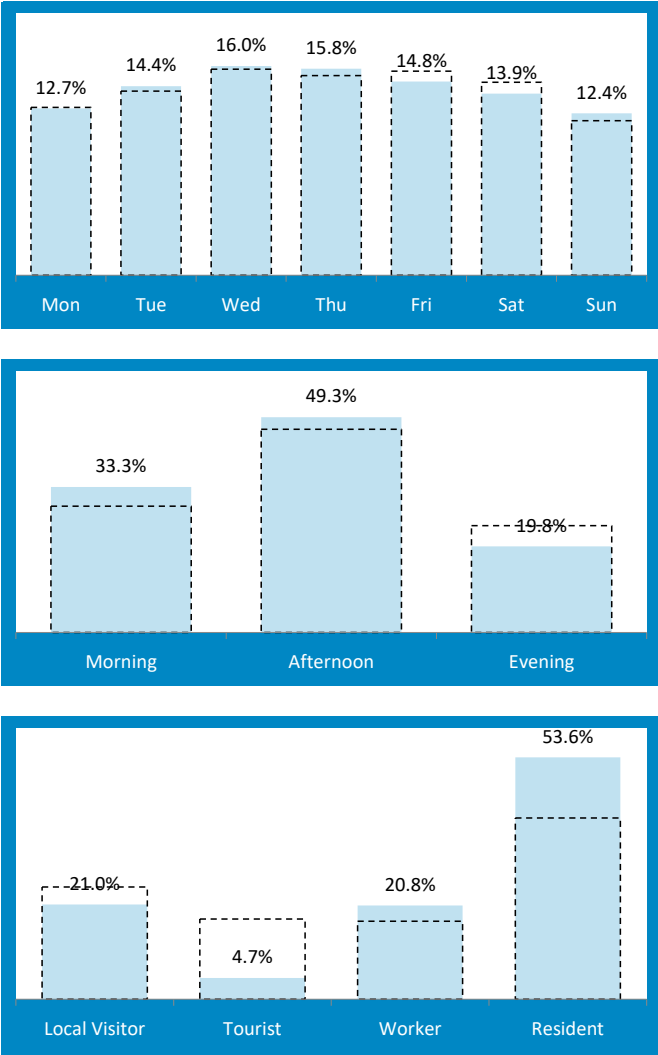


Water Tower

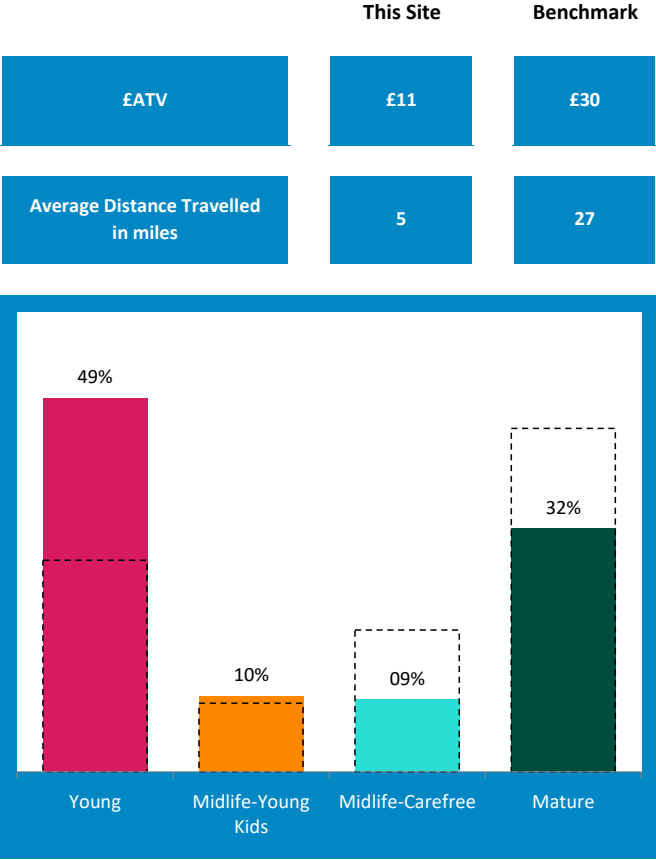
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1.995	5.344
Adult Pop		1.611	4.529
Affluence	Low	42%	33%
	Medium	31%	38%
	High	27%	27%
Young		35%	28%
Midlife Young Kids		6%	11%
Midlife Carefree		6%	16%
Mature		53%	44%
Competition Count		3	43

Visitors

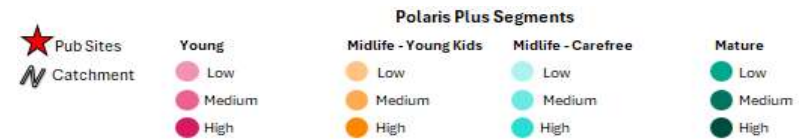
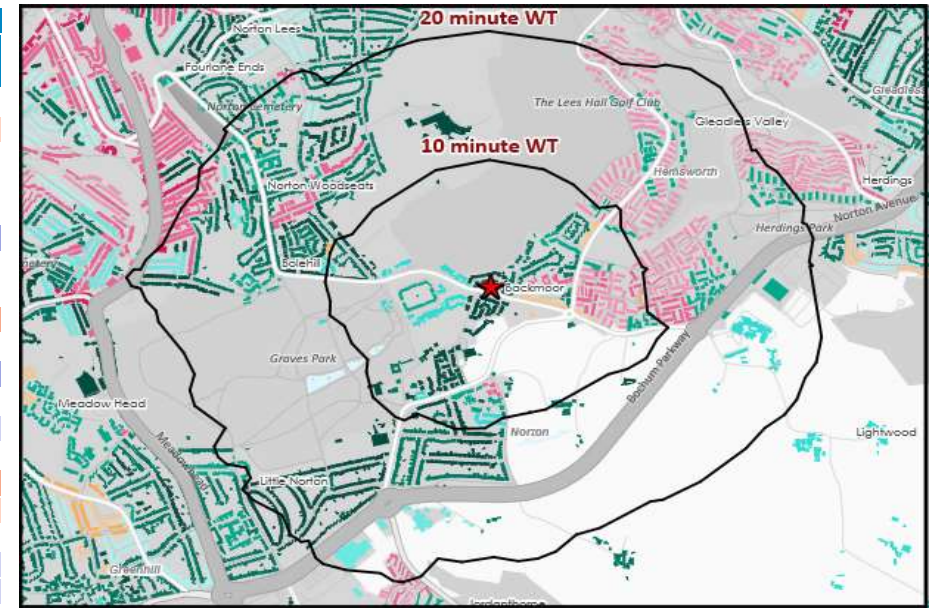


Spend Profile



Catchment Summary - Water Tower

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		1.995	11.810	503.808	37	60	119
Adults 18+		1.611	9.328	408.232	36	57	120
Competition Pubs		3	11	787	7	11	101
Adults 18+ per Competition Pub		537	848	519	78	124	76
% Adults Likely to Drink		81,0%	82,0%	79,0%	101	103	99
Affluence	Low	42,2%	39,2%	42,5%	127	118	128
	Medium	31,0%	38,6%	36,0%	81	101	94
	High	26,8%	20,8%	20,3%	97	76	74
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£22.298	£22.312	£20.739	99	99	92
Age Profile	18-24	144	766	68.232	85	76	159
	25-34	252	1.544	76.554	93	97	112
	35-44	247	1.582	65.523	92	99	96
	45-64	459	2.890	112.149	92	97	89
	65+	509	2.546	85.774	133	112	88



	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	567	3.097	153.300	126	119	135
Midlife - Young Kids	94	127	47.489	53	12	107
Midlife - Carefree	102	430	45.117	40	29	70
Mature	848	5.538	157.127	119	134	87
Not Private Households	0	136	5.199	0	12.050	10.526
Total	1.611	9.328	408.232			



Per Pub - Water Tower

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

WT= Walktime, DT= Drivetime

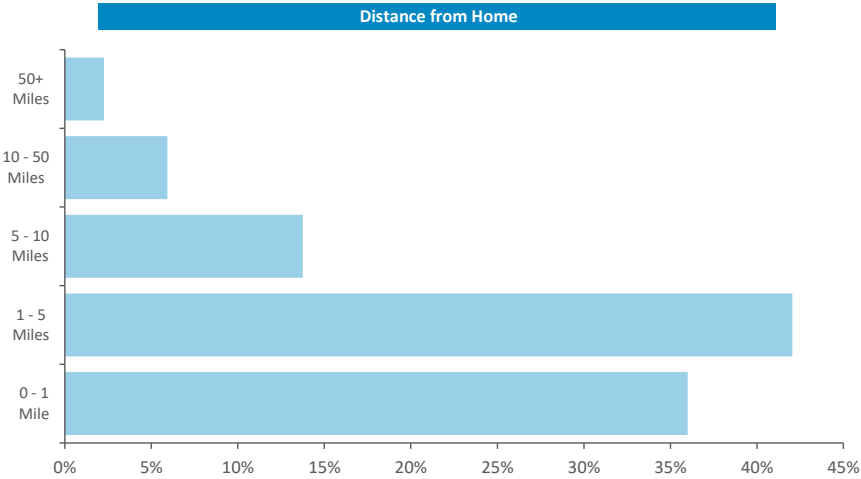
Adults 18+	1.611	9.328	408.232
Number of Competition Pubs	3	11	787
Adults 18+ per Competition Pub	537	848	519

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	152	9,4%	120
Family Pub Dining	0	160	10,0%	110
Great Pub Great Food	0	263	16,3%	97
Leisure	0	164	10,2%	101
Mainstream	1	242	15,0%	108
Premium	0	218	13,5%	95
Restaurant	0	360	22,3%	97
Super Premium	0	53	3,3%	83

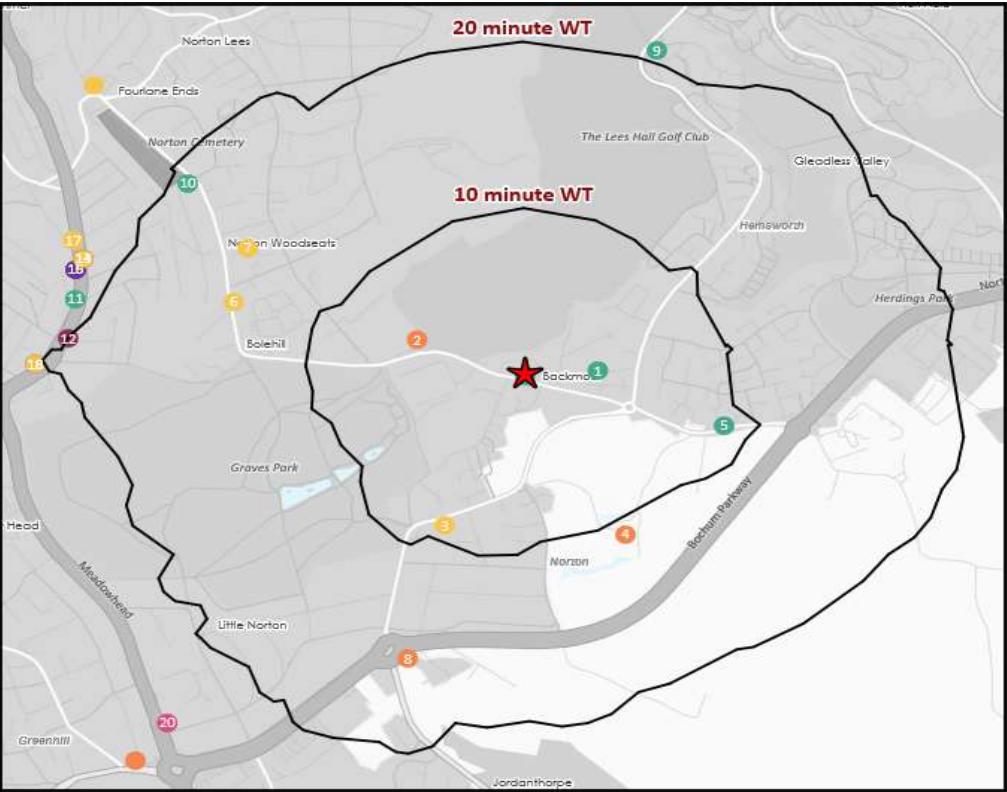
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	843	9,0%	115
Family Pub Dining	0	927	9,9%	109
Great Pub Great Food	0	1.500	16,1%	96
Leisure	3	938	10,1%	100
Mainstream	3	1.412	15,1%	109
Premium	0	1.266	13,6%	95
Restaurant	0	2.015	21,6%	94
Super Premium	0	290	3,1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	181	39.199	9,6%	123
Family Pub Dining	47	40.300	9,9%	109
Great Pub Great Food	46	61.813	15,1%	90
Leisure	116	40.123	9,8%	98
Mainstream	131	61.083	15,0%	107
Premium	75	55.420	13,6%	95
Restaurant	180	91.571	22,4%	97
Super Premium	11	13.499	3,3%	84



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Competition - Water Tower



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
20	Norton	S 8 7UP	Mitchells & Butlers	Family Pub Dir	17,3%	1,06
17	Woodseats Palace	S 8 0SD	Wetherspoons GB	Mainstream	10,9%	0,96
0	Water Tower	S 8 8LN	Star Pubs & Bars	Classic	10,3%	0,00
18	Marcos Restaurant	S 8 0SH	Independent Free	Restaurant	10,1%	0,99
4	Norton Oaks Cricket Club	S 8 8BA	Independent Free	Leisure	8,6%	0,41
10	Prince Of Wales	S 8 8SE	Stonegate Pub Company	Classic	8,3%	0,81
1	Nailmakers Arms	S 8 8LB	Trust Inns Limited	Classic	8,3%	0,15
11	Big Tree	S 8 0SF	Greene King	Classic	4,9%	0,93
14	Village Soho	S 8 0SL	Independent Free	Premium	4,5%	0,93
3	Norton House Country Club	S 8 8HD	Independent Free	Mainstream	4,3%	0,37
6	Mount Pleasant	S 8 8SG	Punch Pub Company	Mainstream	4,1%	0,61
7	Sportsman Inn	S 8 8PE	Star Pubs & Bars	Mainstream	3,2%	0,63
12	Guzzle	S 8 0SQ	Independent Free	Premium	1,7%	0,93
19	Abbey	S 8 0SH	Punch Pub Company	Mainstream	1,5%	0,99
9	Horse and Groom	S 14 1JE	Independent Free	Classic	1,2%	0,78
5	Bagshawe Arms	S 14 1BP	Stonegate Pub Company	Classic	0,5%	0,42
2	Lees Hall Golf Club	S 8 8LL	Independent Free	Leisure	0,0%	0,23
8	Graves Tennis and Leisure	S 8 8JR	Independent Free	Leisure	0,0%	0,68
13	Chantrey Arms	S 8 0SL	Star Pubs & Bars	Mainstream	0,0%	0,93
15	Kitos	S 8 0SE	Independent Free	Restaurant	0,0%	0,94
16	Zizzona	S 8 0SE	Independent Free	Restaurant	0,0%	0,94

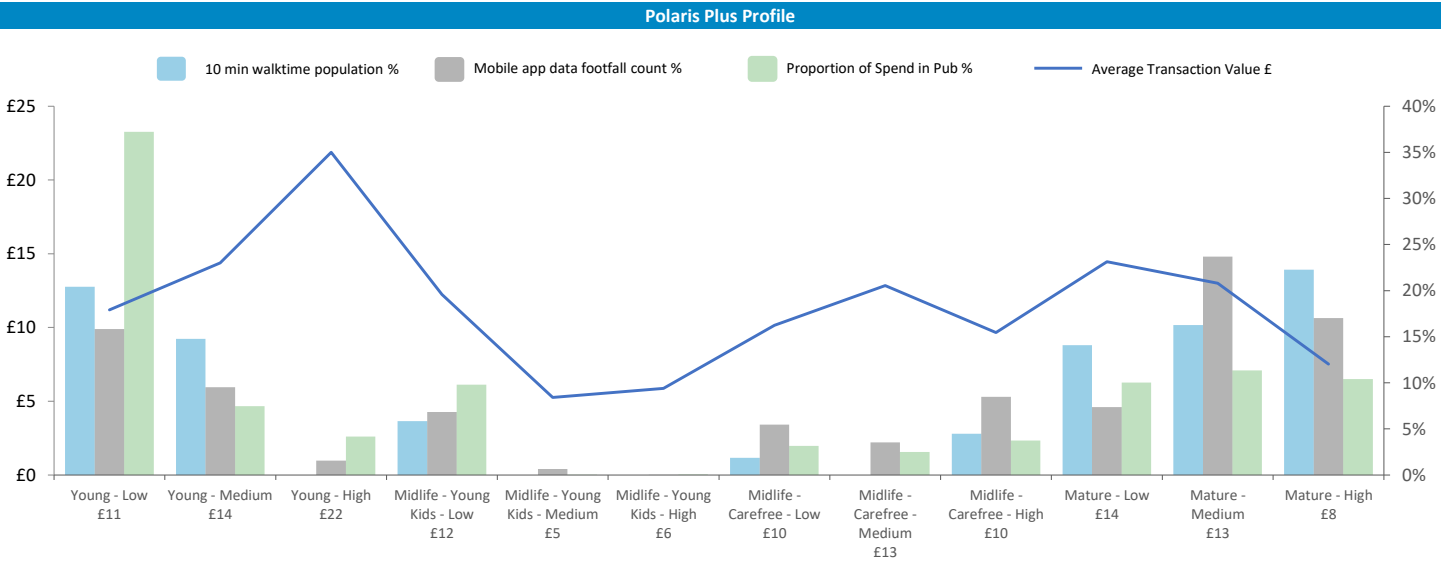
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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Catchment Summary - Water Tower

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
111941	Water Tower	S 8 8LN	Star Pubs & Bars	Classic	7



See the Glossary page for further information on the above variables

Catchment Summary - Water Tower

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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	1,995	11,810	503,808	37	60	119
Adults 18+	1,611	9,328	408,232	36	57	120
Competition Pubs	3	11	787	7	11	101
Adults 18+ per Competition Pub	537	848	519	78	124	76
% Adults Likely to Drink	81,0%	82,0%	79,0%	101	103	99

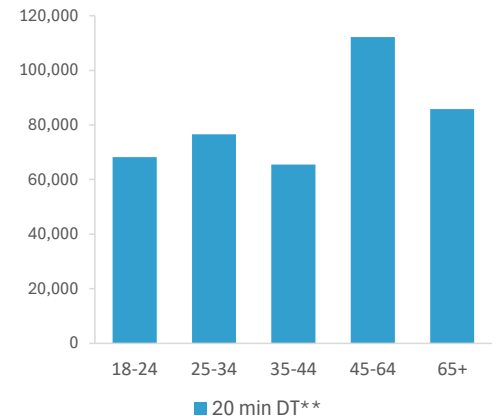
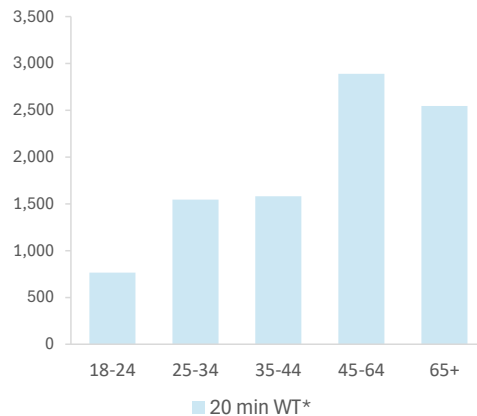
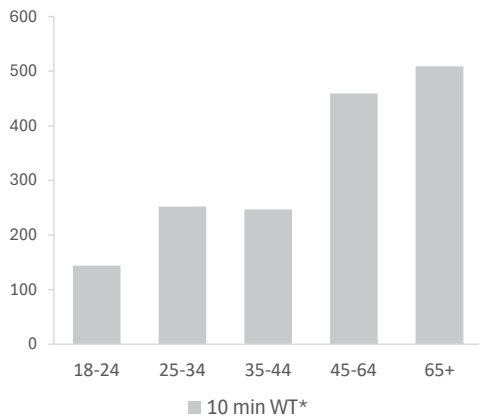
Population & Adults 18+ index is based on all pubs

Affluence	Low	42,2%	39,2%	42,5%	127	118	128
	Medium	31,0%	38,6%	36,0%	81	101	94
	High	26,8%	20,8%	20,3%	97	76	74

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£22,298	£22,312	£20,739	99	99	92
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Age Profile	18-24	144	766	68,232	85	76	159
	25-34	252	1,544	76,554	93	97	112
	35-44	247	1,582	65,523	92	99	96
	45-64	459	2,890	112,149	92	97	89
	65+	509	2,546	85,774	133	112	88



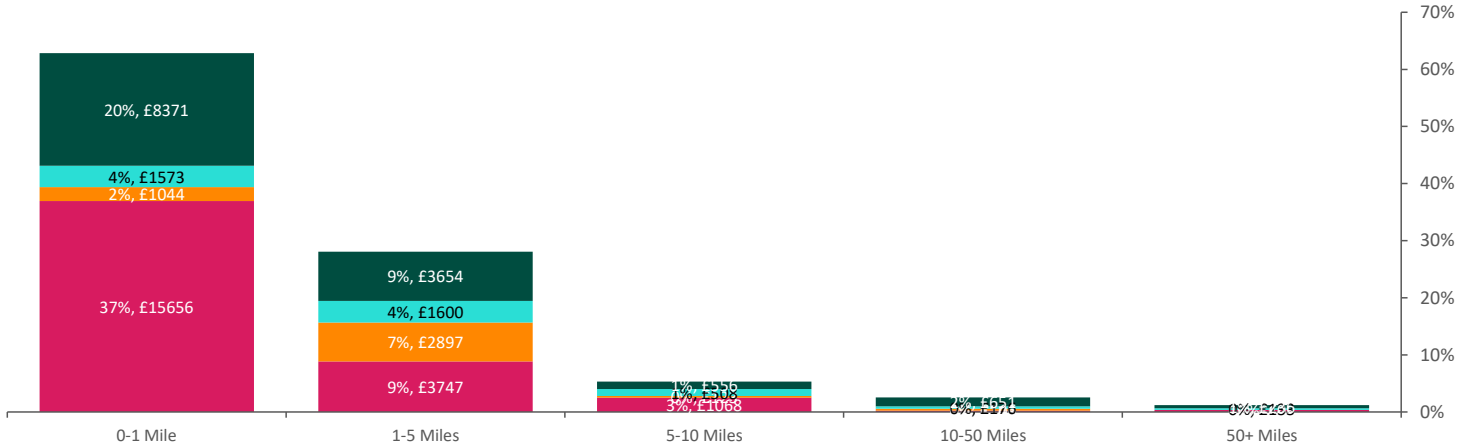
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	987 (49%)	5,747 (49%)	250,997 (50%)	101	99	102
	Female	1,008 (51%)	6,063 (51%)	252,811 (50%)	99	101	98
Economic Status (16+)	Employed: Full-time	494 (30%)	2,939 (31%)	127,123 (30%)	88	90	89
	Employed: Part-time	234 (14%)	1,328 (14%)	50,578 (12%)	119	116	101
	Self employed	131 (8%)	768 (8%)	31,103 (7%)	86	86	80
	Unemployed	36 (2%)	277 (3%)	10,949 (3%)	79	105	95
	Full-time student	28 (2%)	158 (2%)	17,947 (4%)	68	66	172
	Retired	459 (28%)	2,465 (26%)	83,729 (20%)	128	118	92
	Other	266 (16%)	1,665 (17%)	97,941 (23%)	91	98	131
Total Worker Count		266	2,101	248,298			

See the Glossary page for further information on the above variables

Transactional Data Summary - Water Tower

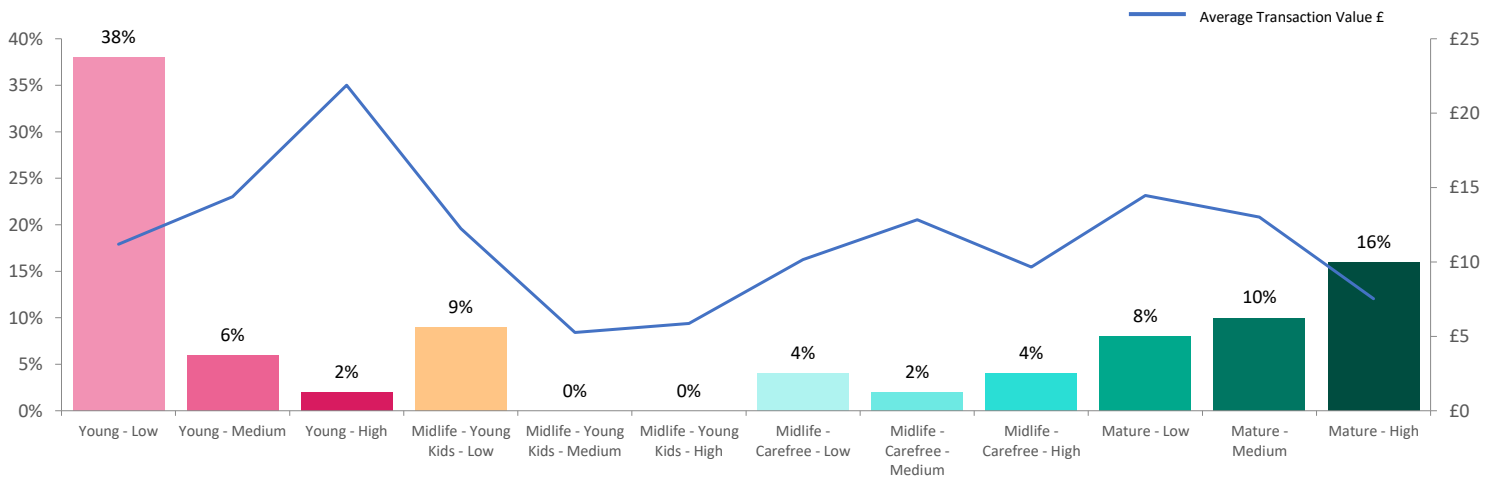
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Spend by Polaris and Distance from Home



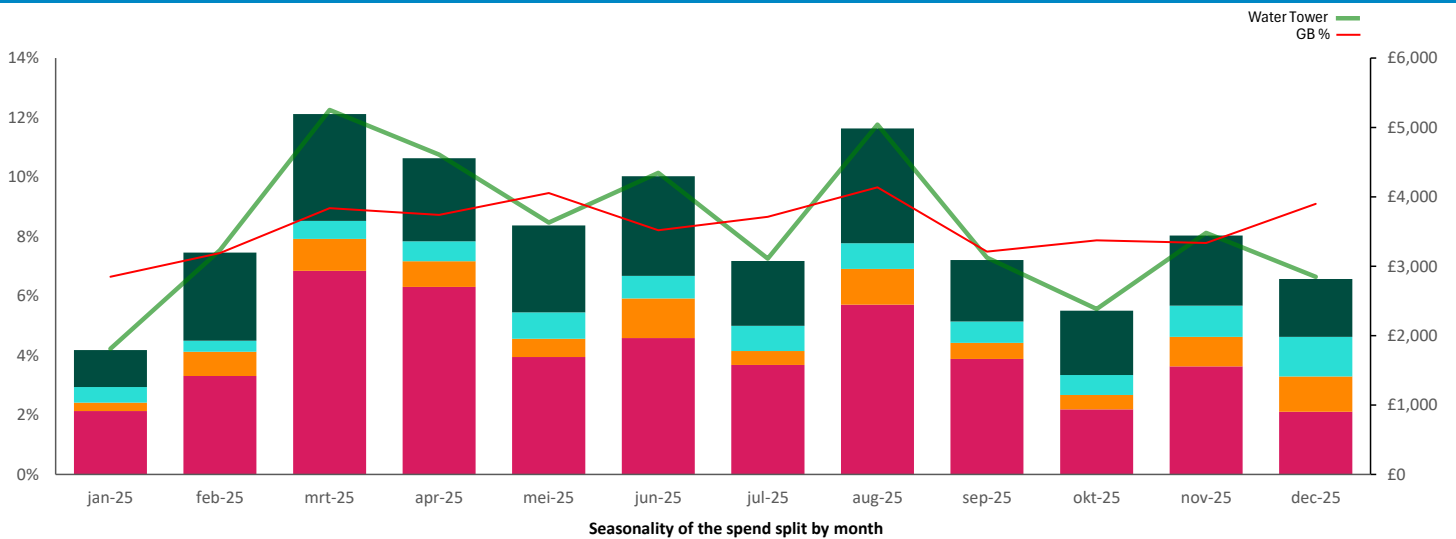
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



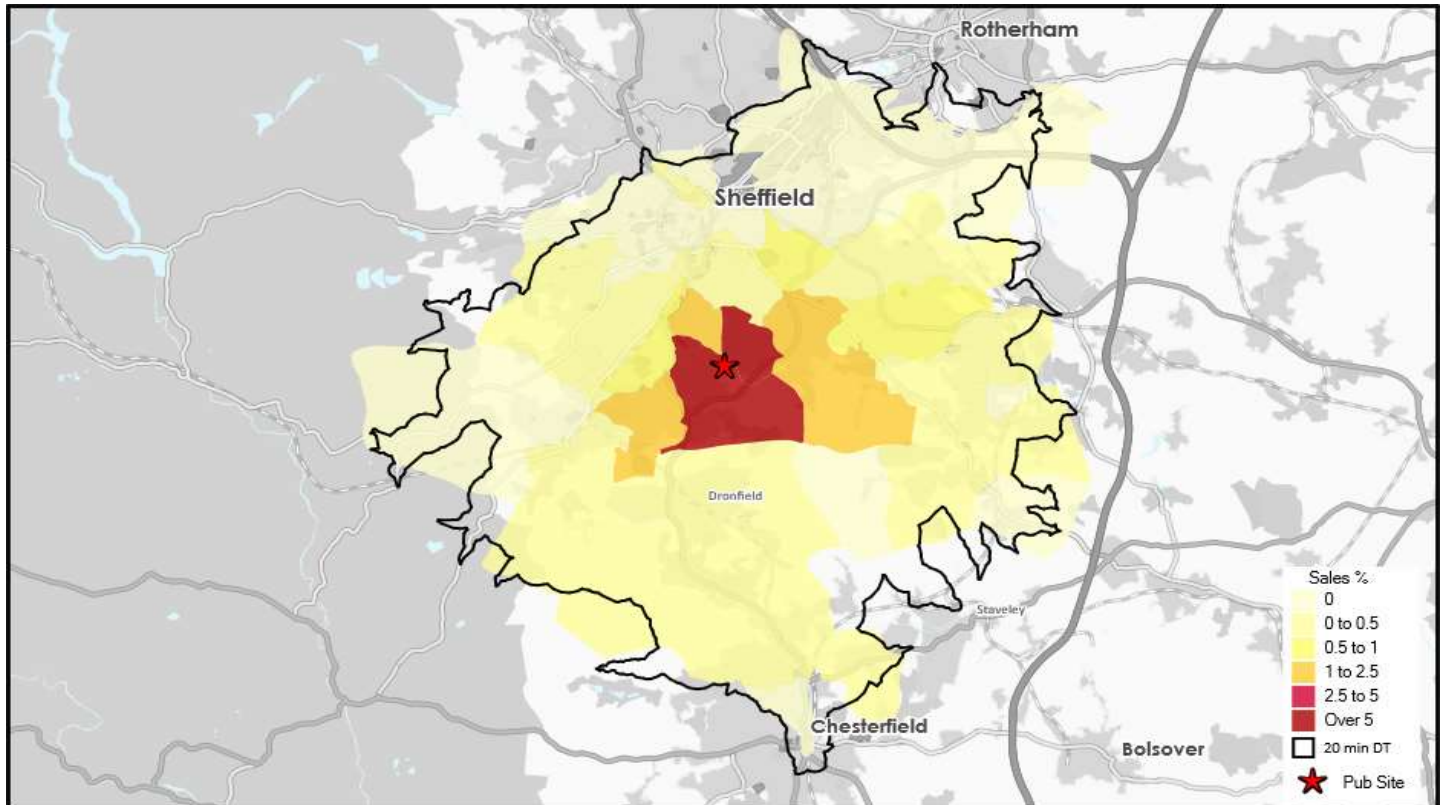
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



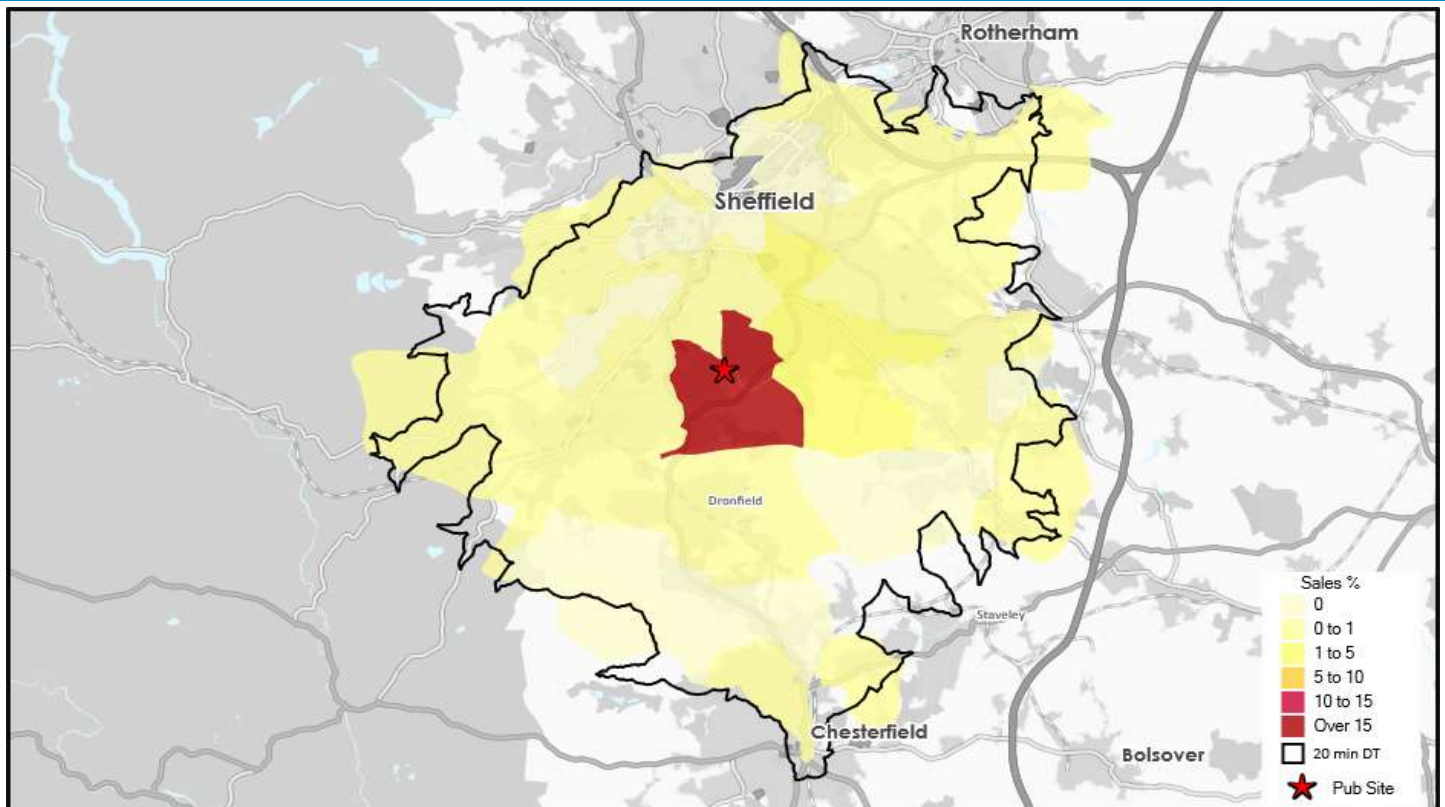
Seasonality of the spend split by month

Water Tower 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

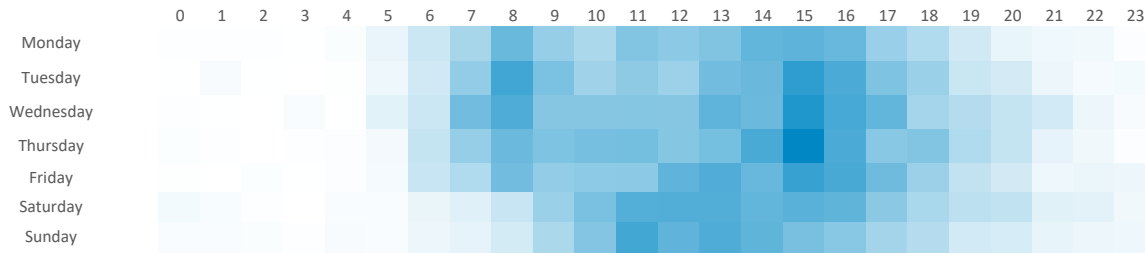
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Water Tower



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

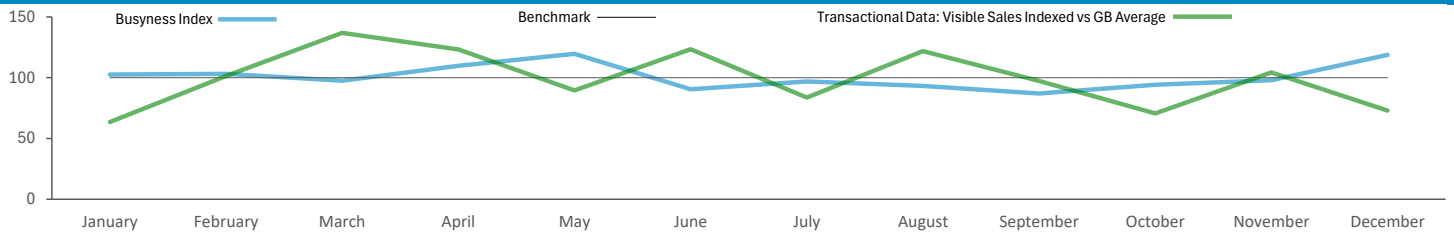
Mobile Data Summary - Water Tower

Time of Day/Day of Week



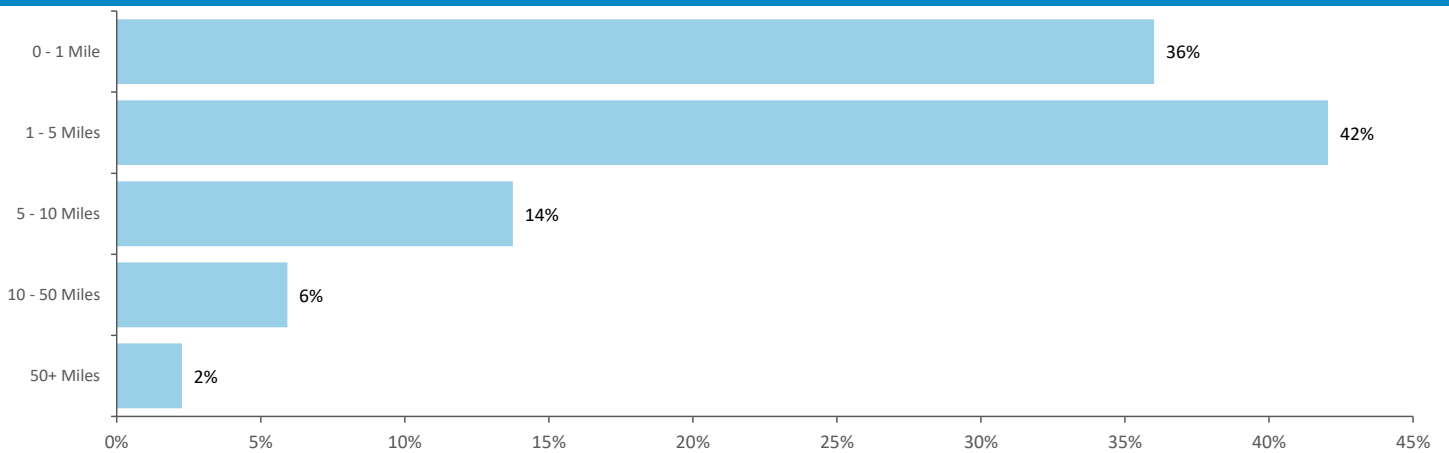
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

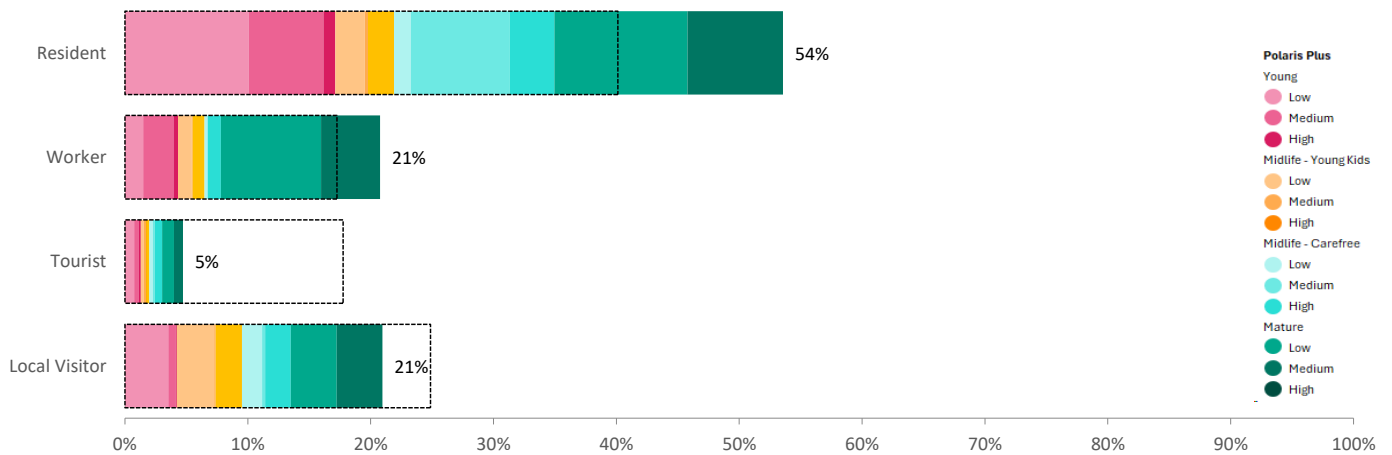
Distance from Home



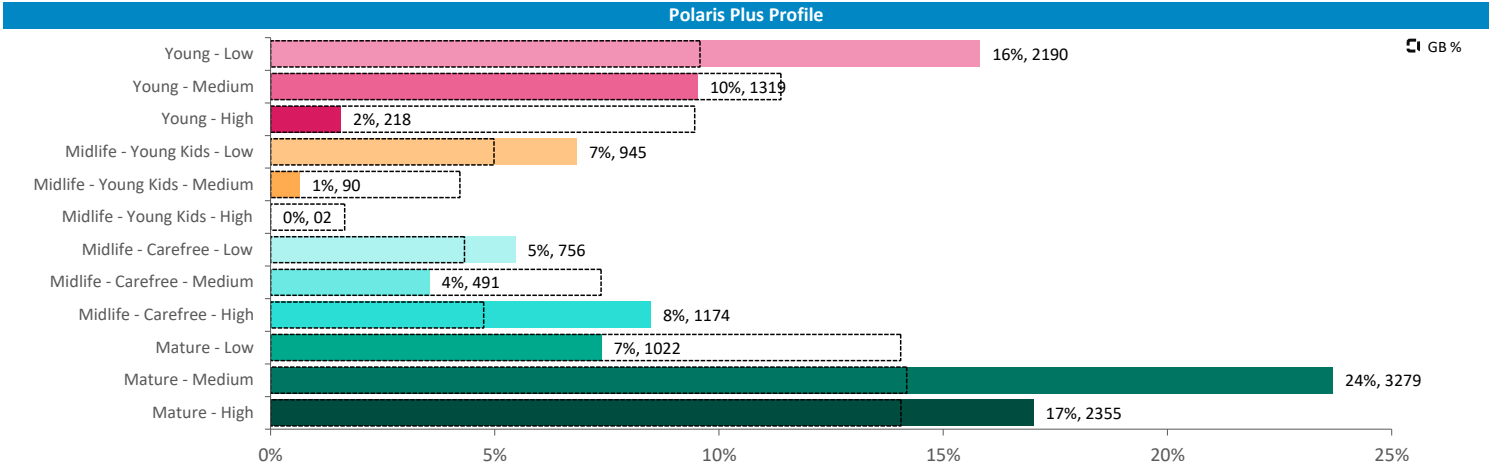
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

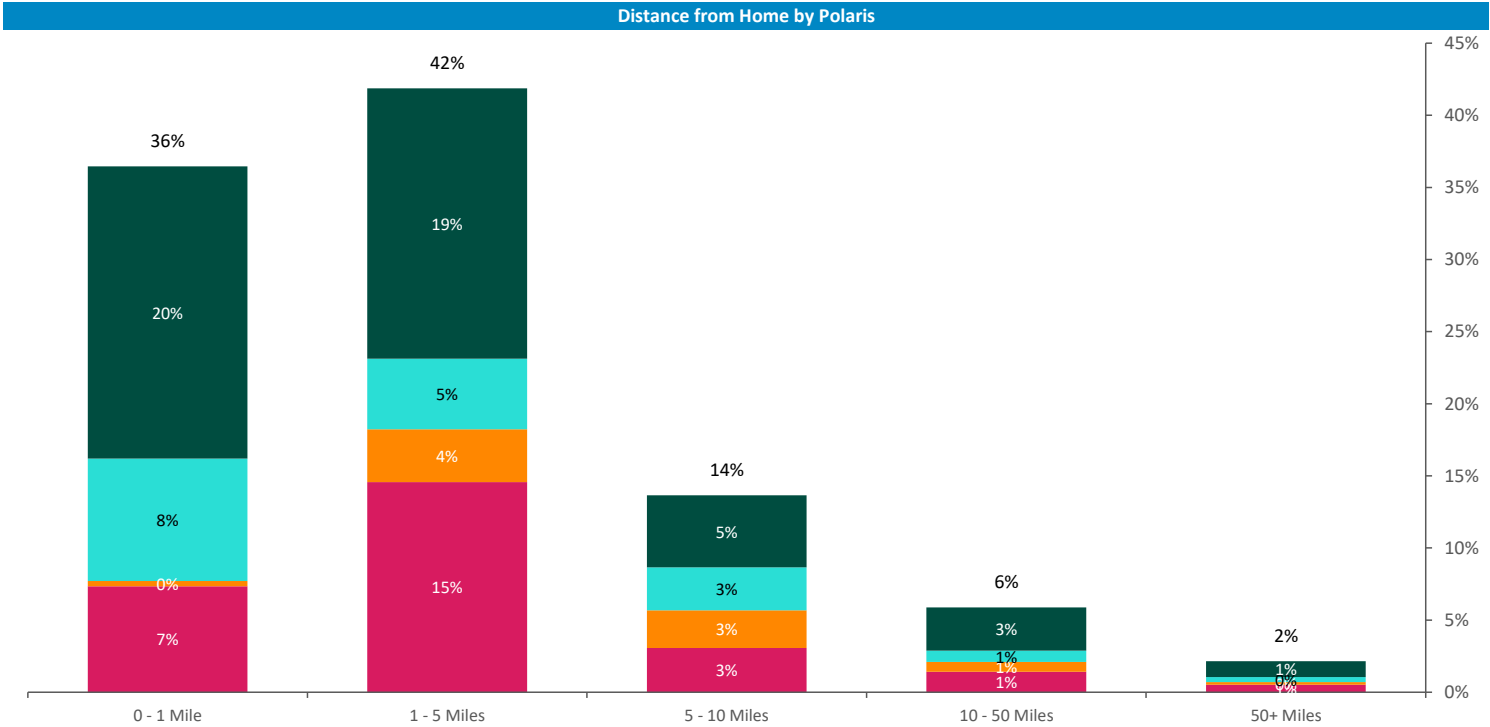
Base: GB



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

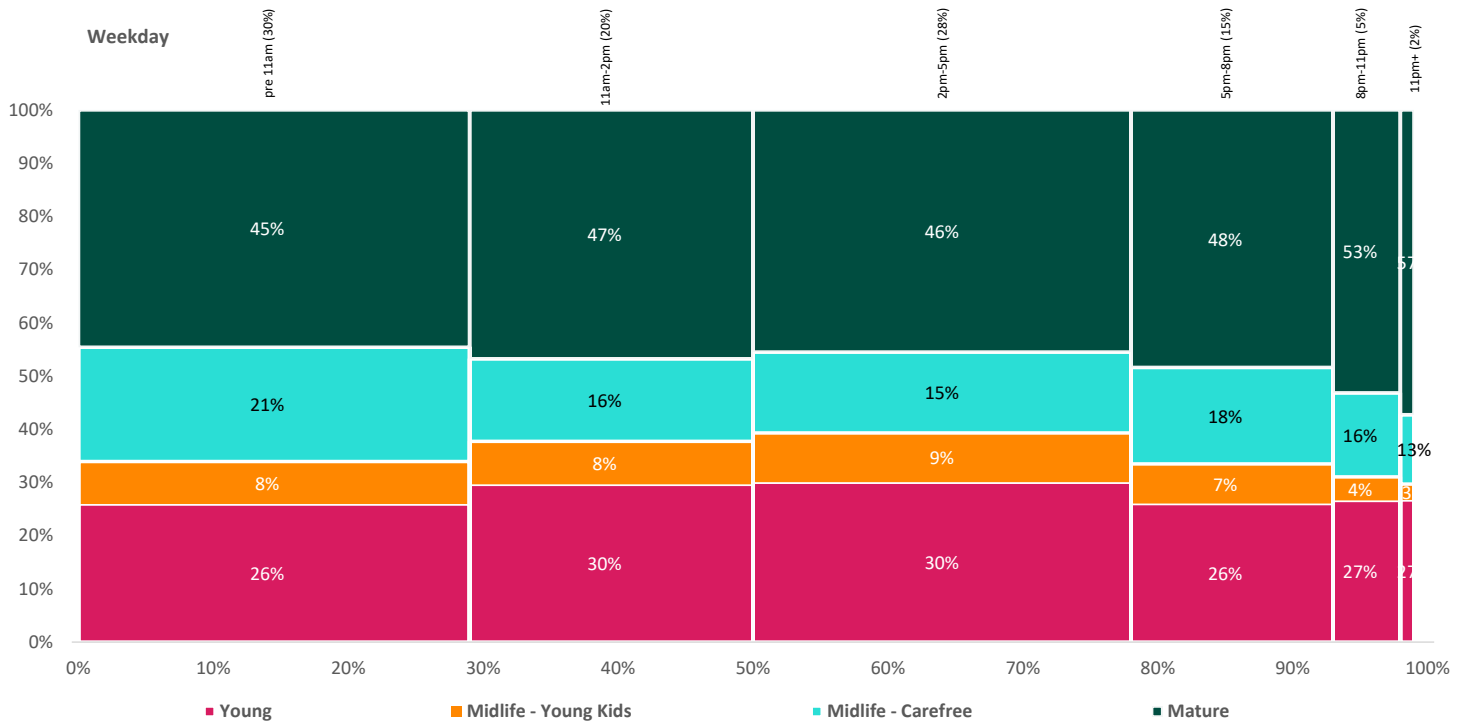


Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



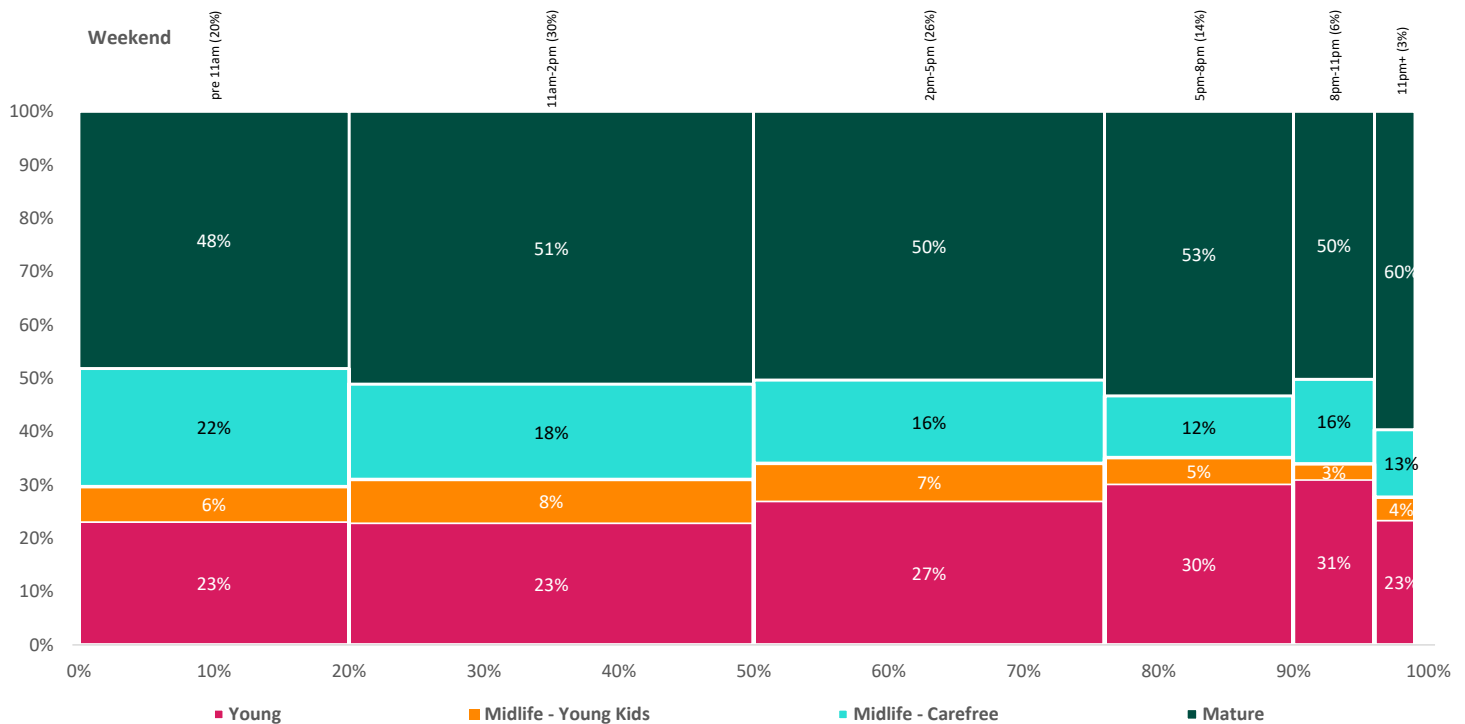
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1.734	1.245	1.658	965	339	137	6.078
Midlife - Carefree	836	414	553	361	101	31	2.295
Midlife - Young Kids	310	215	338	148	28	7	1.046
Young	1.009	790	1.094	519	170	64	3.646
All	3.889	2.664	3.643	1.993	637	240	13.065

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	450	714	603	352	149	89	2.357
Midlife - Young Kids	207	251	188	77	47	19	789
Midlife - Carefree	61	112	84	32	8	6	304
Mature	217	321	324	200	93	35	1.189
All	934	1.398	1.199	660	298	149	4.639

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

Polaris Plus Summary - Water Tower

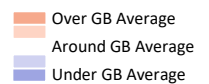
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Polaris Plus Profile by Catchment

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	329	1.893	62.139	208	207	155
Medium	238	1.204	72.223	134	117	161
High	0	0	18.938	0	0	69
Midlife - Young Kids						
Low	94	102	38.934	104	20	170
Medium	0	25	7.253	0	6	40
High	0	0	1.302	0	0	27
Midlife - Carefree						
Low	30	68	25.534	44	17	147
Medium	0	196	10.871	0	29	37
High	72	166	8.712	98	39	47
Mature						
Low	227	1.589	46.777	104	126	85
Medium	262	2.175	56.572	104	149	88
High	359	1.774	53.778	148	126	87
Not Private Households	0	136	5.199	0	136	119
Total	1.611	9.328	408.232			

*WT= Walktime, **DT= Drivetime





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	Water Tower	S 8 8LN	Star Pubs & Bars	Classic	10,3%	92,3%	0,00
1	Nailmakers Arms	S 8 8LB	Trust Inns Limited	Classic	8,3%	96,6%	0,15
2	Lees Hall Golf Club	S 8 8LL	Independent Free	Leisure	0,0%	0,0%	0,23
3	Norton House Country Club	S 8 8HD	Independent Free	Mainstream	4,3%	92,1%	0,37
4	Norton Oaks Cricket Club	S 8 8BA	Independent Free	Leisure	8,6%	99,1%	0,41
5	Bagshawe Arms	S 14 1BP	Stonegate Pub Company	Classic	0,5%	94,4%	0,42
6	Mount Pleasant	S 8 8SG	Punch Pub Company	Mainstream	4,1%	98,2%	0,61
7	Sportsman Inn	S 8 8PE	Star Pubs & Bars	Mainstream	3,2%	87,3%	0,63
8	Graves Tennis and Leisure	S 8 8JR	Independent Free	Leisure	0,0%	0,0%	0,68
9	Horse and Groom	S 14 1JE	Independent Free	Classic	1,2%	87,4%	0,78
10	Prince Of Wales	S 8 8SE	Stonegate Pub Company	Classic	8,3%	98,5%	0,81
11	Big Tree	S 8 0SF	Greene King	Classic	4,9%	84,6%	0,93
12	Guzzle	S 8 0SQ	Independent Free	Premium	1,7%	90,9%	0,93
13	Chantrey Arms	S 8 0SL	Star Pubs & Bars	Mainstream	0,0%	0,0%	0,93
14	Village Soho	S 8 0SL	Independent Free	Premium	4,5%	95,1%	0,93
15	Kitos	S 8 0SE	Independent Free	Restaurant	0,0%	0,0%	0,94
16	Zizzona	S 8 0SE	Independent Free	Restaurant	0,0%	0,0%	0,94
17	Woodseats Palace	S 8 0SD	Wetherspoons GB	Mainstream	10,9%	91,7%	0,96
18	Marcos Restaurant	S 8 0SH	Independent Free	Restaurant	10,1%	92,0%	0,99
19	Abbey	S 8 0SH	Punch Pub Company	Mainstream	1,5%	86,7%	0,99
20	Norton	S 8 7UP	Mitchells & Butlers	Family Pub Dining	17,3%	91,8%	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 - Water Tower

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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+	1.611	9.328	408.232
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Adults 18+ per Competition Pub	537	848	519

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	152	9,4%	120
Family Pub Dining	0	160	10,0%	110
Great Pub Great Food	0	263	16,3%	97
Leisure	0	164	10,2%	101
Mainstream	1	242	15,0%	108
Premium	0	218	13,5%	95
Restaurant	0	360	22,3%	97
Super Premium	0	53	3,3%	83

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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Great Pub Great Food	46	61.813	15,1%	90
Leisure	116	40.123	9,8%	98
Mainstream	131	61.083	15,0%	107
Premium	75	55.420	13,6%	95
Restaurant	180	91.571	22,4%	97
Super Premium	11	13.499	3,3%	84

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	Midlife 'Parents' 35-54 year olds Children under 12 at home	Midlife 'Carefree' 35-54 year olds No children under 12 at home	Mature 55+ year olds																																								
	“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”																																								
	- 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.																																												
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="6">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>					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			
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																												