

Catchment Summary - Cat

- 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**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Population

6,246	14,068	341,789
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118	73	82
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Adults 18+

4,665	10,894	275,927
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Pop. & Adl. 18+ index based on all pubs

Competition Pubs

3	13	297
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105	67	82
-----	----	----

Adults 18+ per Competition Pub

1,555	838	929
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16	30	74
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% Adults Likely to Drink

71,9%	73,8%	77,9%
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176	95	105
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95	98	103
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Affluence	Low
	Medium
	High

82,1%	63,3%	37,1%
17,9%	34,5%	40,2%
0,0%	1,2%	21,4%

247	191	112
47	90	105
0	4	78

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

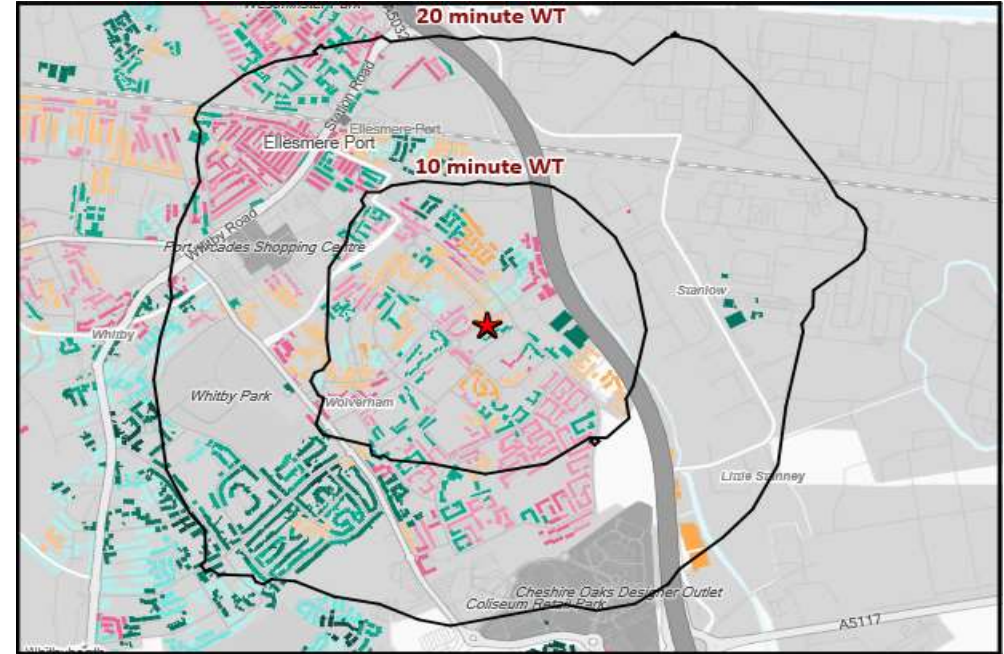
£16,128	£16,762	£21,841
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76	79	102
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Age Profile	18-24
	25-34
	35-44
	45-64
	65+

473	1,001	25,714
1,056	2,358	42,632
954	2,074	43,985
1,403	3,239	88,281
779	2,222	75,315

90	84	89
125	124	92
113	109	95
89	91	102
65	83	115



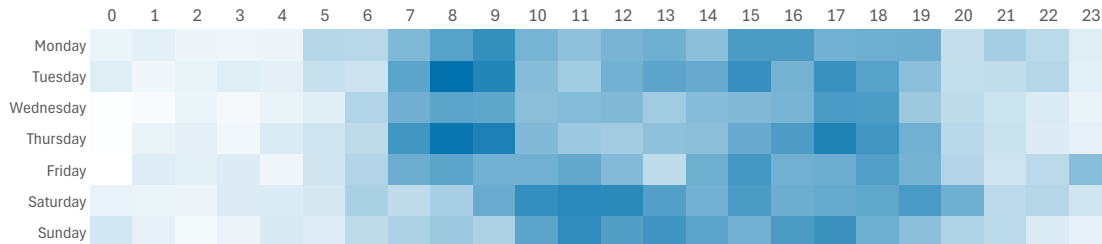
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Polaris Plus Segments

- ★ 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	2,104	4,774	66,746	162	157	87
Midlife - Young Kid	1,312	1,805	13,823	258	152	46
Midlife - Carefree	301	423	51,150	41	25	118
Mature	948	3,779	140,606	46	78	115
Not Private Households	0	113	3,602	0	8,573	10,789
Total	4,665	10,894	275,927			

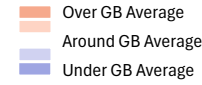


Per Pub - Cat

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

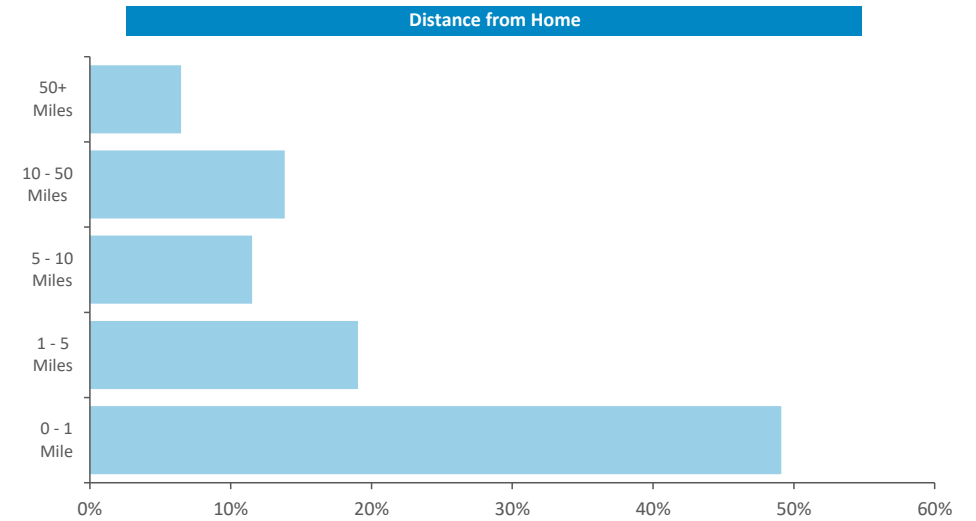
Adults 18+	4.665	10.894	275.927
Number of Competition Pubs	3	13	297
Adults 18+ per Competition Pub	1.555	838	929



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	302	6,5%	78
Circuit Bar	0	363	7,8%	186
Community Pub	2	1.573	33,7%	172
Craft Led	0	162	3,5%	97
Great Pub Great Food	0	155	3,3%	18
High Street Pub	1	1.486	31,9%	169
Premium Local	0	323	6,9%	41

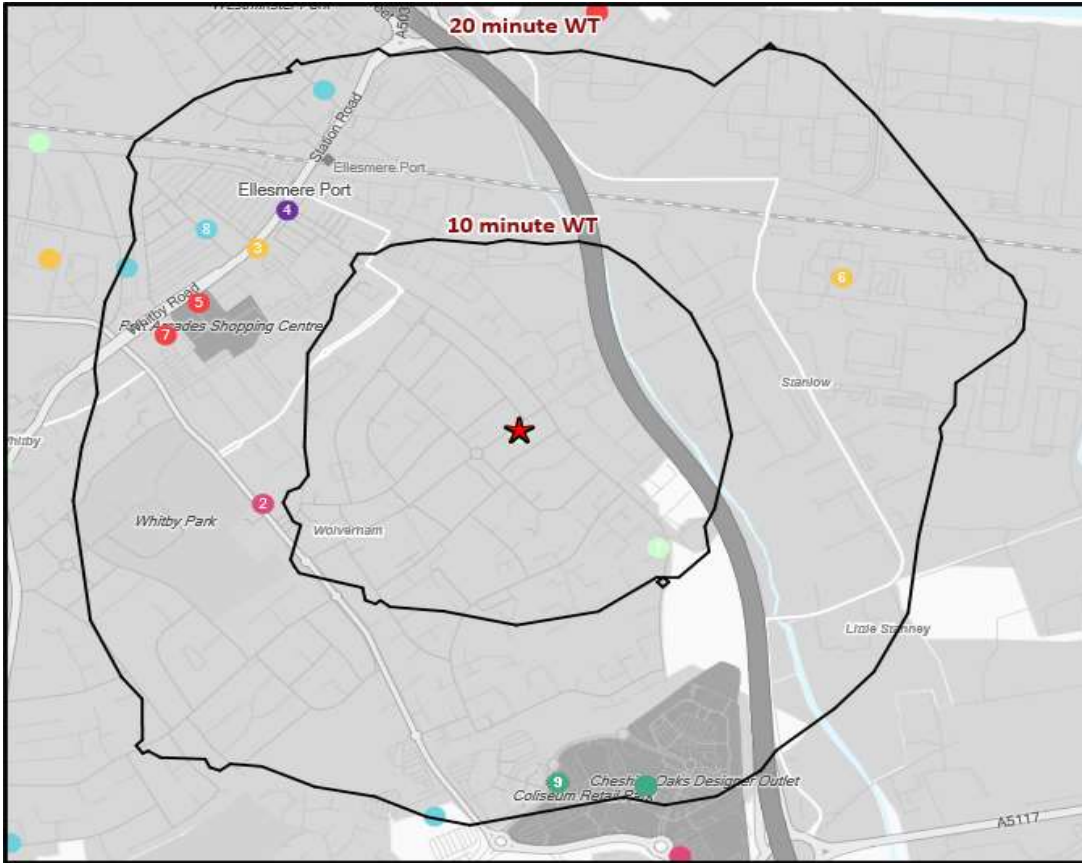
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	678	6,2%	75
Circuit Bar	0	780	7,2%	172
Community Pub	2	3.364	30,9%	158
Craft Led	0	450	4,1%	115
Great Pub Great Food	0	711	6,5%	36
High Street Pub	4	3.245	29,8%	158
Premium Local	0	1.141	10,5%	62

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	10	14.668	5,3%	64
Circuit Bar	32	9.640	3,5%	84
Community Pub	23	55.870	20,2%	104
Craft Led	0	7.092	2,6%	72
Great Pub Great Food	19	45.898	16,6%	91
High Street Pub	47	53.988	19,6%	104
Premium Local	57	48.490	17,6%	104



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Competition - Cat



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
2	Grace Arms	CH65 9AH	Greene King	Family Pub Din	15,3%	0,48
9	Miller & Carter	CH65 9HD	Mitchells & Butlers	Restaurants	14,6%	0,69
9	Vue	CH65 9HD	Omers Private Equity	Large Venue	9,8%	0,69
9	Frankie & Bennys	CH65 9HD	Big Table Group Ltd	Casual Dining	8,7%	0,69
9	Prezzo	CH65 9HD	Prezzo plc	Casual Dining	7,1%	0,69
9	Chiquito	CH65 9HD	Big Table Group Ltd	Casual Dining	5,7%	0,69
3	William Jessop	CH65 8AB	Amber Taverns	High Street Put	5,5%	0,59
9	Pizza Hut	CH65 9HD	Pizza Hut UK Ltd	Casual Dining	5,3%	0,69
9	Nandos	CH65 9HD	Nandos Restaurants	Casual Dining	5,2%	0,69
9	Tenpin	CH65 9HD	Tenpin Ltd	Large Venue	4,7%	0,69
9	Five Guys	CH65 9HD	Five Guys	Casual Dining	4,2%	0,69
0	Cat	CH65 5BZ	Star Pubs & Bars	Community Pu	3,9%	0,00
9	Zizzi	CH65 9HD	Azzurri Group Ltd	Casual Dining	3,3%	0,69
9	Las Iguanas	CH65 9HD	Big Table Group Ltd	High Street Put	3,2%	0,69
1	Gunners Hotel	CH65 5HN	Stonegate Pub Company	Community Pu	1,7%	0,33
5	Club 3000	CH65 0AN	Fraser Capital Management Lt	Large Venue	1,7%	0,62
9	Cheshire Oaks	CH65 9HD	Greene King	Family Pub Din	0,2%	0,69
4	Light Of India	CH65 8AA	Independent Free	Restaurants	0,0%	0,60
6	Formula Bar And Grill	CH65 4LB	Independent Free	High Street Put	0,0%	0,65
7	Civic Hall	CH65 0AZ	Independent Free	Large Venue	0,0%	0,66
8	Our Ladies Parish Centre	CH65 8BY	Independent Free	Clubland	0,0%	0,68

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

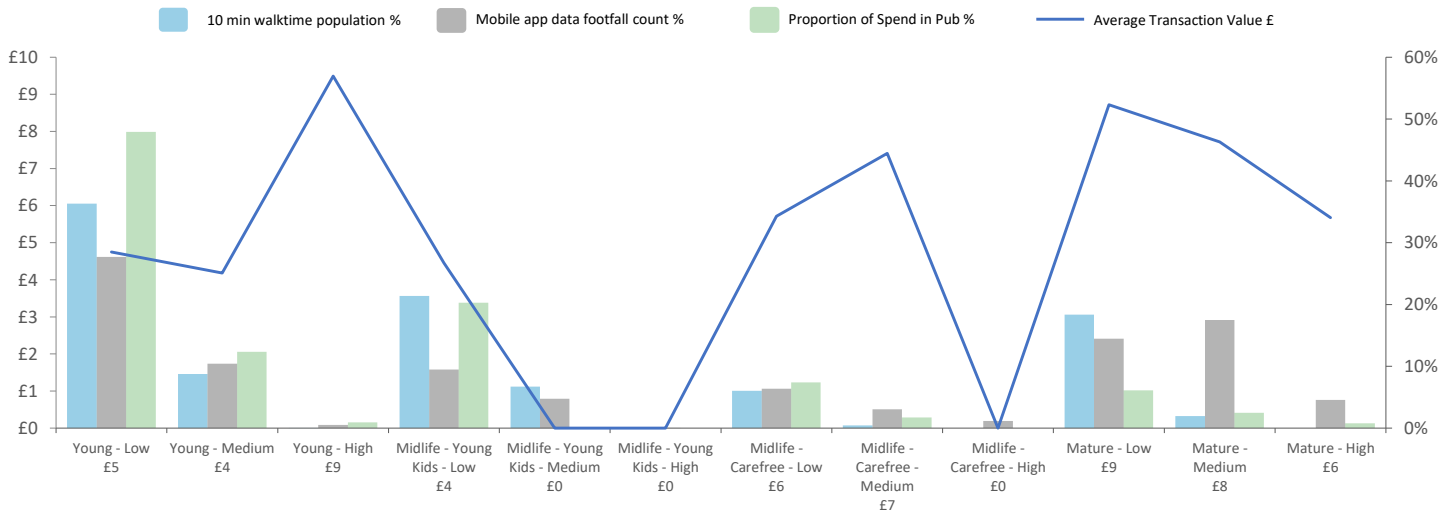
Catchment Summary - Cat

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
65888	Cat	CH65 5BZ	Star Pubs & Bars	Community Pub	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Cat

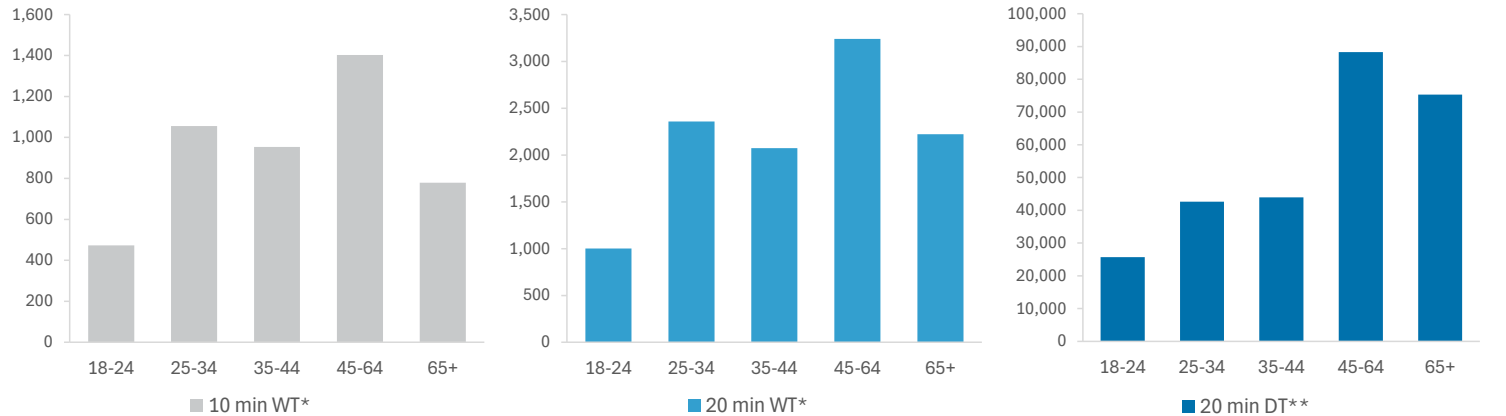
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Over GB Average
Around GB Average
Under GB Average

*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		6,246	14,068	341,789	118	73	82
Adults 18+		4,665	10,894	275,927	105	67	82
Competition Pubs		3	13	297	16	30	74
Adults 18+ per Competition Pub		1,555	838	929	176	95	105
% Adults Likely to Drink		71,9%	73,8%	77,9%	95	98	103
Affluence	Low	82,1%	63,3%	37,1%	247	191	112
	Medium	17,9%	34,5%	40,2%	47	90	105
	High	0,0%	1,2%	21,4%	0	4	78
Mean Net Disposable income (£pa)		£16,128	£16,762	£21,841	76	79	102
Age Profile	18-24	473	1,001	25,714	90	84	89
	25-34	1,056	2,358	42,632	125	124	92
	35-44	954	2,074	43,985	113	109	95
	45-64	1,403	3,239	88,281	89	91	102
	65+	779	2,222	75,315	65	83	115

Population & Adults 18+ index is based on all pubs



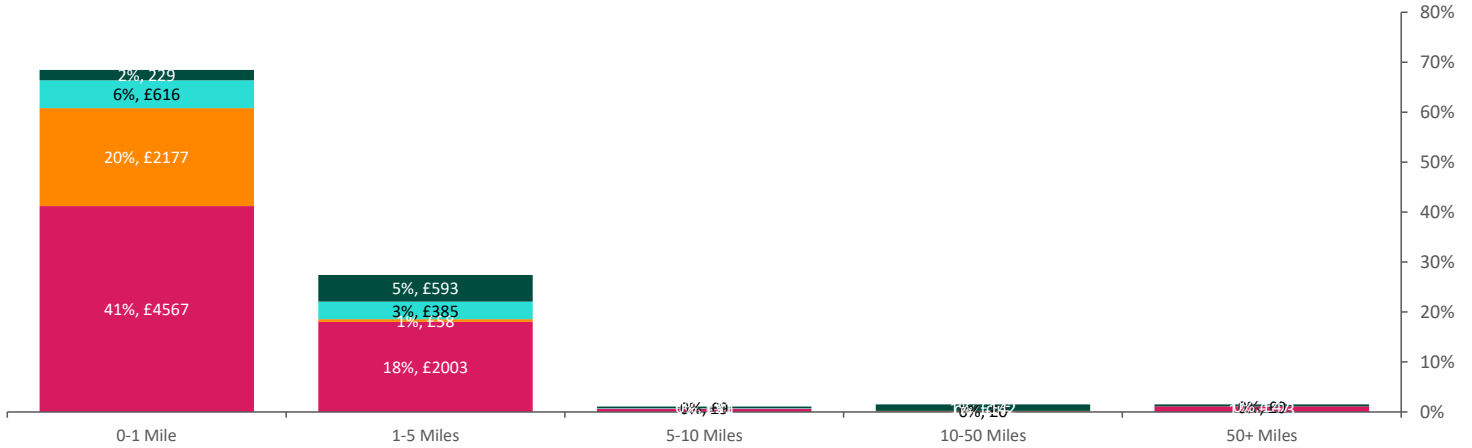
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,018 (48%)	6,959 (49%)	166,078 (49%)	99	101	99
	Female	3,228 (52%)	7,109 (51%)	175,711 (51%)	101	99	101
Economic Status (16+)	Employed: Full-time	1,808 (37%)	4,044 (36%)	99,334 (35%)	109	105	102
	Employed: Part-time	762 (16%)	1,641 (15%)	35,993 (13%)	130	120	105
	Self employed	271 (6%)	636 (6%)	19,501 (7%)	61	61	75
	Unemployed	153 (3%)	361 (3%)	5,840 (2%)	124	126	81
	Full-time student	98 (2%)	176 (2%)	5,806 (2%)	86	66	86
	Retired	695 (14%)	2,081 (19%)	73,140 (26%)	66	84	117
	Other	1,045 (22%)	2,308 (21%)	44,165 (16%)	124	117	89
Total Worker Count		5,473	13,804	156,876			

See the Glossary page for further information on the above variables

Transactional Data Summary - Cat

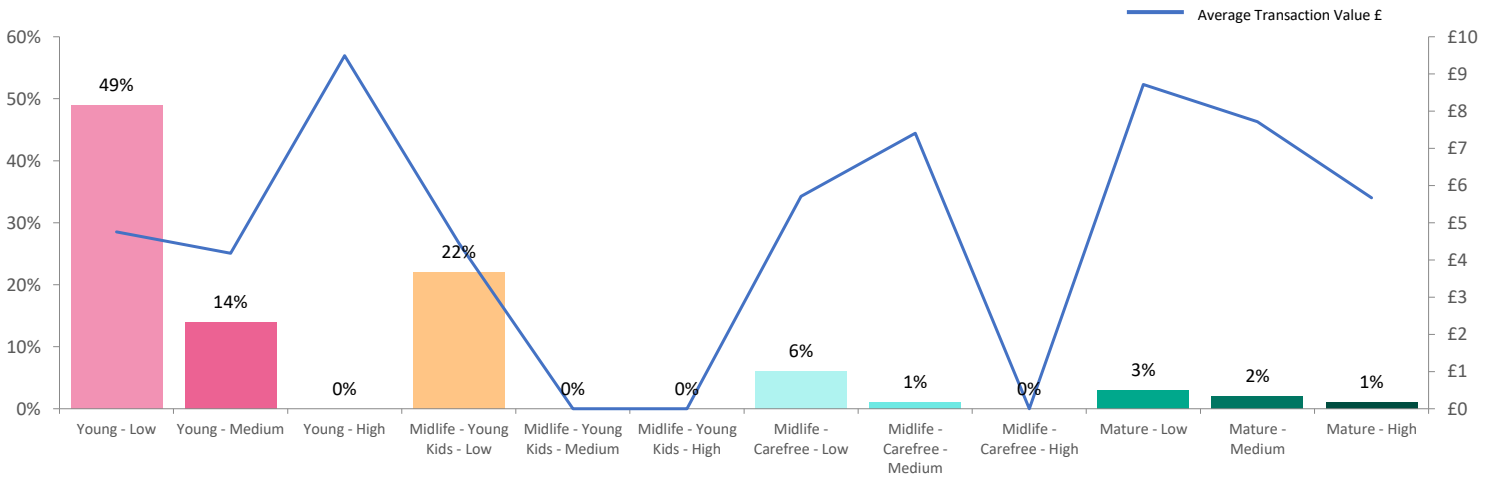
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Spend by Polaris and Distance from Home



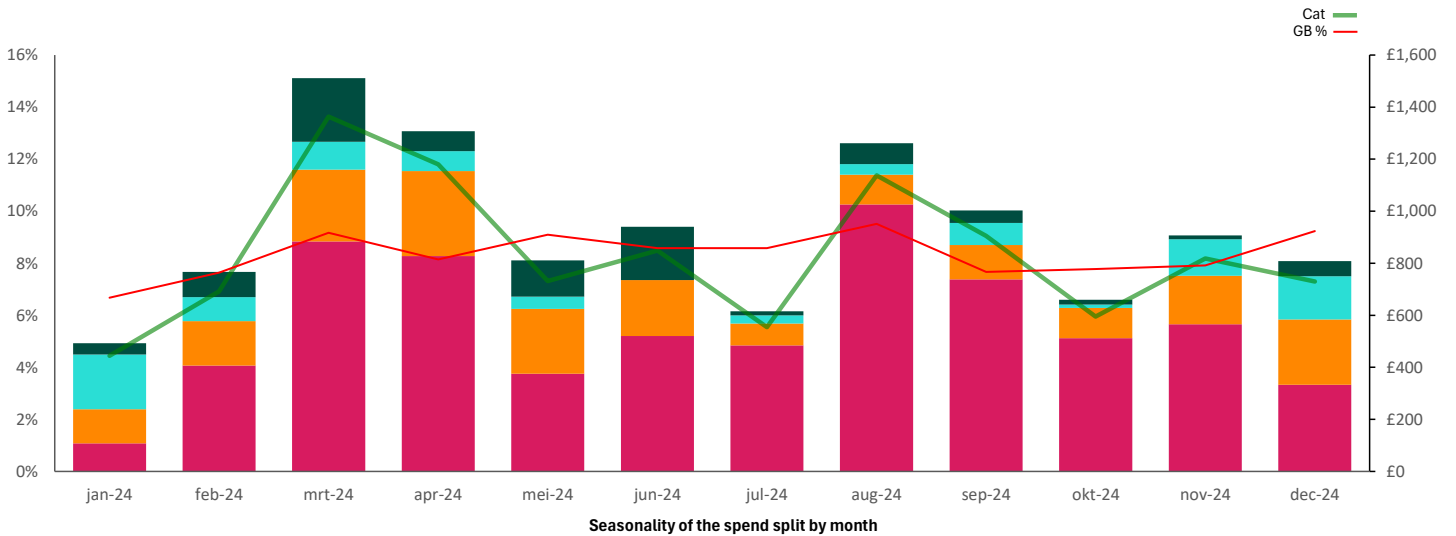
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



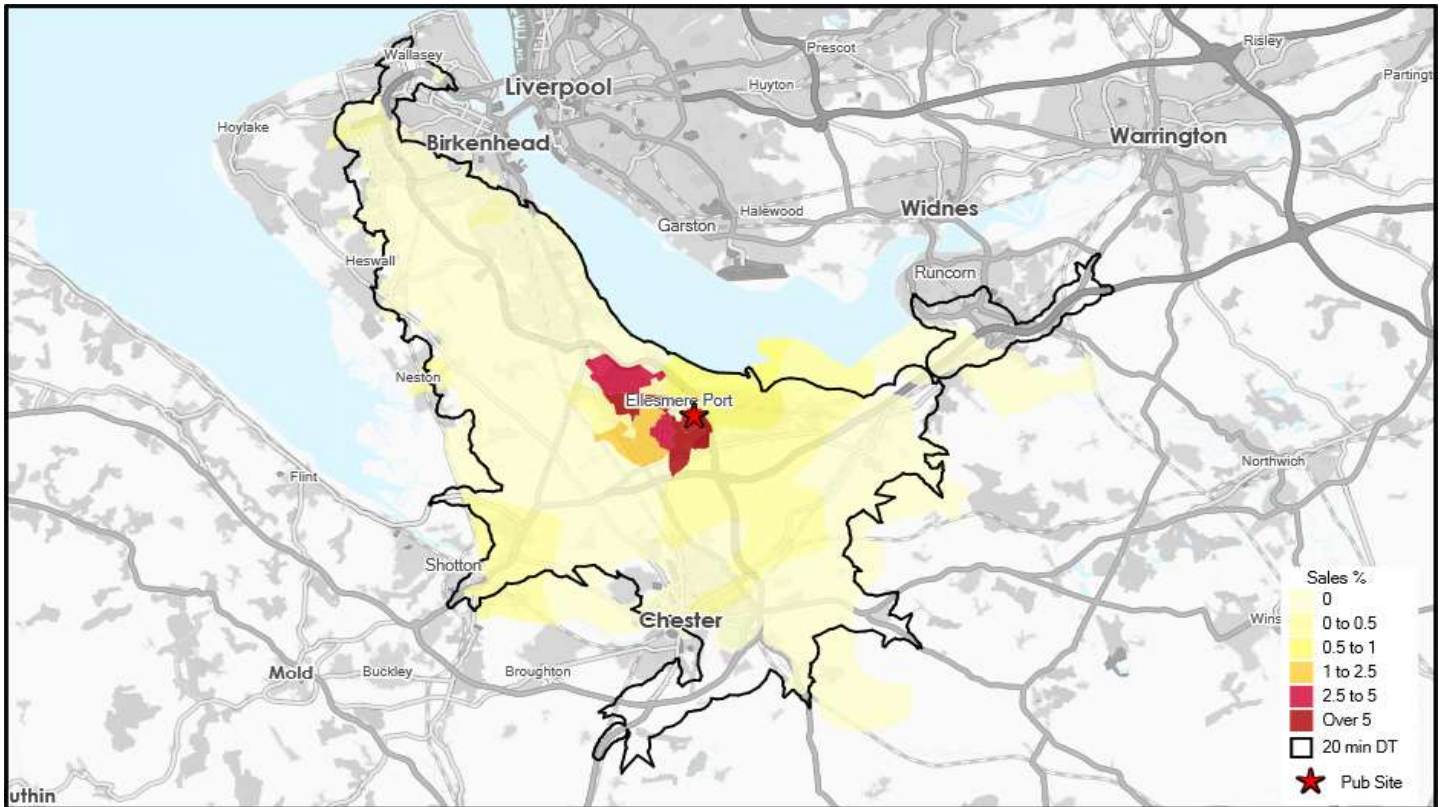
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



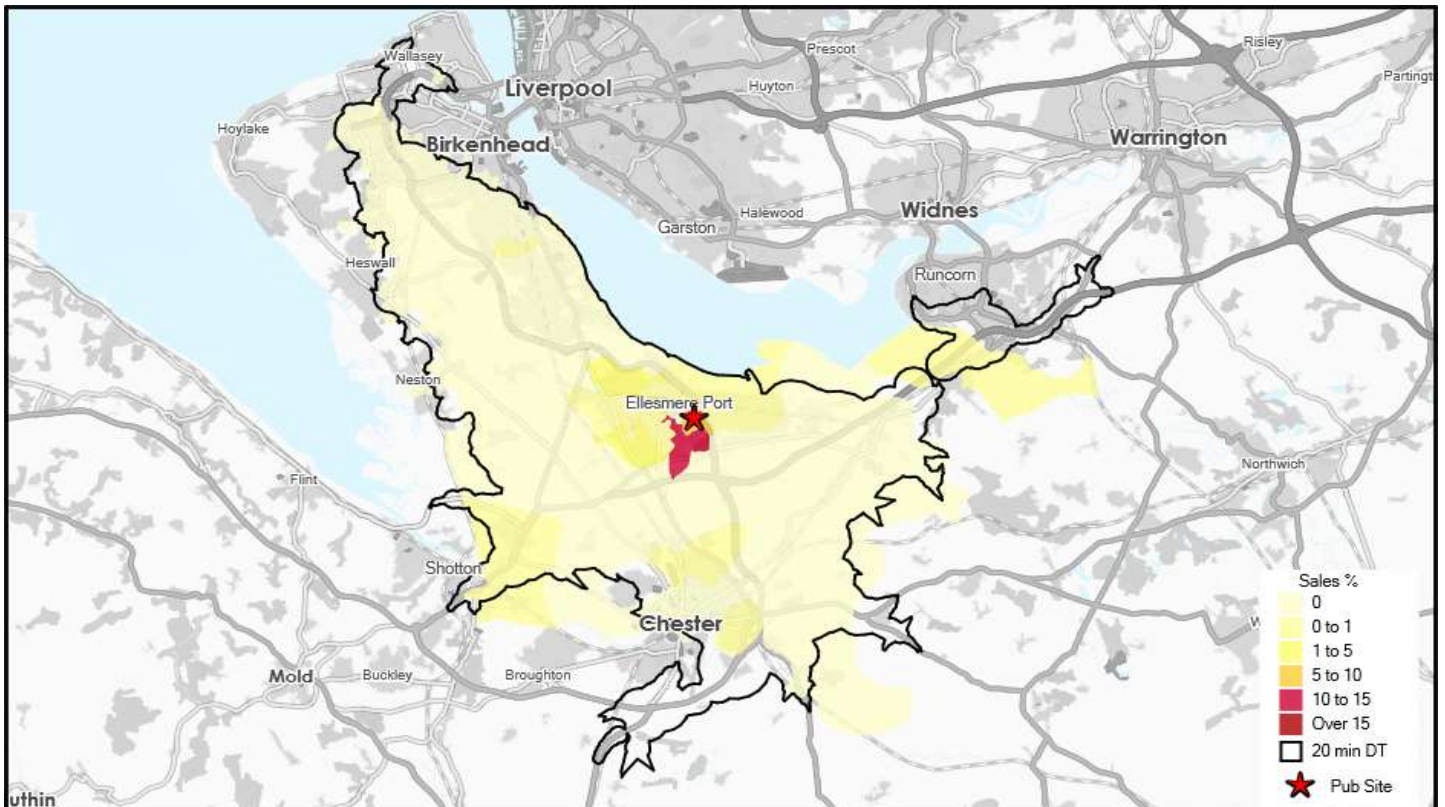
Seasonality of the spend split by month

Cat Share of Spend from Postcode Sectors within 20 minute Drive



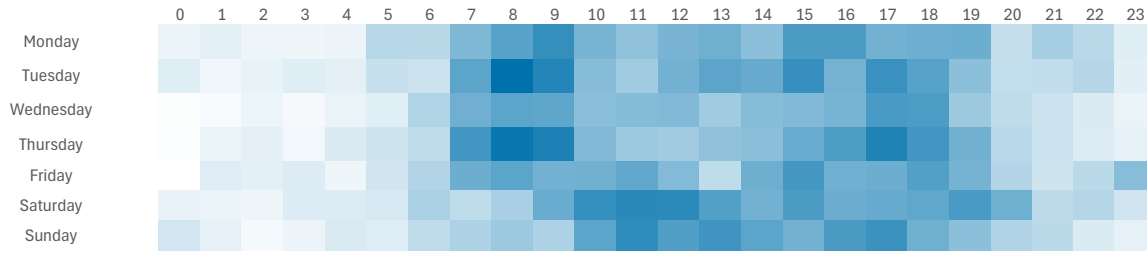
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



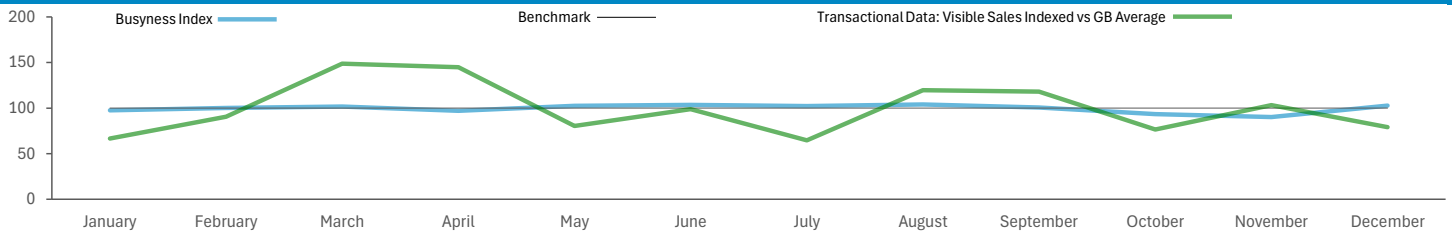
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



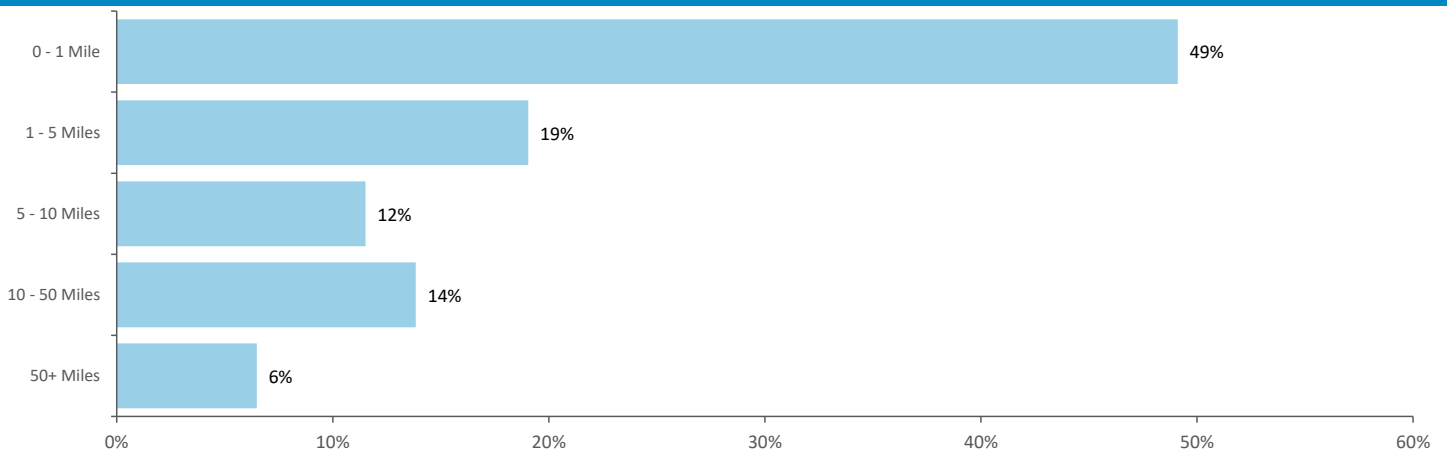
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

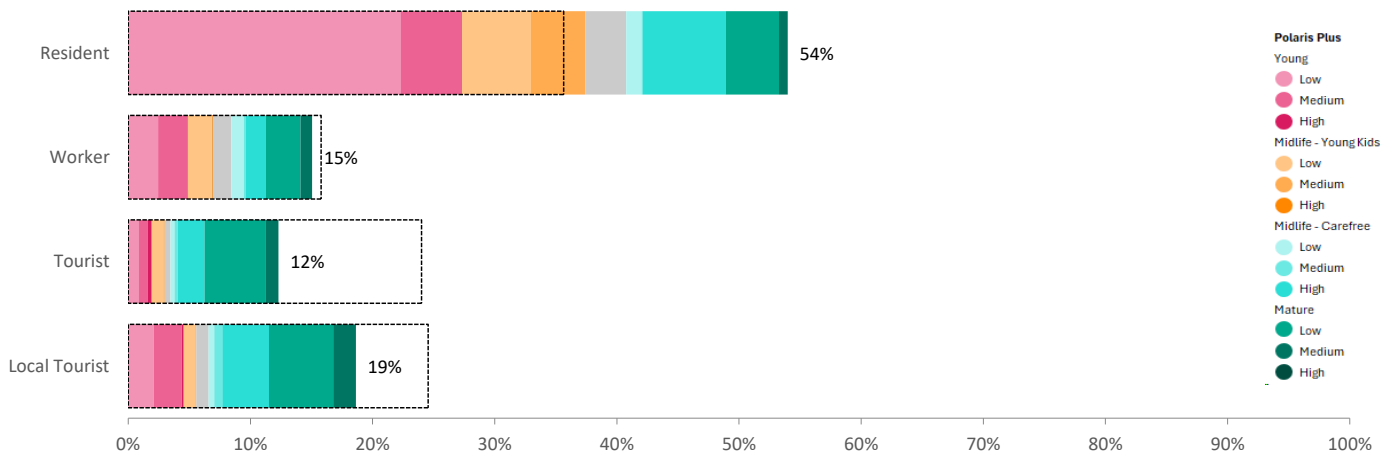
Distance from Home



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

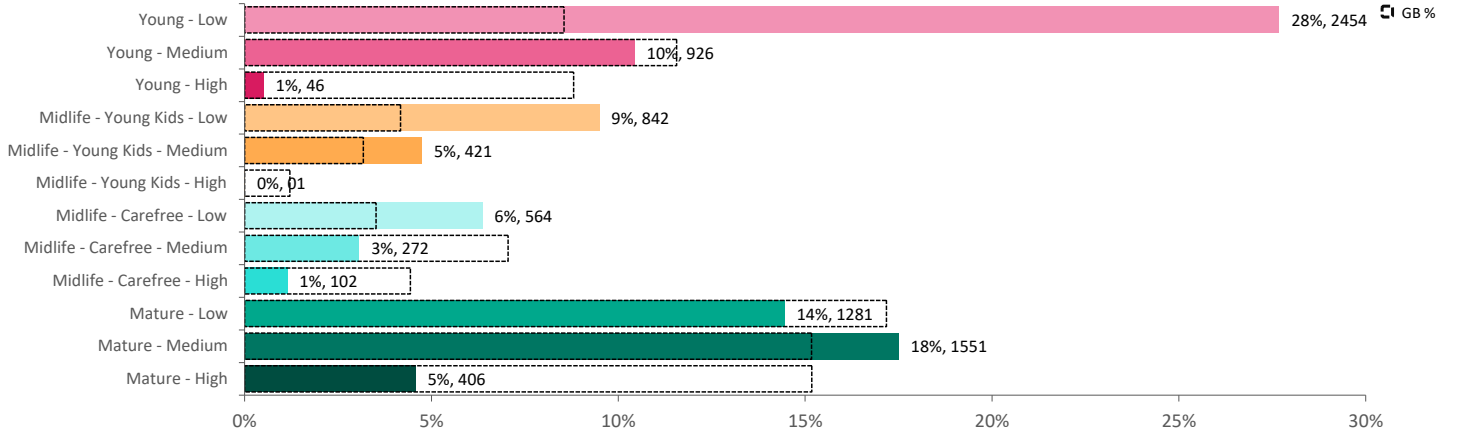


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Cat

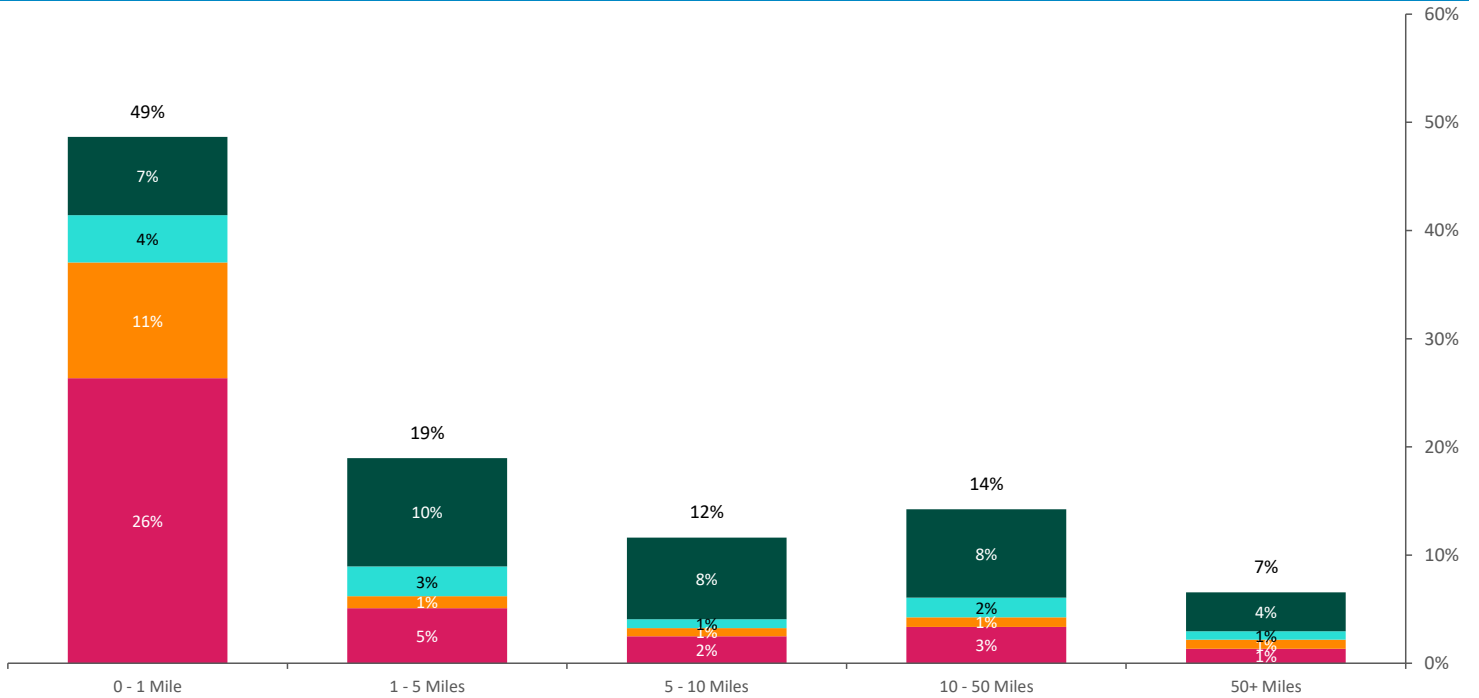
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Polaris Plus Profile



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



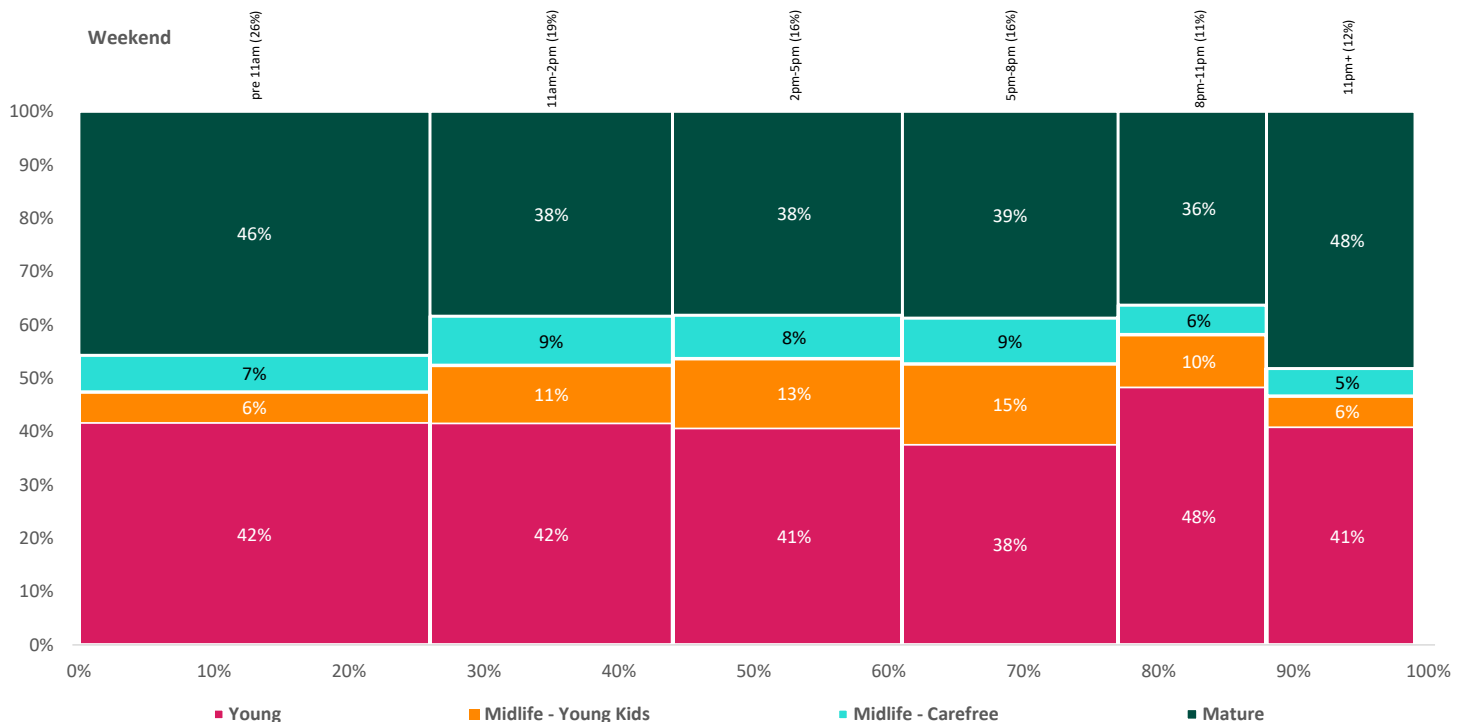
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



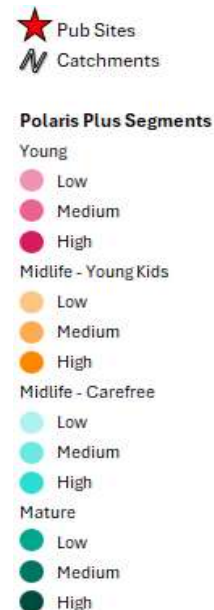
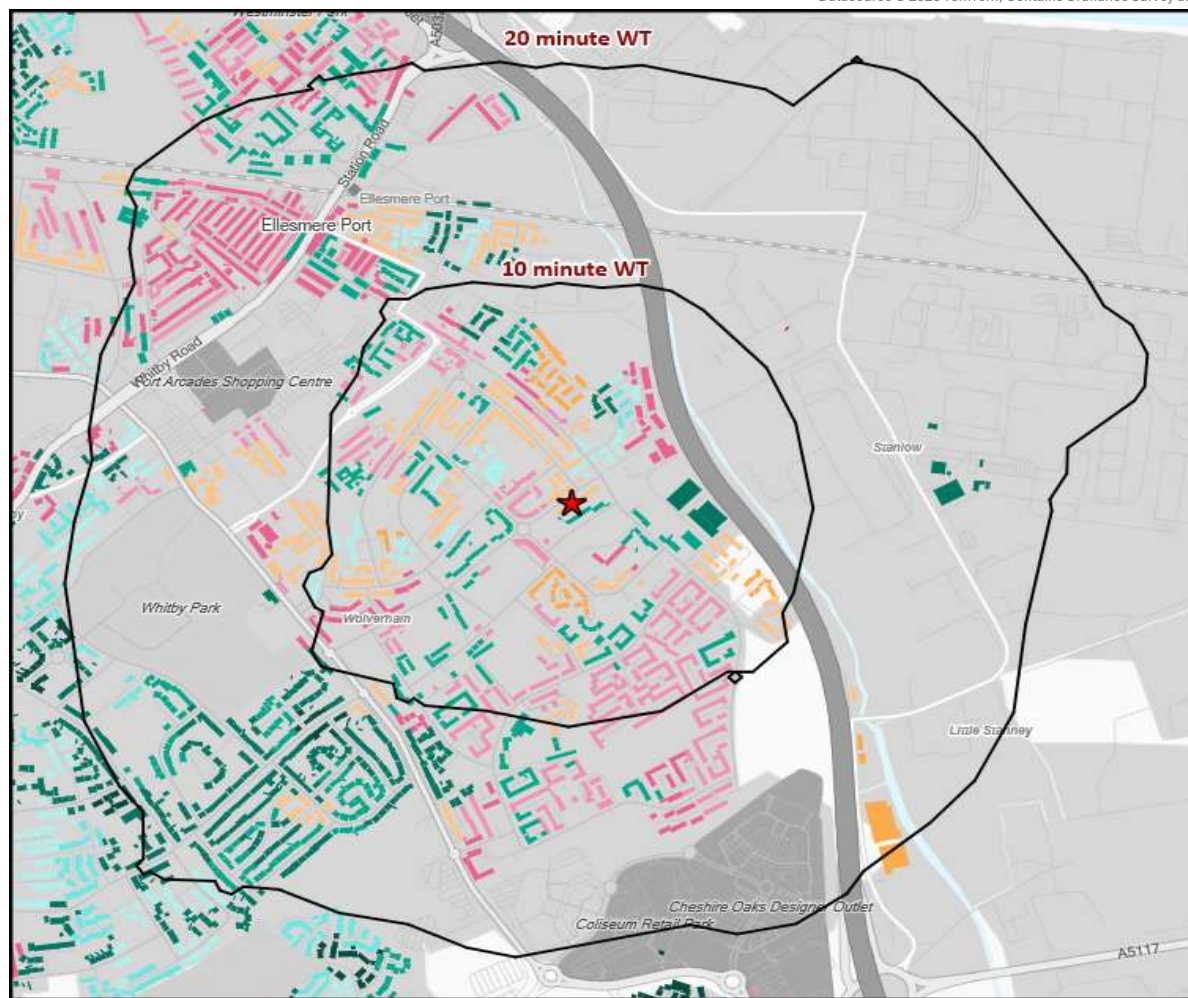
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1,520	647	723	793	448	612	4,744
Midlife - Carefree		284	156	176	189	98	108	1,009
Midlife - Young Kids		451	157	279	246	99	108	1,340
Young		1,443	654	693	686	482	526	4,483
All		3,698	1,614	1,870	1,914	1,127	1,353	11,577

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		567	338	294	300	183	265	1,947
Midlife - Young Kids		86	82	63	67	28	29	355
Midlife - Carefree		70	94	100	116	49	31	461
Mature		519	368	314	292	244	226	1,963
All		1,242	882	771	775	504	551	4,725

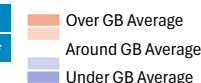
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

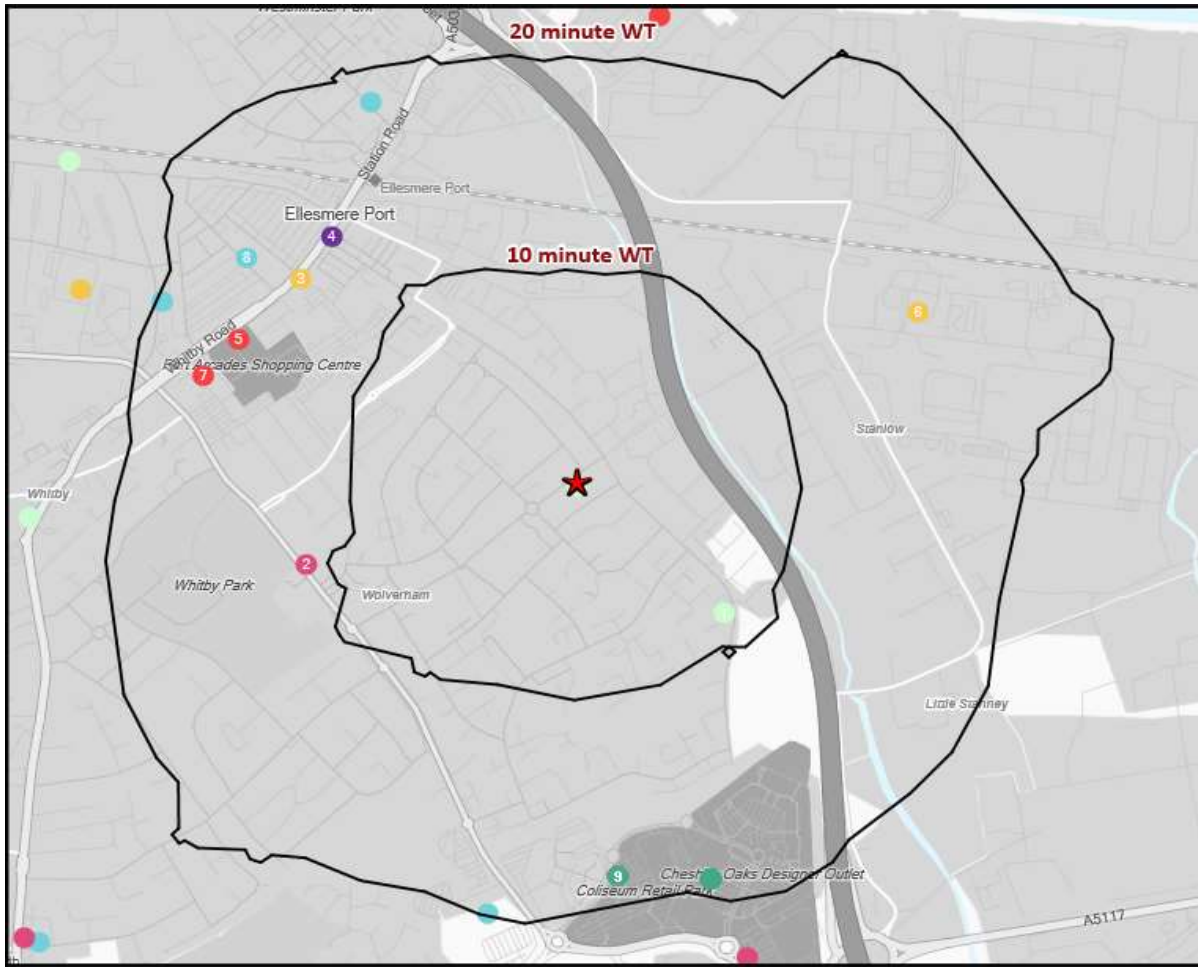


Polaris Plus Profile by Catchment

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	1.695	2.748	29.685	369	256	109
Medium	408	2.025	30.177	78	166	98
High	1	1	6.884	0	0	37
Midlife - Young Kids						
Low	998	1.489	12.387	390	249	82
Medium	314	316	1.388	157	68	12
High	0	0	48	0	0	2
Midlife - Carefree						
Low	281	391	28.343	144	86	246
Medium	20	20	8.336	6	3	42
High	0	12	14.471	0	2	117
Mature						
Low	856	2.265	31.913	134	152	85
Medium	92	1.396	70.944	13	82	165
High	0	118	37.749	0	7	91
Not Private Households	0	113	3.602	0	86	108
Total	4.665	10.894	275.927			

*WT= Walktime, **DT= Drivetime





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

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	Cat	CH65 5BZ	Star Pubs & Bars	Community Pub	3,9%	97,3%	0,00
1	Gunners Hotel	CH65 5HN	Stonegate Pub Company	Community Pub	1,7%	95,3%	0,33
2	Grace Arms	CH65 9AH	Greene King	Family Pub Dining	15,3%	83,4%	0,48
3	William Jessop	CH65 8AB	Amber Taverns	High Street Pub	5,5%	85,6%	0,59
4	Light Of India	CH65 8AA	Independent Free	Restaurants	0,0%	0,0%	0,60
5	Club 3000	CH65 0AN	Fraser Capital Management Ltd	Large Venue	1,7%	50,8%	0,62
6	Formula Bar And Grill	CH65 4LB	Independent Free	High Street Pub	0,0%	0,0%	0,65
7	Civic Hall	CH65 0AZ	Independent Free	Large Venue	0,0%	0,0%	0,66
8	Our Ladies Parish Centre	CH65 8BY	Independent Free	Clubland	0,0%	0,0%	0,68
9	Chiquito	CH65 9HD	Big Table Group Ltd	Casual Dining	5,7%	22,9%	0,69
9	Frankie & Bennys	CH65 9HD	Big Table Group Ltd	Casual Dining	8,7%	25,4%	0,69
9	Miller & Carter	CH65 9HD	Mitchells & Butlers	Restaurants	14,6%	30,1%	0,69
9	Nandos	CH65 9HD	Nandos Restaurants	Casual Dining	5,2%	23,9%	0,69
9	Tenpin	CH65 9HD	Tenpin Ltd	Large Venue	4,7%	26,8%	0,69
9	Cheshire Oaks	CH65 9HD	Greene King	Family Pub Dining	0,2%	44,7%	0,69
9	Five Guys	CH65 9HD	Five Guys	Casual Dining	4,2%	15,2%	0,69
9	Pizza Hut	CH65 9HD	Pizza Hut UK Ltd	Casual Dining	5,3%	26,0%	0,69
9	Prezzo	CH65 9HD	Prezzo plc	Casual Dining	7,1%	32,1%	0,69
9	Vue	CH65 9HD	Omers Private Equity	Large Venue	9,8%	29,1%	0,69
9	Las Iguanas	CH65 9HD	Big Table Group Ltd	High Street Pub	3,2%	19,0%	0,69
9	Zizzi	CH65 9HD	Azzurri Group Ltd	Casual Dining	3,3%	22,5%	0,69

- 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

■ Over GB Average
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High Street Pub	47	53.988	19,6%	104
Premium Local	57	48.490	17,6%	104

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							