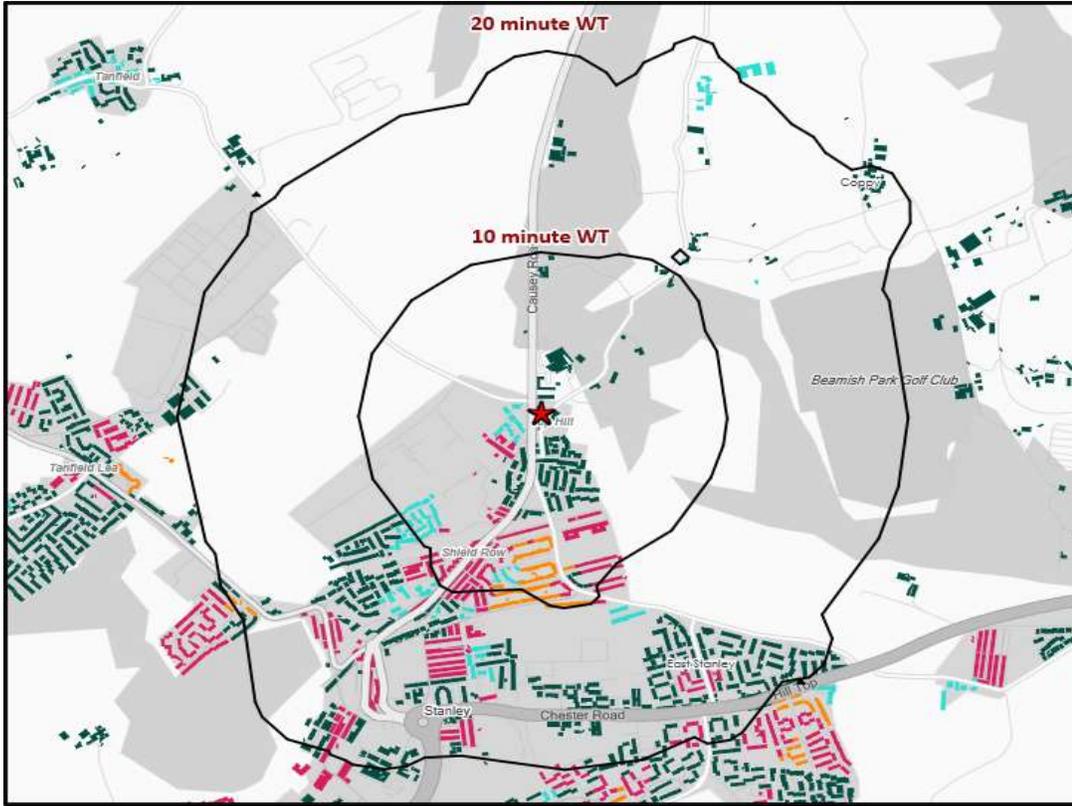


# Catchment Summary - Blue Bell Kip Hill

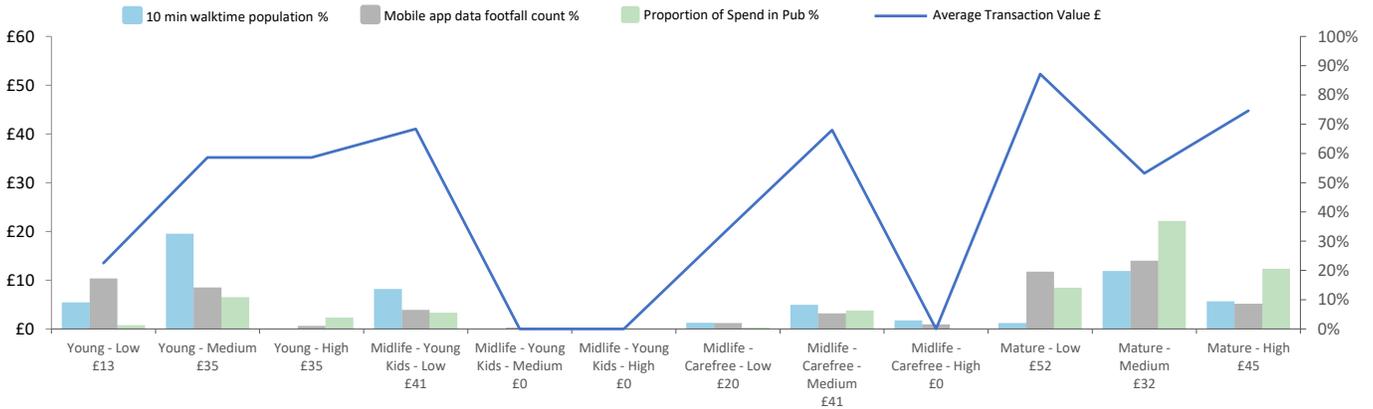
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Ship To	Name	Postcode	Operator	Segment	Sparsity
821280	Blue Bell Kip Hill	DH 9 0LR	Star Pubs & Bars	Community Pub	11



- 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 - Blue Bell Kip Hill



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	Over GB Average
	Around GB Average
	Under GB Average

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

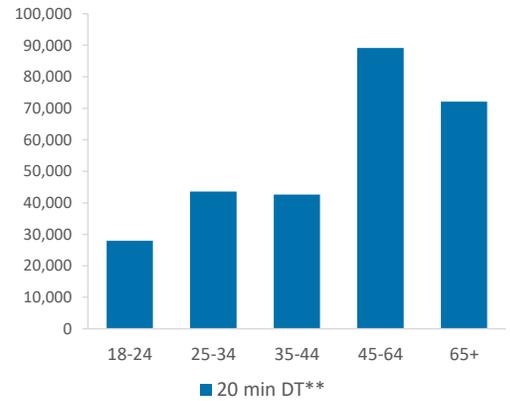
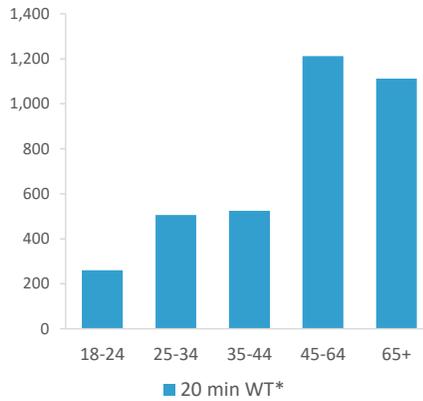
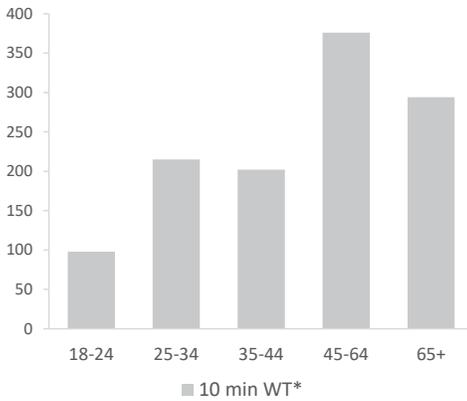
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,485	4,372	340,768	28	24	78
Adults 18+	1,185	3,614	275,337	26	24	79
Competition Pubs	2	6	406	11	17	98
Adults 18+ per Competition Pub	593	602	678	69	70	79
% Adults Likely to Drink	77.5%	78.3%	77.0%	102	103	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	26.9%	34.8%	47.5%	81	105	143
	Medium	60.7%	51.4%	38.9%	159	135	102
	High	12.4%	11.9%	12.3%	45	43	45

\*Affluence does not include Not Private Households

Age Profile	18-24	98	260	27,923	81	73	101
	25-34	215	506	43,568	109	87	96
	35-44	202	524	42,609	103	91	94
	45-64	376	1,212	89,155	99	108	102
	65+	294	1,112	72,082	103	132	110



	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	740 (50%)	2,172 (50%)	167,279 (49%)	102	101	100
	Female	745 (50%)	2,200 (50%)	173,489 (51%)	98	99	100
Economic Status (16+)	Employed: Full-time	452 (37%)	1,293 (35%)	96,140 (34%)	108	102	99
	Employed: Part-time	150 (12%)	385 (10%)	34,162 (12%)	104	88	102
	Self employed	80 (7%)	234 (6%)	17,312 (6%)	71	69	66
	Unemployed	39 (3%)	102 (3%)	8,448 (3%)	116	100	108
	Full-time student	10 (1%)	49 (1%)	6,027 (2%)	35	56	90
	Retired	310 (25%)	1,119 (30%)	68,562 (24%)	117	138	111
	Other	175 (14%)	515 (14%)	52,444 (19%)	83	80	106
Total Worker Count		545	1,472	189,228			

See the Glossary page for further information on the above variables

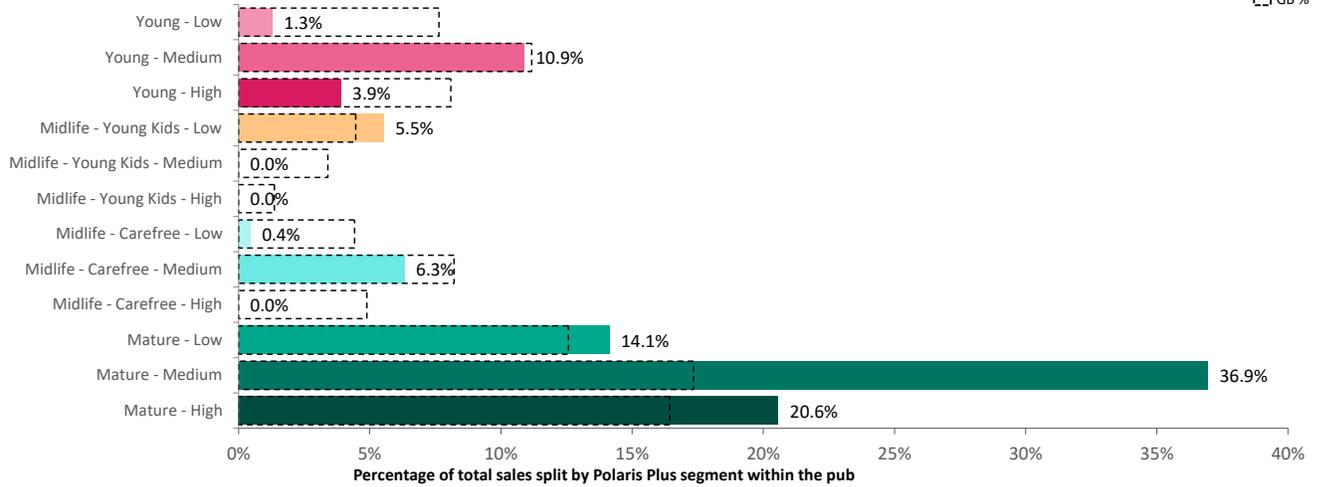
# Transactional Data Summary - Blue Bell Kip Hill



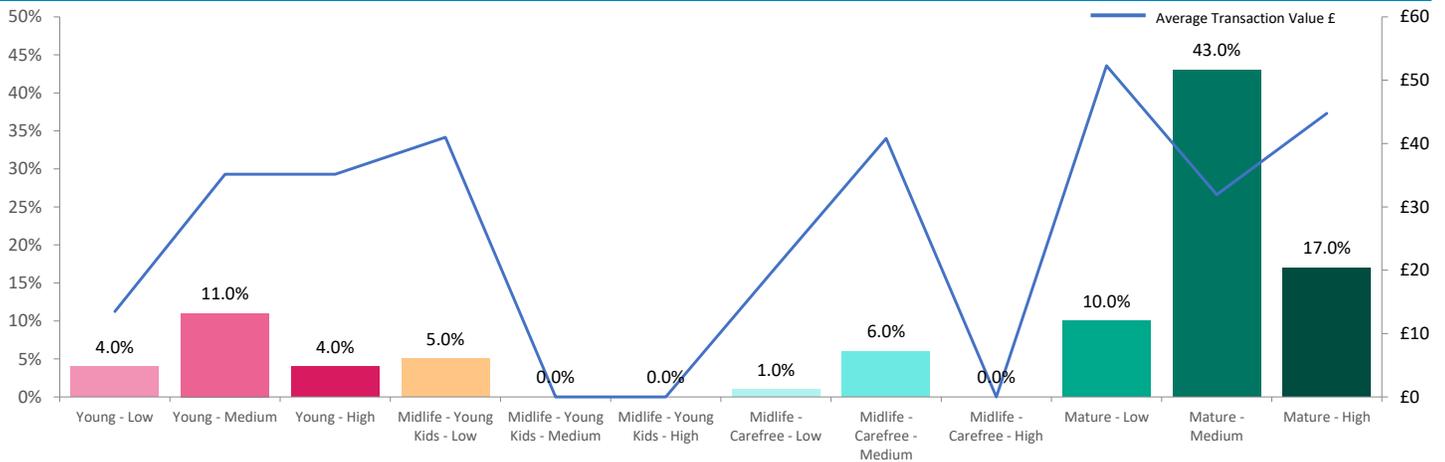
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## Spend by Polaris Plus

GB %

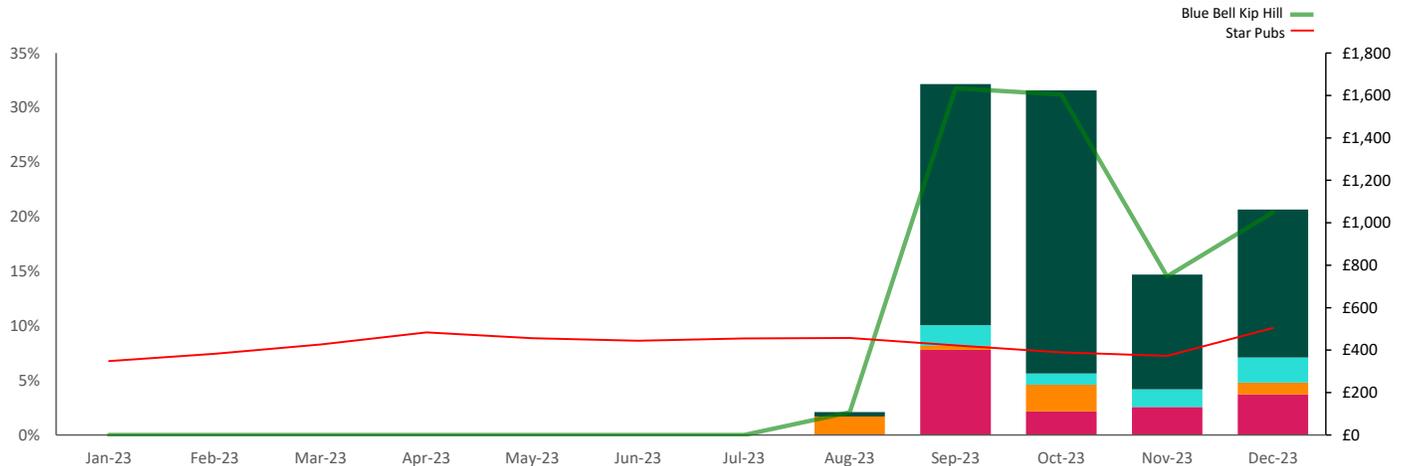


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



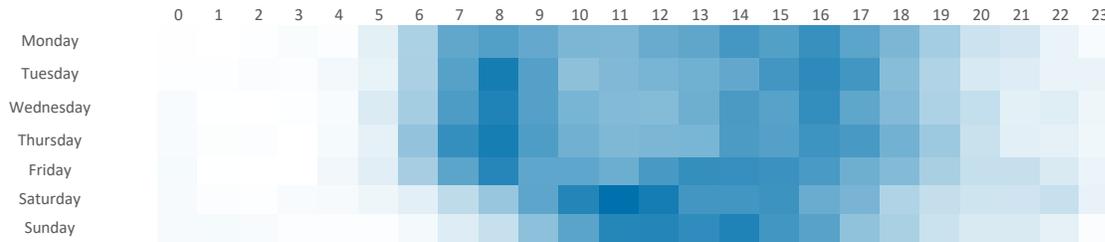
Seasonality of the spend split by month

# Mobile Data Summary - Blue Bell Kip Hill



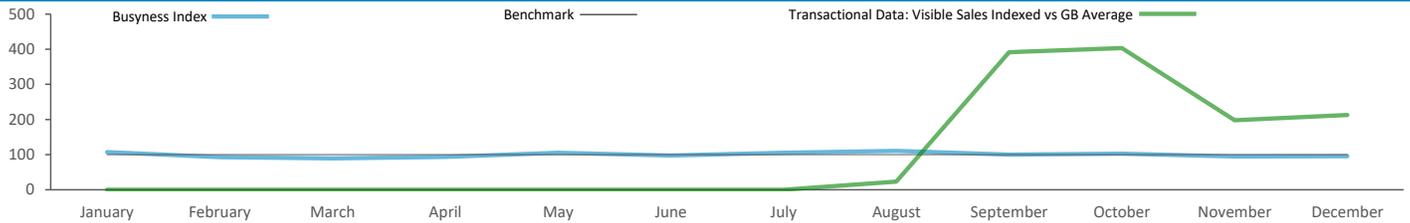
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## Time of Day/Day of Week



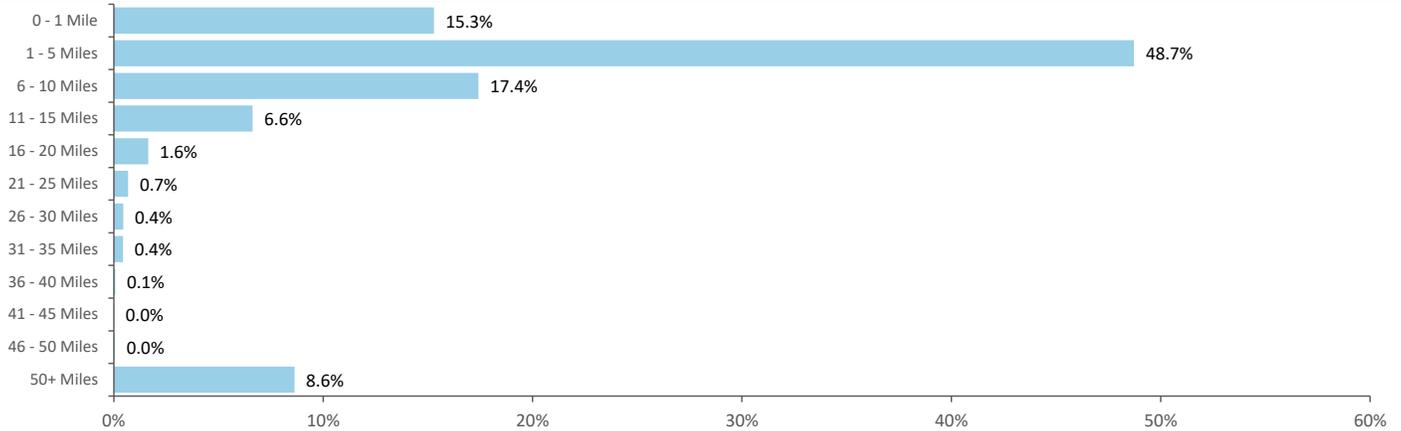
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

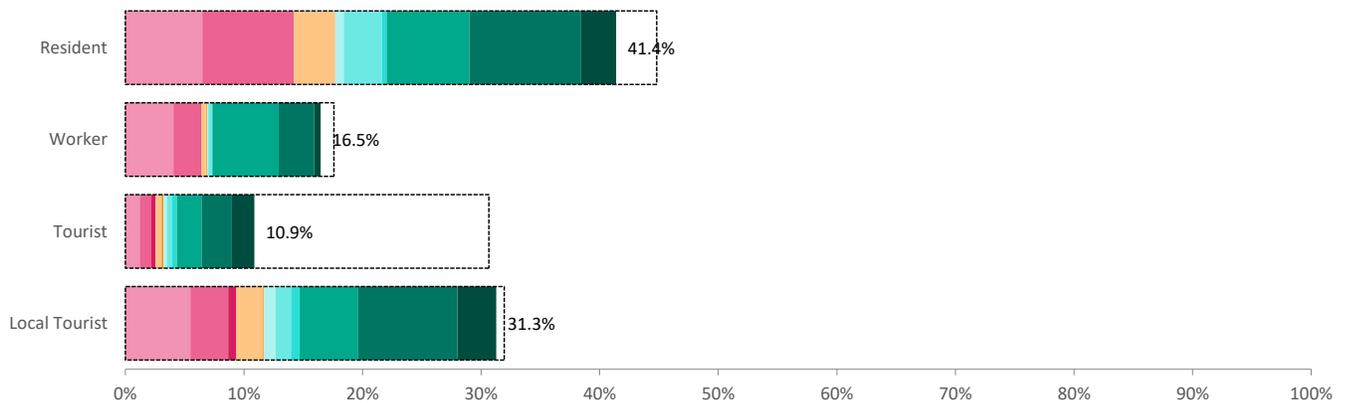
## Distance from Home



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



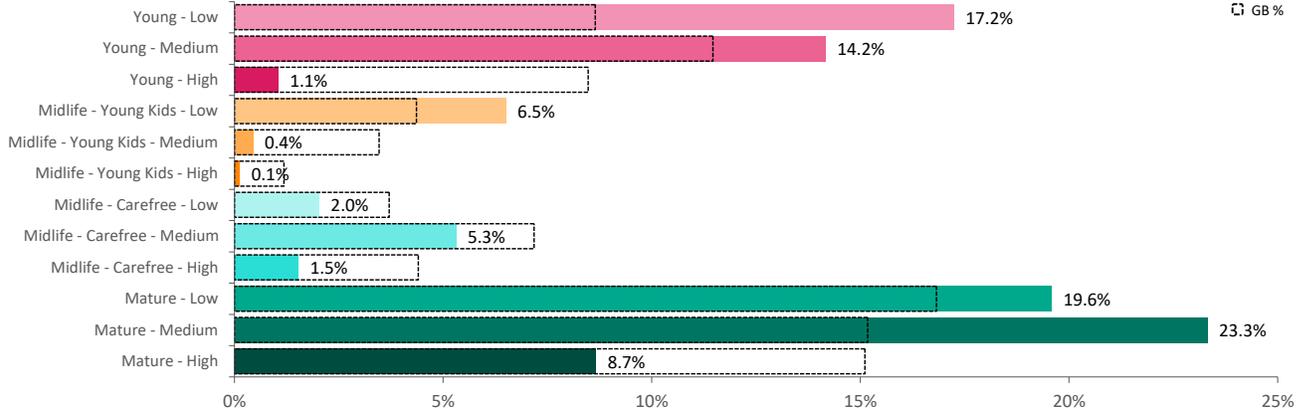
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Blue Bell Kip Hill



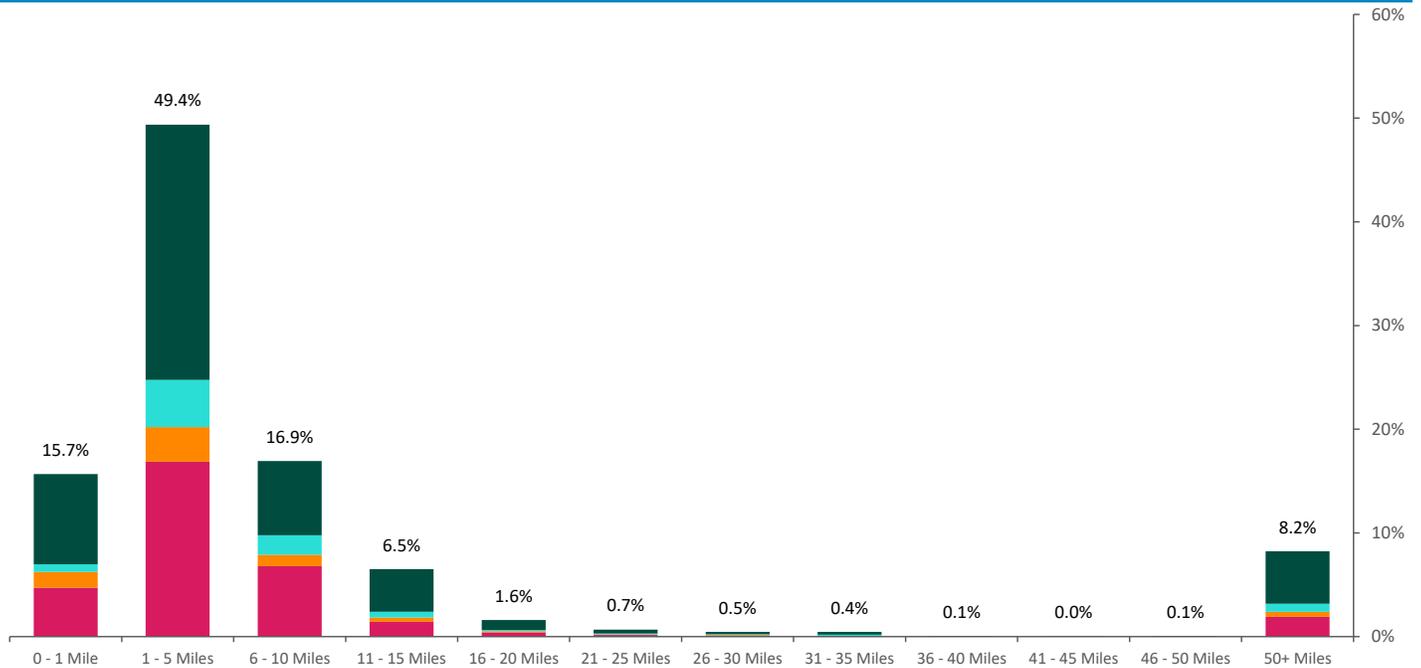
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## Polaris Plus Profile



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



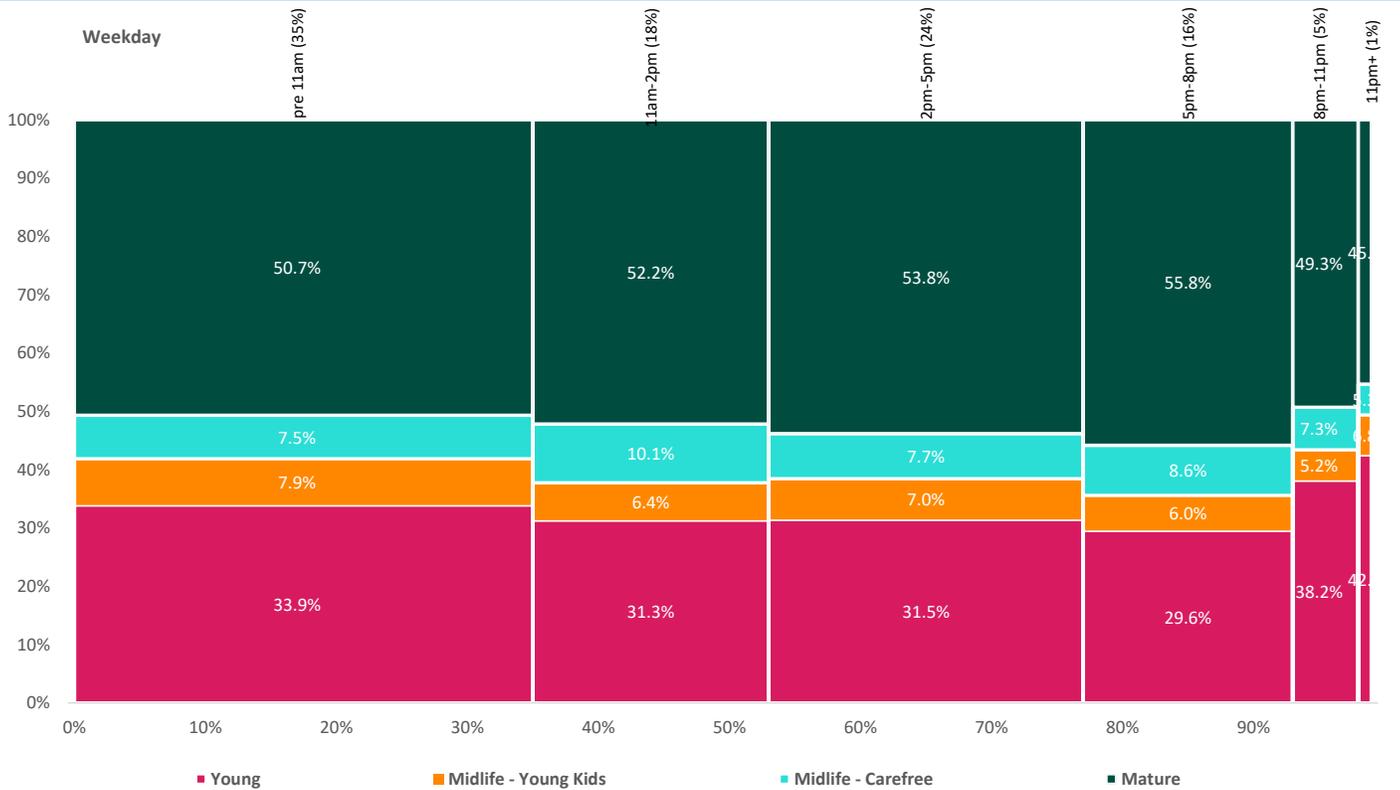
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Blue Bell Kip Hill

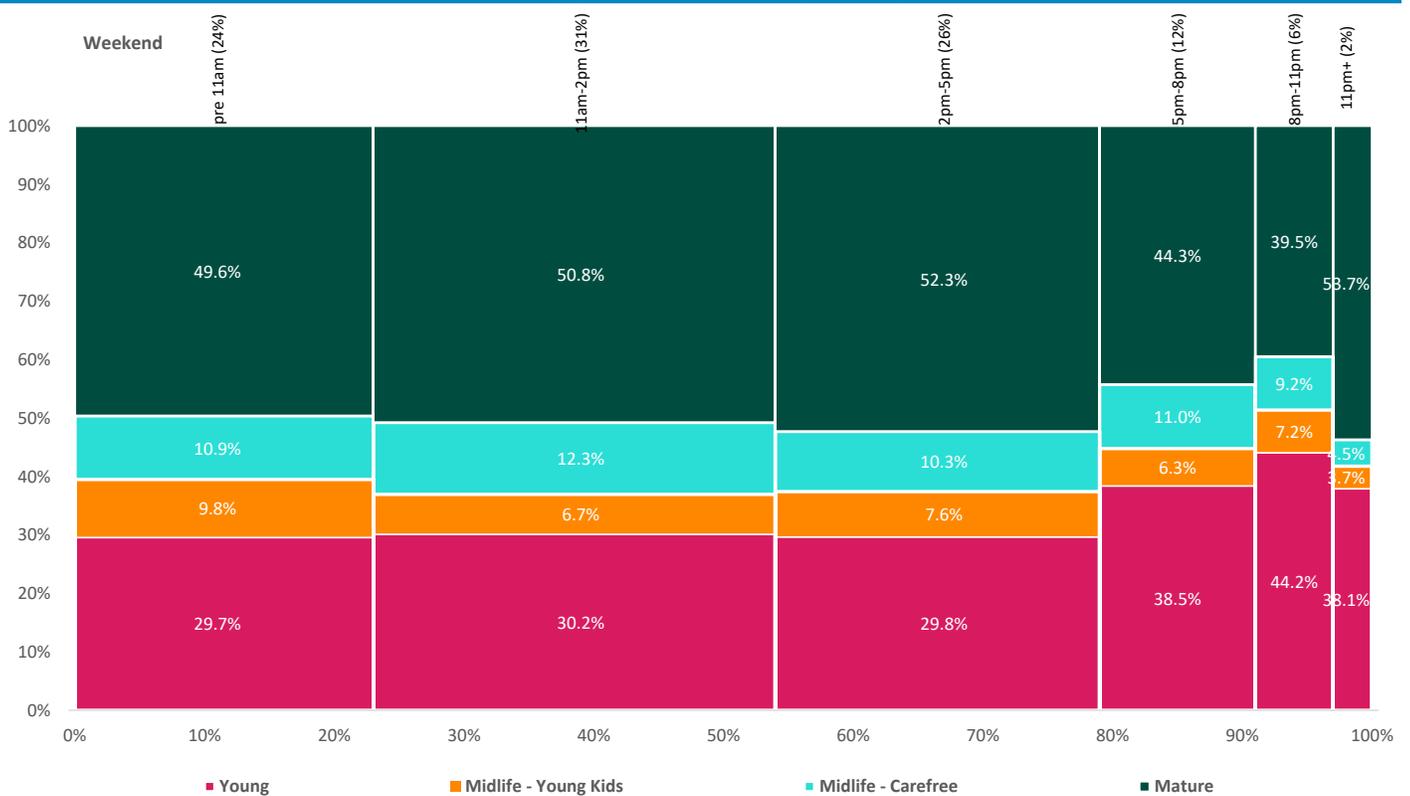


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## Time of Day by Polaris: Weekday (Monday to Friday)



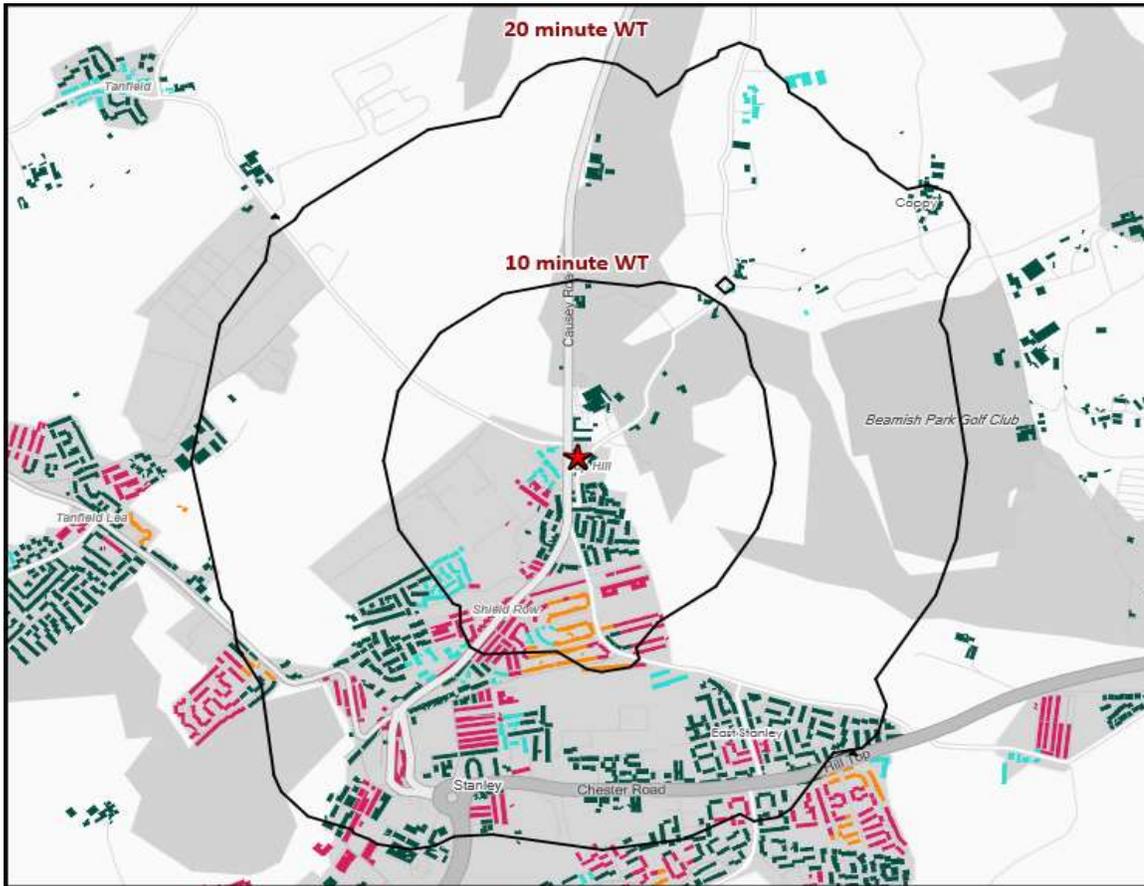
## Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Blue Bell Kip Hill



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

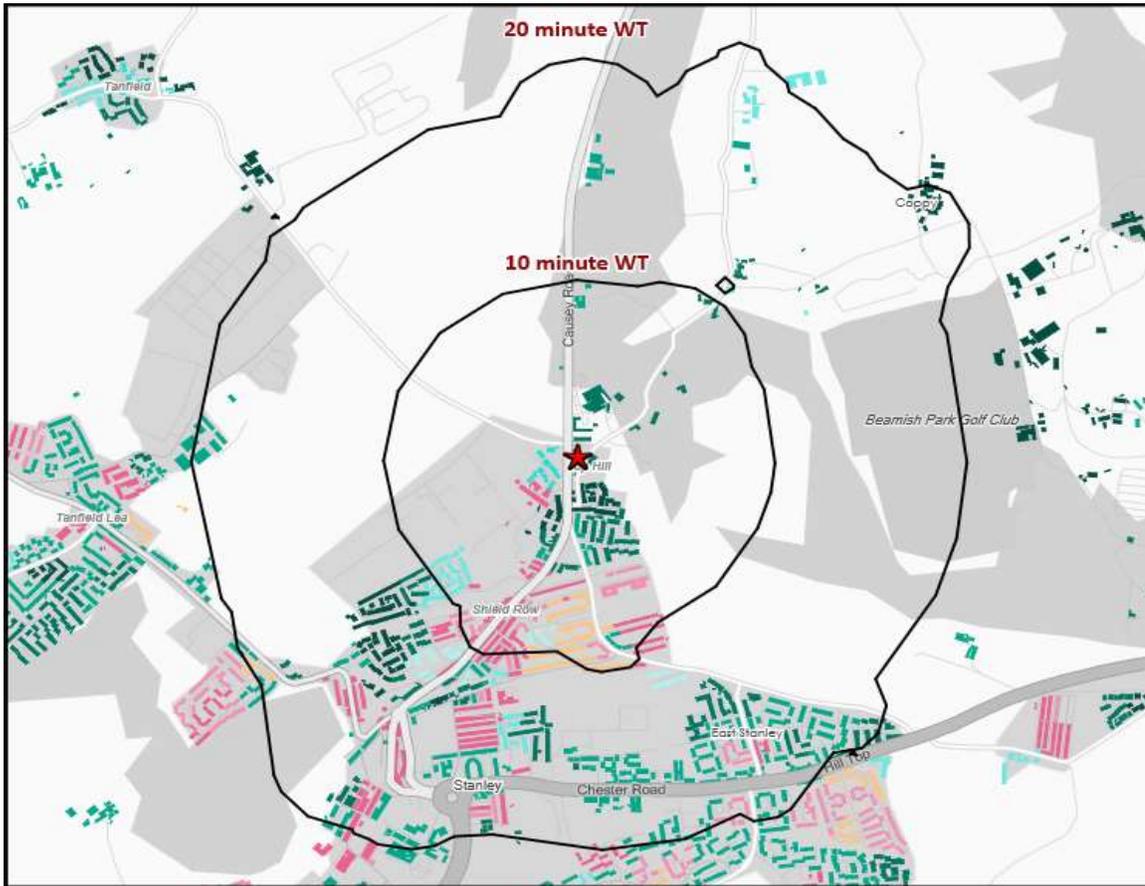
\*WT= Walktime, \*\*DT= Drivetime

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	494	1,204	103,130	151	121	136
Midlife - Young Kids	162	219	20,866	125	55	69
Midlife - Carefree	158	359	26,168	84	63	60
Mature	371	1,762	121,696	71	110	100
<i>Not Private Households</i>	0	70	3,477	0	148	96
<b>Total</b>	<b>1,185</b>	<b>3,614</b>	<b>275,337</b>			

# Polaris Plus Summary - Blue Bell Kip Hill



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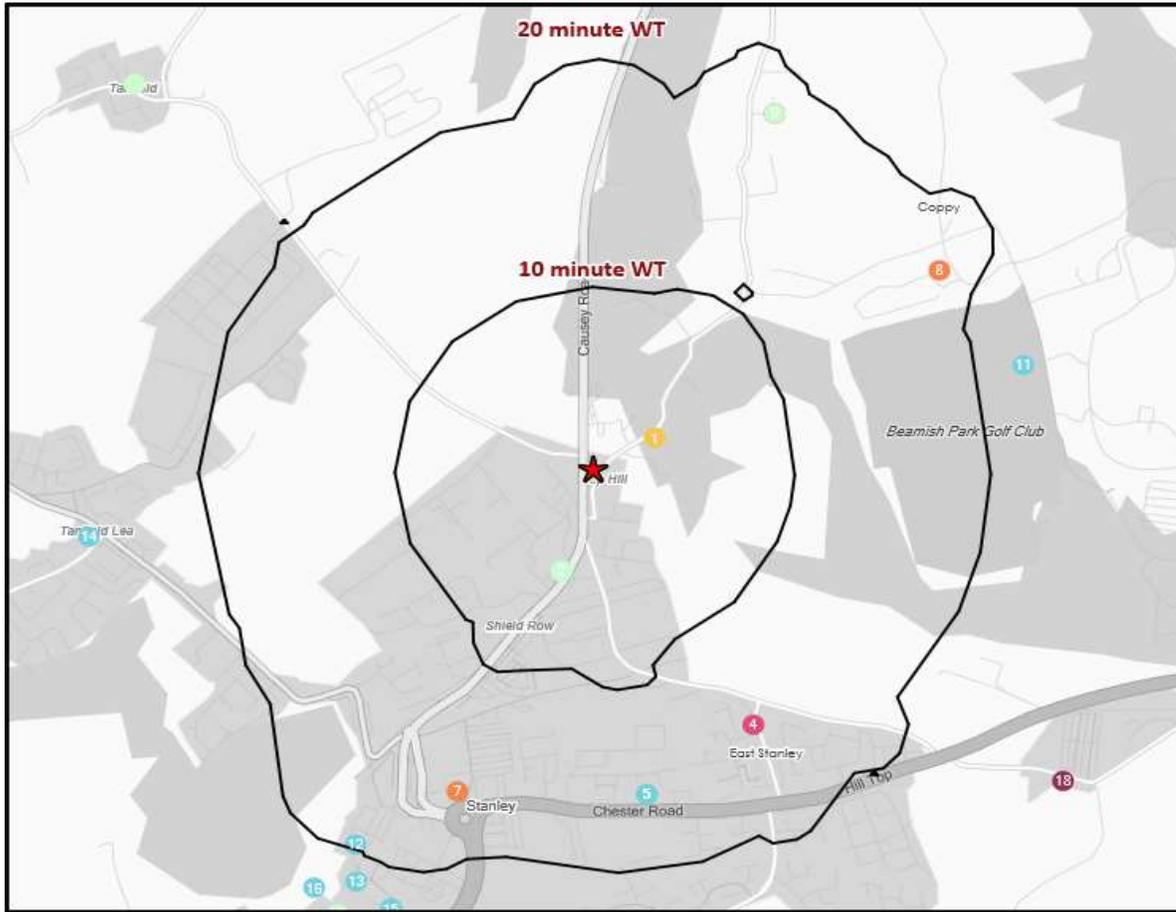


- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
  - Low
  - Medium
  - High
- Midlife - Young Kids**
  - Low
  - Medium
  - High
- Midlife - Carefree**
  - Low
  - Medium
  - High
- Mature**
  - Low
  - Medium
  - High

## 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	108	171	51,430	93	48	190
Medium	386	1,033	44,956	297	260	149
High	0	0	6,744	0	0	36
<b>Midlife - Young Kids</b>						
Low	162	219	19,975	249	110	132
Medium	0	0	823	0	0	7
High	0	0	68	0	0	2
<b>Midlife - Carefree</b>						
Low	25	104	10,338	50	68	89
Medium	98	220	11,177	115	85	57
High	35	35	4,653	66	22	38
<b>Mature</b>						
Low	24	765	49,001	15	154	130
Medium	235	603	50,180	127	107	116
High	112	394	22,515	63	73	55
<b>Not Private Households</b>	0	70	3,477	0	148	96
<b>Total</b>	1,185	3,614	275,337			



- 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	Blue Bell Inn	DH 9 0LR	Star Pubs & Bars	Community Pub	0.0
1	South Causey Inn	DH 9 0LS	Independent Free	High Street Pub	0.1
2	Board Inn	DH 9 0LH	*Other Small Retail Groups	Community Pub	0.2
2	Ball Alley	DH 9 0LH	Independent Free	Community Pub	0.2
4	Hill Top	DH 9 0UE	Greene King	Family Pub Dining	0.6
5	East Stanley Working Mens Club	DH 9 0QD	Independent Free	Clubland	0.7
5	Beamish & East Stanley Sports Club	DH 9 0QD	Independent Free	Clubland	0.7
7	Hotel 52	DH 9 0PG	Independent Free	Hotel	0.7
8	Beamish Hall	DH 9 0YB	Independent Free	Hotel	0.8
9	Orchard Marquee	DH 9 0RW	Independent Free	Large Venue	0.8
9	Black Horse	DH 9 0RW	*Other Small Retail Groups	Community Pub	0.8
11	Beamish Park Golf Club	DH 9 0RH	Independent Free	Clubland	0.8
12	Raf Stanley Branch	DH 9 8AE	Independent Free	Clubland	0.9
13	Empire Working Mens Club & Institute	DH 9 0SY	Independent Free	Clubland	0.9
14	Tanfield Lea Working Mens Club	DH 9 9NA	Independent Free	Clubland	1.0
15	Stanley Central Club	DH 9 0AD	Independent Free	Clubland	1.0
16	Stanley Masonic Association	DH 9 8AD	Independent Free	Clubland	1.0
17	Imperial Hotel	DH 9 0TB	Independent Free	Community Pub	1.0
18	Beamish Mary	DH 9 0QH	Independent Free	Premium Local	1.1
19	Louisa Centre	DH 9 0TE	Independent Free	Clubland	1.1
20	Stanley Indoor Bowling Club	DH 9 0NB	Independent Free	Clubland	1.1

# Per Pub Analysis - Blue Bell Kip Hill



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,185	3,614	275,337
Number of Competition Pubs	2	6	406
Adults 18+ per Competition Pub	593	602	678

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	83	7.0%	87
Circuit Bar	0	59	5.0%	122
Community Pub	1	232	19.6%	102
Craft Led	0	61	5.2%	150
Great Pub Great Food	0	172	14.5%	82
High Street Pub	0	251	21.2%	115
Premium Local	0	204	17.2%	104

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	214	5.9%	74
Circuit Bar	0	194	5.4%	132
Community Pub	3	814	22.5%	118
Craft Led	0	159	4.4%	127
Great Pub Great Food	0	473	13.1%	74
High Street Pub	0	798	22.1%	120
Premium Local	0	568	15.7%	95

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	30	17,310	6.3%	78
Circuit Bar	23	15,201	5.5%	136
Community Pub	93	69,367	25.2%	132
Craft Led	0	10,269	3.7%	108
Great Pub Great Food	7	32,914	12.0%	68
High Street Pub	69	67,170	24.4%	132
Premium Local	18	38,114	13.8%	84

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																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td style="vertical-align: top;"> <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 style="vertical-align: top;"> <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 style="vertical-align: top;"> <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 style="vertical-align: top;"> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	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><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>																																					
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><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																																					
<b>Licensed Premises</b>																																									
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.																																									
<b>Competition Pubs</b>																																									
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.																																									
<b>Mobile data</b>																																									
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.																																									
<b>Acorn</b>																																									
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.																																									
<b>Transactional data</b>																																									
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.																																									
<b>Sparsity</b>																																									
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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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						
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