

Catchment Summary - Boathouse Pub & Kitchen Appleby Br

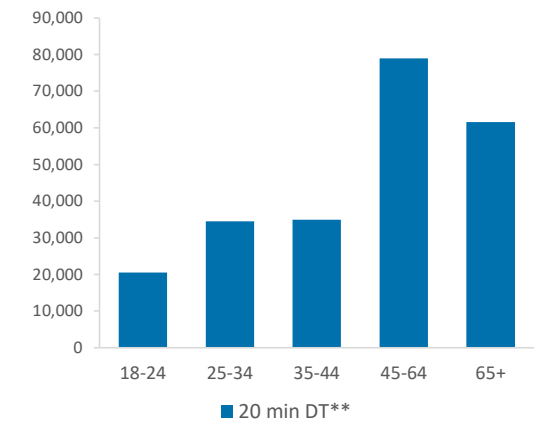
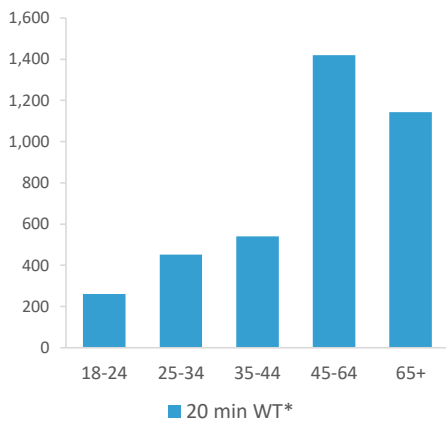
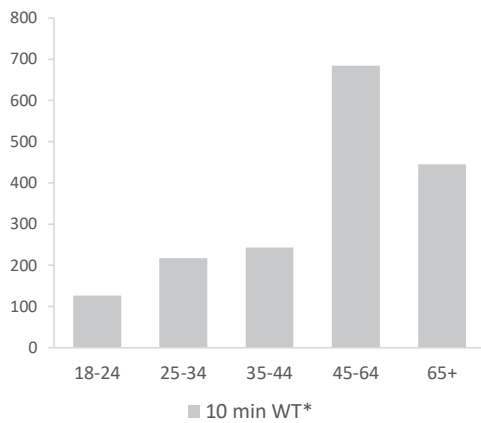


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- Over GB Average
- Around GB Average
- Under GB Average

*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	2,161	4,702	290,198	41	32	76	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	1,715	3,815	230,521	39	21	77	
Competition Pubs	3	4	300	20	13	83	
Adults 18+ per Competition Pub	572	954	768	69	116	93	
% Adults Likely to Drink	84.4%	84.2%	82.7%	102	102	100	
Affluence	Low	0.0%	0.0%	25.4%	0	0	99
	Medium	35.5%	50.3%	45.5%	90	128	116
	High	61.7%	48.5%	28.1%	184	145	84
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	126	260	20,556	72	68	87
	25-34	217	452	34,514	76	72	89
	35-44	243	540	34,896	87	89	93
	45-64	684	1,420	78,999	124	118	107
	65+	445	1,143	61,556	108	127	111



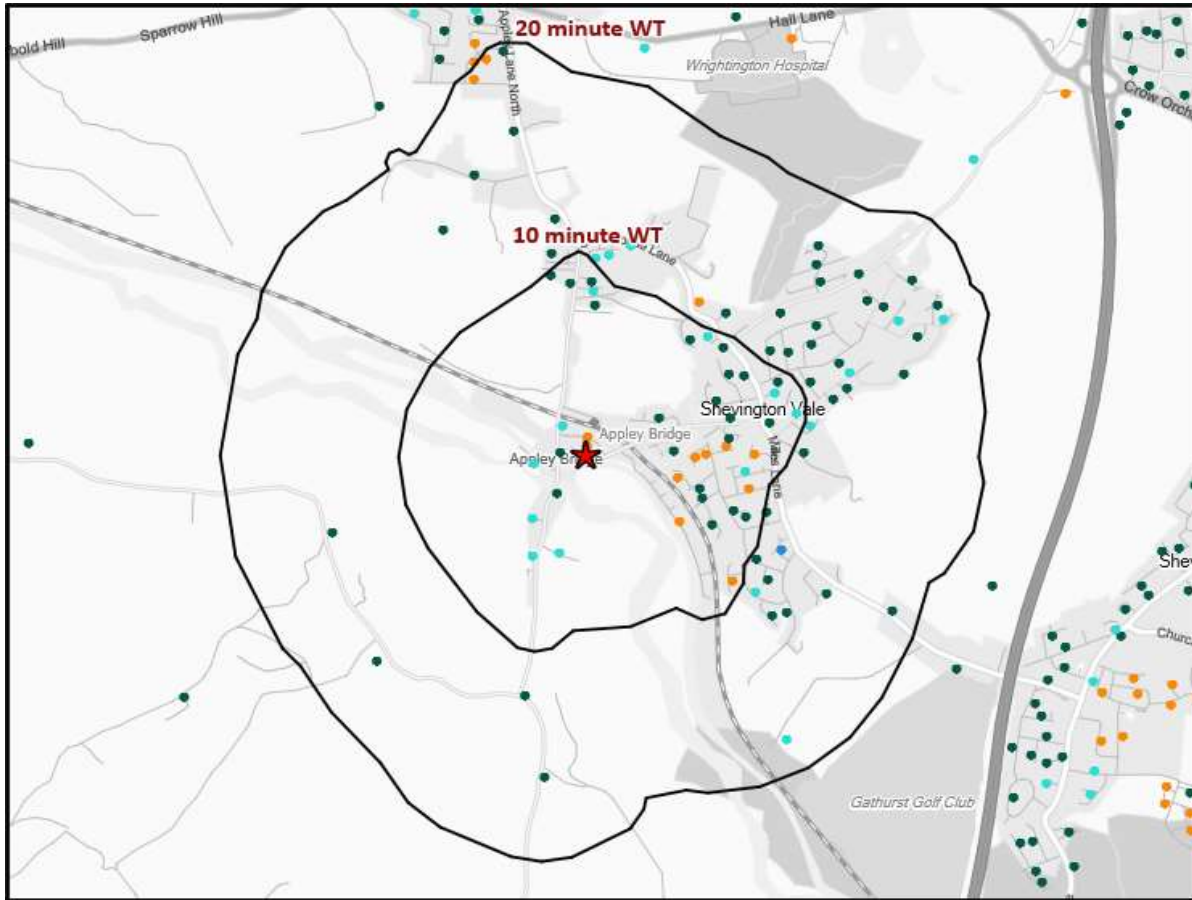
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	1,031 (48%)	2,288 (49%)	143,319 (49%)	96	98	100
	Female	1,130 (52%)	2,414 (51%)	146,879 (51%)	103	102	100
Economic Status (16-74)	Employed: Full-time	760 (48%)	1,550 (45%)	87,853 (42%)	117	108	102
	Employed: Part-time	210 (13%)	472 (14%)	28,466 (14%)	103	106	105
	Self employed	154 (10%)	342 (10%)	16,493 (8%)	103	104	83
	Unemployed	24 (2%)	60 (2%)	4,983 (2%)	65	74	101
	Retired	220 (14%)	626 (18%)	35,171 (17%)	102	132	123
	Other	200 (13%)	388 (11%)	34,835 (17%)	65	57	85
Total Worker Count	1,632	2,869	121,587				

See the Glossary page for further information on the above variables

Polaris Summary - Boathouse Pub & Kitchen Appleby Br



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Data Source © 2020 TomTom

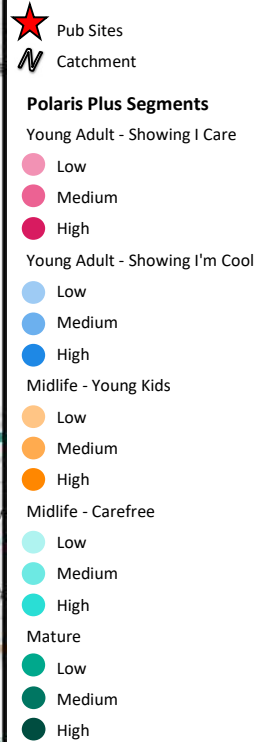
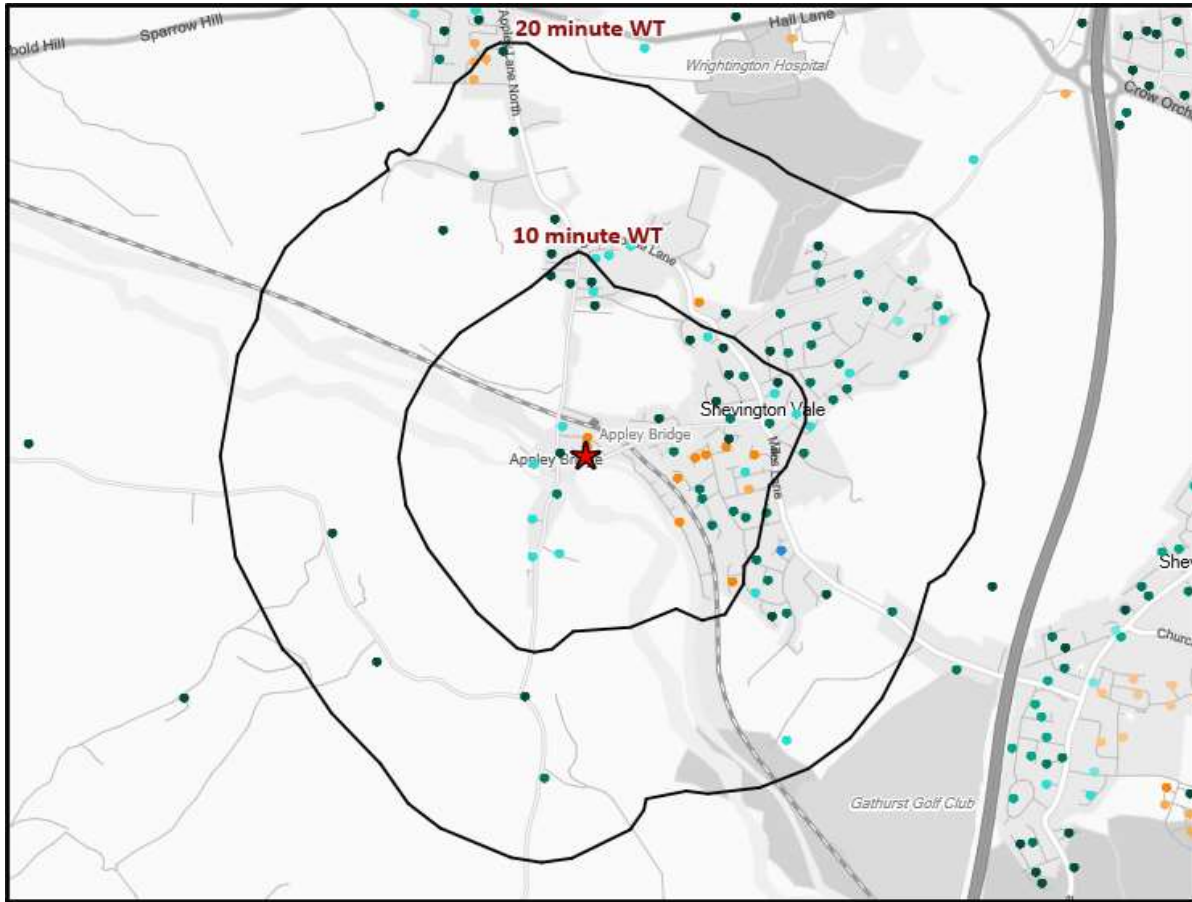


- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	2,097	0	0	10
Young Adult - Showing I'm Cool	19	19	13,134	12	5	62
Midlife - Young Kids	312	491	77,748	58	41	107
Midlife - Carefree	461	837	64,935	128	104	134
Mature	875	2,420	70,257	182	227	109
Not Private Households	48	48	2,350	195	88	71
Total	1,715	3,815	230,521			

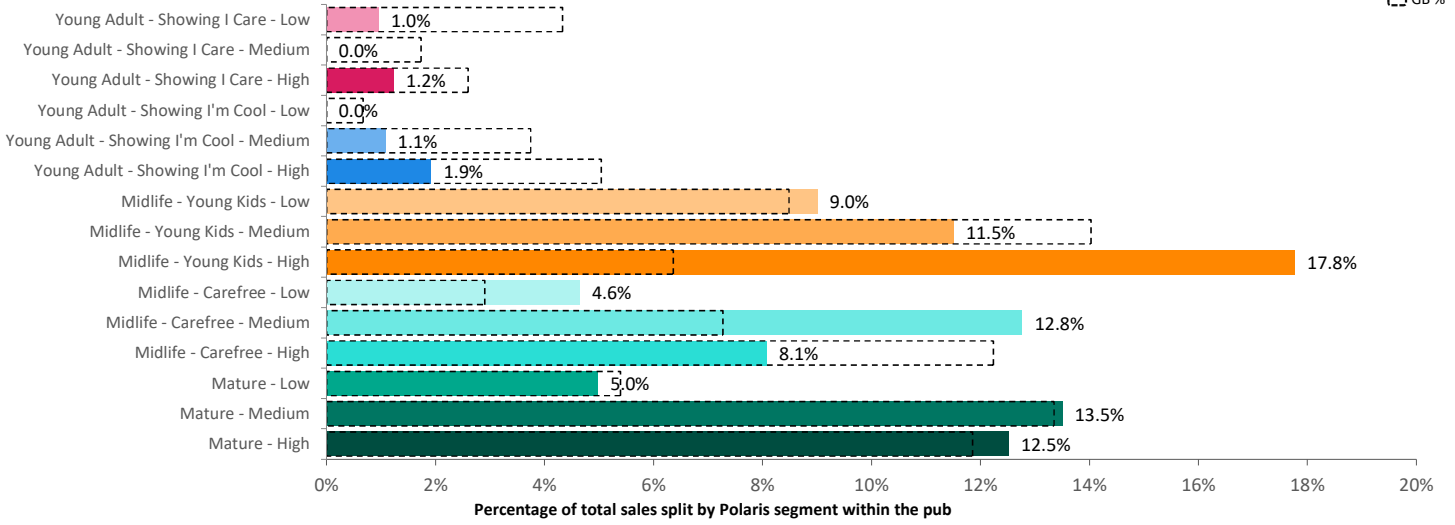


Polaris Plus Profile by Catchment

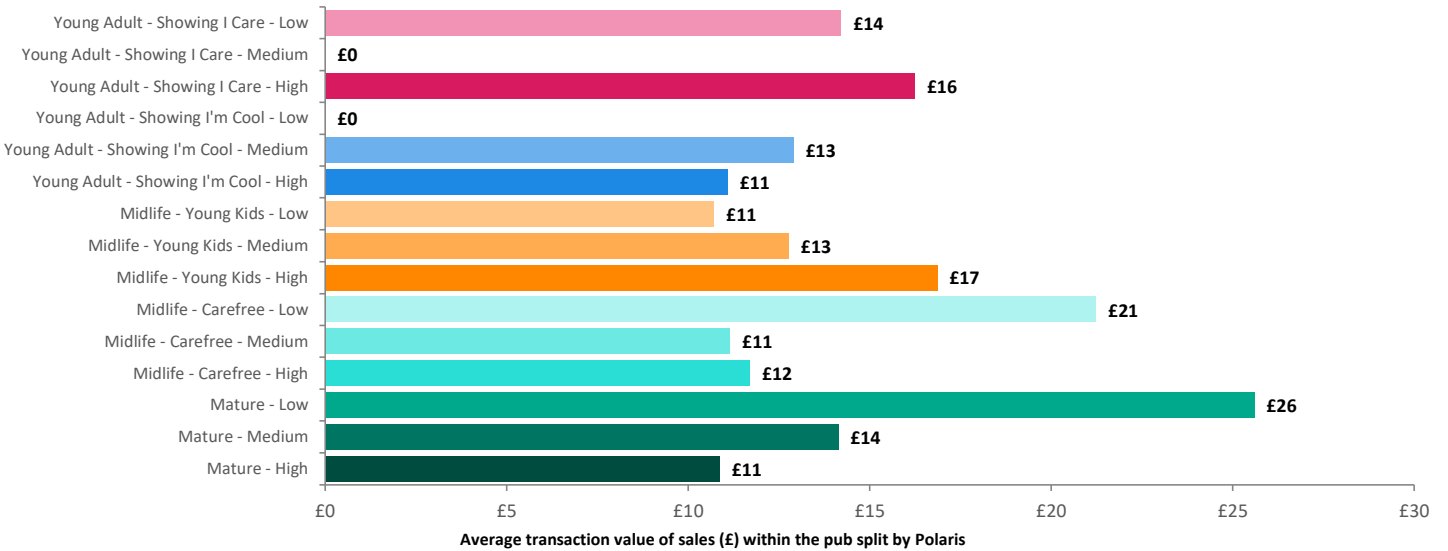
*WT= Walktime, **DT= Drivetime

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	334	0	0	3
Medium	0	0	424	0	0	13
High	0	0	1,339	0	0	17
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	8,769	0	0	103
High	19	19	4,365	25	11	42
Midlife - Young Kids						
Low	0	0	30,337	0	0	118
Medium	77	82	32,390	30	14	94
High	235	409	15,021	254	199	121
Midlife - Carefree						
Low	0	0	12,011	0	0	153
Medium	0	122	31,003	0	48	200
High	461	715	21,921	246	172	87
Mature						
Low	0	0	15,779	0	0	115
Medium	532	1,714	32,351	245	355	111
High	343	706	22,127	213	197	102
Not Private Households	48	48	2,350	195	88	71
Total	1,715	3,815	230,521			

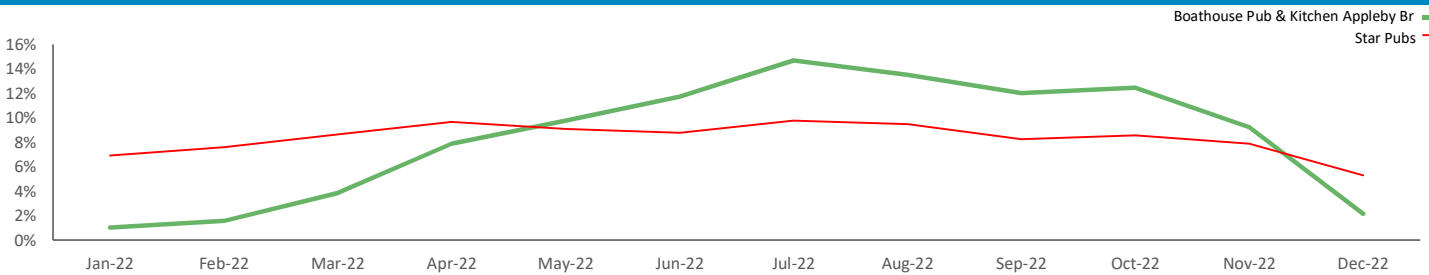
Spend by Polaris



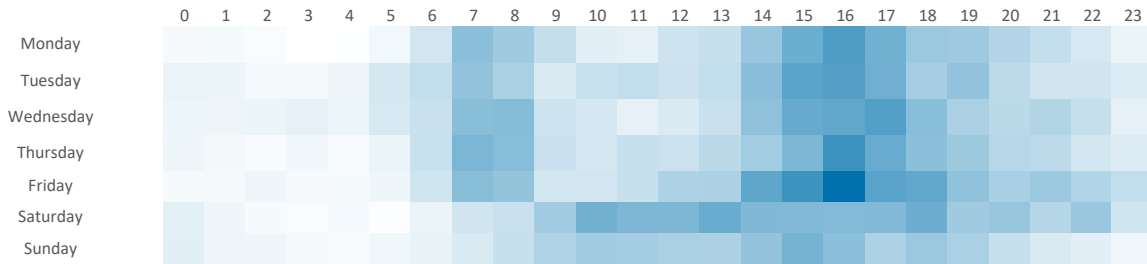
Average Transaction Values (£) by Polaris



Spend by Month

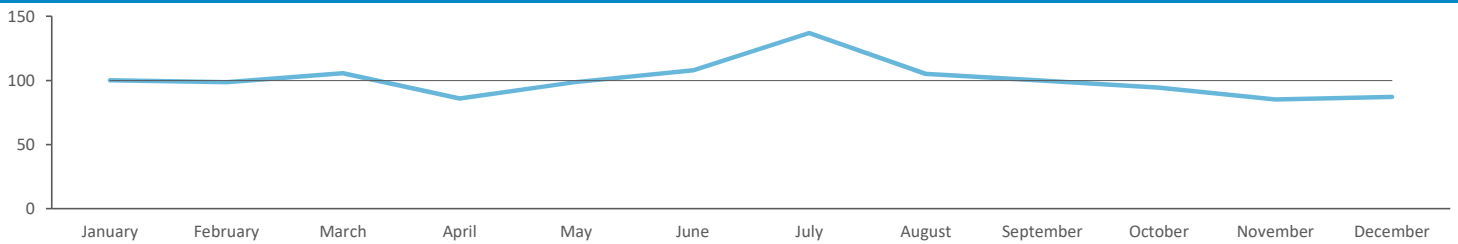


Time of Day/Day of Week



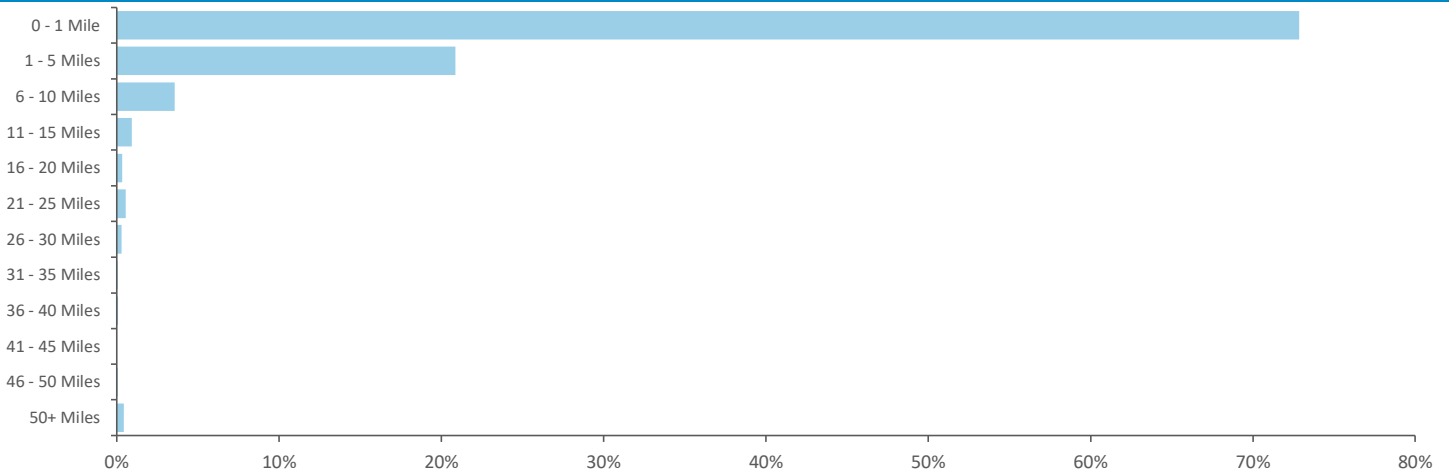
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



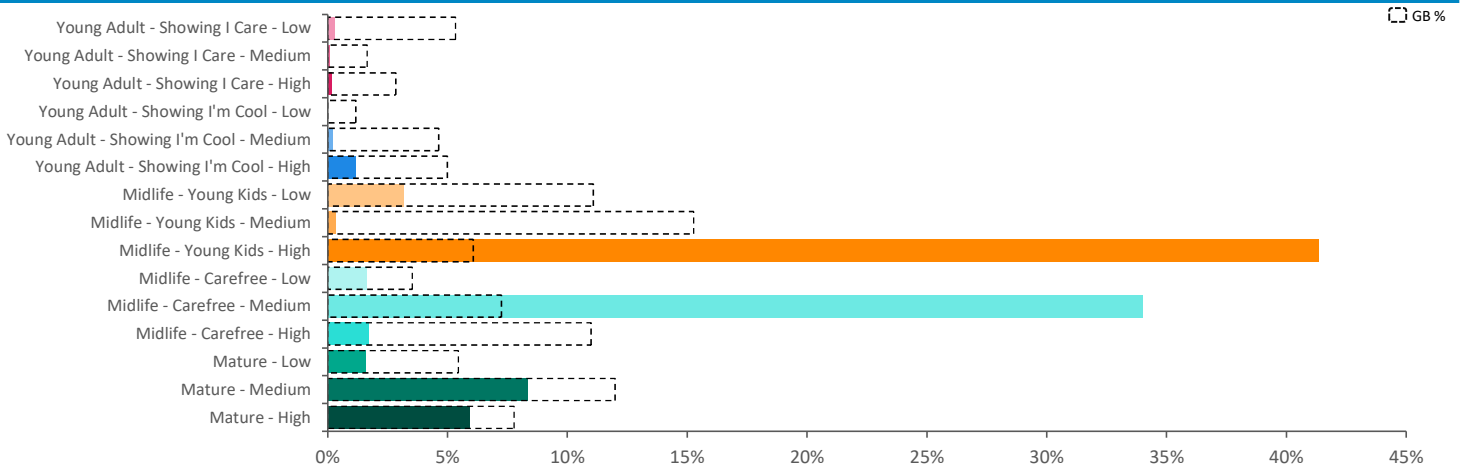
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

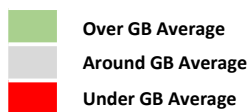
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Boathouse Pub And Kitchen	WN 6 9DA	Star Pubs & Bars	Family Pub Dining	0.0
2	Bridge Inn	WN 6 9AR	Independent Free	Premium Local	0.2
3	Wheatsheaf	WN 6 9DQ	Punch Pub Company	Premium Local	0.4
4	Pesto	WN 6 9DY	Marston's	Casual Dining	0.9
5	Gathurst Golf Club	WN 6 8EW	Independent Free	Clubland	0.9
6	Shevington Consun Club	WN 6 8EB	Independent Free	Clubland	1.1
7	Plough & Harrow	WN 6 8HA	Daniel Thwaites plc	Premium Local	1.2

Per Pub Analysis - Boathouse Pub & Kitchen Appleby Br



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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+	1,715	3,815	230,521
Number of Competition Pubs	3	4	300
Adults 18+ per Competition Pub	572	954	768

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	125	7.3%	71
Circuit Bar	10	0.6%	16
Community Pub	215	12.5%	72
Craft Led	8	0.4%	14
Great Pub Great Food	555	32.3%	169
High Street Pub	227	13.2%	76
Premium Local	528	30.8%	175

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	202	5.3%	52
Circuit Bar	11	0.3%	8
Community Pub	573	15.0%	87
Craft Led	8	0.2%	7
Great Pub Great Food	1,110	29.1%	152
High Street Pub	613	16.1%	93
Premium Local	1,128	29.6%	169

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	16,675	7.2%	71
Circuit Bar	6,594	2.9%	78
Community Pub	40,166	17.4%	100
Craft Led	4,170	1.8%	57
Great Pub Great Food	38,381	16.6%	87
High Street Pub	39,745	17.2%	99
Premium Local	39,424	17.1%	97

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 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</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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health "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." </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> 18-34 year olds Looking good and discovering what's new "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." </td> <td style="border: 1px dashed #ff9800; padding: 5px;"> 35-54 year olds Children under 12 at home "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" </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> 35-54 year olds No children under 12 at home "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." </td> <td style="border: 1px dashed #2e7d32; padding: 5px;"> 55+ year olds "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" </td> </tr> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Product needs</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> <ul style="list-style-type: none"> 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 </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating </td> <td style="border: 1px dashed #ff9800; padding: 5px;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td style="border: 1px dashed #2e7d32; padding: 5px;"> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </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 "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."	18-34 year olds Looking good and discovering what's new "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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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.																			