Catchment Summary - Plough & Harrow Fazeley

★ star PUBS&BARS

	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**
	Population	2,963	12,015	369,154	56	83	97
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,412	9,636	289,504	55	54	97
	Competition Pubs	4	7	353	27	22	98
	Adults 18+ per Competition Pub	603	1,377	820	73	167	99
	% Adults Likely to Drink	82.9%	83.4%	83.0%	101	101	101
Affluence	Low	22.3%	19.2%	21.9%	87	75	85
	Medium	39.2%	45.8%	42.2%	100	116	107
	High	38.4%	33.6%	34.7%	115	100	104
Age Profile	18-24	208	813	25,960	87	83	87
	25-34	493	1,590	45,348	125	100	92
	35-44	363	1,410	43,380	95	91	91
	45-64	812	3,277	97,121	107	107	103
	65+	536	2,546	77,695	95	111	110

*Affluence does not include Not Private Households
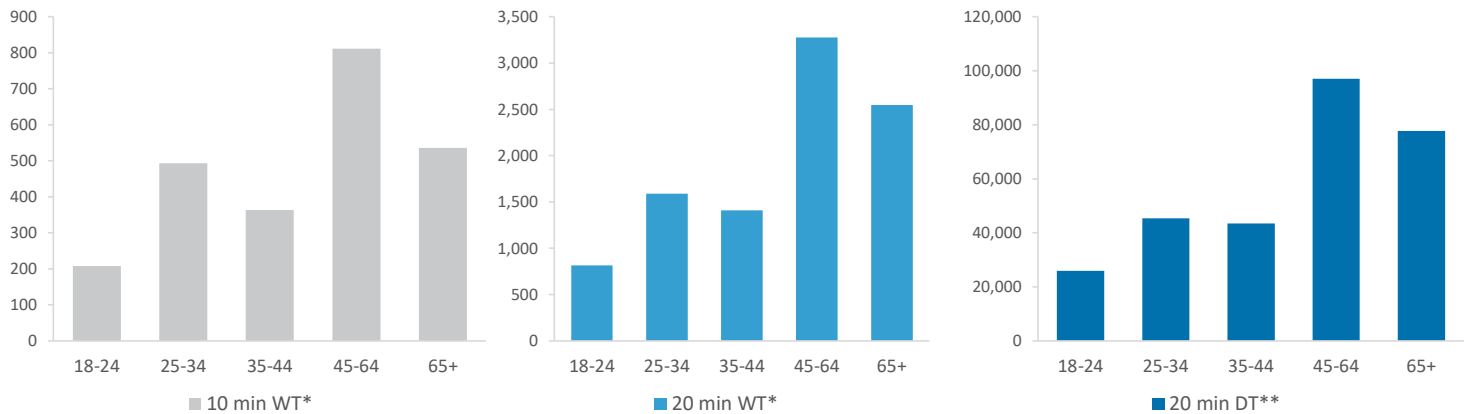
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,461 (49%)	5,914 (49%)	180,359 (49%)	100	100	99
	Female	1,502 (51%)	6,101 (51%)	188,795 (51%)	100	100	101
Economic Status (16-74)	Employed: Full-time	1,102 (50%)	4,170 (48%)	111,478 (43%)	120	115	103
	Employed: Part-time	307 (14%)	1,264 (14%)	36,105 (14%)	107	111	107
	Self employed	159 (7%)	628 (7%)	22,492 (9%)	75	75	91
	Unemployed	57 (3%)	185 (2%)	6,566 (3%)	109	89	107
	Retired	310 (14%)	1,306 (15%)	41,656 (16%)	102	108	116
	Other	274 (12%)	1,183 (14%)	41,411 (16%)	63	69	81
	Total Worker Count	2,762	5,939	207,008			

See the Glossary page for further information on the above variables

Polaris Summary - Plough & Harrow Fazeley
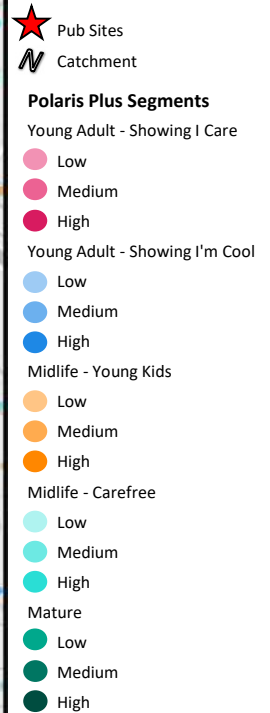
Legend:
- ★ Pub Sites
- N Catchment

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	36	1,846	0	4	7
Young Adult - Showing I'm Cool	121	190	13,597	55	21	51
Midlife - Young Kids	1,138	3,805	95,869	150	126	105
Midlife - Carefree	709	3,281	76,296	140	162	125
Mature	444	2,195	98,356	66	81	121
Not Private Households	0	129	3,540	0	93	85
Total	2,412	9,636	289,504			

CACI

Polaris Summary - Plough & Harrow Fazeley

Pub Sites
N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

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 Adult - Showing I Care						
Low	0	0	1	0	0	0
Medium	0	0	0	0	0	0
High	0	36	1,845	0	11	19
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	40	89	5,808	45	25	54
High	81	101	7,789	75	23	60
Midlife - Young Kids						
Low	64	339	33,410	24	32	104
Medium	451	1,979	43,111	125	138	100
High	623	1,487	19,348	479	286	124
Midlife - Carefree						
Low	132	587	9,797	161	179	100
Medium	354	1,422	31,251	218	220	161
High	223	1,272	35,248	85	121	111
Mature						
Low	343	925	20,064	240	162	117
Medium	101	928	41,998	33	76	115
High	0	342	36,294	0	38	134
Not Private Households	0	129	3,540	0	93	85
Total	2,412	9,636	289,504			

Transactional Data Summary - Plough & Harrow Fazeley

star PUBS & BARS

Spend by Polaris

GB %

Segment	Value
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£0
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£0
Mature - Low	£0
Mature - Medium	£0
Mature - High	£0

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

Spend by Month

Plough & Harrow Fazeley
Star Pubs

Mobile Data Summary - Plough & Harrow Fazeley

star
PUBS & BARS
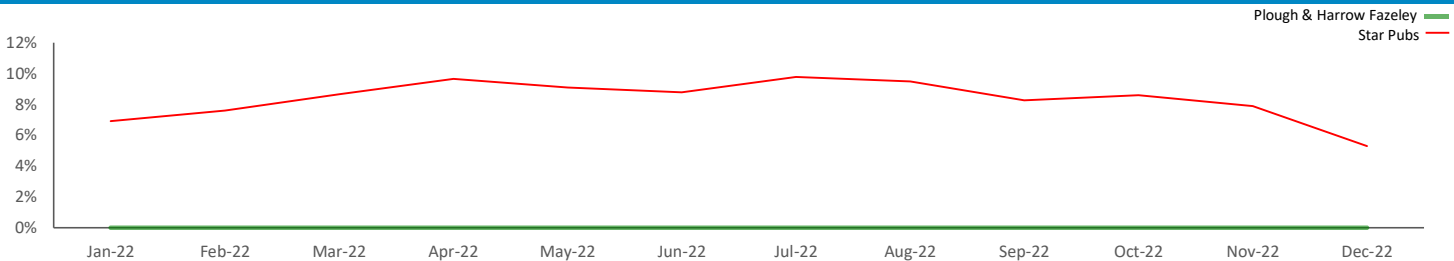
Time of Day/Day of Week
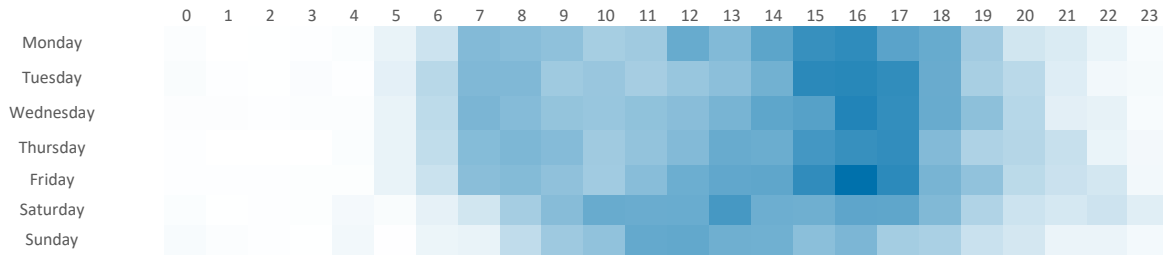
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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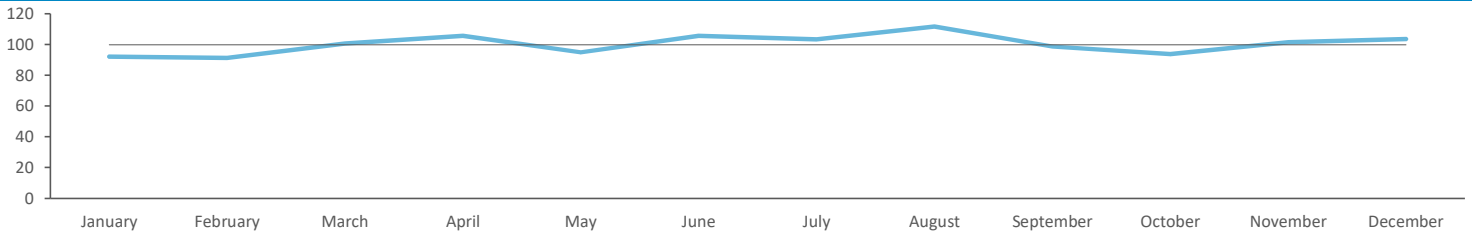
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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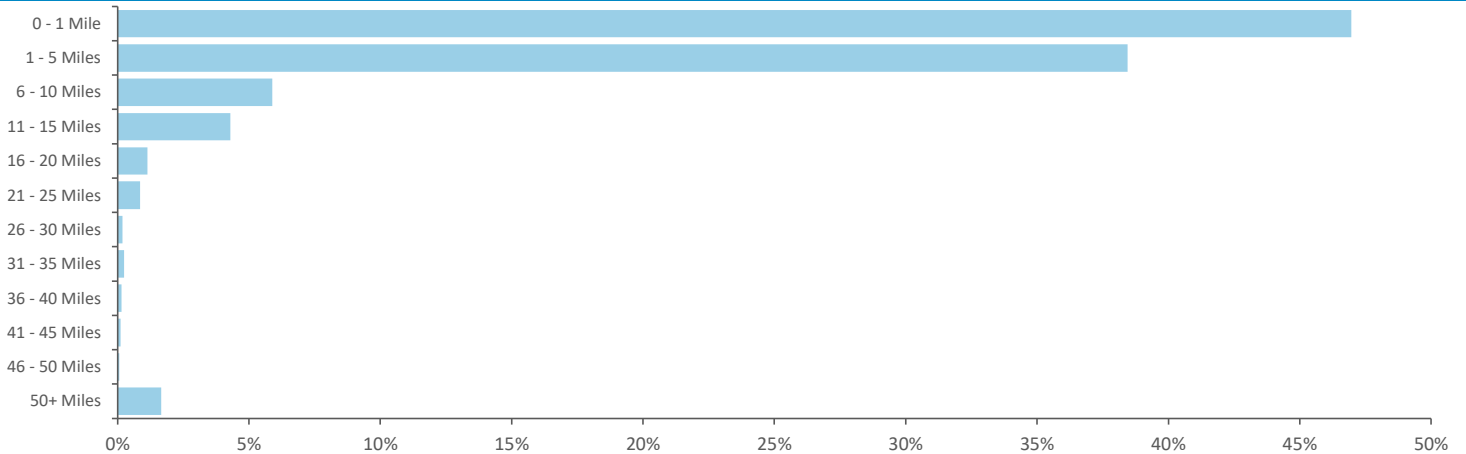
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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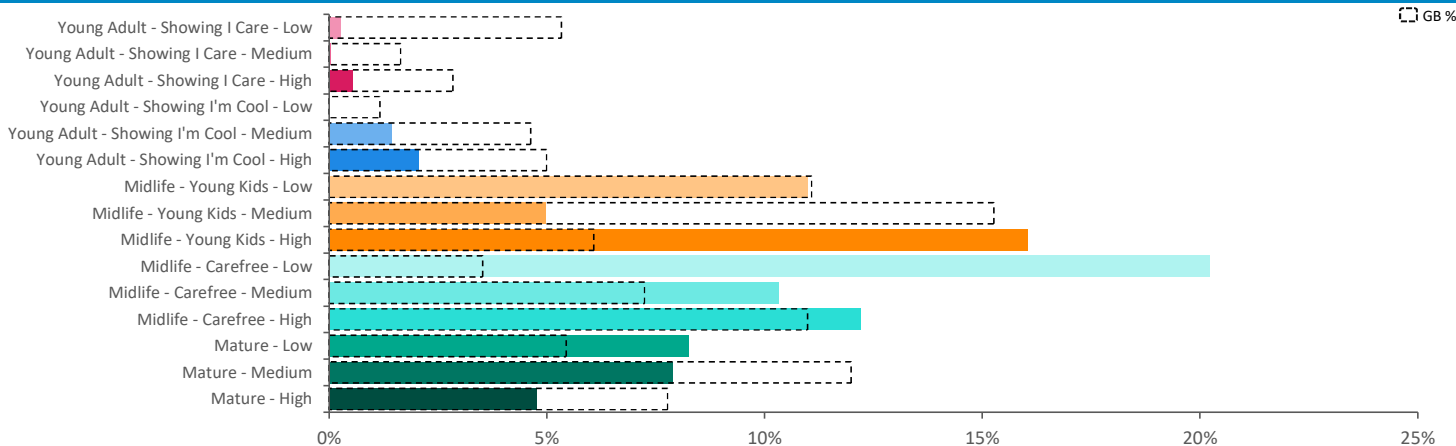
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Plough & Harrow Fazeley
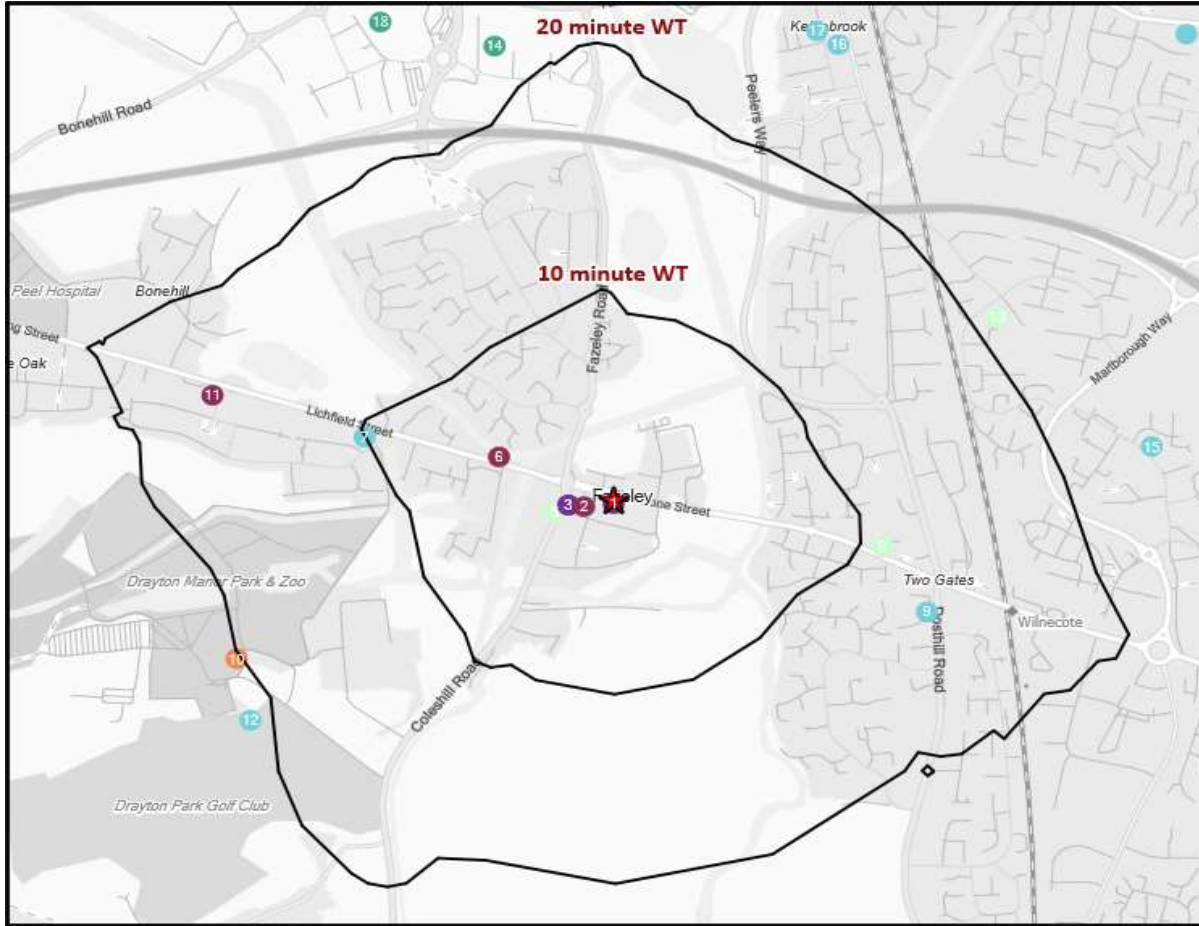
★ Pub Sites
N Catchment

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)
1	Fazeley Park Contemporary Indian Cuisine	B 78 3RF	Independent Free	Restaurants	0.0
2	Three Horseshoes	B 78 3RD	Star Pubs & Bars	Premium Local	0.1
3	Peninsular Cantonese Rest	B 78 3RB	Independent Free	Restaurants	0.1
3	Kudos	B 78 3RB	Independent Free	Restaurants	0.1
5	Fazeley Inn	B 78 3RA	Independent Free	Community Pub	0.1
6	Three Tuns	B 78 3QN	Stonegate Pub Company	Premium Local	0.2
7	Drayton Manor Cricket & Social Club	B 78 3SJ	Independent Free	Clubland	0.5
8	Bulls Head	B 77 1HW	Marston's	Community Pub	0.5
9	Two Gates Working Mens Club	B 77 1HU	Independent Free	Clubland	0.6
10	Drayton Manor Hotel	B 78 3TW	Independent Free	Hotel	0.8
11	Longwood	B 78 3QP	Marston's	Premium Local	0.8
12	Drayton Park Golf Club	B 78 3TN	Independent Free	Clubland	0.8
13	Mercian	B 77 2LA	Independent Free	Community Pub	0.8
14	Pizza Express	B 78 3HB	Hony Capital	Casual Dining	0.9
15	Belgrave Sports & Social Club	B 77 2LF	Independent Free	Clubland	1.0
16	Kettlebrook Working Mens Club & Ins	B 77 1AH	Independent Free	Clubland	1.0
17	Tamworth Football Club Social Club	B 77 1AJ	Independent Free	Clubland	1.0
18	Nandos	B 78 3HD	Nandos Restaurants	Casual Dining	1.0
19	Lady Bridge	B 78 3HE	Whitbread	GPGF	1.0
20	Express By Holiday Inn	B 79 7ND	Atlas Hotels	Hotel	1.1

Per Pub Analysis - Plough & Harrow Fazeley

*WT= Walktime, **DT= Drivetime
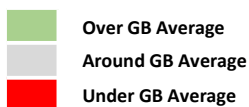
- **Over GB Average**
- **Around GB Average**
- **Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,412	9,636	289,504
Number of Competition Pubs	4	7	353
Adults 18+ per Competition Pub	603	1,377	820

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	270	11.2%	110
Circuit Bar	90	3.7%	102
Community Pub	314	13.0%	75
Craft Led	45	1.9%	59
Great Pub Great Food	398	16.5%	86
High Street Pub	396	16.4%	95
Premium Local	412	17.1%	97

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	885	9.2%	90
Circuit Bar	344	3.6%	97
Community Pub	1,278	13.3%	76
Craft Led	150	1.6%	49
Great Pub Great Food	1,643	17.0%	89
High Street Pub	1,434	14.9%	86
Premium Local	1,764	18.3%	104

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	22,734	7.9%	77
Circuit Bar	7,927	2.7%	75
Community Pub	49,096	17.0%	98
Craft Led	4,936	1.7%	54
Great Pub Great Food	56,657	19.6%	102
High Street Pub	47,908	16.5%	95
Premium Local	55,658	19.2%	110

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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. **Low:** Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **Full-time:** In full-time employment **Part-time:** In part-time employment **Self employed:** In full-time or part-time employment, with or without employees **Unemployed:** Unemployed, not currently working but are actively seeking **Retired:** a person who has retired from a working or professional career **Other:** Includes long term sick, disabled, looking after home/family
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

Polaris Segmentation

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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 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.

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.