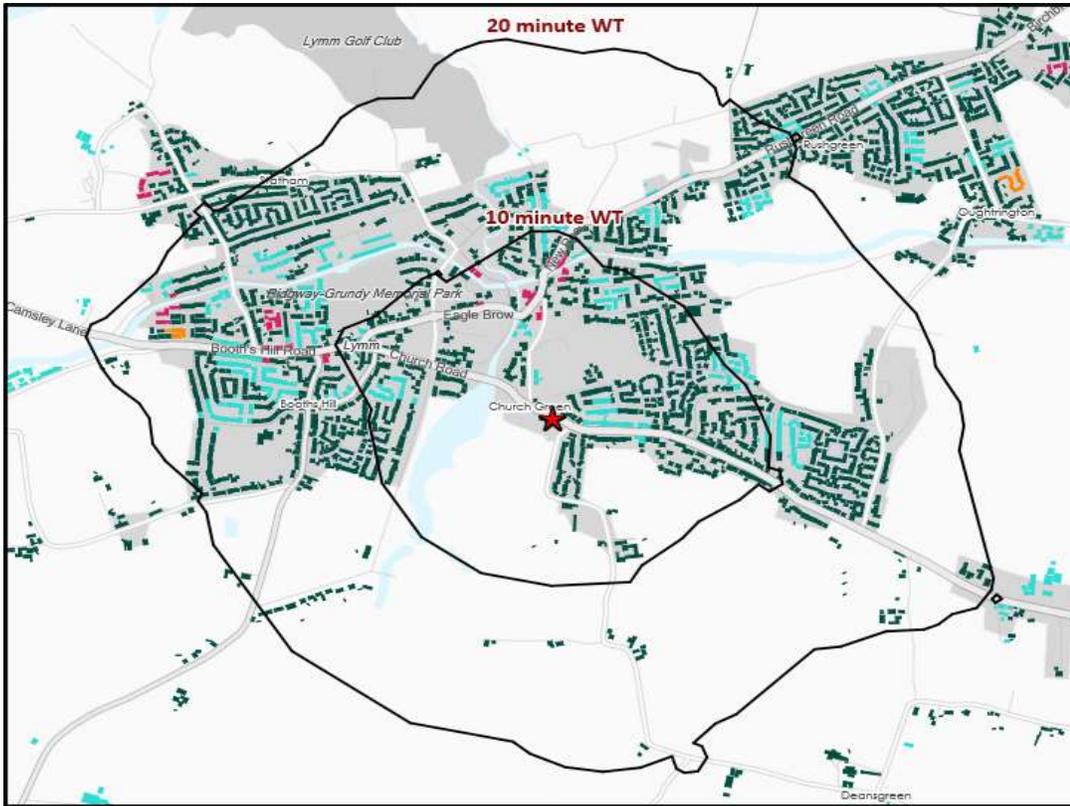


# Catchment Summary - Church Green British Grill Lymm

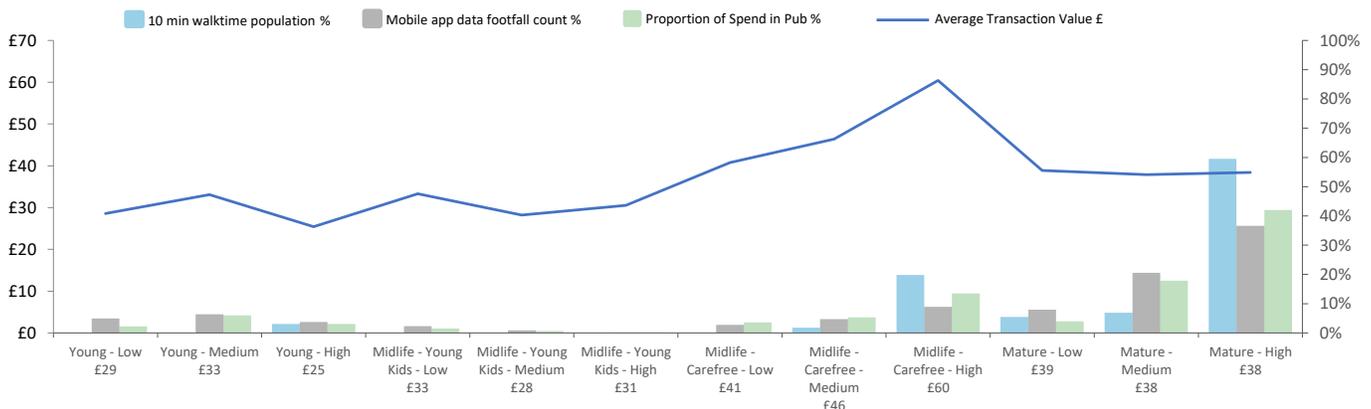
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Ship To	Name	Postcode	Operator	Segment	Sparsity
877607	Church Green British Grill Lymm	WA13 0AP	Star Pubs & Bars	GPGF	7



- 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 - Church Green British Grill Lymm



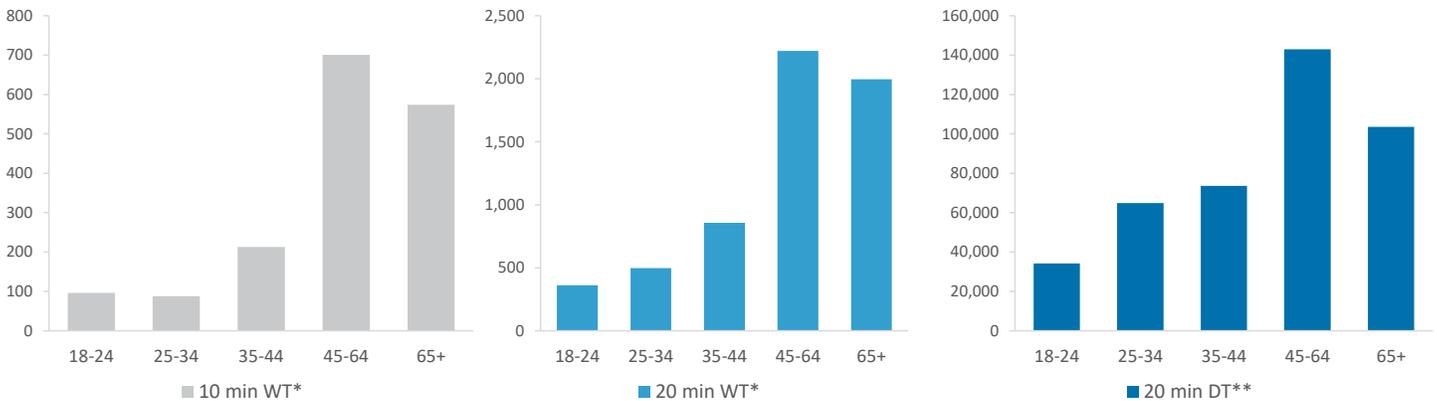
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■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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>	2,146	7,499	535,904	40	41	122	
<b>Adults 18+</b>	1,672	5,933	419,289	37	39	120	
<b>Competition Pubs</b>	9	10	441	50	28	106	
<b>Adults 18+ per Competition Pub</b>	186	593	951	22	69	111	
<b>% Adults Likely to Drink</b>	84.3%	82.7%	78.2%	111	109	103	
<b>Affluence</b>	<b>Low</b>	5.4%	7.2%	35.6%	16	22	107
	<b>Medium</b>	8.7%	29.1%	32.5%	23	76	85
	<b>High</b>	82.4%	59.7%	30.5%	302	219	112
<small>*Affluence does not include Not Private Households</small>							
<b>Age Profile</b>	<b>18-24</b>	96	361	34,178	55	59	78
	<b>25-34</b>	88	497	64,911	31	50	91
	<b>35-44</b>	213	857	73,605	75	86	104
	<b>45-64</b>	701	2,222	142,971	127	115	104
	<b>65+</b>	574	1,996	103,624	139	139	101

Population & Adults 18+ index is based on all pubs



	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>Gender</b>	<b>Male</b>	1,040 (48%)	3,607 (48%)	261,970 (49%)	99	98	100
	<b>Female</b>	1,106 (52%)	3,892 (52%)	273,934 (51%)	101	102	100
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	534 (31%)	2,006 (33%)	158,477 (37%)	89	95	106
	<b>Employed: Part-time</b>	218 (13%)	736 (12%)	51,318 (12%)	106	101	100
	<b>Self employed</b>	197 (11%)	626 (10%)	36,227 (8%)	123	111	91
	<b>Unemployed</b>	27 (2%)	86 (1%)	11,429 (3%)	56	51	96
	<b>Full-time student</b>	18 (1%)	70 (1%)	7,418 (2%)	44	48	72
	<b>Retired</b>	518 (30%)	1,854 (30%)	96,478 (22%)	136	138	102
	<b>Other</b>	227 (13%)	746 (12%)	71,651 (17%)	75	70	95
<b>Total Worker Count</b>	1,339	2,312	295,072				

See the Glossary page for further information on the above variables

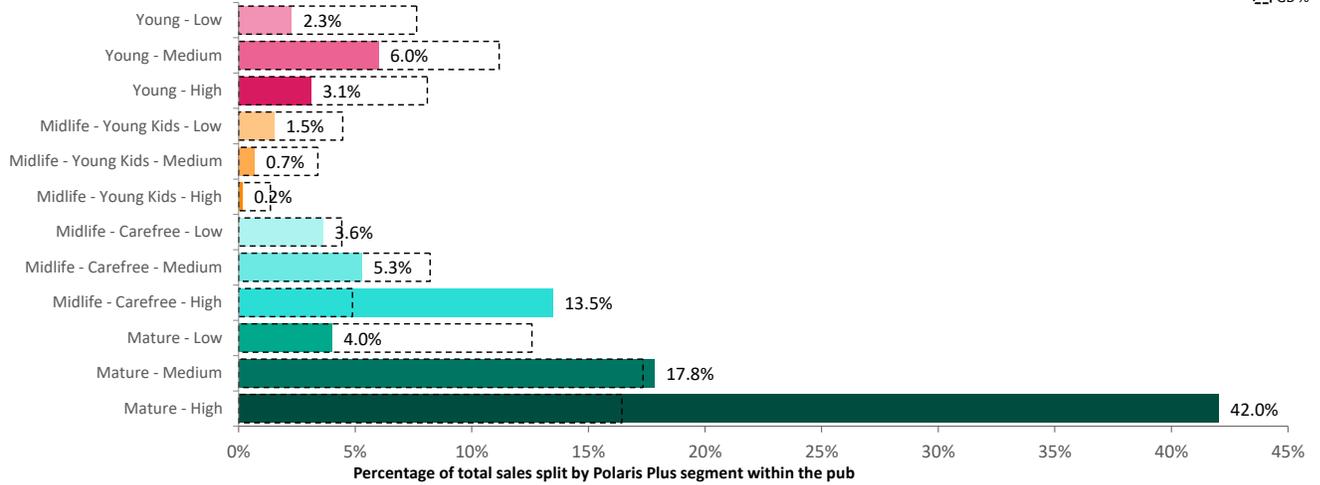
# Transactional Data Summary - Church Green British Grill Lymm



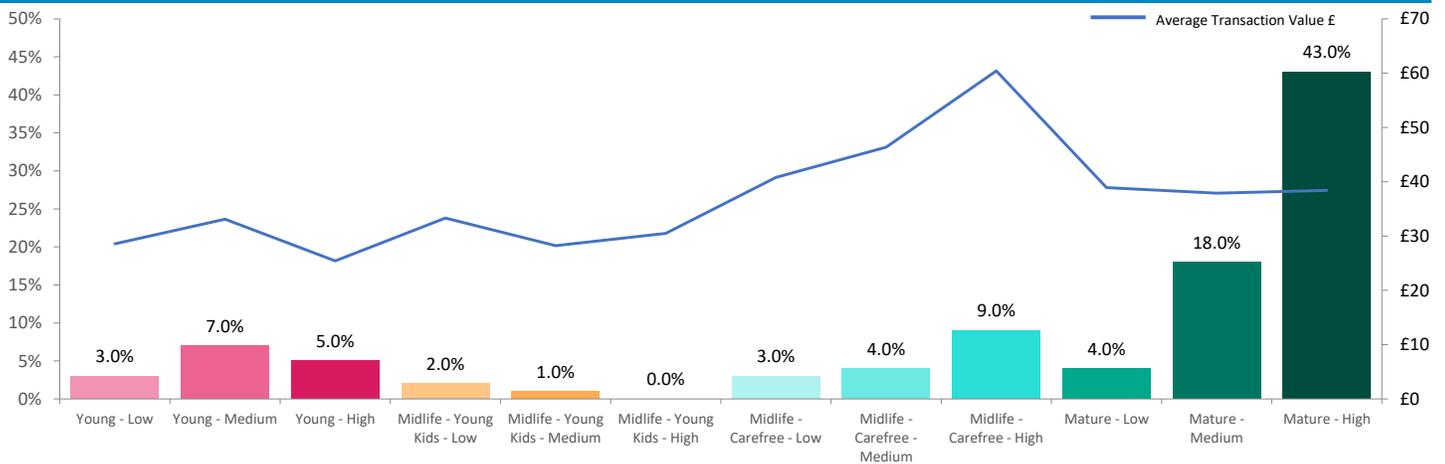
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## Spend by Polaris Plus

GB %

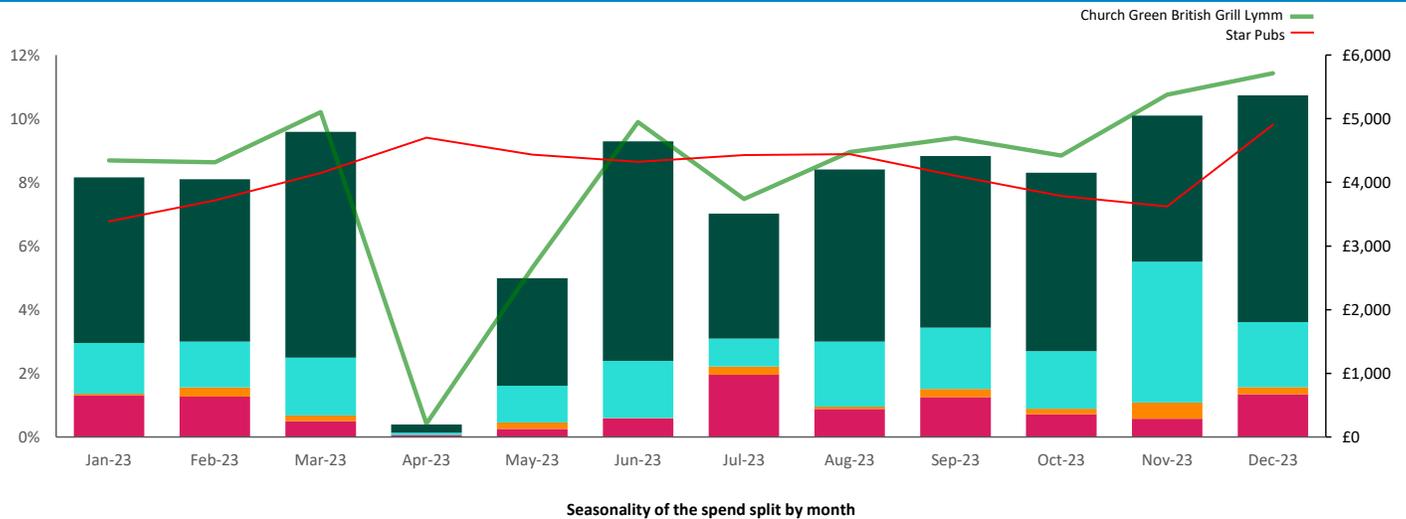


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

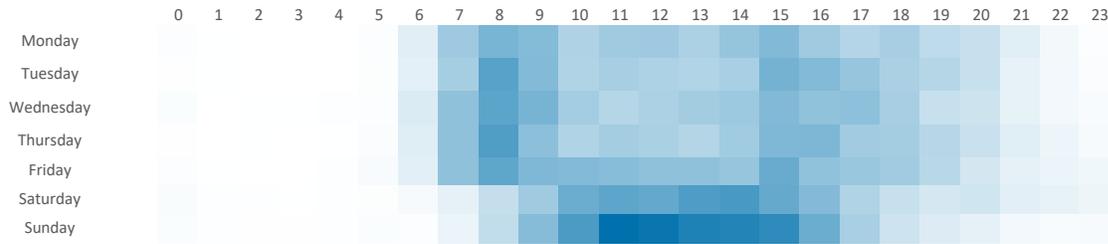


# Mobile Data Summary - Church Green British Grill Lymm



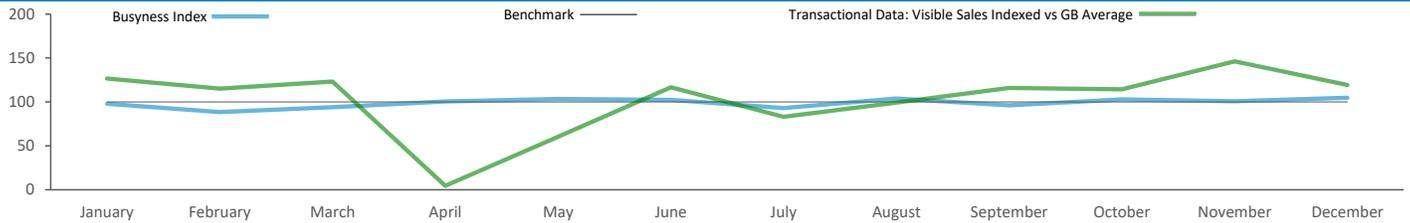
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## Time of Day/Day of Week



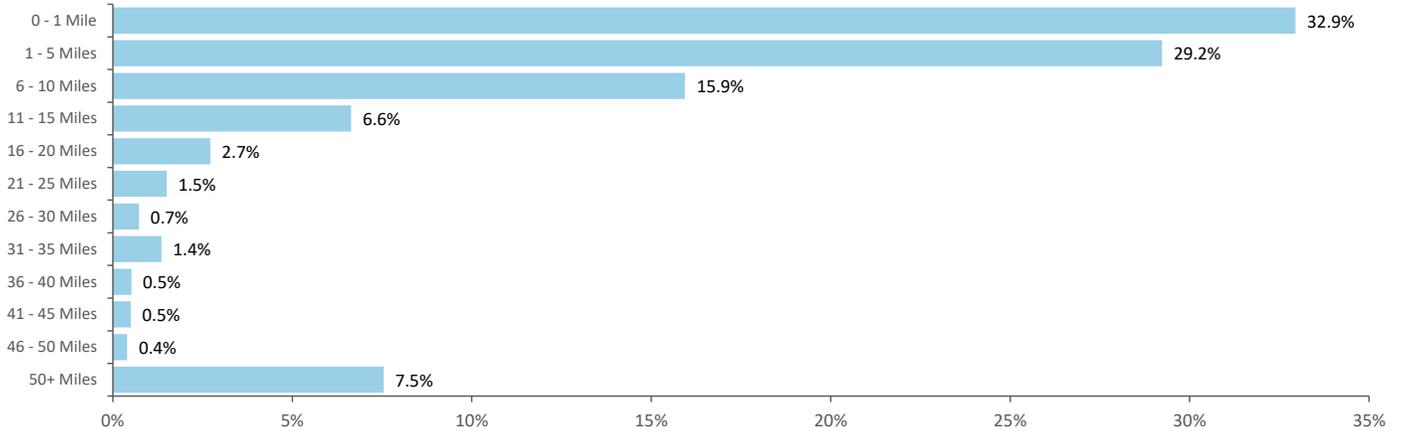
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

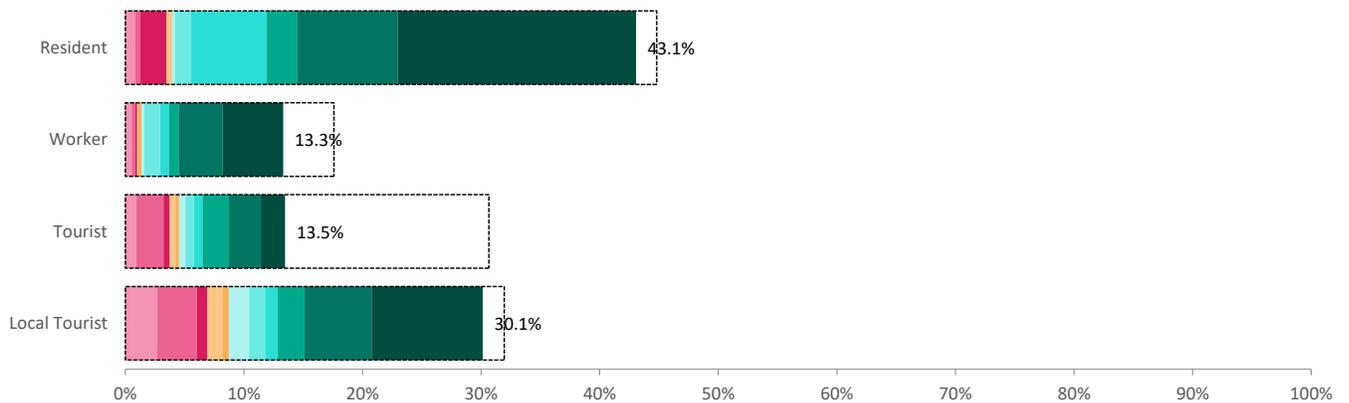
## Distance from Home



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



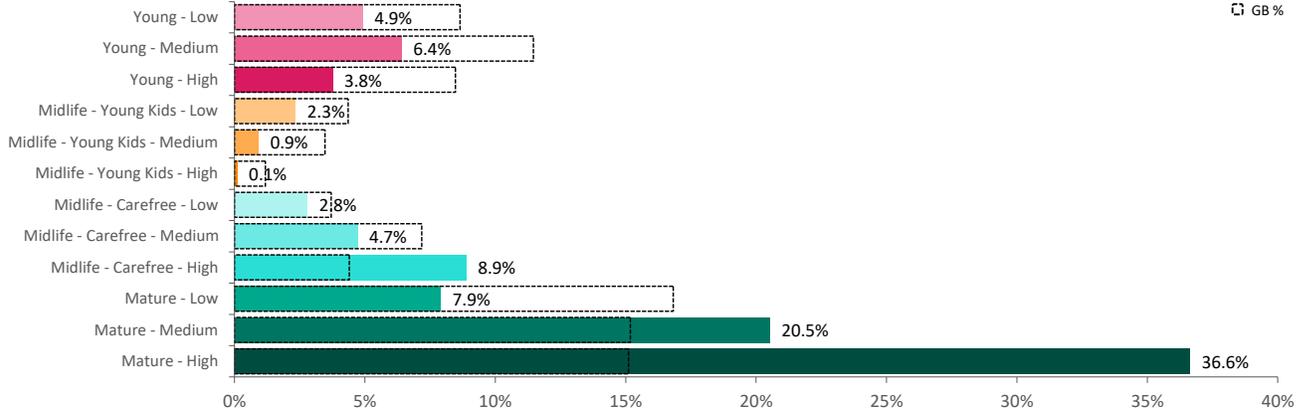
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Church Green British Grill Lymm



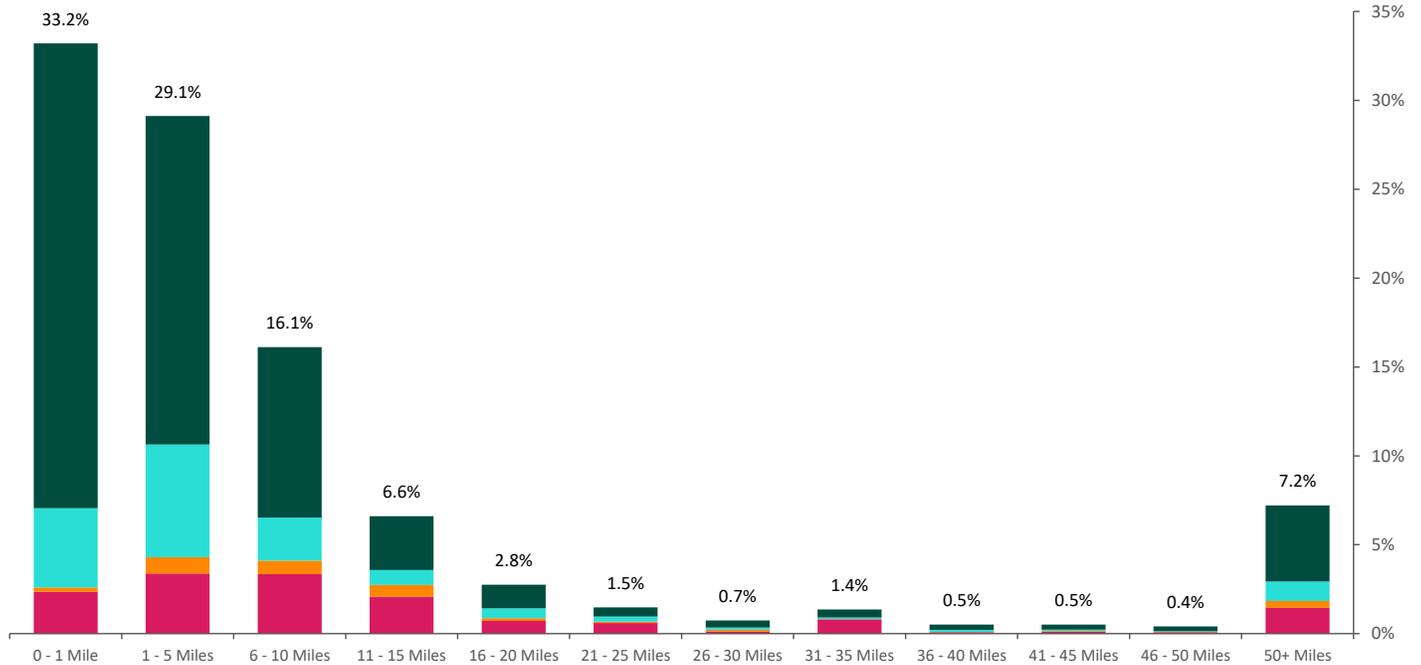
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## Polaris Plus Profile



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



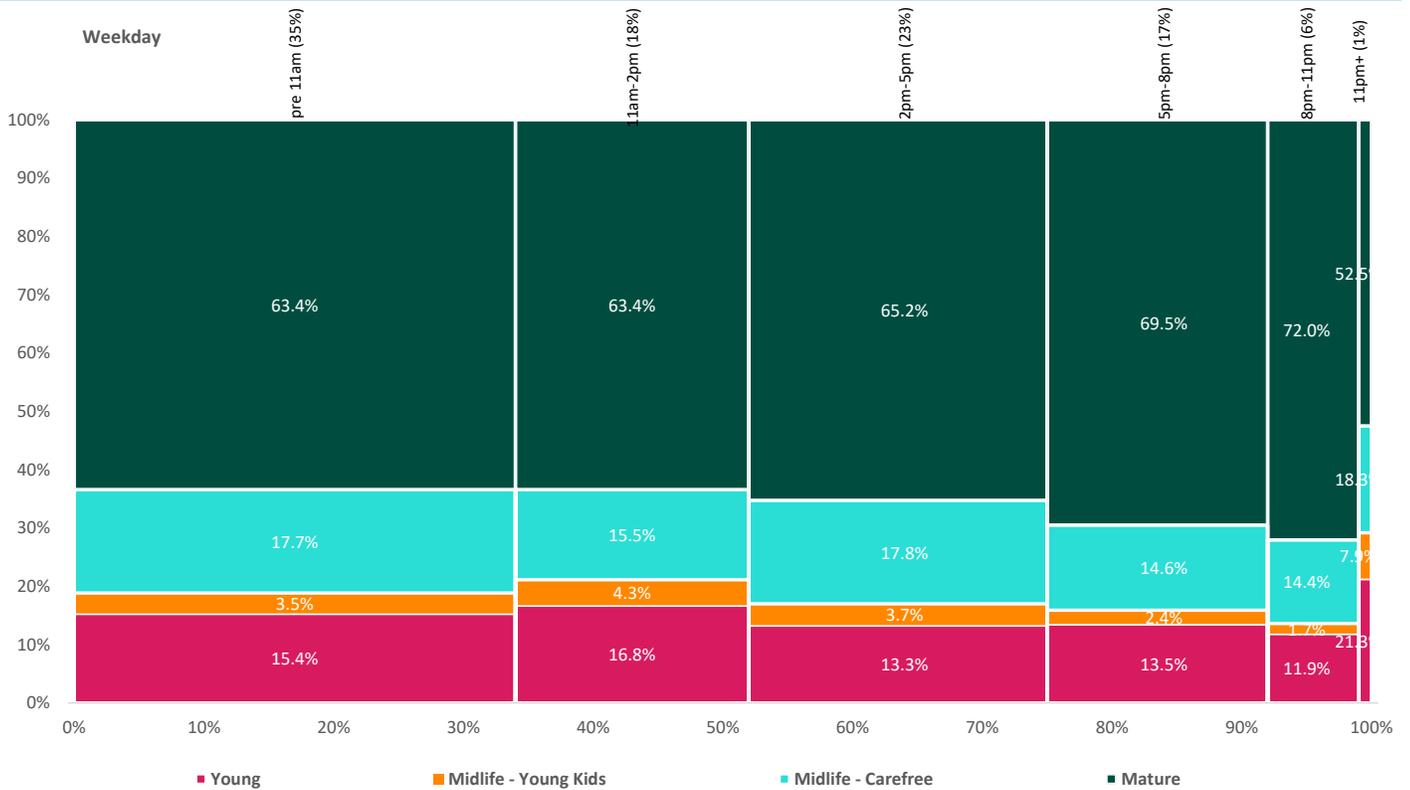
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Church Green British Grill Lymm

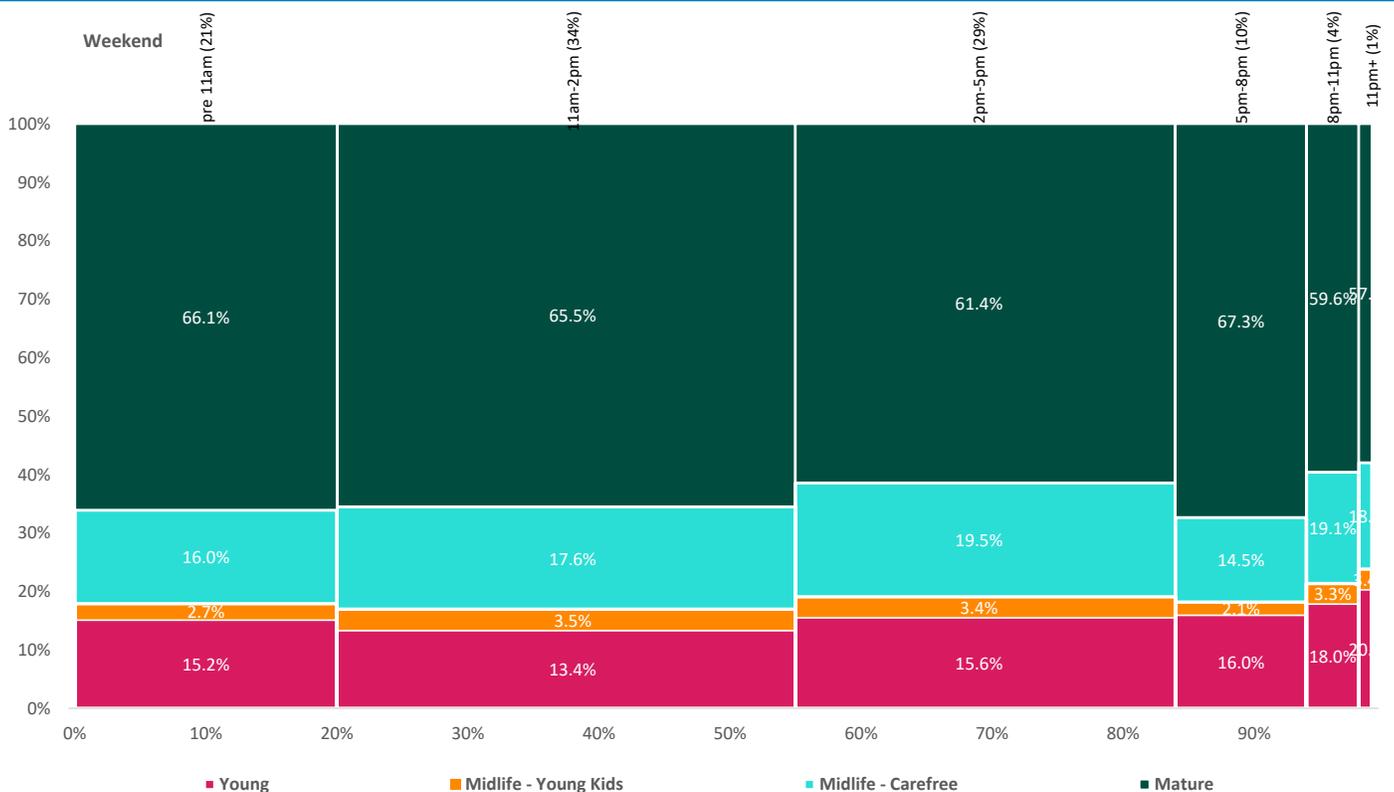


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## Time of Day by Polaris: Weekday (Monday to Friday)



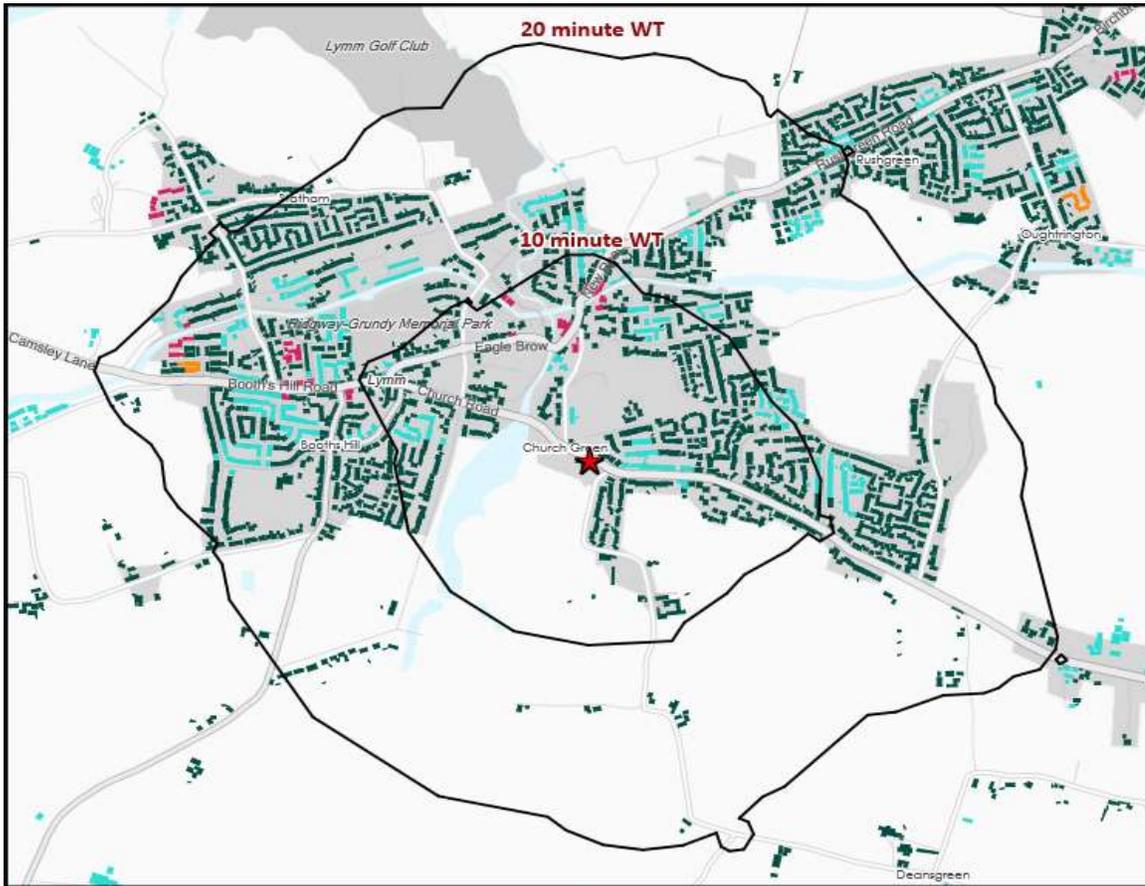
## Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Church Green British Grill Lymm



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- ★ Pub Sites
- Ⓐ Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

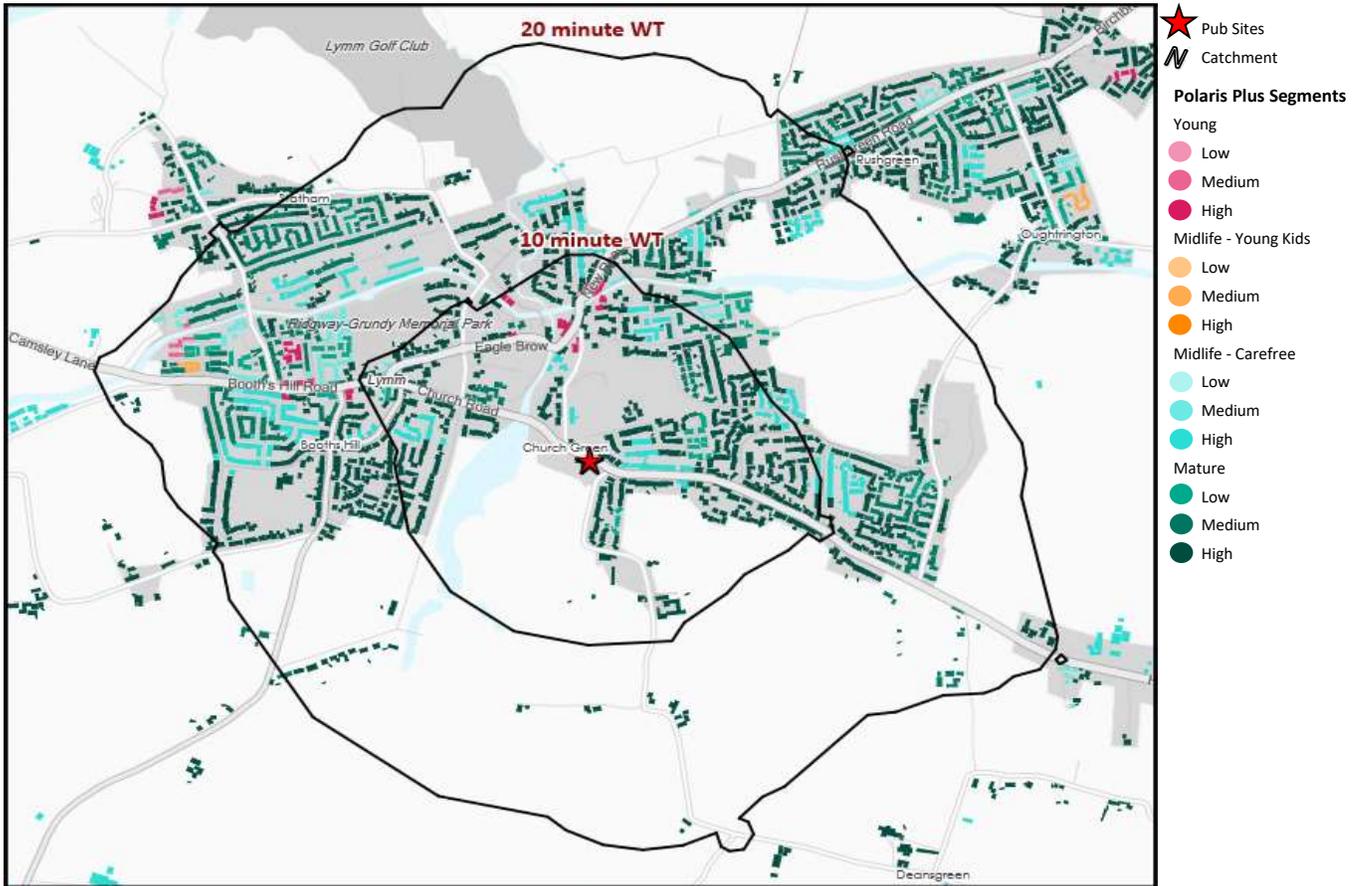
\*WT= Walktime, \*\*DT= Drivetime

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	51	139	109,806	11	9	95
Midlife - Young Kids	0	31	28,533	0	5	62
Midlife - Carefree	361	993	53,275	136	106	80
Mature	1,202	4,532	221,808	162	172	119
<b>Not Private Households</b>	58	238	5,867	264	306	107
<b>Total</b>	1,672	5,933	419,289			

# Polaris Plus Summary - Church Green British Grill Lymm



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## Polaris Plus Profile by Catchment

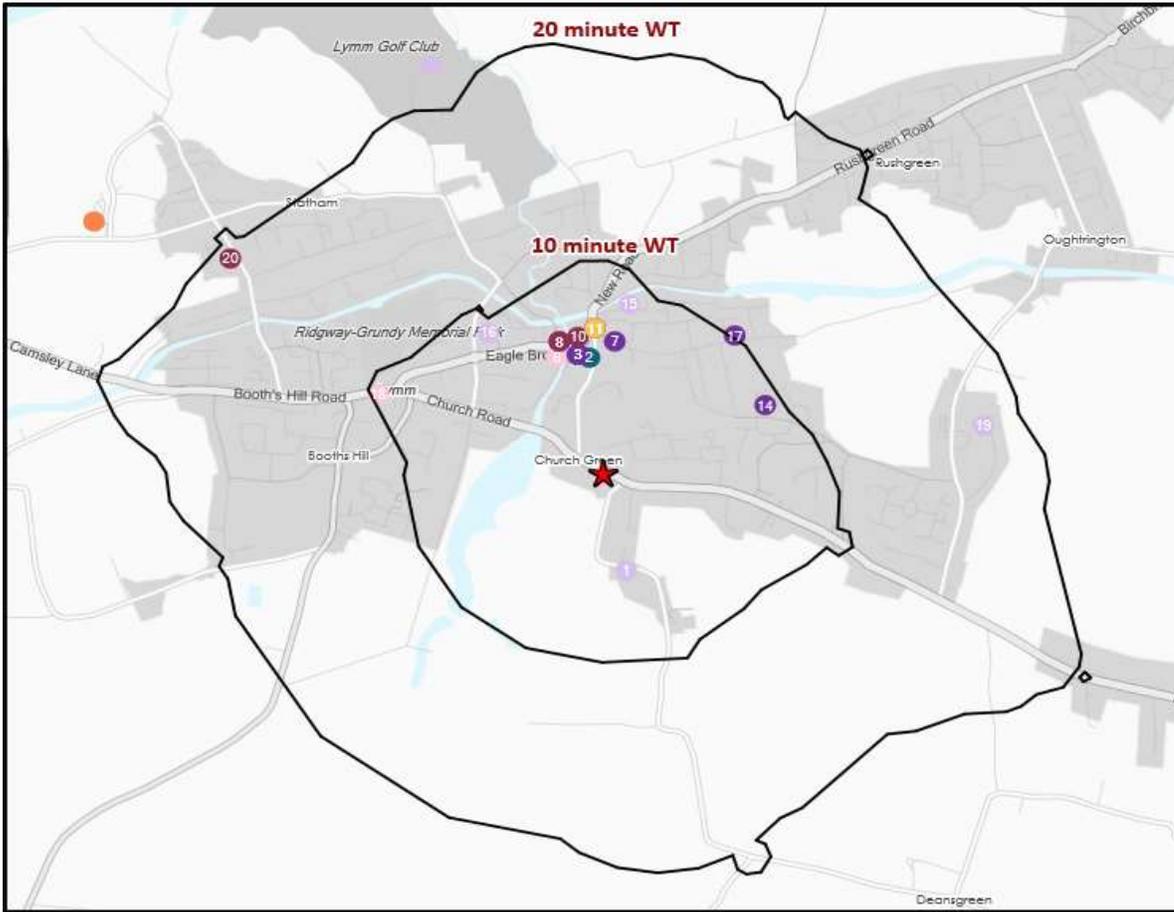
\*WT= Walktime, \*\*DT= Drivetime

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	0	0	62,193	0	0	151
Medium	0	27	34,542	0	4	75
High	51	112	13,071	45	28	46
<b>Midlife - Young Kids</b>						
Low	0	0	21,268	0	0	92
Medium	0	31	6,179	0	12	34
High	0	0	1,086	0	0	23
<b>Midlife - Carefree</b>						
Low	0	0	18,927	0	0	107
Medium	30	212	19,065	25	50	63
High	331	781	15,283	444	296	82
<b>Mature</b>						
Low	91	426	46,932	40	52	81
Medium	116	1,457	76,467	44	157	116
High	995	2,649	98,409	397	298	157
<b>Not Private Households</b>	58	238	5,867	264	306	107
<b>Total</b>	1,672	5,933	419,289			

# CGA Summary - Church Green British Grill Lymm



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- ★ Pub Sites
- N 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	Church Green	WA13 0AP	Star Pubs & Bars	GPGF	0.0
1	Lymm Rugby Club	WA13 0AT	Independent Free	Sports Clubs	0.2
2	Venue	WA13 0AQ	Independent Free	ABOS	0.2
3	Lymm Spice Lounge	WA13 0HP	Independent Free	Restaurants	0.3
3	Lymm & Tonic	WA13 0HP	Independent Free	ABOS	0.3
3	Sahib Indian Restaurant	WA13 0HP	Independent Free	Restaurants	0.3
6	Spread Eagle Hotel	WA13 0AG	JW Lees	GPGF	0.3
7	Elmas	WA13 0JB	Independent Free	Restaurants	0.3
8	Sadlers Arms	WA13 0AB	Independent Free	Premium Local	0.3
8	Brewery Tap	WA13 0AB	*Other Small Retail Groups	Premium Local	0.3
10	Golden Fleece	WA13 0HR	Greene King	Premium Local	0.3
11	Bulls Head	WA13 0HU	Hydes Anvil	Premium Local	0.3
11	Eighteen The Cross	WA13 0HU	Independent Free	Restaurants	0.3
11	Wine Kitchen	WA13 0HU	Independent Free	High Street Pub	0.3
14	Chilli Club	WA13 0QA	Independent Free	Restaurants	0.3
15	Lymm Cruising Club	WA13 0HX	Independent Free	Sports Clubs	0.4
16	Lymm Lawn Tennis Club	WA13 0QL	Independent Free	Sports Clubs	0.4
17	Lymm Indian	WA13 0JT	Independent Free	Restaurants	0.4
18	Crown Inn	WA13 0DJ	JW Lees	GPGF	0.5
19	Lymm Oughtrington Park Cricket Club	WA13 0RB	Independent Free	Sports Clubs	0.7
20	Star Inn	WA13 9LN	Red Oak Taverns	Premium Local	0.8

# Per Pub Analysis - Church Green British Grill Lymm



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,672	5,933	419,289
Number of Competition Pubs	9	10	441
Adults 18+ per Competition Pub	186	593	951

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	114	6.8%	85
Circuit Bar	0	7	0.4%	10
Community Pub	0	123	7.3%	38
Craft Led	0	9	0.5%	15
Great Pub Great Food	2	683	40.8%	231
High Street Pub	1	80	4.8%	26
Premium Local	4	569	34.0%	206

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	299	5.0%	63
Circuit Bar	0	38	0.6%	16
Community Pub	0	727	12.3%	64
Craft Led	0	24	0.4%	12
Great Pub Great Food	3	1,976	33.3%	188
High Street Pub	1	624	10.5%	57
Premium Local	4	1,794	30.2%	183

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	25	26,801	6.4%	79
Circuit Bar	25	15,940	3.8%	94
Community Pub	47	80,533	19.2%	100
Craft Led	0	10,659	2.5%	74
Great Pub Great Food	37	82,456	19.7%	111
High Street Pub	57	77,784	18.6%	101
Premium Local	71	81,258	19.4%	118

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	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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p><i>"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."</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p><i>"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></p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p><i>"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"</i></p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <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><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p><i>"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."</i></p>	<p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p>	<p>35-54 year olds No children under 12 at home</p> <p><i>"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></p>	<p>55+ year olds</p> <p><i>"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"</i></p>	Product needs	<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><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p><i>"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."</i></p>	<p>35-54 year olds Children under 12 at home</p> <p><i>"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"</i></p>	<p>35-54 year olds No children under 12 at home</p> <p><i>"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></p>	<p>55+ year olds</p> <p><i>"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"</i></p>																																					
Product needs	<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><b>Helps me 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 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.																																									
<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.																																									
<b>Sparsity</b>																																									
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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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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