

Catchment Summary - Oak Kelsal



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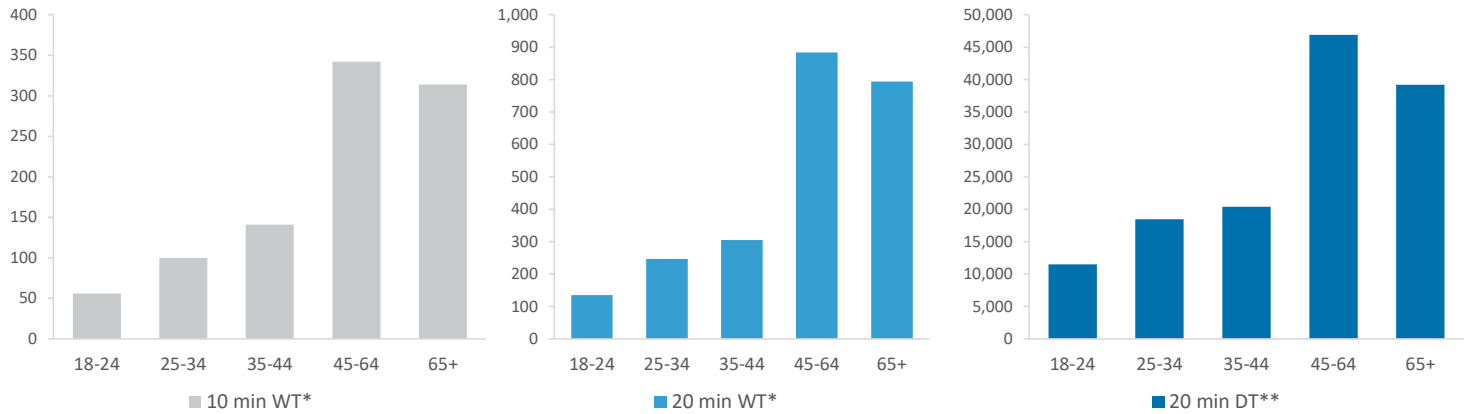
- Over GB Average
- Around GB Average
- Under GB Average

*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		1,219	2,937	171,259	23	20	45
Adults 18+		953	2,364	136,471	22	13	46
Competition Pubs		2	4	241	13	13	67
Adults 18+ per Competition Pub		477	591	566	58	72	69
% Adults Likely to Drink		85.5%	86.1%	84.3%	104	104	102
Affluence	Low	4.8%	1.9%	14.8%	19	8	58
	Medium	13.5%	16.6%	32.9%	34	42	84
	High	75.4%	79.0%	51.0%	225	235	152
Age Profile	18-24	56	135	11,501	57	57	83
	25-34	100	246	18,476	62	63	81
	35-44	141	305	20,390	90	81	93
	45-64	342	884	46,891	110	118	107
	65+	314	794	39,213	135	141	120

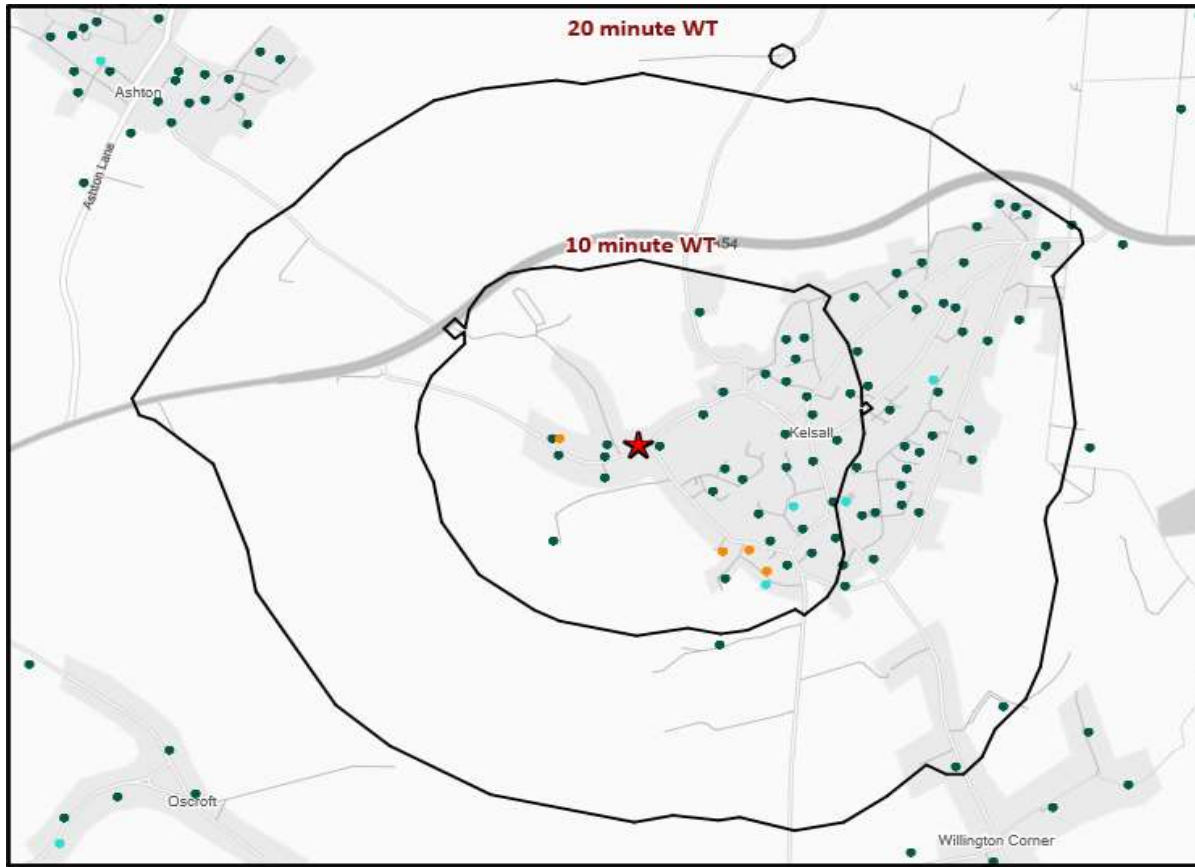
Population & Adults 18+ index is based on all pubs

*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	565 (46%)	1,417 (48%)	83,366 (49%)	94	98	98
	Female	654 (54%)	1,520 (52%)	87,893 (51%)	106	102	102
Economic Status (16-74)	Employed: Full-time	340 (42%)	854 (42%)	52,002 (43%)	101	101	103
	Employed: Part-time	117 (14%)	269 (13%)	16,632 (14%)	111	102	106
	Self employed	114 (14%)	253 (12%)	11,459 (9%)	147	130	99
	Unemployed	4 (0%)	18 (1%)	2,190 (2%)	21	37	76
	Retired	136 (17%)	405 (20%)	20,371 (17%)	121	144	122
	Other	102 (13%)	241 (12%)	18,305 (15%)	64	60	77
Total Worker Count		537	887	81,192			

See the Glossary page for further information on the above variables

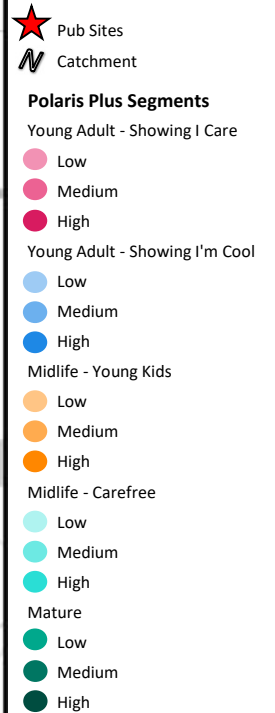
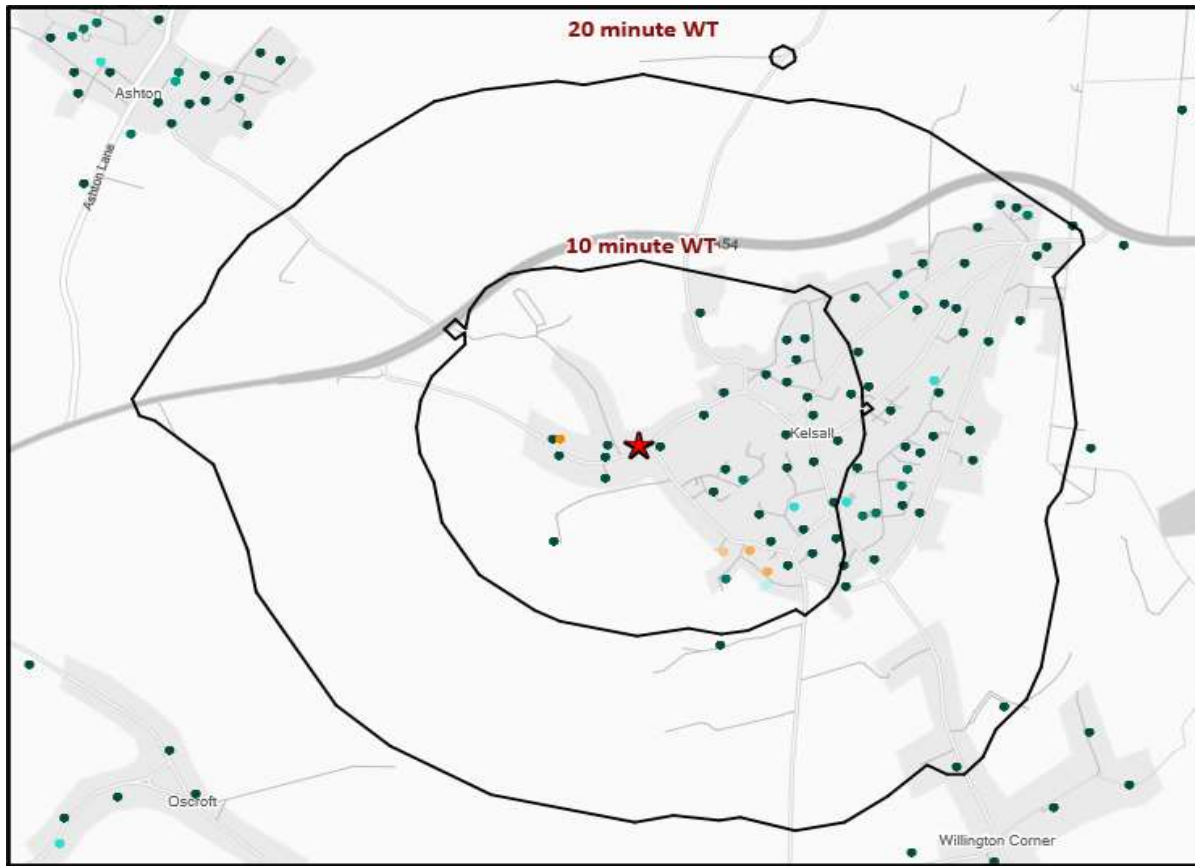


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	0	5,944	0	0	49
Young Adult - Showing I'm Cool	0	0	8,717	0	0	69
Midlife - Young Kids	127	127	28,173	42	17	66
Midlife - Carefree	85	143	25,778	42	29	90
Mature	682	2,035	66,193	256	308	173
Not Private Households	59	59	1,666	431	174	85
Total	953	2,364	136,471			



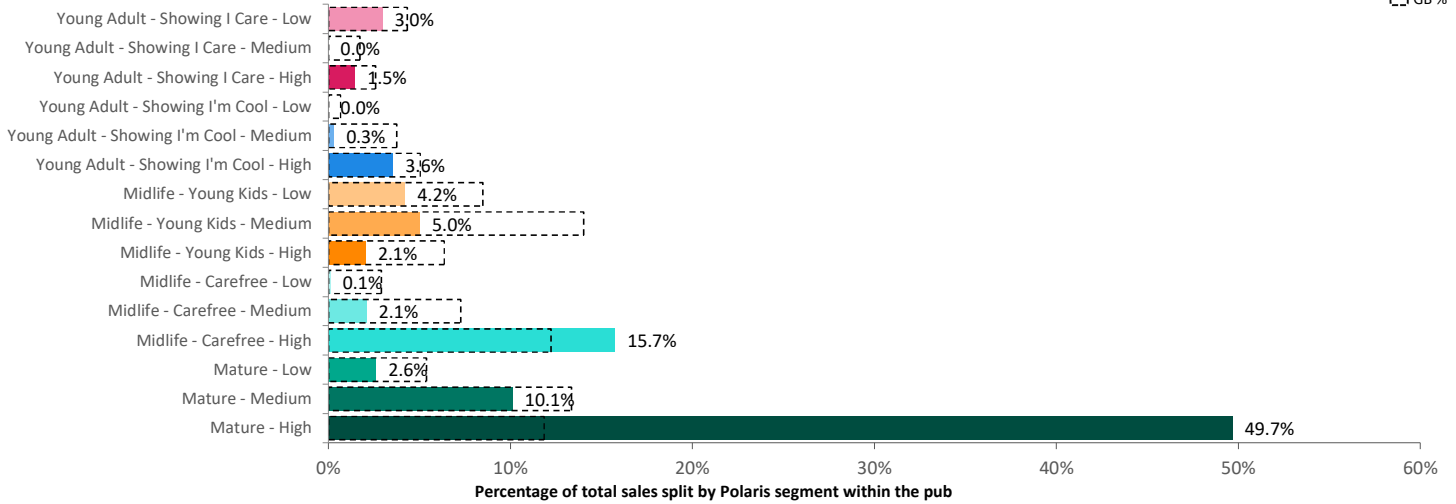
Polaris Plus Profile by Catchment

*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	740	0	0	13
Medium	0	0	445	0	0	24
High	0	0	4,759	0	0	104
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,182	0	0	43
High	0	0	6,535	0	0	107
Midlife - Young Kids						
Low	36	36	7,222	34	14	48
Medium	89	89	13,234	63	25	65
High	2	2	7,717	4	2	105
Midlife - Carefree						
Low	10	10	5,266	31	12	113
Medium	0	0	5,727	0	0	62
High	75	133	14,785	72	52	99
Mature						
Low	0	0	6,977	0	0	86
Medium	40	303	23,379	33	101	135
High	642	1,732	35,837	718	781	280
Not Private Households	59	59	1,666	431	174	85
Total	953	2,364	136,471			

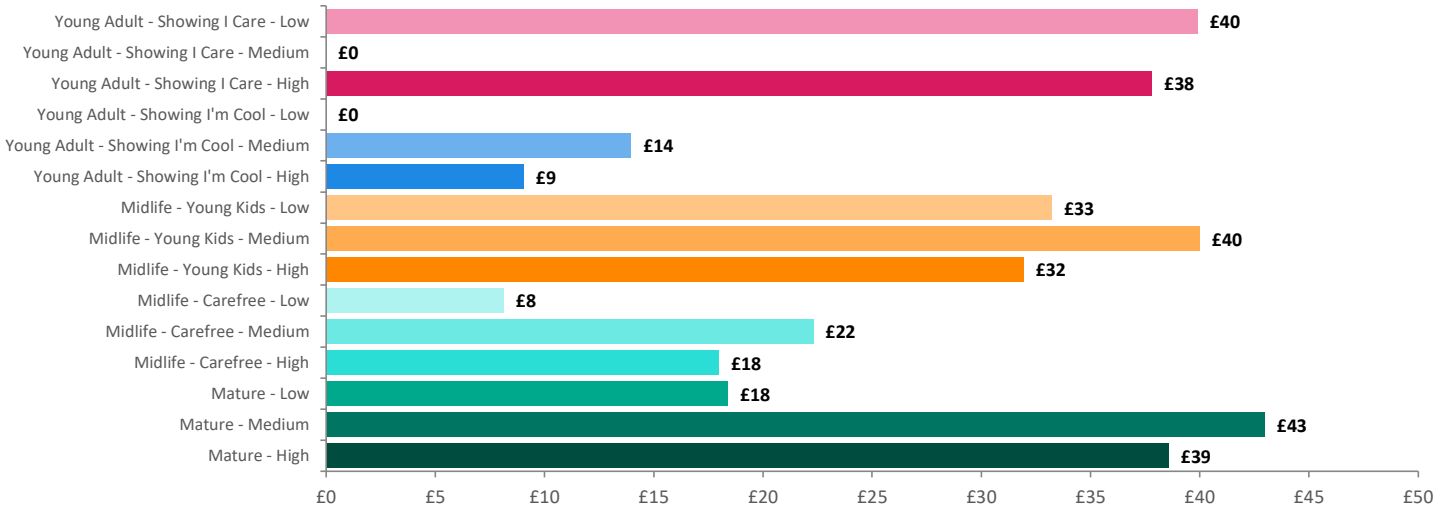
Spend by Polaris

GB %



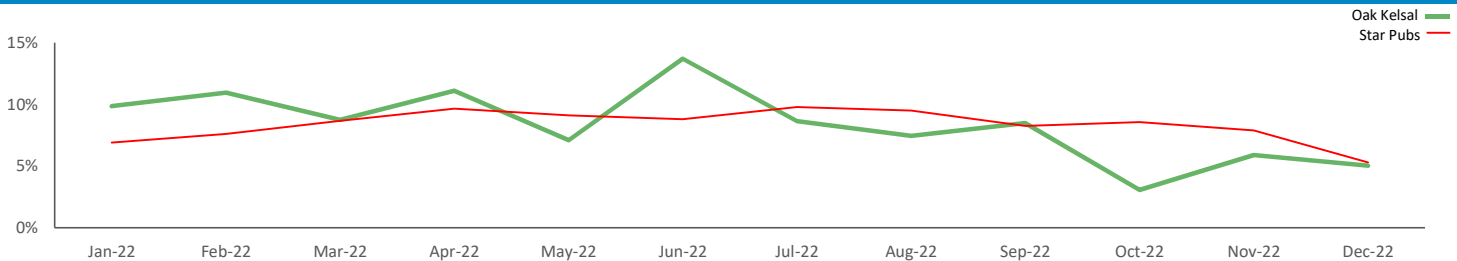
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

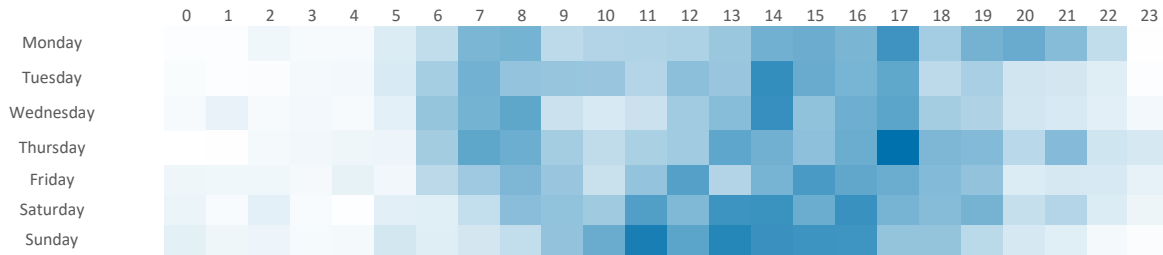


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

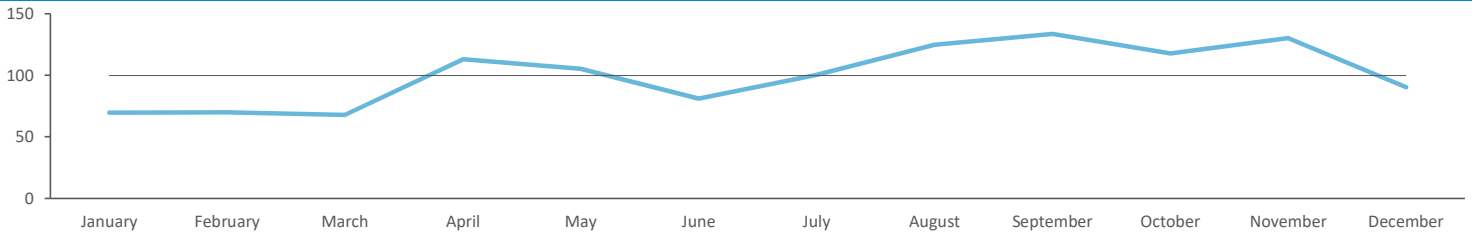


Time of Day/Day of Week



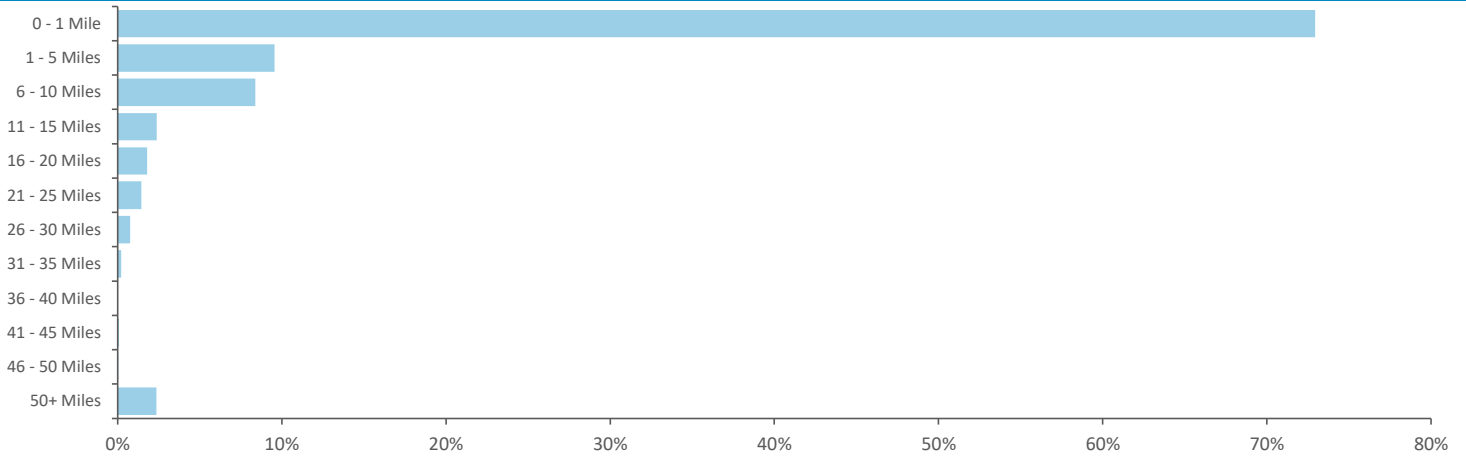
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



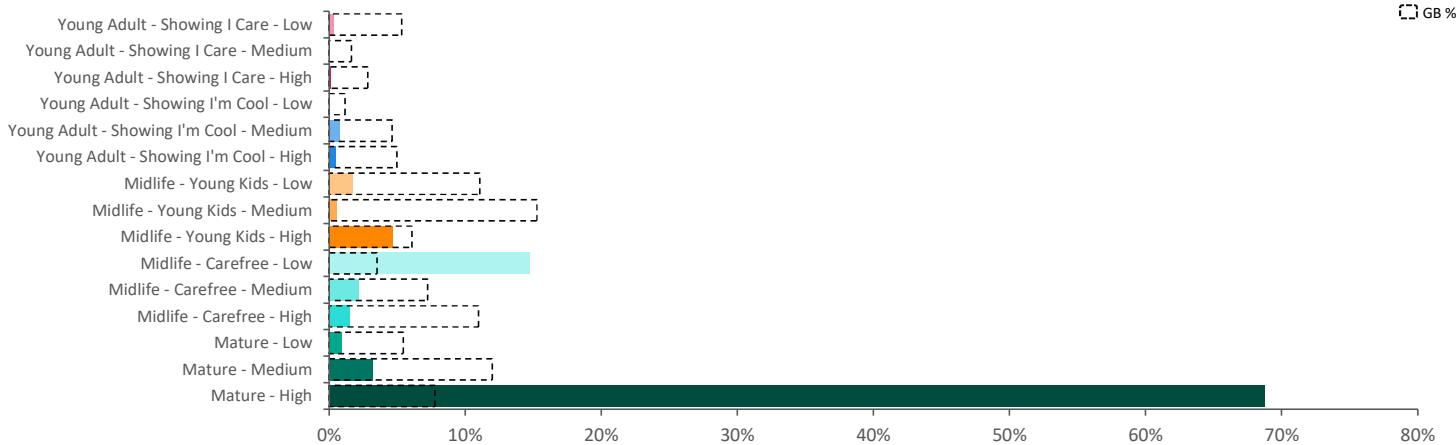
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

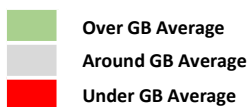
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Royal Oak	CW 6 ORR	Star Pubs & Bars	GPGF	0.0
2	Morris Dancer	CW 6 ORS	Restaurant Group	GPGF	0.1
3	Kelsall Social Club	CW 6 OSB	Independent Free	Clubland	0.4
4	Boot Inn	CW 6 ONH	Punch Pub Company	GPGF	0.9
5	Farmers Arms	CW 6 OSJ	Punch Pub Company	Premium Local	0.9
6	Pryors Hayes Golf Club	CH 3 8NL	Independent Free	Sports Clubs	1.1

Per Pub Analysis - Oak Kelsal



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	953	2,364	136,471
Number of Competition Pubs	2	4	241
Adults 18+ per Competition Pub	477	591	566

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	70	7.4%	72
Circuit Bar	12	1.3%	34
Community Pub	49	5.1%	30
Craft Led	5	0.5%	17
Great Pub Great Food	371	39.0%	203
High Street Pub	45	4.7%	27
Premium Local	332	34.8%	198

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	152	6.4%	63
Circuit Bar	12	0.5%	14
Community Pub	129	5.4%	31
Craft Led	5	0.2%	7
Great Pub Great Food	988	41.8%	218
High Street Pub	123	5.2%	30
Premium Local	886	37.5%	214

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	13,033	9.5%	94
Circuit Bar	2,681	2.0%	54
Community Pub	17,550	12.9%	74
Craft Led	3,064	2.2%	71
Great Pub Great Food	37,480	27.5%	143
High Street Pub	17,520	12.8%	74
Premium Local	32,483	23.8%	136

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 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="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">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. 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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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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.																			