

Catchment Summary - Mill & Brook Long Eaton



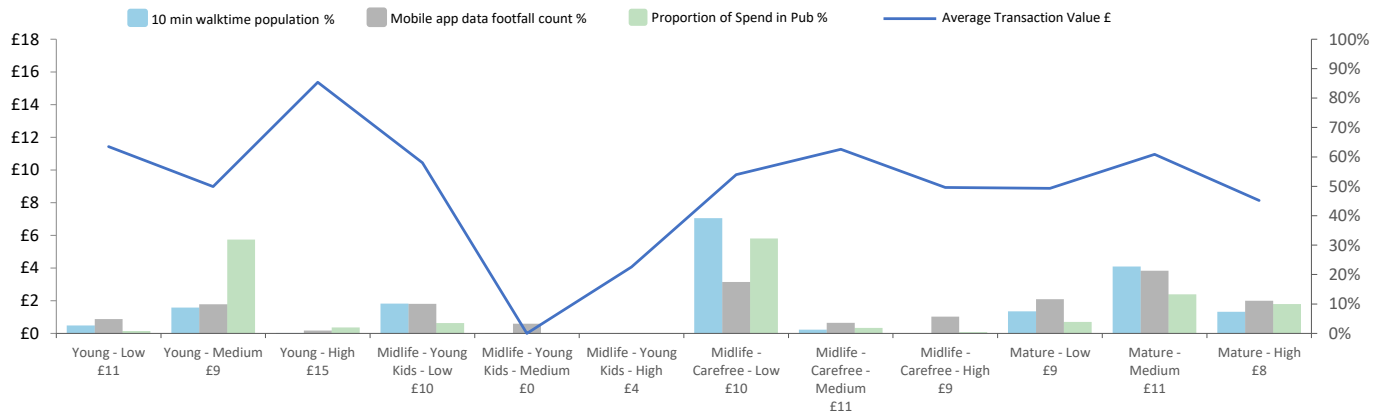
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Ship To	Name	Postcode	Operator	Segment	Sparsity
823496	Mill & Brook Long Eaton	NG10 4PB	Star Pubs & Bars	High Street Pub	7



- ★ Pub Sites
- 📍 Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Mill & Brook Long Eaton

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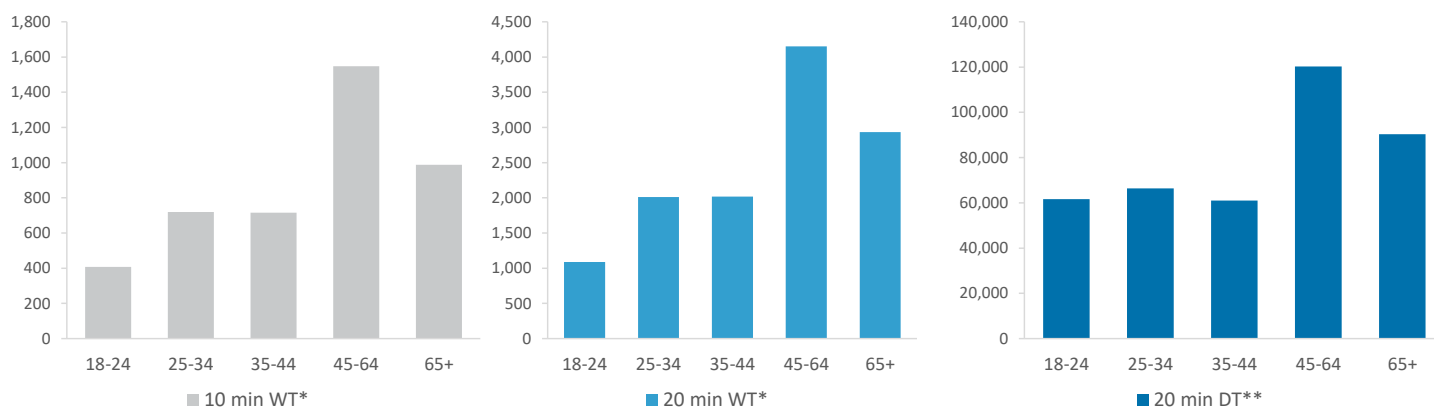
Over GB Average
Around GB Average
Under GB Average

*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		5,502	15,148	496,403	103	82	113
Adults 18+		4,379	12,201	399,620	97	80	114
Competition Pubs		2	8	482	11	22	116
Adults 18+ per Competition Pub		2,190	1,525	829	255	178	97
% Adults Likely to Drink		79.0%	79.0%	77.0%	104	104	101
Affluence	Low	59.5%	47.2%	42.6%	179	142	128
	Medium	32.9%	36.5%	40.9%	86	96	107
	High	7.6%	16.2%	15.4%	28	59	57
Age Profile							
	18-24	408	1,088	61,604	91	88	152
	25-34	720	2,011	66,359	98	100	100
	35-44	715	2,019	61,014	98	101	93
	45-64	1,548	4,151	120,318	110	107	94
	65+	988	2,932	90,325	93	101	95

*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs

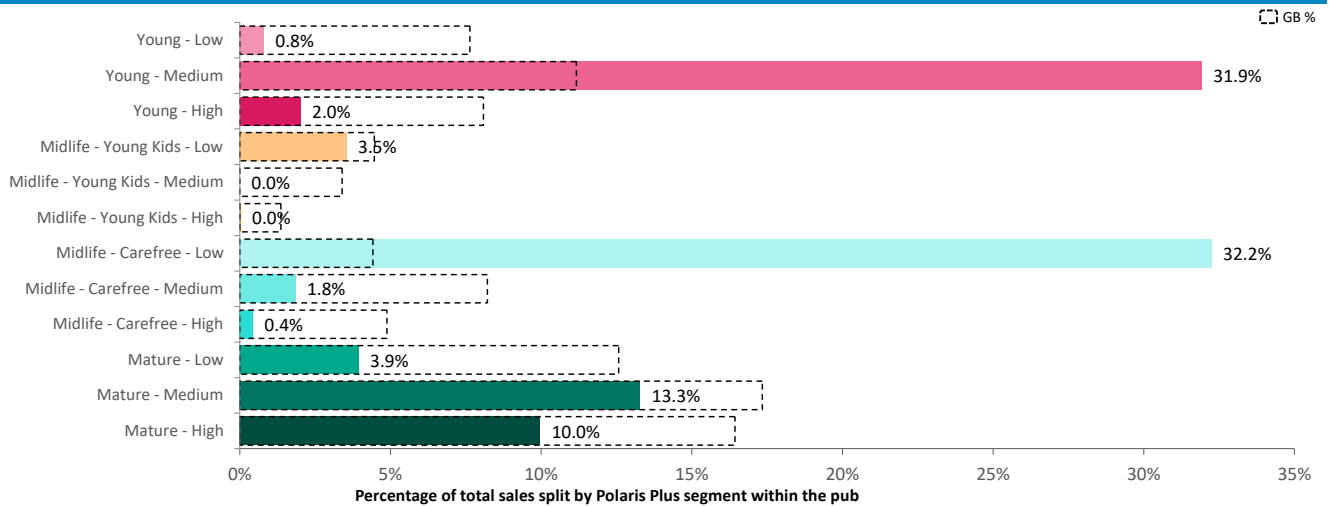


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,732 (50%)	7,454 (49%)	244,669 (49%)	101	100	101
	Female	2,770 (50%)	7,694 (51%)	251,734 (51%)	99	100	99
Economic Status (16+)	Employed: Full-time	1,761 (39%)	4,867 (39%)	135,387 (33%)	113	113	96
	Employed: Part-time	578 (13%)	1,603 (13%)	47,983 (12%)	108	108	98
	Self employed	343 (8%)	923 (7%)	27,039 (7%)	82	80	71
	Unemployed	117 (3%)	326 (3%)	11,106 (3%)	94	94	98
	Full-time student	70 (2%)	181 (1%)	13,351 (3%)	65	61	137
	Retired	990 (22%)	2,856 (23%)	85,192 (21%)	100	104	95
	Other	660 (15%)	1,784 (14%)	90,303 (22%)	84	82	126
Total Worker Count		1,160	5,866	234,048			

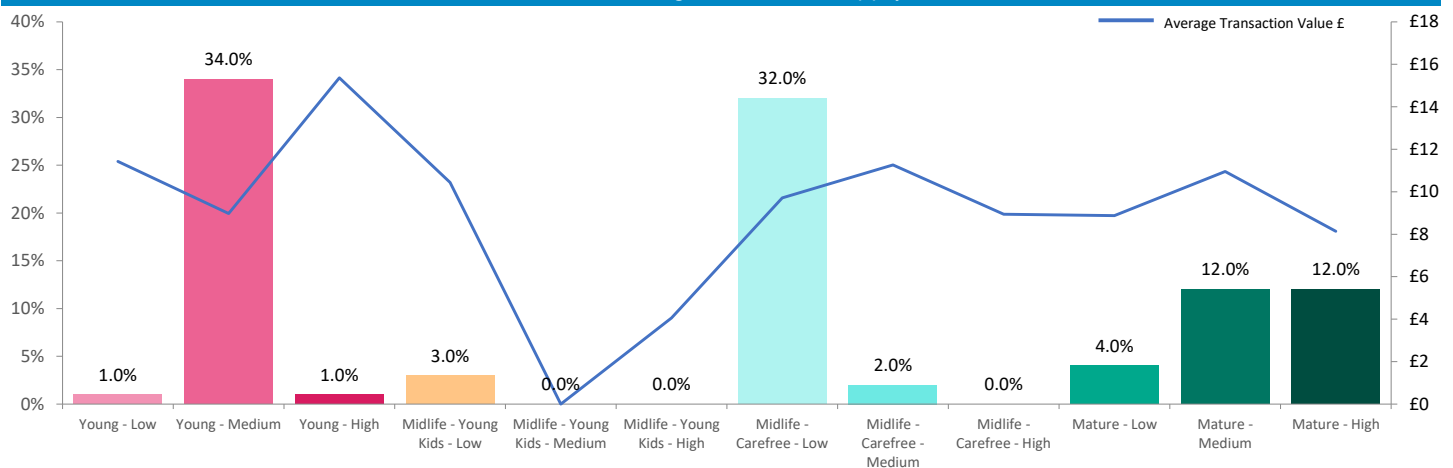
See the Glossary page for further information on the above variables

Transactional Data Summary - Mill & Brook Long Eaton

Spend by Polaris Plus

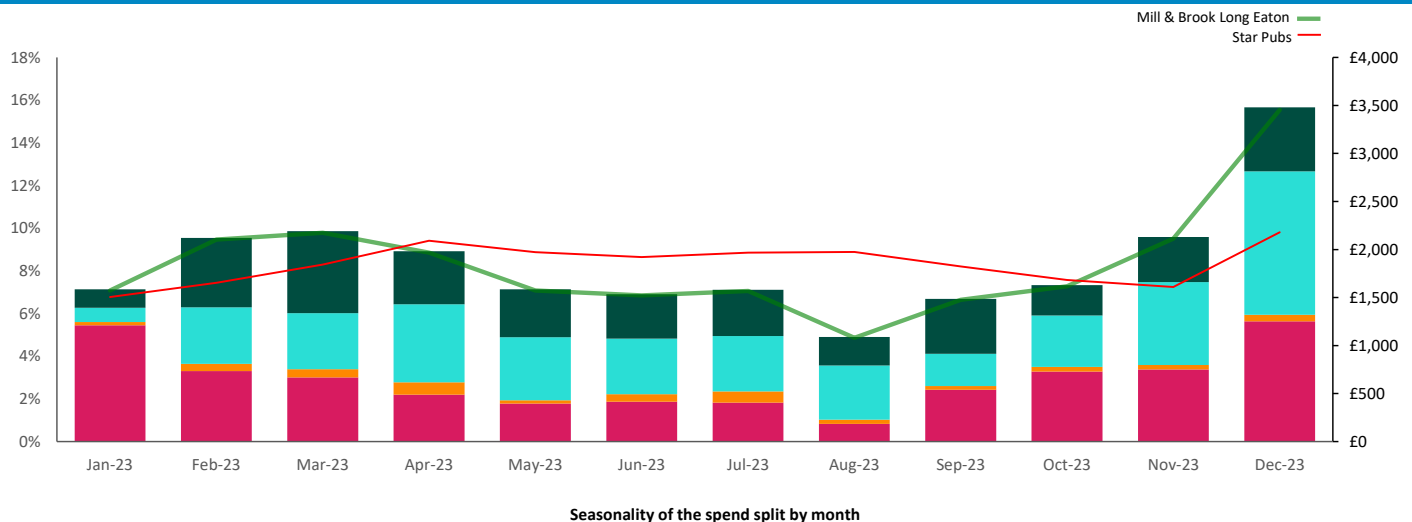


% of Transactions and Average Transaction Values (£) by Polaris Plus



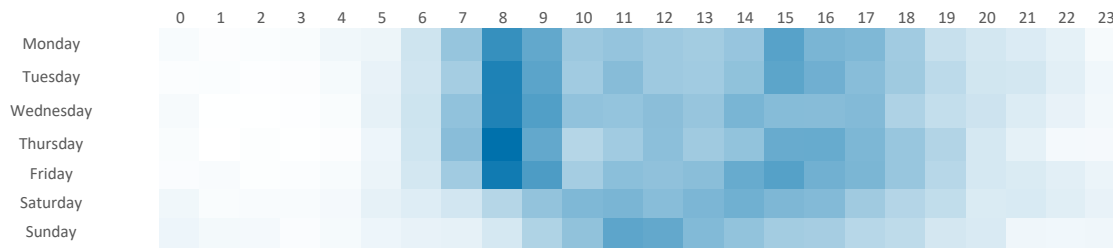
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



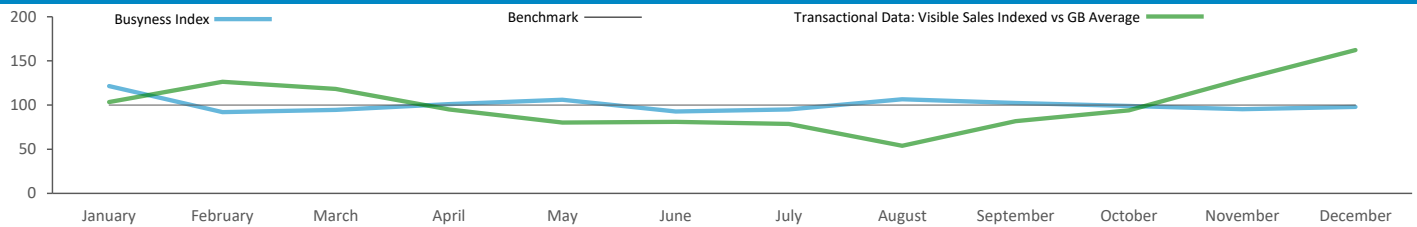
Mobile Data Summary - Mill & Brook Long Eaton

Time of Day/Day of Week



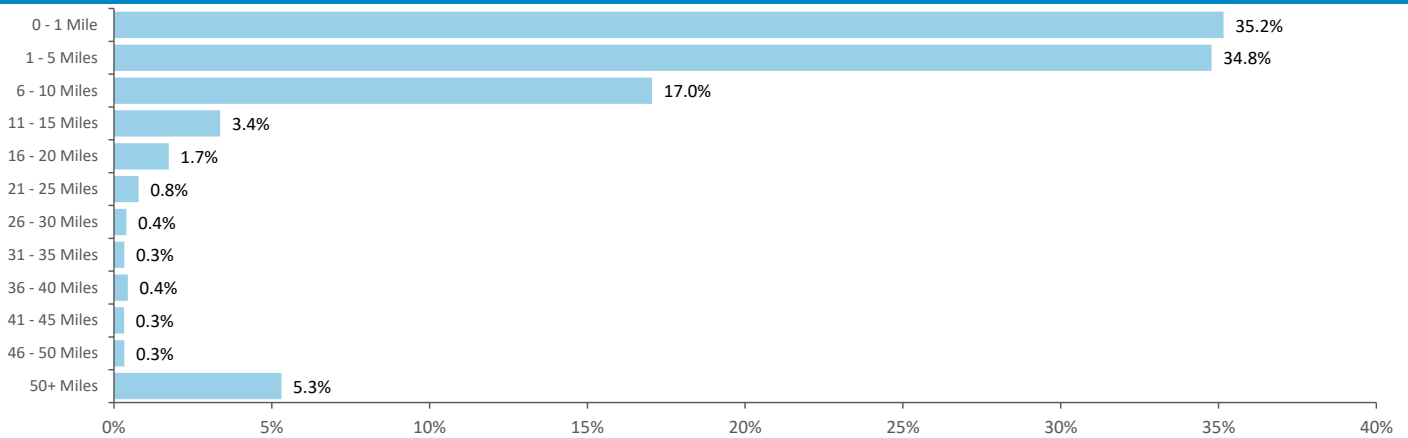
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

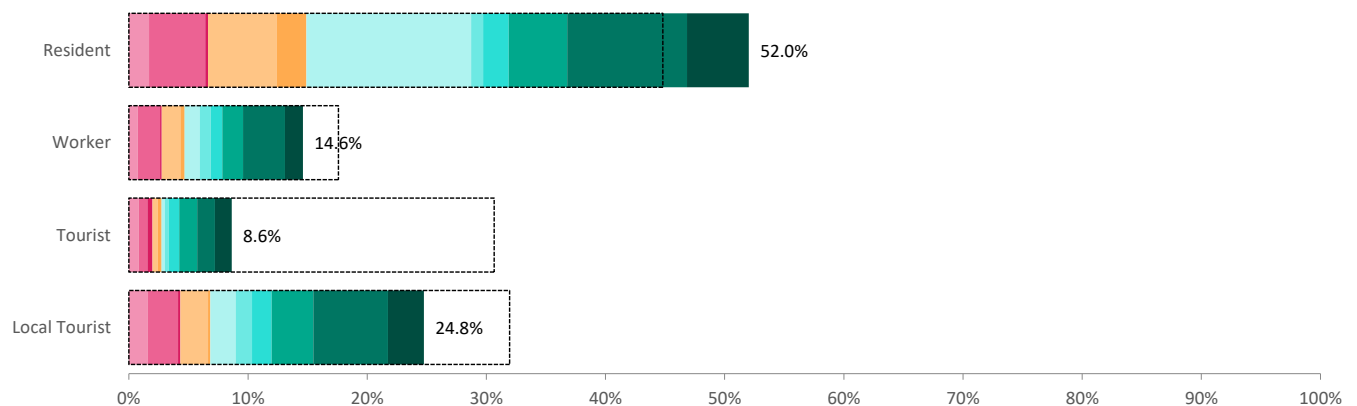
Distance from Home



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

Audience Classification by Polaris Plus

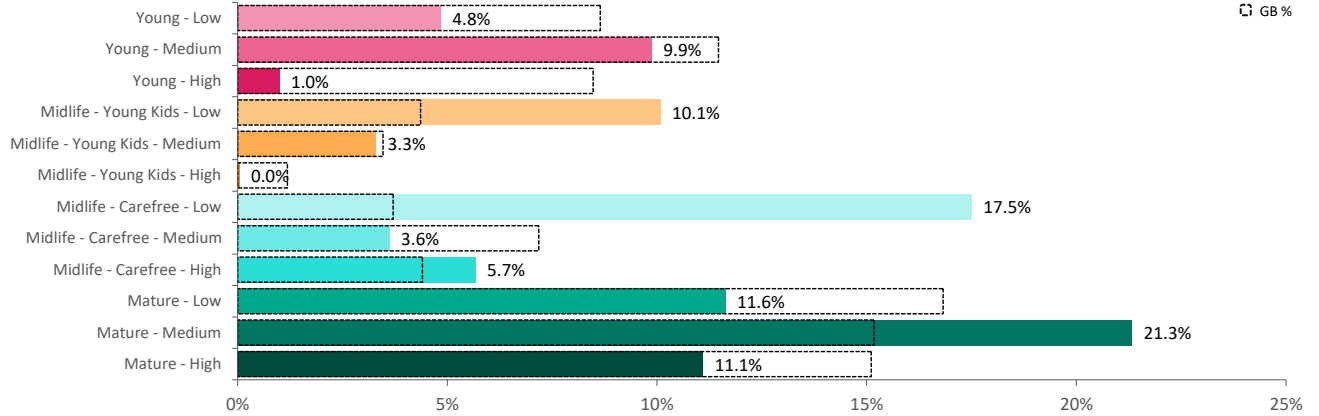
Base: GB



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

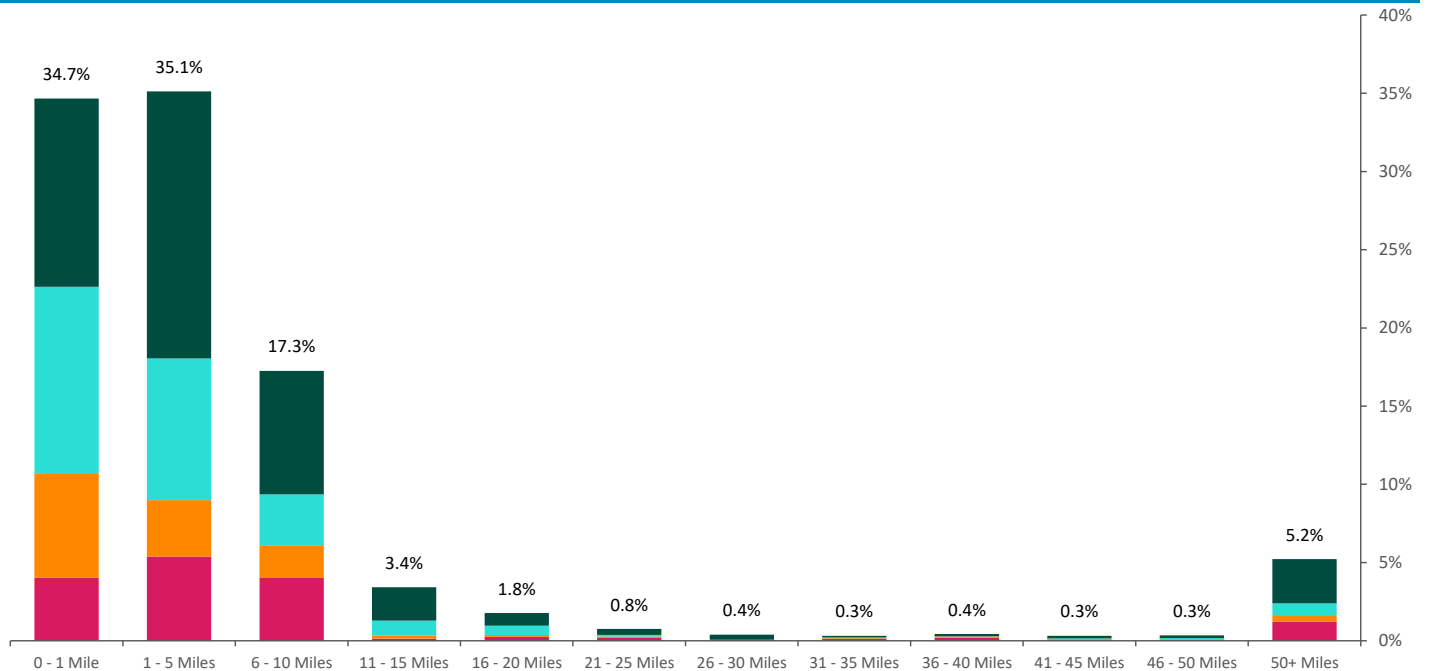
Mobile Data Summary - Mill & Brook Long Eaton

Polaris Plus Profile



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

Distance from Home by Polaris



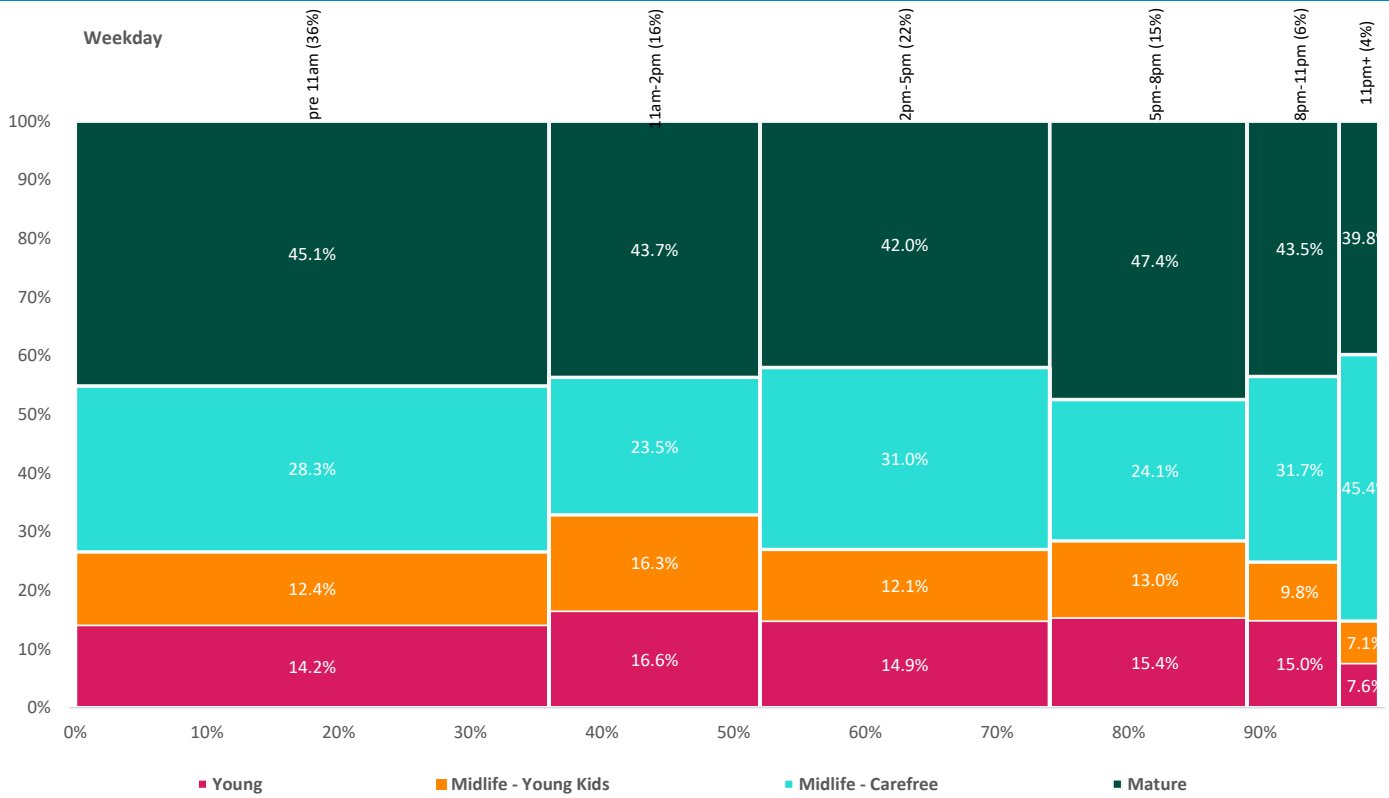
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Mill & Brook Long Eaton

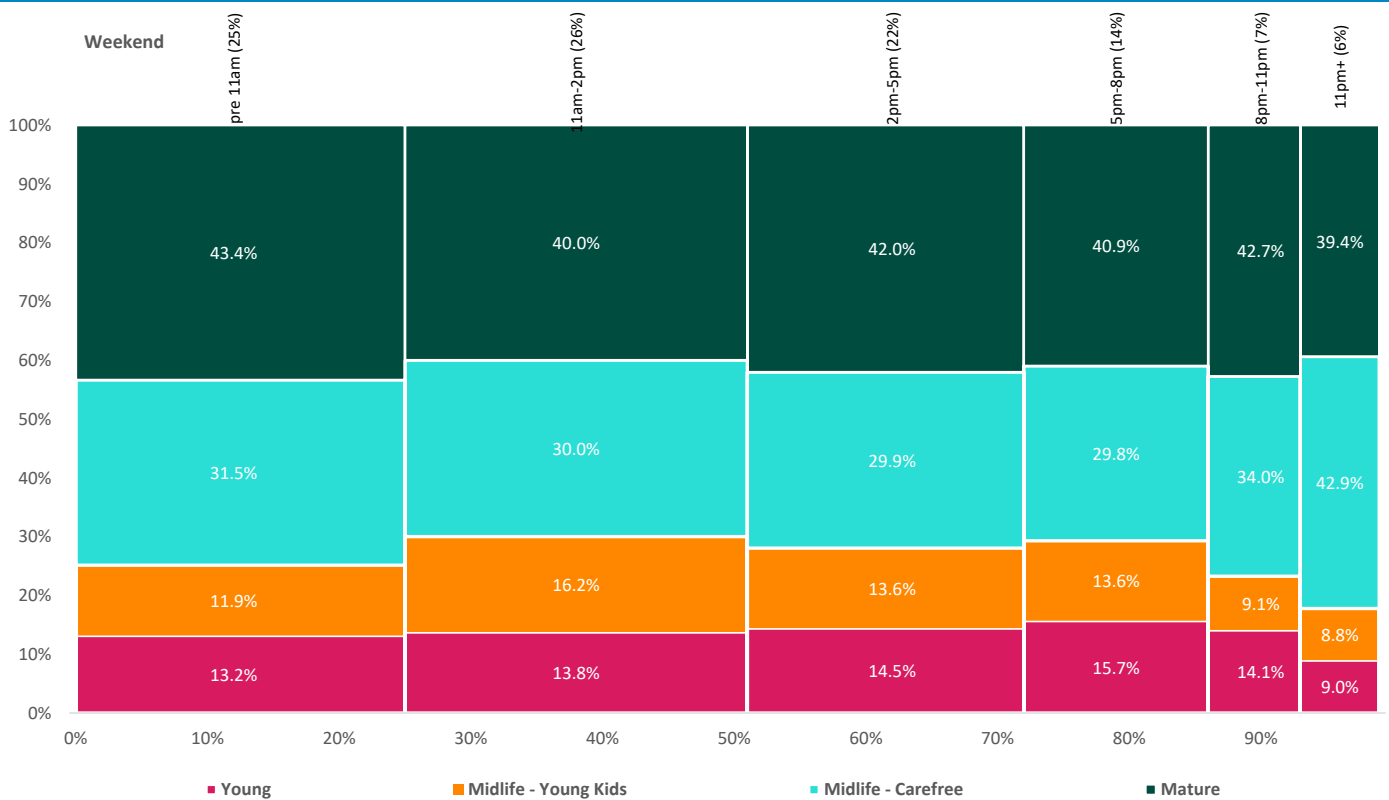


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Mill & Brook Long Eaton

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-  Pub Sites
-  Catchment
- Polaris Segments**
-  Young
-  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	509	2,047	130,328	42	61	118
Midlife - Young Kids	446	1,411	37,623	93	106	86
Midlife - Carefree	1,774	3,327	60,041	256	172	95
Mature	1,650	5,403	167,335	85	100	94
Not Private Households	0	13	4,293	0	8	82
Total	4,379	12,201	399,620			

Polaris Plus Summary - Mill & Brook Long Eaton

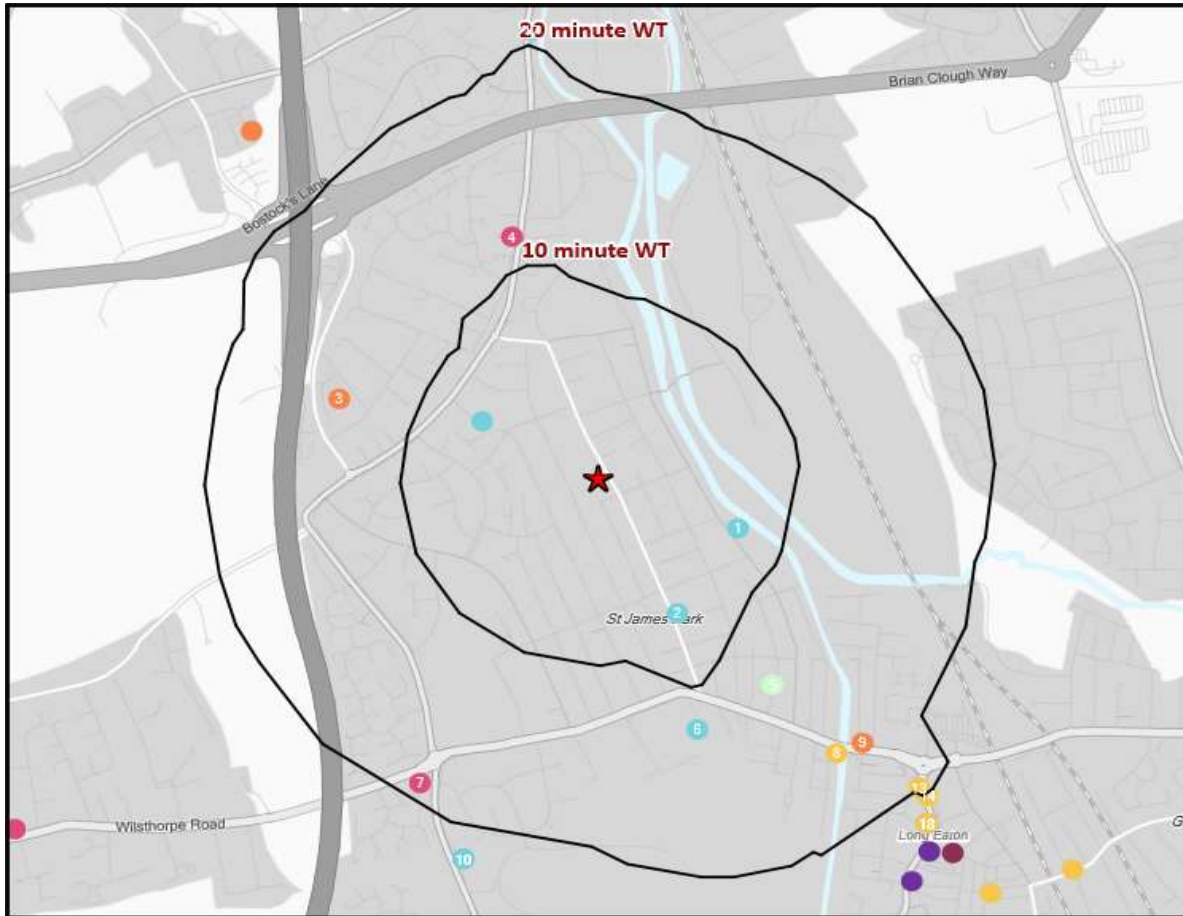


Polaris Plus Profile by Catchment

*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						
Low	117	319	52,399	27	27	134
Medium	384	1,714	68,847	80	128	157
High	8	14	9,082	3	2	34
Midlife - Young Kids						
Low	442	1,342	32,296	184	201	147
Medium	4	69	5,019	2	13	29
High	0	0	308	0	0	7
Midlife - Carefree						
Low	1,717	2,712	33,997	931	527	202
Medium	57	493	17,401	18	56	61
High	0	122	8,643	0	22	49
Mature						
Low	330	1,387	51,396	55	83	94
Medium	997	2,176	72,304	145	114	116
High	323	1,840	43,635	49	101	73
Not Private Households	0	13	4,293	0	8	82
Total	4,379	12,201	399,620			

CGA Summary - Mill & Brook Long Eaton



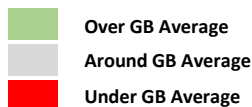
CGA Licensed Premises

- 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)
0	British Rail Association Club	NG10 4FL	Independent Free	Clubland	0.3
1	Curzon Club	NG10 4HH	Independent Free	Clubland	0.3
2	Zingari Club And Institute	NG10 4NP	Independent Free	Clubland	0.3
3	Best Western Nottingham Derby	NG10 4EP	Independent Free	Hotel	0.5
4	Bridge Inn	NG10 5LW	Star Pubs & Bars	Family Pub Dining	0.5
5	Sportsman	NG10 4HA	Star Pubs & Bars	Community Pub	0.5
6	Long Eaton Masonic Club	NG10 4LR	Independent Free	Clubland	0.5
7	Eaton Farm	NG10 4AW	Marston's	Family Pub Dining	0.7
8	Mill And Brook	NG10 4QB	Star Pubs & Bars	High Street Pub	0.7
9	Bennetts Hotel And Restaurant	NG10 1LW	Independent Free	Hotel	0.7
10	Sawley And Long Eaton Cricket Club	NG10 4AA	Independent Free	Clubland	0.8
10	West Park Leisure Centre	NG10 4AA	Independent Free	Clubland	0.8
10	Long Eaton Rugby Club	NG10 4AA	Independent Free	Clubland	0.8
13	Copper Cogs	NG10 1JQ	Independent Free	High Street Pub	0.9
14	No 58 Bistro	NG10 1LT	Independent Free	High Street Pub	0.9
14	York Chambers	NG10 1LT	Independent Free	Community Pub	0.9
14	Oxford	NG10 1LT	Amber Taverns	High Street Pub	0.9
17	Sandiacre Town Cricket Club	NG10 5JJ	Independent Free	Clubland	0.9
18	Al Naseeb	NG10 1JL	Independent Free	Restaurants	0.9
18	Famous Corner Pin	NG10 1JL	Star Pubs & Bars	Community Pub	0.9
18	Solicitors Cocktail Bar	NG10 1JL	Independent Free	High Street Pub	0.9

Per Pub Analysis - Mill & Brook Long Eaton



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,379	12,201	399,620
Number of Competition Pubs	2	8	482
Adults 18+ per Competition Pub	2,190	1,525	829

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	101	2.3%	29
Circuit Bar	0	83	1.9%	47
Community Pub	0	747	17.1%	89
Craft Led	0	63	1.4%	42
Great Pub Great Food	0	401	9.2%	52
High Street Pub	0	723	16.5%	90
Premium Local	0	488	11.1%	68

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	468	3.8%	48
Circuit Bar	0	344	2.8%	70
Community Pub	1	2,287	18.7%	98
Craft Led	0	271	2.2%	64
Great Pub Great Food	0	1,630	13.4%	75
High Street Pub	2	2,187	17.9%	97
Premium Local	0	1,796	14.7%	89

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	24,942	6.2%	77
Circuit Bar	19	18,759	4.7%	116
Community Pub	64	86,447	21.6%	113
Craft Led	0	14,417	3.6%	104
Great Pub Great Food	4	54,153	13.6%	77
High Street Pub	95	85,208	21.3%	116
Premium Local	85	60,003	15.0%	91

Glossary

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																																								
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 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>Young</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 Wanting to look good in the group</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>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</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> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"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"	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- 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																						
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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 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.																																									
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.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan				Large Urban								Small Urban				Rural			
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