

Catchment Summary - Brookside Windermere



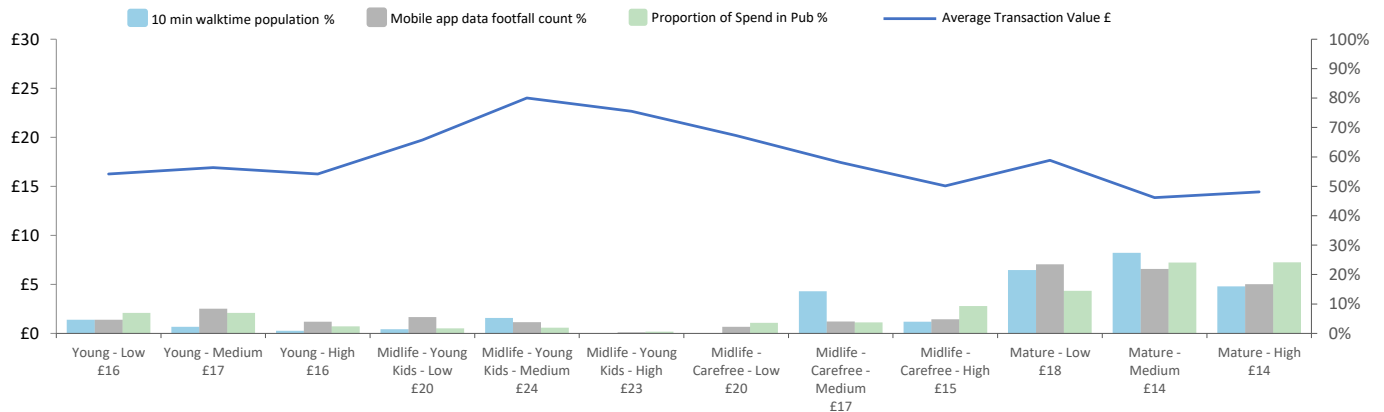
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Ship To	Name	Postcode	Operator	Segment	Sparsity
75232	Brookside Windermere	LA23 2BX	Star Pubs & Bars	Premium Local	19



- ★ 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 - Brookside Windermere

	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**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

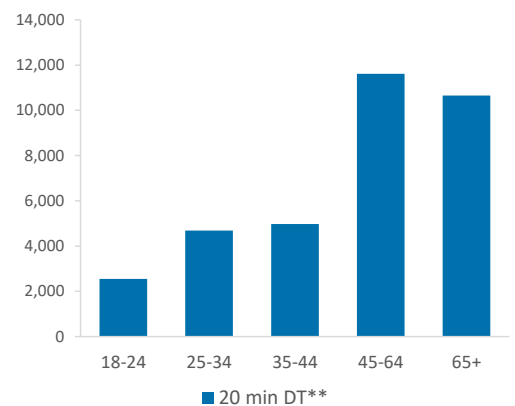
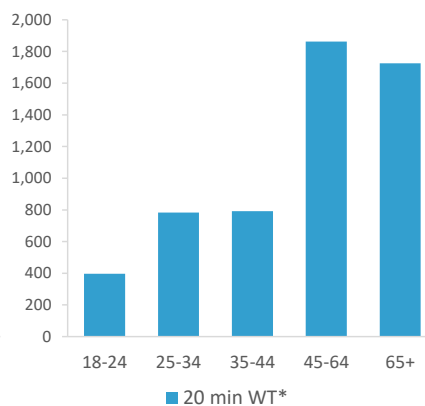
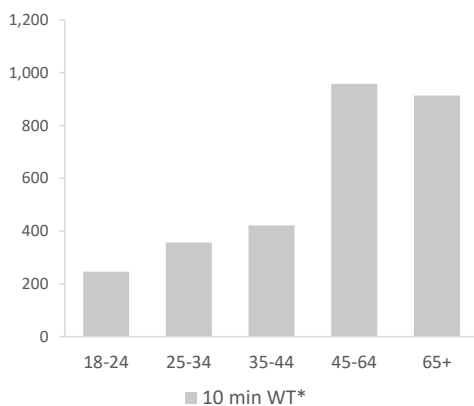
Population	3,470	6,606	41,151	65	36	9
Adults 18+	2,894	5,559	34,486	64	36	10
Competition Pubs	8	31	99	44	86	24
Adults 18+ per Competition Pub	362	179	348	42	21	41
% Adults Likely to Drink	78.8%	79.2%	79.7%	103	104	105

Population & Adults 18+ index is based on all pubs

Affluence	Low	27.6%	27.5%	27.7%	83	83	83
	Medium	49.2%	44.0%	39.8%	129	115	104
	High	20.9%	26.6%	30.7%	76	98	112

*Affluence does not include Not Private Households

Age Profile	18-24	246	397	2,548	87	74	76
	25-34	357	783	4,687	77	89	85
	35-44	421	792	4,979	92	91	91
	45-64	957	1,862	11,617	107	110	110
	65+	913	1,725	10,655	137	136	135



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,719 (50%)	3,268 (49%)	20,244 (49%)	101	101	100
	Female	1,751 (50%)	3,338 (51%)	20,907 (51%)	99	99	100

Economic Status (16+)	Employed: Full-time	828 (28%)	1,678 (29%)	10,781 (31%)	81	85	89
	Employed: Part-time	410 (14%)	751 (13%)	4,998 (14%)	116	111	119
	Self employed	439 (15%)	797 (14%)	4,362 (12%)	160	151	134
	Unemployed	45 (2%)	81 (1%)	488 (1%)	55	51	50
	Full-time student	43 (1%)	75 (1%)	574 (2%)	61	55	68
	Retired	841 (28%)	1,619 (28%)	10,083 (29%)	129	130	130
	Other	367 (12%)	711 (12%)	4,059 (11%)	71	71	66

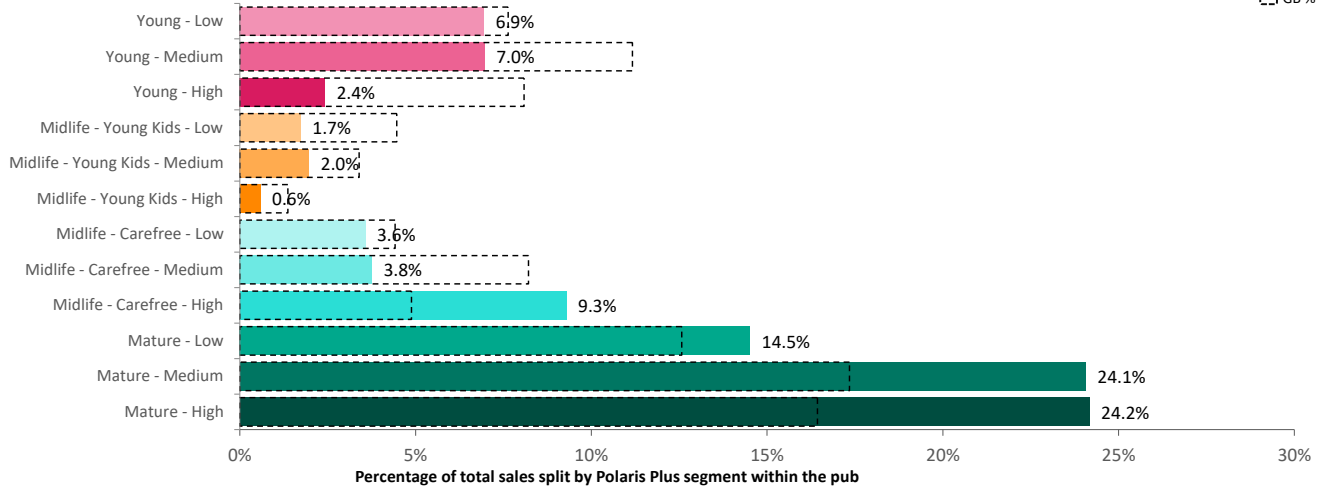
Total Worker Count	1,501	2,696	18,696
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See the Glossary page for further information on the above variables

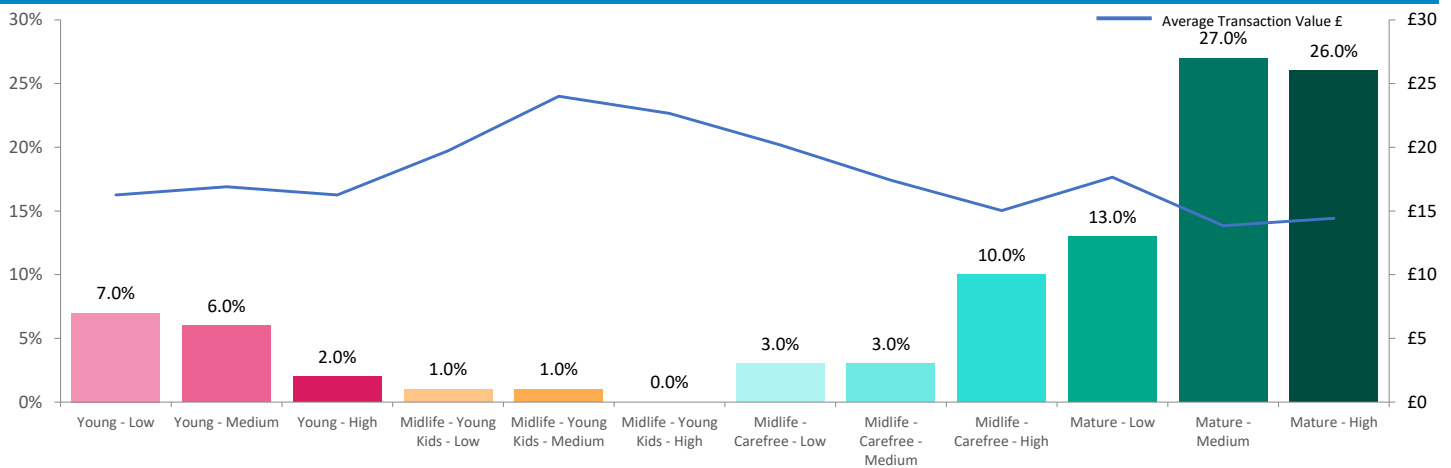
Transactional Data Summary - Brookside Windermere

Spend by Polaris Plus

GB %

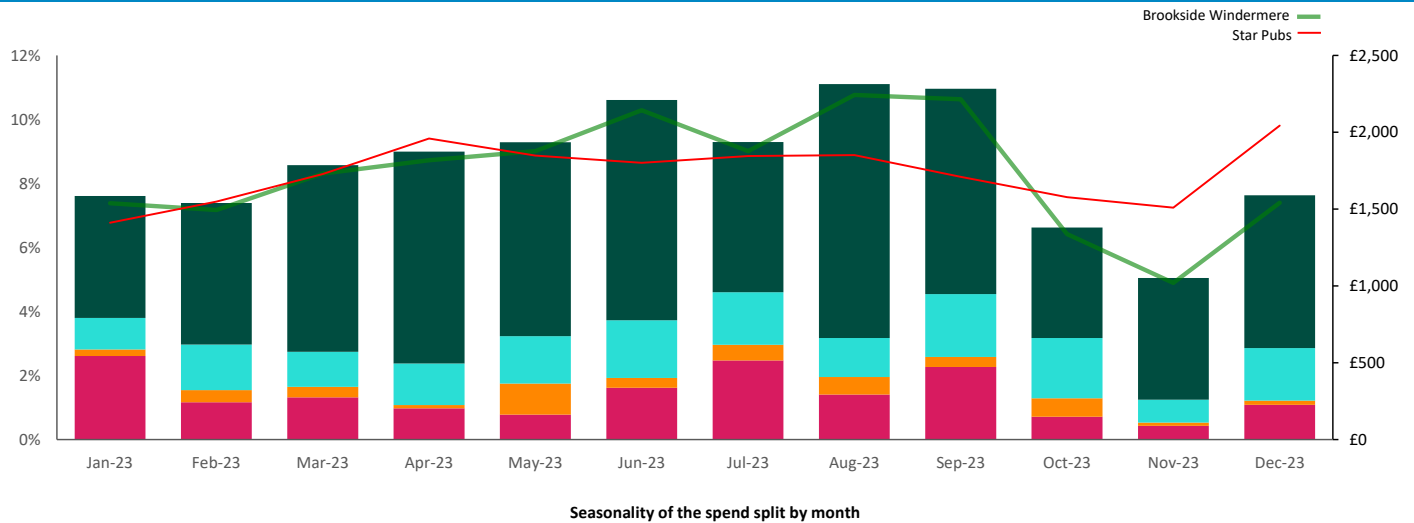


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

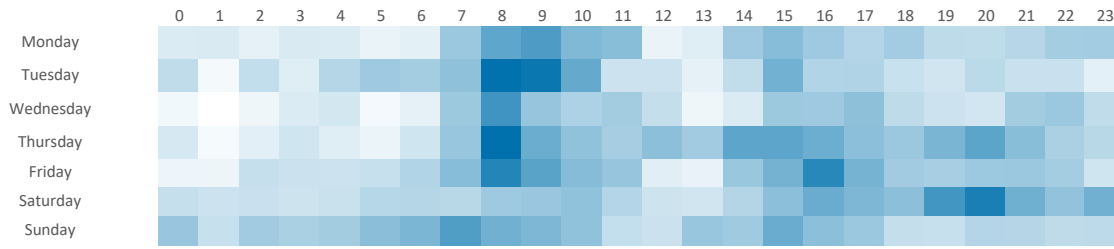


Mobile Data Summary - Brookside Windermere



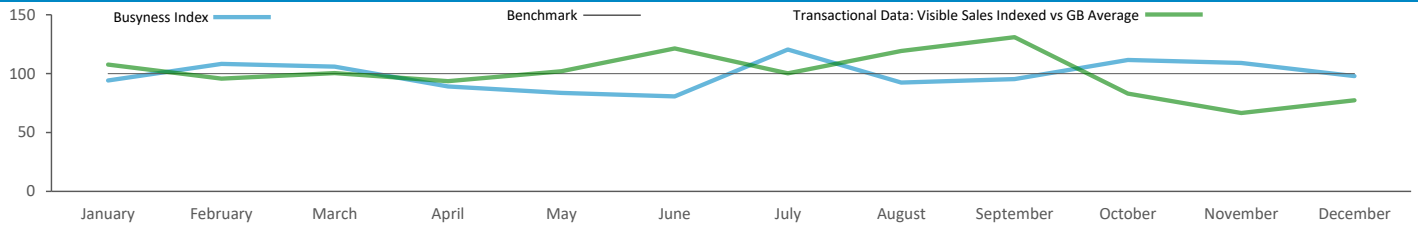
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Time of Day/Day of Week



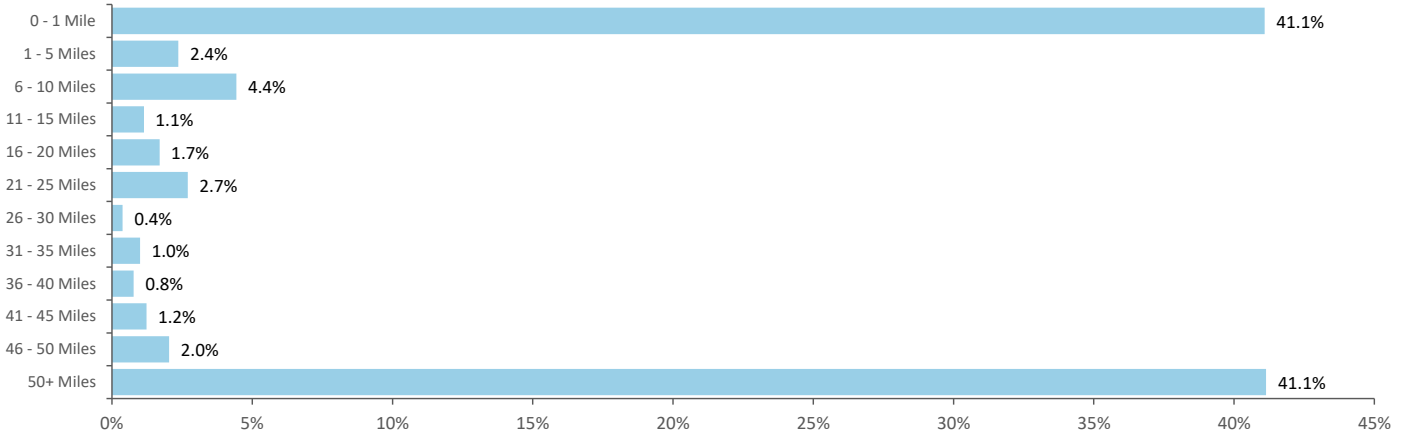
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

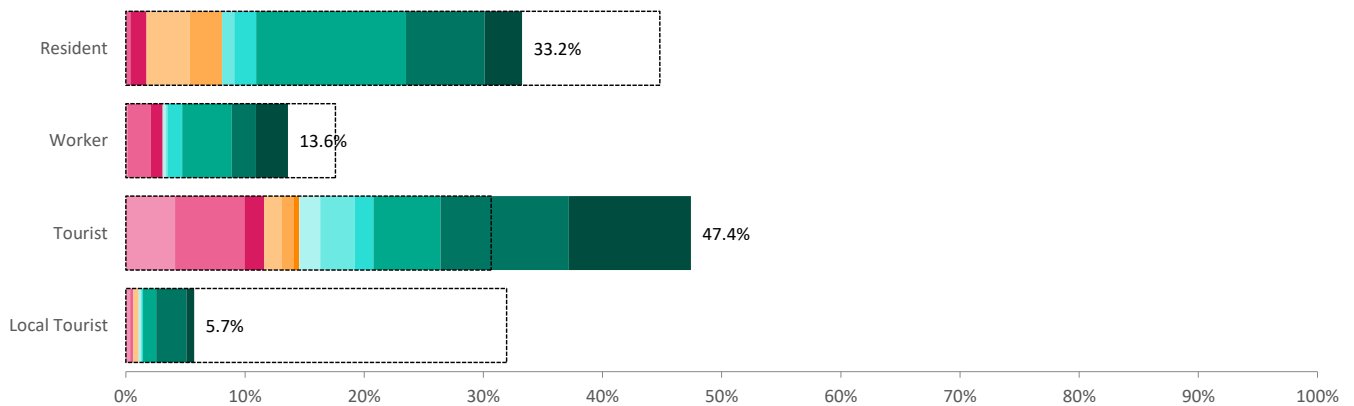
Distance from Home



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



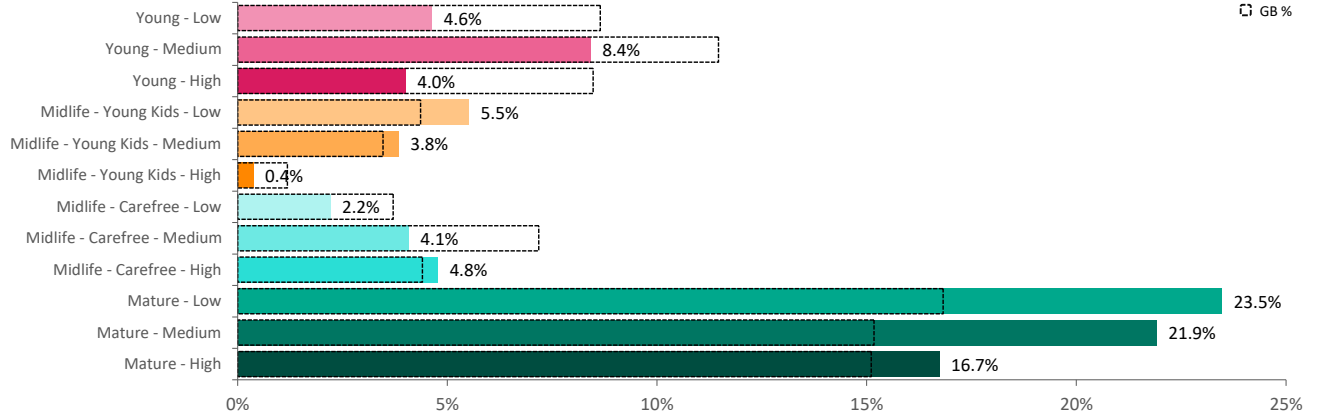
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Brookside Windermere



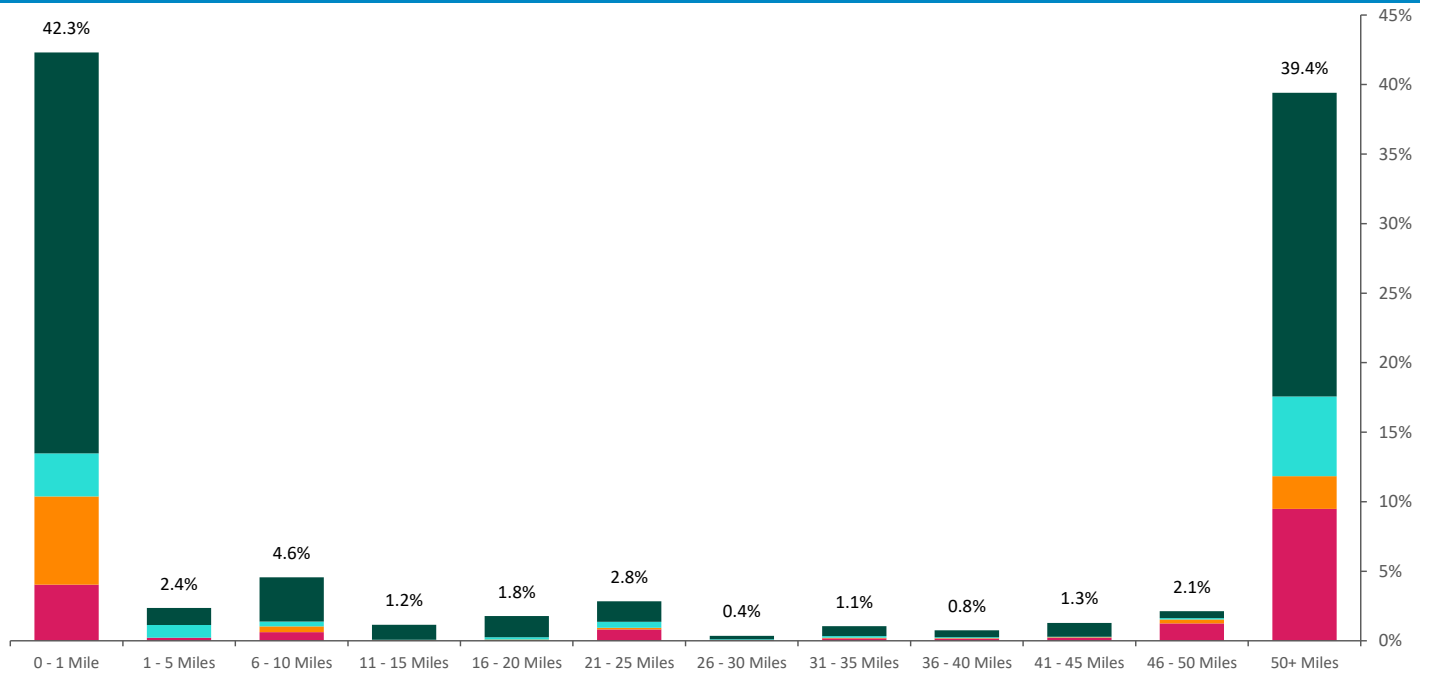
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Polaris Plus Profile



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



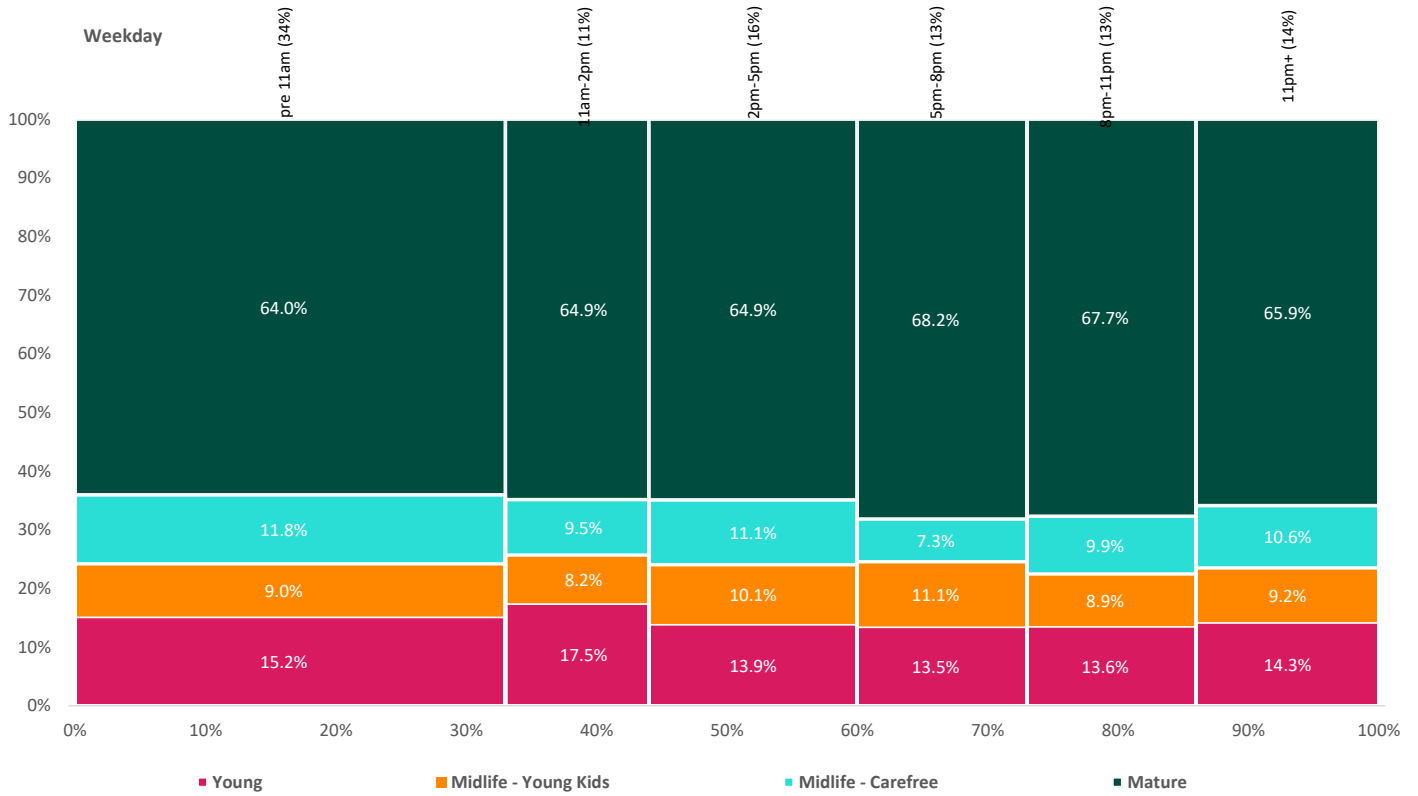
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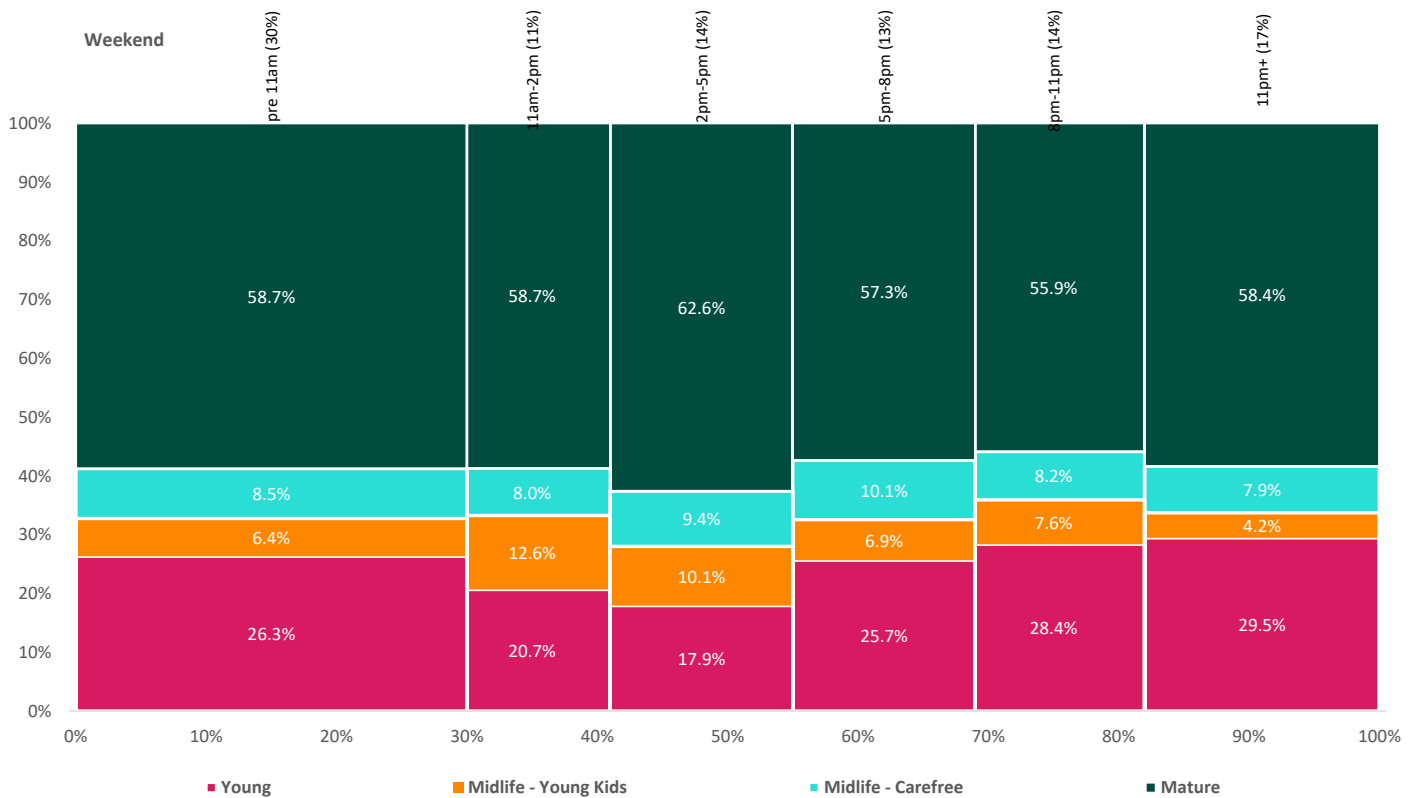


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Brookside Windermere



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	224	562	4,101	28	37	43
Midlife - Young Kids	192	214	2,334	61	35	62
Midlife - Carefree	531	934	4,734	116	106	87
Mature	1,880	3,744	22,692	146	152	148
Not Private Households	67	105	625	176	144	138
Total	2,894	5,559	34,486			

Polaris Plus Summary - Brookside Windermere

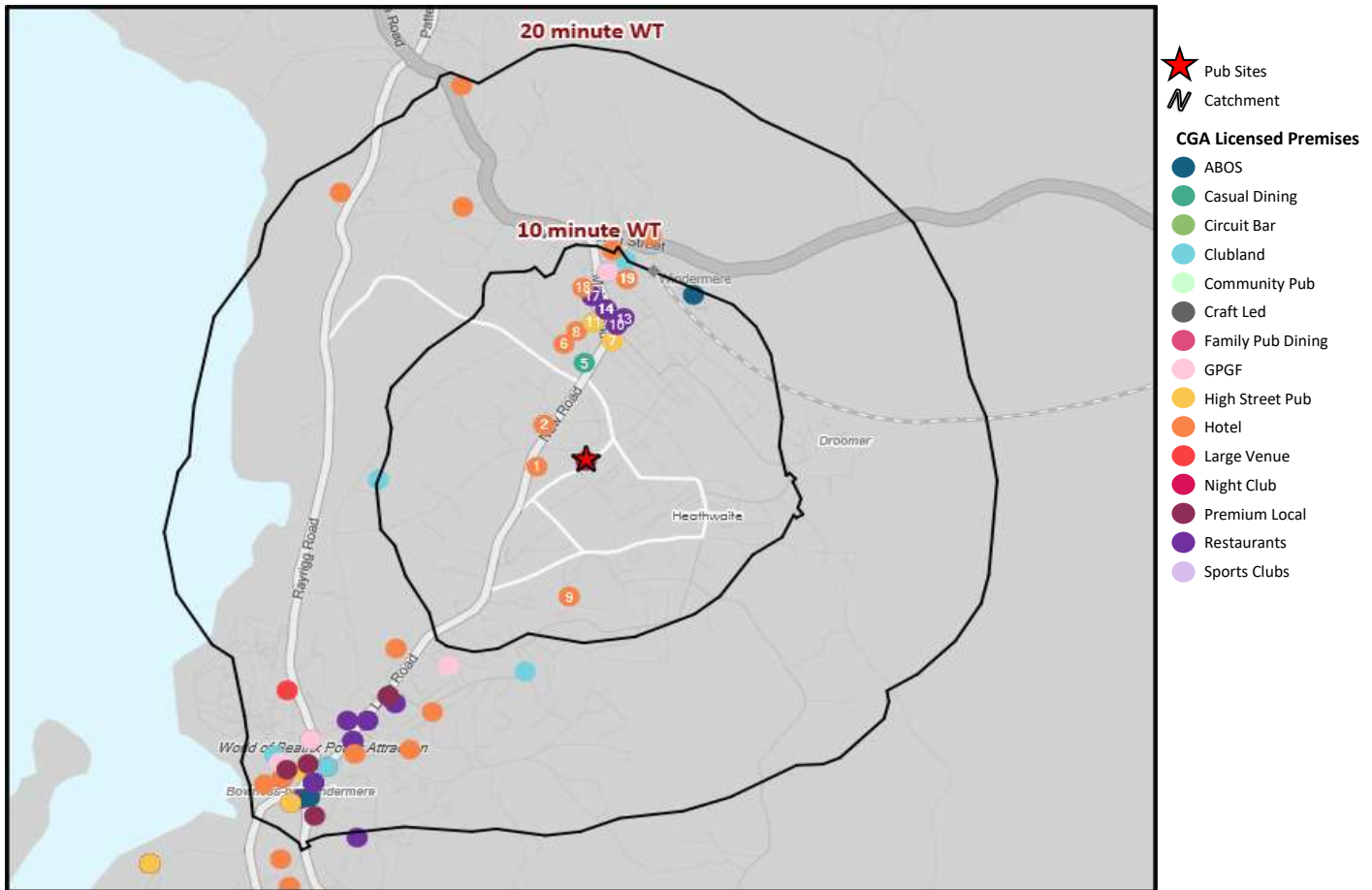


Polaris Plus Profile by Catchment

*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	134	198	1,071	47	36	32
Medium	65	156	1,984	20	26	52
High	25	208	1,046	13	56	45
Midlife - Young Kids						
Low	41	44	1,453	26	14	77
Medium	151	170	868	120	71	58
High	0	0	13	0	0	3
Midlife - Carefree						
Low	0	17	392	0	7	27
Medium	415	490	1,650	200	123	67
High	116	427	2,692	90	172	175
Mature						
Low	624	1,270	6,648	157	166	140
Medium	793	1,628	9,217	175	187	171
High	463	846	6,827	107	101	132
Not Private Households	67	105	625	176	144	138
Total	2,894	5,559	34,486			

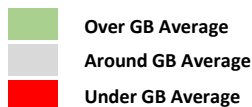
CGA Summary - Brookside Windermere



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Brookside Inn	LA23 2BX	Star Pubs & Bars	Premium Local	0.0
1	Glenburn Hotel	LA23 2EE	Independent Free	Hotel	0.1
2	Windermere Social Club	LA23 2LA	Independent Free	Clubland	0.1
2	Windermere Park	LA23 2LA	Independent Free	Hotel	0.1
2	Howbeck & Retreat	LA23 2LA	High Spirits Leisure Group Ltd	Hotel	0.1
5	Hooked	LA23 1DP	Independent Free	Casual Dining	0.2
6	Wheatlands Lodge	LA23 1BY	Independent Free	Hotel	0.2
7	Brew Room	LA23 1BL	Independent Free	High Street Pub	0.3
8	Jerichos	LA23 1BX	Independent Free	Hotel	0.3
9	Hillthwaite House Hotel	LA23 2DF	Independent Free	Hotel	0.3
10	Prince Of India	LA23 1BJ	Independent Free	Restaurants	0.3
11	Francines	LA23 1DX	Independent Free	Casual Dining	0.3
11	Sugar & Spice Cafe And Bistro	LA23 1DX	Independent Free	High Street Pub	0.3
13	San Pietro	LA23 1DS	Independent Free	Restaurants	0.3
14	Magic Wok	LA23 1EA	Independent Free	Casual Dining	0.3
14	Tapios	LA23 1EA	Independent Free	Restaurants	0.3
14	Pig	LA23 1EA	Independent Free	Restaurants	0.3
17	Brown Sugar	LA23 1DY	Independent Free	Restaurants	0.3
18	Applegarth Hotel	LA23 1BU	Independent Free	Hotel	0.4
19	Southview Guest House	LA23 1AE	Independent Free	Hotel	0.4
19	Elleray Hotel	LA23 1AE	Stonegate Pub Company	Hotel	0.4

Per Pub Analysis - Brookside Windermere



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,894	5,559	34,486
Number of Competition Pubs	8	31	99
Adults 18+ per Competition Pub	362	179	348

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	107	3.7%	46
Circuit Bar	0	90	3.1%	77
Community Pub	0	635	21.9%	115
Craft Led	0	29	1.0%	29
Great Pub Great Food	1	463	16.0%	90
High Street Pub	3	574	19.8%	108
Premium Local	1	514	17.8%	108

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	256	4.6%	57
Circuit Bar	0	158	2.8%	70
Community Pub	0	1,266	22.8%	119
Craft Led	0	77	1.4%	40
Great Pub Great Food	4	1,031	18.5%	105
High Street Pub	8	1,118	20.1%	109
Premium Local	7	1,040	18.7%	113

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	1,716	5.0%	62
Circuit Bar	8	961	2.8%	69
Community Pub	1	7,638	22.1%	116
Craft Led	0	566	1.6%	47
Great Pub Great Food	20	7,070	20.5%	116
High Street Pub	15	6,835	19.8%	108
Premium Local	18	7,033	20.4%	124

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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