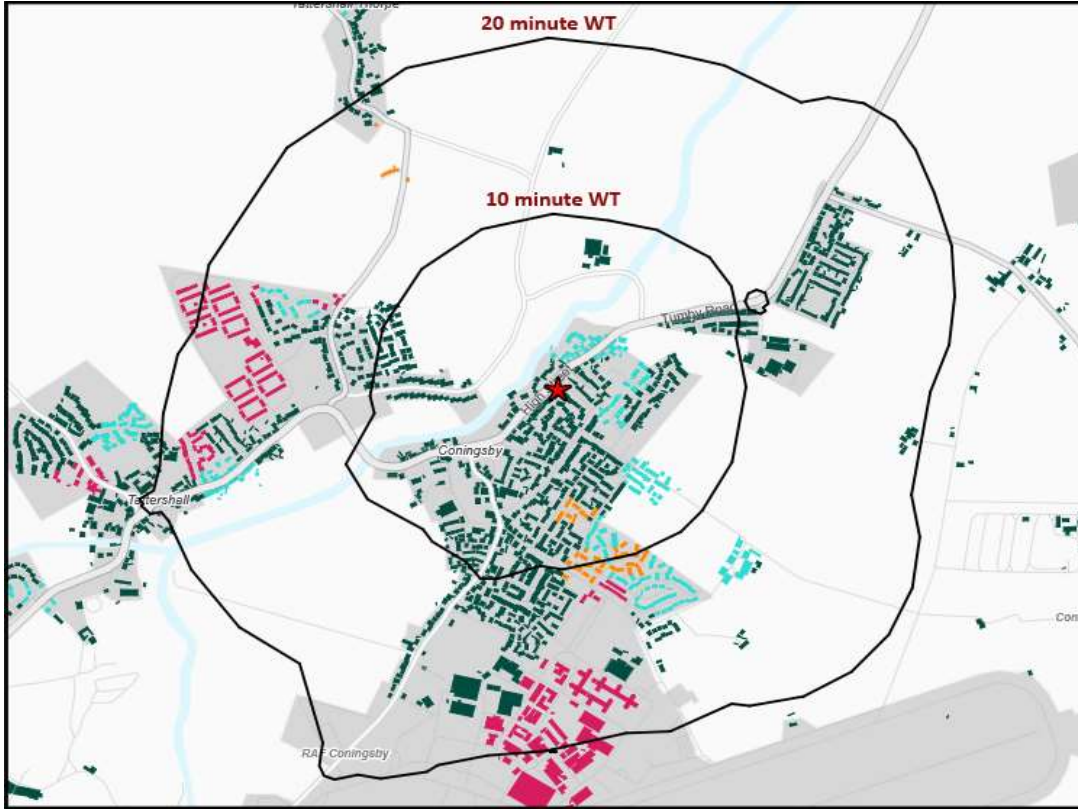


# Catchment Summary - Black Swan Conningsby

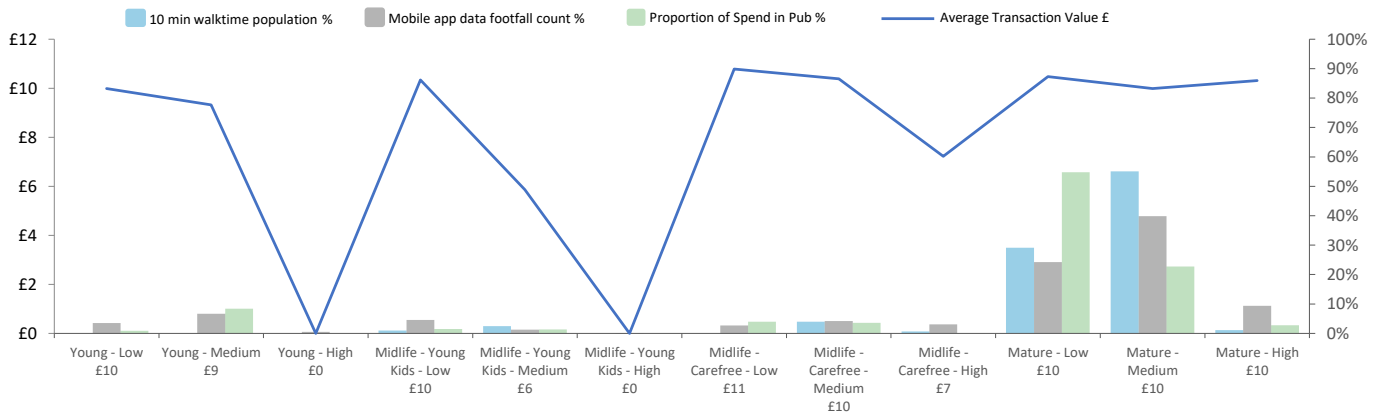
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626468	Black Swan Conningsby	LN 4 4RF	Star Pubs & Bars	Premium Local	19



- 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 - Black Swan Conningsby



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	Over GB Average
	Around GB Average
	Under GB Average

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

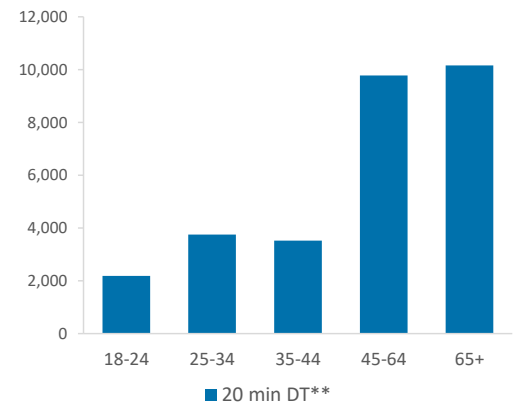
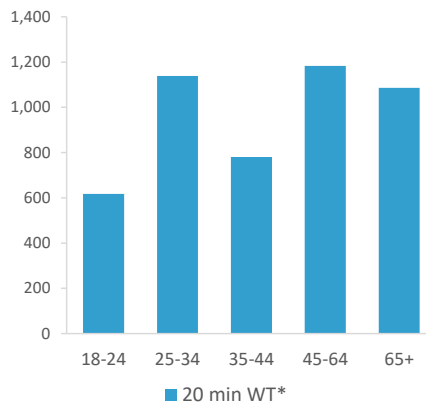
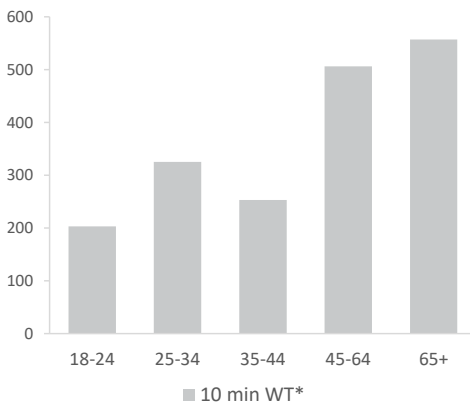
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,226	6,103	35,598	42	33	8
Adults 18+	1,844	4,805	29,379	41	31	8
Competition Pubs	4	9	51	22	25	12
Adults 18+ per Competition Pub	461	534	576	54	62	67
% Adults Likely to Drink	77.1%	76.1%	78.4%	101	100	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	30.1%	37.9%	34.9%	91	114	105
	Medium	61.6%	57.6%	50.4%	161	151	132
	High	1.8%	1.0%	12.8%	7	4	47

\*Affluence does not include Not Private Households

Age Profile	18-24	203	617	2,181	112	124	75
	25-34	325	1,139	3,748	109	140	79
	35-44	253	780	3,518	86	97	75
	45-64	506	1,183	9,776	88	75	107
	65+	557	1,086	10,156	130	93	148



	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	1,166 (52%)	3,260 (53%)	17,601 (49%)	107	109	101
	Female	1,060 (48%)	2,843 (47%)	17,997 (51%)	93	91	99
Economic Status (16+)	Employed: Full-time	601 (32%)	1,946 (40%)	8,652 (29%)	93	115	83
	Employed: Part-time	227 (12%)	595 (12%)	3,365 (11%)	102	102	94
	Self employed	142 (8%)	345 (7%)	2,909 (10%)	82	76	105
	Unemployed	53 (3%)	133 (3%)	577 (2%)	102	98	69
	Full-time student	35 (2%)	63 (1%)	363 (1%)	78	54	51
	Retired	528 (28%)	1,064 (22%)	9,889 (33%)	128	99	150
	Other	292 (16%)	764 (16%)	4,349 (14%)	89	89	83
Total Worker Count		796	3,562	21,113			

See the Glossary page for further information on the above variables

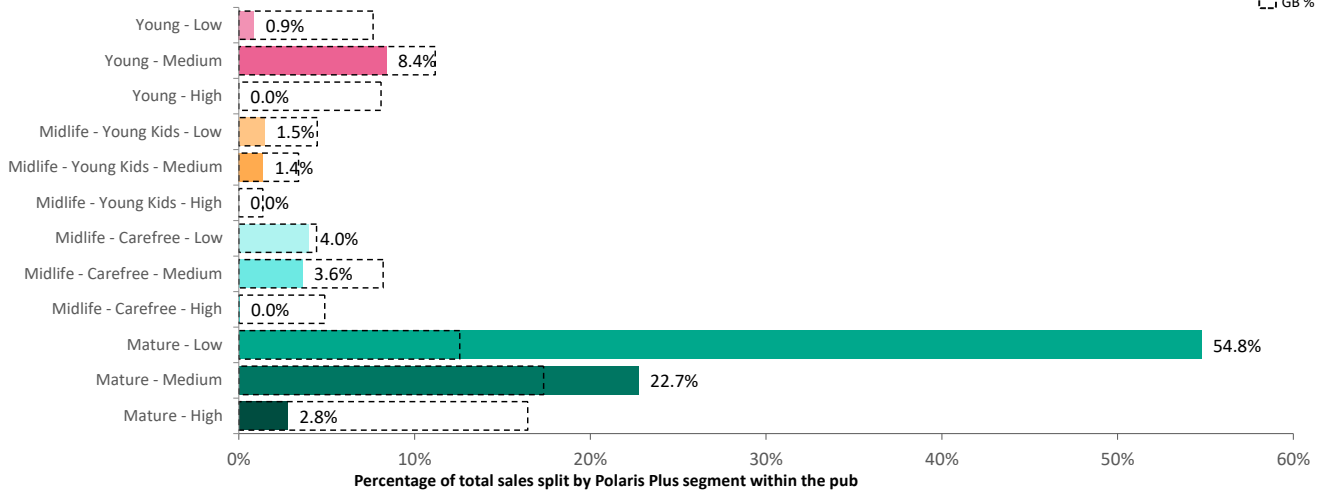
# Transactional Data Summary - Black Swan Conningsby



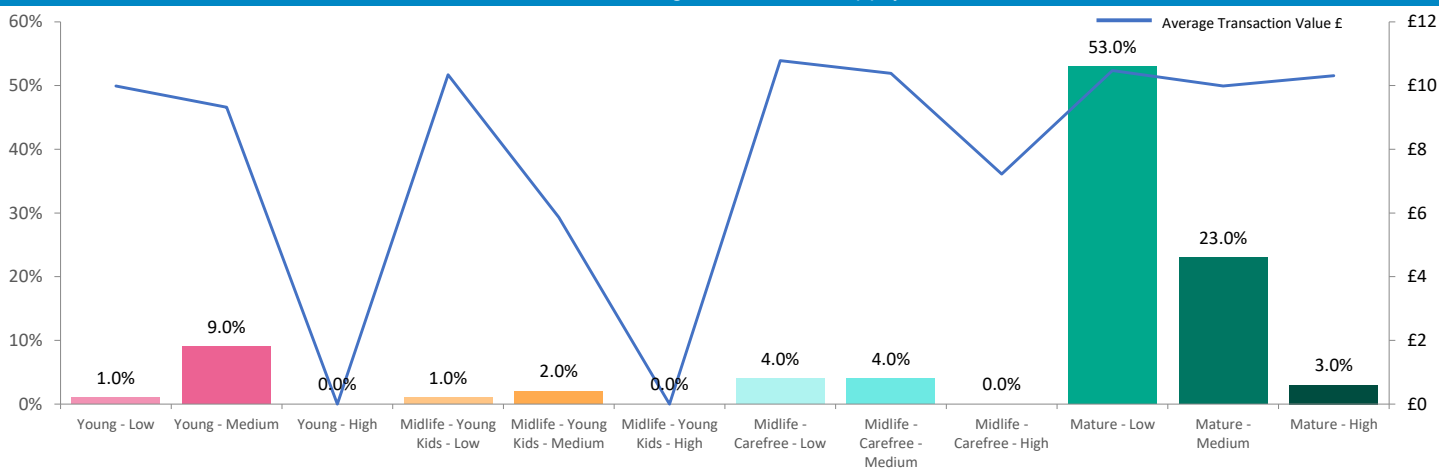
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## Spend by Polaris Plus

GB %

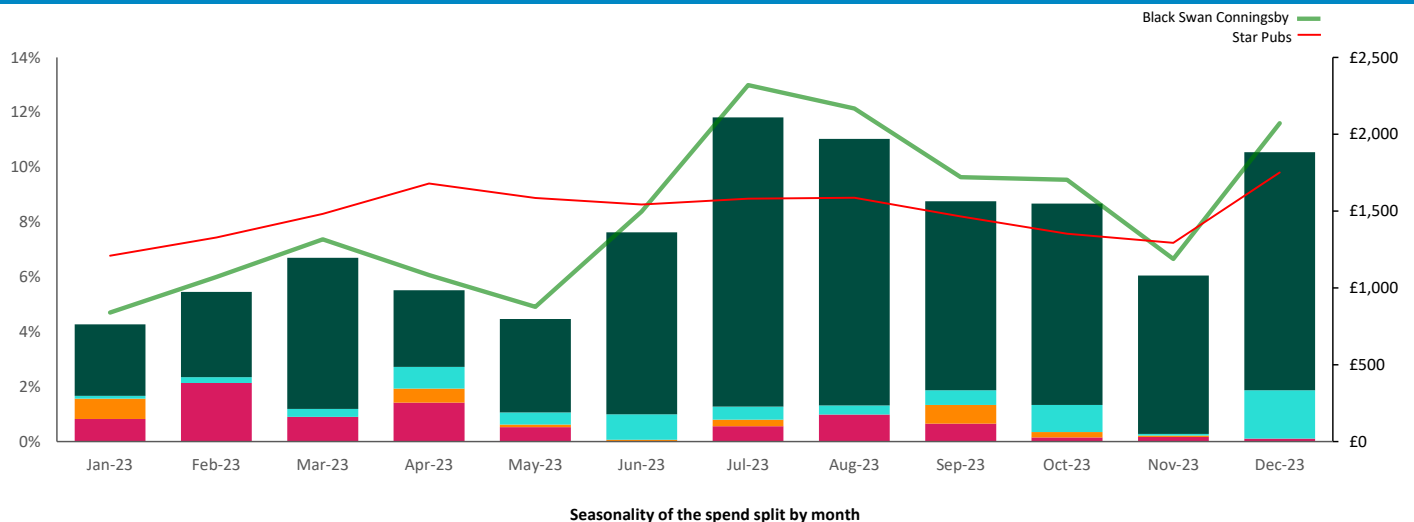


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



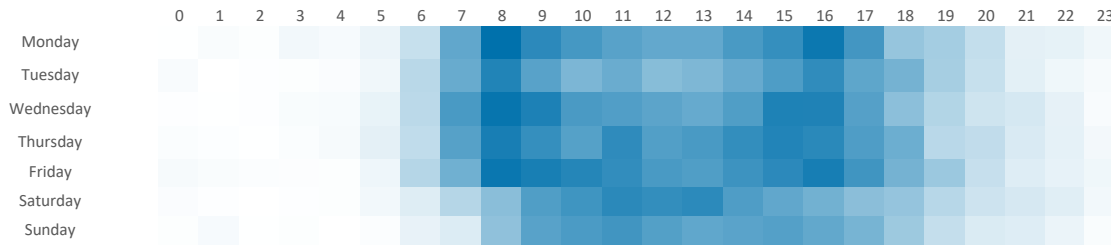
Seasonality of the spend split by month

# Mobile Data Summary - Black Swan Conningsby



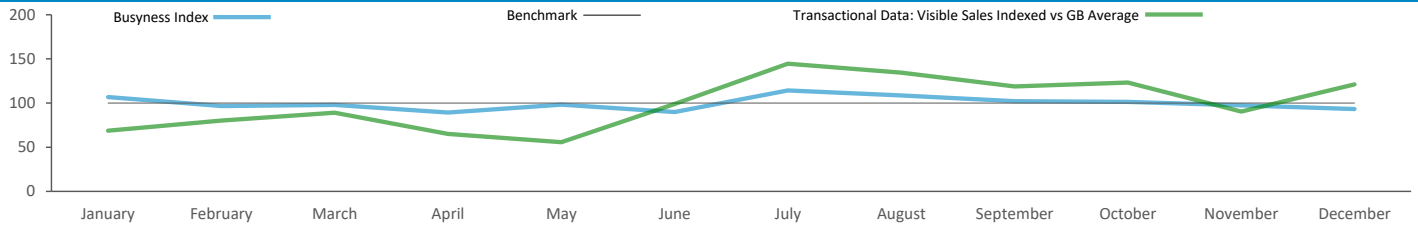
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## Time of Day/Day of Week



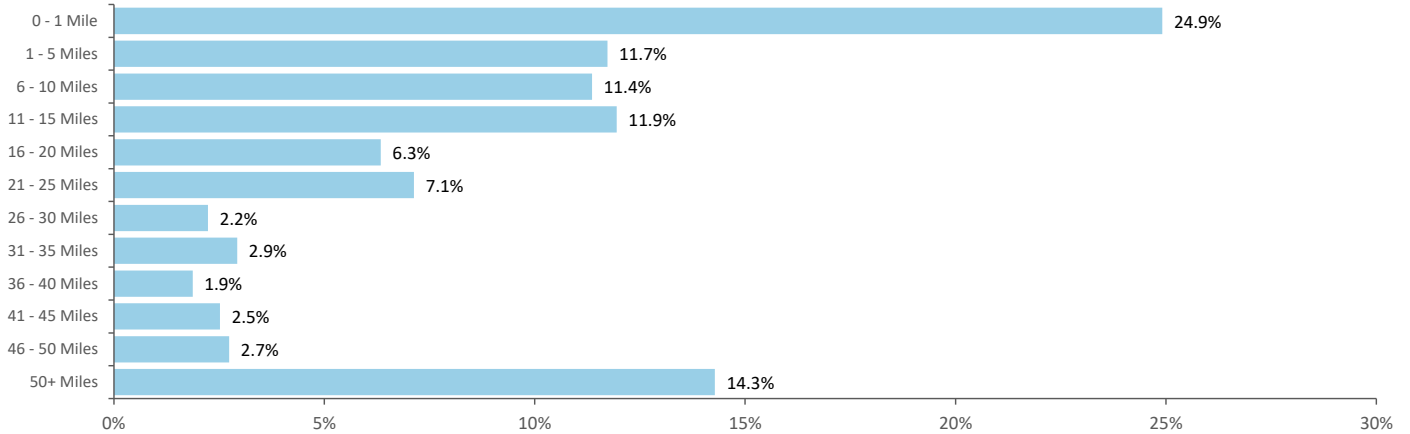
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

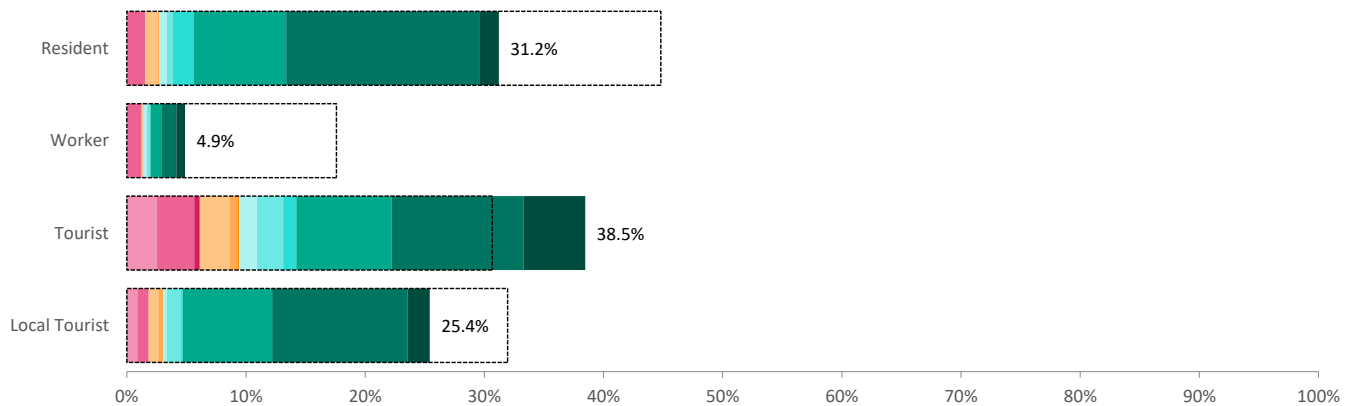
## Distance from Home



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



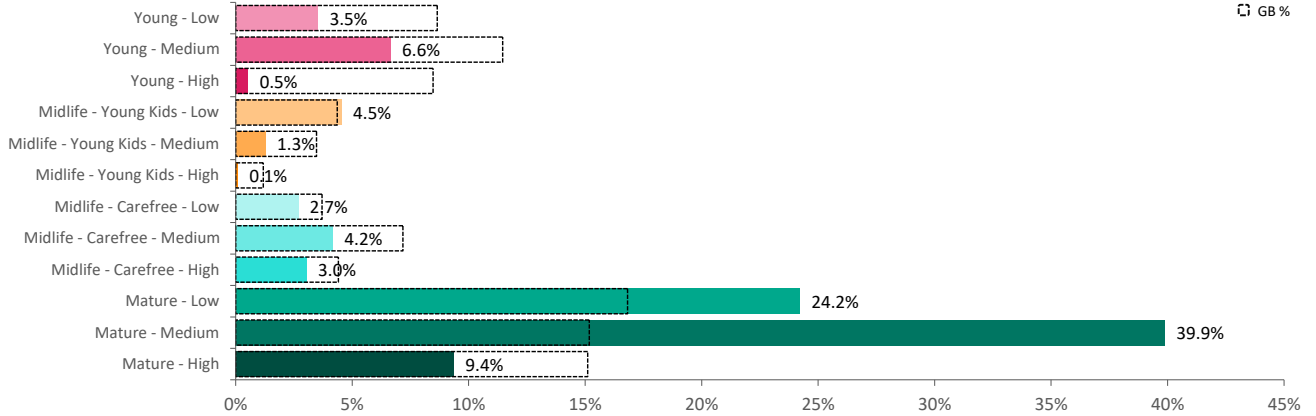
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Black Swan Conningsby



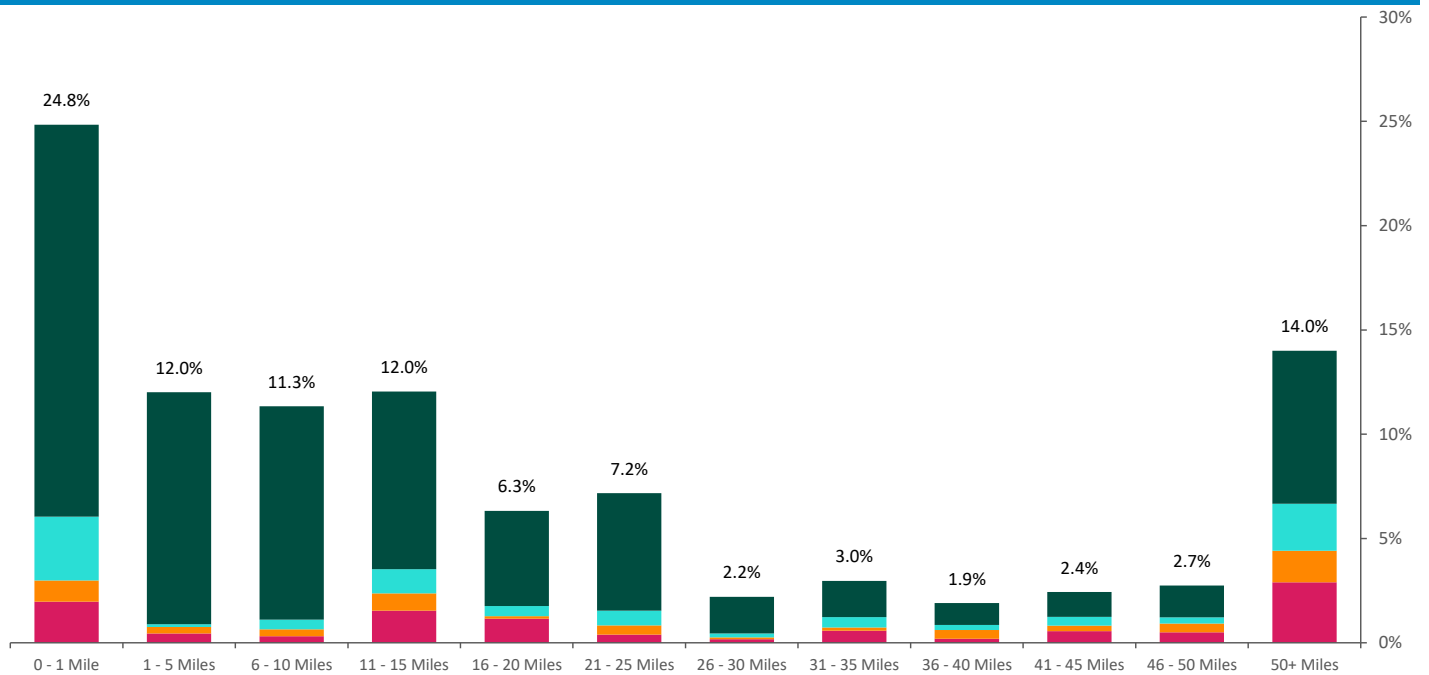
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## Polaris Plus Profile



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



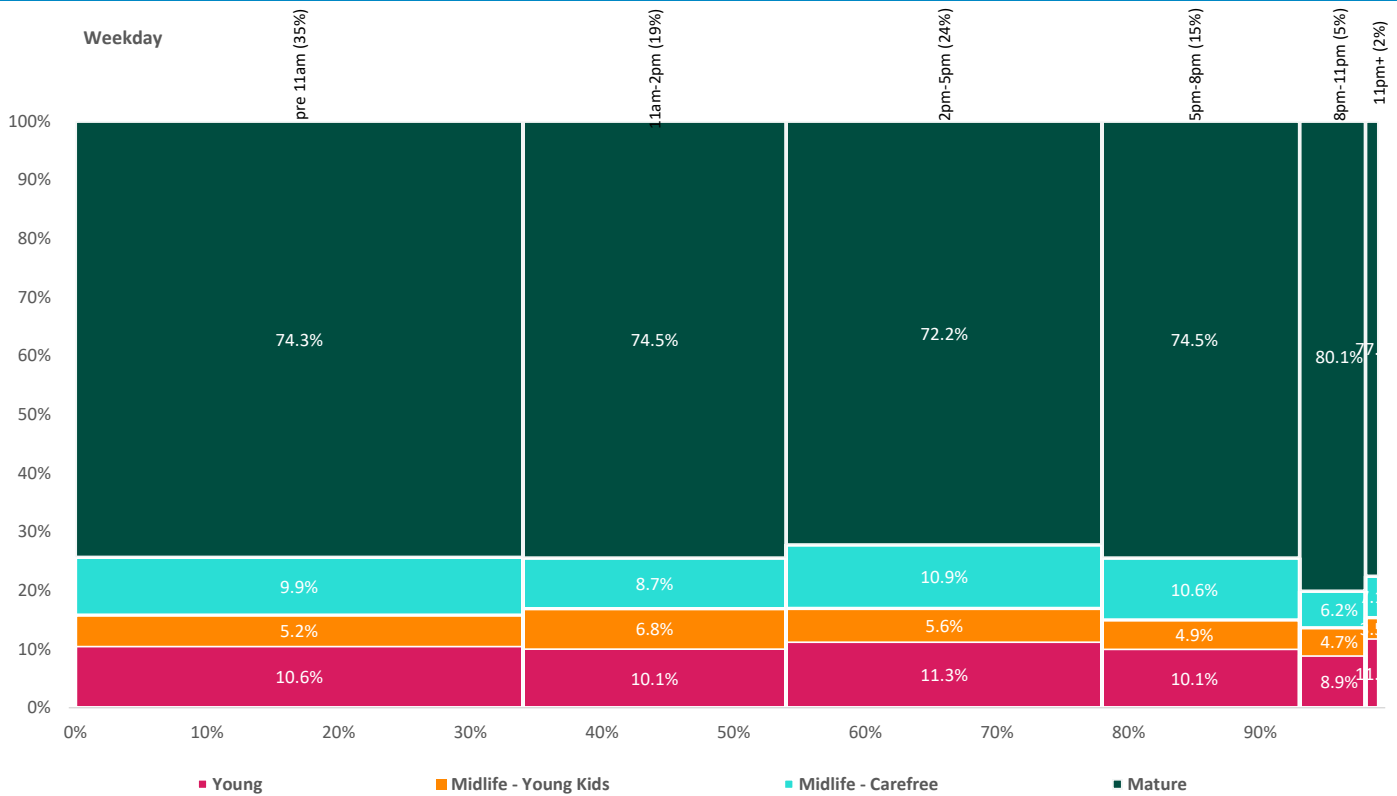
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Black Swan Conningsby

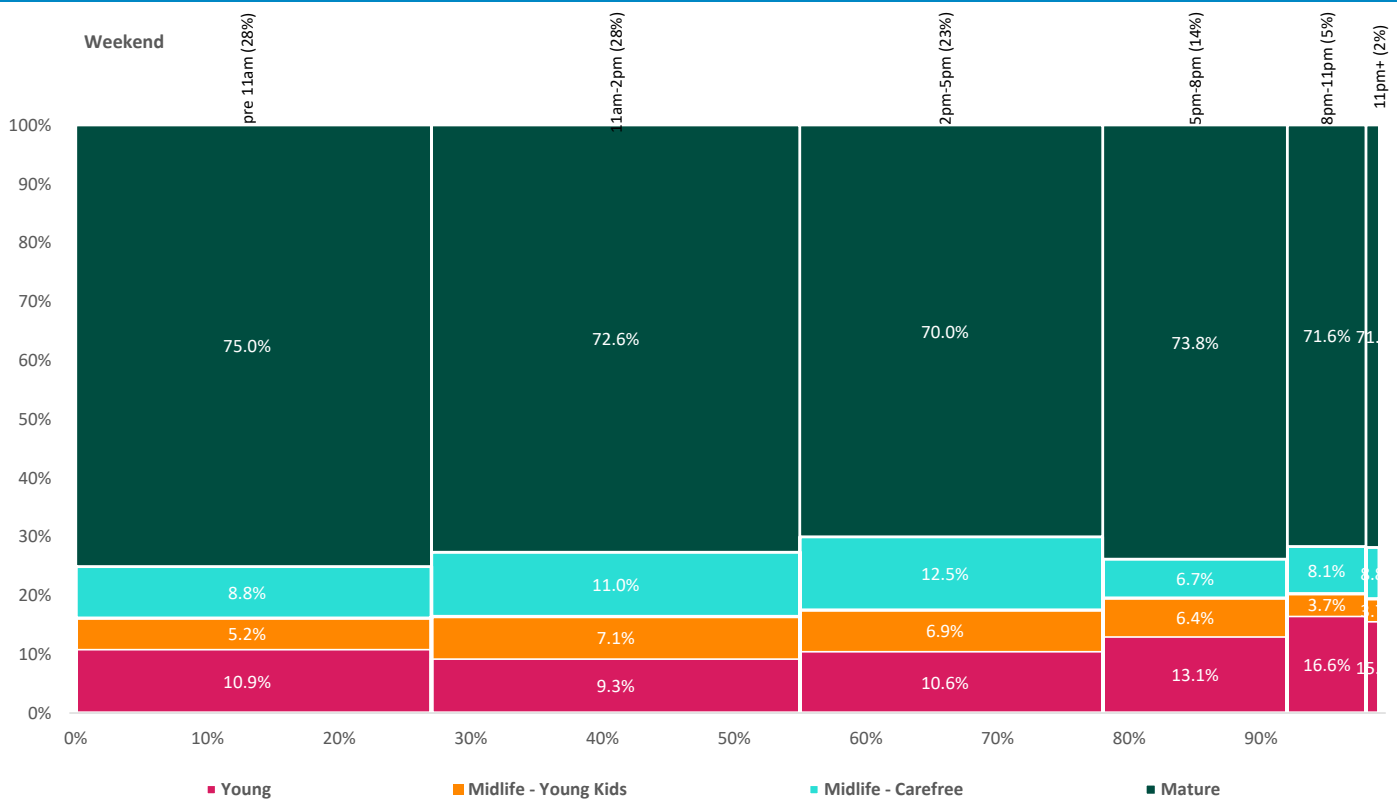


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## Time of Day by Polaris: Weekday (Monday to Friday)



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



# Polaris Summary - Black Swan Conningsby



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Polaris Profile by Catchment

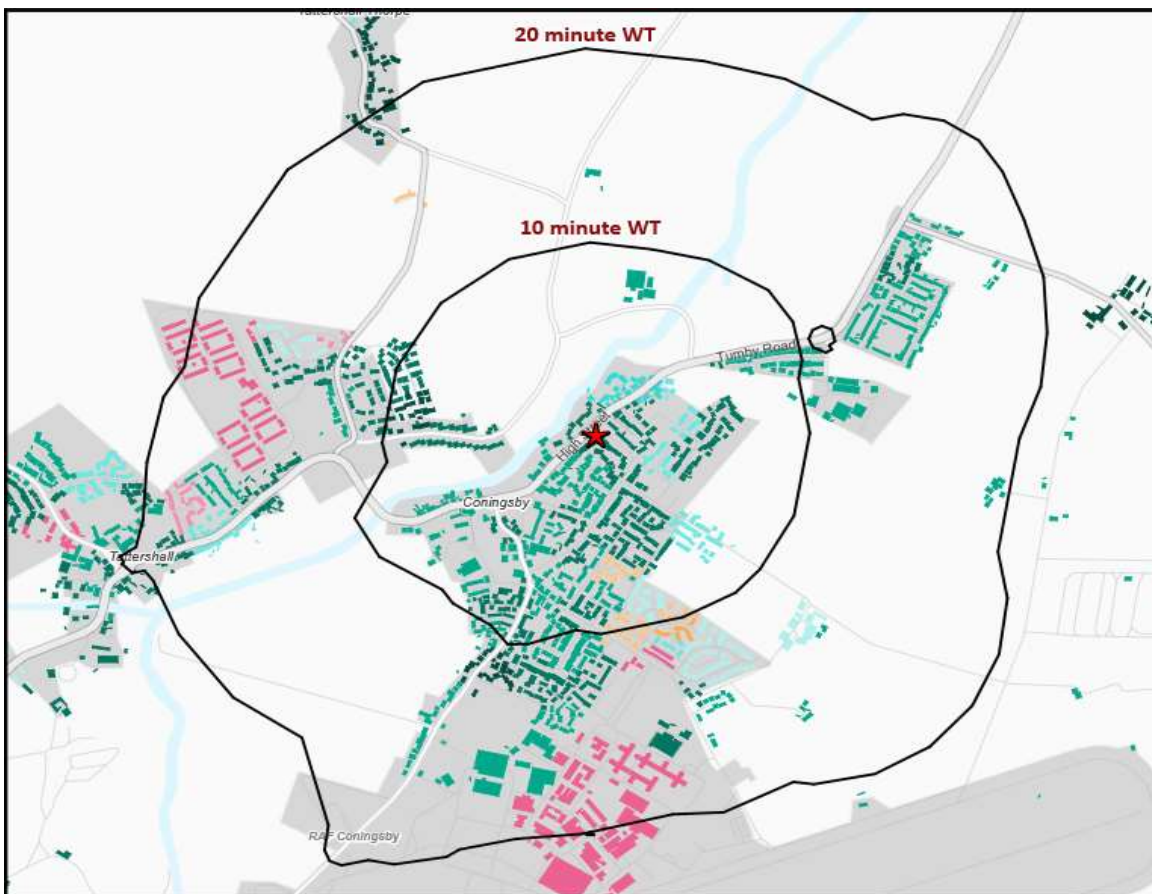
\*WT= Walktime, \*\*DT= Drivetime

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	949	2,106	0	72	26
Midlife - Young Kids	63	71	1,141	31	14	36
Midlife - Carefree	86	297	1,192	29	39	26
Mature	1,574	3,318	24,354	192	156	187
<i>Not Private Households</i>	121	170	586	500	270	152
<b>Total</b>	1,844	4,805	29,379			

# Polaris Plus Summary - Black Swan Conningsby



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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

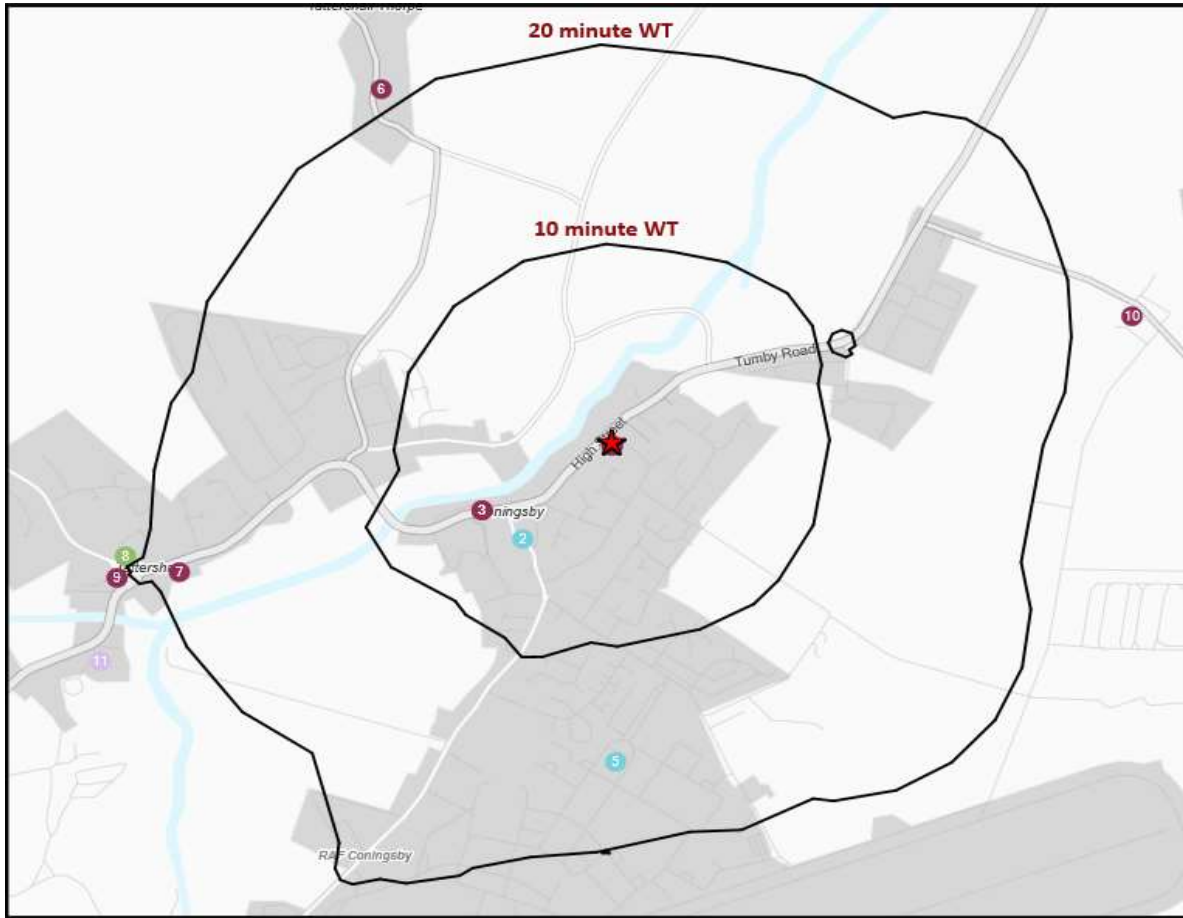
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young</b>						
Low	0	133	527	0	28	18
Medium	0	816	1,579	0	155	49
High	0	0	0	0	0	0
<b>Midlife - Young Kids</b>						
Low	18	26	987	18	10	61
Medium	45	45	154	56	22	12
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	169	259	0	83	21
Medium	74	116	501	56	34	24
High	12	12	432	15	6	33
<b>Mature</b>						
Low	537	1,493	8,480	212	226	210
Medium	1,016	1,789	12,560	352	238	273
High	21	36	3,314	8	5	75
<b>Not Private Households</b>	121	170	586	500	270	152
<b>Total</b>	1,844	4,805	29,379			



# CGA Summary - Black Swan Conningsby



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Data Source © 2023 TomTom

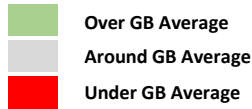


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Castle Coningsby	LN 4 4RF	Stonegate Pub Company	Premium Local	0.0
0	Black Swan	LN 4 4RF	Star Pubs & Bars	Premium Local	0.0
2	Coningsby Community Hall	LN 4 4SG	Independent Free	Clubland	0.2
3	Charlie's Nightclub	LN 4 4RB	Independent Free	Night Club	0.3
3	White Bull Hotel	LN 4 4RB	Admiral Taverns Ltd	Premium Local	0.3
5	Raf Coningsby	LN 4 4SY	Independent Free	Clubland	0.6
6	Bluebell Inn	LN 4 4PE	Independent Free	Premium Local	0.8
7	Black Horse	LN 4 4LE	Stonegate Pub Company	Premium Local	0.8
8	Fortescue Arms	LN 4 4LJ	Independent Free	Circuit Bar	0.9
9	Fortescue Arms Hotel	LN 4 4LQ	Independent Free	Premium Local	0.9
10	Leagate Inn	LN 4 4RS	Independent Free	Premium Local	0.9
11	Tattershall Park Country Club	LN 4 4LR	Independent Free	Sports Clubs	1.0

# Per Pub Analysis - Black Swan Conningsby



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,844	4,805	29,379
Number of Competition Pubs	4	9	51
Adults 18+ per Competition Pub	461	534	576

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	12	0.6%	8
Circuit Bar	0	45	2.5%	61
Community Pub	0	569	30.9%	161
Craft Led	0	3	0.1%	4
Great Pub Great Food	0	201	10.9%	62
High Street Pub	0	520	28.2%	153
Premium Local	3	299	16.2%	98

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	158	3.3%	41
Circuit Bar	1	224	4.7%	115
Community Pub	0	1,381	28.7%	150
Craft Led	0	128	2.7%	77
Great Pub Great Food	0	468	9.7%	55
High Street Pub	0	1,296	27.0%	146
Premium Local	6	696	14.5%	88

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	605	2.1%	26
Circuit Bar	2	885	3.0%	74
Community Pub	1	8,677	29.5%	154
Craft Led	0	264	0.9%	26
Great Pub Great Food	0	4,333	14.7%	83
High Street Pub	1	7,875	26.8%	145
Premium Local	27	5,393	18.4%	111

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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;">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;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> 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> <ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> 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><b>Discovering</b> new things</li> <li><b>Supports 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><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																									
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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 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.																																									
<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.																																									
<b>Sparsity</b>																																									
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.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">Rural</td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban						Small Urban				Rural						
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