

Catchment Summary - Bon Vivant

- 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

6,780	42,872	531,391
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129	221	127
-----	-----	-----

Adults 18+

6,181	39,242	446,536
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Pop. & Adl. 18+ index based on all pubs

139	242	133
-----	-----	-----

Competition Pubs

93	271	587
----	-----	-----

489	616	145
-----	-----	-----

Adults 18+ per Competition Pub

66	145	761
----	-----	-----

8	16	86
---	----	----

% Adults Likely to Drink

83,7%	81,9%	78,8%
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111	108	104
-----	-----	-----

Affluence	Low
	Medium
	High

0,9%	1,4%	18,7%
12,8%	21,3%	24,8%
85,6%	76,8%	55,2%

3	4	56
34	56	65
312	280	201

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£24,109	£22,264	£24,343
---------	---------	---------

113	104	114
-----	-----	-----

Age Profile	18-24
	25-34
	35-44
	45-64
	65+

837	8,105	50,979
1,552	10,865	103,015
1,029	6,827	84,434
1,655	8,450	121,989
1,108	4,995	86,119

146	224	113
169	187	143
113	118	118
96	78	91
85	61	85



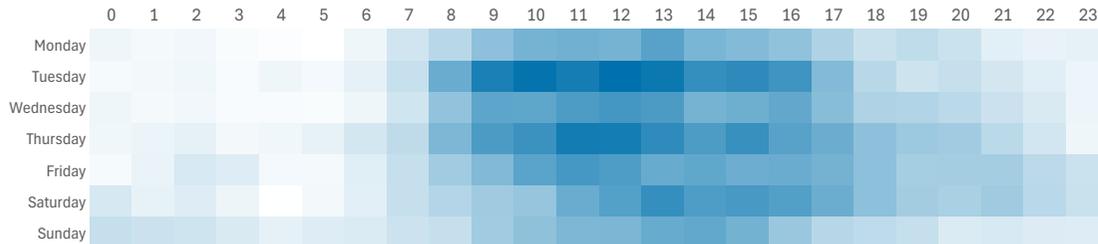
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Polaris Plus Segments

- ★ Pub Sites
- Ⓜ 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	5,006	33,420	210,633	291	306	170
Midlife - Young Kid	21	633	10,922	3	15	22
Midlife - Carefree	857	3,932	41,776	88	64	59
Mature	252	1,051	177,211	9	6	90
Not Private Households	45	206	5,994	6,017	4,339	11,095
Total	6,181	39,242	446,536			



Per Pub - Bon Vivant

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

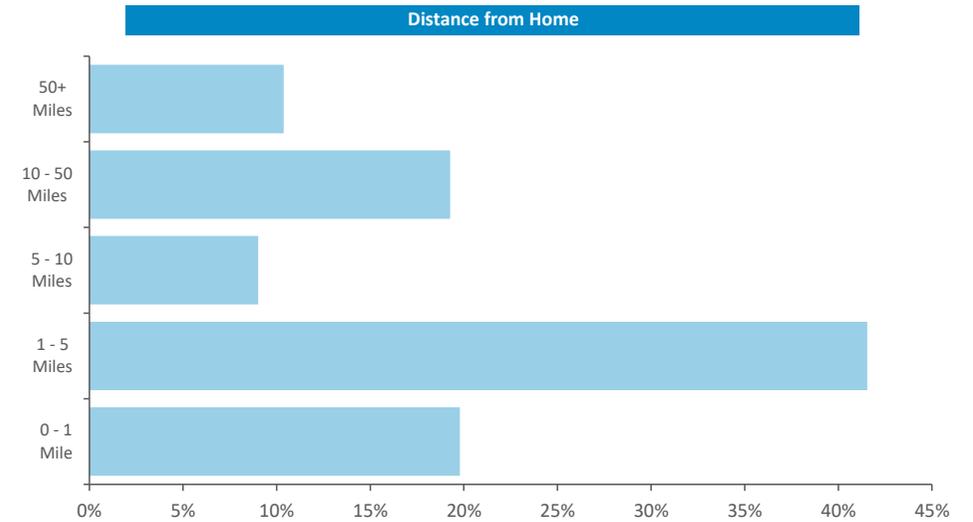
Adults 18+	6.181	39.242	446.536
Number of Competition Pubs	93	271	587
Adults 18+ per Competition Pub	66	145	761

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	60	1.962	31,7%	382
Circuit Bar	8	91	1,5%	35
Community Pub	0	201	3,3%	17
Craft Led	0	818	13,2%	369
Great Pub Great Food	11	2.345	37,9%	208
High Street Pub	7	177	2,9%	15
Premium Local	4	522	8,4%	50

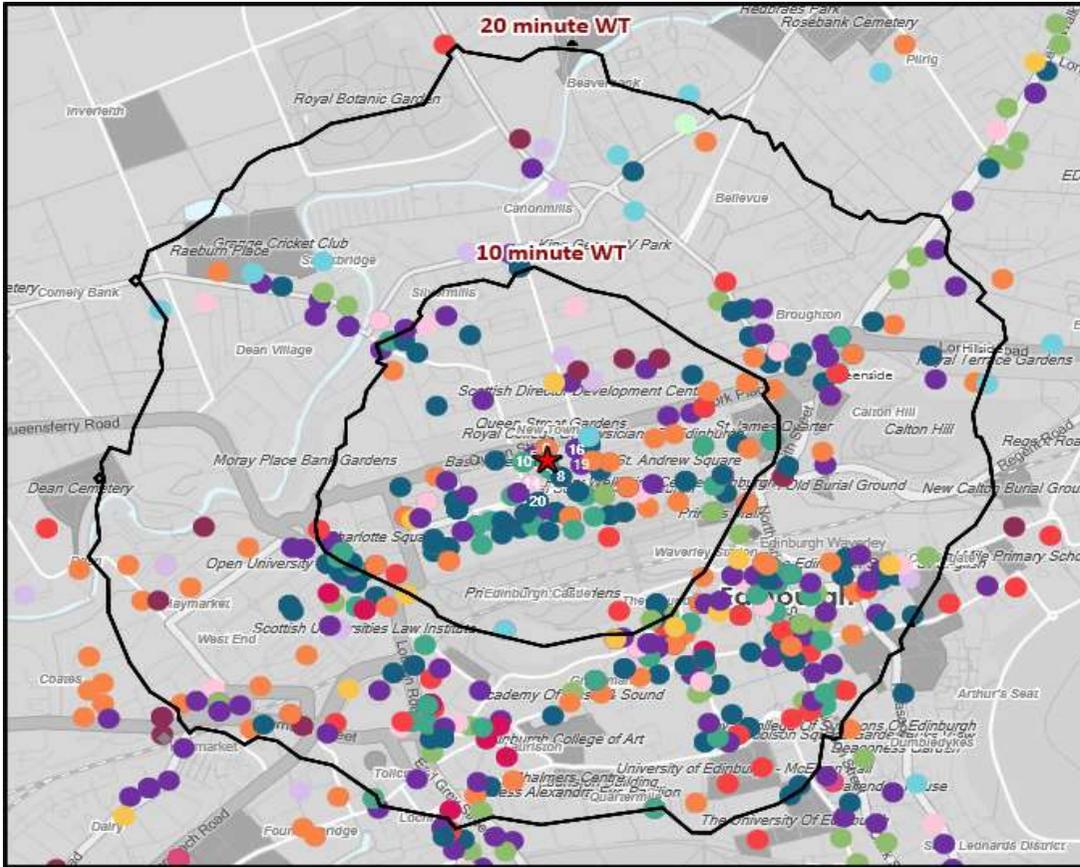
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	146	12.250	31,2%	375
Circuit Bar	59	949	2,4%	58
Community Pub	2	1.375	3,5%	18
Craft Led	0	5.386	13,7%	383
Great Pub Great Food	30	13.767	35,1%	193
High Street Pub	16	1.735	4,4%	23
Premium Local	9	3.226	8,2%	49

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	184	78.554	17,6%	212
Circuit Bar	97	14.052	3,1%	75
Community Pub	15	55.732	12,5%	64
Craft Led	0	33.307	7,5%	208
Great Pub Great Food	55	123.322	27,6%	152
High Street Pub	40	51.263	11,5%	61
Premium Local	77	64.586	14,5%	85



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Competition - Bon Vivant



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
10	Cote	EH 2 1LH	Cote Restaurants	Casual Dining	14,6%	0,05
14	Kitty O'sheas	EH 2 1EP	Independent Free	ABOS	10,6%	0,05
10	Rabble	EH 2 1LH	Montpelier Partnership	ABOS	9,9%	0,05
14	Queens Arms	EH 2 1EP	Signature Pubs Ltd	GPGF	8,9%	0,05
0	Bon Vivant	EH 2 1DY	Star Pubs & Bars	ABOS	8,2%	0,00
16	Hanover Tap	EH 2 1DR	Stonegate Pub Company	ABOS	7,6%	0,06
0	Dusit	EH 2 1DY	Independent Free	Restaurants	7,2%	0,00
8	Alchemist	EH 2 2HT	The Alchemist	ABOS	7,0%	0,04
19	Bucks Bar	EH 2 1EL	Independent Free	Restaurants	6,5%	0,07
8	Eastside	EH 2 2HT	Montpelier Partnership	Night Club	5,1%	0,04
0	Noto	EH 2 1DY	Independent Free	Casual Dining	3,8%	0,00
5	Cafe St Honore	EH 2 1EA	Independent Free	Restaurants	3,7%	0,03
0	Thistle Street Bar	EH 2 1DY	Greene King	GPGF	3,3%	0,00
16	Bibimbap	EH 2 1DR	Independent Free	Restaurants	2,0%	0,06
6	Scotch Malt Whisky Society	EH 2 1JX	Independent Free	ABOS	1,2%	0,03
10	Cauldron	EH 2 1LH	Independent Free	Large Venue	0,5%	0,05
6	Travelodge	EH 2 1JX	Dubai International Capital	Hotel	0,0%	0,03
4	El Cartel	EH 2 1EN	Independent Free	Casual Dining	0,0%	0,02
10	Fingers Piano Bar	EH 2 1LH	Independent Free	Circuit Bar	0,0%	0,05
16	Bar Soba	EH 2 1DR	Camerons	ABOS	0,0%	0,06
20	Assembly Rooms	EH 2 2LR	Independent Free	Large Venue	0,0%	0,08

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

Catchment Summary - Bon Vivant

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
40384	Bon Vivant	EH 2 1DY	Star Pubs & Bars	ABOS	5



- ★ Pub Sites
- ⬮ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- High

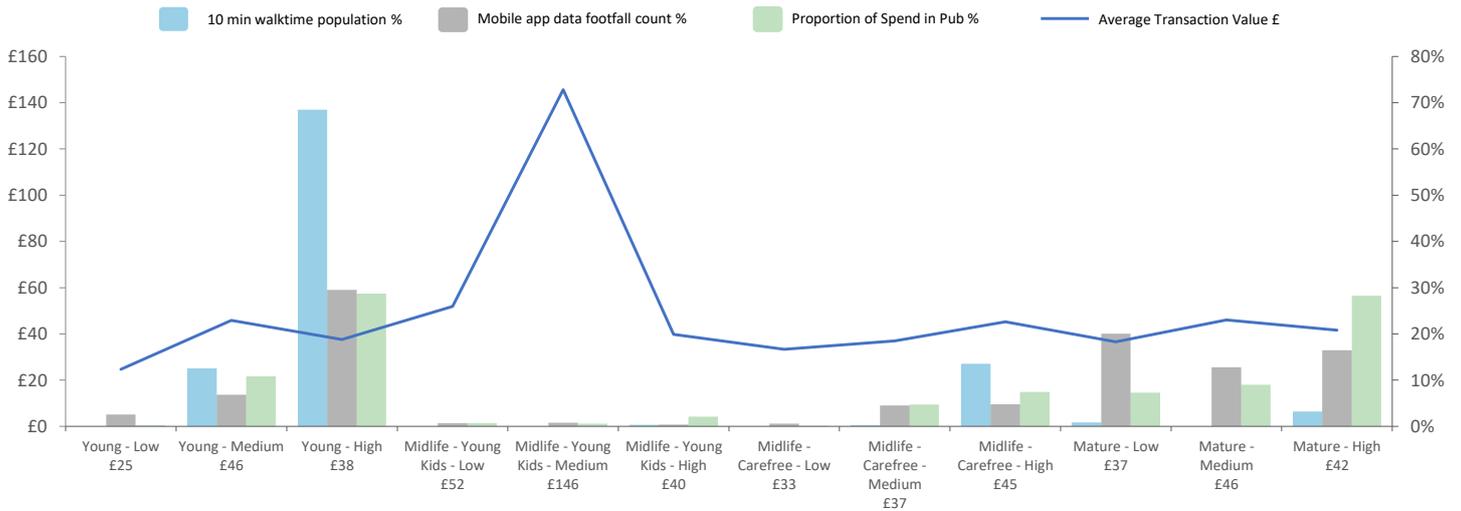
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Bon Vivant

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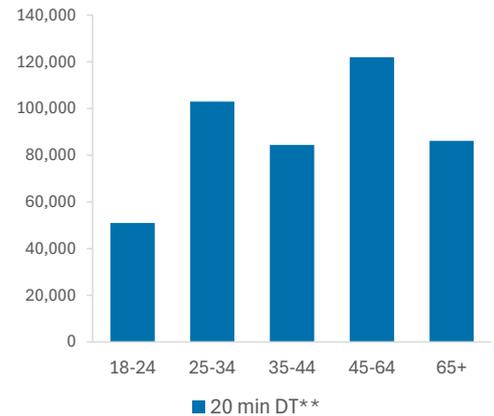
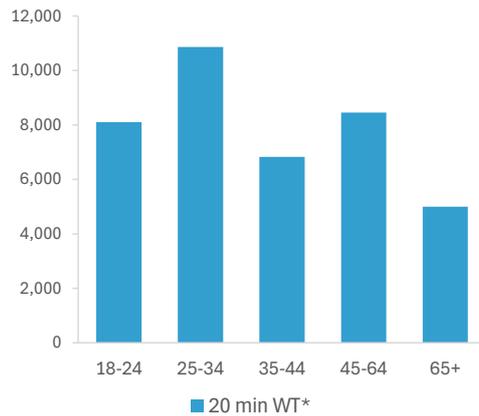
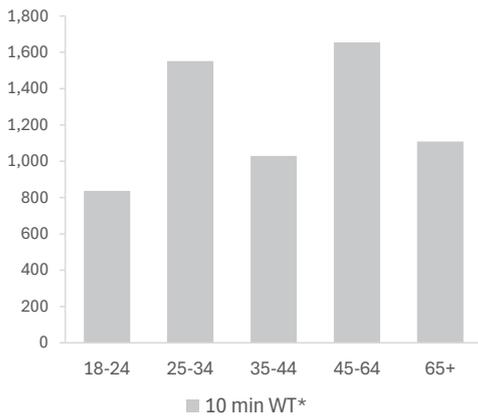
Over GB Average
Around GB Average
Under GB Average

*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		6,780	42,872	531,391	129	221	127
Adults 18+		6,181	39,242	446,536	139	242	133
Competition Pubs		93	271	587	489	616	145
Adults 18+ per Competition Pub		66	145	761	8	16	86
% Adults Likely to Drink		83,7%	81,9%	78,8%	111	108	104
Affluence	Low	0,9%	1,4%	18,7%	3	4	56
	Medium	12,8%	21,3%	24,8%	34	56	65
	High	85,6%	76,8%	55,2%	312	280	201
Mean Net Disposable income (£pa)		£24.109	£22.264	£24.343	113	104	114
Age Profile	18-24	837	8.105	50.979	146	224	113
	25-34	1.552	10.865	103.015	169	187	143
	35-44	1.029	6.827	84.434	113	118	118
	45-64	1.655	8.450	121.989	96	78	91
	65+	1.108	4.995	86.119	85	61	85

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



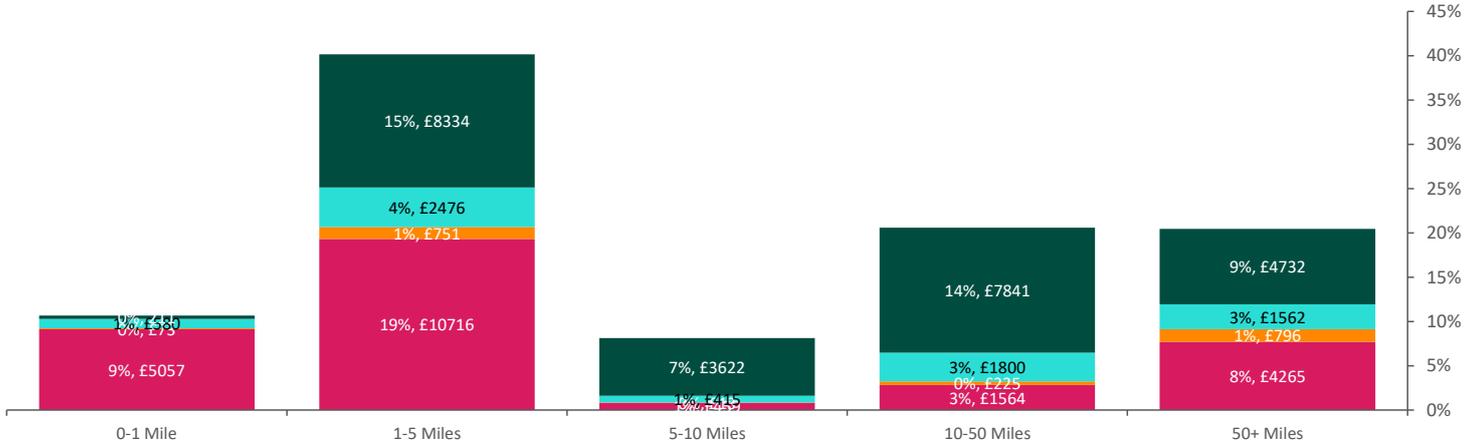
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,472 (51%)	20,626 (48%)	259,962 (49%)	104	98	100
	Female	3,308 (49%)	22,246 (52%)	271,429 (51%)	96	102	100
Economic Status (16+)	Employed: Full-time	2,373 (38%)	15,632 (39%)	175,347 (38%)	111	115	112
	Employed: Part-time	276 (4%)	2,428 (6%)	44,891 (10%)	36	50	81
	Self employed	748 (12%)	3,893 (10%)	32,454 (7%)	130	107	77
	Unemployed	84 (1%)	650 (2%)	9,038 (2%)	53	64	77
	Full-time student	324 (5%)	3,086 (8%)	23,198 (5%)	219	328	215
	Retired	956 (15%)	4,558 (11%)	89,910 (20%)	70	52	90
Other		1,500 (24%)	9,455 (24%)	81,695 (18%)	137	136	102
Total Worker Count		18,033	62,756	268,339			

See the Glossary page for further information on the above variables

Transactional Data Summary - Bon Vivant

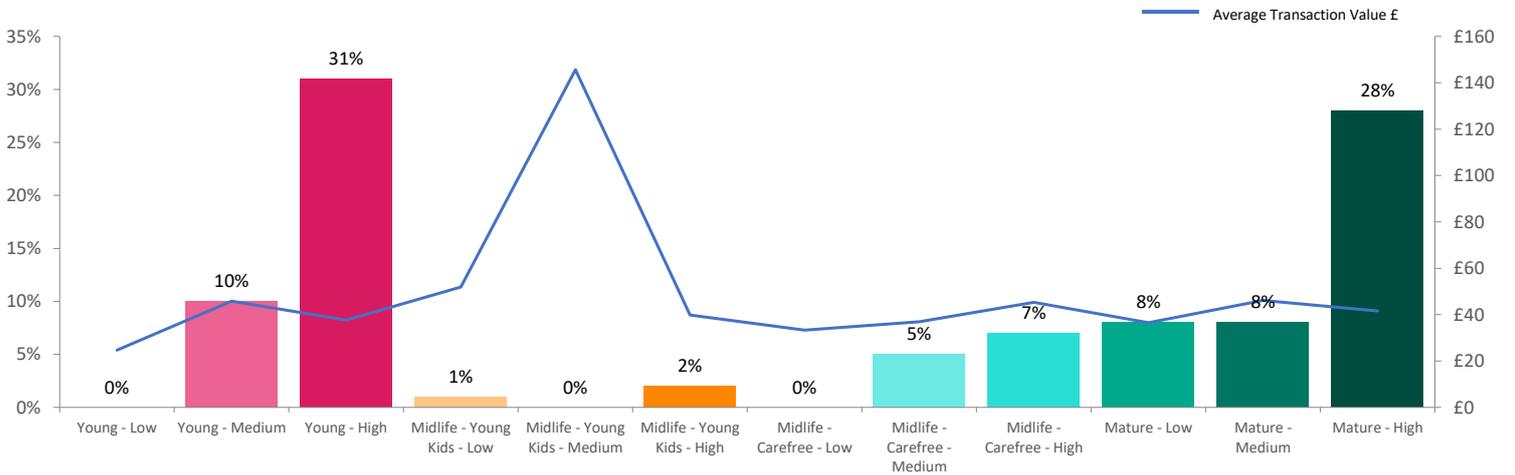
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Spend by Polaris and Distance from Home



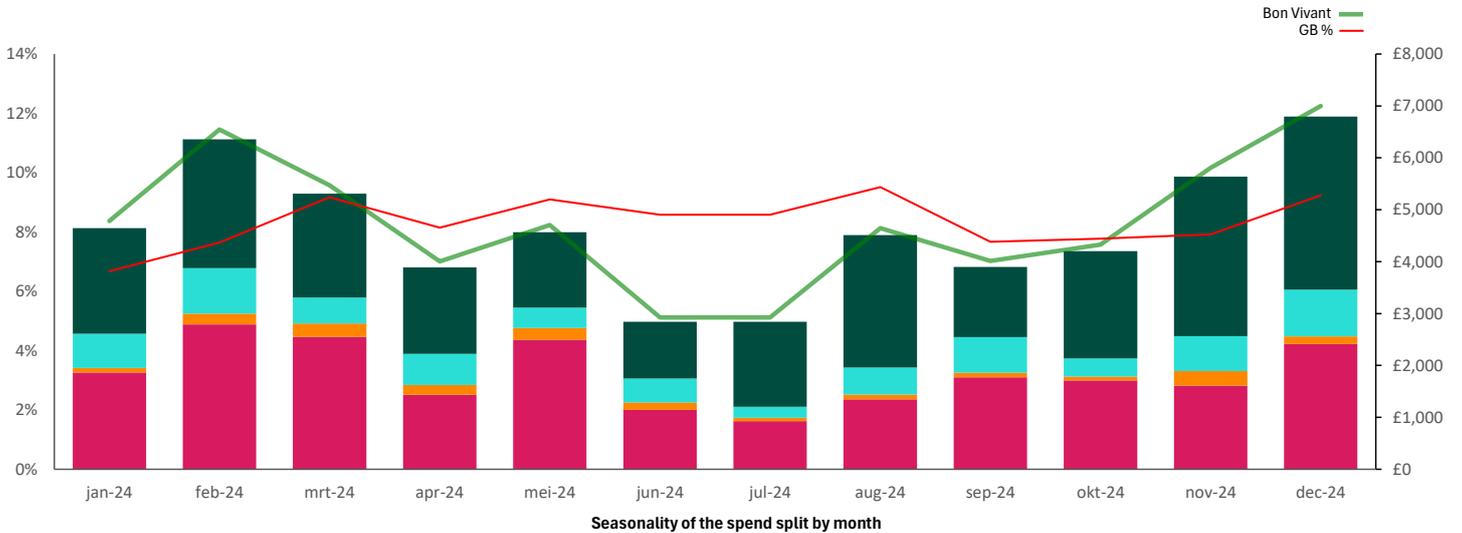
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% 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



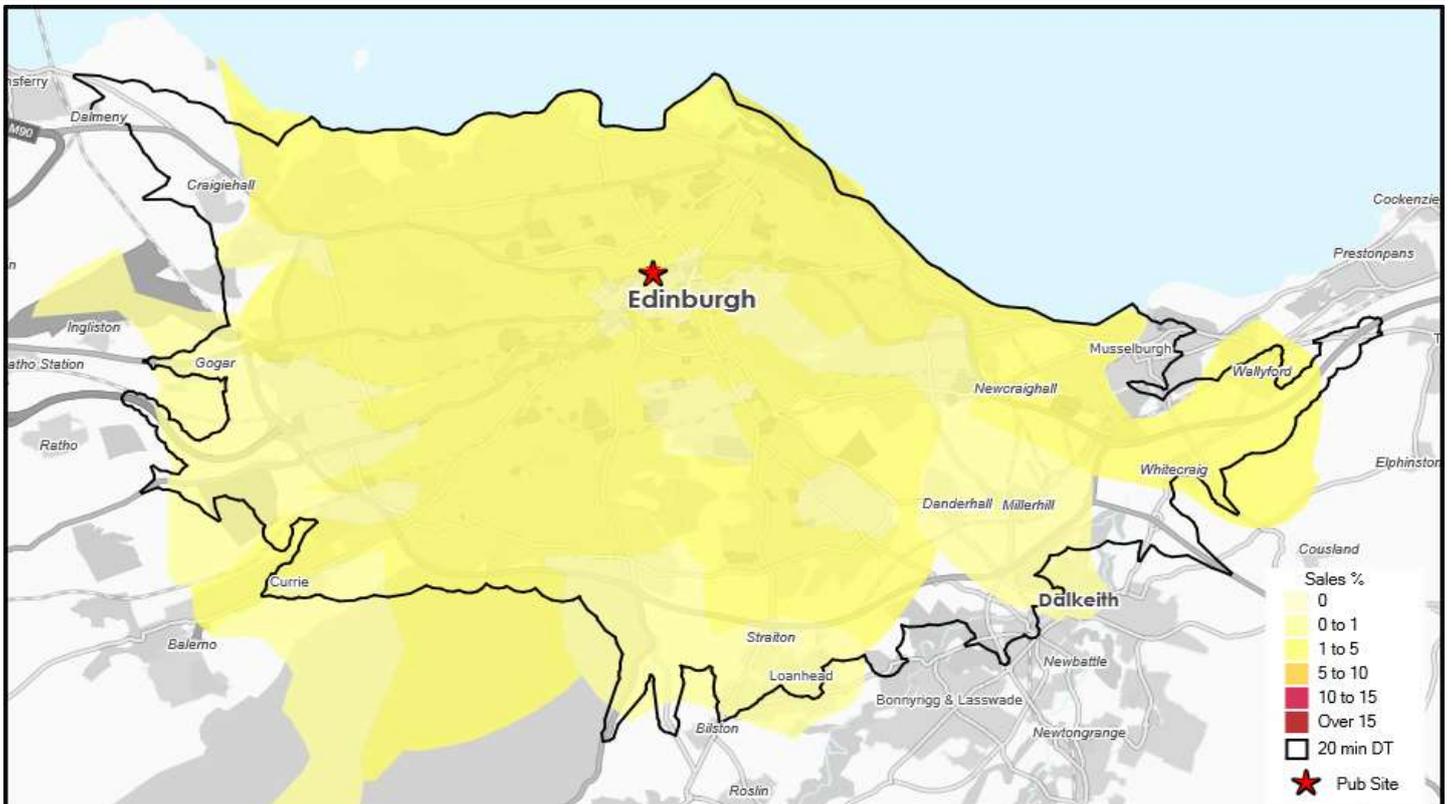
Seasonality of the spend split by month

Bon Vivant Share of Spend from Postcode Sectors within 20 minute Drive



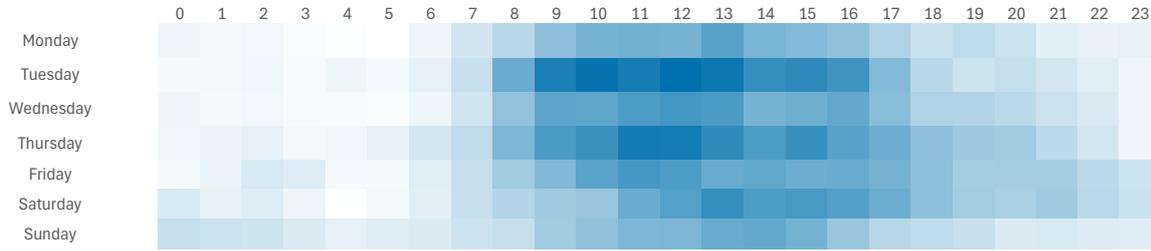
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Bon Vivant



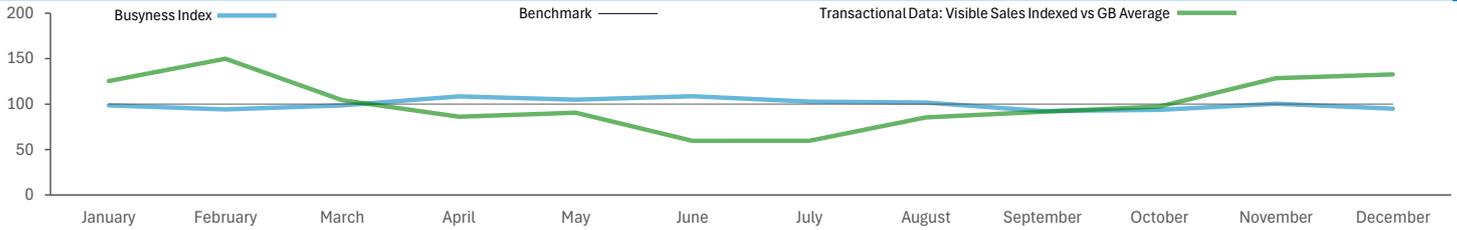
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



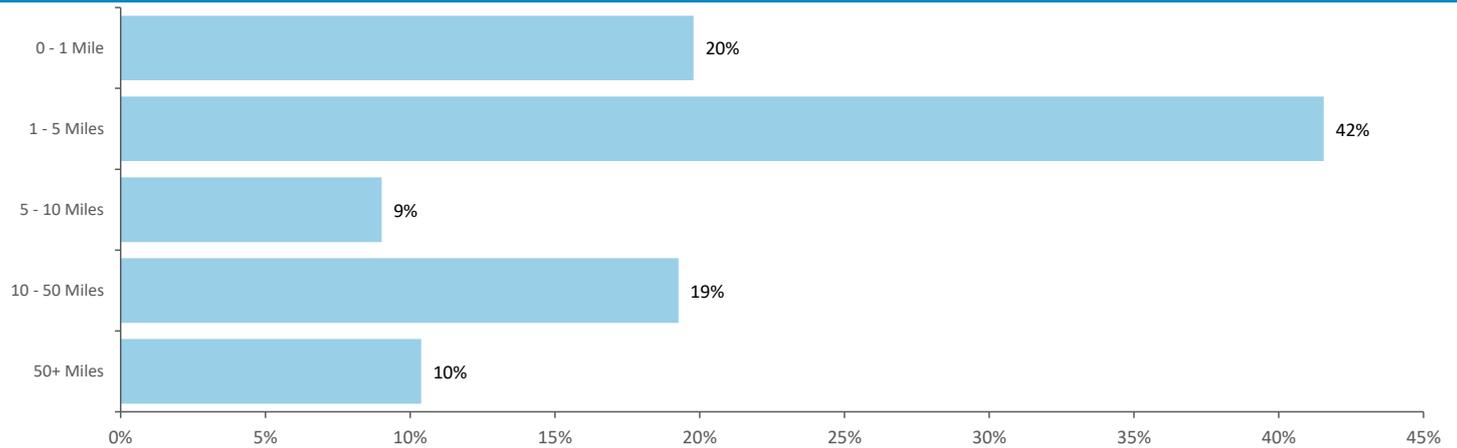
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

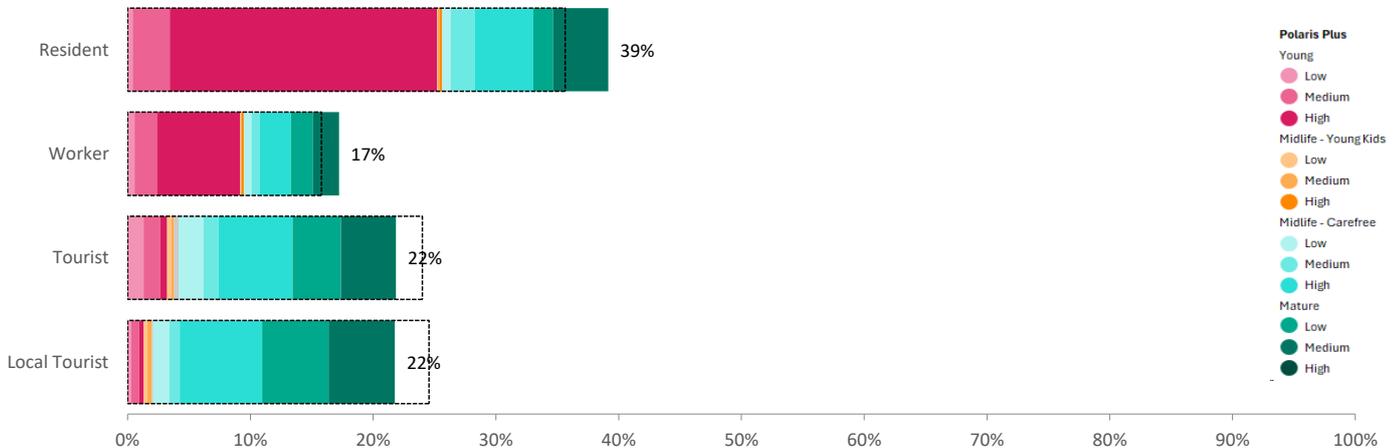
Distance from Home



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

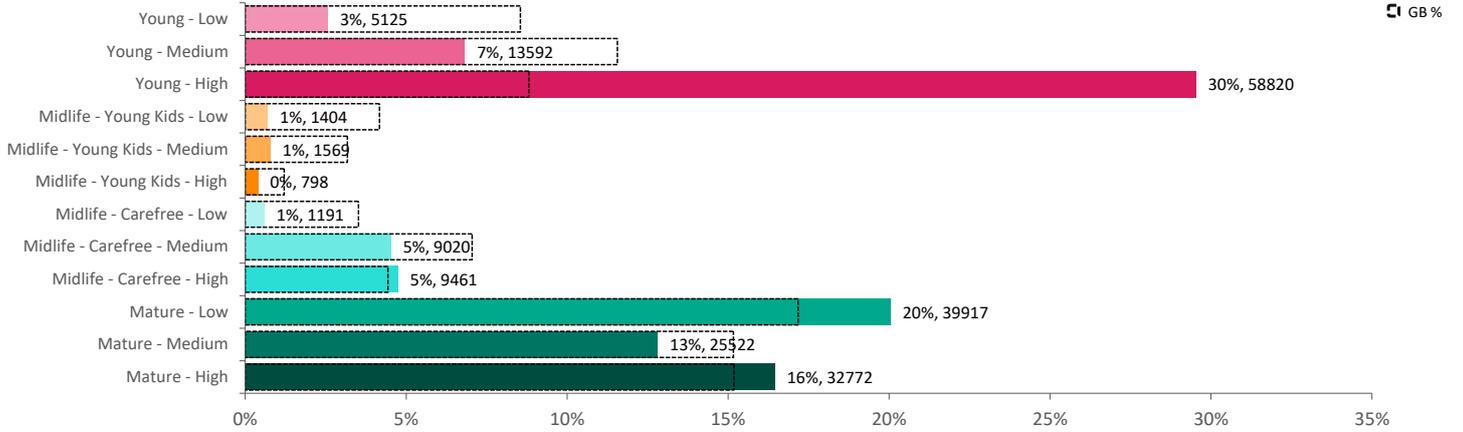
Audience Classification by Polaris Plus

Base: GB



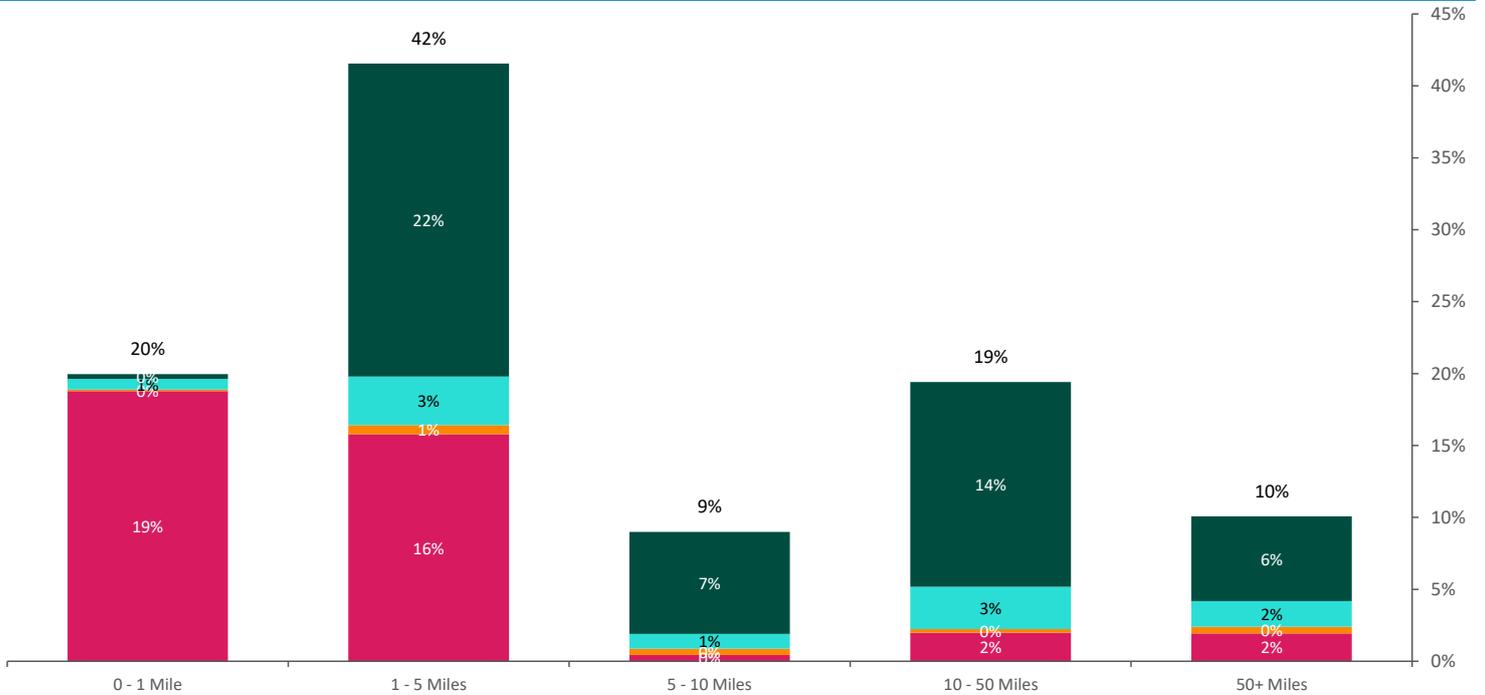
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



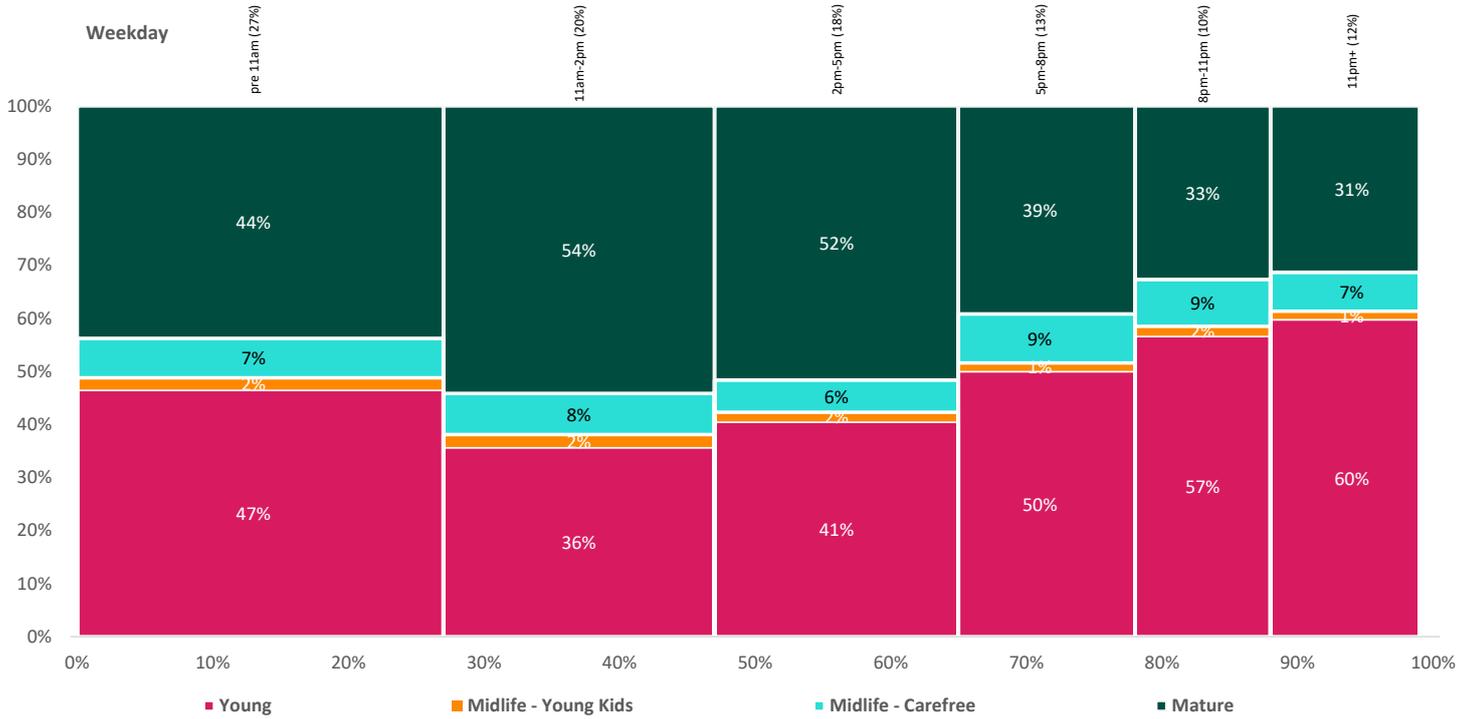
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



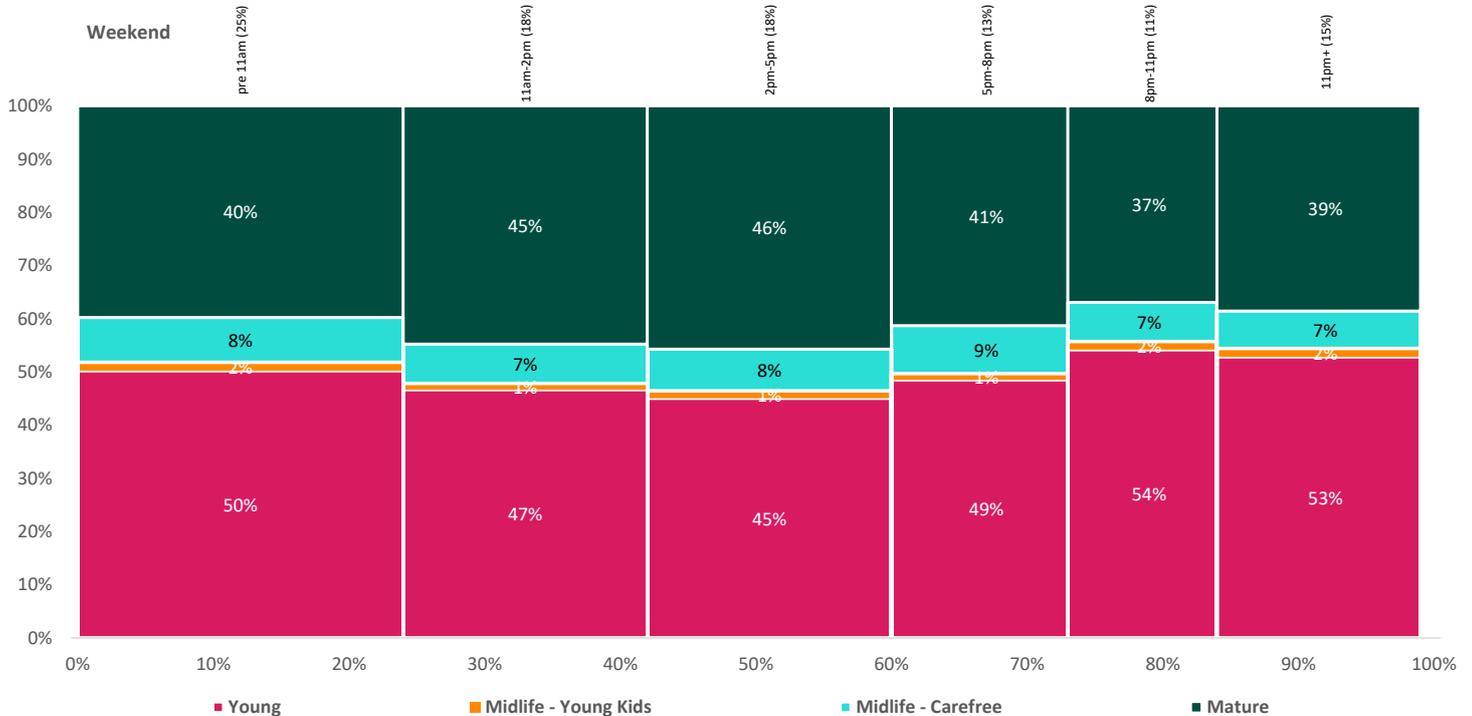
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		39.135	35.635	29.887	16.462	10.638	12.276	144.034
Midlife - Carefree		6.663	5.102	3.531	3.876	2.887	2.877	24.936
Midlife - Young Kids		1.997	1.566	989	622	571	569	6.313
Young		41.628	23.509	23.488	21.041	18.468	23.442	151.576
All		89.423	65.812	57.894	42.001	32.564	39.165	326.860

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		12.134	10.001	10.300	6.768	4.944	7.354	51.502
Midlife - Young Kids		2.584	1.660	1.781	1.478	995	1.347	9.845
Midlife - Carefree		486	253	320	193	204	303	1.760
Mature		15.346	10.440	10.166	7.961	7.268	10.093	61.274
All		30.550	22.355	22.568	16.399	13.411	19.097	124.380

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

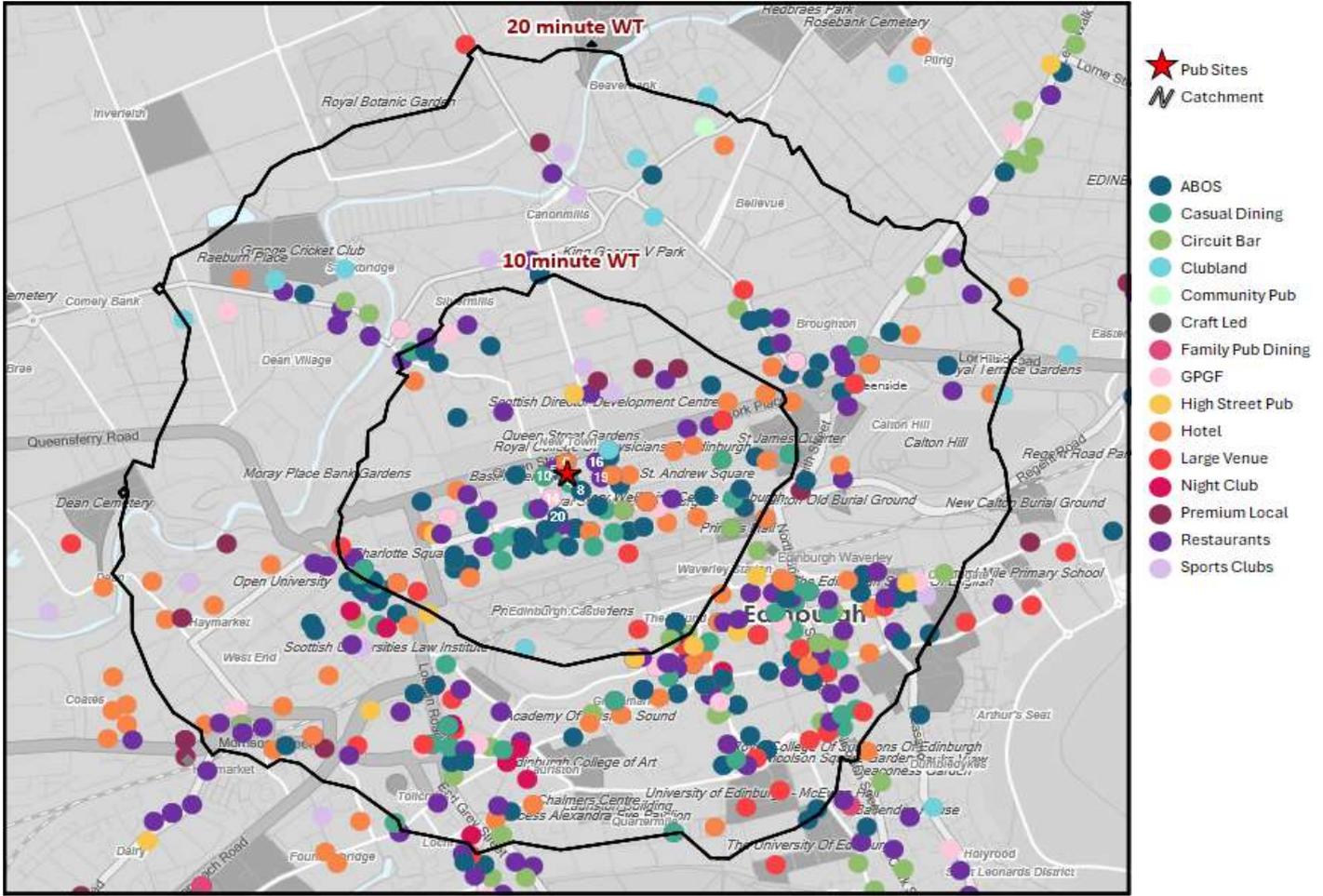


Polaris Plus Profile by Catchment

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	101	5.960	0	3	14
Medium	774	8.019	64.046	112	183	128
High	4.232	25.300	140.627	1.009	950	464
Midlife - Young Kids						
Low	0	0	1.358	0	0	6
Medium	0	0	4.751	0	0	25
High	21	633	4.813	30	143	95
Midlife - Carefree						
Low	0	0	1.749	0	0	9
Medium	19	348	17.977	4	12	57
High	838	3.584	22.050	303	204	110
Mature						
Low	53	429	74.303	6	8	122
Medium	0	0	24.046	0	0	35
High	199	622	78.862	21	11	117
Not Private Households	45	206	5.994	60	43	111
Total	6.181	39.242	446.536			

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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	Bon Vivant	EH 2 1DY	Star Pubs & Bars	ABOS	8,2%	52,7%	0,00
0	Thistle Street Bar	EH 2 1DY	Greene King	GPGF	3,3%	49,3%	0,00
0	Dusit	EH 2 1DY	Independent Free	Restaurants	7,2%	44,0%	0,00
0	Noto	EH 2 1DY	Independent Free	Casual Dining	3,8%	40,4%	0,00
4	El Cartel	EH 2 1EN	Independent Free	Casual Dining	0,0%	0,0%	0,02
5	Cafe St Honore	EH 2 1EA	Independent Free	Restaurants	3,7%	43,7%	0,03
6	Scotch Malt Whisky Society	EH 2 1JX	Independent Free	ABOS	1,2%	57,8%	0,03
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20	Assembly Rooms	EH 2 2LR	Independent Free	Large Venue	0,0%	0,0%	0,08

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

■ Over GB Average
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Premium Local	77	64.586	14,5%	85

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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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: 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.

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 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.

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							