

Catchment Summary - Six Bells West Drayton

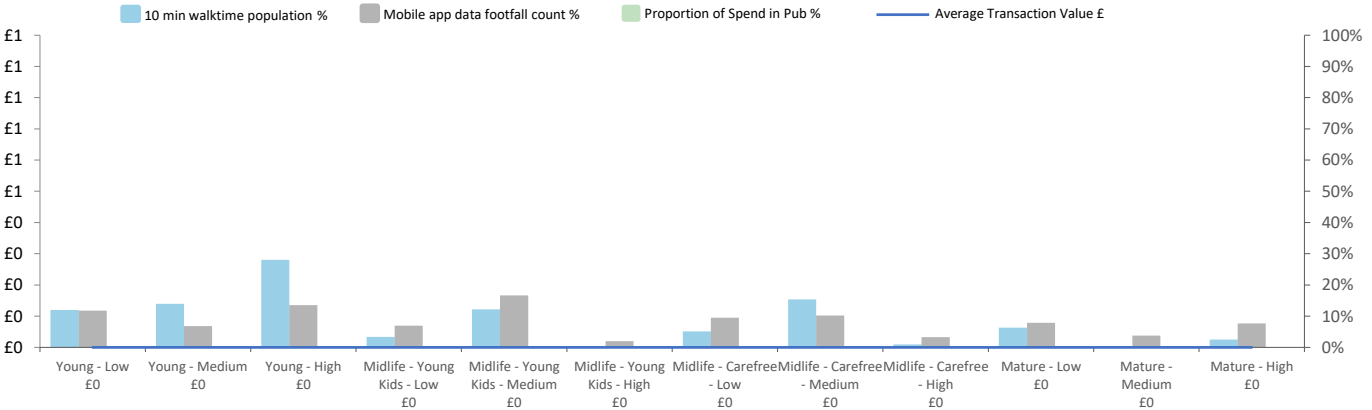
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Ship To	Name	Postcode	Operator	Segment	Sparsity
505579	Six Bells West Drayton	UB 7 7ND	Star Pubs & Bars	Premium Local	7



- ★ 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 - Six Bells West Drayton

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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**

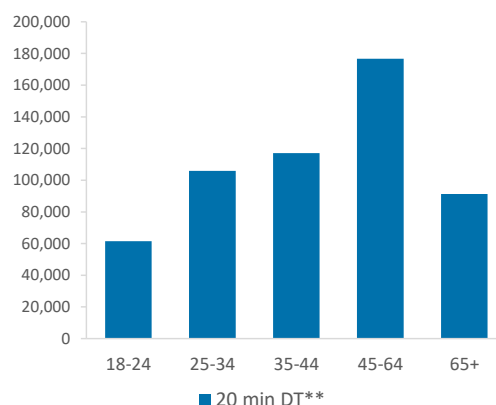
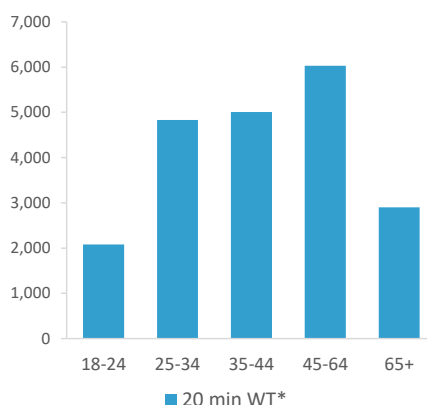
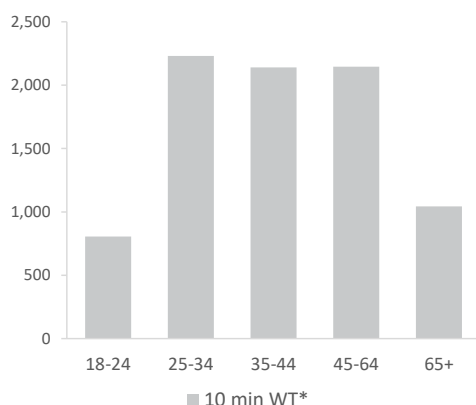
Population	11,228	28,210	722,317	209	152	164
Adults 18+	8,364	20,848	552,522	186	137	158
Competition Pubs	5	10	298	28	28	72
Adults 18+ per Competition Pub	1,673	2,085	1,854	195	243	216
% Adults Likely to Drink	70.9%	70.2%	66.5%	93	92	87

Population & Adults 18+ index is based on all pubs

Affluence	Low	26.7%	34.8%	27.3%	80	105	82
	Medium	41.6%	42.8%	47.6%	109	112	125
	High	31.7%	21.8%	24.3%	116	80	89

*Affluence does not include Not Private Households

Age Profile	18-24	805	2,078	61,504	88	90	105
	25-34	2,230	4,833	105,862	149	128	110
	35-44	2,140	5,006	117,115	144	134	122
	45-64	2,145	6,029	176,703	74	83	95
	65+	1,044	2,902	91,338	48	54	66



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	5,533 (49%)	13,748 (49%)	360,895 (50%)	101	99	102
	Female	5,695 (51%)	14,462 (51%)	361,422 (50%)	99	100	98

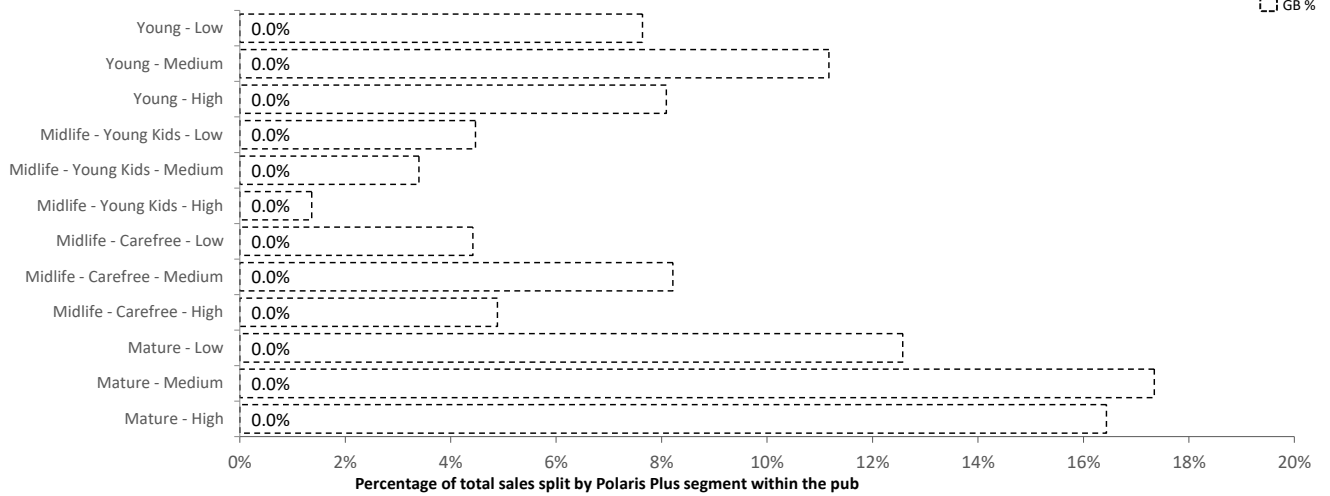
Economic Status (16+)	Employed: Full-time	3,659 (43%)	8,279 (38%)	199,445 (35%)	124	112	101
	Employed: Part-time	848 (10%)	2,412 (11%)	67,080 (12%)	83	94	99
	Self employed	833 (10%)	2,171 (10%)	58,584 (10%)	105	109	111
	Unemployed	419 (5%)	1,043 (5%)	25,510 (4%)	177	175	161
	Full-time student	228 (3%)	548 (3%)	16,435 (3%)	112	107	121
	Retired	842 (10%)	2,334 (11%)	76,493 (13%)	45	50	61
	Other	1,746 (20%)	4,724 (22%)	128,253 (22%)	117	126	129

Total Worker Count	2,367	7,077	281,695
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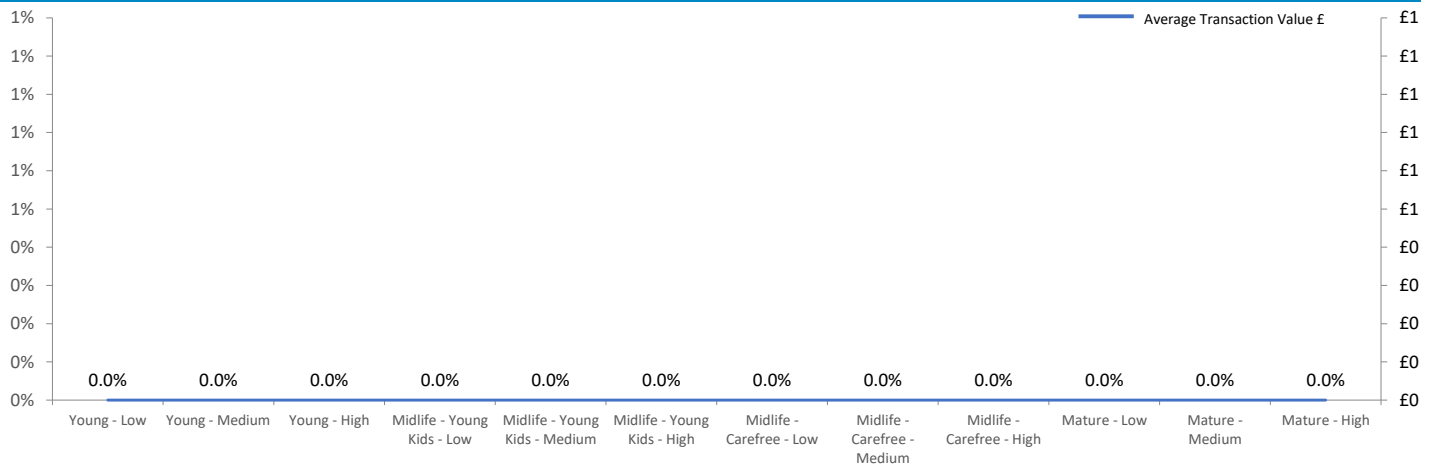
See the Glossary page for further information on the above variables

Transactional Data Summary - Six Bells West Drayton

Spend by Polaris Plus

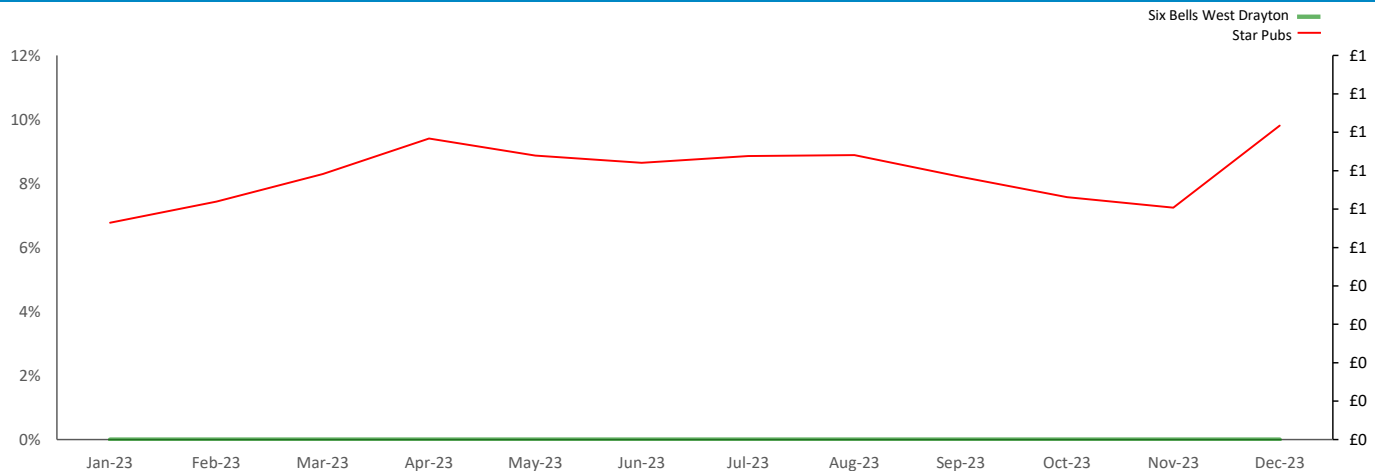


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



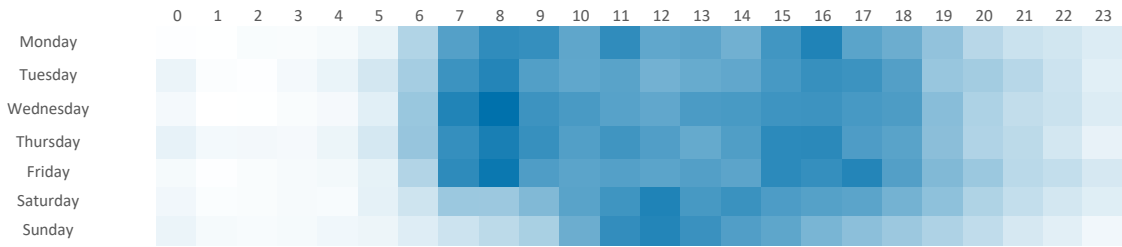
Seasonality of the spend split by month

Mobile Data Summary - Six Bells West Drayton



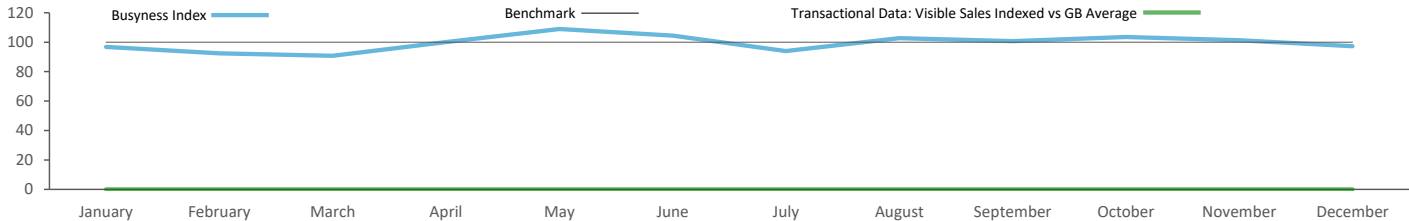
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Time of Day/Day of Week



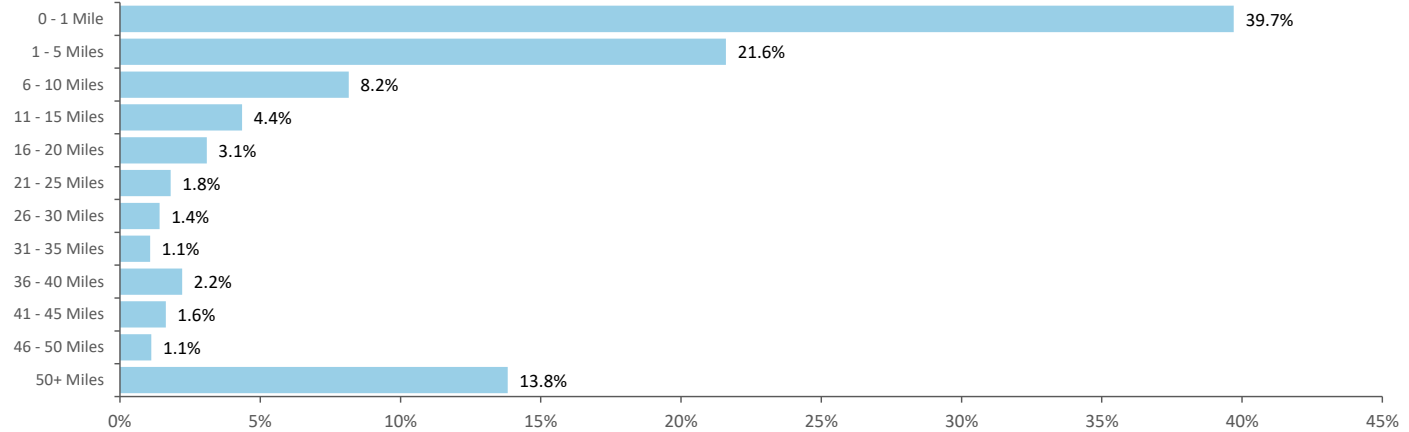
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

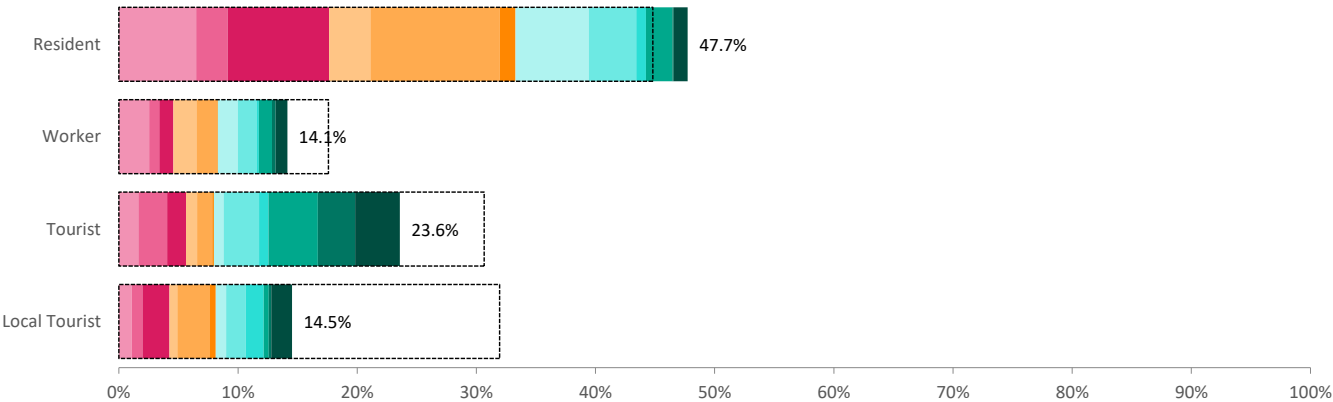
Distance from Home



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



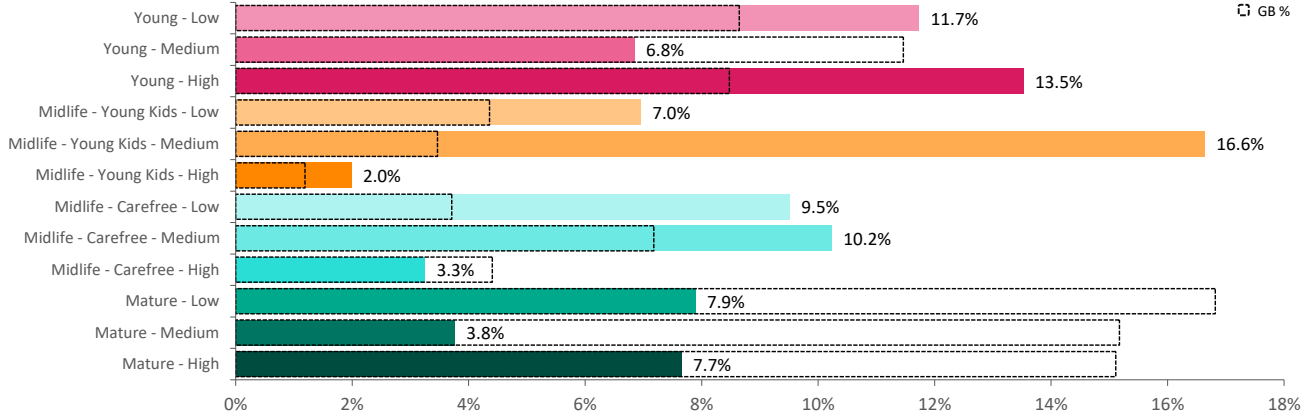
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Six Bells West Drayton



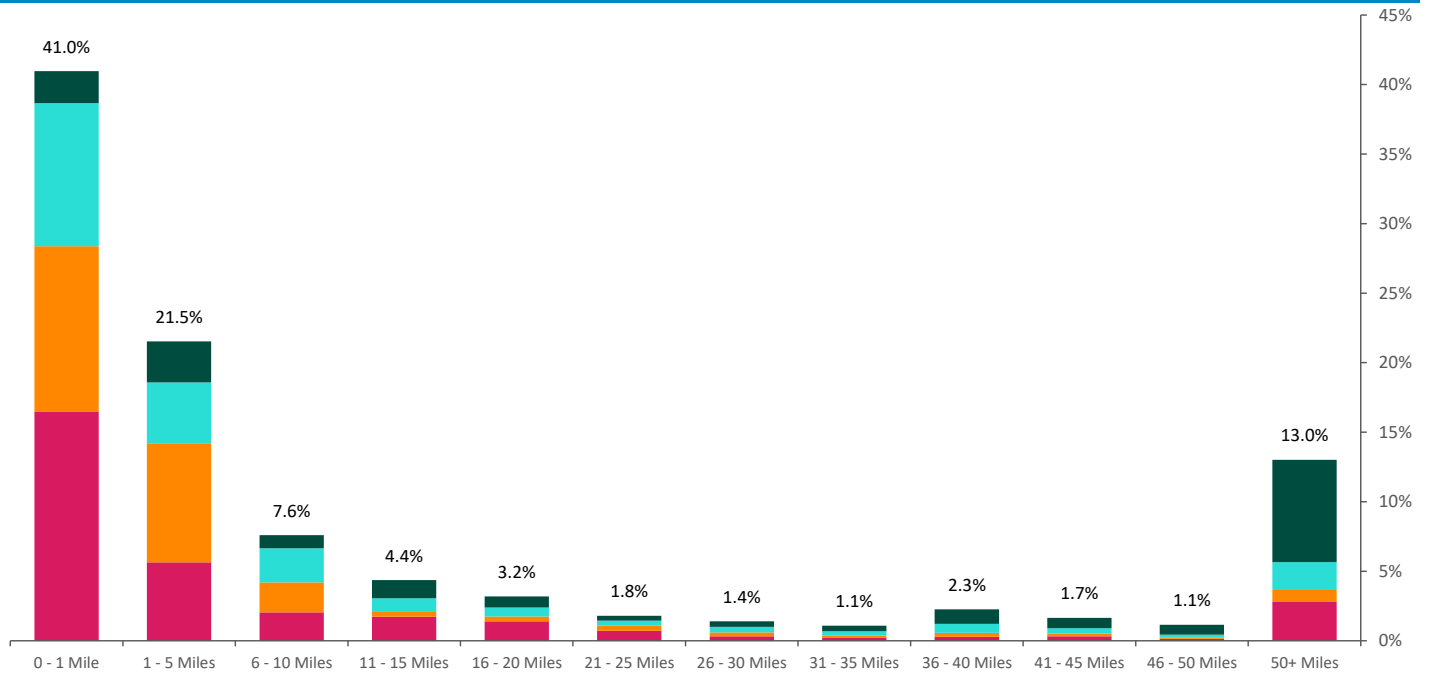
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Polaris Plus Profile



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



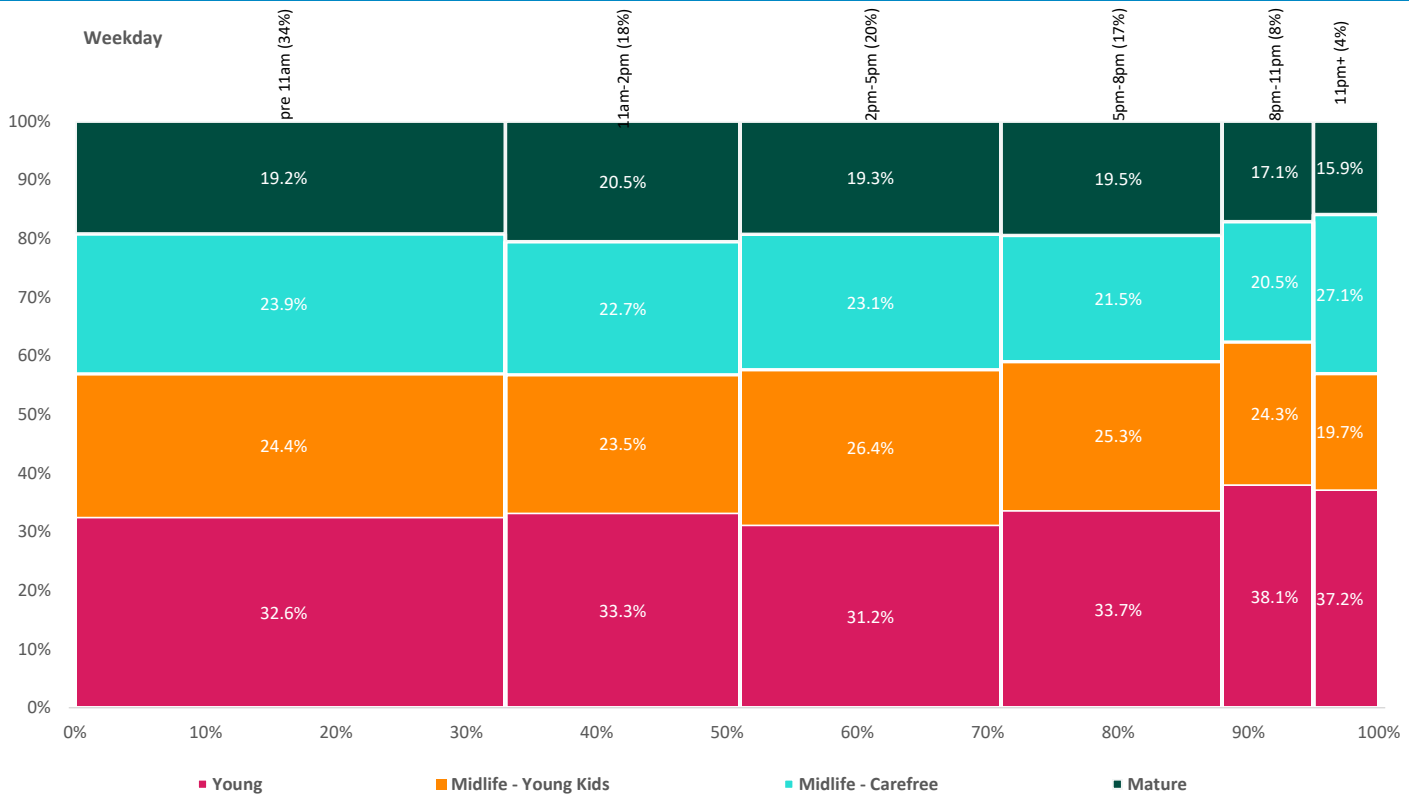
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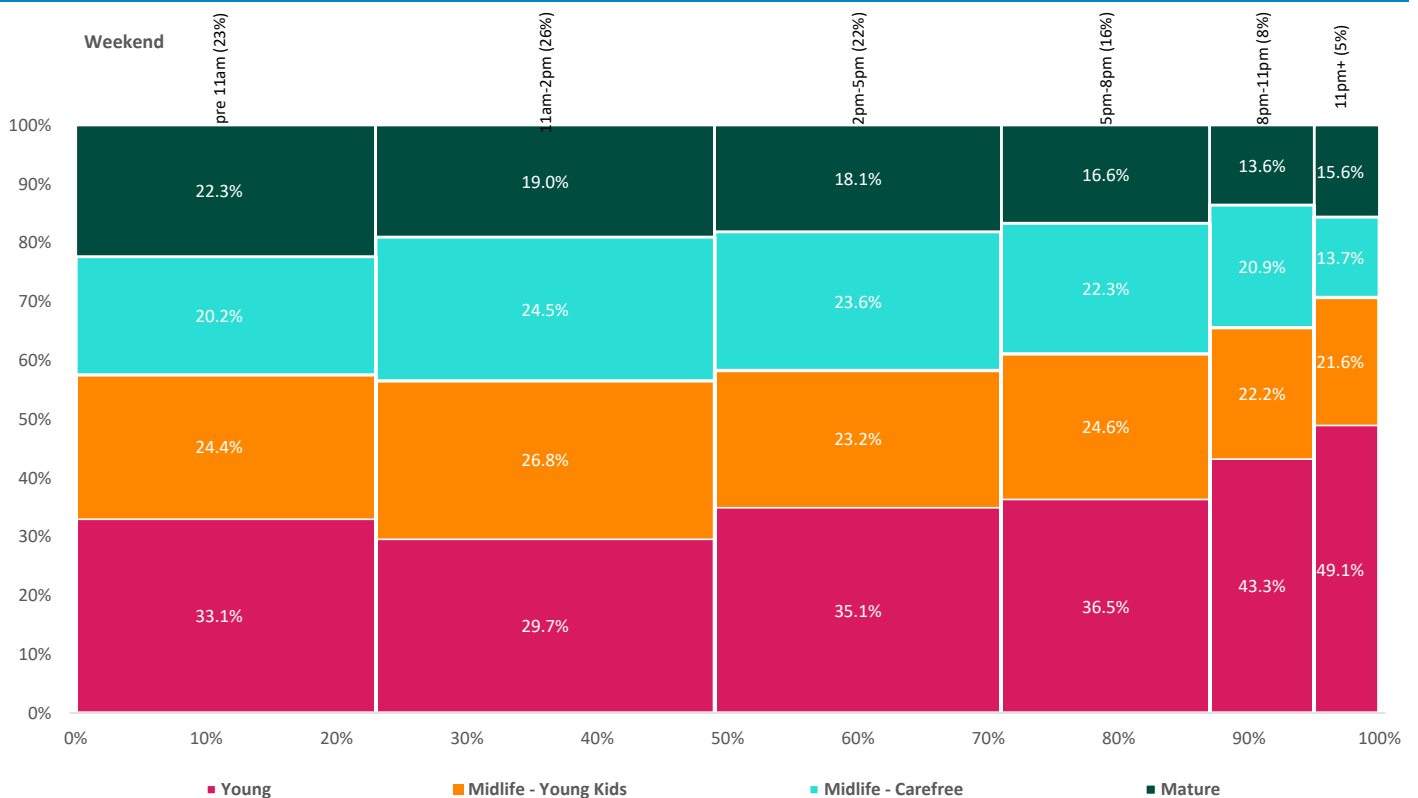


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Six Bells West Drayton



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	4,519	7,750	154,258	196	135	101
Midlife - Young Kids	1,314	6,293	226,139	144	276	374
Midlife - Carefree	1,794	4,831	124,157	135	146	142
Mature	735	1,843	43,463	20	20	18
Not Private Households	2	131	4,505	2	48	62
Total	8,364	20,848	552,522			

Polaris Plus Summary - Six Bells West Drayton

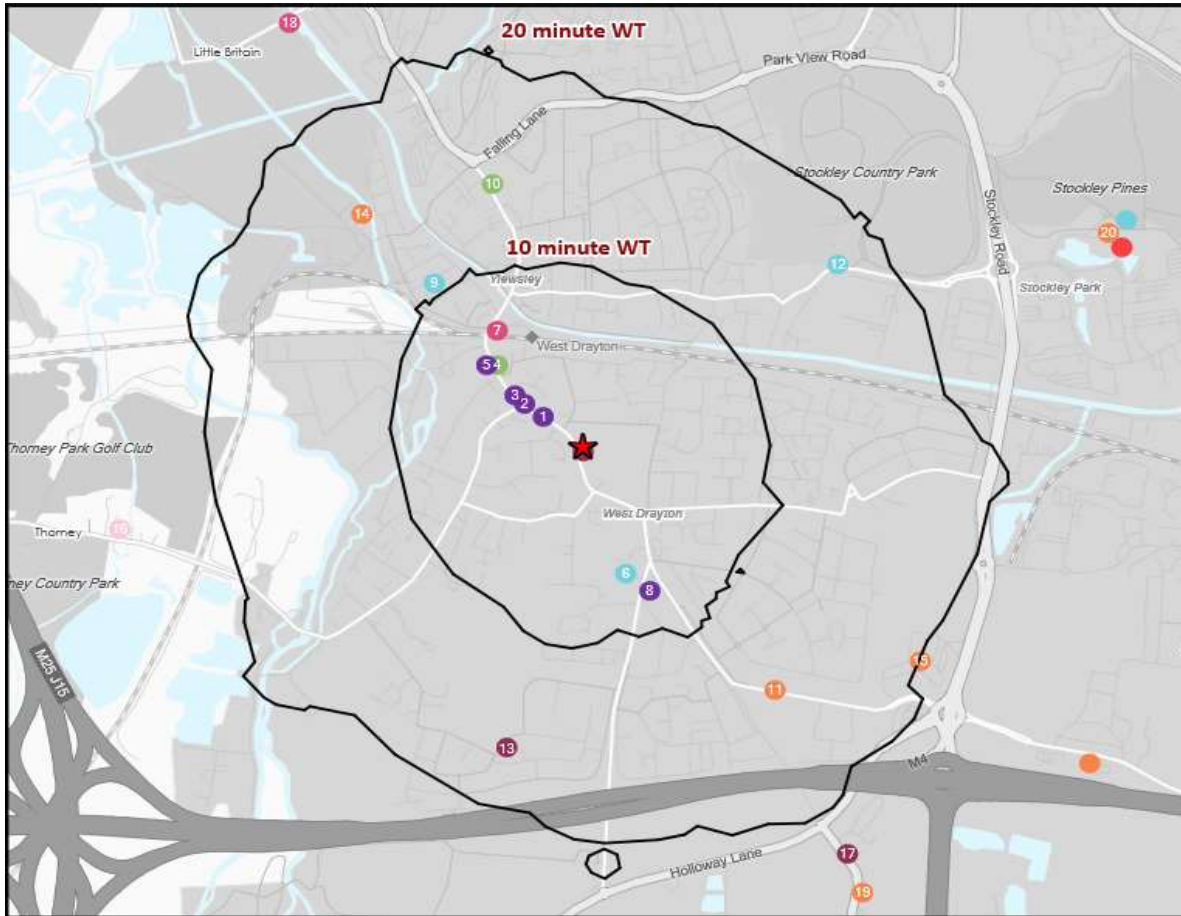


Polaris Plus Profile by Catchment

*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	1,002	2,592	65,300	122	127	120
Medium	1,170	1,549	38,223	127	68	63
High	2,347	3,609	50,735	417	257	136
Midlife - Young Kids						
Low	278	1,858	41,387	61	162	137
Medium	1,018	4,108	174,749	281	455	730
High	18	327	10,003	19	140	162
Midlife - Carefree						
Low	427	1,483	29,701	121	169	128
Medium	1,288	3,116	47,398	215	209	120
High	79	232	47,058	21	25	191
Mature						
Low	526	1,323	14,716	46	46	19
Medium	0	140	2,471	0	4	3
High	209	380	26,276	17	12	32
Not Private Households	2	131	4,505	2	48	62
Total	8,364	20,848	552,522			

CGA Summary - Six Bells West Drayton



★ 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	Six Bells	UB 7 7ND	Star Pubs & Bars	Premium Local	0.0
1	Palace Tandoori	UB 7 7LT	Independent Free	Restaurants	0.1
2	Smokin Patty	UB 7 7LR	Independent Free	Restaurants	0.2
3	Positano	UB 7 7LN	Independent Free	Restaurants	0.2
4	Railway Arms	UB 7 7BT	Unknown	Circuit Bar	0.3
5	Go Sing Chinese Restaurant	UB 7 7BY	Independent Free	Restaurants	0.3
6	Viewsley & West Drayton Community Association	UB 7 9JL	Independent Free	Clubland	0.3
7	De Burgh Arms	UB 7 7DQ	Independent Free	Family Pub Dining	0.3
8	Sipson Tandoori	UB 7 9JJ	Independent Free	Restaurants	0.3
9	Viewsley WDray Ivy Leaf Club	UB 7 7RJ	Independent Free	Clubland	0.5
10	George & Dragon	UB 7 7BE	Greene King	Circuit Bar	0.6
11	Novotel	UB 7 9HB	Accor Hotels	Hotel	0.6
12	Uxbridge Football Club	UB 7 8HX	Independent Free	Clubland	0.7
13	Cat & Fiddle	UB 7 7UF	Wellington	Premium Local	0.7
14	Riverside Hotel	UB 7 7RT	Independent Free	Hotel	0.7
15	Crowne Plaza	UB 7 9NA	InterContinental Hotels Group	Hotel	0.8
16	North Star	SL 0 9AH	Star Pubs & Bars	GPGF	0.9
17	Plough	UB 7 0HW	Stonegate Pub Company	Premium Local	1.0
18	Waters Edge	UB 8 2JS	Independent Free	Family Pub Dining	1.1
19	Holiday Inn	UB 7 0HP	InterContinental Hotels Group	Hotel	1.1
20	Travelodge	UB11 1FL	Dubai International Capital	Hotel	1.2

Per Pub Analysis - Six Bells West Drayton



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	8,364	20,848	552,522
Number of Competition Pubs	5	10	298
Adults 18+ per Competition Pub	1,673	2,085	1,854

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,506	18.0%	223
Circuit Bar	1	433	5.2%	128
Community Pub	0	922	11.0%	58
Craft Led	0	670	8.0%	232
Great Pub Great Food	0	1,435	17.2%	97
High Street Pub	0	1,011	12.1%	66
Premium Local	1	671	8.0%	49

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	2,987	14.3%	178
Circuit Bar	2	1,149	5.5%	136
Community Pub	0	3,045	14.6%	76
Craft Led	0	1,193	5.7%	166
Great Pub Great Food	0	2,683	12.9%	73
High Street Pub	0	3,209	15.4%	84
Premium Local	3	1,851	8.9%	54

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	77,738	14.1%	175
Circuit Bar	22	37,079	6.7%	166
Community Pub	12	76,250	13.8%	72
Craft Led	0	27,351	5.0%	143
Great Pub Great Food	30	85,530	15.5%	87
High Street Pub	20	83,326	15.1%	82
Premium Local	65	83,644	15.1%	92

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
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="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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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