

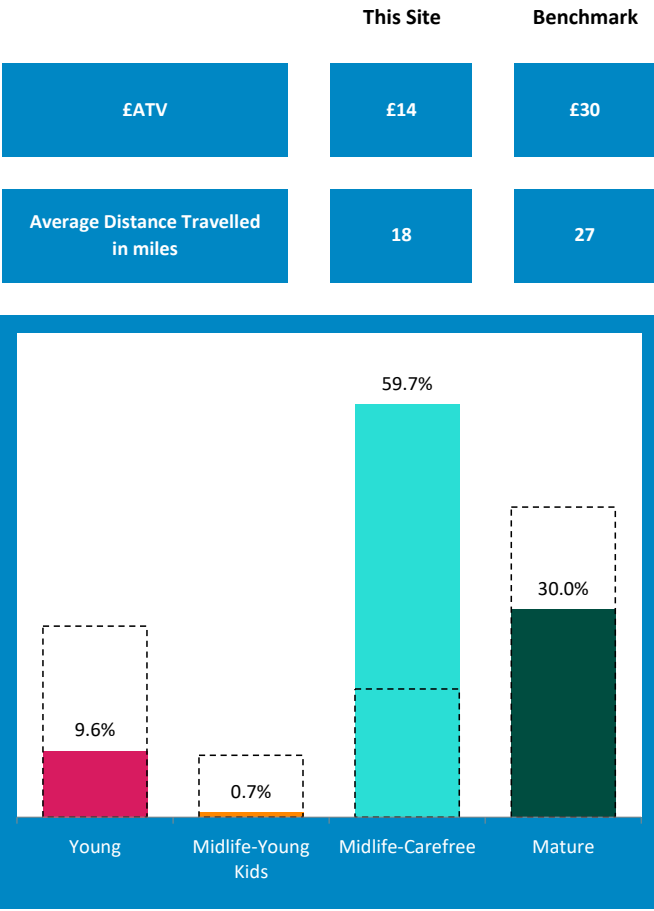
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1,679	5,344
Adult Pop		1,357	4,529
Affluence	Low	11%	33%
	Medium	57%	38%
	High	31%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		3%	16%
Mature		96%	44%
Competition Count		3	43

Visitors



Spend Profile



Catchment Summary - New Inn

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

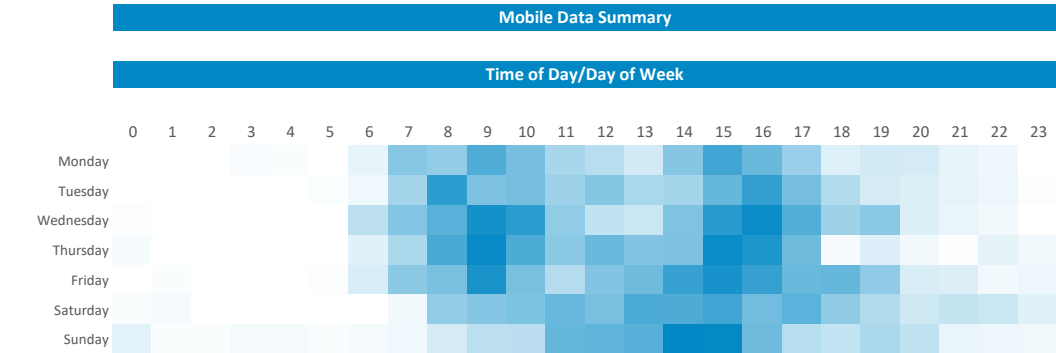
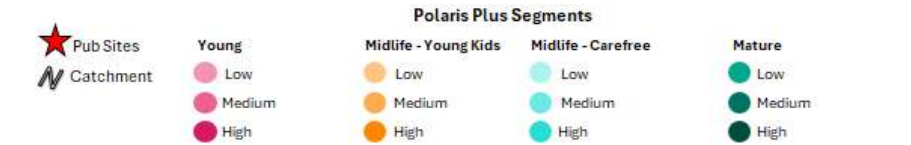
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	1,679	6,639	906,630	
Adults 18+	1,357	5,298	695,599	
Competition Pubs	3	11	1,251	
Adults 18+ per Competition Pub	452	482	556	
% Adults Likely to Drink	83.0%	82.0%	74.0%	
Affluence	Low	10.9%	43.4%	50.3%
	Medium	57.4%	43.0%	38.6%
	High	30.5%	13.4%	10.4%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)	£28,614	£23,714	£19,577	
Age Profile	18-24	134	425	93,158
	25-34	186	776	135,221
	35-44	191	846	128,887
	45-64	484	1,767	205,457
	65+	362	1,484	132,876

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
31	34	214
Pop. & Adl. 18+ index based on all pubs		
30	32	204
7	11	160
66	70	81
104	103	93
33	131	151
150	112	101
111	49	38
127	105	87
94	75	121
82	86	110
84	94	105
115	106	90
112	116	76



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Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	0	566	233,969	0	38	121
Midlife - Young Kids	0	38	152,017	0	7	200
Midlife - Carefree	40	866	83,225	19	104	76
Mature	1,301	3,812	220,967	217	162	72
Not Private Households	16	16	5,421	9,745	2,496	6,441
Total	1,357	5,298	695,599			



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Per Pub - New Inn

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

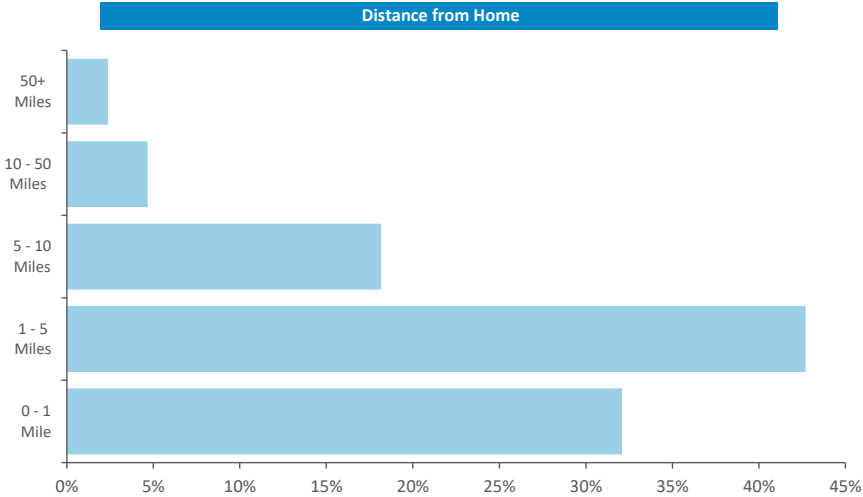
Adults 18+	1,357	5,298	695,599
Number of Competition Pubs	3	11	1,251
Adults 18+ per Competition Pub	452	482	556

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	77	5.7%	72
Family Pub Dining	0	113	8.3%	91
Great Pub Great Food	0	270	19.9%	119
Leisure	2	145	10.7%	107
Mainstream	0	189	13.9%	100
Premium	0	201	14.8%	104
Restaurant	0	297	21.9%	95
Super Premium	0	49	3.6%	92

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	456	8.6%	110
Family Pub Dining	0	534	10.1%	111
Great Pub Great Food	0	874	16.5%	99
Leisure	2	547	10.3%	103
Mainstream	3	834	15.8%	113
Premium	0	738	13.9%	97
Restaurant	1	1,141	21.5%	94
Super Premium	0	157	3.0%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	363	73,060	10.5%	134
Family Pub Dining	39	74,095	10.7%	117
Great Pub Great Food	53	98,199	14.1%	84
Leisure	197	68,515	9.9%	98
Mainstream	278	108,714	15.6%	112
Premium	86	92,374	13.3%	93
Restaurant	218	154,649	22.2%	97
Super Premium	16	20,541	3.0%	75



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Competition - New Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
14	Heathfield Farm	BD11 2HW	Greene King	Family Pub Dining	41.9%	1.03
12	Halfway House Inn	BD11 2EQ	Star Pubs & Bars	Classic	18.2%	1.01
8	Birkenshaw Liberal Club	BD11 2HT	Independent Free	Mainstream	11.4%	0.70
11	Nabwaab	BD 4 0SB	Independent Free	Restaurant	6.3%	0.93
17	Woodlands Hotel	BD12 7EZ	Punch Pub Company	Classic	4.5%	1.28
15	Greenwood Inn	BD 4 6DR	Stonegate Pub Company	Classic	3.7%	1.09
2	East Bierley Cricket Club	BD 4 6PJ	Independent Free	Leisure	3.2%	0.11
19	Savile Arms	BD19 4DX	Star Pubs & Bars	Mainstream	2.4%	1.36
13	Golden Fleece	BD11 2EQ	*Other Small Retail Groups	Mainstream	2.3%	1.01
5	Holme Lane Tavern	BD 4 9RR	Admiral Taverns Ltd	Classic	2.2%	0.66
6	Tong Liberal Club	BD 4 9RR	Independent Free	Classic	1.4%	0.66
0	New Inn	BD 4 6PP	Star Pubs & Bars	Classic	1.0%	0.00
1	East Bierley Golf Club	BD 4 6PP	Independent Free	Leisure	0.9%	0.00
7	Vault 768	BD11 2AE	Independent Free	Mainstream	0.6%	0.69
3	Tong Conservative Club	BD 4 6NA	Independent Free	Classic	0.1%	0.57
4	George Iv	BD11 2AH	Independent Free	Mainstream	0.0%	0.63
9	Holmewood Bound	BD 4 9SA	Independent Free	Classic	0.0%	0.83
10	Six Acres	BD 4 0SF	Independent Free	Classic	0.0%	0.92
16	Buzz Bingo	BD 4 9LU	Buzz Group Limited	Leisure	0.0%	1.27
18	Tapestry Arts	BD 4 9NW	Independent Free	Leisure	0.0%	1.35
20	Drub Lane Working Mens Club	BD19 4BZ	Independent Free	Mainstream	0.0%	1.39

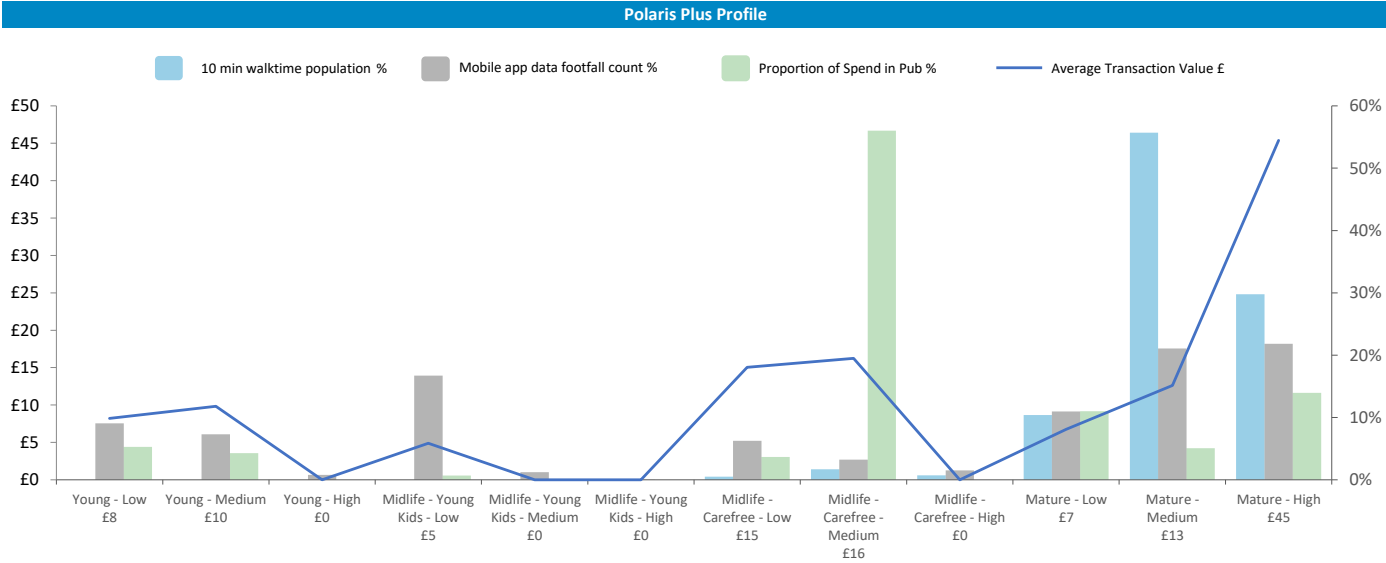
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - New Inn



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
8214	New Inn	BD 4 6PP	Star Pubs & Bars	Classic	5



See the Glossary page for further information on the above variables

Catchment Summary - New Inn

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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	1,679	6,639	906,630	31	34	214
Adults 18+	1,357	5,298	695,599	30	32	204
Competition Pubs	3	11	1,251	7	11	160
Adults 18+ per Competition Pub	452	482	556	66	70	81
% Adults Likely to Drink	83.0%	82.0%	74.0%	104	103	93

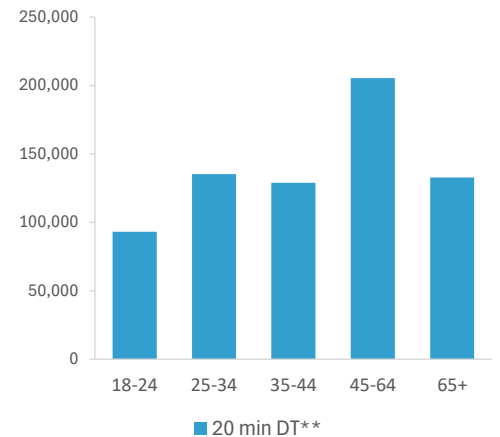
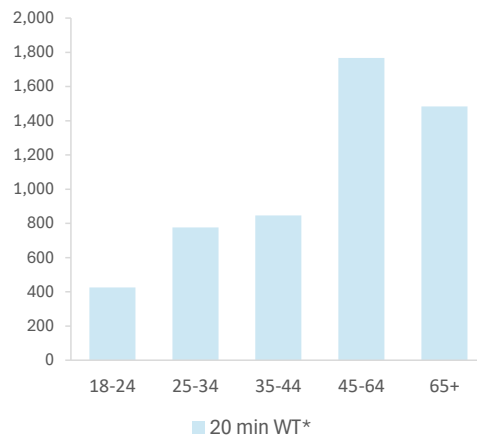
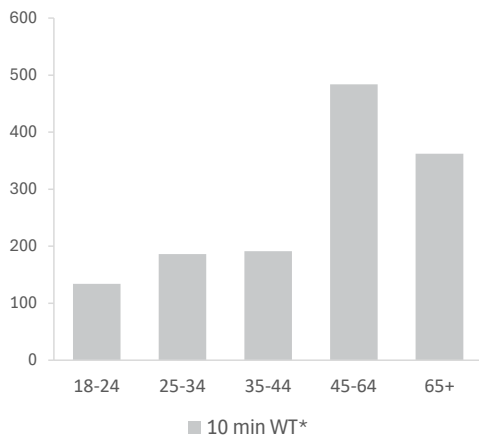
Population & Adults 18+ index is based on all pubs

Affluence	Low	10.9%	43.4%	50.3%	33	131	151
	Medium	57.4%	43.0%	38.6%	150	112	101
	High	30.5%	13.4%	10.4%	111	49	38

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£28,614	£23,714	£19,577	127	105	87
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Age Profile	18-24	134	425	93,158	94	75	121
	25-34	186	776	135,221	82	86	110
	35-44	191	846	128,887	84	94	105
	45-64	484	1,767	205,457	115	106	90
	65+	362	1,484	132,876	112	116	76

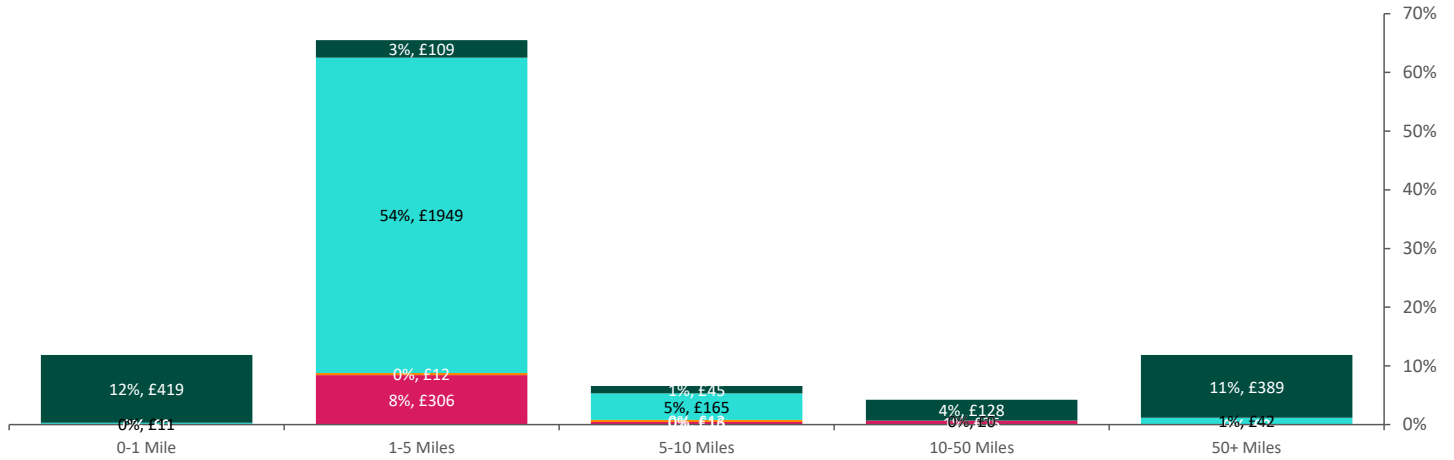


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	826 (49%)	3,198 (48%)	446,513 (49%)	100	98	100
	Female	853 (51%)	3,441 (52%)	460,117 (51%)	100	102	100
Economic Status (16+)	Employed: Full-time	521 (37%)	1,967 (36%)	238,761 (33%)	110	106	97
	Employed: Part-time	172 (12%)	685 (13%)	90,345 (13%)	103	105	105
	Self employed	139 (10%)	437 (8%)	54,180 (8%)	108	86	81
	Unemployed	15 (1%)	138 (3%)	23,918 (3%)	39	92	121
	Full-time student	23 (2%)	102 (2%)	19,064 (3%)	66	75	106
	Retired	362 (26%)	1,390 (25%)	129,061 (18%)	120	117	82
	Other	159 (11%)	735 (13%)	165,104 (23%)	64	76	129
Total Worker Count		288	4,658	399,682			

See the Glossary page for further information on the above variables

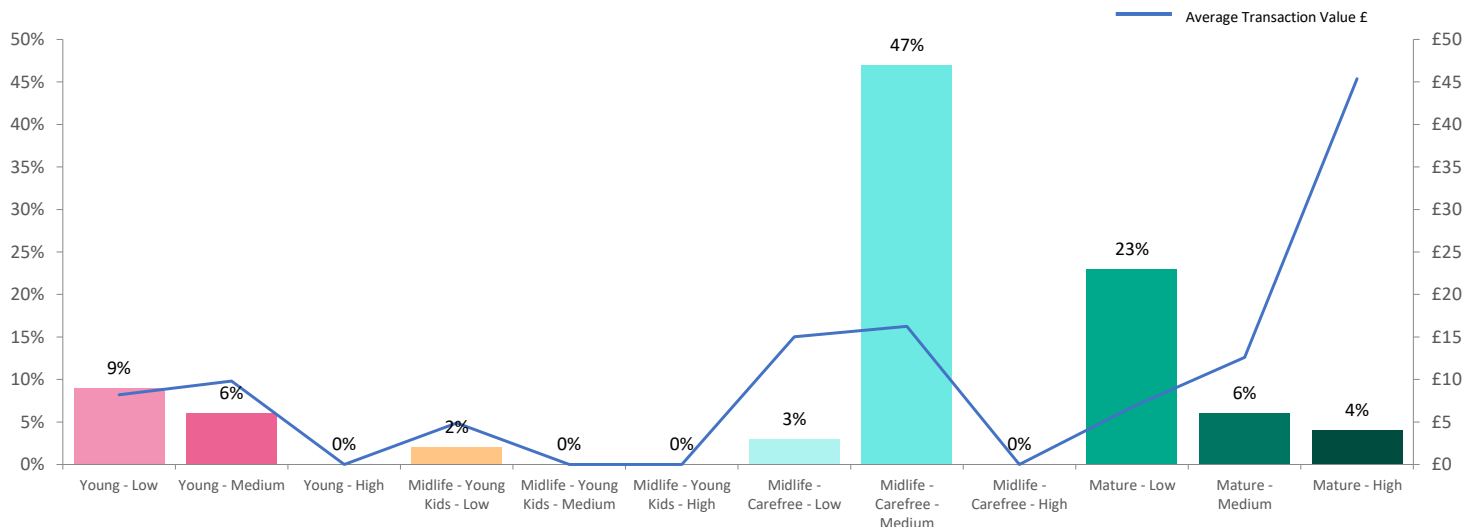
Transactional Data Summary - New Inn

Spend by Polaris and Distance from Home



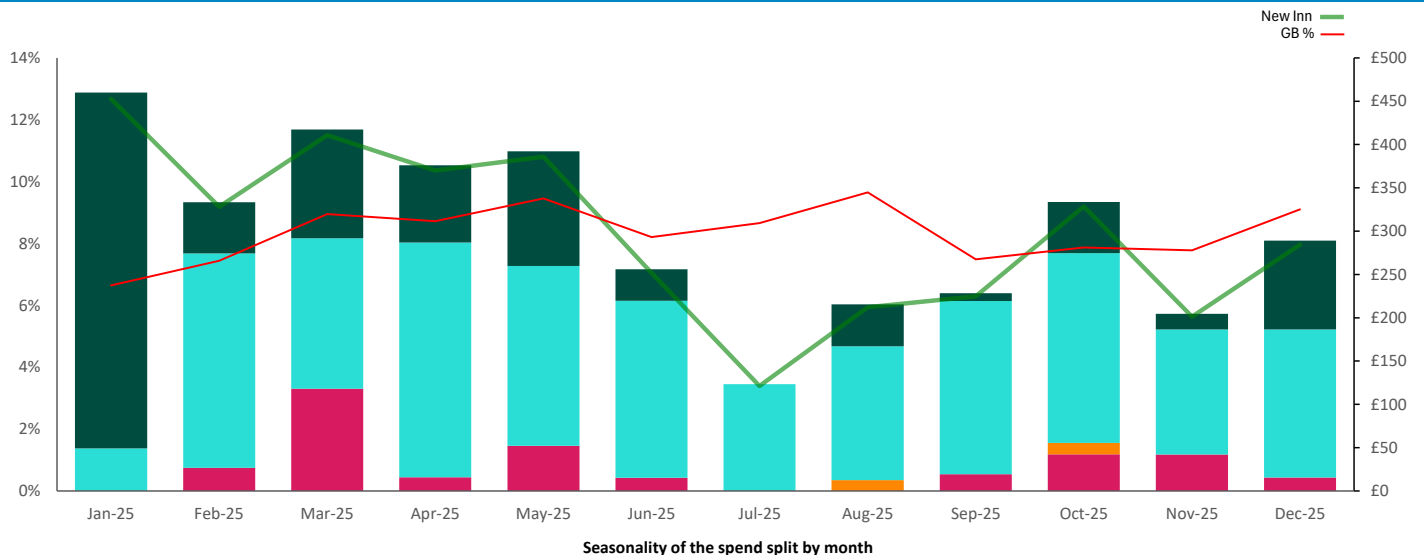
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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

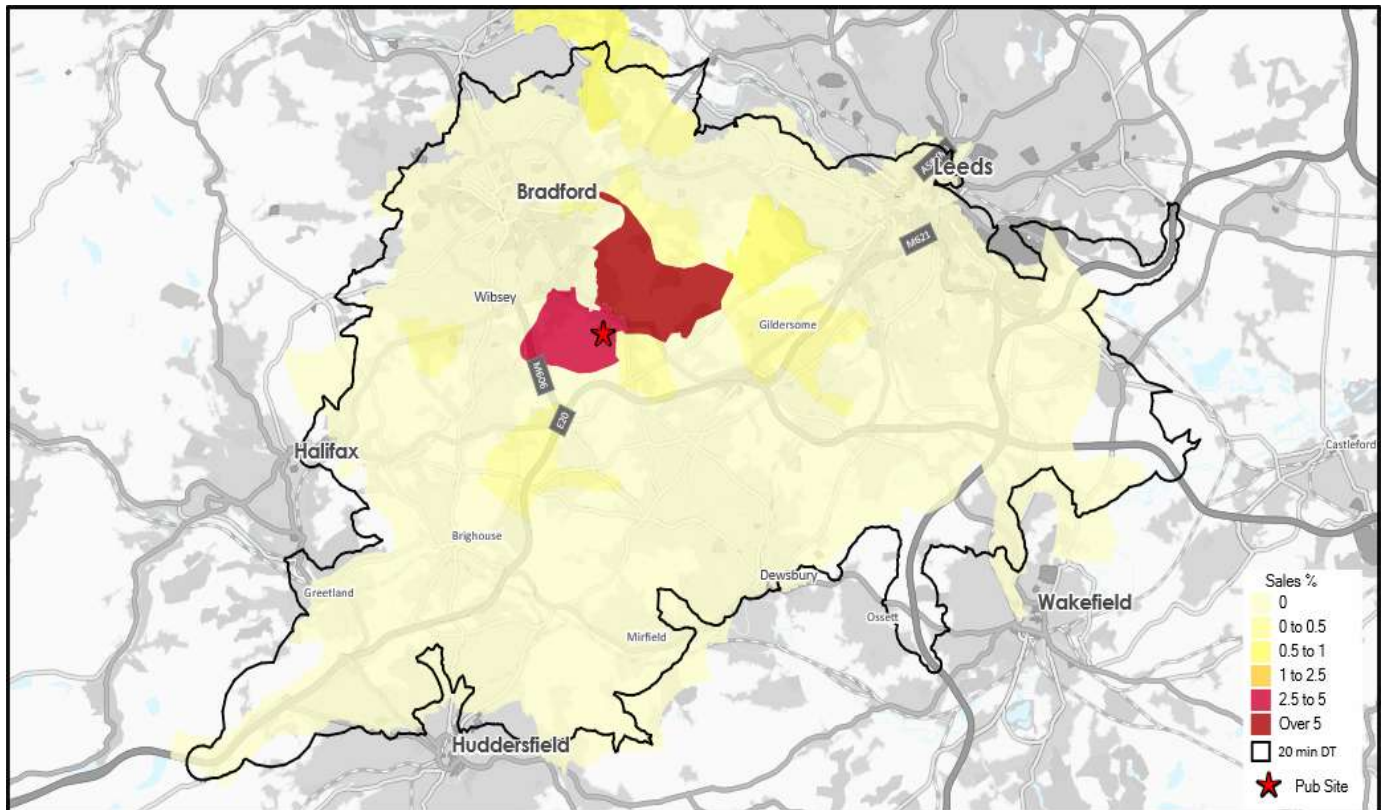


Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

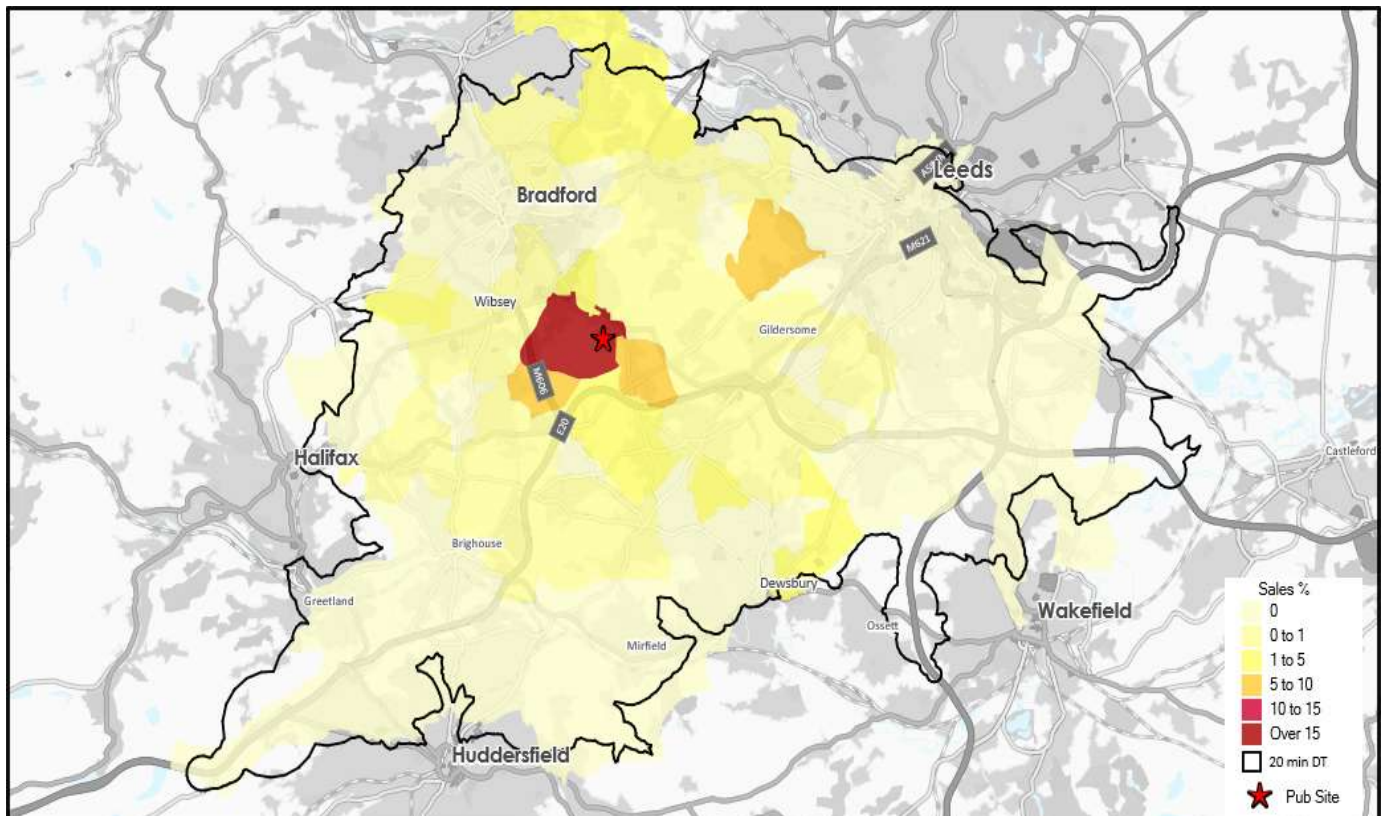


New Inn Share of Spend from Postcode Sectors within 20 minute Drive



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

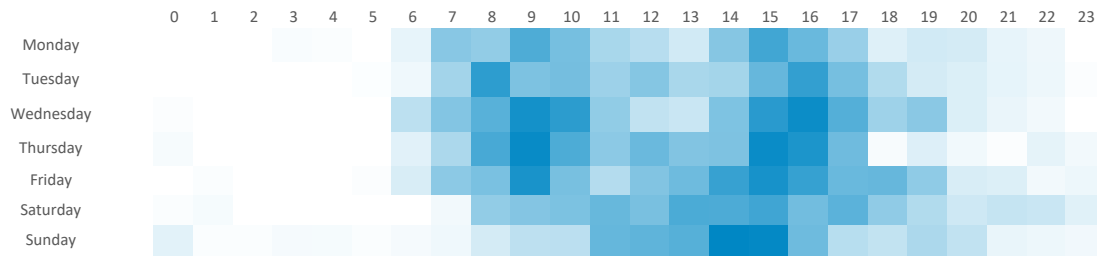
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of New Inn



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

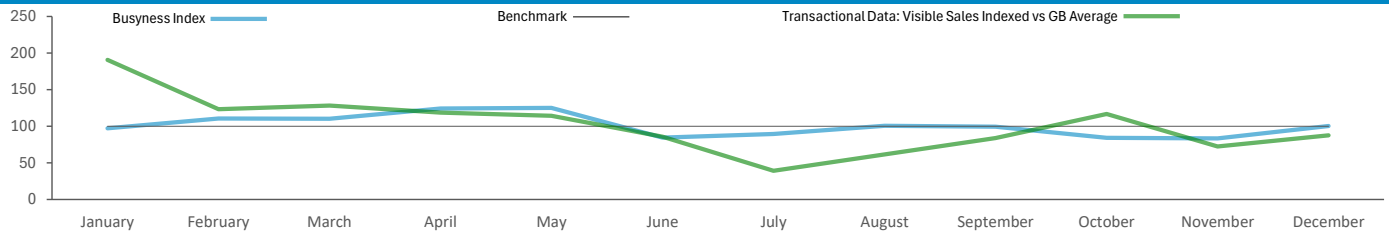
Mobile Data Summary - New Inn

Time of Day/Day of Week



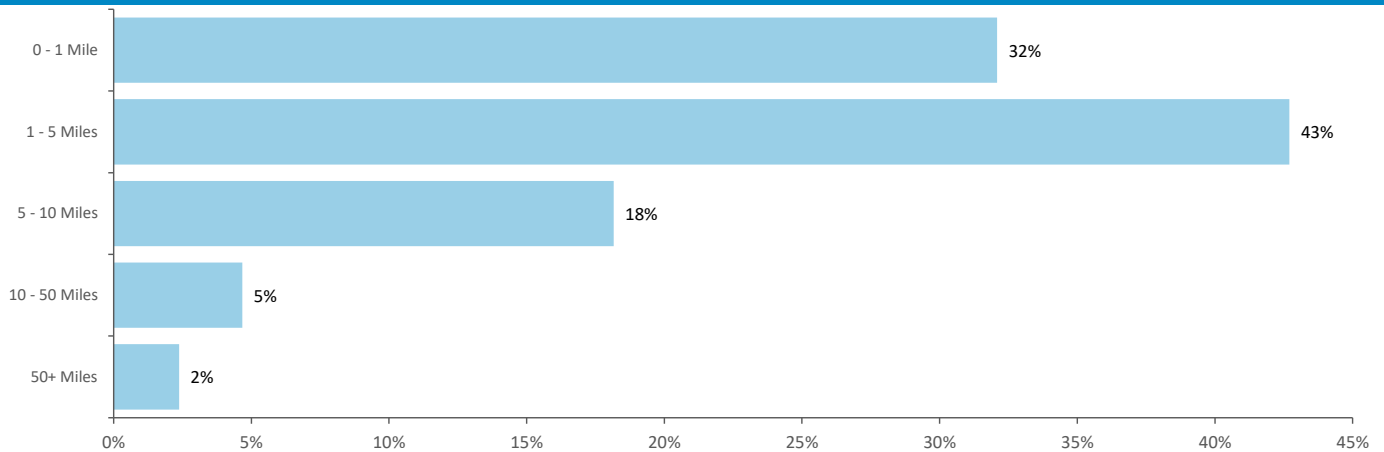
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

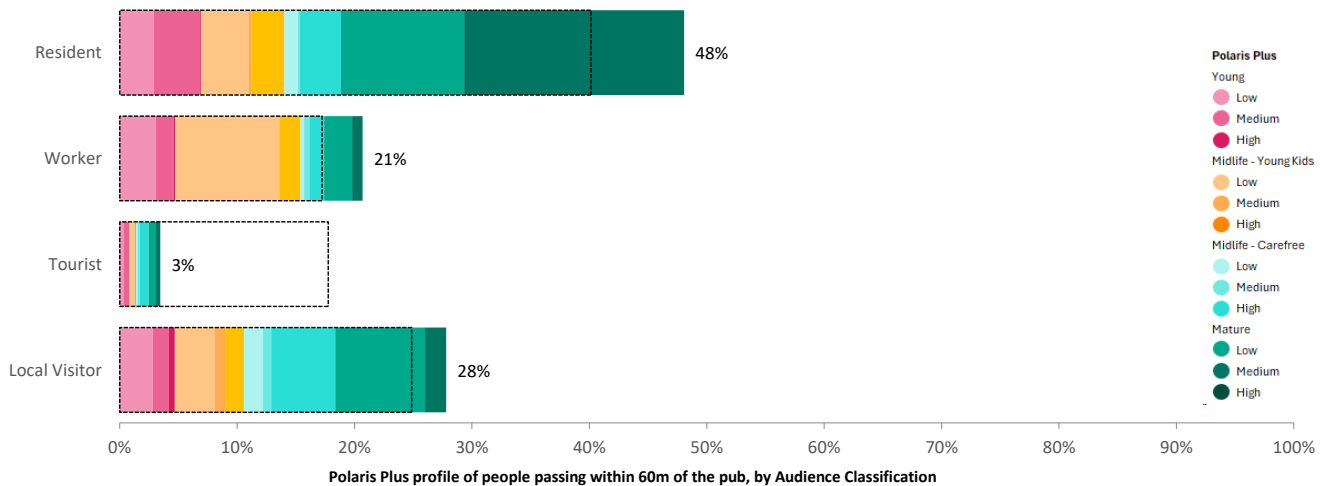
Distance from Home



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

Audience Classification by Polaris Plus

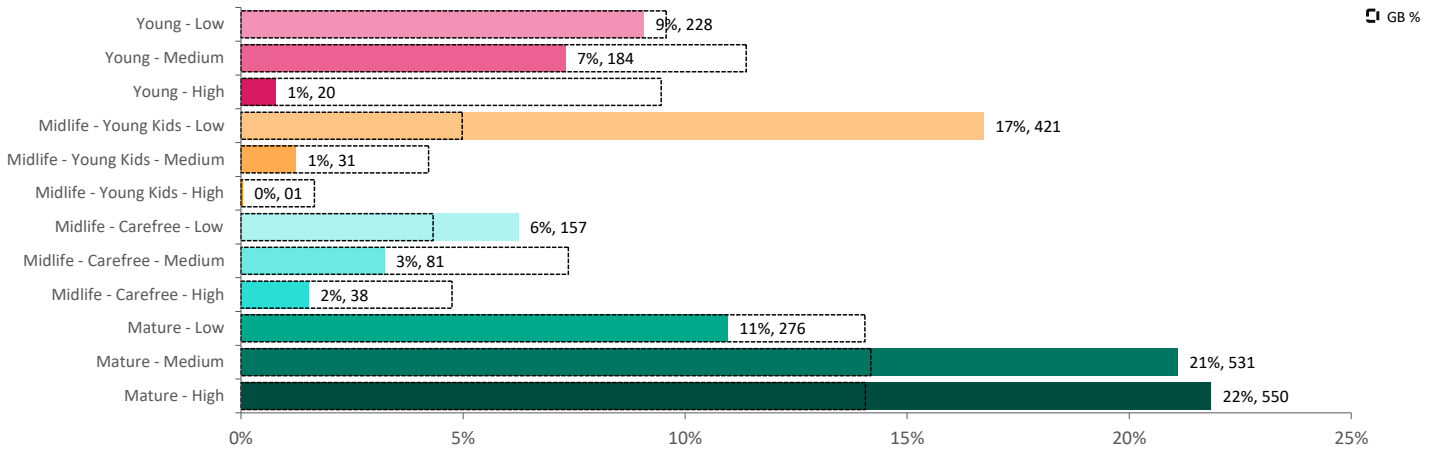
Base: GB



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

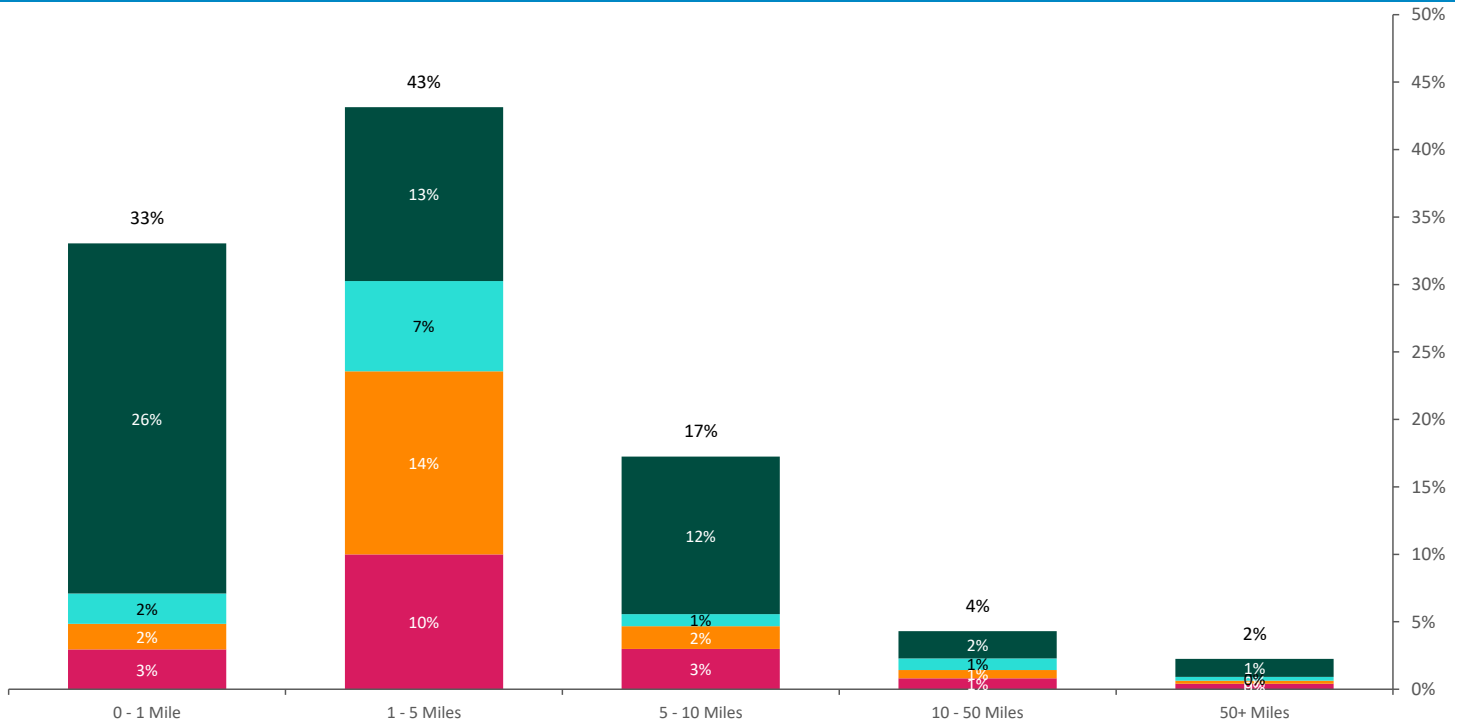
Mobile Data Summary - New Inn

Polaris Plus Profile



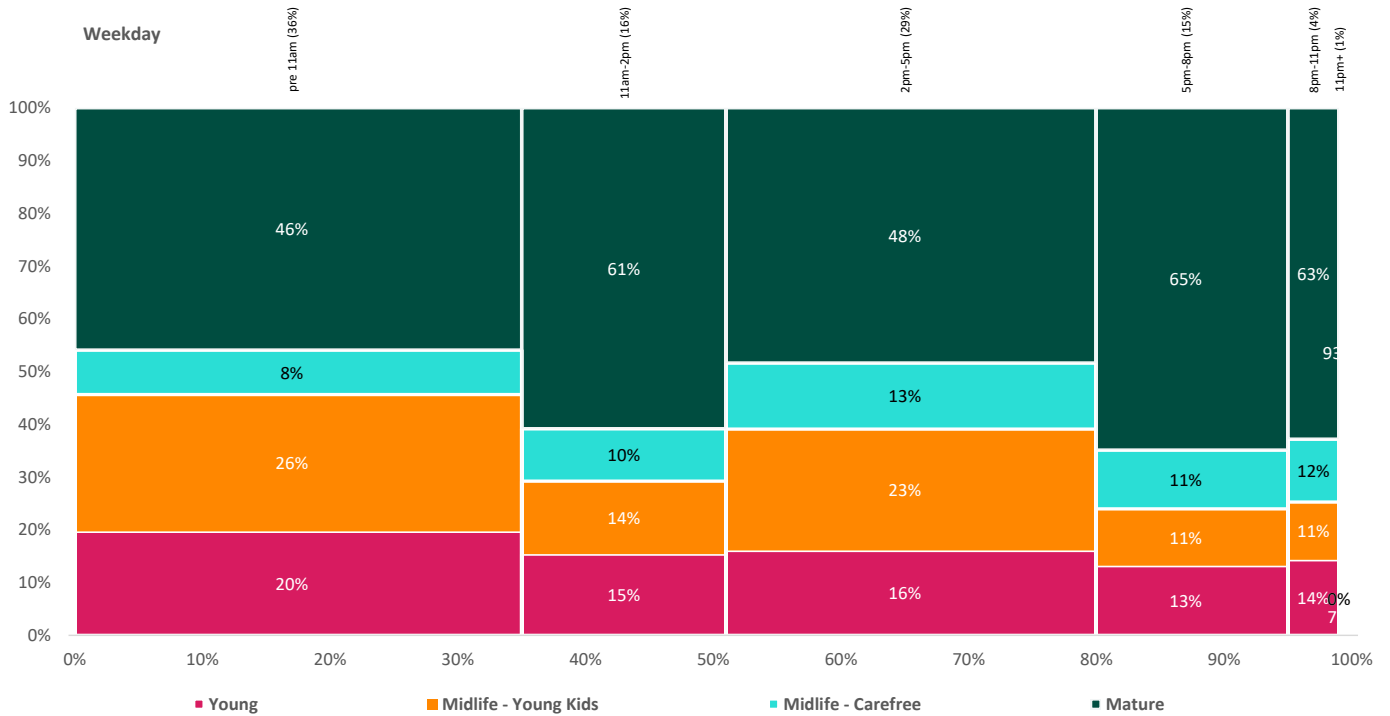
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



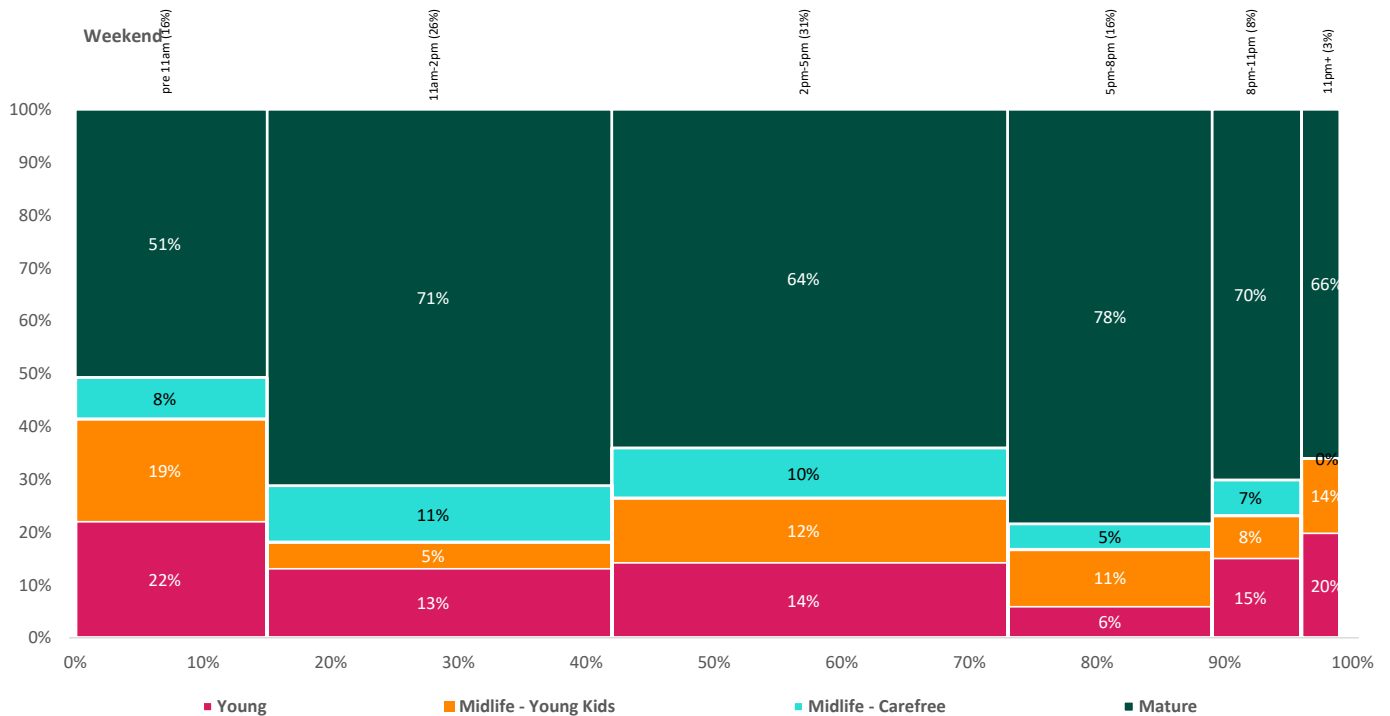
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	359	209	309	217	55	13	1,162
Midlife - Carefree	66	34	80	37	10	0	228
Midlife - Young Kids	203	48	147	36	9	0	443
Young	154	53	103	44	12	1	368
All	782	344	640	335	87	14	2,201

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

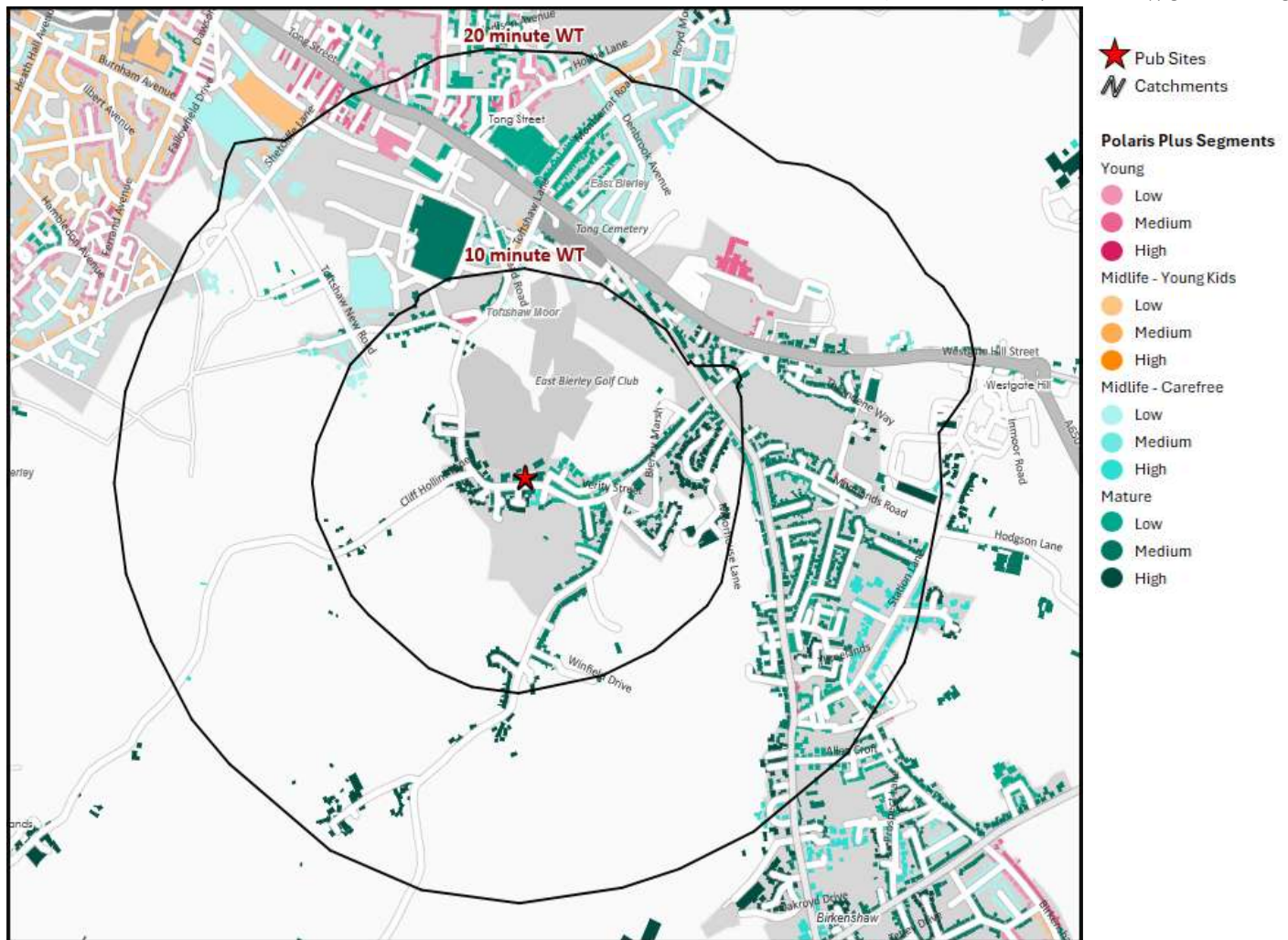


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	66	154	165	103	43	18	549
Midlife - Young Kids	10	23	25	6	4	0	69
Midlife - Carefree	25	10	31	14	5	4	89
Mature	29	29	37	8	9	5	117
All	129	217	257	131	62	27	823

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

Polaris Plus Summary - New Inn

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	345	117,573	0	66	172
Medium	0	221	97,448	0	38	127
High	0	0	18,948	0	0	41
Midlife - Young Kids						
Low	0	38	105,208	0	13	270
Medium	0	0	46,777	0	0	152
High	0	0	32	0	0	0
Midlife - Carefree						
Low	7	539	46,063	12	239	155
Medium	23	184	28,393	24	49	57
High	10	143	8,769	16	59	28
Mature						
Low	141	1,375	80,689	77	192	86
Medium	756	1,872	95,754	355	225	88
High	404	565	44,524	198	71	43
Not Private Households	16	16	5,421	110	28	73
Total	1,357	5,298	695,599			

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - New Inn



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	New Inn	BD 4 6PP	Star Pubs & Bars	Classic	1.0%	77.1%	0.00
1	East Bierley Golf Club	BD 4 6PP	Independent Free	Leisure	0.9%	88.7%	0.00
2	East Bierley Cricket Club	BD 4 6PJ	Independent Free	Leisure	3.2%	86.8%	0.11
3	Tong Conservative Club	BD 4 6NA	Independent Free	Classic	0.1%	76.7%	0.57
4	George Iv	BD11 2AH	Independent Free	Mainstream	0.0%	0.0%	0.63
5	Holme Lane Tavern	BD 4 9RR	Admiral Taverns Ltd	Classic	2.2%	93.4%	0.66
6	Tong Liberal Club	BD 4 9RR	Independent Free	Classic	1.4%	98.5%	0.66
7	Vault 768	BD11 2AE	Independent Free	Mainstream	0.6%	81.6%	0.69
8	Birkenshaw Liberal Club	BD11 2HT	Independent Free	Mainstream	11.4%	97.6%	0.70
9	Holmewood Bound	BD 4 9SA	Independent Free	Classic	0.0%	0.0%	0.83
10	Six Acres	BD 4 0SF	Independent Free	Classic	0.0%	0.0%	0.92
11	Nabwaab	BD 4 0SB	Independent Free	Restaurant	6.3%	93.6%	0.93
12	Halfway House Inn	BD11 2EQ	Star Pubs & Bars	Classic	18.2%	84.3%	1.01
13	Golden Fleece	BD11 2EQ	*Other Small Retail Groups	Mainstream	2.3%	90.8%	1.01
14	Heathfield Farm	BD11 2HW	Greene King	Family Pub Dining	41.9%	81.5%	1.03
15	Greenwood Inn	BD 4 6DR	Stonegate Pub Company	Classic	3.7%	88.7%	1.09
16	Buzz Bingo	BD 4 9LU	Buzz Group Limited	Leisure	0.0%	0.0%	1.27
17	Woodlands Hotel	BD12 7EZ	Punch Pub Company	Classic	4.5%	92.6%	1.28
18	Tapestry Arts	BD 4 9NW	Independent Free	Leisure	0.0%	0.0%	1.35
19	Savile Arms	BD19 4DX	Star Pubs & Bars	Mainstream	2.4%	74.6%	1.36
20	Drub Lane Working Mens Club	BD19 4BZ	Independent Free	Mainstream	0.0%	0.0%	1.39

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 - New Inn

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Over GB Average
Around GB Average
Under GB Average

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Great Pub Great Food	53	98,199	14.1%	84
Leisure	197	68,515	9.9%	98
Mainstream	278	108,714	15.6%	112
Premium	86	92,374	13.3%	93
Restaurant	218	154,649	22.2%	97
Super Premium	16	20,541	3.0%	75

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.	