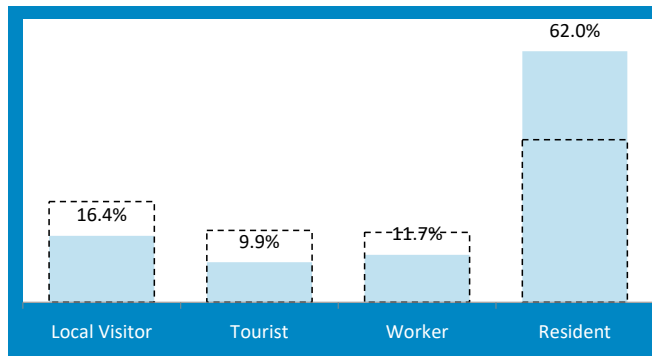
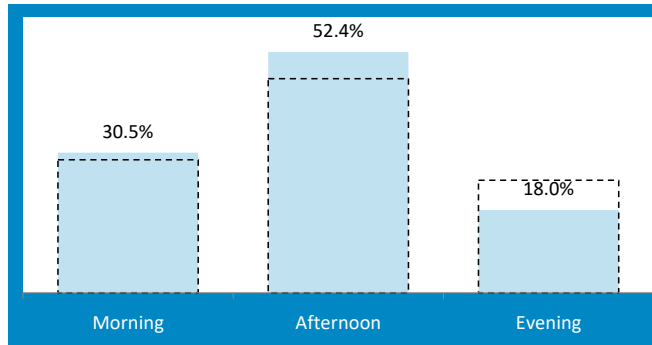
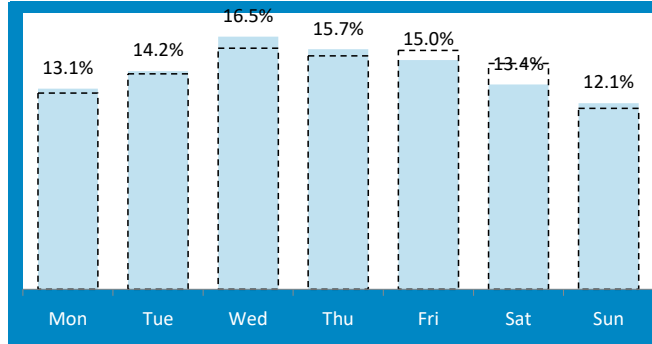


### Area Quick Stats

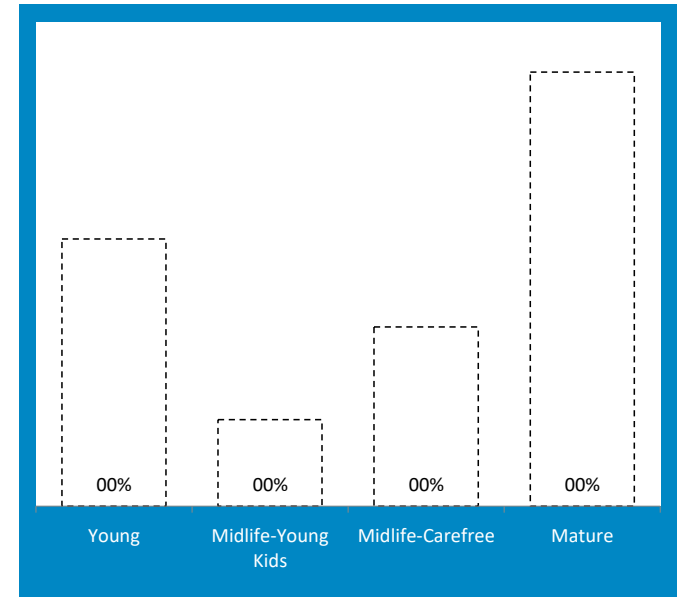
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		4.062	5.344
Adult Pop		3.447	4.529
Affluence	Low	32%	33%
	Medium	60%	38%
	High	6%	27%
Young		0%	28%
Midlife Young Kids		6%	11%
Midlife Carefree		3%	16%
Mature		89%	44%
Competition Count		10	43

### Visitors



### Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



# Catchment Summary - Ship

- 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**
4.062	7.811	211.200

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
76	40	50

Pop. & Adl. 18+ index based on all pubs

76	41	50
23	13	32
50	75	97
103	103	101

97	107	153
157	146	94
22	28	44

107	106	88
-----	-----	----

68	69	81
57	55	91
73	72	91
109	112	100
177	178	121

## Population

## Adults 18+

## Competition Pubs

## Adults 18+ per Competition Pub

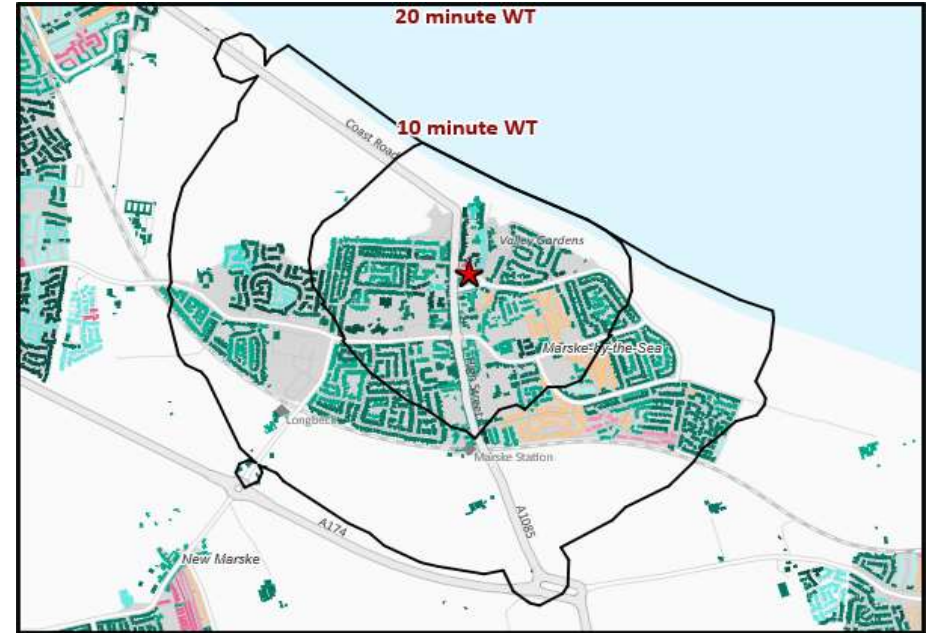
## % Adults Likely to Drink

Affluence	Low	32,1%	35,6%	50,8%
	Medium	60,1%	55,8%	36,0%
	High	5,9%	7,6%	12,1%

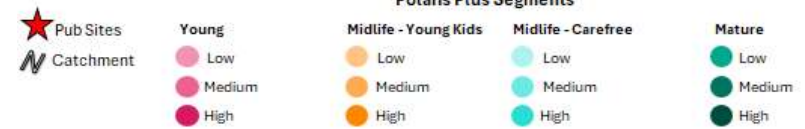
\*Affluence does not include Not Private Households

## Mean Net Disposable income (£pa)

Age Profile	18-24	235	456	14.630
	25-34	314	584	25.848
	35-44	398	757	25.913
	45-64	1.115	2.204	53.026
	65+	1.385	2.671	49.302

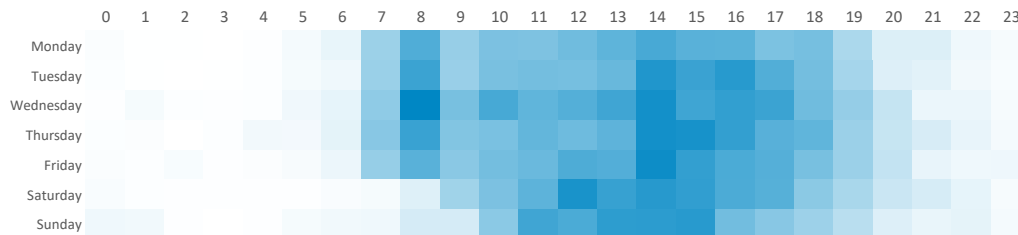


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## Mobile Data Summary

## Time of Day/Day of Week



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	12	12	42.548	1	1	91
Midlife - Young Kids	208	543	12.126	55	75	66
Midlife - Carefree	105	256	23.538	19	24	88
Mature	3.059	5.798	88.621	200	196	119

Not Private Households	63	63	1.886	15.106	7.804	9.239
<b>Total</b>	<b>3.447</b>	<b>6.672</b>	<b>168.719</b>			



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# Per Pub - Ship

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	3.447	6.672	168.719
Number of Competition Pubs	10	13	254
Adults 18+ per Competition Pub	345	513	664

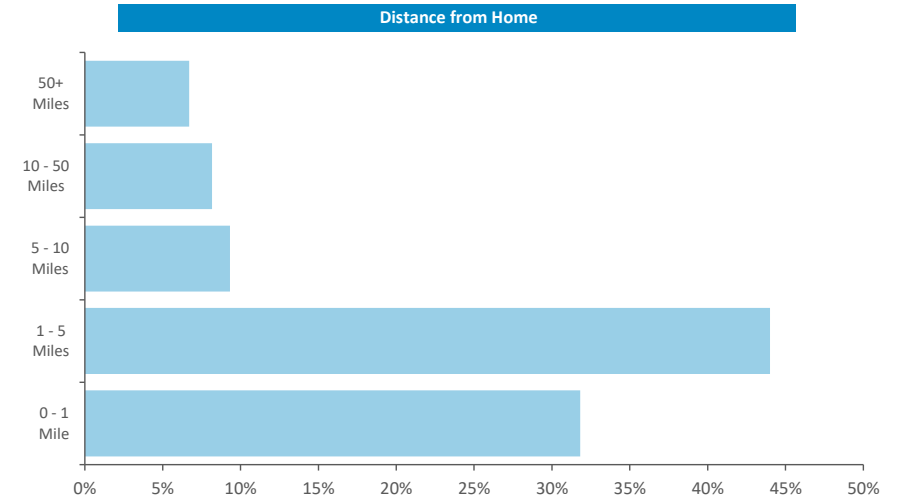
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	275	8,0%	102
Family Pub Dining	0	343	10,0%	110
Great Pub Great Food	0	576	16,7%	100
Leisure	2	353	10,2%	102
Mainstream	2	552	16,0%	115
Premium	2	483	14,0%	98
Restaurant	2	709	20,6%	89
Super Premium	0	92	2,7%	68

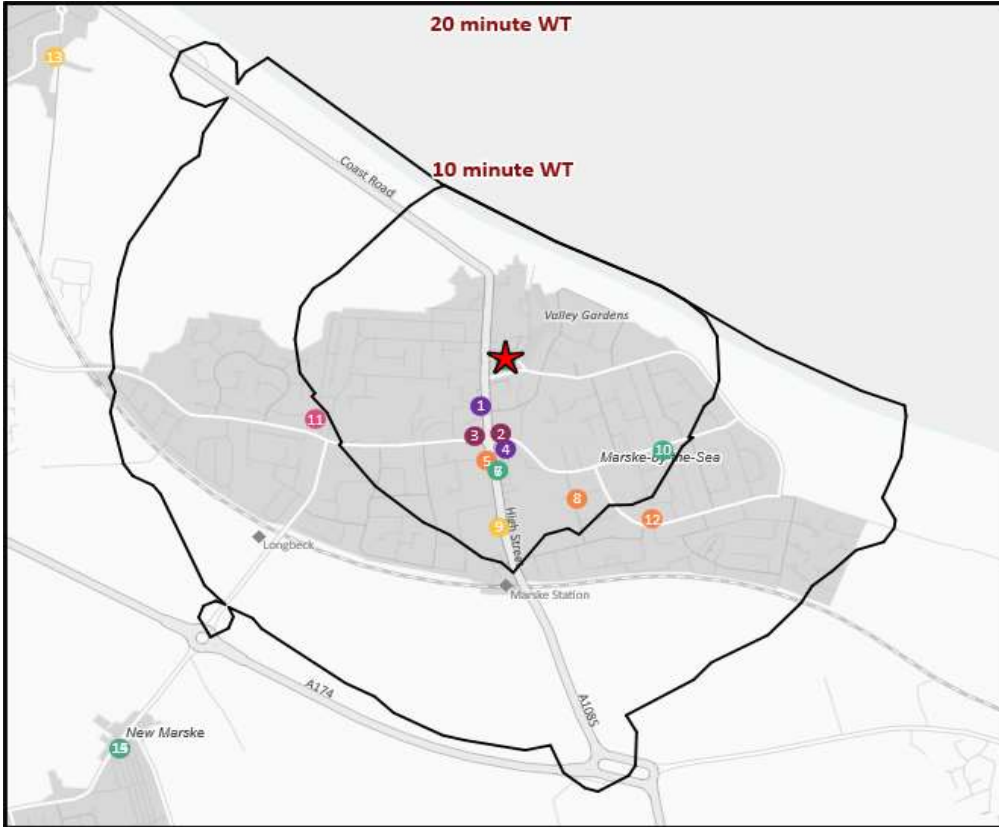
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	551	8,3%	105
Family Pub Dining	1	674	10,1%	111
Great Pub Great Food	0	1.116	16,7%	100
Leisure	3	688	10,3%	103
Mainstream	2	1.075	16,1%	115
Premium	2	932	14,0%	98
Restaurant	2	1.391	20,9%	91
Super Premium	0	180	2,7%	69

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	104	16.719	9,9%	126
Family Pub Dining	21	17.825	10,6%	116
Great Pub Great Food	7	25.520	15,1%	90
Leisure	35	17.007	10,1%	100
Mainstream	49	26.463	15,7%	112
Premium	11	22.255	13,2%	92
Restaurant	27	36.279	21,5%	93
Super Premium	0	4.742	2,8%	71



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# Competition - Ship



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Wheatlands Farm	TS10 2TB	Greene King	Family Pub Dir	20,0%	1,27
18	Turners Mill	TS10 2RA	Mitchells & Butlers	Great Pub Gre	19,5%	1,64
11	Mermaid	TS11 6EX	Mitchells & Butlers	Family Pub Dir	16,1%	0,41
15	Yorkshire Lass	TS11 8EG	Admiral Taverns Ltd	Classic	8,6%	1,14
13	Redcar Rugby Club	TS10 3RW	Independent Free	Mainstream	7,8%	1,12
8	Marske United Football Club	TS11 7BW	Independent Free	Leisure	7,6%	0,33
12	Marske Cricket Club	TS11 7HB	Independent Free	Leisure	7,6%	0,45
9	Zetland Hotel	TS11 6JQ	Punch Pub Company	Mainstream	3,6%	0,36
7	Lockdown	TS11 7BA	Independent Free	Classic	3,3%	0,24
6	Clarendon Hotel	TS11 7BA	Independent Free	Mainstream	1,9%	0,24
20	Saltburn Cricket Club	TS12 1HJ	Independent Free	Leisure	1,9%	1,84
3	Smugglers Den	TS11 6AA	Independent Free	Premium	1,1%	0,17
2	Wynd Craft Beers	TS11 7LA	Independent Free	Premium	1,1%	0,16
0	Ship	TS11 7LL	Star Pubs & Bars	Classic	0,0%	0,00
1	Base Pizzeria	TS11 6JX	Independent Free	Restaurant	0,0%	0,11
4	Vault	TS11 7LD	Independent Free	Restaurant	0,0%	0,19
5	Marske Leisure Centre	TS11 6JL	Independent Free	Leisure	0,0%	0,22
10	Frigate	TS11 7DH	Independent Free	Classic	0,0%	0,37
14	New Marske Sports Club	TS11 8EG	Independent Free	Leisure	0,0%	1,14
16	Redcar Borough Park Bowlg Club	TS10 3RA	Independent Free	Leisure	0,0%	1,25
19	Ciu Convalescent Home	TS12 1BX	Independent Free	Great Pub Gre	0,0%	1,76

\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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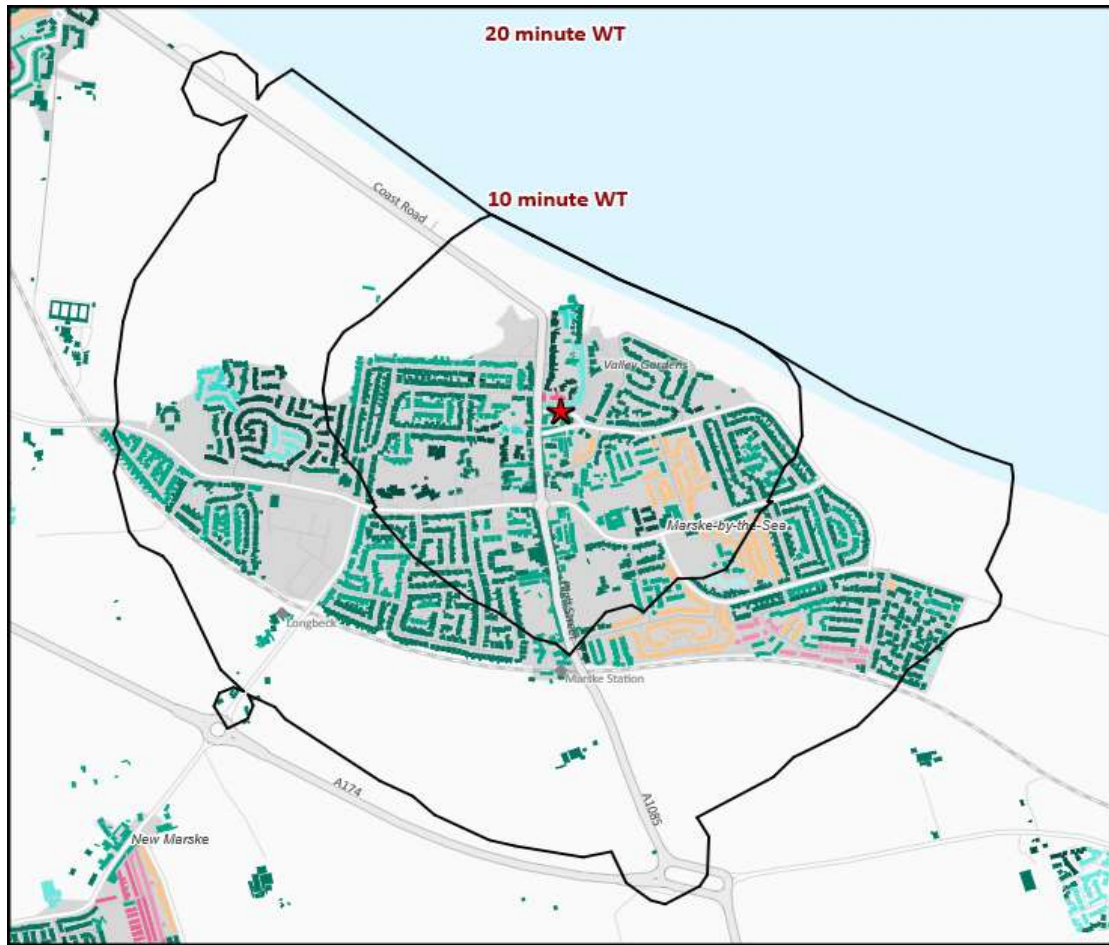


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# Catchment Summary - Ship

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
137125	Ship	TS11 7LL	Star Pubs & Bars	Classic	15



★ Pub Sites  
 ⚡ Catchments

**Polaris Plus Segments**

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

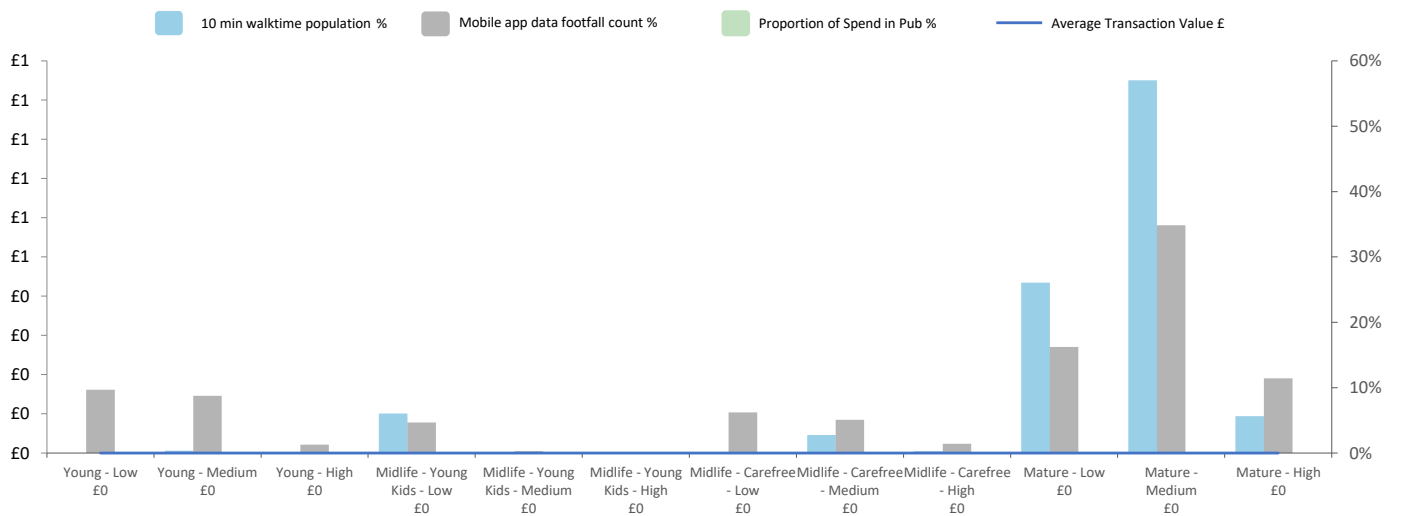
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Ship

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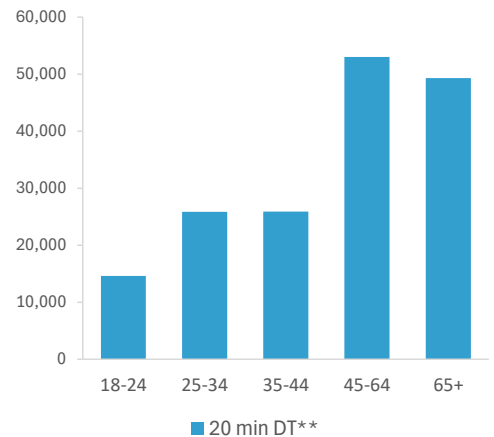
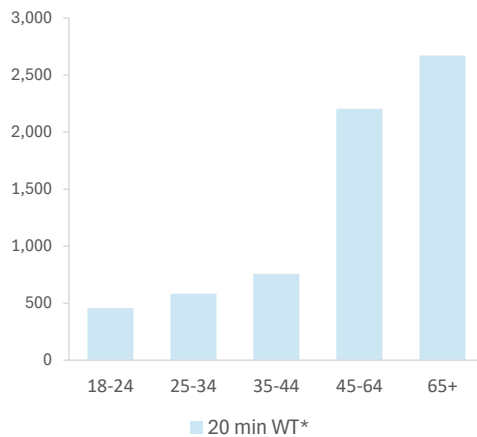
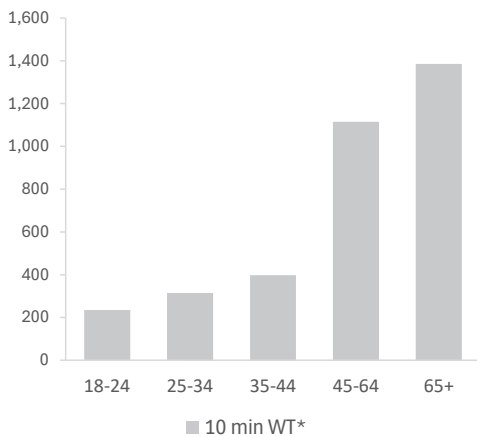
■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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**
<b>Population</b>		4.062	7.811	211.200	76	40	50
<b>Adults 18+</b>		3.447	6.672	168.719	76	41	50
<b>Competition Pubs</b>		10	13	254	23	13	32
<b>Adults 18+ per Competition Pub</b>		345	513	664	50	75	97
<b>% Adults Likely to Drink</b>		82,0%	82,0%	81,0%	103	103	101
<b>Affluence</b>	<b>Low</b>	32,1%	35,6%	50,8%	97	107	153
	<b>Medium</b>	60,1%	55,8%	36,0%	157	146	94
	<b>High</b>	5,9%	7,6%	12,1%	22	28	44
<b>Mean Net Disposable income (£pa)</b>		£24.181	£23.904	£19.913	107	106	88
<b>Age Profile</b>	<b>18-24</b>	235	456	14.630	68	69	81
	<b>25-34</b>	314	584	25.848	57	55	91
	<b>35-44</b>	398	757	25.913	73	72	91
	<b>45-64</b>	1.115	2.204	53.026	109	112	100
	<b>65+</b>	1.385	2.671	49.302	177	178	121

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



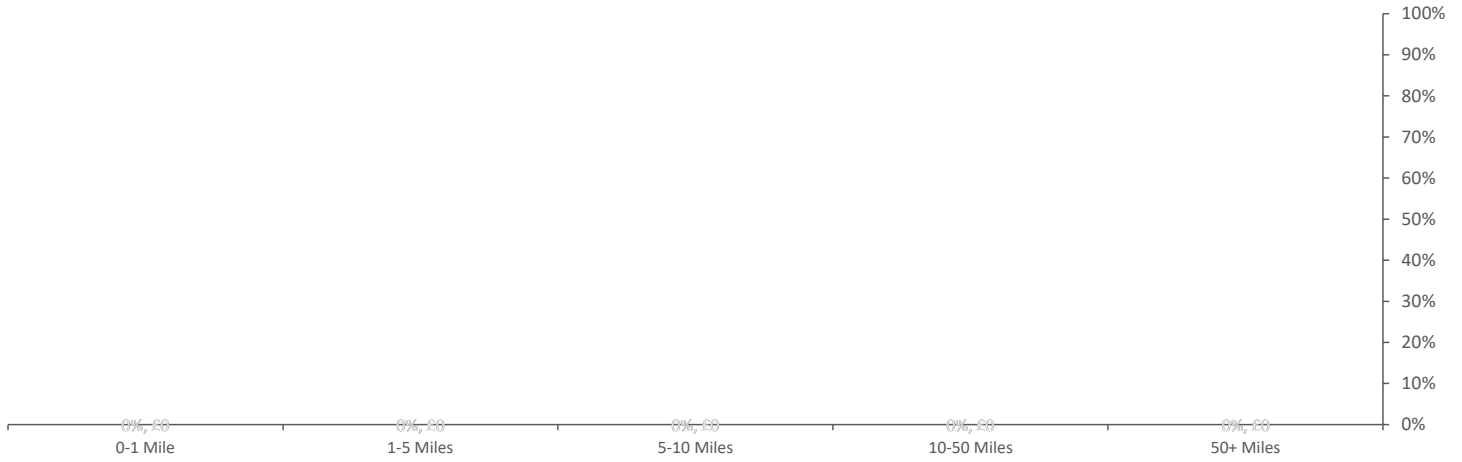
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Gender</b>	<b>Male</b>	1,943 (48%)	3,742 (48%)	102,709 (49%)	98	98	99
	<b>Female</b>	2,119 (52%)	4,069 (52%)	108,491 (51%)	102	102	101
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	972 (27%)	1,842 (27%)	51,566 (30%)	81	79	87
	<b>Employed: Part-time</b>	403 (11%)	764 (11%)	22,114 (13%)	95	93	107
	<b>Self employed</b>	217 (6%)	393 (6%)	10,052 (6%)	66	62	63
	<b>Unemployed</b>	68 (2%)	120 (2%)	5,546 (3%)	70	64	116
	<b>Full-time student</b>	29 (1%)	92 (1%)	2,915 (2%)	33	54	67
	<b>Retired</b>	1,450 (41%)	2,813 (41%)	48,922 (28%)	188	189	130
<b>Other</b>	407 (11%)	813 (12%)	32,500 (19%)	65	67	105	
<b>Total Worker Count</b>		1.069	2.080	70.083			

See the Glossary page for further information on the above variables

# Transactional Data Summary - Ship

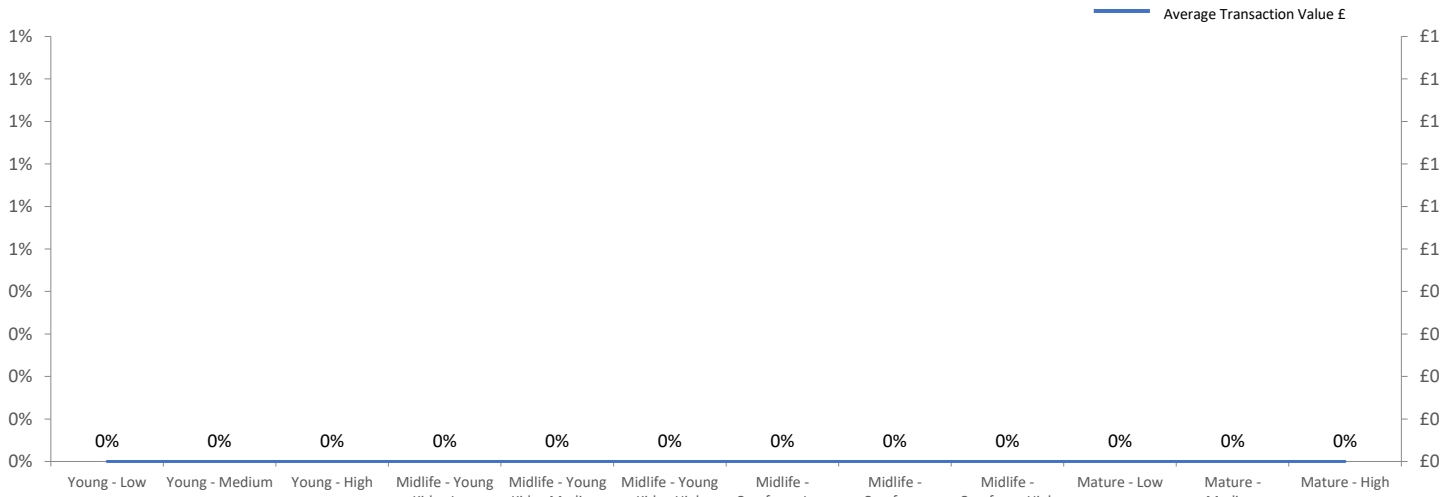
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## Spend by Polaris and Distance from Home



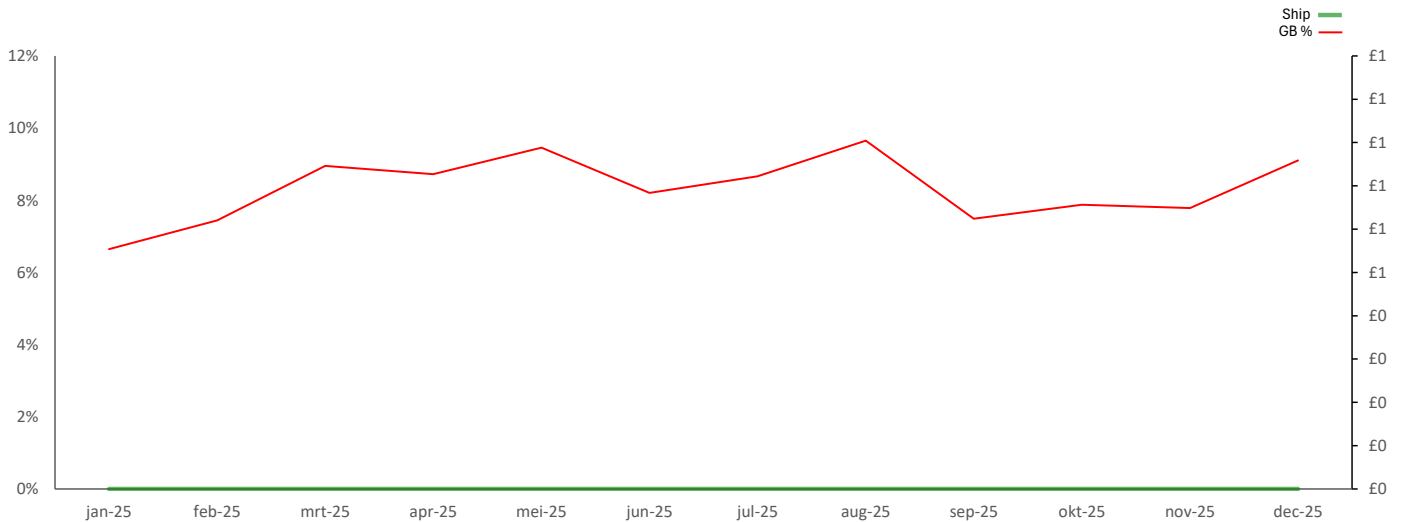
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



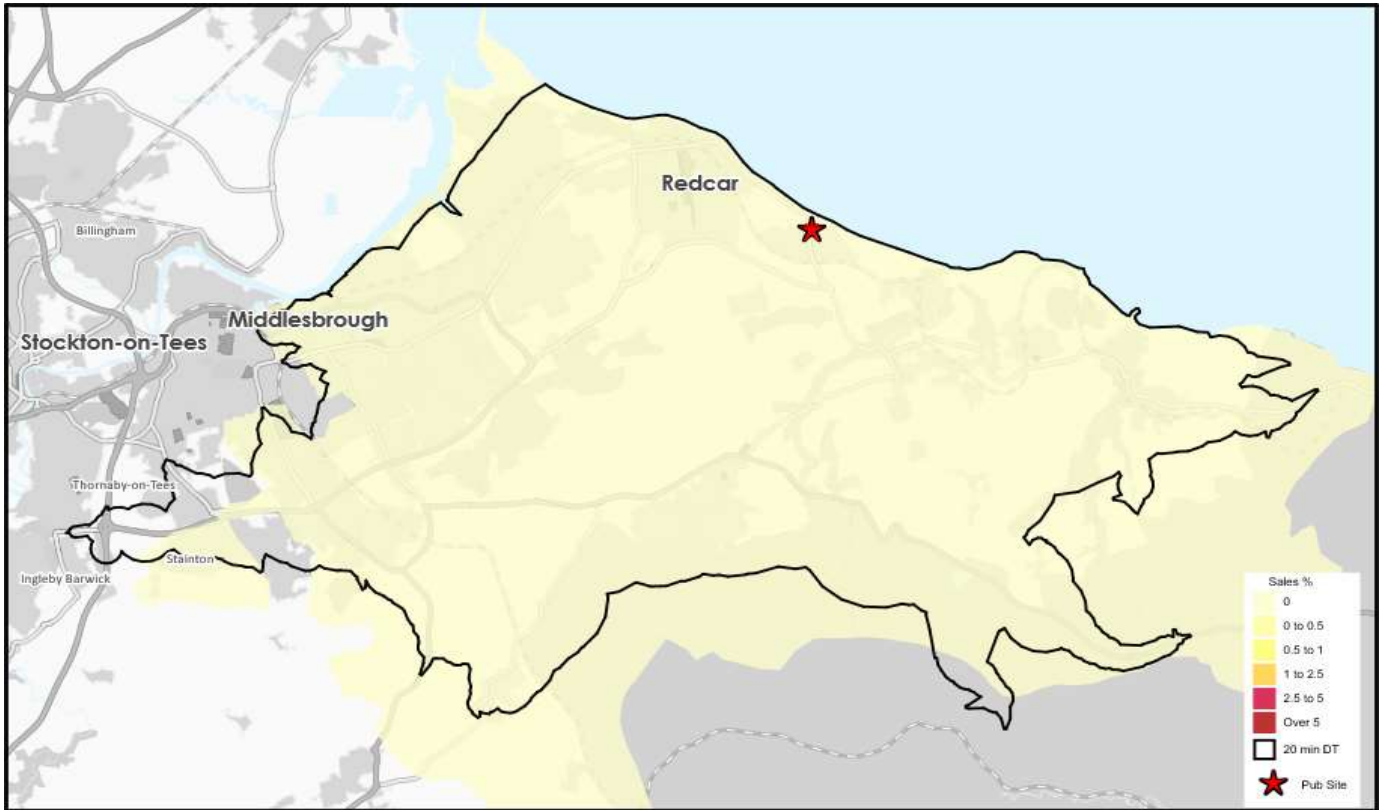
Average Transaction Value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



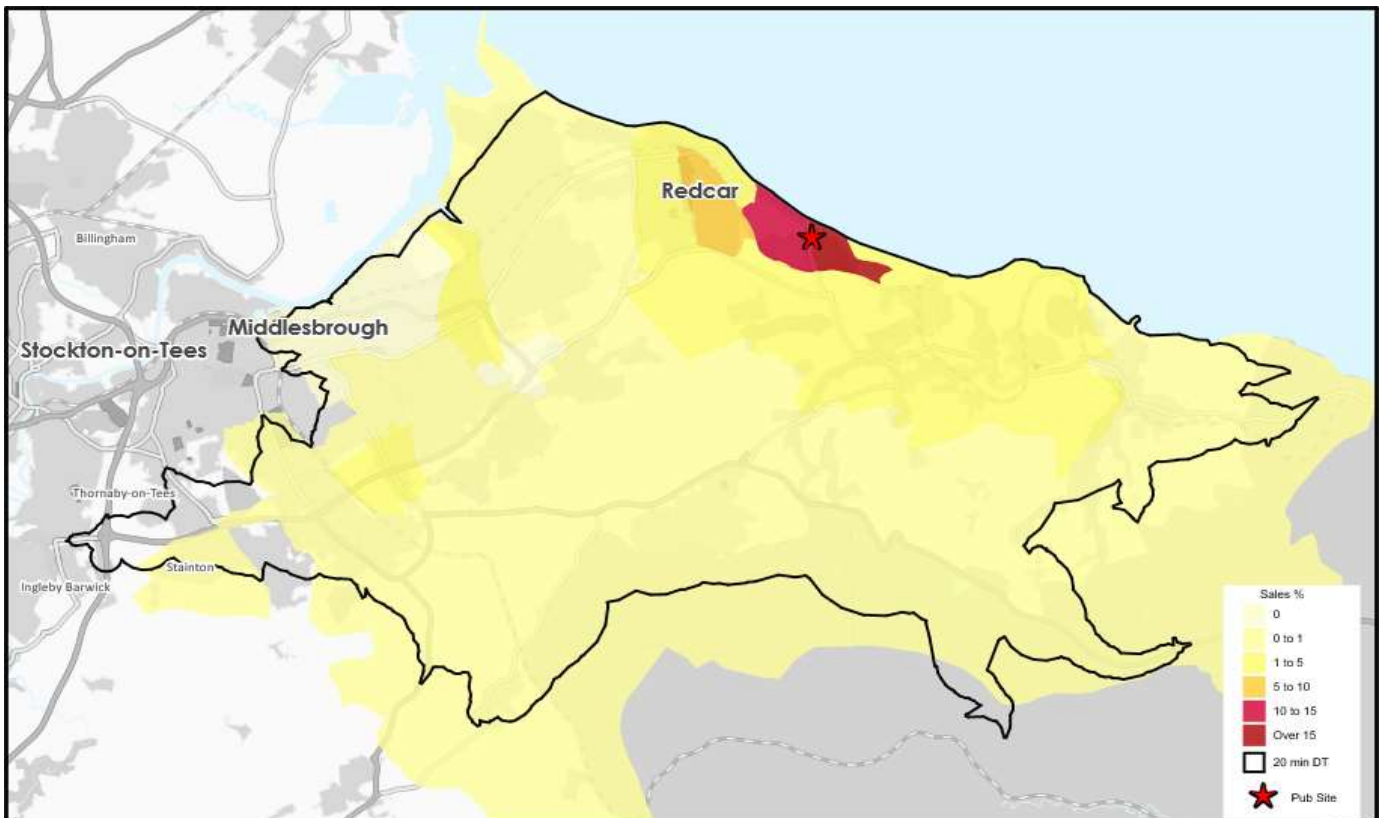
Seasonality of the spend split by month

Ship Share of Spend from Postcode Sectors within 20 minute Drive



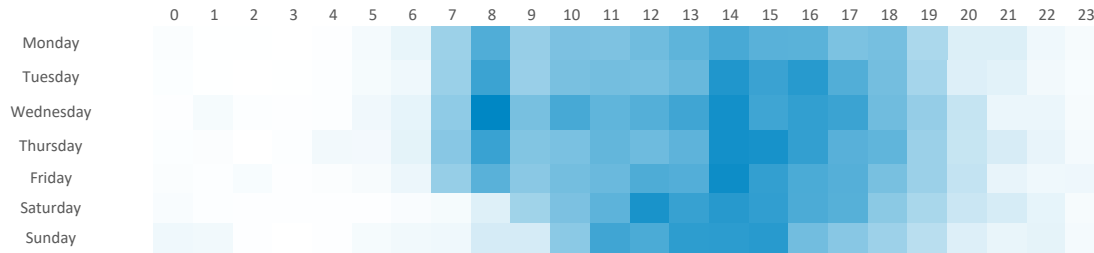
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Ship



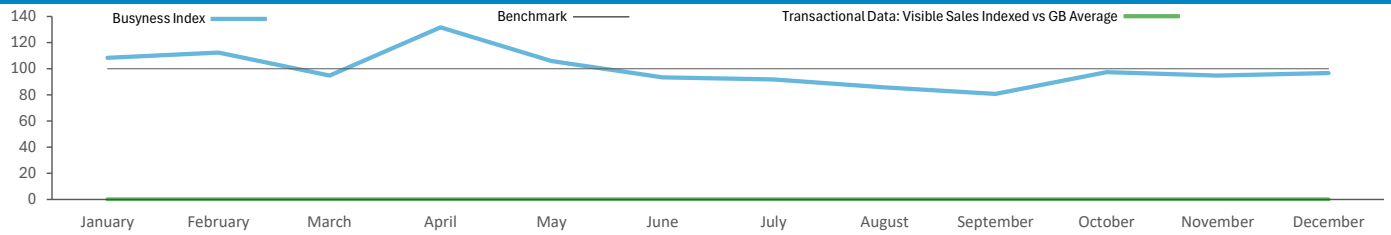
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



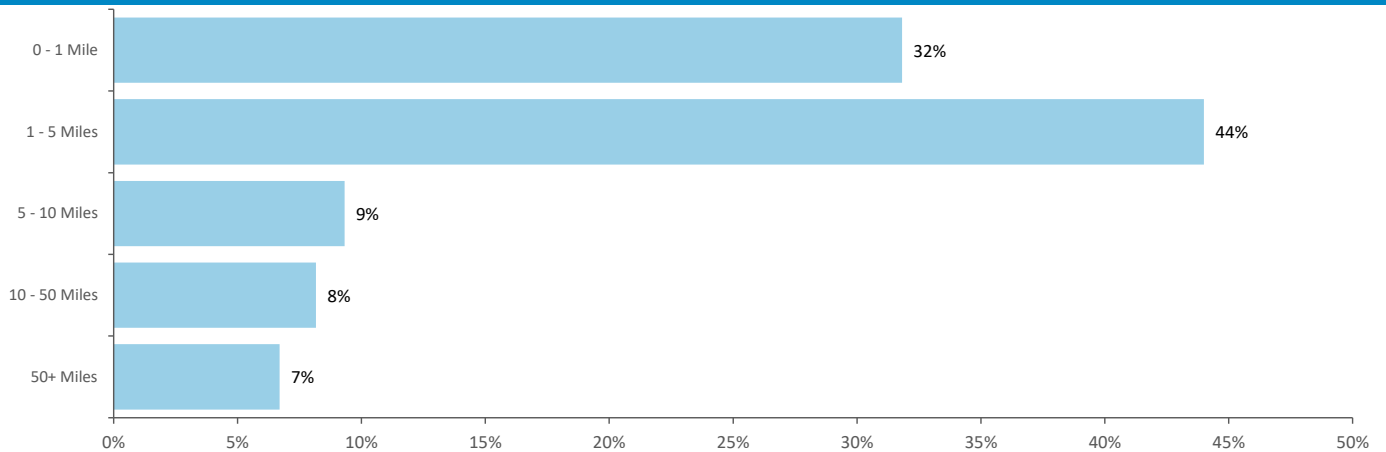
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

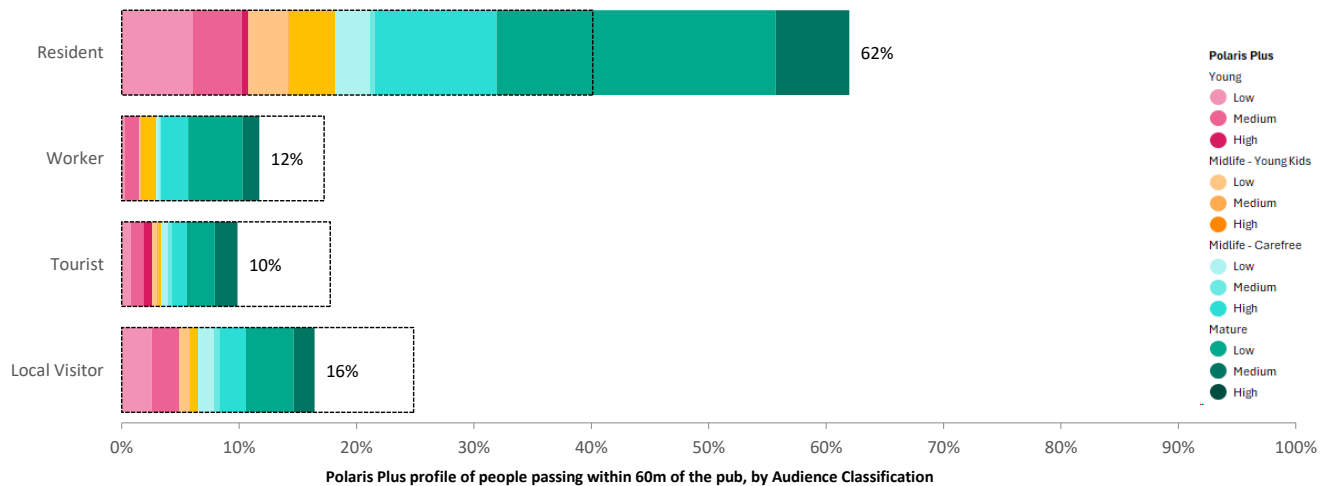
Distance from Home



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

Audience Classification by Polaris Plus

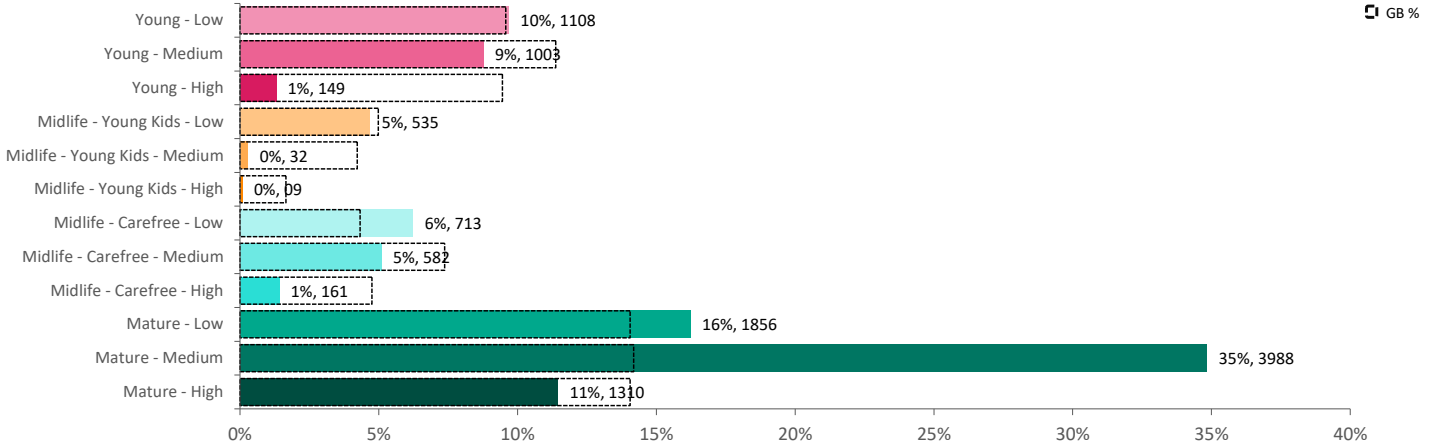
Base: GB



# Mobile Data Summary - Ship

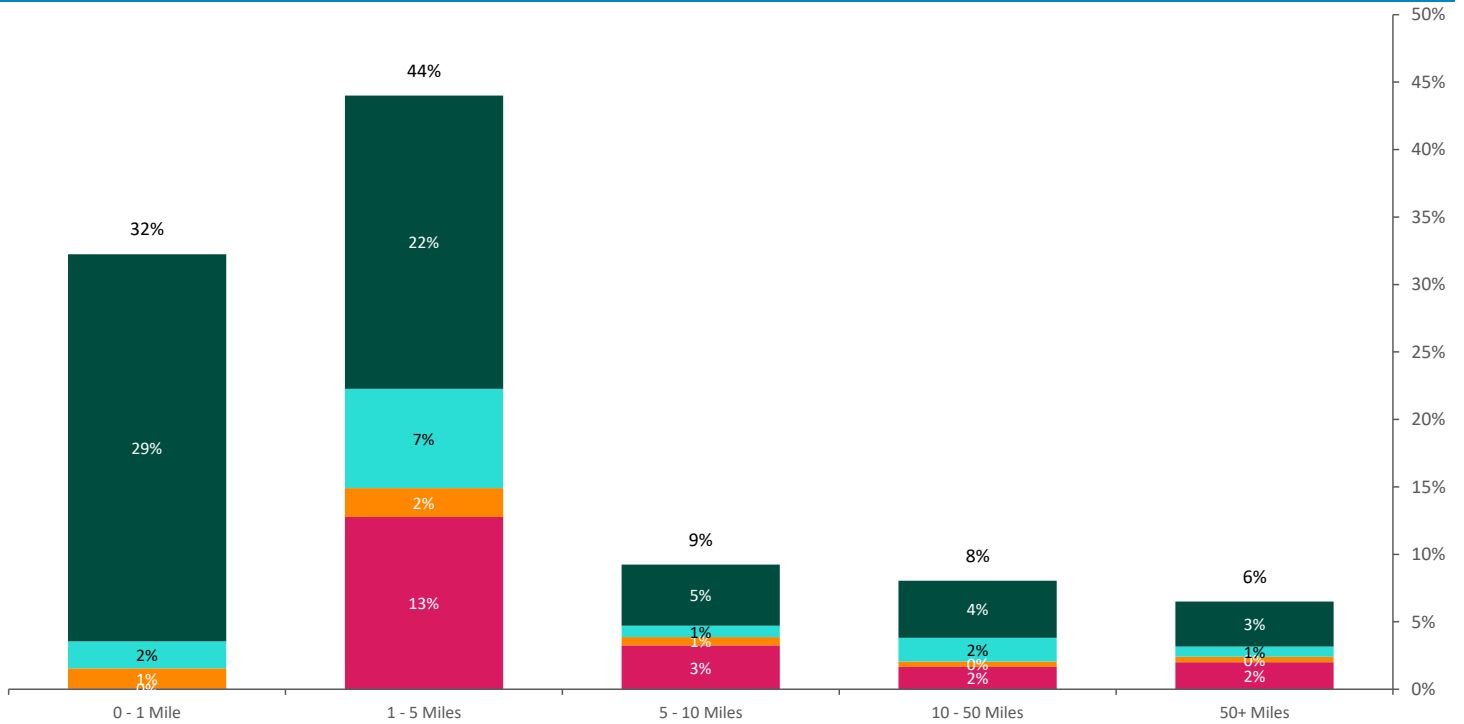
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## Polaris Plus Profile



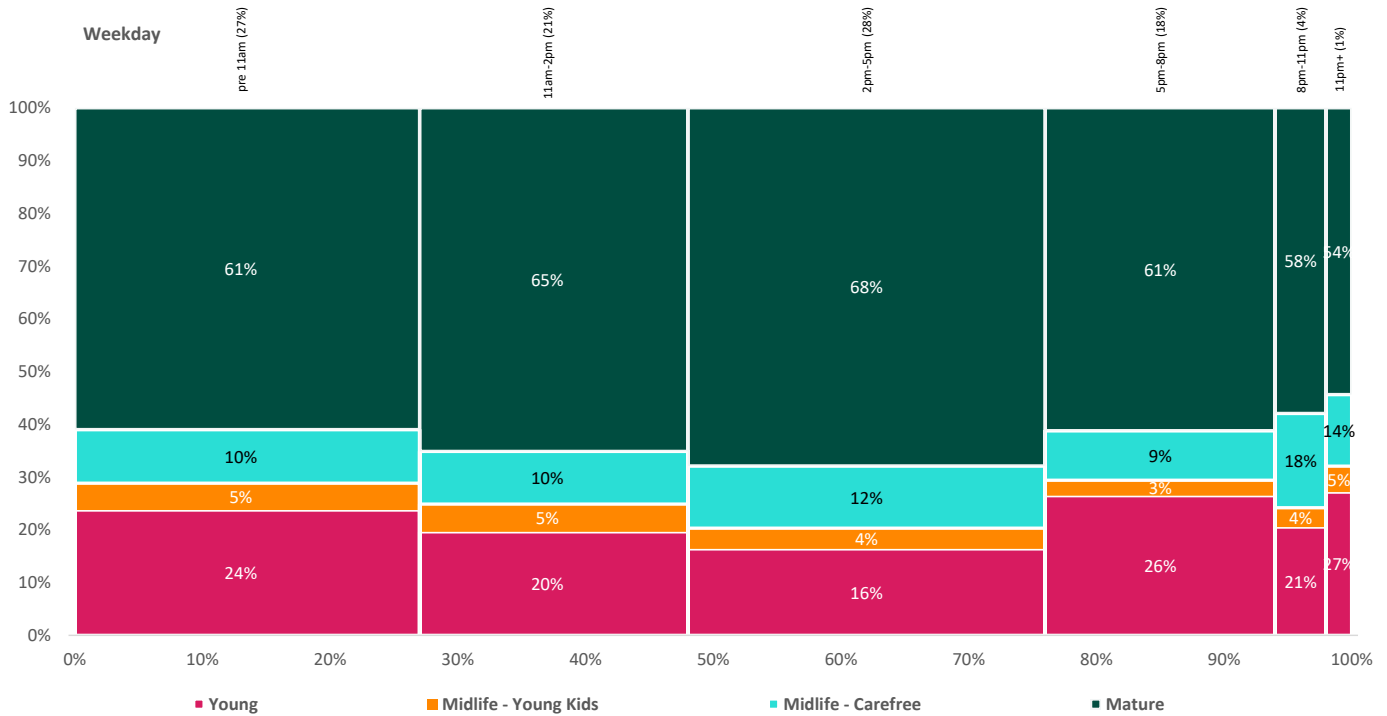
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

## Distance from Home by Polaris



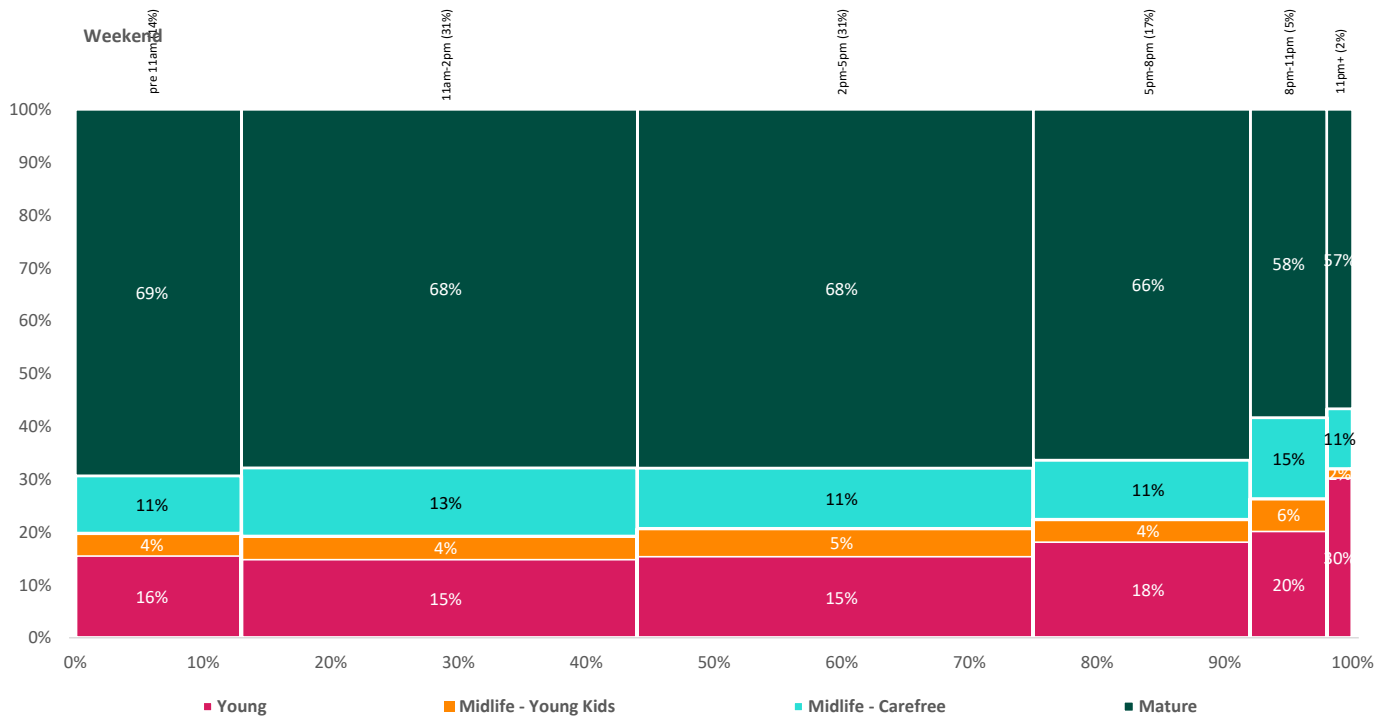
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1.800	1.483	2.044	1.219	276	61	6.883
Midlife - Carefree		301	227	355	187	85	15	1.170
Midlife - Young Kids		149	120	118	58	17	6	468
Young		701	447	493	528	98	31	2.297
All		2.951	2.277	3.011	1.991	476	113	10.819

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

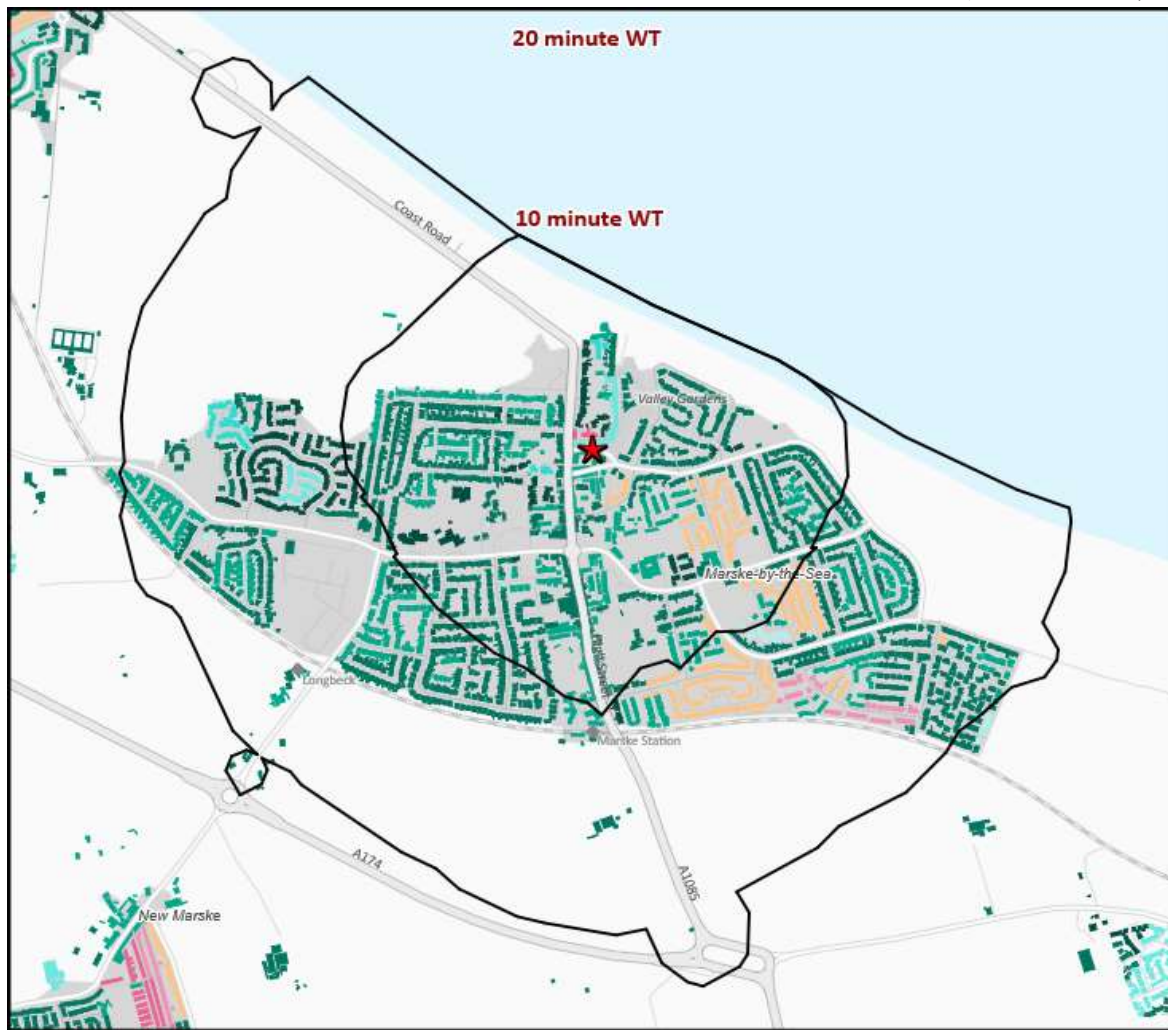


	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		360	780	781	429	117	40	2.506
Midlife - Young Kids		57	150	132	73	31	8	451
Midlife - Carefree		21	49	59	27	12	1	169
Mature		81	172	178	118	41	21	611
All		519	1.150	1.151	646	200	70	3.737

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

Polaris Plus Summary - Ship

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★ Pub Sites  
 Catchments

Polaris Plus Segments

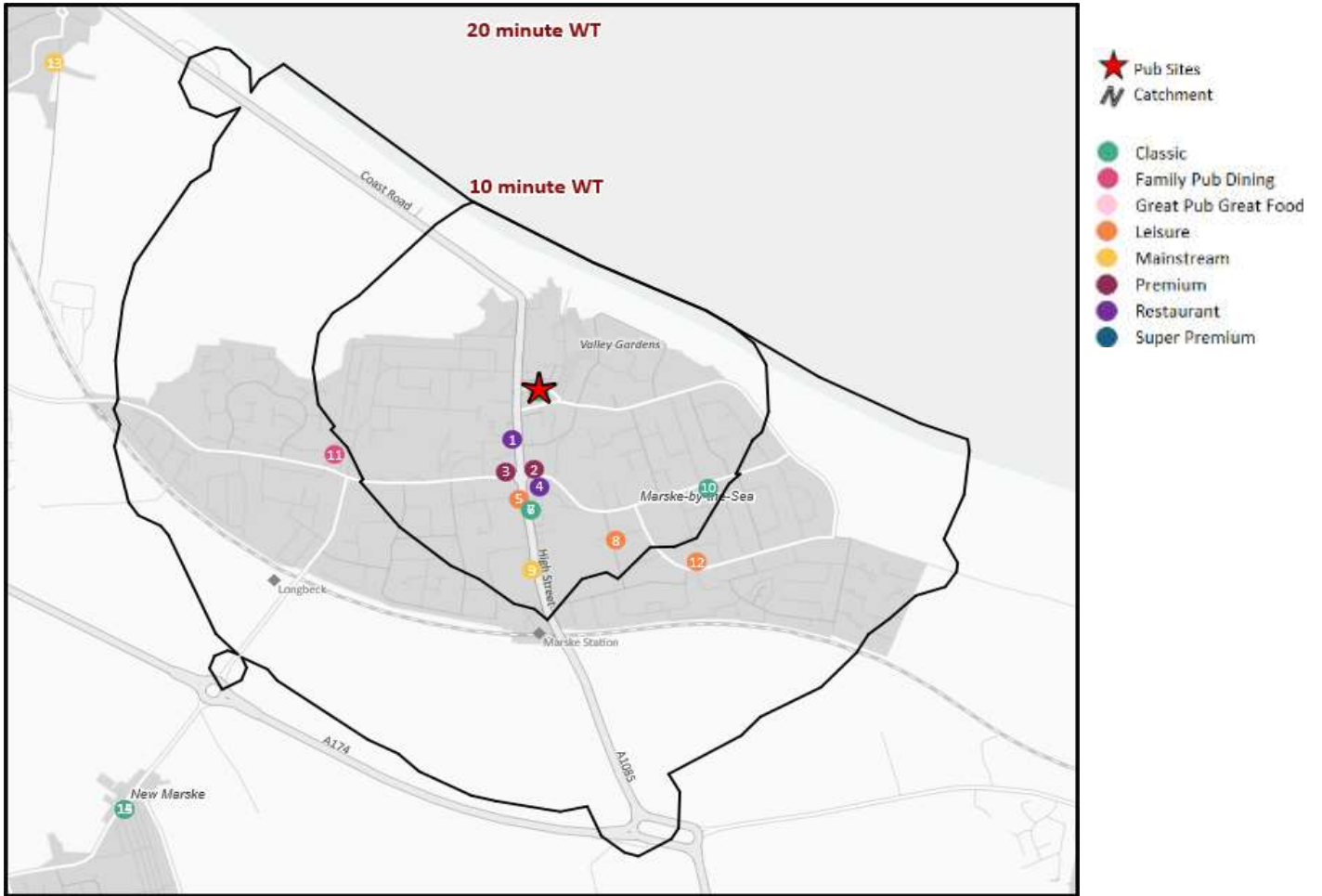
- Young
  - Low
  - Medium
  - High
- Midlife - Young Kids
  - Low
  - Medium
  - High
- Midlife - Carefree
  - Low
  - Medium
  - High
- Mature
  - Low
  - Medium
  - High

Polaris Plus Profile by Catchment

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

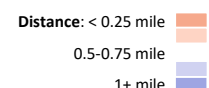
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young</b>						
Low	0	0	31.941	0	0	193
Medium	12	12	10.209	3	2	55
High	0	0	398	0	0	4
<b>Midlife - Young Kids</b>						
Low	208	543	11.783	108	145	125
Medium	0	0	343	0	0	5
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	60	10.943	0	21	152
Medium	95	135	9.285	39	28	77
High	10	61	3.310	6	20	43
<b>Mature</b>						
Low	899	1.772	31.054	193	197	136
Medium	1.966	3.578	40.881	364	342	155
High	194	448	16.686	37	45	66
<b>Not Private Households</b>	63	63	1.886	171	88	104
<b>Total</b>	3.447	6.672	168.719			

Over GB Average  
 Around GB Average  
 Under GB Average



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Ship	TS11 7LL	Star Pubs & Bars	Classic	0,0%	0,0%	0,00
1	Base Pizzeria	TS11 6JX	Independent Free	Restaurant	0,0%	0,0%	0,11
2	Wynd Craft Beers	TS11 7LA	Independent Free	Premium	1,1%	72,9%	0,16
3	Smugglers Den	TS11 6AA	Independent Free	Premium	1,1%	69,9%	0,17
4	Vault	TS11 7LD	Independent Free	Restaurant	0,0%	0,0%	0,19
5	Marske Leisure Centre	TS11 6JL	Independent Free	Leisure	0,0%	0,0%	0,22
6	Clarendon Hotel	TS11 7BA	Independent Free	Mainstream	1,9%	83,2%	0,24
7	Lockdown	TS11 7BA	Independent Free	Classic	3,3%	87,1%	0,24
8	Marske United Football Club	TS11 7BW	Independent Free	Leisure	7,6%	93,7%	0,33
9	Zetland Hotel	TS11 6JQ	Punch Pub Company	Mainstream	3,6%	87,5%	0,36
10	Frigate	TS11 7DH	Independent Free	Classic	0,0%	0,0%	0,37
11	Mermaid	TS11 6EX	Mitchells & Butlers	Family Pub Dining	16,1%	88,3%	0,41
12	Marske Cricket Club	TS11 7HB	Independent Free	Leisure	7,6%	93,5%	0,45
13	Redcar Rugby Club	TS10 3RW	Independent Free	Mainstream	7,8%	79,9%	1,12
14	New Marske Sports Club	TS11 8EG	Independent Free	Leisure	0,0%	0,0%	1,14
15	Yorkshire Lass	TS11 8EG	Admiral Taverns Ltd	Classic	8,6%	96,1%	1,14
16	Redcar Borough Park Bowlg Club	TS10 3RA	Independent Free	Leisure	0,0%	0,0%	1,25
17	Wheatlands Farm	TS10 2TB	Greene King	Family Pub Dining	20,0%	89,2%	1,27
18	Turners Mill	TS10 2RA	Mitchells & Butlers	Great Pub Great Food	19,5%	89,9%	1,64
19	Ciu Convalescent Home	TS12 1BX	Independent Free	Great Pub Great Food	0,0%	0,0%	1,76
20	Saltburn Cricket Club	TS12 1HJ	Independent Free	Leisure	1,9%	82,0%	1,84



\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

\*\* Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

# CGA Summary - Ship

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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+	3.447	6.672	168.719
Number of Competition Pubs	10	13	254
Adults 18+ per Competition Pub	345	513	664

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	275	8,0%	102
Family Pub Dining	0	343	10,0%	110
Great Pub Great Food	0	576	16,7%	100
Leisure	2	353	10,2%	102
Mainstream	2	552	16,0%	115
Premium	2	483	14,0%	98
Restaurant	2	709	20,6%	89
Super Premium	0	92	2,7%	68

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	551	8,3%	105
Family Pub Dining	1	674	10,1%	111
Great Pub Great Food	0	1.116	16,7%	100
Leisure	3	688	10,3%	103
Mainstream	2	1.075	16,1%	115
Premium	2	932	14,0%	98
Restaurant	2	1.391	20,9%	91
Super Premium	0	180	2,7%	69

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	104	16.719	9,9%	126
Family Pub Dining	21	17.825	10,6%	116
Great Pub Great Food	7	25.520	15,1%	90
Leisure	35	17.007	10,1%	100
Mainstream	49	26.463	15,7%	112
Premium	11	22.255	13,2%	92
Restaurant	27	36.279	21,5%	93
Super Premium	0	4.742	2,8%	71

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																																				
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																				
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 >= 105 and < 120																																				
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