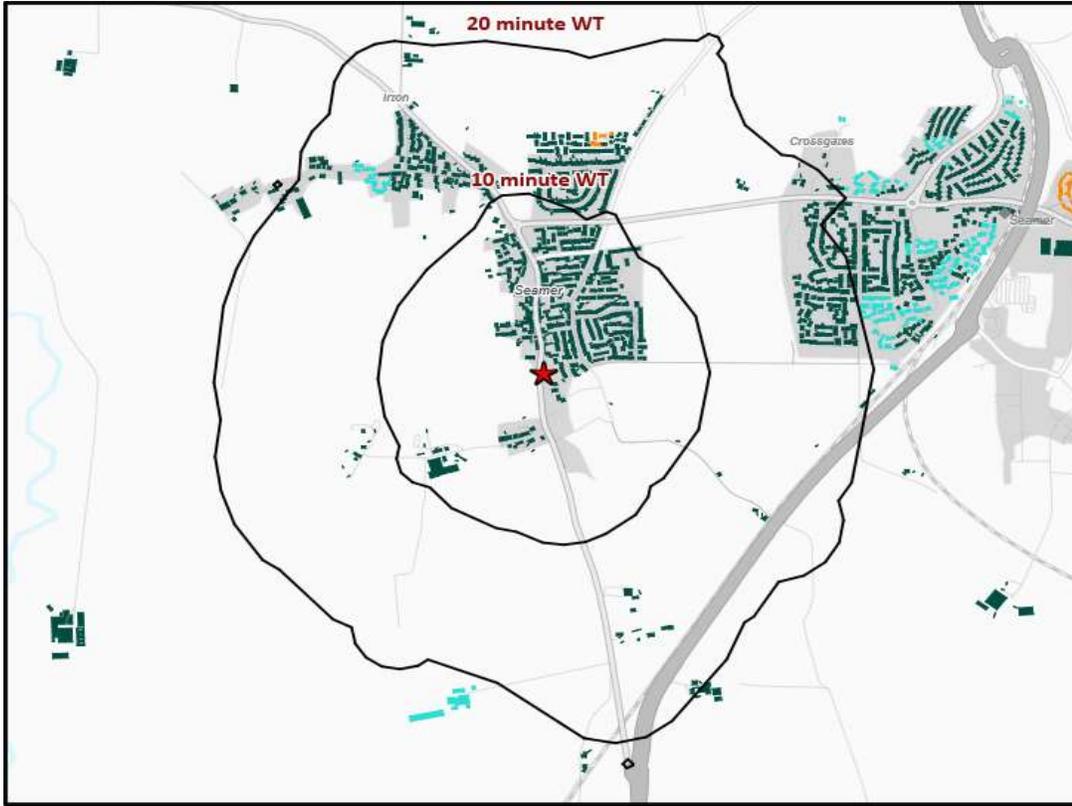


# Catchment Summary - Londesborough Arms Hotel Seamer

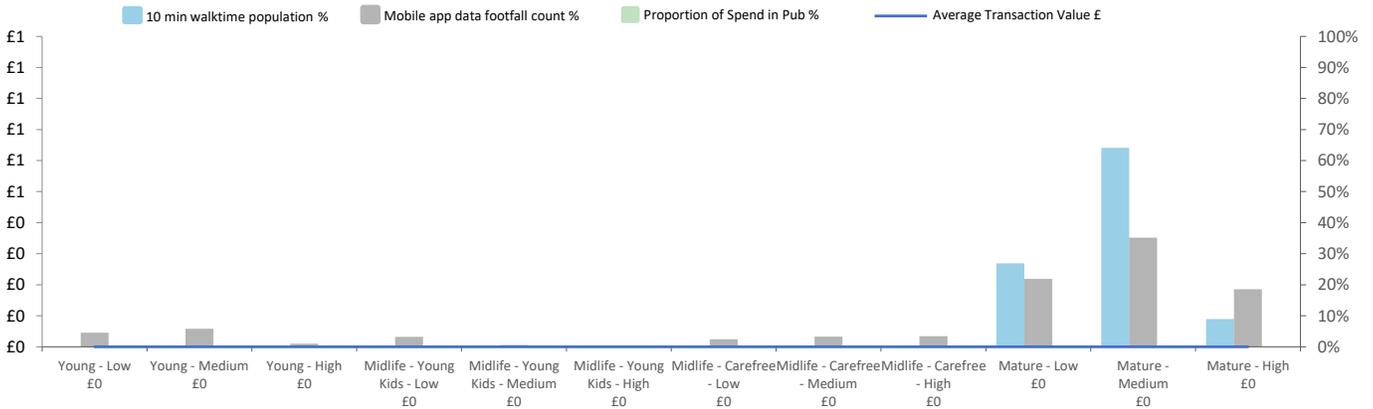
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626746	Londesborough Arms Hotel Seamer	YO12 4PS	Star Pubs & Bars	Family Pub Dining	18



- 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 - Londesborough Arms Hotel Seamer



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

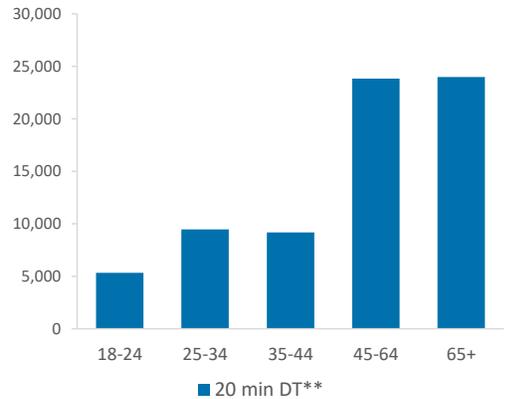
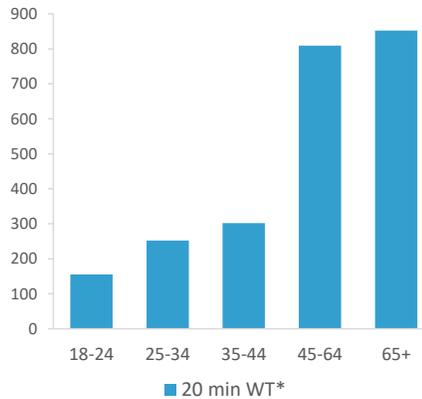
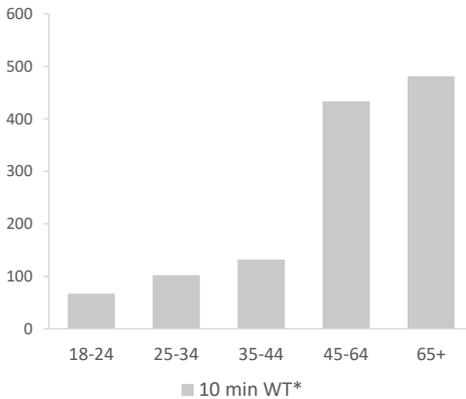
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,467	2,902	87,119	27	16	20
Adults 18+	1,215	2,370	71,795	27	16	21
Competition Pubs	4	4	148	22	11	36
Adults 18+ per Competition Pub	304	593	485	35	69	56
% Adults Likely to Drink	79.3%	79.2%	78.3%	104	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	26.9%	18.2%	34.5%	81	55	104
	Medium	64.1%	70.5%	53.4%	168	185	140
	High	9.0%	11.4%	10.7%	33	42	39

\*Affluence does not include Not Private Households

Age Profile	18-24	67	155	5,328	56	66	75
	25-34	102	252	9,468	52	65	81
	35-44	132	302	9,191	68	79	80
	45-64	433	809	23,827	115	109	106
	65+	481	852	23,981	171	153	143



	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	667 (45%)	1,365 (47%)	42,372 (49%)	93	96	99
	Female	800 (55%)	1,537 (53%)	44,747 (51%)	107	104	101
Economic Status (16+)	Employed: Full-time	331 (26%)	737 (30%)	20,217 (27%)	76	87	80
	Employed: Part-time	180 (14%)	348 (14%)	9,756 (13%)	120	119	111
	Self employed	109 (9%)	229 (9%)	6,576 (9%)	93	101	97
	Unemployed	8 (1%)	31 (1%)	1,817 (2%)	23	46	89
	Full-time student	6 (0%)	34 (1%)	1,005 (1%)	20	58	57
	Retired	471 (37%)	806 (33%)	23,300 (32%)	170	150	145
	Other	159 (13%)	270 (11%)	10,994 (15%)	72	63	86
Total Worker Count		354	590	42,437			

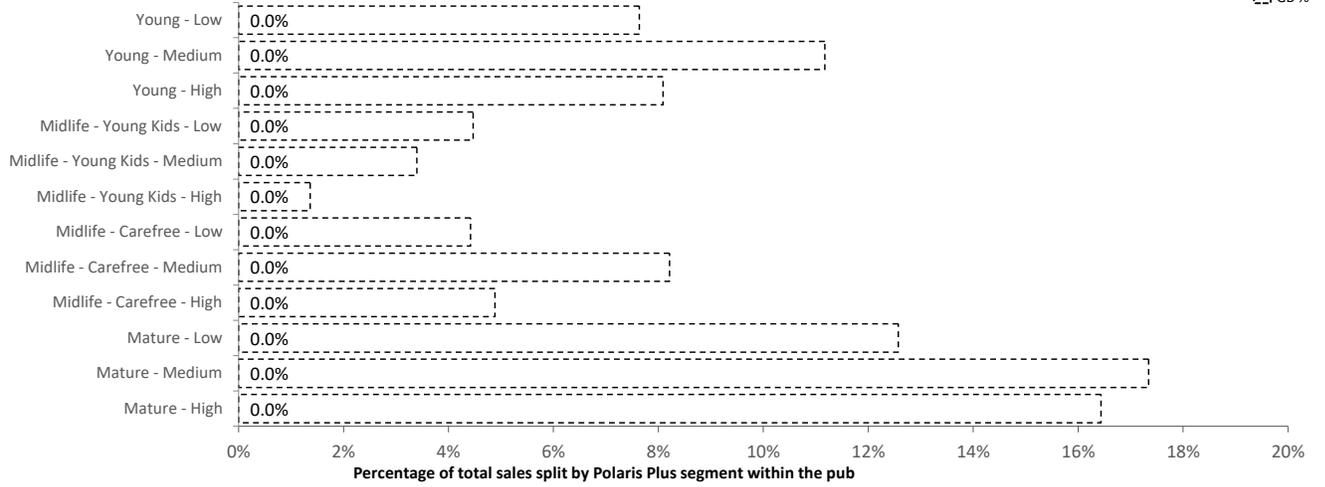
See the Glossary page for further information on the above variables

# Transactional Data Summary - Londesborough Arms Hotel Seamer

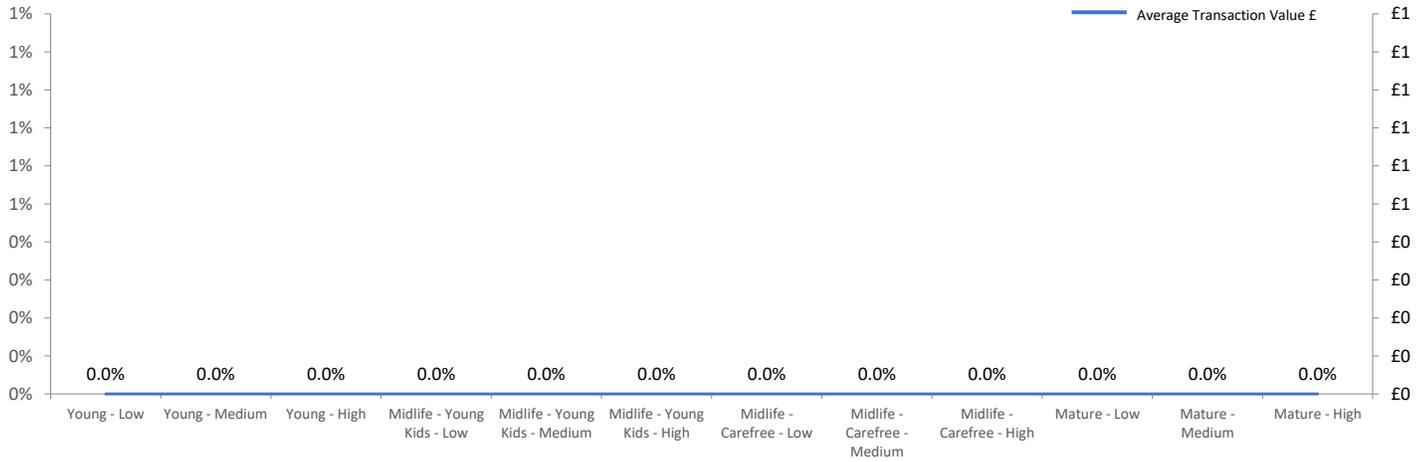


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## Spend by Polaris Plus

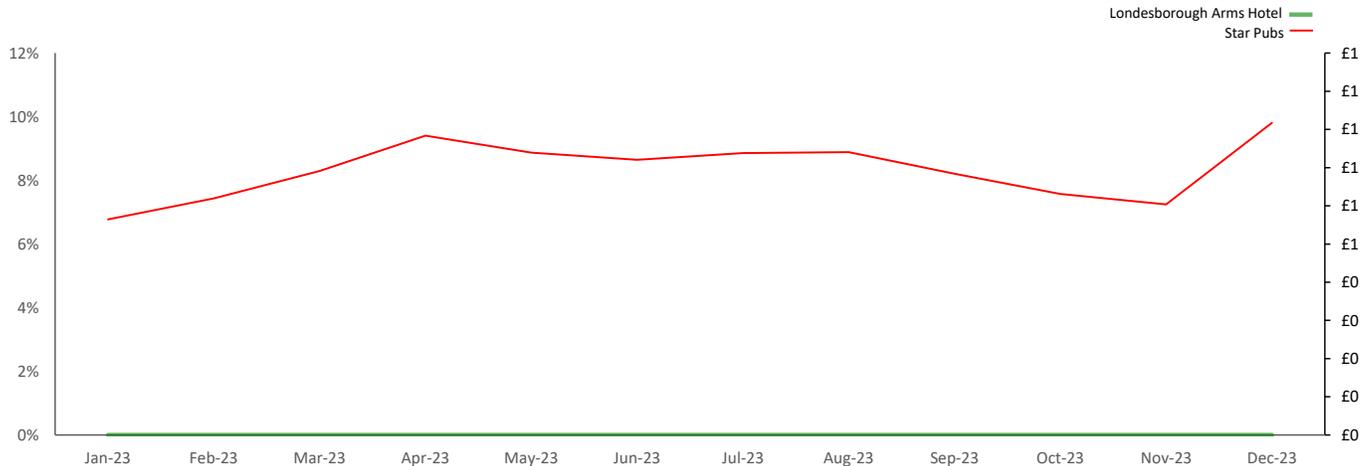


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



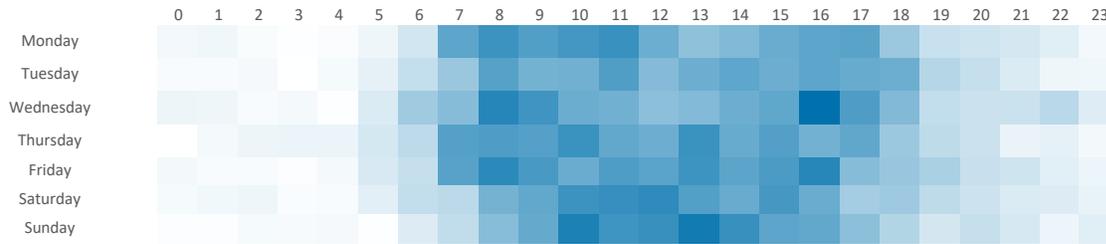
Seasonality of the spend split by month

# Mobile Data Summary - Londesborough Arms Hotel Seamer



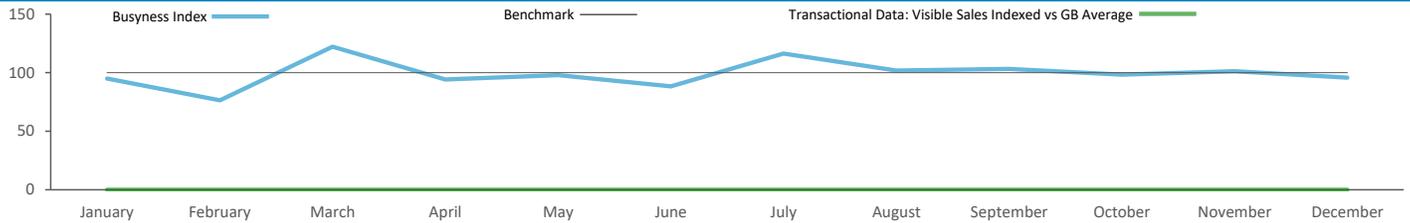
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## Time of Day/Day of Week



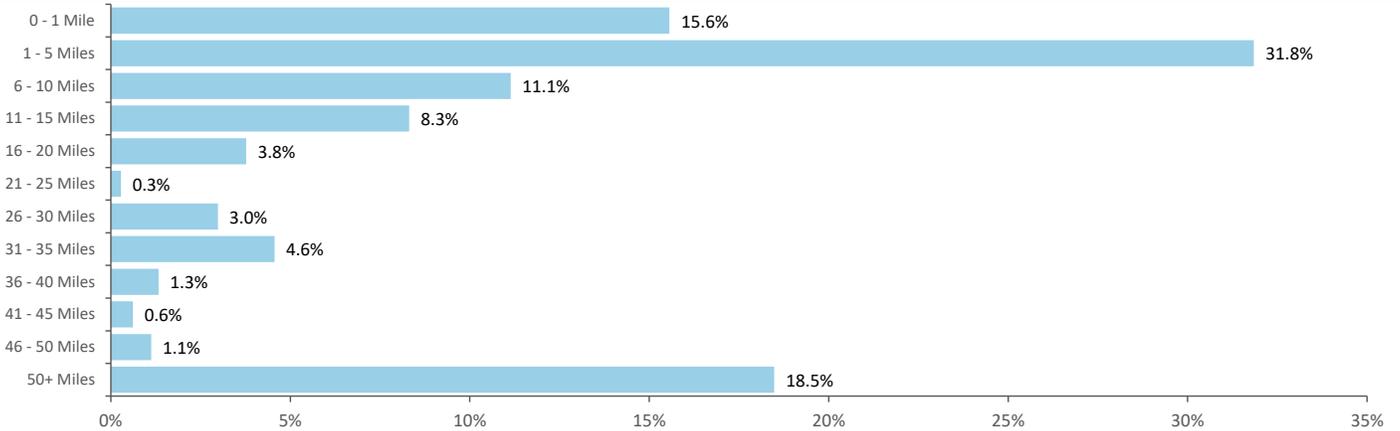
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



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

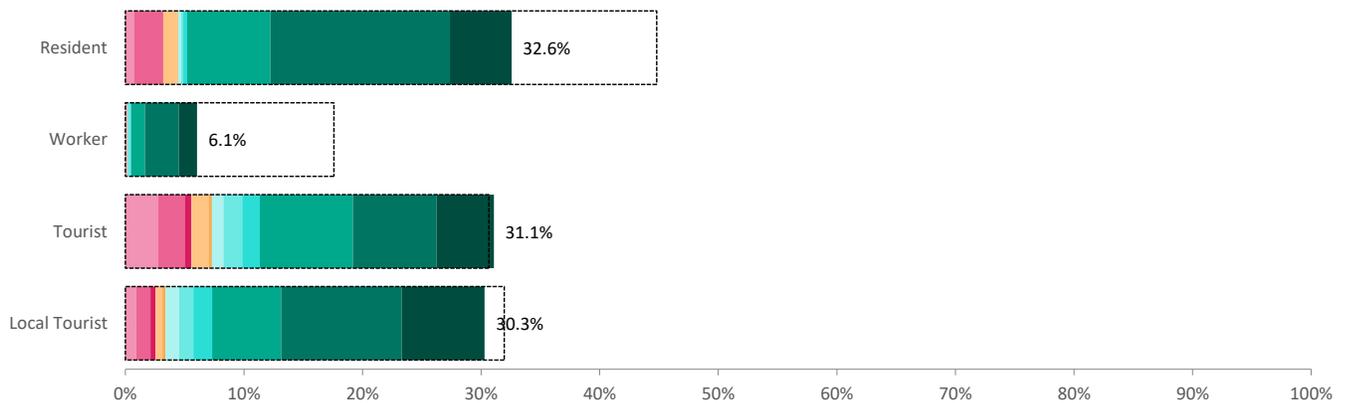
## Distance from Home



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



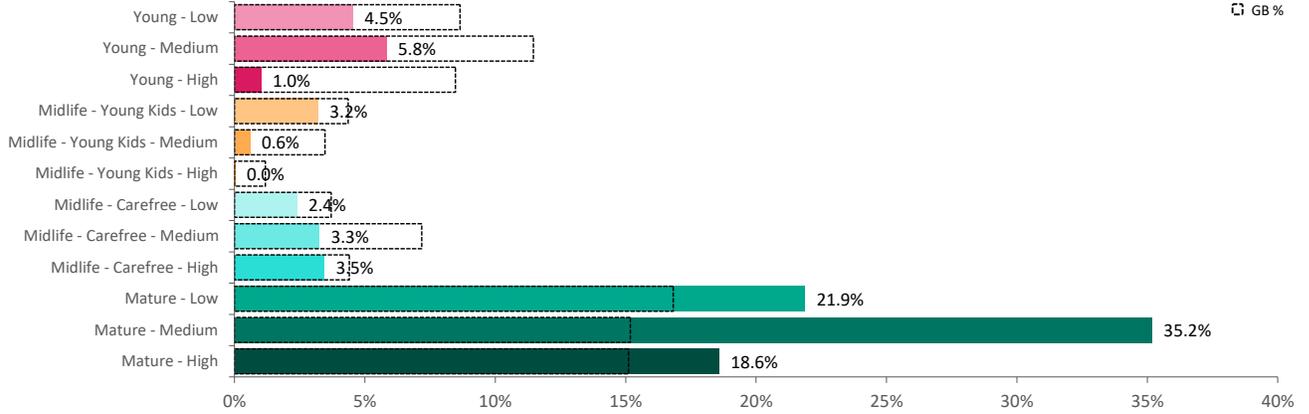
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Londesborough Arms Hotel Seamer



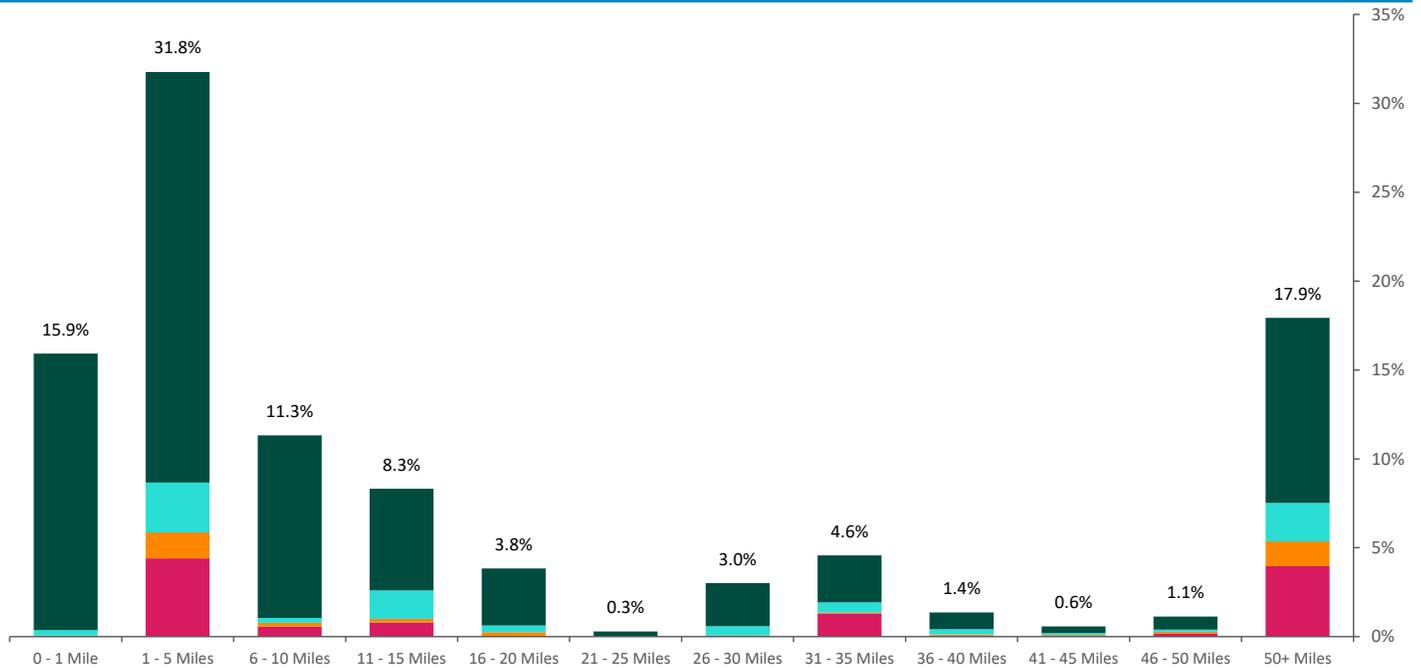
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## Polaris Plus Profile



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



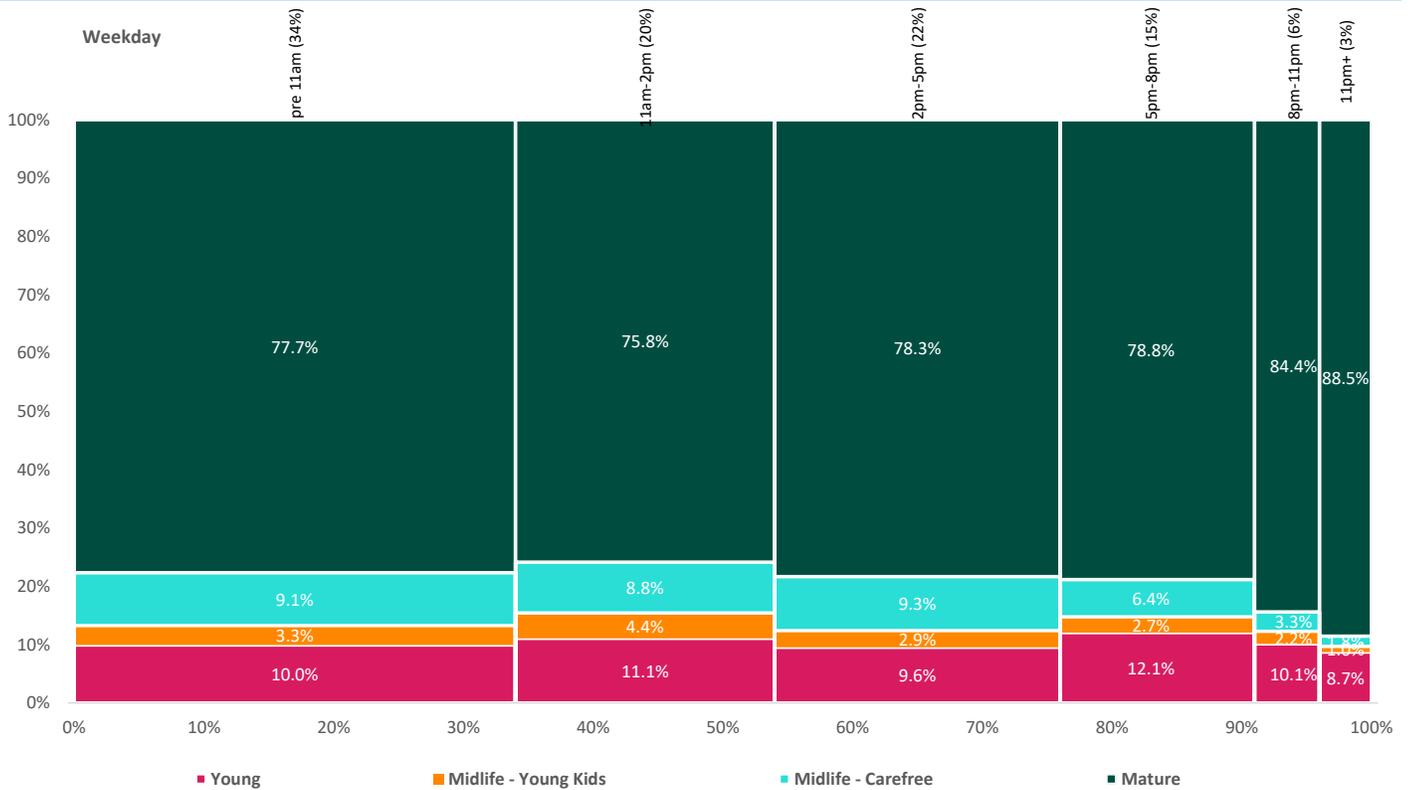
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# Mobile Data Summary - Londesborough Arms Hotel Seamer

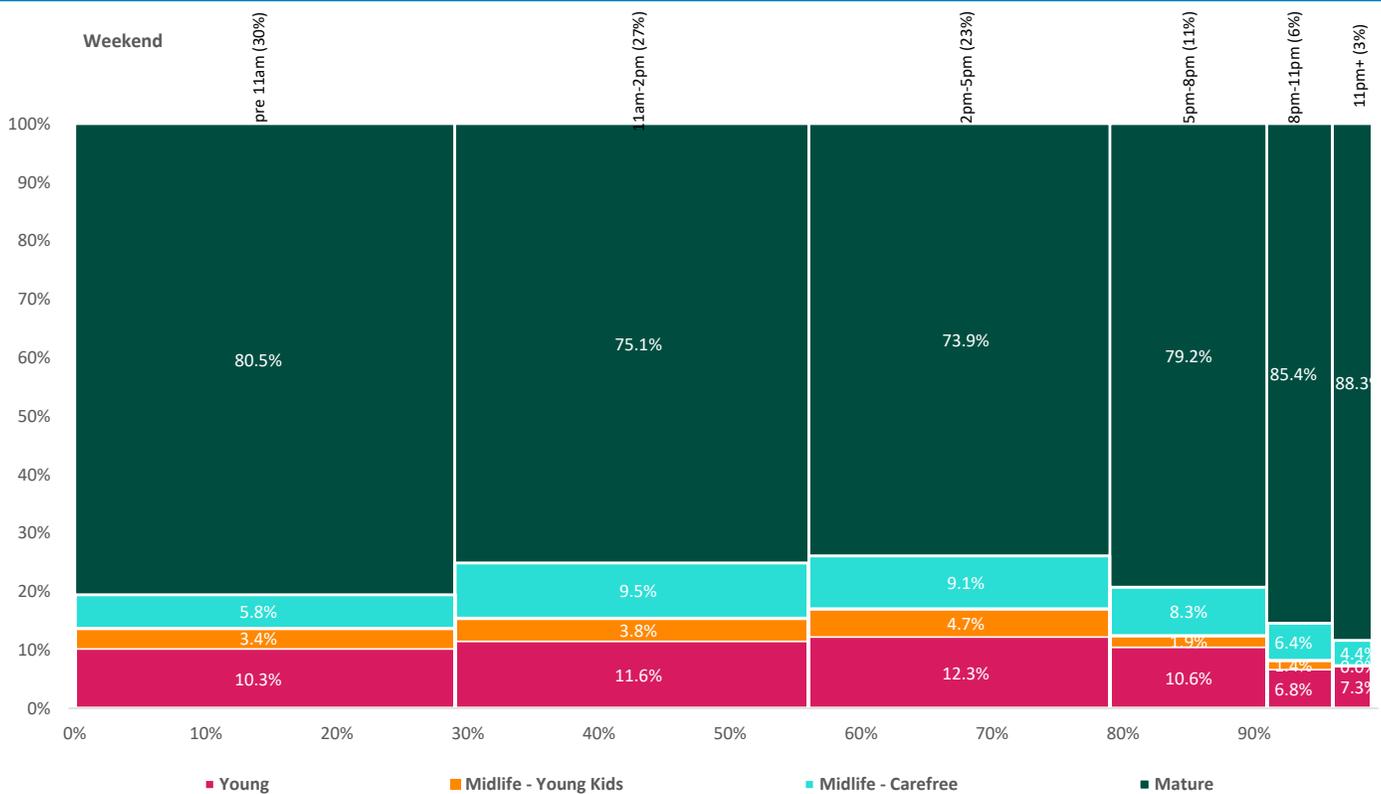


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## Time of Day by Polaris: Weekday (Monday to Friday)



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



# Polaris Summary - Londesborough Arms Hotel Seamer



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

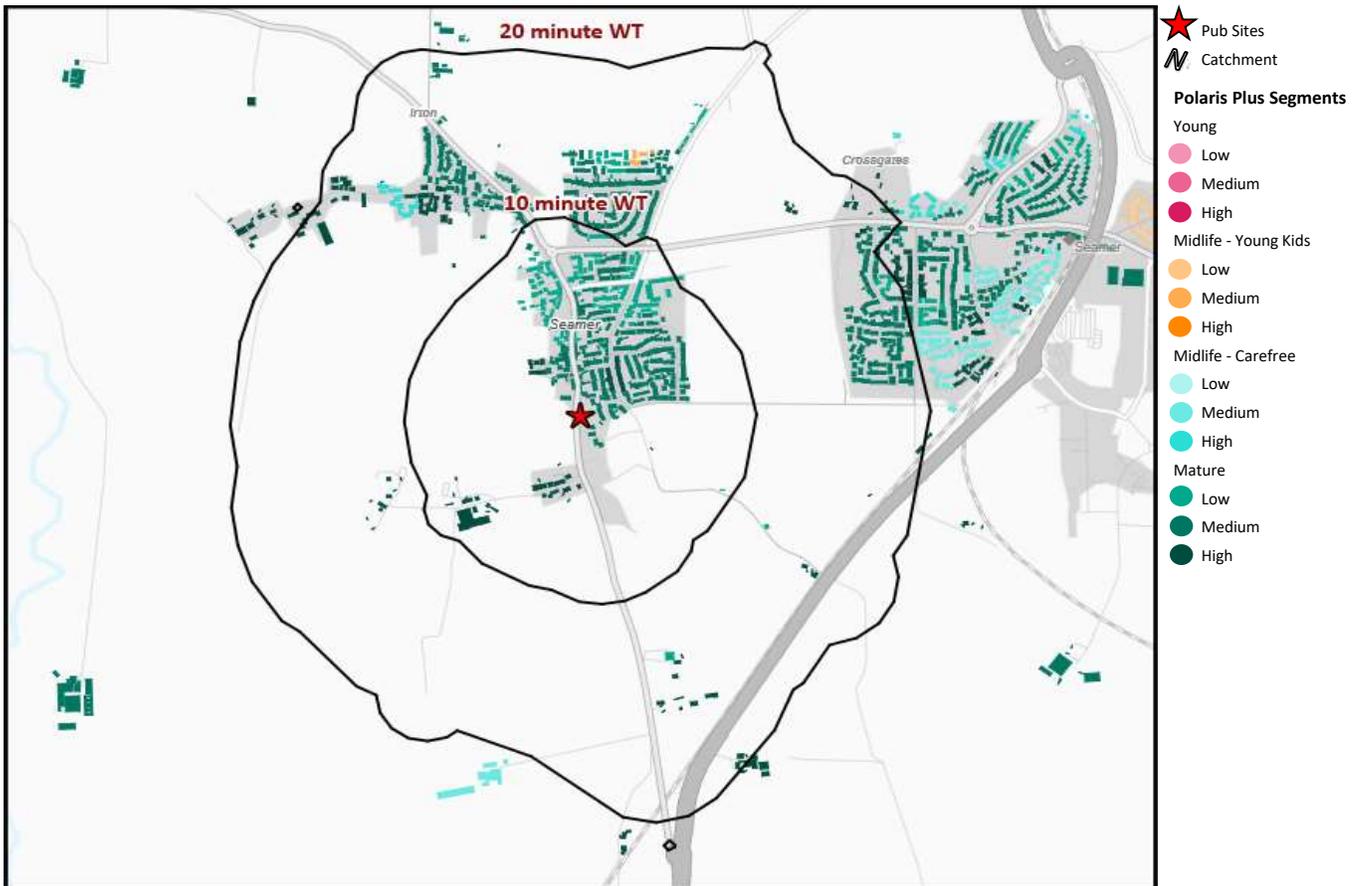
\*WT= Walktime, \*\*DT= Drivetime

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	19,001	0	0	96
Midlife - Young Kids	0	25	3,752	0	10	48
Midlife - Carefree	0	51	4,228	0	14	37
Mature	1,215	2,294	43,831	225	218	138
<i>Not Private Households</i>	0	0	983	0	0	104
<b>Total</b>	1,215	2,370	71,795			

# Polaris Plus Summary - Londesborough Arms Hotel Seamer



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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**
<b>Young</b>						
Low	0	0	3,343	0	0	47
Medium	0	0	15,376	0	0	195
High	0	0	282	0	0	6
<b>Midlife - Young Kids</b>						
Low	0	0	3,349	0	0	85
Medium	0	25	403	0	24	13
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	2,084	0	0	69
Medium	0	15	861	0	9	17
High	0	36	1,283	0	34	40
<b>Mature</b>						
Low	327	431	15,974	196	132	162
Medium	779	1,630	21,722	409	439	193
High	109	233	6,135	60	66	57
<b>Not Private Households</b>	0	0	983	0	0	104
<b>Total</b>	1,215	2,370	71,795			

# CGA Summary - Londesborough Arms Hotel Seamer



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Data Source © 2023 TomTom



- 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	Copper Horse	YO12 4PS	Independent Free	Premium Local	0.0
0	Londesborough Arms Hotel	YO12 4PS	Star Pubs & Bars	Family Pub Dining	0.0
2	Seamer & Irton Cricket Club	YO12 4QR	Independent Free	Clubland	0.1
3	Arosa Caravan Park	YO12 4QB	Independent Free	Large Venue	0.2
3	Crown Tavern	YO12 4QB	Marston's	Family Pub Dining	0.2
5	Mayfield Hotel	YO12 4RF	Independent Free	Hotel	0.3
6	Byways	YO12 4LT	Greene King	Family Pub Dining	1.0

# Per Pub Analysis - Londesborough Arms Hotel Seamer



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,215	2,370	71,795
Number of Competition Pubs	4	4	148
Adults 18+ per Competition Pub	304	593	485

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	8	0.6%	8
Circuit Bar	0	24	2.0%	49
Community Pub	0	381	31.4%	164
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	193	15.9%	90
High Street Pub	0	354	29.1%	158
Premium Local	1	256	21.0%	128

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	24	1.0%	13
Circuit Bar	0	35	1.5%	36
Community Pub	0	675	28.5%	149
Craft Led	0	1	0.1%	2
Great Pub Great Food	0	424	17.9%	101
High Street Pub	0	646	27.3%	148
Premium Local	1	549	23.2%	140

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	3,541	4.9%	61
Circuit Bar	10	3,377	4.7%	116
Community Pub	11	18,394	25.6%	134
Craft Led	0	2,469	3.4%	100
Great Pub Great Food	6	9,957	13.9%	78
High Street Pub	29	17,757	24.7%	134
Premium Local	31	12,372	17.2%	104

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																																								
Around GB Average	Index value is between 80 - 120																																								
Under GB Average	Index value is < 80																																								
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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.																																									
<b>Competition Pubs</b>																																									
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.																																									
<b>Mobile data</b>																																									
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.																																									
<b>Acorn</b>																																									
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.																																									
<b>Transactional data</b>																																									
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.																																									
<b>Sparsity</b>																																									
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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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						
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