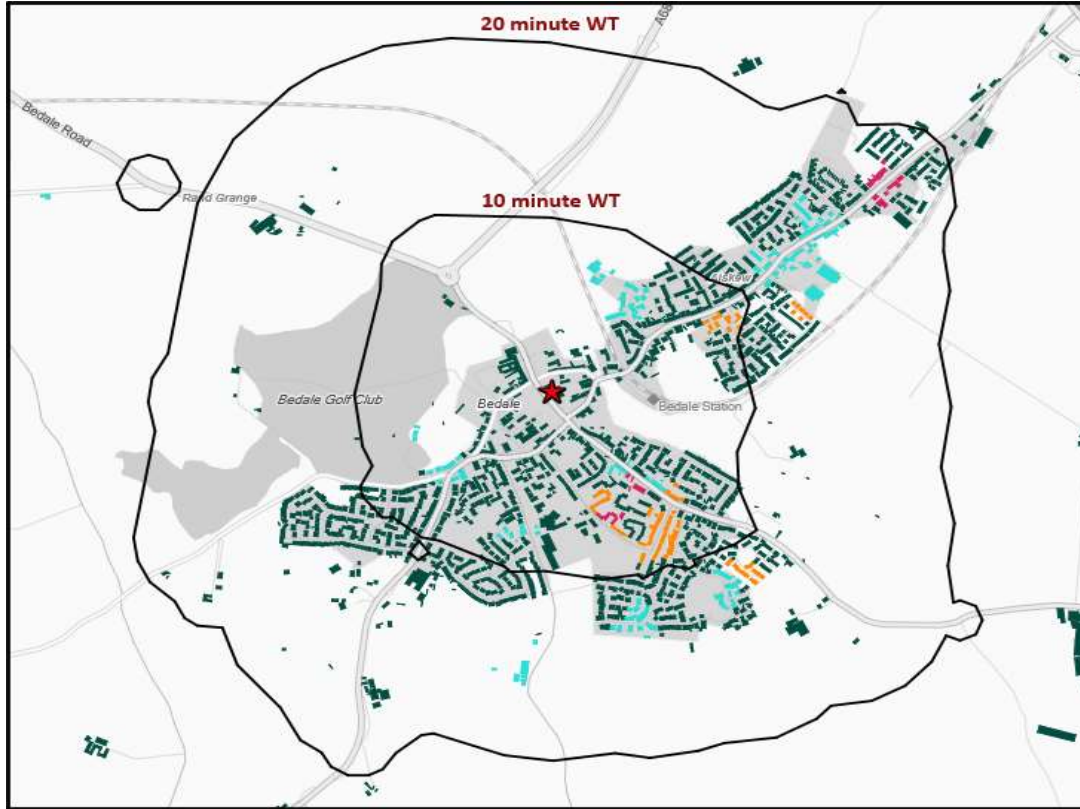


Catchment Summary - Old Black Swan Bedale



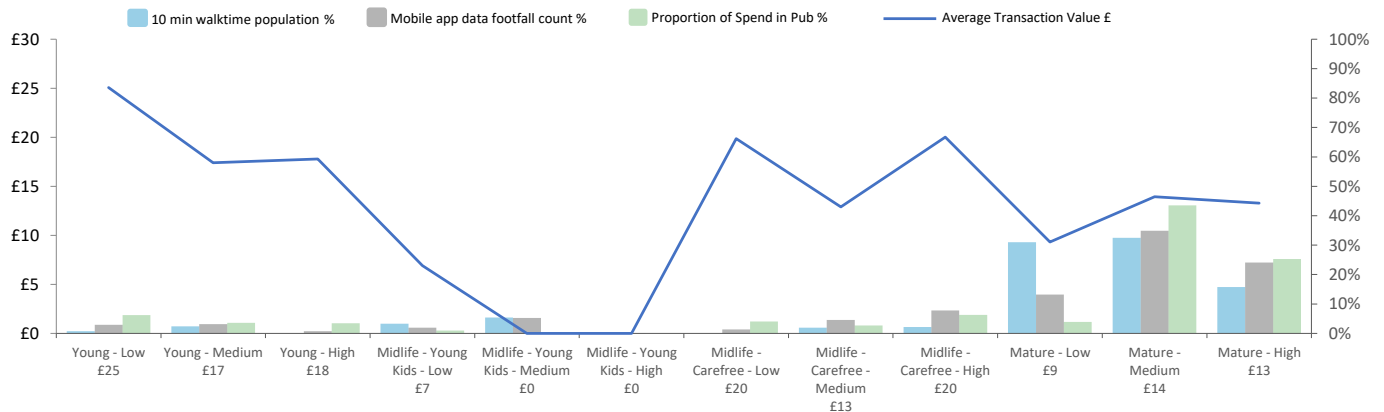
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Ship To	Name	Postcode	Operator	Segment	Sparsity
856403	Old Black Swan Bedale	DL 8 1ED	Independent Free	Premium Local	19



- ★ 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 - Old Black Swan Bedale

	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**

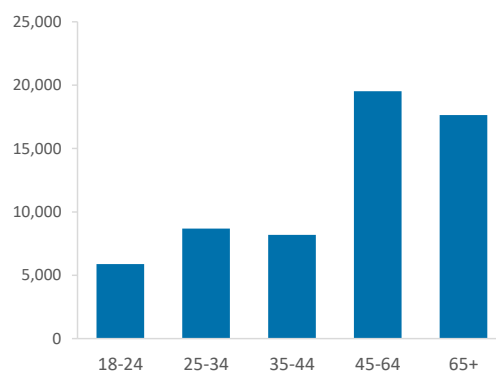
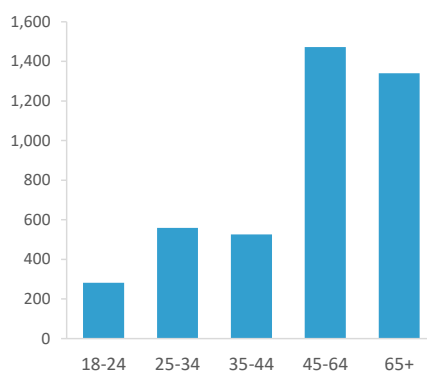
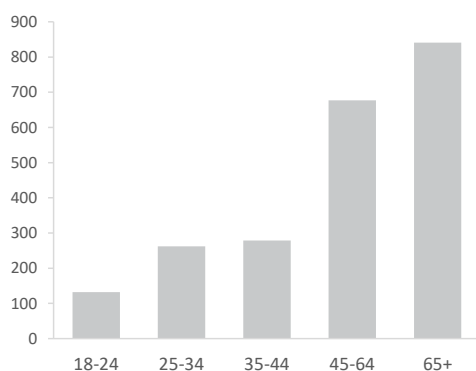
Population	2,625	5,045	73,696	49	27	17
Adults 18+	2,191	4,180	59,905	49	27	17
Competition Pubs	9	9	126	50	25	30
Adults 18+ per Competition Pub	243	464	475	28	54	55
% Adults Likely to Drink	78.4%	79.1%	78.5%	103	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	35.1%	21.3%	21.6%	105	64	65
	Medium	42.2%	56.1%	44.2%	111	147	116
	High	18.0%	20.1%	27.7%	66	74	101

*Affluence does not include Not Private Households

Age Profile	18-24	132	282	5,877	62	69	98
	25-34	262	559	8,681	75	83	88
	35-44	279	526	8,181	80	79	84
	45-64	677	1,473	19,525	100	114	103
	65+	841	1,340	17,641	167	138	125



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	1,262 (48%)	2,457 (49%)	36,981 (50%)	98	99	102
	Female	1,363 (52%)	2,588 (51%)	36,715 (50%)	102	101	98

Economic Status (16+)	Employed: Full-time	652 (29%)	1,469 (34%)	22,340 (36%)	84	99	105
	Employed: Part-time	293 (13%)	575 (13%)	7,909 (13%)	110	112	108
	Self employed	217 (10%)	393 (9%)	5,932 (10%)	105	99	104
	Unemployed	35 (2%)	61 (1%)	937 (2%)	56	51	55
	Full-time student	25 (1%)	55 (1%)	709 (1%)	47	54	48
	Retired	760 (34%)	1,314 (30%)	16,471 (27%)	155	139	122
	Other	264 (12%)	443 (10%)	7,215 (12%)	67	59	67

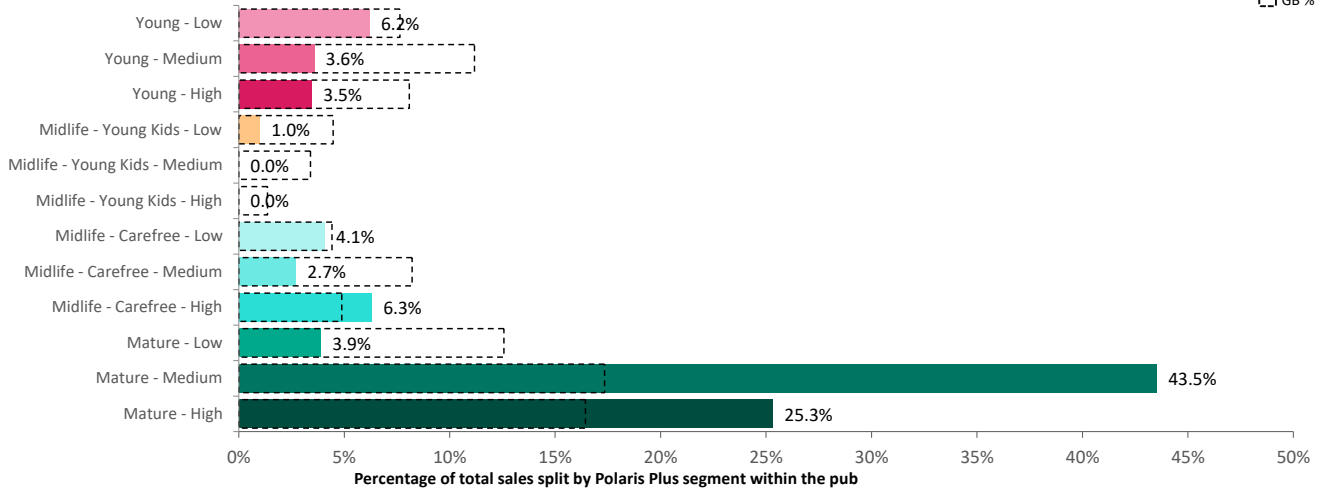
Total Worker Count	1,954	2,539	43,513
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See the Glossary page for further information on the above variables

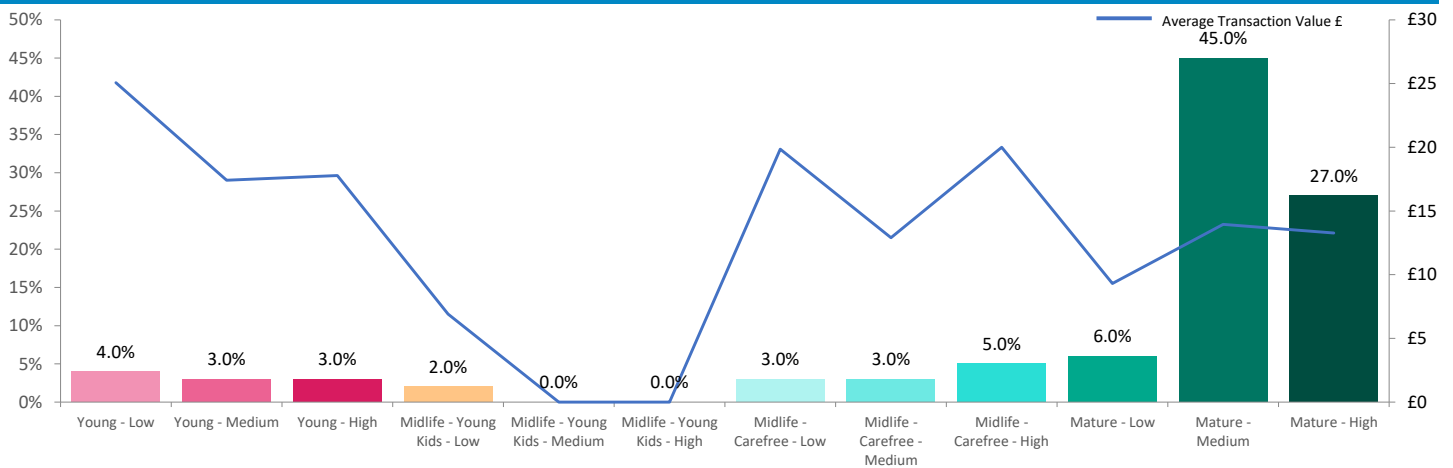
Transactional Data Summary - Old Black Swan Bedale

Spend by Polaris Plus

GB %

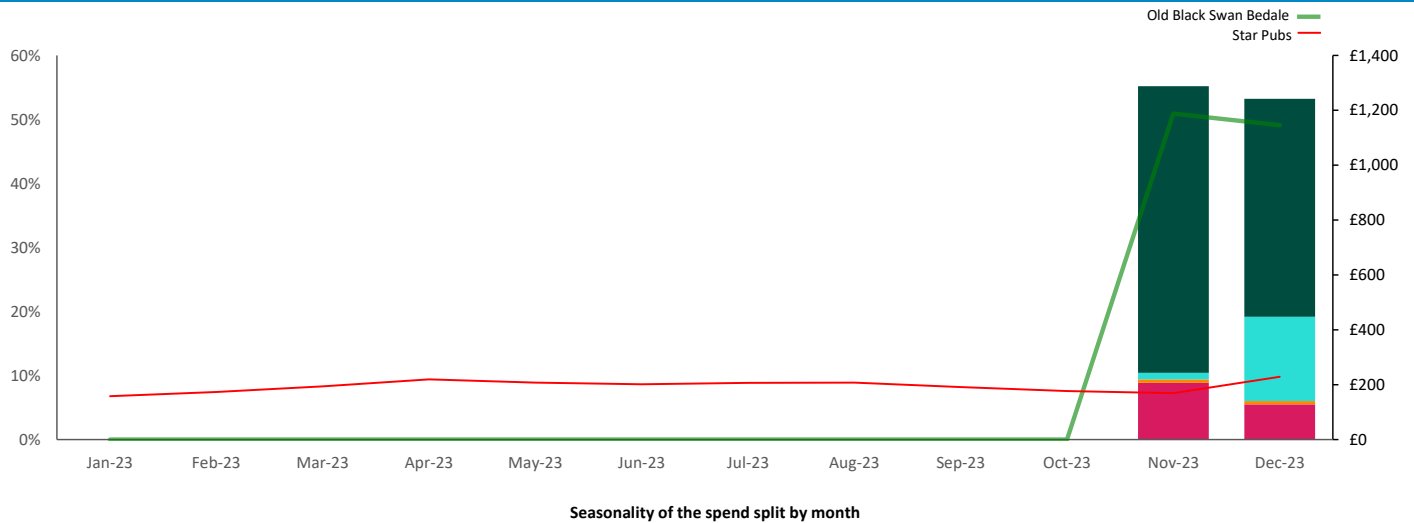


% of Transactions and Average Transaction Values (£) by Polaris Plus



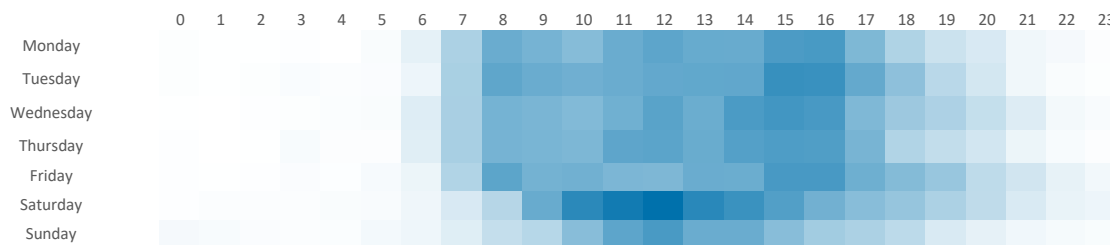
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



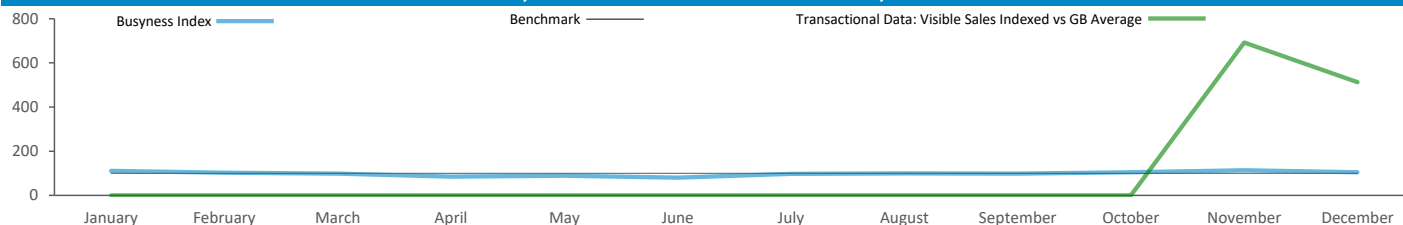
Mobile Data Summary - Old Black Swan Bedale

Time of Day/Day of Week



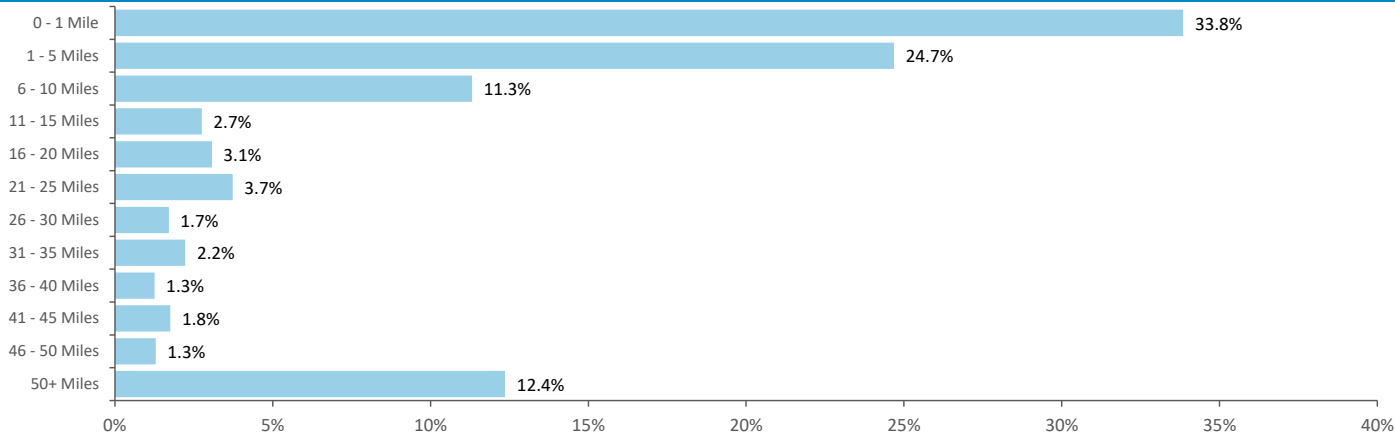
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

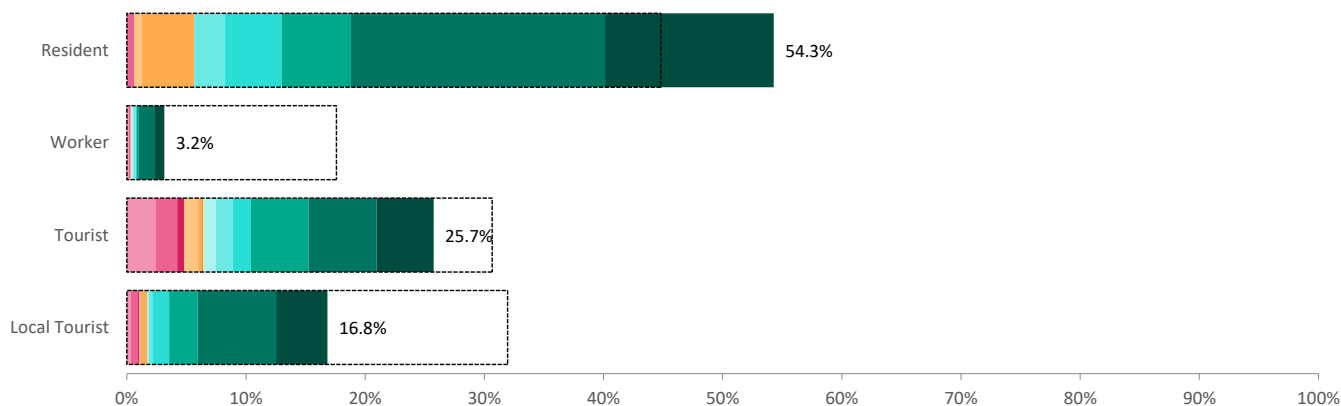
Distance from Home



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

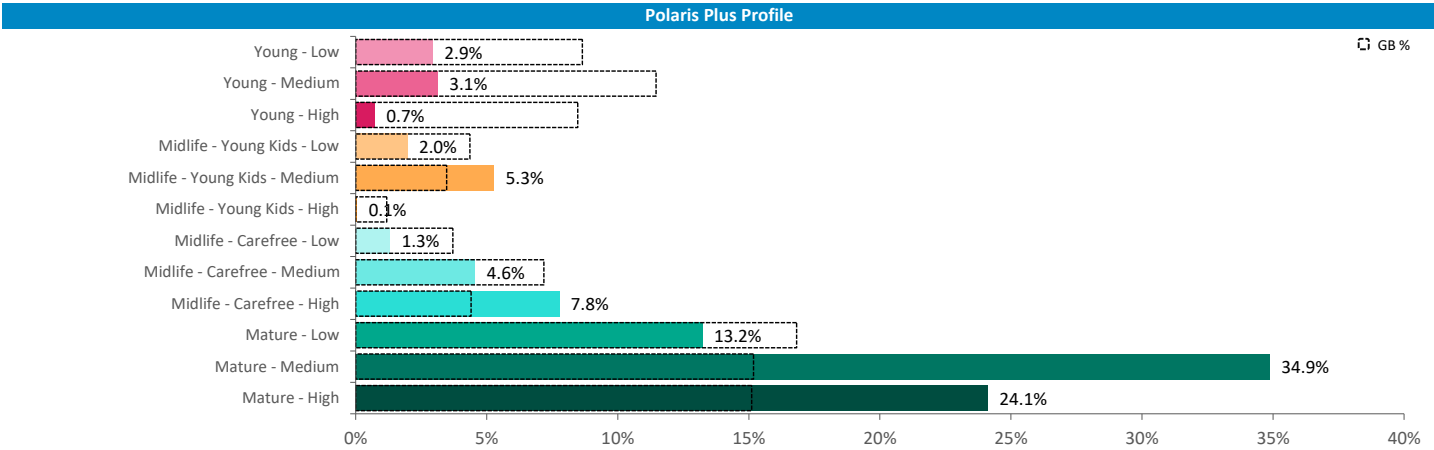


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

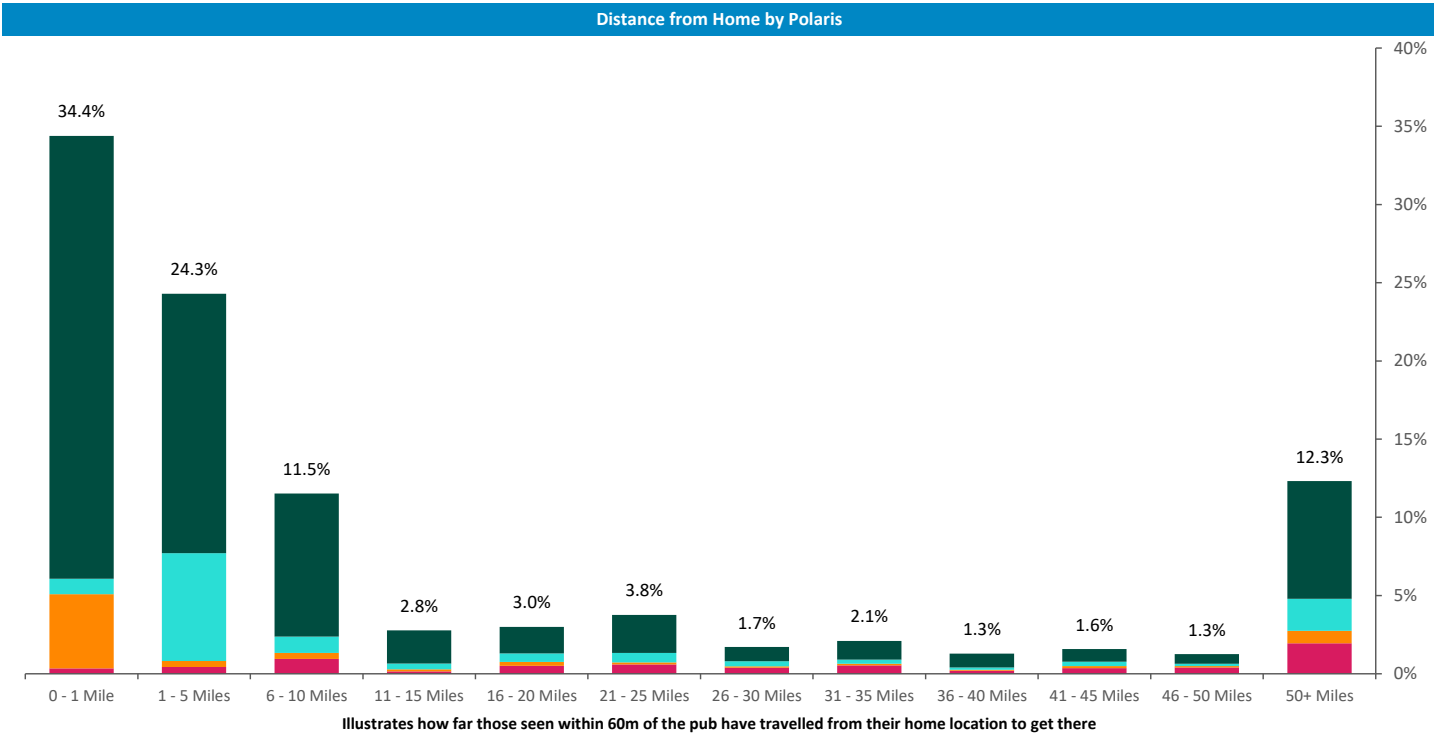
Mobile Data Summary - Old Black Swan Bedale



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



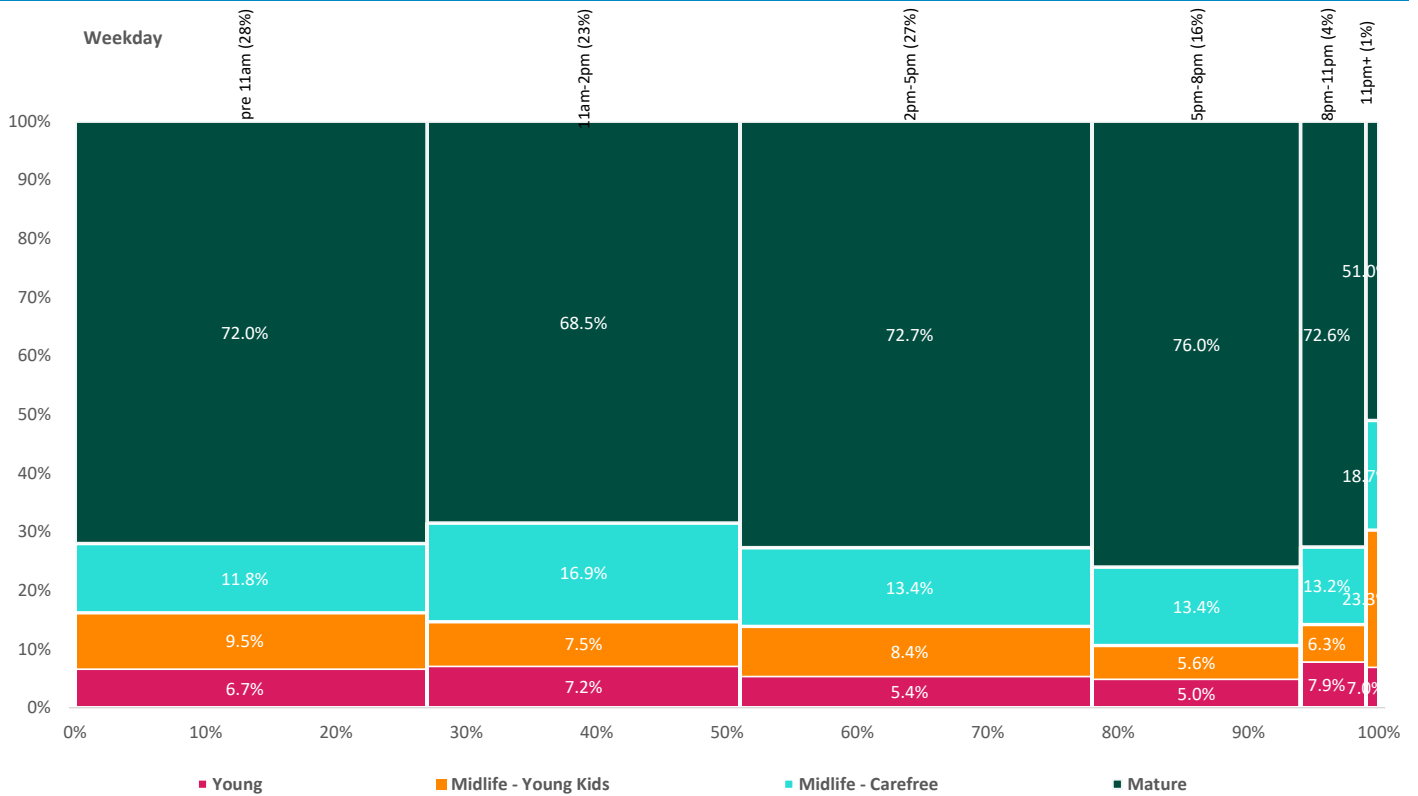
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Old Black Swan Bedale

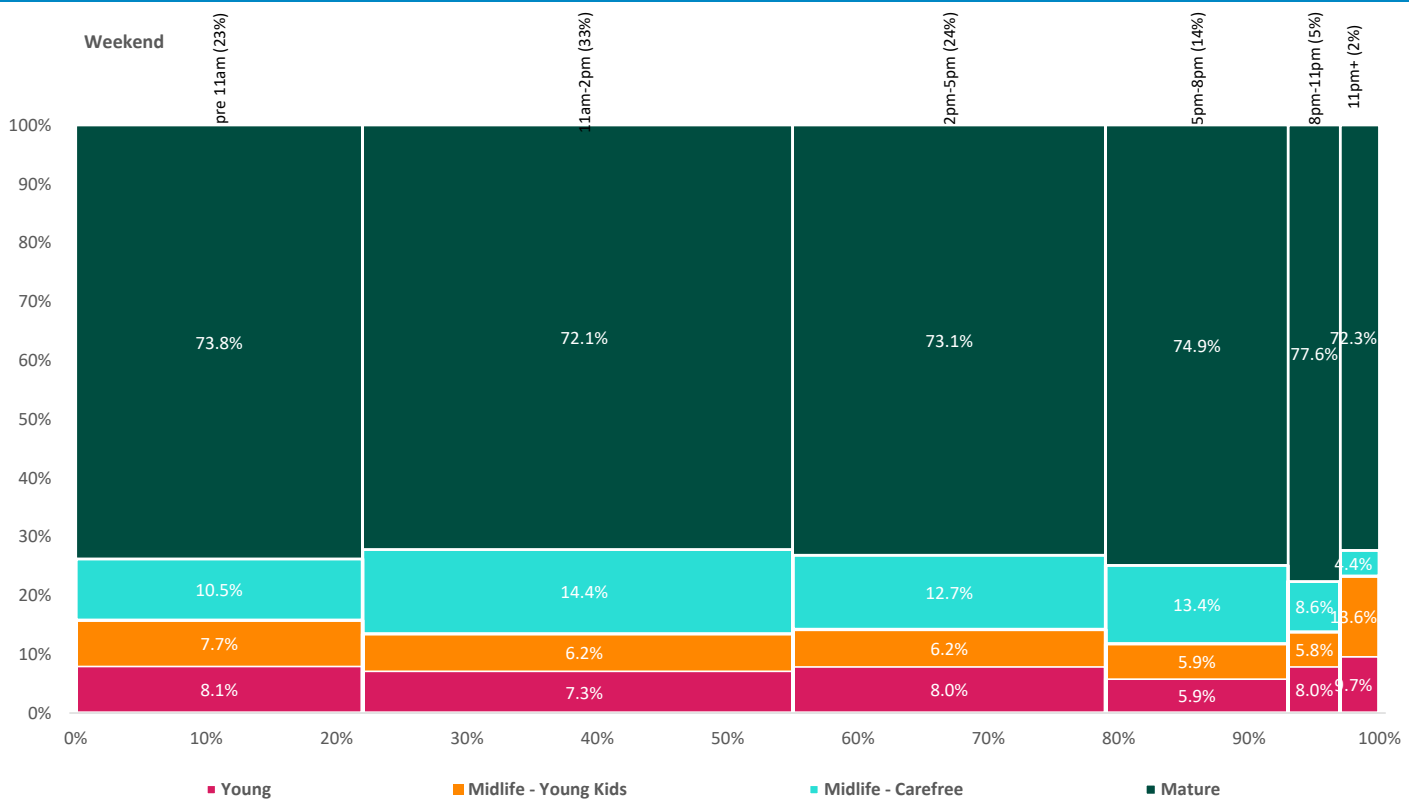


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Old Black Swan Bedale

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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	68	79	4,332	11	7	26
Midlife - Young Kids	192	256	4,070	80	56	62
Midlife - Carefree	90	293	7,547	26	44	80
Mature	1,737	3,448	40,055	179	186	151
<i>Not Private Households</i>	104	104	3,901	362	190	496
Total	2,191	4,180	59,905			

Polaris Plus Summary - Old Black Swan Bedale

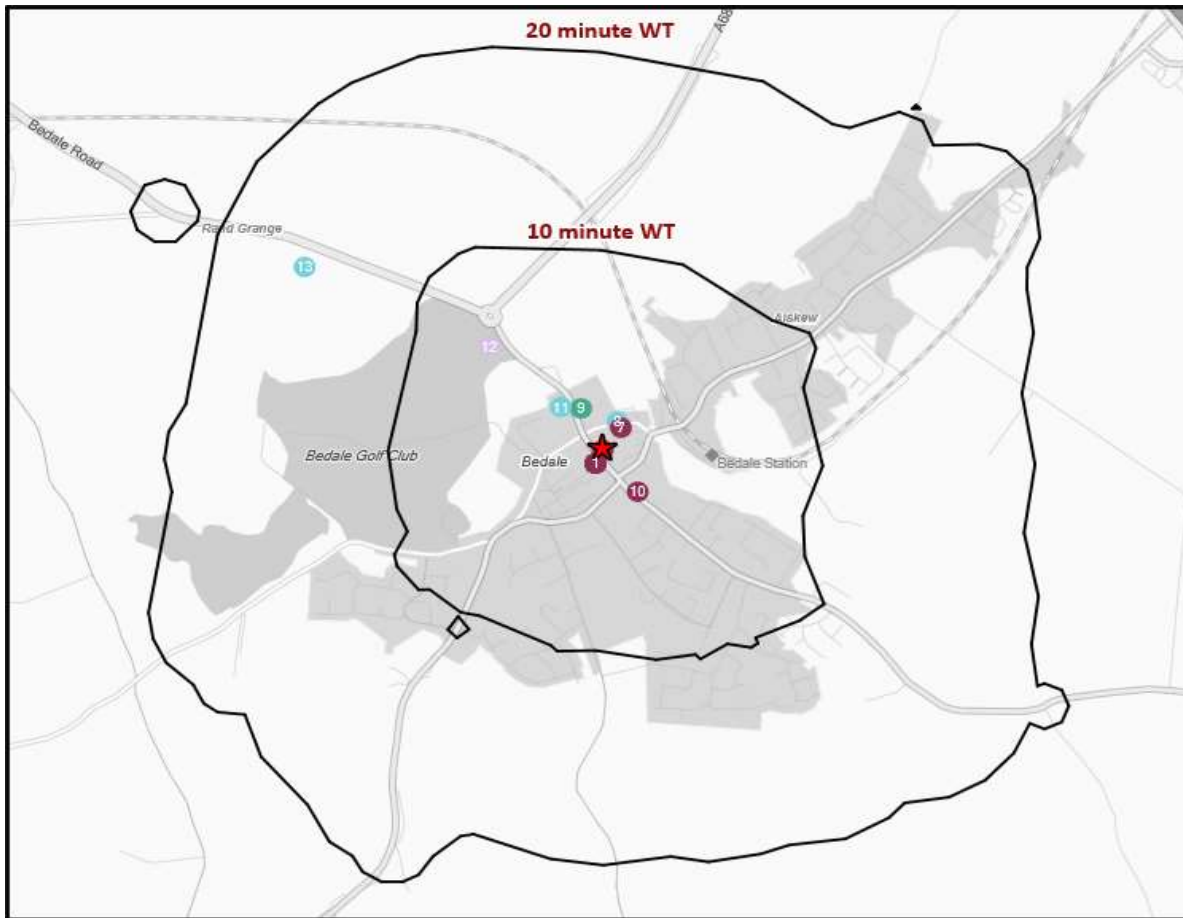



Polaris Plus Profile by Catchment

*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	16	27	2,024	7	7	34
Medium	52	52	2,087	22	11	32
High	0	0	221	0	0	5
Midlife - Young Kids						
Low	73	97	1,298	61	42	39
Medium	119	159	2,772	125	88	107
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1,053	0	0	42
Medium	42	163	1,968	27	54	46
High	48	130	4,526	49	70	170
Mature						
Low	679	767	8,537	226	134	104
Medium	712	1,972	19,679	207	301	210
High	346	709	11,839	105	113	132
Not Private Households	104	104	3,901	362	190	496
Total	2,191	4,180	59,905			

CGA Summary - Old Black Swan Bedale



- ★ Pub Sites
 Catchment
- 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	Old Black Swan	DL 8 1ED	Independent Free	Premium Local	0.0
1	Taste Of India	DL 8 1EQ	Independent Free	Restaurants	0.0
1	Tallulah's Wine Bar	DL 8 1EQ	Independent Free	ABOS	0.0
1	Spice Of Bengal	DL 8 1EQ	Independent Free	Restaurants	0.0
1	Institution Boutique Cafe	DL 8 1EQ	Independent Free	ABOS	0.0
1	Waggon & Horses	DL 8 1EQ	Stonegate Pub Company	Premium Local	0.0
1	Green Dragon	DL 8 1EQ	Marston's	Premium Local	0.0
7	Three Coopers	DL 8 1AL	Marston's	Premium Local	0.1
8	Bedale Riverside Club	DL 8 1AH	Independent Free	Clubland	0.1
9	Chambers Restaurant	DL 8 1AF	Independent Free	Casual Dining	0.1
10	White Bear	DL 8 2BJ	Admiral Taverns Ltd	Premium Local	0.1
11	Chantry Hall	DL 8 1AA	Independent Free	Clubland	0.1
12	Bedale Golf Club	DL 8 1EZ	Independent Free	Sports Clubs	0.3
13	Bedale Athletic	DL 8 1HA	Independent Free	Clubland	0.6

Per Pub Analysis - Old Black Swan Bedale



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,191	4,180	59,905
Number of Competition Pubs	9	9	126
Adults 18+ per Competition Pub	243	464	475

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	63	2.9%	36
Circuit Bar	0	74	3.4%	83
Community Pub	0	609	27.8%	145
Craft Led	0	15	0.7%	20
Great Pub Great Food	0	342	15.6%	88
High Street Pub	0	539	24.6%	133
Premium Local	5	403	18.4%	112

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	104	2.5%	31
Circuit Bar	0	87	2.1%	51
Community Pub	0	1,031	24.7%	129
Craft Led	0	18	0.4%	13
Great Pub Great Food	0	787	18.8%	106
High Street Pub	0	963	23.0%	125
Premium Local	5	924	22.1%	134

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	2,365	3.9%	49
Circuit Bar	10	1,486	2.5%	61
Community Pub	3	12,113	20.2%	106
Craft Led	0	601	1.0%	29
Great Pub Great Food	8	12,138	20.3%	115
High Street Pub	7	11,216	18.7%	102
Premium Local	43	13,065	21.8%	132

Glossary

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</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>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																																								
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</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
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><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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			
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																									