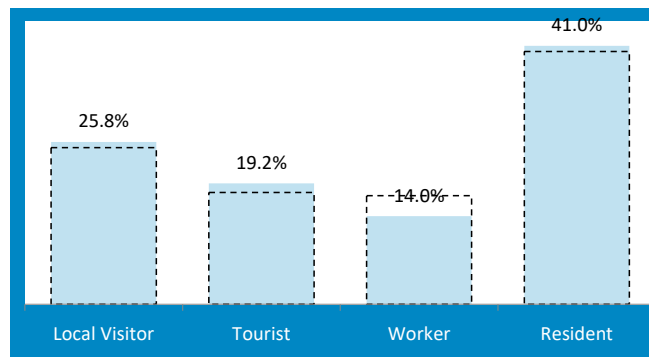
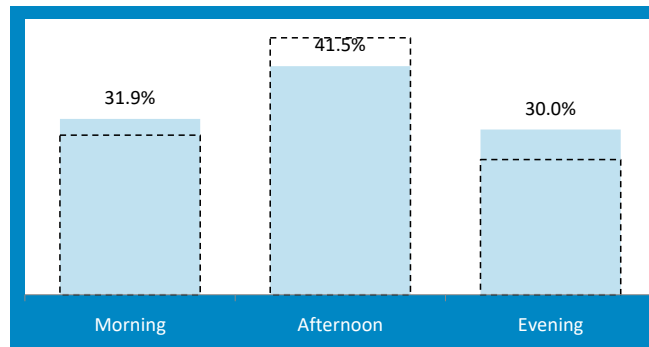
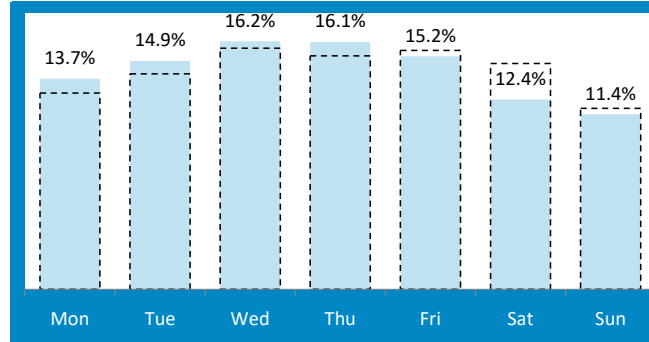


Area Quick Stats

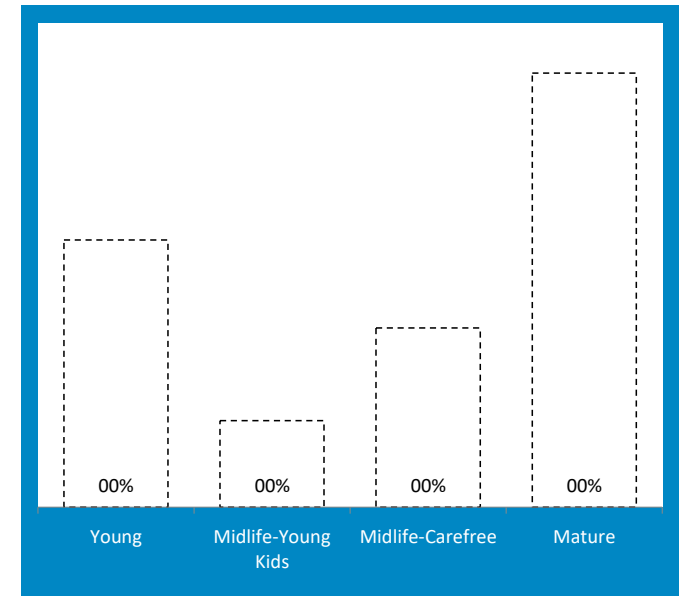
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	19.027	5.344
Adult Pop	15.934	4.529
Affluence	Low	21%
	Medium	29%
	High	50%
Young	79%	28%
Midlife Young Kids	8%	11%
Midlife Carefree	12%	16%
Mature	0%	44%
Competition Count	22	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



Catchment Summary - Mother Red Cap

- 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

19.027	74.557	1.080.316
--------	--------	-----------

Adults 18+

15.934	62.232	885.526
--------	--------	---------

Competition Pubs

22	81	2.902
----	----	-------

Adults 18+ per Competition Pub

724	768	305
-----	-----	-----

% Adults Likely to Drink

81,0%	82,0%	81,0%
-------	-------	-------

Affluence	Low	Medium	High
	20,8%	16,2%	22,1%
	28,8%	23,6%	20,2%

20,8%	16,2%	22,1%
28,8%	23,6%	20,2%
49,6%	59,9%	57,1%

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)

£18.682	£19.666	£19.525
---------	---------	---------

Age Profile	18-24	25-34	35-44	45-64	65+
	2.169	7.566	121.675		
	4.469	17.143	235.213		
	2.901	11.274	162.507		
	4.242	17.588	243.836		

2.169	7.566	121.675
4.469	17.143	235.213
2.901	11.274	162.507
4.242	17.588	243.836
2.153	8.661	122.295

356	380	255
-----	-----	-----

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

352	380	260
-----	-----	-----

51	79	371
----	----	-----

106	112	45
-----	-----	----

101	103	101
-----	-----	-----

63	49	67
----	----	----

75	62	53
----	----	----

180	218	208
-----	-----	-----

83	87	86
----	----	----

134	119	132
-----	-----	-----

174	170	161
-----	-----	-----

113	112	111
-----	-----	-----

89	94	90
----	----	----

59	60	59
----	----	----



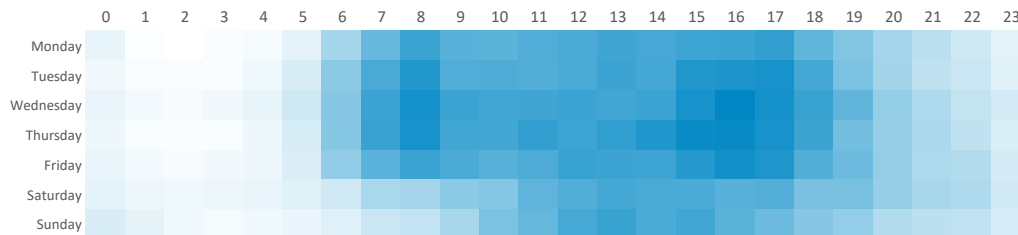
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Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
 - Low
 - Medium
 - High
- Midlife - Young Kids**
 - Low
 - Medium
 - High
- Midlife - Carefree**
 - Low
 - Medium
 - High
- Mature**
 - Low
 - Medium
 - High

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	12.591	52.107	683.395	284	301	277
Midlife - Young Kids	1.240	2.976	75.008	71	44	78
Midlife - Carefree	1.970	6.930	113.234	78	71	81
Mature	0	58	8.700	0	0	2

<i>Not Private Households</i>	133	161	5.189	6.899	2.138	4.843
-------------------------------	-----	-----	-------	-------	-------	-------

Total	15.934	62.232	885.526			
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Per Pub - Mother Red Cap

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

Adults 18+	15.934	62.232	885.526
Number of Competition Pubs	22	81	2.902
Adults 18+ per Competition Pub	724	768	305

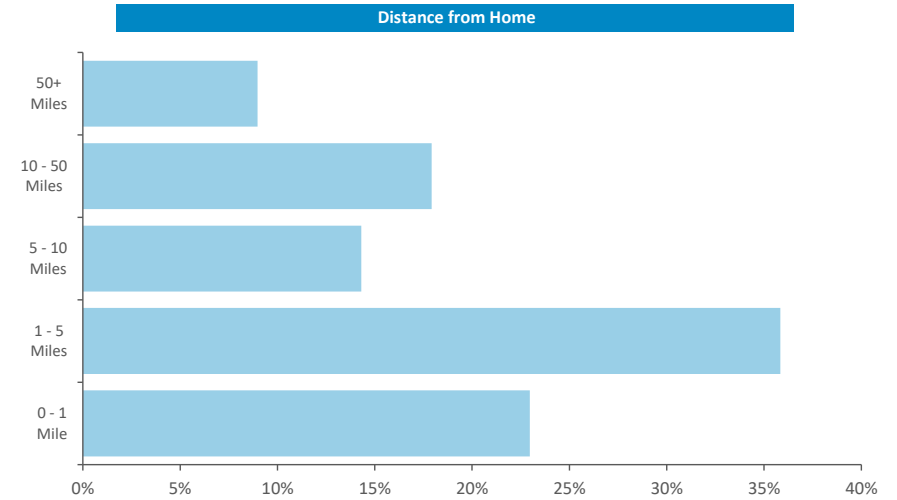
WT= Walktime, DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.108	7,0%	89
Family Pub Dining	1	1.132	7,1%	78
Great Pub Great Food	1	2.608	16,4%	98
Leisure	1	1.420	8,9%	89
Mainstream	0	1.874	11,8%	84
Premium	8	2.517	15,8%	110
Restaurant	8	4.205	26,4%	115
Super Premium	3	937	5,9%	150

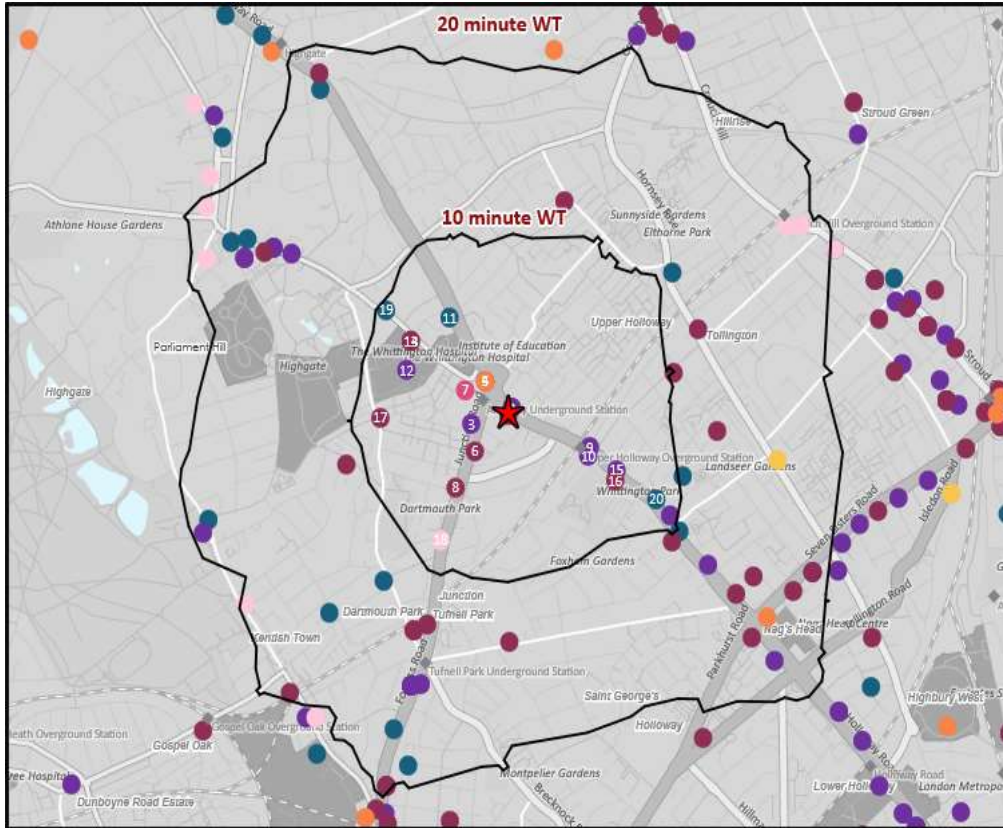
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	3.671	5,9%	75
Family Pub Dining	1	4.028	6,5%	71
Great Pub Great Food	7	10.843	17,4%	104
Leisure	2	5.537	8,9%	89
Mainstream	1	6.767	10,9%	78
Premium	30	10.190	16,4%	115
Restaurant	25	16.965	27,3%	118
Super Premium	15	4.065	6,5%	166

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	8	55.834	6,3%	80
Family Pub Dining	17	59.812	6,8%	74
Great Pub Great Food	370	151.280	17,1%	102
Leisure	241	79.220	9,0%	89
Mainstream	103	97.491	11,0%	79
Premium	641	141.431	16,0%	112
Restaurant	1250	239.117	27,0%	117
Super Premium	262	56.108	6,3%	161



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Competition - Mother Red Cap



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	St Johns Tavern	N 19 5QU	Independent Free	Premium	15,1%	0,11
3	Mosaic Pizzeria	N 19 5RE	Independent Free	Restaurant	13,0%	0,09
12	Whittington Restaurant Gb3435	N 19 5NF	Independent Free	Restaurant	10,2%	0,27
13	Whittington Stone	N 19 5NE	Stonegate Pub Company	Premium	10,2%	0,29
8	Oak and Pastor	N 19 5QZ	Star Pubs & Bars	Premium	9,9%	0,21
4	Club Kolis	N 19 3TD	Independent Free	Leisure	9,0%	0,10
19	Brendan The Navigator	N 19 5NQ	Independent Free	Super Premium	8,4%	0,39
20	Crown	N 19 3PA	Stonegate Pub Company	Super Premium	4,8%	0,41
16	Florin	N 19 4DQ	Stonegate Pub Company	Premium	3,9%	0,30
11	Charlotte Despard	N 19 3TX	Independent Free	Super Premium	3,9%	0,27
2	Sitara Punjabi Cuisine	N 19 3JH	Independent Free	Restaurant	3,5%	0,02
7	Premier Inn	N 19 5DD	Whitbread Hotels	Family Pub Dir	3,4%	0,12
9	Spoke	N 19 3NH	Independent Free	Restaurant	2,3%	0,21
1	500	N 19 3JH	Independent Free	Restaurant	1,7%	0,02
10	Red Rose Tandoori	N 19 4DJ	Independent Free	Restaurant	0,6%	0,22
0	Mother Red Cap	N 19 5SE	Star Pubs & Bars	Premium	0,0%	0,00
5	Archway Tavern	N 19 3TD	Independent Free	Premium	0,0%	0,10
14	St Josephs Parish Centre	N 19 5NE	Independent Free	Premium	0,0%	0,29
15	Joy Cafe and Juice Bar	N 19 3NP	Independent Free	Restaurant	0,0%	0,30
17	Bold Food And Bar	N 19 5HS	Independent Free	Premium	0,0%	0,32
18	Zodiac	N 19 5LB	Independent Free	Great Pub Gre.	0,0%	0,33

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

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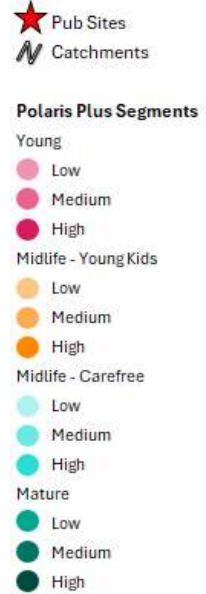


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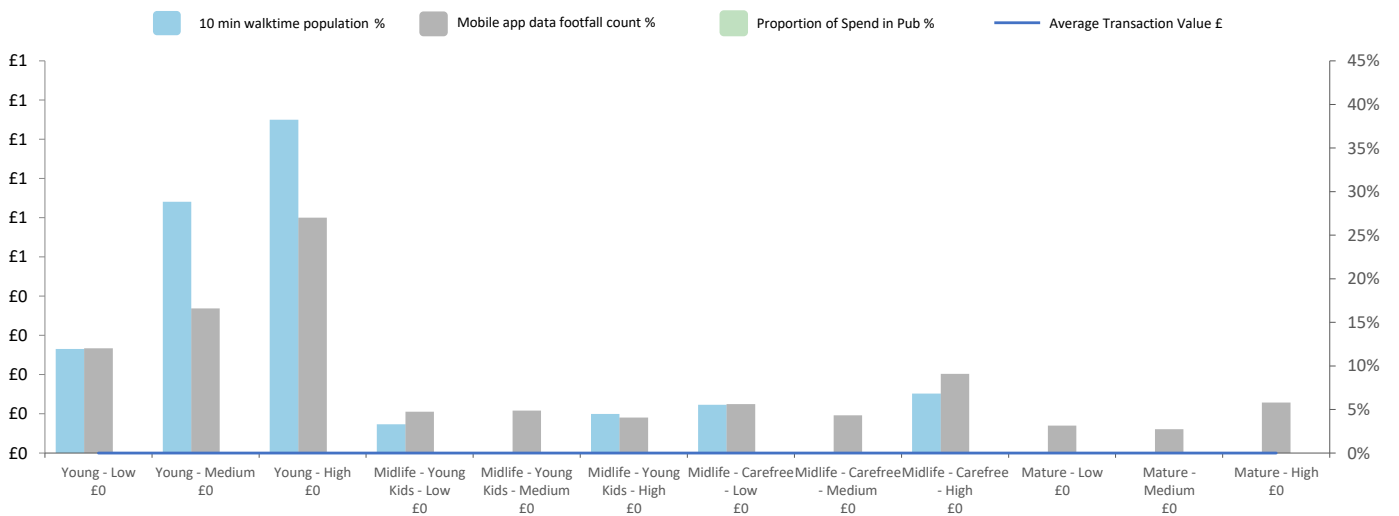
Catchment Summary - Mother Red Cap

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
81517	Mother Red Cap	N 19 SSE	Star Pubs & Bars	Premium	1



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Mother Red Cap

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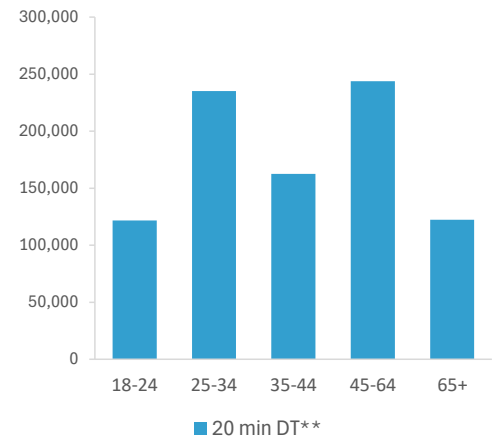
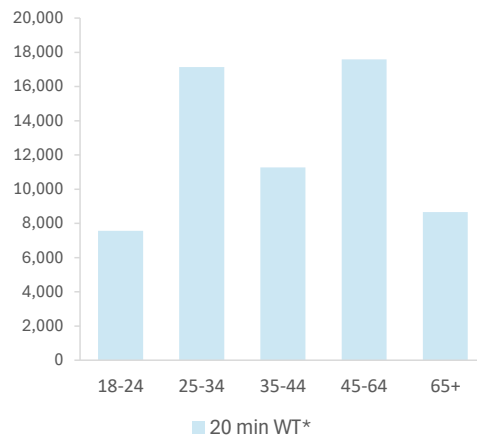
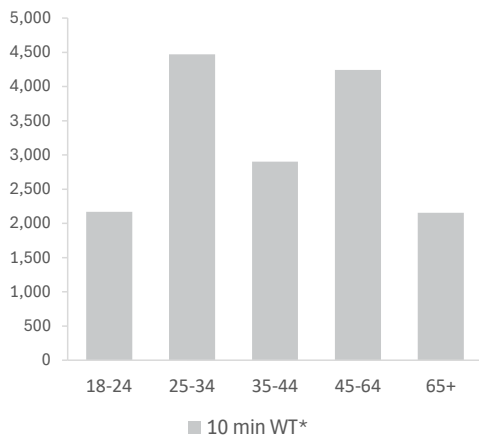
Over GB Average
Around GB Average
Under GB Average

*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		19,027	74,557	1,080,316	356	380	255
Adults 18+		15,934	62,232	885,526	352	380	260
Competition Pubs		22	81	2,902	51	79	371
Adults 18+ per Competition Pub		724	768	305	106	112	45
% Adults Likely to Drink		81,0%	82,0%	81,0%	101	103	101
Affluence	Low	20,8%	16,2%	22,1%	63	49	67
	Medium	28,8%	23,6%	20,2%	75	62	53
	High	49,6%	59,9%	57,1%	180	218	208
Mean Net Disposable income (£pa)		£18,682	£19,666	£19,525	83	87	86
Age Profile	18-24	2,169	7,566	121,675	134	119	132
	25-34	4,469	17,143	235,213	174	170	161
	35-44	2,901	11,274	162,507	113	112	111
	45-64	4,242	17,588	243,836	89	94	90
	65+	2,153	8,661	122,295	59	60	59

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



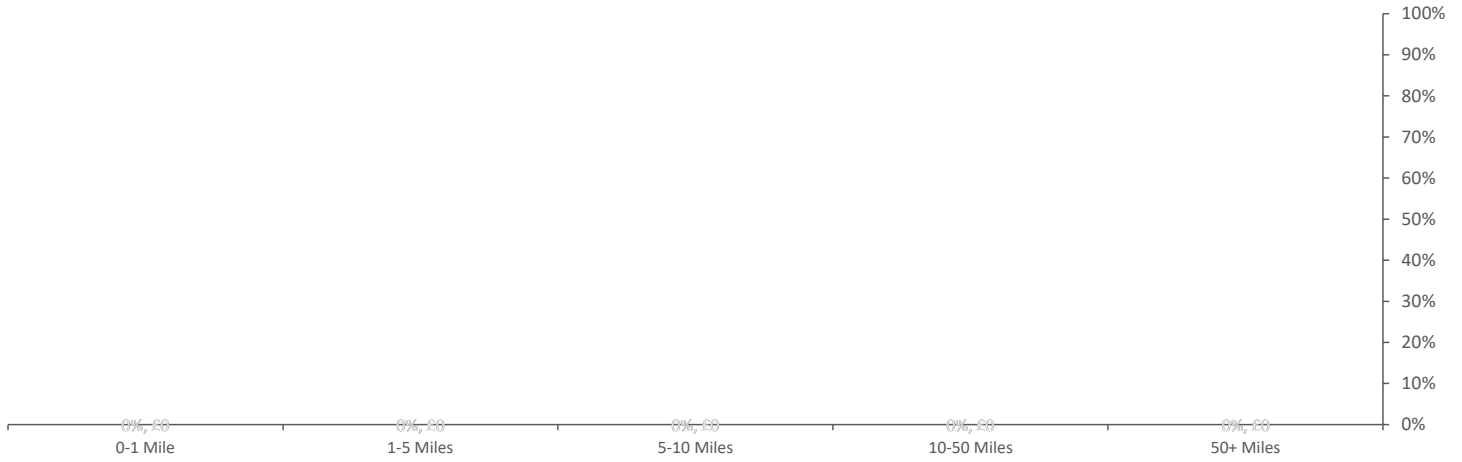
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	8,773 (46%)	34,890 (47%)	517,772 (48%)	94	95	98
	Female	10,254 (54%)	39,667 (53%)	562,544 (52%)	106	104	102
Economic Status (16+)	Employed: Full-time	6,446 (40%)	25,007 (39%)	330,379 (36%)	117	116	107
	Employed: Part-time	1,556 (10%)	5,744 (9%)	90,511 (10%)	80	76	83
	Self employed	1,932 (12%)	8,843 (14%)	123,301 (14%)	128	150	147
	Unemployed	700 (4%)	2,680 (4%)	37,684 (4%)	156	154	151
	Full-time student	494 (3%)	1,726 (3%)	25,937 (3%)	122	109	115
	Retired	1,687 (10%)	6,629 (10%)	93,877 (10%)	48	48	48
	Other	3,452 (21%)	12,918 (20%)	206,035 (23%)	119	114	128
Total Worker Count		6,199	18,108	472,707			

See the Glossary page for further information on the above variables

Transactional Data Summary - Mother Red Cap

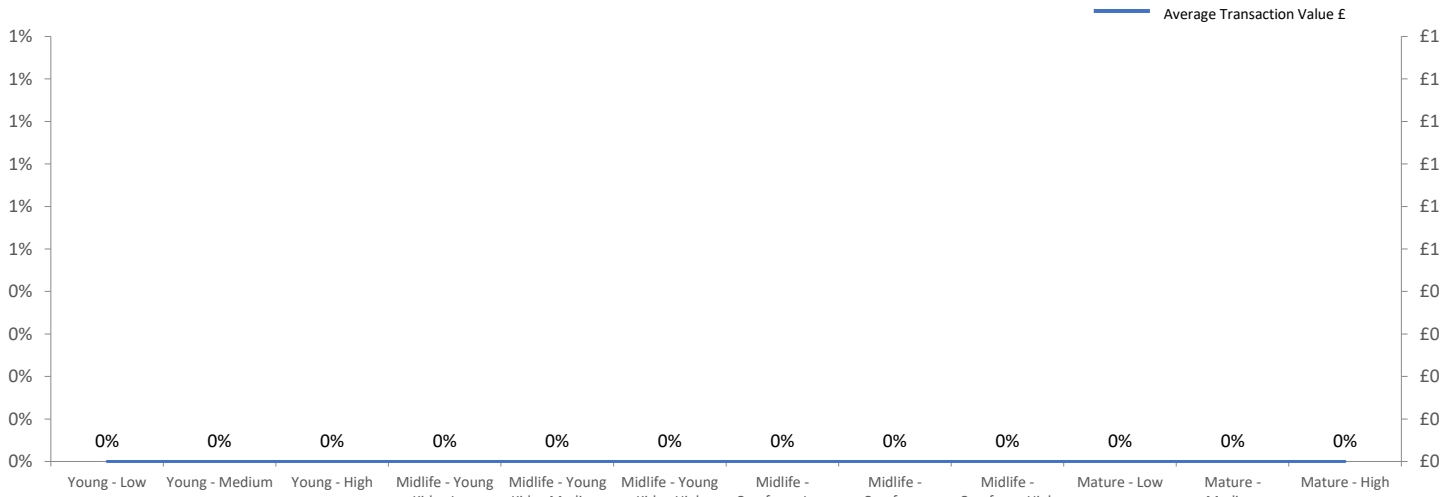
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Spend by Polaris and Distance from Home



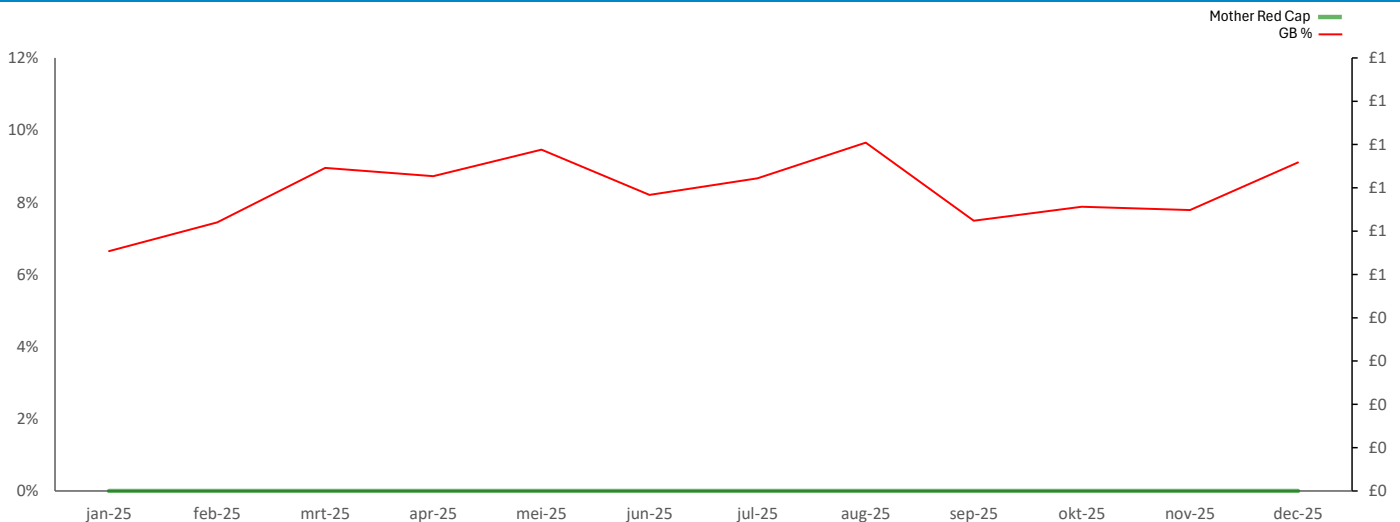
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



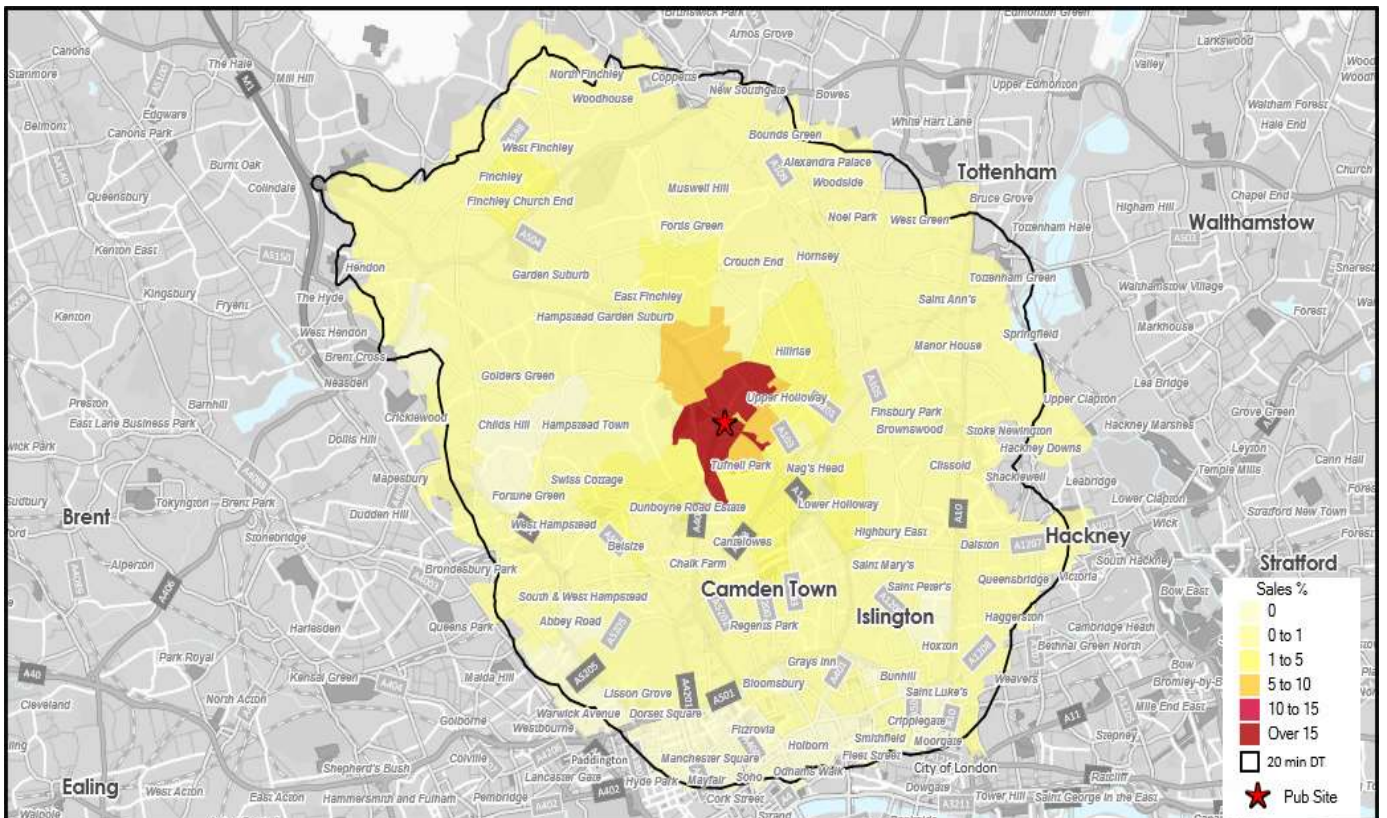
Seasonality of the spend split by month

Mother Red Cap Share of Spend from Postcode Sectors within 20 minute Drive



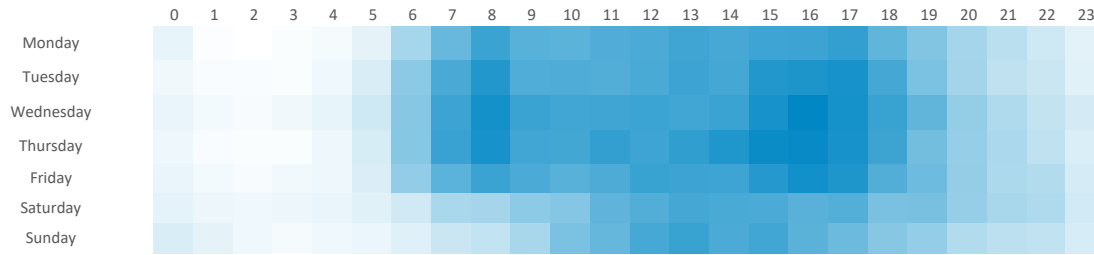
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Mother Red Cap



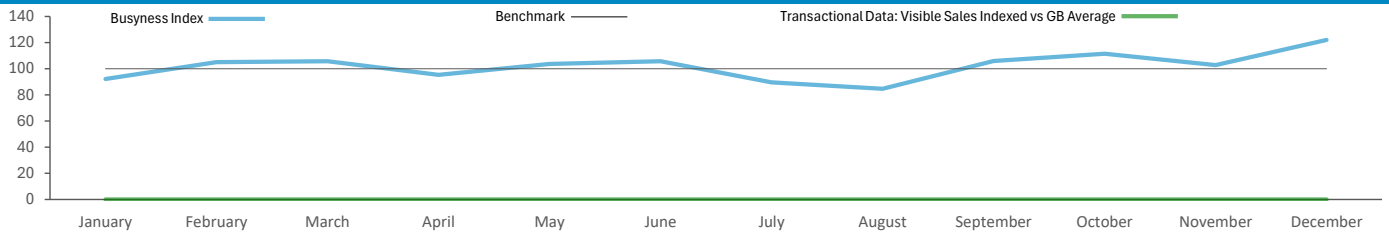
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



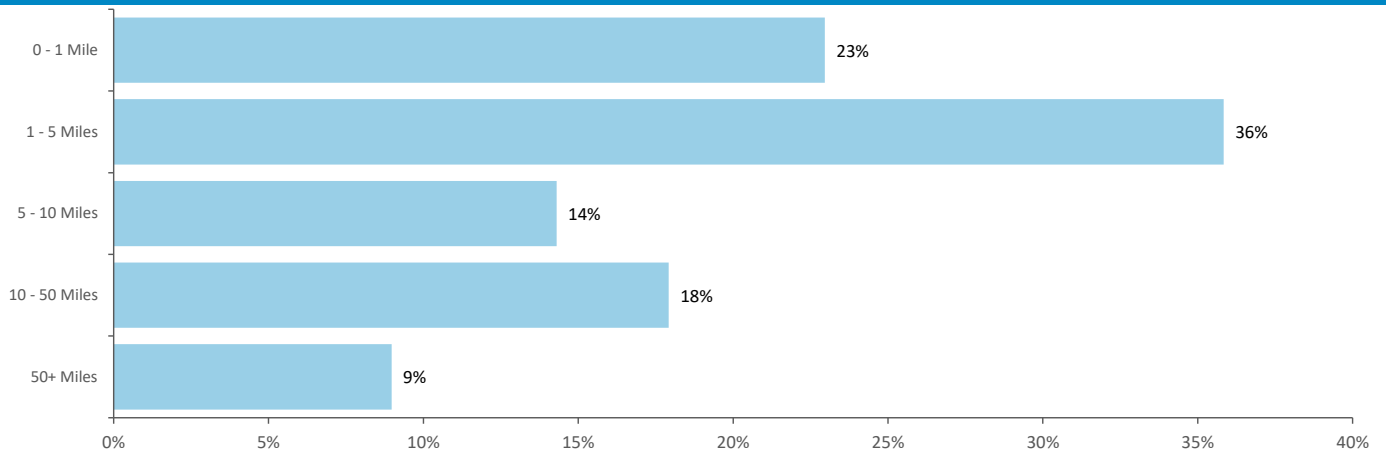
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



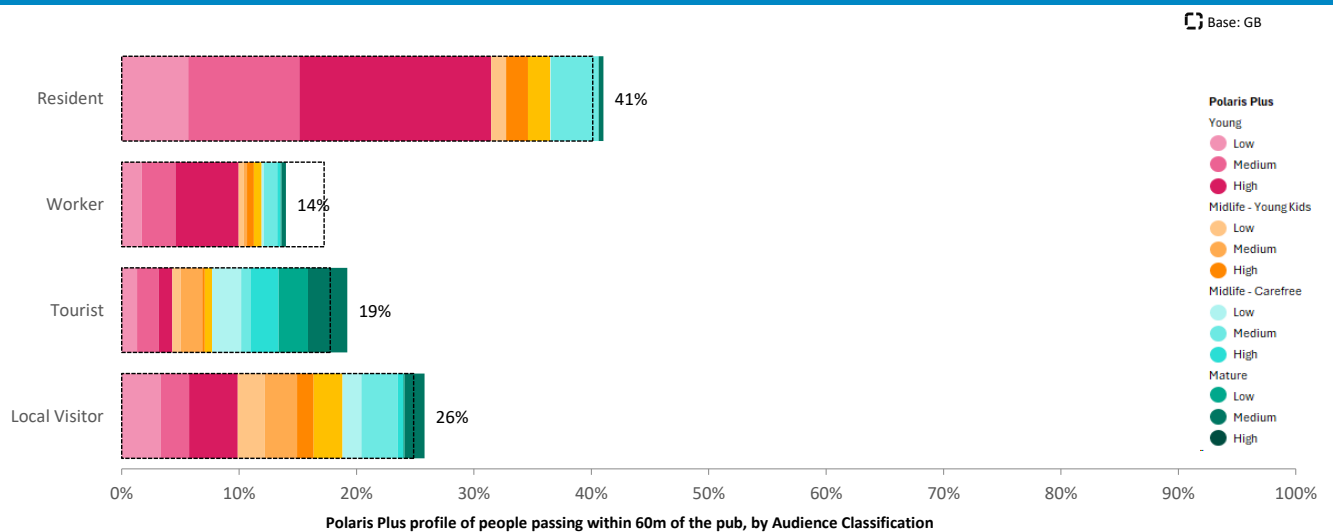
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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

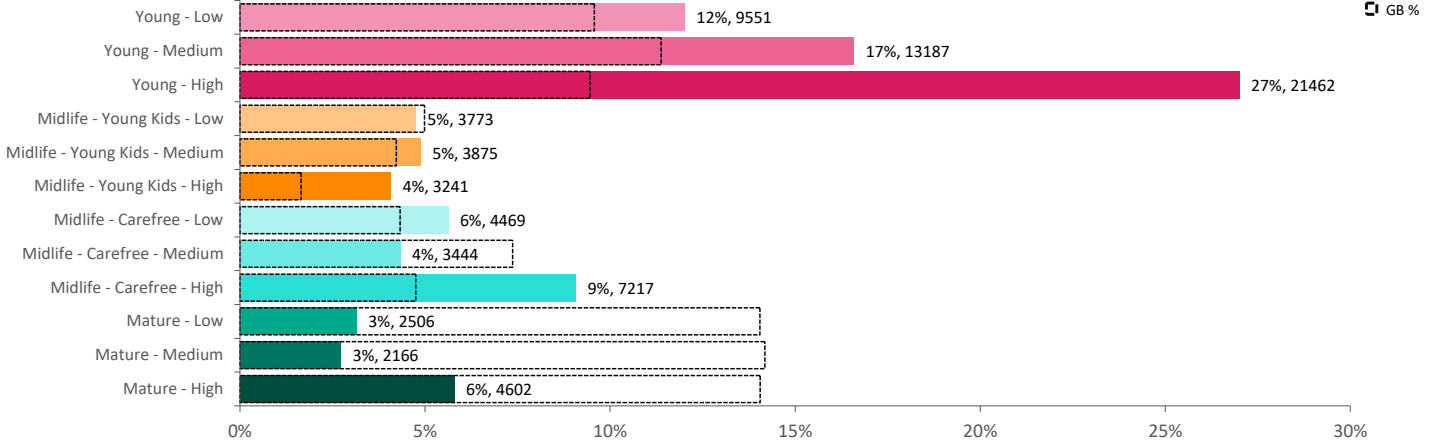


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Mother Red Cap

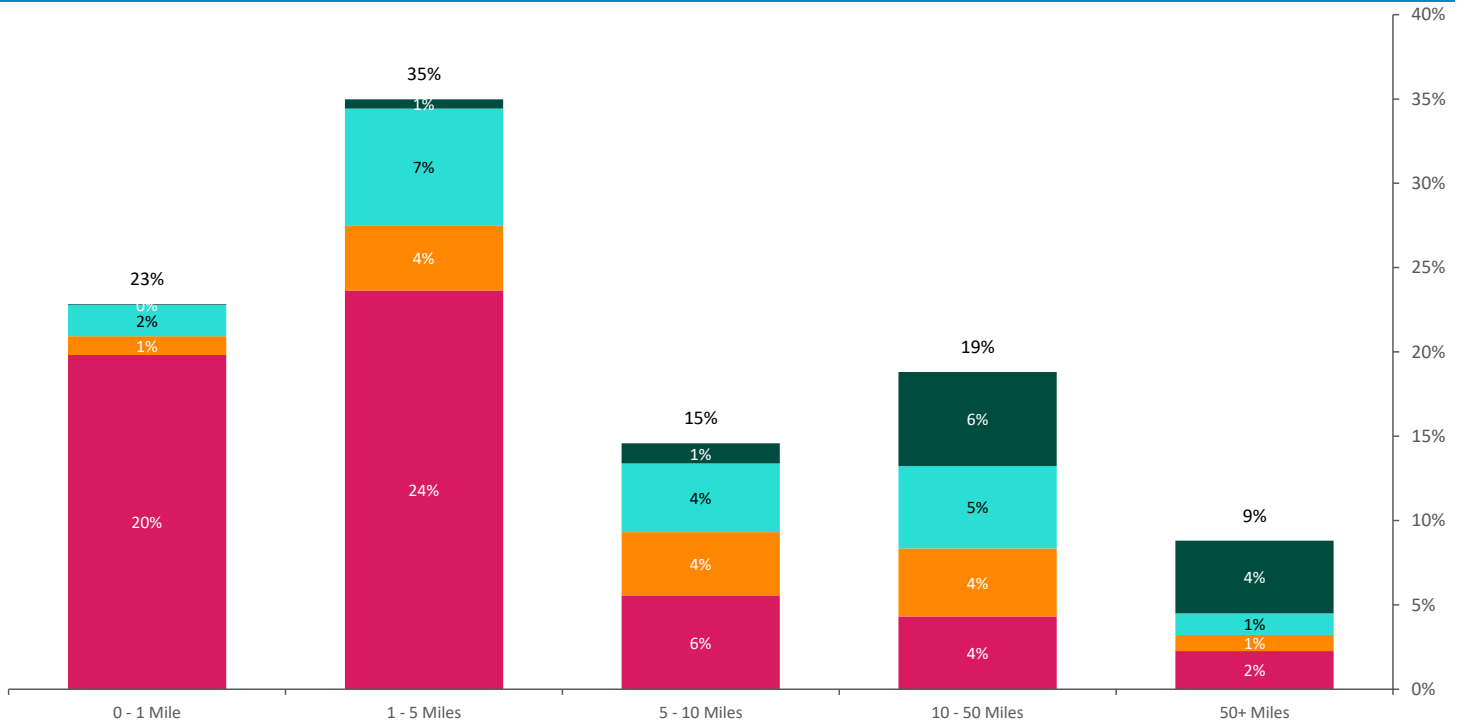
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Polaris Plus Profile



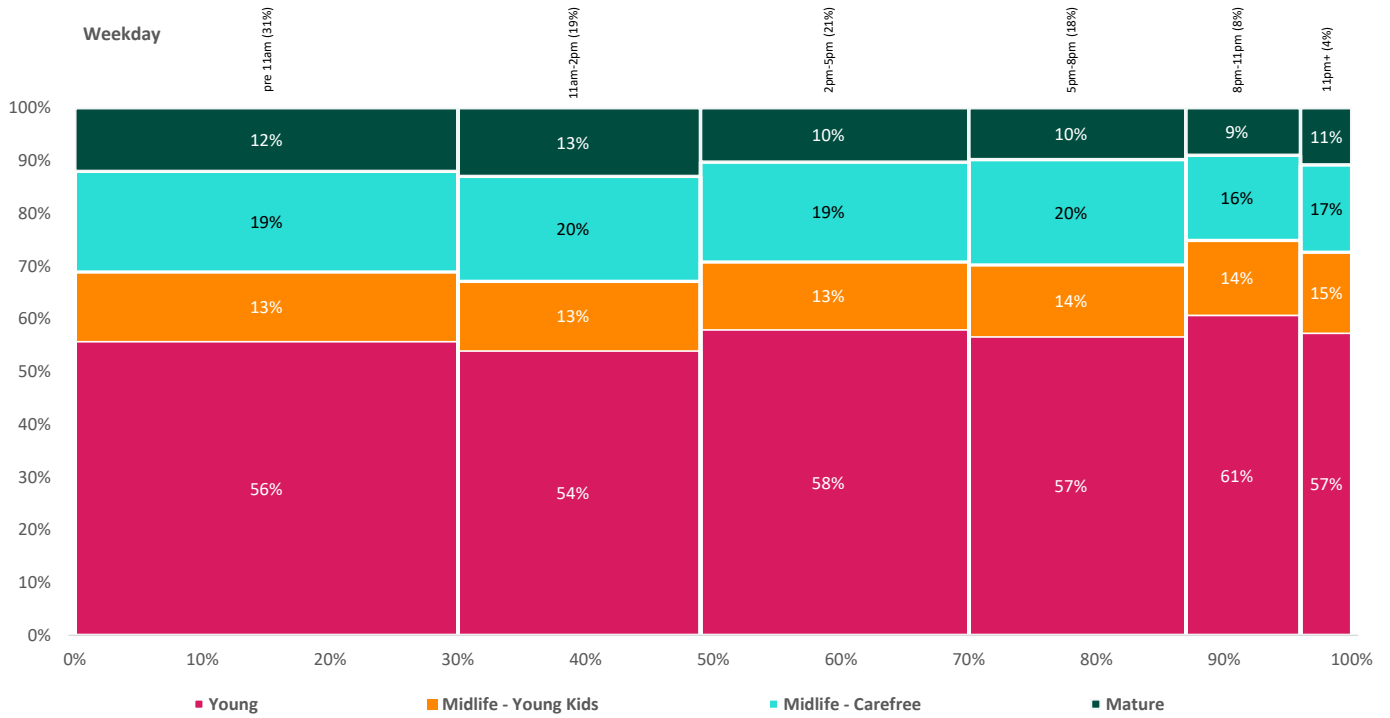
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



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

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2.738	1.796	1.594	1.297	545	315	8.287
Midlife - Carefree		4.332	2.745	2.941	2.643	981	484	14.124
Midlife - Young Kids		2.967	1.803	1.974	1.789	854	444	9.832
Young		12.688	7.466	9.011	7.500	3.689	1.676	42.030
All		22.726	13.810	15.520	13.229	6.069	2.920	74.273

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		511	558	506	428	272	138	2.412
Midlife - Young Kids		790	878	987	768	400	275	4.099
Midlife - Carefree		603	584	569	503	349	272	2.879
Mature		2.972	3.127	3.088	2.276	1.402	952	13.816
All		4.875	5.147	5.150	3.974	2.423	1.636	23.205

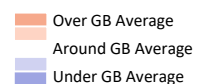
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

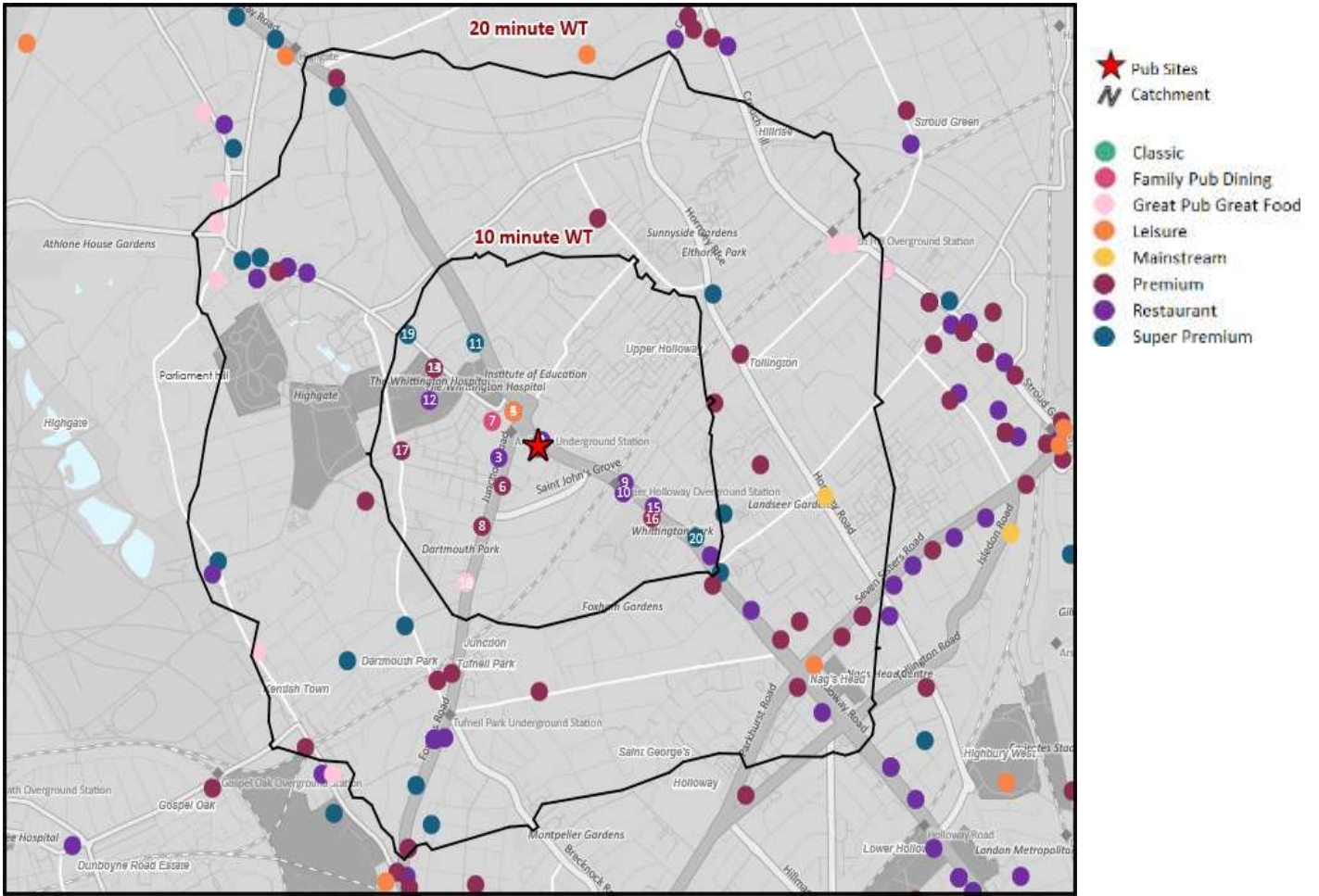


Polaris Plus Profile by Catchment

*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	1.902	7.763	125.517	122	127	144
Medium	4.593	14.709	176.858	262	215	181
High	6.096	29.635	381.020	573	713	644
Midlife - Young Kids						
Low	526	964	22.544	59	28	46
Medium	0	0	732	0	0	2
High	714	2.012	51.732	384	277	500
Midlife - Carefree						
Low	881	1.328	47.059	130	50	125
Medium	0	0	690	0	0	1
High	1.089	5.602	65.485	149	197	162
Mature						
Low	0	4	930	0	0	1
Medium	0	0	153	0	0	0
High	0	54	7.617	0	1	6
Not Private Households	133	161	5.189	78	24	55
Total	15.934	62.232	885.526			



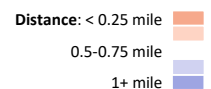


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Mother Red Cap	N 19 5SE	Star Pubs & Bars	Premium	0,0%	0,0%	0,00
1		500 N 19 3JH	Independent Free	Restaurant	1,7%	80,2%	0,02
2	Sitara Punjabi Cuisine	N 19 3JH	Independent Free	Restaurant	3,5%	85,2%	0,02
3	Mosaic Pizzeria	N 19 5RE	Independent Free	Restaurant	13,0%	77,1%	0,09
4	Club Kolis	N 19 3TD	Independent Free	Leisure	9,0%	44,4%	0,10
5	Archway Tavern	N 19 3TD	Independent Free	Premium	0,0%	0,0%	0,10
6	St Johns Tavern	N 19 5QU	Independent Free	Premium	15,1%	63,9%	0,11
7	Premier Inn	N 19 5DD	Whitbread Hotels	Family Pub Dining	3,4%	6,8%	0,12
8	Oak and Pastor	N 19 5QZ	Star Pubs & Bars	Premium	9,9%	75,7%	0,21
9	Spoke	N 19 3NH	Independent Free	Restaurant	2,3%	62,5%	0,21
10	Red Rose Tandoori	N 19 4DJ	Independent Free	Restaurant	0,6%	91,9%	0,22
11	Charlotte Despard	N 19 3TX	Independent Free	Super Premium	3,9%	95,3%	0,27
12	Whittington Restaurant Gb343582 Gr	N 19 5NF	Independent Free	Restaurant	10,2%	72,7%	0,27
13	Whittington Stone	N 19 5NE	Stonegate Pub Company	Premium	10,2%	72,7%	0,29
14	St Josephs Parish Centre	N 19 5NE	Independent Free	Premium	0,0%	0,0%	0,29
15	Joy Cafe and Juice Bar	N 19 3NP	Independent Free	Restaurant	0,0%	0,0%	0,30
16	Florin	N 19 4DQ	Stonegate Pub Company	Premium	3,9%	75,3%	0,30
17	Bold Food And Bar	N 19 5HS	Independent Free	Premium	0,0%	0,0%	0,32
18	Zodiac	N 19 5LB	Independent Free	Great Pub Great Food	0,0%	0,0%	0,33
19	Brendan The Navigator	N 19 5NQ	Independent Free	Super Premium	8,4%	61,5%	0,39
20	Crown	N 19 3PA	Stonegate Pub Company	Super Premium	4,8%	83,1%	0,41

* 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 - Mother Red Cap

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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+	15.934	62.232	885.526
Number of Competition Pubs	22	81	2.902
Adults 18+ per Competition Pub	724	768	305

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.108	7,0%	89
Family Pub Dining	1	1.132	7,1%	78
Great Pub Great Food	1	2.608	16,4%	98
Leisure	1	1.420	8,9%	89
Mainstream	0	1.874	11,8%	84
Premium	8	2.517	15,8%	110
Restaurant	8	4.205	26,4%	115
Super Premium	3	937	5,9%	150

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	3.671	5,9%	75
Family Pub Dining	1	4.028	6,5%	71
Great Pub Great Food	7	10.843	17,4%	104
Leisure	2	5.537	8,9%	89
Mainstream	1	6.767	10,9%	78
Premium	30	10.190	16,4%	115
Restaurant	25	16.965	27,3%	118
Super Premium	15	4.065	6,5%	166

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	8	55.834	6,3%	80
Family Pub Dining	17	59.812	6,8%	74
Great Pub Great Food	370	151.280	17,1%	102
Leisure	241	79.220	9,0%	89
Mainstream	103	97.491	11,0%	79
Premium	641	141.431	16,0%	112
Restaurant	1250	239.117	27,0%	117
Super Premium	262	56.108	6,3%	161

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																																				
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+)	<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	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																																				
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