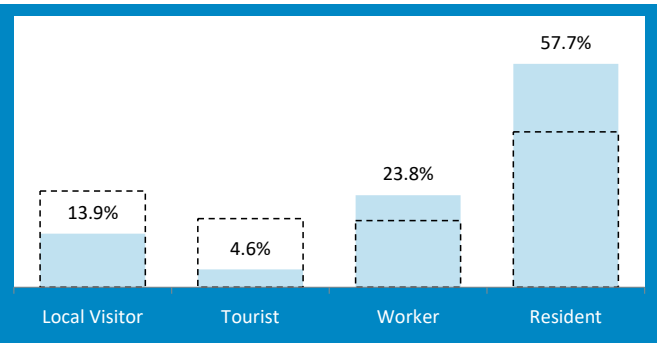
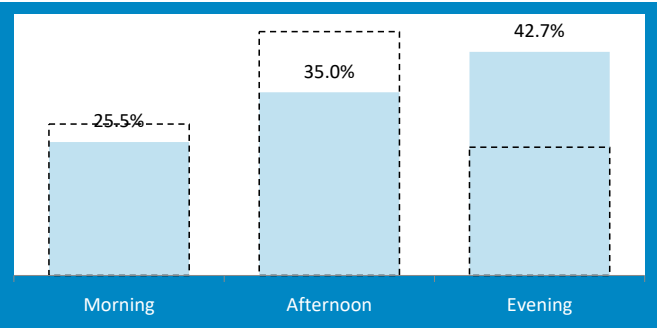
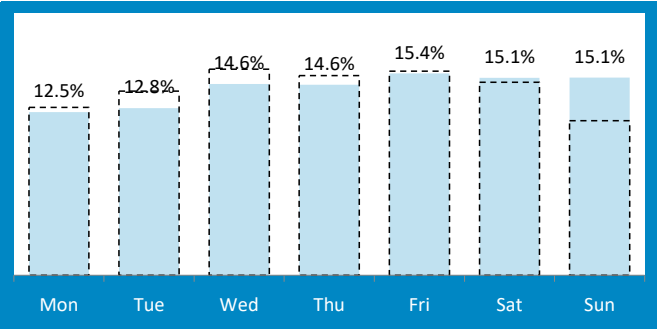


Area Quick Stats

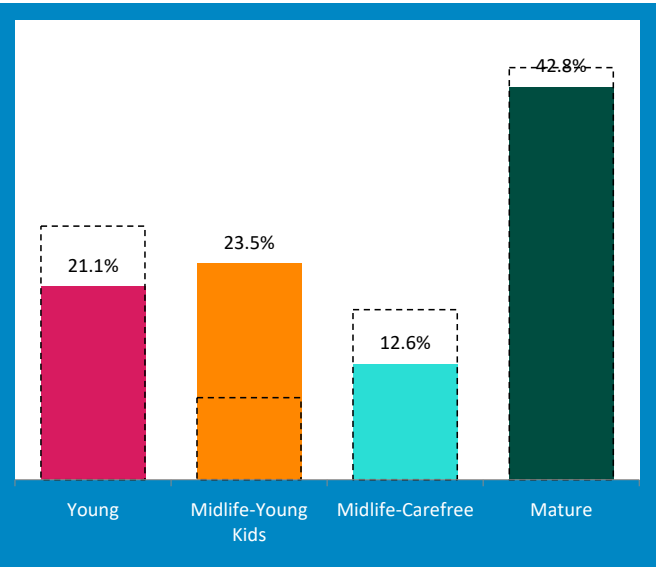
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1,520	5,344
Adult Pop		1,236	4,529
Affluence	Low	32%	33%
	Medium	57%	38%
	High	11%	27%
Young		13%	28%
Midlife Young Kids		14%	11%
Midlife Carefree		18%	16%
Mature		55%	44%
Competition Count		2	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£30	£30
Average Distance Travelled in miles	5	27



Catchment Summary - Elephant And Castle

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**	
1,520	4,299	473,668	
Population			
Adults 18+			
Competition Pubs			
Adults 18+ per Competition Pub			
% Adults Likely to Drink			
Affluence			
Low	31.7%		
	57.3%		
	11.0%		
*Affluence does not include Not Private Households			
Mean Net Disposable income (£pa)			
Age Profile			
18-24	79		
	194		
	246		
	432		
	285		
25-34	260		
	604		
	648		
	1,127		
	801		
35-44	34,476		
	64,792		
	63,343		
	120,266		
	92,579		
45-64	473,668		
	473,668		
	473,668		
	473,668		
	473,668		
65+	473,668		
	473,668		
	473,668		
	473,668		
	473,668		

Index vs GB Average

10 min WT*

20 min WT*

20 min DT**

2822112

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

2721110

5475

9012693

101101100

96120181

15012083

405127

1049585

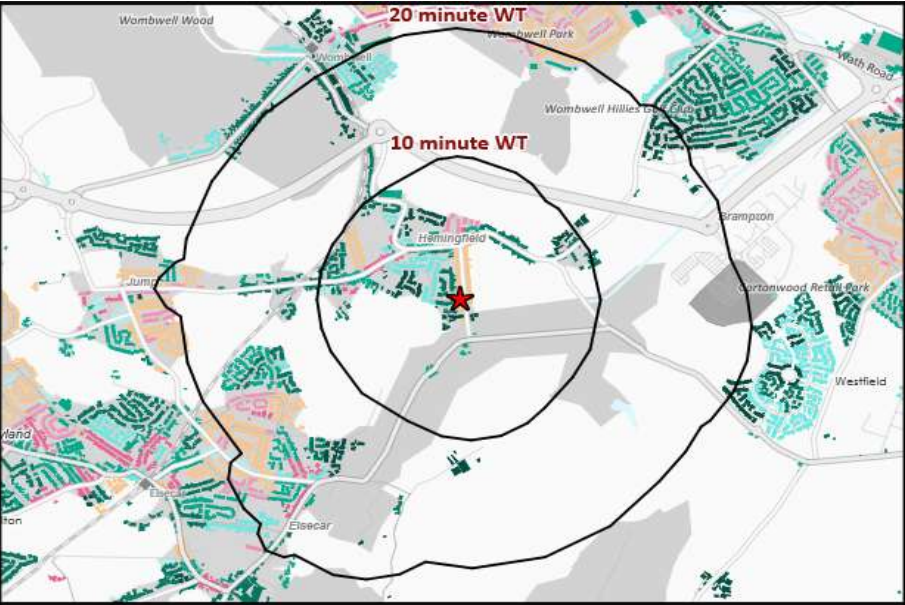
617186

94104101

12011299

113104101

9797102



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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	158	494	105,518	46	52	101
Midlife - Young Kids	177	647	67,531	131	172	165
Midlife - Carefree	225	463	41,147	115	85	69
Mature	676	1,836	158,273	124	121	95
Not Private Households	0	0	2,987	0	0	6,575
Total	1,236	3,440	375,456			



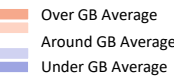
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Per Pub - Elephant And Castle

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

WT= Walktime, DT= Drivetime

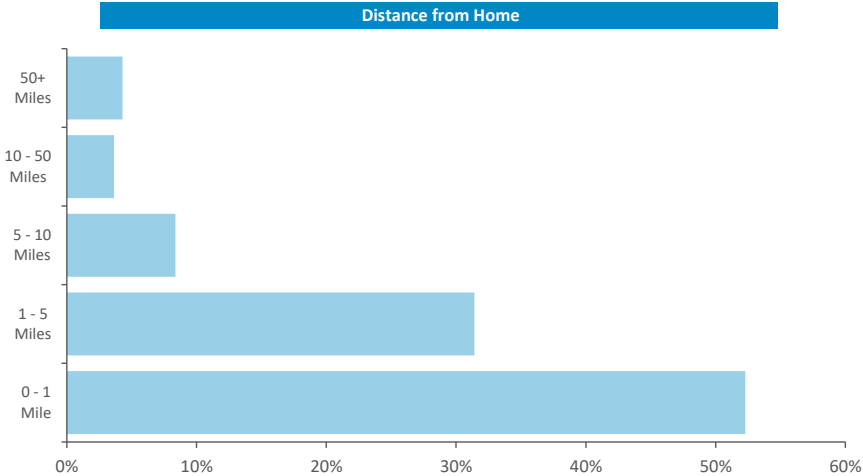
Adults 18+	1,236	3,440	375,456
Number of Competition Pubs	2	4	591
Adults 18+ per Competition Pub	618	860	635



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	106	8.6%	110
Family Pub Dining	1	123	9.9%	109
Great Pub Great Food	0	203	16.4%	98
Leisure	0	129	10.5%	104
Mainstream	0	189	15.3%	109
Premium	0	174	14.1%	99
Restaurant	0	272	22.0%	96
Super Premium	0	39	3.2%	80

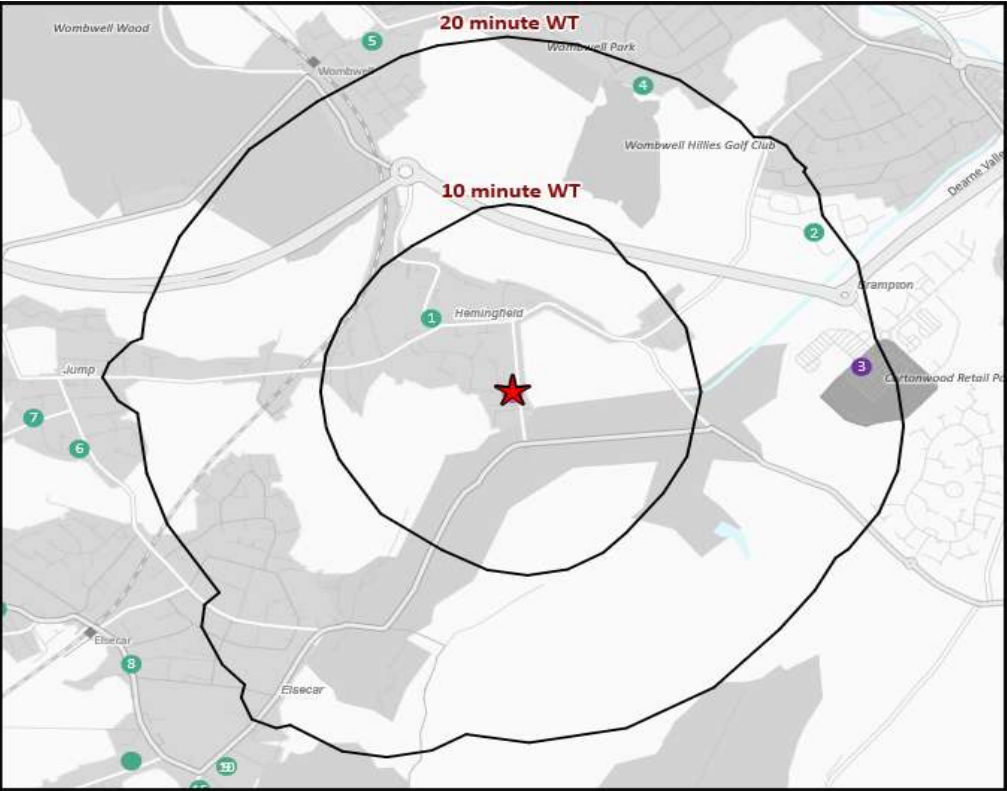
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	320	9.3%	119
Family Pub Dining	1	351	10.2%	112
Great Pub Great Food	0	549	16.0%	95
Leisure	0	357	10.4%	103
Mainstream	0	531	15.4%	111
Premium	0	470	13.7%	95
Restaurant	0	758	22.0%	96
Super Premium	0	105	3.1%	78

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	301	42,332	11.3%	144
Family Pub Dining	35	42,035	11.2%	123
Great Pub Great Food	12	51,846	13.8%	83
Leisure	88	37,226	9.9%	99
Mainstream	73	61,234	16.3%	117
Premium	11	47,645	12.7%	89
Restaurant	71	80,693	21.5%	93
Super Premium	0	9,448	2.5%	64



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Competition - Elephant And Castle



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
15	Market Inn	S 74 8EP	Independent Free	Classic	16.8%	1.08
0	Elephant And Castle	S 73 ONT	Star Pubs & Bars	Family Pub Dir	12.3%	0.00
10	Elsecar Heritage Centre	S 74 8HJ	Independent Free	Leisure	12.1%	1.01
3	Pizza Hut	S 73 0TB	Pizza Hut UK Ltd	Restaurant	11.7%	0.70
8	Crown Inn	S 74 8EL	Unknown	Classic	10.6%	0.97
18	China Lantern	S 73 0AS	Independent Free	Restaurant	6.7%	1.11
1	Albion Inn	S 73 0PT	Punch Pub Company	Classic	5.4%	0.23
20	Churchills Hotel	S 73 0DA	Independent Free	Family Pub Dir	4.6%	1.11
16	George Hotel	S 73 0DD	Stonegate Pub Company	Classic	3.9%	1.10
17	Lockys Bar	S 73 0AS	Independent Free	Classic	3.4%	1.11
2	Tavern	S 73 0PG	Stonegate Pub Company	Classic	3.3%	0.70
11	Wombwell Main Community and S	73 8PW	Independent Free	Leisure	3.2%	1.01
9	Maison Du Biere	S 74 8HJ	Independent Free	Classic	2.9%	1.01
5	Wombwell Main Working Mens	(S 73 0LR	Independent Free	Classic	1.5%	0.83
6	Jump Working Mens Club	S 74 0JX	Independent Free	Classic	1.3%	0.88
14	Wombwell Conservative Club	S 73 0HF	Independent Free	Classic	0.3%	1.08
4	Hillies Pavilion Club	S 73 0LA	Independent Free	Classic	0.0%	0.73
7	Wellington Inn	S 74 0HY	Independent Free	Classic	0.0%	0.96
12	Kgs Sports Bar and Social Club	S 73 0DL	Independent Free	Classic	0.0%	1.05
13	Anglers Rest	S 73 0HS	*Other Small Retail Groups	Classic	0.0%	1.07
19	Butchers	S 73 0DA	Independent Free	Classic	0.0%	1.11

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

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Catchment Summary - Elephant And Castle

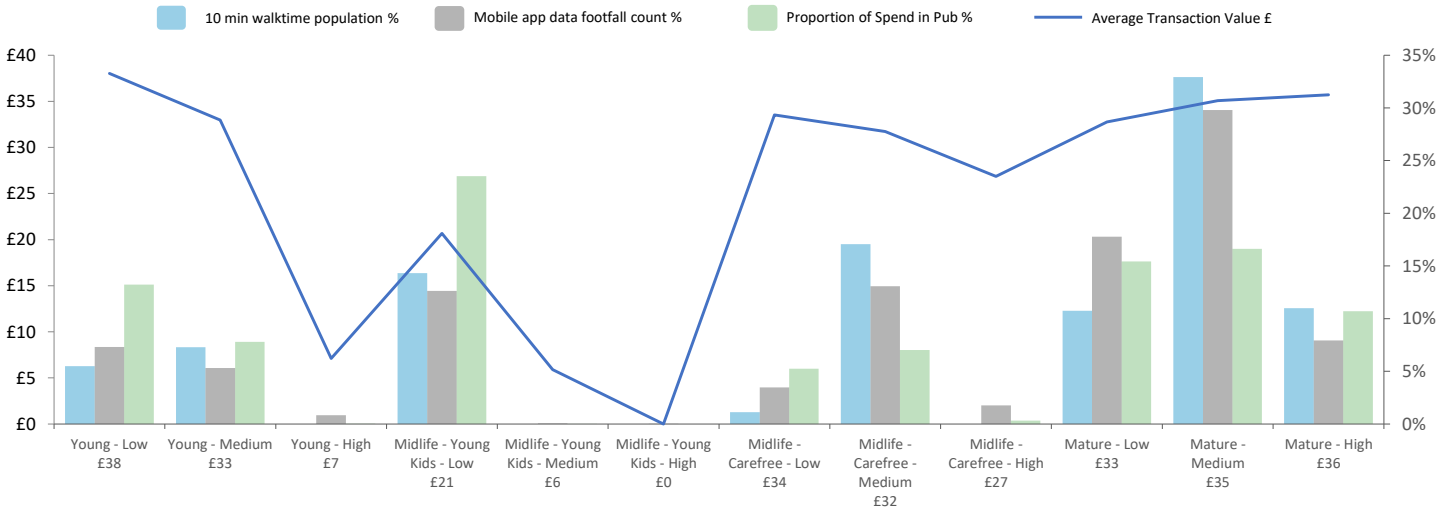


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
111758	Elephant And Castle	S 73 ONT	Star Pubs & Bars	Family Pub Dining	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Elephant And Castle



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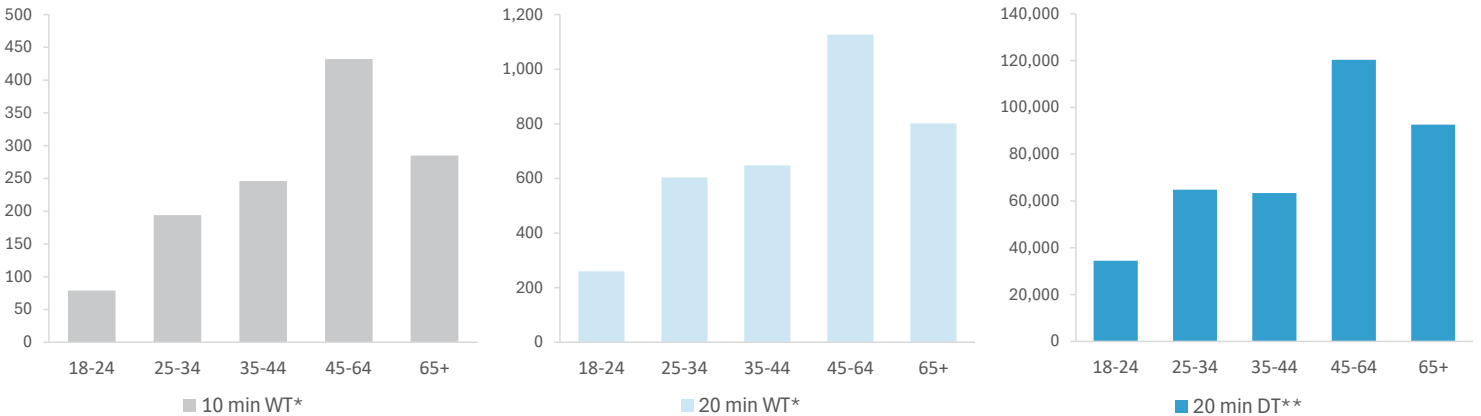
Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		1,520	4,299	473,668	28	22	112
Population & Adults 18+ index is based on all pubs							
Adults 18+		1,236	3,440	375,456	27	21	110
Competition Pubs		2	4	591	5	4	75
Adults 18+ per Competition Pub		618	860	635	90	126	93
% Adults Likely to Drink		81.0%	81.0%	80.0%	101	101	100
Affluence	Low	31.7%	39.9%	59.9%	96	120	181
	Medium	57.3%	46.1%	31.9%	150	120	83
	High	11.0%	14.1%	7.4%	40	51	27
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23,494	£21,481	£19,158	104	95	85
Age Profile	18-24	79	260	34,476	61	71	86
	25-34	194	604	64,792	94	104	101
	35-44	246	648	63,343	120	112	99
	45-64	432	1,127	120,266	113	104	101
	65+	285	801	92,579	97	97	102

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



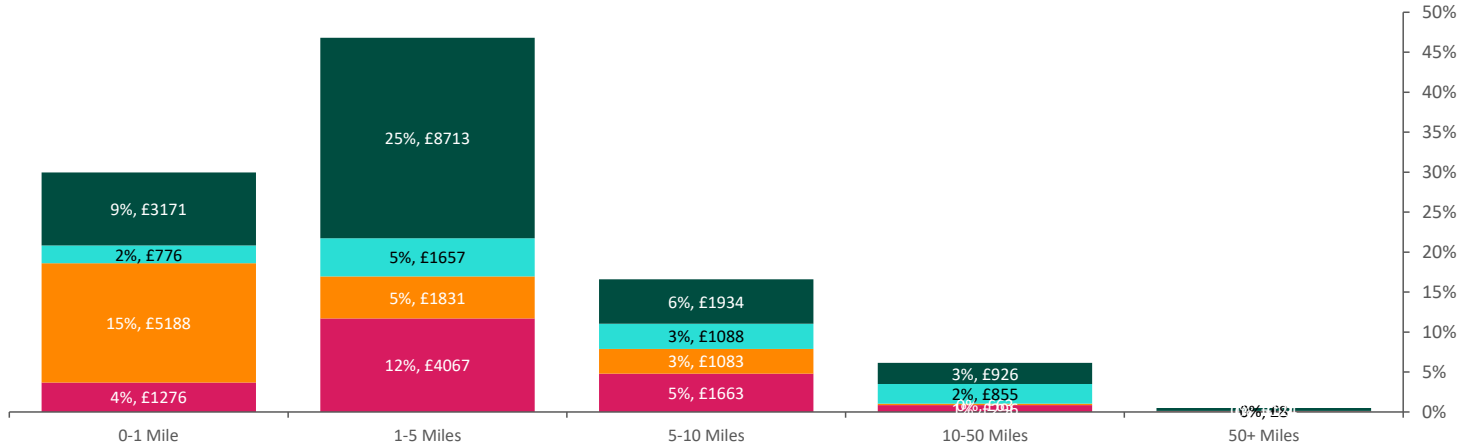
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	764 (50%)	2,081 (48%)	233,647 (49%)	102	99	101
	Female	756 (50%)	2,218 (52%)	240,021 (51%)	98	101	99
Economic Status (16+)	Employed: Full-time	487 (38%)	1,382 (39%)	126,391 (33%)	113	115	96
	Employed: Part-time	181 (14%)	499 (14%)	50,212 (13%)	119	118	109
	Self employed	112 (9%)	263 (7%)	28,459 (7%)	95	80	79
	Unemployed	21 (2%)	67 (2%)	10,814 (3%)	60	69	102
	Full-time student	24 (2%)	61 (2%)	6,251 (2%)	76	69	65
	Retired	261 (21%)	723 (20%)	89,324 (23%)	94	94	106
	Other	184 (14%)	537 (15%)	75,392 (19%)	81	85	110
Total Worker Count		34	130	193,344			

See the Glossary page for further information on the above variables

Transactional Data Summary - Elephant And Castle

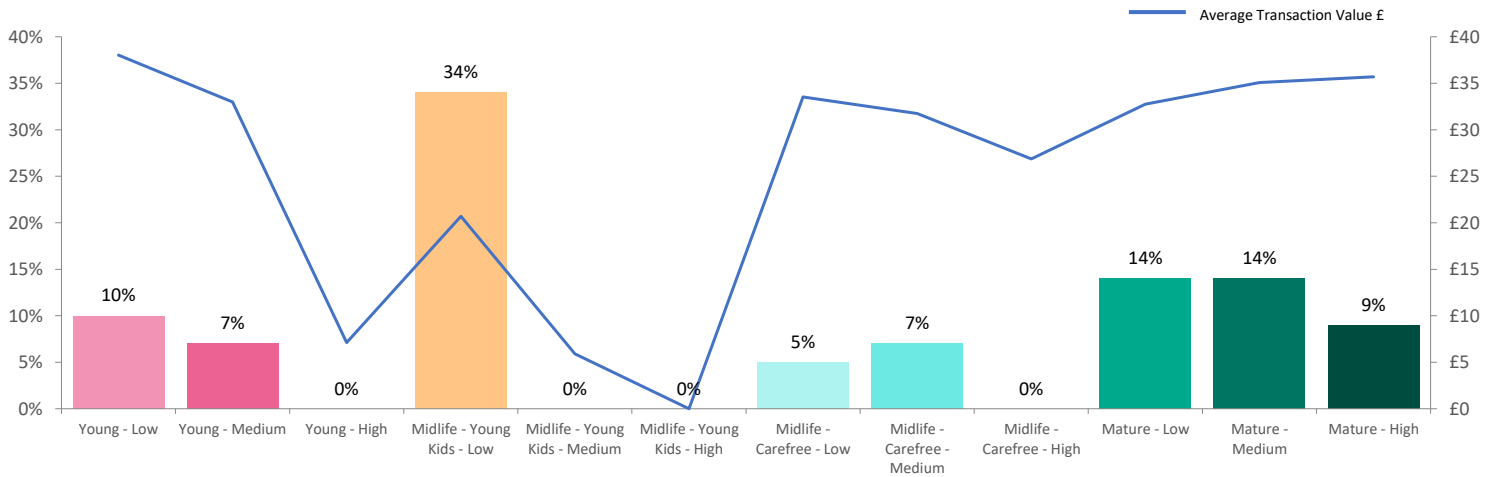
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Spend by Polaris and Distance from Home



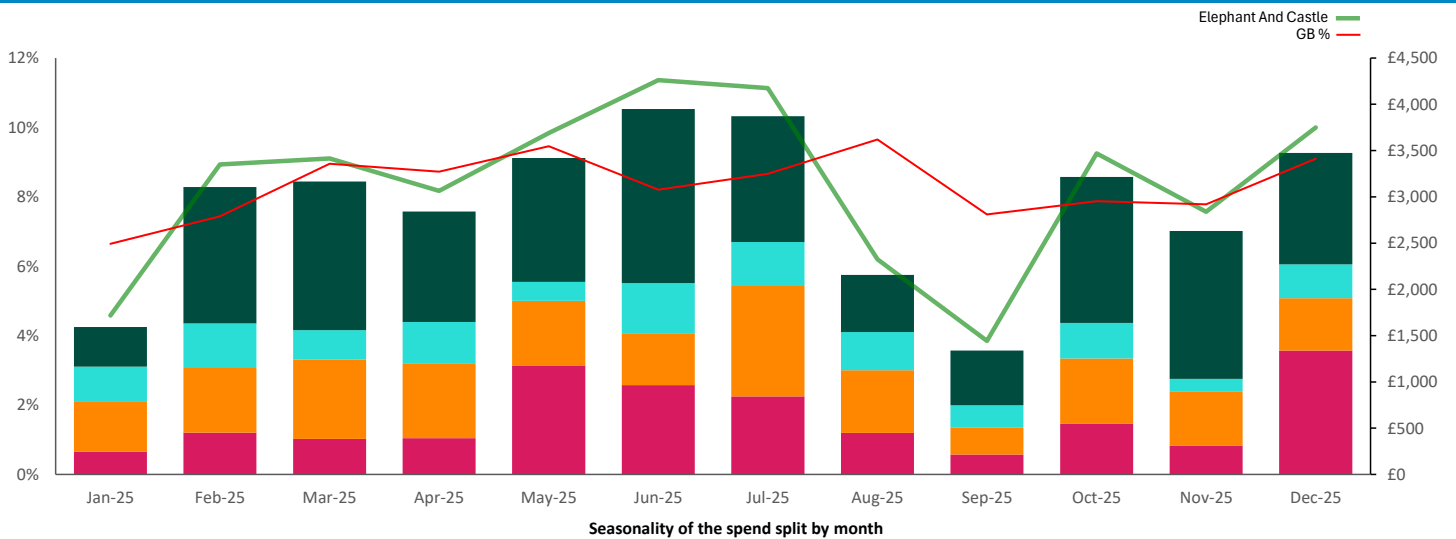
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



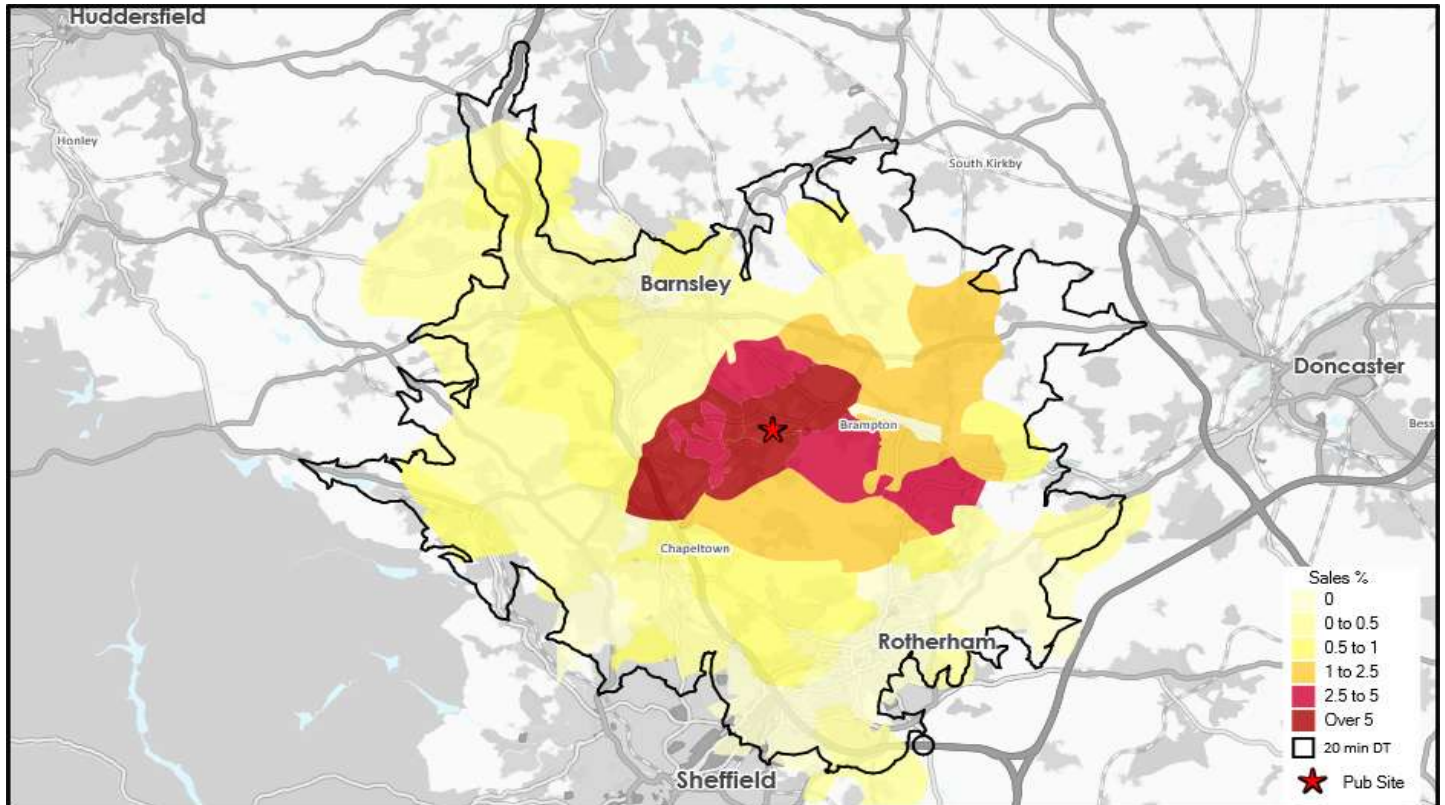
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



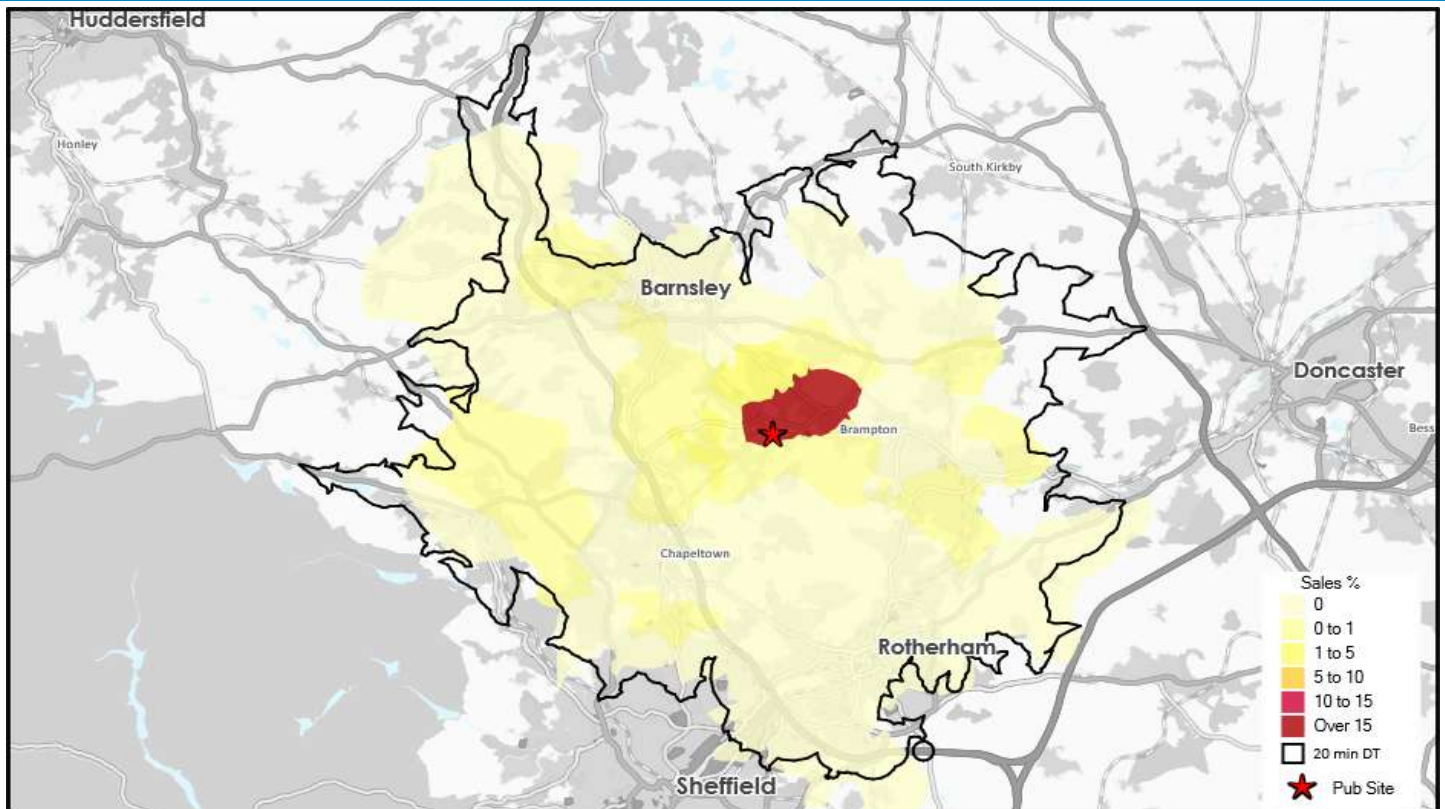
Seasonality of the spend split by month

Elephant And Castle 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

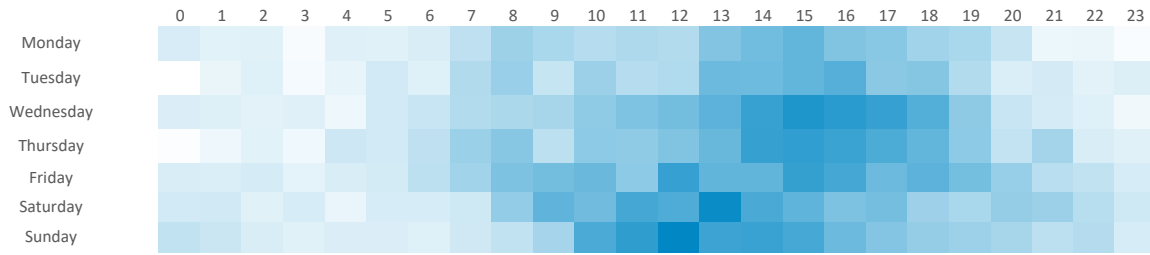
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Elephant And Castle



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

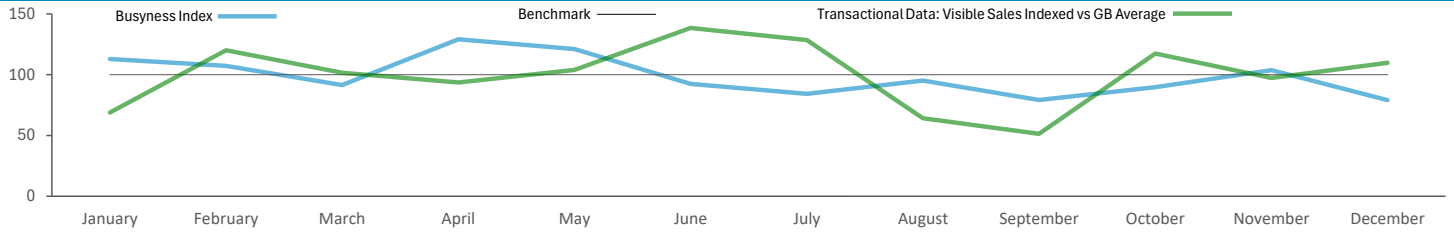
Mobile Data Summary - Elephant And Castle

Time of Day/Day of Week



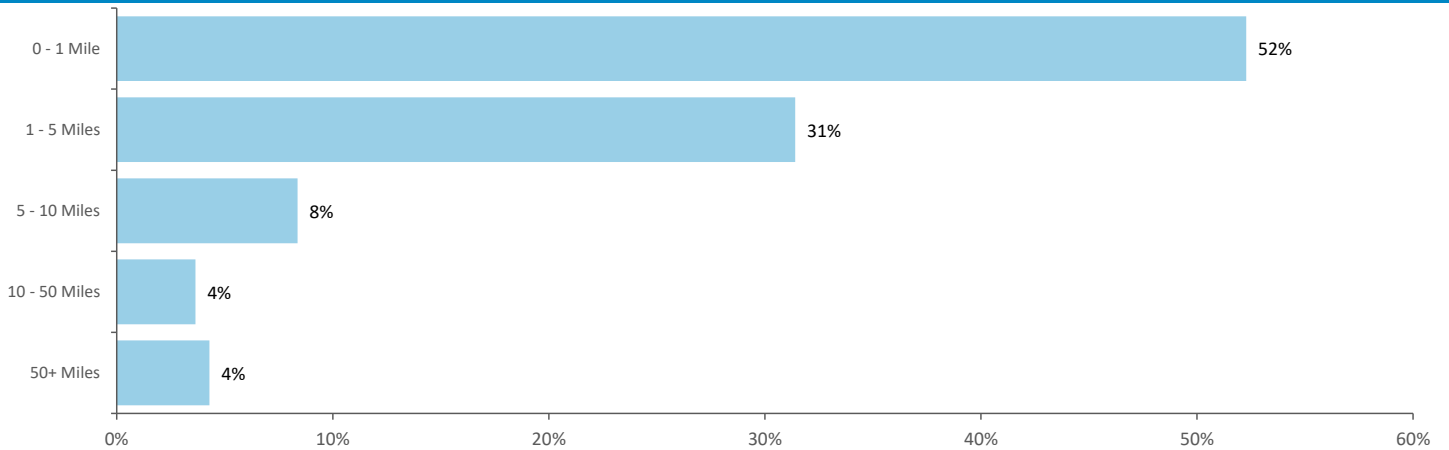
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

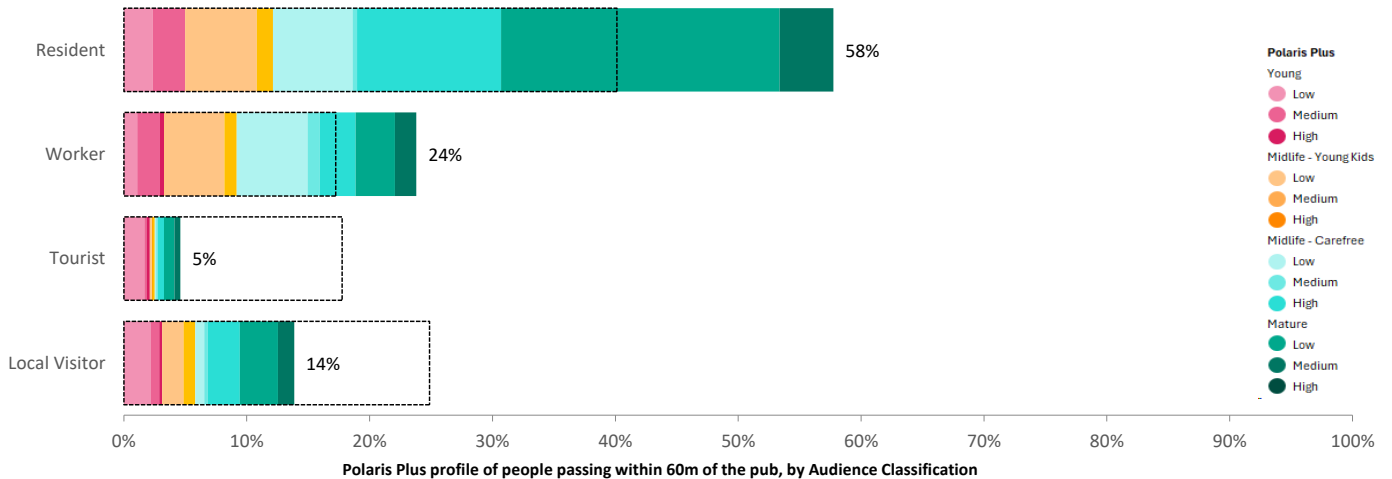
Distance from Home



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

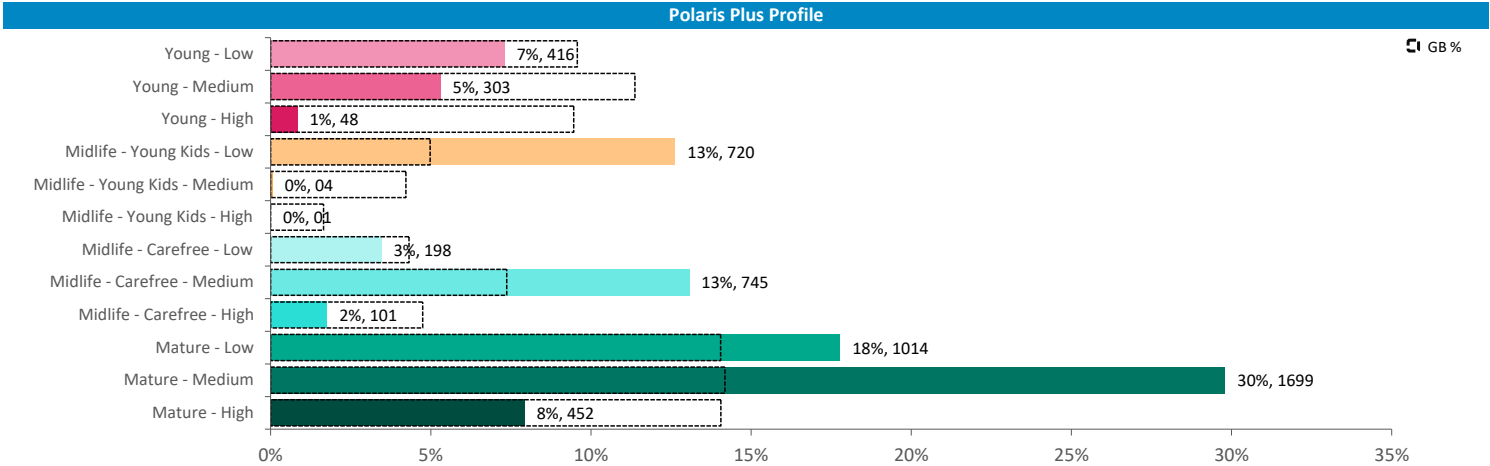
Audience Classification by Polaris Plus

Base: GB

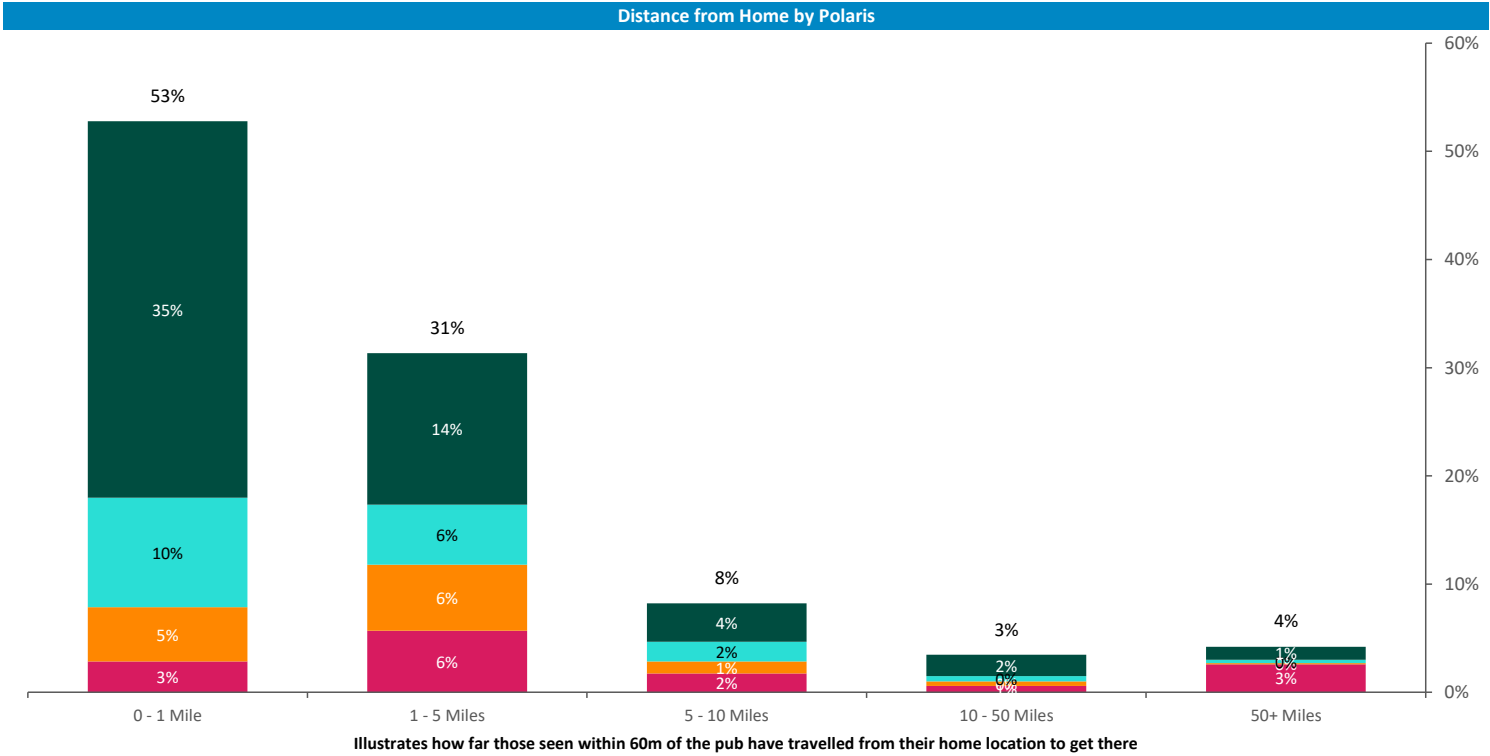


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

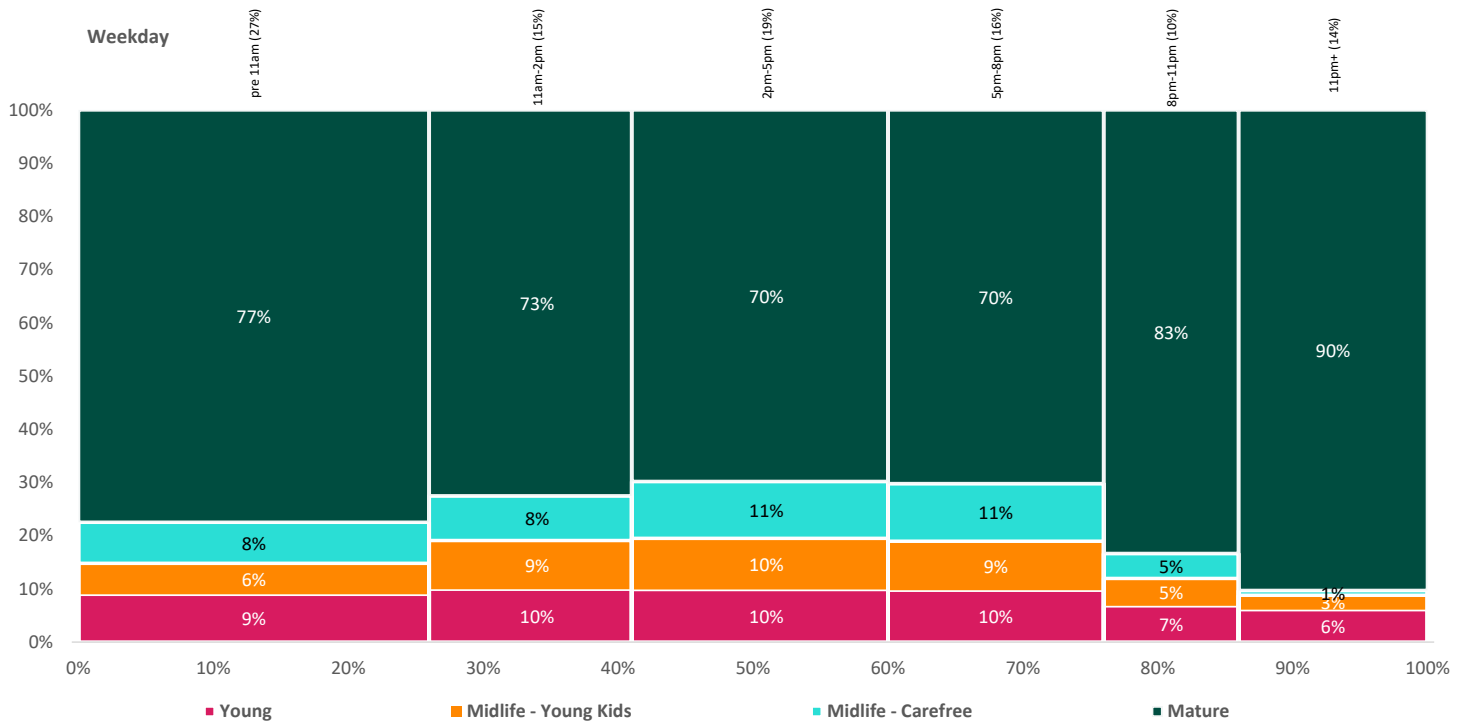
Mobile Data Summary - Elephant And Castle



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



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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,224	1,168	1,405	1,177	890	1,318	8,181
Midlife - Carefree	223	135	215	182	50	13	819
Midlife - Young Kids	166	147	193	154	55	40	755
Young	258	160	199	164	73	89	943
All	2,871	1,610	2,012	1,676	1,068	1,460	10,698

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	888	608	522	404	381	559	3,362
Midlife - Young Kids	54	96	97	58	30	24	357
Midlife - Carefree	79	78	65	63	39	22	346
Mature	140	121	90	72	78	70	571
All	1,161	903	774	596	528	675	4,637

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

Polaris Plus Summary - Elephant And Castle



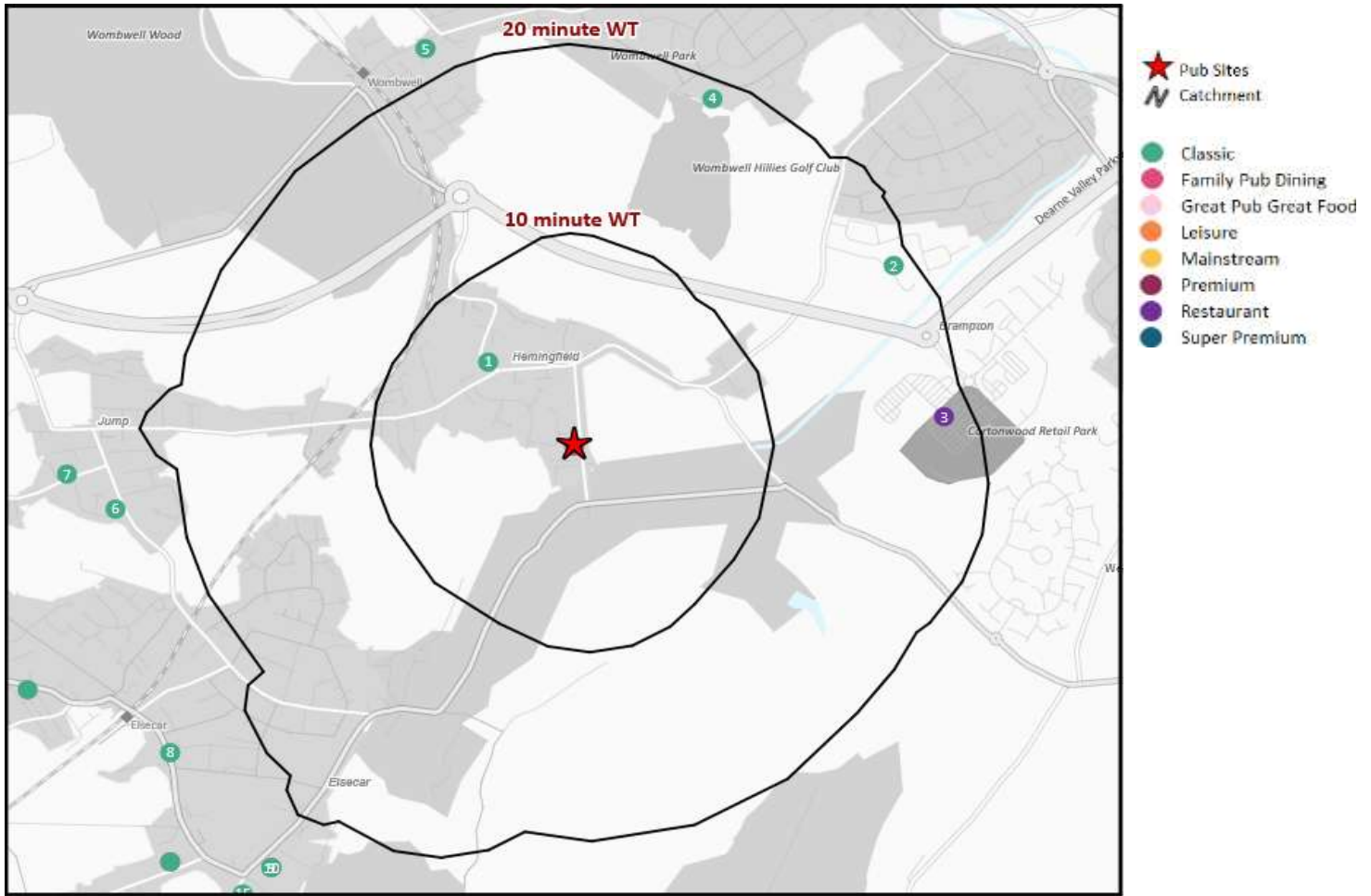
Polaris Plus Profile by Catchment

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	68	233	70,214	56	69	190
Medium	90	261	34,454	66	69	83
High	0	0	850	0	0	3
Midlife - Young Kids						
Low	177	647	64,686	256	336	308
Medium	0	0	2,845	0	0	17
High	0	0	0	0	0	0
Midlife - Carefree						
Low	14	26	22,299	27	18	139
Medium	211	437	14,009	239	177	52
High	0	0	4,839	0	0	28
Mature						
Low	133	466	67,687	80	100	133
Medium	407	886	68,415	210	164	116
High	136	484	22,171	73	93	39
Not Private Households	0	0	2,987	0	0	74
Total	1,236	3,440	375,456			

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Elephant And Castle



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	Elephant And Castle	S 73 ONT	Star Pubs & Bars	Family Pub Dining	12.3%	83.7%	0.00
1	Albion Inn	S 73 OPT	Punch Pub Company	Classic	5.4%	96.1%	0.23
2	Tavern	S 73 OPG	Stonegate Pub Company	Classic	3.3%	92.0%	0.70
3	Pizza Hut	S 73 OTB	Pizza Hut UK Ltd	Restaurant	11.7%	76.8%	0.70
4	Hillies Pavilion Club	S 73 OLA	Independent Free	Classic	0.0%	0.0%	0.73
5	Wombwell Main Working Mens Club	S 73 OLR	Independent Free	Classic	1.5%	92.8%	0.83
6	Jump Working Mens Club	S 74 OJX	Independent Free	Classic	1.3%	91.0%	0.88
7	Wellington Inn	S 74 OHY	Independent Free	Classic	0.0%	0.0%	0.96
8	Crown Inn	S 74 8EL	Unknown	Classic	10.6%	92.7%	0.97
9	Maison Du Biere	S 74 8HJ	Independent Free	Classic	2.9%	92.2%	1.01
10	Elsecar Heritage Centre	S 74 8HJ	Independent Free	Leisure	12.1%	82.3%	1.01
11	Wombwell Main Community and Sporting Ass	S 73 8PW	Independent Free	Leisure	3.2%	92.1%	1.01
12	Kgs Sports Bar and Social Club	S 73 ODL	Independent Free	Classic	0.0%	0.0%	1.05
13	Anglers Rest	S 73 OHS	*Other Small Retail Groups	Classic	0.0%	0.0%	1.07
14	Wombwell Conservative Club	S 73 OHF	Independent Free	Classic	0.3%	99.4%	1.08
15	Market Inn	S 74 8EP	Independent Free	Classic	16.8%	91.7%	1.08
16	George Hotel	S 73 ODD	Stonegate Pub Company	Classic	3.9%	94.2%	1.10
17	Lockys Bar	S 73 OAS	Independent Free	Classic	3.4%	94.6%	1.11
18	China Lantern	S 73 OAS	Independent Free	Restaurant	6.7%	93.6%	1.11
19	Butchers	S 73 ODA	Independent Free	Classic	0.0%	0.0%	1.11
20	Churchills Hotel	S 73 ODA	Independent Free	Family Pub Dining	4.6%	95.7%	1.11

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 - Elephant And Castle

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,236	3,440	375,456
Number of Competition Pubs	2	4	591
Adults 18+ per Competition Pub	618	860	635

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	106	8.6%	110
Family Pub Dining	1	123	9.9%	109
Great Pub Great Food	0	203	16.4%	98
Leisure	0	129	10.5%	104
Mainstream	0	189	15.3%	109
Premium	0	174	14.1%	99
Restaurant	0	272	22.0%	96
Super Premium	0	39	3.2%	80

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	320	9.3%	119
Family Pub Dining	1	351	10.2%	112
Great Pub Great Food	0	549	16.0%	95
Leisure	0	357	10.4%	103
Mainstream	0	531	15.4%	111
Premium	0	470	13.7%	95
Restaurant	0	758	22.0%	96
Super Premium	0	105	3.1%	78

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	301	42,332	11.3%	144
Family Pub Dining	35	42,035	11.2%	123
Great Pub Great Food	12	51,846	13.8%	83
Leisure	88	37,226	9.9%	99
Mainstream	73	61,234	16.3%	117
Premium	11	47,645	12.7%	89
Restaurant	71	80,693	21.5%	93
Super Premium	0	9,448	2.5%	64

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	Young 18-34 year olds Wanting to look good in the group	Midlife 'Parents' 35-54 year olds Children under 12 at home	Midlife 'Carefree' 35-54 year olds No children under 12 at home	Mature 55+ year olds																																								
	“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”																																								
	- 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	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.																																												
<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="6">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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			
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																												