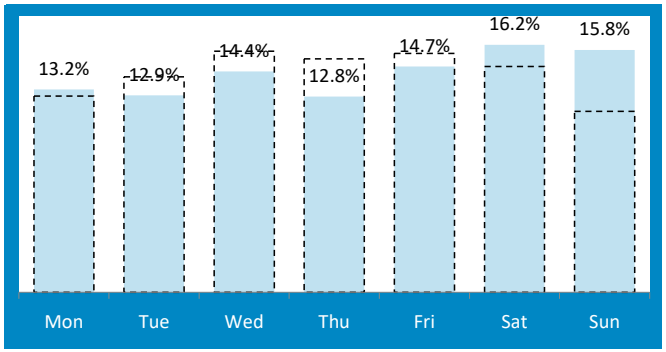
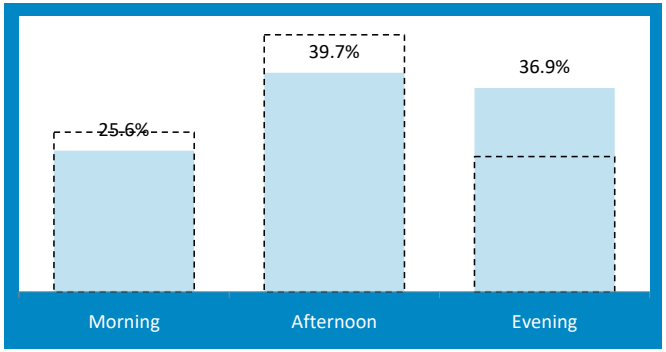
Parks Inn

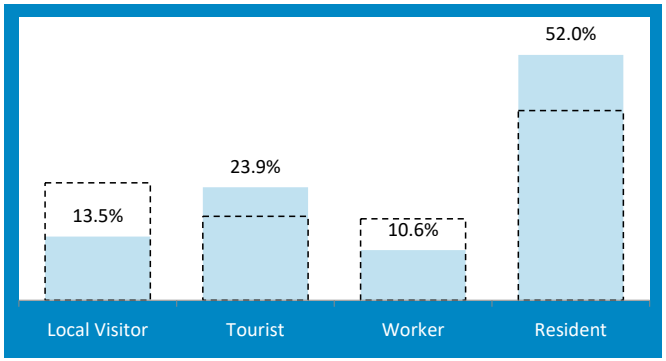
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2.084	5.344
Adult Pop		1.663	4.529
Affluence	Low	33%	33%
	Medium	67%	38%
	High	0%	27%
Young		2%	28%
Midlife Young Kids		7%	11%
Midlife Carefree		13%	16%
Mature		78%	44%
Competition Count		2	43

Visitors

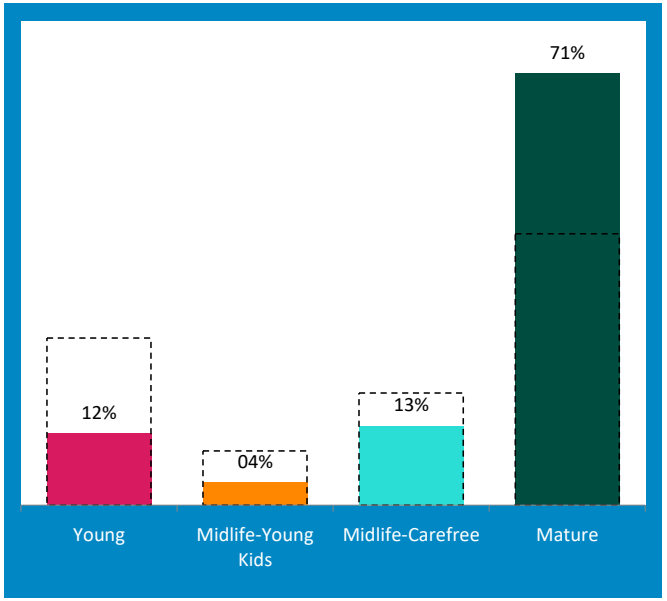






Spend Profile

	This Site	Benchmark
£ATV	£14	£30
Average Distance Travelled in miles	25	27



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Catchment Summary - Parks Inn

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		2.084	3.775	75.122	39	19	18
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		1.663	3.026	61.568	37	18	18
Competition Pubs		2	3	226	5	3	29
Adults 18+ per Competition Pub		832	1.009	272	121	147	40
% Adults Likely to Drink		81,0%	82,0%	82,0%	101	103	103
Affluence	Low	32,5%	21,8%	30,1%	98	66	91
	Medium	67,2%	67,4%	41,4%	176	176	108
	High	0,3%	10,9%	27,6%	1	40	100
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23.579	£25.204	£24.199	104	112	107
Age Profile	18-24	142	253	4.400	80	79	69
	25-34	294	497	8.181	104	97	81
	35-44	274	445	8.720	97	87	86
	45-64	596	1.073	21.814	114	113	116
	65+	357	758	18.453	89	104	128



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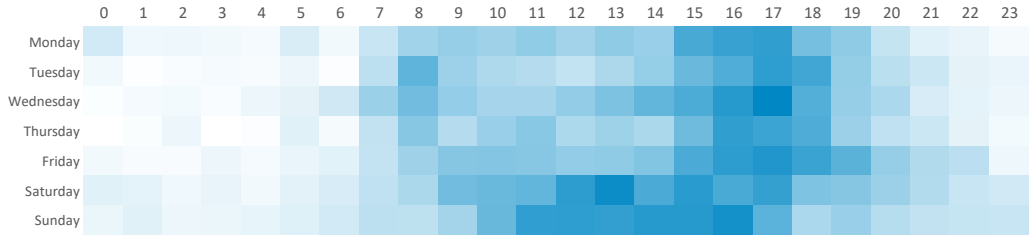
Pub Sites
Catchment

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*	Population Count 20 min WT*	Population Count 20 min DT**	Index vs GB average 10 min WT*	Index vs GB average 20 min WT*	Index vs GB average 20 min DT**
Young	28	41	8.956	6	5	52
Midlife - Young Kids	122	249	3.751	67	75	56
Midlife - Carefree	224	393	8.249	85	82	85
Mature	1.289	2.343	40.039	175	175	147
Not Private Households	0	0	573	0	0	7.692
Total	**1.663**	**3.026**	**61.568**			

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Per Pub - Parks Inn

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1.663	3.026	61.568
Number of Competition Pubs	2	3	226
Adults 18+ per Competition Pub	832	1.009	272

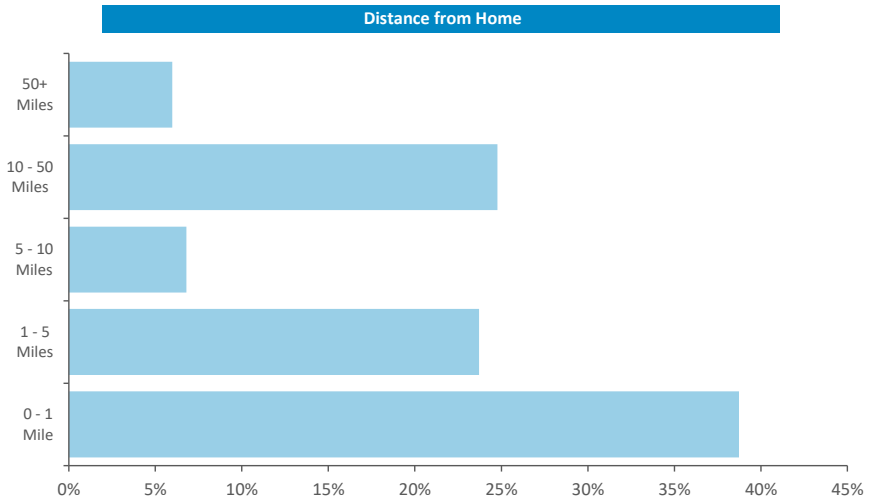
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	141	8,5%	108
Family Pub Dining	0	168	10,1%	111
Great Pub Great Food	0	274	16,5%	98
Leisure	0	173	10,4%	104
Mainstream	1	272	16,3%	117
Premium	1	237	14,3%	100
Restaurant	0	354	21,3%	93
Super Premium	0	43	2,6%	66

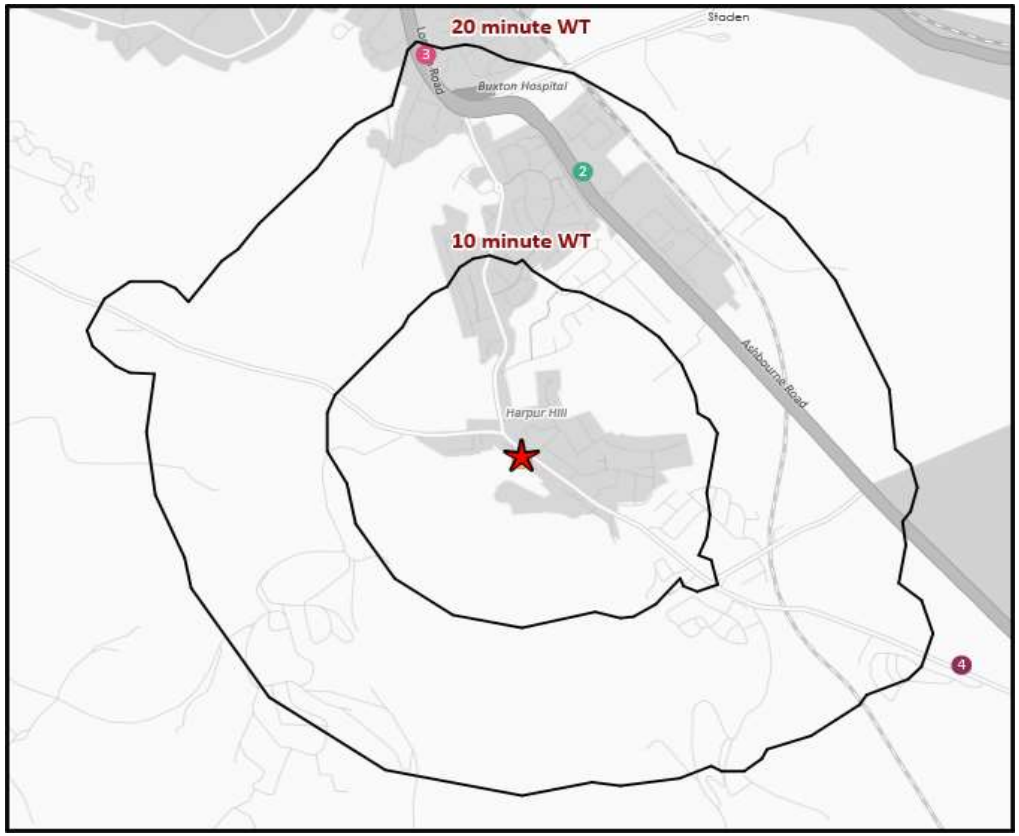
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	222	7,3%	93
Family Pub Dining	0	283	9,4%	103
Great Pub Great Food	0	540	17,9%	107
Leisure	0	320	10,6%	105
Mainstream	1	462	15,3%	109
Premium	1	443	14,6%	102
Restaurant	0	663	21,9%	95
Super Premium	0	94	3,1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	4.600	7,5%	95
Family Pub Dining	9	5.583	9,1%	100
Great Pub Great Food	26	10.893	17,7%	106
Leisure	20	6.327	10,3%	102
Mainstream	55	8.858	14,4%	103
Premium	63	8.760	14,2%	99
Restaurant	41	13.732	22,3%	97
Super Premium	1	2.227	3,6%	92



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Competition - Parks Inn



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
9	Taj Mahal Restaurant	SK17 6HA	Independent Free	Restaurant	16,3%	1,28
11	Vault	SK17 6EU	Independent Free	Restaurant	13,6%	1,33
18	New Inn	SK17 6EB	Robinsons	Mainstream	10,8%	1,41
12	Queens Head Hotel	SK17 6EU	Independent Free	Mainstream	9,9%	1,33
8	Old Sun	SK17 6HA	Marston's	Premium	9,2%	1,28
19	Buxton Football Social Club	SK17 6QH	Independent Free	Leisure	5,9%	1,43
1	Harpur Hill Club	SK17 9JD	Independent Free	Premium	5,8%	0,00
14	Level 2	SK17 6EF	Independent Free	Leisure	5,7%	1,38
0	Parks Inn	SK17 9JD	Star Pubs & Bars	Mainstream	5,6%	0,00
10	Cheshire Cheese	SK17 6HA	Titanic	Mainstream	5,2%	1,28
7	Swan	SK17 6HB	Independent Free	Mainstream	4,2%	1,26
13	Ale Stop	SK17 6HX	Independent Free	Premium	2,3%	1,37
16	Buxton Conservative Club	SK17 6EE	Independent Free	Premium	1,7%	1,40
5	Blazing Rag	SK17 9NT	Punch Pub Company	Mainstream	1,6%	1,08
20	Lucianos	SK17 6EQ	Independent Free	Premium	1,2%	1,44
3	Premier Inn	SK17 9NW	Whitbread Hotels	Family Pub Dir	0,6%	0,92
2	Sterndale Moor Club	SK17 9RY	Independent Free	Classic	0,3%	0,65
4	Buxton Rugby Club	SK17 9PX	Independent Free	Premium	0,0%	1,03
6	Sushi Kaji	SK17 6HB	Independent Free	Restaurant	0,0%	1,26
15	Khom Khai	SK17 6JY	Independent Free	Restaurant	0,0%	1,38
17	Arcade Cafe	SK17 6EB	Independent Free	Restaurant	0,0%	1,41

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

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Pub Sites
Catchment

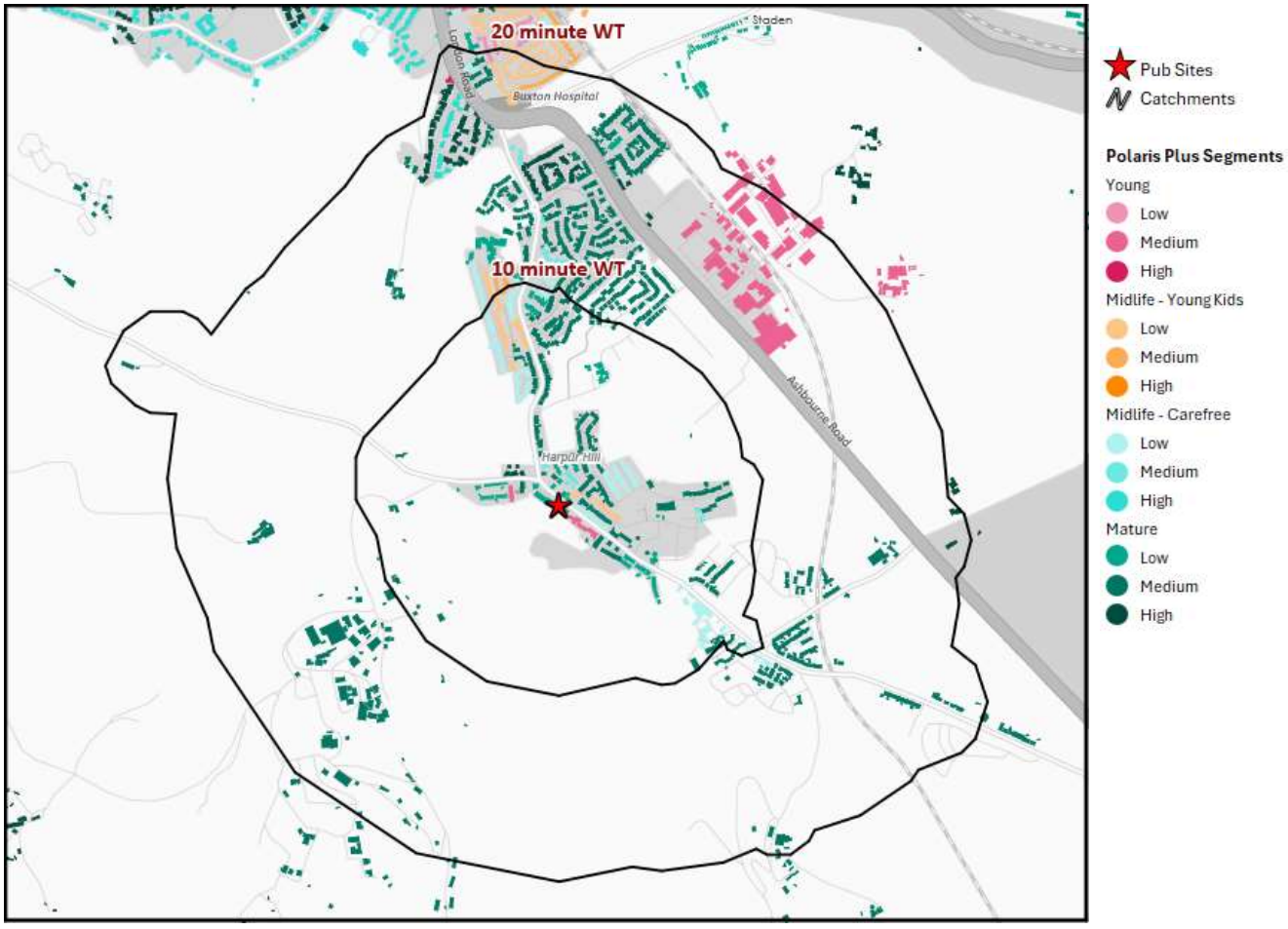
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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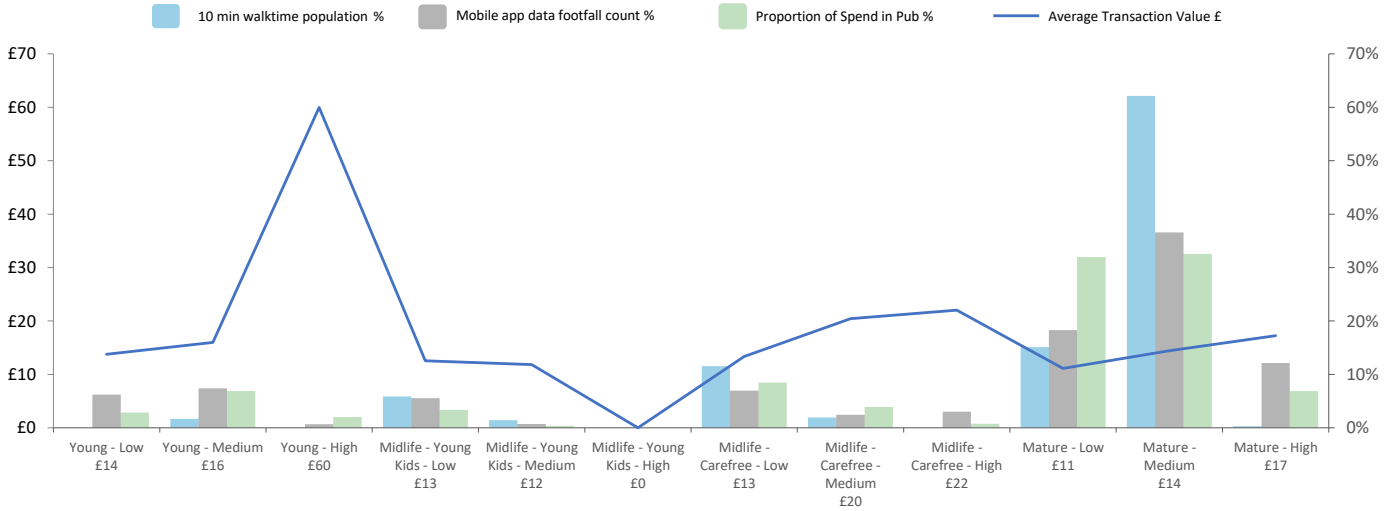
Catchment Summary - Parks Inn

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
118491	Parks Inn	SK17 9JD	Star Pubs & Bars	Mainstream	18



Polaris Plus Profile



See the Glossary page for further information on the above variables

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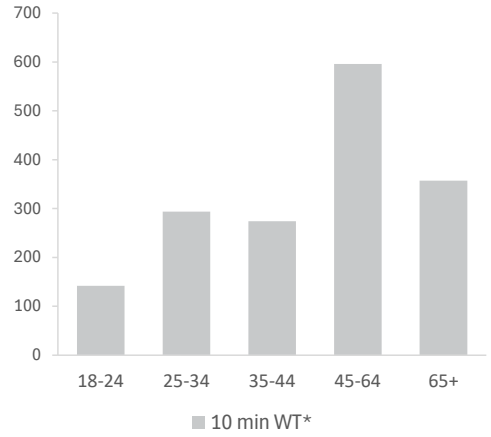
Catchment Summary - Parks Inn

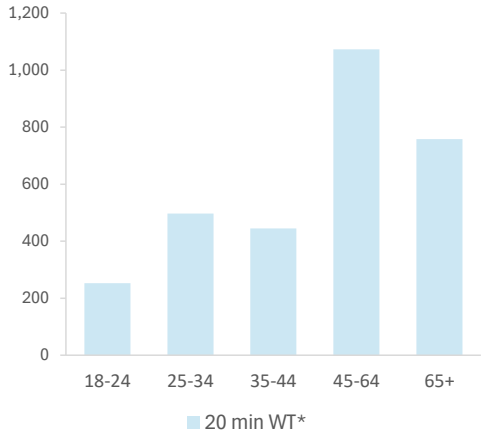
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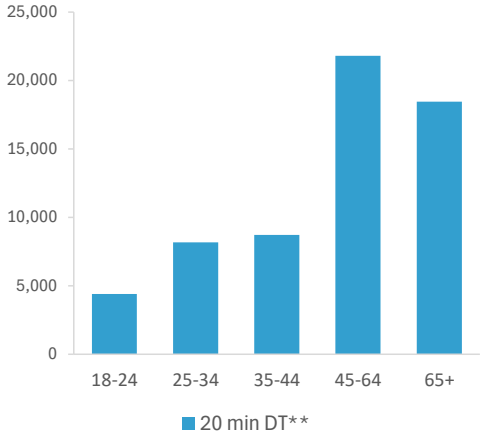
Over GB Average
Around GB Average
Under GB Average

*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		2.084	3.775	75.122	39	19	18
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1.663	3.026	61.568	37	18	18
Competition Pubs		2	3	226	5	3	29
Adults 18+ per Competition Pub		832	1.009	272	121	147	40
% Adults Likely to Drink		81,0%	82,0%	82,0%	101	103	103
Affluence	Low	32,5%	21,8%	30,1%	98	66	91
	Medium	67,2%	67,4%	41,4%	176	176	108
	High	0,3%	10,9%	27,6%	1	40	100
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23.579	£25.204	£24.199	104	112	107
Age Profile	18-24	142	253	4.400	80	79	69
	25-34	294	497	8.181	104	97	81
	35-44	274	445	8.720	97	87	86
	45-64	596	1.073	21.814	114	113	116
	65+	357	758	18.453	89	104	128







		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	1,026 (49%)	1,869 (50%)	36,939 (49%)	100	101	100
	Female	1,058 (51%)	1,906 (50%)	38,183 (51%)	100	99	100
Economic Status (16+)	Employed: Full-time	734 (43%)	1,221 (39%)	20,055 (32%)	127	116	93
	Employed: Part-time	296 (17%)	518 (17%)	8,457 (13%)	145	139	112
	Self employed	137 (8%)	254 (8%)	7,094 (11%)	87	88	121
	Unemployed	34 (2%)	63 (2%)	1,151 (2%)	72	74	66
	Full-time student	20 (1%)	41 (1%)	832 (1%)	47	53	53
	Retired	318 (19%)	697 (22%)	17,607 (28%)	86	103	128
	Other	166 (10%)	313 (10%)	8,073 (13%)	55	57	72
Total Worker Count		468	1.030	39.469			

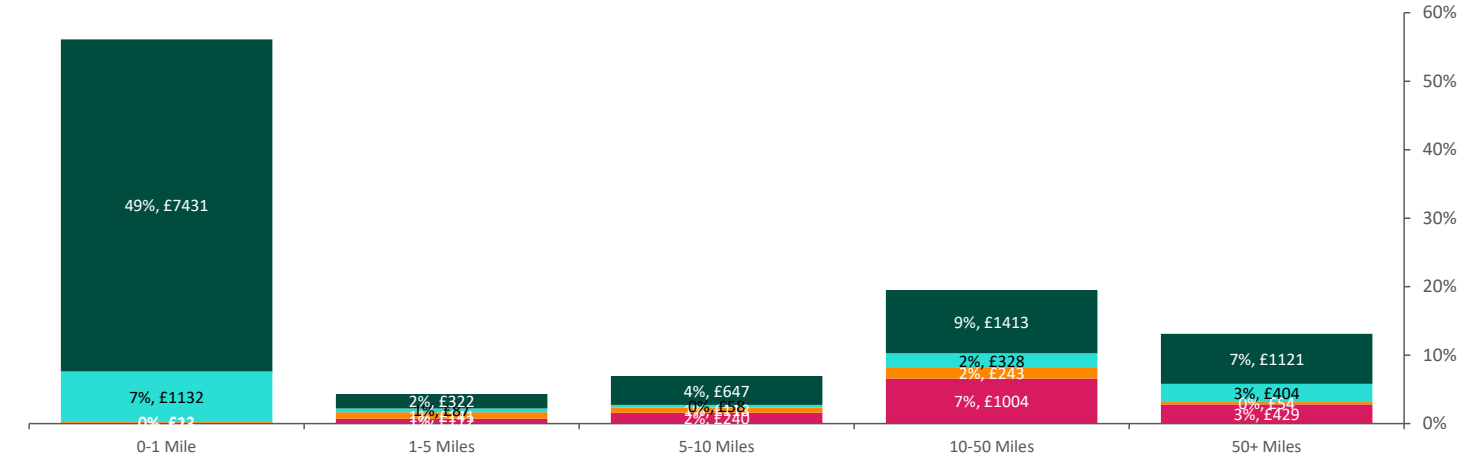
See the Glossary page for further information on the above variables

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Transactional Data Summary - Parks Inn

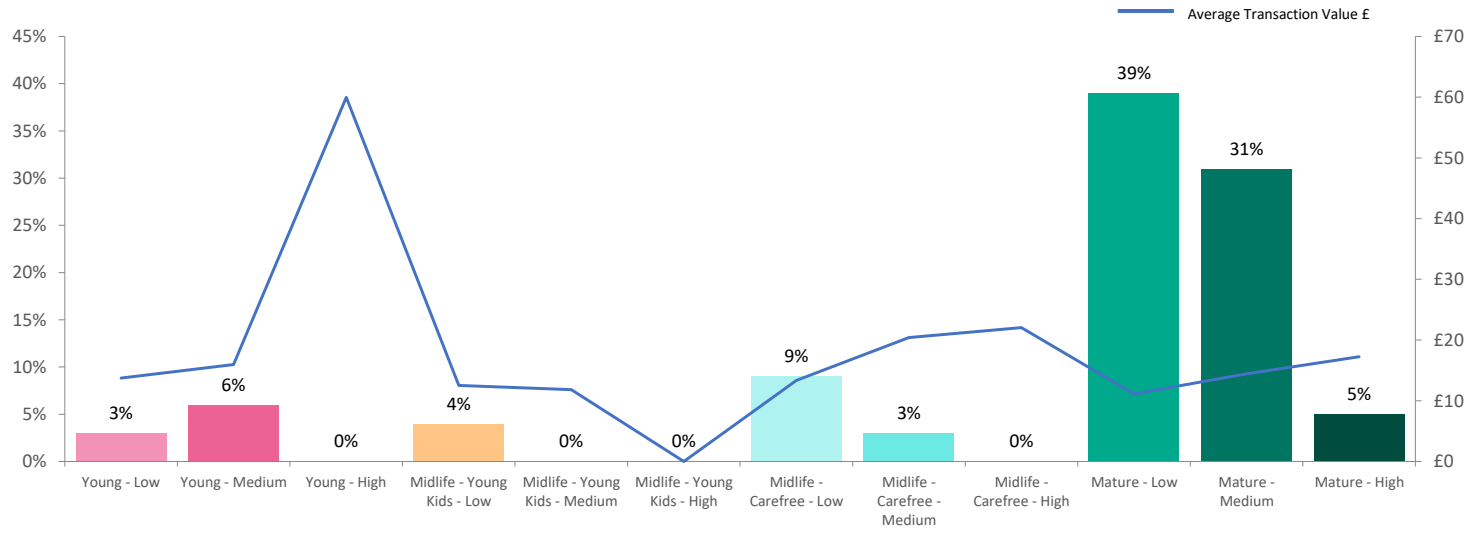
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Spend by Polaris and Distance from Home



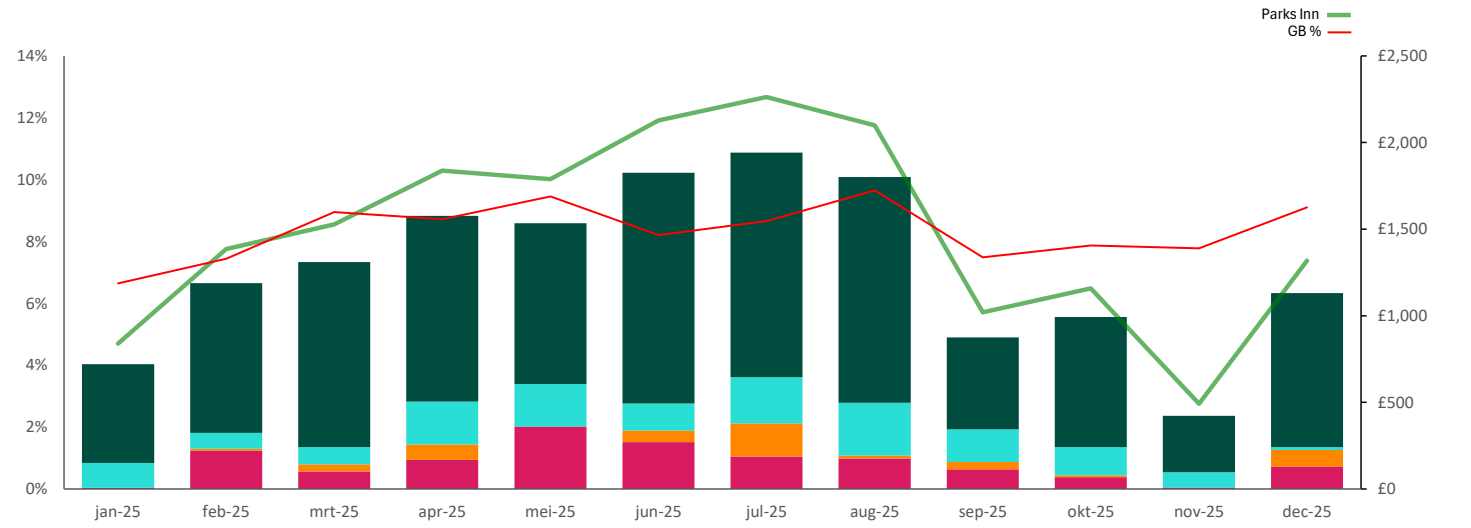
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



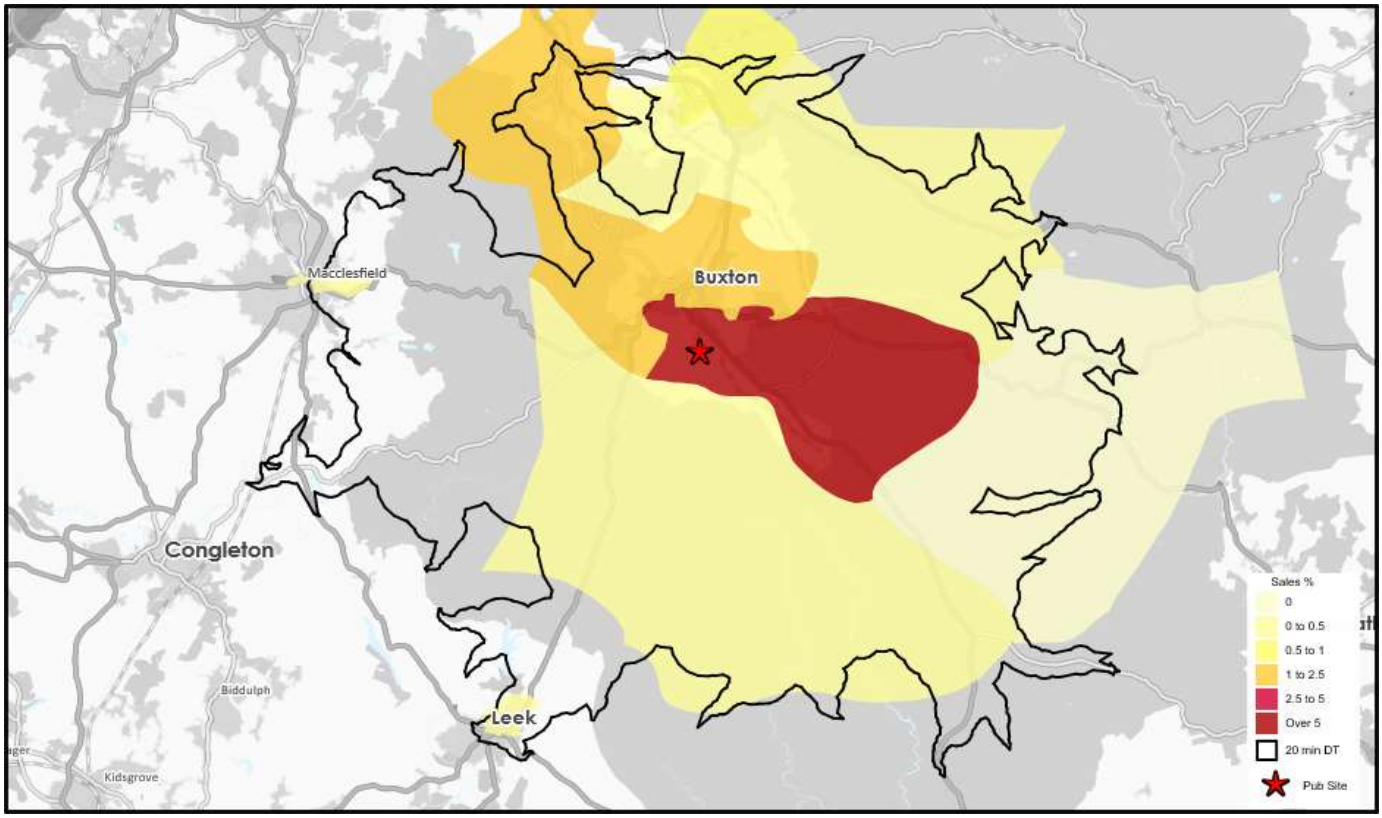
Seasonality of the spend split by month

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Transactional Data Maps - Parks Inn

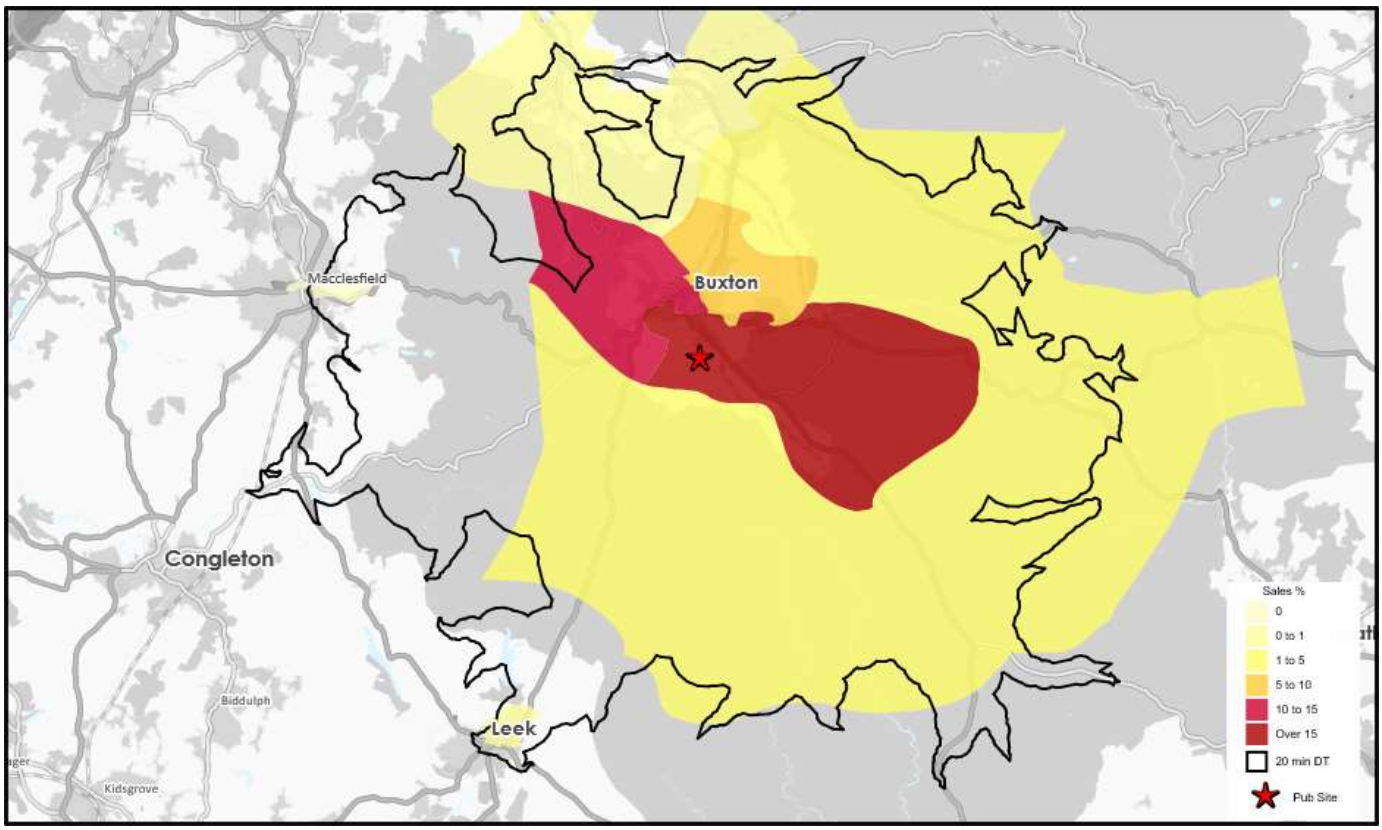
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Parks Inn Share of Spend from Postcode Sectors within 20 minute Drive



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 Parks Inn



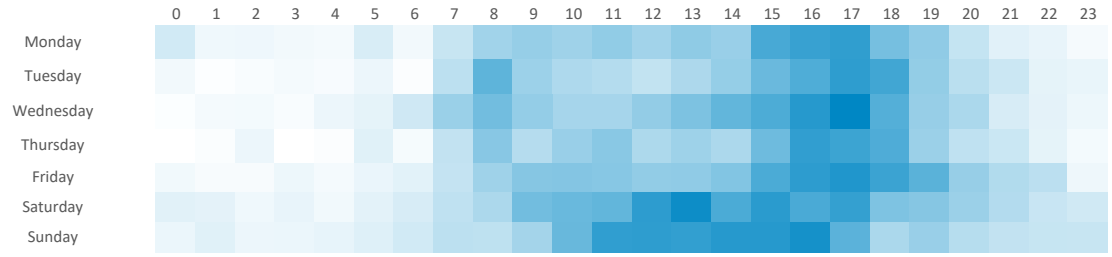
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Parks Inn

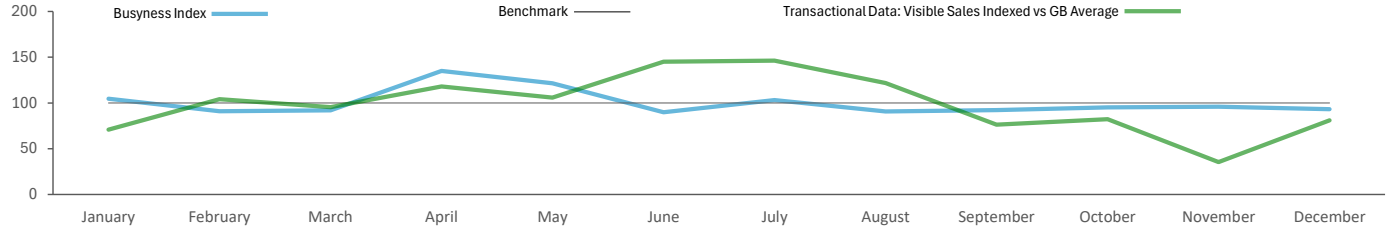
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Time of Day/Day of Week



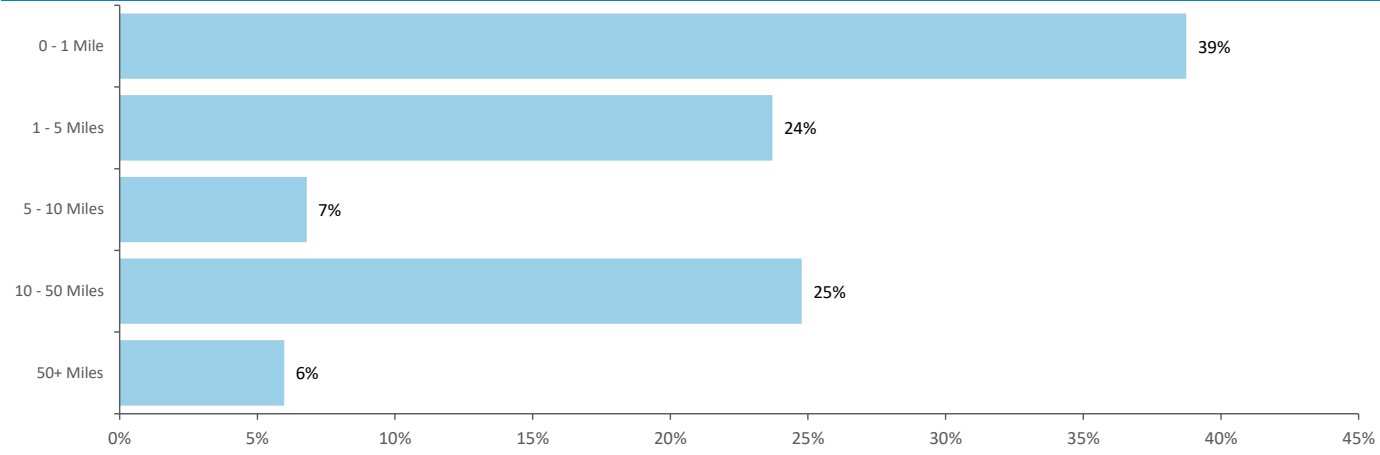
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



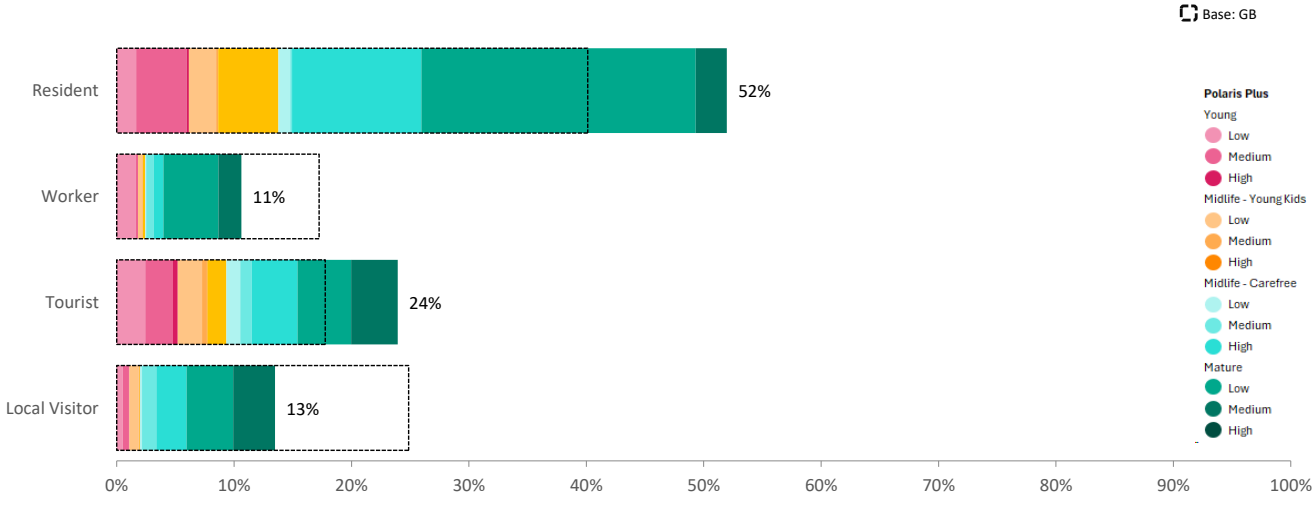
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



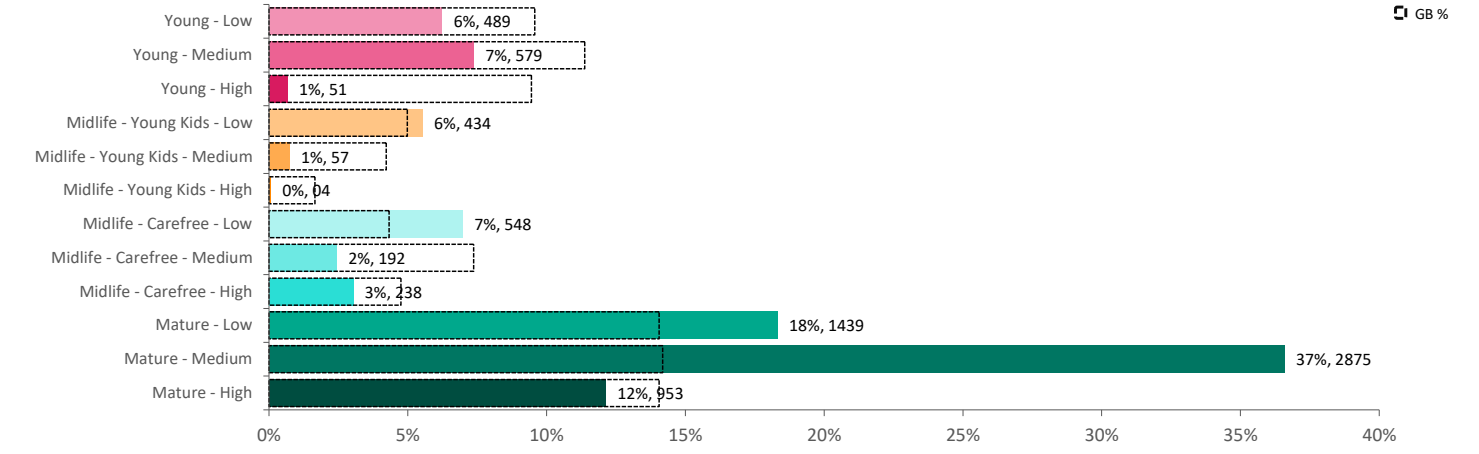
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Parks Inn

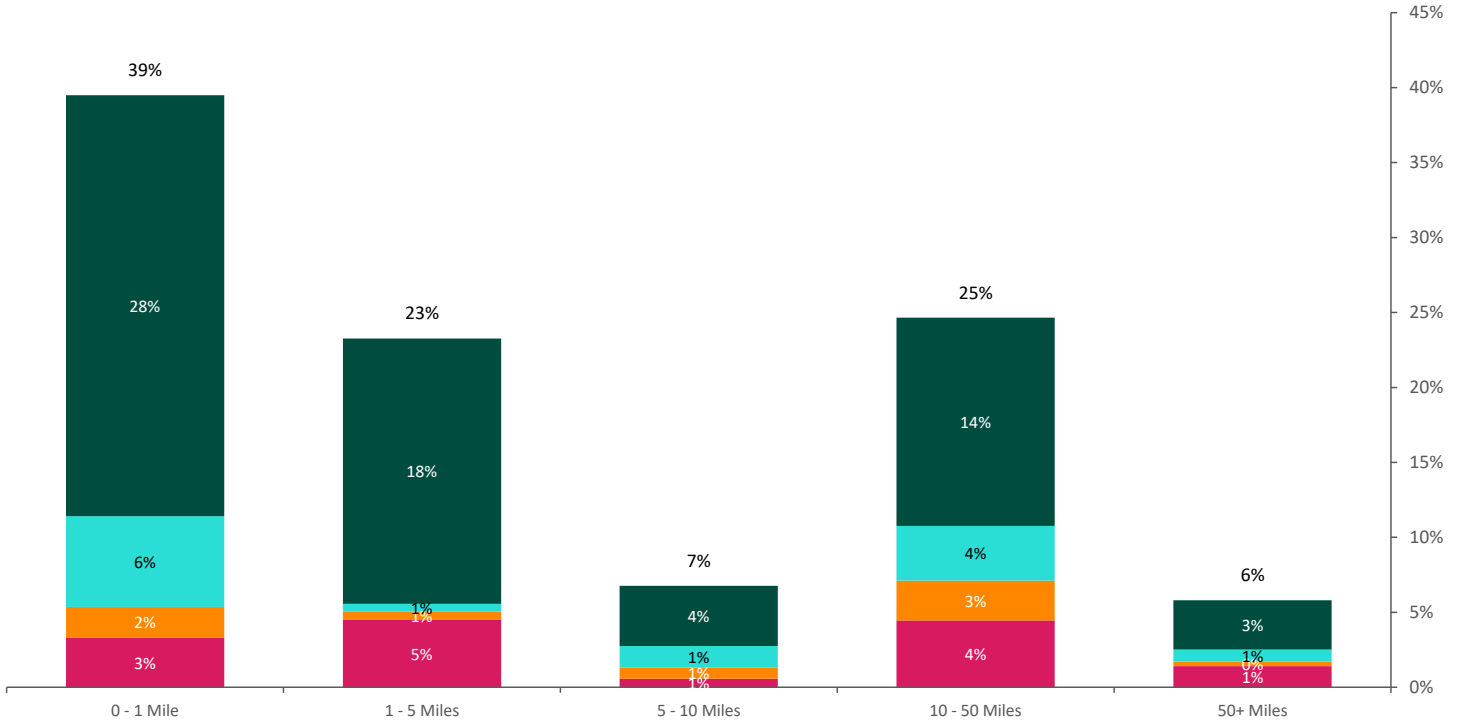
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Polaris Plus Profile



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



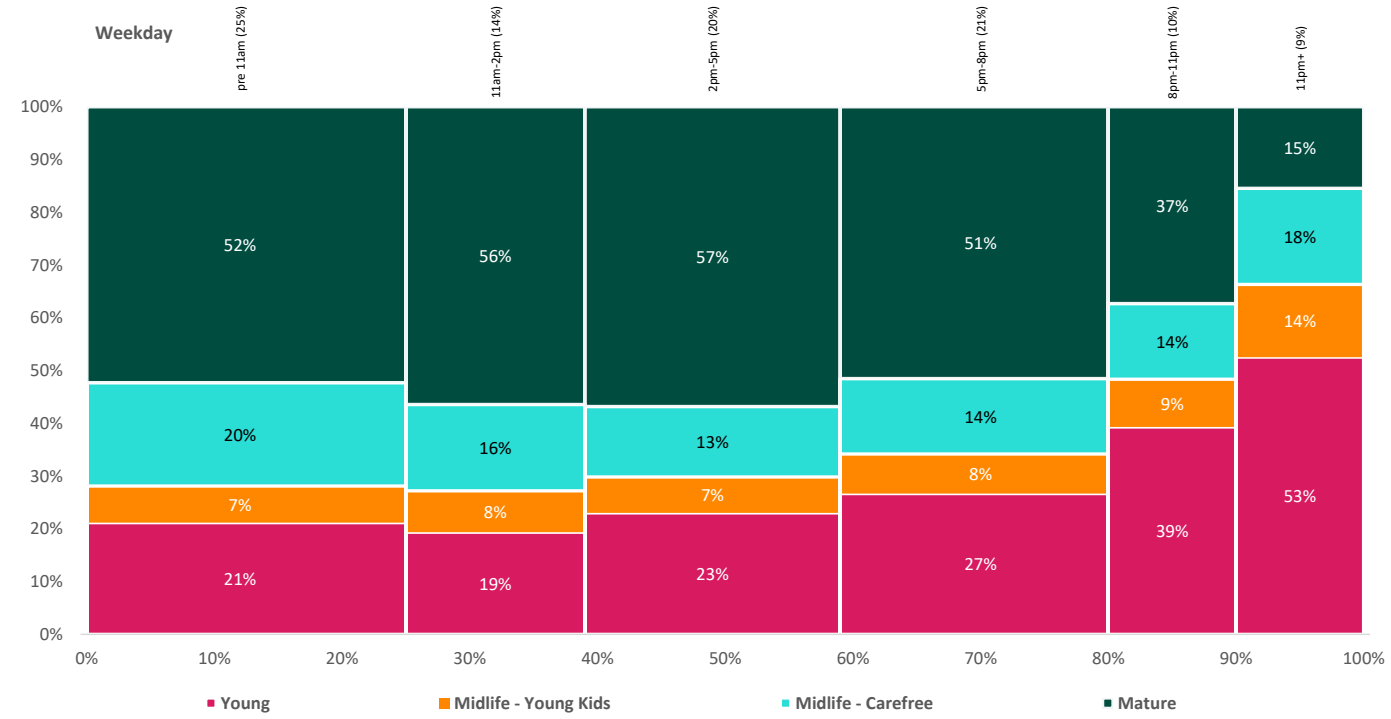
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Parks Inn

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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	1.268	777	1.116	1.056	350	140	4.707
Midlife - Carefree	475	225	263	293	135	166	1.557
Midlife - Young Kids	169	108	133	154	85	125	774
Young	513	267	452	547	369	477	2.625
All	2.426	1.376	1.964	2.050	938	908	9.662

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



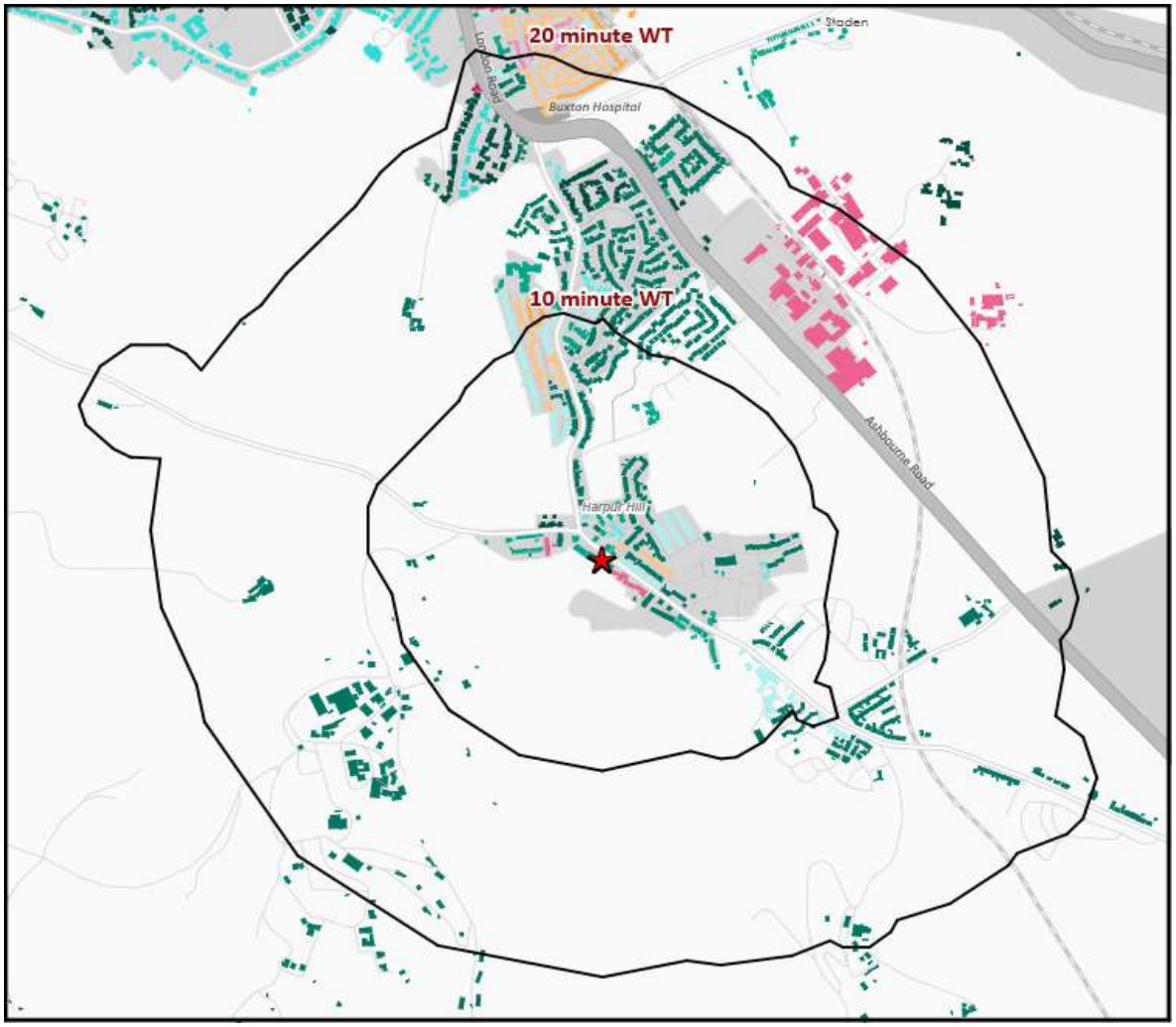
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	377	484	526	330	171	84	1.972
Midlife - Young Kids	122	110	100	82	34	51	499
Midlife - Carefree	118	72	84	58	47	64	442
Mature	420	274	242	208	186	272	1.603
All	1.037	940	953	678	438	471	4.516

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

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Polaris Plus Summary - Parks Inn

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

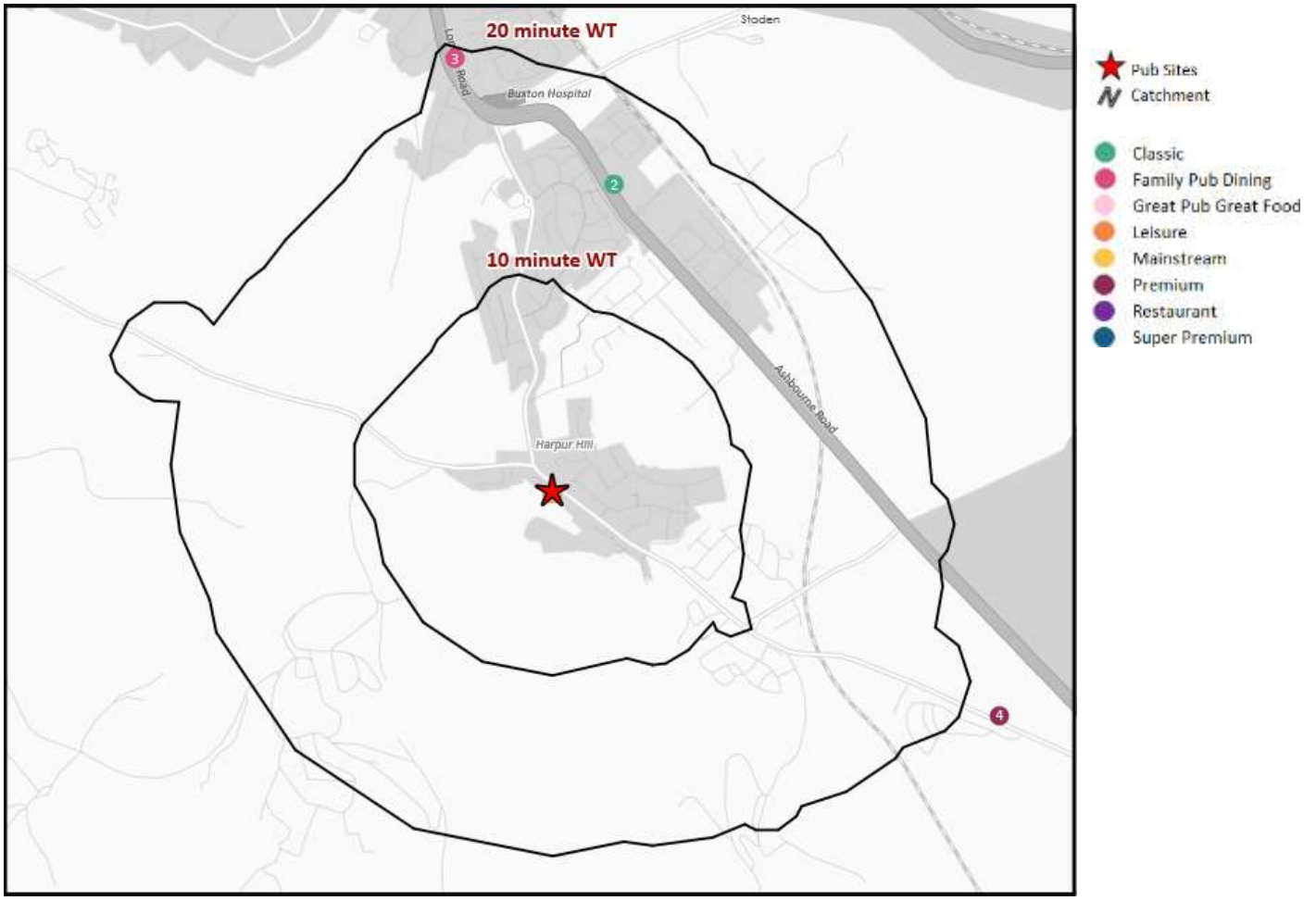
Over GB Average
Around GB Average
Under GB Average

	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	0	0	2.355	0	0	39
Medium	28	35	5.633	15	11	83
High	0	6	968	0	3	24
Midlife - Young Kids						
Low	98	151	3.117	105	89	90
Medium	24	98	634	33	73	23
High	0	0	0	0	0	0
Midlife - Carefree						
Low	192	246	934	271	191	36
Medium	32	42	1.697	27	19	39
High	0	105	5.618	0	76	200
Mature						
Low	251	262	12.113	112	64	146
Medium	1.033	1.863	17.518	396	393	181
High	5	218	10.408	2	48	112
Not Private Households	0	0	573	0	0	87
Total	1.663	3.026	61.568			

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CGA Summary - Parks Inn

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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	Parks Inn	SK17 9JD	Star Pubs & Bars	Mainstream	5,6%	65,9%	0,00
1	Harpur Hill Club	SK17 9JD	Independent Free	Premium	5,8%	83,0%	0,00
2	Sterndale Moor Club	SK17 9RY	Independent Free	Classic	0,3%	75,3%	0,65
3	Premier Inn	SK17 9NW	Whitbread Hotels	Family Pub Dining	0,6%	2,4%	0,92
4	Buxton Rugby Club	SK17 9PX	Independent Free	Premium	0,0%	0,0%	1,03
5	Blazing Rag	SK17 9NT	Punch Pub Company	Mainstream	1,6%	72,5%	1,08
6	Sushi Kaji	SK17 6HB	Independent Free	Restaurant	0,0%	0,0%	1,26
7	Swan	SK17 6HB	Independent Free	Mainstream	4,2%	82,9%	1,26
8	Old Sun	SK17 6HA	Marston's	Premium	9,2%	48,5%	1,28
9	Taj Mahal Restaurant	SK17 6HA	Independent Free	Restaurant	16,3%	48,7%	1,28
10	Cheshire Cheese	SK17 6HA	Titanic	Mainstream	5,2%	56,9%	1,28
11	Vault	SK17 6EU	Independent Free	Restaurant	13,6%	64,1%	1,33
12	Queens Head Hotel	SK17 6EU	Independent Free	Mainstream	9,9%	54,5%	1,33
13	Ale Stop	SK17 6HX	Independent Free	Premium	2,3%	75,9%	1,37
14	Level 2	SK17 6EF	Independent Free	Leisure	5,7%	72,9%	1,38
15	Khom Khai	SK17 6JY	Independent Free	Restaurant	0,0%	0,0%	1,38
16	Buxton Conservative Club	SK17 6EE	Independent Free	Premium	1,7%	97,6%	1,40
17	Arcade Cafe	SK17 6EB	Independent Free	Restaurant	0,0%	0,0%	1,41
18	New Inn	SK17 6EB	Robinsons	Mainstream	10,8%	66,6%	1,41
19	Buxton Football Social Club	SK17 6QH	Independent Free	Leisure	5,9%	61,4%	1,43
20	Lucianos	SK17 6EQ	Independent Free	Premium	1,2%	82,1%	1,44

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 - Parks Inn

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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+	1.663	3.026	61.568
Number of Competition Pubs	2	3	226
Adults 18+ per Competition Pub	832	1.009	272

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	141	8,5%	108
Family Pub Dining	0	168	10,1%	111
Great Pub Great Food	0	274	16,5%	98
Leisure	0	173	10,4%	104
Mainstream	1	272	16,3%	117
Premium	1	237	14,3%	100
Restaurant	0	354	21,3%	93
Super Premium	0	43	2,6%	66

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	222	7,3%	93
Family Pub Dining	0	283	9,4%	103
Great Pub Great Food	0	540	17,9%	107
Leisure	0	320	10,6%	105
Mainstream	1	462	15,3%	109
Premium	1	443	14,6%	102
Restaurant	0	663	21,9%	95
Super Premium	0	94	3,1%	79

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	4.600	7,5%	95
Family Pub Dining	9	5.583	9,1%	100
Great Pub Great Food	26	10.893	17,7%	106
Leisure	20	6.327	10,3%	102
Mainstream	55	8.858	14,4%	103
Premium	63	8.760	14,2%	99
Restaurant	41	13.732	22,3%	97
Super Premium	1	2.227	3,6%	92

CACI

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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