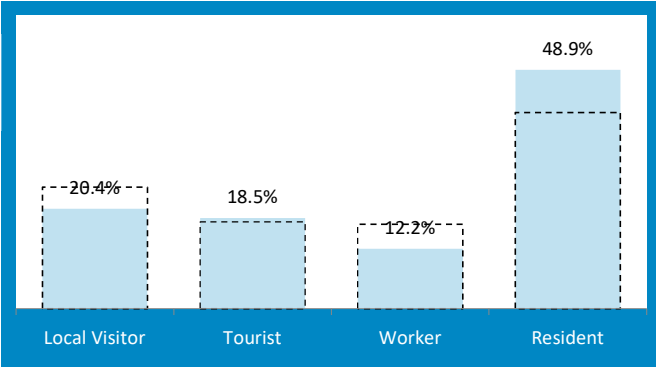
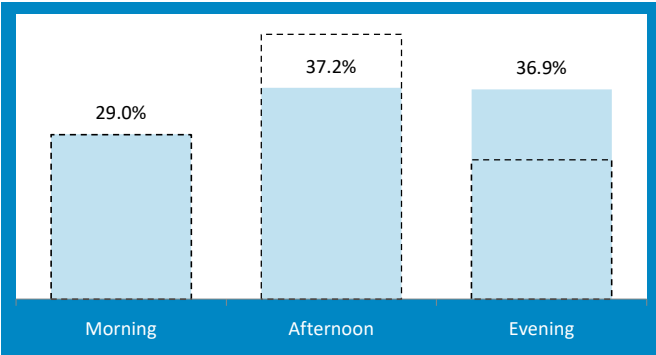
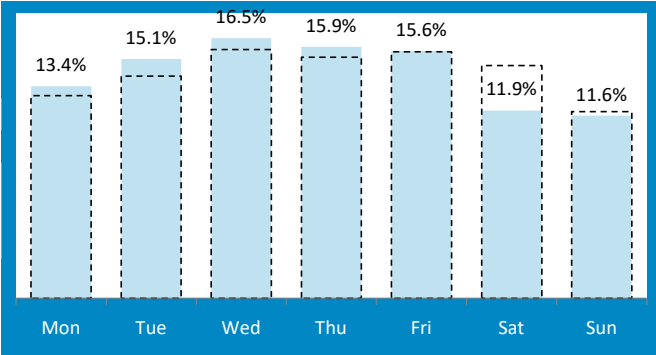


Area Quick Stats

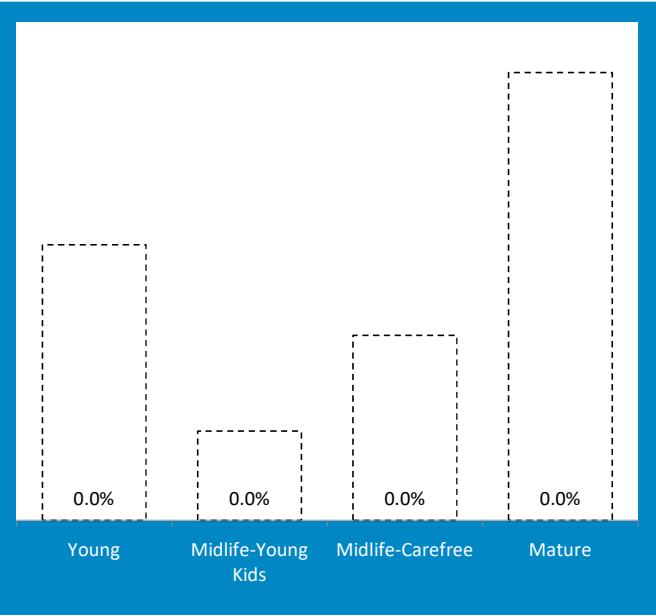
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4,616	5,344
Adult Pop		3,426	4,529
Affluence	Low	86%	33%
	Medium	9%	38%
	High	5%	27%
Young		89%	28%
Midlife Young Kids		9%	11%
Midlife Carefree		2%	16%
Mature		0%	44%
Competition Count		6	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



Catchment Summary - Henley Arms

Over GB Average

Around GB Average

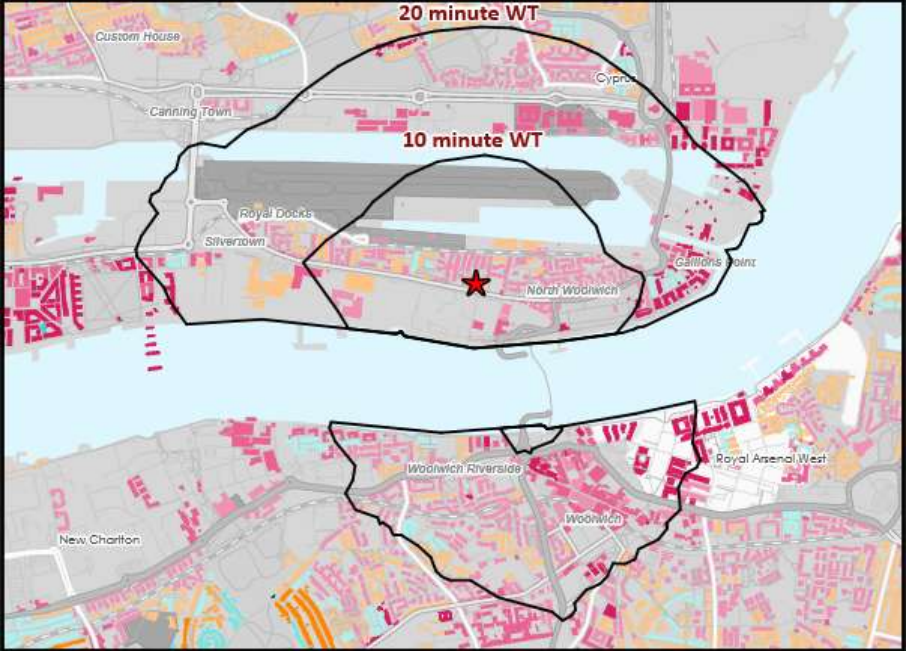
Under GB Average

*WT= Walktime

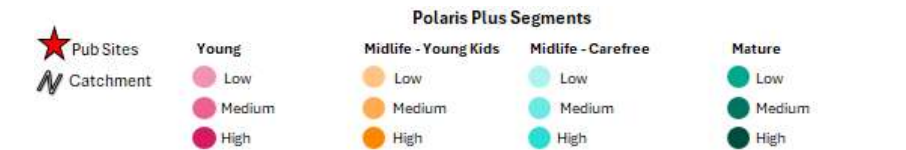
**DT= Drivetime

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	4,616	25,475	840,478	86	130	198	
Adults 18+	3,426	20,322	643,673	76	124	189	
Competition Pubs	6	27	496	14	26	63	
Adults 18+ per Competition Pub	571	753	1,298	83	110	189	
% Adults Likely to Drink	72.0%	76.0%	71.0%	90	95	89	
Affluence	Low	86.0%	52.8%	55.0%	259	159	166
	Medium	9.5%	19.9%	30.8%	25	52	80
	High	4.6%	27.3%	13.6%	17	99	50
Mean Net Disposable income (£pa)		£14,703	£13,724	£16,470	65	61	73
Age Profile	18-24	457	2,743	88,997	116	127	124
	25-34	837	6,520	171,008	134	189	150
	35-44	768	4,788	140,157	123	139	123
	45-64	1,046	4,891	178,227	90	76	84
	65+	318	1,380	65,284	36	28	40

*Affluence does not include Not Private Households



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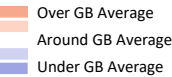


Per Pub - Henley Arms

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

WT= Walktime, DT= Drivetime

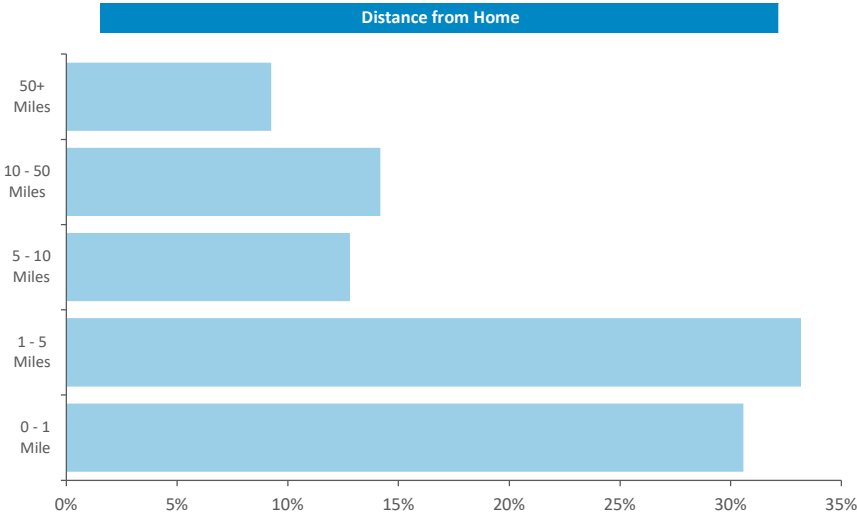
Adults 18+	3,426	20,322	643,673
Number of Competition Pubs	6	27	496
Adults 18+ per Competition Pub	571	753	1,298



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	514	15.0%	191
Family Pub Dining	0	444	13.0%	143
Great Pub Great Food	1	367	10.7%	64
Leisure	2	323	9.4%	94
Mainstream	2	573	16.7%	120
Premium	0	385	11.2%	79
Restaurant	1	746	21.8%	95
Super Premium	0	74	2.2%	55

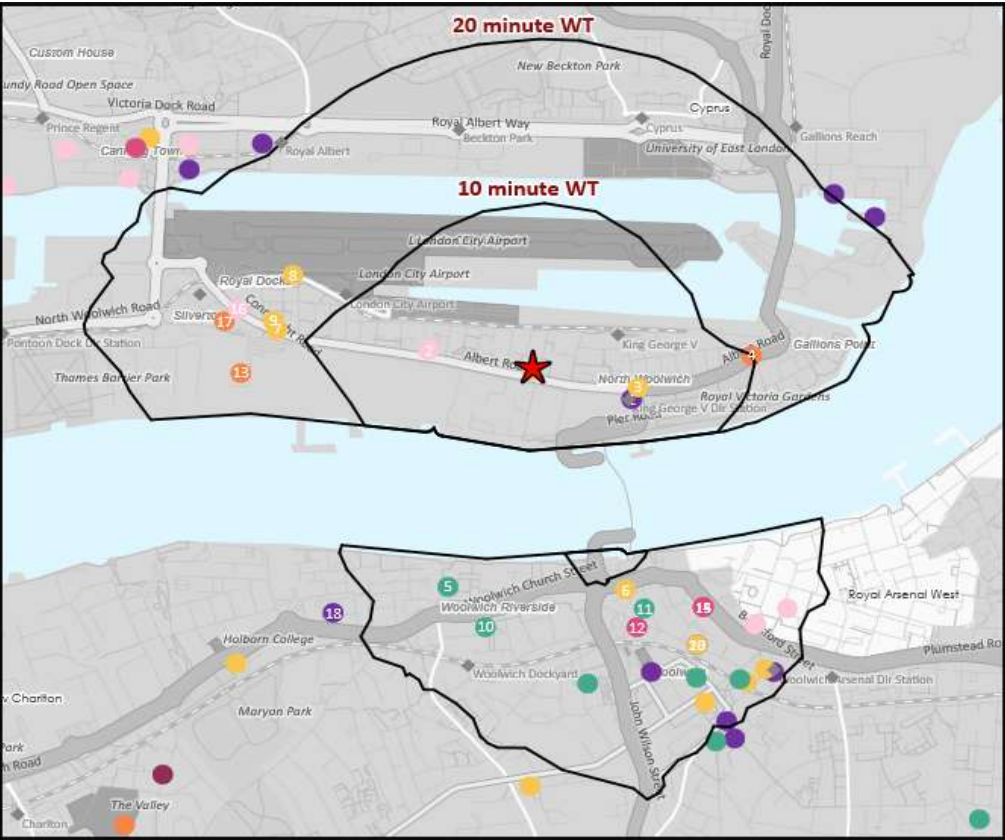
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	2,247	11.1%	141
Family Pub Dining	3	2,048	10.1%	111
Great Pub Great Food	4	2,715	13.4%	80
Leisure	3	1,846	9.1%	90
Mainstream	9	2,925	14.4%	103
Premium	0	2,790	13.7%	96
Restaurant	3	4,925	24.2%	105
Super Premium	0	828	4.1%	104

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	69	70,151	10.9%	139
Family Pub Dining	18	68,758	10.7%	118
Great Pub Great Food	39	84,009	13.1%	78
Leisure	61	60,999	9.5%	94
Mainstream	71	94,702	14.7%	105
Premium	48	86,041	13.4%	93
Restaurant	178	152,543	23.7%	103
Super Premium	12	22,789	3.5%	90

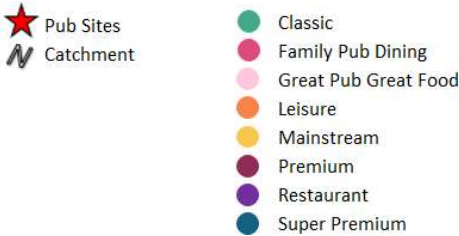


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Competition - Henley Arms



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
12	Castle	SE18 6JL	Trust Inns Limited	Family Pub Din	48.5%	0.63
10	Greyhound	SE18 5QE	Admiral Taverns Ltd	Classic	16.0%	0.59
20	Nandos	SE18 6LQ	Nandos Restaurants	Restaurant	12.6%	0.72
15	Beefeater	SE18 6BF	Whitbread	Family Pub Din	12.2%	0.65
11	Roses	SE18 6NE	Independent Free	Classic	6.0%	0.59
8	Hithes	E 16 2PX	SSP	Mainstream	3.8%	0.56
3	Royal Standard	E 16 2NQ	Independent Free	Mainstream	0.8%	0.23
0	Henley Arms	E 16 2JB	Star Pubs & Bars	Mainstream	0.0%	0.00
1	Pier Gardens	E 16 2JJ	Independent Free	Restaurant	0.0%	0.22
2	London City Airport Hotel	E 16 2DY	Independent Free	Great Pub Gre.	0.0%	0.23
4	King George V Dock Victoria D	E 16 2NJ	Independent Free	Leisure	0.0%	0.47
5	Clock House Community	SE18 5QL	Independent Free	Classic	0.0%	0.52
6	Palm Beach Restaurant	SE18 6DS	Independent Free	Mainstream	0.0%	0.54
7	Travelodge	E 16 2DB	Dubai International Capital	Mainstream	0.0%	0.56
9	Royal British Legion Club	E 16 2DQ	Independent Free	Mainstream	0.0%	0.57
13	Beams	E 16 2HB	Independent Free	Leisure	0.0%	0.63
14	Premier Inn	SE18 6BF	Whitbread Hotels	Family Pub Din	0.0%	0.65
16	Courtyard By Marriott	E 16 2AE	Marriott International	Great Pub Gre.	0.0%	0.65
17	Brick Lane Music Hall	E 16 2DA	Independent Free	Leisure	0.0%	0.68
18	Le Wouri	SE18 5NS	Independent Free	Restaurant	0.0%	0.70
19	Travelodge	SE18 6LQ	Dubai International Capital	Mainstream	0.0%	0.72

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

Catchment Summary - Henley Arms

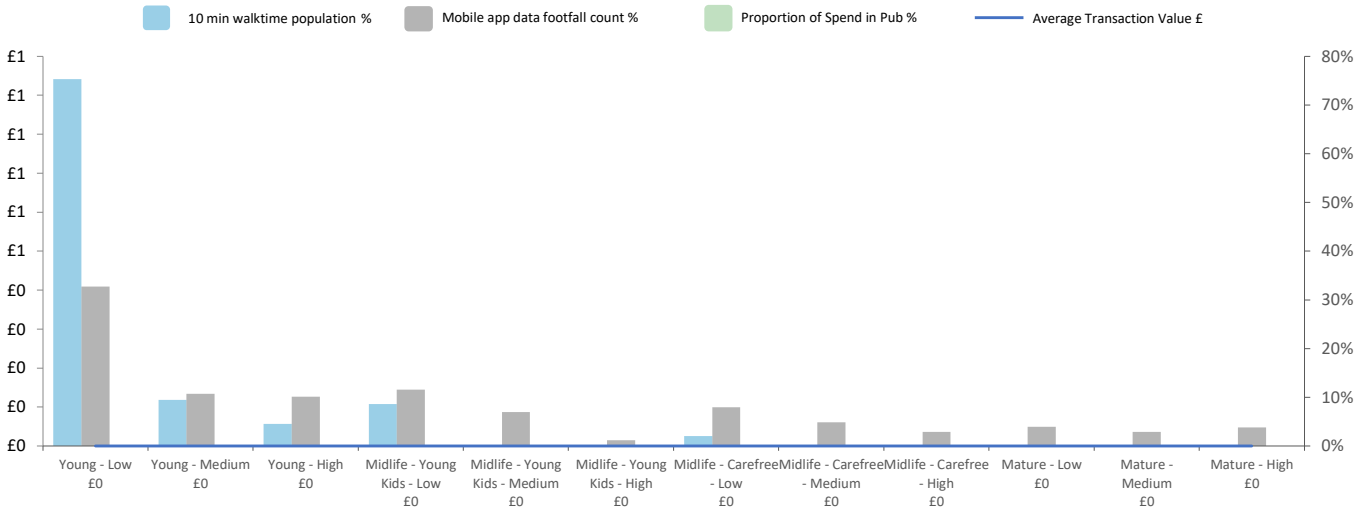


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
38319	Henley Arms	E 16 2JB	Star Pubs & Bars	Mainstream	3



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Henley Arms

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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	4,616	25,475	840,478	86	130	198
Adults 18+	3,426	20,322	643,673	76	124	189
Competition Pubs	6	27	496	14	26	63
Adults 18+ per Competition Pub	571	753	1,298	83	110	189
% Adults Likely to Drink	72.0%	76.0%	71.0%	90	95	89

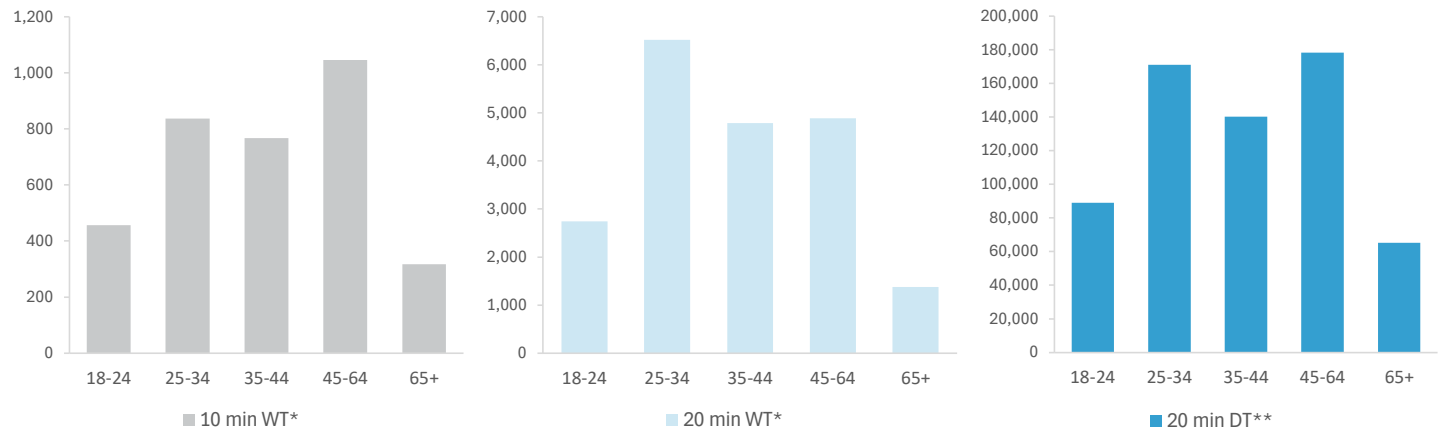
Population & Adults 18+ index is based on all pubs

Affluence	Low	86.0%	52.8%	55.0%	259	159	166
	Medium	9.5%	19.9%	30.8%	25	52	80
	High	4.6%	27.3%	13.6%	17	99	50

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£14,703	£13,724	£16,470	65	61	73
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Age Profile	18-24	457	2,743	88,997	116	127	124
	25-34	837	6,520	171,008	134	189	150
	35-44	768	4,788	140,157	123	139	123
	45-64	1,046	4,891	178,227	90	76	84
	65+	318	1,380	65,284	36	28	40



		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	2,184 (47%)	12,479 (49%)	420,153 (50%)	96	100	102
	Female	2,432 (53%)	12,996 (51%)	420,325 (50%)	103	100	98
Economic Status (16+)	Employed: Full-time	1,092 (31%)	8,629 (41%)	227,320 (34%)	90	122	100
	Employed: Part-time	501 (14%)	2,261 (11%)	80,307 (12%)	118	91	101
	Self employed	373 (10%)	2,313 (11%)	75,514 (11%)	113	120	122
	Unemployed	234 (7%)	1,021 (5%)	32,986 (5%)	239	178	180
	Full-time student	155 (4%)	1,131 (5%)	26,263 (4%)	175	217	158
	Retired	271 (8%)	1,201 (6%)	53,777 (8%)	35	26	37
	Other	933 (26%)	4,303 (21%)	169,588 (25%)	147	116	143
Total Worker Count		799	11,019	210,907			

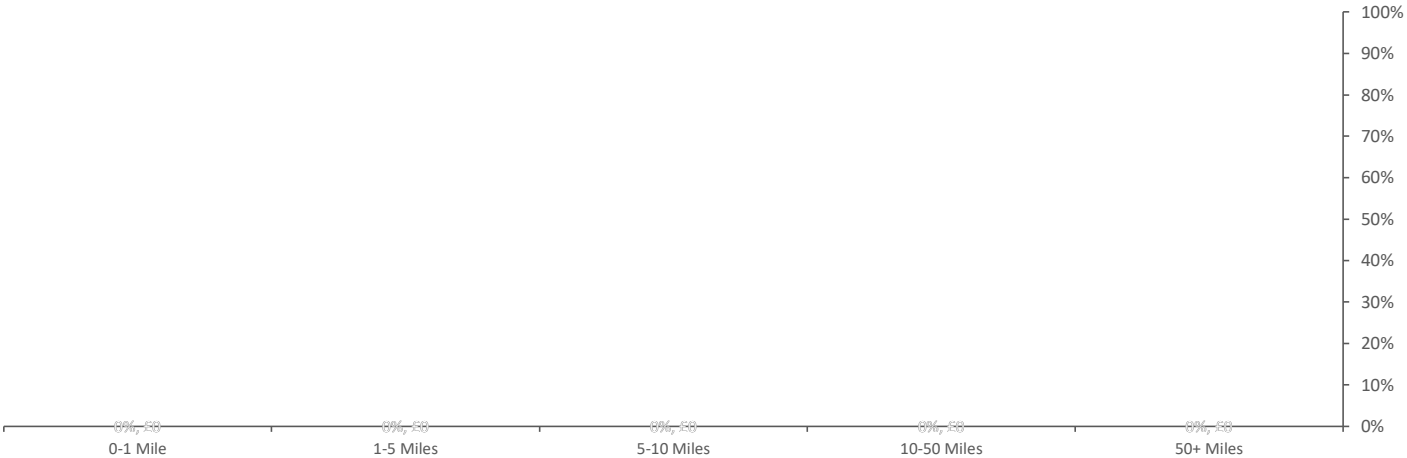
See the Glossary page for further information on the above variables

Transactional Data Summary - Henley Arms



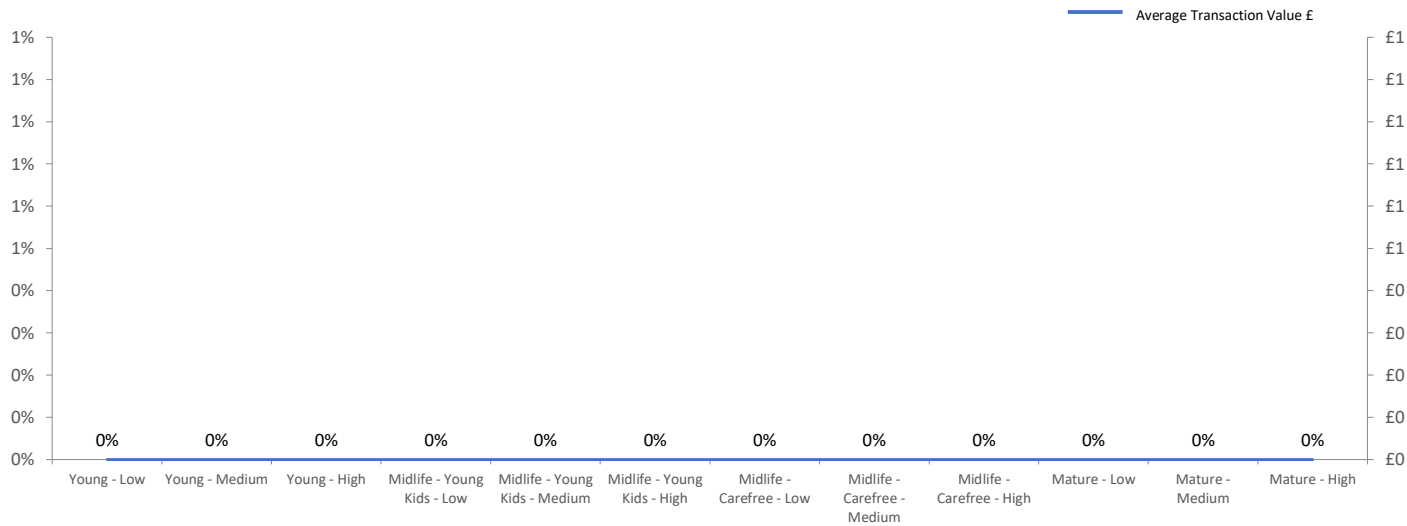
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Spend by Polaris and Distance from Home



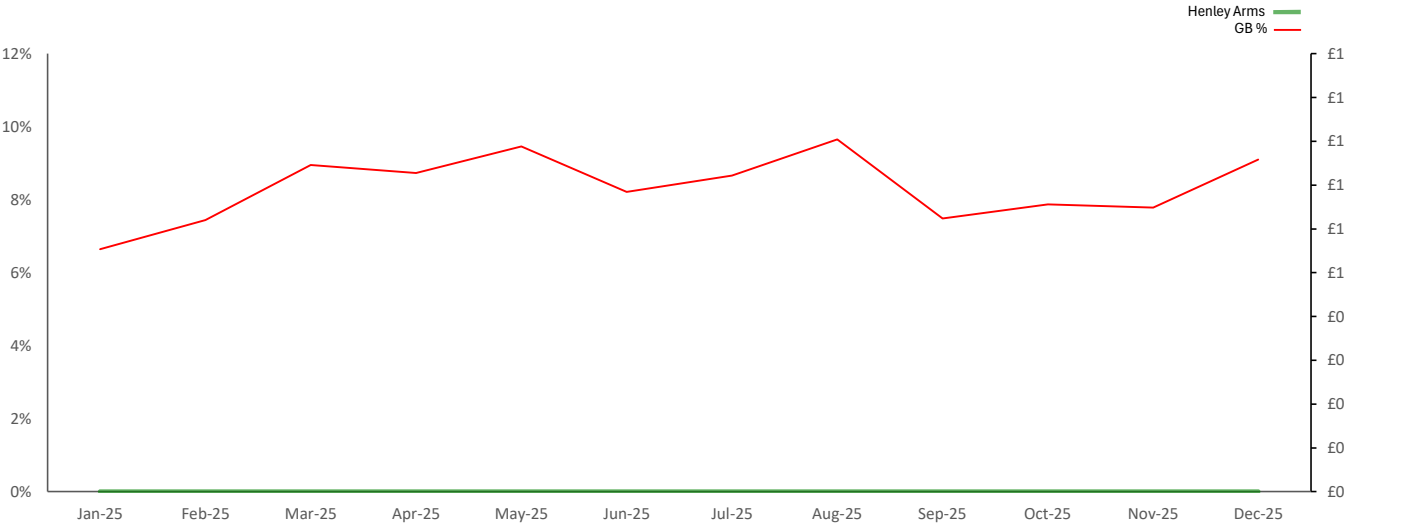
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

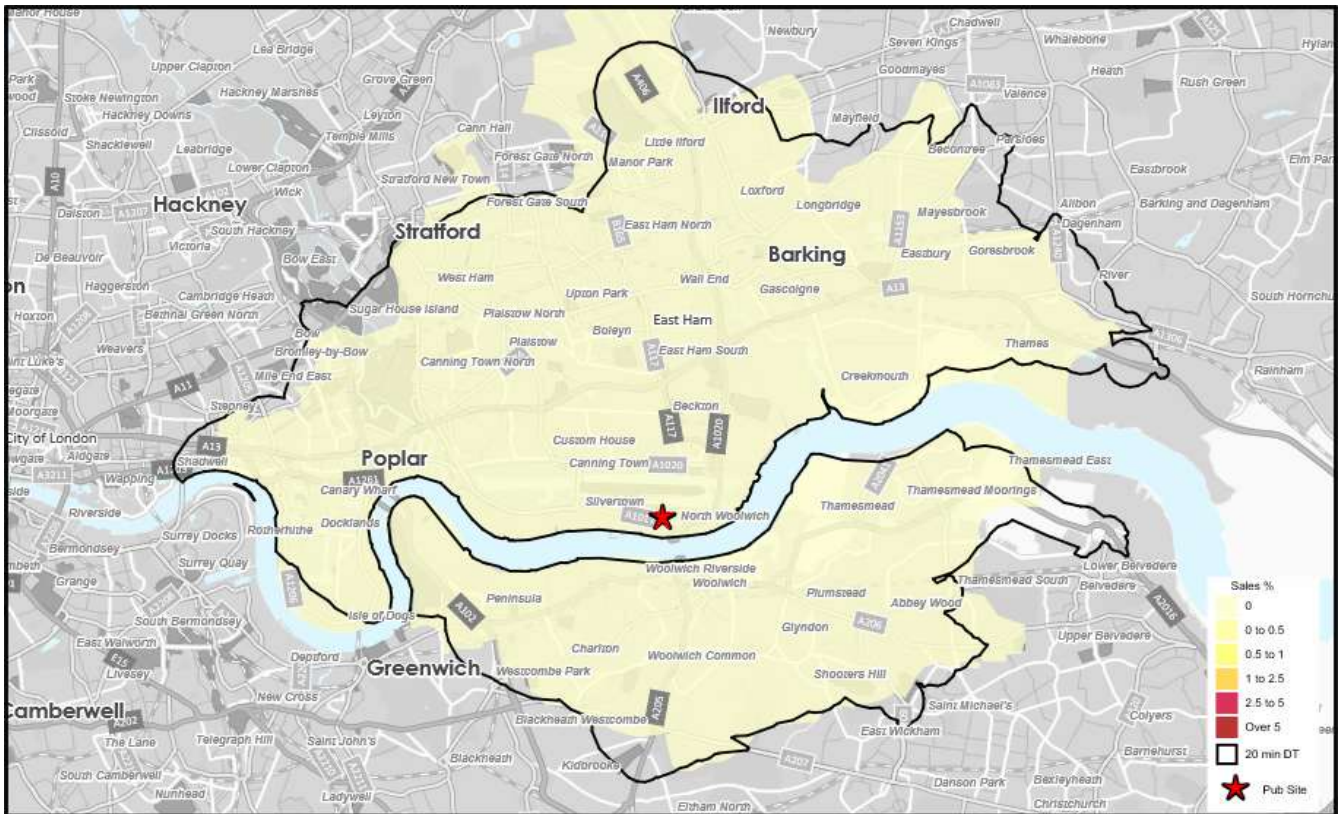


Seasonality of the spend split by month

Transactional Data Maps - Henley Arms

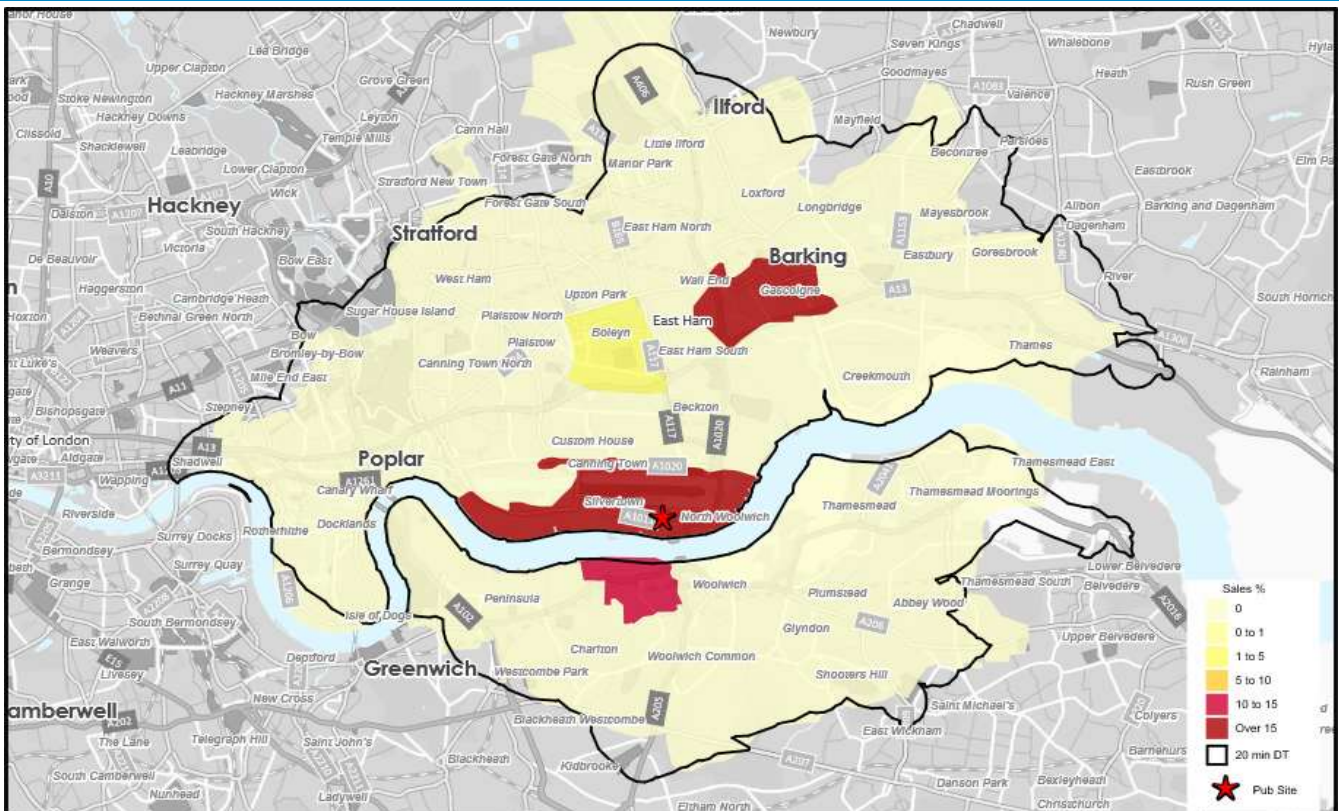
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Henley Arms Share of Spend from Postcode Sectors within 20 minute Drive



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

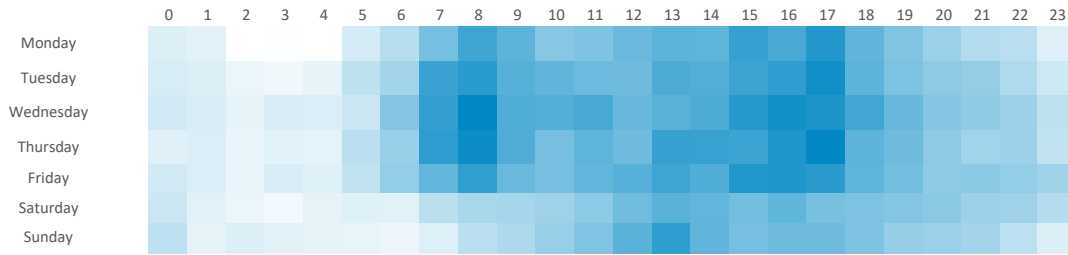
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Henley Arms



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

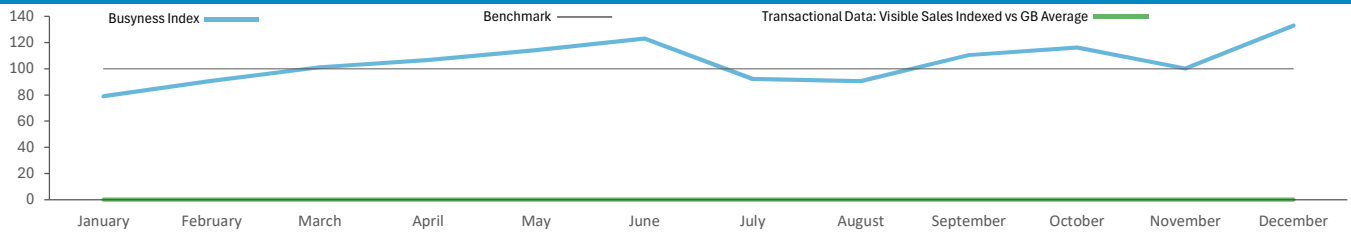
Mobile Data Summary - Henley Arms

Time of Day/Day of Week



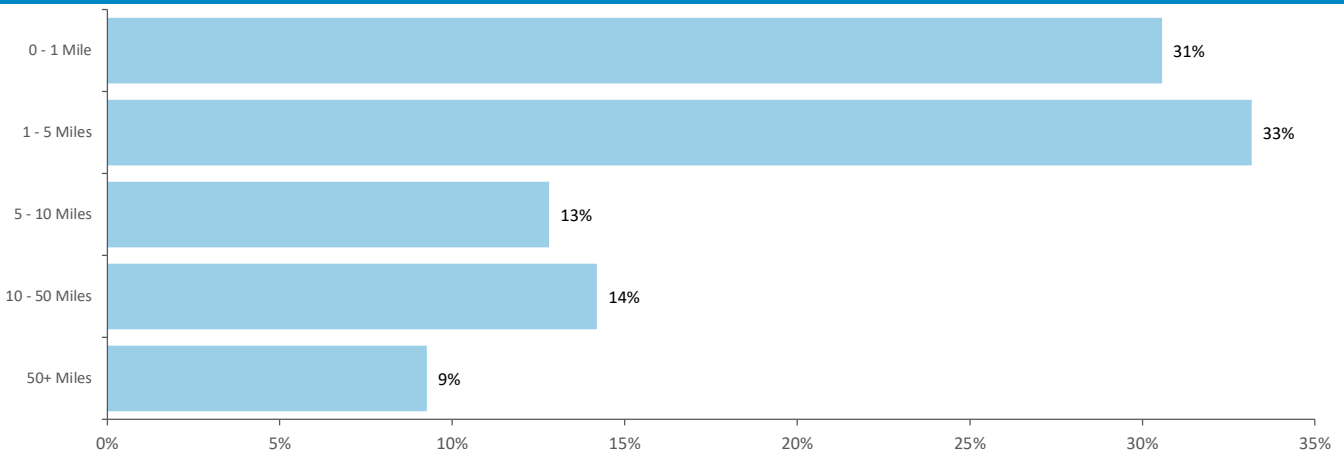
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

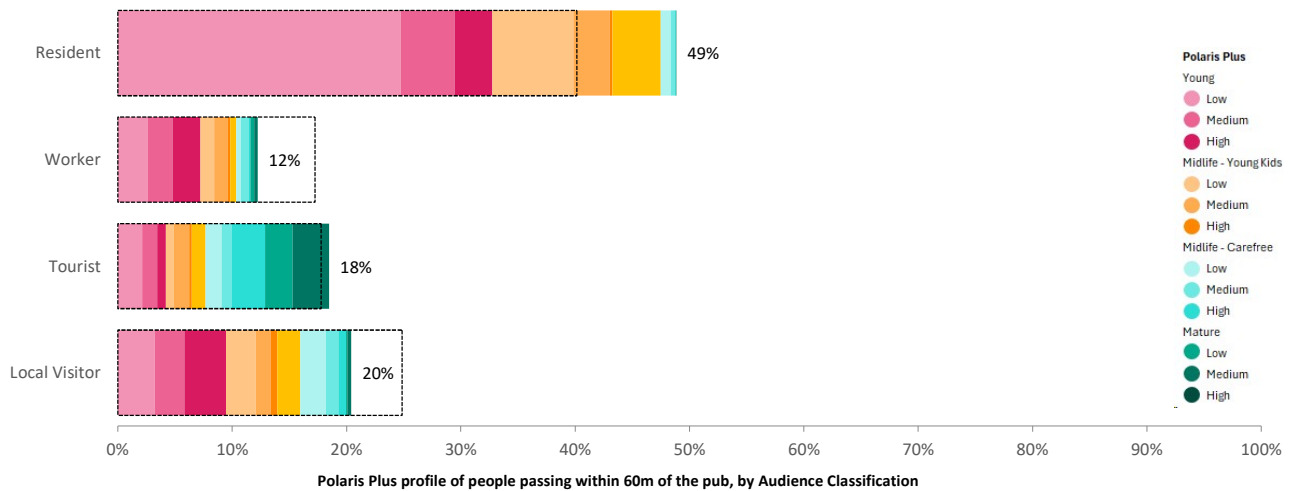
Distance from Home



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



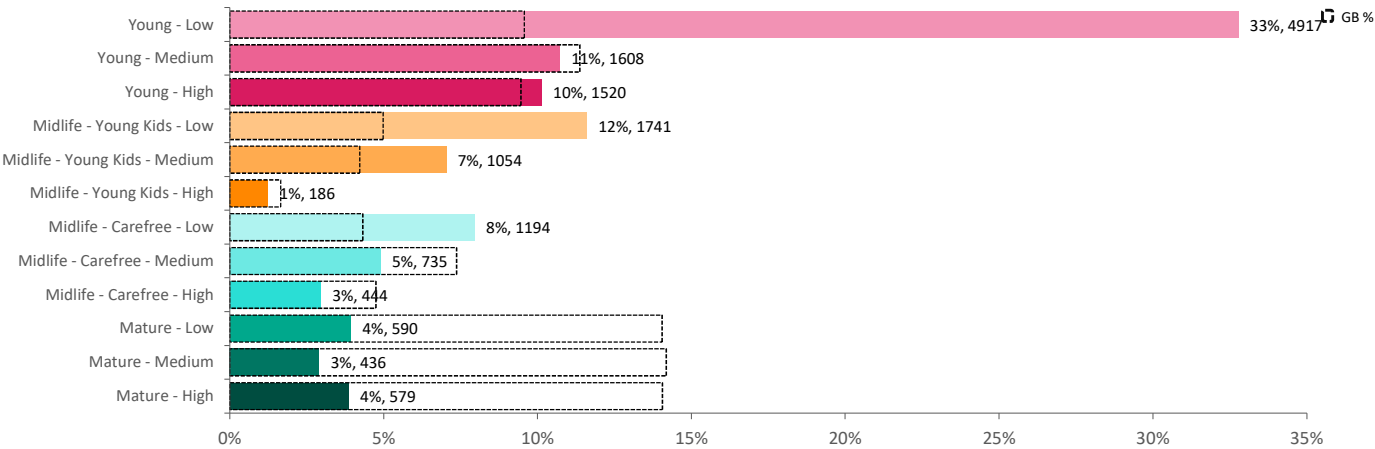
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Henley Arms



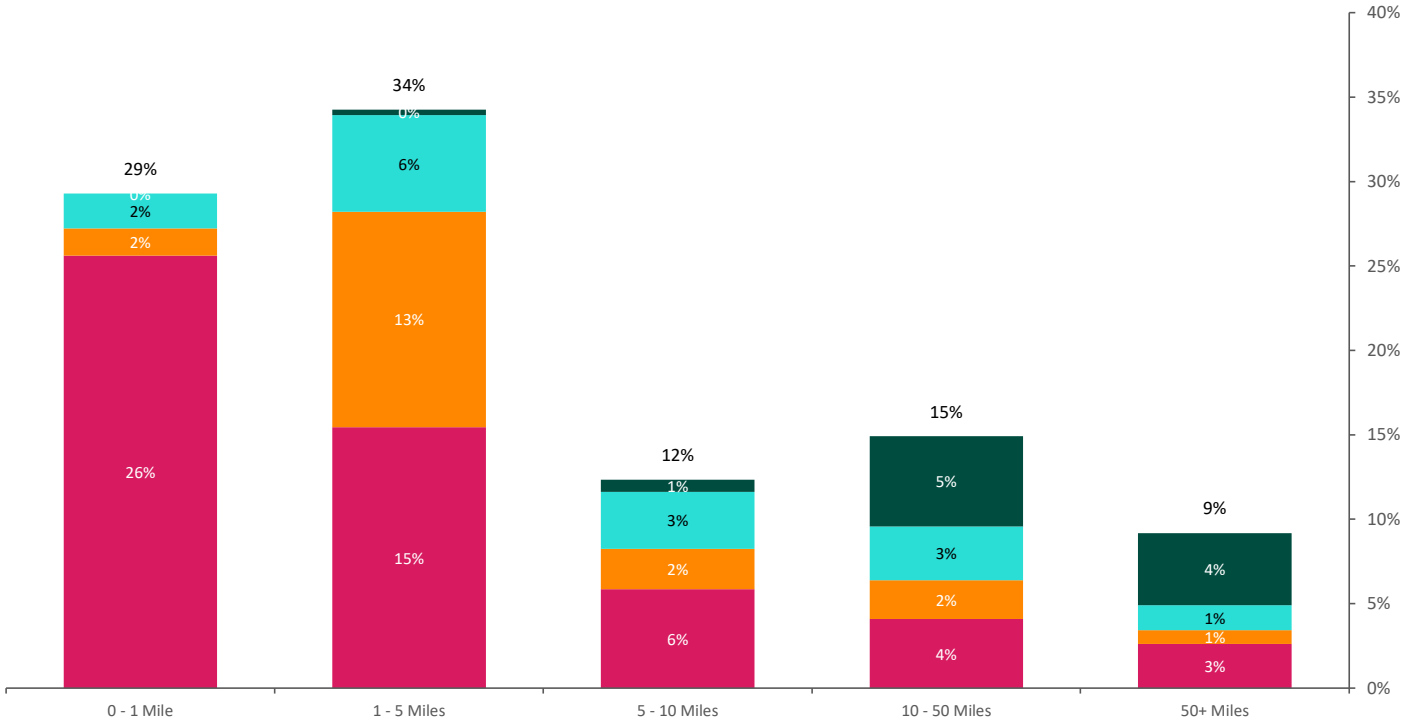
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Polaris Plus Profile



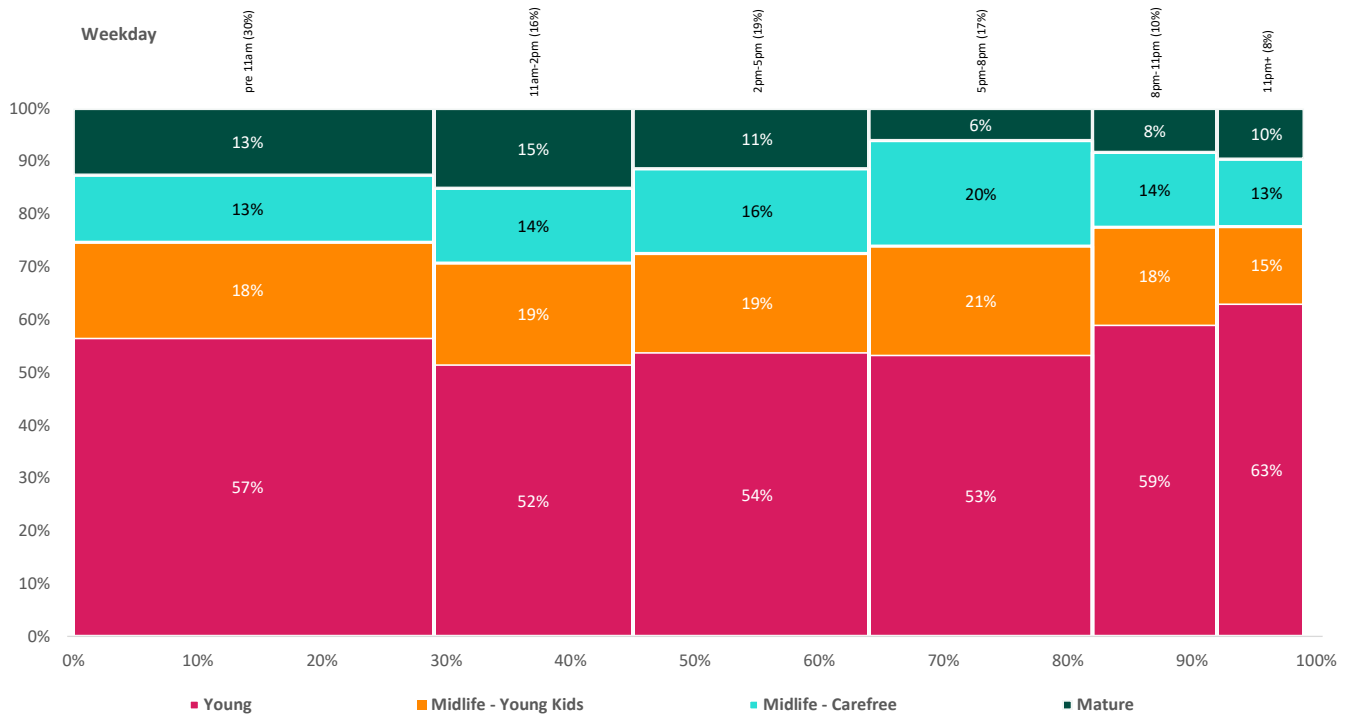
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



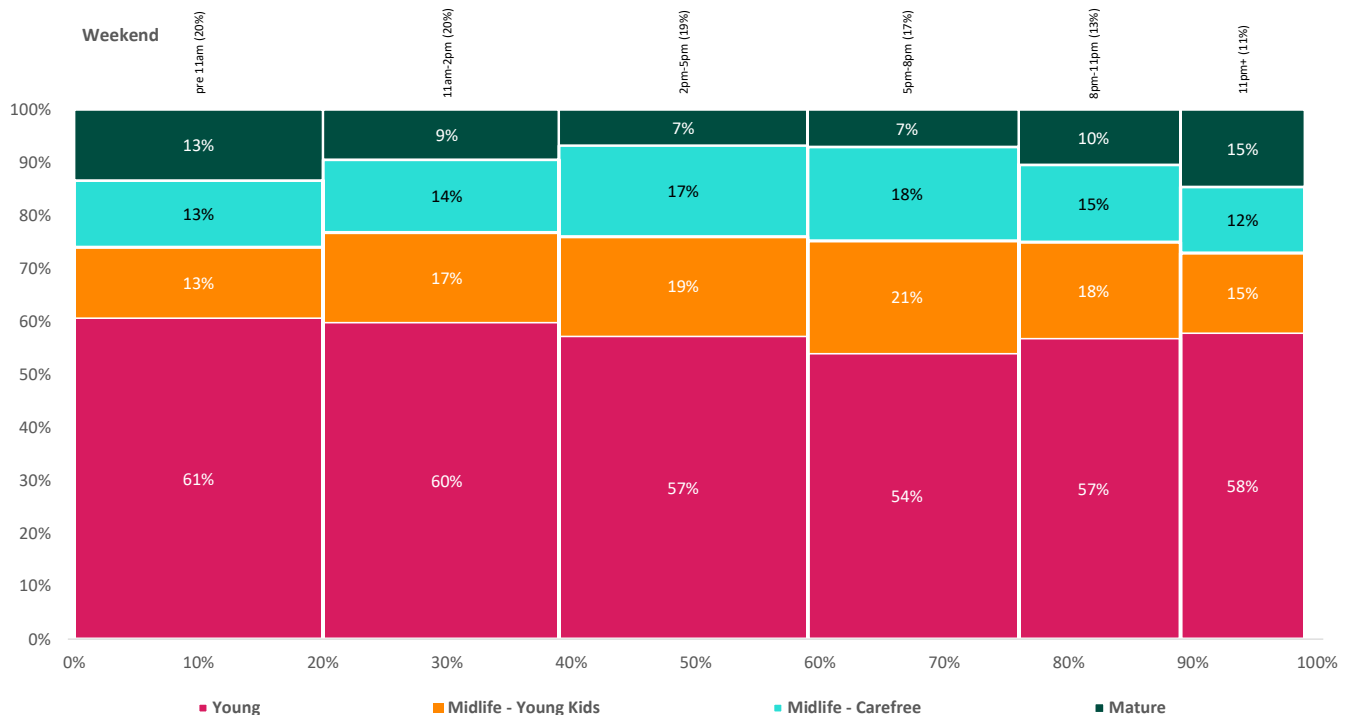
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	546	354	313	151	124	107	1,594
Midlife - Carefree	547	332	442	495	210	143	2,169
Midlife - Young Kids	776	448	512	509	273	162	2,680
Young	2,434	1,206	1,477	1,320	874	702	8,012
All	4,303	2,340	2,743	2,474	1,480	1,114	14,455

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

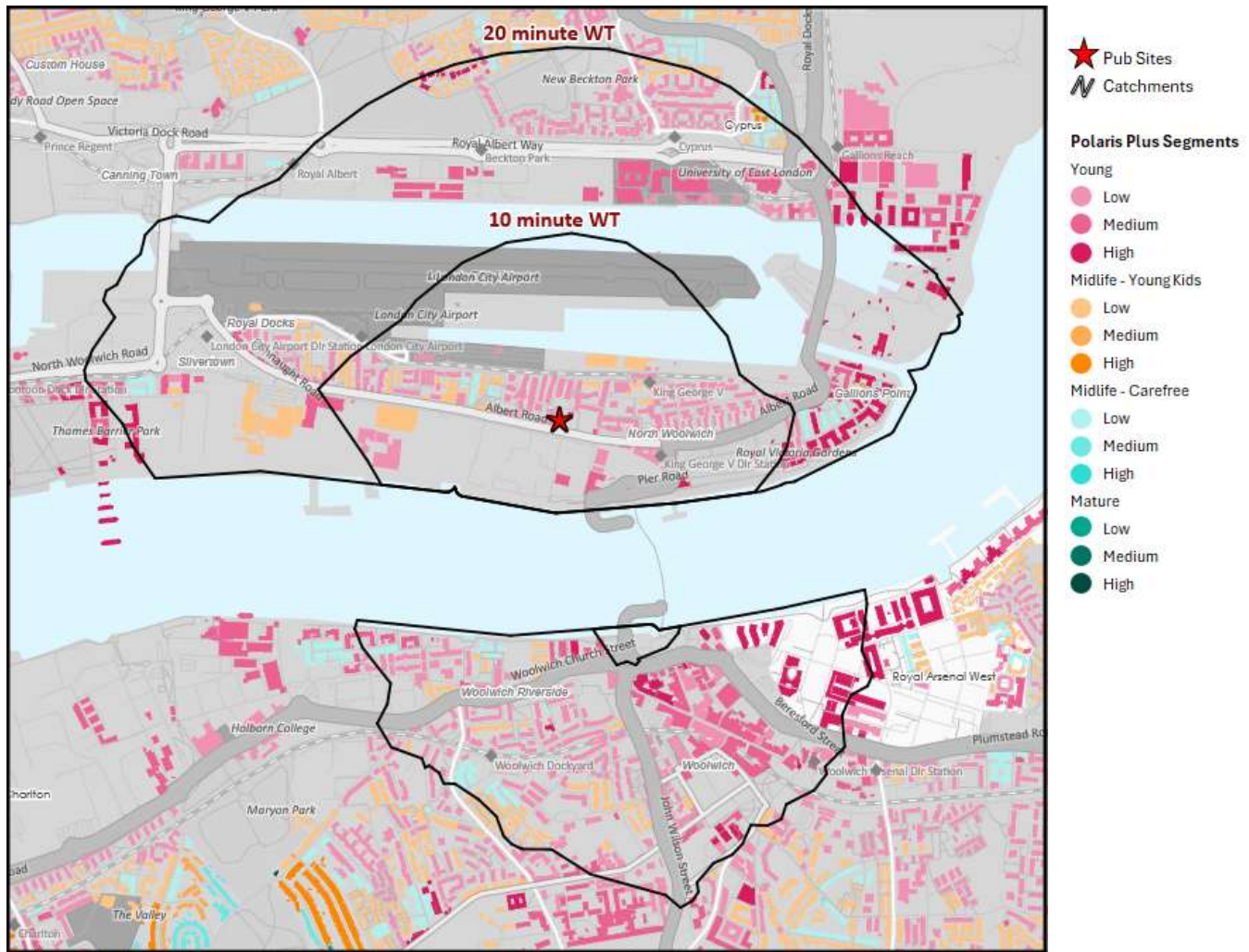


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	118	81	57	51	59	69	435
Midlife - Young Kids	112	119	146	131	83	59	650
Midlife - Carefree	118	145	157	156	102	71	749
Mature	539	515	483	398	322	275	2,532
All	886	860	843	735	567	475	4,366

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

Polaris Plus Summary - Henley Arms

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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	2,580	8,839	182,007	767	443	288
Medium	325	4,043	73,168	86	181	103
High	156	5,517	72,923	68	407	170
Midlife - Young Kids						
Low	294	1,421	125,711	153	125	349
Medium	0	0	120,360	0	0	423
High	0	24	10,150	0	10	135
Midlife - Carefree						
Low	71	478	45,362	49	55	165
Medium	0	0	4,531	0	0	10
High	0	0	4,632	0	0	16
Mature						
Low	0	0	1,079	0	0	1
Medium	0	0	1	0	0	0
High	0	0	69	0	0	0
Not Private Households	0	0	3,680	0	0	53
Total	3,426	20,322	643,673			

*WT= Walktime, **DT= Drivetime

Over GB Average
 Around GB Average
 Under GB Average