

Catchment Summary - Red Kite Winlaton Mill

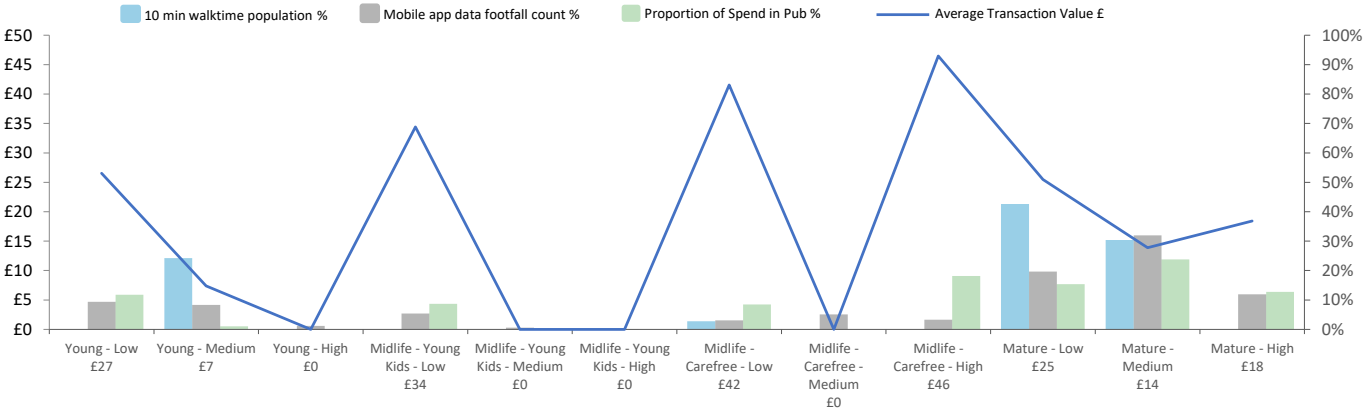
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Ship To	Name	Postcode	Operator	Segment	Sparsity
806929	Red Kite Winlaton Mill	NE21 6RT	Star Pubs & Bars	Family Pub Dining	9



- ★ 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 - Red Kite Winlaton Mill

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	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**

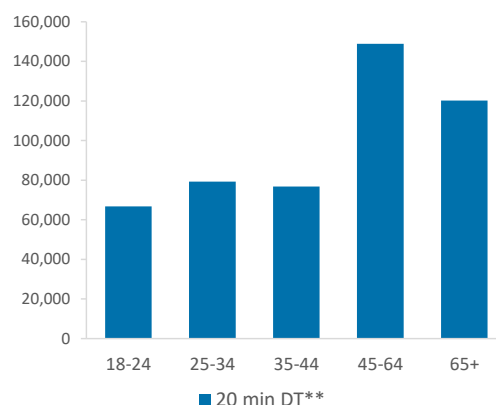
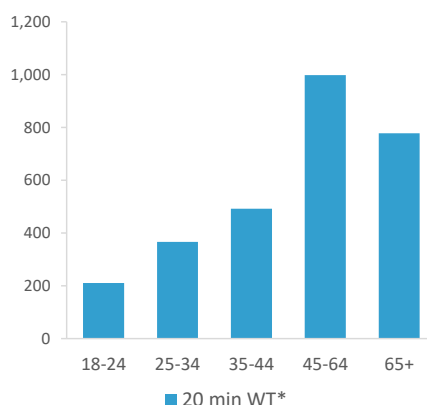
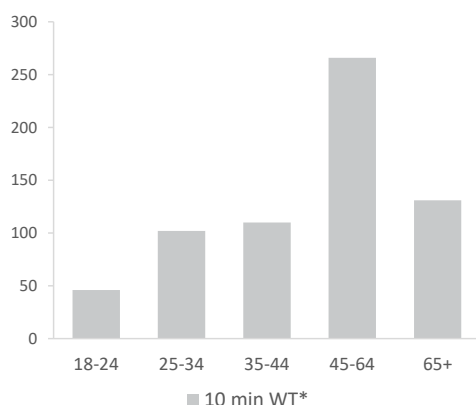
Population	787	3,474	609,446	15	19	139
Adults 18+	655	2,845	492,086	15	19	141
Competition Pubs	1	2	656	6	6	158
Adults 18+ per Competition Pub	655	1,423	750	76	166	87
% Adults Likely to Drink	79.5%	78.3%	76.4%	104	103	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	45.3%	45.8%	44.5%	136	138	134
	Medium	54.7%	32.8%	36.3%	143	86	95
	High	0.0%	21.3%	17.9%	0	78	66

*Affluence does not include Not Private Households

Age Profile	18-24	46	211	66,742	72	75	135
	25-34	102	366	79,318	97	79	98
	35-44	110	492	76,837	106	107	95
	45-64	266	998	148,952	132	112	95
	65+	131	778	120,237	87	117	103



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	394 (50%)	1,687 (49%)	299,062 (49%)	102	99	100
	Female	393 (50%)	1,787 (51%)	310,384 (51%)	98	101	100

Economic Status (16+)	Employed: Full-time	261 (39%)	1,008 (35%)	162,534 (32%)	114	100	93
	Employed: Part-time	83 (13%)	353 (12%)	58,504 (12%)	105	102	97
	Self employed	48 (7%)	168 (6%)	31,874 (6%)	78	62	68
	Unemployed	15 (2%)	77 (3%)	14,709 (3%)	82	95	105
	Full-time student	6 (1%)	37 (1%)	17,475 (3%)	38	53	145
	Retired	161 (24%)	869 (30%)	112,748 (22%)	111	136	102
	Other	89 (13%)	408 (14%)	107,895 (21%)	77	80	122

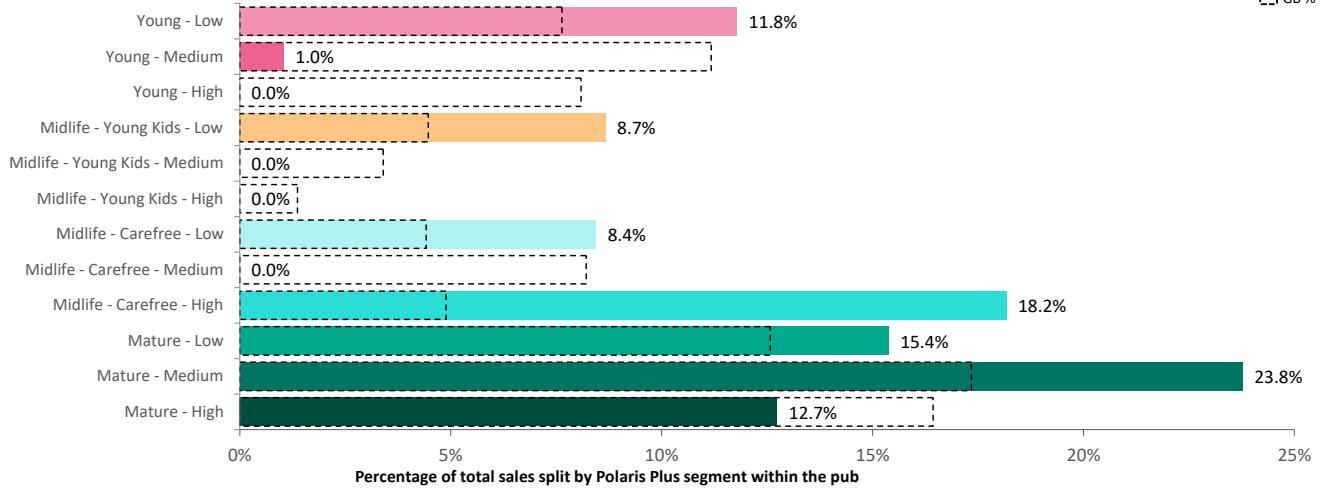
Total Worker Count	170	901	346,887
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See the Glossary page for further information on the above variables

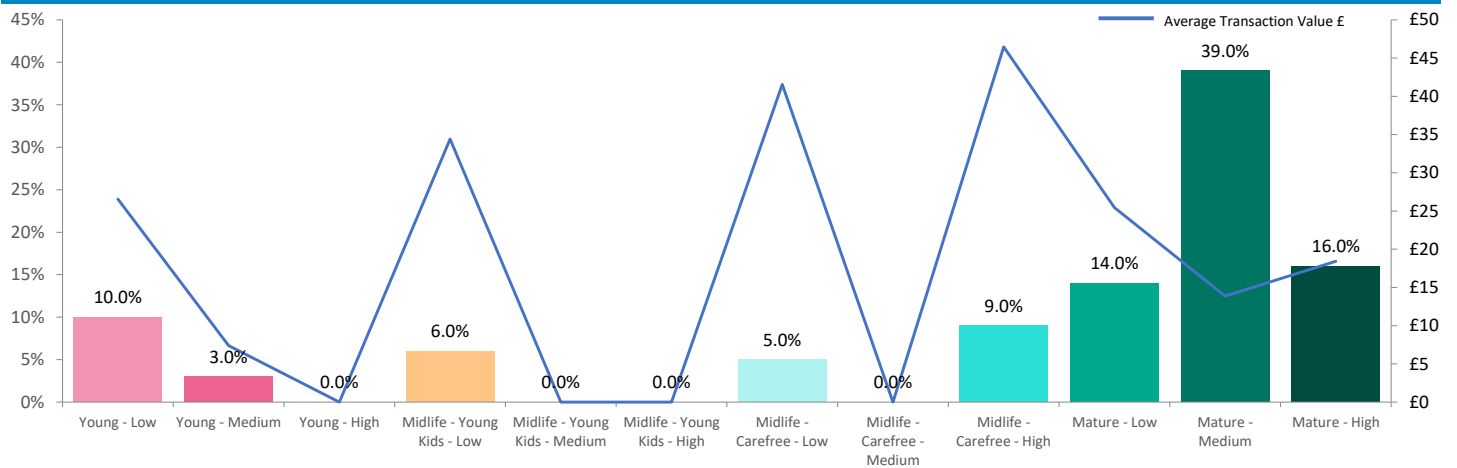
Transactional Data Summary - Red Kite Winlaton Mill

Spend by Polaris Plus

GB %

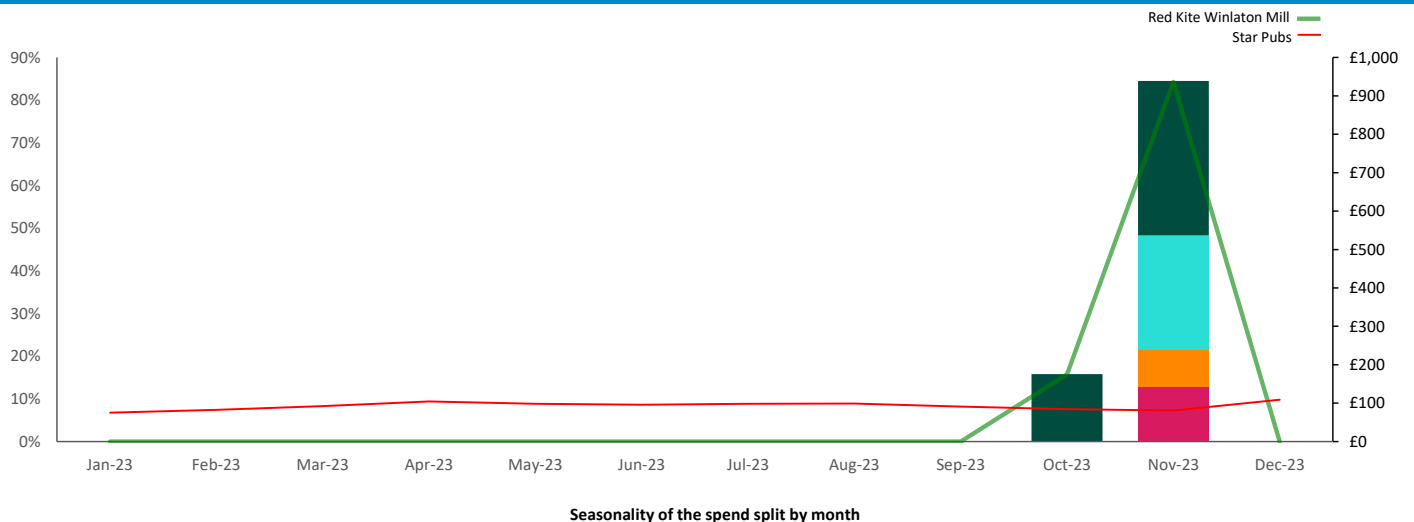


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

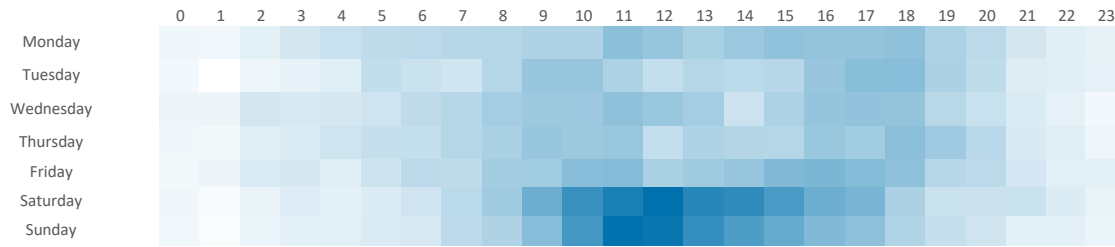


Mobile Data Summary - Red Kite Winlaton Mill



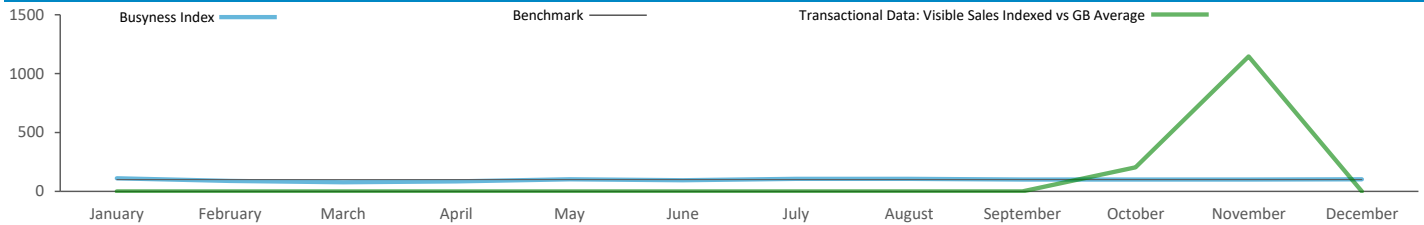
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Time of Day/Day of Week



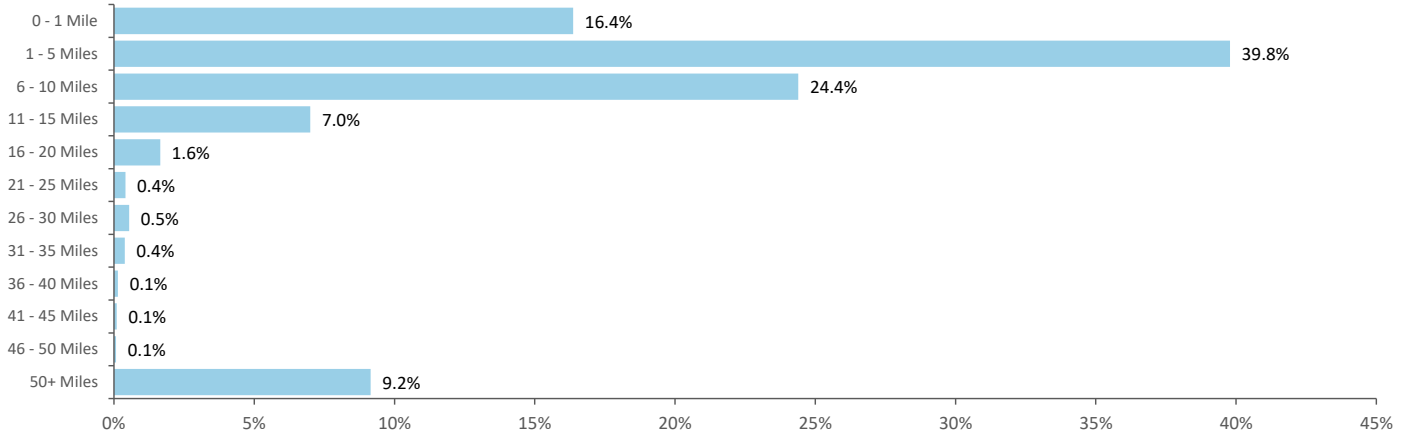
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

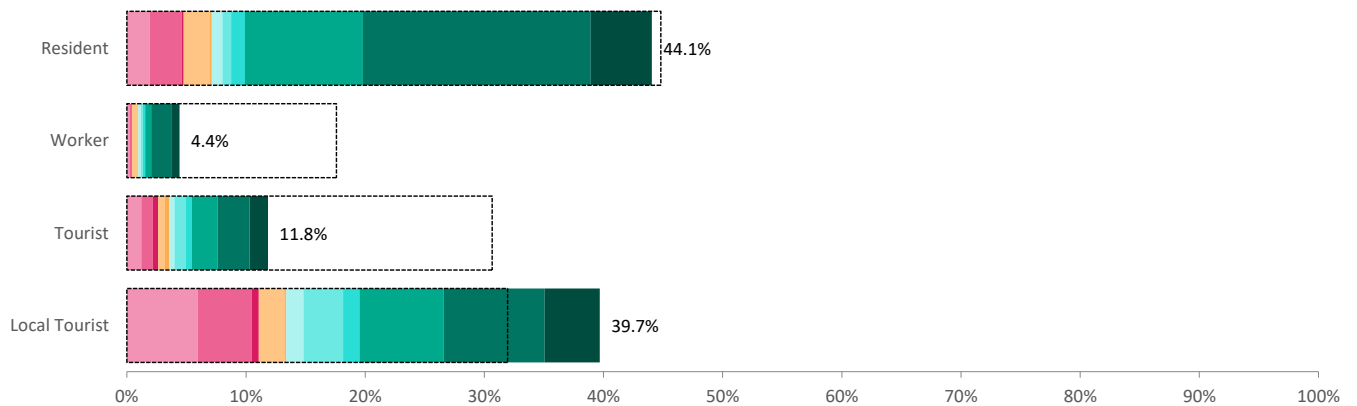
Distance from Home



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



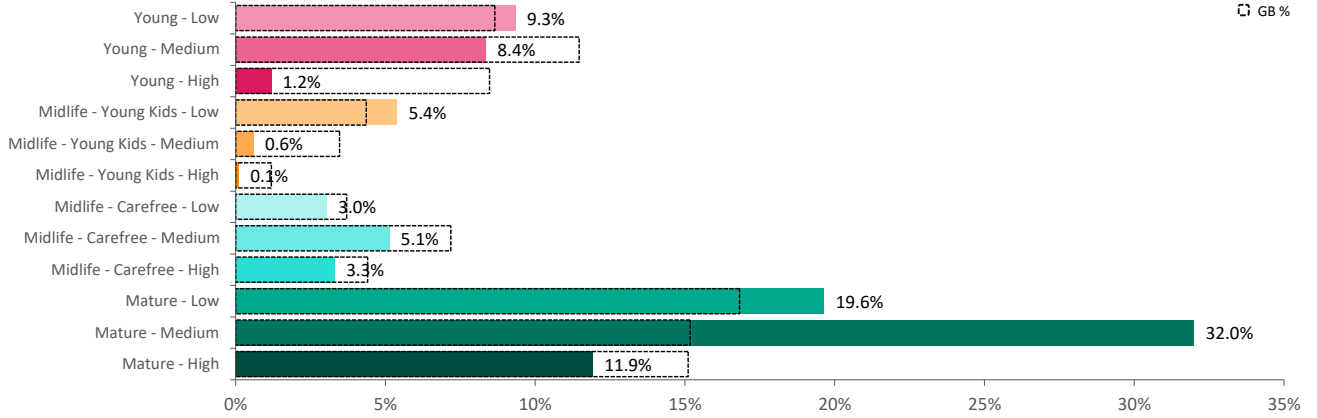
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Red Kite Winlaton Mill



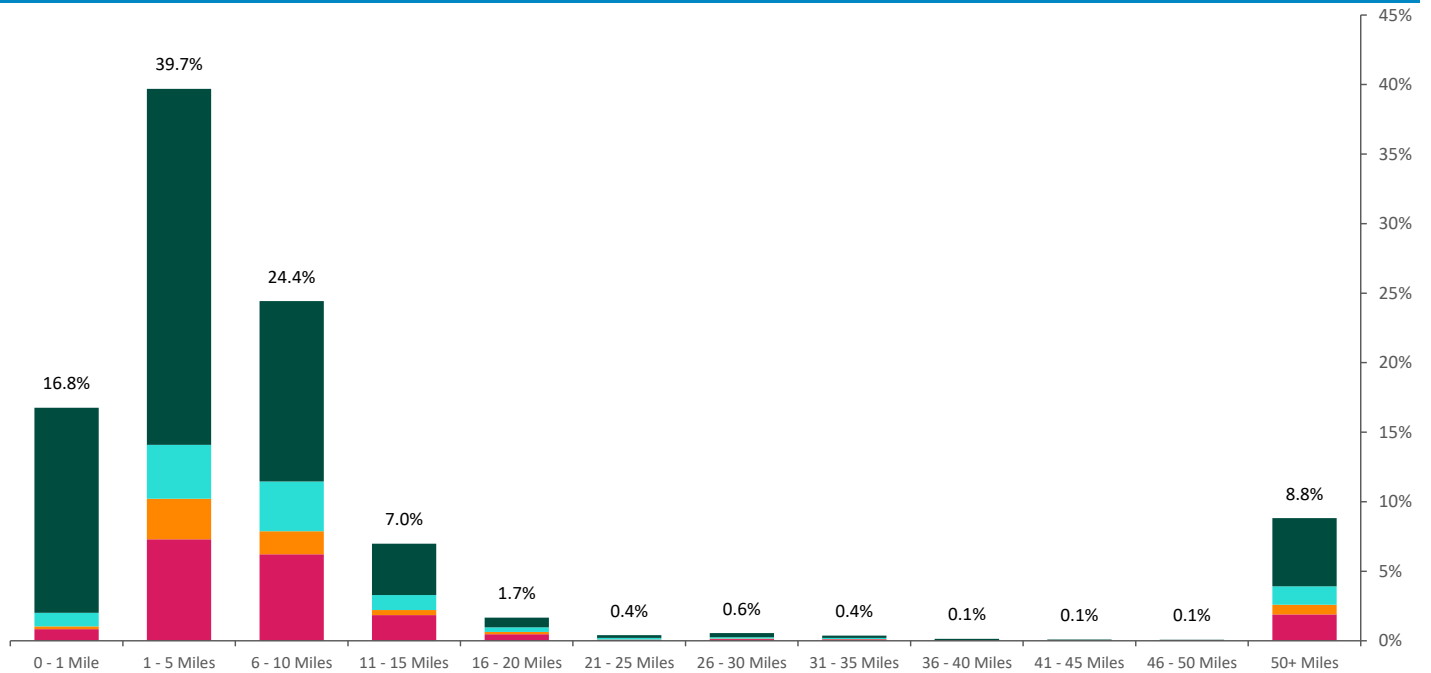
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Polaris Plus Profile



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



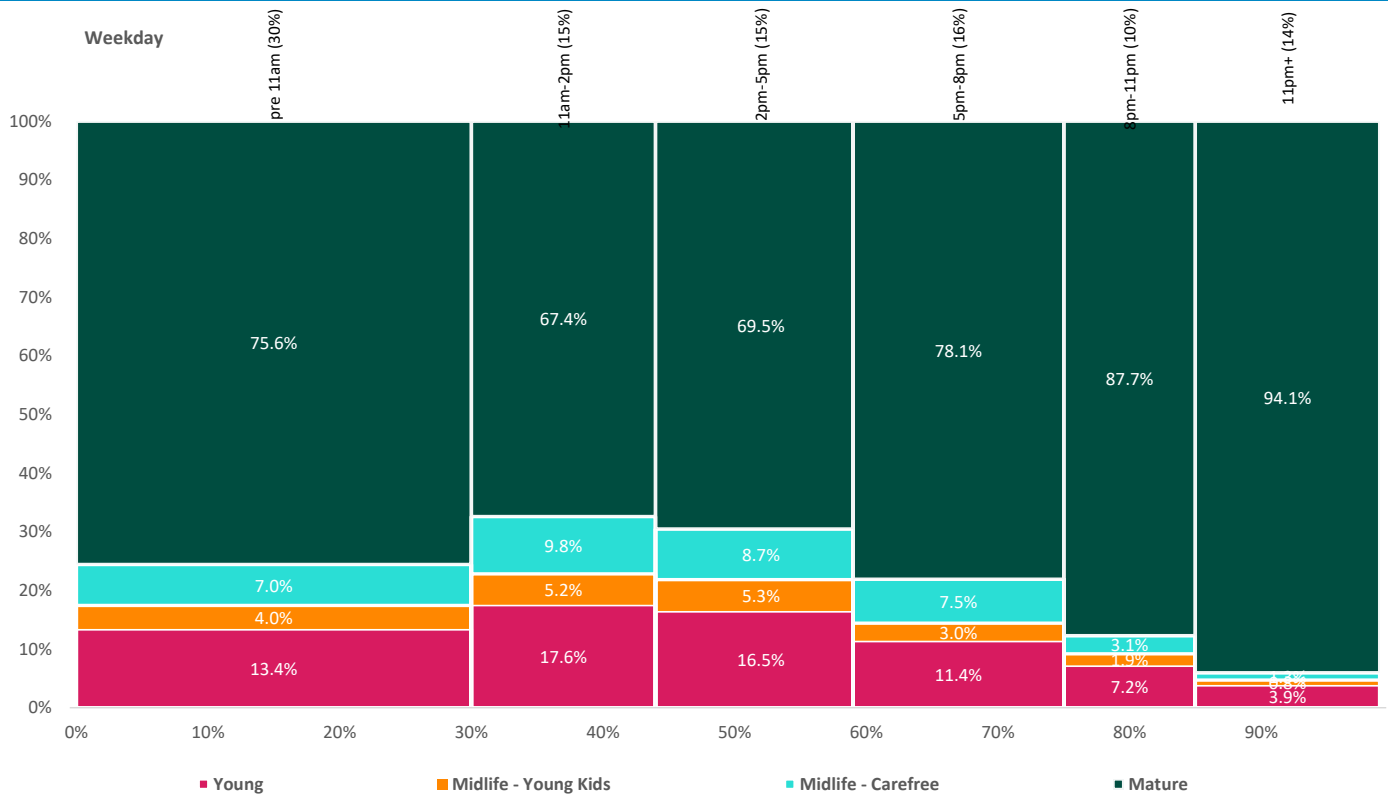
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Mobile Data Summary - Red Kite Winlaton Mill

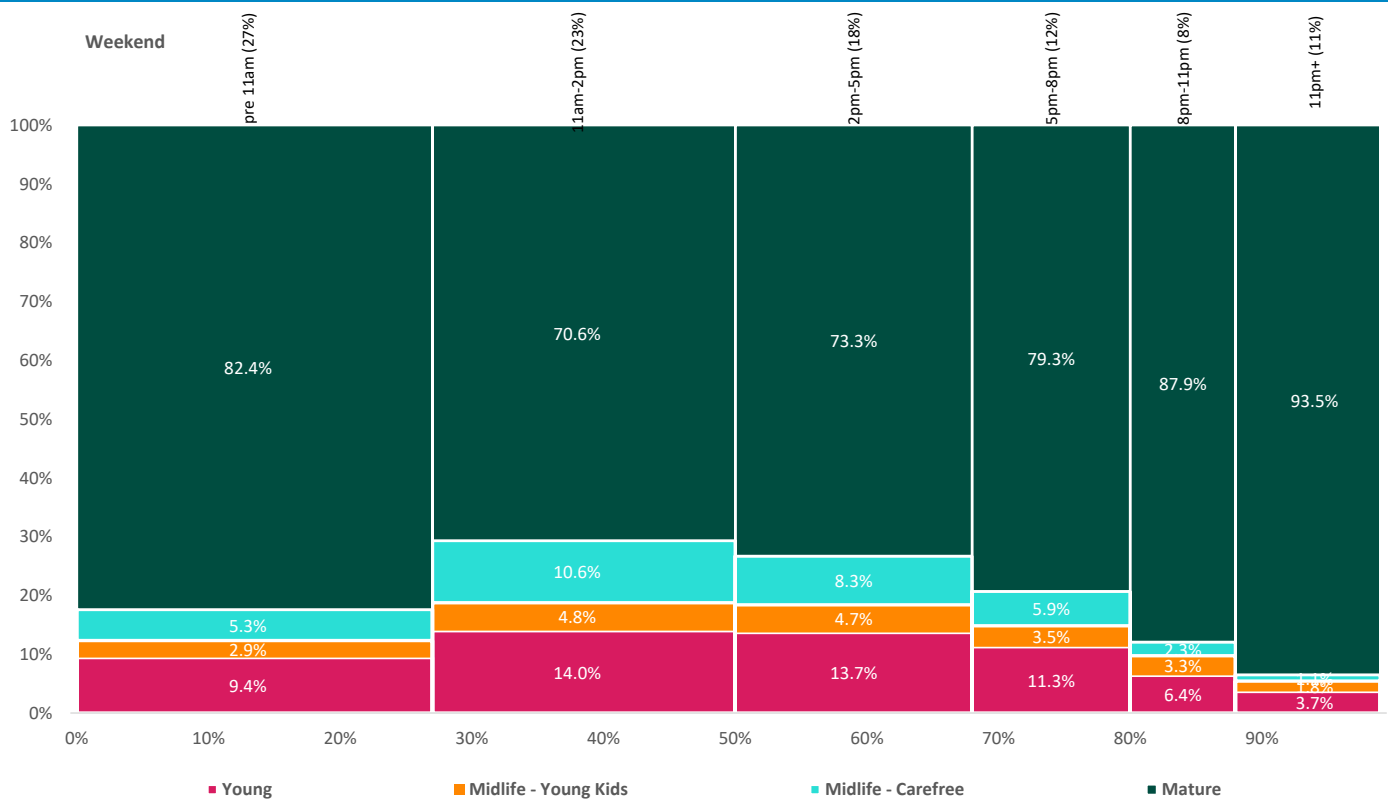


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Time of Day by Polaris: Weekday (Monday to Friday)

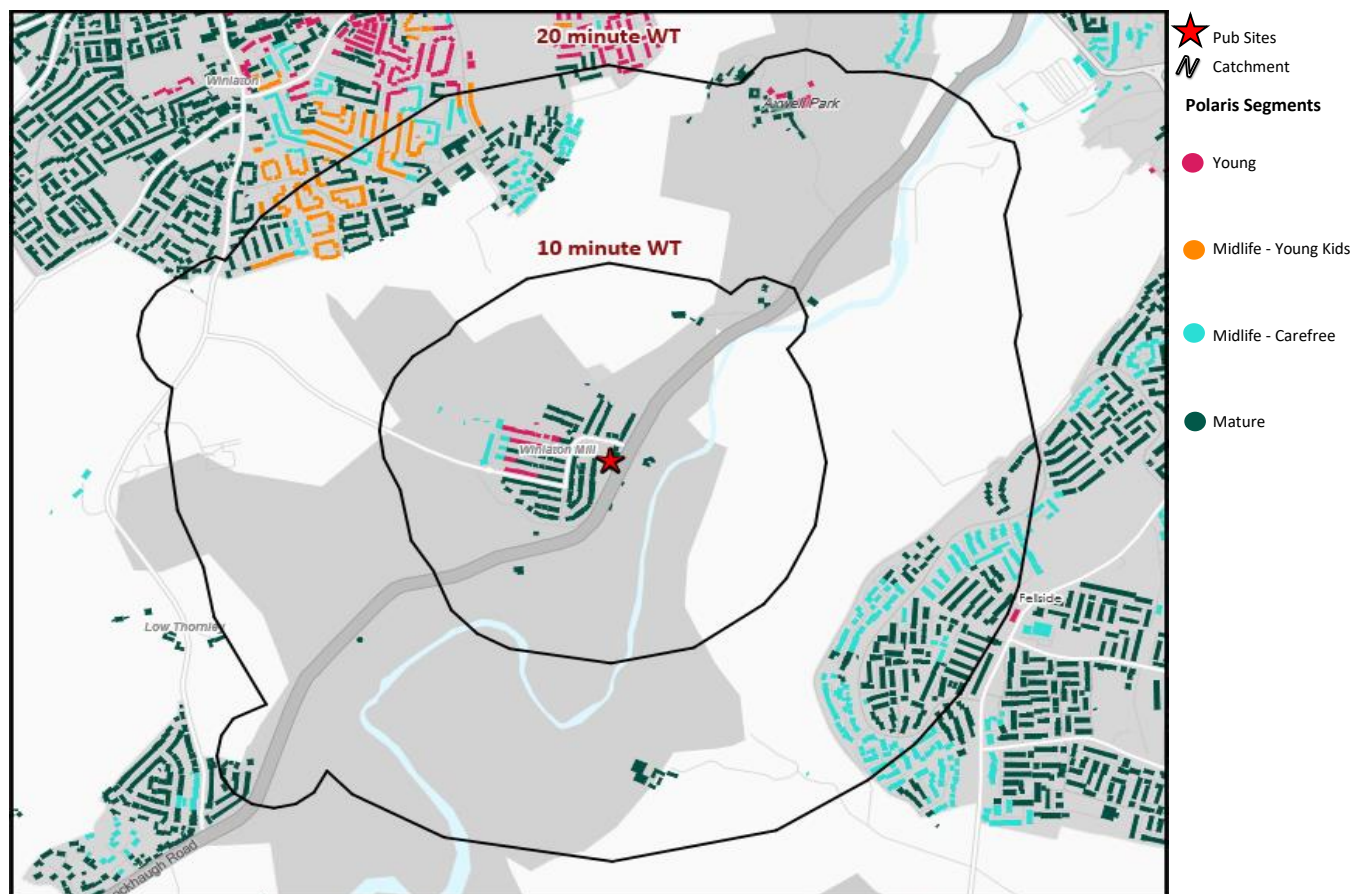


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Red Kite Winlaton Mill

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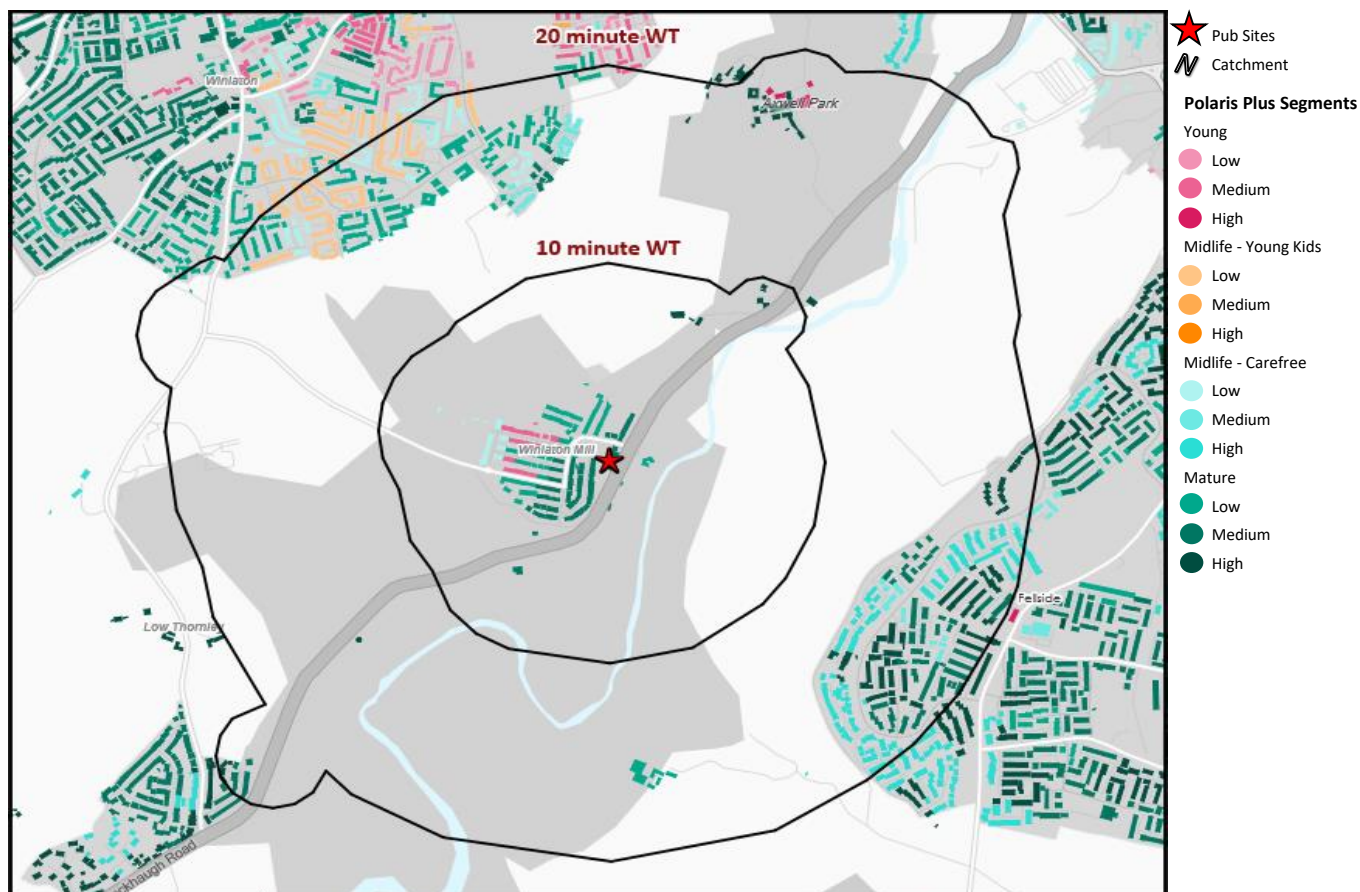
Polaris Profile by Catchment

*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	159	229	187,521	88	29	138
Midlife - Young Kids	0	495	45,504	0	159	85
Midlife - Carefree	18	730	46,721	17	162	60
Mature	478	1,391	206,197	164	110	94
Not Private Households	0	0	6,143	0	0	95
Total	655	2,845	492,086			

Polaris Plus Summary - Red Kite Winlaton Mill

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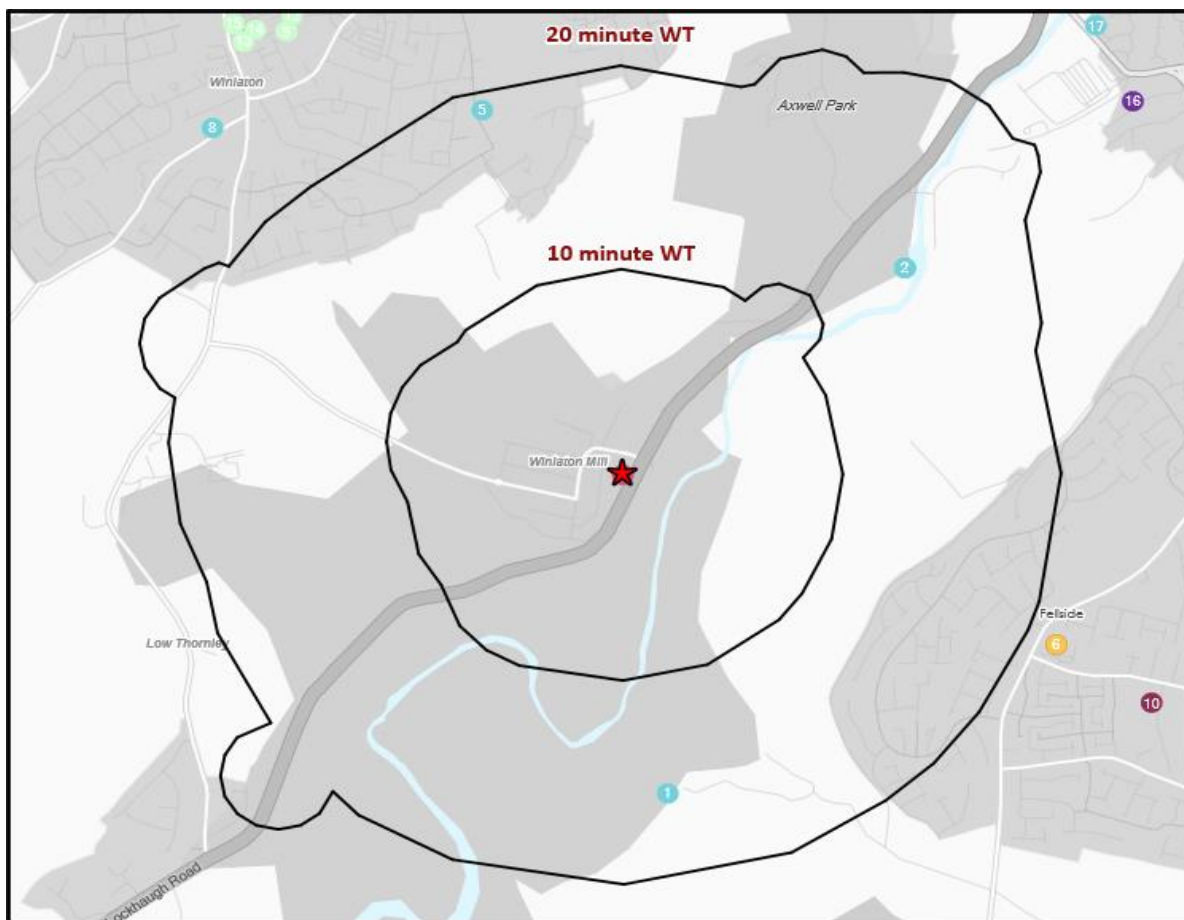


Polaris Plus Profile by Catchment

*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						
Low	0	41	86,849	0	15	180
Medium	159	188	80,787	221	60	150
High	0	0	19,885	0	0	60
Midlife - Young Kids						
Low	0	464	37,710	0	297	140
Medium	0	31	6,161	0	25	29
High	0	0	1,633	0	0	30
Midlife - Carefree						
Low	18	163	21,288	65	136	103
Medium	0	157	14,863	0	77	42
High	0	410	10,570	0	324	48
Mature						
Low	279	636	73,374	310	163	109
Medium	199	558	76,815	194	125	100
High	0	197	56,008	0	46	76
Not Private Households	0	0	6,143	0	0	95
Total	655	2,845	492,086			

CGA Summary - Red Kite Winlaton Mill



★ Pub Sites
 Catchment

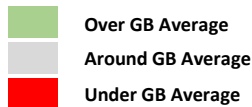
CGA Licensed Premises

- 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	Red Kite	NE21 6RT	Star Pubs & Bars	Family Pub Dining	0.0
1	Whickham Golf Club	NE16 5BA	Independent Free	Clubland	0.6
2	Swalwell Juniors Football Club	NE21 6JA	Independent Free	Clubland	0.6
2	Blaydon Tennis Club	NE21 6JA	Independent Free	Clubland	0.6
2	Swalwell Cricket Club	NE21 6JA	Independent Free	Clubland	0.6
5	Winlaton Vulcans Rugby Club	NE21 6NF	Independent Free	Clubland	0.7
6	Fellsider	NE16 5BY	Star Pubs & Bars	Premium Local	0.8
6	Cafe Lutz	NE16 5BY	Independent Free	High Street Pub	0.8
8	Winlaton New West End Social Club	NE21 6PQ	Independent Free	Clubland	0.9
9	Highlander Inn	NE21 6AF	Punch Pub Company	Community Pub	1.0
10	Coachman	NE16 5AW	Star Pubs & Bars	Premium Local	1.0
11	Blaydon District Cricket Club	NE21 5DF	Independent Free	Clubland	1.0
12	Queens Head	NE21 6AB	Admiral Taverns Ltd	Community Pub	1.0
13	Vulcan	NE21 6AE	Stonegate Pub Company	Community Pub	1.0
14	Crown & Cannon	NE21 6AD	Admiral Taverns Ltd	Community Pub	1.0
15	Turf Hotel	NE21 6AH	Independent Free	Community Pub	1.1
16	Jashn Restaurant	NE16 3BP	Independent Free	Restaurants	1.1
17	Blaydon Rugby Club	NE16 3BN	Independent Free	Clubland	1.2
18	Bridle Path	NE16 4JJ	Stonegate Pub Company	Premium Local	1.2
19	Rose & Crown	NE21 6BT	Star Pubs & Bars	Community Pub	1.2
20	Peddalling Squares	NE16 3AQ	Independent Free	High Street Pub	1.2

Per Pub Analysis - Red Kite Winlaton Mill



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	655	2,845	492,086
Number of Competition Pubs	1	2	656
Adults 18+ per Competition Pub	655	1,423	750

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	26	3.9%	49
Circuit Bar	0	38	5.9%	144
Community Pub	0	210	32.1%	168
Craft Led	0	23	3.5%	102
Great Pub Great Food	0	58	8.9%	50
High Street Pub	0	192	29.4%	159
Premium Local	0	89	13.6%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	82	2.9%	36
Circuit Bar	0	77	2.7%	67
Community Pub	0	814	28.6%	150
Craft Led	0	31	1.1%	32
Great Pub Great Food	0	407	14.3%	81
High Street Pub	0	686	24.1%	131
Premium Local	0	427	15.0%	91

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	81	36,323	7.4%	92
Circuit Bar	38	26,175	5.3%	131
Community Pub	117	113,521	23.1%	121
Craft Led	0	19,739	4.0%	116
Great Pub Great Food	24	69,610	14.1%	80
High Street Pub	85	111,210	22.6%	123
Premium Local	40	73,214	14.9%	90

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
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><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>Consumer Insight</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><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><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><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><p>Product needs</p><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>Consumer Insight</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>"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>"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>"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>	<p>Product needs</p> <ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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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.																																									
<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="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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