

Catchment Summary - Three Tuns Bishops Castle

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

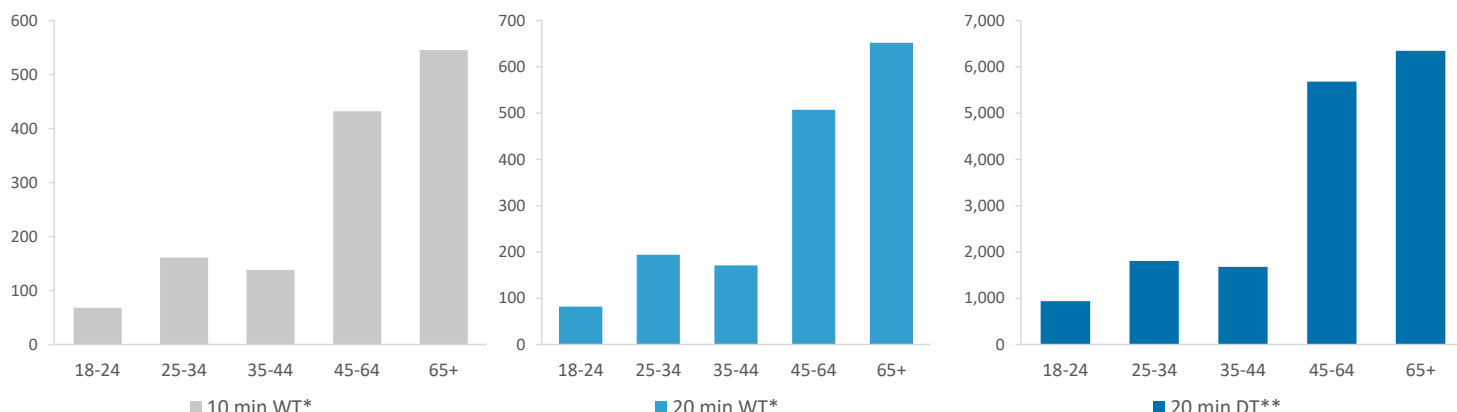
	Over GB Average
	Around GB Average
	Under GB Average

*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		1,599	1,918	19,670	30	13	5
Adults 18+		1,344	1,606	16,443	31	9	6
Competition Pubs		4	4	36	27	13	10
Adults 18+ per Competition Pub		336	402	457	41	49	55
% Adults Likely to Drink		82.9%	82.6%	84.2%	101	100	102
Affluence	Low	4.7%	14.1%	11.4%	18	55	44
	Medium	67.7%	59.3%	70.0%	172	151	178
	High	20.1%	18.3%	15.6%	60	55	47
Age Profile	18-24	68	82	934	52	53	59
	25-34	161	194	1,808	76	76	69
	35-44	138	171	1,677	67	69	66
	45-64	432	507	5,681	106	103	113
	65+	545	652	6,343	178	178	169

*Affluence does not include Not Private Households

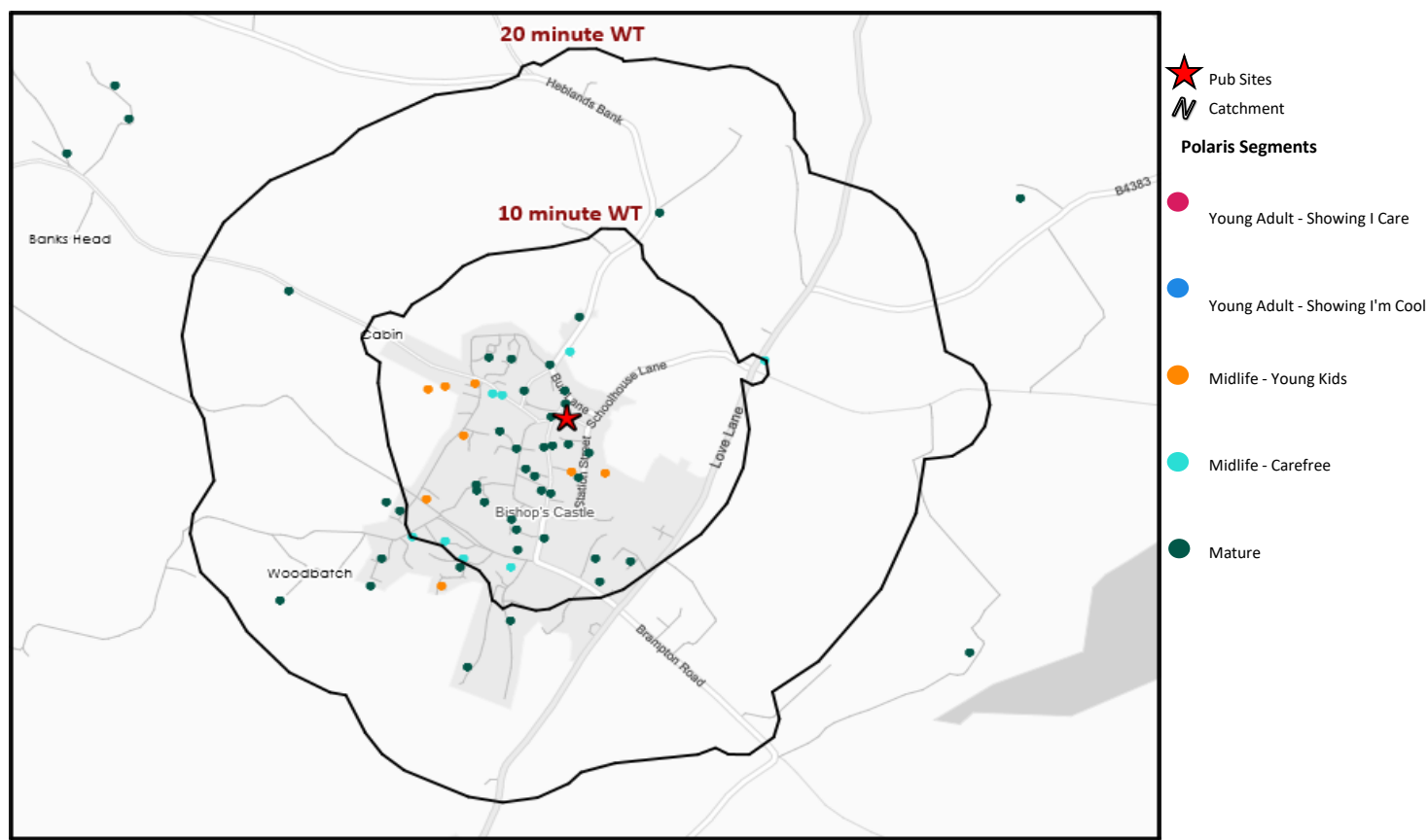
Population & Adults 18+ index is based on all pubs



		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	762 (48%)	922 (48%)	9,627 (49%)	96	97	99
	Female	837 (52%)	996 (52%)	10,043 (51%)	104	103	101
Economic Status (16-74)	Employed: Full-time	356 (32%)	424 (32%)	4,474 (33%)	77	77	78
	Employed: Part-time	170 (15%)	200 (15%)	1,945 (14%)	118	117	109
	Self employed	239 (22%)	268 (20%)	2,859 (21%)	225	213	218
	Unemployed	4 (0%)	8 (1%)	114 (1%)	15	26	35
	Retired	200 (18%)	239 (18%)	2,685 (20%)	131	132	142
	Other	141 (13%)	179 (14%)	1,654 (12%)	64	69	61
Total Worker Count		865	963	6,794			

See the Glossary page for further information on the above variables

Polaris Summary - Three Tuns Bishops Castle



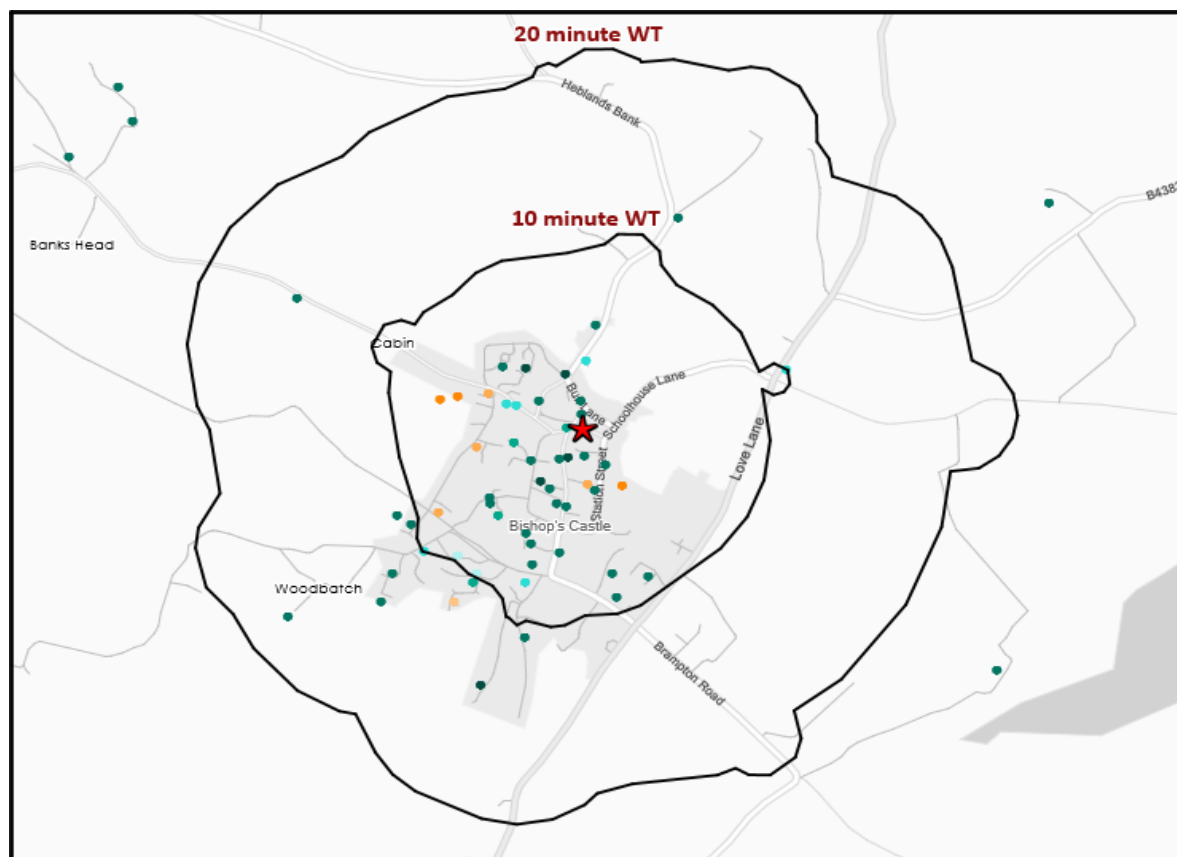
Polaris Profile by Catchment

*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	0	0	0	0
Young Adult - Showing I'm Cool	0	0	18	0	0	1
Midlife - Young Kids	256	288	1,408	61	57	27
Midlife - Carefree	138	266	1,956	49	79	57
Mature	849	919	12,579	226	205	273
Not Private Households	101	133	482	523	576	204
Total	1,344	1,606	16,443			

Polaris Summary - Three Tuns Bishops Castle

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



★ 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

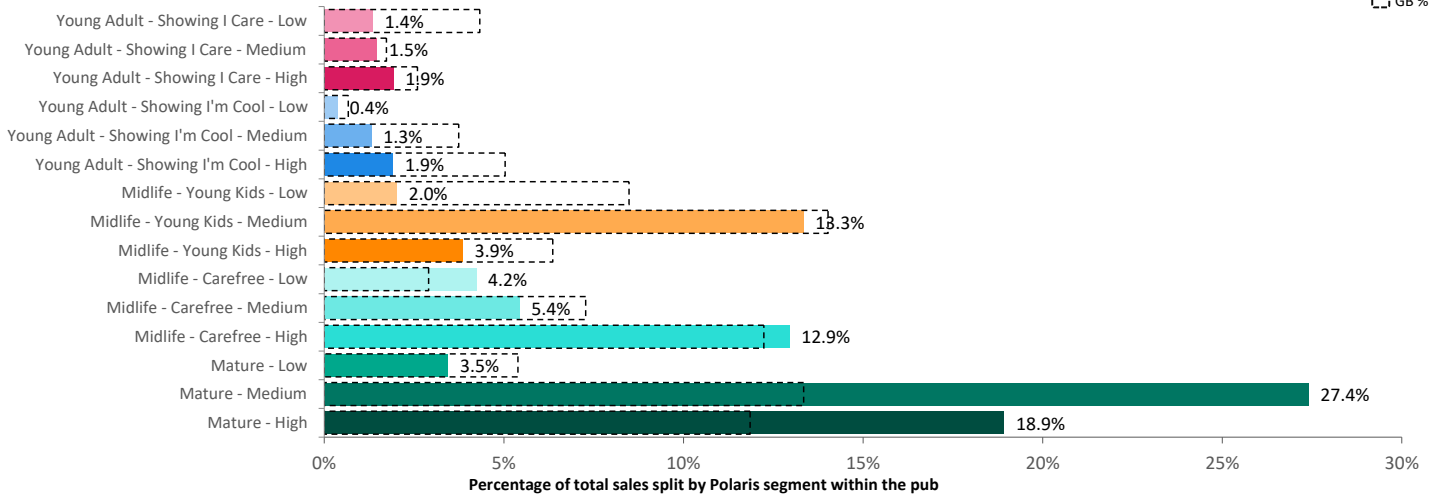
*WT= Walktime, **DT= Drivetime

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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	18	0	0	2
Midlife - Young Kids						
Low	0	32	259	0	18	14
Medium	216	216	1,054	108	90	43
High	40	40	95	55	46	11
Midlife - Carefree						
Low	0	104	422	0	190	75
Medium	23	23	700	25	21	63
High	115	139	834	78	79	46
Mature						
Low	63	90	1,193	79	94	122
Medium	671	714	9,761	394	351	469
High	115	115	1,625	91	76	105
Not Private Households	101	133	482	523	576	204
Total	1,344	1,606	16,443			

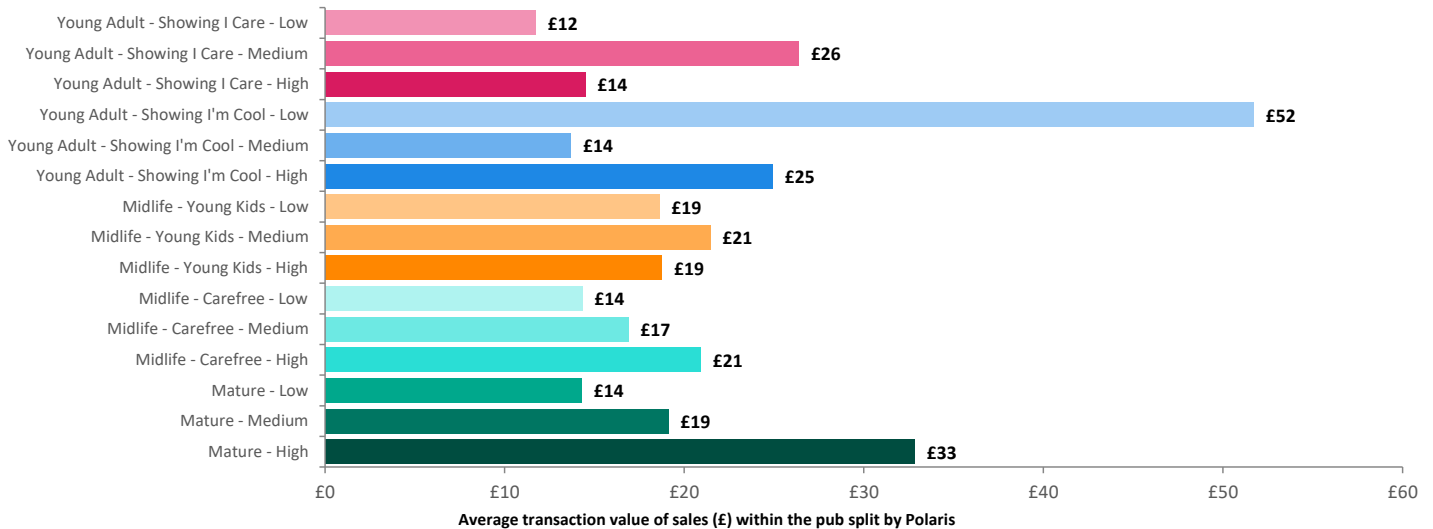
Transactional Data Summary - Three Tuns Bishops Castle

Spend by Polaris

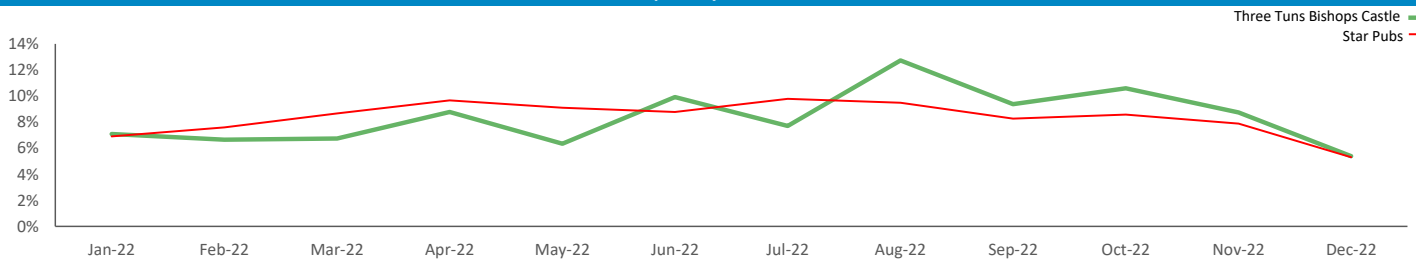
GB %



Average Transaction Values (£) by Polaris

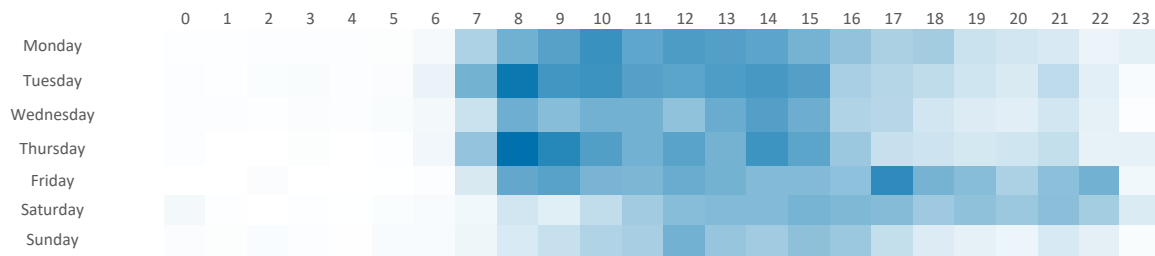


Spend by Month



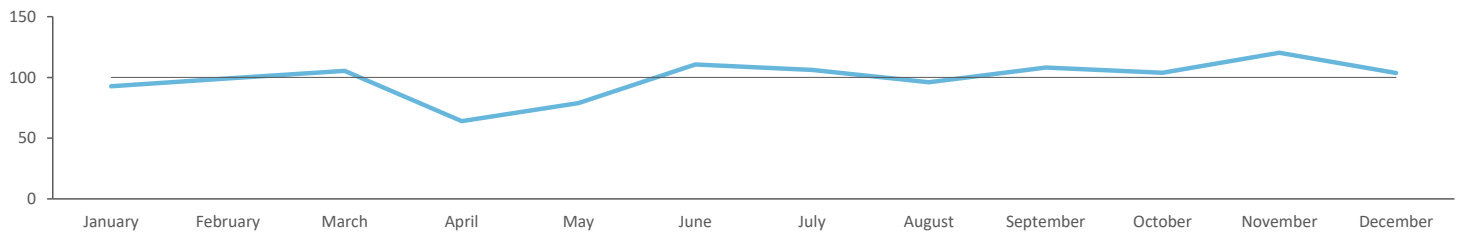
Mobile Data Summary - Three Tuns Bishops Castle

Time of Day/Day of Week



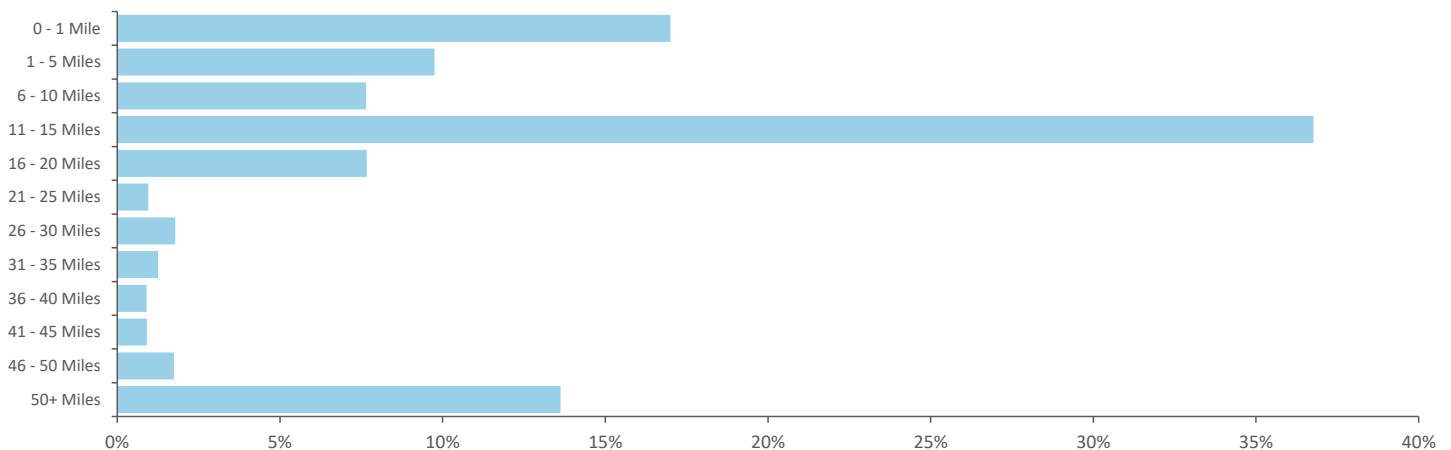
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



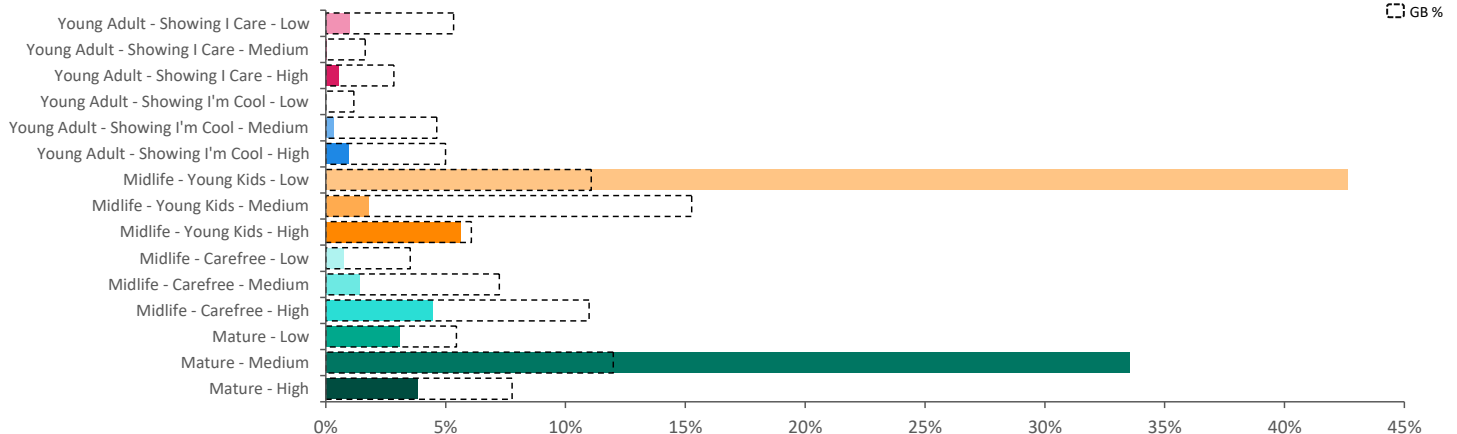
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Three Tuns Bishops Castle



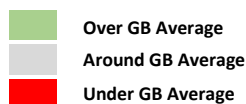
© 2023 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Three Tuns Inn	SY 9 5BW	Star Pubs & Bars	Premium Local	0.0
2	Castle Hotel	SY 9 5BN	Independent Free	Hotel	0.0
3	Crown & Anchor Vaults	SY 9 5BQ	Independent Free	GPGF	0.1
4	Kings Head	SY 9 5AE	Independent Free	Premium Local	0.2
4	Boars Head	SY 9 5AE	Independent Free	Hotel	0.2
6	Six Bells	SY 9 5AA	Independent Free	Premium Local	0.3

Per Pub Analysis - Three Tuns Bishops Castle

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,344	1,606	16,443
Number of Competition Pubs	4	4	36
Adults 18+ per Competition Pub	336	402	457

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	69	5.2%	51
Circuit Bar	34	2.5%	68
Community Pub	252	18.8%	108
Craft Led	12	0.9%	29
Great Pub Great Food	264	19.6%	102
High Street Pub	264	19.7%	113
Premium Local	324	24.1%	138

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	71	4.4%	43
Circuit Bar	36	2.2%	61
Community Pub	298	18.6%	107
Craft Led	12	0.8%	25
Great Pub Great Food	282	17.5%	91
High Street Pub	303	18.9%	109
Premium Local	344	21.4%	122

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	420	2.6%	25
Circuit Bar	229	1.4%	38
Community Pub	3,639	22.1%	127
Craft Led	64	0.4%	12
Great Pub Great Food	3,064	18.6%	97
High Street Pub	3,627	22.1%	127
Premium Local	3,795	23.1%	132

Glossary

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><tr><th></th><th>‘Showing I Care’ Young Adults</th><th>‘Showing I’m Cool’ Young Adults</th><th>Midlife ‘Parents’</th><th>Midlife ‘Carefree’</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what’s new</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>“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>“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>“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>“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>“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>Product needs</td><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></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	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	“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	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer
	‘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	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																			
	“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	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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.																								