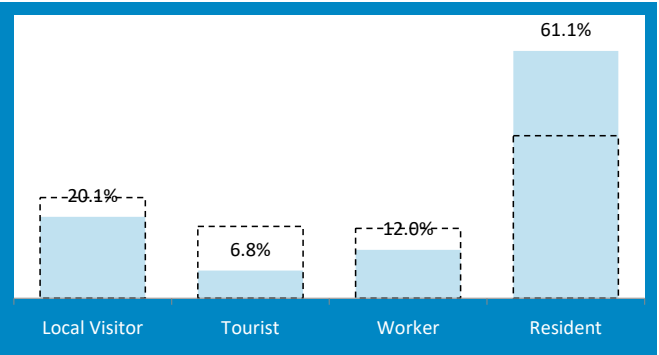
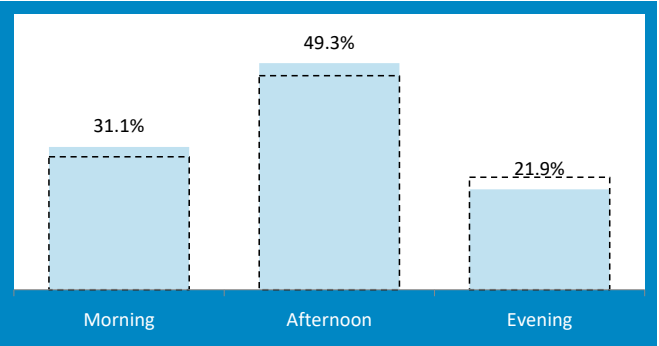
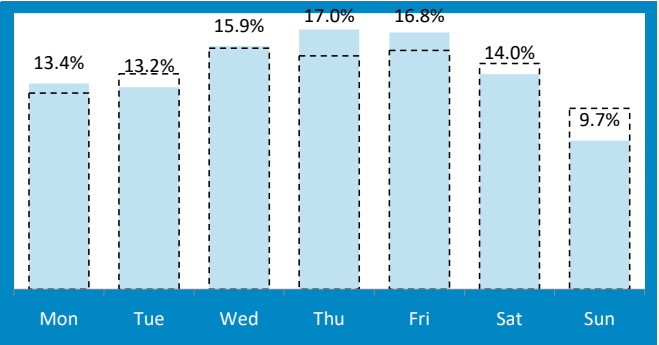


Area Quick Stats

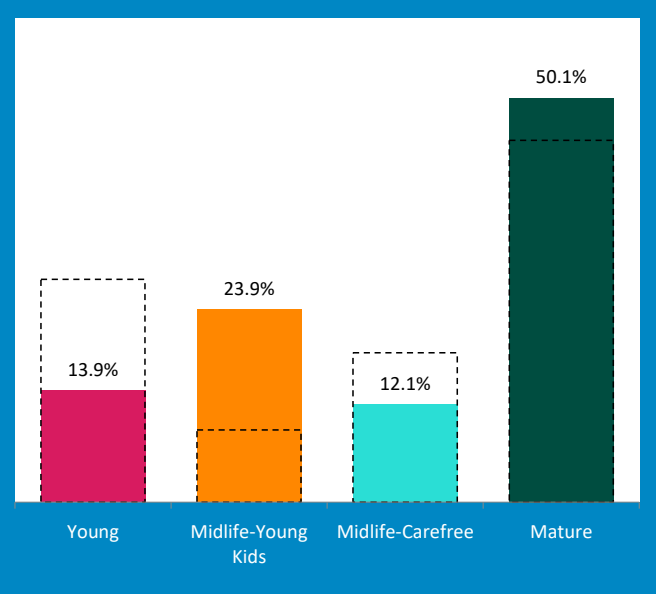
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3,575	5,344
Adult Pop		2,850	4,529
Affluence	Low	55%	33%
	Medium	41%	38%
	High	2%	27%
Young		20%	28%
Midlife Young Kids		14%	11%
Midlife Carefree		14%	16%
Mature		51%	44%
Competition Count		3	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	2	27



Catchment Summary - Bank

Over GB Average

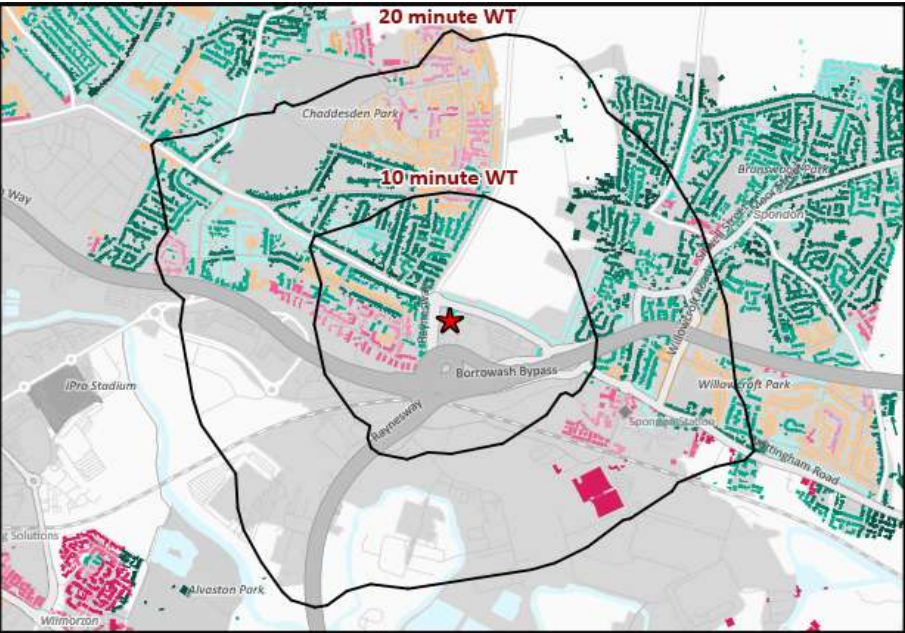
Around GB Average

Under GB Average

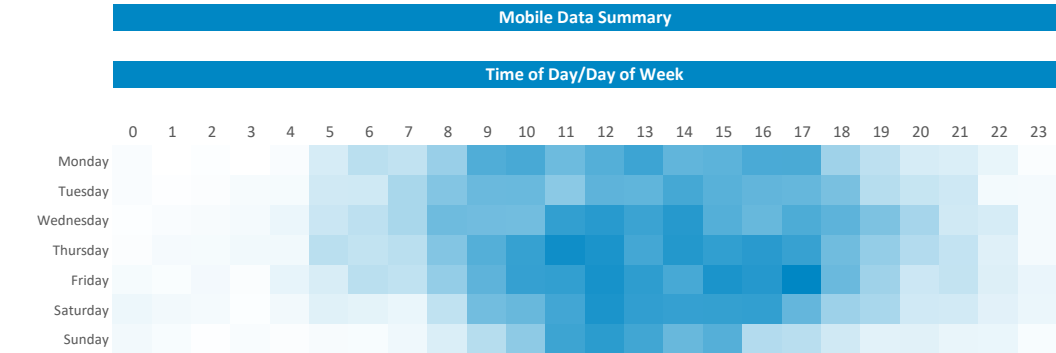
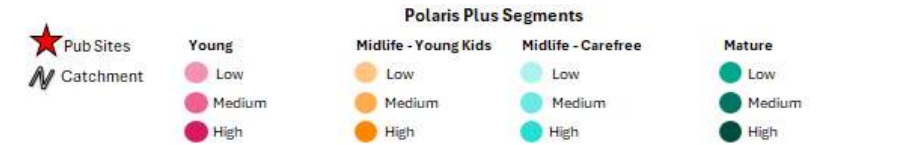
*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	3,575	11,923	626,985	
Adults 18+	2,850	9,352	499,945	
Competition Pubs	3	9	752	
Adults 18+ per Competition Pub	950	1,039	665	
% Adults Likely to Drink	80.0%	80.0%	80.0%	
Affluence	Low	54.8%	61.0%	41.4%
	Medium	40.8%	35.2%	39.2%
	High	2.3%	3.2%	18.5%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)		£20,131	£20,482	£22,099
Age Profile	18-24	264	909	66,055
	25-34	412	1,412	84,105
	35-44	443	1,511	83,439
	45-64	922	2,973	150,910
	65+	809	2,547	115,436
Index vs GB Average				
10 min WT*	20 min WT*	20 min DT**		
67	61	148		
Pop. & Adl. 18+ index based on all pubs				
63	57	147		
7	9	96		
139	152	97		
100	100	100		
165	184	125		
107	92	102		
8	12	67		
89	91	98		
87	90	124		
85	88	99		
92	94	99		
103	99	96		
118	111	96		



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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	566	1,812	122,710	71	70	88
Midlife - Young Kids	389	1,884	64,230	125	185	118
Midlife - Carefree	390	1,055	82,987	87	72	105
Mature	1,446	4,542	225,323	115	110	102
Not Private Households	59	59	4,695	17,110	5,214	7,762
Total	2,850	9,352	499,945			



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Per Pub - Bank

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

WT= Walktime, DT= Drivetime

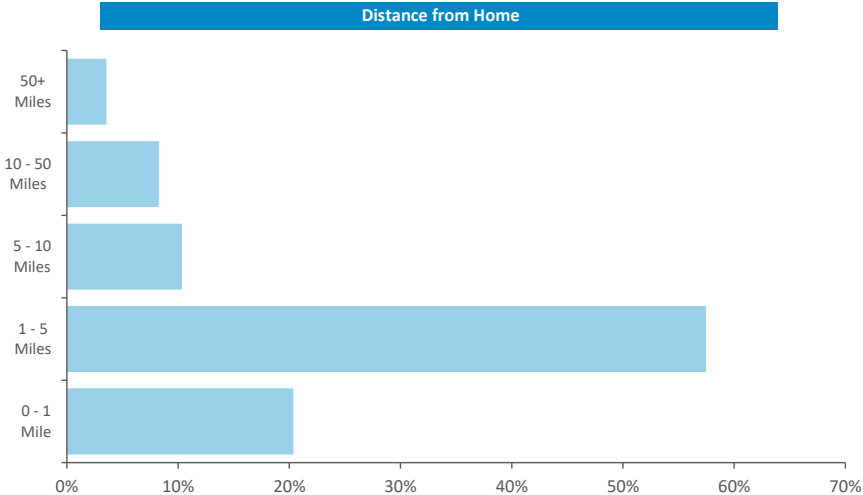
Adults 18+	2,850	9,352	499,945
Number of Competition Pubs	3	9	752
Adults 18+ per Competition Pub	950	1,039	665

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	304	10.7%	136
Family Pub Dining	1	310	10.9%	120
Great Pub Great Food	0	397	13.9%	83
Leisure	0	280	9.8%	98
Mainstream	0	468	16.4%	118
Premium	0	366	12.9%	90
Restaurant	0	598	21.0%	91
Super Premium	0	67	2.4%	60

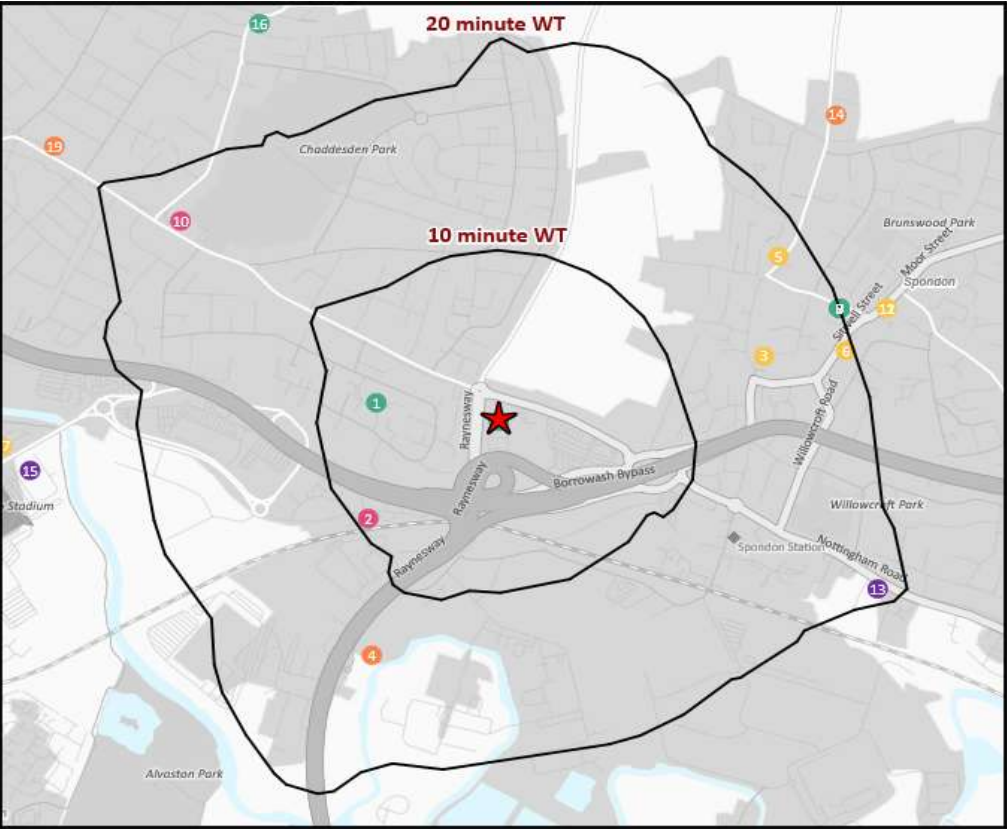
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	1,061	11.4%	145
Family Pub Dining	2	1,055	11.3%	124
Great Pub Great Food	0	1,283	13.7%	82
Leisure	0	929	9.9%	99
Mainstream	5	1,566	16.8%	120
Premium	0	1,189	12.7%	89
Restaurant	0	1,993	21.3%	93
Super Premium	0	216	2.3%	59

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	168	46,168	9.2%	118
Family Pub Dining	48	49,310	9.9%	109
Great Pub Great Food	41	78,556	15.7%	94
Leisure	118	50,457	10.1%	100
Mainstream	194	74,930	15.0%	107
Premium	68	68,128	13.6%	95
Restaurant	111	111,568	22.3%	97
Super Premium	4	16,102	3.2%	82



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Competition - Bank



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
10	Toby Carvery	DE21 6LZ	Mitchells & Butlers	Family Pub Dir	27.2%	0.79
20	Blue Jay	DE21 7HX	Marston's	Classic	10.7%	1.11
18	Wilmot Arms	DE21 4QU	Steamin Billy Brewing Co	Classic	10.3%	1.06
12	White Swan	DE21 7EA	Stonegate Pub Company	Mainstream	7.4%	0.84
5	Vernon Arms	DE21 7AL	Marston's	Mainstream	6.4%	0.68
3	Malt Shovel	DE21 7LH	Marston's	Mainstream	5.4%	0.57
0	Bank	DE21 7SG	Star Pubs & Bars	Classic	5.1%	0.00
15	Frankie and Bennys	DE24 8BW	Big Table Group Ltd	Restaurant	5.0%	0.98
16	Chaddesden Jubilee Club	DE21 6LJ	Independent Free	Classic	4.5%	1.01
6	Hoptimist	DE21 7FH	Independent Free	Mainstream	4.1%	0.74
7	Prince Of Wales	DE21 7JP	Stonegate Pub Company	Classic	4.0%	0.75
9	Tamarind	DE21 7JP	Independent Free	Restaurant	3.7%	0.75
19	Chaddesden Park Bowls Club	DE21 6PD	Independent Free	Leisure	3.0%	1.10
1	Royal Crown	DE21 6TT	*Other Small Retail Groups	Classic	1.8%	0.26
13	Gurkha Paradise	DE21 7NP	Independent Free	Restaurant	1.0%	0.87
14	Spondon Cricket Club	DE21 7AR	Independent Free	Leisure	0.5%	0.97
2	Premier Inn	DE21 6BF	Whitbread Hotels	Family Pub Dir	0.0%	0.34
4	Alaston and Boulton Cricket Club	DE21 7BB	Independent Free	Leisure	0.0%	0.58
8	Spondon Conservative Club	DE21 7JP	Independent Free	Classic	0.0%	0.75
11	Spondon Liberal Club	DE21 7EA	Independent Free	Mainstream	0.0%	0.84
17	Travelodge	DE24 8HG	Dubai International Capital	Mainstream	0.0%	1.03

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



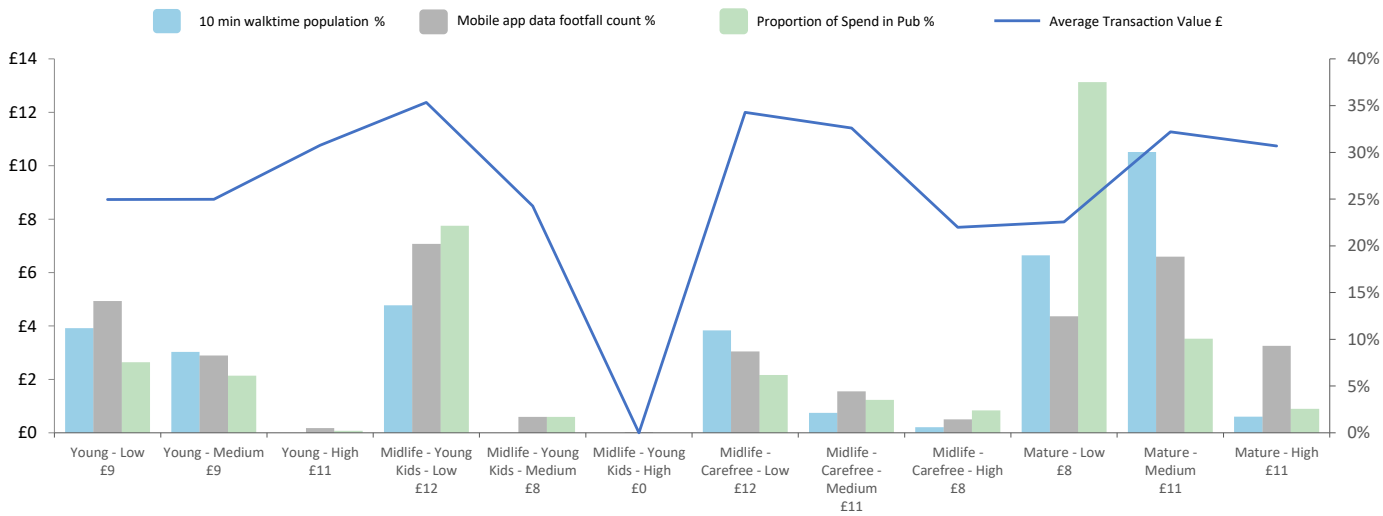
Catchment Summary - Bank

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
30462	Bank	DE21 7SG	Star Pubs & Bars	Classic	7



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Bank

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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	3,575	11,923	626,985	67	61	148
Adults 18+	2,850	9,352	499,945	63	57	147
Competition Pubs	3	9	752	7	9	96
Adults 18+ per Competition Pub	950	1,039	665	139	152	97
% Adults Likely to Drink	80.0%	80.0%	80.0%	100	100	100

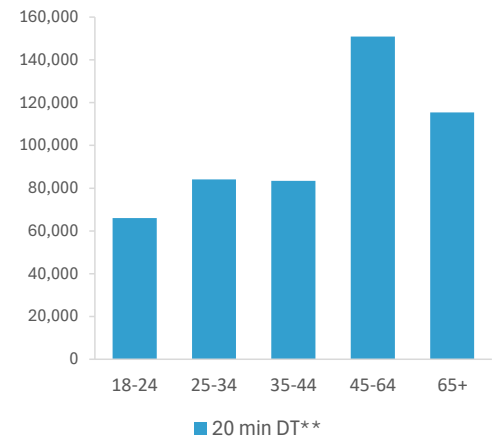
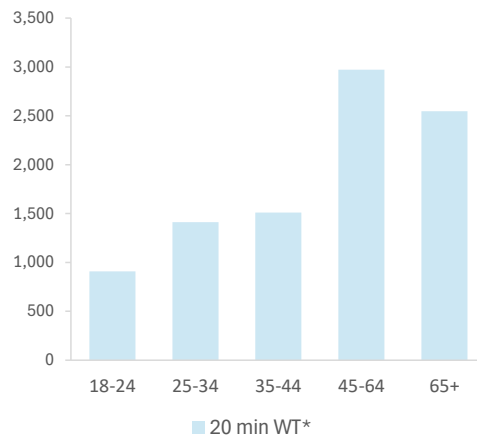
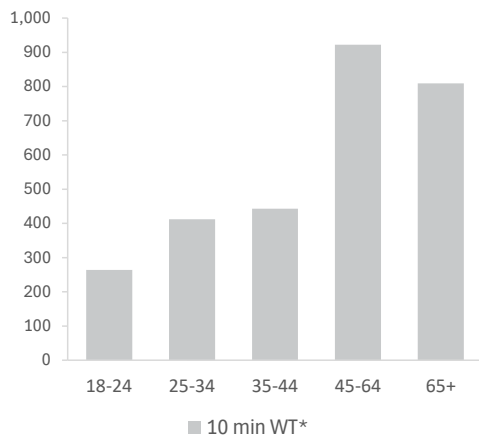
Population & Adults 18+ index is based on all pubs

Affluence	Low	54.8%	61.0%	41.4%	165	184	125
	Medium	40.8%	35.2%	39.2%	107	92	102
	High	2.3%	3.2%	18.5%	8	12	67

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£20,131	£20,482	£22,099	89	91	98
----------------------------------	---------	---------	---------	----	----	----

Age Profile	18-24	264	909	66,055	87	90	124
	25-34	412	1,412	84,105	85	88	99
	35-44	443	1,511	83,439	92	94	99
	45-64	922	2,973	150,910	103	99	96
	65+	809	2,547	115,436	118	111	96

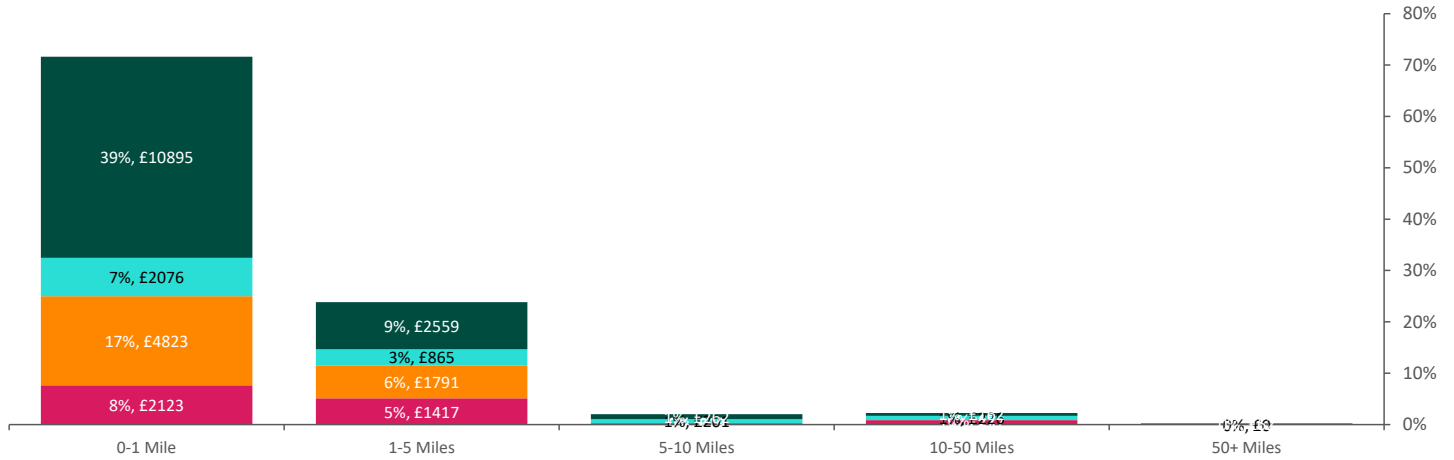


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,742 (49%)	5,741 (48%)	309,483 (49%)	99	98	101
	Female	1,833 (51%)	6,182 (52%)	317,502 (51%)	101	102	99
Economic Status (16+)	Employed: Full-time	1,001 (34%)	3,321 (34%)	176,252 (34%)	101	101	101
	Employed: Part-time	376 (13%)	1,306 (14%)	62,322 (12%)	108	113	101
	Self employed	184 (6%)	619 (6%)	36,611 (7%)	68	69	77
	Unemployed	92 (3%)	280 (3%)	13,696 (3%)	115	105	97
	Full-time student	56 (2%)	175 (2%)	14,209 (3%)	77	73	111
	Retired	764 (26%)	2,453 (25%)	112,898 (22%)	120	117	101
	Other	443 (15%)	1,518 (16%)	99,226 (19%)	85	88	108
Total Worker Count		3,386	6,191	288,367			

See the Glossary page for further information on the above variables

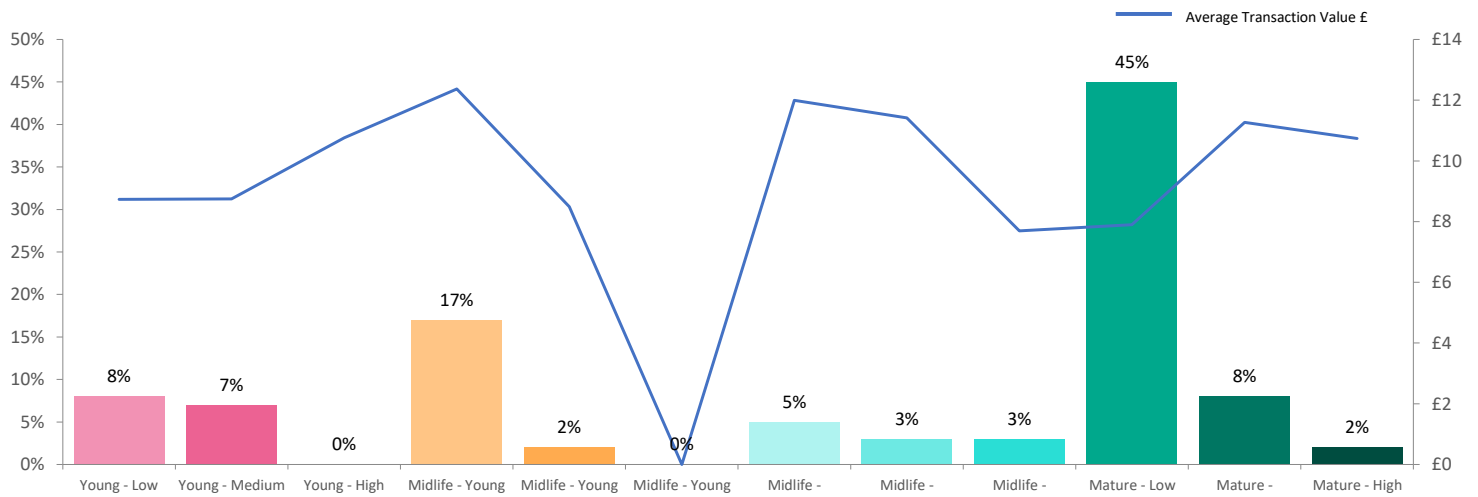
Transactional Data Summary - Bank

Spend by Polaris and Distance from Home



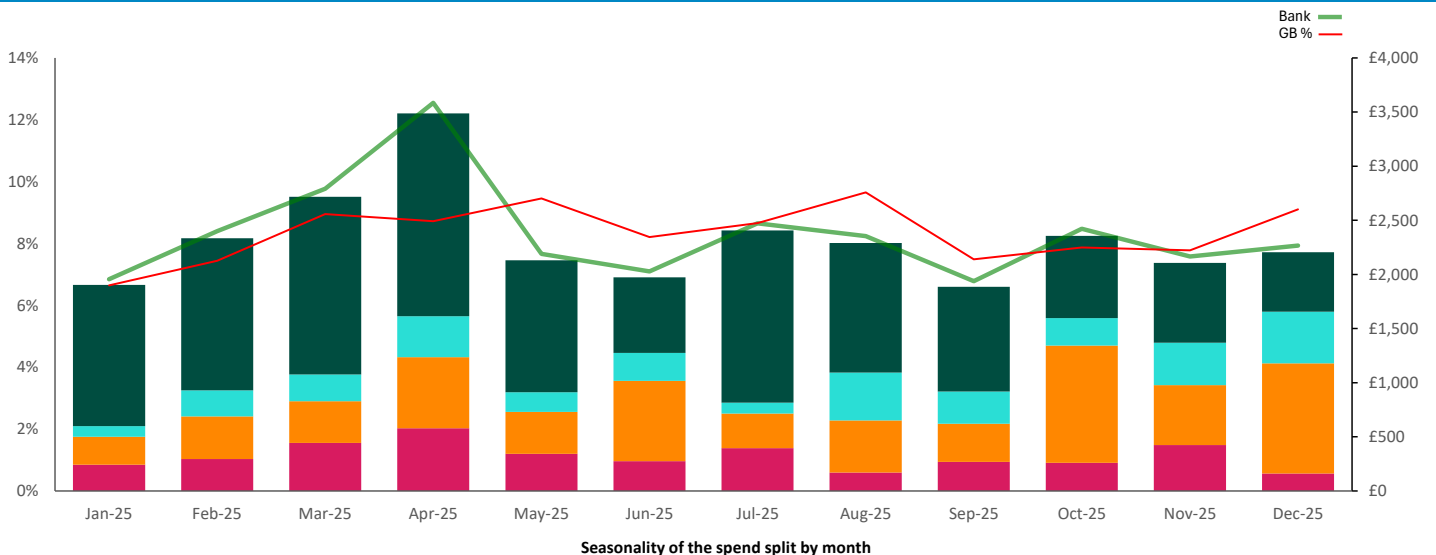
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



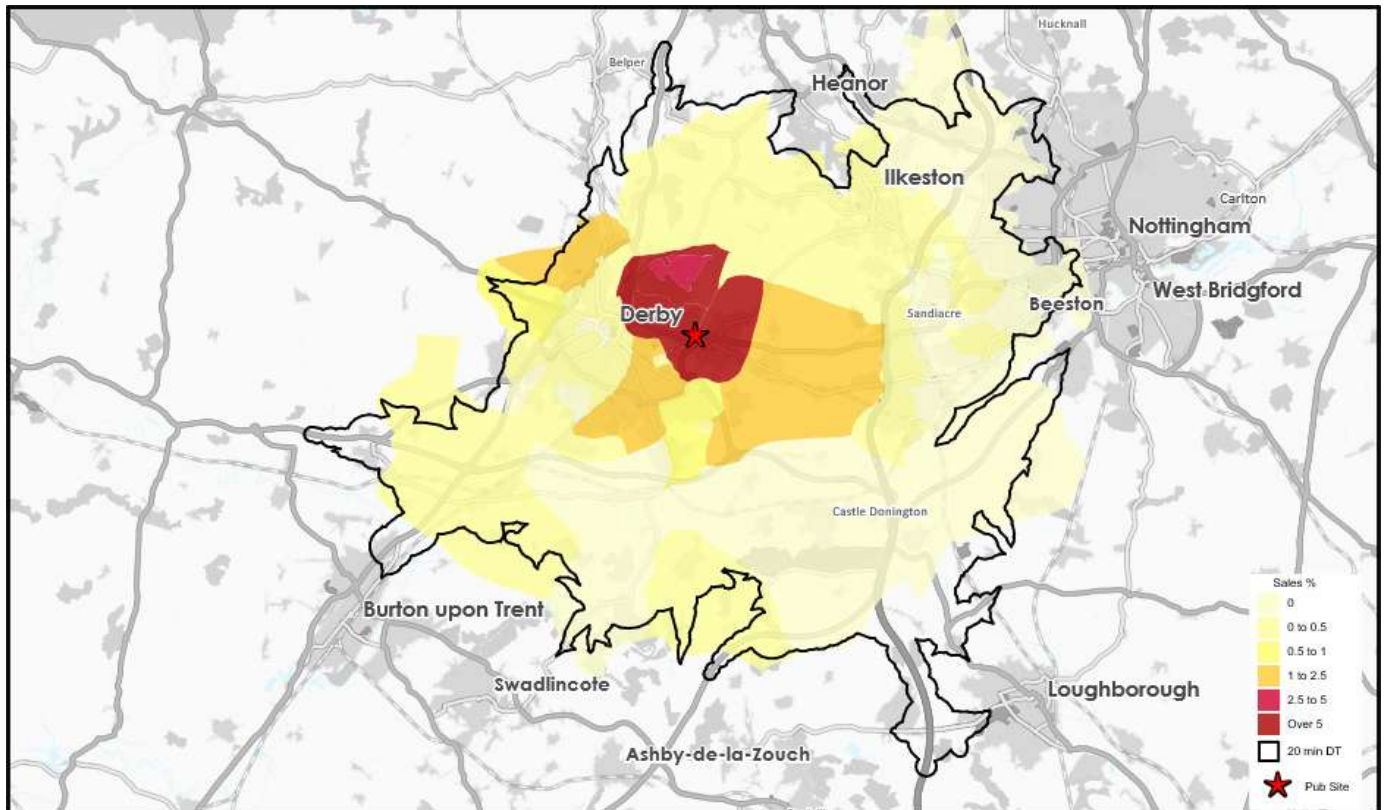
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



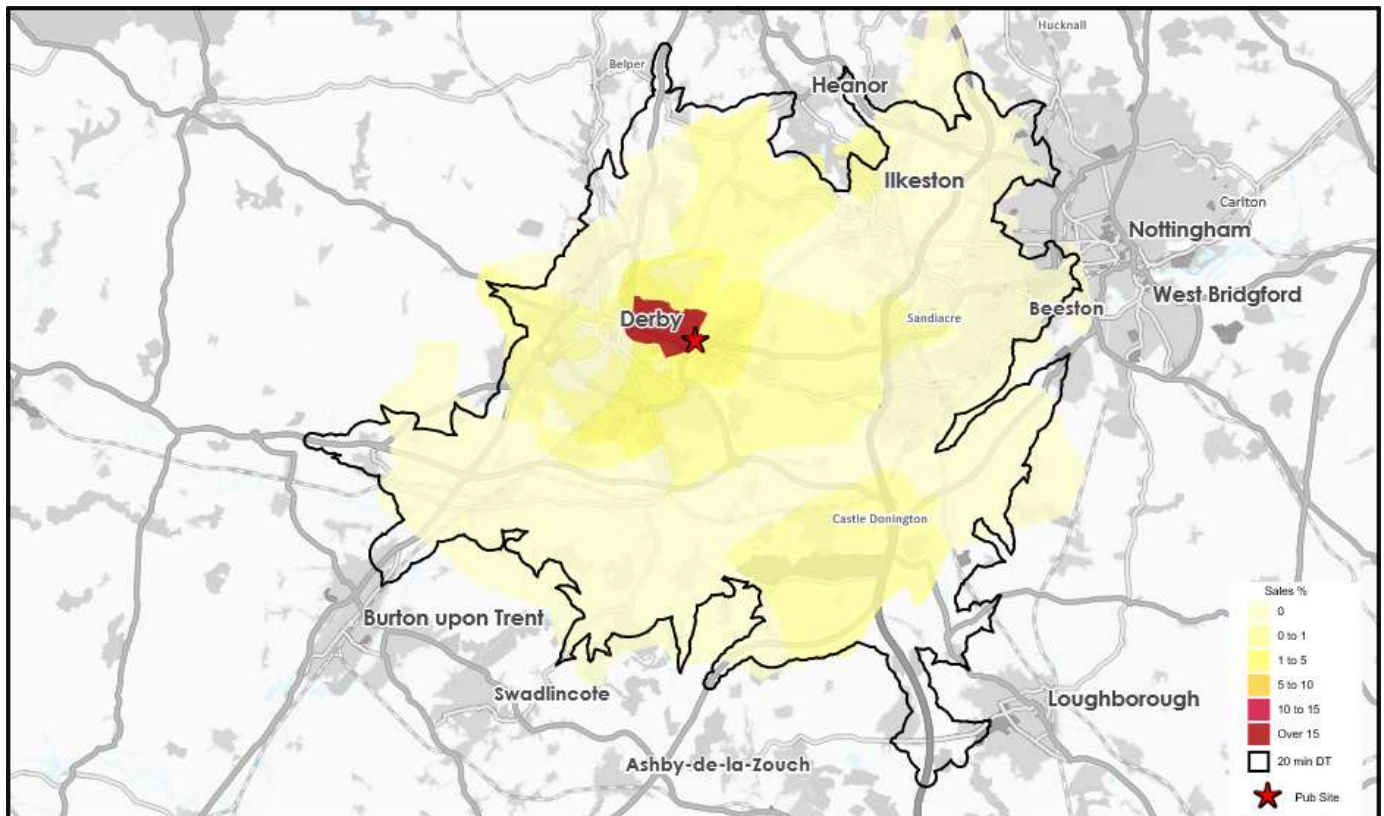
Seasonality of the spend split by month

Bank Share of Spend from Postcode Sectors within 20 minute Drive



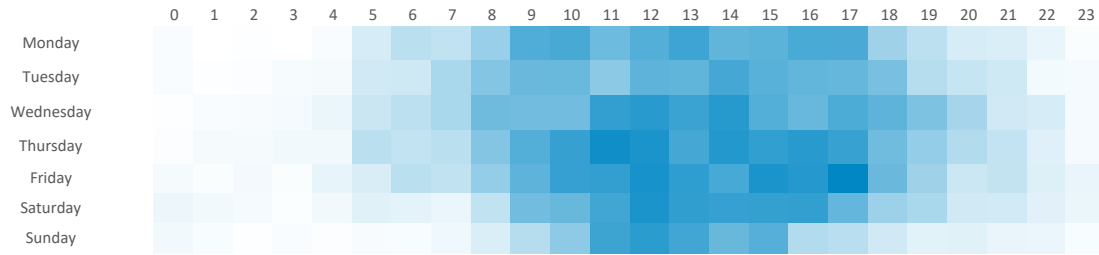
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



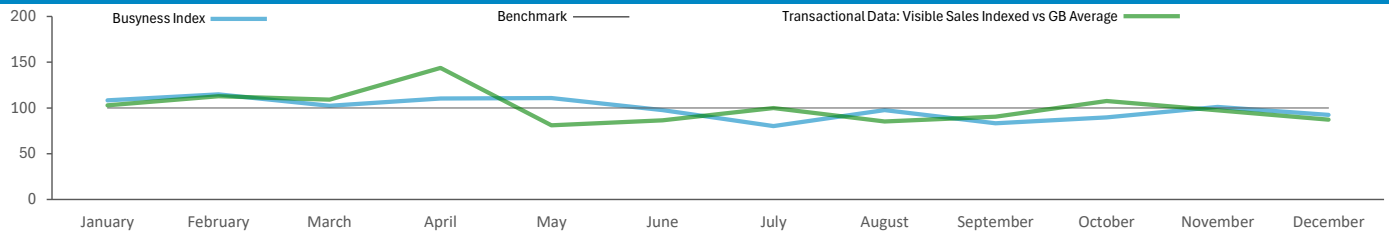
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



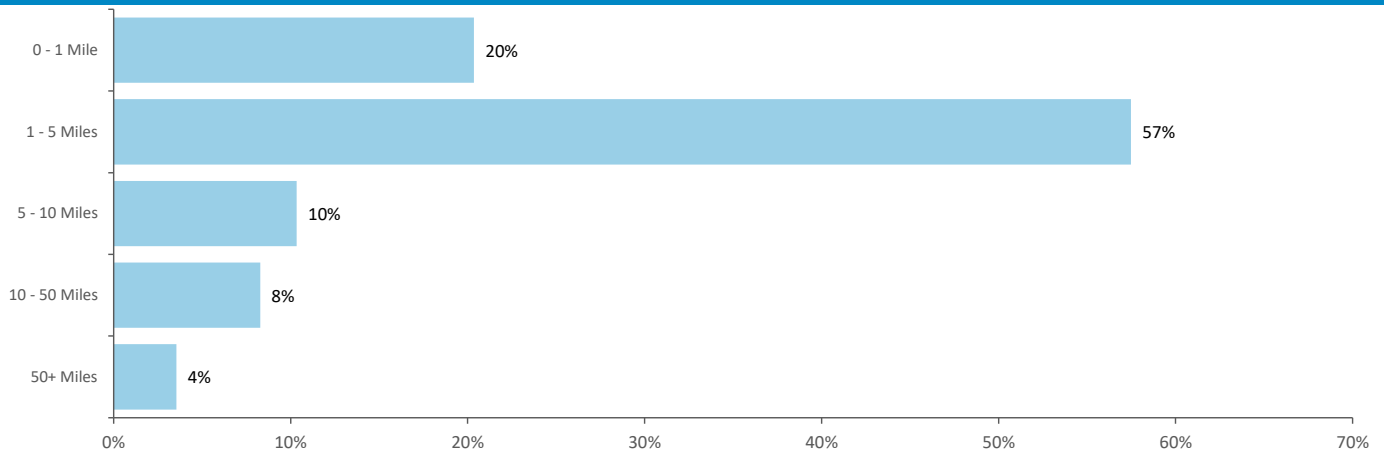
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

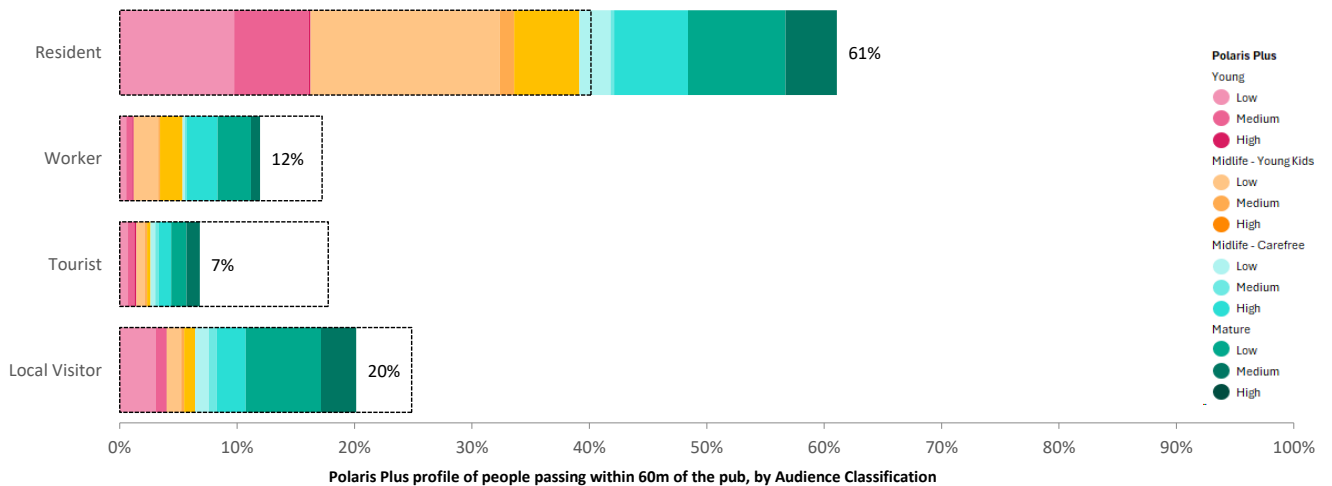
Distance from Home



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

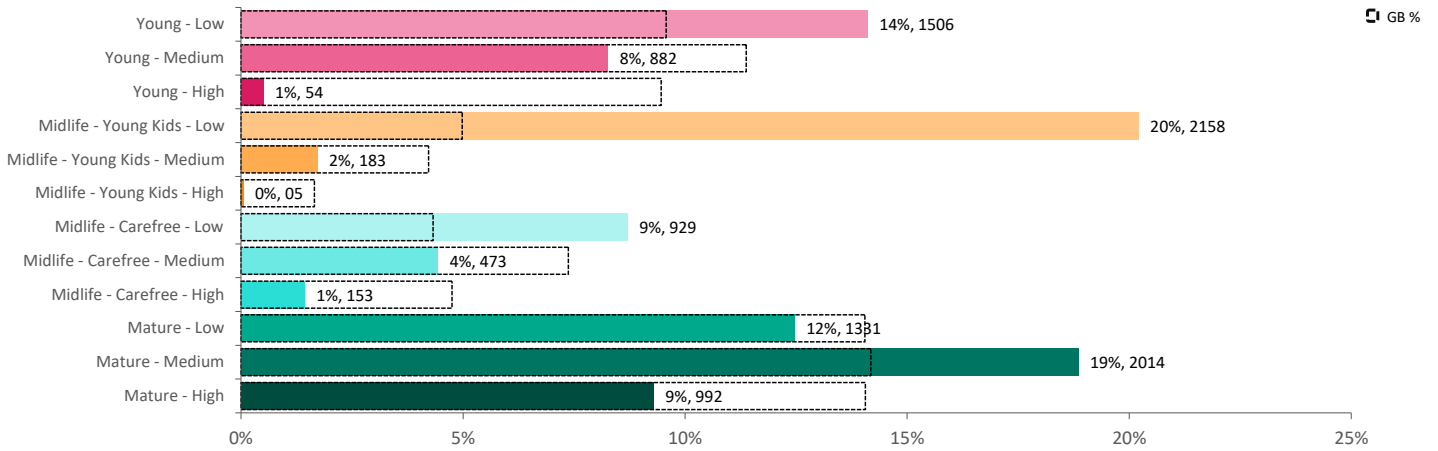
Audience Classification by Polaris Plus

Base: GB



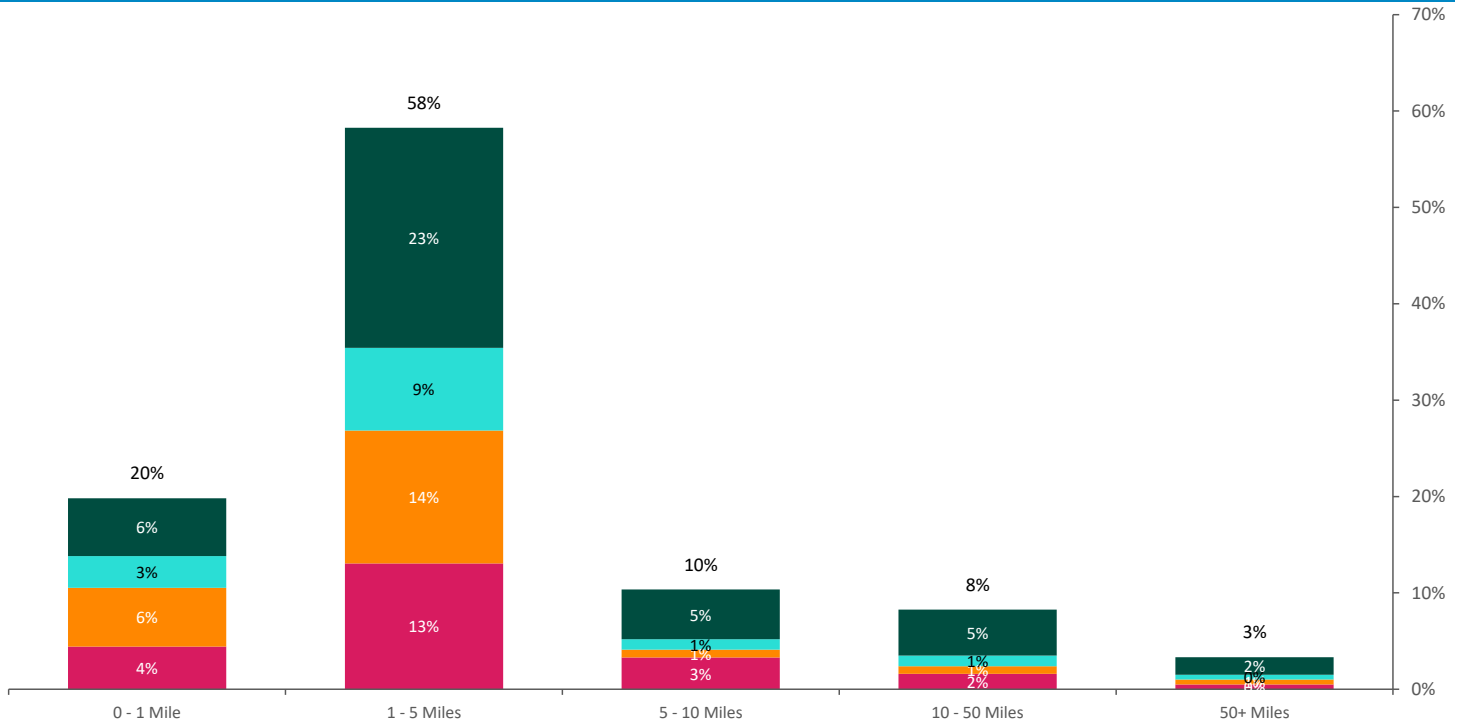
Mobile Data Summary - Bank

Polaris Plus Profile



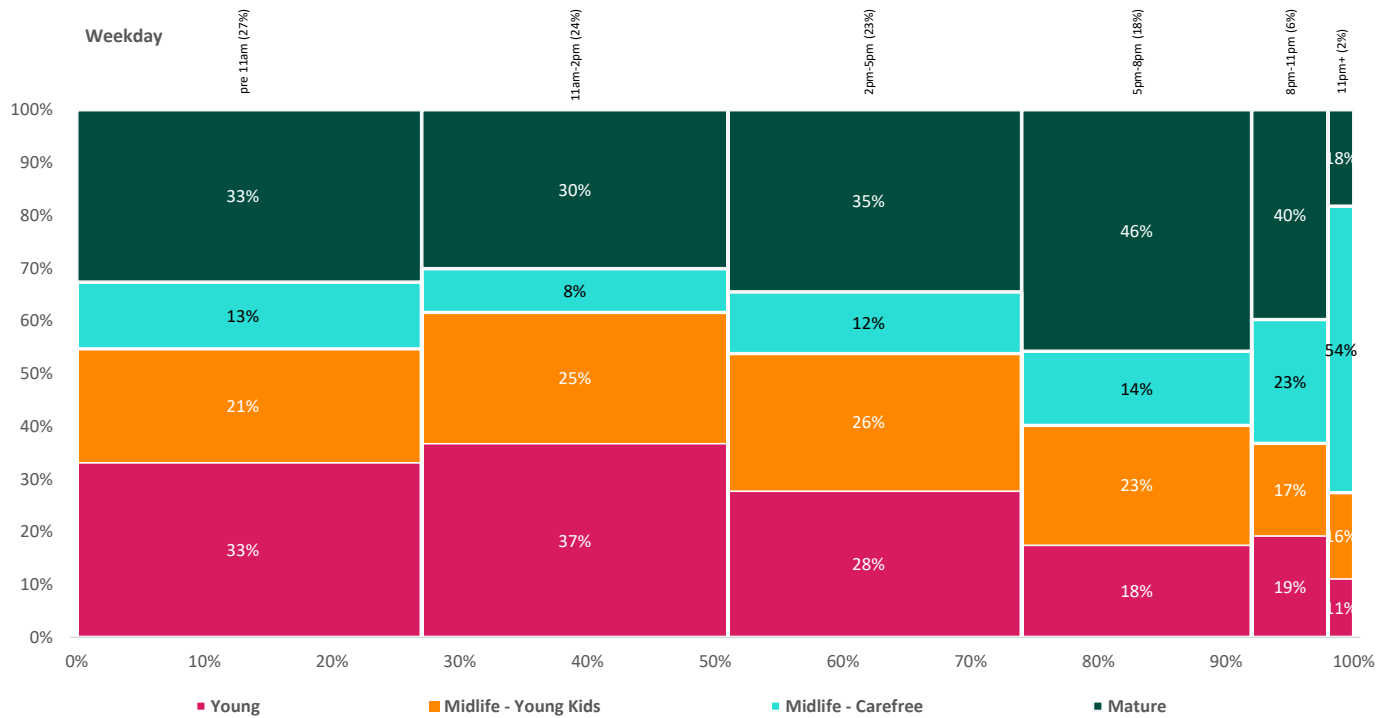
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



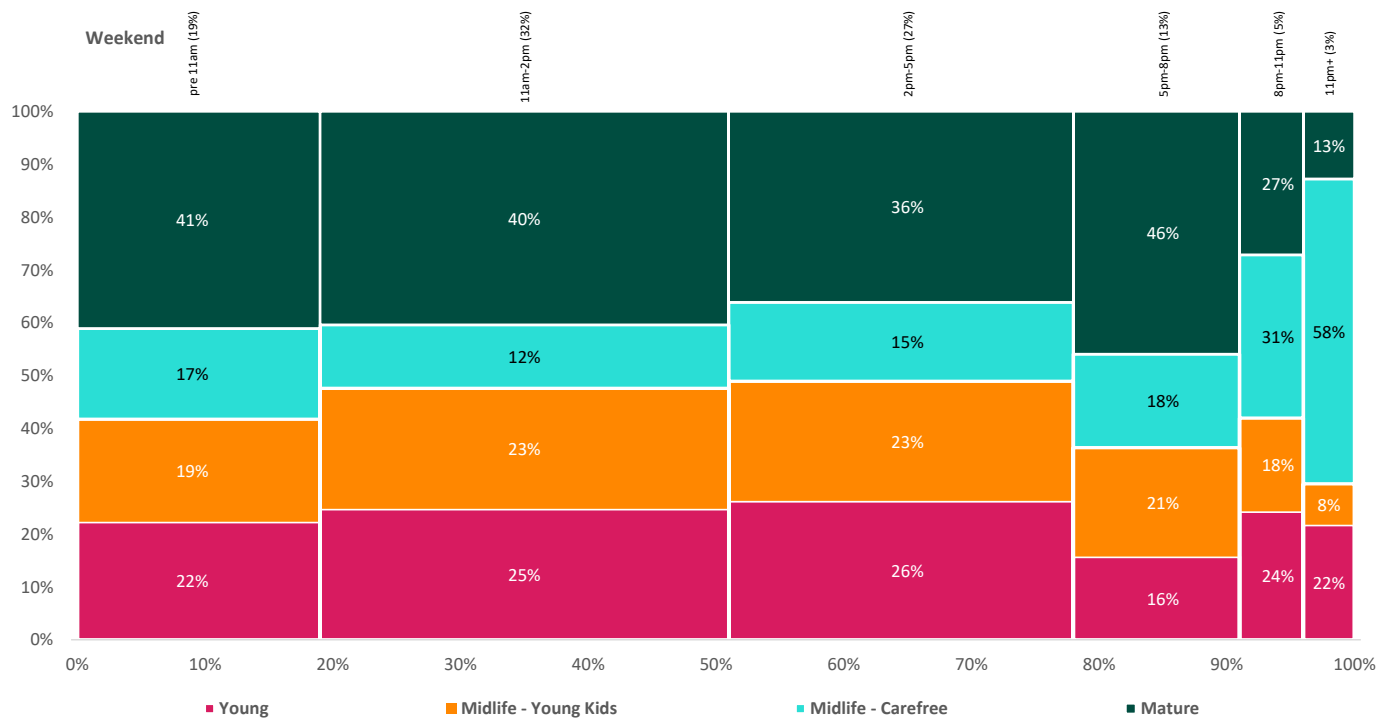
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	914	736	822	827	244	35	3,579
Midlife - Carefree	356	203	278	255	144	105	1,341
Midlife - Young Kids	600	604	618	408	107	31	2,369
Young	932	901	664	318	119	22	2,956
All	2,802	2,443	2,383	1,809	614	193	10,244

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	253	415	305	189	46	13	1,222
Midlife - Young Kids	106	124	127	73	53	57	540
Midlife - Carefree	120	234	191	85	30	8	668
Mature	138	255	222	65	41	22	743
All	617	1,029	846	412	170	99	3,172

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

Polaris Plus Summary - Bank



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	319	1,068	53,317	114	116	109
Medium	247	744	60,504	79	72	110
High	0	0	8,889	0	0	27
Midlife - Young Kids						
Low	389	1,835	54,065	244	351	193
Medium	0	49	9,883	0	12	45
High	0	0	282	0	0	5
Midlife - Carefree						
Low	312	924	42,178	257	232	198
Medium	61	61	25,310	30	9	71
High	17	70	15,499	13	16	68
Mature						
Low	541	1,873	57,630	140	148	85
Medium	856	2,436	100,068	192	166	128
High	49	233	67,625	11	17	90
Not Private Households	59	59	4,695	193	59	88
Total	2,850	9,352	499,945			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Bank



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	Bank	DE21 7SG	Star Pubs & Bars	Classic	5.1%	96.2%	0.00
1	Royal Crown	DE21 6TT	*Other Small Retail Groups	Classic	1.8%	96.3%	0.26
2	Premier Inn	DE21 6BF	Whitbread Hotels	Family Pub Dining	0.0%	0.0%	0.34
3	Malt Shovel	DE21 7LH	Marston's	Mainstream	5.4%	91.5%	0.57
4	Alaston and Boulton Cricket Club	DE21 7BB	Independent Free	Leisure	0.0%	0.0%	0.58
5	Vernon Arms	DE21 7AL	Marston's	Mainstream	6.4%	96.1%	0.68
6	Hoptimist	DE21 7FH	Independent Free	Mainstream	4.1%	93.8%	0.74
7	Prince Of Wales	DE21 7JP	Stonegate Pub Company	Classic	4.0%	97.4%	0.75
8	Spondon Conservative Club	DE21 7JP	Independent Free	Classic	0.0%	0.0%	0.75
9	Tamarind	DE21 7JP	Independent Free	Restaurant	3.7%	91.4%	0.75
10	Toby Carvery	DE21 6LZ	Mitchells & Butlers	Family Pub Dining	27.2%	83.5%	0.79
11	Spondon Liberal Club	DE21 7EA	Independent Free	Mainstream	0.0%	0.0%	0.84
12	White Swan	DE21 7EA	Stonegate Pub Company	Mainstream	7.4%	95.6%	0.84
13	Gurkha Paradise	DE21 7NP	Independent Free	Restaurant	1.0%	89.3%	0.87
14	Spondon Cricket Club	DE21 7AR	Independent Free	Leisure	0.5%	78.9%	0.97
15	Frankie and Bennys	DE24 8BW	Big Table Group Ltd	Restaurant	5.0%	54.5%	0.98
16	Chaddesden Jubilee Club	DE21 6LJ	Independent Free	Classic	4.5%	93.5%	1.01
17	Travelodge	DE24 8HG	Dubai International Capital	Mainstream	0.0%	0.0%	1.03
18	Wilmot Arms	DE21 4QU	Steamin Billy Brewing Co	Classic	10.3%	97.3%	1.06
19	Chaddesden Park Bowls Club	DE21 6PD	Independent Free	Leisure	3.0%	97.4%	1.10
20	Blue Jay	DE21 7HX	Marston's	Classic	10.7%	72.5%	1.11

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 - Bank

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Over GB Average
Around GB Average
Under GB Average

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,850	9,352	499,945
Number of Competition Pubs	3	9	752
Adults 18+ per Competition Pub	950	1,039	665

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Premium	0	366	12.9%	90
Restaurant	0	598	21.0%	91
Super Premium	0	67	2.4%	60

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Leisure	0	929	9.9%	99
Mainstream	5	1,566	16.8%	120
Premium	0	1,189	12.7%	89
Restaurant	0	1,993	21.3%	93
Super Premium	0	216	2.3%	59

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Family Pub Dining	48	49,310	9.9%	109
Great Pub Great Food	41	78,556	15.7%	94
Leisure	118	50,457	10.1%	100
Mainstream	194	74,930	15.0%	107
Premium	68	68,128	13.6%	95
Restaurant	111	111,568	22.3%	97
Super Premium	4	16,102	3.2%	82

Glossary

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.	