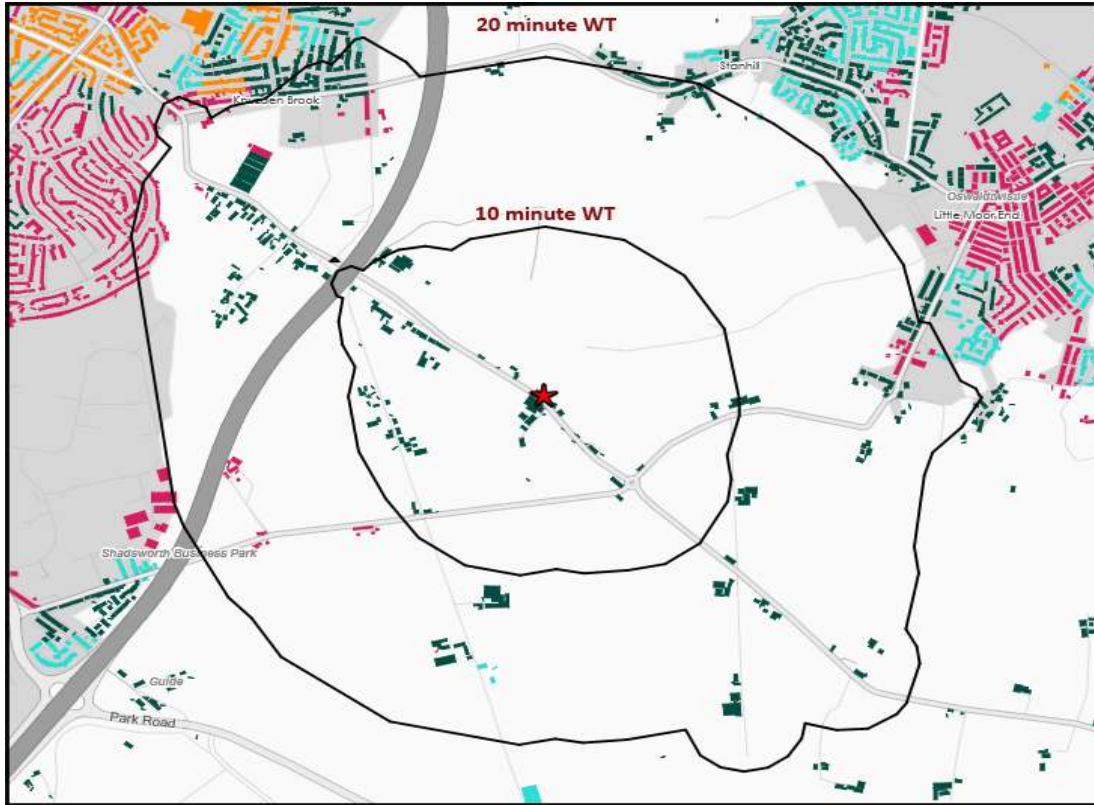


Catchment Summary - Duckworth Hall Oswaldtwistle

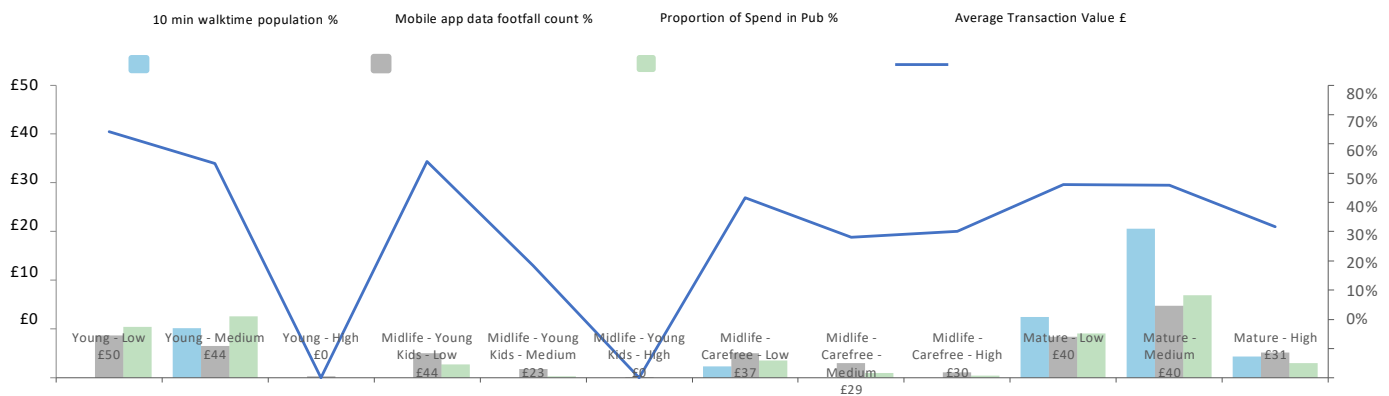
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Ship To	Name	Postcode	Operator	Segment	Sparsity
846002	Duckworth Hall Oswaldtwistle	BB 5 3RQ	Star Pubs & Bars	Community Pub	7



- 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 - Duckworth Hall Oswaldtwistle

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

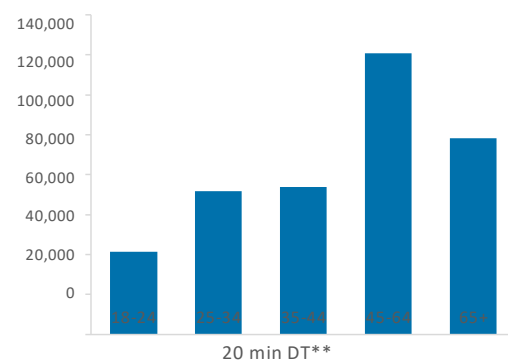
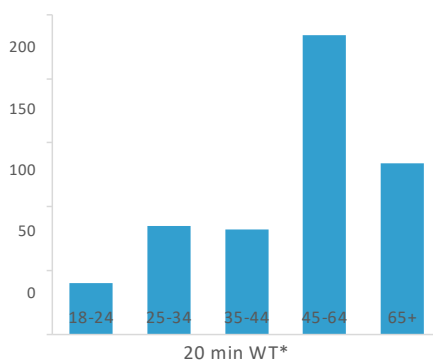
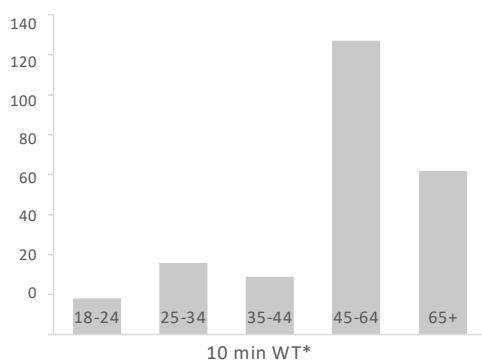
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	385	759	554,640	7	4	126
Adults 18+	312	575	426,018	7	4	122
Competition Pubs	3	3	571	17	8	137
Adults 18+ per Competition Pub	104	192	746	12	22	87
% Adults Likely to Drink	79.4%	74.9%	69.7%	104	98	91

Population & Adults 18+ index is based on all pubs

Affluence	Low	24.7%	59.1%	48.0%	74	178	144
	Medium	67.9%	36.9%	39.5%	178	97	104
	High	7.4%	4.0%	11.5%	27	15	42

*Affluence does not include Not Private Households

Age Profile	18-24	18	40	41,346	57	65	92
	25-34	36	85	71,848	70	84	97
	35-44	29	82	73,917	57	82	101
	45-64	147	234	140,848	149	120	99
	65+	82	134	98,059	111	92	92

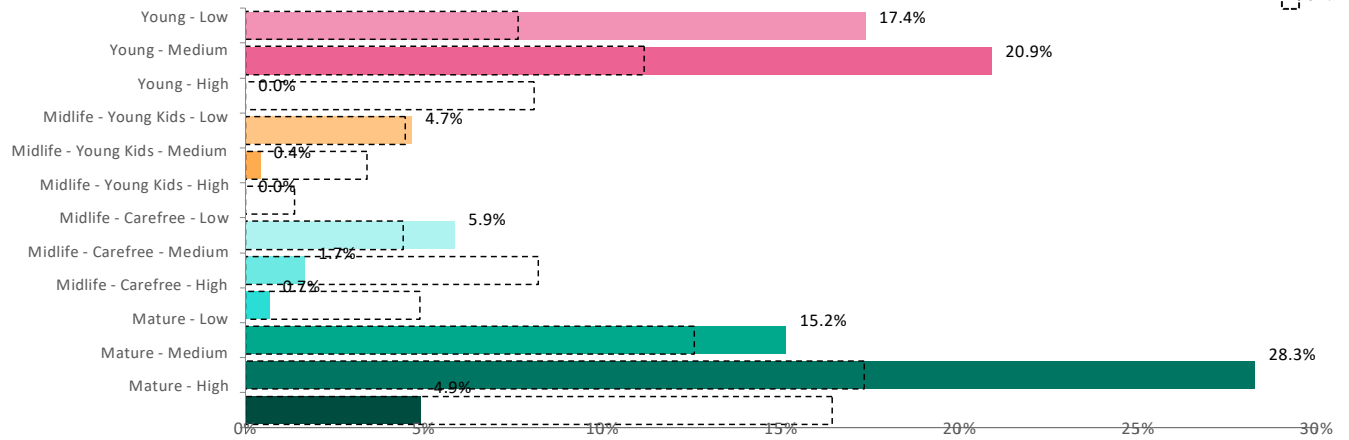


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	209 (54%)	386 (51%)	273,341 (49%)	111	104	101
	Female	176 (46%)	373 (49%)	281,299 (51%)	90	96	99
Economic Status (16+)	Employed: Full-time	90 (28%)	152 (26%)	151,159 (34%)	82	75	99
	Employed: Part-time	30 (9%)	71 (12%)	53,156 (12%)	79	101	101
	Self employed	56 (18%)	62 (11%)	34,538 (8%)	191	114	85
	Unemployed	0 (0%)	9 (2%)	12,426 (3%)	0	55	102
	Full-time student	8 (3%)	15 (3%)	9,244 (2%)	106	107	88
	Retired	83 (26%)	117 (20%)	92,925 (21%)	119	91	96
	Other	51 (16%)	164 (28%)	87,841 (20%)	92	160	114
Total Worker Count		184	249	230,261			

See the Glossary page for further information on the above variables

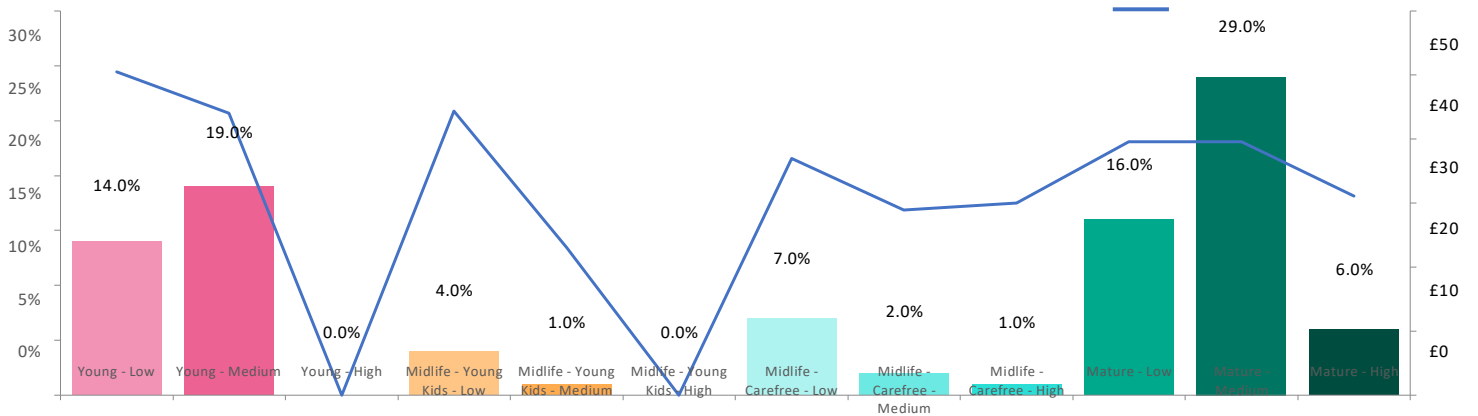
Transactional Data Summary - Duckworth Hall Oswaldtwistle

Spend by Polaris Plus



Percentage of total sales split by Polaris Plus segment within the pub

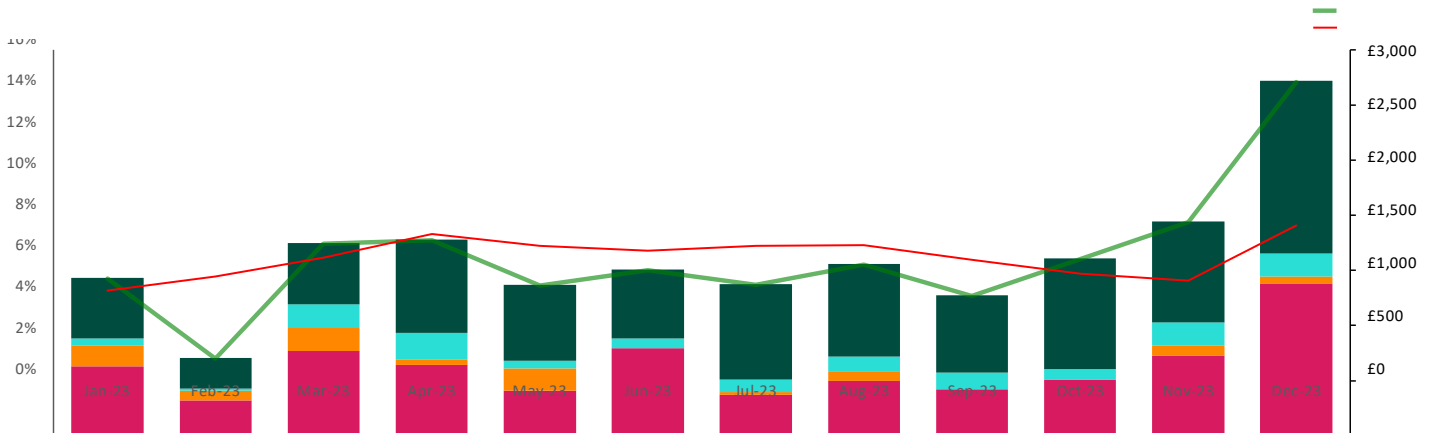
% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

Duckworth Hall Oswaldtwistle
Star Pubs



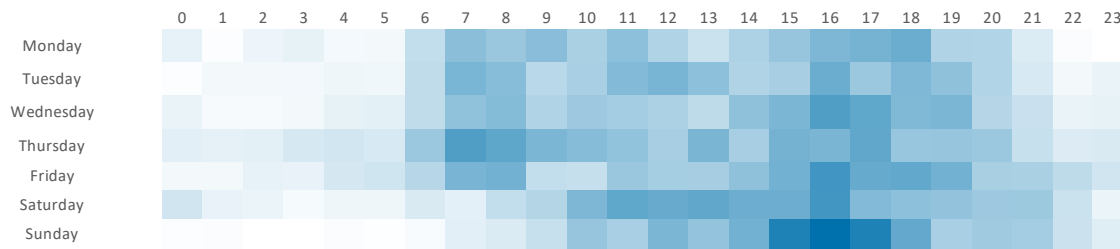
Seasonality of the spend split by month

Mobile Data Summary - Duckworth Hall Oswaldtwistle



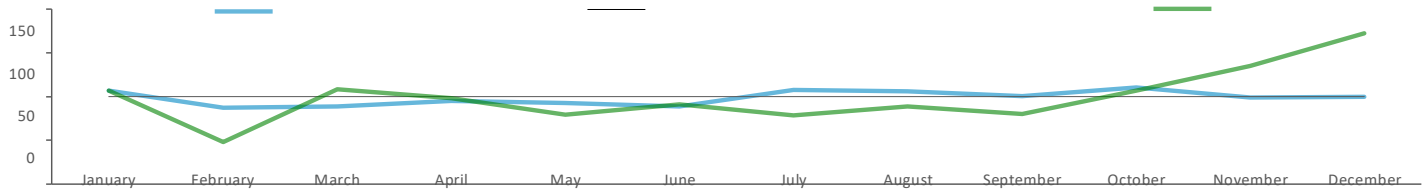
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Time of Day/Day of Week



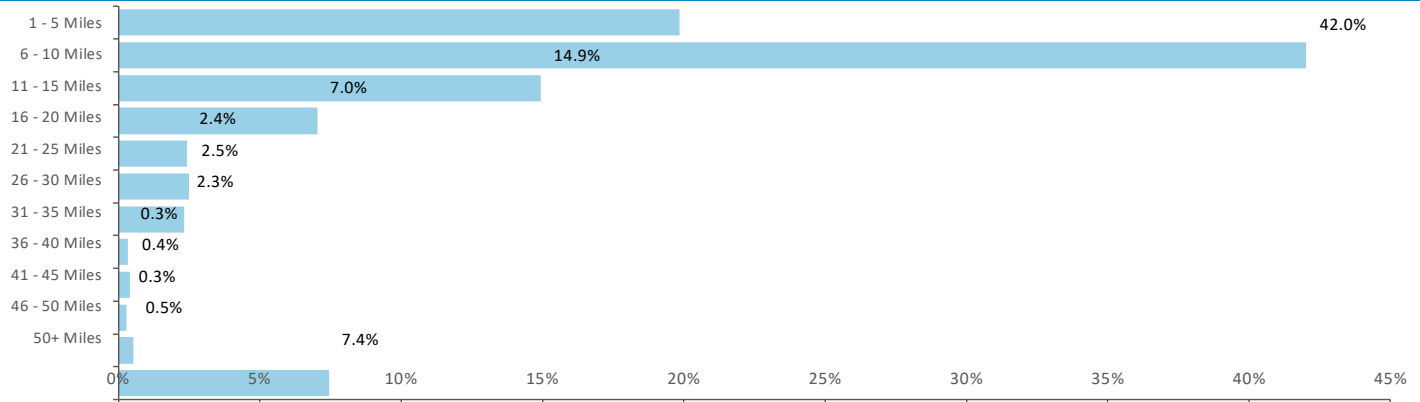
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



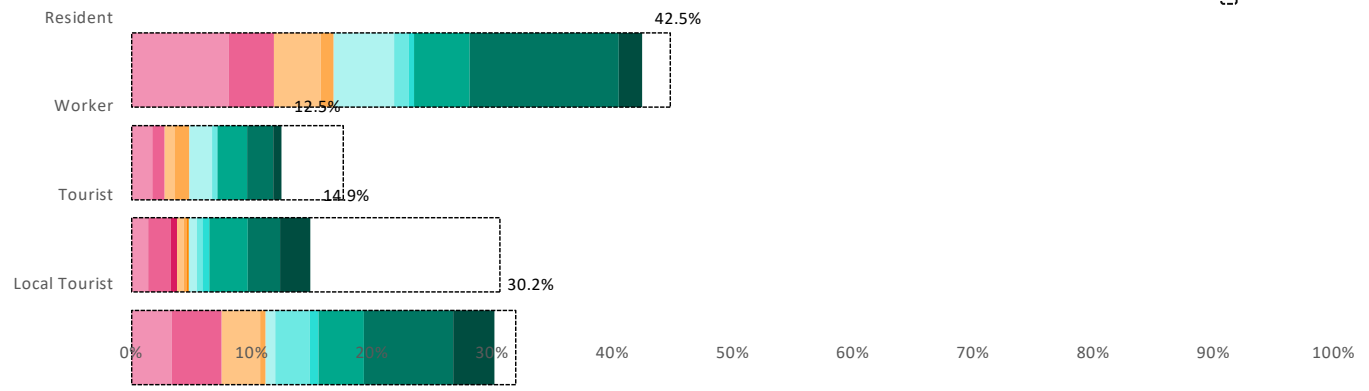
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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

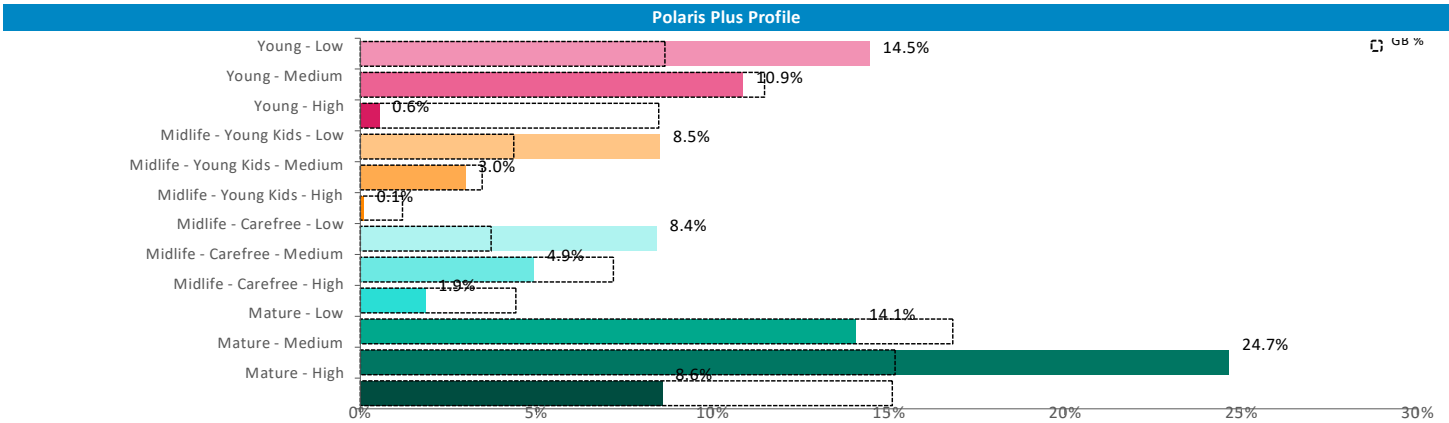


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

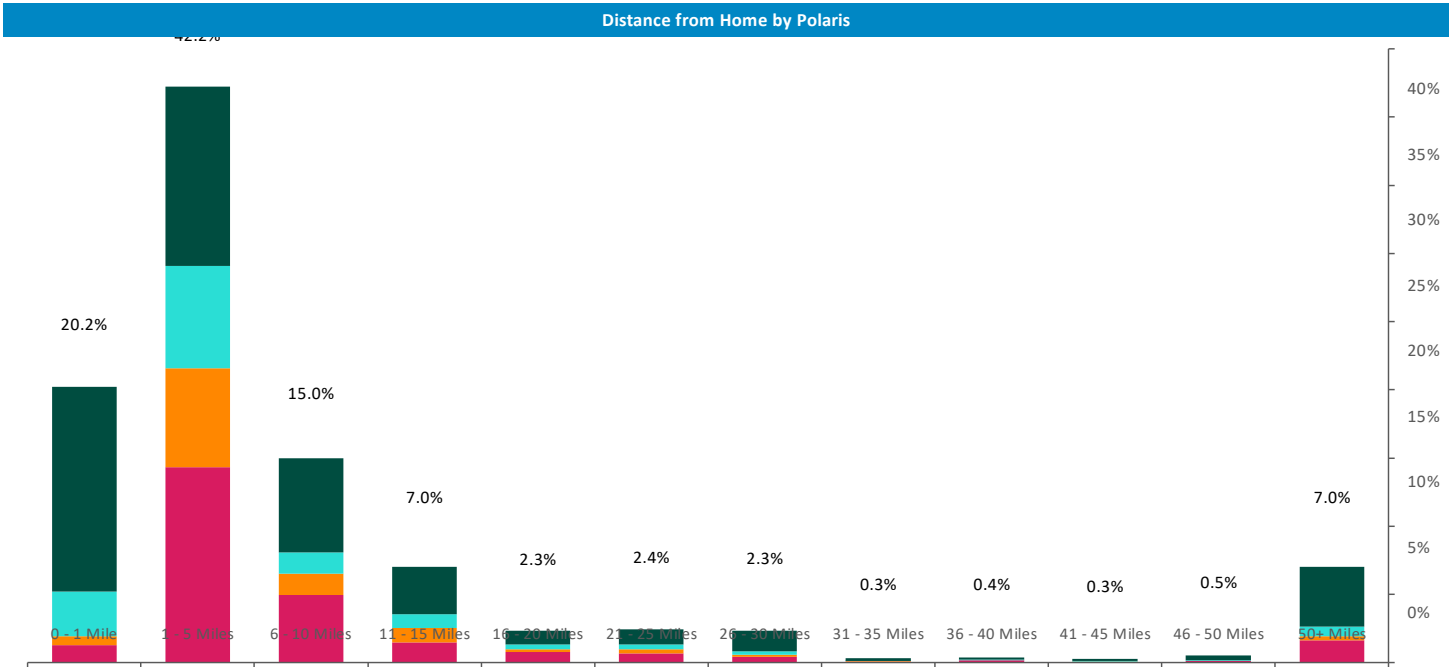
Mobile Data Summary - Duckworth Hall Oswaldtwistle



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

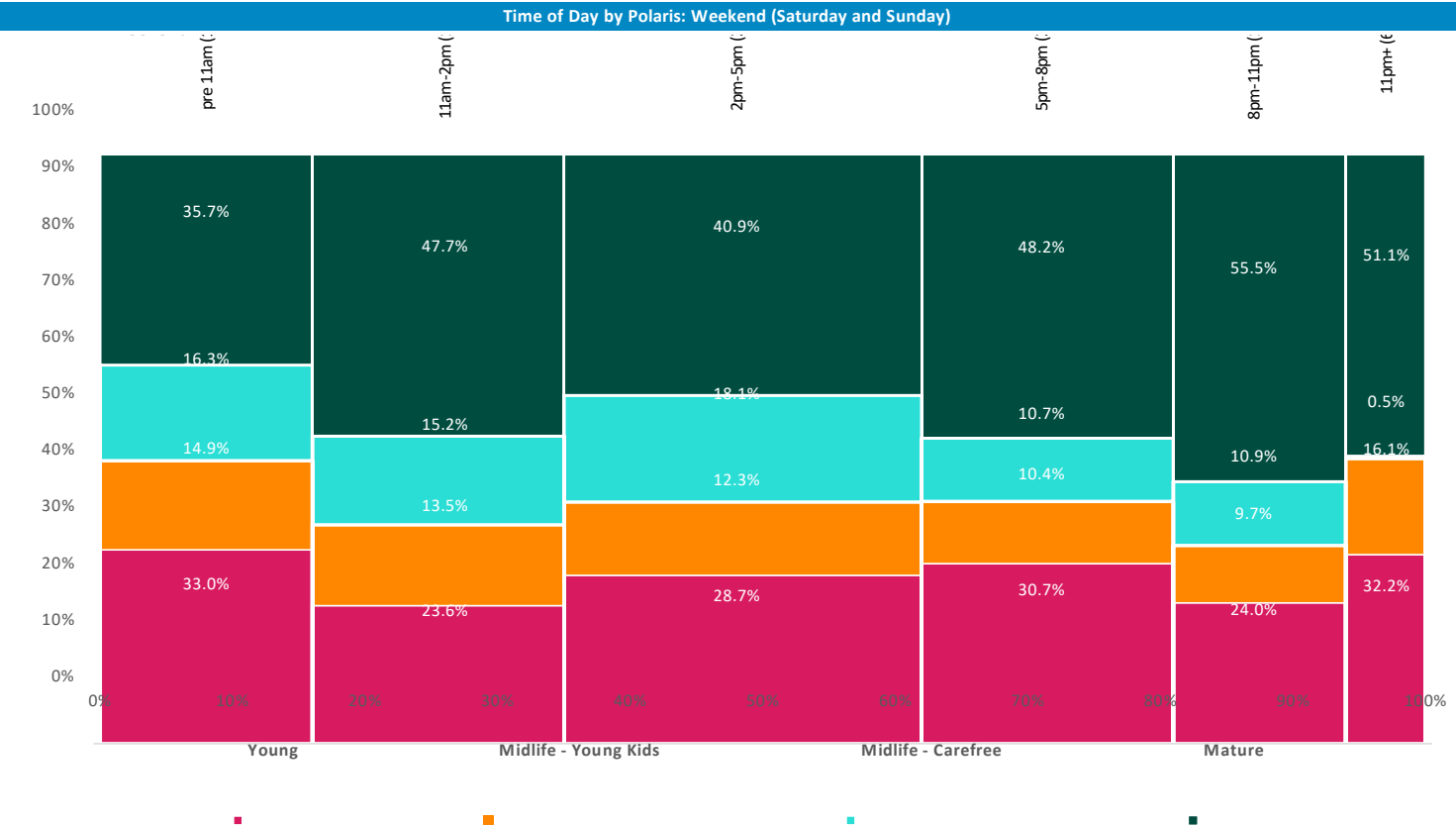
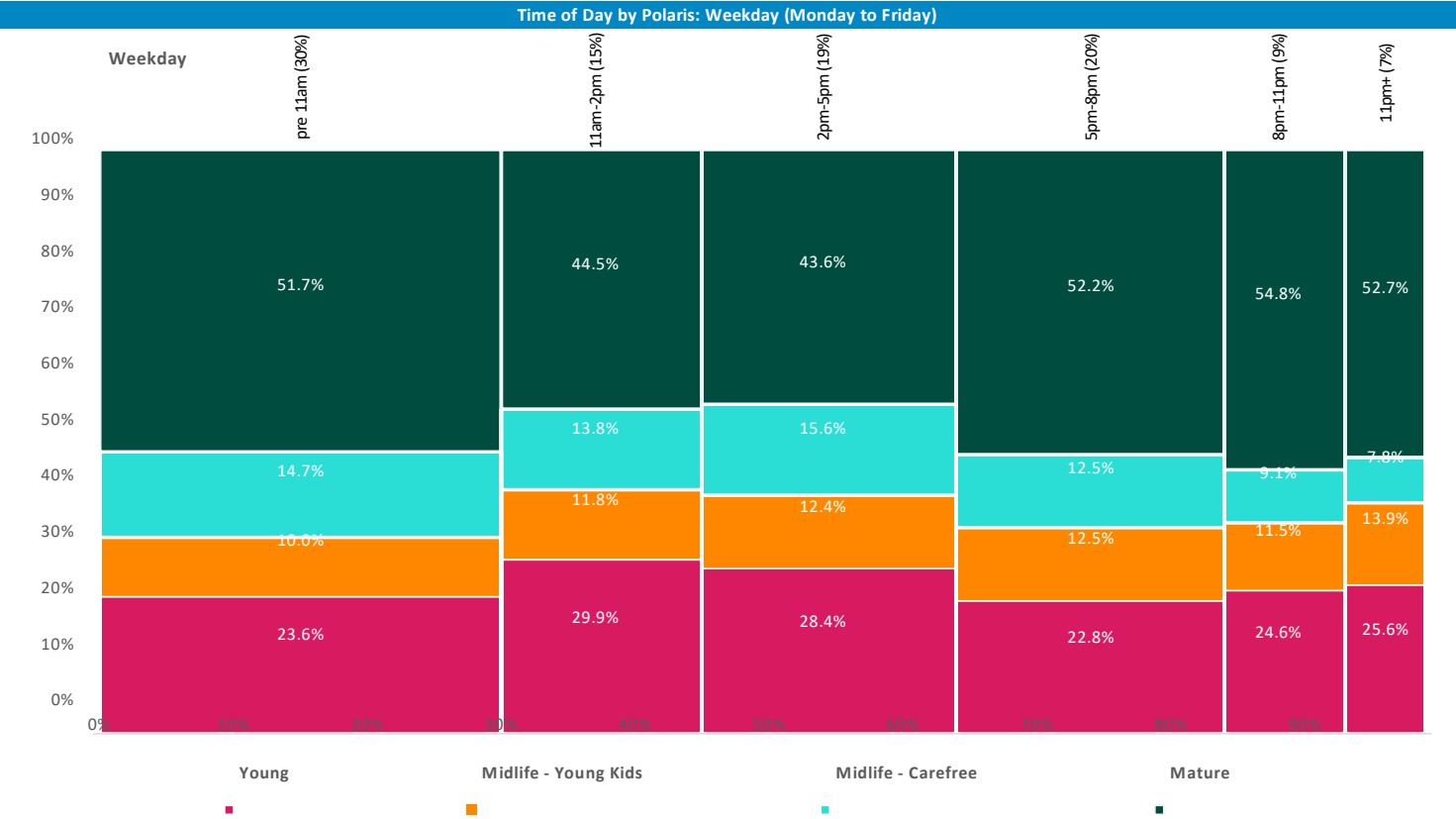


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

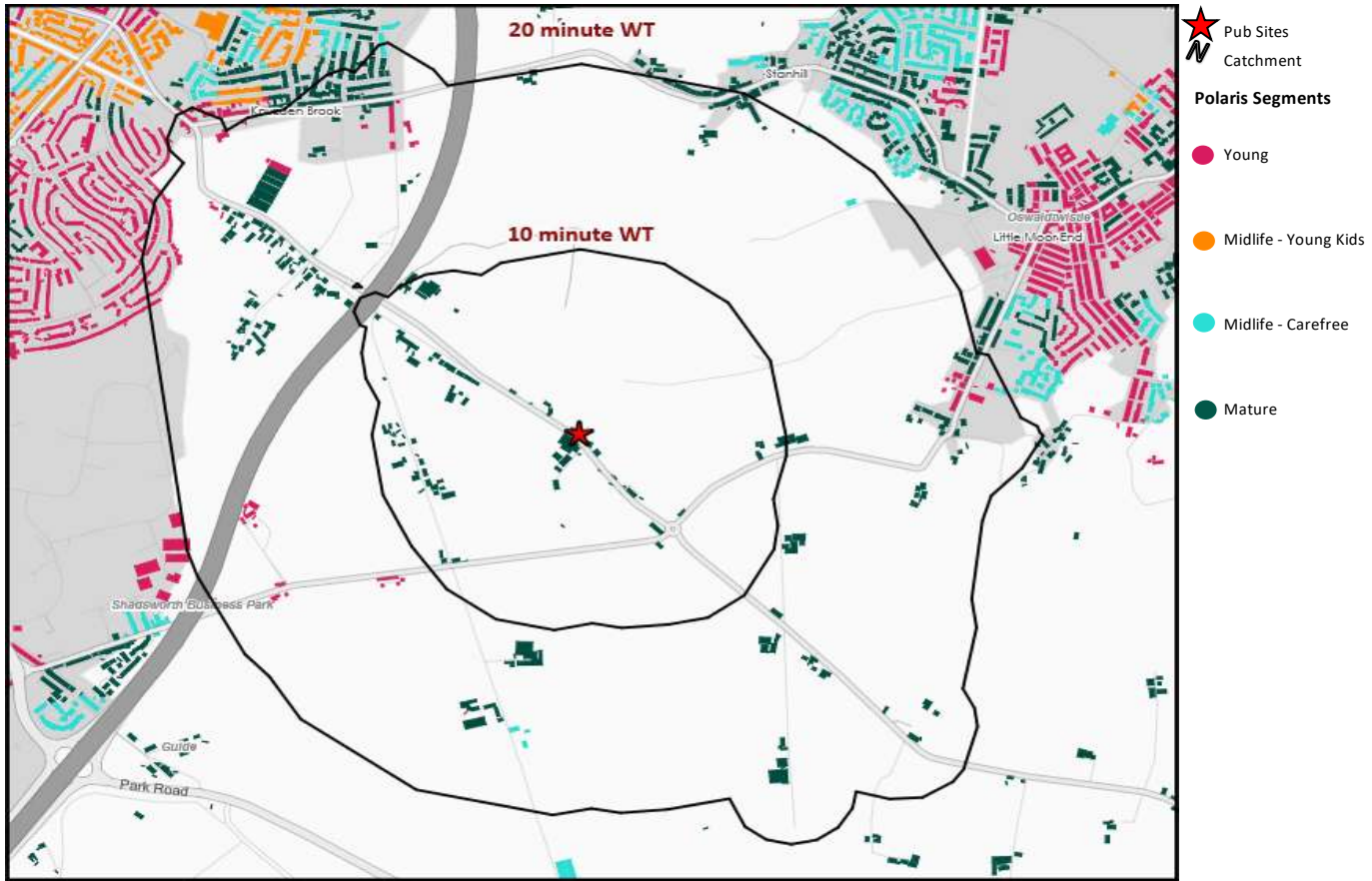
Mobile Data Summary - Duckworth Hall Oswaldtwistle



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Polaris Summary - Duckworth Hall Oswaldtwistle

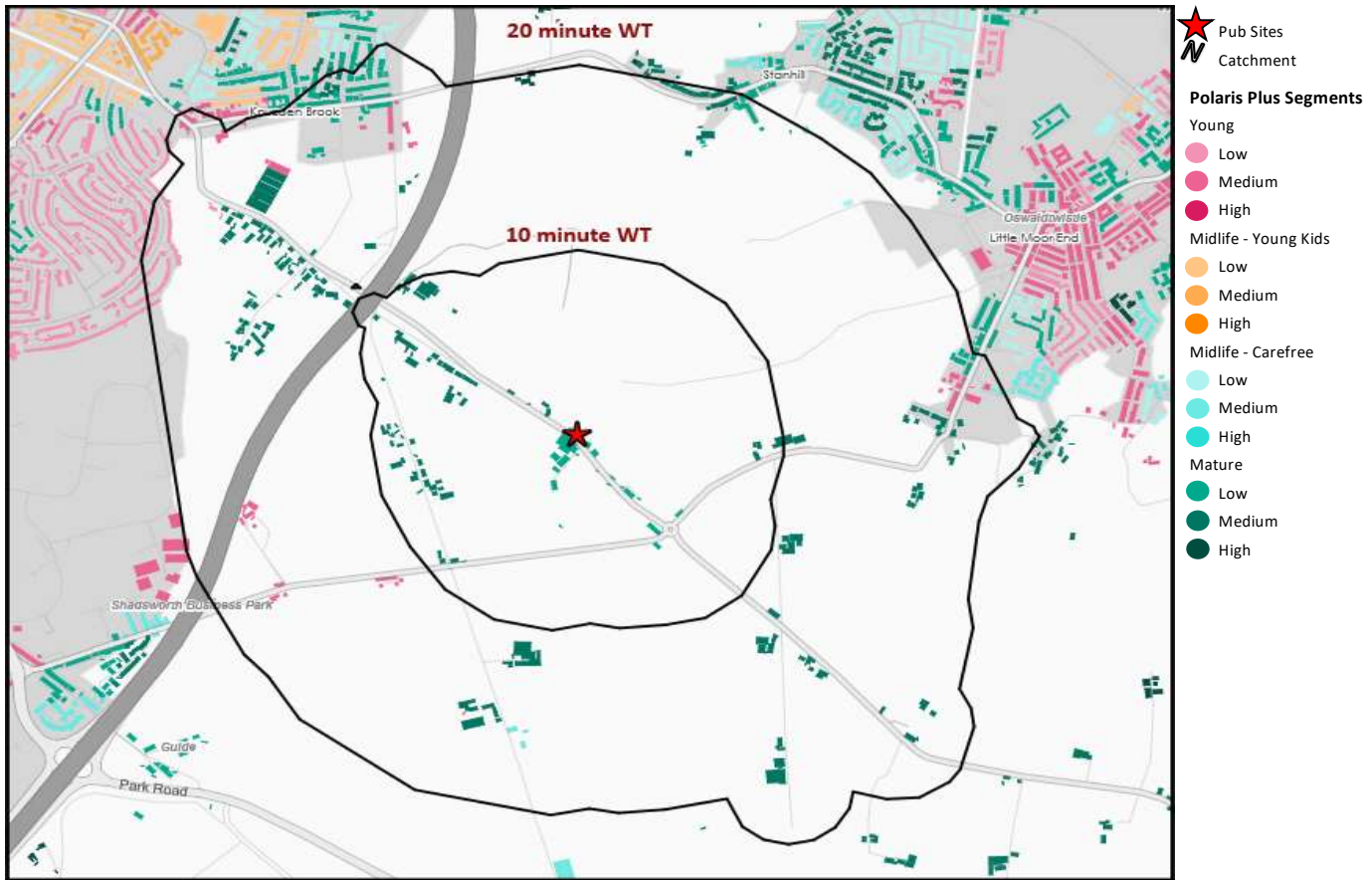


Polaris Profile by Catchment

*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	53	316	142,444	62	200	121
Midlife - Young Kids	0	0	69,238	0	0	149
Midlife - Carefree	12	12	54,300	24	13	81
Mature	247	247	155,809	178	97	82
Not Private Households	0	0	4,227	0	0	76
Total	312	575	426,018			

Polaris Plus Summary - Duckworth Hall Oswaldtwistle



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	0	263	81,737	0	466	195
Medium	53	53	58,858	155	84	126
High	0	0	1,849	0	0	6
Midlife - Young Kids						
Low	0	0	50,262	0	0	215
Medium	0	0	18,976	0	0	103
High	0	0	0	0	0	0
Midlife - Carefree						
Low	12	12	20,459	91	50	114
Medium	0	0	25,168	0	0	82
High	0	0	8,673	0	0	46
Mature						
Low	65	65	52,213	152	82	89
Medium	159	159	65,176	325	177	98
High	23	23	38,420	49	27	60
Not Private Households	0	0	4,227	0	0	76
Total	312	575	426,018			

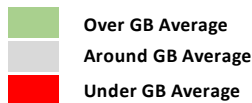
CGA Summary - Duckworth Hall Oswaldtwistle



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Duckworth Hall Inn	BB 5 3RQ	Star Pubs & Bars	Community Pub	0.0
1	Britannia Inn	BB 5 3RN	Daniel Thwaites plc	Family Pub Dining	0.3
2	Stanhill Wm Social Club	BB 5 4PP	Independent Free	Clubland	0.7
3	White Bull	BB 5 3QW	Daniel Thwaites plc	Premium Local	0.7
4	Guide Conservative Club	BB 1 2LW	Independent Free	Clubland	0.9
5	Black Dog	BB 5 3NW	Daniel Thwaites plc	Community Pub	0.9
6	Rhoden Inn	BB 5 3QF	Admiral Taverns Ltd	Community Pub	1.0
7	Trickys Pub	BB 5 4NP	Independent Free	Premium Local	1.1
8	Vault	BB 5 3HS	Independent Free	Community Pub	1.1
9	King Edward VII	BB 1 2NG	Marston's	Community Pub	1.1
9	Willows	BB 1 2NG	Marston's	Family Pub Dining	1.1
11	Tap Select	BB 5 3JD	Independent Free	Community Pub	1.1
11	Tiger Lounge	BB 5 3JD	Independent Free	High Street Pub	1.1
13	Old Mother Redcap	BB 1 3LS	Mitchells & Butlers	Family Pub Dining	1.1
14	Marco Polo Pizzeria	BB 1 2PL	Independent Free	Restaurants	1.1
15	Dog Inn	BB 1 2NN	*Other Small Retail Groups	Family Pub Dining	1.2
16	Intack & Knuzen Conservative Working Mens Club	BB 1 2BU	Independent Free	Clubland	1.2
17	Franco's Ristorante Pizzeria	BB 5 3JB	Independent Free	Restaurants	1.2
17	Tinker And Budget	BB 5 3JB	Admiral Taverns Ltd	High Street Pub	1.2
17	Bay Horse Inn	BB 5 3JB	Unknown	Community Pub	1.2

Per Pub Analysis - Duckworth Hall Oswaldtwistle



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	312	575	426,018
Number of Competition Pubs	3	3	571
Adults 18+ per Competition Pub	104	192	746

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	10	3.3%	41
Circuit Bar	0	11	3.4%	85
Community Pub	1	81	26.0%	136
Craft Led	0	8	2.5%	71
Great Pub Great Food	0	47	15.2%	86
High Street Pub	0	80	25.7%	139
Premium Local	0	63	20.1%	122

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	36	6.3%	79
Circuit Bar	0	44	7.6%	187
Community Pub	1	160	27.8%	146
Craft Led	0	21	3.6%	105
Great Pub Great Food	0	54	9.4%	53
High Street Pub	0	166	28.8%	156
Premium Local	0	82	14.3%	87

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	17	25,774	6.0%	75
Circuit Bar	16	23,237	5.5%	135
Community Pub	119	103,927	24.4%	128
Craft Led	0	14,034	3.3%	95
Great Pub Great Food	9	48,079	11.3%	64
High Street Pub	98	101,762	23.9%	130
Premium Local	71	59,351	13.9%	84

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 Lifestyle, Energy Levels and Demand.																																												
Consumer Insight	18-34 year olds Wanting to look good in the group "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."	35-54 year olds Children under 12 at home "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"	35-54 year olds No children under 12 at home "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."	55+ year olds "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	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																																							
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="3">Metropolitan</td><td colspan="9">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			
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																												