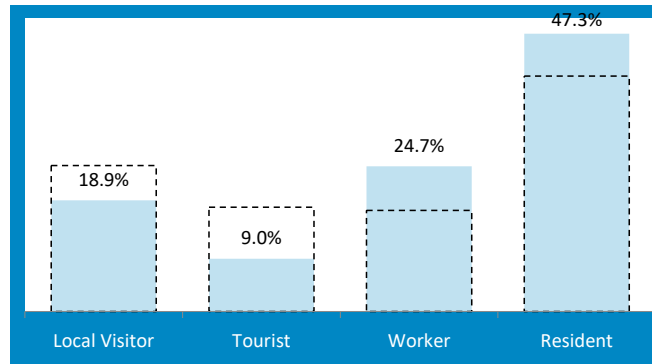
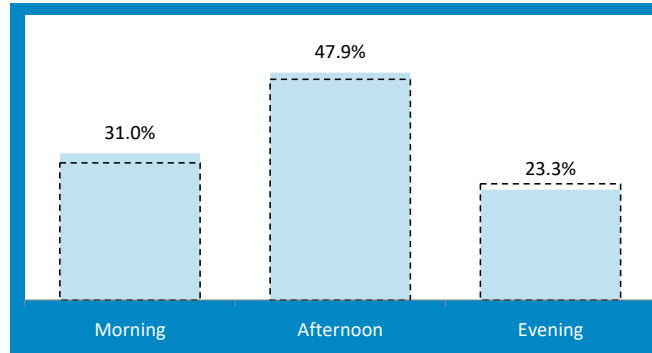
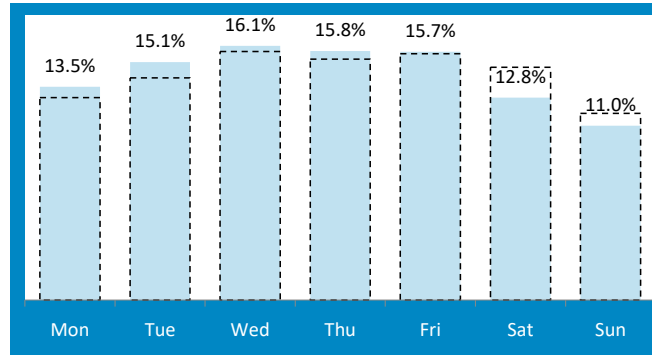


Area Quick Stats

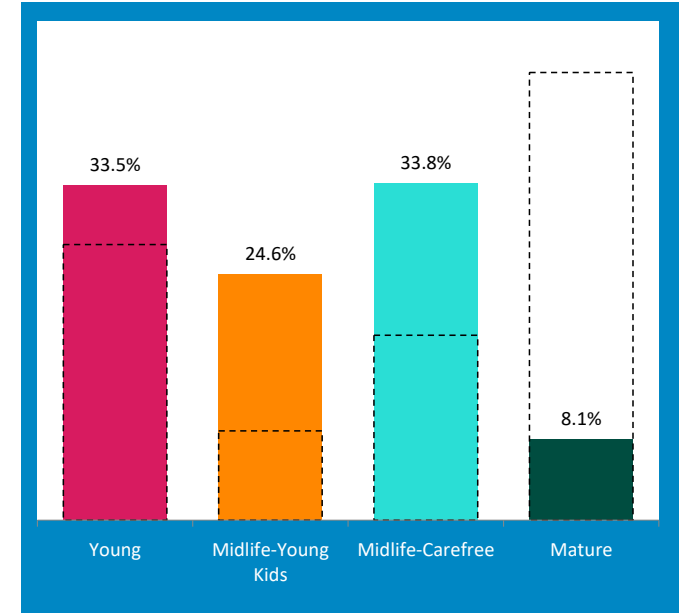
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	5,899	5,344
Adult Pop	4,662	4,529
Affluence	Low	3%
	Medium	17%
	High	79%
Young	64%	28%
Midlife Young Kids	21%	11%
Midlife Carefree	13%	16%
Mature	2%	44%
Competition Count	17	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£14	£30
Average Distance Travelled in miles	7	27



Catchment Summary - Stag

■ Over GB Average *WT= Walktime
■ Around GB Average **DT= Drivetime
■ Under GB Average

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

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

Population	5,899	32,036	906,030
Adults 18+	4,662	25,262	705,220
Competition Pubs	17	37	700
Adults 18+ per Competition Pub	274	683	1,007
% Adults Likely to Drink	82.0%	81.0%	77.0%

110	163	214
Pop. & Adl. 18+ index based on all pubs		
103	154	207
40	36	89
40	100	147
103	101	96

Affluence	Low	3.1%	17.8%	41.3%
	Medium	17.3%	21.3%	17.6%
	High	79.2%	60.5%	40.6%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£21,038	£24,240	£23,061
---	---------	---------	---------

9	54	124
45	56	46
288	220	148
93	107	102

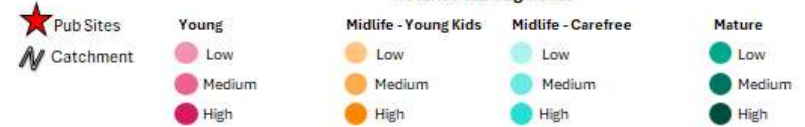
Age Profile	18-24	328	1,935	72,099
	25-34	873	3,977	121,862
	35-44	1,053	4,825	134,163
	45-64	1,485	8,397	237,005
	65+	923	6,128	140,091

65	71	94
109	92	99
132	112	110
100	104	104
81	99	80



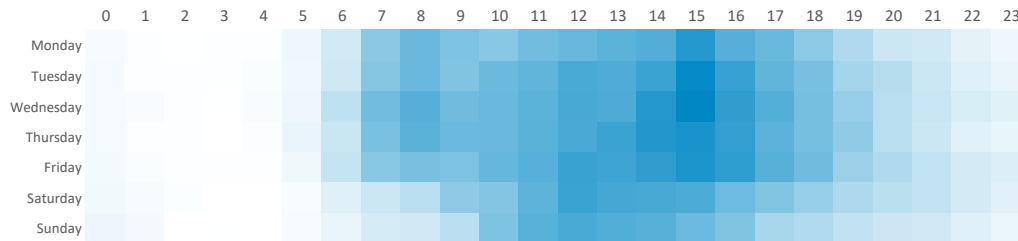
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Polaris Plus Segments



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	2,962	10,441	216,984	228	149	111
Midlife - Young Kids	981	3,900	167,153	193	142	217
Midlife - Carefree	604	8,797	244,055	82	221	219
Mature	98	2,022	73,864	5	18	24
<i>Not Private Households</i>	17	102	3,164	3,014	3,337	3,708
Total	4,662	25,262	705,220			

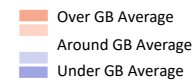


Per Pub - Stag

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

Adults 18+	4,662	25,262	705,220
Number of Competition Pubs	17	37	700
Adults 18+ per Competition Pub	274	683	1,007

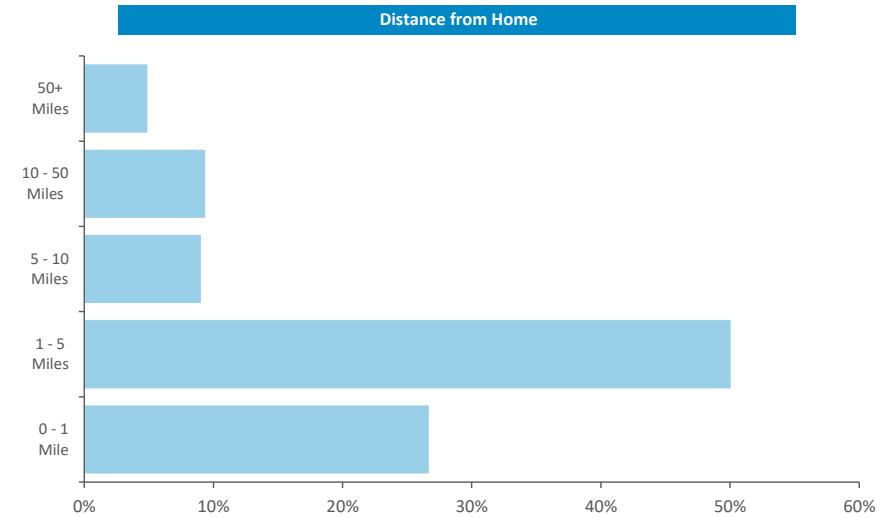
WT= Walktime, DT= Drivetime



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	142	3.0%	39
Family Pub Dining	1	212	4.5%	50
Great Pub Great Food	2	925	19.8%	119
Leisure	0	415	8.9%	89
Mainstream	2	388	8.3%	60
Premium	4	812	17.4%	122
Restaurant	7	1,367	29.3%	127
Super Premium	1	384	8.2%	209

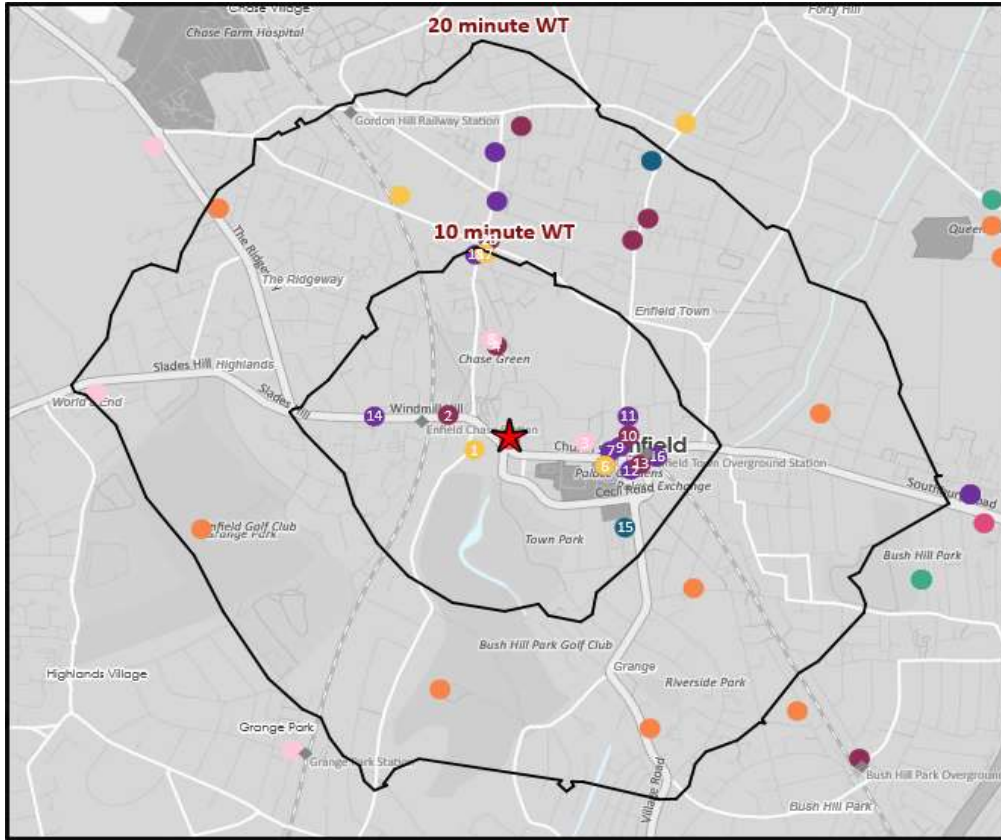
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1,154	4.6%	58
Family Pub Dining	1	1,543	6.1%	67
Great Pub Great Food	2	4,802	19.0%	114
Leisure	6	2,424	9.6%	96
Mainstream	5	2,508	9.9%	71
Premium	8	4,102	16.2%	114
Restaurant	13	6,914	27.4%	119
Super Premium	2	1,709	6.8%	172

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	30	55,080	7.8%	100
Family Pub Dining	20	58,765	8.3%	92
Great Pub Great Food	56	118,123	16.8%	100
Leisure	137	69,584	9.9%	98
Mainstream	73	86,186	12.2%	88
Premium	110	100,796	14.3%	100
Restaurant	231	178,295	25.3%	110
Super Premium	43	35,192	5.0%	127



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Competition - Stag



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Kings Head Hotel	EN 2 6LL	Independent Free	Great Pub Gre	12.4%	0.17
18	Zaza	EN 2 6NX	Zaza	Restaurant	10.8%	0.44
17	Moon Under Water	EN 2 6NN	Wetherspoons GB	Mainstream	10.0%	0.43
8	Cricketers	EN 2 6QA	McMullen & Sons Ltd	Great Pub Gre	9.6%	0.23
7	Prezzo	EN 2 6LU	Prezzo plc	Restaurant	9.6%	0.23
4	Crown and Horseshoes	EN 2 6PZ	Greene King	Premium	8.4%	0.22
9	Aksular	EN 1 3ED	Independent Free	Restaurant	8.2%	0.25
5	Nandos	EN 2 6LE	Nandos Restaurants	Restaurant	5.3%	0.22
11	Ada Restaurant	EN 1 3TN	Independent Free	Restaurant	4.2%	0.27
2	Old Wheatsheaf	EN 2 6SE	Punch Pub Company	Premium	3.3%	0.15
10	Taps Irish Bar	EN 1 3EF	Independent Free	Premium	3.2%	0.26
6	Oneills	EN 2 6LE	Mitchells & Butlers	Mainstream	3.1%	0.22
12	Enfield Tandoori	EN 2 6EB	Independent Free	Restaurant	2.9%	0.28
14	Poppadom	EN 2 7AF	Independent Free	Restaurant	2.4%	0.30
19	Six Bells	EN 2 0PN	*Other Small Retail Groups	Premium	2.3%	0.47
13	Babylon	EN 1 2AA	Independent Free	Premium	1.6%	0.30
1	Enfield Town Conservative Club	EN 2 6PR	Independent Free	Mainstream	1.0%	0.08
20	Chaseside Indian Restaurant	EN 2 0PN	Independent Free	Restaurant	0.9%	0.47
0	Stag	EN 2 6PH	Star Pubs & Bars	Family Pub Dir	0.6%	0.00
15	Mount Carmel Centre Social Club	EN 2 6DS	Independent Free	Super Premiun	0.0%	0.33
16	Pizza Hut	EN 1 1YY	Pizza Hut UK Ltd	Restaurant	0.0%	0.33

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

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Catchment Summary - Stag

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
42072	Stag	EN 2 6PH	Star Pubs & Bars	Family Pub Dining	4



- ★ Pub Sites
- ⌘ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

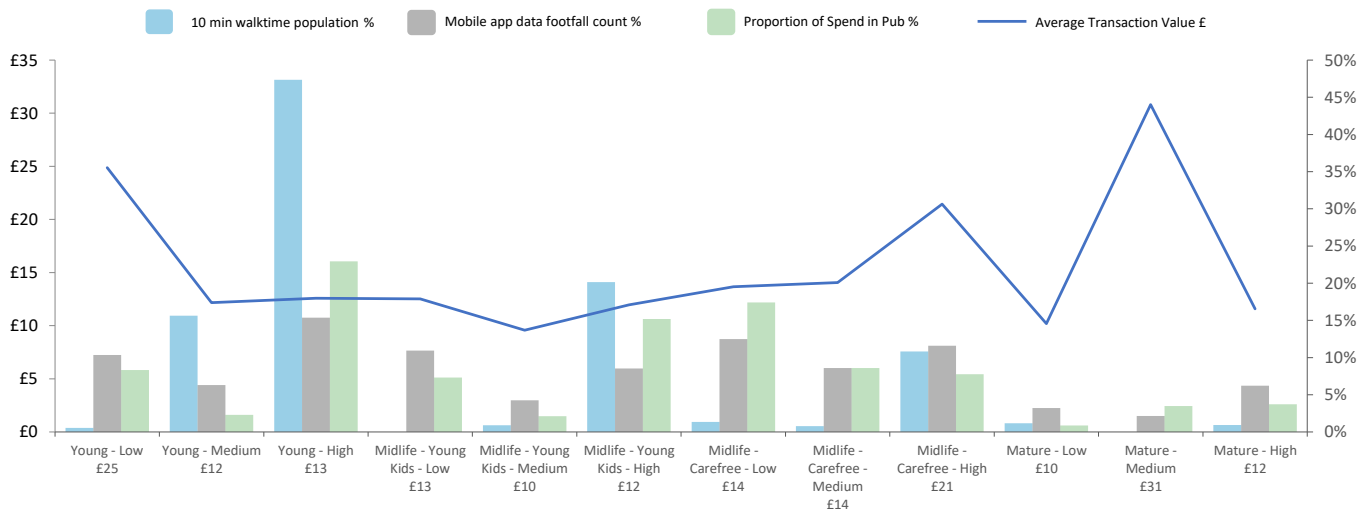
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Stag

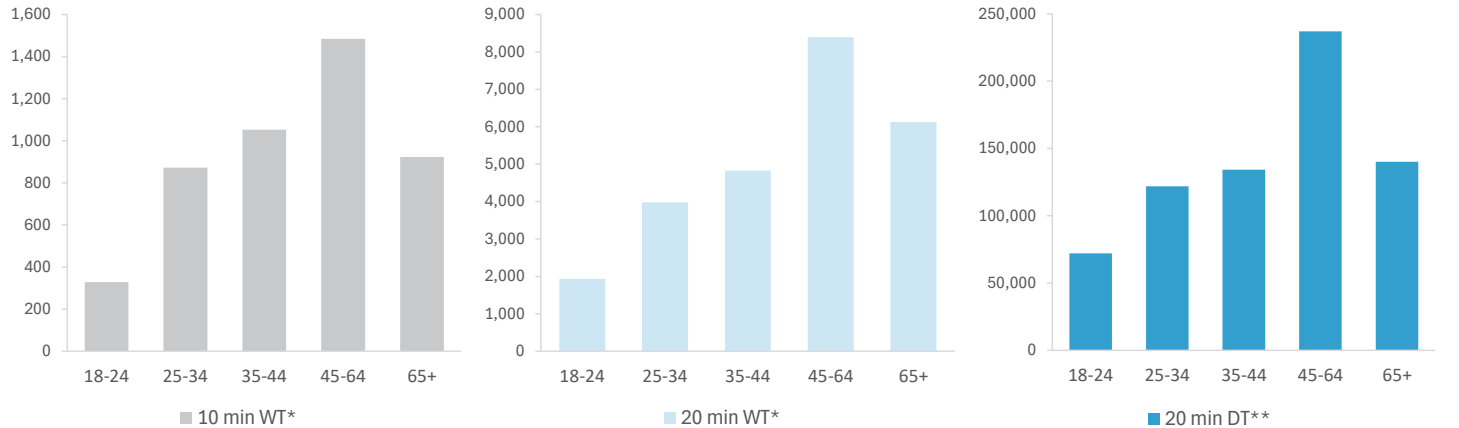
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- Over GB Average
- Around GB Average
- Under GB Average

*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		5,899	32,036	906,030	110	163	214
Adults 18+		4,662	25,262	705,220	103	154	207
Competition Pubs		17	37	700	40	36	89
Adults 18+ per Competition Pub		274	683	1,007	40	100	147
% Adults Likely to Drink		82.0%	81.0%	77.0%	103	101	96
Affluence	Low	3.1%	17.8%	41.3%	9	54	124
	Medium	17.3%	21.3%	17.6%	45	56	46
	High	79.2%	60.5%	40.6%	288	220	148
Mean Net Disposable income (£pa)		£21,038	£24,240	£23,061	93	107	102
Age Profile	18-24	328	1,935	72,099	65	71	94
	25-34	873	3,977	121,862	109	92	99
	35-44	1,053	4,825	134,163	132	112	110
	45-64	1,485	8,397	237,005	100	104	104
	65+	923	6,128	140,091	81	99	80

Population & Adults 18+ index is based on all pubs



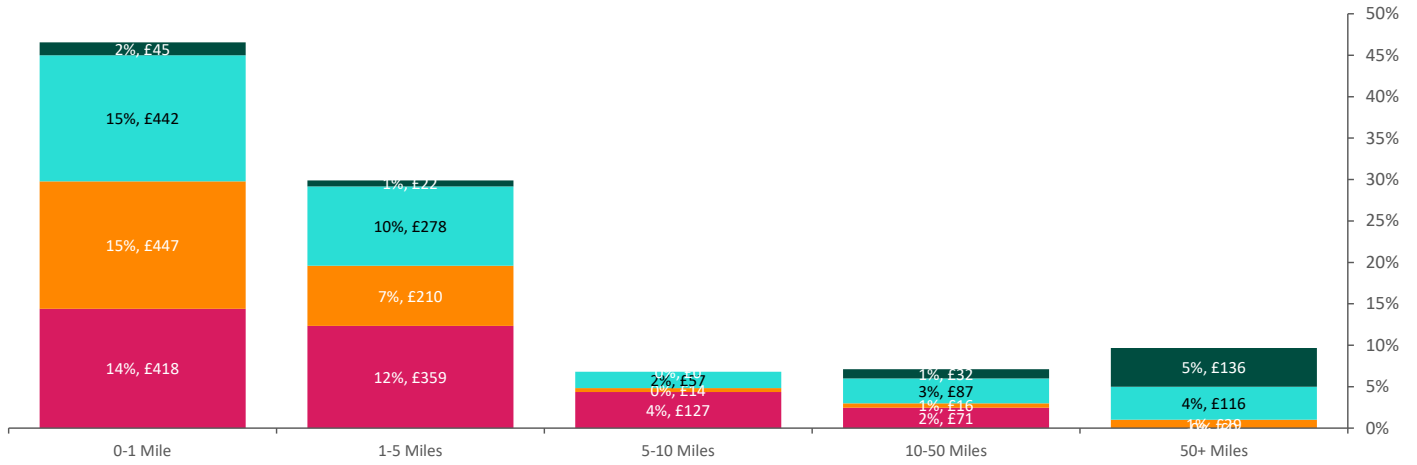
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,755 (47%)	15,183 (47%)	436,950 (48%)	95	97	98
	Female	3,144 (53%)	16,853 (53%)	469,080 (52%)	105	103	102
Economic Status (16+)	Employed: Full-time	1,760 (37%)	8,888 (34%)	225,718 (31%)	108	100	91
	Employed: Part-time	553 (12%)	3,061 (12%)	91,234 (12%)	97	98	105
	Self employed	655 (14%)	3,186 (12%)	95,758 (13%)	148	132	142
	Unemployed	185 (4%)	855 (3%)	29,701 (4%)	141	120	148
	Full-time student	97 (2%)	422 (2%)	16,599 (2%)	81	65	91
	Retired	754 (16%)	5,187 (20%)	115,979 (16%)	72	92	73
	Other	776 (16%)	4,422 (17%)	154,975 (21%)	91	96	119
Total Worker Count		3,608	10,886	244,733			

See the Glossary page for further information on the above variables

Transactional Data Summary - Stag

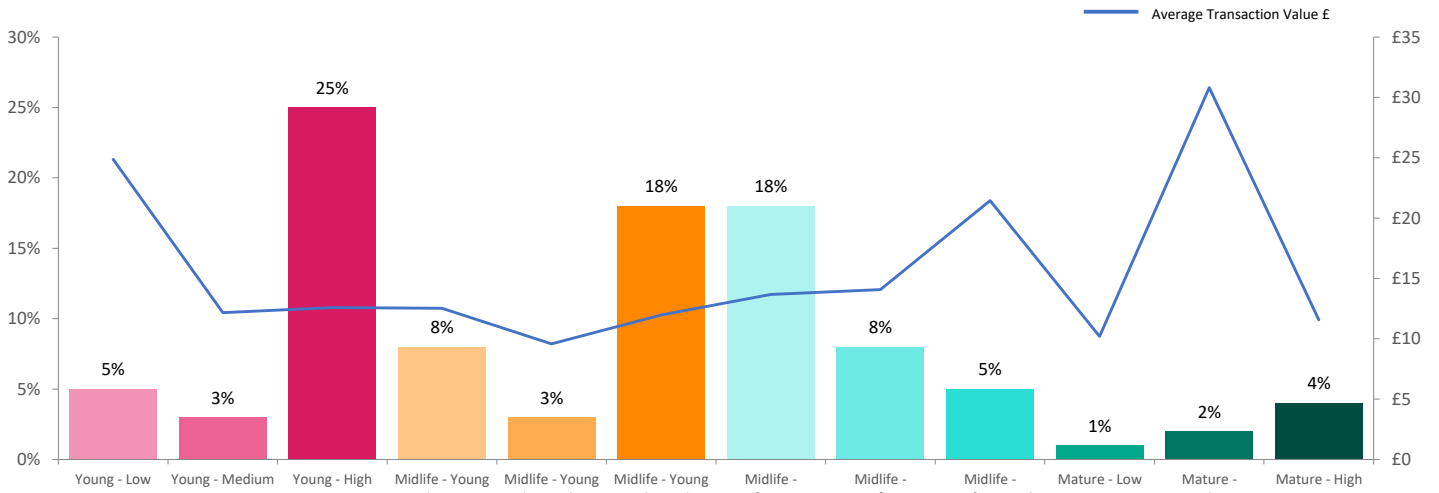
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Spend by Polaris and Distance from Home



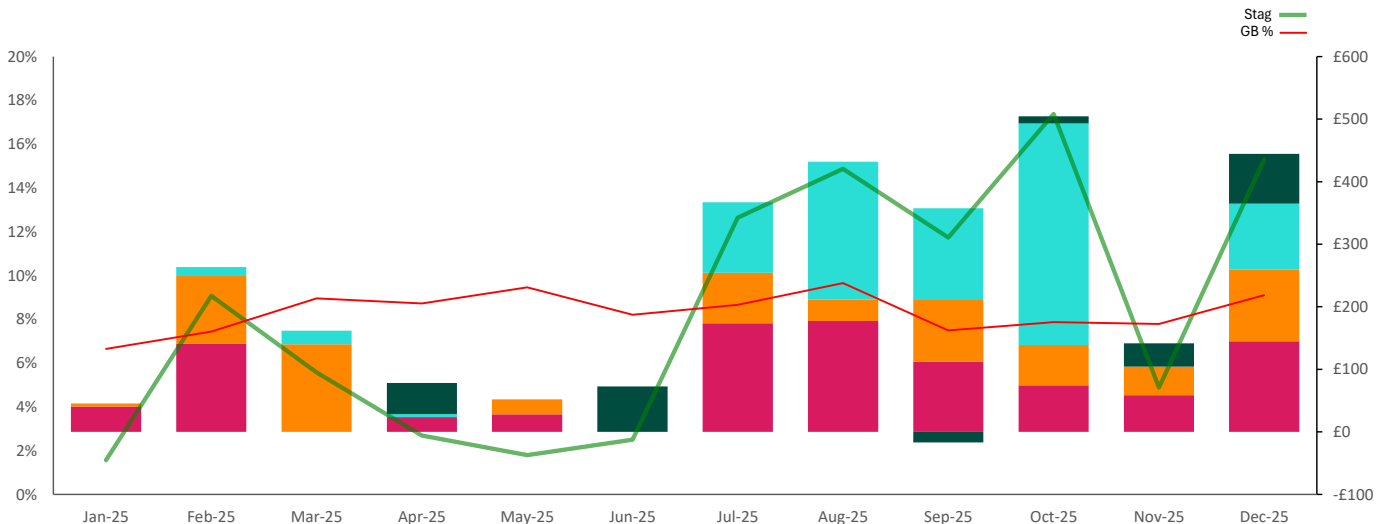
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

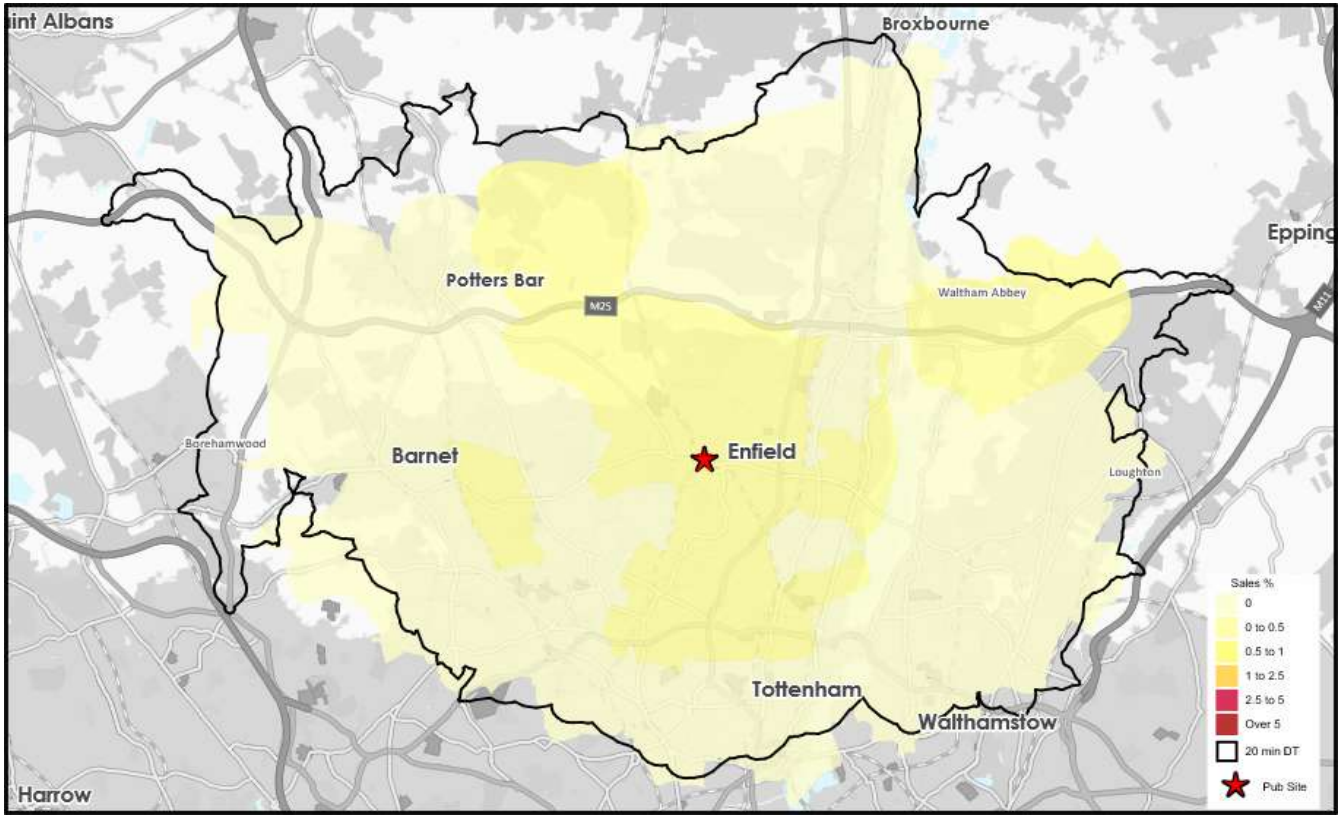


Seasonality of the spend split by month

Transactional Data Maps - Stag

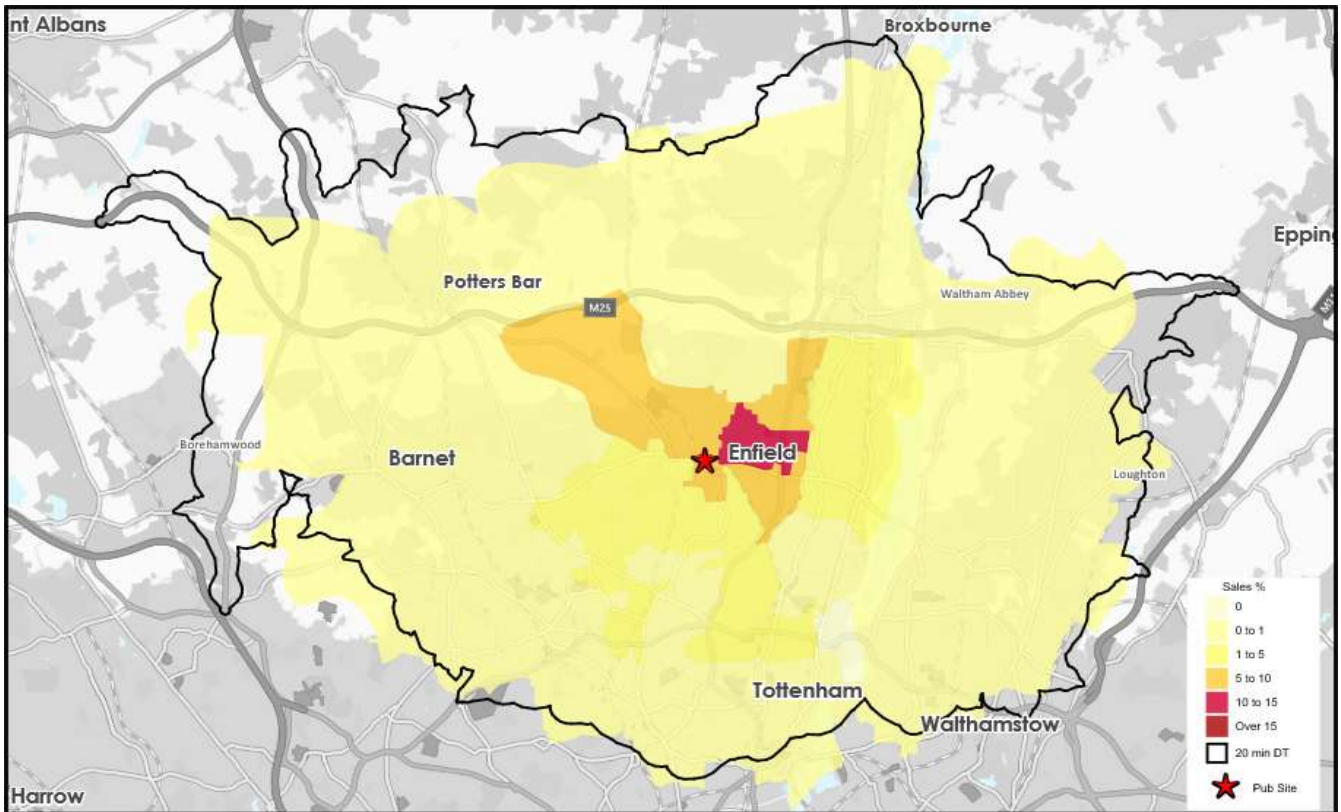
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Stag Share of Spend from Postcode Sectors within 20 minute Drive



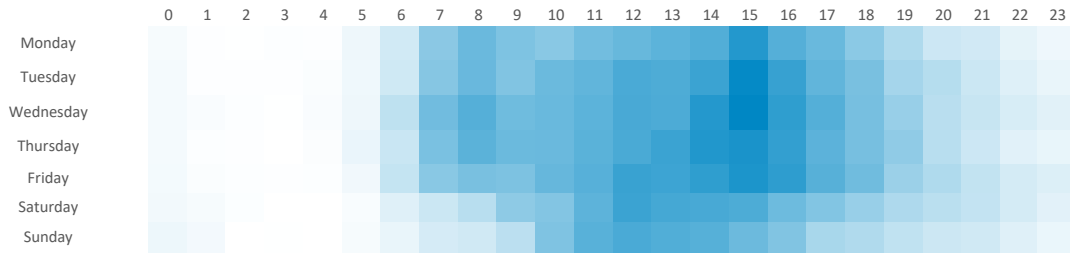
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



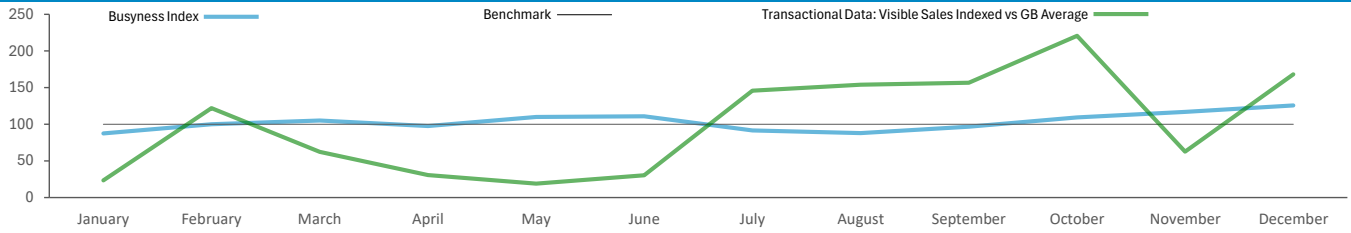
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



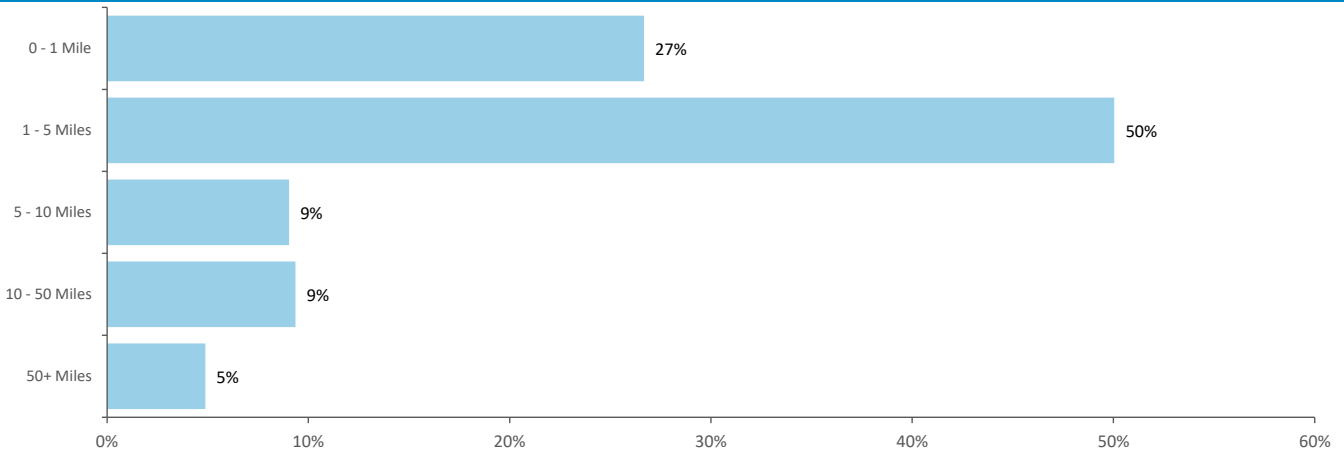
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



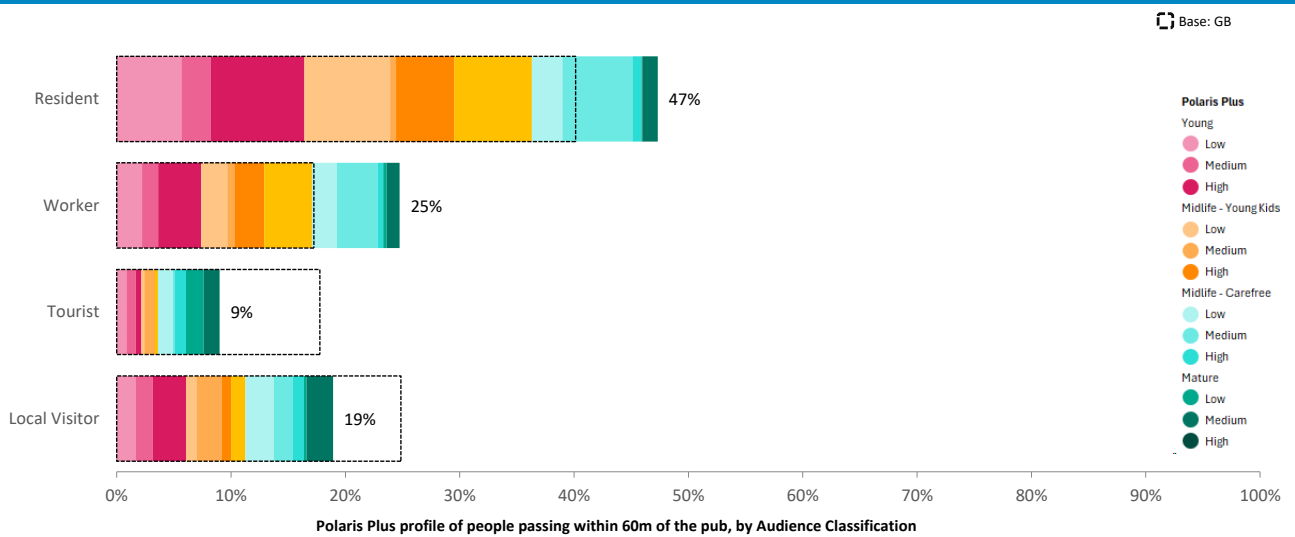
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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

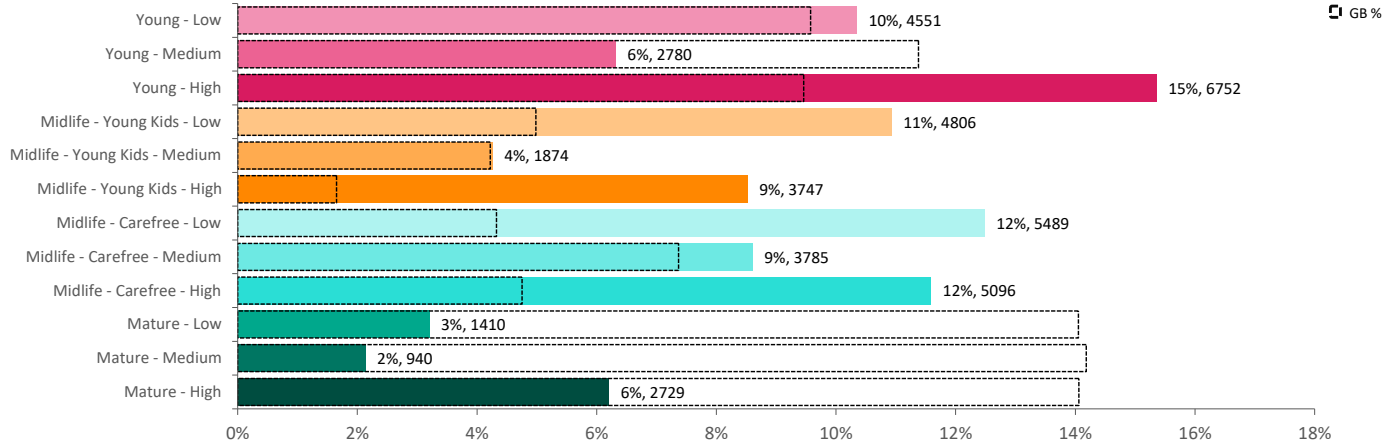


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Stag

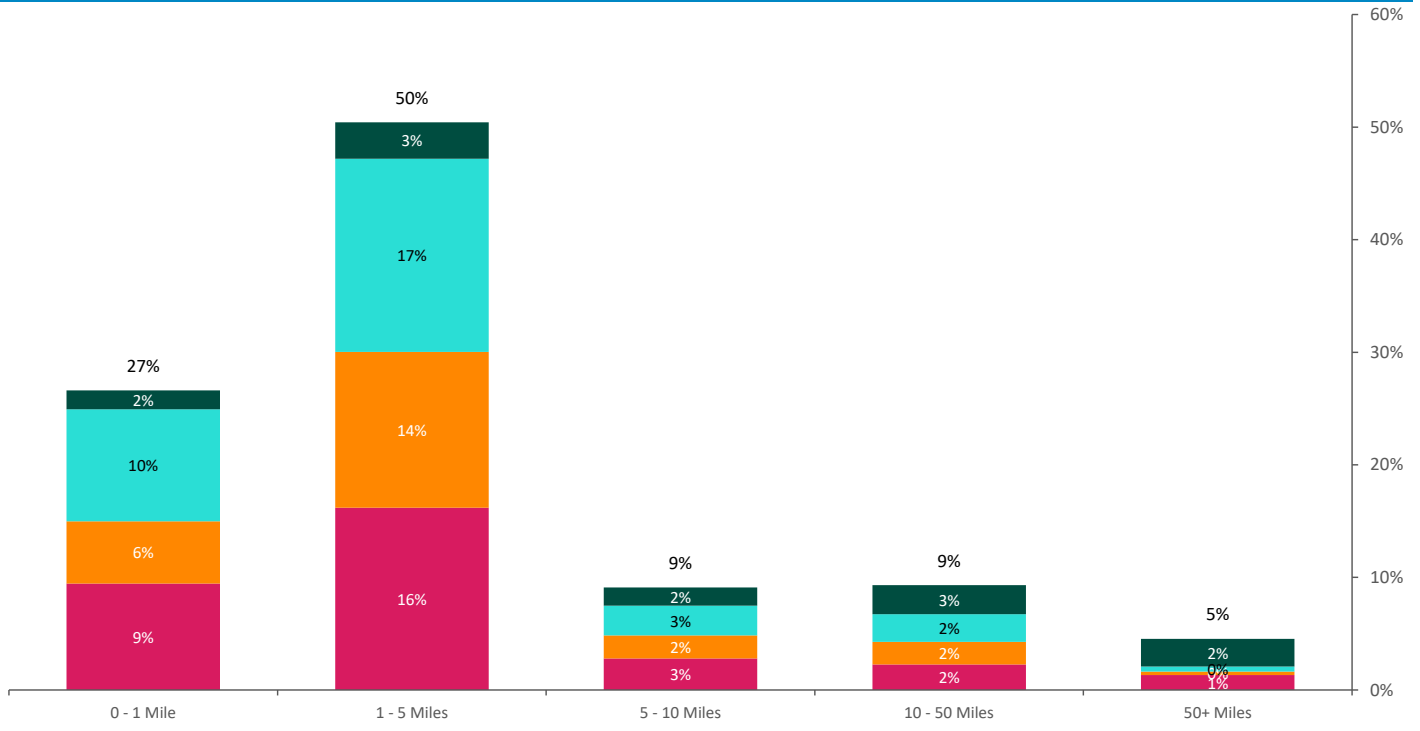
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Polaris Plus Profile



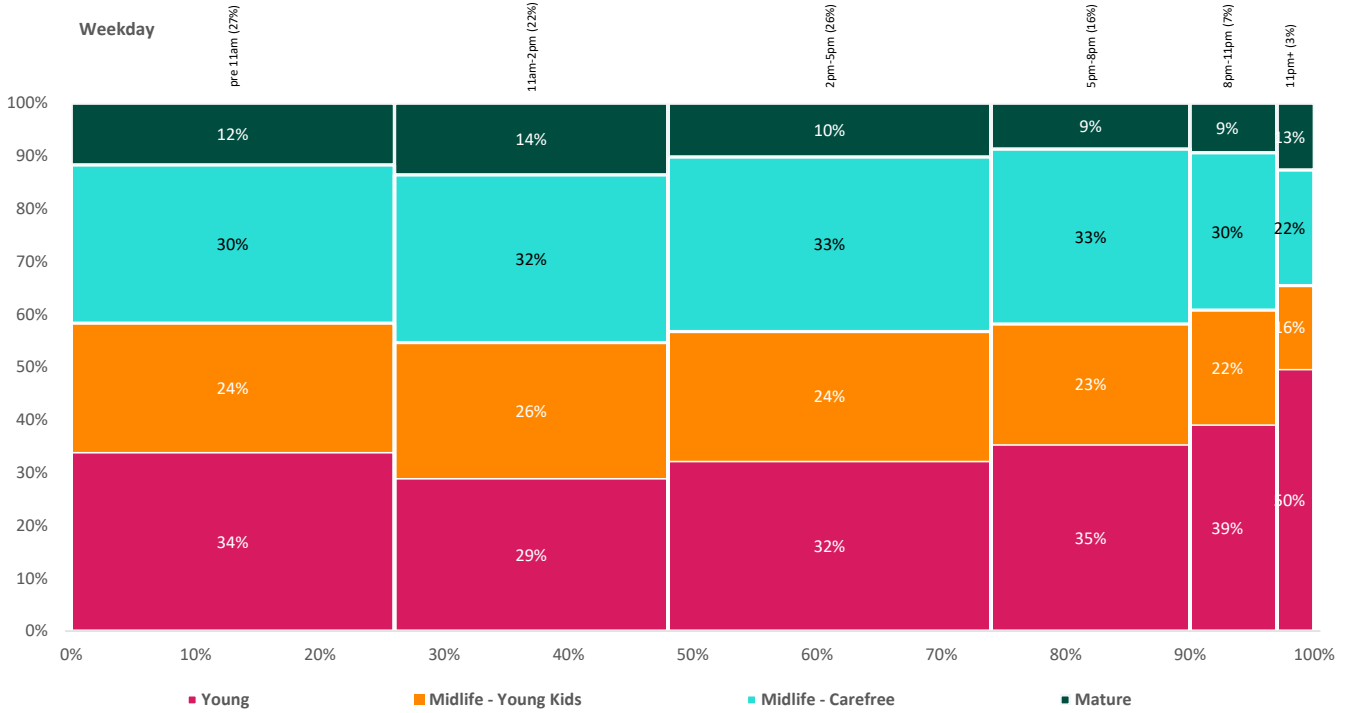
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



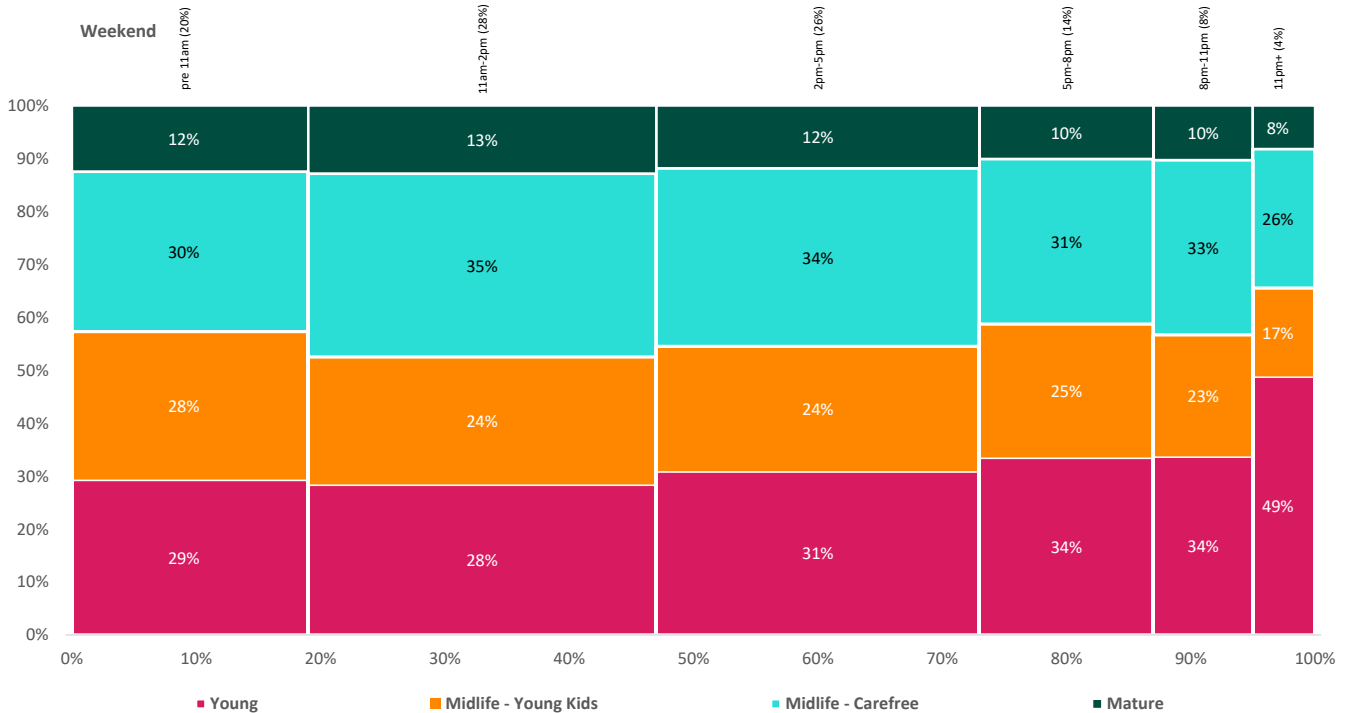
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,256	1,183	1,064	573	255	139	4,469
Midlife - Carefree		3,227	2,781	3,477	2,193	812	241	12,731
Midlife - Young Kids		2,625	2,244	2,569	1,504	589	174	9,705
Young		3,651	2,534	3,388	2,342	1,066	547	13,527
All		10,759	8,741	10,498	6,611	2,723	1,100	40,433

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		307	456	380	179	110	42	1,474
Midlife - Young Kids		747	1,236	1,083	557	354	135	4,111
Midlife - Carefree		690	857	759	449	246	85	3,086
Mature		725	1,013	996	598	361	250	3,942
All		2,469	3,562	3,218	1,782	1,070	512	12,613

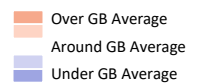
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

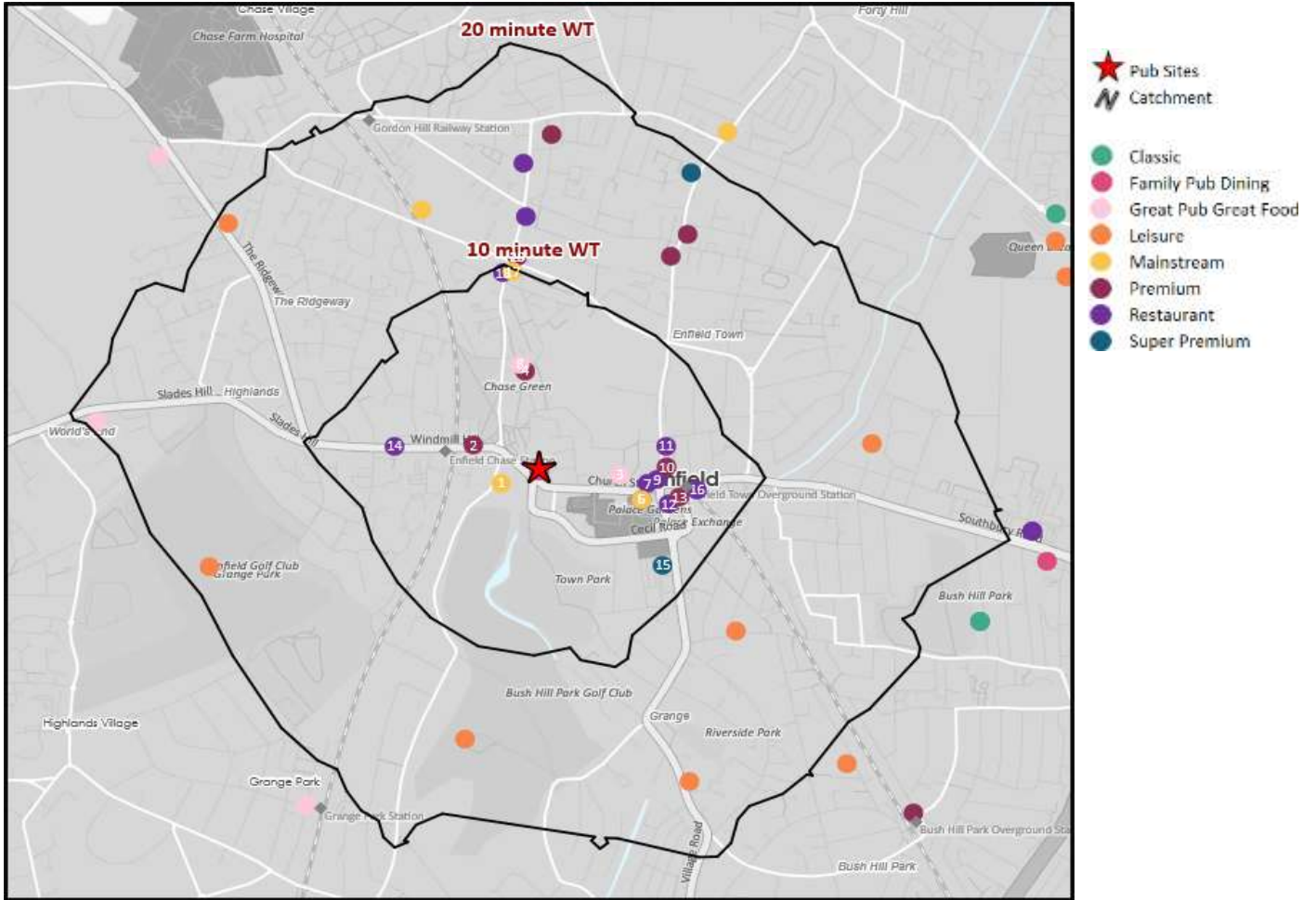


Polaris Plus Profile by Catchment

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	26	586	82,893	6	24	120
Medium	729	1,990	41,296	142	72	53
High	2,207	7,865	92,795	709	466	197
Midlife - Young Kids						
Low	0	491	89,287	0	35	226
Medium	42	419	20,638	20	38	66
High	939	2,990	57,228	1,725	1,013	695
Midlife - Carefree						
Low	63	2,877	100,830	32	267	336
Medium	36	2,941	58,877	11	163	117
High	505	2,979	84,348	237	258	262
Mature						
Low	55	539	18,134	9	16	19
Medium	0	24	3,600	0	1	3
High	43	1,459	52,130	6	38	49
Not Private Households	17	102	3,164	34	38	42
Total	4,662	25,262	705,220			

*WT= Walktime, **DT= Drivetime



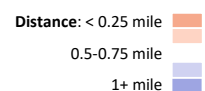


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Stag	EN 2 6PH	Star Pubs & Bars	Family Pub Dining	0.6%	76.2%	0.00
1	Enfield Town Conservative Club	EN 2 6PR	Independent Free	Mainstream	1.0%	91.8%	0.08
2	Old Wheatsheaf	EN 2 6SE	Punch Pub Company	Premium	3.3%	70.3%	0.15
3	Kings Head Hotel	EN 2 6LL	Independent Free	Great Pub Great Food	12.4%	78.9%	0.17
4	Crown and Horseshoes	EN 2 6PZ	Greene King	Premium	8.4%	81.9%	0.22
5	Nandos	EN 2 6LE	Nandos Restaurants	Restaurant	5.3%	80.5%	0.22
6	Oneills	EN 2 6LE	Mitchells & Butlers	Mainstream	3.1%	76.3%	0.22
7	Prezzo	EN 2 6LU	Prezzo plc	Restaurant	9.6%	84.7%	0.23
8	Cricketers	EN 2 6QA	McMullen & Sons Ltd	Great Pub Great Food	9.6%	83.2%	0.23
9	Aksular	EN 1 3ED	Independent Free	Restaurant	8.2%	78.2%	0.25
10	Taps Irish Bar	EN 1 3EF	Independent Free	Premium	3.2%	81.7%	0.26
11	Ada Restaurant	EN 1 3TN	Independent Free	Restaurant	4.2%	78.3%	0.27
12	Enfield Tandoori	EN 2 6EB	Independent Free	Restaurant	2.9%	85.6%	0.28
13	Babylon	EN 1 2AA	Independent Free	Premium	1.6%	95.9%	0.30
14	Poppadom	EN 2 7AF	Independent Free	Restaurant	2.4%	91.8%	0.30
15	Mount Carmel Centre Social Club	EN 2 6DS	Independent Free	Super Premium	0.0%	0.0%	0.33
16	Pizza Hut	EN 1 1YY	Pizza Hut UK Ltd	Restaurant	0.0%	0.0%	0.33
17	Moon Under Water	EN 2 6NN	Wetherspoons GB	Mainstream	10.0%	87.3%	0.43
18	Zaza	EN 2 6NX	Zaza	Restaurant	10.8%	83.9%	0.44
19	Six Bells	EN 2 0PN	*Other Small Retail Groups	Premium	2.3%	84.0%	0.47
20	Chaseside Indian Restaurant	EN 2 0PN	Independent Free	Restaurant	0.9%	73.1%	0.47

* 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

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,662	25,262	705,220
Number of Competition Pubs	17	37	700
Adults 18+ per Competition Pub	274	683	1,007

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	142	3.0%	39
Family Pub Dining	1	212	4.5%	50
Great Pub Great Food	2	925	19.8%	119
Leisure	0	415	8.9%	89
Mainstream	2	388	8.3%	60
Premium	4	812	17.4%	122
Restaurant	7	1,367	29.3%	127
Super Premium	1	384	8.2%	209

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1,154	4.6%	58
Family Pub Dining	1	1,543	6.1%	67
Great Pub Great Food	2	4,802	19.0%	114
Leisure	6	2,424	9.6%	96
Mainstream	5	2,508	9.9%	71
Premium	8	4,102	16.2%	114
Restaurant	13	6,914	27.4%	119
Super Premium	2	1,709	6.8%	172

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	30	55,080	7.8%	100
Family Pub Dining	20	58,765	8.3%	92
Great Pub Great Food	56	118,123	16.8%	100
Leisure	137	69,584	9.9%	98
Mainstream	73	86,186	12.2%	88
Premium	110	100,796	14.3%	100
Restaurant	231	178,295	25.3%	110
Super Premium	43	35,192	5.0%	127

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
Around GB Average	Index value is >= 105 and < 120
Under GB Average	Index value is >= 95 and < 105
Under GB Average	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: 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.

