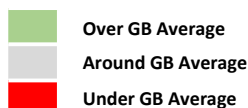


Catchment Summary - Dunkirk Hall Leyland



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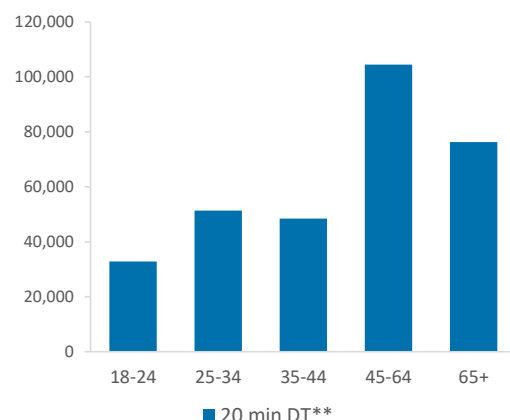
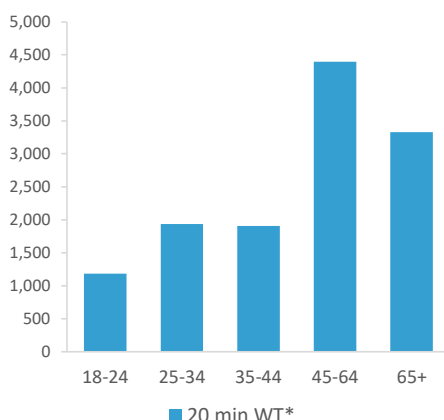
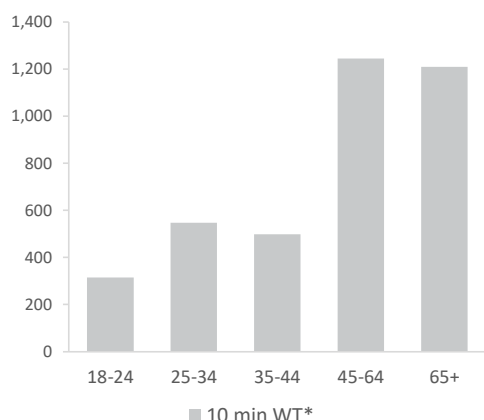
*WT= Walktime, **DT= Drivetime

	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	4,680	16,329	397,532	88	112	105
Population & Adults 18+ index is based on all pubs						
Adults 18+	3,814	12,750	313,319	88	71	105
Competition Pubs	2	8	403	13	25	111
Adults 18+ per Competition Pub	1,907	1,594	777	231	193	94
% Adults Likely to Drink	82.7%	82.1%	82.4%	100	100	100

Affluence	Low	29.4%	32.2%	20.6%	115	125	80
	Medium	56.1%	46.5%	44.5%	143	118	113
	High	9.8%	19.6%	33.0%	29	58	98

*Affluence does not include Not Private Households

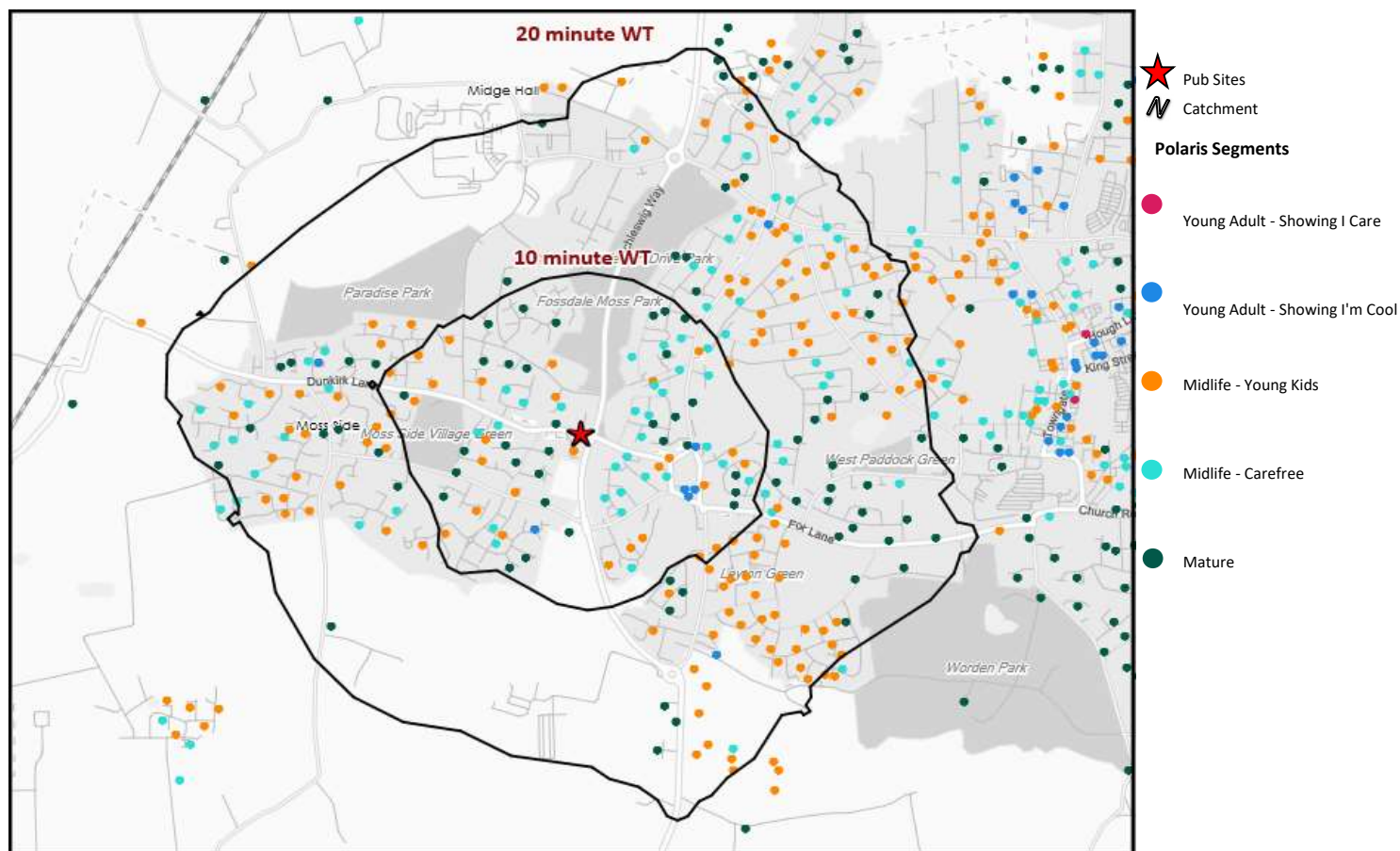
Age Profile	18-24	315	1,183	32,862	83	89	102
	25-34	548	1,935	51,351	88	89	97
	35-44	498	1,906	48,430	83	91	95
	45-64	1,244	4,397	104,482	104	105	103
	65+	1,209	3,329	76,194	135	107	100



	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	2,243 (48%)	8,020 (49%)	198,244 (50%)	97	99	101
Female	2,437 (52%)	8,309 (51%)	199,288 (50%)	103	101	99
Economic Status (16-74)						
Employed: Full-time	1,412 (42%)	5,003 (43%)	122,569 (43%)	101	103	103
Employed: Part-time	458 (14%)	1,708 (15%)	38,776 (14%)	105	113	104
Self employed	265 (8%)	891 (8%)	22,659 (8%)	83	80	83
Unemployed	76 (2%)	289 (2%)	5,822 (2%)	95	104	86
Retired	643 (19%)	1,817 (16%)	42,023 (15%)	139	113	106
Other	503 (15%)	1,970 (17%)	54,950 (19%)	76	86	97
Total Worker Count	1,342	5,467	182,396			

See the Glossary page for further information on the above variables

Polaris Summary - Dunkirk Hall Leyland

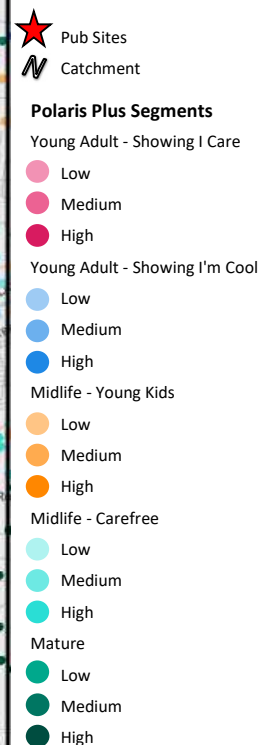
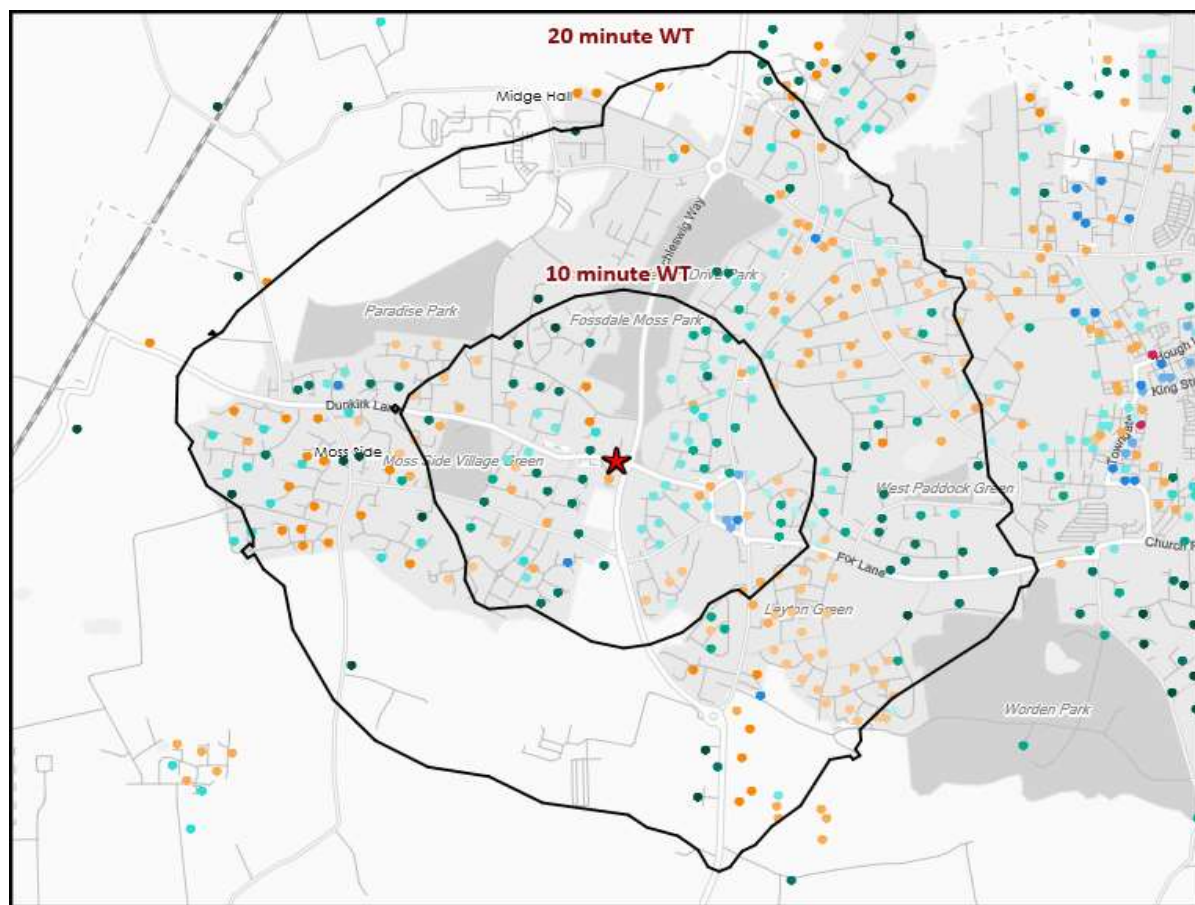


Polaris Profile by Catchment

*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 Adult - Showing I Care	0	0	19,698	0	0	70
Young Adult - Showing I'm Cool	125	383	27,512	36	33	95
Midlife - Young Kids	876	5,627	86,964	73	140	88
Midlife - Carefree	1,210	3,002	71,192	151	112	108
Mature	1,425	3,511	102,020	134	98	116
Not Private Households	178	227	5,933	325	124	132
Total	3,814	12,750	313,319			

Polaris Summary - Dunkirk Hall Leyland



Polaris Plus Profile by Catchment

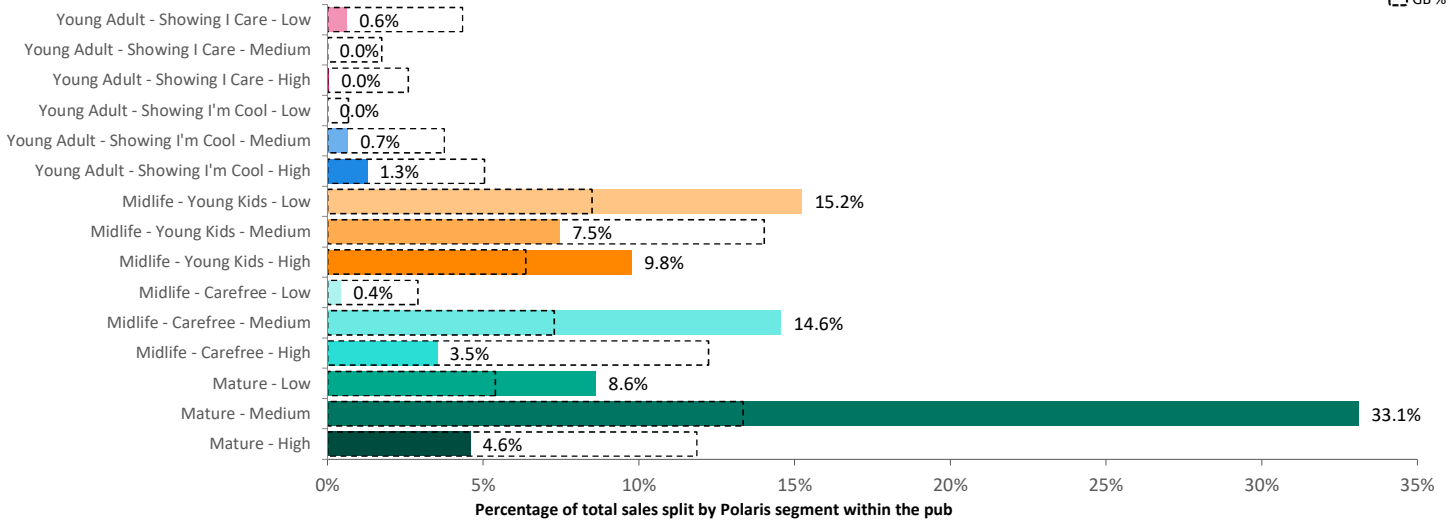
*WT= Walktime, **DT= Drivetime

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 Adult - Showing I Care						
Low	0	0	6,691	0	0	51
Medium	0	0	666	0	0	16
High	0	0	12,341	0	0	117
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	52	52	18,481	37	11	160
High	73	331	9,031	43	58	64
Midlife - Young Kids						
Low	477	2,709	27,981	113	191	80
Medium	387	1,701	36,373	68	89	78
High	12	1,217	22,610	6	177	134
Midlife - Carefree						
Low	109	365	7,883	84	84	74
Medium	988	2,029	33,764	386	237	160
High	113	608	29,545	27	44	86
Mature						
Low	537	1,026	22,076	237	136	119
Medium	712	2,143	50,189	147	133	127
High	176	342	29,755	49	29	101
Not Private Households	178	227	5,933	325	124	132
Total	3,814	12,750	313,319			

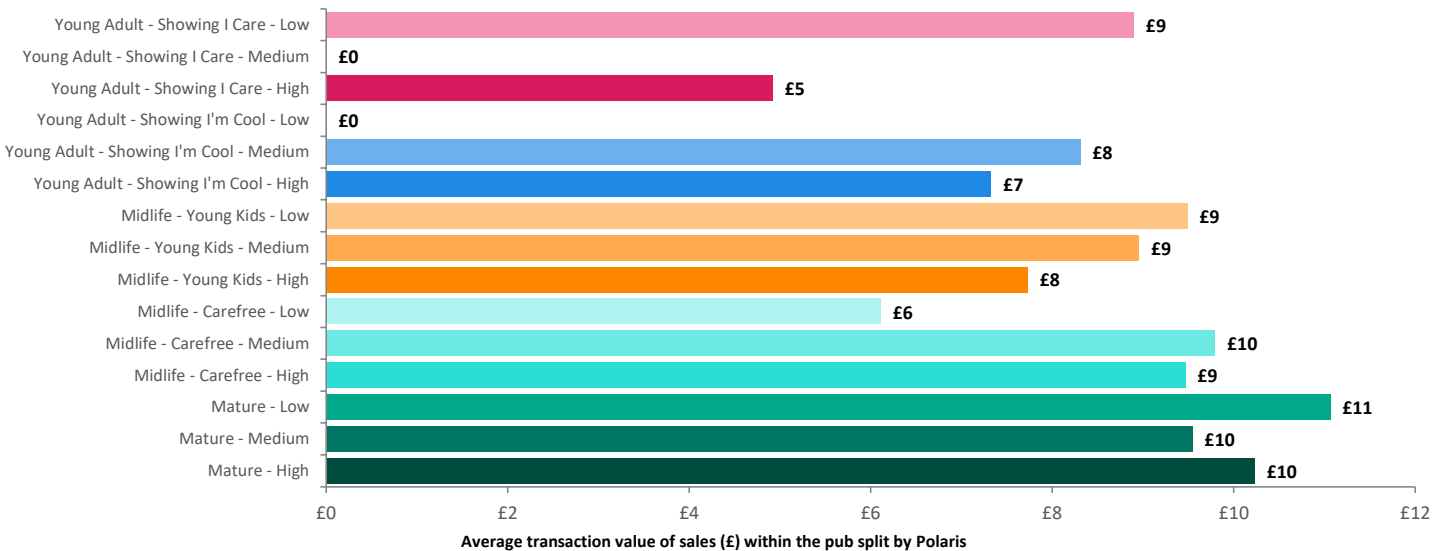
Transactional Data Summary - Dunkirk Hall Leyland

Spend by Polaris

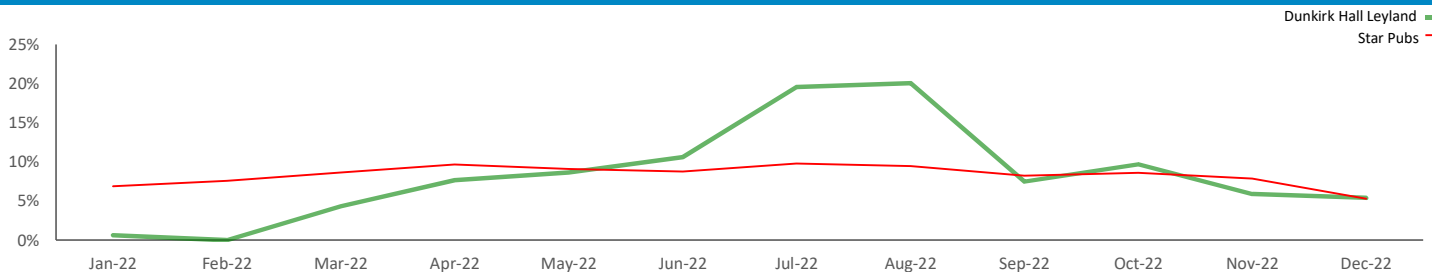
GB %



Average Transaction Values (£) by Polaris

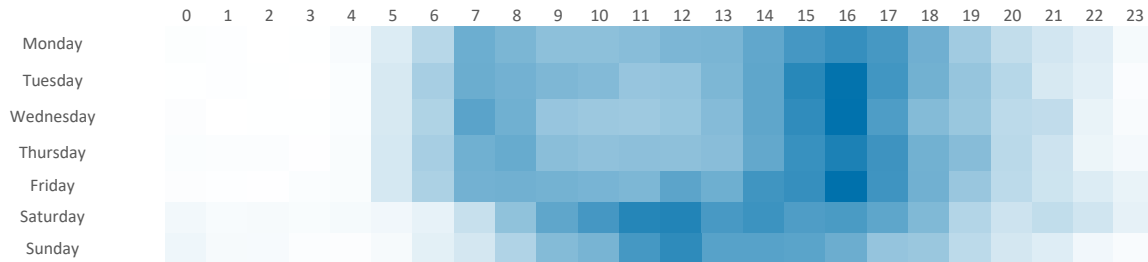


Spend by Month



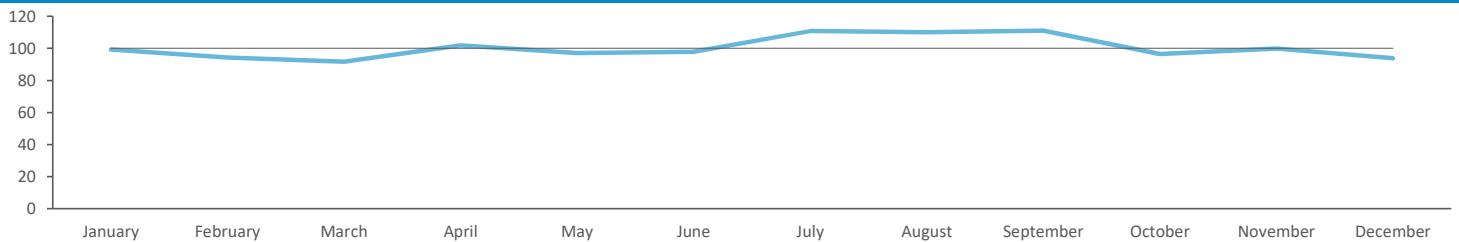
Mobile Data Summary - Dunkirk Hall Leyland

Time of Day/Day of Week



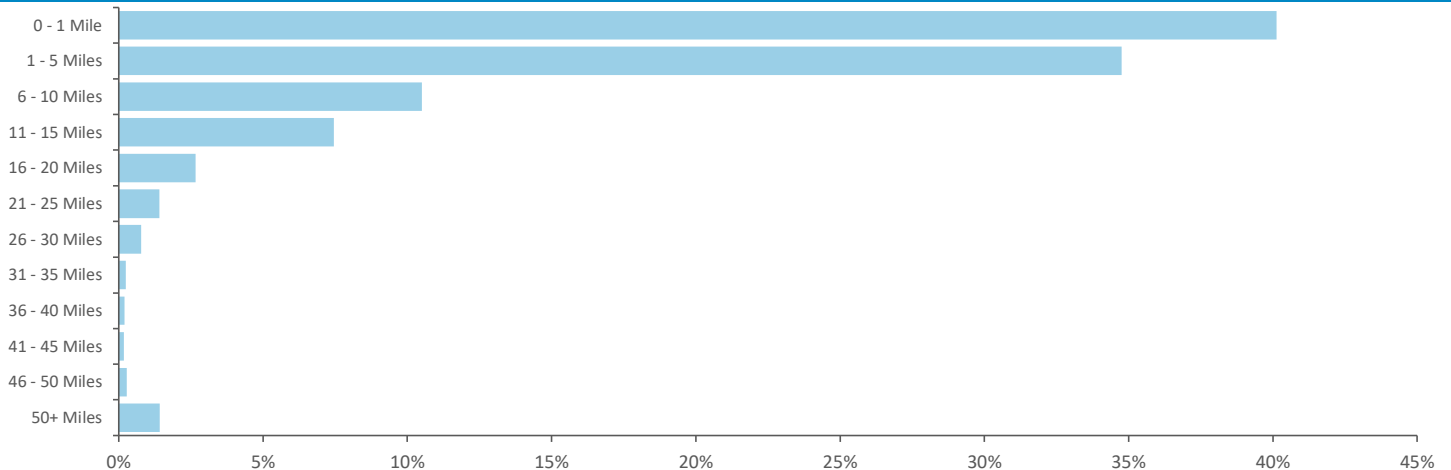
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



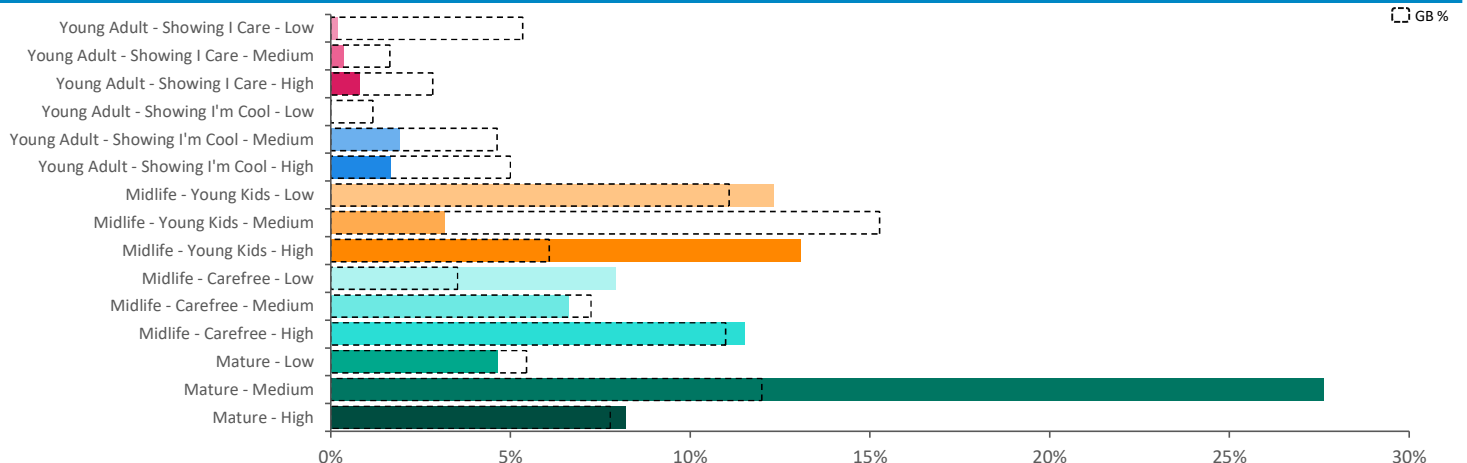
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



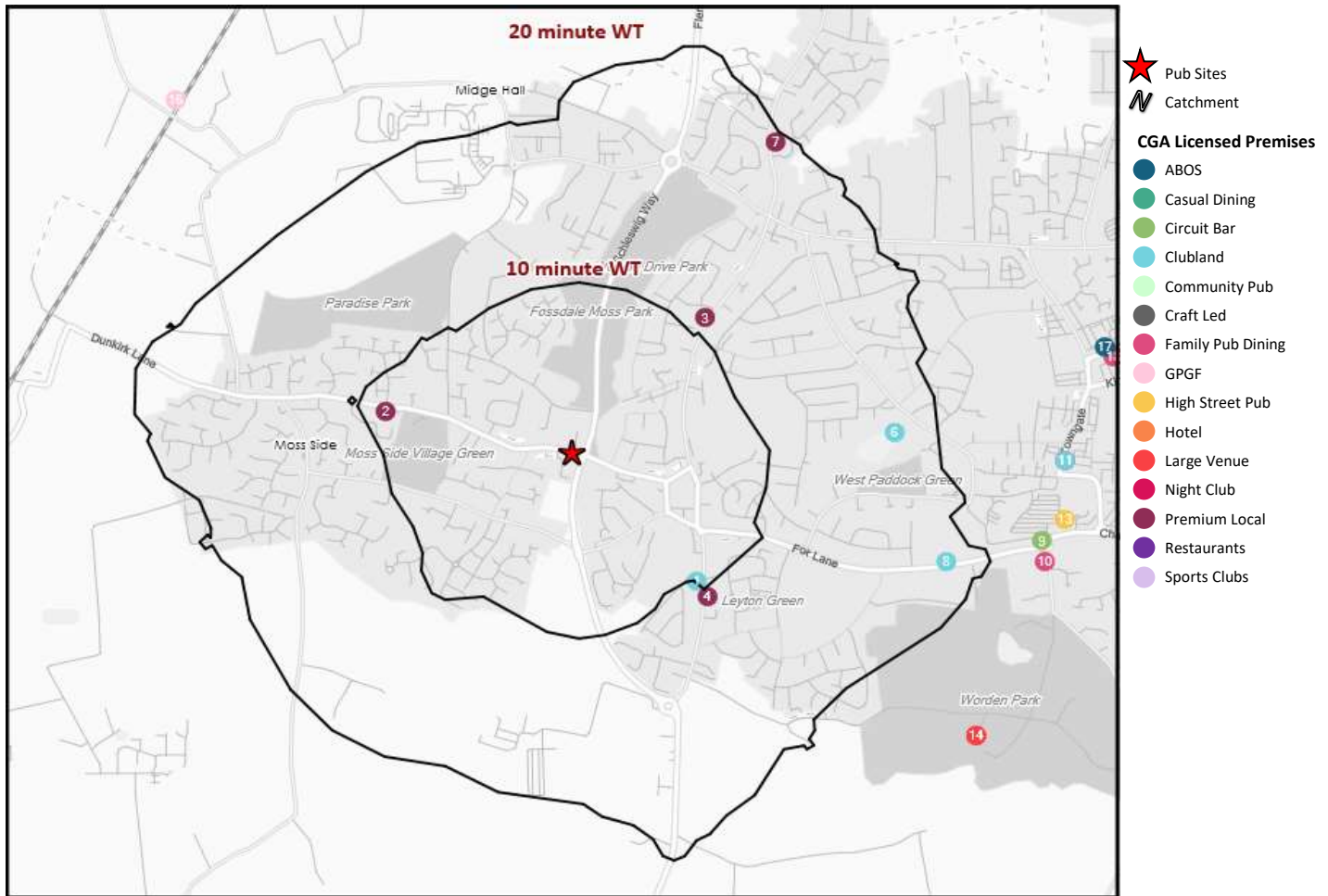
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

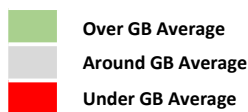
CGA Summary - Dunkirk Hall Leyland



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Masonic Association	PR25 1TB	Independent Free	Clubland	0.4
2	Dunkirk Hall	PR26 7SN	Star Pubs & Bars	Premium Local	0.4
3	Broadfield Arms	PR25 1XH	Star Pubs & Bars	Premium Local	0.4
4	Crofters Arms	PR25 1TA	Star Pubs & Bars	Community Pub	0.4
4	Seven Stars	PR25 1TA	Stonegate Pub Company	Premium Local	0.4
6	St Marys Priory Parish Centre	PR25 1PD	Independent Free	Clubland	0.7
7	Wheatsheaf Hotel	PR26 8PH	Star Pubs & Bars	Premium Local	0.8
8	Leyland Fox Lane Sports & Social Club	PR25 1HB	Independent Free	Clubland	0.8
9	Fox & Lion	PR25 2EN	Star Pubs & Bars	Circuit Bar	1.0
10	Withy Arms	PR25 3EL	Independent Free	Family Pub Dining	1.0
11	Barristers	PR25 2LR	Independent Free	Family Pub Dining	1.1
11	Leyland Conservative Club	PR25 2LR	Independent Free	Clubland	1.1
13	Fat Sams	PR25 2FN	Independent Free	High Street Pub	1.1
14	Worden Park	PR25 1DJ	Independent Free	Large Venue	1.1
14	Worden Arts & Craft Centre	PR25 1DJ	Independent Free	Large Venue	1.1
16	Midge Hall	PR26 6TN	Trust Inns Limited	GPGF	1.2
17	Market Ale House	PR25 2SB	Independent Free	ABOS	1.2
18	Gables	PR25 2SD	Punch Pub Company	Family Pub Dining	1.2
19	Lancashire Football Association	PR25 2LF	Independent Free	Clubland	1.2
20	Eagle & Child	PR25 3AA	Marston's	Premium Local	1.2

Per Pub Analysis - Dunkirk Hall Leyland

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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,814	12,750	313,319
Number of Competition Pubs	2	8	403
Adults 18+ per Competition Pub	1,907	1,594	777

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	143	3.8%	37
Circuit Bar	97	2.6%	70
Community Pub	784	20.5%	118
Craft Led	42	1.1%	35
Great Pub Great Food	350	9.2%	48
High Street Pub	710	18.6%	107
Premium Local	413	10.8%	62

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	805	6.3%	62
Circuit Bar	310	2.4%	66
Community Pub	2,821	22.1%	127
Craft Led	161	1.3%	40
Great Pub Great Food	1,531	12.0%	63
High Street Pub	2,797	21.9%	127
Premium Local	1,704	13.4%	76

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	28,800	9.2%	90
Circuit Bar	9,510	3.0%	83
Community Pub	51,124	16.3%	94
Craft Led	8,774	2.8%	89
Great Pub Great Food	59,590	19.0%	99
High Street Pub	52,292	16.7%	96
Premium Local	55,649	17.8%	101

Glossary

Category	Explanation															
Population	The population count within the specified catchment															
Gender	Counts of Males and Females within the specified catchment															
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1, 5.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2, 5.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3, 5.3</p>															
Age Profile	Counts of residents by Age band															
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>															
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 Lifestyle, Energy Levels and Demand.																
Consumer Insight	<table><tr><th>'Showing I Care' Young Adults</th><th>'Showing I'm Cool' Young Adults</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what's new</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</td><td>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr></table>	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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"
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Product needs	<table><tr><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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 6 categories, 18 groups and 62 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.																