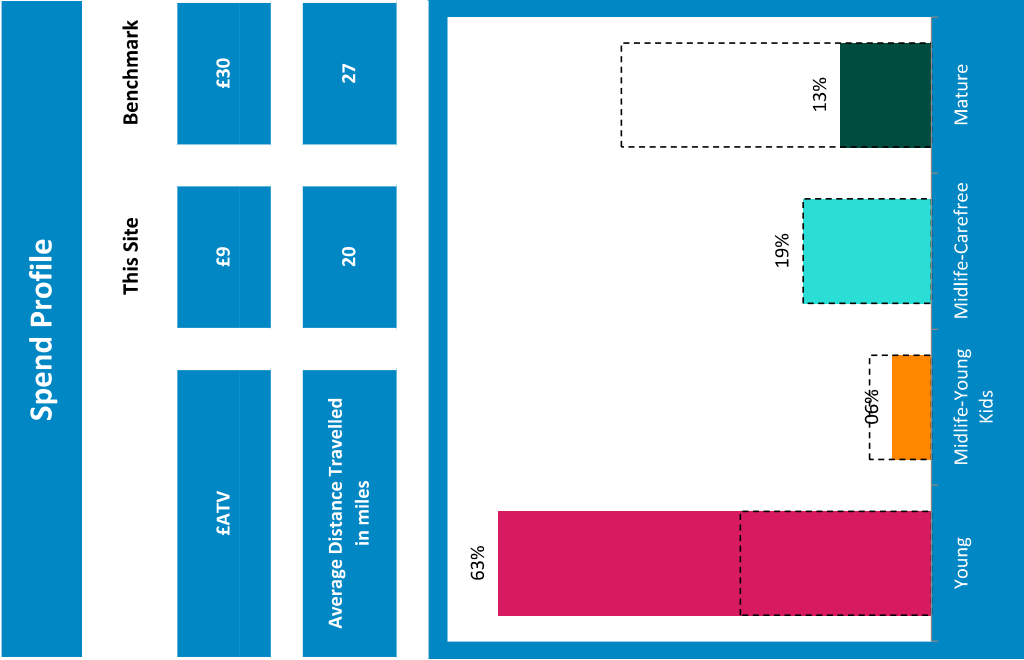


Area Quick Stats			
Total Pop	This Site 10 min WT	Benchmark 10 min WT	
	14,972	5,344	
Adult Pop	11,128	4,529	
Affluence	Low	33%	
	Medium	38%	
	High	27%	
Young	91%	28%	
Midlife Young Kids	1%	11%	
Midlife Carefree	1%	16%	
Mature	7%	44%	
Competition Count	21	43	



Catchment Summary - Britannia

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)			
10 min	20 min	20 min	DT**
WT*	WT*		

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

Population
Adults 18+
Competition Pubs
Adults 18+ per Competition Pub
% Adults Likely to Drink

14,972	39,229	331,933
11,128	29,450	256,789
21	37	311
530	796	826
78.0%	79.0%	80.0%

280	200	78
246	180	75
49	36	40
77	116	121
98	99	100

Pop. & Adl. 18+ index based on all pubs

Affluence	Low
	Medium
	High

14.9%	18.9%	19.5%
83.5%	77.6%	60.9%
1.5%	2.9%	18.6%

45	57	59
218	203	159
5	11	68

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£15,448	£17,414	£23,399
---------	---------	---------

68	77	104
----	----	-----

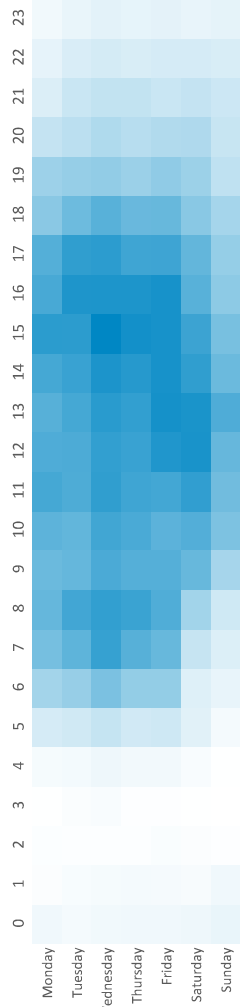
Age Profile	18-24
	25-34
	35-44
	45-64
	65+

1,472	3,898	25,009
2,523	6,518	44,194
2,512	6,219	48,046
3,271	8,787	82,103
1,350	4,028	57,437

116	117	89
125	123	98
124	117	107
87	89	98
47	53	90

Mobile Data Summary

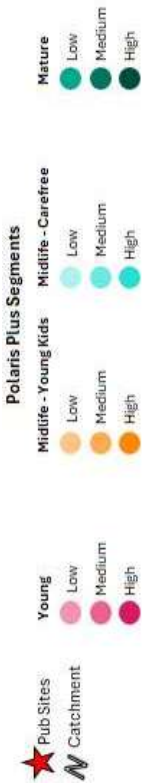
Time of Day/Day of Week



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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	10,161	24,127	76,037	328	294	106
Midlife - Young Kids	94	933	25,275	8	29	90
Midlife - Carefree	116	2,475	68,418	7	53	169
Mature	743	1,715	84,627	15	13	74
Not Private Households	14	200	2,432	1,040	5,613	7,828
Total	11,128	29,450	256,789			



Per Pub - Britannia

Per Pub Analysis	10 Minute WT Catchment		20 Minute WT Catchment		20 Minute DT Catchment	
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Adults 18+

Number of Competition Pubs

Adults 18+ per Competition Pub

11,128
21
530

29,450
37
796

256,789
311
826

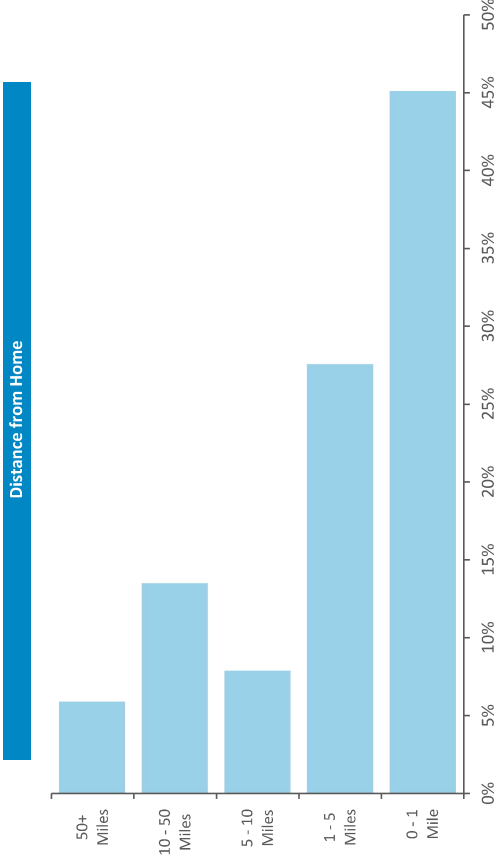
10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	1,254	11,3%	144
Family Pub Dining	0	1,098	9,9%	109
Great Pub Great Food	0	1,376	12,4%	74
Leisure	2	1,001	9,0%	90
Mainstream	9	1,899	17,1%	122
Premium	1	1,653	14,9%	104
Restaurant	3	2,499	22,5%	98
Super Premium	0	334	3,0%	76

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	3,176	10,8%	138
Family Pub Dining	1	2,894	9,8%	108
Great Pub Great Food	0	3,752	12,7%	76
Leisure	4	2,695	9,2%	91
Mainstream	14	4,843	16,5%	118
Premium	1	4,328	14,7%	103
Restaurant	7	6,636	22,5%	98
Super Premium	0	924	3,1%	80

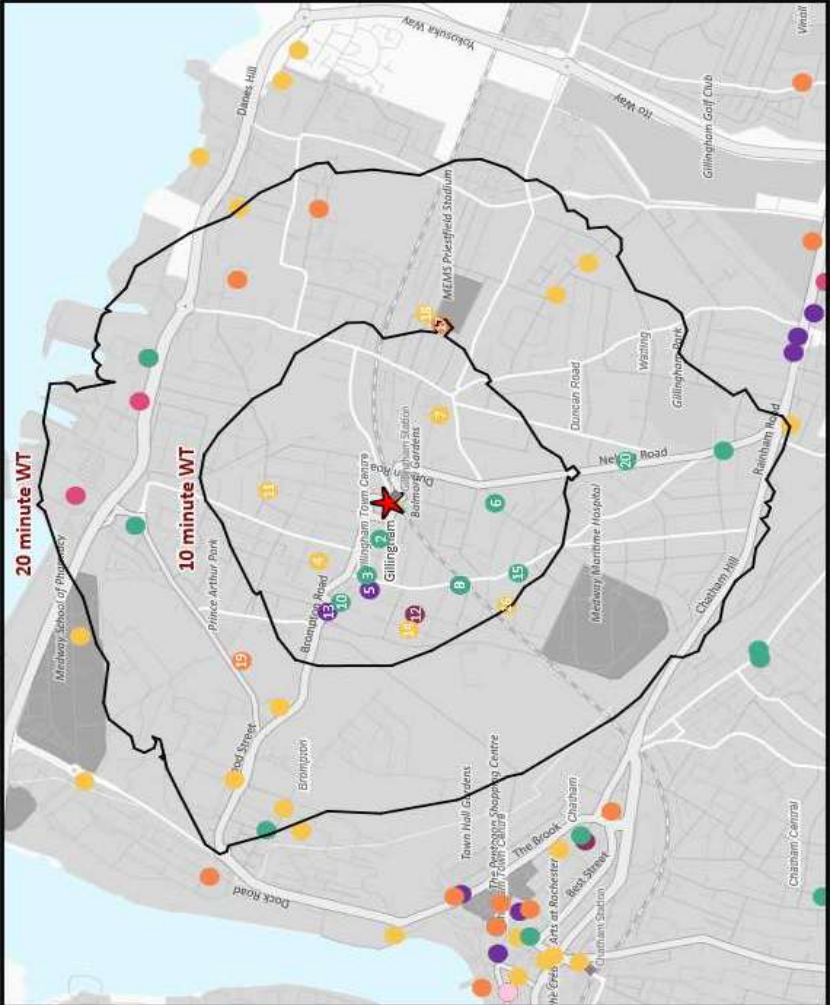
20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	24	18,495	7,2%	92
Family Pub Dining	17	22,940	8,9%	98
Great Pub Great Food	13	42,658	16,6%	99
Leisure	61	26,158	10,2%	101
Mainstream	80	35,902	14,0%	100
Premium	55	38,650	15,1%	105
Restaurant	60	59,135	23,0%	100
Super Premium	1	10,367	4,0%	103

WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average



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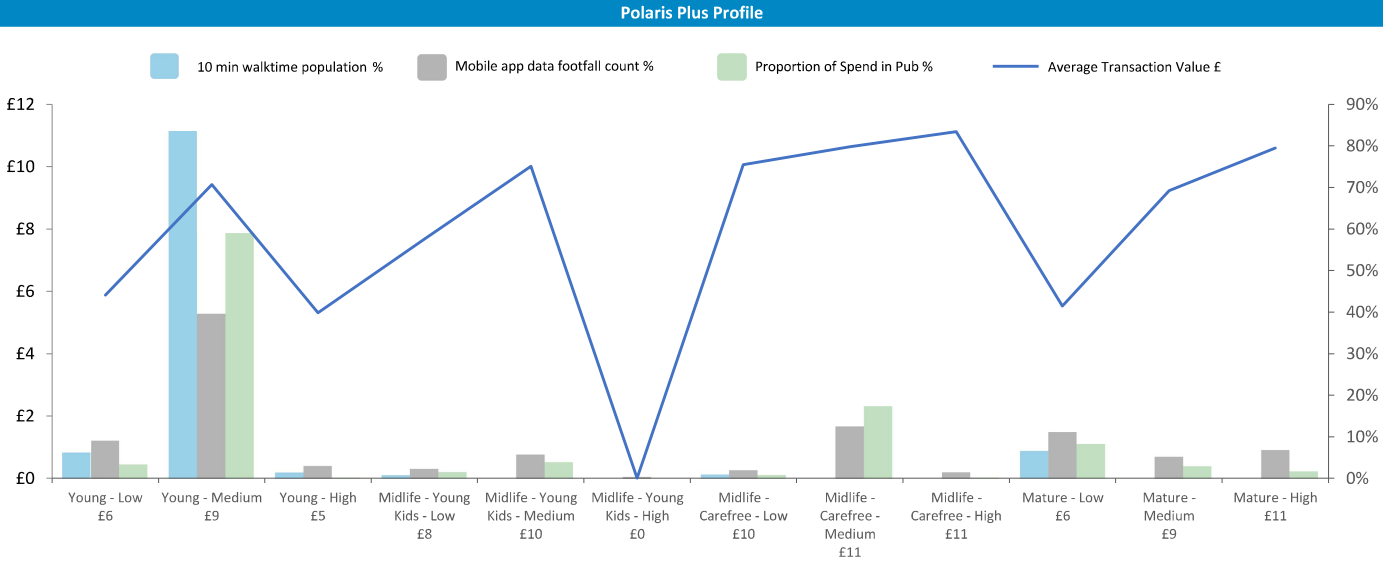
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Gillingham Football Club	ME 7 4DD	Independent Free	Leisure	48.6%	0.47
4	Scruffy Duck	ME 7 1LD	Independent Free	Mainstream	10.5%	0.23
5	Tai Won Mein Noodle House	ME 7 1BJ	Independent Free	Restaurant	9.0%	0.23
2	Gillingham Conservative Club	ME 7 1AU	Independent Free	Classic	8.1%	0.10
13	Hollywood Bowl Restaurant	ME 7 1BB	Independent Free	Restaurant	4.4%	0.32
14	Napier Arms	ME 7 5ES	Independent Free	Mainstream	3.8%	0.33
0	Britannia	ME 7 1AJ	Star Pubs & Bars	Mainstream	2.9%	0.00
1	Southern Belle	ME 7 1AJ	Independent Free	Mainstream	2.9%	0.00
8	New Shipa	ME 7 5TS	Independent Free	Restaurant	2.4%	0.27
9	Canterbury Tales	ME 7 5TS	Stonegate Pub Company	Classic	1.6%	0.27
16	St Marys Social Club	ME 7 5JB	Independent Free	Mainstream	1.5%	0.38
11	Frog and Toad	ME 7 1DR	*Other Small Retail Groups	Mainstream	1.4%	0.29
12	Will Adams	ME 7 5EG	Independent Free	Premium	1.4%	0.29
15	Palm Cottage Social Club	ME 7 5TU	Independent Free	Classic	0.8%	0.35
20	Brasenose Club and Institute	ME 7 4LU	Independent Free	Classic	0.4%	0.56
19	Prince Arthur I B C	ME 7 1UR	Independent Free	Leisure	0.1%	0.54
6	Fleur-De-Lis	ME 7 4RR	Stonegate Pub Company	Classic	0.1%	0.25
3	Past And Present	ME 7 1HD	Independent Free	Classic	0.0%	0.19
7	Kent Ramgarhia Darbar	ME 7 4DG	Independent Free	Mainstream	0.0%	0.25
10	Jaer Casanova	ME 7 1AZ	Independent Free	Classic	0.0%	0.28
18	Gills Supporters Club	ME 7 2PE	Independent Free	Mainstream	0.0%	0.49

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

Catchment Summary - Britannia

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
78880	Britannia	ME 7 1AJ	Star Pubs & Bars	Mainstream	9



See the Glossary page for further information on the above variables

Catchment Summary - Britannia

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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	14.972	39.229	331.933	280	200	78
Adults 18+	11.128	29.450	256.789	246	180	75
Competition Pubs	21	37	311	49	36	40
Adults 18+ per Competition Pub	530	796	826	77	116	121
% Adults Likely to Drink	78,0%	79,0%	80,0%	98	99	100

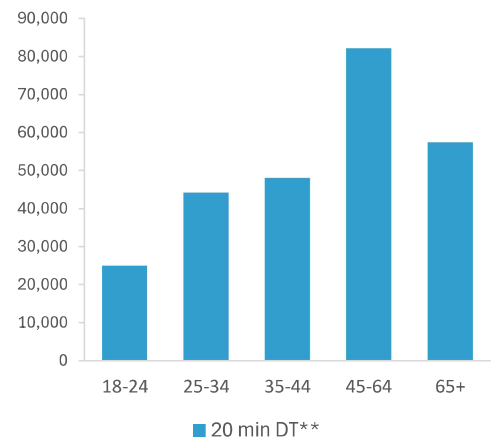
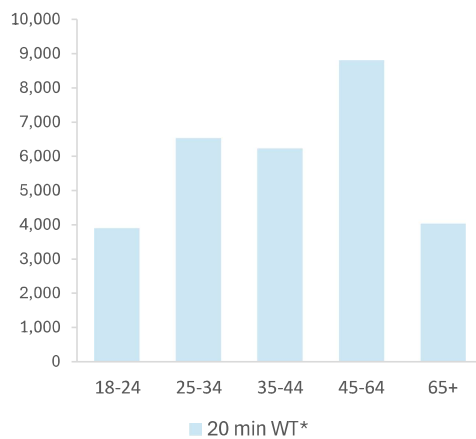
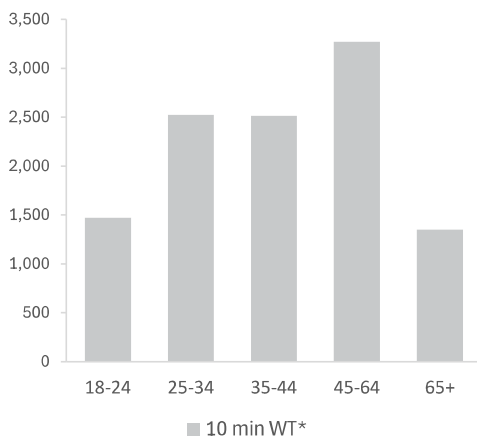
Population & Adults 18+ index is based on all pubs

Affluence	Low	14,9%	18,9%	19,5%	45	57	59
	Medium	83,5%	77,6%	60,9%	218	203	159
	High	1,5%	2,9%	18,6%	5	11	68

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£15.448	£17.414	£23.399	68	77	104
----------------------------------	---------	---------	---------	----	----	-----

Age Profile	18-24	1.472	3.898	25.009	116	117	89
	25-34	2.523	6.518	44.194	125	123	98
	35-44	2.512	6.219	48.046	124	117	107
	45-64	3.271	8.787	82.103	87	89	98
	65+	1.350	4.028	57.437	47	53	90

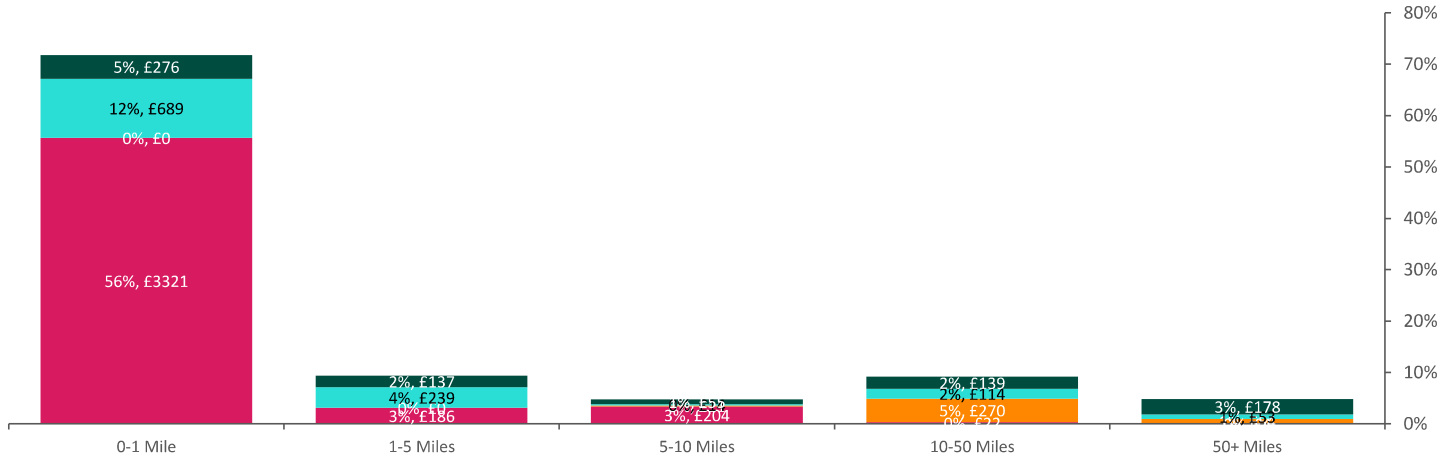


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	7,303 (49%)	19,204 (49%)	162,284 (49%)	99	100	100
	Female	7,669 (51%)	20,025 (51%)	169,649 (51%)	101	100	100
Economic Status (16+)	Employed: Full-time	4,139 (36%)	11,200 (37%)	94,924 (36%)	106	108	105
	Employed: Part-time	1,464 (13%)	3,673 (12%)	32,736 (12%)	106	100	103
	Self employed	1,053 (9%)	2,583 (8%)	26,233 (10%)	99	91	107
	Unemployed	564 (5%)	1,288 (4%)	7,883 (3%)	178	153	108
	Full-time student	358 (3%)	1,124 (4%)	5,498 (2%)	125	147	83
	Retired	1,377 (12%)	3,921 (13%)	53,708 (20%)	55	59	93
	Other	2,573 (22%)	6,824 (22%)	44,311 (17%)	126	125	94
Total Worker Count		2.841	16.271	119.478			

See the Glossary page for further information on the above variables

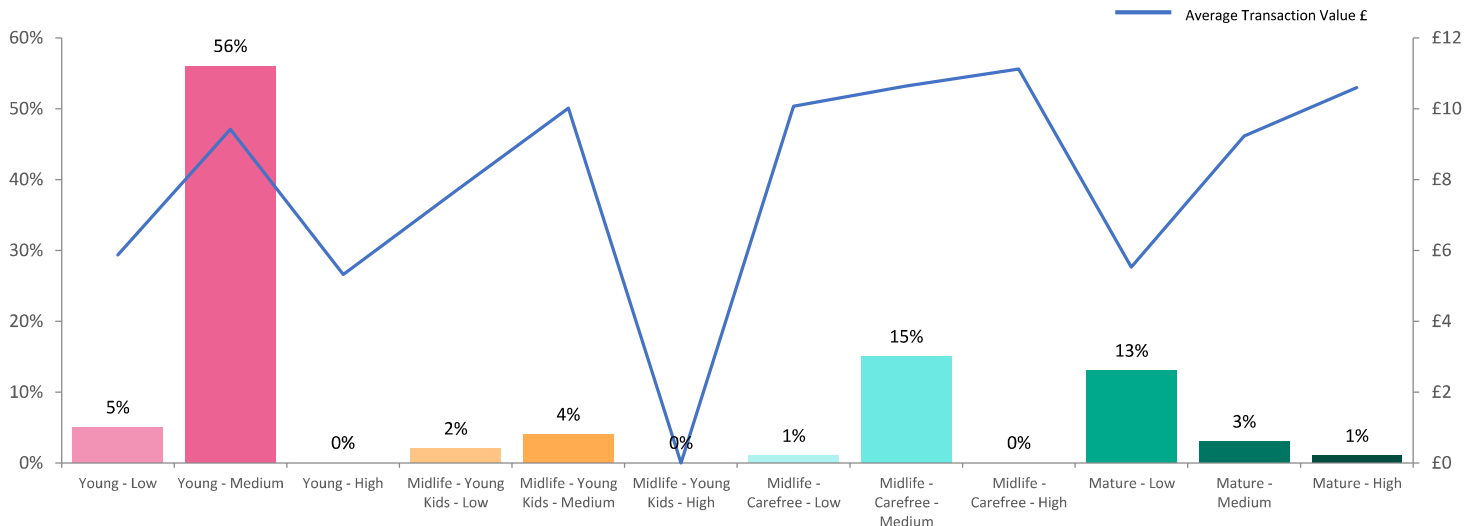
Transactional Data Summary - Britannia

Spend by Polaris and Distance from Home



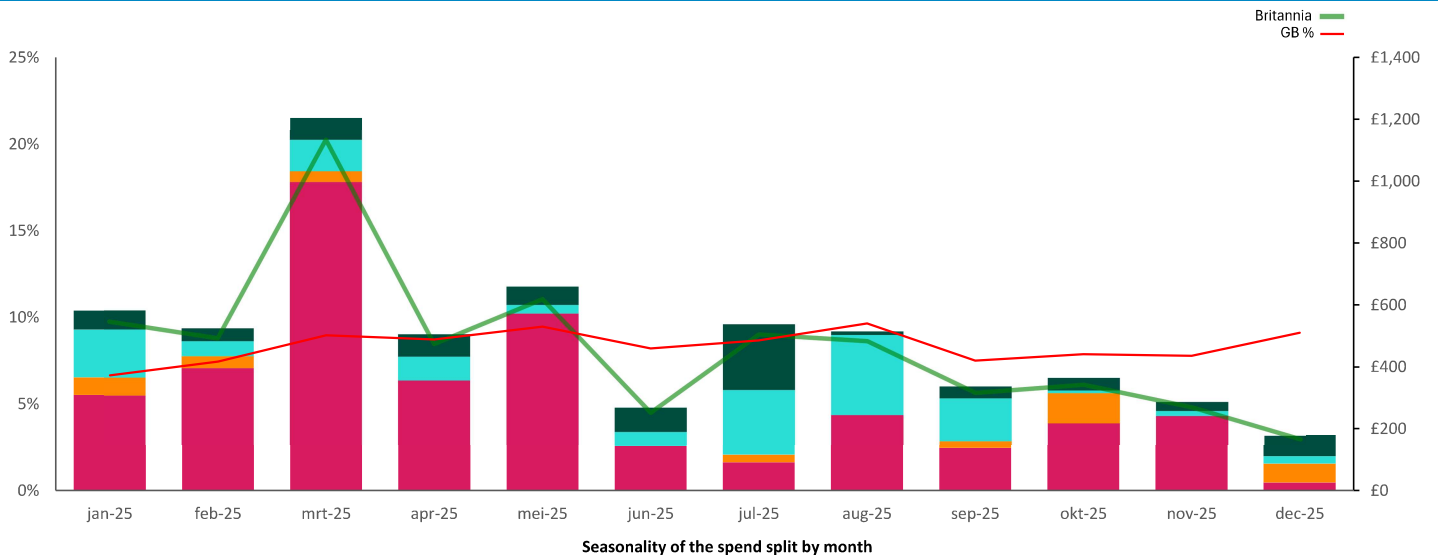
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



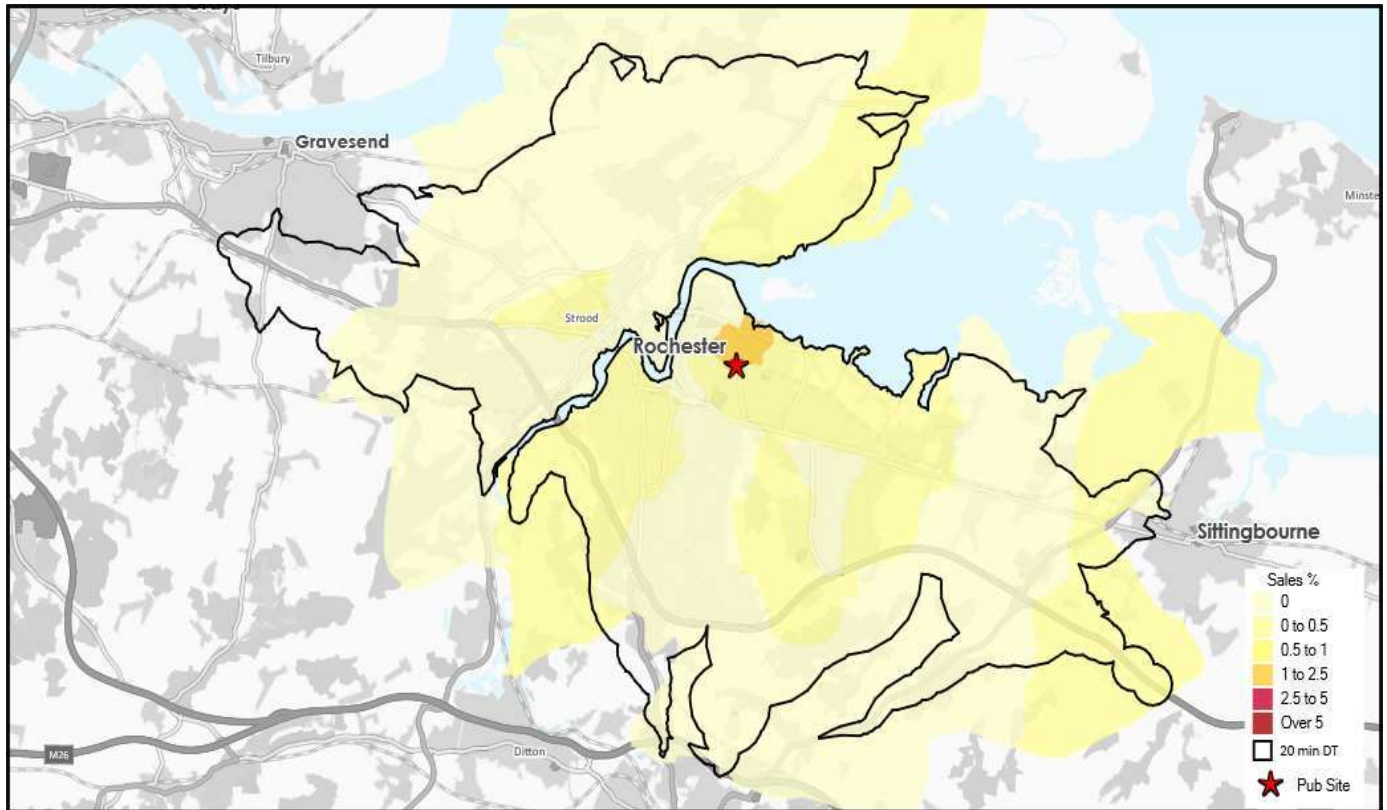
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



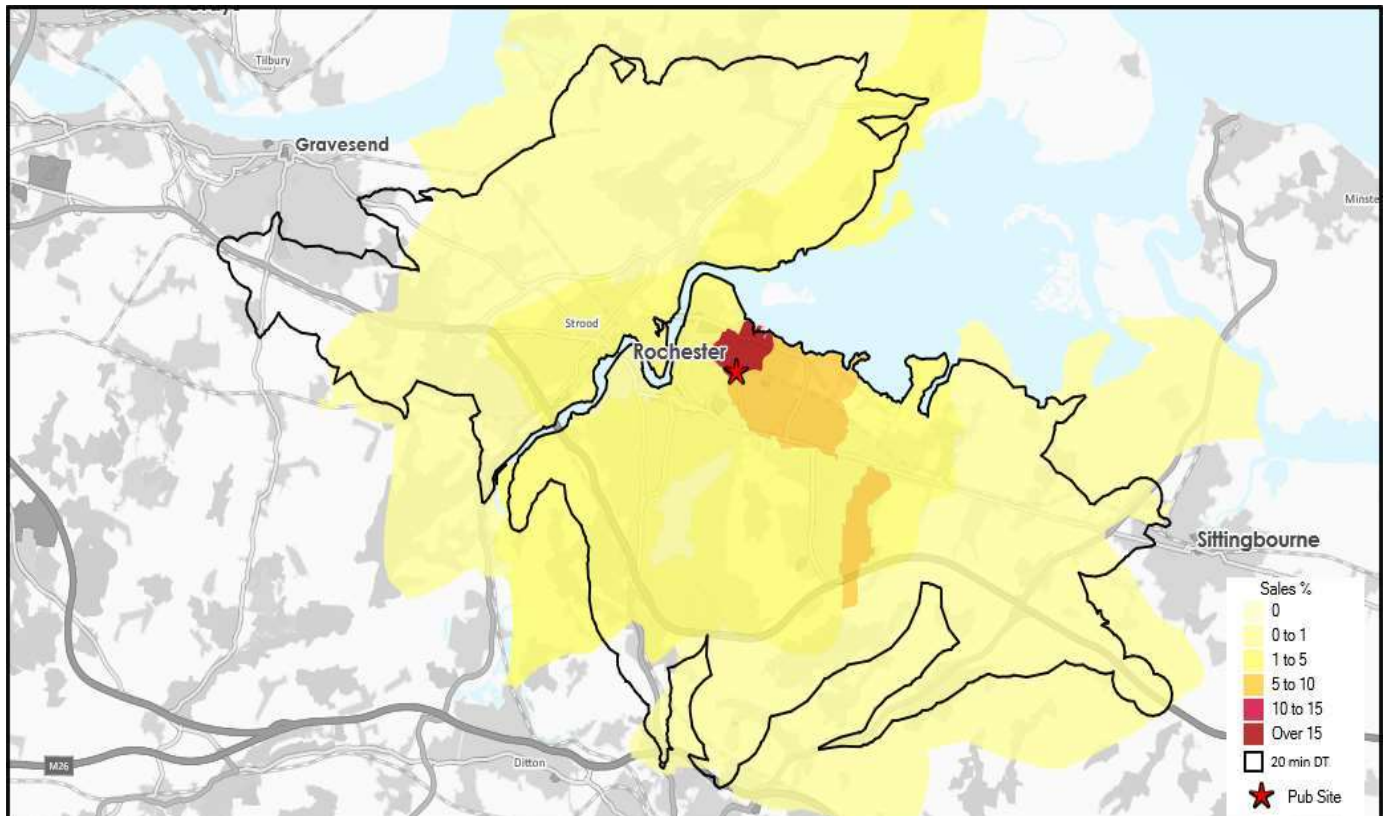
Seasonality of the spend split by month

Britannia Share of Spend from Postcode Sectors within 20 minute Drive



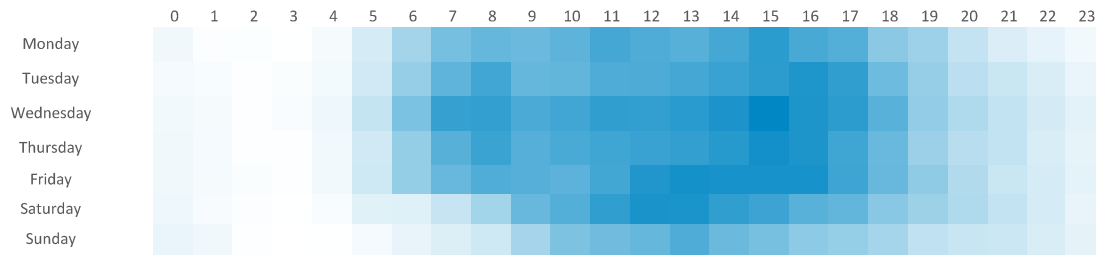
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



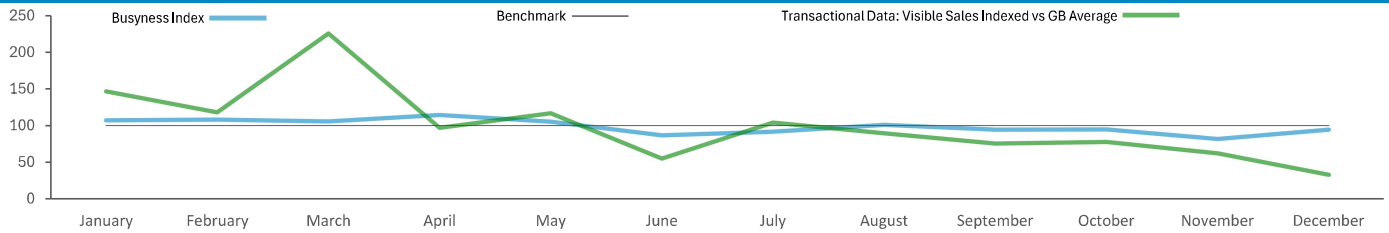
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



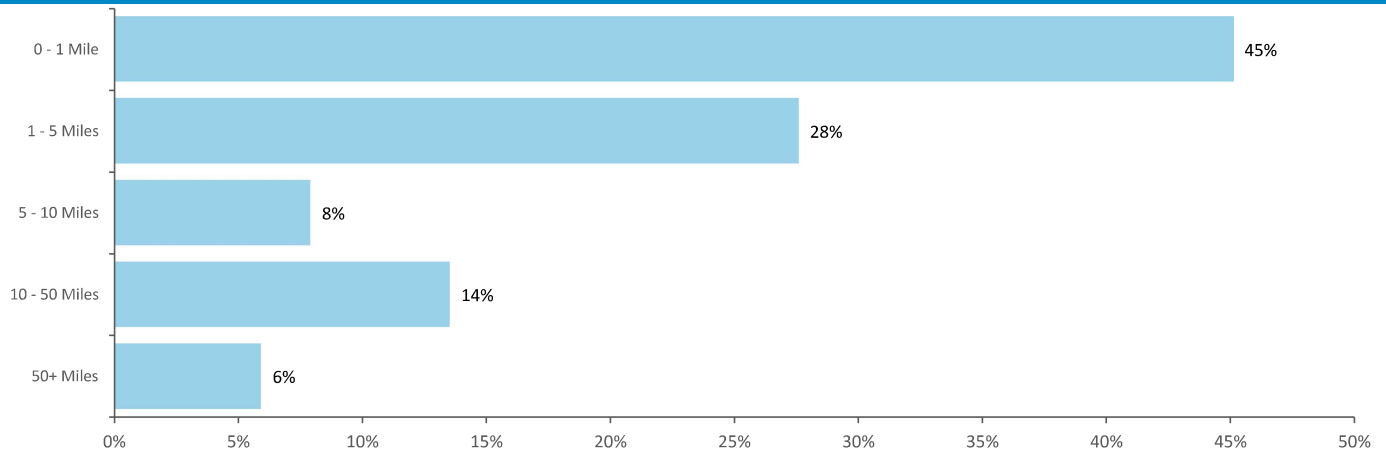
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

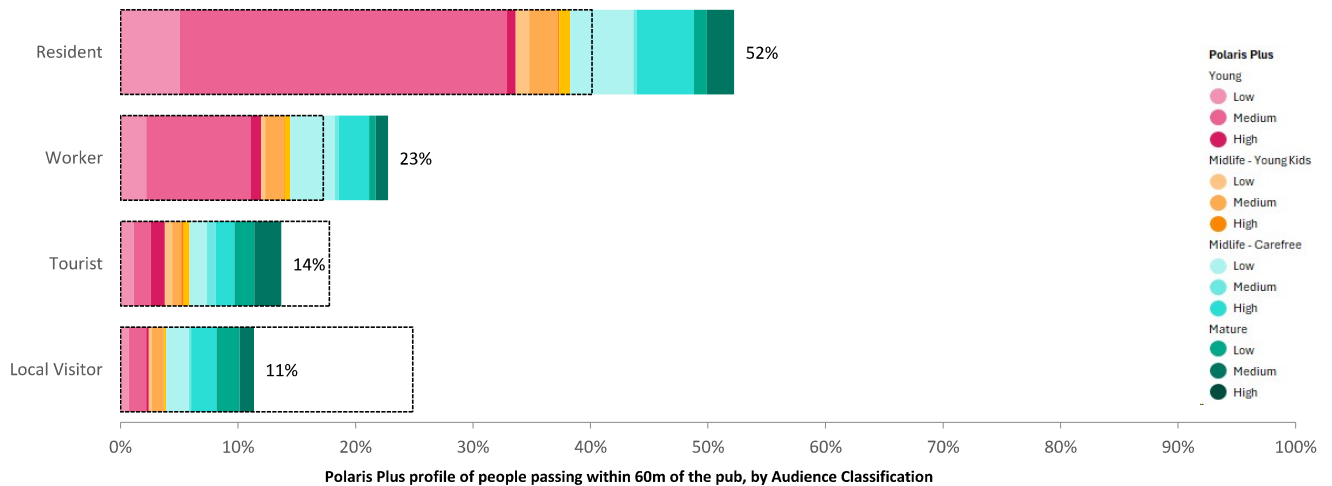
Distance from Home



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

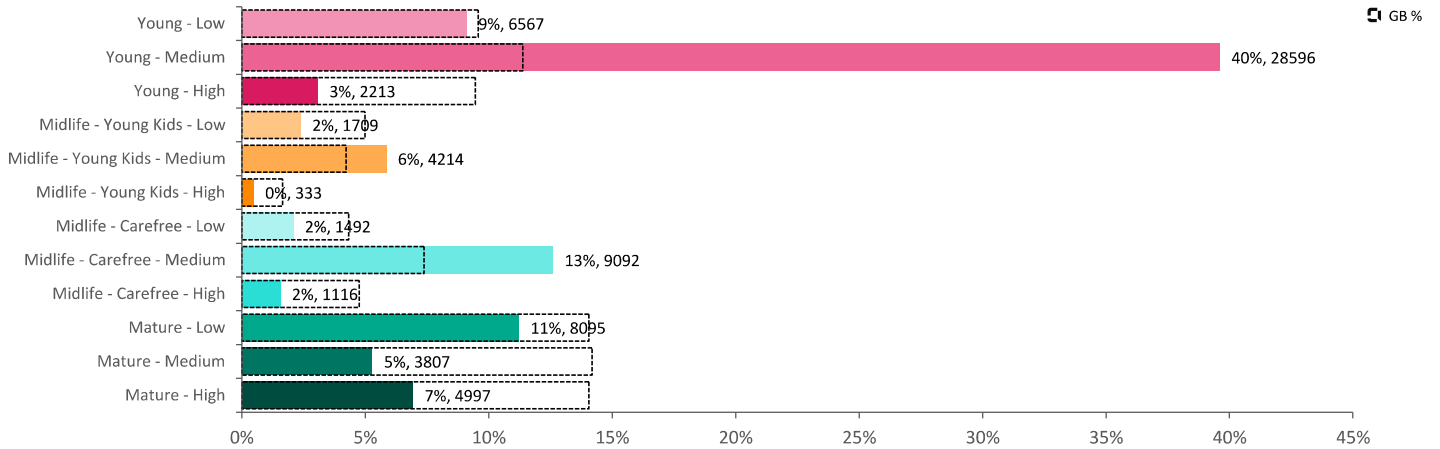
Audience Classification by Polaris Plus

Base: GB



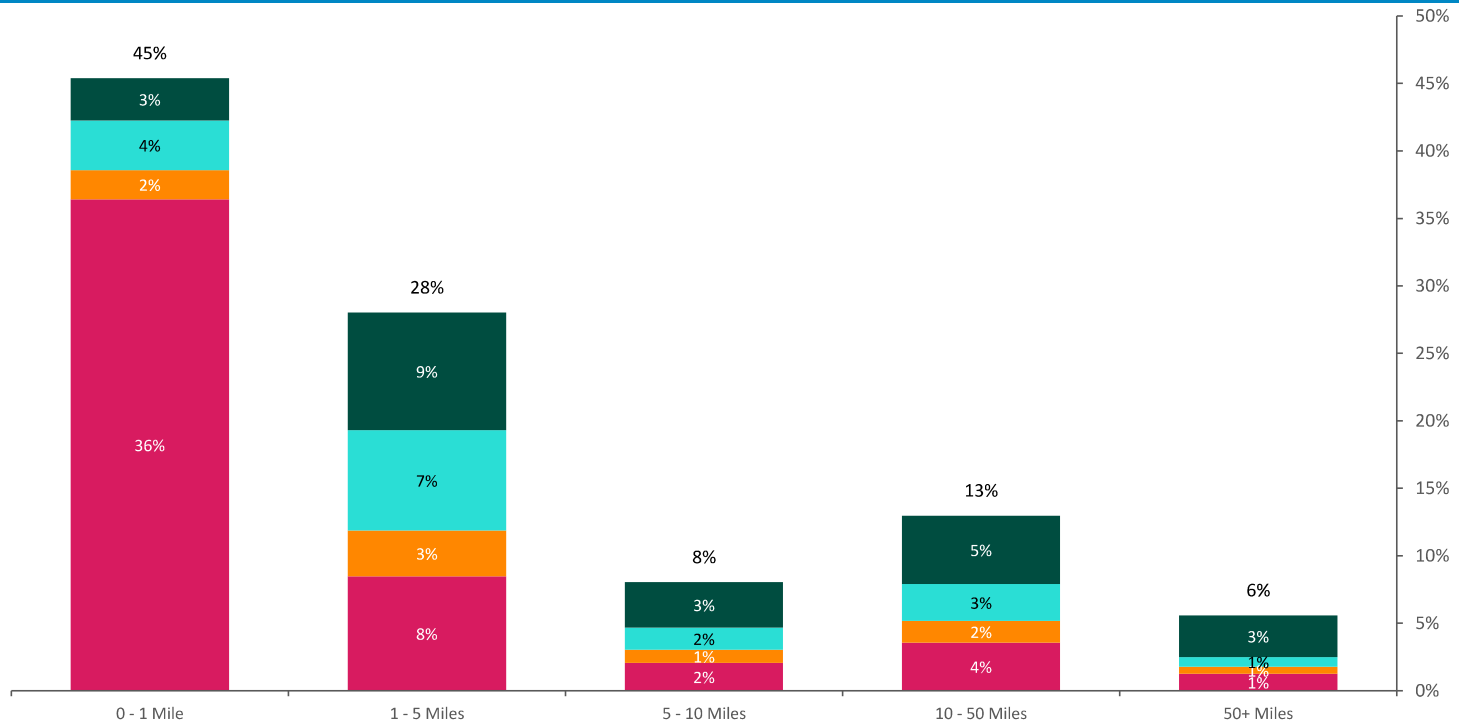
Mobile Data Summary - Britannia

Polaris Plus Profile



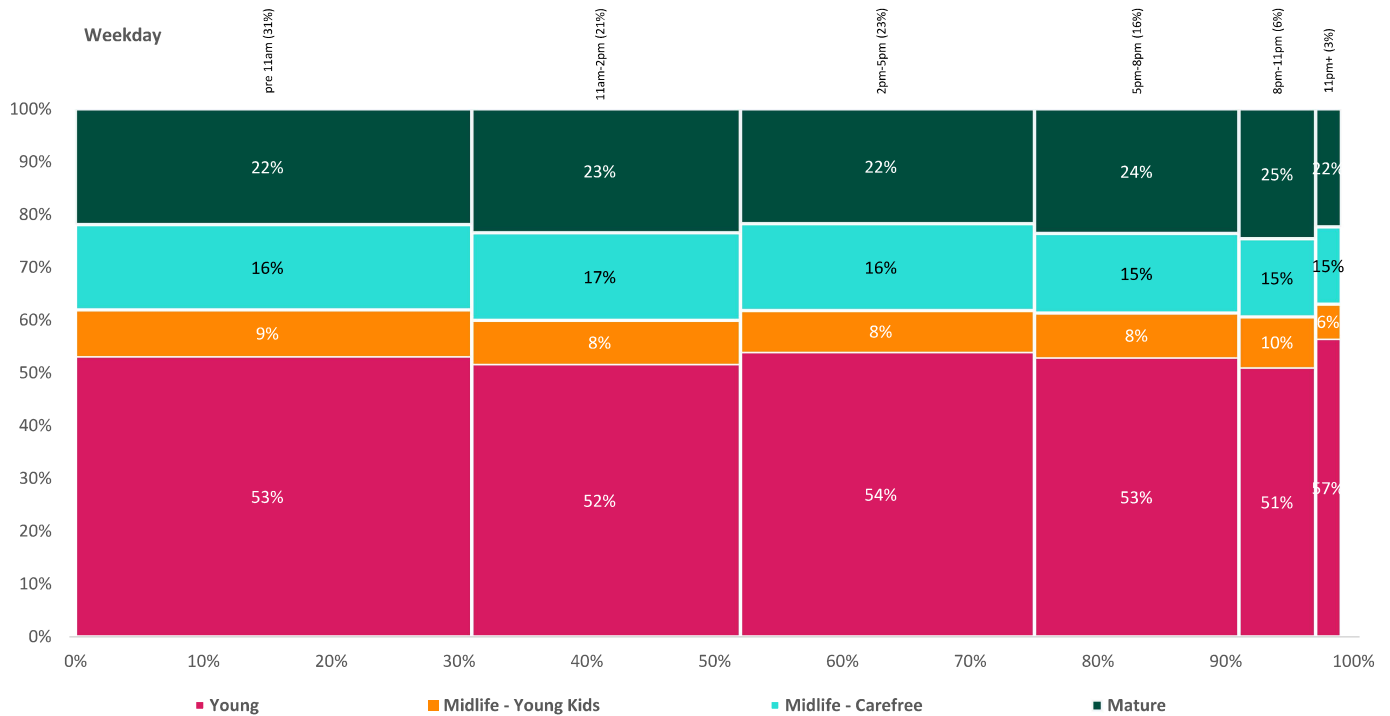
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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	5.038	3.613	3.751	2.754	1.082	445	16.683
Midlife - Carefree	3.715	2.553	2.845	1.758	651	293	11.815
Midlife - Young Kids	2.005	1.265	1.344	971	419	129	6.134
Young	12.227	7.959	9.329	6.179	2.248	1.127	39.069
All	22.985	15.389	17.269	11.663	4.399	1.994	73.700

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1.050	1.205	1.100	826	381	247	4.809
Midlife - Young Kids	667	840	740	477	204	117	3.045
Midlife - Carefree	474	484	387	268	157	39	1.809
Mature	2.731	3.398	2.853	1.722	1.018	441	12.164
All	4.923	5.927	5.079	3.294	1.760	845	21.828

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

Polaris Plus Summary - Britannia



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

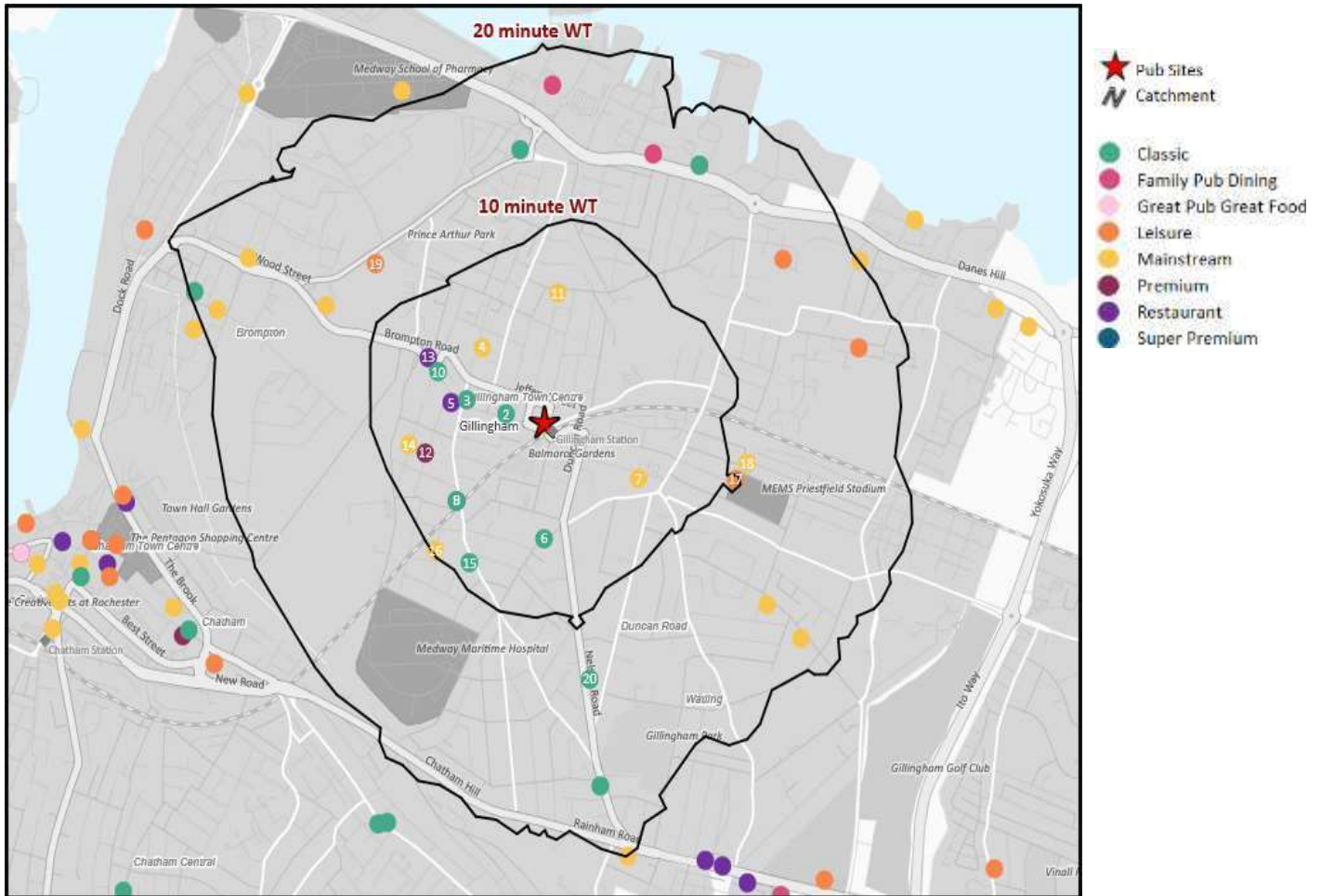
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	700	2,762	12,113	64	96	48
Medium	9,294	20,724	57,055	758	639	202
High	167	641	6,869	22	33	40
Midlife - Young Kids						
Low	94	304	2,279	15	18	16
Medium	0	629	21,895	0	48	193
High	0	0	1,101	0	0	37
Midlife - Carefree						
Low	116	955	7,897	24	76	72
Medium	0	1,466	56,483	0	70	307
High	0	54	4,038	0	4	34
Mature						
Low	743	1,534	27,867	49	39	80
Medium	0	19	21,052	0	0	52
High	0	162	35,708	0	4	92
Not Private Households	14	200	2,432	12	63	88
Total	11,128	29,450	256,789			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Britannia



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	Britannia	ME 7 1AJ	Star Pubs & Bars	Mainstream	2,9%	81,5%	0,00
1	Southern Belle	ME 7 1AJ	Independent Free	Mainstream	2,9%	60,6%	0,00
2	Gillingham Conservative Club	ME 7 1AU	Independent Free	Classic	8,1%	99,0%	0,10
3	Past And Present	ME 7 1HD	Independent Free	Classic	0,0%	0,0%	0,19
4	Scruffy Duck	ME 7 1LD	Independent Free	Mainstream	10,5%	97,7%	0,23
5	Tai Won Mein Noodle House	ME 7 1BJ	Independent Free	Restaurant	9,0%	77,9%	0,23
6	Fleur-De-Lis	ME 7 4RR	Stonegate Pub Company	Classic	0,1%	4,8%	0,25
7	Kent Ramgarhia Darbar	ME 7 4DG	Independent Free	Mainstream	0,0%	0,0%	0,25
8	New Shipa	ME 7 5TS	Independent Free	Restaurant	2,4%	75,1%	0,27
9	Canterbury Tales	ME 7 5TS	Stonegate Pub Company	Classic	1,6%	96,8%	0,27
10	Jaer Casanova	ME 7 1AZ	Independent Free	Classic	0,0%	0,0%	0,28
11	Frog and Toad	ME 7 1DR	*Other Small Retail Groups	Mainstream	1,4%	79,0%	0,29
12	Will Adams	ME 7 5EG	Independent Free	Premium	1,4%	88,0%	0,29
13	Hollywood Bowl Restaurant	ME 7 1BB	Independent Free	Restaurant	4,4%	86,5%	0,32
14	Napier Arms	ME 7 5ES	Independent Free	Mainstream	3,8%	90,1%	0,33
15	Palm Cottage Social Club	ME 7 5TU	Independent Free	Classic	0,8%	69,9%	0,35
16	St Marys Social Club	ME 7 5JB	Independent Free	Mainstream	1,5%	85,1%	0,38
17	Gillingham Football Club	ME 7 4DD	Independent Free	Leisure	48,6%	56,6%	0,47
18	Gills Supporters Club	ME 7 2PE	Independent Free	Mainstream	0,0%	0,0%	0,49
19	Prince Arthur I B C	ME 7 1UR	Independent Free	Leisure	0,1%	100,0%	0,54
20	Brasenose Club and Institute	ME 7 4LU	Independent Free	Classic	0,4%	11,8%	0,56

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

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Britannia

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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+	11.128	29.450	256.789
Number of Competition Pubs	21	37	311
Adults 18+ per Competition Pub	530	796	826

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	1.254	11,3%	144
Family Pub Dining	0	1.098	9,9%	109
Great Pub Great Food	0	1.376	12,4%	74
Leisure	2	1.001	9,0%	90
Mainstream	9	1.899	17,1%	122
Premium	1	1.653	14,9%	104
Restaurant	3	2.499	22,5%	98
Super Premium	0	334	3,0%	76

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	3.176	10,8%	138
Family Pub Dining	1	2.894	9,8%	108
Great Pub Great Food	0	3.752	12,7%	76
Leisure	4	2.695	9,2%	91
Mainstream	14	4.843	16,5%	118
Premium	1	4.328	14,7%	103
Restaurant	7	6.636	22,5%	98
Super Premium	0	924	3,1%	80

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	24	18.495	7,2%	92
Family Pub Dining	17	22.940	8,9%	98
Great Pub Great Food	13	42.658	16,6%	99
Leisure	61	26.158	10,2%	101
Mainstream	80	35.902	14,0%	100
Premium	55	38.650	15,1%	105
Restaurant	60	59.135	23,0%	100
Super Premium	1	10.367	4,0%	103

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	Midlife 'Parents' 35-54 year olds Children under 12 at home	Midlife 'Carefree' 35-54 year olds No children under 12 at home	Mature 55+ year olds																																													
	"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"																																													
	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: 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.																																																	
<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="10">Metropolitan</td><td colspan="5">Large Urban</td><td colspan="5">Small Urban</td><td colspan="5">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																													