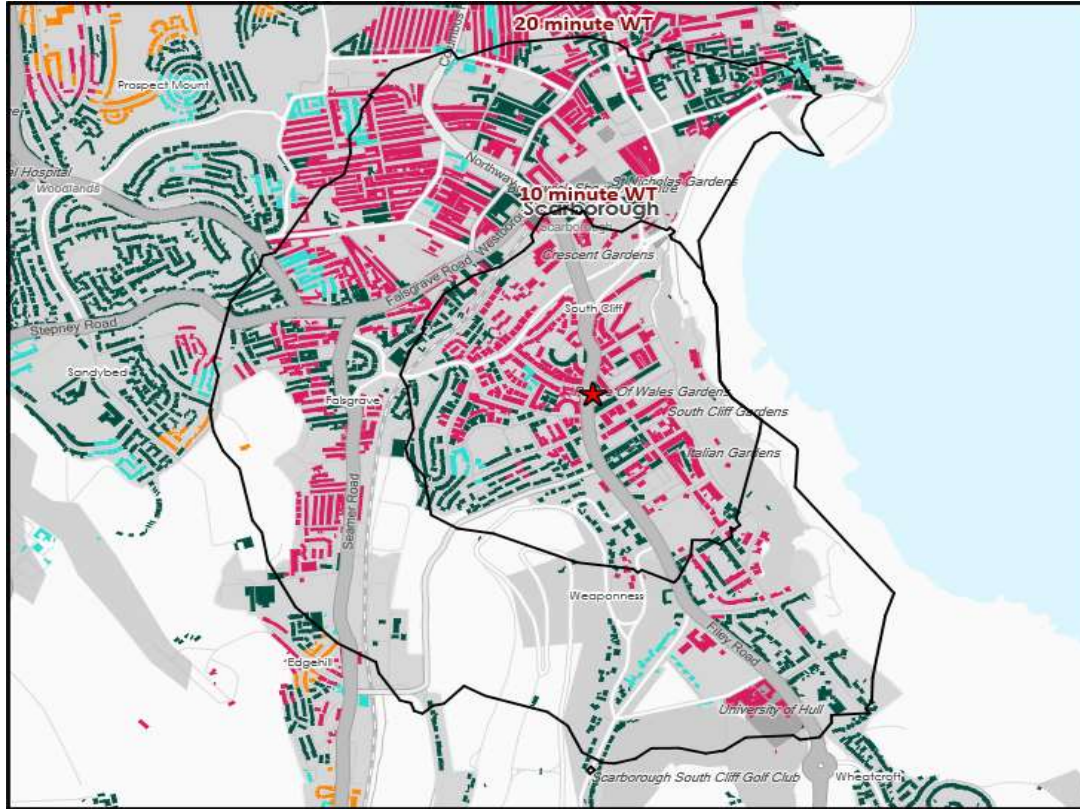


## Catchment Summary - Ramshill Hotel Scarborough



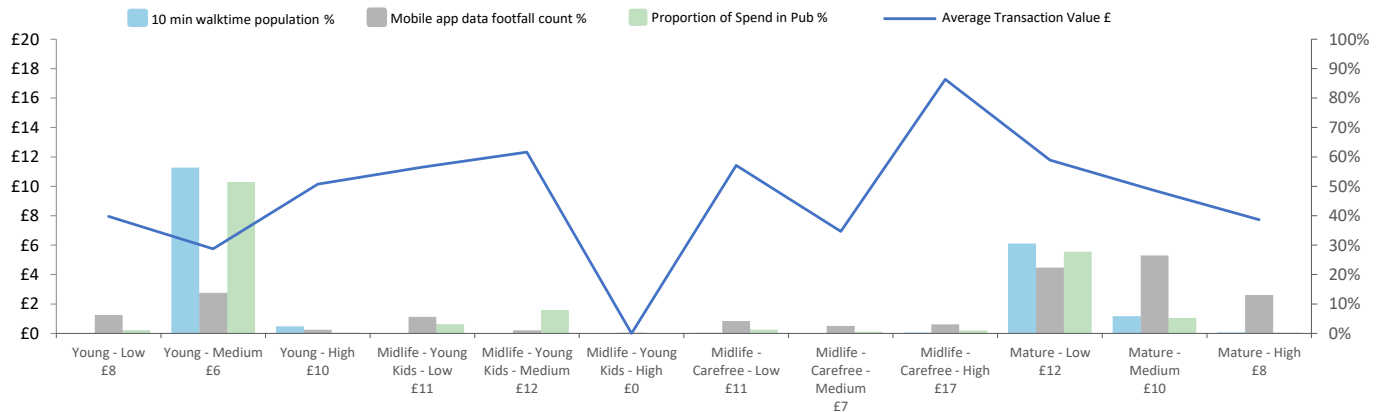
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Ship To	Name	Postcode	Operator	Segment	Sparsity
851178	Ramshill Hotel Scarborough	YO11 2QG	Star Pubs & Bars	Community Pub	16



- ★ 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 - Ramshell Hotel Scarborough

	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**

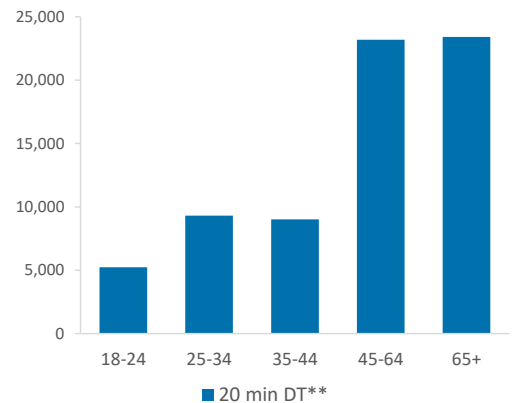
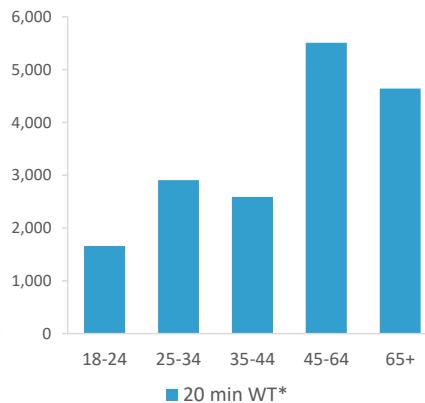
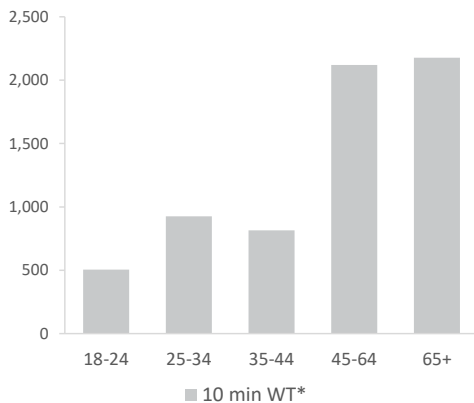
Population	7,255	20,803	85,168	135	112	19
Adults 18+	6,542	17,301	70,147	145	113	20
Competition Pubs	14	65	141	78	181	34
Adults 18+ per Competition Pub	467	266	497	54	31	58
% Adults Likely to Drink	79.9%	77.8%	78.2%	105	102	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	30.8%	27.7%	34.6%	93	83	104
	Medium	62.2%	67.5%	53.6%	163	177	141
	High	3.1%	2.4%	10.4%	11	9	38

\*Affluence does not include Not Private Households

Age Profile	18-24	505	1,659	5,227	86	98	75
	25-34	925	2,905	9,301	96	105	82
	35-44	814	2,587	9,016	85	94	80
	45-64	2,120	5,509	23,182	114	103	106
	65+	2,178	4,641	23,421	156	116	143



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	3,737 (52%)	10,453 (50%)	41,407 (49%)	105	103	99
	Female	3,518 (48%)	10,350 (50%)	43,761 (51%)	95	98	101

Economic Status (16+)	Employed: Full-time	1,804 (27%)	5,307 (30%)	19,753 (27%)	79	87	80
	Employed: Part-time	780 (12%)	2,535 (14%)	9,570 (13%)	99	120	112
	Self employed	524 (8%)	1,381 (8%)	6,315 (9%)	85	84	95
	Unemployed	218 (3%)	612 (3%)	1,797 (2%)	119	125	90
	Full-time student	72 (1%)	285 (2%)	1,000 (1%)	46	67	58
	Retired	2,237 (34%)	4,478 (25%)	22,749 (32%)	154	115	144
	Other	1,009 (15%)	3,175 (18%)	10,798 (15%)	87	103	86

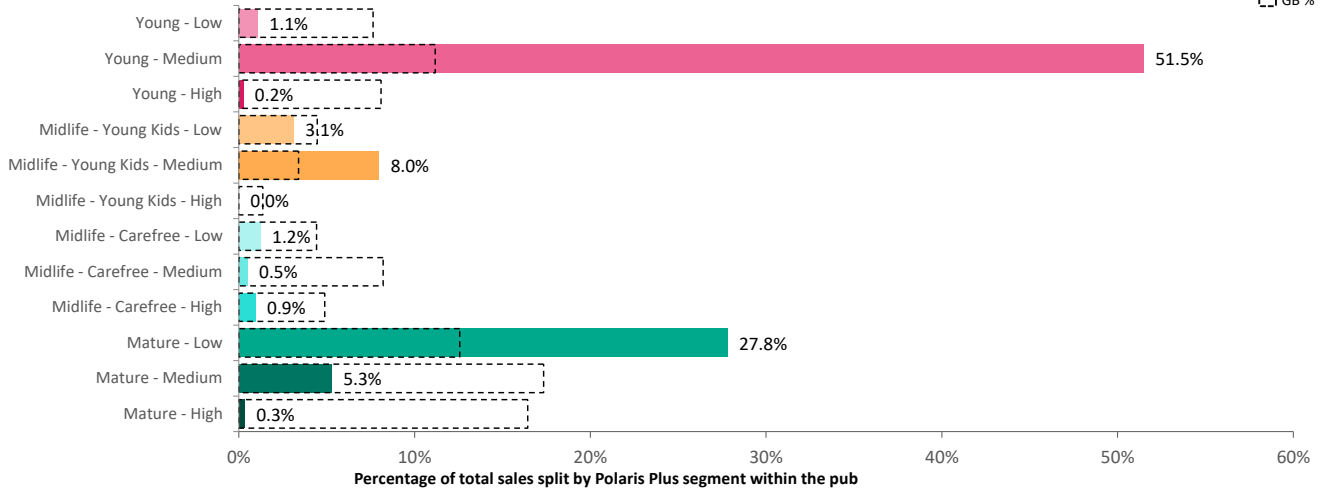
Total Worker Count	4,257	12,415	41,988
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See the Glossary page for further information on the above variables

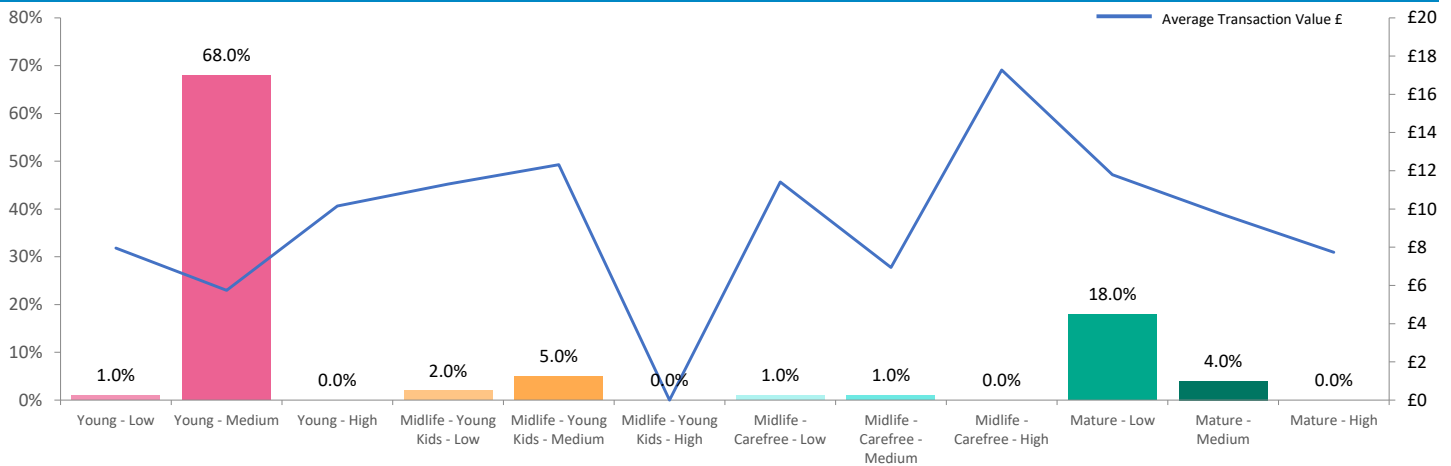
# Transactional Data Summary - Ramshill Hotel Scarborough

## Spend by Polaris Plus

GB %

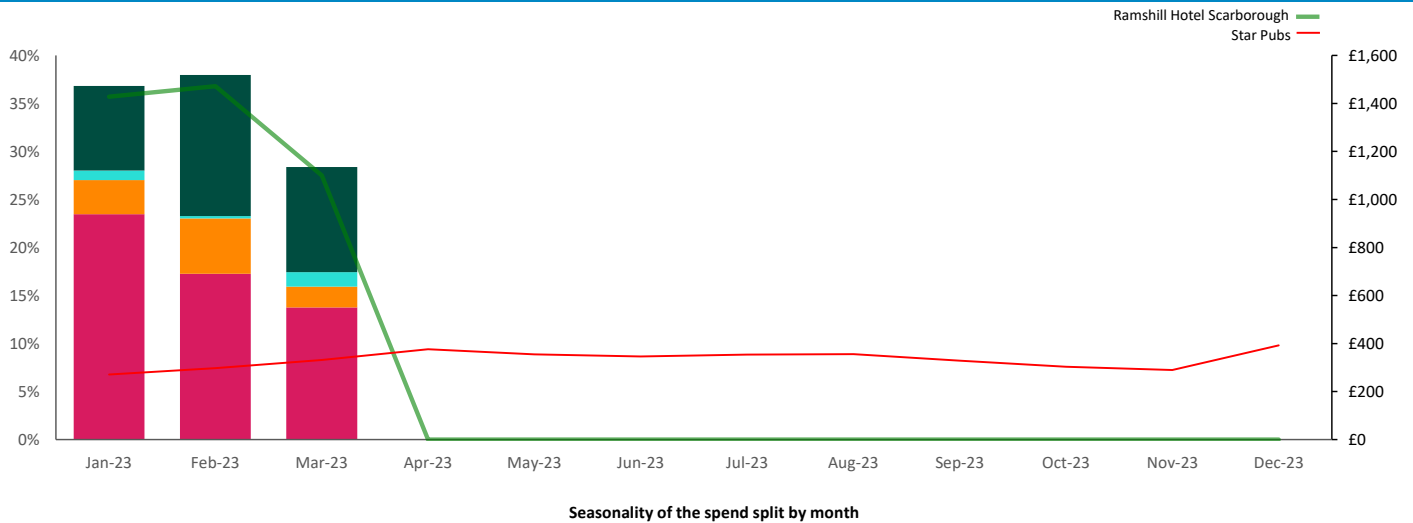


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

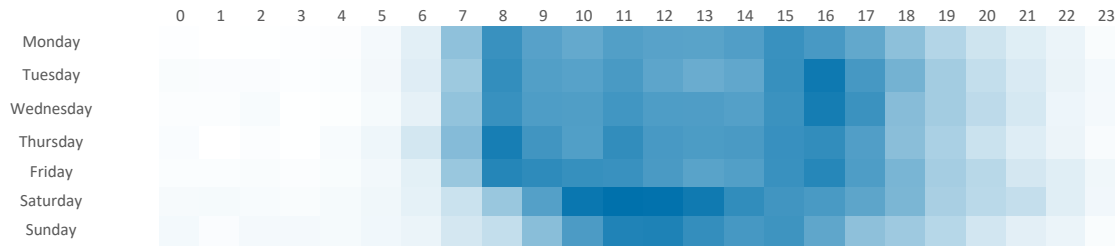


# Mobile Data Summary - Ramshill Hotel Scarborough



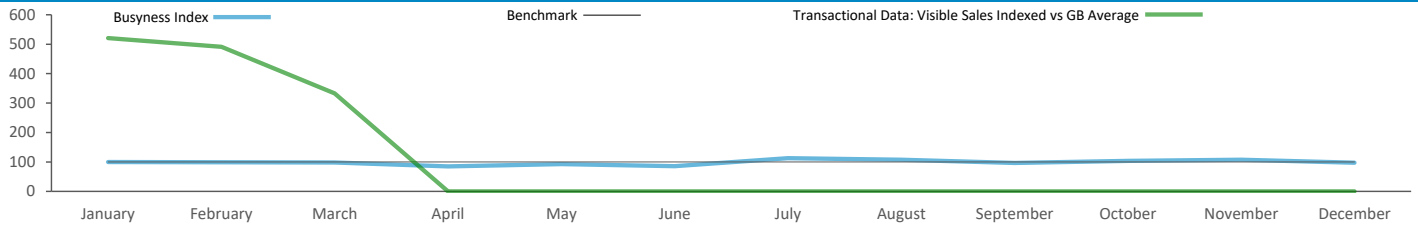
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## Time of Day/Day of Week



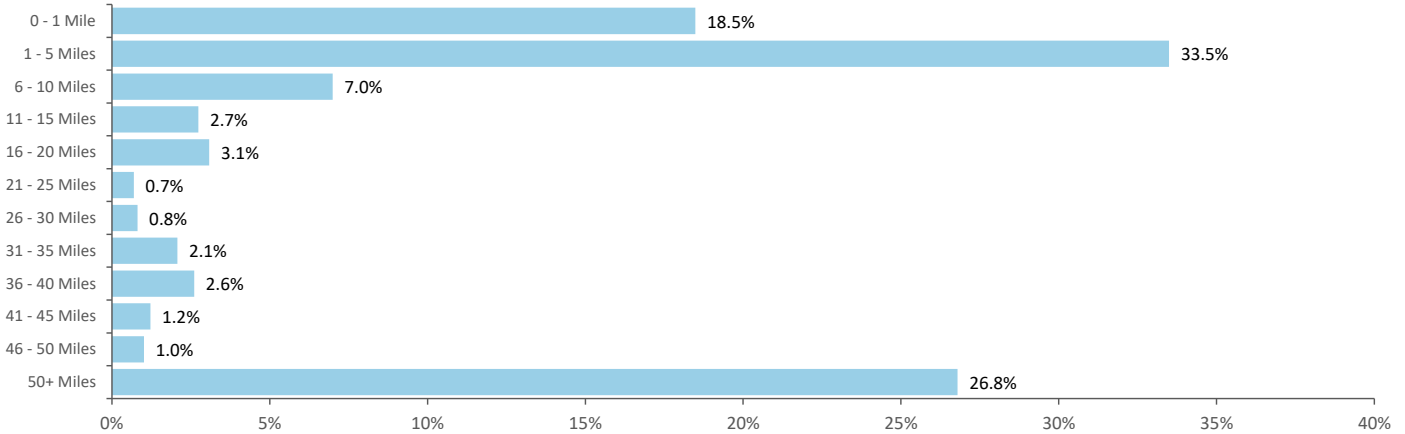
## Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### 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

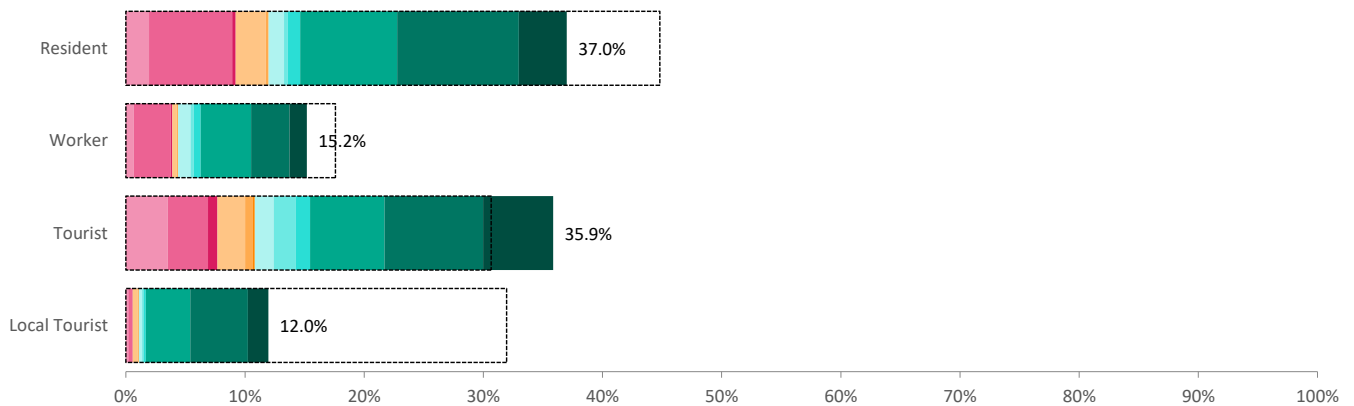
## Distance from Home



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



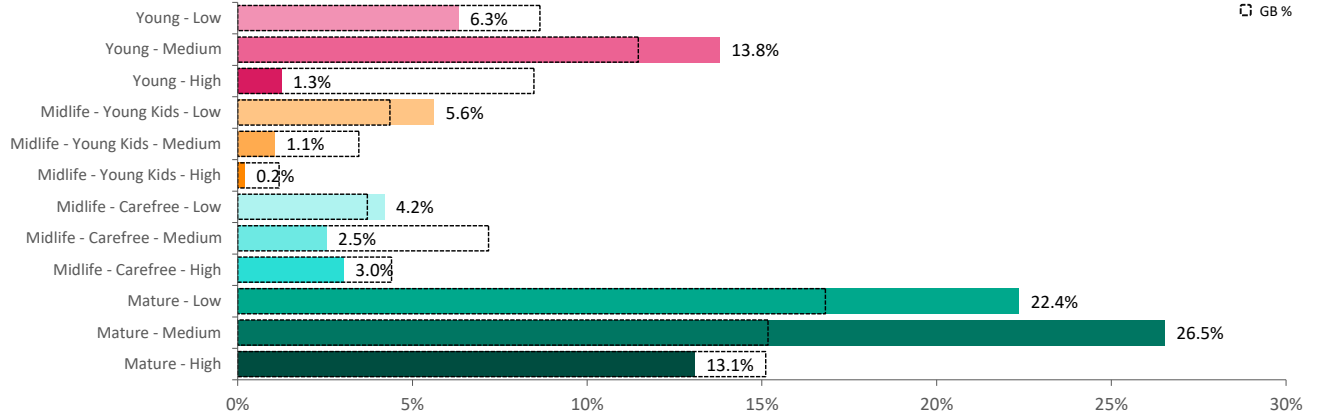
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Ramshill Hotel Scarborough



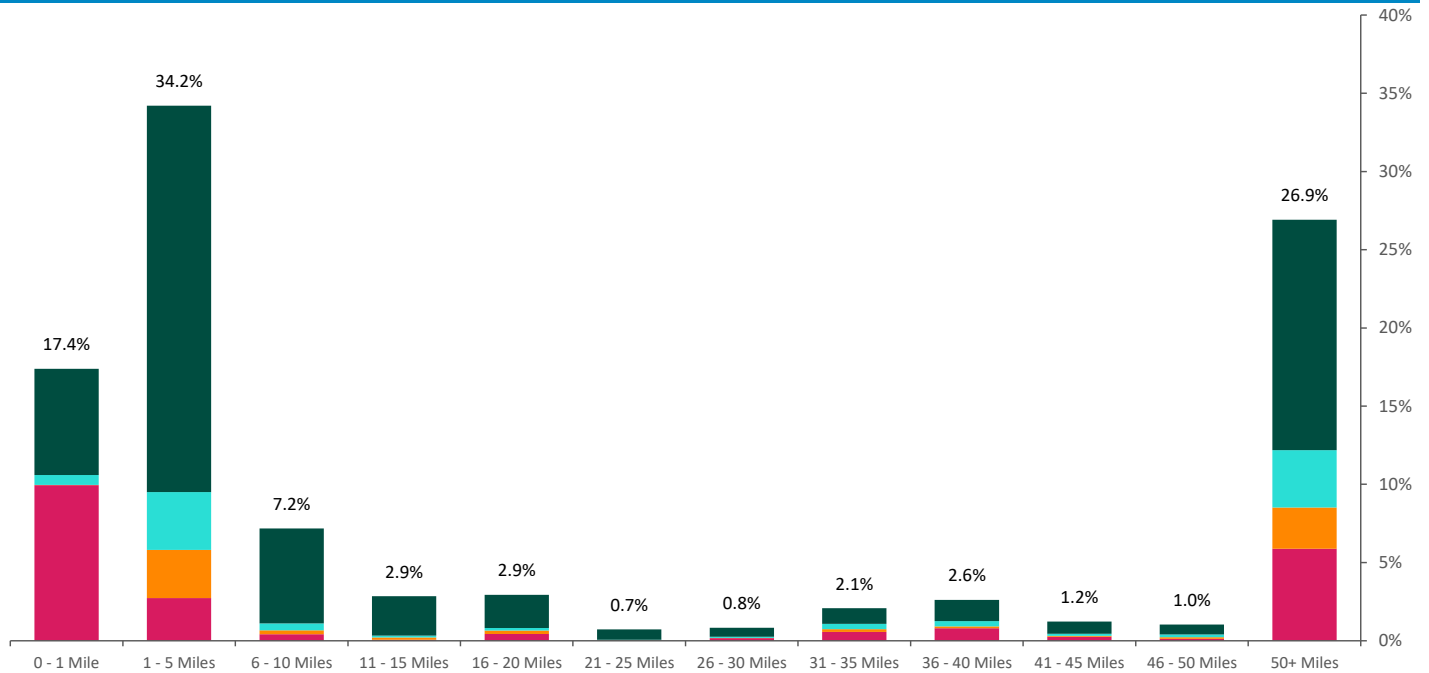
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## Polaris Plus Profile



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



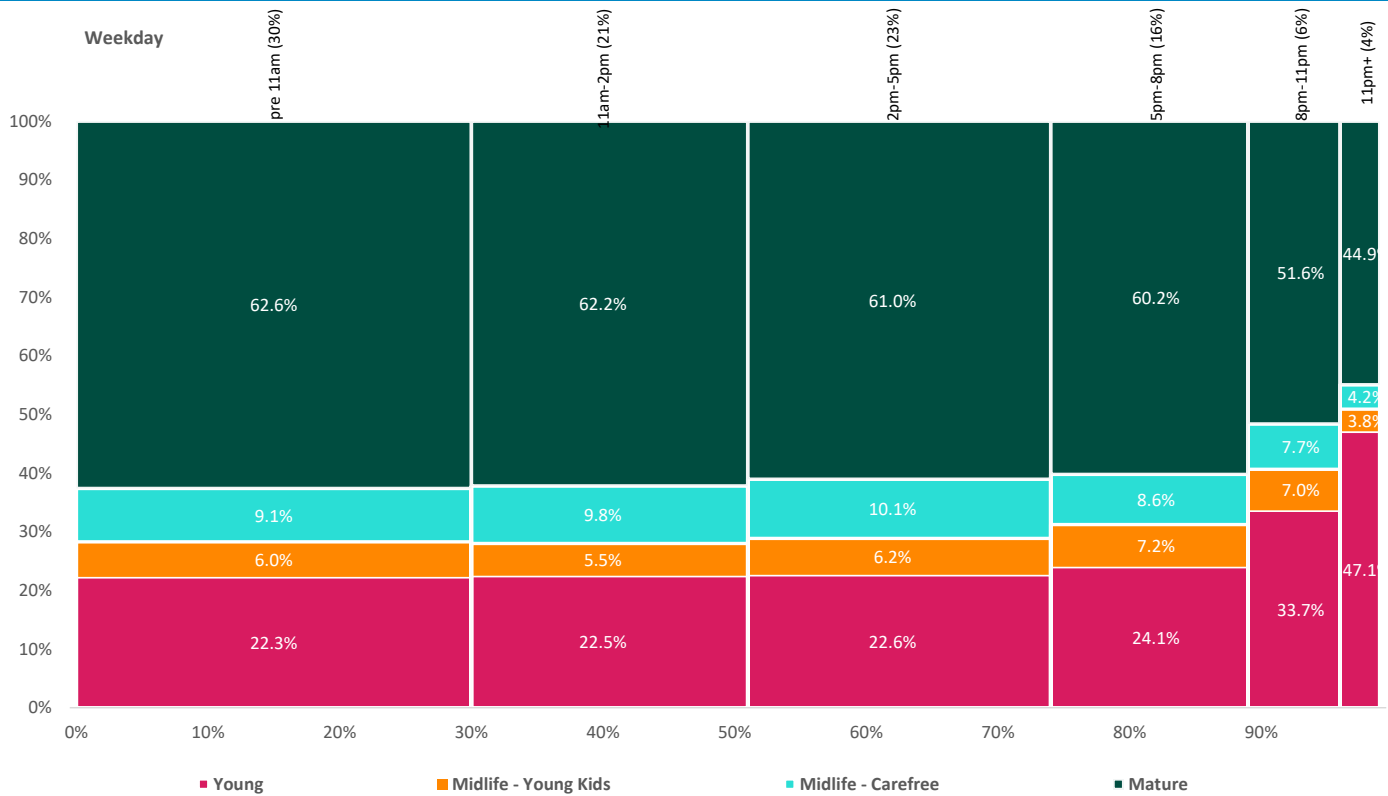
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Ramshill Hotel Scarborough

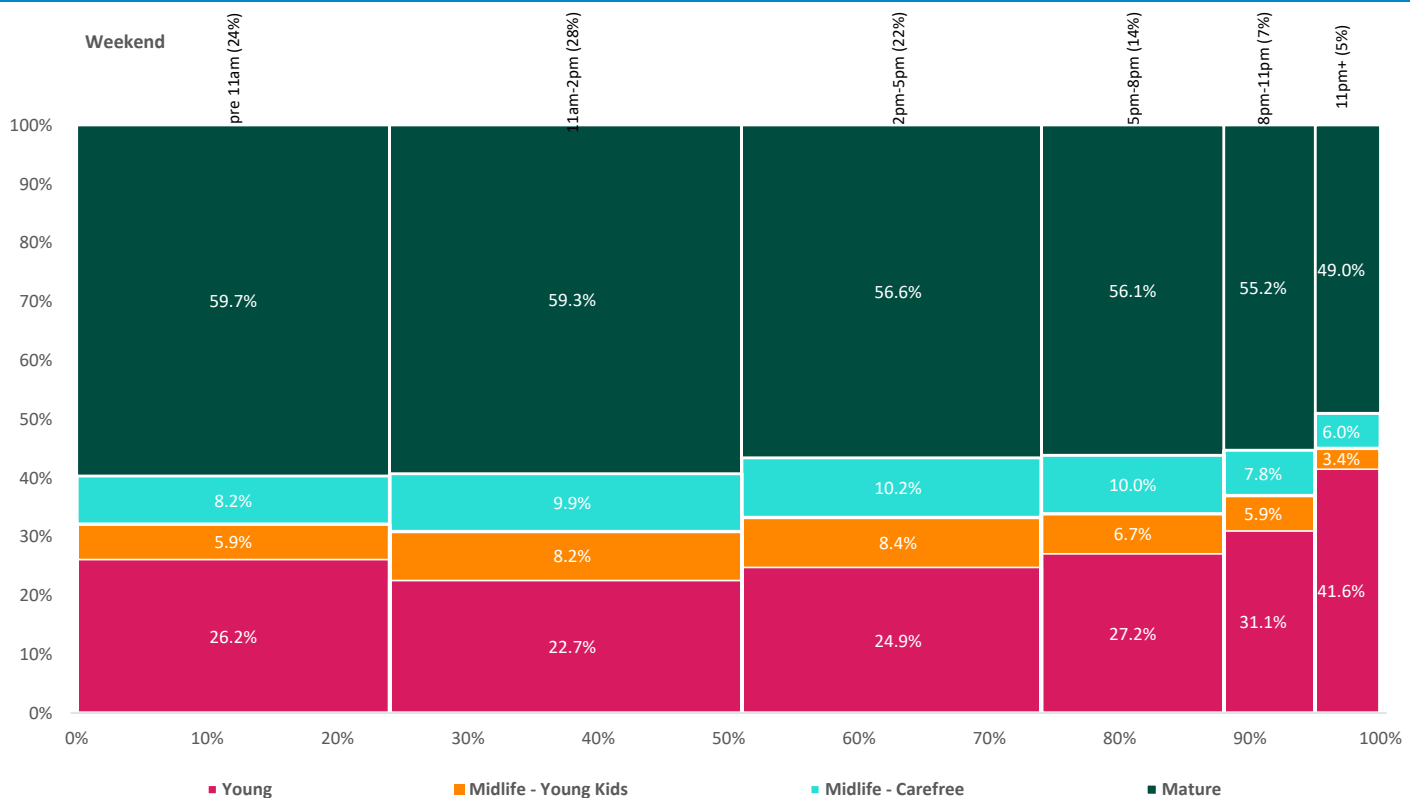


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## Time of Day by Polaris: Weekday (Monday to Friday)

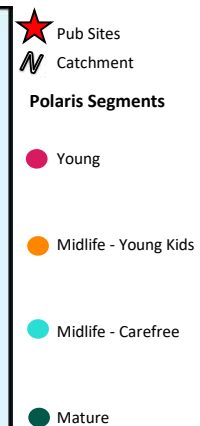
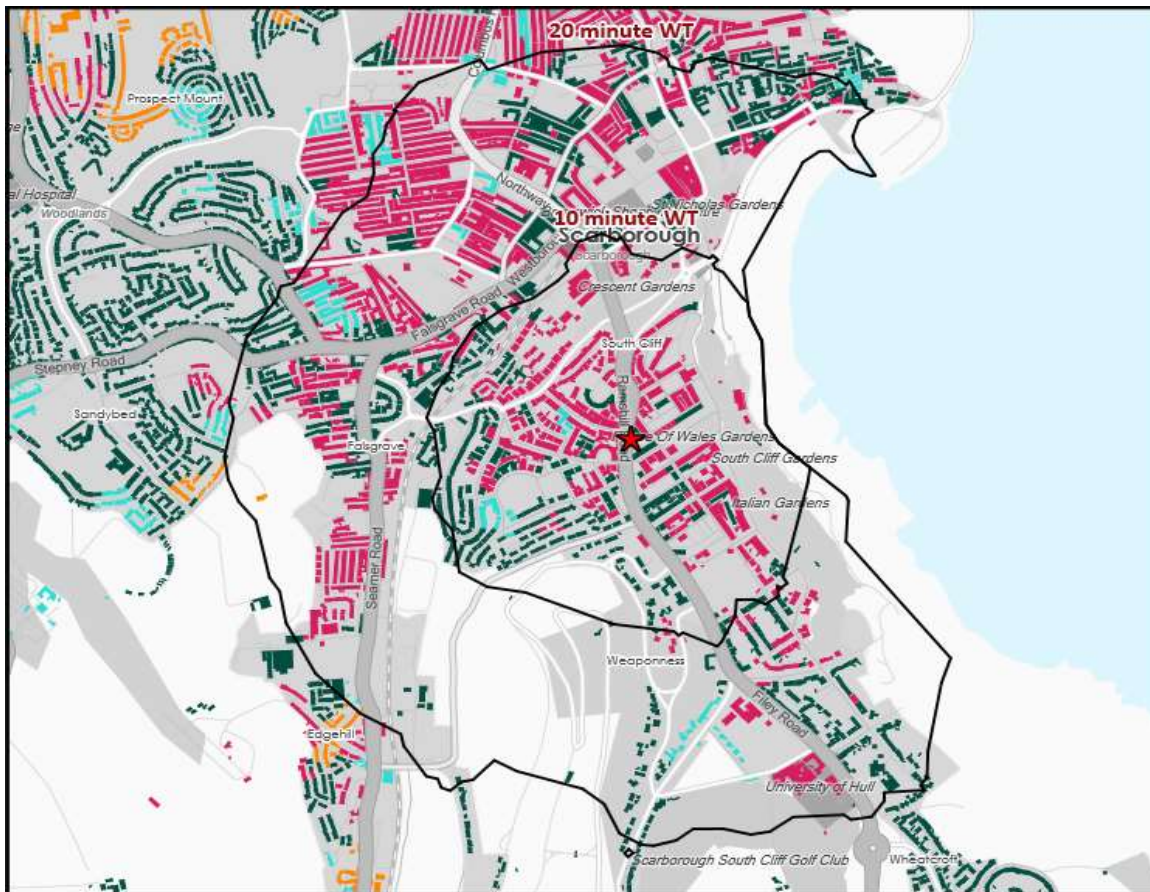


## Time of Day by Polaris: Weekend (Saturday and Sunday)



## Polaris Summary - Ramshill Hotel Scarborough

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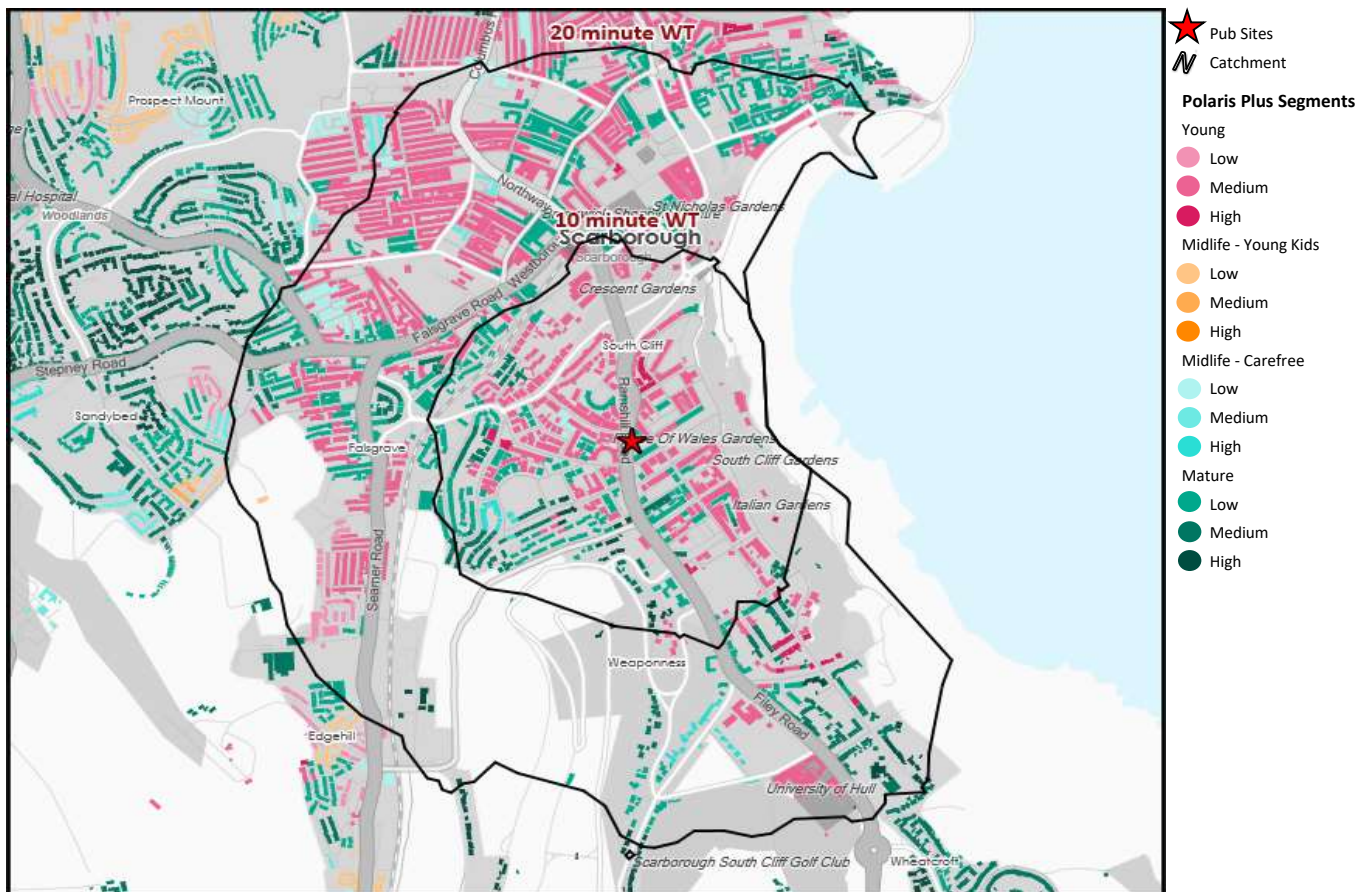
## Polaris Profile by Catchment

\*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	3,847	10,947	18,981	214	230	98
Midlife - Young Kids	0	0	3,723	0	0	49
Midlife - Carefree	34	294	4,132	3	11	37
Mature	2,405	5,657	42,322	83	74	136
<b>Not Private Households</b>	256	403	989	298	177	107
<b>Total</b>	6,542	17,301	70,147			



## Polaris Plus Summary - Ramshill Hotel Scarborough



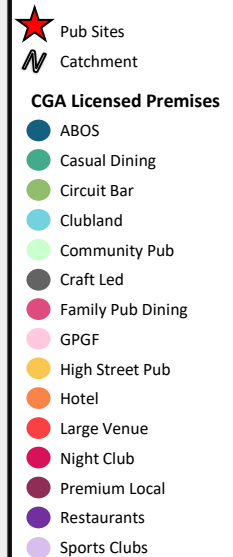
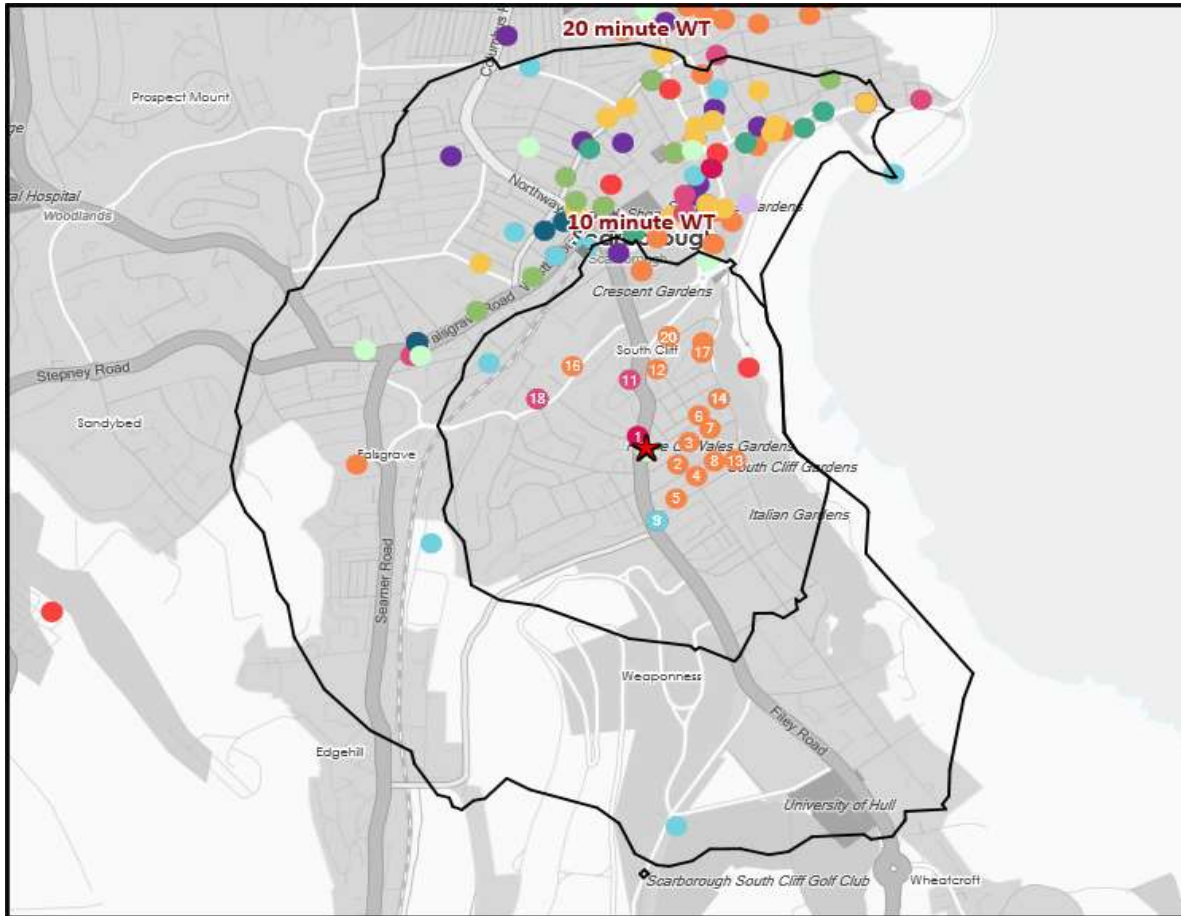
## Polaris Plus Profile by Catchment

\*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**
<b>Young</b>						
Low	0	166	3,323	0	10	48
Medium	3,688	10,584	15,376	513	557	200
High	159	197	282	36	17	6
<b>Midlife - Young Kids</b>						
Low	0	0	3,320	0	0	86
Medium	0	0	403	0	0	13
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	15	213	2,084	5	29	71
Medium	0	31	842	0	3	17
High	19	50	1,206	7	6	39
<b>Mature</b>						
Low	1,998	4,416	15,556	222	186	161
Medium	382	1,066	20,984	37	39	191
High	25	175	5,782	3	7	55
<b>Not Private Households</b>	256	403	989	298	177	107
<b>Total</b>	6,542	17,301	70,147			



## CGA Summary - Ramshill Hotel Scarborough



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Ramshill Hotel	YO11 2QG	Star Pubs & Bars	Community Pub	0.0
1	Bacchus Night Club	YO11 2LN	Independent Free	Night Club	0.0
2	New Southlands Hotel	YO11 2QW	CHG (Coach Holidays Group)	Hotel	0.1
3	Redcliff Hotel	YO11 2AL	Independent Free	Hotel	0.1
4	Rowntree Lodge	YO11 2QN	Independent Free	Hotel	0.1
5	Waves Guest House	YO11 2AT	Independent Free	Hotel	0.1
6	Carlton House International Hotel	YO11 2DE	Independent Free	Hotel	0.1
7	Red Lea Hotel	YO11 2AJ	Independent Free	Hotel	0.1
8	Maynard Hotel	YO11 2AW	Independent Free	Hotel	0.1
9	Tuscany Too	YO11 2SD	Independent Free	Restaurants	0.2
9	South Cliff Recreation Club	YO11 2SD	Independent Free	Clubland	0.2
11	Cask Inn & Club	YO11 2LQ	Star Pubs & Bars	Family Pub Dining	0.2
12	Rivelyn Hotel	YO11 2BJ	Independent Free	Hotel	0.2
13	Weston Hotel	YO11 2AR	Independent Free	Hotel	0.2
14	El Gringo	YO11 2AQ	Independent Free	Casual Dining	0.2
14	Villa Esplanade	YO11 2AQ	Independent Free	Hotel	0.2
16	Raincliffe Hotel	YO11 2LY	Independent Free	Hotel	0.2
17	Highlander	YO11 2AF	Star Pubs & Bars	Hotel	0.2
18	Valley	YO11 2LX	Independent Free	Premium Local	0.2
18	Cellars	YO11 2LX	Independent Free	Family Pub Dining	0.2
20	Cumberland Hotel	YO11 2AA	Leisureplex Hotels	Hotel	0.2

# Per Pub Analysis - Ramshill Hotel Scarborough



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,542	17,301	70,147
Number of Competition Pubs	14	65	141
Adults 18+ per Competition Pub	467	266	497

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	664	10.2%	126
Circuit Bar	0	563	8.6%	212
Community Pub	2	1,428	21.8%	114
Craft Led	0	562	8.6%	248
Great Pub Great Food	0	690	10.5%	60
High Street Pub	4	1,486	22.7%	123
Premium Local	1	878	13.4%	81

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	1,822	10.5%	131
Circuit Bar	10	1,539	8.9%	219
Community Pub	6	3,464	20.0%	105
Craft Led	0	1,578	9.1%	264
Great Pub Great Food	0	1,921	11.1%	63
High Street Pub	22	3,796	21.9%	119
Premium Local	2	2,535	14.7%	89

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	3,508	5.0%	62
Circuit Bar	10	3,344	4.8%	118
Community Pub	10	17,946	25.6%	134
Craft Led	0	2,468	3.5%	102
Great Pub Great Food	5	9,616	13.7%	77
High Street Pub	29	17,357	24.7%	134
Premium Local	27	11,993	17.1%	104

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 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></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>Consumer Insight</td><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>Product needs</td><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></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	Consumer Insight	"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"	Product needs	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																				
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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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