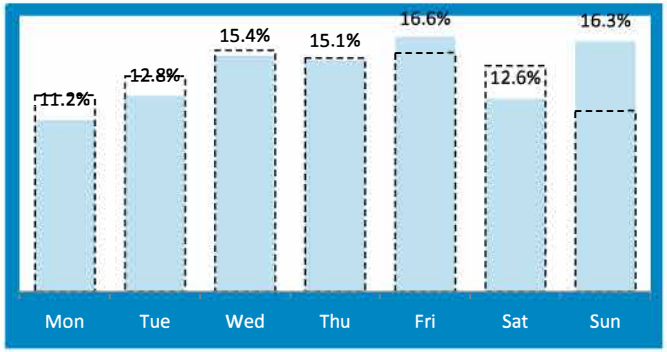
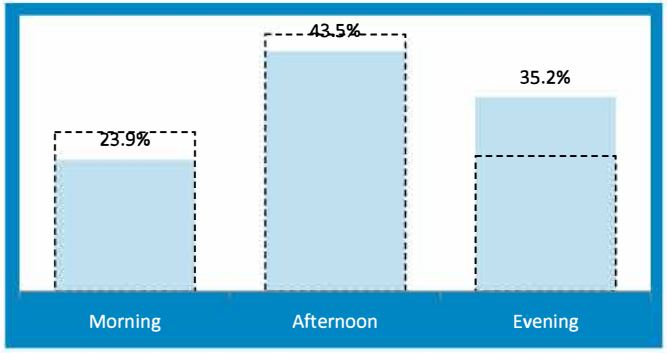
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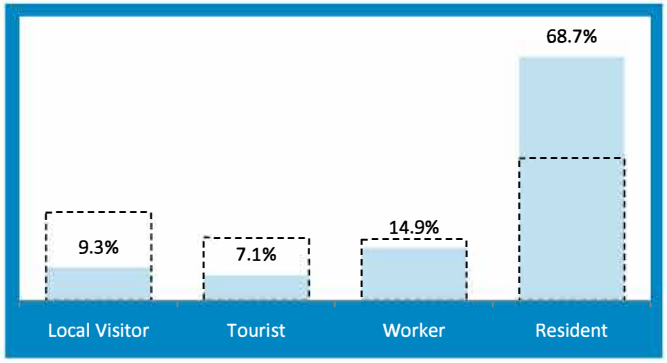
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6,543	5,344
Adult Pop		5,011	4,529
Affluence	Low	51%	33%
	Medium	46%	38%
	High	2%	27%
Young		59%	28%
Midlife Young Kids		7%	11%
Midlife Carefree		7%	16%
Mature		26%	44%
Competition Count		2	43

Visitors

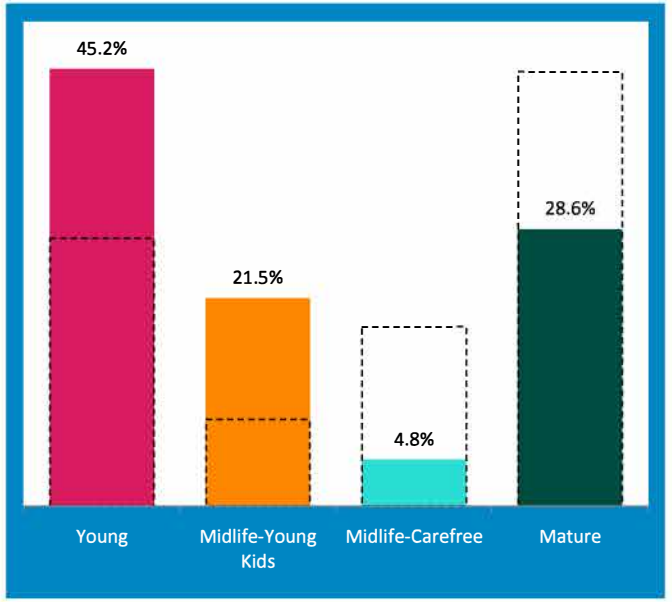






Spend Profile

	This Site	Benchmark
£ATV	£10	£30
Average Distance Travelled in miles	7	27



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Catchment Summary - Trident

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		6,543	23,224	629,561	122	118	148
Adults 18+		5,011	17,910	471,023	111	109	138
Competition Pubs		2	12	517	5	12	66
Adults 18+ per Competition Pub		2,506	1,493	911	366	218	133
% Adults Likely to Drink		80.0%	81.0%	72.0%	100	101	90
Affluence	Low	50.9%	51.5%	55.2%	153	155	166
	Medium	45.9%	40.5%	33.6%	120	106	88
	High	1.6%	7.0%	10.6%	6	26	39
Mean Net Disposable income (£pa)		£20,390	£20,443	£20,130	90	91	89
Age Profile	18-24	510	1,687	66,326	92	85	124
	25-34	1,025	3,311	88,950	116	105	104
	35-44	848	2,878	86,062	96	92	101
	45-64	1,550	5,668	140,471	94	97	89
	65+	1,078	4,366	89,214	86	98	74

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

*Affluence does not include Not Private Households



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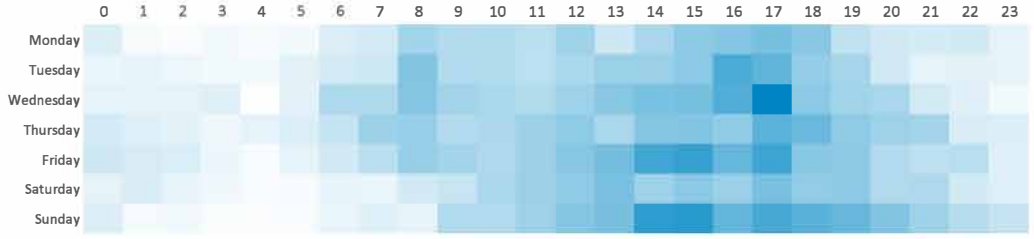
Pub Sites
Catchment

Polaris Plus Segments

Young	Midlife - Young Kids	Midlife - Carefree	Mature
Low	Low	Low	Low
Medium	Medium	Medium	Medium
High	High	High	High

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	20 min WT*	20 min DT**	Index vs GB average 10 min WT*	20 min WT*	20 min DT**
Young	2,974	7,749	152,442	213	155	116
Midlife - Young Kids	347	713	139,841	63	36	272
Midlife - Carefree	328	1,704	61,275	42	60	82
Mature	1,283	7,570	114,555	58	95	55
Not Private Households	79	174	2,910	13,030	8,030	5,106
Total	**5,011**	**17,910**	**471,023**			

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Per Pub - Trident

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,011	17,910	471,023
Number of Competition Pubs	2	12	517
Adults 18+ per Competition Pub	2,506	1,493	911

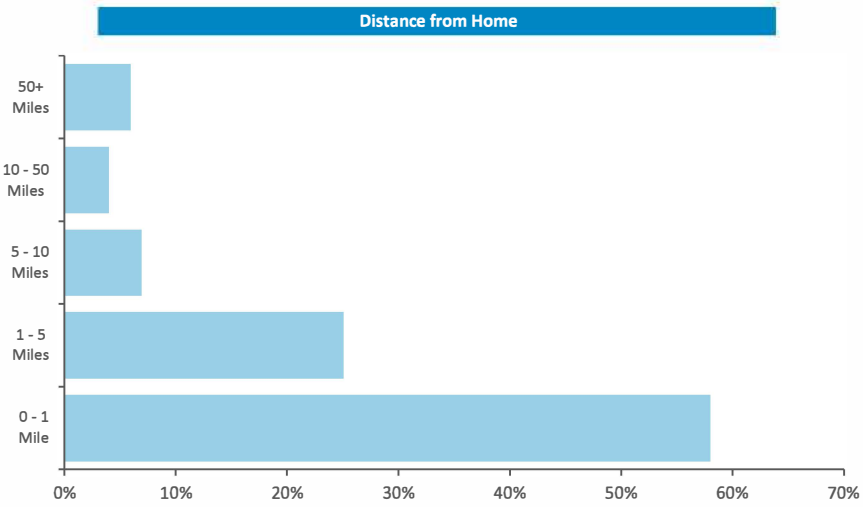
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	588	11.7%	150
Family Pub Dining	0	562	11.2%	123
Great Pub Great Food	0	636	12.7%	76
Leisure	0	477	9.5%	95
Mainstream	0	827	16.5%	118
Premium	0	649	12.9%	91
Restaurant	1	1,069	21.3%	93
Super Premium	0	124	2.5%	63

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	1,942	10.8%	138
Family Pub Dining	1	1,959	10.9%	120
Great Pub Great Food	0	2,516	14.1%	84
Leisure	2	1,763	9.8%	98
Mainstream	0	2,903	16.2%	116
Premium	1	2,348	13.1%	92
Restaurant	4	3,834	21.4%	93
Super Premium	0	468	2.6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	98	51,488	10.9%	139
Family Pub Dining	40	51,199	10.9%	120
Great Pub Great Food	37	64,967	13.8%	82
Leisure	89	46,487	9.9%	98
Mainstream	71	73,153	15.5%	111
Premium	45	61,239	13.0%	91
Restaurant	123	105,877	22.5%	98
Super Premium	6	13,699	2.9%	74



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Competition - Trident



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Hickory's Smokehouse	B 36 9AR	Greene King	Restaurant	25.7%	0.48
2	Toby Carvery	B 36 0AG	Mitchells & Butlers	Family Pub Dir	17.6%	0.32
19	Manor Farm	B 35 7AG	Greene King	Family Pub Dir	13.6%	1.13
14	Castle Bromwich Hall Hotel	B 36 9DE	Independent Free	Great Pub Gre	6.7%	0.88
8	Farthings	B 36 0AY	Stonegate Pub Company	Classic	5.0%	0.59
17	Sheldon Hall	B 33 9US	Mitchells & Butlers	Family Pub Dir	4.9%	1.08
13	Remembrance Club	B 36 9DD	Independent Free	Mainstream	4.3%	0.81
18	Raven	B 34 6DR	Star Pubs & Bars	Classic	4.1%	1.11
16	Kingfisher	B 36 9JS	Red Oak Taverns	Classic	4.0%	1.07
10	Saffron	B 36 9EJ	Independent Free	Restaurant	2.3%	0.72
7	Castle Bromwich Cricket Club	B 36 9EY	Independent Free	Leisure	2.3%	0.51
3	Crown Members Club	B 34 7HP	Independent Free	Classic	2.1%	0.33
9	Castle Bromwich Mens Club	B 36 9BU	Independent Free	Premium	1.9%	0.61
1	Kismet	B 36 9AD	Independent Free	Restaurant	1.8%	0.19
15	Toby Jug	B 36 0JU	Stonegate Pub Company	Mainstream	1.0%	0.94
6	Jeera	B 36 0JG	Independent Free	Restaurant	1.0%	0.50
0	Trident	B 34 7EN	Star Pubs & Bars	Classic	0.7%	0.00
12	Kingfisher	B 34 6LS	Independent Free	Restaurant	0.5%	0.79
11	Yardley and District Rugby Club	B 34 6HE	Independent Free	Classic	0.4%	0.75
5	Arden Hall	B 36 9PB	Independent Free	Leisure	0.0%	0.48
20	White Hart	B 33 9UU	Stonegate Pub Company	Classic	0.0%	1.19

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

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Pub Sites
Catchment

Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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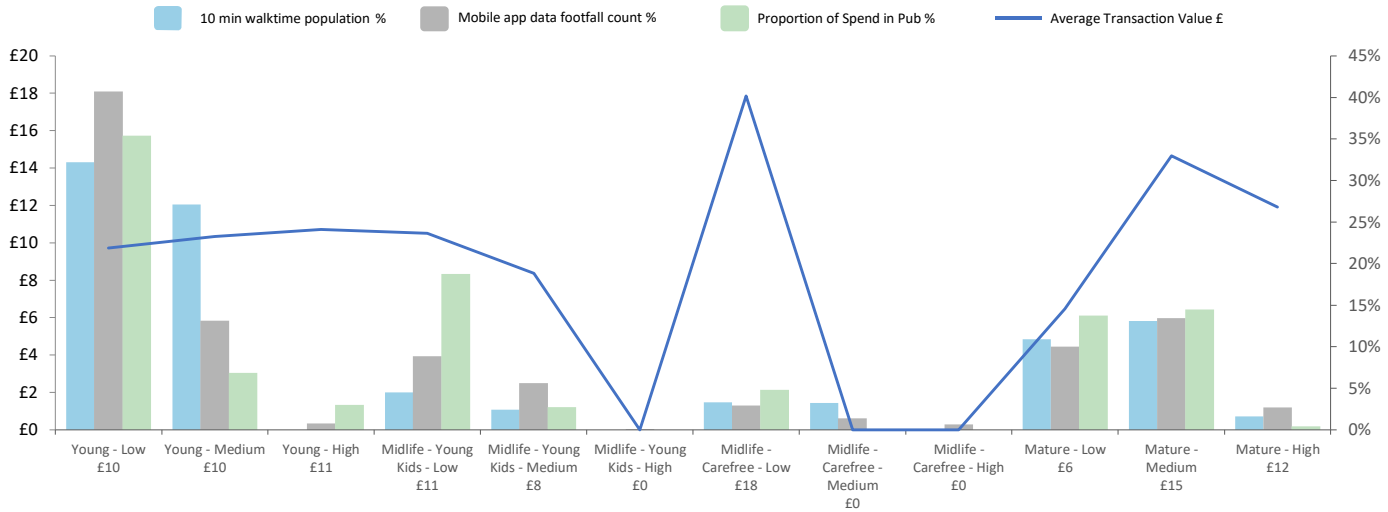
Catchment Summary - Trident

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
2492	Trident	B 34 7EN	Star Pubs & Bars	Classic	5



Polaris Plus Profile



See the Glossary page for further information on the above variables

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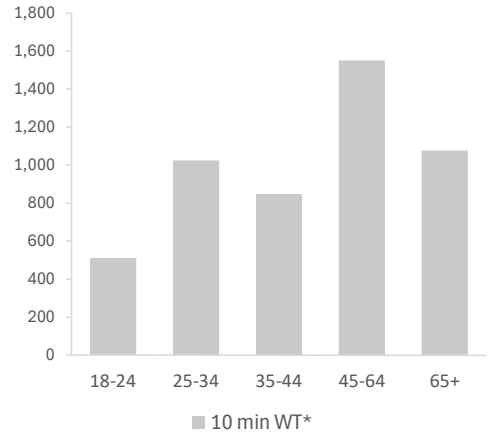
Catchment Summary - Trident

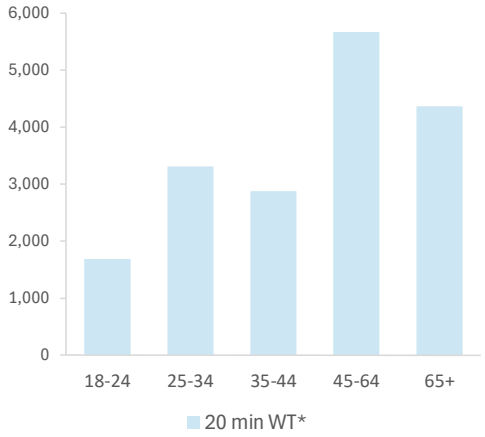
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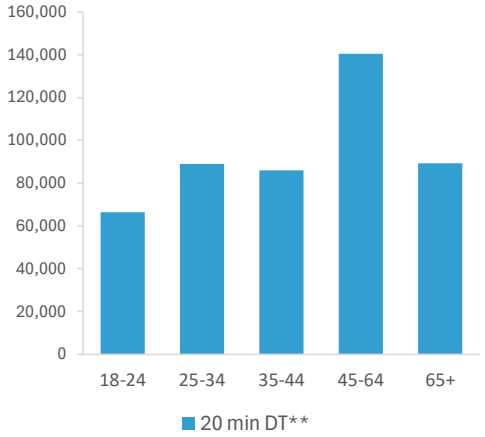
Over GB Average
Around GB Average
Under GB Average

*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		6,543	23,224	629,561	122	118	148
					Population & Adults 18+ index is based on all pubs		
Adults 18+		5,011	17,910	471,023	111	109	138
Competition Pubs		2	12	517	5	12	66
Adults 18+ per Competition Pub		2,506	1,493	911	366	218	133
% Adults Likely to Drink		80.0%	81.0%	72.0%	100	101	90
Affluence	Low	50.9%	51.5%	55.2%	153	155	166
	Medium	45.9%	40.5%	33.6%	120	106	88
	High	1.6%	7.0%	10.6%	6	26	39
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£20,390	£20,443	£20,130	90	91	89
Age Profile	18-24	510	1,687	66,326	92	85	124
	25-34	1,025	3,311	88,950	116	105	104
	35-44	848	2,878	86,062	96	92	101
	45-64	1,550	5,668	140,471	94	97	89
	65+	1,078	4,366	89,214	86	98	74







		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	3,131 (48%)	11,152 (48%)	309,997 (49%)	98	98	100
	Female	3,412 (52%)	12,072 (52%)	319,564 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	1,820 (35%)	6,095 (33%)	144,106 (29%)	103	97	87
	Employed: Part-time	635 (12%)	2,239 (12%)	59,139 (12%)	102	101	101
	Self employed	347 (7%)	1,217 (7%)	35,718 (7%)	72	71	79
	Unemployed	216 (4%)	767 (4%)	22,252 (5%)	151	151	165
	Full-time student	70 (1%)	276 (1%)	14,797 (3%)	54	60	121
	Retired	1,018 (20%)	4,351 (24%)	85,202 (17%)	90	108	80
	Other	1,084 (21%)	3,545 (19%)	128,657 (26%)	117	108	148
Total Worker Count		1,013	4,083	261,901			

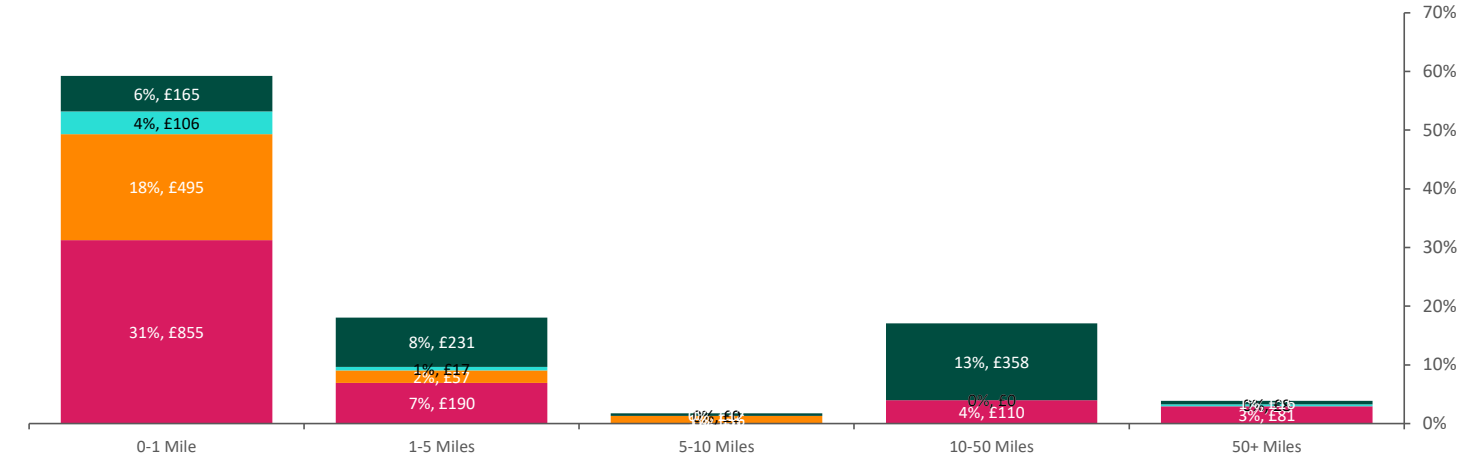
See the Glossary page for further information on the above variables

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Transactional Data Summary - Trident

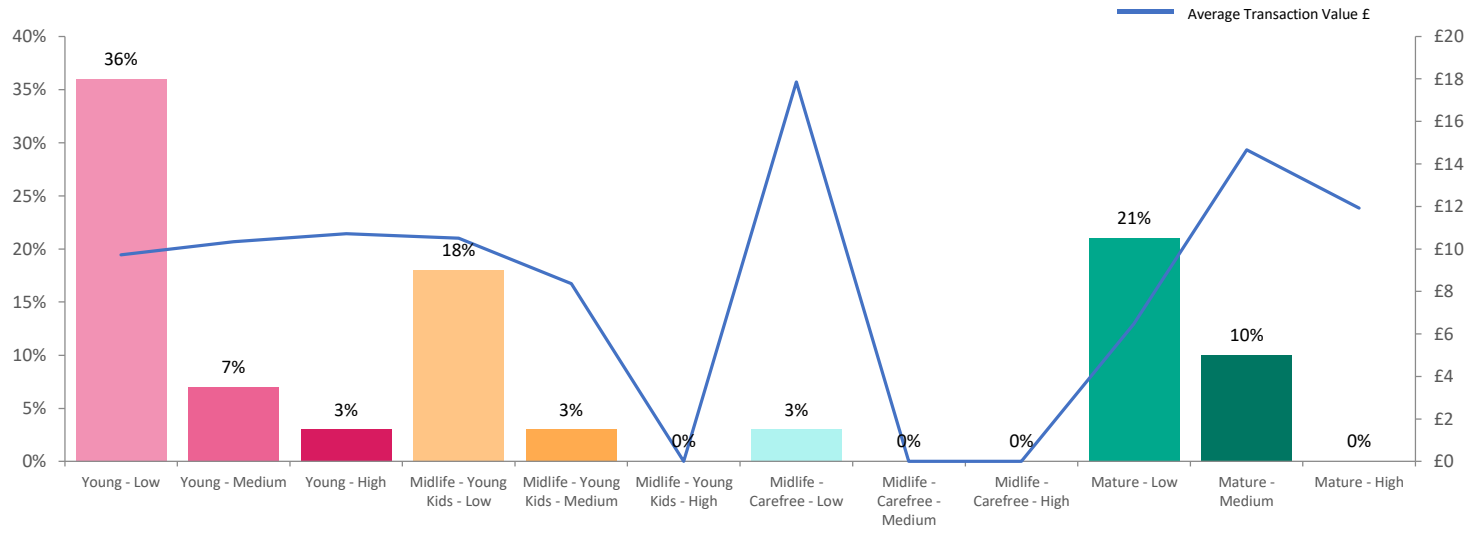
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Spend by Polaris and Distance from Home



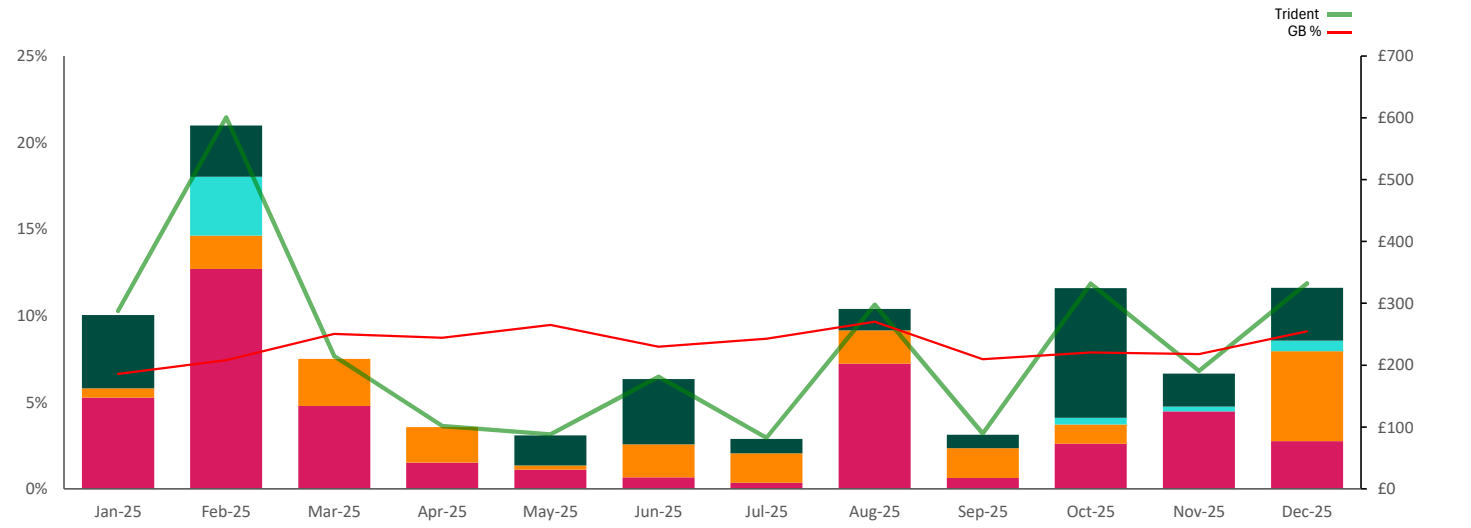
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



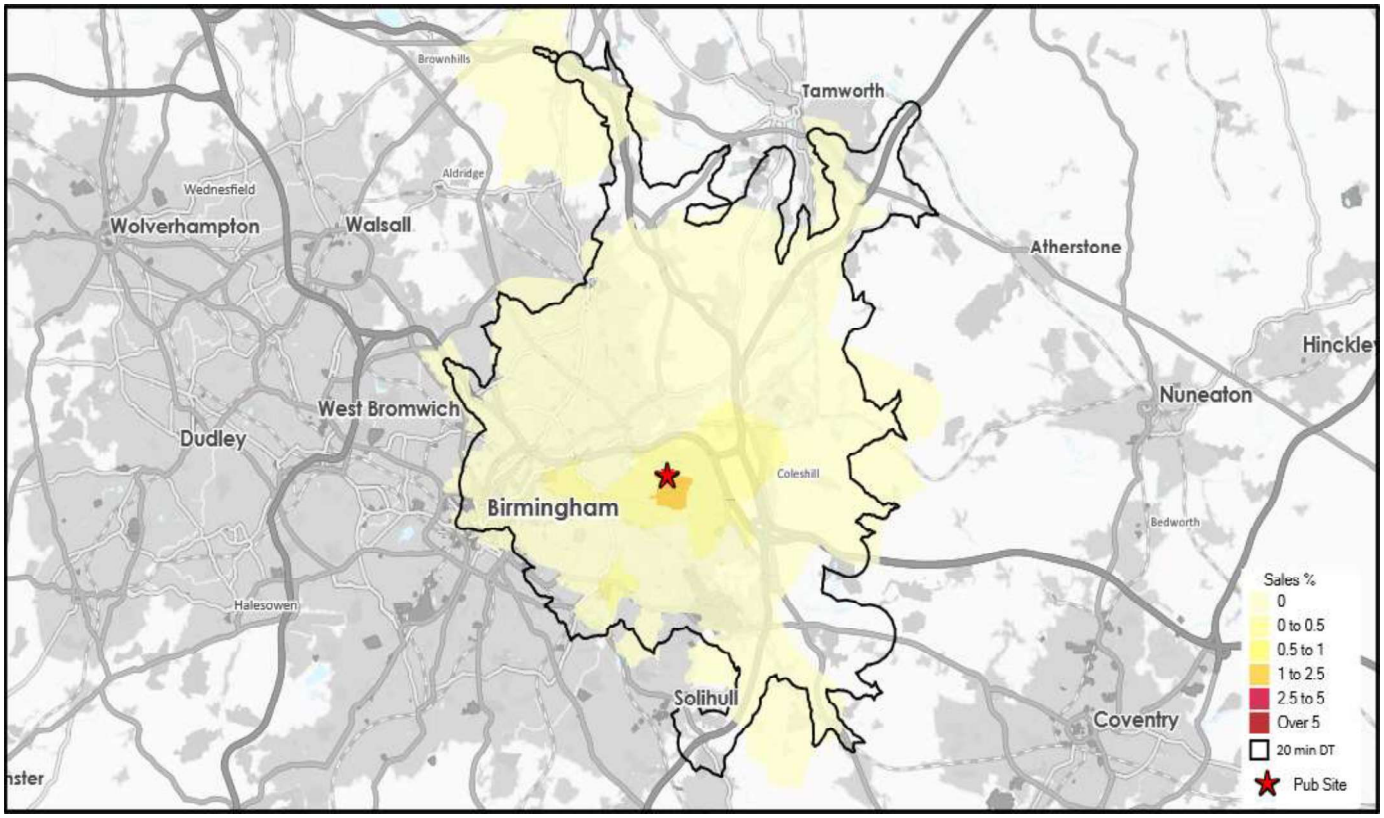
Seasonality of the spend split by month

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Transactional Data Maps - Trident

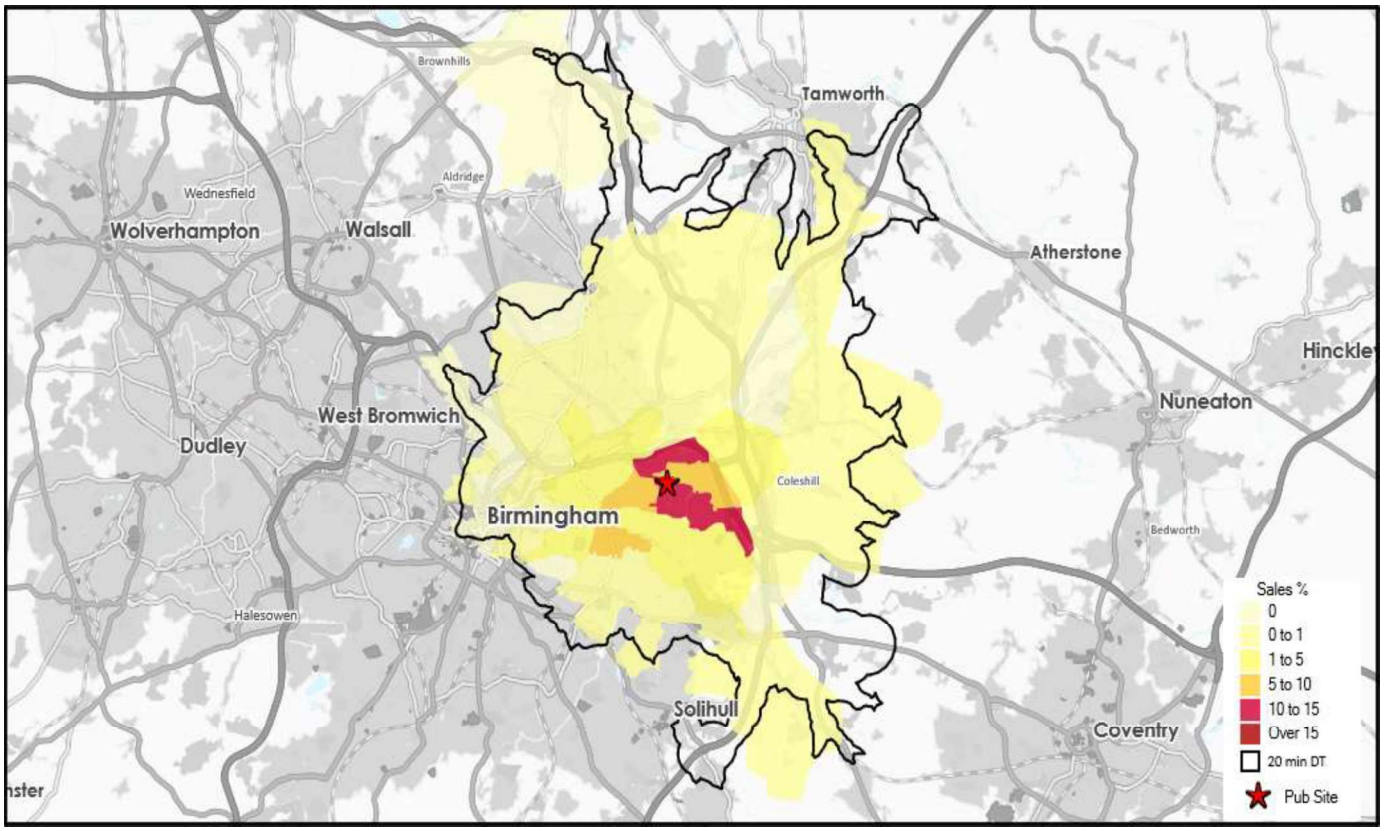
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Trident Share of Spend from Postcode Sectors within 20 minute Drive



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 Trident



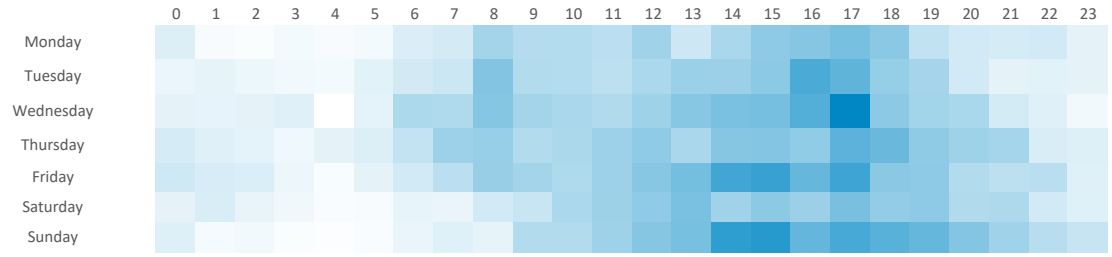
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Trident

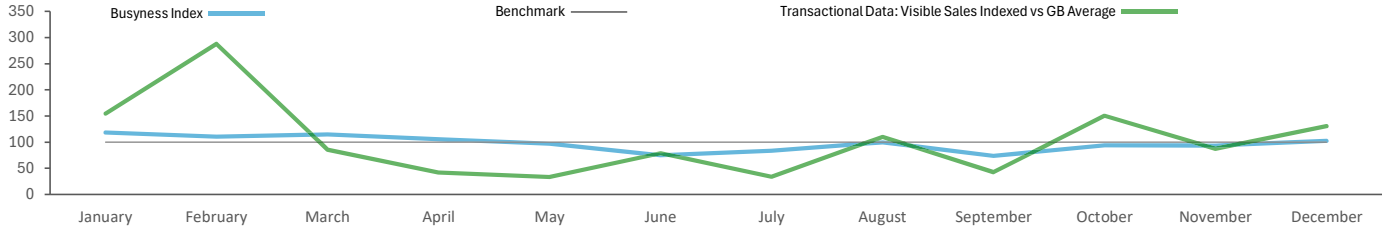
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Time of Day/Day of Week



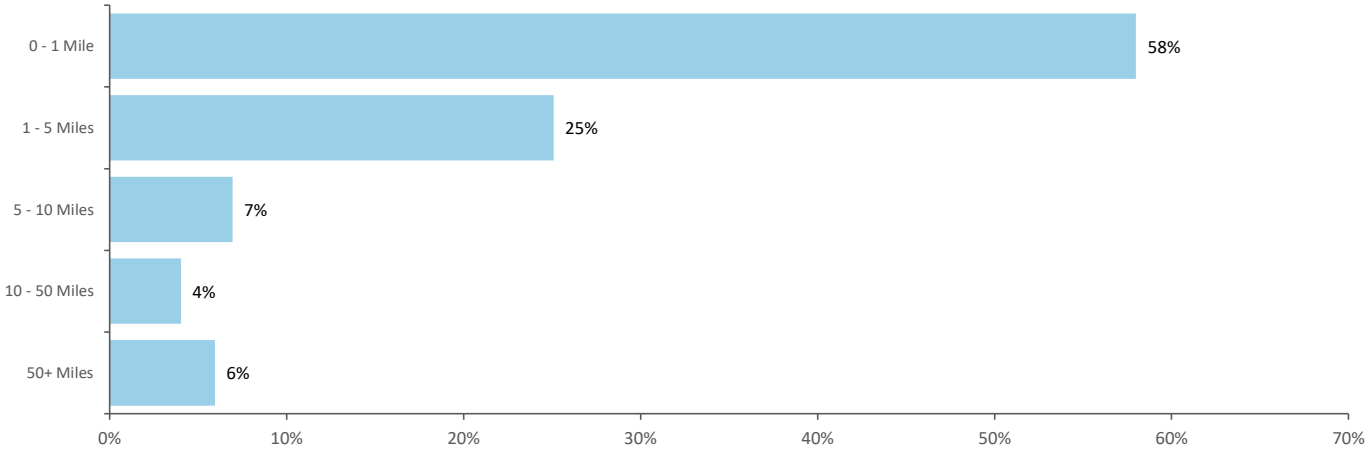
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



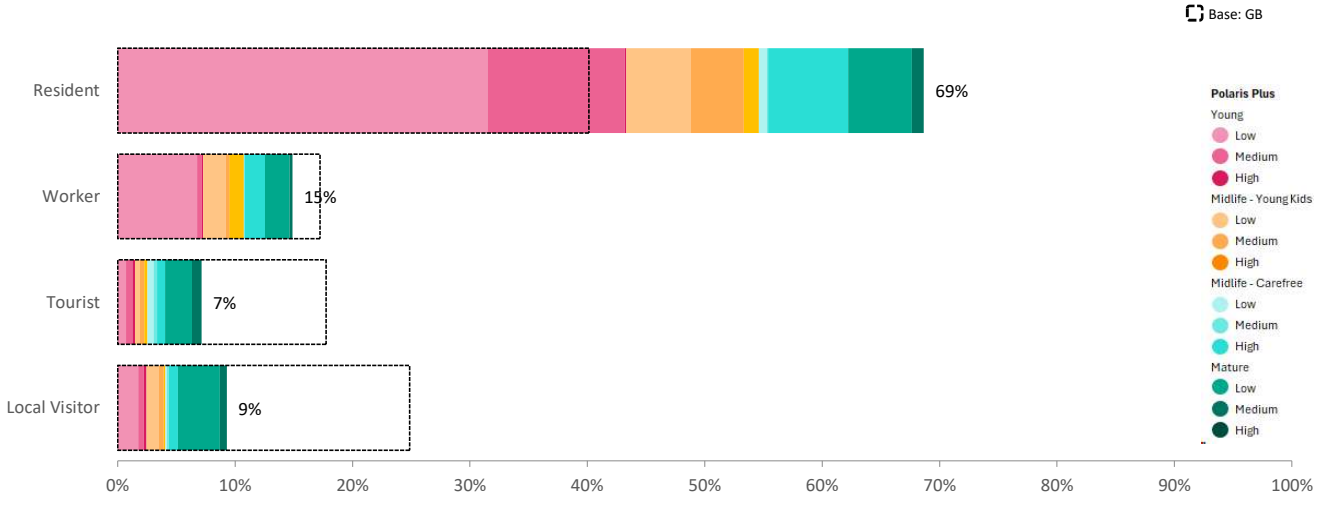
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



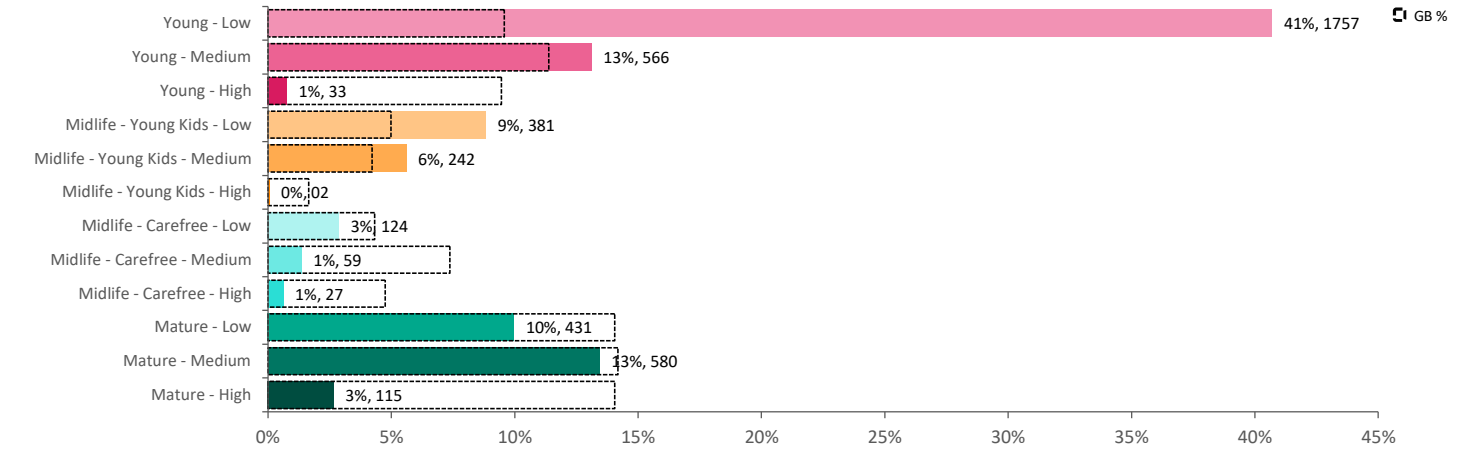
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Trident

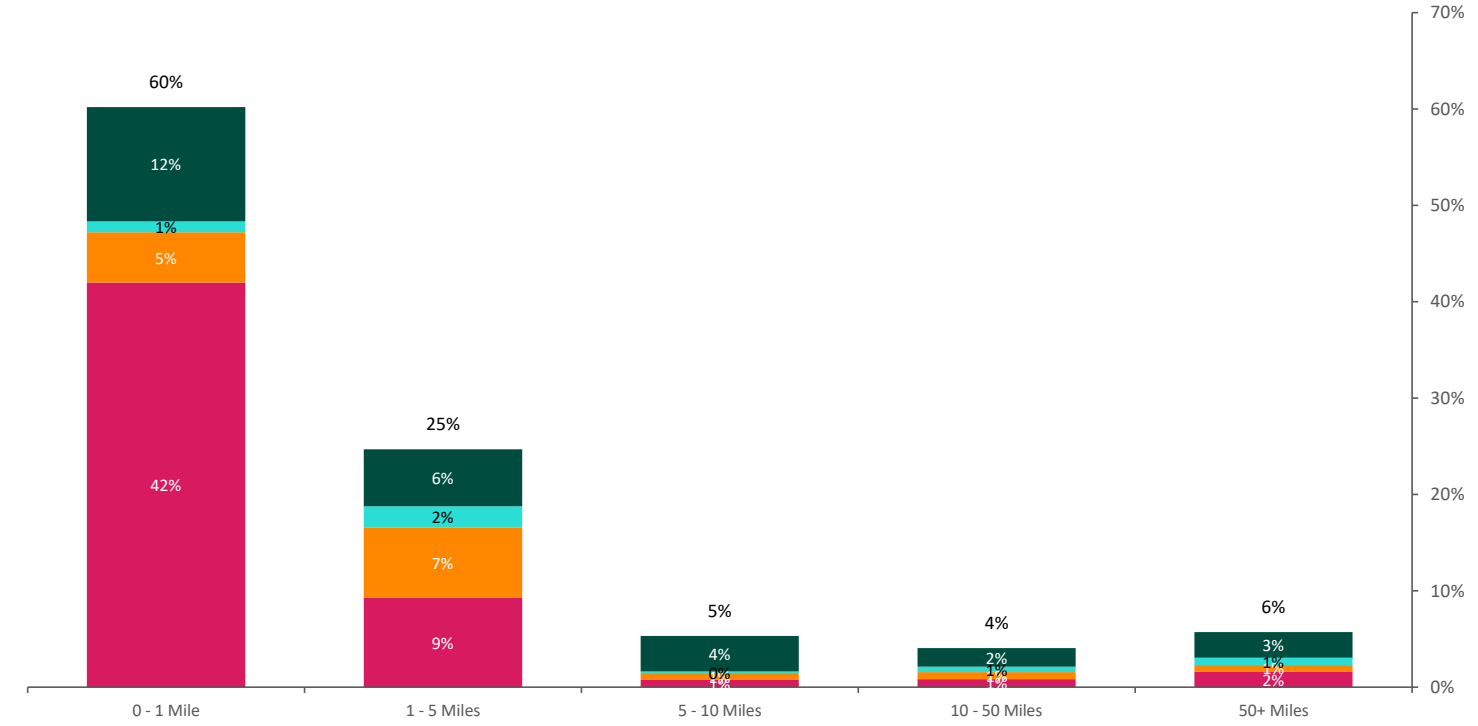
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Polaris Plus Profile



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



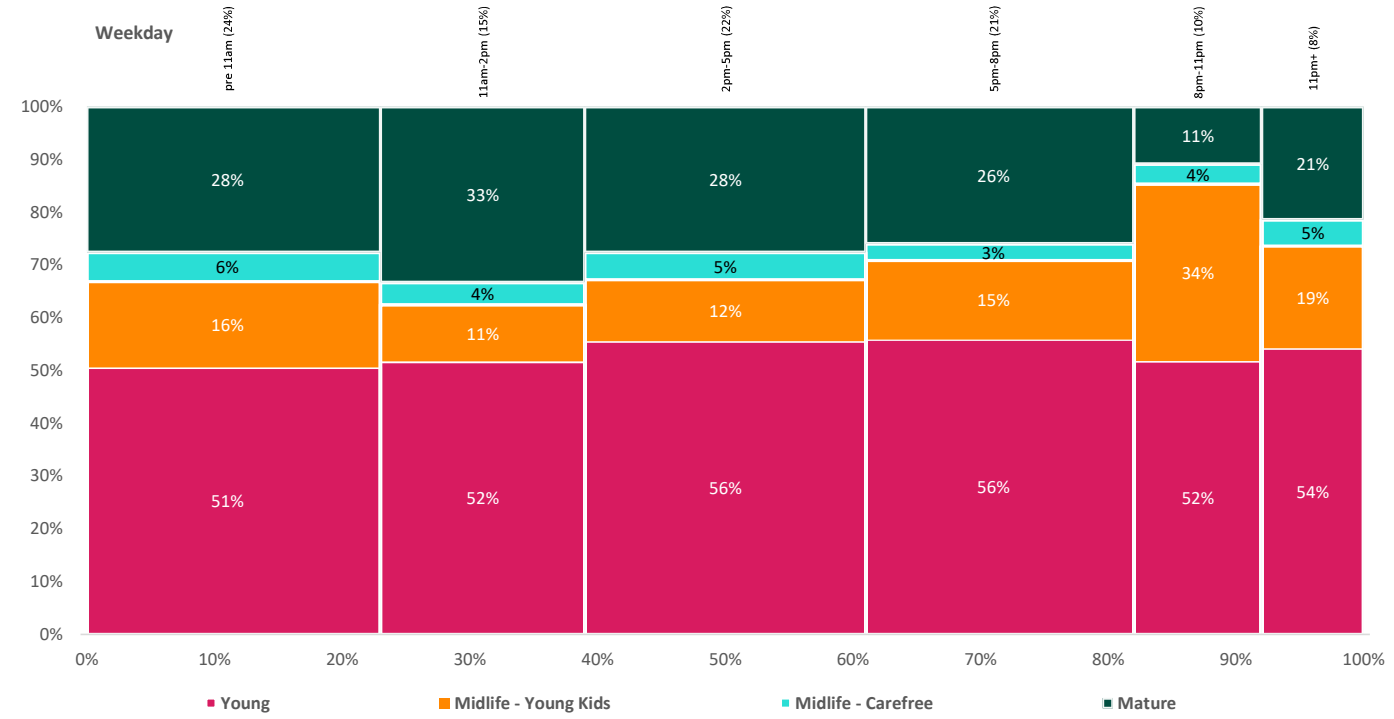
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Trident

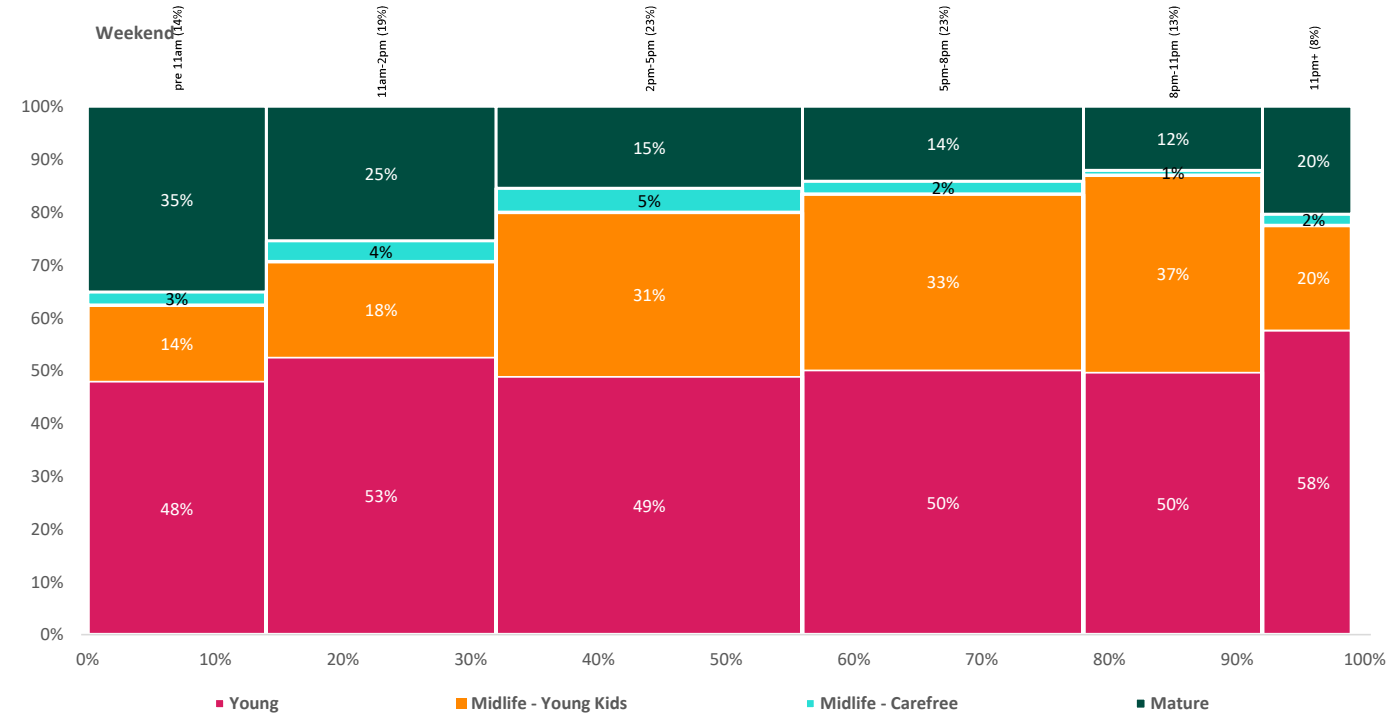
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	269	210	252	224	43	70	1,067
Midlife - Carefree	54	27	47	28	15	16	187
Midlife - Young Kids	159	67	106	129	132	63	656
Young	494	326	506	483	203	178	2,190
All	977	630	911	863	392	328	4,100

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	86	81	62	55	28	27	339
Midlife - Young Kids	6	13	18	9	2	3	52
Midlife - Carefree	35	58	124	129	86	26	457
Mature	117	169	195	194	115	77	868
All	244	321	399	387	231	134	1,716

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

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Polaris Plus Summary - Trident

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	1,614	4,907	91,259	328	279	197
Medium	1,360	2,838	53,018	246	144	102
High	0	4	8,165	0	0	26
Midlife - Young Kids						
Low	226	556	90,730	81	55	344
Medium	121	157	49,070	55	20	236
High	0	0	41	0	0	1
Midlife - Carefree						
Low	166	1,070	42,301	78	140	211
Medium	162	513	9,596	45	40	28
High	0	121	9,378	0	15	44
Mature						
Low	546	2,695	35,489	81	111	56
Medium	656	3,739	46,618	83	133	63
High	81	1,136	32,448	11	42	46
Not Private Households	79	174	2,910	147	91	58
Total	5,011	17,910	471,023			

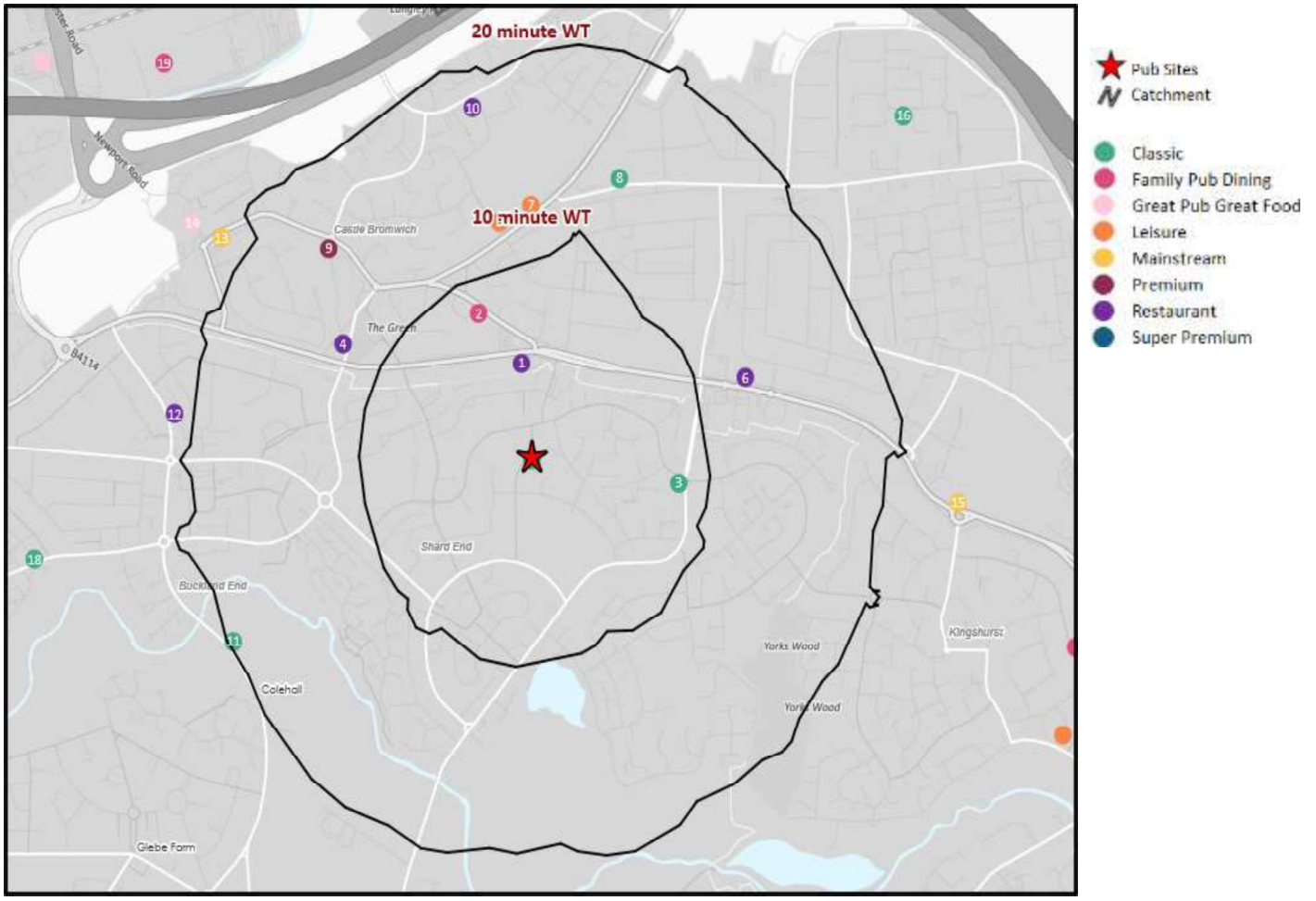
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CGA Summary - Trident

STAR PUBS

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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	Trident	B 34 7EN	Star Pubs & Bars	Classic	0.7%	76.3%	0.00
1	Kismet	B 36 9AD	Independent Free	Restaurant	1.8%	78.6%	0.19
2	Toby Carvery	B 36 0AG	Mitchells & Butlers	Family Pub Dining	17.6%	80.5%	0.32
3	Crown Members Club	B 34 7HP	Independent Free	Classic	2.1%	81.0%	0.33
4	Hickory's Smokehouse	B 36 9AR	Greene King	Restaurant	25.7%	66.3%	0.48
5	Arden Hall	B 36 9PB	Independent Free	Leisure	0.0%	0.0%	0.48
6	Jeera	B 36 0JG	Independent Free	Restaurant	1.0%	84.1%	0.50
7	Castle Bromwich Cricket Club	B 36 9EY	Independent Free	Leisure	2.3%	93.7%	0.51
8	Farthings	B 36 0AY	Stonegate Pub Company	Classic	5.0%	83.1%	0.59
9	Castle Bromwich Mens Club	B 36 9BU	Independent Free	Premium	1.9%	94.0%	0.61
10	Saffron	B 36 9EJ	Independent Free	Restaurant	2.3%	83.0%	0.72
11	Yardley and District Rugby Club	B 34 6HE	Independent Free	Classic	0.4%	77.8%	0.75
12	Kingfisher	B 34 6LS	Independent Free	Restaurant	0.5%	56.6%	0.79
13	Remembrance Club	B 36 9DD	Independent Free	Mainstream	4.3%	96.8%	0.81
14	Castle Bromwich Hall Hotel	B 36 9DE	Independent Free	Great Pub Great Food	6.7%	52.2%	0.88
15	Toby Jug	B 36 0JU	Stonegate Pub Company	Mainstream	1.0%	49.1%	0.94
16	Kingfisher	B 36 9JS	Red Oak Taverns	Classic	4.0%	93.9%	1.07
17	Sheldon Hall	B 33 9US	Mitchells & Butlers	Family Pub Dining	4.9%	79.1%	1.08
18	Raven	B 34 6DR	Star Pubs & Bars	Classic	4.1%	92.0%	1.11
19	Manor Farm	B 35 7AG	Greene King	Family Pub Dining	13.6%	79.2%	1.13
20	White Hart	B 33 9UU	Stonegate Pub Company	Classic	0.0%	0.0%	1.19

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 - Trident

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,011	17,910	471,023
Number of Competition Pubs	2	12	517
Adults 18+ per Competition Pub	2,506	1,493	911

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	588	11.7%	150
Family Pub Dining	0	562	11.2%	123
Great Pub Great Food	0	636	12.7%	76
Leisure	0	477	9.5%	95
Mainstream	0	827	16.5%	118
Premium	0	649	12.9%	91
Restaurant	1	1,069	21.3%	93
Super Premium	0	124	2.5%	63

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	1,942	10.8%	138
Family Pub Dining	1	1,959	10.9%	120
Great Pub Great Food	0	2,516	14.1%	84
Leisure	2	1,763	9.8%	98
Mainstream	0	2,903	16.2%	116
Premium	1	2,348	13.1%	92
Restaurant	4	3,834	21.4%	93
Super Premium	0	468	2.6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	98	51,488	10.9%	139
Family Pub Dining	40	51,199	10.9%	120
Great Pub Great Food	37	64,967	13.8%	82
Leisure	89	46,487	9.9%	98
Mainstream	71	73,153	15.5%	111
Premium	45	61,239	13.0%	91
Restaurant	123	105,877	22.5%	98
Super Premium	6	13,699	2.9%	74

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Glossary

STAR PUBS

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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	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	• 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**

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

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 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.



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