

Catchment Summary - Darley Inn

- 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**
4,741	12,687	410,375

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
90	66	98

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

Population	4,741	12,687	410,375
Adults 18+	3,680	9,968	327,205
Competition Pubs	7	12	405
Adults 18+ per Competition Pub	526	831	808
% Adults Likely to Drink	74,4%	75,0%	75,5%

Affluence	74,5%	74,0%	54,0%
Low	23,6%	23,0%	35,8%
Medium	0,5%	1,4%	9,3%
High			

*Affluence does not include Not Private Households

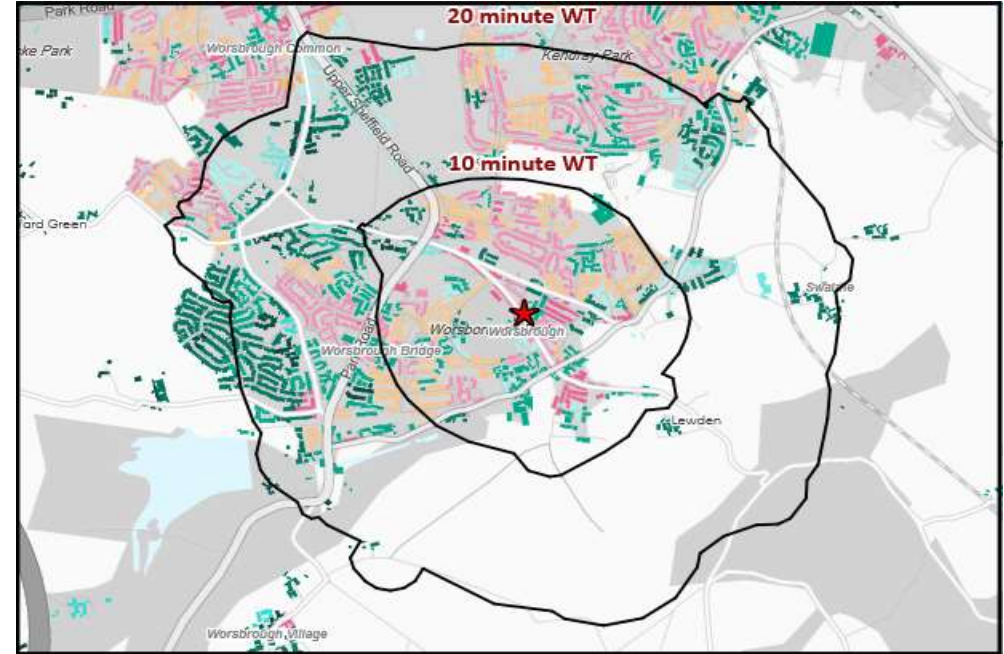
224	223	163
62	60	94
2	5	34

Mean Net Disposable income (£pa)	£14.632	£15.957	£19.107
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69	75	90
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Age Profile	18-24	362	814	27,984	90	76	81
	25-34	658	1,683	55,284	103	98	100
	35-44	606	1,603	53,760	95	94	97
	45-64	1,266	3,254	107,593	105	101	104
	65+	788	2,614	82,584	87	108	105

90	76	81
103	98	100
95	94	97
105	101	104
87	108	105

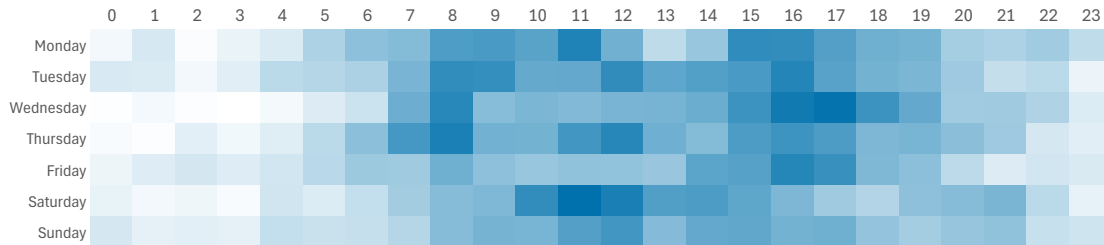


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Mobile Data Summary

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	1,650	3,340	83,657	161	120	92
Midlife - Young Kids	856	2,042	51,564	213	188	144
Midlife - Carefree	295	1,090	40,296	51	69	78
Mature	827	3,336	148,639	51	76	103
<i>Not Private Households</i>	52	160	3,049	11.679	13.267	7.702
Total	3,680	9,968	327,205			

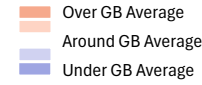


Per Pub - Darley Inn

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

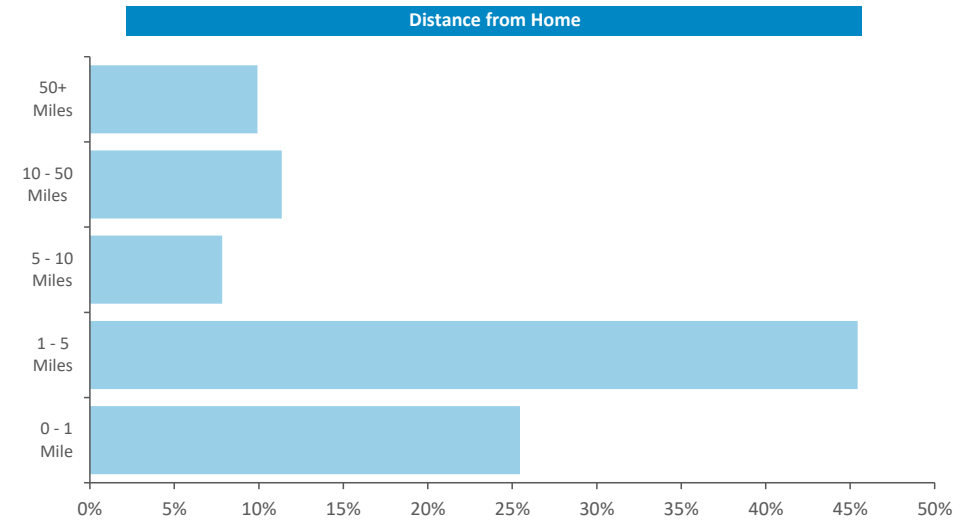
Adults 18+	3.680	9.968	327.205
Number of Competition Pubs	7	12	405
Adults 18+ per Competition Pub	526	831	808



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	199	5,4%	65
Circuit Bar	0	239	6,5%	155
Community Pub	2	1.187	32,2%	165
Craft Led	0	133	3,6%	101
Great Pub Great Food	0	164	4,5%	24
High Street Pub	0	1.132	30,7%	163
Premium Local	0	280	7,6%	45

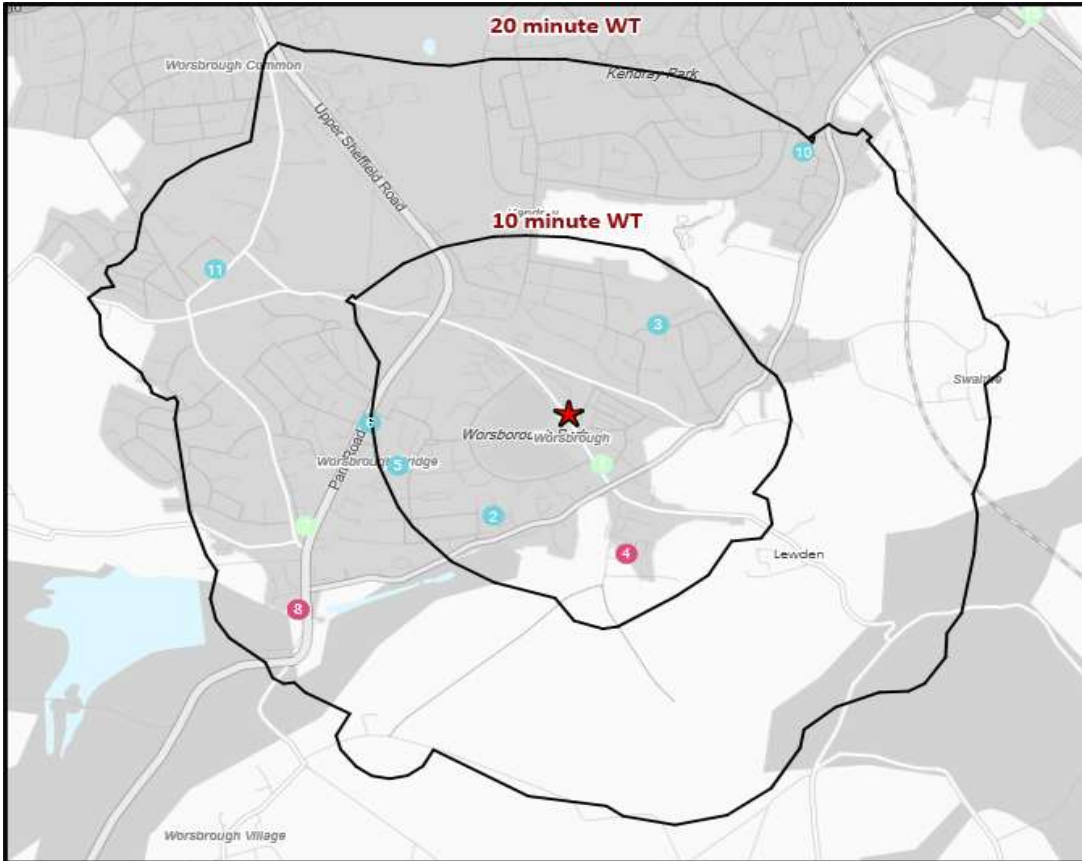
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	387	3,9%	47
Circuit Bar	0	533	5,3%	128
Community Pub	3	3.228	32,4%	166
Craft Led	0	234	2,3%	65
Great Pub Great Food	0	505	5,1%	28
High Street Pub	0	3.011	30,2%	160
Premium Local	0	823	8,3%	49

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	13.067	4,0%	48
Circuit Bar	4	14.410	4,4%	106
Community Pub	98	93.683	28,6%	146
Craft Led	0	7.479	2,3%	64
Great Pub Great Food	2	32.751	10,0%	55
High Street Pub	55	87.204	26,7%	141
Premium Local	42	41.165	12,6%	74



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Competition - Darley Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Boatmans Rest	S 70 4TD	Admiral Taverns Ltd	Family Pub Din	44,0%	0,31
8	Red Lion	S 70 5LJ	Ei Group	Family Pub Din	14,3%	0,66
8	Red Lion Country Inn	S 70 5LJ	Stonegate Pub Company	Family Pub Din	14,3%	0,66
7	Ship Inn	S 70 5BA	Star Pubs & Bars	Community Pu	8,1%	0,55
2	Dale Tavern	S 70 5PA	Independent Free	Clubland	7,3%	0,25
10	Barnsley Central Working Mens C	S 70 3AL	Independent Free	Clubland	5,1%	0,71
11	Ward Green Working Mens Club	S 70 4HH	Independent Free	Clubland	4,1%	0,74
15	Keel Inn	S 70 3NT	Independent Free	Community Pu	1,3%	1,22
13	Victoria Hotel	S 70 4NW	Tadcaster Pub Co	Community Pu	1,0%	1,17
3	Swaithe-Main Working Mens Club	S 70 4QY	Independent Free	Clubland	0,4%	0,26
14	East Dene Working Mens Club	S 70 1UD	Independent Free	Clubland	0,1%	1,22
0	Darley Inn	S 70 4SD	Star Pubs & Bars	Community Pu	0,0%	0,00
1	Greyhound Inn	S 70 4SQ	Admiral Taverns Ltd	Community Pu	0,0%	0,12
5	Barrow Working Mens Club & Inst	S 70 5EX	Independent Free	Clubland	0,0%	0,34
6	Worsborough Sports Association	S 70 5AL	Independent Free	Clubland	0,0%	0,38
12	Stairfootardsley Conservative Clu	S 70 3PW	Independent Free	Clubland	0,0%	1,12

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

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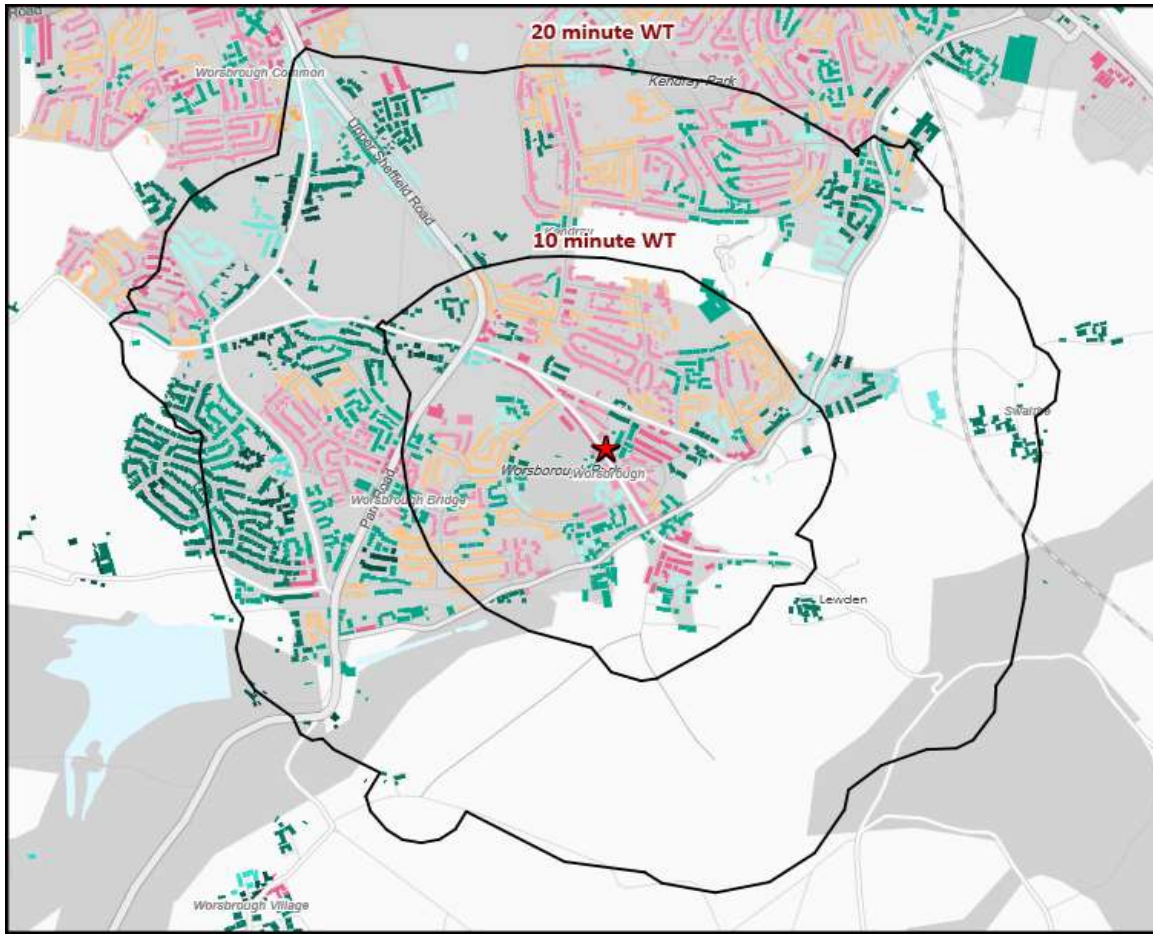


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Catchment Summary - Darley Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
111587	Darley Inn	S 70 4SD	Star Pubs & Bars	Community Pub	7

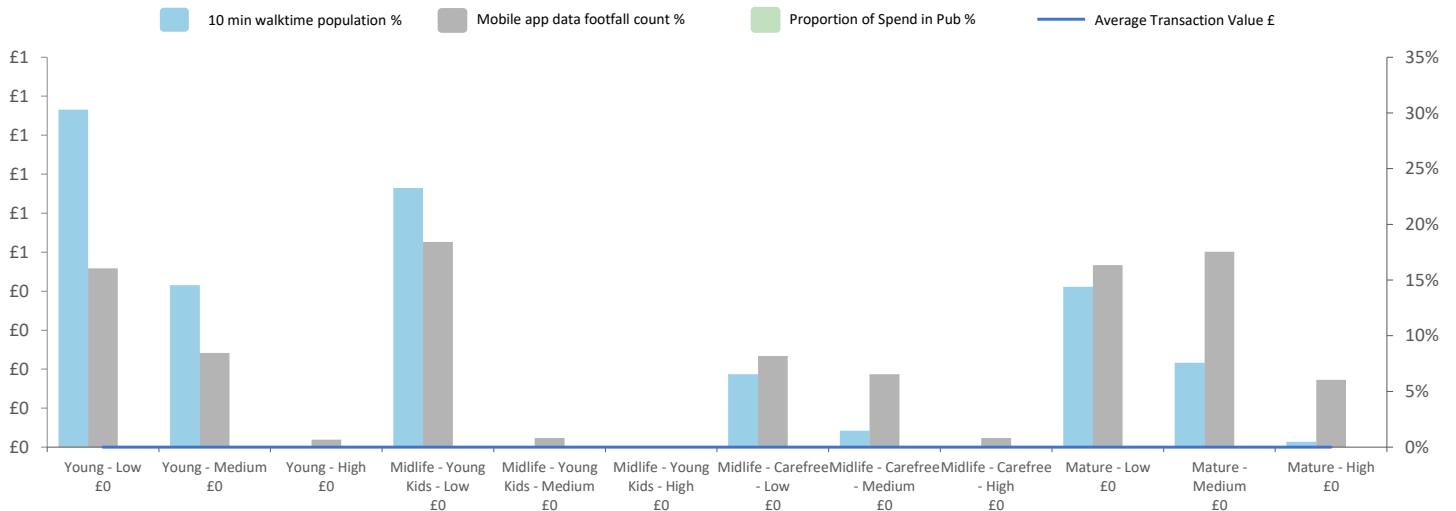


- ★ Pub Sites
- ⌘ Catchments

Polaris Plus Segments

- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

Polaris Plus Profile



See the Glossary page for further information on the above variables

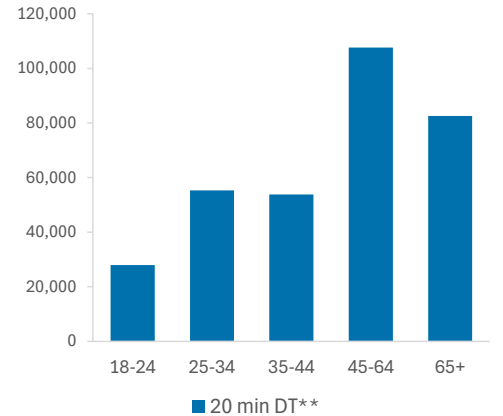
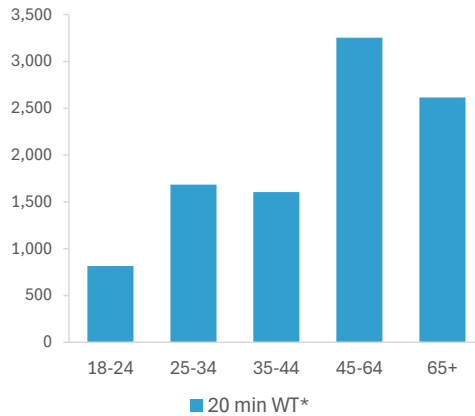
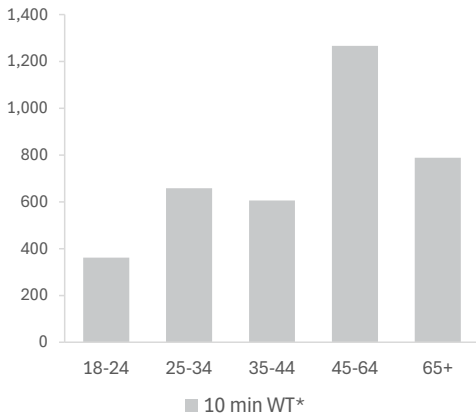
Catchment Summary - Darley Inn

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- Under GB Average

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	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Population	4,741	12,687	410,375	90	66	98	
Adults 18+	3,680	9,968	327,205	83	62	97	
Competition Pubs	7	12	405	37	27	100	
Adults 18+ per Competition Pub	526	831	808	59	94	91	
% Adults Likely to Drink	74,4%	75,0%	75,5%	98	99	100	
Affluence	Low	74,5%	74,0%	54,0%	224	223	163
	Medium	23,6%	23,0%	35,8%	62	60	94
	High	0,5%	1,4%	9,3%	2	5	34
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£14.632	£15.957	£19.107	69	75	90	
Age Profile	18-24	362	814	27,984	90	76	81
	25-34	658	1,683	55,284	103	98	100
	35-44	606	1,603	53,760	95	94	97
	45-64	1,266	3,254	107,593	105	101	104
	65+	788	2,614	82,584	87	108	105



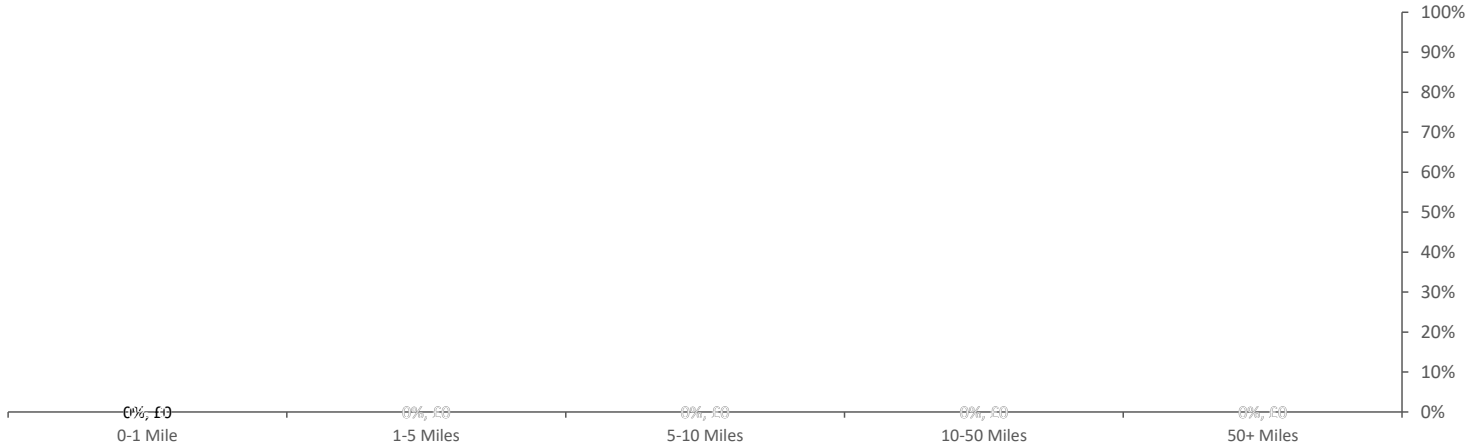
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	2,331 (49%)	6,228 (49%)	201,396 (49%)	100	100	100
	Female	2,410 (51%)	6,459 (51%)	208,979 (51%)	100	100	100
Economic Status (16+)	Employed: Full-time	1,154 (30%)	3,062 (30%)	113,340 (34%)	88	87	98
	Employed: Part-time	540 (14%)	1,365 (13%)	44,469 (13%)	117	110	109
	Self employed	289 (8%)	709 (7%)	25,431 (8%)	83	75	82
	Unemployed	114 (3%)	267 (3%)	8,375 (2%)	117	102	97
	Full-time student	76 (2%)	150 (1%)	5,259 (2%)	84	62	66
	Retired	693 (18%)	2,344 (23%)	79,256 (24%)	83	104	107
	Other	941 (25%)	2,376 (23%)	60,573 (18%)	141	132	103
Total Worker Count	885	2,460	169,288				

See the Glossary page for further information on the above variables

Transactional Data Summary - Darley Inn

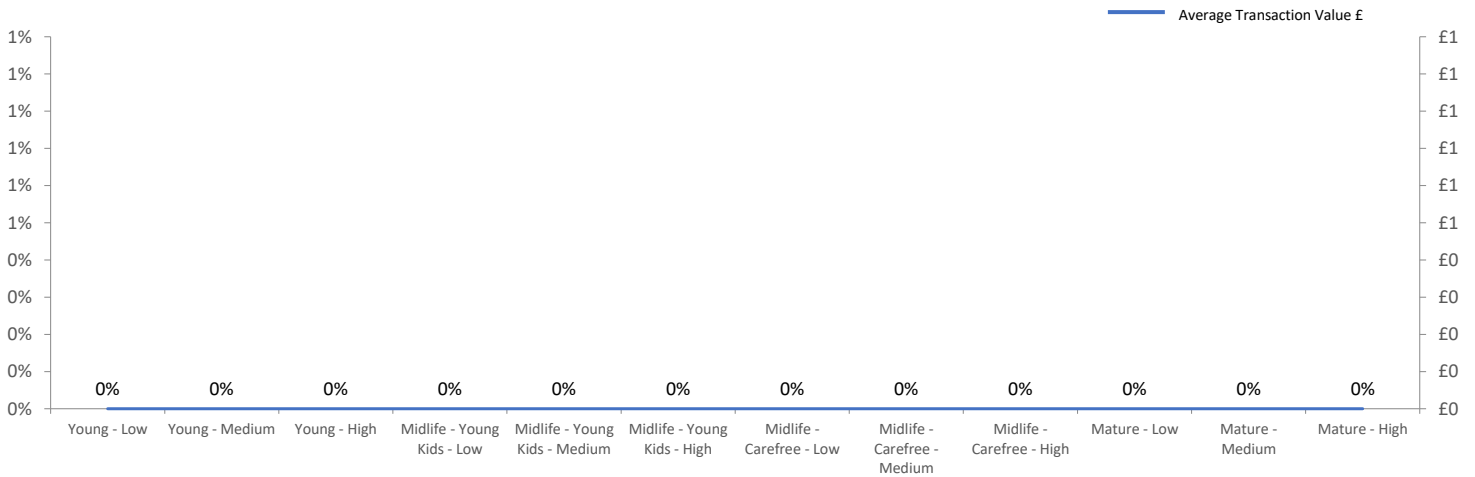
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Spend by Polaris and Distance from Home



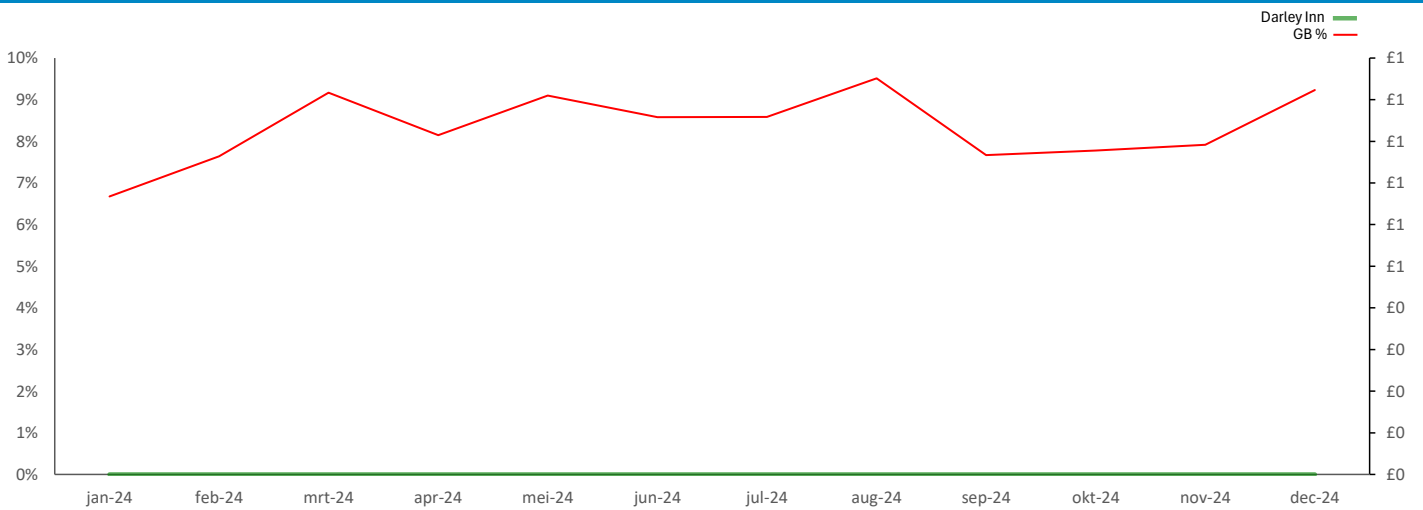
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% 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



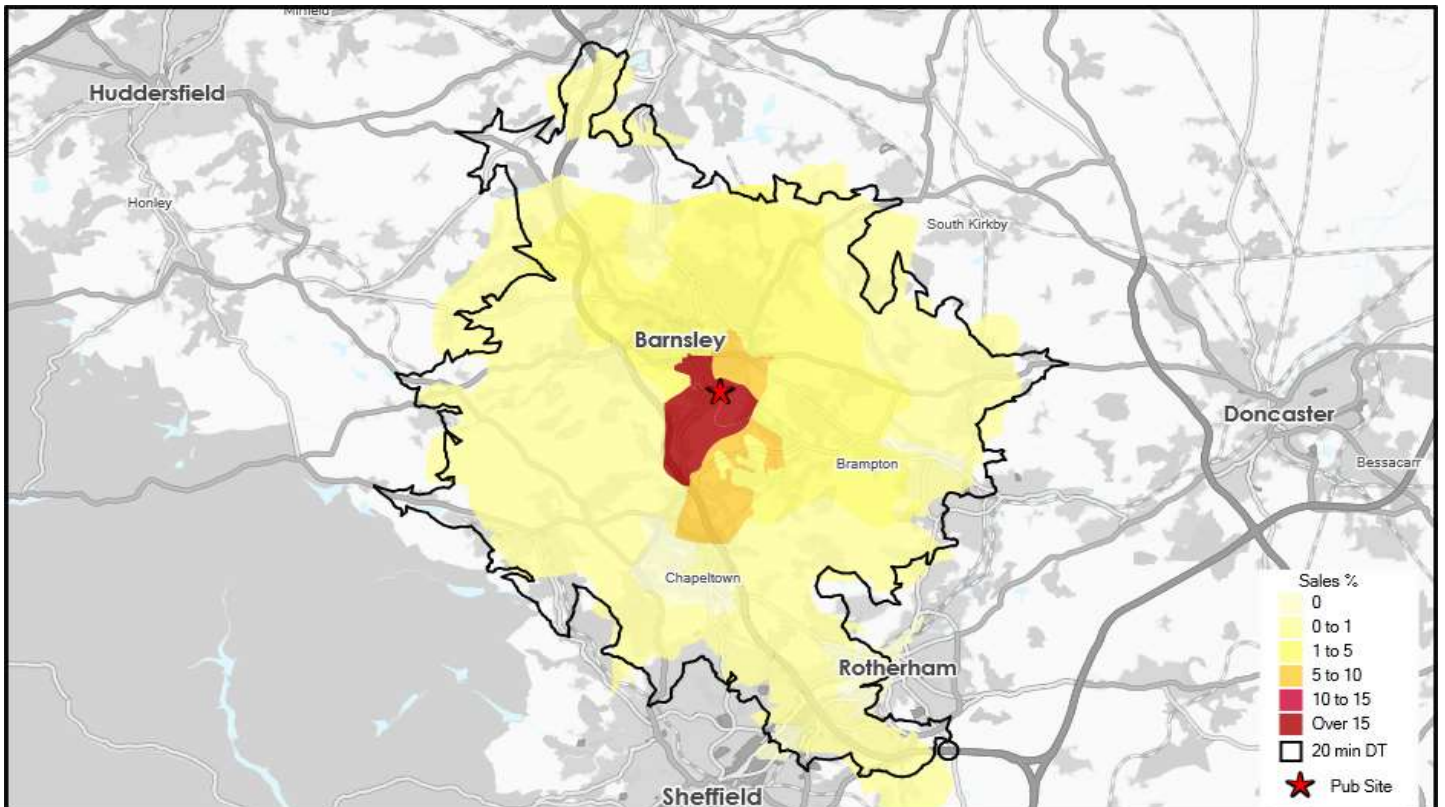
Seasonality of the spend split by month

Darley Inn Share of Spend from Postcode Sectors within 20 minute Drive



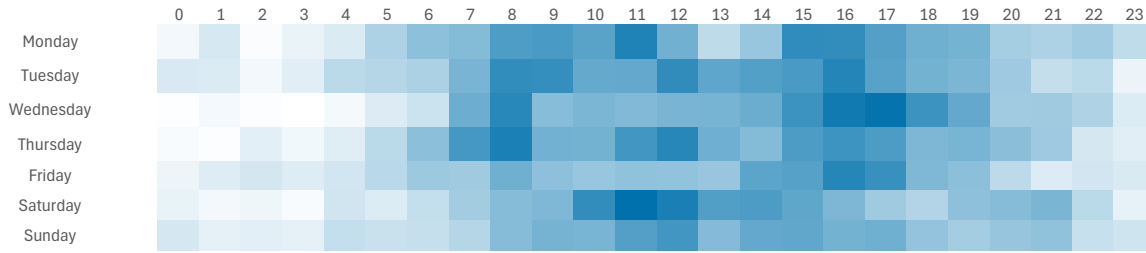
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Darley Inn



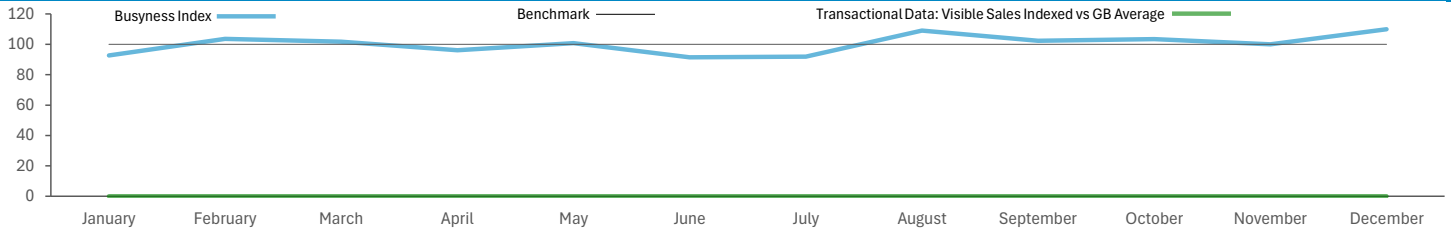
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



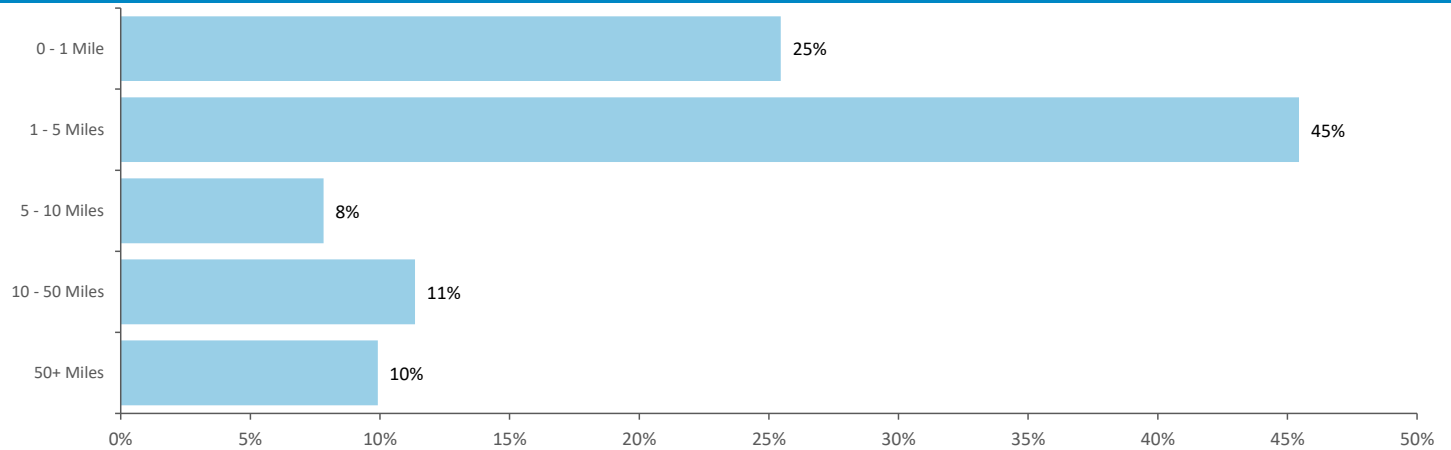
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

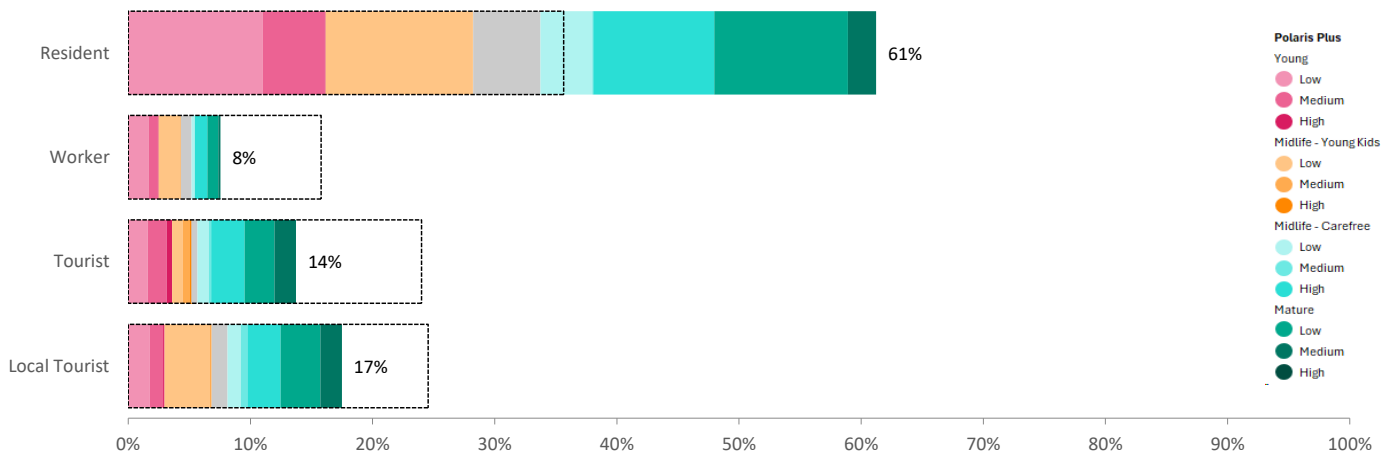
Distance from Home



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

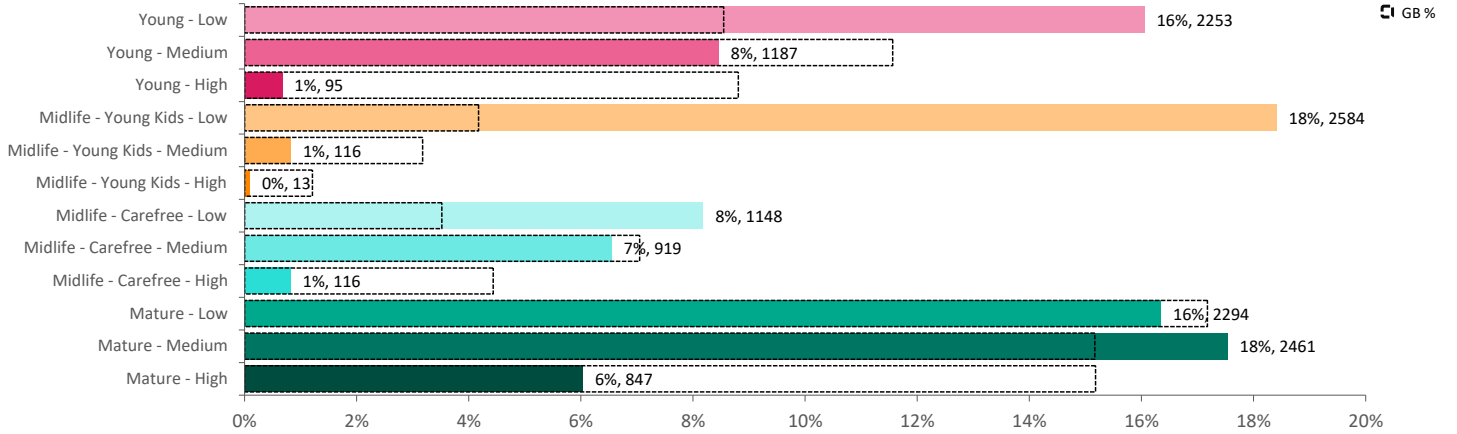
Audience Classification by Polaris Plus

Base: GB



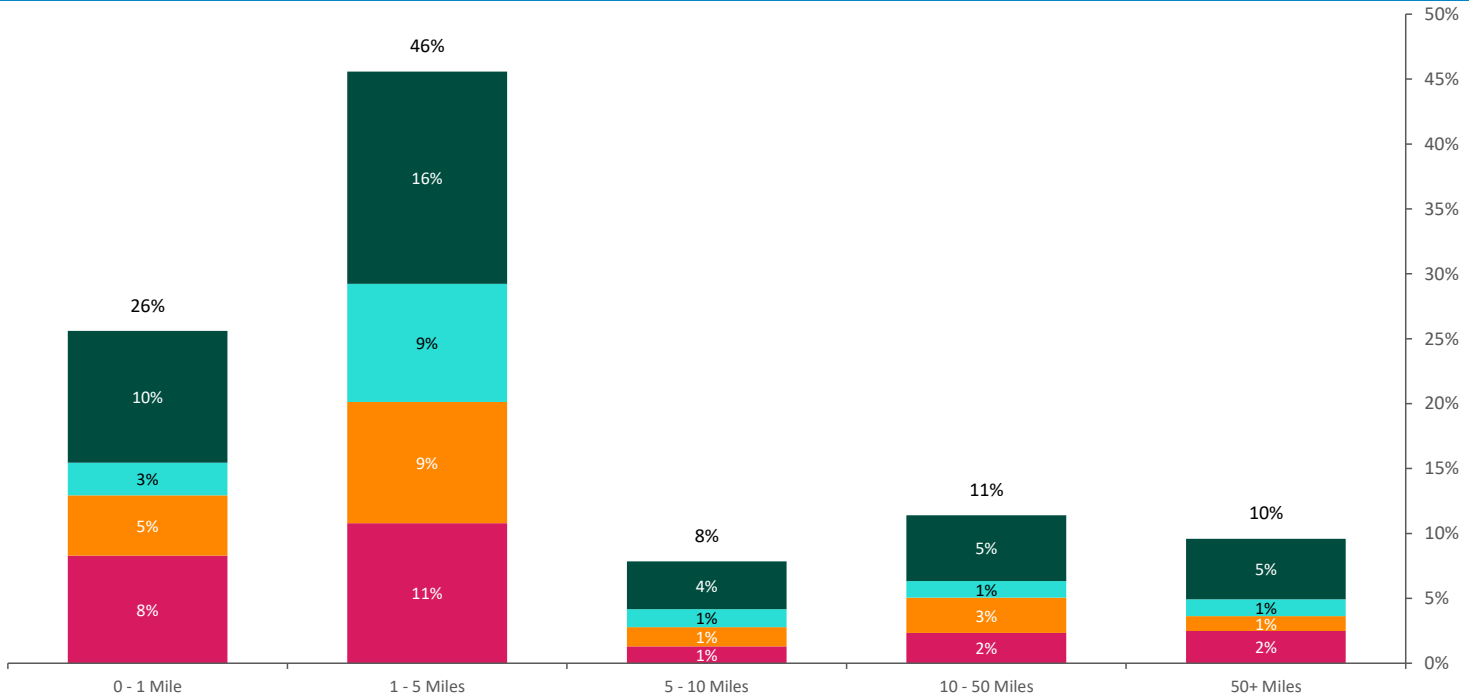
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



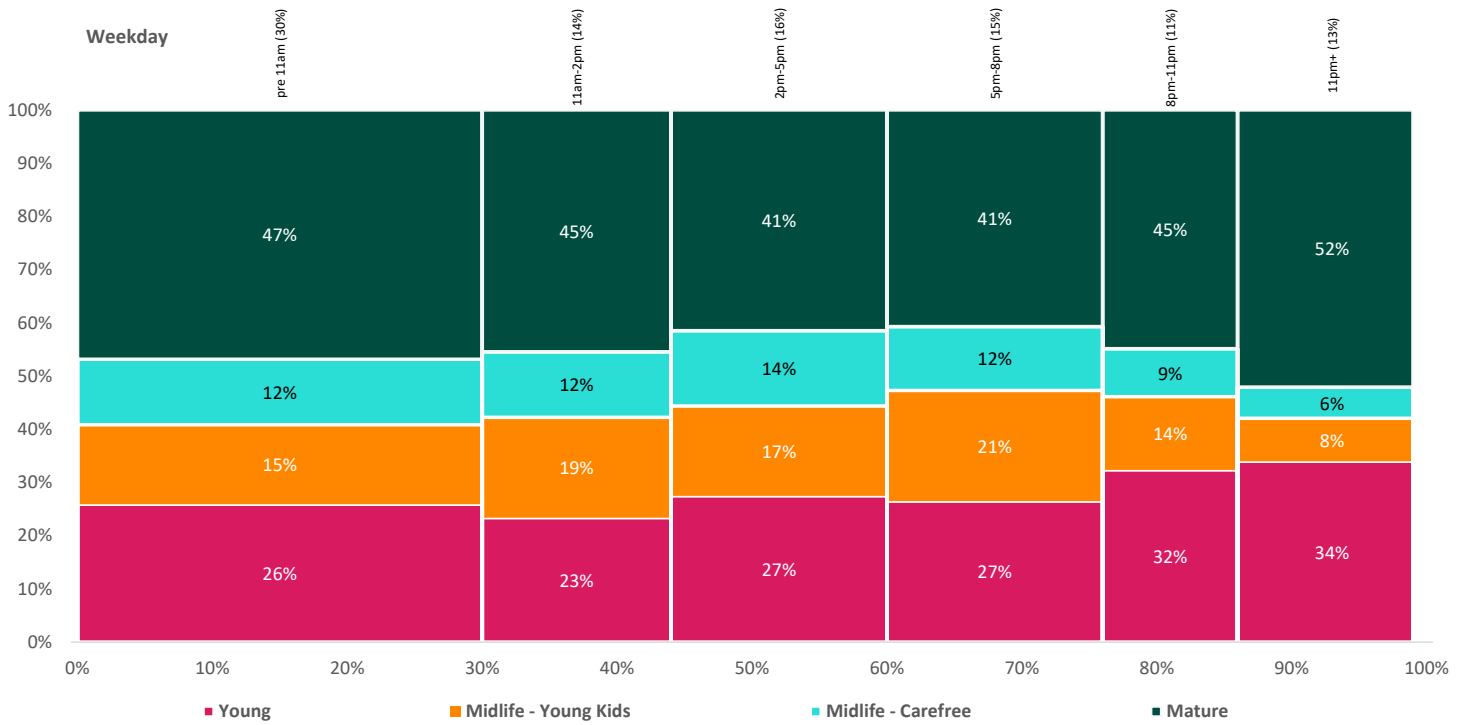
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



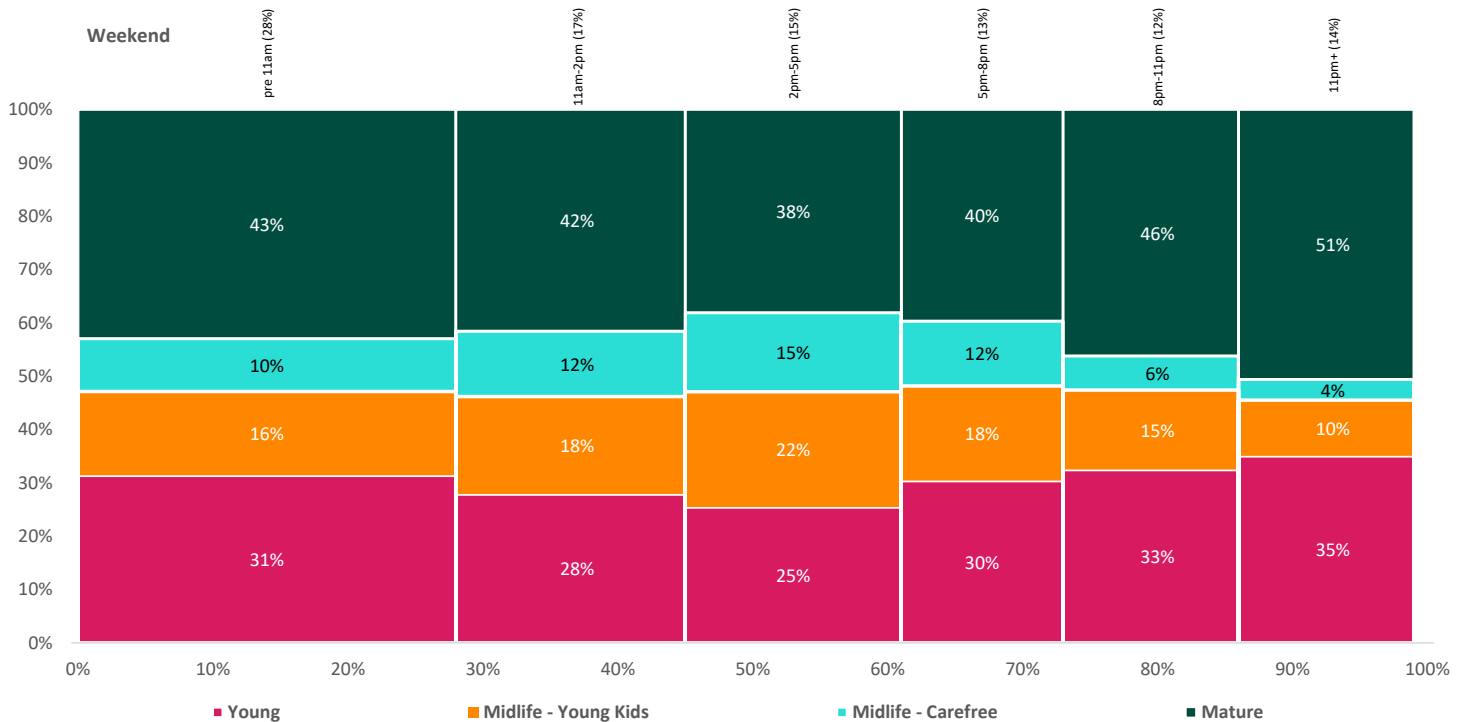
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



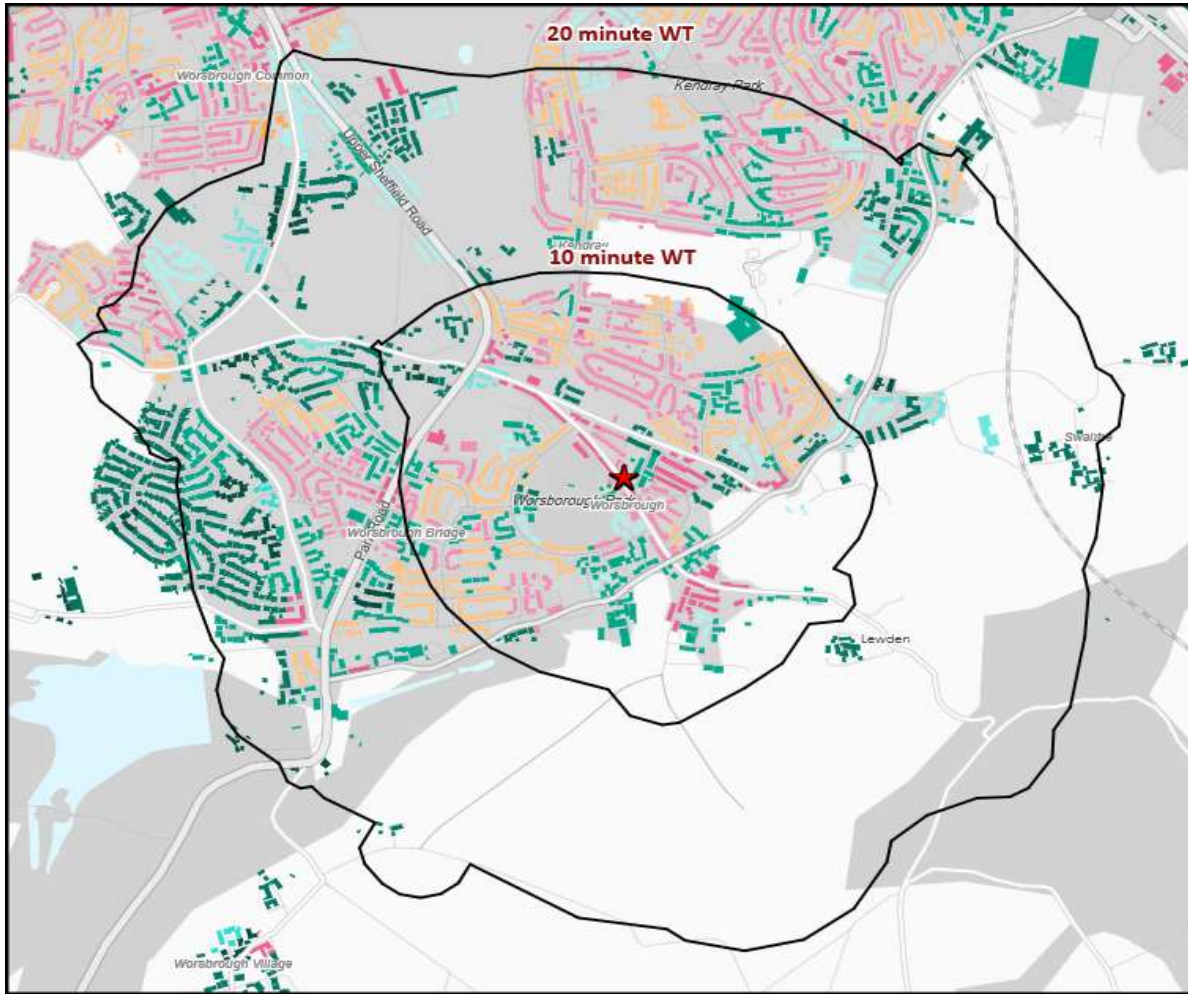
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2.624	1.213	1.259	1.147	900	1.277	8.420
Midlife - Carefree		690	329	430	337	182	143	2.112
Midlife - Young Kids		836	504	511	586	275	198	2.911
Young		1.450	624	834	747	649	833	5.137
All		5.600	2.671	3.033	2.817	2.006	2.452	18.579

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		873	517	420	360	410	500	3.081
Midlife - Young Kids		202	153	164	111	57	39	726
Midlife - Carefree		320	227	239	161	132	103	1.182
Mature		640	348	281	276	289	347	2.181
All		2.035	1.245	1.104	909	888	989	7.170

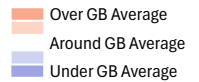
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



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	1.115	2.640	50.191	308	269	156
Medium	535	700	32.504	130	63	89
High	0	0	962	0	0	4
Midlife - Young Kids						
Low	856	2.042	49.992	424	374	279
Medium	0	0	1.572	0	0	11
High	0	0	0	0	0	0
Midlife - Carefree						
Low	241	997	18.328	157	240	134
Medium	54	90	16.069	21	13	69
High	0	3	5.899	0	1	40
Mature						
Low	530	1.693	58.141	105	124	130
Medium	279	1.504	66.990	49	97	132
High	18	139	23.508	3	9	48
Not Private Households	52	160	3.049	117	133	77
Total	3.680	9.968	327.205			

*WT= Walktime, **DT= Drivetime



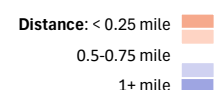


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Darley Inn	S 70 4SD	Star Pubs & Bars	Community Pub	0,0%	0,0%	0,00
1	Greyhound Inn	S 70 4SQ	Admiral Taverns Ltd	Community Pub	0,0%	0,0%	0,12
2	Dale Tavern	S 70 5PA	Independent Free	Clubland	7,3%	91,8%	0,25
3	Swaithes-Main Working Mens Club	S 70 4QY	Independent Free	Clubland	0,4%	83,6%	0,26
4	Boatmans Rest	S 70 4TD	Admiral Taverns Ltd	Family Pub Dining	44,0%	89,5%	0,31
5	Barrow Working Mens Club & Institute	S 70 5EX	Independent Free	Clubland	0,0%	0,0%	0,34
6	Worsborough Sports Association	S 70 5AL	Independent Free	Clubland	0,0%	0,0%	0,38
7	Ship Inn	S 70 5BA	Star Pubs & Bars	Community Pub	8,1%	96,4%	0,55
8	Red Lion	S 70 5LJ	Ei Group	Family Pub Dining	14,3%	92,6%	0,66
8	Red Lion Country Inn	S 70 5LJ	Stonegate Pub Company	Family Pub Dining	14,3%	92,6%	0,66
10	Barnsley Central Working Mens Club	S 70 3AL	Independent Free	Clubland	5,1%	94,5%	0,71
11	Ward Green Working Mens Club	S 70 4HH	Independent Free	Clubland	4,1%	96,1%	0,74
12	Stairfootardsley Conservative Club	S 70 3PW	Independent Free	Clubland	0,0%	0,0%	1,12
13	Victoria Hotel	S 70 4NW	Tadcaster Pub Co	Community Pub	1,0%	97,6%	1,17
14	East Dene Working Mens Club	S 70 1UD	Independent Free	Clubland	0,1%	75,7%	1,22
15	Keel Inn	S 70 3NT	Independent Free	Community Pub	1,3%	94,6%	1,22

* 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



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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Circuit Bar	4	14.410	4,4%	106
Community Pub	98	93.683	28,6%	146
Craft Led	0	7.479	2,3%	64
Great Pub Great Food	2	32.751	10,0%	55
High Street Pub	55	87.204	26,7%	141
Premium Local	42	41.165	12,6%	74

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							