

Catchment Summary - Fox & Hounds

- 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**
680	1,117	72,381

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
13	6	17

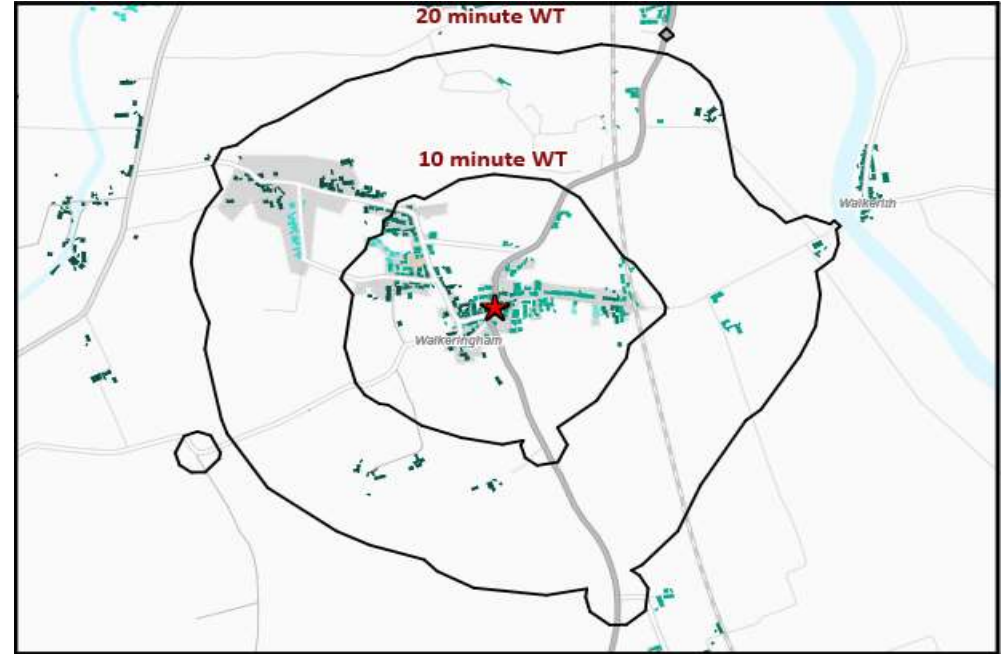
Pop. & Adl. 18+ index based on all pubs

12	6	17
5	2	21
62	103	78
100	103	103

203	123	115
52	47	90
46	132	93

87	105	96
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63	54	73
73	58	82
98	85	82
115	118	111
123	146	128



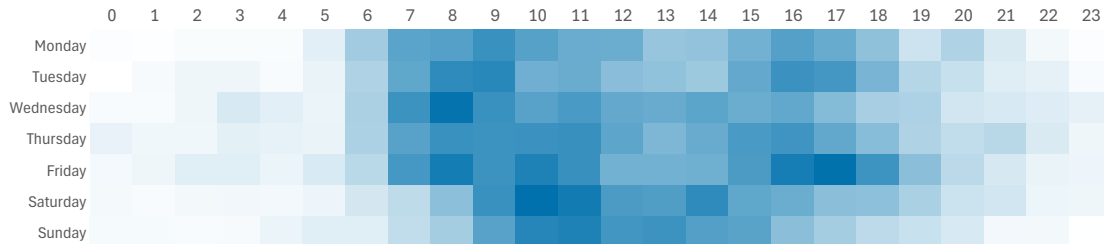
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Polaris Plus Segments

- ★ Pub Sites
- Ⓐ 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	9.512	0	0	58
Midlife - Young Kid	26	26	4.025	43	26	63
Midlife - Carefree	4	58	6.759	5	40	73
Mature	521	782	37.318	214	194	144
Not Private Households	0	46	998	0	41.688	14.073
Total	551	912	58.612			

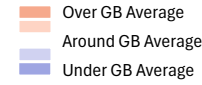


Per Pub - Fox & Hounds

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

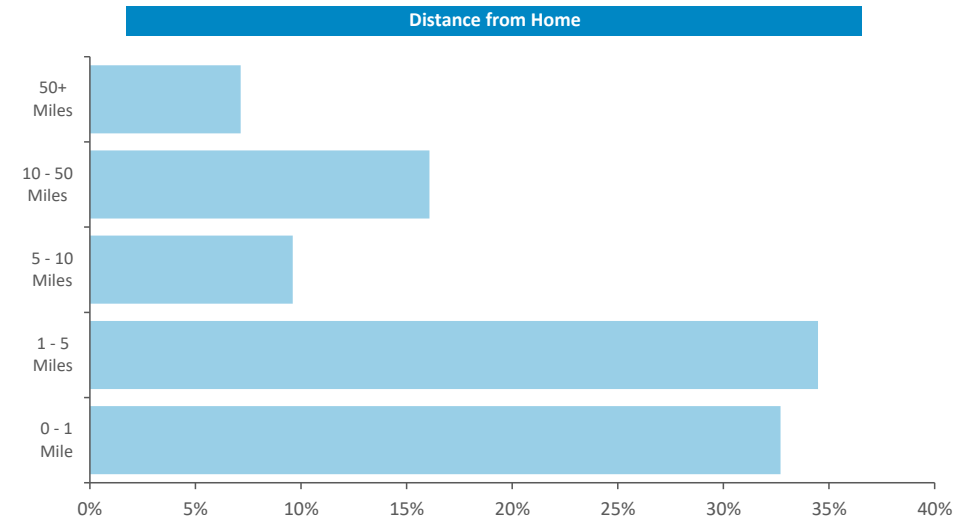
Adults 18+	551	912	58.612
Number of Competition Pubs	1	1	85
Adults 18+ per Competition Pub	551	912	690



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	5	0,9%	11
Circuit Bar	0	25	4,6%	110
Community Pub	0	220	40,0%	204
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	53	9,7%	53
High Street Pub	0	178	32,3%	171
Premium Local	1	65	11,9%	70

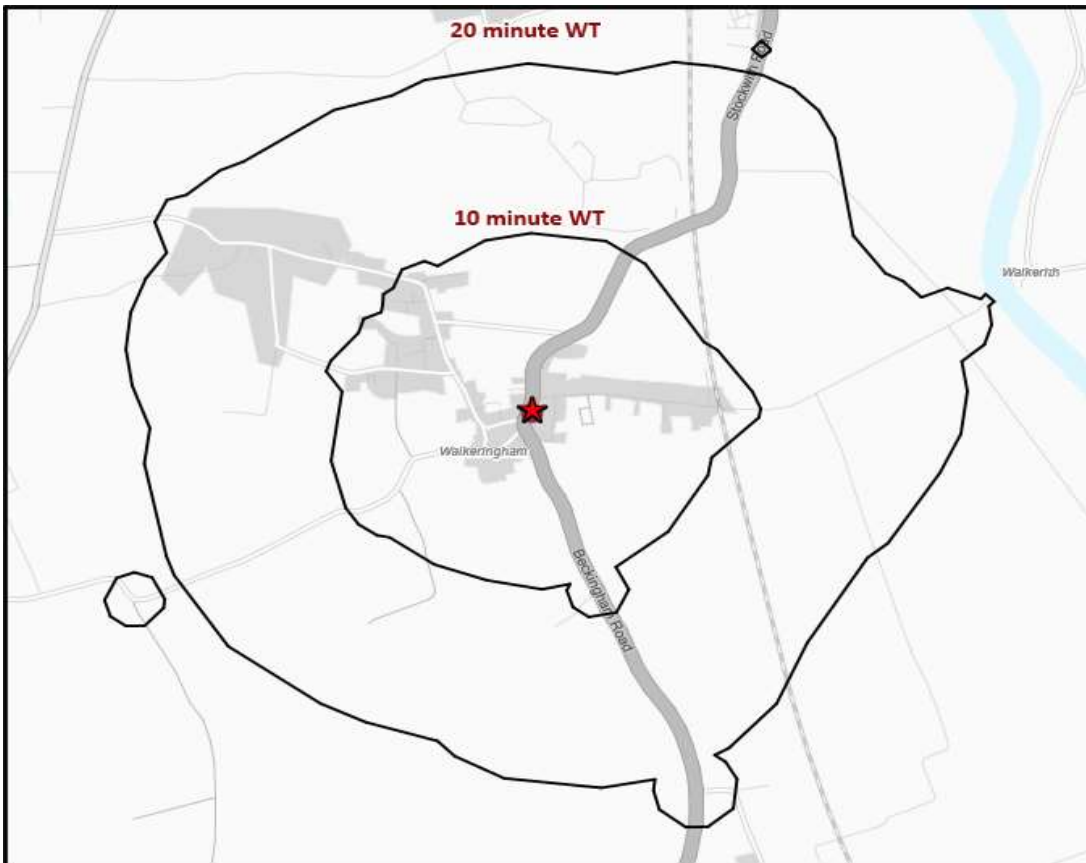
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	23	2,6%	31
Circuit Bar	0	25	2,8%	67
Community Pub	0	242	26,6%	136
Craft Led	0	0	0,0%	0
Great Pub Great Food	0	190	20,8%	114
High Street Pub	0	195	21,4%	114
Premium Local	1	186	20,4%	120

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	2.195	3,7%	45
Circuit Bar	9	1.923	3,3%	79
Community Pub	3	14.406	24,6%	126
Craft Led	0	745	1,3%	36
Great Pub Great Food	1	10.566	18,0%	99
High Street Pub	8	13.126	22,4%	119
Premium Local	36	11.359	19,4%	114



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Competition - Fox & Hounds



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Fox & Hounds	DN10 4JD	Star Pubs & Bars	Premium Local	100.0%	0.00

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

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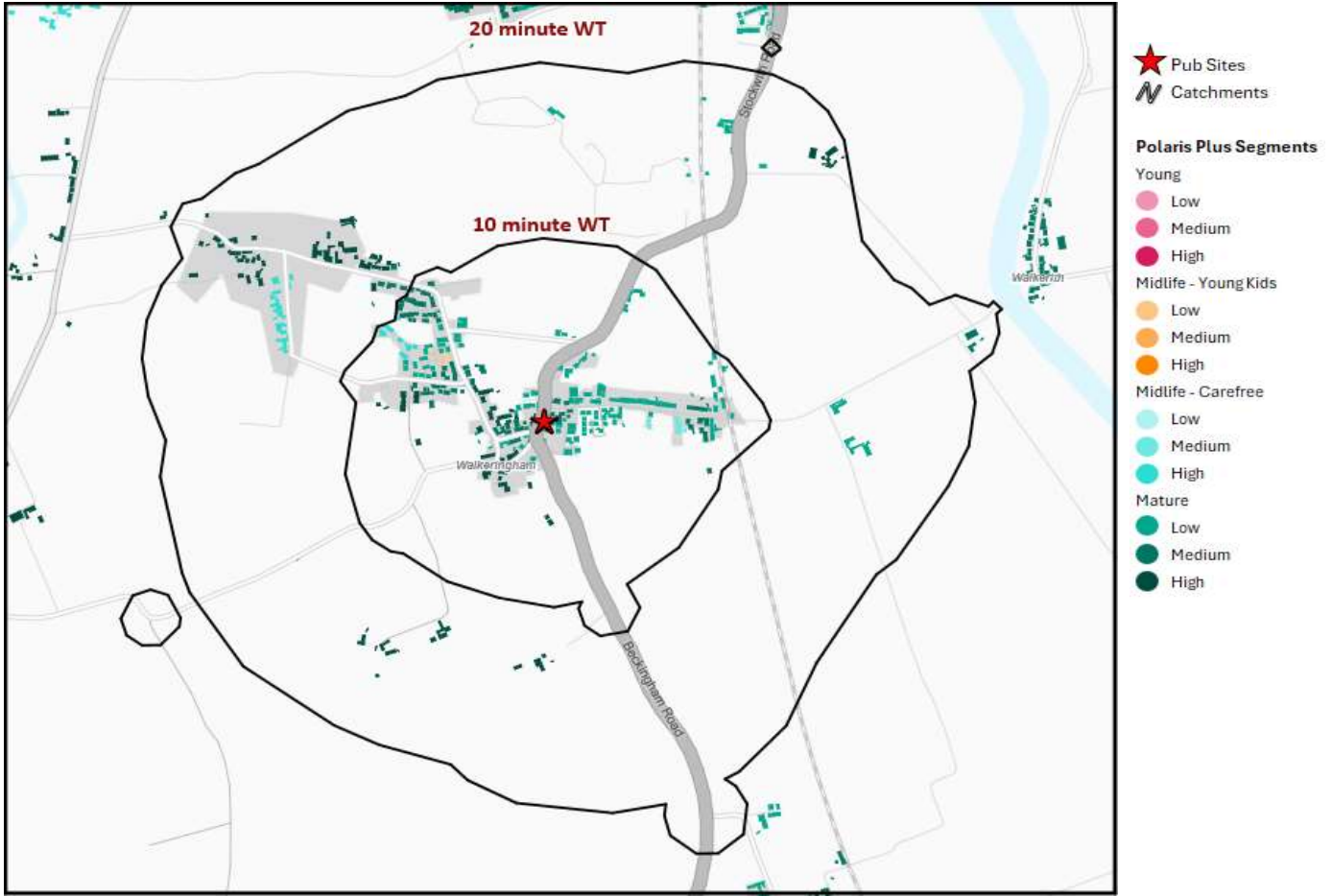
- Pub Sites
- ABOS
- GPGF
- Casual Dining
- High Street Pub
- Hotel
- Circuit Bar
- Large Venue
- Clubland
- Night Club
- Community Pub
- Premium Local
- Craft Led
- Restaurants
- Family Pub Dining
- Sports Clubs
- Catchment

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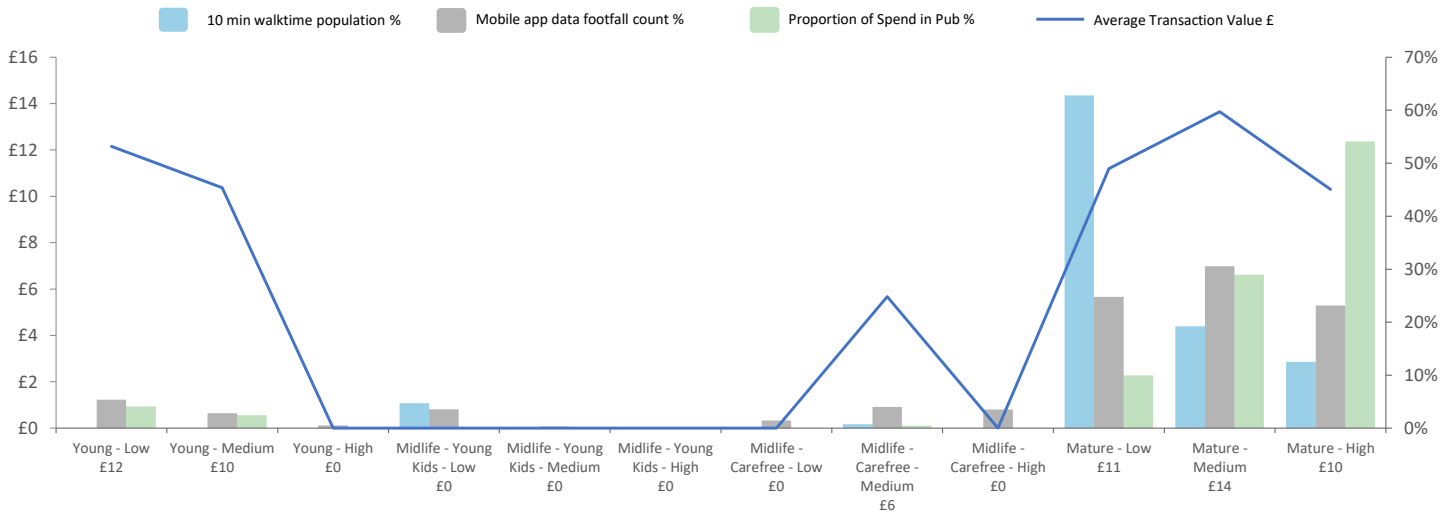
Catchment Summary - Fox & Hounds

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
34130	Fox & Hounds	DN10 4JD	Star Pubs & Bars	Premium	18
				Local	



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Fox & Hounds

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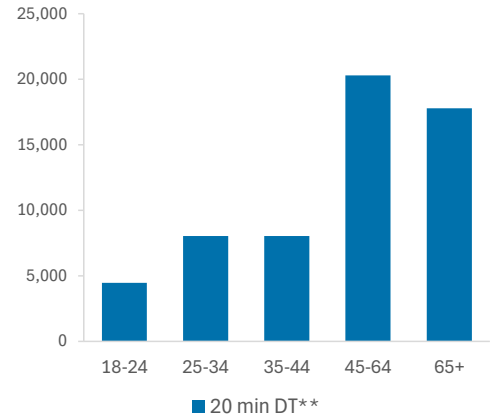
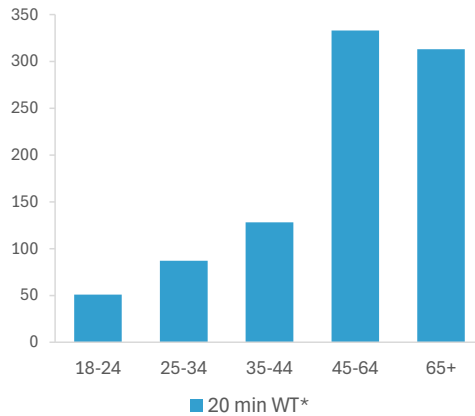
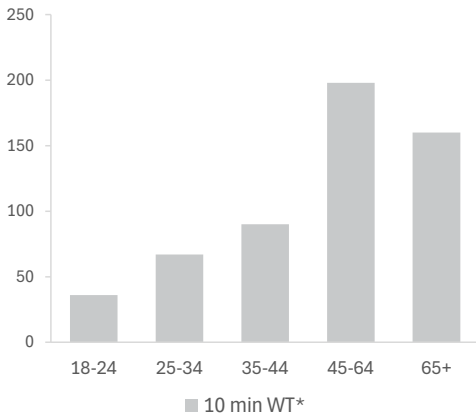
Over GB Average
Around GB Average
Under GB Average

*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		680	1,117	72,381	13	6	17
Adults 18+		551	912	58,612	12	6	17
Competition Pubs		1	1	85	5	2	21
Adults 18+ per Competition Pub		551	912	690	62	103	78
% Adults Likely to Drink		75,4%	77,9%	77,9%	100	103	103
Affluence	Low	67,5%	40,8%	38,3%	203	123	115
	Medium	20,0%	18,0%	34,5%	52	47	90
	High	12,5%	36,2%	25,6%	46	132	93
Mean Net Disposable income (£pa)		£18.602	£22.380	£20.500	87	105	96
Age Profile	18-24	36	51	4,469	63	54	73
	25-34	67	87	8,032	73	58	82
	35-44	90	128	8,037	98	85	82
	45-64	198	333	20,294	115	118	111
	65+	160	313	17,780	123	146	128

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



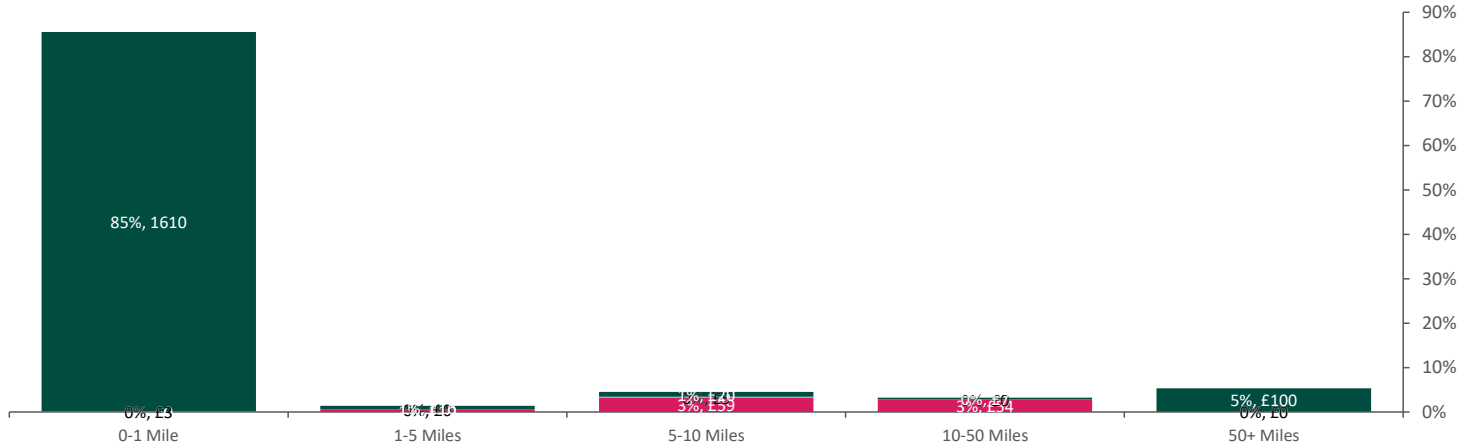
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	332 (49%)	554 (50%)	35,334 (49%)	100	101	100
	Female	348 (51%)	563 (50%)	37,047 (51%)	100	99	100
Economic Status (16+)	Employed: Full-time	194 (34%)	298 (32%)	18,806 (31%)	100	93	91
	Employed: Part-time	81 (14%)	128 (14%)	7,355 (12%)	119	113	101
	Self employed	61 (11%)	114 (12%)	5,406 (9%)	118	133	98
	Unemployed	9 (2%)	19 (2%)	1,409 (2%)	63	80	92
	Full-time student	7 (1%)	8 (1%)	635 (1%)	53	36	45
	Retired	136 (24%)	257 (28%)	17,170 (29%)	110	125	130
	Other	75 (13%)	110 (12%)	9,417 (16%)	76	67	89
Total Worker Count		148	242	29,876			

See the Glossary page for further information on the above variables

Transactional Data Summary - Fox & Hounds

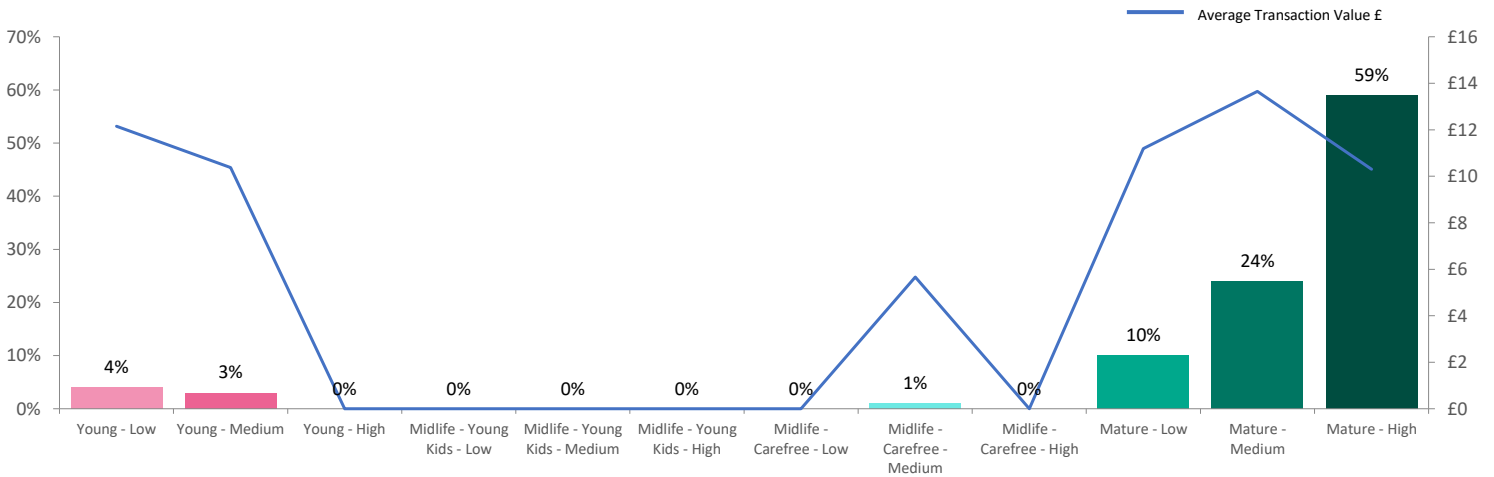
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Spend by Polaris and Distance from Home



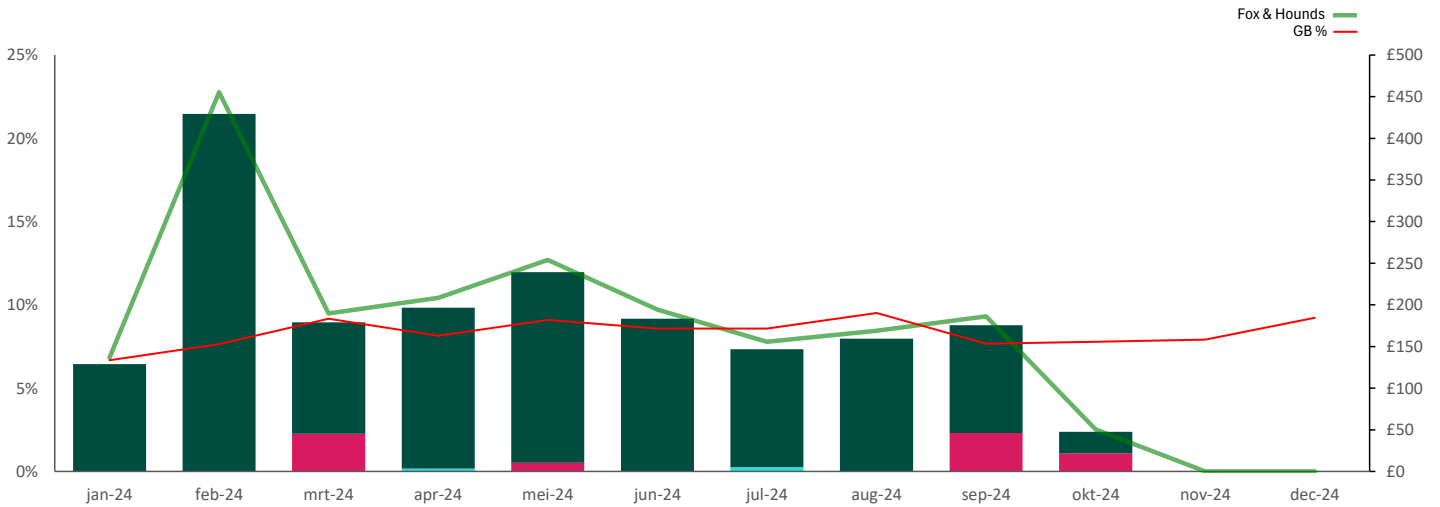
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



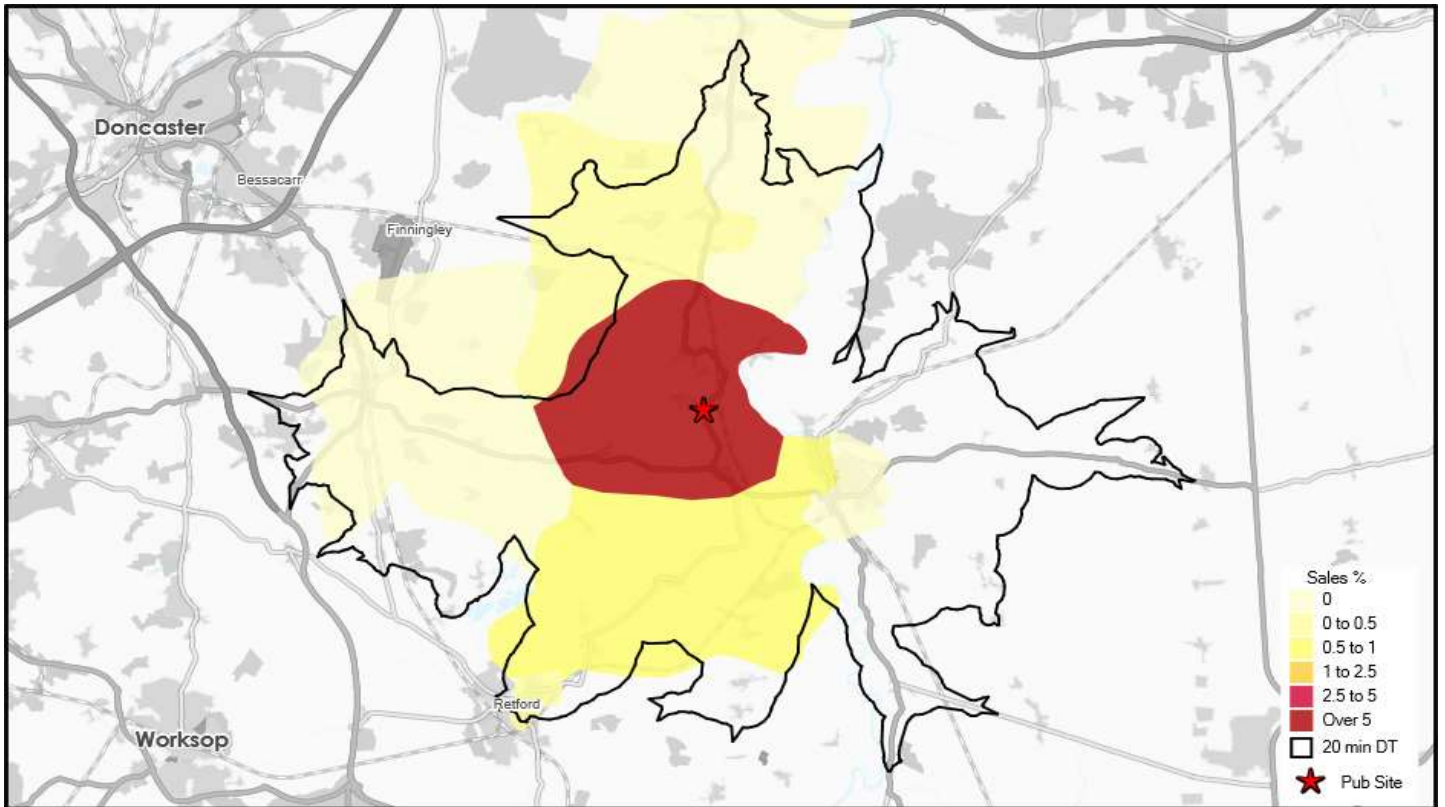
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



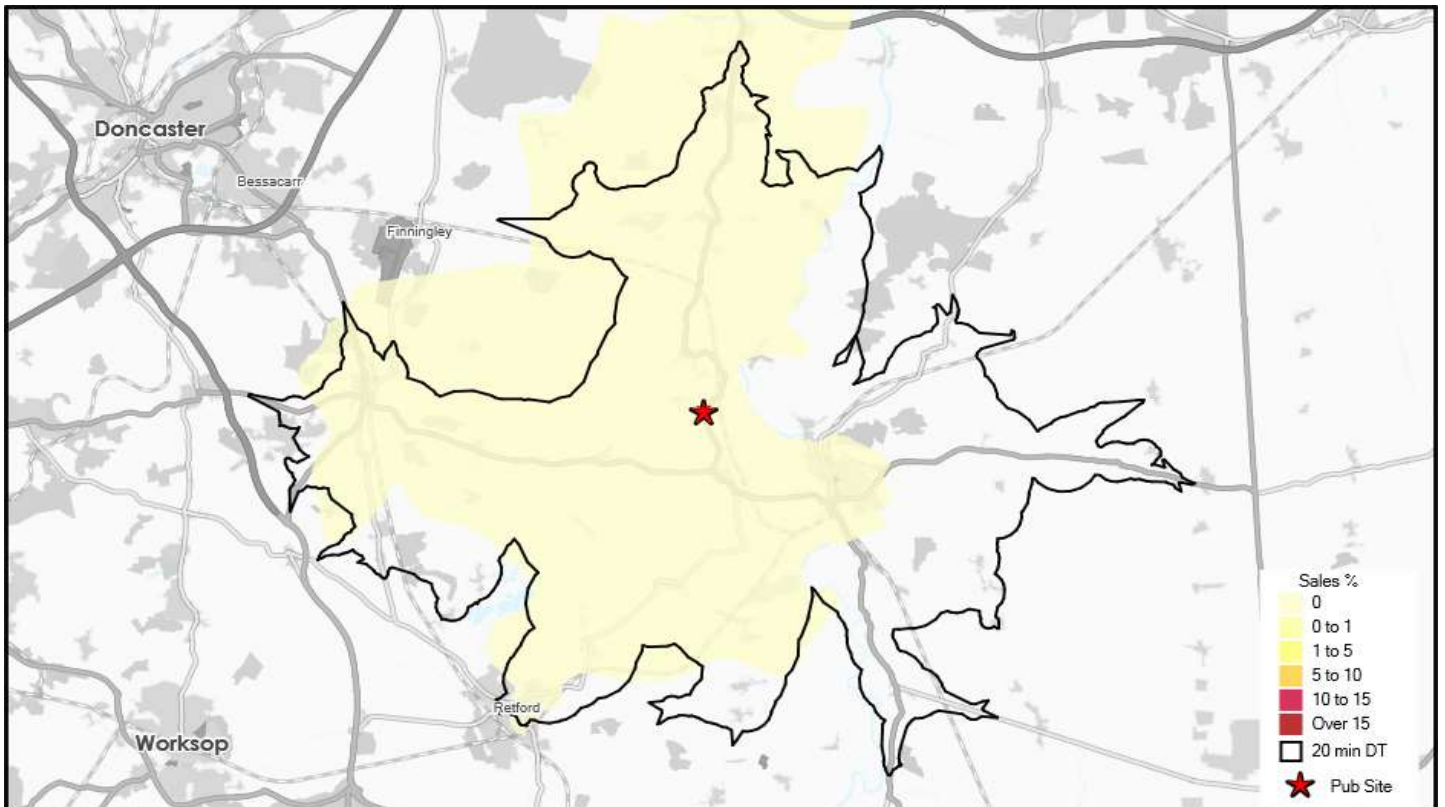
Seasonality of the spend split by month

Fox & Hounds Share of Spend from Postcode Sectors within 20 minute Drive



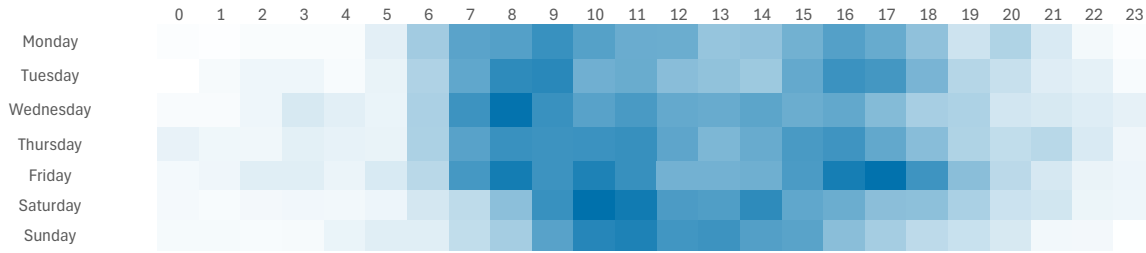
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Fox & Hounds



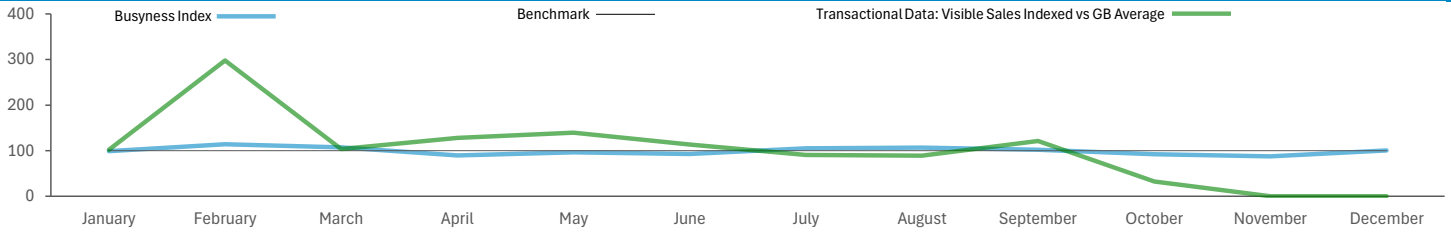
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



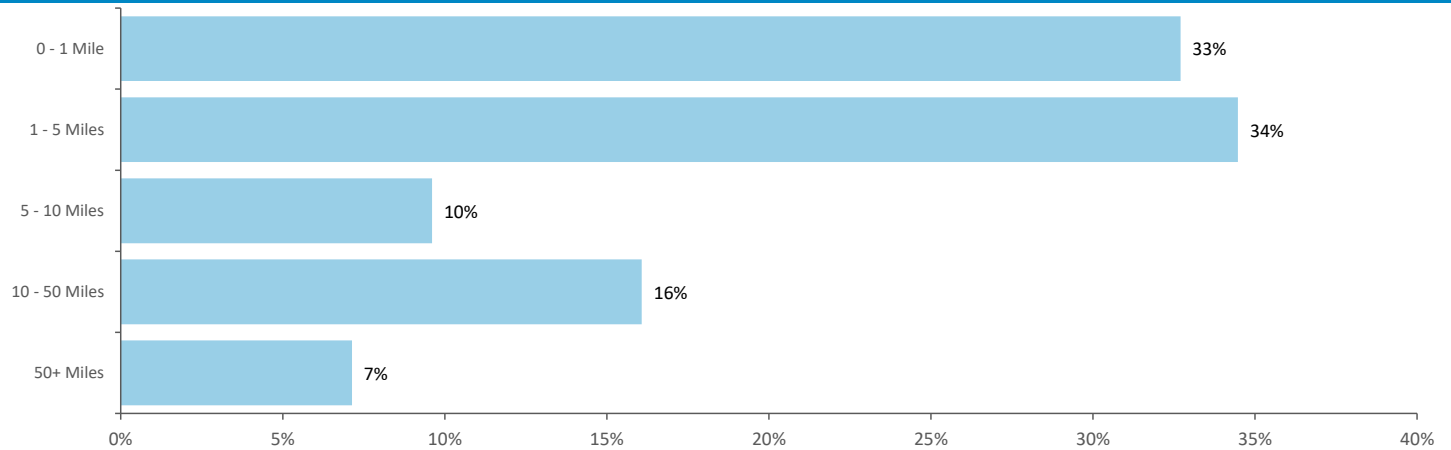
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

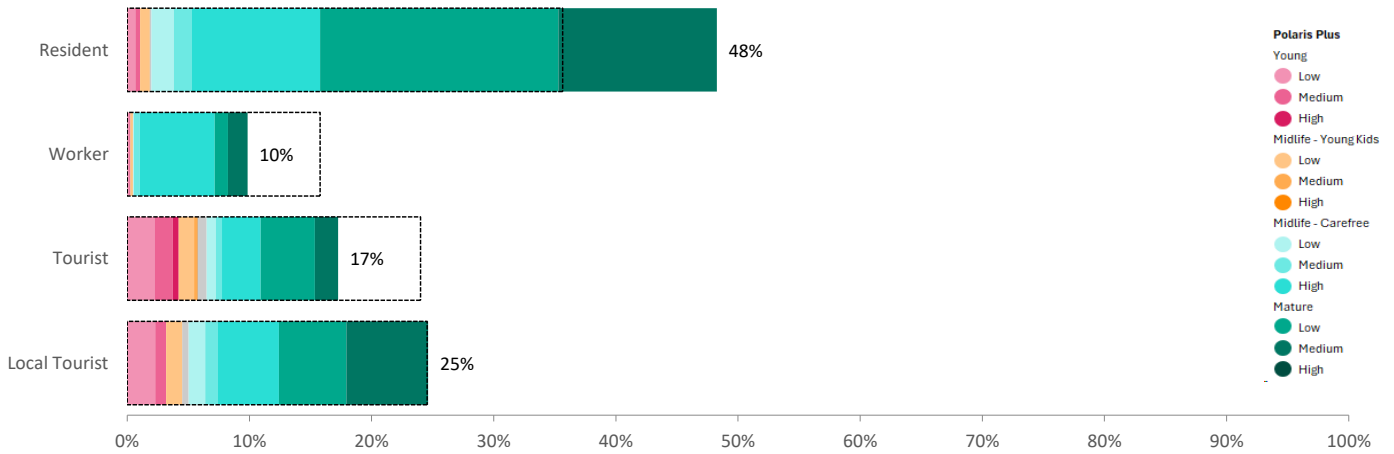
Distance from Home



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

Audience Classification by Polaris Plus

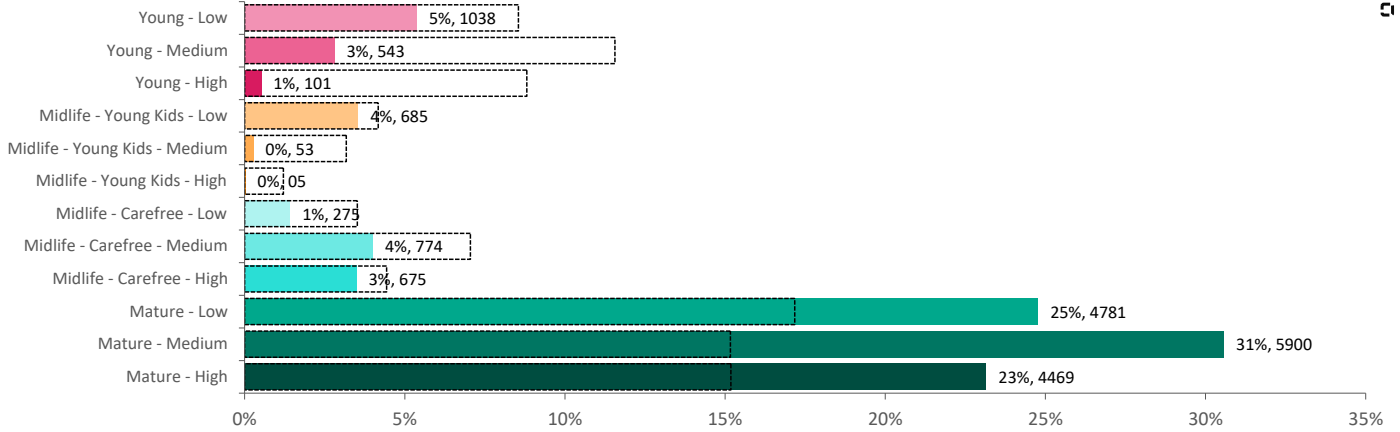
Base: GB



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

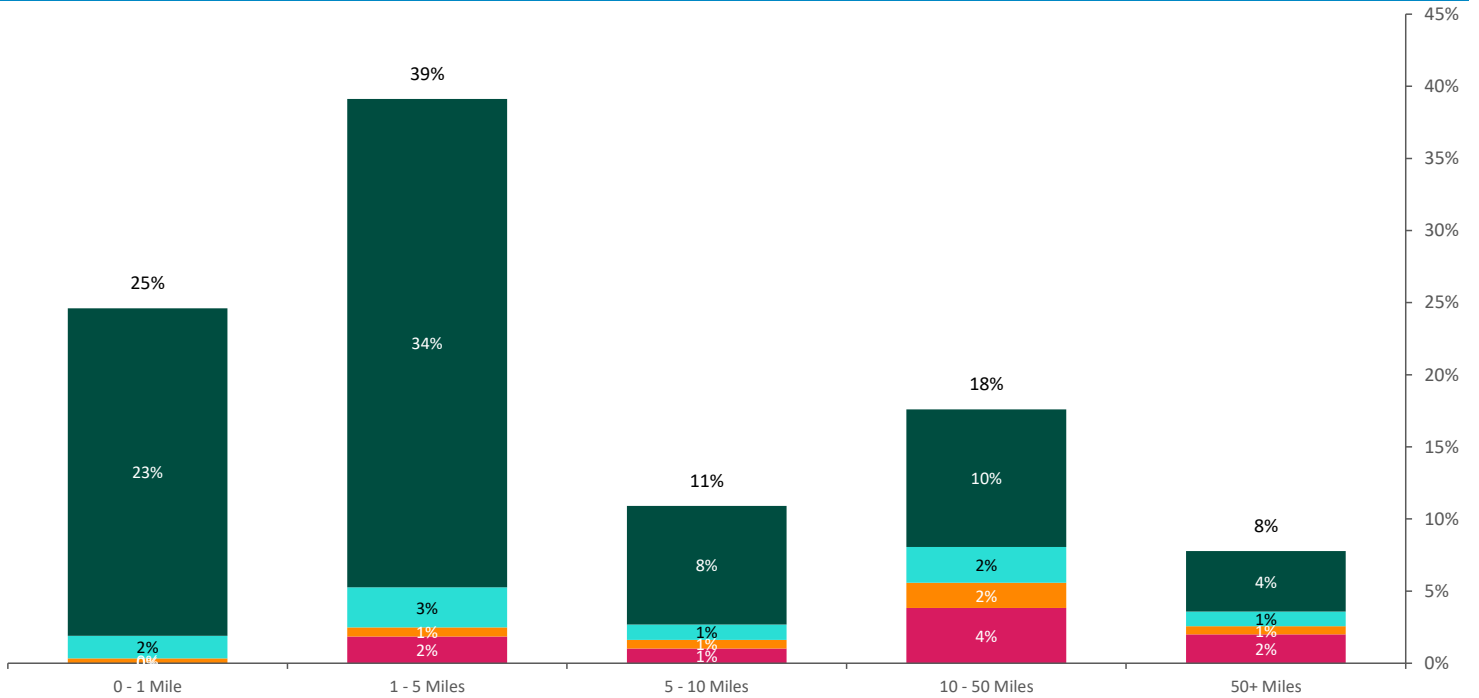
Polaris Plus Profile

GB %



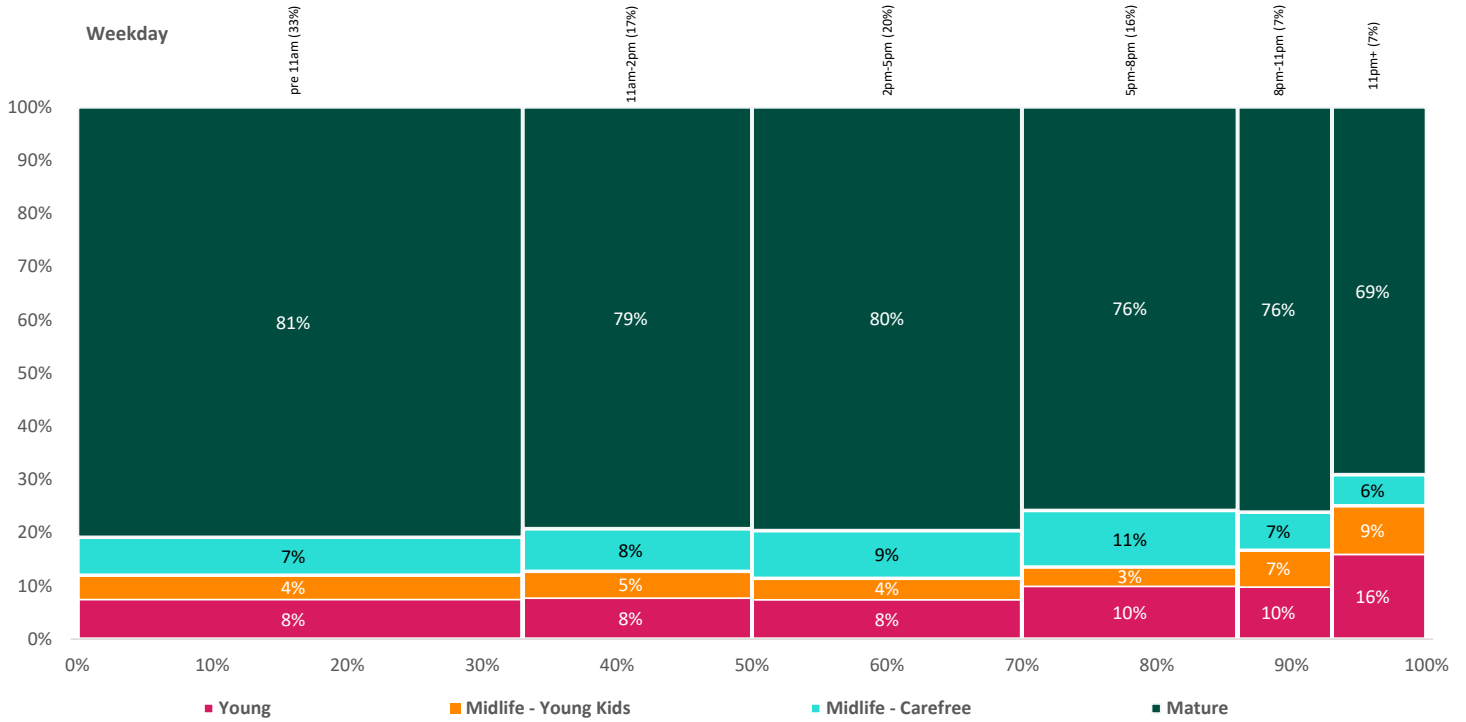
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



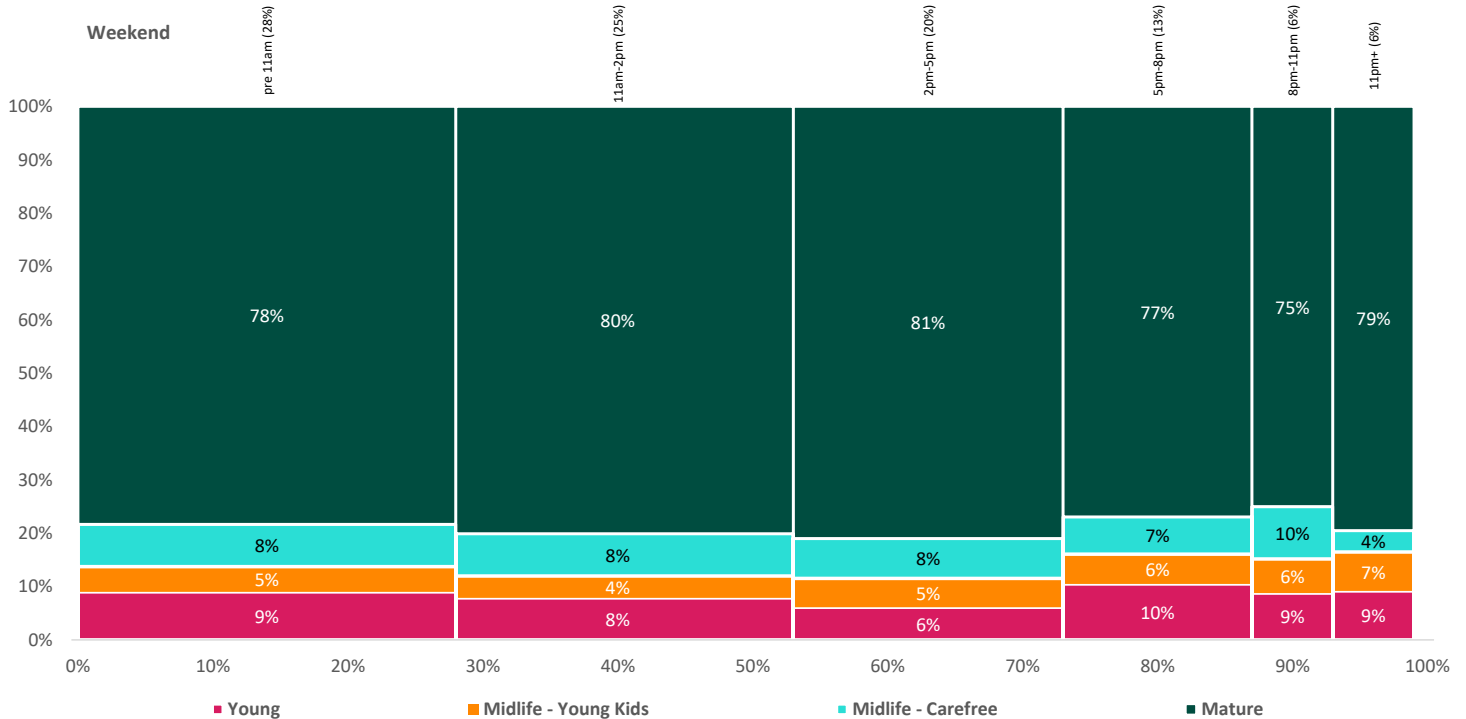
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



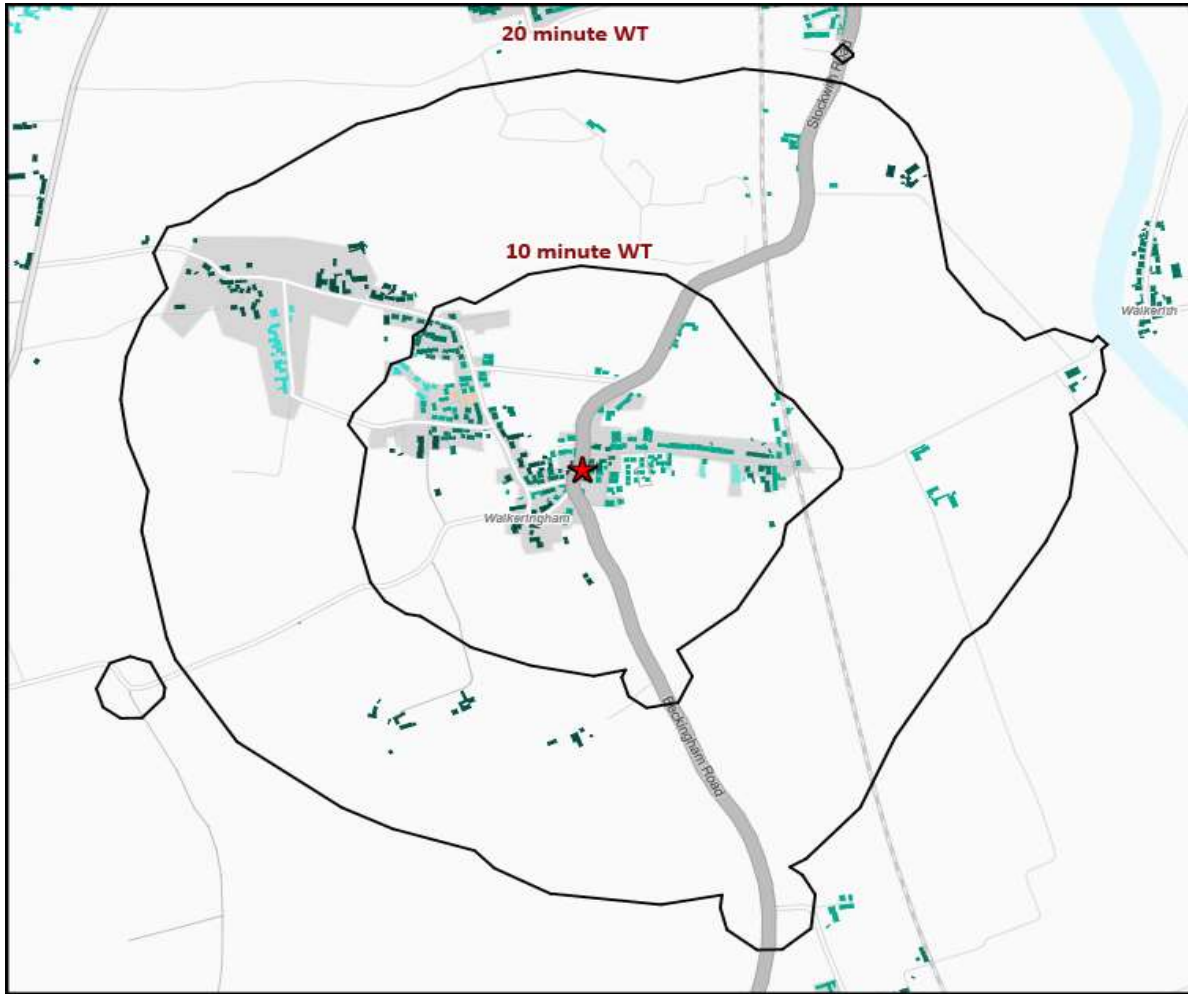
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		5,458	2,701	3,147	2,458	1,101	937	15,803
Midlife - Carefree		483	274	355	346	104	80	1,640
Midlife - Young Kids		296	166	155	112	98	122	950
Young		513	268	298	327	144	218	1,766
All		6,749	3,408	3,955	3,243	1,447	1,357	20,159

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1,587	1,438	1,190	741	349	365	5,671
Midlife - Young Kids		162	143	111	68	46	19	547
Midlife - Carefree		96	74	79	54	30	34	366
Mature		183	141	90	101	41	42	598
All		2,027	1,796	1,470	963	466	460	7,183

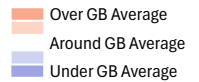
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



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	6.723	0	0	116
Medium	0	0	2.755	0	0	42
High	0	0	34	0	0	1
Midlife - Young Kids						
Low	26	26	3.962	86	52	123
Medium	0	0	63	0	0	3
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1.332	0	0	54
Medium	4	4	1.961	10	6	47
High	0	54	3.466	0	132	132
Mature						
Low	346	346	10.424	459	277	130
Medium	106	160	15.415	124	113	169
High	69	276	11.479	83	201	130
Not Private Households	0	46	998	0	417	141
Total	551	912	58.612			

*WT= Walktime, **DT= Drivetime



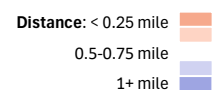


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Fox & Hounds	DN10 4JD	Star Pubs & Bars	Premium Local	100,0%	86,3%	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

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	551	912	58.612
Number of Competition Pubs	1	1	85
Adults 18+ per Competition Pub	551	912	690

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	5	0,9%	11
Circuit Bar	0	25	4,6%	110
Community Pub	0	220	40,0%	204
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Community Pub	0	242	26,6%	136
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High Street Pub	0	195	21,4%	114
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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	2.195	3,7%	45
Circuit Bar	9	1.923	3,3%	79
Community Pub	3	14.406	24,6%	126
Craft Led	0	745	1,3%	36
Great Pub Great Food	1	10.566	18,0%	99
High Street Pub	8	13.126	22,4%	119
Premium Local	36	11.359	19,4%	114

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							