

Catchment Summary - White Lion

- 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**
433	433	147.699

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
8	2	35

Pop. & Adl. 18+ index based on all pubs

8	2	35
5	2	44
41	41	76
109	109	104

0	0	96
73	73	101
263	263	103

140	140	107
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57	57	78
73	73	95
74	74	97
136	136	104
134	134	114

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

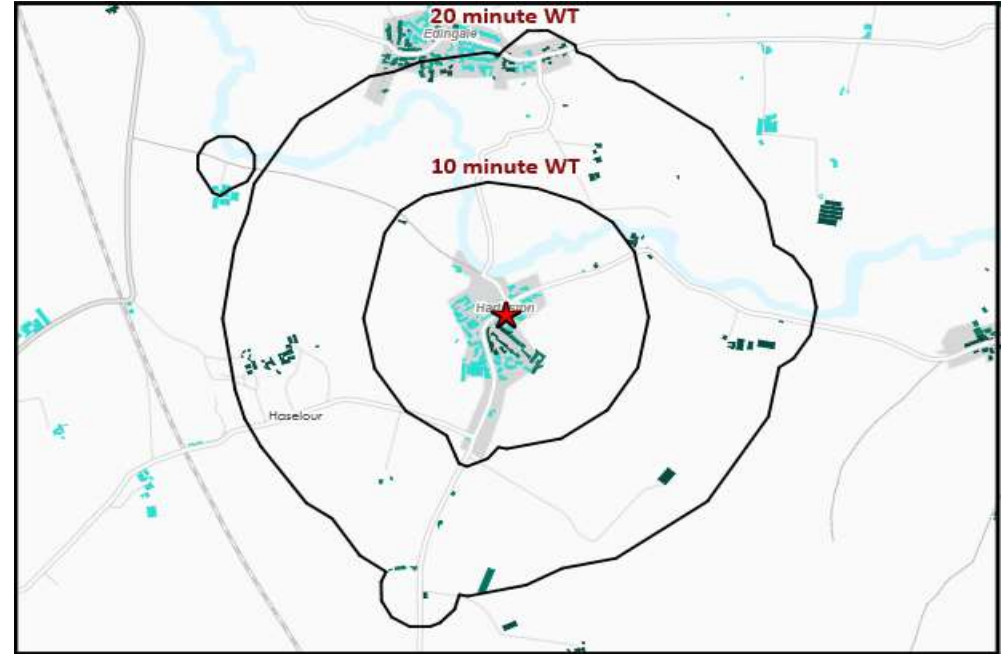
% Adults Likely to Drink

Affluence	Low	27,8%	31,8%
	Medium	27,8%	38,4%
	High	72,2%	28,3%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

Age Profile	18-24	21	9,775
	25-34	43	18,907
	35-44	43	19,271
	45-64	149	38,918
	65+	111	32,216



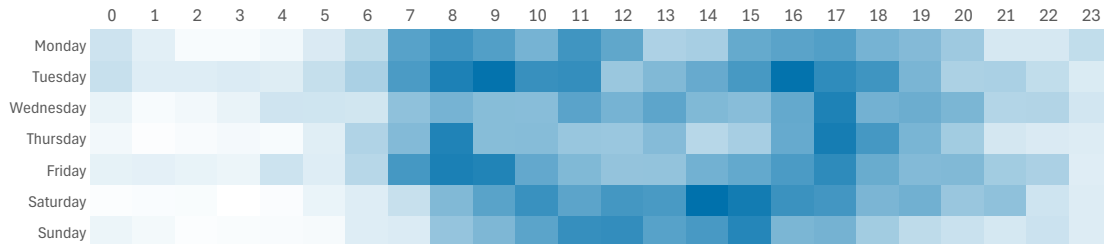
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Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	0	0	13.580	0	0	41
Midlife - Young Kid	0	0	5.592	0	0	43
Midlife - Carefree	133	133	21.422	230	230	114
Mature	234	234	76.688	144	144	145
Not Private Households	0	0	1.805	0	0	12.527
Total	367	367	119.087			



Per Pub - White Lion

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

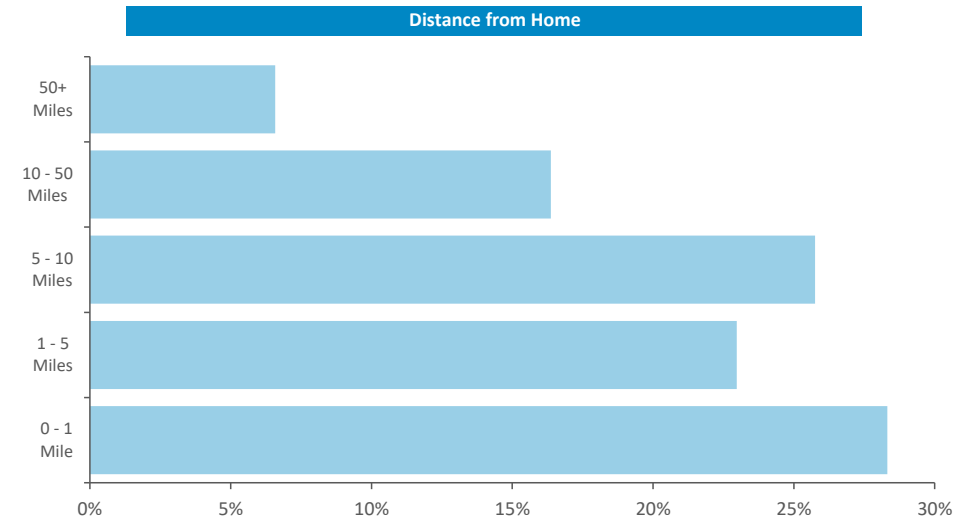
Adults 18+	367	367	119.087
Number of Competition Pubs	1	1	178
Adults 18+ per Competition Pub	367	367	669

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	18	5,0%	60
Circuit Bar	0	0	0,0%	0
Community Pub	0	46	12,5%	64
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	142	38,6%	212
High Street Pub	0	34	9,3%	49
Premium Local	0	127	34,7%	205

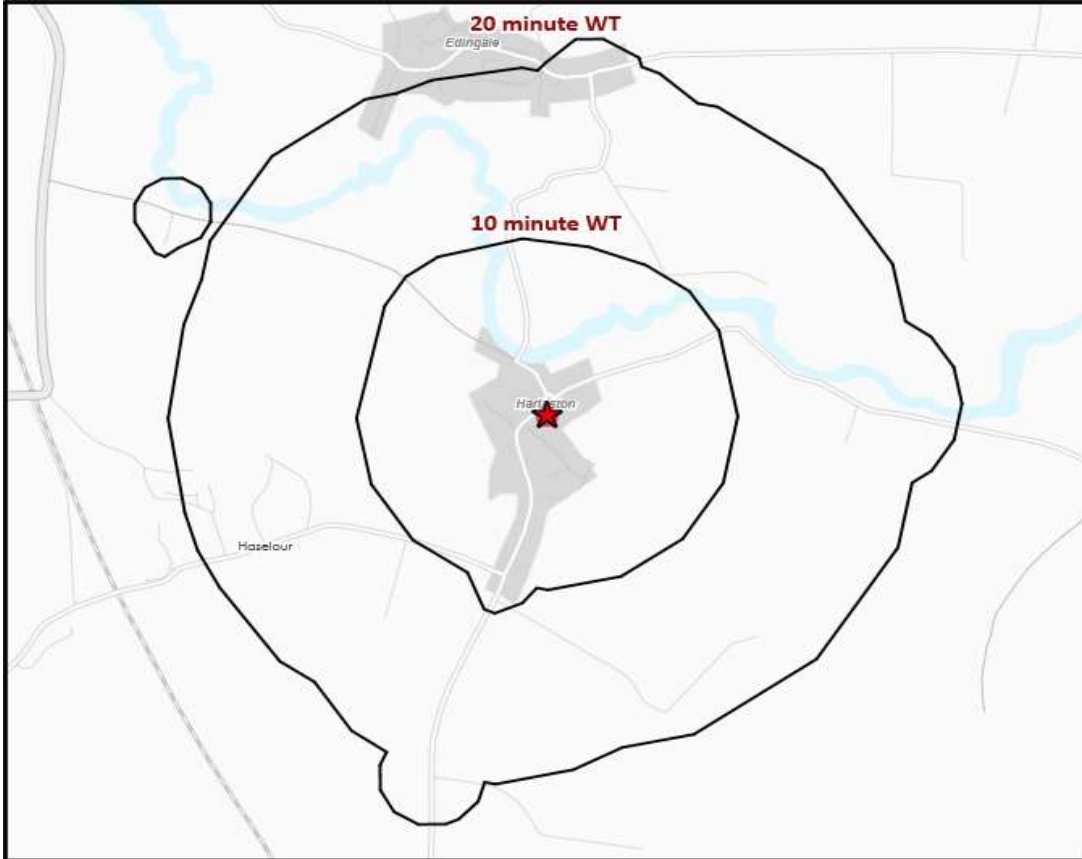
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	18	5,0%	60
Circuit Bar	0	0	0,0%	0
Community Pub	0	46	12,5%	64
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	142	38,6%	212
High Street Pub	0	34	9,3%	49
Premium Local	0	127	34,7%	205

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	3	4.627	3,9%	47
Circuit Bar	10	2.994	2,5%	60
Community Pub	19	25.856	21,7%	111
Craft Led	0	1.331	1,1%	31
Great Pub Great Food	14	23.208	19,5%	107
High Street Pub	25	23.391	19,6%	104
Premium Local	32	23.972	20,1%	119



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Competition - White Lion



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	White Lion	B 79 9HT	Star Pubs & Bars	Family Pub Din	100,0%	0,00

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

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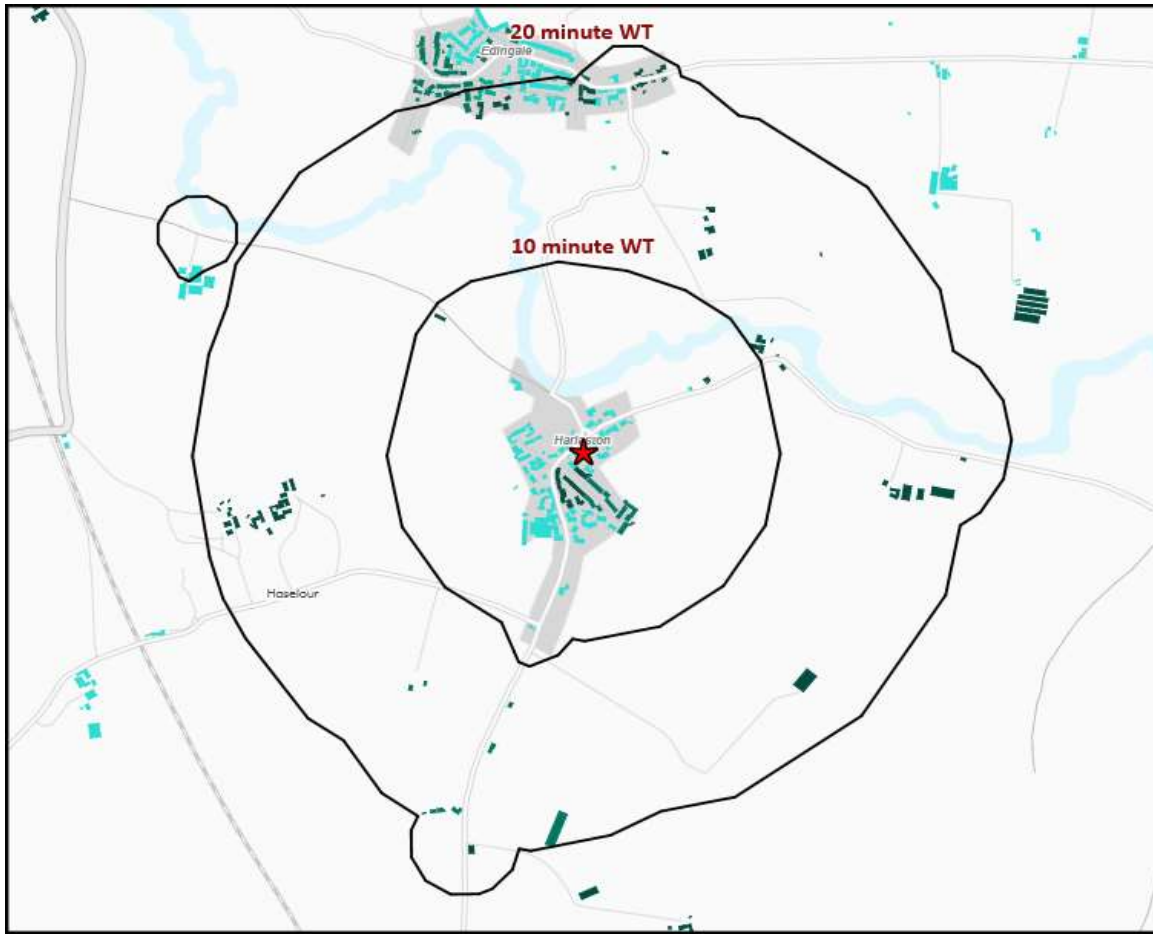
- Pub Sites
- ABOS
- GPGF
- Casual Dining
- High Street Pub
- Hotel
- Circuit Bar
- Large Venue
- Clubland
- Night Club
- Community Pub
- Premium Local
- Craft Led
- Restaurants
- Family Pub Dining
- Sports Clubs
- Catchment

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Catchment Summary - White Lion

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
4027	White Lion	B 79 9HT	Star Pubs & Bars	Family Pub Dining	19



- ★ Pub Sites
- ⌘ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

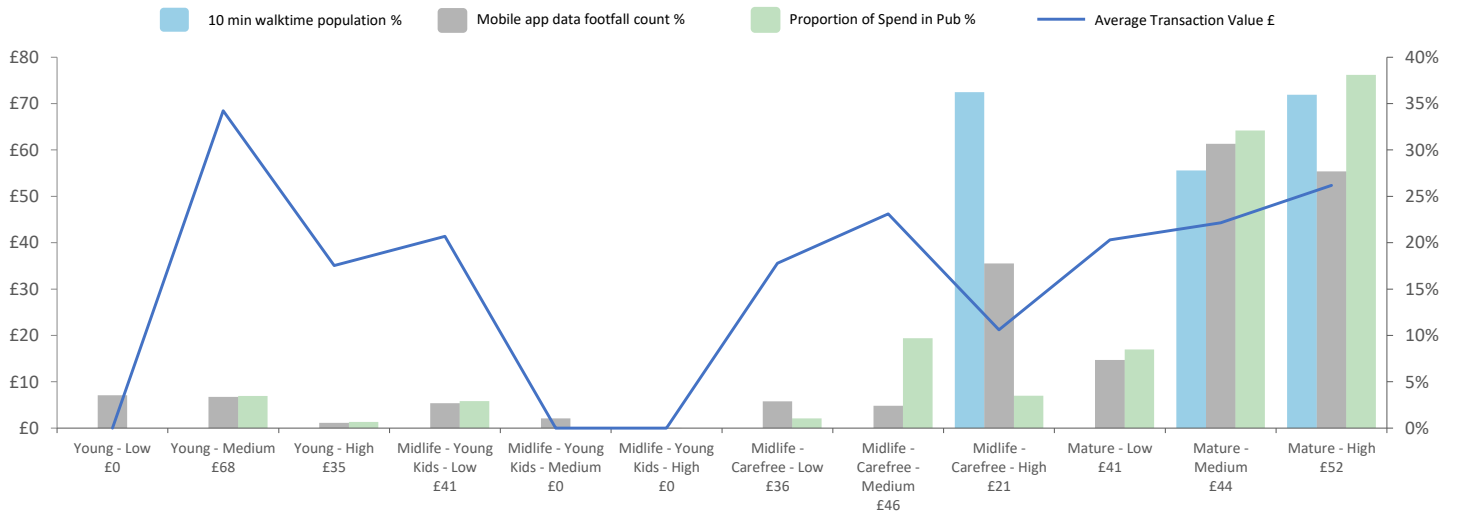
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile



See the Glossary page for further information on the above variables

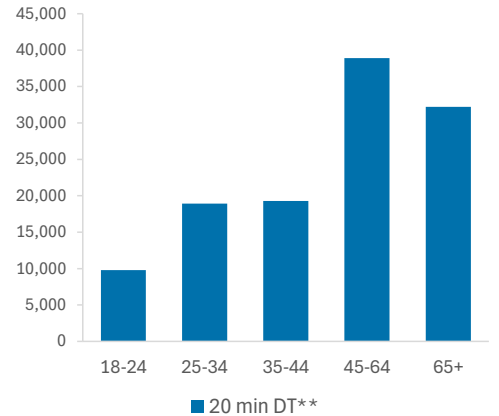
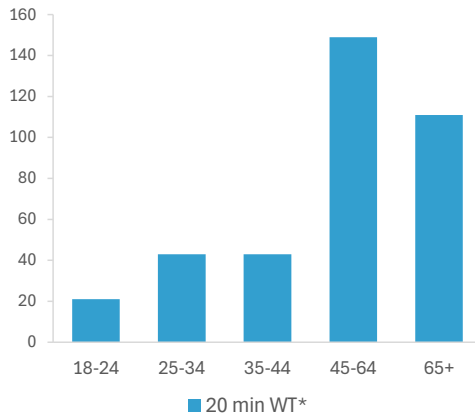
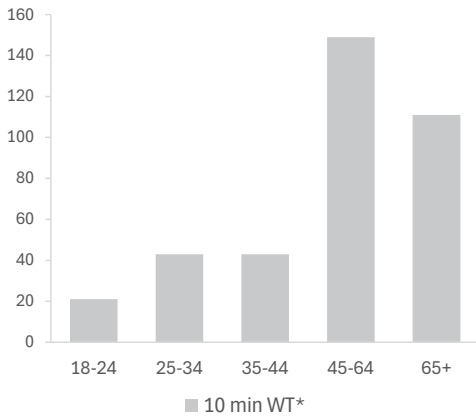
Catchment Summary - White Lion

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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	433	433	147.699	8	2	35	
Population & Adults 18+ index is based on all pubs							
Adults 18+	367	367	119.087	8	2	35	
Competition Pubs	1	1	178	5	2	44	
Adults 18+ per Competition Pub	367	367	669	41	41	76	
% Adults Likely to Drink	82,6%	82,6%	78,2%	109	109	104	
Affluence	Low	0,0%	0,0%	31,8%	0	0	96
	Medium	27,8%	27,8%	38,4%	73	73	101
	High	72,2%	72,2%	28,3%	263	263	103
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£29.818	£29.818	£22.712	140	140	107	
Age Profile	18-24	21	21	9.775	57	57	78
	25-34	43	43	18.907	73	73	95
	35-44	43	43	19.271	74	74	97
	45-64	149	149	38.918	136	136	104
	65+	111	111	32.216	134	134	114



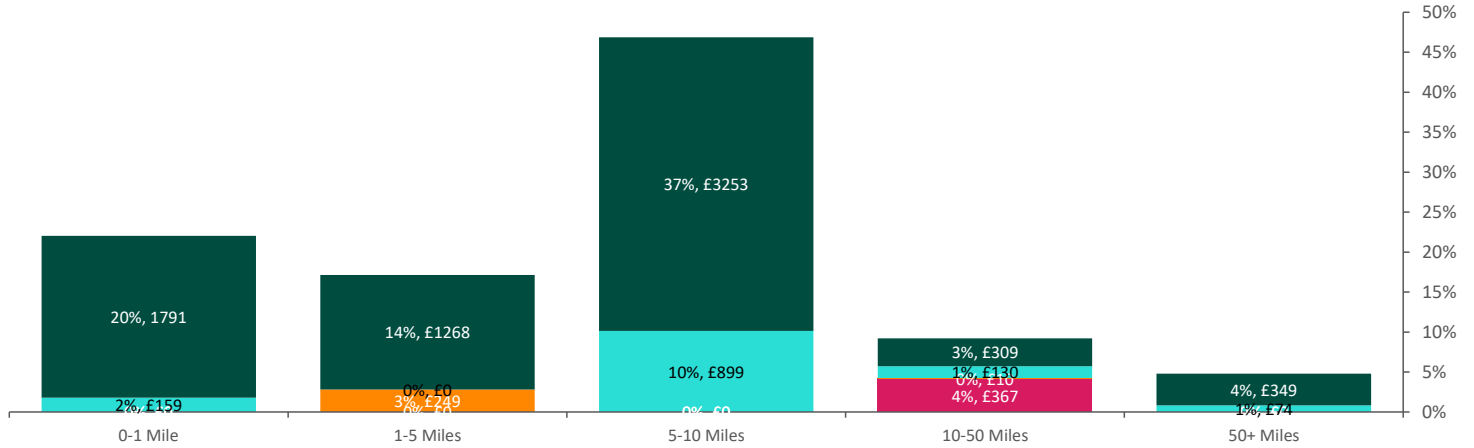
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	214 (49%)	214 (49%)	72,848 (49%)	101	101	101
	Female	219 (51%)	219 (51%)	74,851 (51%)	99	99	99
Economic Status (16+)	Employed: Full-time	112 (30%)	112 (30%)	45,537 (37%)	87	87	109
	Employed: Part-time	45 (12%)	45 (12%)	14,977 (12%)	99	99	101
	Self employed	37 (10%)	37 (10%)	9,938 (8%)	107	107	88
	Unemployed	9 (2%)	9 (2%)	2,629 (2%)	94	94	84
	Full-time student	7 (2%)	7 (2%)	1,991 (2%)	79	79	69
	Retired	119 (32%)	119 (32%)	31,144 (25%)	144	144	116
	Other	47 (13%)	47 (13%)	16,120 (13%)	71	71	75
Total Worker Count	152	152	73.713				

See the Glossary page for further information on the above variables

Transactional Data Summary - White Lion

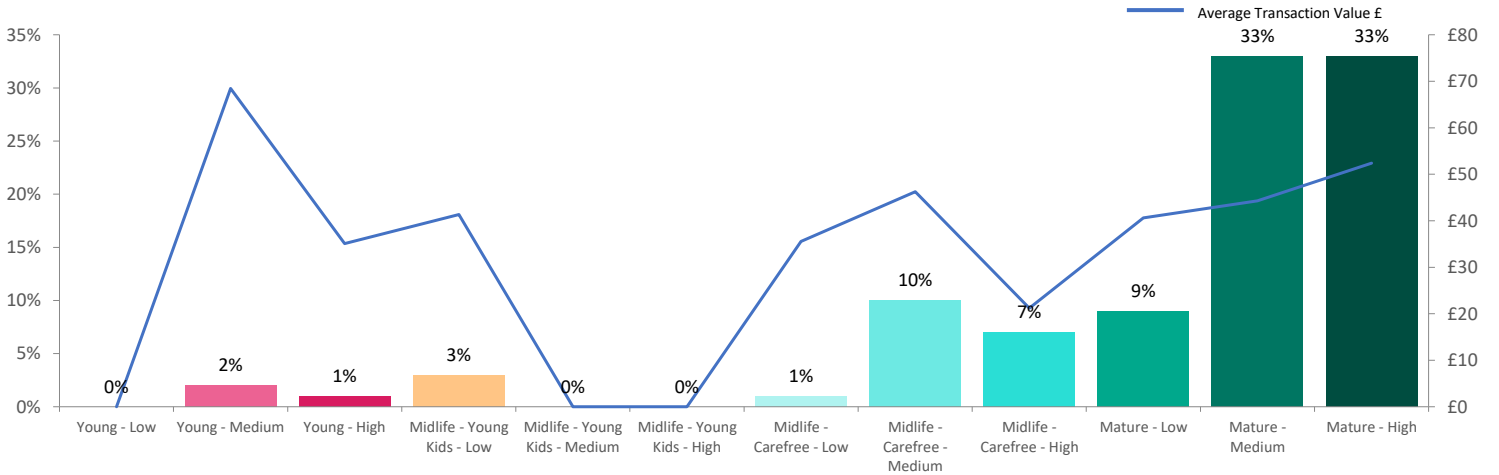
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Spend by Polaris and Distance from Home



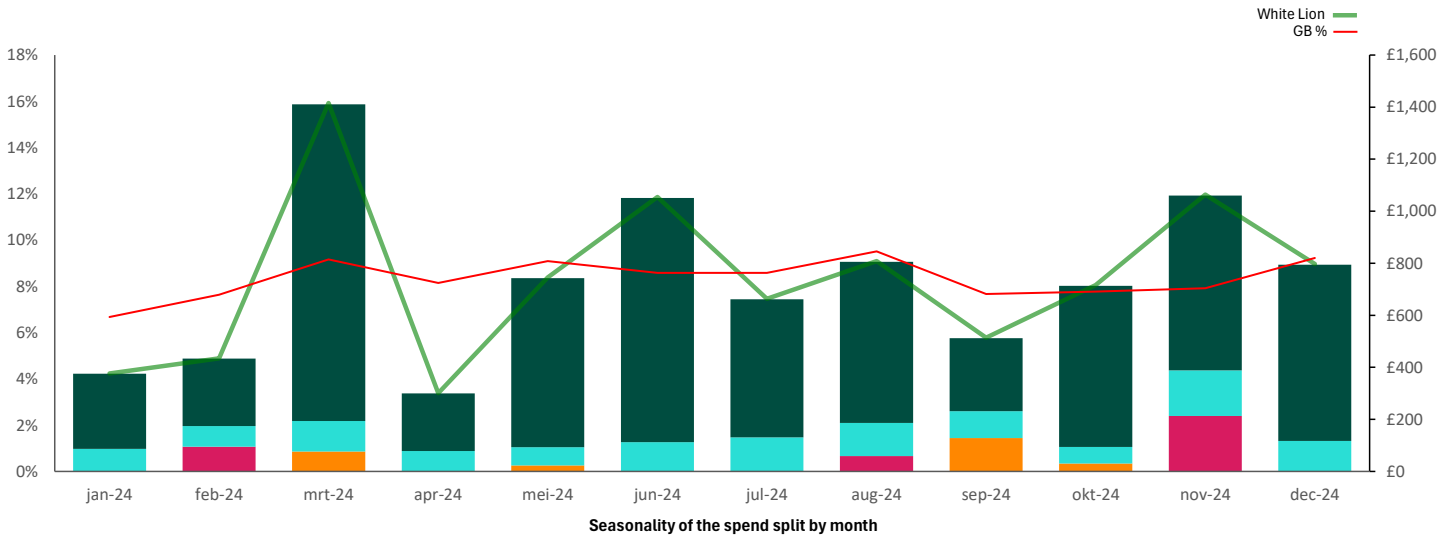
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



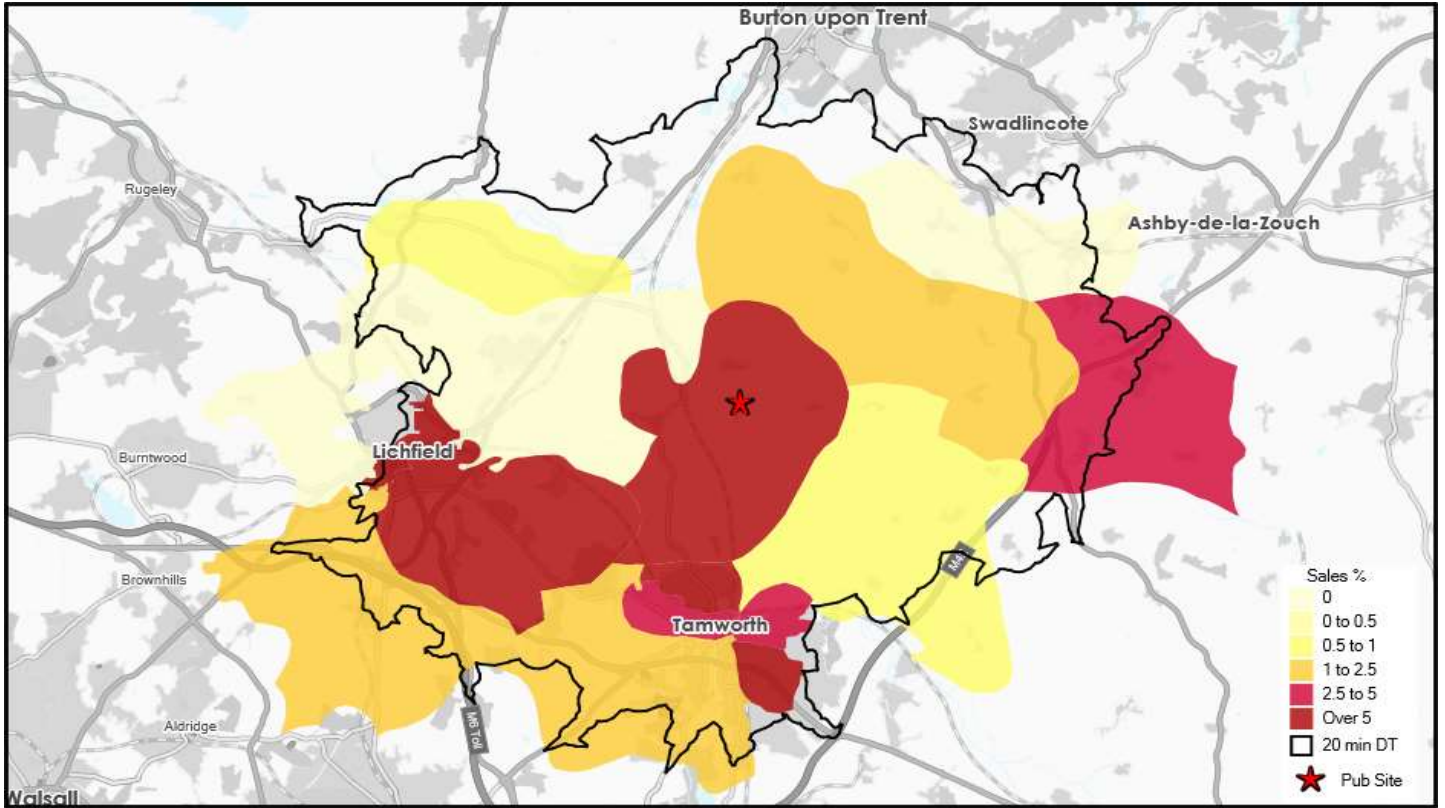
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



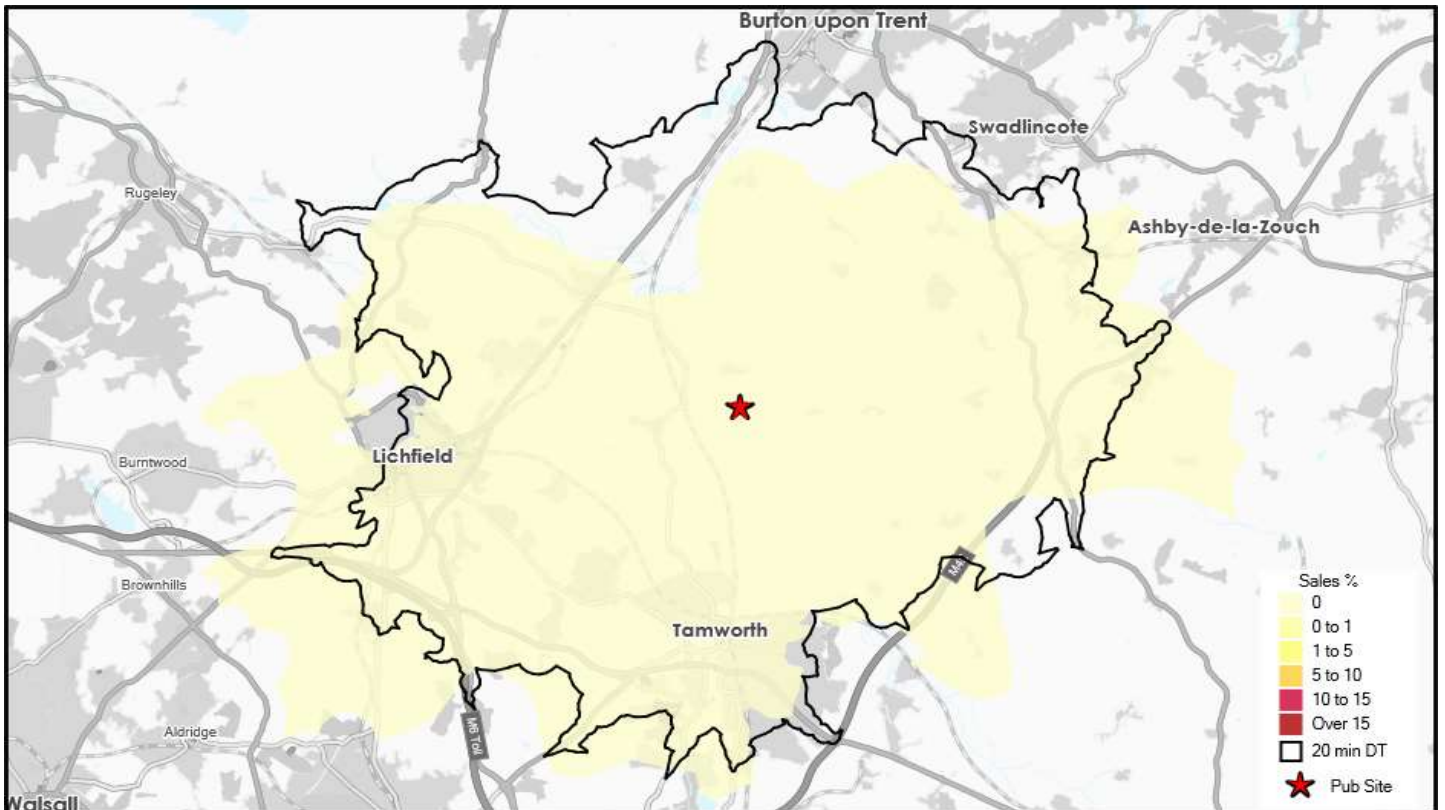
Seasonality of the spend split by month

White Lion Share of Spend from Postcode Sectors within 20 minute Drive



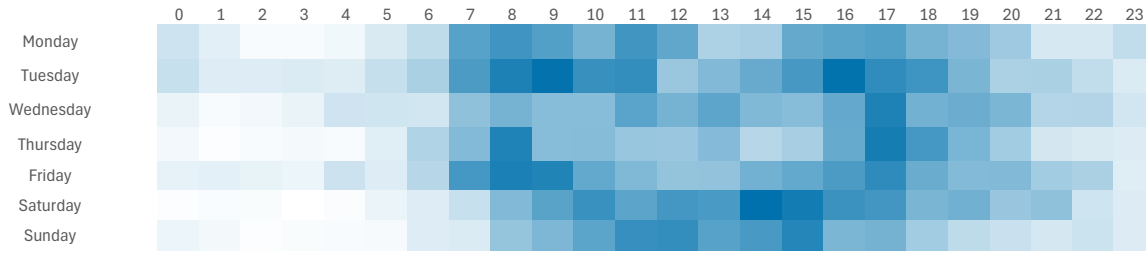
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



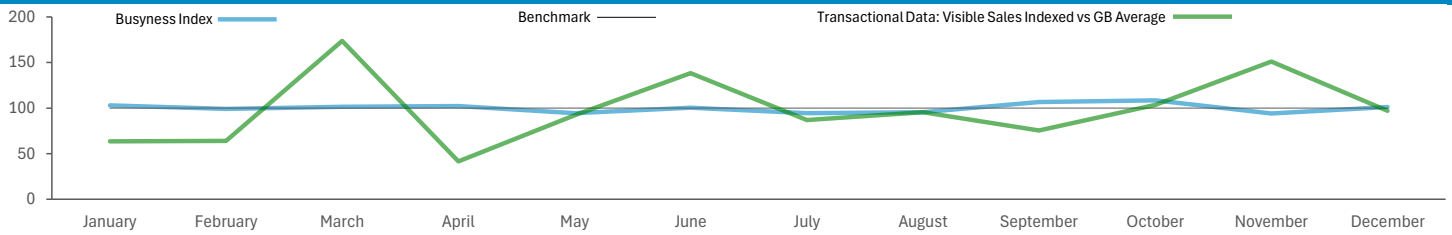
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



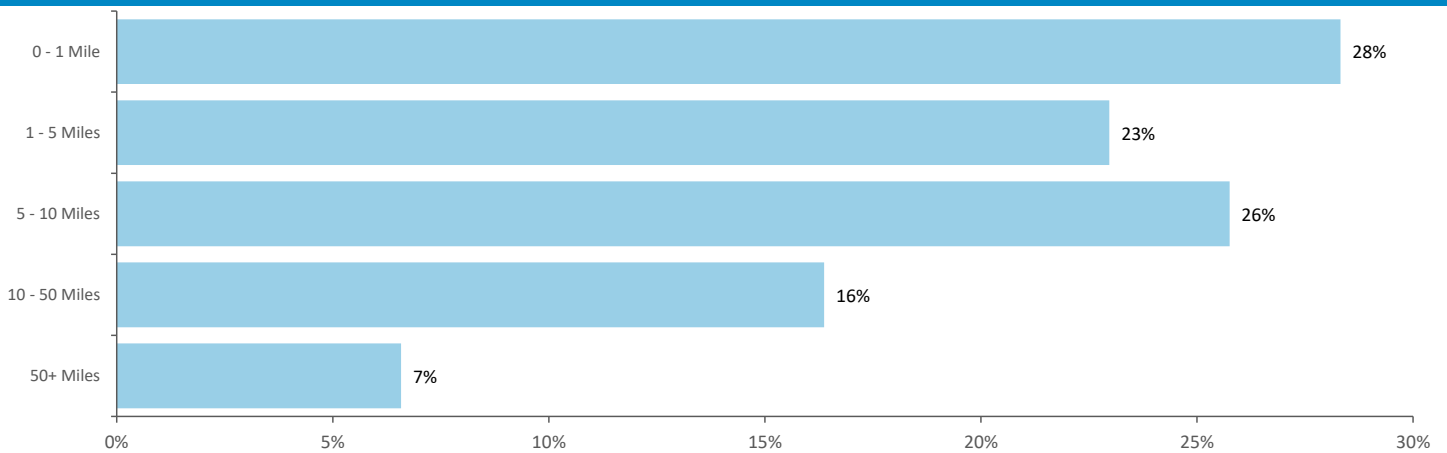
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

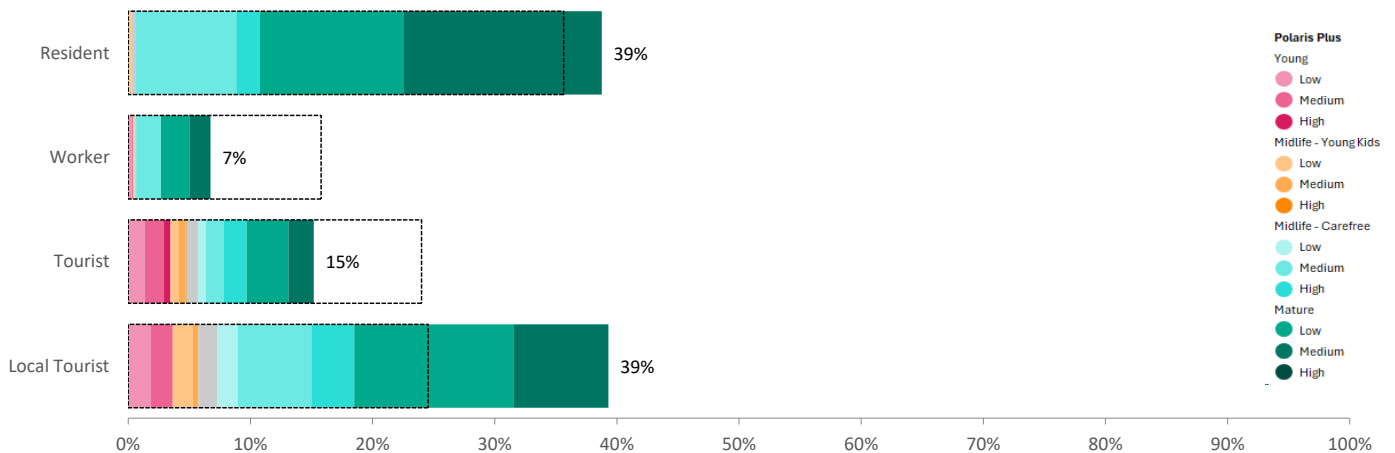
Distance from Home



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

Audience Classification by Polaris Plus

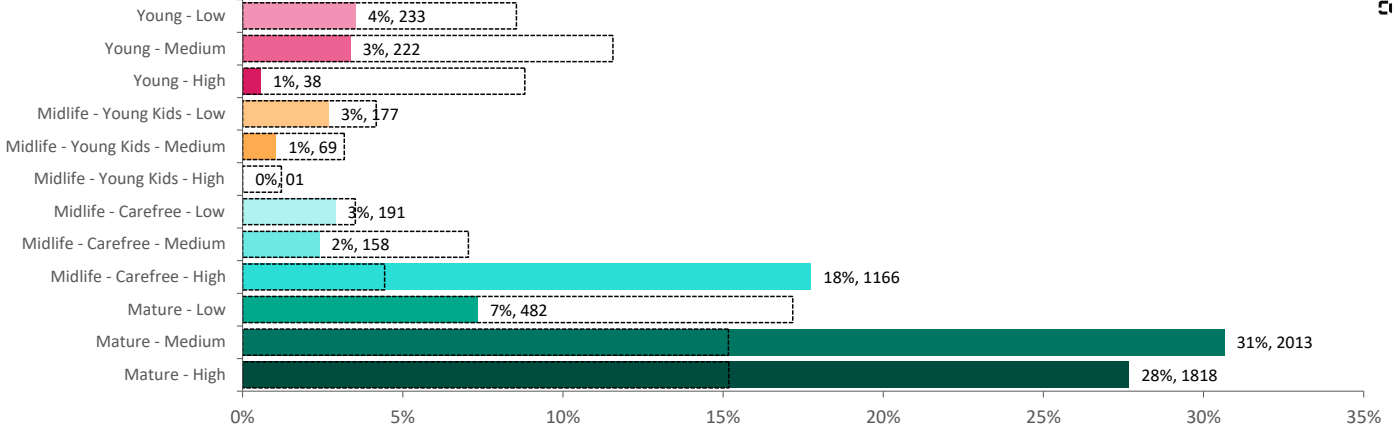
Base: GB



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

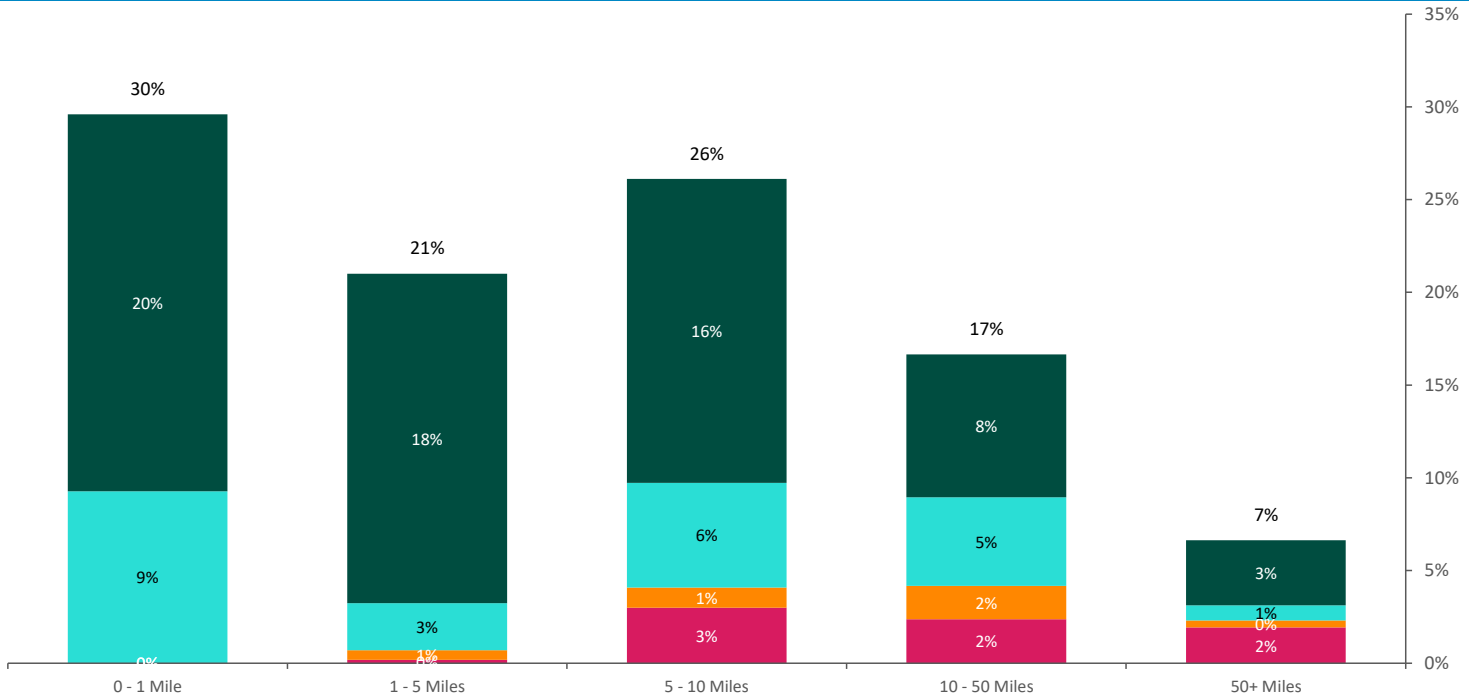
Polaris Plus Profile

GB %



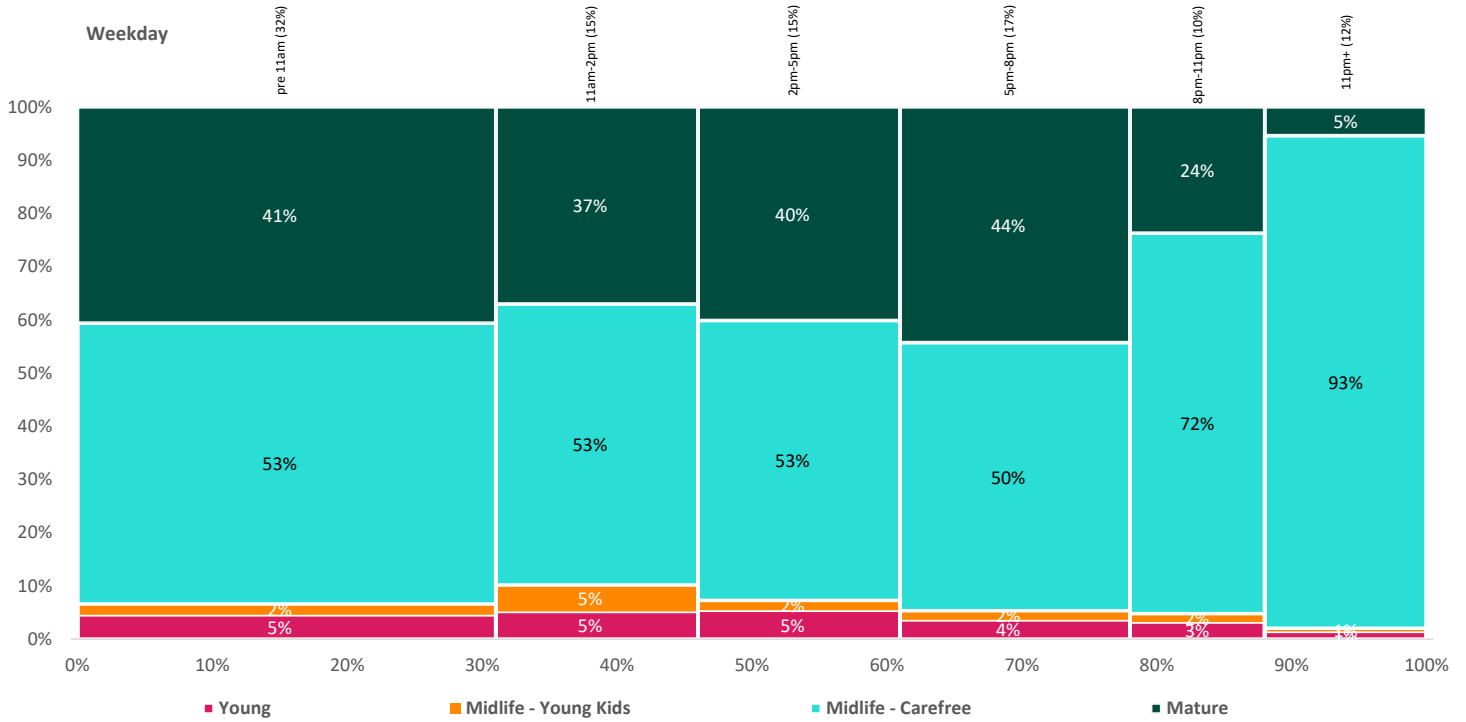
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



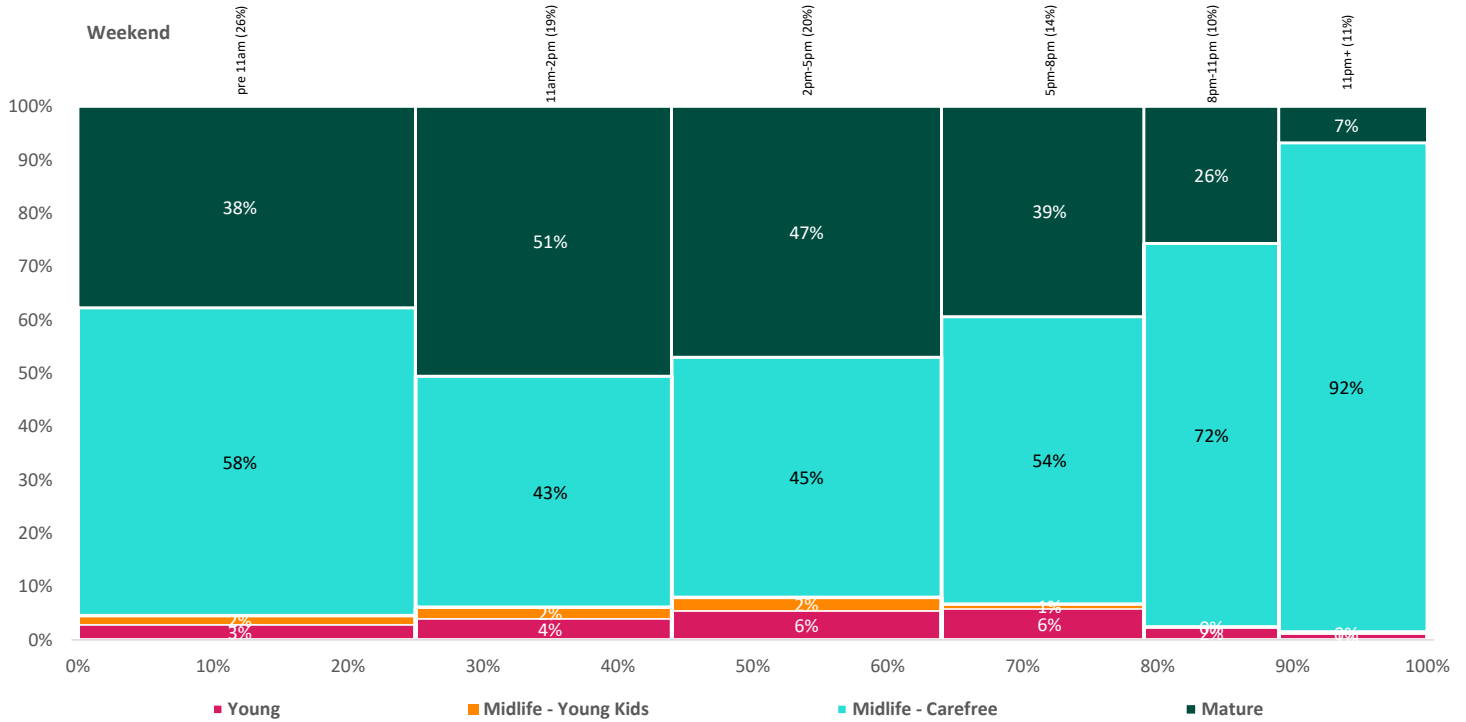
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



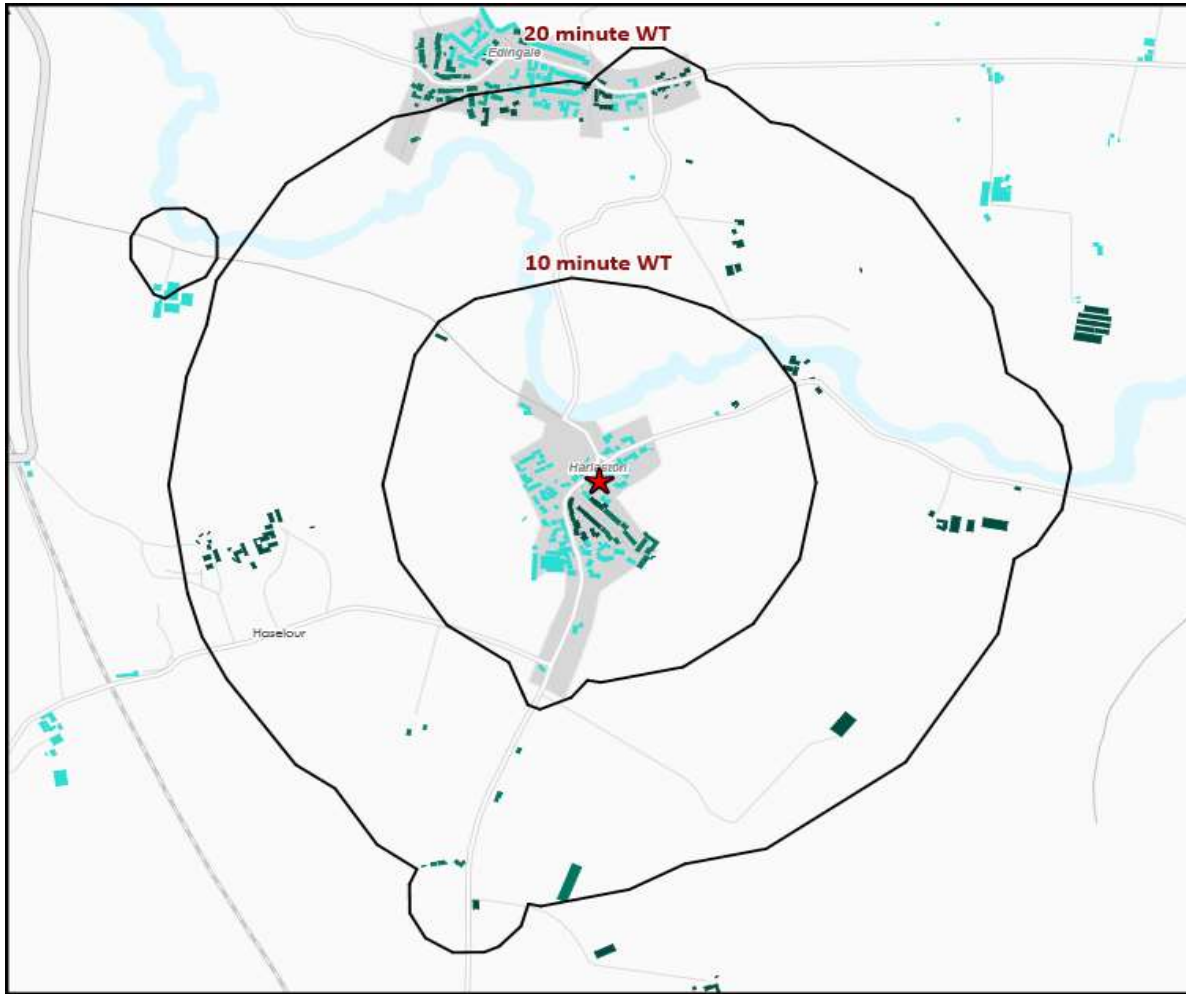
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1.285	540	619	736	239	63	3.482
Midlife - Carefree		1.669	771	811	838	720	1.087	5.895
Midlife - Young Kids		64	72	29	28	16	7	215
Young		145	76	83	60	32	17	413
All		3.163	1.459	1.542	1.662	1.006	1.174	10.006

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		378	370	362	219	98	28	1.454
Midlife - Young Kids		579	317	347	300	274	379	2.197
Midlife - Carefree		16	15	18	4	0	1	54
Mature		30	30	43	33	9	5	151
All		1.002	732	771	556	382	413	3.856

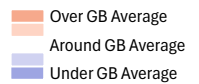
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

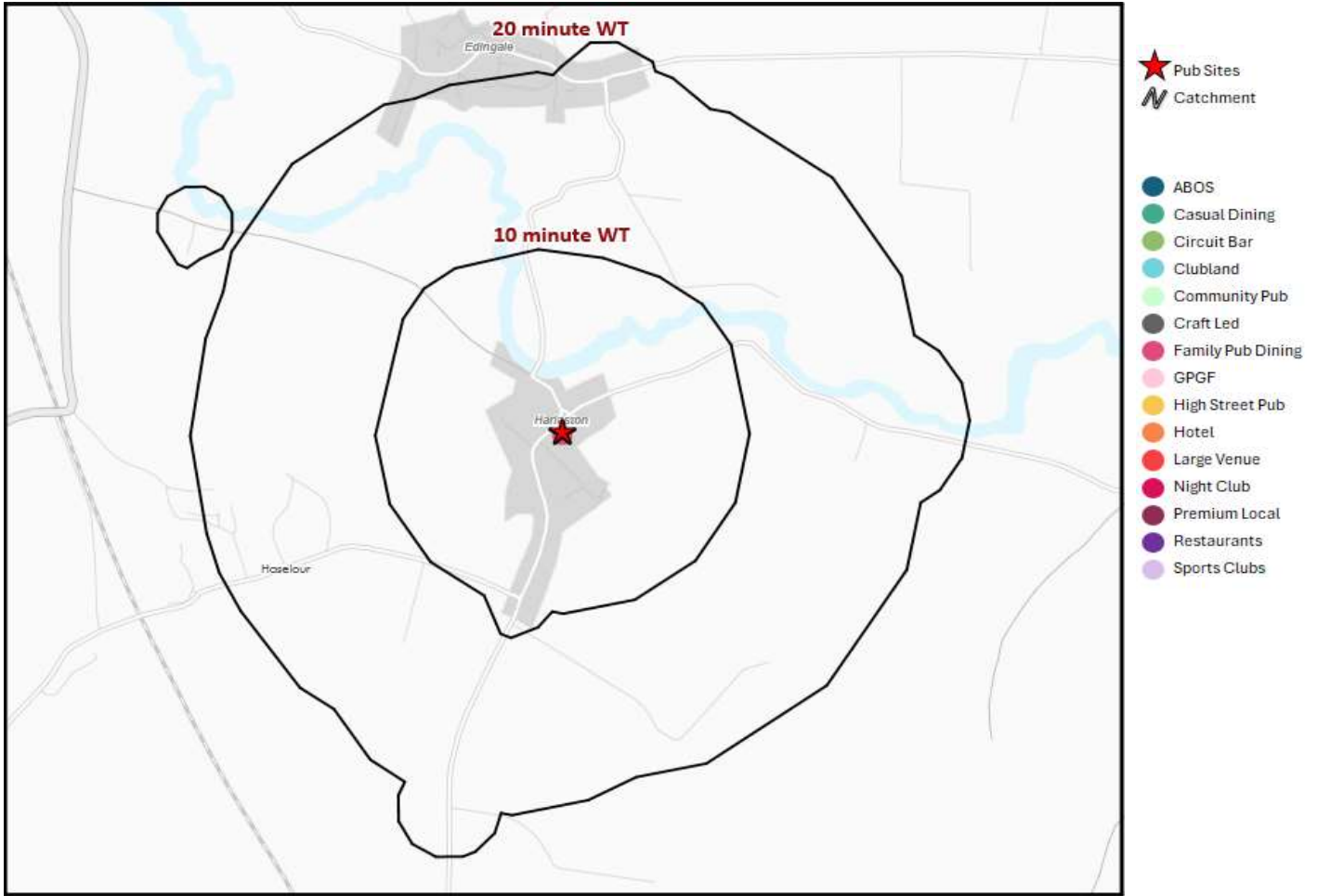


Polaris Plus Profile by Catchment

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	0	7.815	0	0	67
Medium	0	0	4.082	0	0	31
High	0	0	1.683	0	0	21
Midlife - Young Kids						
Low	0	0	4.423	0	0	68
Medium	0	0	1.169	0	0	23
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	6.479	0	0	130
Medium	0	0	5.424	0	0	64
High	133	133	9.519	811	811	179
Mature						
Low	0	0	19.118	0	0	117
Medium	102	102	35.110	179	179	190
High	132	132	22.460	239	239	125
Not Private Households	0	0	1.805	0	0	125
Total	367	367	119.087			

*WT= Walktime, **DT= Drivetime



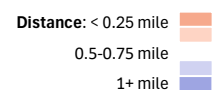


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	White Lion	B 79 9HT	Star Pubs & Bars	Family Pub Dining	100,0%	68,7%	0,00

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

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location



■ Over GB Average
■ Around GB Average
■ Under GB Average

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	367	367	119.087
Number of Competition Pubs	1	1	178
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10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Community Pub	19	25.856	21,7%	111
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High Street Pub	25	23.391	19,6%	104
Premium Local	32	23.972	20,1%	119

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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"
Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer

Licensed Premises

The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.

Competition Pubs

Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.

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 a 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.

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							