

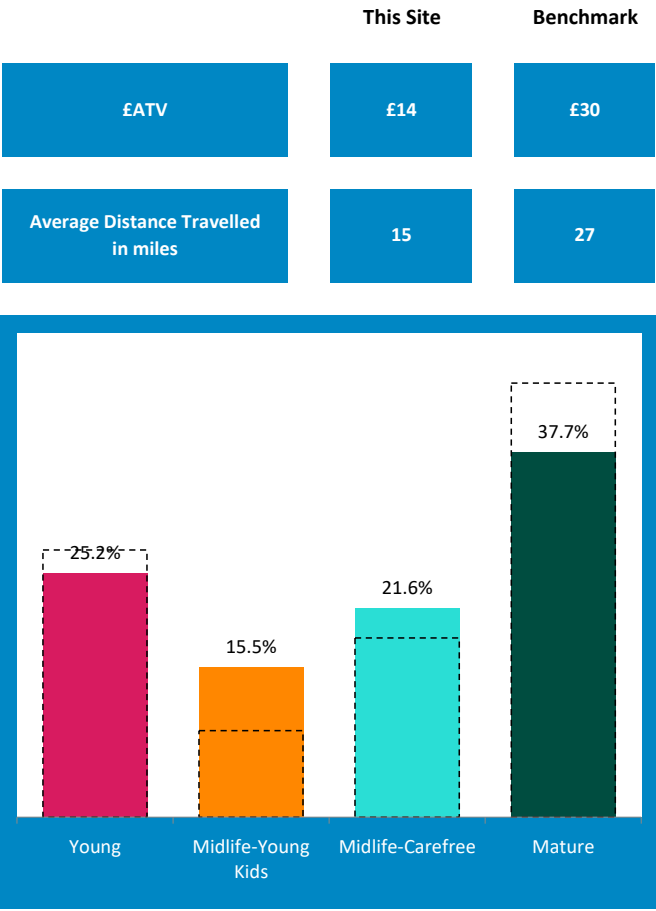
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4,283	5,344
Adult Pop		3,651	4,529
Affluence	Low	71%	33%
	Medium	24%	38%
	High	5%	27%
Young		24%	28%
Midlife Young Kids		8%	11%
Midlife Carefree		4%	16%
Mature		65%	44%
Competition Count		49	43

Visitors



Spend Profile



Catchment Summary - Crafty Two

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		4,283	13,819	356,503	80	70	84
Adults 18+		3,651	11,261	284,368	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		49	54	465	81	69	84
Adults 18+ per Competition Pub		75	209	612	114	53	59
% Adults Likely to Drink		79.0%	80.0%	82.0%	11	30	89
Affluence	Low	71.1%	63.8%	31.6%	99	100	103
	Medium	23.5%	25.4%	38.8%	214	192	95
	High	5.2%	10.1%	28.4%	61	66	101
Mean Net Disposable income (Epa)		£15,212	£18,716	£24,125	19	37	103
Age Profile	18-24	298	947	24,090	67	83	107
	25-34	686	1,996	44,520	82	81	79
	35-44	549	1,891	46,067	118	107	92
	45-64	1,063	3,434	92,423	95	101	96
	65+	1,055	2,993	77,268	99	99	103

20 minute WT

10 minute WT

Pub Sites

Catchment

Young

Midlife - Young Kids

Midlife - Carefree

Mature

Low

Medium

High

Low

Medium

High

Low

Medium

High

Low

Medium

High

Mobile Data Summary

Time of Day/Day of Week

0

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Population Count

Index vs GB average

Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	860	1,912	39,080	85	61	49
Midlife - Young Kids	283	947	18,618	71	77	60
Midlife - Carefree	138	1,463	43,357	24	82	97
Mature	2,362	6,859	179,985	146	138	143
Not Private Households	8	80	3,328	1,811	5,872	9,673
Total	3,651	11,261	284,368			

STAR PUBS

Per Pub - Crafty Two

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Adults 18+	3,651	11,261	284,368
Number of Competition Pubs	49	54	465
Adults 18+ per Competition Pub	75	209	612

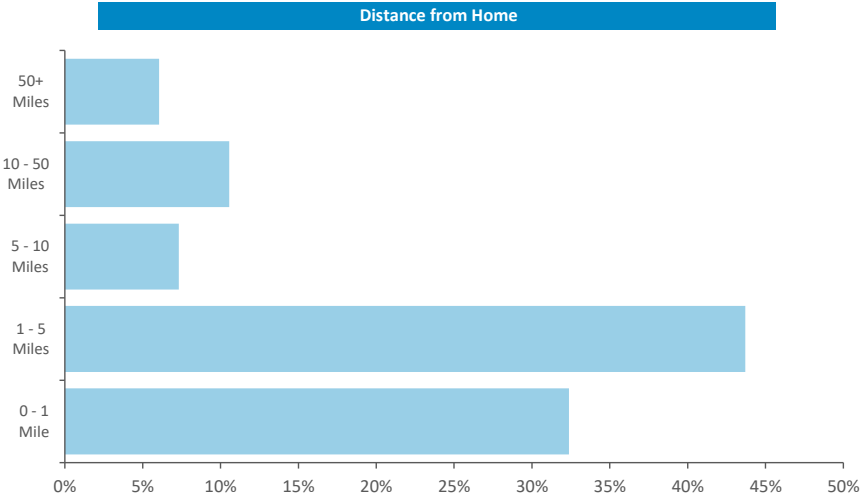
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	16	404	11.1%	141
Family Pub Dining	1	421	11.5%	127
Great Pub Great Food	3	484	13.3%	79
Leisure	8	349	9.6%	95
Mainstream	12	647	17.7%	127
Premium	0	485	13.3%	93
Restaurant	9	759	20.8%	90
Super Premium	0	92	2.5%	64

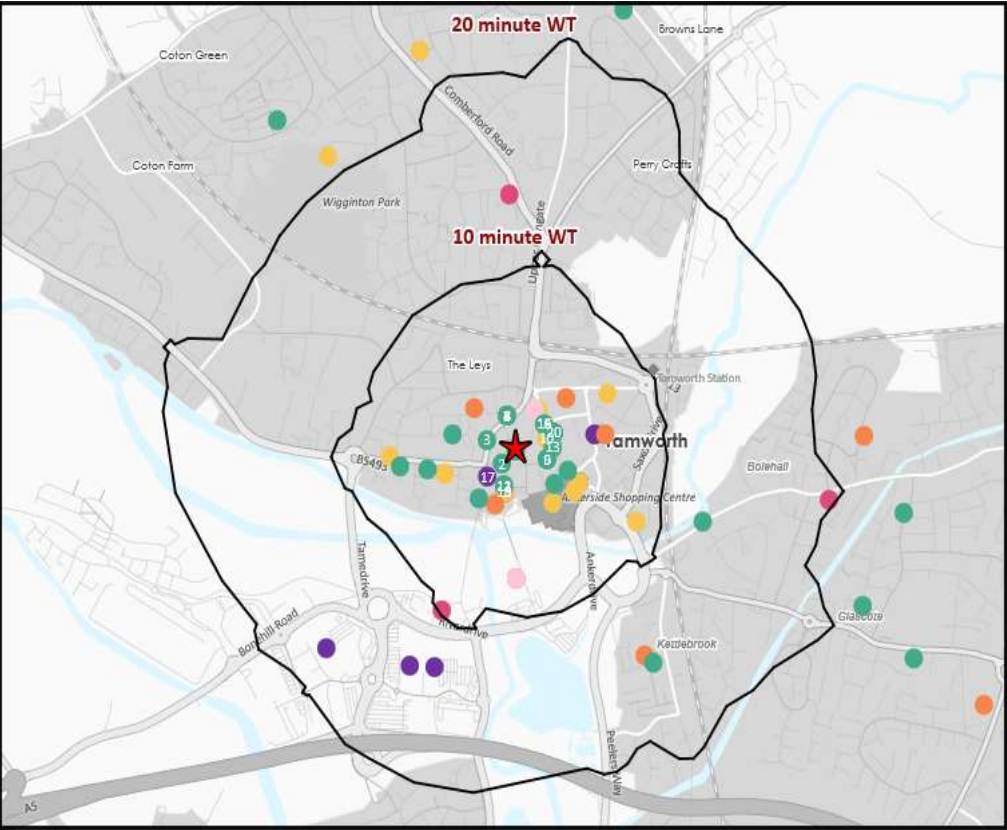
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	18	1,164	10.3%	132
Family Pub Dining	2	1,237	11.0%	121
Great Pub Great Food	3	1,614	14.3%	86
Leisure	9	1,114	9.9%	98
Mainstream	13	1,872	16.6%	119
Premium	0	1,488	13.2%	92
Restaurant	9	2,388	21.2%	92
Super Premium	0	301	2.7%	68

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	98	21,185	7.5%	95
Family Pub Dining	23	25,828	9.1%	100
Great Pub Great Food	50	50,493	17.8%	106
Leisure	67	29,475	10.4%	103
Mainstream	94	40,046	14.1%	101
Premium	52	40,037	14.1%	98
Restaurant	76	63,611	22.4%	97
Super Premium	5	10,314	3.6%	92



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Competition - Crafty Two



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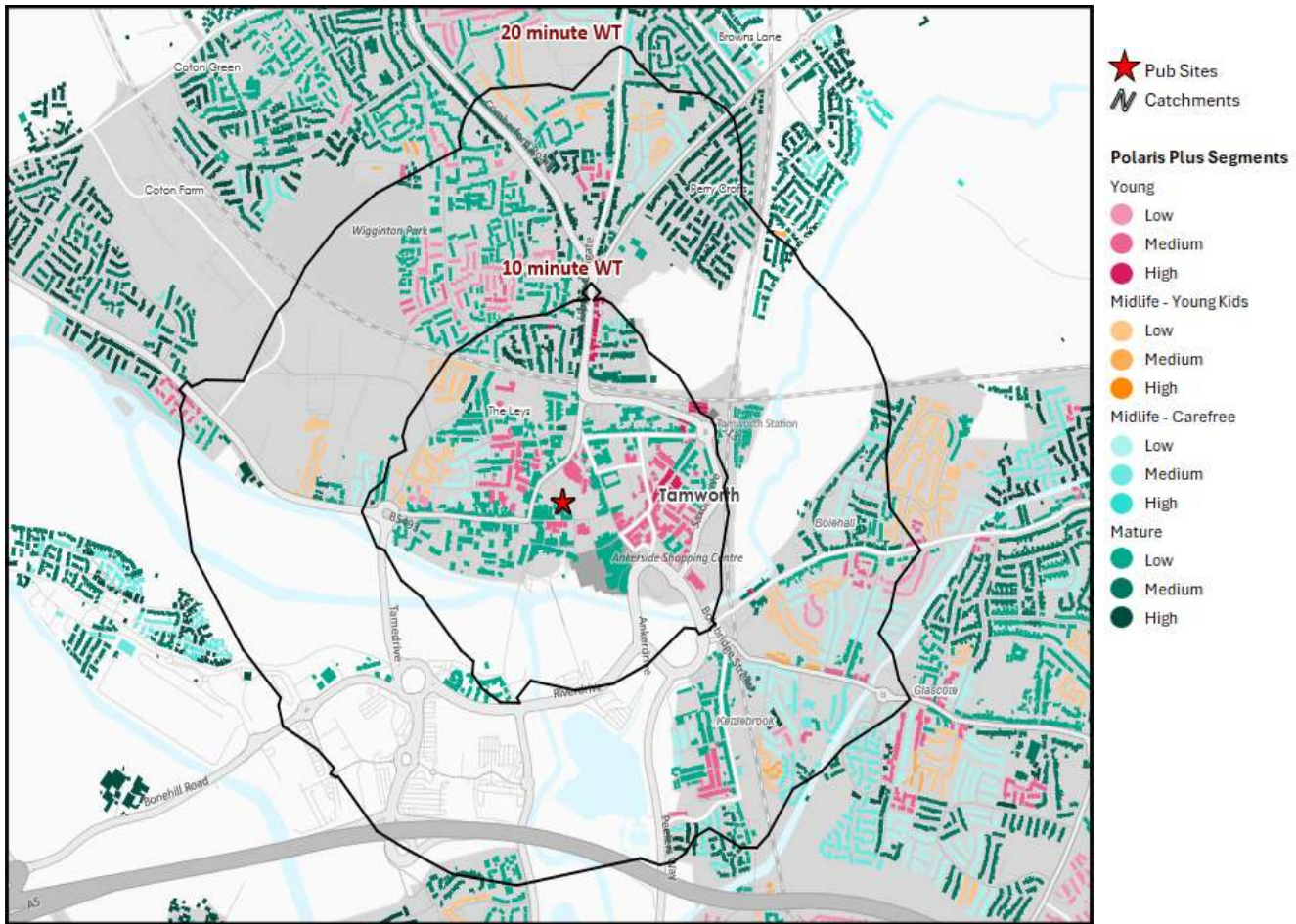
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
16	Globe Inn	B 79 7AT	Independent Free	Mainstream	13.8%	0.09
13	Sir Robert Peel	B 79 7BA	*Other Small Retail Groups	Classic	13.1%	0.09
18	Tamworth Tap	B 79 7LR	Independent Free	Mainstream	11.2%	0.10
15	Hogarths	B 79 7AT	Amber Taverns	Classic	8.9%	0.09
17	Portobello	B 79 7NH	Independent Free	Restaurant	8.8%	0.09
12	Market Vaults	B 79 7LU	Independent Free	Classic	7.2%	0.09
20	Delhi Divan	B 79 7AL	Independent Free	Restaurant	7.2%	0.10
2	Bonds	B 79 7DH	Independent Free	Classic	5.4%	0.05
4	Aldergate Club	B 79 7DL	Independent Free	Classic	4.8%	0.08
8	Peel Aldergate	B 79 7DL	Independent Free	Great Pub Gre:	4.4%	0.08
7	Champagne Indian	B 79 7DL	Independent Free	Restaurant	4.0%	0.08
19	Monsoon Restaurant	B 79 7LR	Independent Free	Restaurant	3.5%	0.10
0	Crafty Two	B 79 7DN	Star Pubs & Bars	Classic	2.7%	0.00
5	Jalali Restaurant	B 79 7DL	Independent Free	Restaurant	2.3%	0.08
9	Colin Grazier Hotel	B 79 7BX	*Other Small Retail Groups	Classic	1.7%	0.08
10	Poachers Cafe	B 79 7AX	Independent Free	Mainstream	1.1%	0.08
6	Old Stone Cross Inn	B 79 7BX	Stonegate Pub Company	Classic	0.1%	0.08
1	Assembly Rooms	B 79 7DN	Independent Free	Leisure	0.0%	0.00
3	White Lion Inn	B 79 7DJ	Stonegate Pub Company	Classic	0.0%	0.08
11	Just Pool	B 79 7LU	Independent Free	Leisure	0.0%	0.09
14	Pitchers	B 79 7AT	Independent Free	Mainstream	0.0%	0.09

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

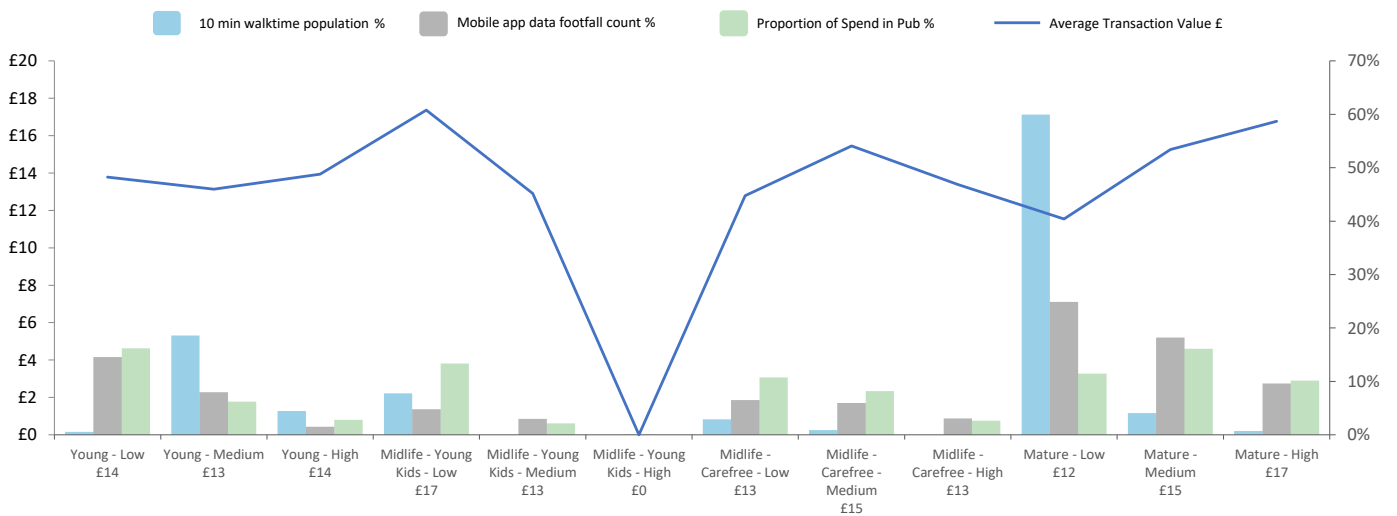
Catchment Summary - Crafty Two

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
3976	Crafty Two	B 79 7DN	Star Pubs & Bars	Classic	8



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Crafty Two

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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	4,283	13,819	356,503	80	70	84
Adults 18+	3,651	11,261	284,368	81	69	84
Competition Pubs	49	54	465	114	53	59
Adults 18+ per Competition Pub	75	209	612	11	30	89
% Adults Likely to Drink	79.0%	80.0%	82.0%	99	100	103

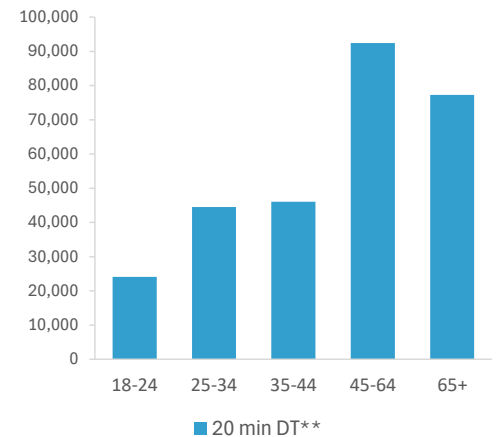
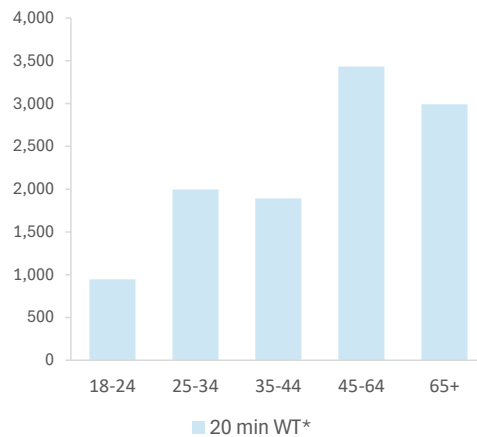
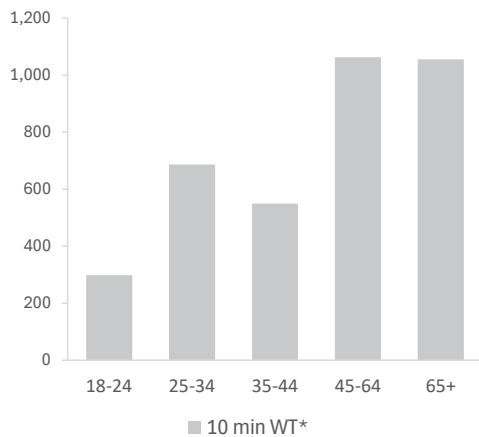
Population & Adults 18+ index is based on all pubs

Affluence	Low	71.1%	63.8%	31.6%	214	192	95
	Medium	23.5%	25.4%	38.8%	61	66	101
	High	5.2%	10.1%	28.4%	19	37	103

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£15,212	£18,716	£24,125	67	83	107
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Age Profile	18-24	298	947	24,090	82	81	79
	25-34	686	1,996	44,520	118	107	92
	35-44	549	1,891	46,067	95	101	96
	45-64	1,063	3,434	92,423	99	99	103
	65+	1,055	2,993	77,268	128	113	113

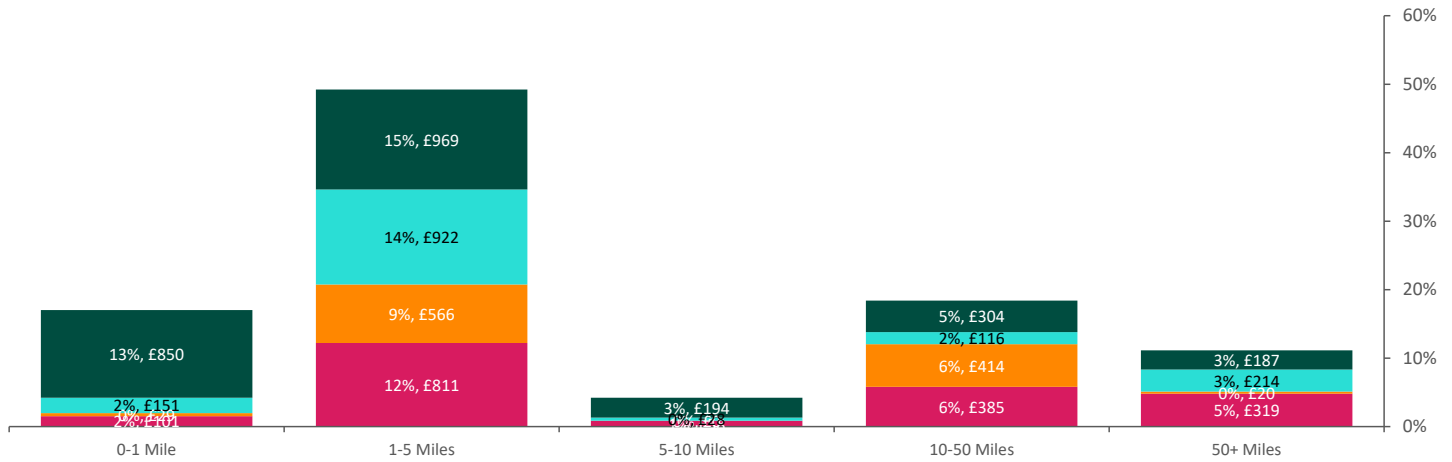


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,119 (49%)	6,709 (49%)	174,623 (49%)	101	99	100
	Female	2,164 (51%)	7,110 (51%)	181,880 (51%)	99	101	100
Economic Status (16+)	Employed: Full-time	1,378 (37%)	4,214 (36%)	104,376 (36%)	109	107	105
	Employed: Part-time	401 (11%)	1,412 (12%)	35,473 (12%)	90	102	101
	Self employed	197 (5%)	671 (6%)	24,534 (8%)	57	63	91
	Unemployed	104 (3%)	359 (3%)	7,369 (3%)	102	113	92
	Full-time student	50 (1%)	213 (2%)	4,818 (2%)	54	74	66
	Retired	1,042 (28%)	2,877 (25%)	74,247 (25%)	129	115	117
	Other	546 (15%)	1,802 (16%)	41,751 (14%)	83	88	80
Total Worker Count		10,284	13,951	187,464			

See the Glossary page for further information on the above variables

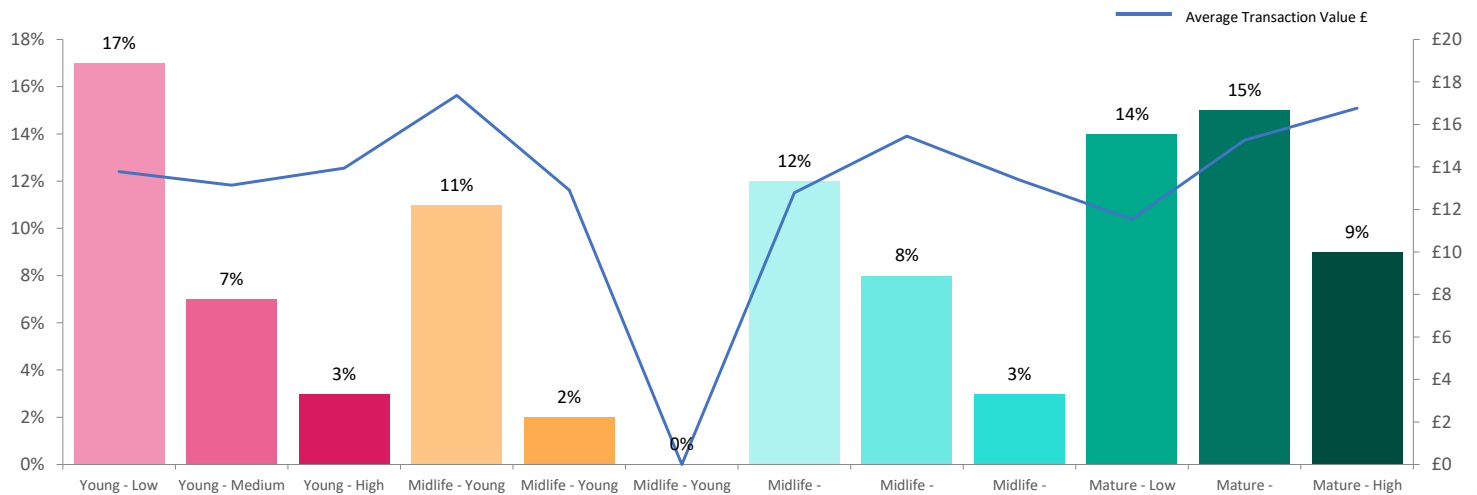
Transactional Data Summary - Crafty Two

Spend by Polaris and Distance from Home



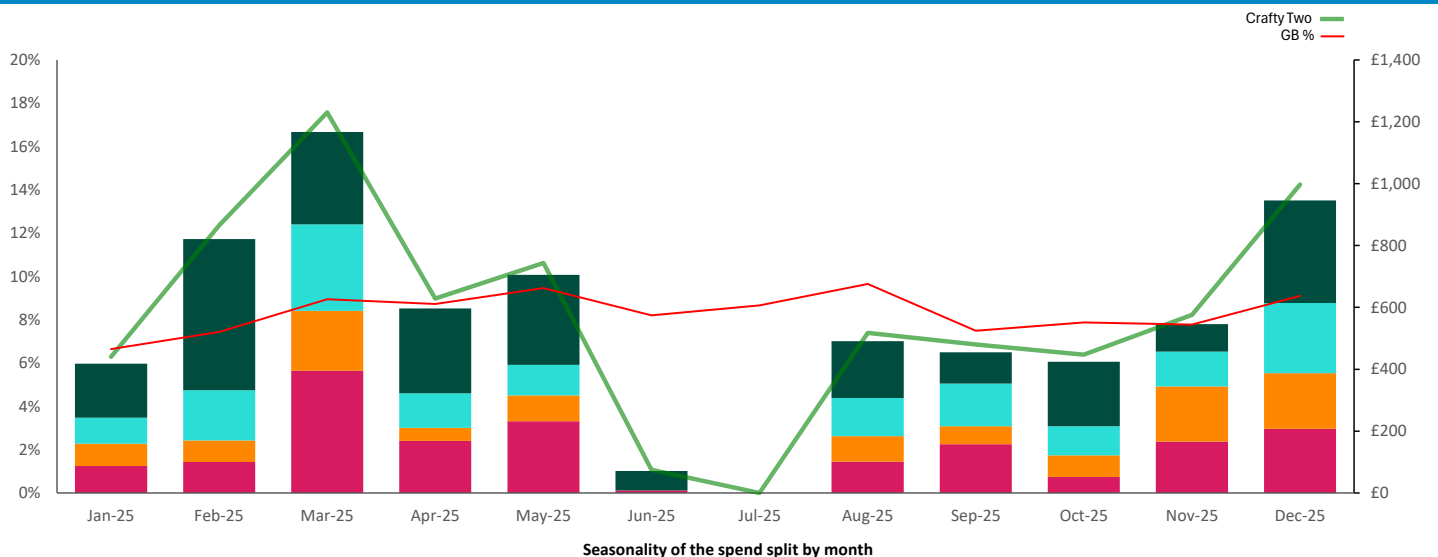
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



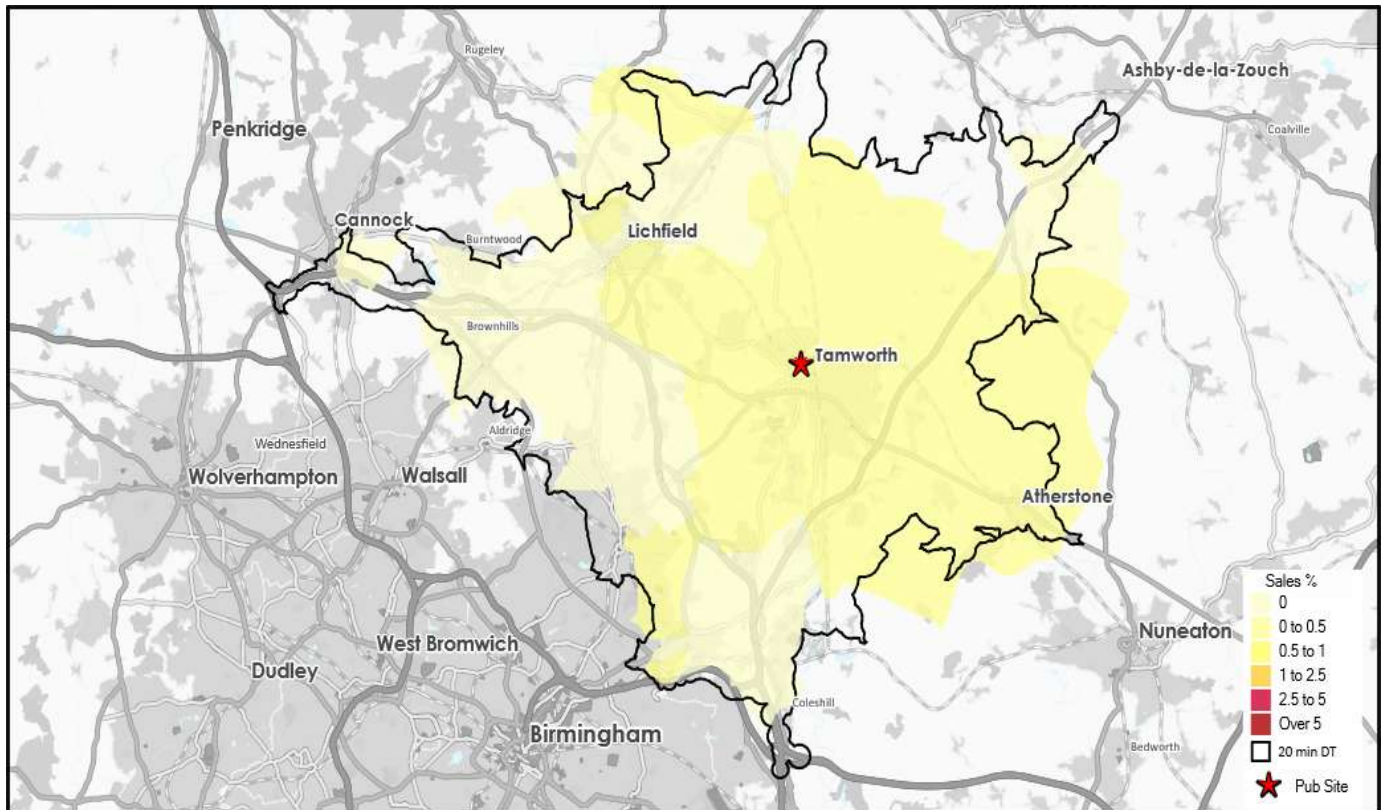
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



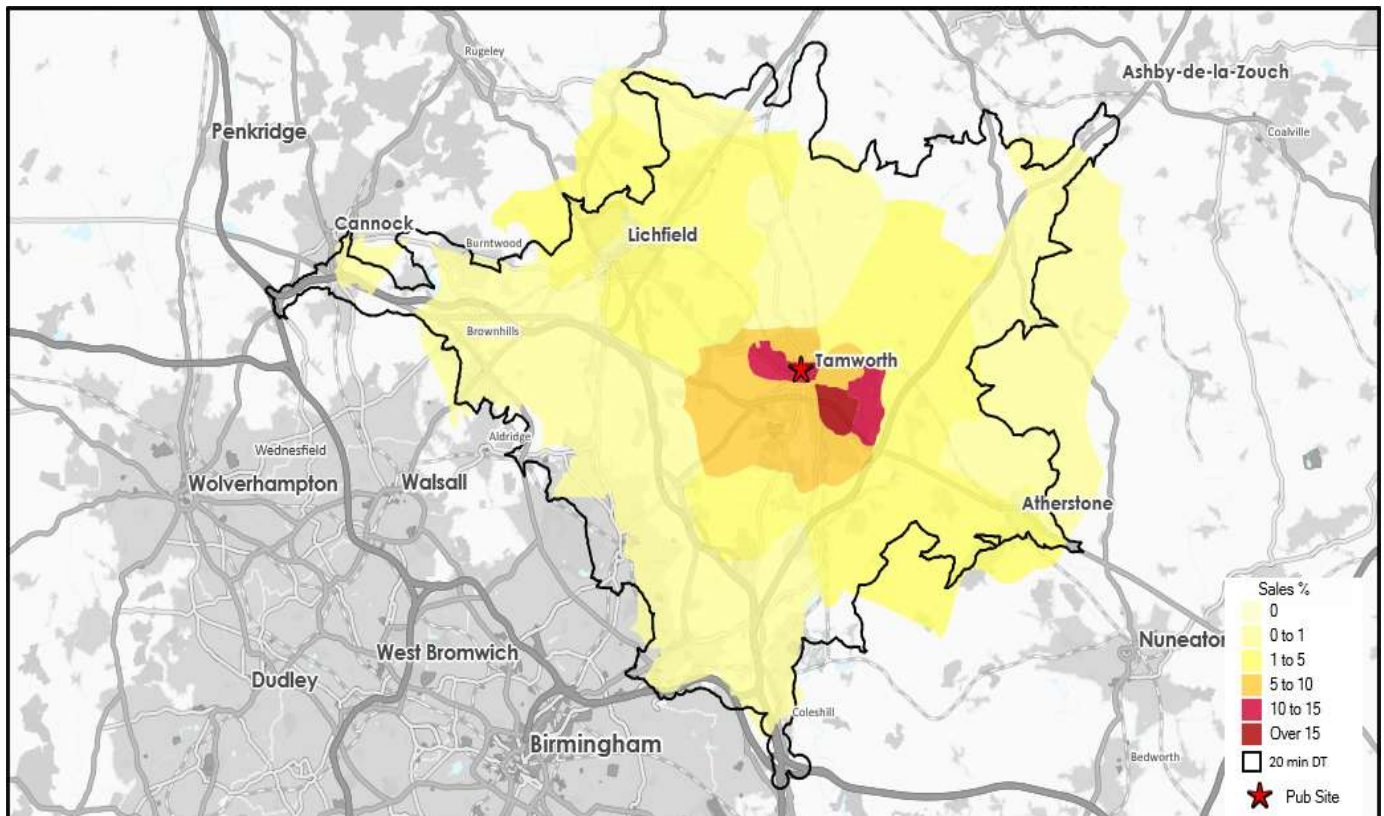
Seasonality of the spend split by month

Crafty Two 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

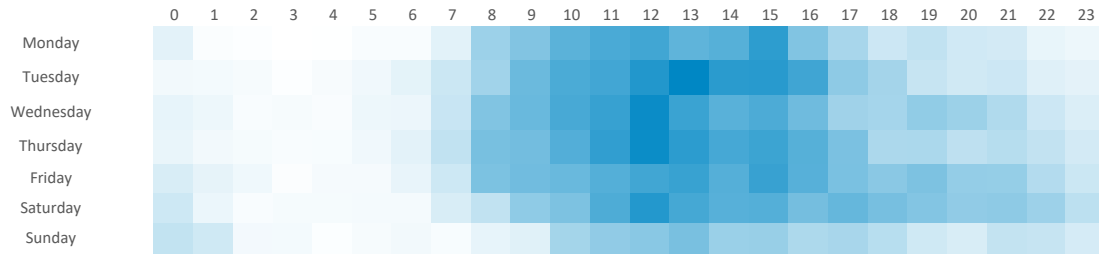
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Crafty Two



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

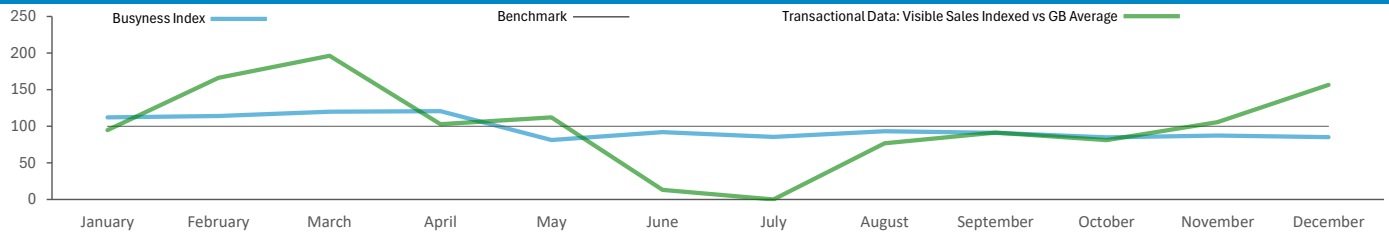
Mobile Data Summary - Crafty Two

Time of Day/Day of Week



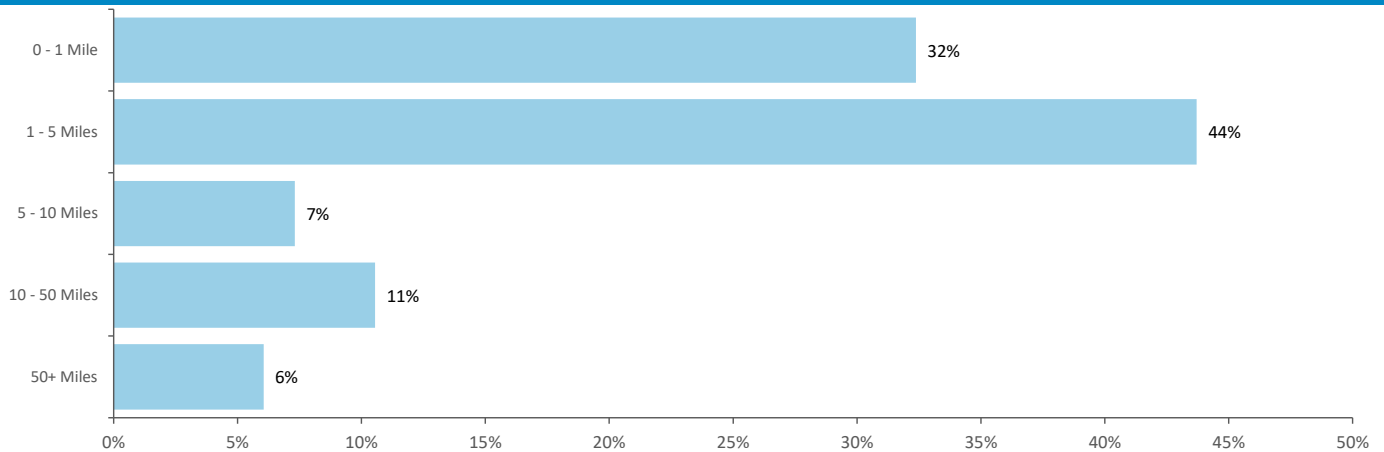
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

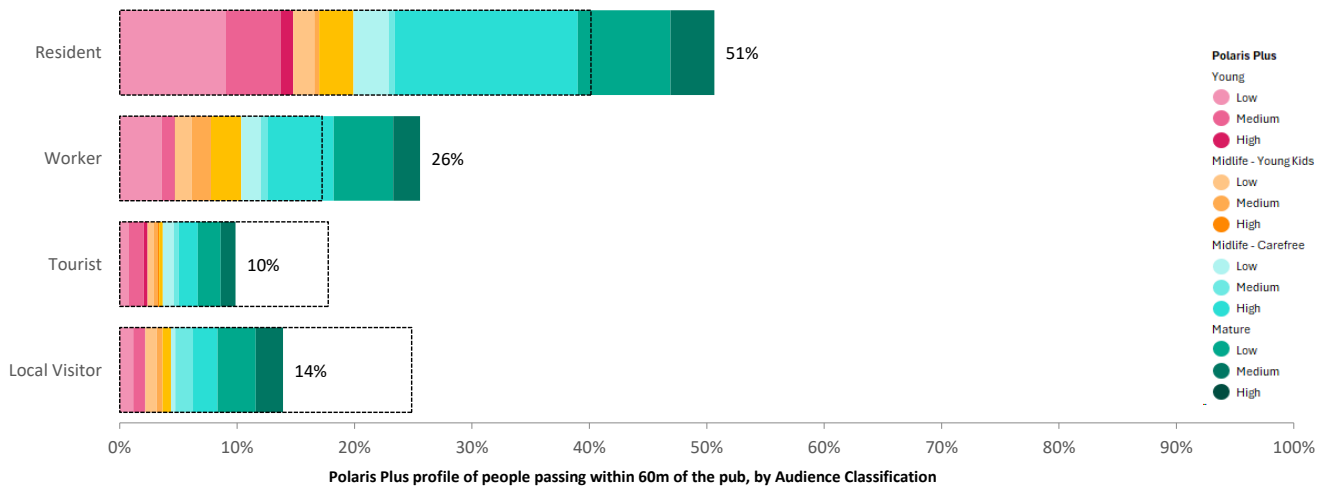
Distance from Home



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

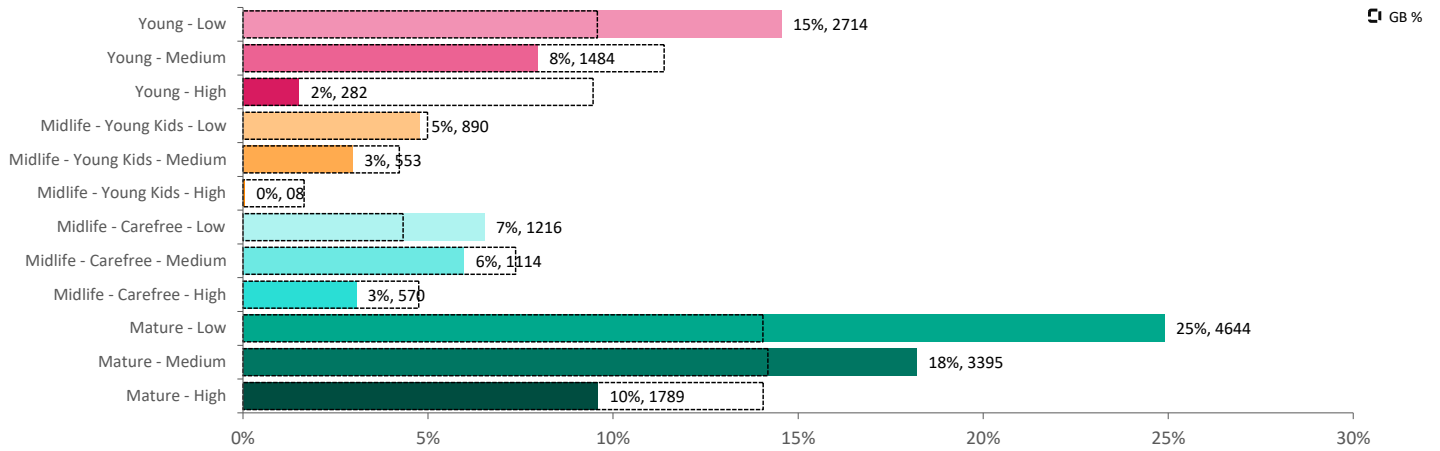
Audience Classification by Polaris Plus

Base: GB



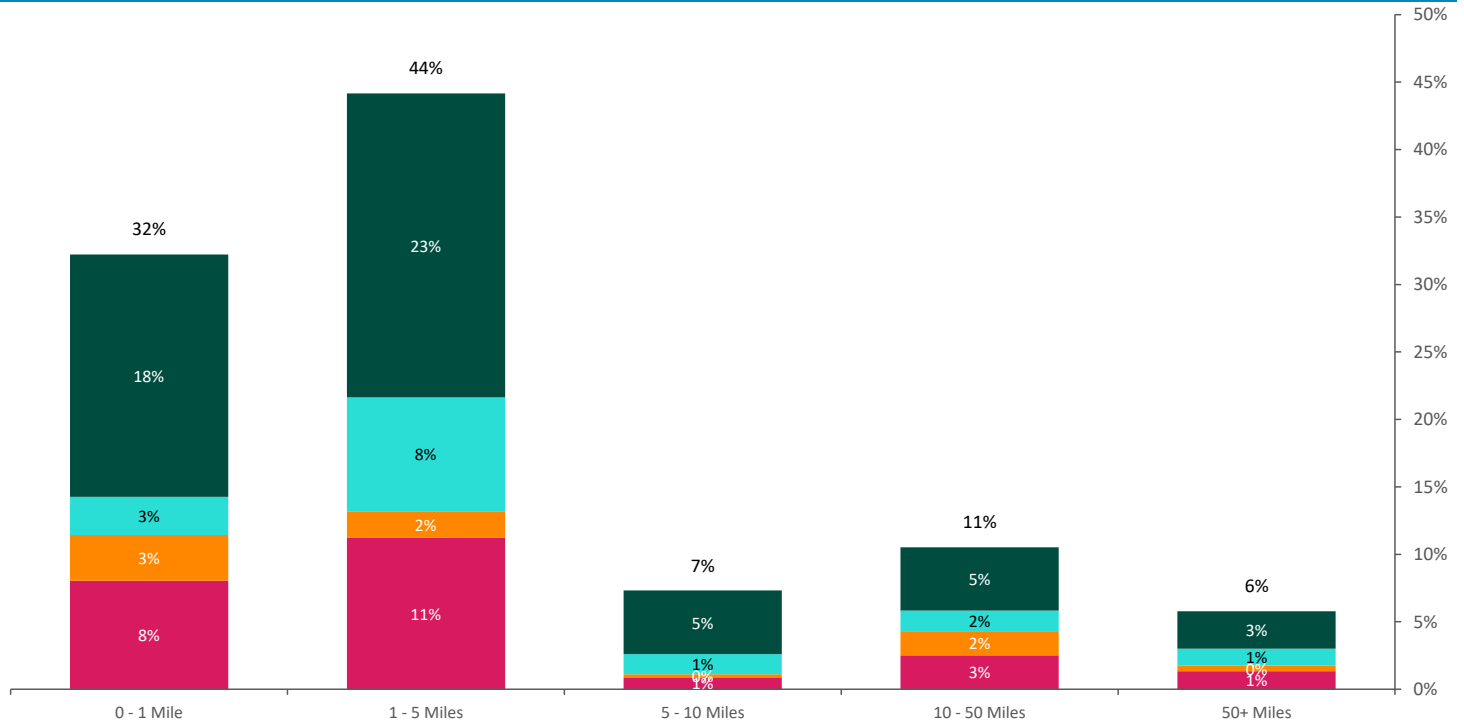
Mobile Data Summary - Crafty Two

Polaris Plus Profile



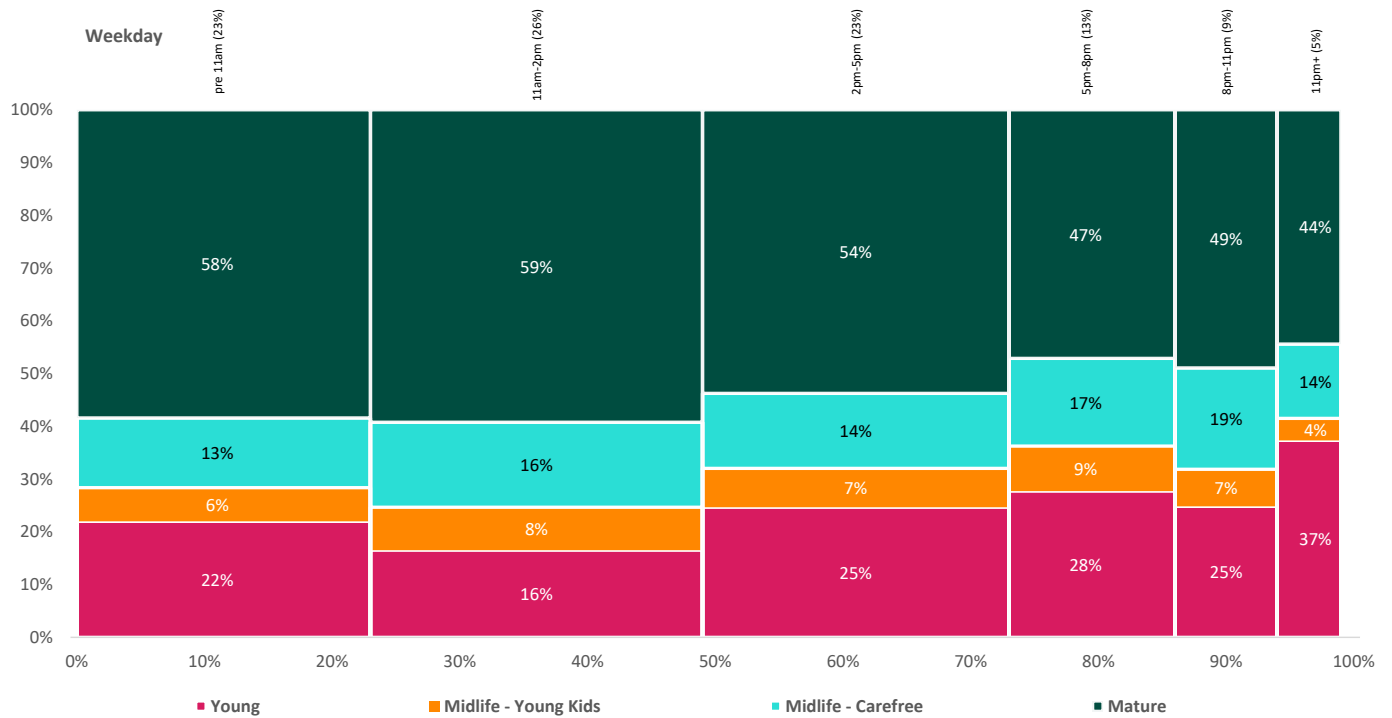
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



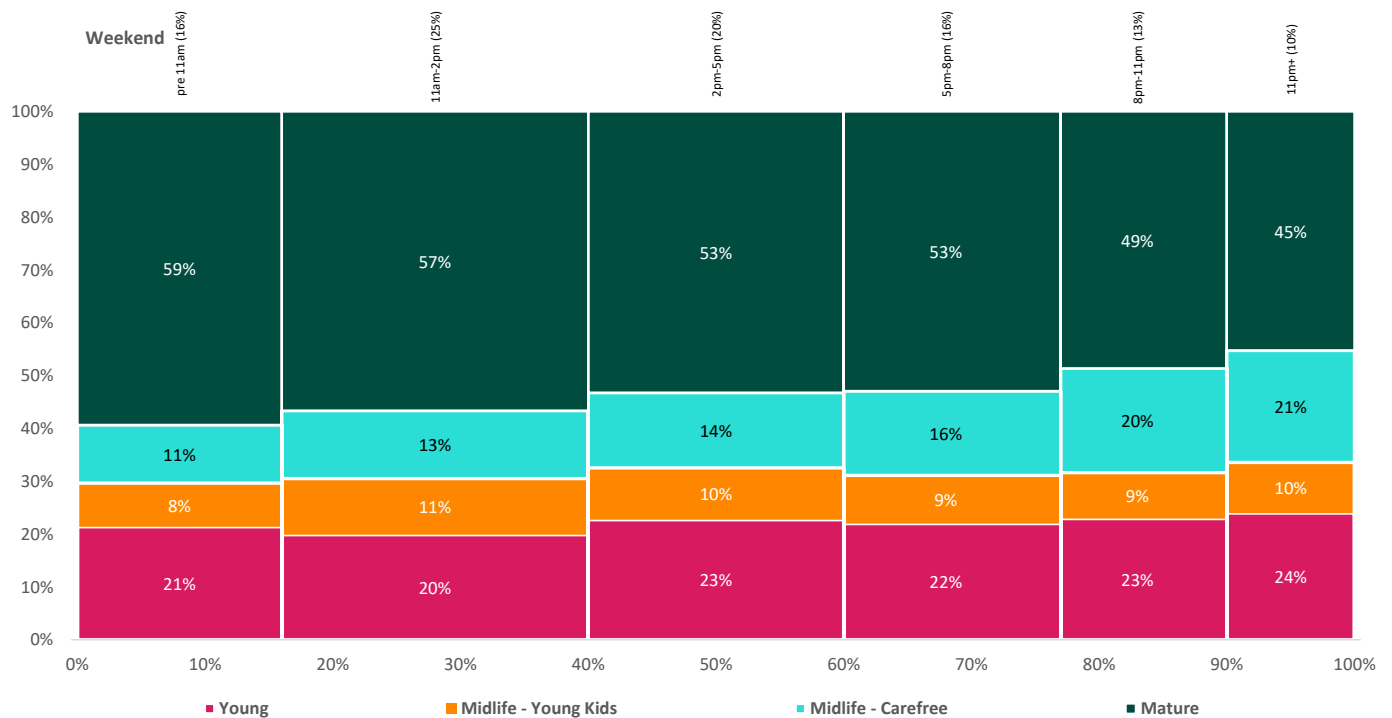
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2,842	3,234	2,613	1,247	902	465	11,304
Midlife - Carefree		644	880	691	440	354	148	3,157
Midlife - Young Kids		311	445	357	226	129	43	1,512
Young		1,071	901	1,200	734	458	391	4,754
All		4,868	5,459	4,861	2,648	1,843	1,047	20,726

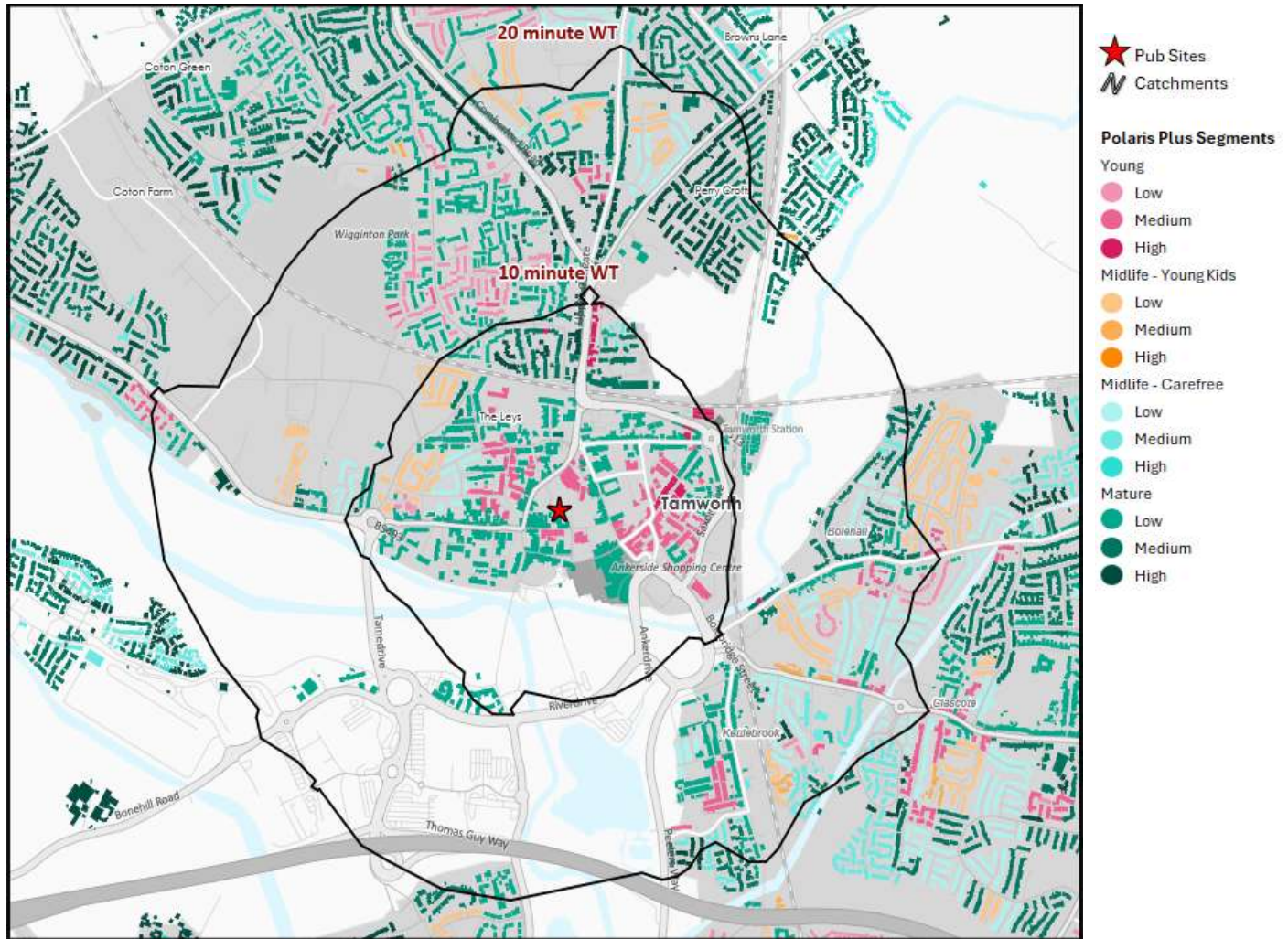
Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		665	965	737	603	441	308	3,719
Midlife - Young Kids		123	220	197	182	179	144	1,045
Midlife - Carefree		92	181	136	104	79	65	657
Mature		240	339	315	251	208	163	1,515
All		1,120	1,705	1,385	1,140	907	680	6,936

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

Polaris Plus Summary - Crafty Two



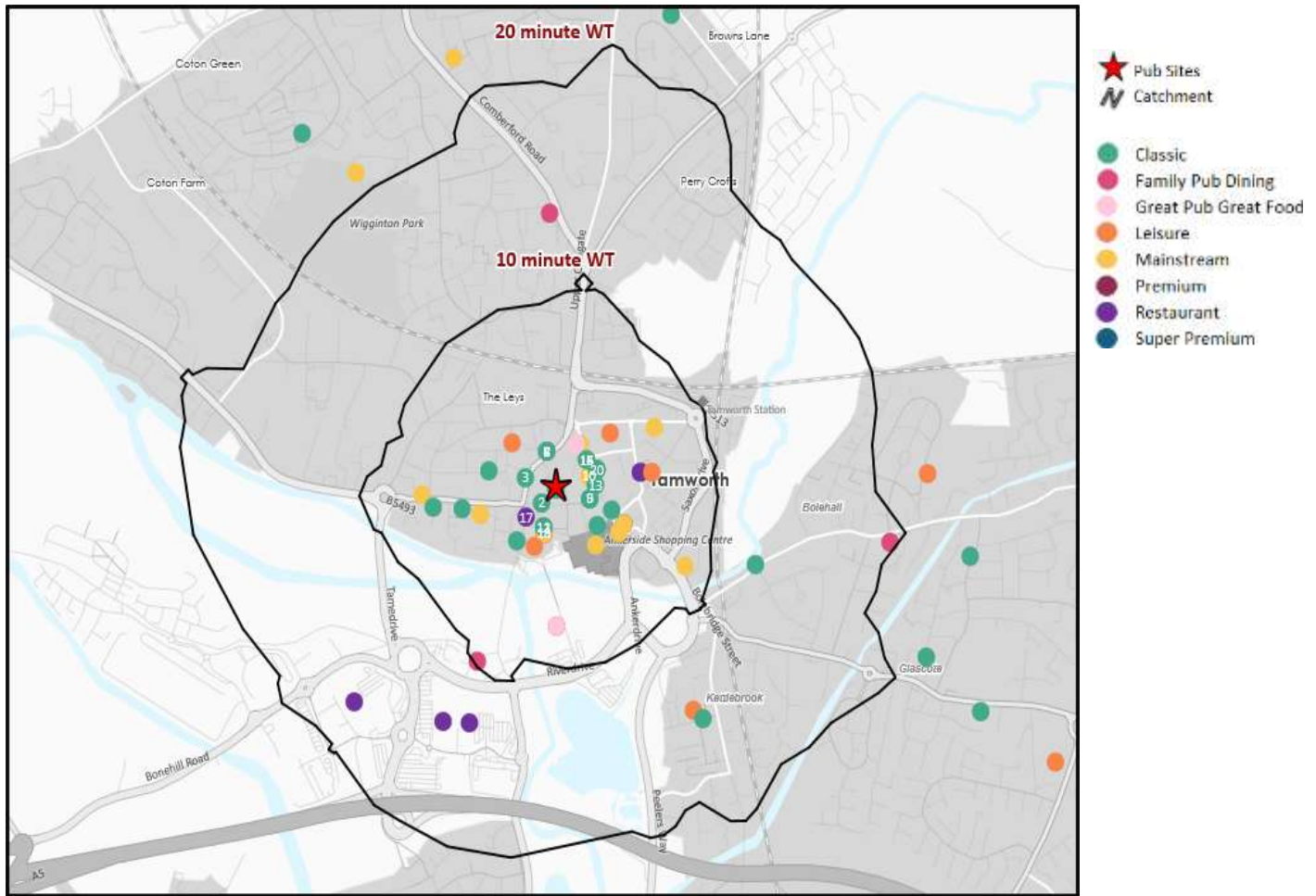
Polaris Plus Profile by Catchment

*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	20	559	23,750	6	51	85
Medium	678	1,172	10,605	169	95	34
High	162	181	4,725	66	24	25
Midlife - Young Kids						
Low	283	879	13,522	139	140	85
Medium	0	68	5,055	0	14	40
High	0	0	41	0	0	1
Midlife - Carefree						
Low	105	1,080	11,821	68	225	98
Medium	33	383	13,234	13	48	65
High	0	0	18,302	0	0	141
Mature						
Low	2,188	4,665	40,867	443	307	106
Medium	148	1,240	81,418	26	70	183
High	26	954	57,700	5	56	135
Not Private Households	8	80	3,328	20	66	109
Total	3,651	11,261	284,368			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Crafty Two



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	Crafty Two	B 79 7DN	Star Pubs & Bars	Classic	2.7%	69.6%	0.00
1	Assembly Rooms	B 79 7DN	Independent Free	Leisure	0.0%	0.0%	0.00
2	Bonds	B 79 7DH	Independent Free	Classic	5.4%	89.1%	0.05
3	White Lion Inn	B 79 7DJ	Stonegate Pub Company	Classic	0.0%	0.0%	0.08
4	Aldergate Club	B 79 7DL	Independent Free	Classic	4.8%	78.5%	0.08
5	Jalali Restaurant	B 79 7DL	Independent Free	Restaurant	2.3%	92.6%	0.08
6	Old Stone Cross Inn	B 79 7BX	Stonegate Pub Company	Classic	0.1%	6.7%	0.08
7	Champagne Indian	B 79 7DL	Independent Free	Restaurant	4.0%	84.2%	0.08
8	Peel Aldergate	B 79 7DL	Independent Free	Great Pub Great Food	4.4%	79.3%	0.08
9	Colin Grazier Hotel	B 79 7BX	*Other Small Retail Groups	Classic	1.7%	97.6%	0.08
10	Poachers Cafe	B 79 7AX	Independent Free	Mainstream	1.1%	80.2%	0.08
11	Just Pool	B 79 7LU	Independent Free	Leisure	0.0%	0.0%	0.09
12	Market Vaults	B 79 7LA	Independent Free	Classic	7.7%	82.4%	0.09
13	Sir Robert Peel	B 79 7BU	*Other Small Retail Groups	Classic	13.1%	88.5%	0.09
14	Pitchers	B 79 7AT	Independent Free	Mainstream	0.0%	0.0%	0.09
15	Hogarths	B 79 7AT	Amber Taverns	Classic	8.9%	60.7%	0.09
16	Globe Inn	B 79 7AT	Independent Free	Mainstream	13.8%	82.5%	0.09
17	Portobello	B 79 7NH	Independent Free	Restaurant	8.8%	78.1%	0.09
18	Tamworth Tap	B 79 7LR	Independent Free	Mainstream	11.2%	76.4%	0.10
19	Monsoon Restaurant	B 79 7LR	Independent Free	Restaurant	3.5%	92.4%	0.10
20	Delhi Divan	B 79 7AL	Independent Free	Restaurant	7.2%	62.4%	0.10

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 - Crafty Two

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Restaurant	9	2,388	21.2%	92
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Family Pub Dining	23	25,828	9.1%	100
Great Pub Great Food	50	50,493	17.8%	106
Leisure	67	29,475	10.4%	103
Mainstream	94	40,046	14.1%	101
Premium	52	40,037	14.1%	98
Restaurant	76	63,611	22.4%	97
Super Premium	5	10,314	3.6%	92

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.	
	