Catchment Summary - Brush & Easel Flanderwell

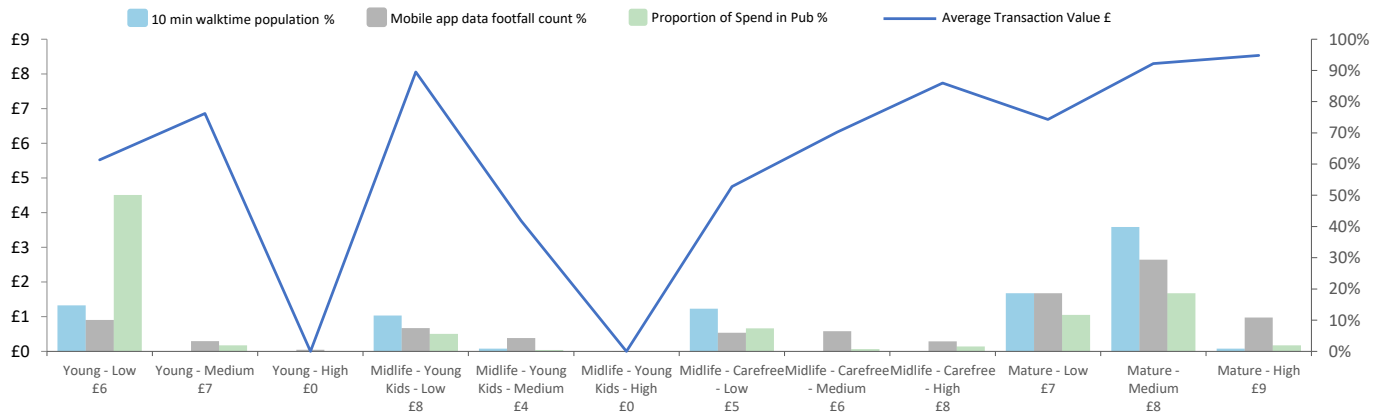| Ship To	Name	Postcode	Operator	Segment	Sparsity
627207	Brush & Easel Flanderwell	S 66 2HB	Star Pubs & Bars	Community Pub	6
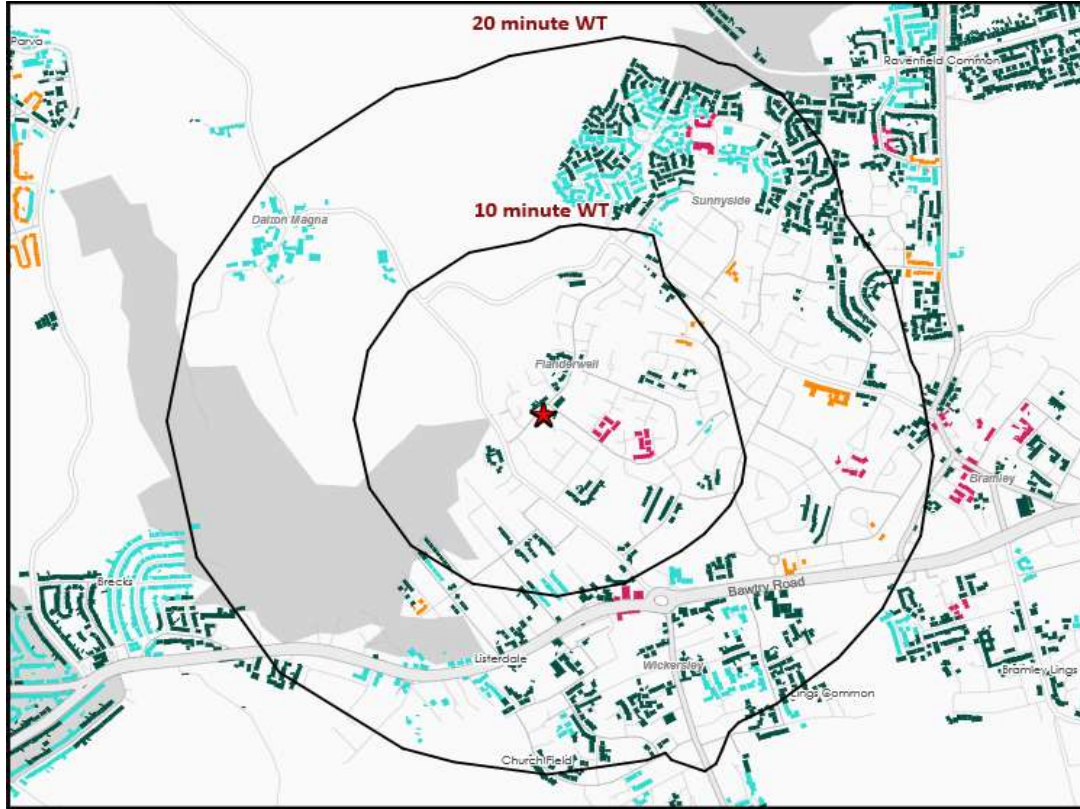
Polaris Segments

- Pub Sites
- Catchments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population %, Mobile app data footfall count %, Proportion of Spend in Pub %, Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Brush & Easel Flanderwell

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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	4,656	13,337	683,291	87	72	156

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	3,681	10,666	538,223	82	70	154
	Competition Pubs	1	10	606	6	28	146
	Adults 18+ per Competition Pub	3,681	1,067	888	429	124	103
	% Adults Likely to Drink	77.1%	79.0%	74.8%	101	104	98
Affluence	Low	58.5%	43.2%	56.0%	176	130	168
	Medium	40.7%	38.5%	33.5%	107	101	88
	High	0.8%	16.4%	9.2%	3	60	34

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	286	864	49,453	75	80	89
	25-34	529	1,398	92,727	85	79	102
	35-44	568	1,646	88,032	92	93	97
	45-64	1,237	3,529	175,961	103	103	100
	65+	1,061	3,229	132,050	119	126	101
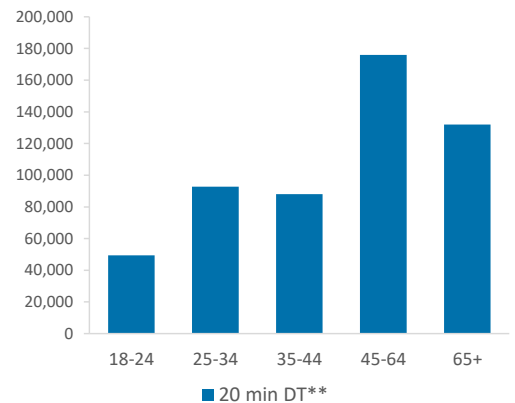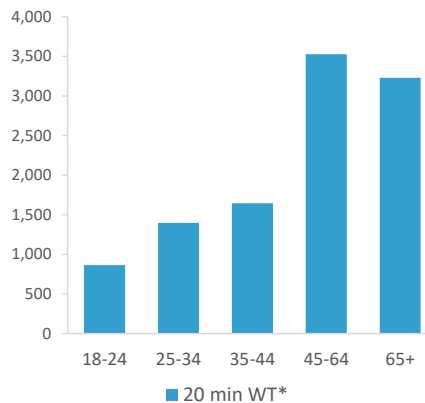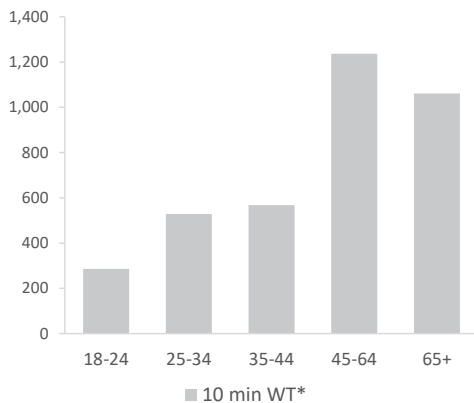
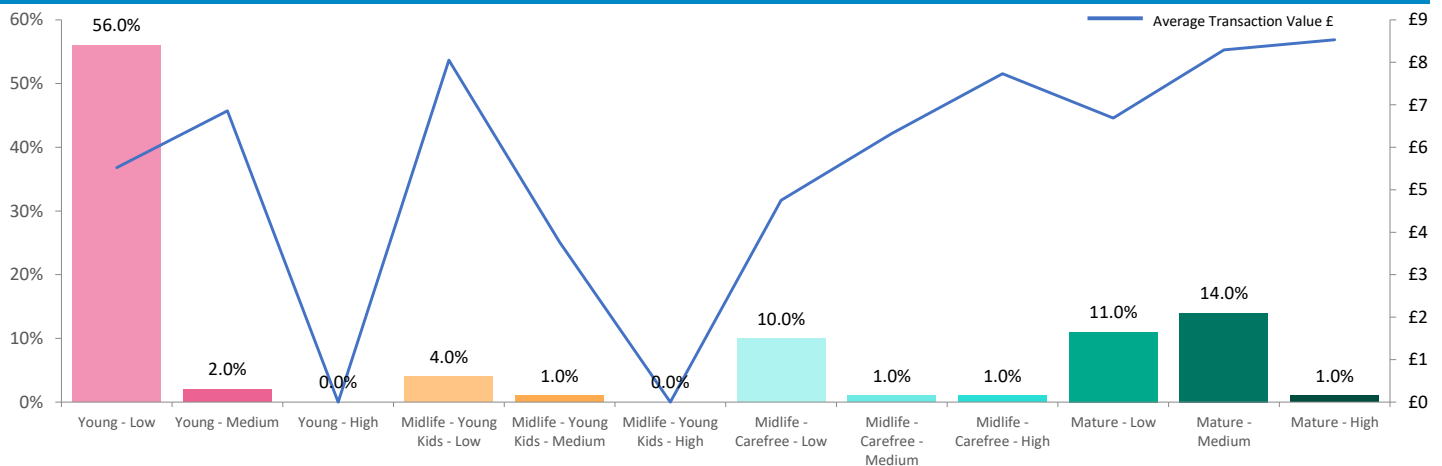|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,246 (48%)	6,412 (48%)	335,474 (49%)	98	98	100
	Female	2,410 (52%)	6,925 (52%)	347,817 (51%)	101	102	100
Economic Status (16+)	Employed: Full-time	1,264 (33%)	3,801 (35%)	183,978 (33%)	97	100	96
	Employed: Part-time	453 (12%)	1,389 (13%)	71,383 (13%)	100	106	108
	Self employed	251 (7%)	803 (7%)	41,442 (7%)	72	79	81
	Unemployed	87 (2%)	205 (2%)	16,938 (3%)	83	67	110
	Full-time student	60 (2%)	195 (2%)	10,054 (2%)	66	75	76
	Retired	1,116 (29%)	3,189 (29%)	125,158 (23%)	134	132	103
	Other	570 (15%)	1,418 (13%)	106,043 (19%)	86	74	110
	Total Worker Count	1,118	3,609	341,076			

See the Glossary page for further information on the above variables

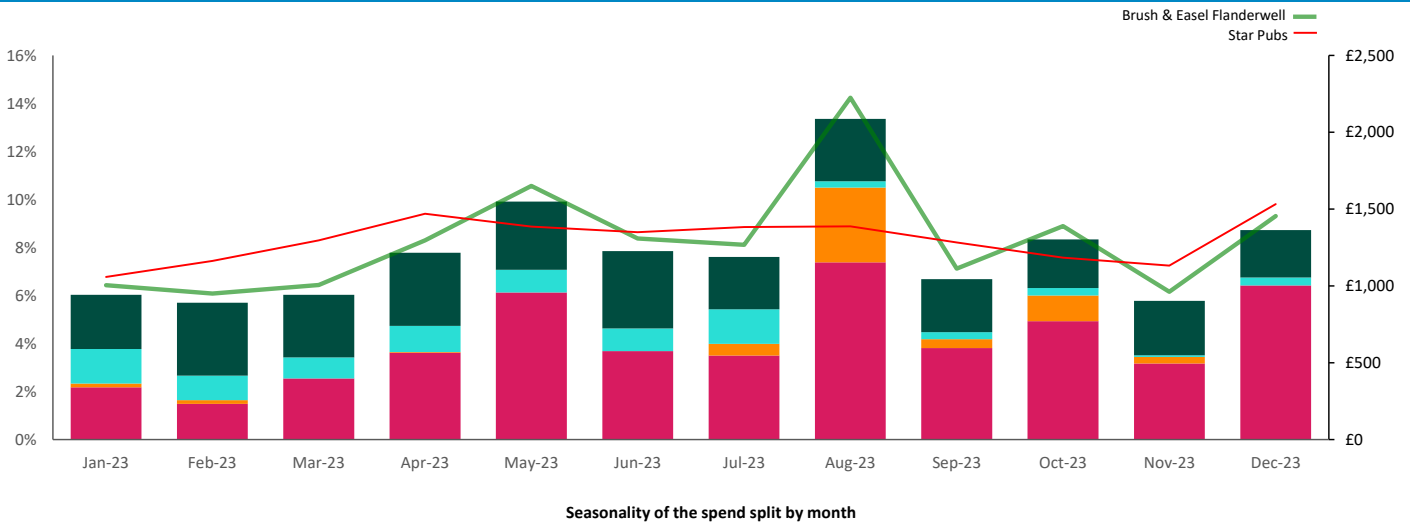# Transactional Data Summary - Brush & Easel Flanderwell

star PUBS & BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	50.1%
Young - Medium	2.0%
Young - High	0.0%
Midlife - Young Kids - Low	5.6%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	7.4%
Midlife - Carefree - Medium	0.7%
Midlife - Carefree - High	1.6%
Mature - Low	11.7%
Mature - Medium	18.6%
Mature - High	1.9%

Percentage of total sales split by Polaris Plus segment within the pub
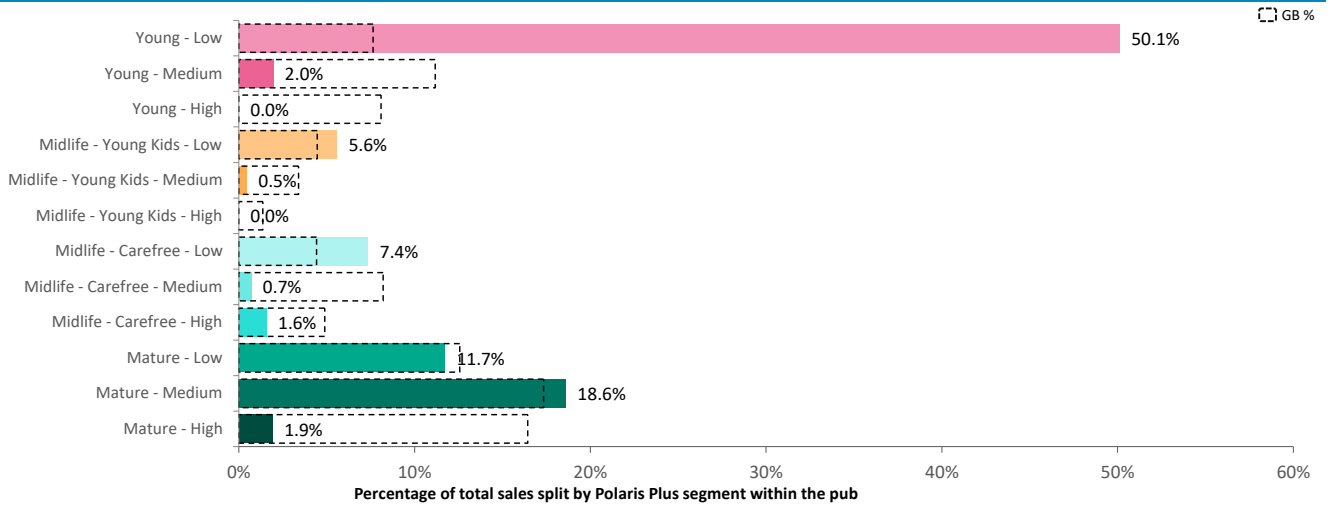
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	56.0%
Young - Medium	2.0%
Young - High	0.0%
Midlife - Young Kids - Low	4.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	10.0%
Midlife - Carefree - Medium	1.0%
Midlife - Carefree - High	1.0%
Mature - Low	11.0%
Mature - Medium	14.0%
Mature - High	1.0%

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

Spend by Month and Polaris

Brush & Easel Flanderwell
Star Pubs

Seasonality of the spend split by month
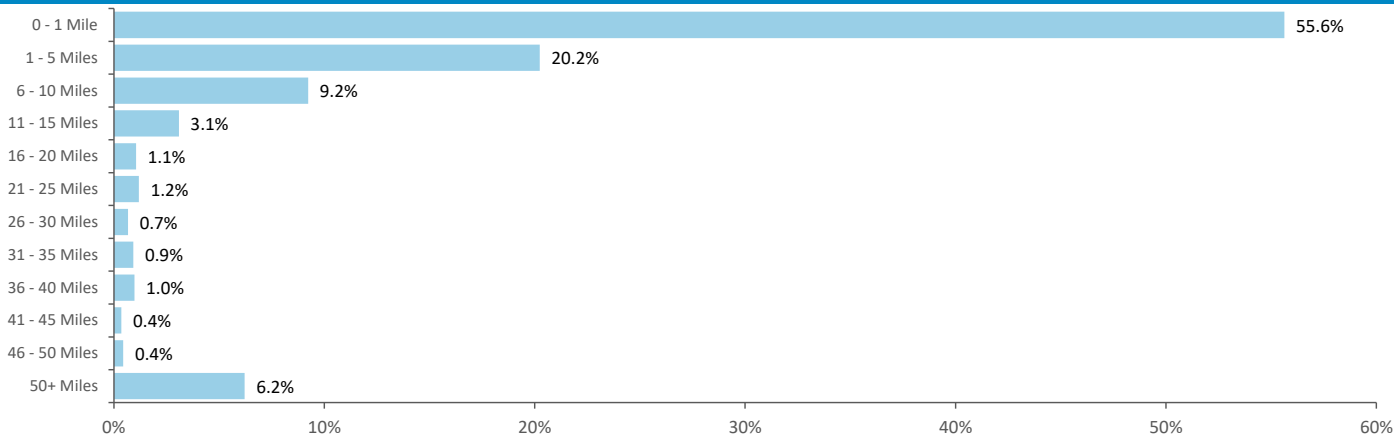
CACI

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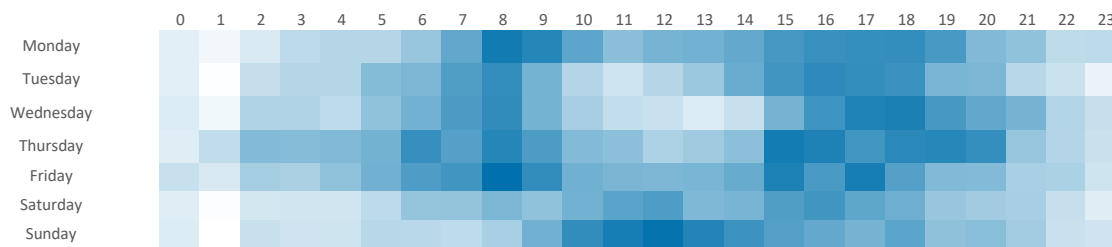
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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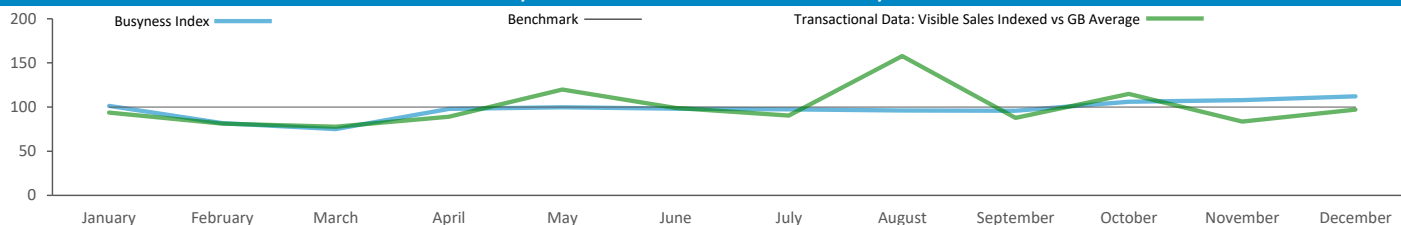
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	55.6%
1 - 5 Miles	20.2%
6 - 10 Miles	9.2%
11 - 15 Miles	3.1%
16 - 20 Miles	1.1%
21 - 25 Miles	1.2%
26 - 30 Miles	0.7%
31 - 35 Miles	0.9%
36 - 40 Miles	1.0%
41 - 45 Miles	0.4%
46 - 50 Miles	0.4%
50+ Miles	6.2%

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

Audience	Percentage
Resident	58.9%
Worker	14.1%
Tourist	10.1%
Local Tourist	16.9%
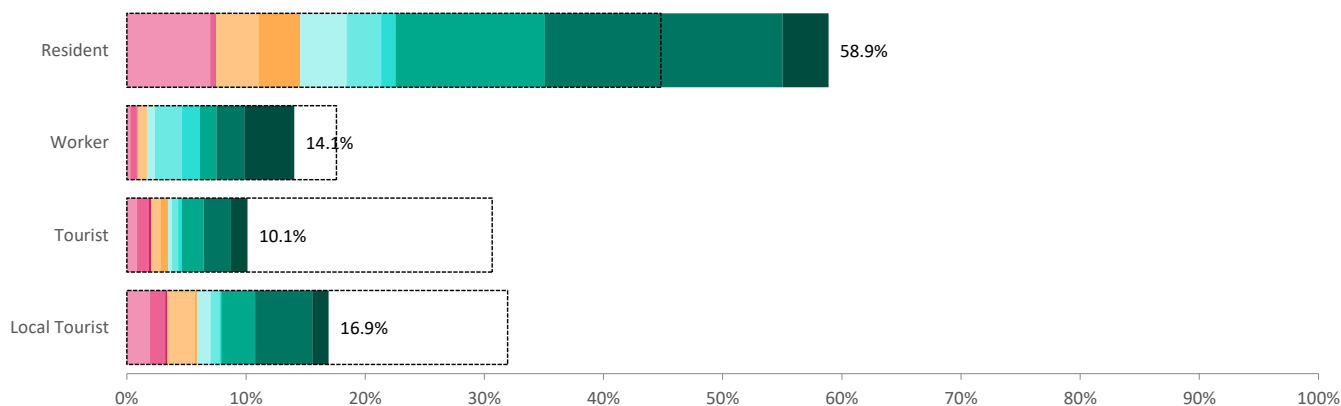
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
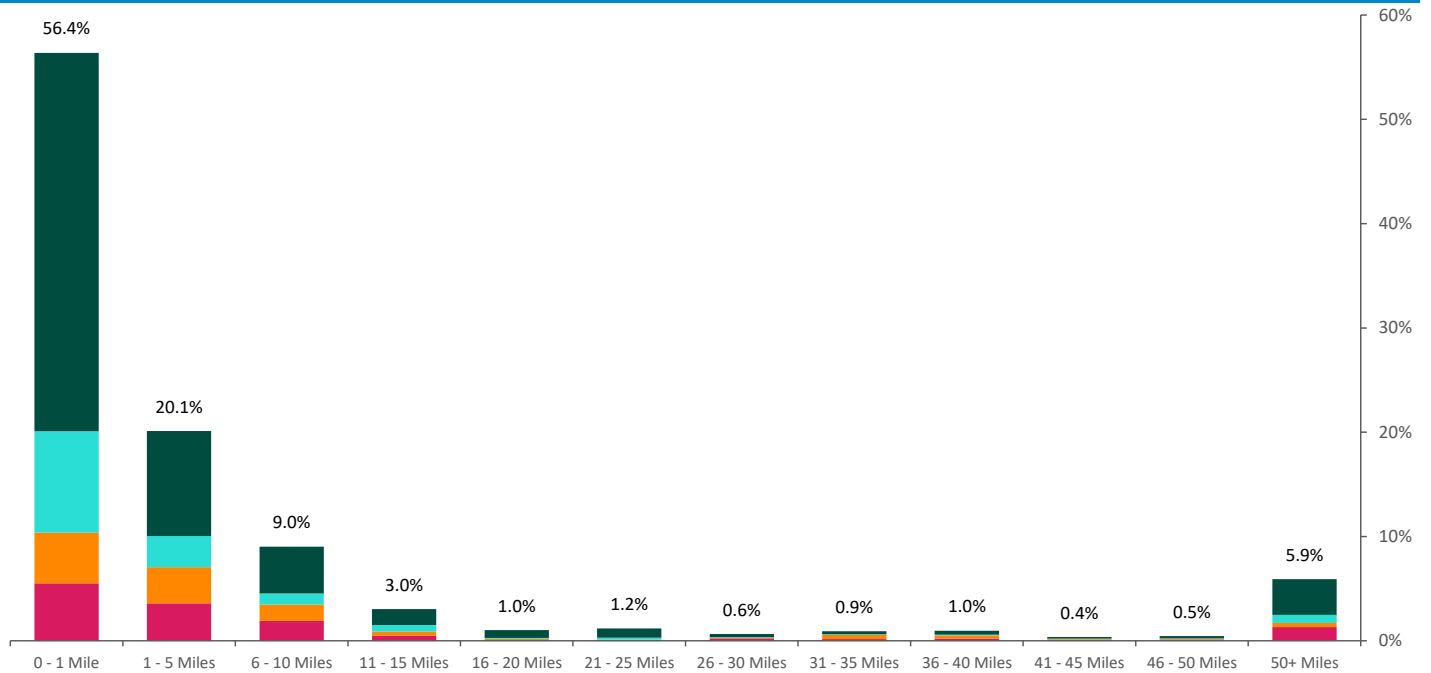
Mobile Data Summary - Brush & Easel Flanderwell

★ star
PUBS & BARS

Polaris Plus Profile

⊡ GB %

Category	%
Young - Low	10.1%
Young - Medium	3.3%
Young - High	0.5%
Midlife - Young Kids - Low	7.4%
Midlife - Young Kids - Medium	4.3%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	6.0%
Midlife - Carefree - Medium	6.4%
Midlife - Carefree - High	3.2%
Mature - Low	18.6%
Mature - Medium	29.4%
Mature - High	10.8%
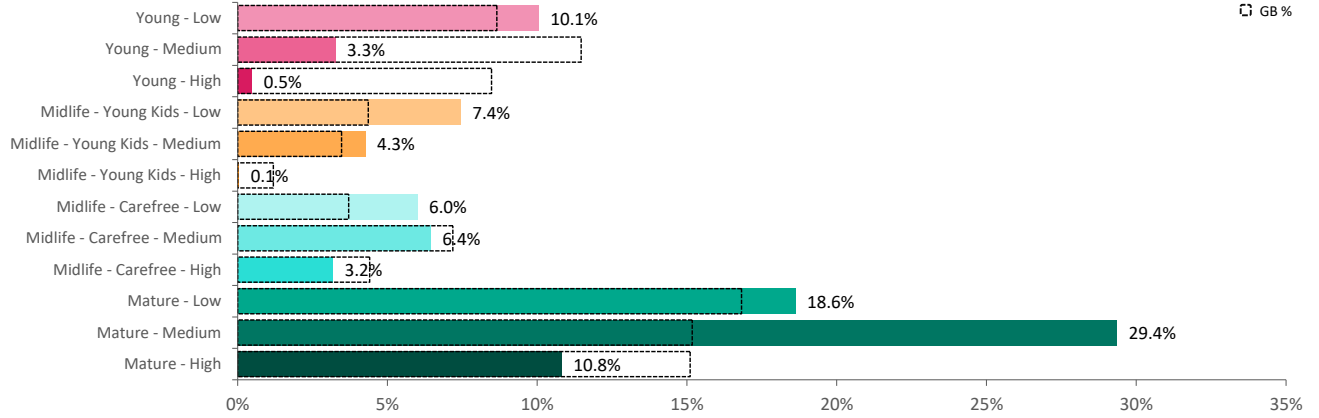
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris

Distance	%
0 - 1 Mile	56.4%
1 - 5 Miles	20.1%
6 - 10 Miles	9.0%
11 - 15 Miles	3.0%
16 - 20 Miles	1.0%
21 - 25 Miles	1.2%
26 - 30 Miles	0.6%
31 - 35 Miles	0.9%
36 - 40 Miles	1.0%
41 - 45 Miles	0.4%
46 - 50 Miles	0.5%
50+ Miles	5.9%

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

Mobile Data Summary - Brush & Easel Flanderwell

star PUBS & BARS

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

Weekday

Time	pre 11am (31%)	11am-2pm (11%)	2pm-5pm (14%)	5pm-8pm (15%)	8pm-11pm (12%)	11pm+ (16%)
Mature	62.3%	59.0%	59.8%	61.6%	63.0%	66.1%
Midlife - Carefree	10.8%	12.2%	12.6%	11.4%	9.7%	8.1%
Midlife - Young Kids	18.8%	17.9%	16.2%	16.0%	17.5%	19.7%
Young	8.2%	10.9%	11.4%	11.0%	9.7%	6.1%

■ Young　　■ Midlife - Young Kids　　■ Midlife - Carefree　　■ Mature
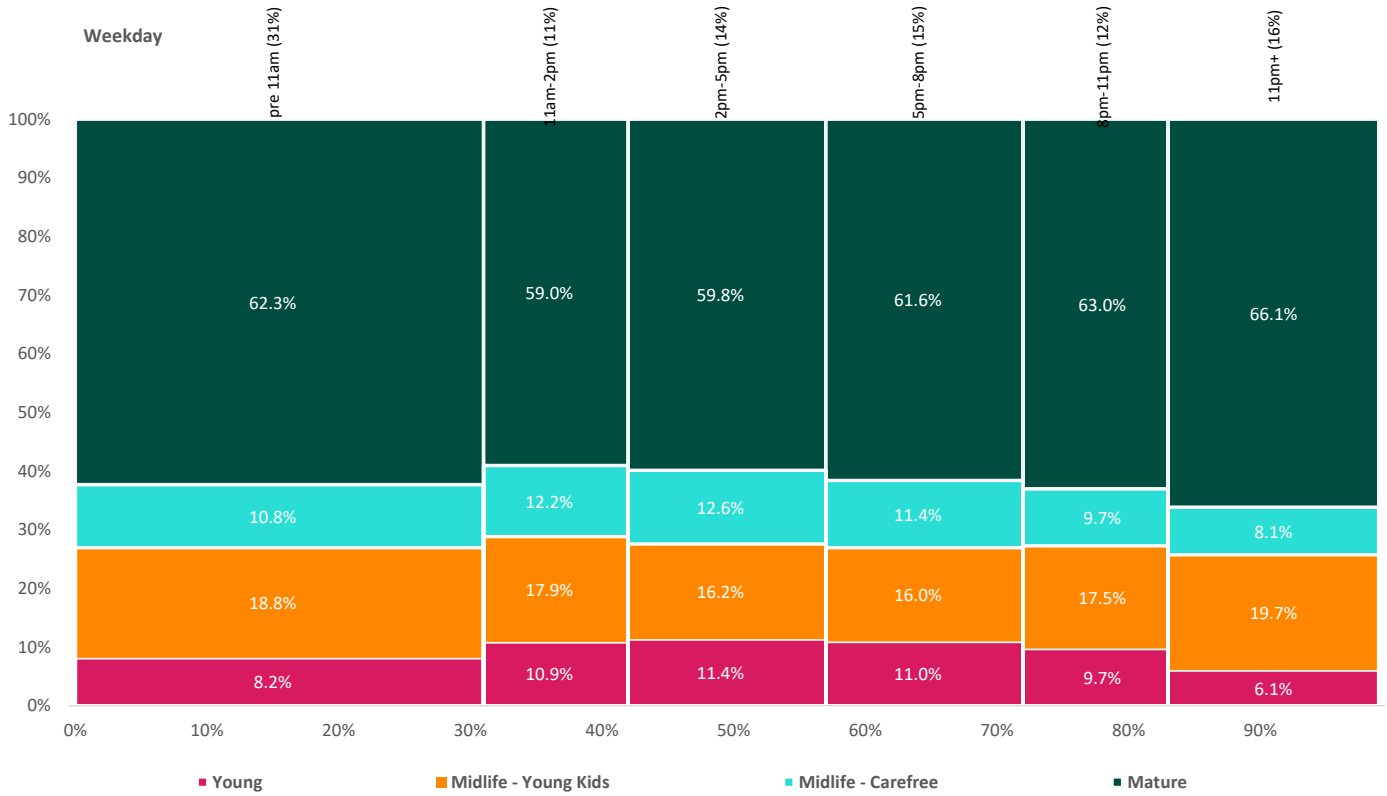
Time of Day by Polaris: Weekend (Saturday and Sunday)
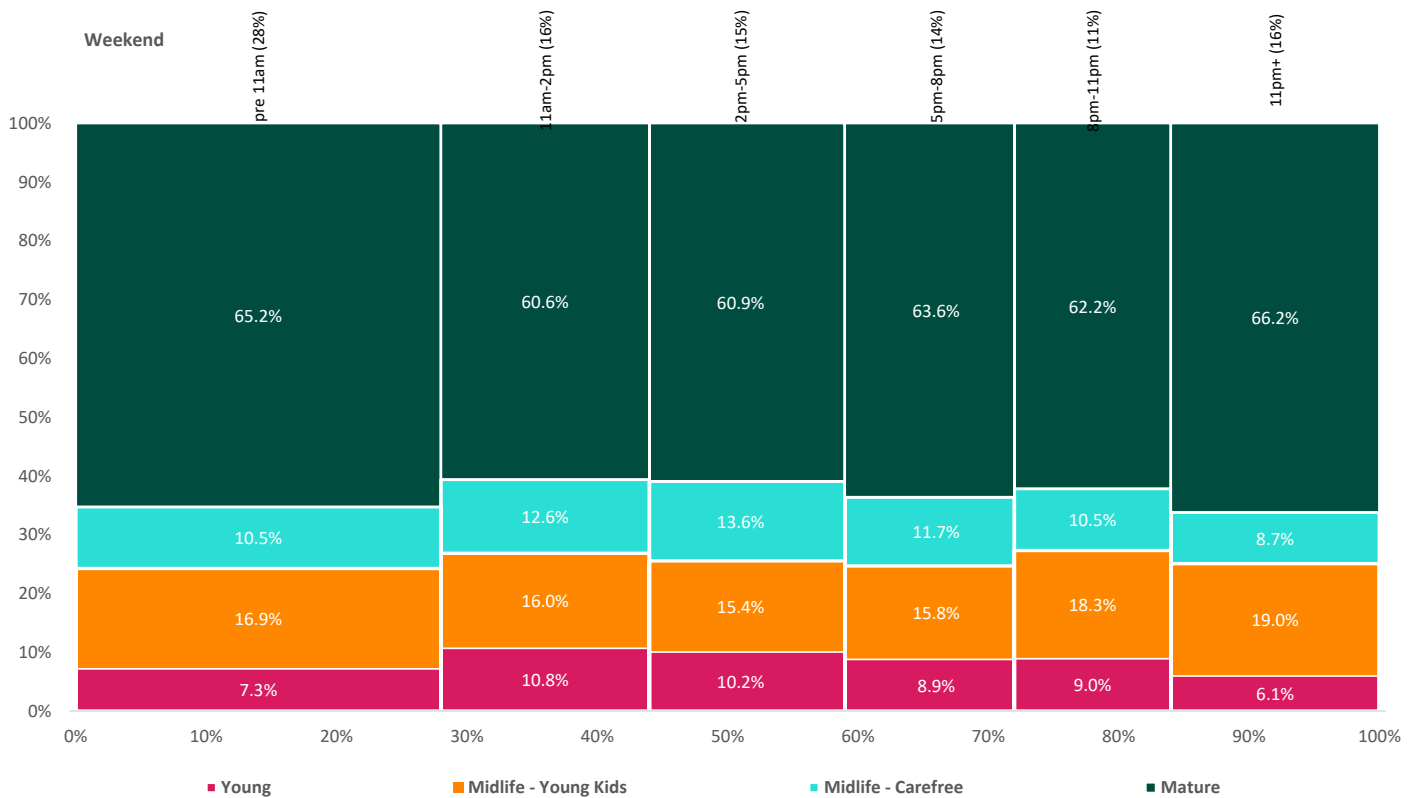
Weekend

Time	pre 11am (28%)	11am-2pm (16%)	2pm-5pm (15%)	5pm-8pm (14%)	8pm-11pm (11%)	11pm+ (16%)
Mature	65.2%	60.6%	60.9%	63.6%	62.2%	66.2%
Midlife - Carefree	10.5%	12.6%	13.6%	11.7%	10.5%	8.7%
Midlife - Young Kids	16.9%	16.0%	15.4%	15.8%	18.3%	19.0%
Young	7.3%	10.8%	10.2%	8.9%	9.0%	6.1%

■ Young　　■ Midlife - Young Kids　　■ Midlife - Carefree　　■ Mature

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

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Pub Sites
Catchment
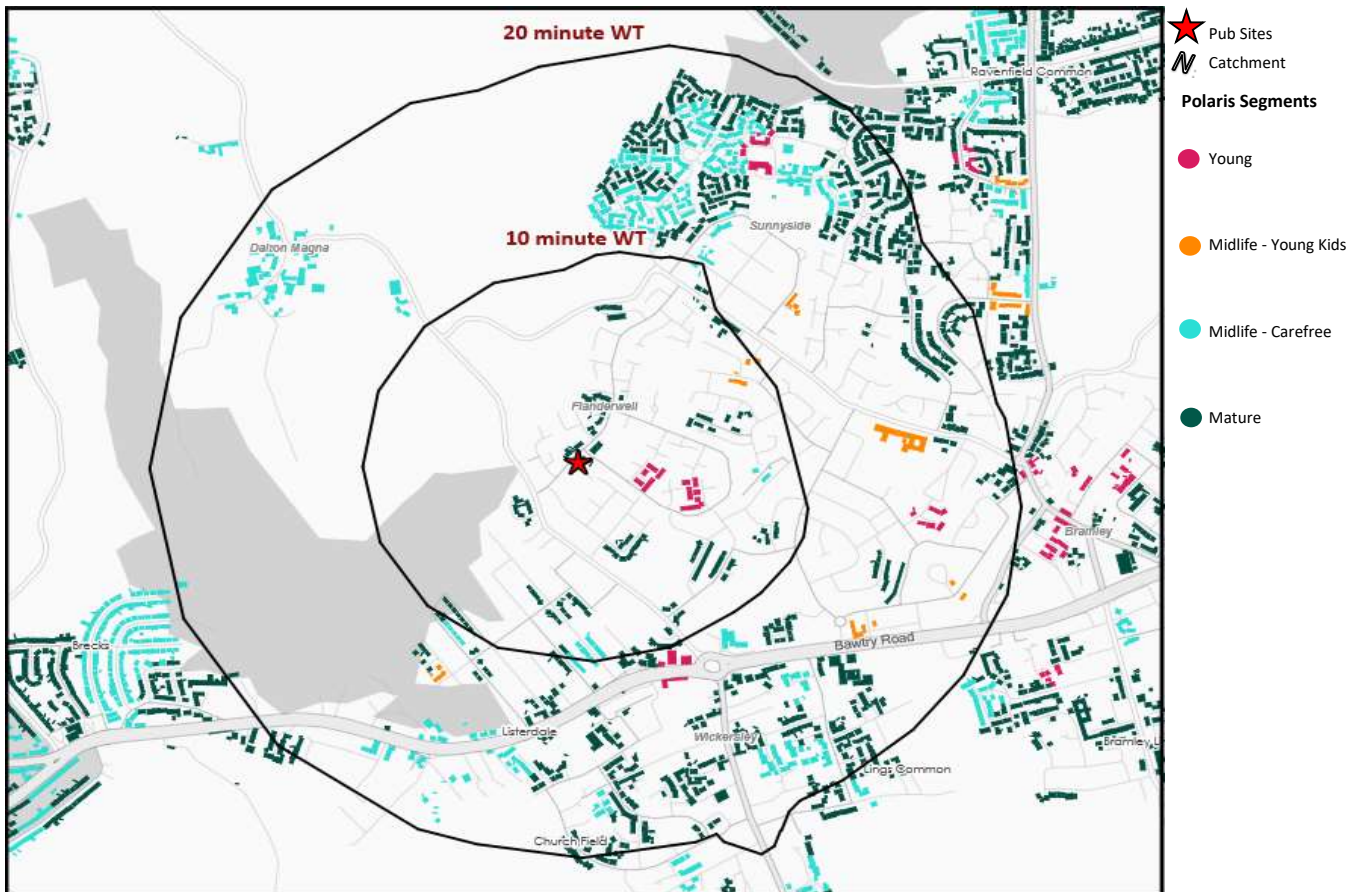
Polaris Profile by Catchment

*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	542	700	134,336	53	24	91
Midlife - Young Kids	453	1,188	88,688	113	102	151
Midlife - Carefree	504	2,902	79,494	86	172	93
Mature	2,182	5,679	229,119	134	120	96
Not Private Households	0	197	6,586	0	141	93
Total	3,681	10,666	538,223			

Polaris Plus Summary - Brush & Easel Flanderwell

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
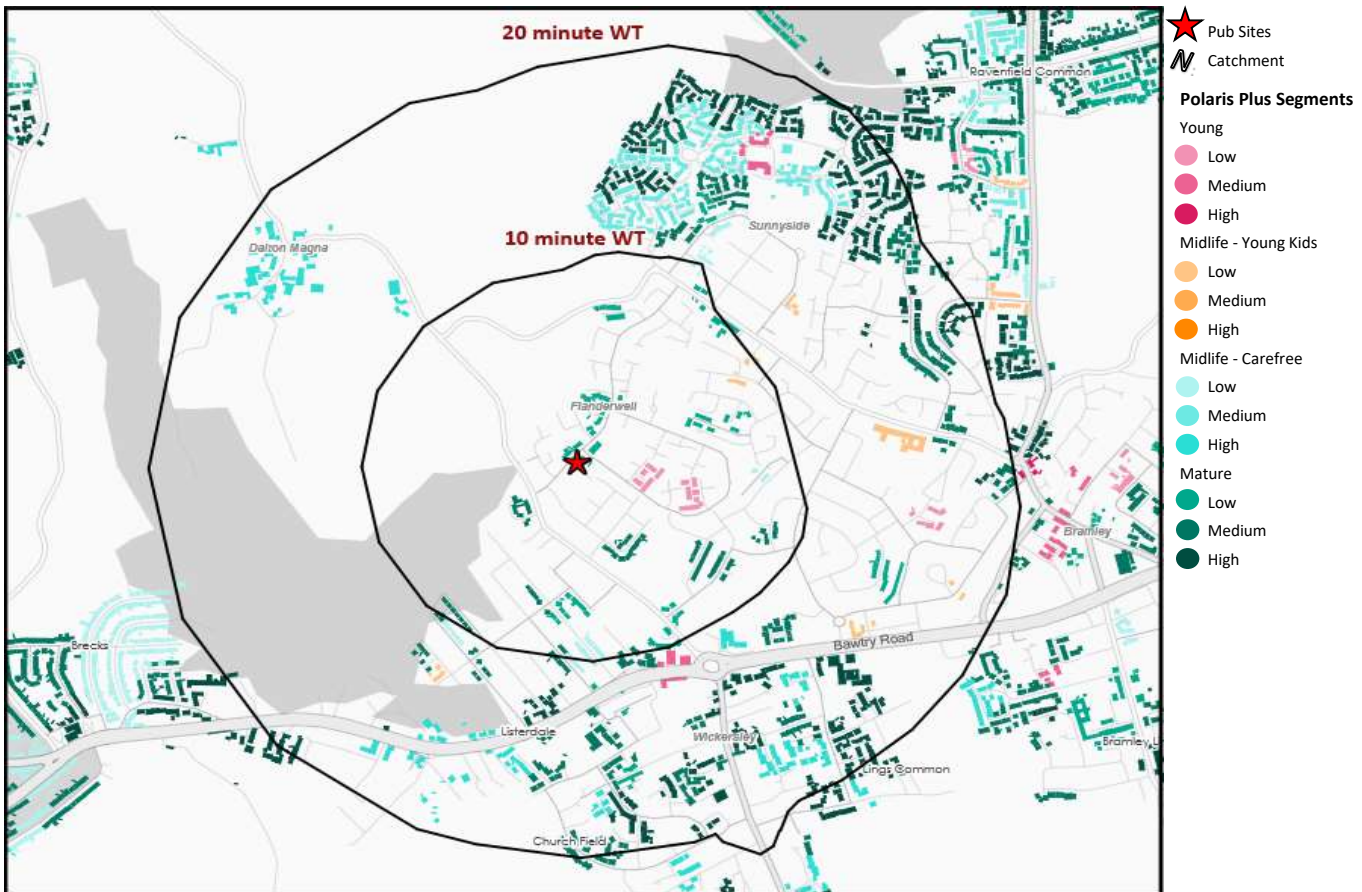
Polaris Plus Profile by Catchment

*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	542	609	85,481	150	58	162
Medium	0	91	45,148	0	8	76
High	0	0	3,707	0	0	10
Midlife - Young Kids						
Low	422	1,157	81,721	209	198	277
Medium	31	31	6,967	19	7	30
High	0	0	0	0	0	0
Midlife - Carefree						
Low	504	1,563	47,490	325	348	209
Medium	0	904	24,991	0	118	65
High	0	435	7,013	0	92	29
Mature						
Low	685	1,283	86,861	135	88	117
Medium	1,466	3,085	103,346	254	185	123
High	31	1,311	38,912	6	82	48
Not Private Households	0	197	6,586	0	141	93
Total	3,681	10,666	538,223			

CGA Summary - Brush & Easel Flanderwell

Legend:
- ★ Pub Sites
- Ν 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
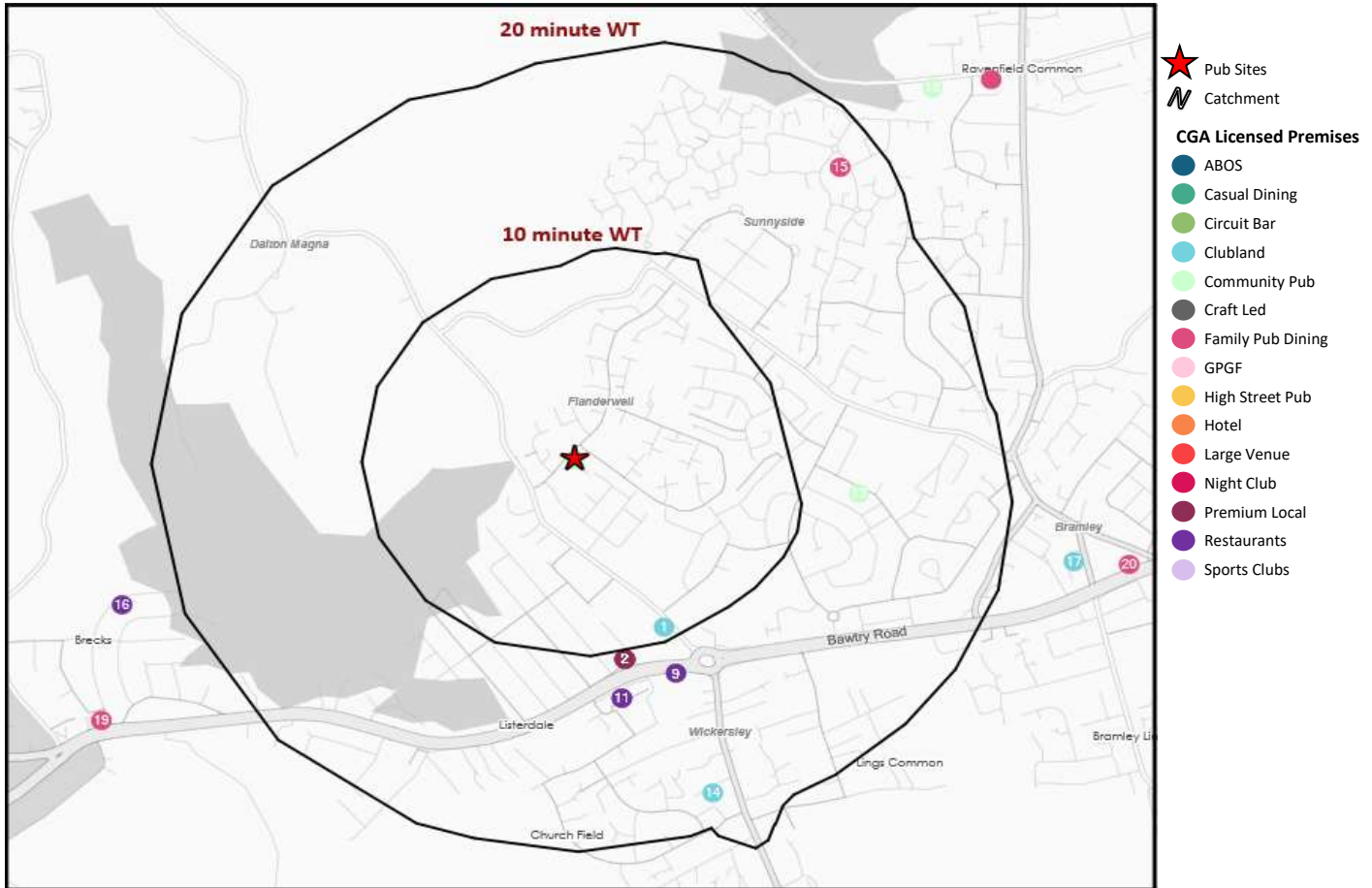
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Brush & Easel	S 66 2HB	Star Pubs & Bars	Community Pub	0.0
1	Wickersley Old Village Cricket Club	S 66 2HL	Independent Free	Clubland	0.4
2	450 Above Restaurant	S 66 2BW	Independent Free	Restaurants	0.4
2	Jr's At The Courtyard	S 66 2BW	Independent Free	High Street Pub	0.4
2	Yard Coffee Shop & Bistro	S 66 2BW	Independent Free	High Street Pub	0.4
2	Chaudrys	S 66 2BW	Independent Free	Restaurants	0.4
2	Olive Lounge Tapas Bar & Restaurant	S 66 2BW	Independent Free	Restaurants	0.4
2	Garrison	S 66 2BW	Independent Free	Family Pub Dining	0.4
2	Three Horse Shoes	S 66 2BW	Stonegate Pub Company	Premium Local	0.4
9	Masons Arms	S 66 1JY	Greene King	Community Pub	0.4
9	W Italian	S 66 1JY	Independent Free	Restaurants	0.4
11	Bollywood	S 66 1AA	Independent Free	Restaurants	0.5
11	Elif	S 66 1AA	Independent Free	Restaurants	0.5
13	Joker Hotel	S 66 2LU	Stonegate Pub Company	Community Pub	0.5
14	Wickersley Working Mens Club	S 66 1EN	Independent Free	Clubland	0.7
15	Woodman	S 66 3ZL	Marston's	Family Pub Dining	0.7
16	Bay Tree Cafe Bistro	S 65 3HU	Independent Free	Restaurants	0.8
17	Bramley Working Mens Club	S 66 2SA	Independent Free	Clubland	0.9
18	Ravenfield Arms	S 65 4PS	Independent Free	Community Pub	1.0
19	Brecks Hotel	S 65 3JB	Whitbread	Family Pub Dining	1.0
20	King Henry	S 66 2TW	Mitchells & Butlers	Family Pub Dining	1.0

Per Pub Analysis - Brush & Easel Flanderwell

*WT= Walktime, **DT= Drivetime

■	Over GB Average
■	Around GB Average
■	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,681	10,666	538,223
Number of Competition Pubs	1	10	606
Adults 18+ per Competition Pub	3,681	1,067	888

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	63	1.7%	21
Circuit Bar	0	122	3.3%	82
Community Pub	1	1,146	31.1%	163
Craft Led	0	29	0.8%	23
Great Pub Great Food	0	293	8.0%	45
High Street Pub	0	1,069	29.0%	158
Premium Local	0	456	12.4%	75

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	205	1.9%	24
Circuit Bar	0	184	1.7%	43
Community Pub	3	2,377	22.3%	117
Craft Led	0	45	0.4%	12
Great Pub Great Food	0	1,423	13.3%	75
High Street Pub	2	2,162	20.3%	110
Premium Local	1	1,605	15.0%	91

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	22,095	4.1%	51
Circuit Bar	14	23,076	4.3%	106
Community Pub	155	147,720	27.4%	144
Craft Led	0	11,848	2.2%	64
Great Pub Great Food	6	51,870	9.6%	54
High Street Pub	76	137,987	25.6%	139
Premium Local	35	64,560	12.0%	73

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.

	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: 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.

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			