

Catchment Summary - Three Horseshoes

Over GB Average

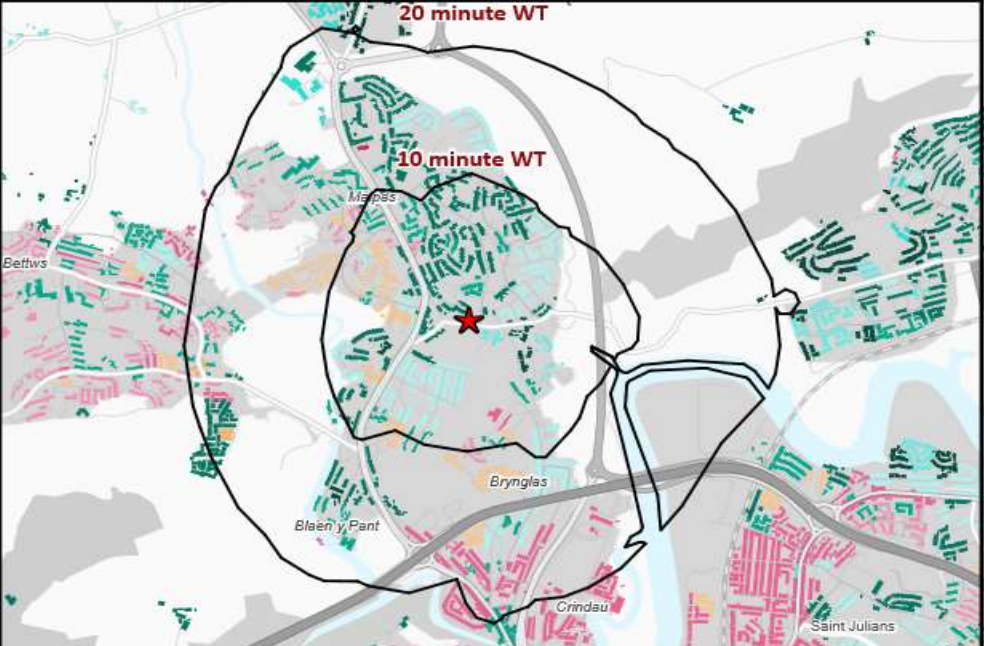
Around GB Average

Under GB Average

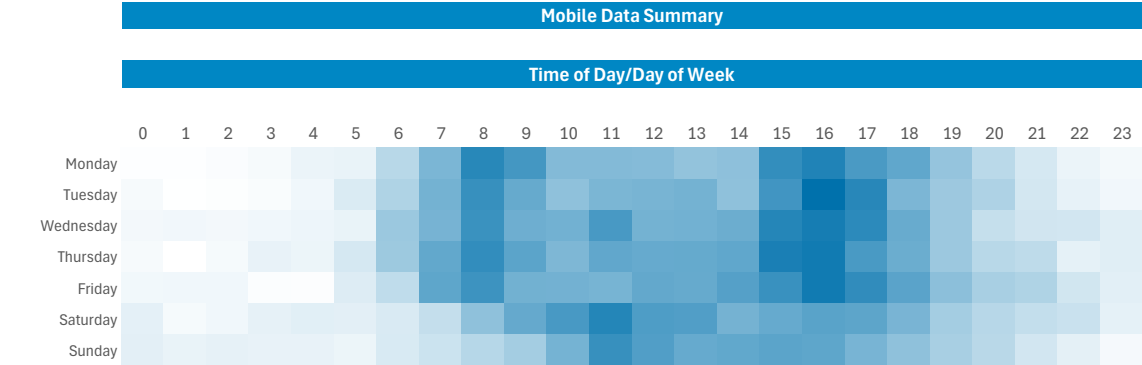
*WT= Walktime

**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**
5.714	12.247	490.298	108	63	117
Pop. & Adl. 18+ index based on all pubs					
4.669	9.799	388.490	105	61	115
3	7	351	16	16	87
1.556	1.400	1.107	176	158	125
78,4%	77,1%	76,4%	104	102	101
Affluence			169	167	104
Low			101	109	113
Medium			10	7	79
High					
Mean Net Disposable income (£pa)			111	100	102
Age Profile			74	75	105
18-24			91	98	105
25-34			86	91	100
35-44			107	102	96
45-64			128	116	96
65+					



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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	83	1.546	137.367	6	57	127
Midlife - Young Kid	638	1.211	27.351	125	113	65
Midlife - Carefree	1.599	2.372	51.432	217	153	84
Mature	2.227	4.548	169.231	108	105	98
Not Private Households	122	122	3.109	21.597	10.290	6.614
Total	4.669	9.799	388.490			



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Per Pub - Three Horseshoes

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4.669	9.799	388.490
Number of Competition Pubs	3	7	351
Adults 18+ per Competition Pub	1.556	1.400	1.107

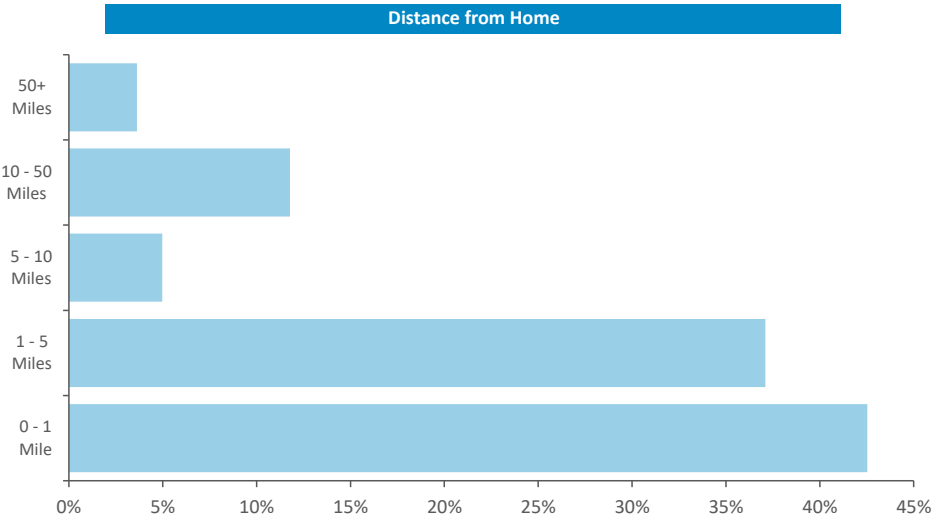
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	21	0,4%	5
Circuit Bar	0	43	0,9%	22
Community Pub	0	1.040	22,3%	114
Craft Led	0	9	0,2%	5
Great Pub Great Food	0	366	7,8%	43
High Street Pub	0	967	20,7%	110
Premium Local	1	503	10,8%	64

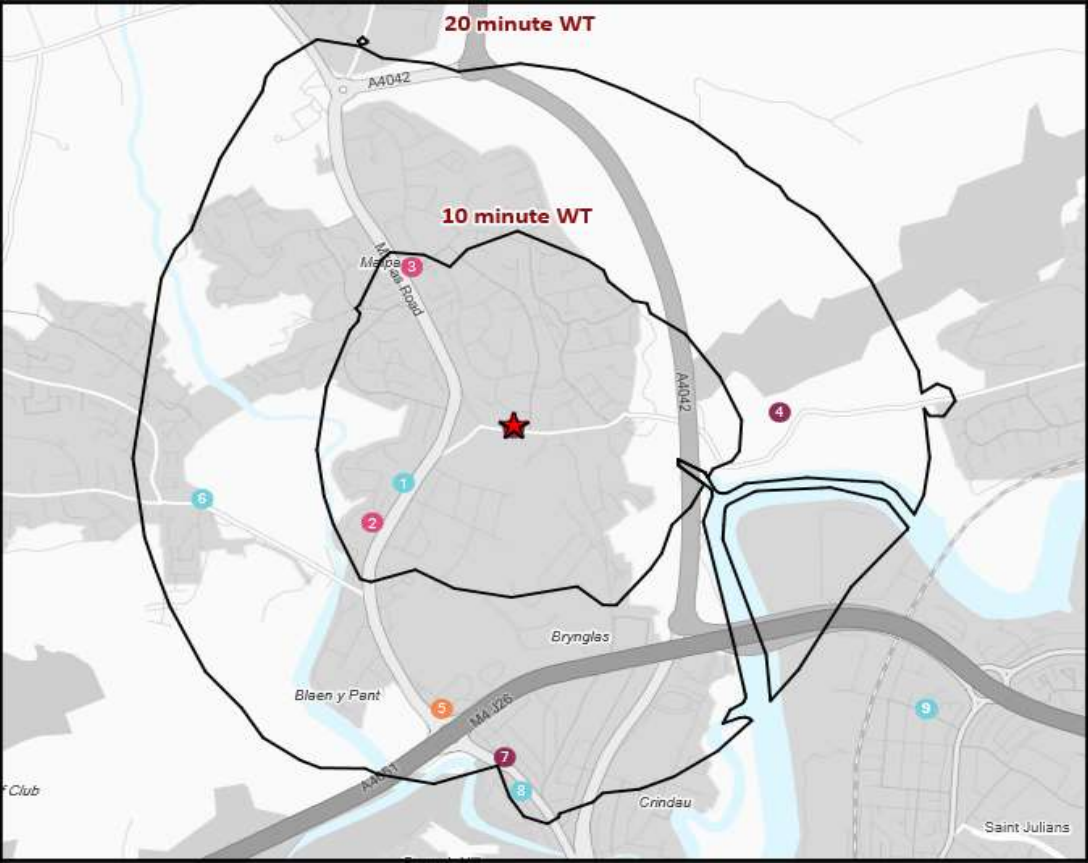
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	239	2,4%	29
Circuit Bar	0	288	2,9%	71
Community Pub	0	2.427	24,8%	127
Craft Led	0	176	1,8%	50
Great Pub Great Food	0	774	7,9%	43
High Street Pub	0	2.302	23,5%	125
Premium Local	2	1.105	11,3%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	13	29.441	7,6%	91
Circuit Bar	10	18.443	4,7%	114
Community Pub	38	75.836	19,5%	100
Craft Led	0	16.527	4,3%	119
Great Pub Great Food	39	64.228	16,5%	91
High Street Pub	21	76.218	19,6%	104
Premium Local	58	65.760	16,9%	100



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Competition - Three Horseshoes



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
2	Harvester Borderer	NP20 6EP	Mitchells & Butlers	Family Pub Din	25,9%	0,36
3	Parc-Y-Prior Inn	NP20 6LD	Greene King	Family Pub Din	23,8%	0,41
13	Three Blackbirds Inn	NP44 3AY	Mitchells & Butlers	Family Pub Din	15,5%	1,13
7	Lyceum Tavern	NP20 5PL	Ei Group	Premium Local	8,4%	0,73
12	Vanilla Spice	NP20 5JG	Independent Free	Restaurants	7,5%	1,05
15	Bettws Social Club	NP20 7DZ	Independent Free	Clubland	6,0%	1,18
1	Malpas Unionist Club	NP20 6WB	Independent Free	Clubland	4,7%	0,25
4	Usk Vale	NP18 3QZ	Wellington	Premium Local	3,7%	0,54
8	Crindau Constitutional Club	NP20 5PJ	Independent Free	Clubland	1,9%	0,81
9	Newport Indoor Bowling	NP19 7HF	Independent Free	Clubland	1,3%	1,04
0	Three Horseshoes	NP20 6WG	Star Pubs & Bars	Premium Local	0,7%	0,00
9	St Julians High School Rugby Clut	NP19 7HF	Independent Free	Clubland	0,5%	1,04
5	Ibis Budget	NP20 5PP	Accor Hotels	Hotel	0,0%	0,64
6	Malpas Cricket Club	NP20 7AB	Independent Free	Clubland	0,0%	0,65
9	St Juliens Outdoor Bowling Centre	NP19 7HF	Independent Free	Clubland	0,0%	1,04
14	Nightingale	NP20 7TN	*Other Small Retail Groups	Community Pu	0,0%	1,17

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

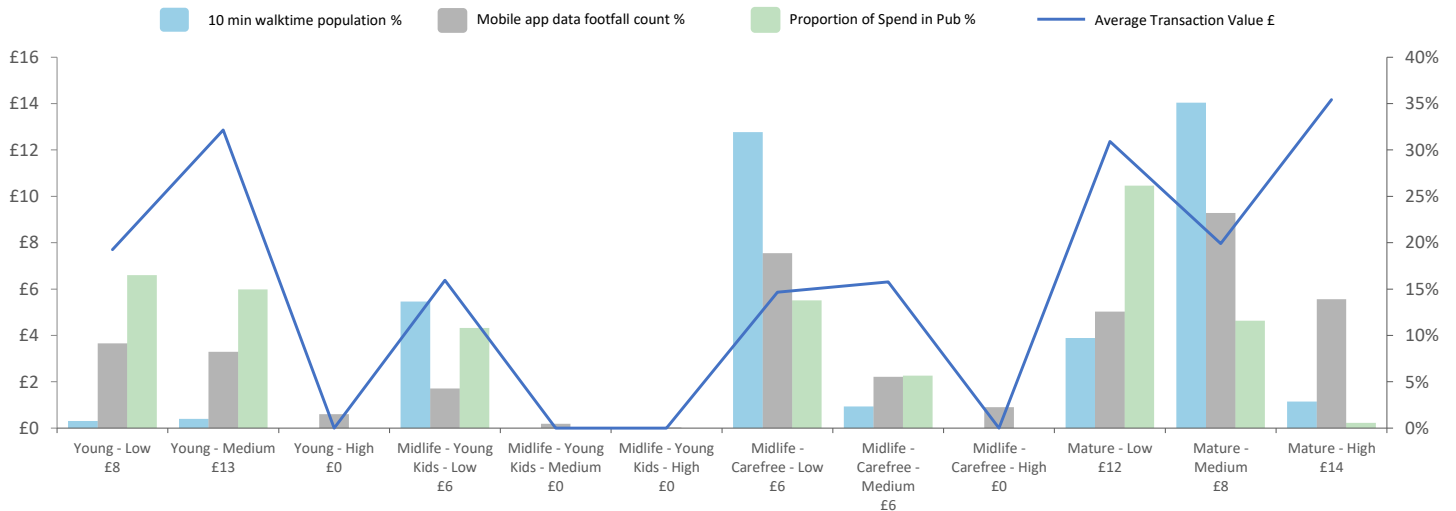
Catchment Summary - Three Horseshoes

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
89614	Three Horseshoes	NP20 6WG	Star Pubs & Bars	Premium Local	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Three Horseshoes

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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	5.714	12.247	490.298	108	63	117
Adults 18+	4.669	9.799	388.490	105	61	115
Competition Pubs	3	7	351	16	16	87
Adults 18+ per Competition Pub	1.556	1.400	1.107	176	158	125
% Adults Likely to Drink	78,4%	77,1%	76,4%	104	102	101

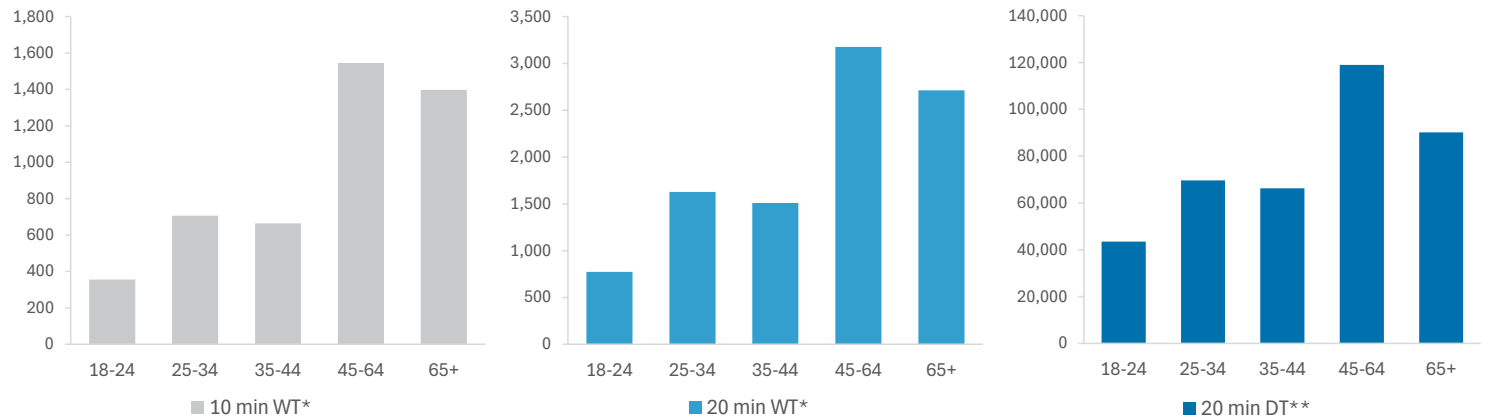
Population & Adults 18+ index is based on all pubs

Affluence	Low	56,1%	55,3%	34,5%	169	167	104
	Medium	38,4%	41,6%	43,1%	101	109	113
	High	2,9%	1,9%	21,6%	10	7	79

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£23.752	£21.268	£21.818	111	100	102
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Age Profile	18-24	356	774	43.450	74	75	105
	25-34	706	1.627	69.646	91	98	105
	35-44	664	1.510	66.257	86	91	100
	45-64	1.545	3.175	119.005	107	102	96
	65+	1.398	2.713	90.132	128	116	96

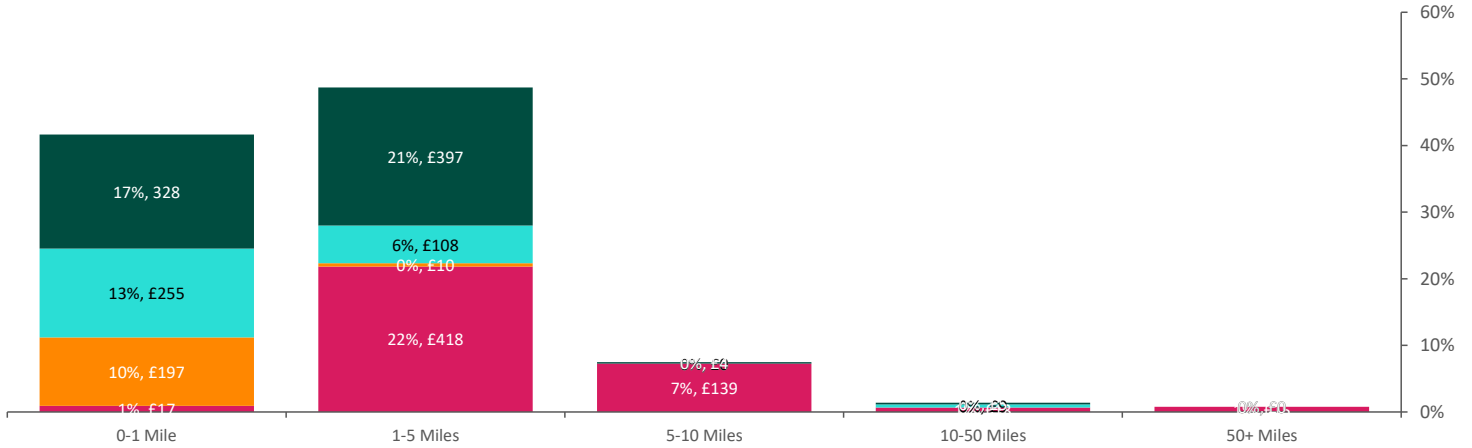


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,814 (49%)	5,959 (49%)	239,814 (49%)	100	99	100
	Female	2,900 (51%)	6,288 (51%)	250,484 (51%)	100	101	100
Economic Status (16+)	Employed: Full-time	1,692 (35%)	3,537 (35%)	141,234 (35%)	103	102	103
	Employed: Part-time	662 (14%)	1,385 (14%)	49,626 (12%)	114	113	102
	Self employed	265 (6%)	517 (5%)	27,448 (7%)	60	56	75
	Unemployed	102 (2%)	226 (2%)	10,431 (3%)	84	88	102
	Full-time student	68 (1%)	203 (2%)	9,862 (2%)	60	85	104
	Retired	1,386 (29%)	2,696 (27%)	87,373 (22%)	132	122	99
	Other	599 (13%)	1,520 (15%)	74,277 (19%)	72	86	106
Total Worker Count		1.308	2.532	206.959			

See the Glossary page for further information on the above variables

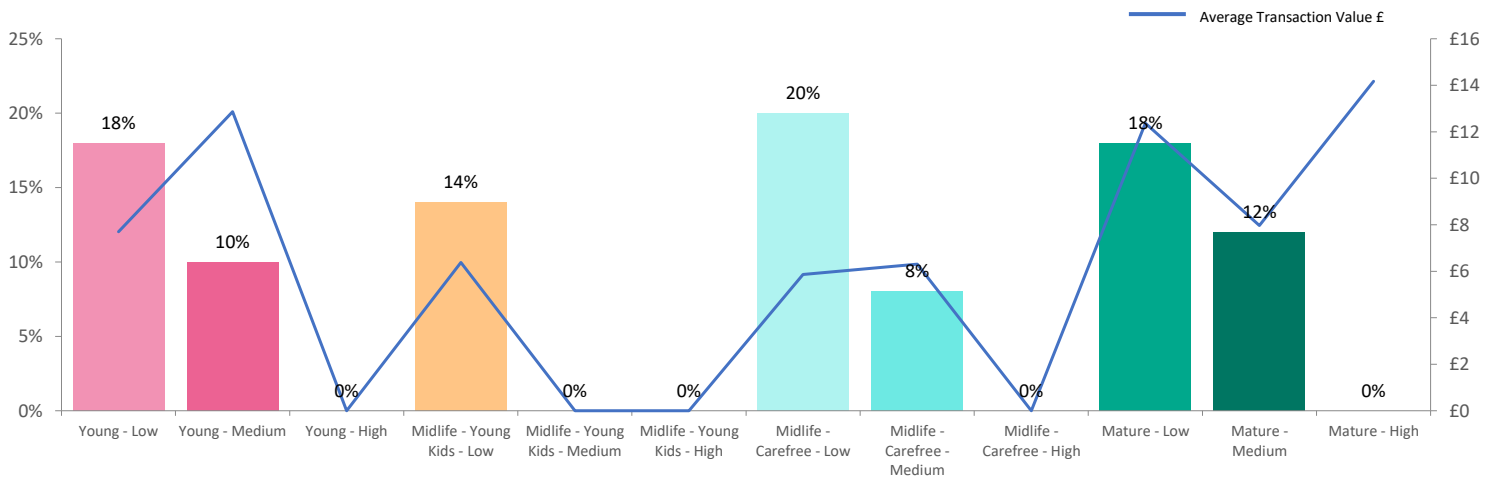
Transactional Data Summary - Three Horseshoes

Spend by Polaris and Distance from Home



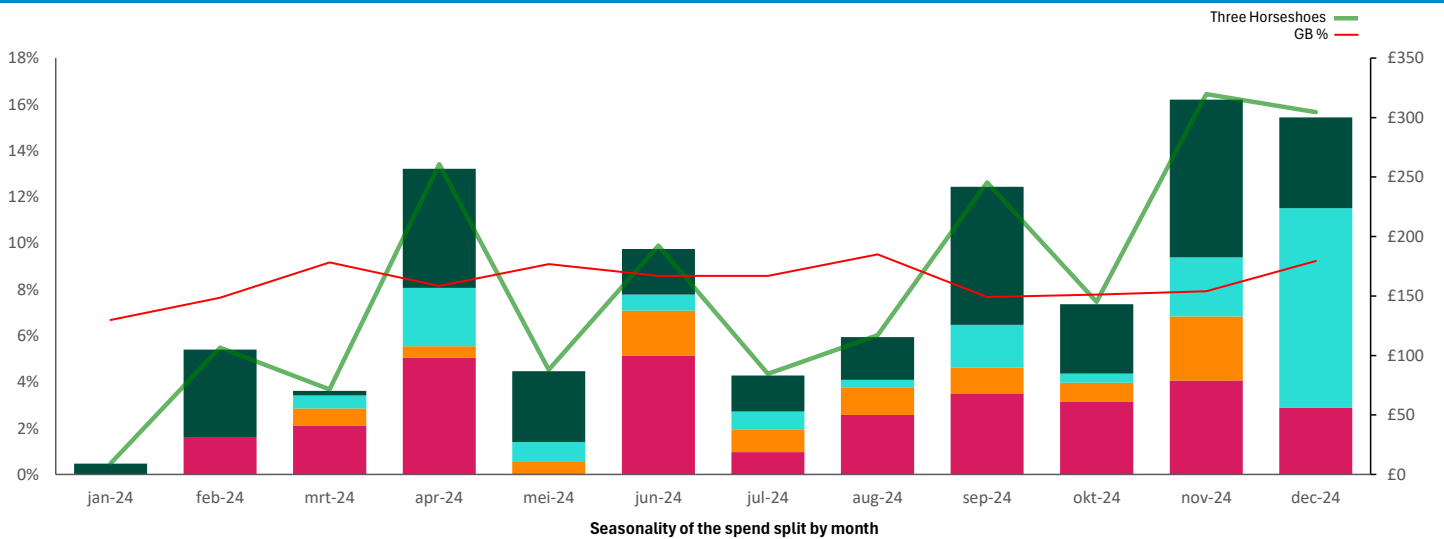
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



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

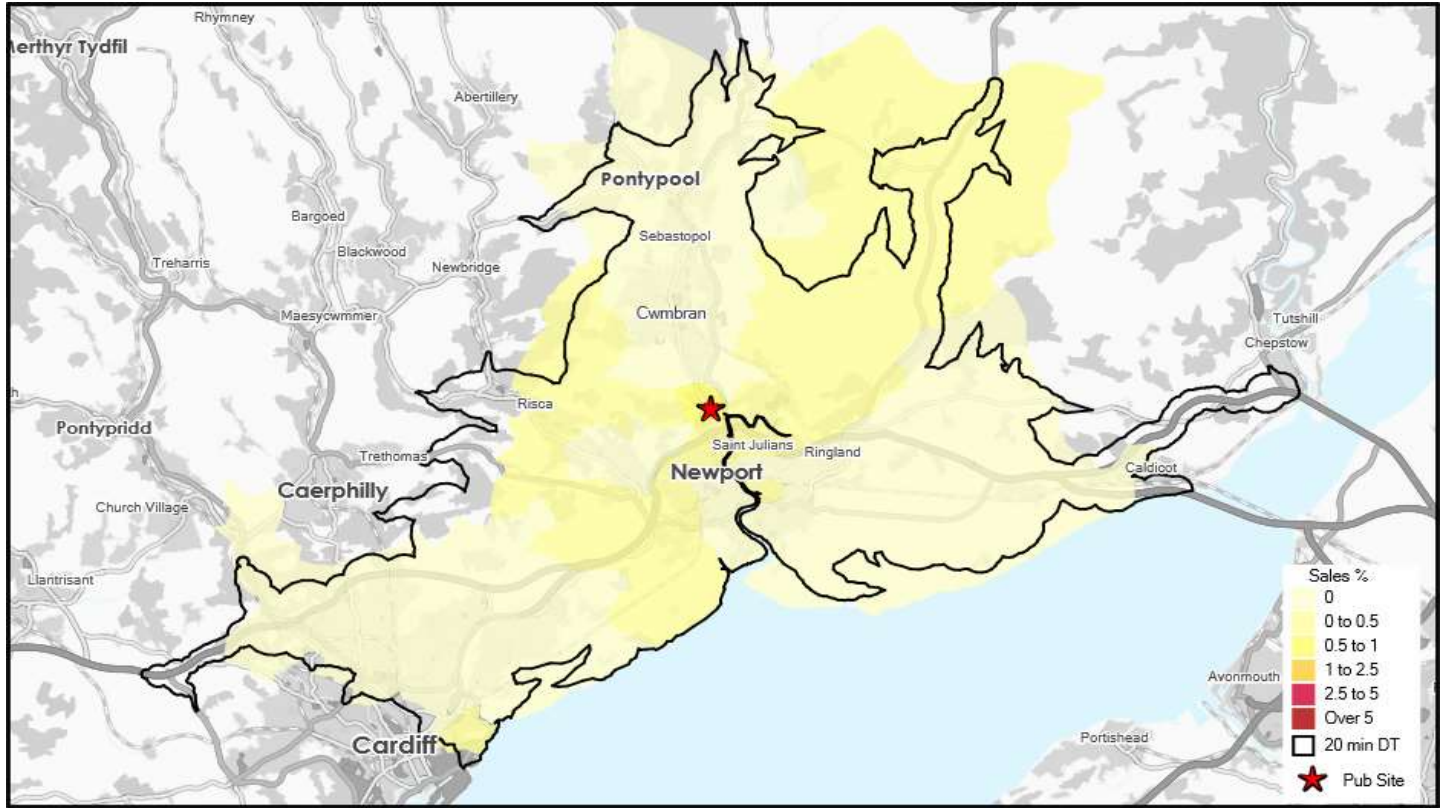
Spend by Month and Polaris



Seasonality of the spend split by month

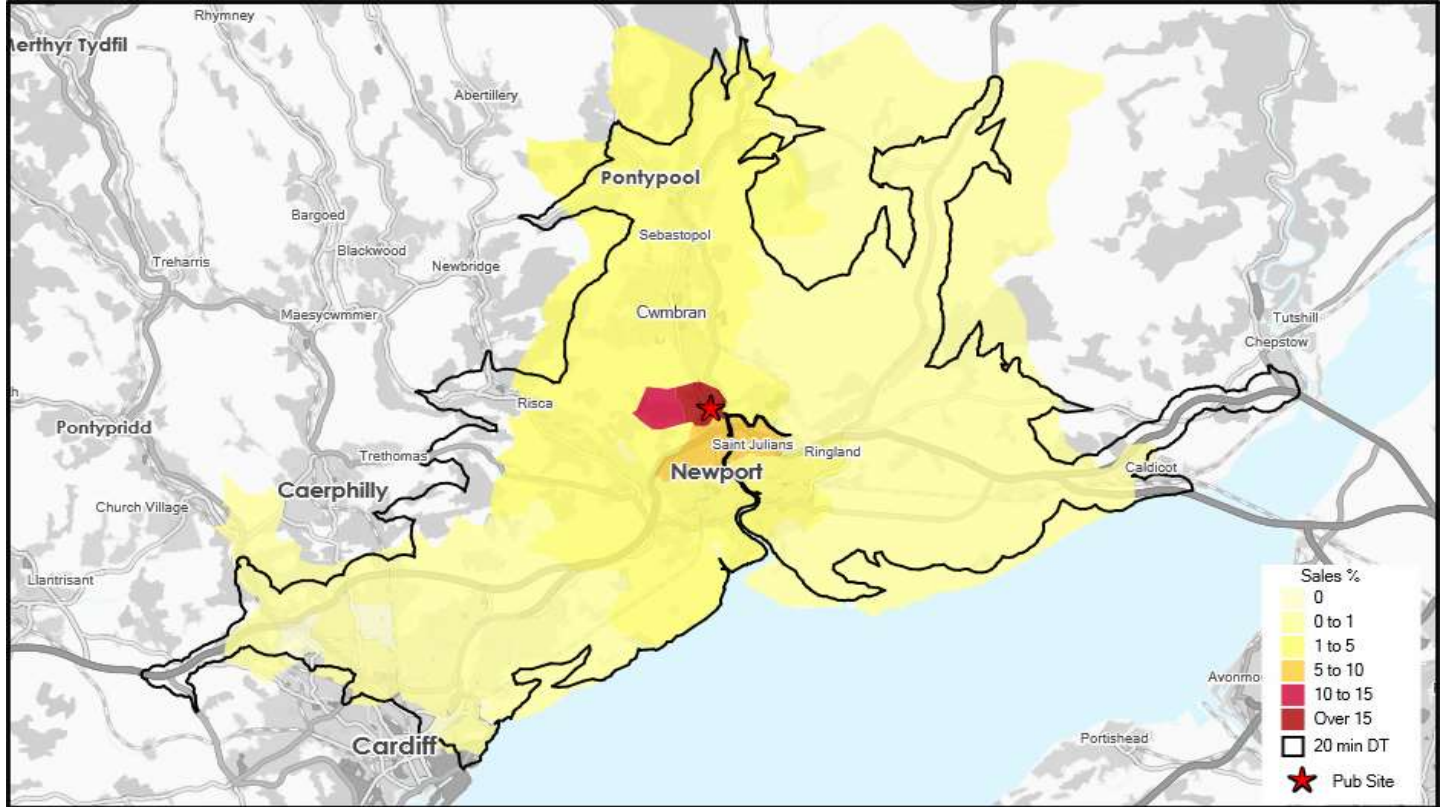
Transactional Data Maps - Three Horseshoes

Three Horseshoes Share of Spend from Postcode Sectors within 20 minute Drive



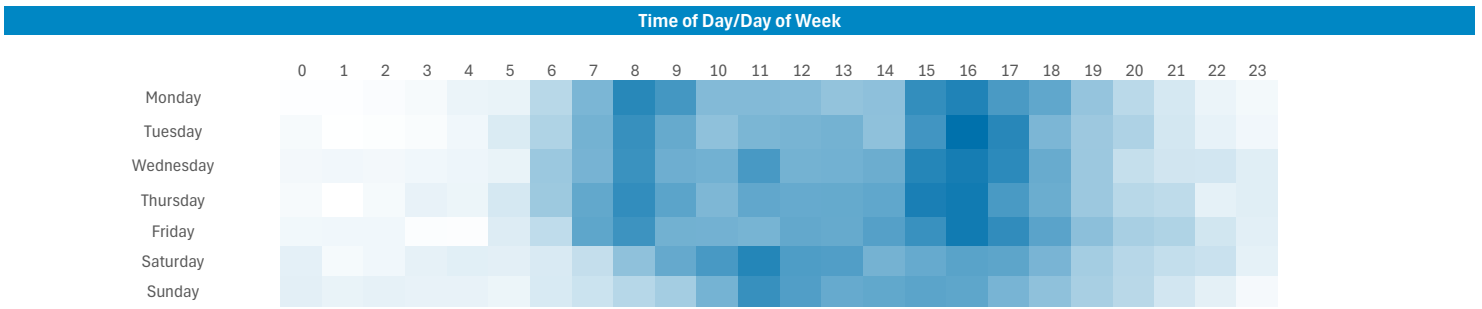
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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

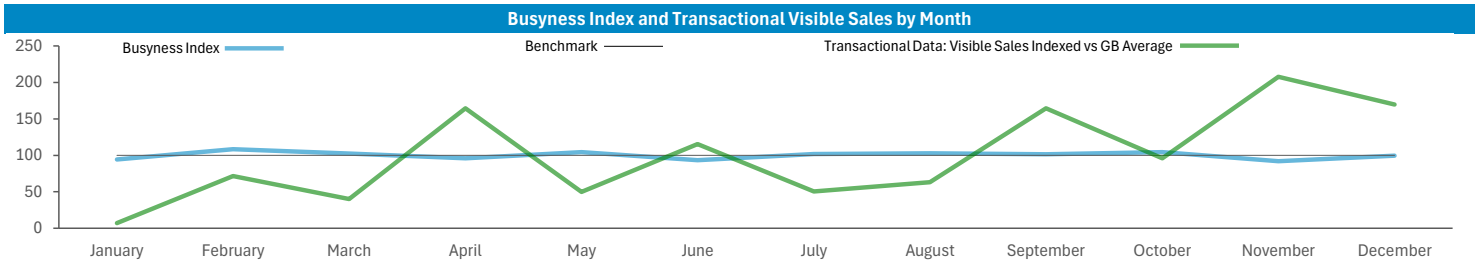


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

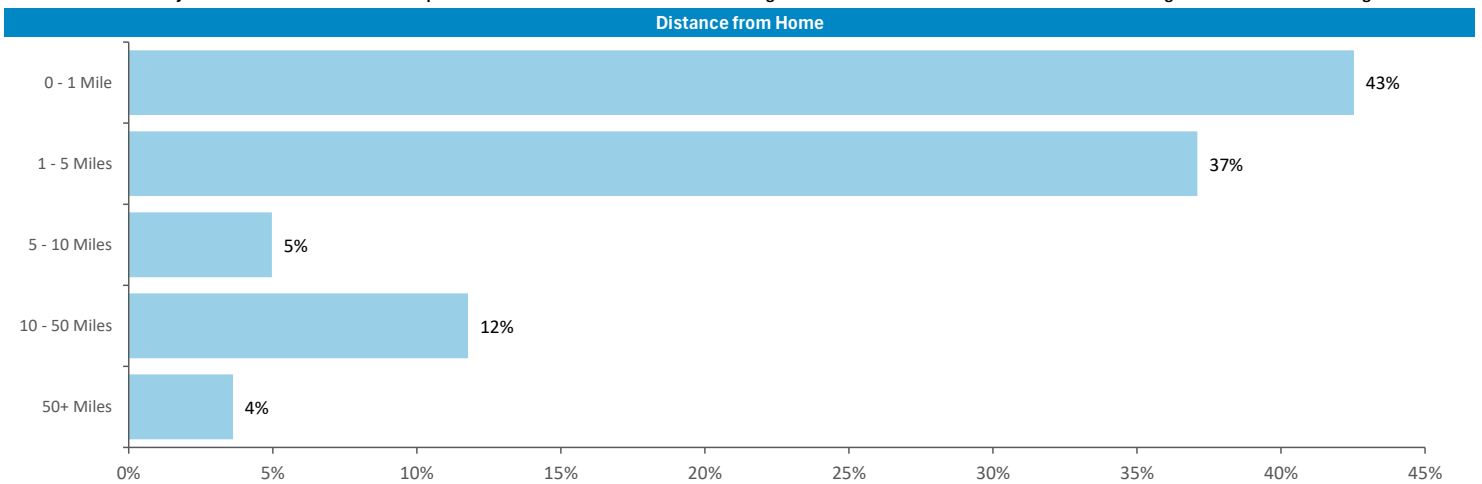
Mobile Data Summary - Three Horseshoes



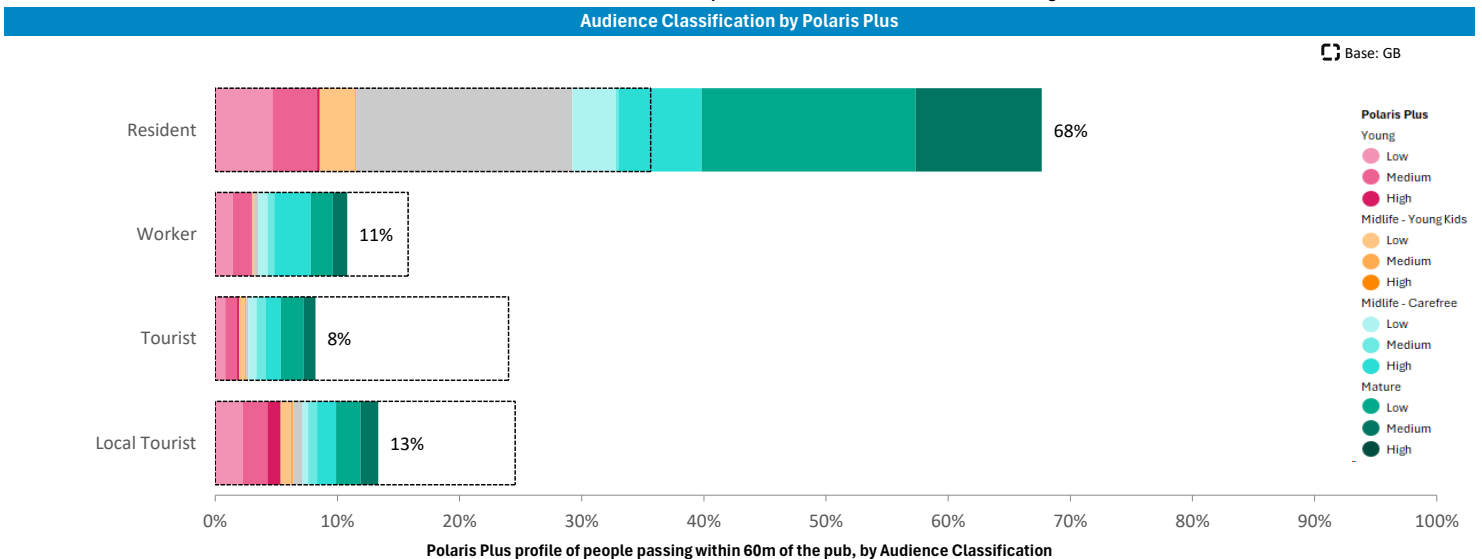
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



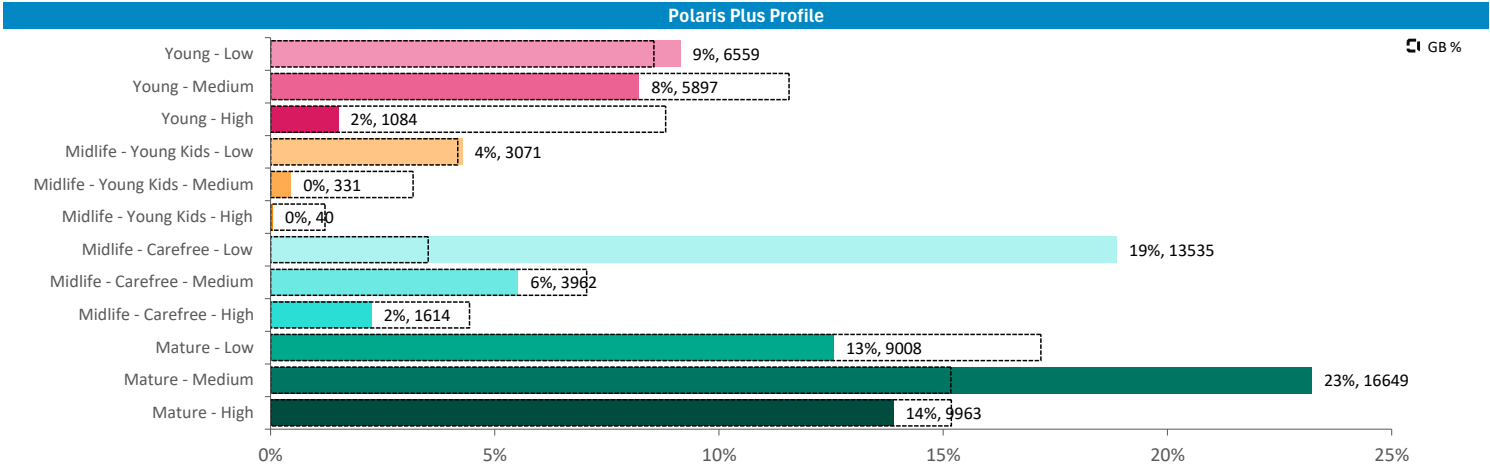
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average



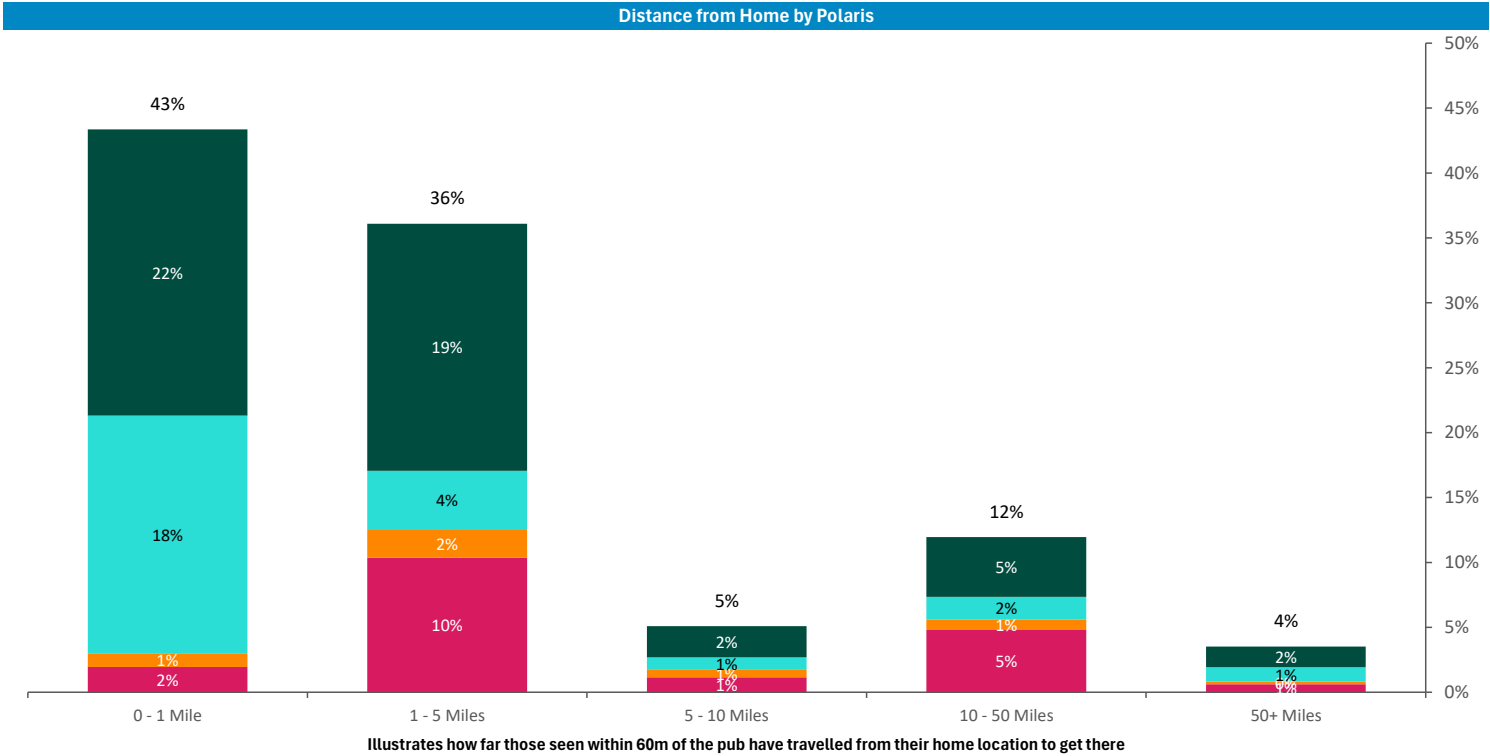
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there



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

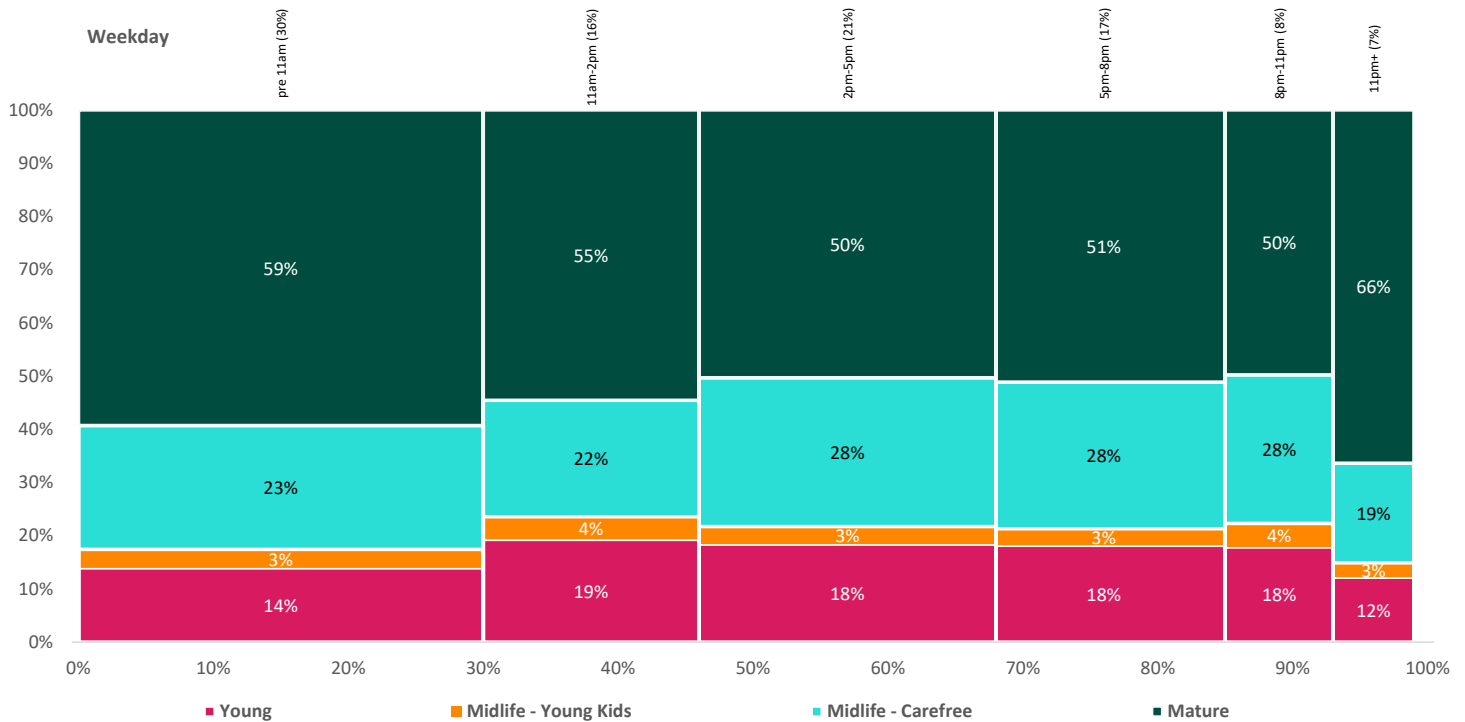


Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



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	14.429	7.175	8.544	6.960	3.188	3.583	43.880
Midlife - Carefree	5.658	2.878	4.745	3.756	1.790	1.011	19.838
Midlife - Young Kids	845	562	561	421	284	146	2.818
Young	3.393	2.539	3.123	2.477	1.144	658	13.334
All	24.326	13.154	16.973	13.614	6.405	5.398	79.870

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	4.204	3.352	2.942	2.242	1.272	1.482	15.494
Midlife - Young Kids	1.527	1.622	1.657	1.386	748	640	7.581
Midlife - Carefree	362	347	310	128	99	67	1.313
Mature	1.169	1.096	746	713	462	404	4.591
All	7.262	6.418	5.654	4.470	2.582	2.594	28.979

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

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Polaris Plus Summary - Three Horseshoes

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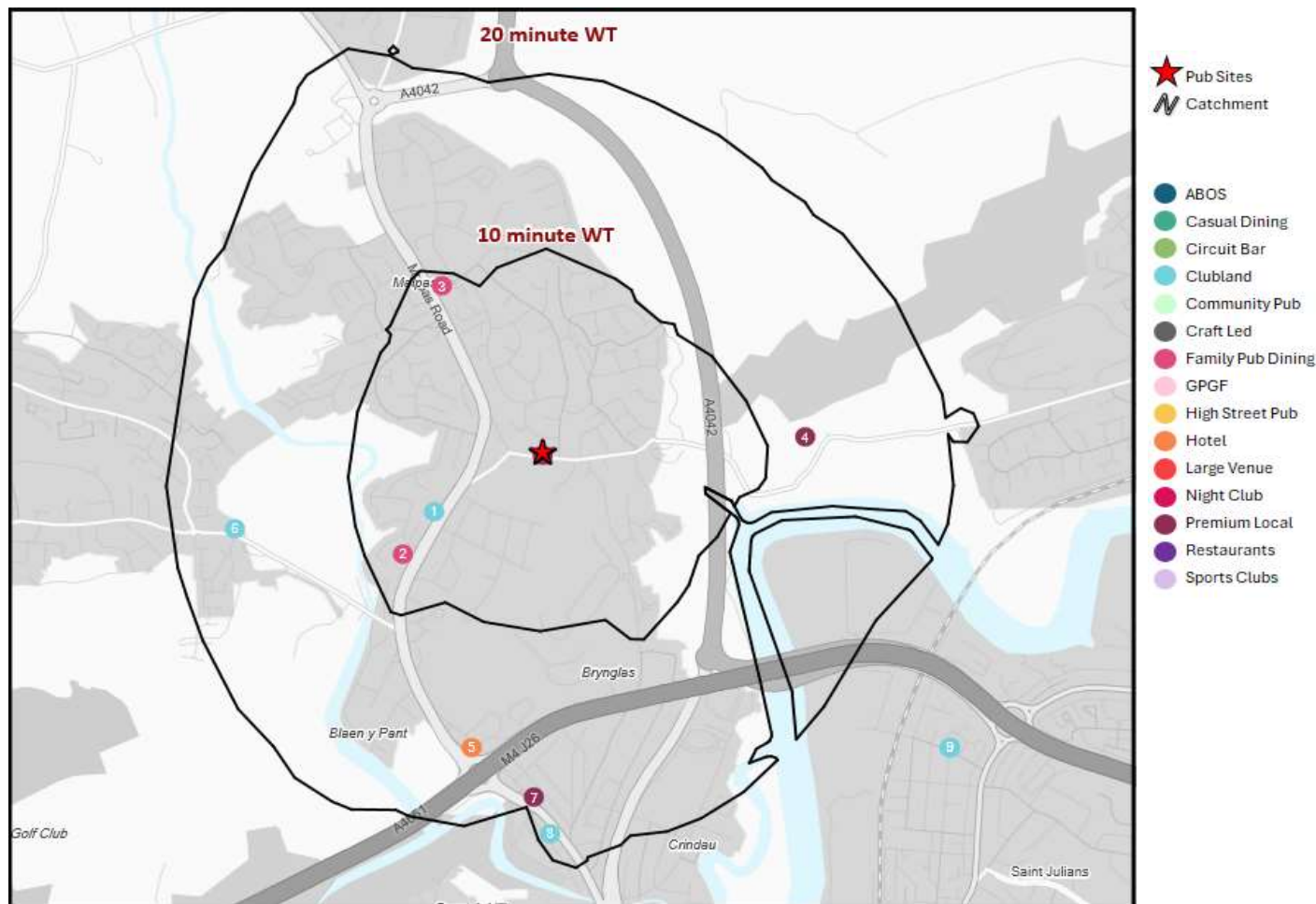
Polaris Plus Profile by Catchment

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	36	529	41.608	8	55	109
Medium	47	1.000	80.576	9	91	185
High	0	17	15.183	0	3	58
Midlife - Young Kids						
Low	638	1.185	21.023	249	221	99
Medium	0	26	3.801	0	6	23
High	0	0	2.527	0	0	57
Midlife - Carefree						
Low	1.490	2.257	21.579	764	552	133
Medium	109	109	17.349	33	16	63
High	0	6	12.504	0	1	72
Mature						
Low	454	1.445	49.658	71	108	93
Medium	1.639	2.940	65.894	226	193	109
High	134	163	53.679	19	11	92
Not Private Households	122	122	3.109	216	103	66
Total	4.669	9.799	388.490			

*WT= Walktime, **DT= Drivetime

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Three Horseshoes



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	Three Horseshoes	NP20 6WG	Star Pubs & Bars	Premium Local	0,7%	91,7%	0,00
1	Malpas Unionist Club	NP20 6WB	Independent Free	Clubland	4,7%	97,8%	0,25
2	Harvester Borderer	NP20 6EP	Mitchells & Butlers	Family Pub Dining	25,9%	78,4%	0,36
3	Parc-Y-Prior Inn	NP20 6LD	Greene King	Family Pub Dining	23,8%	84,1%	0,41
4	Usk Vale	NP18 3QZ	Wellington	Premium Local	3,7%	95,8%	0,54
5	Ibis Budget	NP20 5PP	Accor Hotels	Hotel	0,0%	0,0%	0,64
6	Malpas Cricket Club	NP20 7AB	Independent Free	Clubland	0,0%	0,0%	0,65
7	Lyceum Tavern	NP20 5PL	Ei Group	Premium Local	8,4%	91,8%	0,73
8	Crindau Constitutional Club	NP20 5PJ	Independent Free	Clubland	1,9%	96,8%	0,81
9	St Juliens Outdoor Bowling Centre	NP19 7HF	Independent Free	Clubland	0,0%	0,0%	1,04
9	St Julians High School Rugby Club	NP19 7HF	Independent Free	Clubland	0,5%	87,5%	1,04
9	Newport Indoor Bowling	NP19 7HF	Independent Free	Clubland	1,3%	78,6%	1,04
12	Vanilla Spice	NP20 5JG	Independent Free	Restaurants	7,5%	74,8%	1,05
13	Three Blackbirds Inn	NP44 3AY	Mitchells & Butlers	Family Pub Dining	15,5%	88,9%	1,13
14	Nightingale	NP20 7TN	*Other Small Retail Groups	Community Pub	0,0%	0,0%	1,17
15	Bettws Social Club	NP20 7DZ	Independent Free	Clubland	6,0%	95,6%	1,18

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 - Three Horseshoes

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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."	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"																																								
	Product needs	- 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: 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 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="3">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="7">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						
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Metropolitan			Large Urban						Small Urban				Rural																															