

Catchment Summary - Fleece

- 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**

2,792	11,447	258,014
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2,396	9,431	205,951
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19	25	274
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126	377	752
-----	-----	-----

80,2%	79,7%	78,1%
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19,0%	22,6%	21,5%
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42,9%	47,9%	32,6%
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34,6%	28,7%	45,0%
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£24.407	£24.712	£25.267
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132	638	17,435
-----	-----	--------

247	1,103	29,171
-----	-------	--------

330	1,415	34,210
-----	-------	--------

782	3,223	68,717
-----	-------	--------

905	3,052	56,418
-----	-------	--------

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

53	59	62
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Pop. & Adl. 18+ index based on all pubs

54	58	61
----	----	----

100	57	68
-----	----	----

14	43	85
----	----	----

106	106	103
-----	-----	-----

57	68	65
----	----	----

112	125	85
-----	-----	----

126	104	164
-----	-----	-----

114	116	119
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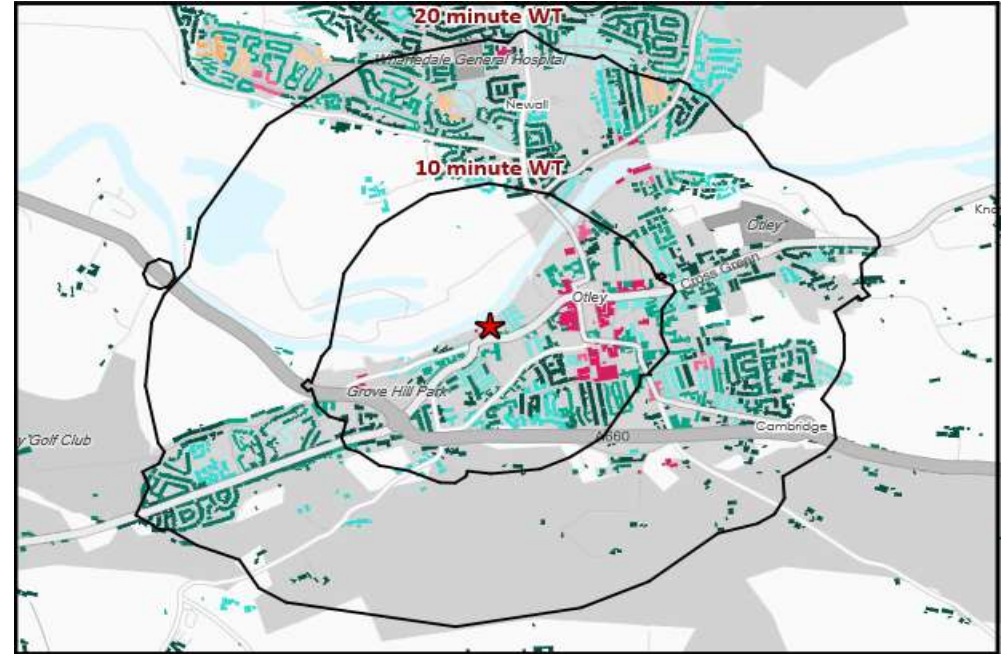
56	66	80
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65	71	84
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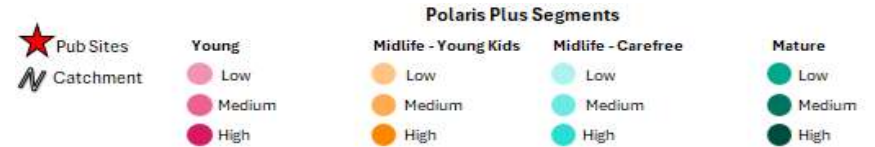
88	92	98
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111	111	105
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169	139	114
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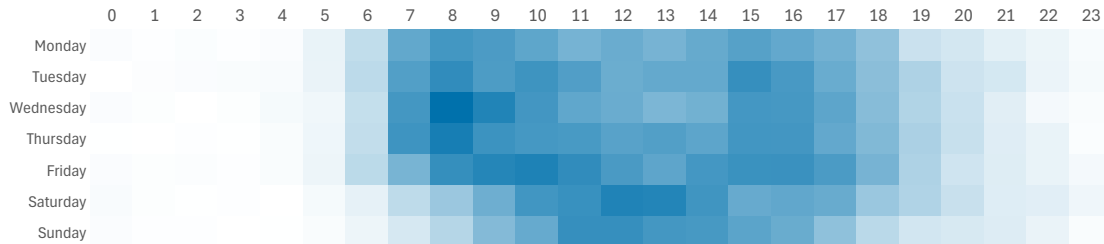


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Mobile Data Summary

Time of Day/Day of Week



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	345	488	27,681	52	19	48
Midlife - Young Kid	0	128	14,659	0	12	65
Midlife - Carefree	701	2,109	35,762	186	142	110
Mature	1,266	6,622	125,867	119	159	138
Not Private Households	84	84	1,982	28,976	7,362	7,954
Total	2,396	9,431	205,951			

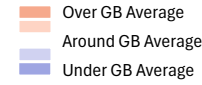


Per Pub - Fleece

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

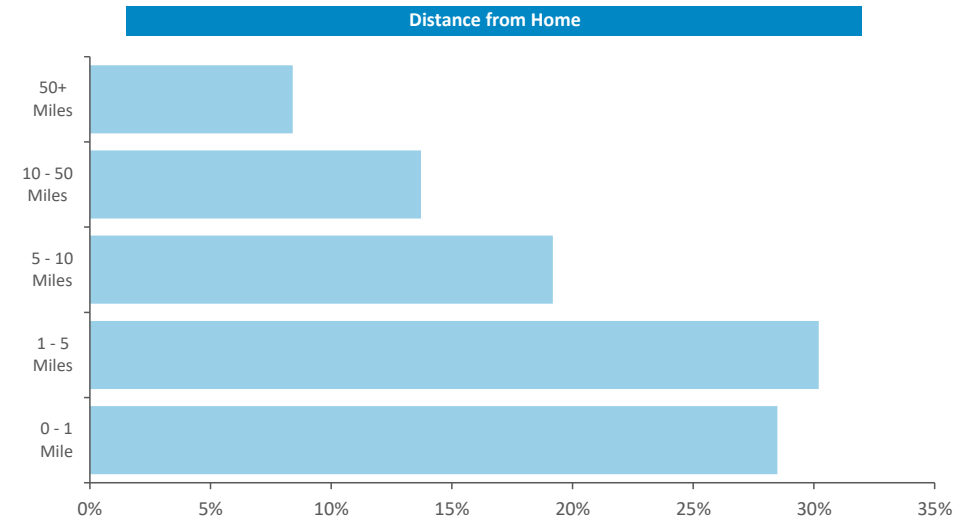
Adults 18+	2.396	9.431	205.951
Number of Competition Pubs	19	25	274
Adults 18+ per Competition Pub	126	377	752



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	156	6,5%	78
Circuit Bar	9	47	1,9%	47
Community Pub	0	366	15,3%	78
Craft Led	0	55	2,3%	64
Great Pub Great Food	0	468	19,5%	107
High Street Pub	6	310	12,9%	69
Premium Local	0	372	15,5%	92

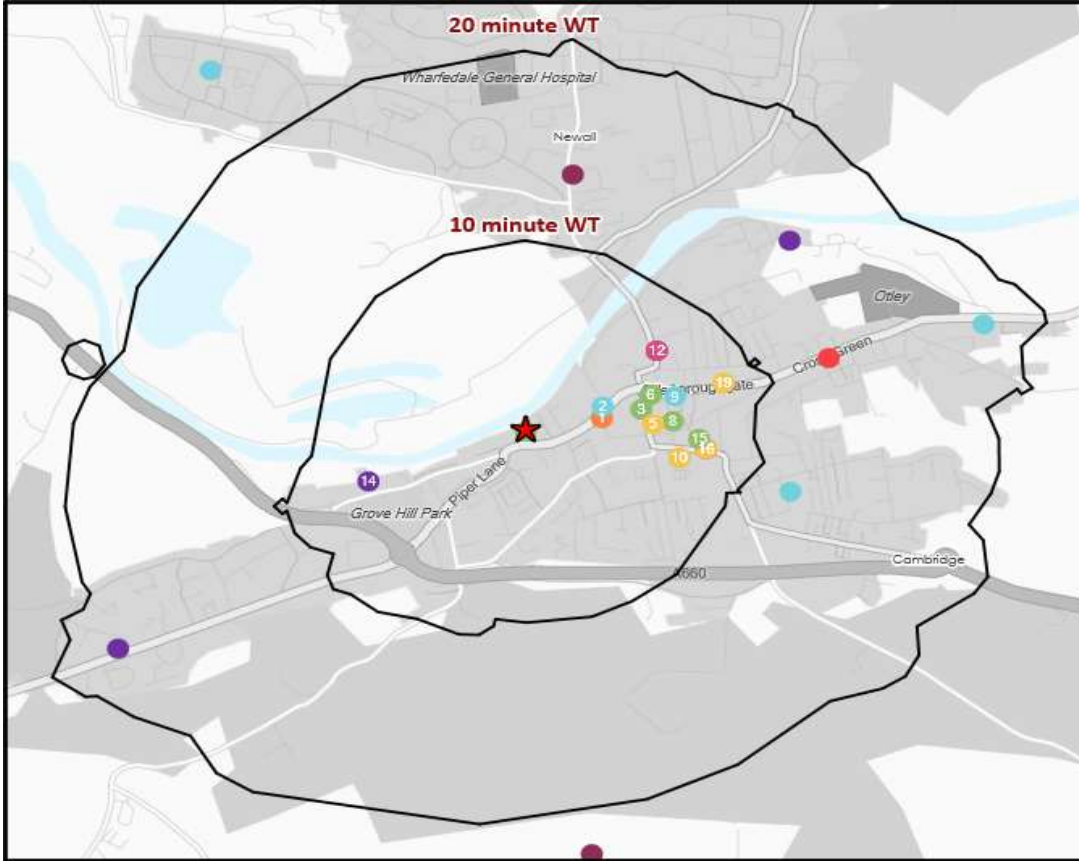
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	328	3,5%	42
Circuit Bar	9	145	1,5%	37
Community Pub	0	1.874	19,9%	102
Craft Led	0	78	0,8%	23
Great Pub Great Food	0	1.854	19,7%	108
High Street Pub	6	1.663	17,6%	93
Premium Local	1	1.832	19,4%	115

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	15	13.620	6,6%	80
Circuit Bar	25	4.152	2,0%	48
Community Pub	33	31.618	15,4%	79
Craft Led	0	3.963	1,9%	54
Great Pub Great Food	23	53.524	26,0%	143
High Street Pub	37	28.837	14,0%	74
Premium Local	42	47.868	23,2%	137



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Competition - Fleece



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
16	Treehouse Bar And Kitchen	LS21 1AD	Independent Free	High Street Pub	13,5%	0,32
1	Black Horse	LS21 3AS	Ei Group	Hotel	11,3%	0,14
10	Bowling Green	LS21 3AB	Wetherspoons GB	Circuit Bar	10,1%	0,28
19	Otley Tap House	LS21 1AE	Independent Free	High Street Pub	7,7%	0,37
10	North Bar Social	LS21 3AB	North Brewing Co	High Street Pub	7,2%	0,28
16	Junction Inn	LS21 1AD	Star Pubs & Bars	High Street Pub	6,8%	0,32
6	Black Bull	LS21 3AQ	Star Pubs & Bars	Circuit Bar	6,7%	0,24
15	Old Cock	LS21 1AA	Independent Free	Circuit Bar	6,4%	0,31
16	Rose & Crown	LS21 1AD	Stonegate Pub Company	Family Pub Din	6,0%	0,32
3	Whittakers Arms	LS21 3HN	Star Pubs & Bars	Circuit Bar	4,8%	0,21
12	Horse & Farrier	LS21 1BQ	Brew York Ltd	Family Pub Din	4,1%	0,28
0	Fleece	LS21 3DT	Star Pubs & Bars	Circuit Bar	3,9%	0,00
12	Jewel Of India	LS21 1BQ	Independent Free	Restaurants	3,1%	0,28
19	White Swan	LS21 1AE	Star Pubs & Bars	Circuit Bar	2,8%	0,37
5	Rookery Bar And Venue	LS21 3HJ	Independent Free	High Street Pub	2,2%	0,23
3	Red Lion	LS21 3HN	Stonegate Pub Company	Circuit Bar	2,2%	0,21
2	Falcon Sports & Social Club	LS21 3AT	Independent Free	Clubland	0,7%	0,15
8	Otley Tavern	LS21 3AE	Independent Free	Circuit Bar	0,4%	0,26
9	Conservative Club	LS21 3AF	Independent Free	Clubland	0,2%	0,28
6	Bay Horse	LS21 3AQ	Admiral Taverns Ltd	Circuit Bar	0,0%	0,24
14	Buon Apps	LS21 3JP	Independent Free	Restaurants	0,0%	0,30

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

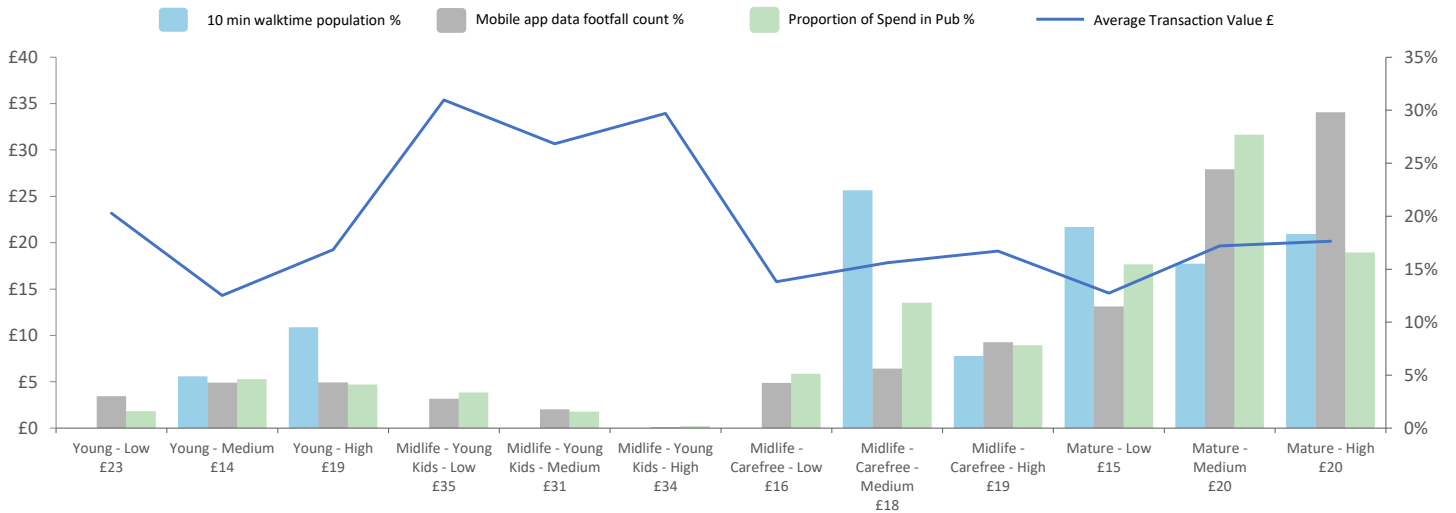
Catchment Summary - Fleece

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
73885	Fleece	LS21 3DT	Star Pubs & Bars	Circuit Bar	12



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Fleece

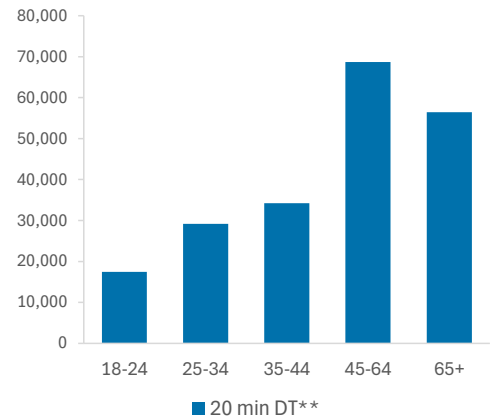
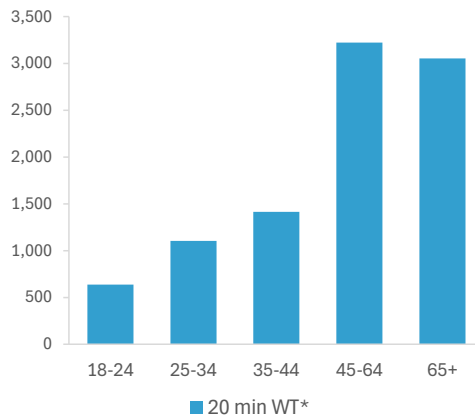
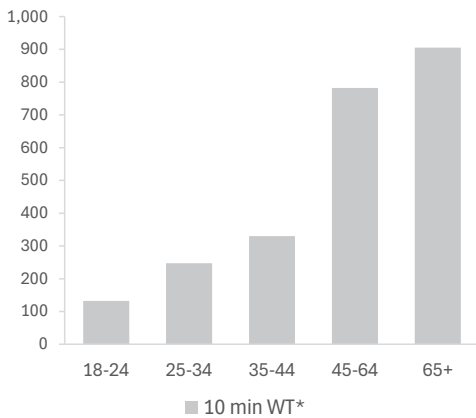
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Over GB Average
Around GB Average
Under GB Average

*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		2,792	11,447	258,014	53	59	62
Adults 18+		2,396	9,431	205,951	54	58	61
Competition Pubs		19	25	274	100	57	68
Adults 18+ per Competition Pub		126	377	752	14	43	85
% Adults Likely to Drink		80,2%	79,7%	78,1%	106	106	103
Affluence	Low	19,0%	22,6%	21,5%	57	68	65
	Medium	42,9%	47,9%	32,6%	112	125	85
	High	34,6%	28,7%	45,0%	126	104	164
Mean Net Disposable income (£pa)		£24,407	£24,712	£25,267	114	116	119
Age Profile	18-24	132	638	17,435	56	66	80
	25-34	247	1,103	29,171	65	71	84
	35-44	330	1,415	34,210	88	92	98
	45-64	782	3,223	68,717	111	111	105
	65+	905	3,052	56,418	169	139	114

Population & Adults 18+ index is based on all pubs



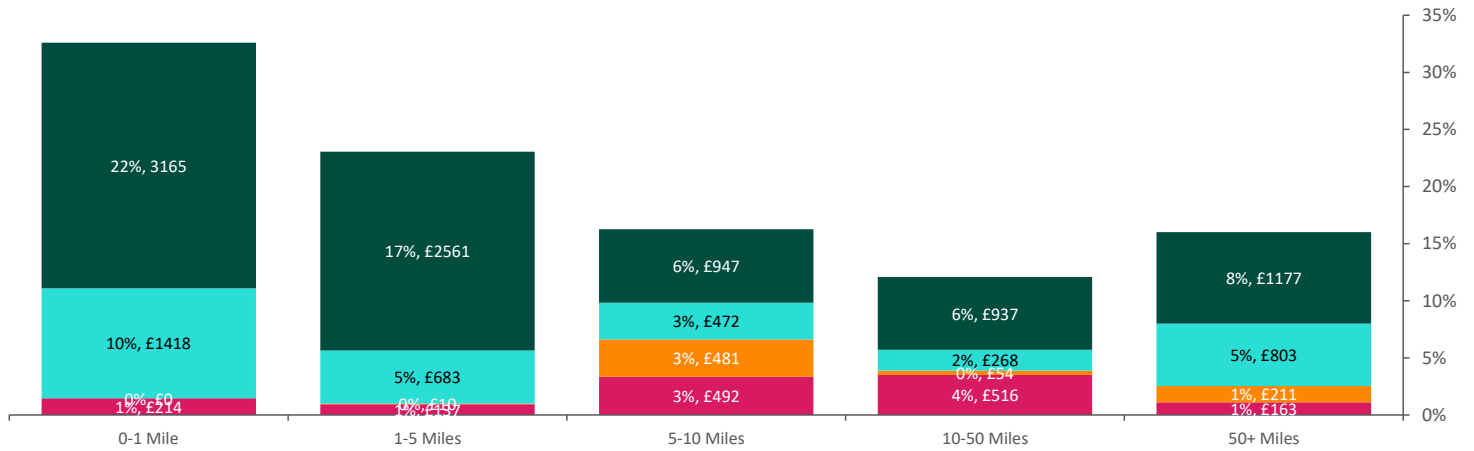
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,329 (48%)	5,504 (48%)	125,218 (49%)	97	98	99
	Female	1,463 (52%)	5,943 (52%)	132,796 (51%)	103	102	101
Economic Status (16+)	Employed: Full-time	764 (31%)	3,164 (33%)	74,073 (35%)	91	96	102
	Employed: Part-time	278 (11%)	1,256 (13%)	26,224 (12%)	94	107	102
	Self employed	230 (9%)	924 (10%)	20,553 (10%)	102	104	105
	Unemployed	24 (1%)	143 (1%)	3,905 (2%)	38	58	72
	Full-time student	27 (1%)	142 (1%)	3,489 (2%)	47	62	70
	Retired	874 (36%)	3,013 (31%)	55,743 (26%)	163	142	120
	Other	249 (10%)	1,017 (11%)	27,935 (13%)	58	60	75
Total Worker Count		2,480	4,555	94,955			

See the Glossary page for further information on the above variables

Transactional Data Summary - Fleece

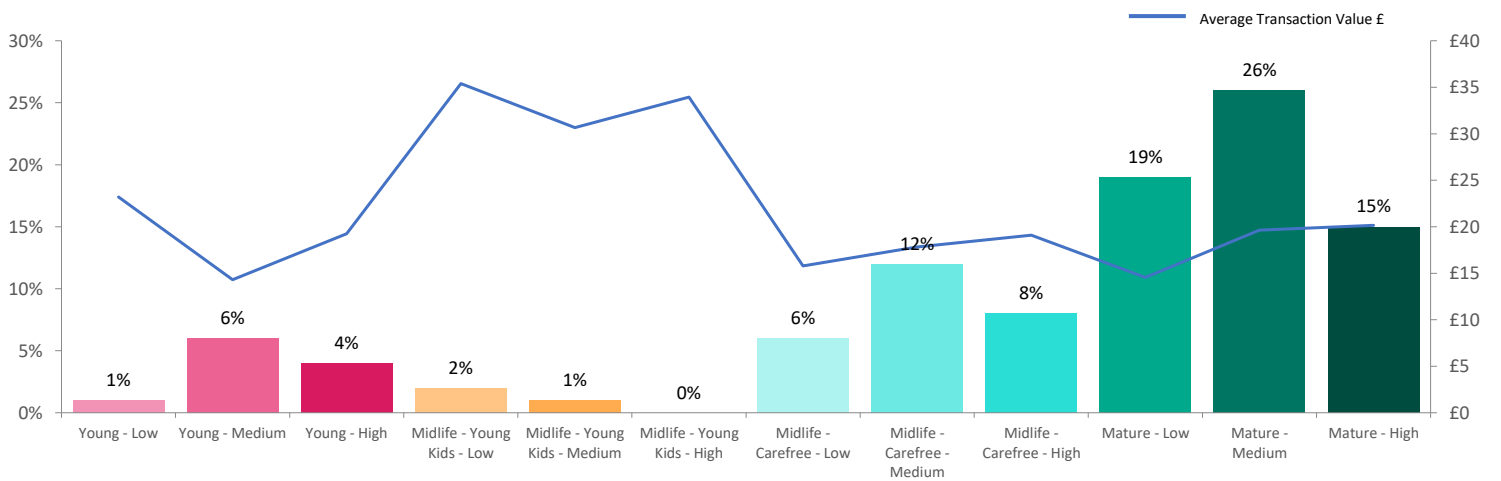
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Spend by Polaris and Distance from Home



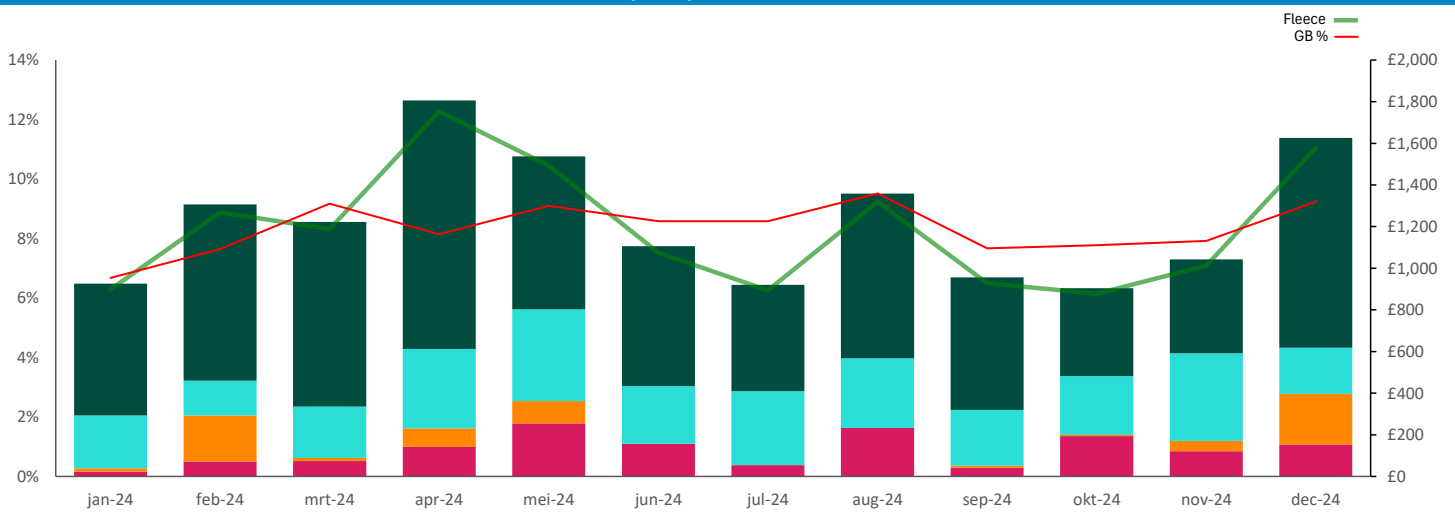
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



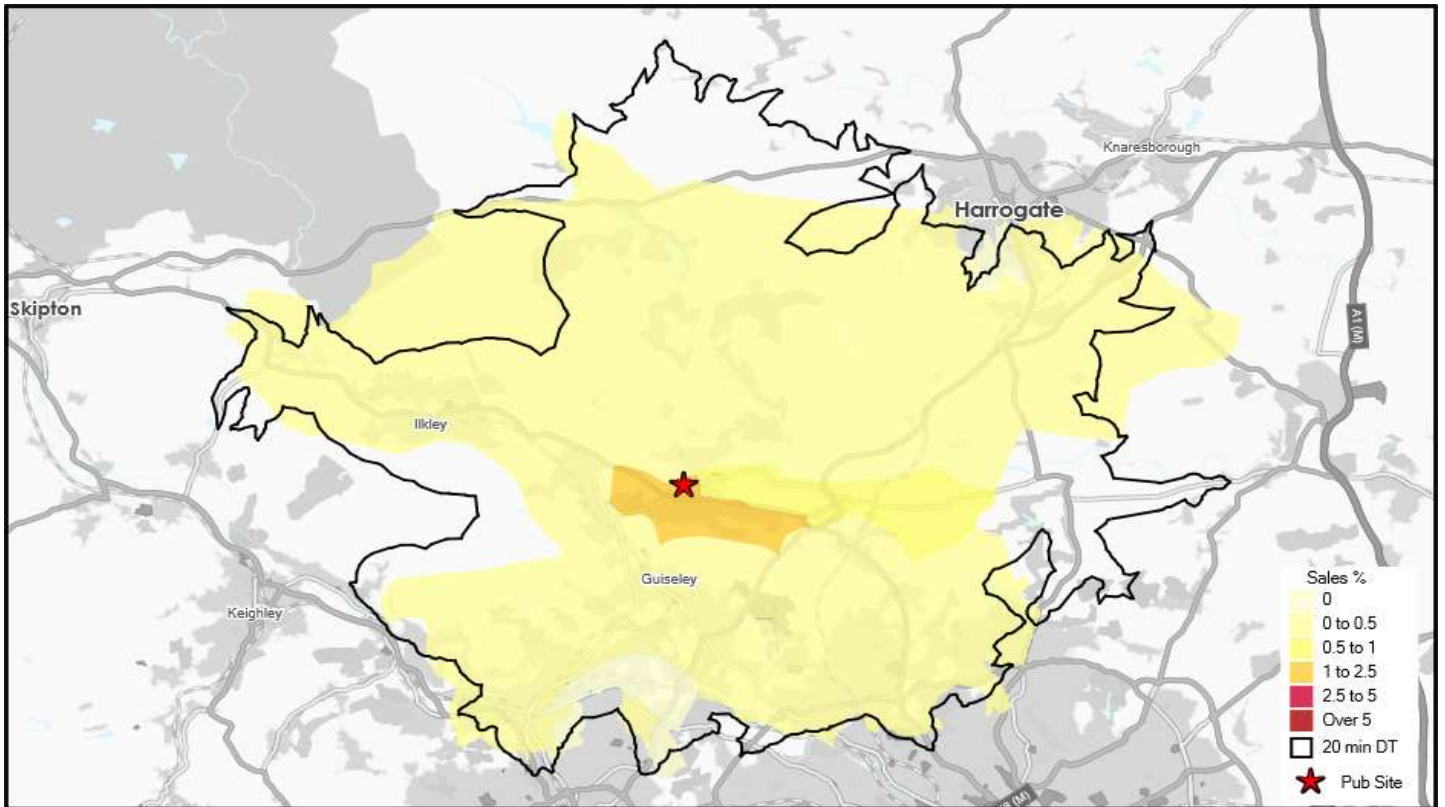
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



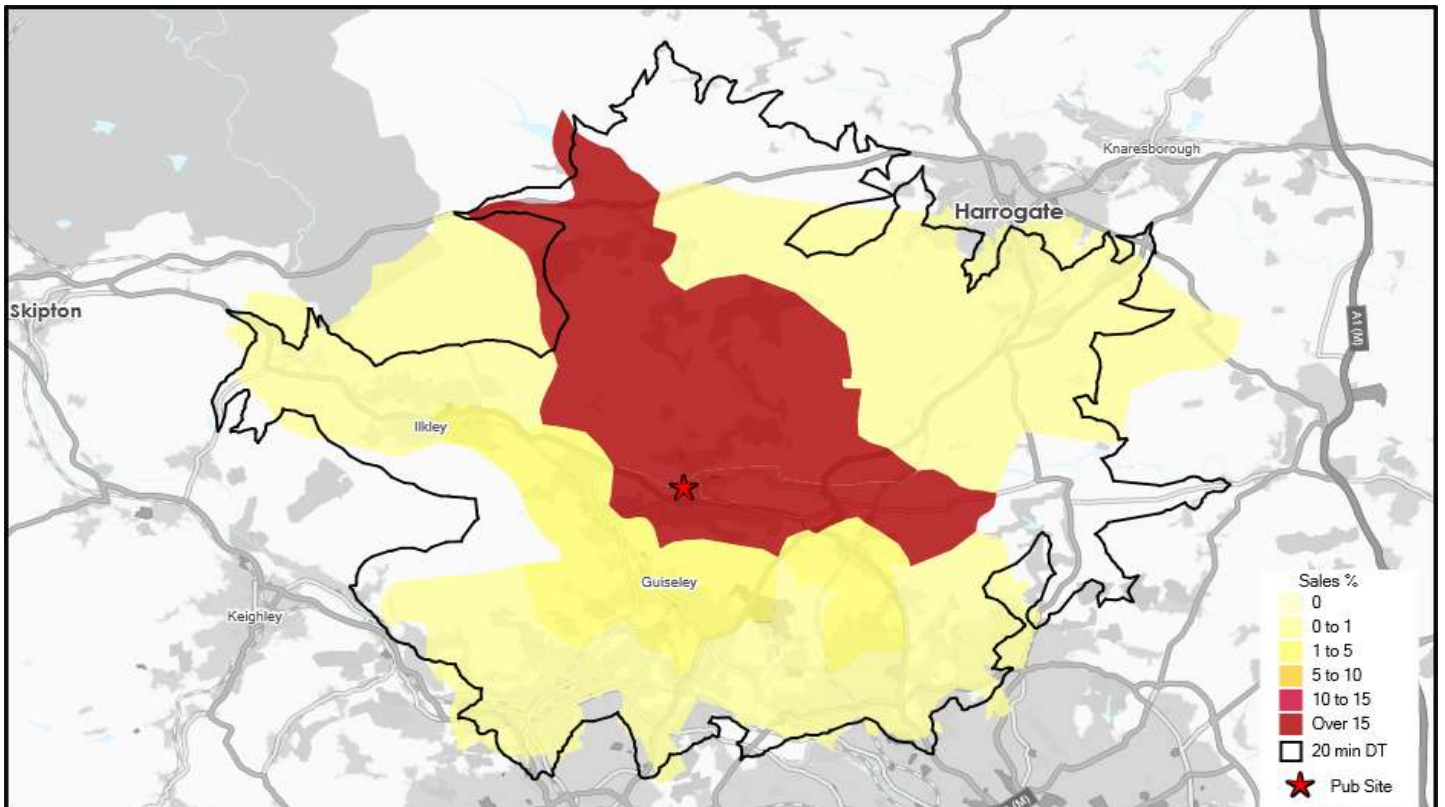
Seasonality of the spend split by month

Fleece Share of Spend from Postcode Sectors within 20 minute Drive



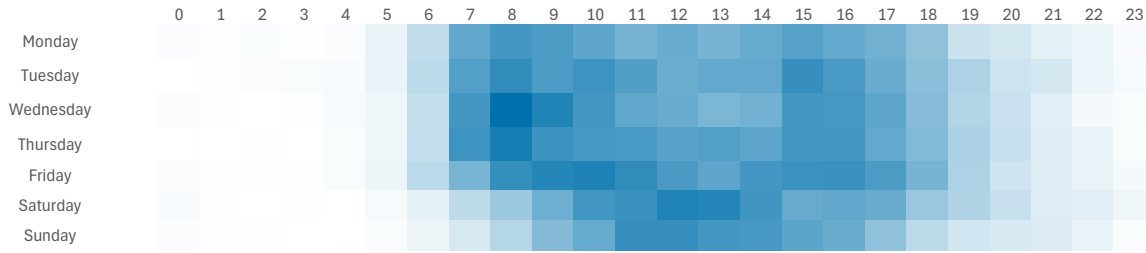
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



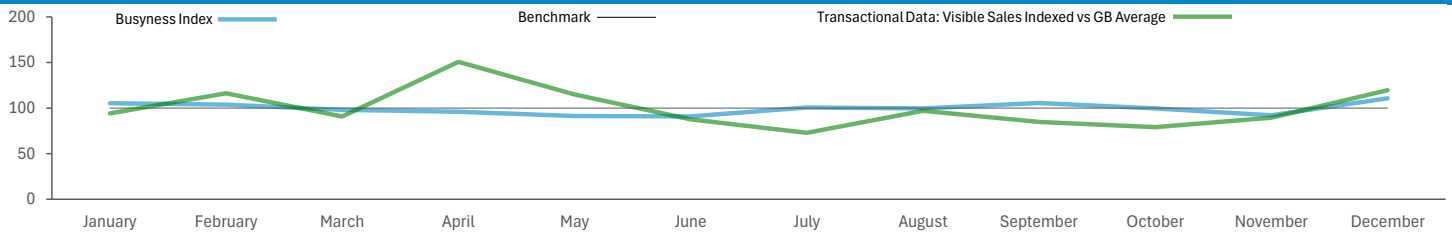
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



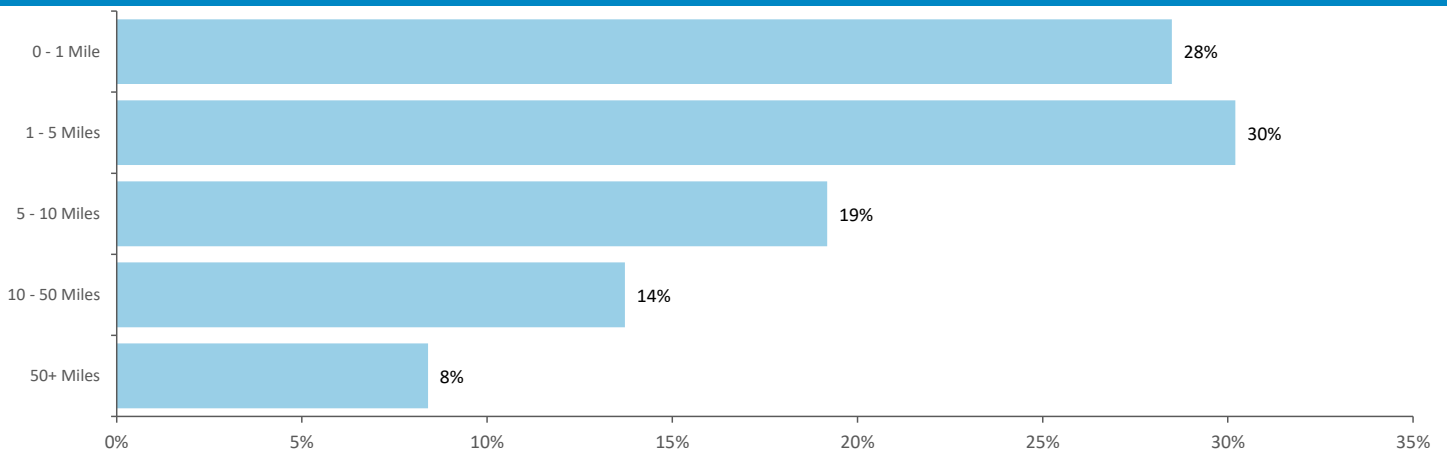
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

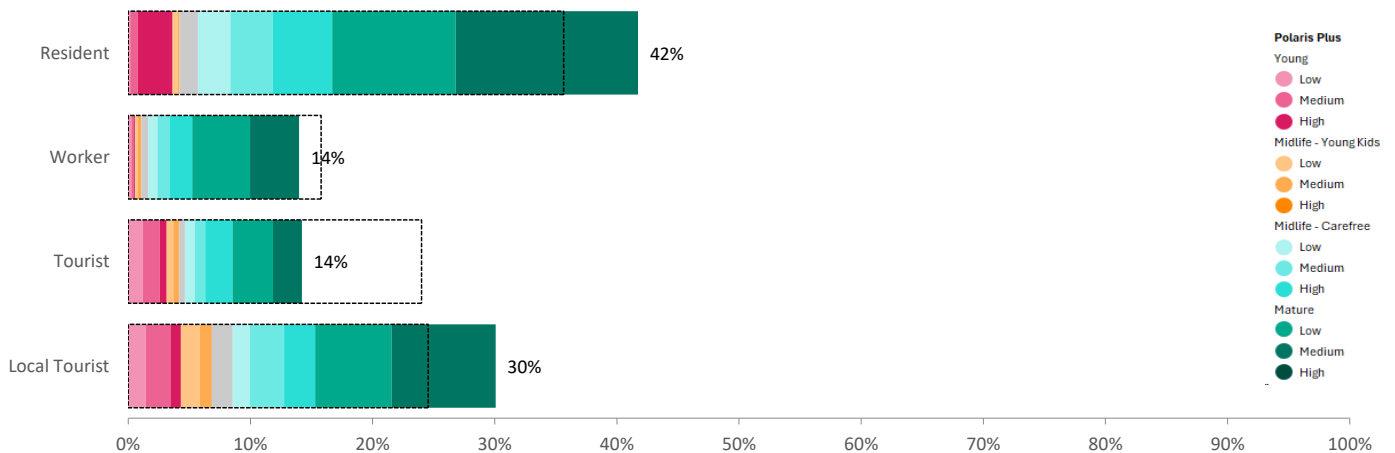
Distance from Home



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



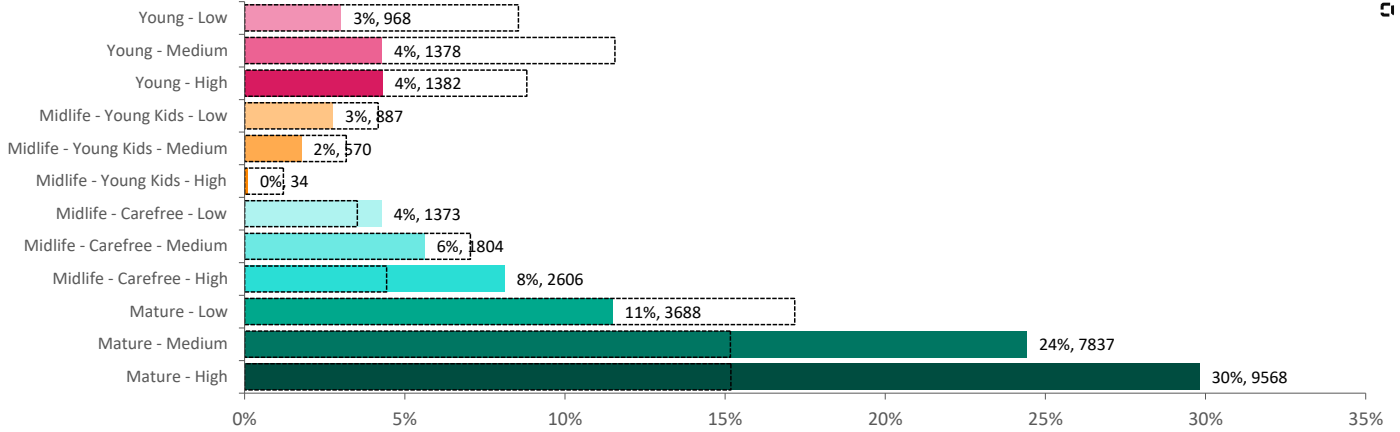
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Fleece

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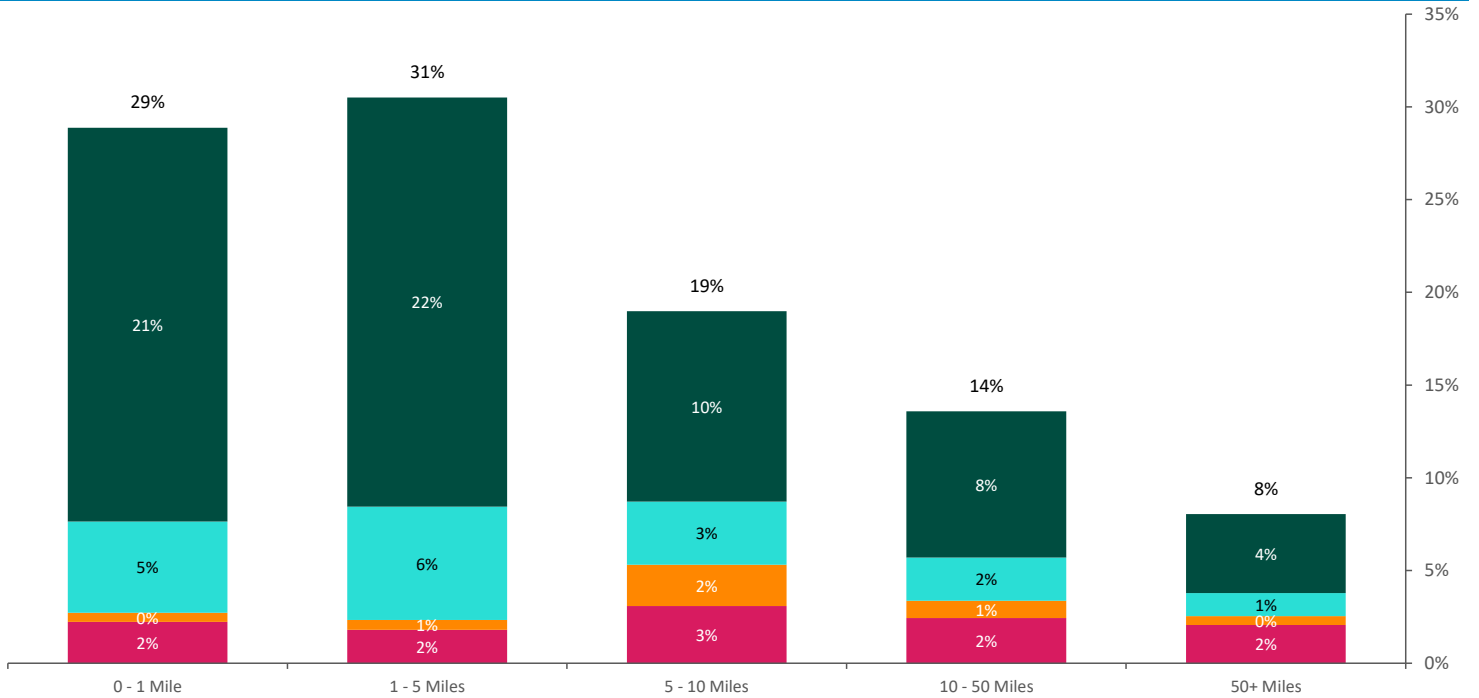
Polaris Plus Profile

GB %



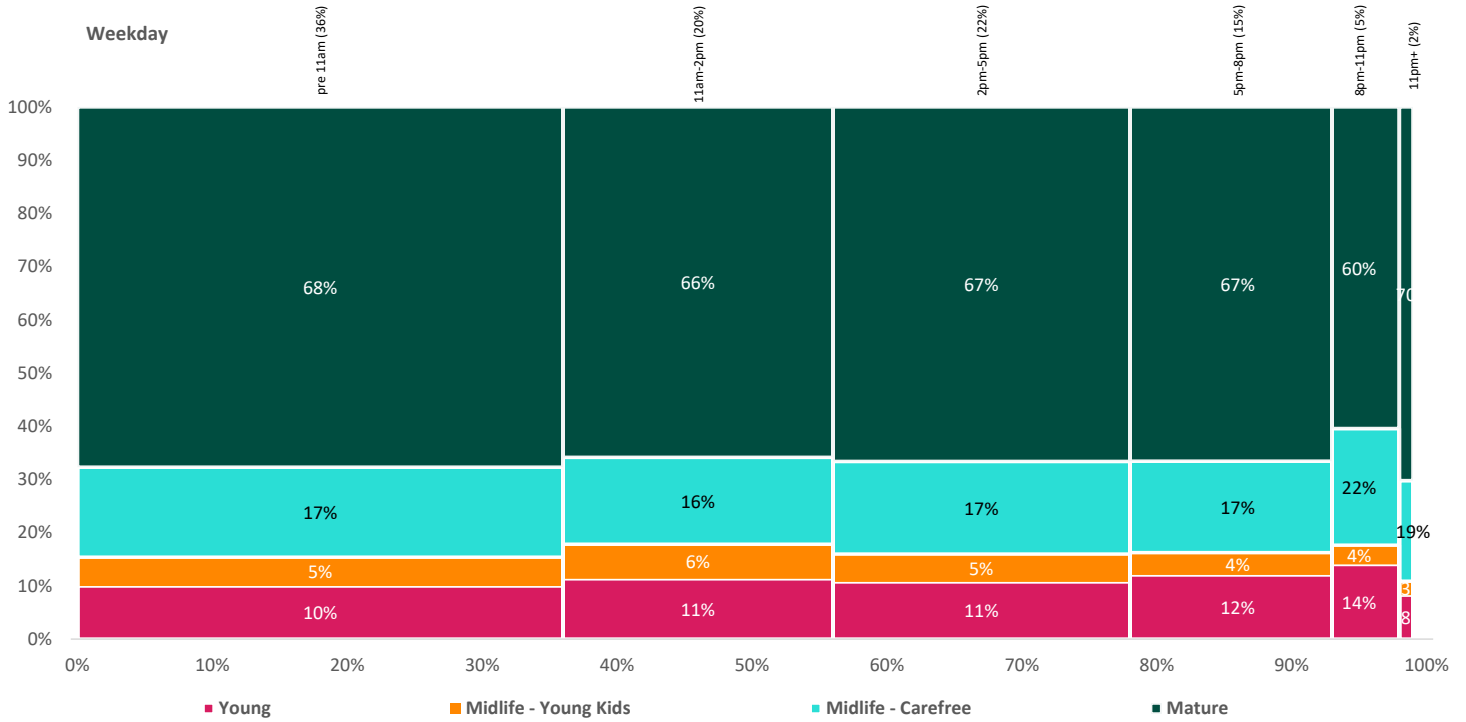
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



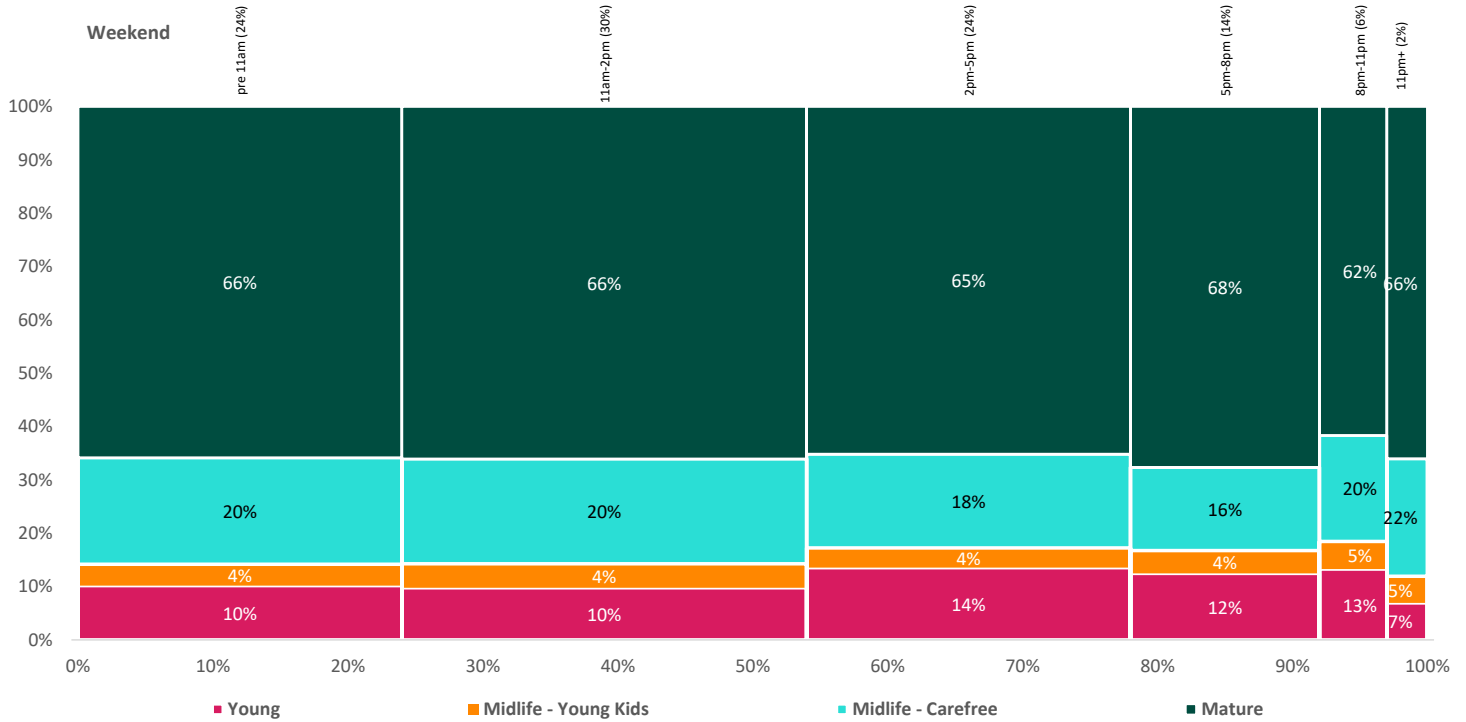
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		6,798	3,652	4,073	2,742	788	334	18,388
Midlife - Carefree		1,695	905	1,065	708	286	90	4,750
Midlife - Young Kids		545	359	319	173	47	12	1,456
Young		1,001	629	658	496	183	39	3,007
All		10,040	5,546	6,115	4,120	1,304	476	27,601

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1,500	1,858	1,498	877	329	131	6,192
Midlife - Young Kids		455	553	404	202	106	44	1,764
Midlife - Carefree		92	126	86	55	28	10	397
Mature		232	275	311	162	71	14	1,064
All		2,279	2,812	2,299	1,297	534	198	9,417

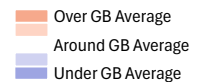
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

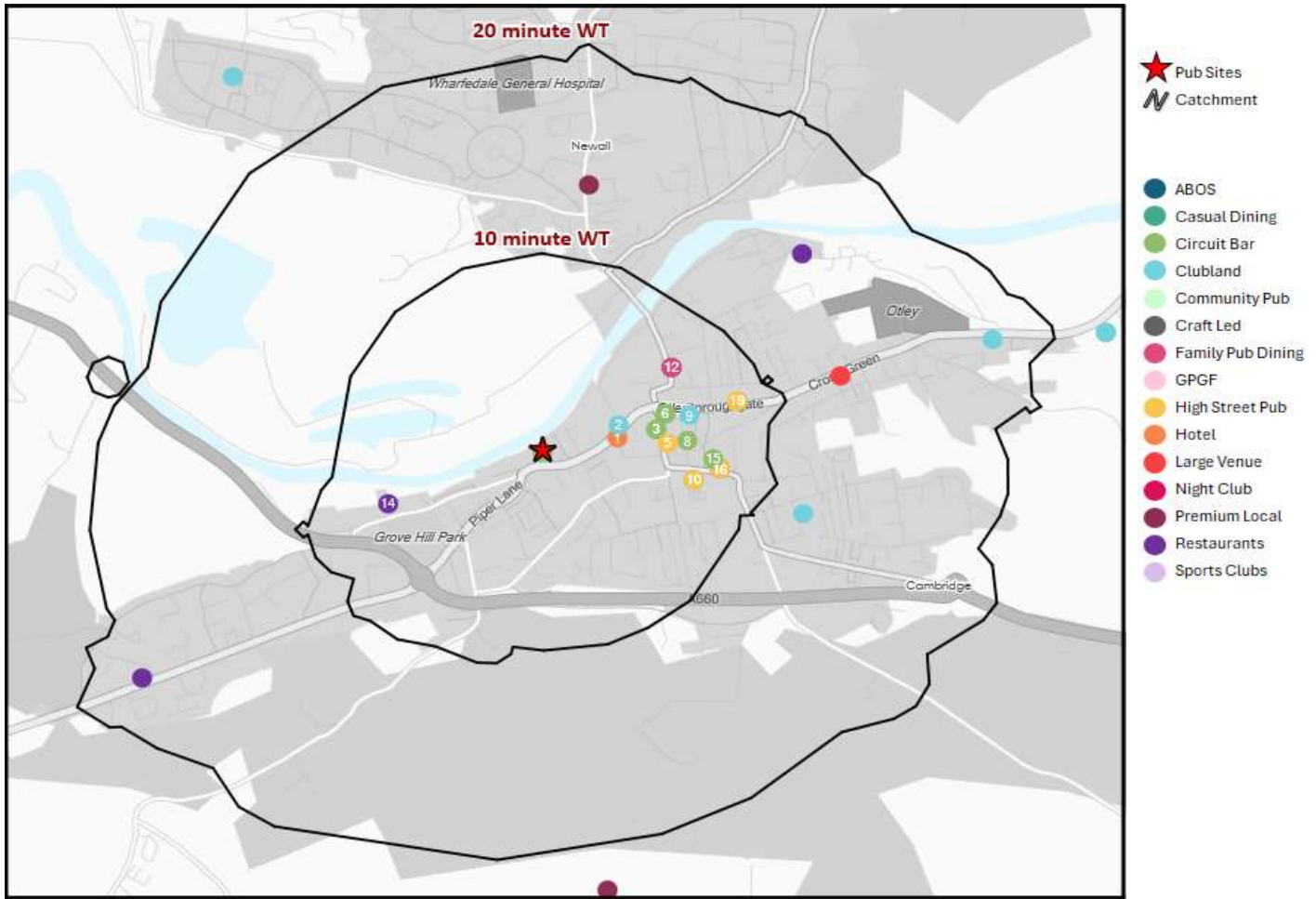


Polaris Plus Profile by Catchment

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	0	5.747	0	0	28
Medium	117	169	11.403	44	16	49
High	228	319	10.531	140	50	75
Midlife - Young Kids						
Low	0	128	9.605	0	25	85
Medium	0	0	4.598	0	0	52
High	0	0	456	0	0	20
Midlife - Carefree						
Low	0	274	8.036	0	70	93
Medium	538	1.299	12.350	315	193	84
High	163	536	15.376	152	127	167
Mature						
Low	455	1.727	20.870	139	134	74
Medium	372	3.048	38.734	100	208	121
High	439	1.847	66.263	122	130	214
Not Private Households	84	84	1.982	290	74	80
Total	2.396	9.431	205.951			

*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	Fleece	LS21 3DT	Star Pubs & Bars	Circuit Bar	3,9%	59,4%	0,00
1	Black Horse	LS21 3AS	Ei Group	Hotel	11,3%	74,4%	0,14
2	Falcon Sports & Social Club	LS21 3AT	Independent Free	Clubland	0,7%	98,1%	0,15
3	Red Lion	LS21 3HN	Stonegate Pub Company	Circuit Bar	2,2%	87,0%	0,21
3	Whittakers Arms	LS21 3HN	Star Pubs & Bars	Circuit Bar	4,8%	74,1%	0,21
5	Rookery Bar And Venue	LS21 3HJ	Independent Free	High Street Pub	2,2%	85,4%	0,23
6	Black Bull	LS21 3AQ	Star Pubs & Bars	Circuit Bar	6,7%	67,6%	0,24
6	Bay Horse	LS21 3AQ	Admiral Taverns Ltd	Circuit Bar	0,0%	2,9%	0,24
8	Otley Tavern	LS21 3AE	Independent Free	Circuit Bar	0,4%	54,2%	0,26
9	Conservative Club	LS21 3AF	Independent Free	Clubland	0,2%	100,0%	0,28
10	Bowling Green	LS21 3AB	Wetherspoons GB	Circuit Bar	10,1%	65,8%	0,28
10	North Bar Social	LS21 3AB	North Brewing Co	High Street Pub	7,2%	82,0%	0,28
12	Jewel Of India	LS21 1BQ	Independent Free	Restaurants	3,1%	77,6%	0,28
12	Horse & Farrier	LS21 1BQ	Brew York Ltd	Family Pub Dining	4,1%	70,9%	0,28
14	Buon Apps	LS21 3JP	Independent Free	Restaurants	0,0%	0,0%	0,30
15	Old Cock	LS21 1AA	Independent Free	Circuit Bar	6,4%	83,8%	0,31
16	Junction Inn	LS21 1AD	Star Pubs & Bars	High Street Pub	6,8%	81,1%	0,32
16	Rose & Crown	LS21 1AD	Stonegate Pub Company	Family Pub Dining	6,0%	85,8%	0,32
16	Treehouse Bar And Kitchen	LS21 1AD	Independent Free	High Street Pub	13,5%	72,3%	0,32
19	White Swan	LS21 1AE	Star Pubs & Bars	Circuit Bar	2,8%	77,5%	0,37
19	Otley Tap House	LS21 1AE	Independent Free	High Street Pub	7,7%	75,1%	0,37

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

■ 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
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Great Pub Great Food	23	53.524	26,0%	143
High Street Pub	37	28.837	14,0%	74
Premium Local	42	47.868	23,2%	137

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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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"
Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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 a 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.

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							