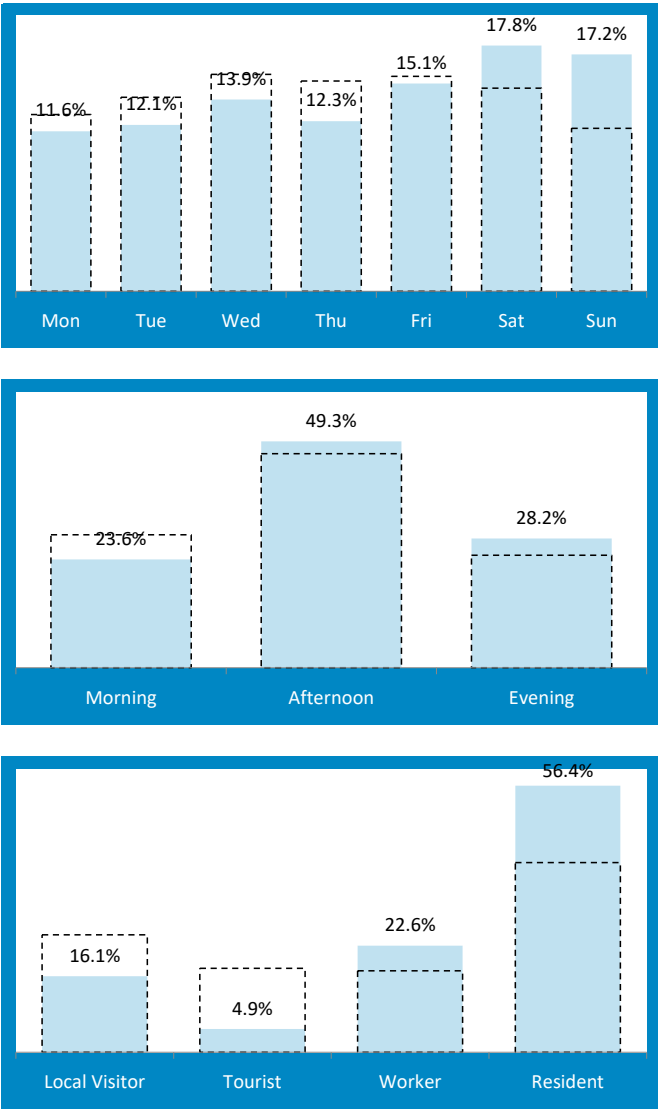


Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,687	5,344
Adult Pop		2,202	4,529
Affluence	Low	15%	33%
	Medium	59%	38%
	High	26%	27%
Young		10%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		5%	16%
Mature		85%	44%
Competition Count		5	43

Visitors



Spend Profile



Catchment Summary - Old Pond

Over GB Average

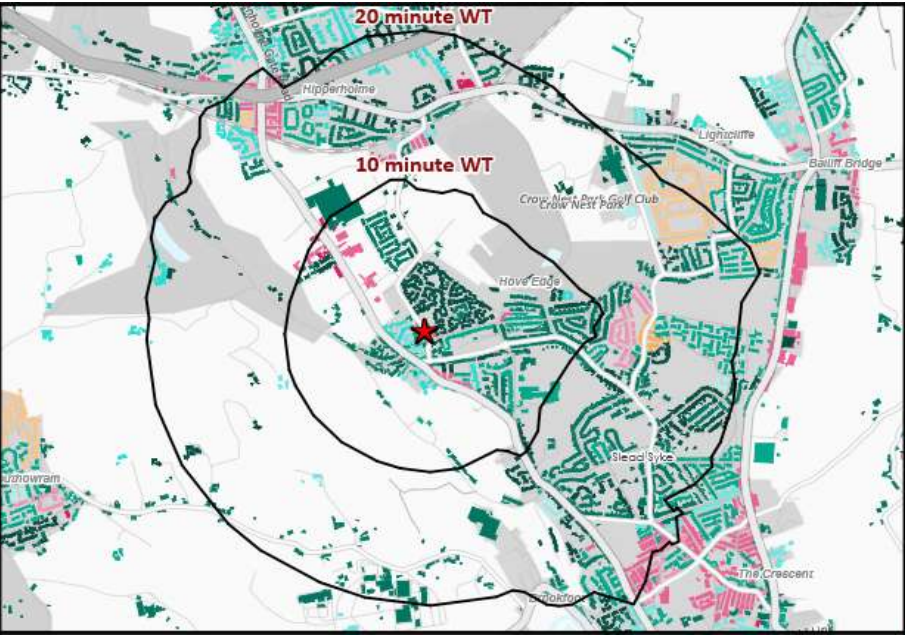
Around GB Average

Under GB Average

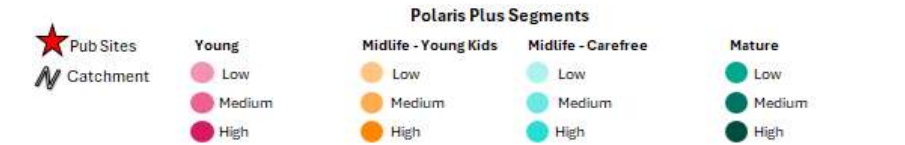
*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	2,687	9,424	637,947	
Adults 18+	2,202	7,695	490,531	
Competition Pubs	5	10	847	
Adults 18+ per Competition Pub	440	770	579	
% Adults Likely to Drink	83.0%	82.0%	76.0%	
Affluence	Low	15.3%	26.5%	50.1%
	Medium	58.9%	51.1%	39.1%
	High	25.8%	22.3%	10.2%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)	£27,820	£24,929	£20,203	
Age Profile	18-24	140	581	55,649
	25-34	244	926	86,760
	35-44	344	1,098	88,881
	45-64	763	2,639	153,662
	65+	711	2,451	105,579
Index vs GB Average				
10 min WT*	20 min WT*	20 min DT**		
50	48	150		
Pop. & Adl. 18+ index based on all pubs				
49	47	144		
12	10	108		
64	112	85		
104	103	95		
46	80	151		
154	134	102		
94	81	37		
123	110	89		
61	72	102		
67	73	101		
95	86	103		
113	111	96		
137	135	86		



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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	215	1,009	152,643	35	47	112
Midlife - Young Kids	0	297	90,011	0	35	168
Midlife - Carefree	120	385	58,603	35	32	76
Mature	1,867	5,995	185,886	191	176	86
Not Private Households	0	9	3,388	0	967	5,709
Total	2,202	7,695	490,531			



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Per Pub - Old Pond

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

Adults 18+	2,202	7,695	490,531
Number of Competition Pubs	5	10	847
Adults 18+ per Competition Pub	440	770	579

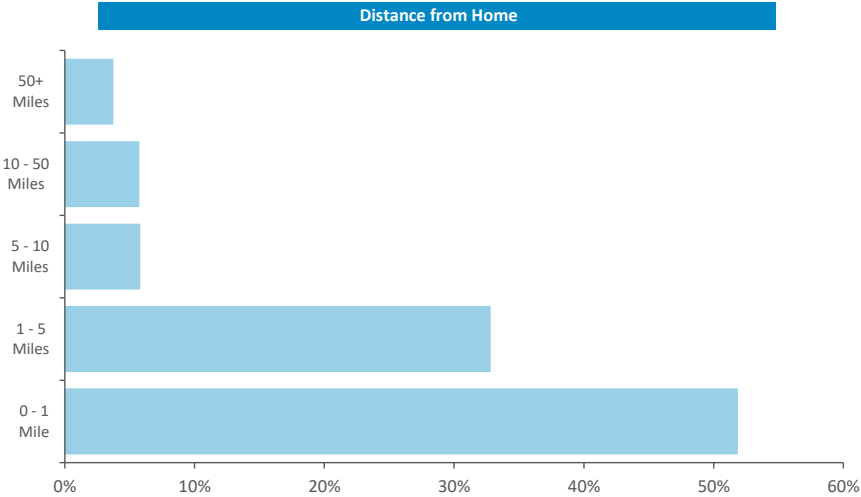
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	142	6.4%	82
Family Pub Dining	0	192	8.7%	96
Great Pub Great Food	0	417	19.0%	113
Leisure	2	233	10.6%	105
Mainstream	2	320	14.5%	104
Premium	1	330	15.0%	105
Restaurant	0	489	22.2%	96
Super Premium	0	80	3.6%	92

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	580	7.5%	96
Family Pub Dining	0	717	9.3%	102
Great Pub Great Food	0	1,370	17.8%	106
Leisure	4	801	10.4%	104
Mainstream	3	1,158	15.1%	108
Premium	2	1,112	14.5%	101
Restaurant	1	1,689	22.0%	95
Super Premium	0	258	3.4%	85

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	319	51,421	10.5%	134
Family Pub Dining	32	52,379	10.7%	117
Great Pub Great Food	18	70,245	14.3%	86
Leisure	152	48,659	9.9%	99
Mainstream	198	77,580	15.8%	113
Premium	24	64,989	13.3%	93
Restaurant	104	107,851	22.0%	96
Super Premium	0	13,991	2.9%	73



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Competition - Old Pond



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
2	Dusty Miller	HD 6 2PB	Admiral Taverns Ltd	Mainstream	17.0%	0.07
18	Caffe Bardolino	HX 3 8JQ	Independent Free	Great Pub Gre.	13.4%	1.03
7	Sun Inn	HX 3 8TH	Stonegate Pub Company	Classic	12.0%	0.71
19	Hare and Hounds	HX 3 8JQ	Stonegate Pub Company	Mainstream	11.8%	1.03
17	Brighouse Sports Club	HD 6 4LX	Independent Free	Classic	9.7%	1.01
16	White Horse Inn	HX 3 8SX	Stonegate Pub Company	Premium	9.5%	1.01
4	Crow Nest Park Golf Club	HD 6 2LN	Independent Free	Leisure	7.5%	0.36
0	Old Pond	HD 6 2PL	Star Pubs & Bars	Mainstream	5.5%	0.00
11	Travellers Inn	HX 3 8HN	Ossett Brewery	Mainstream	5.1%	0.91
5	Cock Of The North	HX 3 8EF	Independent Free	Premium	2.6%	0.47
1	Brighouse Town Football Club	HD 6 2PL	Independent Free	Leisure	1.7%	0.00
3	Hove Edge Bowling and Working	HD 6 2QJ	Independent Free	Leisure	1.4%	0.14
20	Southowram Cricket Club	HX 3 9TR	Independent Free	Leisure	1.0%	1.07
9	Lightcliffe Golf Club	HX 3 8SW	Independent Free	Leisure	0.7%	0.83
15	Royal Saffron	HD 6 4AS	Independent Free	Restaurant	0.6%	0.96
12	Prince Albert Inn	HD 6 2AZ	Wellington	Classic	0.3%	0.92
6	Lightcliffe Club	HX 3 8AU	Independent Free	Premium	0.0%	0.61
8	Mamma Napoli	HX 3 8EW	Independent Free	Restaurant	0.0%	0.82
10	Crown Hotel	HD 6 2DR	Stonegate Pub Company	Mainstream	0.0%	0.91
13	Lane Head Hotel	HD 6 2AL	Independent Free	Mainstream	0.0%	0.94
14	Beck	HD 6 4AS	Stonegate Pub Company	Mainstream	0.0%	0.96

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

Catchment Summary - Old Pond

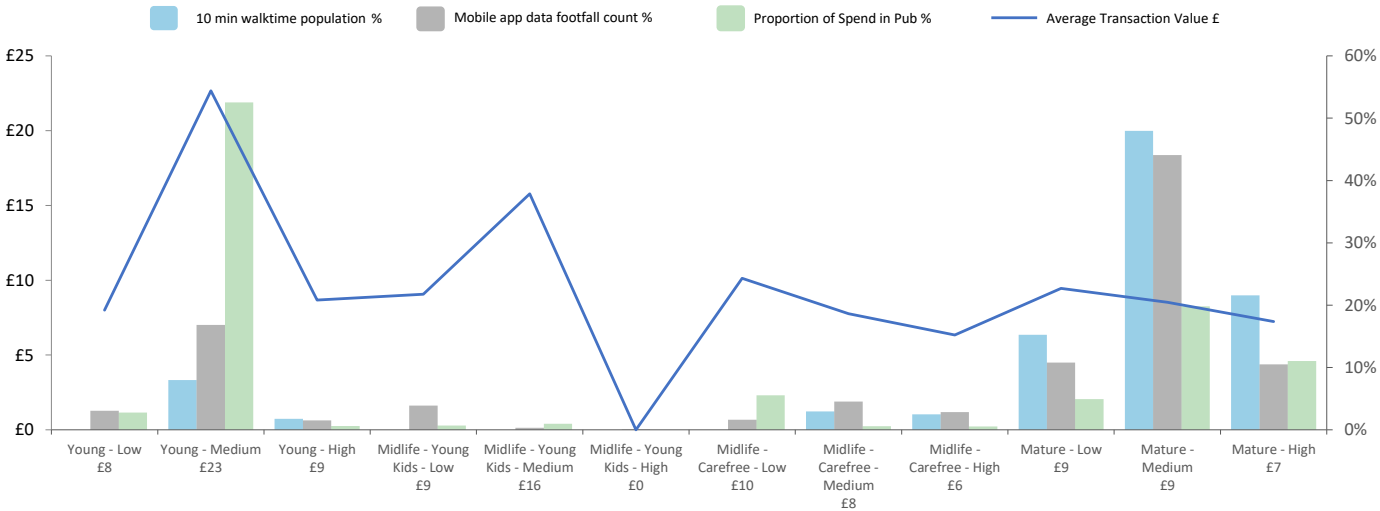


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
53644	Old Pond	HD 6 2PL	Star Pubs & Bars	Mainstream	8



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Old Pond

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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	2,687	9,424	637,947	50	48	150
Adults 18+	2,202	7,695	490,531	49	47	144
Competition Pubs	5	10	847	12	10	108
Adults 18+ per Competition Pub	440	770	579	64	112	85
% Adults Likely to Drink	83.0%	82.0%	76.0%	104	103	95

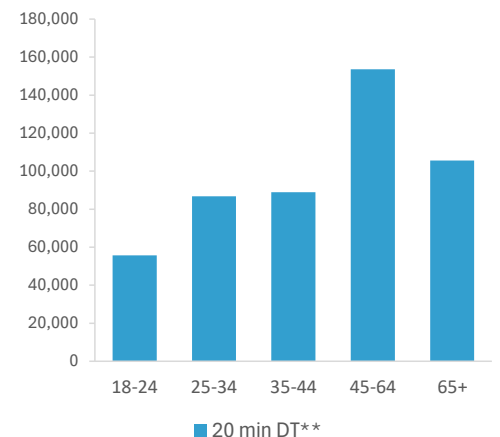
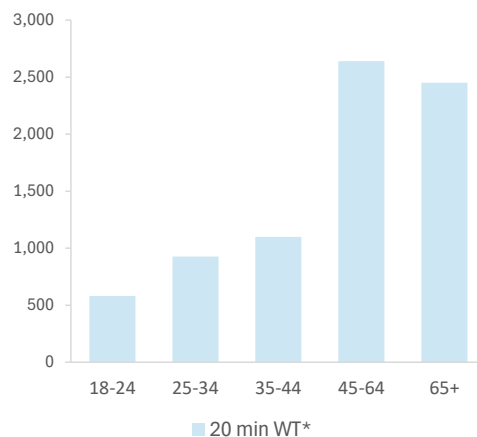
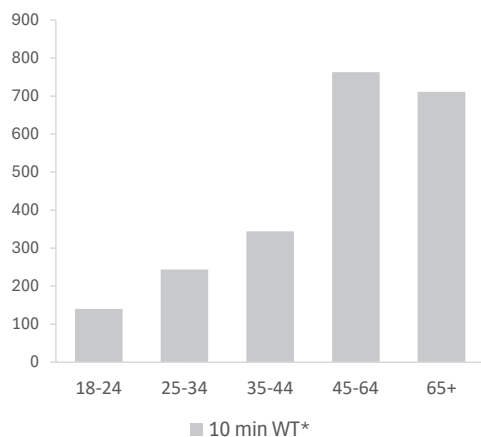
Population & Adults 18+ index is based on all pubs

Affluence	Low	15.3%	26.5%	50.1%	46	80	151
	Medium	58.9%	51.1%	39.1%	154	134	102
	High	25.8%	22.3%	10.2%	94	81	37

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£27,820	£24,929	£20,203	123	110	89
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Age Profile	18-24	140	581	55,649	61	72	102
	25-34	244	926	86,760	67	73	101
	35-44	344	1,098	88,881	95	86	103
	45-64	763	2,639	153,662	113	111	96
	65+	711	2,451	105,579	137	135	86

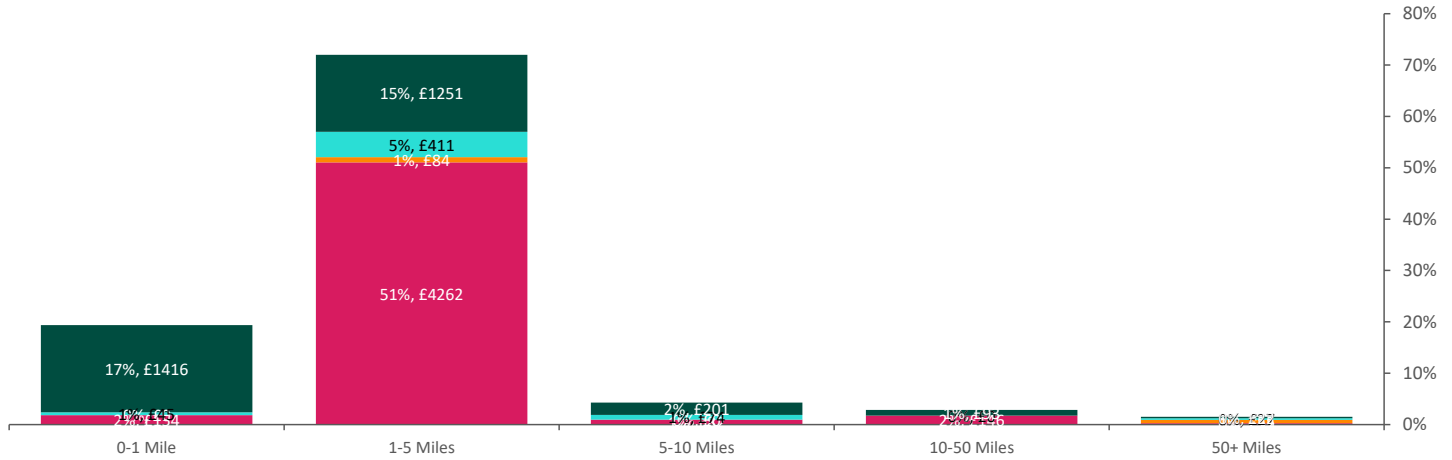


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,285 (48%)	4,486 (48%)	313,290 (49%)	98	97	100
	Female	1,402 (52%)	4,938 (52%)	324,657 (51%)	102	103	100
Economic Status (16+)	Employed: Full-time	834 (37%)	2,648 (33%)	165,916 (33%)	109	98	96
	Employed: Part-time	292 (13%)	985 (12%)	64,561 (13%)	108	104	106
	Self employed	195 (9%)	637 (8%)	39,347 (8%)	93	87	84
	Unemployed	31 (1%)	138 (2%)	16,010 (3%)	50	63	115
	Full-time student	22 (1%)	111 (1%)	12,043 (2%)	39	56	95
	Retired	674 (30%)	2,373 (30%)	102,549 (20%)	137	138	93
	Other	206 (9%)	1,040 (13%)	107,559 (21%)	51	74	119
Total Worker Count		812	3,322	261,817			

See the Glossary page for further information on the above variables

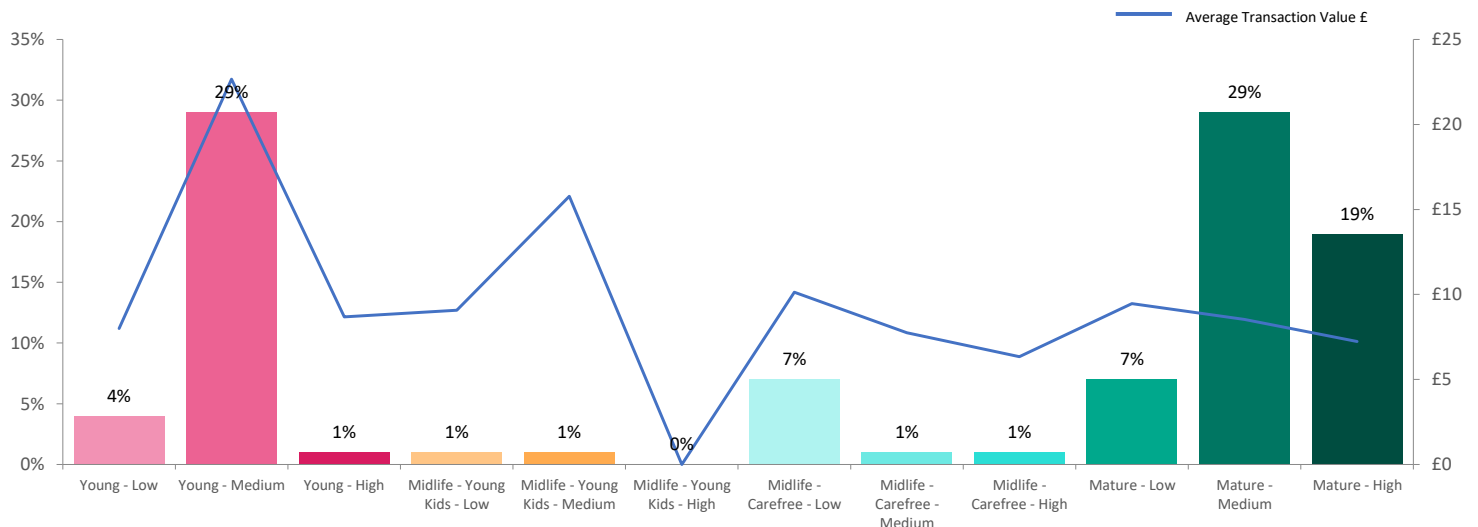
Transactional Data Summary - Old Pond

Spend by Polaris and Distance from Home



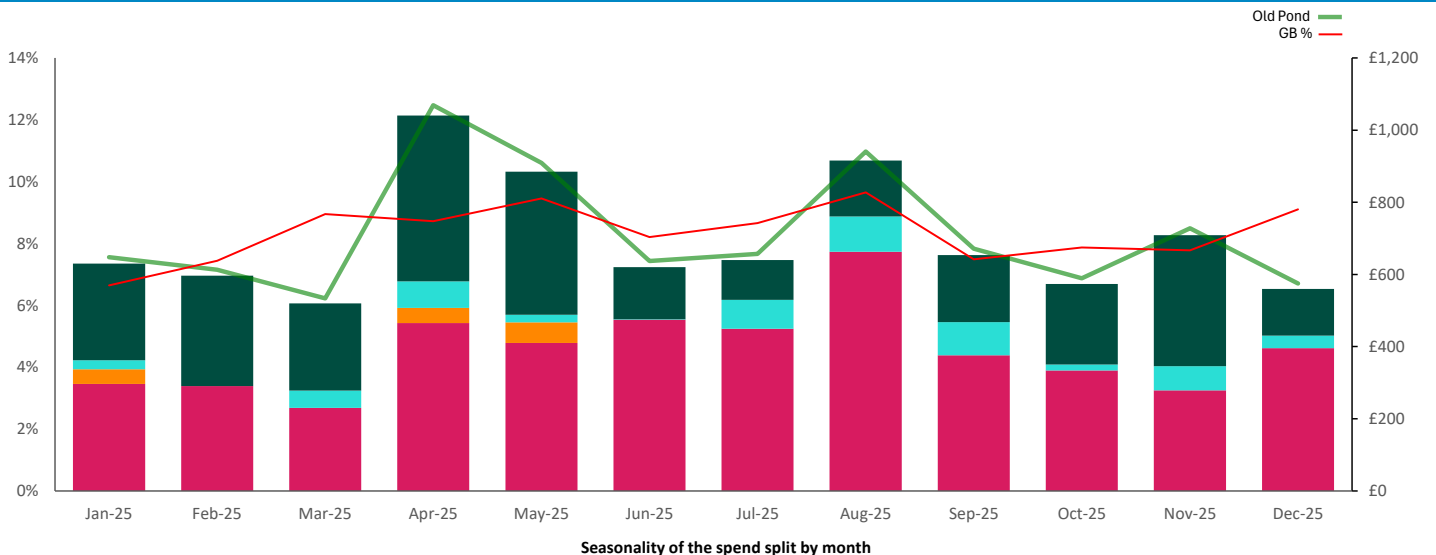
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



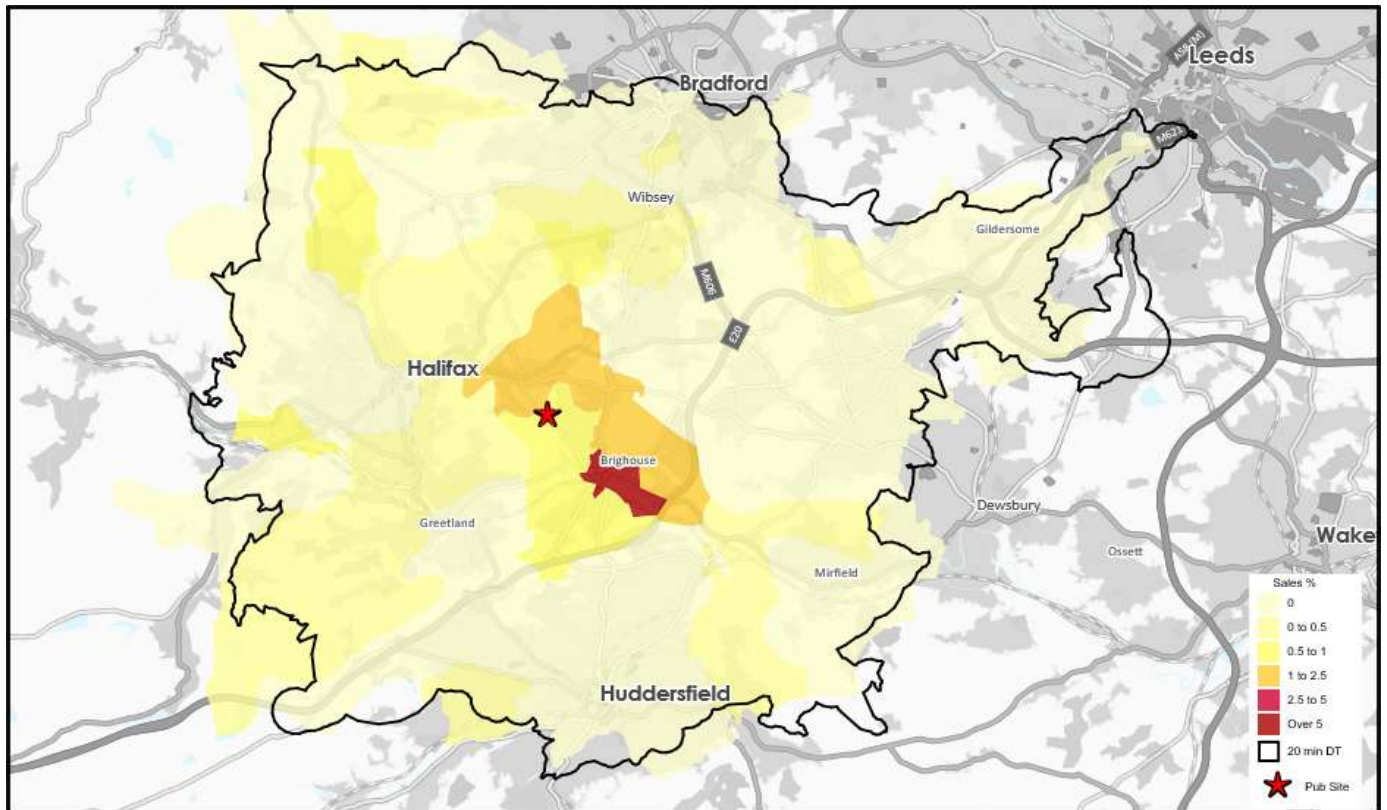
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



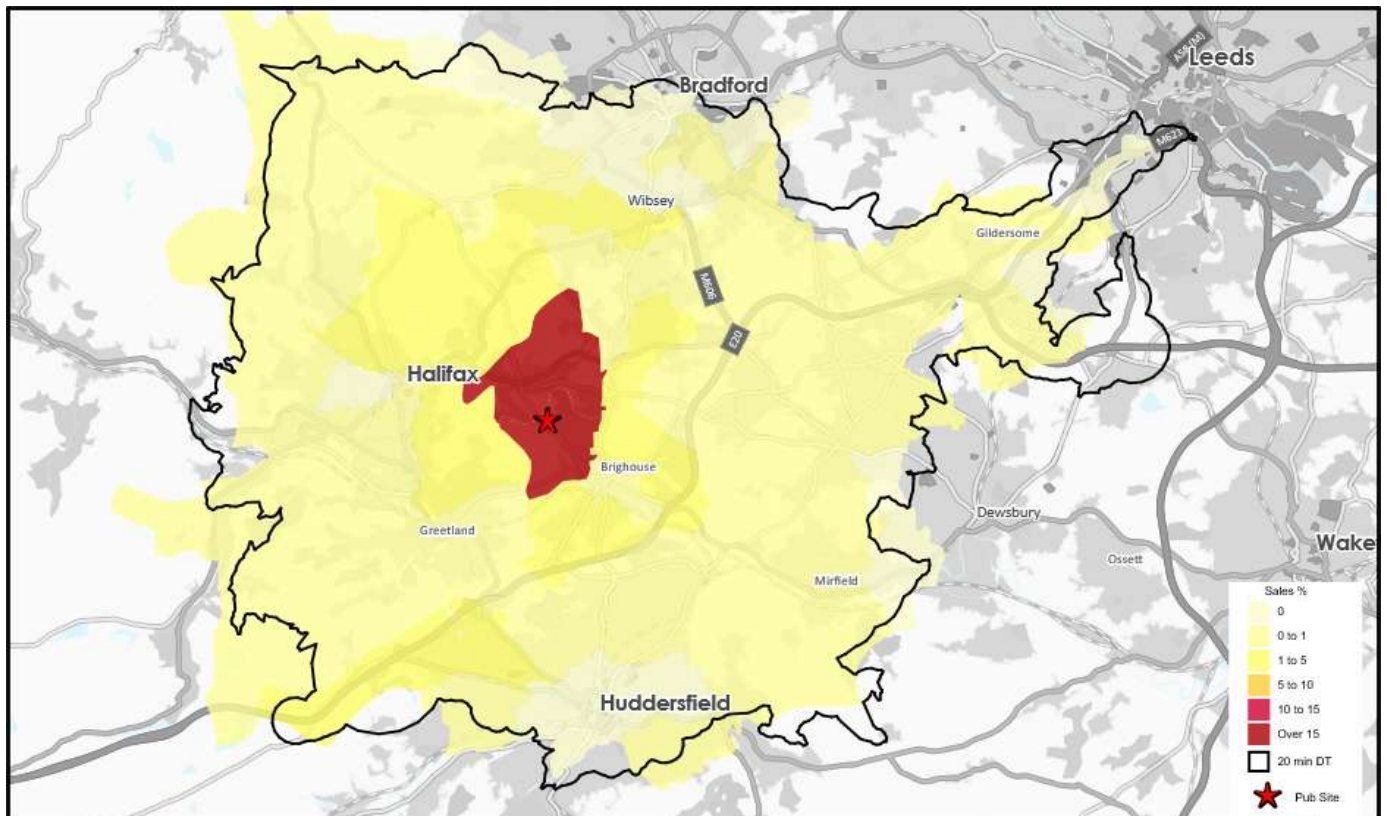
Seasonality of the spend split by month

Old Pond 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

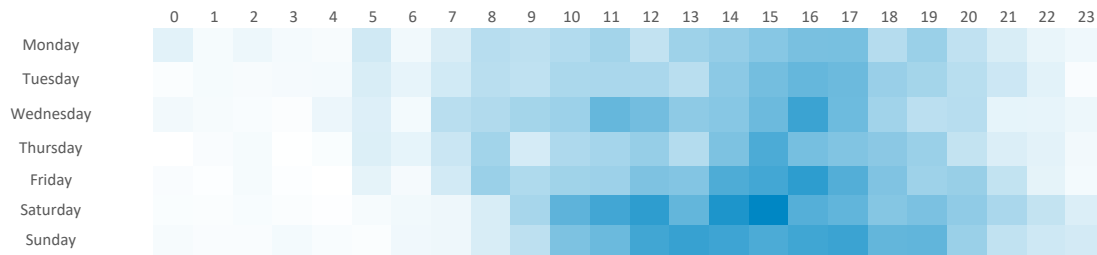
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Old Pond



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

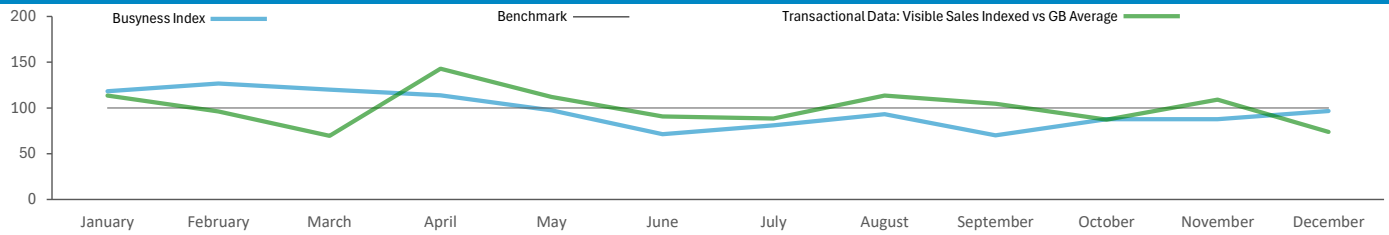
Mobile Data Summary - Old Pond

Time of Day/Day of Week



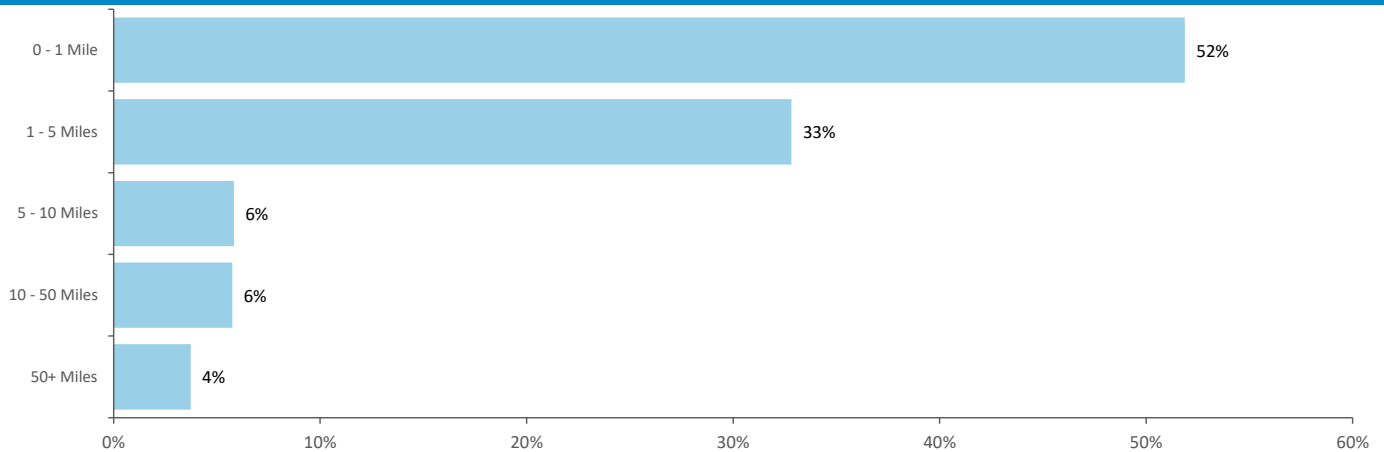
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

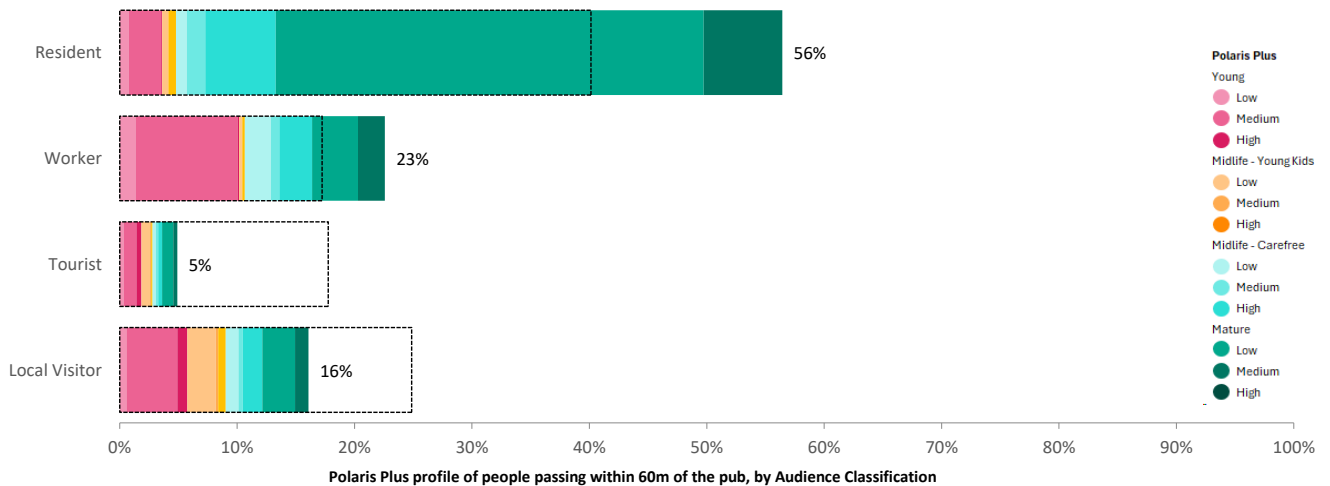
Distance from Home



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

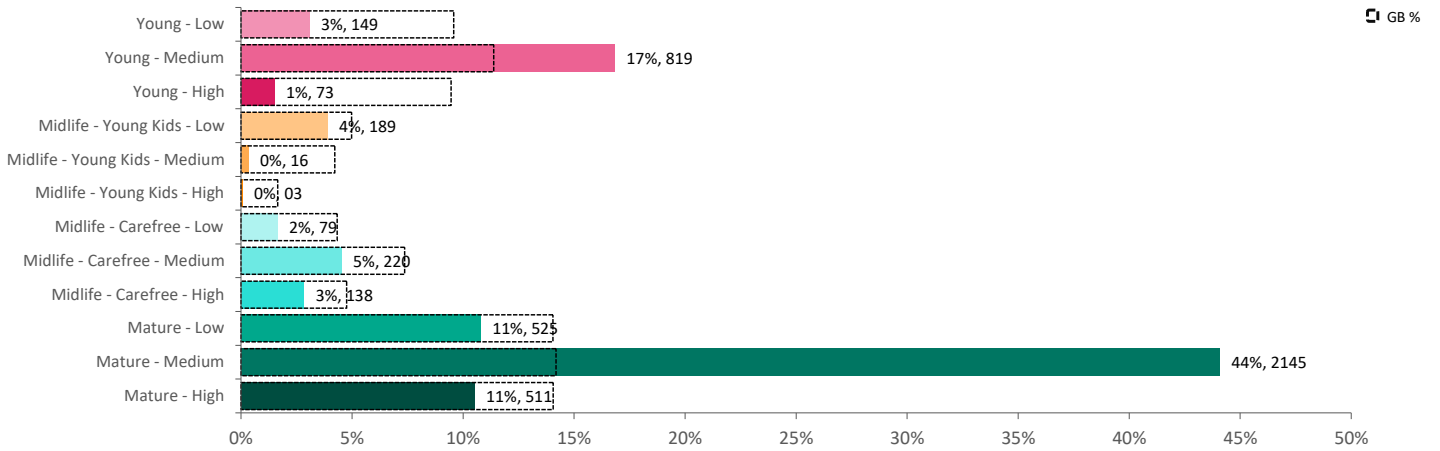
Audience Classification by Polaris Plus

Base: GB



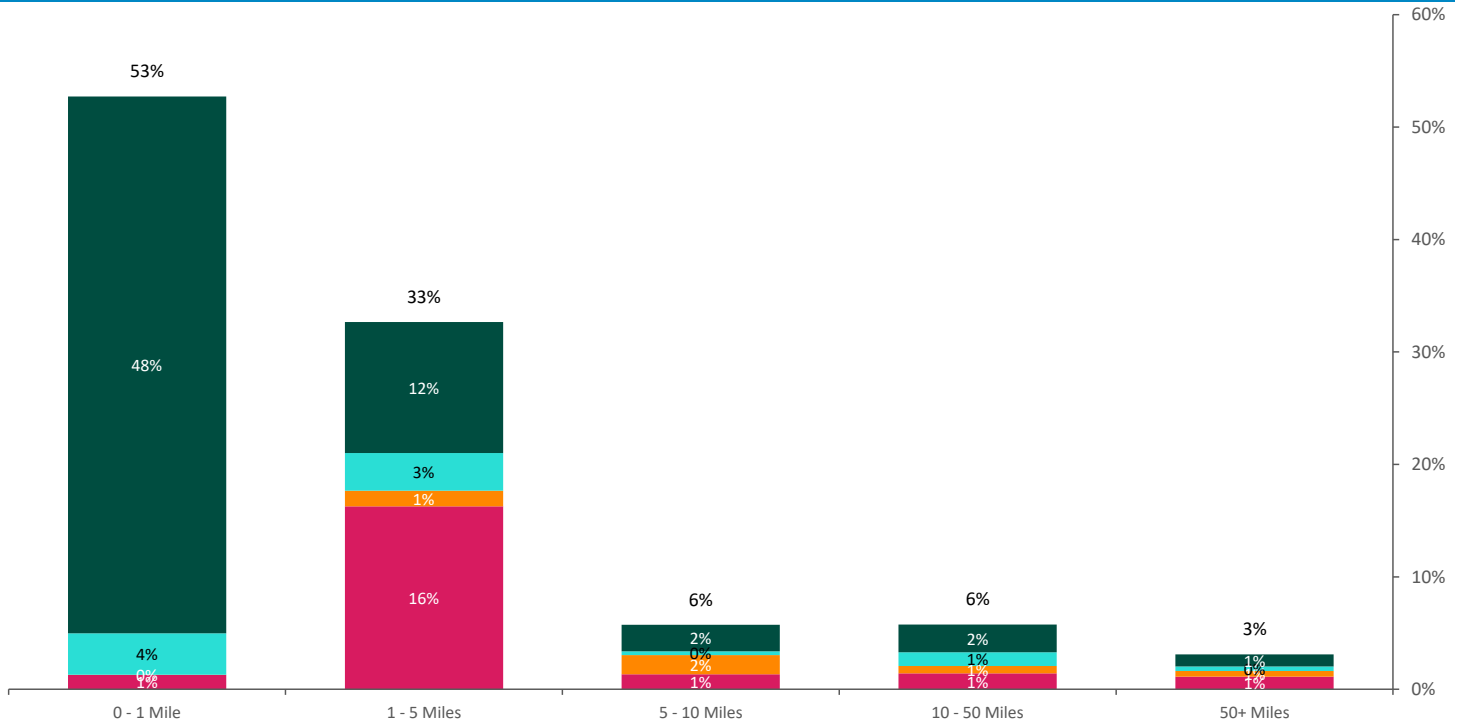
Mobile Data Summary - Old Pond

Polaris Plus Profile



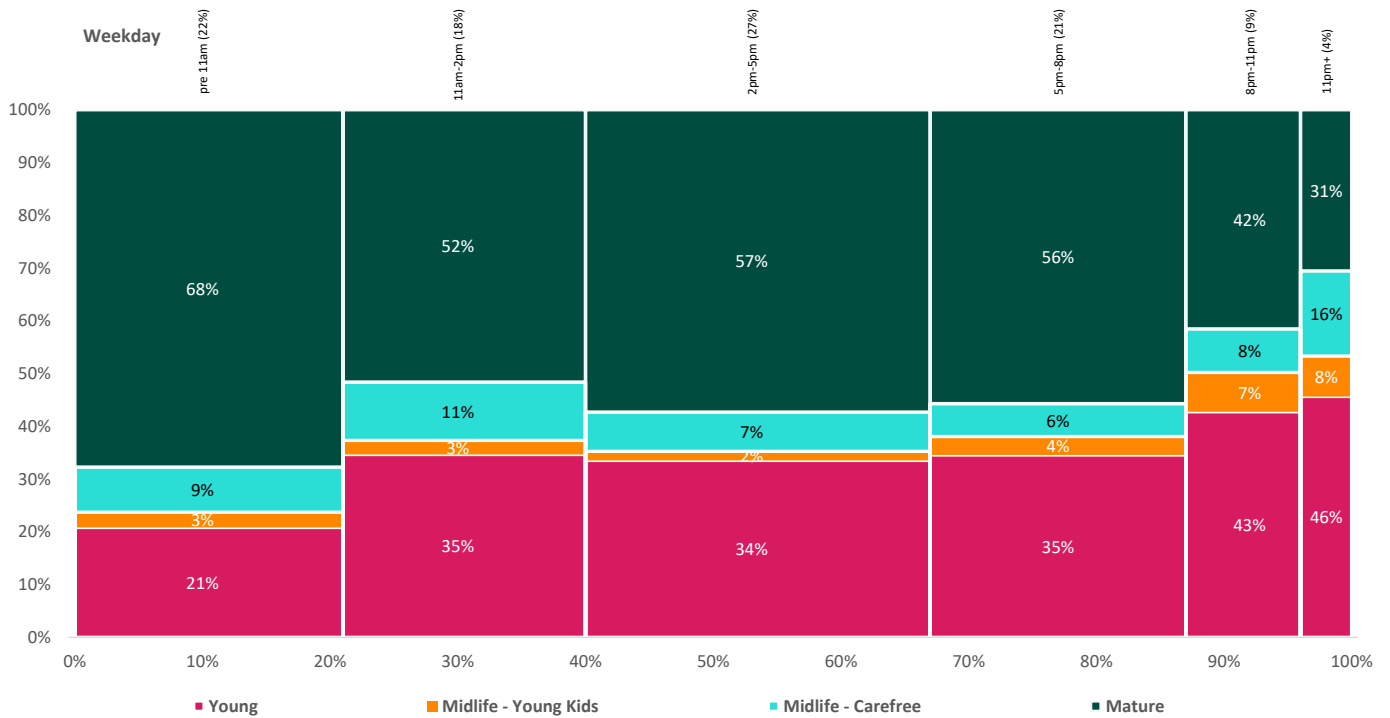
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



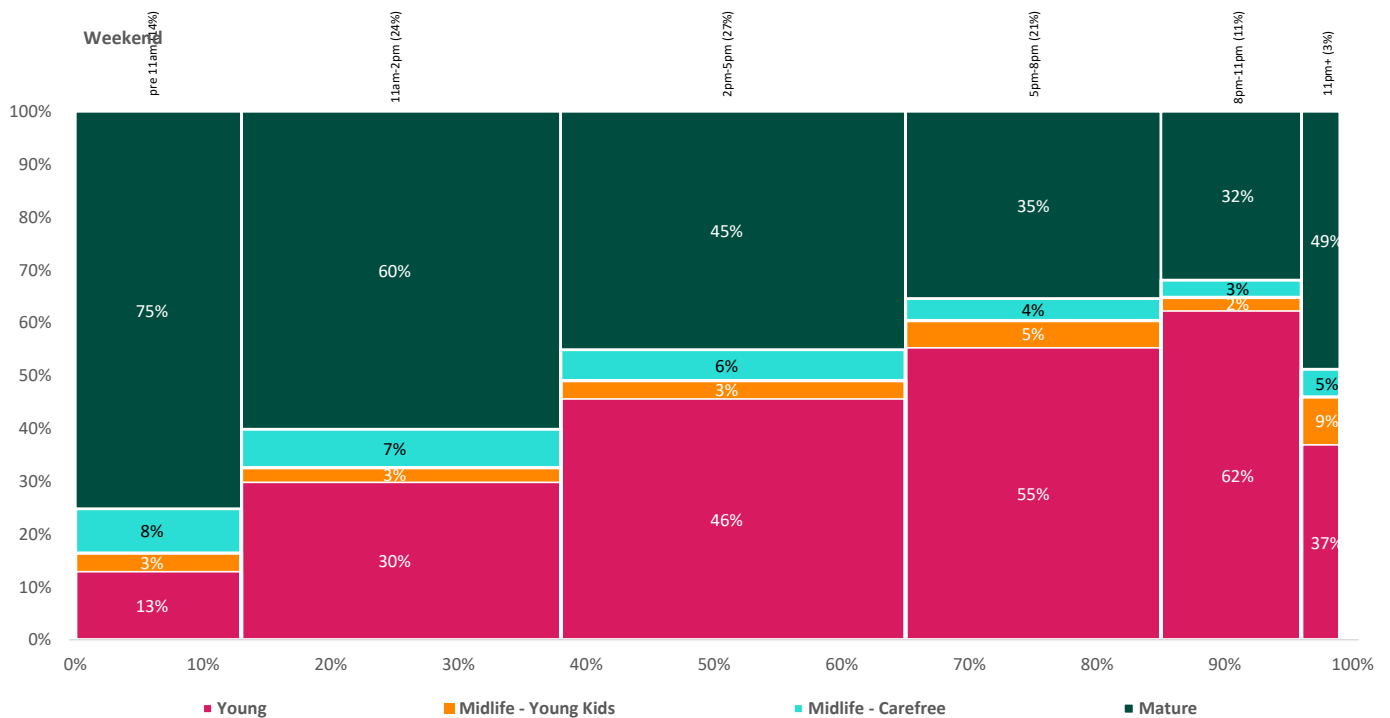
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		757	490	797	590	187	55	2,875
Midlife - Carefree		96	105	104	66	37	29	437
Midlife - Young Kids		32	25	24	37	33	14	165
Young		233	329	467	366	192	82	1,669
All		1,118	949	1,391	1,059	450	181	5,147

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		289	403	339	202	94	47	1,374
Midlife - Young Kids		32	49	44	24	10	5	165
Midlife - Carefree		13	18	25	29	7	9	100
Mature		50	201	344	317	185	35	1,132
All		384	671	752	571	296	95	2,770

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

Polaris Plus Summary - Old Pond



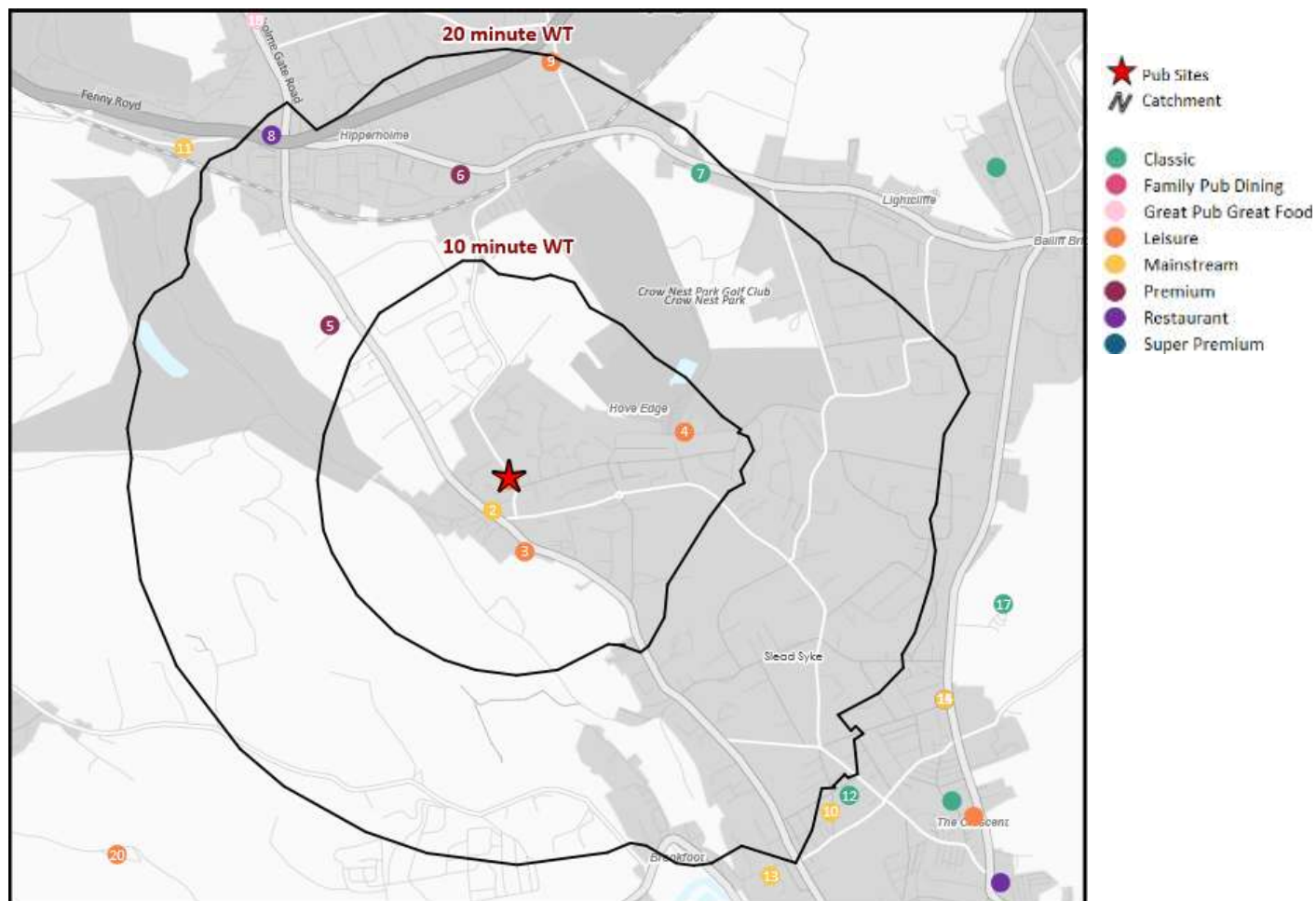
Polaris Plus Profile by Catchment

*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	240	77,333	0	32	161
Medium	176	710	70,090	73	84	130
High	39	59	5,220	27	11	16
Midlife - Young Kids						
Low	0	259	68,528	0	60	250
Medium	0	38	21,417	0	11	99
High	0	0	66	0	0	1
Midlife - Carefree						
Low	0	52	30,949	0	16	148
Medium	65	115	20,576	41	21	59
High	55	218	7,078	55	62	32
Mature						
Low	336	1,487	68,826	113	143	104
Medium	1,056	3,069	79,561	306	254	103
High	475	1,439	37,499	143	124	51
Not Private Households	0	9	3,388	0	11	65
Total	2,202	7,695	490,531			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Old Pond



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	Old Pond	HD 6 2PL	Star Pubs & Bars	Mainstream	5.5%	93.3%	0.00
1	Brighthouse Town Football Club	HD 6 2PL	Independent Free	Leisure	1.7%	53.4%	0.00
2	Dusty Miller	HD 6 2PB	Admiral Taverns Ltd	Mainstream	17.0%	87.1%	0.07
3	Hove Edge Bowling and Working Mens Club	HD 6 2QJ	Independent Free	Leisure	1.4%	87.3%	0.14
4	Crow Nest Park Golf Club	HD 6 2LN	Independent Free	Leisure	7.5%	68.6%	0.36
5	Cock Of The North	HX 3 8EF	Independent Free	Premium	2.6%	88.7%	0.47
6	Lightcliffe Club	HX 3 8AU	Independent Free	Premium	0.0%	0.0%	0.61
7	Sun Inn	HX 3 8TH	Stonegate Pub Company	Classic	12.0%	96.5%	0.71
8	Mamma Napoli	HX 3 8EW	Independent Free	Restaurant	0.0%	0.0%	0.82
9	Lightcliffe Golf Club	HX 3 8SW	Independent Free	Leisure	0.7%	97.5%	0.83
10	Crown Hotel	HD 6 2DR	Stonegate Pub Company	Mainstream	0.0%	0.0%	0.91
11	Travellers Inn	HX 3 8HN	Ossett Brewery	Mainstream	5.1%	90.5%	0.91
12	Prince Albert Inn	HD 6 2AZ	Wellington	Classic	0.3%	87.5%	0.92
13	Lane Head Hotel	HD 6 2AL	Independent Free	Mainstream	0.0%	0.0%	0.94
14	Beck	HD 6 4AS	Stonegate Pub Company	Mainstream	0.0%	0.0%	0.96
15	Royal Saffron	HD 6 4AS	Independent Free	Restaurant	0.6%	92.3%	0.96
16	White Horse Inn	HX 3 8SX	Stonegate Pub Company	Premium	9.5%	88.3%	1.01
17	Brighthouse Sports Club	HD 6 4LX	Independent Free	Classic	9.7%	79.1%	1.01
18	Caffe Bardolino	HX 3 8JQ	Independent Free	Great Pub Great Food	13.4%	85.5%	1.03
19	Hare and Hounds	HX 3 8JQ	Stonegate Pub Company	Mainstream	11.8%	90.8%	1.03
20	Southwram Cricket Club	HX 3 9TR	Independent Free	Leisure	1.0%	82.5%	1.07

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 - Old Pond

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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+	2,202	7,695	490,531
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Adults 18+ per Competition Pub	440	770	579

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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Great Pub Great Food	18	70,245	14.3%	86
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Mainstream	198	77,580	15.8%	113
Premium	24	64,989	13.3%	93
Restaurant	104	107,851	22.0%	96
Super Premium	0	13,991	2.9%	73

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.	
	