

Catchment Summary - New Inn

- 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**
1,409	1,914	286,664

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
27	10	68

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

26	10	66
11	5	53
65	88	117
106	104	99

0	1	60
98	134	121
229	177	122

140	130	102
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79	75	78
66	75	99
88	85	110
125	123	100
116	119	92

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

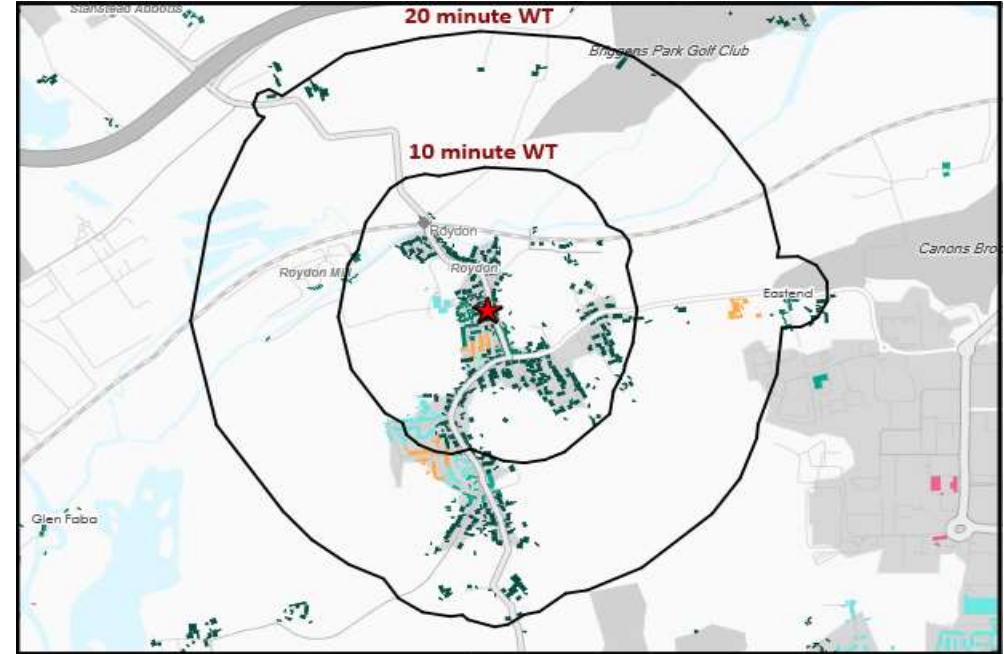
% Adults Likely to Drink

Affluence	Low	0,0%	0,4%	19,8%
	Medium	37,3%	51,1%	46,0%
	High	62,7%	48,5%	33,5%

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

Age Profile	18-24	94	122	18.795
	25-34	126	193	38.338
	35-44	168	220	42.364
	45-64	447	594	72.914
	65+	313	434	50.528



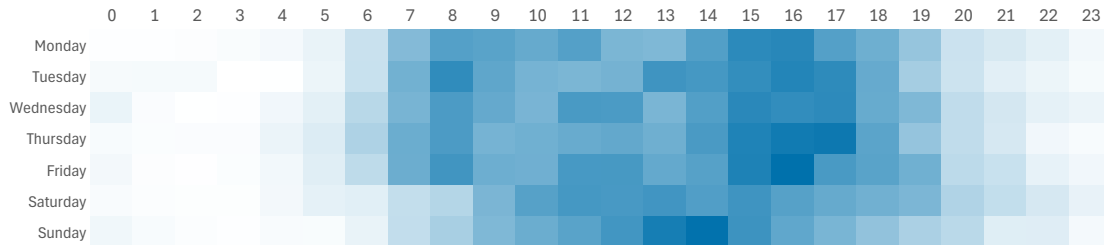
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Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
 - Low (Pink)
 - Medium (Red)
 - High (Magenta)
- Midlife - Young Kids**
 - Low (Light Orange)
 - Medium (Orange)
 - High (Dark Orange)
- Midlife - Carefree**
 - Low (Light Cyan)
 - Medium (Cyan)
 - High (Dark Cyan)
- Mature**
 - Low (Light Green)
 - Medium (Green)
 - High (Dark Green)

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	0	0	43.566	0	0	70
Midlife - Young Kids	87	313	37.879	69	184	156
Midlife - Carefree	153	195	59.015	85	79	168
Mature	908	1,055	80.998	179	152	82
Not Private Households	0	0	1.481	0	0	5.491
Total	1,148	1,563	222,939			



Per Pub - New Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

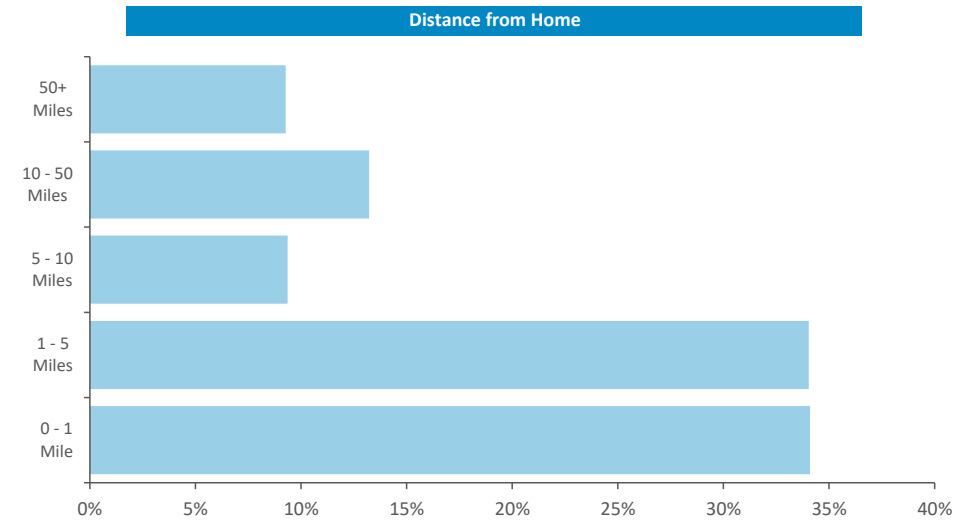
Adults 18+	1.148	1.563	222.939
Number of Competition Pubs	2	2	215
Adults 18+ per Competition Pub	574	782	1.037

Over GB Average
 Around GB Average
 Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	70	6,1%	73
Circuit Bar	0	12	1,0%	24
Community Pub	0	60	5,2%	27
Craft Led	0	5	0,4%	12
Great Pub Great Food	0	403	35,1%	193
High Street Pub	0	68	5,9%	31
Premium Local	2	377	32,9%	194

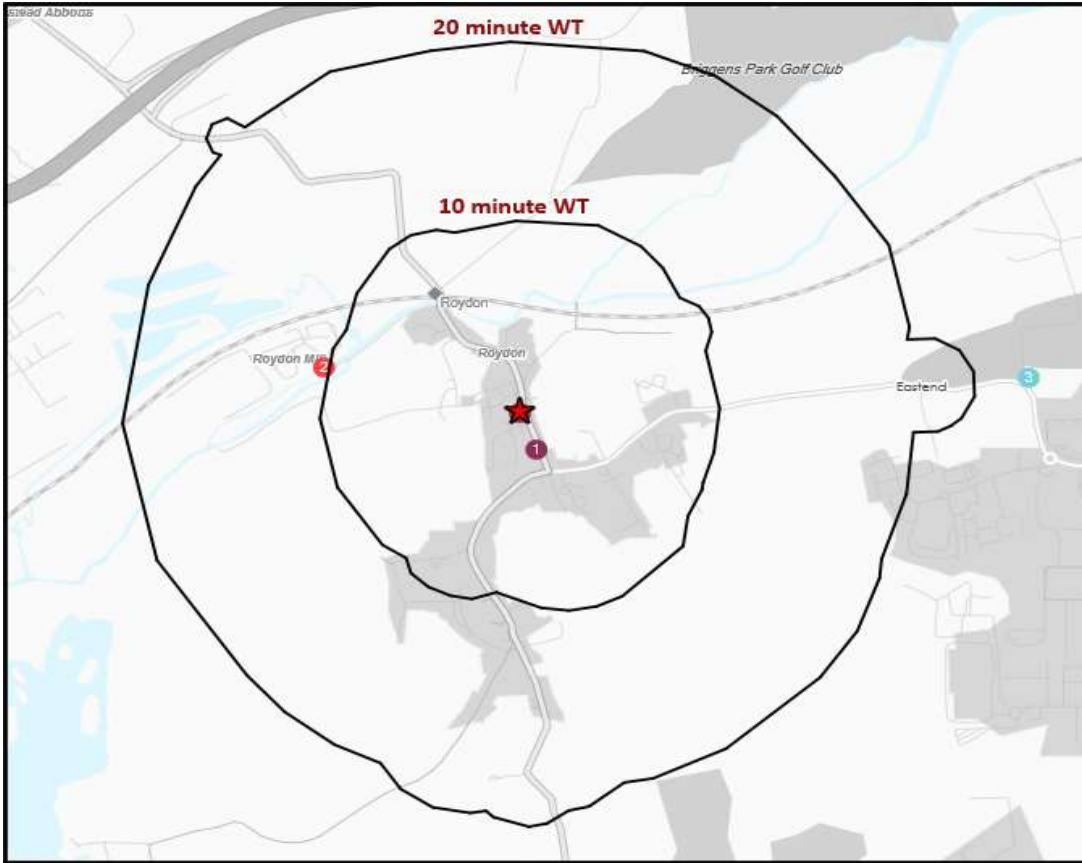
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	120	7,7%	93
Circuit Bar	0	43	2,7%	65
Community Pub	0	113	7,2%	37
Craft Led	0	18	1,2%	32
Great Pub Great Food	0	467	29,9%	164
High Street Pub	0	135	8,6%	46
Premium Local	2	472	30,2%	178

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	11	22.337	10,0%	121
Circuit Bar	10	9.488	4,3%	102
Community Pub	15	26.702	12,0%	61
Craft Led	0	7.204	3,2%	90
Great Pub Great Food	41	42.080	18,9%	104
High Street Pub	9	26.249	11,8%	62
Premium Local	55	36.721	16,5%	97



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Competition - New Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	New Inn	CM19 5EE	Star Pubs & Bars	Premium Local	57,3%	0,00
2	Roydon Marina Village	CM19 5EJ	Independent Free	Large Venue	30,6%	0,38
3	Harlow Town Football Club	CM19 5DU	Independent Free	Clubland	6,6%	0,97
4	Harlow Greyhound Stadium	CM19 5DY	Independent Free	Large Venue	5,6%	1,12
1	White Hart	CM19 5EA	Greene King	Premium Local	0,0%	0,08

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

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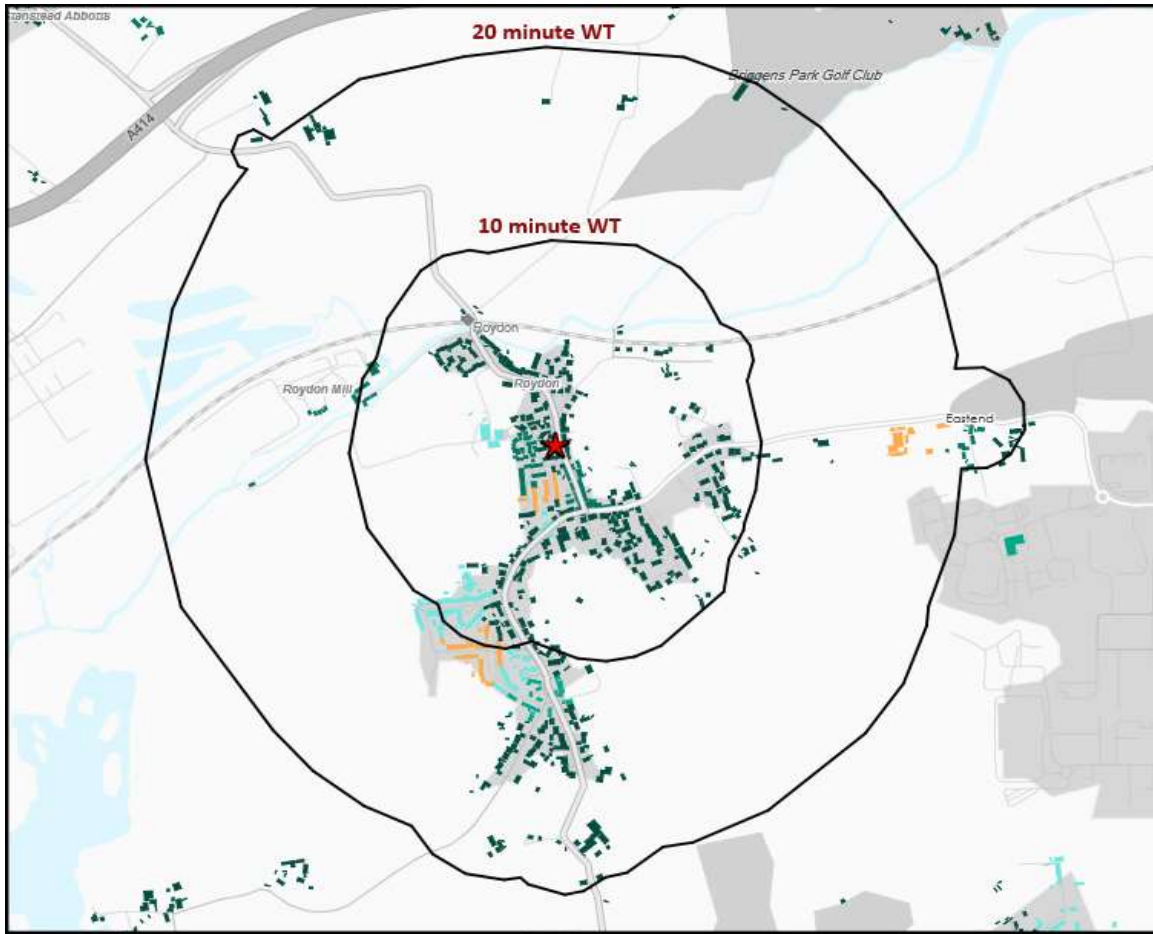


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Catchment Summary - New Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
21575	New Inn	CM19 5EE	Star Pubs & Bars	Premium Local	13



- ★ Pub Sites
- ⌘ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

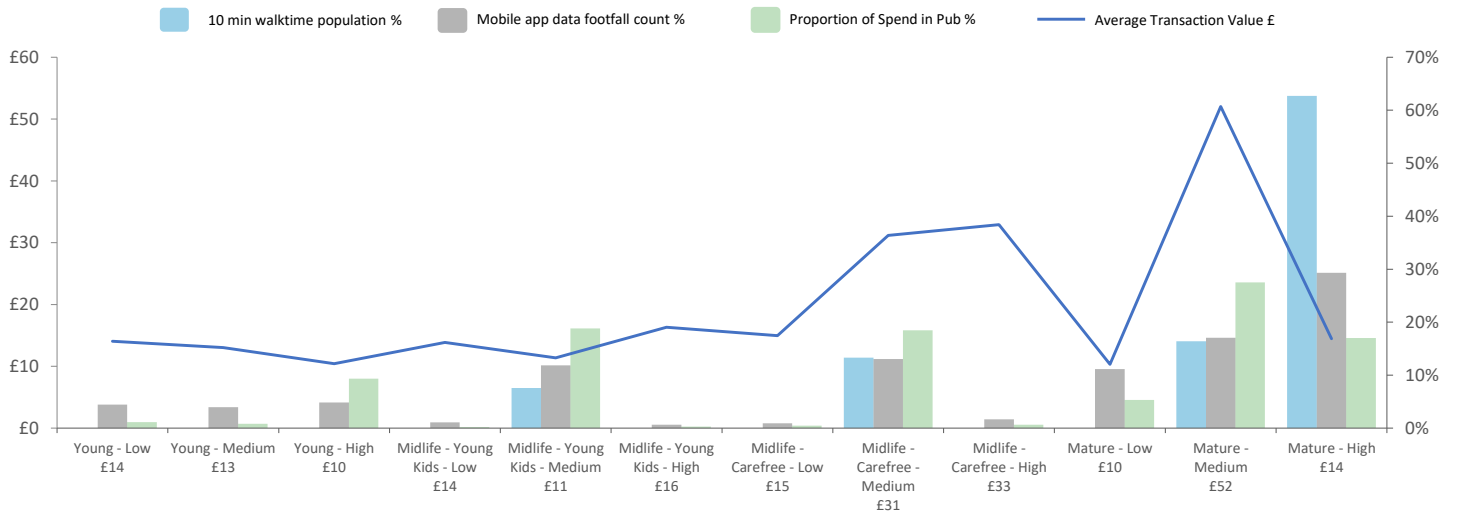
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - New Inn

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■ Over GB Average
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■ 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	1,409	1,914	286,664	27	10	68
Adults 18+	1,148	1,563	222,939	26	10	66
Competition Pubs	2	2	215	11	5	53
Adults 18+ per Competition Pub	574	782	1,037	65	88	117
% Adults Likely to Drink	79,8%	78,5%	75,0%	106	104	99

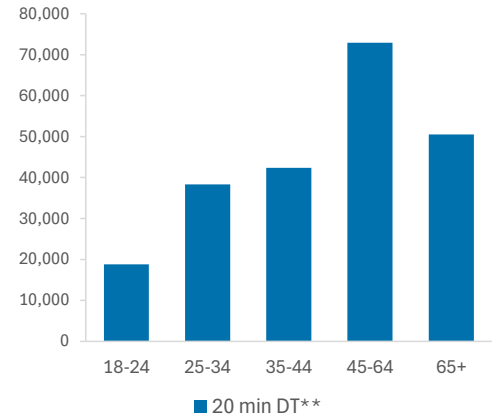
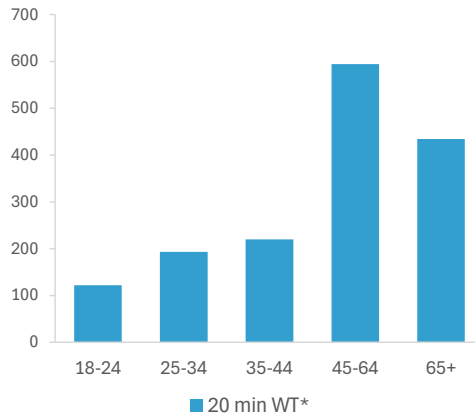
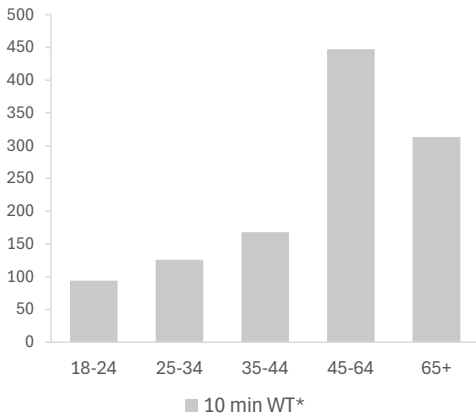
Population & Adults 18+ index is based on all pubs

Affluence	Low	0,0%	0,4%	19,8%	0	1	60
	Medium	37,3%	51,1%	46,0%	98	134	121
	High	62,7%	48,5%	33,5%	229	177	122

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£29.872	£27.709	£21.801	140	130	102
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Age Profile	18-24	94	122	18.795	79	75	78
	25-34	126	193	38.338	66	75	99
	35-44	168	220	42.364	88	85	110
	45-64	447	594	72.914	125	123	100
	65+	313	434	50.528	116	119	92



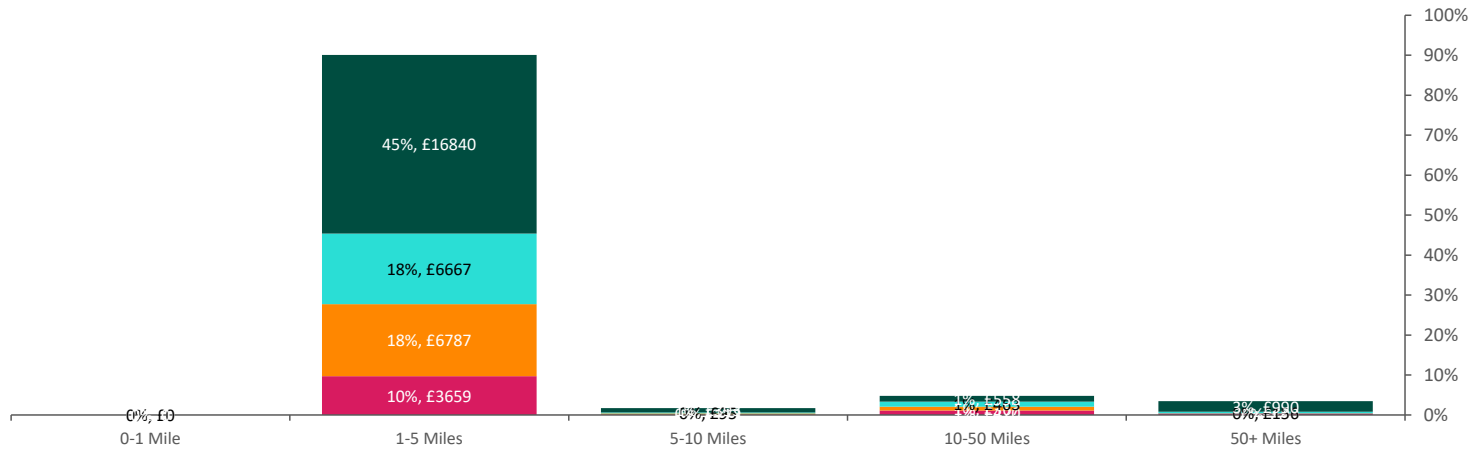
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	676 (48%)	925 (48%)	139,031 (48%)	98	99	99
	Female	733 (52%)	989 (52%)	147,633 (52%)	102	101	101
Economic Status (16+)	Employed: Full-time	375 (32%)	506 (32%)	85,842 (37%)	93	93	109
	Employed: Part-time	131 (11%)	183 (11%)	29,265 (13%)	92	95	105
	Self employed	170 (15%)	233 (15%)	24,449 (11%)	158	159	116
	Unemployed	23 (2%)	32 (2%)	6,277 (3%)	77	79	107
	Full-time student	13 (1%)	22 (1%)	4,065 (2%)	47	58	75
	Retired	320 (27%)	422 (26%)	45,875 (20%)	124	121	91
	Other	140 (12%)	195 (12%)	34,323 (15%)	68	70	85
Total Worker Count		208	267	126,821			

See the Glossary page for further information on the above variables

Transactional Data Summary - New Inn

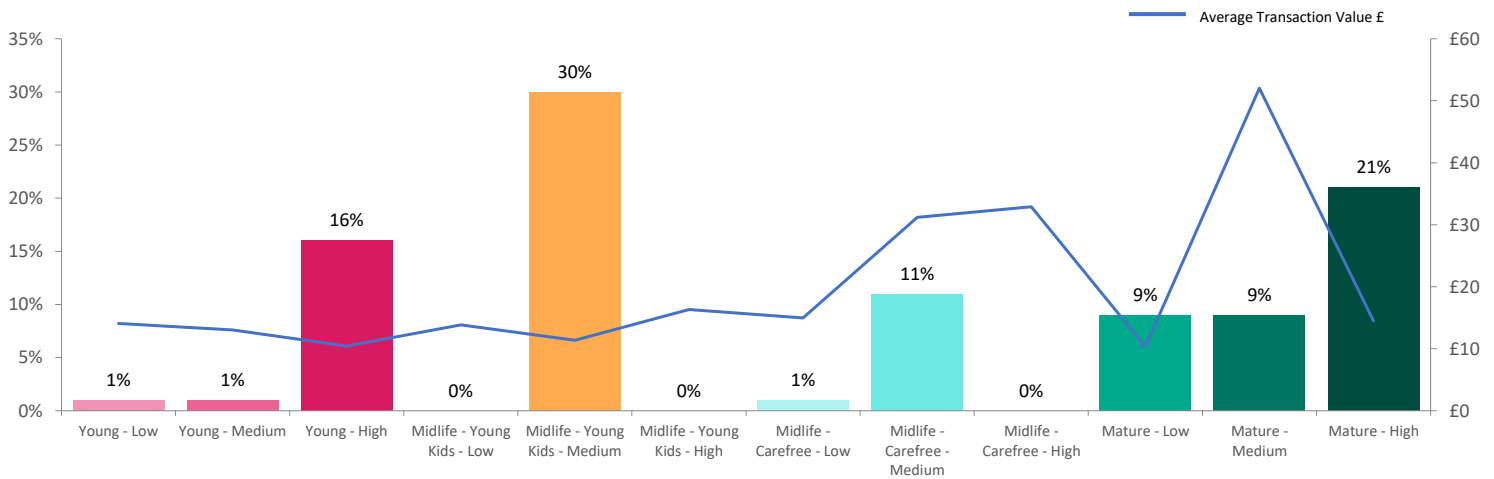
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Spend by Polaris and Distance from Home



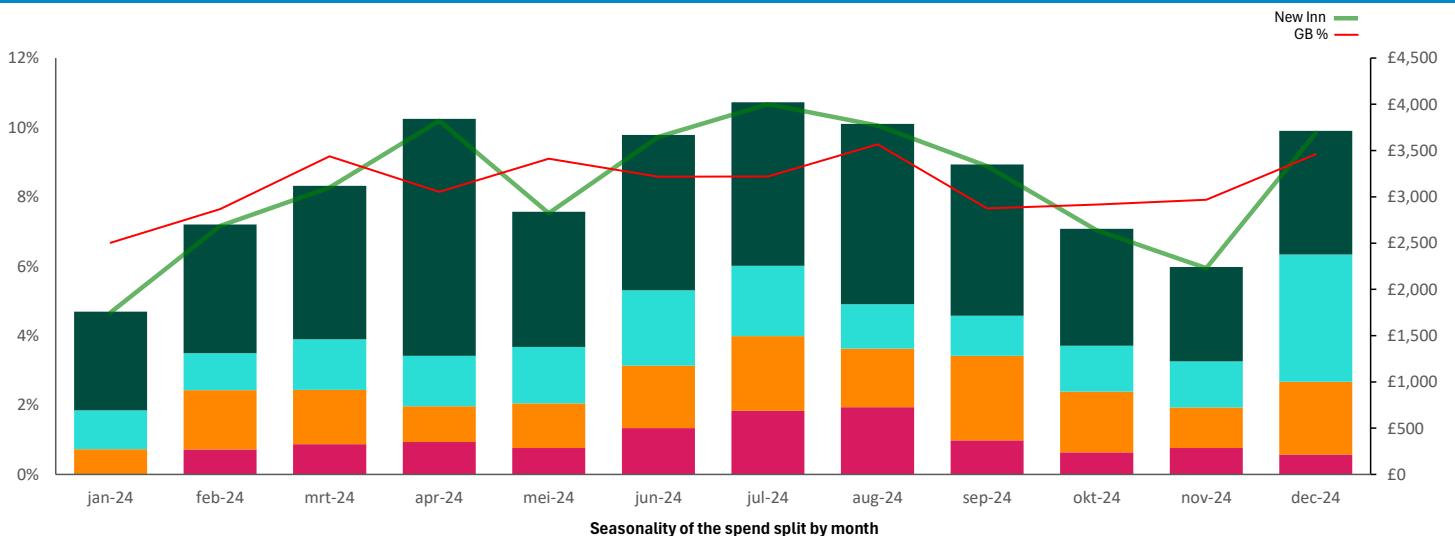
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



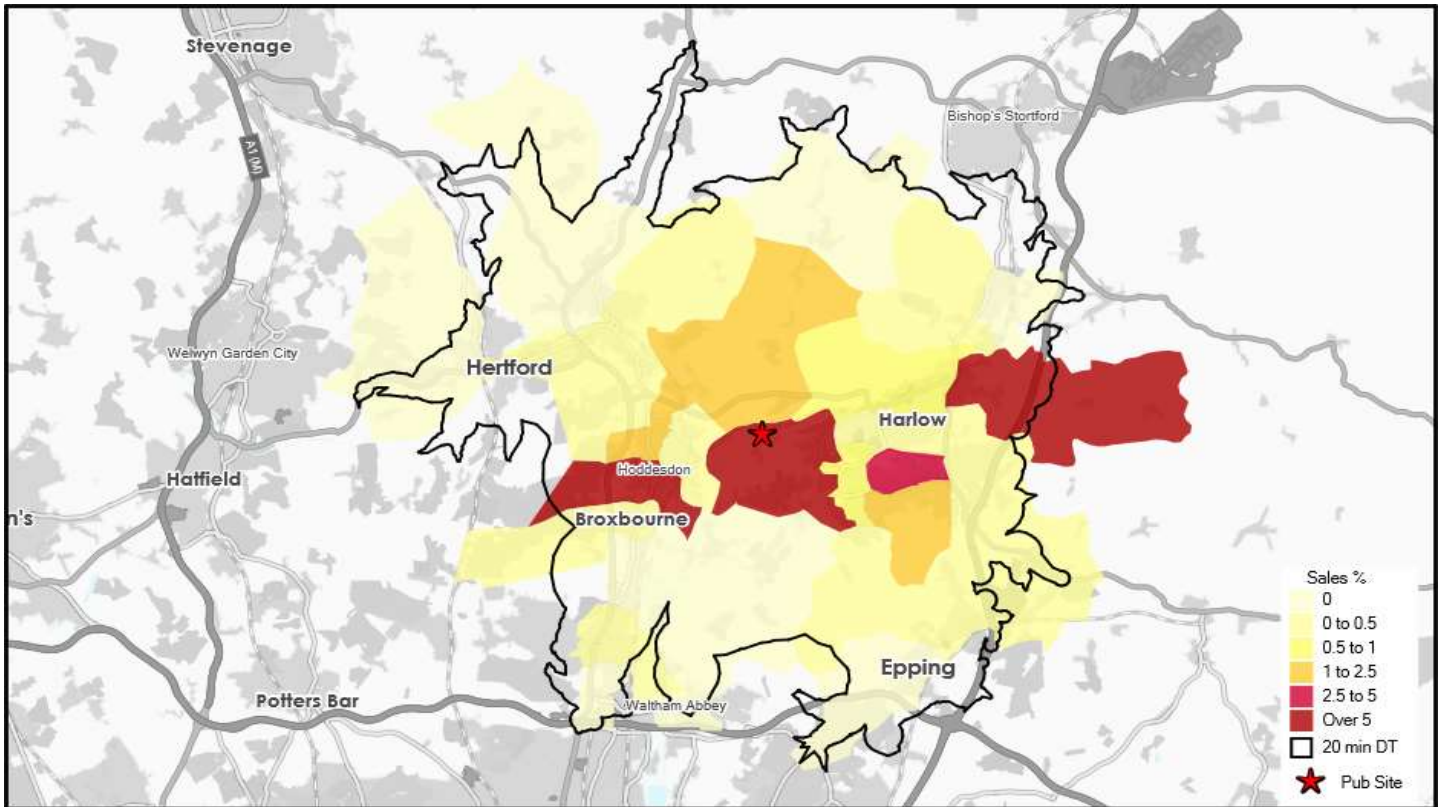
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



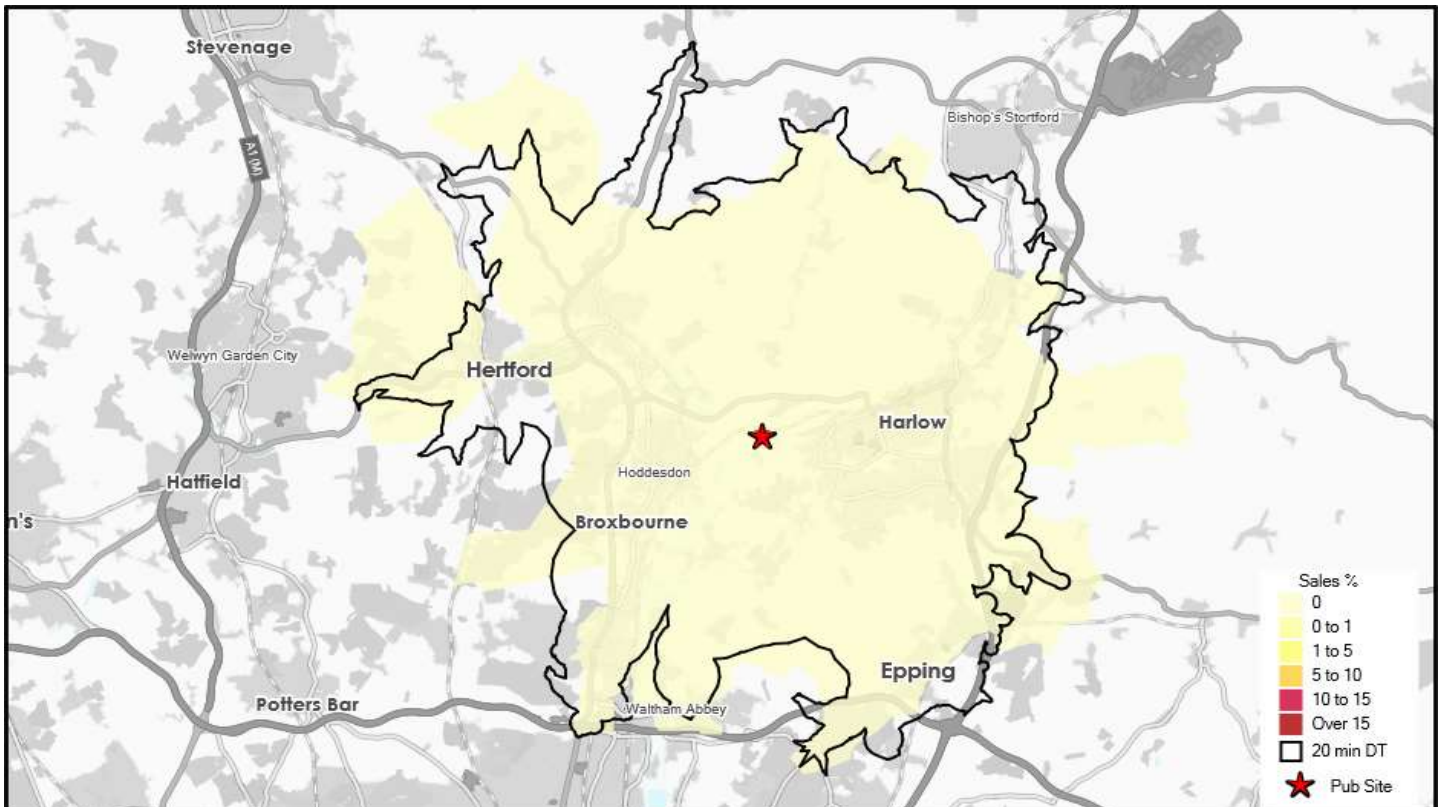
Seasonality of the spend split by month

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



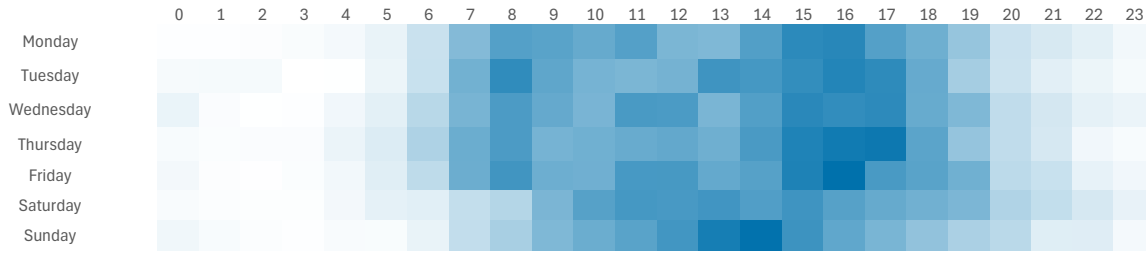
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



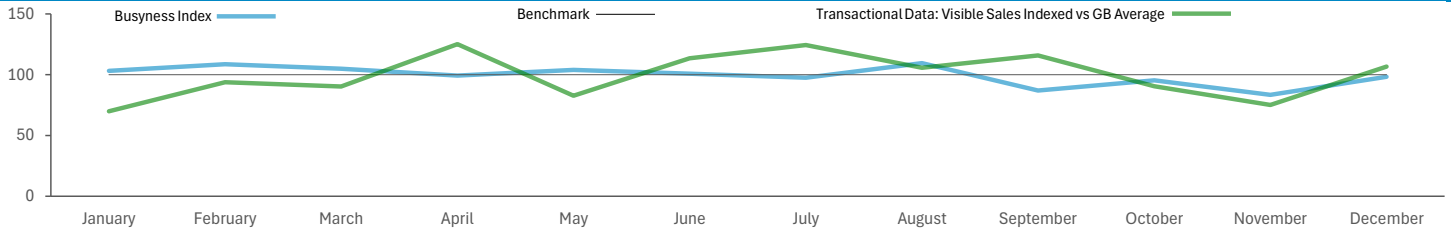
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



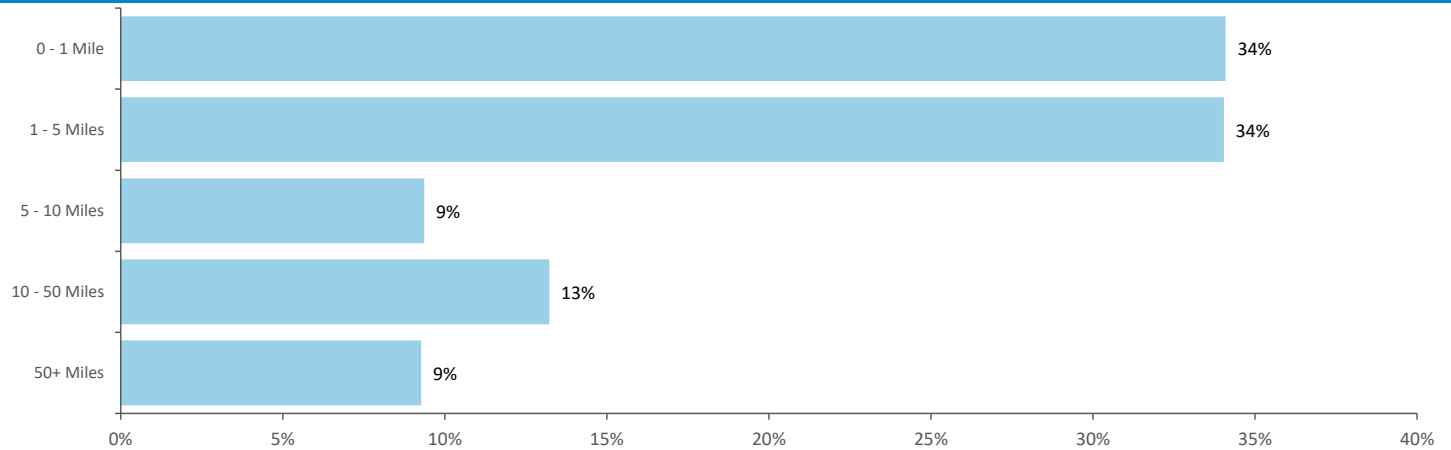
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

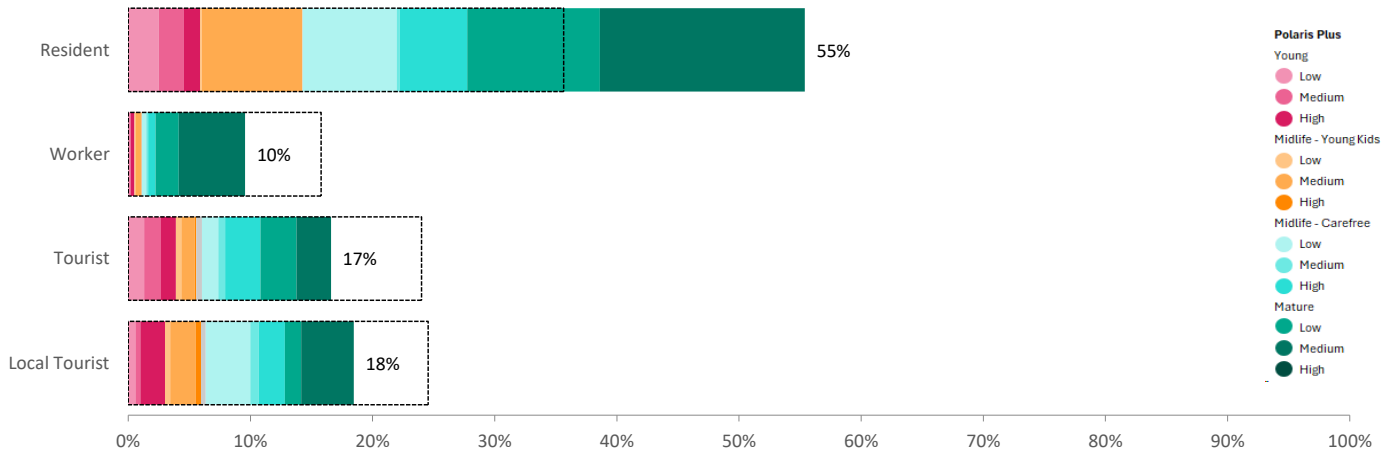
Distance from Home



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

Audience Classification by Polaris Plus

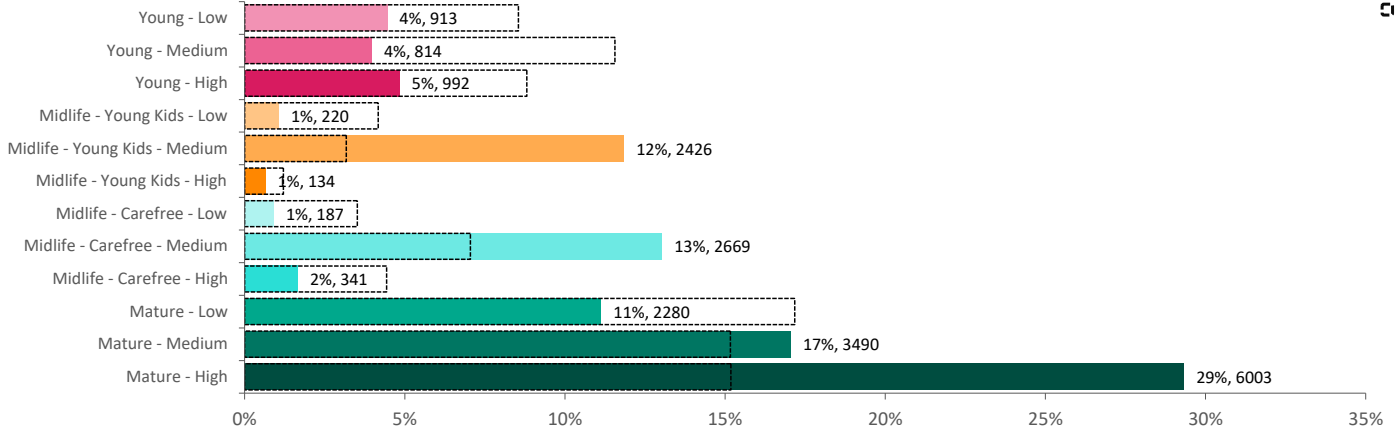
Base: GB



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

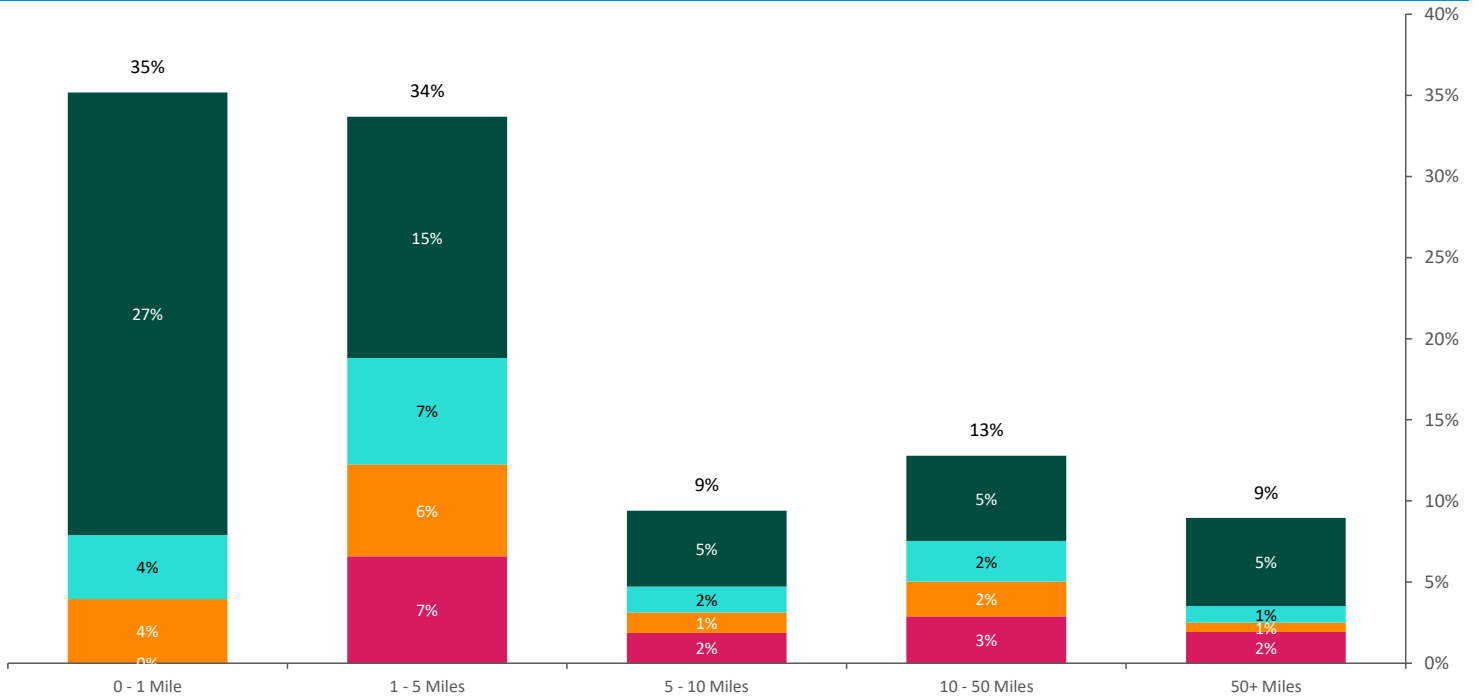
Polaris Plus Profile

GB %



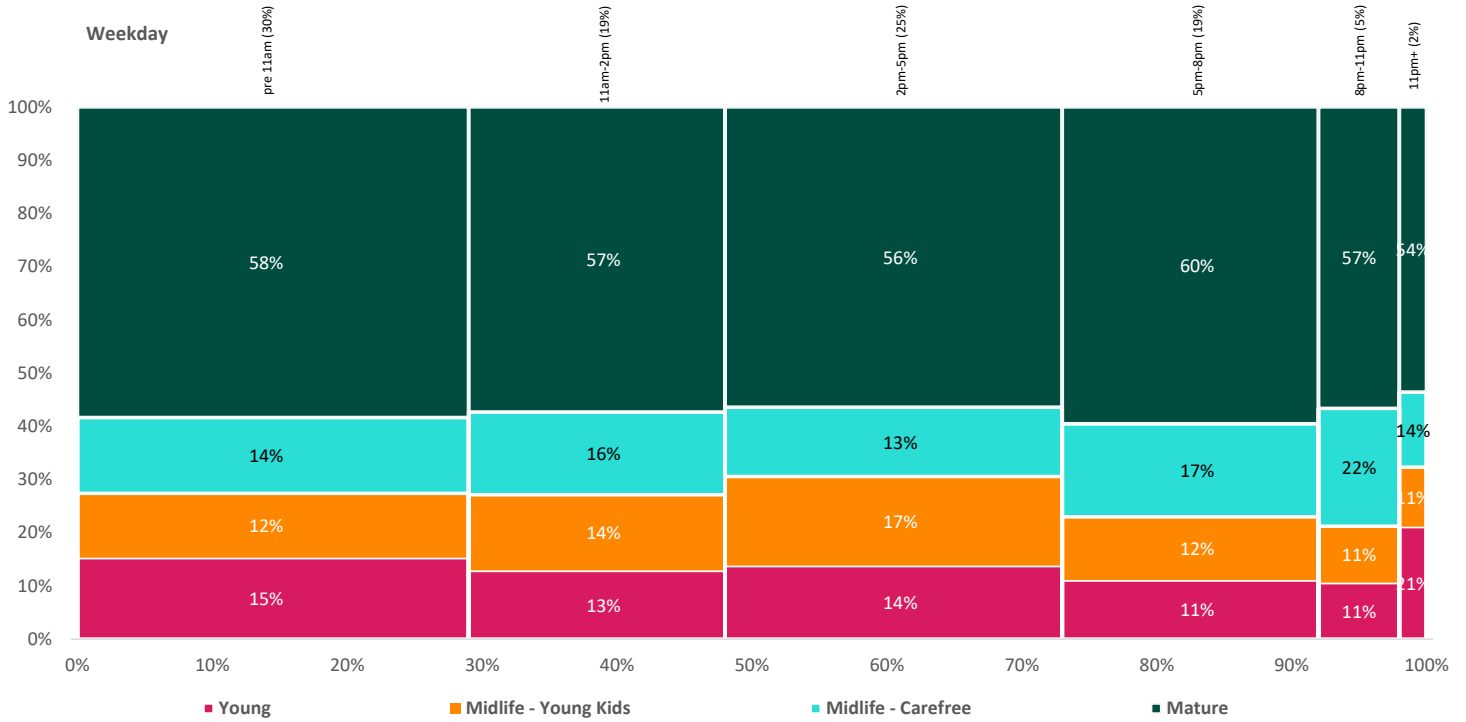
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



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

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



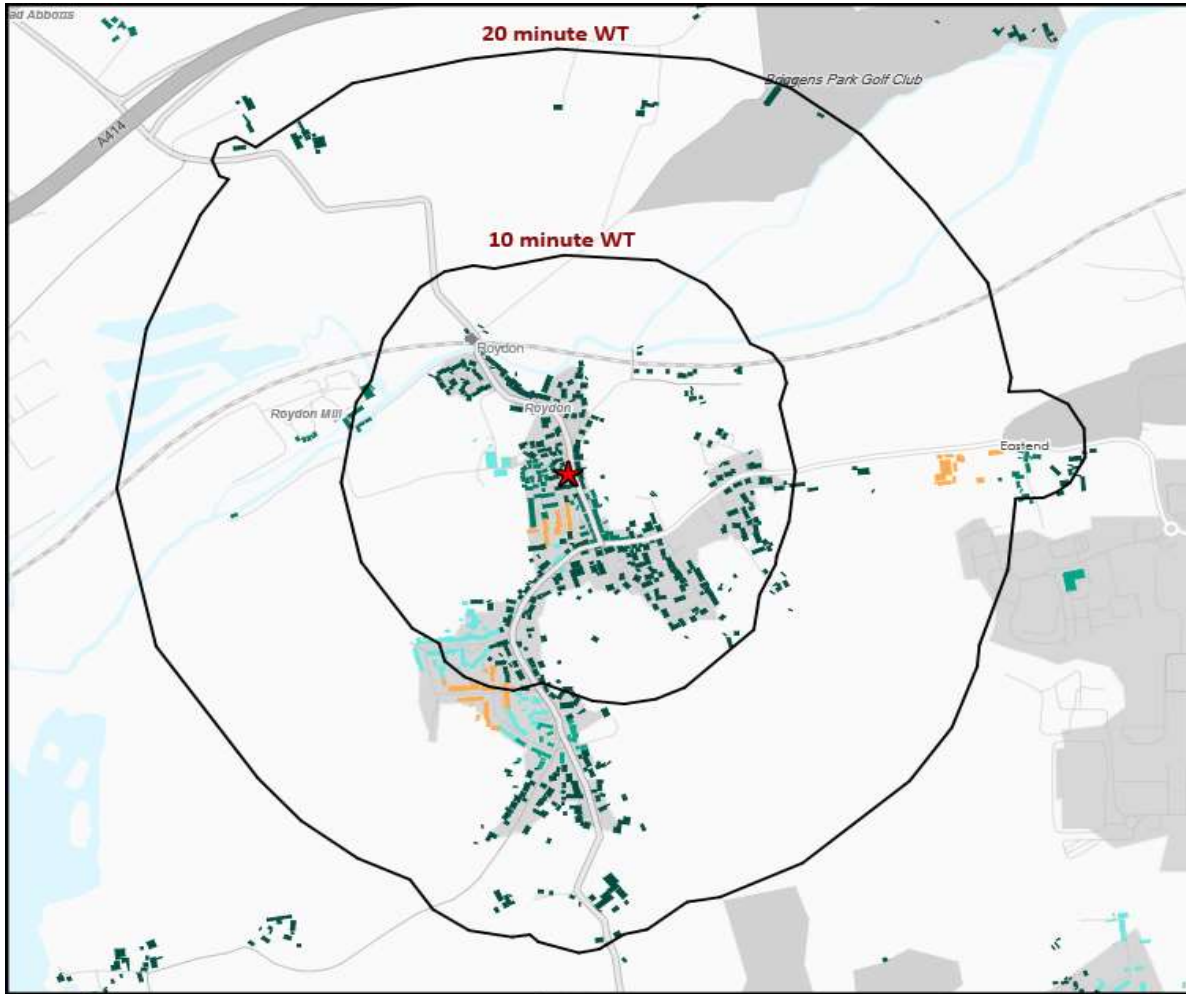
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,973	1,881	2,433	1,978	513	173	9,951	
Midlife - Carefree	728	511	563	581	201	46	2,630	
Midlife - Young Kids	615	466	721	394	96	36	2,329	
Young	780	423	596	369	96	68	2,332	
All	5,096	3,281	4,314	3,323	907	323	17,242	

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	918	932	906	608	259	78	3,702	
Midlife - Young Kids	166	259	268	180	84	18	975	
Midlife - Carefree	159	211	235	130	42	22	799	
Mature	119	190	191	137	67	16	719	
All	1,361	1,592	1,600	1,055	452	134	6,195	

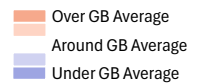
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

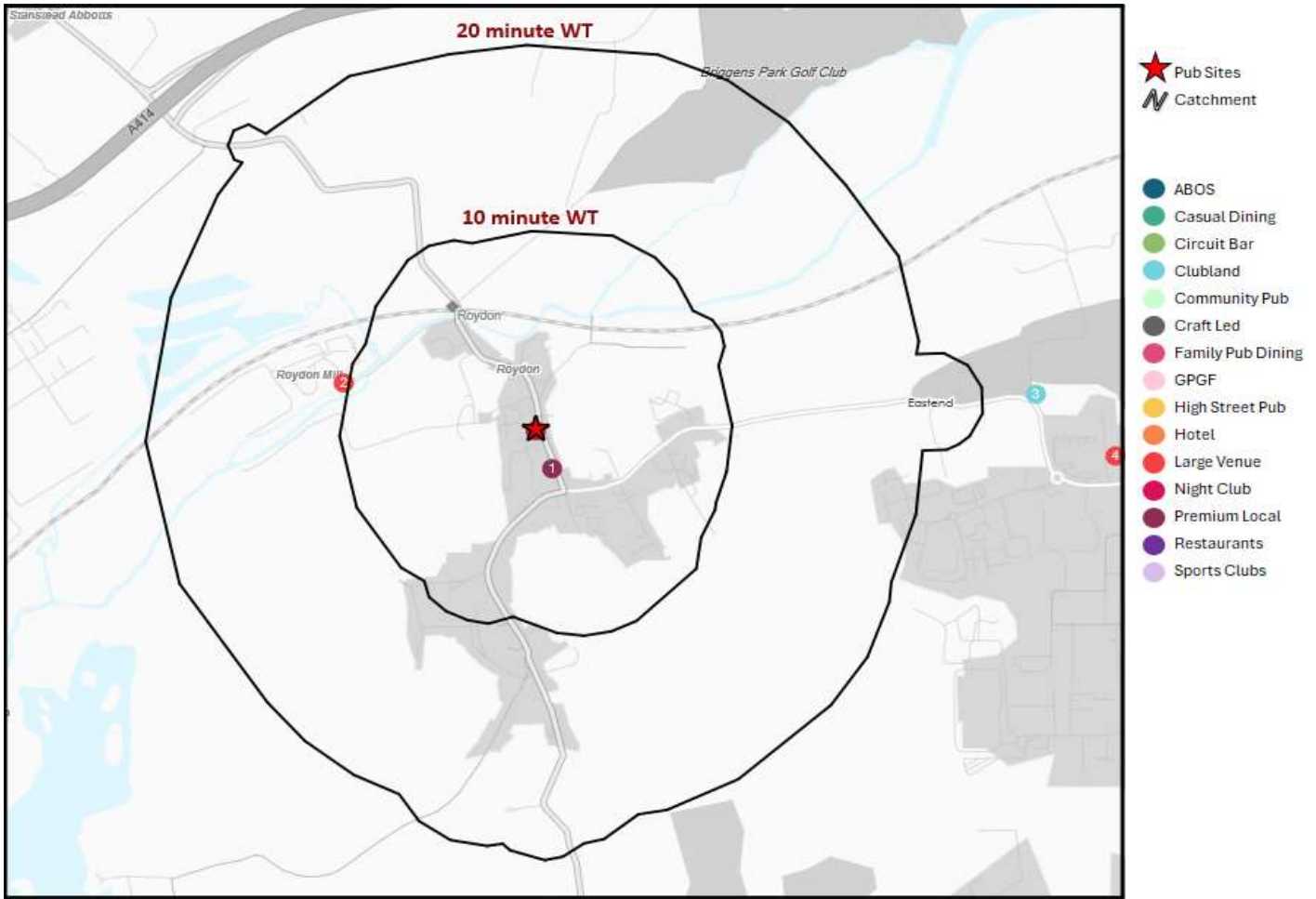


Polaris Plus Profile by Catchment

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	15.685	0	0	71
Medium	0	0	8.975	0	0	36
High	0	0	18.906	0	0	125
Midlife - Young Kids						
Low	0	0	1.394	0	0	11
Medium	87	313	34.069	176	466	356
High	0	0	2.416	0	0	96
Midlife - Carefree						
Low	0	0	815	0	0	9
Medium	153	195	49.862	187	175	314
High	0	0	8.338	0	0	84
Mature						
Low	0	6	26.347	0	3	86
Medium	188	291	9.627	105	120	28
High	720	758	45.024	417	322	134
Not Private Households	0	0	1.481	0	0	55
Total	1.148	1.563	222.939			

*WT= Walktime, **DT= Drivetime



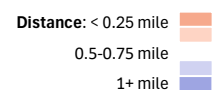


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	New Inn	CM19 5EE	Star Pubs & Bars	Premium Local	57,3%	90,6%	0,00
1	White Hart	CM19 5EA	Greene King	Premium Local	0,0%	0,0%	0,08
2	Roydon Marina Village	CM19 5EJ	Independent Free	Large Venue	30,6%	56,0%	0,38
3	Harlow Town Football Club	CM19 5DU	Independent Free	Clubland	6,6%	79,0%	0,97
4	Harlow Greyhound Stadium	CM19 5DY	Independent Free	Large Venue	5,6%	62,0%	1,12

* 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



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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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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: 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.

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 a 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.

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							