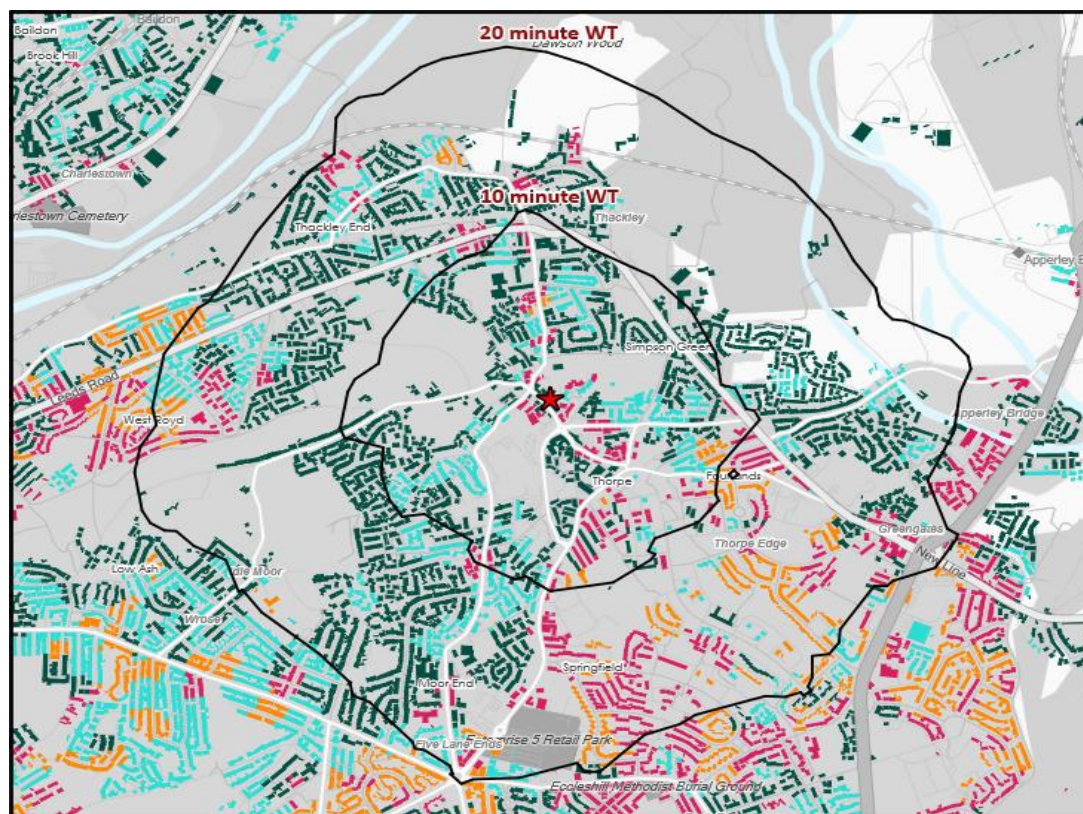




Catchment Summary - New Inn Idle

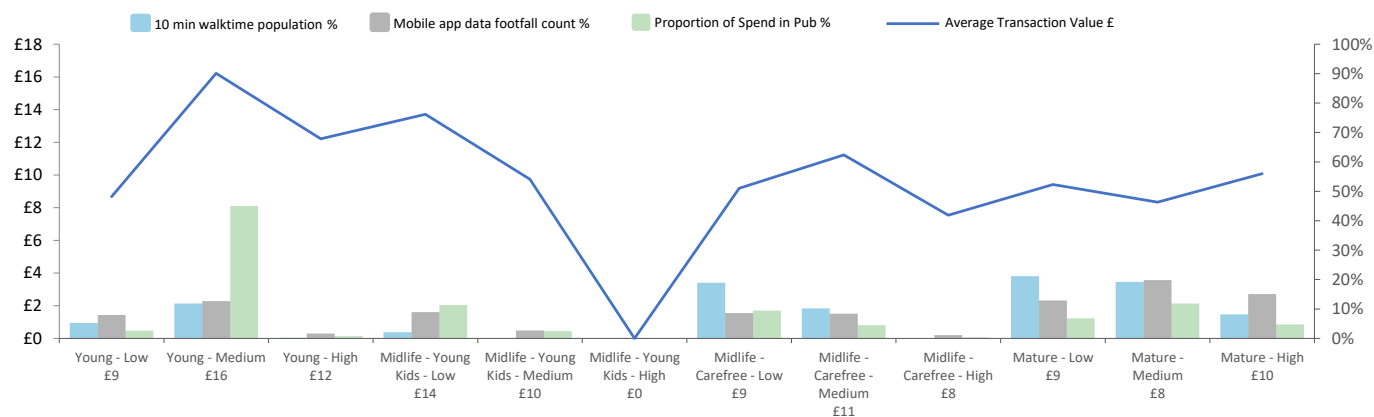
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625940	New Inn Idle	BD10 8NN	Star Pubs & Bars	Community Pub	7



-  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 - New Inn Idle

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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**

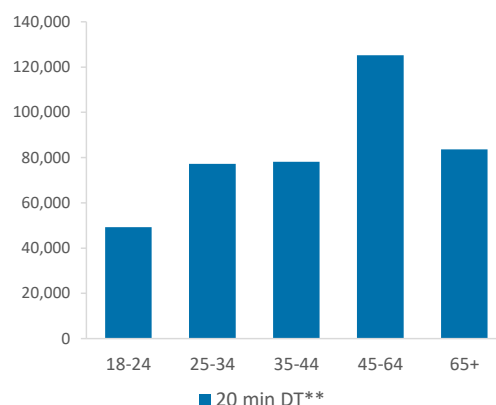
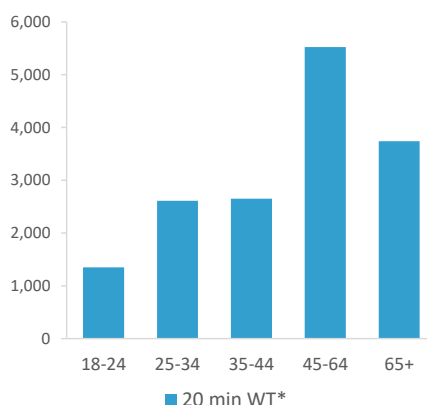
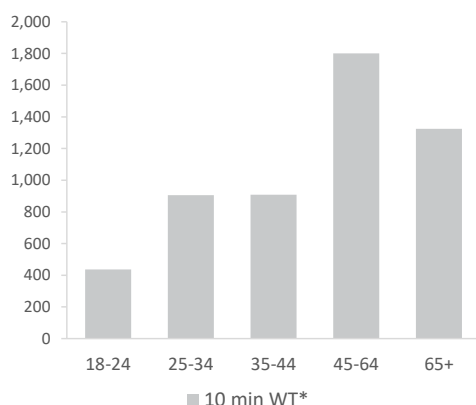
Population	6,705	20,108	548,826	125	109	125
Adults 18+	5,375	15,871	413,442	119	104	118
Competition Pubs	12	22	461	67	61	111
Adults 18+ per Competition Pub	448	721	897	52	84	104
% Adults Likely to Drink	78.6%	78.2%	66.1%	103	103	87

Population & Adults 18+ index is based on all pubs

Affluence	Low	47.5%	40.0%	46.5%	143	120	140
	Medium	41.2%	42.9%	36.6%	108	112	96
	High	8.4%	16.2%	16.0%	31	59	59

*Affluence does not include Not Private Households

Age Profile	18-24	436	1,348	49,203	80	82	110
	25-34	905	2,611	77,186	101	97	105
	35-44	908	2,649	78,157	102	99	108
	45-64	1,801	5,523	125,262	105	107	89
	65+	1,325	3,740	83,634	103	97	79



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	3,299 (49%)	9,726 (48%)	269,199 (49%)	100	99	100
	Female	3,406 (51%)	10,382 (52%)	279,627 (51%)	100	101	100

Economic Status (16+)	Employed: Full-time	2,124 (38%)	6,245 (38%)	137,502 (32%)	111	111	93
	Employed: Part-time	681 (12%)	2,090 (13%)	54,034 (13%)	104	108	106
	Self employed	383 (7%)	1,259 (8%)	35,138 (8%)	75	83	89
	Unemployed	160 (3%)	425 (3%)	15,039 (3%)	105	94	127
	Full-time student	65 (1%)	245 (1%)	10,396 (2%)	49	63	102
	Retired	1,339 (24%)	3,767 (23%)	79,113 (18%)	111	105	84
	Other	779 (14%)	2,335 (14%)	98,490 (23%)	81	82	132

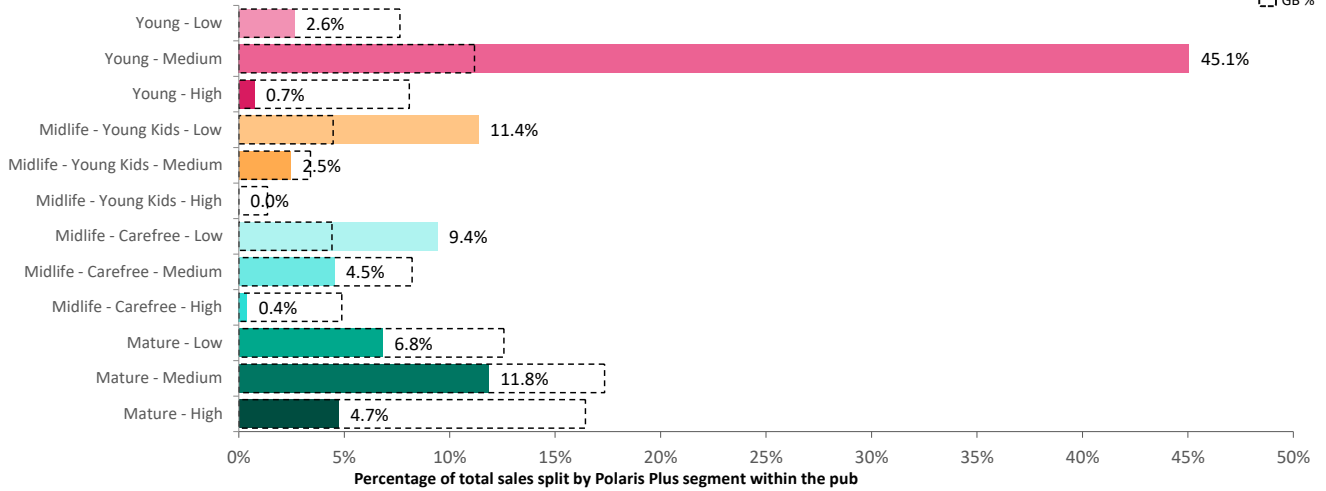
Total Worker Count	1,964	5,490	199,608
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See the Glossary page for further information on the above variables

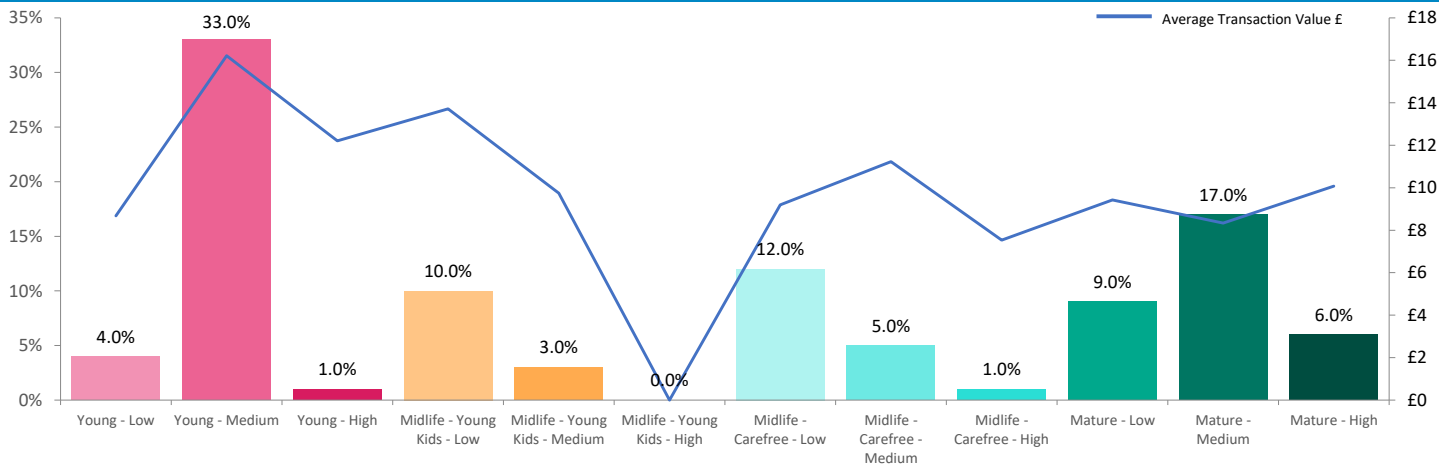
Transactional Data Summary - New Inn Idle

Spend by Polaris Plus

GB %

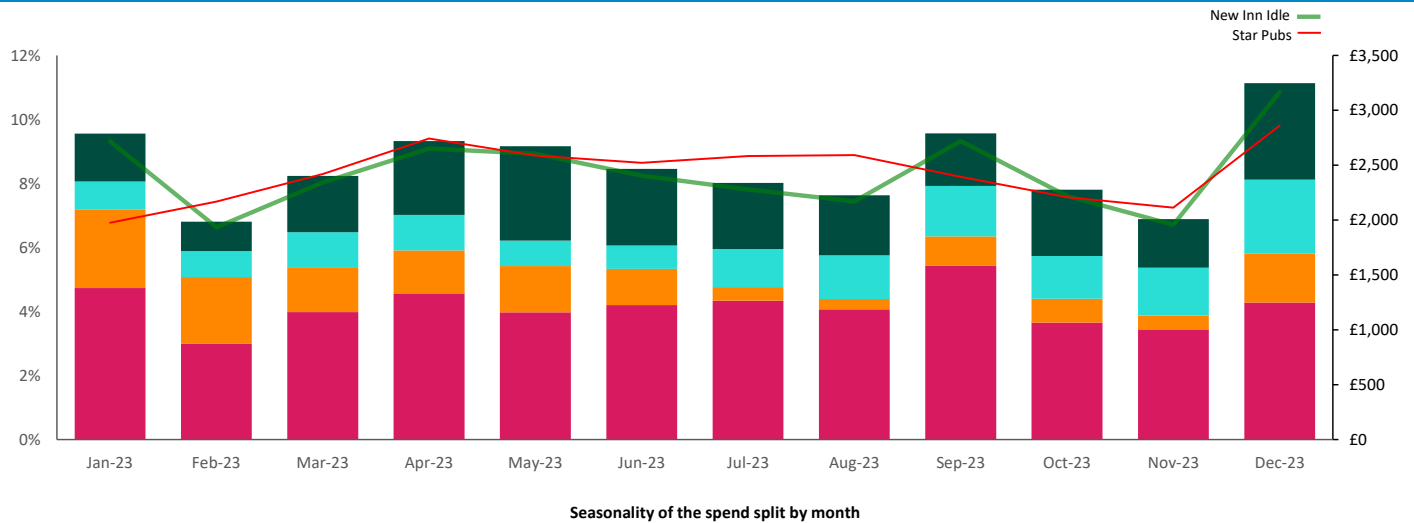


% of Transactions and Average Transaction Values (£) by Polaris Plus



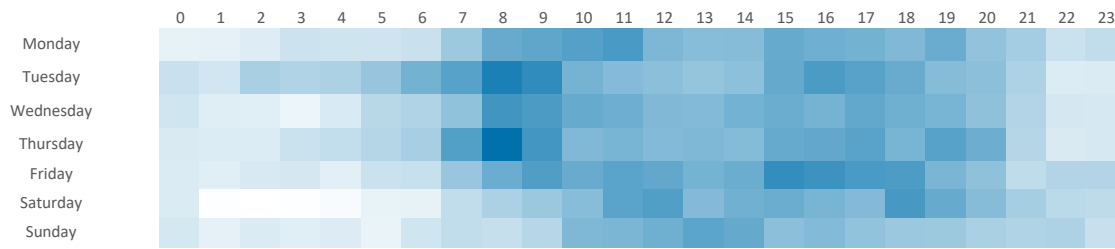
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



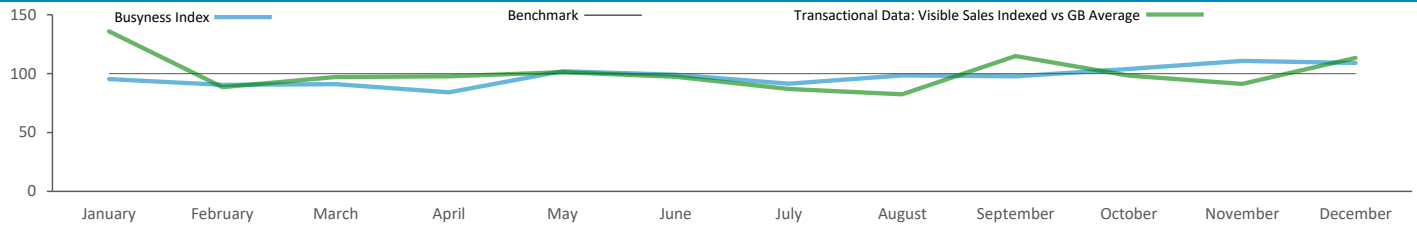
Mobile Data Summary - New Inn Idle

Time of Day/Day of Week



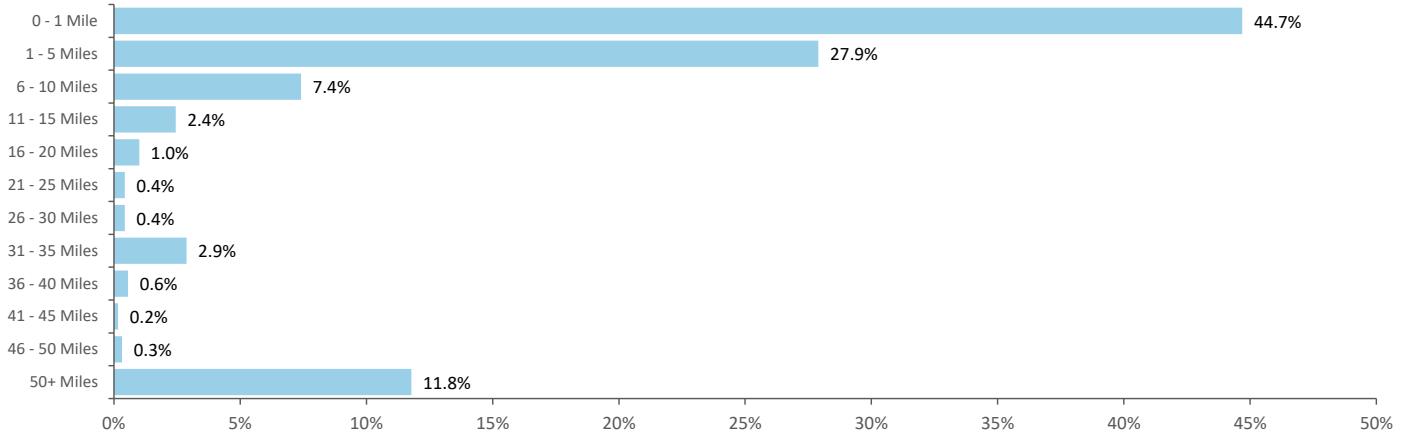
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

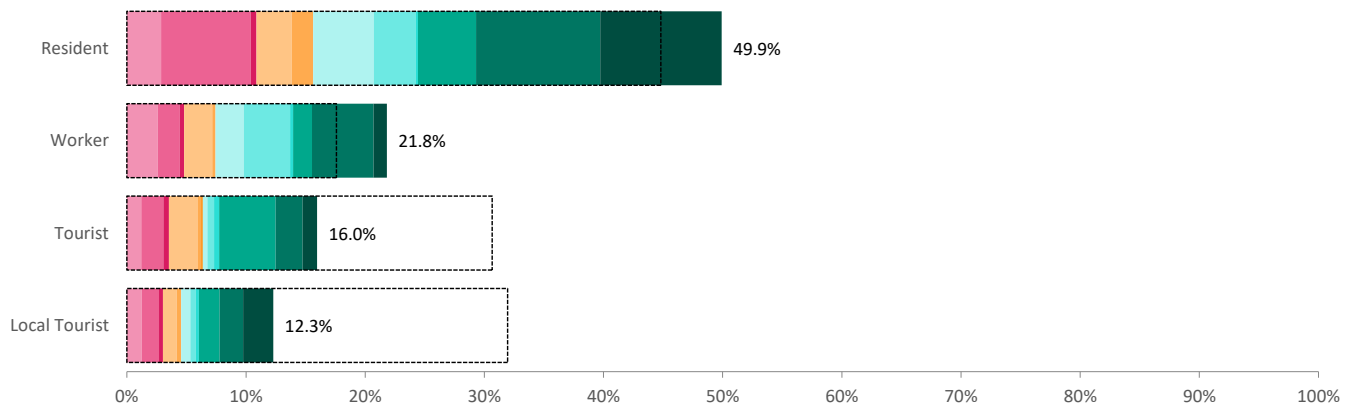
Distance from Home



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

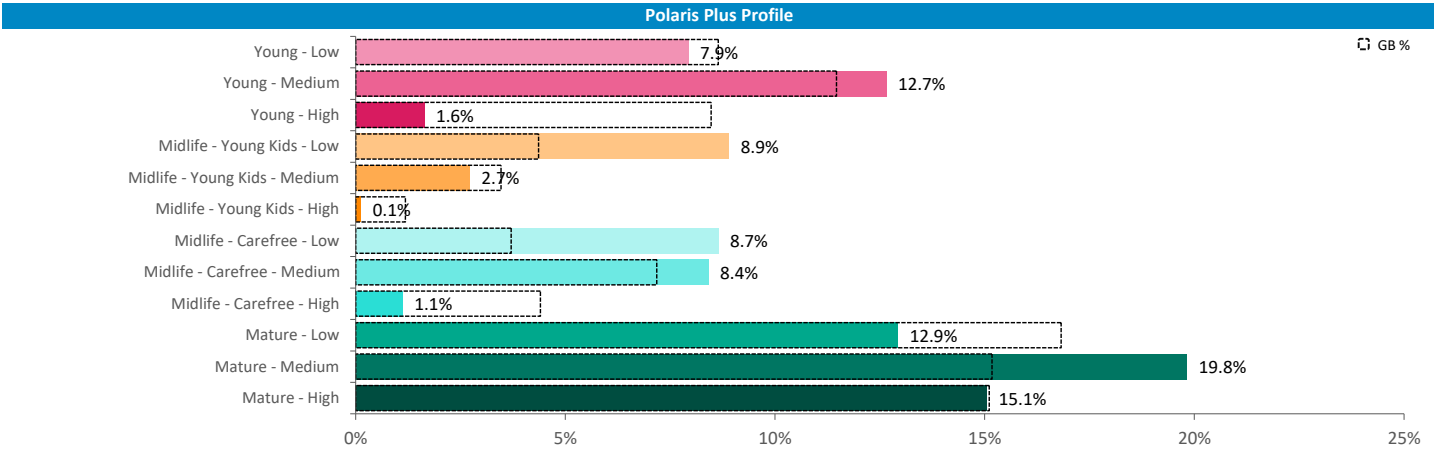


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

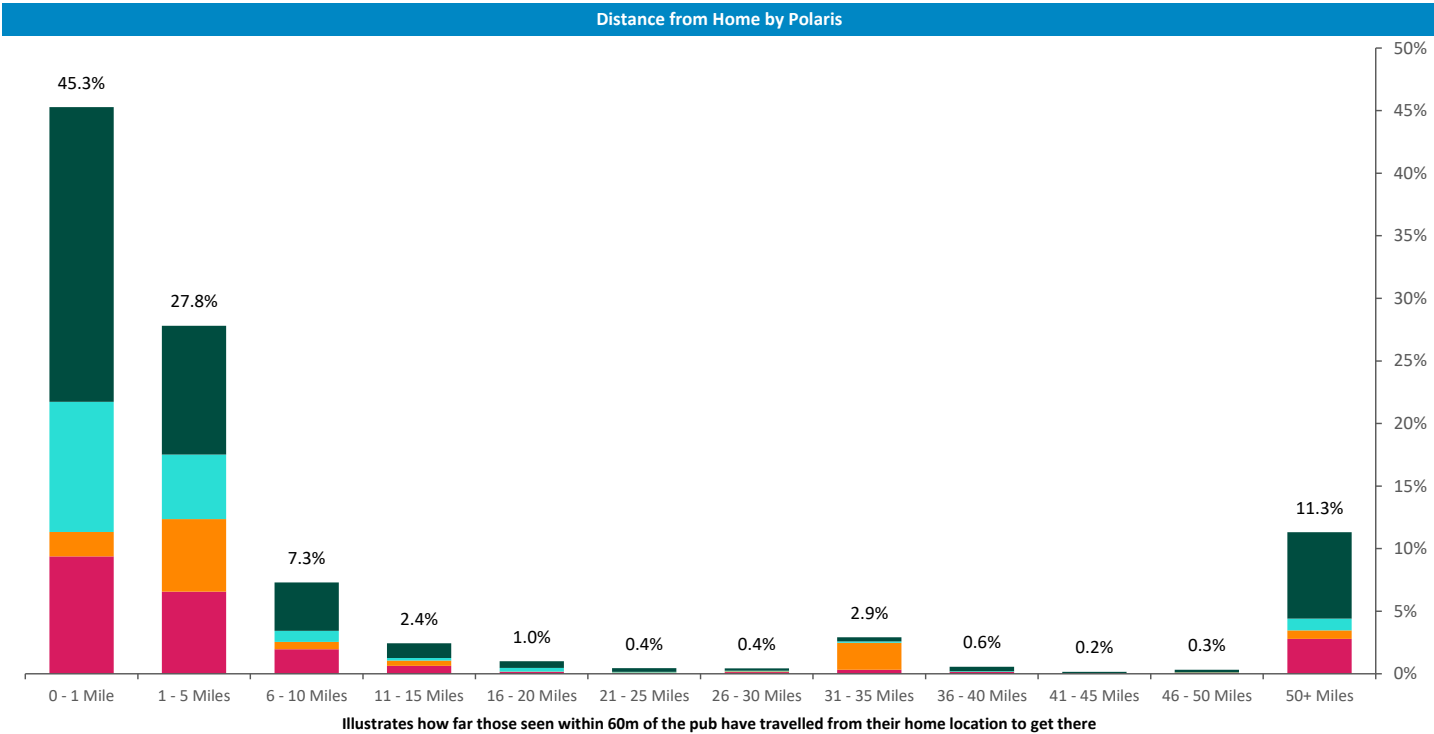
Mobile Data Summary - New Inn Idle



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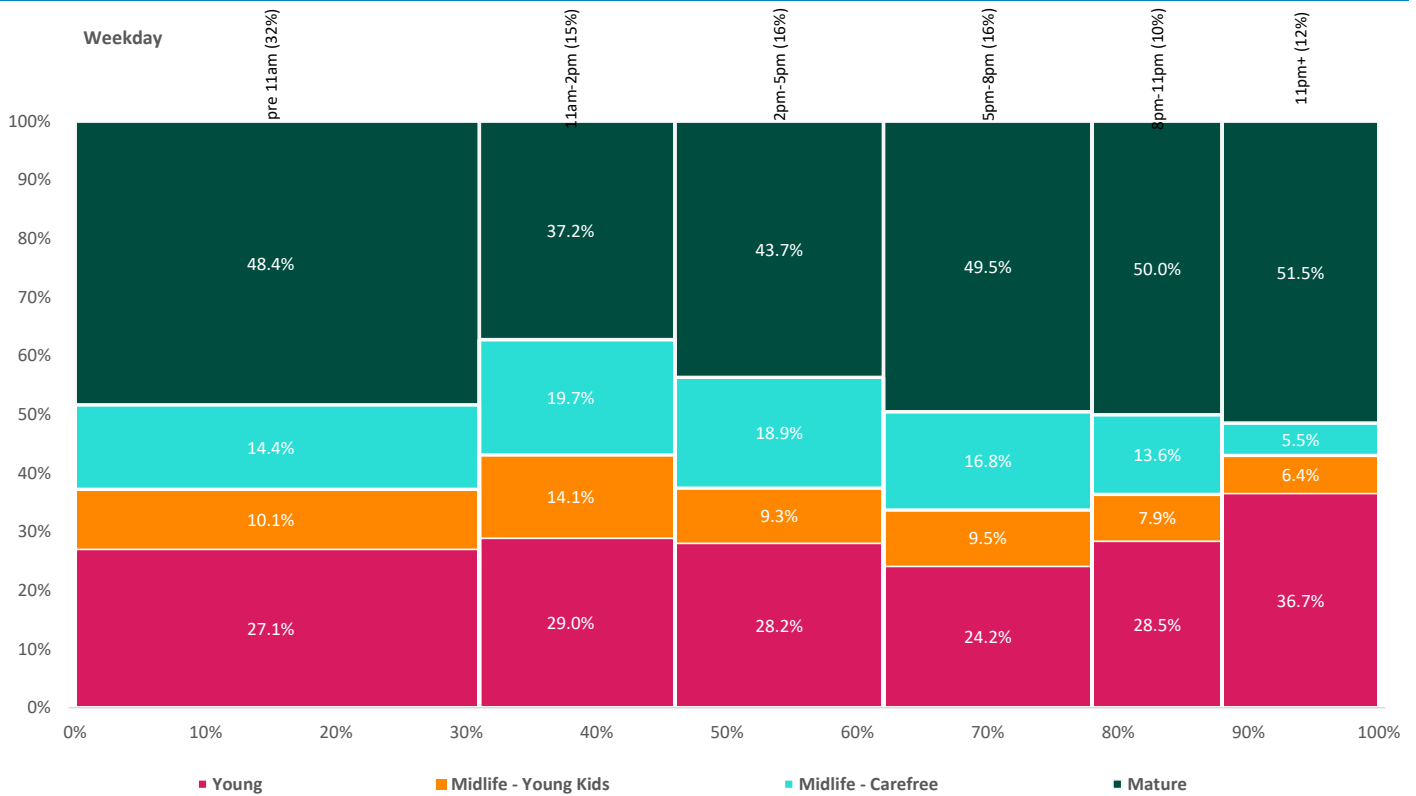
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



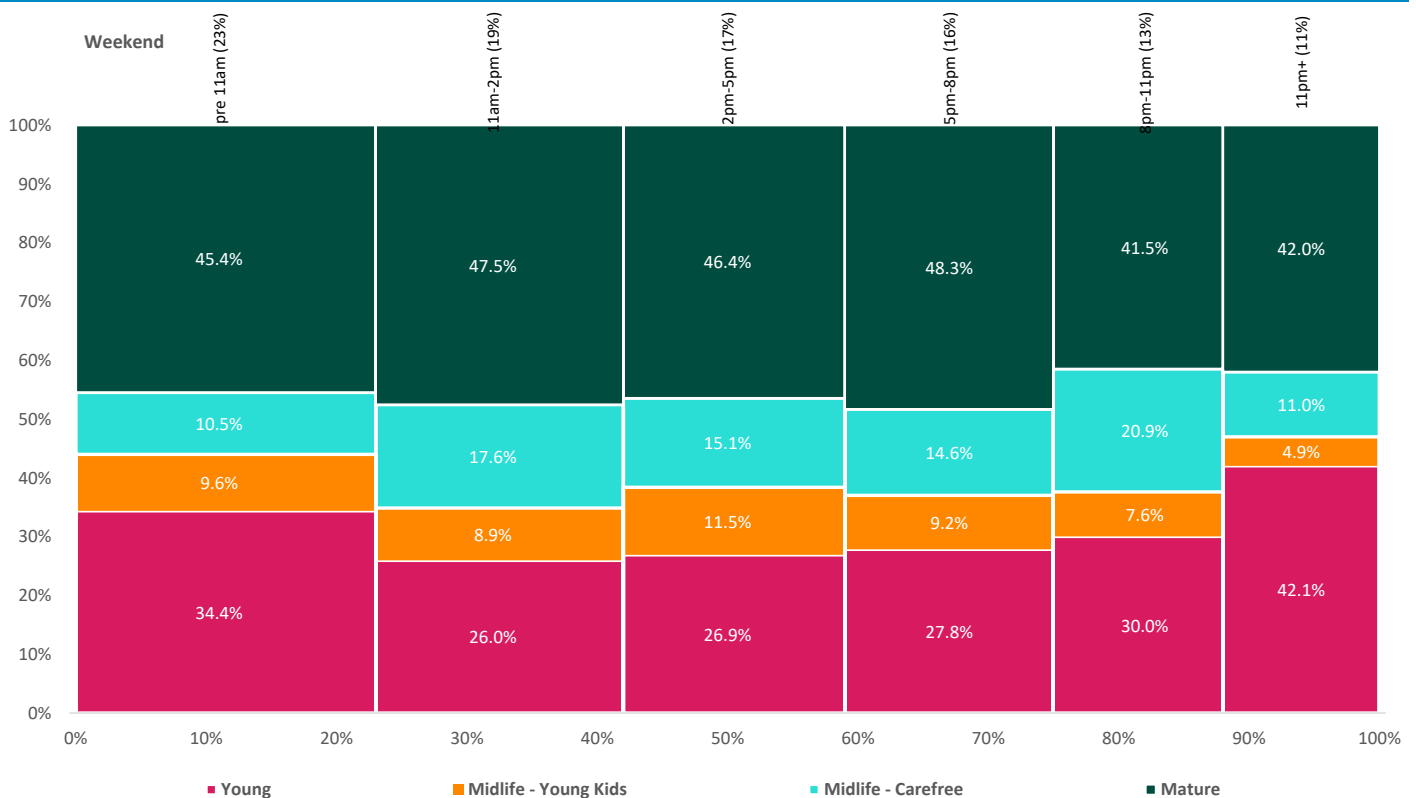
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - New Inn Idle

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

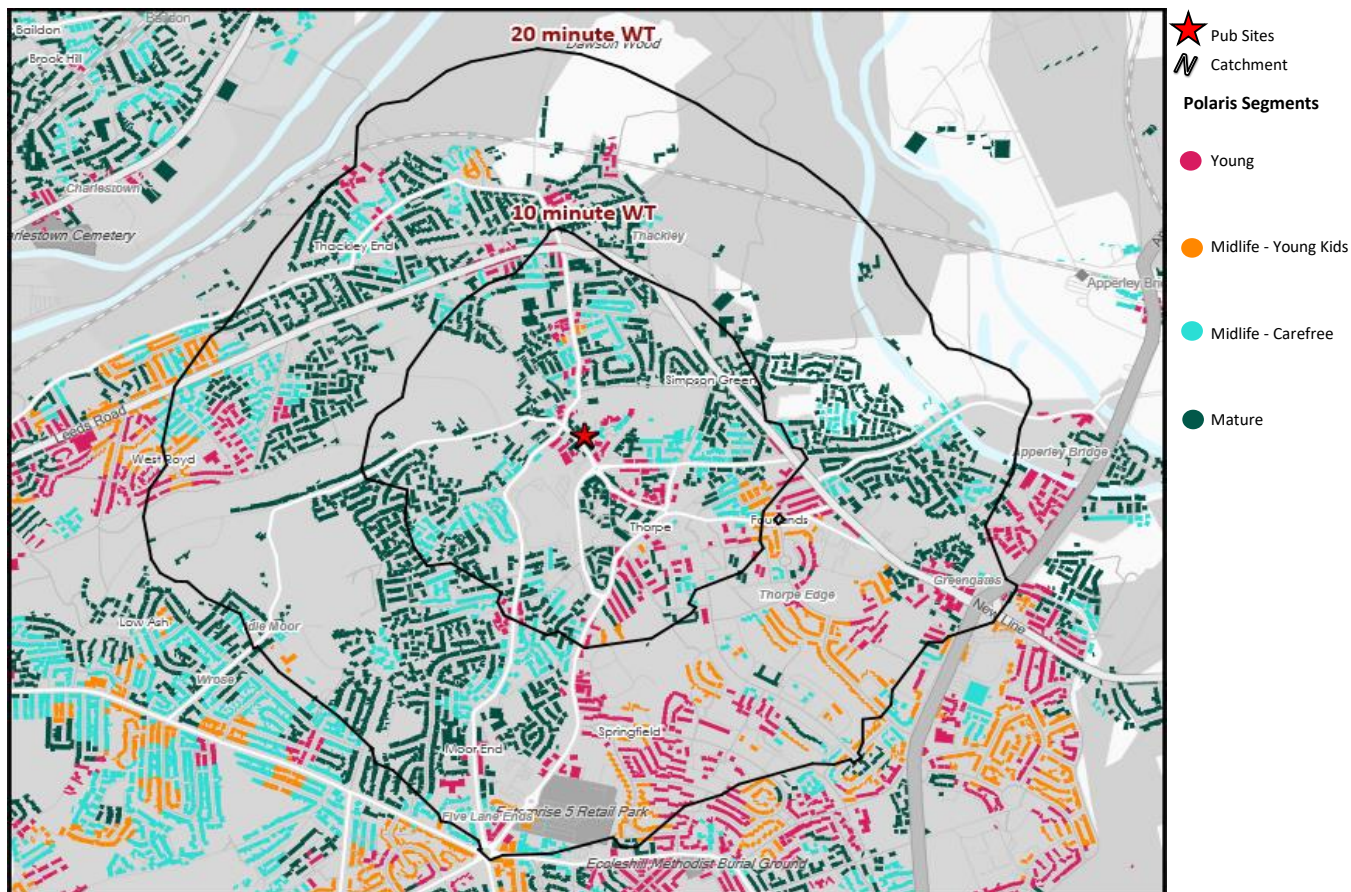


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Summary - New Inn Idle

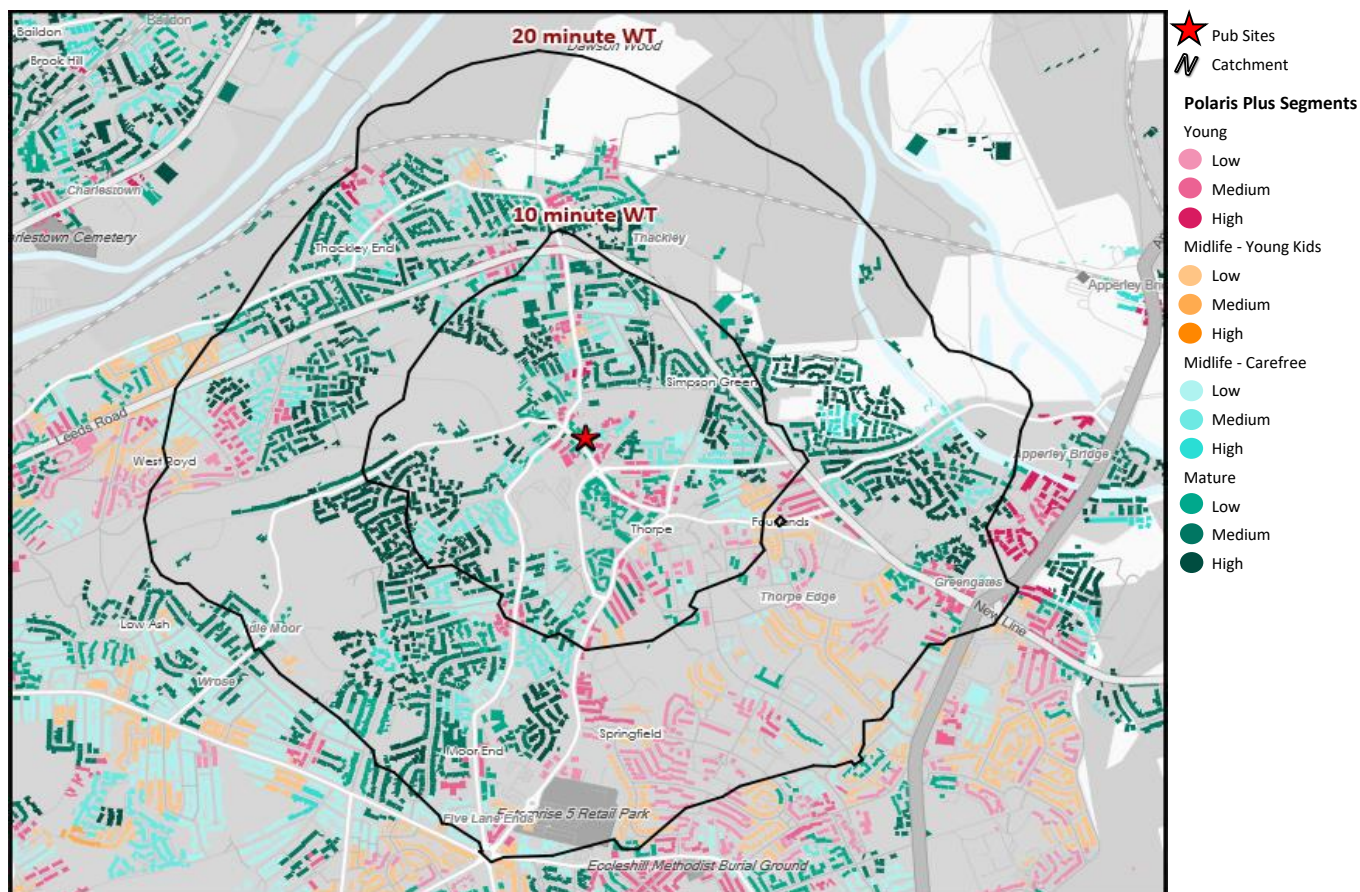


Polaris Profile by Catchment

*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	935	3,020	111,019	63	69	98
Midlife - Young Kids	114	1,392	114,414	19	80	253
Midlife - Carefree	1,565	2,885	52,556	184	115	80
Mature	2,609	8,422	131,718	109	120	72
Not Private Households	152	152	3,735	215	73	69
Total	5,375	15,871	413,442			

Polaris Plus Summary - New Inn Idle

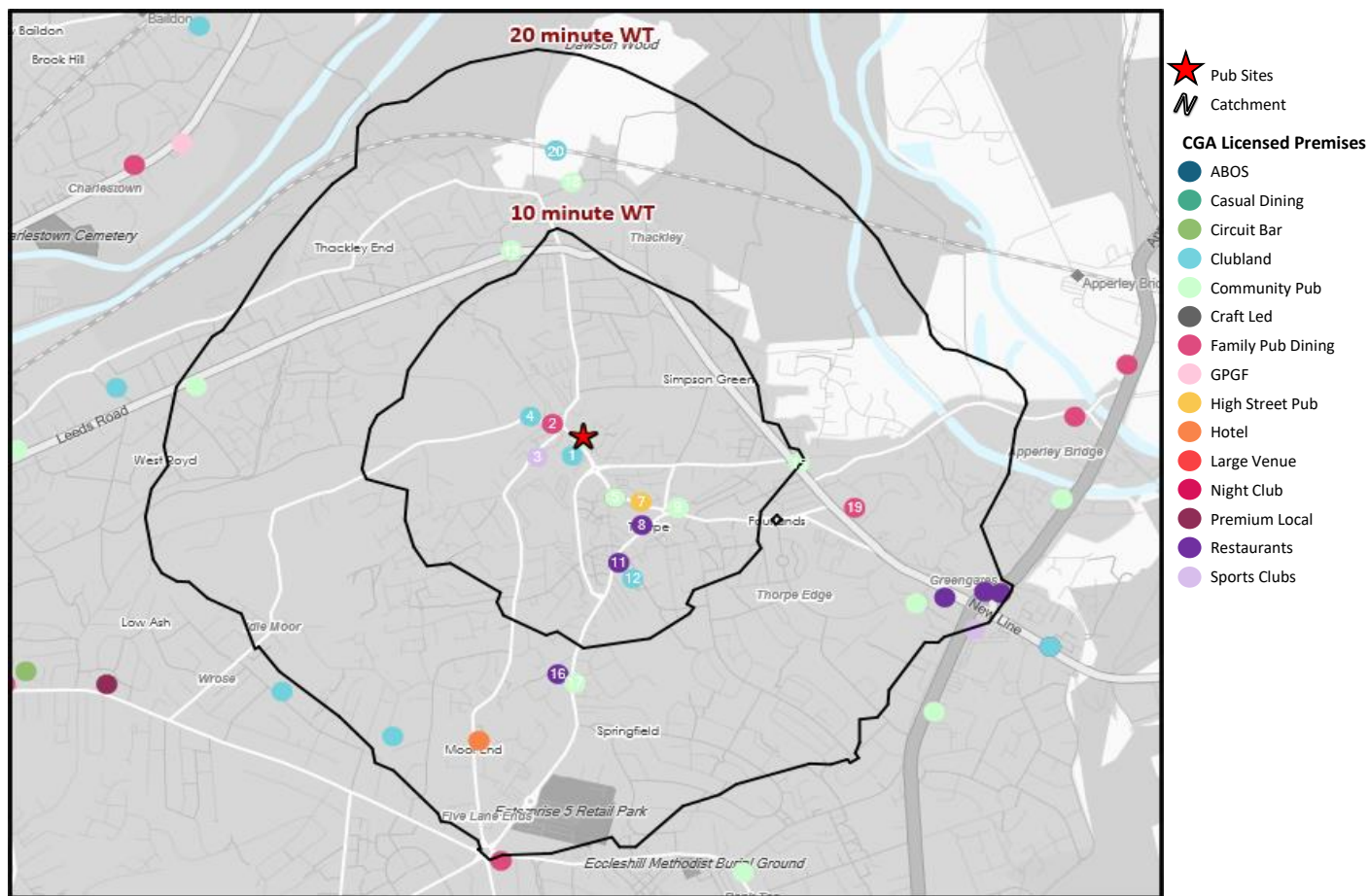


Polaris Plus Profile by Catchment

*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	283	1,314	55,076	54	84	136
Medium	638	1,655	44,919	108	95	99
High	14	51	11,024	4	5	40
Midlife - Young Kids						
Low	114	1,392	73,647	39	160	325
Medium	0	0	40,571	0	0	227
High	0	0	196	0	0	4
Midlife - Carefree						
Low	1,018	1,536	27,394	449	230	157
Medium	547	1,223	16,966	142	108	57
High	0	126	8,196	0	18	45
Mature						
Low	1,138	2,105	36,140	154	97	64
Medium	1,032	3,930	48,970	123	158	76
High	439	2,387	46,608	54	100	75
Not Private Households	152	152	3,735	215	73	69
Total	5,375	15,871	413,442			

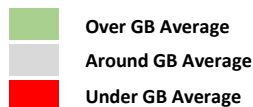
CGA Summary - New Inn Idle



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	New Inn	BD10 8NN	Star Pubs & Bars	Community Pub	0.0
1	Idle Working Mens Club	BD10 8NE	Independent Free	Clubland	0.0
2	White Bear	BD10 8QA	Star Pubs & Bars	Family Pub Dining	0.1
3	Hepworth & Idle Cricket Club	BD10 8RU	Independent Free	Sports Clubs	0.1
4	Idle & Thackley Conservative Club	BD10 8PY	Independent Free	Clubland	0.1
5	Idle Drapper	BD10 9PX	Independent Free	Premium Local	0.1
5	White Swan	BD10 9PX	Star Pubs & Bars	Community Pub	0.1
7	Terrace	BD10 9PY	Independent Free	High Street Pub	0.2
8	Rajshahi	BD10 9LD	Independent Free	Restaurants	0.2
9	Alexander Hotel	BD10 9QE	Trust Inns Limited	Community Pub	0.2
9	Brewery Tap	BD10 9QE	Punch Pub Company	Community Pub	0.2
11	Taste Of Bengal	BD10 9LB	Independent Free	Restaurants	0.3
12	Idle Cricket Club	BD10 9LE	Independent Free	Clubland	0.3
13	Black Rat	BD10 8JH	Independent Free	Community Pub	0.4
13	Great Northern Brewhouse	BD10 8JH	Concept Taverns	Community Pub	0.4
15	George	BD10 9SU	Star Pubs & Bars	Community Pub	0.4
16	Websters	BD10 8TA	*Other Small Retail Groups	Restaurants	0.5
17	Springfield Hotel	BD10 8SN	Independent Free	Community Pub	0.5
18	Commercial Hotel	BD10 0RR	Independent Free	Community Pub	0.6
19	Hitching Post Bradford	BD10 9SX	Marston's	Family Pub Dining	0.6
20	Thackley Cricket Club	BD10 0TL	Independent Free	Clubland	0.6

Per Pub Analysis - New Inn Idle



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,375	15,871	413,442
Number of Competition Pubs	12	22	461
Adults 18+ per Competition Pub	448	721	897

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	168	3.1%	39
Circuit Bar	0	191	3.5%	87
Community Pub	6	1,064	19.8%	103
Craft Led	0	109	2.0%	59
Great Pub Great Food	0	508	9.5%	53
High Street Pub	1	991	18.4%	100
Premium Local	1	627	11.7%	71

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	598	3.8%	47
Circuit Bar	0	505	3.2%	78
Community Pub	11	3,450	21.7%	114
Craft Led	0	314	2.0%	57
Great Pub Great Food	0	2,240	14.1%	80
High Street Pub	2	3,303	20.8%	113
Premium Local	1	2,549	16.1%	97

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	18	29,841	7.2%	90
Circuit Bar	37	20,062	4.9%	120
Community Pub	85	96,733	23.4%	122
Craft Led	0	13,452	3.3%	94
Great Pub Great Food	13	52,776	12.8%	72
High Street Pub	69	94,009	22.7%	123
Premium Local	50	58,473	14.1%	86

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>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></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	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<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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Consumer Insight																																									
Product needs																																									
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="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="7">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																												