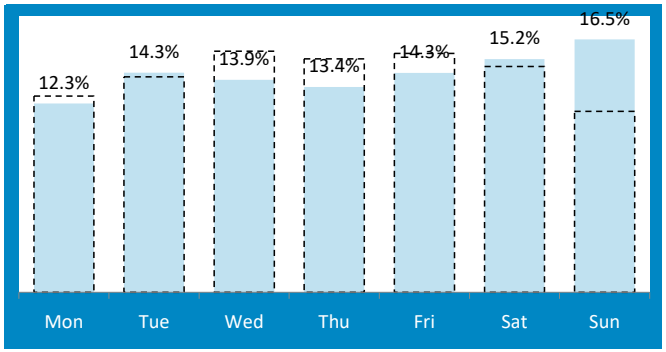
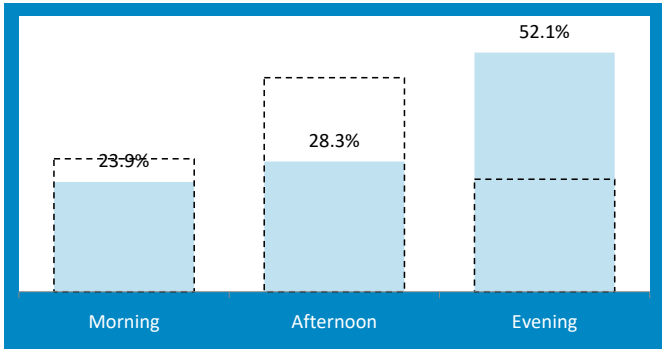
Fox Inn

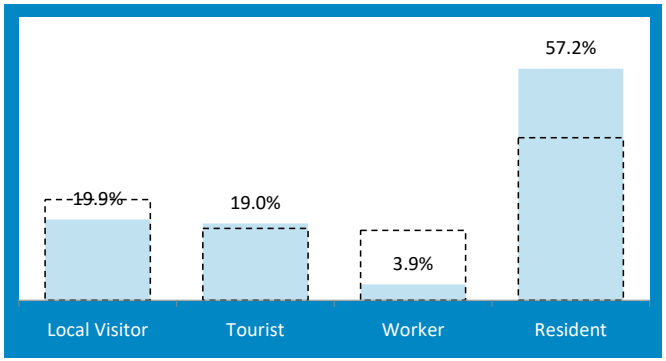
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		682	5,344
Adult Pop		544	4,529
Affluence	Low	0%	33%
	Medium	20%	38%
	High	71%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		17%	16%
Mature		74%	44%
Competition Count		1	43

Visitors

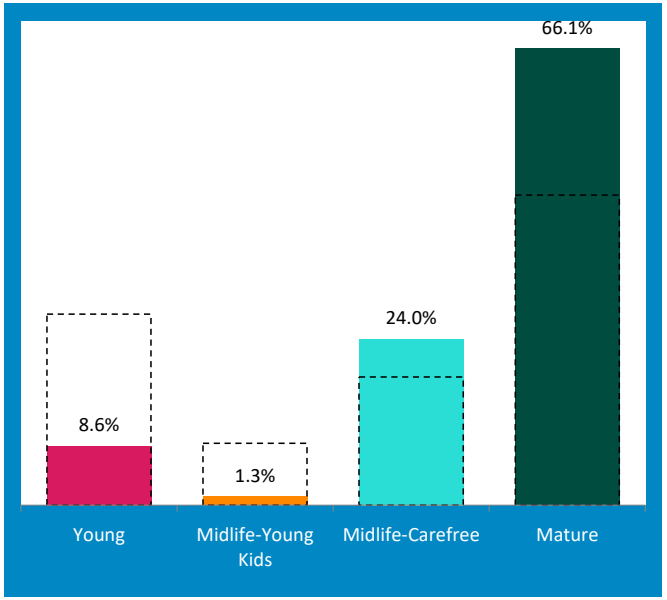






Spend Profile

	This Site	Benchmark
£ATV	£13	£30
Average Distance Travelled in miles	16	27



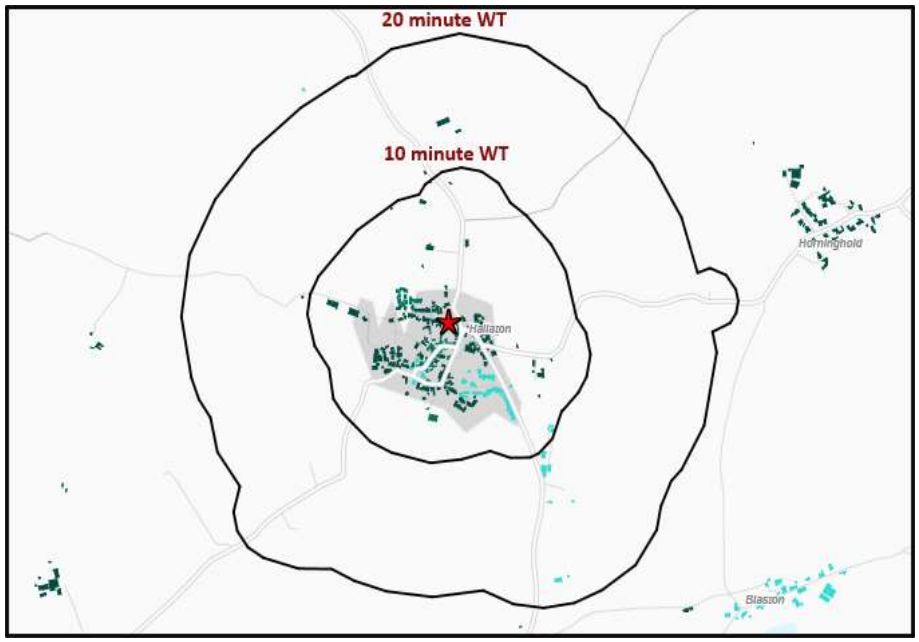
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Catchment Summary - Fox Inn

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		682	682	57,464	13	3	14
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		544	544	46,097	12	3	14
Competition Pubs		1	1	118	2	1	15
Adults 18+ per Competition Pub		544	544	391	79	79	57
% Adults Likely to Drink		84.0%	84.0%	83.0%	105	105	104
Affluence	Low	0.0%	0.0%	17.6%	0	0	53
	Medium	19.9%	19.9%	31.8%	52	52	83
	High	71.1%	71.1%	48.4%	259	259	176
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£28,534	£28,534	£26,940	126	126	119
Age Profile	18-24	32	32	3,464	55	55	71
	25-34	47	47	5,787	51	51	74
	35-44	63	63	7,021	68	68	90
	45-64	239	239	15,986	140	140	111
	65+	163	163	13,839	124	124	125



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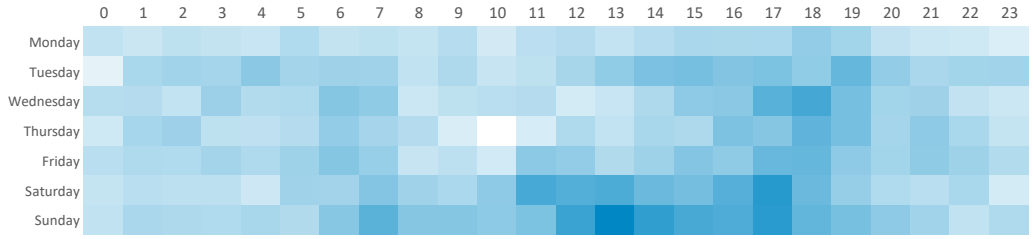
Pub Sites
Catchment

Polaris Plus Segments

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

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	Population Count 20 min WT*	Population Count 20 min DT**	Index vs GB average 10 min WT*	Index vs GB average 20 min WT*	Index vs GB average 20 min DT**
Young	0	0	3,523	0	0	27
Midlife - Young Kids	0	0	2,567	0	0	51
Midlife - Carefree	95	95	9,725	111	111	134
Mature	400	400	29,261	166	166	143
Not Private Households	49	49	1,021	74,447	74,447	18,306
Total	**544**	**544**	**46,097**			

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Per Pub - Fox Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	544	544	46,097
Number of Competition Pubs	1	1	118
Adults 18+ per Competition Pub	544	544	391

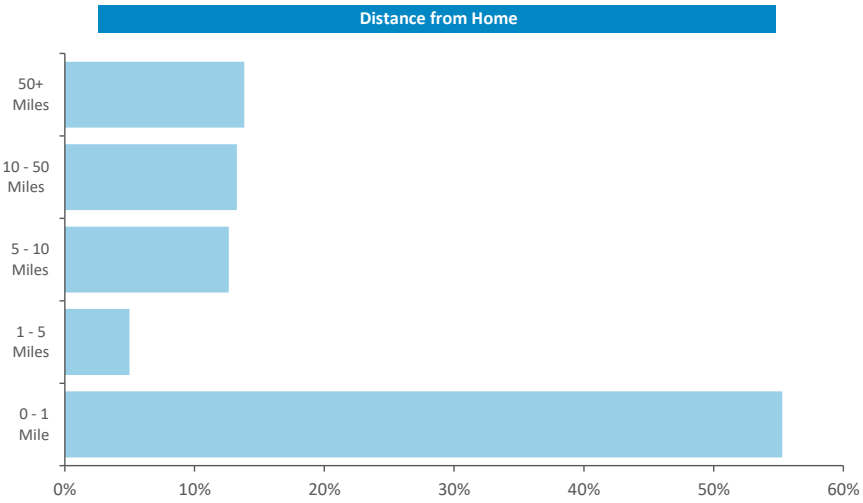
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	15	2.8%	36
Family Pub Dining	0	30	5.5%	61
Great Pub Great Food	1	118	21.7%	130
Leisure	0	56	10.2%	102
Mainstream	0	51	9.3%	67
Premium	0	76	13.9%	97
Restaurant	0	122	22.5%	98
Super Premium	0	27	5.0%	126

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	15	2.8%	36
Family Pub Dining	0	30	5.5%	61
Great Pub Great Food	1	118	21.7%	130
Leisure	0	56	10.2%	102
Mainstream	0	51	9.3%	67
Premium	0	76	13.9%	97
Restaurant	0	122	22.5%	98
Super Premium	0	27	5.0%	126

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	2,498	5.4%	69
Family Pub Dining	6	3,499	7.6%	84
Great Pub Great Food	20	9,188	19.9%	119
Leisure	20	4,830	10.5%	104
Mainstream	4	5,615	12.2%	87
Premium	35	6,679	14.5%	101
Restaurant	22	10,695	23.2%	101
Super Premium	7	2,060	4.5%	114



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Competition - Fox Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
9	Sun Inn	LE16 8SR	*Other Small Retail Groups	Great Pub Gre	11.5%	4.42
5	Wheel and Compass Inn	LE16 8HZ	Independent Free	Premium	10.7%	3.30
16	Vaults	LE15 9QH	Independent Free	Premium	9.0%	5.14
14	Crown Inn	LE 8 0PJ	Independent Free	Premium	8.8%	5.00
12	Langton Arms	LE16 7SY	RedCat Pub Company	Premium	7.3%	4.71
15	Don Paddy Sanchez	LE15 9QH	Independent Free	Restaurant	7.1%	5.14
1	Medbourne Sports Club	LE16 8DR	Independent Free	Super Premiun	6.9%	2.30
11	Bell Inn	LE16 7TW	Independent Free	Super Premiun	6.9%	4.63
17	No 23	LE15 9PY	Independent Free	Great Pub Gre	6.2%	5.21
0	Fox Inn	LE16 8UJ	Star Pubs & Bars	Great Pub Gre	6.0%	0.00
19	Falcon Hotel	LE15 9PY	Greene King	Great Pub Gre	5.2%	5.21
18	Crown Hotel	LE15 9PY	Everards	Great Pub Gre	4.4%	5.21
13	Exeter Arms	LE15 9SB	Independent Free	Super Premiun	4.1%	4.90
20	Lake Isle Hotel and Restaurant	LE15 9PZ	Independent Free	Great Pub Gre	2.6%	5.21
3	Fox And Hounds	LE 7 9WB	Independent Free	Super Premiun	2.2%	2.79
10	Uppingham Town Cricket Club	LE15 9SP	Independent Free	Leisure	0.7%	4.56
7	Launde Abbey	LE 7 9XB	Independent Free	Great Pub Gre	0.5%	3.99
2	Neville Arms	LE16 8EE	Independent Free	Premium	0.0%	2.44
4	Sun Inn	LE15 9LB	Independent Free	Premium	0.0%	3.22
6	George	LE16 8HF	Independent Free	Super Premiun	0.0%	3.62
8	Rolleston Hall	LE 7 9EN	Independent Free	Leisure	0.0%	4.30

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

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Pub Sites
Catchment

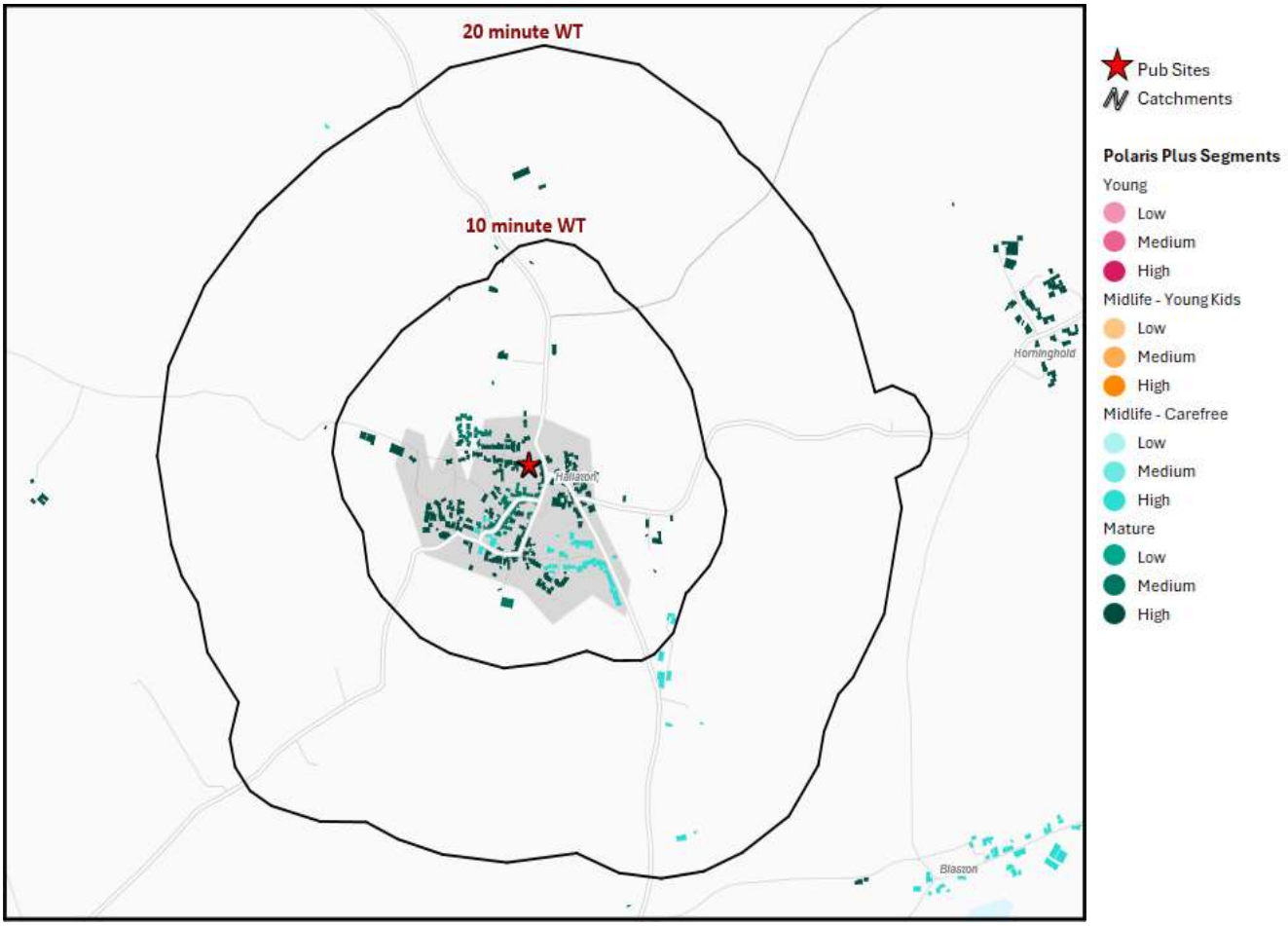
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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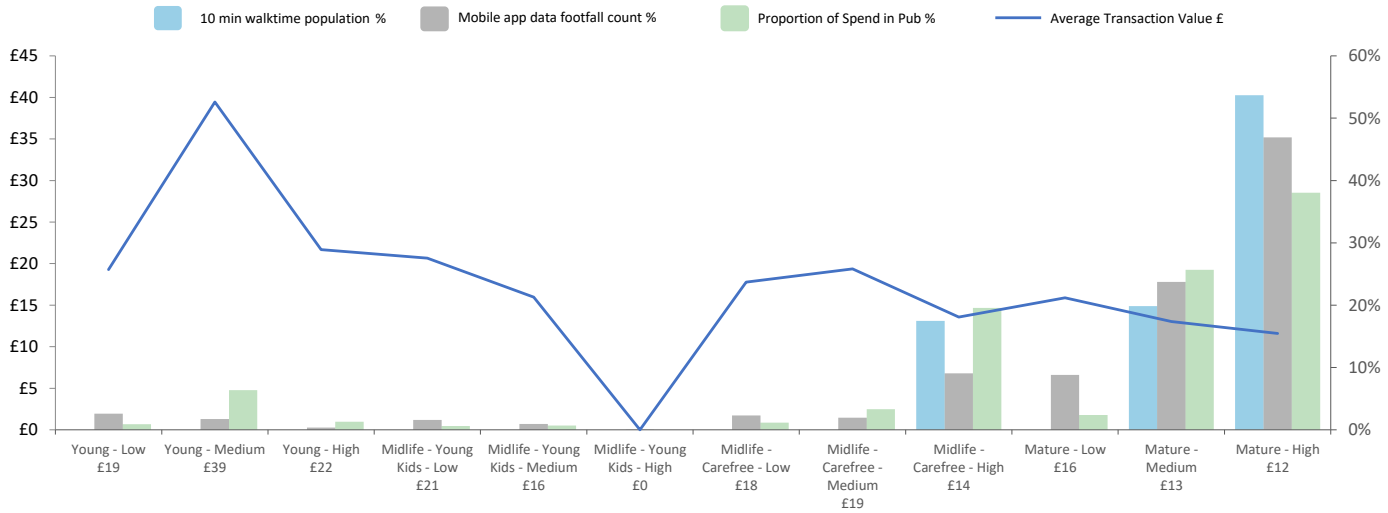
Catchment Summary - Fox Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
68851	Fox Inn	LE16 8UJ	Star Pubs & Bars	Great Pub Great Food	20



Polaris Plus Profile



See the Glossary page for further information on the above variables

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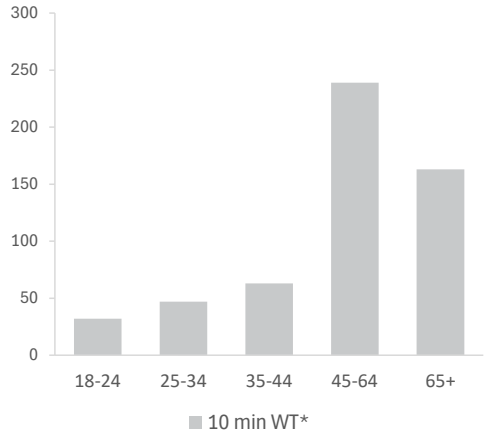
Catchment Summary - Fox Inn

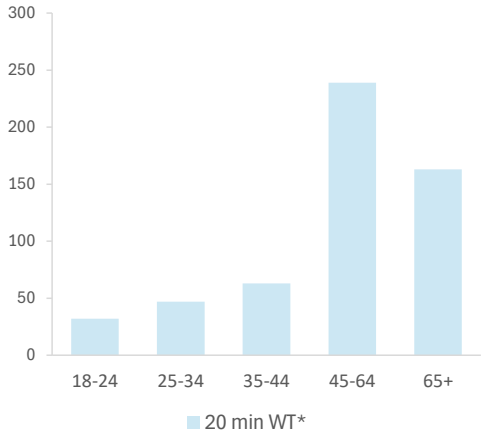
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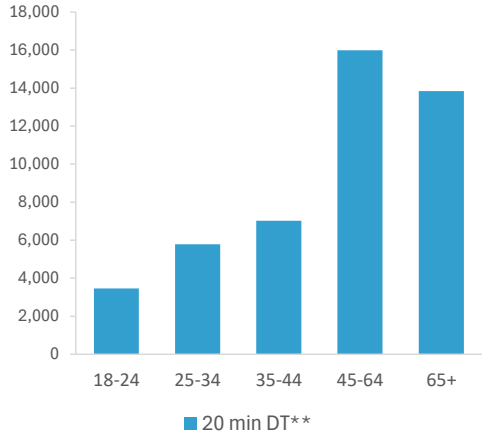
Over GB Average
Around GB Average
Under GB Average

*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		682	682	57,464	13	3	14
					Population & Adults 18+ index is based on all pubs		
Adults 18+		544	544	46,097	12	3	14
Competition Pubs		1	1	118	2	1	15
Adults 18+ per Competition Pub		544	544	391	79	79	57
% Adults Likely to Drink		84.0%	84.0%	83.0%	105	105	104
Affluence	Low	0.0%	0.0%	17.6%	0	0	53
	Medium	19.9%	19.9%	31.8%	52	52	83
	High	71.1%	71.1%	48.4%	259	259	176
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£28,534	£28,534	£26,940	126	126	119
Age Profile	18-24	32	32	3,464	55	55	71
	25-34	47	47	5,787	51	51	74
	35-44	63	63	7,021	68	68	90
	45-64	239	239	15,986	140	140	111
	65+	163	163	13,839	124	124	125







		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	348 (51%)	348 (51%)	28,338 (49%)	104	104	101
	Female	334 (49%)	334 (49%)	29,126 (51%)	96	96	99
Economic Status (16+)	Employed: Full-time	190 (34%)	190 (34%)	16,096 (34%)	99	99	99
	Employed: Part-time	50 (9%)	50 (9%)	5,654 (12%)	74	74	99
	Self employed	105 (19%)	105 (19%)	5,492 (11%)	202	202	124
	Unemployed	8 (1%)	8 (1%)	798 (2%)	52	52	61
	Full-time student	5 (1%)	5 (1%)	698 (1%)	36	36	59
	Retired	140 (25%)	140 (25%)	12,769 (27%)	115	115	123
	Other	64 (11%)	64 (11%)	6,359 (13%)	64	64	75
Total Worker Count		196	196	29,294			

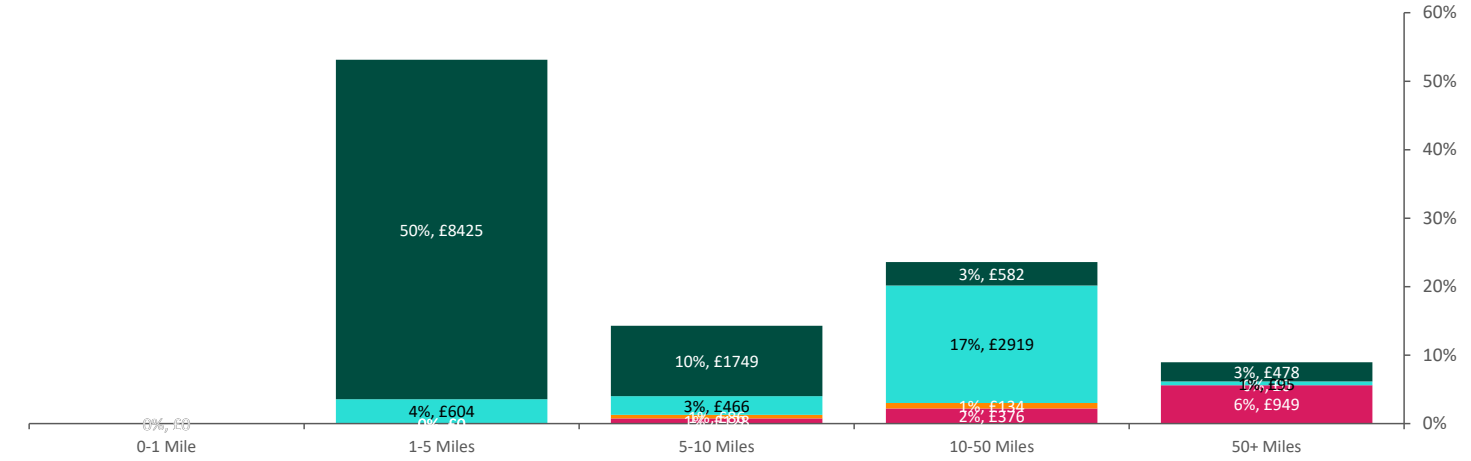
See the Glossary page for further information on the above variables

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Transactional Data Summary - Fox Inn

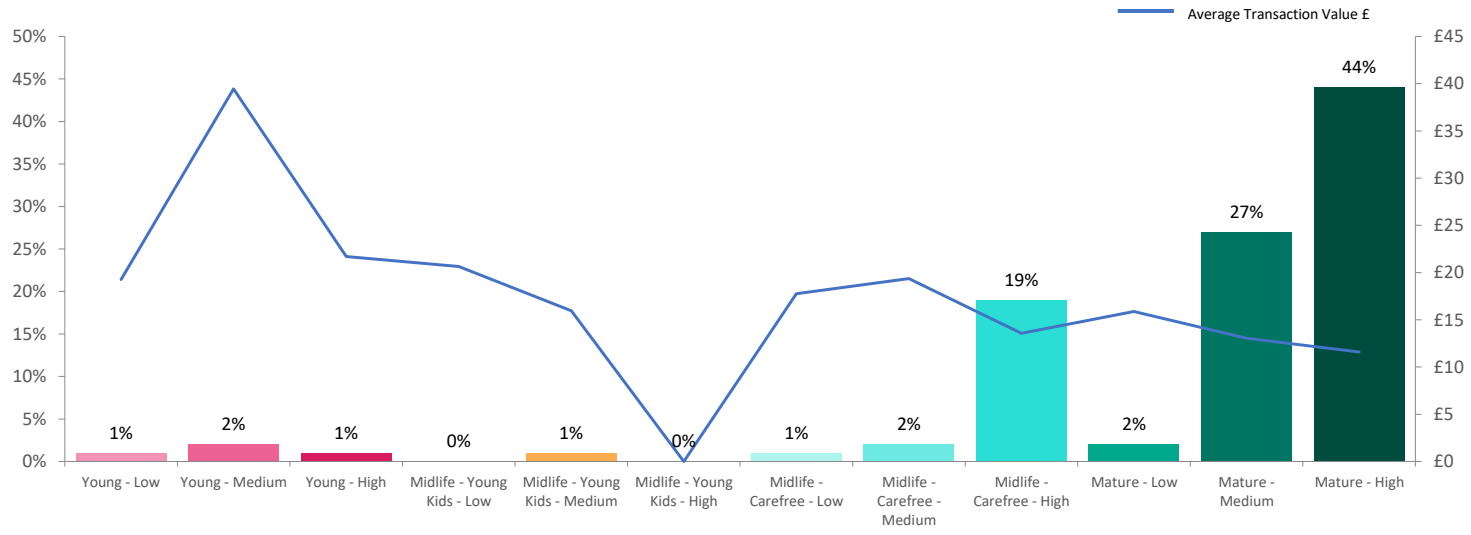
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Spend by Polaris and Distance from Home



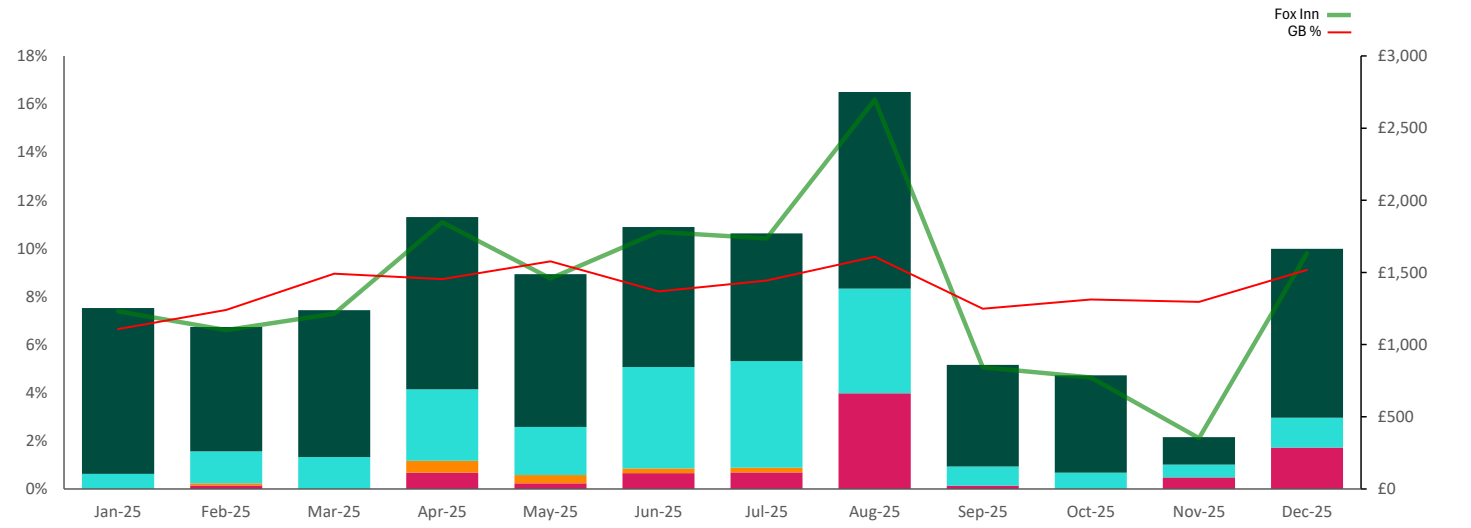
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



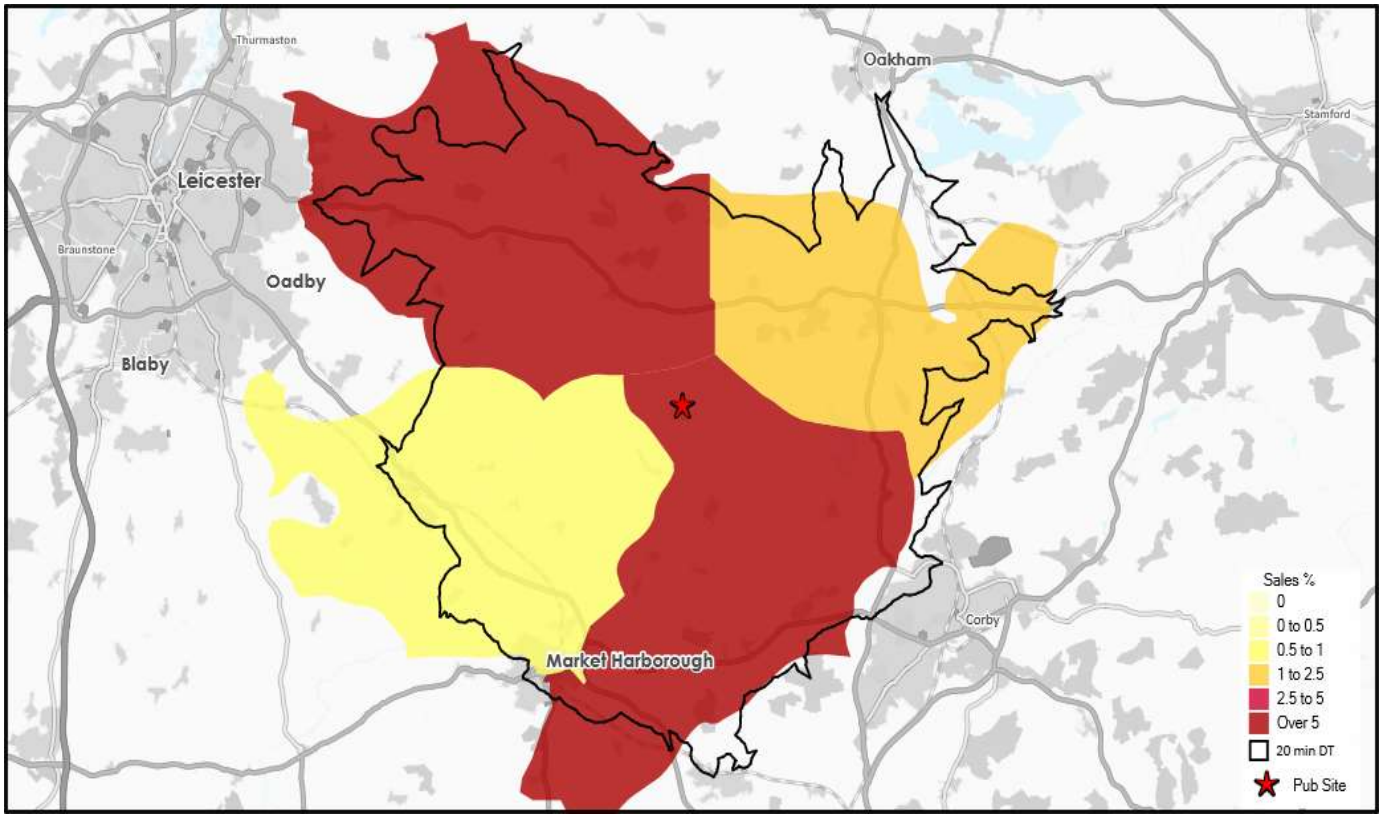
Seasonality of the spend split by month

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Transactional Data Maps - Fox Inn

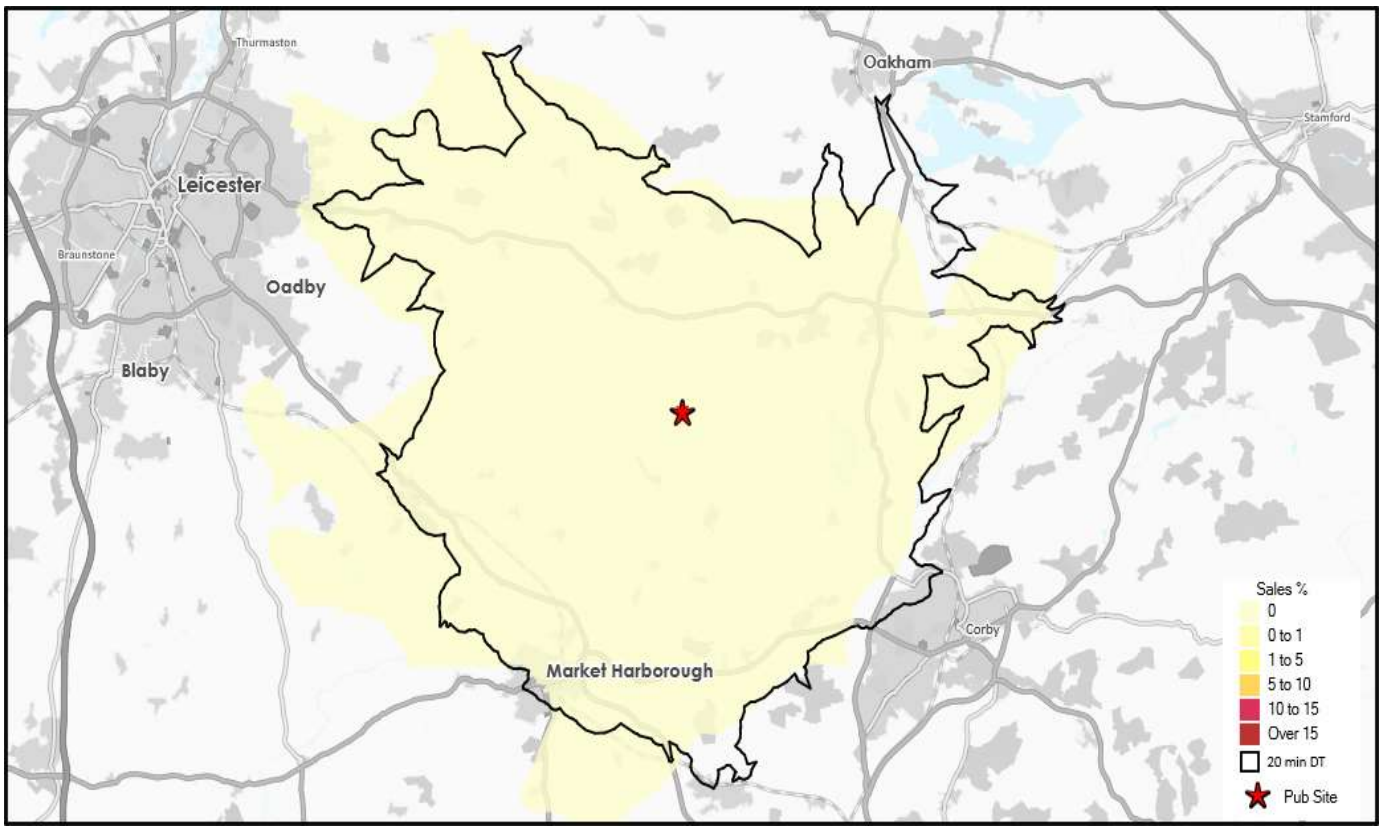
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Fox Inn Share of Spend from Postcode Sectors within 20 minute Drive



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 Fox Inn



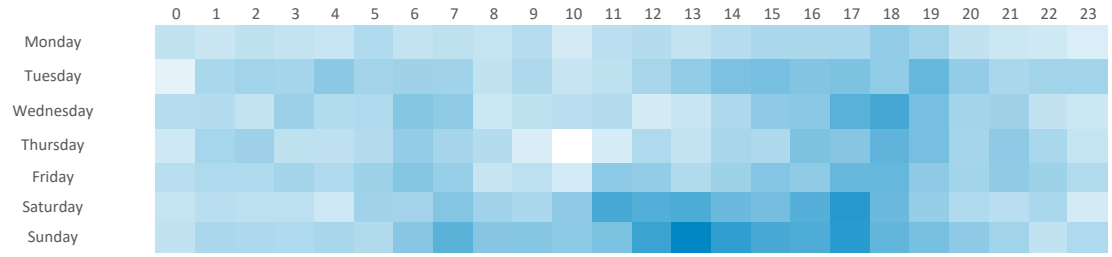
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Fox Inn

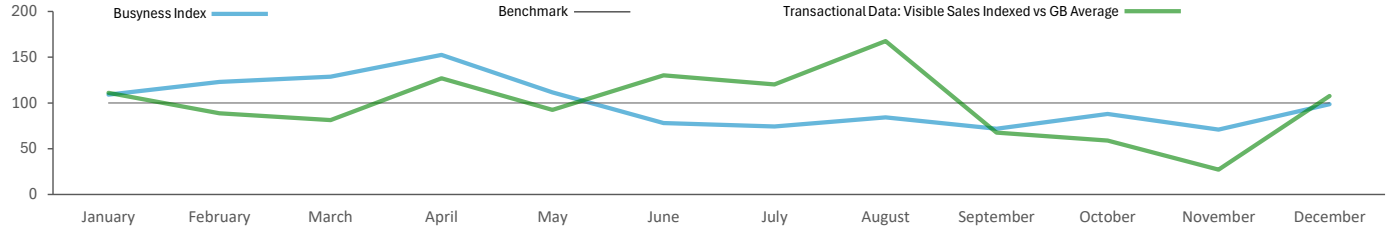
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Time of Day/Day of Week



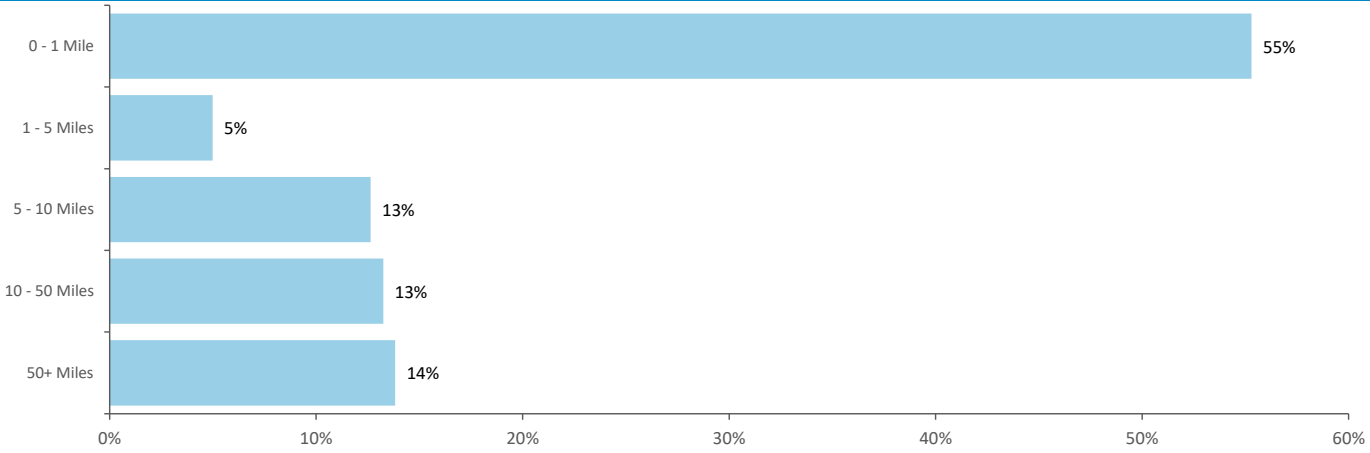
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



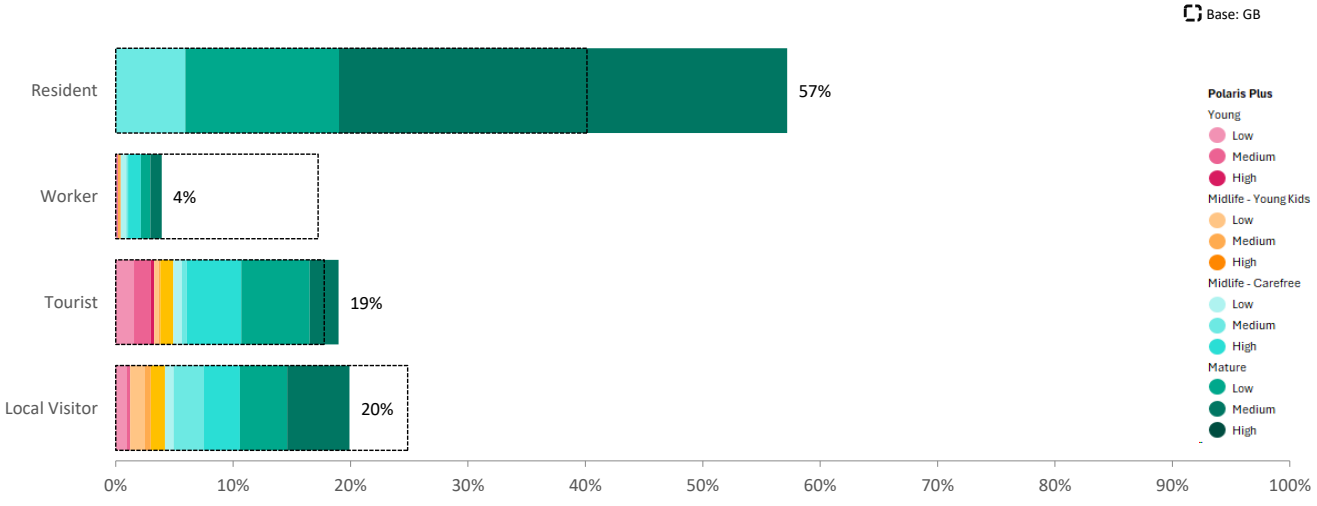
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



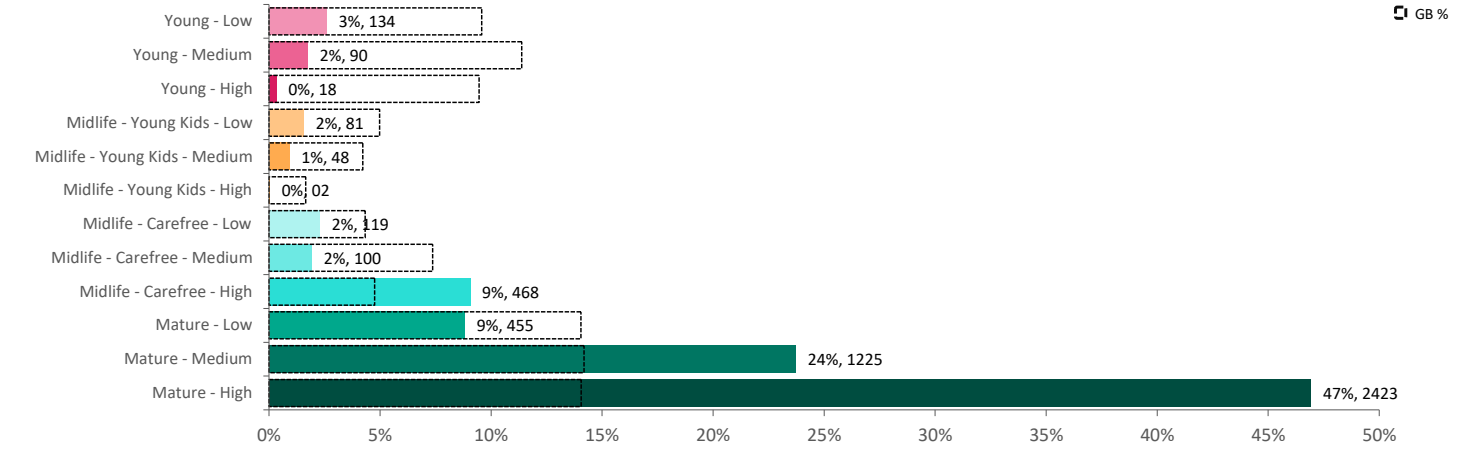
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Fox Inn

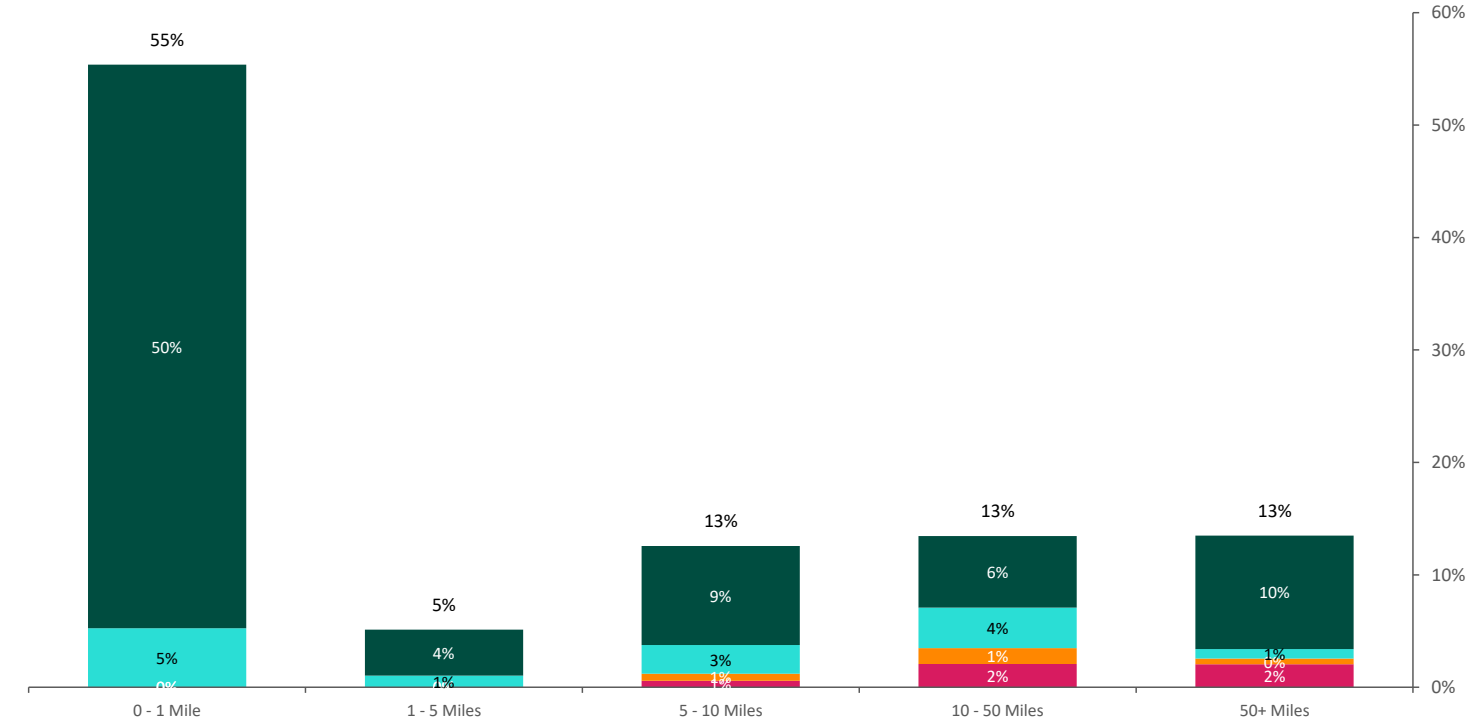
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Polaris Plus Profile



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



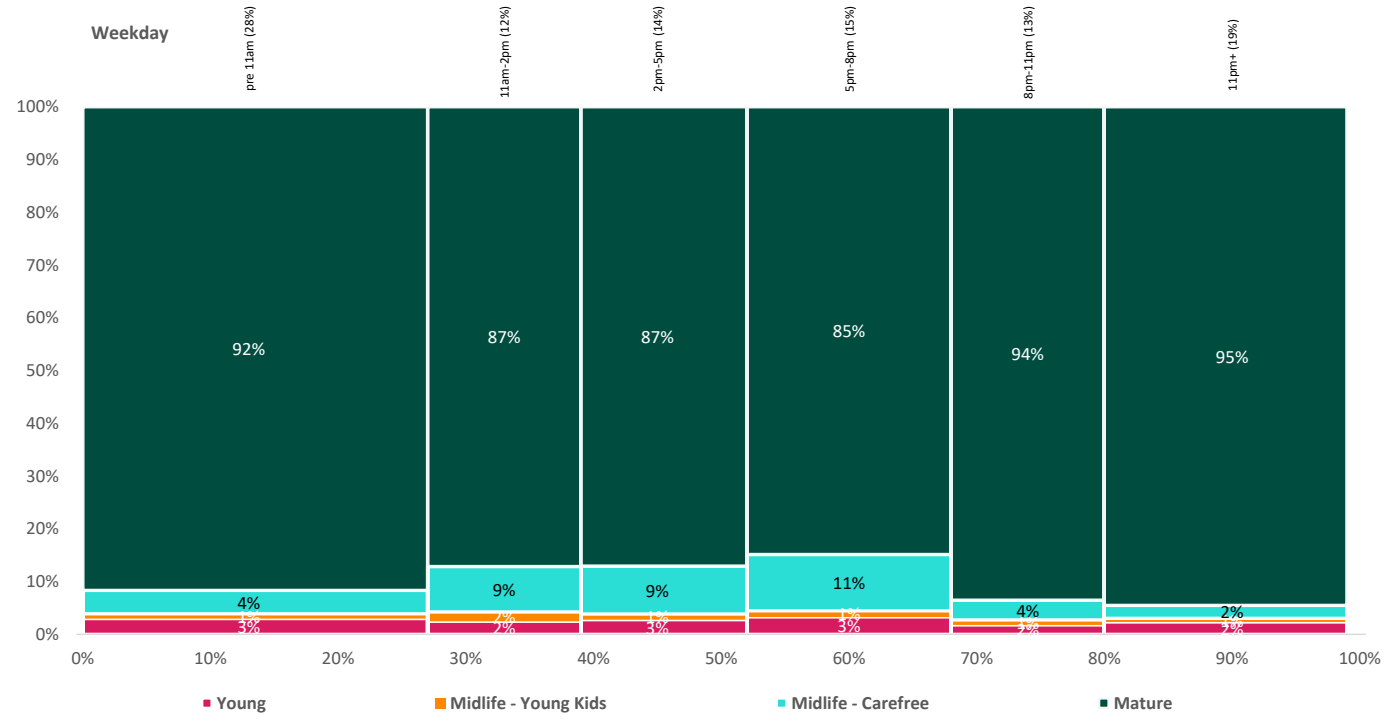
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Fox Inn

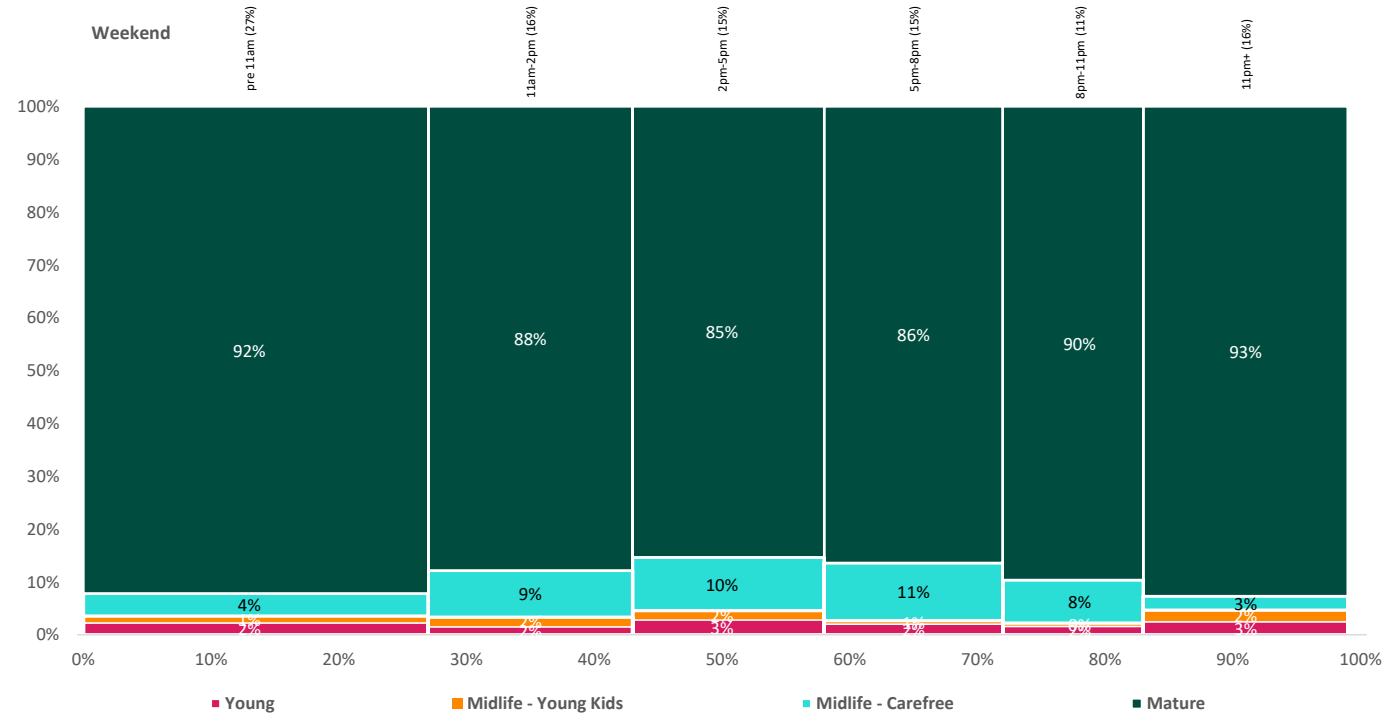
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	3,477	1,392	1,618	1,789	1,608	2,515	12,400
Midlife - Carefree	168	137	170	225	64	65	830
Midlife - Young Kids	33	28	20	24	16	19	141
Young	114	39	51	70	31	62	367
All	3,793	1,597	1,859	2,108	1,719	2,662	13,738

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



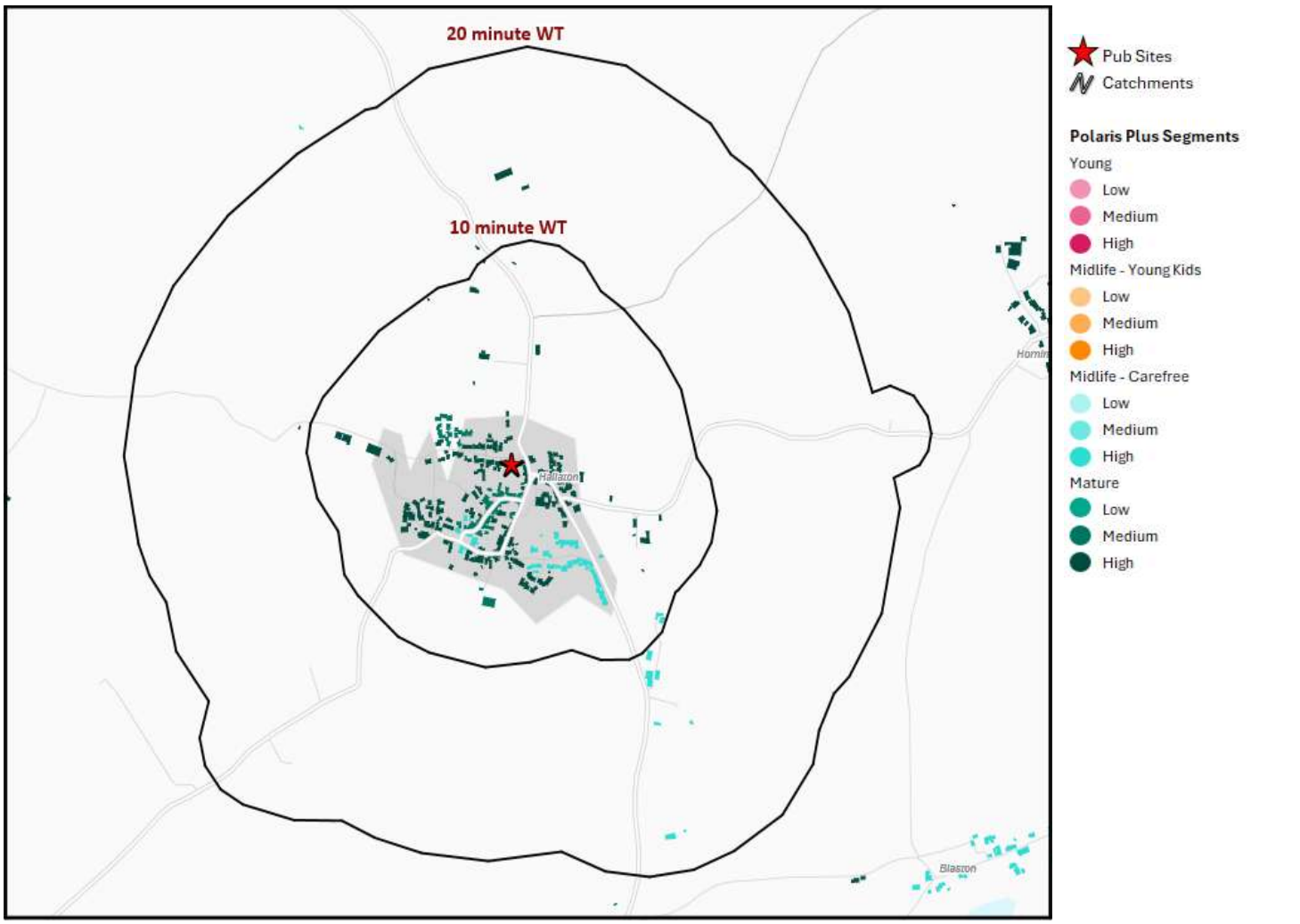
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,619	894	824	812	610	979	5,738
Midlife - Young Kids	76	90	97	103	55	28	449
Midlife - Carefree	21	17	16	5	3	22	83
Mature	41	17	28	20	12	28	146
All	1,757	1,018	965	940	680	1,057	6,417

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

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Polaris Plus Summary - Fox Inn

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

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	0	627	0	0	14
Medium	0	0	2,096	0	0	41
High	0	0	800	0	0	26
Midlife - Young Kids						
Low	0	0	1,754	0	0	68
Medium	0	0	813	0	0	40
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	577	0	0	29
Medium	0	0	1,621	0	0	49
High	95	95	7,527	382	382	357
Mature						
Low	0	0	5,146	0	0	83
Medium	108	108	10,131	127	127	140
High	292	292	13,984	356	356	201
Not Private Households	49	49	1,021	842	842	207
Total	544	544	46,097			

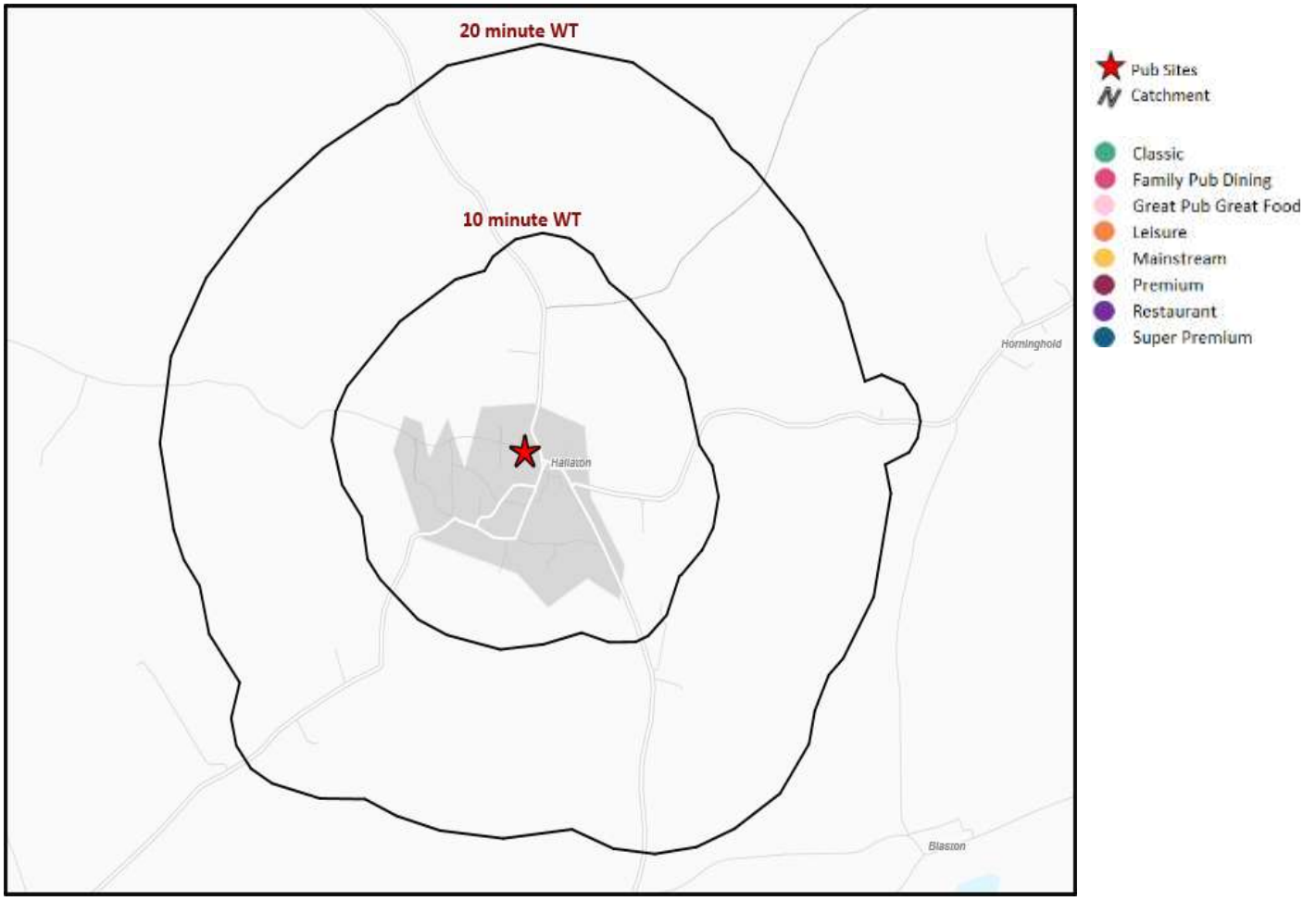
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CGA Summary - Fox Inn

STAR PUBS

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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	Fox Inn	LE16 8UJ	Star Pubs & Bars	Great Pub Great Food	6.0%	58.0%	0.00
1	Medbourne Sports Club	LE16 8DR	Independent Free	Super Premium	6.9%	95.1%	2.30
2	Neville Arms	LE16 8EE	Independent Free	Premium	0.0%	0.0%	2.44
3	Fox And Hounds	LE 7 9WB	Independent Free	Super Premium	2.2%	48.7%	2.79
4	Sun Inn	LE15 9LB	Independent Free	Premium	0.0%	0.0%	3.22
5	Wheel and Compass Inn	LE16 8HZ	Independent Free	Premium	10.7%	52.5%	3.30
6	George	LE16 8HF	Independent Free	Super Premium	0.0%	0.0%	3.62
7	Launde Abbey	LE 7 9XB	Independent Free	Great Pub Great Food	0.5%	3.0%	3.99
8	Rolleston Hall	LE 7 9EN	Independent Free	Leisure	0.0%	0.0%	4.30
9	Sun Inn	LE16 8SR	*Other Small Retail Groups	Great Pub Great Food	11.5%	50.9%	4.42
10	Uppingham Town Cricket Club	LE15 9SP	Independent Free	Leisure	0.7%	82.7%	4.56
11	Bell Inn	LE16 7TW	Independent Free	Super Premium	6.9%	77.8%	4.63
12	Langton Arms	LE16 7SY	RedCat Pub Company	Premium	7.3%	54.8%	4.71
13	Exeter Arms	LE15 9SB	Independent Free	Super Premium	4.1%	69.9%	4.90
14	Crown Inn	LE 8 0PJ	Independent Free	Premium	8.8%	78.1%	5.00
15	Don Paddy Sanchez	LE15 9QH	Independent Free	Restaurant	7.1%	69.6%	5.14
16	Vaults	LE15 9QH	Independent Free	Premium	9.0%	42.4%	5.14
17	No 23	LE15 9PY	Independent Free	Great Pub Great Food	6.2%	21.0%	5.21
18	Crown Hotel	LE15 9PY	Everards	Great Pub Great Food	4.4%	39.2%	5.21
19	Falcon Hotel	LE15 9PY	Greene King	Great Pub Great Food	5.2%	30.7%	5.21
20	Lake Isle Hotel and Restaurant	LE15 9PZ	Independent Free	Great Pub Great Food	2.6%	21.7%	5.21

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* 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 - Fox Inn

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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+	544	544	46,097
Number of Competition Pubs	1	1	118
Adults 18+ per Competition Pub	544	544	391

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	15	2.8%	36
Family Pub Dining	0	30	5.5%	61
Great Pub Great Food	1	118	21.7%	130
Leisure	0	56	10.2%	102
Mainstream	0	51	9.3%	67
Premium	0	76	13.9%	97
Restaurant	0	122	22.5%	98
Super Premium	0	27	5.0%	126

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	15	2.8%	36
Family Pub Dining	0	30	5.5%	61
Great Pub Great Food	1	118	21.7%	130
Leisure	0	56	10.2%	102
Mainstream	0	51	9.3%	67
Premium	0	76	13.9%	97
Restaurant	0	122	22.5%	98
Super Premium	0	27	5.0%	126

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	2,498	5.4%	69
Family Pub Dining	6	3,499	7.6%	84
Great Pub Great Food	20	9,188	19.9%	119
Leisure	20	4,830	10.5%	104
Mainstream	4	5,615	12.2%	87
Premium	35	6,679	14.5%	101
Restaurant	22	10,695	23.2%	101
Super Premium	7	2,060	4.5%	114

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Glossary

STAR PUBS

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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
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
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+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.

	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*
Consumer Insight	*"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"*
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• 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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.



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