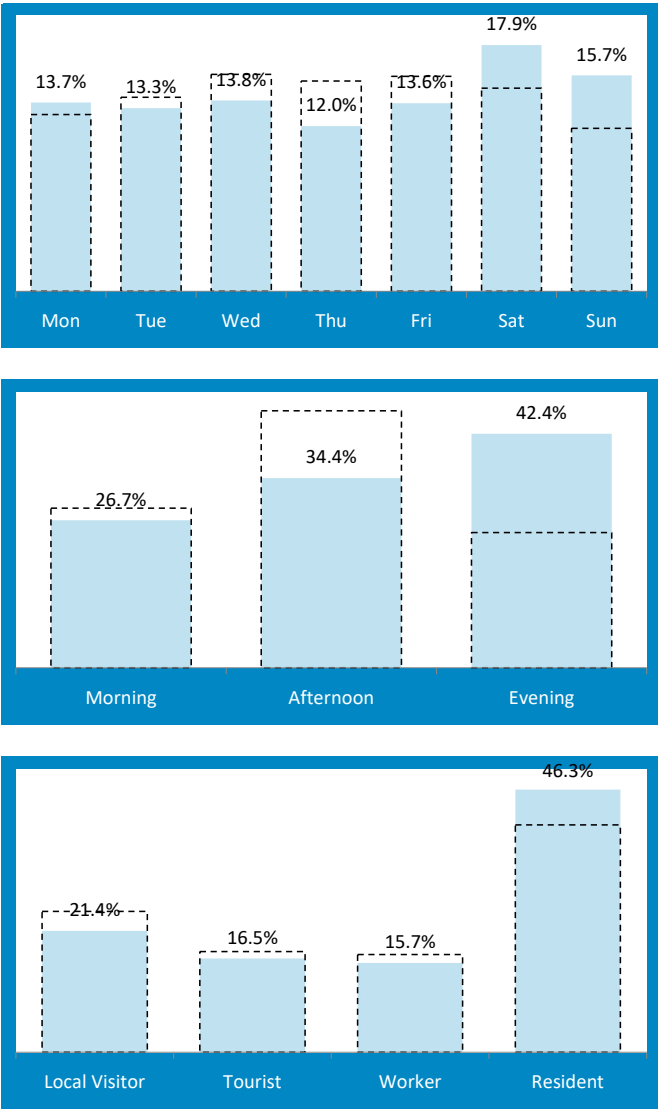


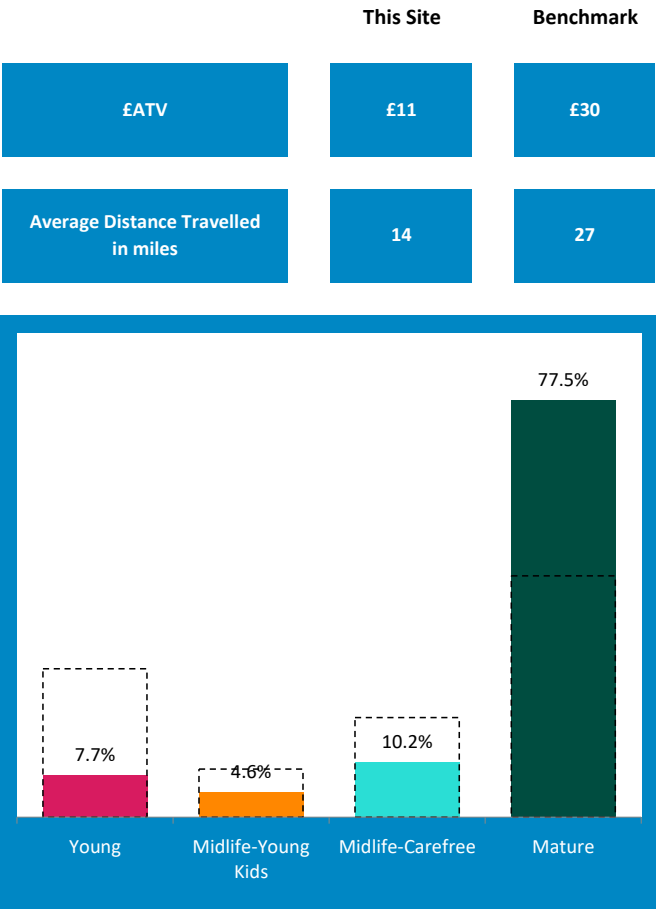
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		651	5,344
Adult Pop		557	4,529
Affluence	Low	6%	33%
	Medium	43%	38%
	High	40%	27%
Young		0%	28%
Midlife Young Kids		17%	11%
Midlife Carefree		12%	16%
Mature		60%	44%
Competition Count		1	43

Visitors



Spend Profile



Catchment Summary - Spanker

Over GB Average

Around GB Average

Under GB Average

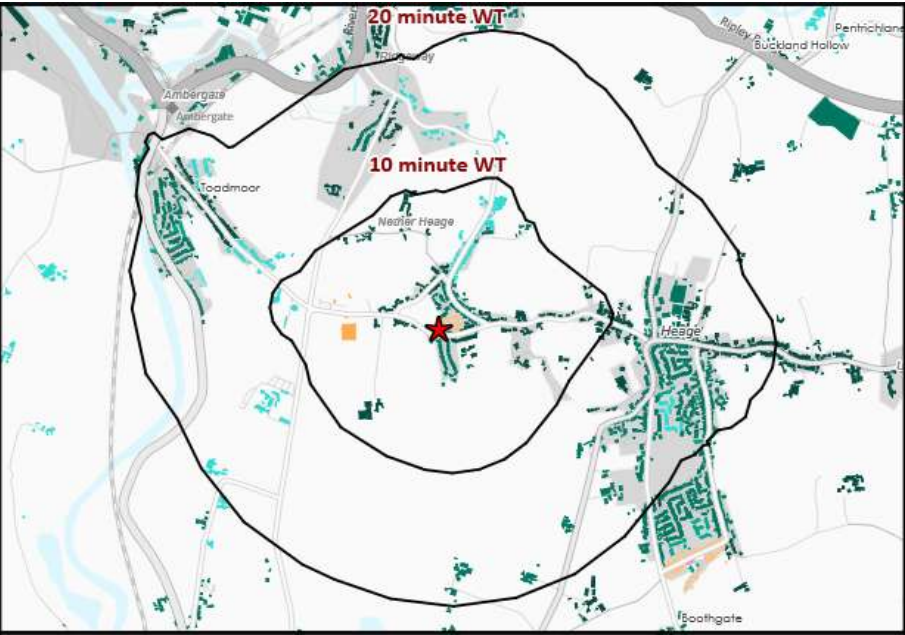
*WT= Walktime

**DT= Drivetime

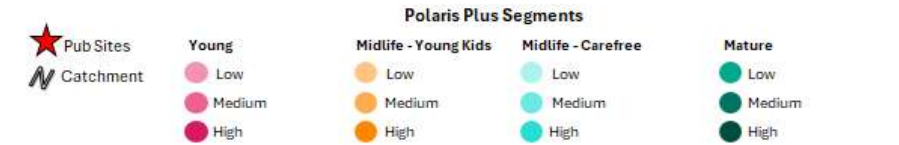
Catchment Size (Counts)			
10 min WT*	20 min WT*	20 min DT**	
651	2,575	227,634	
Population			
Adults 18+			
Competition Pubs	557	2,229	185,594
Adults 18+ per Competition Pub	1	3	360
% Adults Likely to Drink	557	743	516
	83.0%	83.0%	81.0%
Affluence	Low	6.1%	7.4%
	Medium	42.6%	55.8%
	High	40.2%	34.1%
*Affluence does not include Not Private Households			
Mean Net Disposable income (£pa)			
	£28,365	£29,060	£23,342
Age Profile	18-24	22	131
	25-34	44	201
	35-44	66	238
	45-64	198	842
	65+	227	817

14,464
27,227
27,938
63,044
52,921

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
12	13	54
Pop. & Adl. 18+ index based on all pubs		
12	14	55
2	3	46
81	108	75
104	104	101
18	22	116
111	146	108
146	124	71
126	129	103
40	60	75
50	58	88
75	68	91
121	130	110
181	165	121



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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	20,158	0	0	39
Midlife - Young Kids	94	94	18,911	155	39	93
Midlife - Carefree	69	264	23,837	79	75	81
Mature	332	1,809	121,468	135	183	148
Not Private Households	62	62	1,220	92,000	22,990	5,433
Total	557	2,229	185,594			



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Per Pub - Spanker

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

WT= Walktime, DT= Drivetime

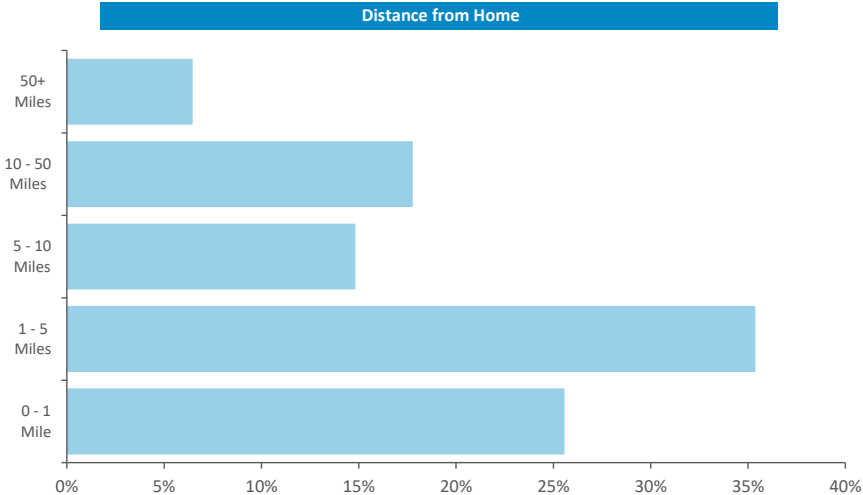
Adults 18+	557	2,229	185,594
Number of Competition Pubs	1	3	360
Adults 18+ per Competition Pub	557	743	516

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	24	4.3%	55
Family Pub Dining	0	38	6.8%	75
Great Pub Great Food	0	103	18.5%	111
Leisure	0	54	9.7%	96
Mainstream	0	60	10.9%	78
Premium	1	75	13.5%	94
Restaurant	0	118	21.2%	92
Super Premium	0	23	4.0%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	114	5.1%	65
Family Pub Dining	0	173	7.8%	86
Great Pub Great Food	0	445	20.0%	119
Leisure	0	235	10.6%	105
Mainstream	1	289	13.0%	93
Premium	2	328	14.7%	103
Restaurant	0	495	22.2%	96
Super Premium	0	88	3.9%	100

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	83	15,592	8.4%	107
Family Pub Dining	15	18,128	9.8%	107
Great Pub Great Food	21	31,222	16.8%	101
Leisure	52	19,155	10.3%	103
Mainstream	93	28,022	15.1%	108
Premium	52	25,665	13.8%	97
Restaurant	40	40,605	21.9%	95
Super Premium	4	5,955	3.2%	82



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Competition - Spanker



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Grapes Inn	DE56 1GF	Marston's	Mainstream	22.6%	1.91
2	Black Boy	DE56 2BN	Independent Free	Mainstream	18.5%	0.68
5	Excavator	DE56 2HS	Marston's	Mainstream	16.2%	1.18
4	Canal Inn	DE56 2EW	Greene King	Mainstream	10.8%	1.08
16	River Gardens	DE56 1BJ	Independent Free	Restaurant	7.9%	1.88
0	Spanker	DE56 2AT	Star Pubs & Bars	Premium	5.1%	0.00
14	Tom Yum	DE56 1YD	Independent Free	Restaurant	4.6%	1.82
10	Thorn Tree Inn	DE56 1FF	Independent Free	Premium	4.4%	1.68
11	Queens Head	DE56 1FF	Independent Free	Premium	3.2%	1.68
13	241219	DE56 2UA	Independent Free	Leisure	3.2%	1.74
20	Riflemans Arms	DE56 1AZ	*Other Small Retail Groups	Premium	1.9%	1.96
7	Red Lion	DE56 2FT	Unknown	Mainstream	0.7%	1.47
1	Belper House	DE56 2BG	Independent Free	Premium	0.4%	0.57
6	Belper Amateurs Cricket Club	DE56 2FG	Independent Free	Leisure	0.4%	1.23
3	Eagle Tavern	DE56 2HU	Star Pubs & Bars	Premium	0.0%	0.89
8	George Inn	DE 5 3RP	Unknown	Mainstream	0.0%	1.56
9	Greyhound Inn	DE56 0HB	Star Pubs & Bars	Mainstream	0.0%	1.63
12	Talbot Inn	DE56 2UA	Independent Free	Great Pub Gre.	0.0%	1.74
15	Belper Sports Centre	DE56 0DA	Independent Free	Leisure	0.0%	1.86
18	Coney Grey Showground	DE 5 3RJ	Independent Free	Leisure	0.0%	1.94
19	Belper Tap	DE56 1AZ	Independent Free	Mainstream	0.0%	1.96

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



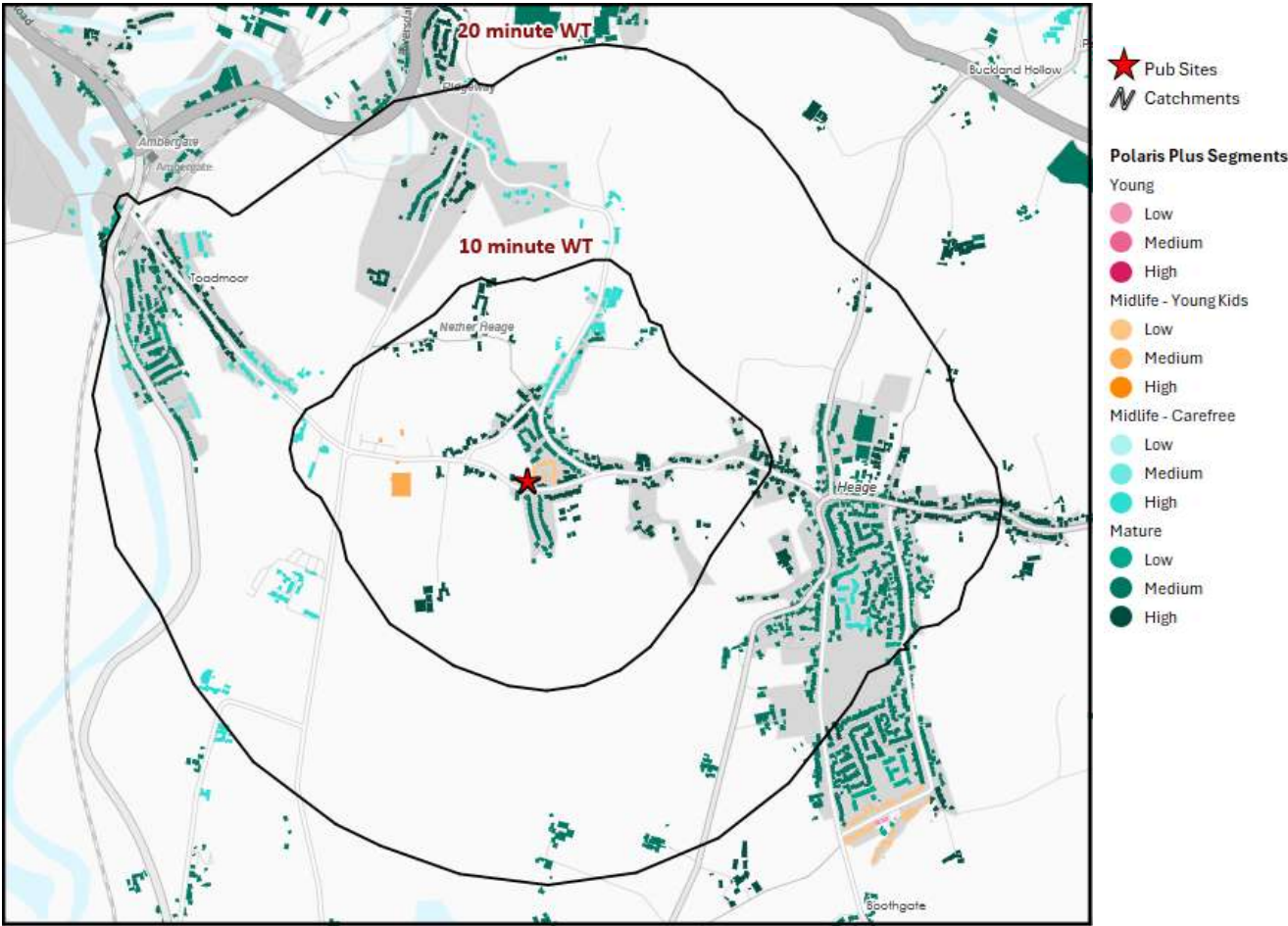
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Catchment Summary - Spanker

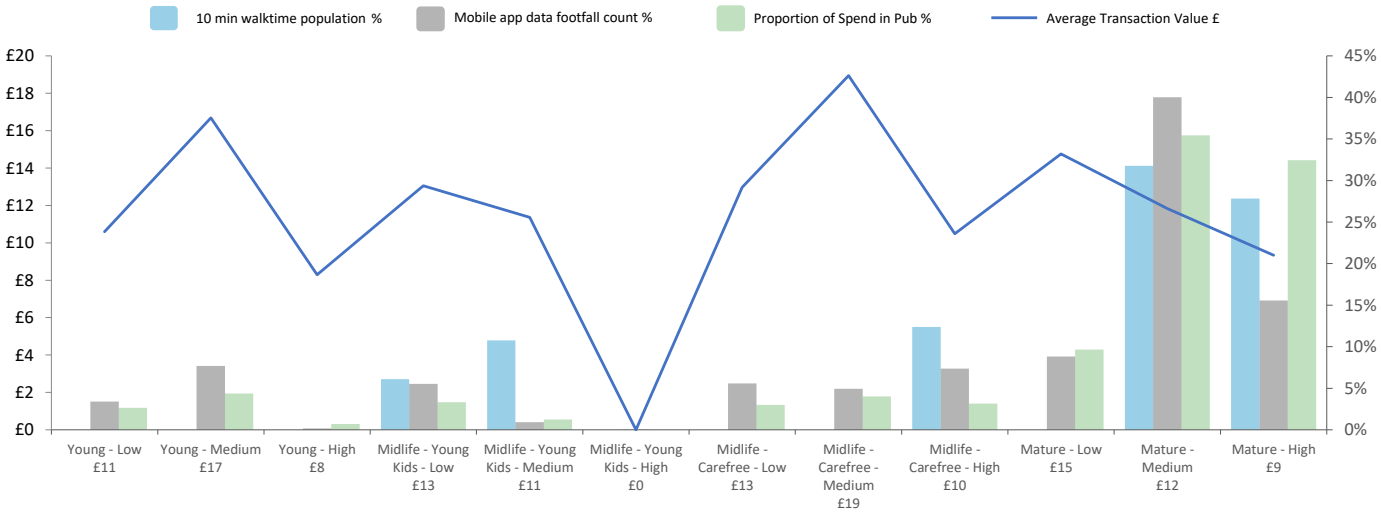


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
30952	Spanker	DE56 2AT	Star Pubs & Bars	Premium	14



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Spanker

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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	651	2,575	227,634	12	13	54
Adults 18+	557	2,229	185,594	12	14	55
Competition Pubs	1	3	360	2	3	46
Adults 18+ per Competition Pub	557	743	516	81	108	75
% Adults Likely to Drink	83.0%	83.0%	81.0%	104	104	101

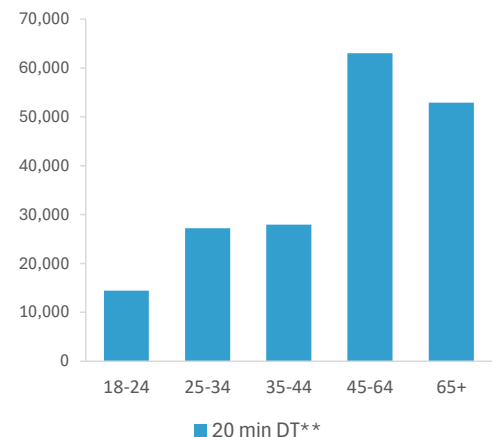
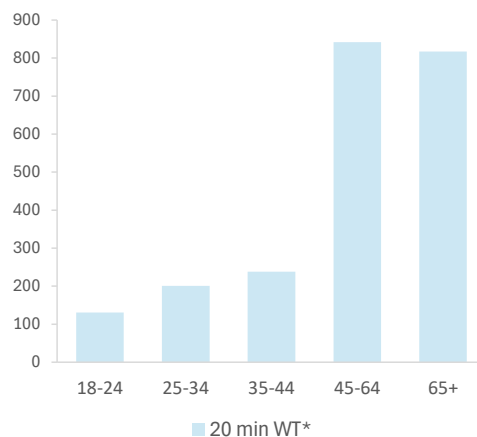
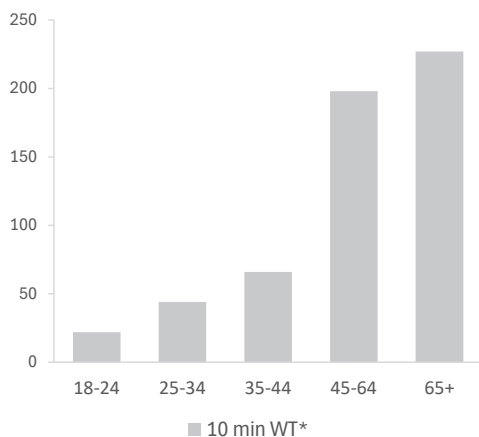
Population & Adults 18+ index is based on all pubs

Affluence	Low	6.1%	7.4%	38.4%	18	22	116
	Medium	42.6%	55.8%	41.3%	111	146	108
	High	40.2%	34.1%	19.6%	146	124	71

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£28,365	£29,060	£23,342	126	129	103
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	22	131	14,464	40	60	75
	25-34	44	201	27,227	50	58	88
	35-44	66	238	27,938	75	68	91
	45-64	198	842	63,044	121	130	110
	65+	227	817	52,921	181	165	121

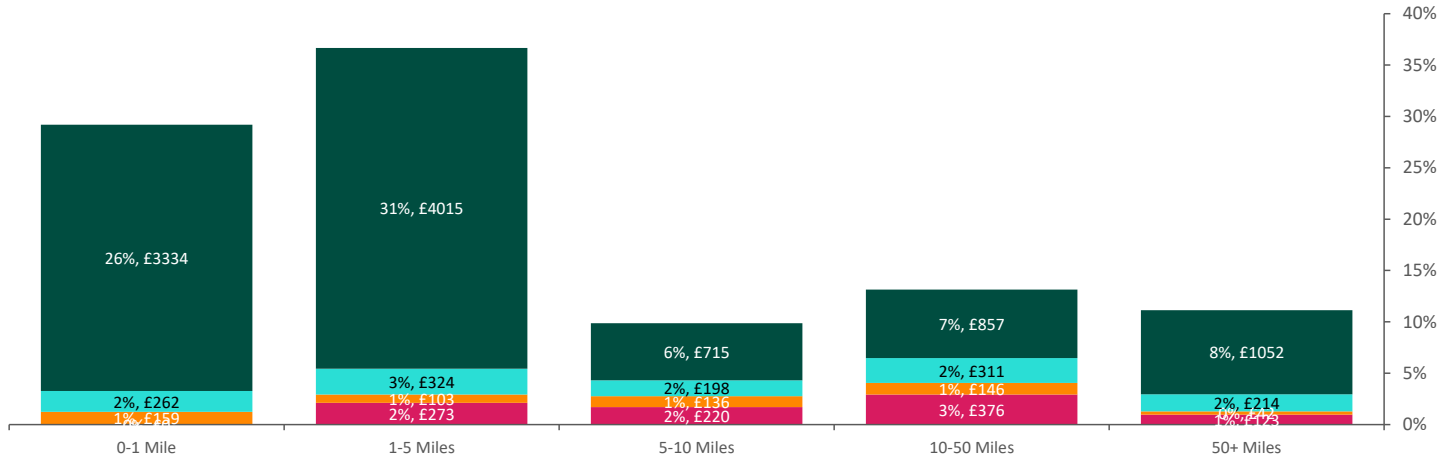


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	309 (47%)	1,289 (50%)	111,471 (49%)	97	102	100
	Female	342 (53%)	1,286 (50%)	116,163 (51%)	103	98	100
Economic Status (16+)	Employed: Full-time	146 (26%)	689 (30%)	65,782 (35%)	75	89	102
	Employed: Part-time	64 (11%)	263 (12%)	24,064 (13%)	94	97	106
	Self employed	48 (8%)	238 (10%)	15,757 (8%)	91	113	89
	Unemployed	12 (2%)	36 (2%)	3,975 (2%)	77	57	76
	Full-time student	2 (0%)	34 (1%)	2,891 (2%)	14	60	61
	Retired	198 (35%)	781 (34%)	51,202 (27%)	160	158	124
	Other	100 (18%)	234 (10%)	26,869 (14%)	99	58	79
Total Worker Count		110	1,155	116,872			

See the Glossary page for further information on the above variables

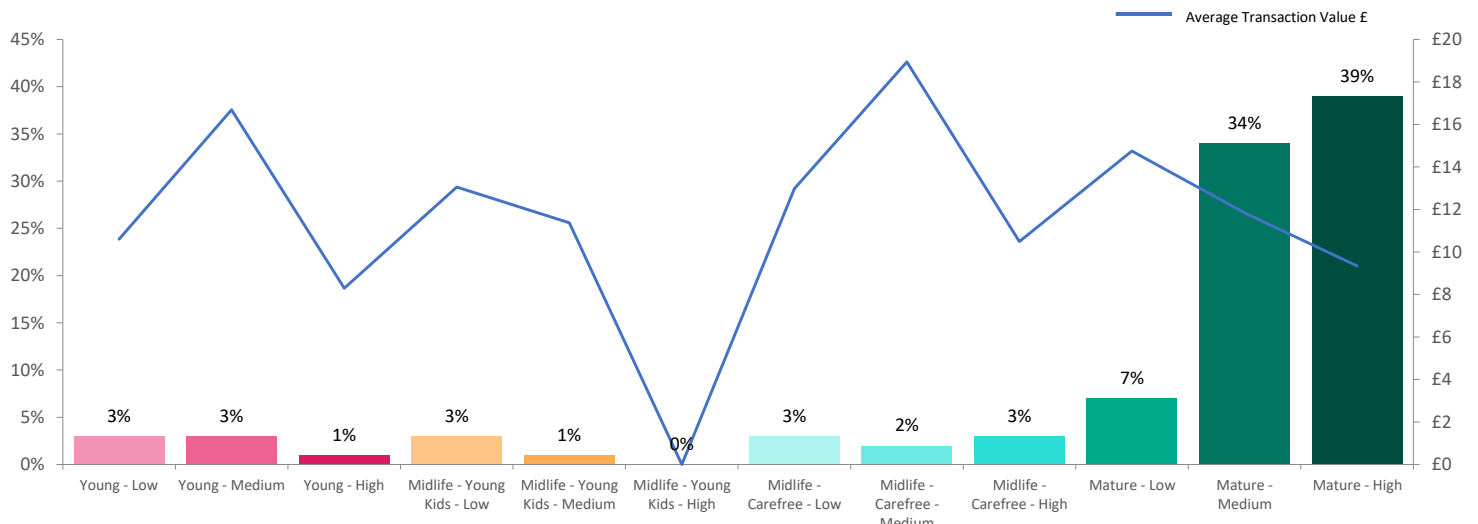
Transactional Data Summary - Spanker

Spend by Polaris and Distance from Home



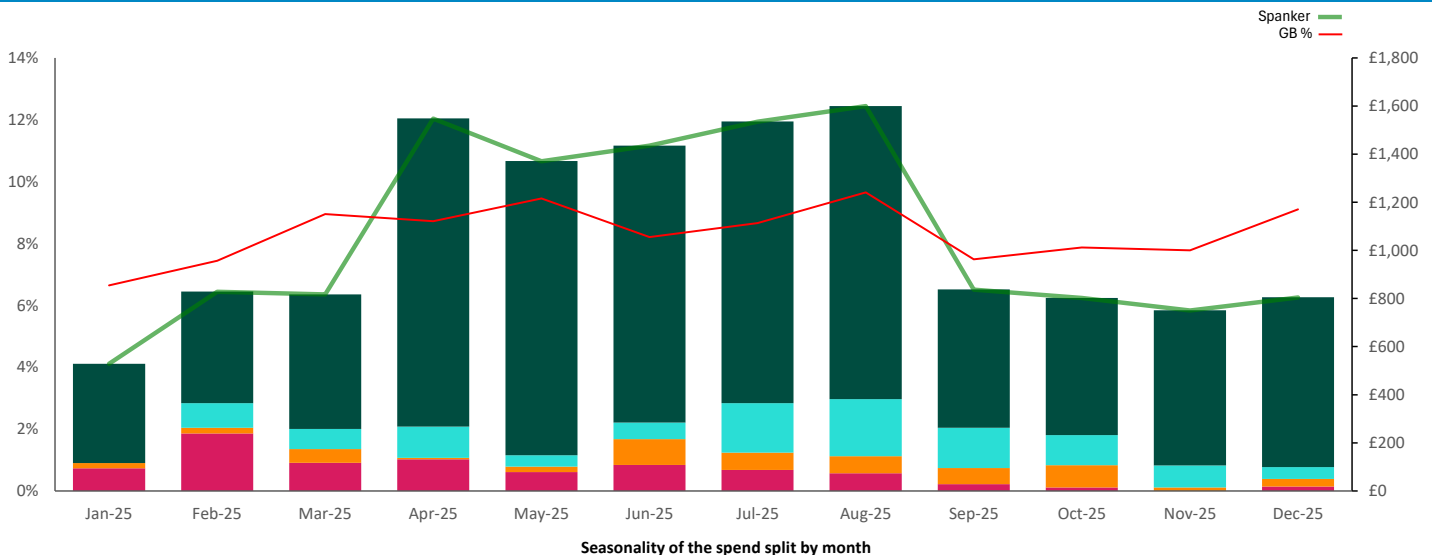
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

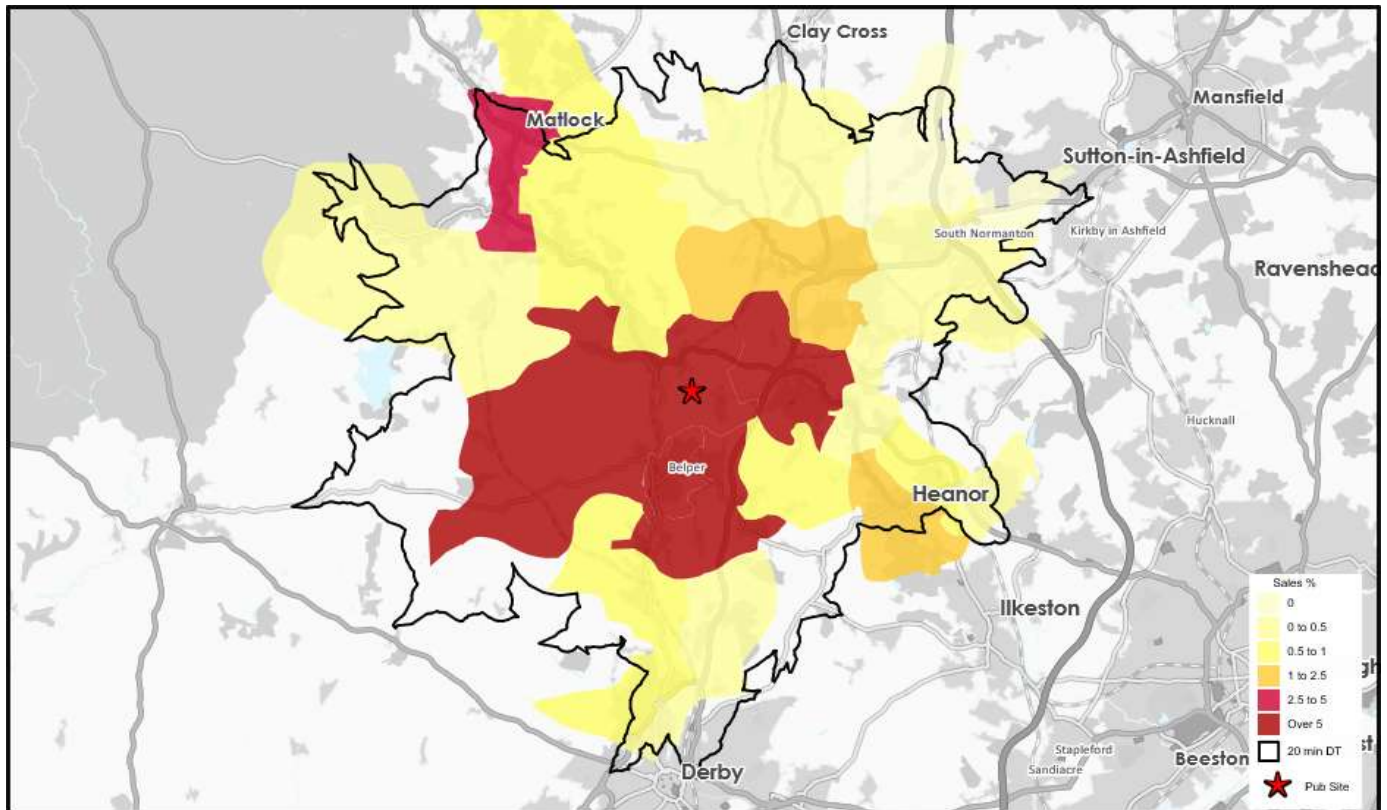


Seasonality of the spend split by month

Transactional Data Maps - Spanker

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Spanker Share of Spend from Postcode Sectors within 20 minute Drive



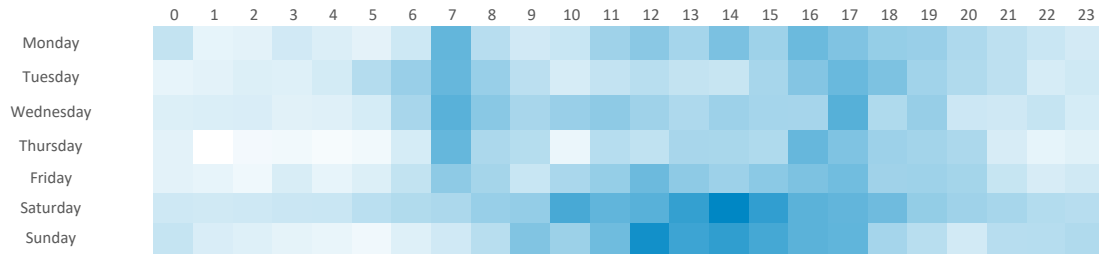
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



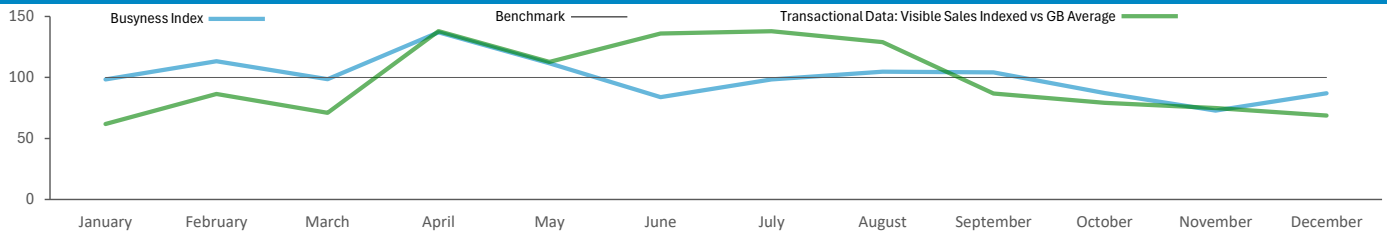
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



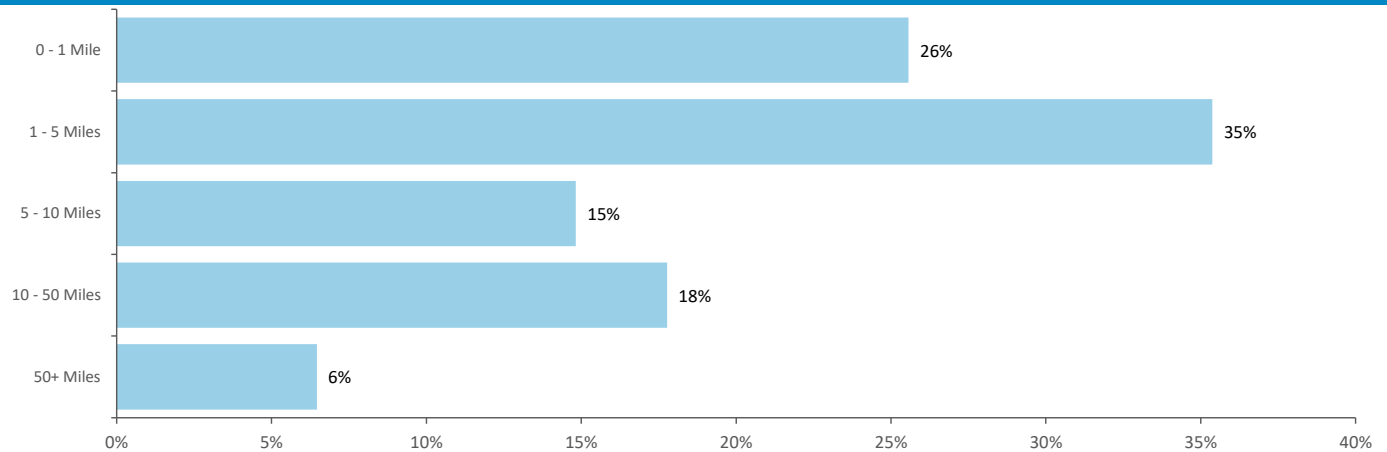
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

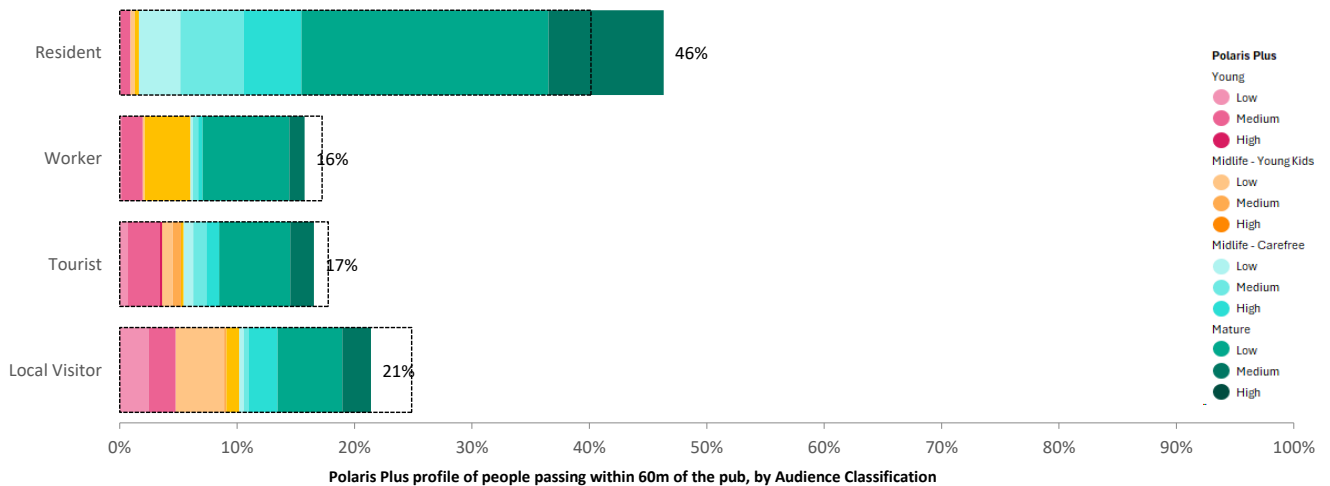
Distance from Home



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

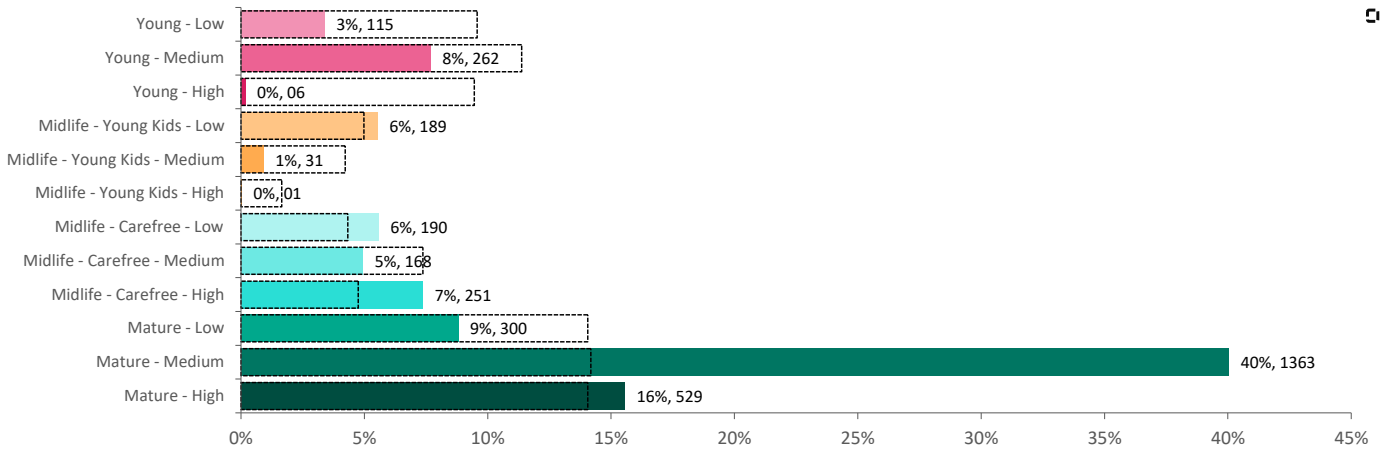
Audience Classification by Polaris Plus

Base: GB



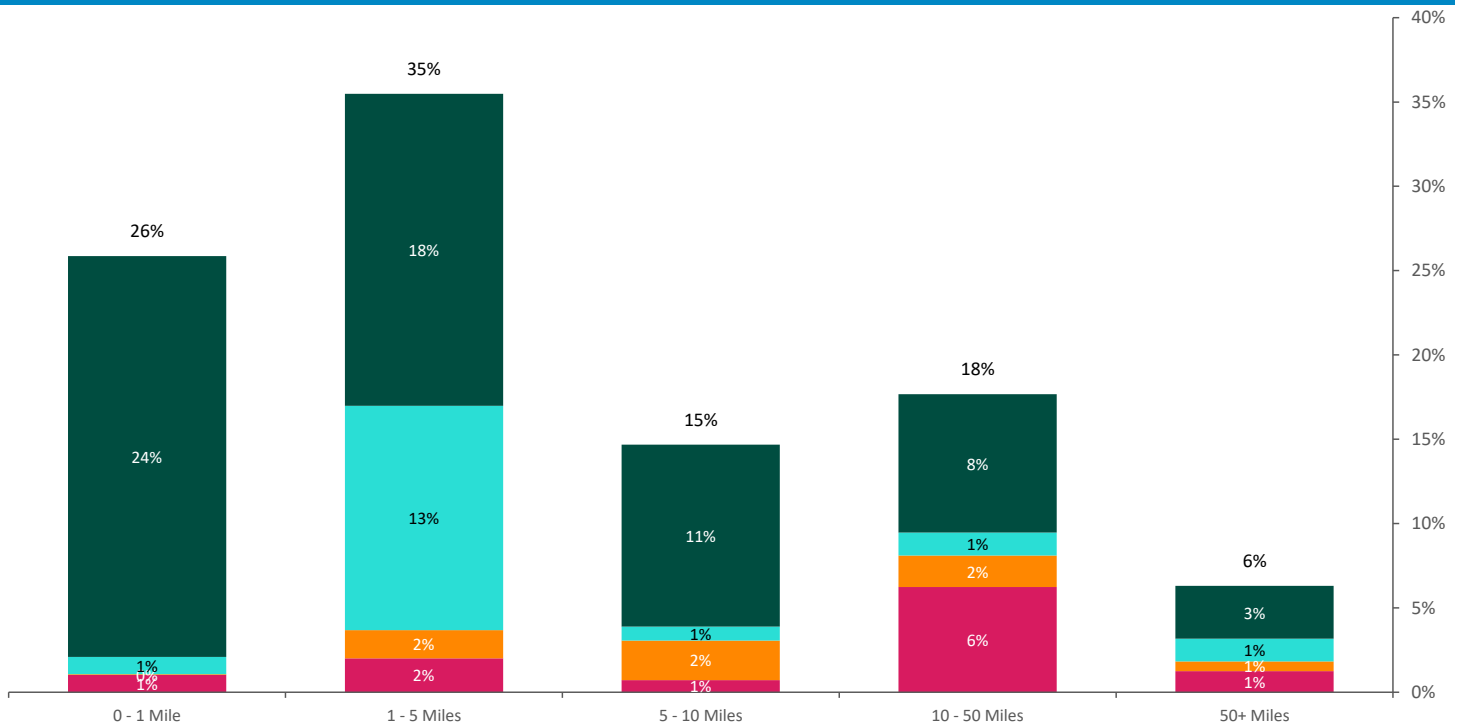
Polaris Plus Profile

GB %



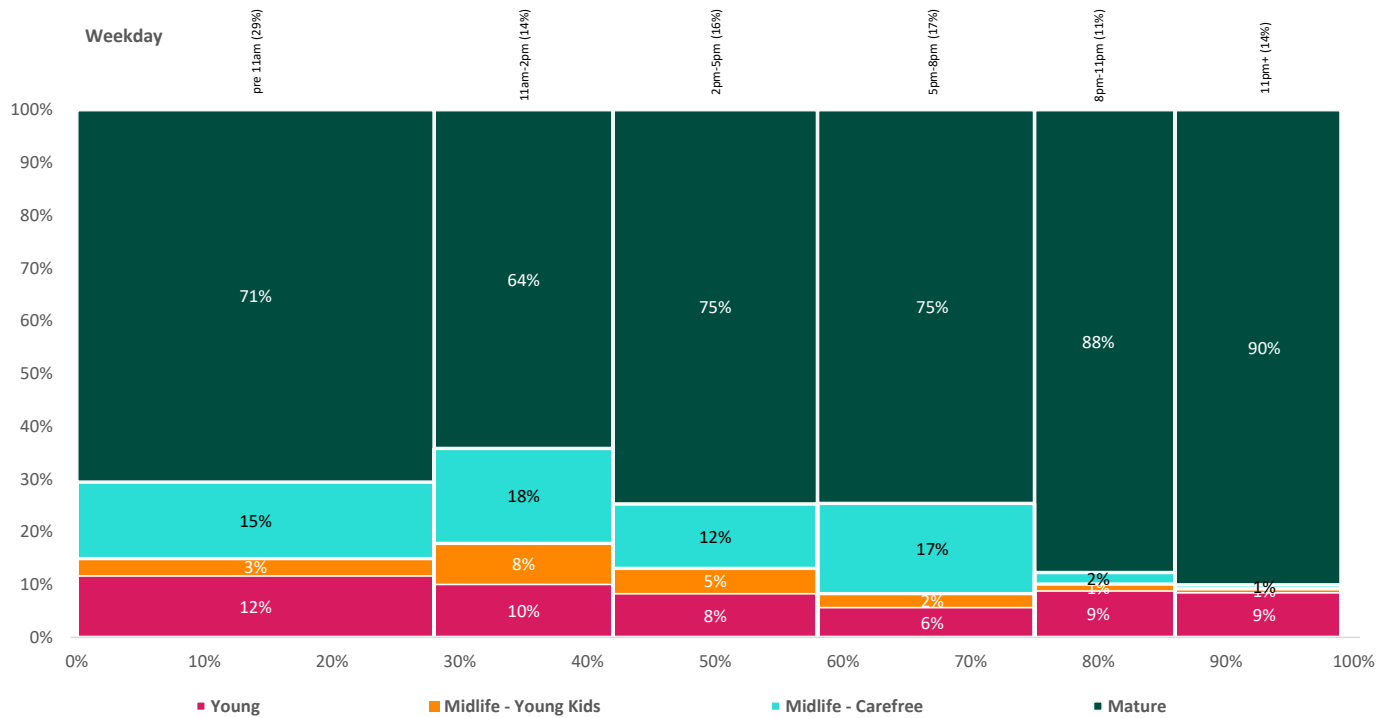
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



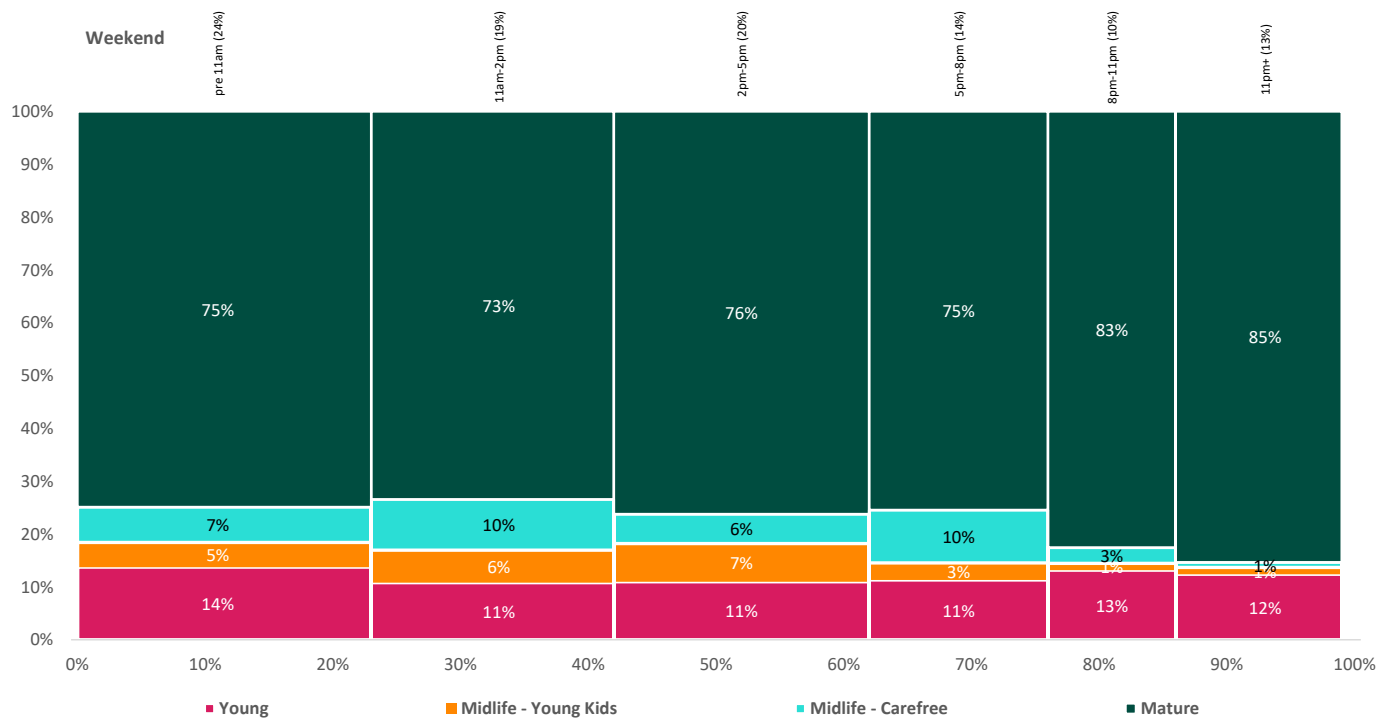
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,061	480	617	654	503	640	3,956
Midlife - Carefree	219	135	101	150	13	6	622
Midlife - Young Kids	47	57	39	22	7	4	175
Young	177	76	69	51	51	61	486
All	1,504	748	826	876	573	711	5,239

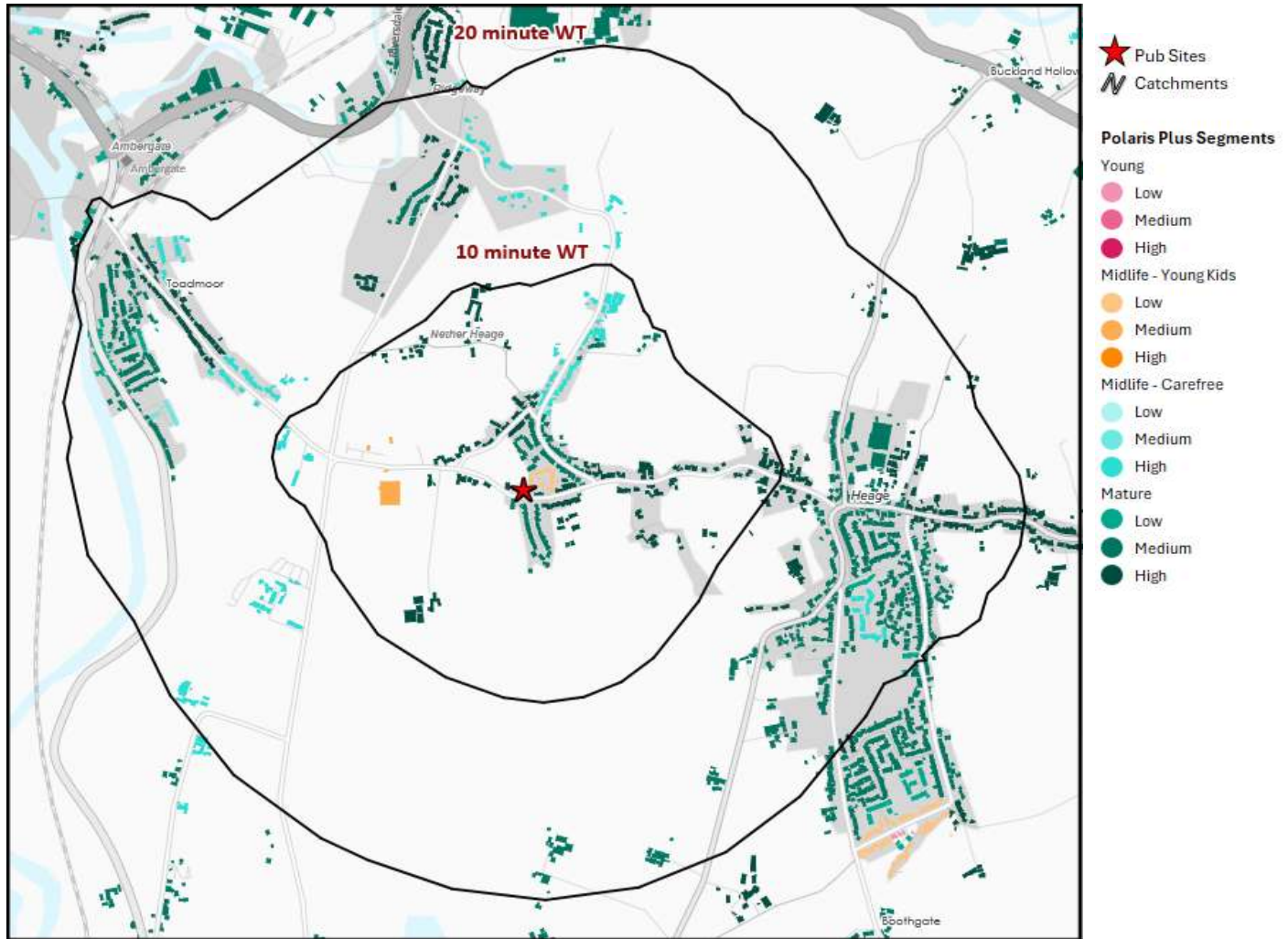
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	475	365	402	278	218	303	2,041
Midlife - Young Kids	42	48	29	37	8	4	168
Midlife - Carefree	30	31	38	12	3	4	118
Mature	87	54	58	42	35	44	319
All	635	497	527	369	264	355	2,647

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

Polaris Plus Summary - Spanker



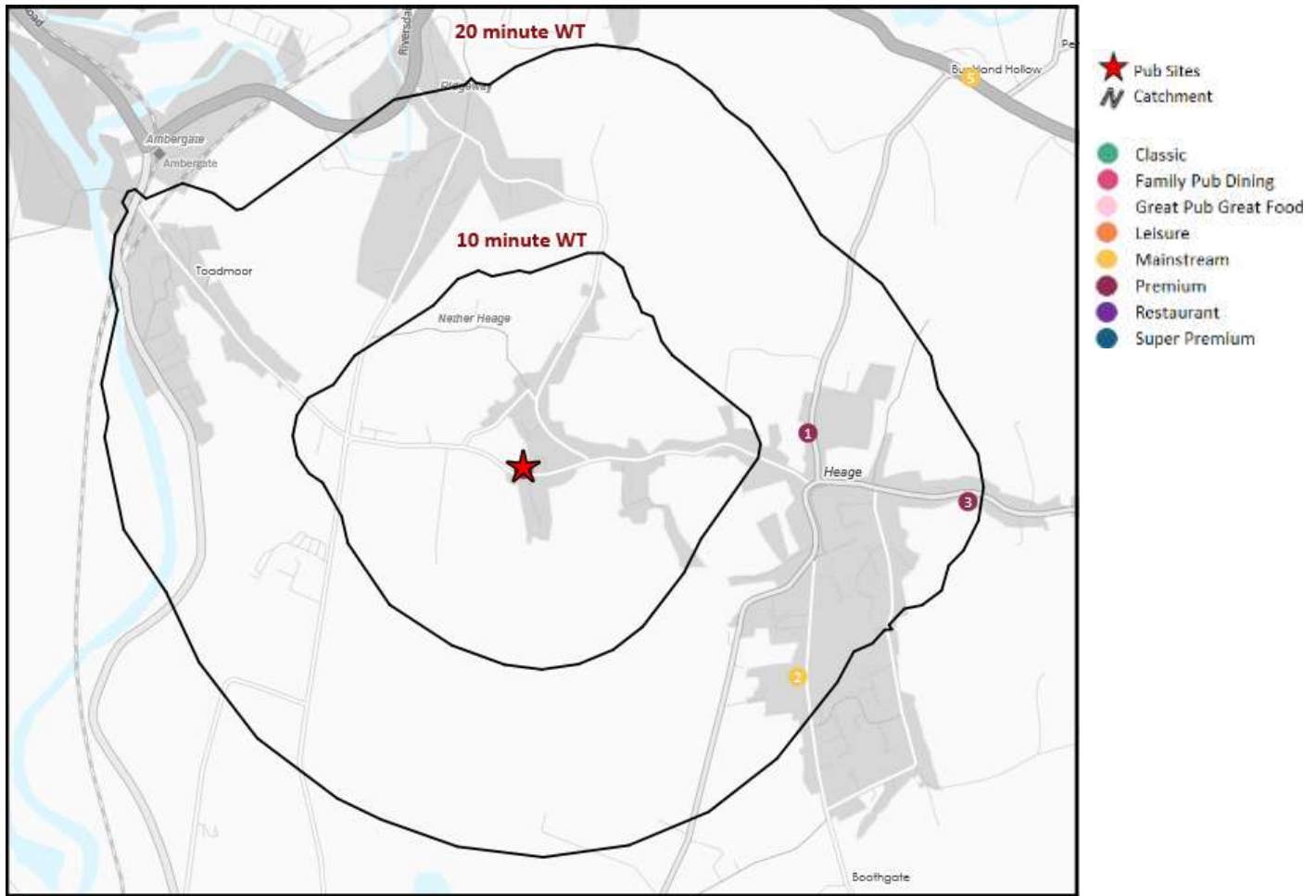
Polaris Plus Profile by Catchment

*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	10,225	0	0	56
Medium	0	0	9,379	0	0	46
High	0	0	554	0	0	4
Midlife - Young Kids						
Low	34	34	18,035	109	27	174
Medium	60	60	837	244	61	10
High	0	0	39	0	0	2
Midlife - Carefree						
Low	0	0	4,888	0	0	62
Medium	0	33	10,058	0	21	76
High	69	231	8,891	271	227	105
Mature						
Low	0	130	38,095	0	43	152
Medium	177	1,150	56,444	203	329	194
High	155	529	26,929	185	158	96
Not Private Households	62	62	1,220	1,040	260	61
Total	557	2,229	185,594			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Spanker



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	Spanker	DE56 2AT	Star Pubs & Bars	Premium	5.1%	71.8%	0.00
1	Belper House	DE56 2BG	Independent Free	Premium	0.4%	100.0%	0.57
2	Black Boy	DE56 2BN	Independent Free	Mainstream	18.5%	73.7%	0.68
3	Eagle Tavern	DE56 2HU	Star Pubs & Bars	Premium	0.0%	0.0%	0.89
4	Canal Inn	DE56 2EW	Greene King	Mainstream	10.8%	68.2%	1.08
5	Excavator	DE56 2HS	Marston's	Mainstream	16.2%	69.9%	1.18
6	Belper Amateurs Cricket Club	DE56 2FG	Independent Free	Leisure	0.4%	100.0%	1.23
7	Red Lion	DE56 2FT	Unknown	Mainstream	0.7%	47.0%	1.47
8	George Inn	DE 5 3RP	Unknown	Mainstream	0.0%	0.0%	1.56
9	Greyhound Inn	DE56 0HB	Star Pubs & Bars	Mainstream	0.0%	0.0%	1.63
10	Thorn Tree Inn	DE56 1FF	Independent Free	Premium	4.4%	83.5%	1.68
11	Queens Head	DE56 1FF	Independent Free	Premium	3.2%	81.3%	1.68
12	Talbot Inn	DE56 2UA	Independent Free	Great Pub Great Food	0.0%	0.0%	1.74
13		241219 DE56 2UA	Independent Free	Leisure	3.2%	55.2%	1.74
14	Tom Yum	DE56 1YD	Independent Free	Restaurant	4.6%	58.5%	1.82
15	Belper Sports Centre	DE56 0DA	Independent Free	Leisure	0.0%	0.0%	1.86
16	River Gardens	DE56 1BJ	Independent Free	Restaurant	7.9%	64.4%	1.88
17	Grapes Inn	DE56 1GF	Marston's	Mainstream	22.6%	88.1%	1.91
18	Coney Grey Showground	DE 5 3RJ	Independent Free	Leisure	0.0%	0.0%	1.94
19	Belper Tap	DE56 1AZ	Independent Free	Mainstream	0.0%	0.0%	1.96
20	Rifleman's Arms	DE56 1AZ	*Other Small Retail Groups	Premium	1.9%	76.7%	1.96

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 - Spanker

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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+	557	2,229	185,594
Number of Competition Pubs	1	3	360
Adults 18+ per Competition Pub	557	743	516

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	24	4.3%	55
Family Pub Dining	0	38	6.8%	75
Great Pub Great Food	0	103	18.5%	111
Leisure	0	54	9.7%	96
Mainstream	0	60	10.9%	78
Premium	1	75	13.5%	94
Restaurant	0	118	21.2%	92
Super Premium	0	23	4.0%	103

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	114	5.1%	65
Family Pub Dining	0	173	7.8%	86
Great Pub Great Food	0	445	20.0%	119
Leisure	0	235	10.6%	105
Mainstream	1	289	13.0%	93
Premium	2	328	14.7%	103
Restaurant	0	495	22.2%	96
Super Premium	0	88	3.9%	100

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	83	15,592	8.4%	107
Family Pub Dining	15	18,128	9.8%	107
Great Pub Great Food	21	31,222	16.8%	101
Leisure	52	19,155	10.3%	103
Mainstream	93	28,022	15.1%	108
Premium	52	25,665	13.8%	97
Restaurant	40	40,605	21.9%	95
Super Premium	4	5,955	3.2%	82

Glossary

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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. 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.	
	