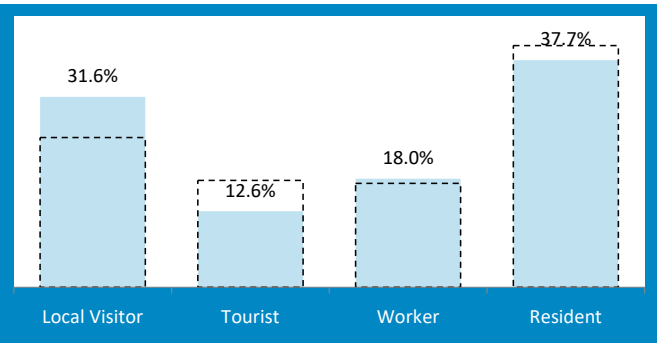
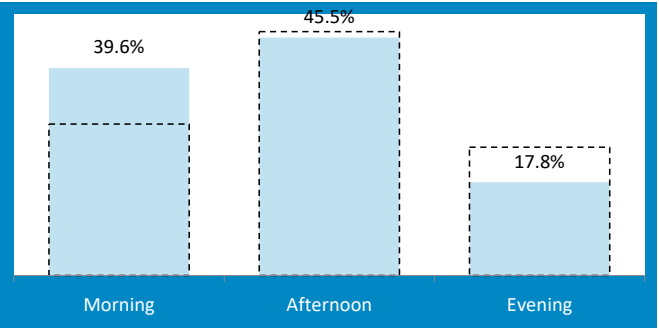
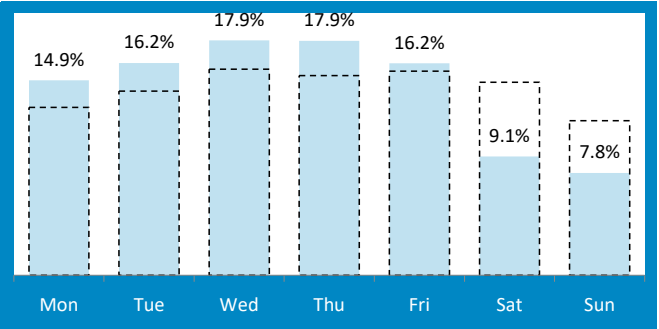


Area Quick Stats

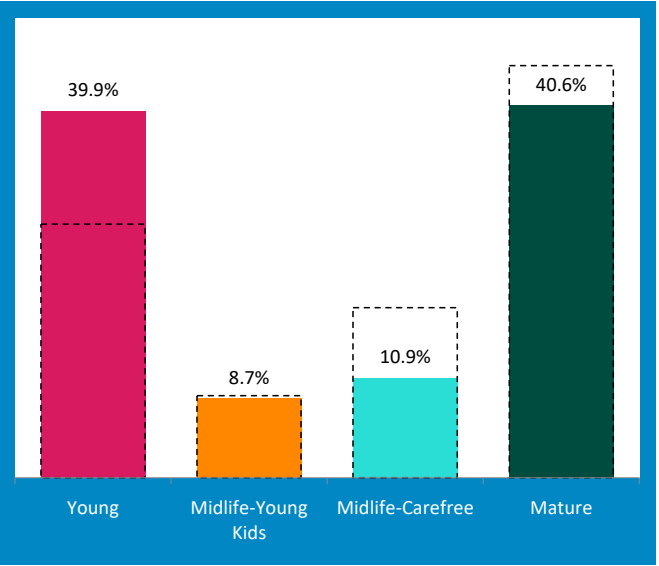
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		7,107	5,344
Adult Pop		6,364	4,529
Affluence	Low	15%	33%
	Medium	69%	38%
	High	16%	27%
Young		98%	28%
Midlife Young Kids		1%	11%
Midlife Carefree		0%	16%
Mature		1%	44%
Competition Count		29	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£7	£30
Average Distance Travelled in miles	16	27



Catchment Summary - Doctors Orders

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		7,107	57,675	519,553	133	294	122
Adults 18+		6,364	51,680	417,022	141	315	122
Competition Pubs		29	180	732	67	176	93
Adults 18+ per Competition Pub		219	287	570	32	42	83
% Adults Likely to Drink		80.0%	79.0%	79.0%	100	99	99
Affluence	Low	14.8%	20.9%	43.5%	45	63	131
	Medium	69.4%	59.8%	34.5%	181	156	90
	High	15.6%	15.2%	20.9%	57	55	76
Mean Net Disposable income (£pa)		£11,310	£12,676	£20,697	50	56	92
Age Profile	18-24	3,517	26,546	71,162	581	541	161
	25-34	1,233	10,836	79,635	128	139	113
	35-44	570	5,028	69,264	59	65	99
	45-64	637	5,804	112,927	36	40	87
	65+	407	3,466	84,034	30	31	84

Pop. & Adl. 18+ index based on all pubs

133

294

122

141

315

122

67

176

93

32

42

83

100

99

99

45

63

131

181

156

90

57

55

76

50

56

92

581

541

161

128

139

113

59

65

99

36

40

87

30

31

84



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	6,212	46,455	182,172	351	323	157
Midlife - Young Kids	67	633	49,212	10	11	108
Midlife - Carefree	0	90	44,455	0	1	68
Mature	69	2,332	136,456	2	10	74
Not Private Households	16	2,170	4,727	2,078	34,705	9,369
Total	6,364	51,680	417,022			



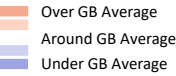
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Per Pub - Doctors Orders

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

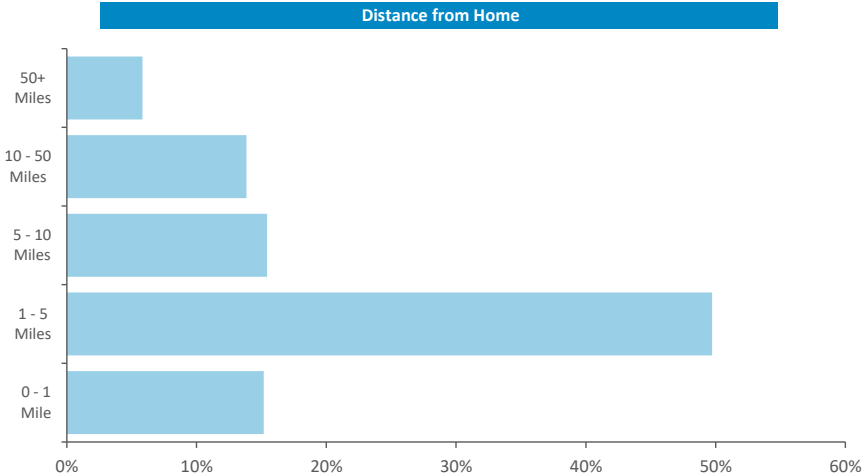
Adults 18+	6,364	51,680	417,022
Number of Competition Pubs	29	180	732
Adults 18+ per Competition Pub	219	287	570



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	8	650	10.2%	130
Family Pub Dining	1	580	9.1%	100
Great Pub Great Food	2	849	13.3%	80
Leisure	0	567	8.9%	89
Mainstream	6	986	15.5%	111
Premium	2	964	15.2%	106
Restaurant	10	1,507	23.7%	103
Super Premium	0	246	3.9%	98

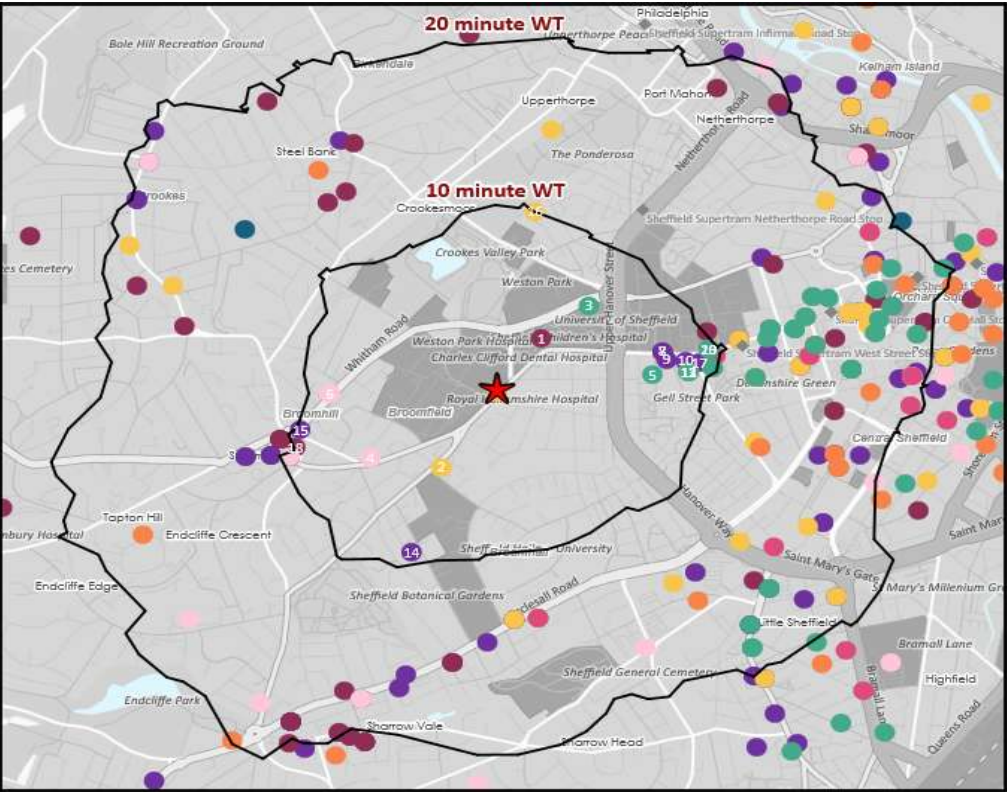
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	28	5,193	10.1%	128
Family Pub Dining	5	4,682	9.1%	100
Great Pub Great Food	10	6,618	12.8%	77
Leisure	12	4,467	8.6%	86
Mainstream	35	7,714	14.9%	107
Premium	28	7,344	14.2%	99
Restaurant	57	11,638	22.5%	98
Super Premium	5	1,853	3.6%	91

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	141	41,133	9.9%	126
Family Pub Dining	39	41,475	10.0%	109
Great Pub Great Food	45	62,212	14.9%	89
Leisure	116	40,776	9.8%	97
Mainstream	126	62,152	14.9%	107
Premium	85	56,357	13.5%	94
Restaurant	166	94,206	22.6%	98
Super Premium	14	13,968	3.4%	85



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Competition - Doctors Orders



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
20	Cavendish	S 1 4EU	Stonegate Pub Company	Classic	22.2%	0.45
2	Francis Newton	S 10 2LA	Wetherspoons GB	Mainstream	22.0%	0.21
17	Akbars	S 1 4JL	Akbar Restaurants	Restaurant	16.6%	0.42
12	Soho	S 1 4JB	Independent Free	Classic	9.2%	0.40
19	Beehive	S 1 4EU	Stonegate Pub Company	Classic	7.3%	0.45
4	Rutland Hotel	S 10 2PY	Independent Free	Great Pub Gre.	5.2%	0.30
18	Bloomery	S 10 2PQ	Stonegate Pub Company	Premium	5.0%	0.44
16	Dam House Bar and Restaurant	S 3 7NZ	Independent Free	Mainstream	4.7%	0.42
10	Piccolos Restaurant	S 3 7RX	Independent Free	Restaurant	2.6%	0.40
9	Beju	S 10 2GW	Independent Free	Restaurant	2.5%	0.36
15	Butcher and Catch	S 10 2SP	Independent Free	Restaurant	1.4%	0.42
0	Doctors Orders	S 10 2JD	Star Pubs & Bars	Mainstream	0.9%	0.00
11	Revolution	S 1 4JB	Revolution Bars Group	Mainstream	0.4%	0.40
1	University Of Sheffield	S 10 2TG	Independent Free	Premium	0.0%	0.15
3	University Arms	S 3 7HG	Independent Free	Classic	0.0%	0.27
5	Bath Hotel	S 3 7QL	Independent Free	Classic	0.0%	0.32
6	Nottingham House	S 10 2SR	Trust Inns Limited	Great Pub Gre.	0.0%	0.34
7	Grappa	S 10 2HS	Independent Free	Restaurant	0.0%	0.35
8	Quetal Restaurant	S 10 2HS	Independent Free	Restaurant	0.0%	0.35
13	Brewski	S 1 4JB	*Other Small Retail Groups	Restaurant	0.0%	0.40
14	Curators House	S 10 2LR	Independent Free	Restaurant	0.0%	0.41

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

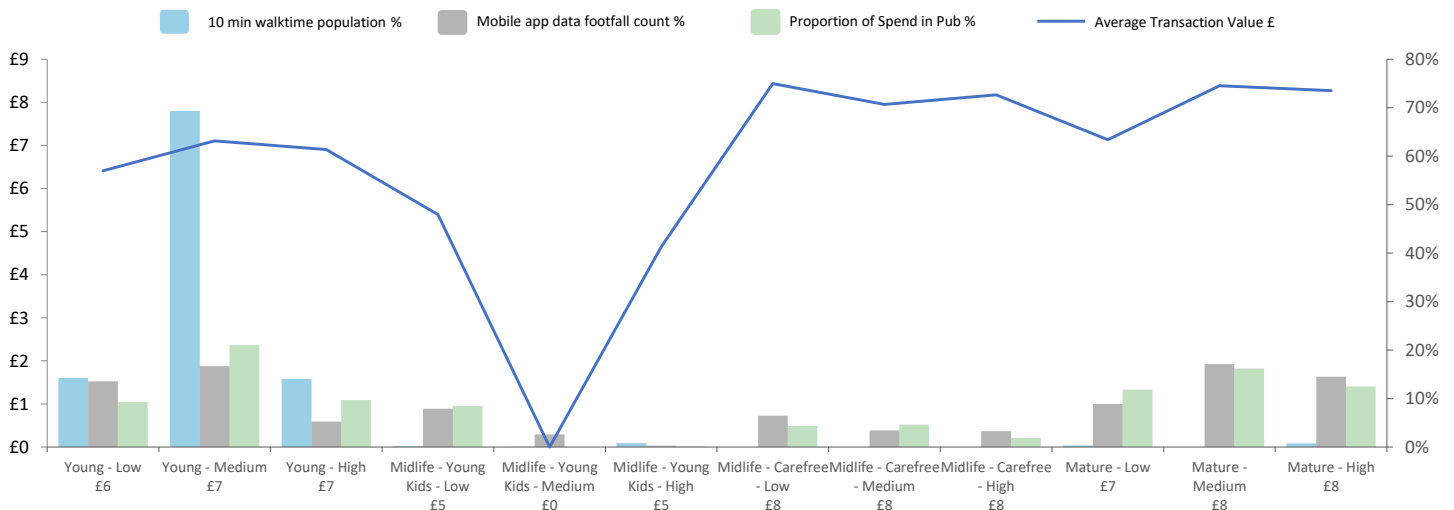
Catchment Summary - Doctors Orders

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
109518	Doctors Orders	S 10 2JD	Star Pubs & Bars	Mainstream	6



Polar Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Doctors Orders

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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	7,107	57,675	519,553	133	294	122
Adults 18+	6,364	51,680	417,022	141	315	122
Competition Pubs	29	180	732	67	176	93
Adults 18+ per Competition Pub	219	287	570	32	42	83
% Adults Likely to Drink	80.0%	79.0%	79.0%	100	99	99

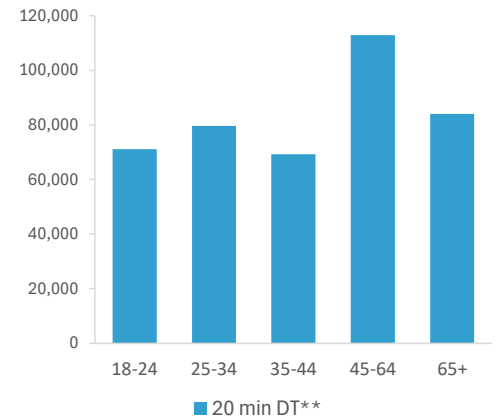
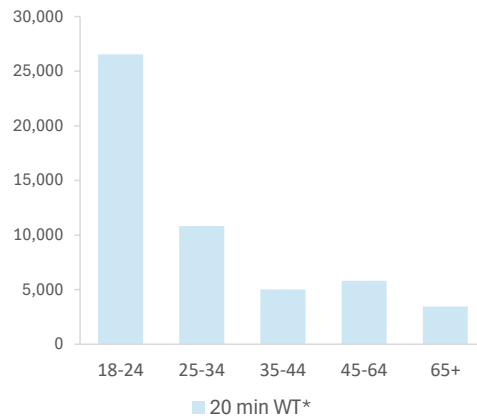
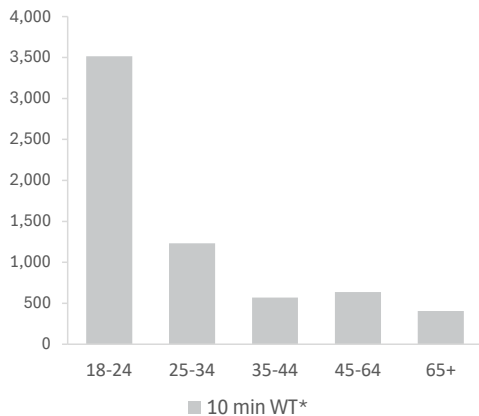
Population & Adults 18+ index is based on all pubs

Affluence	Low	14.8%	20.9%	43.5%	45	63	131
	Medium	69.4%	59.8%	34.5%	181	156	90
	High	15.6%	15.2%	20.9%	57	55	76

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£11,310	£12,676	£20,697	50	56	92
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Age Profile	18-24	3,517	26,546	71,162	581	541	161
	25-34	1,233	10,836	79,635	128	139	113
	35-44	570	5,028	69,264	59	65	99
	45-64	637	5,804	112,927	36	40	87
	65+	407	3,466	84,034	30	31	84



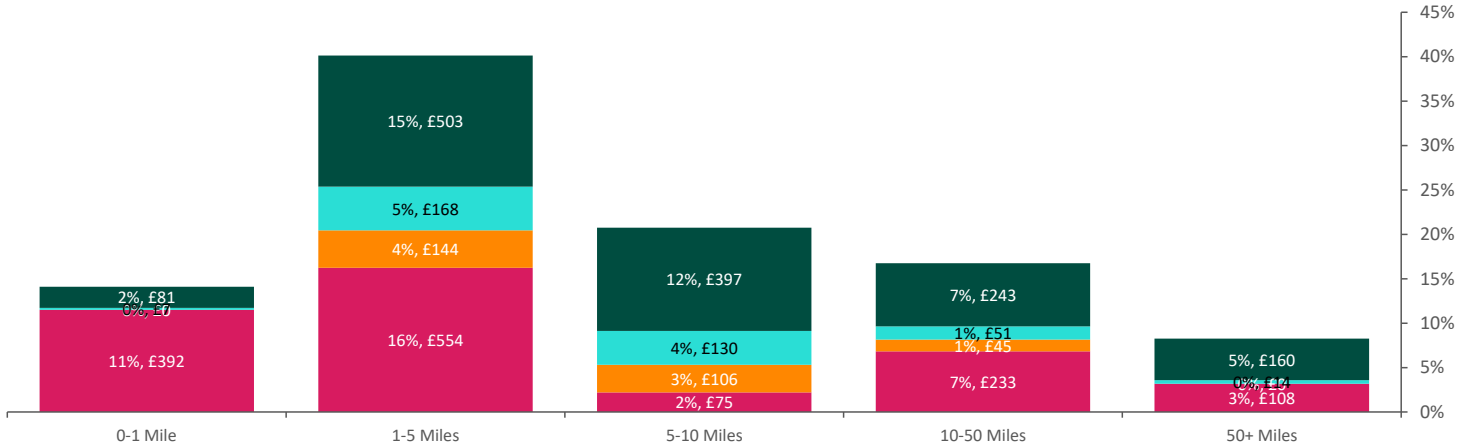
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	3,680 (52%)	29,772 (52%)	258,363 (50%)	106	105	101
Female	3,427 (48%)	27,903 (48%)	261,190 (50%)	95	95	99
Economic Status (16+)						
Employed: Full-time	1,203 (19%)	10,072 (19%)	128,089 (30%)	55	56	88
Employed: Part-time	376 (6%)	2,670 (5%)	52,513 (12%)	49	42	102
Self employed	231 (4%)	1,913 (4%)	31,075 (7%)	39	39	78
Unemployed	152 (2%)	983 (2%)	11,795 (3%)	85	68	100
Full-time student	969 (15%)	7,534 (14%)	18,632 (4%)	601	575	174
Retired	588 (9%)	3,425 (7%)	81,874 (19%)	42	30	88
Other	2,947 (46%)	25,940 (49%)	104,790 (24%)	256	278	137
Total Worker Count	17,542	35,759	221,232			

See the Glossary page for further information on the above variables

Transactional Data Summary - Doctors Orders

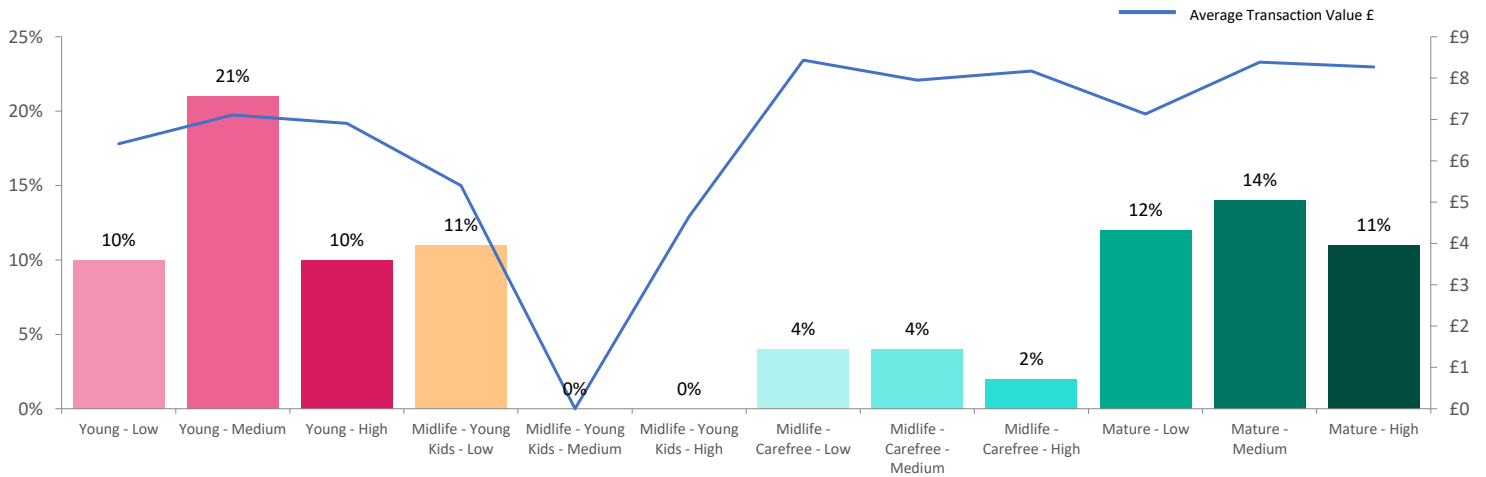
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Spend by Polaris and Distance from Home



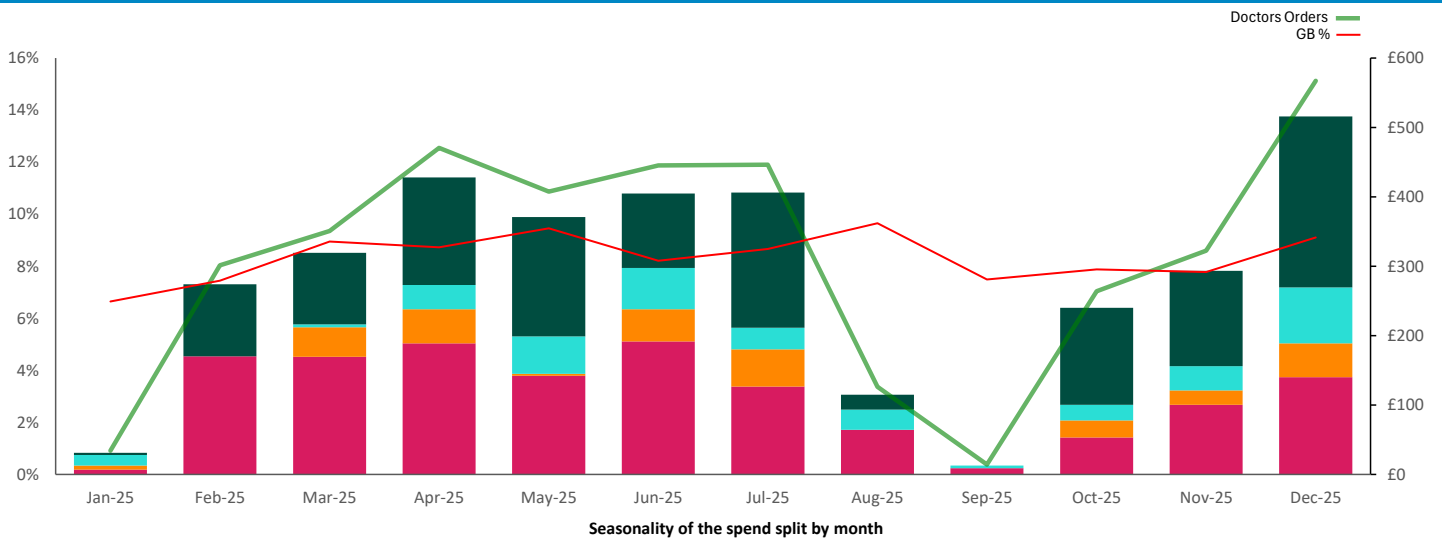
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



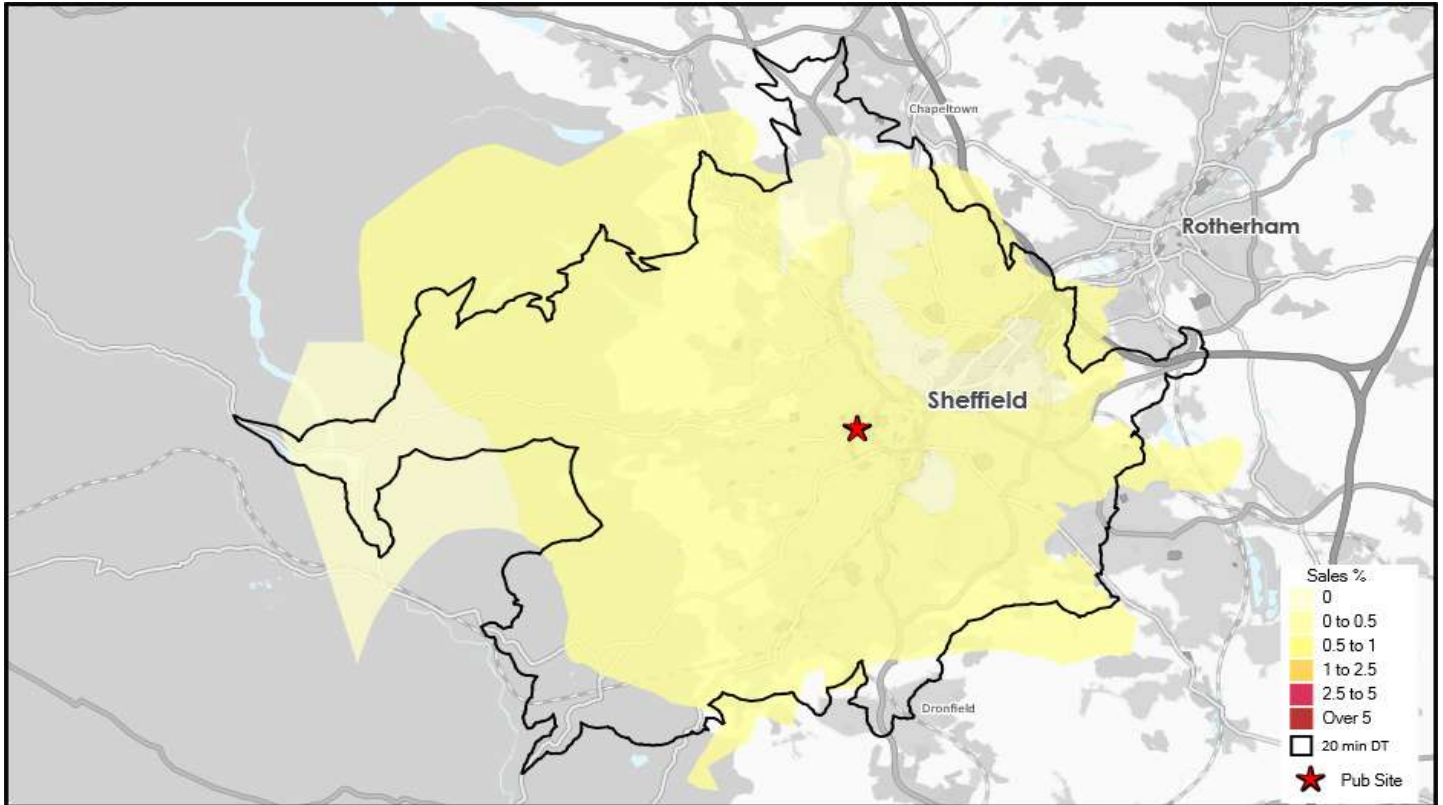
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



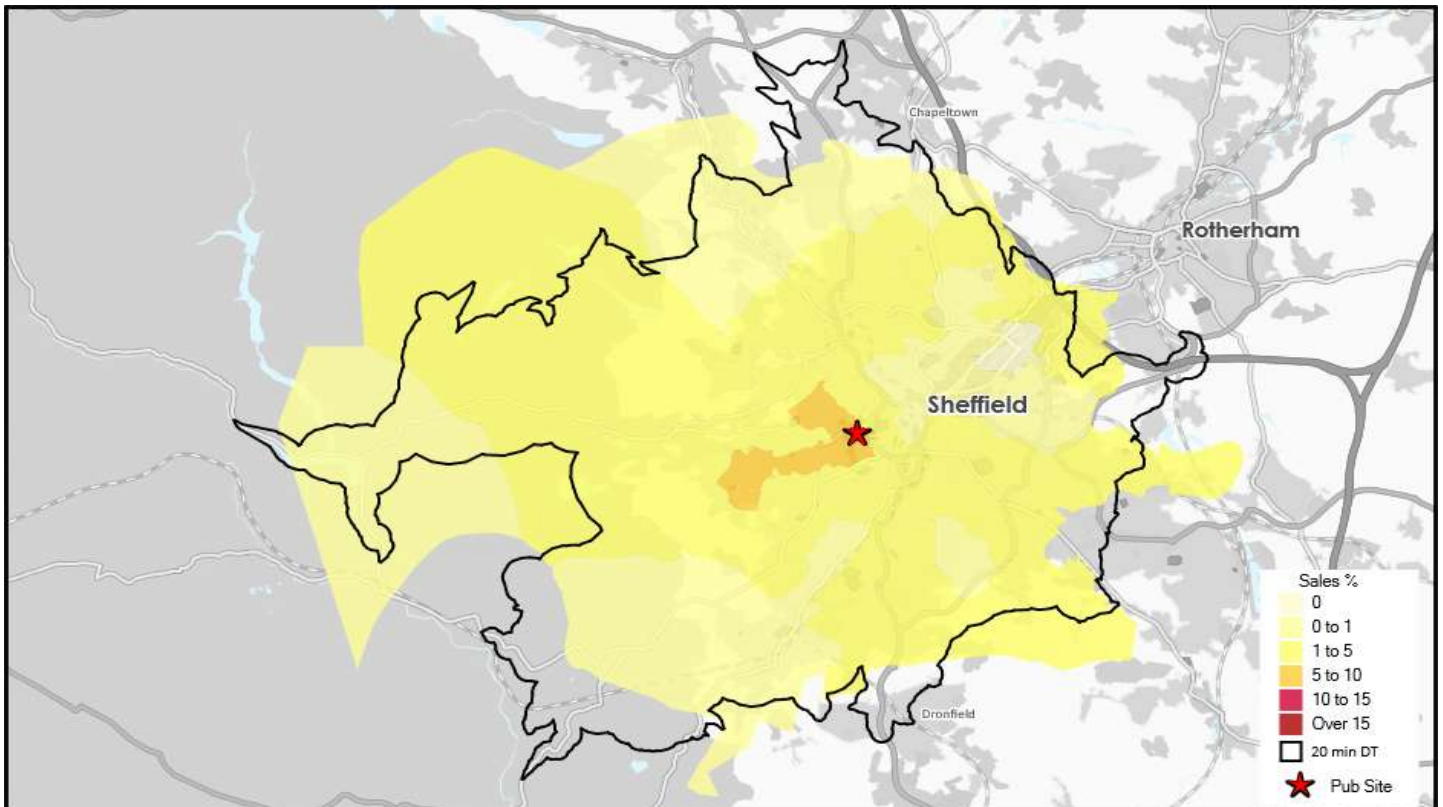
Seasonality of the spend split by month

Doctors Orders Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

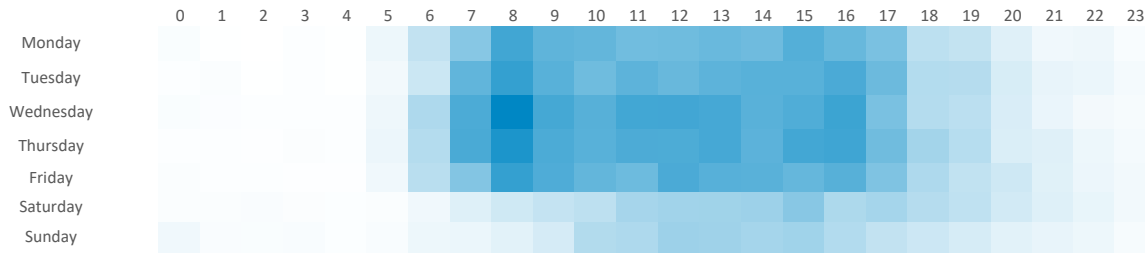
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Doctors Orders



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

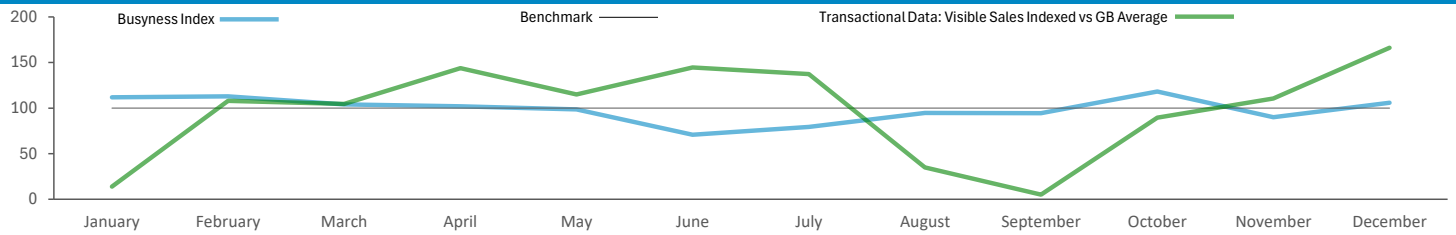
Mobile Data Summary - Doctors Orders

Time of Day/Day of Week



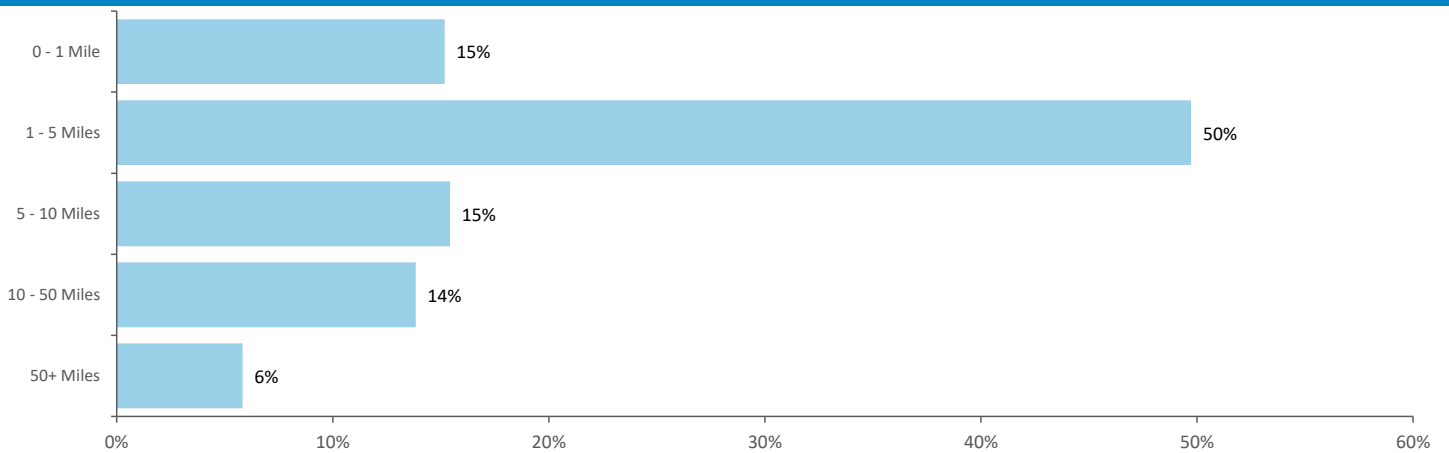
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

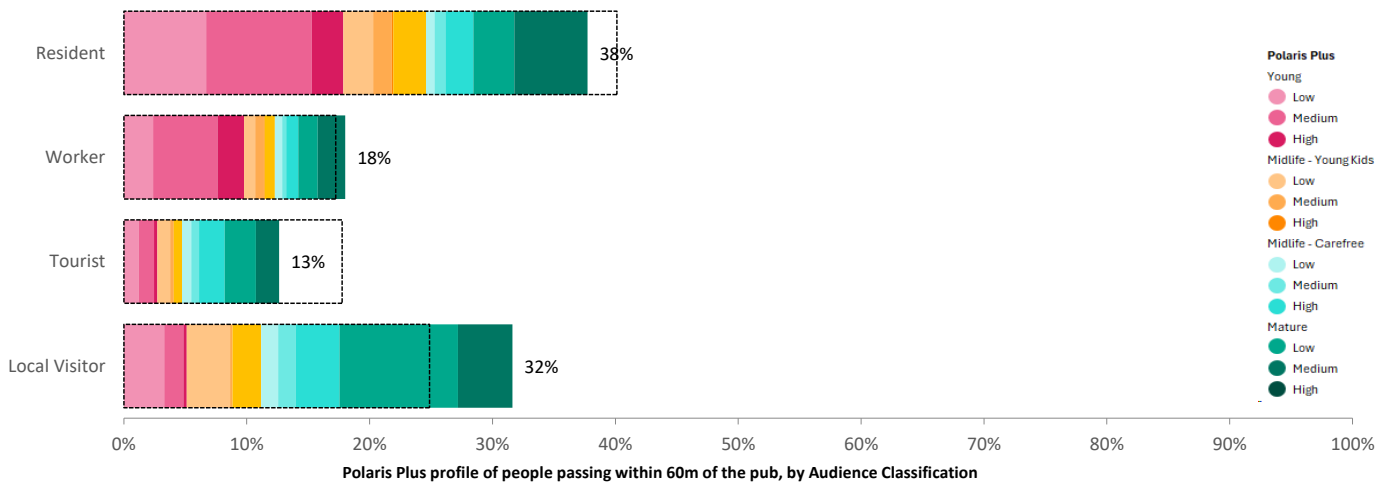
Distance from Home



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

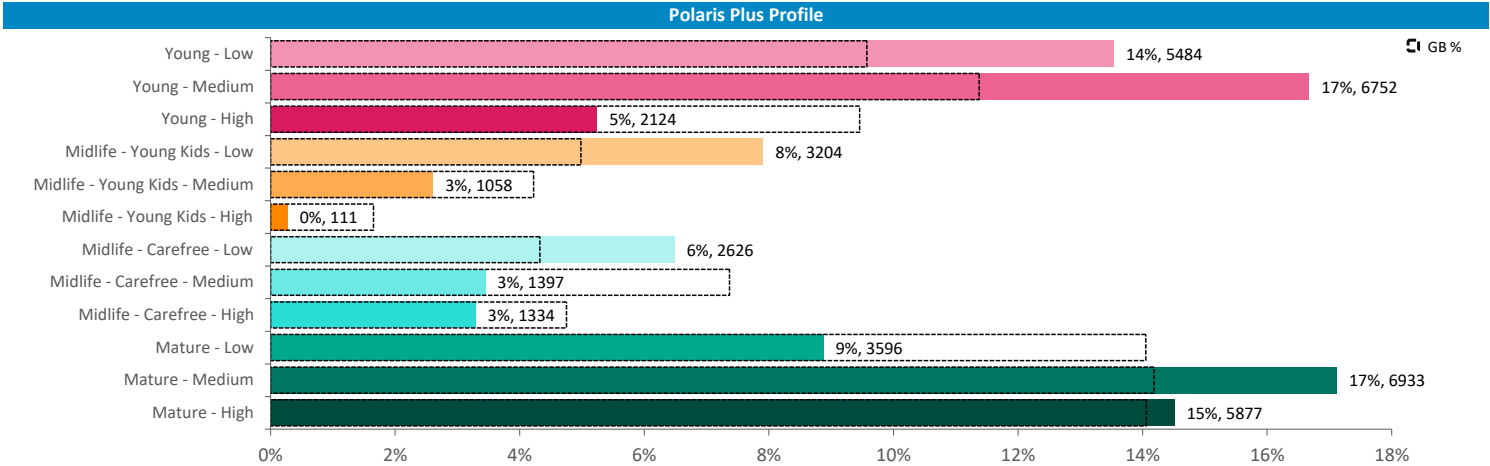
Audience Classification by Polaris Plus

Base: GB

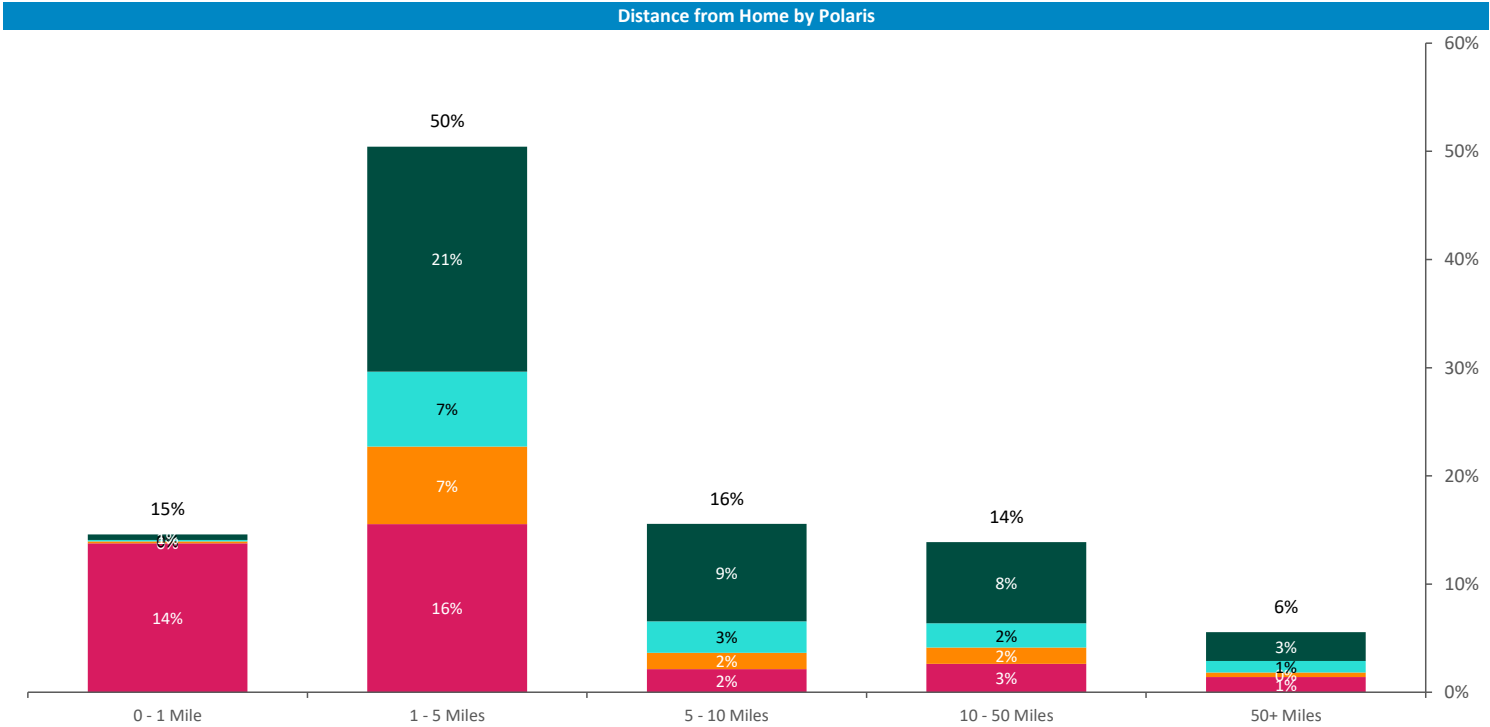


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Doctors Orders



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



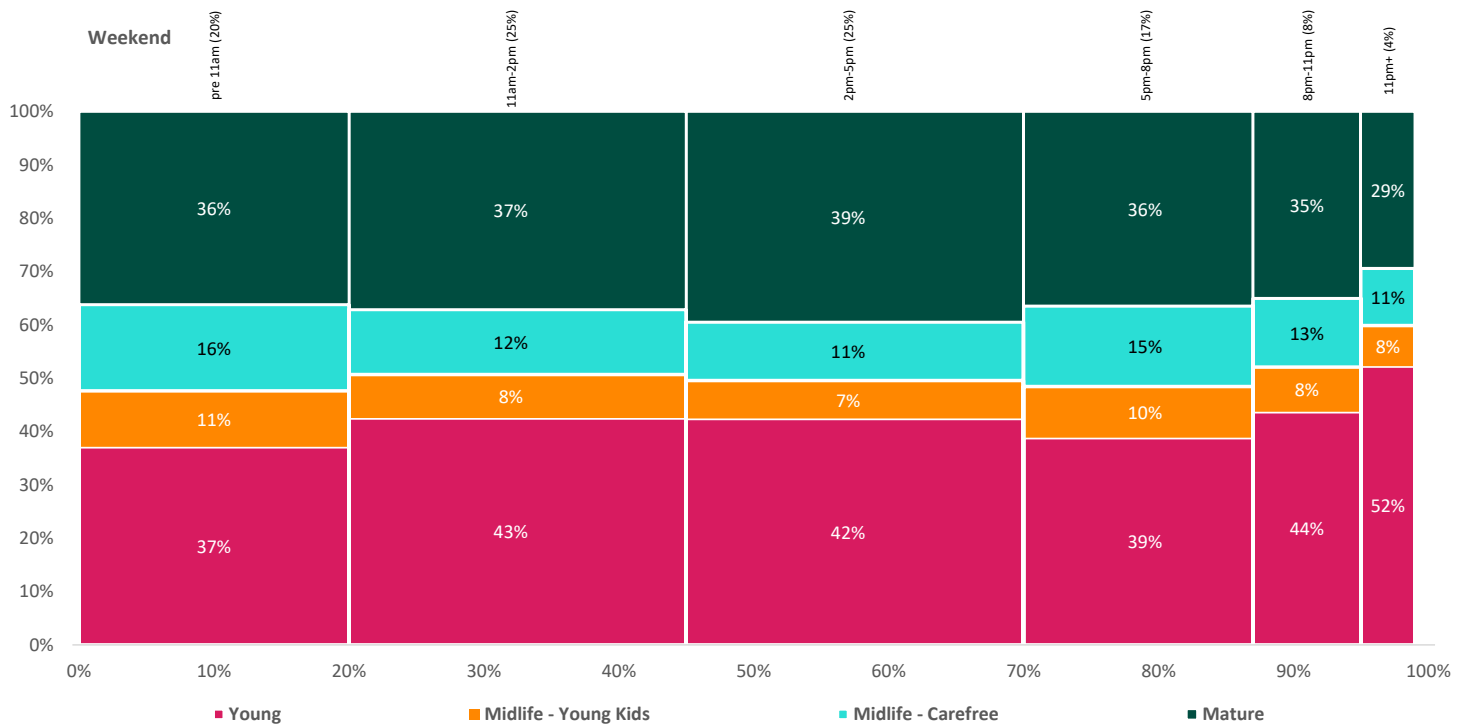
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	6,069	4,028	3,787	2,092	551	177	16,705
Midlife - Carefree	2,051	1,144	1,166	616	174	65	5,216
Midlife - Young Kids	1,835	928	1,153	483	100	53	4,552
Young	4,670	3,137	3,280	2,032	731	282	14,131
All	14,625	9,237	9,386	5,223	1,556	577	40,605

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	598	764	814	518	227	101	3,022
Midlife - Young Kids	268	250	227	215	84	37	1,081
Midlife - Carefree	174	168	148	136	54	26	706
Mature	615	875	876	551	283	180	3,380
All	1,655	2,057	2,065	1,420	648	344	8,189

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

Polaris Plus Summary - Doctors Orders

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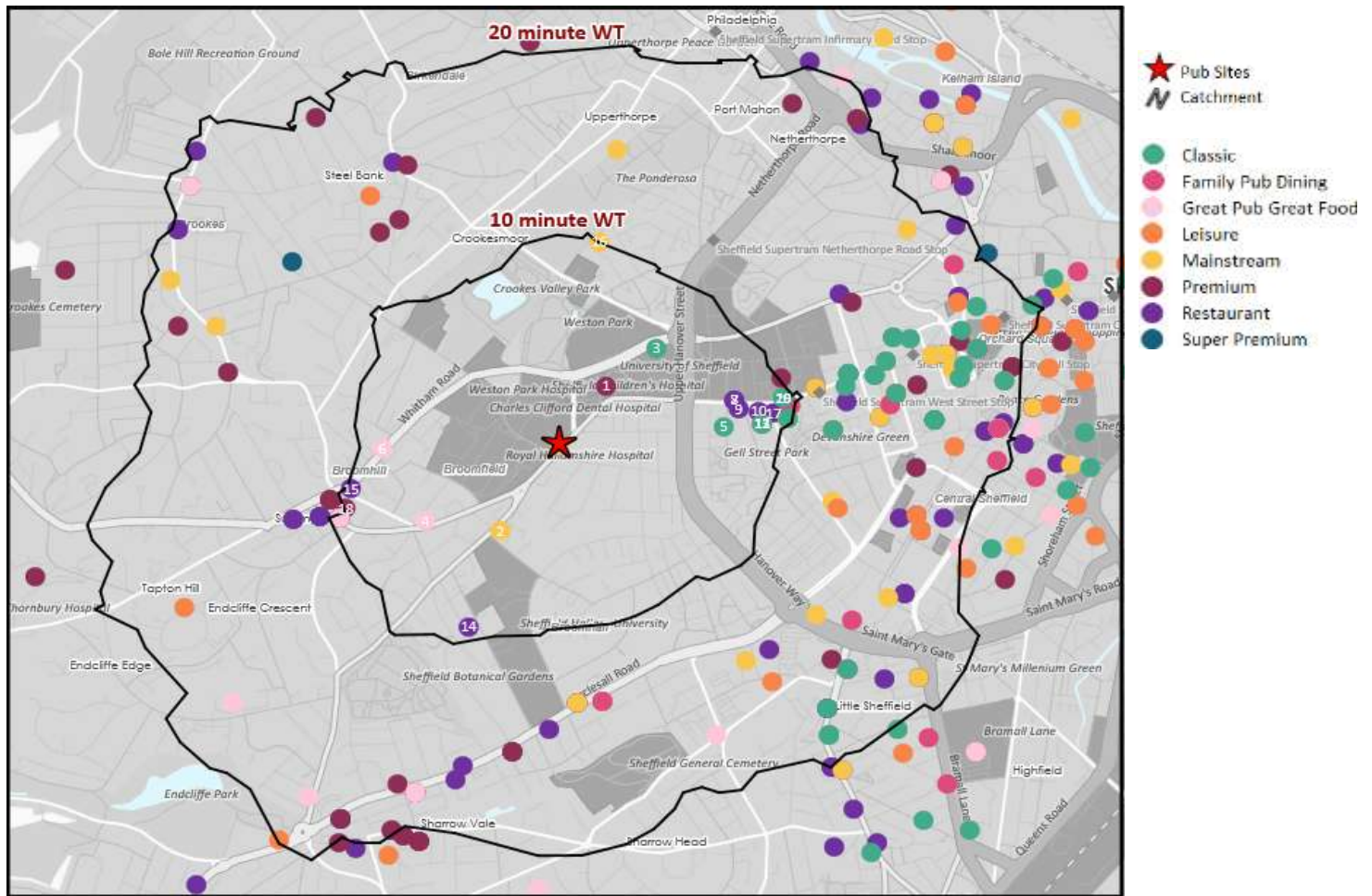
Polaris Plus Profile by Catchment

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						
Low	908	9,523	80,952	145	188	198
Medium	4,411	30,783	78,894	629	541	172
High	893	6,149	22,326	210	178	80
Midlife - Young Kids						
Low	11	36	39,771	3	1	170
Medium	3	3	8,067	1	0	44
High	53	594	1,374	71	98	28
Midlife - Carefree						
Low	0	25	22,448	0	1	126
Medium	0	0	11,290	0	0	38
High	0	65	10,717	0	3	56
Mature						
Low	21	1,217	38,062	2	17	68
Medium	0	92	45,774	0	1	70
High	48	1,023	52,620	5	13	84
Not Private Households	16	2,170	4,727	23	392	106
Total	6,364	51,680	417,022			

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Doctors Orders



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Doctors Orders	S 10 2JD	Star Pubs & Bars	Mainstream	0.9%	52.9%	0.00
1	University Of Sheffield	S 10 2TG	Independent Free	Premium	0.0%	0.0%	0.15
2	Francis Newton	S 10 2LA	Wetherspoons GB	Mainstream	22.0%	76.1%	0.21
3	University Arms	S 3 7HG	Independent Free	Classic	0.0%	0.0%	0.27
4	Rutland Hotel	S 10 2PY	Independent Free	Great Pub Great Food	5.2%	35.7%	0.30
5	Bath Hotel	S 3 7QL	Independent Free	Classic	0.0%	0.0%	0.32
6	Nottingham House	S 10 2SR	Trust Inns Limited	Great Pub Great Food	0.0%	0.0%	0.34
7	Grappa	S 10 2HS	Independent Free	Restaurant	0.0%	0.0%	0.35
8	Quetal Restaurant	S 10 2HS	Independent Free	Restaurant	0.0%	0.0%	0.35
9	Beju	S 10 2GW	Independent Free	Restaurant	2.5%	44.0%	0.36
10	Piccolos Restaurant	S 3 7RX	Independent Free	Restaurant	2.6%	42.3%	0.40
11	Revolution	S 1 4JB	Revolution Bars Group	Mainstream	0.4%	24.8%	0.40
12	Soho	S 1 4JB	Independent Free	Classic	9.2%	37.6%	0.40
13	Brewski	S 1 4JB	*Other Small Retail Groups	Restaurant	0.0%	0.0%	0.40
14	Curators House	S 10 2LR	Independent Free	Restaurant	0.0%	0.0%	0.41
15	Butcher and Catch	S 10 2SP	Independent Free	Restaurant	1.4%	53.0%	0.42
16	Dam House Bar and Restaurant	S 3 7NZ	Independent Free	Mainstream	4.7%	86.4%	0.42
17	Akbars	S 1 4JL	Akbar Restaurants	Restaurant	16.6%	60.1%	0.42
18	Bloomery	S 10 2PQ	Stonegate Pub Company	Premium	5.0%	64.1%	0.44
19	Beehive	S 1 4EU	Stonegate Pub Company	Classic	7.3%	62.5%	0.45
20	Cavendish	S 1 4EU	Stonegate Pub Company	Classic	22.2%	51.8%	0.45

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Doctors Orders

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Over GB Average
Around GB Average
Under GB Average

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,364	51,680	417,022
Number of Competition Pubs	29	180	732
Adults 18+ per Competition Pub	219	287	570

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Leisure	0	567	8.9%	89
Mainstream	6	986	15.5%	111
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Restaurant	10	1,507	23.7%	103
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Mainstream	126	62,152	14.9%	107
Premium	85	56,357	13.5%	94
Restaurant	166	94,206	22.6%	98
Super Premium	14	13,968	3.4%	85

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 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ 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																																								
	Index value is >= 105 and < 120																																								
Around GB Average	Index value is >= 95 and < 105																																								
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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.																																									
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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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium																																									
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.																																									
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Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																									
Acorn																																									
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.																																									
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