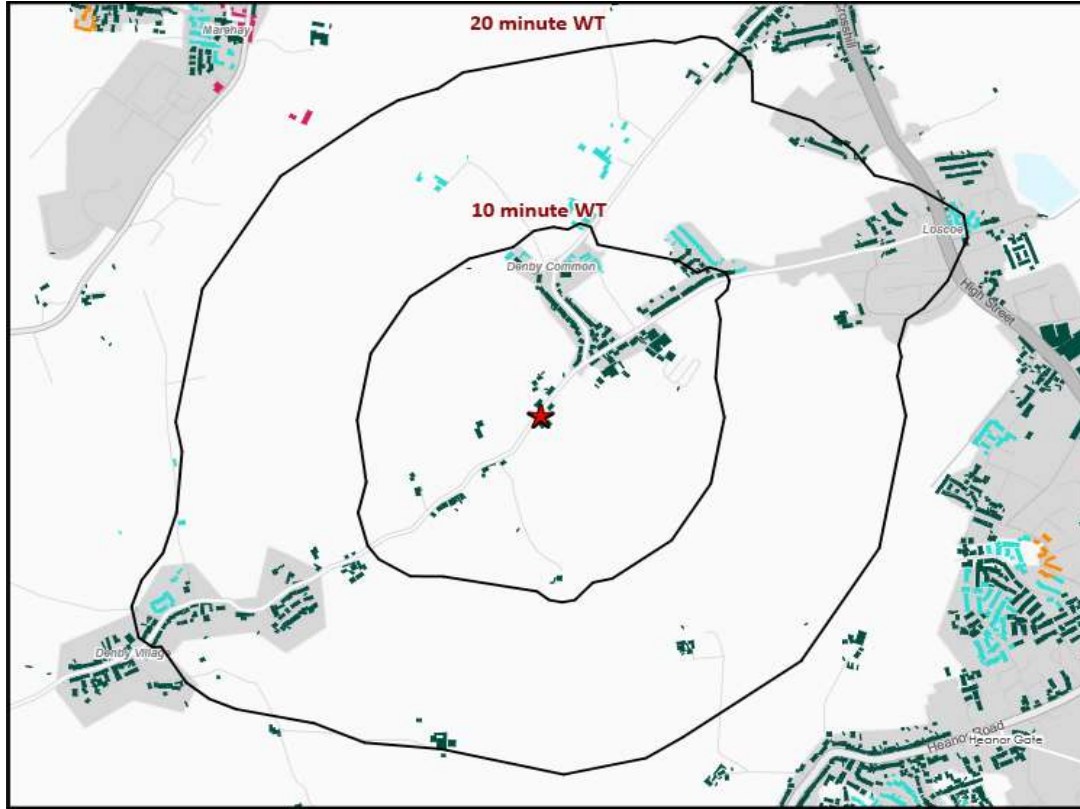


Catchment Summary - Bulls Head Denby



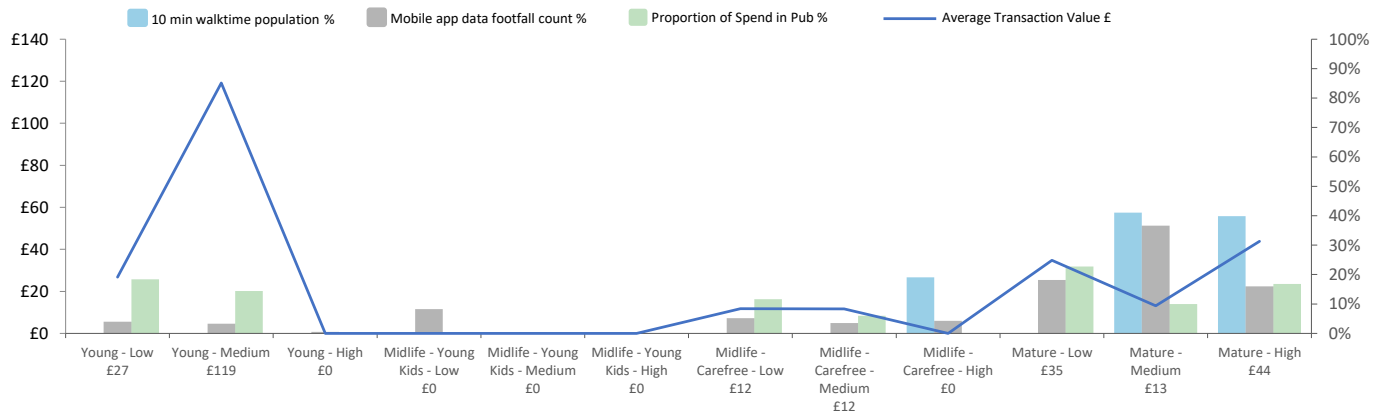
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626125	Bulls Head Denby	DE 5 8PW	Star Pubs & Bars	Family Pub Dining	13



- ★ 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 - Bulls Head Denby

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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**

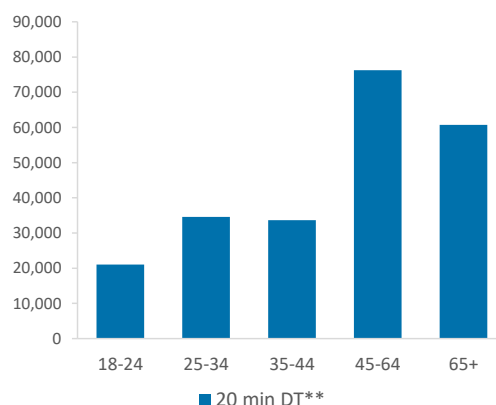
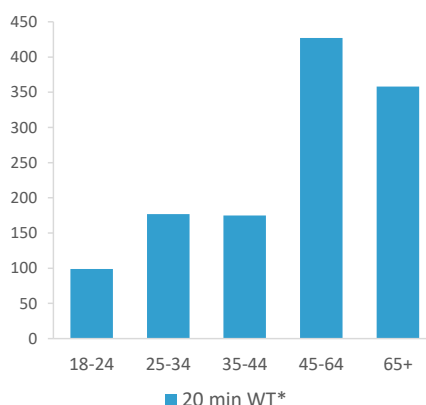
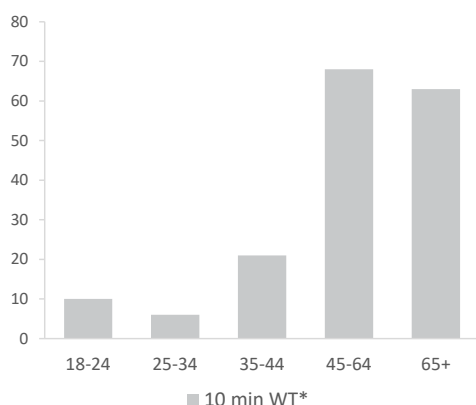
Population	208	1,534	278,929	4	8	64
Adults 18+	168	1,236	226,227	4	8	65
Competition Pubs	1	3	308	6	8	74
Adults 18+ per Competition Pub	168	412	735	20	48	86
% Adults Likely to Drink	82.3%	78.9%	78.4%	108	103	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	37.6%	38.4%	0	113	115
	Medium	41.1%	38.1%	43.8%	108	100	115
	High	58.9%	24.3%	17.0%	216	89	62

*Affluence does not include Not Private Households

Age Profile	18-24	10	99	21,024	59	79	93
	25-34	6	177	34,597	22	86	93
	35-44	21	175	33,675	76	86	91
	45-64	68	427	76,234	127	108	106
	65+	63	358	60,697	158	121	113



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	99 (48%)	749 (49%)	137,066 (49%)	97	100	100
	Female	109 (52%)	785 (51%)	141,863 (51%)	103	100	100

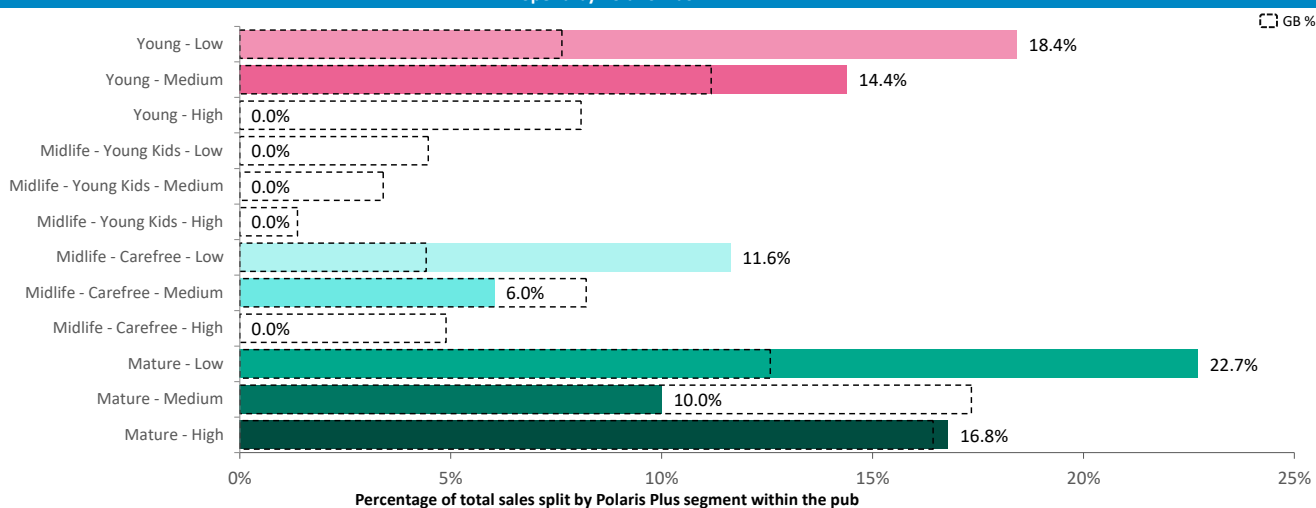
Economic Status (16+)	Employed: Full-time	49 (28%)	437 (34%)	81,476 (35%)	81	100	102
	Employed: Part-time	27 (15%)	157 (12%)	29,218 (13%)	130	104	106
	Self employed	24 (14%)	108 (8%)	17,656 (8%)	149	92	82
	Unemployed	1 (1%)	26 (2%)	5,438 (2%)	21	74	85
	Full-time student	1 (1%)	11 (1%)	4,839 (2%)	24	36	88
	Retired	59 (34%)	353 (28%)	58,971 (25%)	154	127	116
	Other	14 (8%)	182 (14%)	34,808 (15%)	46	82	86

Total Worker Count	340	2,480	131,259
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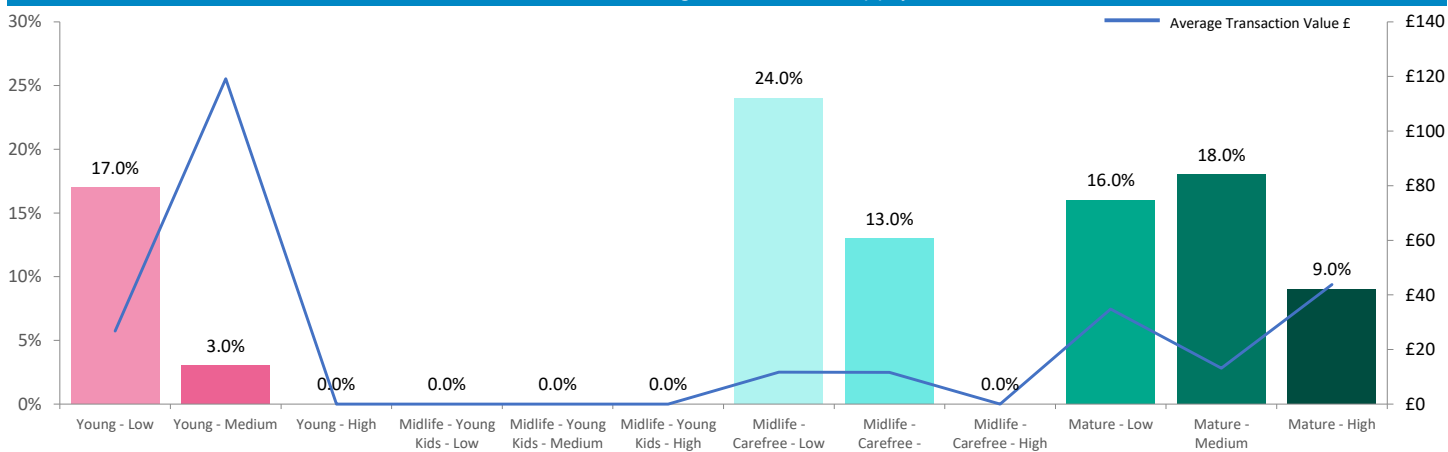
See the Glossary page for further information on the above variables

Transactional Data Summary - Bulls Head Denby

Spend by Polaris Plus

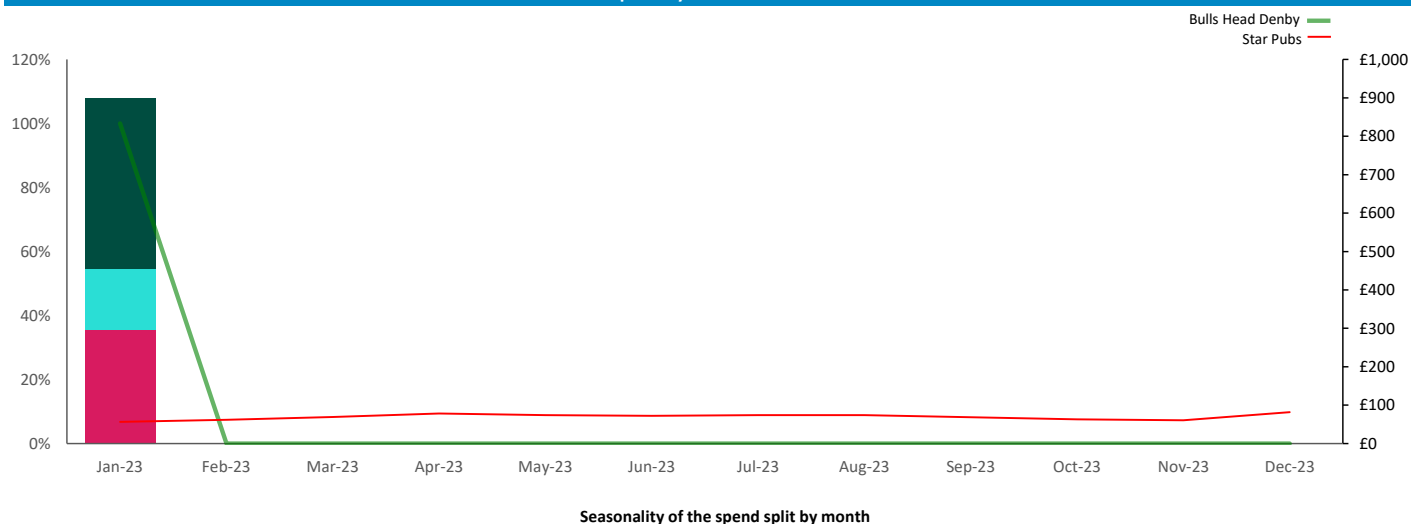


% of Transactions and Average Transaction Values (£) by Polaris Plus



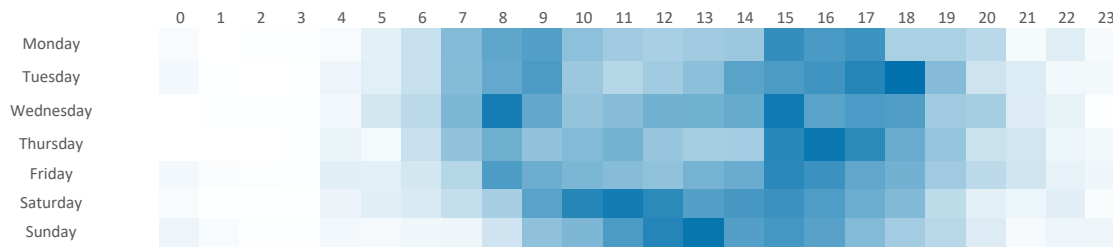
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



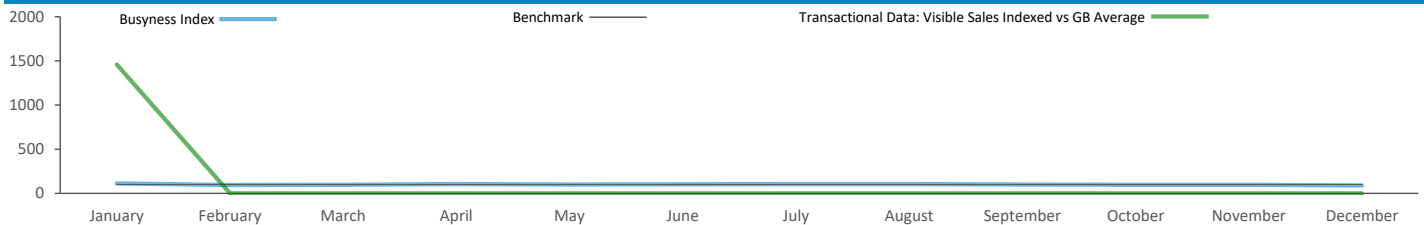
Mobile Data Summary - Bulls Head Denby

Time of Day/Day of Week



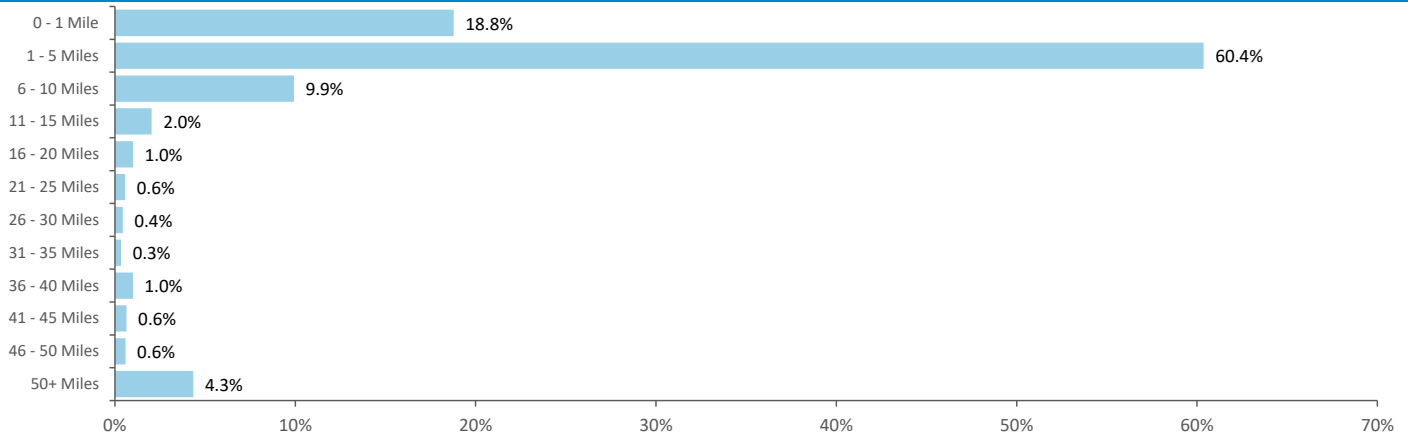
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

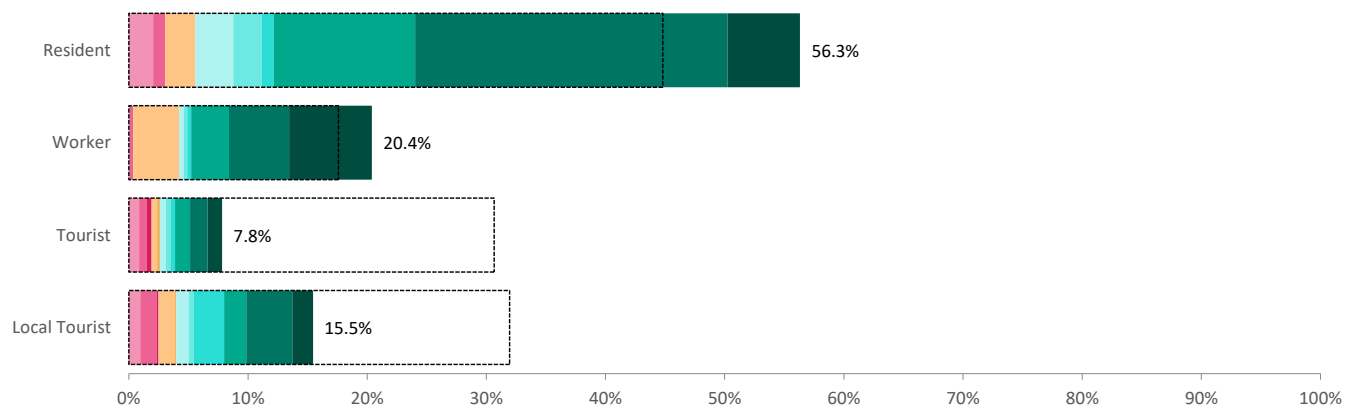
Distance from Home



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



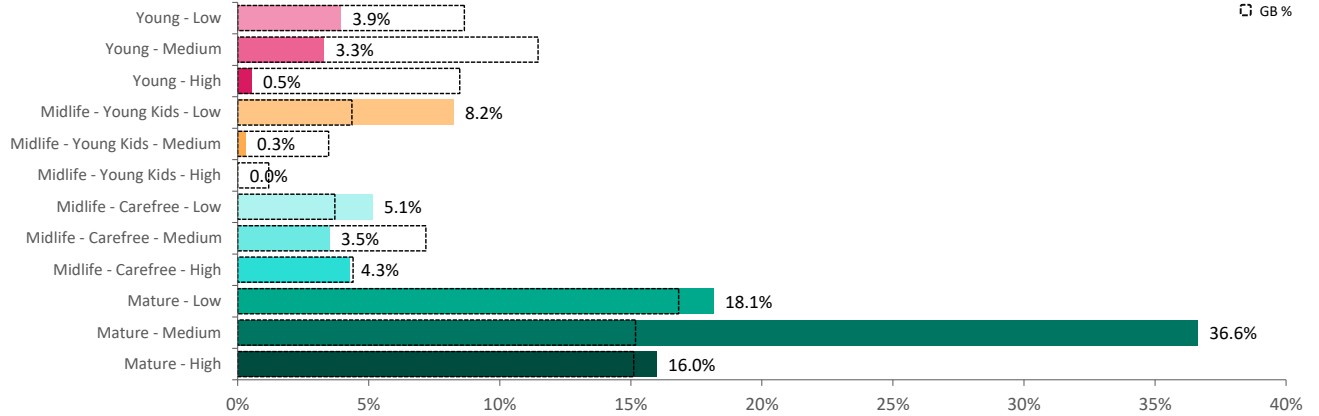
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Bulls Head Denby



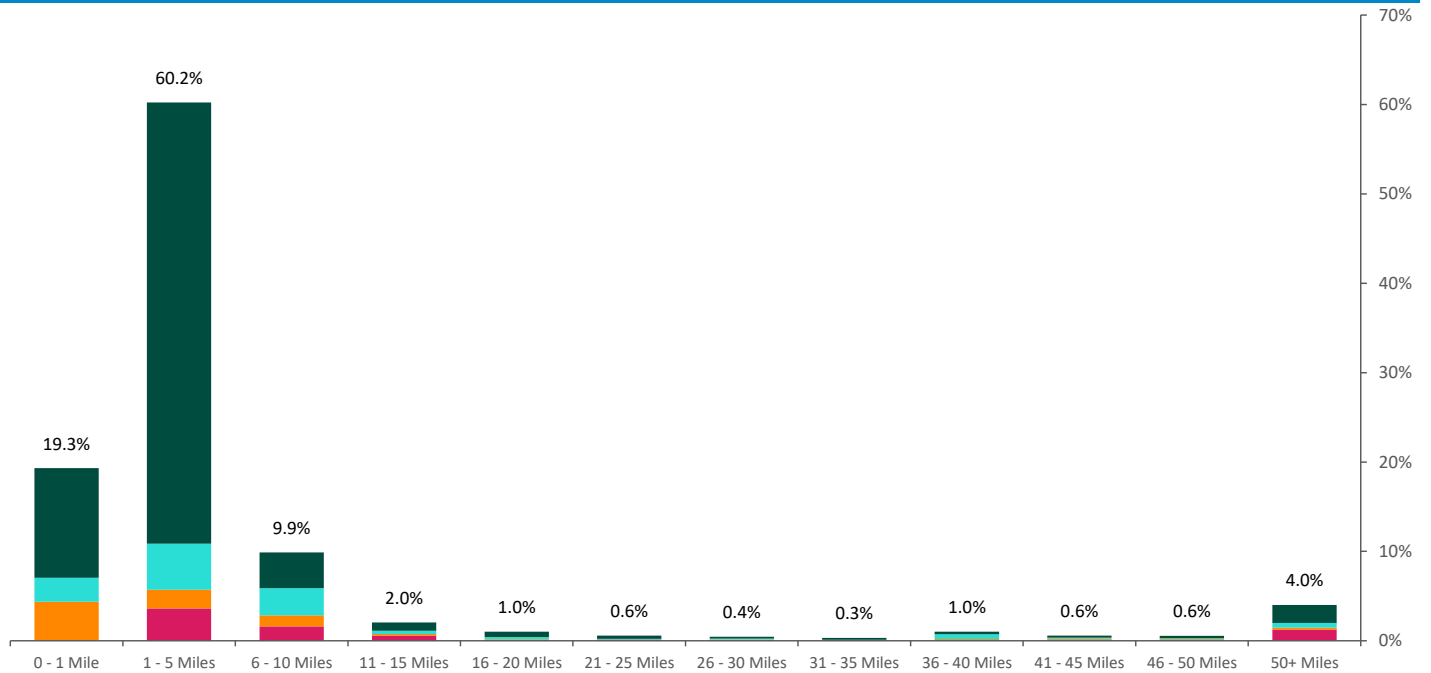
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Polaris Plus Profile



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



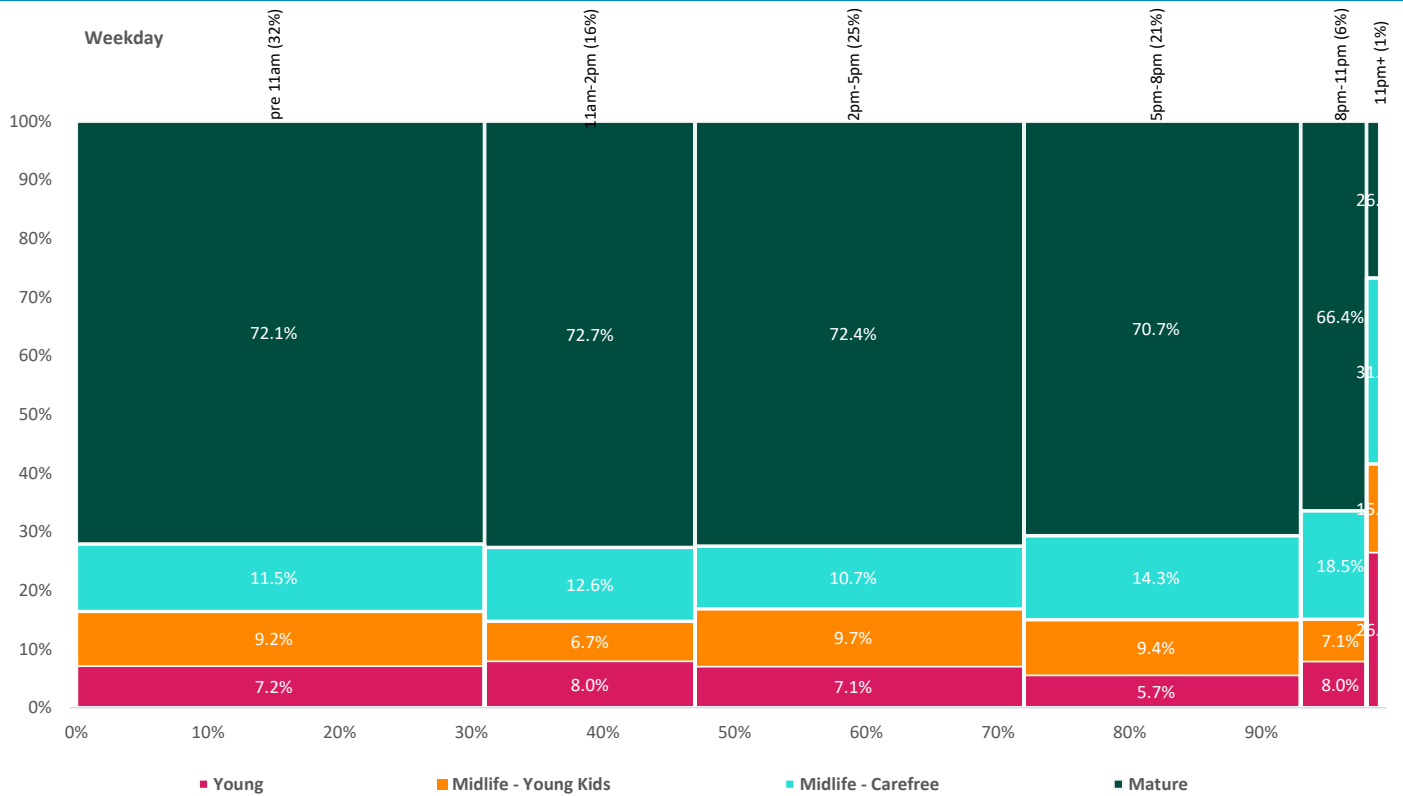
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Bulls Head Denby

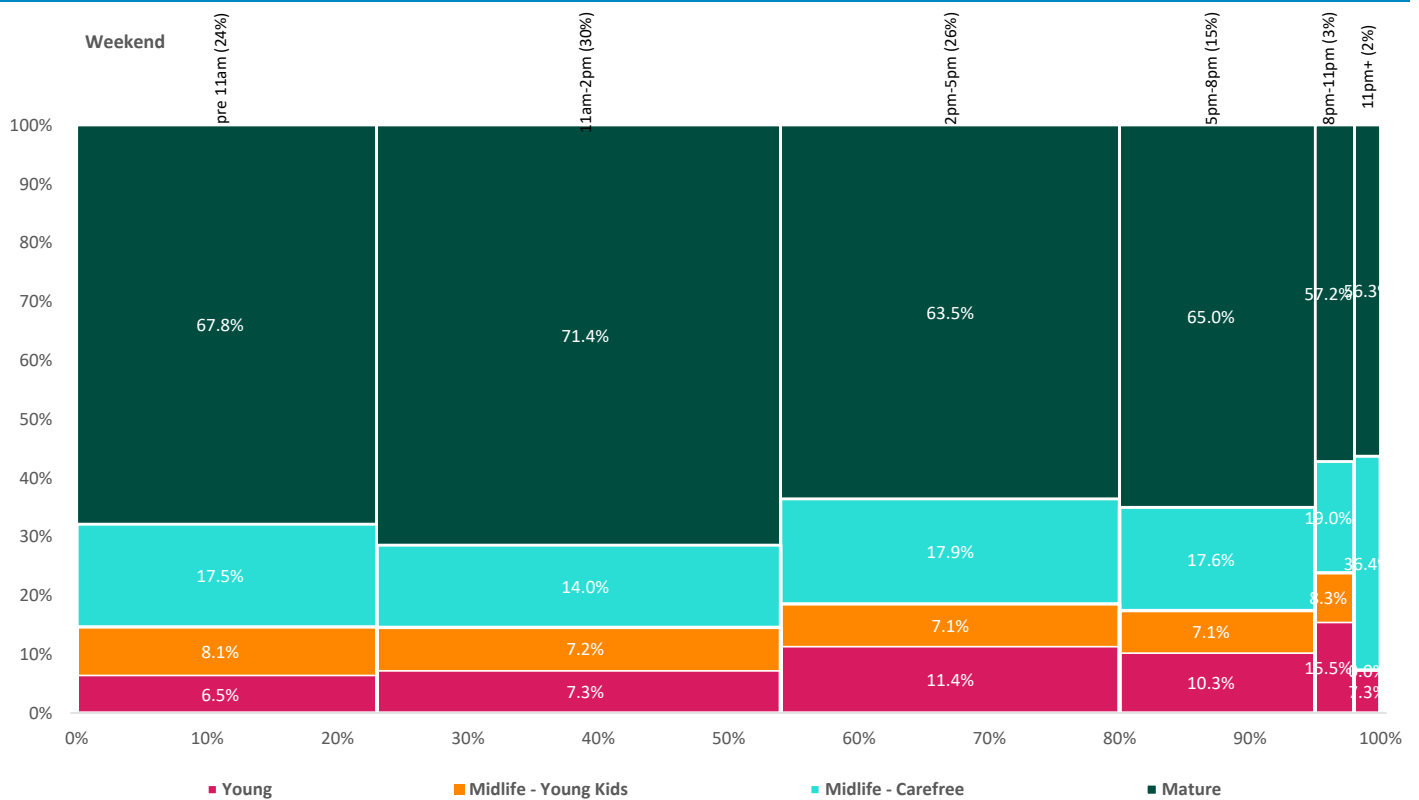


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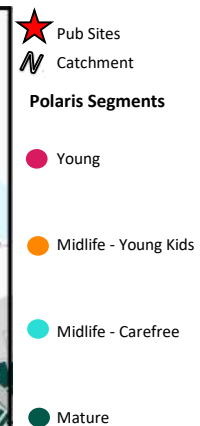
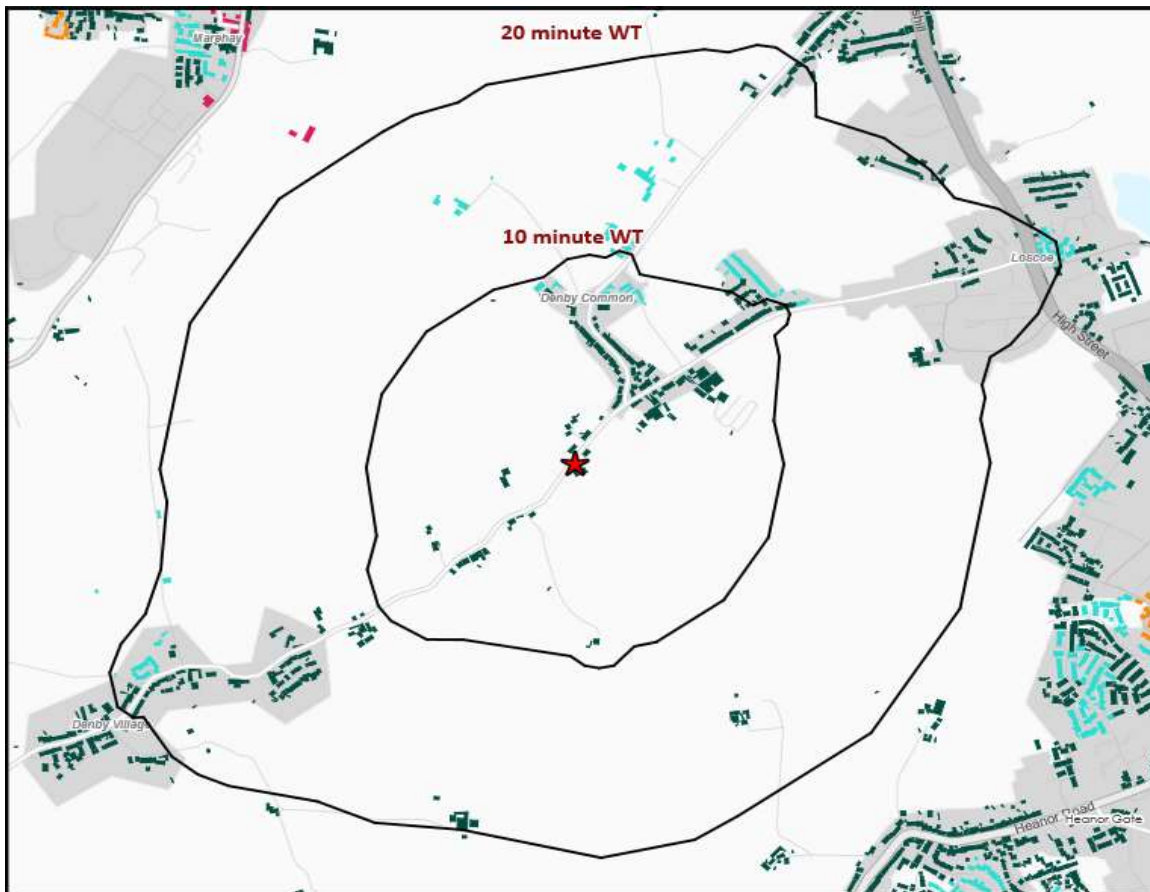
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Bulls Head Denby



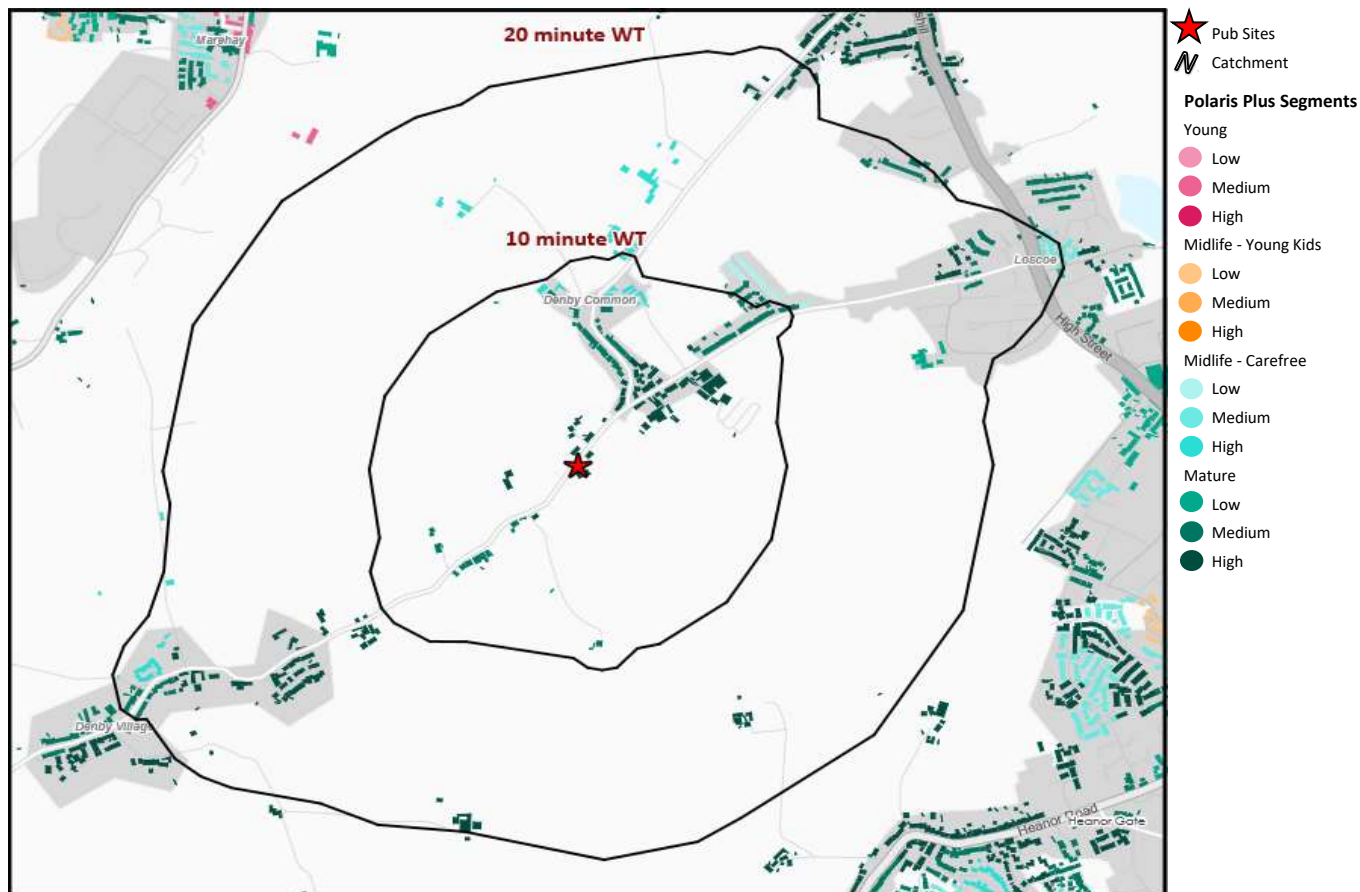
Polaris Profile by Catchment

*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	0	0	35,394	0	0	57
Midlife - Young Kids	0	320	21,464	0	237	87
Midlife - Carefree	32	129	30,020	120	66	84
Mature	136	787	137,271	182	143	137
Not Private Households	0	0	2,078	0	0	70
Total	168	1,236	226,227			

Polaris Plus Summary - Bulls Head Denby

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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	0	13,918	0	0	63
Medium	0	0	19,847	0	0	80
High	0	0	1,629	0	0	11
Midlife - Young Kids						
Low	0	320	19,923	0	472	161
Medium	0	0	1,134	0	0	12
High	0	0	407	0	0	16
Midlife - Carefree						
Low	0	75	9,887	0	144	104
Medium	0	0	14,224	0	0	88
High	32	54	5,909	428	98	59
Mature						
Low	0	70	43,045	0	41	139
Medium	69	471	63,806	262	243	180
High	67	246	30,420	266	133	90
Not Private Households	0	0	2,078	0	0	70
Total	168	1,236	226,227			

CGA Summary - Bulls Head Denby

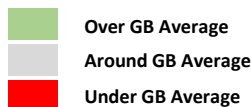


-  Pub Sites
-  Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Bulls Head	DE 5 8PW	Star Pubs & Bars	Family Pub Dining	0.0
1	Denby Cricket Club	DE 5 8PL	Independent Free	Clubland	0.3
2	Denby Lodge	DE 5 8PH	Pub People Co Ltd	Premium Local	0.9
3	Tip Inn	DE75 7LF	Independent Free	High Street Pub	0.9
3	Gate Inn	DE75 7LF	Admiral Taverns Ltd	Premium Local	0.9
5	Eclipse Inn	DE75 7LE	*Other Small Retail Groups	Community Pub	0.9
6	Marquis Of Ormonde	DE 5 9SP	Independent Free	Community Pub	0.9
7	Visitors Centre Restaurant	DE 5 8NX	Independent Free	Casual Dining	1.1
8	Lumb Farm Country Club	DE 5 8JN	Independent Free	Large Venue	1.1
8	Marehay Miners Welfare Institute & Club	DE 5 8JN	Independent Free	Clubland	1.1
10	Village Inn	DE 5 8JF	Independent Free	Family Pub Dining	1.2

Per Pub Analysis - Bulls Head Denby



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	168	1,236	226,227
Number of Competition Pubs	1	3	308
Adults 18+ per Competition Pub	168	412	735

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	7	4.1%	51
Circuit Bar	0	0	0.0%	0
Community Pub	0	23	13.8%	72
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	60	35.5%	201
High Street Pub	0	21	12.6%	68
Premium Local	0	57	34.0%	206

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	21	1.7%	21
Circuit Bar	0	5	0.4%	10
Community Pub	0	345	27.9%	146
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	230	18.6%	105
High Street Pub	0	314	25.4%	138
Premium Local	1	247	20.0%	121

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	8,157	3.6%	45
Circuit Bar	28	7,283	3.2%	79
Community Pub	51	56,943	25.2%	132
Craft Led	0	3,914	1.7%	50
Great Pub Great Food	1	33,255	14.7%	83
High Street Pub	27	52,692	23.3%	126
Premium Local	76	37,795	16.7%	101

Glossary

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																																								
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 Around GB Average Index value is between 80 - 120 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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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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="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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																						
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