

Catchment Summary - Black Bull St Helens

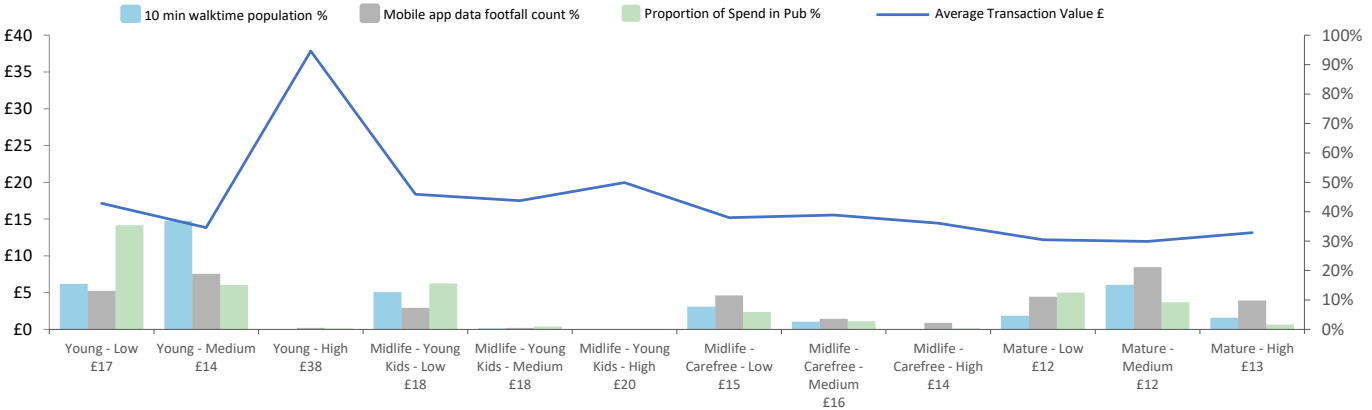
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Ship To	Name	Postcode	Operator	Segment	Sparsity
833710	Black Bull St Helens	WA10 4PX	Star Pubs & Bars	Premium Local	5



- ★ Pub Sites
- 📍 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 - Black Bull St Helens



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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**

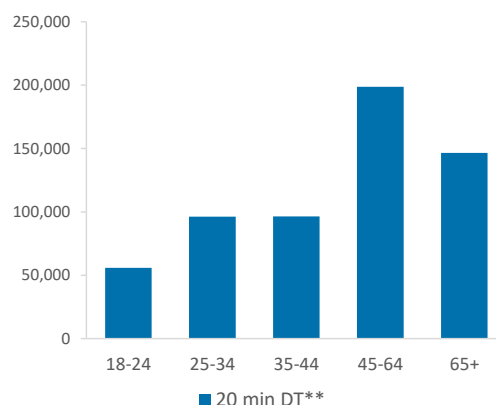
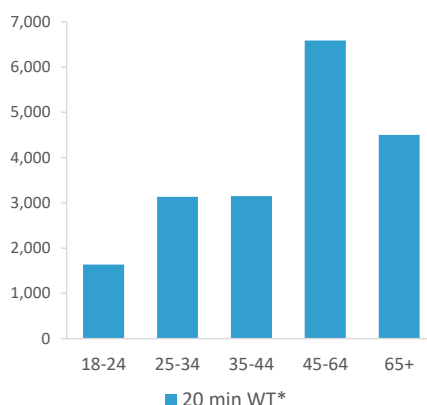
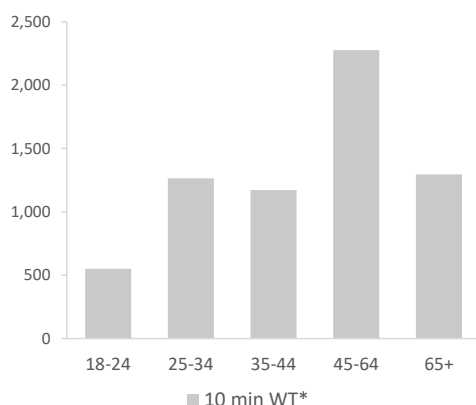
Population	8,176	23,362	750,324	152	126	171
Adults 18+	6,562	19,007	593,703	146	125	170
Competition Pubs	7	29	572	39	81	138
Adults 18+ per Competition Pub	937	655	1,038	109	76	121
% Adults Likely to Drink	77.1%	77.9%	76.4%	101	102	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	40.5%	39.1%	56.5%	122	117	170
	Medium	55.2%	50.6%	35.4%	145	133	93
	High	4.0%	8.8%	7.0%	15	32	26

\*Affluence does not include Not Private Households

Age Profile	18-24	552	1,634	55,806	83	86	91
	25-34	1,264	3,134	96,243	116	101	96
	35-44	1,173	3,151	96,326	108	102	97
	45-64	2,277	6,587	198,766	108	110	103
	65+	1,296	4,501	146,562	82	100	102



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	4,115 (50%)	11,695 (50%)	361,489 (48%)	103	102	98
	Female	4,061 (50%)	11,667 (50%)	388,835 (52%)	97	98	102

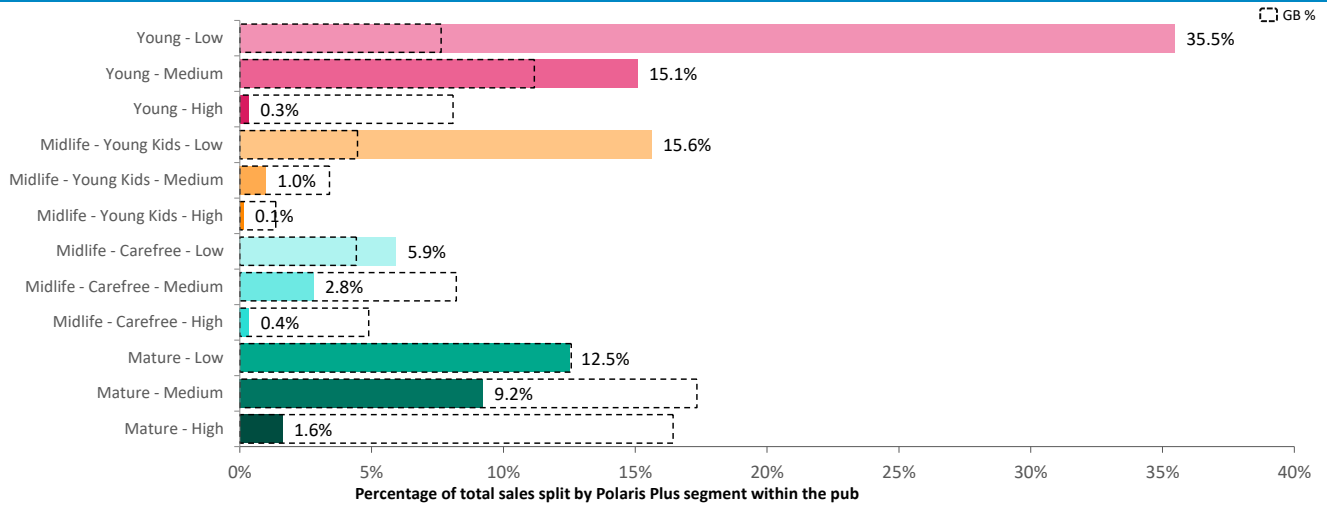
Economic Status (16+)	Employed: Full-time	2,747 (41%)	7,282 (37%)	214,413 (35%)	118	108	102
	Employed: Part-time	857 (13%)	2,269 (12%)	74,478 (12%)	107	98	102
	Self employed	378 (6%)	1,207 (6%)	40,561 (7%)	61	67	72
	Unemployed	232 (3%)	583 (3%)	17,789 (3%)	124	108	105
	Full-time student	96 (1%)	315 (2%)	12,607 (2%)	60	68	87
	Retired	1,254 (19%)	4,593 (23%)	134,993 (22%)	85	107	101
	Other	1,197 (18%)	3,322 (17%)	117,049 (19%)	102	97	110

Total Worker Count	1,000	10,870	320,431
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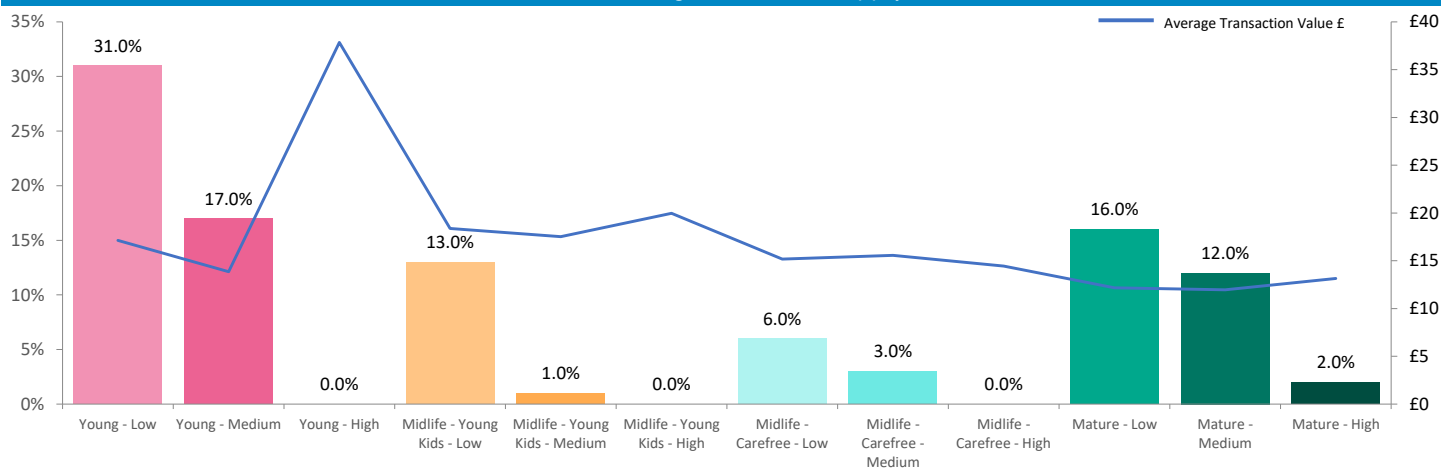
See the Glossary page for further information on the above variables

# Transactional Data Summary - Black Bull St Helens

## Spend by Polaris Plus

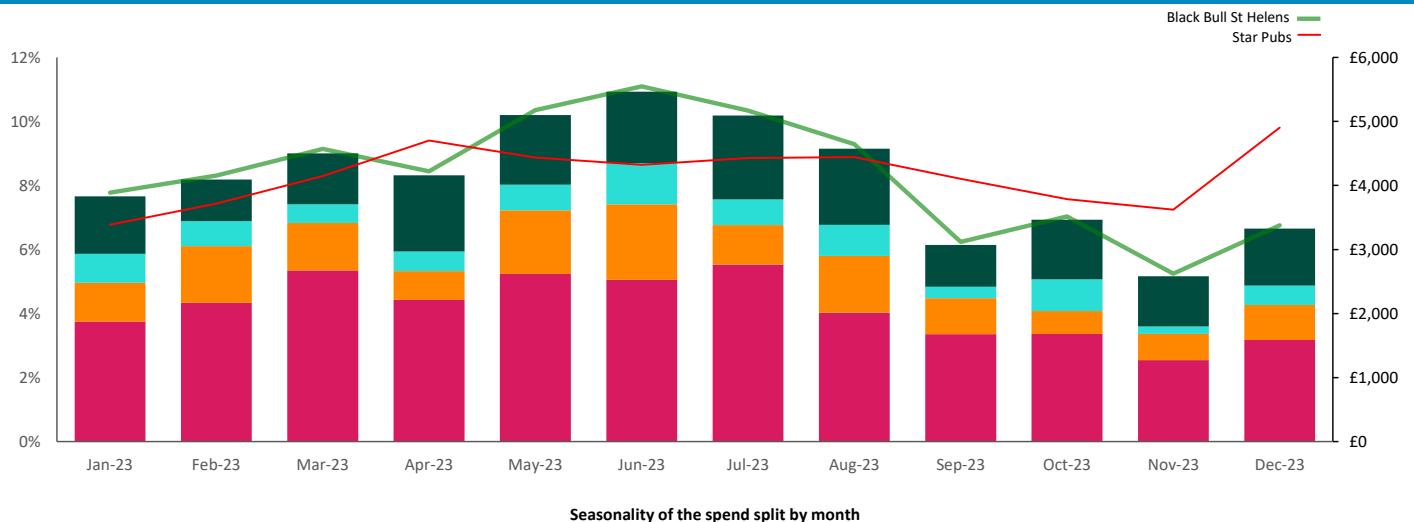


## % of Transactions and Average Transaction Values (£) by Polaris Plus



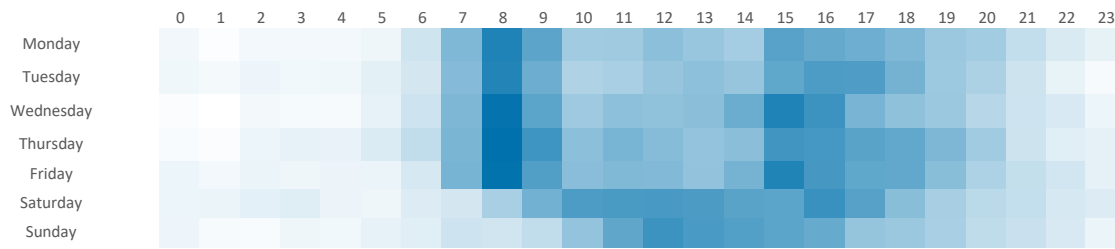
## Average transaction value of sales (£) within the pub split by Polaris Plus

### Spend by Month and Polaris



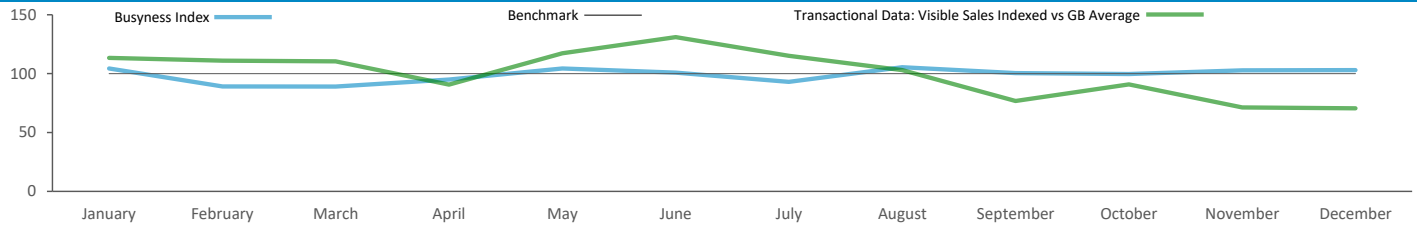
# Mobile Data Summary - Black Bull St Helens

## Time of Day/Day of Week



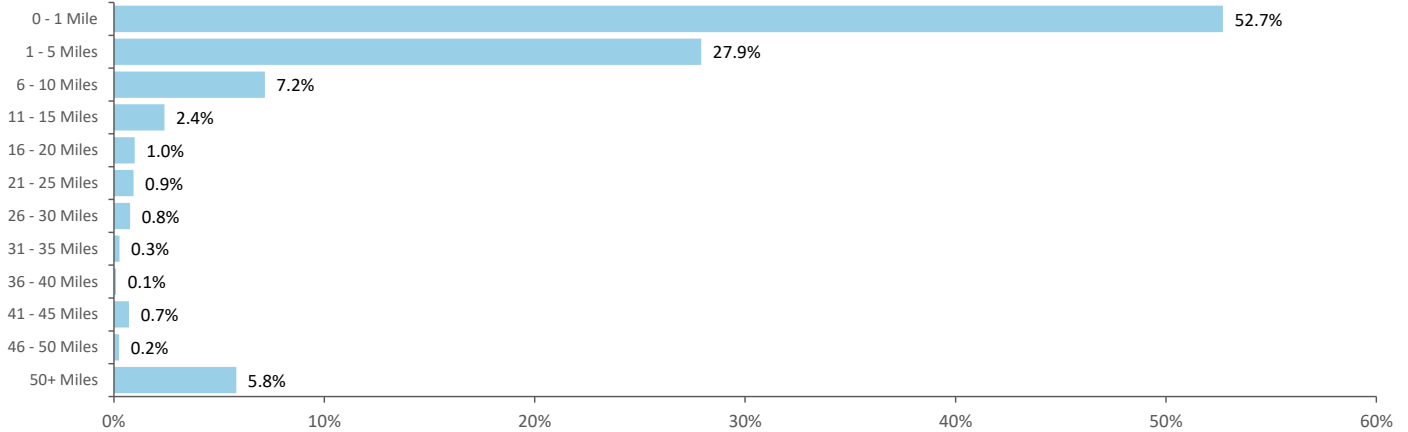
## Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### 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

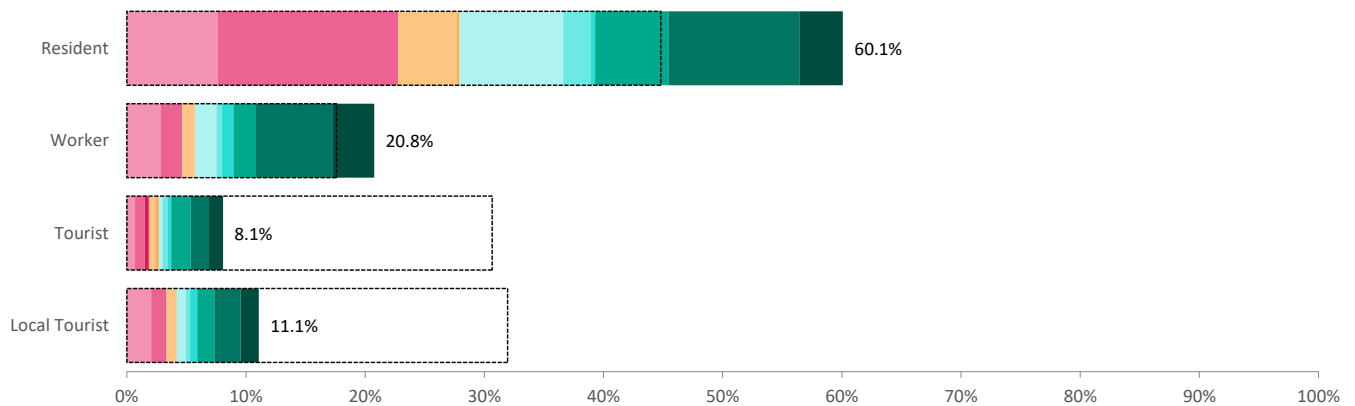
## Distance from Home



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

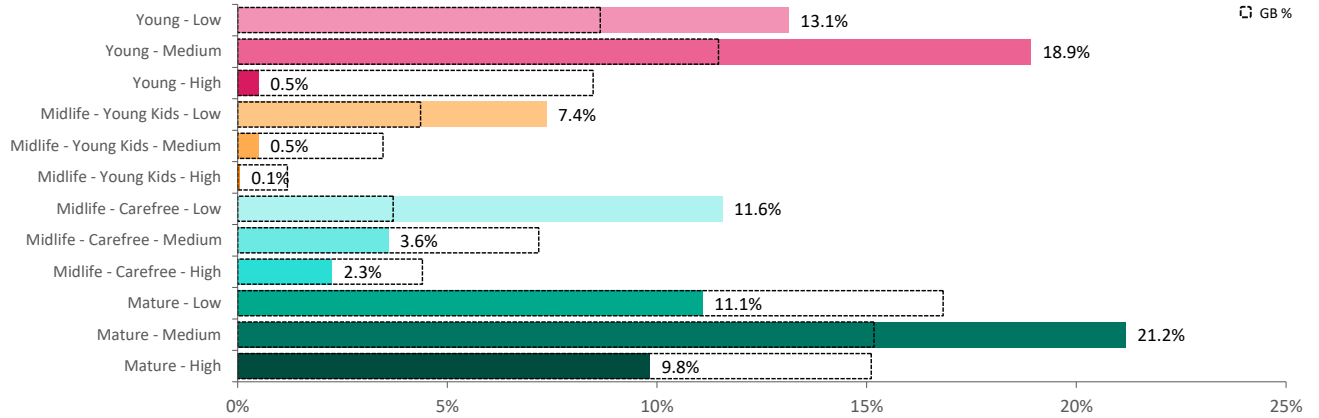


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

## Mobile Data Summary - Black Bull St Helens

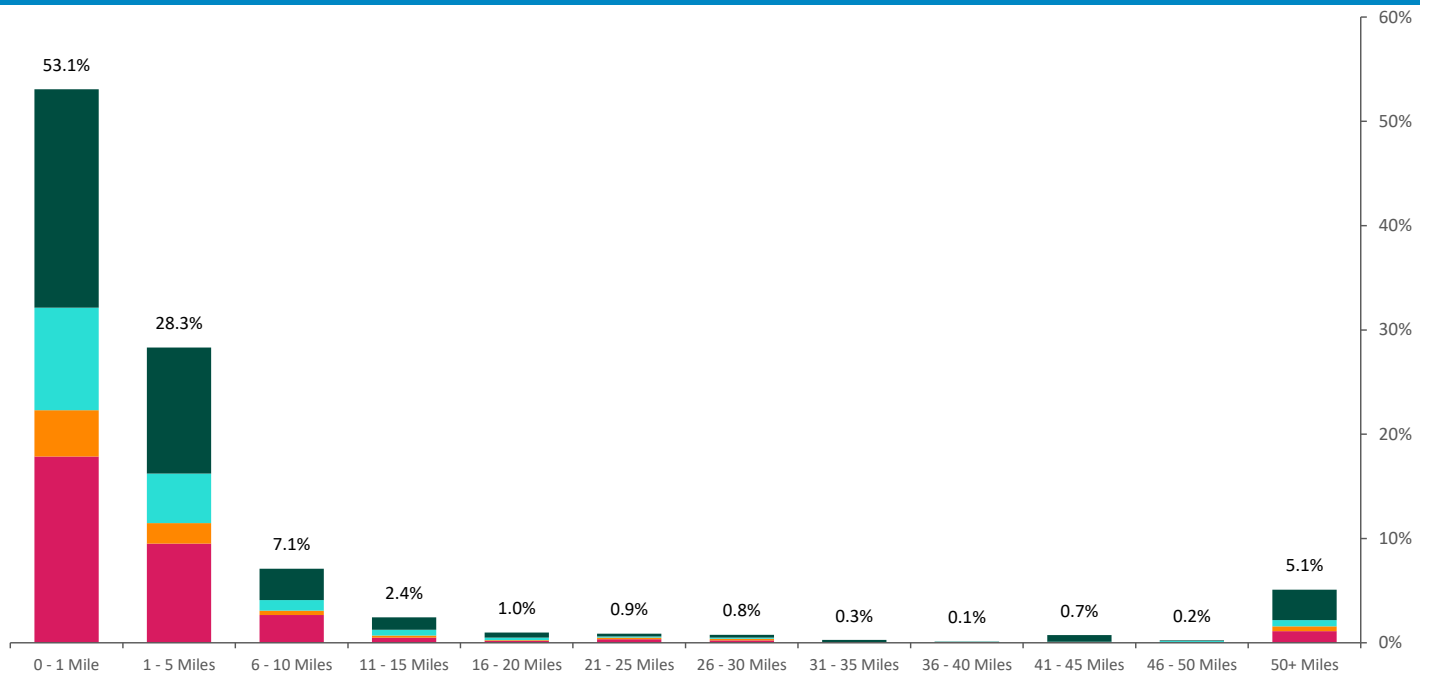
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## Polaris Plus Profile



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



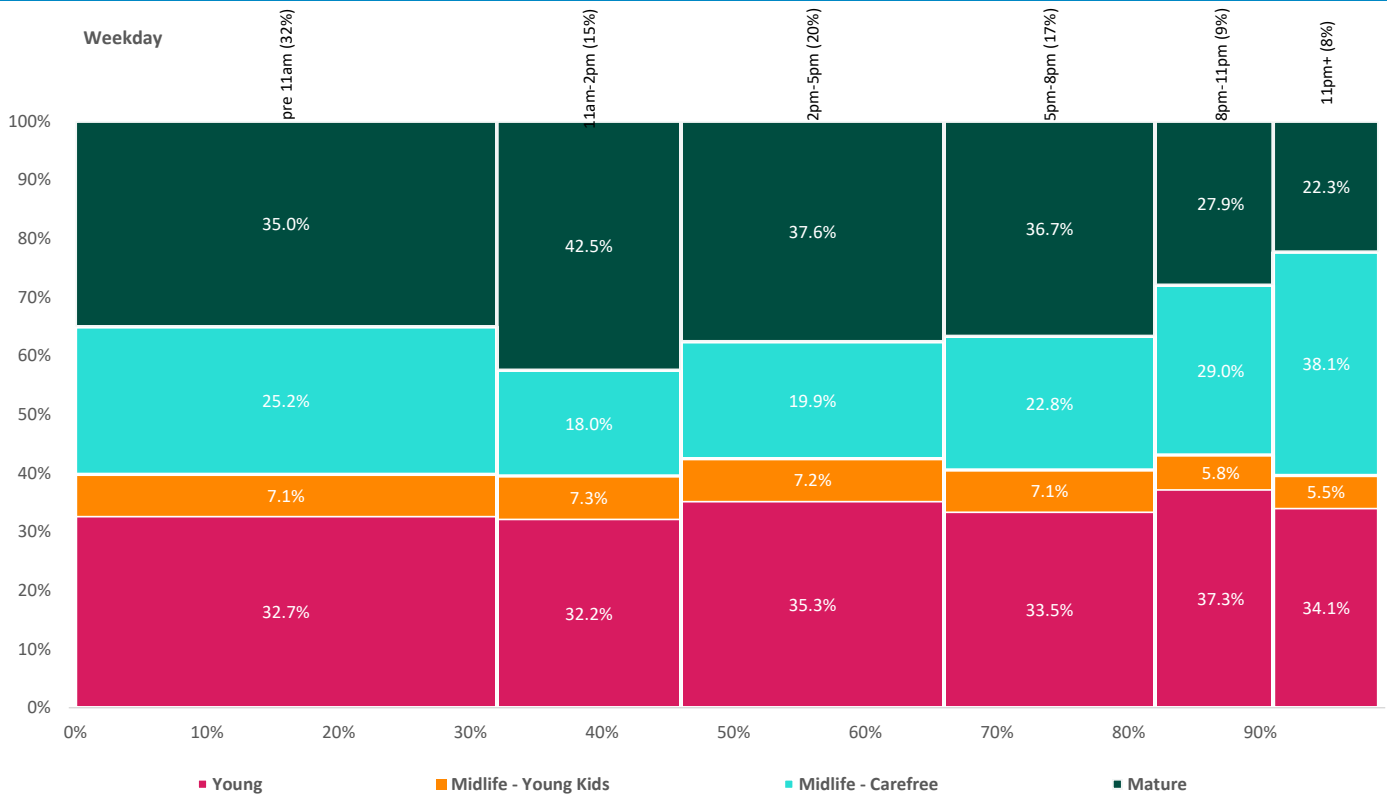
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## Mobile Data Summary - Black Bull St Helens

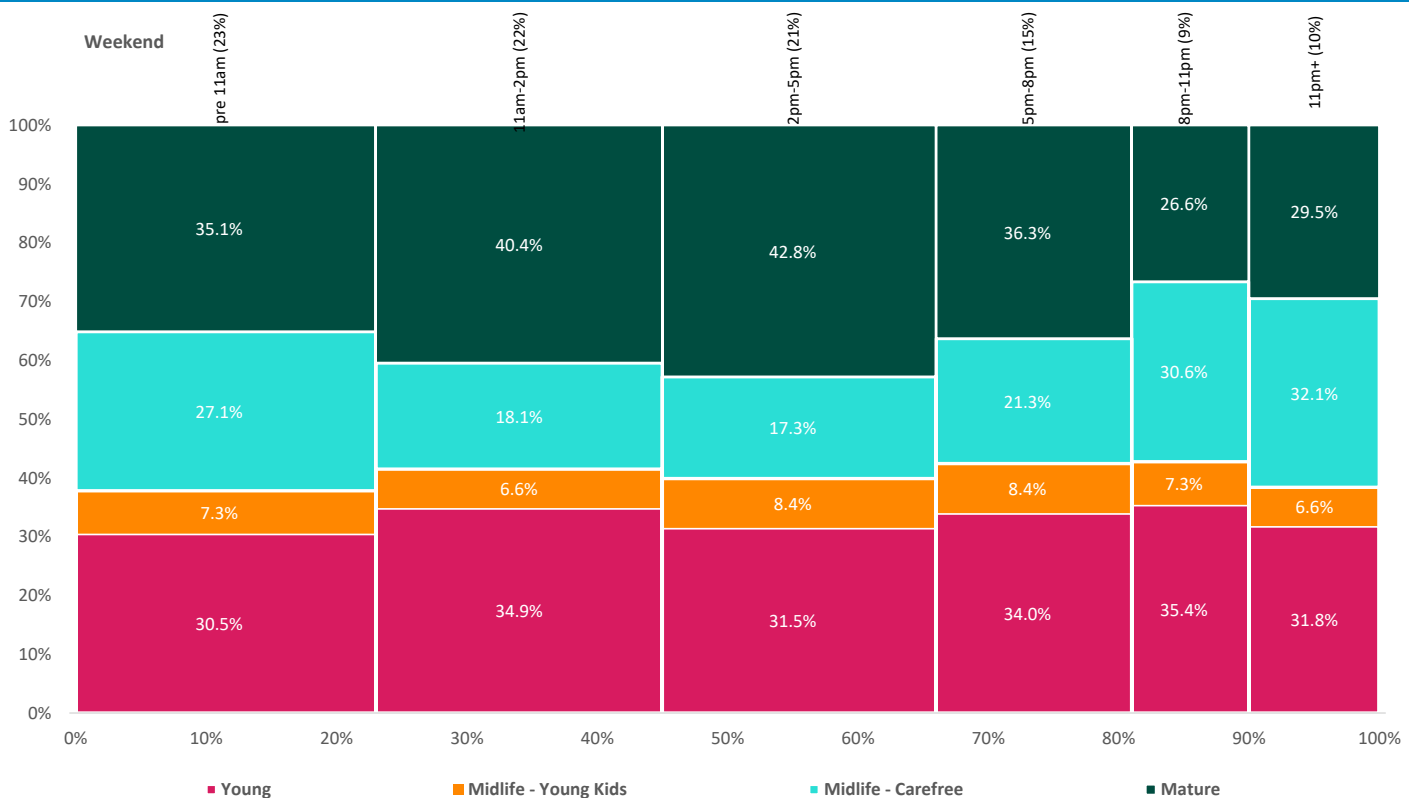


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### Time of Day by Polaris: Weekday (Monday to Friday)



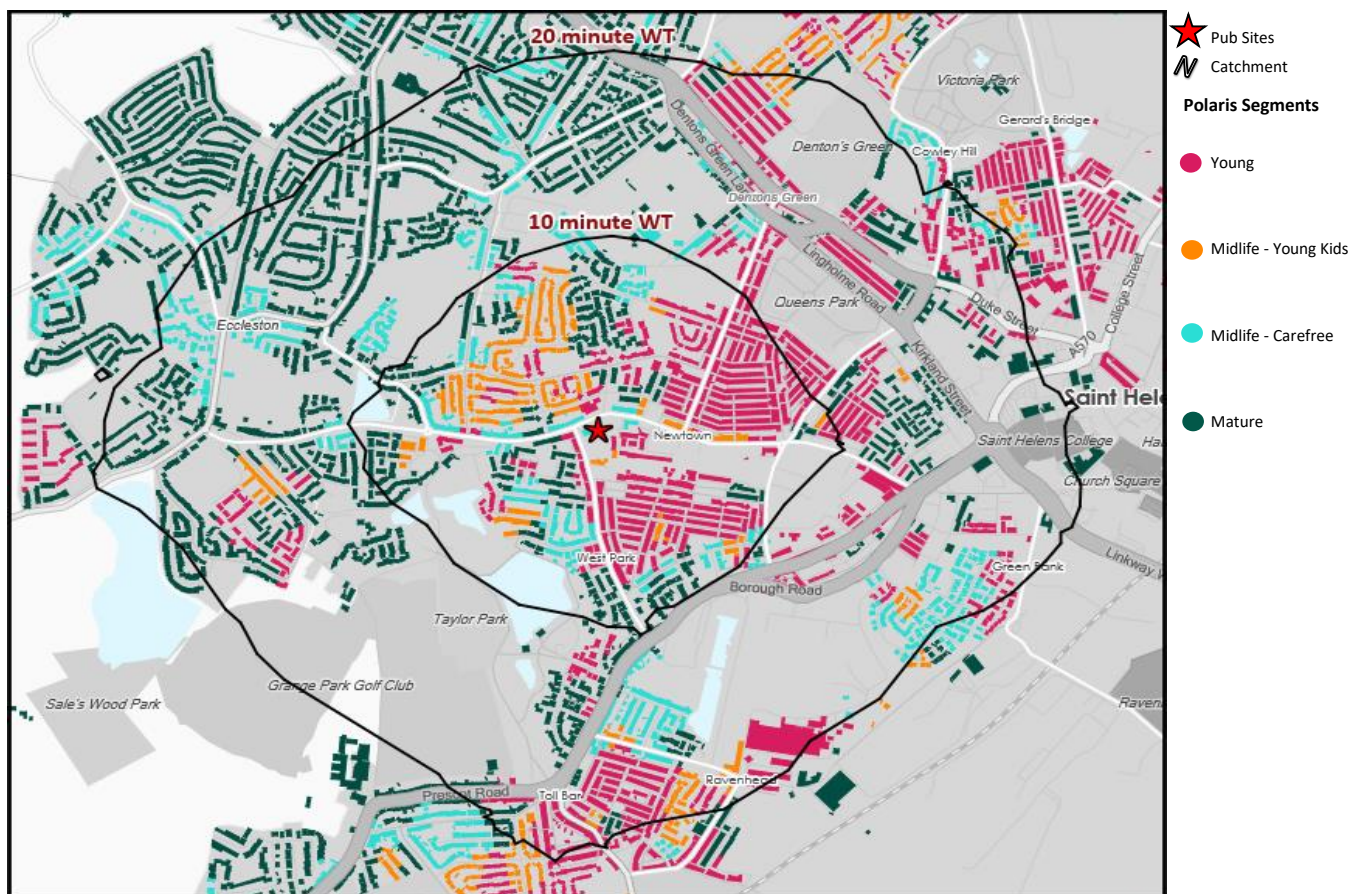
### Time of Day by Polaris: Weekend (Saturday and Sunday)





## Polaris Summary - Black Bull St Helens

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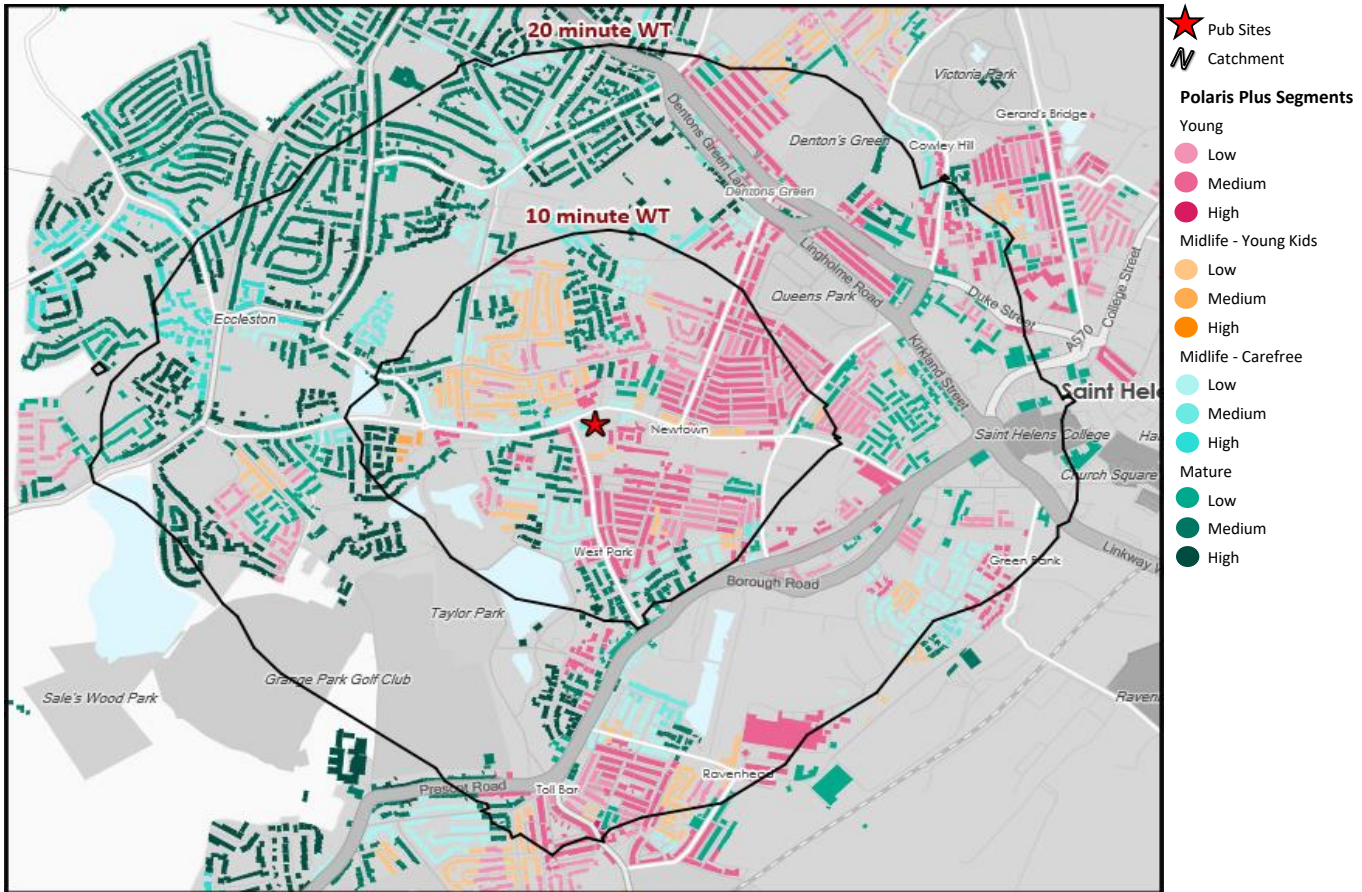


## Polaris Profile by Catchment

\*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	3,438	7,726	231,005	190	148	141
Midlife - Young Kids	860	1,355	45,582	120	65	70
Midlife - Carefree	679	2,309	102,203	65	77	109
Mature	1,562	7,331	208,394	54	87	79
<b>Not Private Households</b>	23	286	6,519	27	115	84
<b>Total</b>	6,562	19,007	593,703			

## Polaris Plus Summary - Black Bull St Helens



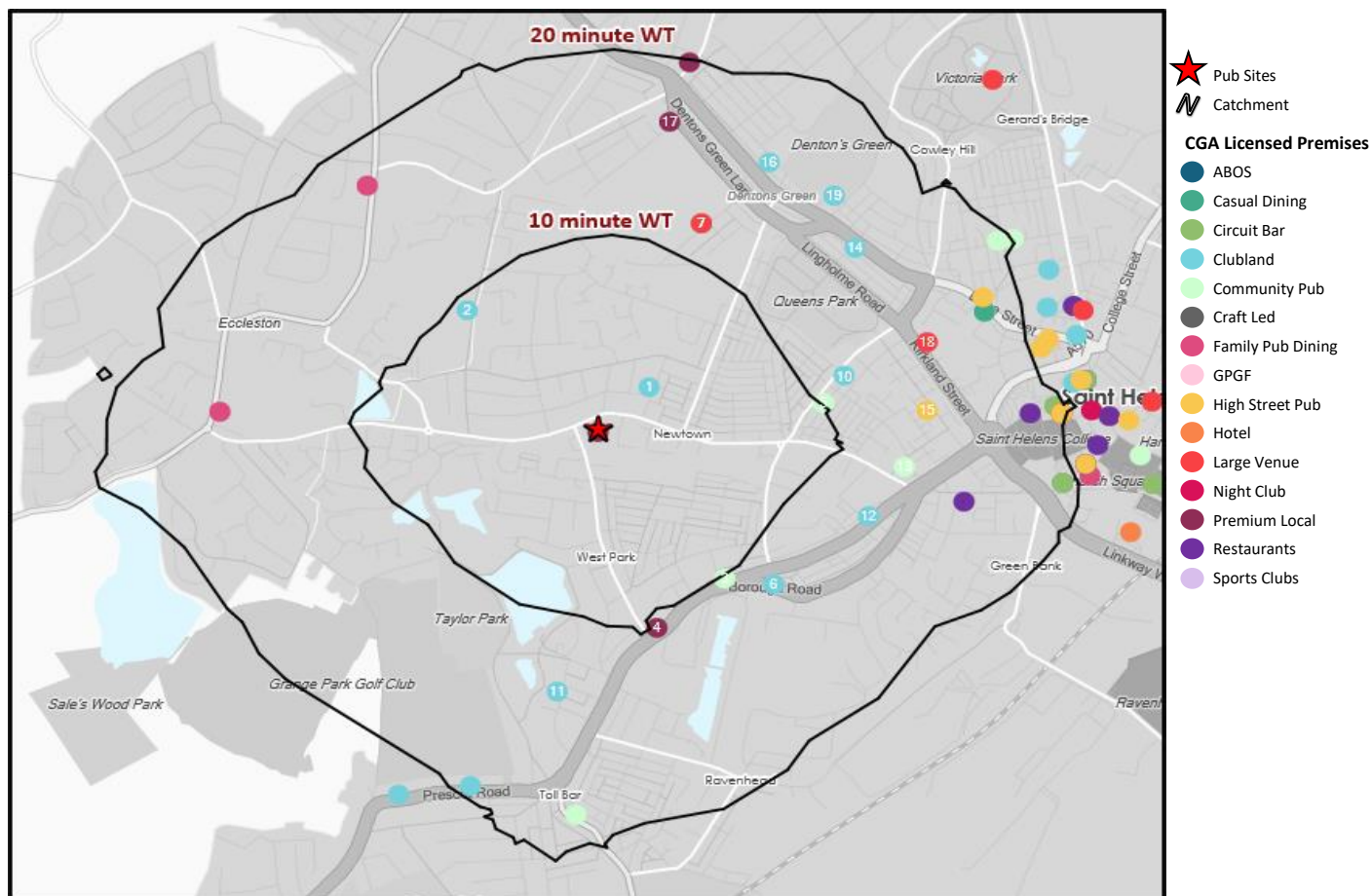
## Polaris Plus Profile by Catchment

\*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</b>						
Low	1,013	2,421	150,157	157	130	258
Medium	2,425	5,304	78,591	337	254	121
High	0	1	2,257	0	0	6
<b>Midlife - Young Kids</b>						
Low	834	1,329	44,383	232	127	136
Medium	26	26	1,177	9	3	5
High	0	0	22	0	0	0
<b>Midlife - Carefree</b>						
Low	505	1,567	67,351	183	196	269
Medium	174	551	30,366	37	40	71
High	0	191	4,486	0	23	17
<b>Mature</b>						
Low	306	2,109	73,287	34	81	90
Medium	994	3,741	100,326	97	126	108
High	262	1,481	34,781	27	52	39
<b>Not Private Households</b>	23	286	6,519	27	115	84
<b>Total</b>	6,562	19,007	593,703			



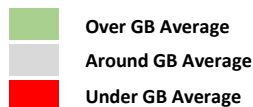
## CGA Summary - Black Bull St Helens



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Black Bull	WA10 4PX	Star Pubs & Bars	Premium Local	0.0
1	St Therasas Parish Club	WA10 4HW	Independent Free	Clubland	0.1
2	Greenalls Social Club	WA10 4DN	Independent Free	Clubland	0.3
3	Eccleston Arms	WA10 3TU	*Other Small Retail Groups	Community Pub	0.4
4	Bird lth Hand	WA10 3HE	Greene King	Premium Local	0.4
5	Glassblower Hotel	WA10 2LP	Independent Free	Community Pub	0.4
6	Ravenhead Bowling Club	WA10 3UJ	Independent Free	Clubland	0.4
7	St Helens Town Football Club	WA10 6RP	Independent Free	Clubland	0.5
7	Pilkington Recreation Club	WA10 6RP	Independent Free	Clubland	0.5
7	Wicket Bar & Grub	WA10 6RP	Independent Free	Large Venue	0.5
10	United Services Club	WA10 2LR	Independent Free	Clubland	0.5
11	St Helens Bowling Club	WA10 3HU	Independent Free	Clubland	0.5
12	Jubilee Barracks	WA10 3UB	Independent Free	Clubland	0.5
13	Golden Lion	WA10 2RD	Independent Free	Community Pub	0.6
14	Windle Labour Club	WA10 2QF	Independent Free	Clubland	0.6
15	Cricketers	WA10 2EB	Independent Free	High Street Pub	0.6
16	Windleshaw Sports	WA10 6TD	Independent Free	Clubland	0.6
17	Gerard Arms	WA10 6SD	Greene King	Premium Local	0.6
18	Mecca Bingo	WA10 2EG	Rank	Large Venue	0.6
19	Unison Sports And Social Club	WA10 6SX	Independent Free	Clubland	0.6
19	Bishop Road Police Club	WA10 6SX	Independent Free	Clubland	0.6

# Per Pub Analysis - Black Bull St Helens



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,562	19,007	593,703
Number of Competition Pubs	7	29	572
Adults 18+ per Competition Pub	937	655	1,038

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	517	7.9%	98
Circuit Bar	0	426	6.5%	160
Community Pub	2	1,380	21.0%	110
Craft Led	0	404	6.2%	178
Great Pub Great Food	0	688	10.5%	59
High Street Pub	0	1,517	23.1%	125
Premium Local	2	928	14.1%	86

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,222	6.4%	80
Circuit Bar	2	1,059	5.6%	137
Community Pub	5	4,004	21.1%	110
Craft Led	0	893	4.7%	136
Great Pub Great Food	0	2,321	12.2%	69
High Street Pub	5	4,175	22.0%	119
Premium Local	3	2,929	15.4%	93

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	31,669	5.3%	66
Circuit Bar	23	33,164	5.6%	138
Community Pub	127	141,041	23.8%	124
Craft Led	0	19,360	3.3%	94
Great Pub Great Food	10	53,379	9.0%	51
High Street Pub	67	140,023	23.6%	128
Premium Local	46	70,831	11.9%	72

## Glossary

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
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><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> 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><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><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></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"	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> 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</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports 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>																						
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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="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="7">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						
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