

Catchment Summary - Ring O Bells Inn

■ Over GB Average *WT= Walktime
■ Around GB Average **DT= Drivetime
■ Under GB Average

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	1,558	4,502	485,550
Adults 18+	1,224	3,601	365,845
Competition Pubs	2	7	443
Adults 18+ per Competition Pub	612	514	826
% Adults Likely to Drink	78,6%	78,1%	61,3%

30	23	116
27	22	109
11	16	110
69	58	93
104	103	81

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

104	114	157
166	138	102
9	29	30

Affluence	Low	34,4%	37,9%	52,1%
	Medium	63,2%	52,7%	38,9%
	High	2,4%	7,9%	8,3%

110	102	88
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90	81	109
84	85	101
101	95	105
118	118	91
84	98	79

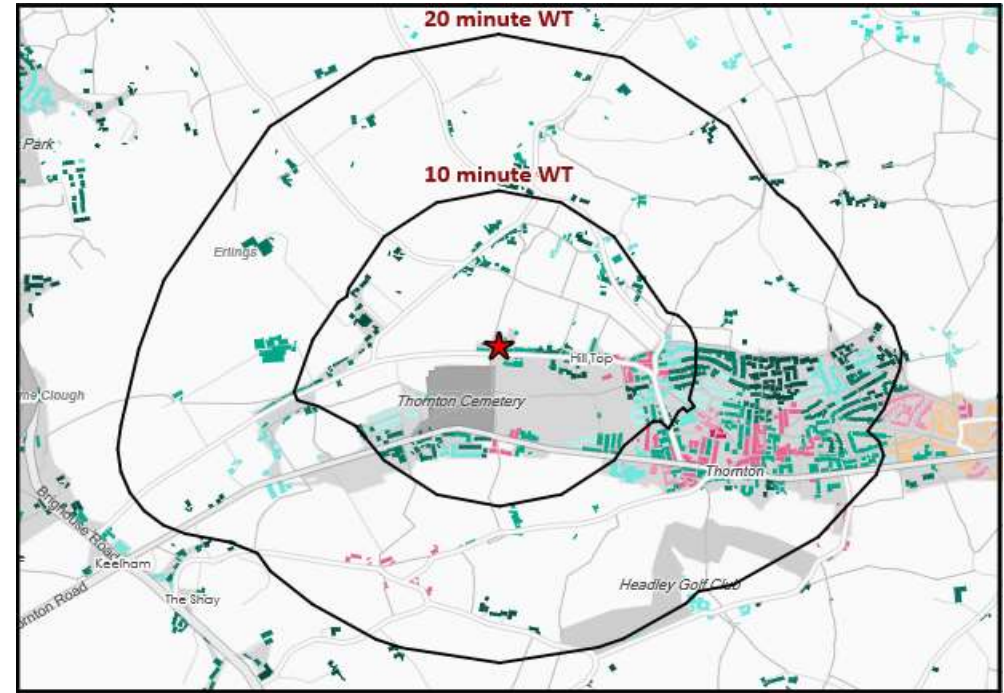
*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£23,510	£21,752	£18,693
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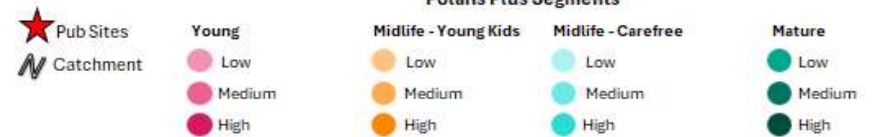
Age Profile	18-24	118	310	44,639
	25-34	177	519	66,427
	35-44	213	579	68,994
	45-64	466	1,346	112,285
	65+	250	847	73,500

110	102	88
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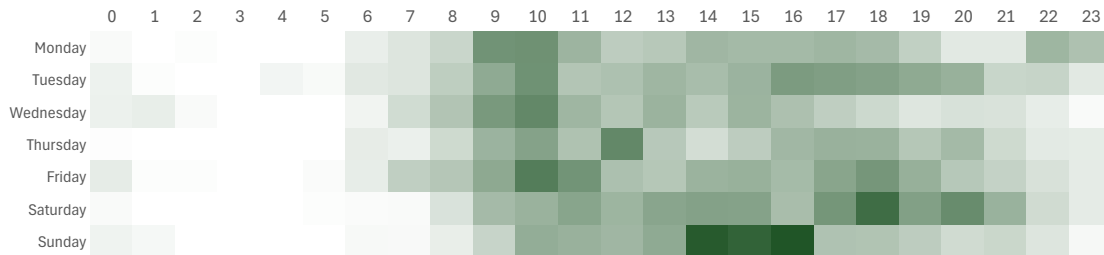


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Mobile Data Summary

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	76	625	96,724	22	62	95
Midlife - Young Kids	0	0	120,236	0	0	301
Midlife - Carefree	177	450	41,760	92	79	72
Mature	971	2,471	104,366	179	155	64
<i>Not Private Households</i>	0	55	2,759	0	12,624	6,233
Total	1,224	3,601	365,845			

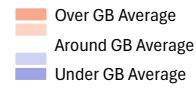


Per Pub - Ring O Bells Inn

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

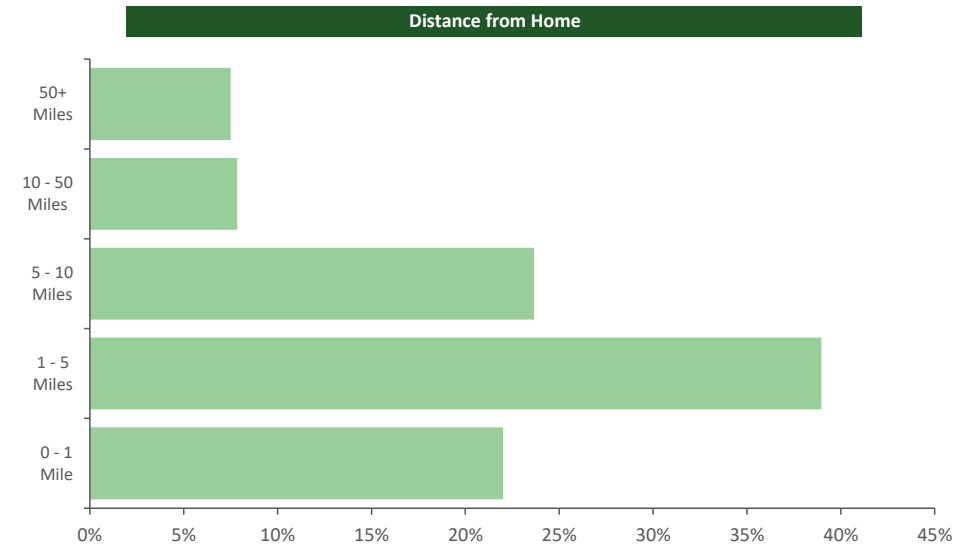
Adults 18+	1.224	3.601	365.845
Number of Competition Pubs	2	7	443
Adults 18+ per Competition Pub	612	514	826



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	14	1,2%	14
Circuit Bar	0	34	2,8%	67
Community Pub	2	348	28,4%	145
Craft Led	0	11	0,9%	25
Great Pub Great Food	0	131	10,7%	59
High Street Pub	0	321	26,2%	139
Premium Local	0	188	15,4%	91

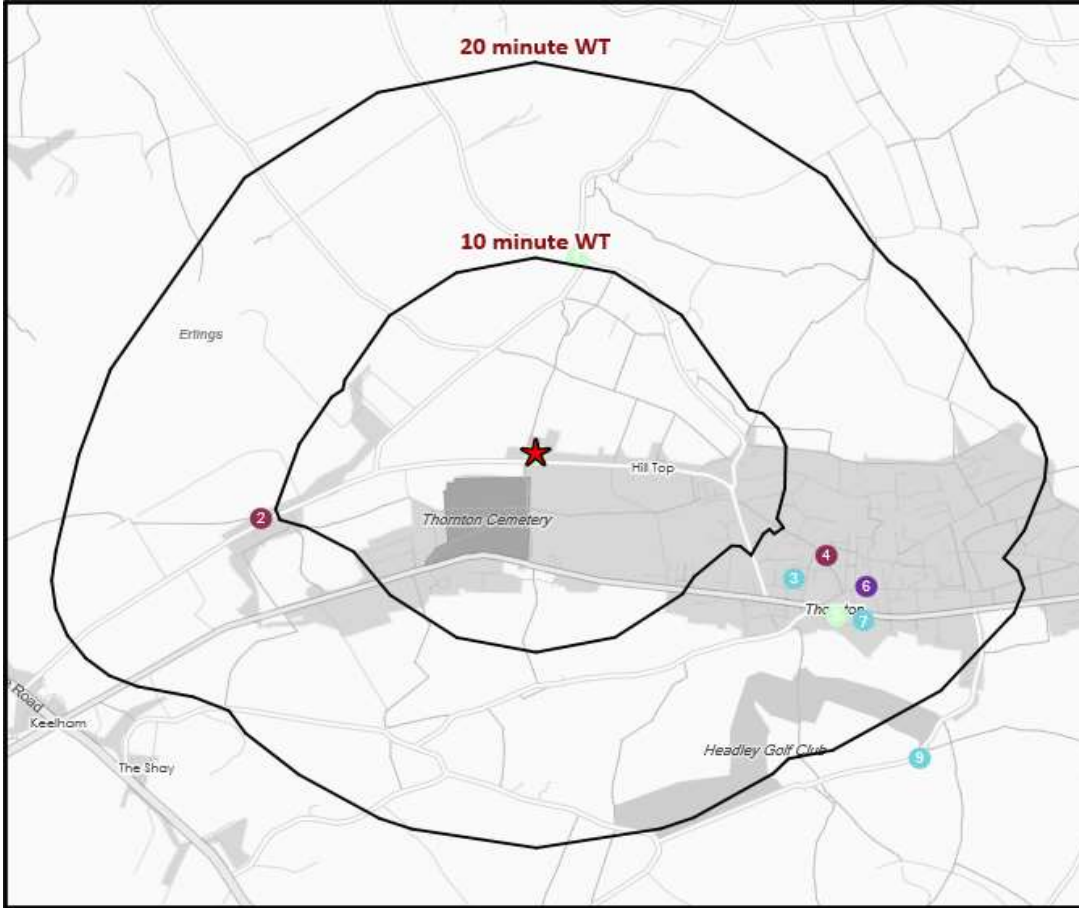
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	120	3,3%	40
Circuit Bar	0	147	4,1%	98
Community Pub	4	913	25,4%	130
Craft Led	0	86	2,4%	67
Great Pub Great Food	0	428	11,9%	65
High Street Pub	0	850	23,6%	125
Premium Local	1	552	15,3%	91

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	12	24.770	6,8%	81
Circuit Bar	23	20.128	5,5%	132
Community Pub	81	96.576	26,4%	135
Craft Led	0	11.928	3,3%	91
Great Pub Great Food	5	34.667	9,5%	52
High Street Pub	71	93.257	25,5%	135
Premium Local	56	45.255	12,4%	73



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Competition - Ring O Bells Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
2	White Horse Inn	BD13 3SJ	*Other Small Retail Groups	Premium Local	54,6%	0,52
4	Black Horse	BD13 3HX	Punch Pub Company	Premium Local	15,4%	0,57
0	Ring O Bells Inn	BD13 3QL	Stonegate Pub Company	Community Pu	8,7%	0,00
5	Watchmaker	BD13 3LD	Independent Free	Community Pu	7,9%	0,63
6	Manzil	BD13 3EP	Independent Free	Restaurants	5,9%	0,65
7	New Inn	BD13 3JX	Independent Free	Community Pu	4,7%	0,68
7	Thornton Conservative Club	BD13 3JX	Independent Free	Clubland	2,4%	0,68
1	Rock & Heifer	BD13 3RH	Independent Free	Community Pu	0,5%	0,38
3	Branwell House Sports & Social	BD13 3JH	Independent Free	Clubland	0,0%	0,53
9	Headley Golf Club	BD13 3LX	Independent Free	Clubland	0,0%	0,91

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

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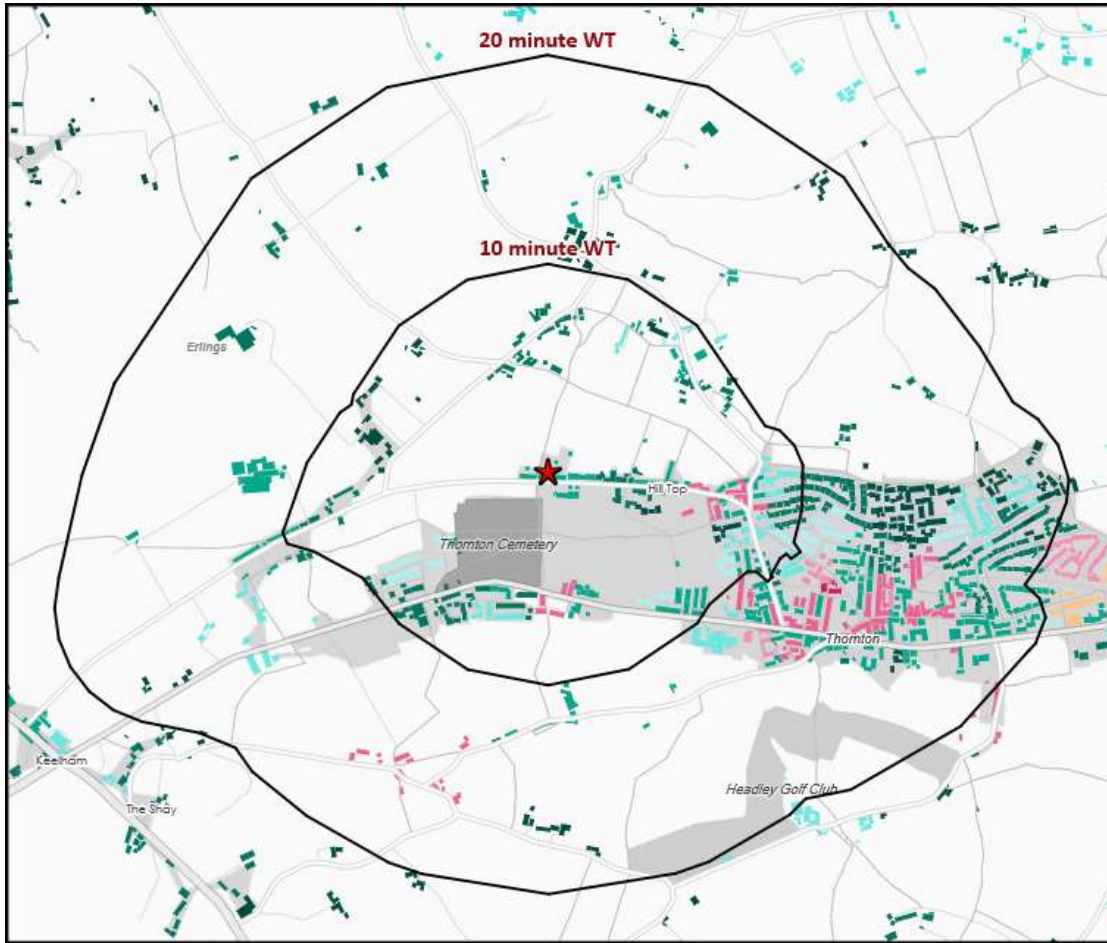
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Catchment Summary - Ring O Bells Inn

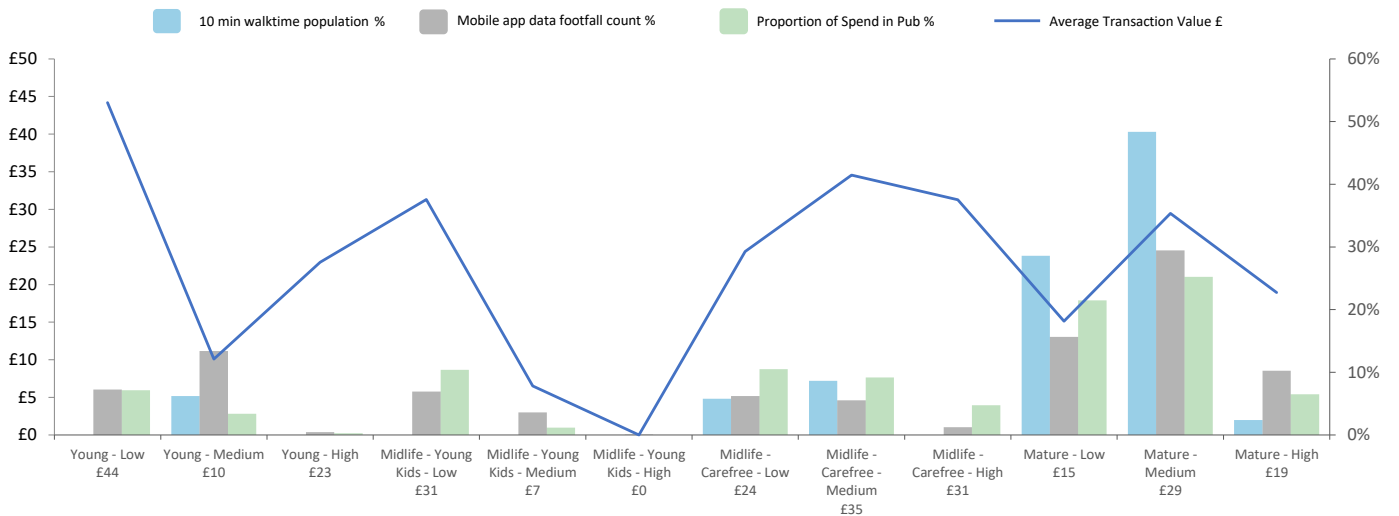


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
7431	Ring O Bells Inn	BD13 3QL	Stonegate Pub Company	Community Pub	10



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Ring O Bells Inn



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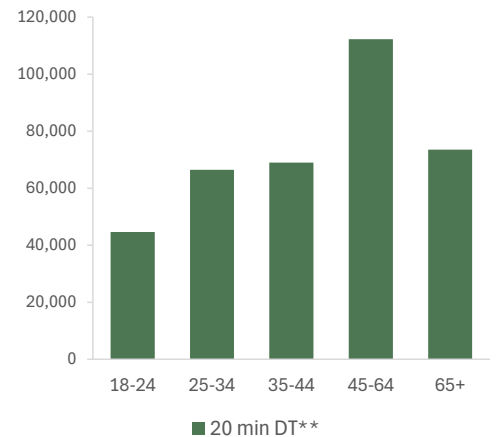
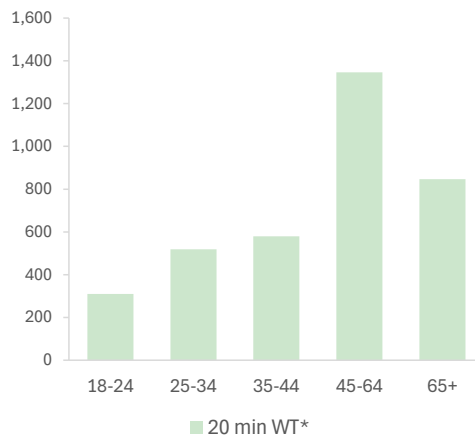
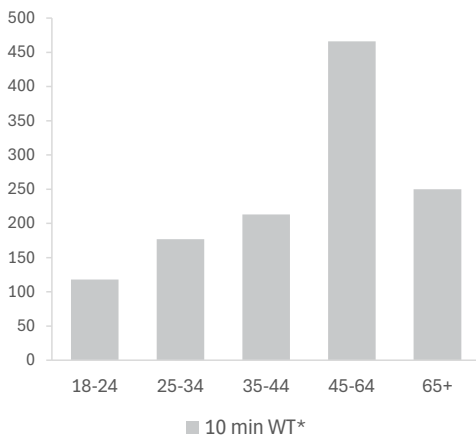
■ Over GB Average
■ Around GB Average
■ Under GB Average

*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		1,558	4,502	485,550	30	23	116
Adults 18+		1,224	3,601	365,845	27	22	109
Competition Pubs		2	7	443	11	16	110
Adults 18+ per Competition Pub		612	514	826	69	58	93
% Adults Likely to Drink		78,6%	78,1%	61,3%	104	103	81
Affluence	Low	34,4%	37,9%	52,1%	104	114	157
	Medium	63,2%	52,7%	38,9%	166	138	102
	High	2,4%	7,9%	8,3%	9	29	30
Mean Net Disposable income (£pa)		£23,510	£21,752	£18,693	110	102	88
Age Profile	18-24	118	310	44,639	90	81	109
	25-34	177	519	66,427	84	85	101
	35-44	213	579	68,994	101	95	105
	45-64	466	1,346	112,285	118	118	91
	65+	250	847	73,500	84	98	79

Affluence does not include Not Private Households

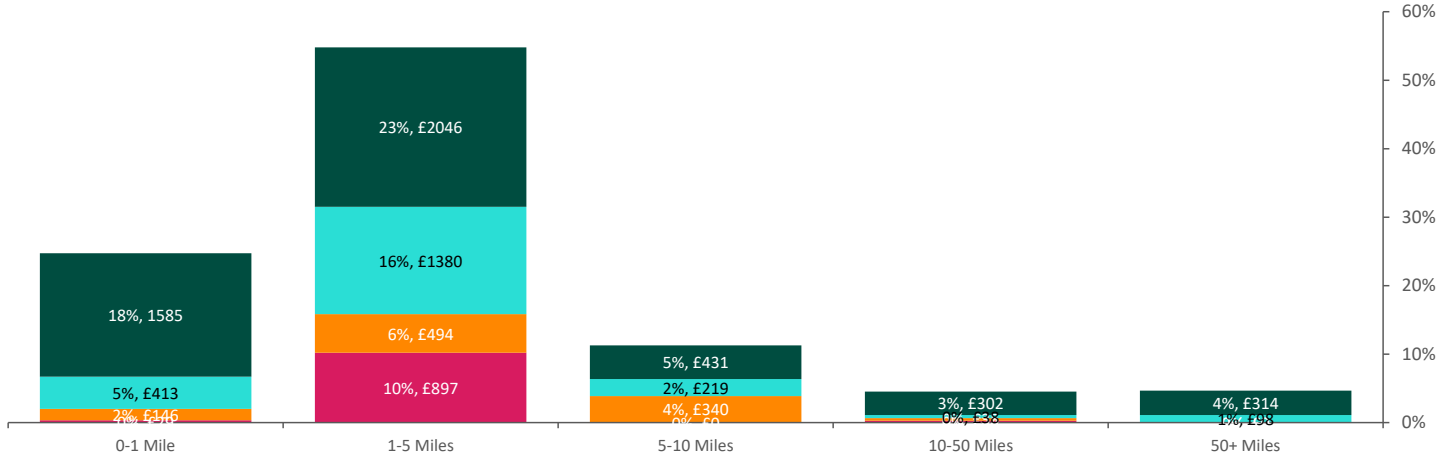
Population & Adults 18+ index is based on all pubs



		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	754 (48%)	2,211 (49%)	239,296 (49%)	99	100	101
	Female	804 (52%)	2,291 (51%)	246,254 (51%)	101	100	99
Economic Status (16+)	Employed: Full-time	500 (40%)	1,395 (38%)	112,811 (30%)	116	110	87
	Employed: Part-time	201 (16%)	502 (14%)	50,623 (13%)	132	111	110
	Self employed	117 (9%)	330 (9%)	32,198 (8%)	101	97	92
	Unemployed	23 (2%)	64 (2%)	12,536 (3%)	72	67	129
	Full-time student	28 (2%)	79 (2%)	8,417 (2%)	94	90	93
	Retired	239 (19%)	814 (22%)	70,948 (19%)	87	100	85
Other		150 (12%)	528 (14%)	92,745 (24%)	68	81	139
Total Worker Count		244	958	159,352			

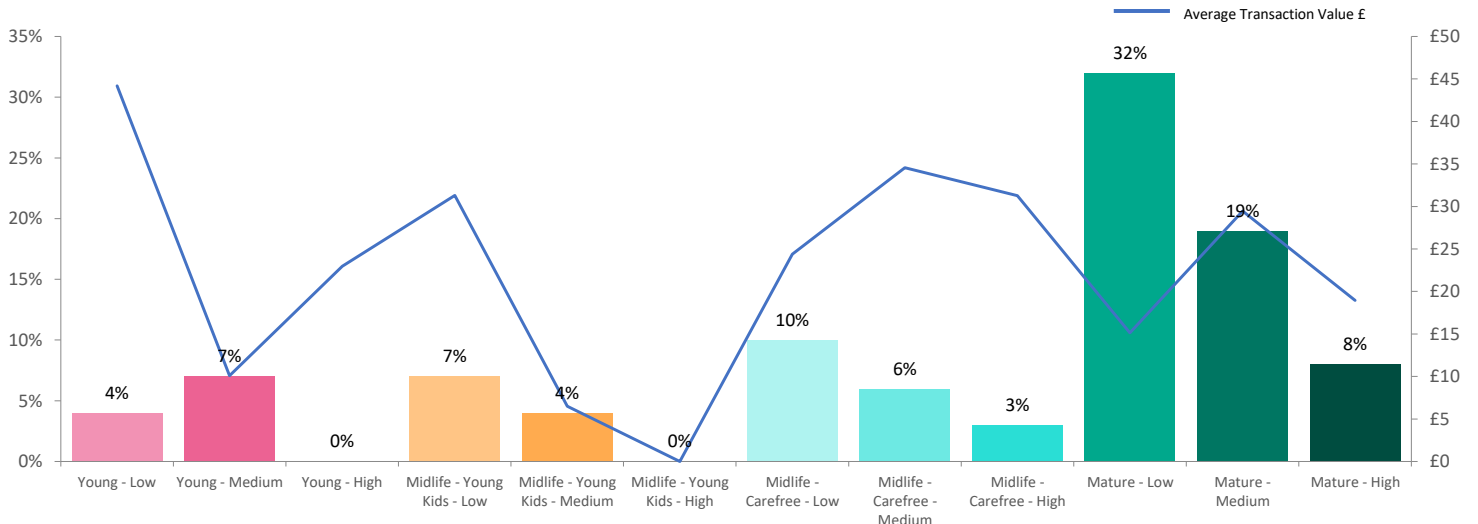
See the Glossary page for further information on the above variables

Spend by Polaris and Distance from Home



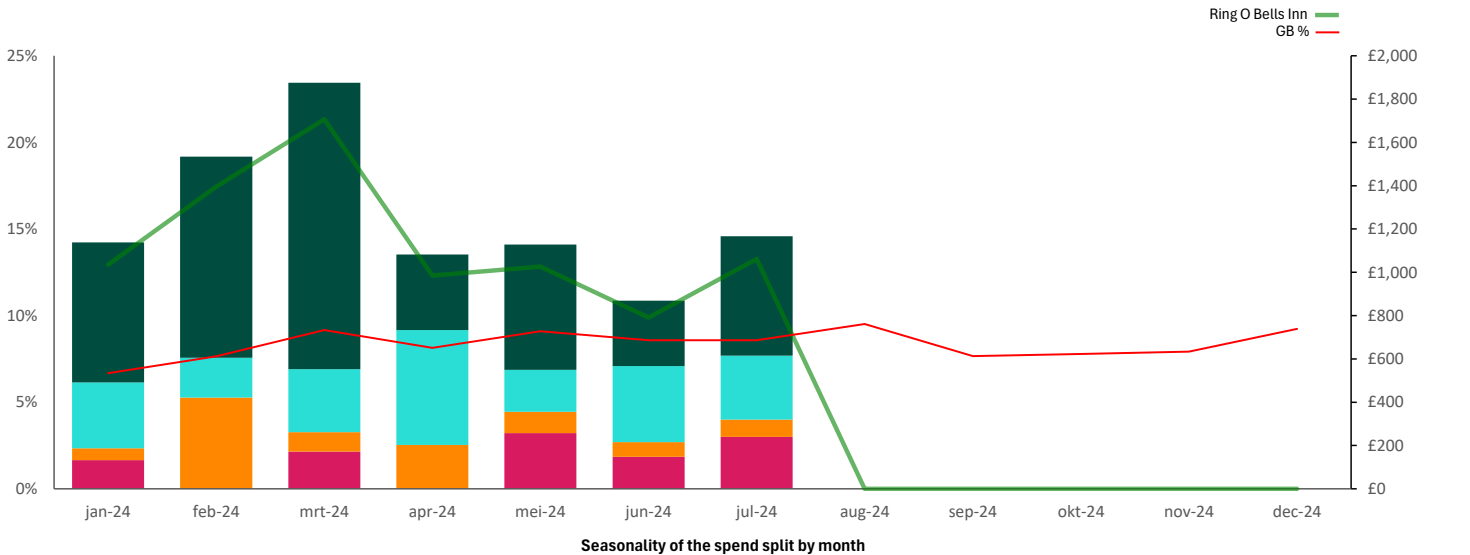
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



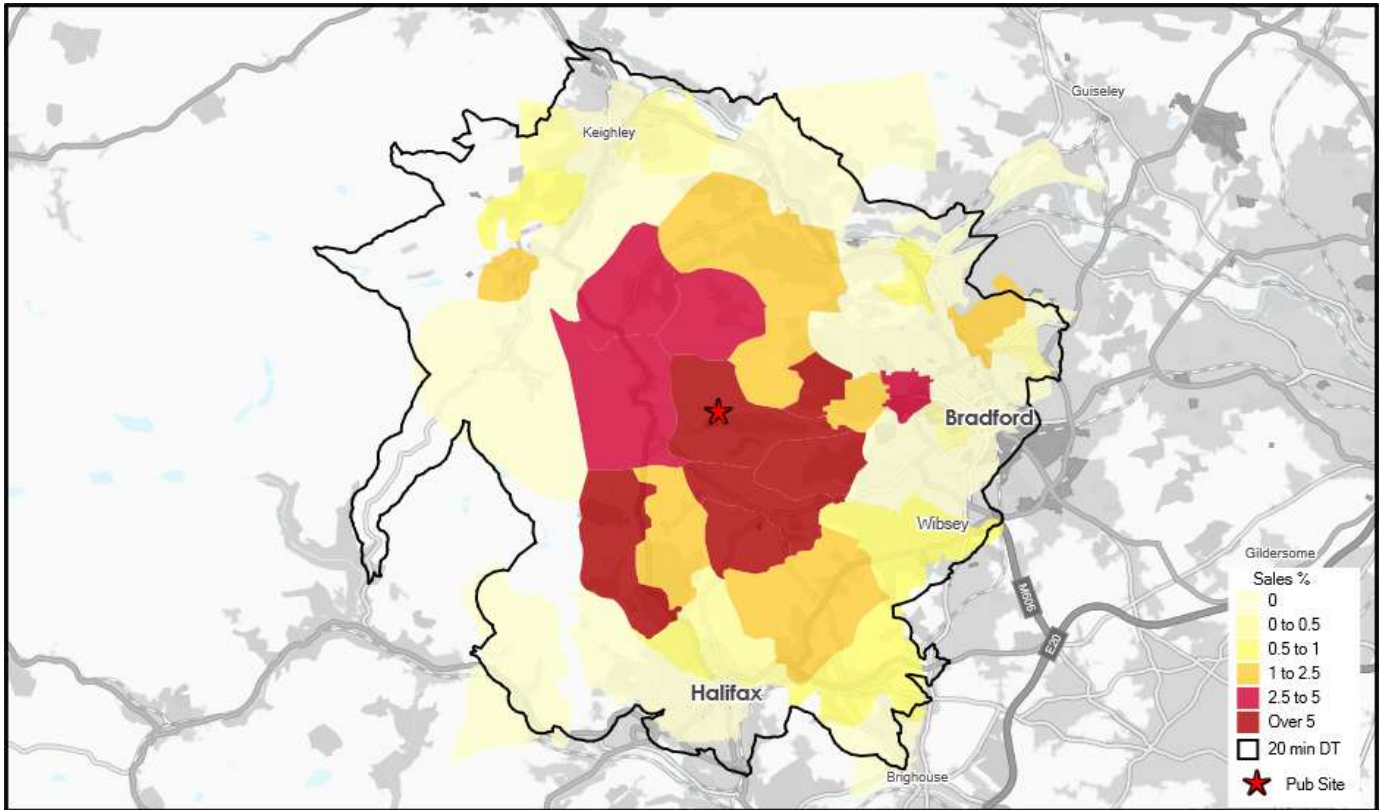
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



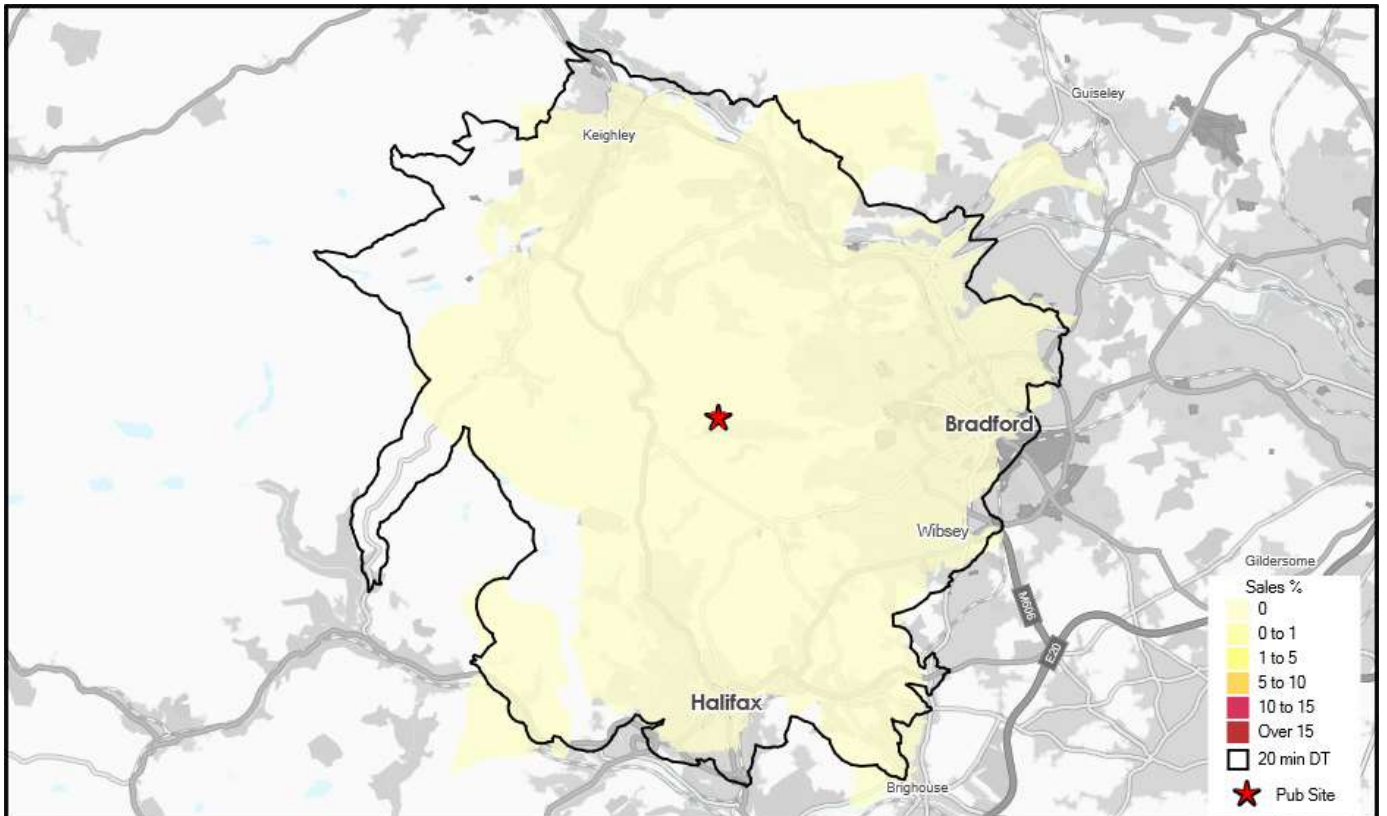
Seasonality of the spend split by month

Ring O Bells Inn Share of Spend from Postcode Sectors within 20 minute Drive



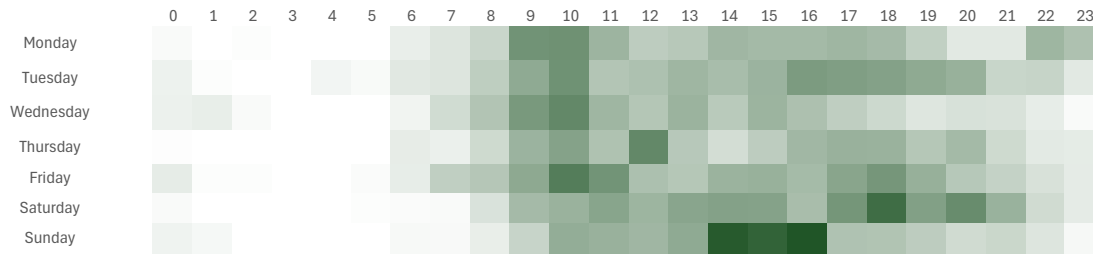
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



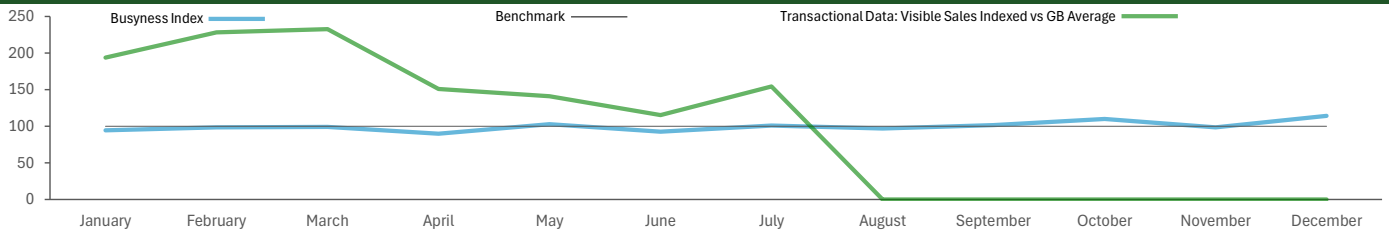
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



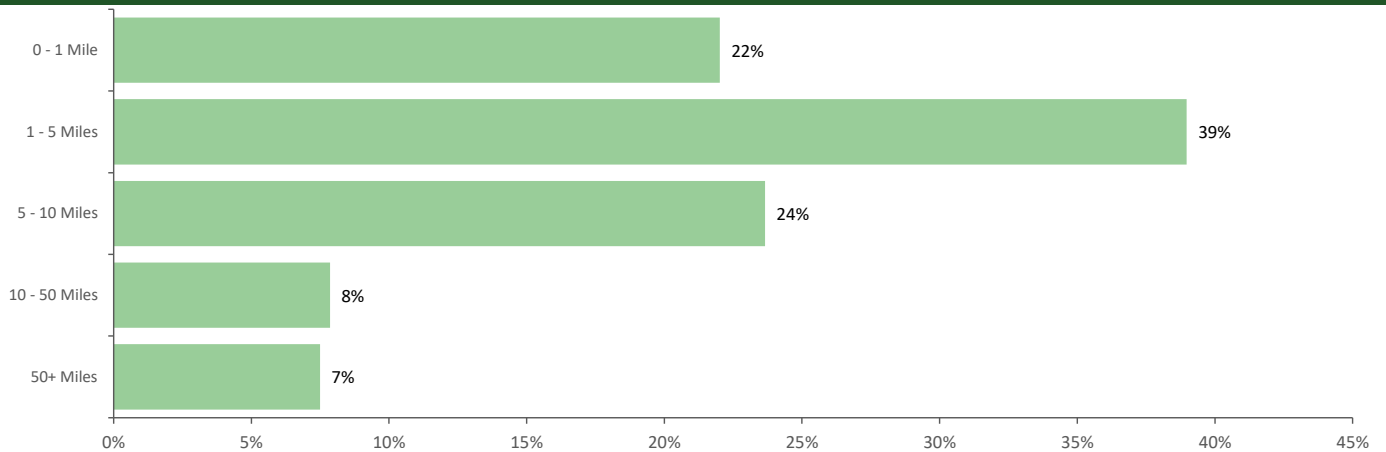
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

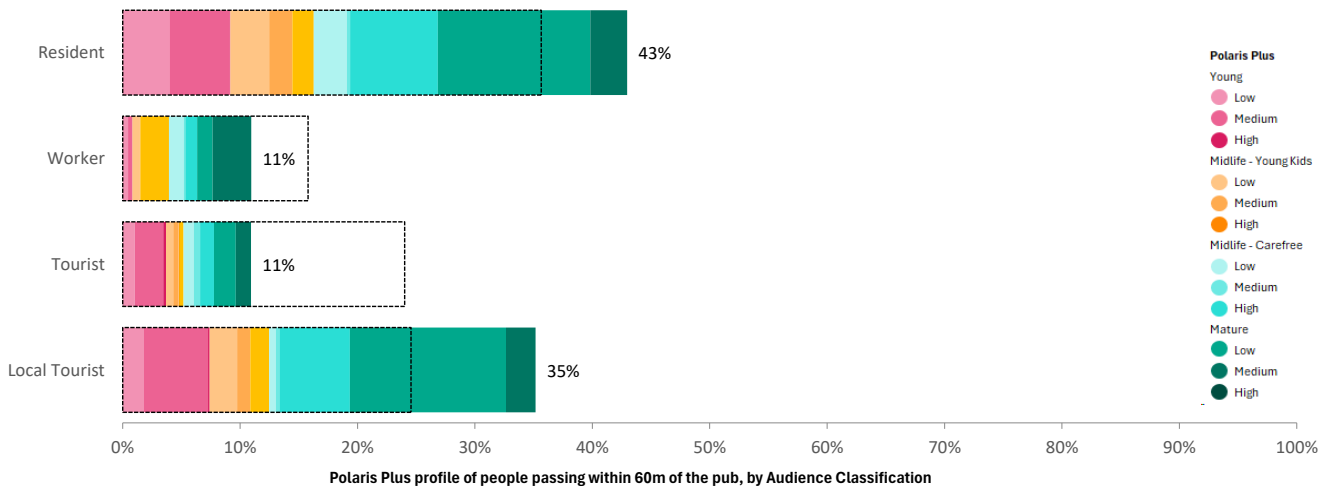
Distance from Home



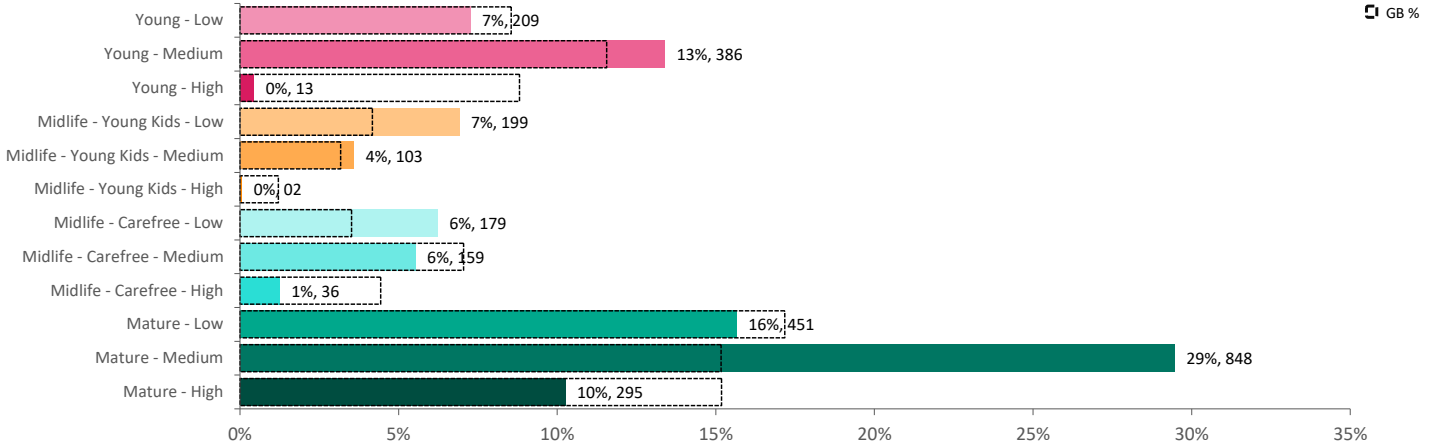
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

Base: GB

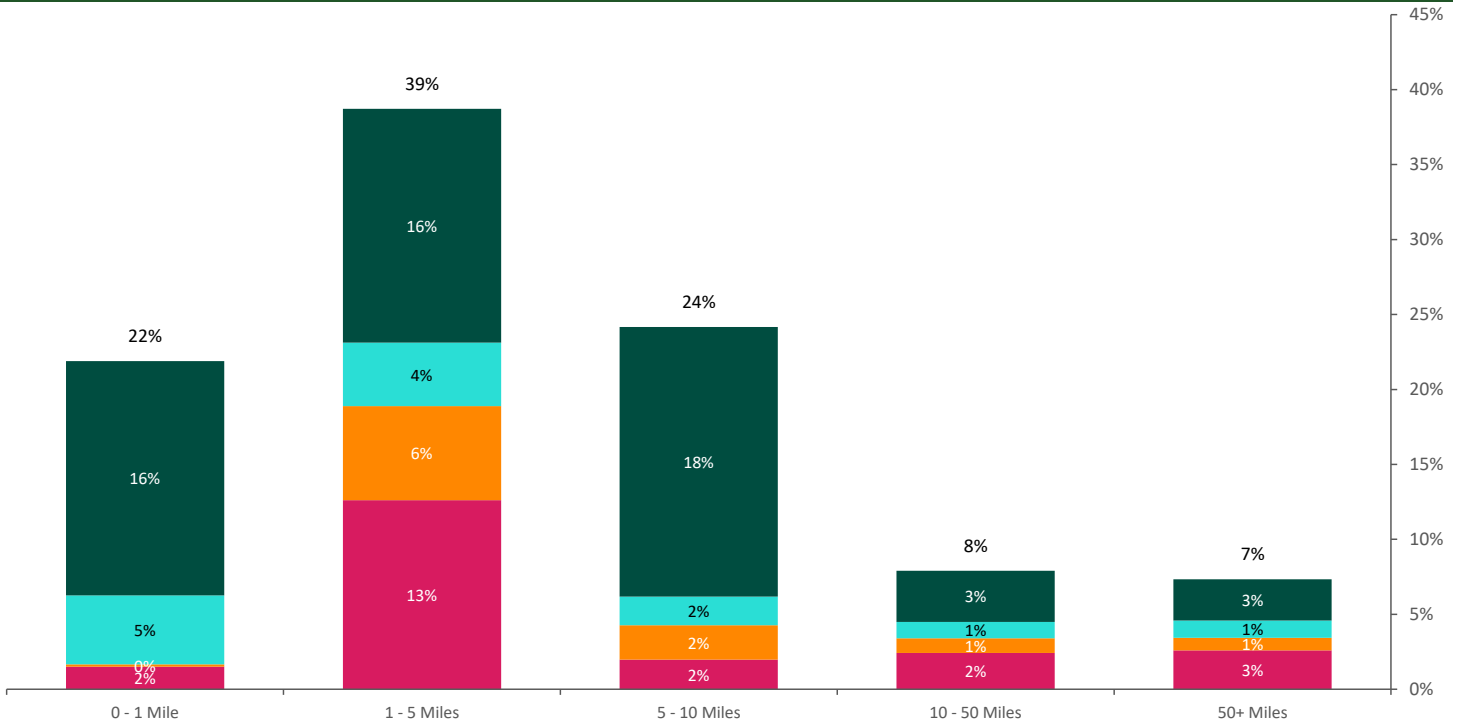


Polaris Plus Profile



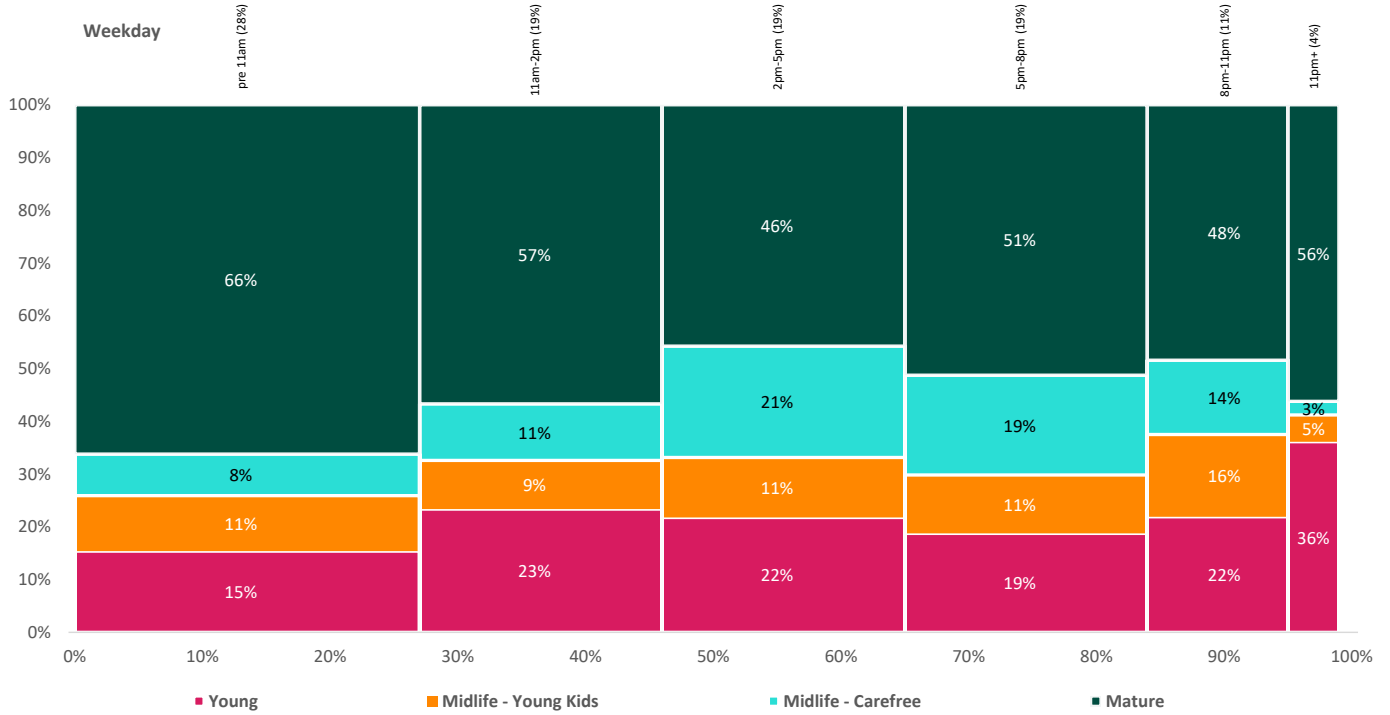
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

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)



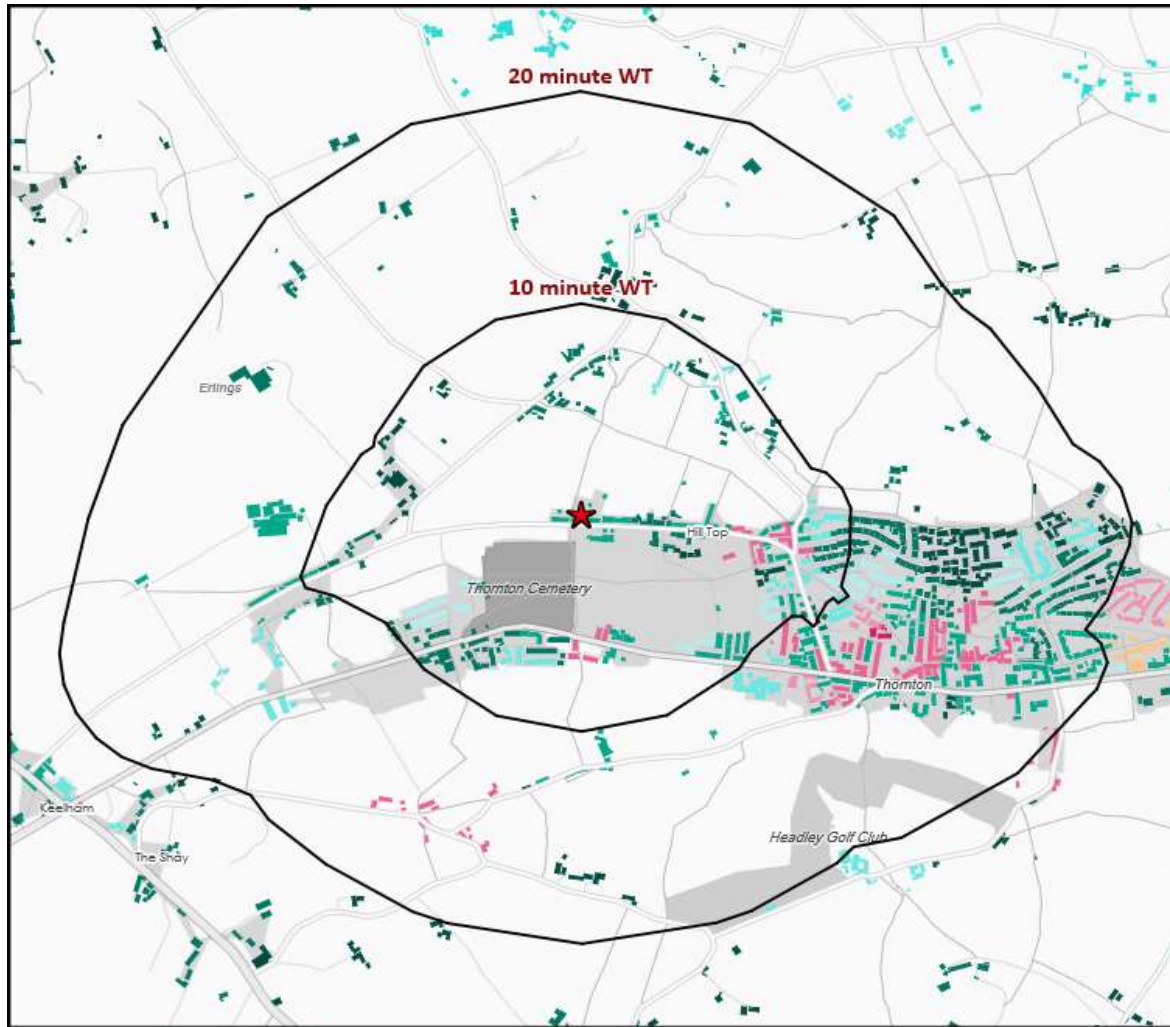
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		444	256	210	241	135	55	1,341
Midlife - Carefree		53	48	97	89	39	3	329
Midlife - Young Kids		70	42	52	52	43	5	265
Young		103	106	100	88	61	35	493
All		670	452	459	470	278	97	2,427

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		89	145	157	129	88	20	628
Midlife - Young Kids		27	38	38	26	8	1	138
Midlife - Carefree		14	16	17	18	33	0	98
Mature		24	20	113	55	20	3	235
All		154	218	326	228	149	24	1,099

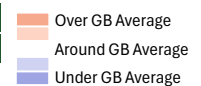
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



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	0	48	49.995	0	14	139
Medium	76	566	43.260	55	140	106
High	0	11	3.469	0	4	14
Midlife - Young Kids						
Low	0	0	75.539	0	0	377
Medium	0	0	44.561	0	0	284
High	0	0	136	0	0	3
Midlife - Carefree						
Low	71	265	23.971	139	176	157
Medium	106	185	12.533	122	72	48
High	0	0	5.256	0	0	32
Mature						
Low	350	1.051	40.938	209	213	82
Medium	592	1.147	41.796	311	205	73
High	29	273	21.632	16	50	39
Not Private Households	0	55	2.759	0	126	62
Total	1.224	3.601	365.845			



CGA Summary - Ring O Bells Inn

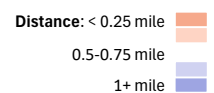
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Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Ring O Bells Inn	BD13 3QL	Stonegate Pub Company	Community Pub	8,7%	78,2%	0,00
1	Rock & Heifer	BD13 3RH	Independent Free	Community Pub	0,5%	56,5%	0,38
2	White Horse Inn	BD13 3SJ	*Other Small Retail Groups	Premium Local	54,6%	77,6%	0,52
3	Branwell House Sports & Social	BD13 3JH	Independent Free	Clubland	0,0%	0,0%	0,53
4	Black Horse	BD13 3HX	Punch Pub Company	Premium Local	15,4%	89,4%	0,57
5	Watchmaker	BD13 3LD	Independent Free	Community Pub	7,9%	94,0%	0,63
6	Manzil	BD13 3EP	Independent Free	Restaurants	5,9%	95,3%	0,65
7	New Inn	BD13 3JX	Independent Free	Community Pub	4,7%	83,8%	0,68
7	Thornton Conservative Club	BD13 3JX	Independent Free	Clubland	2,4%	97,8%	0,68
9	Headley Golf Club	BD13 3LX	Independent Free	Clubland	0,0%	0,0%	0,91

* 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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■ Around GB Average
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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	<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																																				
Around GB Average	Index value is >= 105 and < 120																																				
	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.																																					
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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.																																					
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<p>Resident: Lives in the area. Worker: Works in the area but doesn't live there.</p> <p>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.</p>																																					
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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.																																					
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