

# Catchment Summary - Black Rock Hotel Wakefield



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at [www.caci.co.uk/copyright/notice.pdf](http://www.caci.co.uk/copyright/notice.pdf)

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

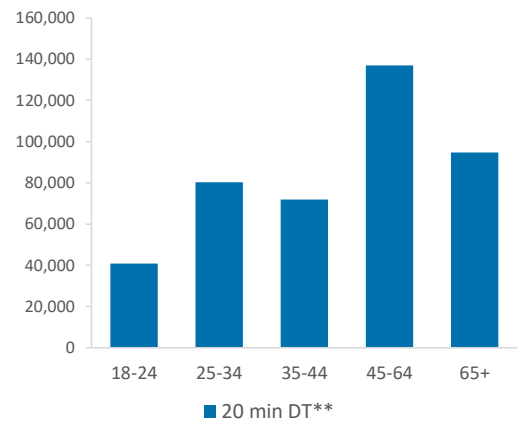
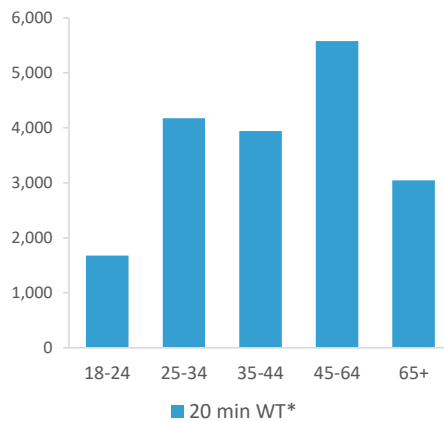
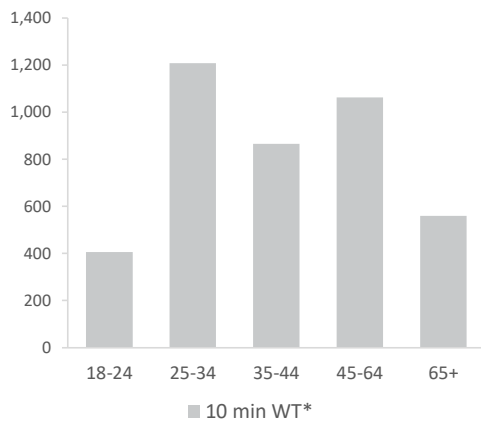
\*WT= Walktime, \*\*DT= Drivetime

	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**
<b>Population</b>	4,875	22,886	543,859	92	157	143
<small>Population &amp; Adults 18+ index is based on all pubs</small>						
<b>Adults 18+</b>	4,102	18,421	424,564	94	103	142
<b>Competition Pubs</b>	49	64	585	327	200	162
<b>Adults 18+ per Competition Pub</b>	84	288	726	10	35	88
<b>% Adults Likely to Drink</b>	79.6%	79.9%	81.5%	97	97	99

Affluence	Low	36.8%	25.9%	29.5%	143	101	115
	Medium	24.5%	36.5%	43.7%	62	93	111
	High	37.7%	31.4%	25.5%	112	94	76

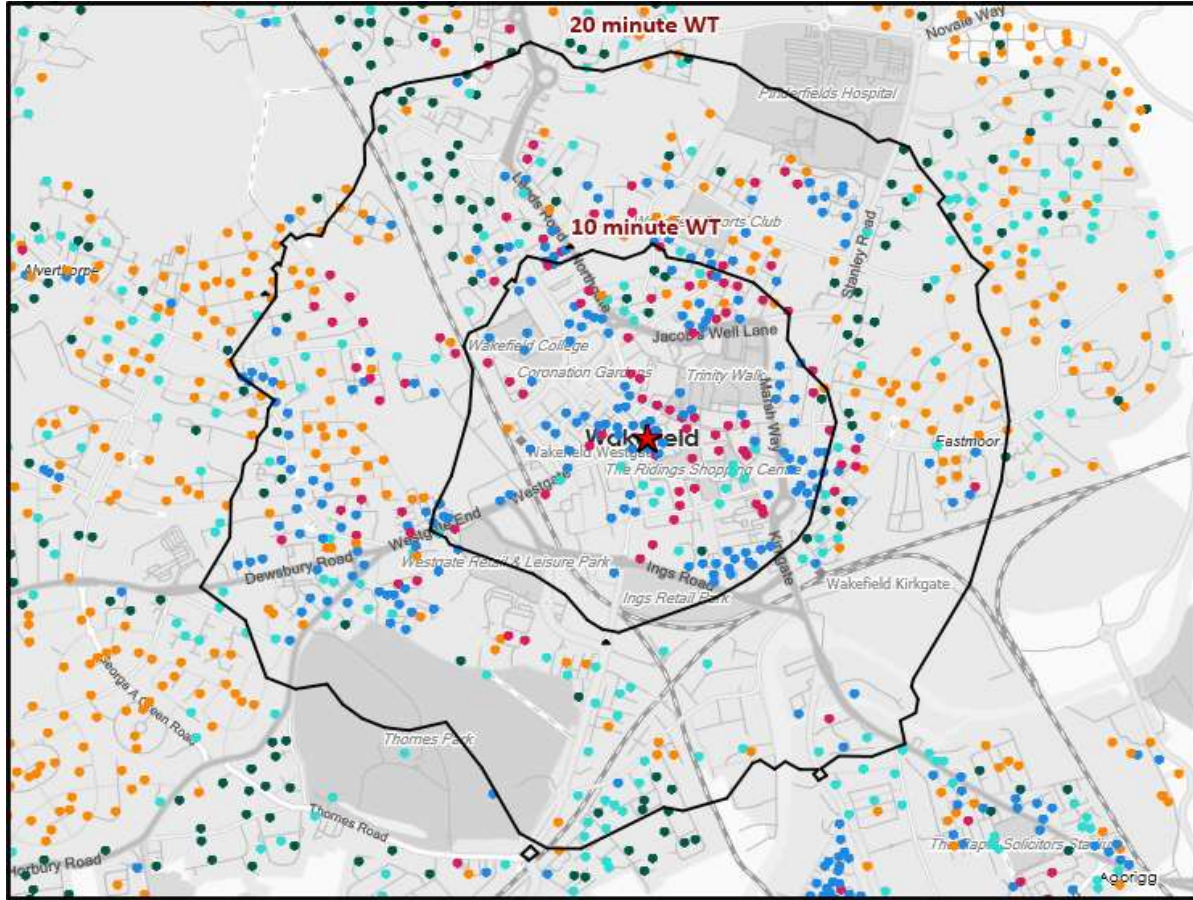
\*Affluence does not include Not Private Households

Age Profile	18-24	406	1,678	40,847	103	90	93
	25-34	1,208	4,174	80,366	186	137	111
	35-44	865	3,945	71,783	138	134	103
	45-64	1,063	5,576	136,893	85	95	98
	65+	560	3,048	94,675	60	70	91



		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	2,698 (55%)	12,392 (54%)	269,803 (50%)	112	109	100
	Female	2,177 (45%)	10,494 (46%)	274,056 (50%)	88	91	100
Economic Status (16-74)	Employed: Full-time	1,844 (47%)	7,615 (43%)	171,477 (44%)	113	104	105
	Employed: Part-time	405 (10%)	2,248 (13%)	54,176 (14%)	79	99	106
	Self employed	330 (8%)	1,384 (8%)	29,427 (7%)	88	83	78
	Unemployed	152 (4%)	551 (3%)	10,568 (3%)	163	132	113
	Retired	314 (8%)	1,850 (11%)	56,069 (14%)	58	76	104
	Other	890 (23%)	3,913 (22%)	70,994 (18%)	115	113	92
<b>Total Worker Count</b>		14,038	28,977	291,489			

See the Glossary page for further information on the above variables

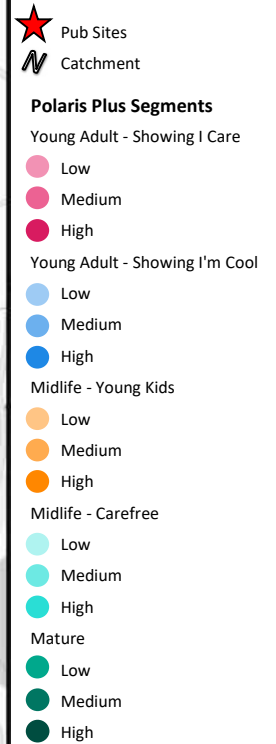
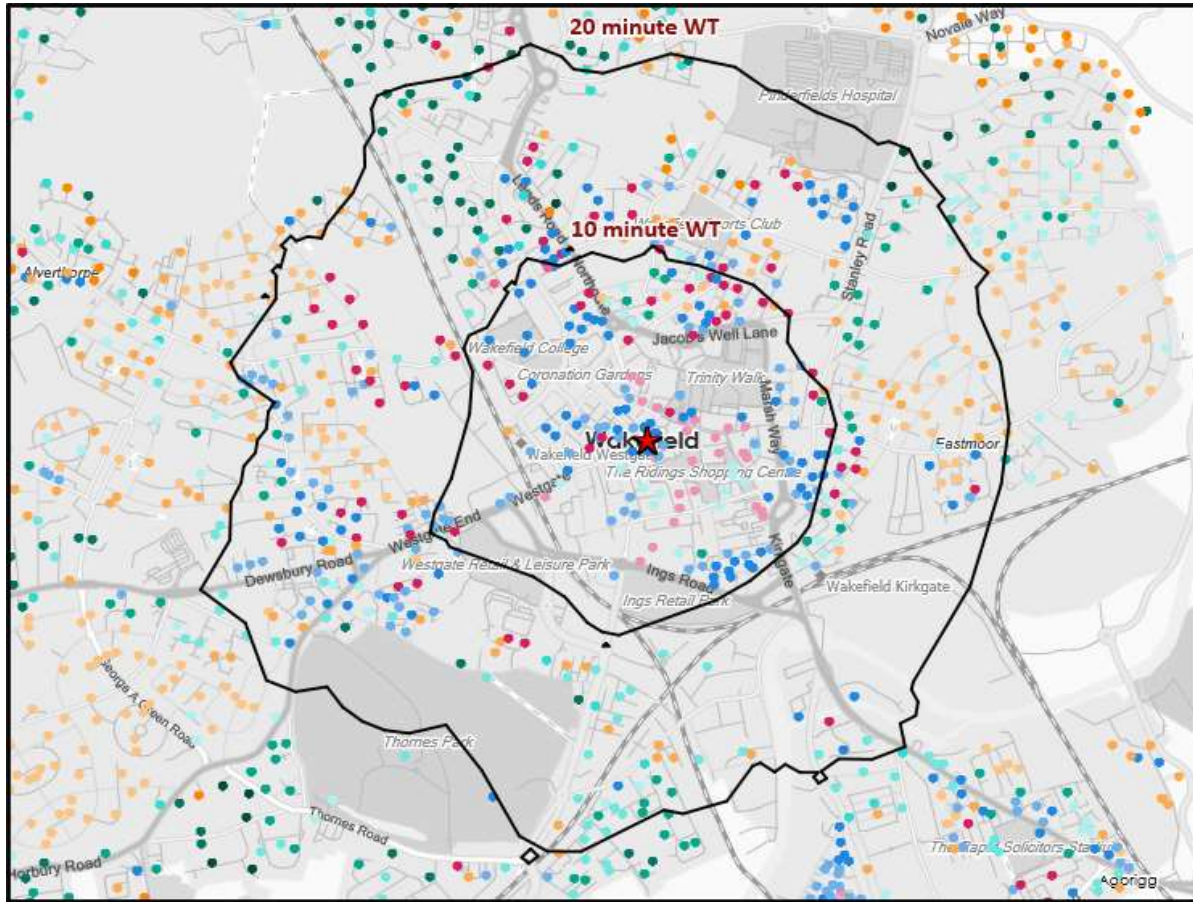


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	1,092	2,931	24,669	298	178	65
Young Adult - Showing I'm Cool	1,882	5,320	44,811	499	314	115
Midlife - Young Kids	218	3,897	148,048	17	67	111
Midlife - Carefree	742	2,993	98,533	86	77	110
Mature	125	2,138	103,128	11	41	87
<b>Not Private Households</b>	43	1,142	5,375	73	431	88
<b>Total</b>	4,102	18,421	424,564			



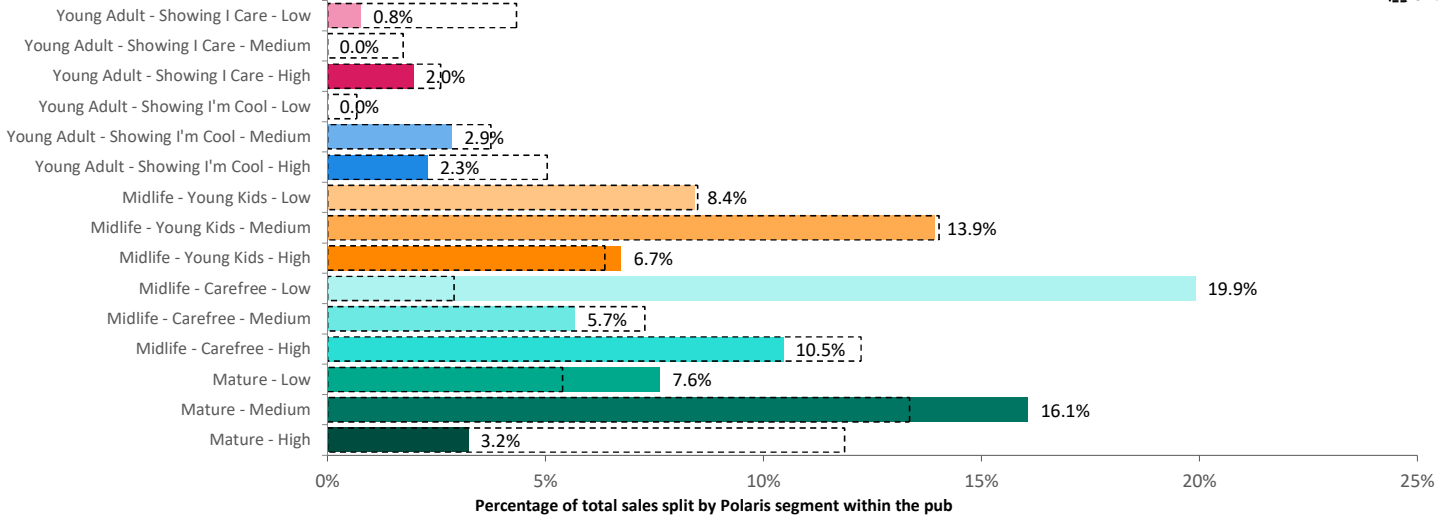
Polaris Plus Profile by Catchment

\*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	508	508	8,747	295	66	49
Medium	65	65	65	116	26	1
High	519	2,358	15,857	376	380	111
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	856	2,450	25,617	564	360	163
High	1,026	2,870	19,194	559	348	101
<b>Midlife - Young Kids</b>						
Low	135	1,778	56,379	30	87	119
Medium	83	2,004	63,309	14	73	100
High	0	115	28,360	0	12	124
<b>Midlife - Carefree</b>						
Low	742	1,467	28,525	532	234	198
Medium	0	1,090	42,245	0	88	148
High	0	436	27,763	0	22	60
<b>Mature</b>						
Low	125	1,017	31,671	51	93	126
Medium	0	1,109	54,365	0	48	101
High	0	12	17,092	0	1	43
<b>Not Private Households</b>	43	1,142	5,375	73	431	88
<b>Total</b>	4,102	18,421	424,564			

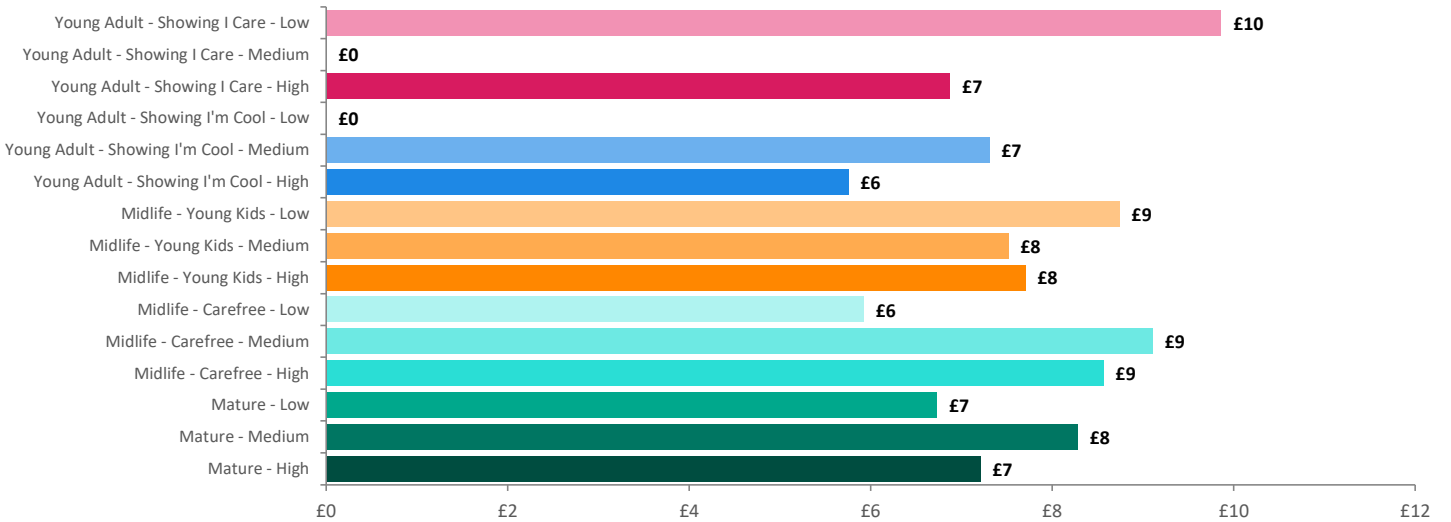
Spend by Polaris

GB %



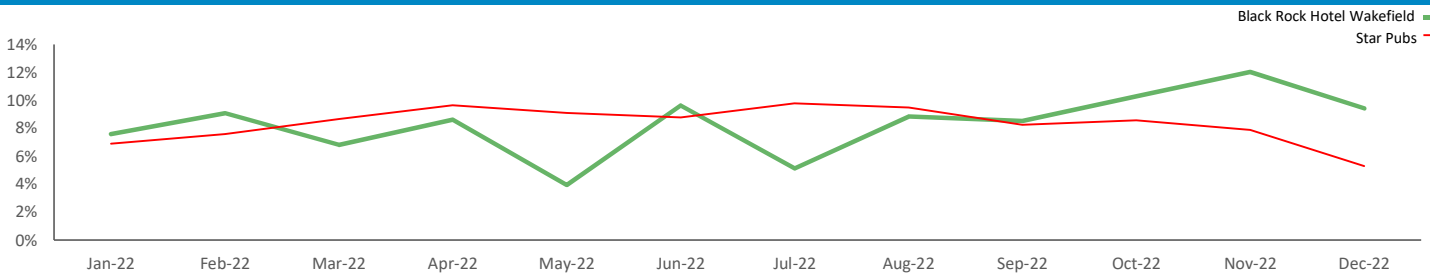
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

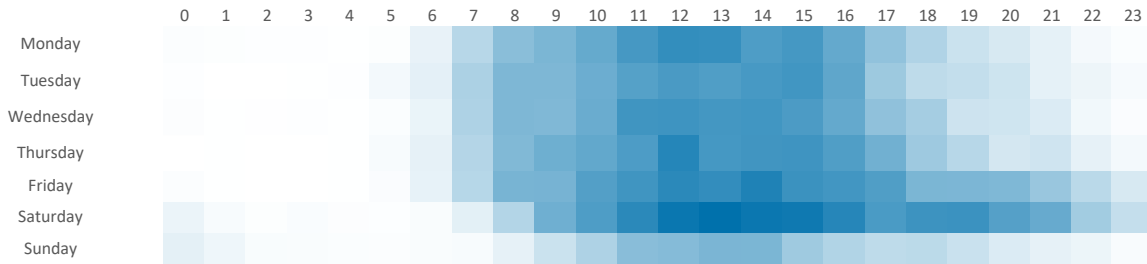


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

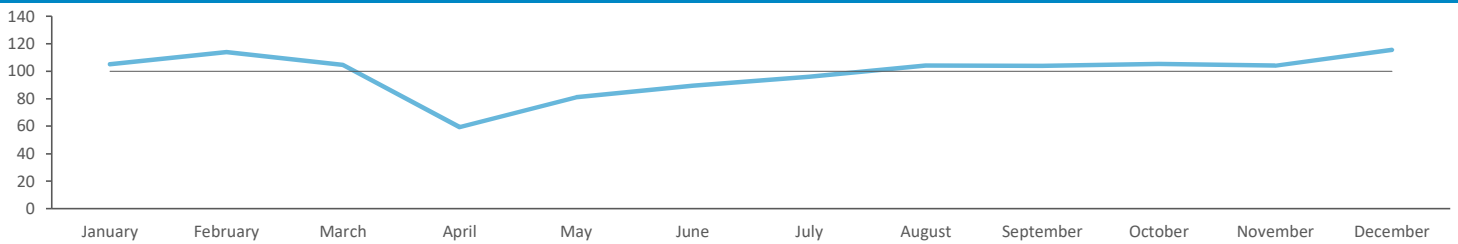


Time of Day/Day of Week



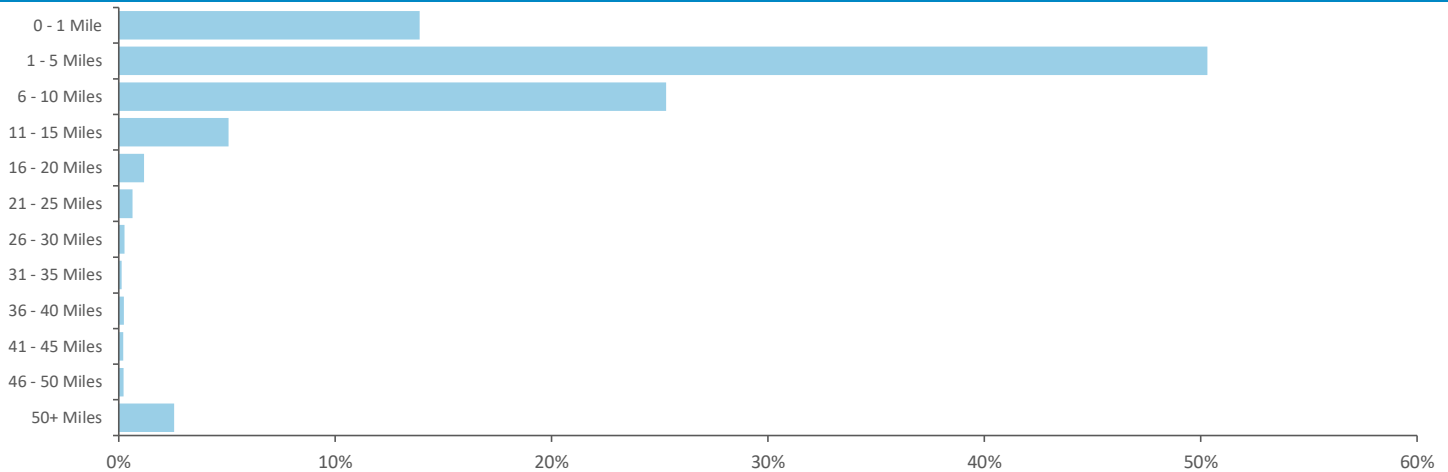
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



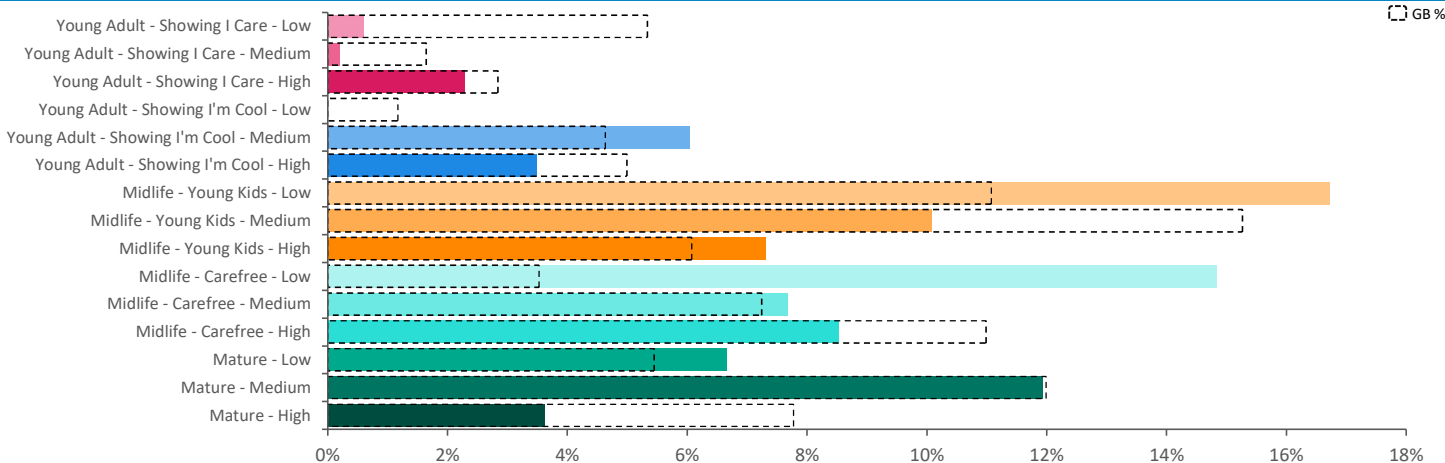
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

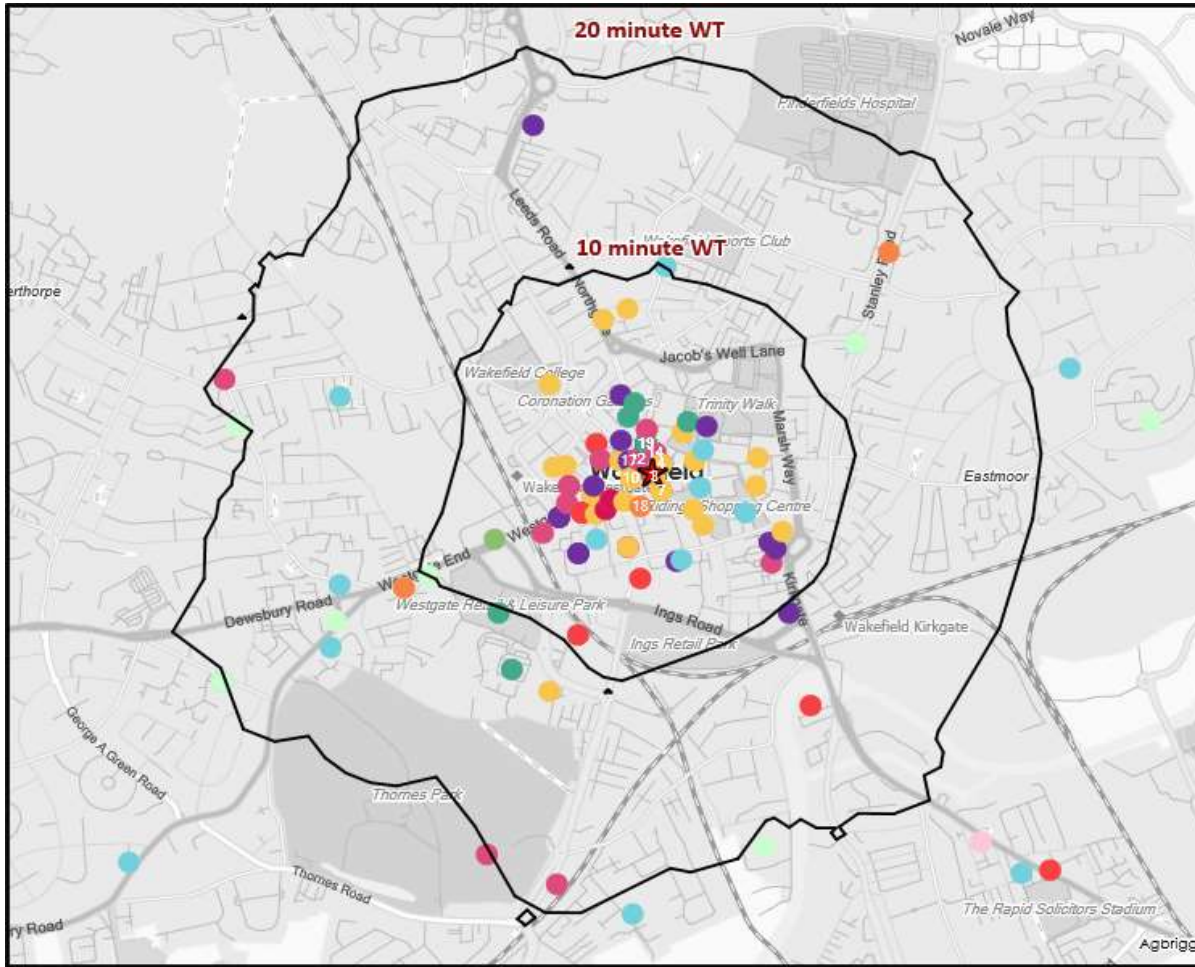


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

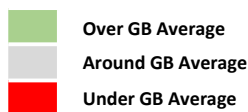
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Black Rock Hotel	WF 1 1PQ	Star Pubs & Bars	High Street Pub	0.0
1	Thai on the Square	WF 1 1PQ	Thai Square Restaurants	Restaurants	0.0
3	Ale House	WF 1 1PB	Independent Free	High Street Pub	0.0
4	Jock's Cavern	WF 1 1HB	Independent Free	High Street Pub	0.0
4	Grill Pit	WF 1 1HB	Independent Free	Restaurants	0.0
4	Blind Pig	WF 1 1HB	Independent Free	High Street Pub	0.0
7	Moodys	WF 1 1JZ	Independent Free	Family Pub Dining	0.0
7	Westgate's Eatery & Bar	WF 1 1JZ	Unknown	High Street Pub	0.0
7	Reflections	WF 1 1JZ	Stonegate Pub Company	High Street Pub	0.0
10	Supper Club	WF 1 1UY	Independent Free	High Street Pub	0.0
10	Black Swan	WF 1 1UY	Admiral Taverns Ltd	High Street Pub	0.0
12	Smokehouse	WF 1 2ED	Independent Free	Casual Dining	0.0
12	Barristers	WF 1 2ED	Independent Free	Family Pub Dining	0.0
14	Iris	WF 1 1HA	Independent Free	Restaurants	0.0
14	Lockwood	WF 1 1HA	Independent Free	High Street Pub	0.0
14	Strafford Arms	WF 1 1HA	Stonegate Pub Company	Family Pub Dining	0.0
17	Qubana	WF 1 2EL	Independent Free	Restaurants	0.1
18	Express By Holiday Inn	WF 1 1JU	Atlas Hotels	Hotel	0.1
19	Rustico	WF 1 3BJ	Independent Free	Restaurants	0.1
19	Robatory	WF 1 3BJ	Independent Free	Restaurants	0.1

# Per Pub Analysis - Black Rock Hotel Wakefield



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at [www.caci.co.uk/copyright/notice.pdf](http://www.caci.co.uk/copyright/notice.pdf)



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,102	18,421	424,564
Number of Competition Pubs	49	64	585
Adults 18+ per Competition Pub	84	288	726

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	861	21.0%	206
Circuit Bar	188	4.6%	125
Community Pub	371	9.1%	52
Craft Led	421	10.3%	325
Great Pub Great Food	800	19.5%	102
High Street Pub	438	10.7%	62
Premium Local	239	5.8%	33

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,111	16.9%	166
Circuit Bar	692	3.8%	102
Community Pub	2,388	13.0%	75
Craft Led	1,377	7.5%	236
Great Pub Great Food	3,214	17.4%	91
High Street Pub	2,455	13.3%	77
Premium Local	1,484	8.1%	46

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	41,539	9.8%	96
Circuit Bar	14,833	3.5%	95
Community Pub	75,971	17.9%	103
Craft Led	13,660	3.2%	102
Great Pub Great Food	64,804	15.3%	80
High Street Pub	77,268	18.2%	105
Premium Local	60,344	14.2%	81

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;">                     18-34 year olds                      Conscious choices on sustainability and health                       "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."                 </td> <td style="border: 1px dashed #00bcd4; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new                       "Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."                 </td> <td style="border: 1px dashed #ff9800; padding: 5px;">                     35-54 year olds                      Children under 12 at home                       "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 style="border: 1px dashed #00bcd4; padding: 5px;">                     35-54 year olds                      No children under 12 at home                       "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 style="border: 1px dashed #2e7d32; padding: 5px;">                     55+ year olds                       "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 style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Product needs</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> <ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul> </td> <td style="border: 1px dashed #ff9800; padding: 5px;"> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <ul style="list-style-type: none"> <li><b>Tastes good and looks good</b></li> <li>Discovering new things</li> <li>Supports <b>connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul> </td> <td style="border: 1px dashed #2e7d32; padding: 5px;"> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Conscious choices on sustainability and health  "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."	18-34 year olds Looking good and discovering what's new  "Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	35-54 year olds Children under 12 at home  "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"	35-54 year olds No children under 12 at home  "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."	55+ year olds  "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	<ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good and looks good</b></li> <li>Discovering new things</li> <li>Supports <b>connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>
	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature														
Consumer Insight	18-34 year olds Conscious choices on sustainability and health  "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."	18-34 year olds Looking good and discovering what's new  "Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	35-54 year olds Children under 12 at home  "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"	35-54 year olds No children under 12 at home  "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."	55+ year olds  "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	<ul style="list-style-type: none"> <li>Fits sustainability values</li> <li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li>Energising</li> <li>Avoids bloating</li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and <b>be on trend</b></li> <li>Aids being <b>part of the group</b></li> <li>Discovering new things</li> <li><b>Affordable</b></li> <li><b>Energising</b></li> <li><b>Avoids bloating</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li>Discovering new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good and looks good</b></li> <li>Discovering new things</li> <li>Supports <b>connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li>Helps me <b>feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>														
<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.																			