

Castle Coningsby

Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,267	5,344
Adult Pop		1,803	4,529
Affluence	Low	34%	33%
	Medium	59%	38%
	High	2%	27%
Young		1%	28%
Midlife Young Kids		3%	11%
Midlife Carefree		4%	16%
Mature		87%	44%
Competition Count		7	43

Visitors



Spend Profile



Catchment Summary - Castle Coningsby

Over GB Average

Around GB Average

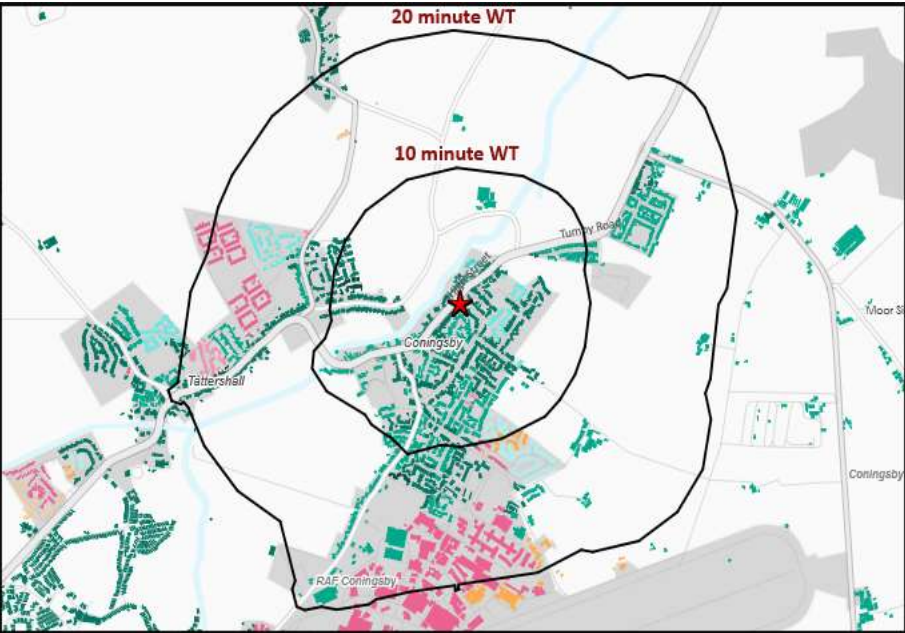
Under GB Average

*WT= Walktime

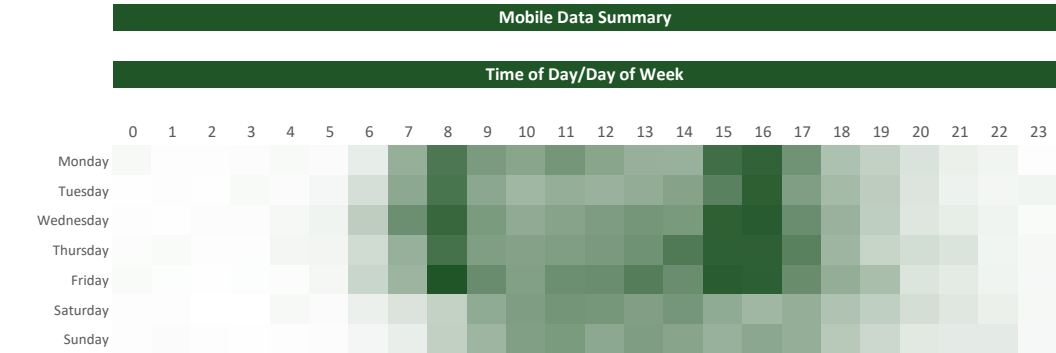
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
2,267	5,833	36,194		
Population				
1,803	4,629	30,093		
Adults 18+				
7	13	74		
Competition Pubs				
258	356	407		
Adults 18+ per Competition Pub				
80.0%	78.0%	81.0%		
% Adults Likely to Drink				
Affluence	Low	33.9%	36.3%	37.0%
	Medium	59.4%	59.9%	49.9%
	High	2.2%	1.3%	12.2%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)				
£20,572	£19,433	£22,183		
Age Profile	18-24	148	660	2,318
	25-34	331	1,067	3,756
	35-44	274	737	3,585
	45-64	522	1,210	9,894
	65+	528	955	10,540

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
42	30	9
Pop. & Adl. 18+ index based on all pubs		
40	28	9
16	13	9
38	52	59
100	98	101
102	109	111
155	157	130
8	5	44
91	86	98
77	133	75
108	135	77
89	94	73
92	83	109
121	85	151



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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	25	1,151	2,169	5	89	26
Midlife - Young Kids	53	57	1,309	27	11	40
Midlife - Carefree	79	376	1,080	28	52	23
Mature	1,563	2,930	25,252	196	143	189
Not Private Households	83	115	283	38,048	20,533	7,773
Total	1,803	4,629	30,093			



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Per Pub - Castle Coningsby

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

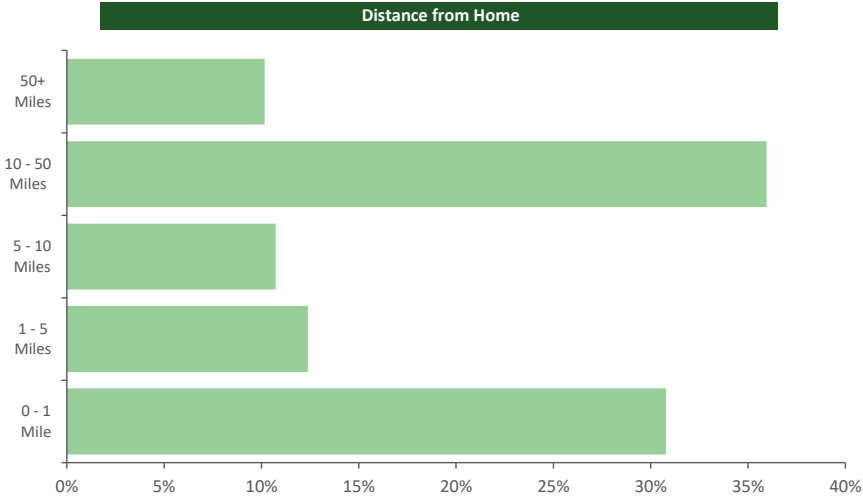
Adults 18+	1,803	4,629	30,093
Number of Competition Pubs	7	13	74
Adults 18+ per Competition Pub	258	356	407

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	138	7.7%	98
Family Pub Dining	0	178	9.9%	109
Great Pub Great Food	0	288	16.0%	95
Leisure	1	178	9.9%	98
Mainstream	0	285	15.8%	113
Premium	0	248	13.8%	96
Restaurant	0	357	19.8%	86
Super Premium	0	47	2.6%	66

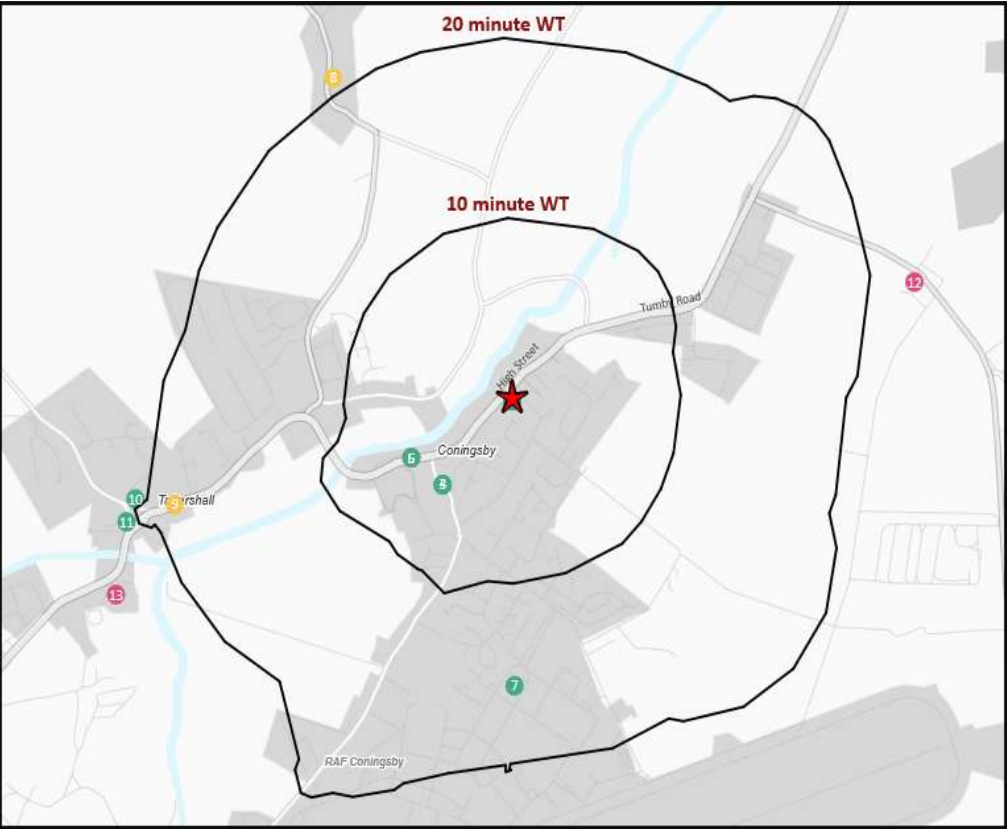
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	9	421	9.1%	116
Family Pub Dining	2	472	10.2%	112
Great Pub Great Food	0	681	14.7%	88
Leisure	1	450	9.7%	97
Mainstream	1	763	16.5%	118
Premium	0	647	14.0%	98
Restaurant	0	956	20.6%	90
Super Premium	0	122	2.6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	16	2,475	8.2%	105
Family Pub Dining	4	3,012	10.0%	110
Great Pub Great Food	9	5,022	16.7%	100
Leisure	13	3,081	10.2%	102
Mainstream	23	4,802	16.0%	114
Premium	2	4,224	14.0%	98
Restaurant	7	6,322	21.0%	91
Super Premium	0	865	2.9%	73



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Competition - Castle Coningsby



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
10	Fortescue Arms	LN 4 4LJ	Independent Free	Classic	13.1%	0.87
11	Fortesque Arms Hotel	LN 4 4LQ	Independent Free	Classic	13.1%	0.90
5	Charlie's Nightclub	LN 4 4RB	Independent Free	Leisure	13.1%	0.26
8	Bluebell Inn	LN 4 4PE	Independent Free	Mainstream	9.7%	0.78
12	Leagate Inn	LN 4 4RS	Independent Free	Family Pub Dir	9.3%	0.93
17	Abbey Lodge Inn	LN10 6UQ	Independent Free	Great Pub Gre	9.2%	2.56
2	Black Swan	LN 4 4RF	Star Pubs & Bars	Classic	8.6%	0.00
20	Ebrington Arms	LN10 6YT	Independent Free	Mainstream	6.4%	2.81
7	Raf Coningsby	LN 4 4SY	Independent Free	Classic	6.2%	0.59
1	Agra Coningsby	LN 4 4RF	Independent Free	Classic	3.7%	0.00
9	Black Horse	LN 4 4LE	Stonegate Pub Company	Mainstream	3.6%	0.79
0	Castle Coningsby	LN 4 4RF	Stonegate Pub Company	Classic	2.1%	0.00
16	Packet Inn	LN 4 4UU	Independent Free	Mainstream	1.7%	1.99
18	Royal Oak	LN 4 4JL	Independent Free	Mainstream	0.2%	2.59
3	Horse and Jockey Inn	LN 4 4SG	Independent Free	Classic	0.0%	0.23
4	Coningsby Community Hall	LN 4 4SG	Independent Free	Classic	0.0%	0.23
6	White Bull Hotel	LN 4 4RB	Admiral Taverns Ltd	Classic	0.0%	0.26
13	Tattershall Park Country Club	LN 4 4LR	Independent Free	Family Pub Dir	0.0%	0.97
14	Fairways	LN 4 4JG	Independent Free	Family Pub Dir	0.0%	1.63
15	Willow Holt Caravan And Campin	LN 4 4JS	Independent Free	Classic	0.0%	1.65
19	Orchard Caravan Park	LN 4 4PZ	Independent Free	Classic	0.0%	2.61

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



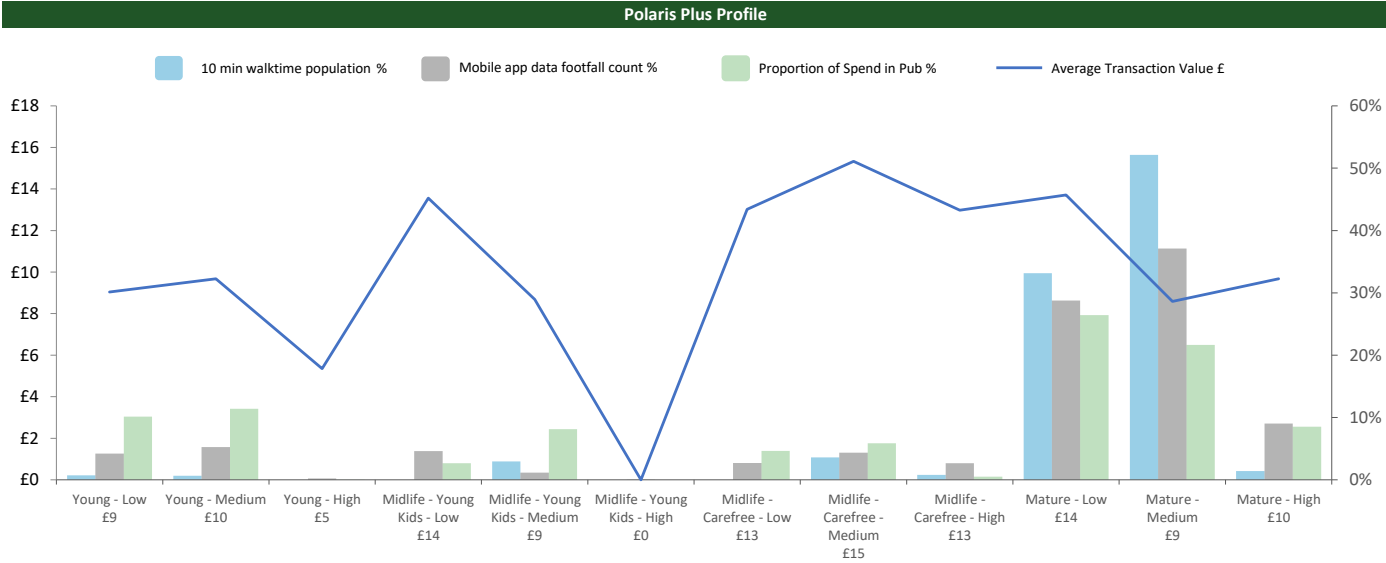
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Catchment Summary - Castle Coningsby



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
72883	Castle Coningsby	LN 4 4RF	Stonegate Pub Company	Classic	19



See the Glossary page for further information on the above variables

Catchment Summary - Castle Coningsby

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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	2,267	5,833	36,194	42	30	9
Adults 18+	1,803	4,629	30,093	40	28	9
Competition Pubs	7	13	74	16	13	9
Adults 18+ per Competition Pub	258	356	407	38	52	59
% Adults Likely to Drink	80.0%	78.0%	81.0%	100	98	101

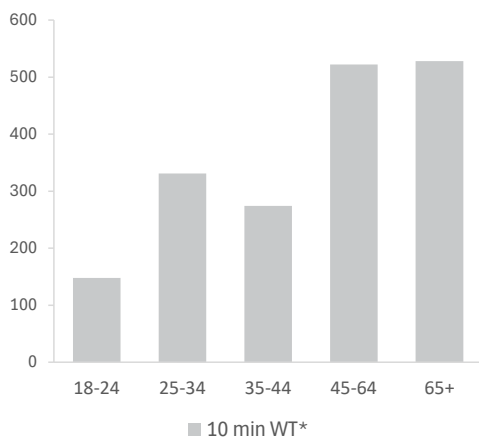
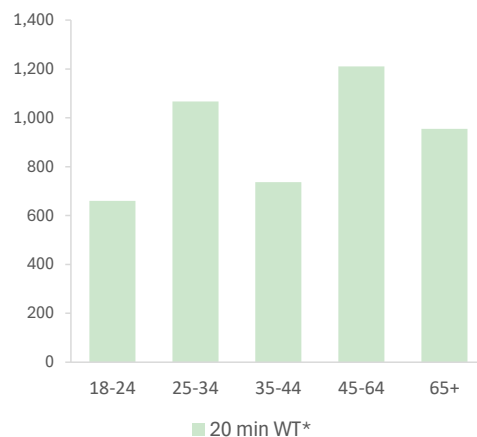
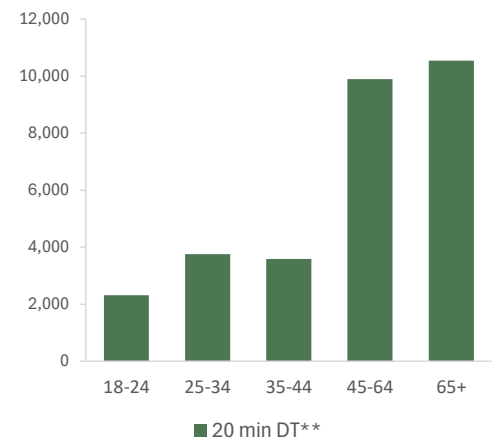
Population & Adults 18+ index is based on all pubs

Affluence	Low	33.9%	36.3%	37.0%	102	109	111
	Medium	59.4%	59.9%	49.9%	155	157	130
	High	2.2%	1.3%	12.2%	8	5	44

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£20,572	£19,433	£22,183	91	86	98
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Age Profile	18-24	148	660	2,318	77	133	75
	25-34	331	1,067	3,756	108	135	77
	35-44	274	737	3,585	89	94	73
	45-64	522	1,210	9,894	92	83	109
	65+	528	955	10,540	121	85	151

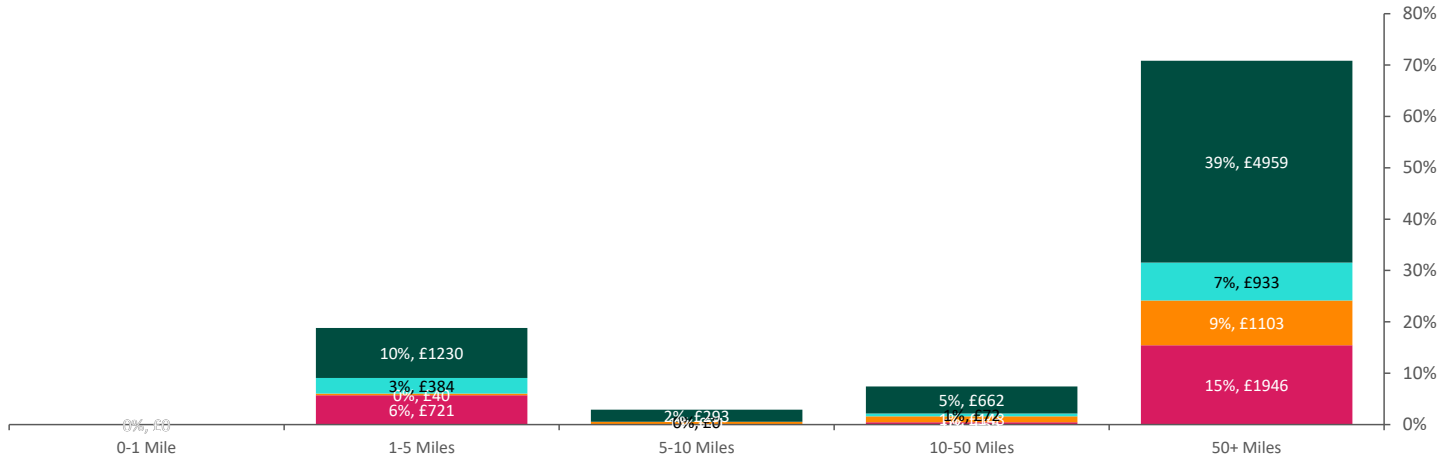


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,125 (50%)	3,218 (55%)	18,102 (50%)	101	112	102
	Female	1,142 (50%)	2,615 (45%)	18,092 (50%)	99	88	98
Economic Status (16+)	Employed: Full-time	637 (34%)	2,103 (44%)	9,012 (29%)	100	130	86
	Employed: Part-time	230 (12%)	574 (12%)	3,448 (11%)	103	101	93
	Self employed	133 (7%)	297 (6%)	2,948 (10%)	77	67	103
	Unemployed	55 (3%)	119 (2%)	563 (2%)	107	91	66
	Full-time student	30 (2%)	57 (1%)	361 (1%)	64	48	47
	Retired	495 (26%)	910 (19%)	10,211 (33%)	122	88	152
	Other	292 (16%)	714 (15%)	4,343 (14%)	88	84	79
Total Worker Count		796	3,562	21,145			

See the Glossary page for further information on the above variables

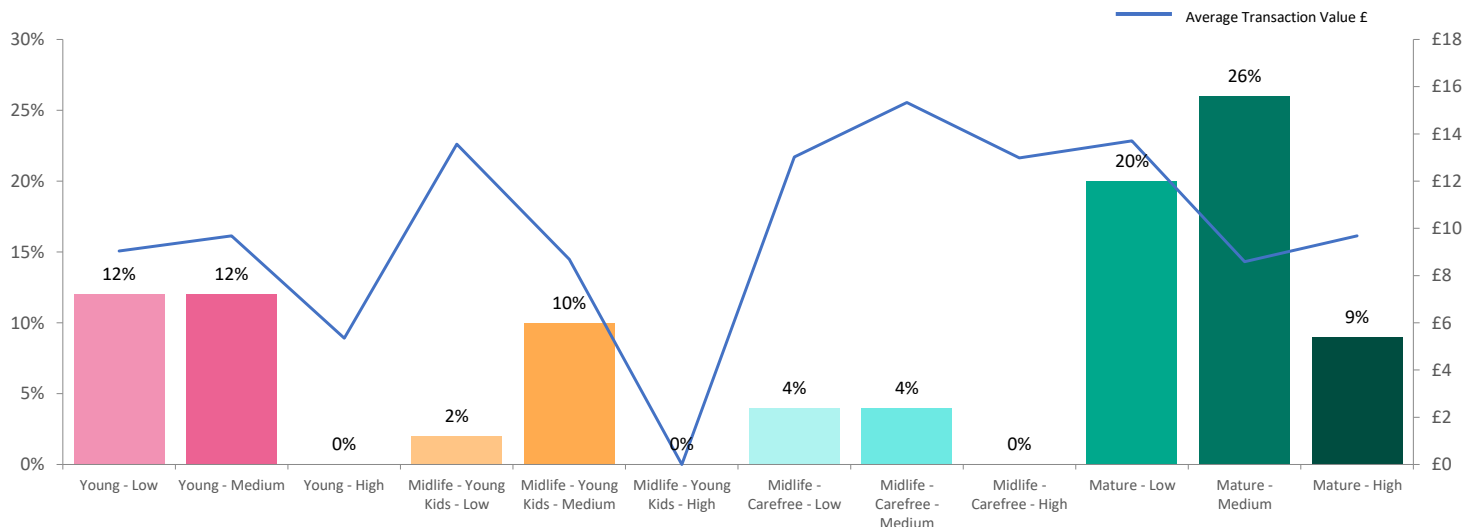
Transactional Data Summary - Castle Coningsby

Spend by Polaris and Distance from Home



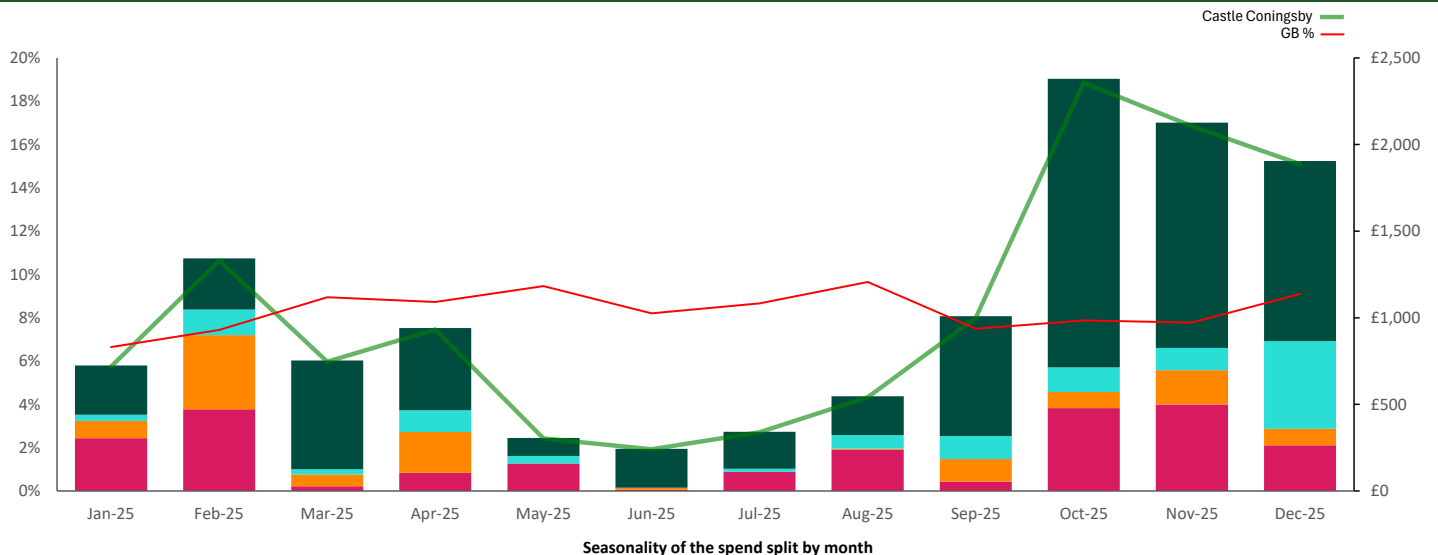
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

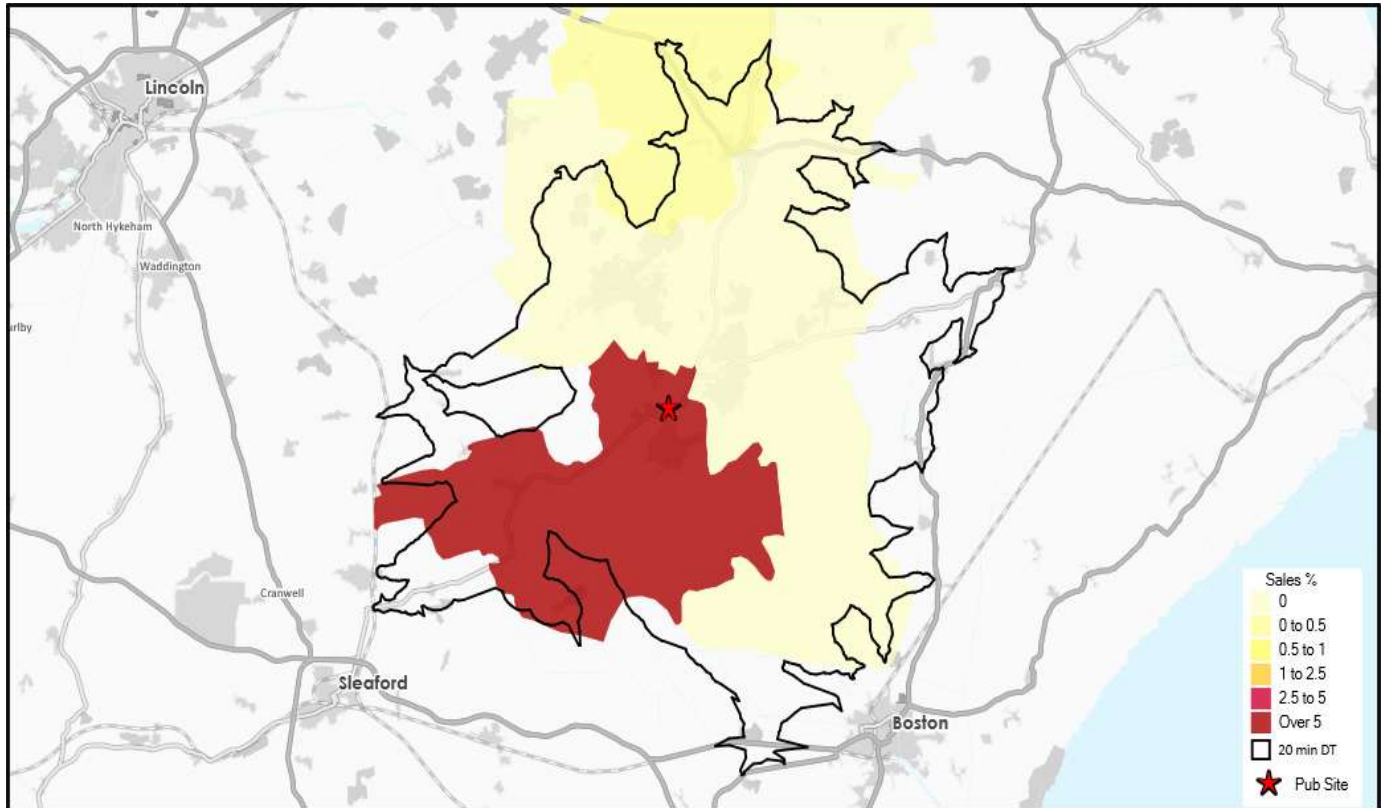


Seasonality of the spend split by month

Transactional Data Maps - Castle Coningsby

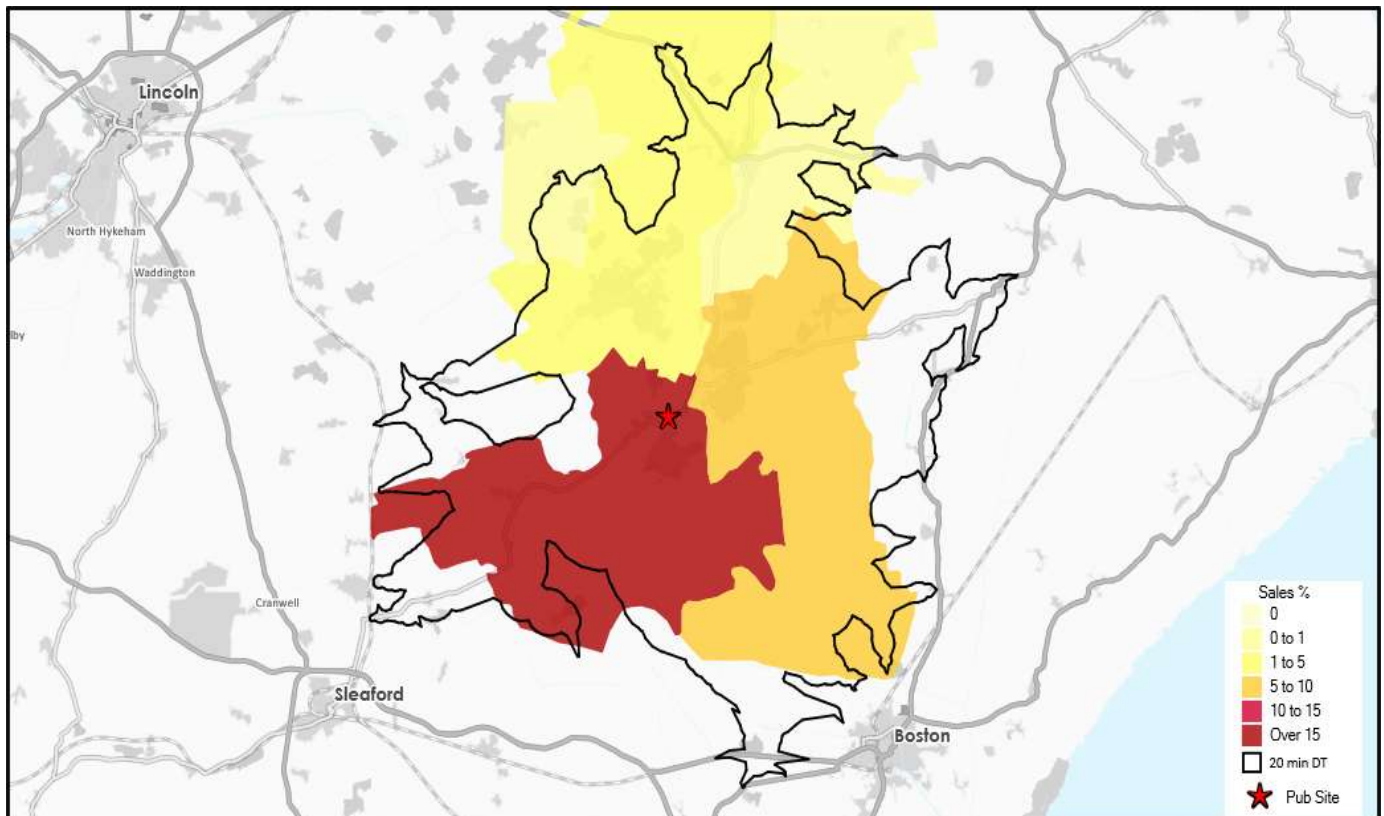
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Castle Coningsby Share of Spend from Postcode Sectors within 20 minute Drive



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 Coningsby



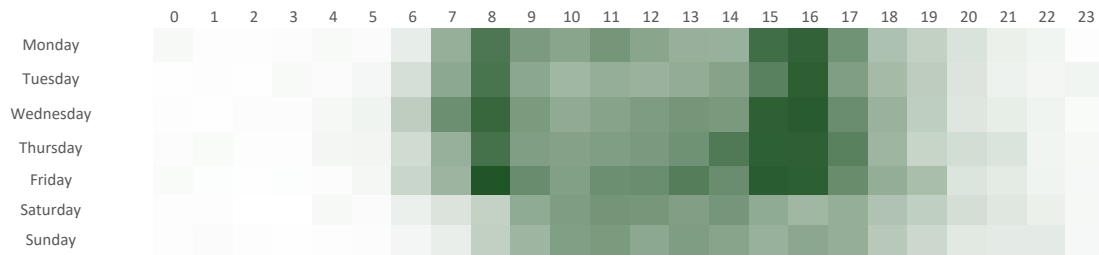
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Castle Coningsby



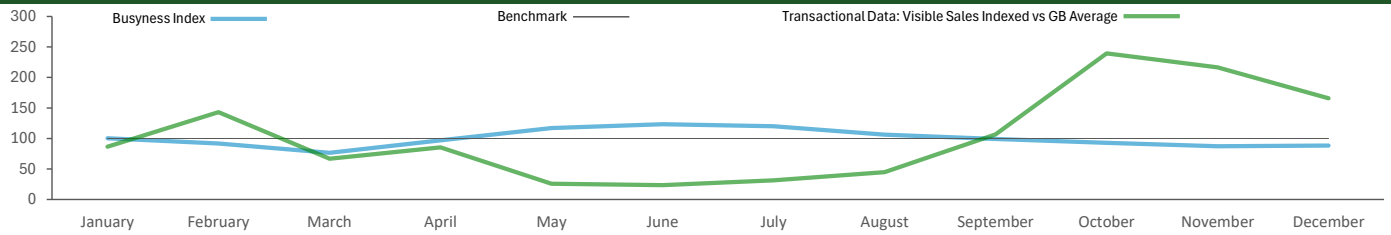
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Time of Day/Day of Week



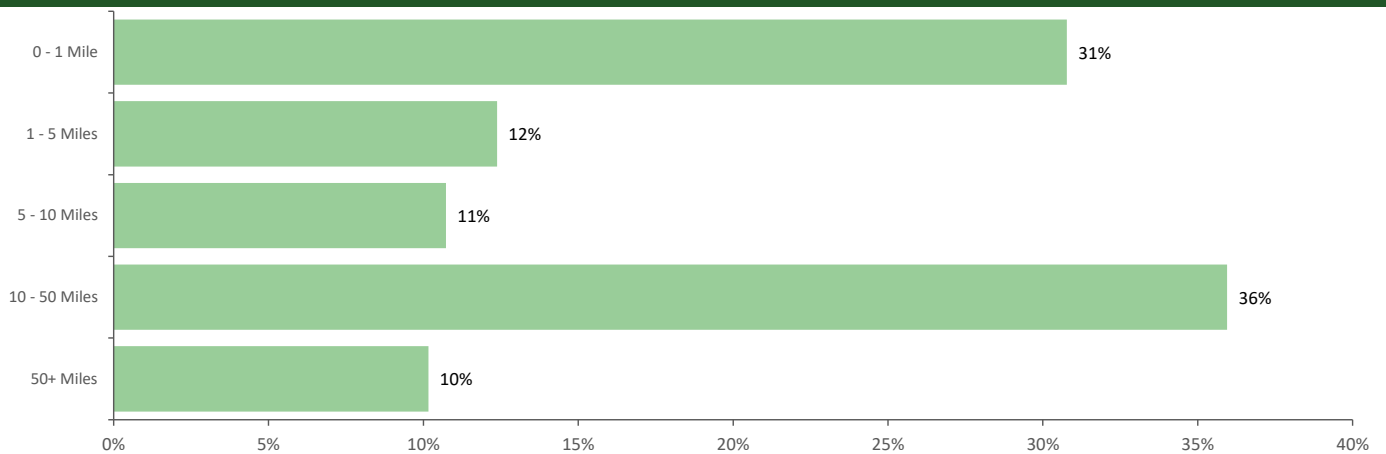
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

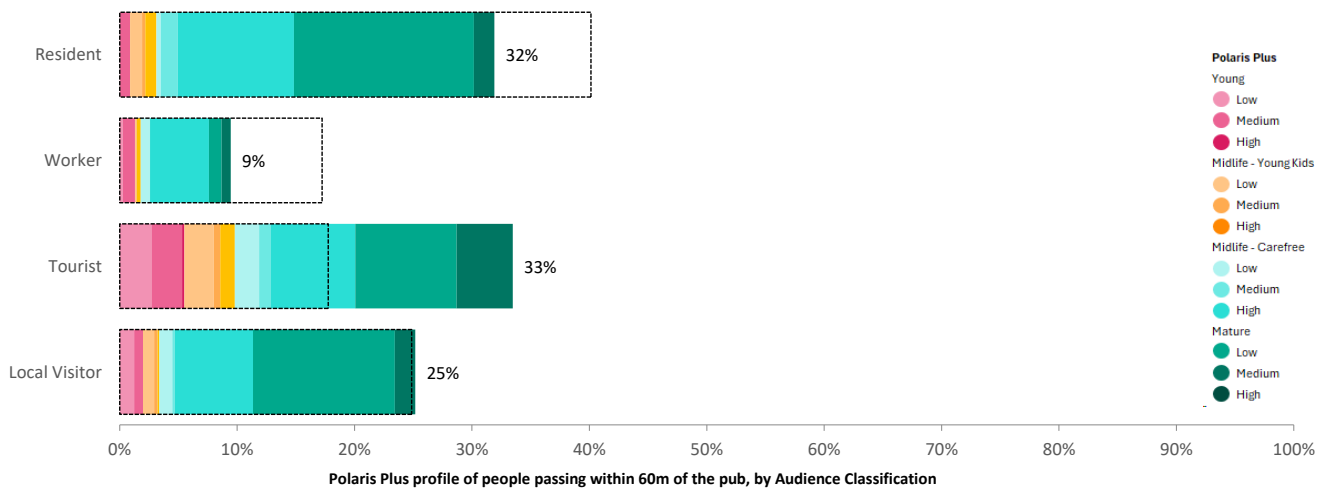
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB



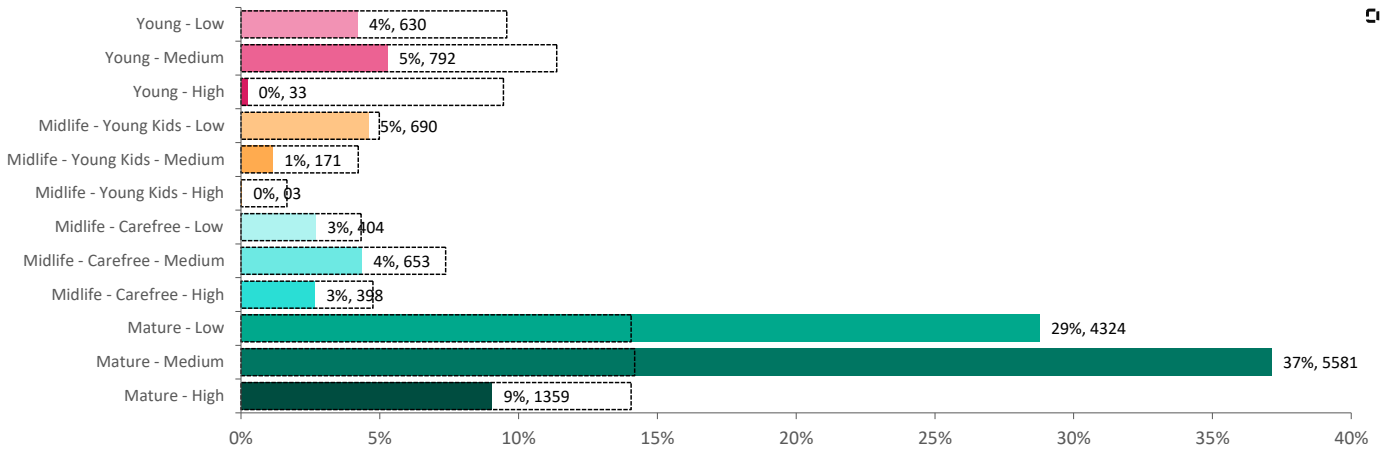
Mobile Data Summary - Castle Coningsby



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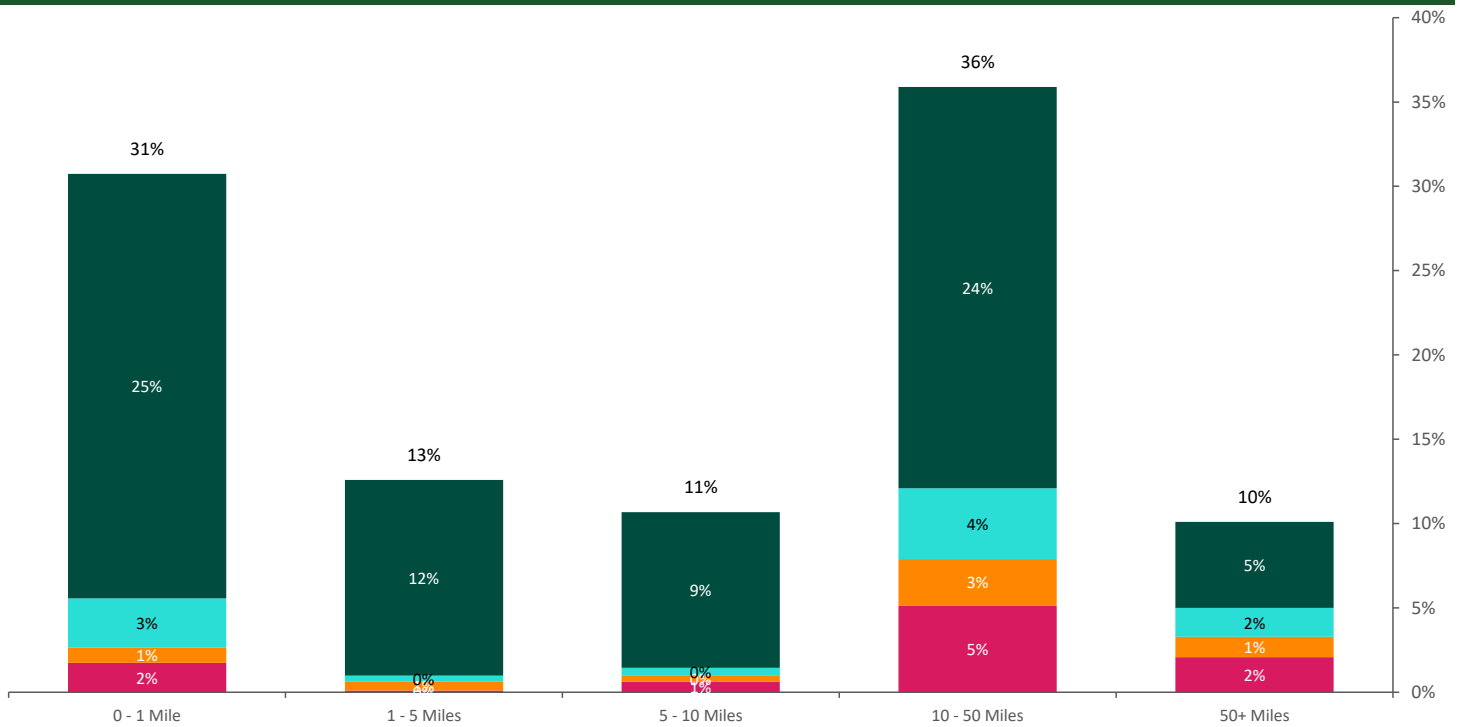
Polaris Plus Profile

GB %



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

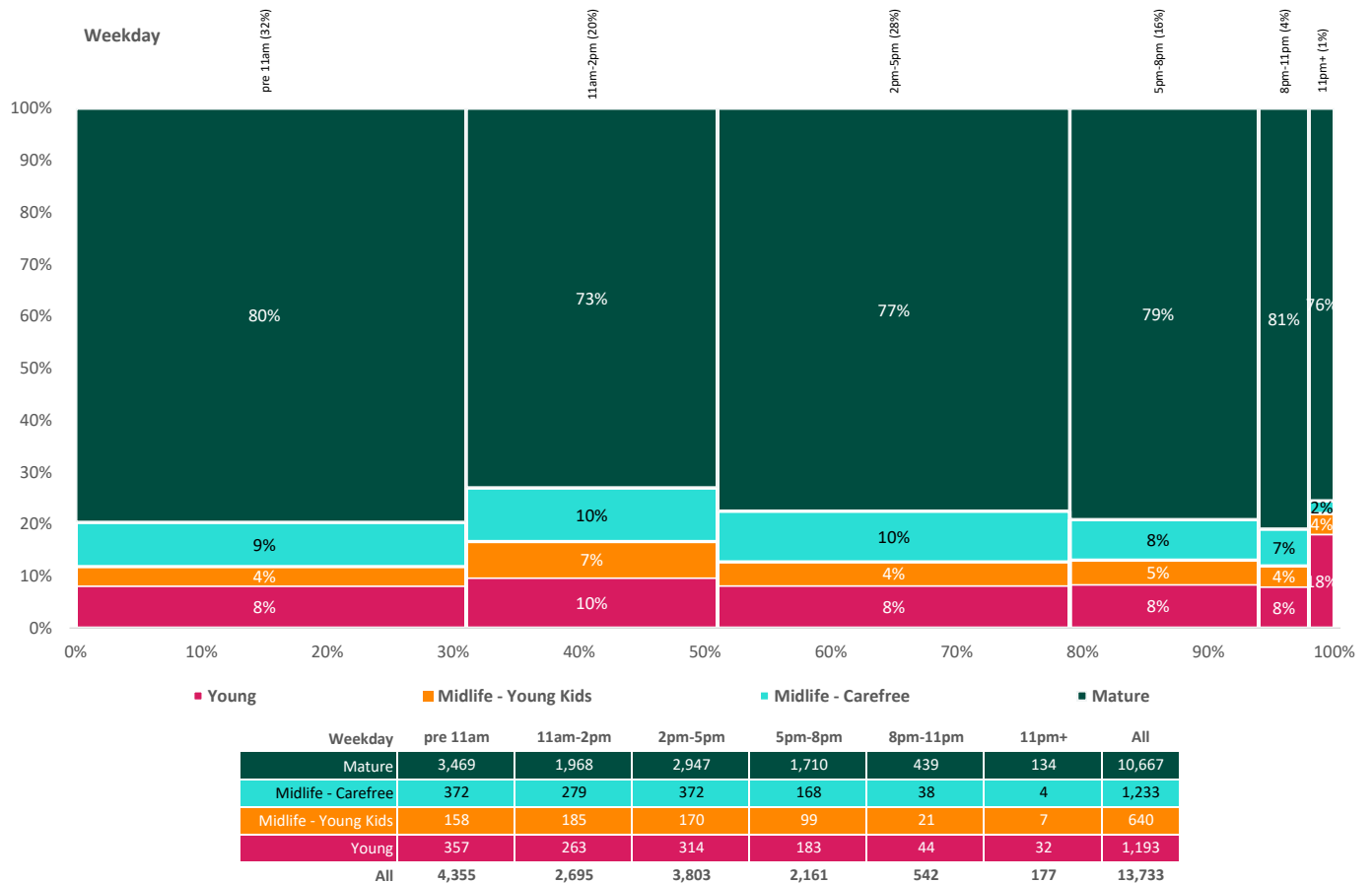


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

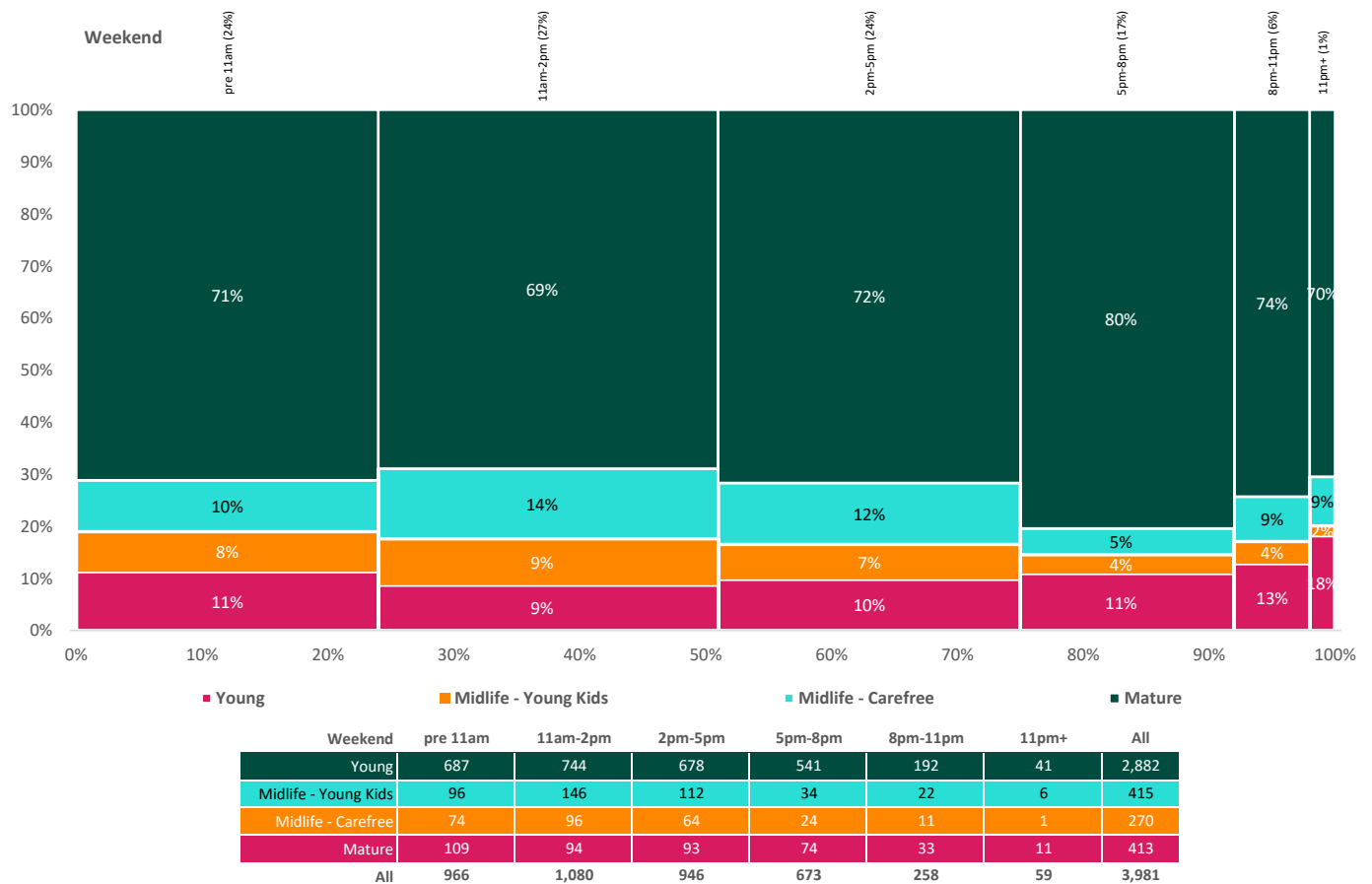
Mobile Data Summary - Castle Coningsby

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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 Plus Summary - Castle Coningsby

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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	13	103	518	7	23	18
Medium	12	1,048	1,651	6	206	50
High	0	0	0	0	0	0
Midlife - Young Kids						
Low	0	0	1,120	0	0	67
Medium	53	57	189	66	28	14
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	176	237	0	89	18
Medium	65	186	587	50	56	27
High	14	14	256	17	7	19
Mature						
Low	598	1,400	9,258	245	224	228
Medium	940	1,482	12,587	332	204	267
High	25	48	3,407	9	7	75
Not Private Households	83	115	283	430	232	88
Total	1,803	4,629	30,093			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Castle Coningsby



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 Coningsby	LN 4 4RF	Stonegate Pub Company	Classic	2.1%	20.0%	0.00
1	Agra Coningsby	LN 4 4RF	Independent Free	Classic	3.7%	45.1%	0.00
2	Black Swan	LN 4 4RF	Star Pubs & Bars	Classic	8.6%	61.8%	0.00
3	Horse and Jockey Inn	LN 4 4SG	Independent Free	Classic	0.0%	0.0%	0.23
4	Coningsby Community Hall	LN 4 4SG	Independent Free	Classic	0.0%	0.0%	0.23
5	Charlie's Nightclub	LN 4 4RB	Independent Free	Leisure	13.1%	40.9%	0.26
6	White Bull Hotel	LN 4 4RB	Admiral Taverns Ltd	Classic	0.0%	0.0%	0.26
7	Raf Coningsby	LN 4 4SY	Independent Free	Classic	6.2%	24.4%	0.59
8	Bluebell Inn	LN 4 4PE	Independent Free	Mainstream	9.7%	37.9%	0.78
9	Black Horse	LN 4 4LE	Stonegate Pub Company	Mainstream	3.6%	75.6%	0.79
10	Fortescue Arms	LN 4 4LJ	Independent Free	Classic	13.1%	78.5%	0.87
11	Fortesque Arms Hotel	LN 4 4LQ	Independent Free	Classic	13.1%	78.5%	0.90
12	Leagate Inn	LN 4 4RS	Independent Free	Family Pub Dining	9.3%	18.9%	0.93
13	Tattershall Park Country Club	LN 4 4LR	Independent Free	Family Pub Dining	0.0%	0.0%	0.97
14	Fairways	LN 4 4JG	Independent Free	Family Pub Dining	0.0%	0.0%	1.63
15	Willow Holt Caravan And Camping Park	LN 4 4JS	Independent Free	Classic	0.0%	0.0%	1.65
16	Packet Inn	LN 4 4UU	Independent Free	Mainstream	1.7%	62.0%	1.99
17	Abbey Lodge Inn	LN10 6UQ	Independent Free	Great Pub Great Food	9.2%	52.7%	2.56
18	Royal Oak	LN 4 4JL	Independent Free	Mainstream	0.2%	50.6%	2.59
19	Orchard Caravan Park	LN 4 4PZ	Independent Free	Classic	0.0%	0.0%	2.61
20	Ebrington Arms	LN10 6YT	Independent Free	Mainstream	6.4%	46.1%	2.81

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 Coningsby

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Premium	2	4,224	14.0%	98
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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
	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.	
Consumer Insight	<p>Young</p> <p>18-34 year olds Wanting to look good in the group</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>Midlife 'Parents'</p> <p>35-54 year olds Children under 12 at home</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>Midlife 'Carefree'</p> <p>35-54 year olds No children under 12 at home</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>
Product needs	<p>Mature</p> <p>55+ year olds</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 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
Product needs	<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: 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	
<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>	
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.	
	