

# Catchment Summary - Bull & Butcher Bletchley



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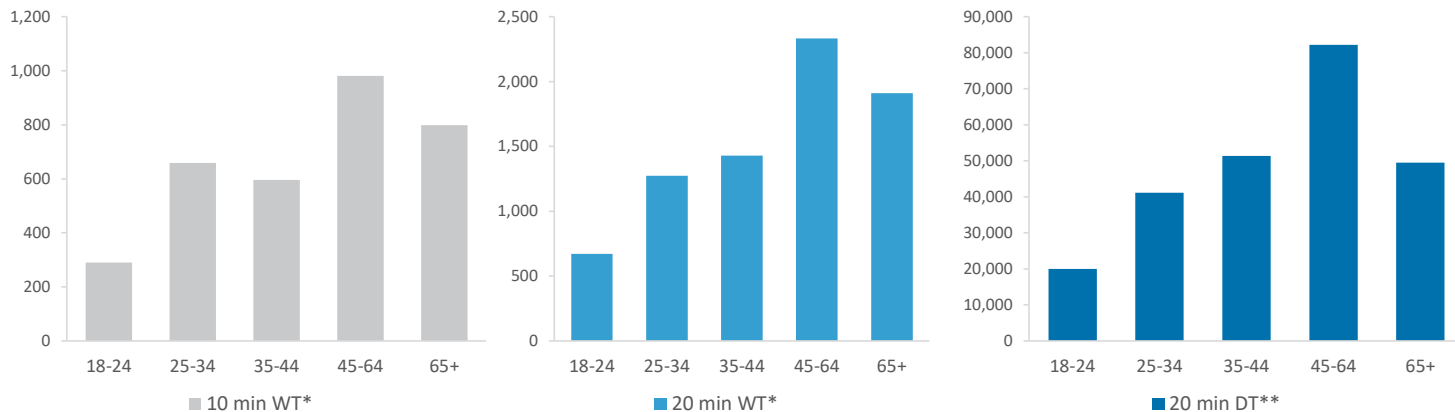
- Over GB Average
- Around GB Average
- Under GB Average

\*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		4,248	10,046	326,162	80	69	86
Adults 18+		3,325	7,618	244,402	76	43	82
Competition Pubs		10	20	235	67	63	65
Adults 18+ per Competition Pub		333	381	1,040	40	46	126
% Adults Likely to Drink		82.2%	81.1%	83.0%	100	98	101
Affluence	Low	20.9%	19.7%	19.5%	81	77	76
	Medium	64.9%	68.5%	32.6%	165	174	83
	High	13.5%	11.4%	46.8%	40	34	139
Age Profile	18-24	290	670	19,972	84	82	76
	25-34	659	1,274	41,217	117	95	95
	35-44	596	1,430	51,414	109	111	122
	45-64	982	2,333	82,234	90	91	99
	65+	798	1,911	49,565	98	100	80

Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



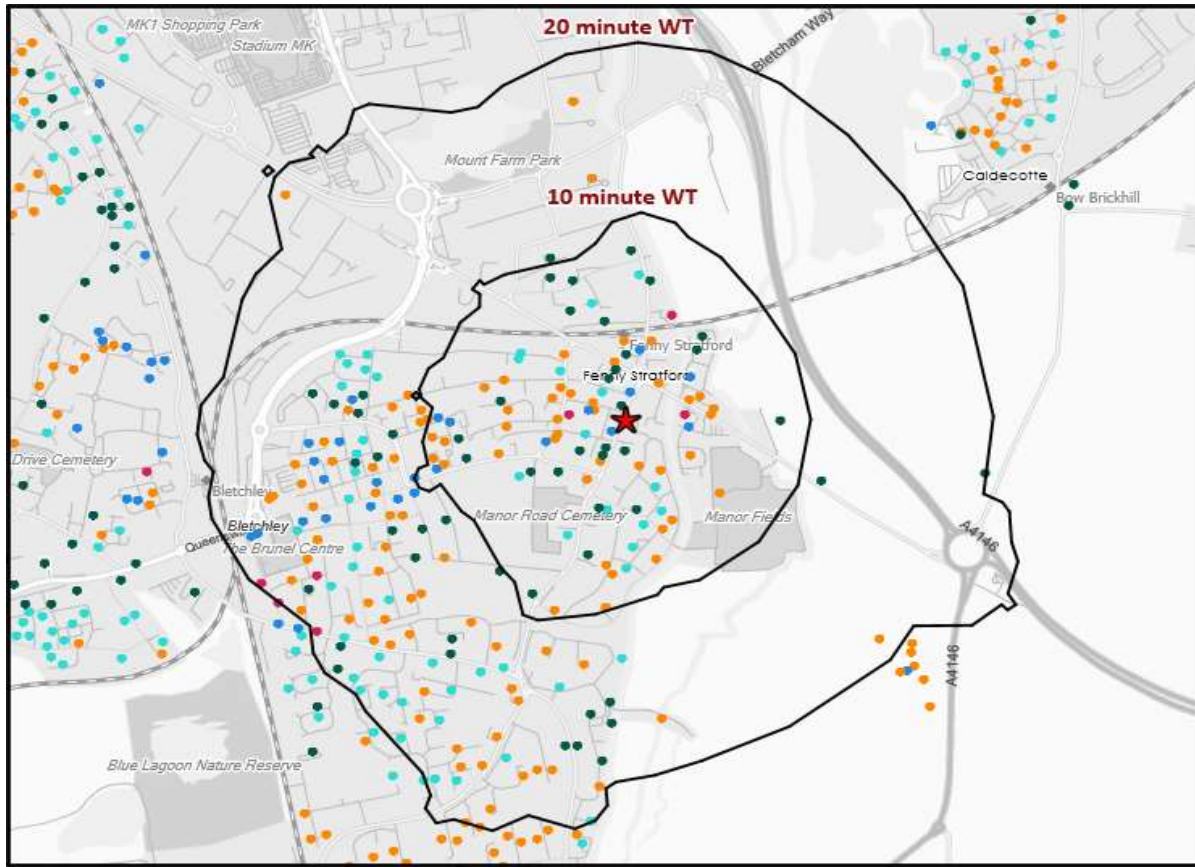
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,112 (50%)	4,869 (48%)	161,260 (49%)	101	98	100
	Female	2,136 (50%)	5,177 (52%)	164,902 (51%)	99	102	100
Economic Status (16-74)	Employed: Full-time	1,462 (49%)	2,989 (43%)	112,212 (49%)	117	104	117
	Employed: Part-time	383 (13%)	924 (13%)	28,841 (13%)	98	103	96
	Self employed	238 (8%)	529 (8%)	19,960 (9%)	83	80	91
	Unemployed	54 (2%)	182 (3%)	6,030 (3%)	76	111	110
	Retired	420 (14%)	1,051 (15%)	24,230 (11%)	102	110	76
	Other	437 (15%)	1,254 (18%)	39,381 (17%)	74	92	87
Total Worker Count		5,783	11,393	179,671			

See the Glossary page for further information on the above variables

# Polaris Summary - Bull & Butcher Bletchley



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Data Source © 2020 TomTom



- ★ 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

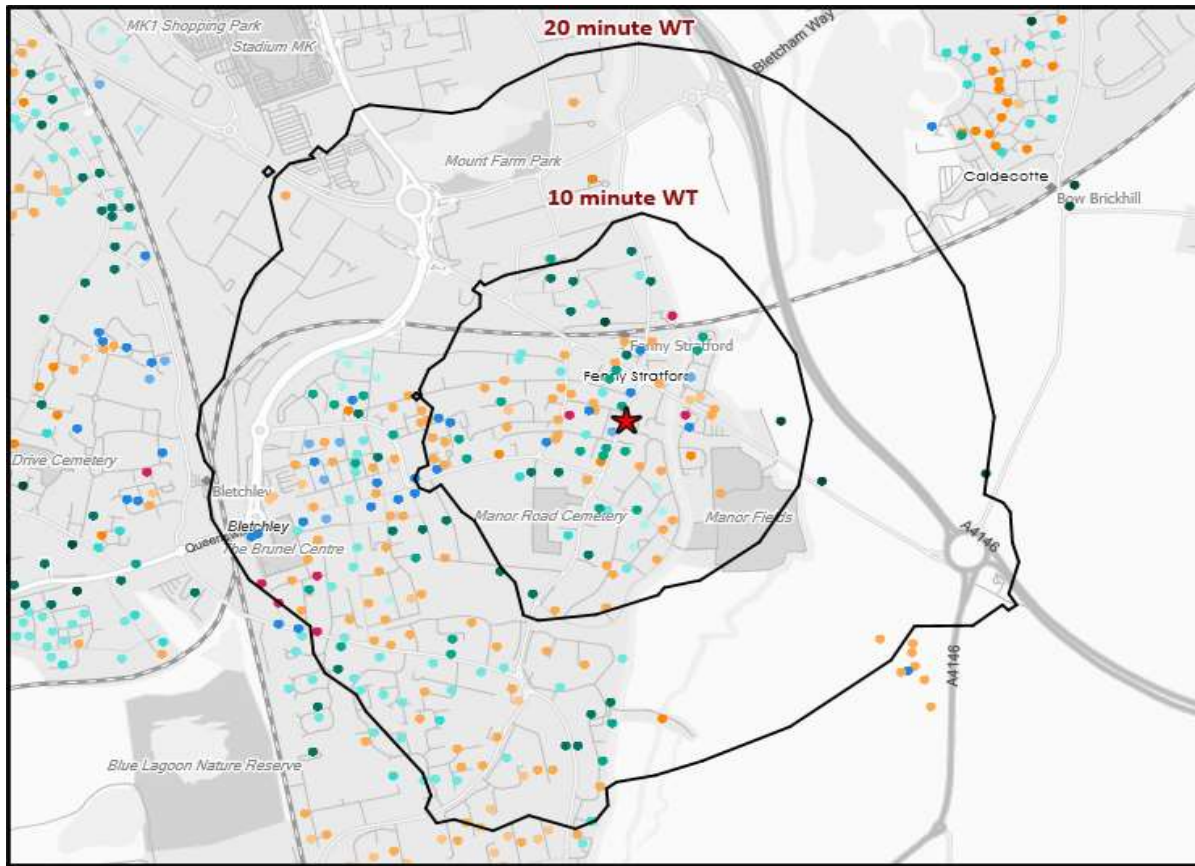
\*WT= Walktime, \*\*DT= Drivetime

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	51	257	6,996	17	38	32
Young Adult - Showing I'm Cool	333	576	18,982	109	82	84
Midlife - Young Kids	1,493	3,510	122,124	143	147	159
Midlife - Carefree	478	1,715	51,281	68	107	100
Mature	944	1,534	42,322	101	72	62
<b>Not Private Households</b>	26	26	2,697	54	24	77
<b>Total</b>	3,325	7,618	244,402			

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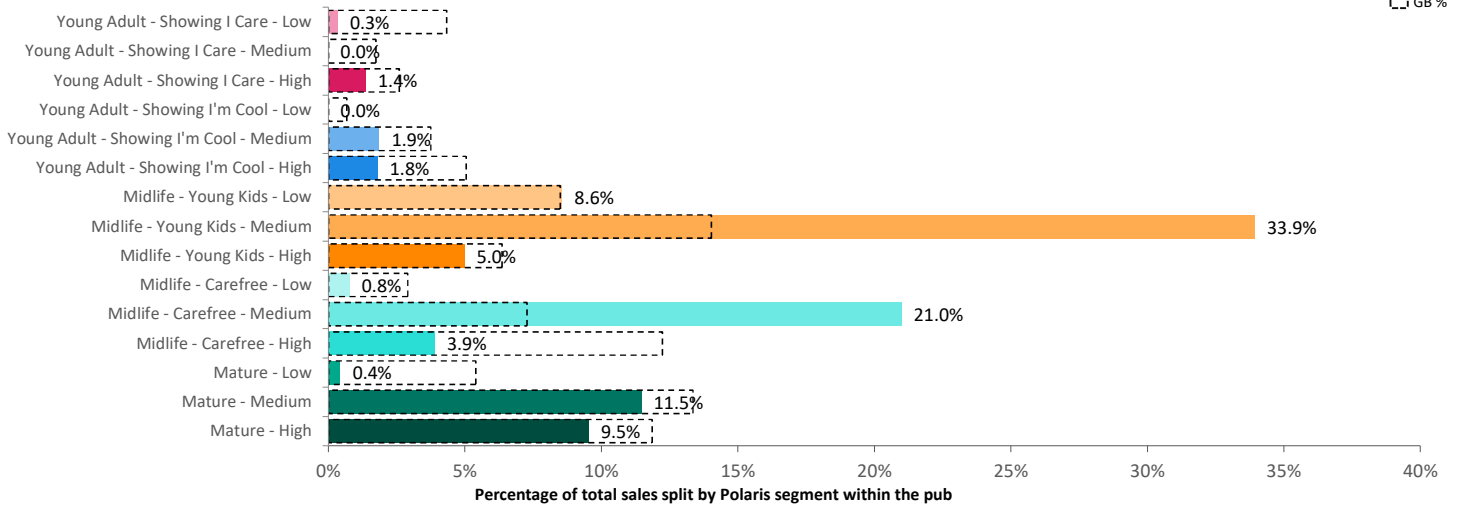
- ★ Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care**
- Low ●
- Medium ●
- High ●
- Young Adult - Showing I'm Cool**
- Low ●
- Medium ●
- High ●
- Midlife - Young Kids**
- Low ●
- Medium ●
- High ●
- Midlife - Carefree**
- Low ●
- Medium ●
- High ●
- Mature**
- Low ●
- Medium ●
- High ●

## Polaris Plus Profile by Catchment

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

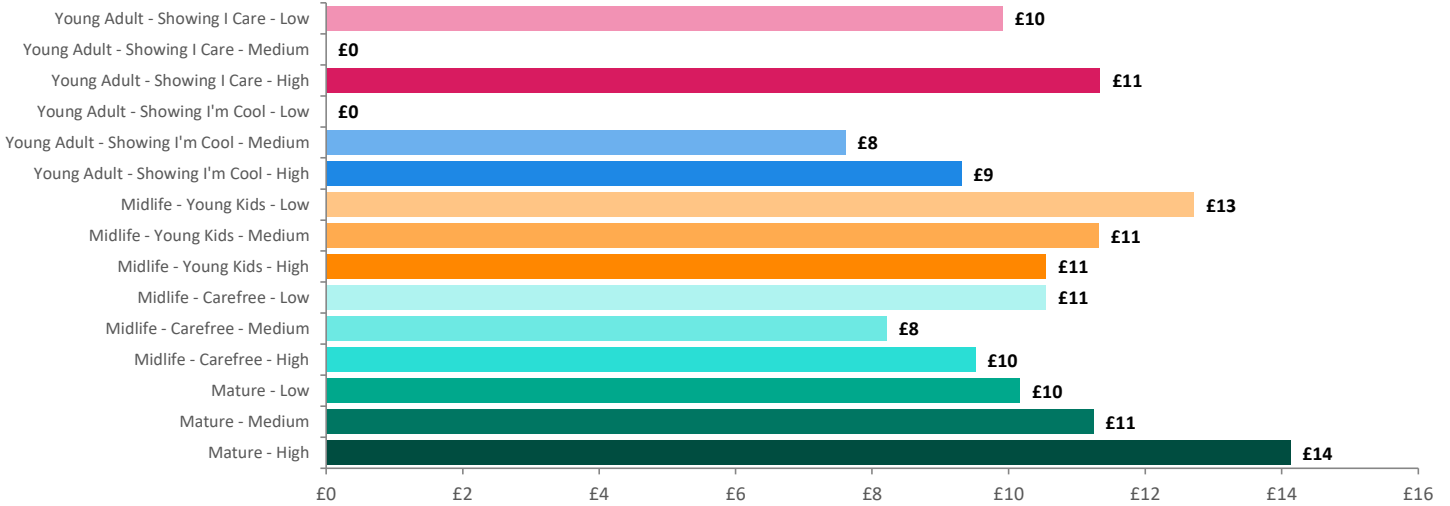
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	0	261	0	0	3
Medium	0	0	0	0	0	0
High	51	257	6,735	46	100	82
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	106	269	3,952	86	95	44
High	227	307	15,030	153	90	137
<b>Midlife - Young Kids</b>						
Low	127	533	33,048	34	63	122
Medium	1,268	2,857	53,360	256	251	146
High	98	120	35,716	55	29	271
<b>Midlife - Carefree</b>						
Low	93	253	6,166	82	98	74
Medium	323	1,285	8,964	145	251	55
High	62	177	36,151	17	21	135
<b>Mature</b>						
Low	474	714	8,164	240	158	56
Medium	460	810	13,476	109	84	44
High	10	10	20,682	3	1	90
<b>Not Private Households</b>	26	26	2,697	54	24	77
<b>Total</b>	3,325	7,618	244,402			

Spend by Polaris



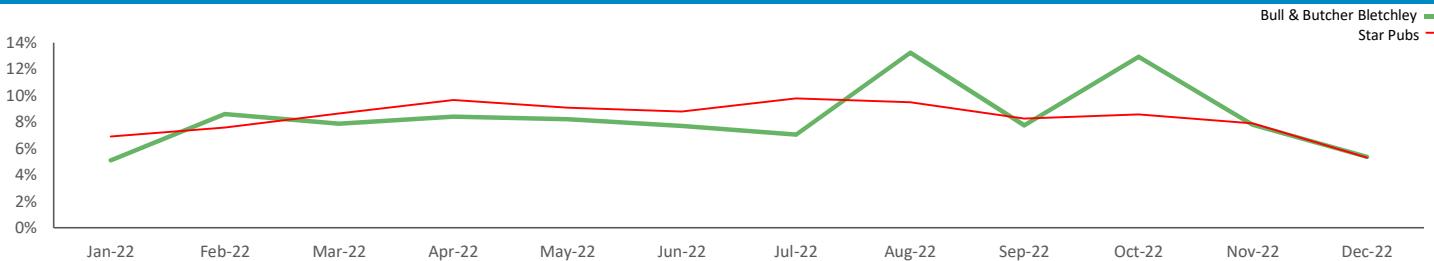
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

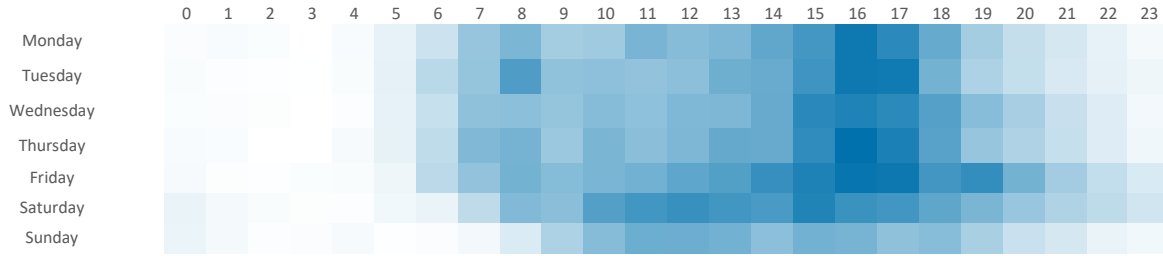


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

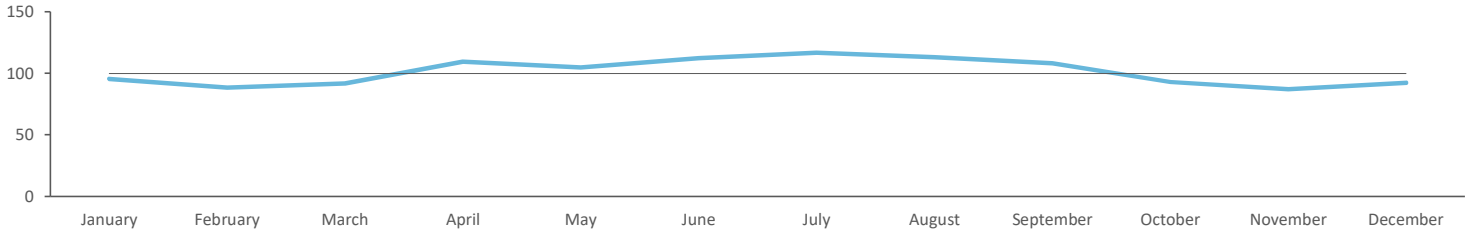


Time of Day/Day of Week



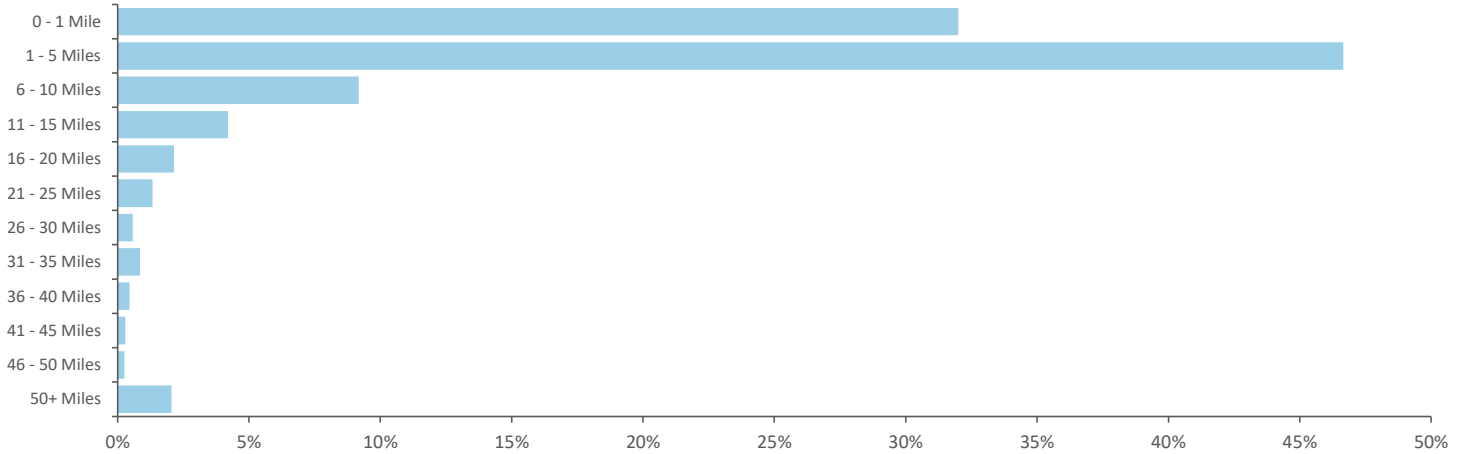
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



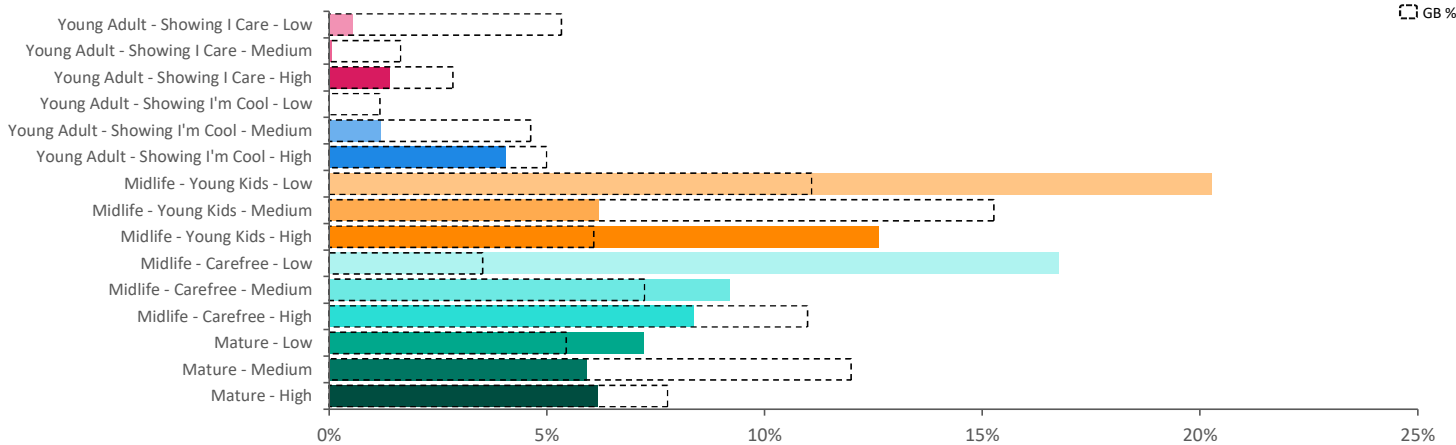
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

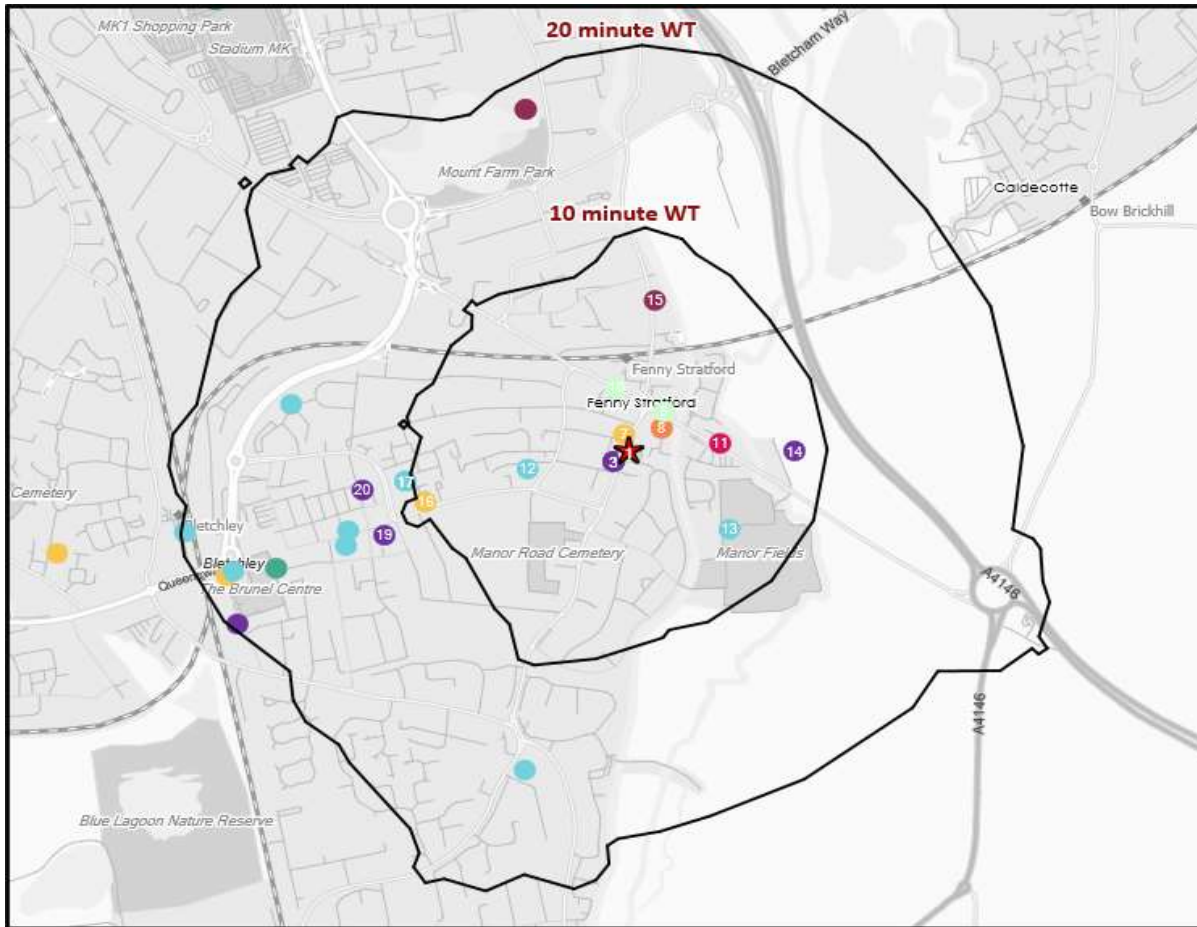


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

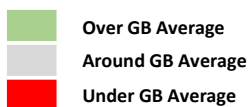
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Fenny Fish Bar	MK 2 2BA	Independent Free	Restaurants	0.0
1	Bull & Butcher	MK 2 2BA	Star Pubs & Bars	Community Pub	0.0
3	Aroma Restaurant	MK 2 2BQ	Independent Free	Restaurants	0.0
3	Maltsters Arms	MK 2 2BQ	*Other Small Retail Groups	Community Pub	0.0
3	Dinajpur	MK 2 2BQ	Independent Free	Restaurants	0.0
3	Cafe Ganges	MK 2 2BQ	Independent Free	Restaurants	0.0
7	Fenny Kitchen	MK 2 2BH	Independent Free	High Street Pub	0.0
8	Campanile Hotel	MK 2 2BU	Campanile Hotels	Hotel	0.1
9	Swan Hotel	MK 2 2BL	Star Pubs & Bars	Community Pub	0.1
10	Chequers	MK 2 2BY	Vale Brewery Company	Community Pub	0.1
11	Pink Punters	MK 2 2BS	Independent Free	Night Club	0.2
12	Masonic Hall	MK 2 2BZ	Independent Free	Clubland	0.2
13	Bletchley Sports Rugby And Cricket Club	MK 2 2HX	Independent Free	Clubland	0.2
14	Dobbies Garden World	MK17 9JH	Dobbies Garden Centres Ltd	Restaurants	0.3
15	Red Lion	MK 1 1BA	Punch Pub Company	Premium Local	0.3
16	Captain Ridley's Shooting Party	MK 2 2ED	Wetherspoons GB	High Street Pub	0.4
17	Bletchley Park Sports & Leisure	MK 2 2HQ	Independent Free	Clubland	0.4
17	Bletchley Town Bowls Club	MK 2 2HQ	Independent Free	Clubland	0.4
19	Thai Vegetarian Restaurant	MK 2 2SW	Independent Free	Restaurants	0.5
20	Voongs	MK 2 2TP	Independent Free	Restaurants	0.5

# Per Pub Analysis - Bull & Butcher Blechley



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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+	3,325	7,618	244,402
Number of Competition Pubs	10	20	235
Adults 18+ per Competition Pub	333	381	1,040

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	425	12.8%	125
Circuit Bar	217	6.5%	178
Community Pub	576	17.3%	100
Craft Led	135	4.1%	128
Great Pub Great Food	421	12.7%	66
High Street Pub	610	18.4%	106
Premium Local	499	15.0%	85

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	918	12.1%	118
Circuit Bar	467	6.1%	167
Community Pub	1,195	15.7%	90
Craft Led	298	3.9%	124
Great Pub Great Food	866	11.4%	59
High Street Pub	1,272	16.7%	96
Premium Local	1,038	13.6%	78

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	31,776	13.0%	128
Circuit Bar	8,259	3.4%	92
Community Pub	36,020	14.7%	85
Craft Led	7,293	3.0%	94
Great Pub Great Food	55,193	22.6%	118
High Street Pub	39,356	16.1%	93
Premium Local	48,679	19.9%	114

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</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><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: #f4a460; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; 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 #ccc; 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. 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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. 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<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.																			