

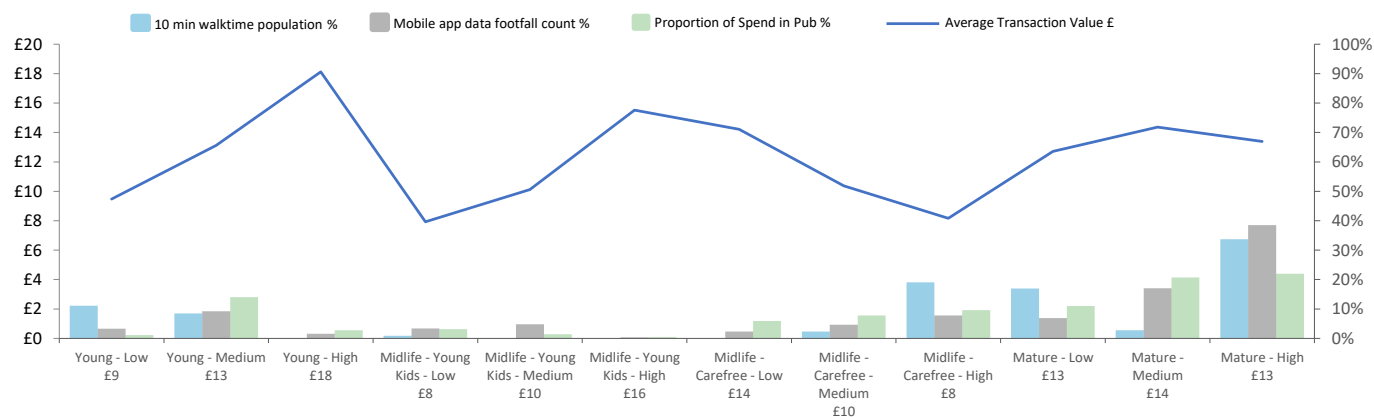
Catchment Summary - Old Glen House Baildon

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626047	Old Glen House Baildon	BD17 5BN	Star Pubs & Bars	Premium Local	13



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Old Glen House Baildon

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

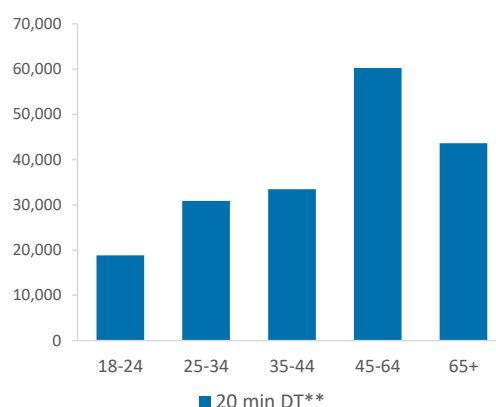
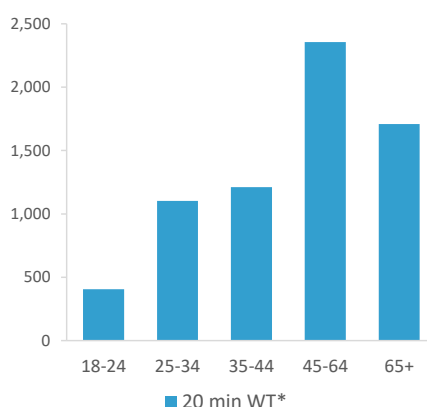
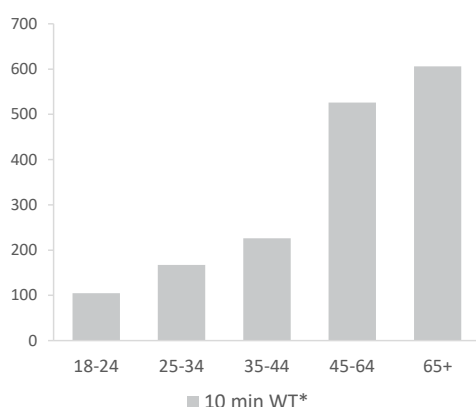
Population	1,982	8,294	243,814	37	45	56
Adults 18+	1,630	6,784	186,969	36	44	54
Competition Pubs	2	12	235	11	33	56
Adults 18+ per Competition Pub	815	565	796	95	66	93
% Adults Likely to Drink	80.2%	79.8%	68.4%	105	105	90

Population & Adults 18+ index is based on all pubs

Affluence	Low	29.0%	23.1%	37.7%	87	69	113
	Medium	13.6%	37.5%	40.2%	36	98	106
	High	52.8%	38.3%	20.8%	193	140	76

*Affluence does not include Not Private Households

Age Profile	18-24	105	406	18,826	65	60	95
	25-34	167	1,102	30,862	63	100	95
	35-44	226	1,212	33,432	86	110	104
	45-64	526	2,356	60,215	103	111	96
	65+	606	1,708	43,634	159	107	93



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	963 (49%)	4,087 (49%)	119,527 (49%)	99	101	100
	Female	1,019 (51%)	4,207 (51%)	124,287 (51%)	101	99	100

Economic Status (16+)	Employed: Full-time	471 (28%)	2,655 (38%)	61,869 (32%)	82	111	93
	Employed: Part-time	202 (12%)	871 (13%)	24,695 (13%)	102	106	107
	Self employed	139 (8%)	605 (9%)	17,246 (9%)	90	94	96
	Unemployed	36 (2%)	128 (2%)	5,861 (3%)	78	67	109
	Full-time student	18 (1%)	87 (1%)	3,737 (2%)	45	53	81
	Retired	548 (33%)	1,630 (23%)	42,383 (22%)	150	107	100
	Other	251 (15%)	970 (14%)	38,263 (20%)	87	80	113

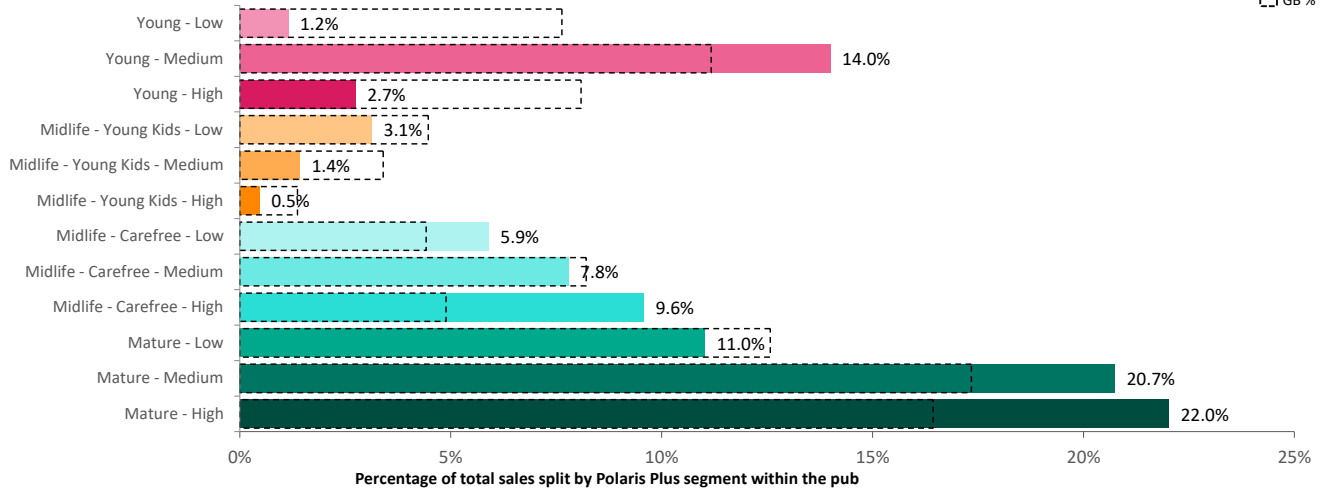
Total Worker Count	377	3,379	75,846
--------------------	-----	-------	--------

See the Glossary page for further information on the above variables

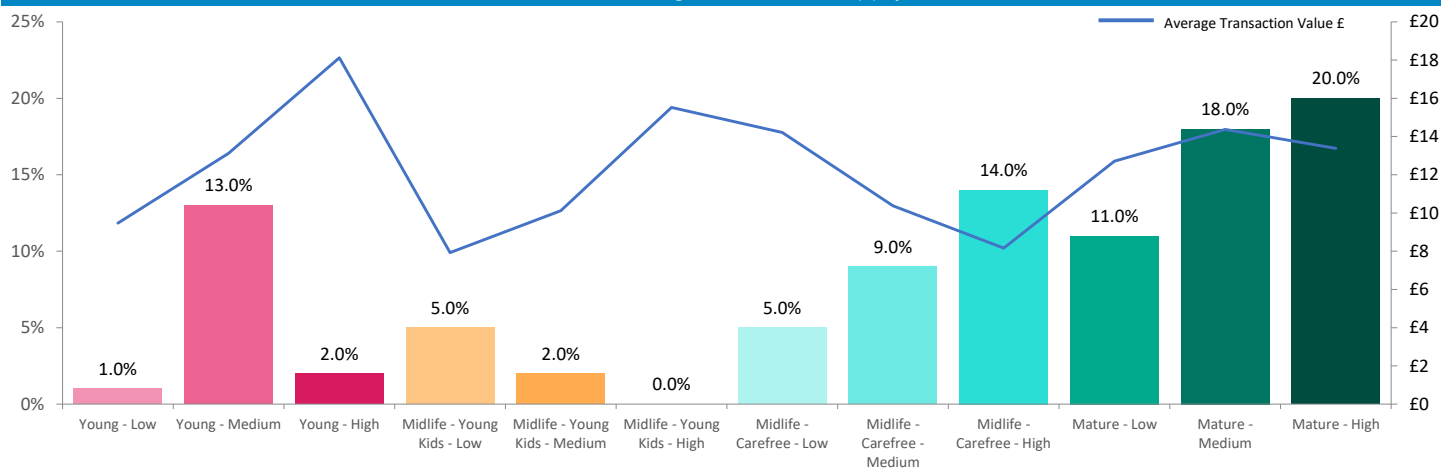
Transactional Data Summary - Old Glen House Baildon

Spend by Polaris Plus

GB %

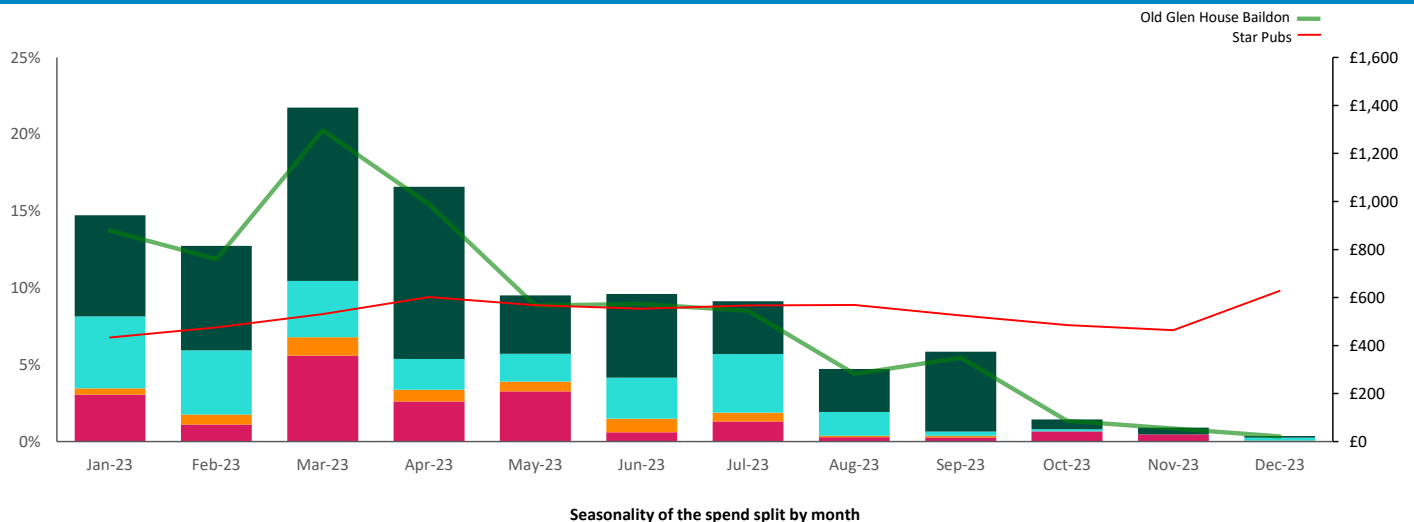


% of Transactions and Average Transaction Values (£) by Polaris Plus



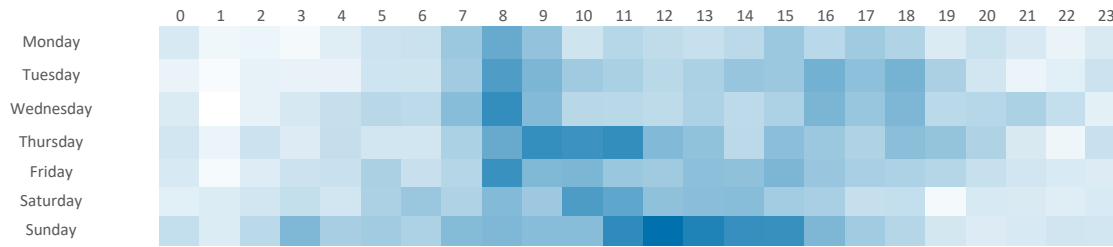
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



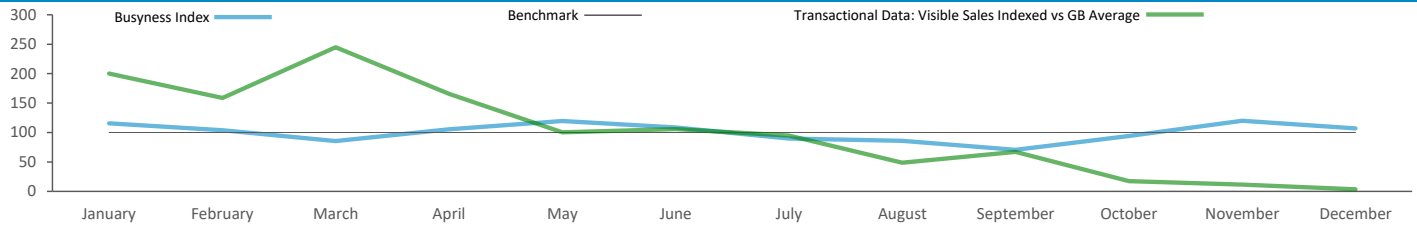
Mobile Data Summary - Old Glen House Baildon

Time of Day/Day of Week



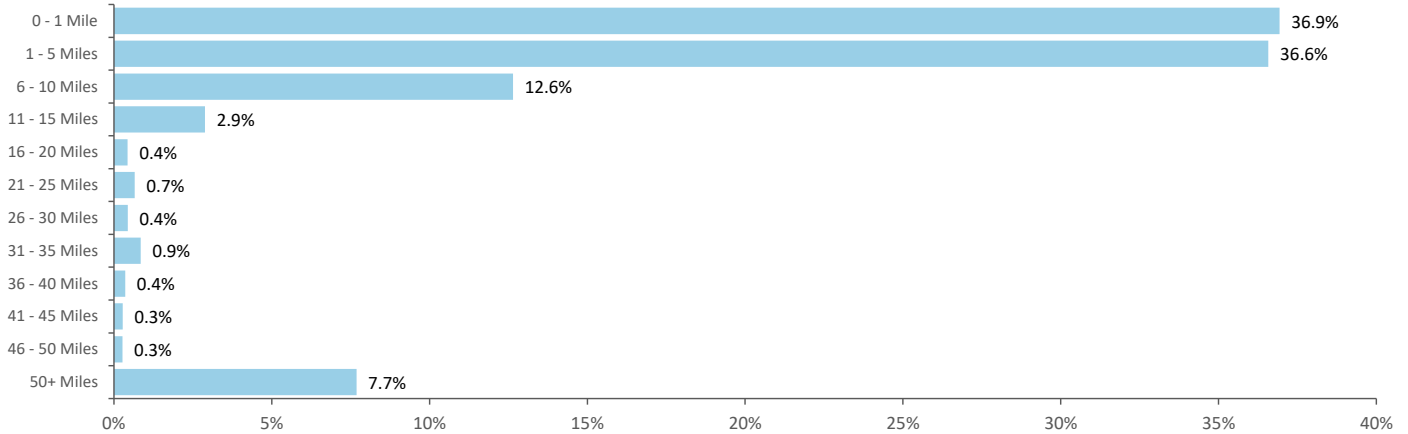
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

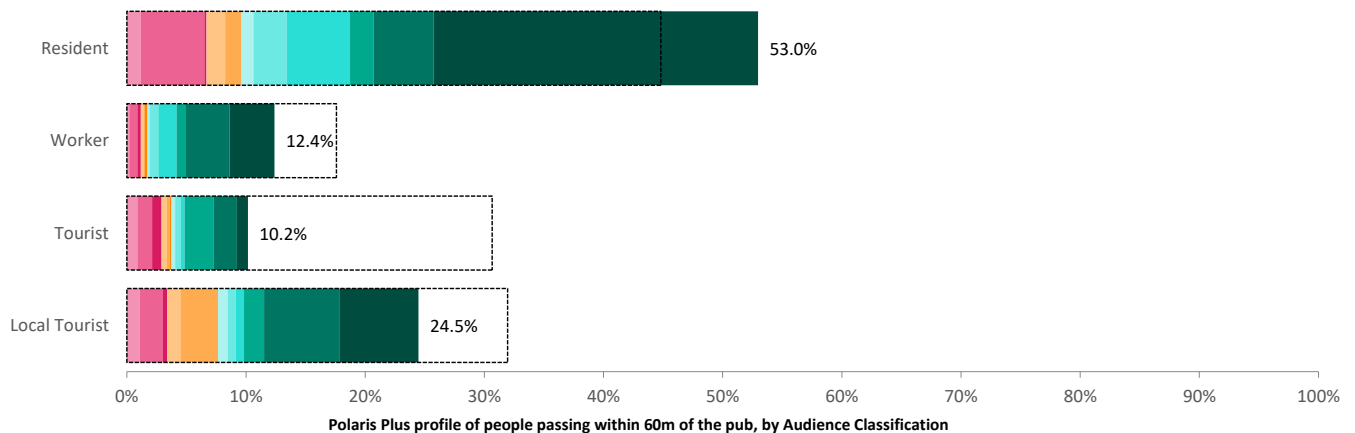
Distance from Home



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

Audience Classification by Polaris Plus

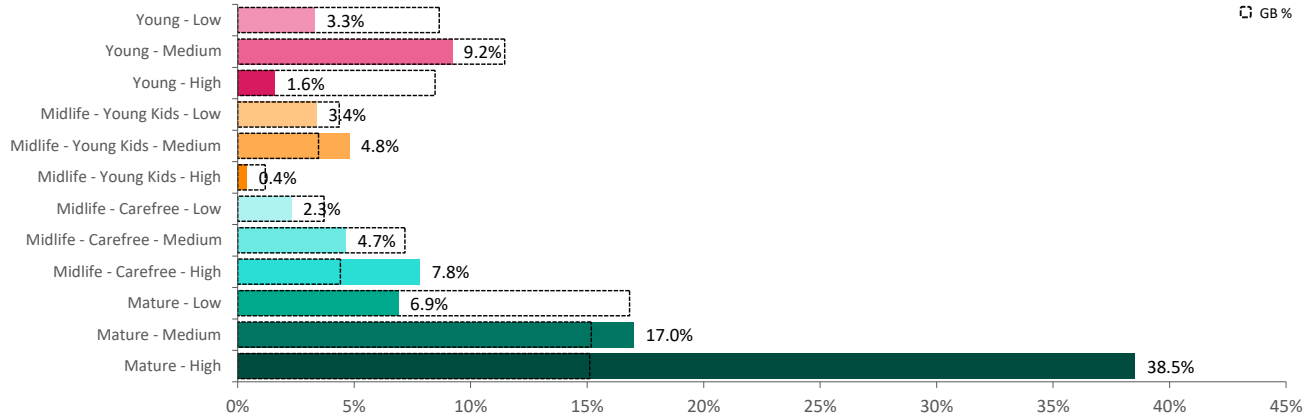
Base: GB



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

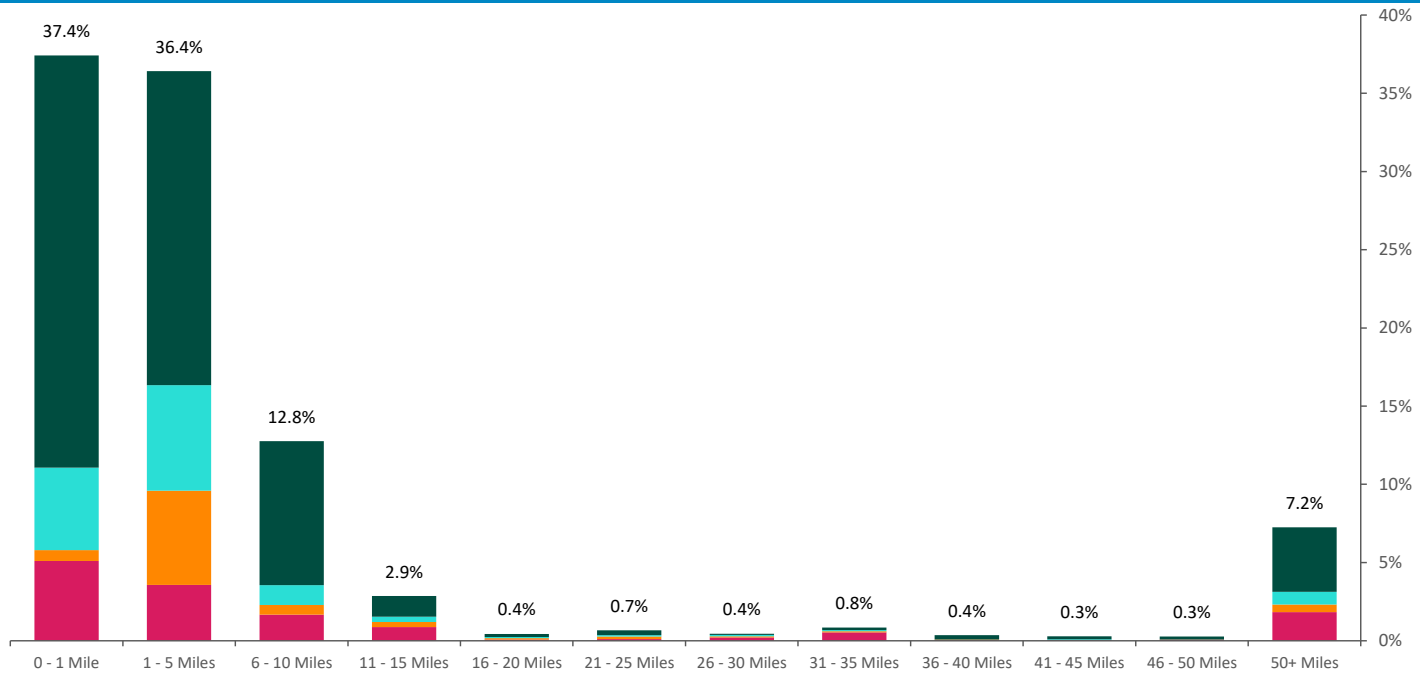
Mobile Data Summary - Old Glen House Baildon

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



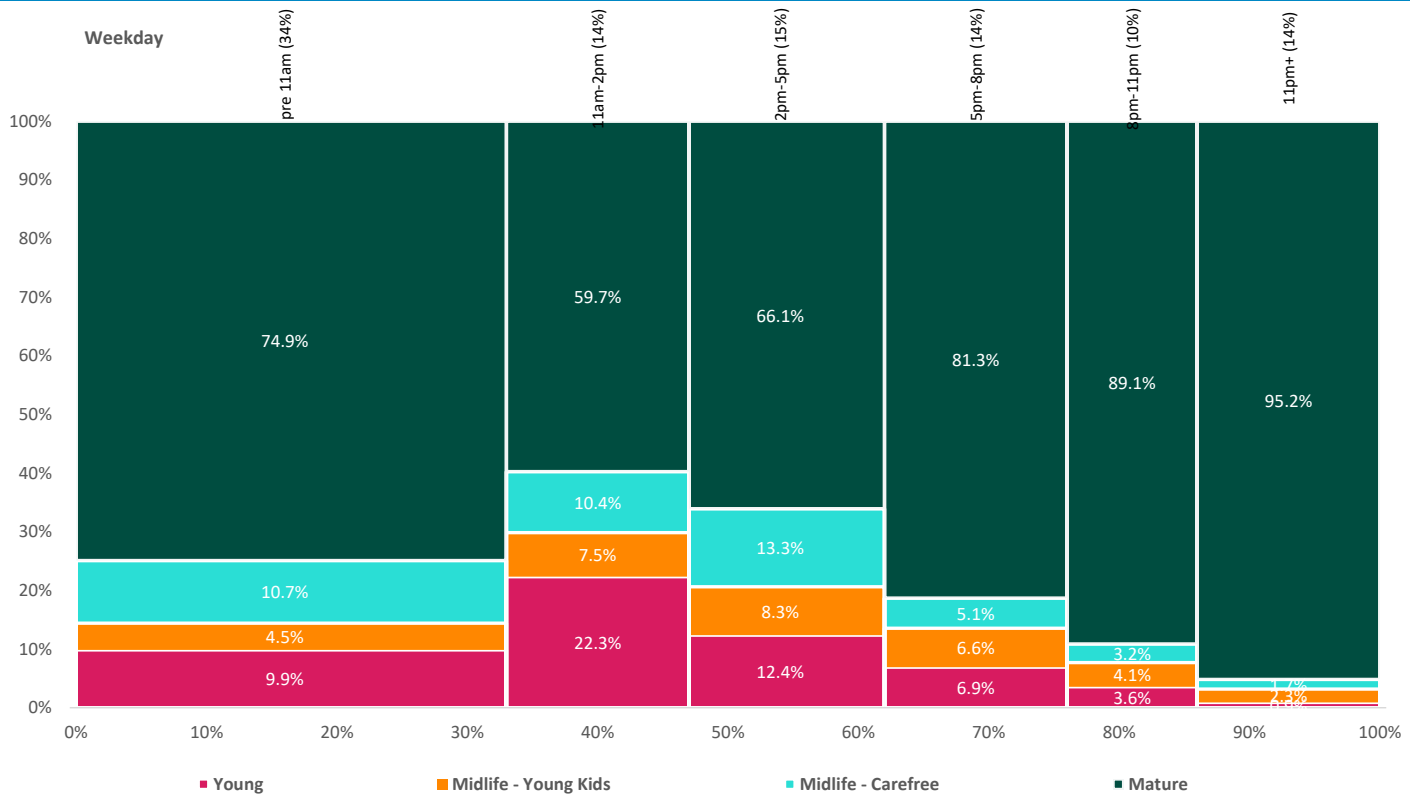
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Old Glen House Baildon

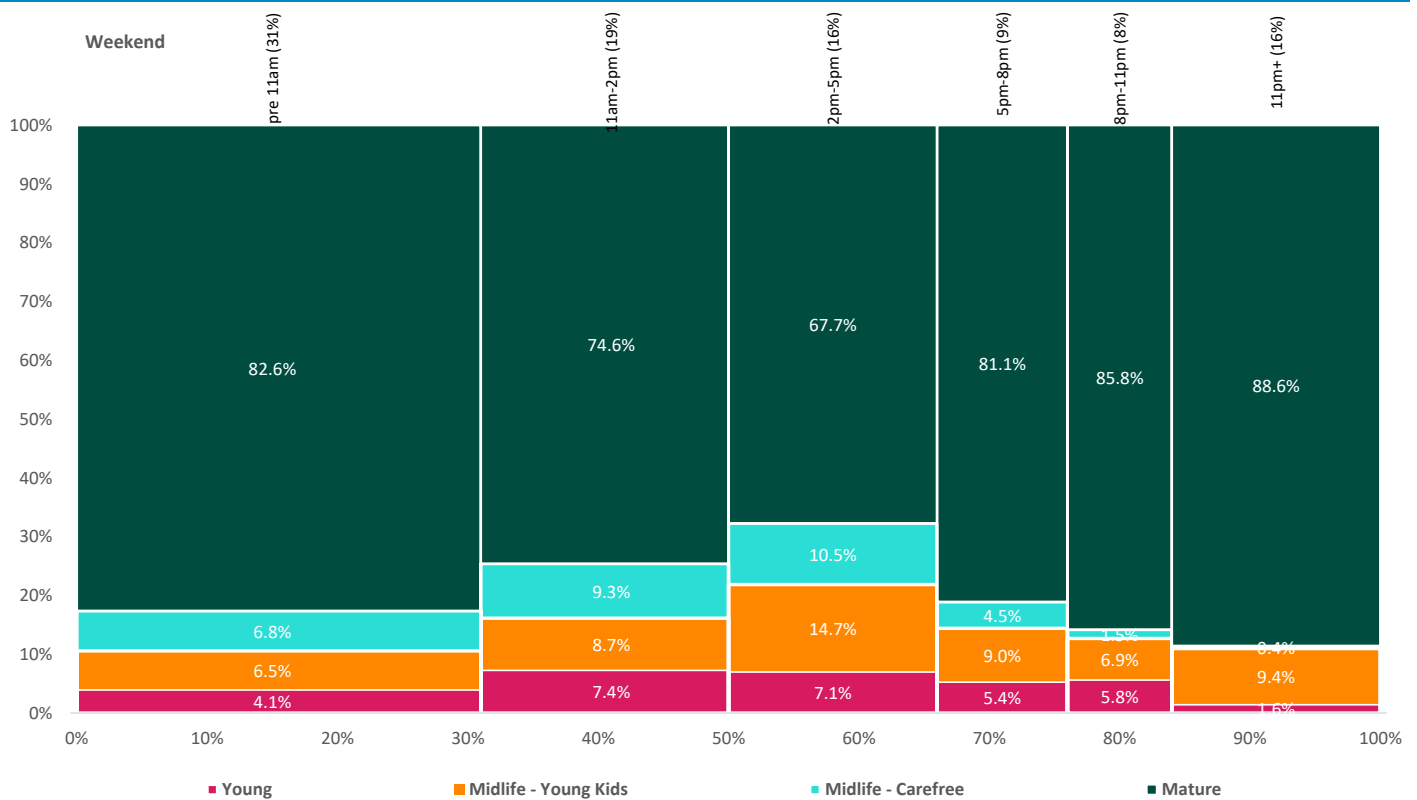


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



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



Polaris Summary - Old Glen House Baildon

© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



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	319	2,279	30,706	71	122	60
Midlife - Young Kids	15	274	49,745	8	37	243
Midlife - Carefree	349	1,427	26,624	135	133	90
Mature	870	2,727	77,678	120	91	94
Not Private Households	77	77	2,216	360	86	90
Total	1,630	6,784	186,969			

Polaris Plus Summary - Old Glen House Baildon

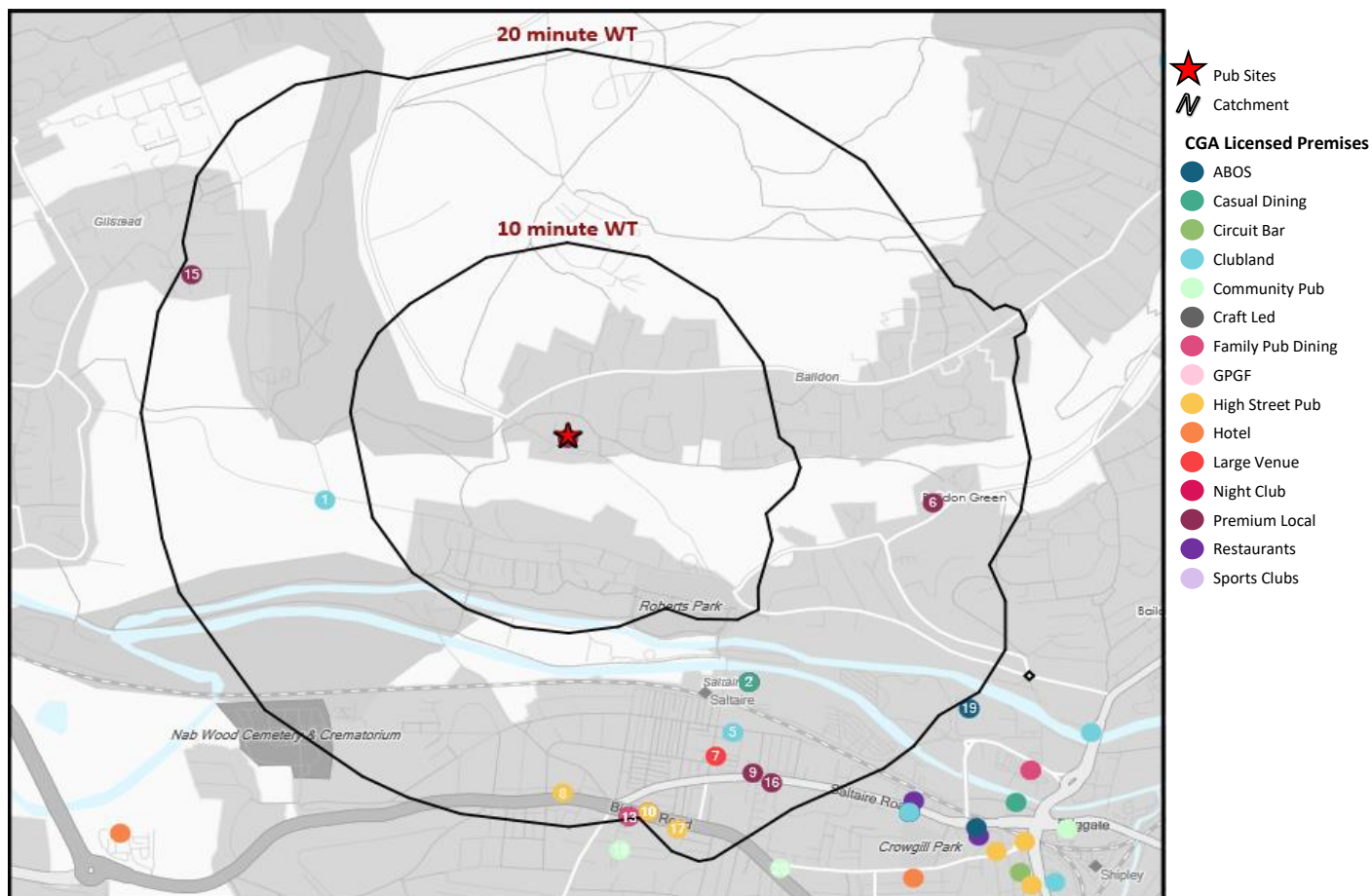


Polaris Plus Profile by Catchment

*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	181	360	12,805	113	54	70
Medium	138	1,341	13,977	77	180	68
High	0	578	3,924	0	127	31
Midlife - Young Kids						
Low	15	250	27,900	17	67	272
Medium	0	0	21,812	0	0	269
High	0	24	33	0	32	2
Midlife - Carefree						
Low	0	229	11,072	0	80	141
Medium	38	755	8,426	33	155	63
High	311	443	7,126	428	147	86
Mature						
Low	276	725	18,757	123	78	73
Medium	45	449	31,024	18	42	106
High	549	1,553	27,897	225	153	100
Not Private Households	77	77	2,216	360	86	90
Total	1,630	6,784	186,969			

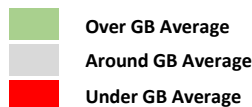
CGA Summary - Old Glen House Baildon



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Old Glen House	BD17 5BN	Star Pubs & Bars	Premium Local	0.0
1	Bradford Amateur Rowing Club	BD17 5SP	Independent Free	Clubland	0.4
2	Dont Tell Titus	BD18 3LA	Independent Free	Restaurants	0.6
2	Salts Diner	BD18 3LA	Independent Free	Restaurants	0.6
2	Boathouse	BD18 3LA	Punch Pub Company	Casual Dining	0.6
5	Caroline St Social Club	BD18 3JZ	Independent Free	Clubland	0.6
6	Cricketers Arms	BD17 7NE	Unknown	Premium Local	0.7
7	Victoria Hall	BD18 3JS	Independent Free	Large Venue	0.7
8	Salt Bar And Kitchen	BD18 4DH	Ossett Brewery	High Street Pub	0.7
9	Fannys Ale & Cider House	BD18 3JN	Independent Free	Premium Local	0.7
10	Tallulah	BD18 4SB	Independent Free	High Street Pub	0.7
10	La Rue Restaurant	BD18 4SB	Independent Free	Restaurants	0.7
10	Terrace	BD18 4SB	Independent Free	High Street Pub	0.7
13	Bar 56	BD18 4SD	Independent Free	ABOS	0.7
13	Rosse	BD18 4SD	Concept Taverns	Family Pub Dining	0.7
15	Glen	BD16 3LN	Star Pubs & Bars	Premium Local	0.7
16	Salt Cellar	BD18 3JF	Trust Inns Limited	Premium Local	0.8
17	Als Star Bar	BD18 4RS	Independent Free	High Street Pub	0.8
18	Cap And Collar	BD18 4SJ	Independent Free	Community Pub	0.8
19	Victoria Mills	BD17 7EF	Independent Free	ABOS	0.9
20	Ring O Bells	BD18 3PR	Greene King	Community Pub	0.9

Per Pub Analysis - Old Glen House Baildon



*WT= Walktime, **DT= Drivetime

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

Adults 18+	1,630	6,784	186,969
Number of Competition Pubs	2	12	235
Adults 18+ per Competition Pub	815	565	796

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	100	6.2%	76
Circuit Bar	0	58	3.6%	88
Community Pub	0	269	16.5%	86
Craft Led	0	29	1.8%	52
Great Pub Great Food	0	442	27.1%	153
High Street Pub	0	219	13.4%	73
Premium Local	1	398	24.4%	148

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	638	9.4%	117
Circuit Bar	0	249	3.7%	91
Community Pub	0	904	13.3%	70
Craft Led	0	309	4.6%	132
Great Pub Great Food	0	1,500	22.1%	125
High Street Pub	4	881	13.0%	70
Premium Local	4	1,241	18.3%	111

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	12,258	6.6%	81
Circuit Bar	17	7,487	4.0%	99
Community Pub	37	41,153	22.0%	115
Craft Led	0	4,582	2.5%	71
Great Pub Great Food	10	29,052	15.5%	88
High Street Pub	33	39,219	21.0%	114
Premium Local	35	31,504	16.8%	102

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>"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><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>"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>	<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																								
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>"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>																																						
<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																																						
Consumer Insight																																									
Product needs																																									
Licensed Premises																																									
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
Acorn																																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="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						
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																												