

# Catchment Summary - Boot & Ship Bagillt



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

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

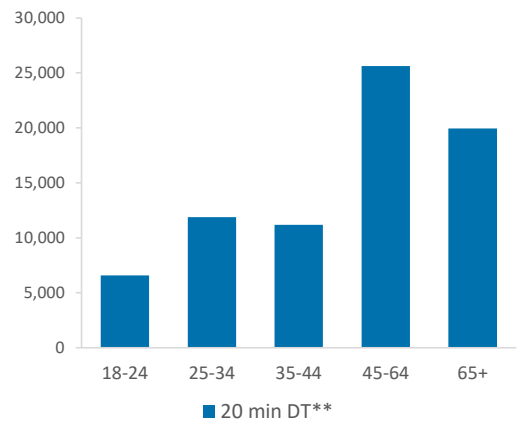
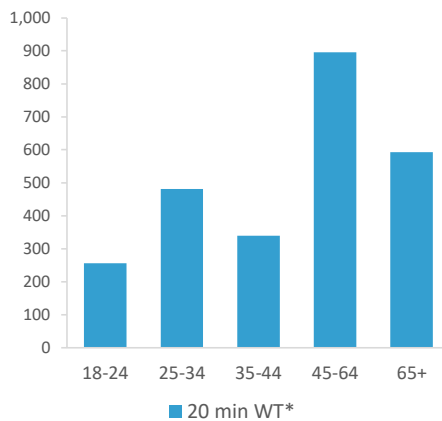
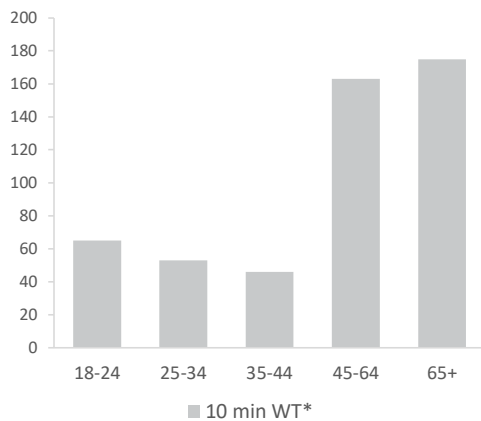
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	590	3,237	94,890	11	22	25
Adults 18+	502	2,566	75,208	12	14	25
Competition Pubs	1	3	97	7	9	27
Adults 18+ per Competition Pub	502	855	775	61	104	94
% Adults Likely to Drink	81.2%	81.0%	82.8%	99	98	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	21.9%	30.0%	16.7%	85	117	65
	Medium	78.1%	59.5%	51.5%	198	151	131
	High	0.0%	10.5%	31.5%	0	31	94

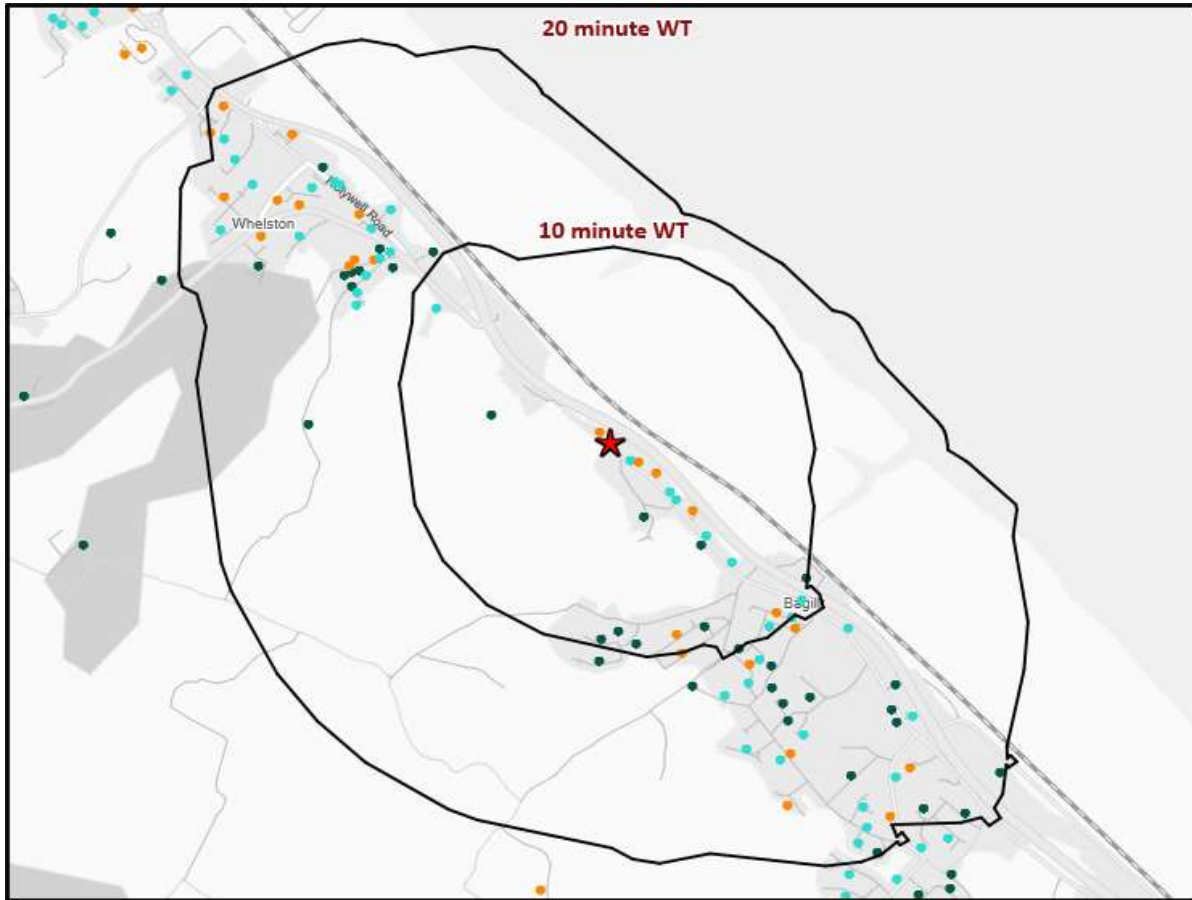
\*Affluence does not include Not Private Households

Age Profile	18-24	65	256	6,600	136	98	86
	25-34	53	481	11,872	68	112	94
	35-44	46	340	11,168	61	82	91
	45-64	163	896	25,628	108	108	106
	65+	175	593	19,940	155	96	110



		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	270 (46%)	1,602 (49%)	46,741 (49%)	93	100	100
	Female	320 (54%)	1,635 (51%)	48,149 (51%)	107	100	100
Economic Status (16-74)	Employed: Full-time	166 (39%)	979 (41%)	29,585 (43%)	94	99	105
	Employed: Part-time	43 (10%)	322 (14%)	9,518 (14%)	78	105	108
	Self employed	35 (8%)	161 (7%)	5,105 (8%)	86	71	79
	Unemployed	10 (2%)	66 (3%)	1,442 (2%)	99	117	89
	Retired	90 (21%)	334 (14%)	11,011 (16%)	154	102	117
	Other	80 (19%)	506 (21%)	11,404 (17%)	96	108	85
Total Worker Count		66	610	47,743			

See the Glossary page for further information on the above variables

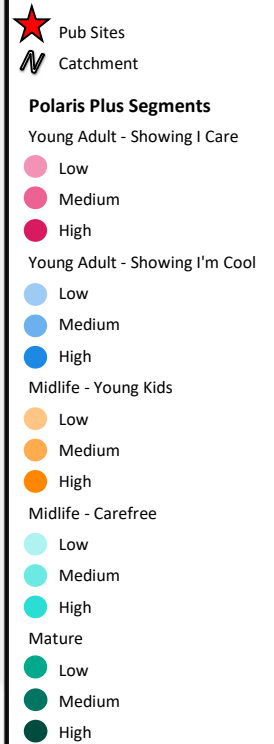
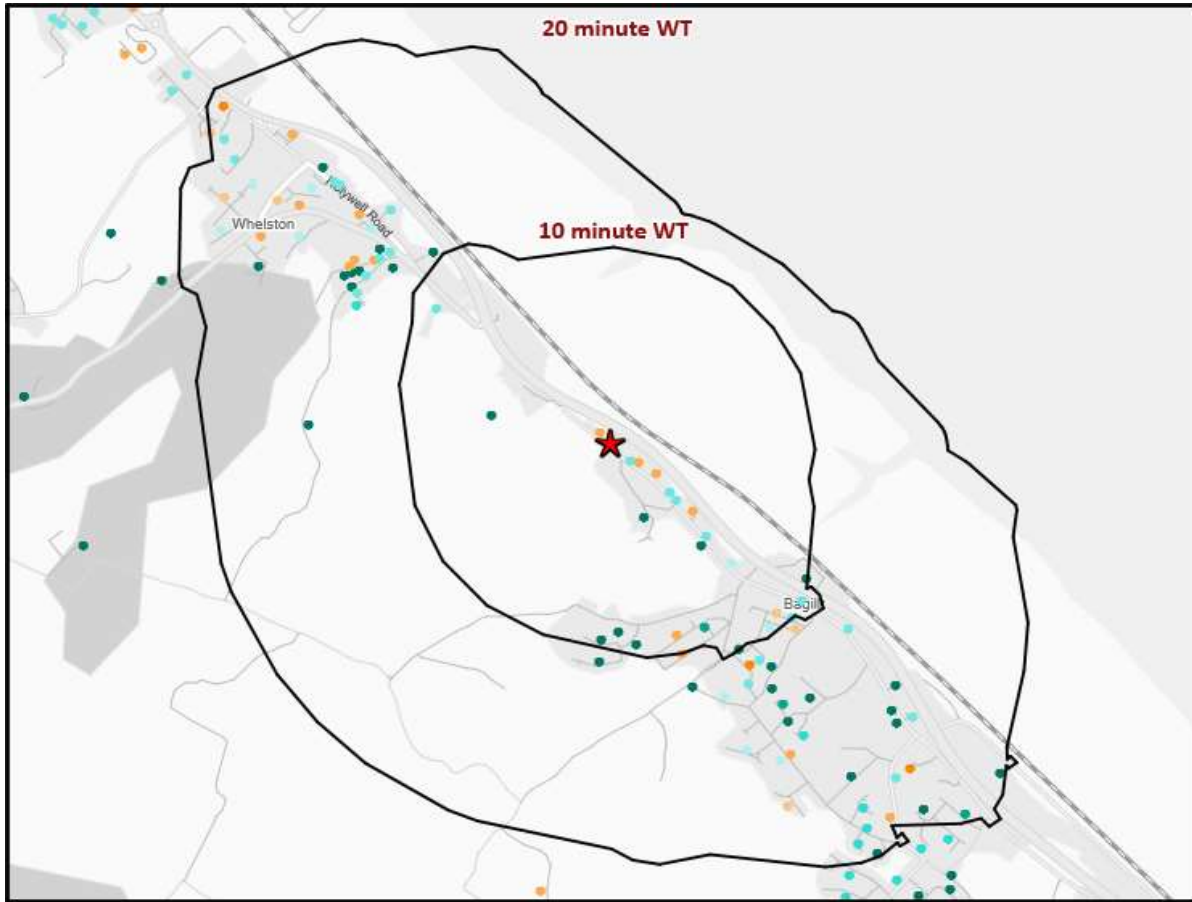


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	0	0	93	0	0	1
Young Adult - Showing I'm Cool	0	0	1,491	0	0	22
Midlife - Young Kids	64	751	19,829	41	93	84
Midlife - Carefree	118	989	24,821	112	183	157
Mature	320	826	28,765	228	115	137
<b>Not Private Households</b>	0	0	209	0	0	19
<b>Total</b>	502	2,566	75,208			

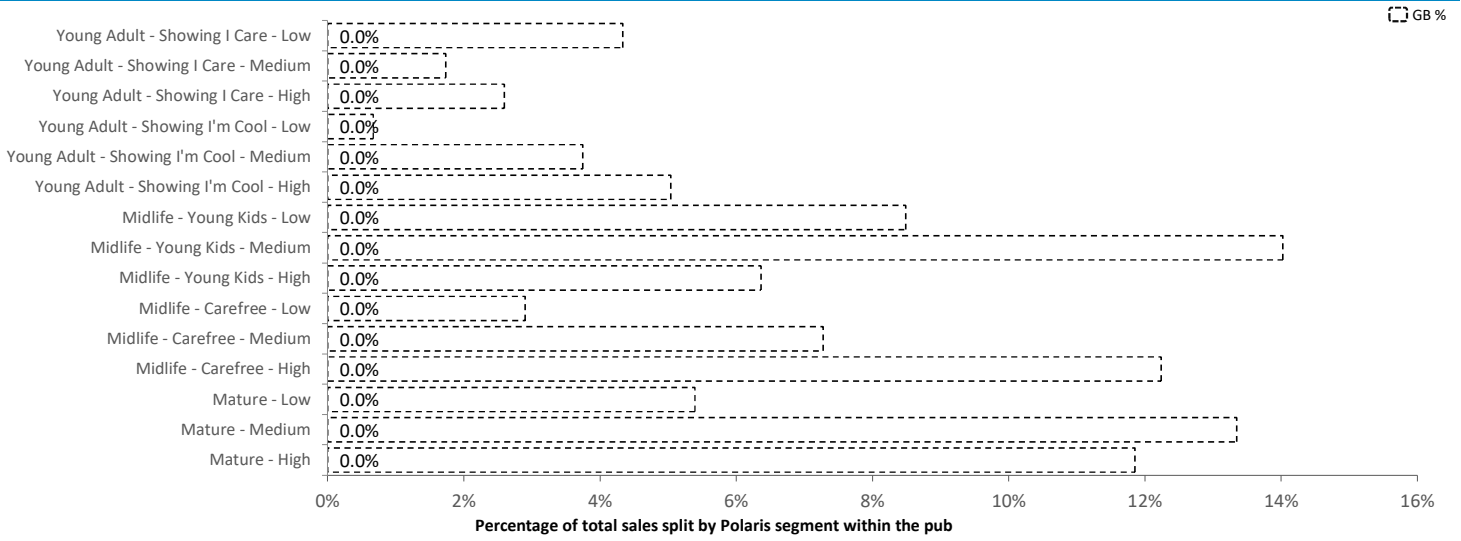


Polaris Plus Profile by Catchment

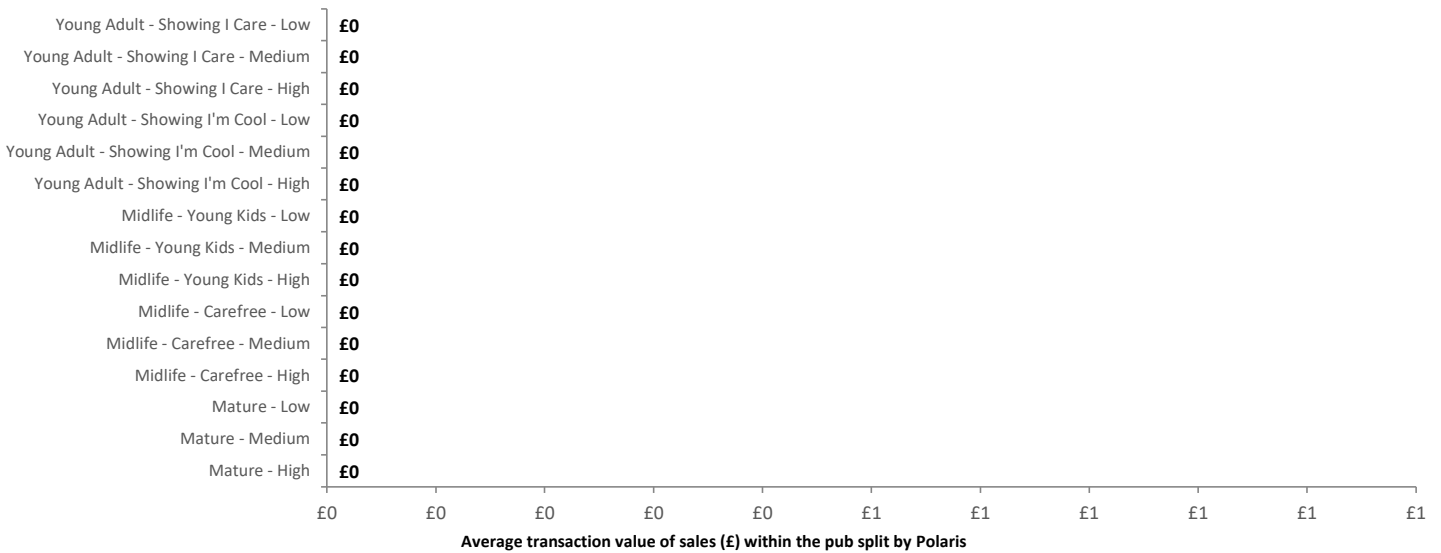
\*WT= Walktime, \*\*DT= Drivetime

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 Adult - Showing I Care</b>						
Low	0	0	8	0	0	0
Medium	0	0	0	0	0	0
High	0	0	85	0	0	3
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	569	0	0	20
High	0	0	922	0	0	27
<b>Midlife - Young Kids</b>						
Low	37	298	3,975	66	105	48
Medium	27	423	11,016	36	110	98
High	0	30	4,838	0	22	119
<b>Midlife - Carefree</b>						
Low	73	441	5,134	428	505	201
Medium	45	309	8,152	133	179	161
High	0	239	11,535	0	85	140
<b>Mature</b>						
Low	0	31	3,440	0	20	77
Medium	320	795	19,020	504	245	200
High	0	0	6,305	0	0	89
<b>Not Private Households</b>	0	0	209	0	0	19
<b>Total</b>	502	2,566	75,208			

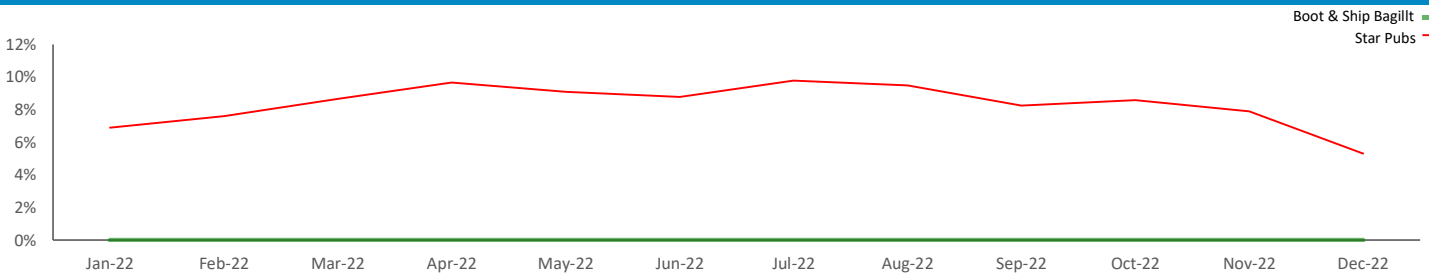
Spend by Polaris



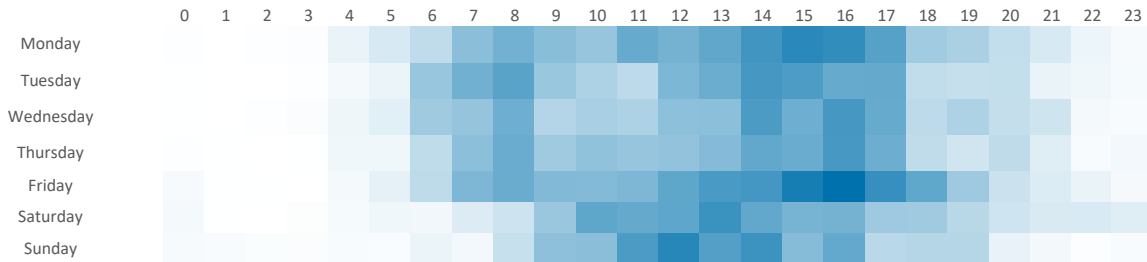
Average Transaction Values (£) by Polaris



Spend by Month

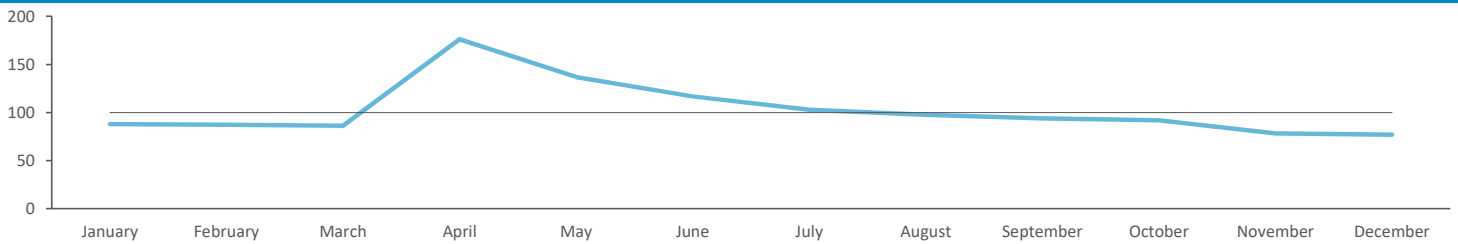


Time of Day/Day of Week



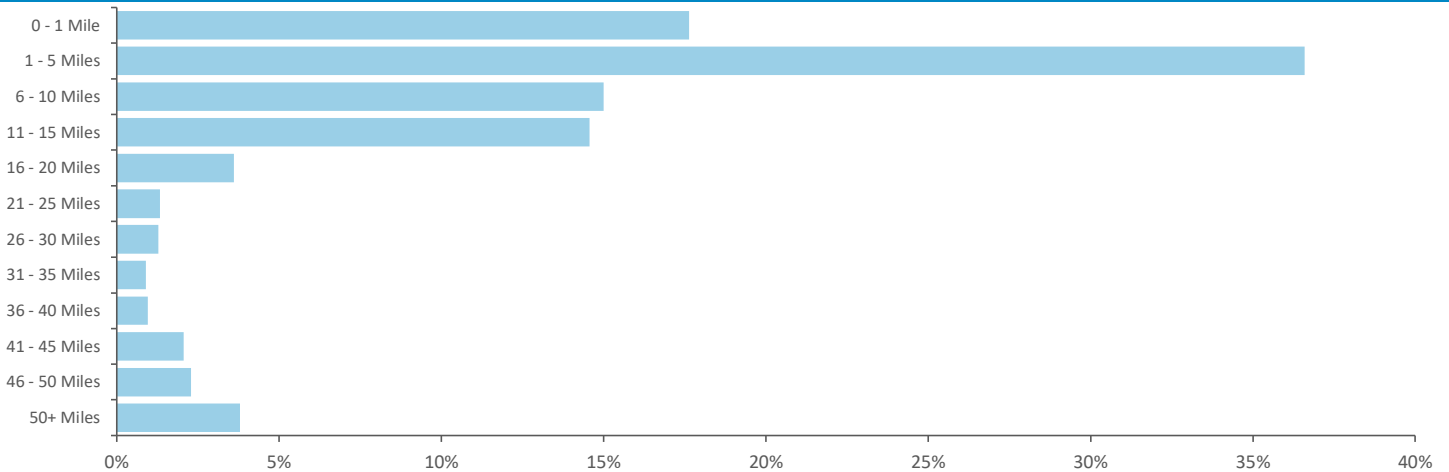
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



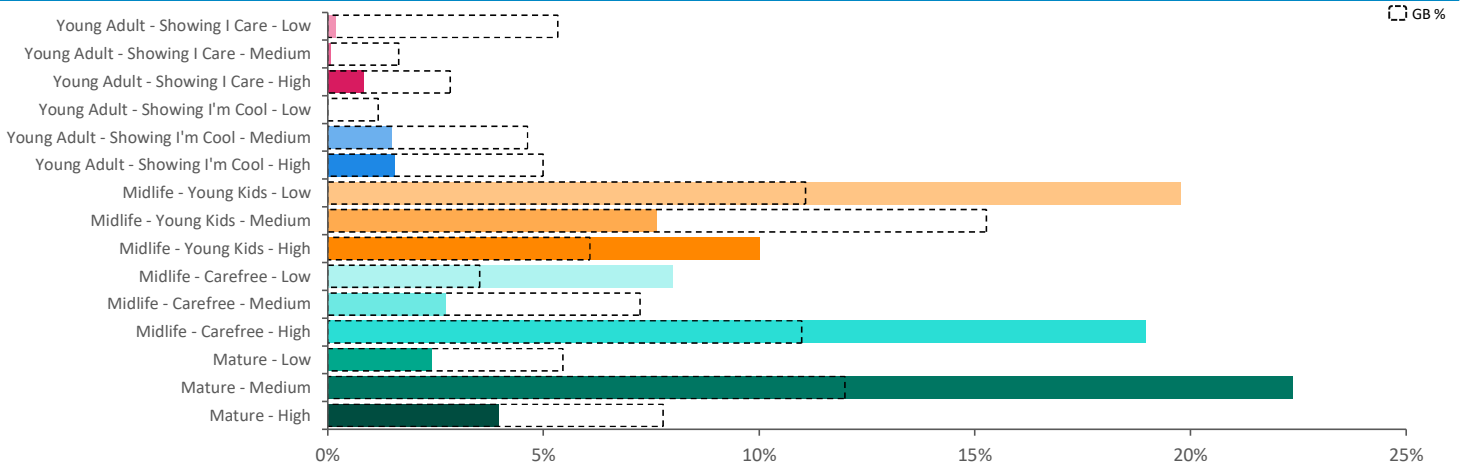
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

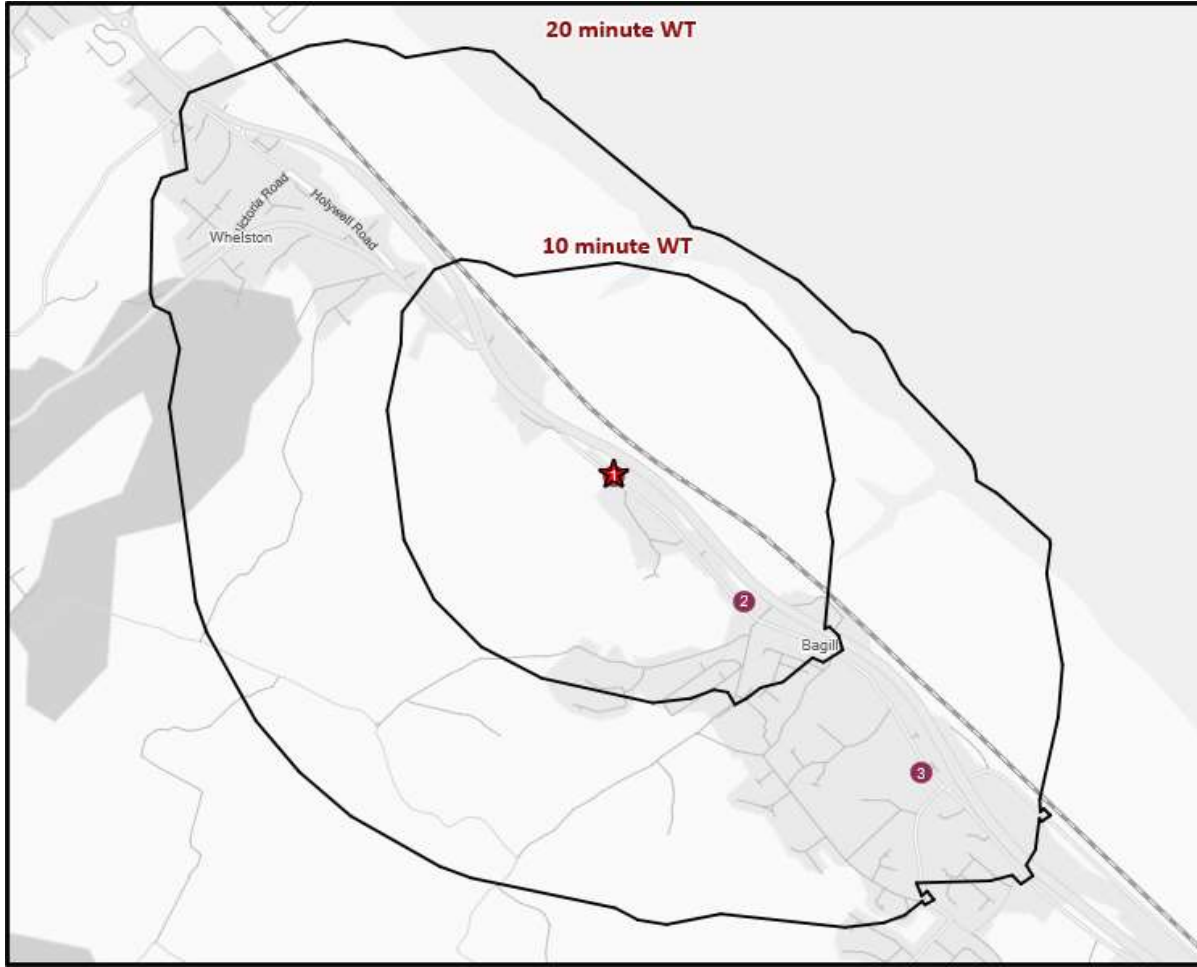


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- 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)
1	Boot & Ship	CH 6 6HE	Star Pubs & Bars	Premium Local	0.0
2	Stag Inn	CH 6 6ED	Admiral Taverns Ltd	Premium Local	0.3
3	Blossoms	CH 6 6AP	Independent Free	Premium Local	0.7

## Per Pub Analysis - Boot &amp; Ship Bagillt

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	502	2,566	75,208
Number of Competition Pubs	1	3	97
Adults 18+ per Competition Pub	502	855	775

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	6	1.1%	11
Circuit Bar	4	0.7%	20
Community Pub	110	22.0%	127
Craft Led	2	0.3%	10
Great Pub Great Food	60	11.9%	62
High Street Pub	114	22.7%	131
Premium Local	89	17.7%	101

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	111	4.3%	42
Circuit Bar	59	2.3%	63
Community Pub	467	18.2%	105
Craft Led	24	1.0%	30
Great Pub Great Food	303	11.8%	61
High Street Pub	459	17.9%	103
Premium Local	392	15.3%	87

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	4,992	6.6%	65
Circuit Bar	1,800	2.4%	65
Community Pub	11,763	15.6%	90
Craft Led	886	1.2%	37
Great Pub Great Food	14,788	19.7%	103
High Street Pub	11,803	15.7%	91
Premium Local	15,681	20.9%	119

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment  <b>Part-time:</b> In part-time employment  <b>Self employed:</b> In full-time or part-time employment, with or without employees  <b>Unemployed:</b> Unemployed, not currently working but are actively seeking  <b>Retired:</b> a person who has retired from a working or professional career  <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																		
<b>Polaris Segmentation</b>																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</p> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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<b>Licensed Premises</b>																			
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 6 categories, 18 groups and 62 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.																			