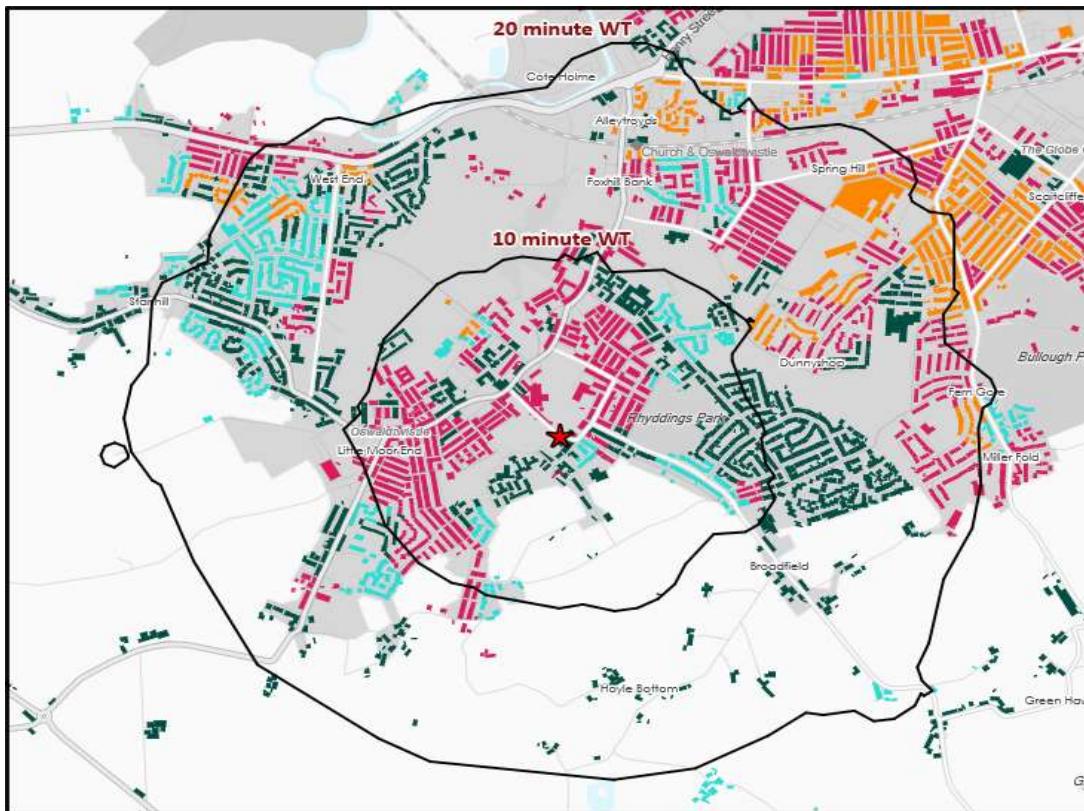


Catchment Summary - Heys Inn Oswaldtwistle

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Ship To	Name	Postcode	Operator	Segment	Sparsity
846001	Heys Inn Oswaldtwistle	BB 5 3BW	Star Pubs & Bars	Community Pub	10

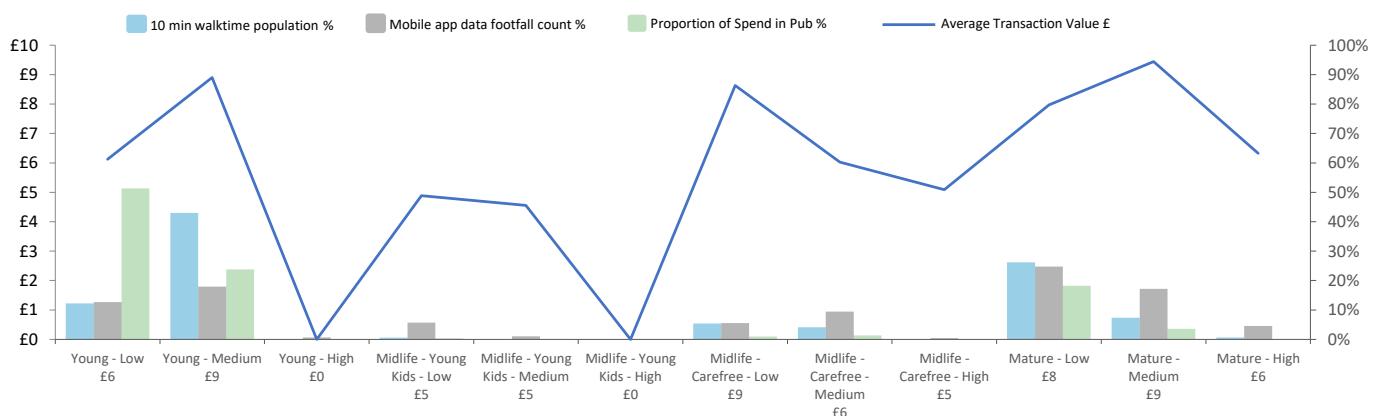


★ Pub Sites
 ▲ Catchments

Polaris Segments

- Young (pink)
- Midlife - Young Kids (orange)
- Midlife - Carefree (teal)
- Mature (dark green)

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Heys Inn Oswaldtwistle

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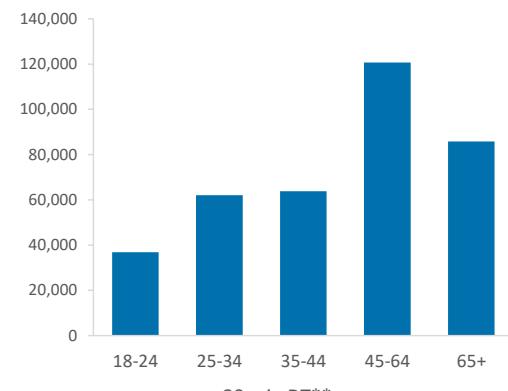
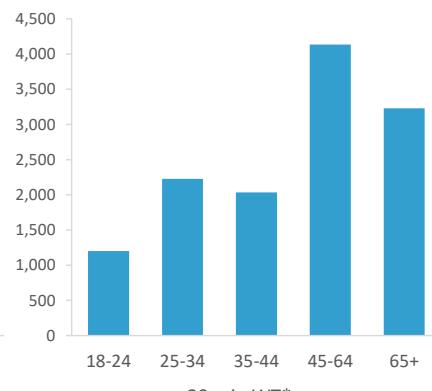
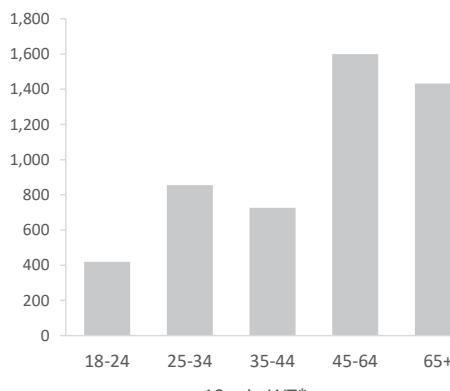
Over GB Average	Catchment Size (Counts)			Index vs GB Average		
Around GB Average	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Under GB Average						

Population	6,235	16,569	481,363	116	90	110
Adults 18+	5,031	12,823	369,104	112	84	106
Competition Pubs	13	18	497	72	50	119
Adults 18+ per Competition Pub	387	712	743	45	83	86
% Adults Likely to Drink	76.1%	71.6%	68.5%	100	94	90

Affluence	Low	44.3%	55.0%	50.4%	133	165	152
Medium	54.5%	41.0%	38.7%	143	107	102	
High	0.6%	1.4%	9.8%	2	5	36	

*Affluence does not include Not Private Households

Age Profile	18-24	419	1,202	36,815	83	89	94
25-34	855	2,226	62,092	103	101	97	
35-44	726	2,035	63,763	88	93	100	
45-64	1,599	4,133	120,697	100	97	98	
65+	1,432	3,227	85,737	120	101	93	



Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	
Male	3,059 (49%)	8,152 (49%)	237,225 (49%)	100	100	101
Female	3,176 (51%)	8,417 (51%)	244,138 (51%)	100	100	99

Economic Status (16+)	Employed: Full-time	1,947 (38%)	4,511 (34%)	126,681 (33%)	109	99	96
	Employed: Part-time	588 (11%)	1,436 (11%)	45,859 (12%)	95	91	101
Self employed		355 (7%)	961 (7%)	29,880 (8%)	74	78	85
Unemployed		145 (3%)	390 (3%)	11,227 (3%)	101	106	106
Full-time student		98 (2%)	224 (2%)	7,792 (2%)	79	71	86
Retired		1,224 (24%)	3,095 (23%)	80,783 (21%)	108	107	96
Other		830 (16%)	2,649 (20%)	80,353 (21%)	92	115	121

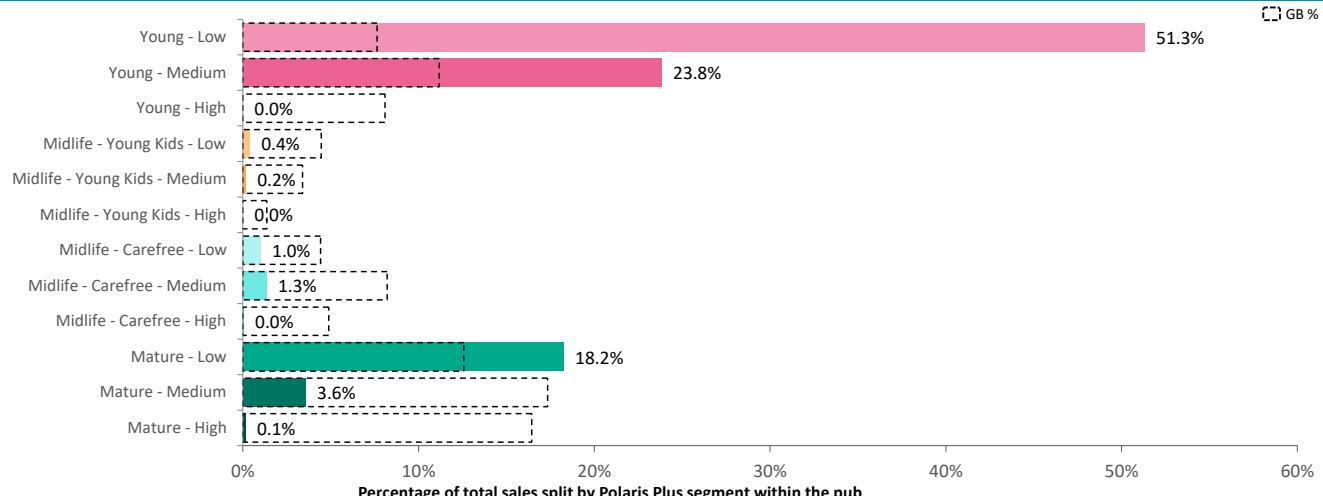
Total Worker Count 1,757 4,352 197,229

See the Glossary page for further information on the above variables

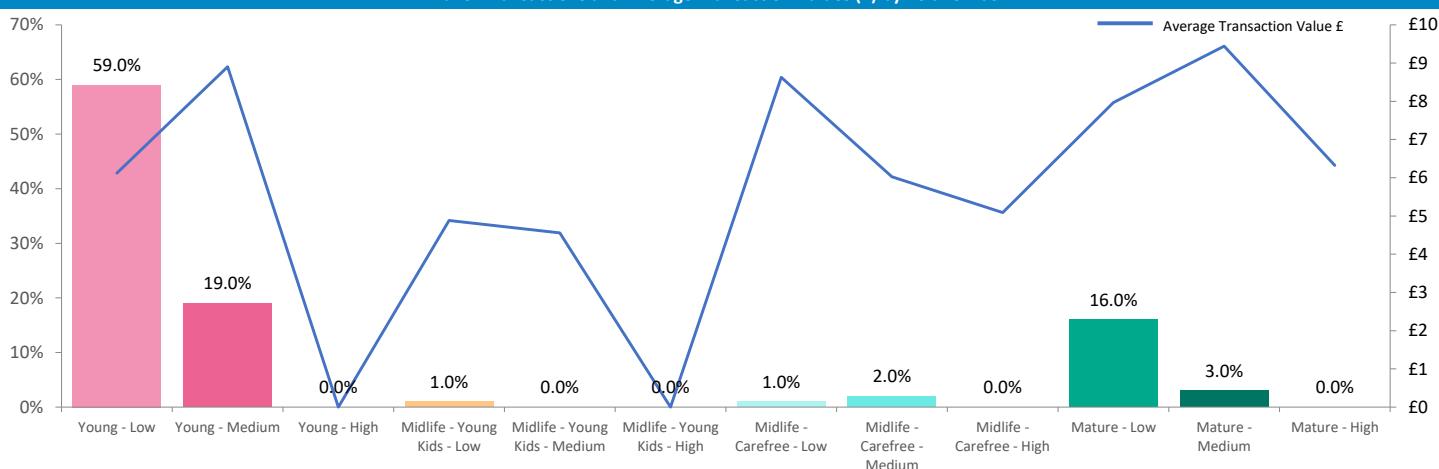
Transactional Data Summary - Heys Inn Oswaldtwistle

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Spend by Polaris Plus

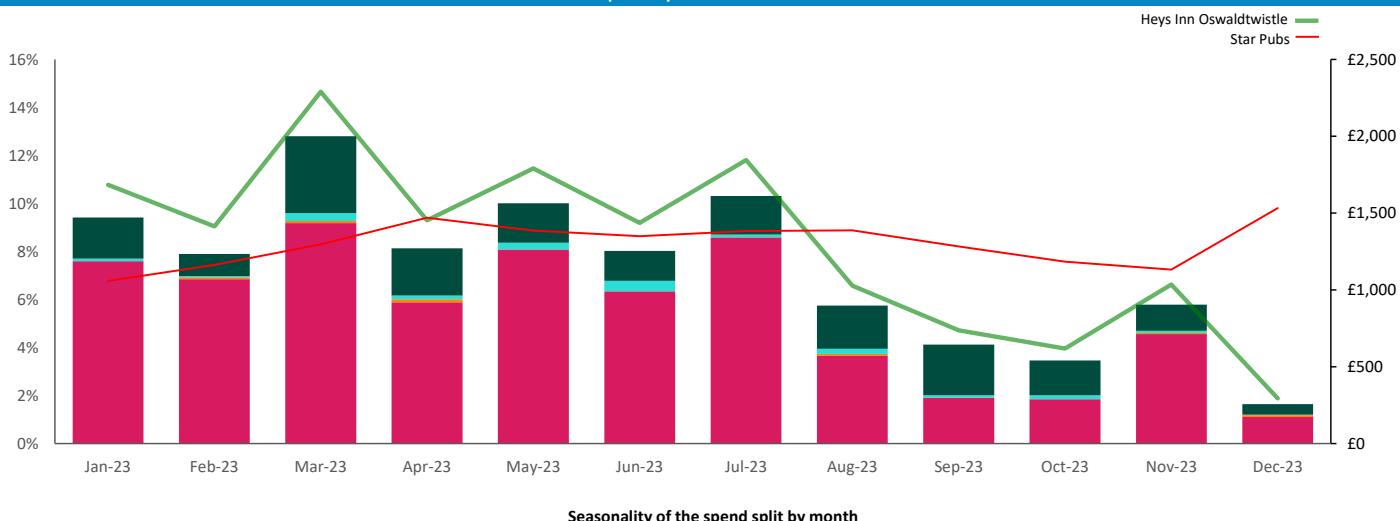


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



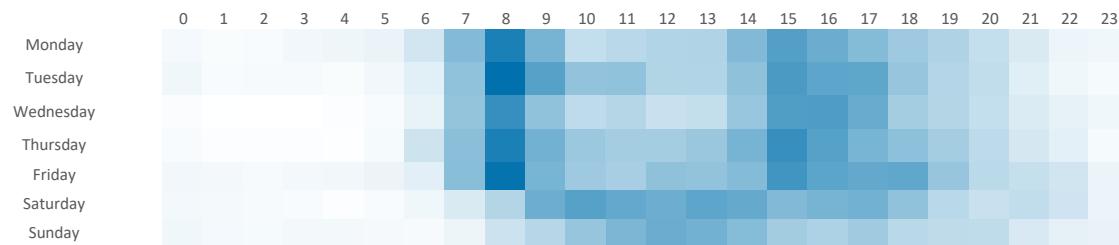
Seasonality of the spend split by month

Mobile Data Summary - Heys Inn Oswaldtwistle



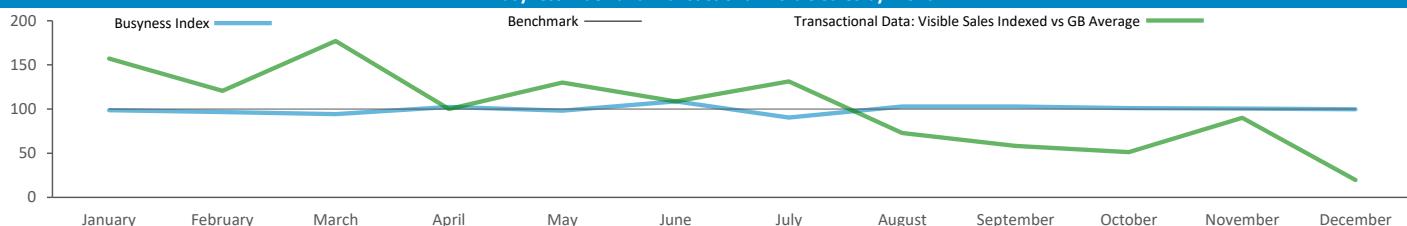
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Time of Day/Day of Week



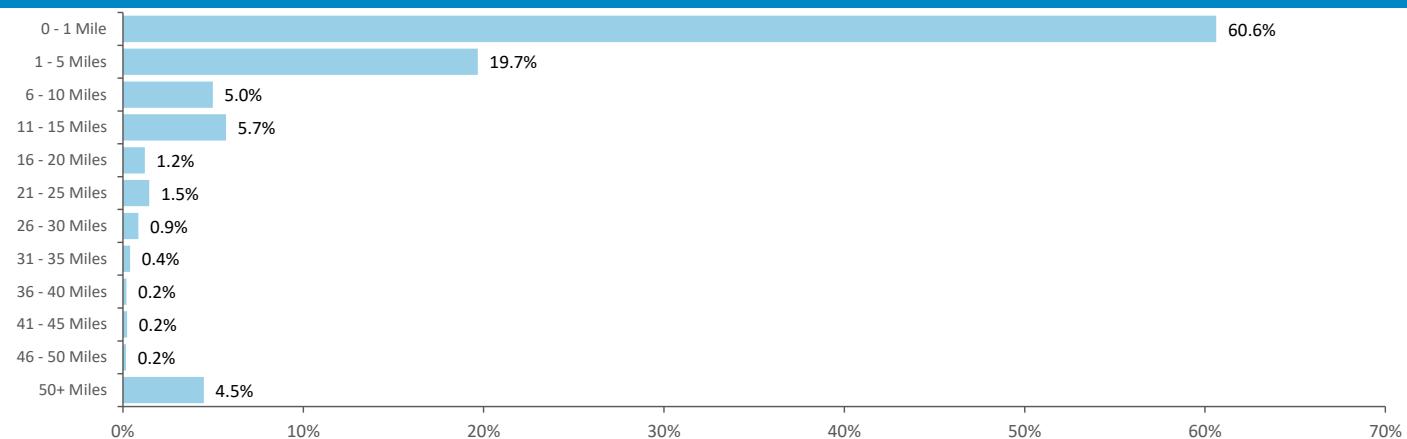
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

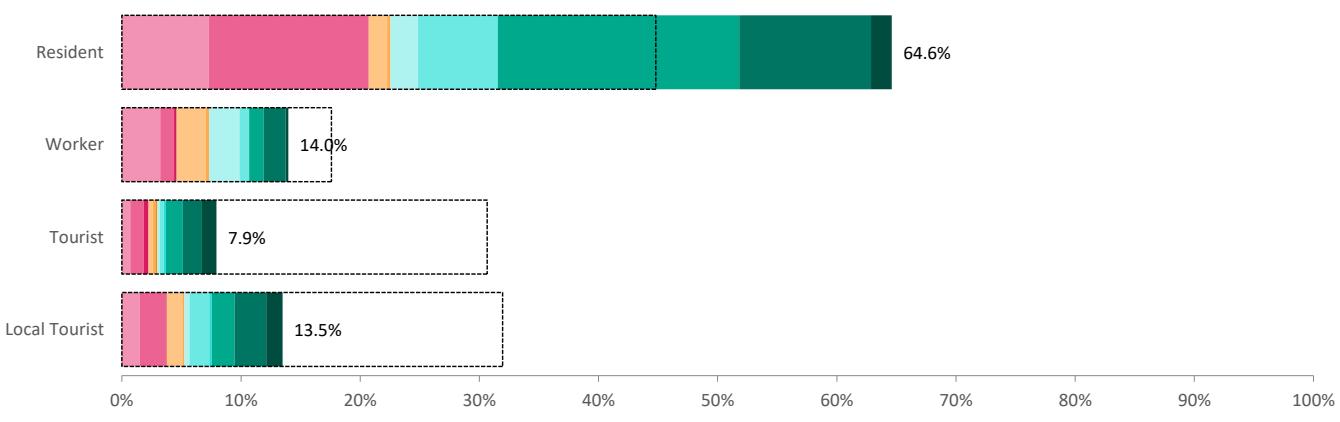
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB



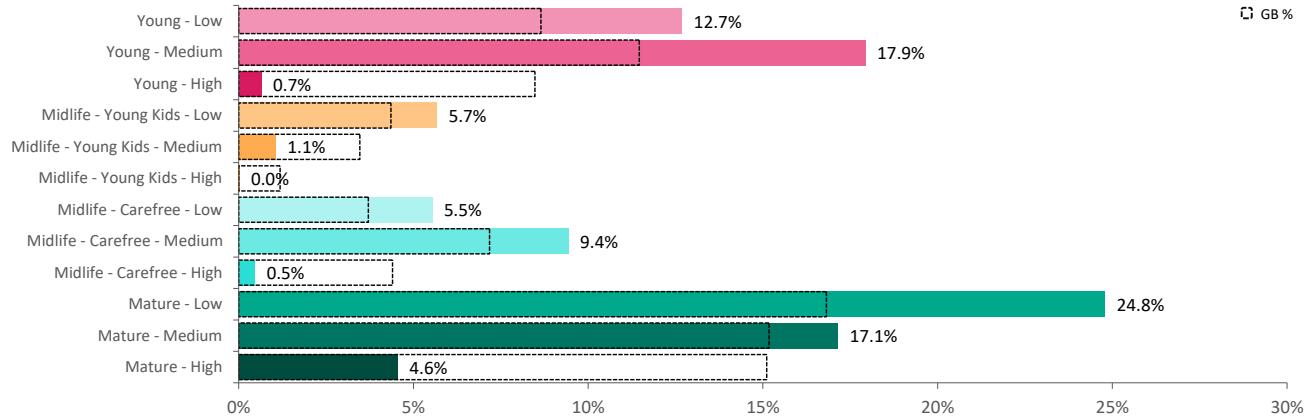
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Heys Inn Oswaldtwistle



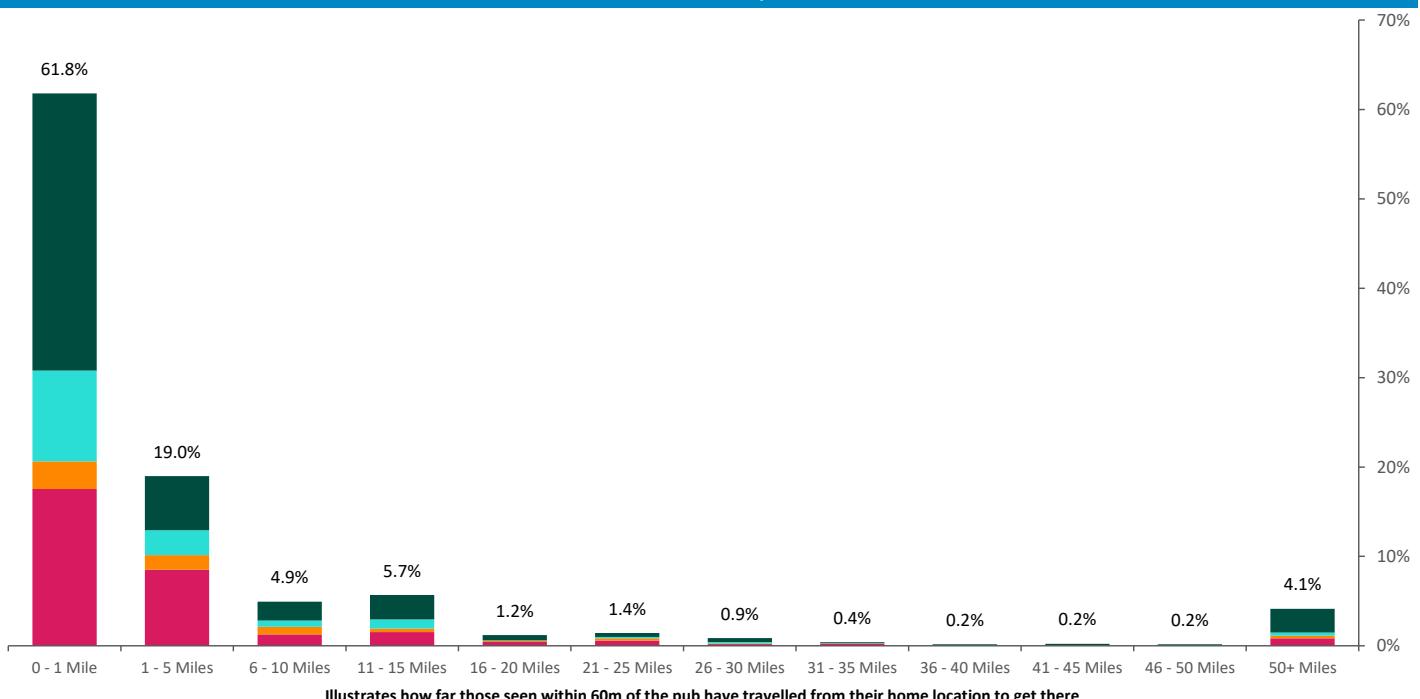
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Polaris Plus Profile



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

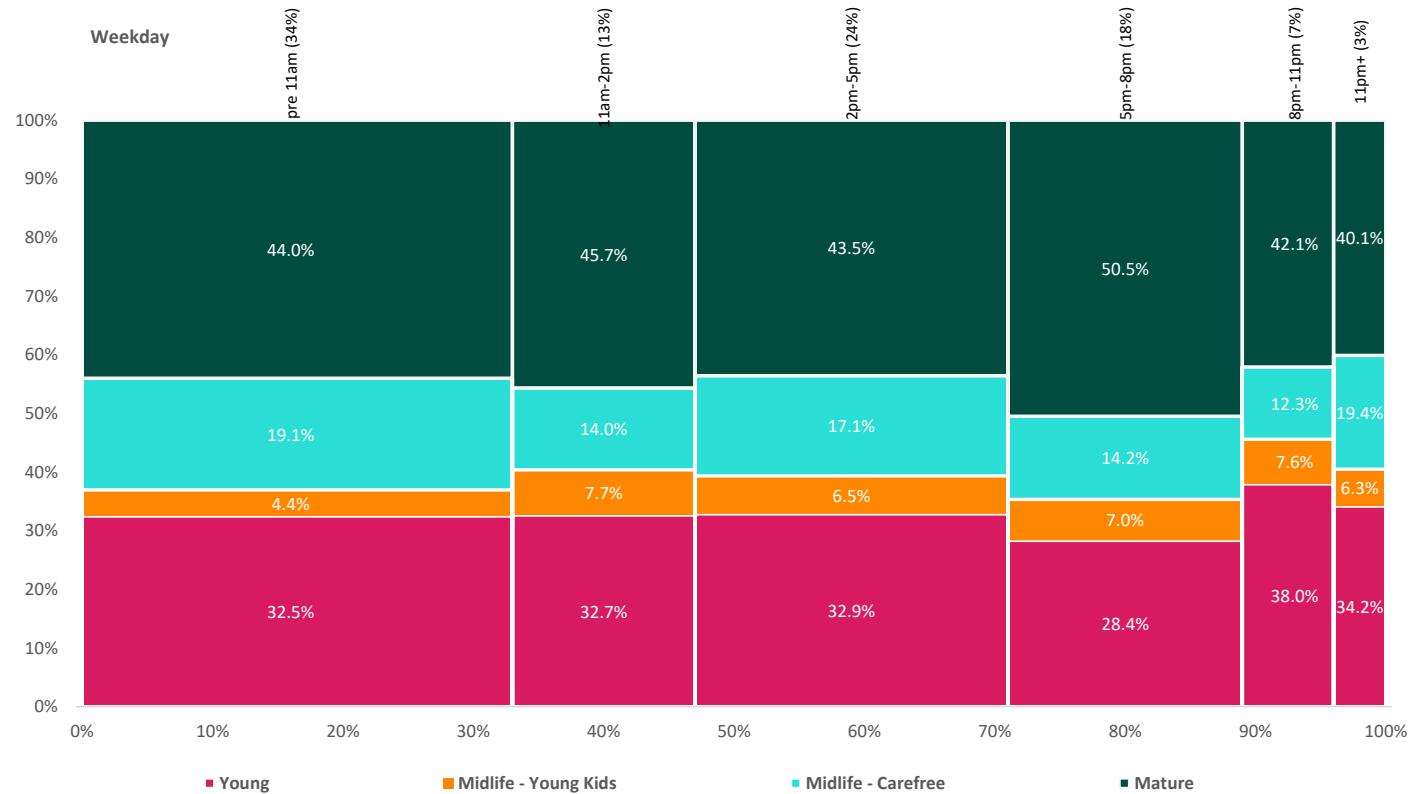


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

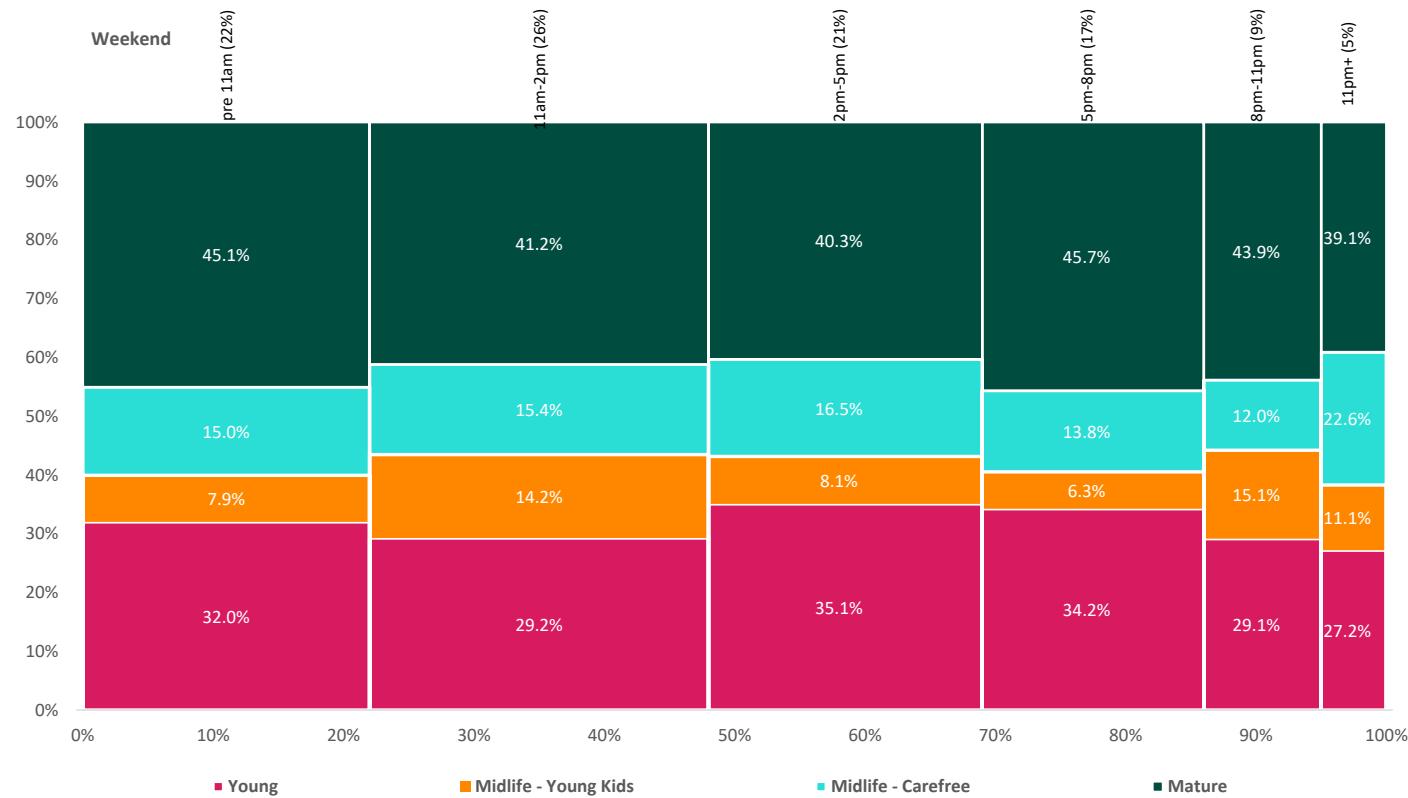
Mobile Data Summary - Heys Inn Oswaldtwistle

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



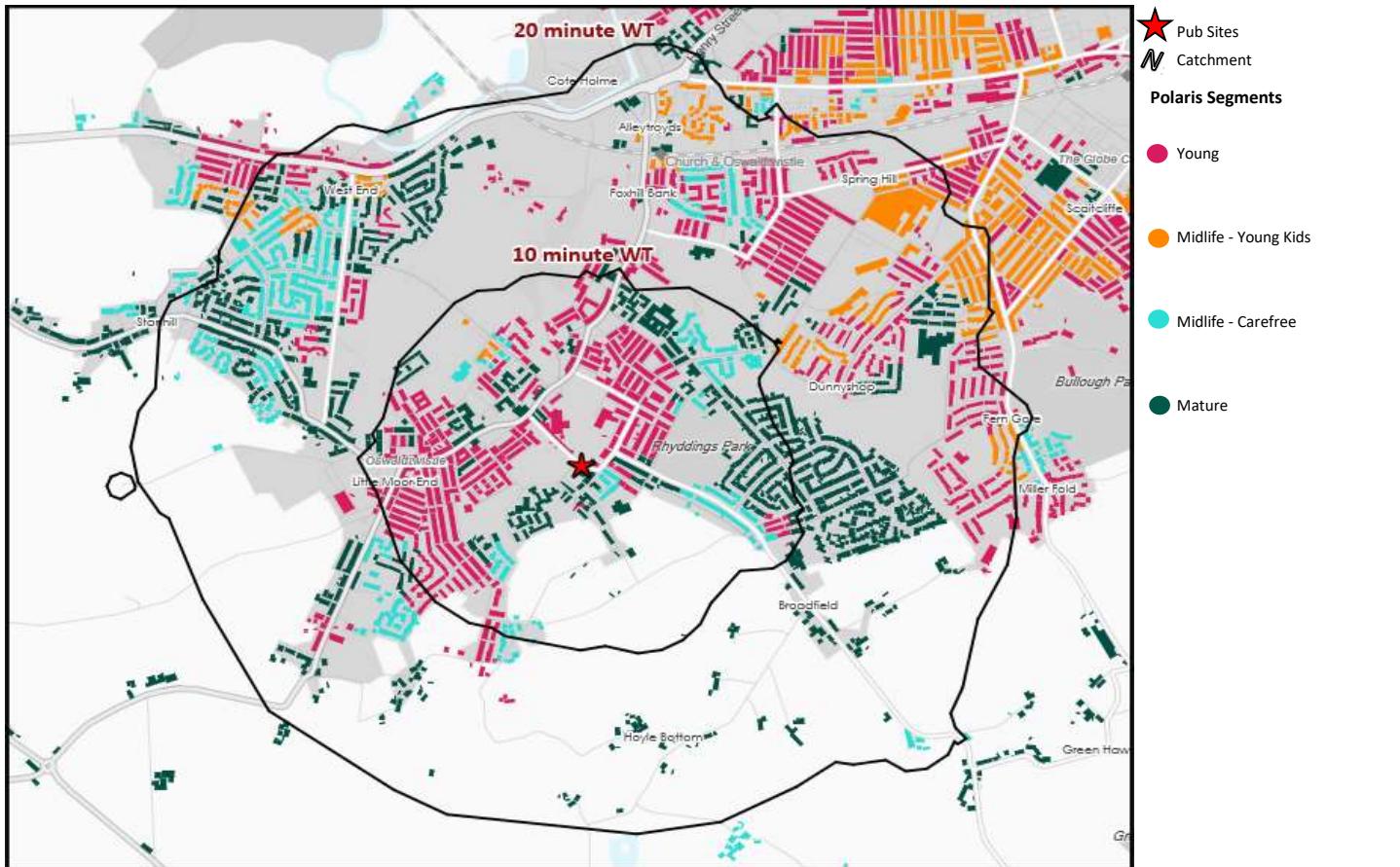
Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Page 6 of 11

Polaris Summary - Heys Inn Oswaldtwistle

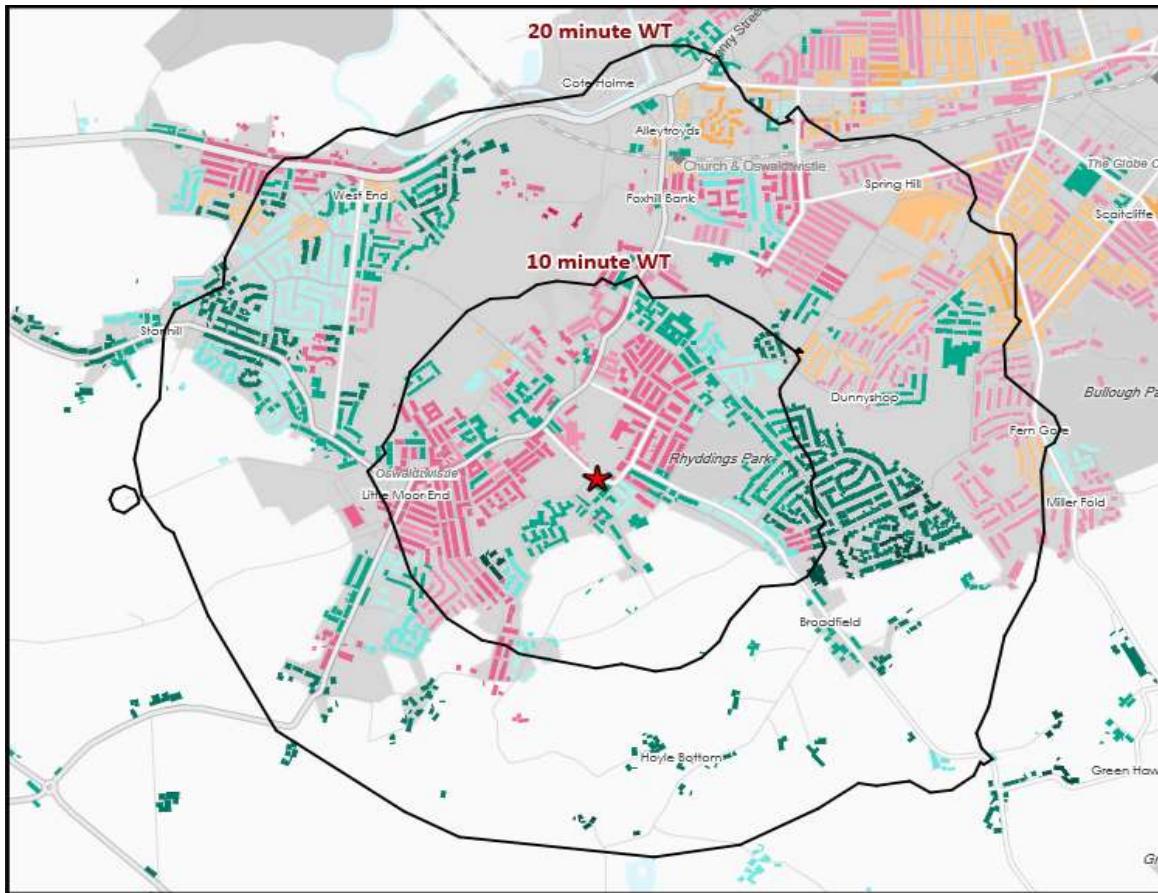


Polaris Profile by Catchment

*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	2,779	5,905	133,431	201	167	131
Midlife - Young Kids	29	970	64,318	5	69	159
Midlife - Carefree	476	1,478	42,519	60	73	73
Mature	1,718	4,134	124,793	77	73	76
<i>Not Private Households</i>	29	336	4,043	44	200	83
Total	5,031	12,823	369,104			

Polaris Plus Summary - Heys Inn 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	615	2,949	77,842	125	234	215
Medium	2,164	2,953	54,481	392	210	134
High	0	3	1,108	0	0	4
Midlife - Young Kids						
Low	29	871	46,364	11	124	229
Medium	0	99	17,954	0	18	112
High	0	0	0	0	0	0
Midlife - Carefree						
Low	270	927	16,325	127	172	105
Medium	206	551	19,122	57	60	72
High	0	0	7,072	0	0	43
Mature						
Low	1,316	2,305	45,484	190	131	90
Medium	370	1,654	51,398	47	82	89
High	32	175	27,911	4	9	50
Not Private Households	29	336	4,043	44	200	83
Total	5,031	12,823	369,104			

CGA Summary - Heys Inn Oswaldtwistle



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Heys Inn	BB 5 3BW	Star Pubs & Bars	Community Pub	0.0
1	Francos Ristorante Pizzeria	BB 5 3JB	Independent Free	Restaurants	0.2
1	Tinker And Budget	BB 5 3JB	Admiral Taverns Ltd	High Street Pub	0.2
1	Bay Horse Inn	BB 5 3JB	Unknown	Community Pub	0.2
4	Church & Oswaldtwistle Conservative Club	BB 5 3HH	Independent Free	Clubland	0.2
5	Tap Select	BB 5 3JD	Independent Free	Community Pub	0.2
5	Tiger Lounge	BB 5 3JD	Independent Free	High Street Pub	0.2
7	Vault	BB 5 3HS	Independent Free	Community Pub	0.2
8	St Marys Parish Centre	BB 5 3EE	Independent Free	Clubland	0.3
9	Stop & Rest Hotel	BB 5 3BE	Stonegate Pub Company	Community Pub	0.3
10	Rhoden Inn	BB 5 3QF	Admiral Taverns Ltd	Community Pub	0.3
11	Black Dog	BB 5 3NW	Daniel Thwaites plc	Community Pub	0.4
12	Bamboo Garden	BB 5 3DA	Independent Free	Restaurants	0.4
13	Hungry Tackler	BB 5 3DF	Independent Free	Family Pub Dining	0.5
14	Plough Inn	BB 5 3RY	*Other Small Retail Groups	Community Pub	0.5
15	White Bull	BB 5 3QW	Daniel Thwaites plc	Premium Local	0.5
16	Trickys Pub	BB 5 4NP	Independent Free	Premium Local	0.7
17	Church & Oswaldtwistle Cricket Club	BB 5 0DP	Independent Free	Clubland	0.7
18	Spinning Jenny	BB 5 0NP	*Other Small Retail Groups	Community Pub	0.7
19	Hare & Hounds	BB 5 4NQ	Daniel Thwaites plc	Community Pub	0.8
20	Globe Bowling And Billiards Accrington	BB 5 0LW	Independent Free	Clubland	0.9

Per Pub Analysis - Heys Inn Oswaldtwistle

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

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,031	12,823	369,104
Number of Competition Pubs	13	18	497
Adults 18+ per Competition Pub	387	712	743

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	413	8.2%	102
Circuit Bar	0	417	8.3%	205
Community Pub	8	1,150	22.9%	120
Craft Led	0	345	6.9%	198
Great Pub Great Food	0	411	8.2%	46
High Street Pub	2	1,183	23.5%	128
Premium Local	0	606	12.1%	73

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	806	6.3%	78
Circuit Bar	0	884	6.9%	170
Community Pub	9	3,235	25.2%	132
Craft Led	0	582	4.5%	131
Great Pub Great Food	0	896	7.0%	39
High Street Pub	2	3,232	25.2%	137
Premium Local	3	1,374	10.7%	65

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	23,296	6.3%	78
Circuit Bar	9	21,626	5.9%	145
Community Pub	112	92,770	25.1%	131
Craft Led	0	13,021	3.5%	102
Great Pub Great Food	7	38,527	10.4%	59
High Street Pub	89	91,154	24.7%	134
Premium Local	57	49,219	13.3%	81

Glossary



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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																																																																																
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																																																																	
Consumer Insight	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Young</th> <th>Midlife 'Parents'</th> <th>Midlife 'Carefree'</th> <th>Mature</th> </tr> </thead> <tbody> <tr> <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> <ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit </td><td> <ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic </td><td> <ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer </td><td> <ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer </td></tr> </tbody> </table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	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"	<ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit 	<ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic 	<ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer 	<ul style="list-style-type: none"> • 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.																																																																																	
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1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																																																														
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