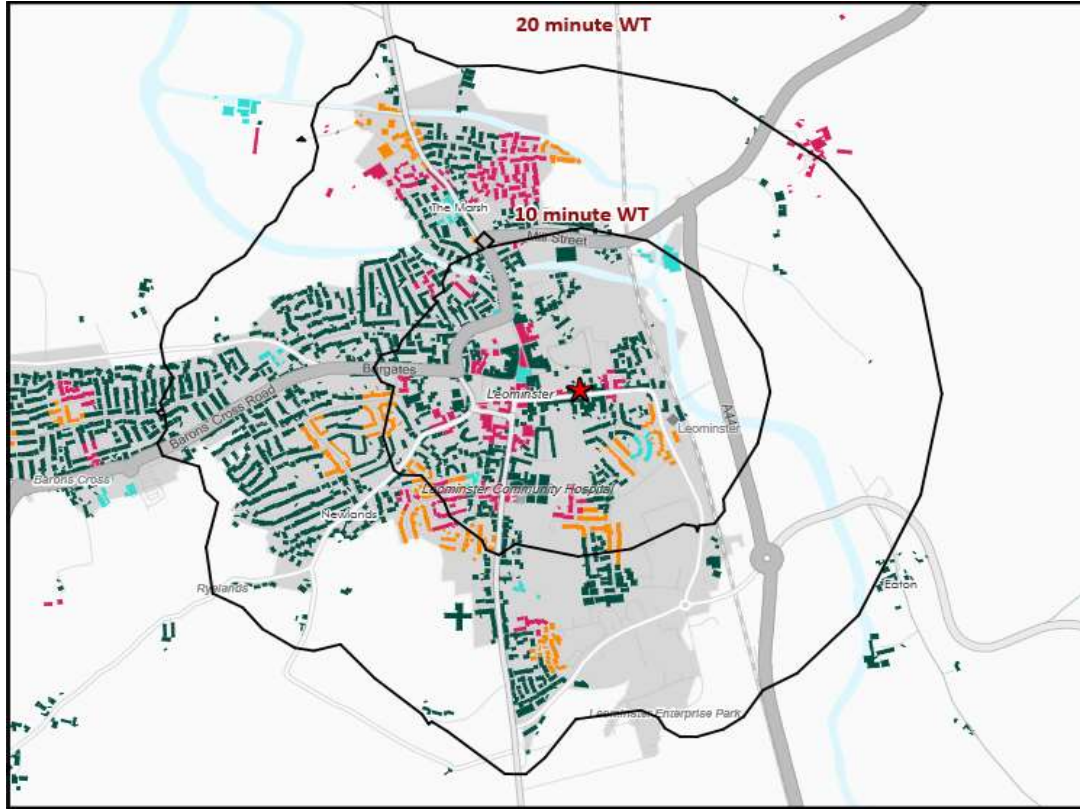


Catchment Summary - Bell Inn Leominster



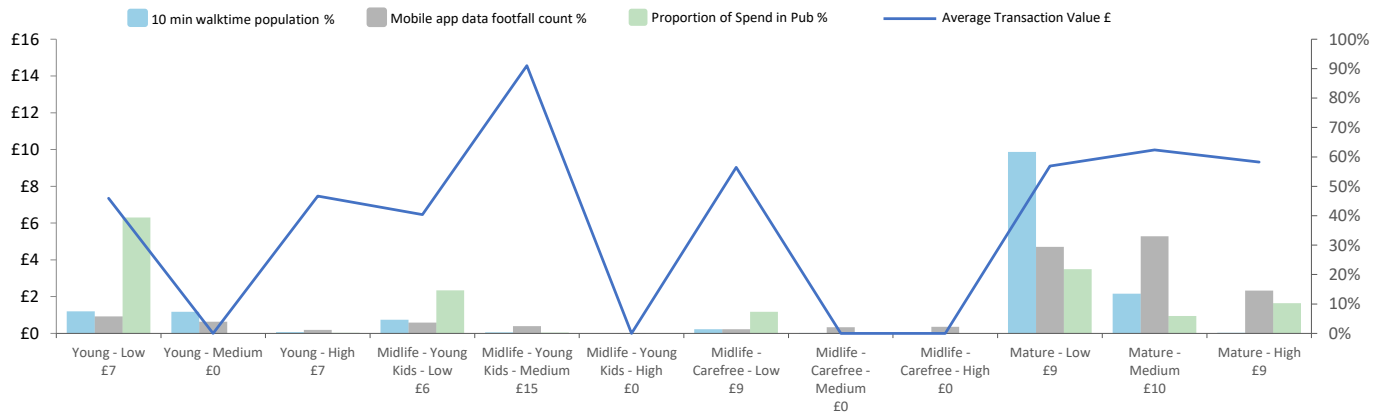
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627038	Bell Inn Leominster	HR 6 8AE	Star Pubs & Bars	Circuit Bar	19



- ★ Pub Sites
- N 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 - Bell Inn Leominster

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	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**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

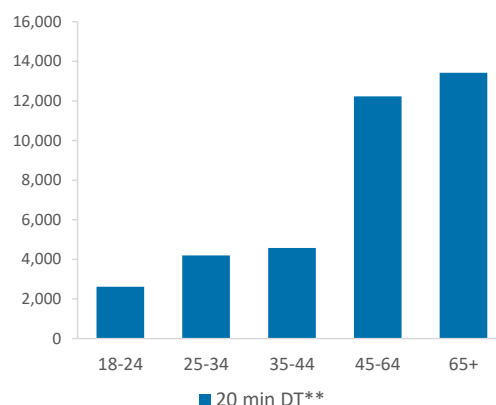
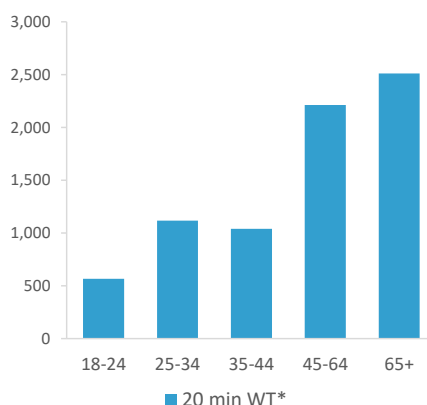
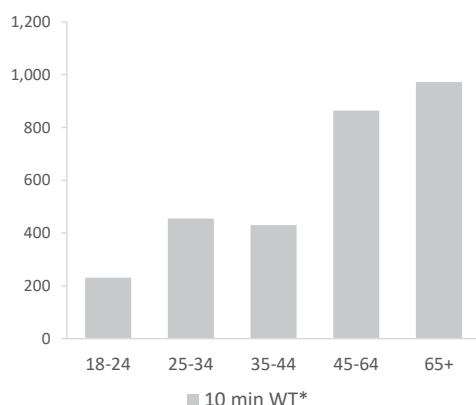
Population	3,536	9,194	44,835	66	50	10
Adults 18+	2,952	7,445	37,059	66	49	11
Competition Pubs	15	17	70	83	47	17
Adults 18+ per Competition Pub	197	438	529	23	51	62
% Adults Likely to Drink	76.4%	76.3%	79.2%	100	100	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	75.3%	64.3%	31.0%	226	193	93
	Medium	21.3%	32.0%	43.1%	56	84	113
	High	0.7%	1.9%	24.3%	3	7	89

*Affluence does not include Not Private Households

Age Profile	18-24	231	566	2,619	80	76	72
	25-34	455	1,117	4,196	96	91	70
	35-44	430	1,040	4,579	92	85	77
	45-64	864	2,212	12,234	95	94	106
	65+	972	2,510	13,431	143	142	156



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,724 (49%)	4,517 (49%)	21,904 (49%)	100	100	100
	Female	1,812 (51%)	4,677 (51%)	22,931 (51%)	100	100	100

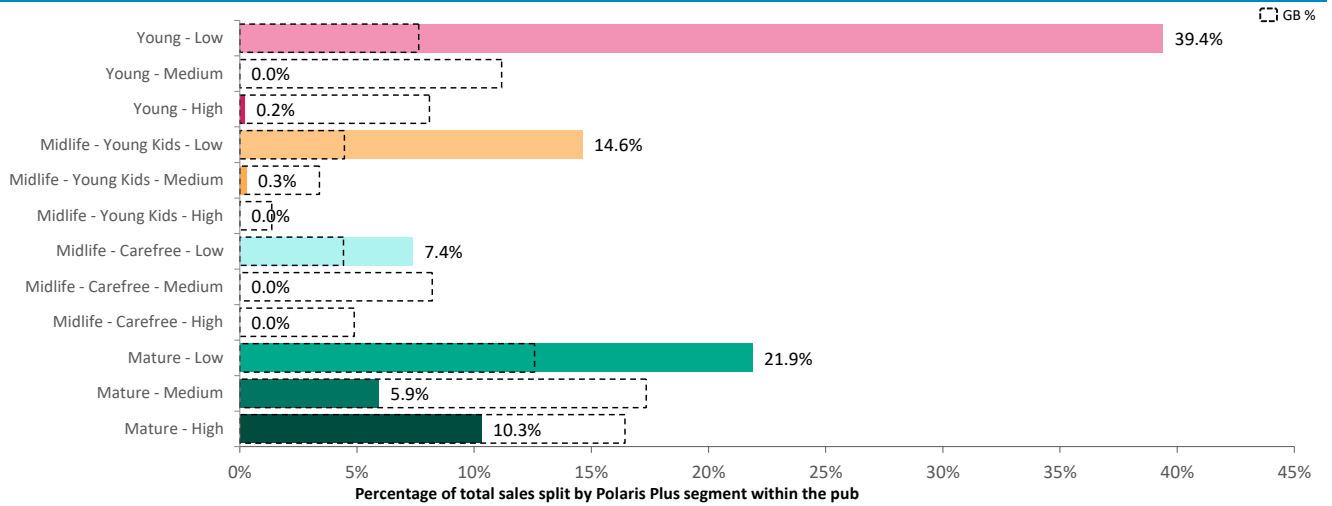
Economic Status (16+)	Employed: Full-time	875 (29%)	2,230 (29%)	10,440 (27%)	85	85	80
	Employed: Part-time	377 (13%)	1,047 (14%)	4,699 (12%)	106	116	104
	Self employed	266 (9%)	647 (8%)	4,840 (13%)	96	92	138
	Unemployed	96 (3%)	204 (3%)	699 (2%)	116	97	67
	Full-time student	29 (1%)	99 (1%)	429 (1%)	41	55	47
	Retired	839 (28%)	2,140 (28%)	11,837 (31%)	128	128	142
	Other	524 (17%)	1,263 (17%)	5,071 (13%)	100	95	77

Total Worker Count	2,374	6,030	21,840
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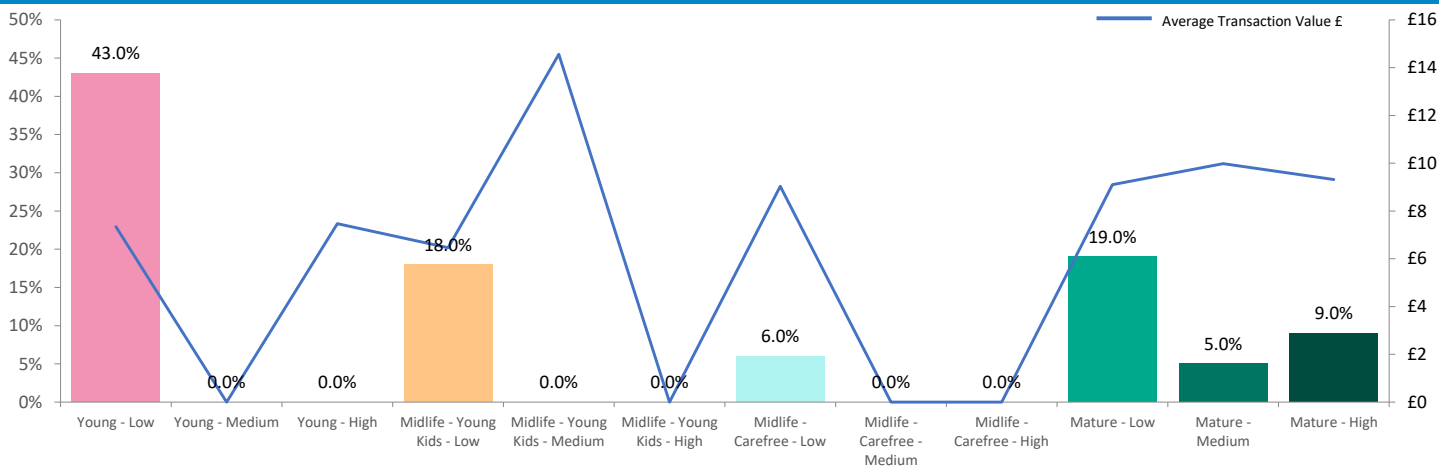
See the Glossary page for further information on the above variables

Transactional Data Summary - Bell Inn Leominster

Spend by Polaris Plus

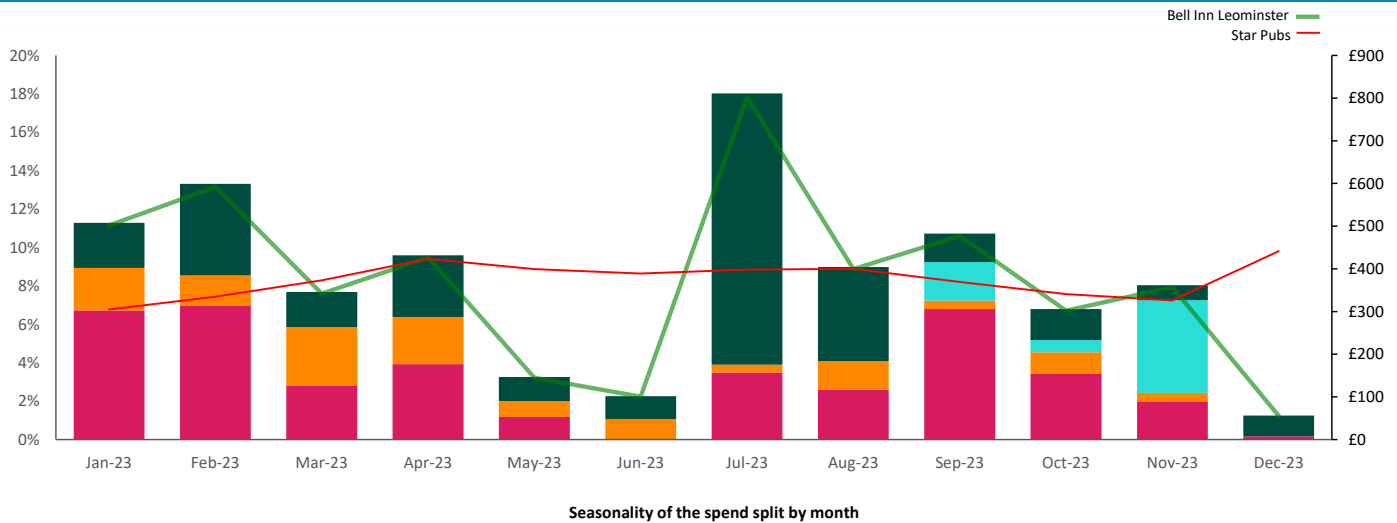


% of Transactions and Average Transaction Values (£) by Polaris Plus



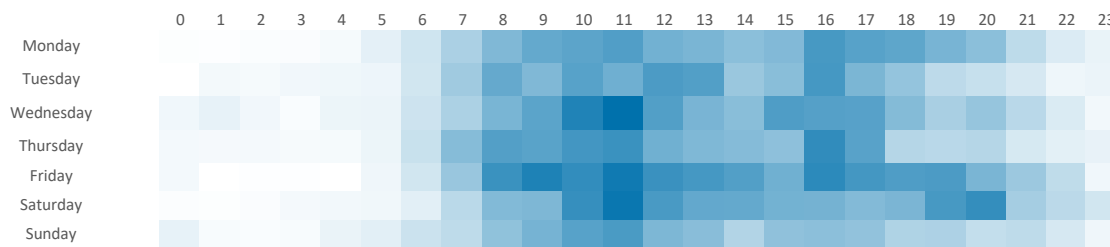
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



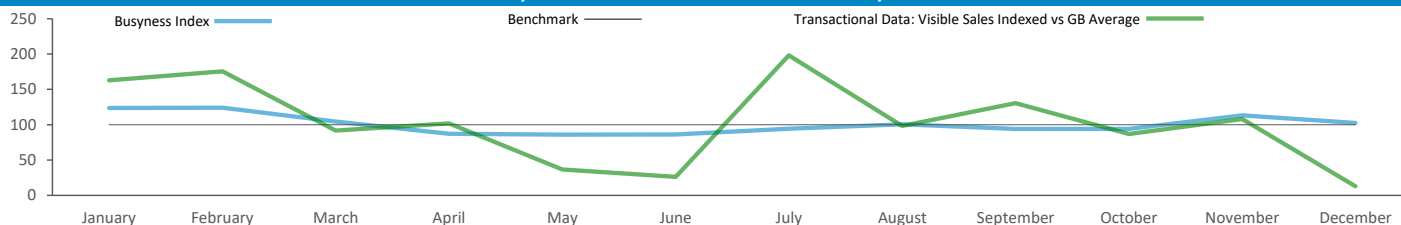
Mobile Data Summary - Bell Inn Leominster

Time of Day/Day of Week



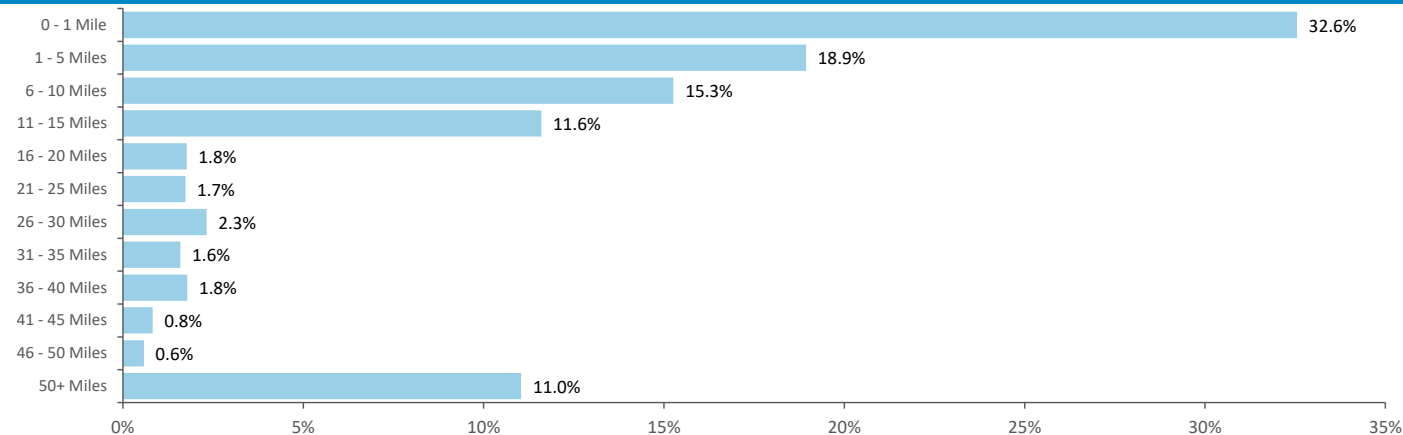
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

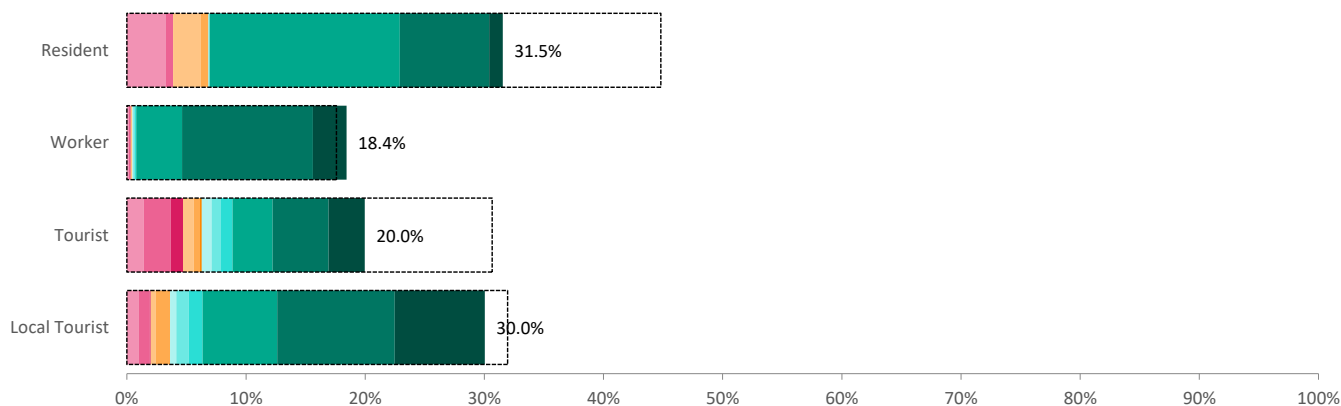
Distance from Home



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

Audience Classification by Polaris Plus

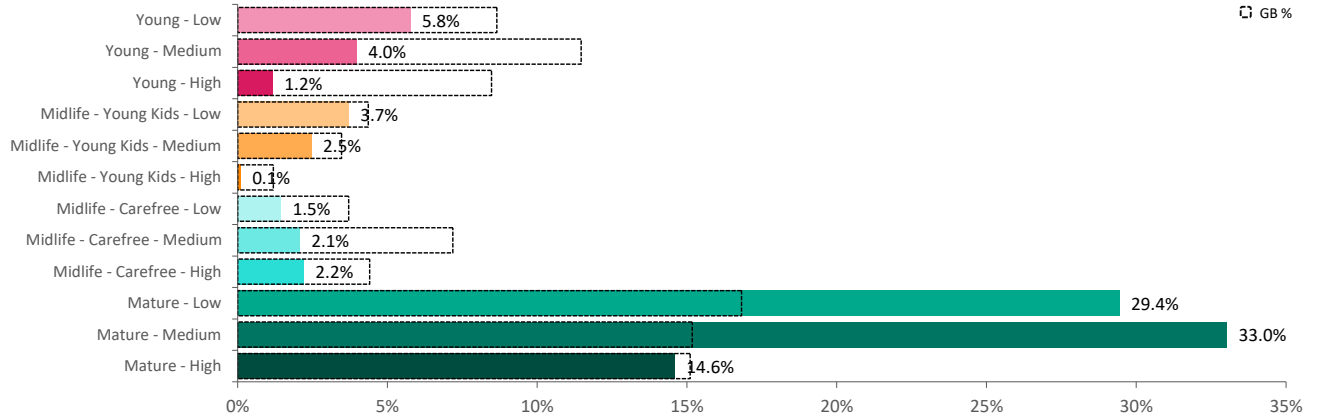
Base: GB



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

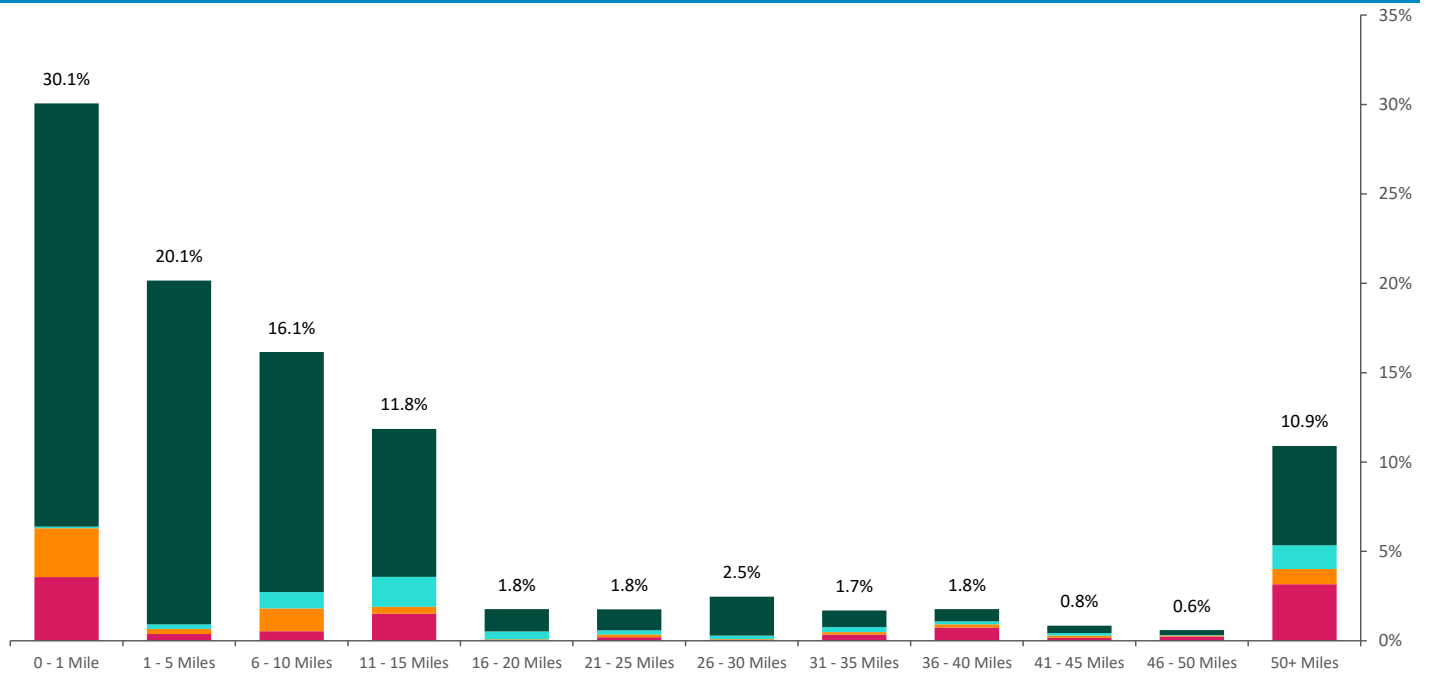
Mobile Data Summary - Bell Inn Leominster

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



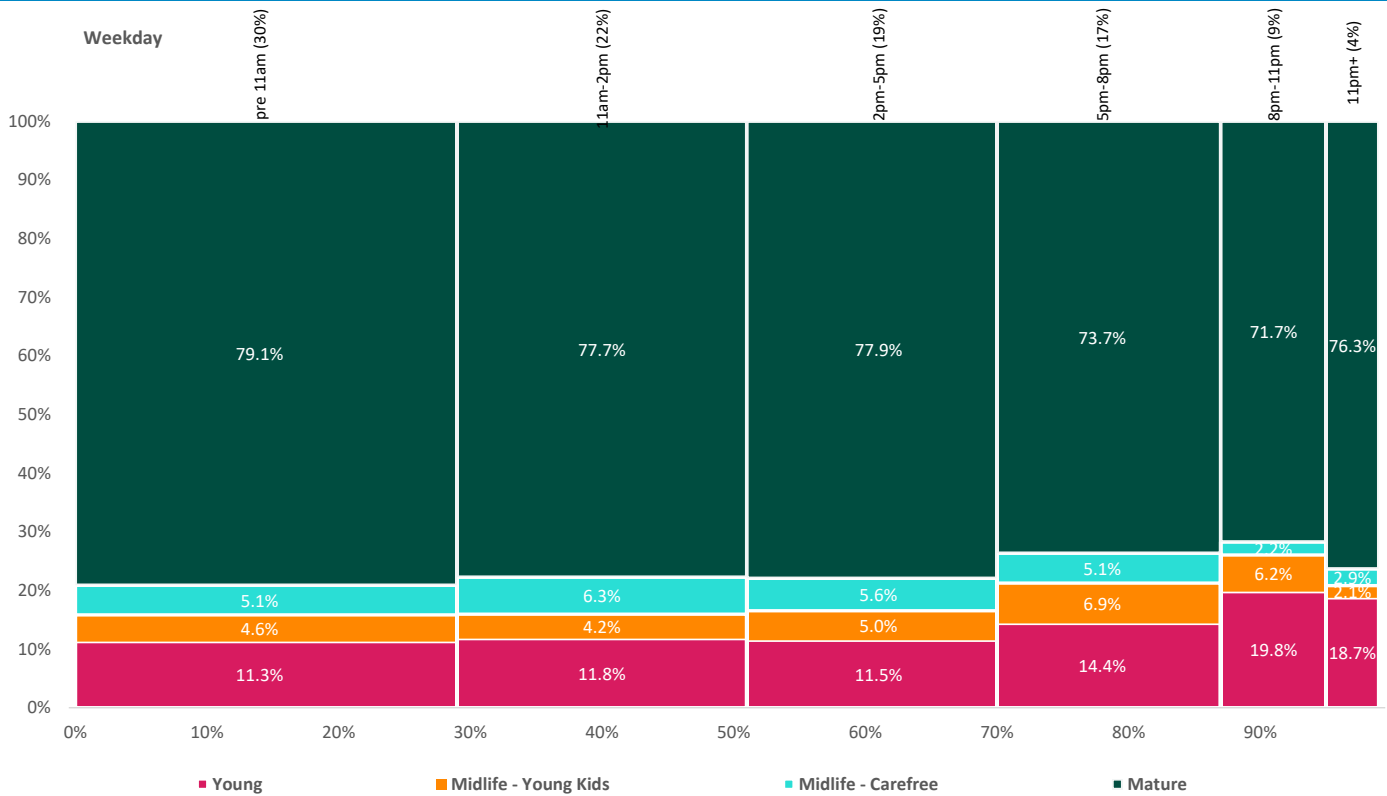
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Bell Inn Leominster

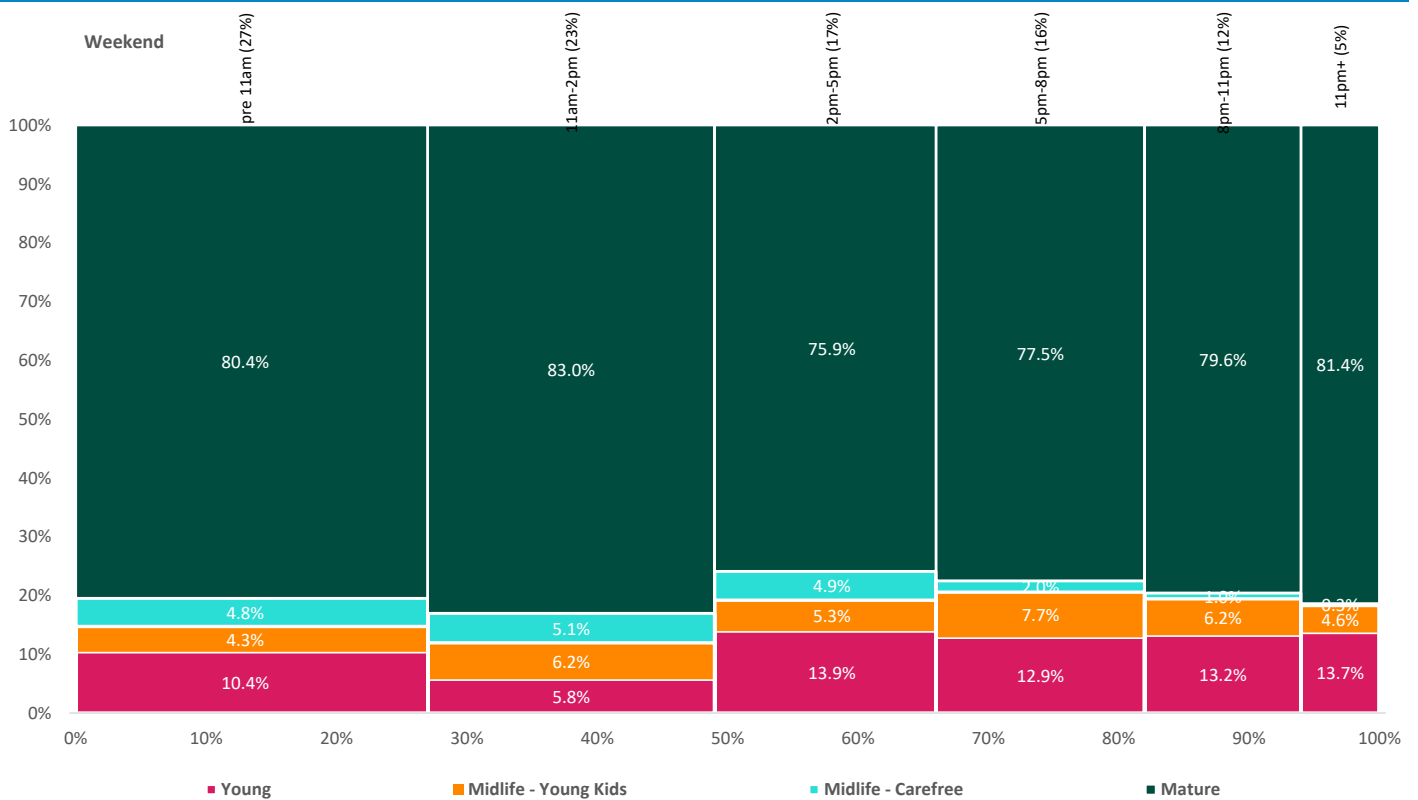


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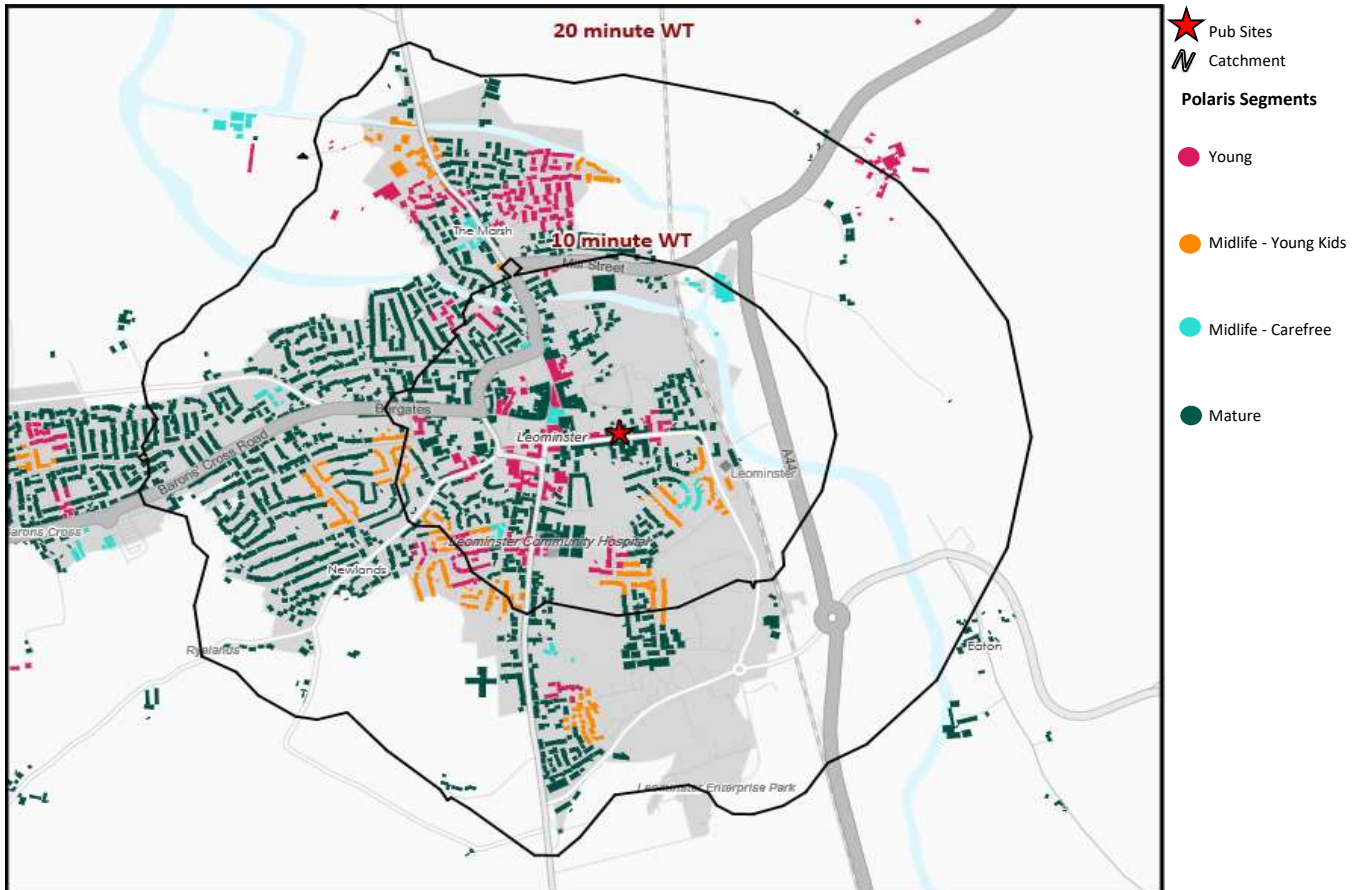
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Bell Inn Leominster

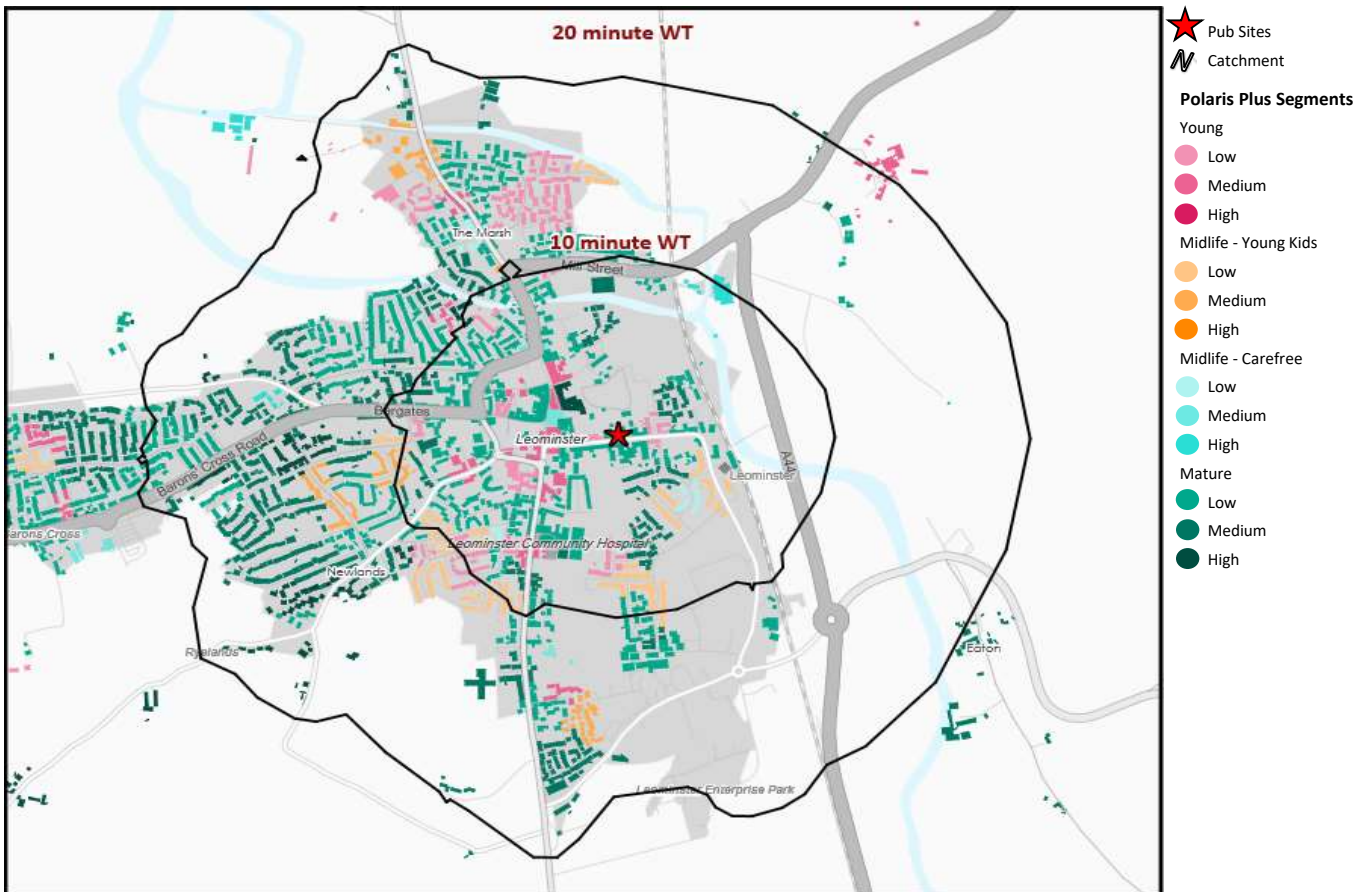


Polaris Profile by Catchment

*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	451	1,194	2,418	55	58	24
Midlife - Young Kids	148	693	1,849	46	85	46
Midlife - Carefree	49	93	2,035	10	8	35
Mature	2,225	5,332	30,159	170	161	183
Not Private Households	79	133	598	204	136	123
Total	2,952	7,445	37,059			

Polaris Plus Summary - Bell Inn Leominster

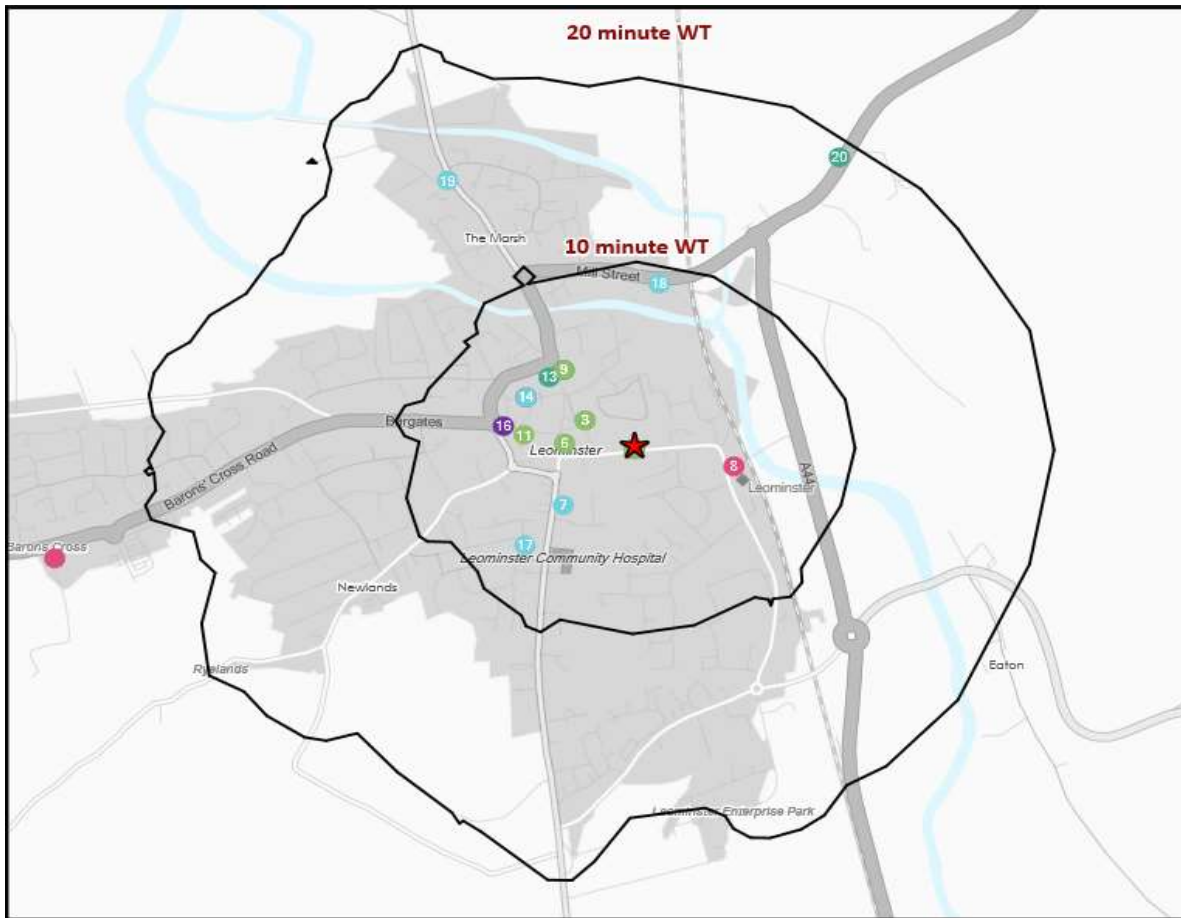


Polaris Plus Profile by Catchment

*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	221	854	1,707	76	117	47
Medium	216	326	686	67	40	17
High	14	14	25	7	3	1
Midlife - Young Kids						
Low	137	465	1,093	85	114	54
Medium	11	228	756	9	71	47
High	0	0	0	0	0	0
Midlife - Carefree						
Low	43	70	70	35	22	4
Medium	5	15	535	2	3	20
High	1	8	1,430	1	2	87
Mature						
Low	1,821	3,400	8,610	449	332	169
Medium	398	1,816	14,004	86	156	241
High	6	116	7,545	1	10	136
Not Private Households	79	133	598	204	136	123
Total	2,952	7,445	37,059			

CGA Summary - Bell Inn Leominster

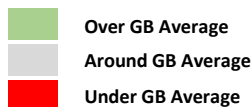


- ★ Pub Sites
 Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Jalabad Akbari	HR 6 8AE	Independent Free	Restaurants	0.0
0	Bell Inn	HR 6 8AE	Star Pubs & Bars	Circuit Bar	0.0
0	Chequers Inn	HR 6 8AE	Charnwood	Circuit Bar	0.0
3	Merchants House	HR 6 8LR	Independent Free	High Street Pub	0.1
3	Rankin Constitutional Club	HR 6 8LR	Independent Free	Clubland	0.1
3	Dukes Head	HR 6 8LR	Wetherspoons GB	Circuit Bar	0.1
6	Ducker Bar	HR 6 8JA	Independent Free	Circuit Bar	0.1
7	Leominster Sports And Social Club	HR 6 8JQ	Independent Free	Clubland	0.2
8	White Lion Inn	HR 6 8AR	Independent Free	Family Pub Dining	0.2
9	Saverys	HR 6 8BS	Independent Free	ABOS	0.2
9	Grape Vaults	HR 6 8BS	Admiral Taverns Ltd	Circuit Bar	0.2
11	Ipl Sports Bar	HR 6 8EP	Independent Free	Community Pub	0.2
11	Black Swan Hotel	HR 6 8EP	Independent Free	Circuit Bar	0.2
13	New Golden Dragon	HR 6 8BT	Independent Free	Casual Dining	0.2
14	Shabagh Tandoori Restaurant	HR 6 8DE	Independent Free	Restaurants	0.2
14	Shooters Bar	HR 6 8DE	Independent Free	Clubland	0.2
16	Taste Of India	HR 6 8EU	Independent Free	Restaurants	0.2
17	Leominster Bowling Club	HR 6 8LF	Independent Free	Clubland	0.3
18	Dales Cricket Club	HR 6 8EF	Independent Free	Clubland	0.3
19	Bridge Street Sports Centre	HR 6 8EA	Independent Free	Clubland	0.6
20	Ok Diner	HR 6 0DQ	OK Diners	Casual Dining	0.7

Per Pub Analysis - Bell Inn Leominster



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,952	7,445	37,059
Number of Competition Pubs	15	17	70
Adults 18+ per Competition Pub	197	438	529

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	66	2.2%	28
Circuit Bar	6	187	6.3%	156
Community Pub	1	1,201	40.7%	213
Craft Led	0	45	1.5%	44
Great Pub Great Food	0	118	4.0%	23
High Street Pub	1	998	33.8%	183
Premium Local	0	211	7.1%	43

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	201	2.7%	33
Circuit Bar	6	423	5.7%	140
Community Pub	1	2,795	37.5%	196
Craft Led	0	106	1.4%	41
Great Pub Great Food	0	484	6.5%	37
High Street Pub	1	2,434	32.7%	177
Premium Local	0	784	10.5%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,086	2.9%	36
Circuit Bar	6	1,023	2.8%	68
Community Pub	3	9,669	26.1%	136
Craft Led	0	233	0.6%	18
Great Pub Great Food	6	7,117	19.2%	109
High Street Pub	1	8,760	23.6%	128
Premium Local	24	7,969	21.5%	130

Glossary

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																																								
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 Around GB Average Index value is between 80 - 120 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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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Product needs																																									
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: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
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.																																									
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 the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><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="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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