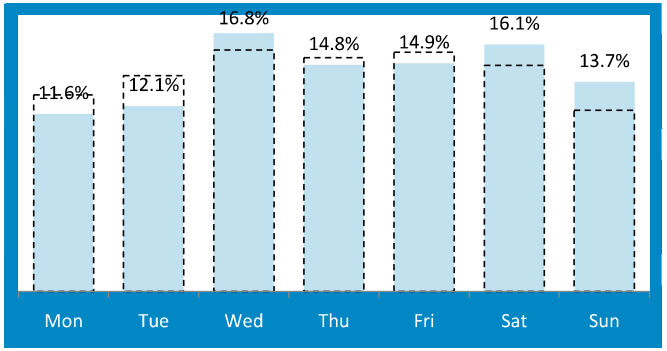
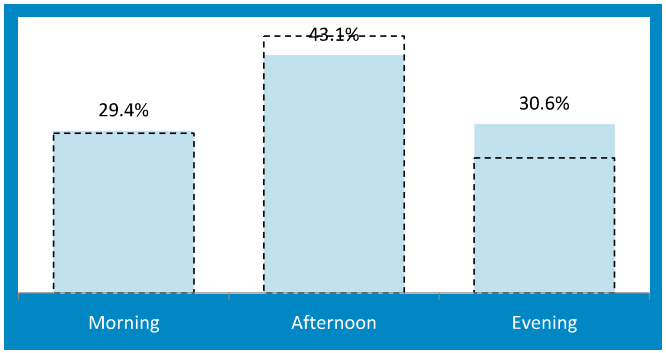
Castle

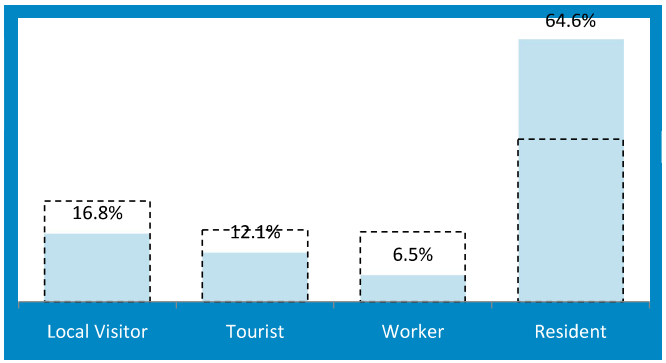
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		661	5.344
Adult Pop		517	4.529
Affluence	Low	0%	33%
	Medium	33%	38%
	High	67%	27%
Young		0%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		26%	16%
Mature		74%	44%
Competition Count		1	43

Visitors

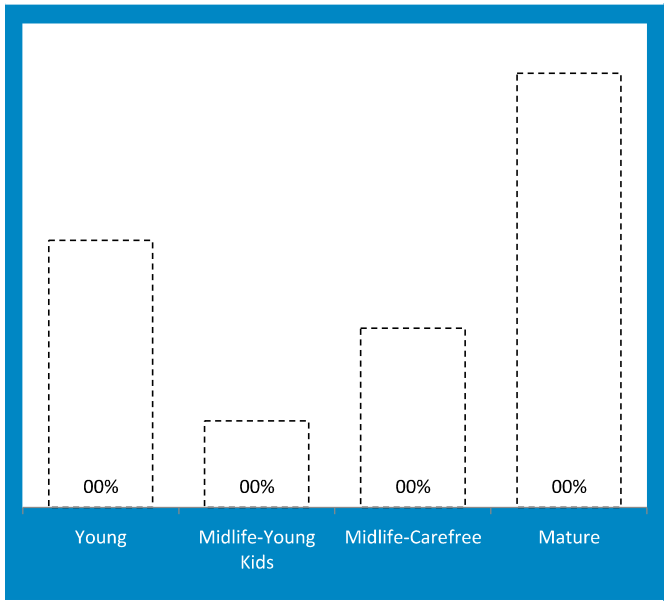






Spend Profile

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



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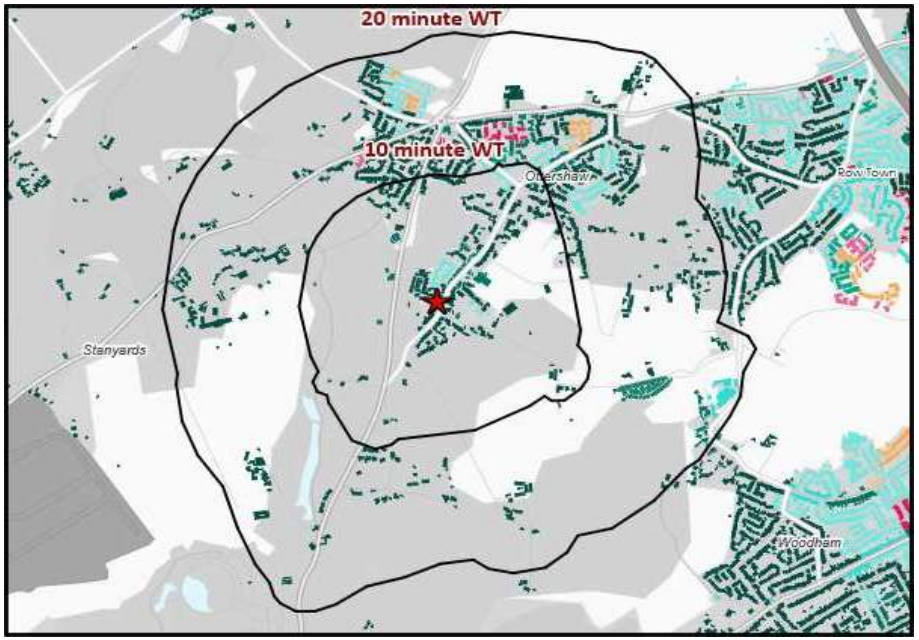
Catchment Summary - Castle

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	661	4.018	354.336	12	20	84
				Pop. & Adl. 18+ index based on all pubs		
Adults 18+	517	3.241	280.394	11	20	82
Competition Pubs	1	3	471	2	3	60
Adults 18+ per Competition Pub	517	1.080	595	75	158	87
% Adults Likely to Drink	83,0%	83,0%	81,0%	104	104	101
Affluence Low	0,0%	3,0%	6,4%	0	9	19
Affluence Medium	33,5%	29,5%	32,9%	87	77	86
Affluence High	66,5%	59,2%	59,0%	242	215	215
Mean Net Disposable income (£pa)	£32.370	£28.699	£26.708	143	127	118
Age Profile 18-24	38	240	24.769	68	70	82
Age Profile 25-34	40	343	42.134	45	63	88
Age Profile 35-44	87	493	50.851	97	91	106
Age Profile 45-64	188	1.116	95.273	113	111	107
Age Profile 65+	164	1.049	67.367	129	136	99

*Affluence does not include Not Private Households

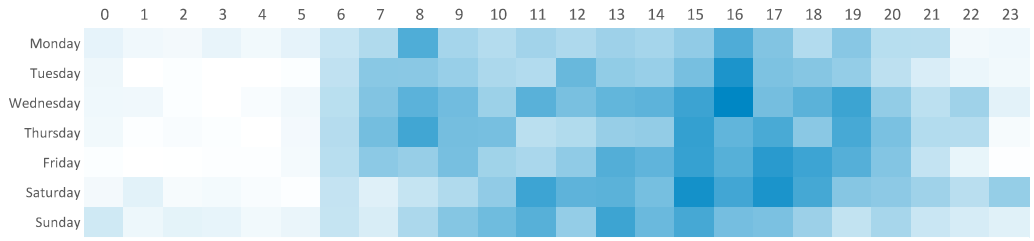


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Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	20 min WT*	20 min DT**	Index vs GB average 10 min WT*	20 min WT*	20 min DT**
Young	0	203	49.127	0	23	63
Midlife - Young Kids	0	127	26.035	0	36	85
Midlife - Carefree	132	448	78.188	162	88	177
Mature	385	2.192	122.365	168	153	99
Not Private Households	0	271	4.679	0	69.110	13.792
Total	**517**	**3.241**	**280.394**			

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Per Pub - Castle

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	517	3.241	280.394
Number of Competition Pubs	1	3	471
Adults 18+ per Competition Pub	517	1.080	595

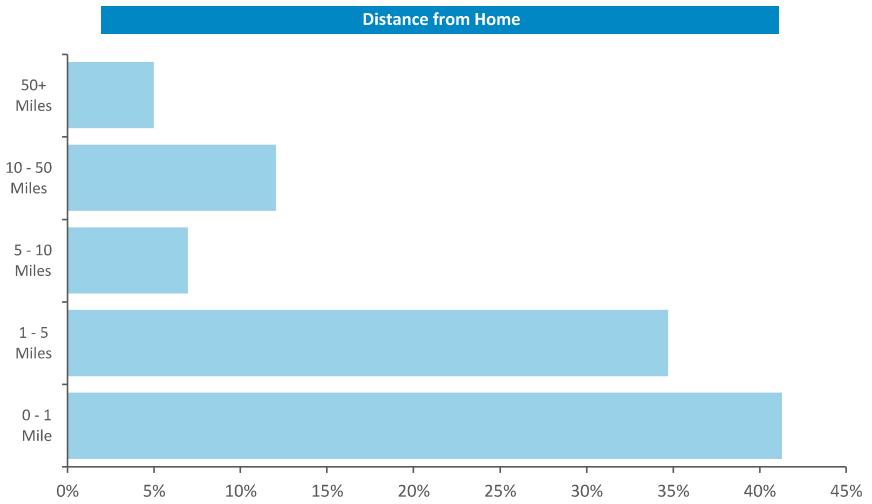
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	17	3,3%	42
Family Pub Dining	0	34	6,6%	73
Great Pub Great Food	1	118	22,9%	137
Leisure	0	59	11,4%	114
Mainstream	0	55	10,6%	76
Premium	0	80	15,5%	109
Restaurant	0	126	24,4%	106
Super Premium	0	28	5,4%	136

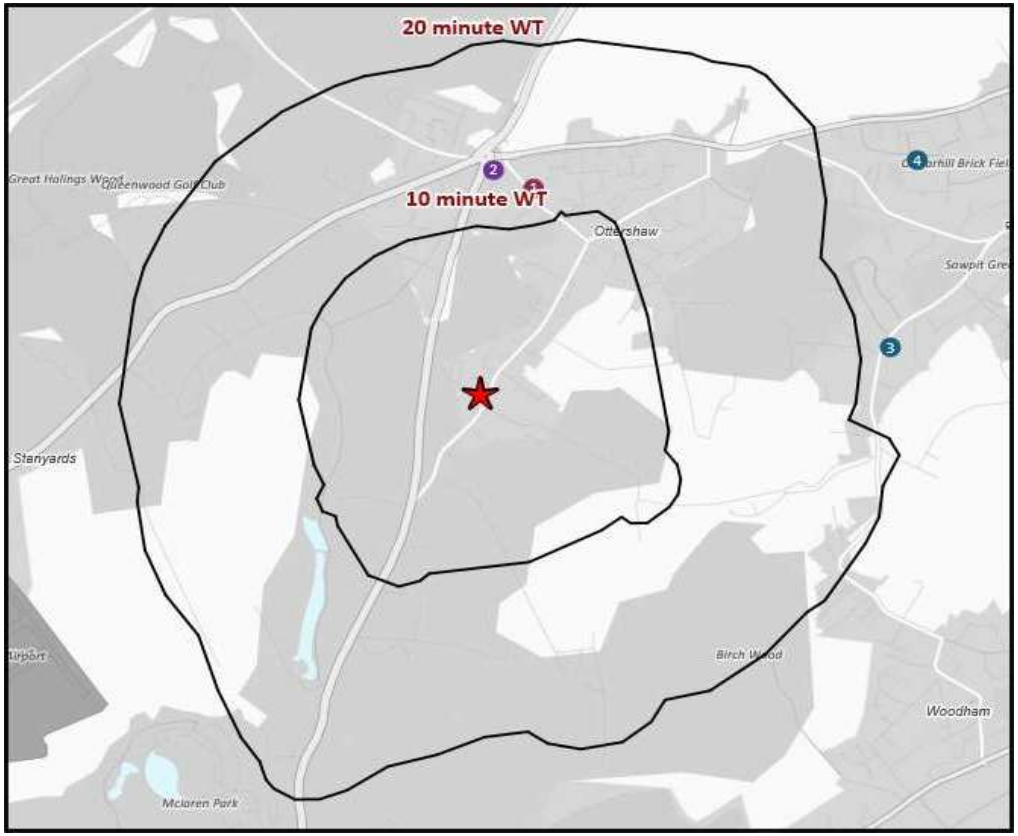
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	106	3,3%	42
Family Pub Dining	0	200	6,2%	68
Great Pub Great Food	1	659	20,3%	121
Leisure	0	329	10,1%	101
Mainstream	0	323	10,0%	71
Premium	1	465	14,4%	100
Restaurant	1	728	22,5%	98
Super Premium	0	159	4,9%	125

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	9.927	3,5%	45
Family Pub Dining	14	18.252	6,5%	72
Great Pub Great Food	77	58.129	20,7%	124
Leisure	115	29.334	10,5%	104
Mainstream	15	28.903	10,3%	74
Premium	61	44.374	15,8%	111
Restaurant	111	70.388	25,1%	109
Super Premium	78	16.352	5,8%	148



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Competition - Castle



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	Foxhills Golf Country Club	KT16 0EL	Independent Free	Leisure	21,2%	1,11
2	Miller and Carter	KT16 0PQ	Mitchells & Butlers	Restaurant	17,9%	0,50
10	Gosling	GU21 5NL	Independent Free	Great Pub Gre	17,3%	1,38
13	Black Prince	KT15 3NT	Greene King	Super Premiun	13,4%	1,50
3	Cricketers	KT15 1EY	Stonegate Pub Company	Super Premiun	7,9%	0,86
17	Station	KT14 6DR	Greene King	Super Premiun	6,5%	1,69
19	West Byfleet Social Club	KT14 6NE	Independent Free	Super Premiun	4,8%	1,75
1	Ottershaw Social Club	KT16 0HG	Independent Free	Premium	3,2%	0,47
14	National Reserve Social Club	KT15 1QD	Independent Free	Premium	2,9%	1,58
4	Hare Hill Social Club	KT15 1AT	Independent Free	Super Premiun	1,8%	1,05
8	New Zealand Golf Club	KT15 3QD	Independent Free	Leisure	1,7%	1,22
18	Queens Arms	KT15 1SF	Independent Free	Premium	0,8%	1,70
7	Zaal Indian Restaurant	KT15 1JH	Independent Free	Restaurant	0,4%	1,19
5	Botleys Mansion	KT16 0AP	Unknown	Leisure	0,1%	1,11
9	Queenswood Golf Club	KT16 0AG	Independent Free	Leisure	0,0%	1,35
0	Castle	KT16 0LW	Star Pubs & Bars	Great Pub Gre	0,0%	0,00
11	Fairoaks Flight Centre	GU24 8HU	Independent Free	Restaurant	0,0%	1,40
12	Raj Cuisine	KT15 3EU	Independent Free	Restaurant	0,0%	1,40
15	R A O B Social Club	KT15 1SQ	Independent Free	Premium	0,0%	1,60
16	Royal British Legion Club	KT15 1SG	Independent Free	Mainstream	0,0%	1,67
20	Sir and Maddam	KT14 6NF	Independent Free	Restaurant	0,0%	1,76

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

Pub Sites
Catchment

Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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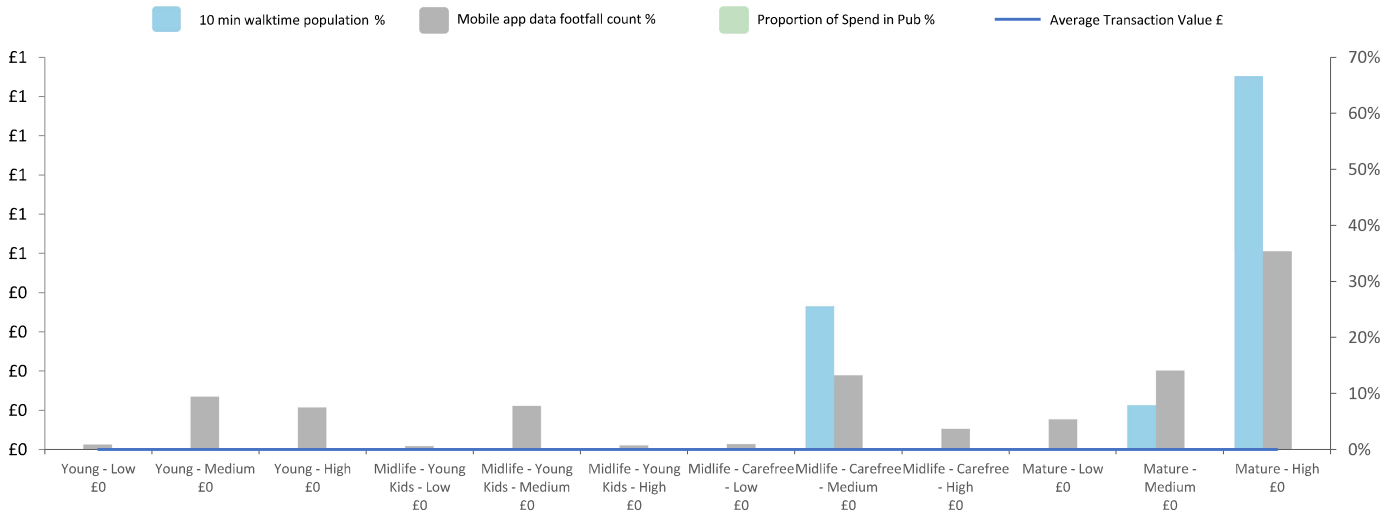
Catchment Summary - Castle

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
61905	Castle	KT16 0LW	Star Pubs & Bars	Great Pub Great Food	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

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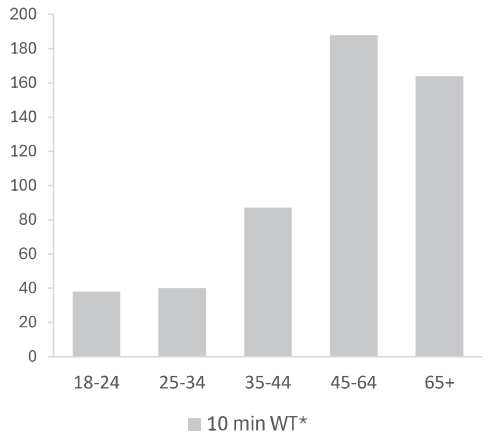
Catchment Summary - Castle

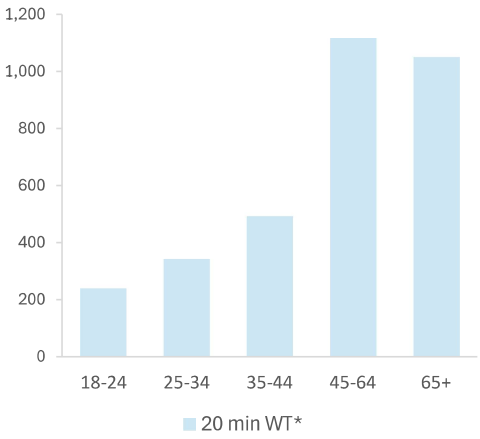
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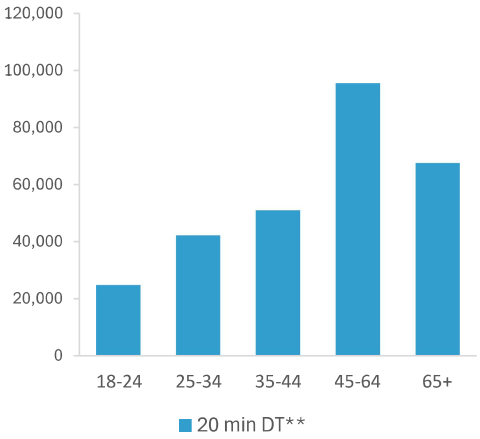
Over GB Average
Around GB Average
Under GB Average

*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		661	4.018	354.336	12	20	84
					Population & Adults 18+ index is based on all pubs		
Adults 18+		517	3.241	280.394	11	20	82
Competition Pubs		1	3	471	2	3	60
Adults 18+ per Competition Pub		517	1.080	595	75	158	87
% Adults Likely to Drink		83,0%	83,0%	81,0%	104	104	101
Affluence	Low	0,0%	3,0%	6,4%	0	9	19
	Medium	33,5%	29,5%	32,9%	87	77	86
	High	66,5%	59,2%	59,0%	242	215	215
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£32.370	£28.699	£26.708	143	127	118
Age Profile	18-24	38	240	24.769	68	70	82
	25-34	40	343	42.134	45	63	88
	35-44	87	493	50.851	97	91	106
	45-64	188	1.116	95.273	113	111	107
	65+	164	1.049	67.367	129	136	99







		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	316 (48%)	1,942 (48%)	173,353 (49%)	97	99	100
	Female	345 (52%)	2,076 (52%)	180,983 (51%)	102	101	100
Economic Status (16+)	Employed: Full-time	157 (29%)	1,064 (32%)	108,763 (38%)	86	94	111
	Employed: Part-time	71 (13%)	363 (11%)	32,242 (11%)	111	91	93
	Self employed	69 (13%)	384 (12%)	32,862 (11%)	139	125	123
	Unemployed	12 (2%)	78 (2%)	7,709 (3%)	81	85	97
	Full-time student	2 (0%)	32 (1%)	5,395 (2%)	15	38	75
	Retired	154 (29%)	1,018 (31%)	60,719 (21%)	132	141	97
	Other	71 (13%)	389 (12%)	41,285 (14%)	75	66	80
Total Worker Count		100	867	162.472			

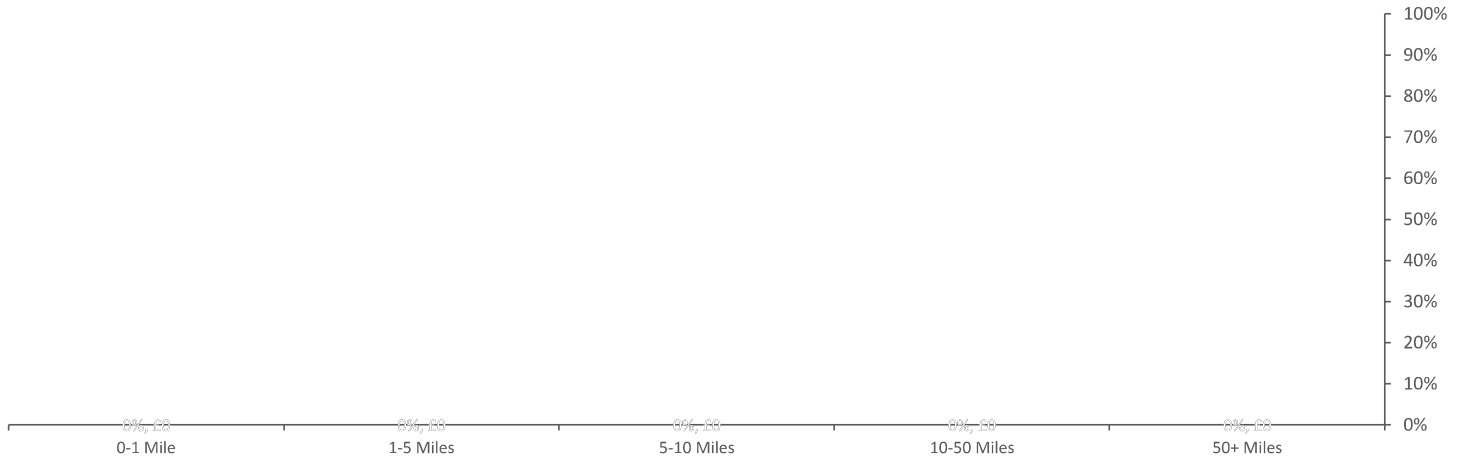
See the Glossary page for further information on the above variables

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Transactional Data Summary - Castle

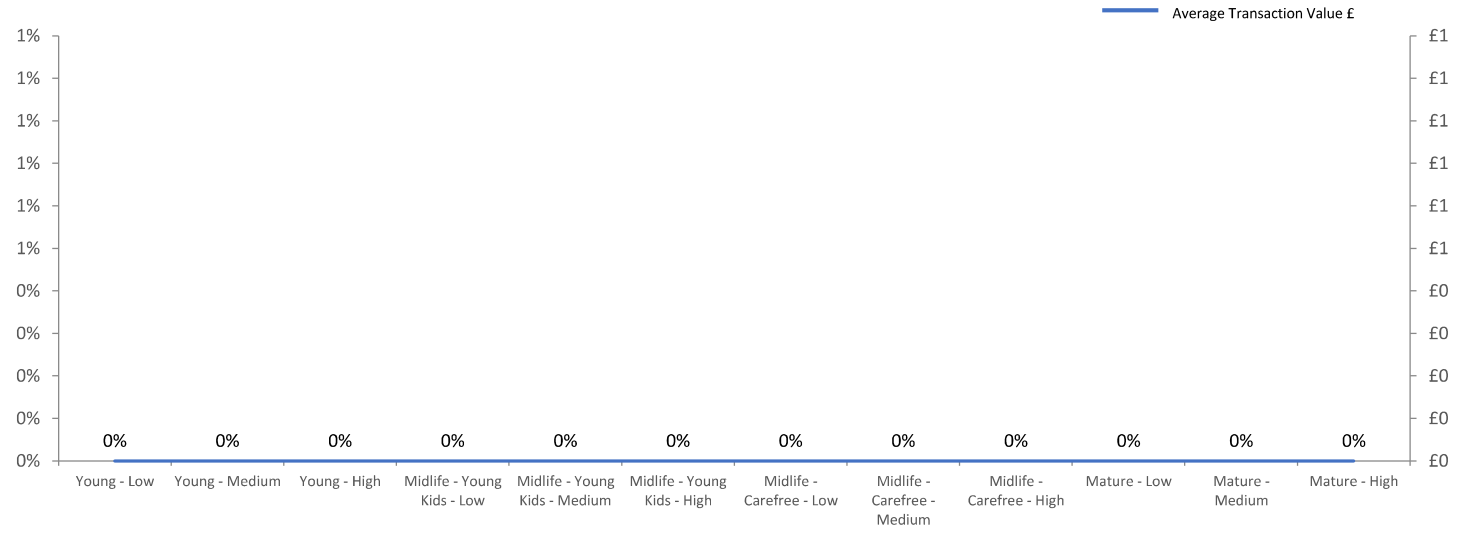
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Spend by Polaris and Distance from Home



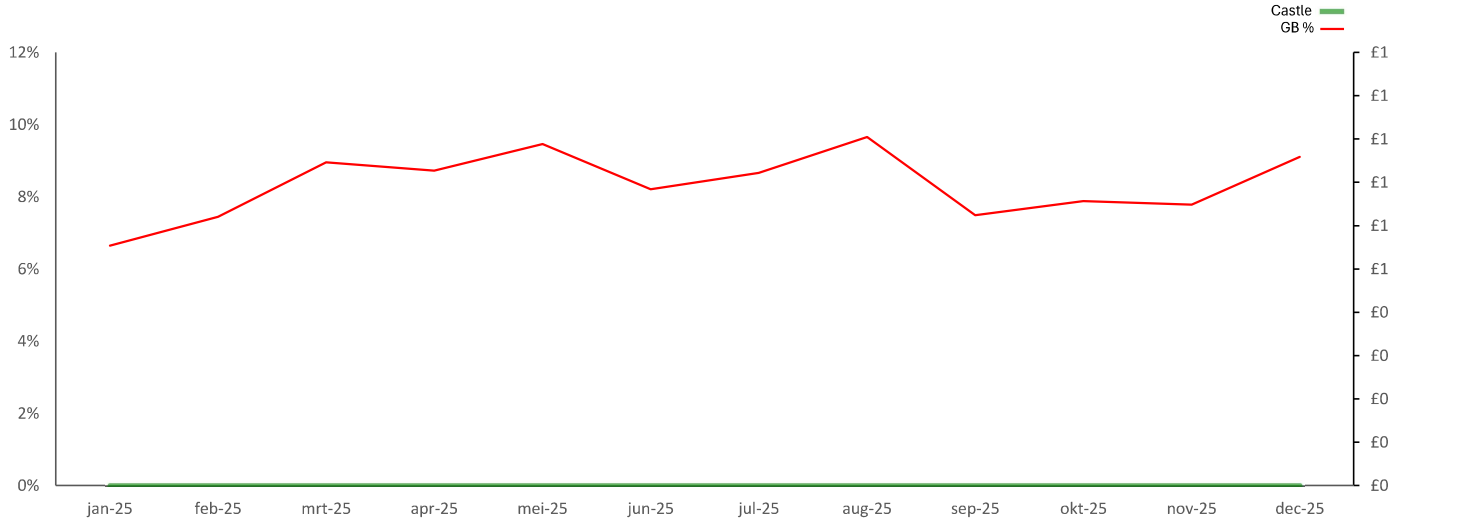
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



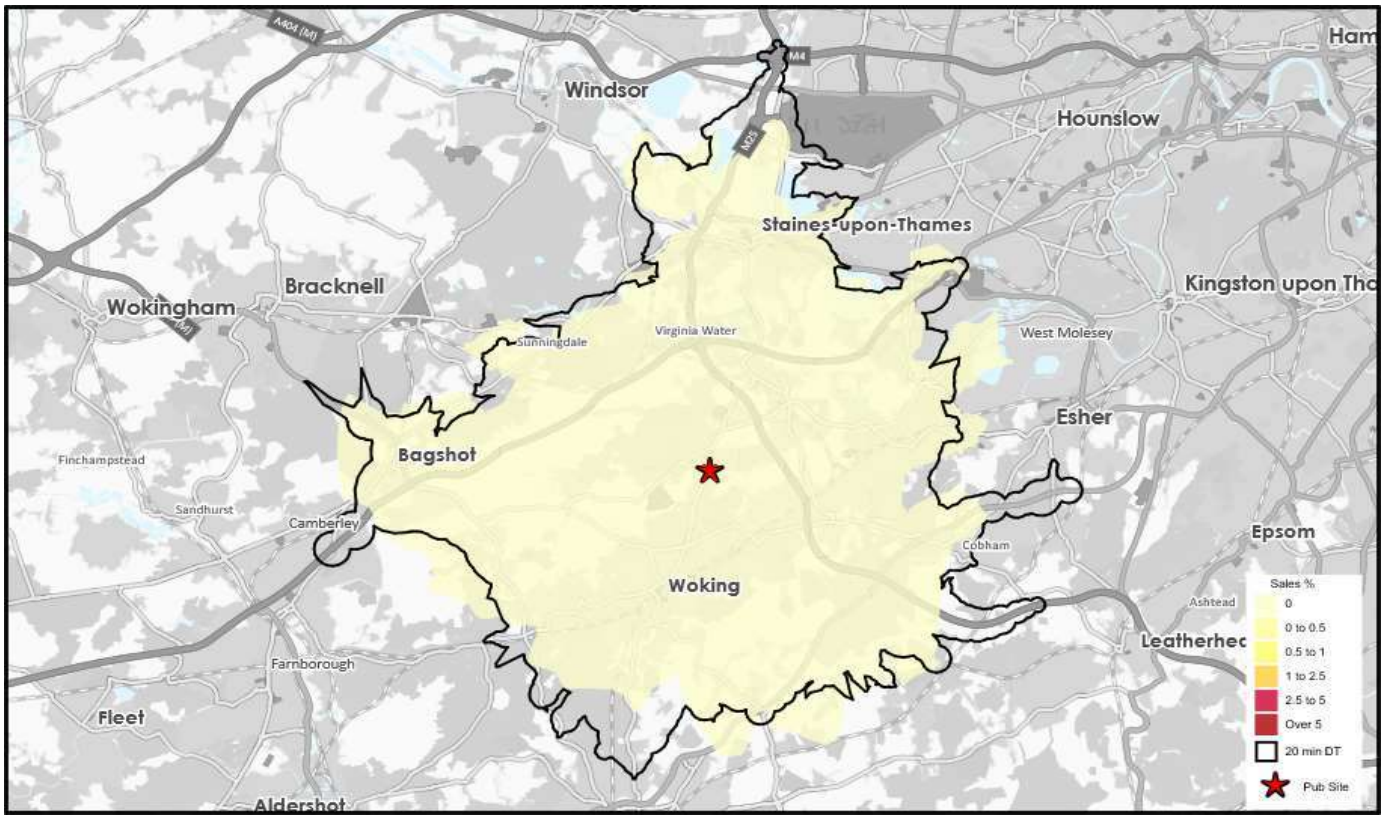
Seasonality of the spend split by month

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Transactional Data Maps - Castle

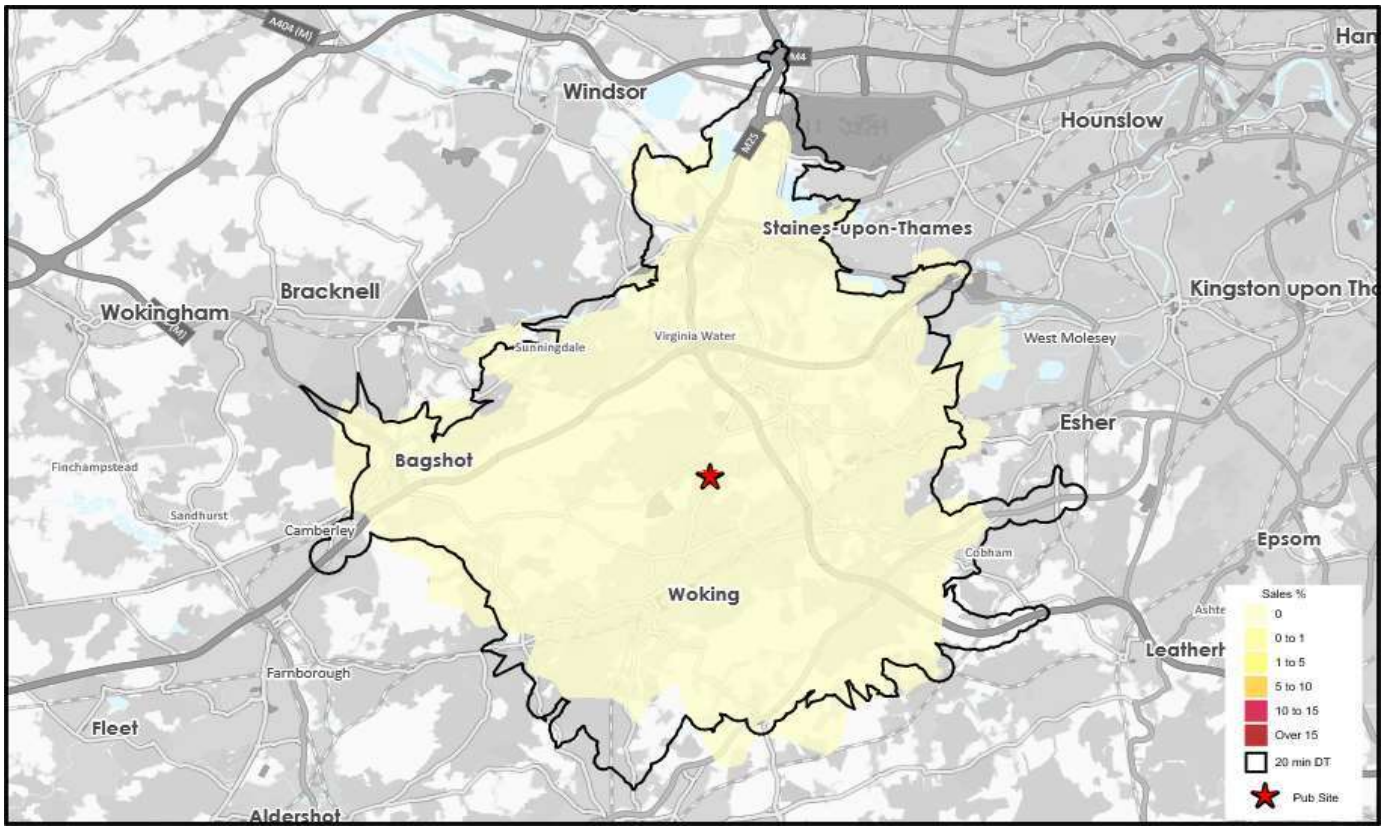
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Castle Share of Spend from Postcode Sectors within 20 minute Drive



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 Castle



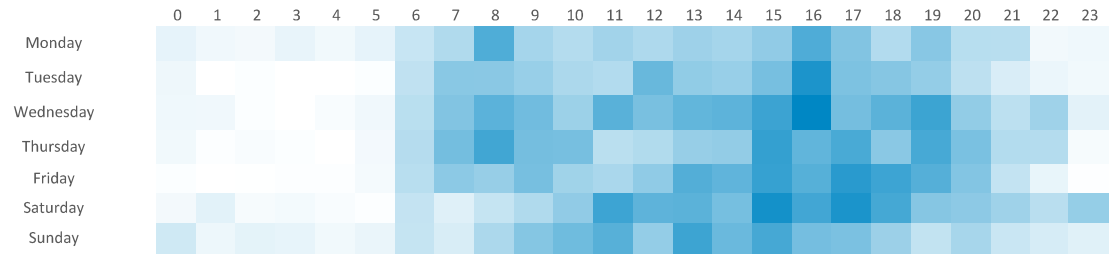
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Castle

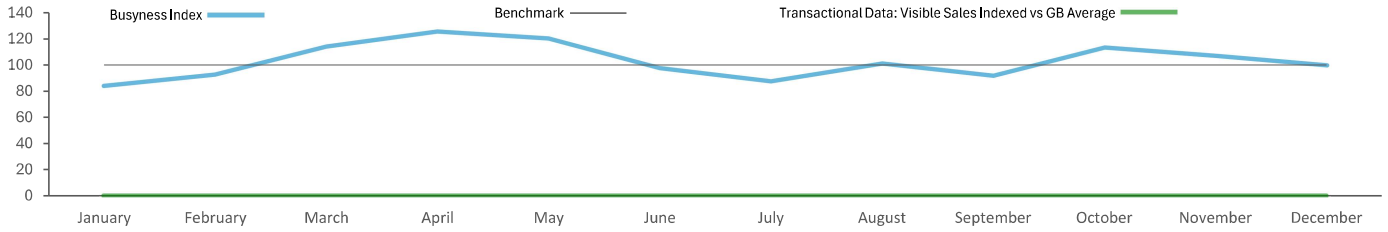
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Time of Day/Day of Week



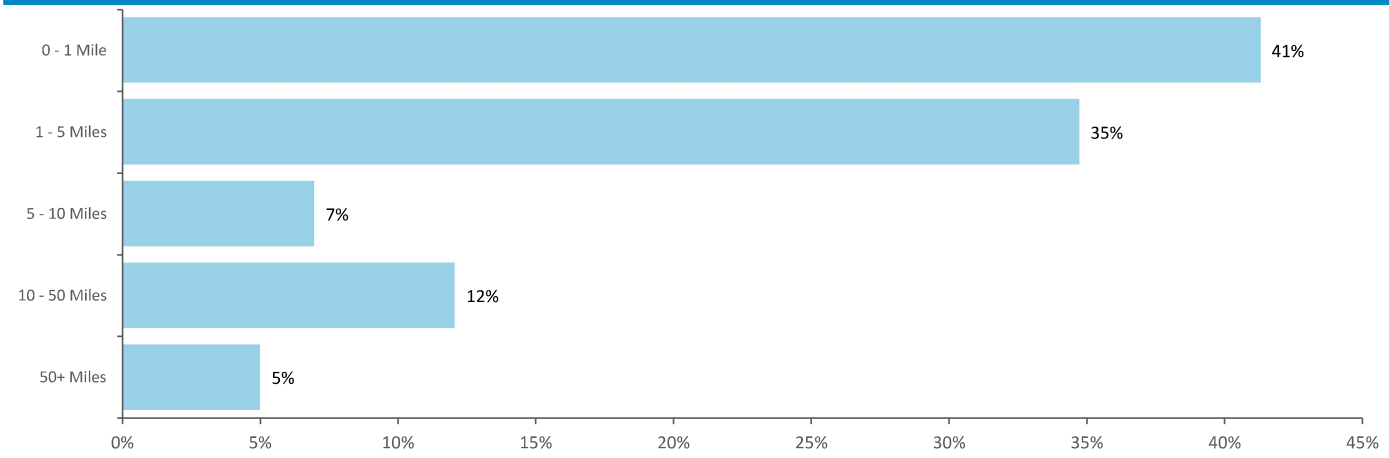
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



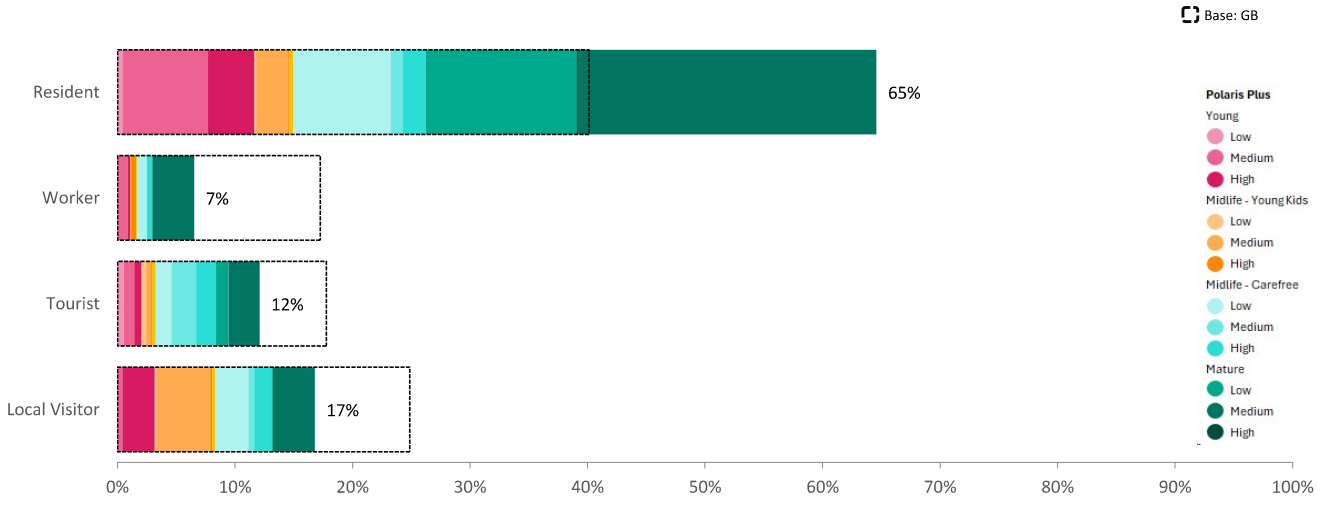
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



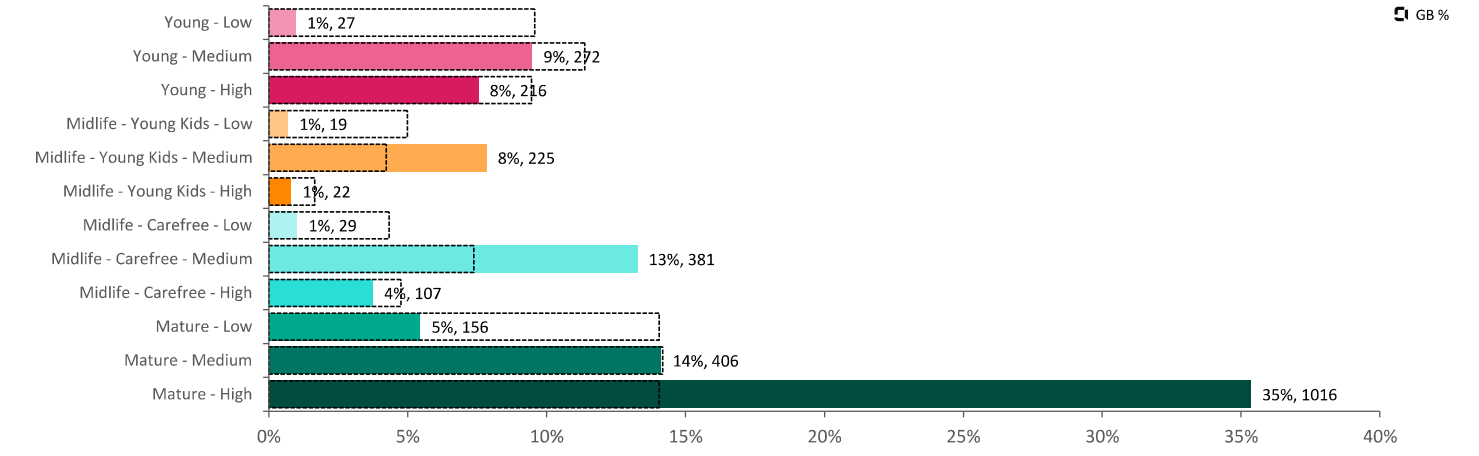
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Castle

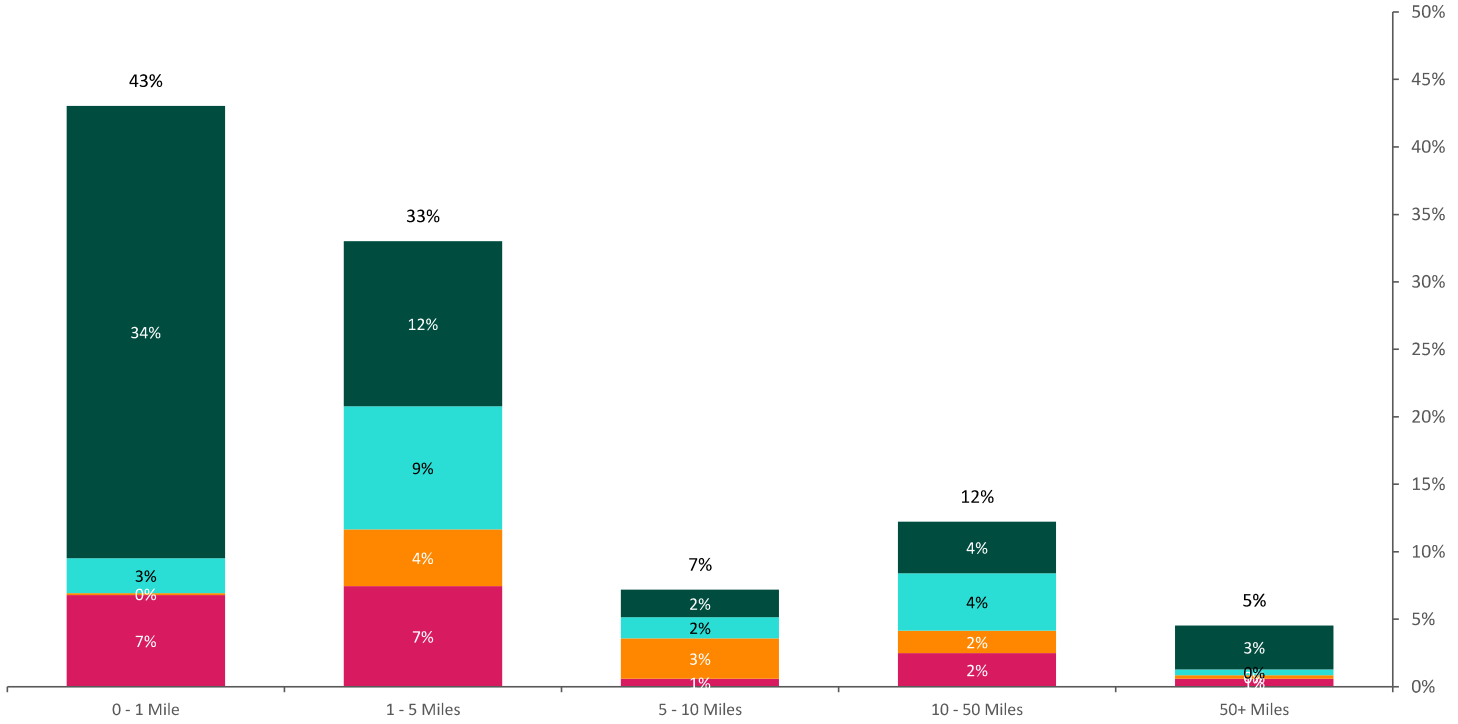
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Polaris Plus Profile



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



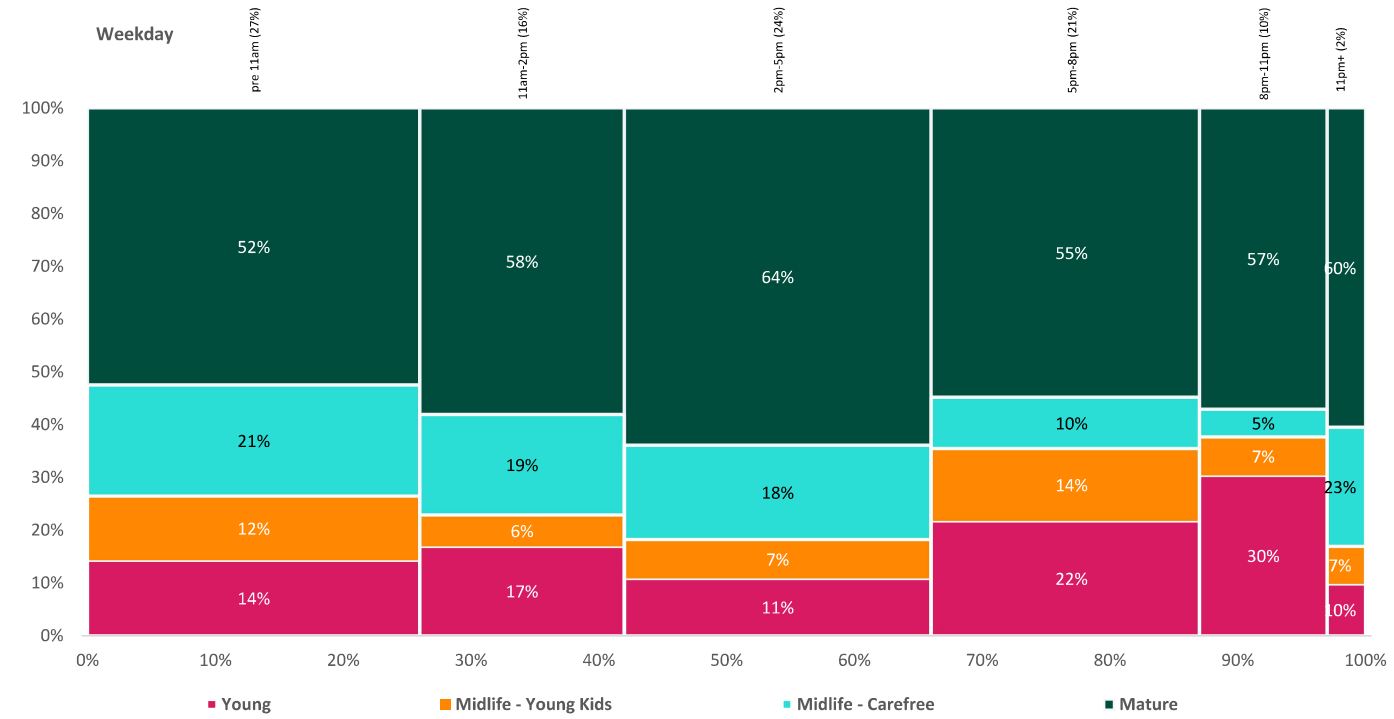
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Castle

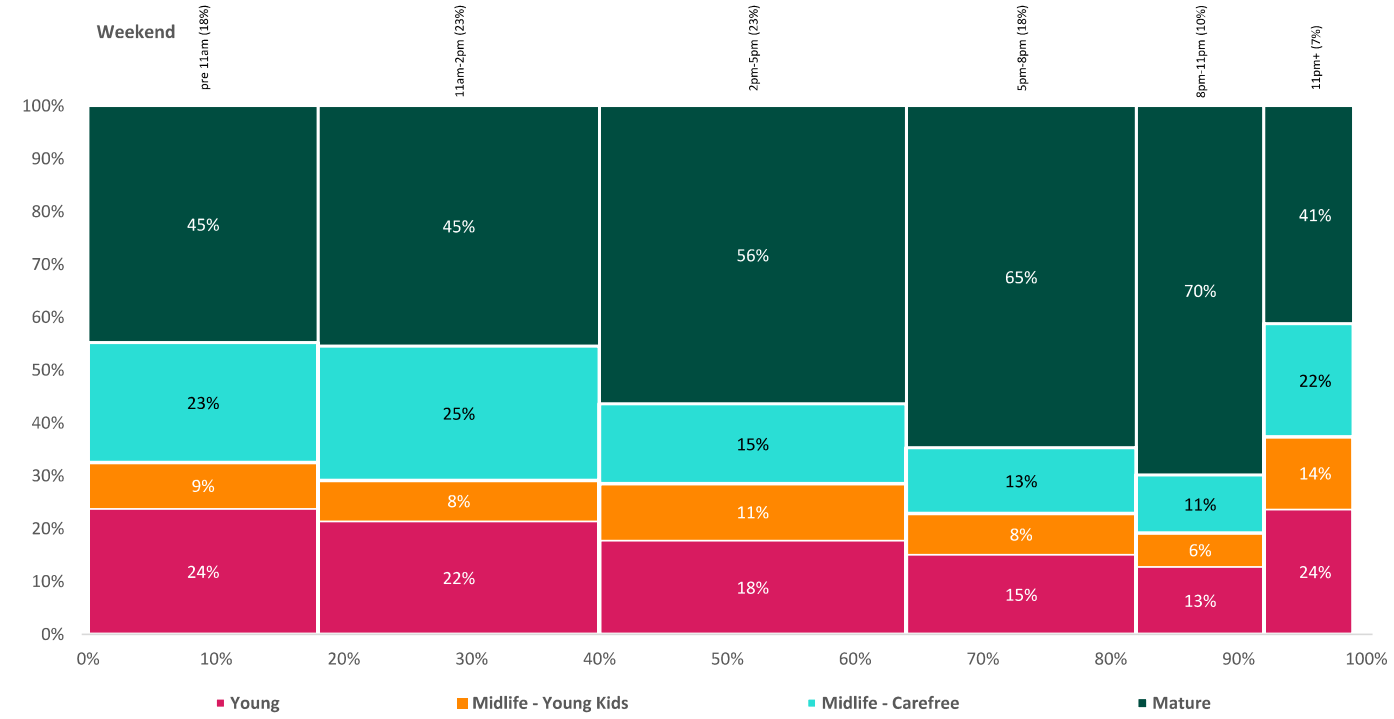
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	364	248	399	300	143	38	1.492
Midlife - Carefree	146	81	112	53	13	14	420
Midlife - Young Kids	84	25	46	75	18	4	254
Young	99	72	68	119	76	6	441
All	693	427	624	548	251	63	2.606

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



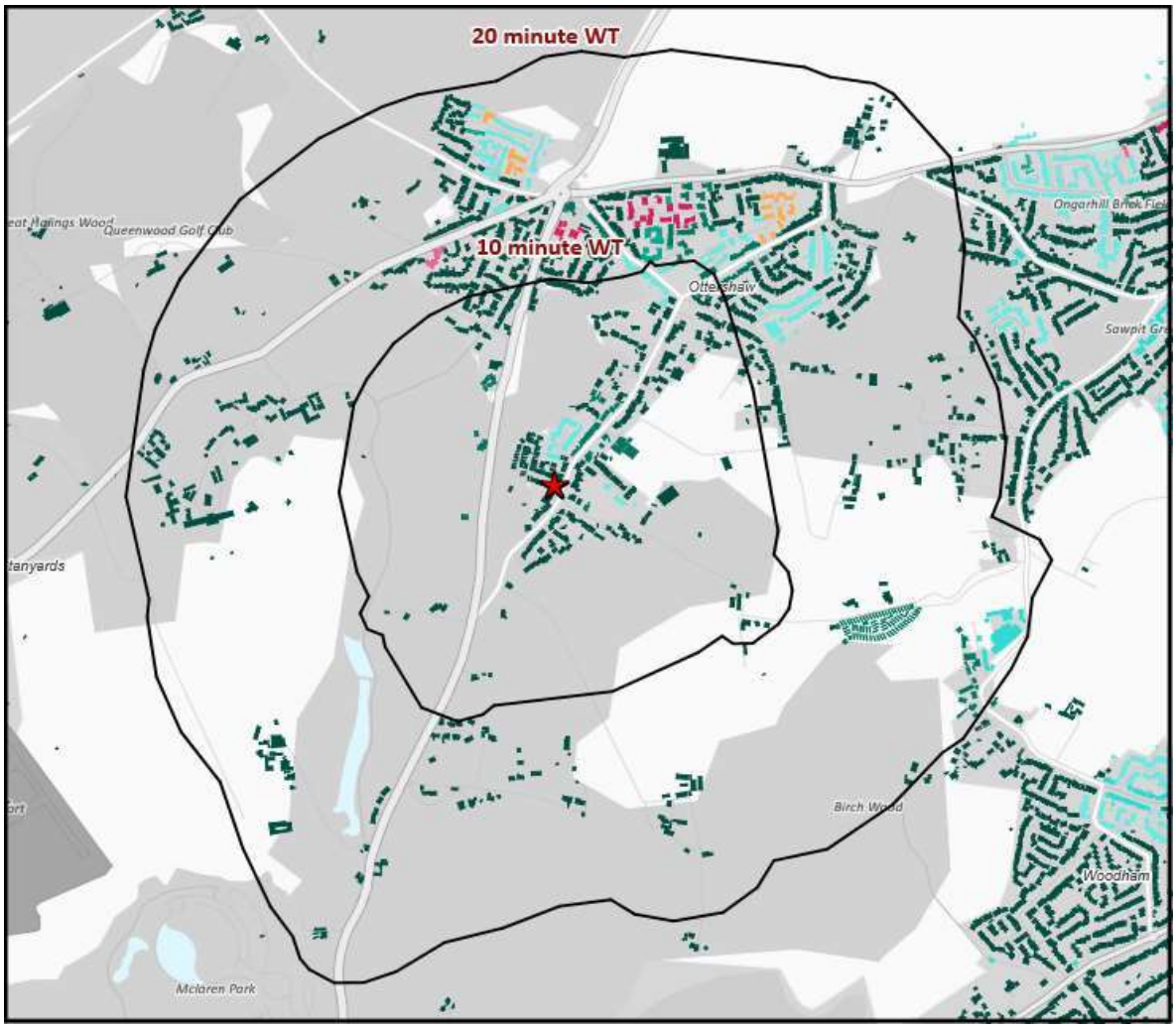
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	92	114	148	132	79	34	599
Midlife - Young Kids	47	64	40	26	12	18	207
Midlife - Carefree	18	19	28	16	7	11	99
Mature	49	54	47	31	15	20	216
All	205	252	262	205	113	83	1.119

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

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Polaris Plus Summary - Castle

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

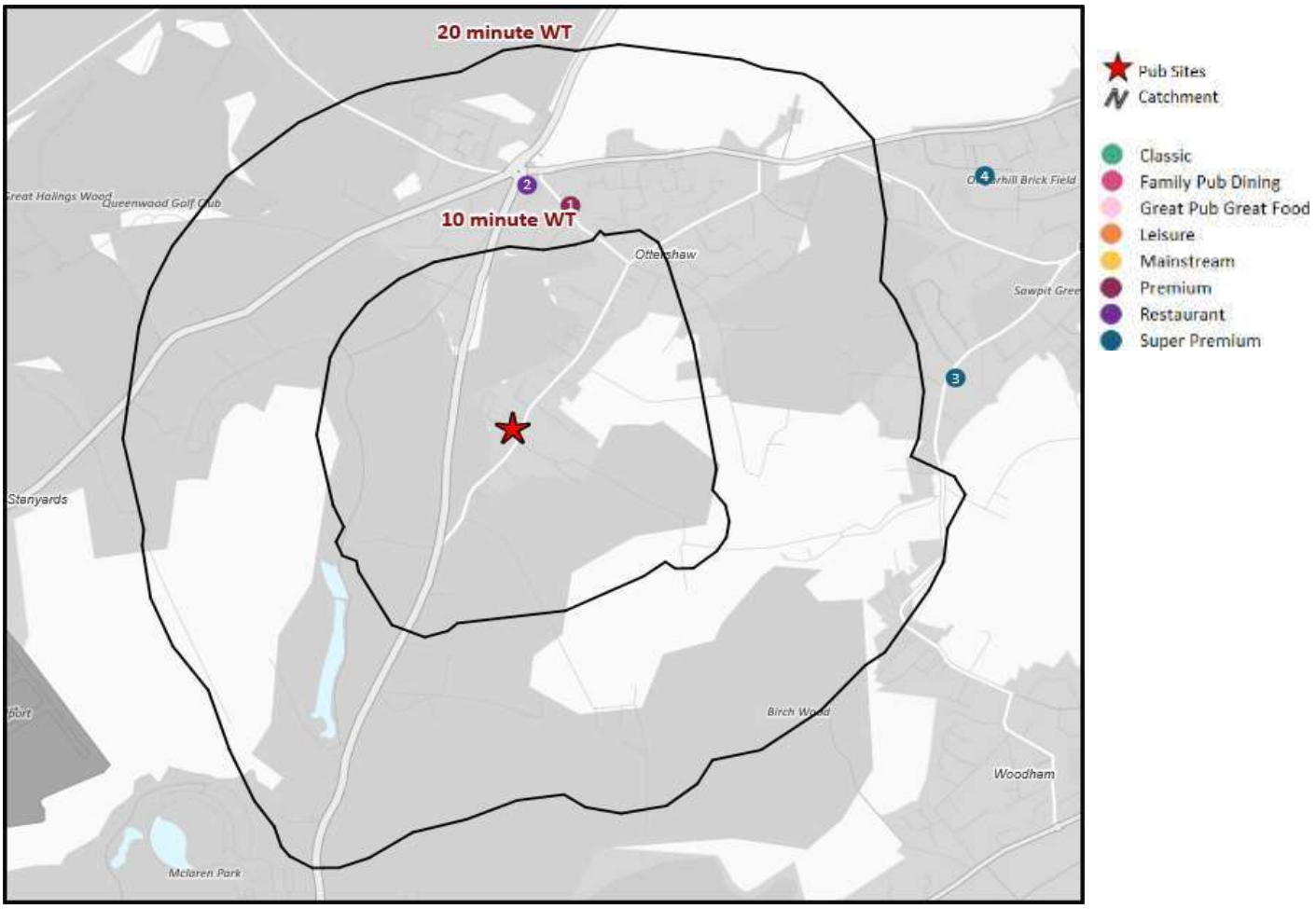
Over GB Average
Around GB Average
Under GB Average

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	0	0	1.696	0	0	6
Medium	0	11	5.272	0	3	17
High	0	192	42.159	0	89	225
Midlife - Young Kids						
Low	0	0	695	0	0	4
Medium	0	127	20.622	0	89	166
High	0	0	4.718	0	0	144
Midlife - Carefree						
Low	0	0	843	0	0	7
Medium	132	448	57.235	357	193	285
High	0	0	20.110	0	0	157
Mature						
Low	0	97	14.728	0	22	39
Medium	41	370	9.117	51	73	21
High	344	1.725	98.520	442	353	233
Not Private Households	0	271	4.679	0	781	156
Total	517	3.241	280.394			

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CGA Summary - Castle

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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	Castle	KT16 0LW	Star Pubs & Bars	Great Pub Great Food	0,0%	0,0%	0,00
1	Ottershaw Social Club	KT16 0HG	Independent Free	Premium	3,2%	95,4%	0,47
2	Miller and Carter	KT16 0PQ	Mitchells & Butlers	Restaurant	17,9%	65,9%	0,50
3	Cricketers	KT15 1EY	Stonegate Pub Company	Super Premium	7,9%	73,1%	0,86
4	Hare Hill Social Club	KT15 1AT	Independent Free	Super Premium	1,8%	88,4%	1,05
5	Botleys Mansion	KT16 0AP	Unknown	Leisure	0,1%	5,1%	1,11
6	Foxhills Golf Country Club	KT16 0EL	Independent Free	Leisure	21,2%	54,9%	1,11
7	Zaal Indian Restaurant	KT15 1JH	Independent Free	Restaurant	0,4%	93,9%	1,19
8	New Zealand Golf Club	KT15 3QD	Independent Free	Leisure	1,7%	10,8%	1,22
9	Queenswood Golf Club	KT16 0AG	Independent Free	Leisure	0,0%	5,0%	1,35
10	Gosling	GU21 5NL	Independent Free	Great Pub Great Food	17,3%	69,8%	1,38
11	Fairoaks Flight Centre	GU24 8HU	Independent Free	Restaurant	0,0%	0,0%	1,40
12	Raj Cuisine	KT15 3EU	Independent Free	Restaurant	0,0%	0,0%	1,40
13	Black Prince	KT15 3NT	Greene King	Super Premium	13,4%	83,7%	1,50
14	National Reserve Social Club	KT15 1QD	Independent Free	Premium	2,9%	82,0%	1,58
15	R A O B Social Club	KT15 1SQ	Independent Free	Premium	0,0%	0,0%	1,60
16	Royal British Legion Club	KT15 1SG	Independent Free	Mainstream	0,0%	0,0%	1,67
17	Station	KT14 6DR	Greene King	Super Premium	6,5%	77,0%	1,69
18	Queens Arms	KT15 1SF	Independent Free	Premium	0,8%	81,4%	1,70
19	West Byfleet Social Club	KT14 6NE	Independent Free	Super Premium	4,8%	94,0%	1,75
20	Sir and Maddam	KT14 6NF	Independent Free	Restaurant	0,0%	0,0%	1,76

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* 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 - Castle

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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+	517	3.241	280.394
Number of Competition Pubs	1	3	471
Adults 18+ per Competition Pub	517	1.080	595

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	17	3,3%	42
Family Pub Dining	0	34	6,6%	73
Great Pub Great Food	1	118	22,9%	137
Leisure	0	59	11,4%	114
Mainstream	0	55	10,6%	76
Premium	0	80	15,5%	109
Restaurant	0	126	24,4%	106
Super Premium	0	28	5,4%	136

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	106	3,3%	42
Family Pub Dining	0	200	6,2%	68
Great Pub Great Food	1	659	20,3%	121
Leisure	0	329	10,1%	101
Mainstream	0	323	10,0%	71
Premium	1	465	14,4%	100
Restaurant	1	728	22,5%	98
Super Premium	0	159	4,9%	125

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	9.927	3,5%	45
Family Pub Dining	14	18.252	6,5%	72
Great Pub Great Food	77	58.129	20,7%	124
Leisure	115	29.334	10,5%	104
Mainstream	15	28.903	10,3%	74
Premium	61	44.374	15,8%	111
Restaurant	111	70.388	25,1%	109
Super Premium	78	16.352	5,8%	148

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Glossary

STAR PUBS

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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	• 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**

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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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 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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.



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