Catchment Summary - Blacksmiths Arms Llantwit Major

star PUBS&BARS

*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**
Over GB Average	Population	407	4,182	76,321	8	29	20
Around GB Average					*Population & Adults 18+ index is based on all pubs*		
Under GB Average	Adults 18+	348	3,361	61,540	8	19	21
	Competition Pubs	1	2	107	7	6	30
	Adults 18+ per Competition Pub	348	1,681	575	42	204	70
	% Adults Likely to Drink	87.9%	83.5%	84.3%	107	101	102
Affluence	Low	0.0%	12.9%	10.1%	0	50	39
	Medium	0.0%	47.9%	42.3%	0	122	108
	High	100.0%	39.2%	46.2%	298	117	138
Affluence does not include Not Private Households							
Age Profile	18-24	16	266	5,104	48	78	82
	25-34	22	451	8,522	41	81	84
	35-44	39	464	9,340	74	86	95
	45-64	134	1,157	20,767	129	108	106
	65+	137	1,023	17,807	176	128	122
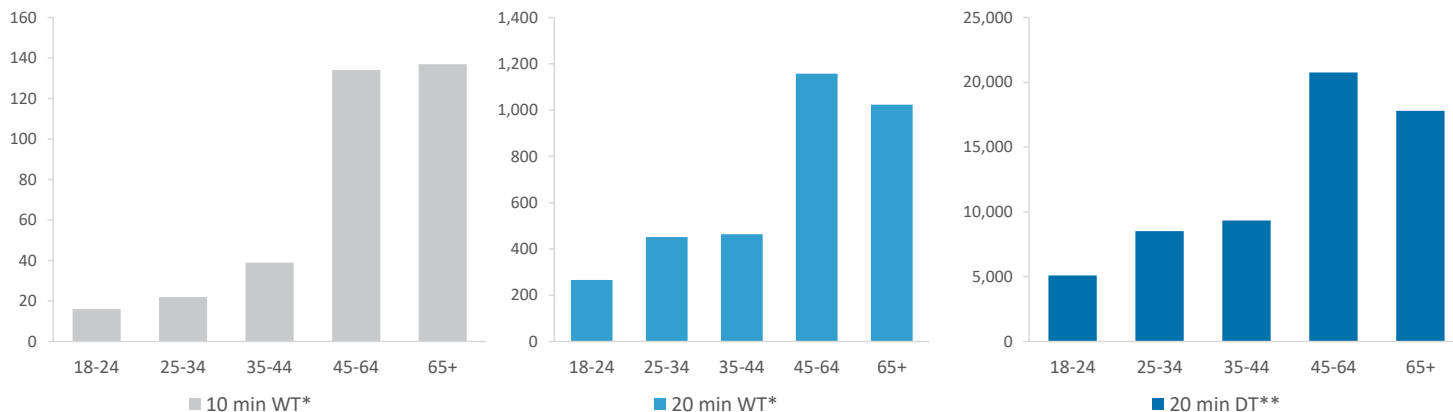
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	195 (48%)	2,020 (48%)	37,771 (49%)	97	98	100
	Female	212 (52%)	2,162 (52%)	38,550 (51%)	103	102	100
Economic Status (16-74)	Employed: Full-time	95 (31%)	1,160 (39%)	23,028 (42%)	75	94	101
	Employed: Part-time	33 (11%)	467 (16%)	7,378 (13%)	84	121	103
	Self employed	52 (17%)	205 (7%)	4,892 (9%)	180	72	93
	Unemployed	5 (2%)	84 (3%)	1,126 (2%)	70	120	86
	Retired	85 (28%)	562 (19%)	9,569 (17%)	204	138	126
	Other	33 (11%)	484 (16%)	8,938 (16%)	55	83	83
Total Worker Count		108	324	43,923			

See the Glossary page for further information on the above variables

Polaris Summary - Blacksmiths Arms Llantwit Major

star PUBS&BARS

Legend:
- ★ Pub Sites
- Ⓝ Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
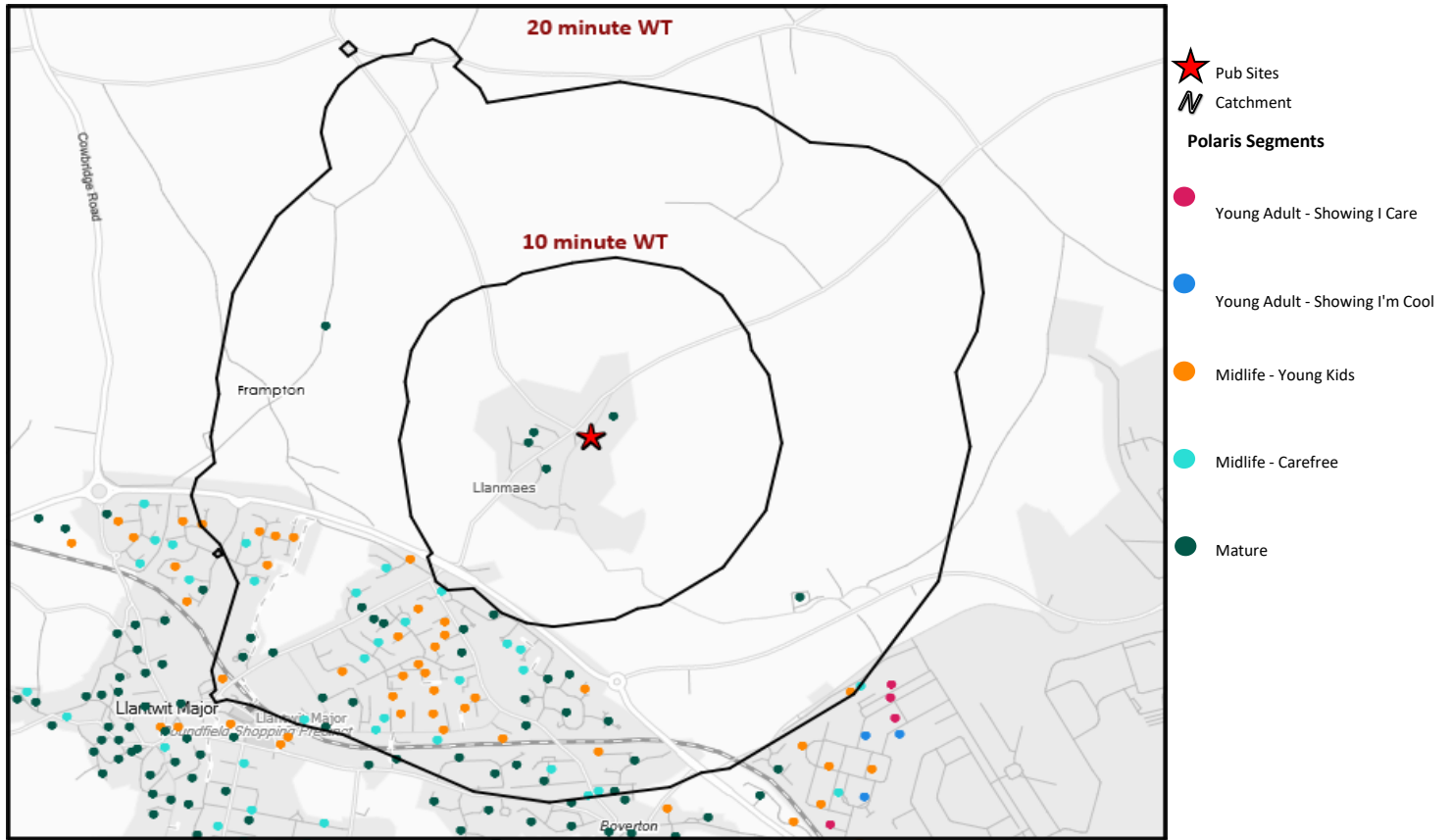
Polaris Profile by Catchment

*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	332	0	0	6
Young Adult - Showing I'm Cool	0	0	2,081	0	0	37
Midlife - Young Kids	0	1,133	14,011	0	107	72
Midlife - Carefree	0	759	11,923	0	107	92
Mature	348	1,469	32,375	357	156	188
Not Private Households	0	0	818	0	0	92
Total	348	3,361	61,540			

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Polaris Summary - Blacksmiths Arms Llantwit Major

star PUBS&BARS

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
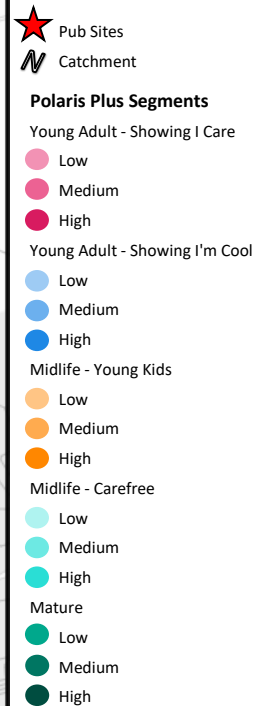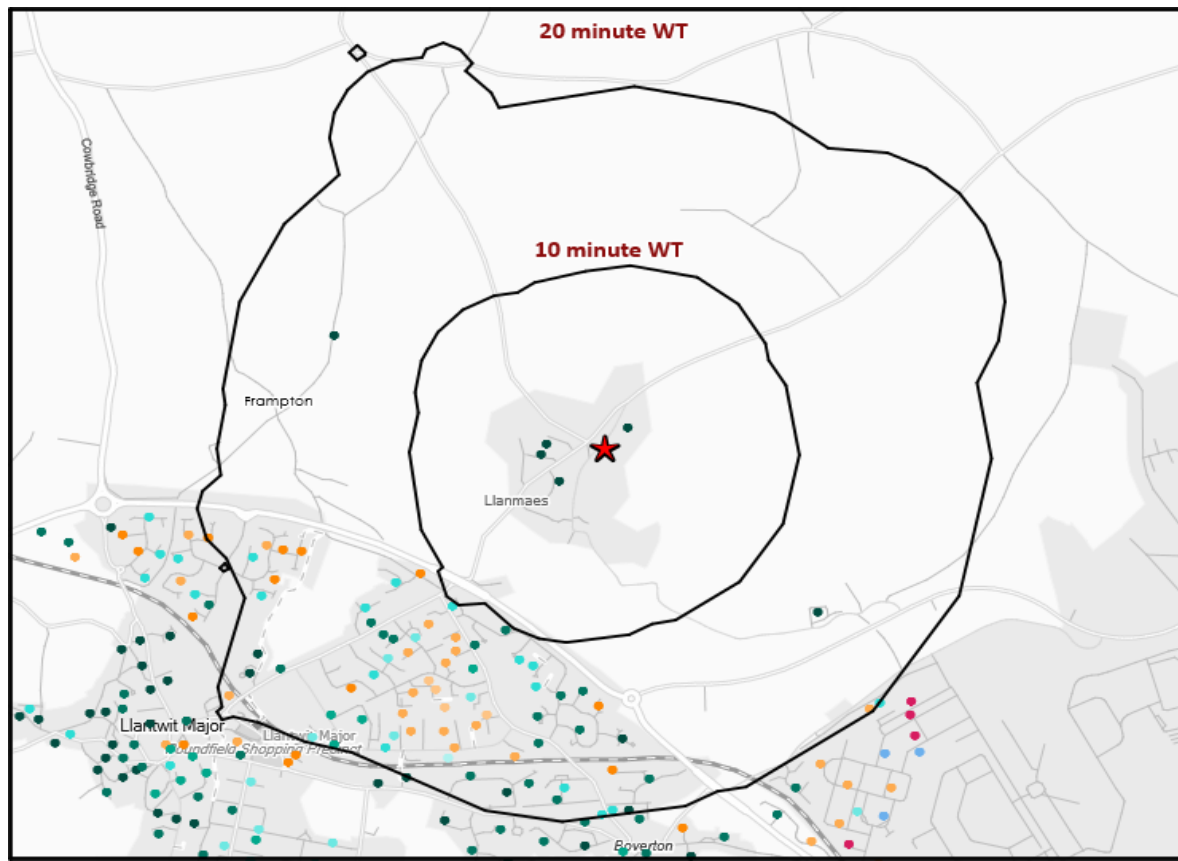
Polaris Plus Profile by Catchment

*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**
Young Adult - Showing I Care						
Low	0	0	179	0	0	7
Medium	0	0	0	0	0	0
High	0	0	153	0	0	7
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	965	0	0	42
High	0	0	1,116	0	0	41
Midlife - Young Kids						
Low	0	187	1,266	0	50	19
Medium	0	686	8,100	0	137	88
High	0	260	4,645	0	144	140
Midlife - Carefree						
Low	0	72	783	0	63	37
Medium	0	99	4,852	0	44	117
High	0	588	6,288	0	160	94
Mature						
Low	0	176	3,984	0	88	109
Medium	0	825	12,143	0	194	156
High	348	468	16,248	1,066	148	281
Not Private Households	0	0	818	0	0	92
Total	348	3,361	61,540			

Transactional Data Summary - Blacksmiths Arms Llantwit Major

star PUBS&BARS

Spend by Polaris

⬚ GB %

Segment	%
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	4.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.8%
Young Adult - Showing I'm Cool - High	0.1%
Midlife - Young Kids - Low	3.1%
Midlife - Young Kids - Medium	21.8%
Midlife - Young Kids - High	2.7%
Midlife - Carefree - Low	0.3%
Midlife - Carefree - Medium	12.2%
Midlife - Carefree - High	10.6%
Mature - Low	3.8%
Mature - Medium	17.1%
Mature - High	23.6%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	£
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£9
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£55
Young Adult - Showing I'm Cool - High	£6
Midlife - Young Kids - Low	£11
Midlife - Young Kids - Medium	£15
Midlife - Young Kids - High	£25
Midlife - Carefree - Low	£9
Midlife - Carefree - Medium	£13
Midlife - Carefree - High	£10
Mature - Low	£10
Mature - Medium	£18
Mature - High	£18

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

Spend by Month

Blacksmiths Arms Llantwit Major ———
Star Pubs ———

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Mobile Data Summary - Blacksmiths Arms Llantwit Major

★ star
PUBS&BARS
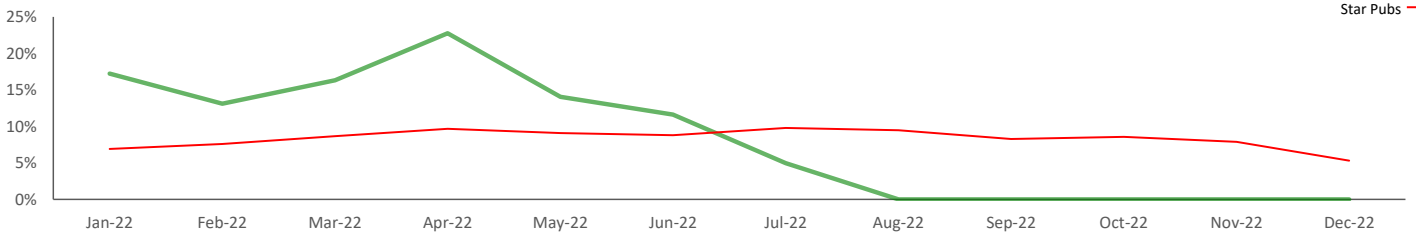
Time of Day/Day of Week
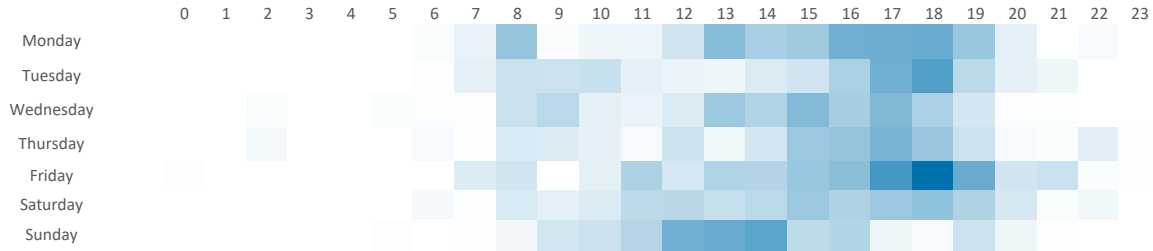
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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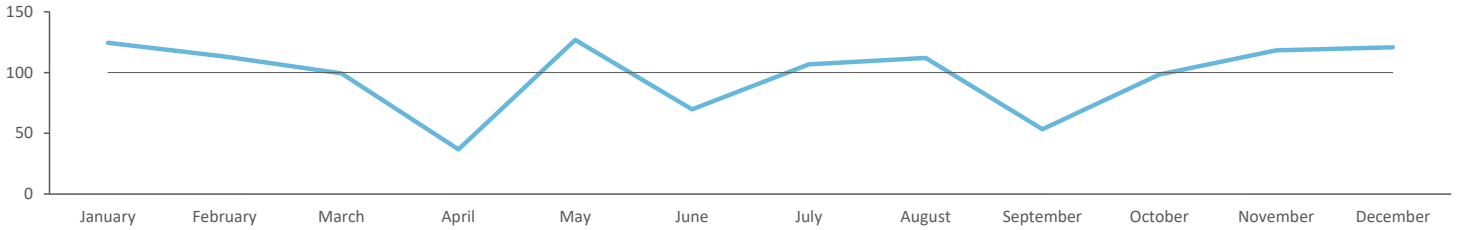
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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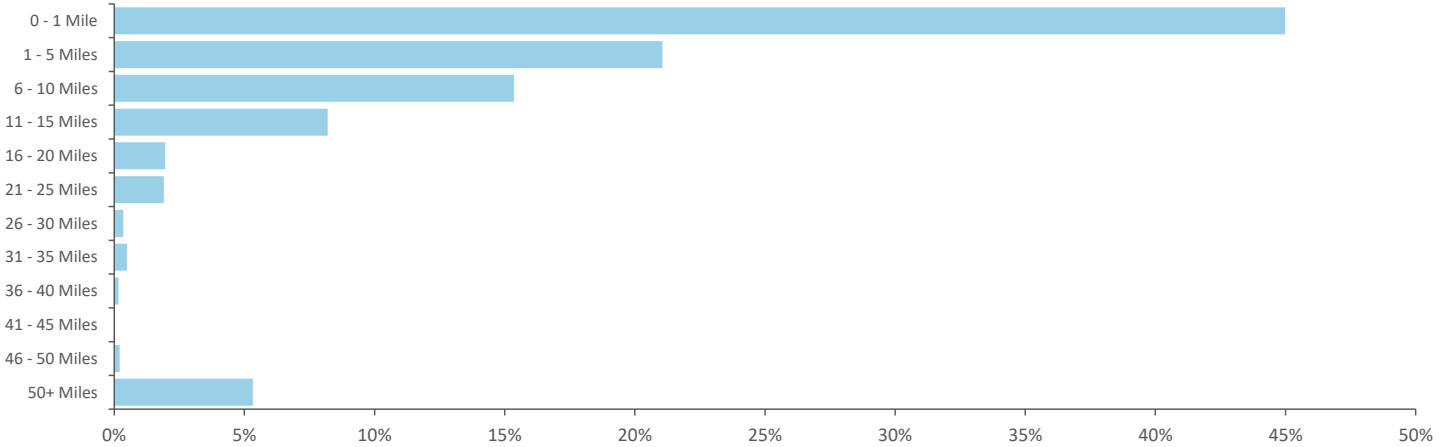
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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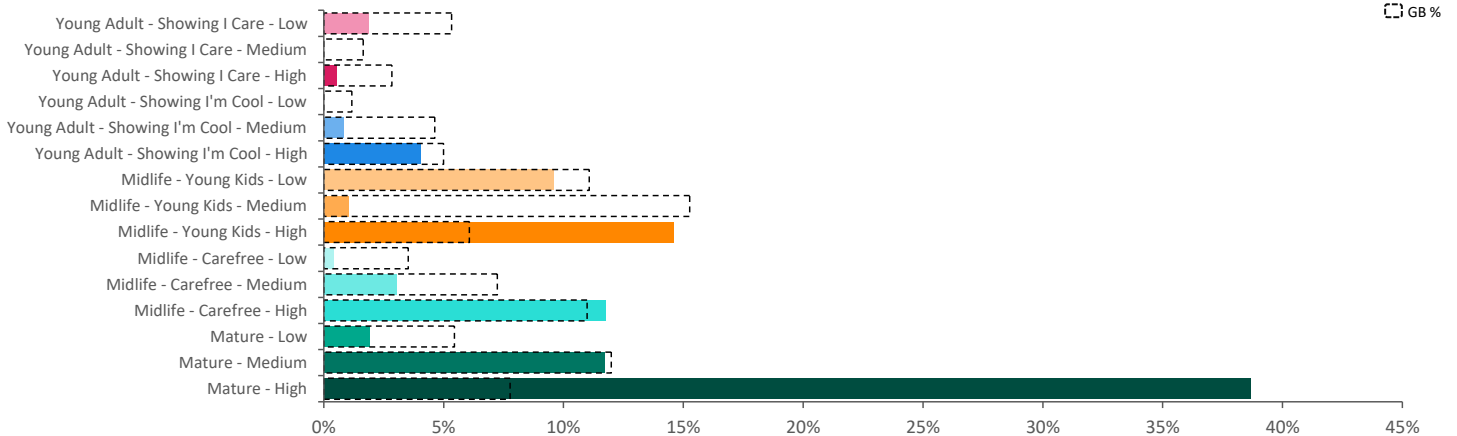
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Blacksmiths Arms Llantwit Major

★ 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
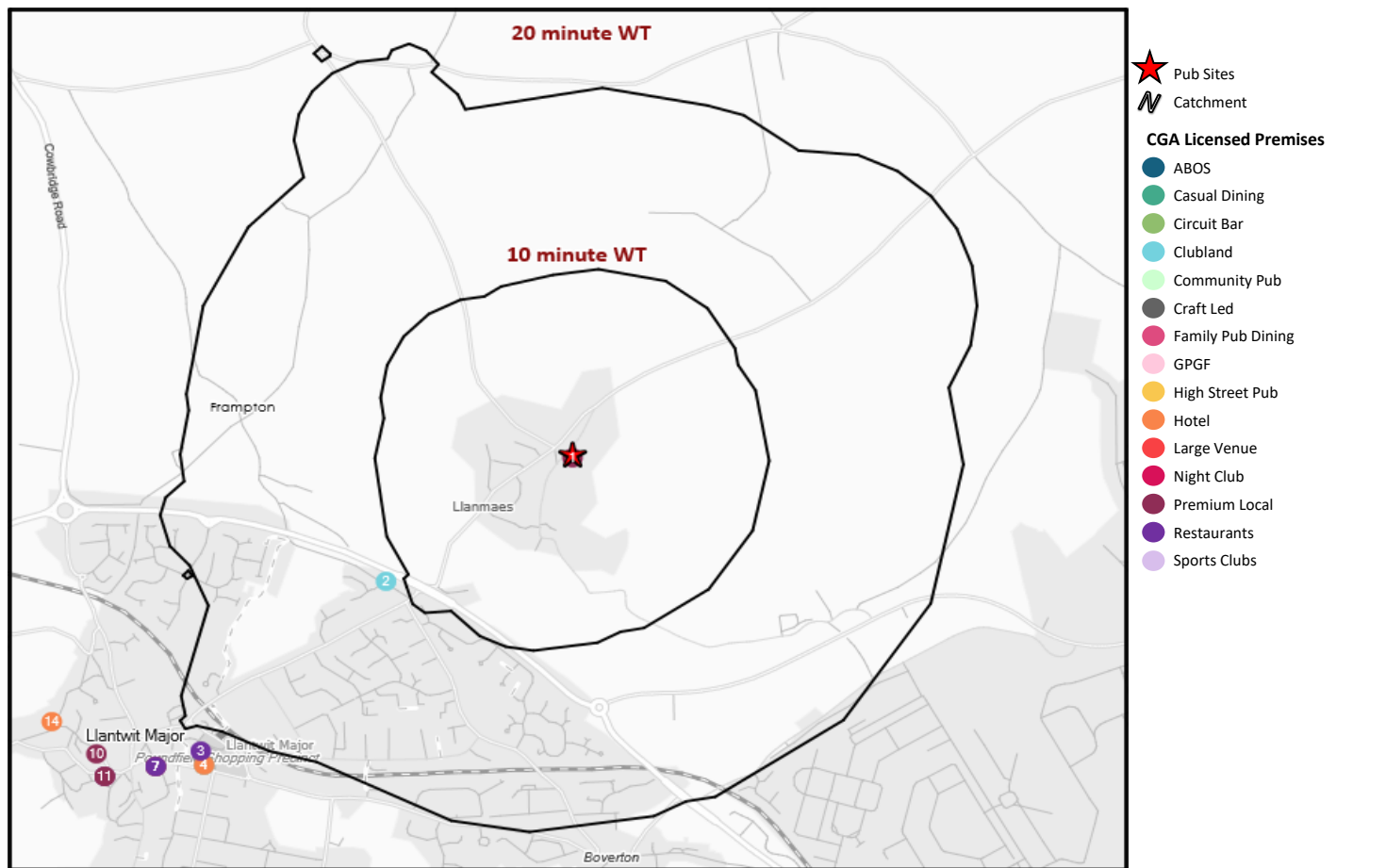
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Blacksmiths Arms	CF61 2XR	Star Pubs & Bars	Premium Local	0.0
2	Llantwit Major Afc	CF61 2UZ	Independent Free	Clubland	0.4
3	Vesuvio	CF61 1DL	Independent Free	Restaurants	0.9
4	Llanwit Major Rugby Club	CF61 1XZ	Independent Free	Clubland	0.9
4	West House Country Hotel	CF61 1XZ	Independent Free	Hotel	0.9
6	Boverton Castle Hotel	CF61 1UH	Star Pubs & Bars	Premium Local	1.0
7	White Lion Hotel	CF61 1XY	Stonegate Pub Company	Premium Local	1.0
7	Kings Head	CF61 1XY	Brain	Premium Local	1.0
7	Jaipur Cuisine	CF61 1XY	Independent Free	Restaurants	1.0
10	Old White Hart Inn	CF61 1RZ	Stonegate Pub Company	Premium Local	1.1
11	Illtyds 216	CF61 1SB	Independent Free	Restaurants	1.1
11	Old Swan Inn	CF61 1SB	Knife & Fork Food Ltd	Premium Local	1.1
11	New Globe	CF61 1SB	Admiral Taverns Ltd	Premium Local	1.1
14	West House Guest House	CF61 1SP	Independent Free	Hotel	1.1

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Per Pub Analysis - Blacksmiths Arms Llantwit Major

★ star
PUBS&BARS

*WT= Walktime, **DT= Drivetime
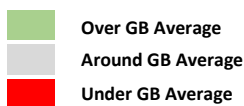
■	Over GB Average
■	Around GB Average
■	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	348	3,361	61,540
Number of Competition Pubs	1	2	107
Adults 18+ per Competition Pub	348	1,681	575

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	25	7.1%	70
Circuit Bar	0	0.0%	0
Community Pub	0	0.0%	0
Craft Led	0	0.0%	0
Great Pub Great Food	174	50.0%	261
High Street Pub	0	0.0%	0
Premium Local	149	42.9%	244

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	268	8.0%	78
Circuit Bar	105	3.1%	85
Community Pub	561	16.7%	96
Craft Led	40	1.2%	37
Great Pub Great Food	794	23.6%	123
High Street Pub	570	16.9%	98
Premium Local	852	25.4%	144

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	4,889	7.9%	78
Circuit Bar	1,513	2.5%	67
Community Pub	7,801	12.7%	73
Craft Led	828	1.3%	43
Great Pub Great Food	16,040	26.1%	136
High Street Pub	8,227	13.4%	77
Premium Local	15,789	25.7%	146

Glossary

star PUBS & BARS

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	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
	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
	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
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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
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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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"	"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'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"
Product needs	• 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**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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.