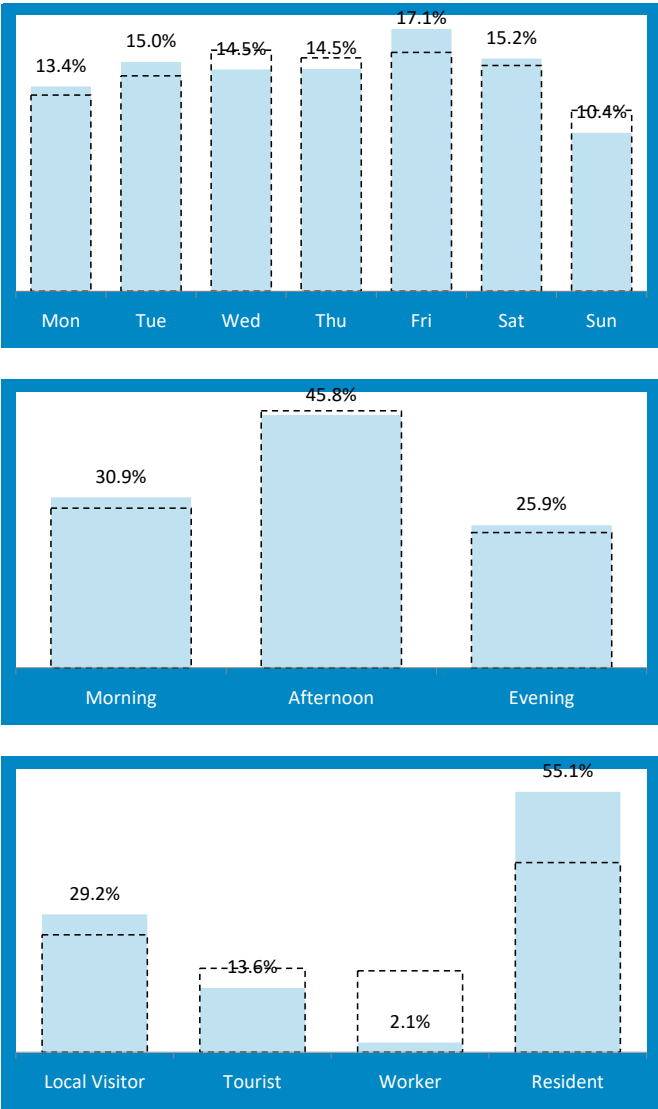


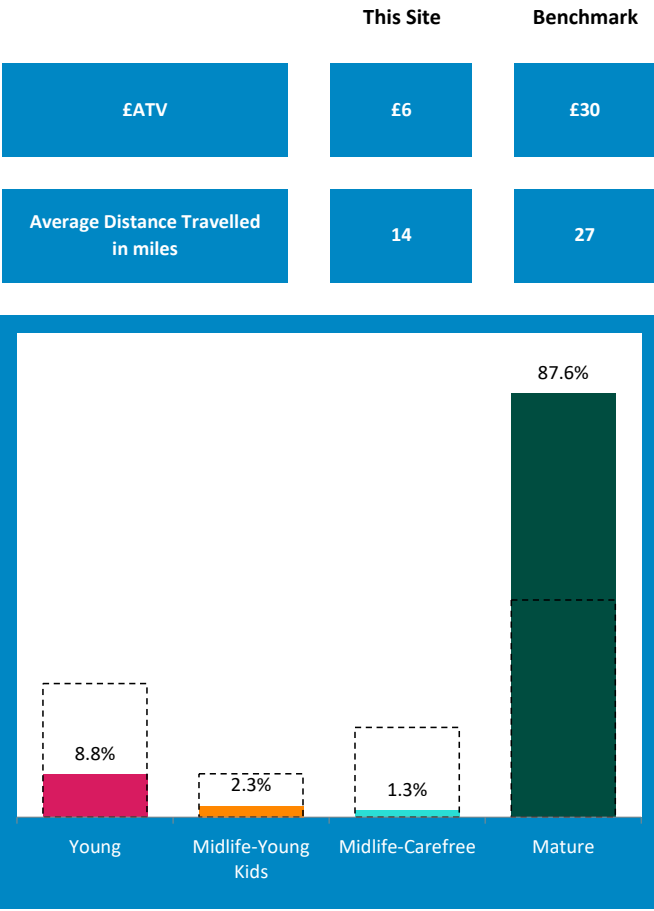
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1,960	5,344
Adult Pop		1,547	4,529
Affluence	Low	39%	33%
	Medium	52%	38%
	High	9%	27%
Young		0%	28%
Midlife Young Kids		3%	11%
Midlife Carefree		3%	16%
Mature		94%	44%
Competition Count		2	43

Visitors



Spend Profile



Catchment Summary - Sun Inn

Over GB Average

Around GB Average

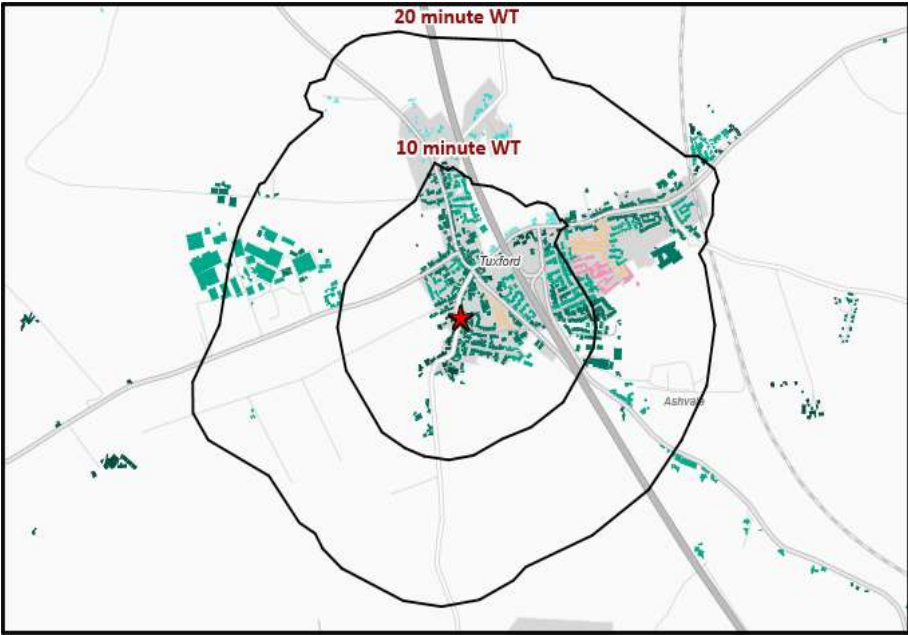
Under GB Average

*WT= Walktime

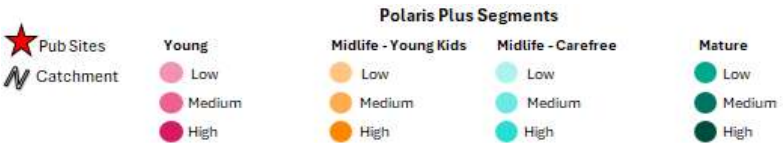
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	1,960	3,077	95,937	
Adults 18+	1,547	2,407	77,963	
Competition Pubs	2	3	148	
Adults 18+ per Competition Pub	774	802	527	
% Adults Likely to Drink	81.0%	81.0%	81.0%	
Affluence	Low	39.2%	49.2%	43.9%
	Medium	51.8%	44.6%	32.9%
	High	9.1%	6.2%	20.7%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)	£21,103	£19,770	£20,806	
Age Profile	18-24	117	202	6,076
	25-34	170	269	11,479
	35-44	265	396	11,942
	45-64	516	803	25,716
	65+	479	737	22,750

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
37	16	23
Pop. & Adl. 18+ index based on all pubs		
34	15	23
5	3	19
113	117	77
101	101	101
118	148	132
135	117	86
33	23	75
93	88	92
70	77	74
64	65	88
100	95	92
105	104	107
127	124	123



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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	195	10,490	0	29	48
Midlife - Young Kids	43	200	11,108	25	76	131
Midlife - Carefree	47	47	9,574	19	12	78
Mature	1,457	1,965	44,781	213	184	130
Not Private Households	0	0	2,010	0	0	21,309
Total	1,547	2,407	77,963			



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Per Pub - Sun Inn

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

WT= Walktime, DT= Drivetime

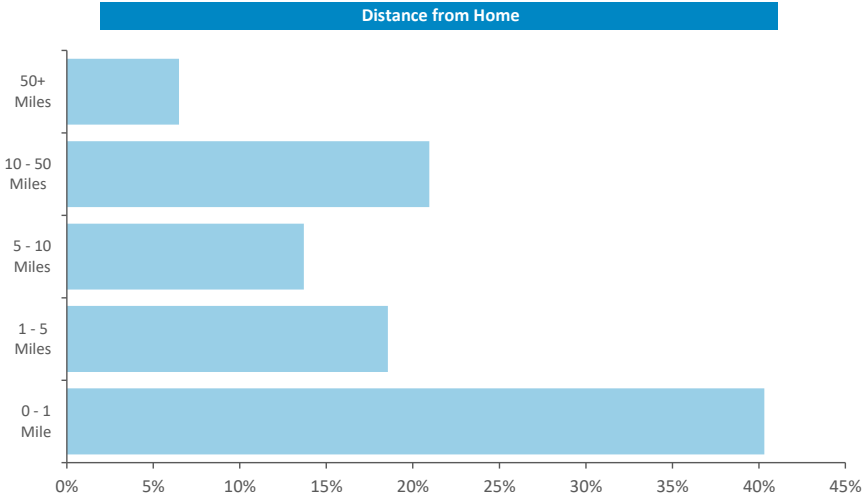
Adults 18+	1,547	2,407	77,963
Number of Competition Pubs	2	3	148
Adults 18+ per Competition Pub	774	802	527

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	126	8.1%	104
Family Pub Dining	0	159	10.3%	113
Great Pub Great Food	0	263	17.0%	102
Leisure	0	161	10.4%	103
Mainstream	1	254	16.4%	118
Premium	0	219	14.2%	99
Restaurant	0	322	20.8%	91
Super Premium	0	43	2.8%	70

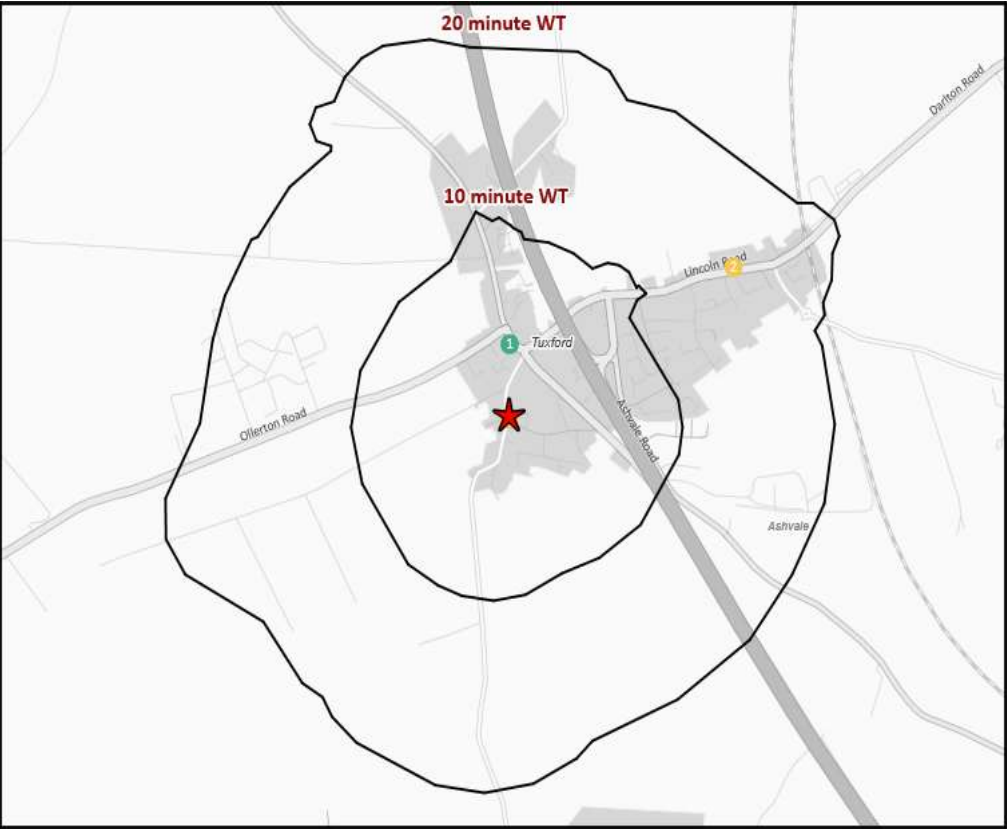
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	228	9.5%	121
Family Pub Dining	0	261	10.9%	120
Great Pub Great Food	0	380	15.8%	94
Leisure	0	247	10.2%	102
Mainstream	2	402	16.7%	120
Premium	0	326	13.6%	95
Restaurant	0	501	20.8%	90
Super Premium	0	61	2.5%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	23	6,940	8.9%	114
Family Pub Dining	5	7,649	9.8%	108
Great Pub Great Food	10	12,460	16.0%	96
Leisure	35	7,834	10.1%	100
Mainstream	41	11,574	14.9%	106
Premium	14	10,278	13.2%	92
Restaurant	20	16,807	21.6%	94
Super Premium	0	2,401	3.1%	78



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Competition - Sun Inn



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- Classic
- Family Pub Dining
- Great Pub Great Food
- Leisure
- Mainstream
- Premium
- Restaurant
- Super Premium

Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Duke William	NG22 0RS	Independent Free	Great Pub Gre:	16.7%	2.67
4	Queens Hotel	NG22 0RE	Everards	Mainstream	15.6%	1.57
1	Tuxford and District Working Me	NG22 0LB	Independent Free	Classic	14.4%	0.17
2	Fountain Hotel	NG22 0JQ	*Other Small Retail Groups	Mainstream	11.6%	0.65
9	Carpenters Arms	NG22 9NJ	Admiral Taverns Ltd	Great Pub Gre:	11.3%	3.47
17	Boughton and District Social Club	NG22 9TT	Independent Free	Classic	6.9%	4.31
6	Dove Cote	NG22 0SX	Independent Free	Premium	6.8%	2.41
19	Brownlow Arms	NG23 6SG	Independent Free	Classic	3.8%	4.52
8	Red Lion	NG22 9NU	Independent Free	Classic	3.0%	3.23
0	Sun Inn	NG22 0LN	Star Pubs & Bars	Mainstream	3.0%	0.00
11	Walesby Villabge Sports Club	NG22 9PF	Independent Free	Leisure	2.8%	3.65
12	Crown Inn	NG23 6RQ	Independent Free	Mainstream	2.5%	3.68
13	Blue Bell Inn	DN22 0LN	Independent Free	Premium	1.2%	3.86
20	Dukeries Leisure Centre	NG22 9QA	Independent Free	Leisure	0.4%	4.60
3	East Markham Village Hall	NG22 0HA	Independent Free	Premium	0.0%	1.09
5	China Moon	DN22 0QU	Independent Free	Restaurant	0.0%	2.21
10	Square and Compass	NG23 6RN	*Other Small Retail Groups	Premium	0.0%	3.65
14	Harrow Inn	NG22 9JZ	Independent Free	Mainstream	0.0%	3.97
15	Walesby Forest Scout Centre	NG22 9NG	Independent Free	Classic	0.0%	4.15
16	Oaktree Farm	NG23 6RY	Independent Free	Leisure	0.0%	4.25
18	Pumping House	NG22 9HQ	Independent Free	Leisure	0.0%	4.32

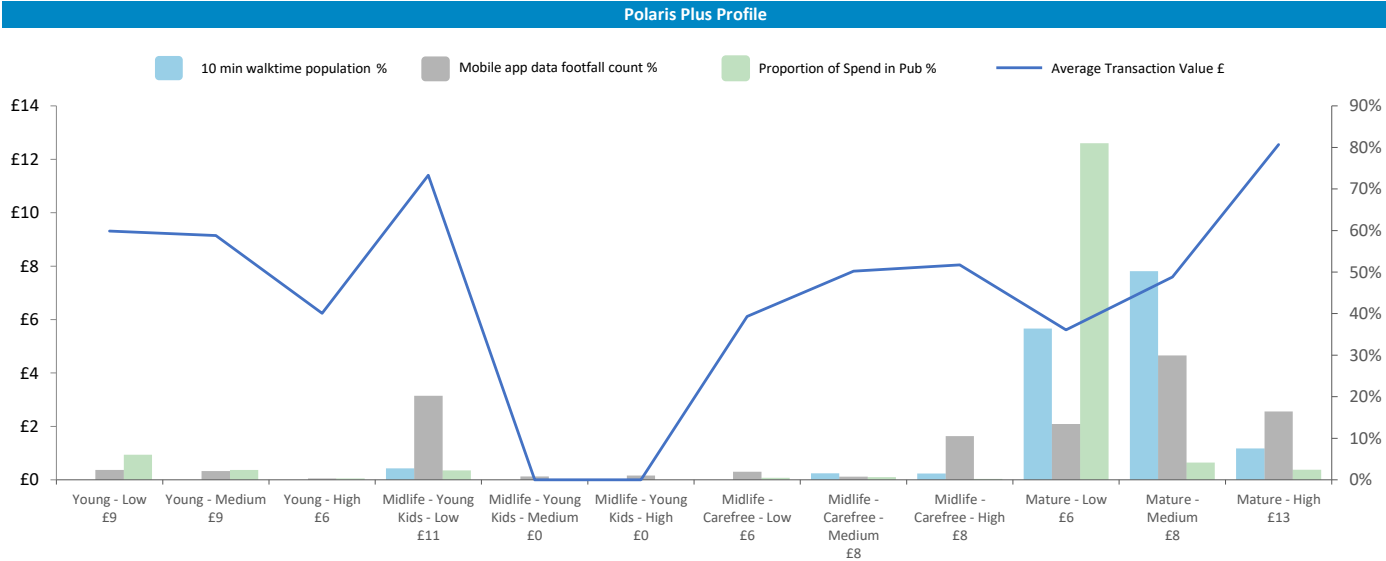
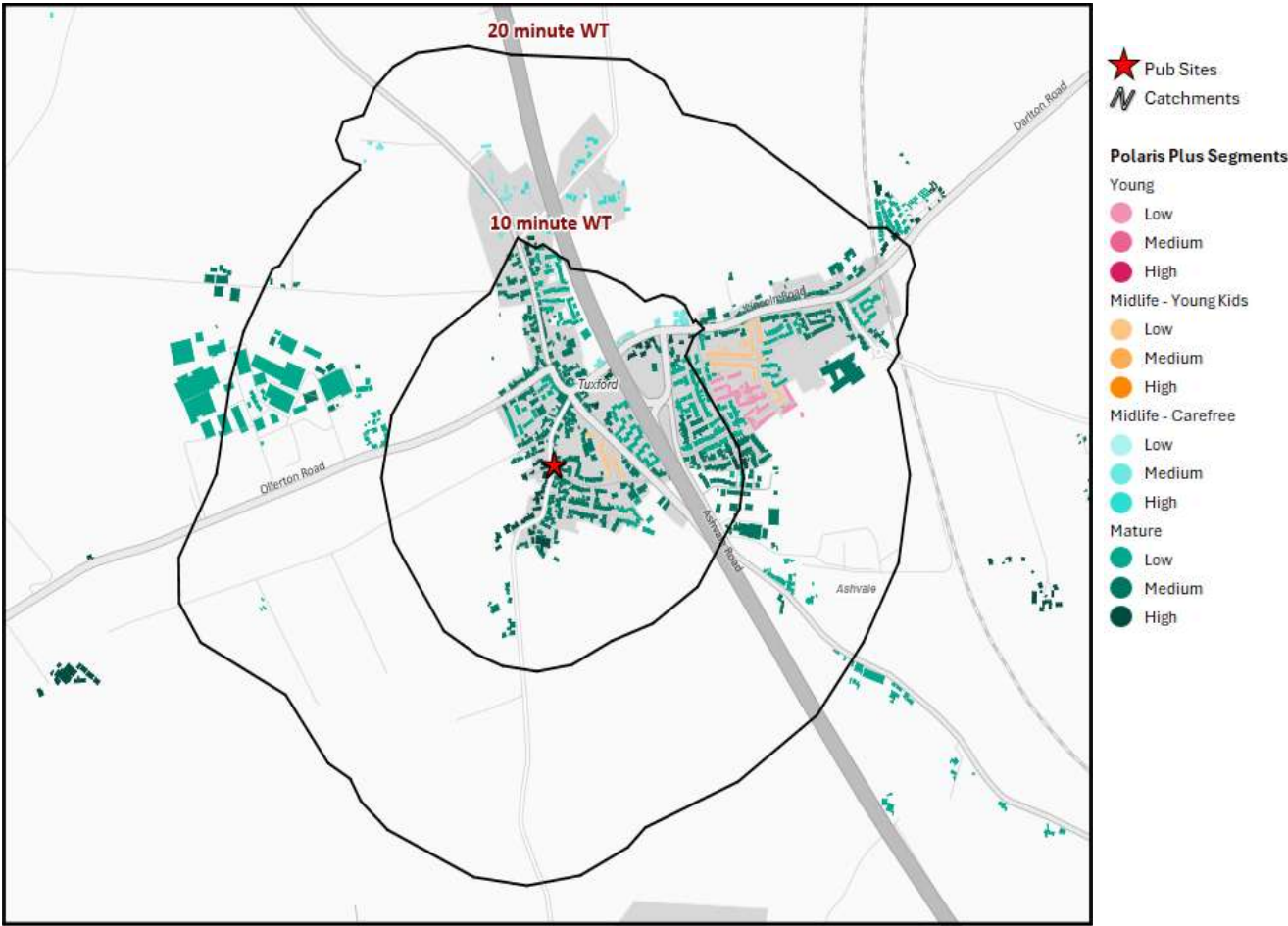
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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Catchment Summary - Sun Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
85813	Sun Inn	NG22 0LN	Star Pubs & Bars	Mainstream	18



See the Glossary page for further information on the above variables

Catchment Summary - Sun 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	1,960	3,077	95,937	37	16	23
Adults 18+	1,547	2,407	77,963	34	15	23
Competition Pubs	2	3	148	5	3	19
Adults 18+ per Competition Pub	774	802	527	113	117	77
% Adults Likely to Drink	81.0%	81.0%	81.0%	101	101	101

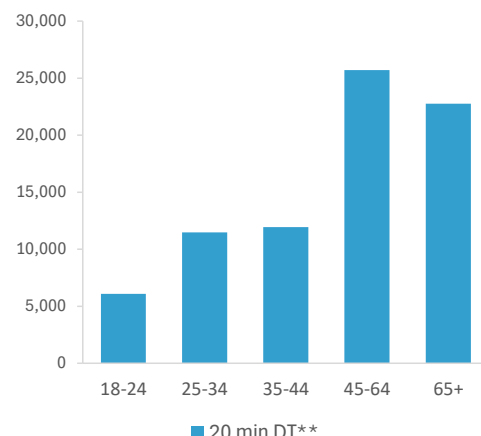
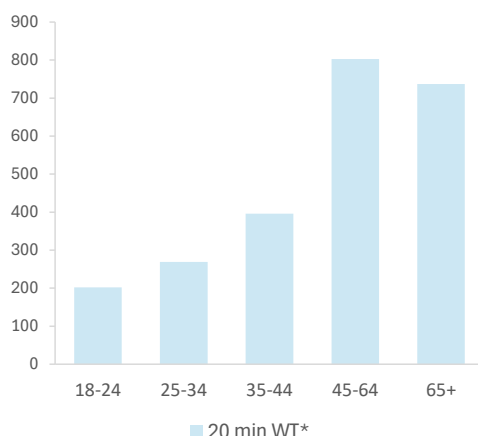
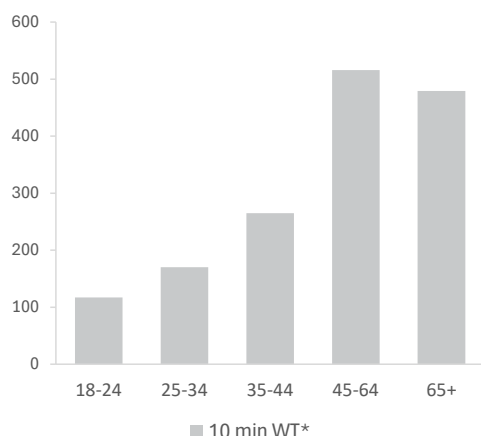
Population & Adults 18+ index is based on all pubs

Affluence	Low	39.2%	49.2%	43.9%	118	148	132
	Medium	51.8%	44.6%	32.9%	135	117	86
	High	9.1%	6.2%	20.7%	33	23	75

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£21,103	£19,770	£20,806	93	88	92
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Age Profile	18-24	117	202	6,076	70	77	74
	25-34	170	269	11,479	64	65	88
	35-44	265	396	11,942	100	95	92
	45-64	516	803	25,716	105	104	107
	65+	479	737	22,750	127	124	123

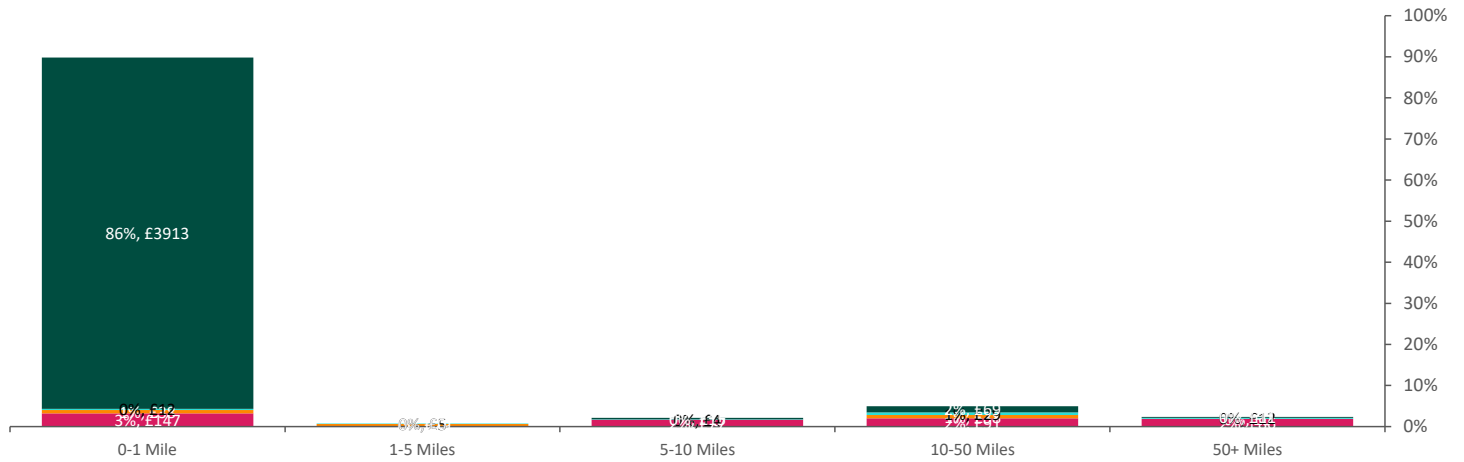


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	950 (48%)	1,511 (49%)	47,649 (50%)	99	100	101
	Female	1,010 (52%)	1,566 (51%)	48,288 (50%)	101	100	99
Economic Status (16+)	Employed: Full-time	536 (34%)	810 (33%)	26,506 (33%)	99	96	97
	Employed: Part-time	206 (13%)	323 (13%)	9,840 (12%)	109	109	103
	Self employed	158 (10%)	224 (9%)	6,653 (8%)	108	97	90
	Unemployed	30 (2%)	51 (2%)	1,641 (2%)	69	75	75
	Full-time student	17 (1%)	44 (2%)	1,082 (1%)	43	71	54
	Retired	463 (29%)	702 (28%)	21,754 (27%)	134	130	125
	Other	176 (11%)	333 (13%)	12,529 (16%)	62	75	88
Total Worker Count		1,674	1,924	53,456			

See the Glossary page for further information on the above variables

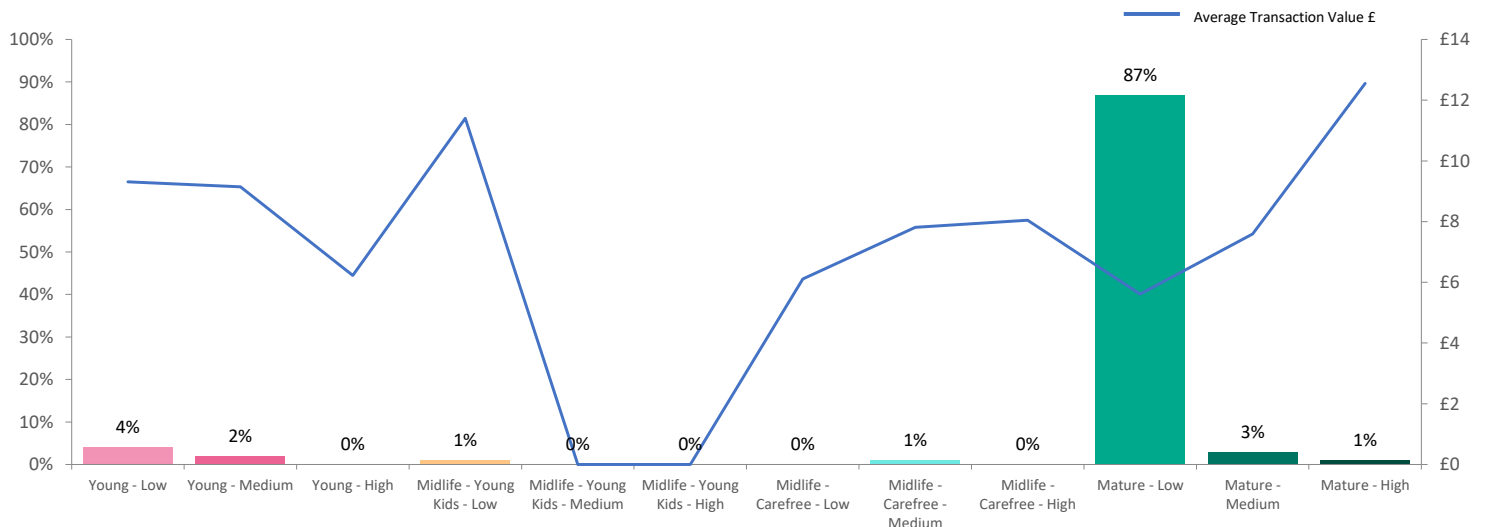
Transactional Data Summary - Sun Inn

Spend by Polaris and Distance from Home



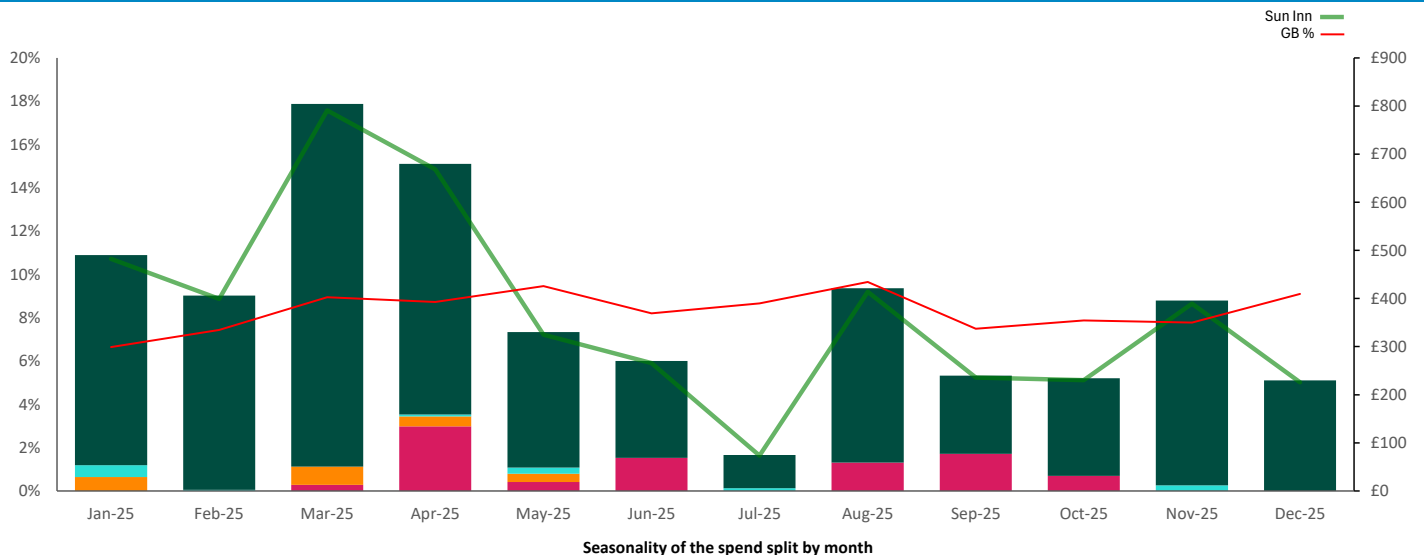
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



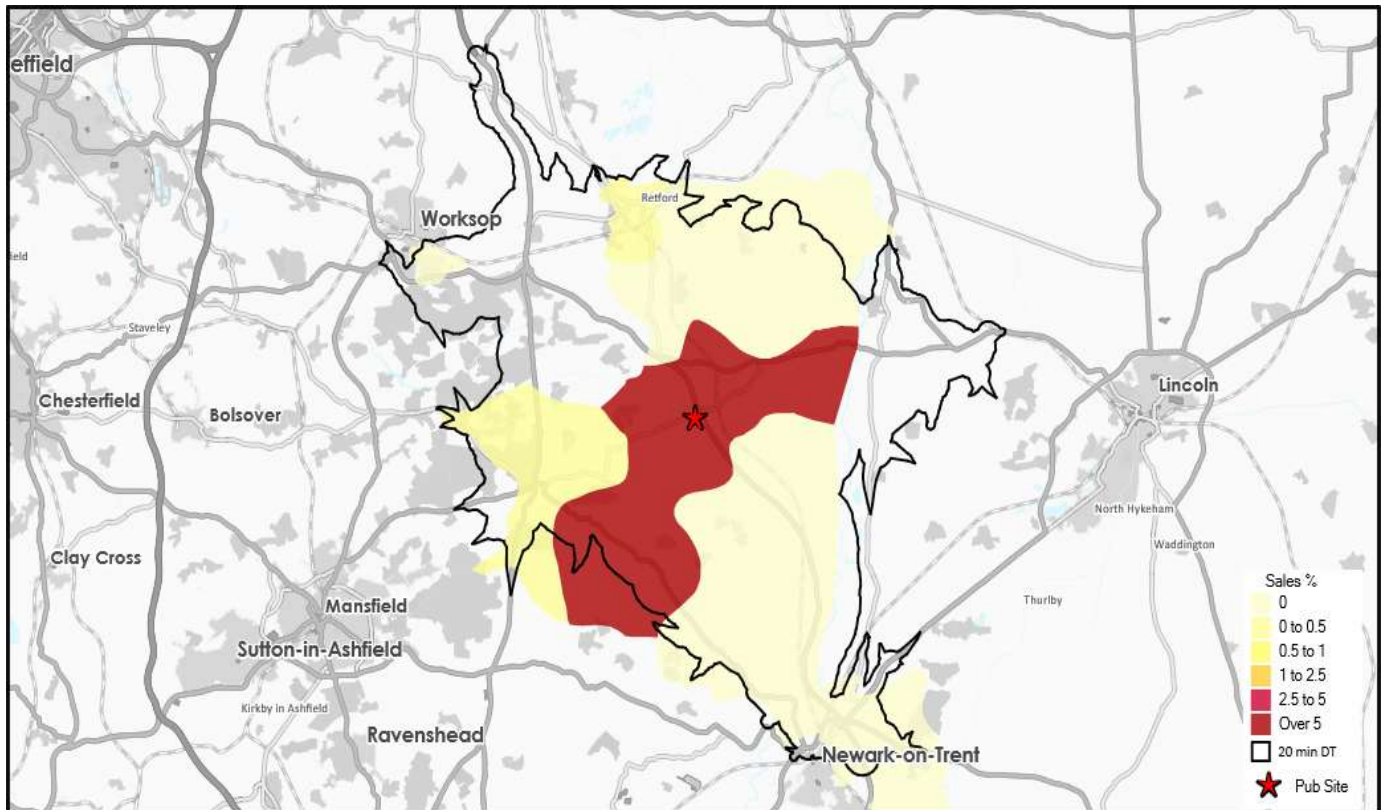
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



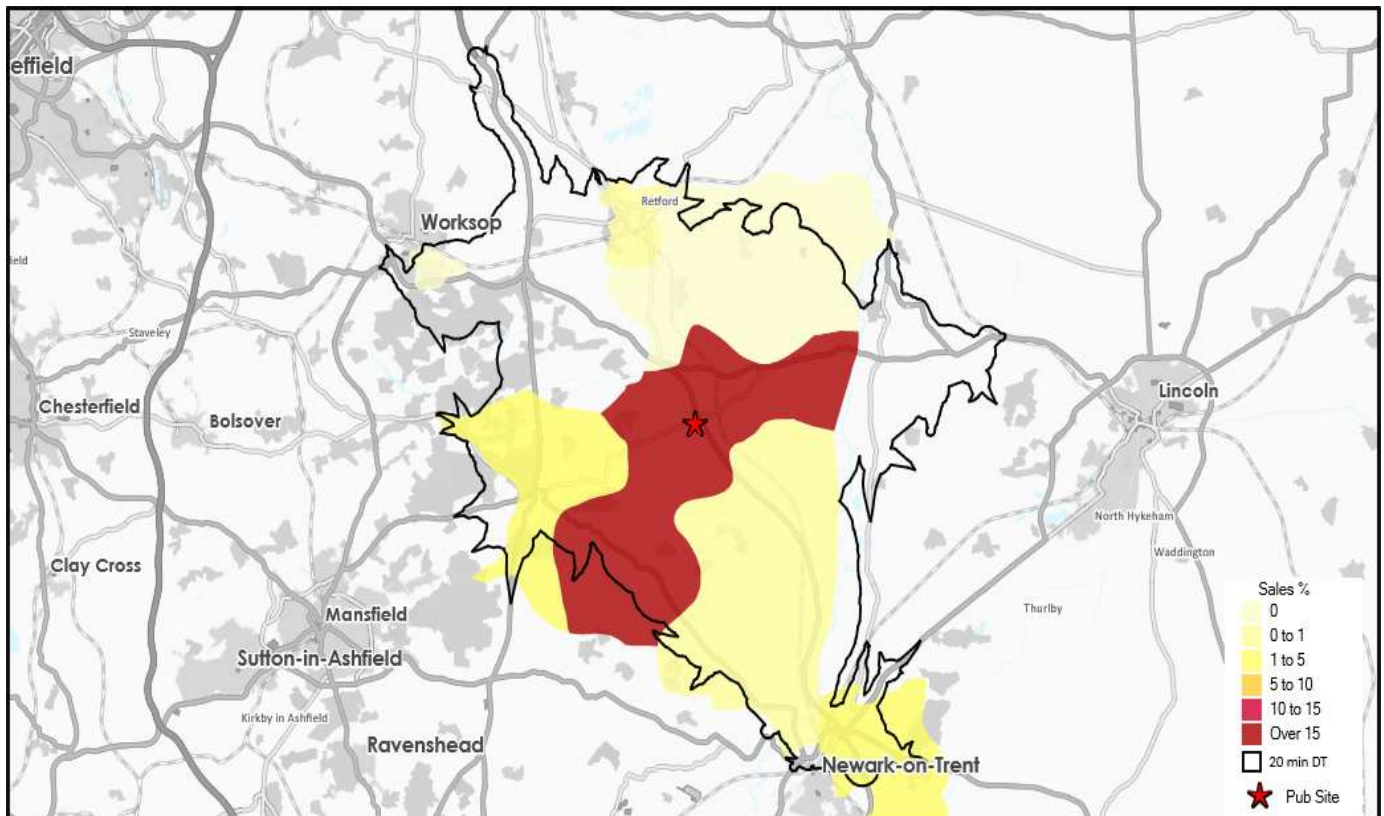
Seasonality of the spend split by month

Sun 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

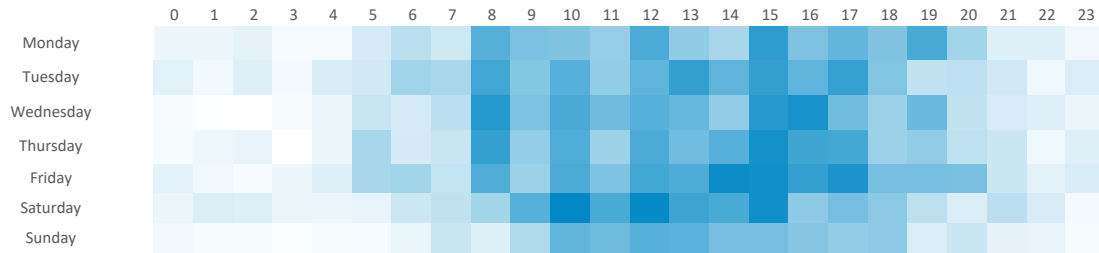
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Sun Inn



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

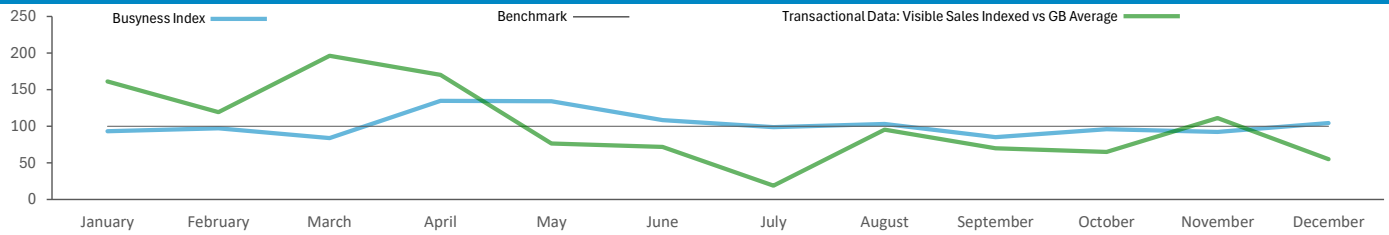
Mobile Data Summary - Sun Inn

Time of Day/Day of Week



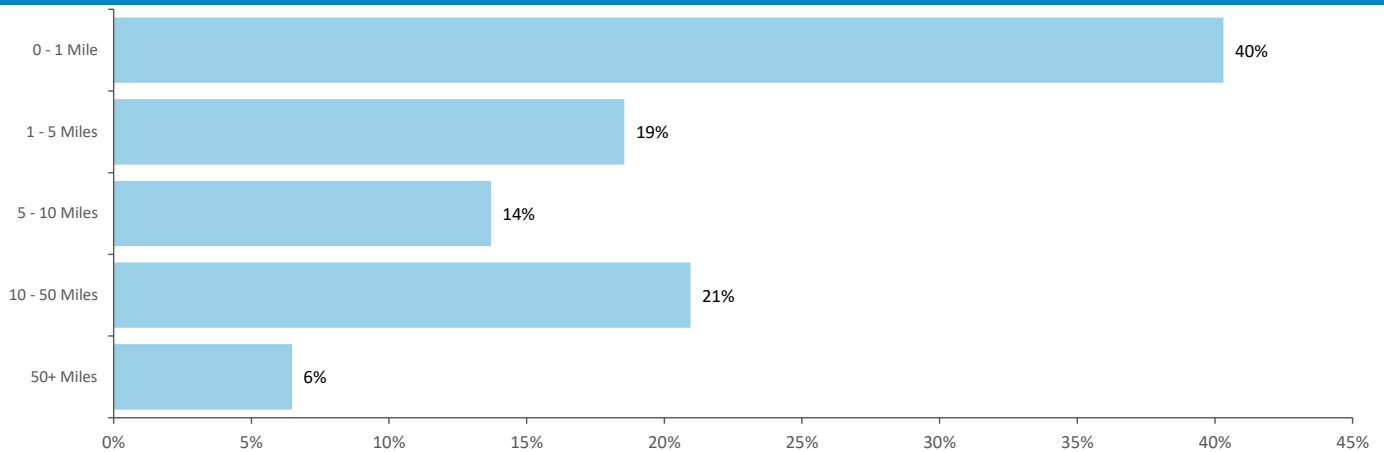
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

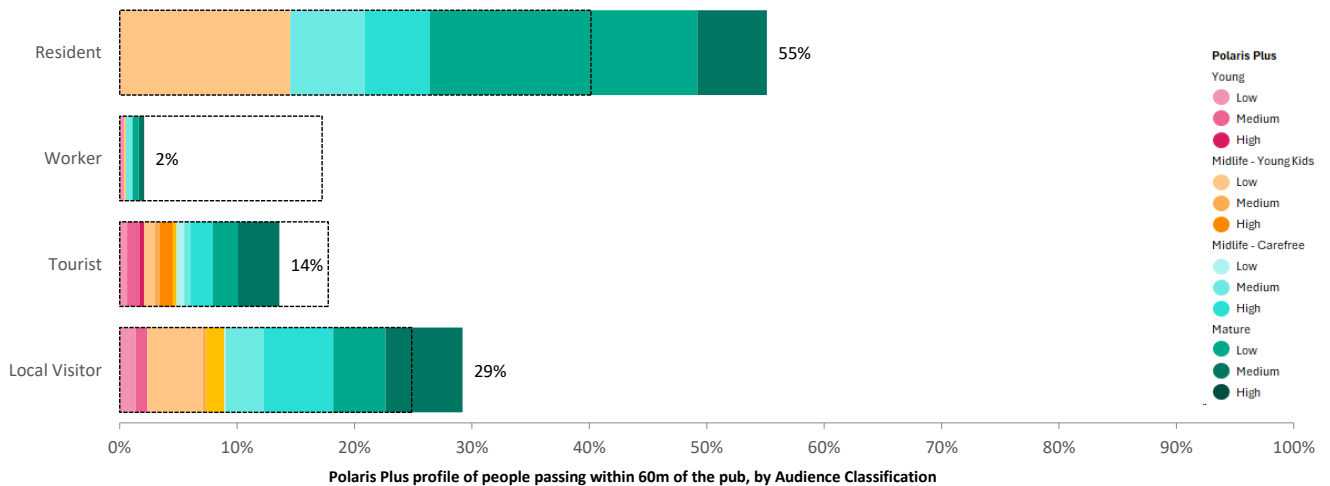
Distance from Home



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

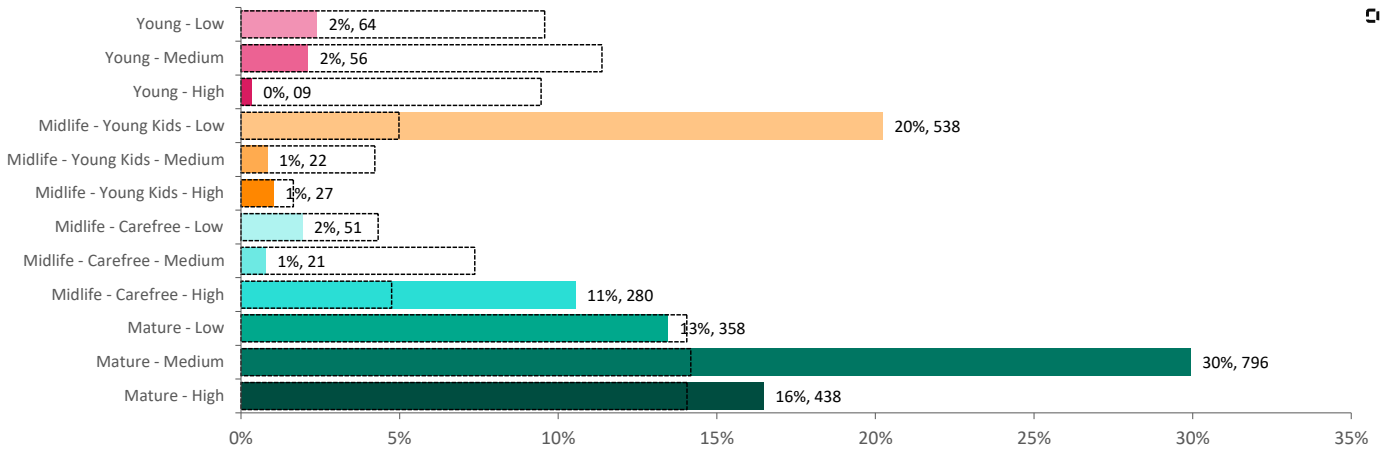


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Sun Inn

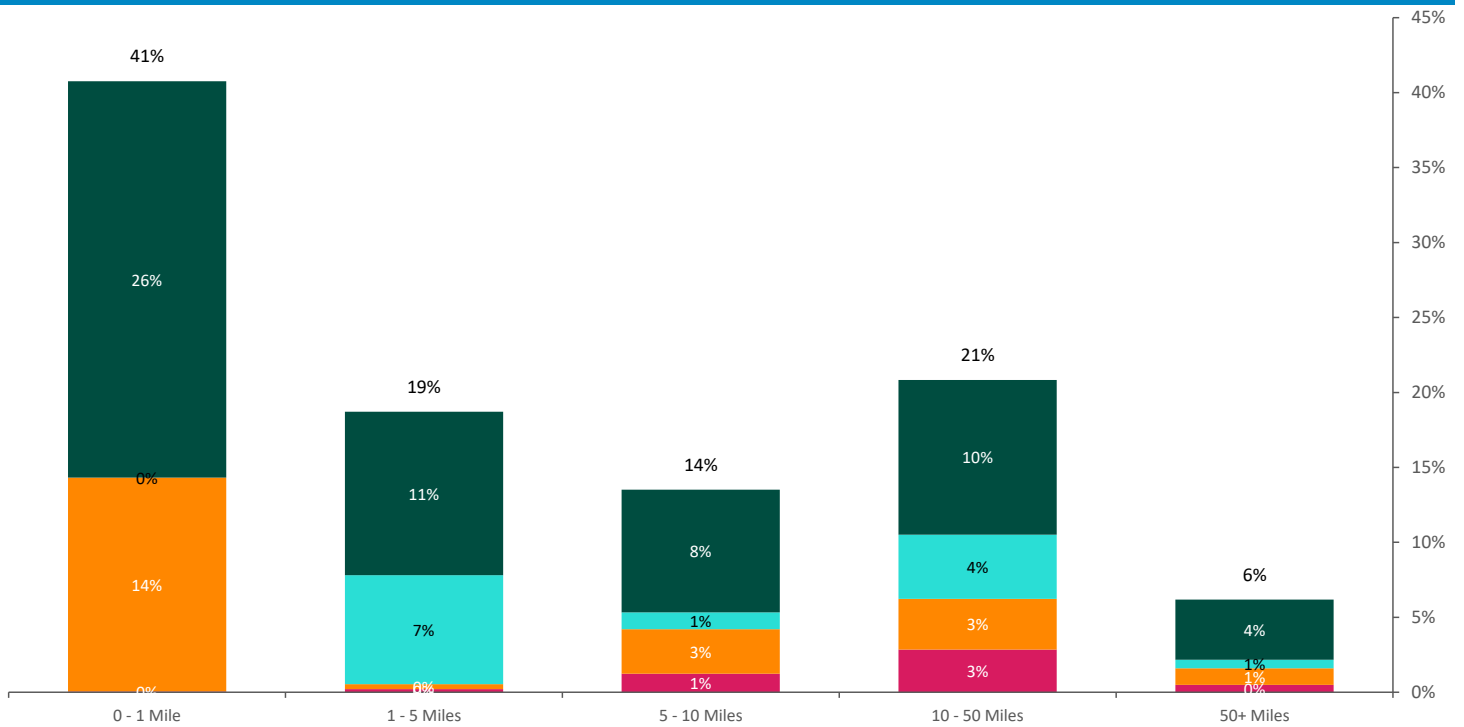
Polaris Plus Profile

GB %



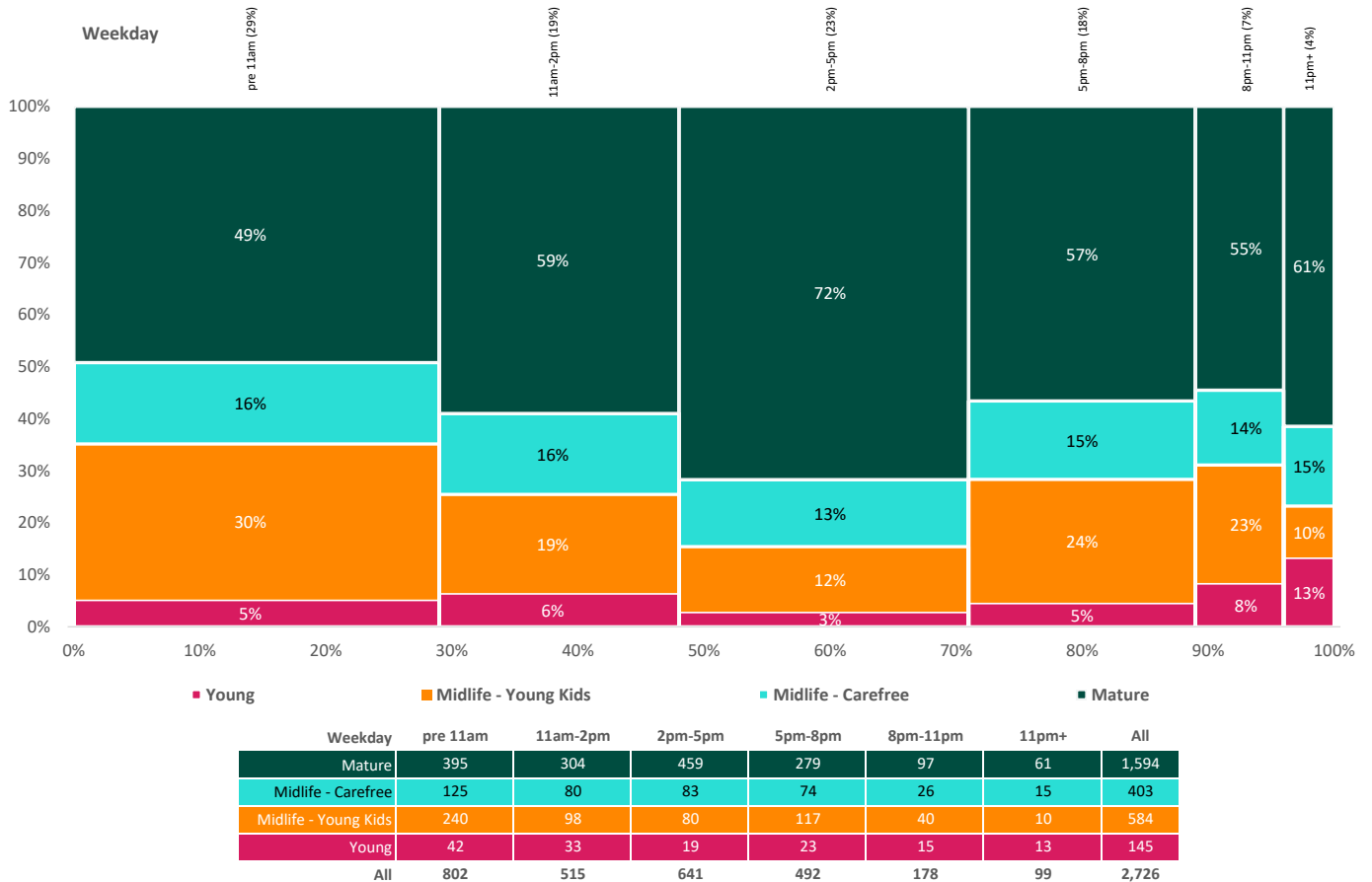
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

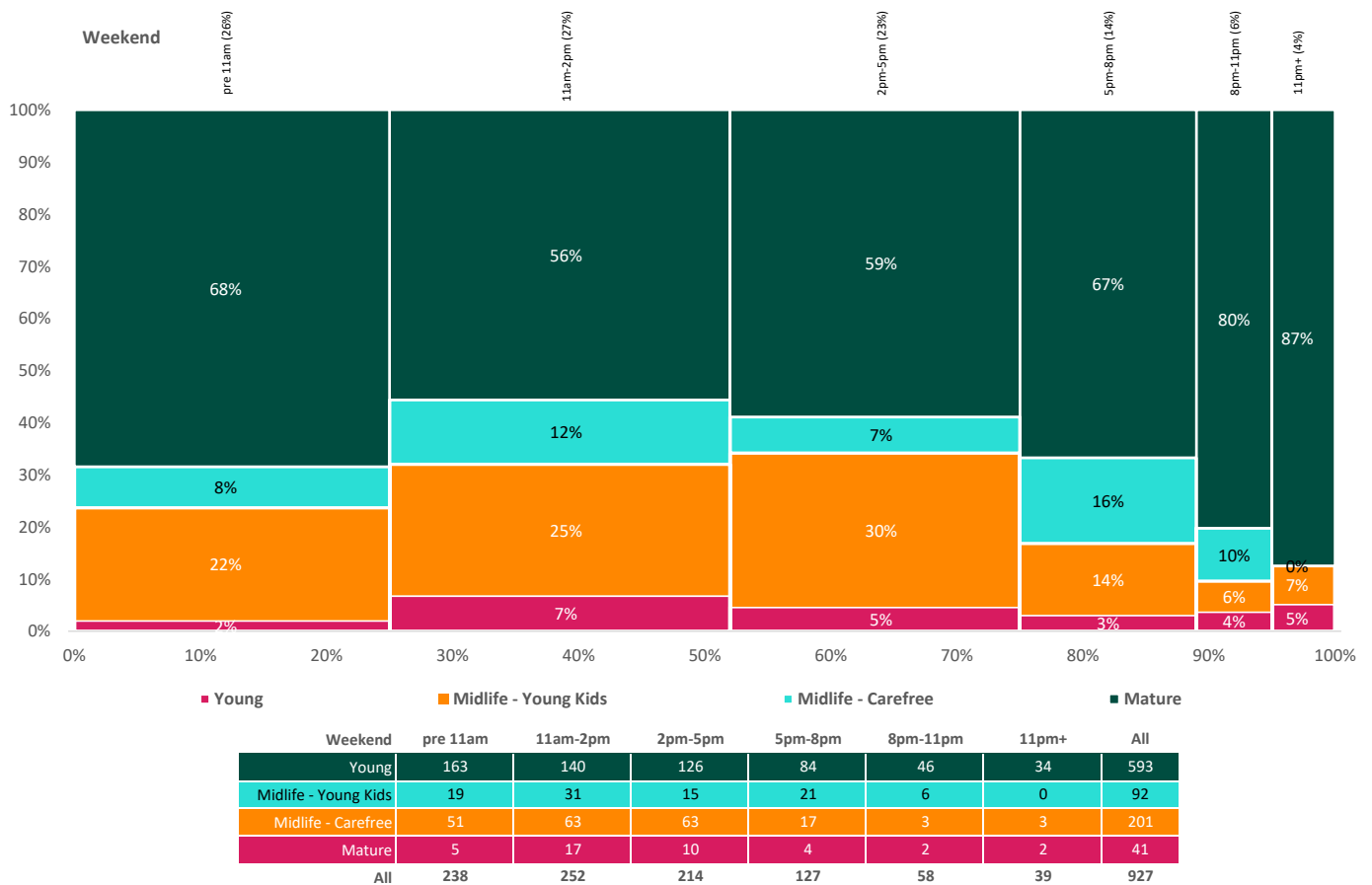


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

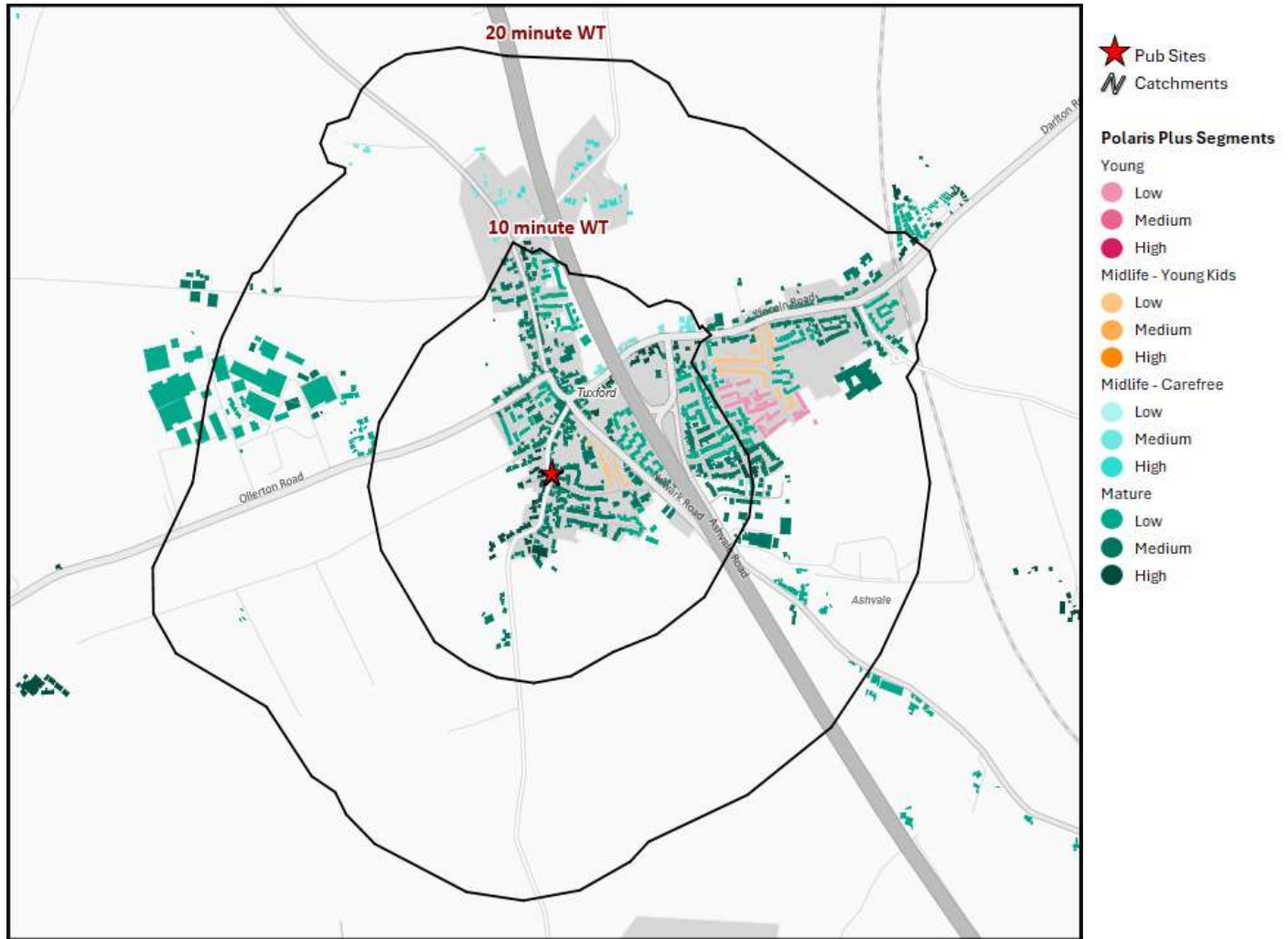


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Plus Summary - Sun Inn



Polaris Plus Profile by Catchment

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	195	6,034	0	83	79
Medium	0	0	4,377	0	0	51
High	0	0	79	0	0	2
Midlife - Young Kids						
Low	43	200	10,833	50	149	248
Medium	0	0	275	0	0	8
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	2,355	0	0	71
Medium	24	24	3,040	22	14	54
High	23	23	4,179	33	21	117
Mature						
Low	563	789	14,985	269	243	142
Medium	777	1,050	17,936	320	278	147
High	117	126	11,860	50	35	101
Not Private Households	0	0	2,010	0	0	241
Total	1,547	2,407	77,963			

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Sun 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	Sun Inn	NG22 0LN	Star Pubs & Bars	Mainstream	3.0%	92.3%	0.00
1	Tuxford and District Working Mens Club	NG22 0LB	Independent Free	Classic	14.4%	96.7%	0.17
2	Fountain Hotel	NG22 0JQ	*Other Small Retail Groups	Mainstream	11.6%	79.5%	0.65
3	East Markham Village Hall	NG22 0HA	Independent Free	Premium	0.0%	0.0%	1.09
4	Queens Hotel	NG22 0RE	Everards	Mainstream	15.6%	87.0%	1.57
5	China Moon	DN22 0QU	Independent Free	Restaurant	0.0%	0.0%	2.21
6	Dove Cote	NG22 0SX	Independent Free	Premium	6.8%	52.9%	2.41
7	Duke William	NG22 0RS	Independent Free	Great Pub Great Food	16.7%	66.7%	2.67
8	Red Lion	NG22 9NU	Independent Free	Classic	3.0%	96.0%	3.23
9	Carpenters Arms	NG22 9NJ	Admiral Taverns Ltd	Great Pub Great Food	11.3%	41.4%	3.47
10	Square and Compass	NG23 6RN	*Other Small Retail Groups	Premium	0.0%	0.0%	3.65
11	Walesby Villabge Sports Club	NG22 9PF	Independent Free	Leisure	2.8%	68.5%	3.65
12	Crown Inn	NG23 6RQ	Independent Free	Mainstream	2.5%	61.6%	3.68
13	Blue Bell Inn	DN22 0LN	Independent Free	Premium	1.2%	63.4%	3.86
14	Harrow Inn	NG22 9JZ	Independent Free	Mainstream	0.0%	0.0%	3.97
15	Walesby Forest Scout Centre	NG22 9NG	Independent Free	Classic	0.0%	0.0%	4.15
16	Oaktree Farm	NG23 6RY	Independent Free	Leisure	0.0%	0.0%	4.25
17	Boughton and District Social Club	NG22 9TT	Independent Free	Classic	6.9%	98.2%	4.31
18	Pumping House	NG22 9HQ	Independent Free	Leisure	0.0%	0.0%	4.32
19	Brownlow Arms	NG23 6SG	Independent Free	Classic	3.8%	50.4%	4.52
20	Dukeries Leisure Centre	NG22 9QA	Independent Free	Leisure	0.4%	38.6%	4.60

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 - Sun Inn

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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+	1,547	2,407	77,963
Number of Competition Pubs	2	3	148
Adults 18+ per Competition Pub	774	802	527

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	126	8.1%	104
Family Pub Dining	0	159	10.3%	113
Great Pub Great Food	0	263	17.0%	102
Leisure	0	161	10.4%	103
Mainstream	1	254	16.4%	118
Premium	0	219	14.2%	99
Restaurant	0	322	20.8%	91
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20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	0	247	10.2%	102
Mainstream	2	402	16.7%	120
Premium	0	326	13.6%	95
Restaurant	0	501	20.8%	90
Super Premium	0	61	2.5%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	23	6,940	8.9%	114
Family Pub Dining	5	7,649	9.8%	108
Great Pub Great Food	10	12,460	16.0%	96
Leisure	35	7,834	10.1%	100
Mainstream	41	11,574	14.9%	106
Premium	14	10,278	13.2%	92
Restaurant	20	16,807	21.6%	94
Super Premium	0	2,401	3.1%	78

Glossary

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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.	
	