

Location Report



| Created: Sep 10 2025 11:12AM in 1 seconds |

...: PUB SEGMENTATION ...

Site: **White Lion Hotel, DE45 1TA**

A Premium Village pub is typically located in a fairly affluent village. Food would be an important focus offered in an authentic visually appealing environment. A beer garden would also be a bonus to entice people out from the nearby suburbs. Drinks are worth less in sales terms but there is the opportunity to charge a premium within the right setting. The ambience needs to appeal to locals to drive traffic midweek so creating a genuine warm environment with cosy nooks and open fires would be ideal.

Variable	Target Value
Best Fit Segmentation	Premium Village
How close it the Best Fit	0.96
Second Best Fit Segmentation	Village All Rounder
How close it the Second Best Fit	0.32
Third Best Fit Segmentation	none
How close it the Third Best Fit	0.00



GROUP 2: COMFORTABLE SCEPTICS

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be weary of trying something new.



GROUP 8: STEADFAST SIPPERS

They've got their favourite places, rarely push the boat out, and prefer staying close to home.



GROUP 9: SPARKLING SOCIALISERS

Regularly wine & dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



GROUP 10: BUSINESS CLASS-SEEKERS

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

...: MATCH CONSUMER SEGMENTATION ...

Site: **White Lion Hotel, DE45 1TA : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	73	10.85%	9,583,035	15.35%	70.69%	
C02. Comfortable Sceptics	113	16.79%	8,713,823	13.95%	120.33%	
C03. Mainstream Minded	61	9.06%	6,388,194	10.23%	88.61%	
C04. Cost-Conscious Champions	67	9.96%	7,857,998	12.58%	79.12%	
C05. Carefree Dolce Vitas	59	8.77%	4,527,939	7.25%	120.91%	
C06. Family Pit Stoppers	35	5.20%	4,593,126	7.35%	70.71%	
C07. Trending Tastemakers	49	7.28%	5,955,829	9.54%	76.34%	
C08. Steadfast Sippers	64	9.51%	4,164,917	6.67%	142.59%	
C09. Sparkling Socialisers	64	9.51%	4,164,917	6.67%	142.59%	
C10. Business Class Seekers	75	11.14%	5,441,256	8.71%	127.90%	
Total	673	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **White Lion Hotel, DE45 1TA : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	91	11.46%	9,583,035	15.35%	74.69%	
C02. Comfortable Sceptics	131	16.50%	8,713,823	13.95%	118.24%	
C03. Mainstream Minded	70	8.82%	6,388,194	10.23%	86.18%	
C04. Cost-Conscious Champions	78	9.82%	7,857,998	12.58%	78.07%	
C05. Carefree Dolce Vitas	68	8.56%	4,527,939	7.25%	118.12%	
C06. Family Pit Stoppers	41	5.16%	4,593,126	7.35%	70.21%	
C07. Trending Tastemakers	62	7.81%	5,955,829	9.54%	81.88%	
C08. Steadfast Sippers	72	9.07%	4,164,917	6.67%	135.97%	
C09. Sparkling Socialisers	72	9.07%	4,164,917	6.67%	135.97%	
C10. Business Class Seekers	92	11.59%	5,441,256	8.71%	132.98%	
Total	794	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **White Lion Hotel, DE45 1TA : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	133	12.27%	9,583,035	15.35%	79.96%	
C02. Comfortable Sceptics	184	16.97%	8,713,823	13.95%	121.65%	
C03. Mainstream Minded	92	8.49%	6,388,194	10.23%	82.97%	
C04. Cost-Conscious Champions	117	10.79%	7,857,998	12.58%	85.78%	
C05. Carefree Dolce Vitas	88	8.12%	4,527,939	7.25%	111.97%	
C06. Family Pit Stoppers	55	5.07%	4,593,126	7.35%	68.99%	
C07. Trending Tastemakers	80	7.38%	5,955,829	9.54%	77.38%	
C08. Steadfast Sippers	102	9.41%	4,164,917	6.67%	141.09%	
C09. Sparkling Socialisers	102	9.41%	4,164,917	6.67%	141.09%	
C10. Business Class Seekers	119	10.98%	5,441,256	8.71%	125.99%	
Total	1,084	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **White Lion Hotel, DE45 1TA : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	974	13.65%	9,583,035	15.35%	88.95%	
C02. Comfortable Sceptics	1,274	17.85%	8,713,823	13.95%	127.95%	
C03. Mainstream Minded	616	8.63%	6,388,194	10.23%	84.39%	
C04. Cost-Conscious Champions	822	11.52%	7,857,998	12.58%	91.55%	
C05. Carefree Dolce Vitas	515	7.22%	4,527,939	7.25%	99.54%	
C06. Family Pit Stoppers	372	5.21%	4,593,126	7.35%	70.88%	
C07. Trending Tastemakers	561	7.86%	5,955,829	9.54%	82.43%	
C08. Steadfast Sippers	669	9.38%	4,164,917	6.67%	140.57%	
C09. Sparkling Socialisers	669	9.38%	4,164,917	6.67%	140.57%	
C10. Business Class Seekers	670	9.39%	5,441,256	8.71%	107.76%	
Total	7,136	100.00%	62,449,686	100.00%	100.00%	

...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 30717 White Lion Hotel, DE45 1TA | 2025-09-10 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.12	30719	Crispin	Main Street, Great Longstone, BAKEWELL	DE45 1TZ	Community/Wet Led/Local	Robinsons	Unbranded
2	0.78	30704	Thornbridge Hall Conference College	, Ashford-In-The-Water, BAKEWELL	DE45 1NZ	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
3	0.94	30701	Packhorse Inn	Main Street, Little Longstone, BAKEWELL	DE45 1NN	Community/Wet Led/Local	Unknown	Unbranded
4	1.49	30700	Castle Cliffe Hotel	Monsal Head, BAKEWELL	DE45 1NL	Guest/Boarding House	Independent Free	Unbranded
5	1.49	30698	Monsal Head Hotel	Monsal Head, BAKEWELL	DE45 1NL	Hotel	Independent Free	Unbranded
6	2.06	270504	Bulls Head Inn	Church Street, Ashford-in-the-Water, BAKEWELL	DE45 1QB	Dry Led	Robinsons	Unbranded
7	2.06	30709	Ashford Arms	Church Street, Ashford-In-The-Water, BAKEWELL	DE45 1QB	Hotel	Star Pubs & Bars	Unbranded
8	2.11	30711	Riverside Hotel	Fennel Street, Ashford-In-The-Water, BAKEWELL	DE45 1QF	Guest/Boarding House	Independent Free	Unbranded
9	2.32	30691	Greenhills Caravan Park Club	Ashford Road, BAKEWELL	DE45 1PX	Holiday	Independent Free	Unbranded
10	3.23	118617	Cressbrook Social Club	Institute Row, Cressbrook, BUXTON	SK17 8SX	Registered Social club	Independent Free	Unbranded
11	3.53	30690	Bakewell Golf Club	Station Road, BAKEWELL	DE45 1GB	Golf Club	Independent Free	Unbranded
12	3.60	30683	Castle Hotel	Castle Street, BAKEWELL	DE45 1DU	Dry Led	Greene King	Unbranded
13	3.62	1853317	Joiners Arms Bakewell	Rutland Buildings, BAKEWELL	DE45 1BZ	Community/Wet Led/Local	Independent Free	Unbranded
14	3.63	1002334	Piedaniels Restaurant	Bath Street, BAKEWELL	DE45 1BX	French Restaurants	Independent Free	Unbranded
15	3.63	30676	Fischers	Calver Street, Baslow, BAKEWELL	DE45 1BX	Traditional English Restaurants	Independent Free	Unbranded
16	3.68	30670	Rutland Arms Hotel	The Square, BAKEWELL	DE45 1BT	Hotel	Coaching Inn Group Ltd	Unbranded
17	3.68	1845477	Bakewell Town Hall	The Square, BAKEWELL	DE45 1BT	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
18	3.68	30672	Old Original Bakewell Pudding Shop	The Square, BAKEWELL	DE45 1BT	Restaurant	Independent Free	Unbranded
19	3.68	30669	Red Lion	The Square, BAKEWELL	DE45 1BT	Circuit Bar - Young Persons	Punch Pub Company	Unbranded
20	3.70	32306260	Lovage	Bath Street, BAKEWELL	DE45 1DS	Modern British Cuisine	Independent Free	Unbranded

...: POPULATION BY AGE BAND ...

Site: **White Lion Hotel, DE45 1TA : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	69	8.19%	7,192,567	11.72%	69.81%	
Aged 10 to 14	37	4.39%	3,548,969	5.79%	75.87%	
Aged 15 to 17	36	4.27%	2,266,886	3.70%	115.57%	
Aged 18 to 24	37	4.39%	5,771,900	9.41%	46.65%	
Aged 25 to 34	38	4.51%	8,185,472	13.34%	33.78%	
Aged 35 to 44	89	10.56%	8,562,889	13.96%	75.64%	
Aged 45 to 54	133	15.78%	8,485,313	13.83%	114.07%	
Aged 55 to 64	141	16.73%	7,225,032	11.78%	142.02%	
Aged 65 to 75	150	17.79%	5,331,903	8.69%	204.73%	
Aged 75 to 84	87	10.32%	3,416,724	5.57%	185.30%	
Aged 85+	26	3.08%	1,360,040	2.22%	139.12%	
Aged under 18	143	16.96%	16,513,436	26.92%	63.02%	
Adults (Aged 18-64)	438	51.96%	38,230,606	62.32%	83.37%	
Total	843	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **White Lion Hotel, DE45 1TA : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	69	8.19%	7,192,567	11.72%	69.81%	
Aged 10 to 14	37	4.39%	3,548,969	5.79%	75.87%	
Aged 15 to 17	36	4.27%	2,266,886	3.70%	115.57%	
Aged 18 to 24	37	4.39%	5,771,900	9.41%	46.65%	
Aged 25 to 34	38	4.51%	8,185,472	13.34%	33.78%	
Aged 35 to 44	89	10.56%	8,562,889	13.96%	75.64%	
Aged 45 to 54	133	15.78%	8,485,313	13.83%	114.07%	
Aged 55 to 64	141	16.73%	7,225,032	11.78%	142.02%	
Aged 65 to 75	150	17.79%	5,331,903	8.69%	204.73%	
Aged 75 to 84	87	10.32%	3,416,724	5.57%	185.30%	
Aged 85+	26	3.08%	1,360,040	2.22%	139.12%	
Aged under 18	143	16.96%	16,513,436	26.92%	63.02%	
Adults (Aged 18-64)	438	51.96%	38,230,606	62.32%	83.37%	
Total	843	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **White Lion Hotel, DE45 1TA : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	92	8.09%	7,192,567	11.72%	69.01%	
Aged 10 to 14	54	4.75%	3,548,969	5.79%	82.10%	
Aged 15 to 17	51	4.49%	2,266,886	3.70%	121.39%	
Aged 18 to 24	56	4.93%	5,771,900	9.41%	52.35%	
Aged 25 to 34	59	5.19%	8,185,472	13.34%	38.89%	
Aged 35 to 44	125	10.99%	8,562,889	13.96%	78.76%	
Aged 45 to 54	181	15.92%	8,485,313	13.83%	115.09%	
Aged 55 to 64	188	16.53%	7,225,032	11.78%	140.40%	
Aged 65 to 75	196	17.24%	5,331,903	8.69%	198.34%	
Aged 75 to 84	104	9.15%	3,416,724	5.57%	164.23%	
Aged 85+	31	2.73%	1,360,040	2.22%	122.98%	
Aged under 18	202	17.77%	16,513,436	26.92%	66.00%	
Adults (Aged 18-64)	609	53.56%	38,230,606	62.32%	85.95%	
Total	1,137	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **White Lion Hotel, DE45 1TA : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	557	7.78%	7,192,567	11.72%	66.38%	
Aged 10 to 14	411	5.74%	3,548,969	5.79%	99.27%	
Aged 15 to 17	236	3.30%	2,266,886	3.70%	89.24%	
Aged 18 to 24	399	5.57%	5,771,900	9.41%	59.25%	
Aged 25 to 34	436	6.09%	8,185,472	13.34%	45.66%	
Aged 35 to 44	773	10.80%	8,562,889	13.96%	77.38%	
Aged 45 to 54	1,038	14.50%	8,485,313	13.83%	104.86%	
Aged 55 to 64	1,185	16.56%	7,225,032	11.78%	140.59%	
Aged 65 to 75	1,037	14.49%	5,331,903	8.69%	166.71%	
Aged 75 to 84	720	10.06%	3,416,724	5.57%	180.63%	
Aged 85+	365	5.10%	1,360,040	2.22%	230.04%	
Aged under 18	1,367	19.10%	16,513,436	26.92%	70.96%	
Adults (Aged 18-64)	3,831	53.53%	38,230,606	62.32%	85.90%	
Total	7,157	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **White Lion Hotel, DE45 1TA : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	10	1.49%	13,318,108	21.48%	6.92%	
Average	155	23.03%	11,835,833	19.09%	120.63%	
High	18	2.67%	13,679,112	22.07%	12.12%	
Very High	490	72.81%	10,408,216	16.79%	433.67%	
Total	673	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **White Lion Hotel, DE45 1TA : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	10	1.26%	13,318,108	21.48%	5.86%	
Average	155	19.52%	11,835,833	19.09%	102.25%	
High	43	5.42%	13,679,112	22.07%	24.54%	
Very High	586	73.80%	10,408,216	16.79%	439.60%	
Total	794	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **White Lion Hotel, DE45 1TA : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	10	0.92%	13,318,108	21.48%	4.29%	
Average	268	24.72%	11,835,833	19.09%	129.50%	
High	119	10.98%	13,679,112	22.07%	49.75%	
Very High	687	63.38%	10,408,216	16.79%	377.49%	
Total	1,084	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **White Lion Hotel, DE45 1TA : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	731	10.24%	12,753,342	20.57%	49.80%	
Low	142	1.99%	13,318,108	21.48%	9.26%	
Average	1,732	24.27%	11,835,833	19.09%	127.13%	
High	2,183	30.59%	13,679,112	22.07%	138.64%	
Very High	2,348	32.90%	10,408,216	16.79%	195.98%	
Total	7,136	100.00%	61,994,611	100.00%	100.00%	