CACI

Catchment Summary - Blue Bell Sandiacre

star PUBS & BARS

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	4,710	13,807	544,389	89	95	143
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	3,649	10,806	435,888	84	60	146
	Competition Pubs	10	18	482	67	56	133
	Adults 18+ per Competition Pub	365	600	904	44	73	110
	% Adults Likely to Drink	82.3%	82.8%	82.2%	100	100	100
Affluence	**Low**	13.5%	13.8%	29.5%	52	54	115
	Medium	68.2%	72.8%	49.3%	173	185	125
	High	18.4%	11.3%	20.3%	55	34	60
Affluence does not include Not Private Households							
Age Profile	**18-24**	312	940	71,991	82	84	163
	25-34	779	2,039	76,222	124	111	105
	35-44	604	1,779	62,786	100	100	90
	45-64	1,175	3,484	129,369	98	99	93
	65+	779	2,564	95,520	87	97	92
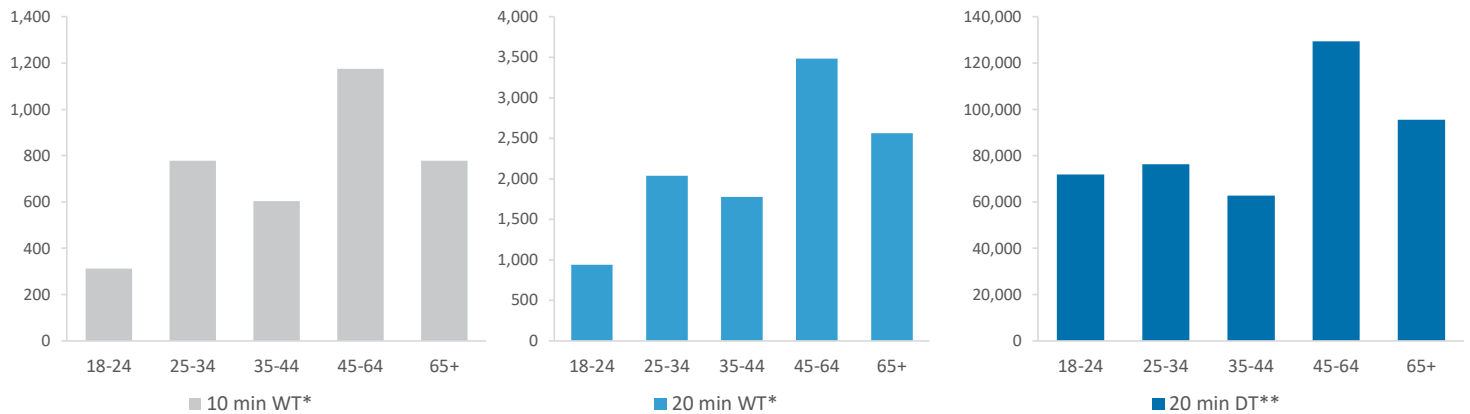
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	2,280 (48%)	6,605 (48%)	272,372 (50%)	98	97	101
	Female	2,430 (52%)	7,202 (52%)	272,017 (50%)	102	103	99
Economic Status (16-74)	**Employed: Full-time**	1,550 (46%)	4,426 (45%)	151,849 (38%)	111	109	91
	Employed: Part-time	462 (14%)	1,371 (14%)	51,398 (13%)	106	108	99
	Self employed	248 (7%)	785 (8%)	27,970 (7%)	77	84	73
	Unemployed	101 (3%)	251 (3%)	10,640 (3%)	126	108	112
	Retired	464 (14%)	1,427 (15%)	55,032 (14%)	100	106	100
	Other	544 (16%)	1,500 (15%)	104,168 (26%)	82	78	132
	Total Worker Count	2,189	6,726	247,526			

See the Glossary page for further information on the above variables

CACI

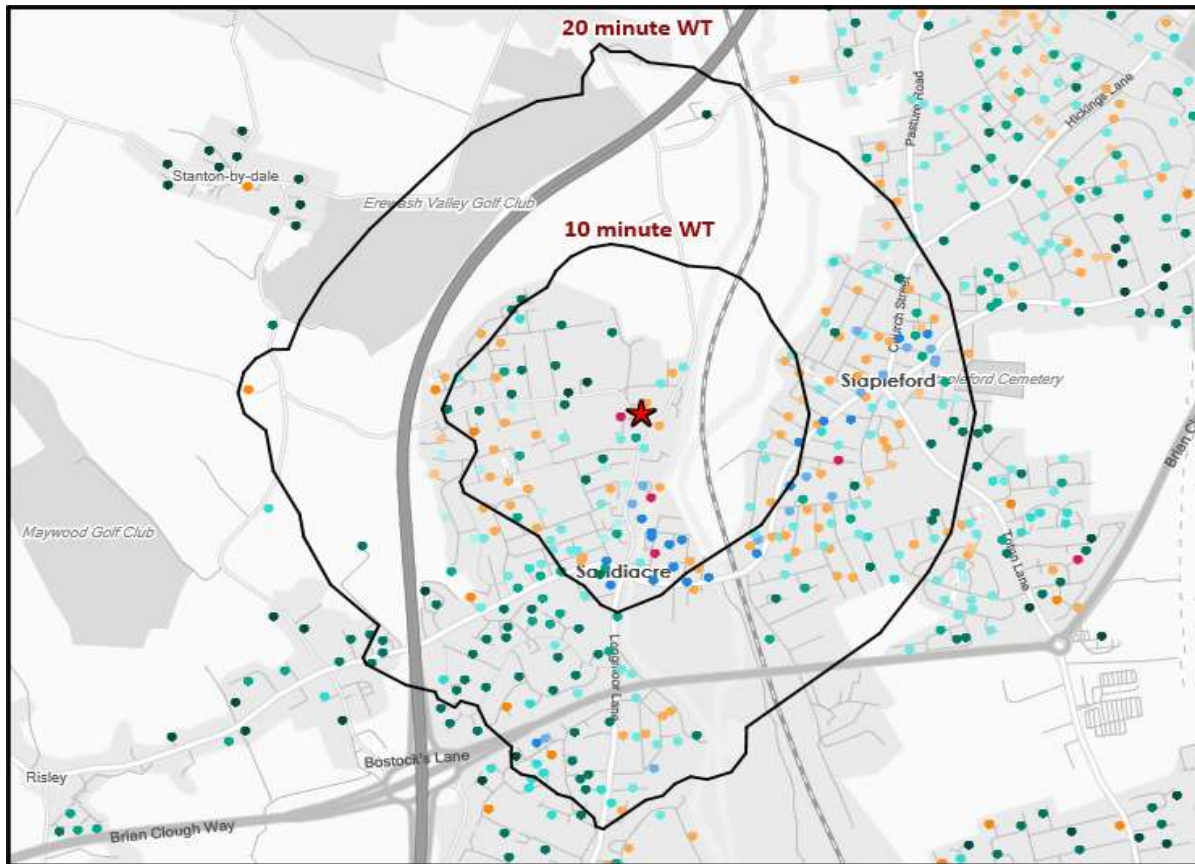## Polaris Summary - Blue Bell Sandiacre

★ star PUBS & BARS
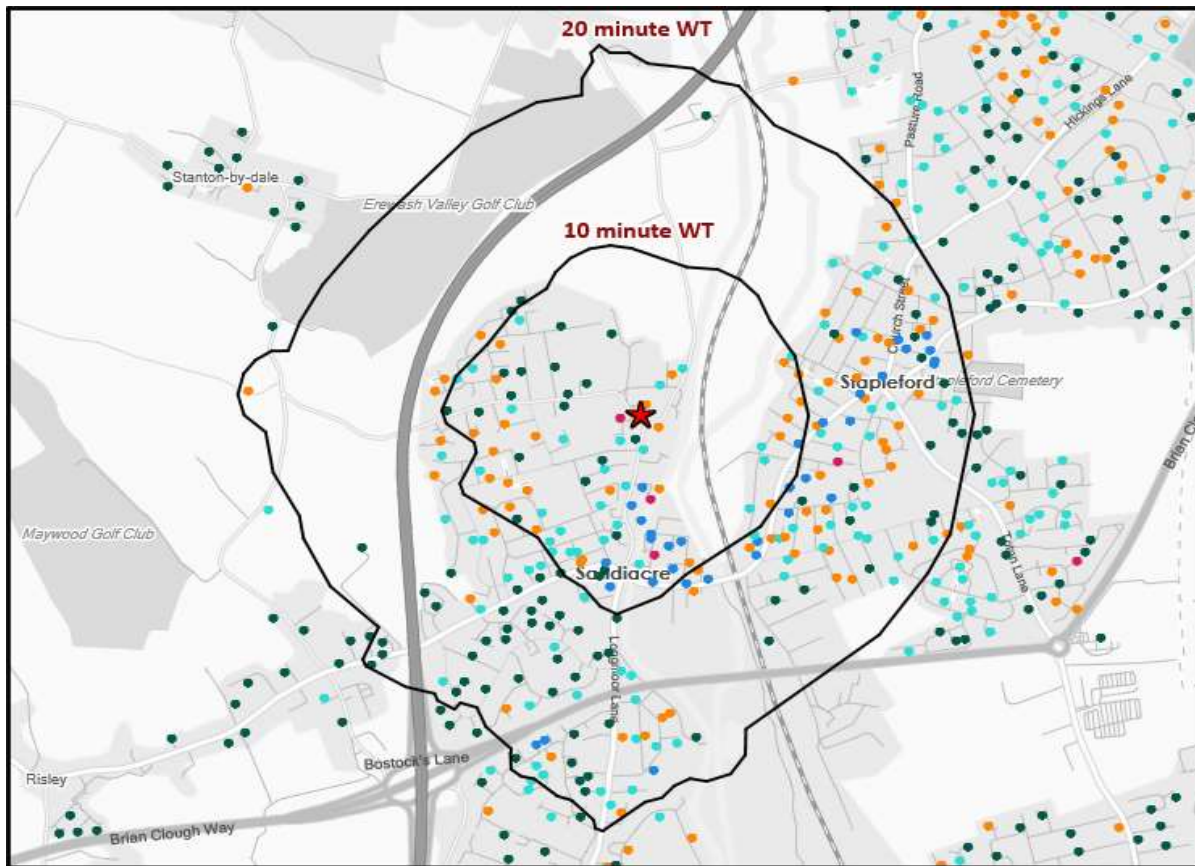
★ Pub Sites
Ⓝ Catchment

Polaris Segments

● Young Adult - Showing I Care

● Young Adult - Showing I'm Cool

● 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 Adult - Showing I Care	128	182	47,790	39	19	123
Young Adult - Showing I'm Cool	433	921	31,724	129	93	79
Midlife - Young Kids	1,250	3,400	141,121	109	100	103
Midlife - Carefree	1,051	3,434	90,345	137	151	99
Mature	787	2,646	120,530	77	88	99
Not Private Households	0	223	4,378	0	144	70
Total	3,649	10,806	435,888			

CACI

Polaris Summary - Blue Bell Sandiacre

star PUBS & BARS

★ Pub Sites
𝖭 Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

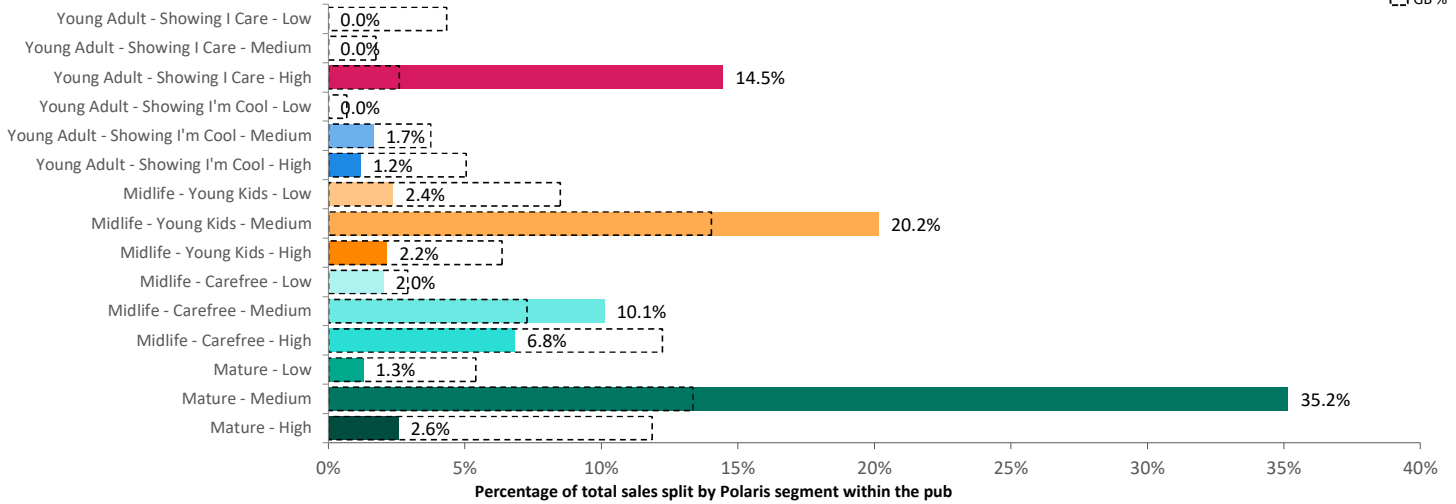### Polaris Plus Profile by Catchment

*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 Adult - Showing I Care						
Low	0	0	30,082	0	0	165
Medium	0	0	10,382	0	0	175
High	128	182	7,326	104	50	50
Young Adult - Showing I'm Cool						
Low	0	0	562	0	0	13
Medium	39	444	15,905	29	111	99
High	394	477	15,257	241	99	78
Midlife - Young Kids						
Low	73	389	56,323	18	32	116
Medium	1,094	2,790	62,481	201	173	96
High	83	221	22,317	42	38	95
Midlife - Carefree						
Low	224	528	17,335	181	144	117
Medium	799	2,597	53,598	326	358	183
High	28	309	19,412	7	26	41
Mature						
Low	194	570	24,125	90	89	93
Medium	556	2,039	72,339	120	149	131
High	37	37	24,066	11	4	59
Not Private Households	0	223	4,378	0	144	70
Total	3,649	10,806	435,888			

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Transactional Data Summary - Blue Bell Sandiacre

star PUBS&BARS

Spend by Polaris

GB %

Segment	Value
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	14.5%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.7%
Young Adult - Showing I'm Cool - High	1.2%
Midlife - Young Kids - Low	2.4%
Midlife - Young Kids - Medium	20.2%
Midlife - Young Kids - High	2.2%
Midlife - Carefree - Low	2.0%
Midlife - Carefree - Medium	10.1%
Midlife - Carefree - High	6.8%
Mature - Low	1.3%
Mature - Medium	35.2%
Mature - High	2.6%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£18
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£9
Young Adult - Showing I'm Cool - High	£7
Midlife - Young Kids - Low	£9
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£9
Midlife - Carefree - Low	£8
Midlife - Carefree - Medium	£8
Midlife - Carefree - High	£11
Mature - Low	£10
Mature - Medium	£12
Mature - High	£10

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

Spend by Month

Blue Bell Sandiacre
Star Pubs

CACI

Mobile Data Summary - Blue Bell Sandiacre
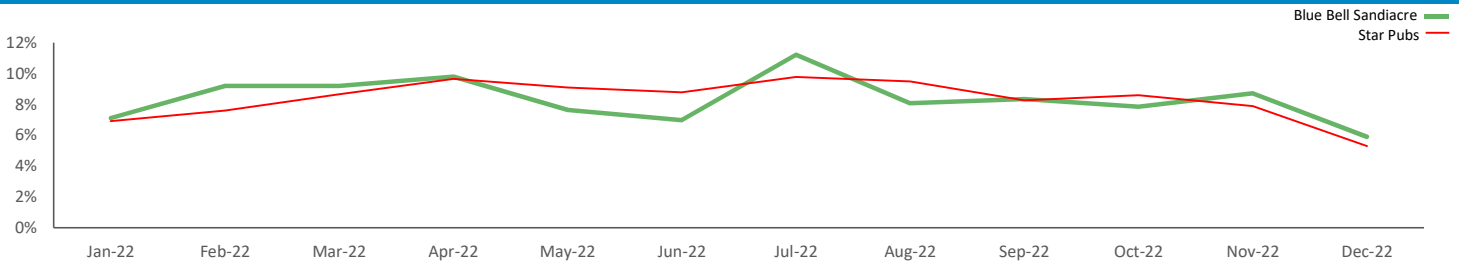
Time of Day/Day of Week
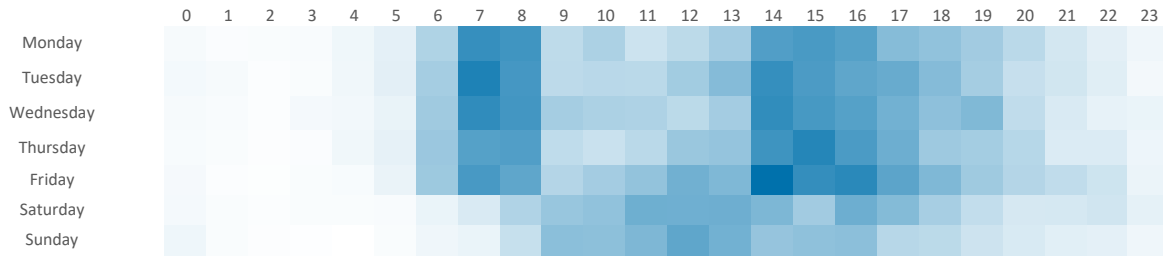
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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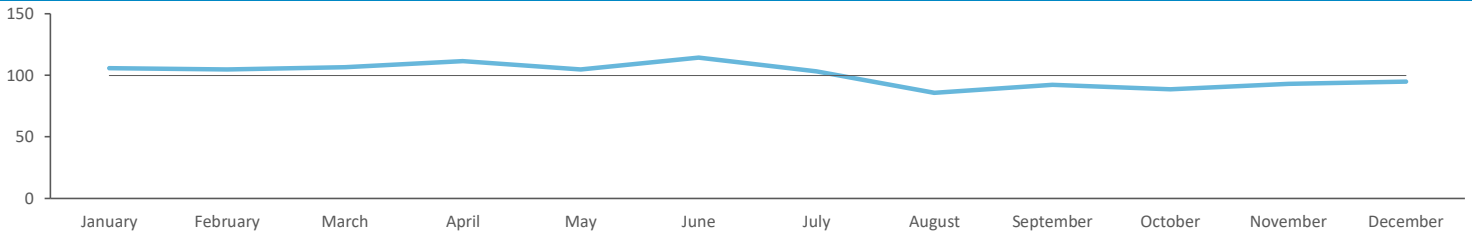
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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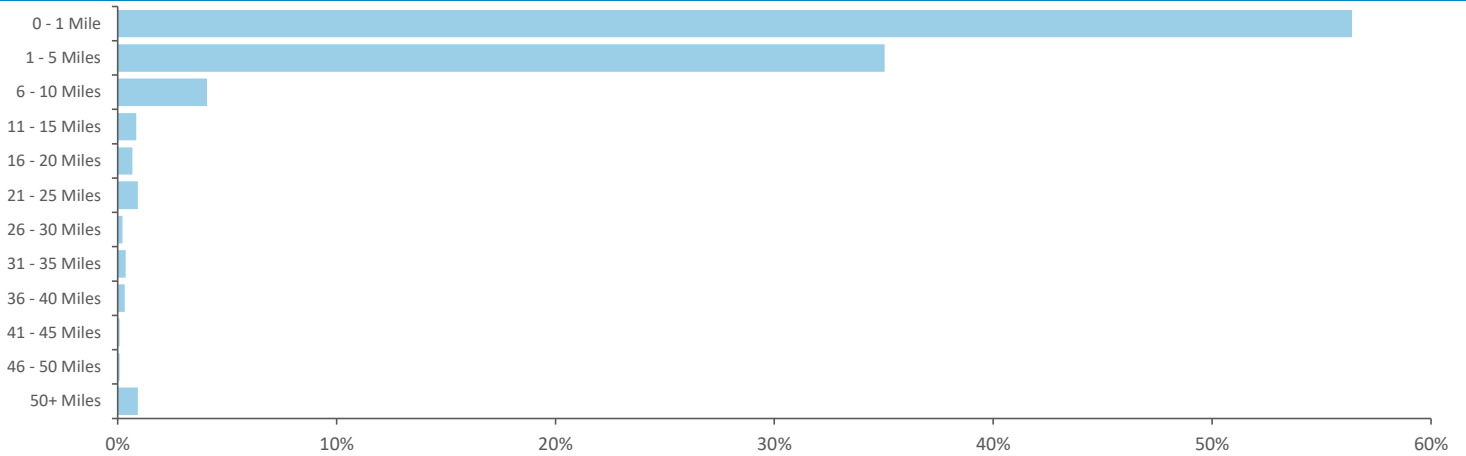
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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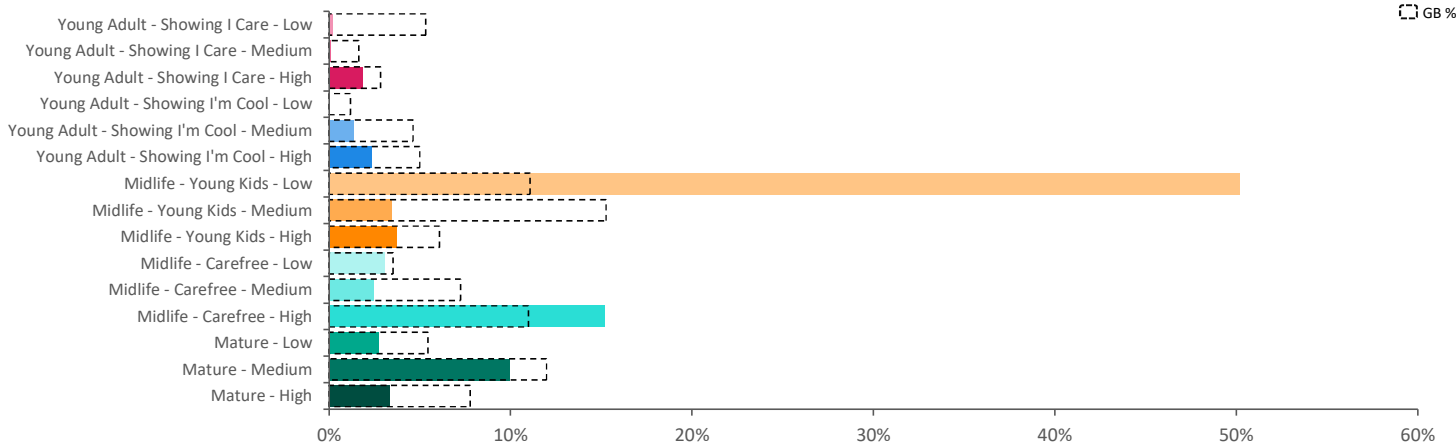
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CACI
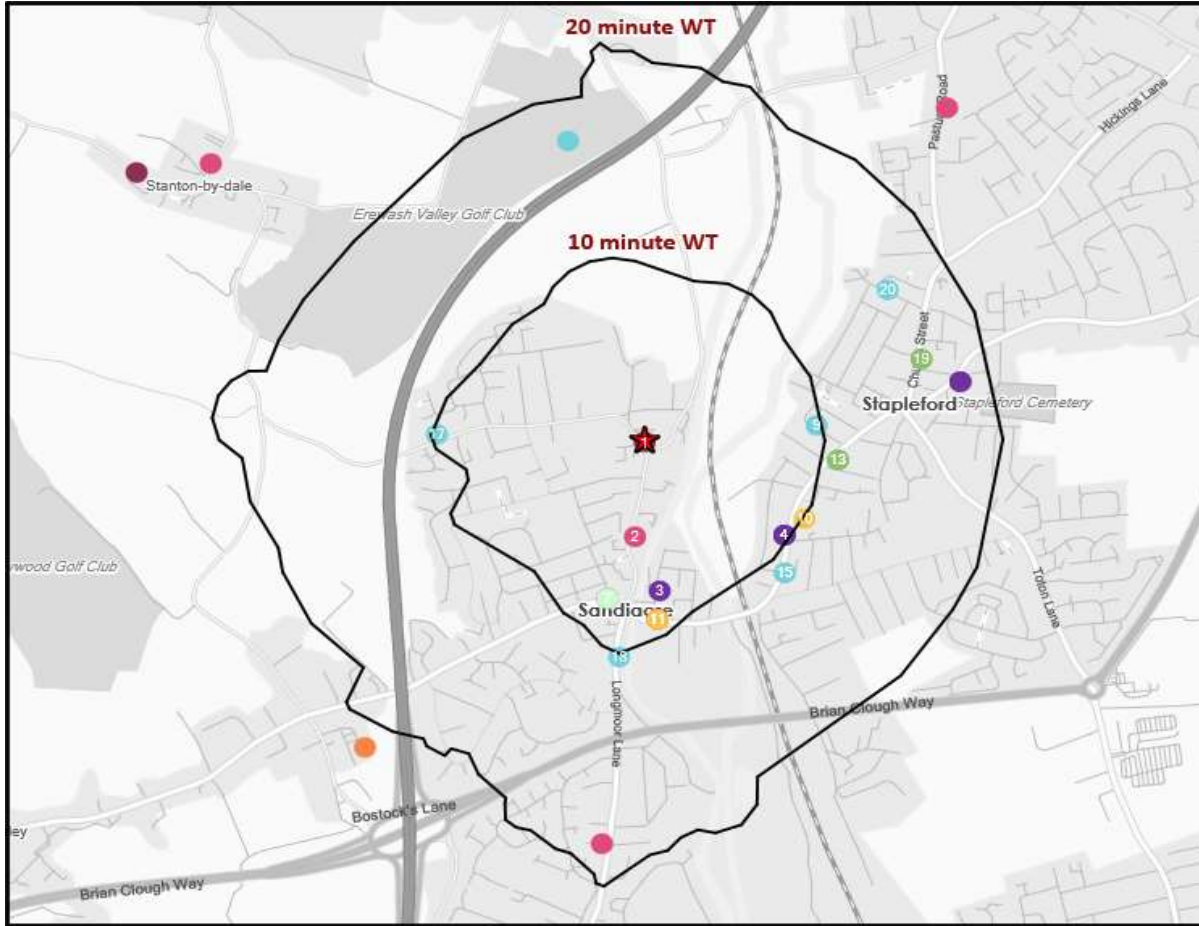
Pub Sites ★
Catchment Ν

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)
1	Blue Bell	NG10 5DF	Star Pubs & Bars	Premium Local	0.0
2	Plough Inn	NG10 5DU	Mitchells & Butlers	Family Pub Dining	0.2
3	La Rock Restaurant	NG10 5QT	Independent Free	Restaurants	0.3
4	Stapleford Cue Club	NG 9 7AY	Independent Free	Clubland	0.4
4	Cinnamon	NG 9 7AY	Independent Free	Restaurants	0.4
4	Vivo	NG 9 7AY	Independent Free	Restaurants	0.4
7	Red Lion Inn	NG10 5HW	Admiral Taverns Ltd	Premium Local	0.4
7	White Lion Inn	NG10 5HW	Stonegate Pub Company	Community Pub	0.4
9	Equalized Working Mens Club	NG 9 8ET	Independent Free	Clubland	0.4
10	Larry's	NG 9 7AS	Independent Free	High Street Pub	0.4
11	Springfield Hall	NG10 5BG	Independent Free	Large Venue	0.4
11	Buonissima Aperitivo Bar	NG10 5BG	Independent Free	High Street Pub	0.4
13	Stapleford & Bramcote Conservative Club	NG 9 7AR	Independent Free	Clubland	0.4
13	Admiral Sir John Borlase Warren	NG 9 7AR	Wetherspoons GB	Circuit Bar	0.4
15	Midland Hotel	NG 9 7AZ	Punch Pub Company	High Street Pub	0.4
15	West End Club	NG 9 7AZ	Independent Free	Clubland	0.4
17	Sandiacre Town Football Club	NG10 5EP	Independent Free	Clubland	0.4
18	Sandiacre Town Cricket Club	NG10 5JJ	Independent Free	Clubland	0.5
19	Old Cross	NG 9 8DA	Punch Pub Company	Circuit Bar	0.6
20	Old Mill Working Mens Club	NG 9 8GD	Independent Free	Clubland	0.6

*WT= Walktime, **DT= Drivetime
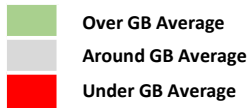
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,649	10,806	435,888
Number of Competition Pubs	10	18	482
Adults 18+ per Competition Pub	365	600	904

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	476	13.0%	128
Circuit Bar	166	4.5%	124
Community Pub	403	11.0%	64
Craft Led	156	4.3%	135
Great Pub Great Food	504	13.8%	72
High Street Pub	462	12.7%	73
Premium Local	459	12.6%	72

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,002	9.3%	91
Circuit Bar	467	4.3%	118
Community Pub	1,406	13.0%	75
Craft Led	335	3.1%	98
Great Pub Great Food	1,243	11.5%	60
High Street Pub	1,548	14.3%	83
Premium Local	1,457	13.5%	77

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	37,236	8.5%	84
Circuit Bar	16,975	3.9%	106
Community Pub	82,429	18.9%	109
Craft Led	12,717	2.9%	92
Great Pub Great Food	61,347	14.1%	73
High Street Pub	85,162	19.5%	113
Premium Local	64,713	14.8%	85

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, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **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.

	'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
Consumer Insight	*"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"*
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **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.

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.