

Catchment Summary - Boverton Castle Htl Llantwit Major



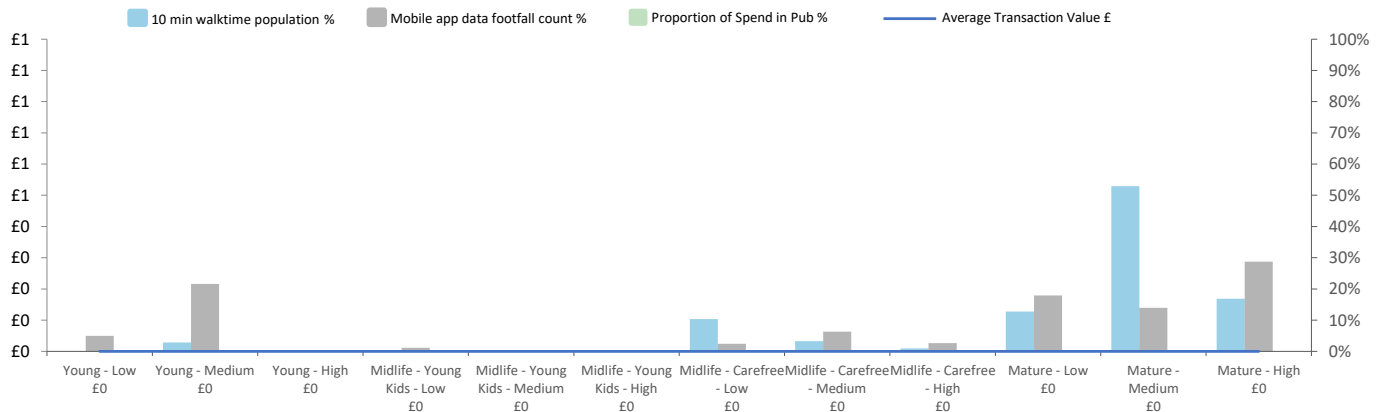
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625528	Boverton Castle Htl Llantwit Major	CF61 1UH	Star Pubs & Bars	Premium Local	19



- ★ 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 - Boverton Castle Htl Llantwit Major

	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**

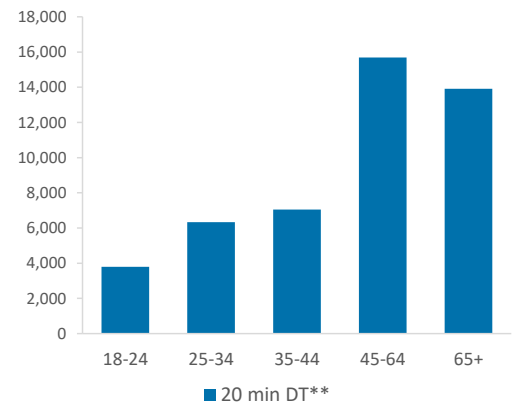
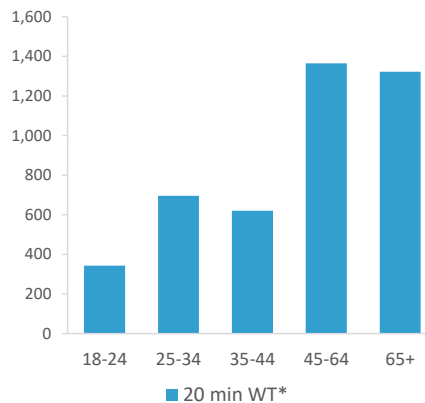
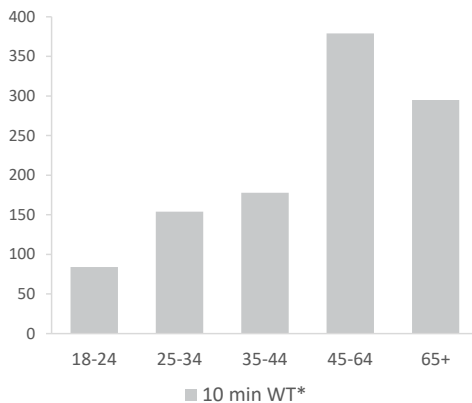
Population	1,338	5,406	58,544	25	29	13
Adults 18+	1,090	4,347	46,766	24	28	13
Competition Pubs	1	2	76	6	6	18
Adults 18+ per Competition Pub	1,090	2,174	615	127	253	72
% Adults Likely to Drink	80.4%	78.3%	79.6%	106	103	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	23.1%	33.4%	19.2%	70	101	58
	Medium	59.1%	51.7%	45.5%	155	136	119
	High	17.8%	14.8%	33.3%	65	54	122

*Affluence does not include Not Private Households

Age Profile	18-24	84	343	3,798	77	78	80
	25-34	154	696	6,325	86	97	81
	35-44	178	620	7,042	100	87	91
	45-64	379	1,365	15,694	110	98	104
	65+	295	1,323	13,907	115	127	124



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	669 (50%)	2,605 (48%)	28,401 (49%)	102	98	99
	Female	669 (50%)	2,801 (52%)	30,143 (51%)	98	102	101

Economic Status (16+)	Employed: Full-time	424 (38%)	1,496 (33%)	15,895 (33%)	110	97	96
	Employed: Part-time	157 (14%)	568 (13%)	5,766 (12%)	118	107	101
	Self employed	82 (7%)	283 (6%)	4,248 (9%)	79	69	95
	Unemployed	16 (1%)	101 (2%)	1,113 (2%)	52	82	83
	Full-time student	12 (1%)	49 (1%)	845 (2%)	45	46	74
	Retired	272 (24%)	1,272 (28%)	13,052 (27%)	111	130	124
	Other	155 (14%)	704 (16%)	7,339 (15%)	80	90	87

Total Worker Count	56	550	19,786
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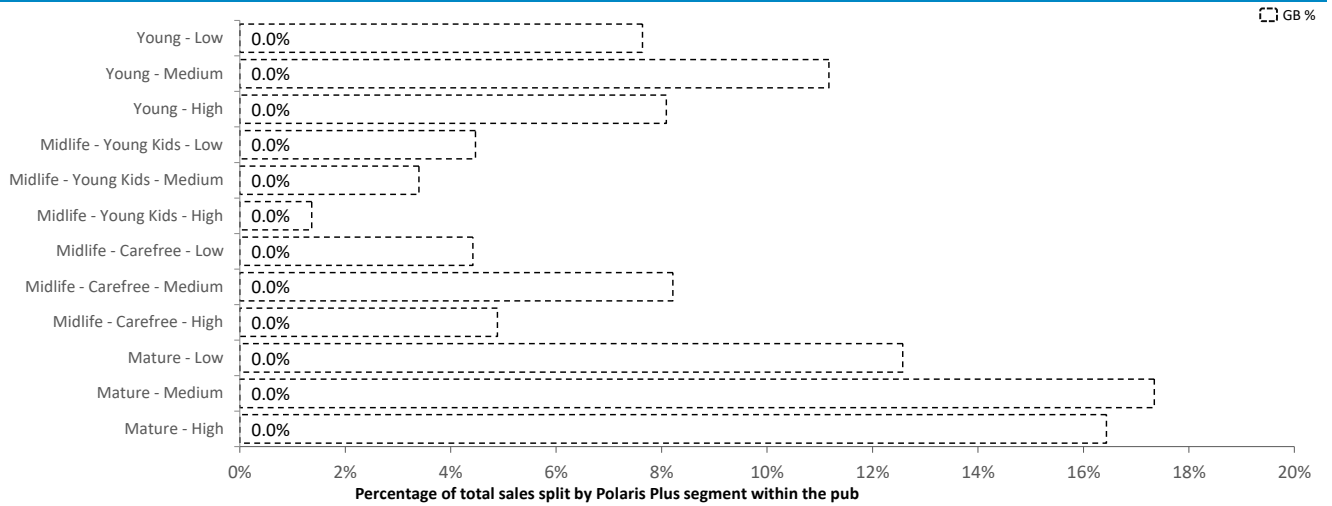
See the Glossary page for further information on the above variables

Transactional Data Summary - Boverton Castle Htl Llantwit Major

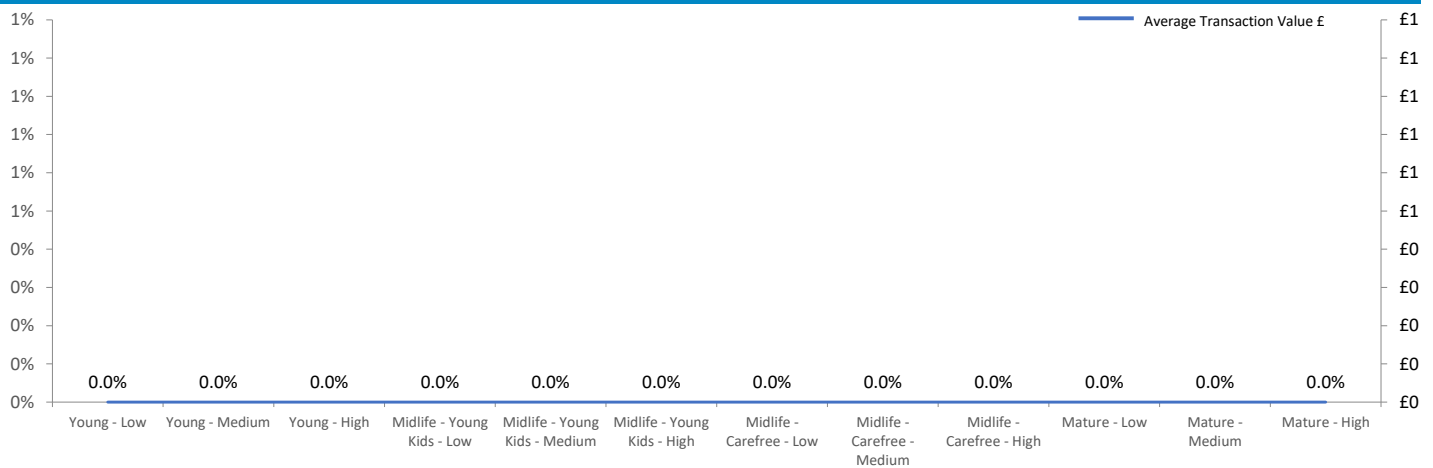


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Spend by Polaris Plus

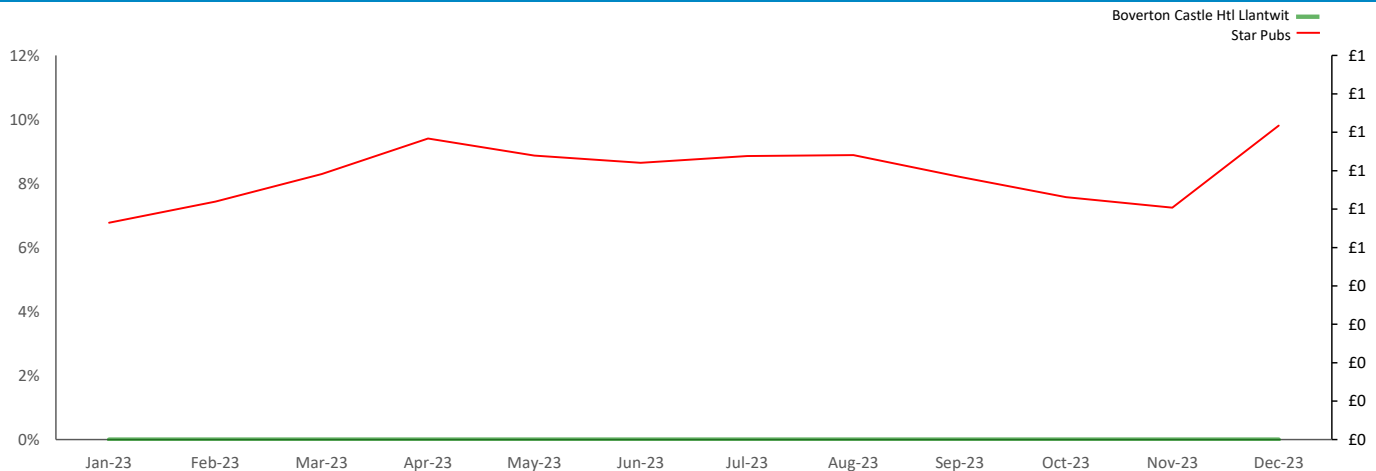


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



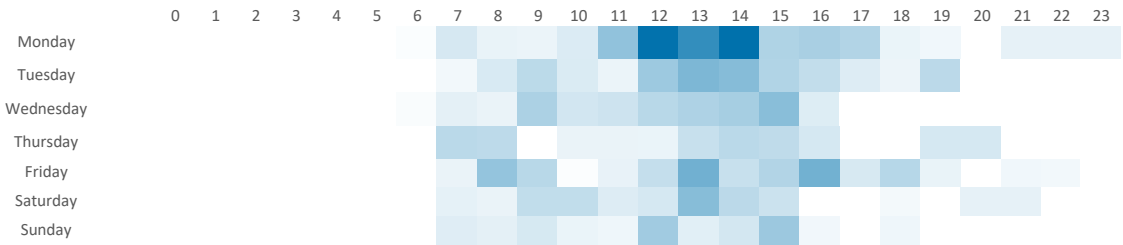
Seasonality of the spend split by month

Mobile Data Summary - Boverton Castle Htl Llantwit Major



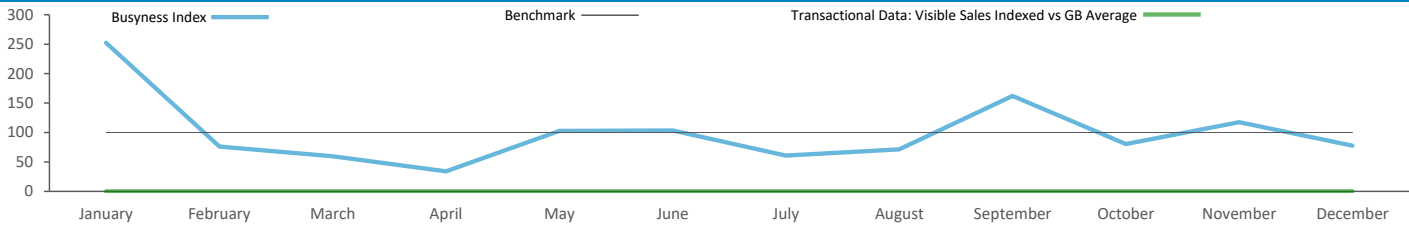
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Time of Day/Day of Week



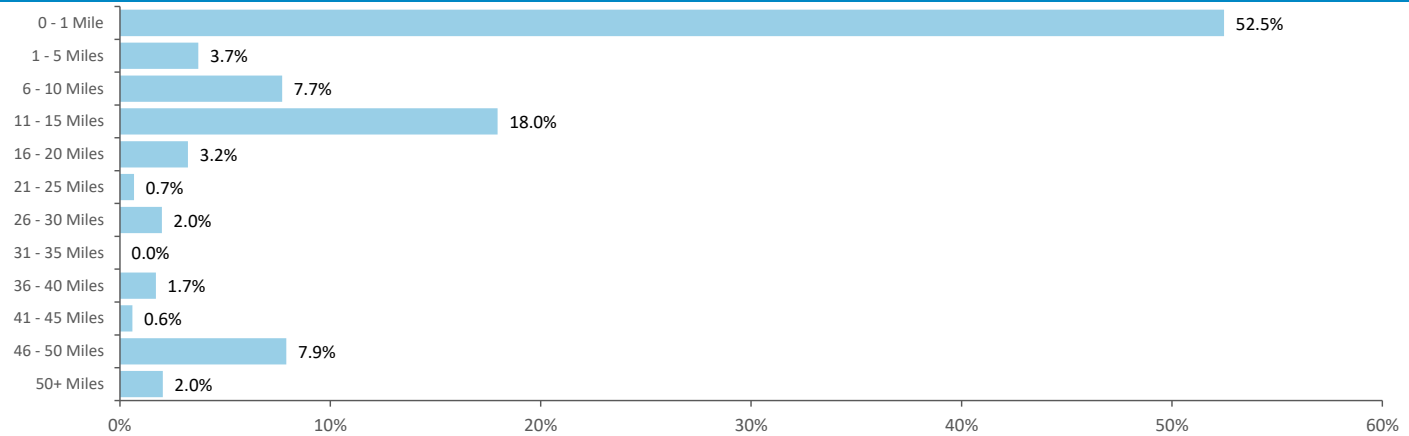
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

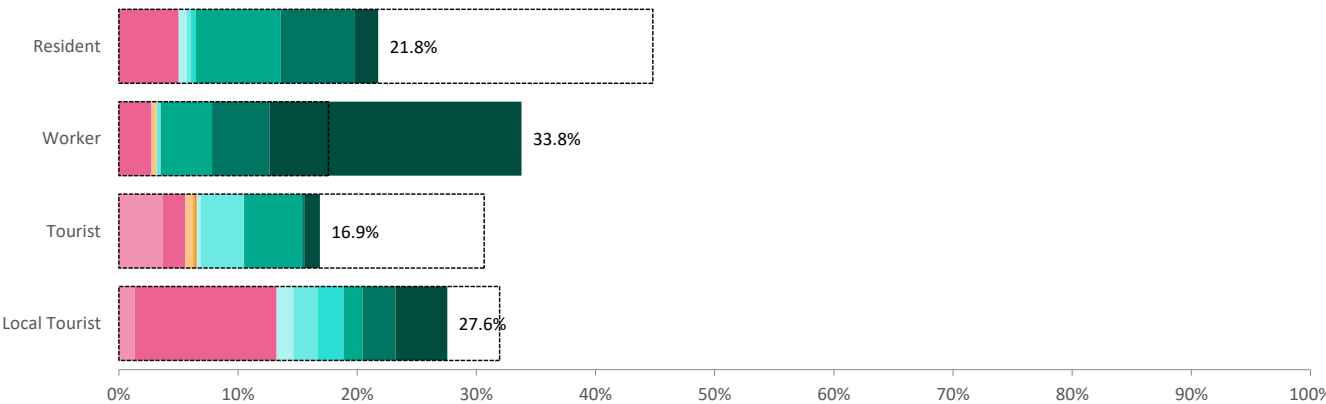
Distance from Home



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



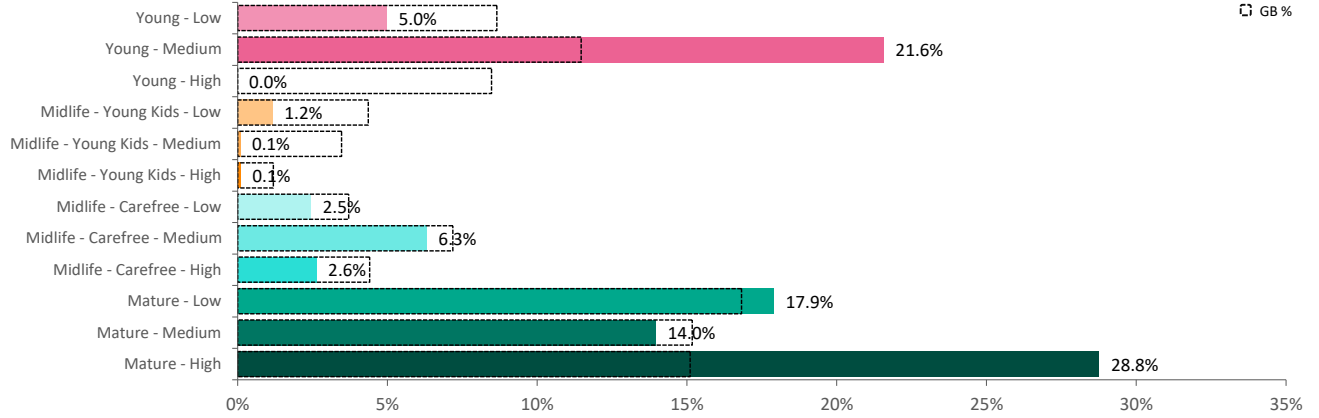
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Boverton Castle Htl Llantwit Major



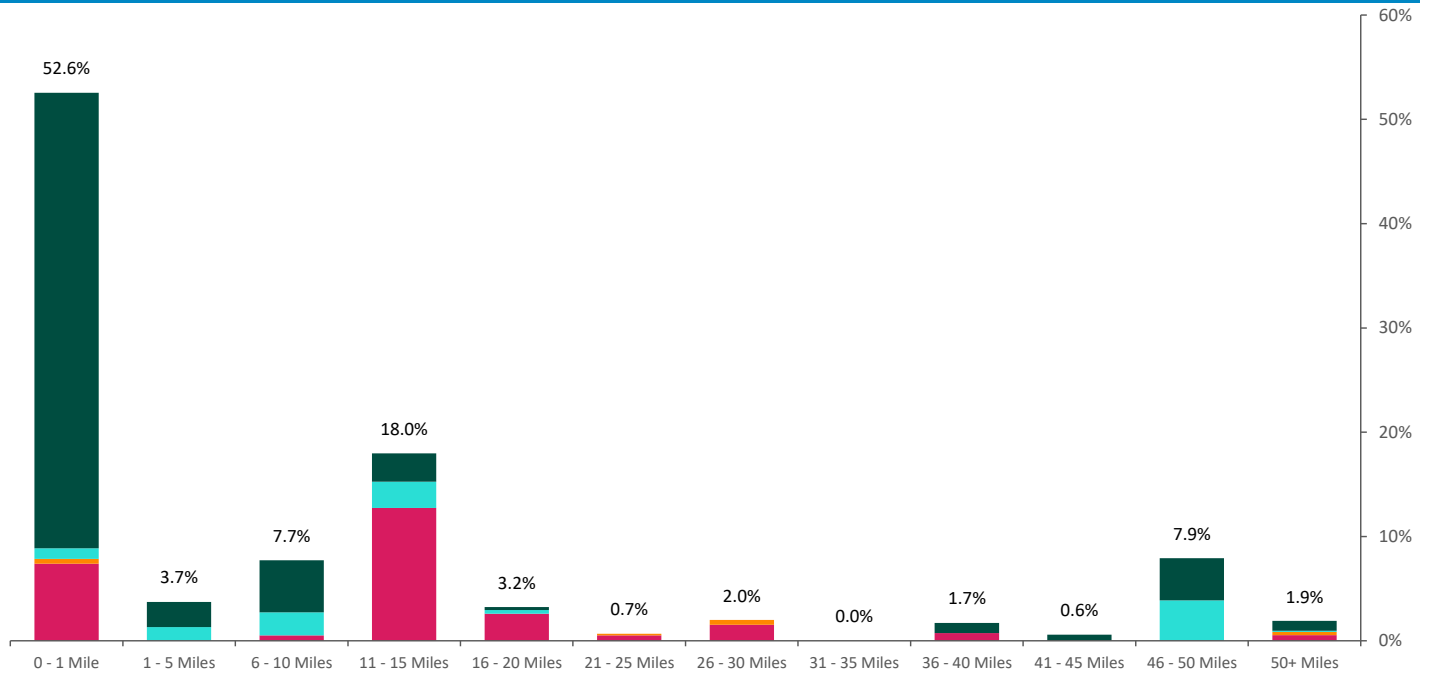
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Polaris Plus Profile



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



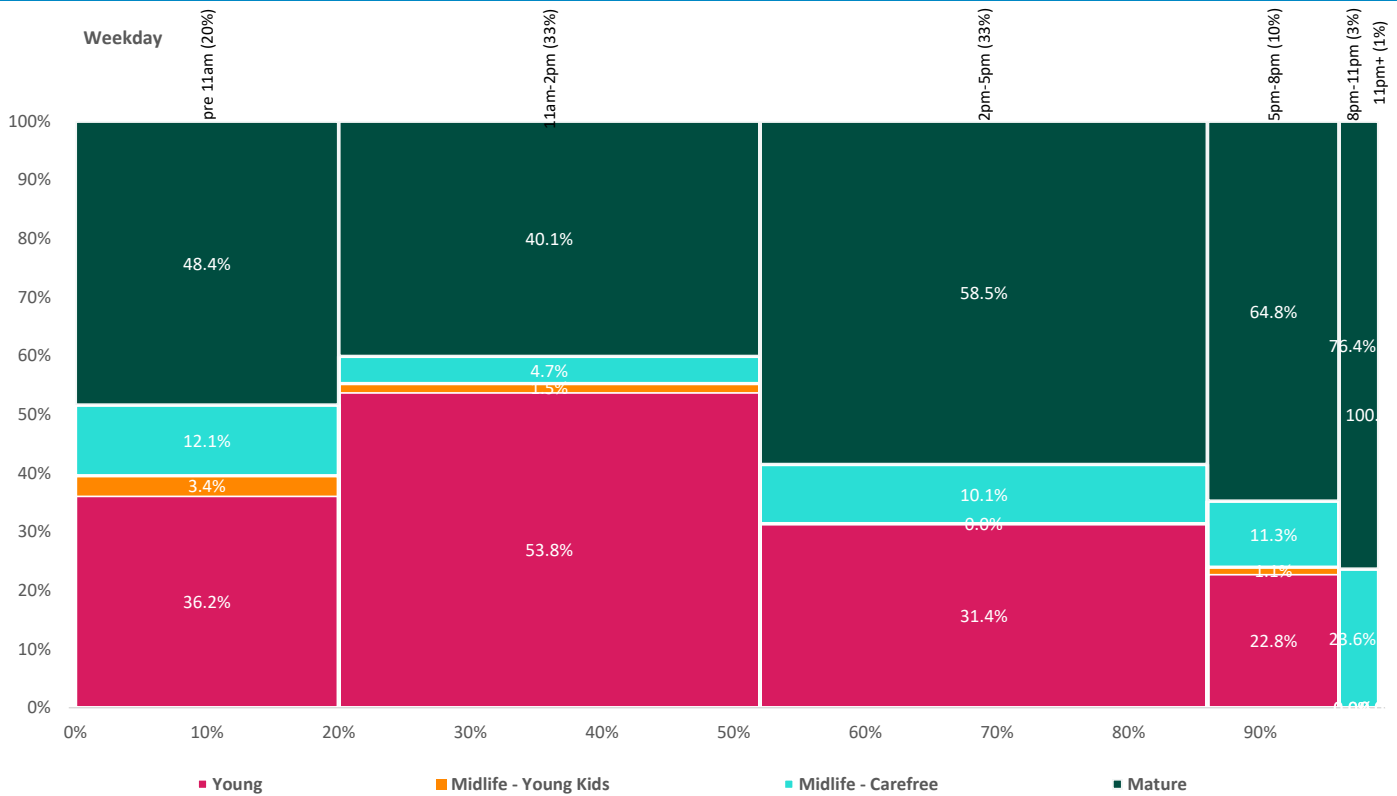
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Mobile Data Summary - Boverton Castle Htl Llantwit Major

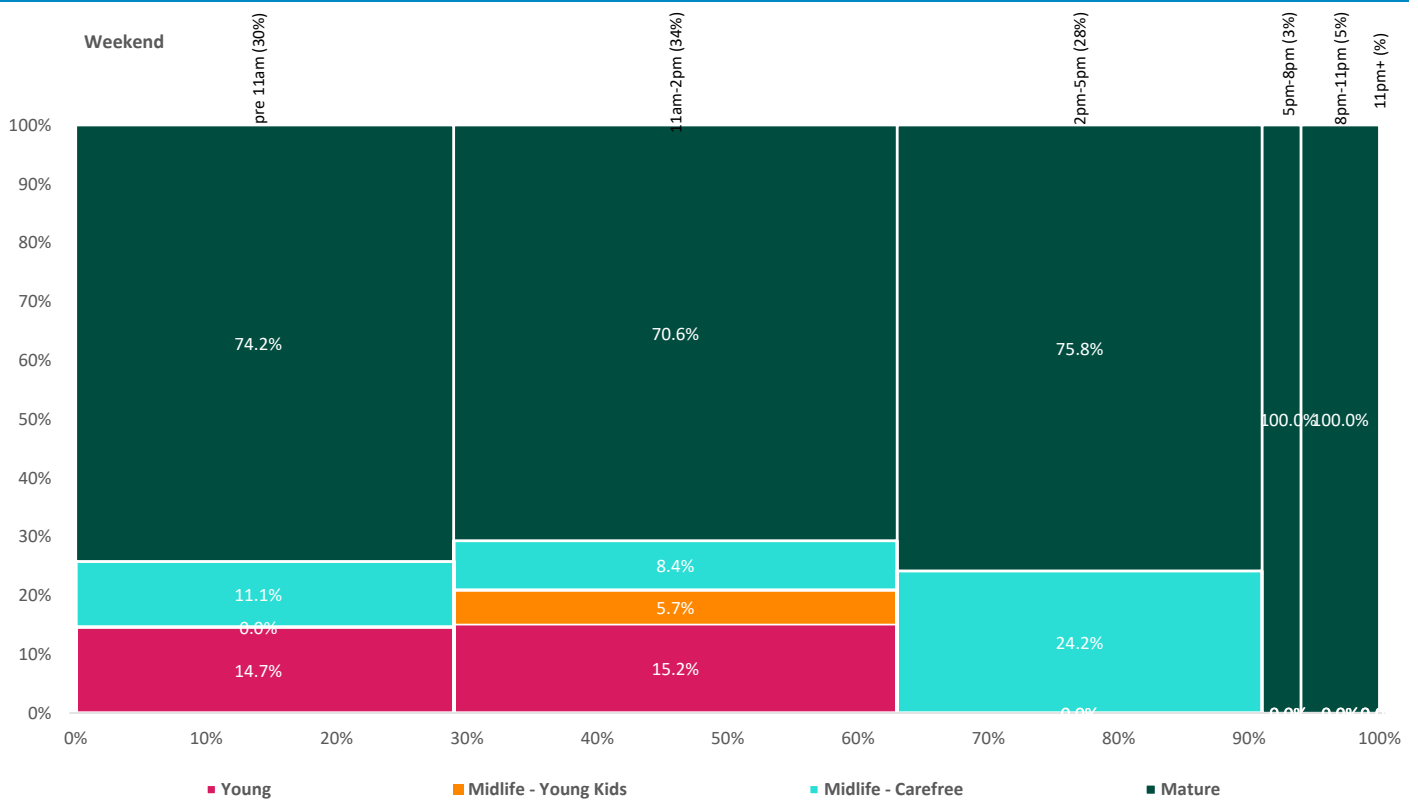


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Time of Day by Polaris: Weekday (Monday to Friday)

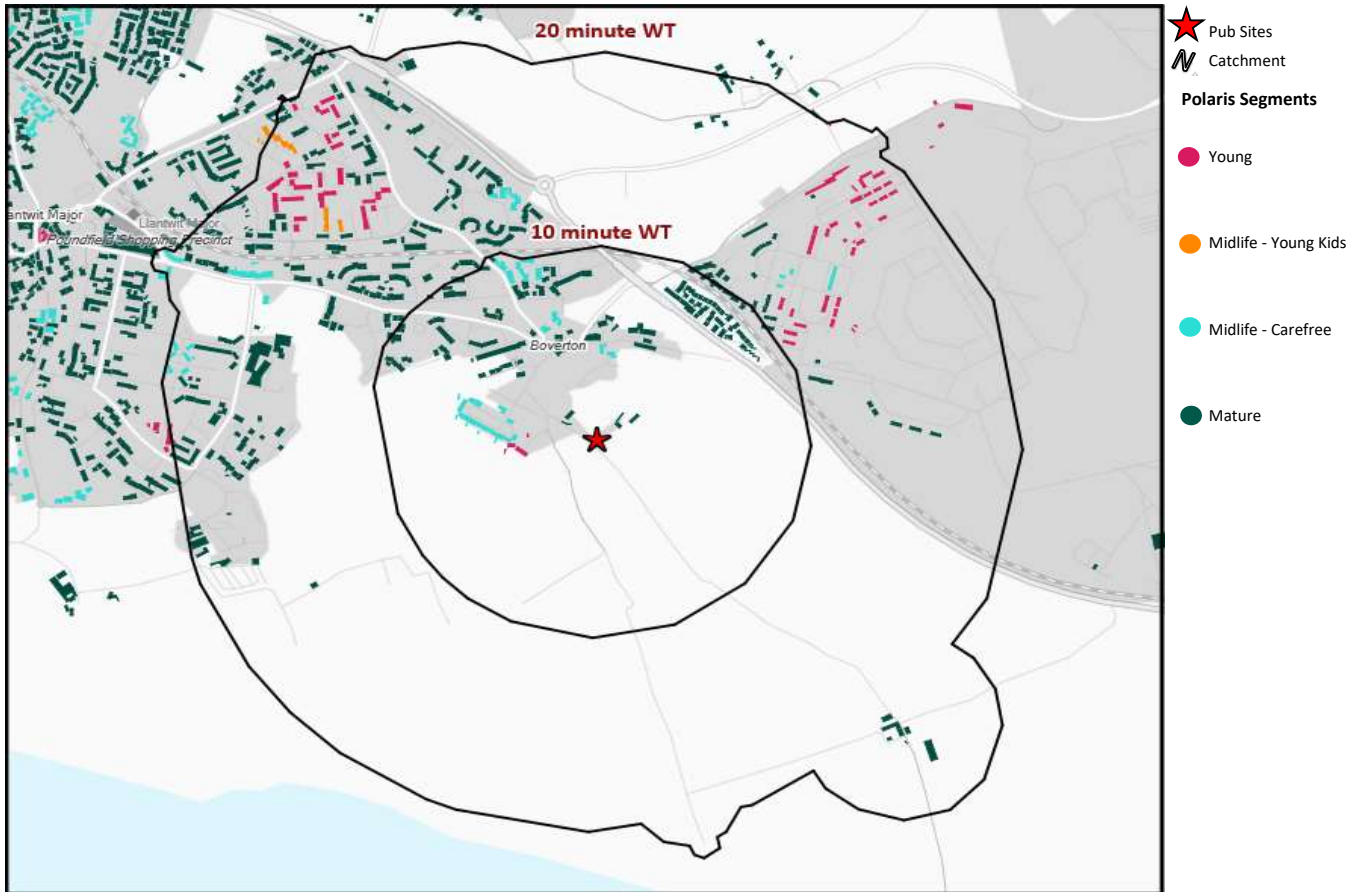


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Boverton Castle Htl Llantwit Major

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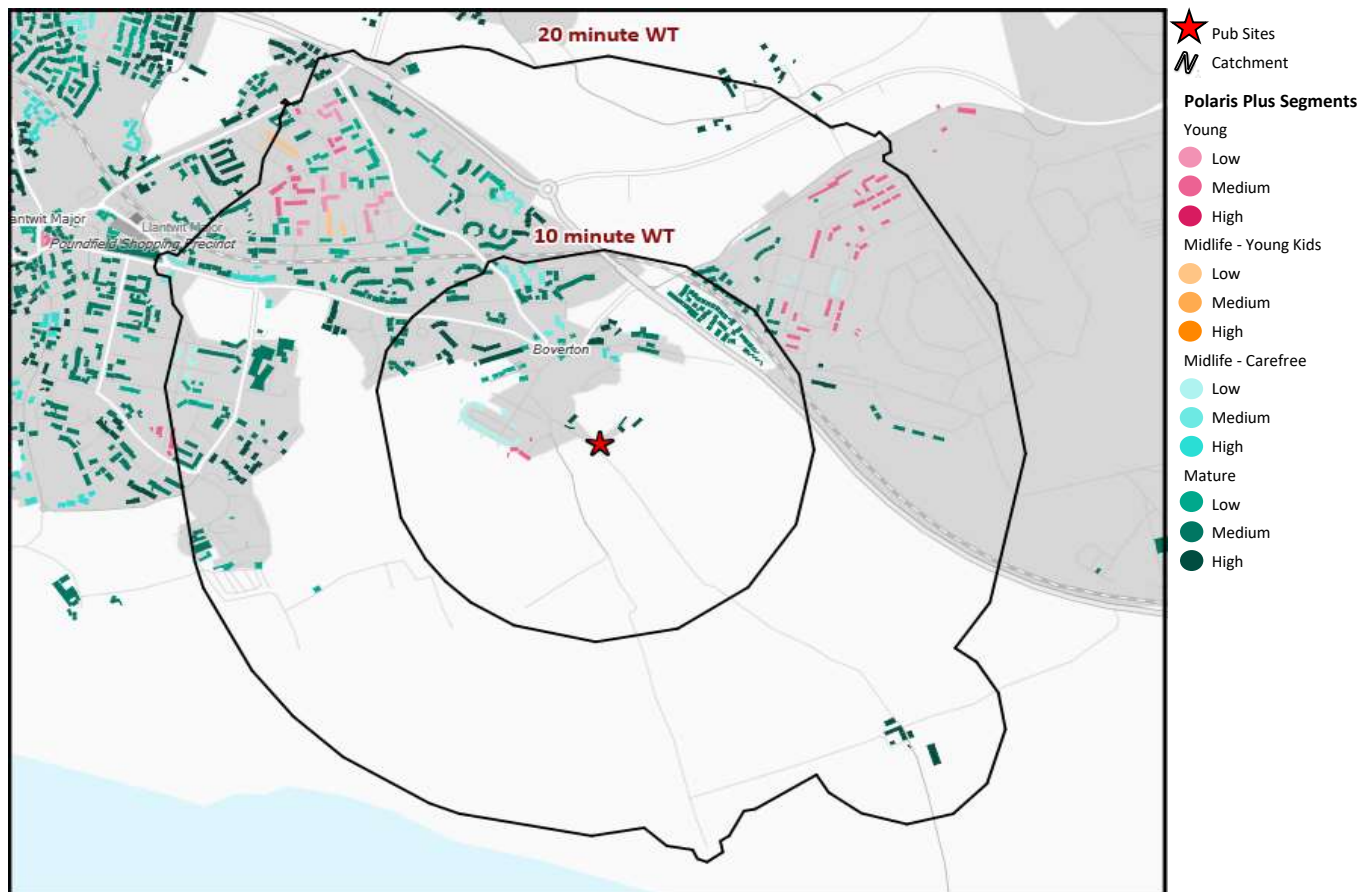
Polaris Profile by Catchment

*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	31	763	6,097	10	64	47
Midlife - Young Kids	0	61	2,148	0	13	42
Midlife - Carefree	159	401	10,287	92	58	139
Mature	900	3,122	27,359	186	162	132
Not Private Households	0	0	875	0	0	143
Total	1,090	4,347	46,766			

Polaris Plus Summary - Boverton Castle Htl Llantwit Major

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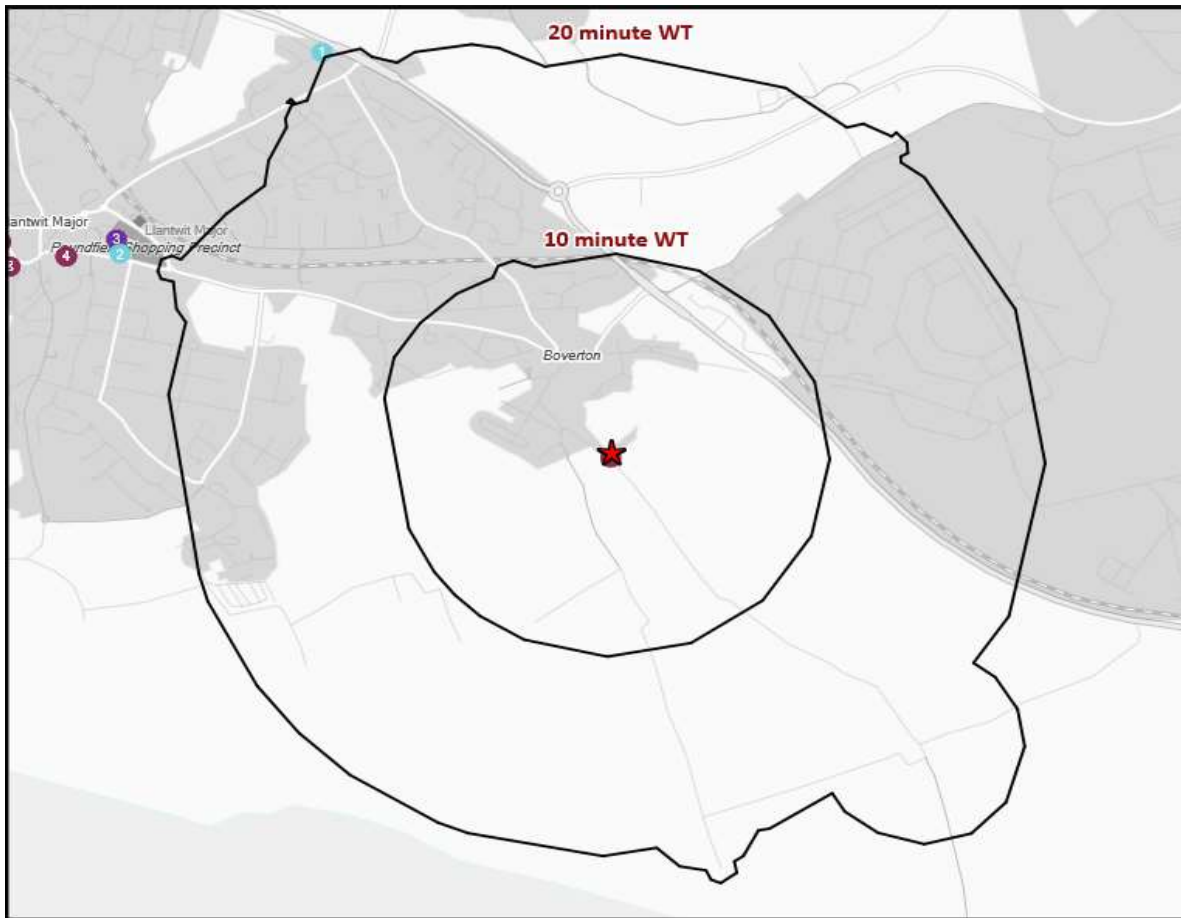


Polaris Plus Profile by Catchment

*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	252	1,200	0	59	26
Medium	31	511	4,630	26	107	90
High	0	0	267	0	0	8
Midlife - Young Kids						
Low	0	61	1,711	0	26	67
Medium	0	0	437	0	0	22
High	0	0	0	0	0	0
Midlife - Carefree						
Low	113	236	1,750	246	129	89
Medium	36	60	2,458	46	19	73
High	10	105	6,079	21	54	292
Mature						
Low	139	905	4,339	93	152	68
Medium	577	1,678	13,774	338	246	188
High	184	539	9,246	113	83	132
Not Private Households	0	0	875	0	0	143
Total	1,090	4,347	46,766			

CGA Summary - Boverton Castle Htl Llantwit Major

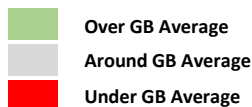


- Pub Sites**
- ★ Pub Sites
- Catchment**
- ⌂ Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Boverton Castle Hotel	CF61 1UH	Star Pubs & Bars	Premium Local	0.0
1	Llantwit Major AFC	CF61 2UZ	Independent Free	Clubland	0.9
2	Llantwit Major Rugby Club	CF61 1XZ	Independent Free	Clubland	0.9
3	Vesuvio	CF61 1DL	Independent Free	Restaurants	0.9
4	Jaipur Cuisine	CF61 1XY	Independent Free	Restaurants	1.0
4	Kings Head	CF61 1XY	Brain	Premium Local	1.0
4	White Lion Hotel	CF61 1XY	Stonegate Pub Company	Premium Local	1.0
7	Blacksmiths Arms	CF61 2XR	Star Pubs & Bars	Premium Local	1.0
8	Illytys 216	CF61 1SB	Independent Free	Restaurants	1.1
8	Old Swan Inn	CF61 1SB	Knife & Fork Food Ltd	Premium Local	1.1
8	New Globe	CF61 1SB	Admiral Taverns Ltd	Premium Local	1.1
11	Old White Hart Inn	CF61 1RZ	Stonegate Pub Company	Premium Local	1.1
12	West House Guest House	CF61 1SP	Independent Free	Hotel	1.2

Per Pub Analysis - Boverton Castle Htl Llantwit Major



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,090	4,347	46,766
Number of Competition Pubs	1	2	76
Adults 18+ per Competition Pub	1,090	2,174	615

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	19	1.7%	21
Circuit Bar	0	14	1.3%	31
Community Pub	0	233	21.4%	112
Craft Led	0	5	0.4%	12
Great Pub Great Food	0	203	18.6%	105
High Street Pub	0	227	20.8%	113
Premium Local	1	240	22.1%	134

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	153	3.5%	44
Circuit Bar	0	155	3.6%	88
Community Pub	0	1,087	25.0%	131
Craft Led	0	87	2.0%	58
Great Pub Great Food	0	693	15.9%	90
High Street Pub	0	1,036	23.8%	129
Premium Local	1	839	19.3%	117

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	2,136	4.6%	57
Circuit Bar	2	1,049	2.2%	55
Community Pub	1	8,506	18.2%	95
Craft Led	0	802	1.7%	50
Great Pub Great Food	7	10,565	22.6%	128
High Street Pub	6	7,889	16.9%	92
Premium Local	25	10,736	23.0%	139

Glossary

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																																								
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 Around GB Average Index value is between 80 - 120 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.																																									
	<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> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable 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"	- 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																						
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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="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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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