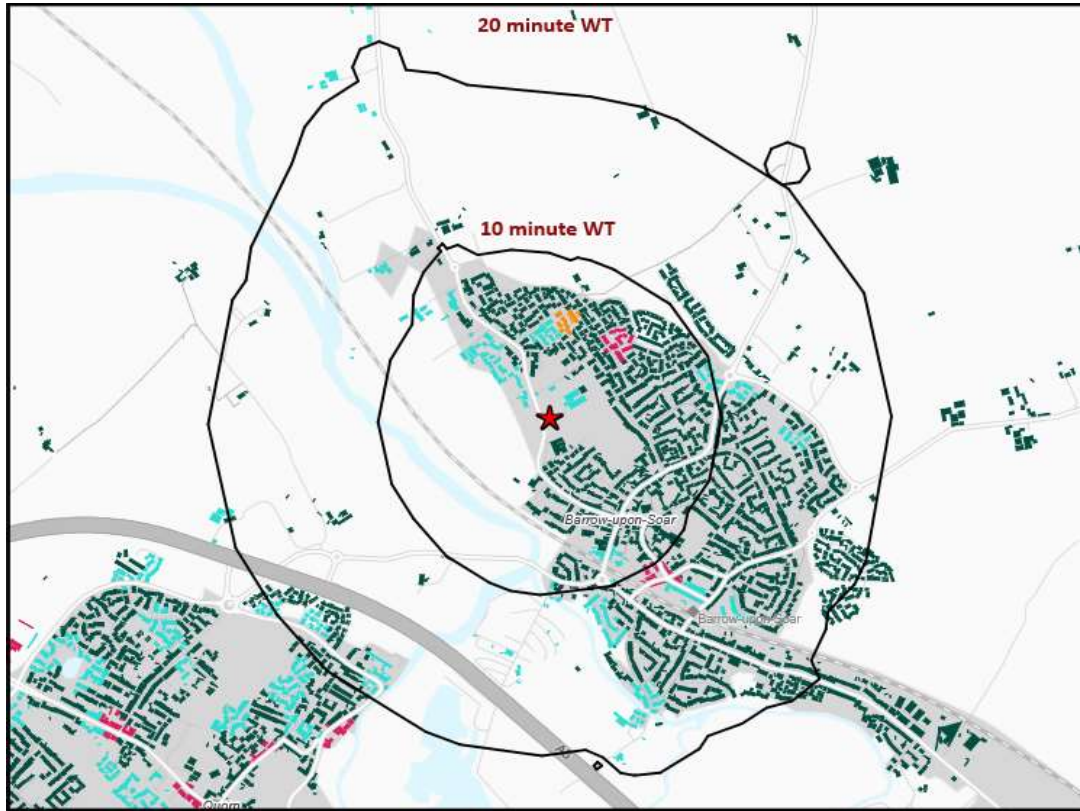


Catchment Summary - Three Crowns Barrow Upon Soar



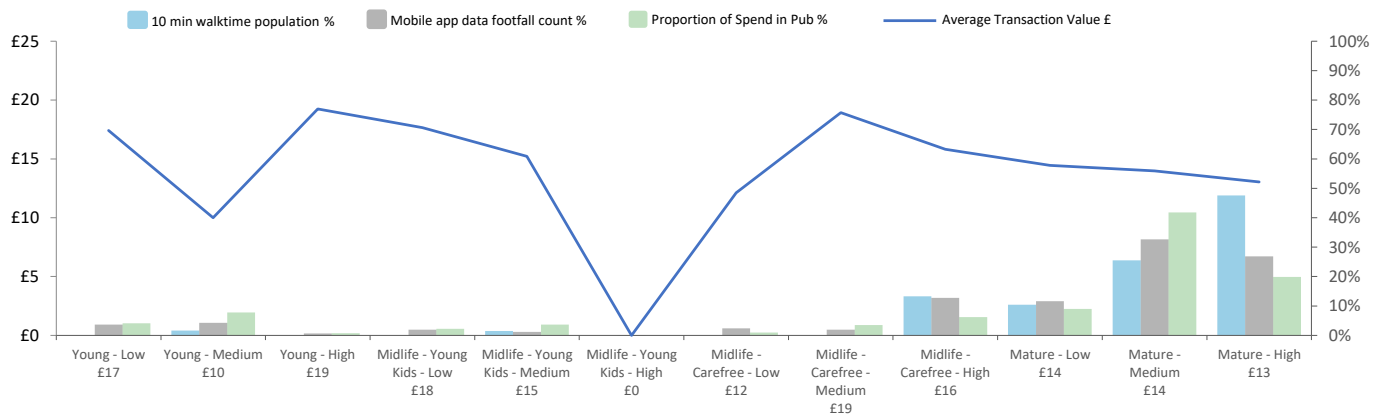
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Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
625402	Three Crowns Barrow Upon Soar	LE12 8JS	Star Pubs & Bars	Premium Local	13



- ★ 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 - Three Crowns Barrow Upon Soar

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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**

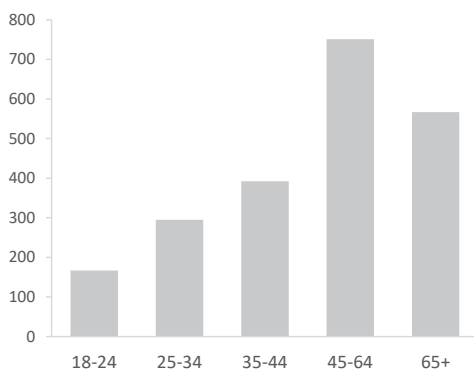
Population	2,834	7,178	309,945	53	39	71
Adults 18+	2,172	5,701	246,408	48	37	71
Competition Pubs	5	7	260	28	19	63
Adults 18+ per Competition Pub	434	814	948	51	95	110
% Adults Likely to Drink	80.4%	79.9%	72.7%	105	105	95

Population & Adults 18+ index is based on all pubs

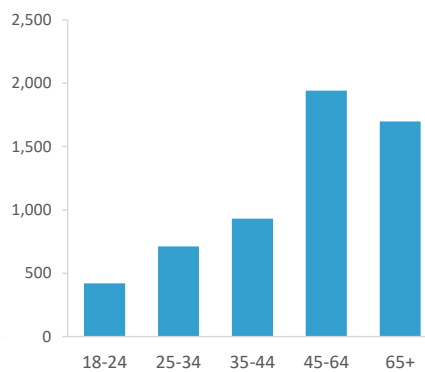
Affluence	Low	10.5%	12.9%	34.3%	31	39	103
	Medium	28.7%	51.8%	46.4%	75	136	122
	High	60.8%	35.3%	18.7%	223	129	69

*Affluence does not include Not Private Households

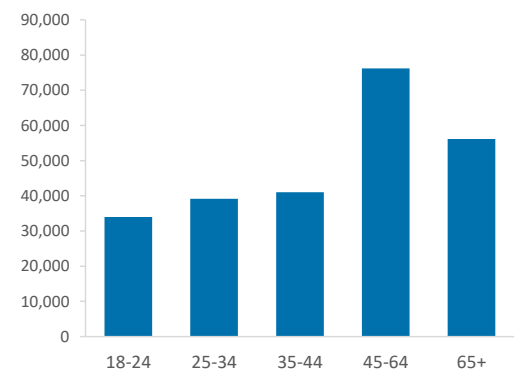
Age Profile	18-24	167	421	33,956	72	72	135
	25-34	295	711	39,130	78	74	95
	35-44	392	930	41,006	104	98	100
	45-64	751	1,942	76,197	103	105	96
	65+	567	1,697	56,119	104	123	94



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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	1,354 (48%)	3,412 (48%)	153,681 (50%)	98	97	101
	Female	1,480 (52%)	3,766 (52%)	156,264 (50%)	102	103	99

Economic Status (16+)	Employed: Full-time	864 (39%)	2,220 (38%)	84,713 (33%)	112	110	97
	Employed: Part-time	297 (13%)	728 (12%)	31,805 (13%)	111	104	105
	Self employed	226 (10%)	561 (10%)	18,956 (7%)	109	104	81
	Unemployed	20 (1%)	90 (2%)	6,255 (2%)	32	55	89
	Full-time student	39 (2%)	100 (2%)	7,174 (3%)	73	72	119
	Retired	575 (26%)	1,580 (27%)	52,415 (21%)	117	123	94
	Other	222 (10%)	591 (10%)	52,553 (21%)	57	58	119

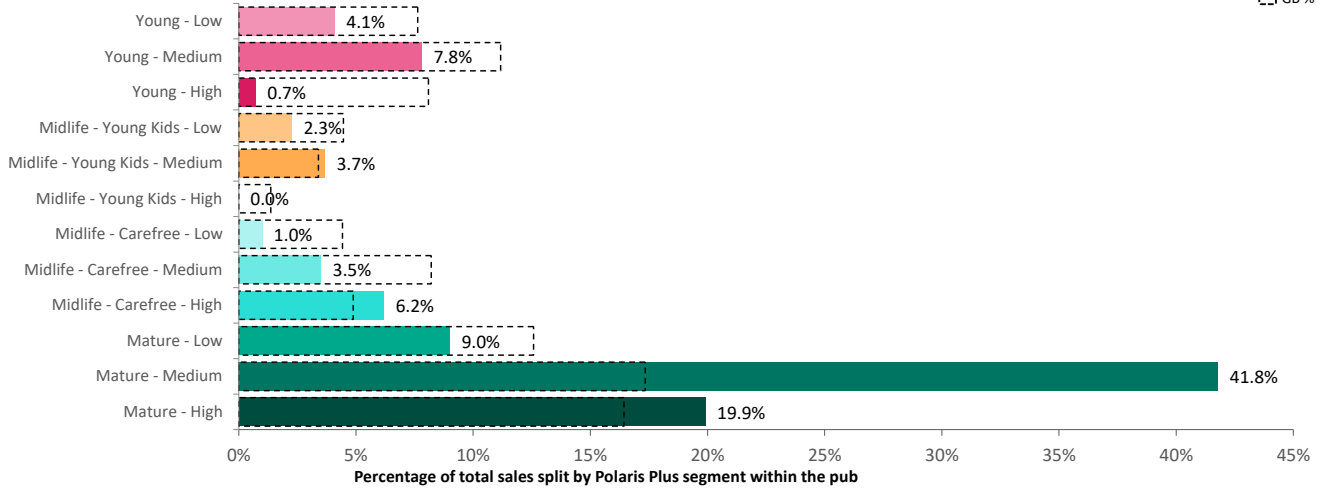
Total Worker Count	977	1,982	143,133
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See the Glossary page for further information on the above variables

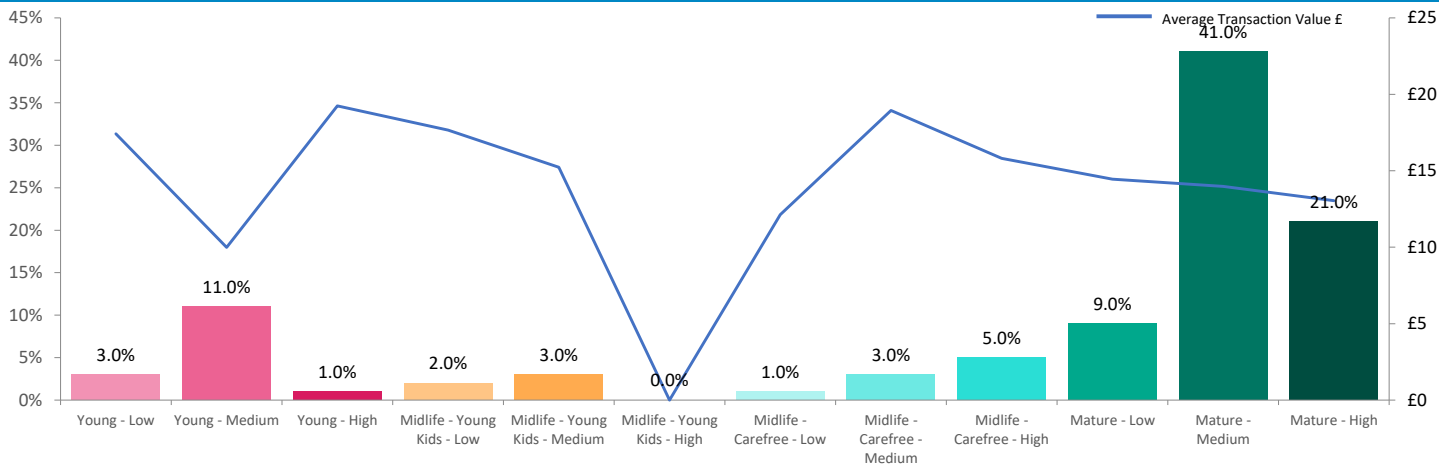
Transactional Data Summary - Three Crowns Barrow Upon Soar

Spend by Polaris Plus

GB %

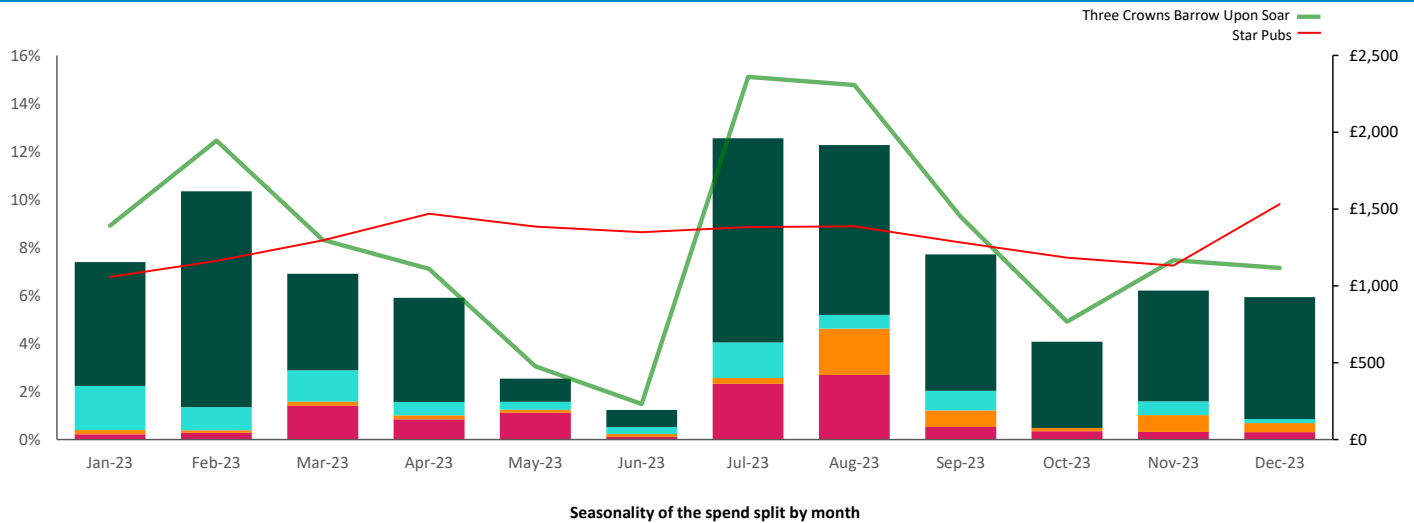


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

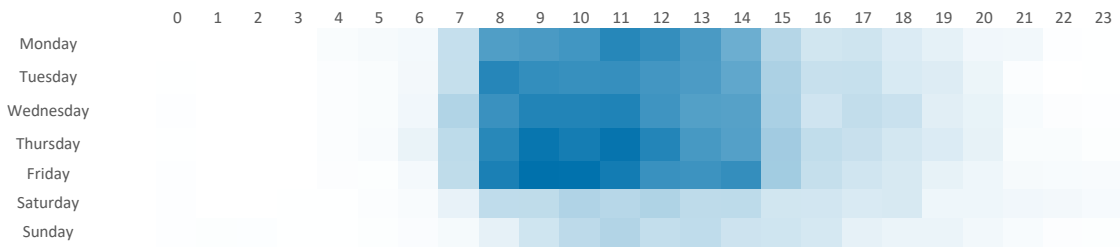


Mobile Data Summary - Three Crowns Barrow Upon Soar



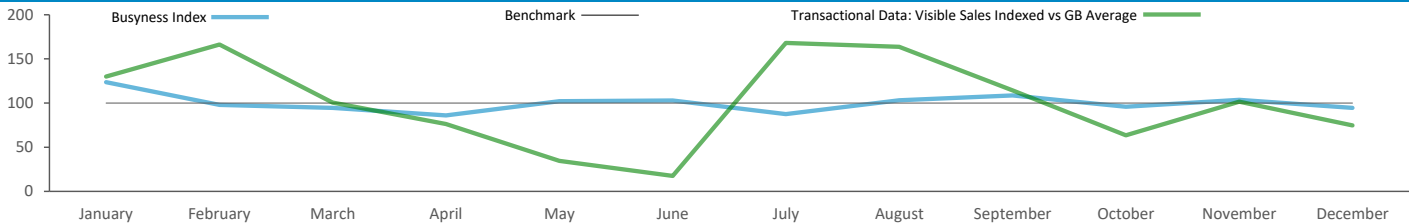
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Time of Day/Day of Week



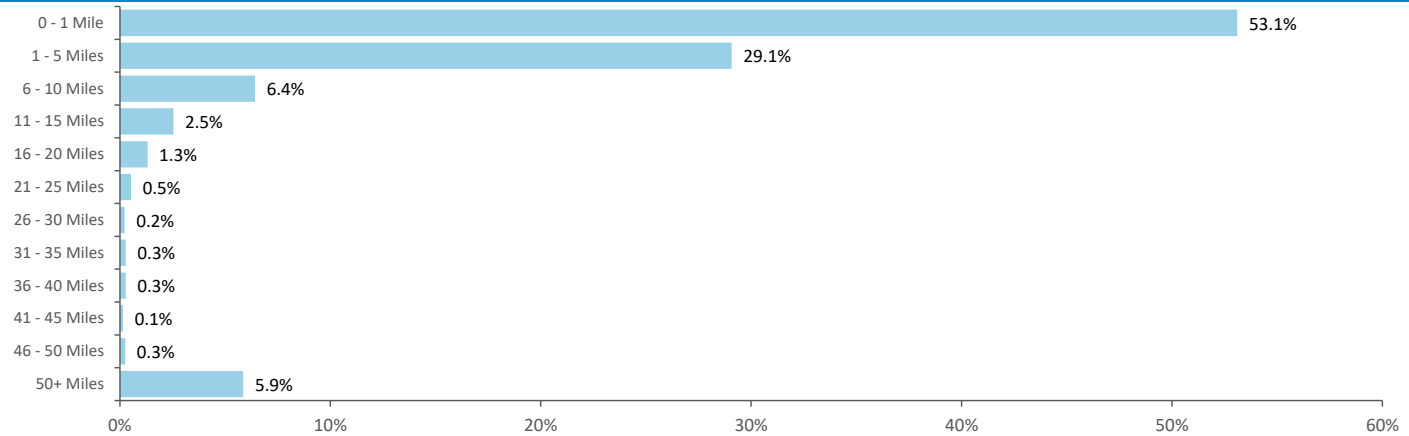
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

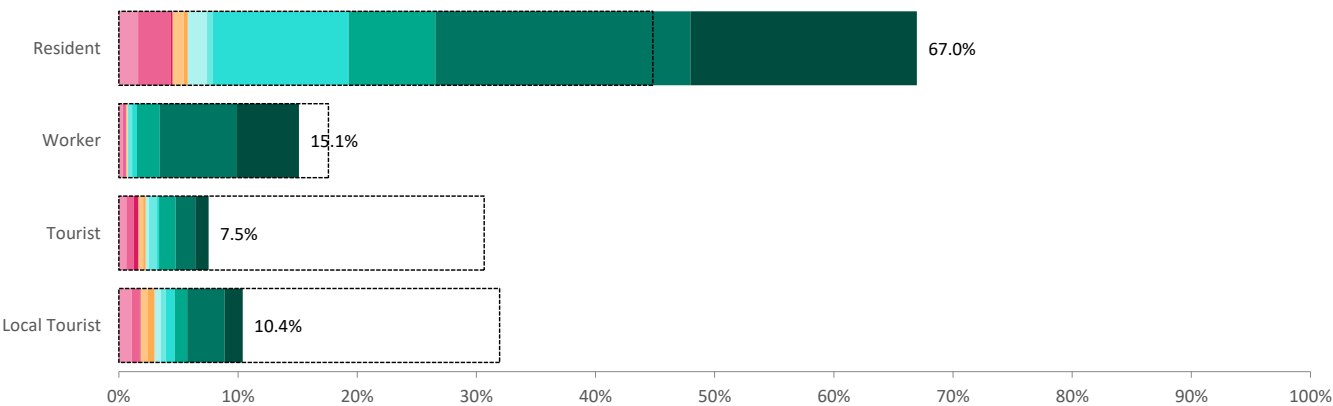
Distance from Home



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



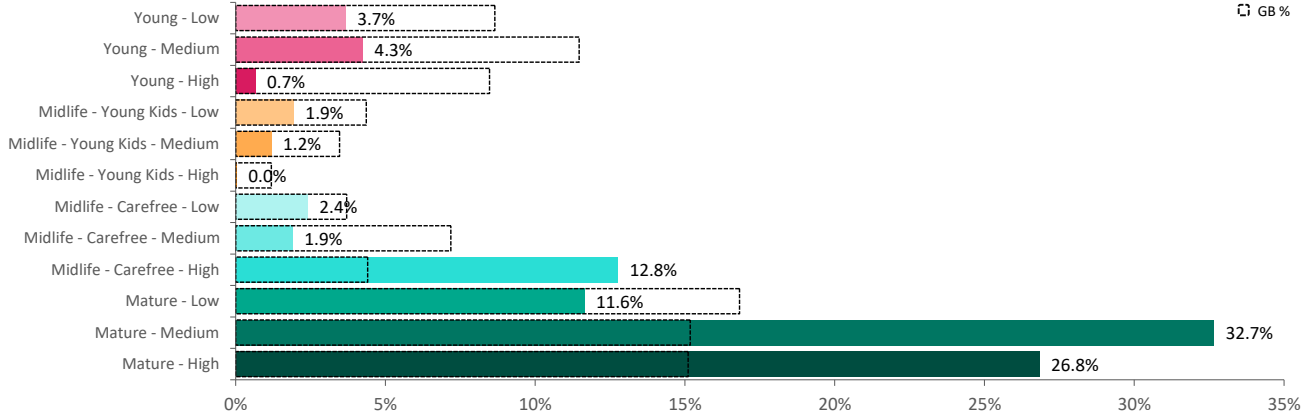
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Three Crowns Barrow Upon Soar



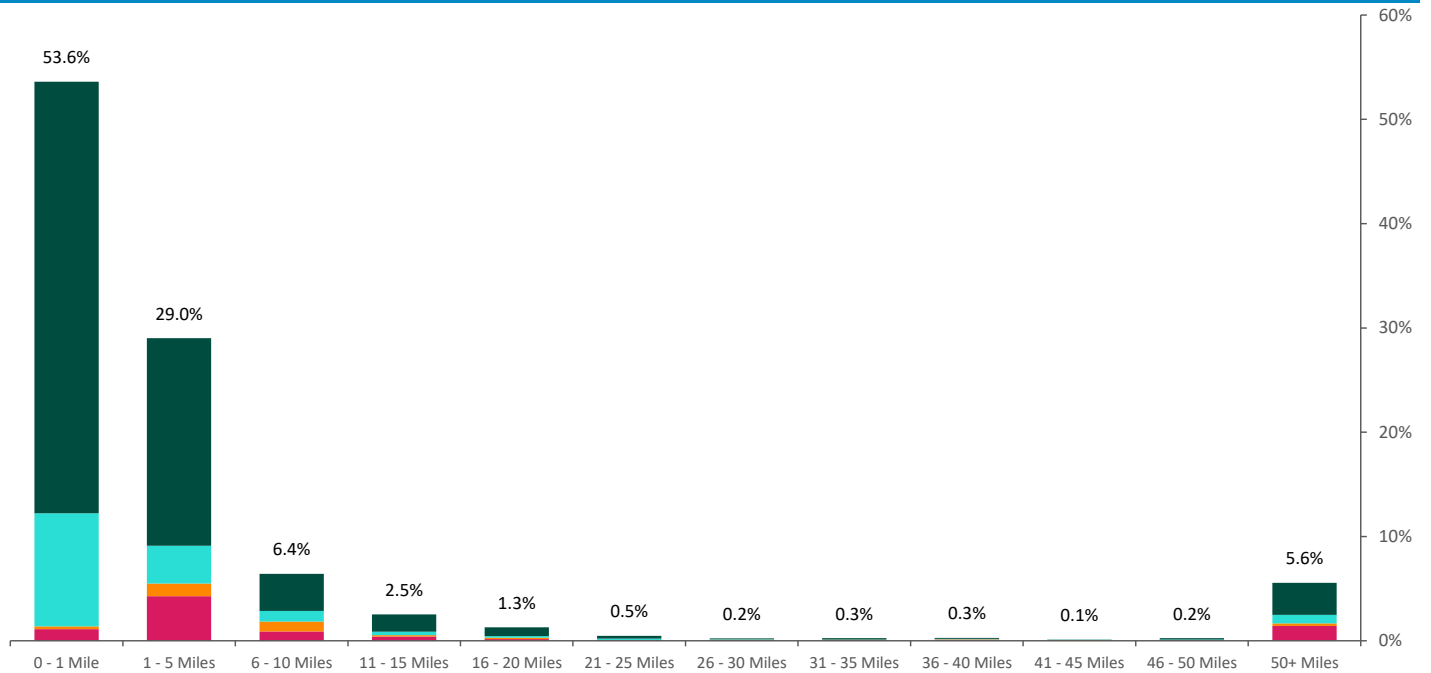
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Polaris Plus Profile



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



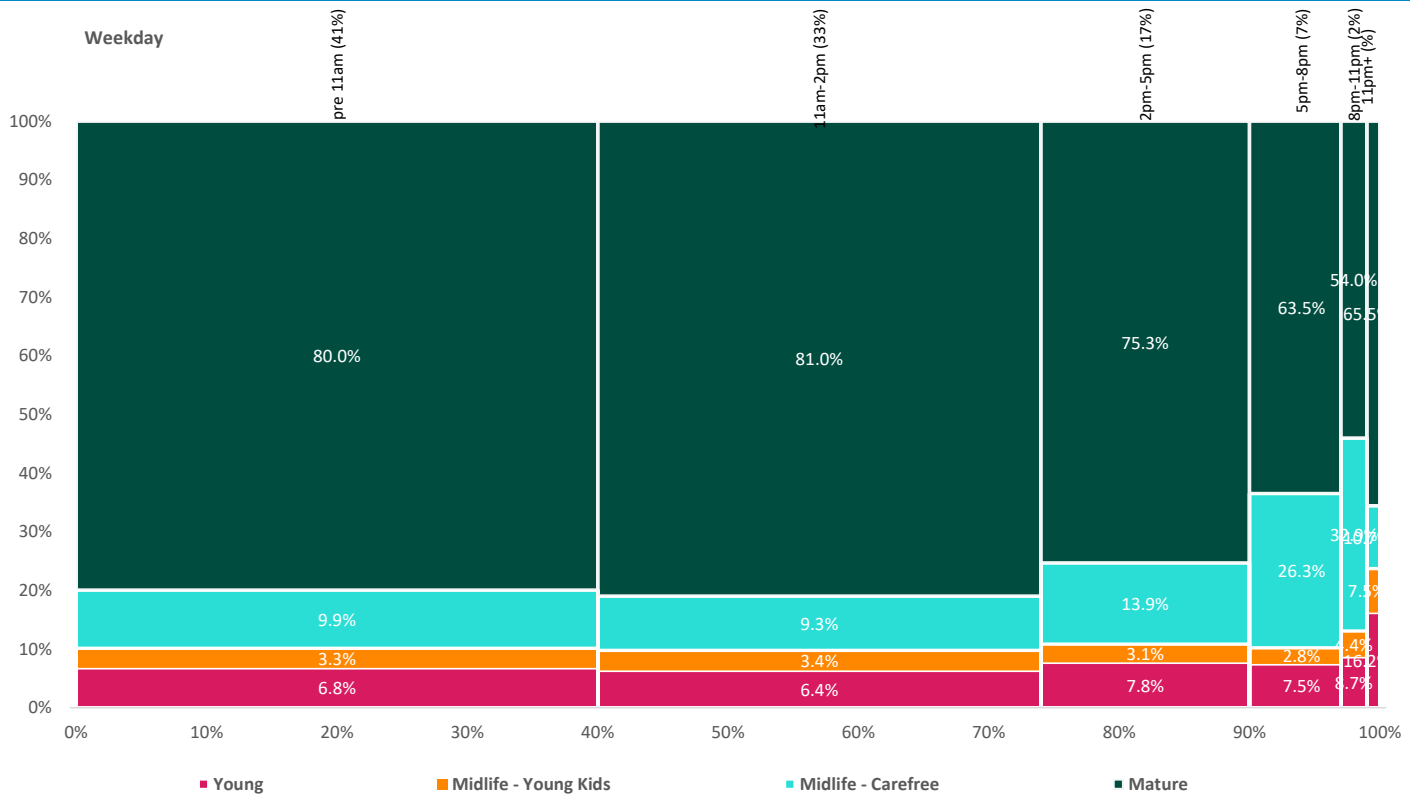
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Three Crowns Barrow Upon Soar

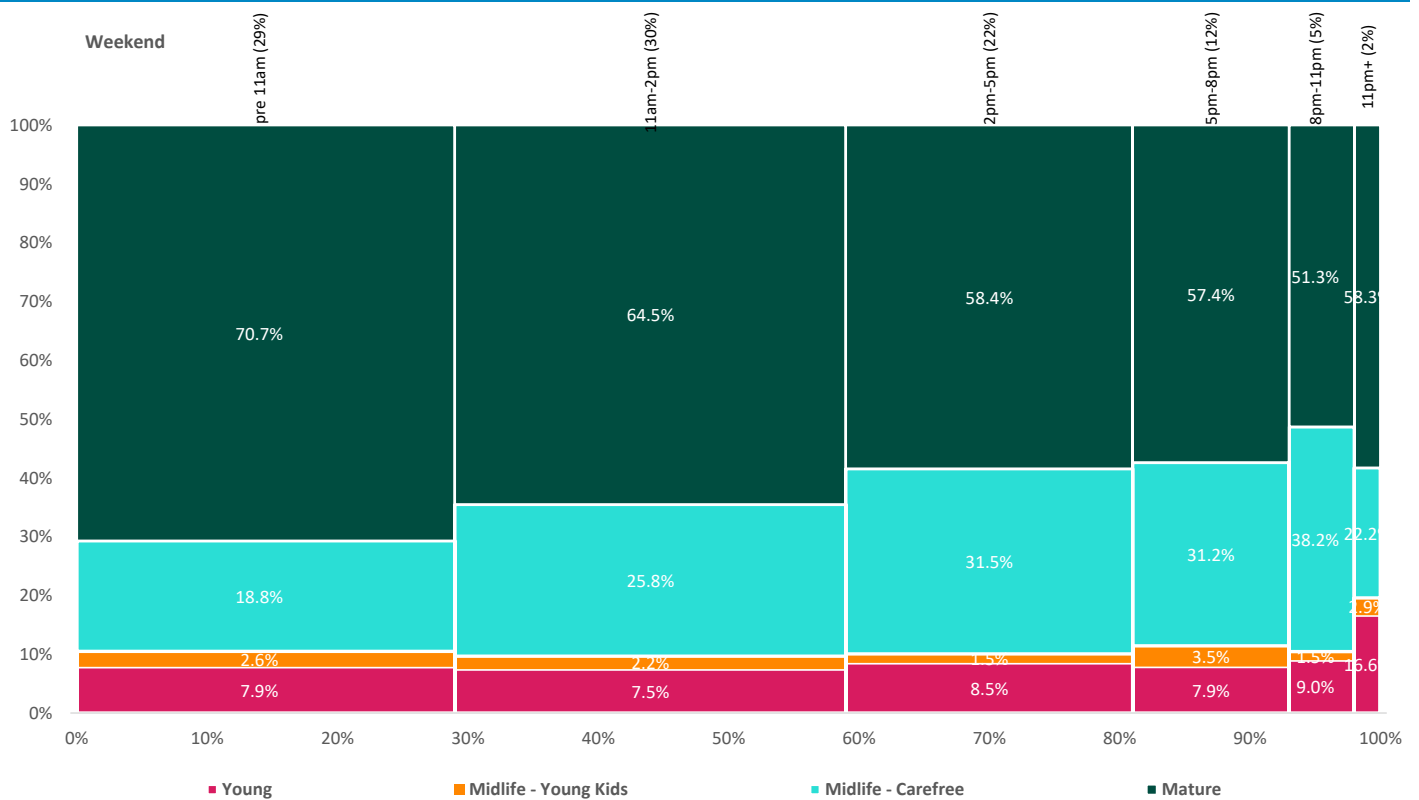


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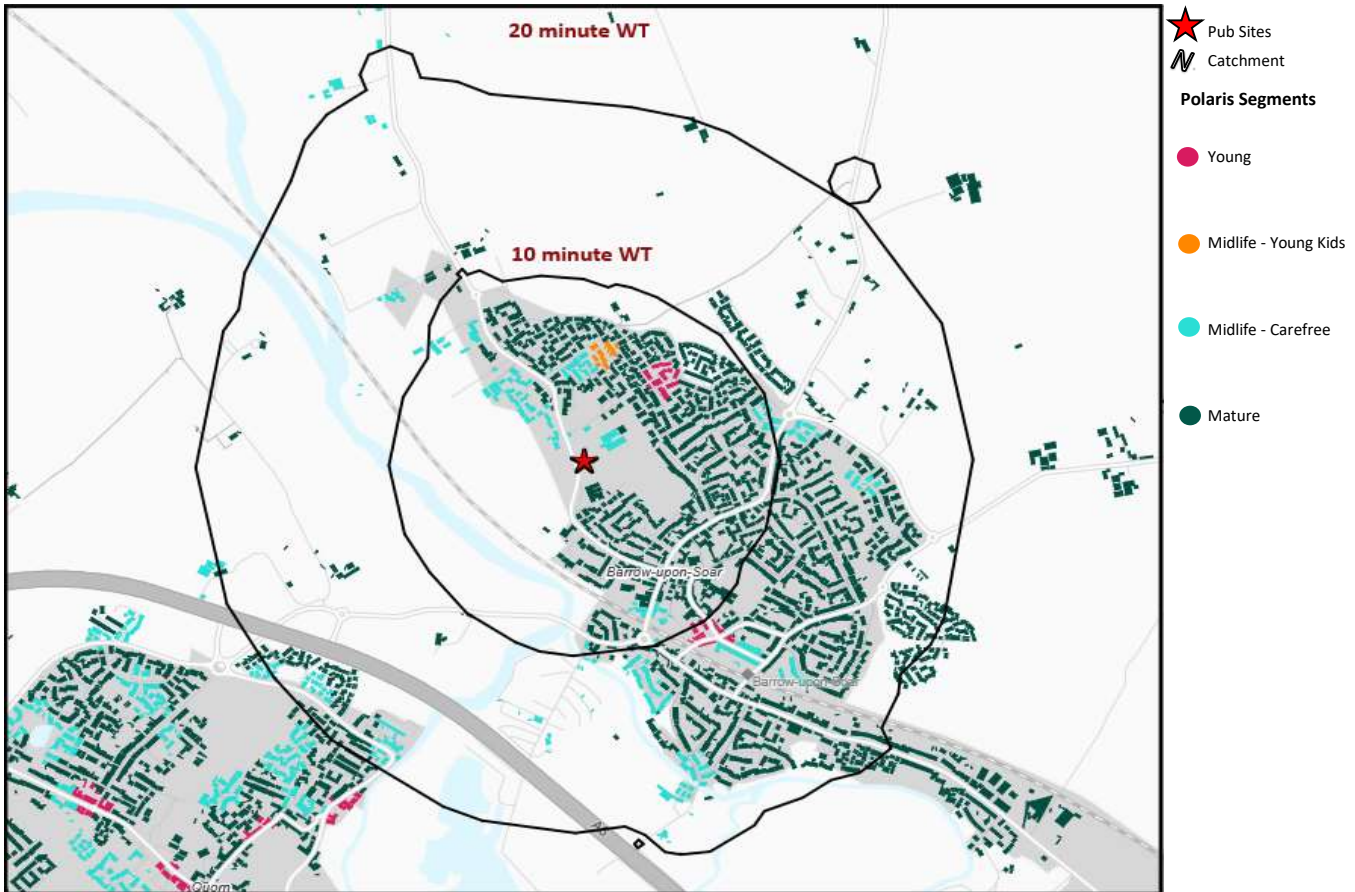
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Three Crowns Barrow Upon Soar



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	36	101	55,475	6	6	82
Midlife - Young Kids	33	33	46,810	14	5	174
Midlife - Carefree	288	642	38,707	84	71	99
Mature	1,815	4,925	103,903	188	195	95
Not Private Households	0	0	1,513	0	0	47
Total	2,172	5,701	246,408			

Polaris Plus Summary - Three Crowns Barrow Upon Soar

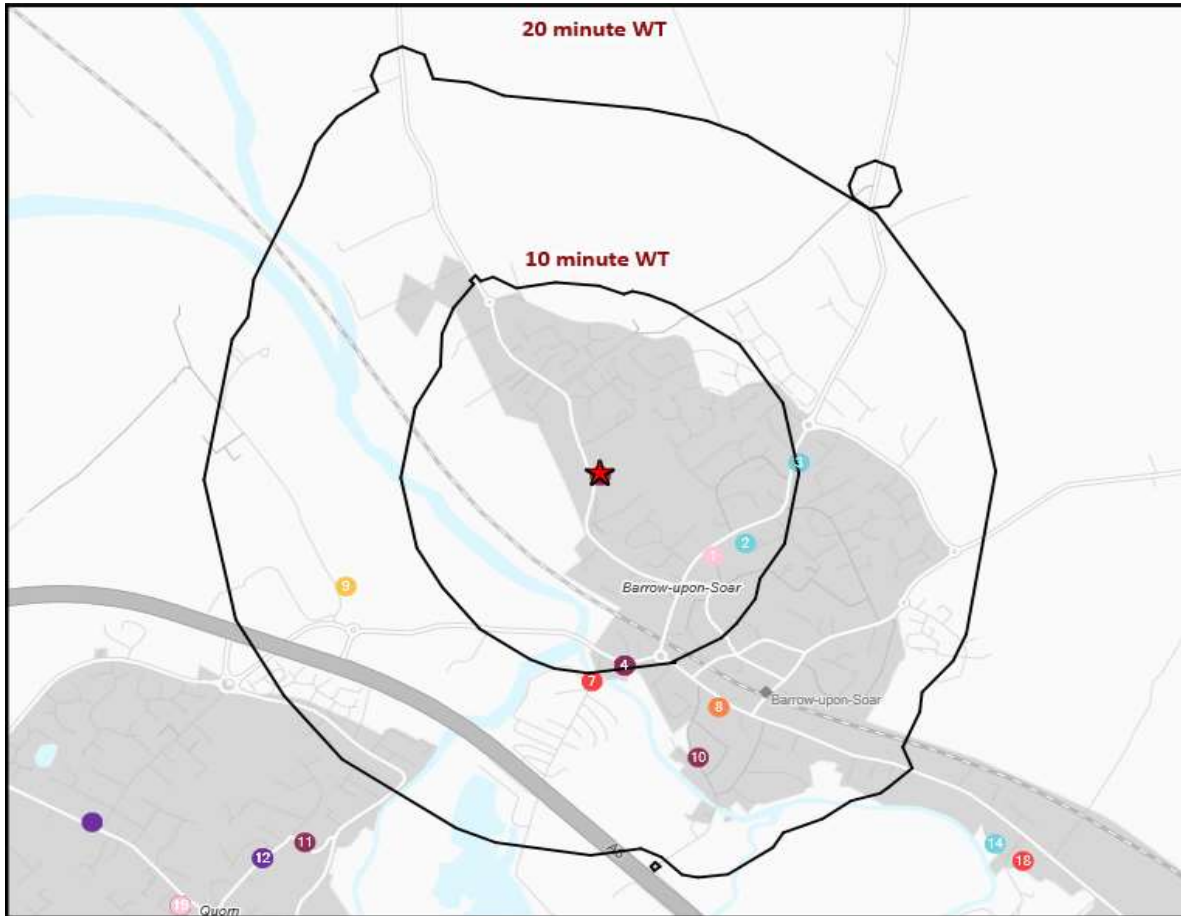



Polaris Plus Profile by Catchment

*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	0	24,123	0	0	100
Medium	36	36	27,607	15	6	102
High	0	65	3,745	0	17	23
Midlife - Young Kids						
Low	0	0	20,764	0	0	154
Medium	33	33	25,997	35	13	244
High	0	0	49	0	0	2
Midlife - Carefree						
Low	0	7	17,641	0	3	170
Medium	0	191	10,332	0	47	59
High	288	444	10,734	298	175	98
Mature						
Low	227	730	21,972	76	93	65
Medium	555	2,693	50,350	163	302	130
High	1,033	1,502	31,581	317	176	85
Not Private Households	0	0	1,513	0	0	47
Total	2,172	5,701	246,408			

CGA Summary - Three Crowns Barrow Upon Soar



- ★ 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	Three Crowns	LE12 8JS	Star Pubs & Bars	Premium Local	0.0
1	Blacksmith Arms	LE12 8PP	Independent Free	GPGF	0.3
2	Barrow & District Conservative Club	LE12 8QA	Independent Free	Clubland	0.3
3	Barrow Town Cricket Club	LE12 8JB	Independent Free	Clubland	0.4
4	Soar Bridge Inn	LE12 8PN	Everards	Premium Local	0.4
4	Bengal Tandoori & Balti Restaurant	LE12 8PN	Independent Free	Restaurants	0.4
4	Moorings	LE12 8PN	Stonegate Pub Company	Premium Local	0.4
7	Proctors Pleasure Park	LE12 8QF	Independent Free	Large Venue	0.4
8	Hunting Lodge	LE12 8LZ	Star Pubs & Bars	Hotel	0.5
9	Boat House	LE12 8EN	Independent Free	High Street Pub	0.5
10	Navigation Inn	LE12 8LQ	Admiral Taverns Ltd	Premium Local	0.6
11	Apple Tree	LE12 8BU	Stonegate Pub Company	Premium Local	0.9
12	John Dorys	LE12 8BS	Independent Free	Restaurants	1.0
12	Monk	LE12 8BS	Independent Free	Restaurants	1.0
14	Barrow Town Football Club	LE12 8LL	Independent Free	Clubland	1.1
15	Quorn Country Hotel	LE12 8BB	Independent Free	Hotel	1.1
16	White Horse	LE12 8ET	Everards	Premium Local	1.1
16	Amirul Tandoori Restaurant	LE12 8ET	Independent Free	Restaurants	1.1
18	Meadow Farm Marina & Caravan Park	LE12 8NB	Independent Free	Large Venue	1.1
19	Ferraris Trattoria	LE12 8DT	Independent Free	Restaurants	1.2
19	White Hart Inn	LE12 8DT	Punch Pub Company	Premium Local	1.2

Per Pub Analysis - Three Crowns Barrow Upon Soar



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,172	5,701	246,408
Number of Competition Pubs	5	7	260
Adults 18+ per Competition Pub	434	814	948

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	106	4.9%	60
Circuit Bar	0	25	1.2%	29
Community Pub	0	313	14.4%	75
Craft Led	0	7	0.3%	9
Great Pub Great Food	1	749	34.5%	195
High Street Pub	0	270	12.4%	67
Premium Local	3	702	32.3%	196

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	177	3.1%	38
Circuit Bar	0	62	1.1%	27
Community Pub	0	1,178	20.7%	108
Craft Led	0	18	0.3%	9
Great Pub Great Food	1	1,457	25.6%	144
High Street Pub	0	1,092	19.2%	104
Premium Local	4	1,519	26.6%	162

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	16,906	6.9%	85
Circuit Bar	5	11,240	4.6%	112
Community Pub	24	49,634	20.1%	105
Craft Led	0	7,338	3.0%	86
Great Pub Great Food	14	38,561	15.6%	88
High Street Pub	31	49,435	20.1%	109
Premium Local	62	43,809	17.8%	108

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></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</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	Consumer Insight	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	"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"	<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="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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																										