

Catchment Summary - White Lion

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

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**
4.898	8.469	156.083

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
93	44	37

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

86	41	38
32	18	43
72	93	82
102	103	104

93	66	56
94	94	77
121	152	181

104	112	115
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68	67	102
80	81	91
104	102	97
98	99	102
117	117	111

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

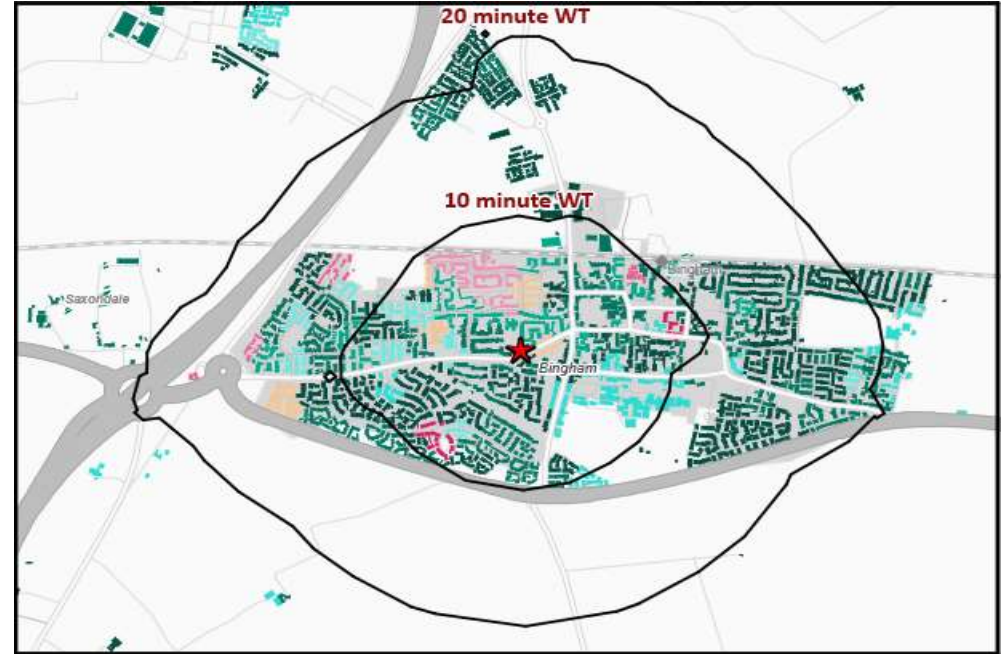
% Adults Likely to Drink

Affluence	Low	21,8%	18,5%
	Medium	35,7%	29,5%
	High	33,3%	49,8%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

Age Profile	18-24	280	480	13.498
	25-34	530	932	19.190
	35-44	687	1.169	20.396
	45-64	1.221	2.115	40.175
	65+	1.098	1.891	33.029



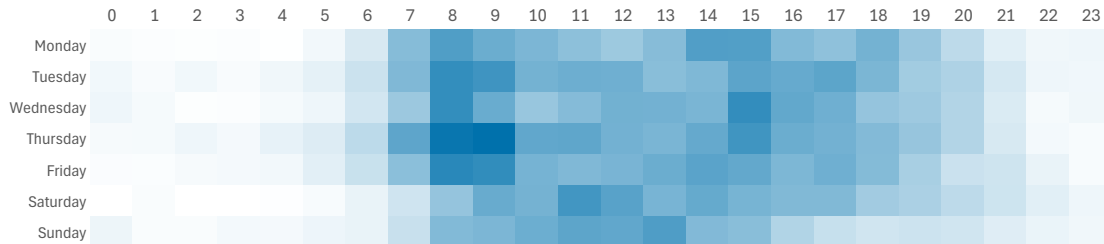
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Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
 - Low (Pink)
 - Medium (Red)
 - High (Magenta)
- Midlife - Young Kids**
 - Low (Light Orange)
 - Medium (Orange)
 - High (Dark Orange)
- Midlife - Carefree**
 - Low (Light Blue)
 - Medium (Cyan)
 - High (Teal)
- Mature**
 - Low (Light Green)
 - Medium (Green)
 - High (Dark Green)

Mobile Data Summary

Time of Day/Day of Week



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	500	571	25.210	47	31	72
Midlife - Young Kid	232	301	5.828	56	42	42
Midlife - Carefree	474	620	20.999	79	60	105
Mature	2.604	5.044	71.425	154	173	128
<i>Not Private Households</i>	6	51	2.826	1.300	6.399	18.495
Total	3.816	6.587	126.288			

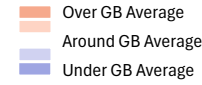


Per Pub - White Lion

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

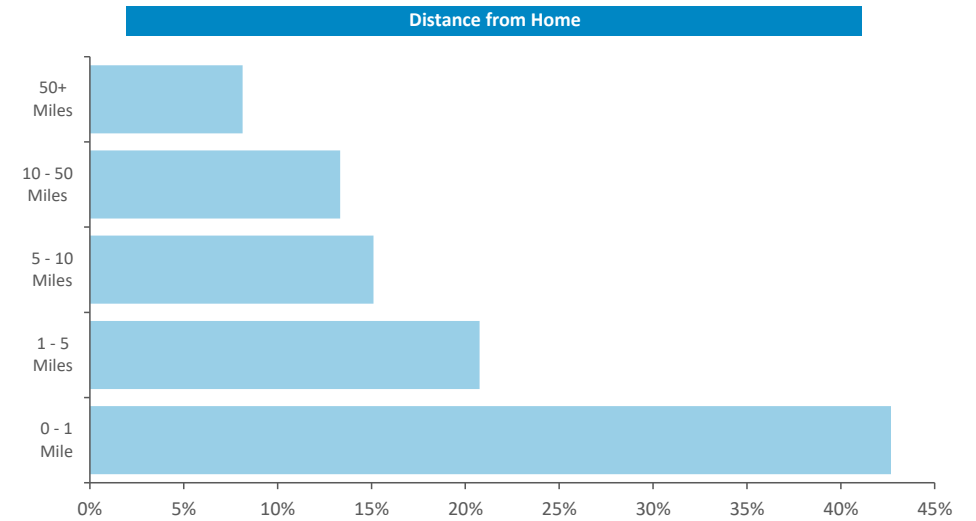
Adults 18+	3.816	6.587	126.288
Number of Competition Pubs	6	8	173
Adults 18+ per Competition Pub	636	823	730



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	162	4,2%	51
Circuit Bar	1	93	2,4%	58
Community Pub	0	884	23,2%	118
Craft Led	0	38	1,0%	28
Great Pub Great Food	1	828	21,7%	119
High Street Pub	0	799	20,9%	111
Premium Local	2	827	21,7%	128

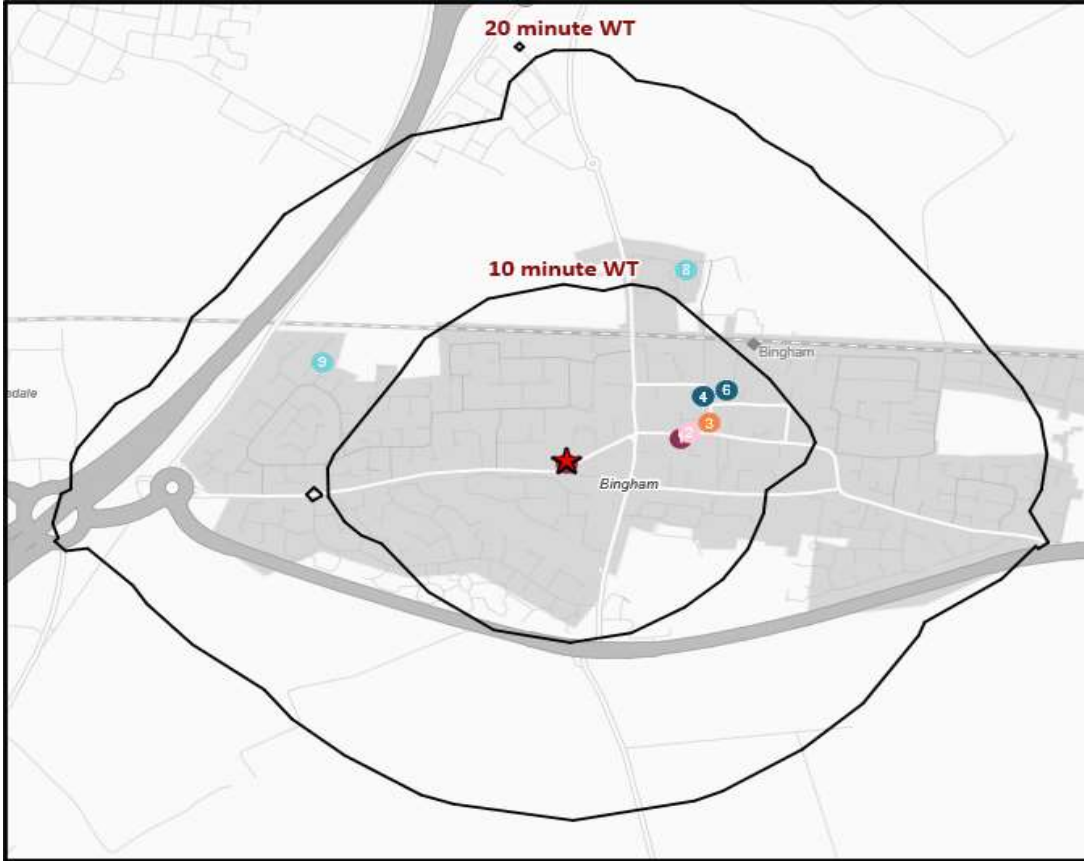
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	278	4,2%	51
Circuit Bar	1	115	1,7%	42
Community Pub	0	1.265	19,2%	98
Craft Led	0	48	0,7%	20
Great Pub Great Food	1	1.721	26,1%	144
High Street Pub	0	1.164	17,7%	94
Premium Local	2	1.690	25,6%	151

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	9	9.798	7,8%	93
Circuit Bar	7	2.837	2,2%	54
Community Pub	10	19.177	15,2%	78
Craft Led	0	3.333	2,6%	74
Great Pub Great Food	15	35.535	28,1%	155
High Street Pub	15	17.355	13,7%	73
Premium Local	50	30.735	24,3%	144



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Competition - White Lion



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	Gilt	NG13 8AP	Great Northern Inns	ABOS	24,2%	0,34
6	Butter Cross	NG13 8AP	Wetherspoons GB	Circuit Bar	22,4%	0,34
1	Wheatsheaf Inn	NG13 8BG	Independent Free	Premium Local	15,2%	0,22
2	Horse & Plough	NG13 8AF	Castle Rock	GPGF	12,3%	0,24
4	Yeung Sing	NG13 8AR	Independent Free	Restaurants	11,1%	0,30
0	White Lion	NG13 8AT	Star Pubs & Bars	Premium Local	10,6%	0,00
4	Cured	NG13 8AR	Independent Free	ABOS	3,9%	0,30
3	Bingham Townhouse Hotel	NG13 8AB	Independent Free	Hotel	0,4%	0,29
8	Bingham Football Club	NG13 8GG	Independent Free	Clubland	0,0%	0,47
9	Pavillion At Bingham	NG13 8TN	Independent Free	Clubland	0,0%	0,51

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

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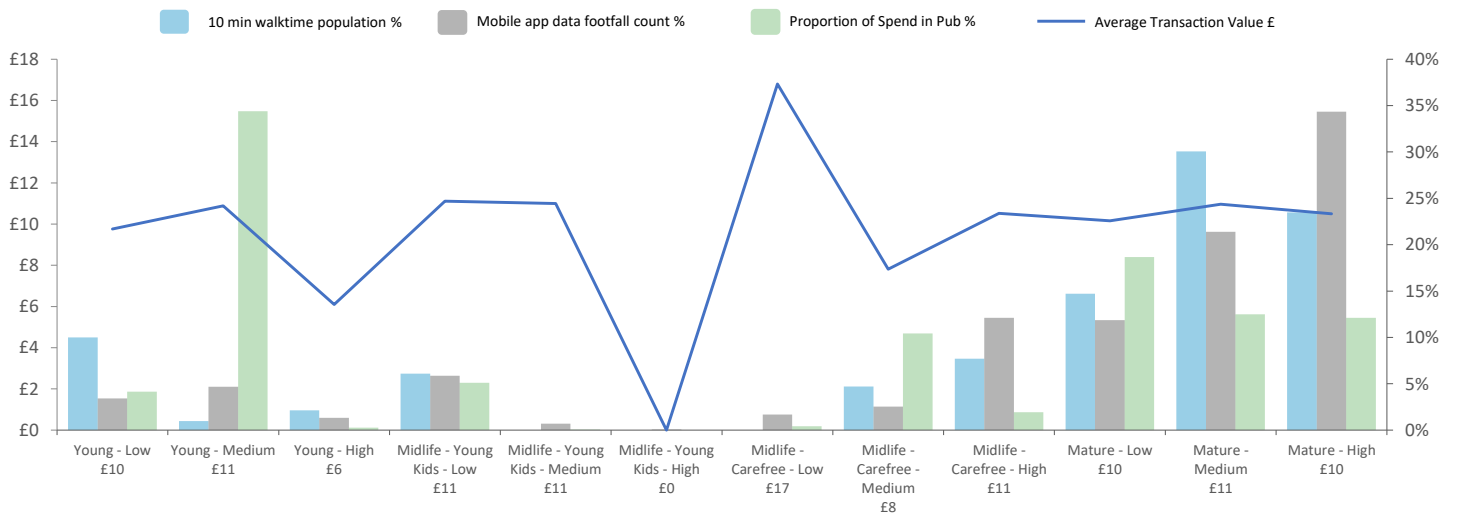
Catchment Summary - White Lion

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
85079	White Lion	NG13 8AT	Star Pubs & Bars	Premium	16
				Local	



Polaris Plus Profile



See the Glossary page for further information on the above variables

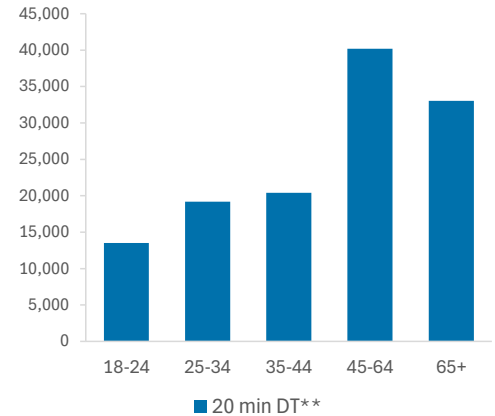
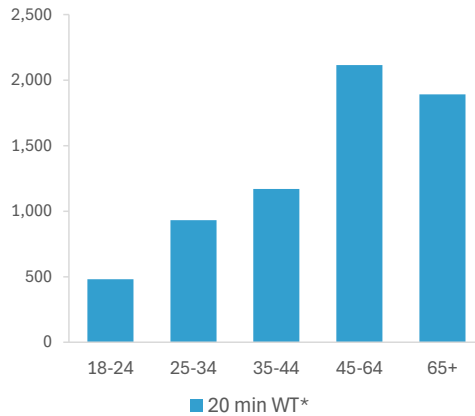
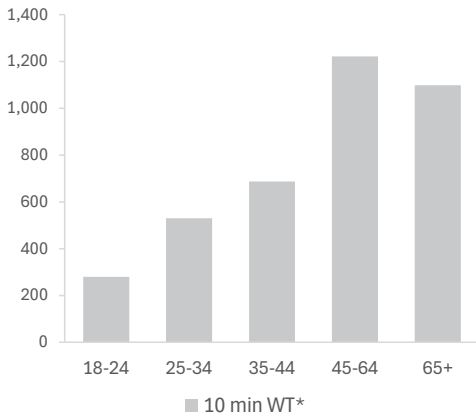
Catchment Summary - White Lion

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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	4,898	8,469	156,083	93	44	37	
Adults 18+	3,816	6,587	126,288	86	41	38	
Competition Pubs	6	8	173	32	18	43	
Adults 18+ per Competition Pub	636	823	730	72	93	82	
% Adults Likely to Drink	77,1%	78,0%	78,4%	102	103	104	
Affluence	Low	30,8%	21,8%	18,5%	93	66	56
	Medium	35,7%	35,7%	29,5%	94	94	77
	High	33,3%	41,7%	49,8%	121	152	181
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)	£22,225	£23,859	£24,478	104	112	115	
Age Profile	18-24	280	480	13,498	68	67	102
	25-34	530	932	19,190	80	81	91
	35-44	687	1,169	20,396	104	102	97
	45-64	1,221	2,115	40,175	98	99	102
	65+	1,098	1,891	33,029	117	117	111



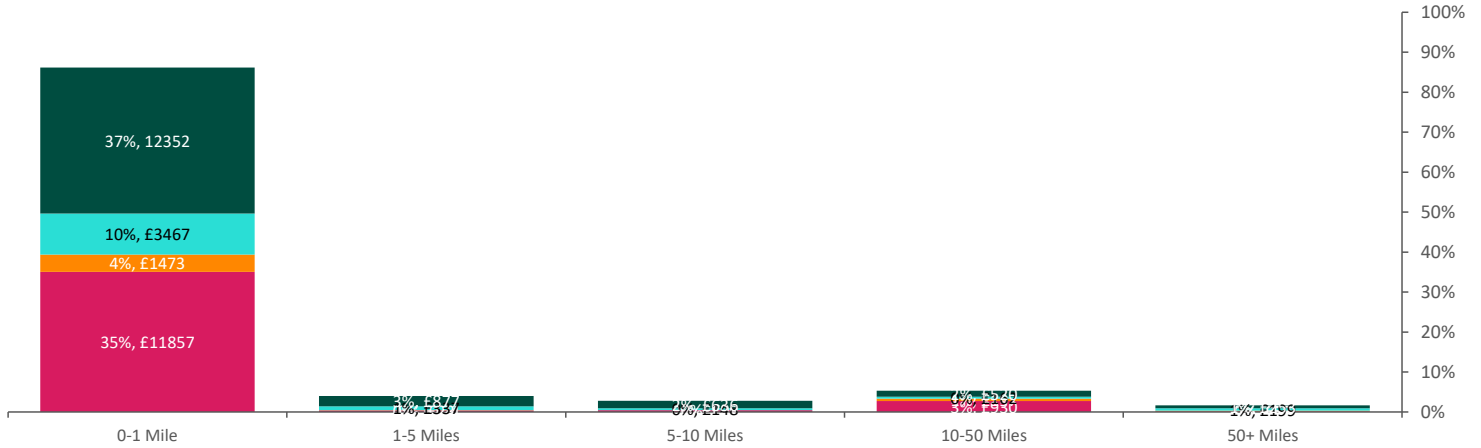
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	2,327 (48%)	4,045 (48%)	77,880 (50%)	97	97	102
	Female	2,571 (52%)	4,424 (52%)	78,203 (50%)	103	102	98
Economic Status (16+)	Employed: Full-time	1,352 (34%)	2,375 (35%)	44,993 (35%)	100	101	101
	Employed: Part-time	517 (13%)	895 (13%)	15,093 (12%)	108	108	96
	Self employed	344 (9%)	583 (9%)	12,076 (9%)	95	93	101
	Unemployed	77 (2%)	114 (2%)	2,532 (2%)	76	65	76
	Full-time student	63 (2%)	107 (2%)	3,002 (2%)	67	66	98
	Retired	1,076 (27%)	1,954 (29%)	32,223 (25%)	124	130	113
	Other	516 (13%)	798 (12%)	20,010 (15%)	75	67	88
Total Worker Count	1,909	3,660	66,446				

See the Glossary page for further information on the above variables

Transactional Data Summary - White Lion

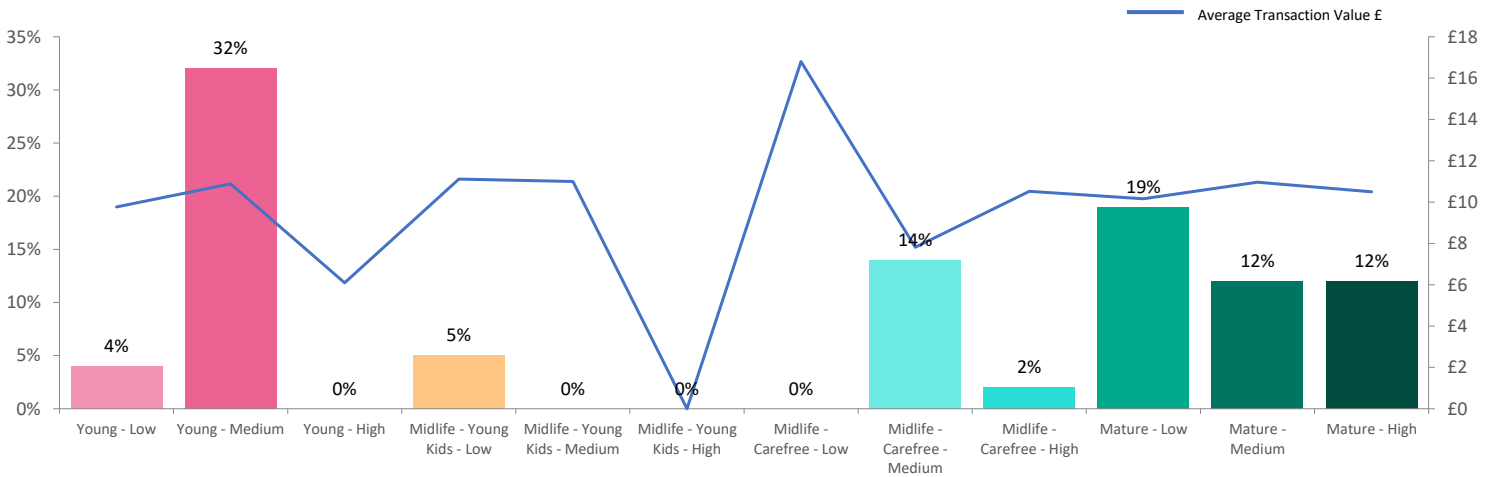
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Spend by Polaris and Distance from Home



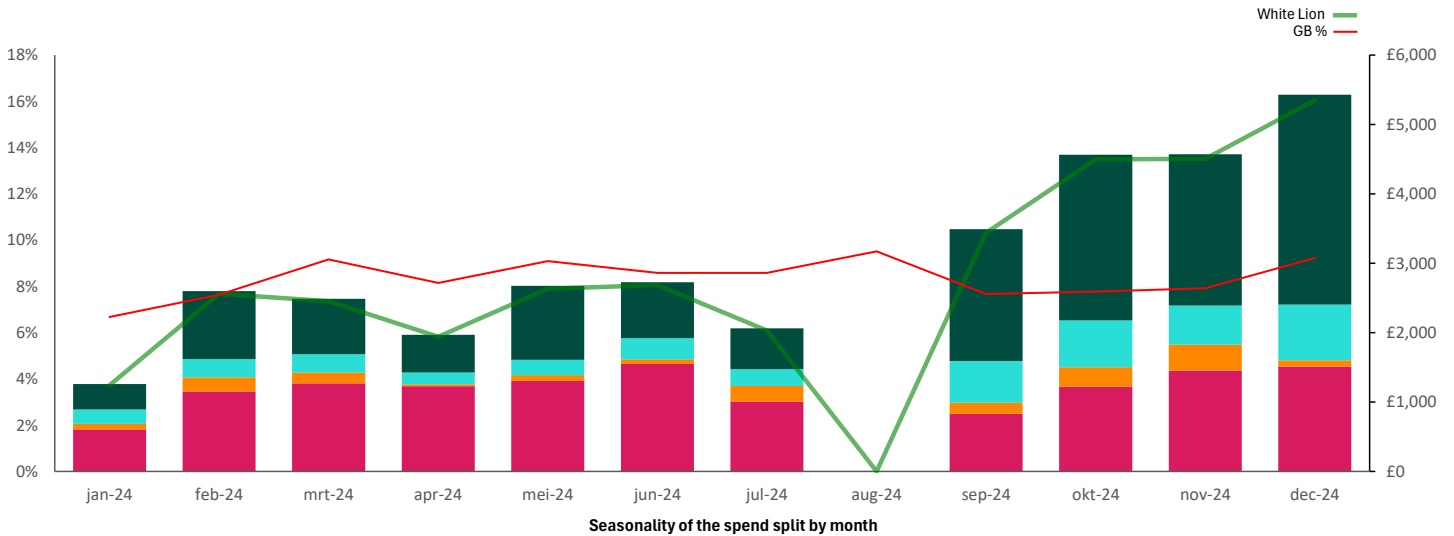
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



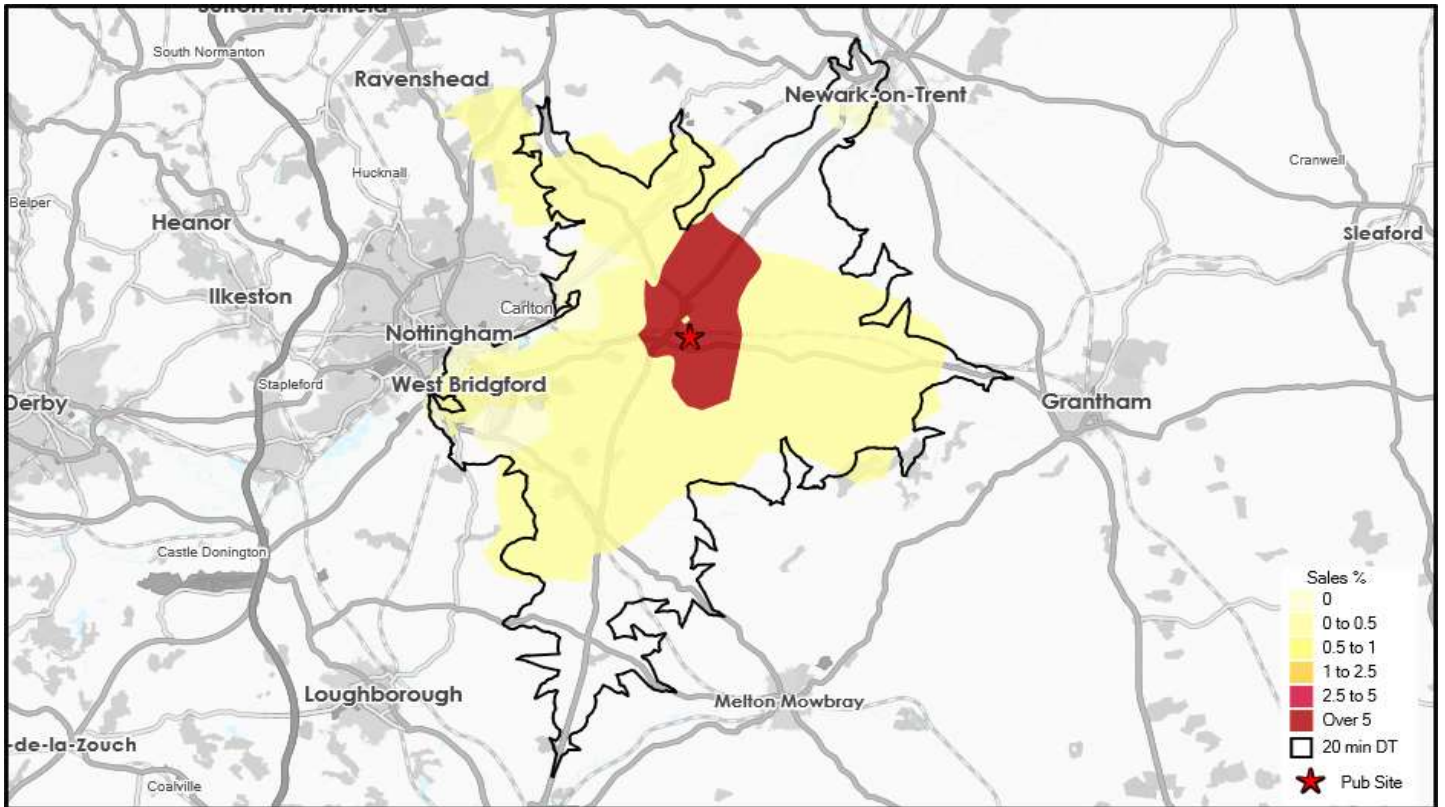
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



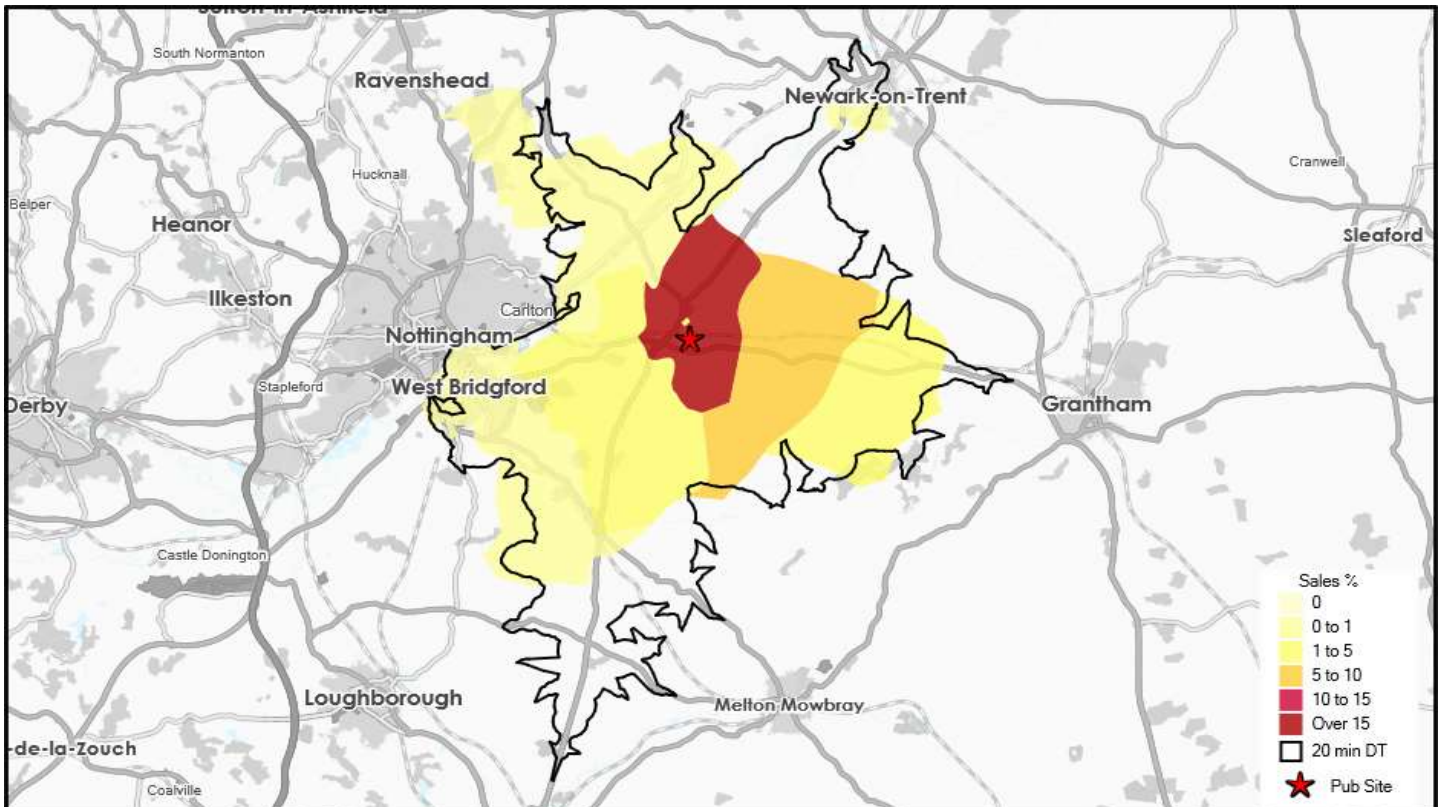
Seasonality of the spend split by month

White Lion Share of Spend from Postcode Sectors within 20 minute Drive



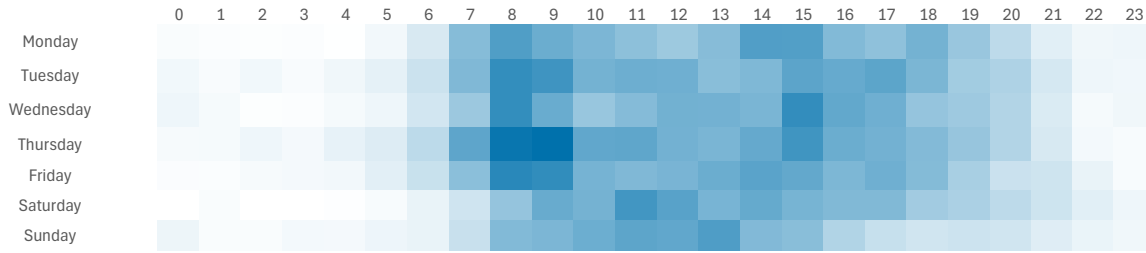
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of White Lion



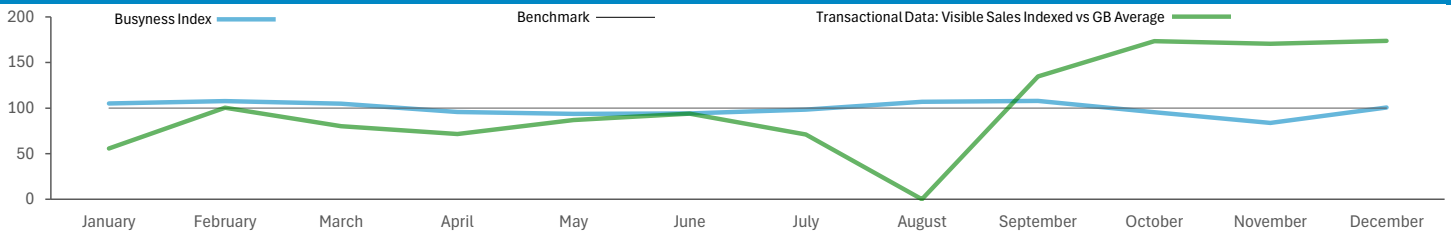
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



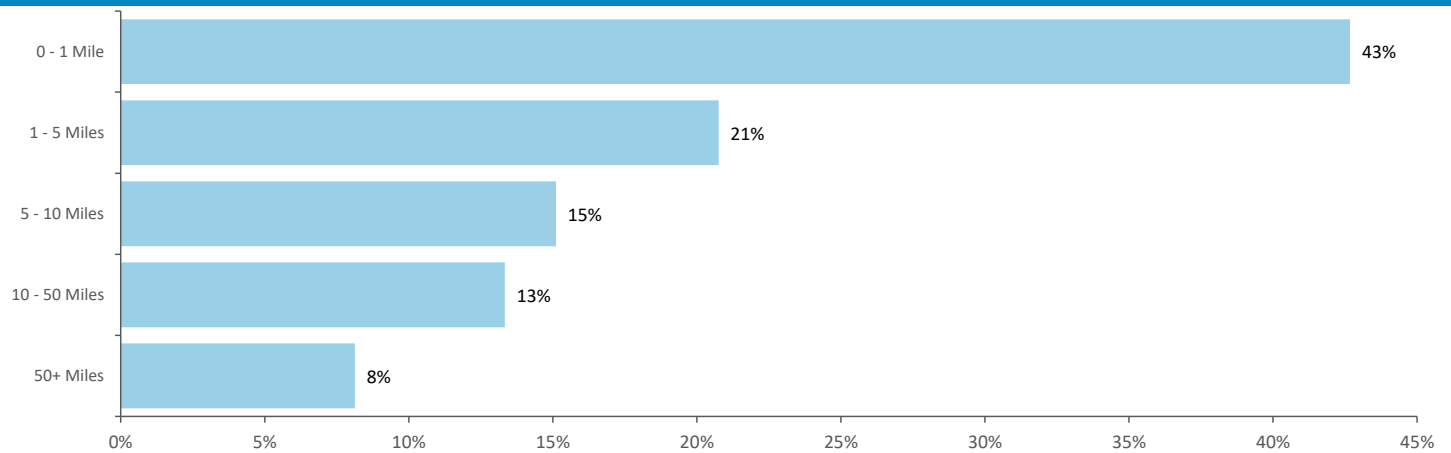
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

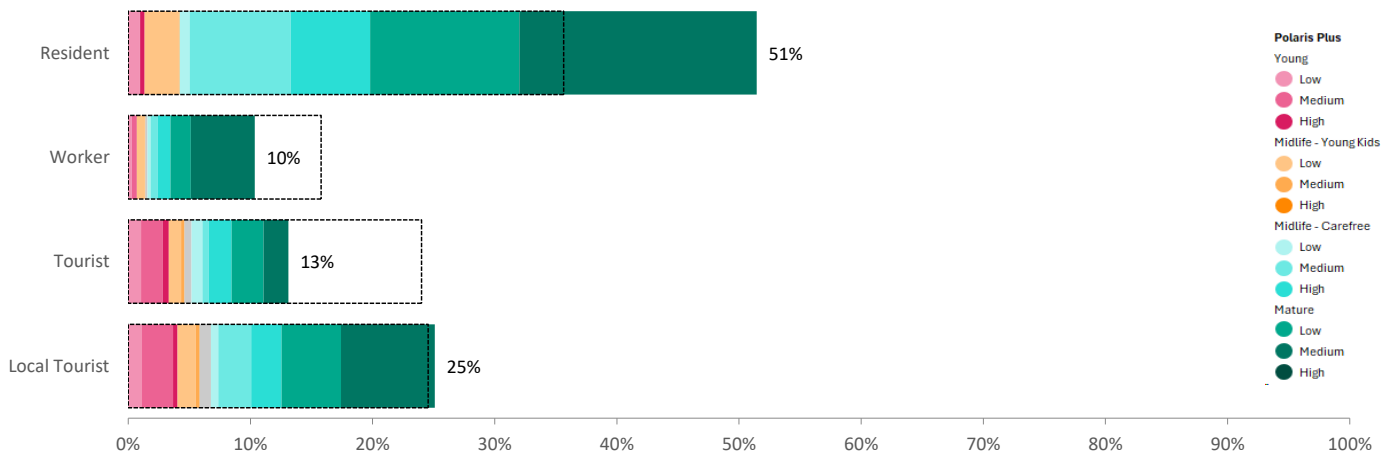
Distance from Home



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



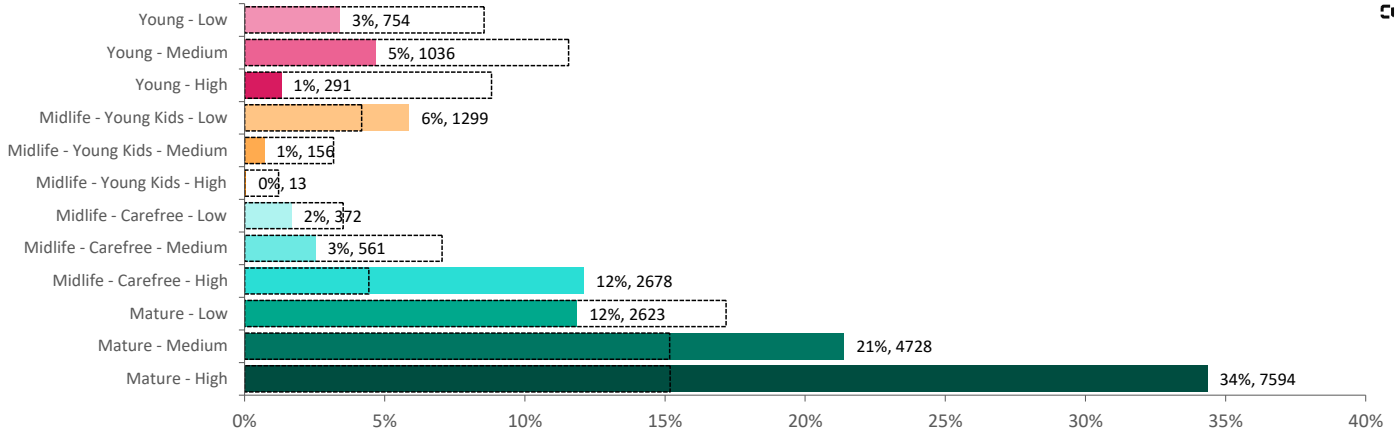
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - White Lion

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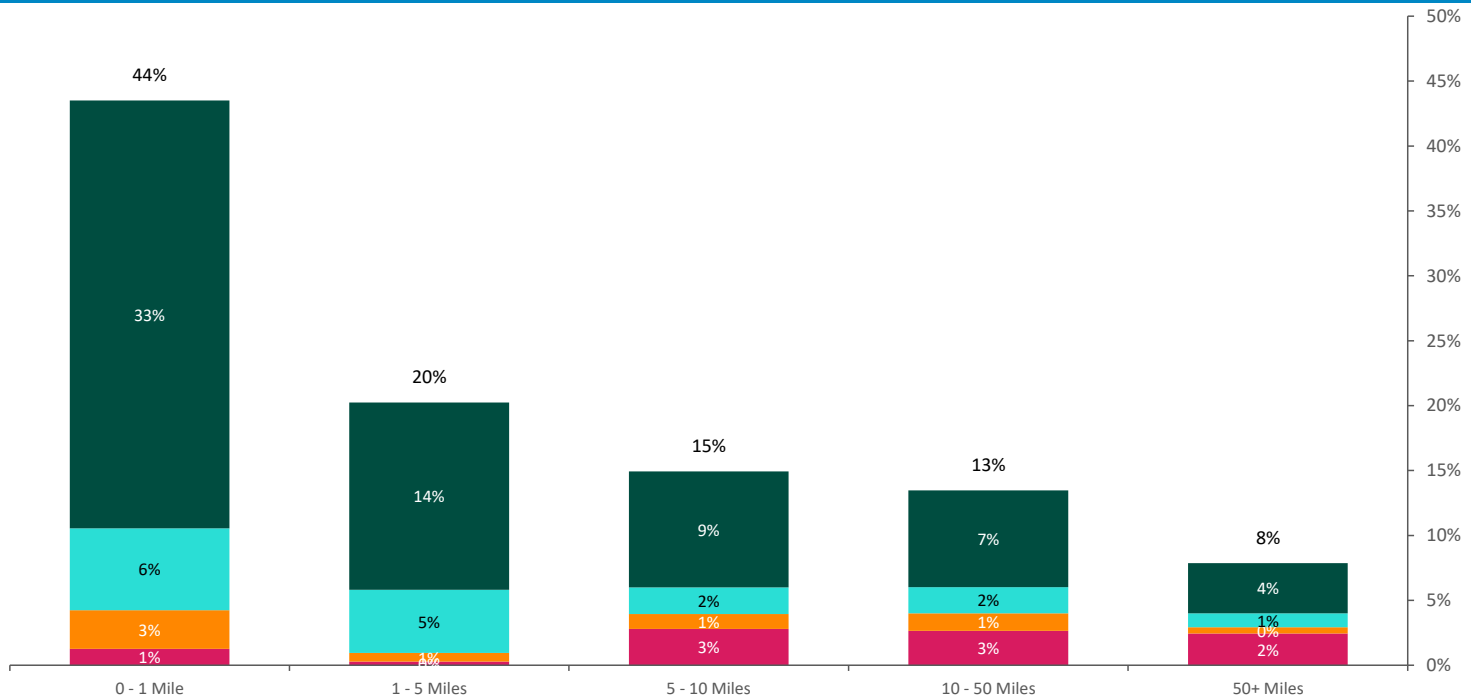
Polaris Plus Profile

GB %



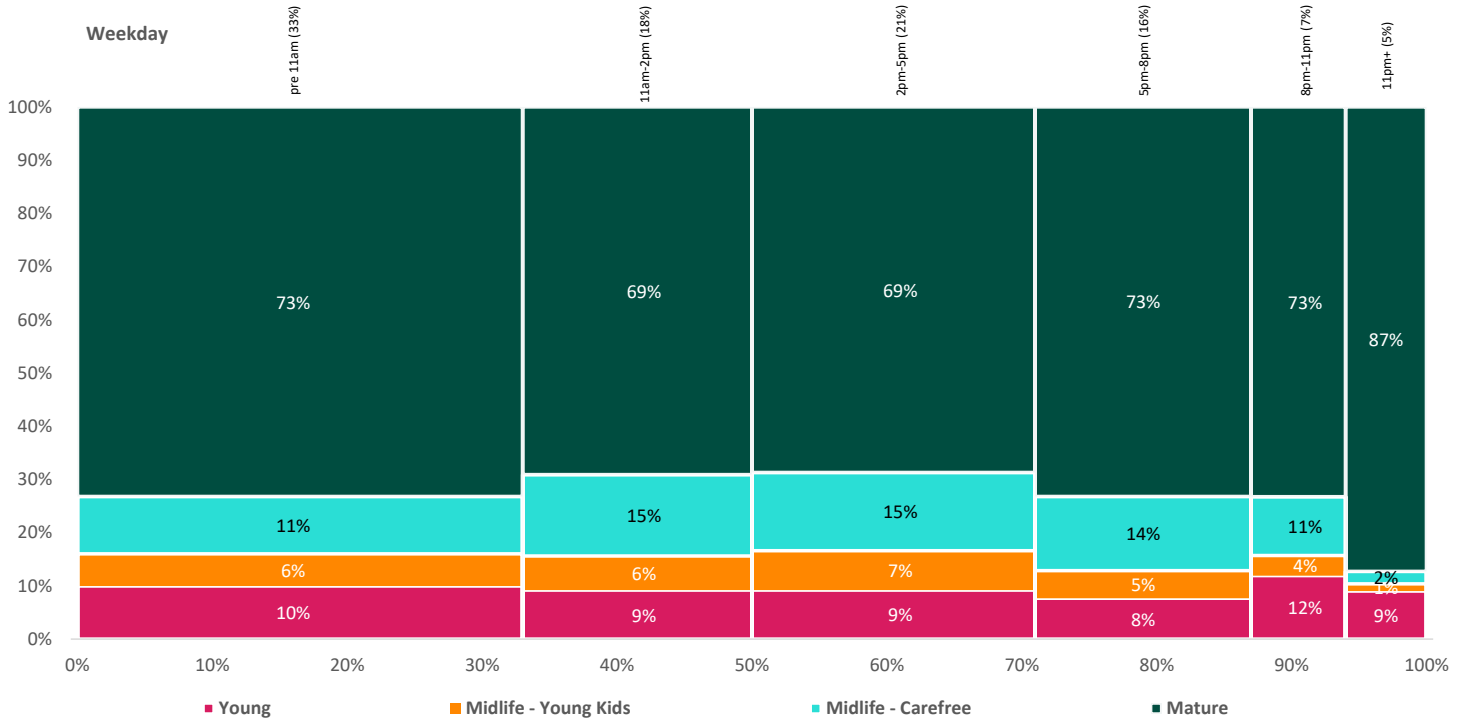
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



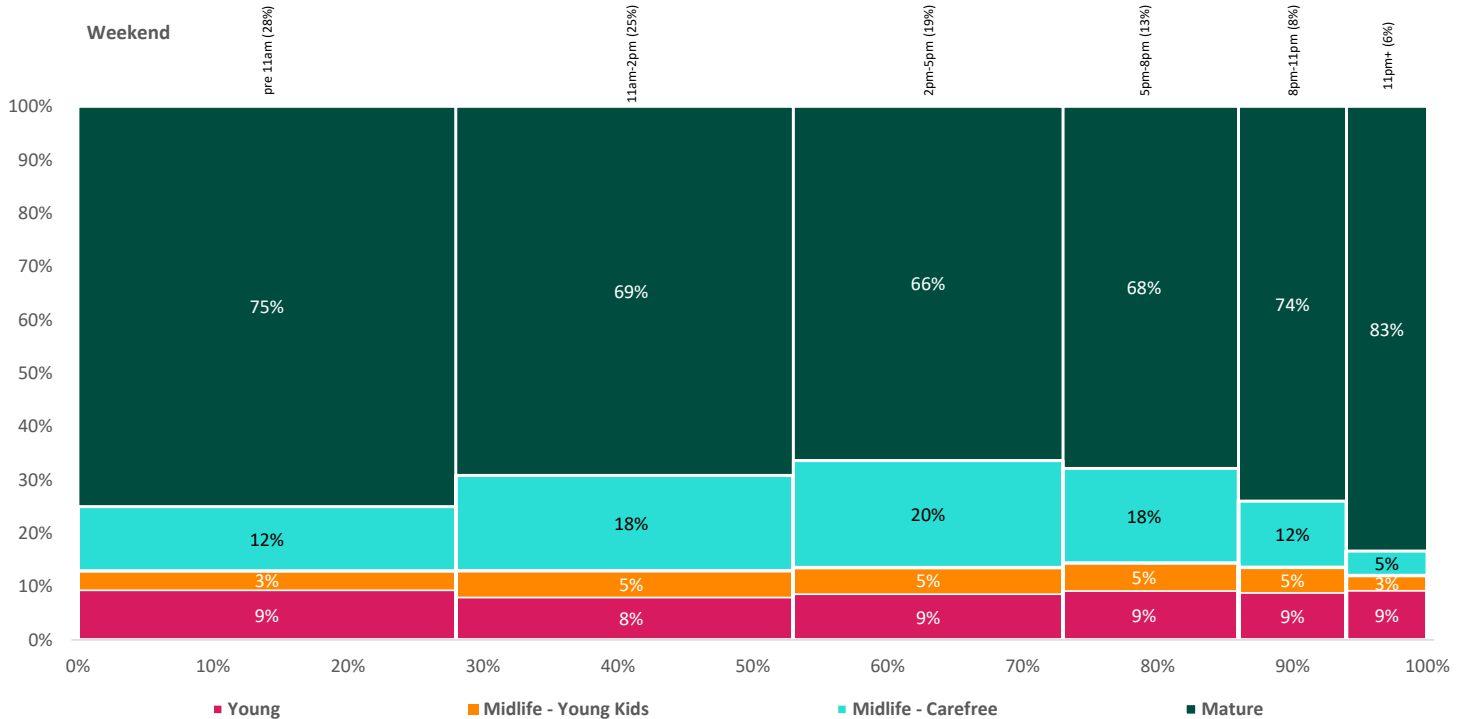
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		5,462	2,700	3,147	2,666	1,123	1,034	16,132
Midlife - Carefree		805	598	673	508	169	27	2,781
Midlife - Young Kids		451	250	338	189	58	16	1,304
Young		744	359	422	280	183	107	2,095
All		7,463	3,908	4,581	3,643	1,533	1,185	22,312

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1,615	1,338	979	673	446	372	5,422
Midlife - Young Kids		262	346	296	177	75	21	1,177
Midlife - Carefree		74	94	72	51	28	12	330
Mature		204	157	129	92	54	42	677
All		2,154	1,935	1,475	992	603	447	7,606

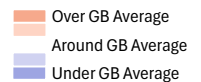
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



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	382	382	5.711	102	59	46
Medium	37	108	11.249	9	15	80
High	81	81	8.250	31	18	96
Midlife - Young Kids						
Low	232	301	5.077	111	83	73
Medium	0	0	677	0	0	12
High	0	0	74	0	0	5
Midlife - Carefree						
Low	0	0	2.169	0	0	41
Medium	180	255	2.523	66	54	28
High	294	365	16.307	172	124	289
Mature						
Low	561	752	10.420	107	83	60
Medium	1.147	1.991	22.779	193	194	116
High	896	2.301	38.226	156	232	201
Not Private Households	6	51	2.826	13	64	185
Total	3.816	6.587	126.288			

*WT= Walktime, **DT= Drivetime



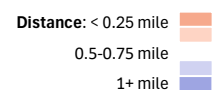


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	White Lion	NG13 8AT	Star Pubs & Bars	Premium Local	10,6%	91,9%	0,00
1	Wheatsheaf Inn	NG13 8BG	Independent Free	Premium Local	15,2%	77,4%	0,22
2	Horse & Plough	NG13 8AF	Castle Rock	GPGF	12,3%	92,6%	0,24
3	Bingham Townhouse Hotel	NG13 8AB	Independent Free	Hotel	0,4%	21,0%	0,29
4	Yeung Sing	NG13 8AR	Independent Free	Restaurants	11,1%	62,2%	0,30
4	Cured	NG13 8AR	Independent Free	ABOS	3,9%	88,8%	0,30
6	Butter Cross	NG13 8AP	Wetherspoons GB	Circuit Bar	22,4%	78,2%	0,34
6	Gilt	NG13 8AP	Great Northern Inns	ABOS	24,2%	77,1%	0,34
8	Bingham Football Club	NG13 8GG	Independent Free	Clubland	0,0%	0,0%	0,47
9	Pavillion At Bingham	NG13 8TN	Independent Free	Clubland	0,0%	0,0%	0,51

* 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



■ 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+	3.816	6.587	126.288
Number of Competition Pubs	6	8	173
Adults 18+ per Competition Pub	636	823	730

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20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	9	9.798	7,8%	93
Circuit Bar	7	2.837	2,2%	54
Community Pub	10	19.177	15,2%	78
Craft Led	0	3.333	2,6%	74
Great Pub Great Food	15	35.535	28,1%	155
High Street Pub	15	17.355	13,7%	73
Premium Local	50	30.735	24,3%	144

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 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</p>																																				
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+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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																																				
	Index value is >= 105 and < 120																																				
Around GB Average	Index value is >= 95 and < 105																																				
	Index value is >= 80 and < 95																																				
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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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.																																					
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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																																					
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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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.																																					
Sparsity																																					
Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																					
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