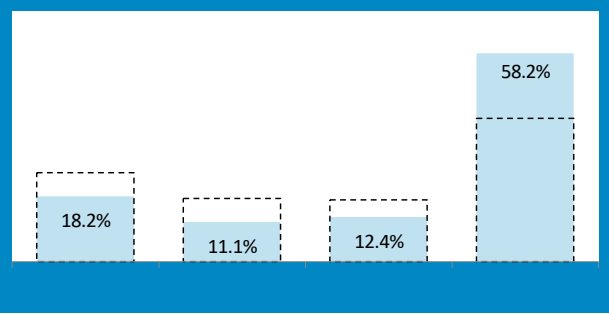
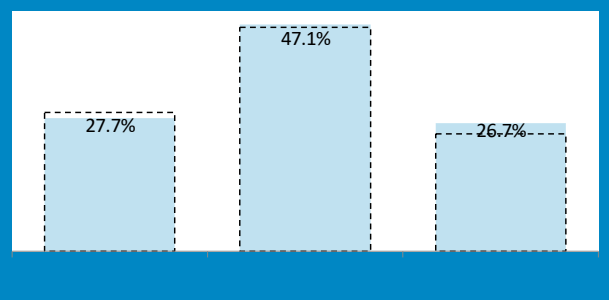
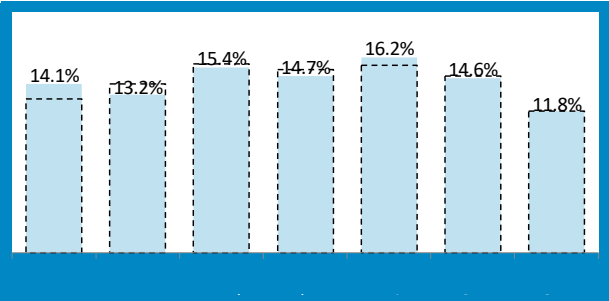


Area Quick Stats

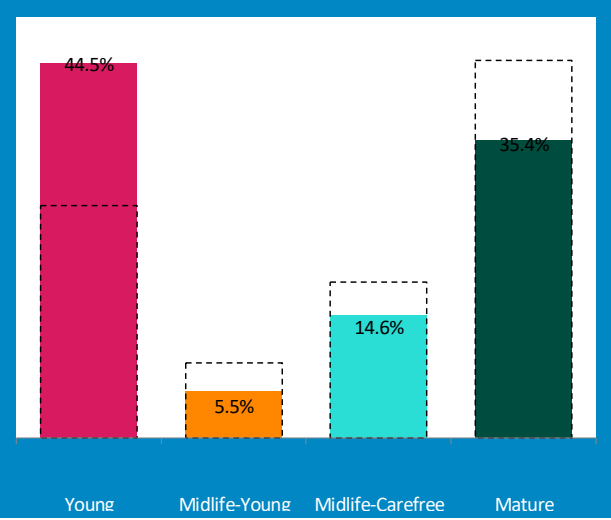
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6,122	5,344
Adult Pop		4,898	4,529
Affluence	Low	29%	33%
	Medium	69%	38%
	High	2%	27%
Young		35%	28%
Midlife Young Kids		4%	11%
Midlife Carefree		13%	16%
Mature		48%	44%
Competition Count		15	43

Visitors



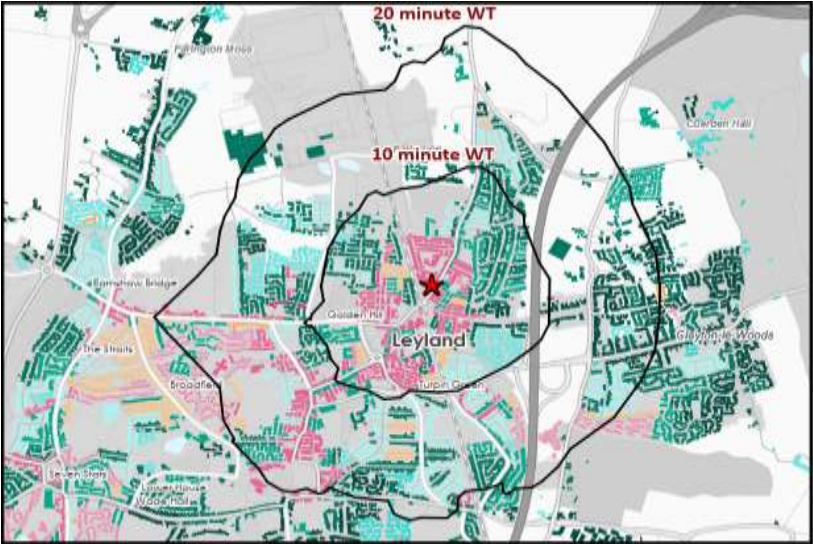
Spend Profile

	This Site	Benchmark
£ATV	£11	£30
Average Distance Travelled in miles	5	27



Catchment Summary - Railway

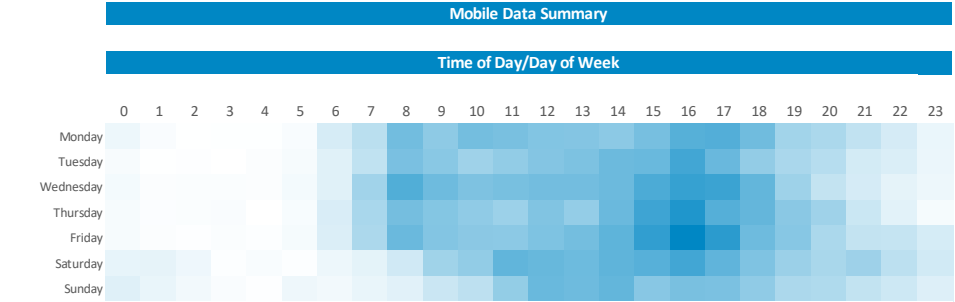
Over GB Average Around GB Average Under GB Average		*WT= Walktime **DT= Drivetime		Catchment Size (Counts)			Index vs GB Average		
				10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population				6,122	17,907	546,943	115	91	129
Adults 18+				4,898	14,145	430,057	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs				15	25	673	108	86	126
Adults 18+ per Competition Pub				327	566	639	35	25	86
% Adults Likely to Drink				80.0%	81.0%	78.0%	48	83	93
							100	101	98
Affluence	Low			28.7%	34.3%	42.0%	86	103	127
	Medium			68.9%	56.7%	42.1%	180	148	110
	High			2.4%	8.6%	14.4%	9	31	53
*Affluence does not include Not Private Households									
Mean Net Disposable income (£pa)				£21,216	£22,331	£20,834	94	99	92
Age Profile	18-24			402	1,238	47,183	77	81	101
	25-34			995	2,708	72,893	120	112	99
	35-44			862	2,584	74,396	104	107	101
	45-64			1,512	4,447	136,597	98	99	99
	65+			1,127	3,168	98,988	96	92	94



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Polaris Plus Segments						
Pub Sites Catchment	Young	Midlife - Young Kids	Midlife - Carefree	Mature		
	Low Medium High	Low Medium High	Low Medium High	Low Medium High	Low Medium High	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	1,707	3,398	125,443	125	86	105
Midlife - Young Kids	196	632	51,443	37	41	110
Midlife - Carefree	621	3,049	67,728	80	137	100
Mature	2,374	7,016	179,447	109	112	94
Not Private Households	0	50	5,996	0	2,922	11,524
Total	4,898	14,145	430,057			

STAR
PUBS



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Per Pub - Railway

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

WT= Walktime, DT= Drivetime

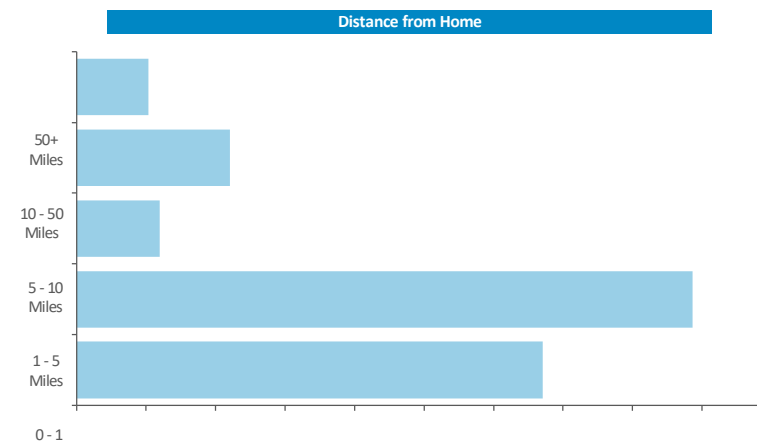
Adults 18+	4,898	14,145	430,057
Number of Competition Pubs	15	25	673
Adults 18+ per Competition Pub	327	566	639

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	7	468	9.6%	122
Family Pub Dining	2	493	10.1%	111
Great Pub Great Food	0	729	14.9%	89
Leisure	0	486	9.9%	99
Mainstream	2	809	16.5%	118
Premium	1	707	14.4%	101
Restaurant	3	1,067	21.8%	95
Super Premium	0	139	2.8%	72

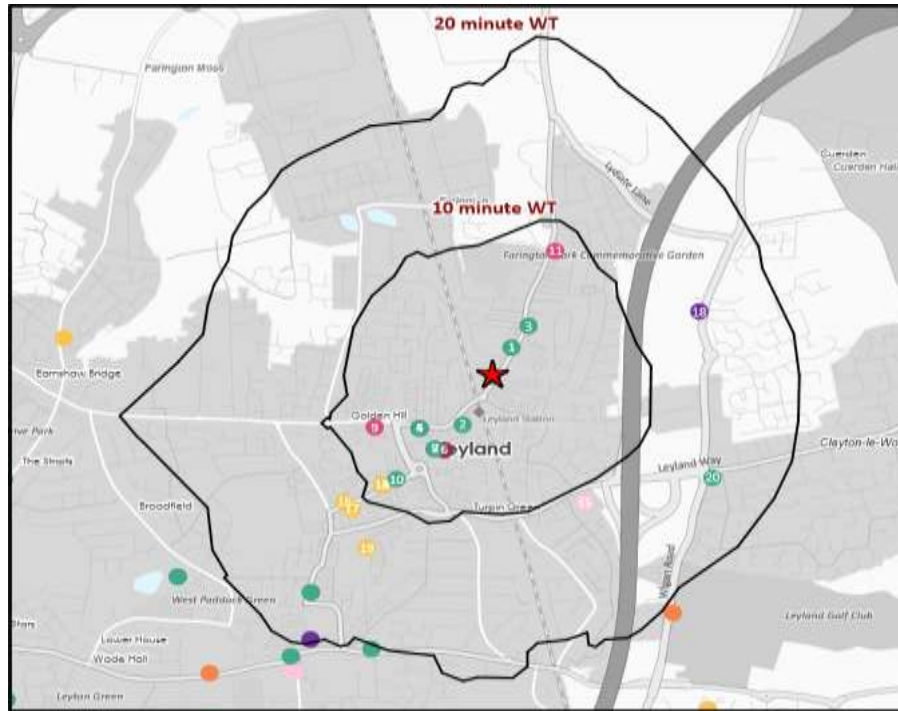
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	1,290	9.1%	116
Family Pub Dining	2	1,392	9.8%	108
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Mainstream	5	2,225	15.7%	113
Premium	1	2,004	14.2%	99
Restaurant	4	3,122	22.1%	96
Super Premium	0	422	3.0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	220	40,917	9.5%	121
Family Pub Dining	36	43,386	10.1%	111
Great Pub Great Food	33	65,495	15.2%	91
Leisure	105	43,050	10.0%	100
Mainstream	146	65,221	15.2%	109
Premium	36	58,041	13.5%	94
Restaurant	97	94,691	22.0%	96
Super Premium	0	13,226	3.1%	78

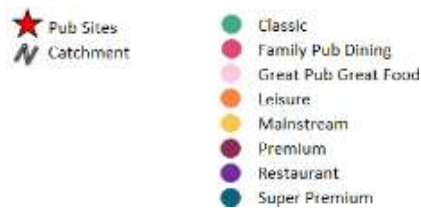


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Competition - Railway



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	No 55	PR25 2SA	Independent Free	Mainstream	17.1%	0.41
9	Old Leyland Gates	PR25 3PG	Greene King	Family Pub Dining	17.1%	0.33
16	Market Ale House	PR25 2SB	Independent Free	Mainstream	11.1%	0.52
20	Woodman	PR25 5RY	Punch Pub Company	Classic	8.0%	0.63
17	Gables	PR25 2SD	Punch Pub Company	Mainstream	7.1%	0.52
10	Med 3 Leyland	PR25 2YD	Independent Free	Classic	7.0%	0.38
4	Viceroy Restaurant	PR25 3NP	Independent Free	Restaurant	5.5%	0.23
5	Queens	PR25 3NP	Amber Taverns	Classic	5.4%	0.23
0	Railway	PR25 4NT	Star Pubs & Bars	Classic	4.6%	0.00
11	Farington Lodge	PR25 4QR	Classic Lodges	Family Pub Dining	4.4%	0.39
12	Antonellos	PR25 2SA	Independent Free	Restaurant	4.2%	0.41
8	Beijing Restaurant	PR25 3NH	Independent Free	Restaurant	4.1%	0.25
2	Rafa Leyland	PR25 3NN	Independent Free	Classic	2.2%	0.15
7	Golden Tap Ale House	PR25 3NH	Independent Free	Classic	0.7%	0.25
3	Farrington Conservative	PR25 4GA	Independent Free	Classic	0.7%	0.17
19	Lancashire Football Association	PR25 2LF	Independent Free	Mainstream	0.7%	0.58
1	Rose Of Farington	PR25 4QA	Independent Free	Classic	0.0%	0.10
6	Indigo	PR25 3NL	Independent Free	Premium	0.0%	0.24
14	Leyland Lion	PR25 2SA	Wetherspoons GB	Mainstream	0.0%	0.41
15	Hallmark Hotel	PR25 4JX	Hallmark Hotels	Great Pub Dining	0.0%	0.42
18	Top Wok	PR25 5SB	Independent Free	Restaurant	0.0%	0.56

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

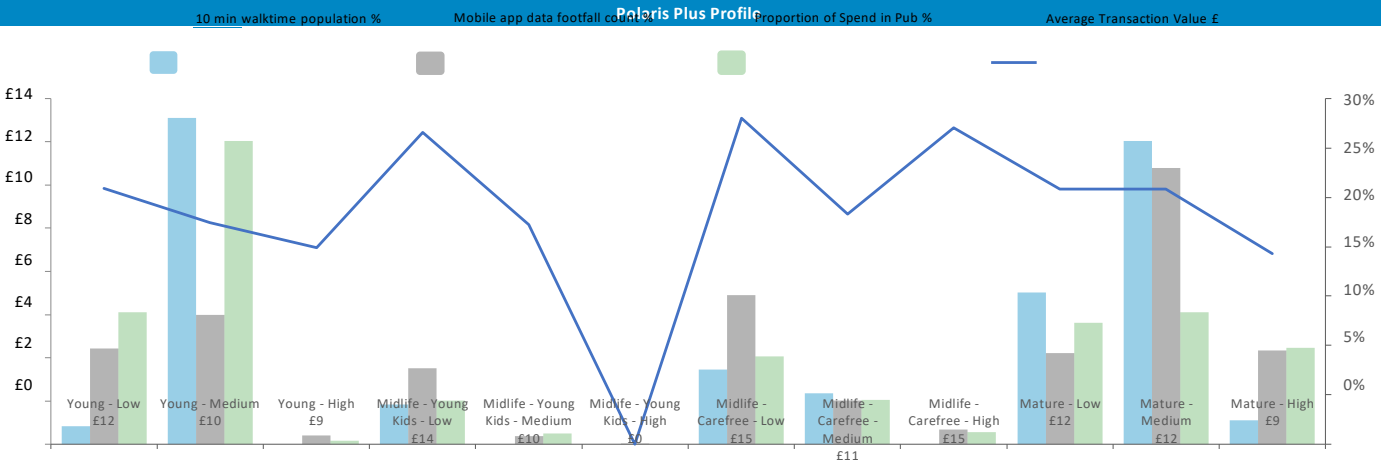
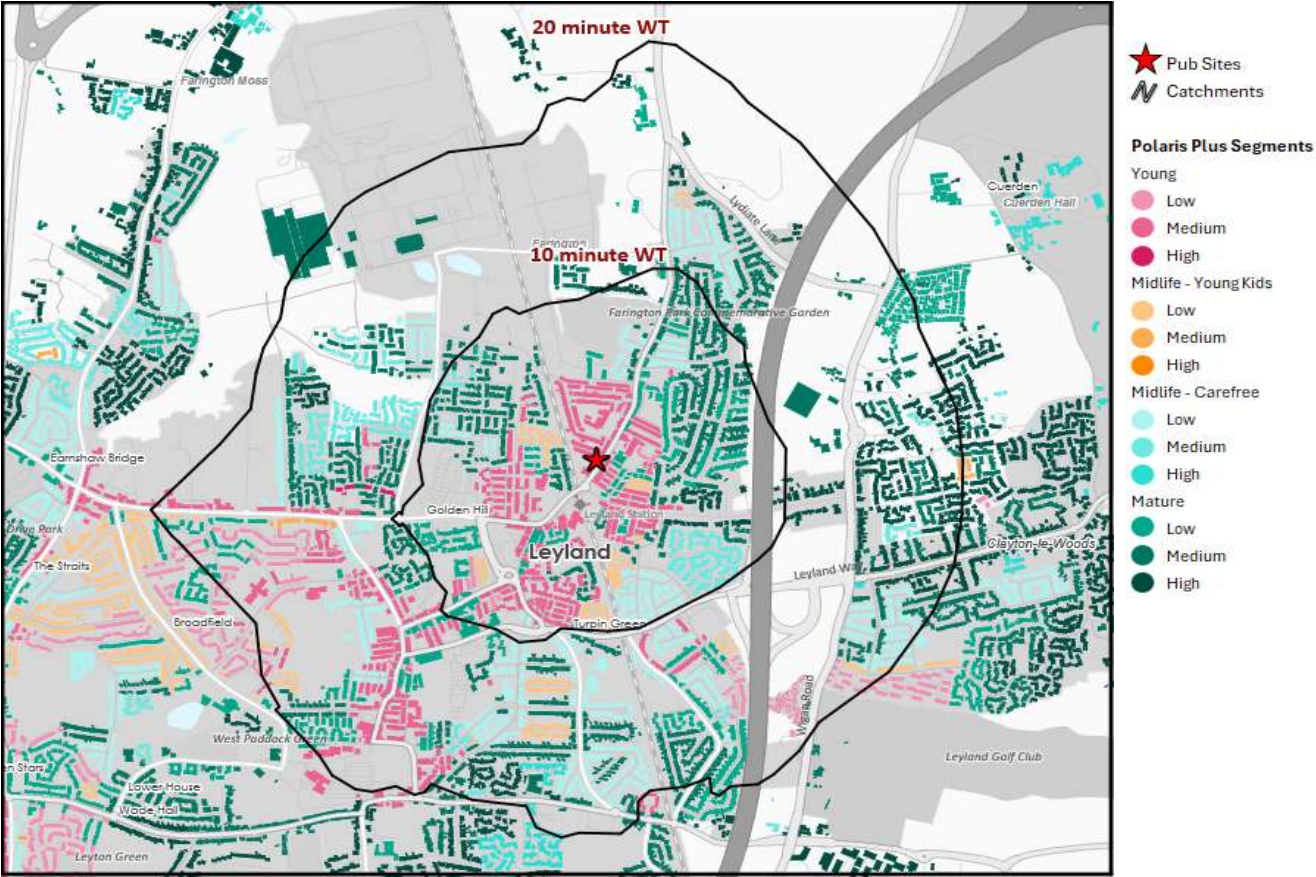
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Catchment Summary - Railway



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
105500	Railway	PR25 4NT	Star Pubs & Bars	Classic	7



See the Glossary page for further information on the above variables

Catchment Summary - Railway

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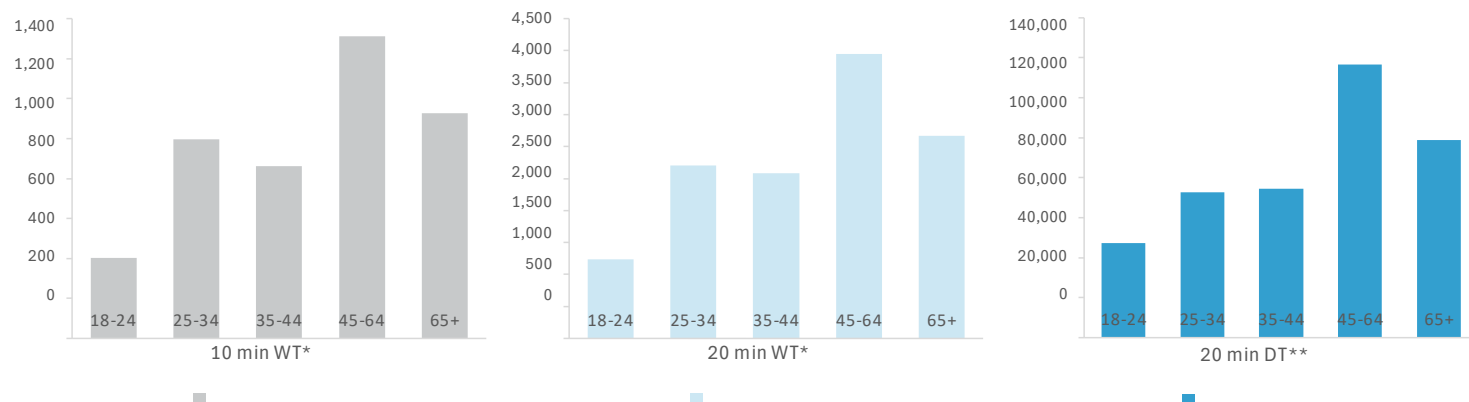
Over GB Average
Around GB Average
Under GB Average

*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		6,122	17,907	546,943	115	91	129
Adults 18+		4,898	14,145	430,057	108	86	126
Competition Pubs		15	25	673	35	25	86
Adults 18+ per Competition Pub		327	566	639	48	83	93
% Adults Likely to Drink		80.0%	81.0%	78.0%	100	101	98
Affluence	Low	28.7%	34.3%	42.0%	86	103	127
	Medium	68.9%	56.7%	42.1%	180	148	110
	High	2.4%	8.6%	14.4%	9	31	53
Mean Net Disposable income (£pa)		£21,216	£22,331	£20,834	94	99	92
Age Profile	18-24	402	1,238	47,183	77	81	101
	25-34	995	2,708	72,893	120	112	99
	35-44	862	2,584	74,396	104	107	101
	45-64	1,512	4,447	136,597	98	99	99
	65+	1,127	3,168	98,988	96	92	94

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs

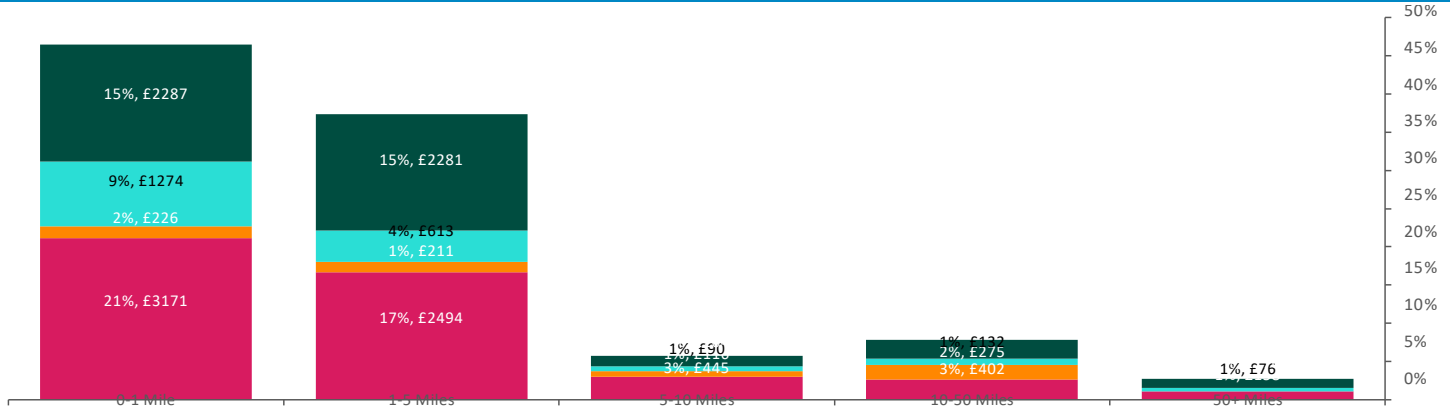


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,978 (49%)	8,809 (49%)	271,744 (50%)	99	100	101
	Female	3,144 (51%)	9,098 (51%)	275,199 (50%)	101	100	99
Economic Status (16+)	Employed: Full-time	2,286 (45%)	6,370 (44%)	156,425 (35%)	134	129	104
	Employed: Part-time	613 (12%)	1,777 (12%)	53,725 (12%)	102	102	101
	Self employed	340 (7%)	1,027 (7%)	33,090 (7%)	73	76	80
	Unemployed	93 (2%)	284 (2%)	10,700 (2%)	67	71	88
	Full-time student	112 (2%)	296 (2%)	12,688 (3%)	89	81	115
	Retired	1,042 (21%)	3,023 (21%)	96,360 (22%)	95	95	100
	Other	541 (11%)	1,791 (12%)	81,098 (18%)	61	69	103
Total Worker Count		2,174	7,528	238,321			

See the Glossary page for further information on the above variables

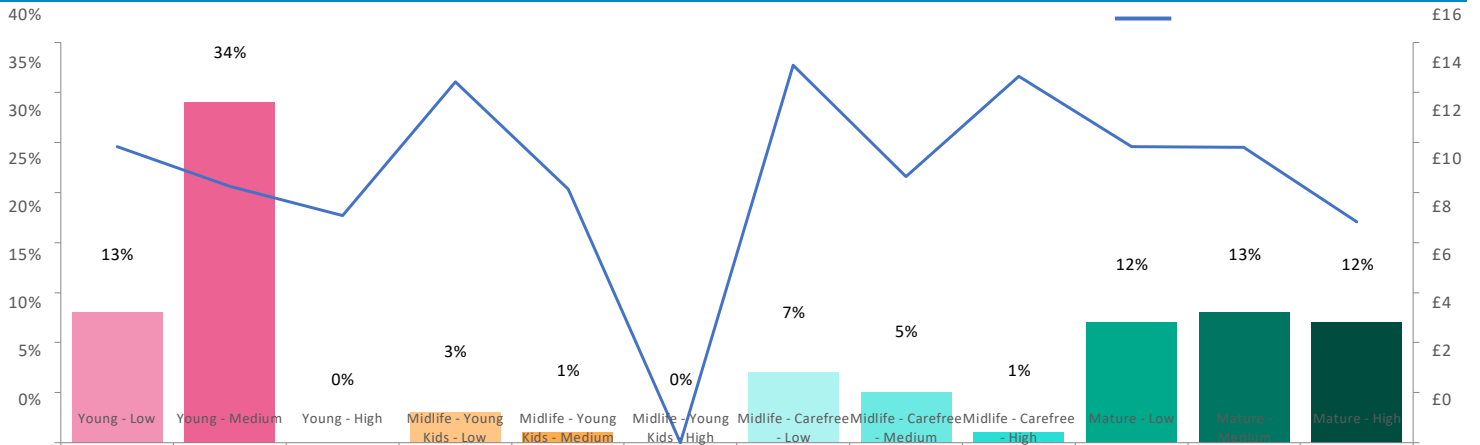
Transactional Data Summary - Railway

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

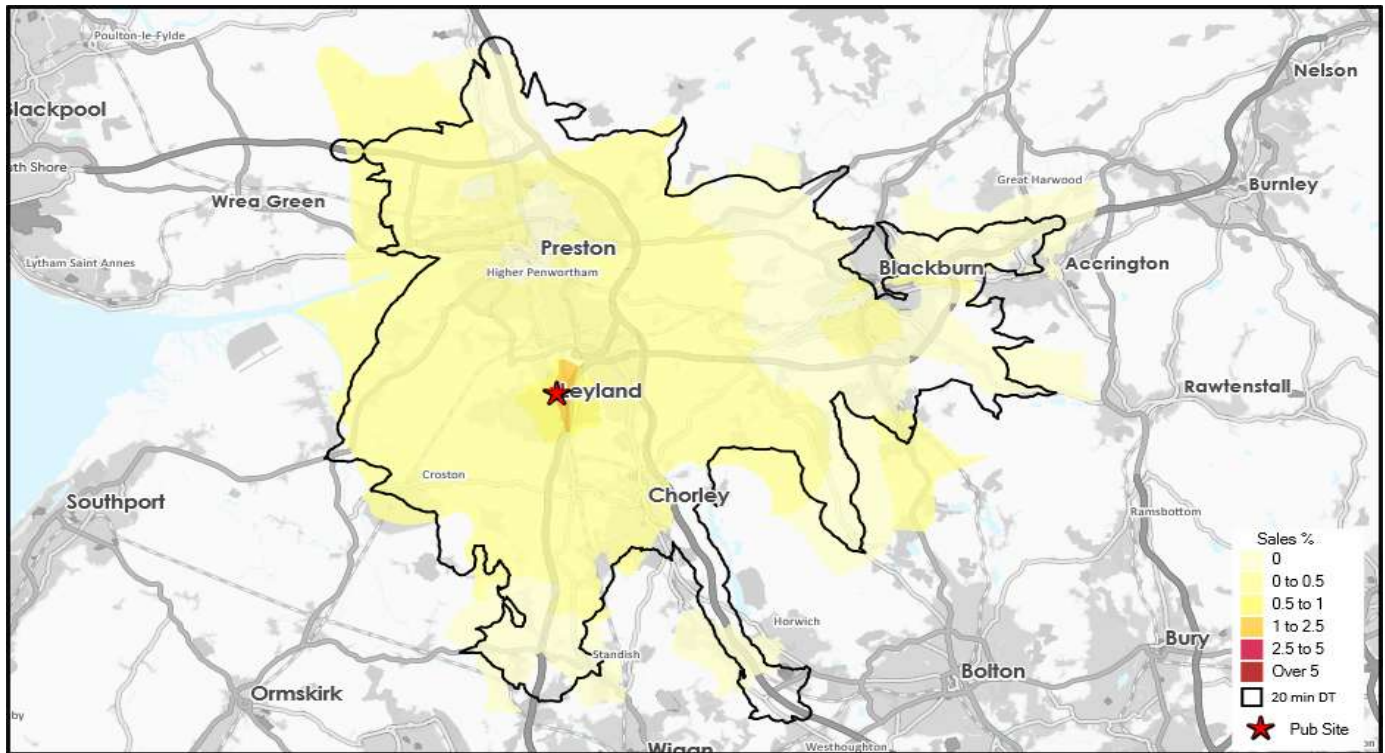


Seasonality of the spend split by month

Transactional Data Maps - Railway

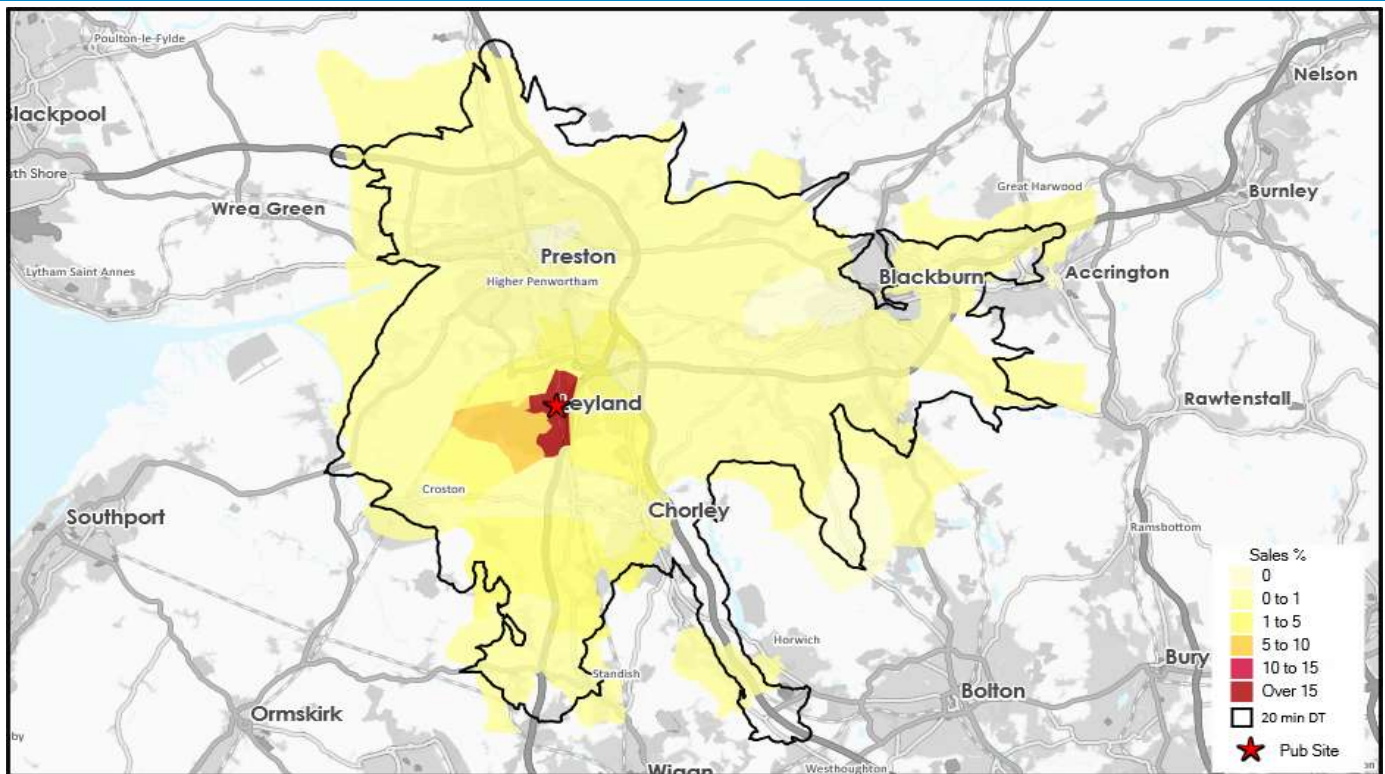
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Railway Share of Spend from Postcode Sectors within 20 minute Drive



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

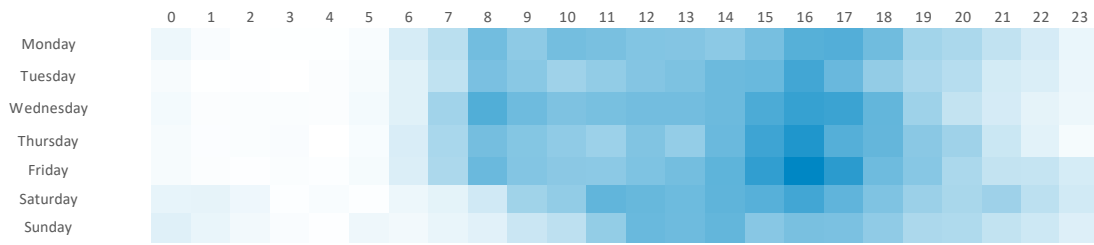
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Railway



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

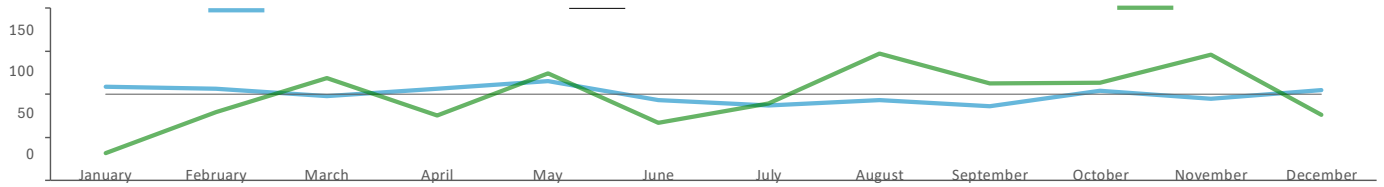
Mobile Data Summary - Railway

Time of Day/Day of Week



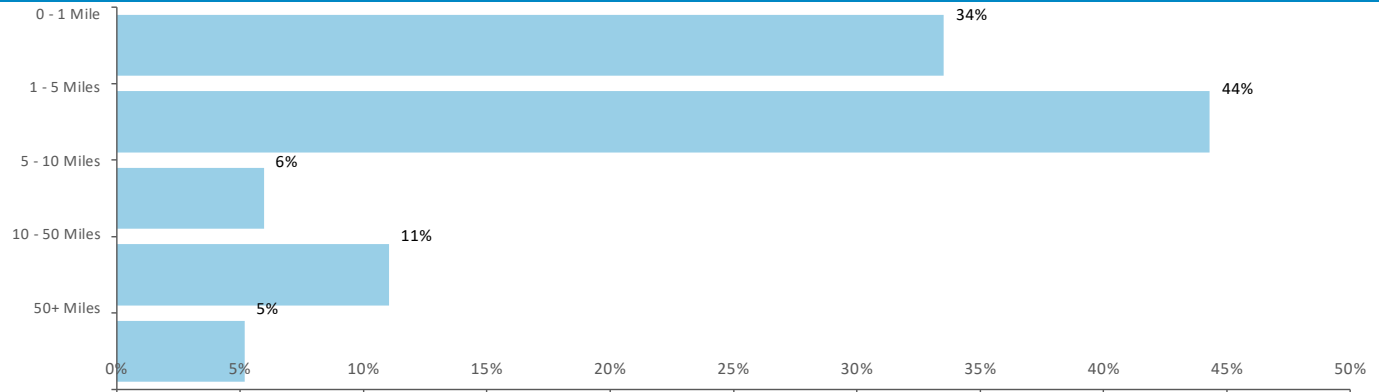
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



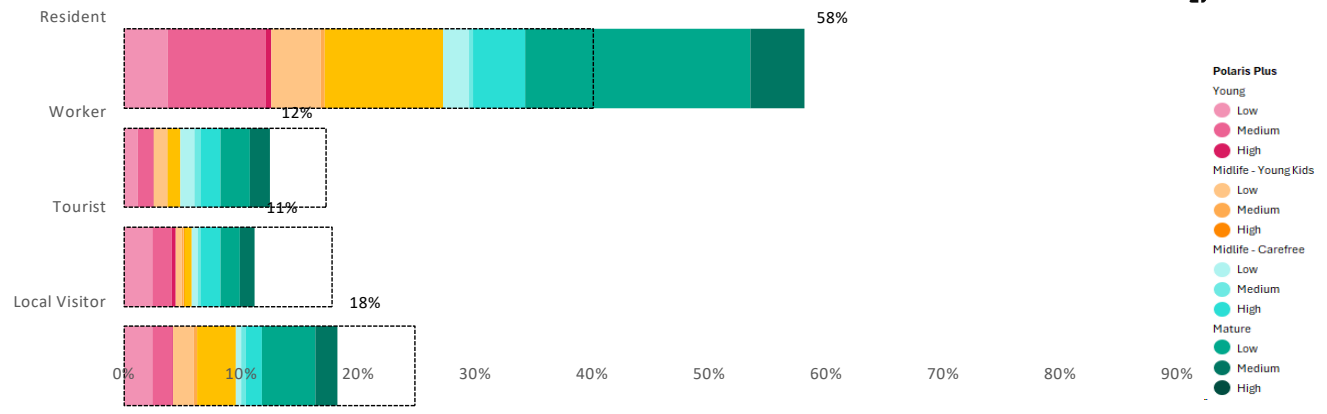
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



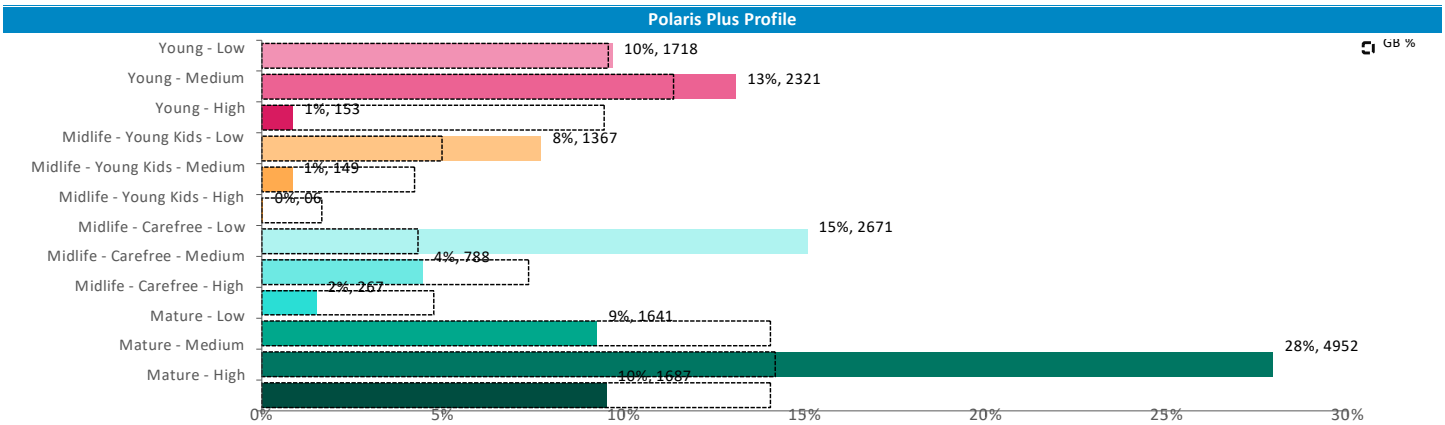
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

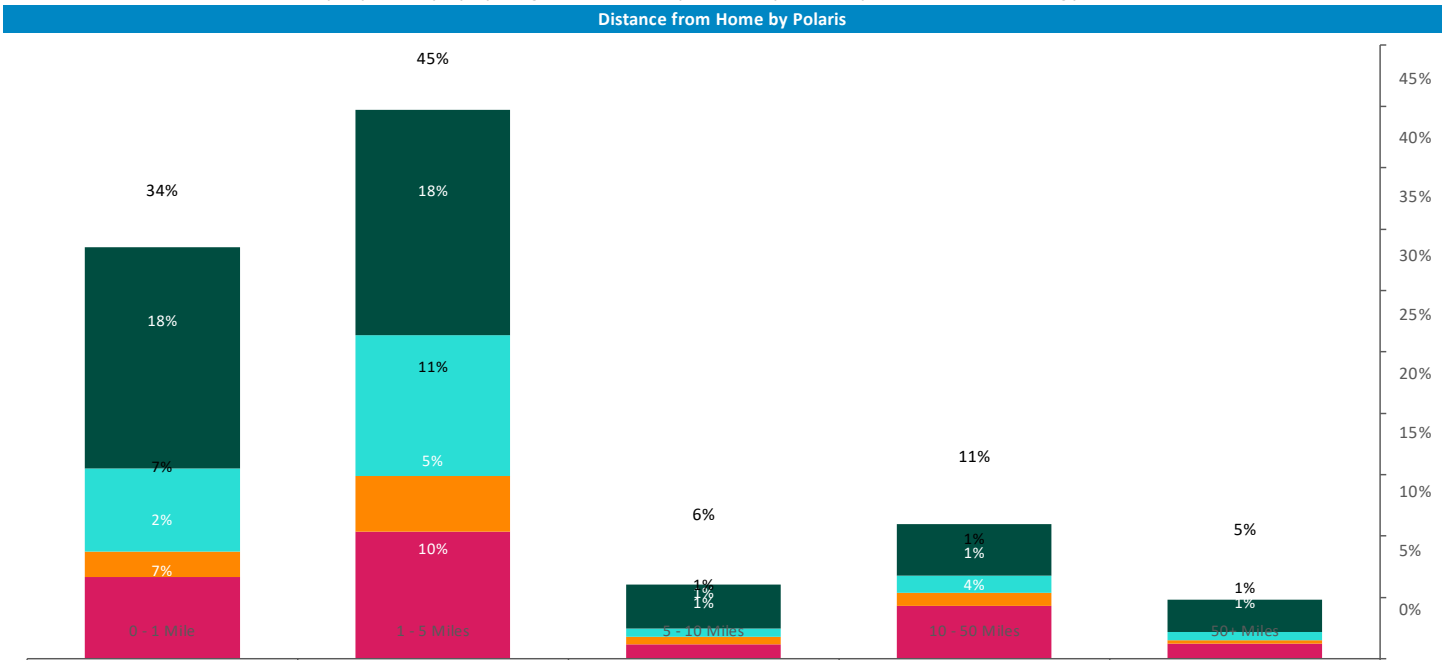


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Railway



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

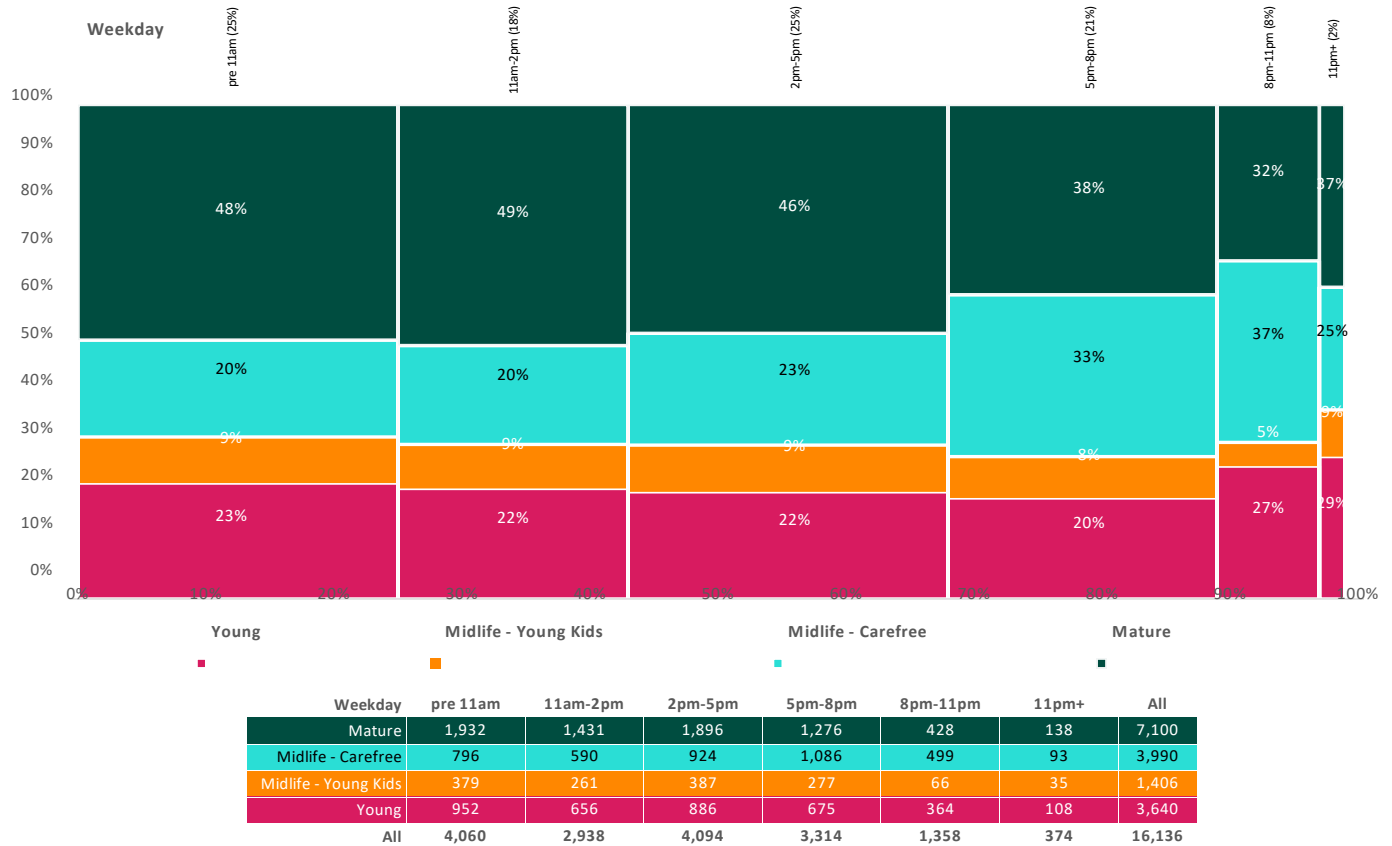


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

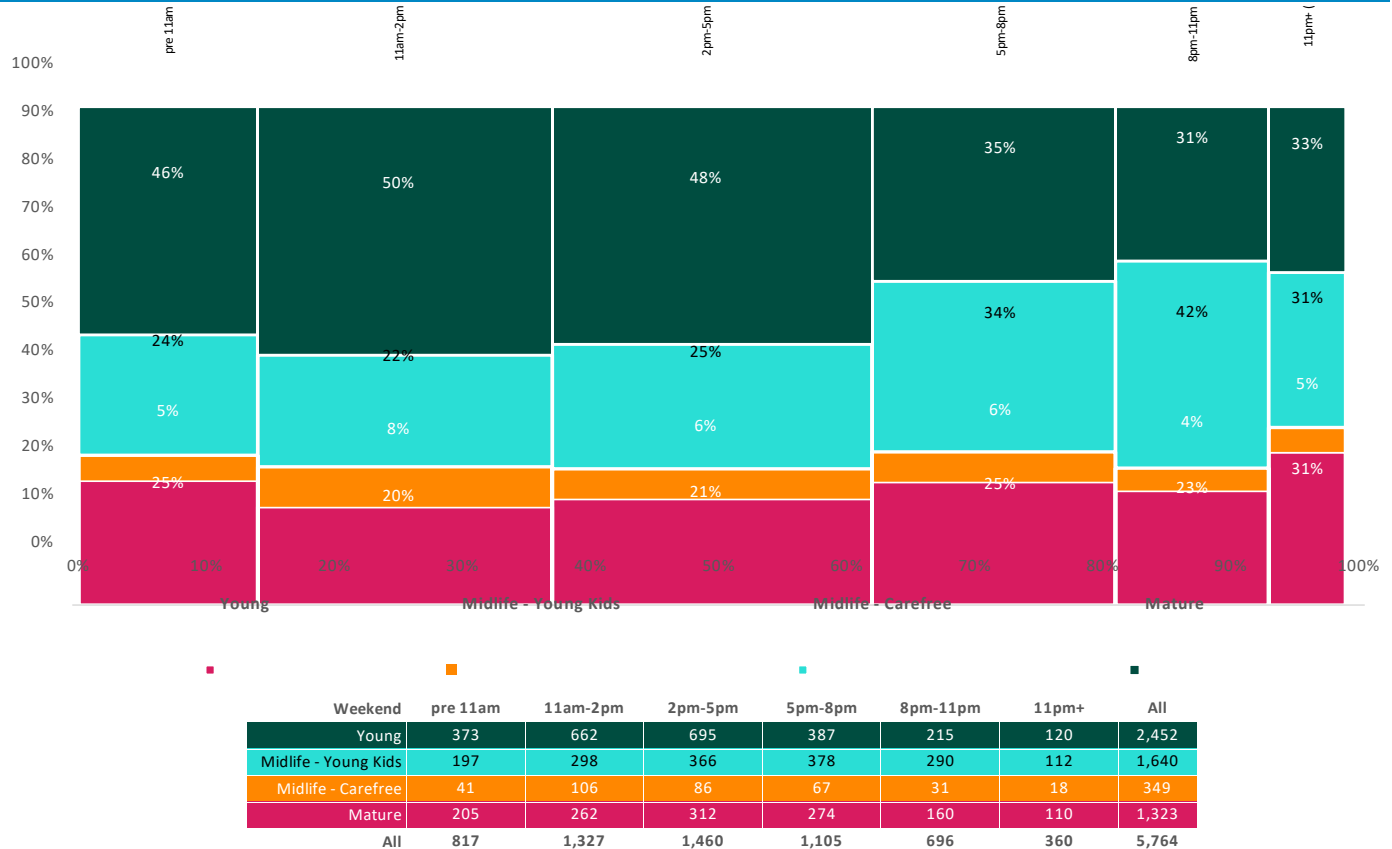
Mobile Data Summary - Railway

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



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



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

Polaris Plus Summary - Railway

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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	88	568	65,789	18	41	156
Medium	1,619	2,795	57,161	300	179	121
High	0	35	2,493	0	4	9
Midlife - Young Kids						
Low	196	577	38,032	72	73	158
Medium	0	55	13,411	0	9	71
High	0	0	0	0	0	0
Midlife - Carefree						
Low	369	2,159	29,678	177	358	162
Medium	252	856	25,825	72	85	84
High	0	34	12,225	0	5	62
Mature						
Low	752	1,553	47,274	114	81	81
Medium	1,504	4,311	84,809	196	194	126
High	118	1,152	47,364	16	54	73
Not Private Households	0	50	5,996	0	33	130
Total	4,898	14,145	430,057			

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Railway



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	Railway	PR25 4NT	Star Pubs & Bars	Classic	4.6%	88.7%	0.00
1	Rose Of Farington	PR25 4QA	Independent Free	Classic	0.0%	0.0%	0.10
2	Rafa Leyland	PR25 3NN	Independent Free	Classic	2.2%	89.7%	0.15
3	Farrington Conservative	PR25 4GA	Independent Free	Classic	0.7%	91.7%	0.17
4	Viceroy Restaurant	PR25 3NP	Independent Free	Restaurant	5.5%	73.6%	0.23
5	Queens	PR25 3NP	Amber Taverns	Classic	5.4%	88.1%	0.23
6	Indigo	PR25 3NL	Independent Free	Premium	0.0%	0.0%	0.24
7	Golden Tap Ale House	PR25 3NH	Independent Free	Classic	0.7%	90.4%	0.25
8	Beijing Restaurant	PR25 3NH	Independent Free	Restaurant	4.1%	95.0%	0.25
9	Old Leyland Gates	PR25 3PG	Greene King	Family Pub Dining	17.1%	82.1%	0.33
10	Med 3 Leyland	PR25 2YD	Independent Free	Classic	7.0%	89.9%	0.38
11	Farington Lodge	PR25 4QR	Classic Lodges	Family Pub Dining	4.4%	47.7%	0.39
12	Antonellos	PR25 2SA	Independent Free	Restaurant	4.2%	92.8%	0.41
13	No 55	PR25 2SA	Wetherspoons GB	Mainstream	17.1%	89.2%	0.41
14	Leyland Lion	PR25 2SA	Wetherspoons GB	Mainstream	0.0%	0.0%	0.41
15	Hallmark Hotel	PR25 4JX	Hallmark Hotels	Great Pub Great Food	0.0%	0.0%	0.42
16	Market Ale House	PR25 2SB	Independent Free	Mainstream	11.1%	93.7%	0.52
17	Gables	PR25 2SD	Punch Pub Company	Mainstream	7.1%	89.2%	0.52
18	Top Wok	PR25 5SB	Independent Free	Restaurant	0.0%	0.0%	0.56
19	Lancashire Football Association	PR25 2LF	Independent Free	Mainstream	0.7%	27.4%	0.58
20	Woodsman	PR25 5RY	Punch Pub Company	Classic	8.0%	81.7%	0.63

* 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

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Railway

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Over GB Average
Around GB Average
Under GB Average

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

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Premium	36	58,041	13.5%	94
Restaurant	97	94,691	22.0%	96
Super Premium	0	13,226	3.1%	78

Glossary

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	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
Product needs	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, and be on trend Tastes good and looks good Tastes great
	Helps me look good by standing out and making the right impression Discovering new things Discovering new things Good quality
	Energising Supports moderate calorie & alcohol intake Supports connecting with friends and family Helps me feel good
	Discovering new things Energising Enjoyable for longer Enjoyable for longer
	Physical benefit Being romantic 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 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.	