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Catchment Summary - Hastings Arms Seaton Delaval

star PUBS&BARS

*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**
	Over GB Average						
	Around GB Average						
	Under GB Average						
	Population	2,909	6,468	572,402	55	44	151
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,311	5,240	458,509	53	29	153
	Competition Pubs	4	9	514	27	28	142
	Adults 18+ per Competition Pub	578	582	892	70	71	108
	% Adults Likely to Drink	82.3%	82.6%	82.4%	100	100	100
Affluence	Low	24.9%	30.7%	34.5%	97	120	135
	Medium	38.4%	41.7%	37.8%	98	106	96
	High	36.7%	27.6%	26.4%	109	82	79

*Affluence does not include Not Private Households

		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**
Age Profile	18-24	193	416	49,552	82	79	107
	25-34	495	966	73,618	128	112	97
	35-44	433	901	71,220	116	108	97
	45-64	756	1,773	147,758	102	107	101
	65+	434	1,184	116,361	78	96	106
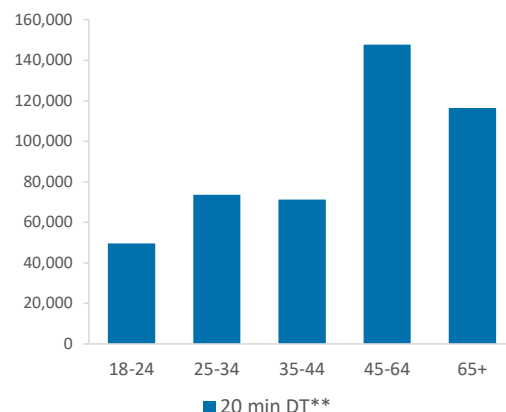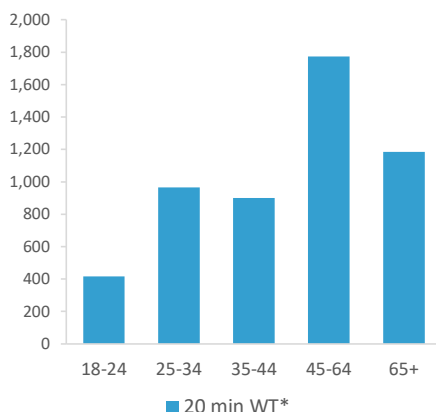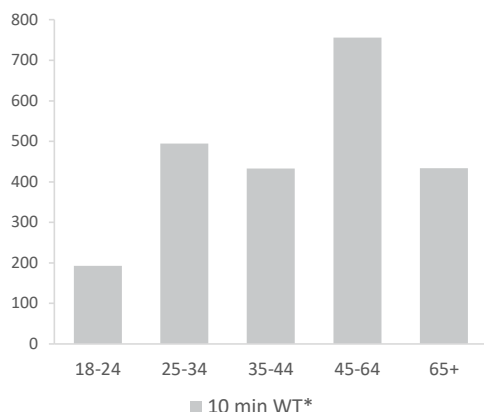
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,395 (48%)	3,137 (49%)	278,948 (49%)	97	98	99
	Female	1,514 (52%)	3,331 (51%)	293,454 (51%)	103	102	101
Economic Status (16-74)	Employed: Full-time	1,064 (48%)	2,224 (46%)	175,465 (42%)	116	110	101
	Employed: Part-time	328 (15%)	715 (15%)	55,596 (13%)	115	113	102
	Self employed	147 (7%)	328 (7%)	27,764 (7%)	70	71	70
	Unemployed	54 (2%)	129 (3%)	11,309 (3%)	104	112	114
	Retired	279 (13%)	718 (15%)	64,641 (15%)	92	107	112
	Other	325 (15%)	756 (16%)	83,186 (20%)	75	79	101
	Total Worker Count	1,078	2,086	248,238			

See the Glossary page for further information on the above variables

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Polaris Summary - Hastings Arms Seaton Delaval
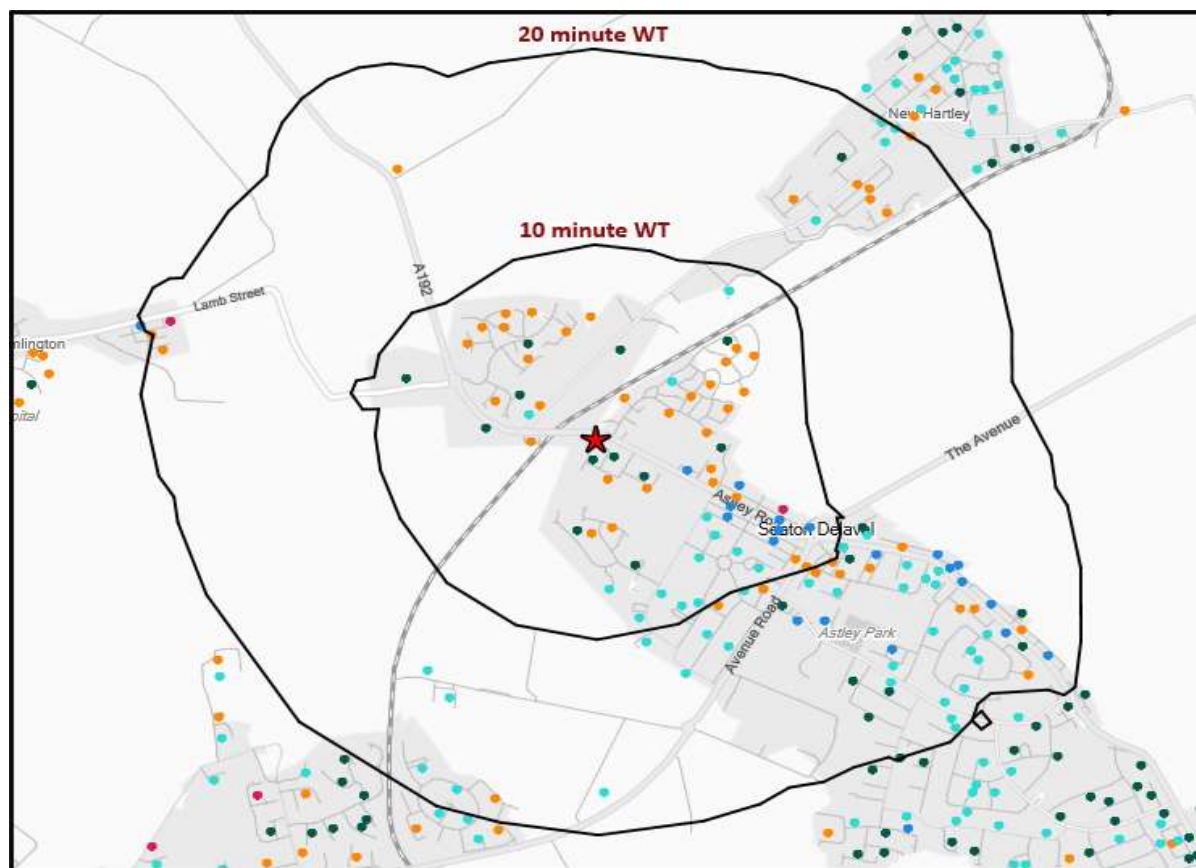
Legend:
- ★ Pub Sites
- Ⴌ Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
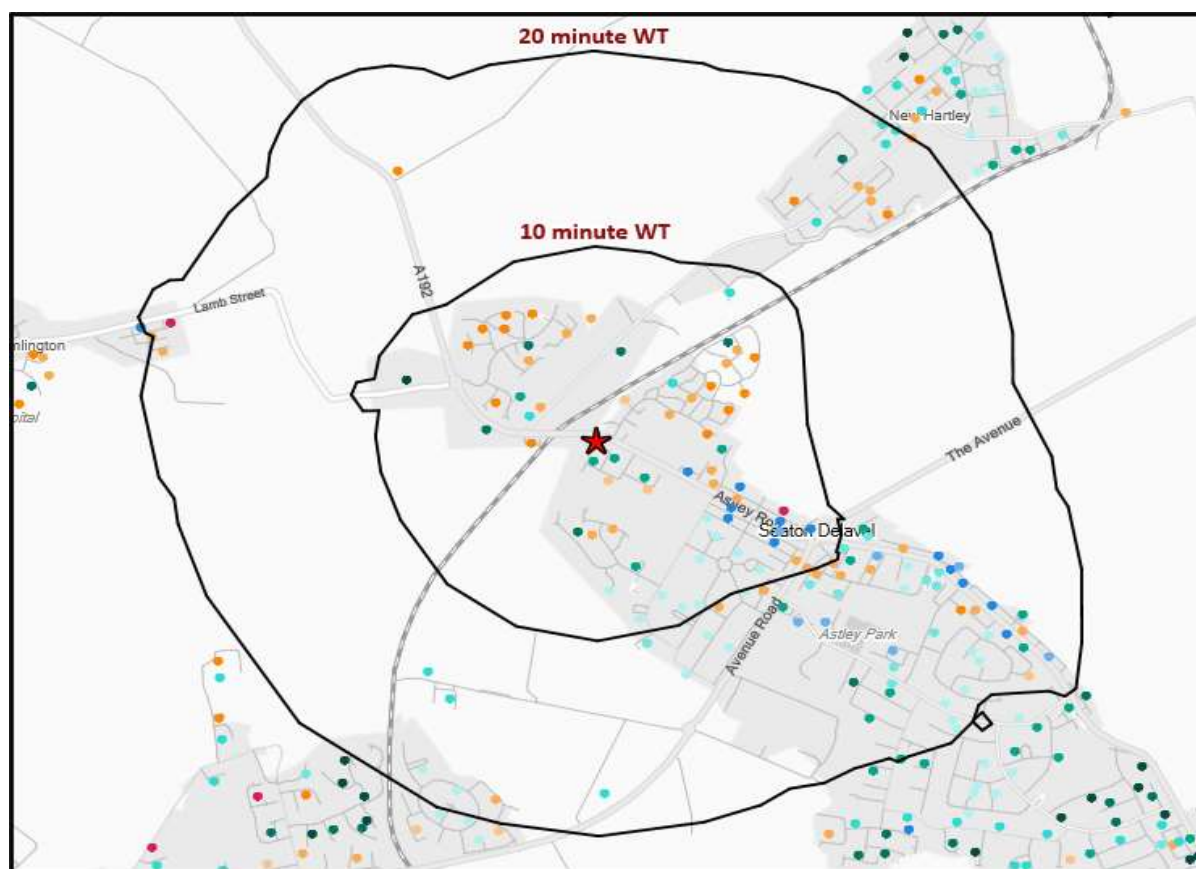- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

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 Adult - Showing I Care	47	57	29,444	23	12	72
Young Adult - Showing I'm Cool	355	756	49,814	167	157	118
Midlife - Young Kids	1,054	2,005	159,647	145	122	111
Midlife - Carefree	469	1,608	109,456	96	146	113
Mature	386	814	104,618	60	56	82
Not Private Households	0	0	5,530	0	0	84
Total	2,311	5,240	458,509			

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Polaris Summary - Hastings Arms Seaton Delaval

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

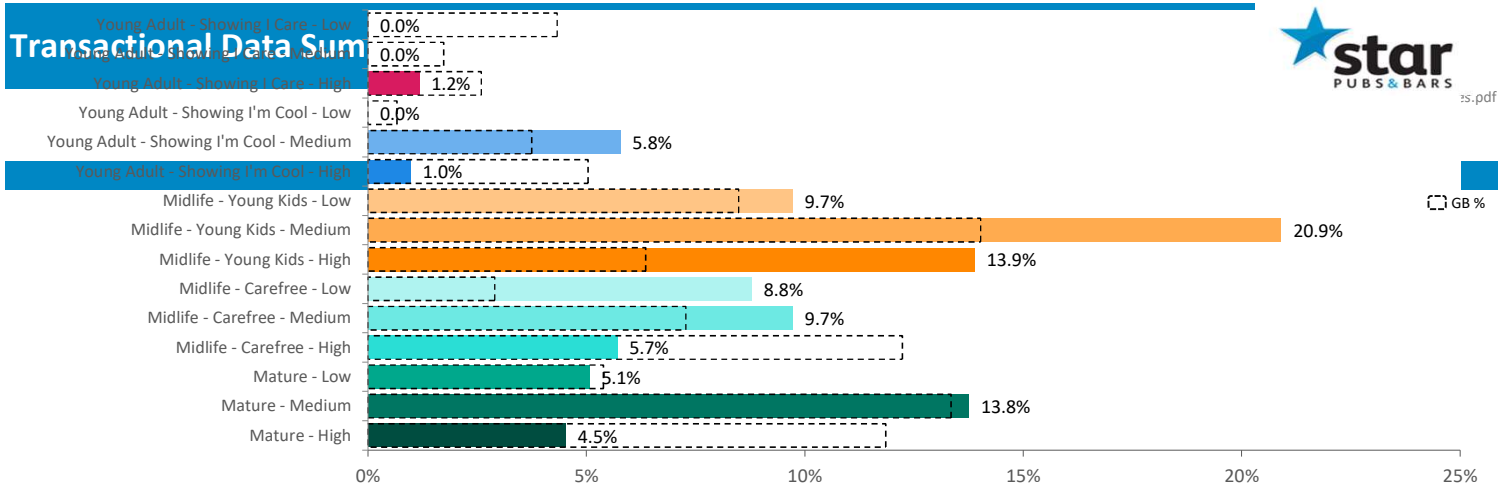Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
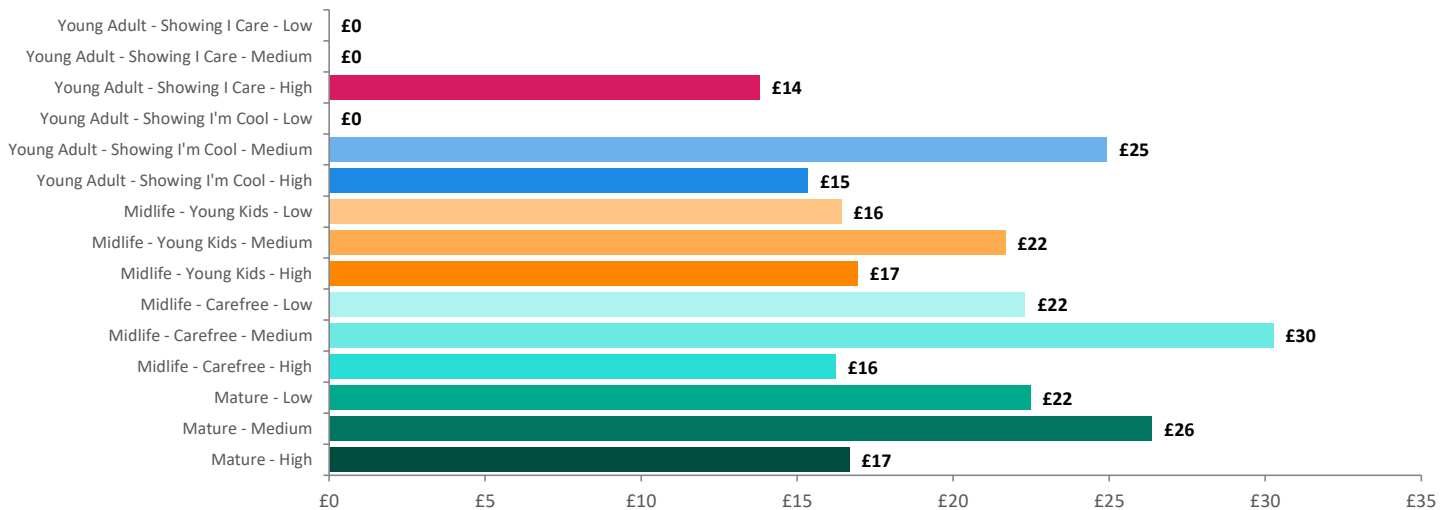- Medium
- High

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 Adult - Showing I Care						
Low	0	0	13,569	0	0	71
Medium	0	0	6,362	0	0	102
High	47	57	9,513	60	32	62
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	54	284	24,570	63	147	145
High	301	472	25,244	291	201	123
Midlife - Young Kids						
Low	56	110	69,488	22	19	136
Medium	621	1,250	60,724	180	160	89
High	377	645	29,435	303	228	119
Midlife - Carefree						
Low	348	1,158	35,992	443	650	231
Medium	15	244	31,464	10	69	102
High	106	206	42,000	42	36	84
Mature						
Low	171	341	39,258	125	110	144
Medium	198	408	50,381	68	62	87
High	17	65	14,979	8	13	35
Not Private Households	0	0	5,530	0	0	84
Total	2,311	5,240	458,509			

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Percentage of total sales (chart)

Segment	Value
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	1.2%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	5.8%
Young Adult - Showing I'm Cool - High	1.0%
Midlife - Young Kids - Low	9.7%
Midlife - Young Kids - Medium	20.9%
Midlife - Young Kids - High	13.9%
Midlife - Carefree - Low	8.8%
Midlife - Carefree - Medium	9.7%
Midlife - Carefree - High	5.7%
Mature - Low	5.1%
Mature - Medium	13.8%
Mature - High	4.5%

GB %

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£14
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£25
Young Adult - Showing I'm Cool - High	£15
Midlife - Young Kids - Low	£16
Midlife - Young Kids - Medium	£22
Midlife - Young Kids - High	£17
Midlife - Carefree - Low	£22
Midlife - Carefree - Medium	£30
Midlife - Carefree - High	£16
Mature - Low	£22
Mature - Medium	£26
Mature - High	£17

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

Spend by Month

Hastings Arms Seaton Delaval
Star Pubs

(Line chart showing monthly spend percentages from Jan-22 to Dec-22)

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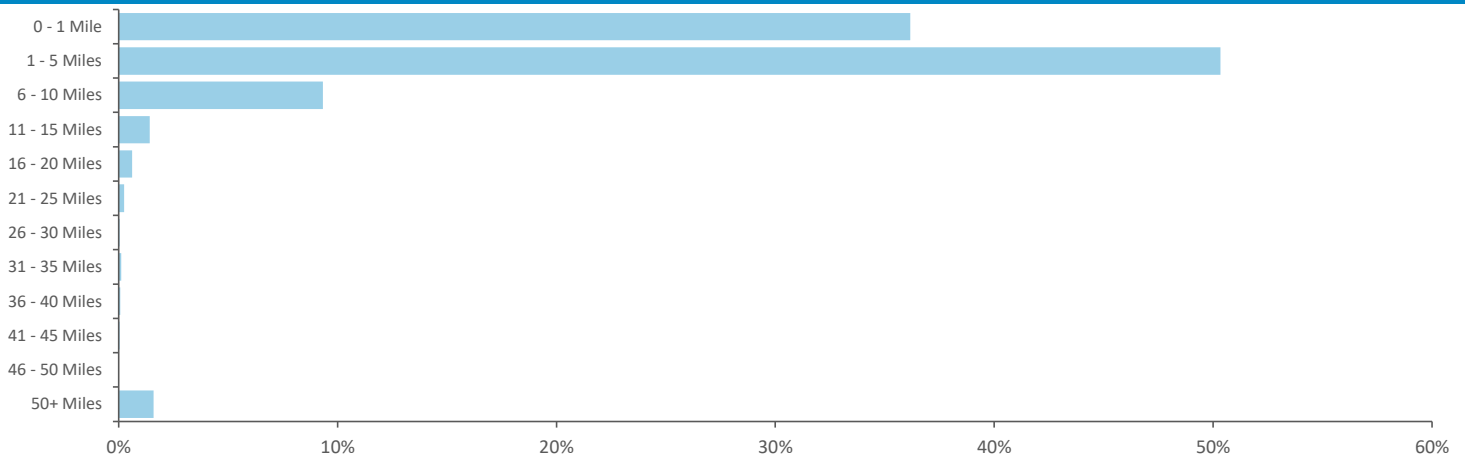**star** PUBS & BARS
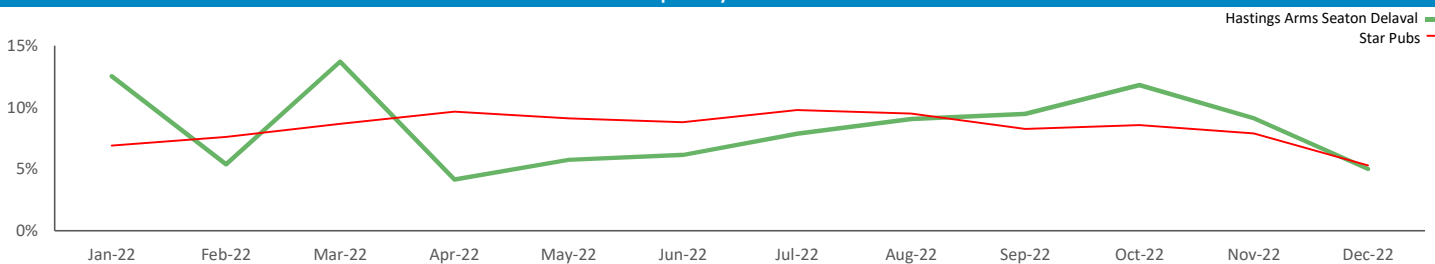
Time of Day/Day of Week
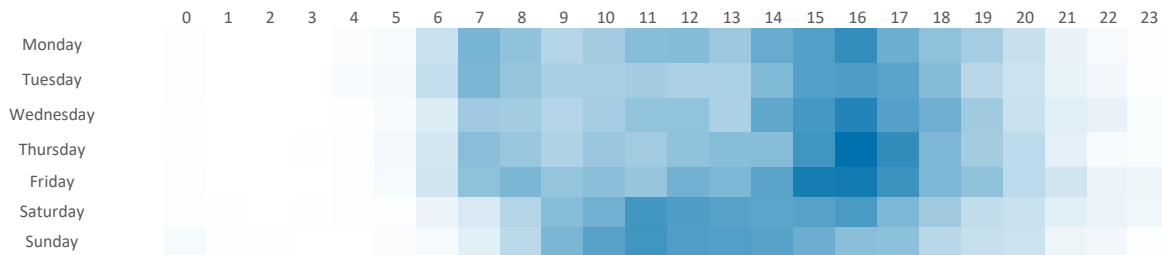
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
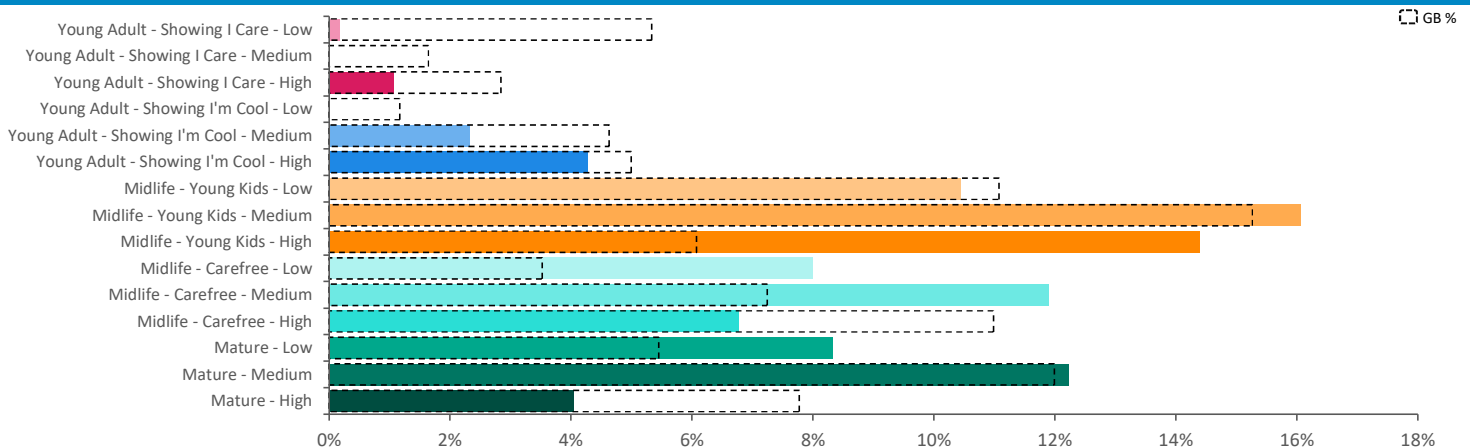
Index by Month
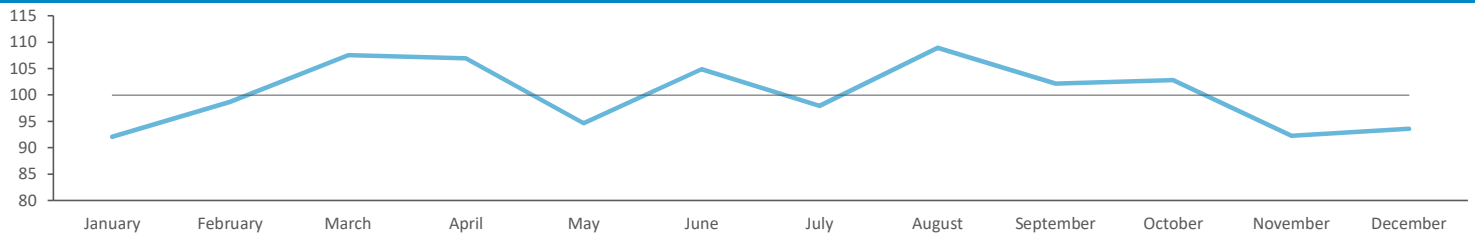
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average
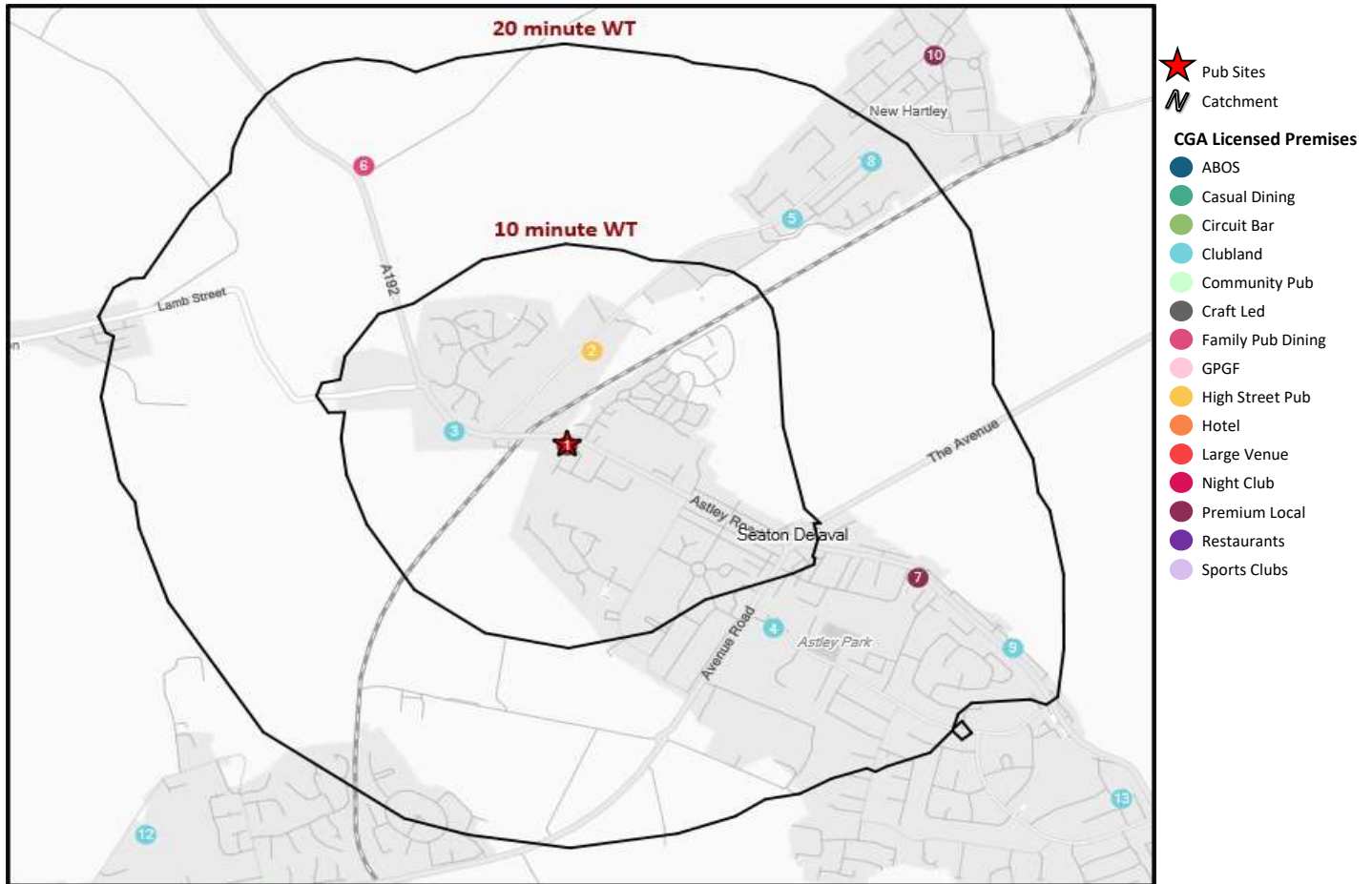
Distance from Home

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

Polaris Plus Profile

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

CGA Summary - Hastings Arms Seaton Delaval

star PUBS & BARS

Legend:

★ Pub Sites
Ν 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)
1	Hastings Arms	NE25 0QH	Star Pubs & Bars	Premium Local	0.0
2	Secret Garden	NE25 0PP	Independent Free	High Street Pub	0.2
3	Masonic Hall	NE25 0PT	Independent Free	Clubland	0.2
4	Seaton Delaval Social Club	NE25 0BW	Independent Free	Clubland	0.5
5	Seaton Delevel Masonic	NE25 0RG	Independent Free	Clubland	0.6
6	Keel Row	NE25 0QG	Stonegate Pub Company	Family Pub Dining	0.6
7	Victoria & Albert	NE25 0AT	*Other Small Retail Groups	Premium Local	0.7
8	New Hartley District Wm Victory Club	NE25 0RL	Independent Free	Clubland	0.7
9	Seaton Terrace Club	NE25 0BB	Independent Free	Clubland	0.9
10	Hastings Hartley Arms	NE25 0SG	Independent Free	Premium Local	1.0
11	Blake	NE23 7EF	Star Pubs & Bars	Community Pub	1.0
12	Seghill Rugby Club	NE23 7EZ	Independent Free	Clubland	1.0
13	Bates Cottages Cricket & Social Club	NE25 0NE	Independent Free	Clubland	1.2

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Per Pub Analysis - Hastings Arms Seaton Delaval

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

- 🟩 Over GB Average
- ⬜ Around GB Average
- 🟥 Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,311	5,240	458,509
Number of Competition Pubs	4	9	514
Adults 18+ per Competition Pub	578	582	892

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	366	15.8%	155
Circuit Bar	102	4.4%	121
Community Pub	250	10.8%	62
Craft Led	102	4.4%	139
Great Pub Great Food	430	18.6%	97
High Street Pub	330	14.3%	82
Premium Local	368	15.9%	91

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	673	12.8%	126
Circuit Bar	225	4.3%	117
Community Pub	516	9.9%	57
Craft Led	202	3.8%	122
Great Pub Great Food	798	15.2%	79
High Street Pub	671	12.8%	74
Premium Local	752	14.4%	82

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	43,204	9.4%	92
Circuit Bar	16,235	3.5%	97
Community Pub	89,343	19.5%	112
Craft Led	14,465	3.2%	100
Great Pub Great Food	70,003	15.3%	80
High Street Pub	87,820	19.2%	111
Premium Local	64,453	14.1%	80

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be on **trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 6 categories, 18 groups and 62 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.