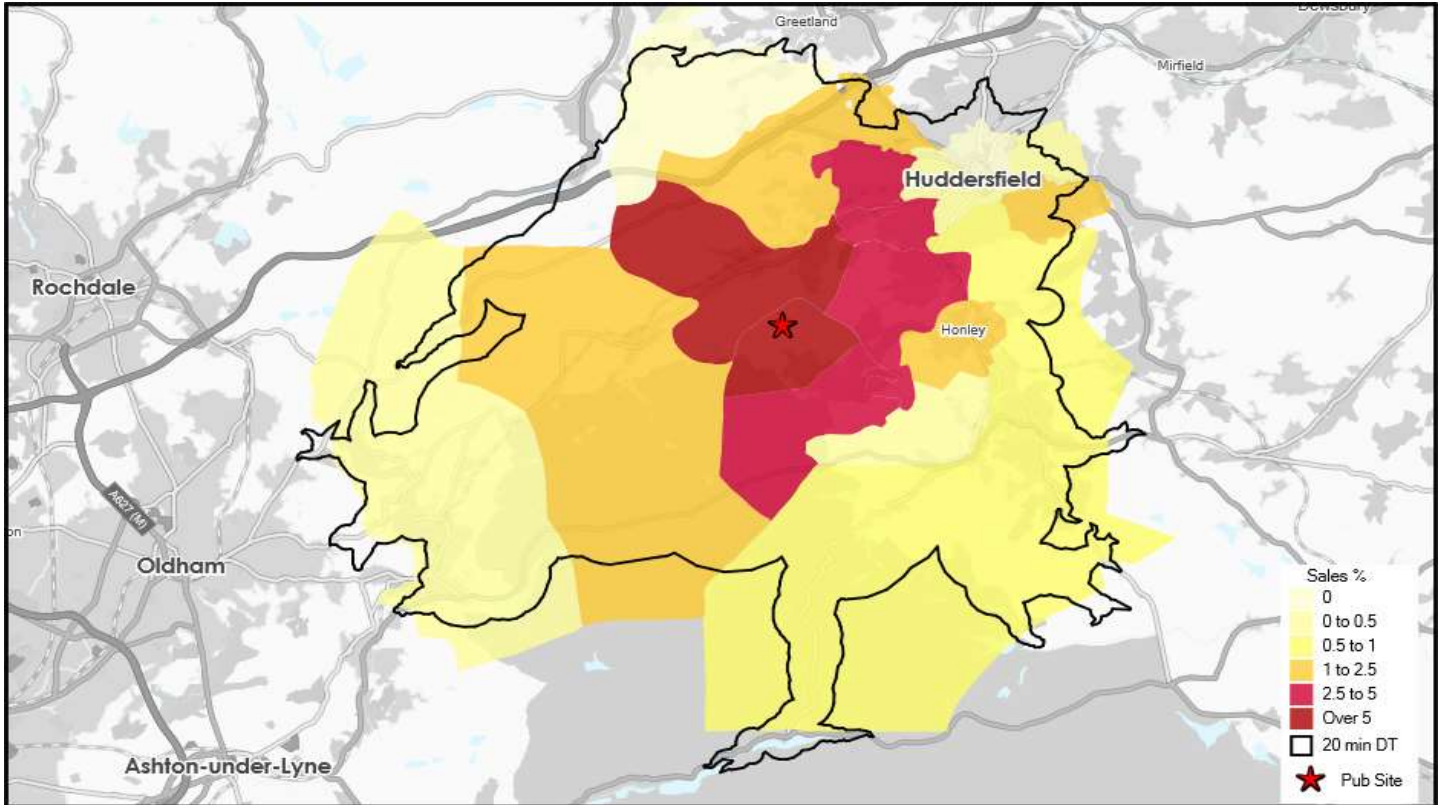
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



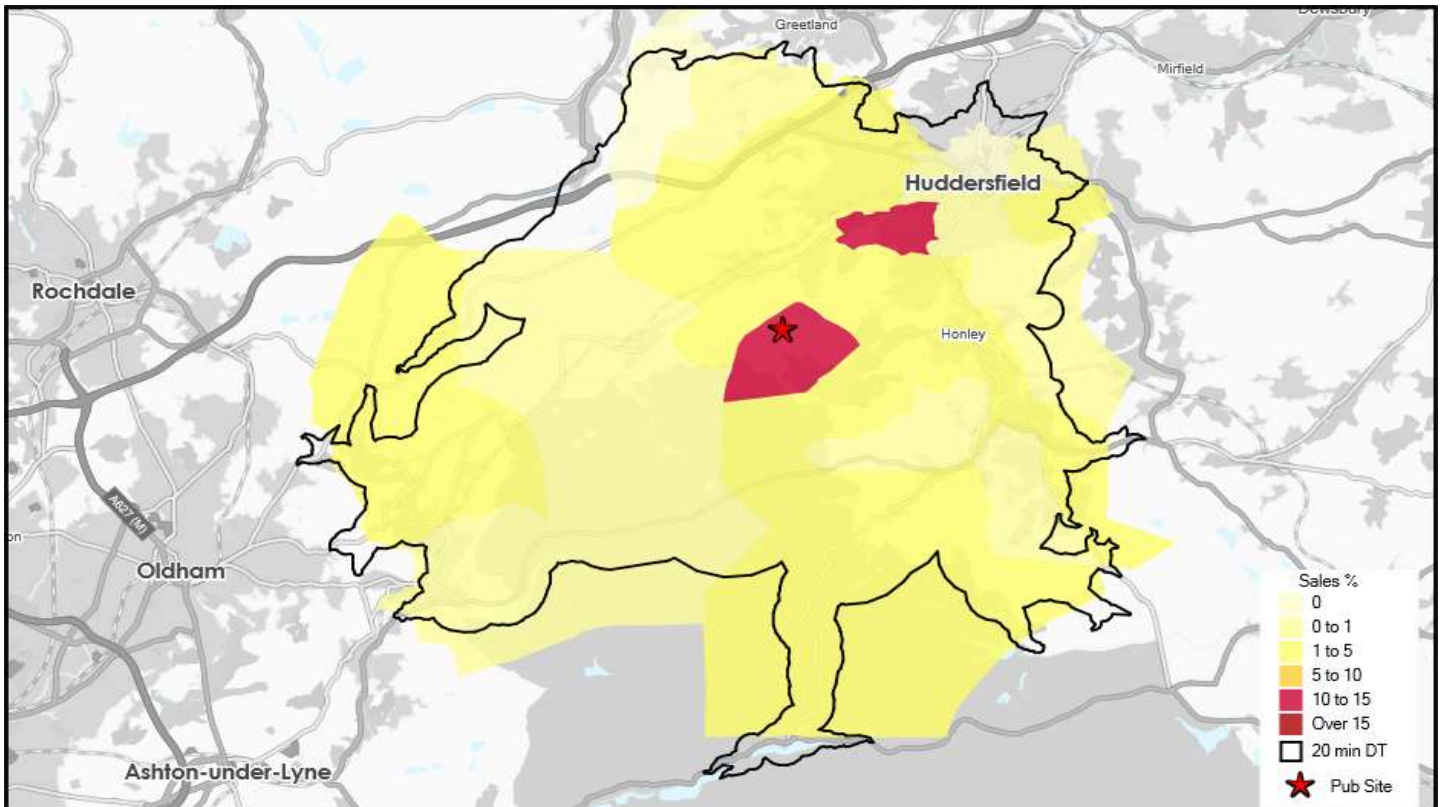
Seasonality of the spend split by month

Wills O Nats Share of Spend from Postcode Sectors within 20 minute Drive



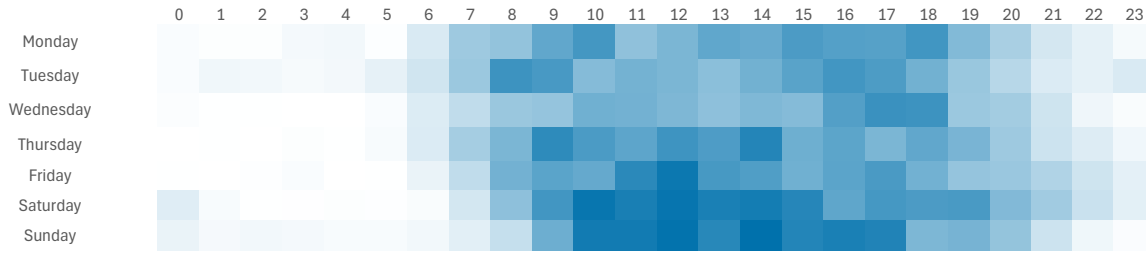
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Wills O Nats



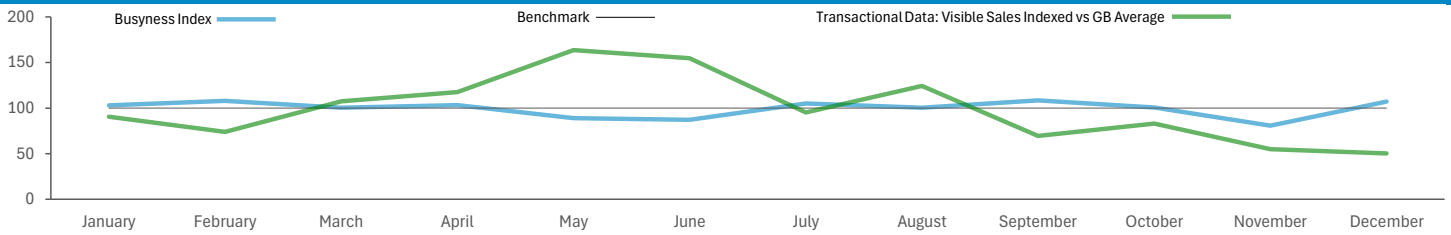
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



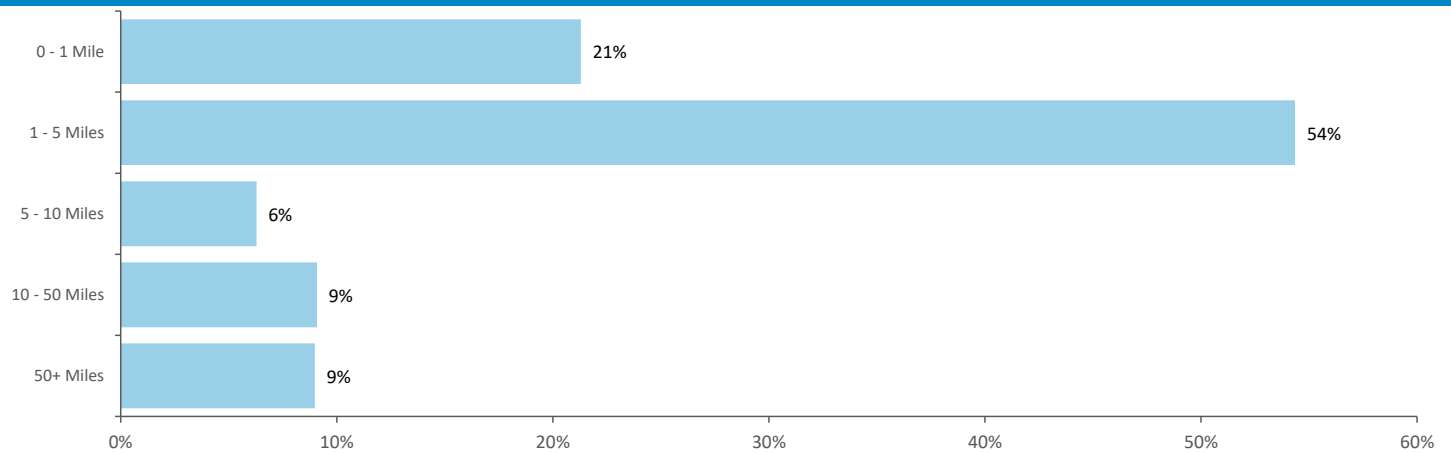
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

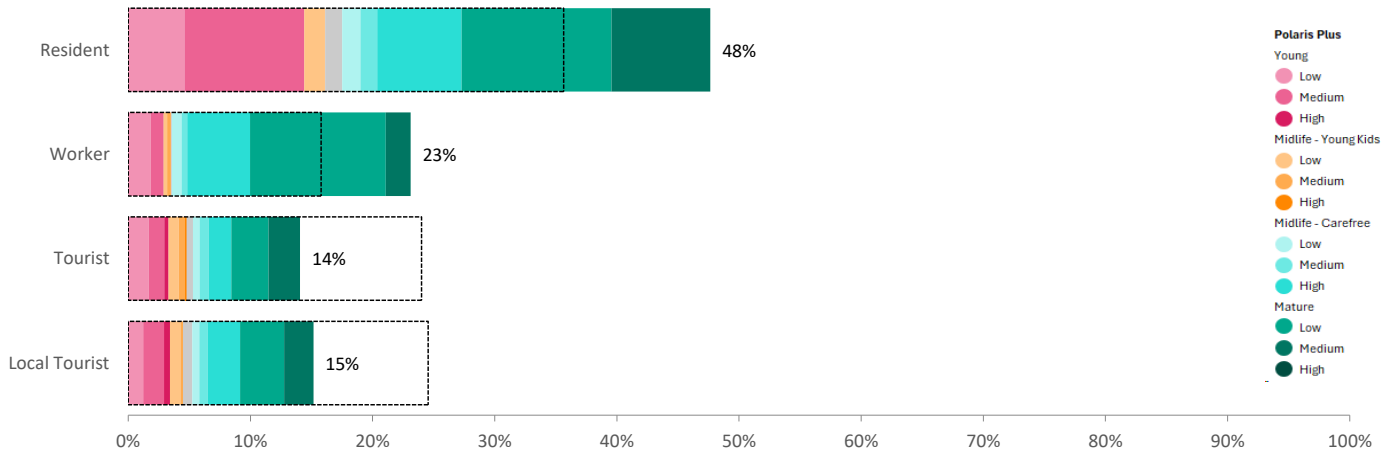
Distance from Home



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

Audience Classification by Polaris Plus

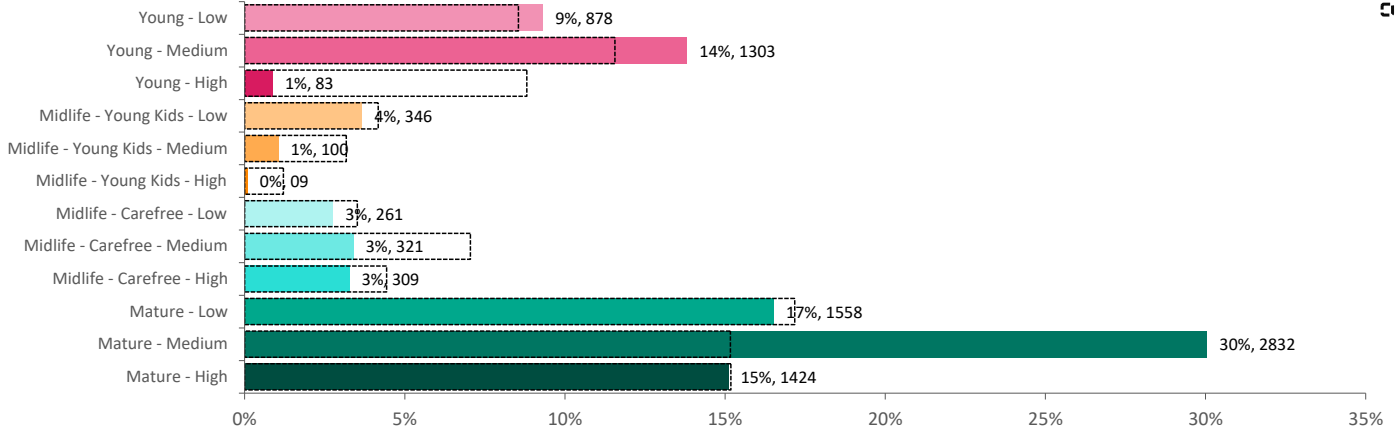
Base: GB



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

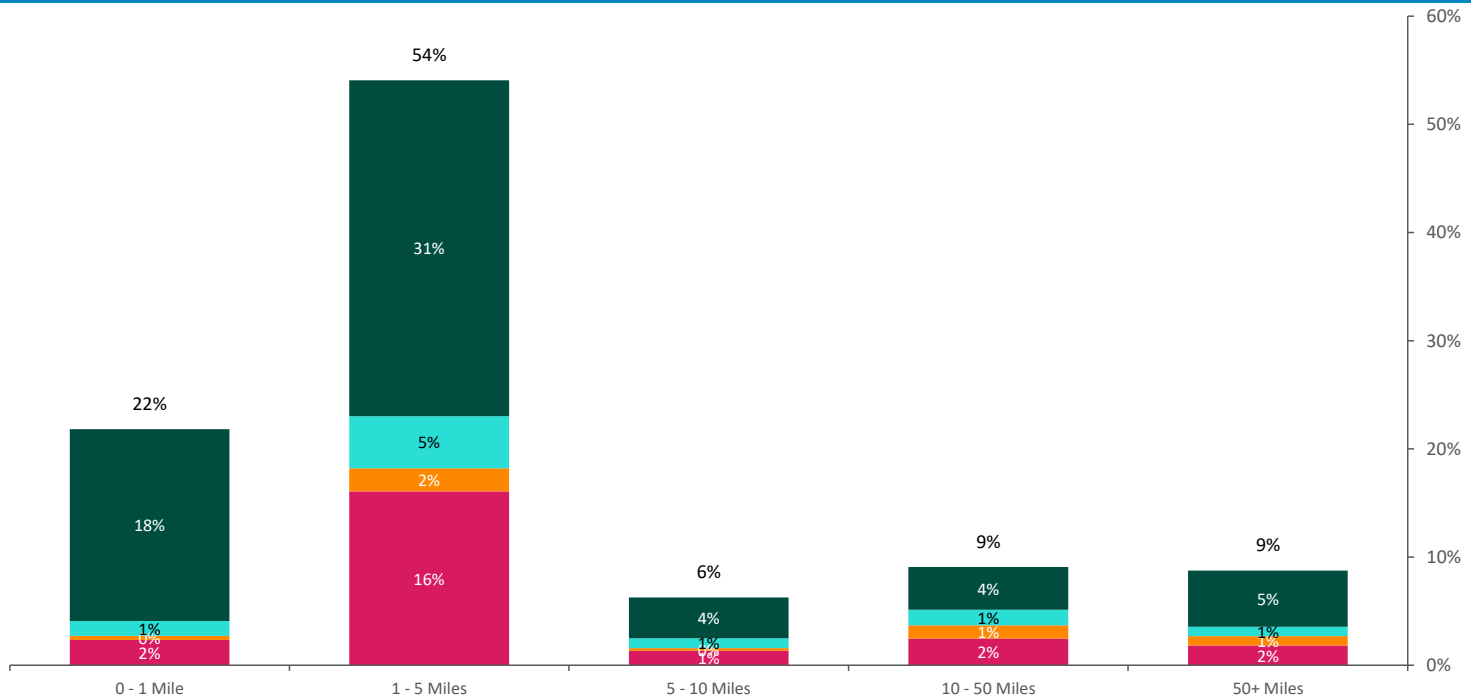
Polaris Plus Profile

GB %



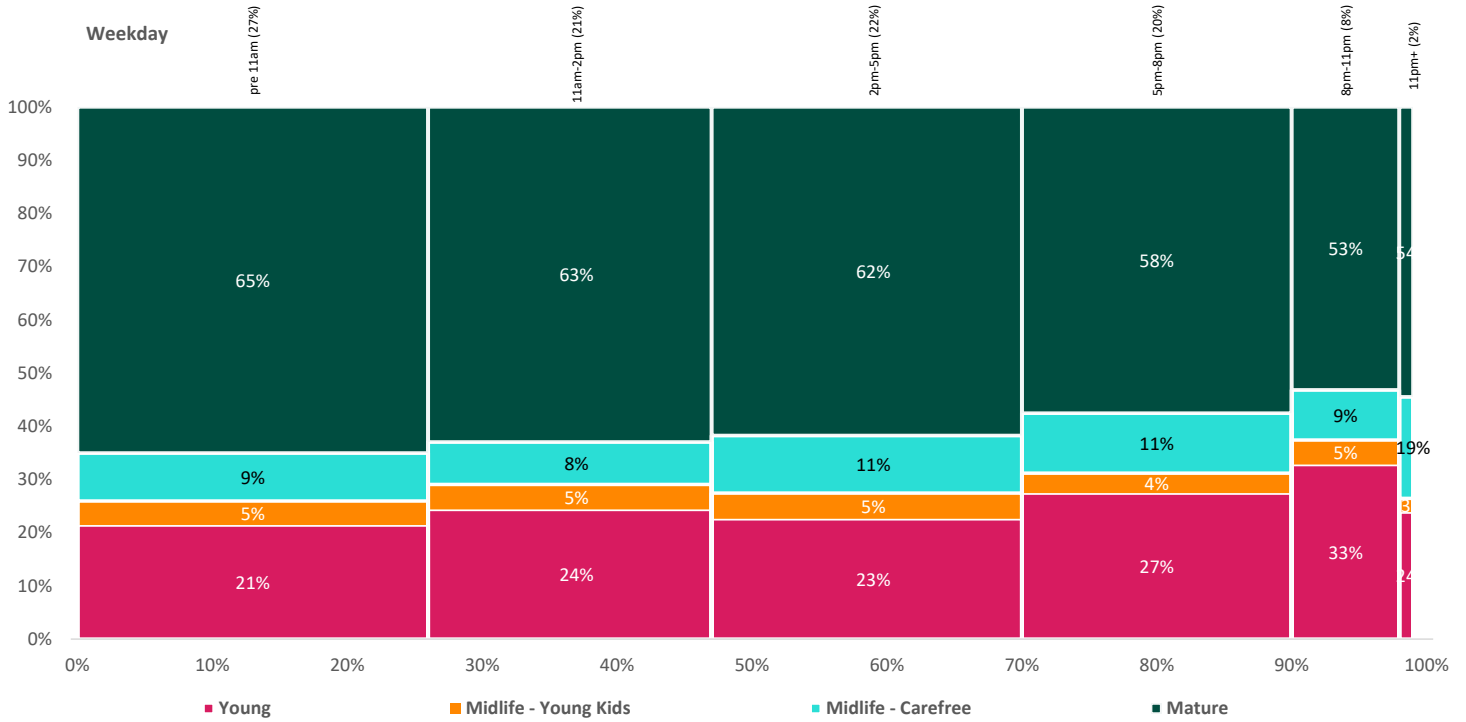
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



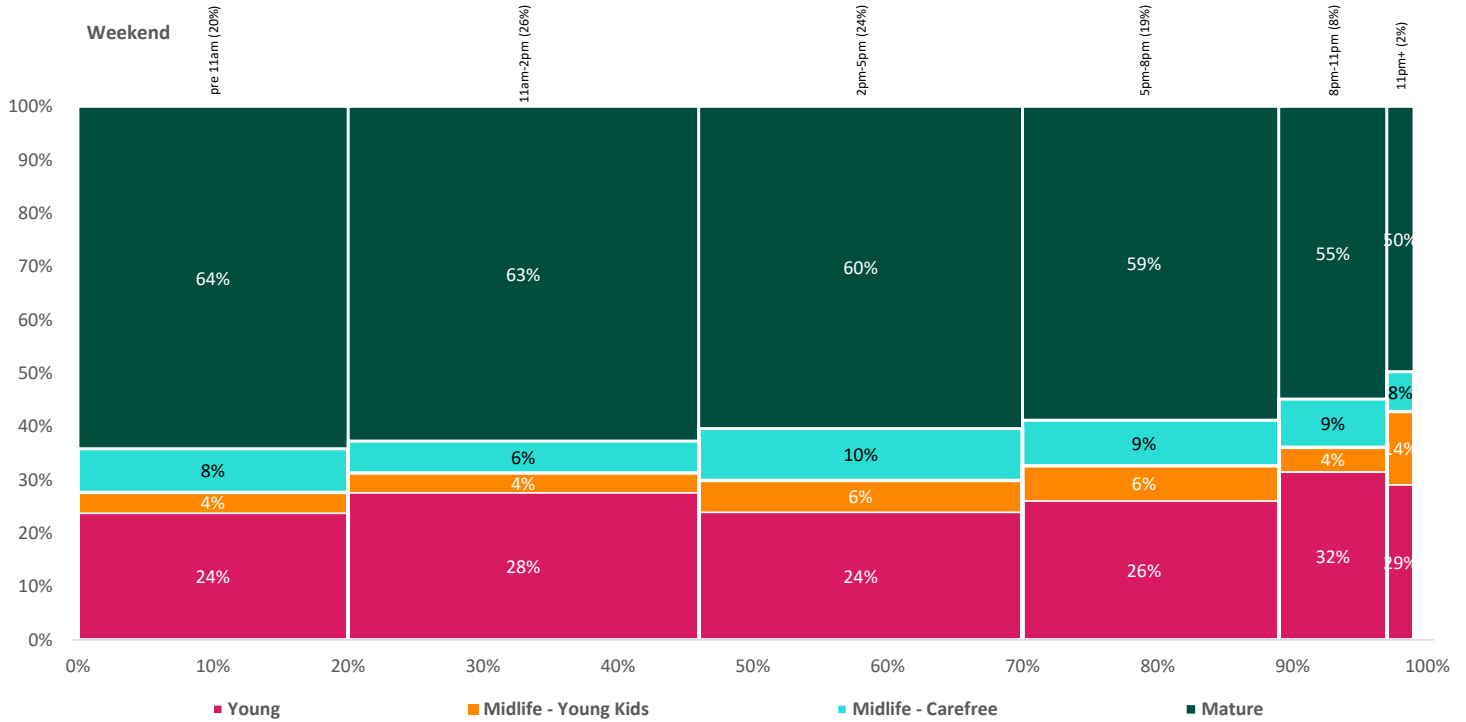
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



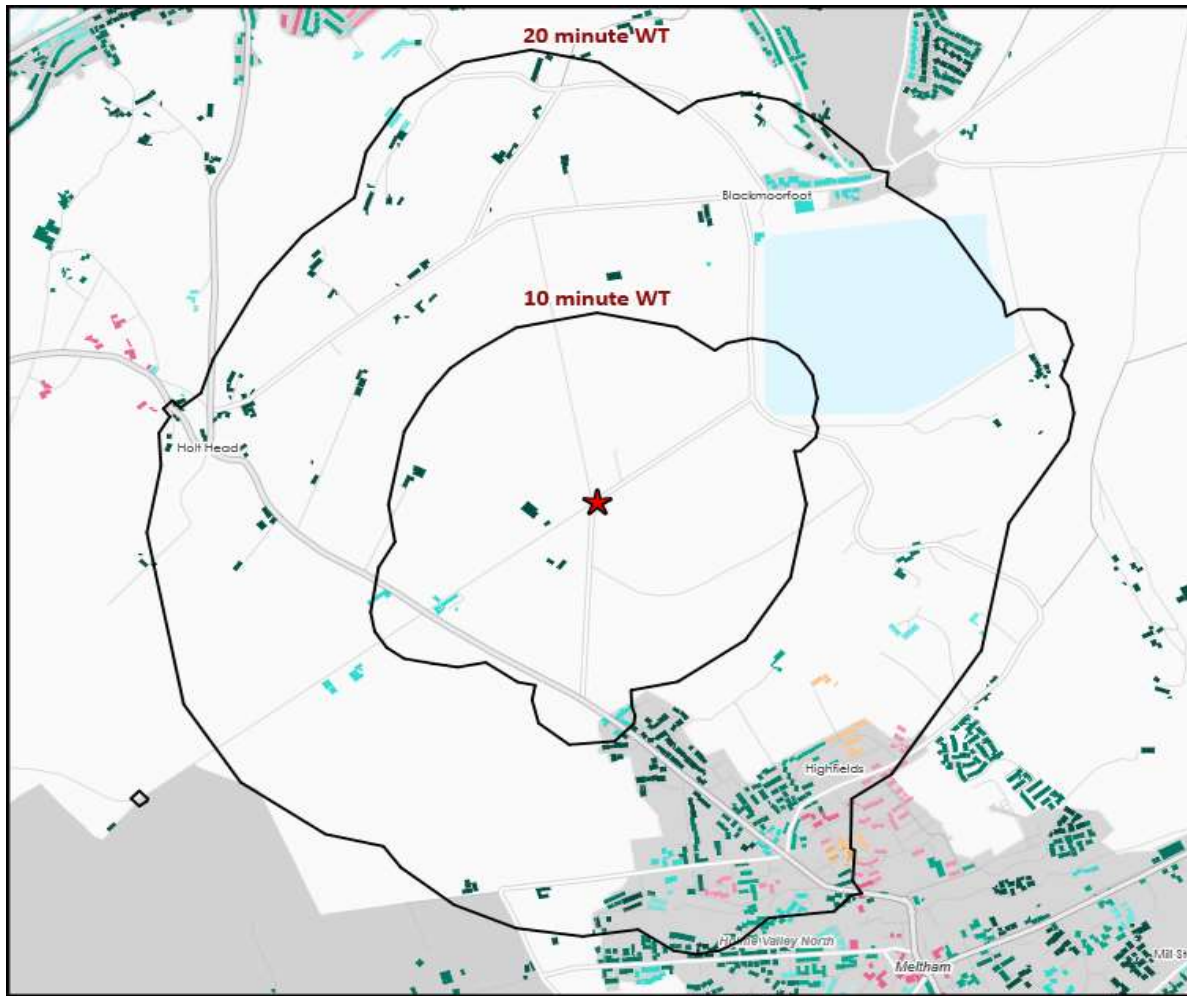
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,270	978	1,000	861	303	66	4,479
Midlife - Carefree		176	124	176	169	54	23	722
Midlife - Young Kids		89	73	78	56	26	3	325
Young		419	379	366	410	187	29	1,790
All		1,953	1,554	1,620	1,497	569	121	7,315

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		474	591	528	402	161	44	2,199
Midlife - Young Kids		61	57	85	59	27	7	295
Midlife - Carefree		28	34	51	44	13	12	181
Mature		177	261	211	179	93	26	947
All		739	942	874	684	294	89	3,623

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

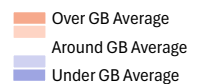


Polaris Plus Profile by Catchment

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\*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**
<b>Young</b>						
Low	0	231	16.878	0	127	111
Medium	0	41	27.053	0	20	157
High	0	0	2.584	0	0	25
<b>Midlife - Young Kids</b>						
Low	0	145	12.741	0	143	151
Medium	0	40	3.632	0	51	55
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	6.731	0	0	105
Medium	14	25	6.545	51	19	60
High	104	40	8.373	606	49	122
<b>Mature</b>						
Low	0	399	19.295	0	158	92
Medium	11	611	28.834	18	213	121
High	236	311	20.053	408	112	87
<b>Not Private Households</b>	19	0	1.106	409	0	59
<b>Total</b>	384	1.843	153.825			



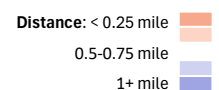


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Wills O Nats	HD 9 5PS	Star Pubs & Bars	Family Pub Dining	23,9%	82,5%	0,00
1	Travellers Rest	HD 9 5NH	*Other Small Retail Groups	Community Pub	25,8%	81,5%	0,42
2	Bulls Head	HD 7 5TR	Star Pubs & Bars	Premium Local	30,5%	73,3%	0,74
3	Meltham Cricket & Athletic Club	HD 9 5QT	Independent Free	Clubland	0,0%	0,0%	0,89
4	Victoria Park	HD 9 5QL	Independent Free	Premium Local	13,7%	92,9%	1,04
5	Linthwaite Hall Sports & Social Club	HD 7 5LQ	Independent Free	Sports Clubs	0,0%	0,0%	1,08
6	Swan	HD 9 4NH	*Other Small Retail Groups	Premium Local	6,1%	89,1%	1,10
7	Pink Elephant	HD 9 4ES	Independent Free	Restaurants	0,0%	0,0%	1,13
8	Lodge Of Peace	HD 9 4EU	Independent Free	Clubland	0,0%	0,0%	1,13
9	Meltham Liberal Club	HD 9 4HR	Independent Free	Clubland	0,0%	0,0%	1,21

\* 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



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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. <b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1 <b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2 <b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> 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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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"	"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'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	<ul style="list-style-type: none"> <li>Aids being part of the group</li> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<ul style="list-style-type: none"> <li>Helps me look good, and be on trend</li> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</li> </ul>

**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: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.

**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 a 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.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Metropolitan			Large Urban					Small Urban				Rural							