

# Catchment Summary - Raven Stechford



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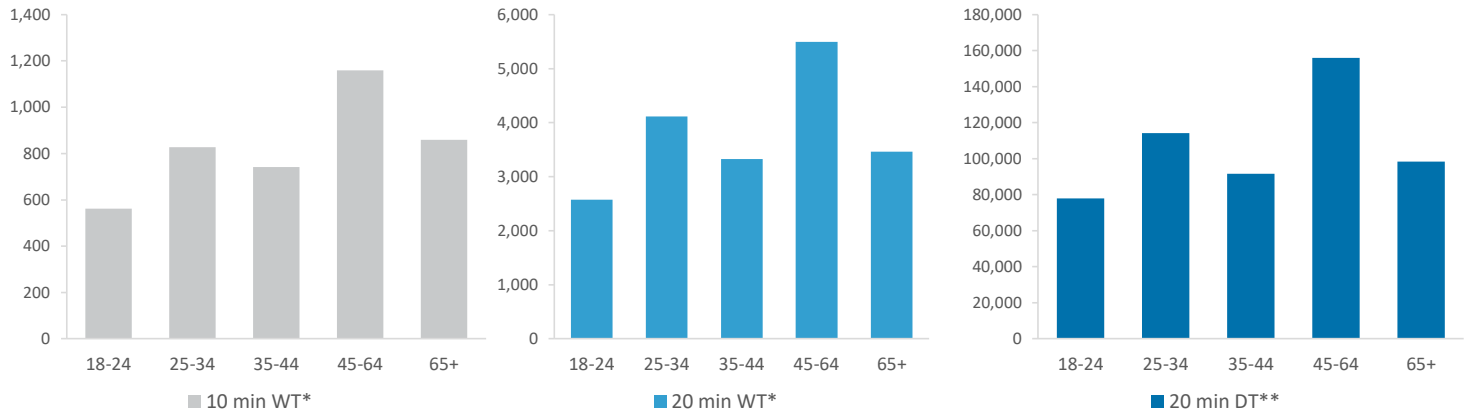
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*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>	5,803	27,198	726,538	110	187	191	
<b>Adults 18+</b>	4,150	18,975	537,846	95	106	180	
<b>Competition Pubs</b>	2	2	456	13	6	126	
<b>Adults 18+ per Competition Pub</b>	2,075	9,488	1,179	251	1,149	143	
<b>% Adults Likely to Drink</b>	78.3%	77.7%	76.2%	95	94	92	
<b>Affluence</b>	<b>Low</b>	21.4%	27.5%	23.9%	83	107	93
	<b>Medium</b>	75.7%	64.1%	39.6%	192	163	101
	<b>High</b>	2.8%	8.1%	35.8%	8	24	107
<b>Age Profile</b>	<b>18-24</b>	562	2,573	77,848	119	117	132
	<b>25-34</b>	827	4,112	114,167	107	114	118
	<b>35-44</b>	742	3,329	91,603	99	95	98
	<b>45-64</b>	1,160	5,495	155,894	78	79	84
	<b>65+</b>	859	3,466	98,334	77	67	71

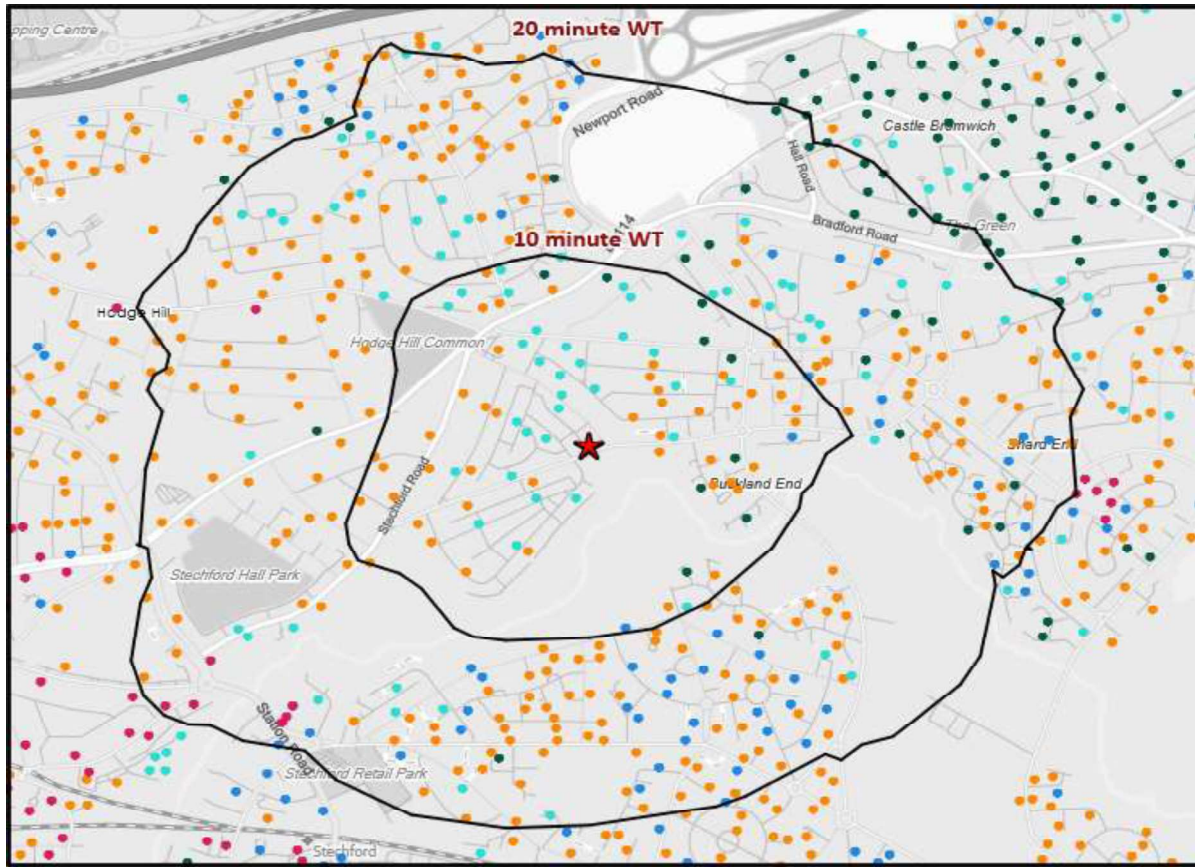
\*Affluence does not include Not Private Households

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>	2,900 (50%)	13,070 (48%)	360,720 (50%)	101	97	100
	<b>Female</b>	2,903 (50%)	14,128 (52%)	365,818 (50%)	99	103	100
<b>Economic Status (16-74)</b>	<b>Employed: Full-time</b>	1,389 (36%)	6,285 (35%)	187,783 (37%)	86	84	88
	<b>Employed: Part-time</b>	546 (14%)	2,523 (14%)	65,490 (13%)	109	108	99
	<b>Self employed</b>	271 (7%)	1,348 (7%)	39,021 (8%)	73	78	80
	<b>Unemployed</b>	137 (4%)	809 (4%)	19,647 (4%)	149	189	162
	<b>Retired</b>	613 (16%)	2,292 (13%)	57,865 (11%)	115	92	82
<b>Other</b>	914 (24%)	4,777 (26%)	140,493 (28%)	120	134	140	
<b>Total Worker Count</b>	785	2,689	307,341				

See the Glossary page for further information on the above variables

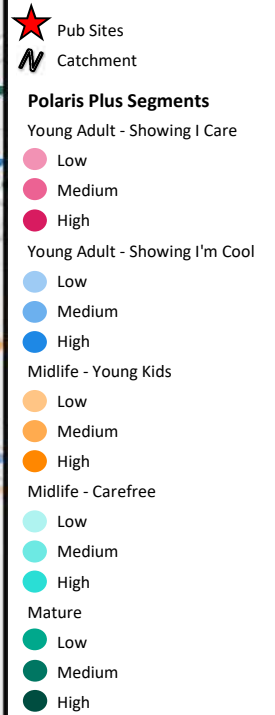
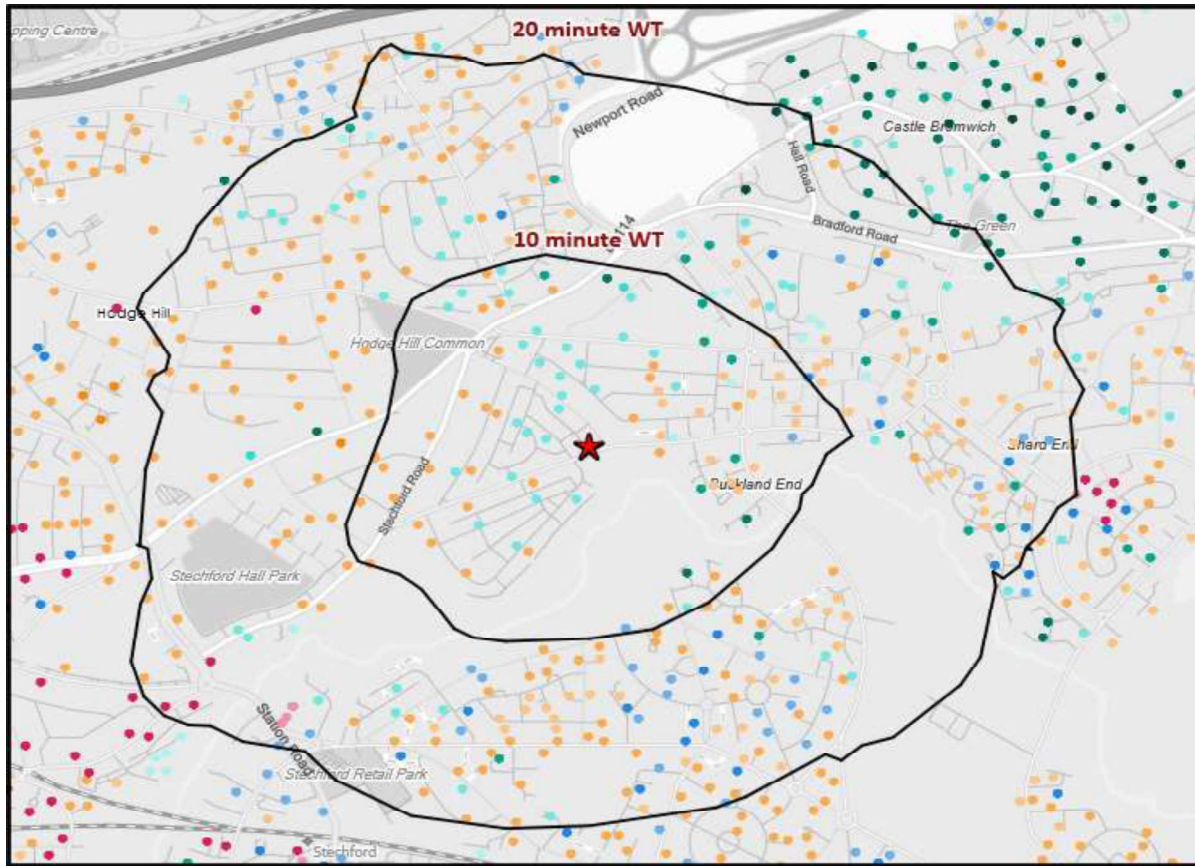


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	302	137,643	0	18	287
Young Adult - Showing I'm Cool	50	2,244	57,161	13	129	115
Midlife - Young Kids	2,221	11,483	168,075	170	193	99
Midlife - Carefree	1,580	3,702	100,218	181	93	89
Mature	299	1,190	70,717	26	22	47
<b>Not Private Households</b>	0	54	4,032	0	20	52
<b>Total</b>	4,150	18,975	537,846			



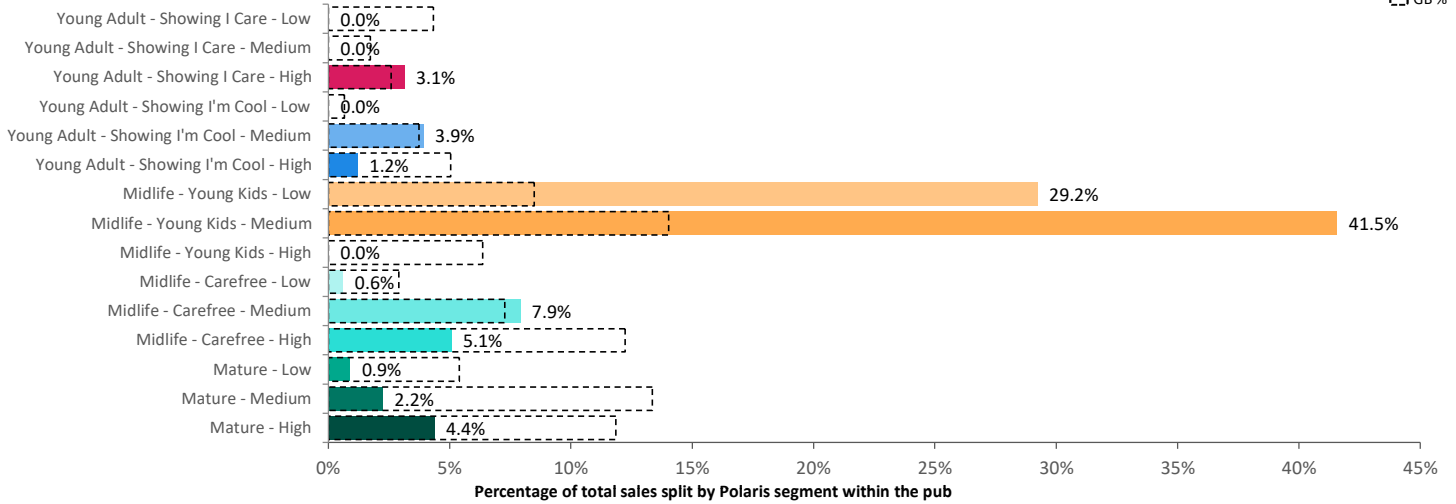
Polaris Plus Profile by Catchment

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

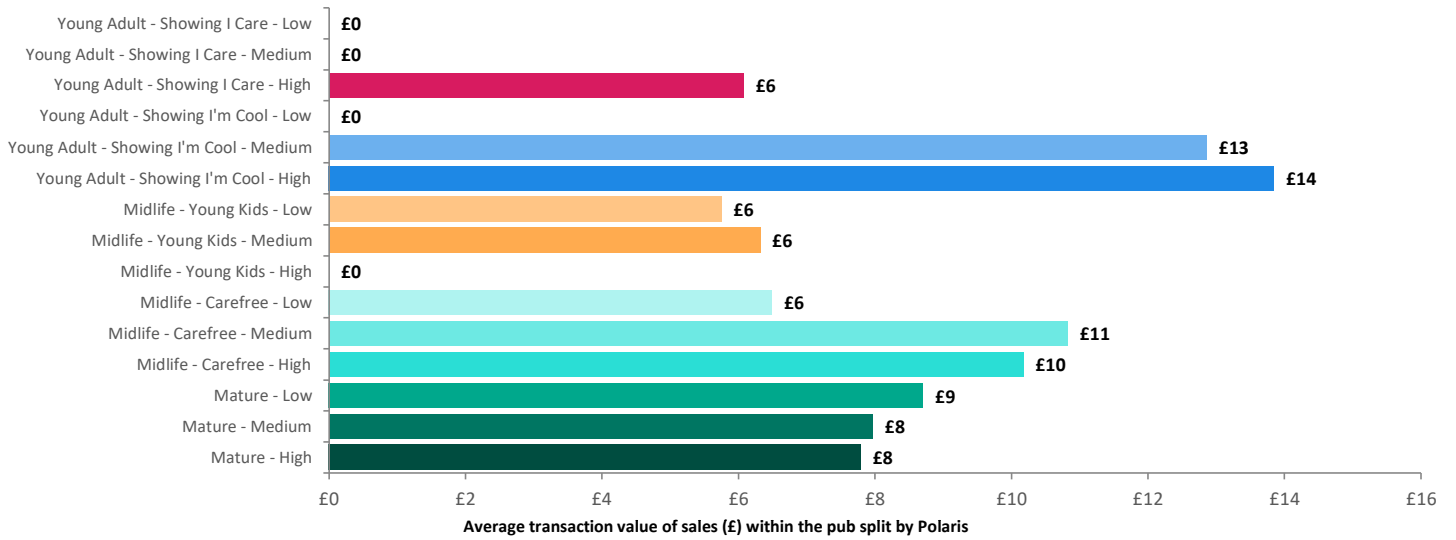
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	32	28,887	0	4	128
Medium	0	0	624	0	0	9
High	0	270	108,132	0	42	597
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	1,049	0	0	19
Medium	49	1,386	24,828	32	198	125
High	1	858	31,284	1	101	130
<b>Midlife - Young Kids</b>						
Low	745	4,027	61,262	162	191	102
Medium	1,476	7,298	98,084	238	258	122
High	0	158	8,729	0	15	30
<b>Midlife - Carefree</b>						
Low	22	483	15,476	16	75	85
Medium	1,441	3,054	56,505	517	240	156
High	117	165	28,237	26	8	48
<b>Mature</b>						
Low	122	678	21,737	50	60	68
Medium	177	424	32,875	34	18	48
High	0	88	16,105	0	5	32
<b>Not Private Households</b>	0	54	4,032	0	20	52
<b>Total</b>	4,150	18,975	537,846			

Spend by Polaris

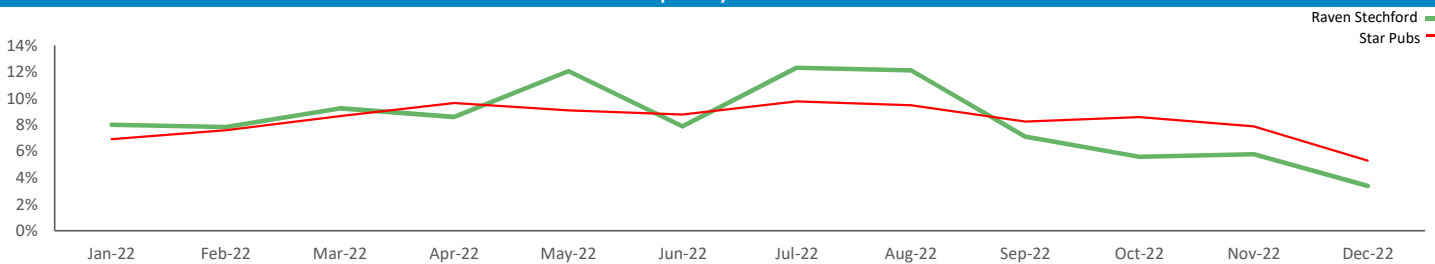
GB %



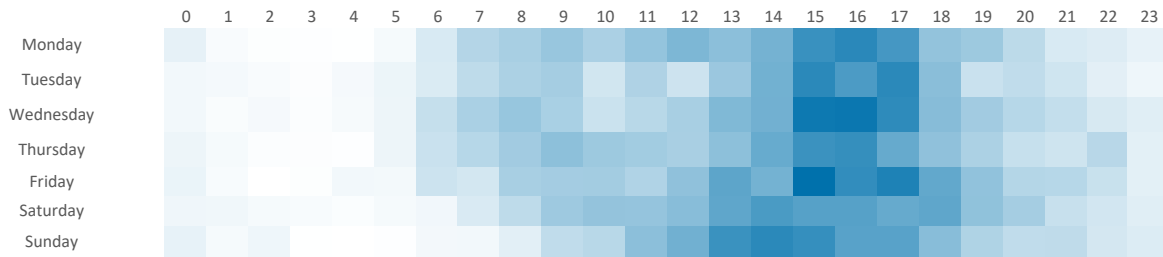
Average Transaction Values (£) by Polaris



Spend by Month

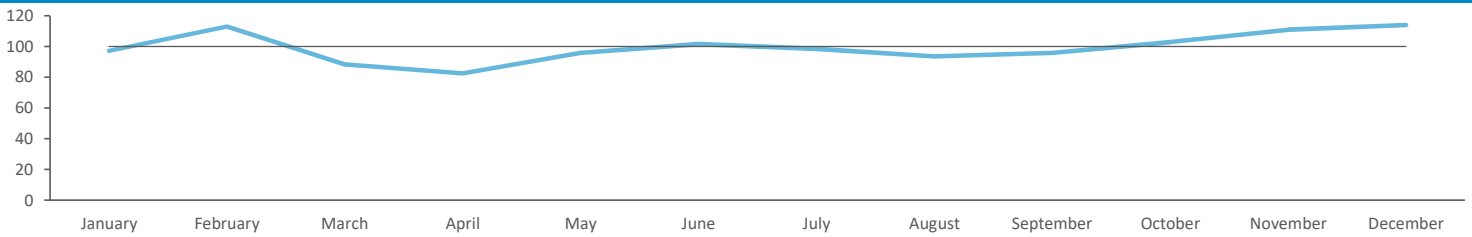


### Time of Day/Day of Week



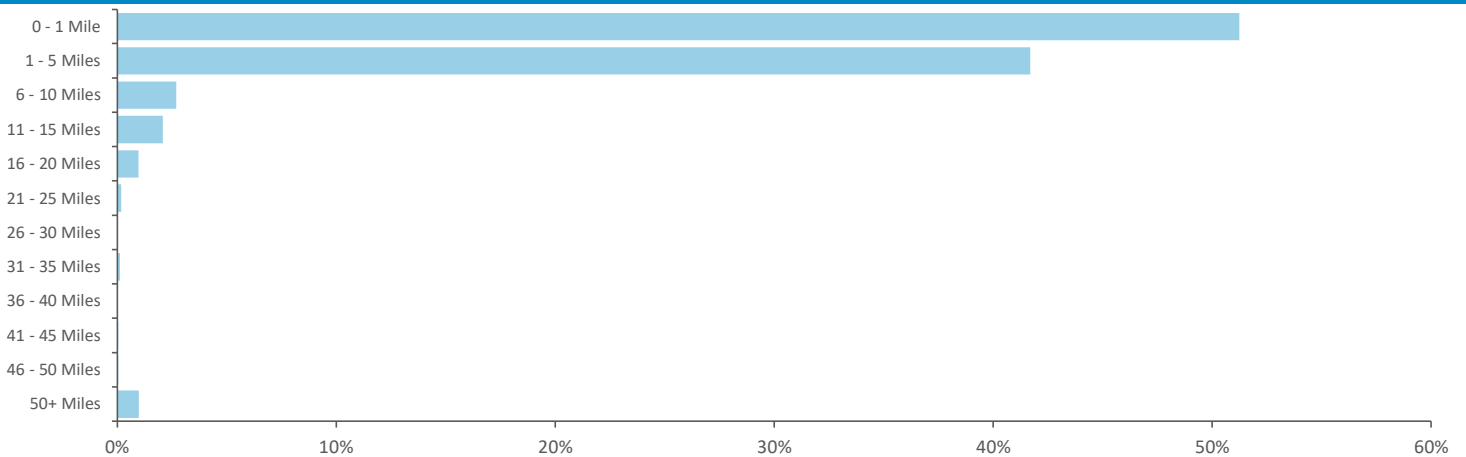
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



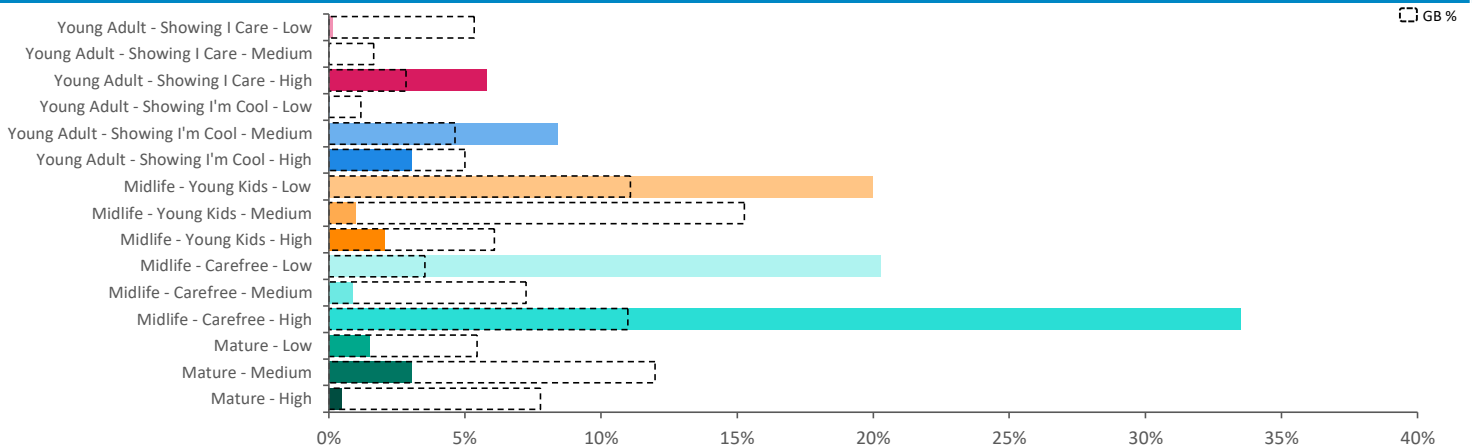
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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



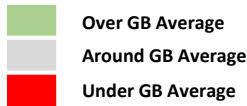
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Raven	B 34 6DR	Star Pubs & Bars	Family Pub Dining	0.0
2	Hunters Moon	B 36 8BE	Greene King	Family Pub Dining	0.3
3	Kingfisher	B 34 6LS	Independent Free	Restaurants	0.4
4	Yardley & District Rugby Club	B 34 6HE	Independent Free	Clubland	0.7
5	Castle Bromwich Hall Hotel	B 36 9DE	Independent Free	Hotel	0.8
6	Remembrance Club	B 36 9DD	Independent Free	Clubland	0.8
7	Hickory's Smokehouse	B 36 9AR	Star Pubs & Bars	Casual Dining	0.8
8	Iron Horse	B 33 9ES	Stonegate Pub Company	Community Pub	0.8
9	Castle Bromwich Mens Club	B 36 9BU	Independent Free	Clubland	0.9
10	Fox & Goose	B 8 2NB	Star Pubs & Bars	High Street Pub	0.9
11	Hornet	B 8 2LY	Wetherspoons GB	High Street Pub	0.9
12	Express By Holiday Inn	B 35 7AF	Atlas Hotels	Hotel	0.9
13	Stechford Social & Working Mens Club	B 33 9BE	Independent Free	Clubland	1.0
14	Stechford Cascades Leisure Centre	B 33 8QN	Independent Free	Clubland	1.0
15	Manor Farm	B 35 7AG	Greene King	Family Pub Dining	1.0
16	Stechford Club	B 33 8AL	Independent Free	Clubland	1.0
17	Star Members Club	B 33 8BB	*Other Small Retail Groups	Community Pub	1.1
18	Shahi Masala	B 8 2AS	Independent Free	Restaurants	1.1
19	Travelodge	B 24 9FD	Dubai International Capital	Hotel	1.1
19	Duet Cuisine	B 24 9FD	Independent Free	Restaurants	1.1

# Per Pub Analysis - Raven Stechford



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,150	18,975	537,846
Number of Competition Pubs	2	2	456
Adults 18+ per Competition Pub	2,075	9,488	1,179

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	328	7.9%	78
Circuit Bar	213	5.1%	140
Community Pub	674	16.2%	94
Craft Led	92	2.2%	70
Great Pub Great Food	260	6.3%	33
High Street Pub	682	16.4%	95
Premium Local	438	10.5%	60

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,288	12.1%	118
Circuit Bar	1,193	6.3%	171
Community Pub	3,477	18.3%	106
Craft Led	812	4.3%	135
Great Pub Great Food	1,753	9.2%	48
High Street Pub	3,639	19.2%	111
Premium Local	2,222	11.7%	67

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	90,649	16.9%	165
Circuit Bar	21,410	4.0%	109
Community Pub	77,364	14.4%	83
Craft Led	34,086	6.3%	200
Great Pub Great Food	102,657	19.1%	100
High Street Pub	77,846	14.5%	84
Premium Local	57,821	10.8%	61

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment  <b>Part-time:</b> In part-time employment  <b>Self employed:</b> In full-time or part-time employment, with or without employees  <b>Unemployed:</b> Unemployed, not currently working but are actively seeking  <b>Retired:</b> a person who has retired from a working or professional career  <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;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00cccc; color: white;">Midlife 'Carefree'</th> <th style="background-color: #4f81bd; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds                      Conscious choices on sustainability and health   <i>"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."</i> </td> <td style="border: 1px dashed black; padding: 5px;">                     18-34 year olds                      Looking good and discovering what's new   <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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<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 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.																			
<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.																			