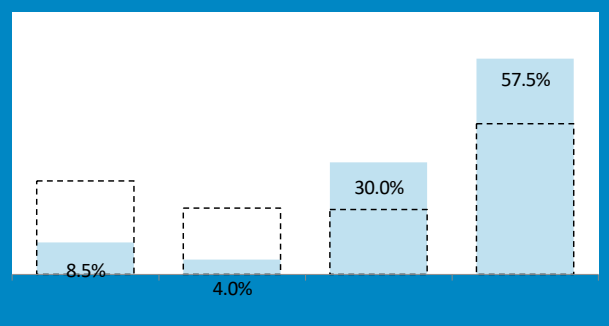
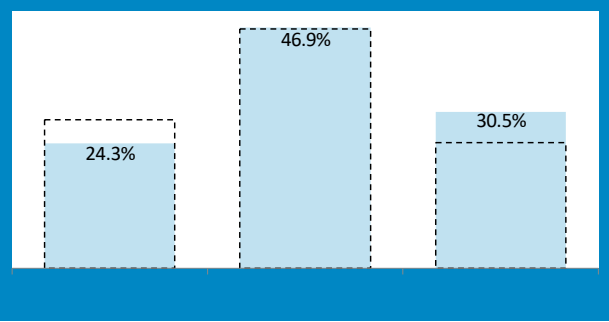
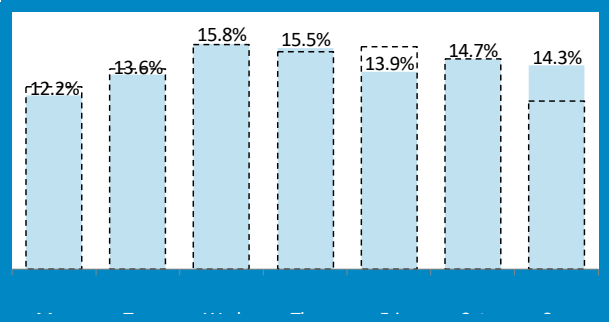


Area Quick Stats

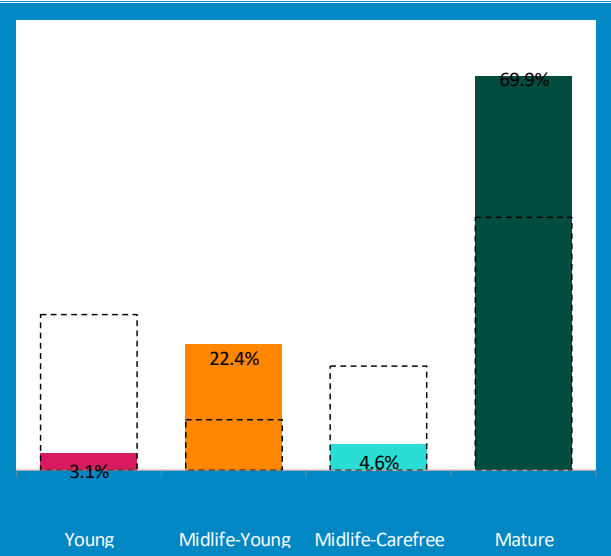
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		3,784	5,344
Adult Pop		3,184	4,529
Affluence	Low	40%	33%
	Medium	56%	38%
	High	4%	27%
Young		5%	28%
Midlife Young Kids		8%	11%
Midlife Carefree		25%	16%
Mature		62%	44%
Competition Count		3	43

Visitors



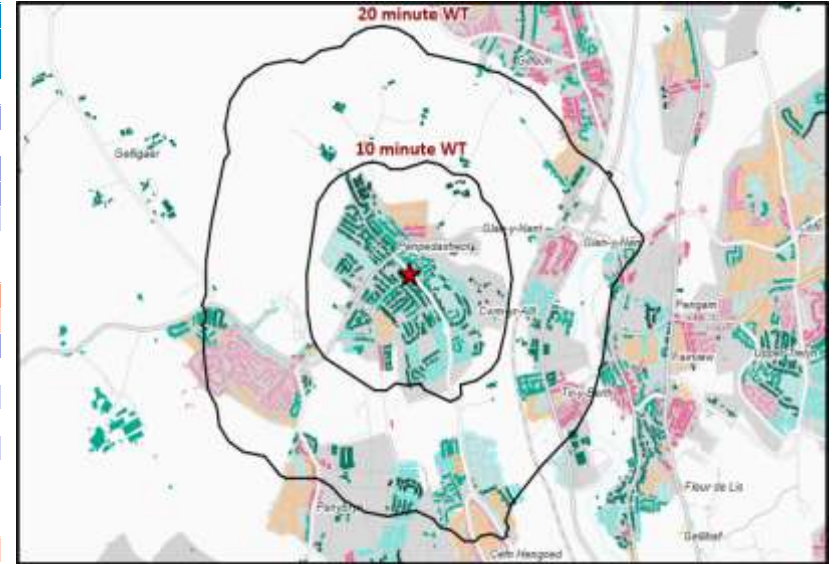
Spend Profile

	This Site	Benchmark
£ATV	£13	£30
Average Distance Travelled in miles	2	27

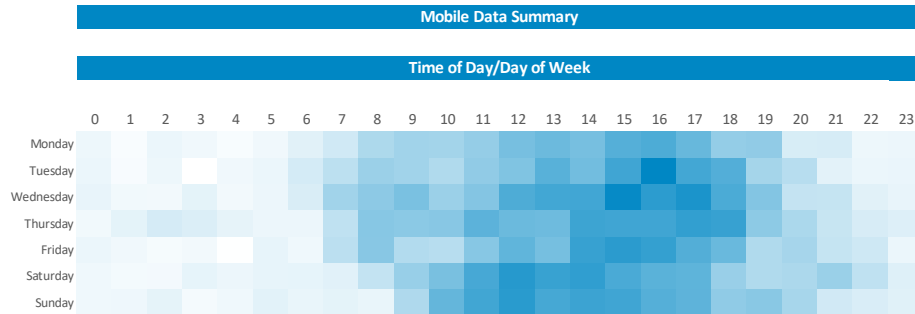
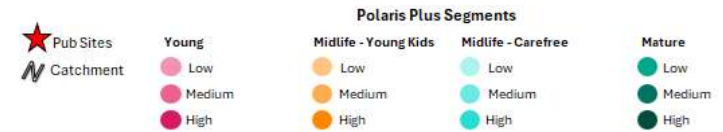


Catchment Summary - Plough And Harrow

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		3,784	9,444	218,333	71	48	51
Adults 18+		3,184	7,603	174,976	70	46	51
Competition Pubs		3	7	282	7	7	36
Adults 18+ per Competition Pub		1,061	1,086	620	155	159	91
% Adults Likely to Drink		81.0%	81.0%	80.0%	101	101	100
Affluence	Low	39.5%	55.0%	49.4%	119	166	149
	Medium	56.2%	42.1%	45.3%	147	110	118
	High	4.3%	2.9%	4.7%	16	10	17
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£25,024	£21,381	£20,474	111	95	91
Age Profile	18-24	260	665	15,542	81	83	84
	25-34	525	1,340	28,463	103	105	96
	35-44	434	1,225	29,251	85	96	99
	45-64	1,072	2,520	56,613	113	106	103
	65+	893	1,853	45,107	123	102	107



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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	145	1,898	74,189	16	90	152
Midlife - Young Kids	269	1,063	19,478	77	128	102
Midlife - Carefree	794	1,814	20,105	158	151	73
Mature	1,976	2,828	60,155	140	84	78
Not Private Households	0	0	1,049	0	0	4,955
Total	3,184	7,603	174,976			

STAR
PUBS

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Per Pub - Plough And Harrow

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

WT= Walktime, DT= Drivetime

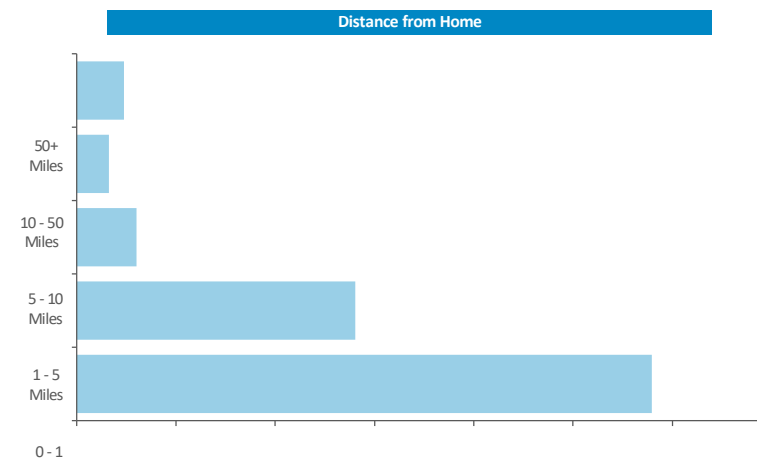
Adults 18+	3,184	7,603	174,976
Number of Competition Pubs	3	7	282
Adults 18+ per Competition Pub	1,061	1,086	620

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	280	8.8%	112
Family Pub Dining	0	324	10.2%	112
Great Pub Great Food	0	510	16.0%	96
Leisure	1	332	10.4%	104
Mainstream	0	508	15.9%	114
Premium	0	448	14.1%	98
Restaurant	0	691	21.7%	94
Super Premium	0	91	2.9%	73

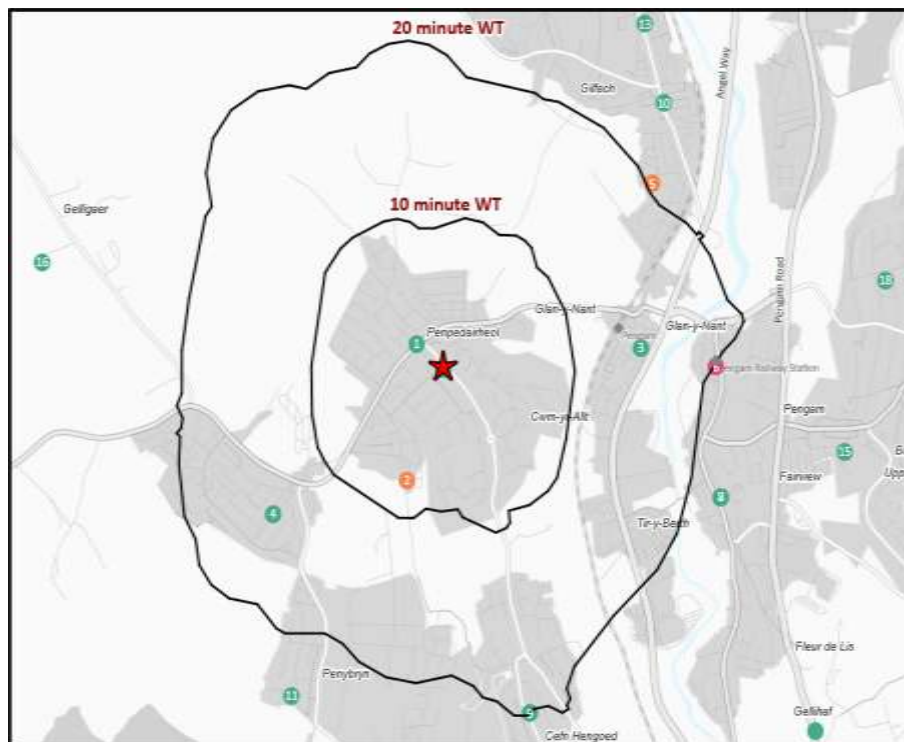
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	828	10.9%	139
Family Pub Dining	1	836	11.0%	121
Great Pub Great Food	0	1,066	14.0%	84
Leisure	1	768	10.1%	100
Mainstream	0	1,240	16.3%	117
Premium	0	1,004	13.2%	92
Restaurant	0	1,662	21.9%	95
Super Premium	0	199	2.6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	189	19,519	11.2%	142
Family Pub Dining	17	19,098	10.9%	120
Great Pub Great Food	2	23,666	13.5%	81
Leisure	31	17,060	9.8%	97
Mainstream	26	28,875	16.5%	118
Premium	3	23,216	13.3%	93
Restaurant	14	37,878	21.7%	94
Super Premium	0	4,603	2.6%	67



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Competition - Plough And Harrow



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Plough And Harrow	CF82 8BQ	Star Pubs & Bars	Classic	43.6%	0.00
9	Lindsay Constitutional Club	CF82 7HL	Independent Free	Classic	11.1%	0.94
3	Pengam Constitution Club	NP12 3XW	Independent Free	Classic	8.6%	0.57
16	Cross Inn	CF82 8FU	Stonegate Pub Company	Classic	8.5%	1.18
11	Fox and Hounds Inn	CF82 7FX	Independent Free	Classic	8.0%	0.96
1	Beechgrove Social Club	CF82 8BT	Independent Free	Classic	7.8%	0.10
8	Valley Tavern	NP12 3UD	Independent Free	Classic	6.3%	0.86
7	Fleur De Lys Rugby Club	NP12 3UD	Independent Free	Classic	2.4%	0.86
14	Capel Hotel	CF81 8LW	Unknown	Classic	2.3%	1.13
4	Harp Inn	CF82 8FE	Independent Free	Classic	1.4%	0.62
2	Gellagaer Bowling Club	CF82 8FJ	Independent Free	Leisure	0.0%	0.31
5	Gilfach Bowling Club	CF81 8JY	Independent Free	Leisure	0.0%	0.77
6	Smiths Arms Inn	NP12 3ST	*Other Small Retail Groups	Family Pub Dii	0.0%	0.78
10	Gwerthonor Social	CF81 8JF	*Other Small Retail Groups	Classic	0.0%	0.94
12	Cross Keys Inn	CF82 7HN	Punch Pub Company	Classic	0.0%	1.07
13	Gilfach Working Mens Club and	CF81 8LX	Independent Free	Classic	0.0%	1.08
15	Harlequin Club	NP12 3PA	Independent Free	Classic	0.0%	1.17
17	Bargoed Masonic Centre	CF81 8NY	Independent Free	Classic	0.0%	1.23
18	Central Club	NP12 3JX	Independent Free	Classic	0.0%	1.29
19	Bargoed Rugby Club	CF81 8LQ	Independent Free	Classic	0.0%	1.30
20	Bargoed Labour Club	CF81 8PF	Independent Free	Classic	0.0%	1.30

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

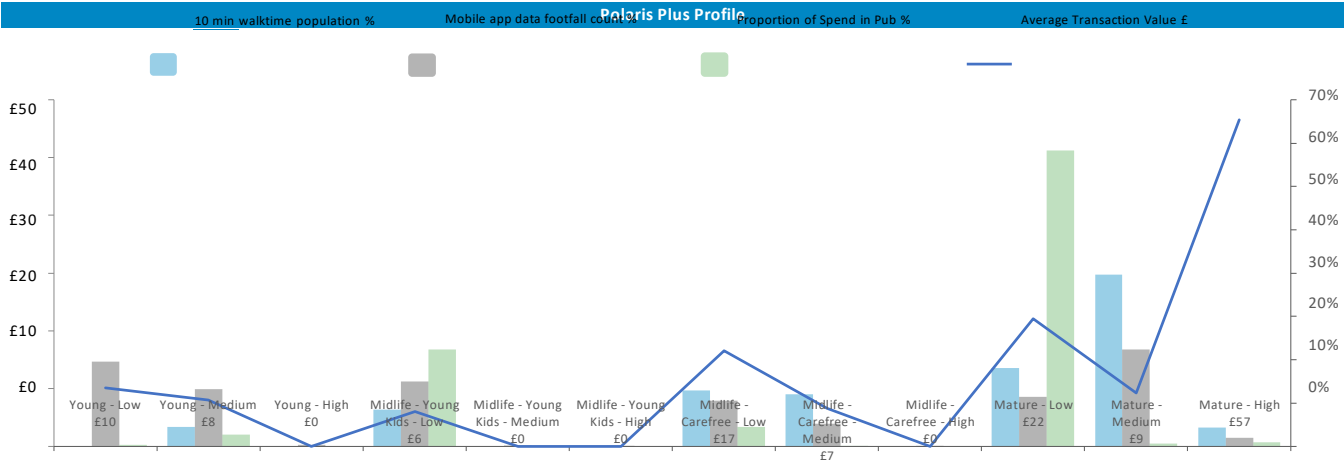
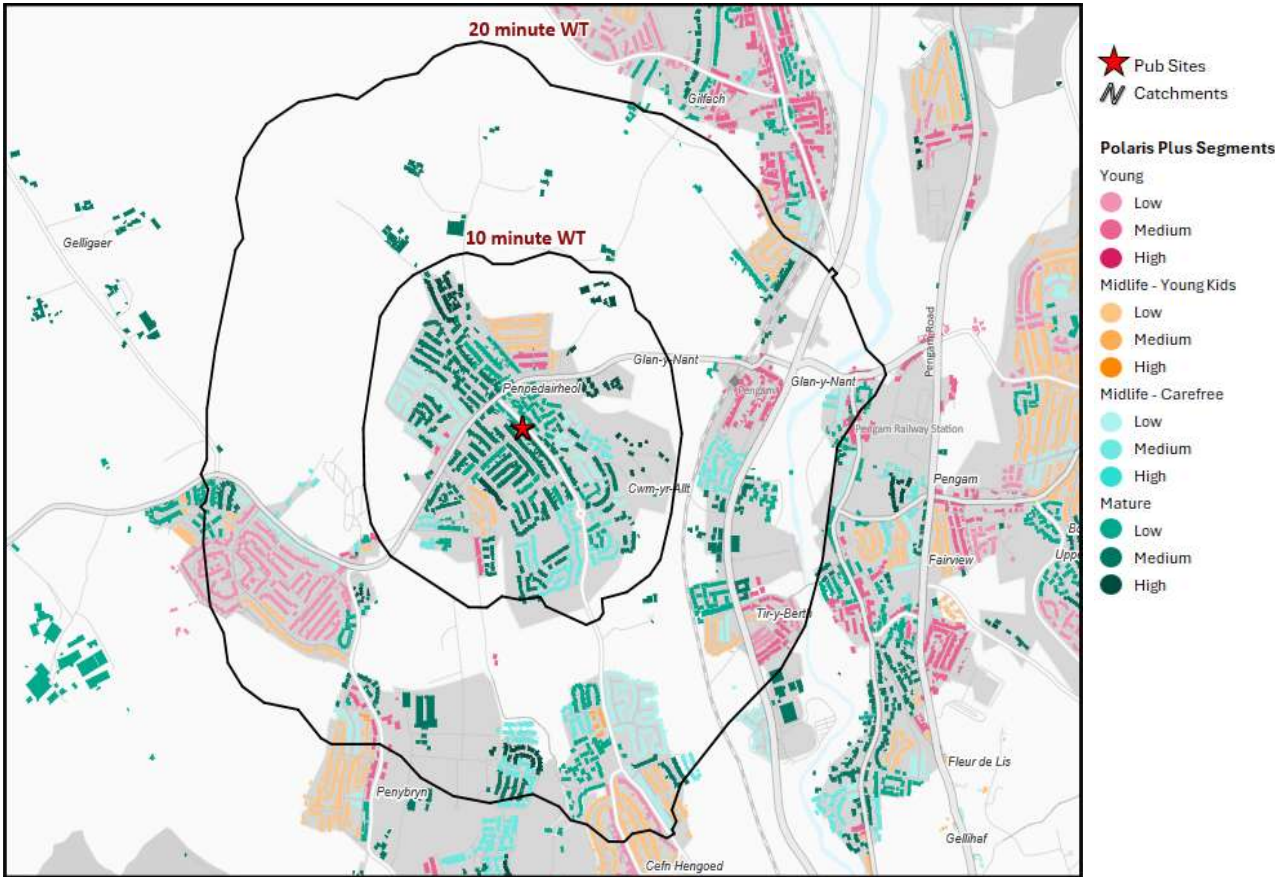
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Catchment Summary - Plough And Harrow



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
20286	Plough And Harrow	CF82 8BQ	Star Pubs & Bars	Classic	14



See the Glossary page for further information on the above variables

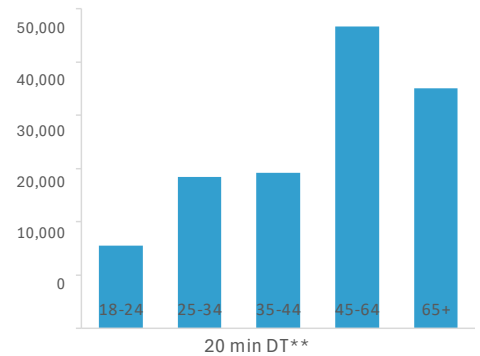
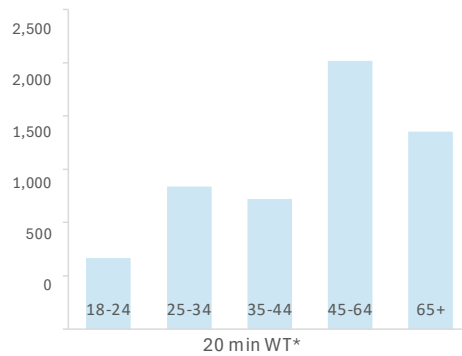
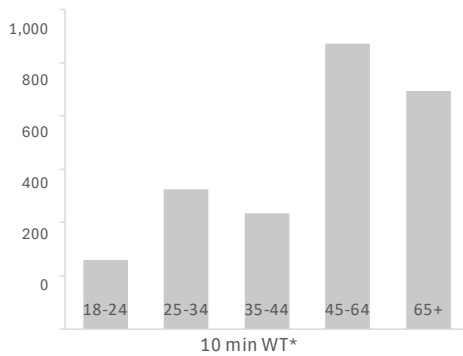
Catchment Summary - Plough And Harrow

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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		3,784	9,444	218,333	71	48	51
Adults 18+		3,184	7,603	174,976	Population & Adults 18+ index is based on all pubs		
Competition Pubs		3	7	282	70	46	51
Adults 18+ per Competition Pub		1,061	1,086	620	7	7	36
% Adults Likely to Drink		81.0%	81.0%	80.0%	155	159	91
					101	101	100
Affluence	Low	39.5%	55.0%	49.4%	119	166	149
	Medium	56.2%	42.1%	45.3%	147	110	118
	High	4.3%	2.9%	4.7%	16	10	17
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£25,024	£21,381	£20,474	111	95	91
Age Profile	18-24	260	665	15,542	81	83	84
	25-34	525	1,340	28,463	103	105	96
	35-44	434	1,225	29,251	85	96	99
	45-64	1,072	2,520	56,613	113	106	103
	65+	893	1,853	45,107	123	102	107

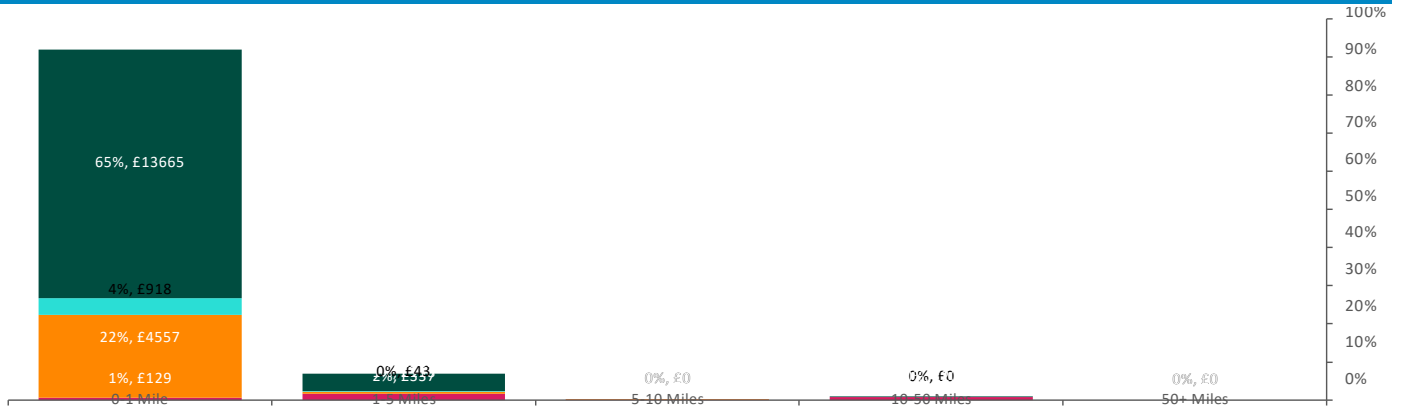


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,820 (48%)	4,558 (48%)	106,885 (49%)	98	98	100
	Female	1,964 (52%)	4,886 (52%)	111,448 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	1,187 (37%)	2,783 (36%)	62,454 (35%)	107	105	102
	Employed: Part-time	359 (11%)	849 (11%)	20,855 (12%)	92	91	97
	Self employed	224 (7%)	499 (6%)	10,738 (6%)	74	69	64
	Unemployed	60 (2%)	176 (2%)	5,126 (3%)	67	82	103
	Full-time student	61 (2%)	148 (2%)	2,852 (2%)	75	76	63
	Retired	890 (27%)	1,825 (23%)	43,071 (24%)	126	107	110
	Other	468 (14%)	1,539 (20%)	35,184 (20%)	81	111	110
Total Worker Count		939	3,580	83,699			

See the Glossary page for further information on the above variables

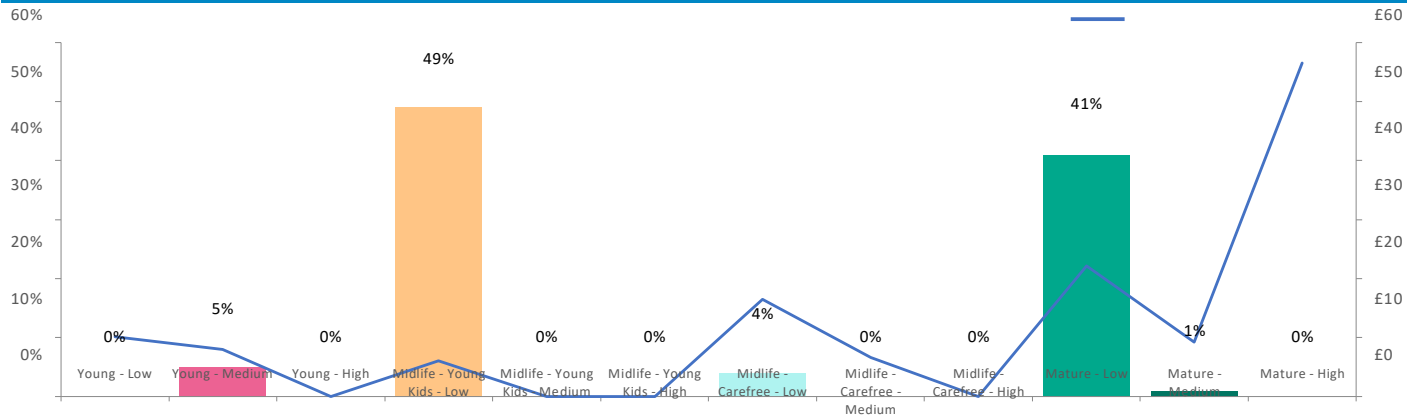
Transactional Data Summary - Plough And Harrow

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

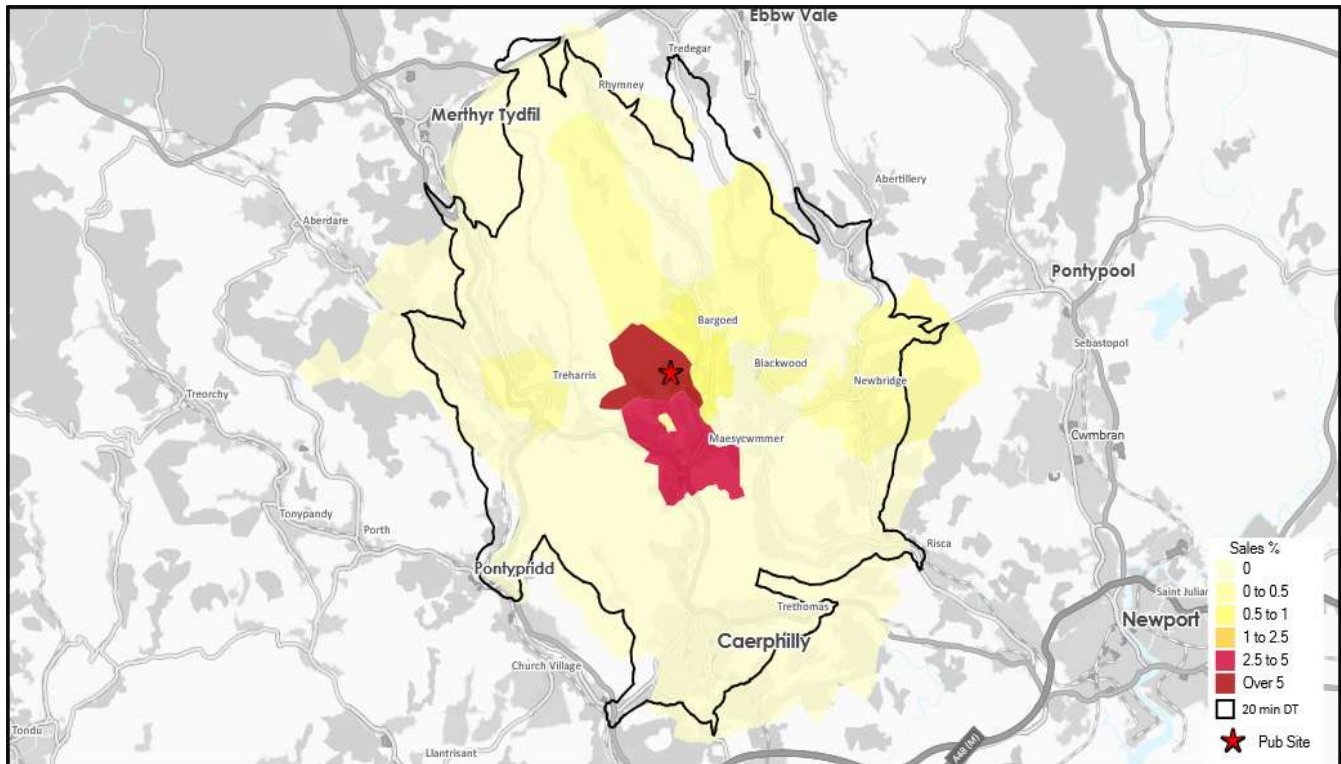
Spend by Month and Polaris

Plough And Harrow
GB %



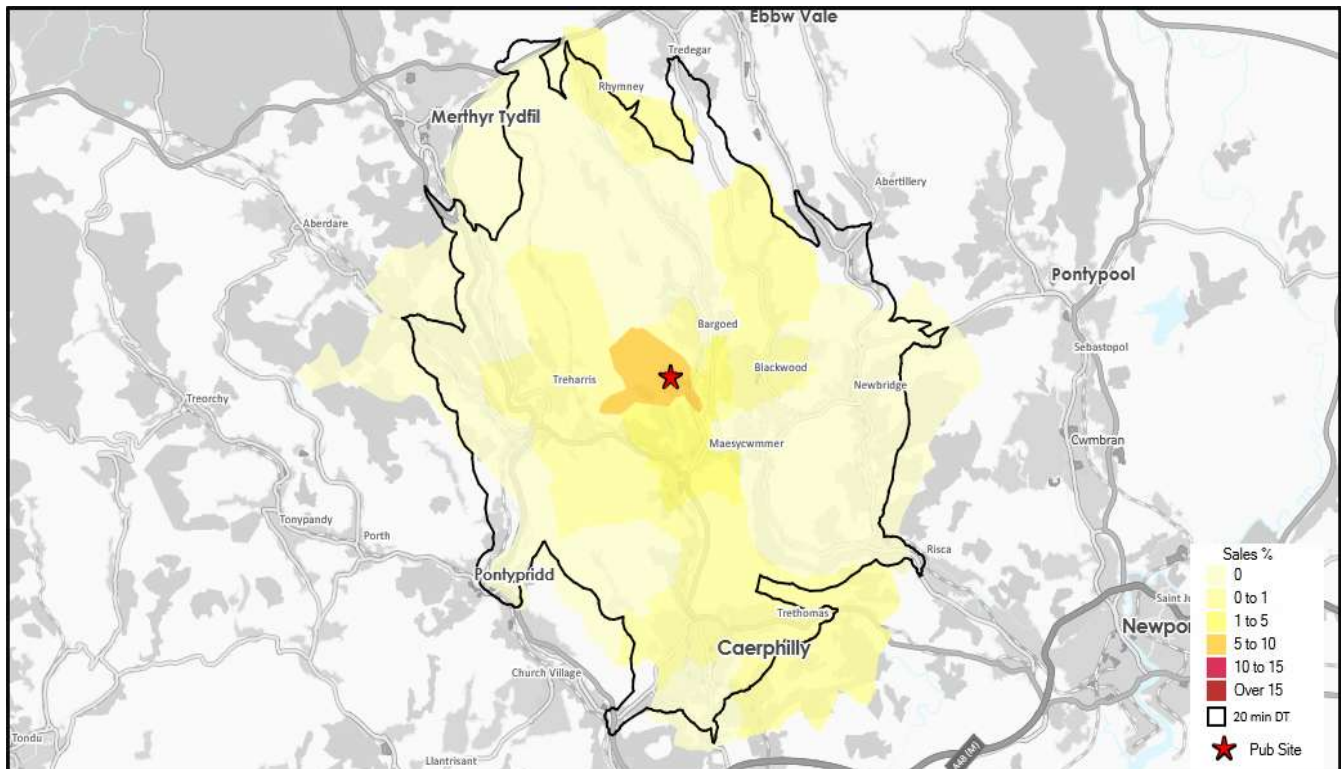
Seasonality of the spend split by month

Plough And Harrow 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 Plough And Harrow

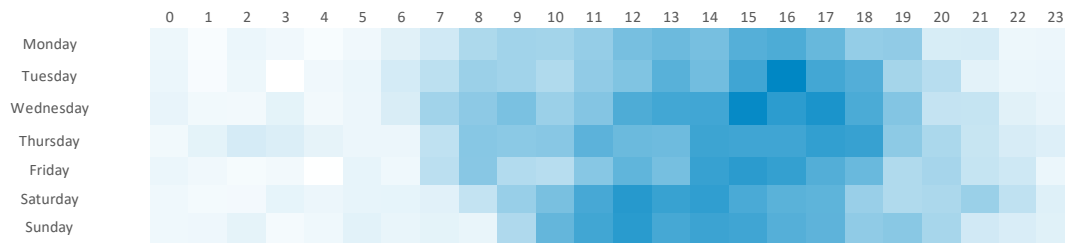


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Plough And Harrow

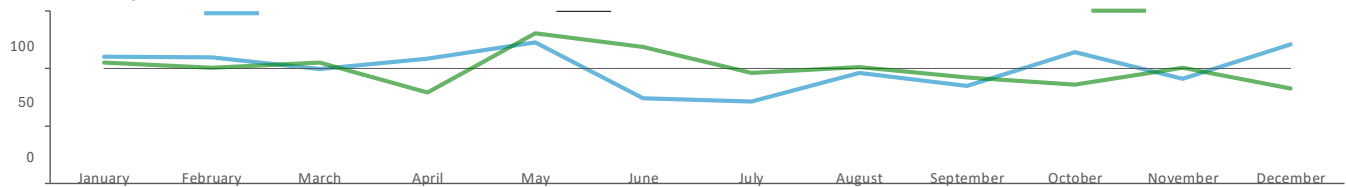
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Time of Day/Day of Week



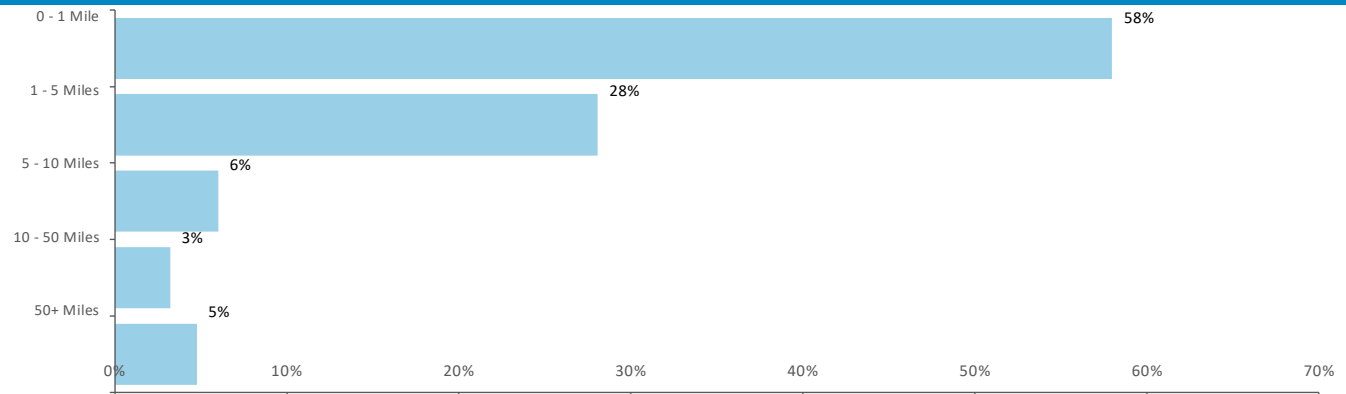
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



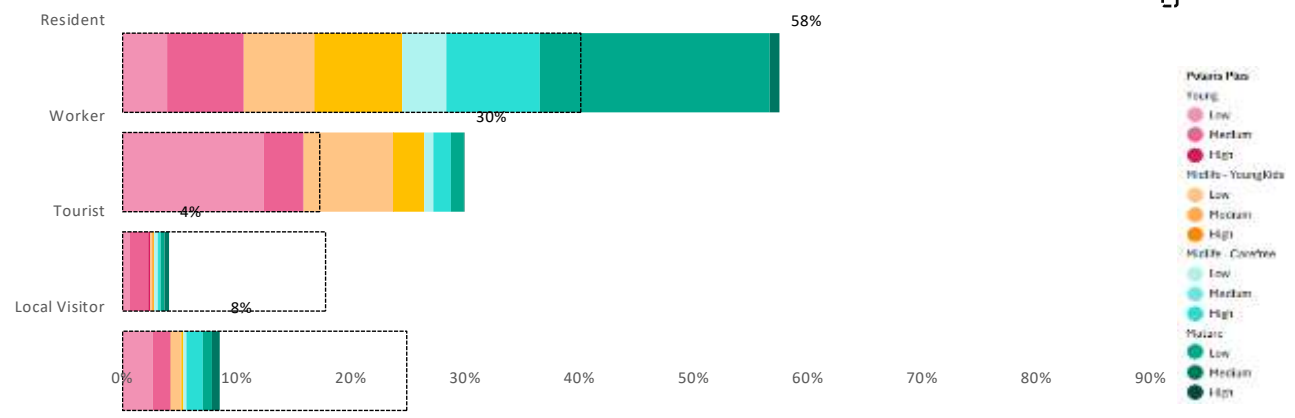
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



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

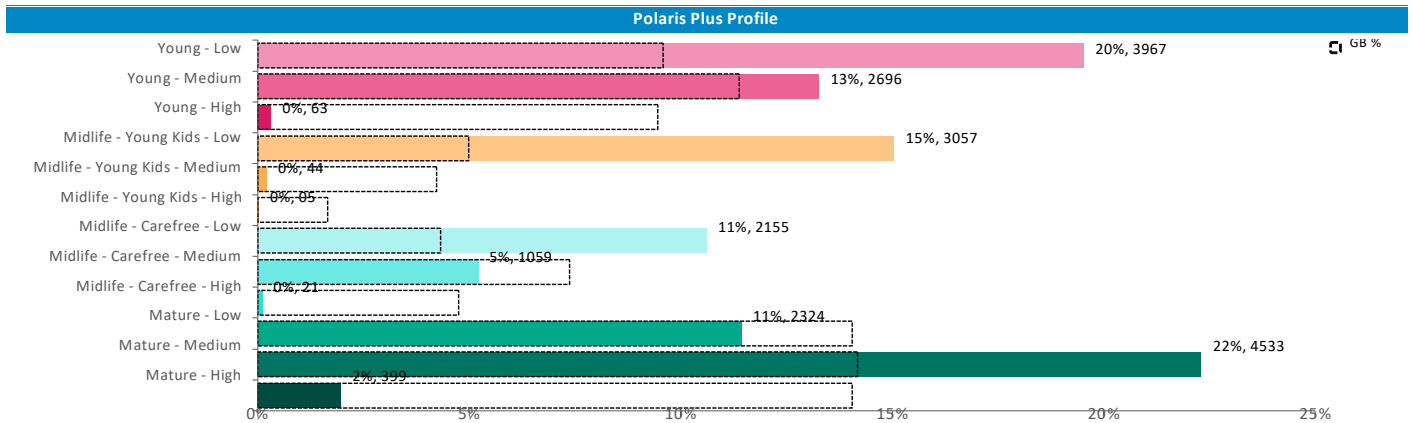
Audience Classification by Polaris Plus



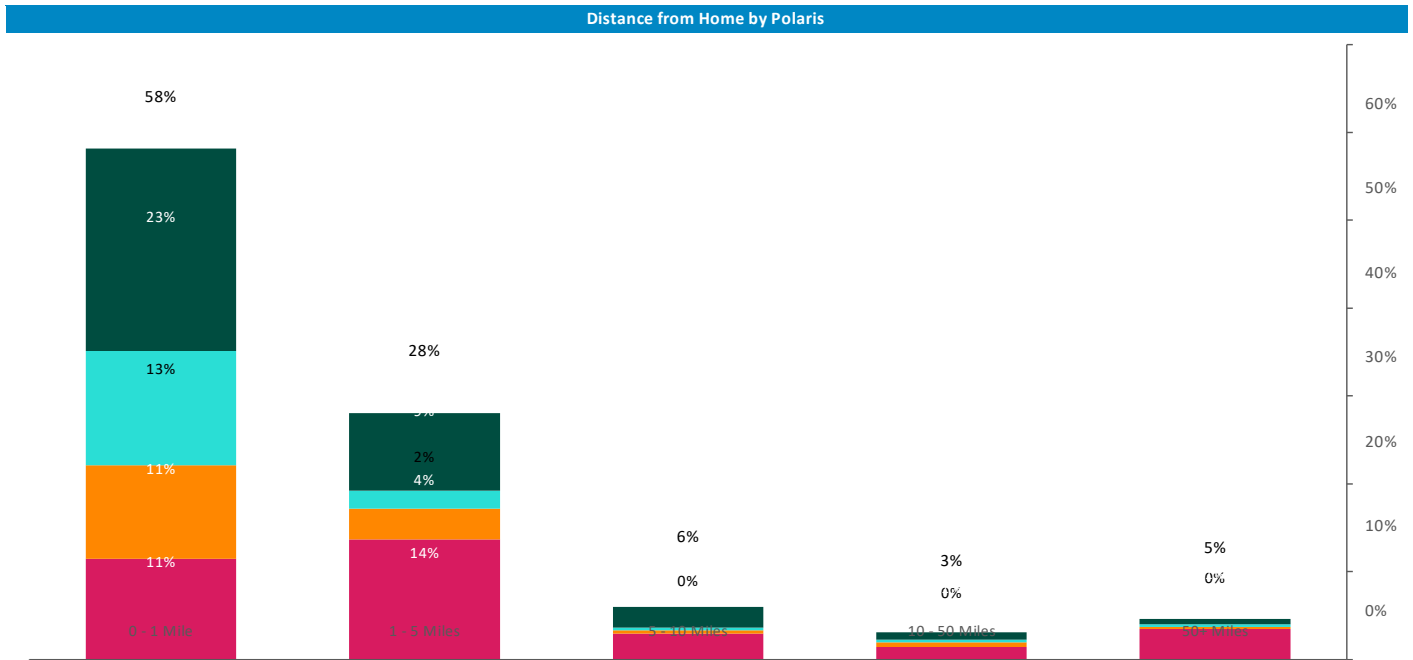
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Plough And Harrow

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

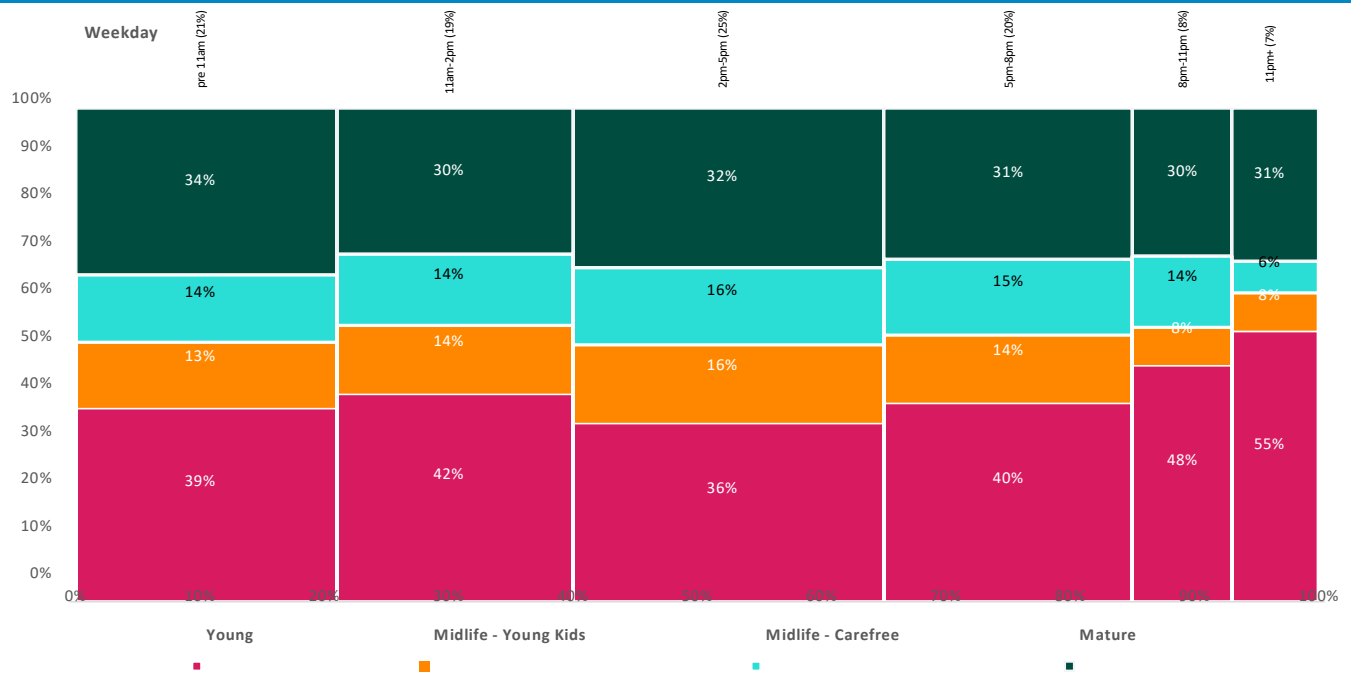


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Plough And Harrow

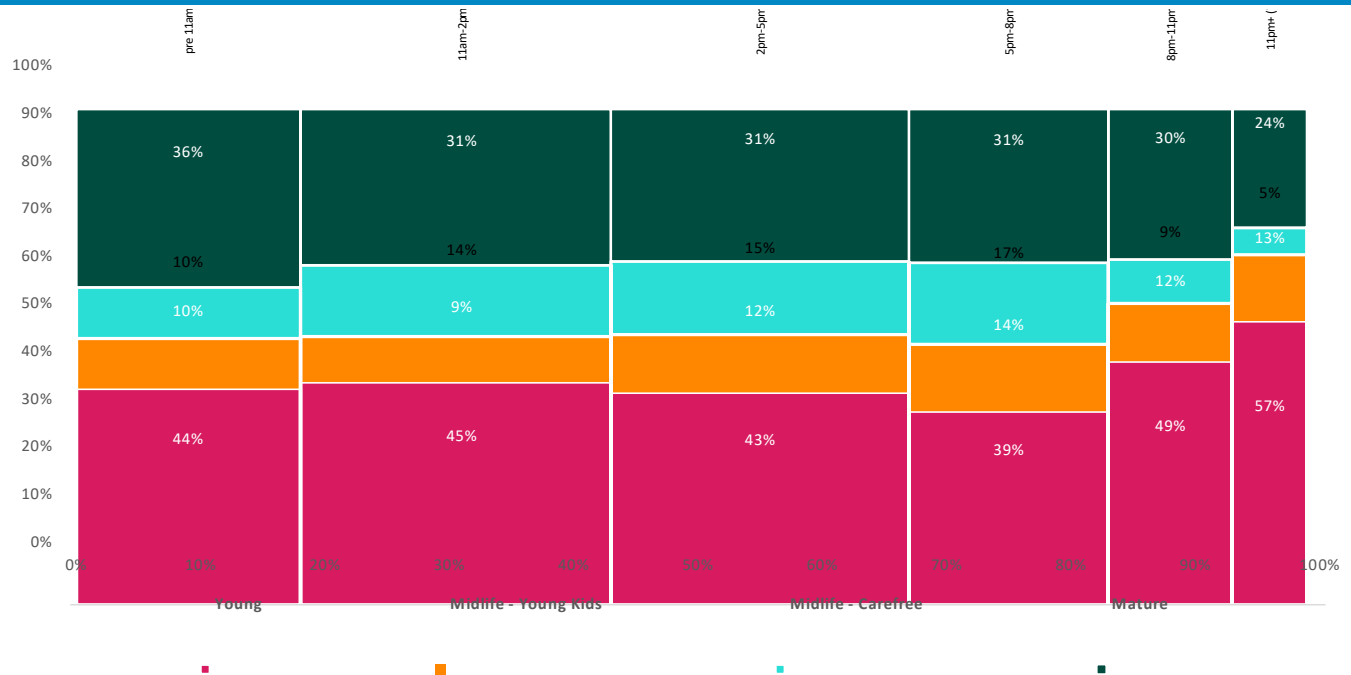
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,493	1,170	1,684	1,271	481	436	6,535
Midlife - Carefree	603	573	821	634	232	90	2,954
Midlife - Young Kids	589	546	820	570	122	107	2,755
Young	1,736	1,669	1,891	1,671	771	771	8,509
All	4,422	3,959	5,216	4,147	1,606	1,404	20,753

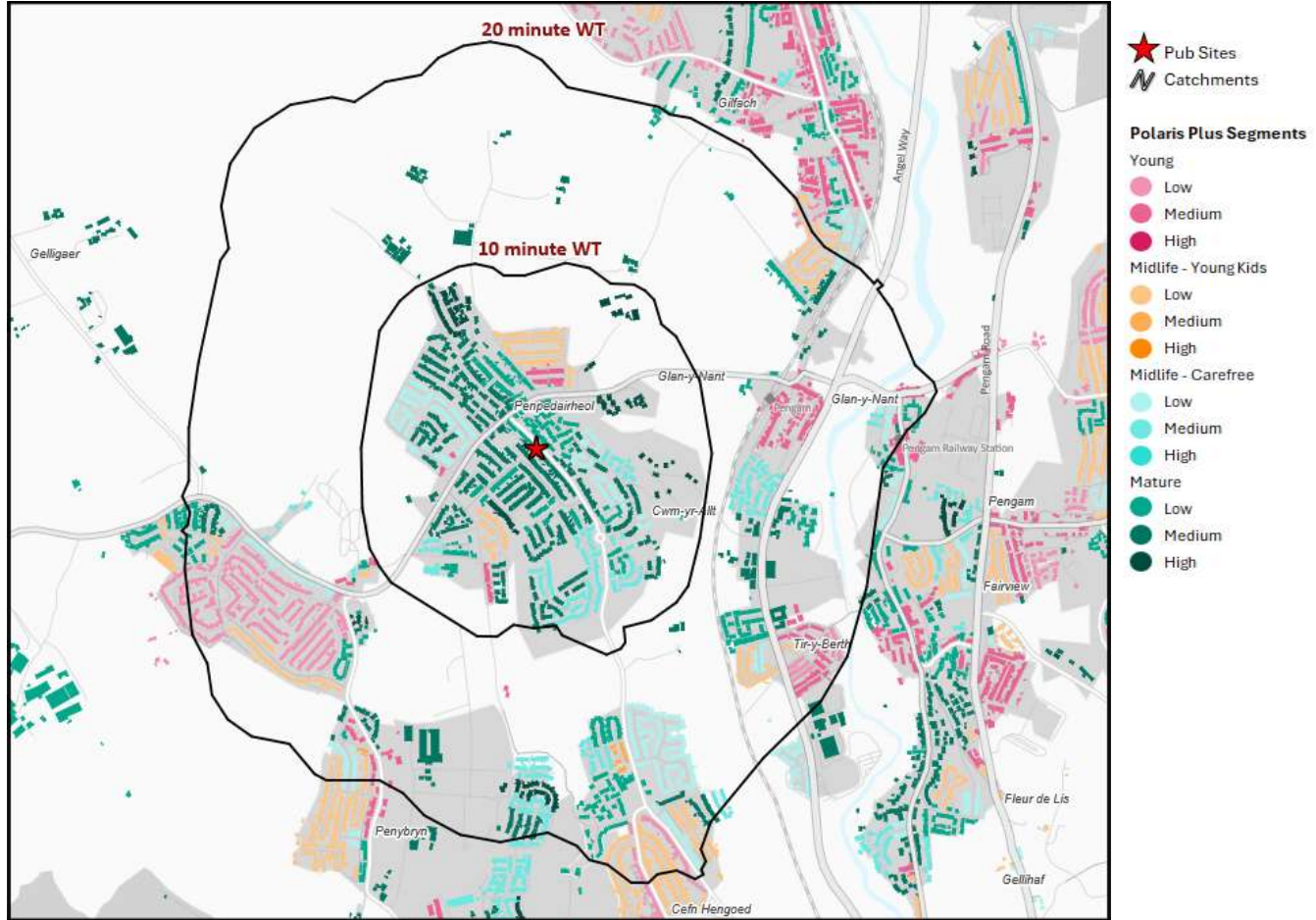
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	568	669	611	421	258	137	2,664
Midlife - Young Kids	164	308	296	226	76	31	1,101
Midlife - Carefree	161	197	232	185	100	77	951
Mature	691	956	856	532	418	329	3,781
All	1,584	2,129	1,994	1,364	851	574	8,496

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

Polaris Plus Summary - Plough And Harrow



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

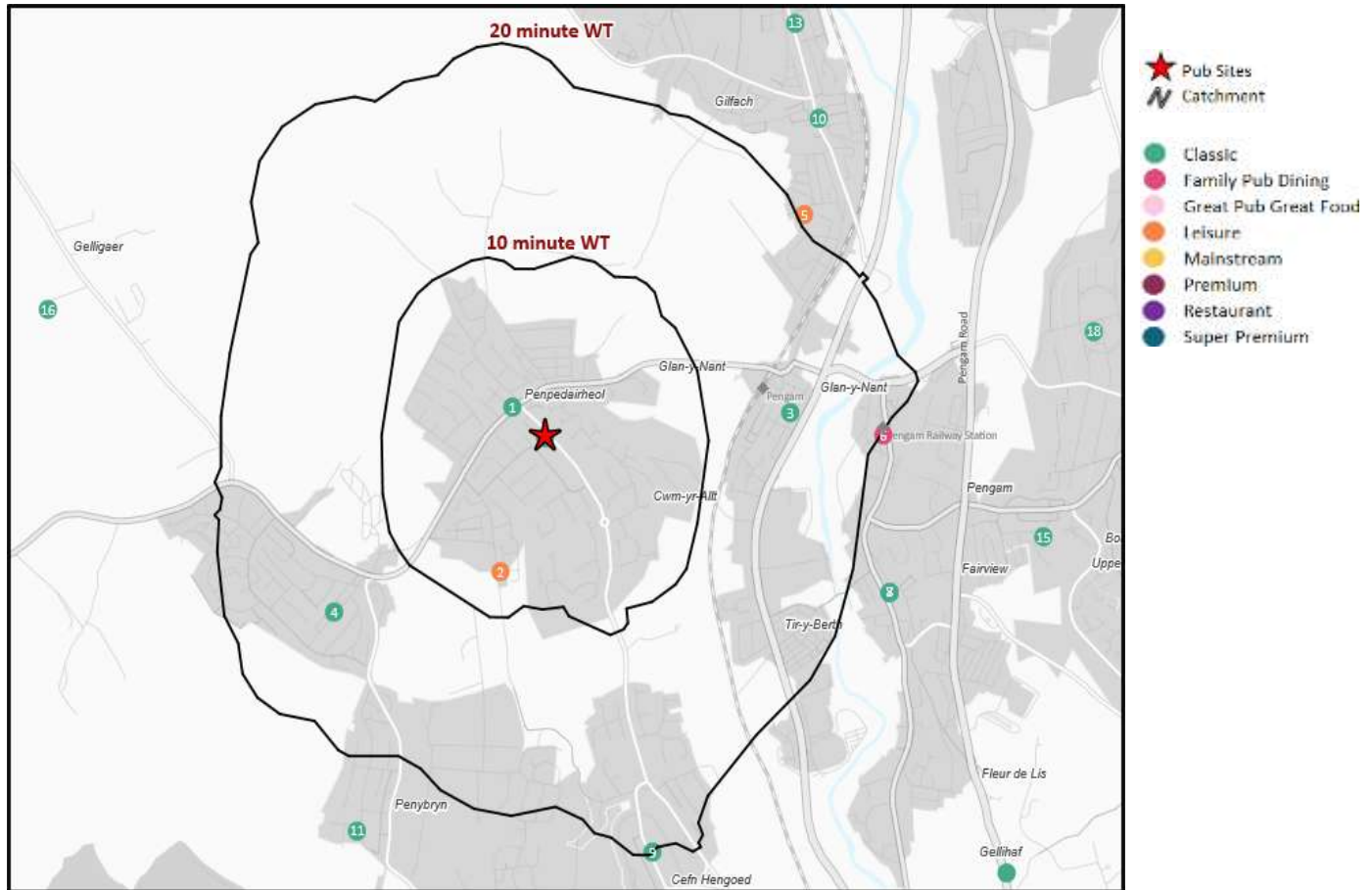
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	1,065	29,364	0	143	171
Medium	145	833	44,740	41	99	232
High	0	0	85	0	0	1
Midlife - Young Kids						
Low	269	1,023	18,621	151	241	190
Medium	0	40	857	0	12	11
High	0	0	0	0	0	0
Midlife - Carefree						
Low	411	1,039	9,800	303	321	131
Medium	383	775	9,363	168	142	75
High	0	0	942	0	0	12
Mature						
Low	578	1,055	28,643	134	103	121
Medium	1,261	1,556	24,321	253	131	89
High	137	217	7,191	29	19	27
Not Private Households	0	0	1,049	0	0	56
Total	3,184	7,603	174,976			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Plough And Harrow



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	Plough And Harrow	CF82 8BQ	Star Pubs & Bars	Classic	43.6%	98.9%	0.00
1	Beechgrove Social Club	CF82 8BT	Independent Free	Classic	7.8%	90.6%	0.10
2	Gelligaer Bowling Club	CF82 8FJ	Independent Free	Leisure	0.0%	0.0%	0.31
3	Pengam Constitution Club	NP12 3XW	Independent Free	Classic	8.6%	98.6%	0.57
4	Harp Inn	CF82 8FE	Independent Free	Classic	1.4%	84.5%	0.62
5	Giffach Bowling Club	CF81 8JY	Independent Free	Leisure	0.0%	0.0%	0.77
6	Smiths Arms Inn	NP12 3ST	*Other Small Retail Groups	Family Pub Dining	0.0%	0.0%	0.78
7	Fleur De Lys Rugby Club	NP12 3UD	Independent Free	Classic	2.4%	79.7%	0.86
8	Valley Tavern	NP12 3UD	Independent Free	Classic	6.3%	79.5%	0.86
9	Lindsay Constitutional Club	CF82 7HL	Independent Free	Classic	11.1%	96.2%	0.94
10	Gwerthonor Social	CF81 8JF	*Other Small Retail Groups	Classic	0.0%	0.0%	0.94
11	Fox and Hounds Inn	CF82 7FX	Independent Free	Classic	8.0%	95.1%	0.96
12	Cross Keys Inn	CF82 7HN	Punch Pub Company	Classic	0.0%	0.0%	1.07
13	Giffach Working Mens Club and Institute	CF81 8LX	Independent Free	Classic	0.0%	0.0%	1.08
14	Capel Hotel	CF81 8LW	Unknown	Classic	2.3%	83.4%	1.13
15	Harlequin Club	NP12 3PA	Independent Free	Classic	0.0%	0.0%	1.17
16	Cross Inn	CF82 8FU	Stonegate Pub Company	Classic	8.5%	81.0%	1.18
17	Bargoed Masonic Centre	CF81 8NY	Independent Free	Classic	0.0%	0.0%	1.23
18	Central Club	NP12 3JX	Independent Free	Classic	0.0%	0.0%	1.29
19	Bargoed Rugby Club	CF81 8LQ	Independent Free	Classic	0.0%	0.0%	1.30
20	Bargoed Labour Club	CF81 8PF	Independent Free	Classic	0.0%	0.0%	1.30

* 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

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Plough And Harrow

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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+	3,184	7,603	174,976
Number of Competition Pubs	3	7	282
Adults 18+ per Competition Pub	1,061	1,086	620

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	280	8.8%	112
Family Pub Dining	0	324	10.2%	112
Great Pub Great Food	0	510	16.0%	96
Leisure	1	332	10.4%	104
Mainstream	0	508	15.9%	114
Premium	0	448	14.1%	98
Restaurant	0	691	21.7%	94
Super Premium	0	91	2.9%	73

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	828	10.9%	139
Family Pub Dining	1	836	11.0%	121
Great Pub Great Food	0	1,066	14.0%	84
Leisure	1	768	10.1%	100
Mainstream	0	1,240	16.3%	117
Premium	0	1,004	13.2%	92
Restaurant	0	1,662	21.9%	95
Super Premium	0	199	2.6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	189	19,519	11.2%	142
Family Pub Dining	17	19,098	10.9%	120
Great Pub Great Food	2	23,666	13.5%	81
Leisure	31	17,060	9.8%	97
Mainstream	26	28,875	16.5%	118
Premium	3	23,216	13.3%	93
Restaurant	14	37,878	21.7%	94
Super Premium	0	4,603	2.6%	67

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 Lifestyle, Energy Levels and Demand.																																									
Consumer Insight	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."																																								
	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"																																								
Product needs	18-34 year olds 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																																								
	35-54 year olds Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic																																								
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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">Rural</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban								Small Urban				Rural				
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Metropolitan			Large Urban								Small Urban				Rural																										