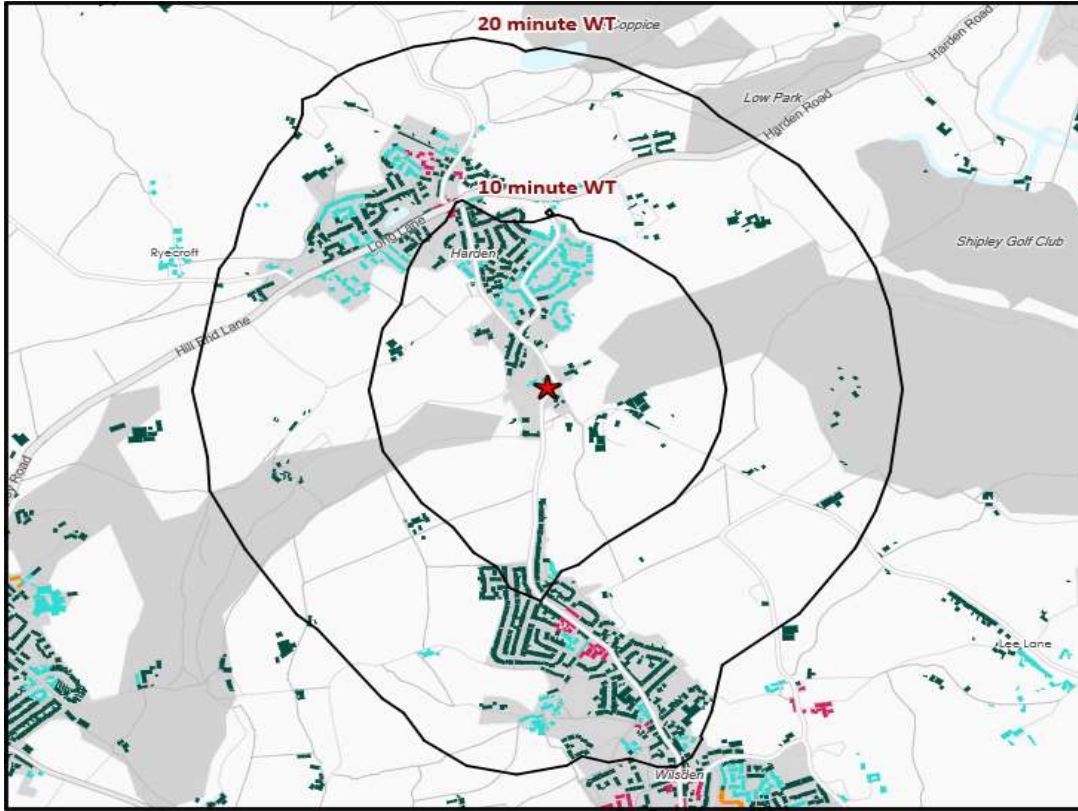


Catchment Summary - Malt Shovel Bingley

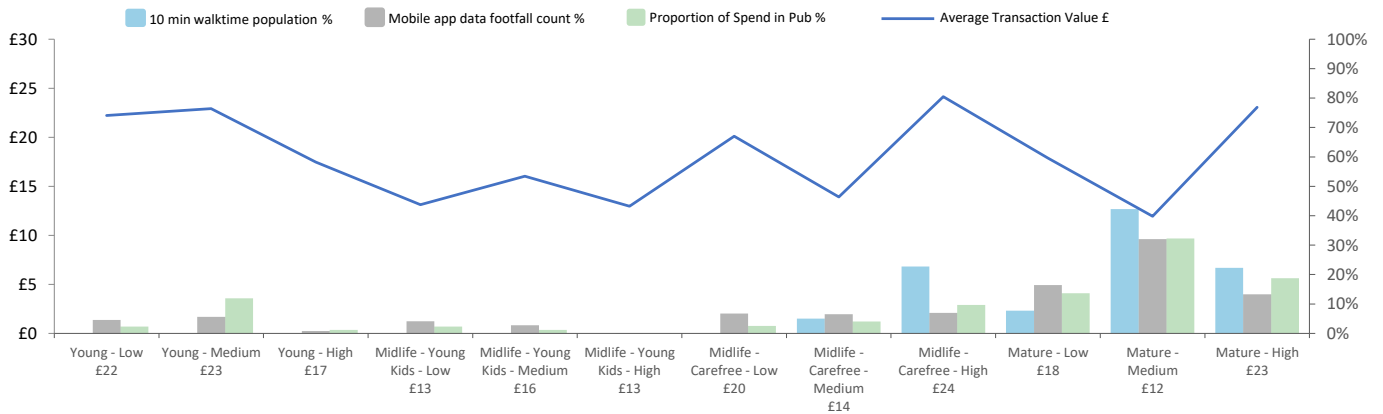
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Ship To	Name	Postcode	Operator	Segment	Sparsity
562234	Malt Shovel Bingley	BD16 1BG	Star Pubs & Bars	Premium Local	10



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Malt Shovel Bingley



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

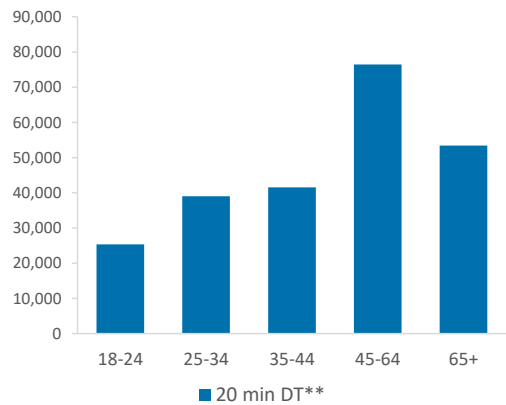
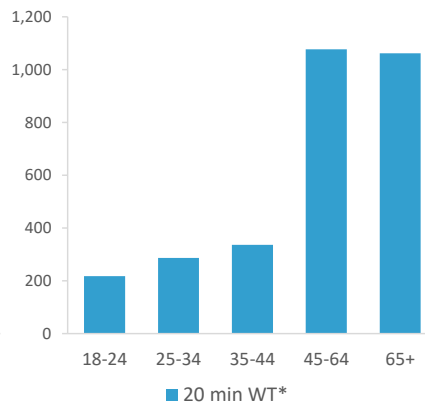
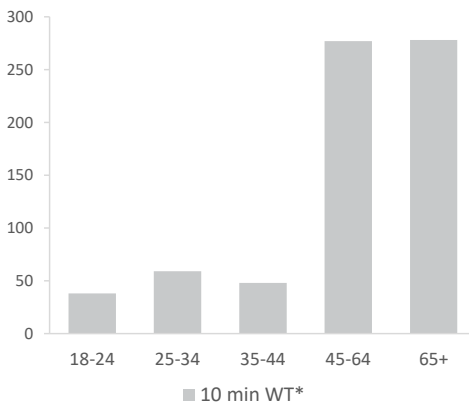
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	807	3,472	309,617	15	19	70
Adults 18+	700	2,980	235,805	16	20	67
Competition Pubs	1	4	278	6	11	67
Adults 18+ per Competition Pub	700	745	848	82	87	99
% Adults Likely to Drink	82.9%	82.1%	66.9%	109	108	88

Population & Adults 18+ index is based on all pubs

Affluence	Low	7.7%	12.0%	43.1%	23	36	130
	Medium	47.3%	49.5%	42.9%	124	130	112
	High	45.0%	36.5%	12.7%	165	134	47

*Affluence does not include Not Private Households

Age Profile	18-24	38	218	25,362	58	77	101
	25-34	59	287	39,030	55	62	94
	35-44	48	336	41,533	45	73	101
	45-64	277	1,077	76,427	134	121	96
	65+	278	1,062	53,453	179	159	90



	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	389 (48%)	1,677 (48%)	151,238 (49%)	98	99	100
	Female	418 (52%)	1,795 (52%)	158,379 (51%)	102	101	100
Economic Status (16+)	Employed: Full-time	213 (30%)	1,008 (33%)	75,366 (31%)	86	96	89
	Employed: Part-time	67 (9%)	356 (12%)	31,425 (13%)	78	98	108
	Self employed	87 (12%)	300 (10%)	21,682 (9%)	131	106	96
	Unemployed	2 (0%)	35 (1%)	7,547 (3%)	10	41	111
	Full-time student	3 (0%)	29 (1%)	4,844 (2%)	18	40	83
	Retired	289 (40%)	1,070 (35%)	51,246 (21%)	183	160	96
	Other	60 (8%)	264 (9%)	53,078 (22%)	48	49	124
Total Worker Count		244	1,060	97,989			

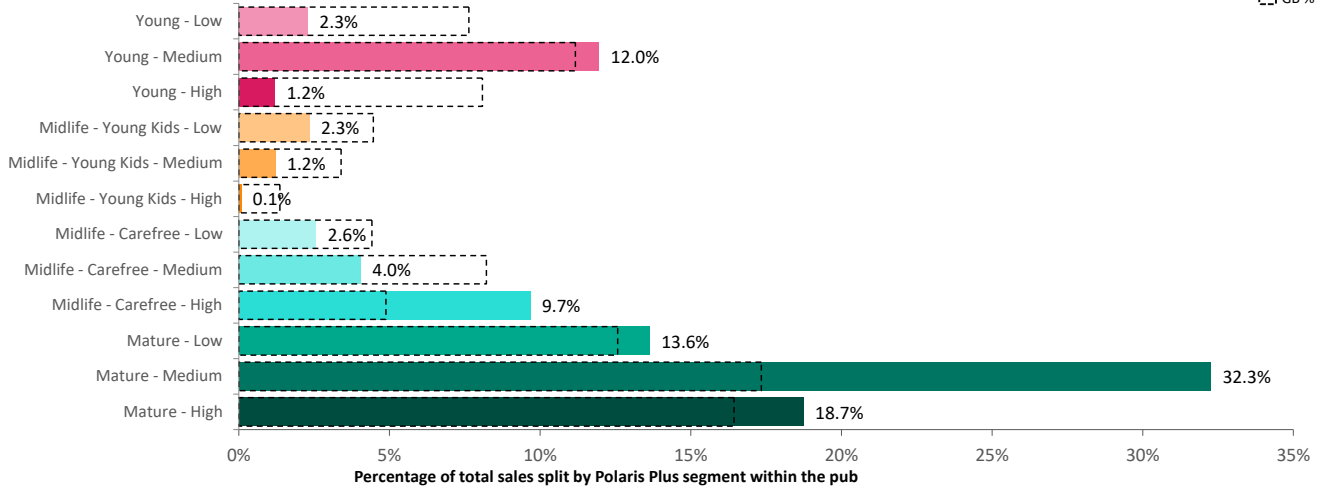
See the Glossary page for further information on the above variables

Transactional Data Summary - Malt Shovel Bingley

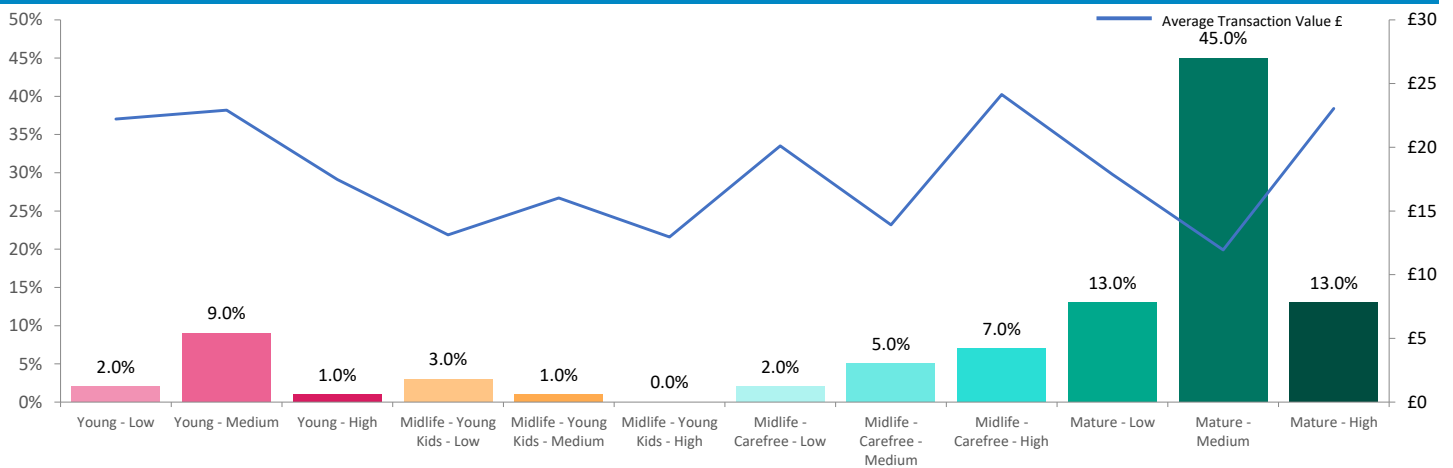


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Spend by Polaris Plus

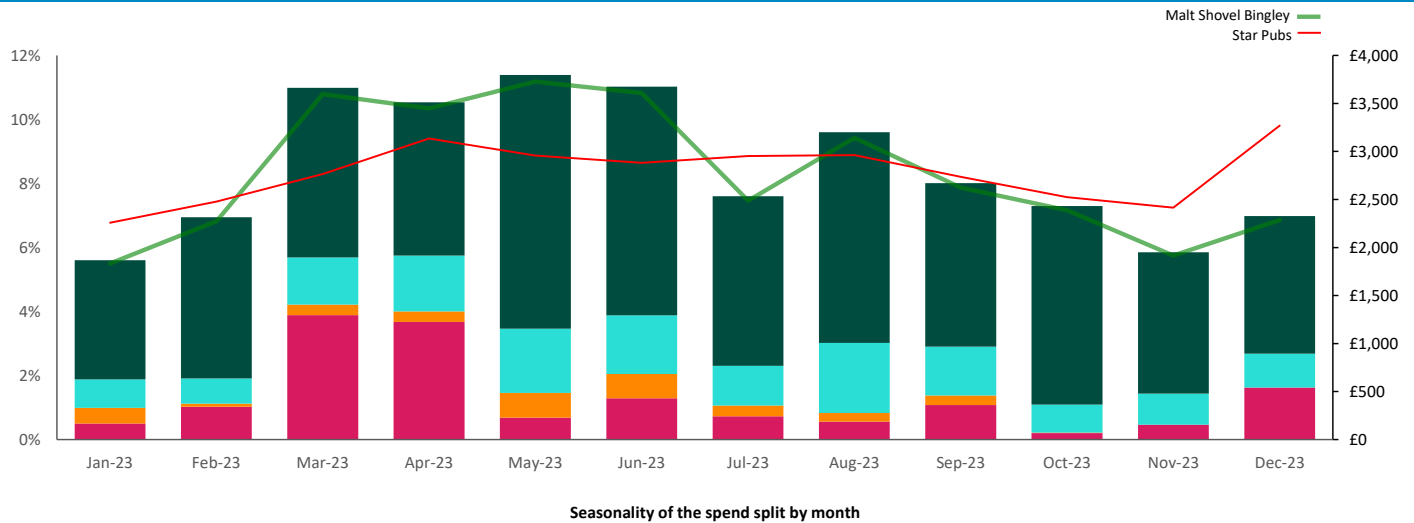


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

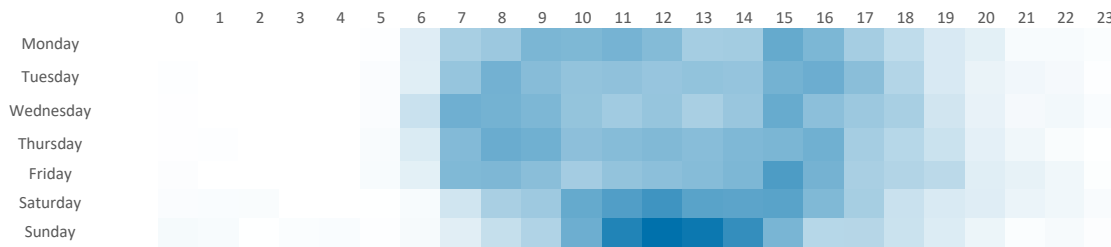


Mobile Data Summary - Malt Shovel Bingley



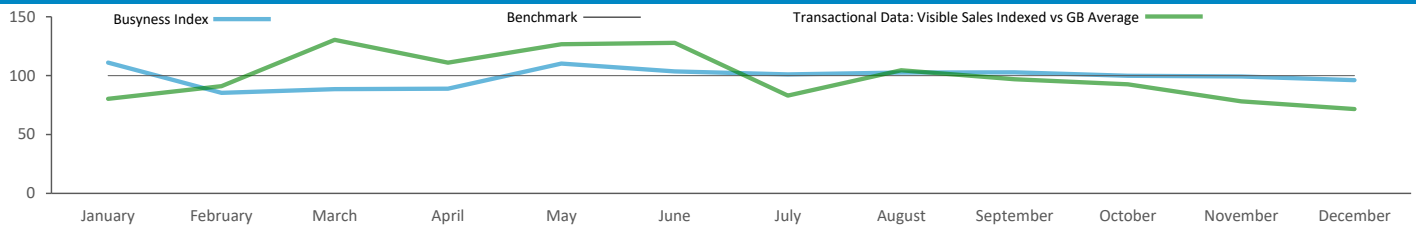
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Time of Day/Day of Week



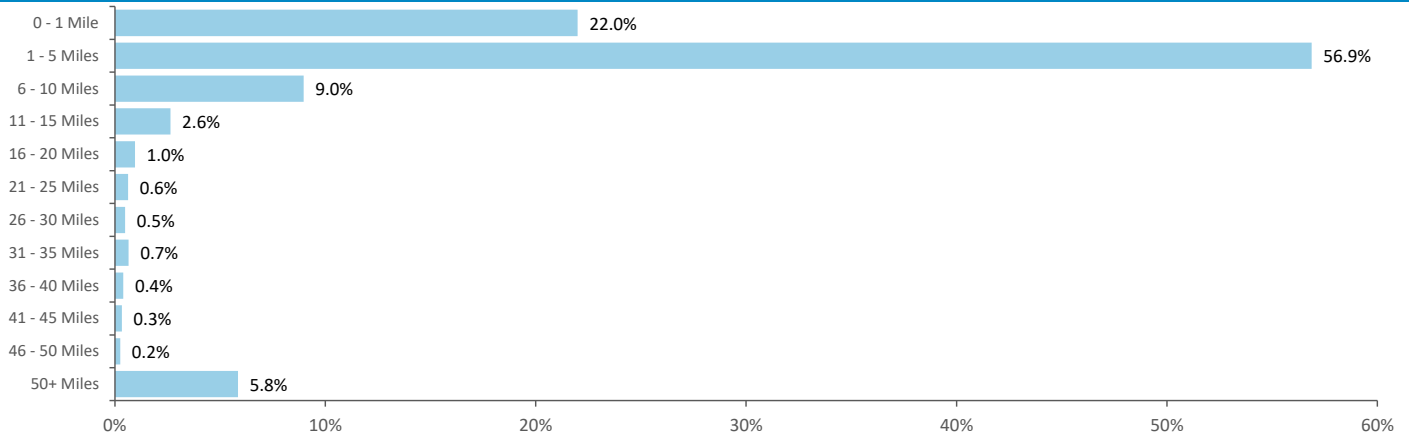
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

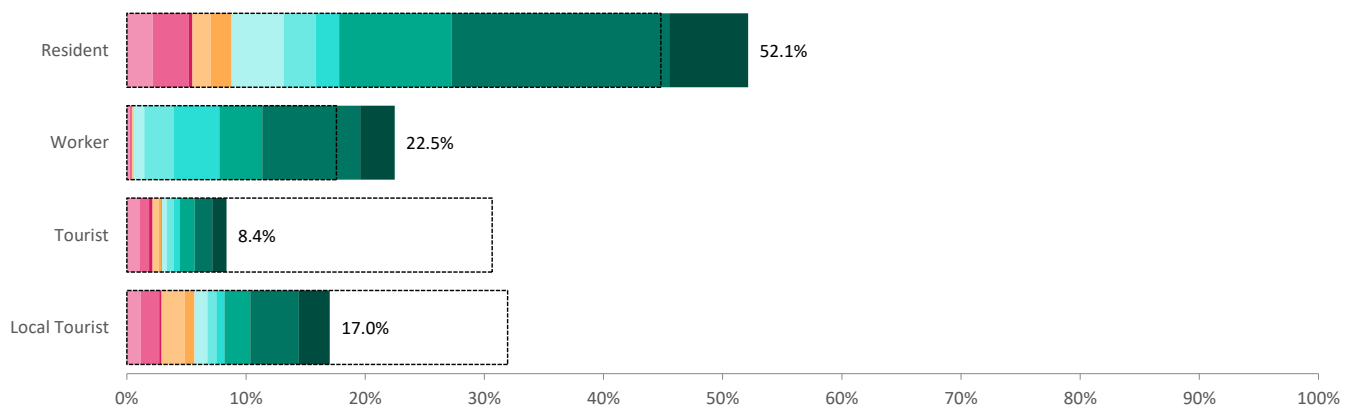
Distance from Home



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



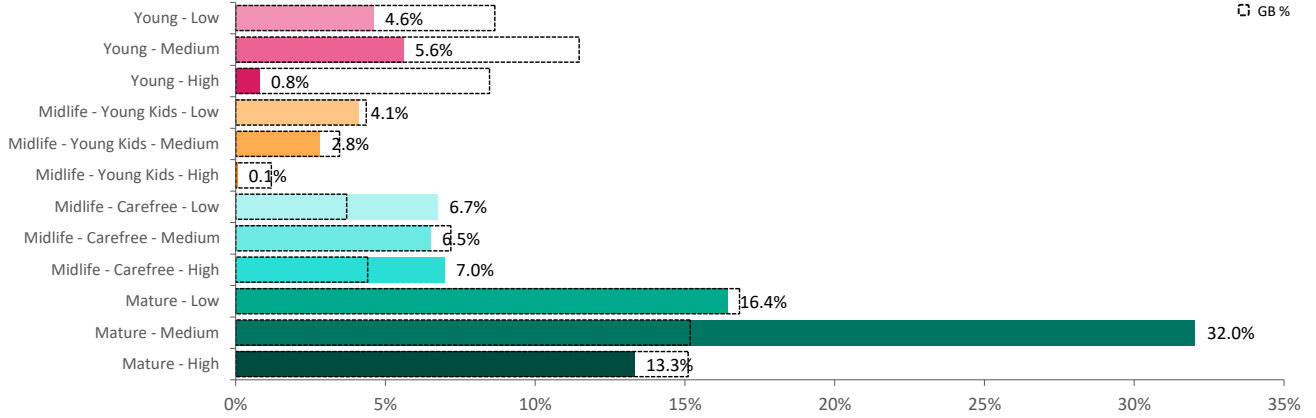
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Malt Shovel Bingley



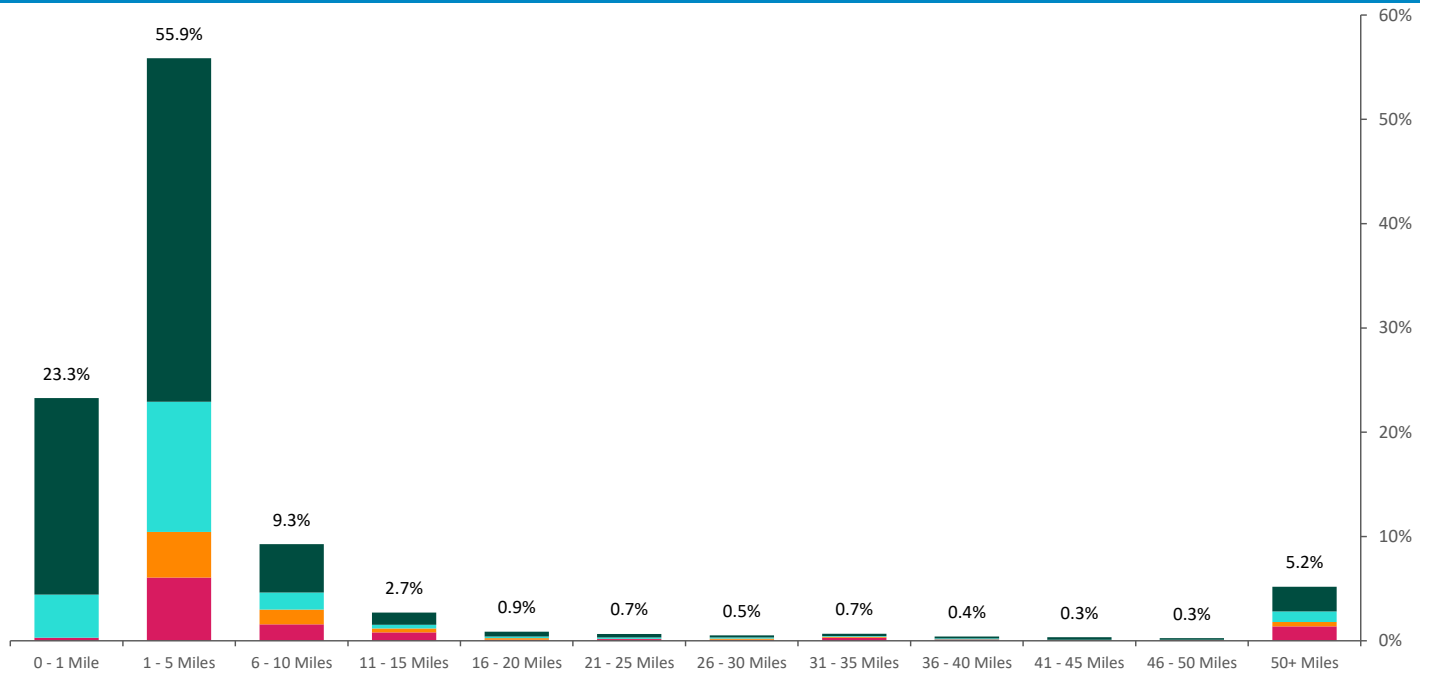
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Polaris Plus Profile



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



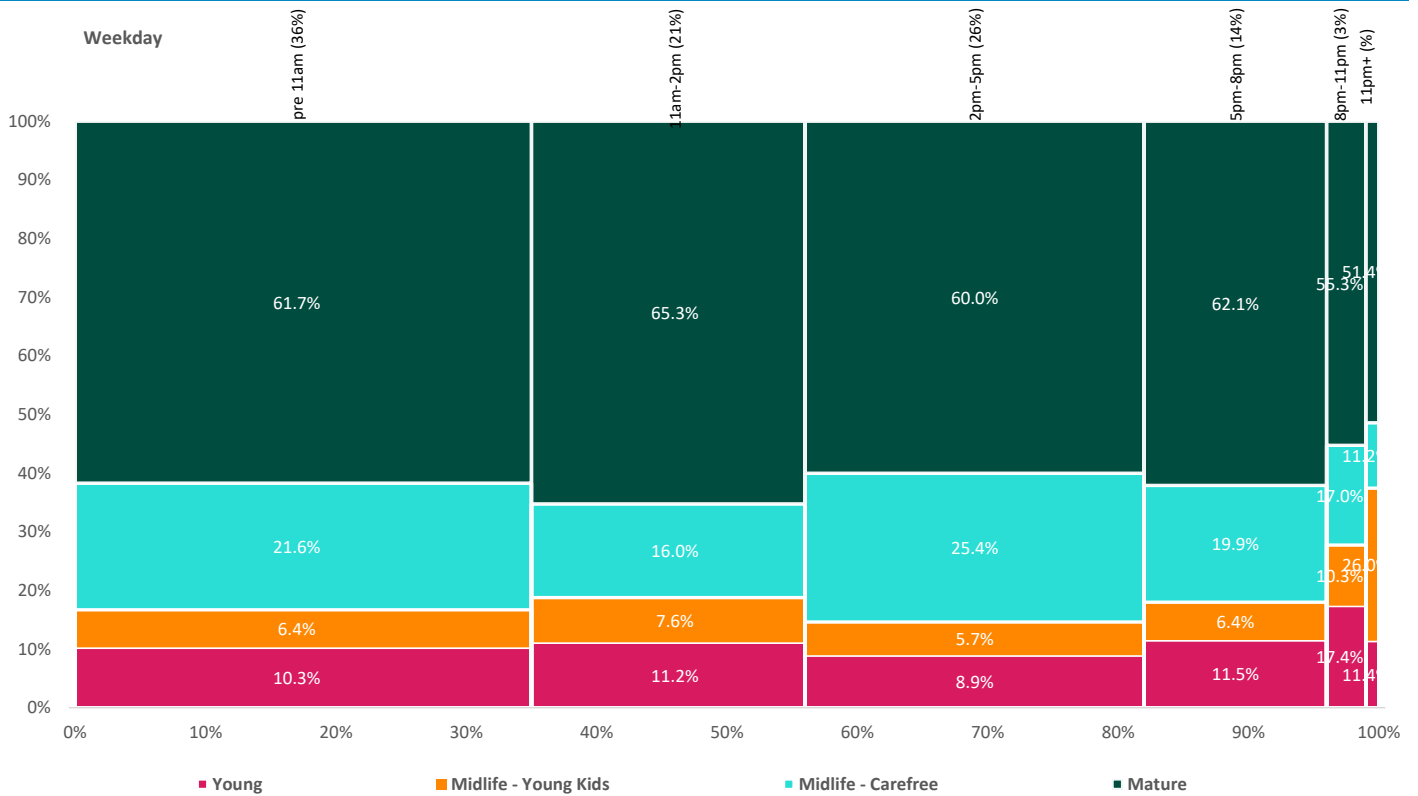
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Malt Shovel Bingley

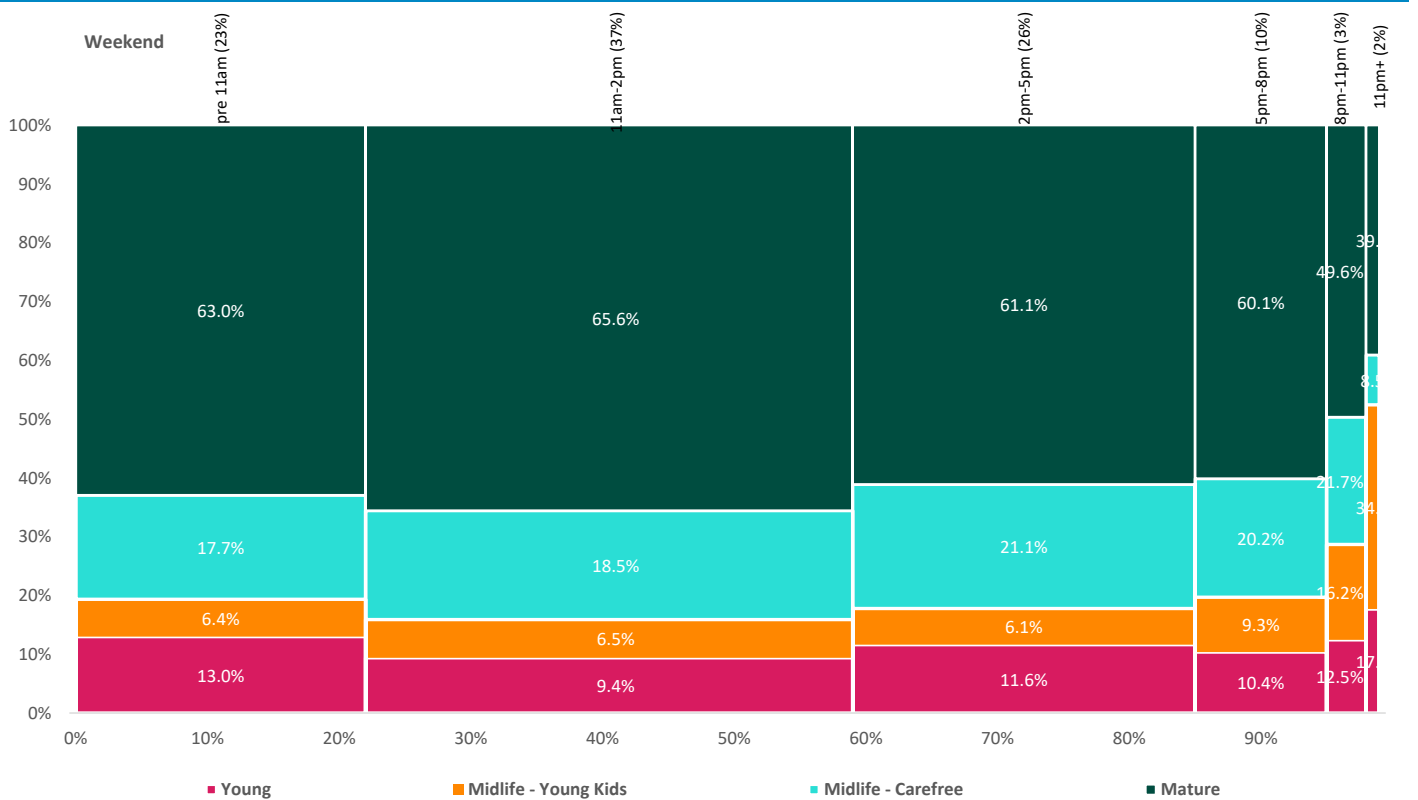


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Time of Day by Polaris: Weekday (Monday to Friday)



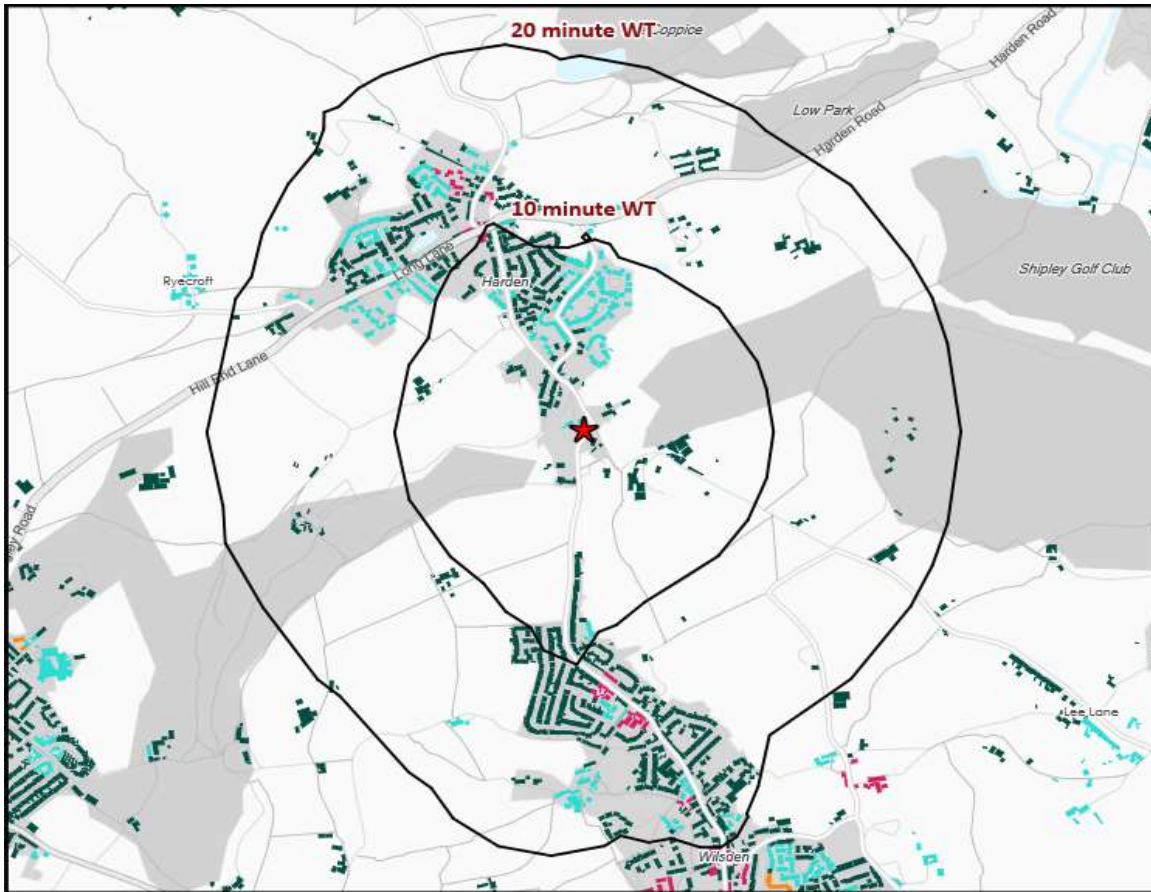
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Malt Shovel Bingley



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- ★ Pub Sites
- Ⓐ Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

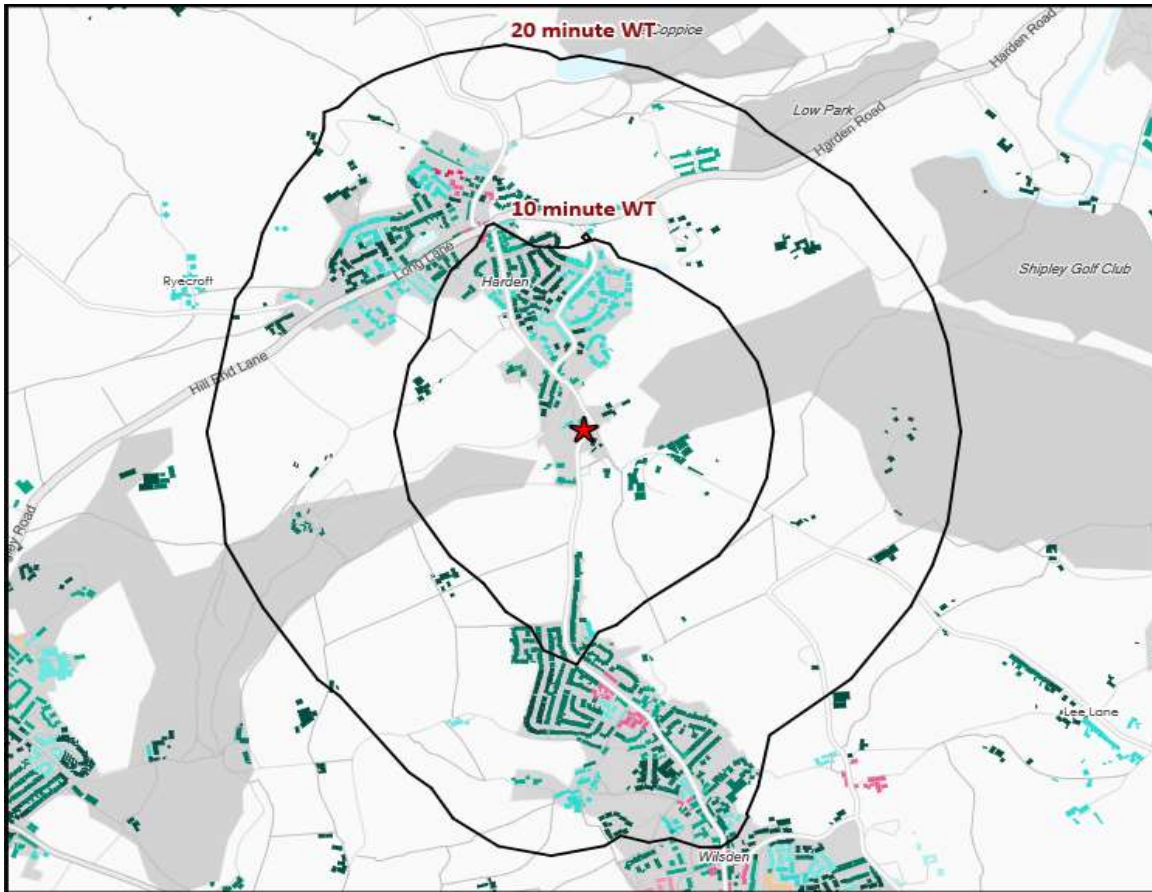
*WT= Walktime, **DT= Drivetime

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	70	45,979	0	9	71
Midlife - Young Kids	0	0	65,802	0	0	255
Midlife - Carefree	194	669	29,344	175	142	79
Mature	506	2,184	91,559	163	165	87
Not Private Households	0	57	3,121	0	146	101
Total	700	2,980	235,805			

Polaris Plus Summary - Malt Shovel Bingley



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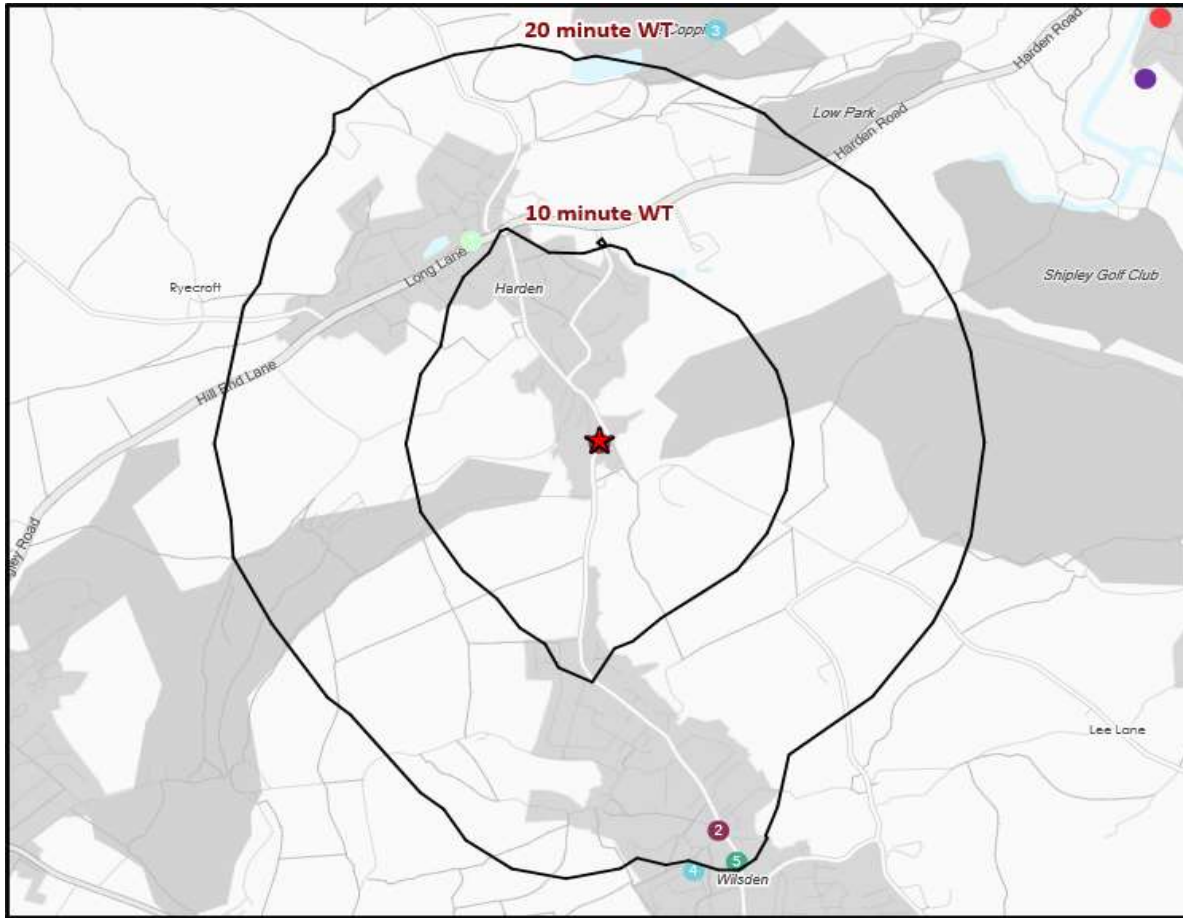
- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High
- Mature**
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*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	0	0	21,301	0	0	92
Medium	0	67	22,223	0	20	86
High	0	3	2,455	0	1	15
Midlife - Young Kids						
Low	0	0	36,686	0	0	284
Medium	0	0	29,075	0	0	285
High	0	0	41	0	0	2
Midlife - Carefree						
Low	0	0	13,871	0	0	140
Medium	35	180	10,187	70	84	60
High	159	489	5,286	510	368	50
Mature						
Low	54	359	29,775	56	88	92
Medium	296	1,228	39,591	270	263	107
High	156	597	22,193	149	134	63
Not Private Households	0	57	3,121	0	146	101
Total	700	2,980	235,805			

CGA Summary - Malt Shovel Bingley

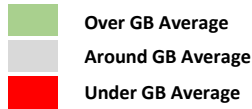


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Malt Shovel	BD16 1BG	Star Pubs & Bars	Premium Local	0.0
1	Golden Fleece Inn	BD16 1HP	Stonegate Pub Company	Community Pub	0.5
2	New Inn	BD15 0AB	Star Pubs & Bars	Premium Local	0.8
3	Bingley St Ives Golf Club	BD16 1AT	Independent Free	Clubland	0.9
4	Wilsden Squash Centre	BD15 0HT	Independent Free	Clubland	0.9
5	Krave Delicatessen	BD15 0AS	Independent Free	Casual Dining	0.9
6	Villager	BD15 0JE	Admiral Taverns Ltd	Community Pub	1.1
7	Wilsden Conservative Club	BD15 0JQ	Independent Free	Clubland	1.1

Per Pub Analysis - Malt Shovel Bingley



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	700	2,980	235,805
Number of Competition Pubs	1	4	278
Adults 18+ per Competition Pub	700	745	848

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	22	3.1%	39
Circuit Bar	0	4	0.6%	14
Community Pub	0	130	18.6%	97
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	199	28.5%	161
High Street Pub	0	112	16.0%	87
Premium Local	1	198	28.2%	171

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	87	2.9%	36
Circuit Bar	0	34	1.1%	28
Community Pub	1	591	19.8%	104
Craft Led	0	10	0.3%	10
Great Pub Great Food	0	739	24.8%	140
High Street Pub	0	524	17.6%	95
Premium Local	2	757	25.4%	154

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	14,833	6.3%	78
Circuit Bar	12	11,264	4.8%	118
Community Pub	42	57,543	24.4%	128
Craft Led	0	6,378	2.7%	78
Great Pub Great Food	7	28,560	12.1%	68
High Street Pub	32	55,210	23.4%	127
Premium Local	48	34,838	14.8%	90

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																																								
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																																								
Around GB Average	Index value is between 80 - 120																																								
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.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;">18-34 year olds <i>Wanting to look good in the group</i></td> <td style="text-align: center;">35-54 year olds <i>Children under 12 at home</i></td> <td style="text-align: center;">35-54 year olds <i>No children under 12 at home</i></td> <td style="text-align: center;">55+ year olds</td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <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 </td> <td> <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 </td> <td> <ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer </td> <td> <ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds <i>Wanting to look good in the group</i>	35-54 year olds <i>Children under 12 at home</i>	35-54 year olds <i>No children under 12 at home</i>	55+ year olds	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 																									
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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.																																									
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 an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
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