

Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,333	5,344
Adult Pop		1,998	4,529
Affluence	Low	25%	33%
	Medium	33%	38%
	High	41%	27%
Young		1%	28%
Midlife Young Kids		4%	11%
Midlife Carefree		13%	16%
Mature		82%	44%
Competition Count		7	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£16	£30
Average Distance Travelled in miles	58	27

A bar chart showing the percentage of visitors by age group. Each bar is color-coded and compared to a benchmark (dashed line).

Age Group	This Site (%)	Benchmark (%)
Young	24.0%	24.0%
Midlife-Young Kids	2.2%	2.2%
Midlife-Carefree	9.8%	9.8%
Mature	64.0%	64.0%

Catchment Summary - Newcastle Hotel

Over GB Average

Around GB Average

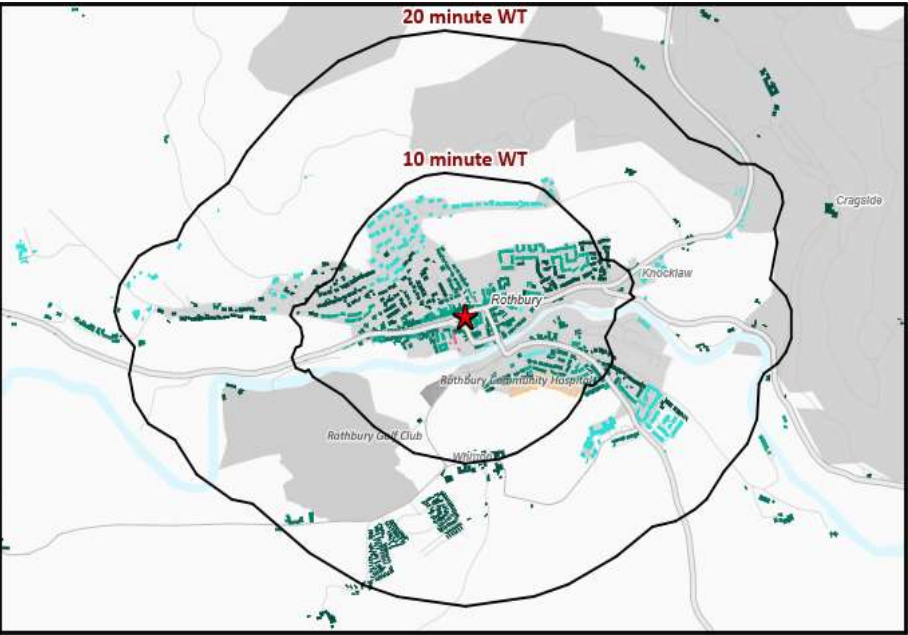
Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)			
10 min WT*	20 min WT*	20 min DT**	
Population	2,333	2,333	13,613
Adults 18+	1,998	1,998	11,531
Competition Pubs	7	7	34
Adults 18+ per Competition Pub	285	285	339
% Adults Likely to Drink	82.0%	82.0%	82.0%
Affluence	Low	25.4%	25.4%
	Medium	32.8%	32.8%
	High	41.1%	41.1%
*Affluence does not include Not Private Households			
Mean Net Disposable income (Epa)	£26,593	£26,593	£26,154
Age Profile	18-24	103	605
	25-34	120	958
	35-44	195	1,233
	45-64	733	4,221
	65+	847	4,514

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
44	12	3
Pop. & Adl. 18+ index based on all pubs		
44	12	3
16	7	4
42	42	50
103	103	103
76	76	67
86	86	69
150	150	184
118	118	116
52	52	52
38	38	52
62	62	67
125	125	123
189	189	172



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Polarix Plus Segments						
Pub Sites	Catchment	Young		Midlife - Young Kids		Mature
		Low		Low		Low
		Medium		Medium		Medium
		High		High		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	12	12	538	2	2	17
Midlife - Young Kids	83	83	334	38	38	27
Midlife - Carefree	254	254	2,315	81	81	127
Mature	1,635	1,635	8,256	185	185	162
Not Private Households	14	14	88	5,791	5,791	6,308
Total	1,998	1,998	11,531			



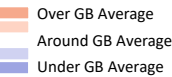
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Per Pub - Newcastle Hotel

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

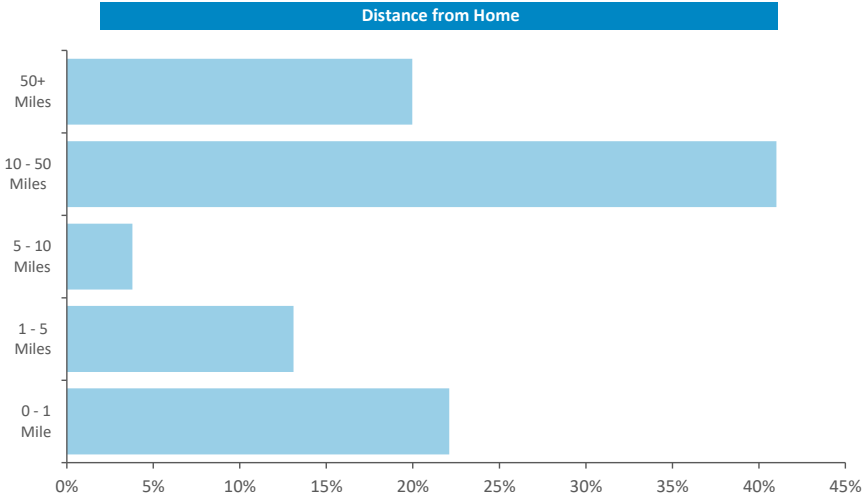
Adults 18+	1,998	1,998	11,531
Number of Competition Pubs	7	7	34
Adults 18+ per Competition Pub	285	285	339



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	122	6.1%	78
Family Pub Dining	0	168	8.4%	93
Great Pub Great Food	1	393	19.7%	118
Leisure	1	213	10.7%	106
Mainstream	2	269	13.5%	97
Premium	2	288	14.4%	101
Restaurant	1	451	22.6%	98
Super Premium	0	80	4.0%	101

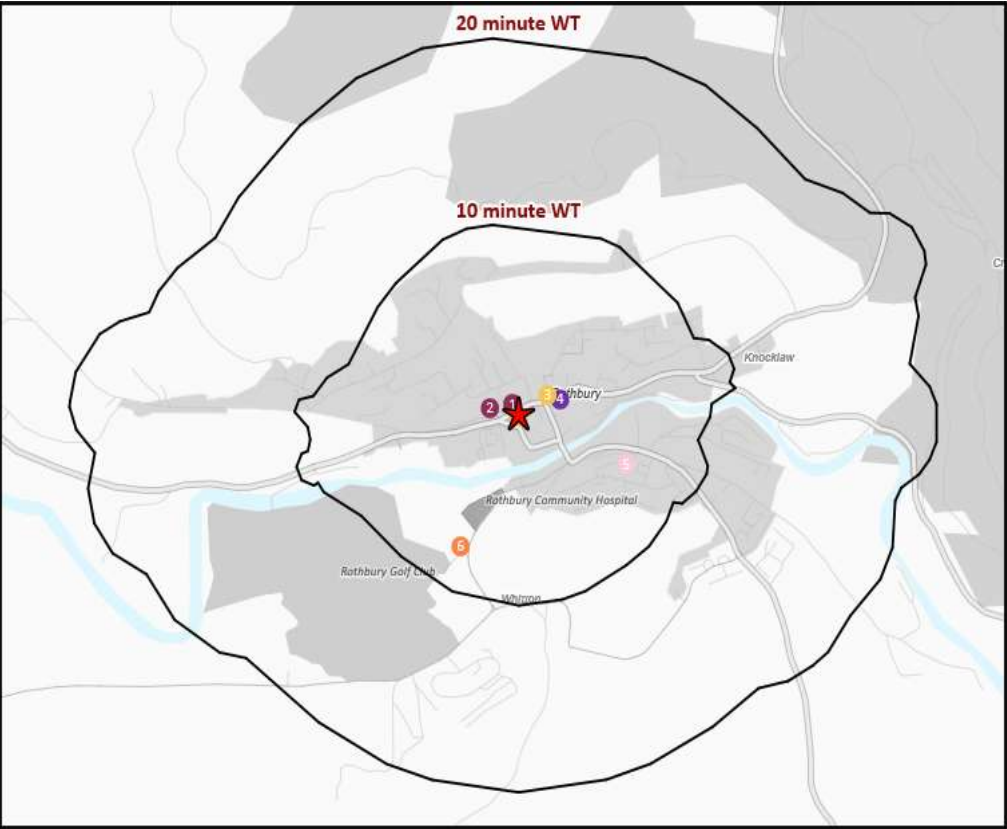
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	122	6.1%	78
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Leisure	1	213	10.7%	106
Mainstream	2	269	13.5%	97
Premium	2	288	14.4%	101
Restaurant	1	451	22.6%	98
Super Premium	0	80	4.0%	101

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	646	5.6%	71
Family Pub Dining	1	906	7.9%	86
Great Pub Great Food	6	2,357	20.4%	122
Leisure	7	1,231	10.7%	106
Mainstream	6	1,440	12.5%	90
Premium	12	1,666	14.5%	101
Restaurant	1	2,682	23.3%	101
Super Premium	1	510	4.4%	112



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Competition - Newcastle Hotel



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
11	Village Inn	NE65 8AD	Independent Free	Premium	31.1%	4.67
4	La Mensa	NE65 7SL	Independent Free	Restaurant	16.0%	0.10
10	Granby Inn	NE65 8DP	Independent Free	Great Pub Gre.	10.1%	4.62
15	Prince William Bar and Grill	NE65 8QY	Independent Free	Premium	8.6%	6.11
2	Turks Head Hotel	NE65 7TE	Punch Pub Company	Premium	6.2%	0.07
0	Newcastle Hotel	NE65 7UT	Star Pubs & Bars	Mainstream	6.0%	0.00
1	Narrow Nick	NE65 7TB	Independent Free	Premium	4.7%	0.03
20	Shoulder Of Mutton	NE65 8SY	Star Pubs & Bars	Premium	4.6%	7.21
8	Three Wheat Heads	NE65 7LR	Punch Pub Company	Great Pub Gre.	4.5%	1.85
17	Swarland Working Mens Club	NE65 9JF	Independent Free	Premium	4.2%	6.59
3	Queens Head Hotel	NE65 7SR	Punch Pub Company	Mainstream	2.3%	0.08
6	Rothbury Golf Club	NE65 7RX	Independent Free	Leisure	1.9%	0.29
5	Coquet Vale Hotel	NE65 7QH	Independent Free	Great Pub Gre.	0.0%	0.25
7	Cross Keys	NE65 7HX	Admiral Taverns Ltd	Premium	0.0%	1.60
9	Gate	NE61 4PT	Independent Free	Premium	0.0%	3.53
12	Dene House	NE65 8EE	Independent Free	Great Pub Gre.	0.0%	4.94
13	Anglers Arms Hotel	NE65 8AX	*Other Small Retail Groups	Great Pub Gre.	0.0%	5.35
14	Forget Me Not	NE65 8QY	Independent Free	Mainstream	0.0%	6.11
16	Percy Woods Golf and Country R	NE65 9JW	Independent Free	Leisure	0.0%	6.56
18	Swarland Golf Club	NE65 9JG	Independent Free	Leisure	0.0%	6.64
19	Linden Hall Hotel	NE65 8XF	Macdonald Hotels	Family Pub Dir	0.0%	6.77

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



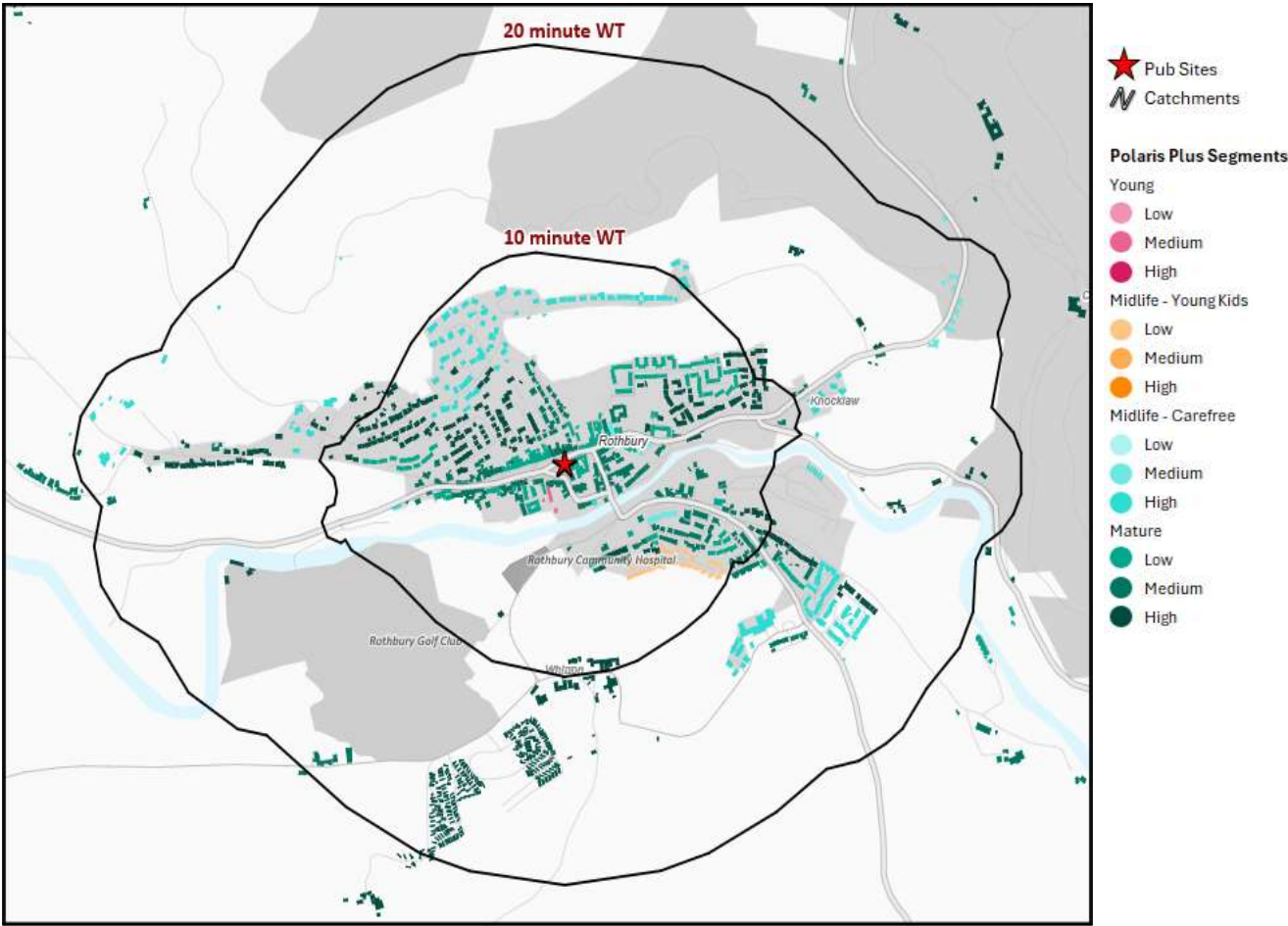
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Catchment Summary - Newcastle Hotel

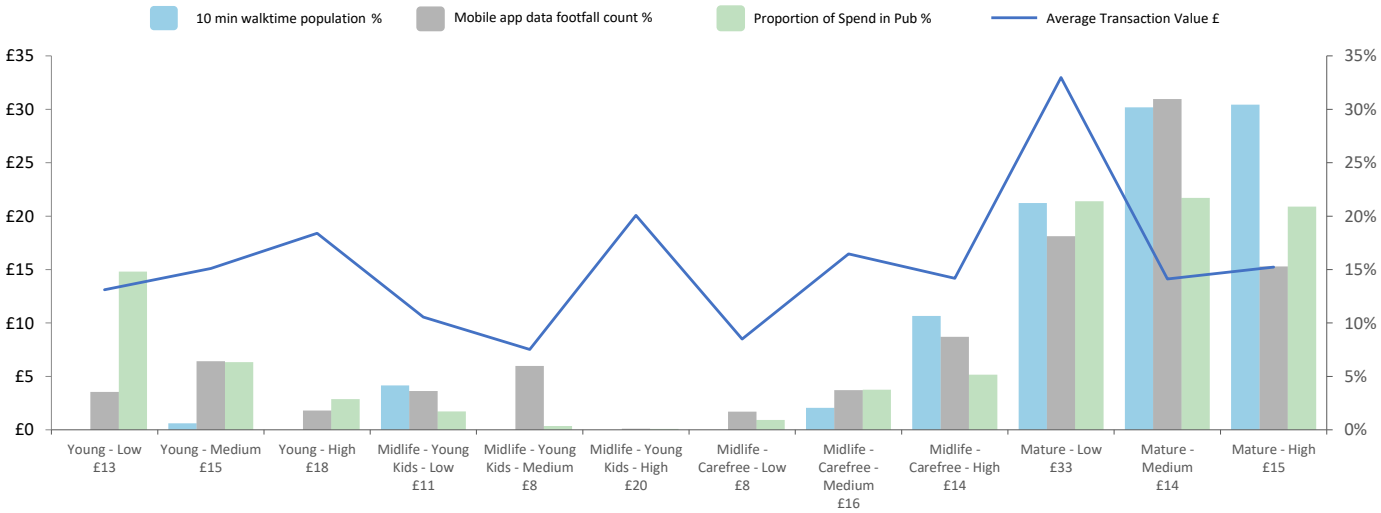


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
84282	Newcastle Hotel	NE65 7UT	Star Pubs & Bars	Mainstream	20



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Newcastle Hotel

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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	2,333	2,333	13,613	44	12	3
Adults 18+	1,998	1,998	11,531	44	12	3
Competition Pubs	7	7	34	16	7	4
Adults 18+ per Competition Pub	285	285	339	42	42	50
% Adults Likely to Drink	82.0%	82.0%	82.0%	103	103	103

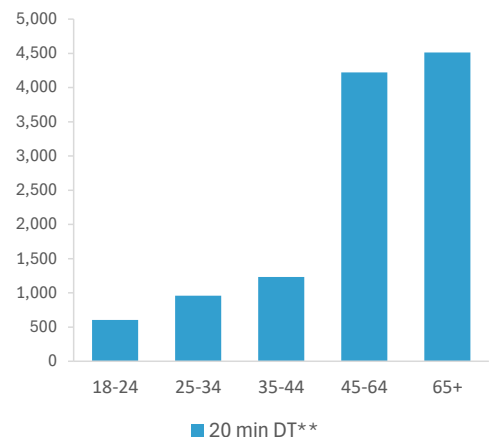
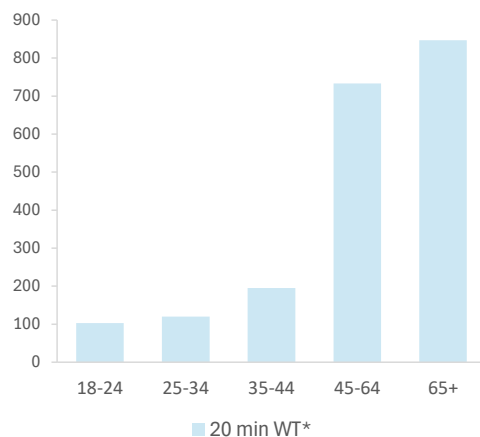
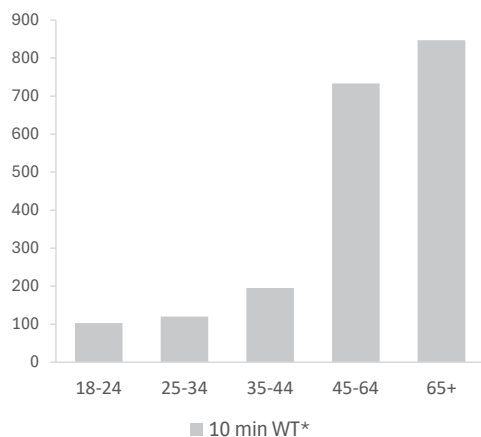
Population & Adults 18+ index is based on all pubs

Affluence	Low	25.4%	25.4%	22.3%	76	76	67
	Medium	32.8%	32.8%	26.3%	86	86	69
	High	41.1%	41.1%	50.6%	150	150	184

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£26,593	£26,593	£26,154	118	118	116
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Age Profile	18-24	103	103	605	52	52	52
	25-34	120	120	958	38	38	52
	35-44	195	195	1,233	62	62	67
	45-64	733	733	4,221	125	125	123
	65+	847	847	4,514	189	189	172

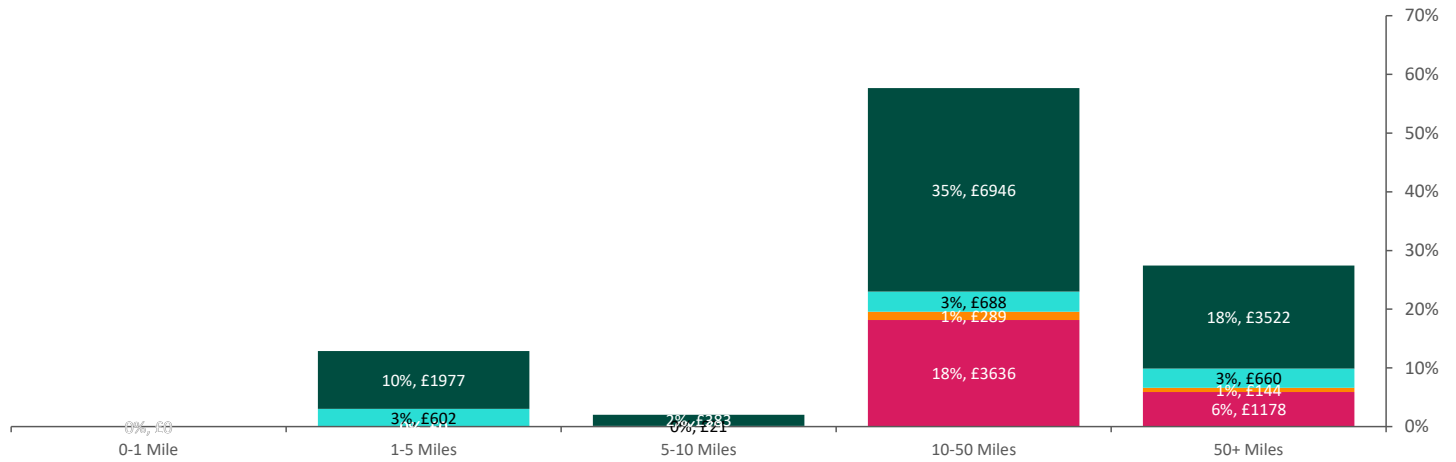


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,169 (50%)	1,169 (50%)	6,620 (49%)	102	102	99
	Female	1,164 (50%)	1,164 (50%)	6,993 (51%)	98	98	101
Economic Status (16+)	Employed: Full-time	441 (22%)	441 (22%)	2,932 (25%)	63	63	73
	Employed: Part-time	226 (11%)	226 (11%)	1,372 (12%)	92	92	97
	Self employed	248 (12%)	248 (12%)	1,534 (13%)	131	131	140
	Unemployed	32 (2%)	32 (2%)	211 (2%)	57	57	65
	Full-time student	8 (0%)	8 (0%)	79 (1%)	16	16	27
	Retired	886 (43%)	886 (43%)	4,361 (37%)	199	199	170
	Other	209 (10%)	209 (10%)	1,310 (11%)	57	57	62
Total Worker Count		536	536	2,935			

See the Glossary page for further information on the above variables

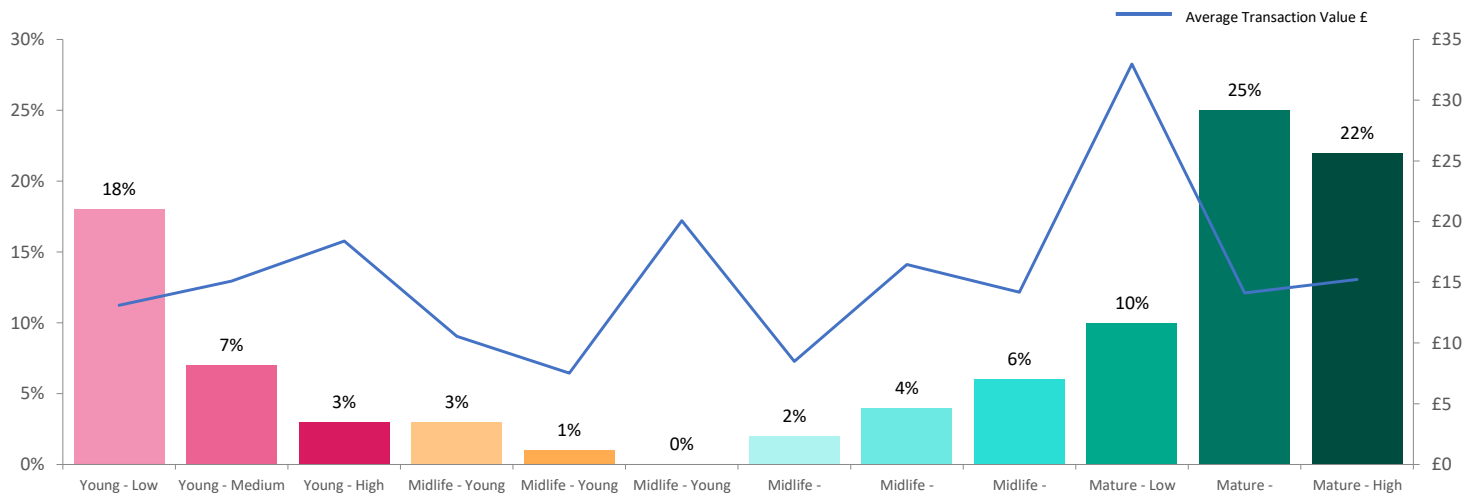
Transactional Data Summary - Newcastle Hotel

Spend by Polaris and Distance from Home



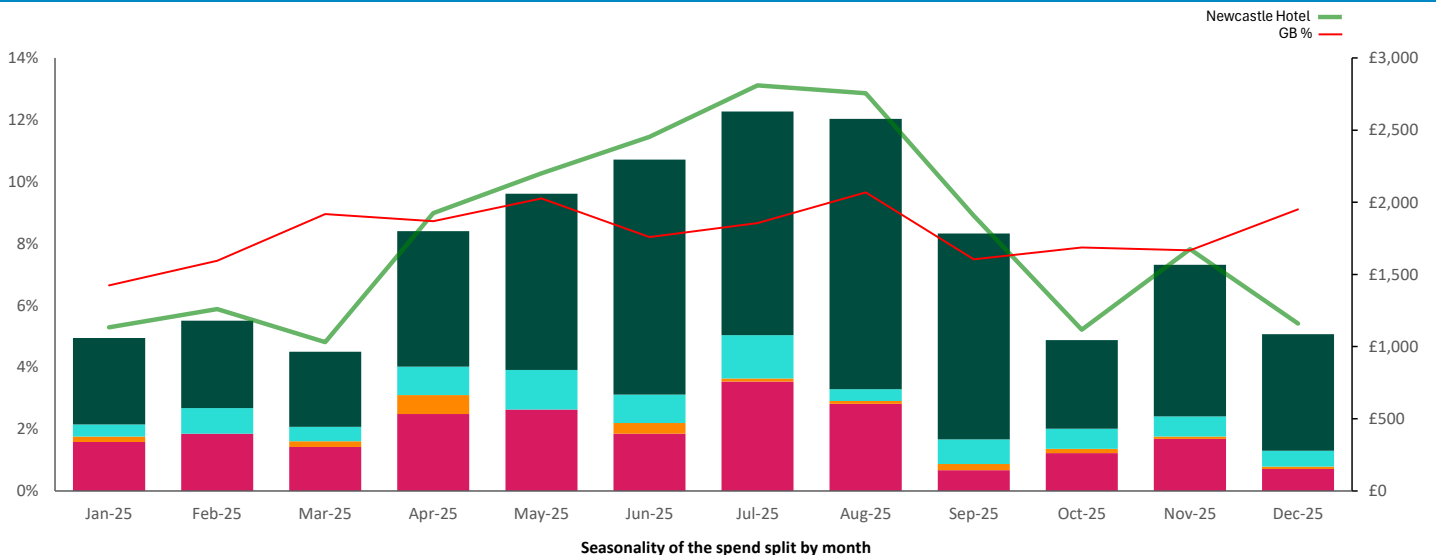
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



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

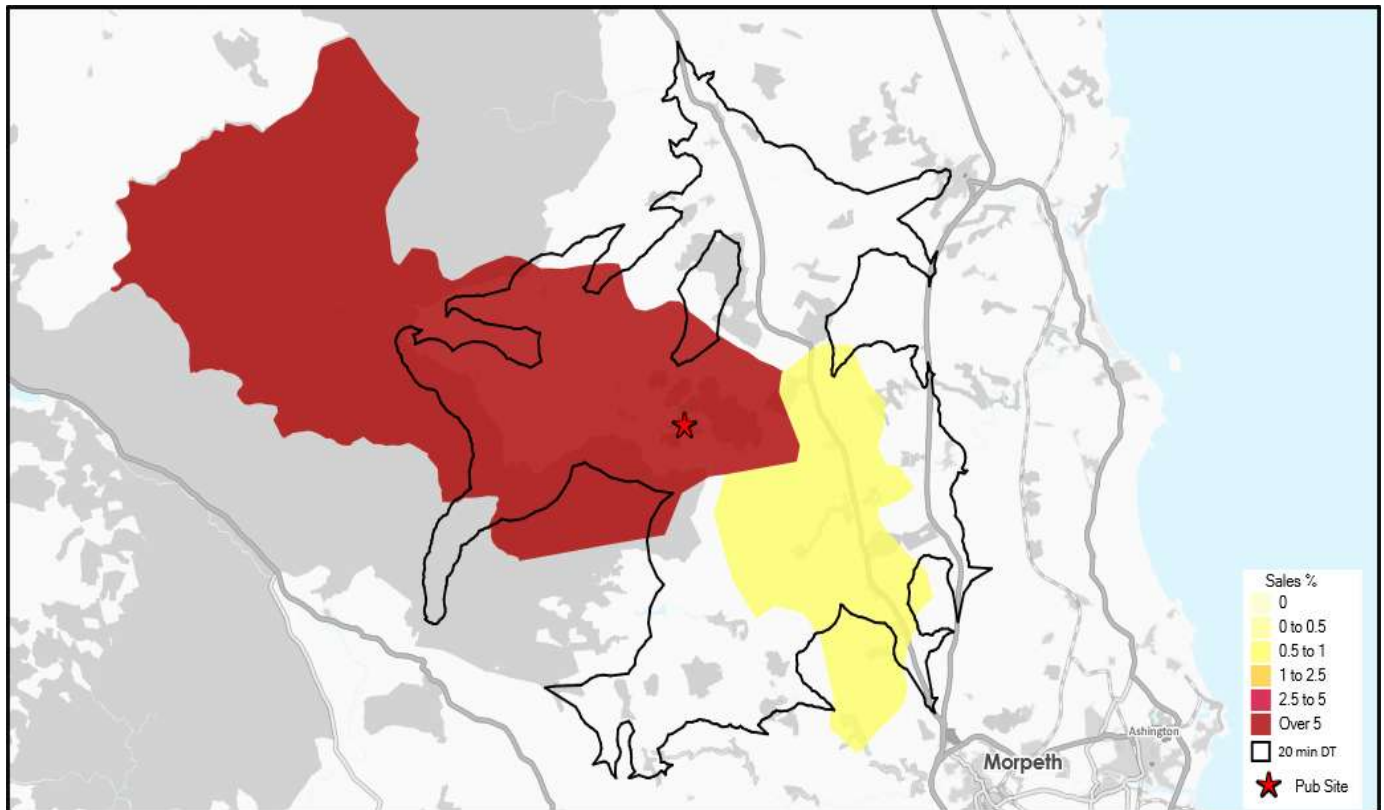
Spend by Month and Polaris



Seasonality of the spend split by month

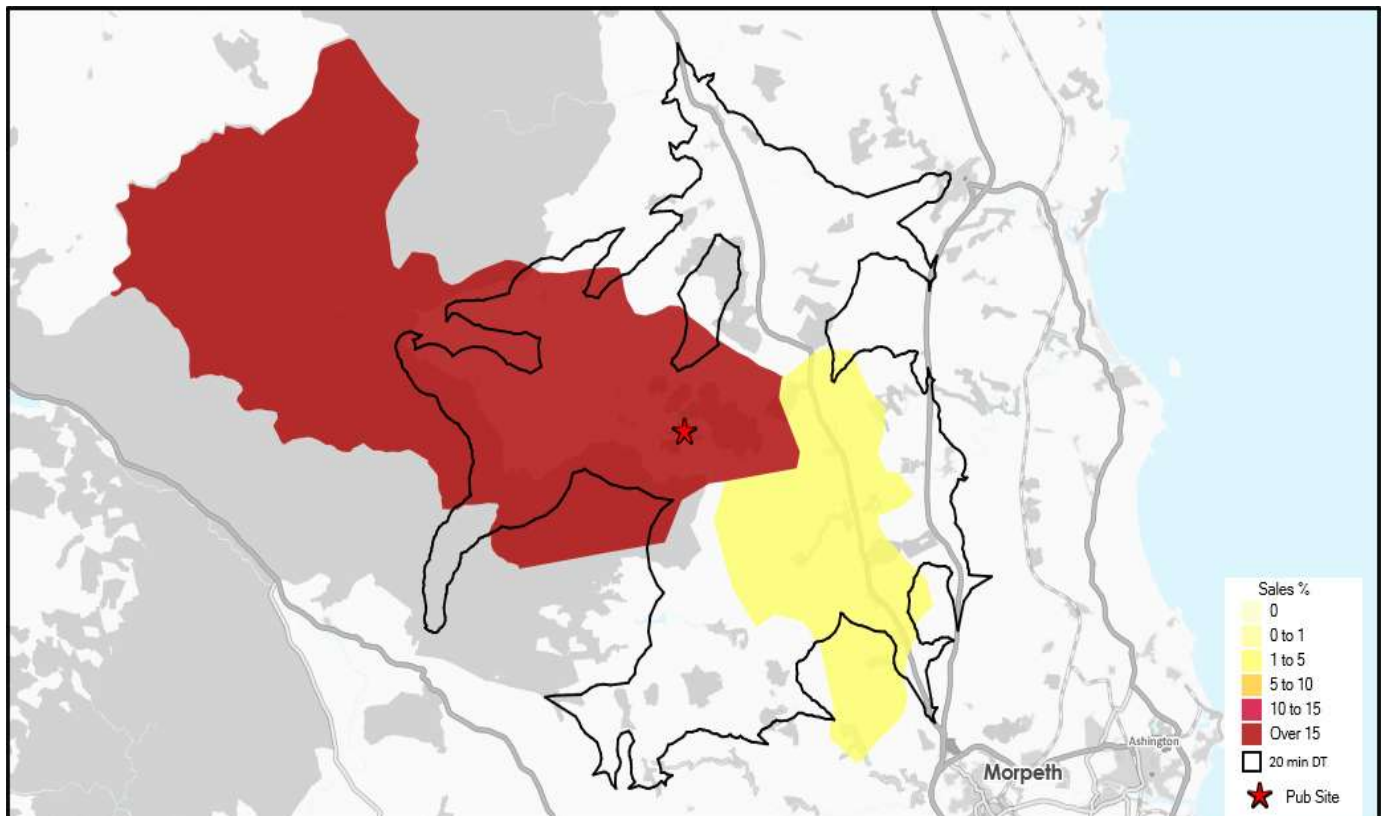
Transactional Data Maps - Newcastle Hotel

Newcastle Hotel 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

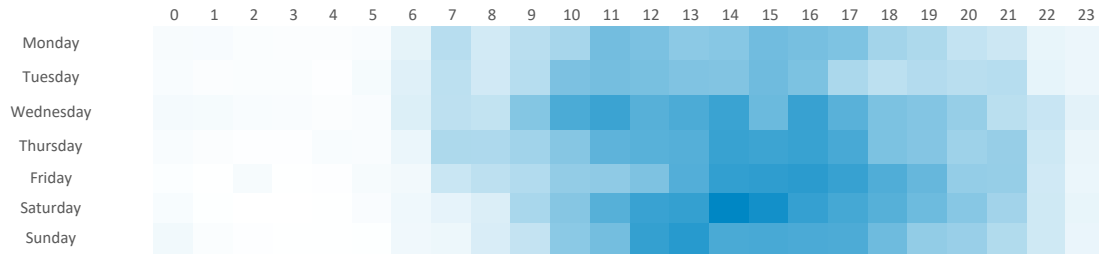
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Newcastle Hotel



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

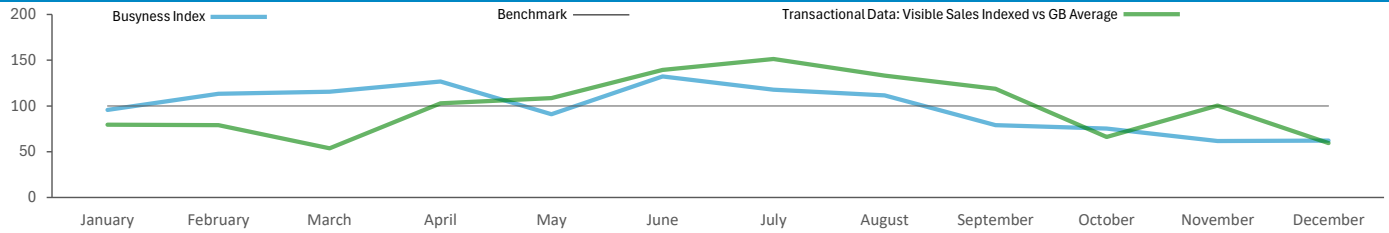
Mobile Data Summary - Newcastle Hotel

Time of Day/Day of Week



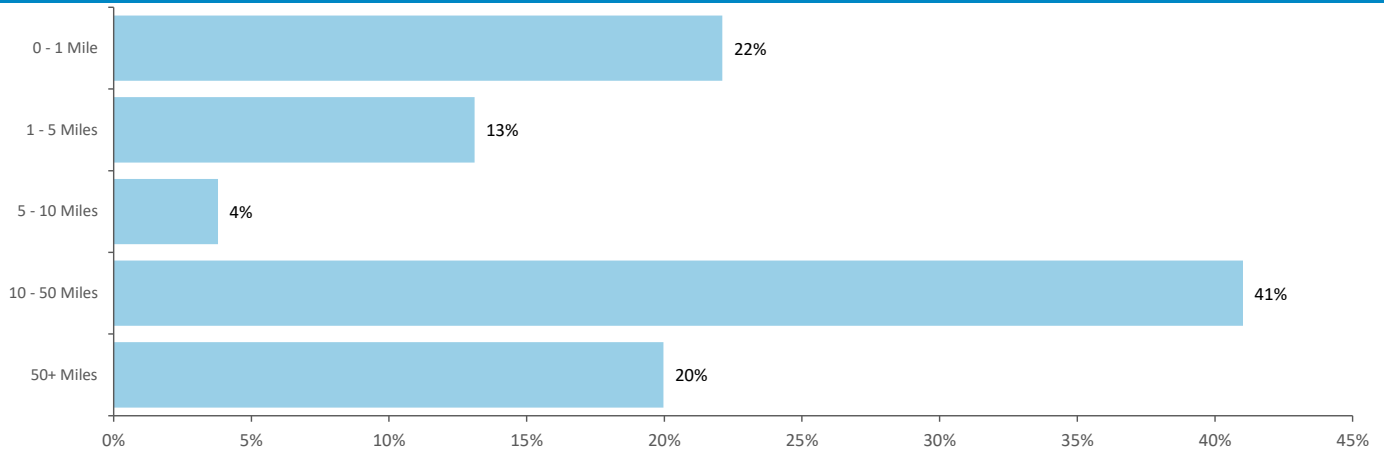
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

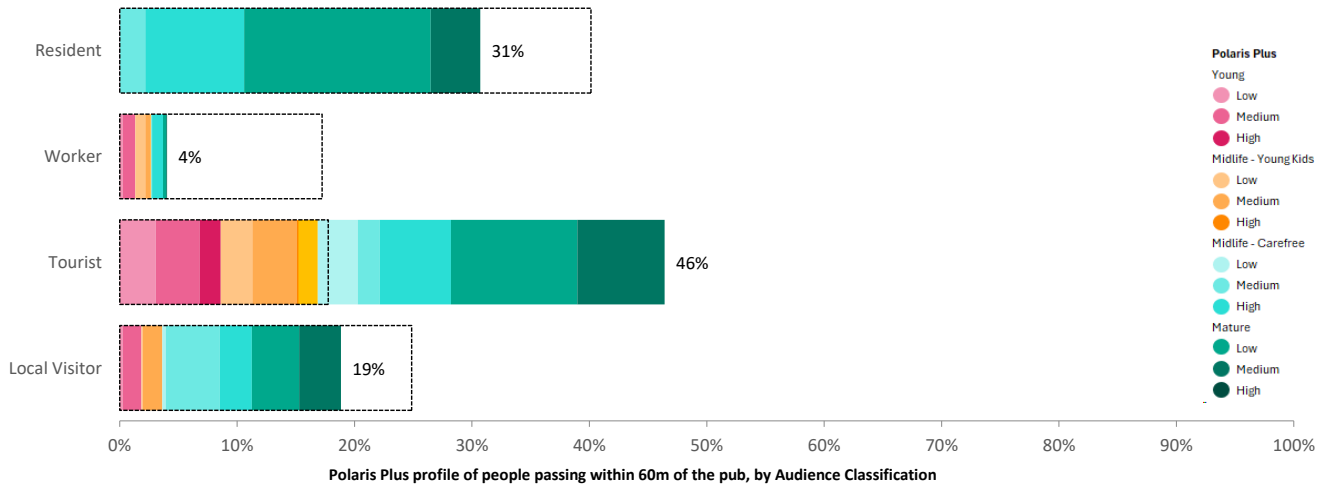
Distance from Home



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

Audience Classification by Polaris Plus

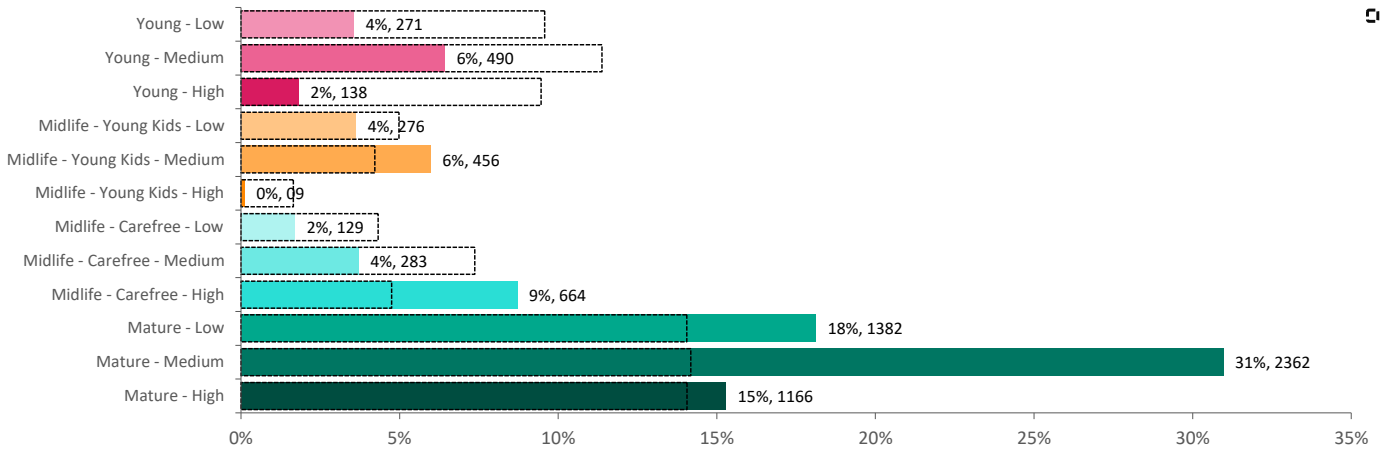
Base: GB



Mobile Data Summary - Newcastle Hotel

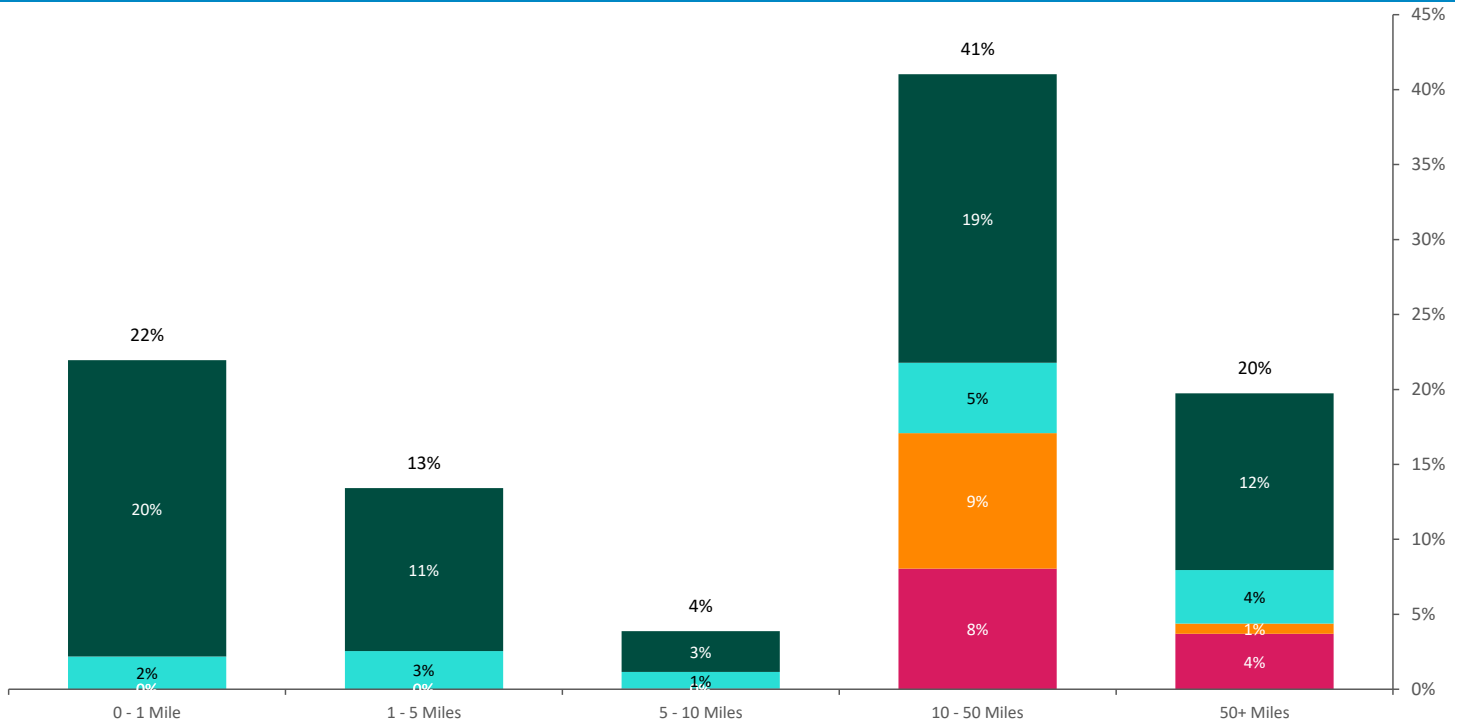
Polaris Plus Profile

GB %



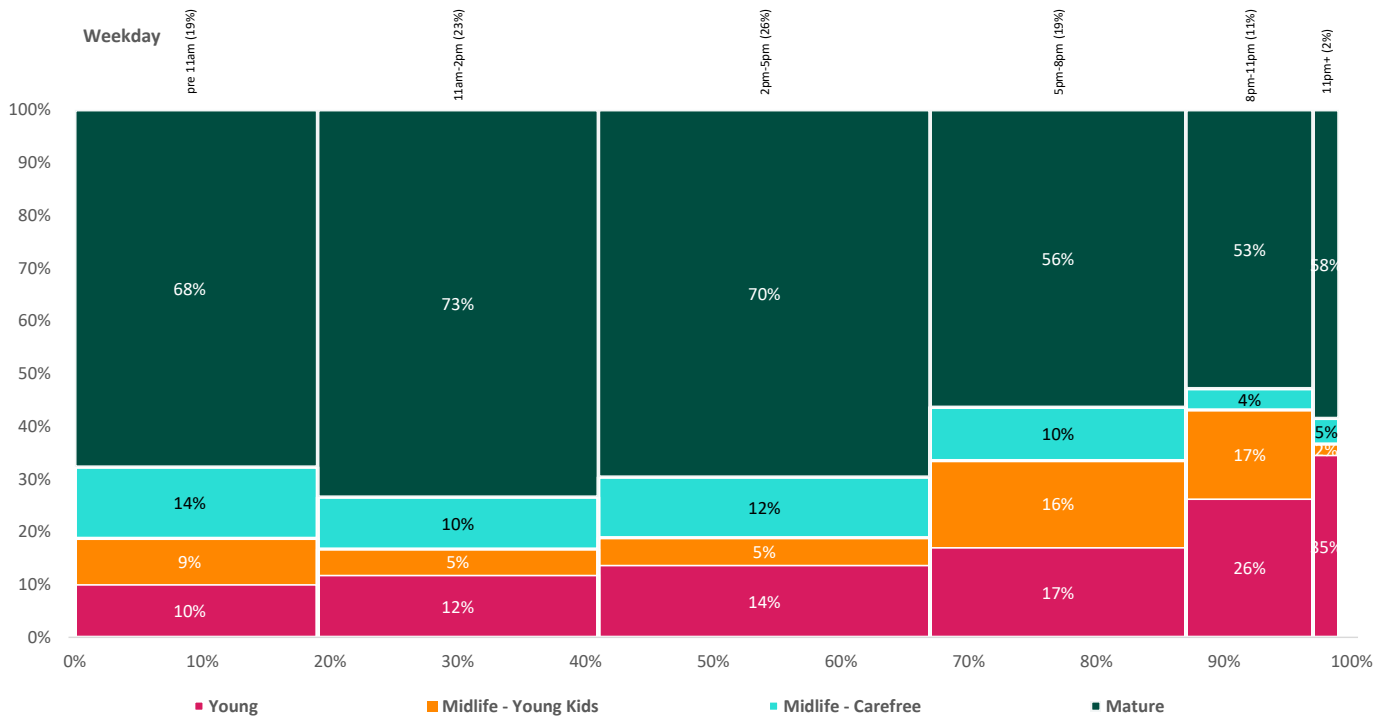
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



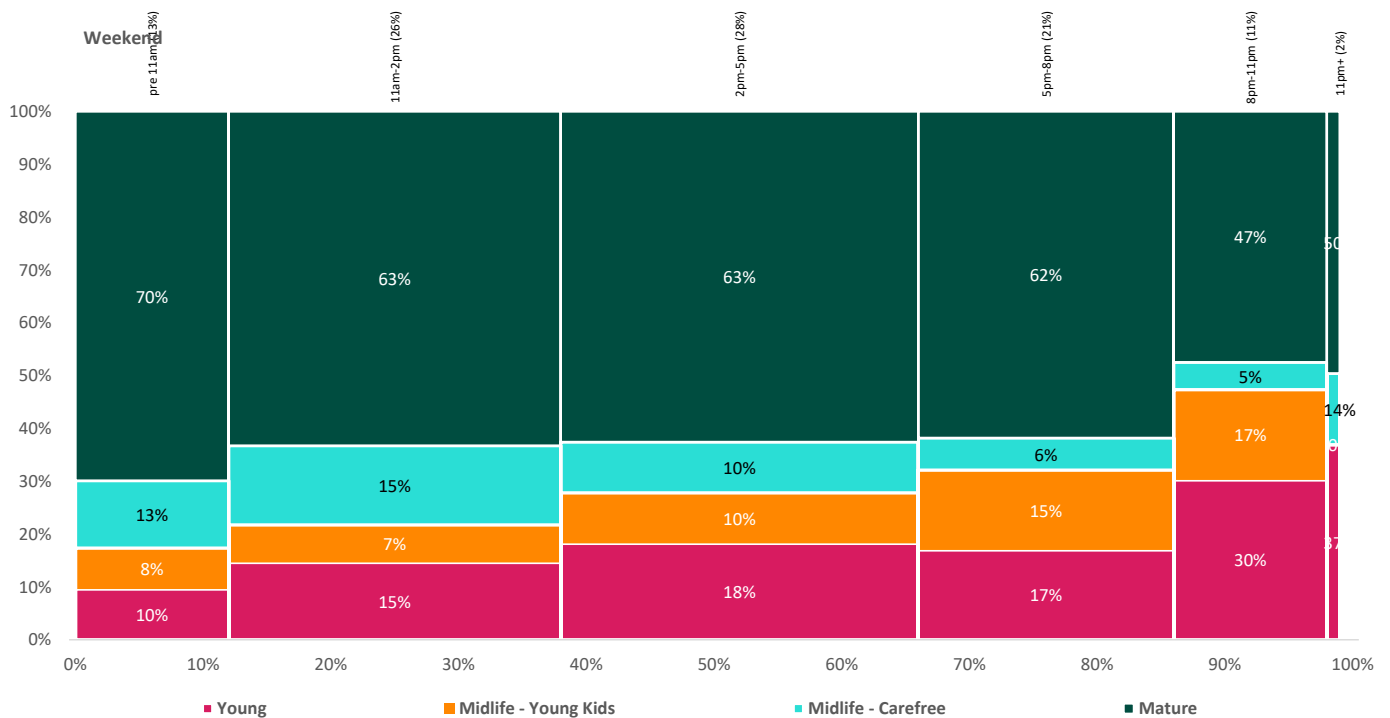
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,260	1,616	1,737	1,062	540	134	6,349
Midlife - Carefree	251	217	287	191	41	11	999
Midlife - Young Kids	161	107	129	309	171	5	882
Young	188	261	343	322	269	79	1,462
All	1,861	2,201	2,496	1,884	1,021	229	9,691

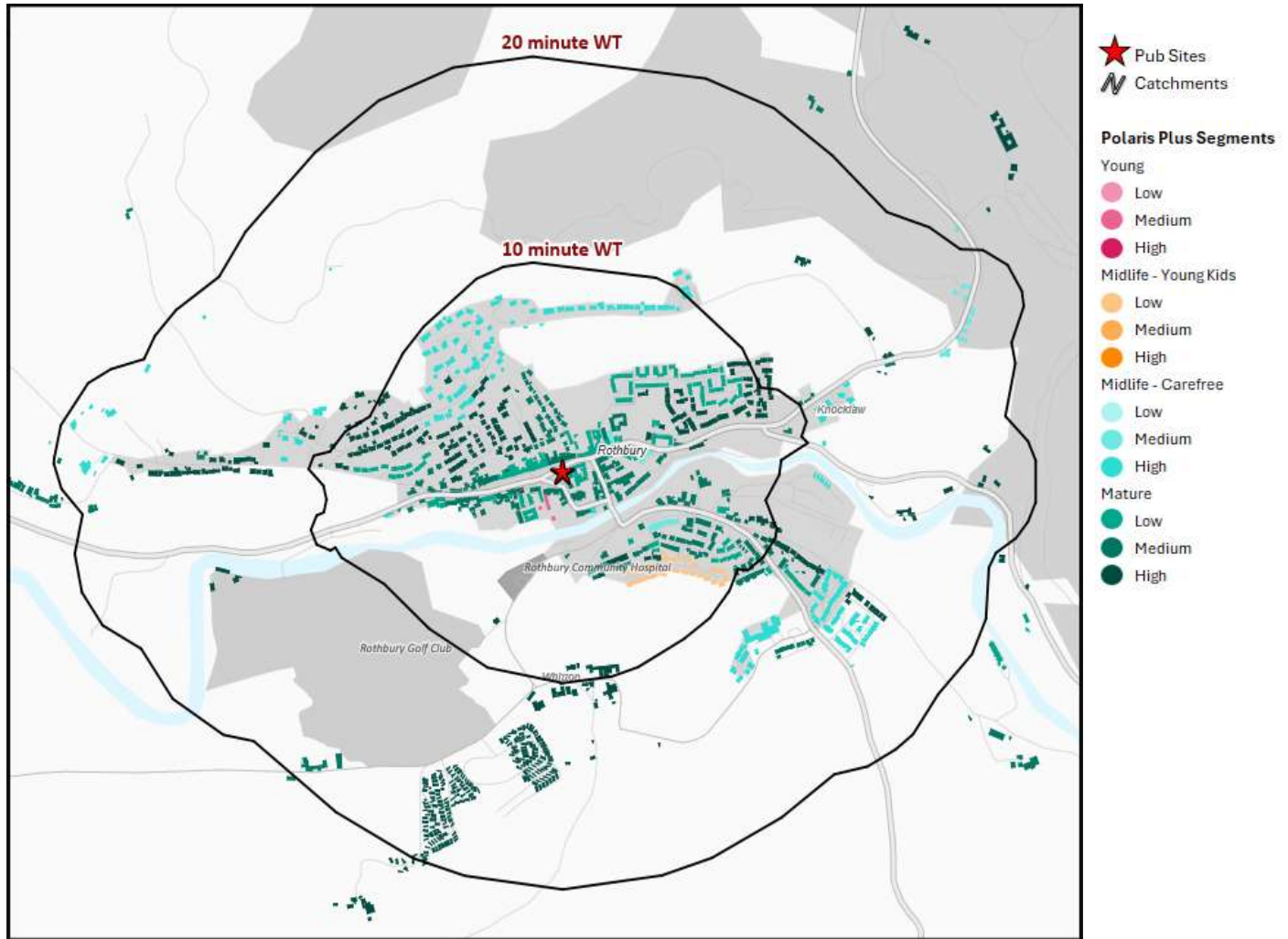
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	379	701	760	559	230	42	2,671
Midlife - Young Kids	69	166	117	55	25	11	444
Midlife - Carefree	42	79	116	137	83	0	456
Mature	52	162	222	154	146	31	767
All	543	1,108	1,215	905	484	84	4,338

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

Polaris Plus Summary - Newcastle Hotel



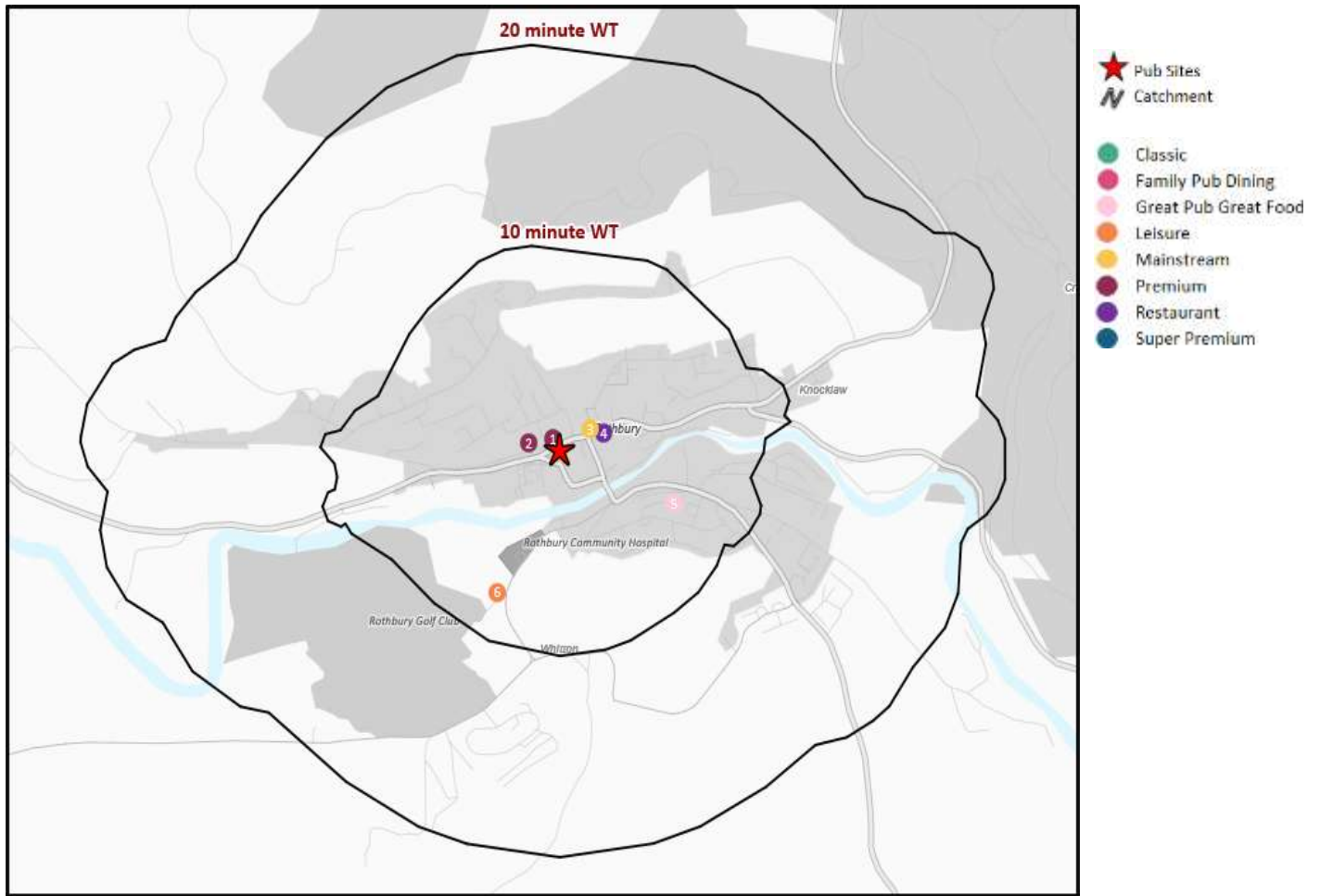
Polaris Plus Profile by Catchment

*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	0	438	0	0	39
Medium	12	12	48	5	5	4
High	0	0	52	0	0	7
Midlife - Young Kids						
Low	83	83	315	74	74	49
Medium	0	0	19	0	0	4
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	0	0	0	0
Medium	41	41	68	29	29	8
High	213	213	2,247	233	233	426
Mature						
Low	424	424	1,822	157	157	117
Medium	603	603	2,896	192	192	160
High	608	608	3,538	202	202	204
Not Private Households	14	14	88	65	65	71
Total	1,998	1,998	11,531			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Newcastle Hotel



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	Newcastle Hotel	NE65 7UT	Star Pubs & Bars	Mainstream	6.0%	13.4%	0.00
1	Narrow Nick	NE65 7TB	Independent Free	Premium	4.7%	42.7%	0.03
2	Turks Head Hotel	NE65 7TE	Punch Pub Company	Premium	6.2%	14.4%	0.07
3	Queens Head Hotel	NE65 7SR	Punch Pub Company	Mainstream	2.3%	10.3%	0.08
4	La Mensa	NE65 7SL	Independent Free	Restaurant	16.0%	41.4%	0.10
5	Coquet Vale Hotel	NE65 7QH	Independent Free	Great Pub Great Food	0.0%	0.0%	0.25
6	Rothbury Golf Club	NE65 7RX	Independent Free	Leisure	1.9%	19.9%	0.29
7	Cross Keys	NE65 7HX	Admiral Taverns Ltd	Premium	0.0%	0.0%	1.60
8	Three Wheat Heads	NE65 7LR	Punch Pub Company	Great Pub Great Food	4.5%	17.5%	1.85
9	Gate	NE61 4PT	Independent Free	Premium	0.0%	0.0%	3.53
10	Granby Inn	NE65 8DP	Independent Free	Great Pub Great Food	10.1%	36.2%	4.62
11	Village Inn	NE65 8AD	Independent Free	Premium	31.1%	61.4%	4.67
12	Dene House	NE65 8EE	Independent Free	Great Pub Great Food	0.0%	0.0%	4.94
13	Anglers Arms Hotel	NE65 8AX	*Other Small Retail Groups	Great Pub Great Food	0.0%	0.0%	5.35
14	Forget Me Not	NE65 8QY	Independent Free	Mainstream	0.0%	0.0%	6.11
15	Prince William Bar and Grill	NE65 8QY	Independent Free	Premium	8.6%	5.5%	6.11
16	Percy Woods Golf and Country Retreat	NE65 9JW	Independent Free	Leisure	0.0%	0.0%	6.56
17	Swarland Working Mens Club	NE65 9JF	Independent Free	Premium	4.2%	84.5%	6.59
18	Swarland Golf Club	NE65 9JG	Independent Free	Leisure	0.0%	0.0%	6.64
19	Linden Hall Hotel	NE65 8XF	Macdonald Hotels	Family Pub Dining	0.0%	0.0%	6.77
20	Shoulder Of Mutton	NE65 8SY	Star Pubs & Bars	Premium	4.6%	14.5%	7.21

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 - Newcastle Hotel

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Under GB Average

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Super Premium	1	510	4.4%	112

Glossary

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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.	
	