Catchment Summary - Roebuck Chapel En Le Frith
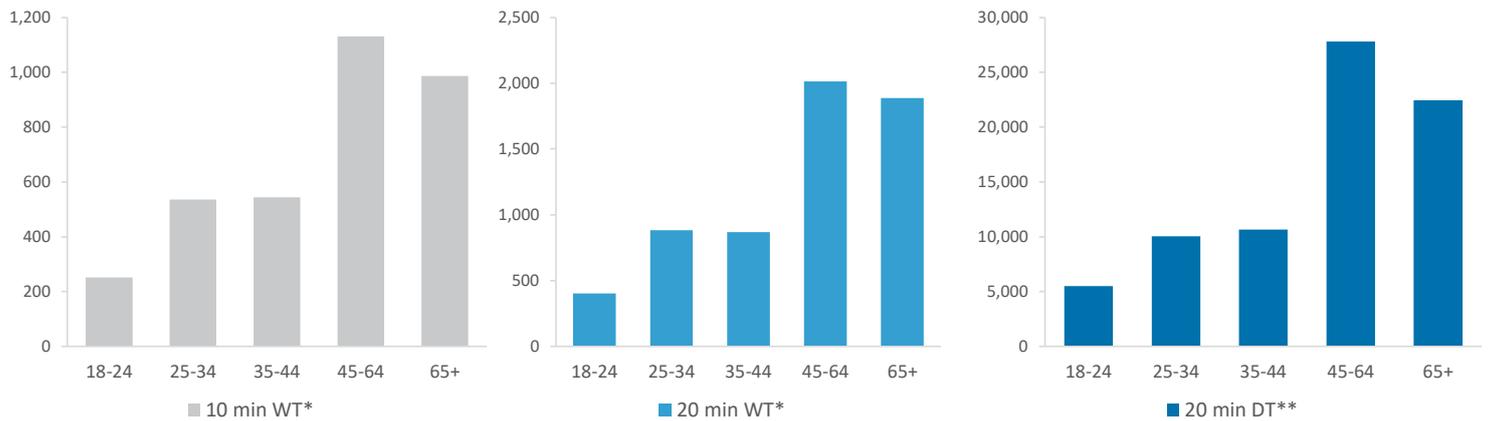
Legend:
- Over GB Average
- Around GB Average
- Under GB Average

*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		4,305	7,544	93,373	81	52	25
					Population & Adults 18+ index is based on all pubs		
Adults 18+		3,448	6,055	76,447	79	34	26
Competition Pubs		6	8	185	40	25	51
Adults 18+ per Competition Pub		575	757	413	70	92	50
% Adults Likely to Drink		83.0%	83.1%	84.2%	101	101	102
Affluence	Low	15.9%	15.0%	14.3%	62	58	56
	Medium	52.6%	49.6%	35.4%	134	126	90
	High	30.1%	34.0%	49.0%	90	101	146
Age Profile	18-24	251	404	5,497	72	66	73
	25-34	536	882	10,033	94	88	81
	35-44	544	868	10,656	98	89	89
	45-64	1,131	2,014	27,825	103	104	117
	65+	986	1,887	22,436	120	131	126

*Affluence does not include Not Private Households

		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	2,146 (50%)	3,686 (49%)	46,207 (49%)	101	99	100
	Female	2,159 (50%)	3,858 (51%)	47,166 (51%)	99	101	100
Economic Status (16-74)	Employed: Full-time	1,309 (43%)	2,276 (43%)	28,070 (41%)	103	103	100
	Employed: Part-time	500 (16%)	871 (16%)	9,739 (14%)	125	126	111
	Self employed	330 (11%)	569 (11%)	7,993 (12%)	113	112	124
	Unemployed	52 (2%)	86 (2%)	1,094 (2%)	71	68	68
	Retired	523 (17%)	913 (17%)	11,611 (17%)	124	125	124
	Other	357 (12%)	602 (11%)	9,250 (14%)	59	57	69
Total Worker Count		1,545	2,436	37,519			

See the Glossary page for further information on the above variables

Polaris Summary - Roebuck Chapel En Le Frith
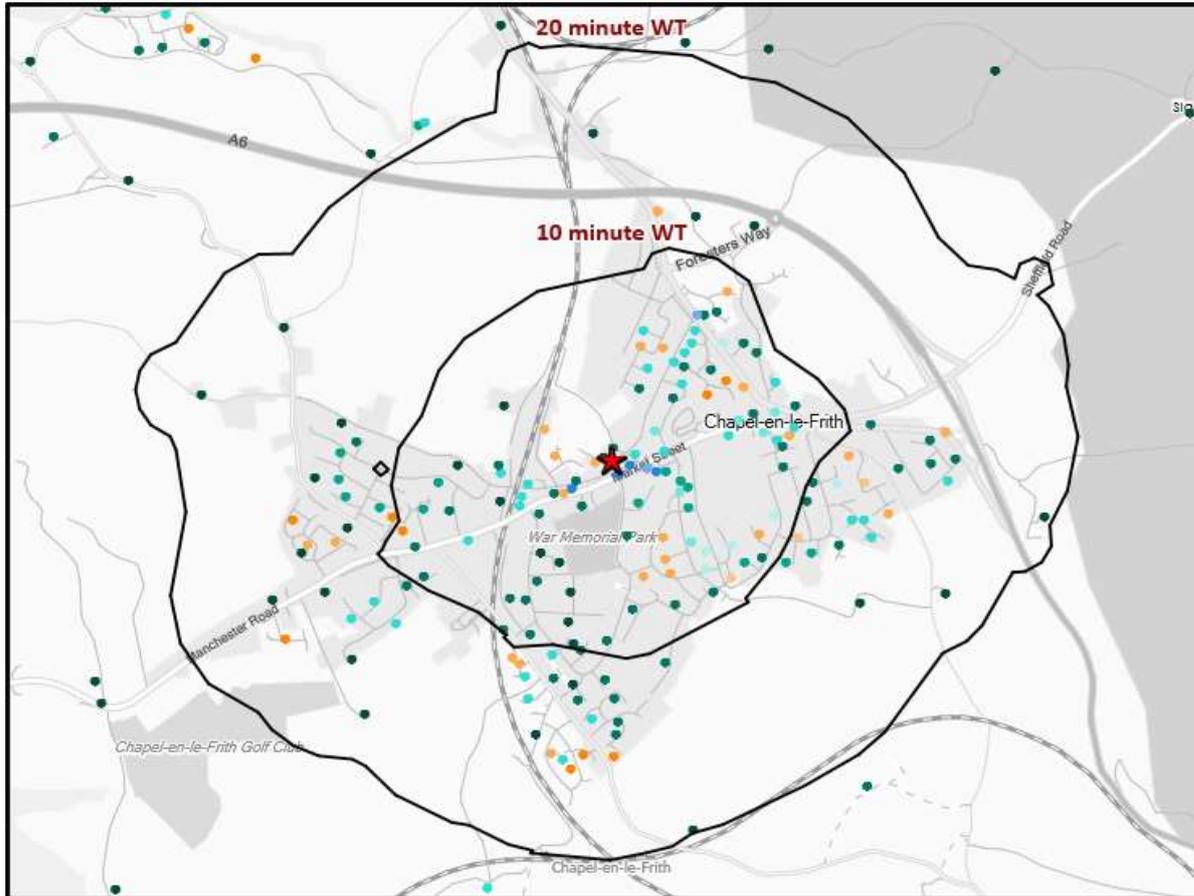
star PUBS & BARS
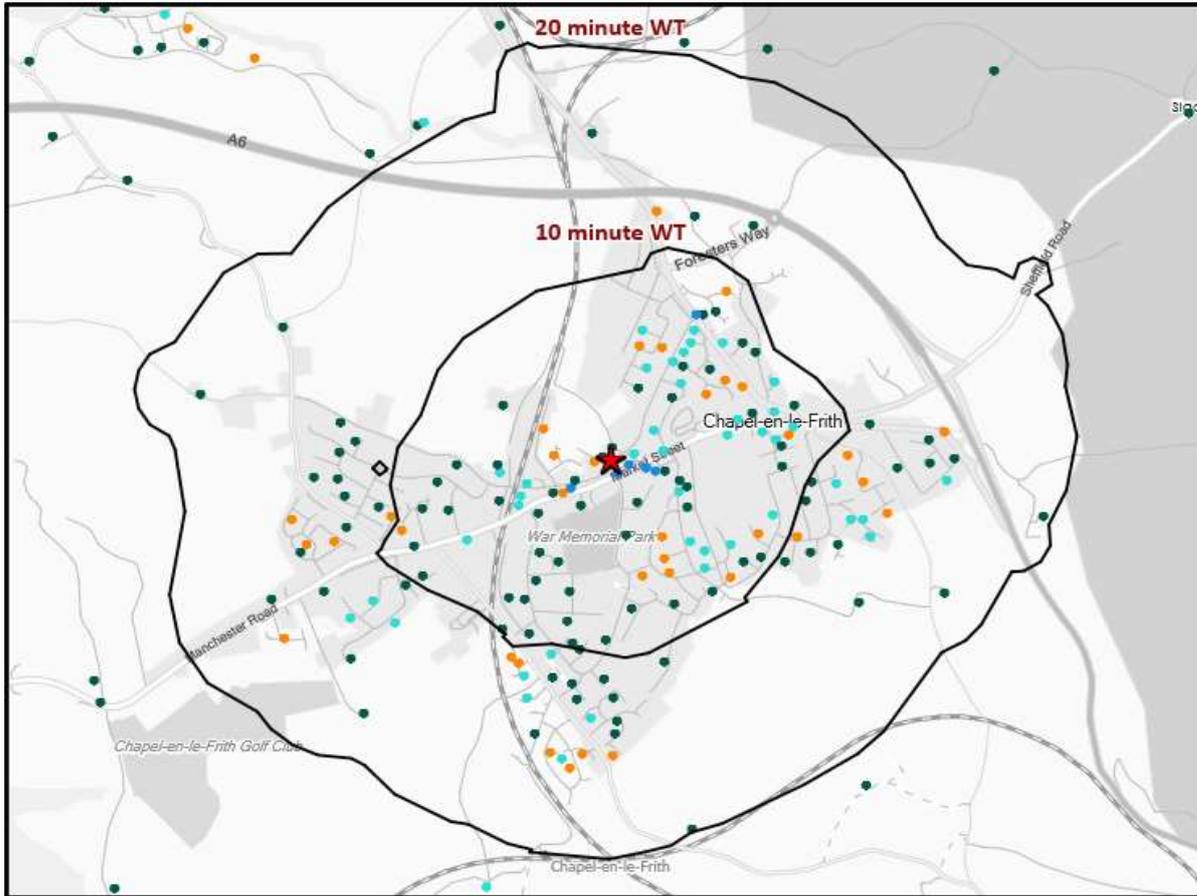
Legend:
- ★ Pub Sites
- N Catchment

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	1,711	0	0	25
Young Adult - Showing I'm Cool	77	77	3,638	24	14	52
Midlife - Young Kids	891	1,424	15,207	82	75	63
Midlife - Carefree	999	1,512	20,815	138	119	129
Mature	1,433	2,953	34,116	149	174	160
Not Private Households	48	89	960	97	102	87
Total	3,448	6,055	76,447			

CACI

Polaris Summary - Roebuck Chapel En Le Frith

star PUBS & BARS

★ Pub Sites
N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- 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 Adult - Showing I Care						
Low	0	0	178	0	0	6
Medium	0	0	0	0	0	0
High	0	0	1,533	0	0	60
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	46	46	1,775	36	21	63
High	31	31	1,863	20	11	54
Midlife - Young Kids						
Low	25	96	2,860	7	14	34
Medium	745	1,063	9,792	145	118	86
High	121	265	2,555	65	81	62
Midlife - Carefree						
Low	200	224	1,939	171	109	75
Medium	163	163	3,623	70	40	71
High	636	1,125	15,253	169	170	183
Mature						
Low	323	589	5,990	158	164	132
Medium	860	1,729	11,843	197	226	122
High	250	635	16,283	77	112	227
Not Private Households	48	89	960	97	102	87
Total	3,448	6,055	76,447			

Transactional Data Summary - Roebuck Chapel En Le Frith

star PUBS&BARS

Spend by Polaris

GB %

Polaris Segment	%
Young Adult - Showing I Care - Low	1.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.6%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.8%
Young Adult - Showing I'm Cool - High	5.3%
Midlife - Young Kids - Low	3.1%
Midlife - Young Kids - Medium	14.5%
Midlife - Young Kids - High	9.0%
Midlife - Carefree - Low	3.0%
Midlife - Carefree - Medium	5.7%
Midlife - Carefree - High	18.3%
Mature - Low	9.1%
Mature - Medium	12.2%
Mature - High	17.5%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	£
Young Adult - Showing I Care - Low	£80
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£11
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£10
Young Adult - Showing I'm Cool - High	£50
Midlife - Young Kids - Low	£34
Midlife - Young Kids - Medium	£14
Midlife - Young Kids - High	£9
Midlife - Carefree - Low	£11
Midlife - Carefree - Medium	£14
Midlife - Carefree - High	£12
Mature - Low	£8
Mature - Medium	£9
Mature - High	£14

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

Spend by Month

Roebuck Chapel En Le Frith — Star Pubs

CACI

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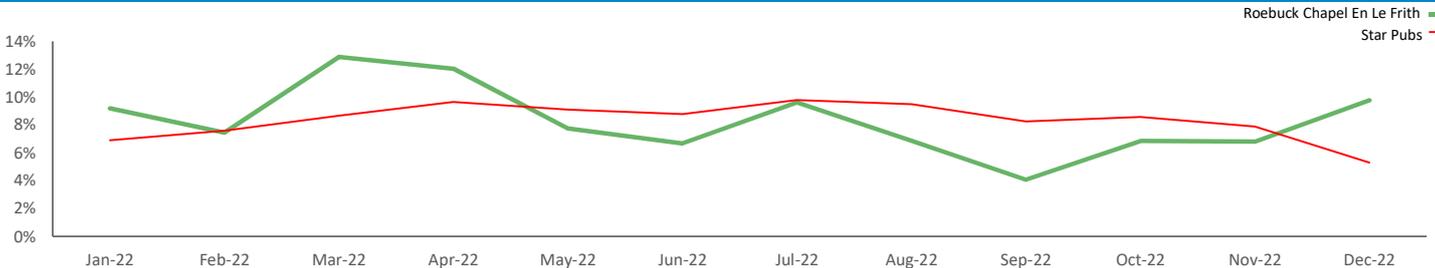
Time of Day/Day of Week
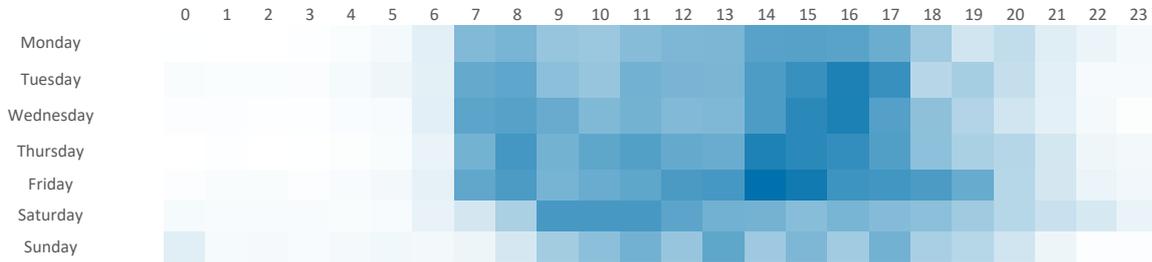
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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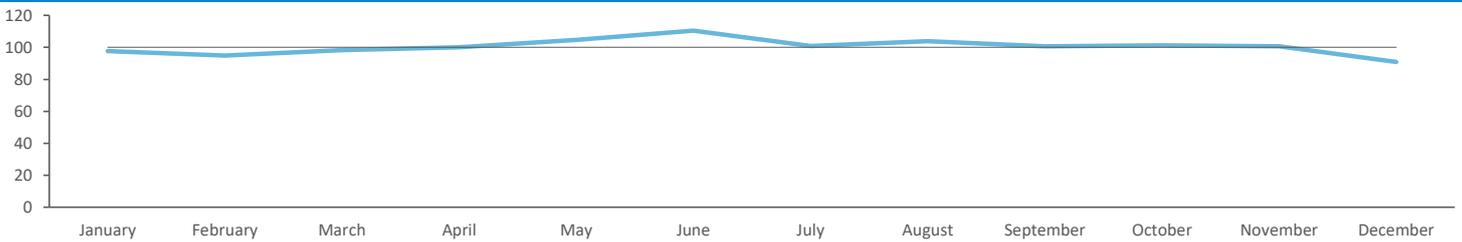
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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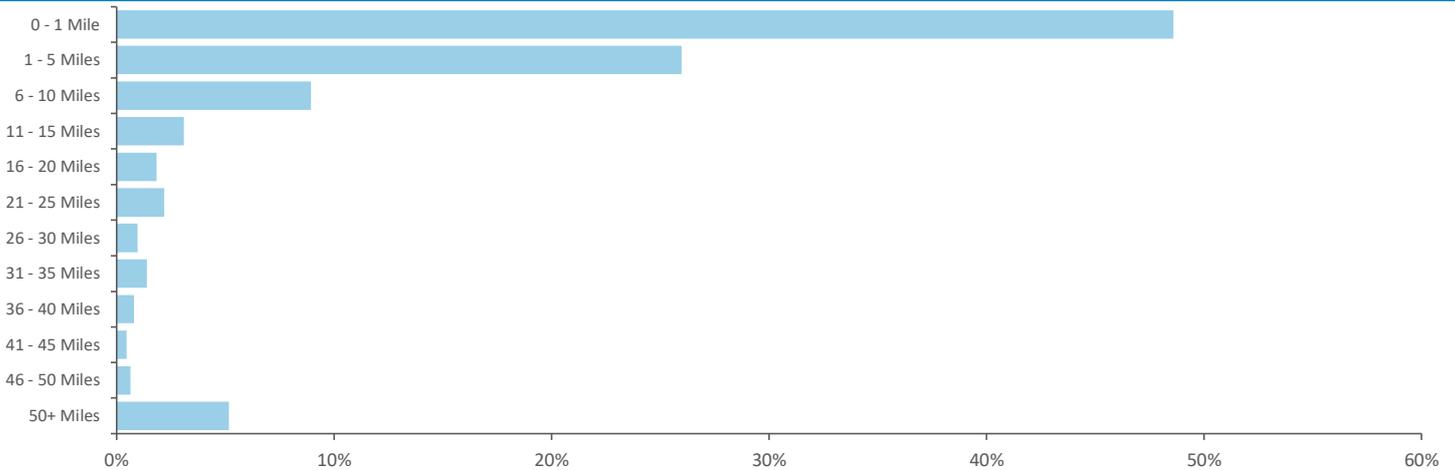
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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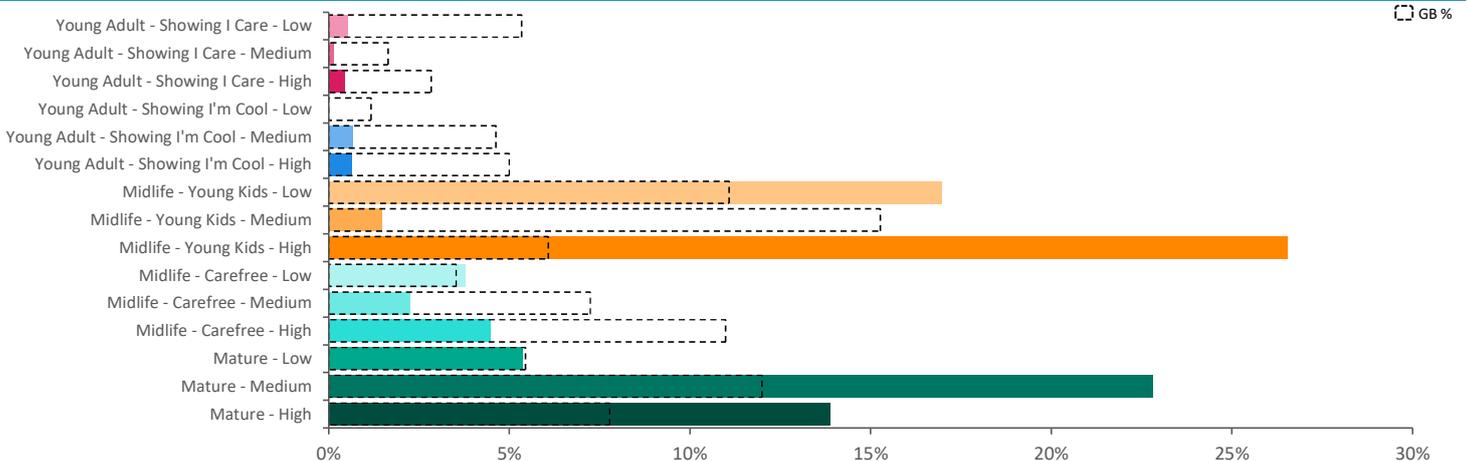
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Roebuck Chapel En Le Frith
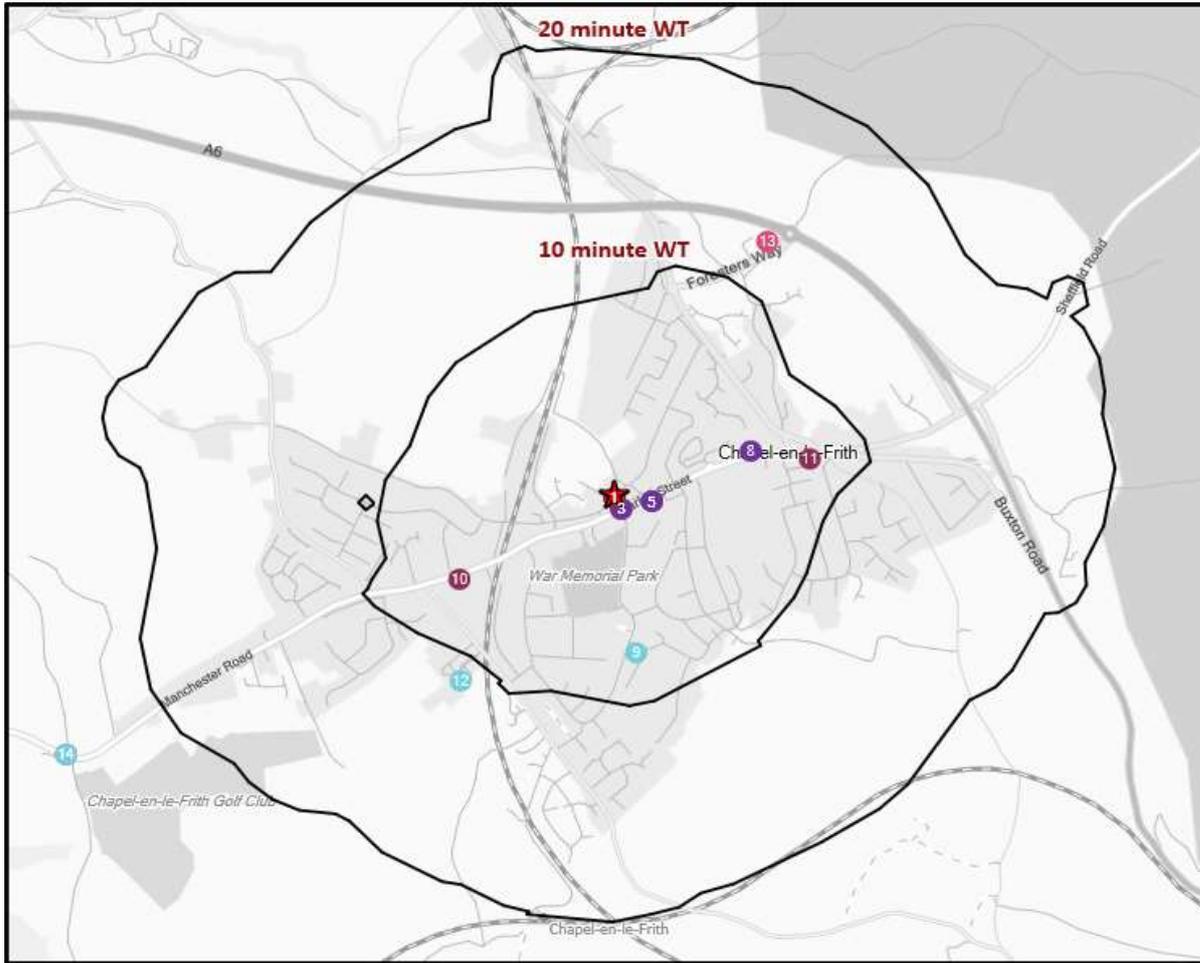
Pub Sites

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	Old Cell Ale Bar	SK23 0EN	Independent Free	Premium Local	0.0
1	Roebuck	SK23 0EN	Star Pubs & Bars	Premium Local	0.0
3	Royal Oak	SK23 0HH	Unknown	Premium Local	0.0
3	Coco Ristorante & Pizzeria	SK23 0HH	Independent Free	Restaurants	0.0
5	Rems	SK23 0HP	Independent Free	High Street Pub	0.1
5	Golden Dragon	SK23 0HP	Independent Free	Restaurants	0.1
5	Veccha Italia	SK23 0HP	Independent Free	Restaurants	0.1
8	Khans Balti	SK23 0HZ	Independent Free	Restaurants	0.3
9	Chapel En Le Frith Cricket Club	SK23 0ND	Independent Free	Clubland	0.3
10	New Inn	SK23 9SR	Robinsons	Premium Local	0.3
11	Old Pack Horse	SK23 0NT	Robinsons	Premium Local	0.4
12	Chapel Leisure Centre	SK23 0TQ	Independent Free	Clubland	0.4
13	Fickle Mermaid	SK23 0RB	Marston's	Family Pub Dining	0.6
14	Hanging Gate	SK23 9UH	Independent Free	Family Pub Dining	1.1
14	Chapen-En-Le-Frith Golf Club	SK23 9UH	Independent Free	Clubland	1.1

Per Pub Analysis - Roebuck Chapel En Le Frith

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+	3,448	6,055	76,447
Number of Competition Pubs	6	8	185
Adults 18+ per Competition Pub	575	757	413

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	261	7.6%	74
Circuit Bar	129	3.7%	102
Community Pub	575	16.7%	96
Craft Led	55	1.6%	50
Great Pub Great Food	696	20.2%	105
High Street Pub	554	16.1%	93
Premium Local	767	22.2%	127

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	417	6.9%	67
Circuit Bar	191	3.2%	86
Community Pub	1,083	17.9%	103
Craft Led	73	1.2%	38
Great Pub Great Food	1,336	22.1%	115
High Street Pub	1,036	17.1%	99
Premium Local	1,443	23.8%	136

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	6,462	8.5%	83
Circuit Bar	1,979	2.6%	71
Community Pub	11,027	14.4%	83
Craft Led	1,397	1.8%	58
Great Pub Great Food	20,445	26.7%	139
High Street Pub	9,946	13.0%	75
Premium Local	18,668	24.4%	139

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.

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.