

Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3,933	5,344
Adult Pop		3,457	4,529
Affluence	Low	31%	33%
	Medium	49%	38%
	High	20%	27%
Young		32%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		9%	16%
Mature		58%	44%
Competition Count		34	43

Visitors



Spend Profile



Catchment Summary - Scotia Bar

Over GB Average

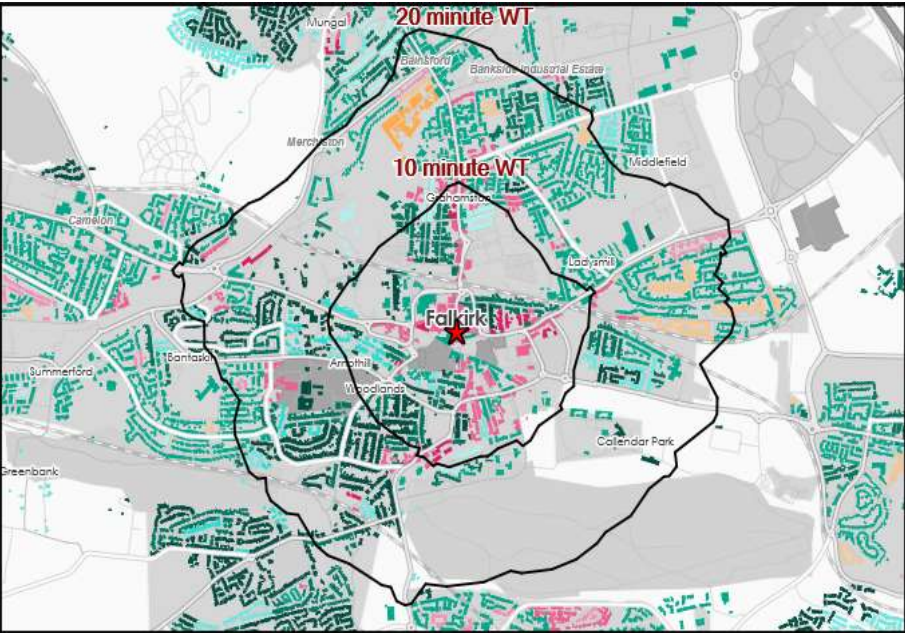
Around GB Average

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**
3,933	14,425	227,997	74	73	54
Pop. & Adl. 18+ index based on all pubs			76	76	54
3,457	12,384	185,514	79	45	31
34	46	240	15	39	113
102	269	773	101	100	100
81.0%	80.0%	80.0%	92	166	165
Affluence	Low	30.6%	55.1%	54.6%	128
	Medium	49.0%	29.6%	27.1%	77
	High	20.4%	15.0%	17.5%	71
*Affluence does not include Not Private Households			74	55	64
Mean Net Disposable income (£pa)			97	91	104
Age Profile	18-24	299	989	16,358	89
	25-34	594	2,052	28,249	112
	35-44	440	1,671	28,464	83
	45-64	1,110	4,064	64,801	112
	65+	1,014	3,608	47,642	134



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

Low

Medium

High

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	1,108	2,163	21,096	115	63	41
Midlife - Young Kids	0	425	3,894	0	31	19
Midlife - Carefree	327	793	17,862	60	41	61
Mature	2,022	8,973	141,331	132	164	172
Not Private Households	0	30	1,331	0	2,002	5,930
Total	3,457	12,384	185,514			



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Per Pub - Scotia Bar

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

WT= Walktime, DT= Drivetime

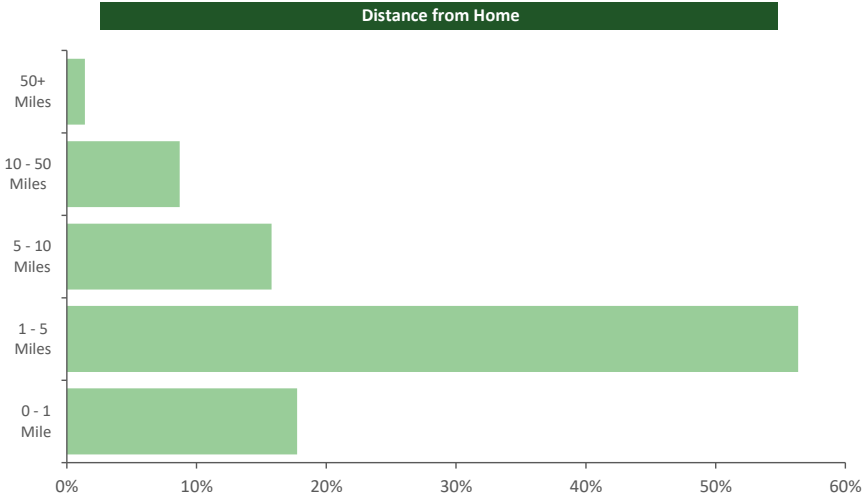
Adults 18+	3,457	12,384	185,514
Number of Competition Pubs	34	46	240
Adults 18+ per Competition Pub	102	269	773

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	9	285	8.2%	105
Family Pub Dining	1	322	9.3%	103
Great Pub Great Food	0	566	16.4%	98
Leisure	7	342	9.9%	99
Mainstream	6	533	15.4%	110
Premium	1	510	14.7%	103
Restaurant	10	776	22.5%	98
Super Premium	0	123	3.6%	90

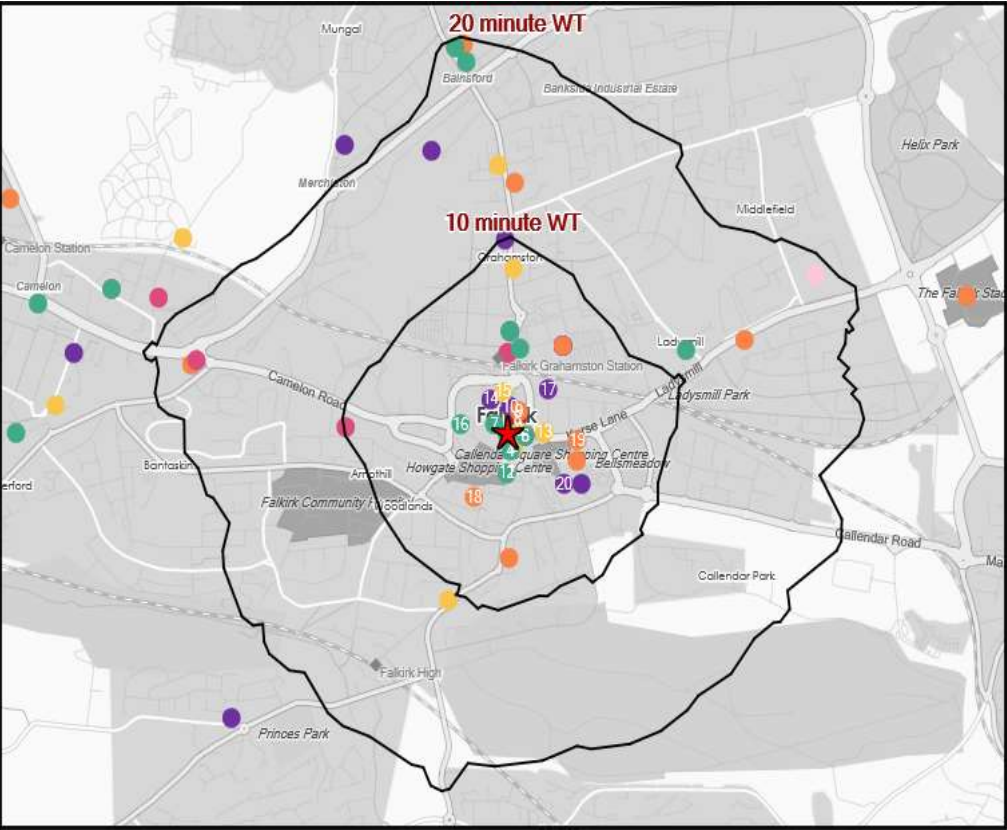
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	12	1,160	9.4%	120
Family Pub Dining	2	1,308	10.6%	116
Great Pub Great Food	0	1,900	15.4%	92
Leisure	10	1,229	9.9%	99
Mainstream	9	2,041	16.5%	118
Premium	1	1,708	13.8%	96
Restaurant	12	2,634	21.3%	92
Super Premium	0	368	3.0%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	56	16,511	8.9%	114
Family Pub Dining	20	19,453	10.5%	115
Great Pub Great Food	12	29,677	16.0%	96
Leisure	63	18,853	10.2%	101
Mainstream	49	29,597	16.0%	114
Premium	6	25,259	13.6%	95
Restaurant	34	39,154	21.1%	92
Super Premium	0	5,596	3.0%	77



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Competition - Scotia Bar



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
14	Behind The Wall	FK 1 1HZ	Independent Free	Restaurant	31.3%	0.10
13	Orchard Hotel	FK 1 1RG	Independent Free	Mainstream	8.5%	0.10
8	Wine Library	FK 1 1LS	Independent Free	Premium	8.3%	0.05
15	High Spirits	FK 1 1JB	*Other Small Retail Groups	Mainstream	8.1%	0.11
11	Courtyard	FK 1 1PF	Independent Free	Classic	7.0%	0.09
3	Carron Works	FK 1 1NB	Wetherspoons GB	Mainstream	6.9%	0.03
2	Icon Sports Bar And Grill	FK 1 1NJ	Independent Free	Mainstream	6.7%	0.03
0	Scotia Bar	FK 1 1NH	Greene King	Classic	5.4%	0.00
17	Taiyuan	FK 1 1RA	Independent Free	Restaurant	5.0%	0.15
7	New Market Bar	FK 1 1JH	Stonegate Pub Company	Classic	4.5%	0.05
1	Wellington Bar	FK 1 1NH	Star Pubs & Bars	Classic	3.5%	0.00
4	Tolbooth Tavern	FK 1 1NL	Kingdom Taverns	Classic	2.0%	0.03
16	Cheerz	FK 1 1EY	Independent Free	Classic	1.9%	0.13
6	Aitkens Bar	FK 1 1NU	Kingdom Taverns	Classic	0.7%	0.05
18	Adrian Bowling Club	FK 1 1BQ	Independent Free	Leisure	0.3%	0.17
5	Christies	FK 1 1NU	Independent Free	Restaurant	0.0%	0.05
9	Sportsters Sports Bar and Diner	FK 1 1LU	Castle Leisure Group	Leisure	0.0%	0.07
10	Monterey Jacks	FK 1 1LL	Monterey Jacks Inc.	Restaurant	0.0%	0.07
12	Wheatsheaf Inn	FK 1 1PF	Independent Free	Mainstream	0.0%	0.09
19	Buzz Bingo	FK 1 1RJ	Buzz Group Limited	Leisure	0.0%	0.18
20	Taj Mahal Tandoori Restaurant	FK 1 1YD	Independent Free	Restaurant	0.0%	0.19

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

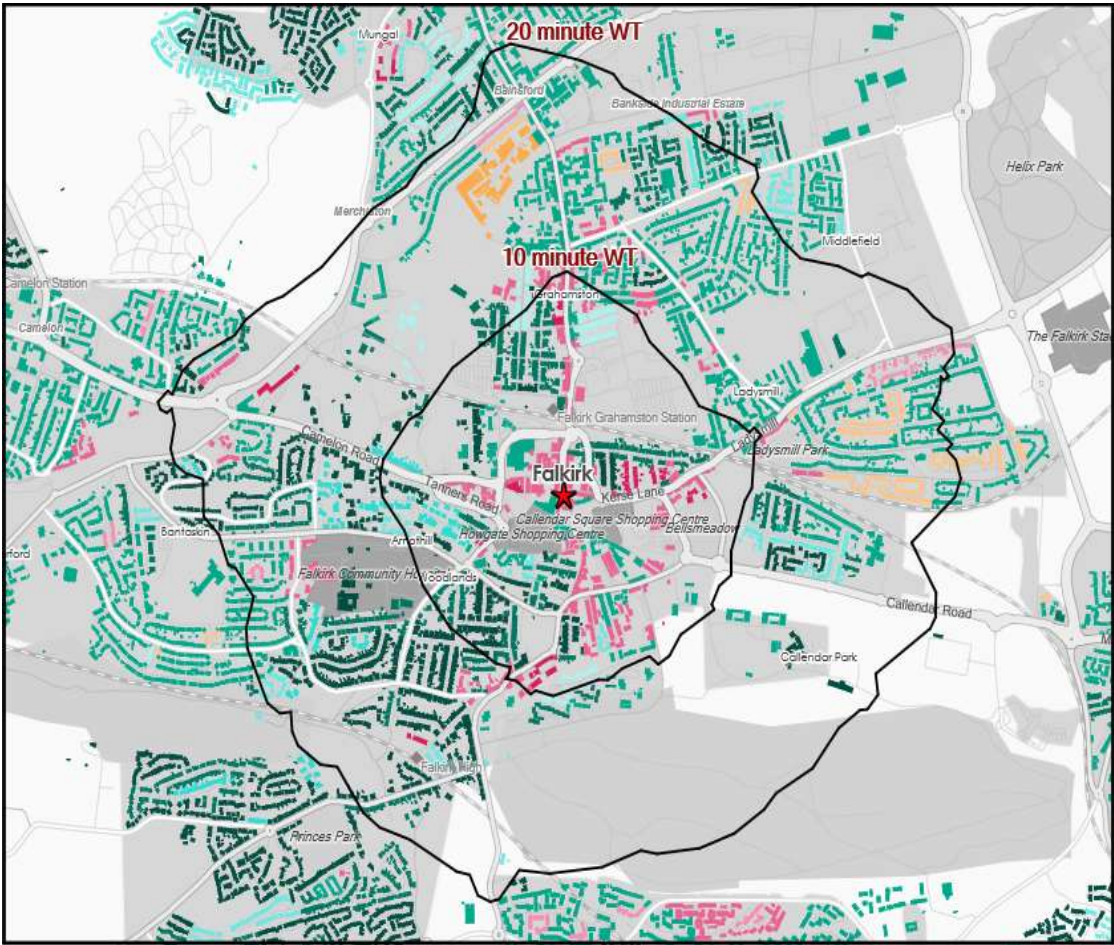
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Catchment Summary - Scotia Bar

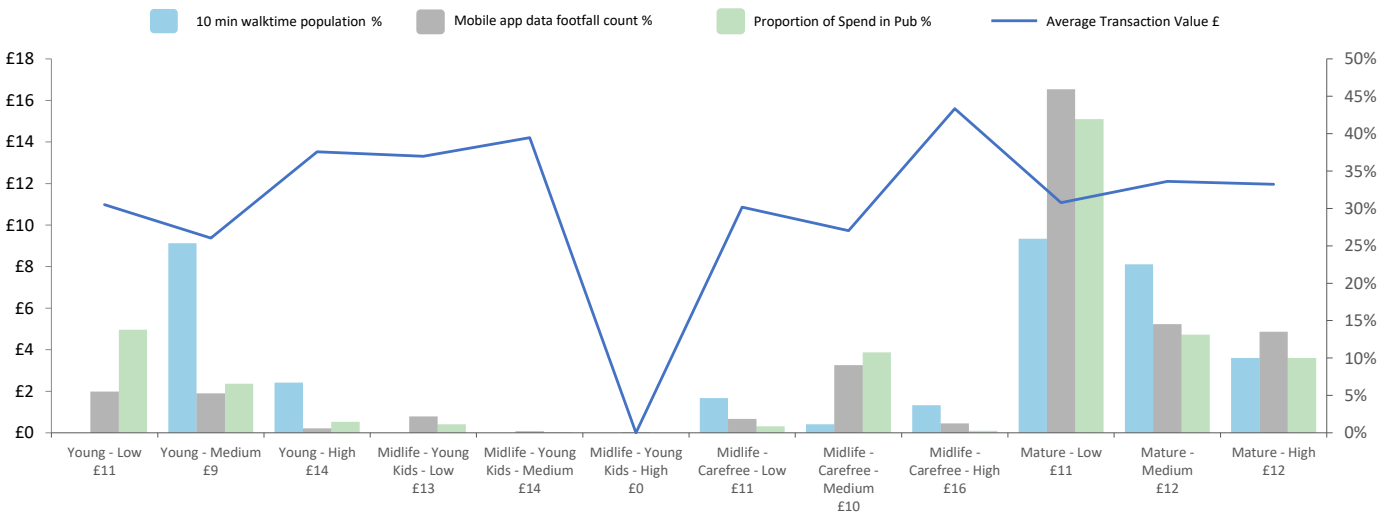


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
44818	Scotia Bar	FK 1 1NH	Greene King	Classic	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Scotia Bar



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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	3,933	14,425	227,997	74	73	54
Adults 18+	3,457	12,384	185,514	76	76	54
Competition Pubs	34	46	240	79	45	31
Adults 18+ per Competition Pub	102	269	773	15	39	113
% Adults Likely to Drink	81.0%	80.0%	80.0%	101	100	100

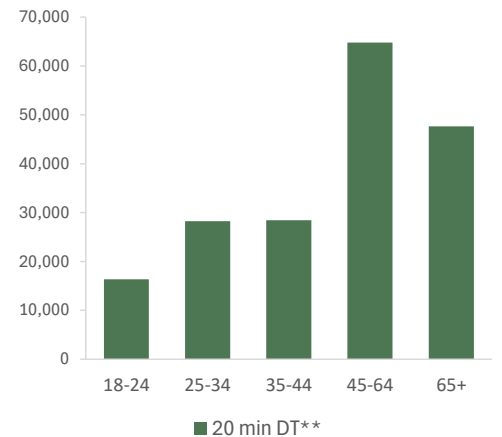
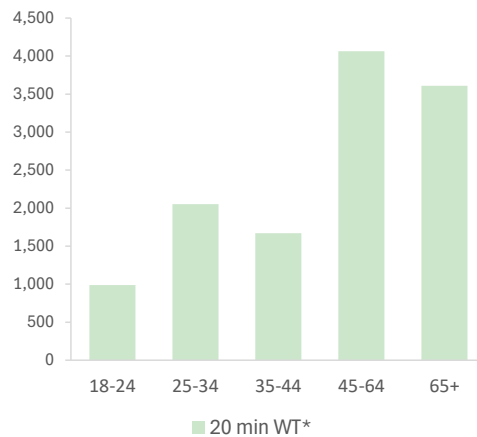
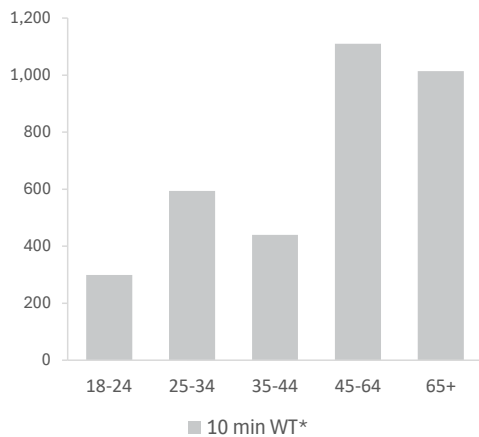
Population & Adults 18+ index is based on all pubs

Affluence	Low	30.6%	55.1%	54.6%	92	166	165
	Medium	49.0%	29.6%	27.1%	128	77	71
	High	20.4%	15.0%	17.5%	74	55	64

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£21,994	£20,603	£23,523	97	91	104
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Age Profile	18-24	299	989	16,358	89	81	84
	25-34	594	2,052	28,249	112	105	92
	35-44	440	1,671	28,464	83	86	92
	45-64	1,110	4,064	64,801	112	112	113
	65+	1,014	3,608	47,642	134	130	109



		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	1,963 (50%)	7,120 (49%)	110,684 (49%)	102	101	99
	Female	1,970 (50%)	7,305 (51%)	117,313 (51%)	98	99	101
Economic Status (16+)	Employed: Full-time	1,387 (39%)	4,564 (36%)	72,627 (38%)	115	106	112
	Employed: Part-time	359 (10%)	1,379 (11%)	23,037 (12%)	85	91	101
	Self employed	232 (7%)	686 (5%)	11,114 (6%)	71	59	63
	Unemployed	55 (2%)	271 (2%)	3,912 (2%)	56	78	75
	Full-time student	151 (4%)	477 (4%)	7,087 (4%)	171	151	149
	Retired	845 (24%)	3,289 (26%)	44,237 (23%)	110	119	107
	Other	514 (15%)	1,992 (16%)	28,884 (15%)	82	89	85
Total Worker Count		6,276	17,267	109,676			

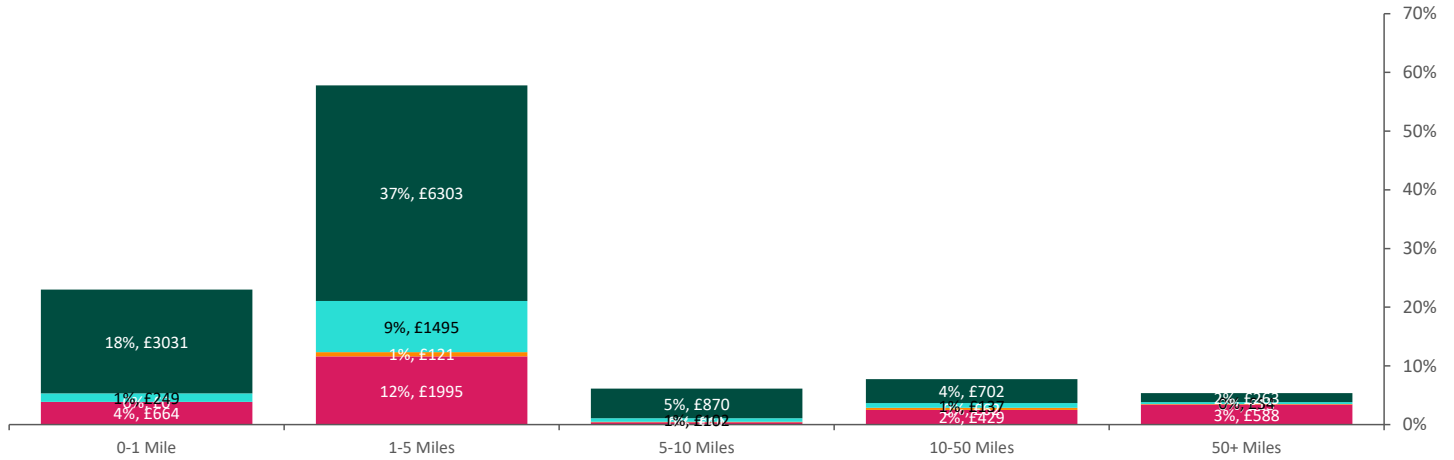
See the Glossary page for further information on the above variables

Transactional Data Summary - Scotia Bar



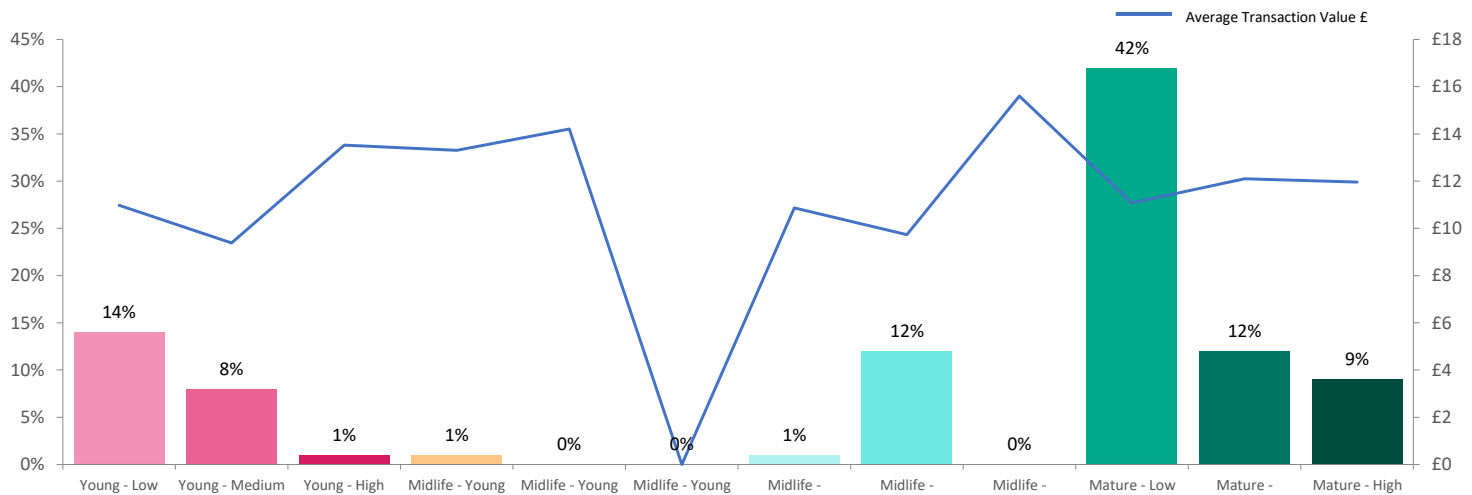
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Spend by Polaris and Distance from Home



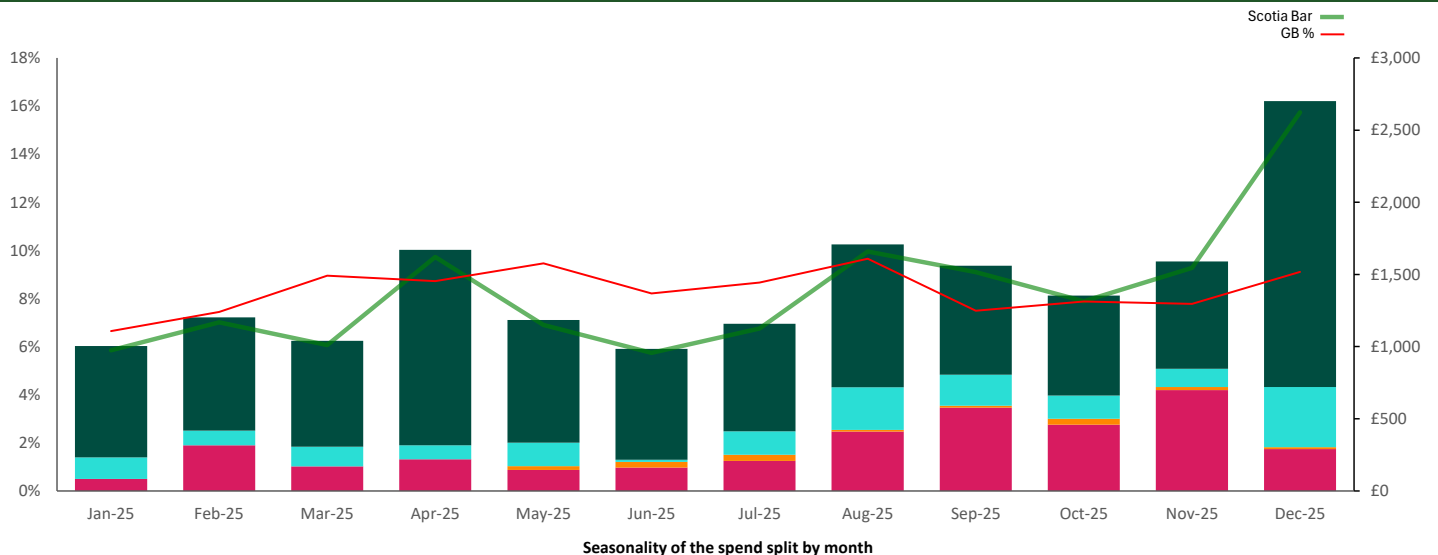
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

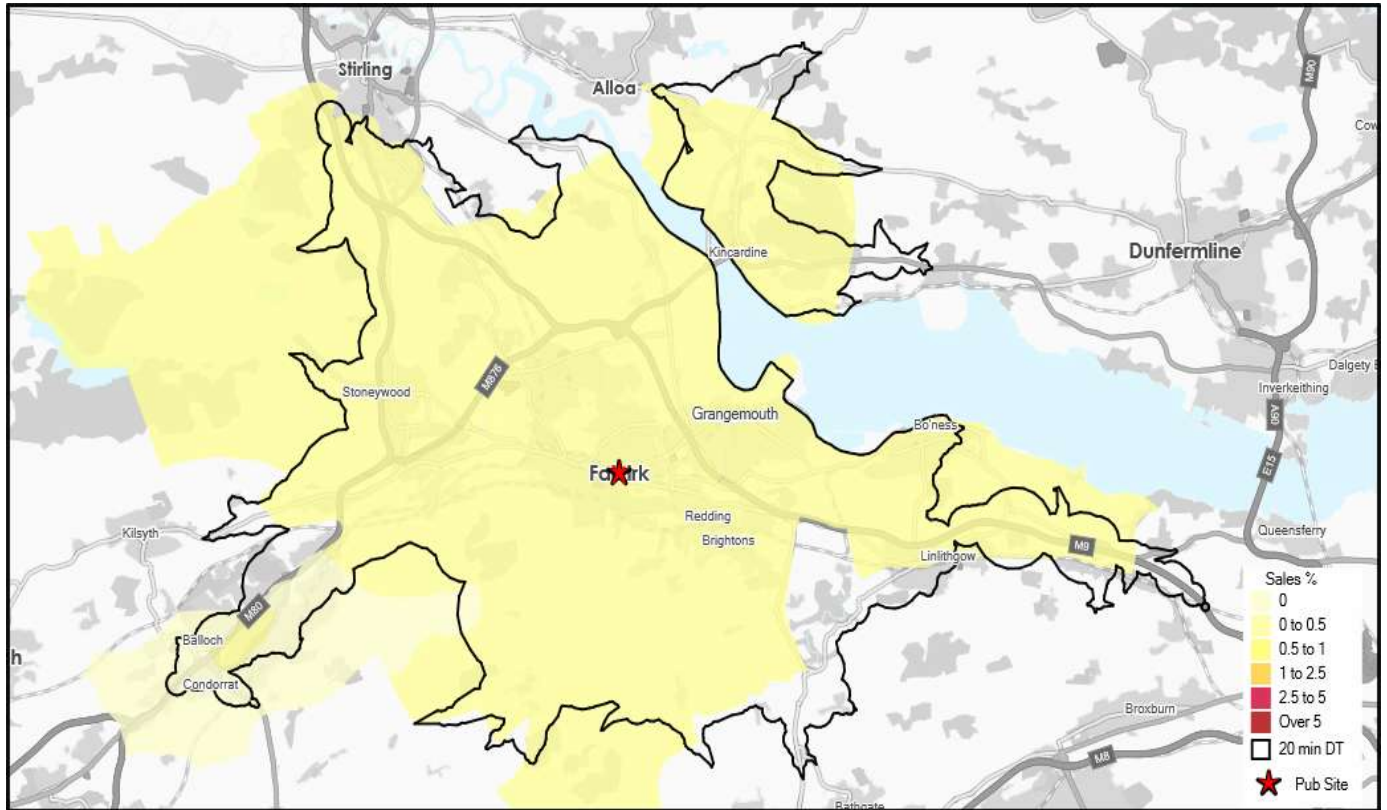


Transactional Data Maps - Scotia Bar



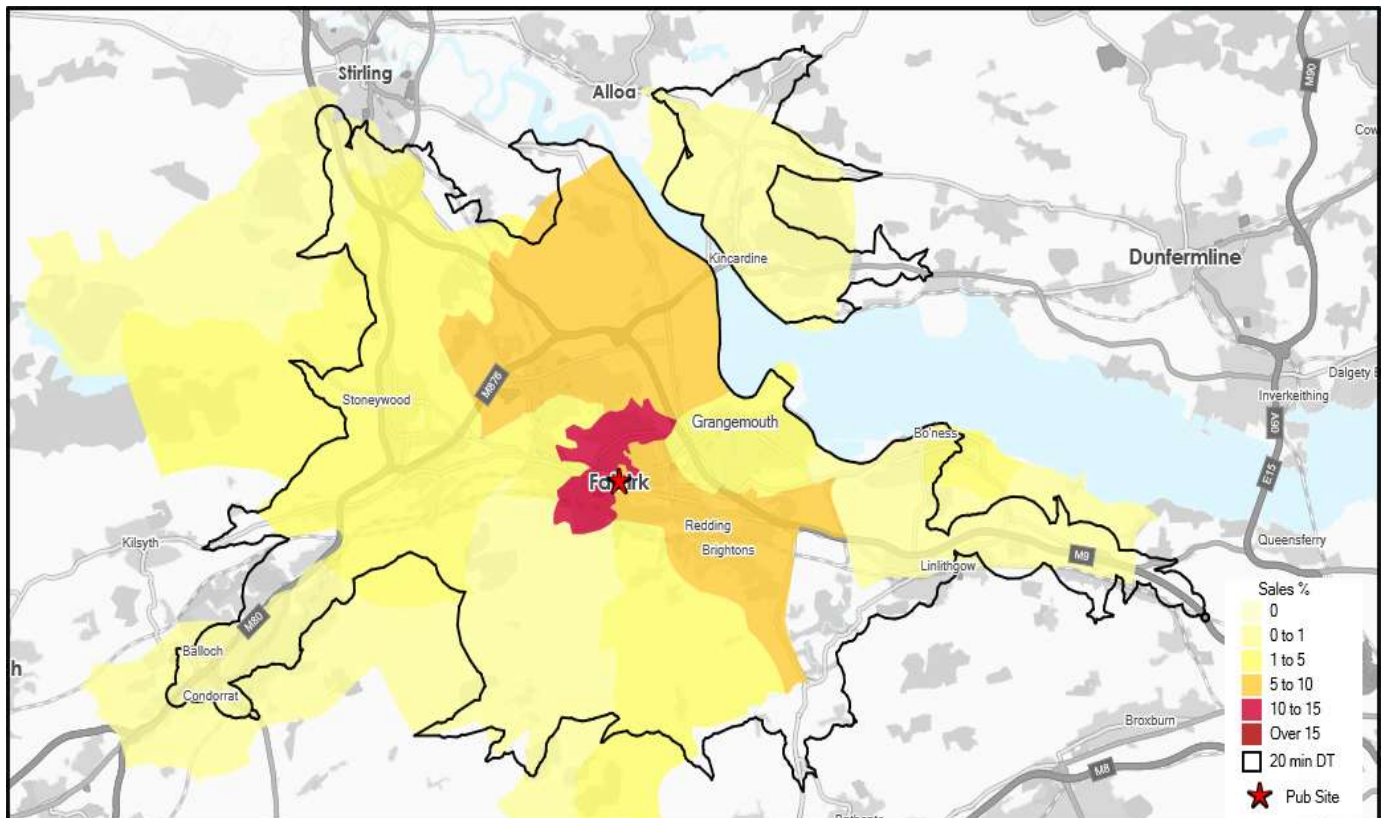
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Scotia Bar Share of Spend from Postcode Sectors within 20 minute Drive



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 Scotia Bar



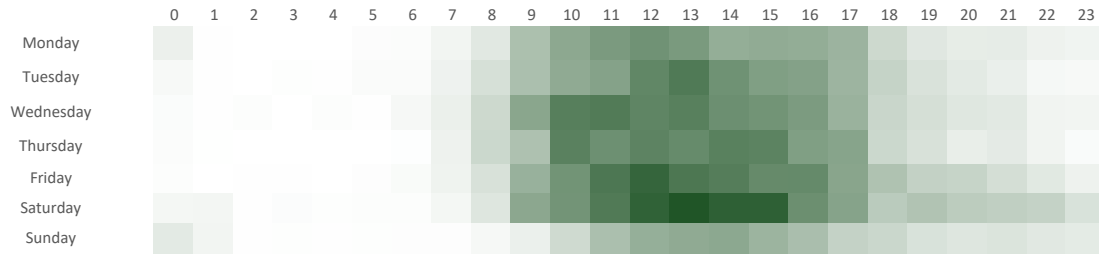
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Scotia Bar



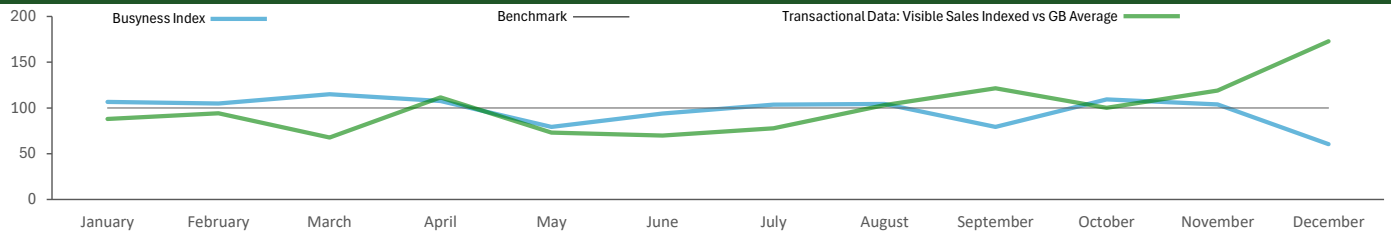
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Time of Day/Day of Week



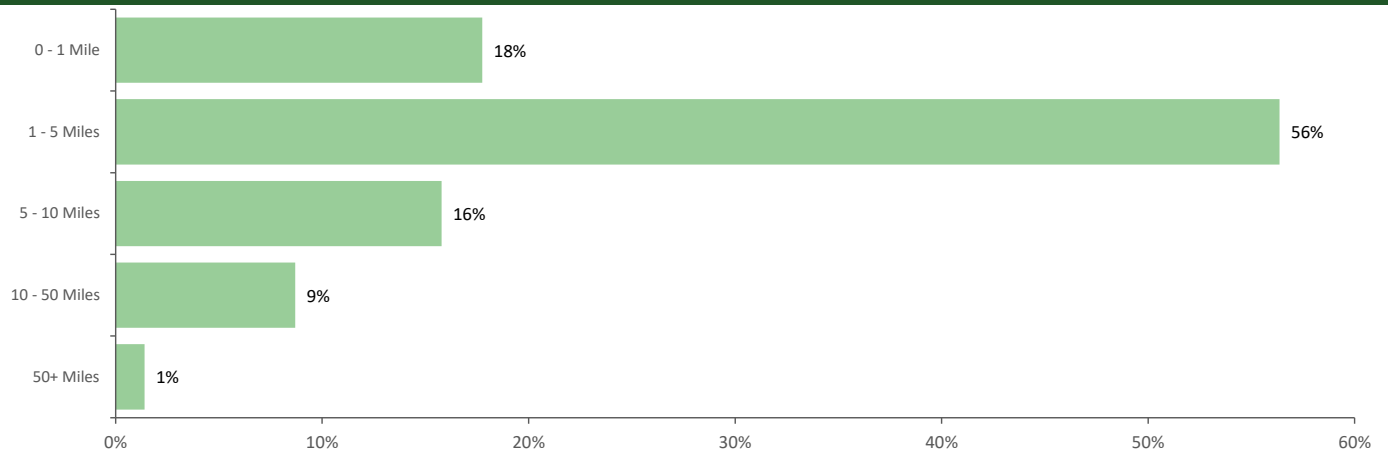
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

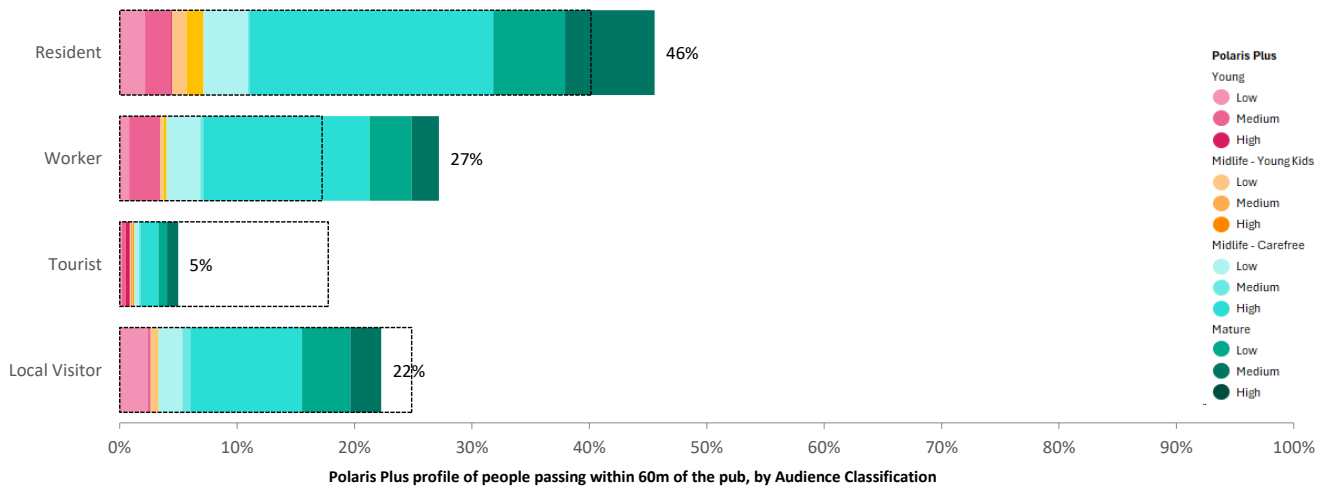
Distance from Home



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

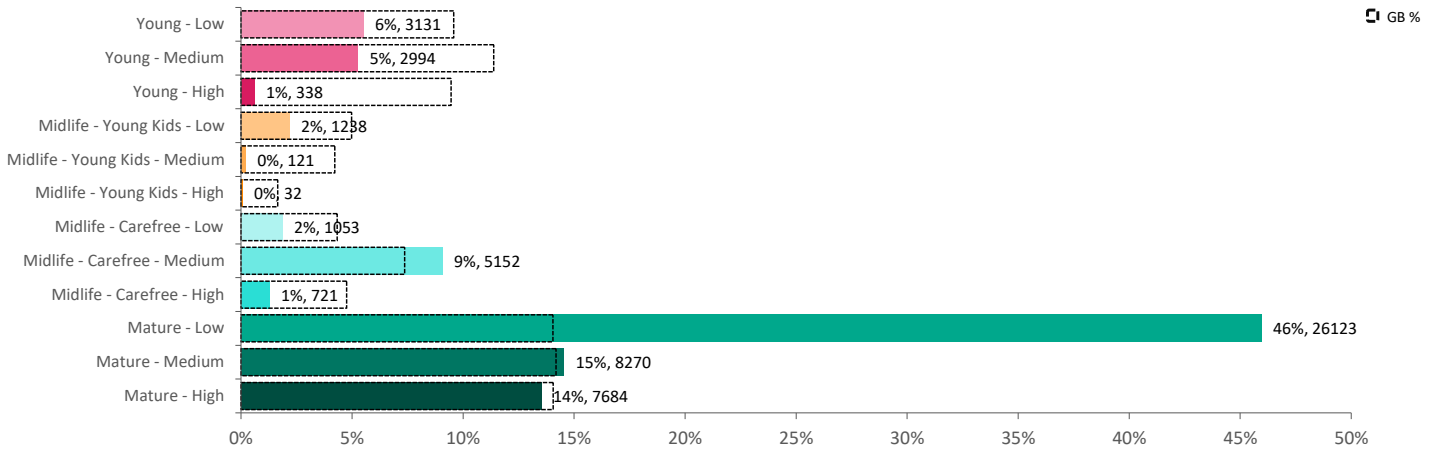


Mobile Data Summary - Scotia Bar



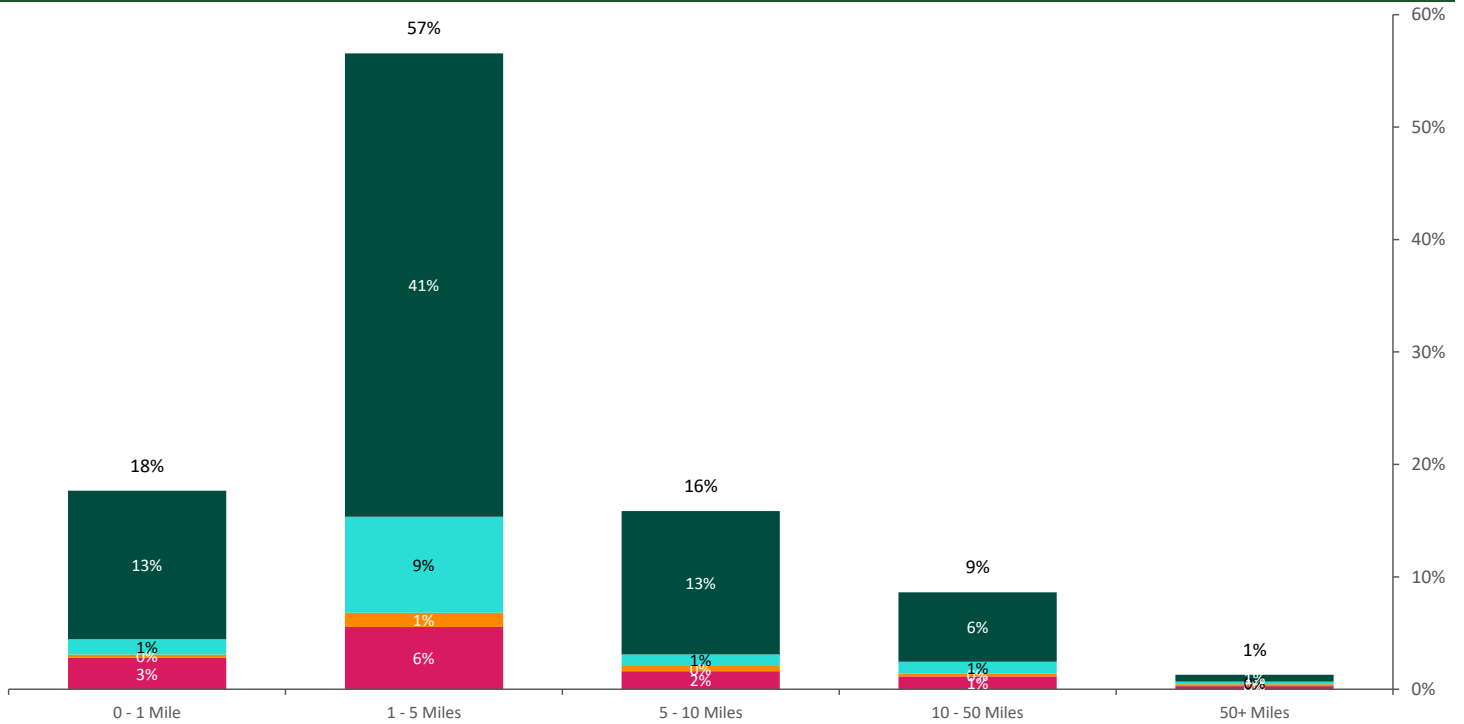
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Polaris Plus Profile



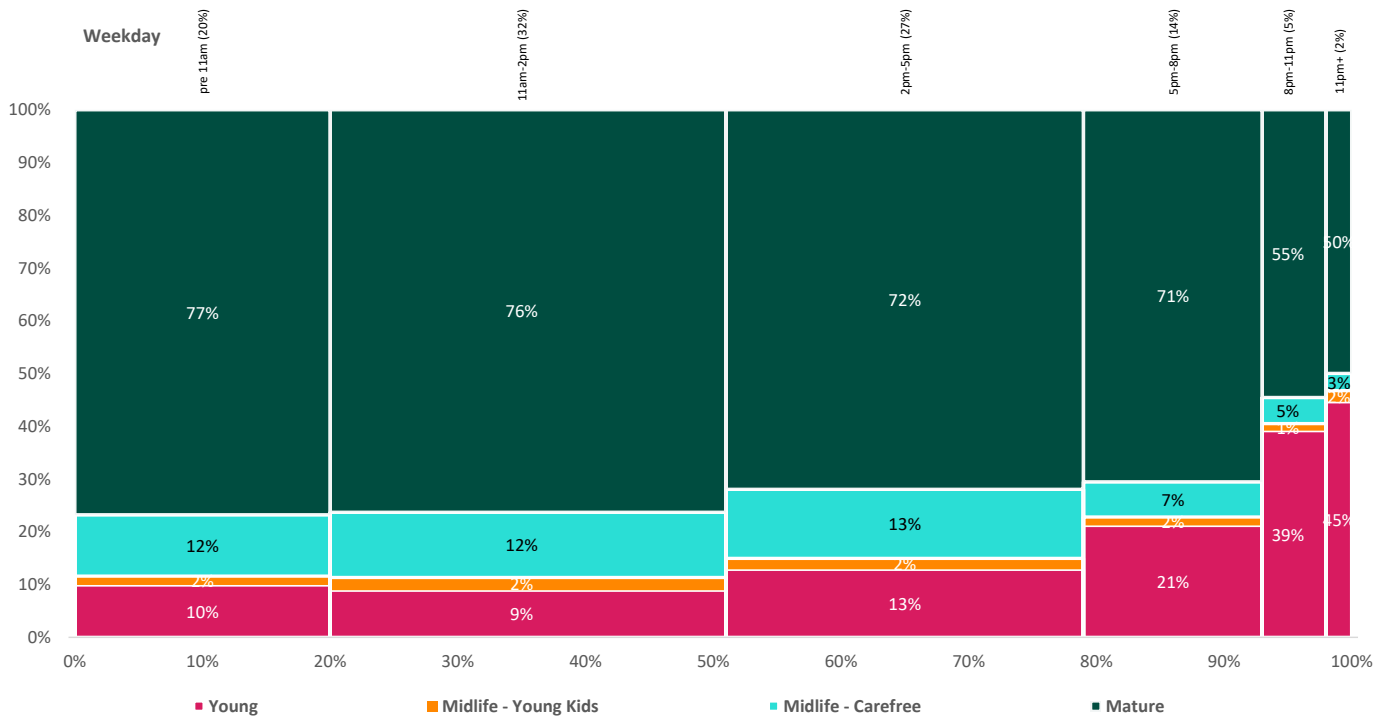
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



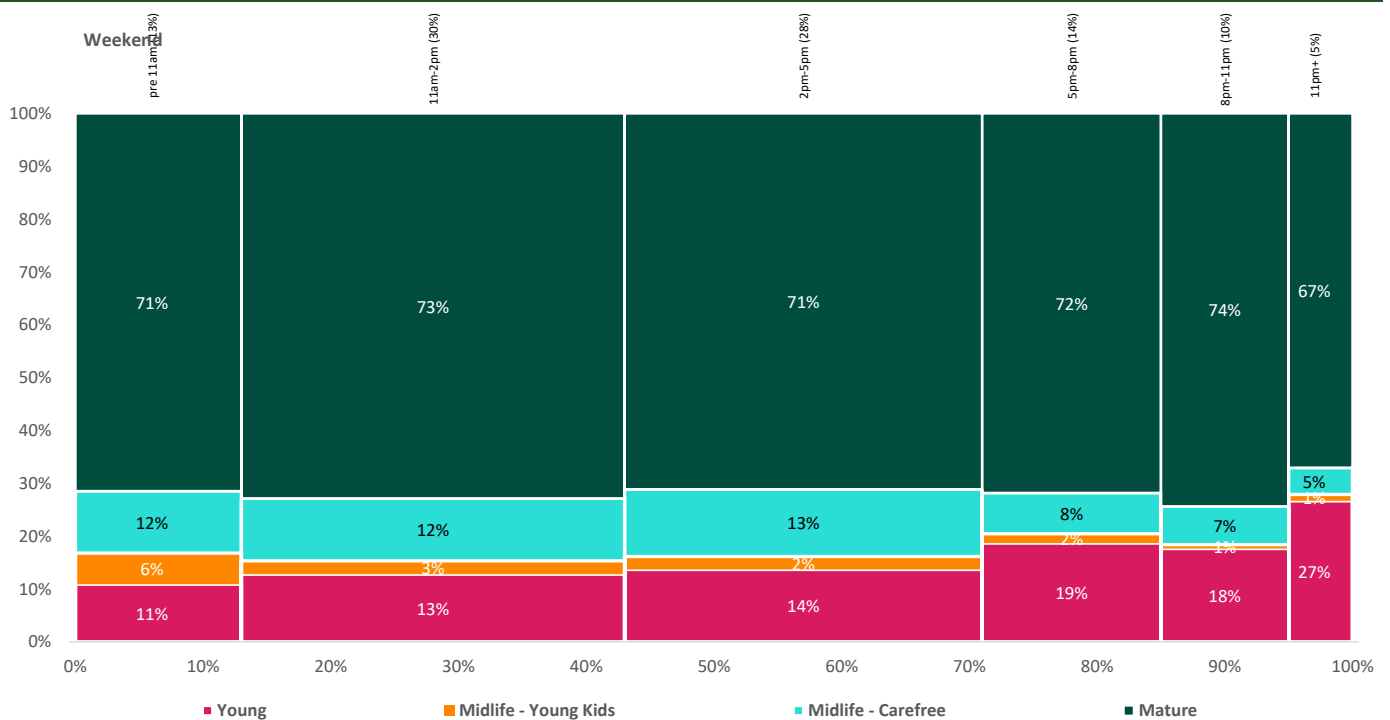
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		9,364	14,609	11,975	5,921	1,733	485	44,086
Midlife - Carefree		1,421	2,372	2,177	563	157	32	6,721
Midlife - Young Kids		203	456	349	133	43	21	1,205
Young		1,213	1,715	2,145	1,781	1,244	434	8,533
All		12,201	19,152	16,646	8,398	3,176	972	60,545

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

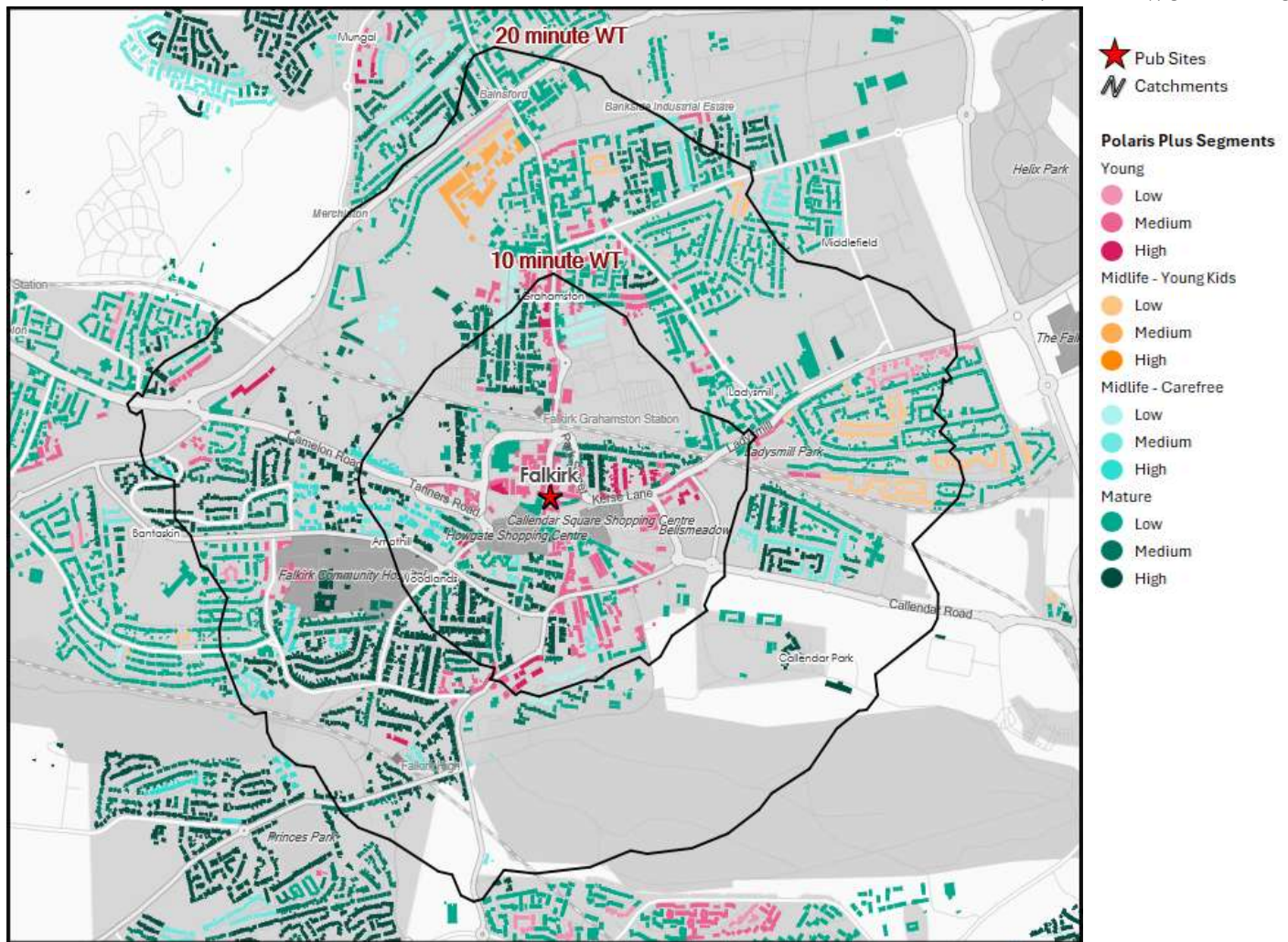


	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		2,282	5,258	4,873	2,431	1,727	771	17,342
Midlife - Young Kids		376	854	872	263	168	58	2,591
Midlife - Carefree		188	182	168	60	17	14	628
Mature		348	923	938	632	410	306	3,558
All		3,193	7,217	6,851	3,386	2,323	1,149	24,120

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

Polaris Plus Summary - Scotia Bar

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Polaris Plus Profile by Catchment

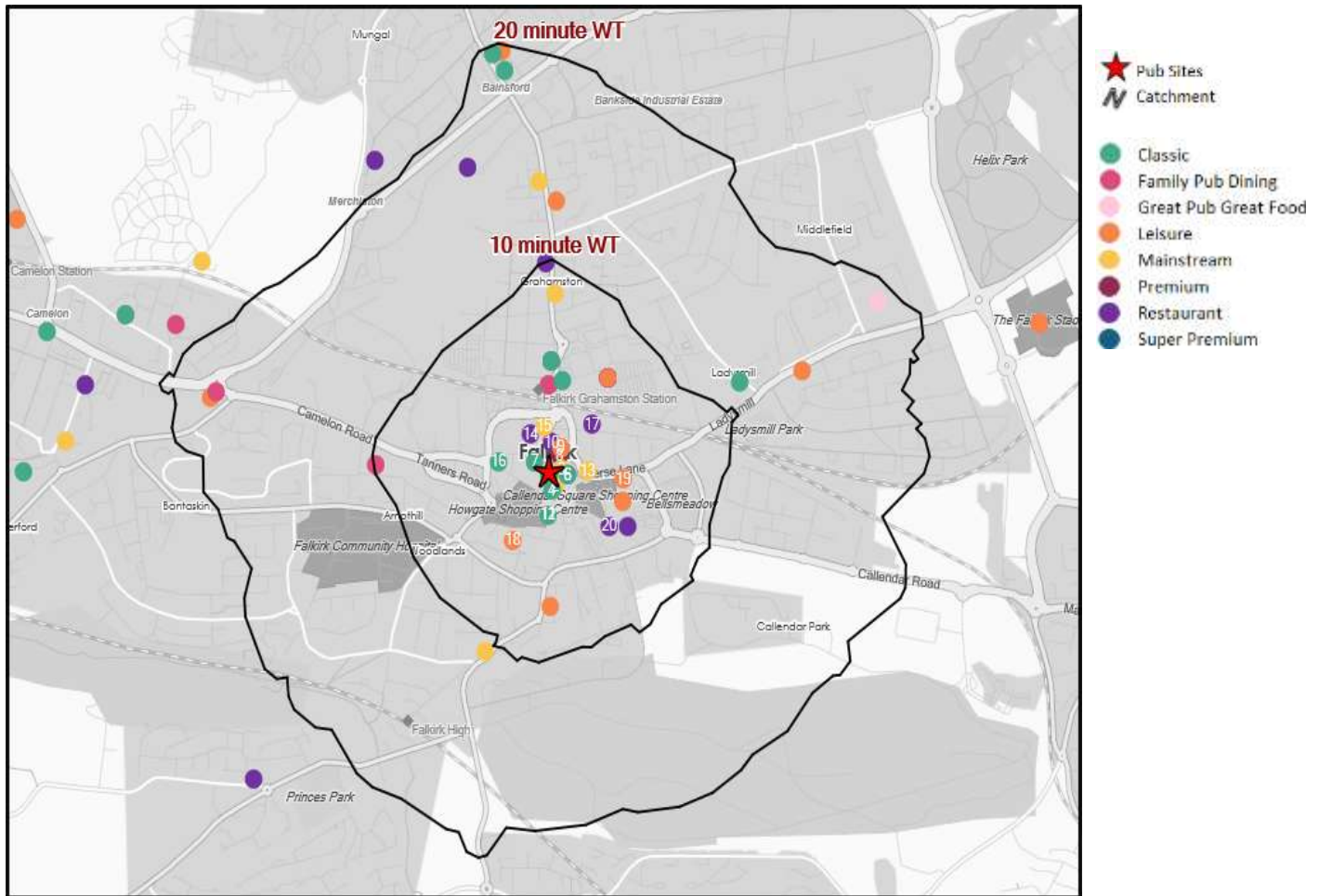
*WT= Walktime, **DT= Drivetime

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	144	11,813	0	12	65
Medium	876	1,658	8,088	230	122	40
High	232	361	1,195	100	44	10
Midlife - Young Kids						
Low	0	405	3,849	0	58	37
Medium	0	20	45	0	4	1
High	0	0	0	0	0	0
Midlife - Carefree						
Low	161	272	1,589	109	52	20
Medium	39	290	13,777	16	33	104
High	127	231	2,496	80	41	29
Mature						
Low	897	6,005	84,049	192	359	335
Medium	779	1,700	28,432	144	88	98
High	346	1,268	28,850	66	68	103
Not Private Households	0	30	1,331	0	23	67
Total	3,457	12,384	185,514			

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Scotia Bar

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 Datasource © 2024 TomTom



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	Scotia Bar	FK 1 1NH	Greene King	Classic	5.4%	85.2%	0.00
1	Wellington Bar	FK 1 1NH	Star Pubs & Bars	Classic	3.5%	91.5%	0.00
2	Icon Sports Bar And Grill	FK 1 1NJ	Independent Free	Mainstream	6.7%	88.5%	0.03
3	Carron Works	FK 1 1NB	Wetherspoons GB	Mainstream	6.9%	74.0%	0.03
4	Tolbooth Tavern	FK 1 1NL	Kingdom Taverns	Classic	2.0%	85.2%	0.03
5	Christies	FK 1 1NU	Independent Free	Restaurant	0.0%	0.0%	0.05
6	Aitkens Bar	FK 1 1NU	Kingdom Taverns	Classic	0.7%	90.0%	0.05
7	New Market Bar	FK 1 1JH	Stonegate Pub Company	Classic	4.5%	84.6%	0.05
8	Wine Library	FK 1 1LS	Independent Free	Premium	8.3%	88.2%	0.05
9	Sportsters Sports Bar and Diner	FK 1 1LU	Castle Leisure Group	Leisure	0.0%	0.0%	0.07
10	Monterey Jacks	FK 1 1LL	Monterey Jacks Inc.	Restaurant	0.0%	0.0%	0.07
11	Courtyard	FK 1 1PF	Independent Free	Classic	7.0%	93.5%	0.09
12	Wheatsheaf Inn	FK 1 1PF	Independent Free	Mainstream	0.0%	0.0%	0.09
13	Orchard Hotel	FK 1 1RG	Independent Free	Mainstream	8.5%	75.7%	0.10
14	Behind The Wall	FK 1 1HZ	Independent Free	Restaurant	31.3%	76.9%	0.10
15	High Spirits	FK 1 1JB	*Other Small Retail Groups	Mainstream	8.1%	84.2%	0.11
16	Cheerz	FK 1 1EY	Independent Free	Classic	1.9%	94.9%	0.13
17	Taiyuan	FK 1 1RA	Independent Free	Restaurant	5.0%	96.1%	0.15
18	Adrian Bowling Club	FK 1 1BQ	Independent Free	Leisure	0.3%	85.5%	0.17
19	Buzz Bingo	FK 1 1RJ	Buzz Group Limited	Leisure	0.0%	0.0%	0.18
20	Taj Mahal Tandoori Restaurant	FK 1 1YD	Independent Free	Restaurant	0.0%	0.0%	0.19

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 - Scotia Bar

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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+	3,457	12,384	185,514
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Premium	6	25,259	13.6%	95
Restaurant	34	39,154	21.1%	92
Super Premium	0	5,596	3.0%	77

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.	
	