

# Catchment Summary - Waverley Hotel Bonnyrigg



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

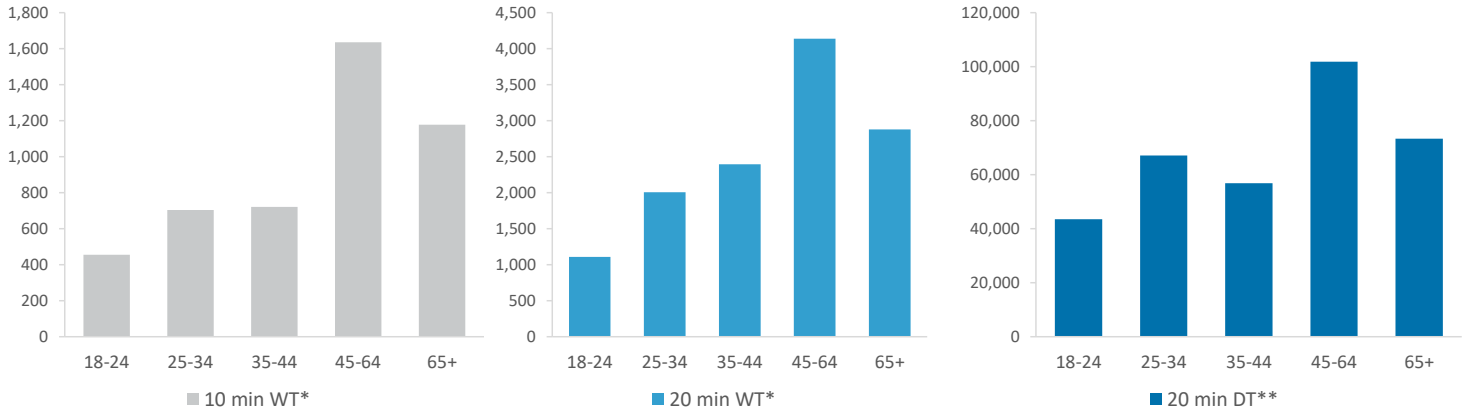
- Over GB Average
- Around GB Average
- Under GB Average

\*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		5,947	16,273	421,512	112	112	111
Adults 18+		4,694	12,524	342,691	108	70	115
Competition Pubs		7	11	369	47	34	102
Adults 18+ per Competition Pub		671	1,139	929	81	138	112
% Adults Likely to Drink		82.2%	83.3%	82.9%	100	101	101
Affluence	Low	28.1%	20.7%	34.8%	110	81	136
	Medium	45.4%	33.6%	26.3%	115	85	67
	High	26.5%	44.1%	37.1%	79	132	111
Age Profile	18-24	455	1,107	43,507	94	84	127
	25-34	704	2,007	67,108	89	93	120
	35-44	721	2,394	56,845	94	114	105
	45-64	1,636	4,137	101,882	108	99	95
	65+	1,178	2,879	73,349	104	93	91

Population & Adults 18+ index is based on all pubs

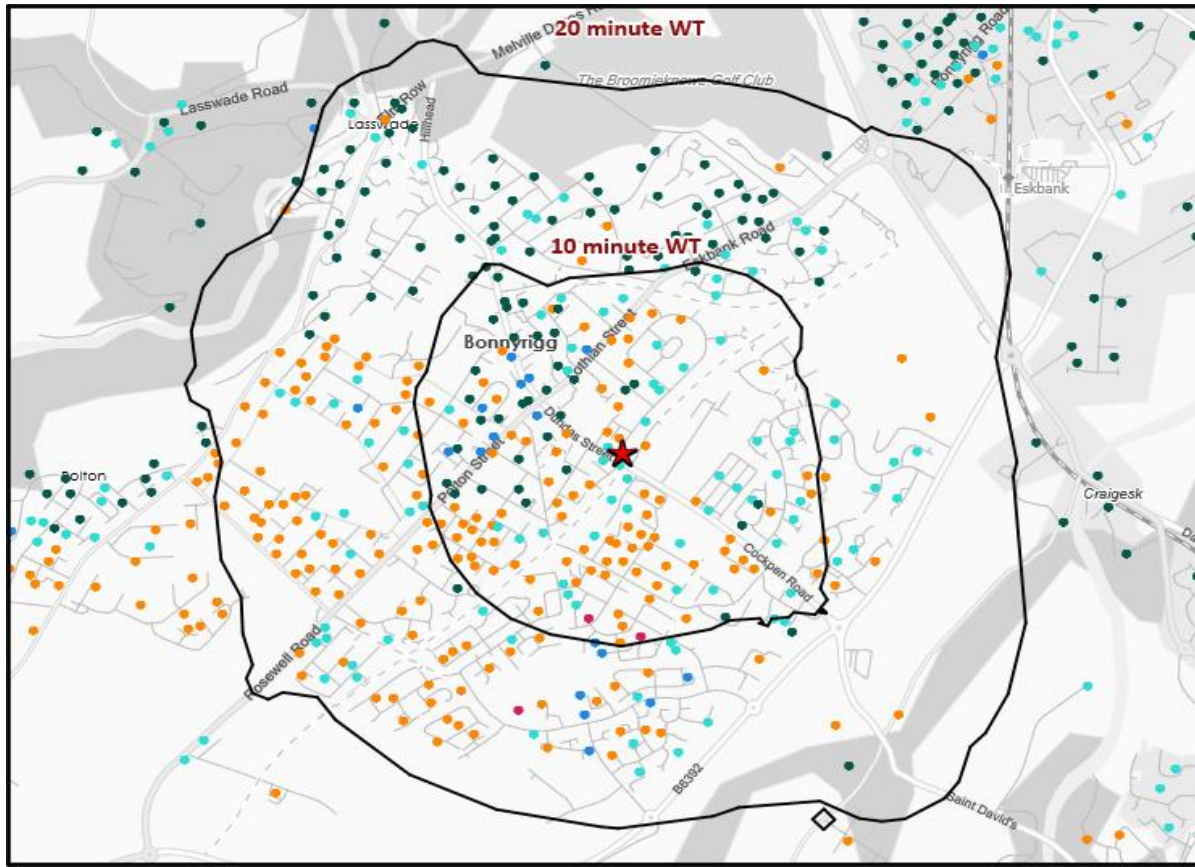
\*Affluence does not include Not Private Households



		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	2,809 (47%)	7,743 (48%)	203,513 (48%)	96	96	98
	Female	3,138 (53%)	8,530 (52%)	217,999 (52%)	104	104	102
Economic Status (16-74)	Employed: Full-time	1,933 (45%)	5,587 (48%)	130,547 (41%)	107	116	99
	Employed: Part-time	642 (15%)	1,650 (14%)	37,817 (12%)	114	110	92
	Self employed	303 (7%)	904 (8%)	23,969 (8%)	73	82	79
	Unemployed	84 (2%)	196 (2%)	7,046 (2%)	82	71	94
	Retired	714 (17%)	1,615 (14%)	41,422 (13%)	120	101	95
	Other	649 (15%)	1,645 (14%)	76,142 (24%)	76	72	122
Total Worker Count		2,802	4,996	188,284			

See the Glossary page for further information on the above variables

# Polaris Summary - Waverley Hotel Bonnyrigg

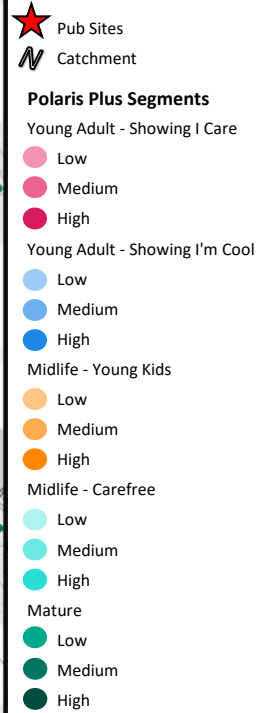
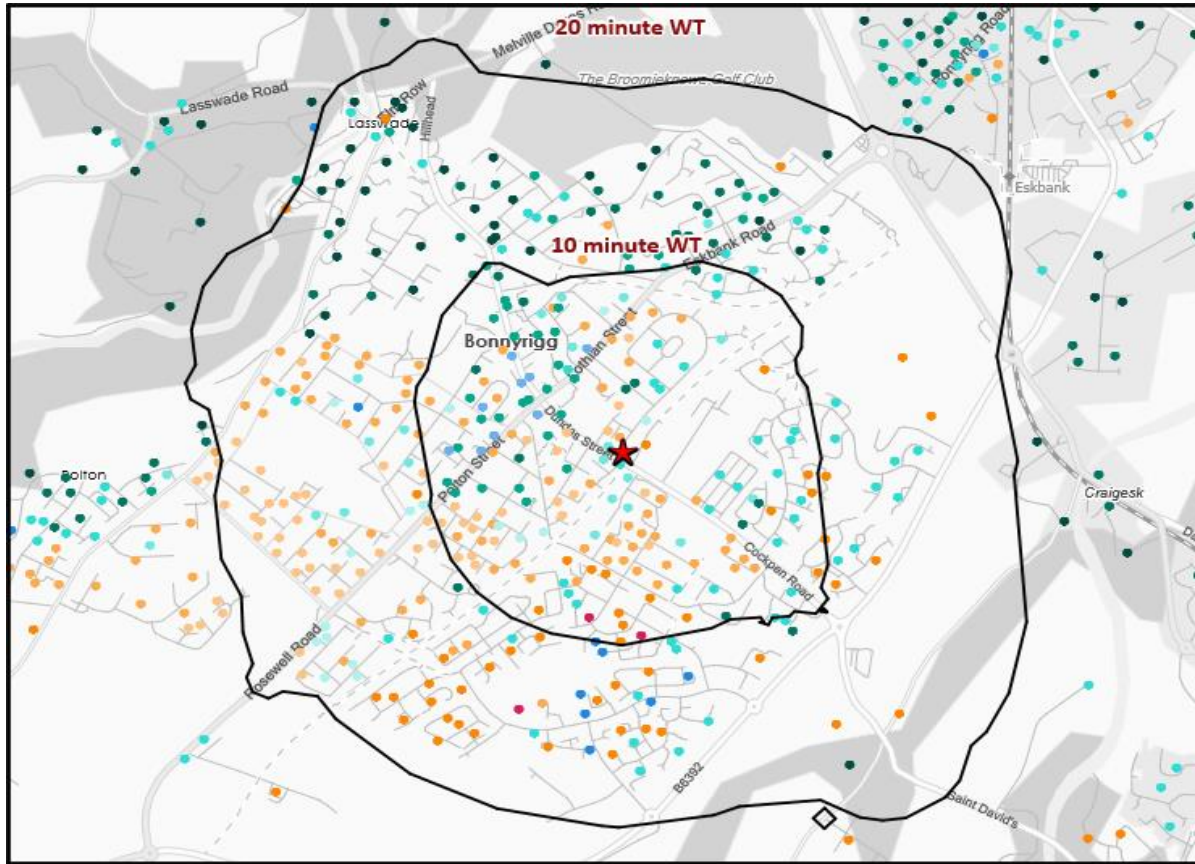


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	114	44,612	0	10	146
Young Adult - Showing I'm Cool	184	668	43,376	43	58	138
Midlife - Young Kids	2,273	5,626	99,786	154	143	93
Midlife - Carefree	1,371	3,524	71,124	139	134	99
Mature	866	2,408	77,840	66	69	81
<b>Not Private Households</b>	0	184	5,953	0	102	121
<b>Total</b>	4,694	12,524	342,691			



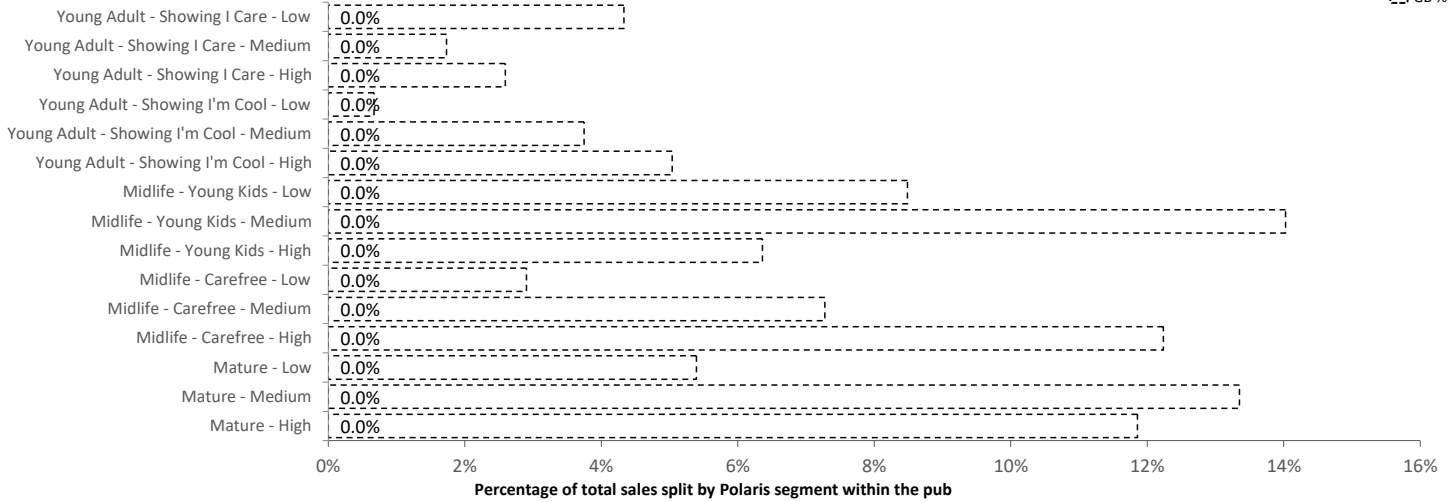
Polaris Plus Profile by Catchment

\*WT= Walktime, \*\*DT= Drivetime

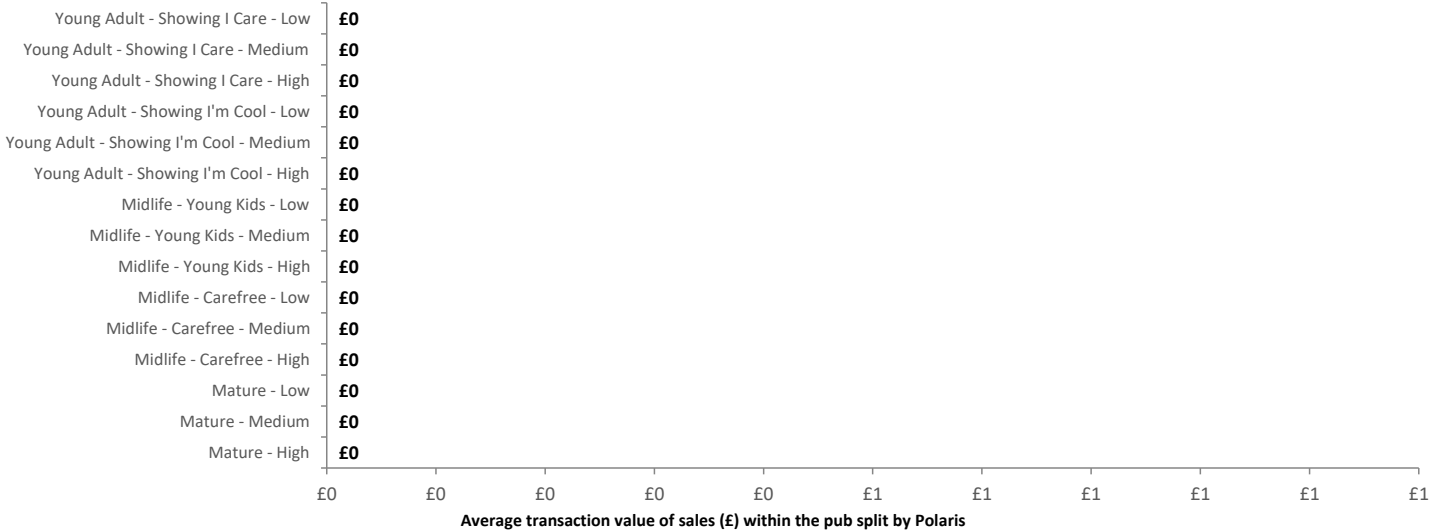
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	0	41,584	0	0	289
Medium	0	0	129	0	0	3
High	0	114	2,899	0	27	25
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	155	0	0	4
Medium	184	184	14,687	106	40	116
High	0	484	28,534	0	86	186
<b>Midlife - Young Kids</b>						
Low	629	1,403	34,126	121	101	90
Medium	1,245	2,399	42,837	178	128	84
High	399	1,824	22,823	158	270	124
<b>Midlife - Carefree</b>						
Low	176	396	12,435	110	93	107
Medium	349	603	12,807	111	72	56
High	846	2,525	45,882	165	185	123
<b>Mature</b>						
Low	515	799	31,117	185	107	153
Medium	351	1,027	19,694	59	65	45
High	0	582	27,029	0	50	84
<b>Not Private Households</b>	0	184	5,953	0	102	121
<b>Total</b>	4,694	12,524	342,691			

Spend by Polaris

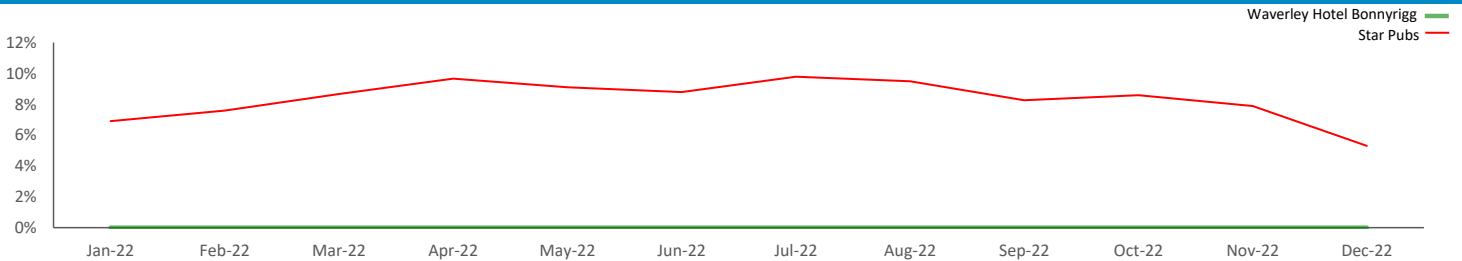
GB %



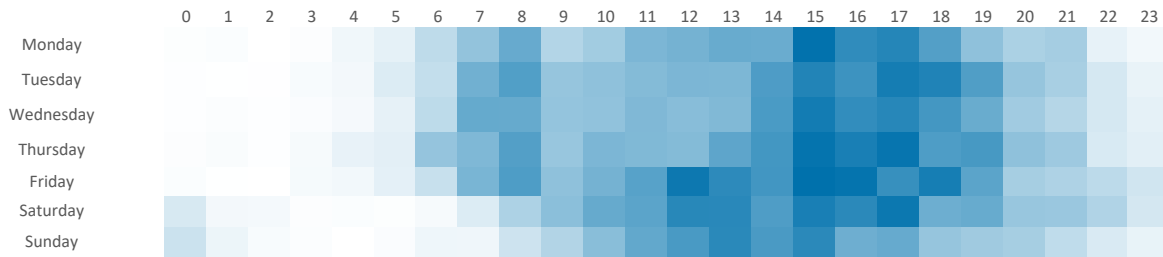
Average Transaction Values (£) by Polaris



Spend by Month

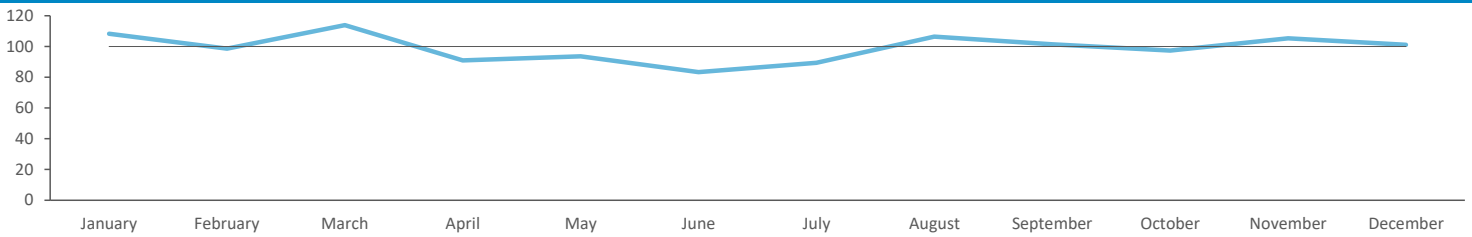


Time of Day/Day of Week



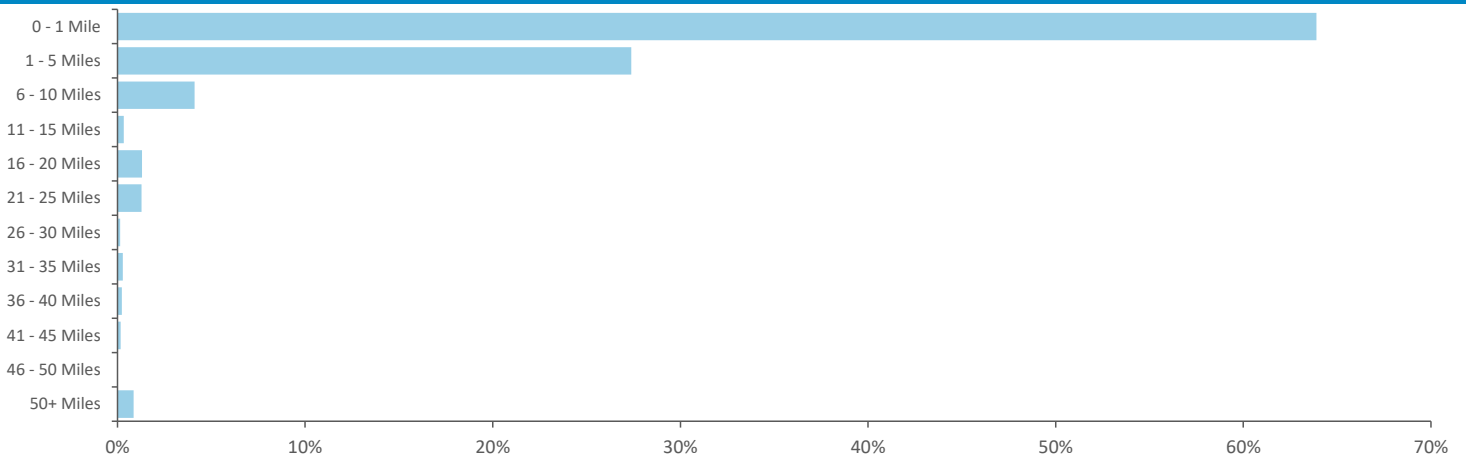
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



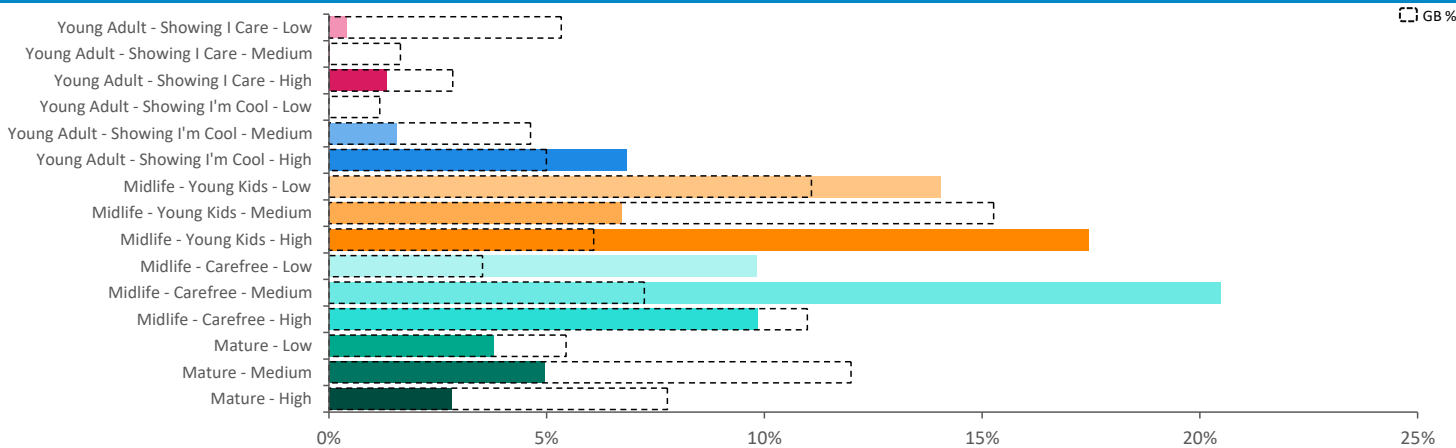
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

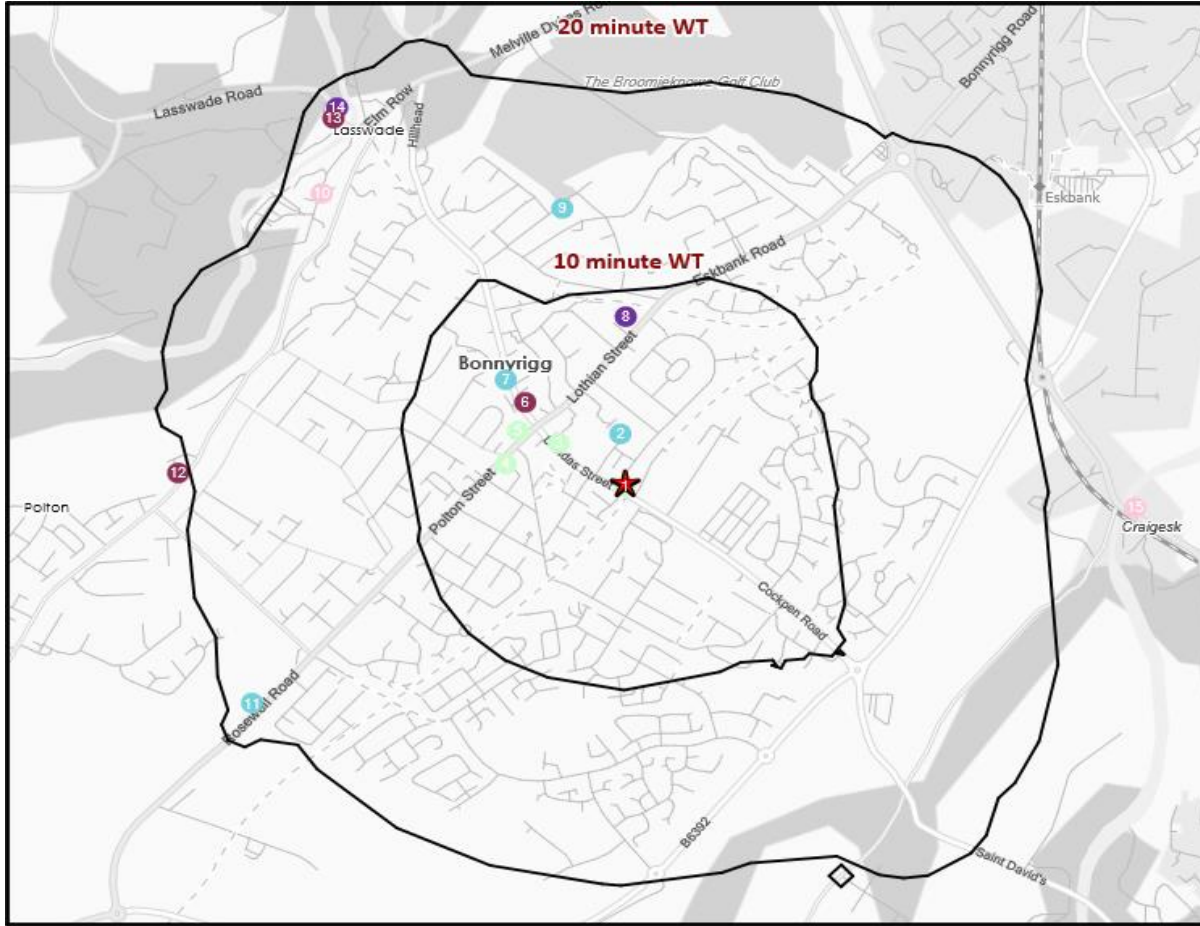


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

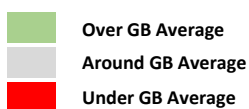
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Waverley Hotel	EH19 3BB	Star Pubs & Bars	Community Pub	0.0
2	Bonny Rigg Rose Social Club	EH19 3AU	Independent Free	Clubland	0.1
3	Calderwood Arms	EH19 3AS	Caledonian Heritable	Community Pub	0.1
4	Royal Oak	EH19 3DE	Star Pubs & Bars	Community Pub	0.2
5	Beetroot Bar & Grill	EH19 3HB	Independent Free	Community Pub	0.2
6	Anvil Inn	EH19 2DA	Iona Bars	Premium Local	0.2
7	Bonnyrigg Bowling Club	EH19 2AB	Independent Free	Clubland	0.3
8	Gi Gis	EH19 3AQ	Independent Free	Restaurants	0.3
9	Broomieknowe Golf Club	EH19 2HZ	Independent Free	Clubland	0.5
10	Paper Mill	EH18 1LX	Independent Free	GPGF	0.8
11	Lasswade Rugby Club	EH19 3PR	Independent Free	Clubland	0.8
12	Polton Inn	EH18 1BS	Star Pubs & Bars	Premium Local	0.8
13	Laird & Dog Hotel	EH18 1NA	*Other Small Retail Groups	Premium Local	0.9
14	Luci's Restaurant & Cocktail Bar	EH18 1ND	Independent Free	Restaurants	0.9
15	Sun Inn	EH22 4TR	Independent Free	GPGF	0.9
16	Esk Valley	EH18 1AN	Whitbread	Family Pub Dining	1.0
17	Dalhousie Castle Hotel	EH19 3JB	von Essen Hotels	Hotel	1.1

# Per Pub Analysis - Waverley Hotel Bonnyrigg



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,694	12,524	342,691
Number of Competition Pubs	7	11	369
Adults 18+ per Competition Pub	671	1,139	929

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	426	9.1%	89
Circuit Bar	226	4.8%	131
Community Pub	946	20.2%	116
Craft Led	99	2.1%	66
Great Pub Great Food	722	15.4%	80
High Street Pub	919	19.6%	113
Premium Local	831	17.7%	101

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,347	10.8%	105
Circuit Bar	402	3.2%	88
Community Pub	2,028	16.2%	93
Craft Led	265	2.1%	67
Great Pub Great Food	2,681	21.4%	112
High Street Pub	2,091	16.7%	96
Premium Local	2,526	20.2%	115

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	38,101	11.1%	109
Circuit Bar	14,934	4.4%	119
Community Pub	63,667	18.6%	107
Craft Led	11,948	3.5%	110
Great Pub Great Food	65,147	19.0%	99
High Street Pub	62,075	18.1%	105
Premium Local	55,625	16.2%	93

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment  <b>Part-time:</b> In part-time employment  <b>Self employed:</b> In full-time or part-time employment, with or without employees  <b>Unemployed:</b> Unemployed, not currently working but are actively seeking  <b>Retired:</b> a person who has retired from a working or professional career  <b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top; text-align: center;">Consumer insight</td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds                      Conscious choices on sustainability and health   <i>"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."</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new   <i>"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."</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     35-54 year olds                      Children under 12 at home   <i>"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"</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     35-54 year olds                      No children under 12 at home   <i>"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> </td> <td style="border: 1px dashed black; padding: 5px;">                     55+ year olds   <i>"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"</i> </td> </tr> <tr> <td style="vertical-align: top; text-align: center;">Product needs</td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul> </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul> </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul> </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li>Discovering new things</li> <li>Supports <b>connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul> </td> <td style="border: 1px dashed black; padding: 5px;"> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer insight	18-34 year olds Conscious choices on sustainability and health  <i>"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."</i>	18-34 year olds Looking good and discovering what's new  <i>"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."</i>	35-54 year olds Children under 12 at home  <i>"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"</i>	35-54 year olds No children under 12 at home  <i>"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>	55+ year olds  <i>"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"</i>	Product needs	<ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li>Discovering new things</li> <li>Supports <b>connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>
	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature														
Consumer insight	18-34 year olds Conscious choices on sustainability and health  <i>"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."</i>	18-34 year olds Looking good and discovering what's new  <i>"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."</i>	35-54 year olds Children under 12 at home  <i>"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"</i>	35-54 year olds No children under 12 at home  <i>"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>	55+ year olds  <i>"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"</i>														
Product needs	<ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li>Discovering new things</li> <li>Supports <b>connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>														
<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			