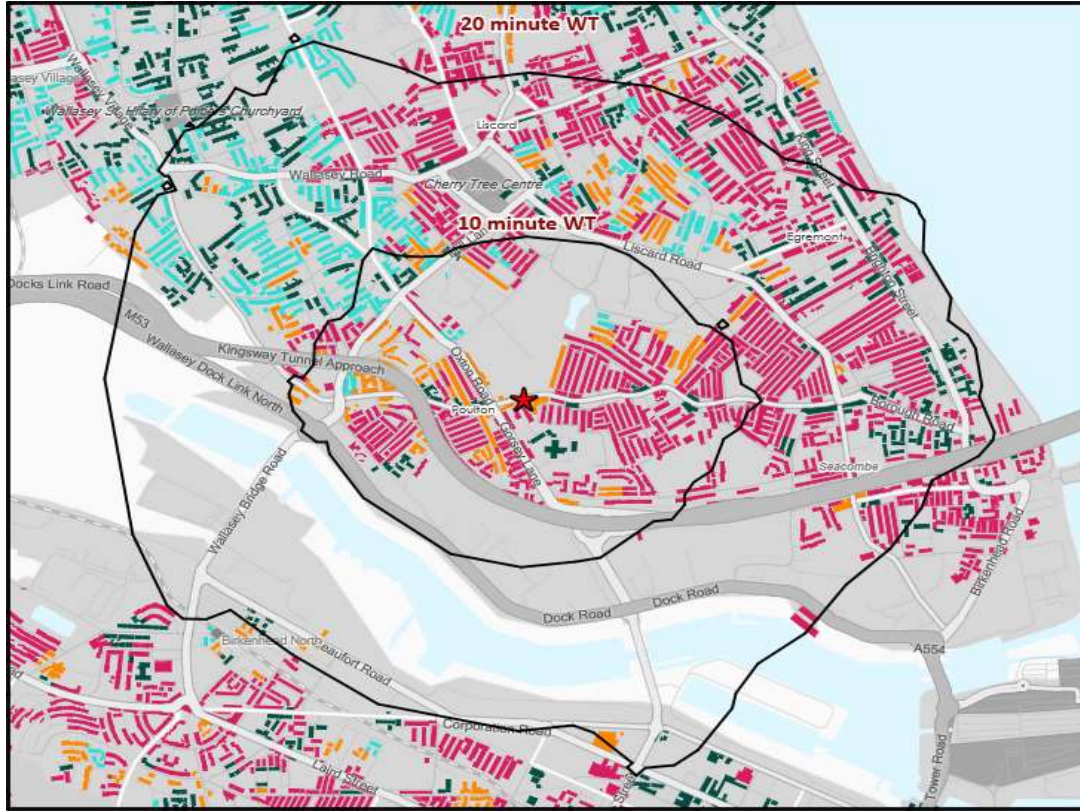


Catchment Summary - Rose & Crown Seacombe



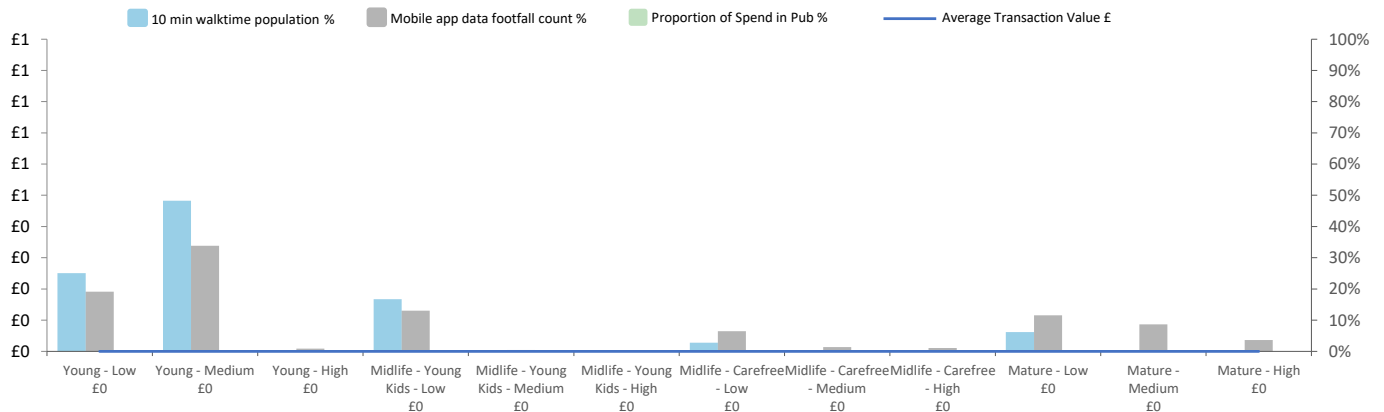
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 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
40630	Rose & Crown Seacombe	CH44 4DE	Star Pubs & Bars	Community Pub	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 - Rose & Crown Seacombe

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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**

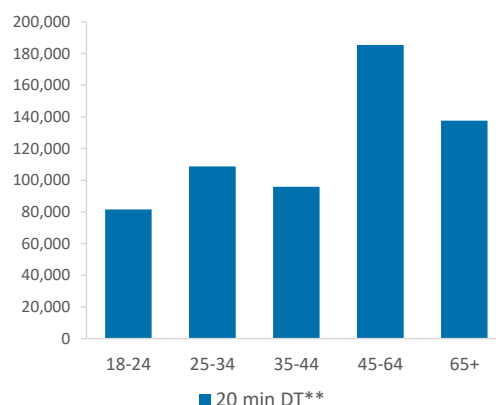
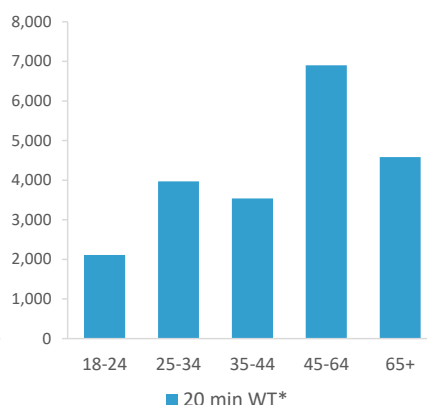
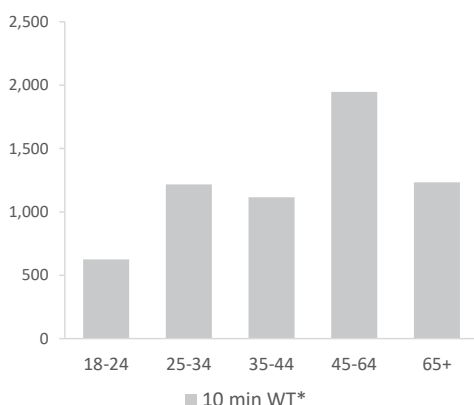
Population	8,140	27,375	758,936	152	148	173
Adults 18+	6,136	21,107	608,917	136	138	174
Competition Pubs	5	30	855	28	83	206
Adults 18+ per Competition Pub	1,227	704	712	143	82	83
% Adults Likely to Drink	73.3%	74.9%	75.9%	96	98	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	50.7%	54.3%	50.9%	153	163	153
	Medium	48.2%	44.4%	37.8%	126	116	99
	High	0.0%	0.3%	10.0%	0	1	37

*Affluence does not include Not Private Households

Age Profile	18-24	625	2,114	81,580	94	95	132
	25-34	1,217	3,970	108,641	112	109	107
	35-44	1,115	3,541	95,808	103	98	95
	45-64	1,946	6,901	185,344	93	98	95
	65+	1,233	4,581	137,544	79	87	94



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	4,000 (49%)	13,434 (49%)	371,755 (49%)	100	100	100
	Female	4,140 (51%)	13,941 (51%)	387,181 (51%)	100	100	100

Economic Status (16+)	Employed: Full-time	2,082 (33%)	6,919 (32%)	196,851 (31%)	95	92	91
	Employed: Part-time	910 (14%)	2,922 (13%)	74,343 (12%)	121	113	100
	Self employed	325 (5%)	1,359 (6%)	41,366 (7%)	55	67	72
	Unemployed	238 (4%)	761 (3%)	20,036 (3%)	136	126	116
	Full-time student	115 (2%)	359 (2%)	19,778 (3%)	76	69	133
	Retired	1,045 (16%)	4,185 (19%)	124,800 (20%)	75	88	91
	Other	1,636 (26%)	5,320 (24%)	149,265 (24%)	148	140	137

Total Worker Count	2,760	13,908	437,259
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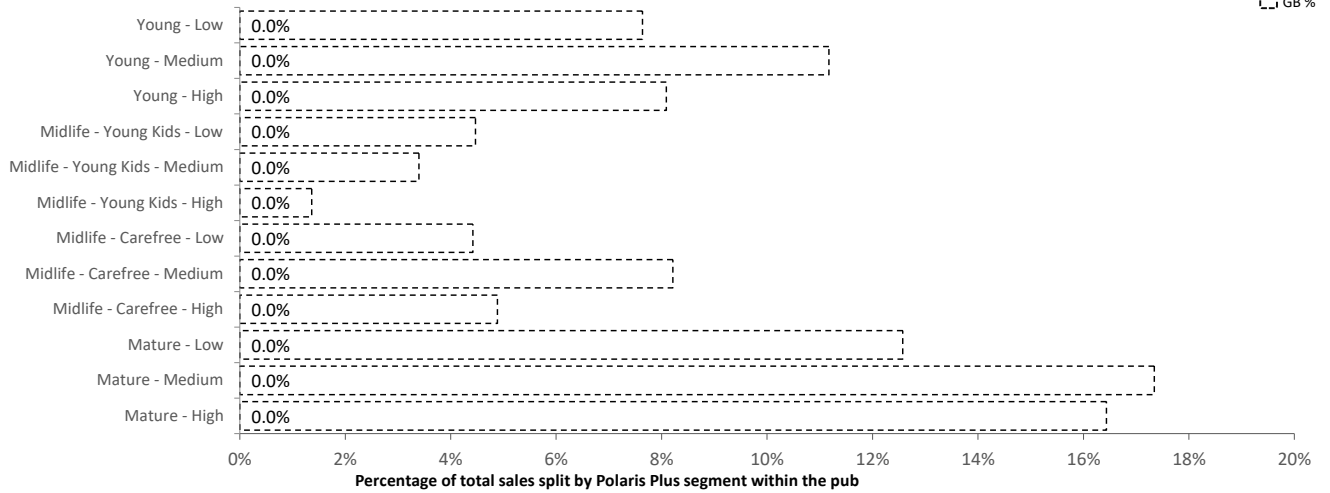
See the Glossary page for further information on the above variables

Transactional Data Summary - Rose & Crown Seacombe

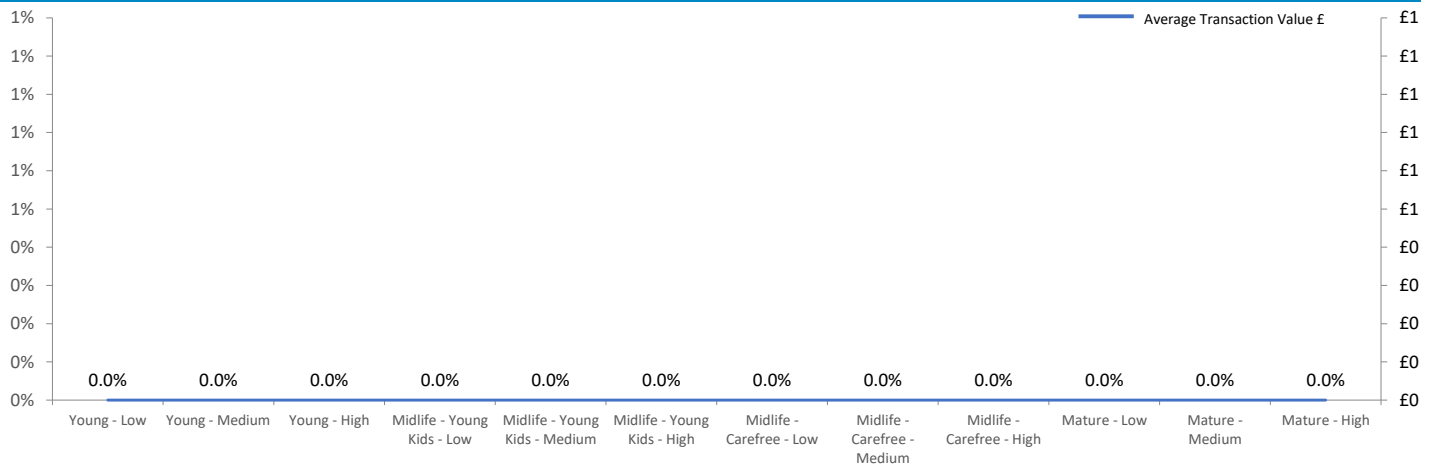


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Spend by Polaris Plus

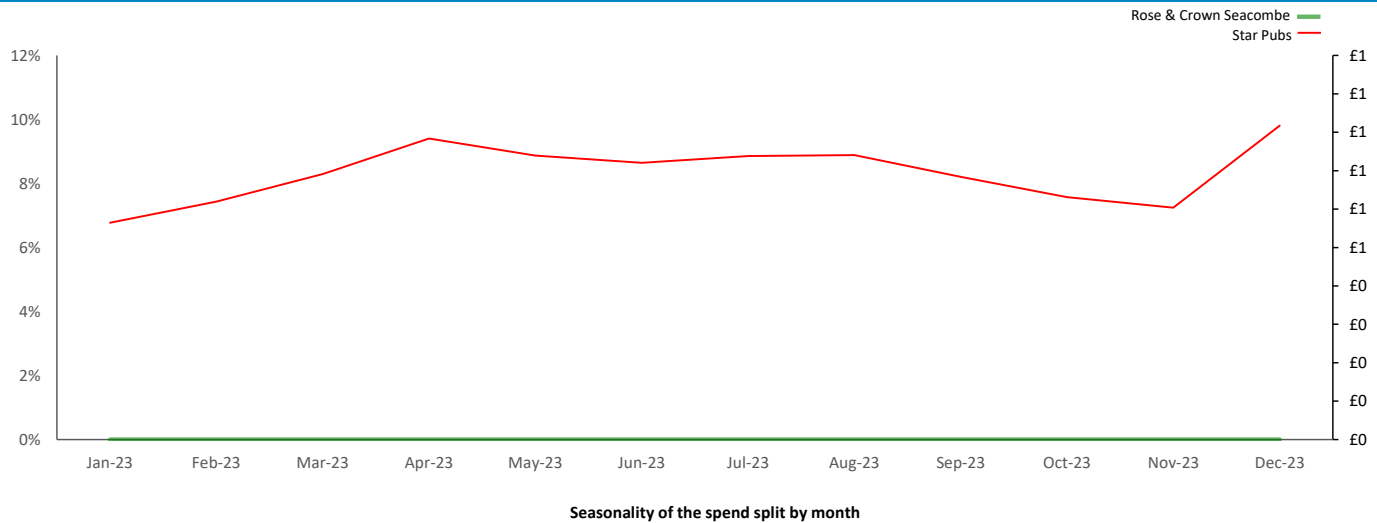


% of Transactions and Average Transaction Values (£) by Polaris Plus



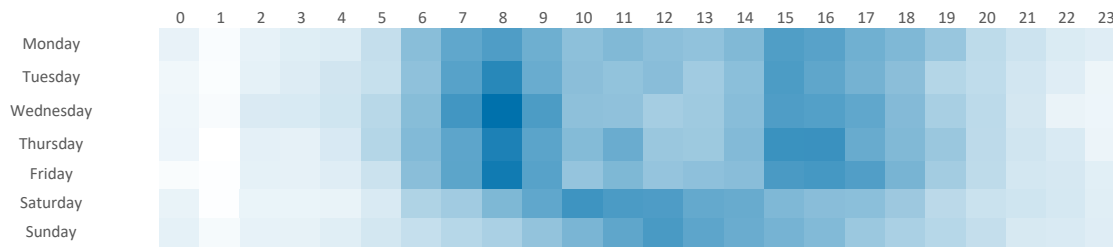
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



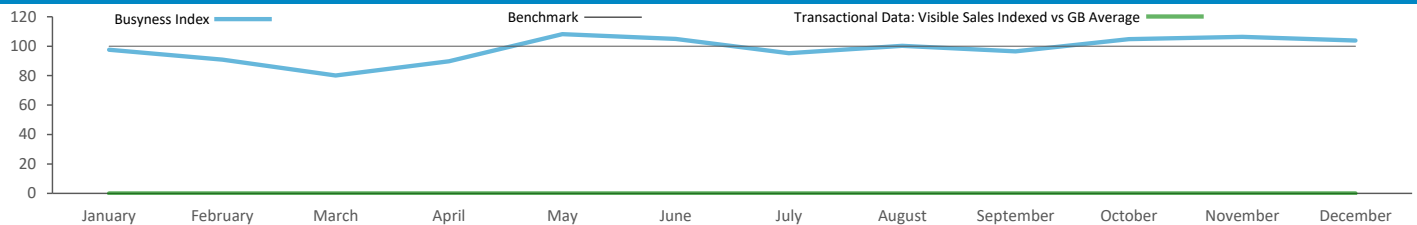
Mobile Data Summary - Rose & Crown Seacombe

Time of Day/Day of Week



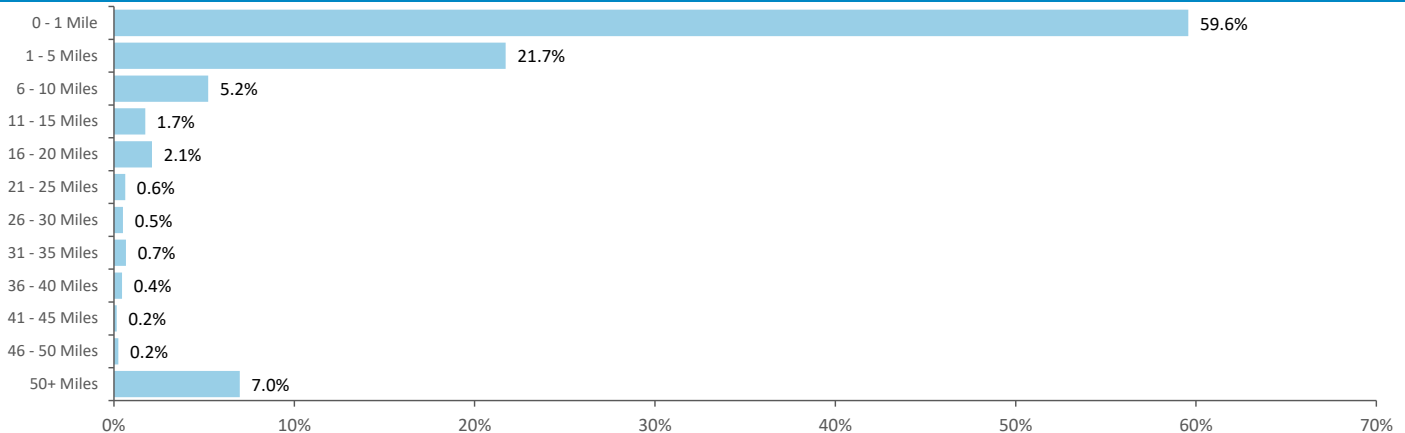
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

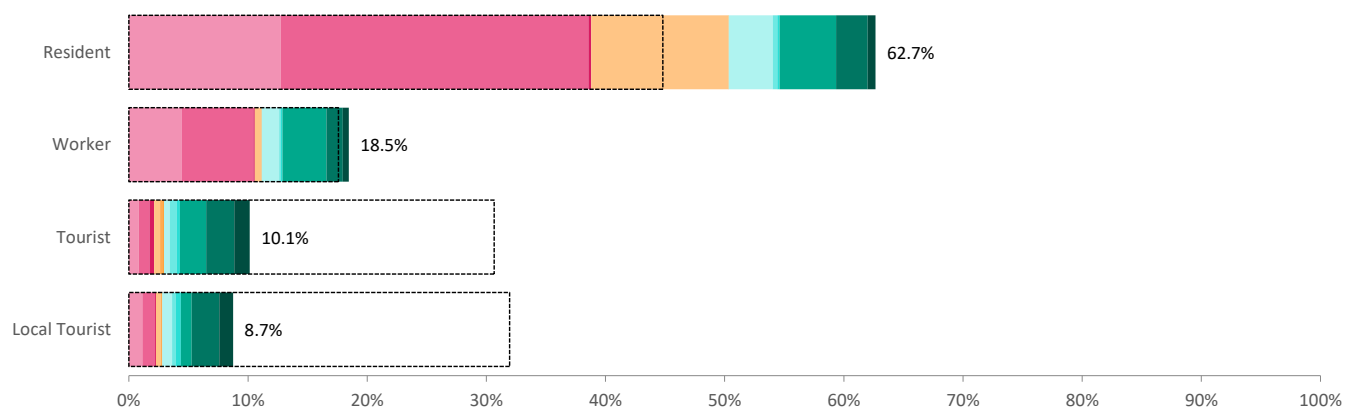
Distance from Home



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

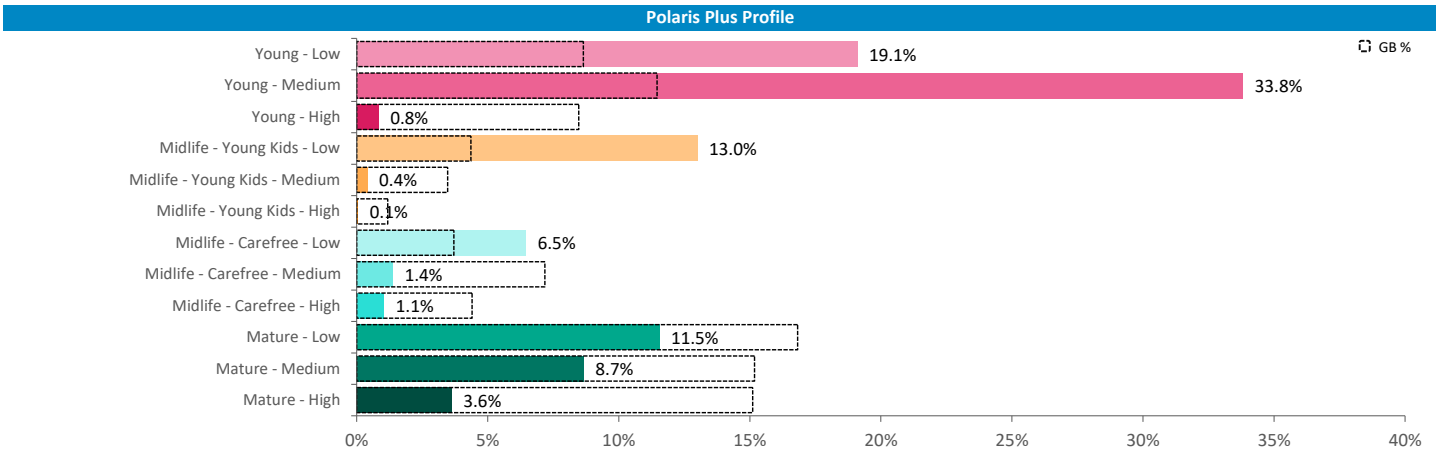


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

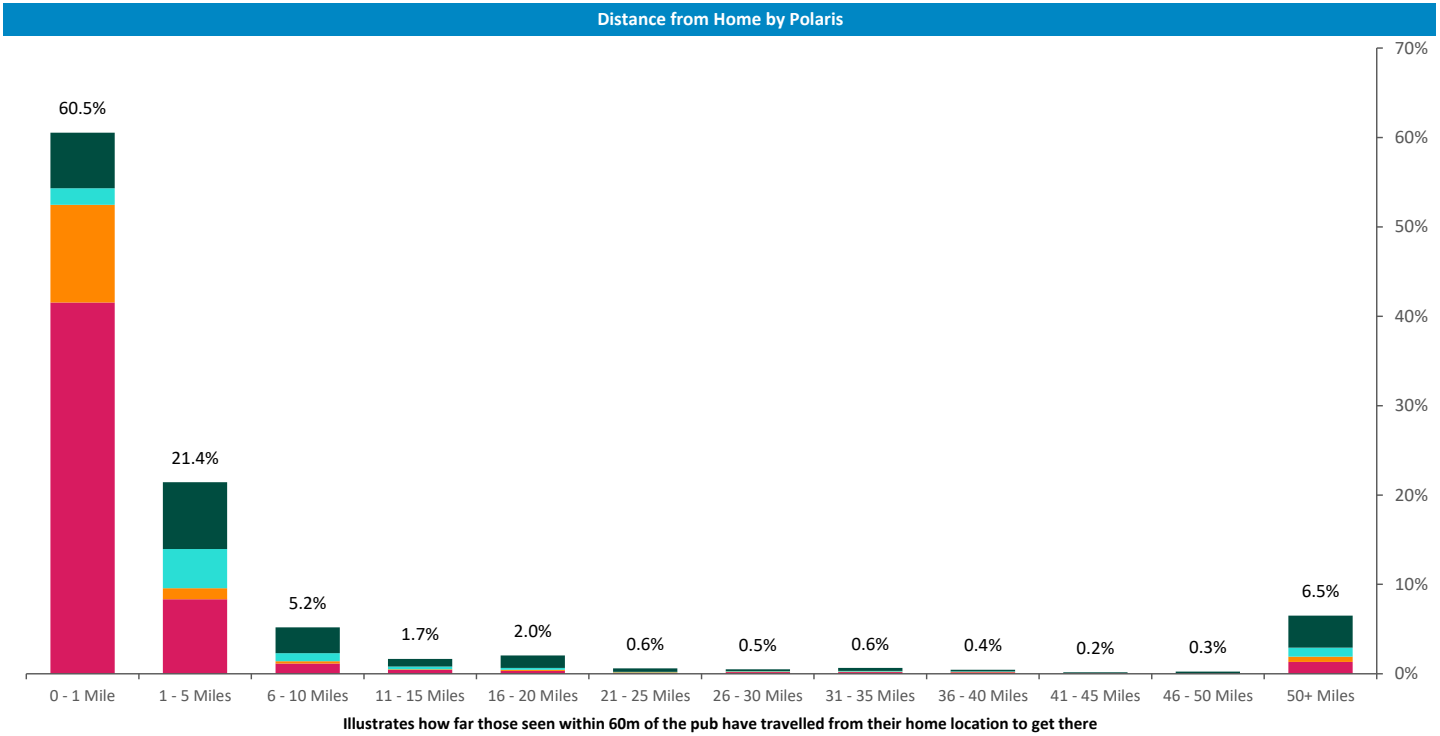
Mobile Data Summary - Rose & Crown Seacombe



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



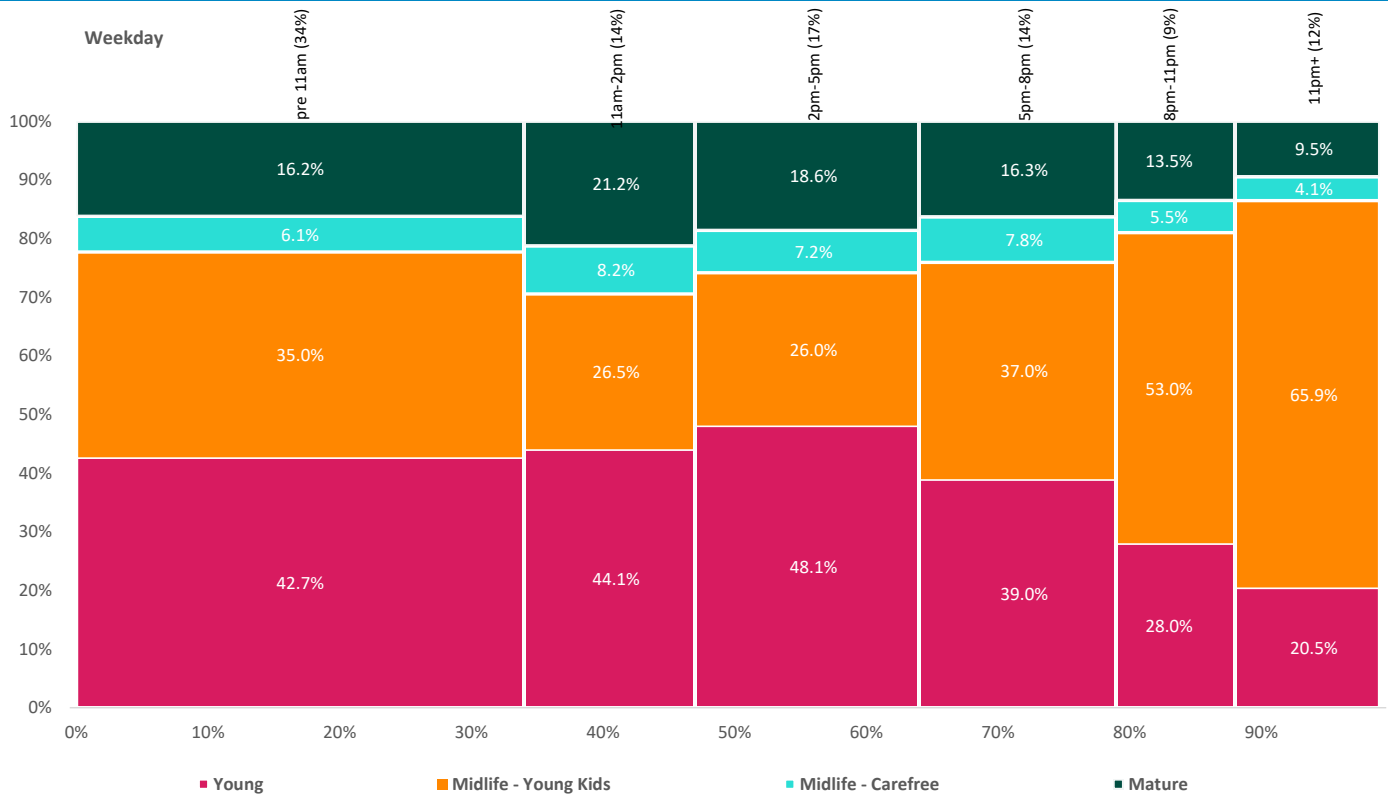
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Rose & Crown Seacombe

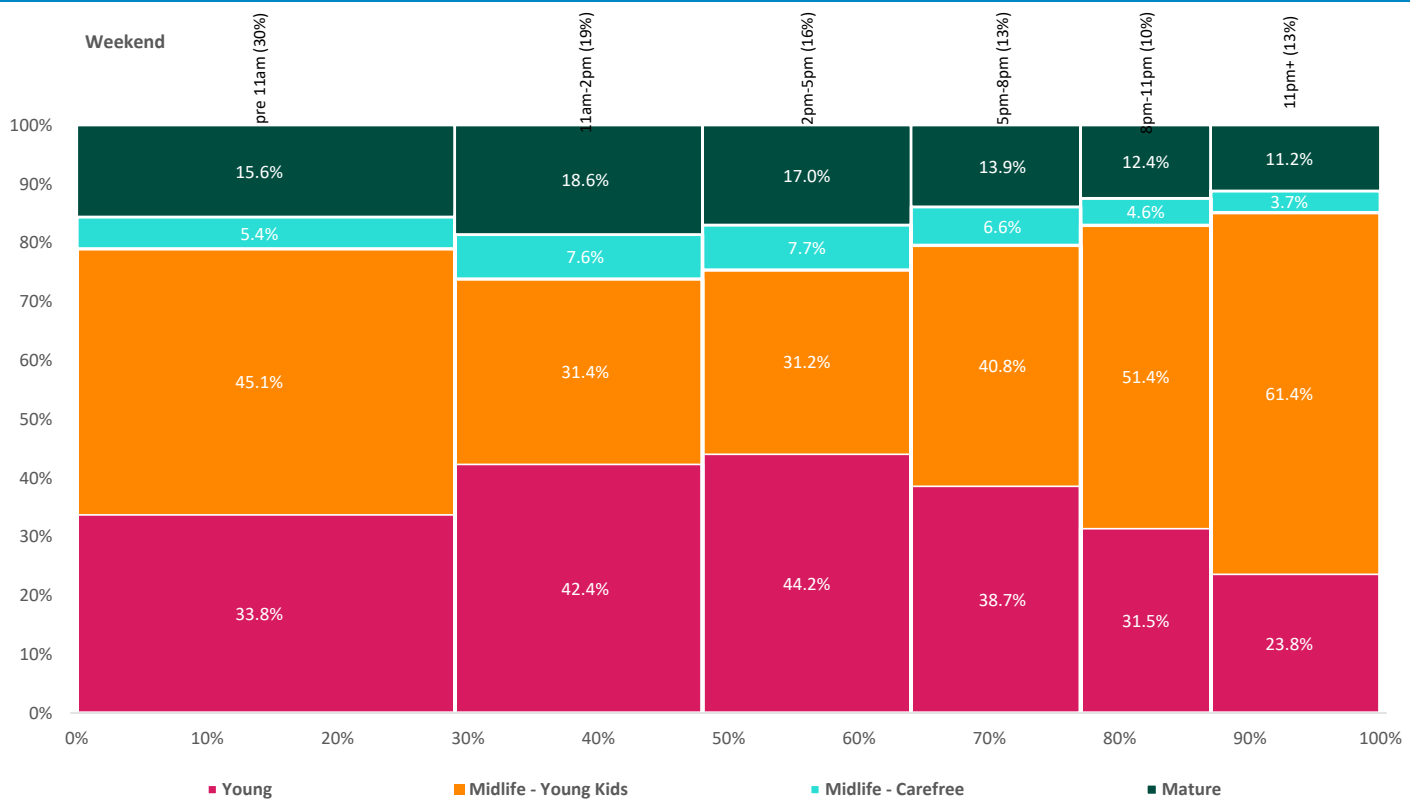


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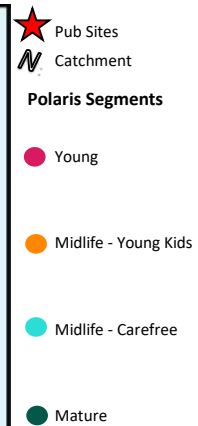
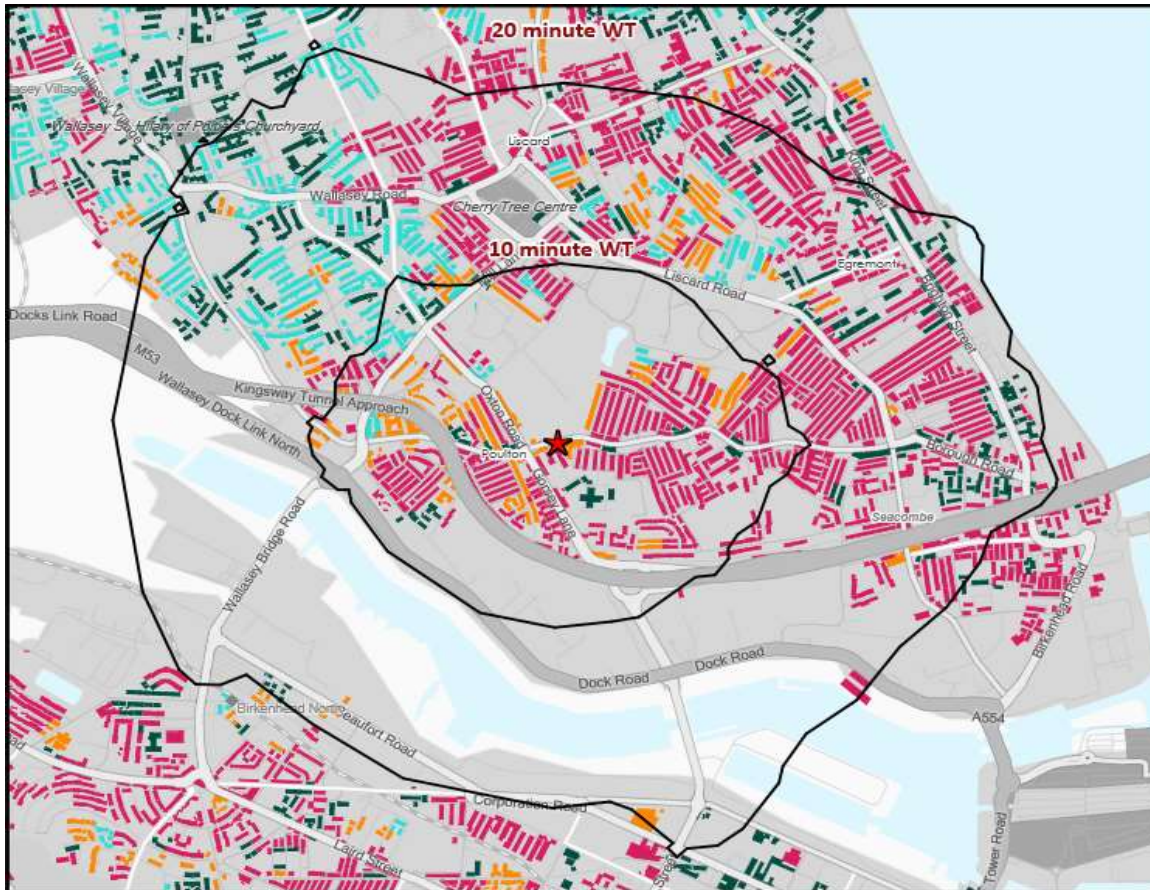
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Rose & Crown Seacombe

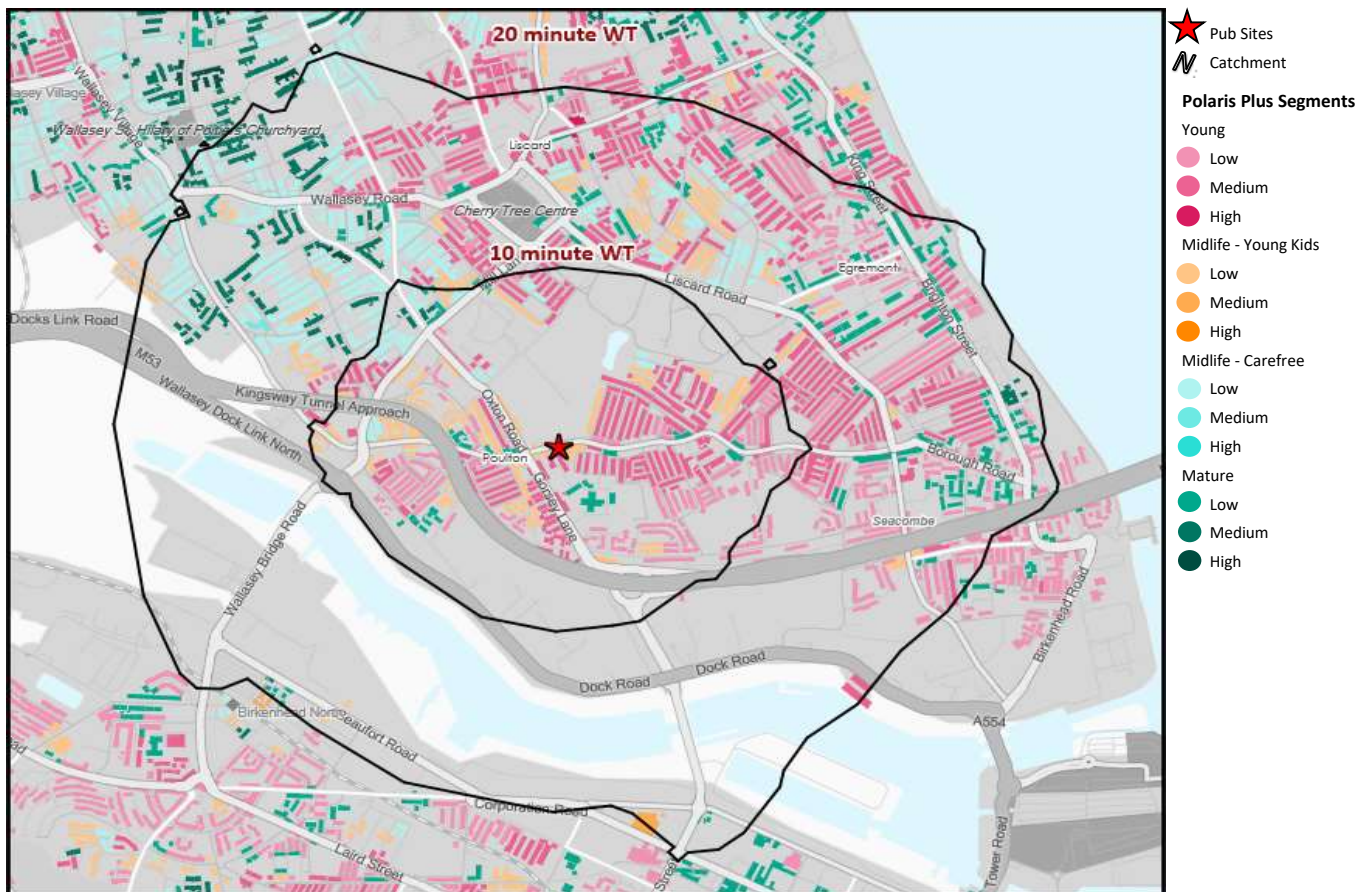


Polaris Profile by Catchment

*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	4,499	13,006	315,613	266	224	188
Midlife - Young Kids	1,025	2,137	37,011	153	93	56
Midlife - Carefree	170	2,788	76,760	18	83	80
Mature	378	2,945	172,070	14	31	64
Not Private Households	64	231	7,463	79	83	93
Total	6,136	21,107	608,917			

Polaris Plus Summary - Rose & Crown Seacombe

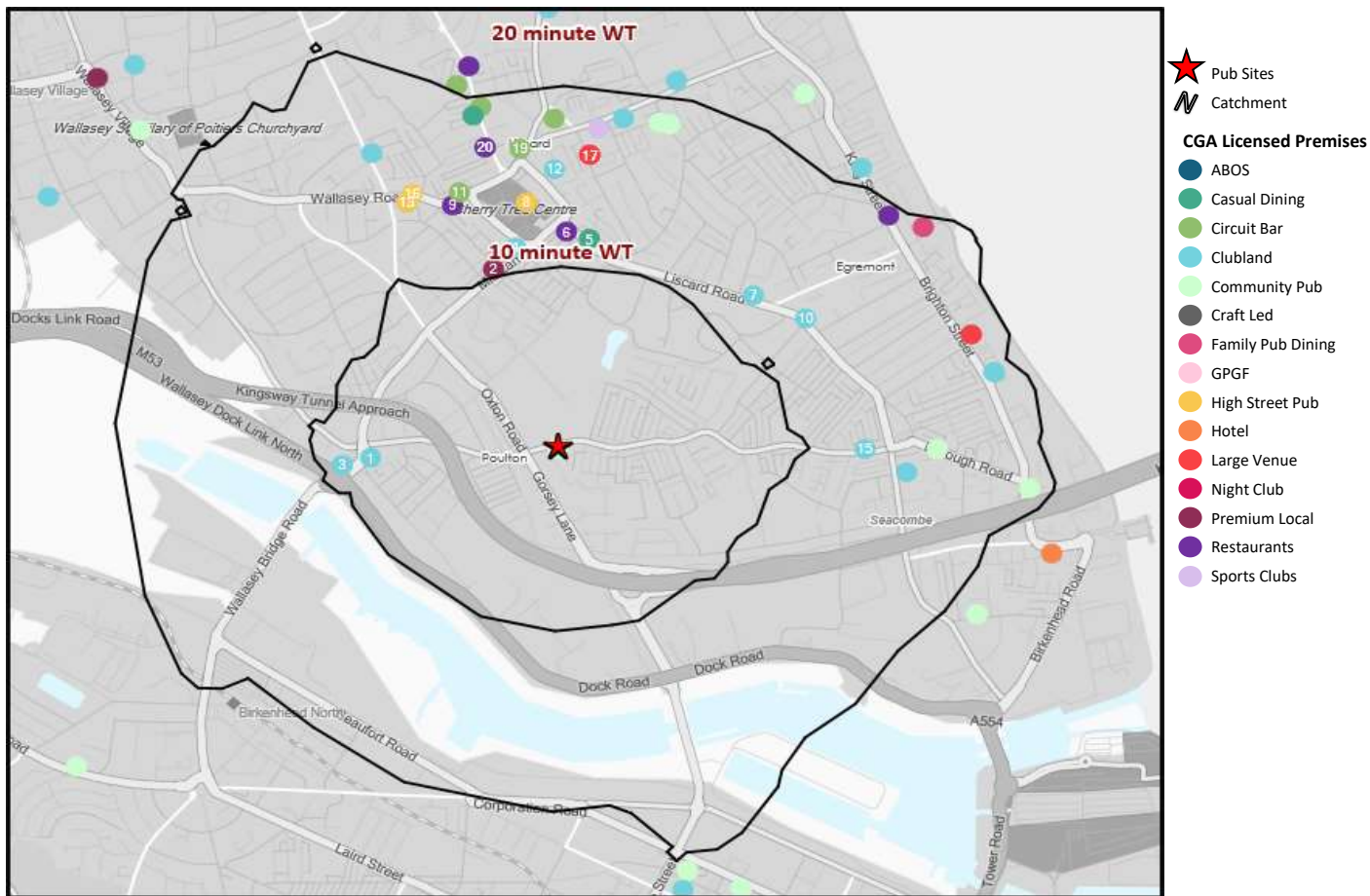


Polaris Plus Profile by Catchment

*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	1,539	4,365	149,801	256	211	251
Medium	2,960	8,604	149,016	439	371	223
High	0	37	16,796	0	3	41
Midlife - Young Kids						
Low	1,025	2,137	35,609	305	185	107
Medium	0	0	1,402	0	0	5
High	0	0	0	0	0	0
Midlife - Carefree						
Low	170	2,760	55,594	66	310	217
Medium	0	28	9,871	0	2	23
High	0	0	11,295	0	0	42
Mature						
Low	378	2,189	69,132	45	76	83
Medium	0	737	69,983	0	22	73
High	0	19	32,955	0	1	36
Not Private Households	64	231	7,463	79	83	93
Total	6,136	21,107	608,917			

CGA Summary - Rose & Crown Seacombe



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Rose & Crown	CH44 4DE	Star Pubs & Bars	Community Pub	0.0
1	Liverpool Victoria Rowing Club	CH44 5SN	Independent Free	Clubland	0.4
2	Lazy Landlord	CH44 5UG	Independent Free	Premium Local	0.4
3	Poulton Victoria Sports & Social Club	CH44 5SW	Independent Free	Clubland	0.4
4	St Albans Parish Centre	CH44 5UD	Independent Free	Clubland	0.4
5	Captain Tony's	CH44 5TN	Independent Free	Casual Dining	0.4
6	Mr Henrys	CH44 5TH	Independent Free	Restaurants	0.4
7	Raob Park View Social Club	CH44 8AB	Independent Free	Clubland	0.5
8	Tower Hotel	CH44 5TL	Stonegate Pub Company	High Street Pub	0.5
9	Vino Vino	CH45 4NN	Independent Free	Restaurants	0.5
10	Parkfield Cricket Club	CH44 8AA	Independent Free	Clubland	0.5
11	Clairville	CH45 4NW	Wetherspoons GB	Circuit Bar	0.6
12	Wallasey Royal Naval Associati	CH44 1AD	Independent Free	Clubland	0.6
13	Bronze Social Club	CH44 2AA	Independent Free	Clubland	0.6
13	Boot	CH44 2AA	Stonegate Pub Company	High Street Pub	0.6
15	Great Float Social Club	CH44 9DQ	Independent Free	Clubland	0.6
16	Scrap Yard	CH44 2AE	Independent Free	High Street Pub	0.6
17	Grosvenor Ballroom	CH44 1AQ	Independent Free	Large Venue	0.6
17	Regency Function Suite	CH44 1AQ	Independent Free	Large Venue	0.6
19	Royal Oak Hotel	CH45 4JG	Admiral Taverns Ltd	Circuit Bar	0.6
20	Dukes Bar And Grill	CH45 4QN	Unknown	Circuit Bar	0.6

Per Pub Analysis - Rose & Crown Seacombe



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,136	21,107	608,917
Number of Competition Pubs	5	30	855
Adults 18+ per Competition Pub	1,227	704	712

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	631	10.3%	128
Circuit Bar	0	554	9.0%	223
Community Pub	1	1,446	23.6%	123
Craft Led	0	507	8.3%	239
Great Pub Great Food	0	468	7.6%	43
High Street Pub	0	1,598	26.0%	141
Premium Local	1	698	11.4%	69

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,841	8.7%	108
Circuit Bar	6	1,677	7.9%	196
Community Pub	6	4,477	21.2%	111
Craft Led	0	1,473	7.0%	202
Great Pub Great Food	0	1,514	7.2%	41
High Street Pub	3	4,861	23.0%	125
Premium Local	1	2,244	10.6%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	142	49,417	8.1%	101
Circuit Bar	86	40,797	6.7%	165
Community Pub	152	132,371	21.7%	114
Craft Led	0	32,002	5.3%	152
Great Pub Great Food	22	66,325	10.9%	62
High Street Pub	160	137,043	22.5%	122
Premium Local	69	78,035	12.8%	78

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="9">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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			
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																									