

Catchment Summary - Denison Arms

- 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**
1,213	2,837	80,839

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
23	15	19

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

22	14	20
11	5	30
56	132	62
104	105	103

Population

1,213	2,837	80,839
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Adults 18+

987	2,330	66,521
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Competition Pubs

2	2	122
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Adults 18+ per Competition Pub

494	1,165	545
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% Adults Likely to Drink

78,8%	79,3%	77,6%
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Affluence	Low	20 min WT*	20 min DT**	
	Medium	72,7%	71,2%	54,4%
	High	17,6%	18,6%	12,3%

9,6%	10,2%	32,5%
72,7%	71,2%	54,4%
17,6%	18,6%	12,3%

*Affluence does not include Not Private Households

Mean Net Disposable Income (£pa)

£24,823	£25,043	£20,593
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Age Profile	18-24	20 min WT*	20 min DT**	
	25-34	85	244	8,975
	35-44	147	314	9,096
	45-64	284	675	21,893
	65+	416	964	21,458

55	133	5,099
85	244	8,975
147	314	9,096
284	675	21,893
416	964	21,458

29	31	98
191	187	143
64	68	45

116	117	97
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54	55	75
52	64	82
90	82	83
92	94	107
179	178	139



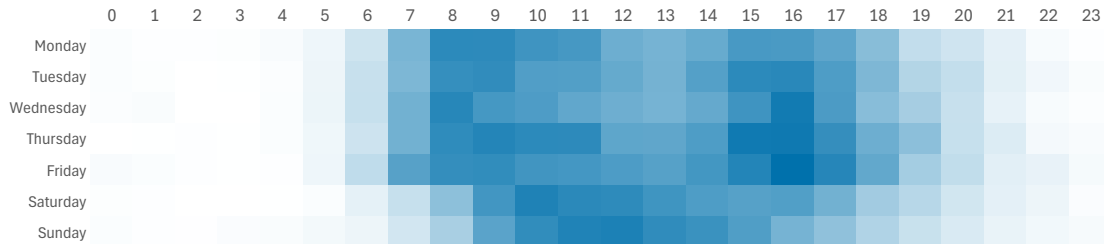
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Polaris Plus Segments

- ★ Pub Sites
- ★ Catchment
- Young**
 - Low (Pink)
 - Medium (Red)
 - High (Magenta)
- Midlife - Young Kids**
 - Low (Light Orange)
 - Medium (Orange)
 - High (Dark Orange)
- Midlife - Carefree**
 - Low (Light Cyan)
 - Medium (Cyan)
 - High (Dark Cyan)
- Mature**
 - Low (Light Green)
 - Medium (Green)
 - High (Dark Green)

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	19,121	0	0	103
Midlife - Young Kid	21	21	3,472	20	8	48
Midlife - Carefree	7	15	4,279	4	4	41
Mature	959	2,294	39,126	219	222	133
Not Private Households	0	0	523	0	0	6,498
Total	987	2,330	66,521			

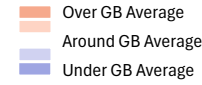


Per Pub - Denison Arms

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

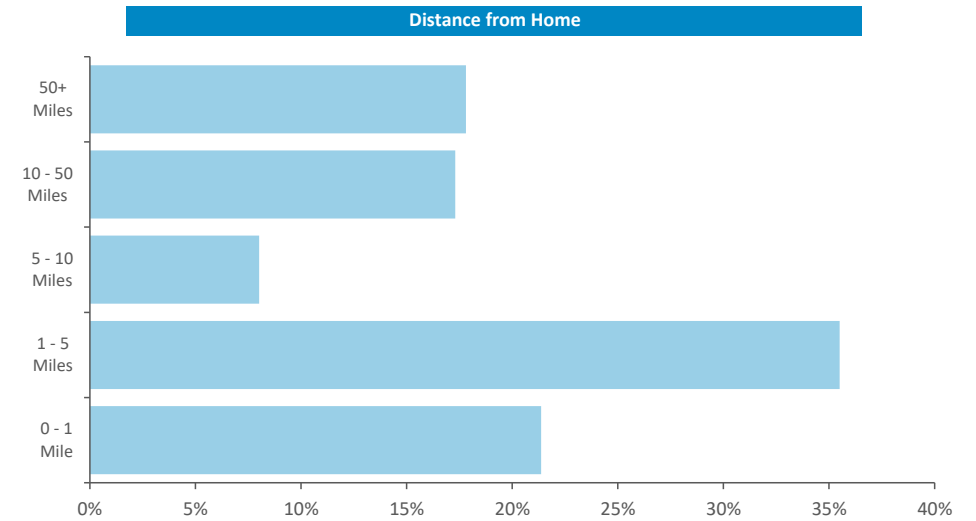
Adults 18+	987	2.330	66.521
Number of Competition Pubs	2	2	122
Adults 18+ per Competition Pub	494	1.165	545



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	17	1,7%	21
Circuit Bar	0	10	1,0%	24
Community Pub	0	240	24,3%	124
Craft Led	0	1	0,1%	3
Great Pub Great Food	1	212	21,5%	118
High Street Pub	0	241	24,4%	129
Premium Local	1	260	26,3%	155

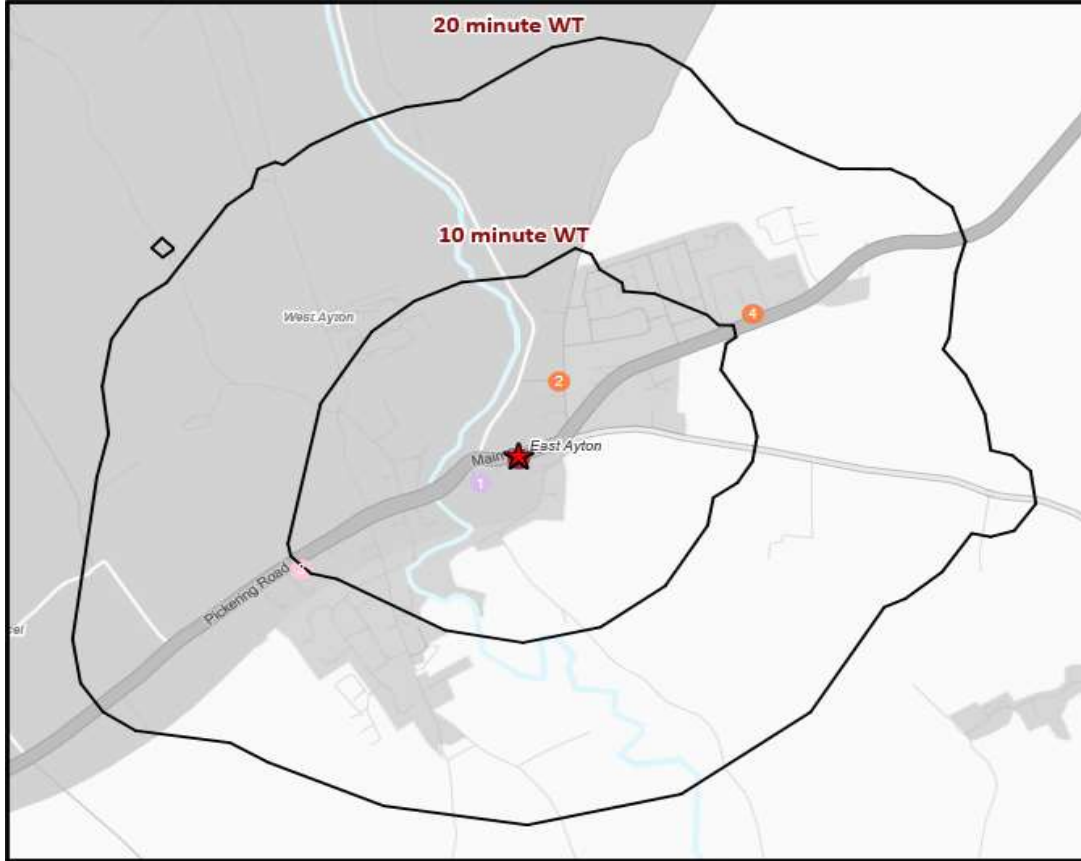
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Circuit Bar	0	20	0,9%	21
Community Pub	0	569	24,4%	125
Craft Led	0	1	0,1%	1
Great Pub Great Food	1	507	21,8%	120
High Street Pub	0	567	24,3%	129
Premium Local	1	615	26,4%	156

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	5	3.566	5,4%	64
Circuit Bar	10	3.177	4,8%	114
Community Pub	8	16.284	24,5%	125
Craft Led	0	2.479	3,7%	104
Great Pub Great Food	6	9.809	14,7%	81
High Street Pub	23	15.956	24,0%	127
Premium Local	21	11.951	18,0%	106



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Competition - Denison Arms



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Ye Olde Forge Valley	YO13 9JE	Punch Pub Company	GPGF	51,8%	0,46
1	Ayton Sports Association	YO13 9HY	Independent Free	Sports Clubs	19,7%	0,09
0	Denison Arms	YO13 9HL	Star Pubs & Bars	Premium Local	16,1%	0,00
2	East Ayton Lodge Country Hotel	YO13 9EW	Independent Free	Hotel	12,4%	0,17
4	Bretton Farm	YO13 9HT	Independent Free	Hotel	0,0%	0,53

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

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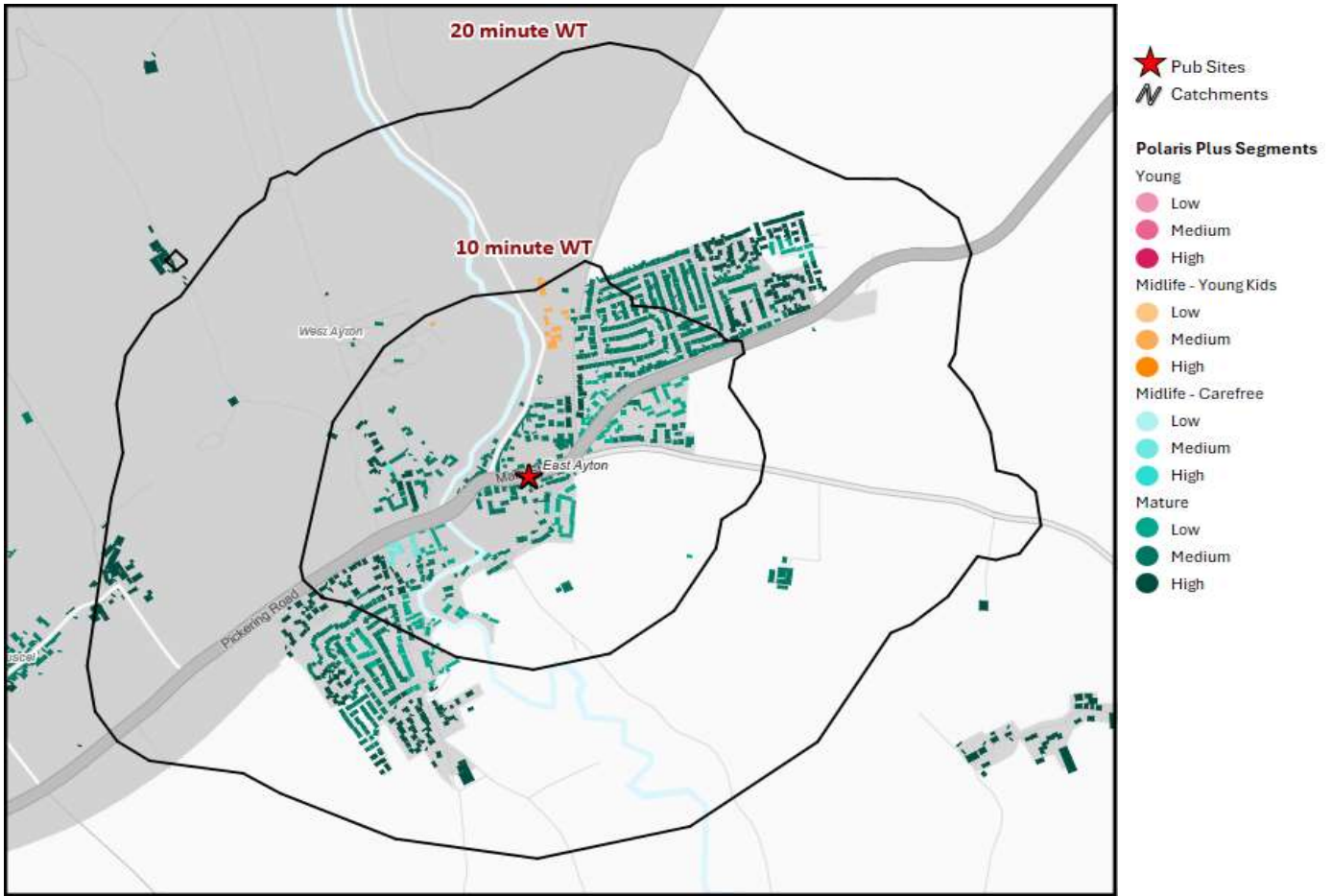


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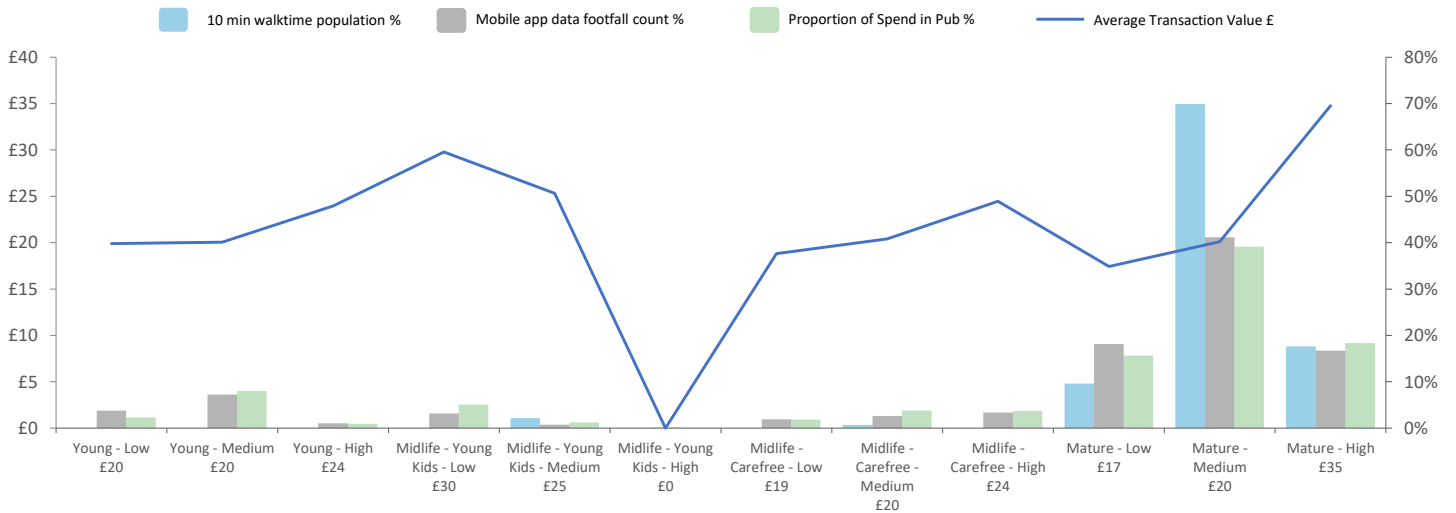
Catchment Summary - Denison Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
149536	Denison Arms	YO13 9HL	Star Pubs & Bars	Premium Local	19



Polaris Plus Profile



See the Glossary page for further information on the above variables

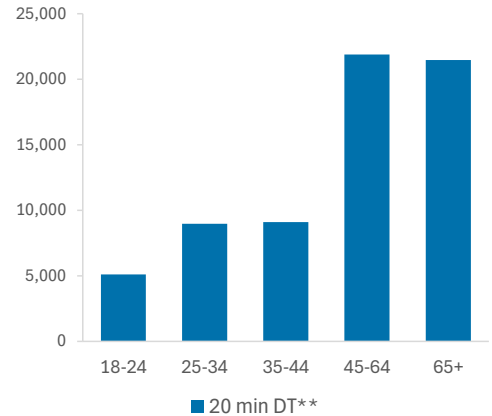
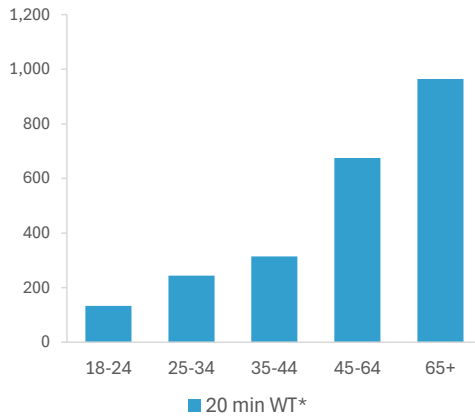
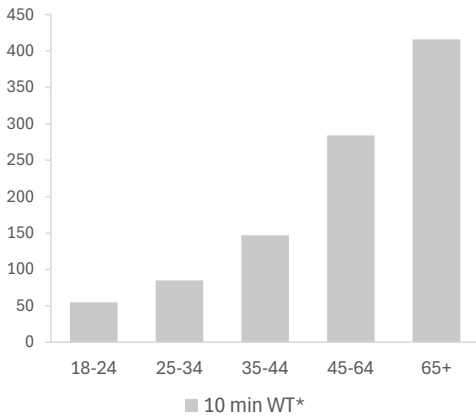
Catchment Summary - Denison Arms

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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	1,213	2,837	80,839	23	15	19	
Adults 18+	987	2,330	66,521	22	14	20	
Competition Pubs	2	2	122	11	5	30	
Adults 18+ per Competition Pub	494	1,165	545	56	132	62	
% Adults Likely to Drink	78,8%	79,3%	77,6%	104	105	103	
Affluence	Low	9,6%	10,2%	32,5%	29	31	98
	Medium	72,7%	71,2%	54,4%	191	187	143
	High	17,6%	18,6%	12,3%	64	68	45
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£24.823	£25.043	£20.593	116	117	97	
Age Profile	18-24	55	133	5,099	54	55	75
	25-34	85	244	8,975	52	64	82
	35-44	147	314	9,096	90	82	83
	45-64	284	675	21,893	92	94	107
	65+	416	964	21,458	179	178	139



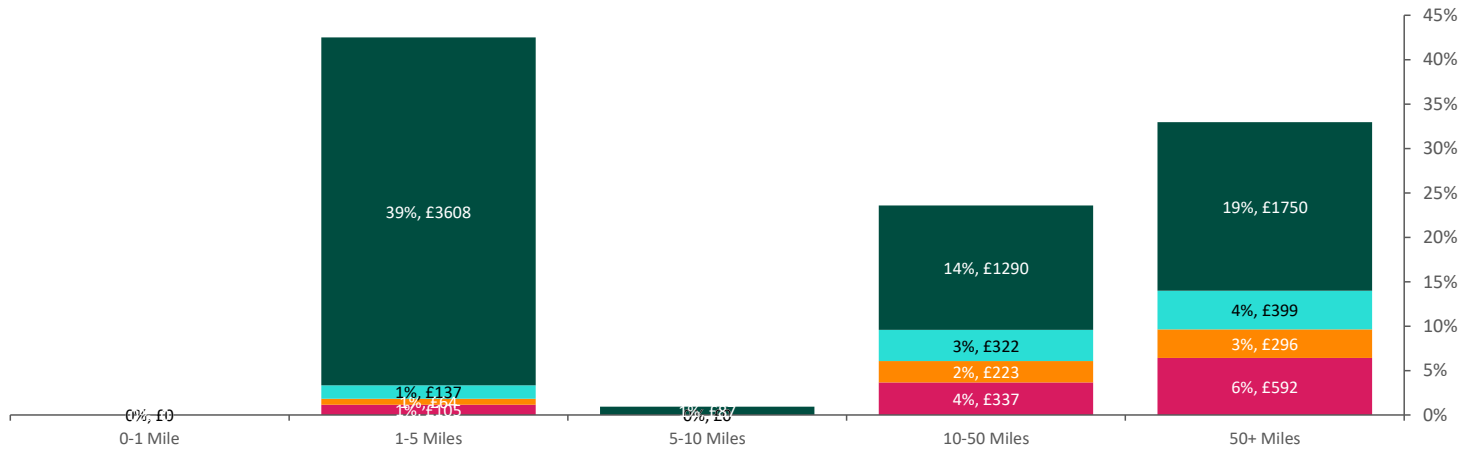
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	584 (48%)	1,357 (48%)	39,417 (49%)	98	98	99
	Female	629 (52%)	1,480 (52%)	41,422 (51%)	102	102	101
Economic Status (16+)	Employed: Full-time	230 (23%)	614 (26%)	19,203 (28%)	66	75	82
	Employed: Part-time	138 (14%)	329 (14%)	9,393 (14%)	112	113	113
	Self employed	110 (11%)	216 (9%)	6,201 (9%)	117	98	99
	Unemployed	16 (2%)	40 (2%)	1,547 (2%)	61	66	89
	Full-time student	12 (1%)	35 (1%)	979 (1%)	50	62	61
	Retired	382 (37%)	880 (37%)	20,667 (30%)	171	168	138
	Other	132 (13%)	276 (12%)	10,228 (15%)	74	66	86
Total Worker Count	384	730	40,623				

See the Glossary page for further information on the above variables

Transactional Data Summary - Denison Arms

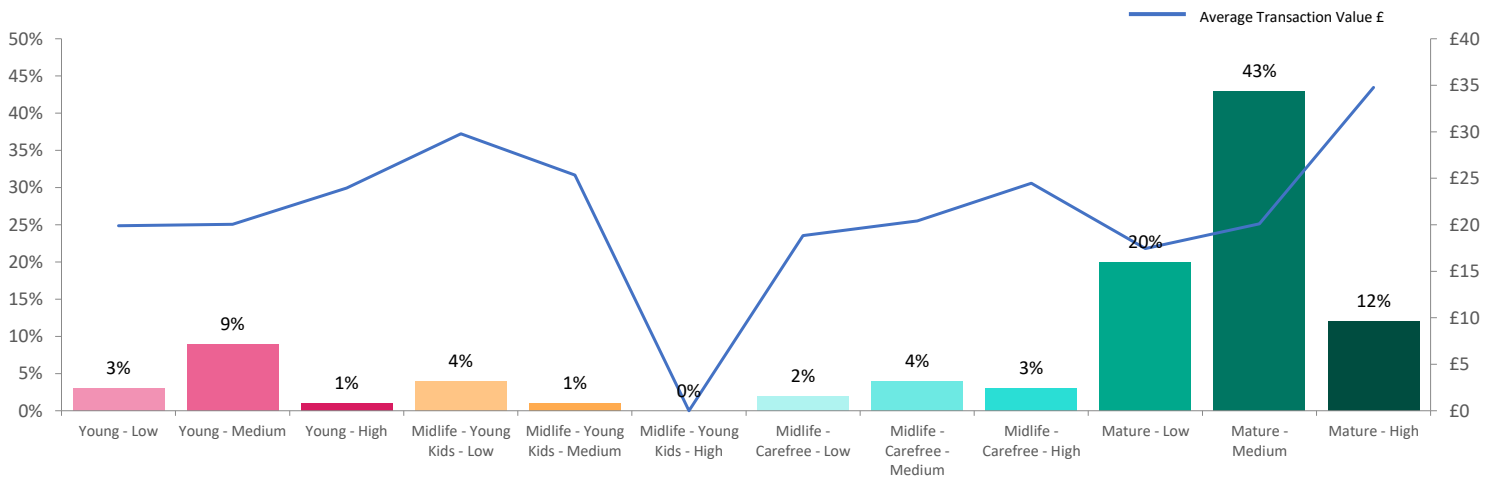
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Spend by Polaris and Distance from Home



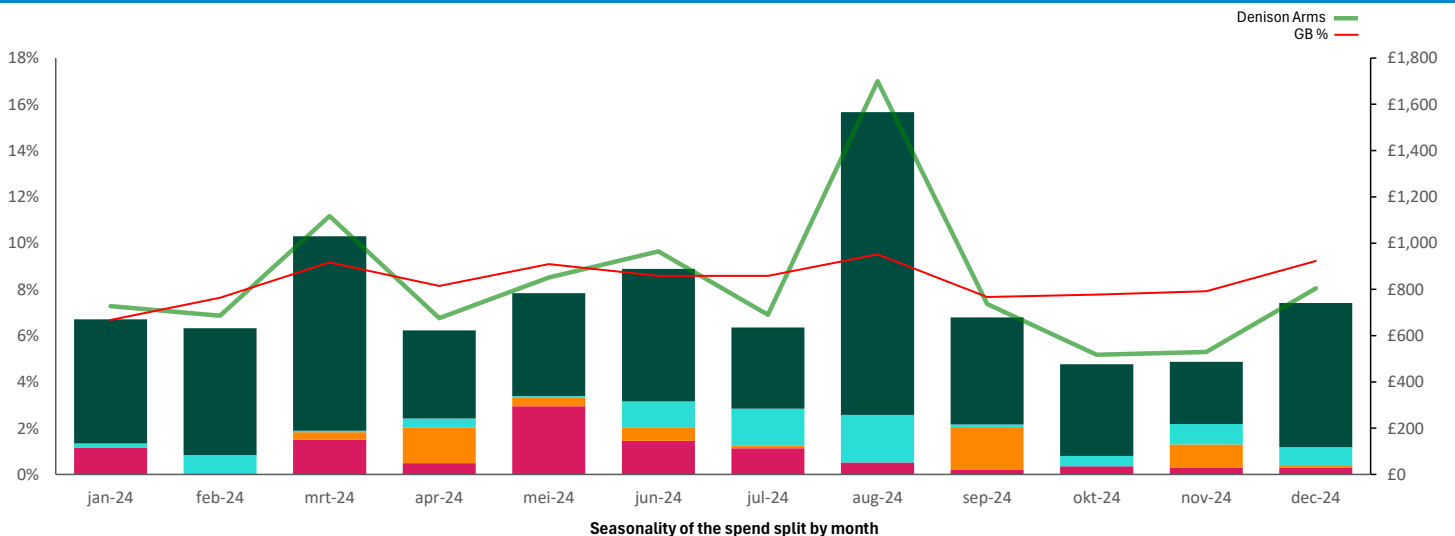
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



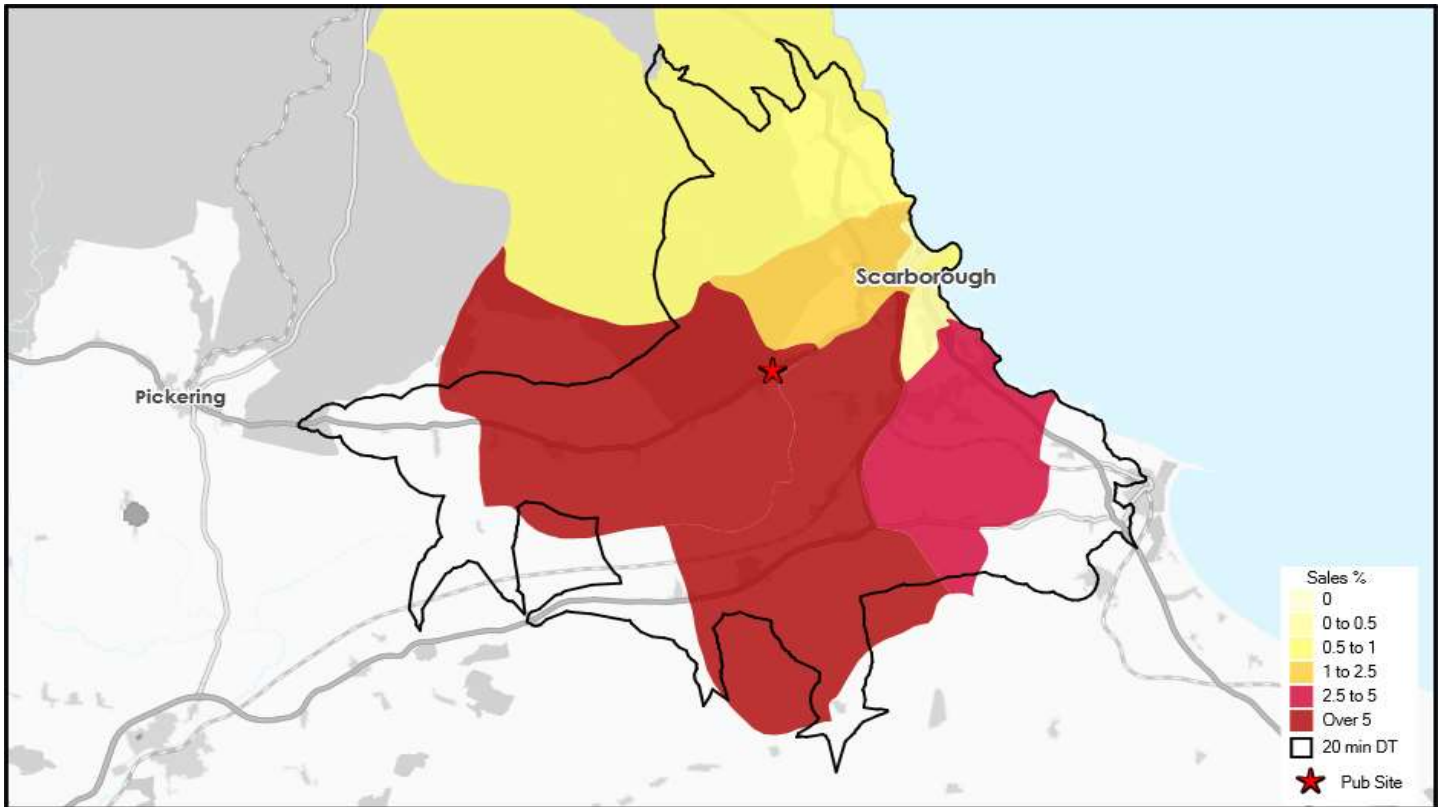
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



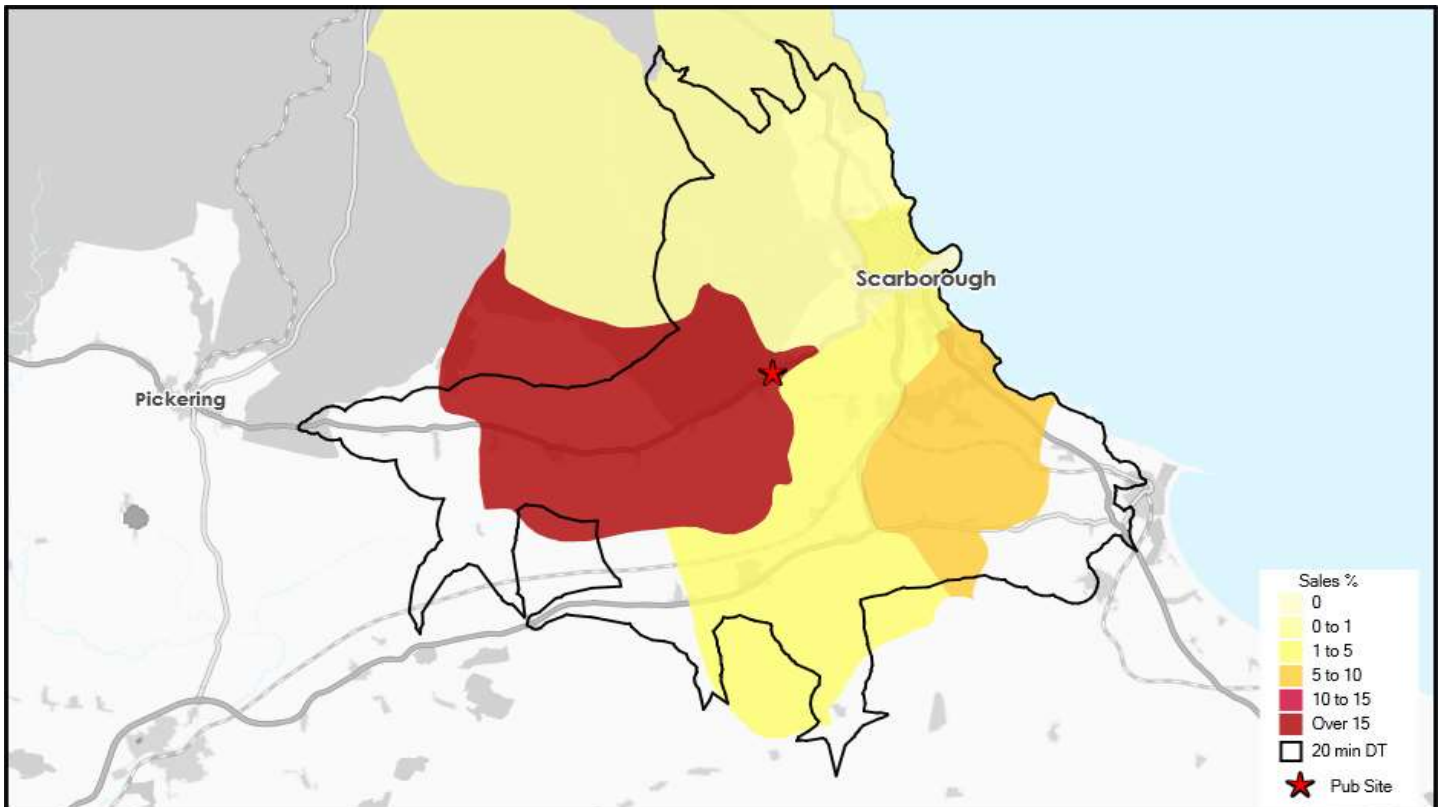
Seasonality of the spend split by month

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



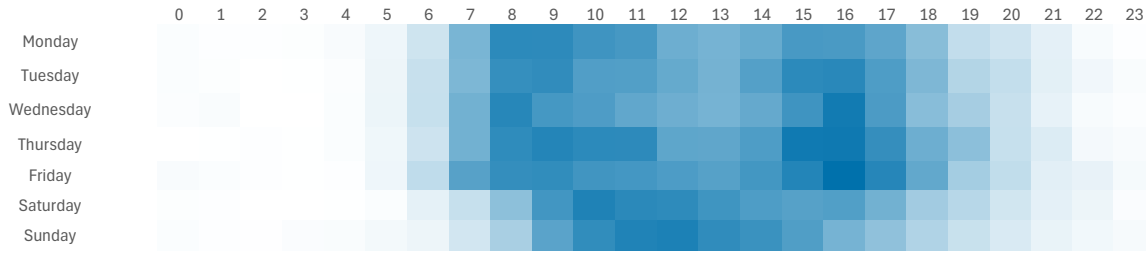
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



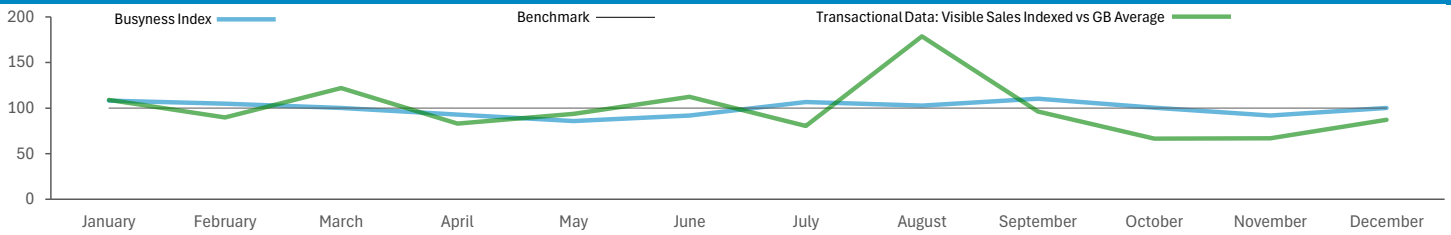
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



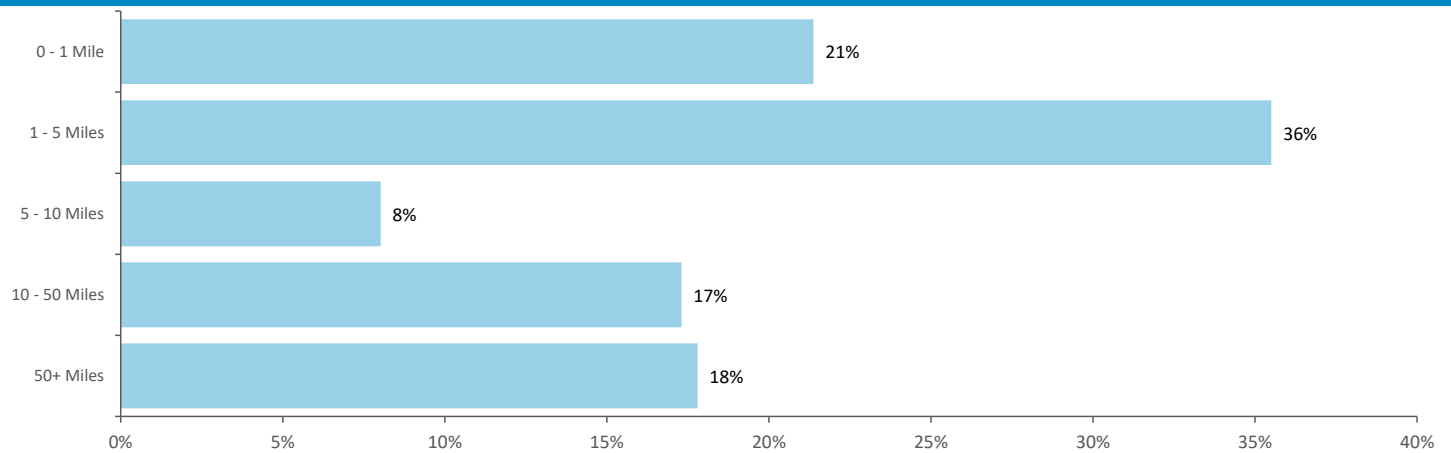
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

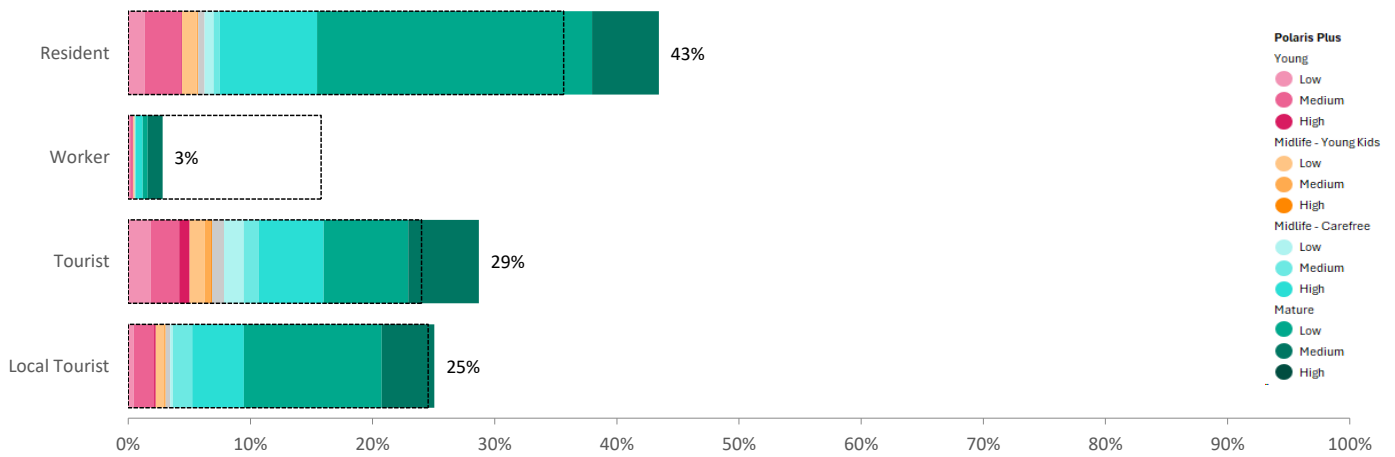
Distance from Home



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



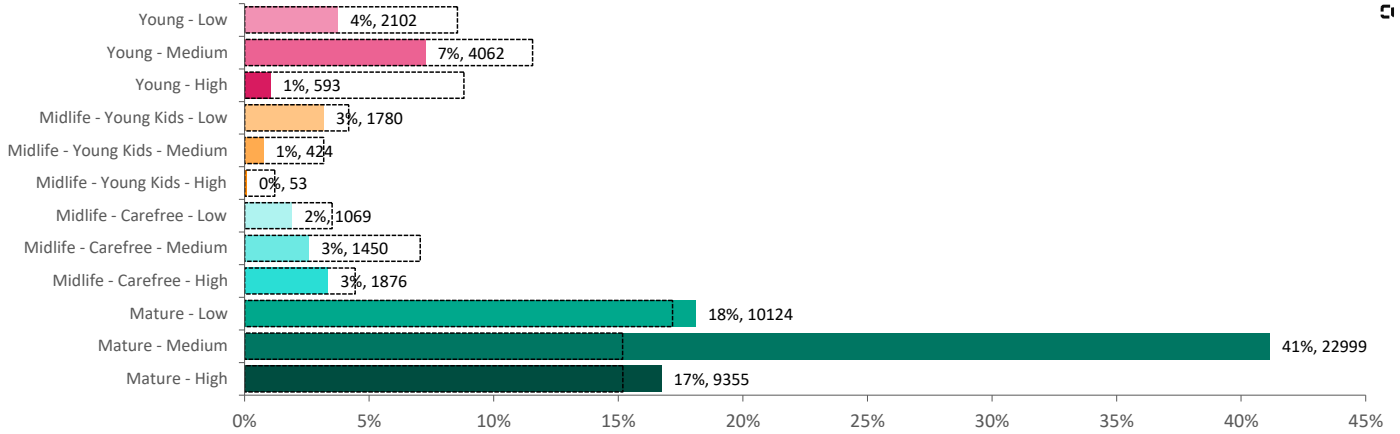
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Denison Arms

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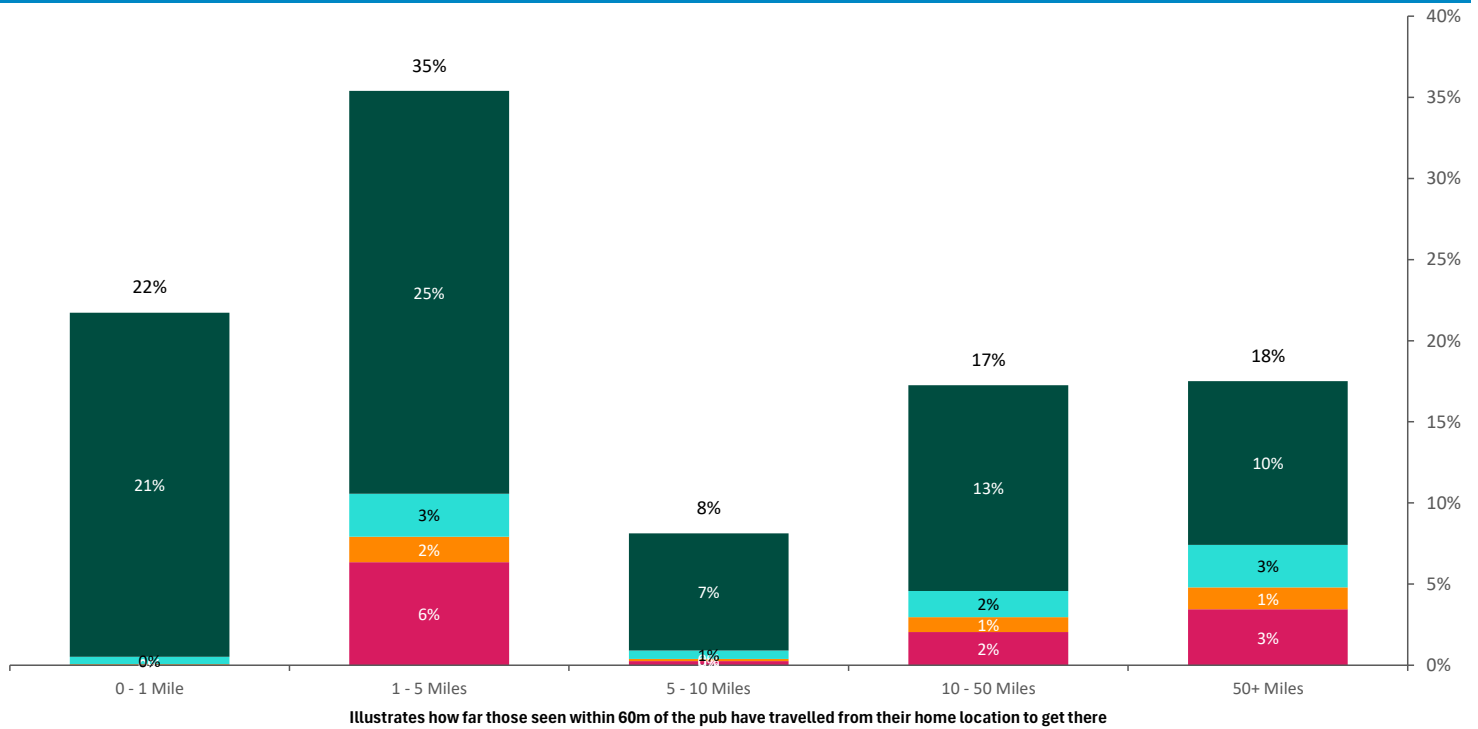
Polaris Plus Profile

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



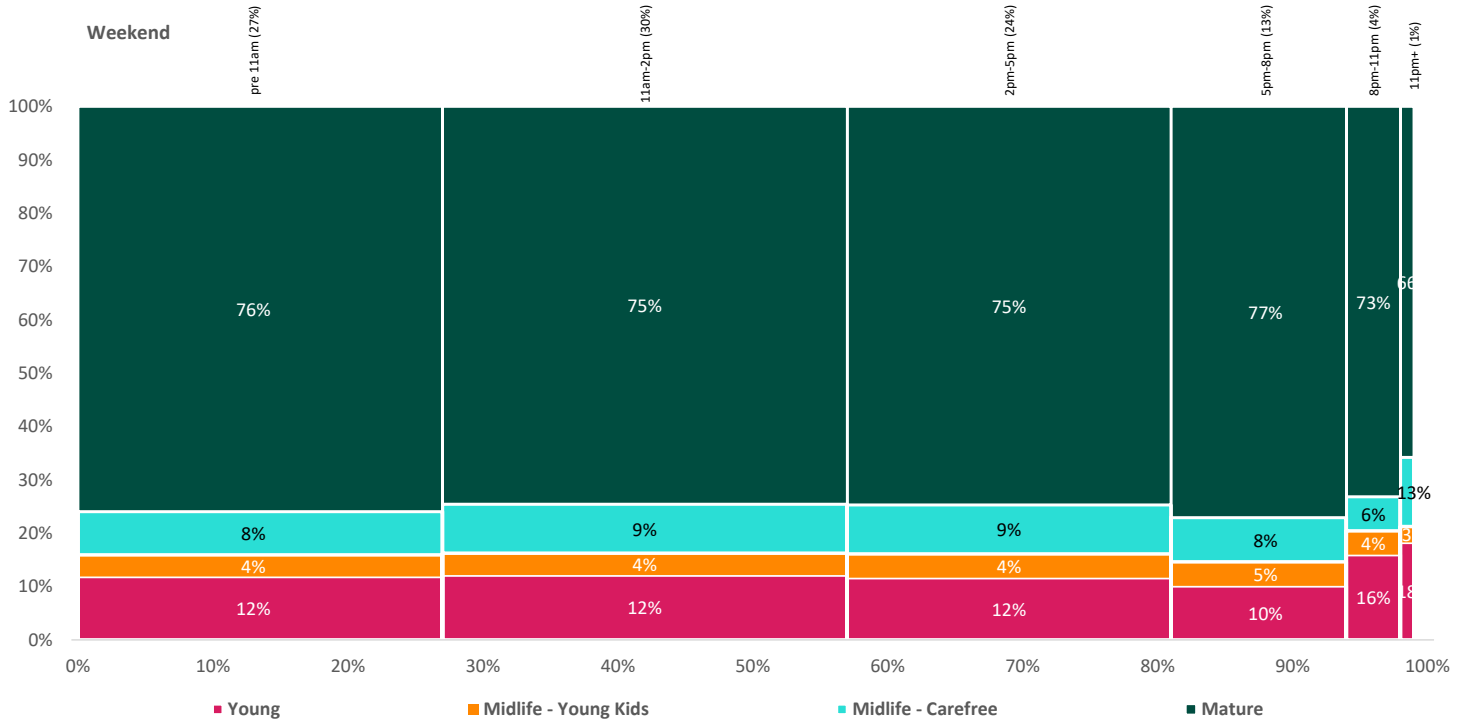
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		12,264	7,051	8,868	6,249	1,404	321	36,156
Midlife - Carefree		1,001	700	884	529	152	22	3,287
Midlife - Young Kids		614	398	402	232	95	12	1,754
Young		1,938	1,056	1,358	843	262	94	5,551
All		15,817	9,205	11,511	7,853	1,913	449	46,748

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		3,363	3,595	2,935	1,625	477	121	12,116
Midlife - Young Kids		361	446	364	175	42	24	1,413
Midlife - Carefree		180	196	174	95	29	5	680
Mature		526	587	459	214	104	34	1,923
All		4,430	4,824	3,932	2,109	652	184	16,131

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



★ Pub Sites
 Catchments

Polaris Plus Segments

Young
 ● Low
 ● Medium
 ● High

Midlife - Young Kids
 ● Low
 ● Medium
 ● High

Midlife - Carefree
 ● Low
 ● Medium
 ● High

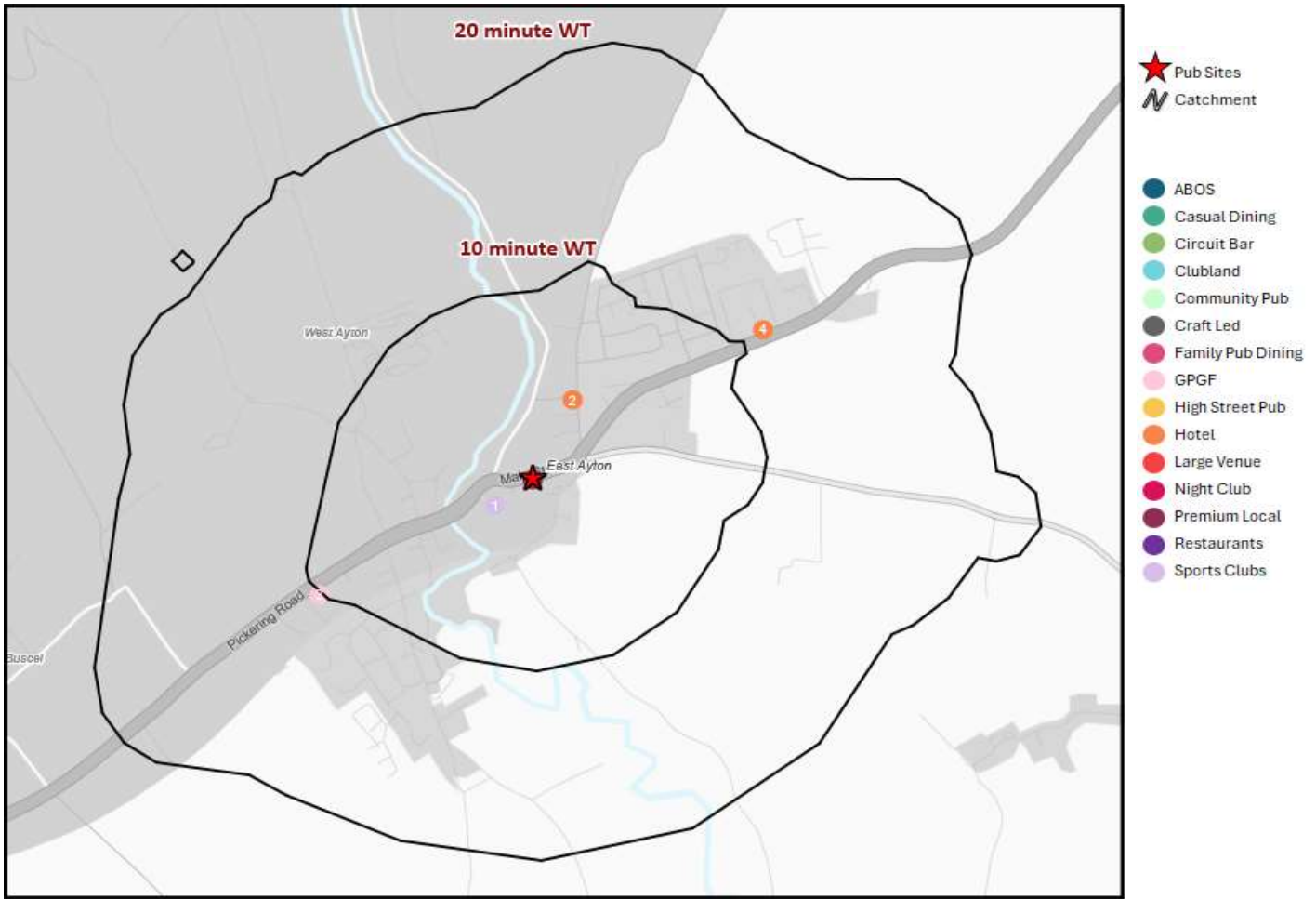
Mature
 ● Low
 ● Medium
 ● High

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	3.359	0	0	51
Medium	0	0	15.521	0	0	209
High	0	0	241	0	0	5
Midlife - Young Kids						
Low	0	0	3.157	0	0	87
Medium	21	21	315	50	21	11
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1.969	0	0	71
Medium	7	15	806	10	9	17
High	0	0	1.504	0	0	51
Mature						
Low	95	237	13.151	70	74	144
Medium	690	1.624	19.542	450	448	189
High	174	433	6.433	117	123	64
Not Private Households	0	0	523	0	0	65
Total	987	2.330	66.521			

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 Around GB Average
 Under GB Average

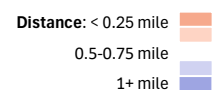


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Denison Arms	YO13 9HL	Star Pubs & Bars	Premium Local	16,1%	44,0%	0,00
1	Ayton Sports Association	YO13 9HY	Independent Free	Sports Clubs	19,7%	97,2%	0,09
2	East Ayton Lodge Country Hotel	YO13 9EW	Independent Free	Hotel	12,4%	21,2%	0,17
3	Ye Olde Forge Valley	YO13 9JE	Punch Pub Company	GPGF	51,8%	57,8%	0,46
4	Bretton Farm	YO13 9HT	Independent Free	Hotel	0,0%	0,0%	0,53

* 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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■ Under GB Average

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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							