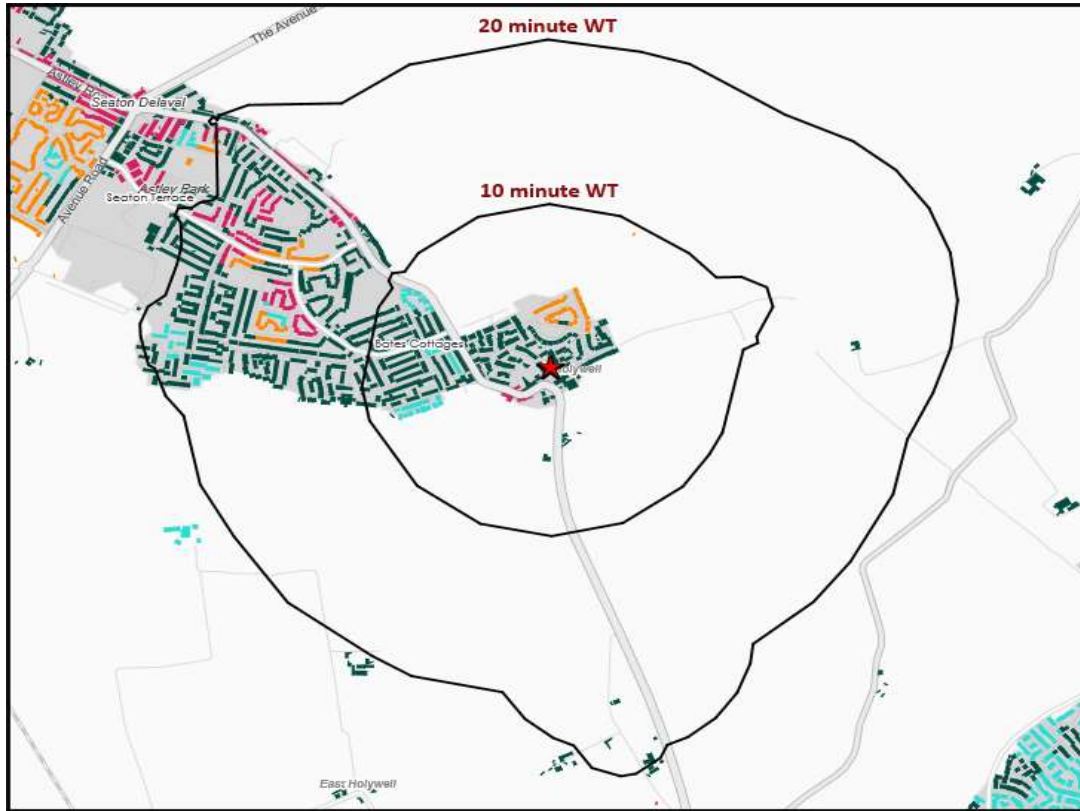


## Catchment Summary - Milbourne Arms Holywell



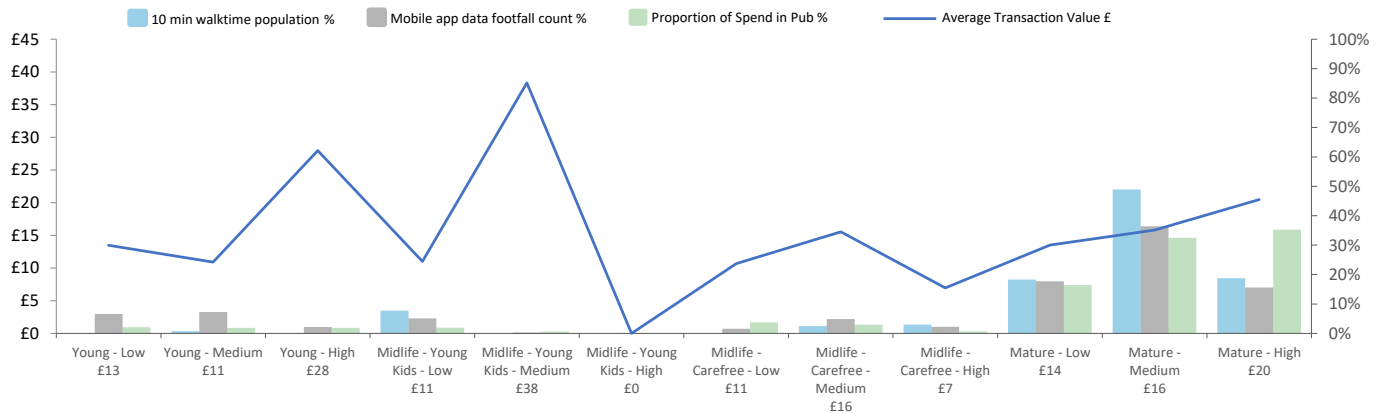
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Ship To	Name	Postcode	Operator	Segment	Sparsity
812617	Milbourne Arms Holywell	NE25 0LL	Star Pubs & Bars	Premium Local	10



- ★ 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 - Milbourne Arms Holywell

	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**

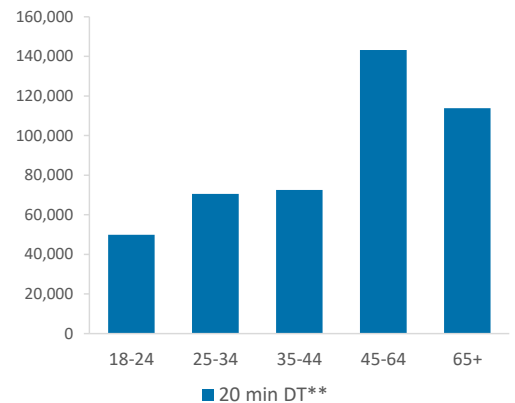
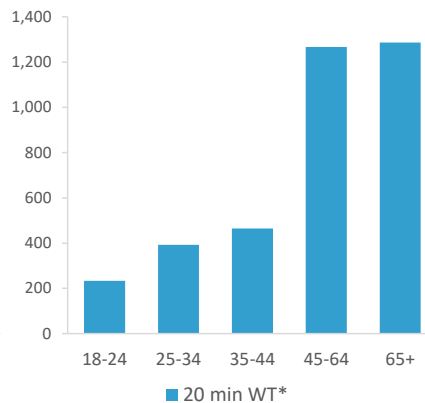
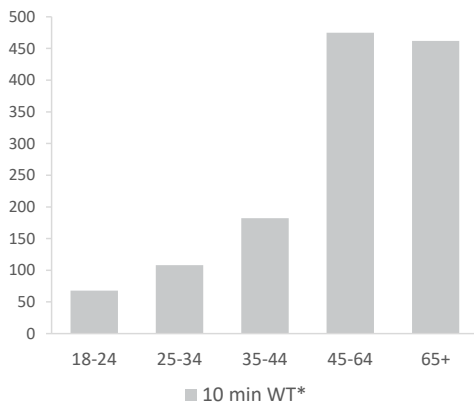
Population	1,496	4,240	558,608	28	23	127
Adults 18+	1,295	3,643	450,182	29	24	129
Competition Pubs	3	5	504	17	14	121
Adults 18+ per Competition Pub	432	729	893	50	85	104
% Adults Likely to Drink	82.4%	79.3%	77.7%	108	104	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	26.0%	47.1%	42.8%	78	142	129
	Medium	52.2%	43.9%	36.4%	137	115	95
	High	21.8%	9.0%	19.8%	80	33	72

\*Affluence does not include Not Private Households

Age Profile	18-24	68	233	49,932	56	68	110
	25-34	108	392	70,542	54	69	95
	35-44	182	465	72,563	92	83	98
	45-64	475	1,267	143,265	124	116	100
	65+	462	1,286	113,880	161	158	106



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	721 (48%)	2,050 (48%)	271,680 (49%)	98	99	99
	Female	775 (52%)	2,190 (52%)	286,928 (51%)	102	101	101

Economic Status (16+)	Employed: Full-time	407 (31%)	1,142 (31%)	159,704 (35%)	90	89	100
	Employed: Part-time	149 (11%)	420 (11%)	55,969 (12%)	95	95	102
	Self employed	91 (7%)	243 (7%)	28,353 (6%)	75	71	66
	Unemployed	39 (3%)	107 (3%)	14,198 (3%)	107	104	111
	Full-time student	20 (2%)	49 (1%)	11,804 (3%)	64	55	107
	Retired	499 (38%)	1,287 (35%)	108,313 (23%)	173	158	107
	Other	115 (9%)	474 (13%)	84,127 (18%)	50	73	104

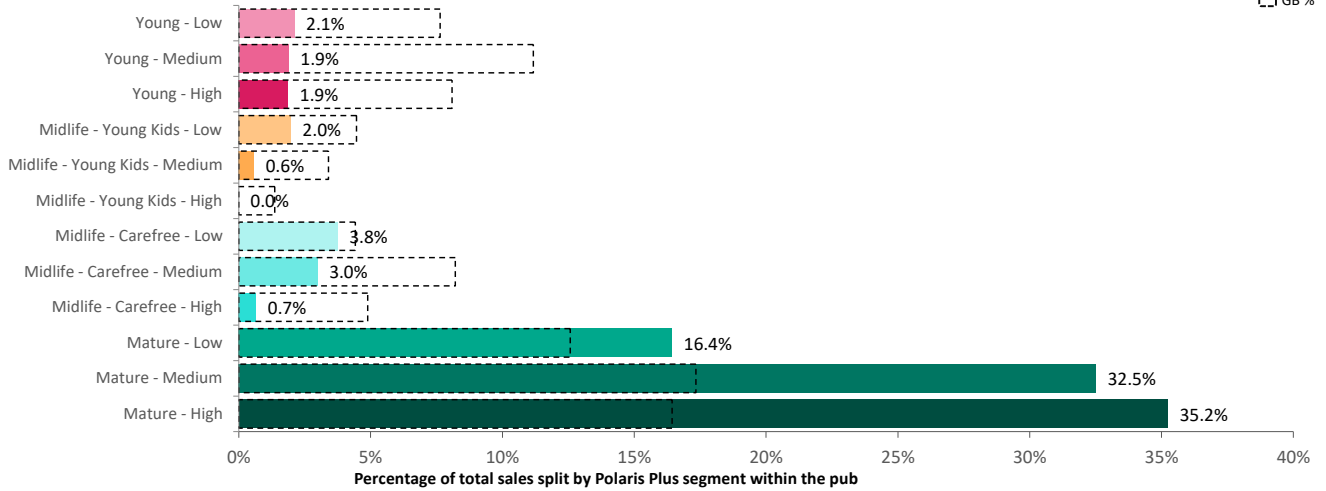
Total Worker Count	187	1,098	256,514
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See the Glossary page for further information on the above variables

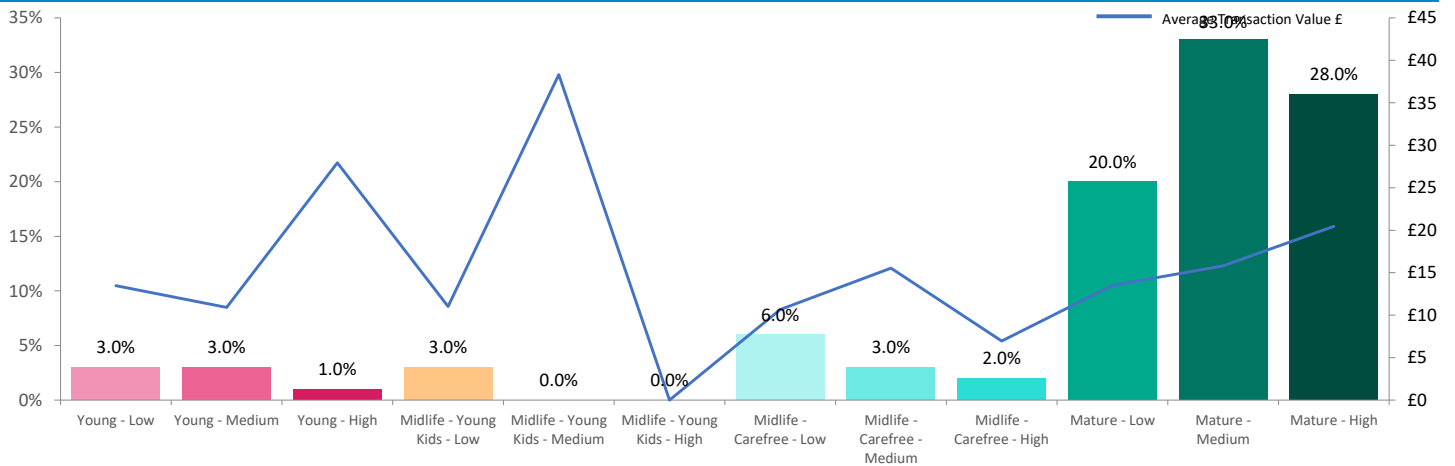
# Transactional Data Summary - Milbourne Arms Holywell

## Spend by Polaris Plus

GB %

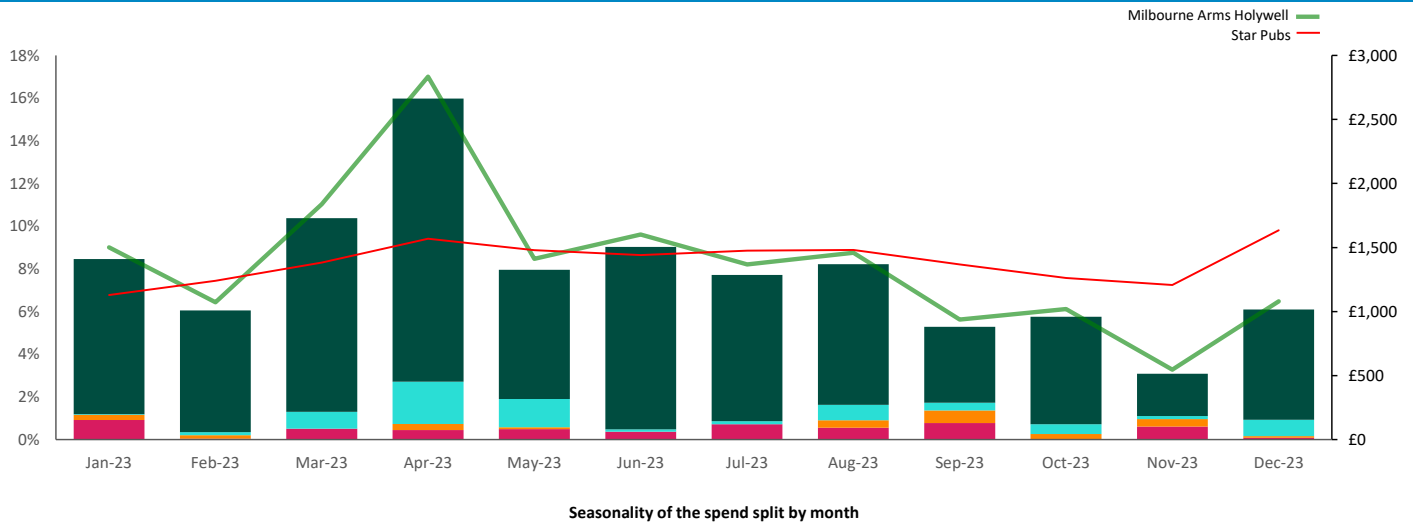


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

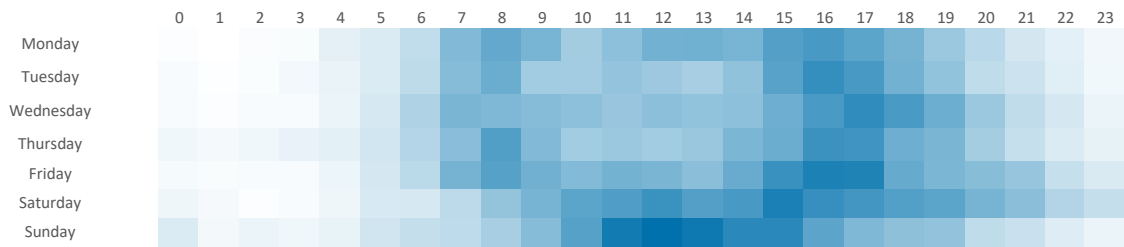


# Mobile Data Summary - Milbourne Arms Holywell



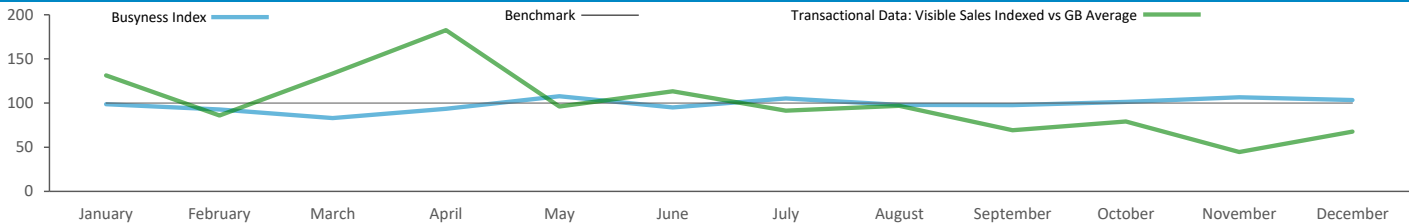
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## Time of Day/Day of Week



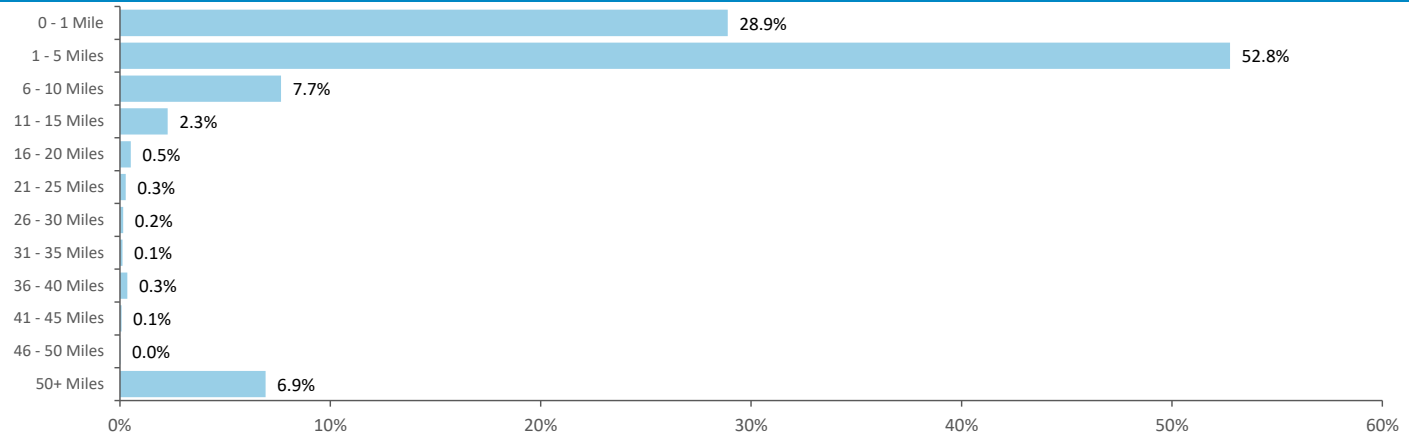
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

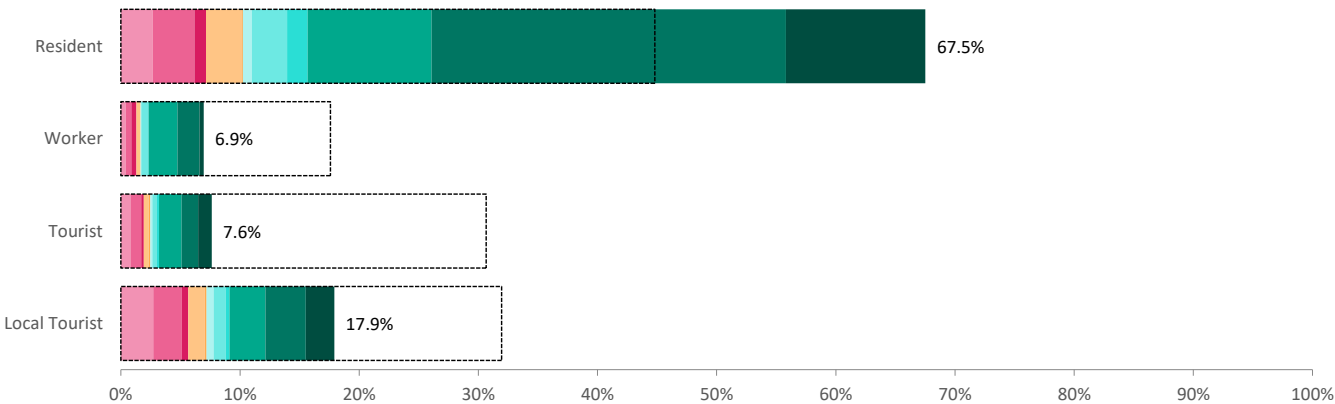
## Distance from Home



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



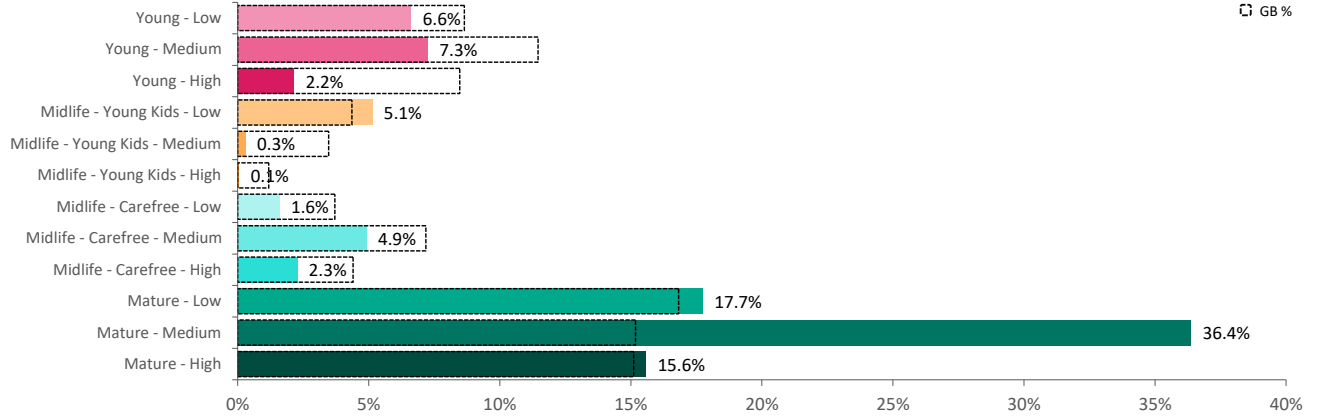
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Milbourne Arms Holywell



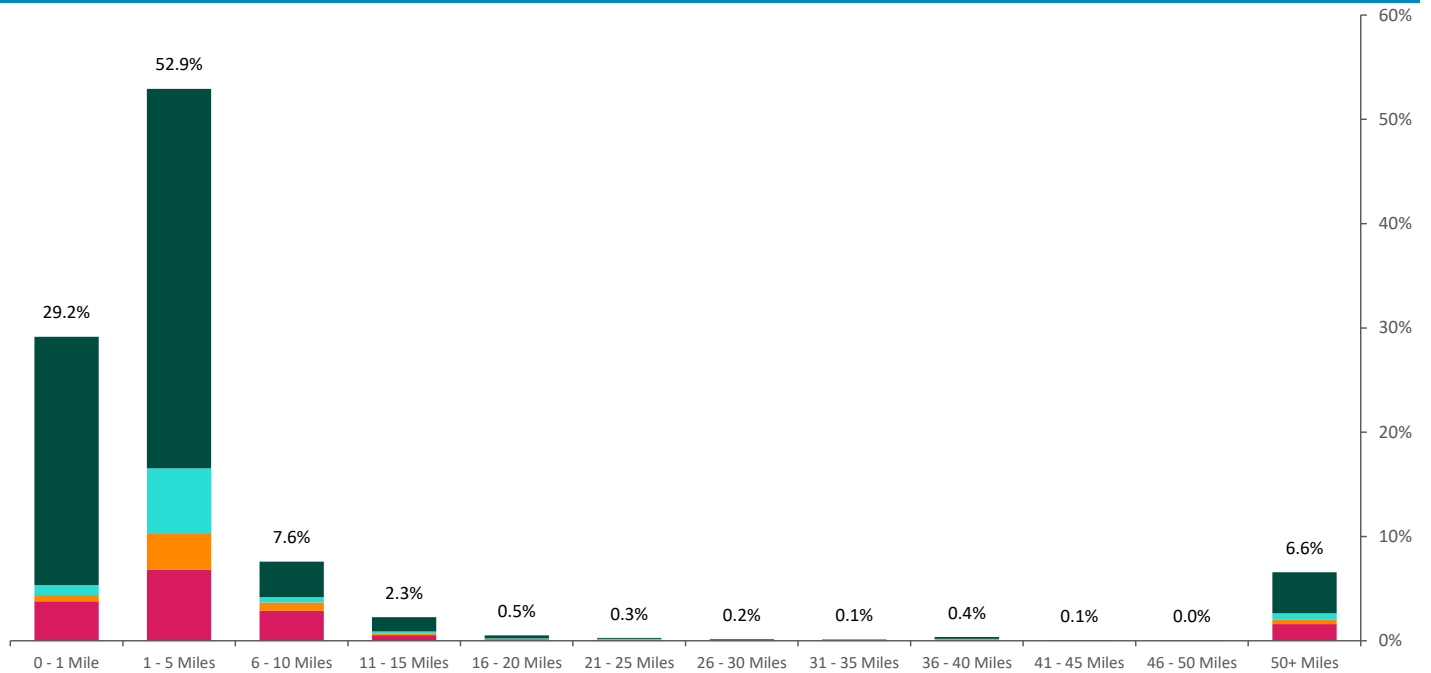
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## Polaris Plus Profile



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



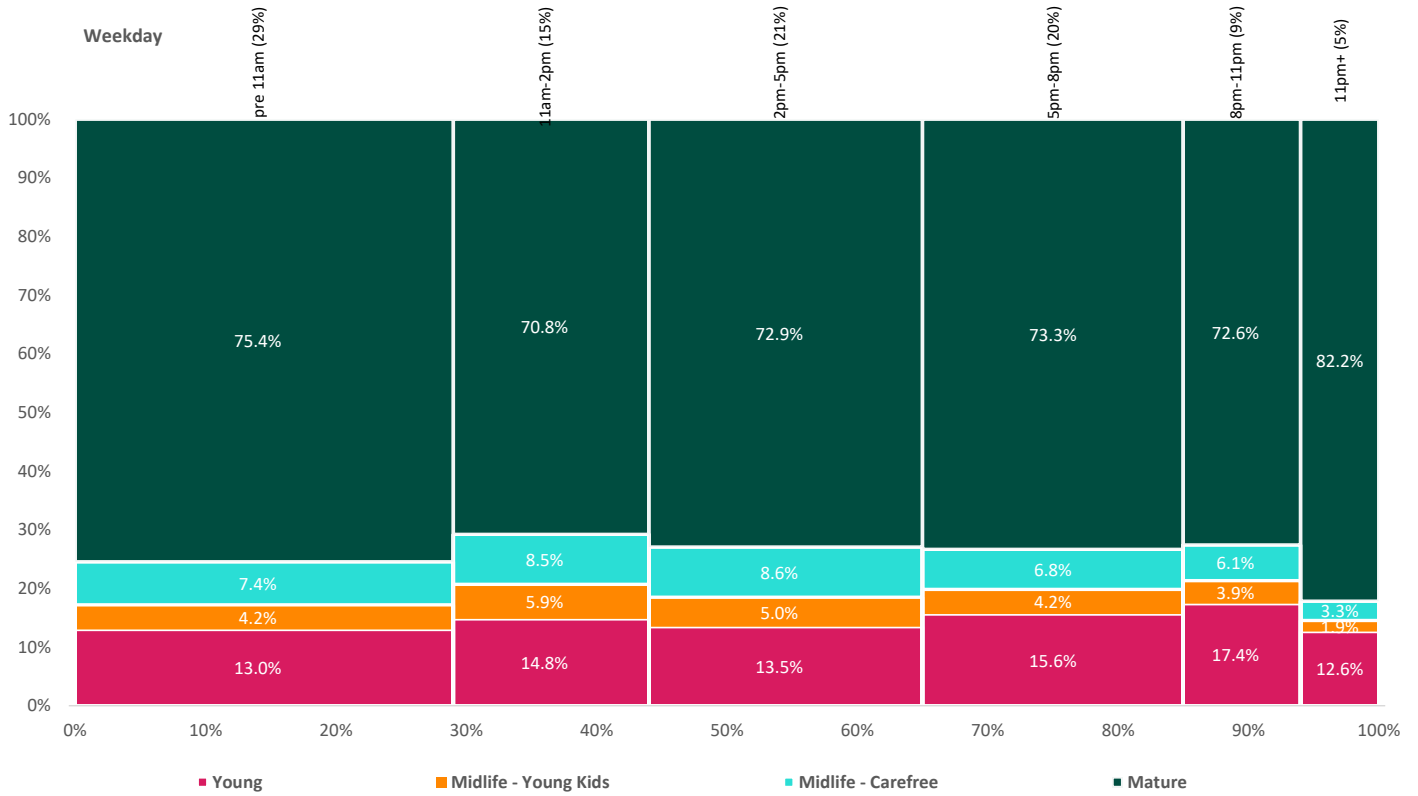
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Milbourne Arms Holywell

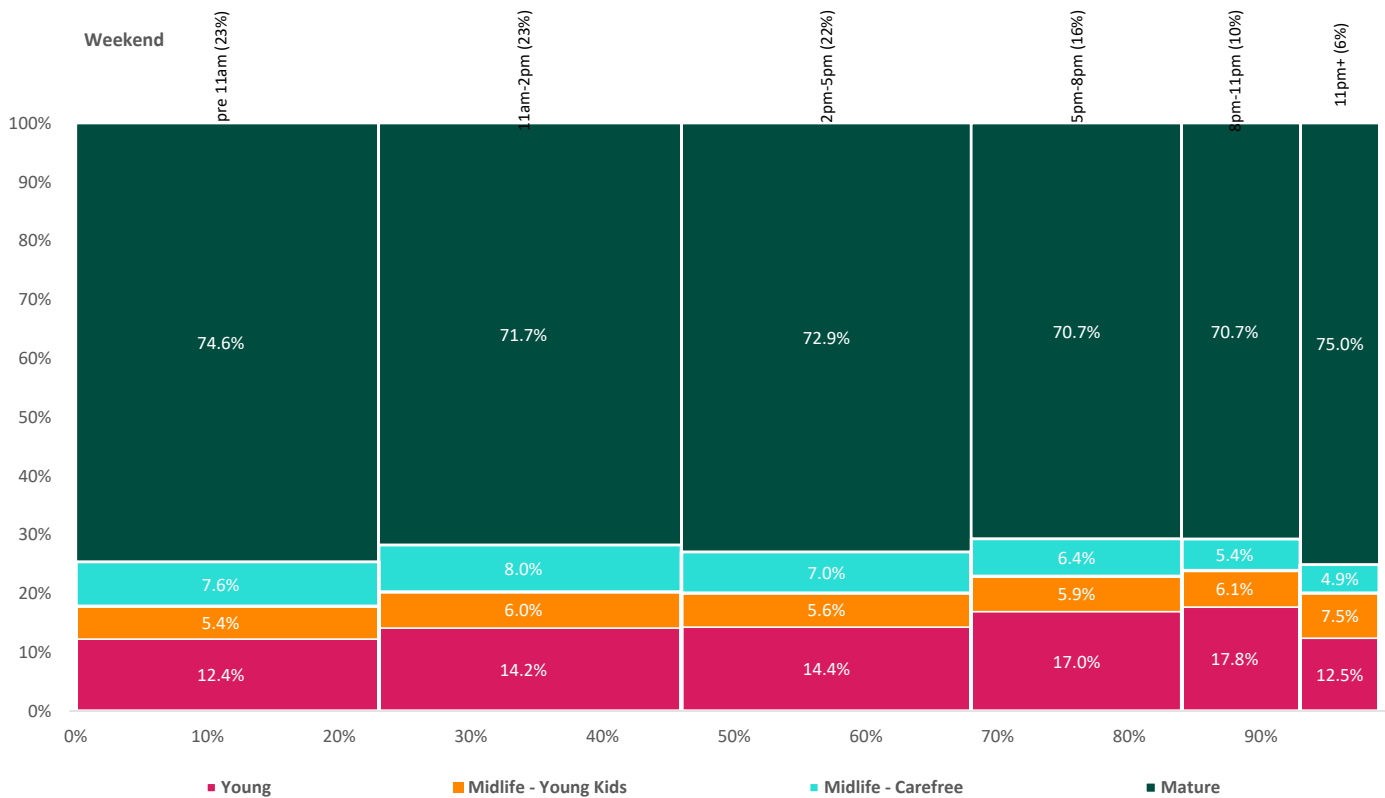


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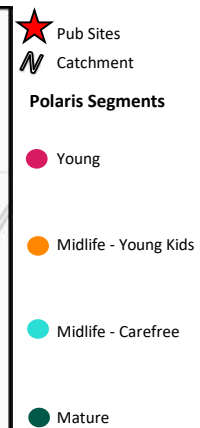
## Time of Day by Polaris: Weekday (Monday to Friday)



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



## Polaris Summary - Milbourne Arms Holywell

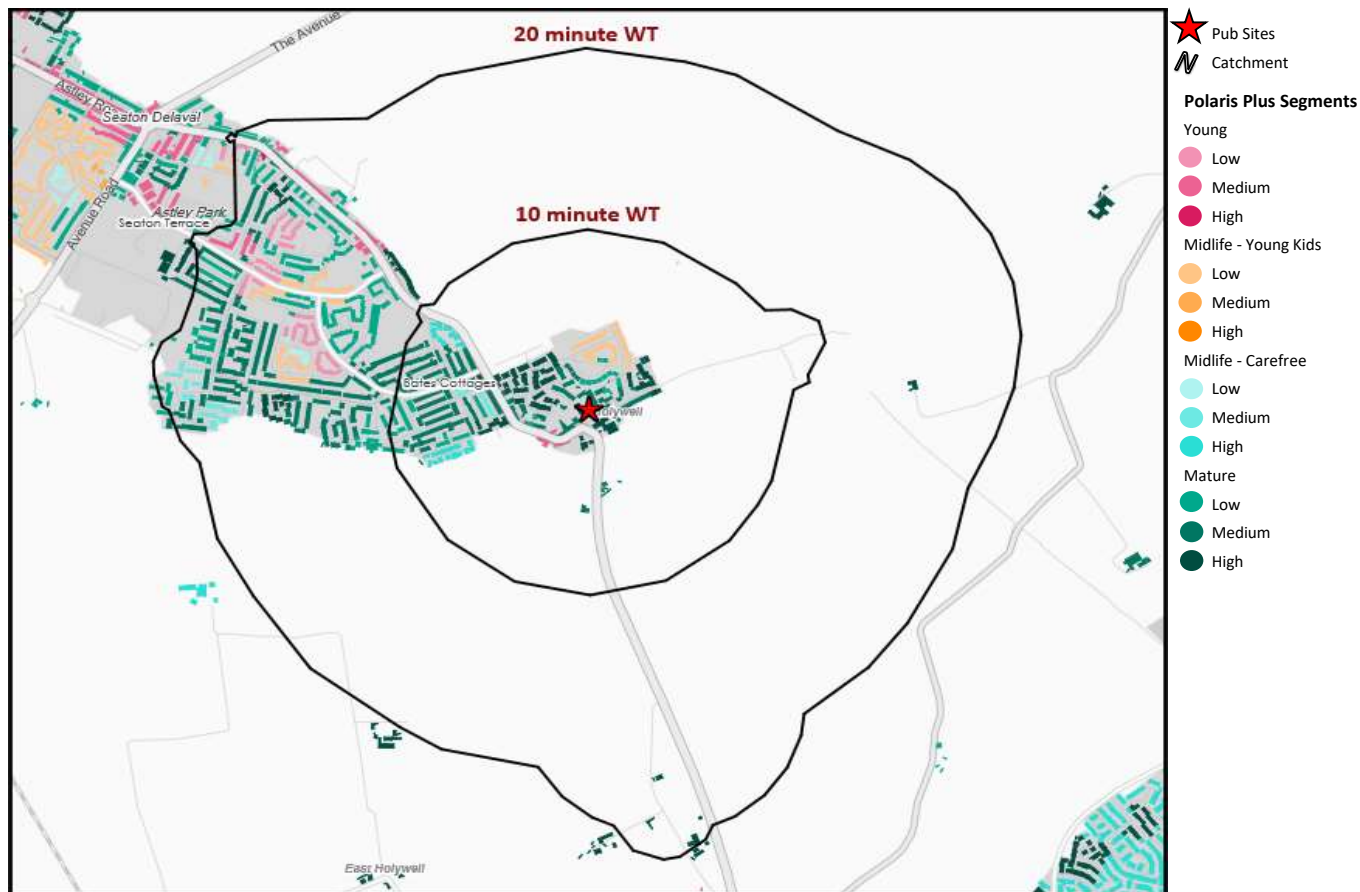


## Polaris Profile by Catchment

\*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	10	307	149,018	3	31	120
Midlife - Young Kids	100	395	37,479	71	99	76
Midlife - Carefree	71	201	45,810	35	35	64
Mature	1,114	2,740	213,095	194	169	107
Not Private Households	0	0	4,780	0	0	81
Total	1,295	3,643	450,182			

## Polaris Plus Summary - Milbourne Arms Holywell



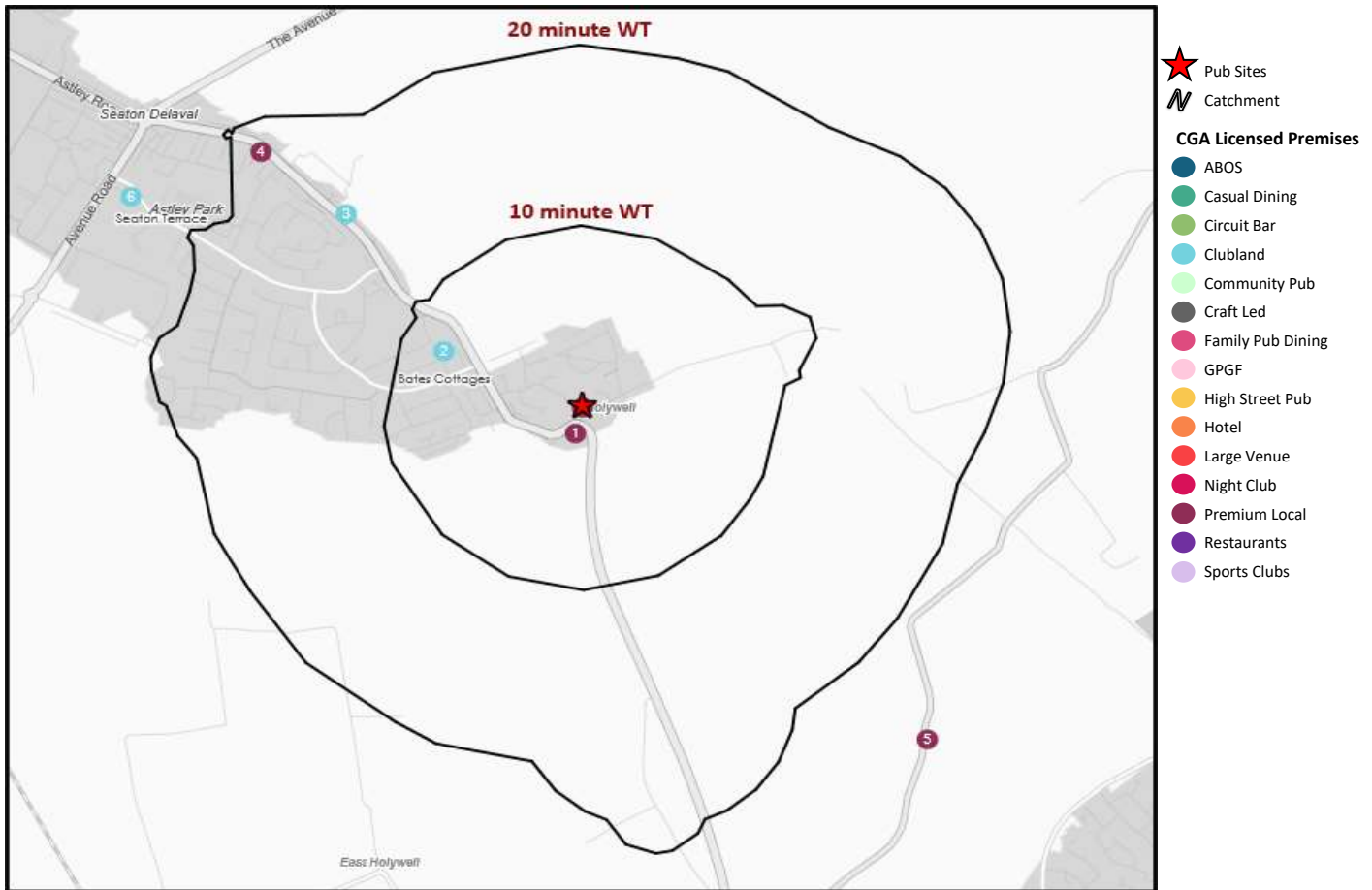
## Polaris Plus Profile by Catchment

\*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	208	65,230	0	58	148
Medium	10	98	63,636	7	25	129
High	0	1	20,152	0	0	66
<b>Midlife - Young Kids</b>						
Low	100	395	34,654	141	198	140
Medium	0	0	1,123	0	0	6
High	0	0	1,702	0	0	34
<b>Midlife - Carefree</b>						
Low	0	36	18,041	0	23	95
Medium	32	126	21,738	34	48	67
High	39	39	6,031	68	24	30
<b>Mature</b>						
Low	237	1,077	74,558	133	215	121
Medium	634	1,374	77,401	313	241	110
High	243	289	61,136	125	53	91
<b>Not Private Households</b>	0	0	4,780	0	0	81
<b>Total</b>	1,295	3,643	450,182			



## CGA Summary - Milbourne Arms Holywell



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Milbourne Arms	NE25 0LL	Star Pubs & Bars	Premium Local	0.0
1	Olde Fat Ox Inn	NE25 0LJ	Greene King	Premium Local	0.1
2	Bates Cottages Cricket & Social Club	NE25 0NE	Independent Free	Clubland	0.3
3	Seaton Terrace Club	NE25 0BB	Independent Free	Clubland	0.6
4	Victoria & Albert	NE25 0AT	*Other Small Retail Groups	Premium Local	0.8
5	Bee Hive Inn	NE25 0SZ	Unknown	Premium Local	1.0
6	Seaton Delaval Social Club	NE25 0BW	Independent Free	Clubland	1.0

## Per Pub Analysis - Milbourne Arms Holywell



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,295	3,643	450,182
Number of Competition Pubs	3	5	504
Adults 18+ per Competition Pub	432	729	893

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	22	1.7%	21
Circuit Bar	0	18	1.4%	35
Community Pub	0	355	27.4%	143
Craft Led	0	1	0.1%	3
Great Pub Great Food	0	252	19.5%	110
High Street Pub	0	326	25.1%	136
Premium Local	2	288	22.3%	135

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	60	1.7%	21
Circuit Bar	0	116	3.2%	78
Community Pub	0	1,217	33.4%	175
Craft Led	0	25	0.7%	20
Great Pub Great Food	0	425	11.7%	66
High Street Pub	0	1,086	29.8%	162
Premium Local	3	552	15.2%	92

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	10	30,517	6.8%	84
Circuit Bar	15	20,945	4.7%	115
Community Pub	102	103,684	23.0%	120
Craft Led	0	15,922	3.5%	102
Great Pub Great Food	4	66,832	14.8%	84
High Street Pub	73	99,726	22.2%	120
Premium Local	42	67,996	15.1%	92

## 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	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.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><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"><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 feel good</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	"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"><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 feel good</li><li><b>Enjoyable for longer</b></li></ul>																								
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Consumer insight																																									
Product needs																																									
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																									