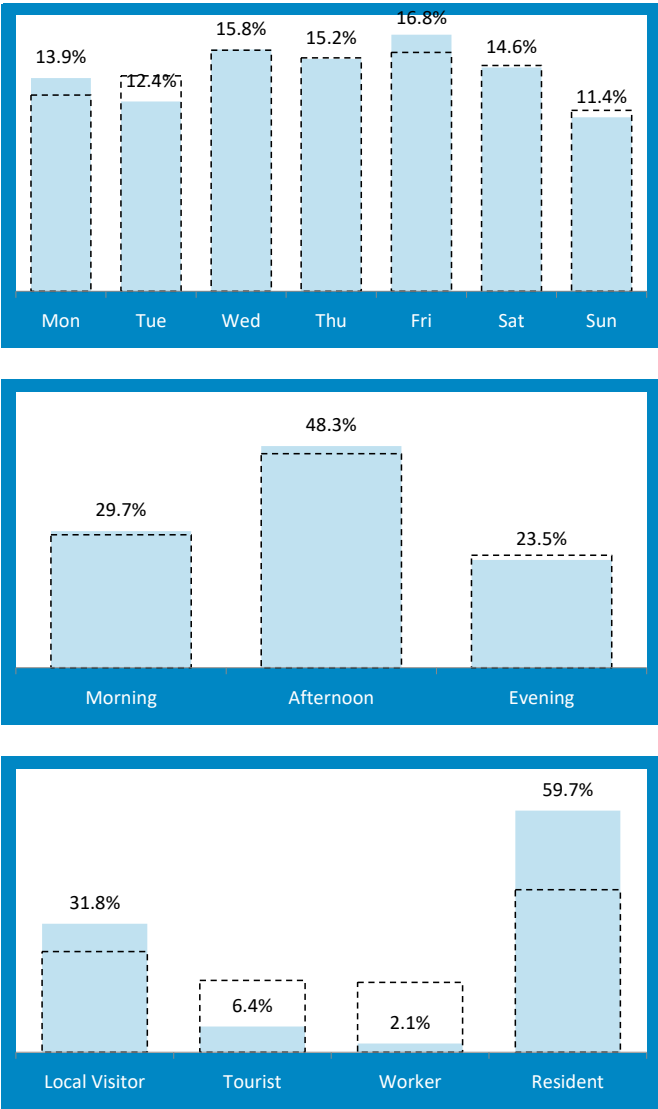


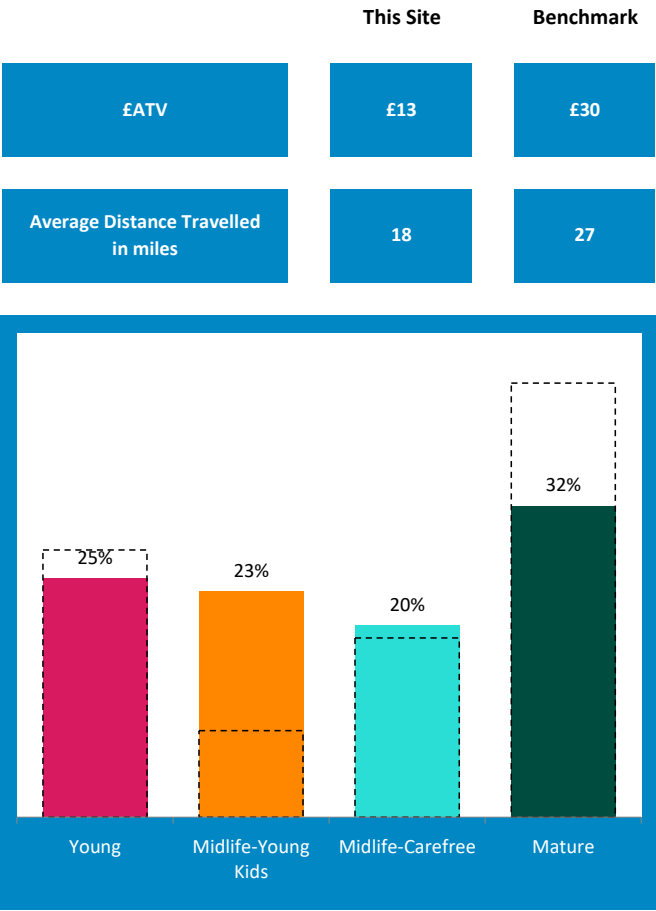
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2.803	5.344
Adult Pop		2.296	4.529
Affluence	Low	19%	33%
	Medium	57%	38%
	High	24%	27%
Young		2%	28%
Midlife Young Kids		3%	11%
Midlife Carefree		7%	16%
Mature		89%	44%
Competition Count		6	43

Visitors



Spend Profile



Catchment Summary - Black Bull

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**	
2.803	3.596	203.771	
Population			
Adults 18+			
Competition Pubs			
Adults 18+ per Competition Pub			
% Adults Likely to Drink			
Affluence			
Low	18,9%		
	31,2%		
	40,2%		
Medium	56,9%		
	49,7%		
High	24,2%		
*Affluence does not include Not Private Households			
Mean Net Disposable income (£pa)			
£27.482			
£25.648			
£20.716			
Age Profile			
18-24	137		
	191		
	28.349		
	193		
	280		
25-34	325		
	397		
35-44	654		
	877		
45-64	987		
	1.174		
65+	42.050		

Index vs GB Average

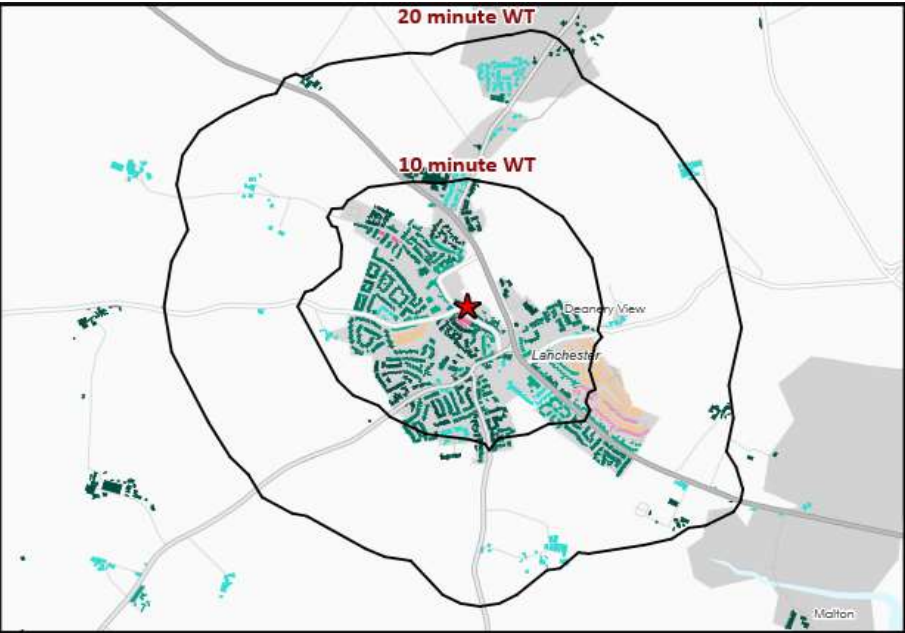
10 min WT*

20 min WT*

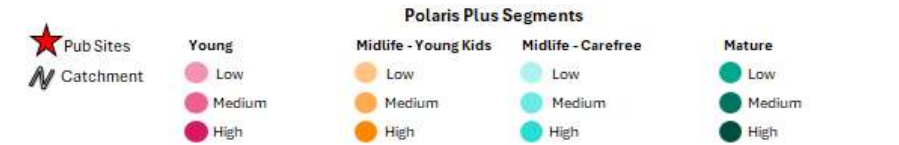
20 min DT**

52	18	48
Pop. & Adl. 18+ index based on all pubs		
51	18	49
14	6	47
56	71	66
103	103	100
57	94	121
149	130	112
88	70	56
122	114	92
57	62	163
51	58	83
86	82	89
93	97	98
183	170	107

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
52	18	48
Pop. & Adl. 18+ index based on all pubs		
51	18	49
14	6	47
56	71	66
103	103	100
57	94	121
149	130	112
88	70	56
122	114	92
57	62	163
51	58	83
86	82	89
93	97	98
183	170	107



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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	46	150	65.745	7	18	141
Midlife - Young Kids	65	363	11.081	26	114	60
Midlife - Carefree	152	155	14.616	42	34	55
Mature	2.033	2.251	74.215	200	174	100
Not Private Households	0	0	2.461	0	0	12.099
Total	2.296	2.919	168.118			



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Per Pub - Black Bull

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

Adults 18+	2.296	2.919	168.118
Number of Competition Pubs	6	6	370
Adults 18+ per Competition Pub	383	487	454

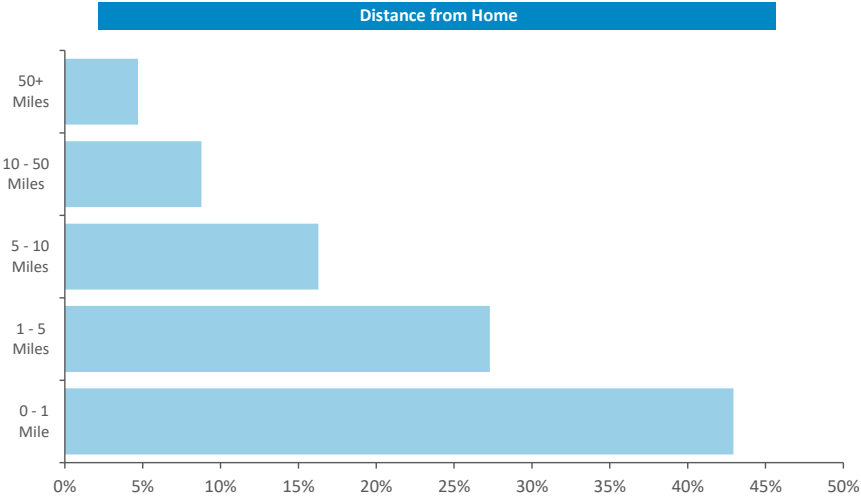
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	151	6,6%	84
Family Pub Dining	0	204	8,9%	98
Great Pub Great Food	0	437	19,0%	114
Leisure	1	244	10,6%	106
Mainstream	3	337	14,7%	105
Premium	0	338	14,7%	103
Restaurant	1	505	22,0%	95
Super Premium	0	79	3,5%	88

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	236	8,1%	103
Family Pub Dining	0	282	9,7%	106
Great Pub Great Food	0	513	17,6%	105
Leisure	1	306	10,5%	104
Mainstream	3	444	15,2%	109
Premium	0	409	14,0%	98
Restaurant	1	638	21,9%	95
Super Premium	0	91	3,1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	81	16.140	9,6%	122
Family Pub Dining	15	16.865	10,0%	110
Great Pub Great Food	22	25.212	15,0%	90
Leisure	52	16.462	9,8%	97
Mainstream	97	25.912	15,4%	110
Premium	34	22.963	13,7%	96
Restaurant	60	36.799	21,9%	95
Super Premium	9	5.281	3,1%	80



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Competition - Black Bull



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Kings Head	DH 7 0EX	Star Pubs & Bars	Mainstream	24.6%	0.16
14	New Pavilion	DH 8 7TE	Independent Free	Restaurant	22.0%	2.49
1	Crinnions	DH 7 0LA	Independent Free	Mainstream	17.8%	0.08
6	Three Horseshoes Inn	DH 7 0QT	Unknown	Family Pub Dir	14.5%	1.32
7	Garage Bar And Grille	DH 7 0BN	Independent Free	Restaurant	5.8%	1.46
20	Knitsley Mill	DH 8 9EL	Independent Free	Mainstream	4.9%	2.88
11	Annfield Plain Association Footba	DH 9 8HU	Independent Free	Leisure	2.5%	2.43
18	Royal Oak Hotel	DH 7 9BN	*Other Small Retail Groups	Classic	2.1%	2.71
15	South Moor Cricket Club	DH 9 7HA	Independent Free	Leisure	1.6%	2.52
0	Black Bull	DH 7 0HT	Star Pubs & Bars	Mainstream	1.4%	0.00
3	Lanchester Social Club	DH 7 0PF	Independent Free	Classic	1.4%	0.09
5	Lanchester Cricket Club	DH 7 0PQ	Independent Free	Leisure	0.8%	0.27
19	Burnhope Cricket Club	DH 7 0DZ	Independent Free	Leisure	0.3%	2.75
12	Annfield Plain Democratic Club	DH 9 7SY	Independent Free	Classic	0.3%	2.46
16	New Kyo Constitutional Club	DH 9 7TS	Independent Free	Classic	0.1%	2.54
2	Yannis	DH 7 0LA	Independent Free	Restaurant	0.0%	0.08
8	Burnhopeside Hall	DH 7 0TL	Independent Free	Mainstream	0.0%	1.66
9	Annfield Plain Cricket Club	DH 9 7ST	Independent Free	Leisure	0.0%	2.42
10	Coach and Horses	DH 9 8HU	*Other Small Retail Groups	Classic	0.0%	2.43
13	Queens Head	DH 9 7SY	Camerons	Mainstream	0.0%	2.46
17	Derwentside Funeral Service	DH 9 8QU	Independent Free	Leisure	0.0%	2.66

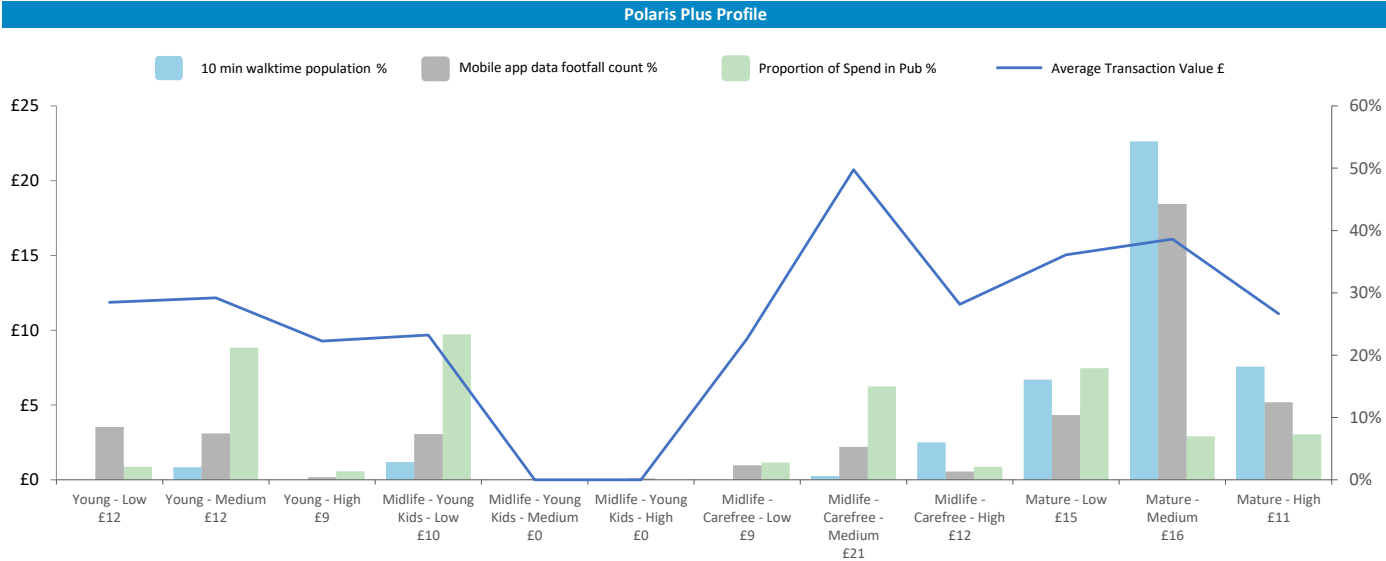
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Black Bull



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
32649	Black Bull	DH 7 0HT	Star Pubs & Bars	Mainstream	16



See the Glossary page for further information on the above variables

Catchment Summary - Black Bull

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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	2.803	3.596	203.771	52	18	48
Adults 18+	2.296	2.919	168.118	51	18	49
Competition Pubs	6	6	370	14	6	47
Adults 18+ per Competition Pub	383	487	454	56	71	66
% Adults Likely to Drink	82,0%	82,0%	80,0%	103	103	100

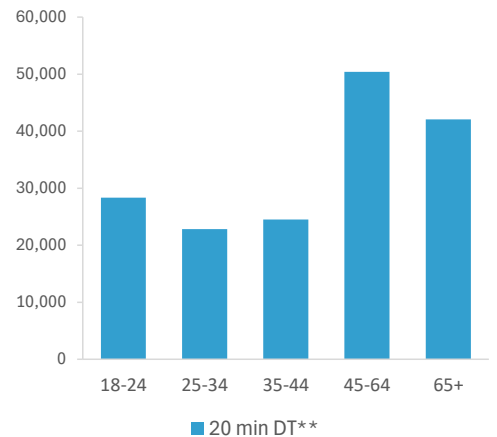
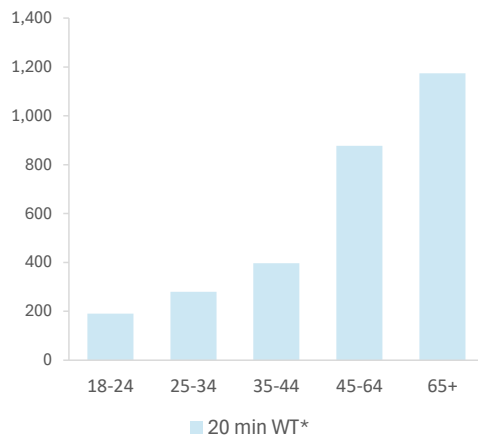
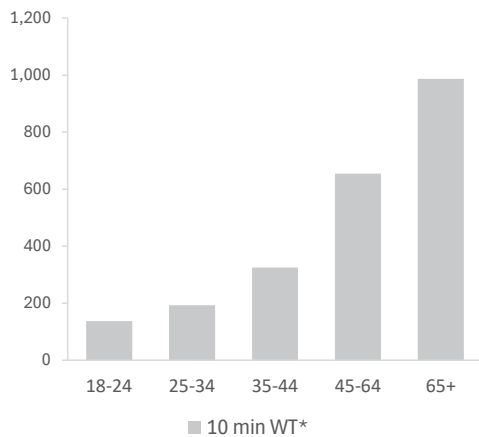
Population & Adults 18+ index is based on all pubs

Affluence	Low	18,9%	31,2%	40,2%	57	94	121
	Medium	56,9%	49,7%	43,0%	149	130	112
	High	24,2%	19,1%	15,4%	88	70	56

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£27.482	£25.648	£20.716	122	114	92
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Age Profile	18-24	137	191	28.349	57	62	163
	25-34	193	280	22.814	51	58	83
	35-44	325	397	24.506	86	82	89
	45-64	654	877	50.399	93	97	98
	65+	987	1.174	42.050	183	170	107



		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	1,336 (48%)	1,729 (48%)	99,176 (49%)	97	98	99
	Female	1,467 (52%)	1,867 (52%)	104,595 (51%)	103	102	101
Economic Status (16+)	Employed: Full-time	670 (28%)	861 (29%)	53,644 (31%)	84	85	91
	Employed: Part-time	245 (10%)	330 (11%)	18,169 (11%)	87	92	88
	Self employed	139 (6%)	168 (6%)	10,630 (6%)	64	61	67
	Unemployed	22 (1%)	47 (2%)	4,007 (2%)	34	57	84
	Full-time student	24 (1%)	38 (1%)	4,604 (3%)	41	51	107
	Retired	1,017 (43%)	1,209 (40%)	42,210 (24%)	199	186	112
	Other	236 (10%)	338 (11%)	39,229 (23%)	56	64	128
Total Worker Count		934	1.086	83.333			

See the Glossary page for further information on the above variables

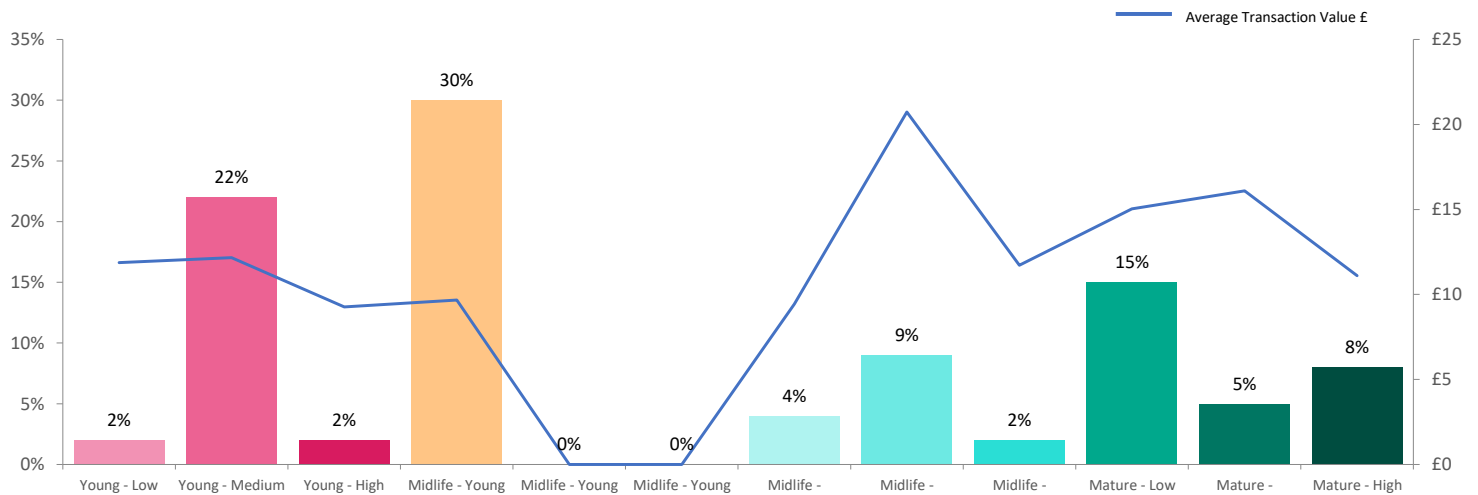
Transactional Data Summary - Black Bull

Spend by Polaris and Distance from Home



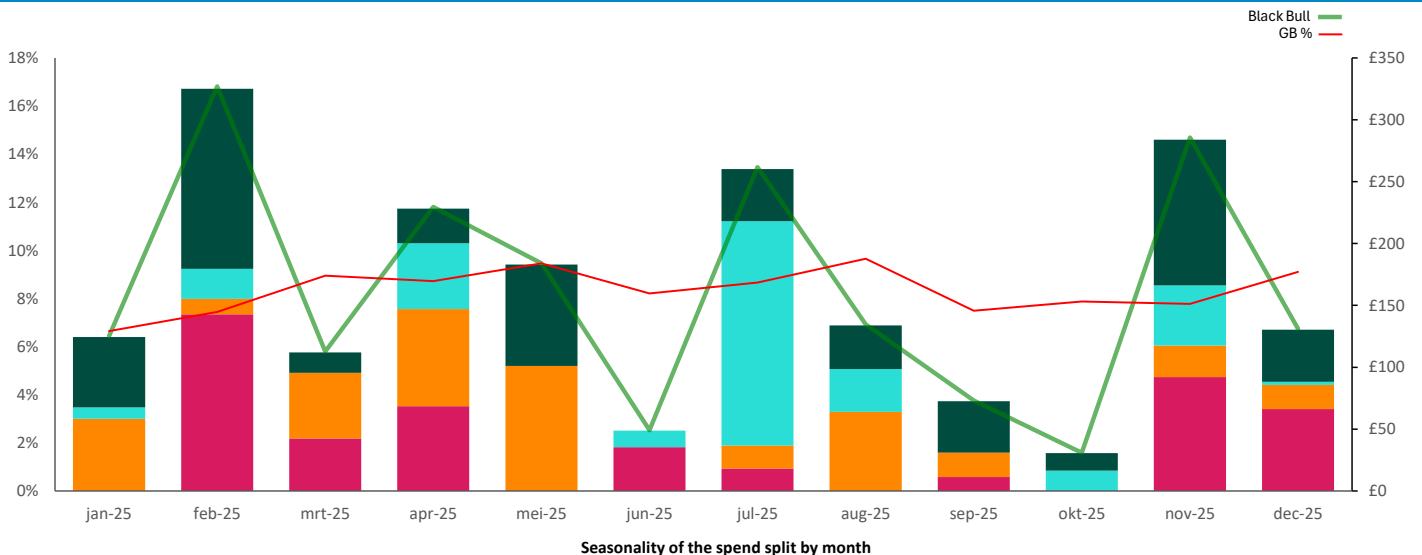
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



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

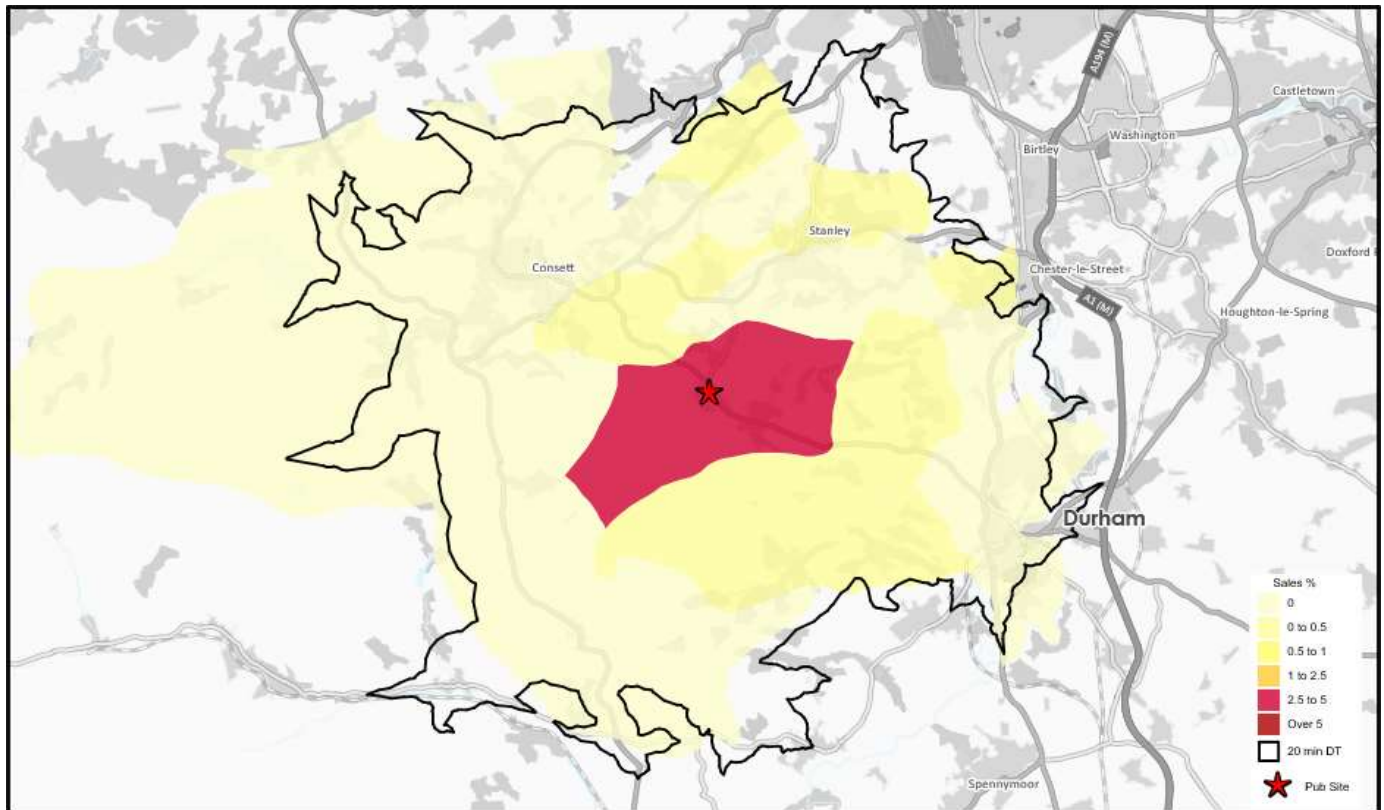
Spend by Month and Polaris



Seasonality of the spend split by month

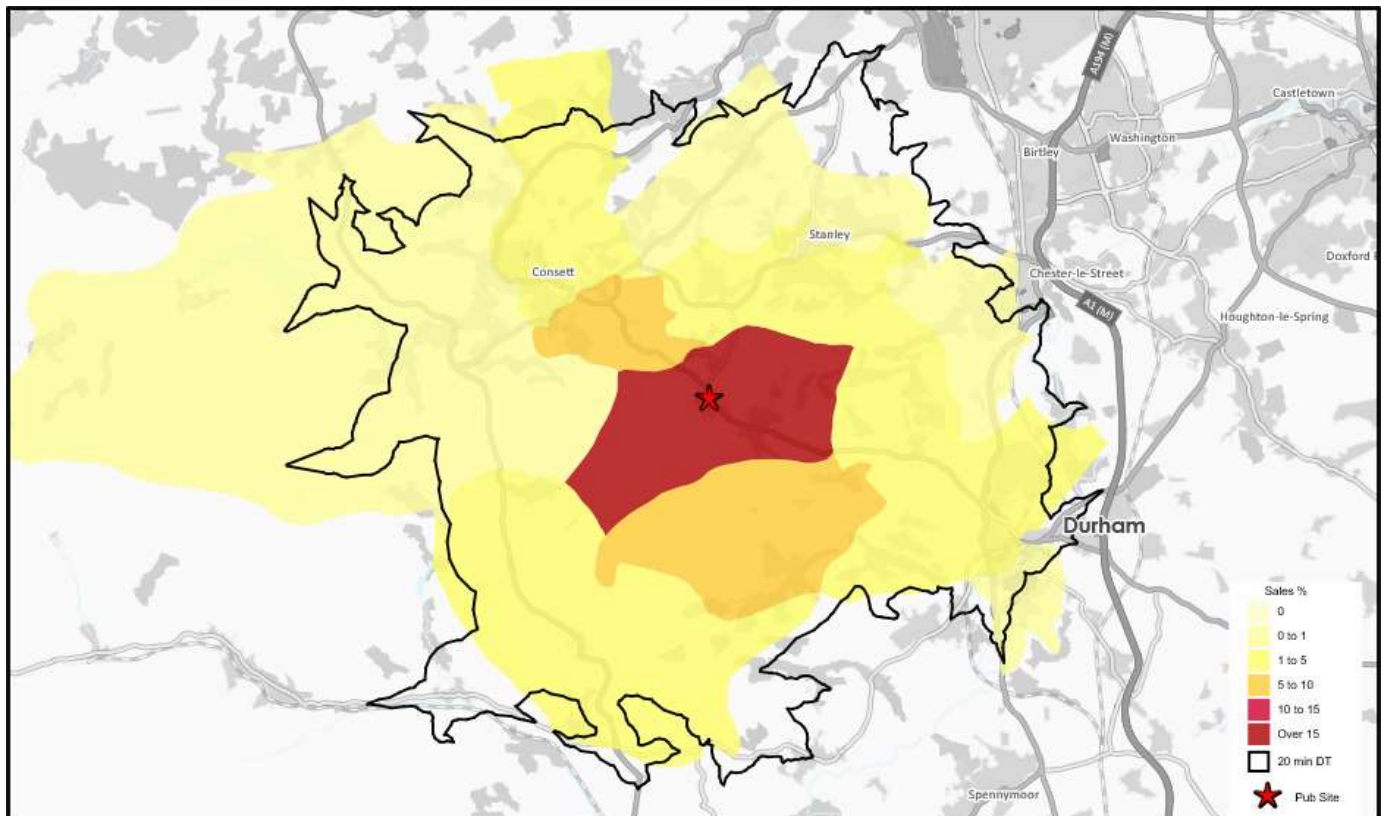
Transactional Data Maps - Black Bull

Black Bull 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

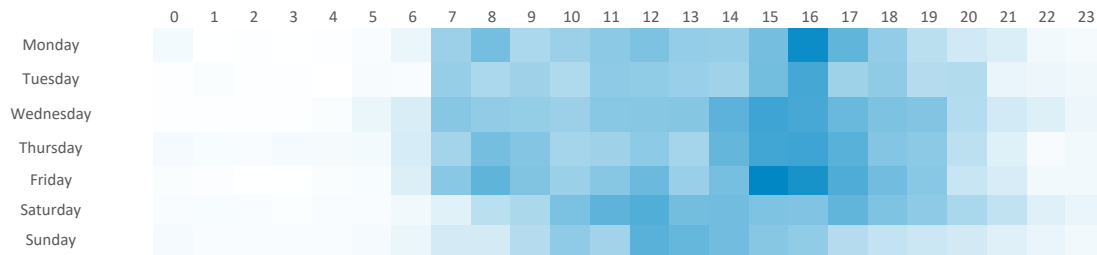
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Black Bull



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

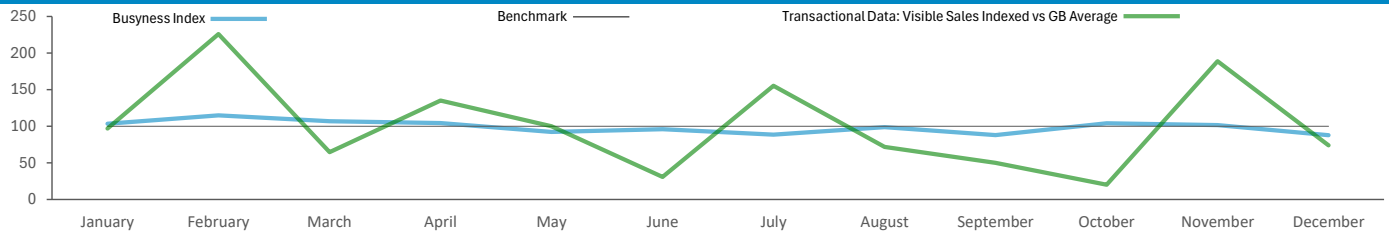
Mobile Data Summary - Black Bull

Time of Day/Day of Week



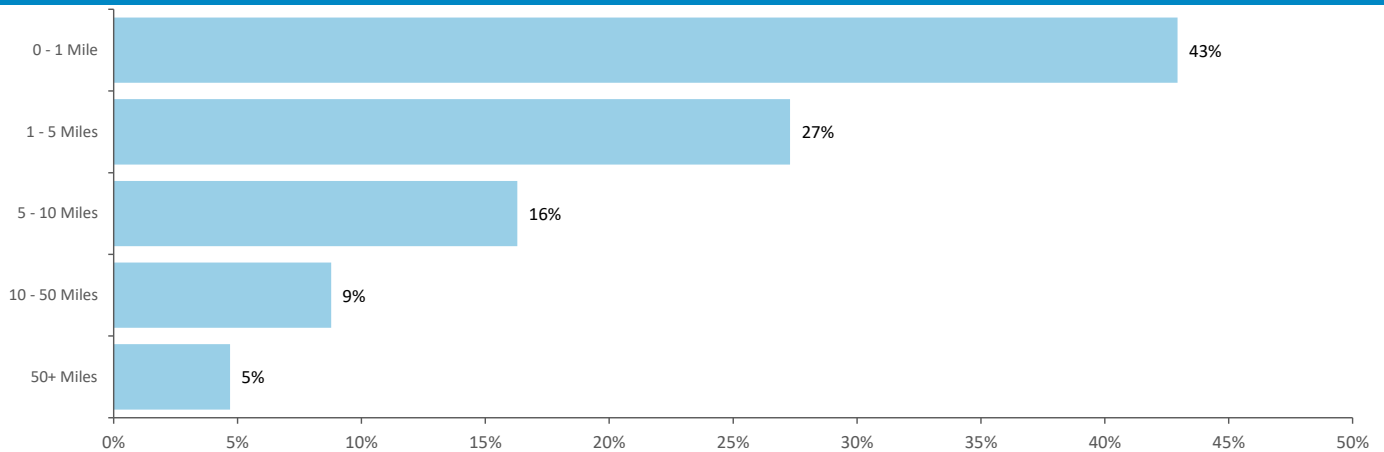
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

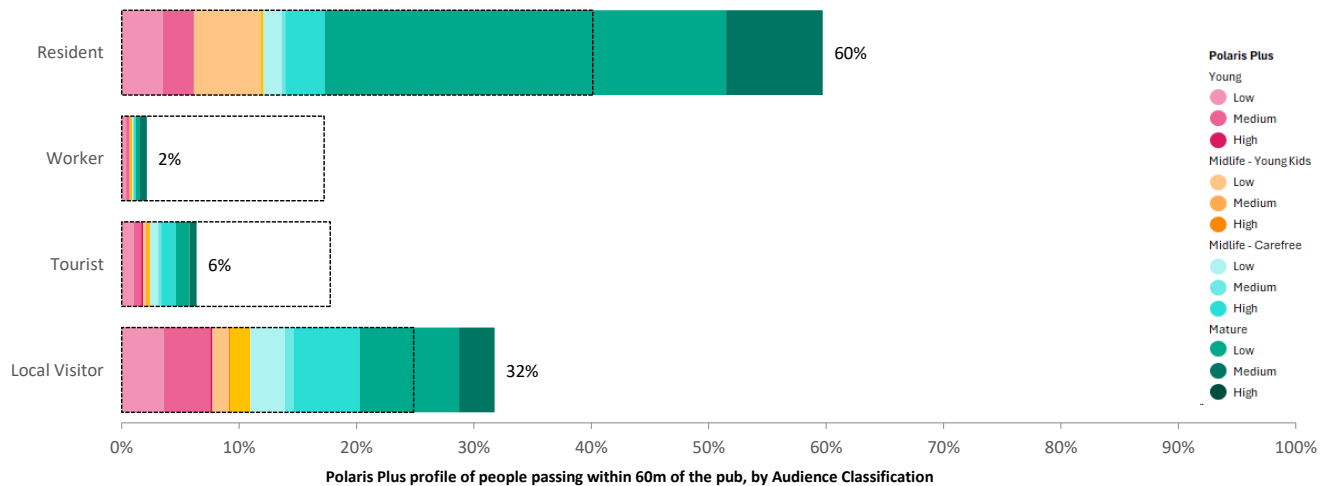
Distance from Home



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

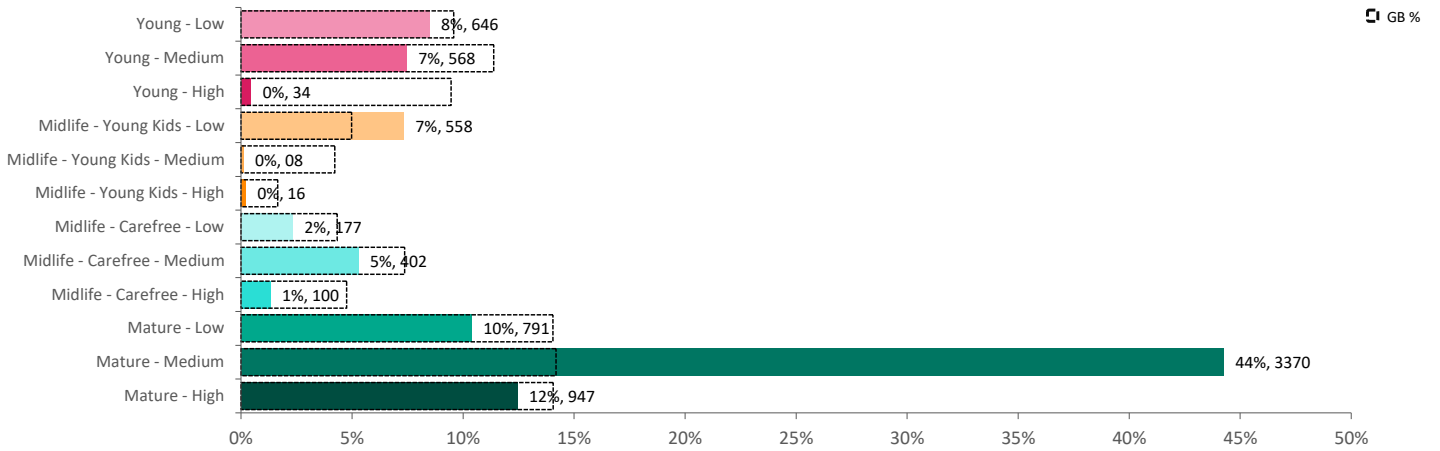
Audience Classification by Polaris Plus

Base: GB



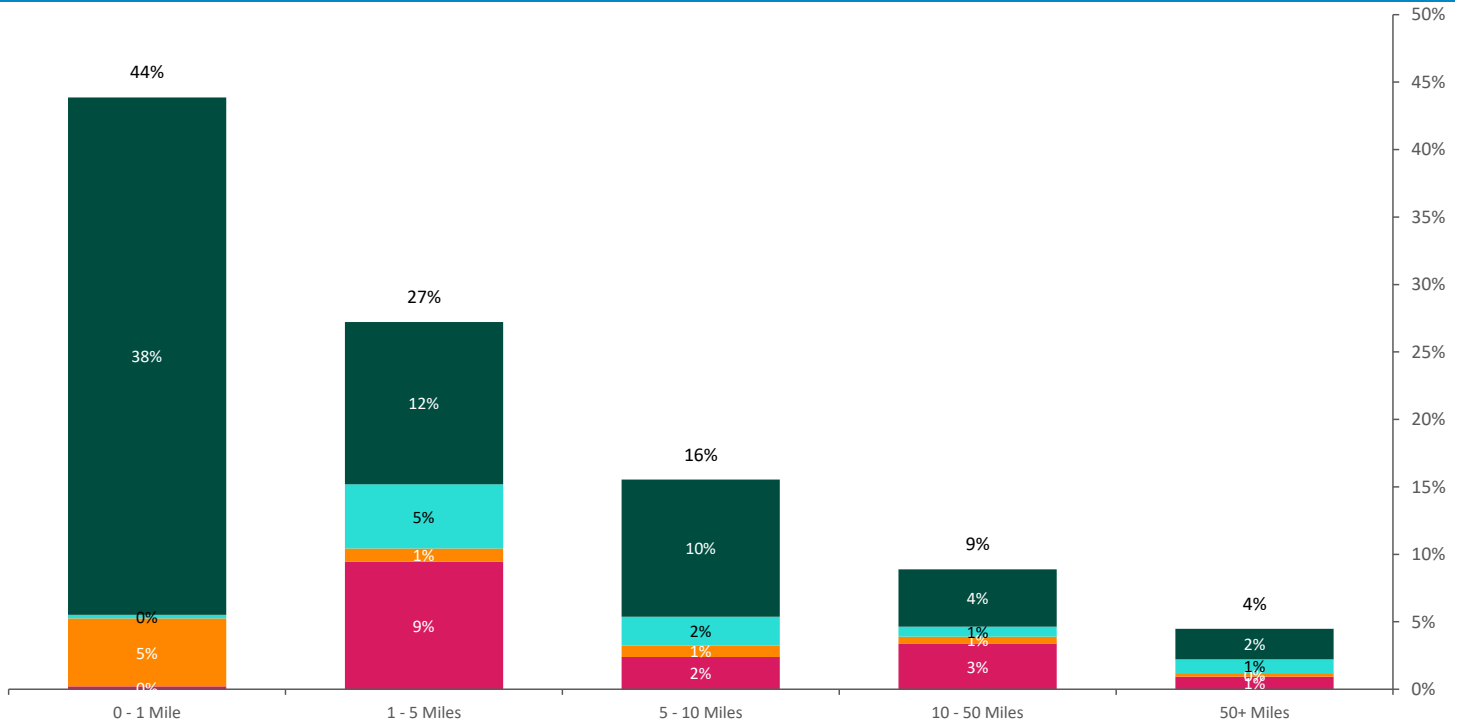
Mobile Data Summary - Black Bull

Polaris Plus Profile



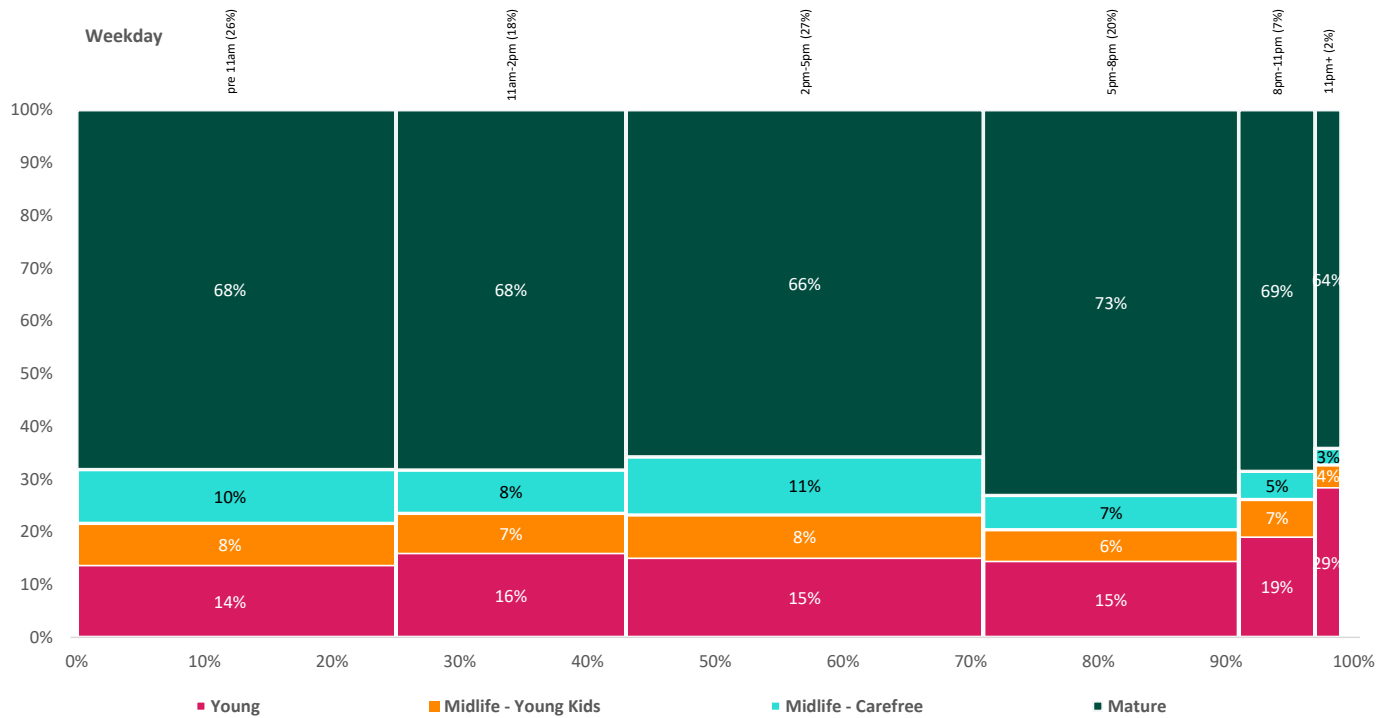
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



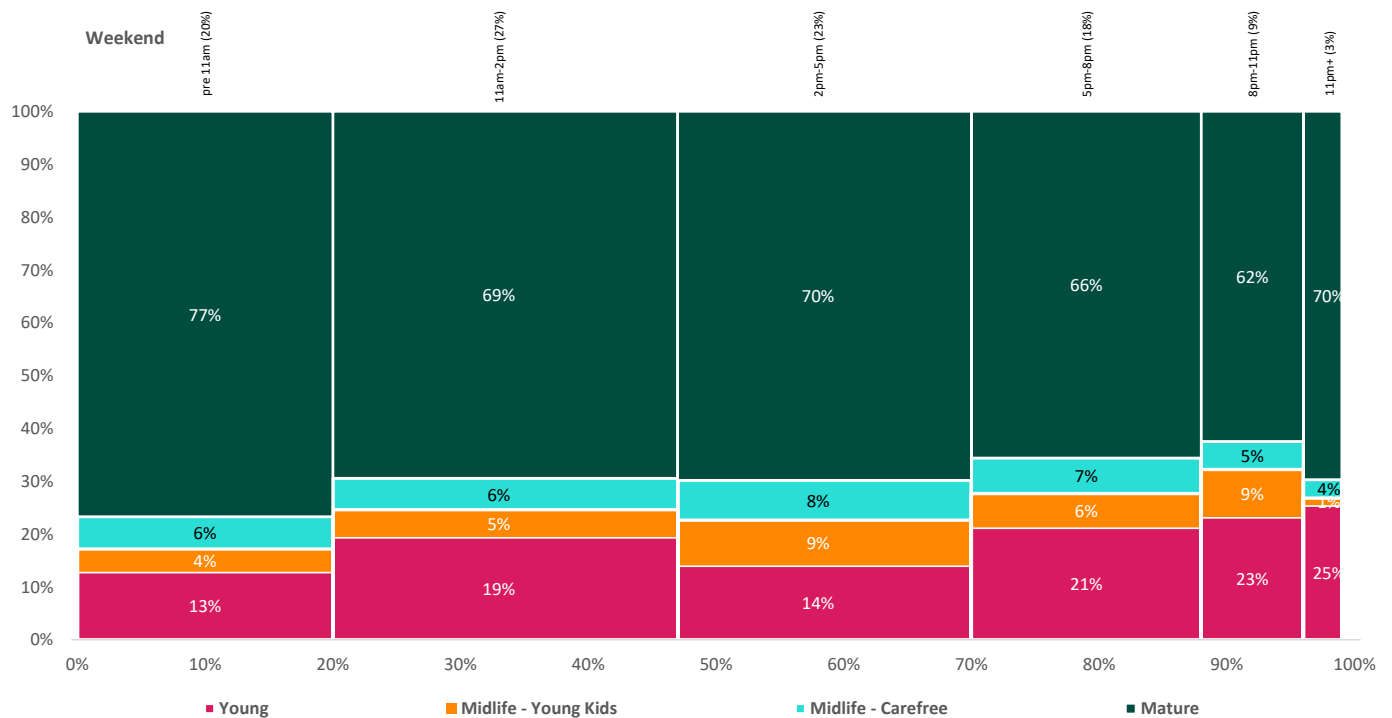
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1.314	919	1.352	1.097	334	103	5.118
Midlife - Carefree		197	111	227	98	26	5	663
Midlife - Young Kids		151	100	166	88	34	7	545
Young		265	216	311	218	93	46	1.149
All		1.928	1.346	2.056	1.500	487	160	7.476

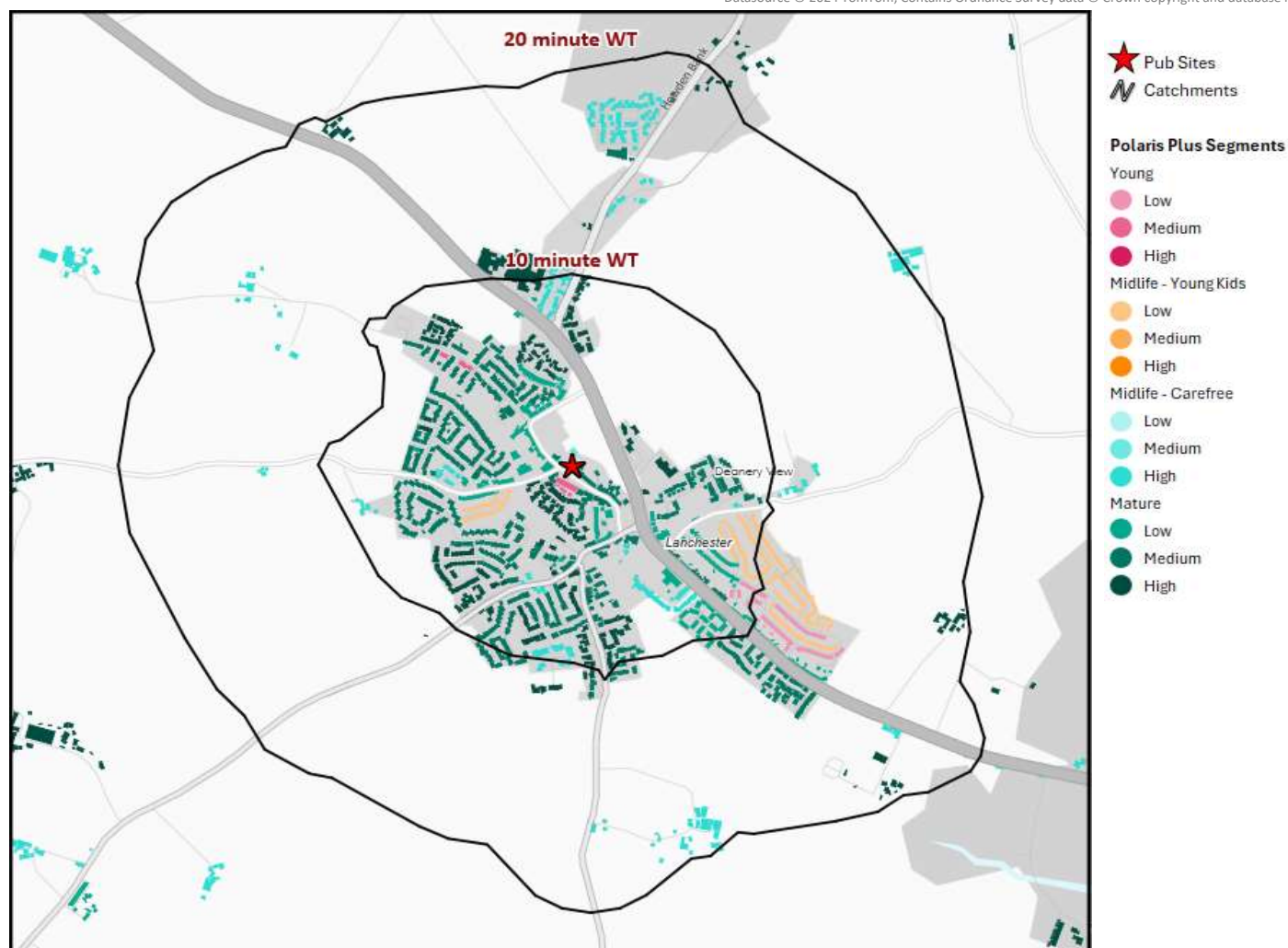
Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		410	496	422	314	145	57	1.845
Midlife - Young Kids		33	43	46	32	12	3	169
Midlife - Carefree		23	37	52	31	21	1	164
Mature		69	139	85	102	54	21	470
All		535	715	605	479	232	82	2.648

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

Polaris Plus Summary - Black Bull



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	0	104	26.237	0	36	159
Medium	46	46	35.227	18	14	190
High	0	0	4.281	0	0	38
Midlife - Young Kids						
Low	65	363	9.435	51	222	100
Medium	0	0	500	0	0	7
High	0	0	1.146	0	0	58
Midlife - Carefree						
Low	0	0	3.511	0	0	49
Medium	14	14	7.520	9	7	62
High	138	141	3.585	131	106	47
Mature						
Low	369	443	28.313	119	112	125
Medium	1.247	1.391	28.994	346	304	110
High	417	417	16.908	121	95	67
Not Private Households	0	0	2.461	0	0	137
Total	2.296	2.919	168.118			

*WT= Walktime, **DT= Drivetime

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Black Bull



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	Black Bull	DH 7 0HT	Star Pubs & Bars	Mainstream	1,4%	53,3%	0,00
1	Crinnions	DH 7 0LA	Independent Free	Mainstream	17,8%	78,3%	0,08
2	Yannis	DH 7 0LA	Independent Free	Restaurant	0,0%	0,0%	0,08
3	Lanchester Social Club	DH 7 0PF	Independent Free	Classic	1,4%	62,1%	0,09
4	Kings Head	DH 7 0EX	Star Pubs & Bars	Mainstream	24,6%	63,0%	0,16
5	Lanchester Cricket Club	DH 7 0PQ	Independent Free	Leisure	0,8%	66,0%	0,27
6	Three Horseshoes Inn	DH 7 0QT	Unknown	Family Pub Dining	14,5%	73,8%	1,32
7	Garage Bar And Grille	DH 7 0BN	Independent Free	Restaurant	5,8%	51,6%	1,46
8	Burnhopeside Hall	DH 7 0TL	Independent Free	Mainstream	0,0%	0,0%	1,66
9	Annfield Plain Cricket Club	DH 9 7ST	Independent Free	Leisure	0,0%	0,0%	2,42
10	Coach and Horses	DH 9 8HU	*Other Small Retail Groups	Classic	0,0%	0,0%	2,43
11	Annfield Plain Association Football Club	DH 9 8HU	Independent Free	Leisure	2,5%	94,1%	2,43
12	Annfield Plain Democratic Club	DH 9 7SY	Independent Free	Classic	0,3%	63,1%	2,46
13	Queens Head	DH 9 7SY	Camerons	Mainstream	0,0%	0,0%	2,46
14	New Pavilion	DH 8 7TE	Independent Free	Restaurant	22,0%	32,6%	2,49
15	South Moor Cricket Club	DH 9 7HA	Independent Free	Leisure	1,6%	91,0%	2,52
16	New Kyo Constitutional Club	DH 9 7TS	Independent Free	Classic	0,1%	100,0%	2,54
17	Derwentside Funeral Service	DH 9 8QU	Independent Free	Leisure	0,0%	0,0%	2,66
18	Royal Oak Hotel	DH 7 9BN	*Other Small Retail Groups	Classic	2,1%	28,9%	2,71
19	Burnhope Cricket Club	DH 7 0DZ	Independent Free	Leisure	0,3%	78,2%	2,75
20	Knitsley Mill	DH 8 9EL	Independent Free	Mainstream	4,9%	55,3%	2,88

* 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 - Black Bull

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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+	2.296	2.919	168.118
Number of Competition Pubs	6	6	370
Adults 18+ per Competition Pub	383	487	454

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	151	6,6%	84
Family Pub Dining	0	204	8,9%	98
Great Pub Great Food	0	437	19,0%	114
Leisure	1	244	10,6%	106
Mainstream	3	337	14,7%	105
Premium	0	338	14,7%	103
Restaurant	1	505	22,0%	95
Super Premium	0	79	3,5%	88

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	236	8,1%	103
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Great Pub Great Food	0	513	17,6%	105
Leisure	1	306	10,5%	104
Mainstream	3	444	15,2%	109
Premium	0	409	14,0%	98
Restaurant	1	638	21,9%	95
Super Premium	0	91	3,1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	81	16.140	9,6%	122
Family Pub Dining	15	16.865	10,0%	110
Great Pub Great Food	22	25.212	15,0%	90
Leisure	52	16.462	9,8%	97
Mainstream	97	25.912	15,4%	110
Premium	34	22.963	13,7%	96
Restaurant	60	36.799	21,9%	95
Super Premium	9	5.281	3,1%	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 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.	
	