

Catchment Summary - Doverdale Arms Droitwich



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

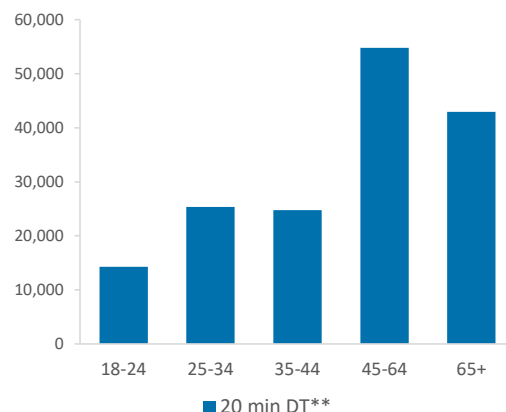
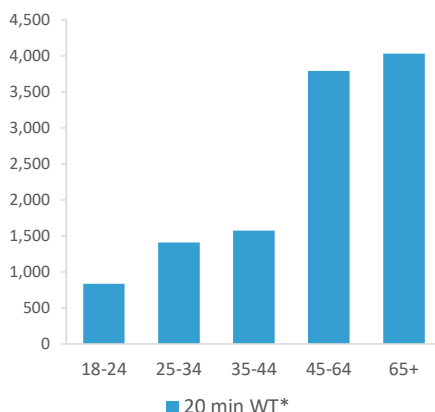
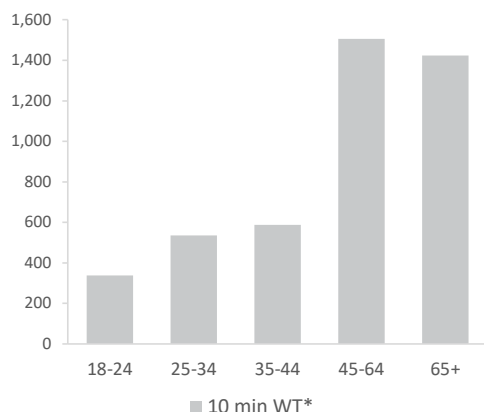
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,498	14,286	204,994	104	98	54
Adults 18+	4,390	11,635	162,102	101	65	54
Competition Pubs	4	20	248	27	63	69
Adults 18+ per Competition Pub	1,098	582	654	133	70	79
% Adults Likely to Drink	81.4%	82.9%	83.6%	99	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	33.5%	27.7%	18.2%	130	108	71
	Medium	52.2%	41.1%	33.4%	133	104	85
	High	13.3%	28.6%	47.1%	40	85	140

*Affluence does not include Not Private Households

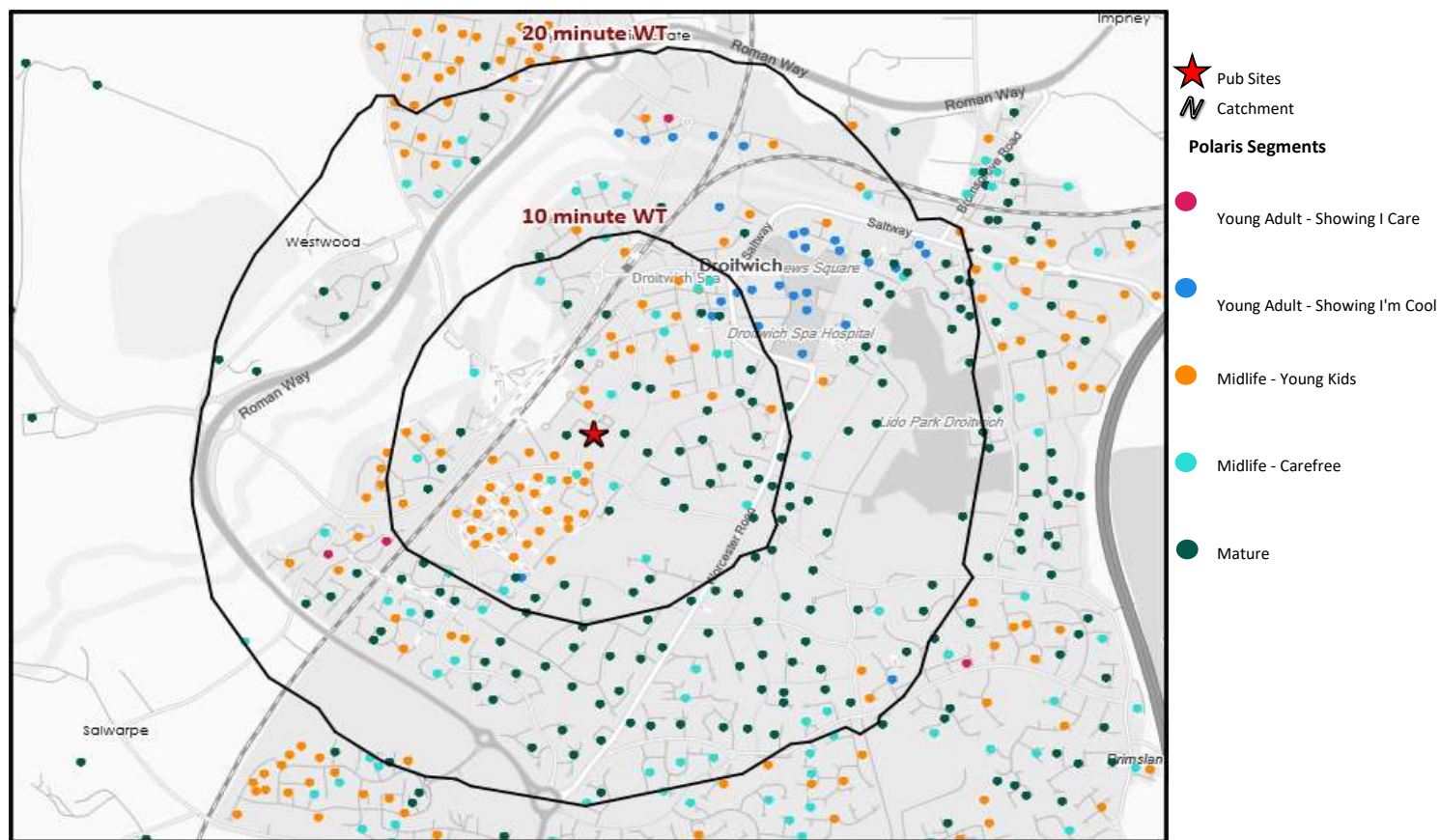
Age Profile	18-24	338	835	14,305	76	72	86
	25-34	536	1,407	25,343	73	74	93
	35-44	588	1,571	24,717	83	85	94
	45-64	1,505	3,792	54,762	107	104	105
	65+	1,423	4,030	42,975	135	148	110



		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	2,694 (49%)	6,904 (48%)	100,393 (49%)	99	98	99
	Female	2,804 (51%)	7,382 (52%)	104,601 (51%)	101	102	101
Economic Status (16-74)	Employed: Full-time	1,494 (40%)	4,149 (43%)	64,821 (44%)	96	102	107
	Employed: Part-time	582 (16%)	1,438 (15%)	21,032 (14%)	119	113	111
	Self employed	293 (8%)	793 (8%)	13,915 (10%)	82	85	100
	Unemployed	103 (3%)	215 (2%)	3,083 (2%)	116	93	89
	Retired	659 (18%)	1,790 (18%)	20,923 (14%)	127	133	104
	Other	620 (17%)	1,370 (14%)	22,319 (15%)	84	71	77
Total Worker Count		1,799	7,748	118,932			

See the Glossary page for further information on the above variables

Polaris Summary - Doverdale Arms Droitwich

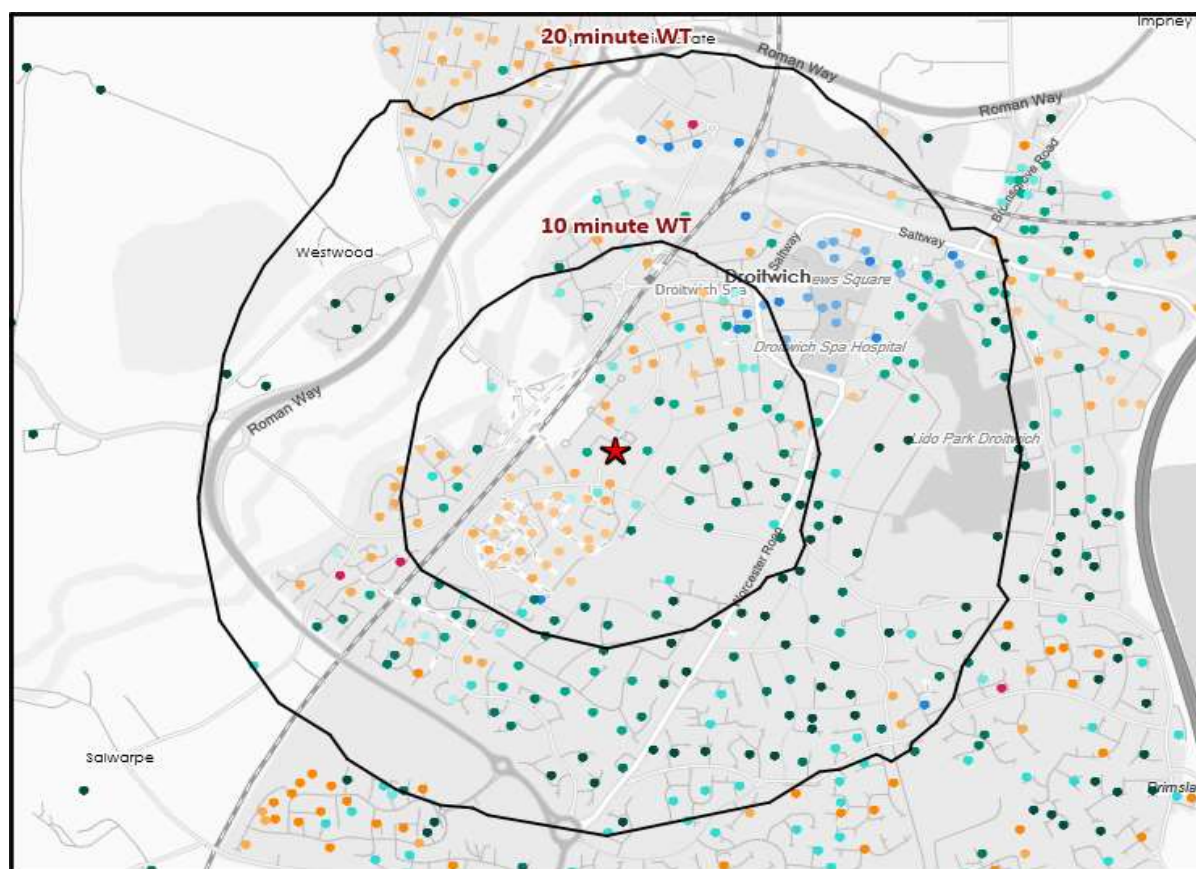


Polaris Profile by Catchment

*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	185	8,043	0	18	56
Young Adult - Showing I'm Cool	58	664	10,777	14	62	72
Midlife - Young Kids	1,864	3,333	48,380	135	91	95
Midlife - Carefree	774	1,756	34,671	84	72	102
Mature	1,649	5,401	58,029	134	166	128
Not Private Households	45	296	2,202	71	177	94
Total	4,390	11,635	162,102			

Polaris Summary - Doverdale Arms Droitwich



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

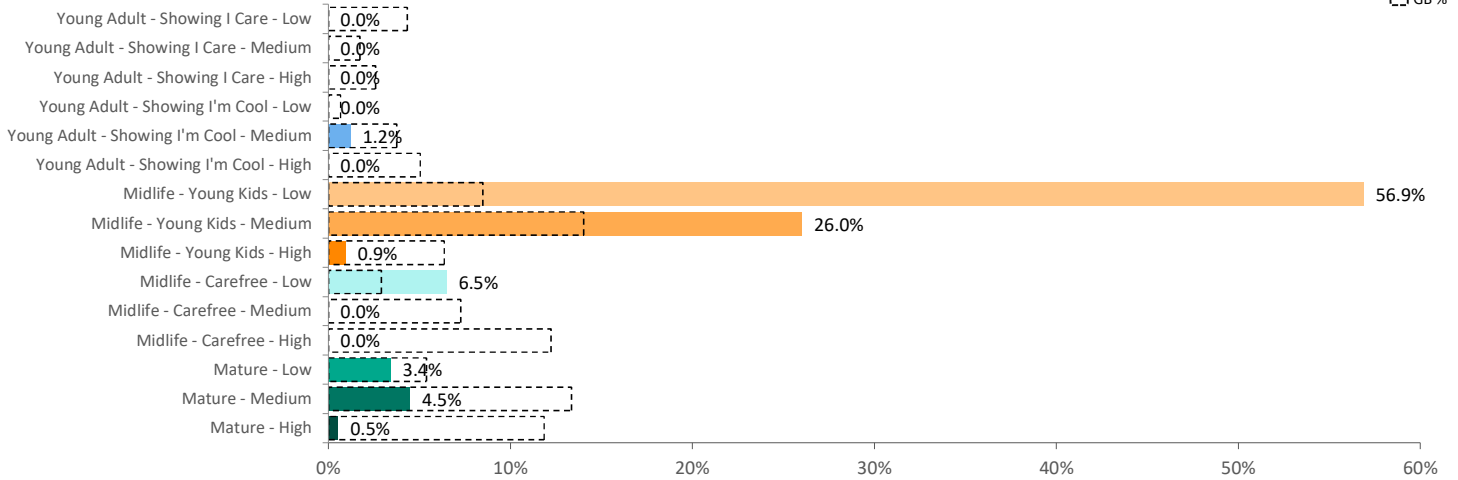
*WT= Walktime, **DT= Drivetime

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	2,014	0	0	30
Medium	0	0	17	0	0	1
High	0	185	6,012	0	47	110
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	239	3,286	0	56	55
High	58	425	7,491	30	82	103
Midlife - Young Kids						
Low	852	1,175	13,702	175	91	76
Medium	1,012	2,090	20,439	155	120	85
High	0	68	14,239	0	11	163
Midlife - Carefree						
Low	242	527	4,578	162	133	83
Medium	275	475	10,145	93	61	93
High	257	754	19,948	54	59	113
Mature						
Low	376	1,522	9,169	144	220	95
Medium	1,003	1,980	20,196	180	134	98
High	270	1,899	28,664	66	174	188
Not Private Households	45	296	2,202	71	177	94
Total	4,390	11,635	162,102			

Transactional Data Summary - Doverdale Arms Droitwich

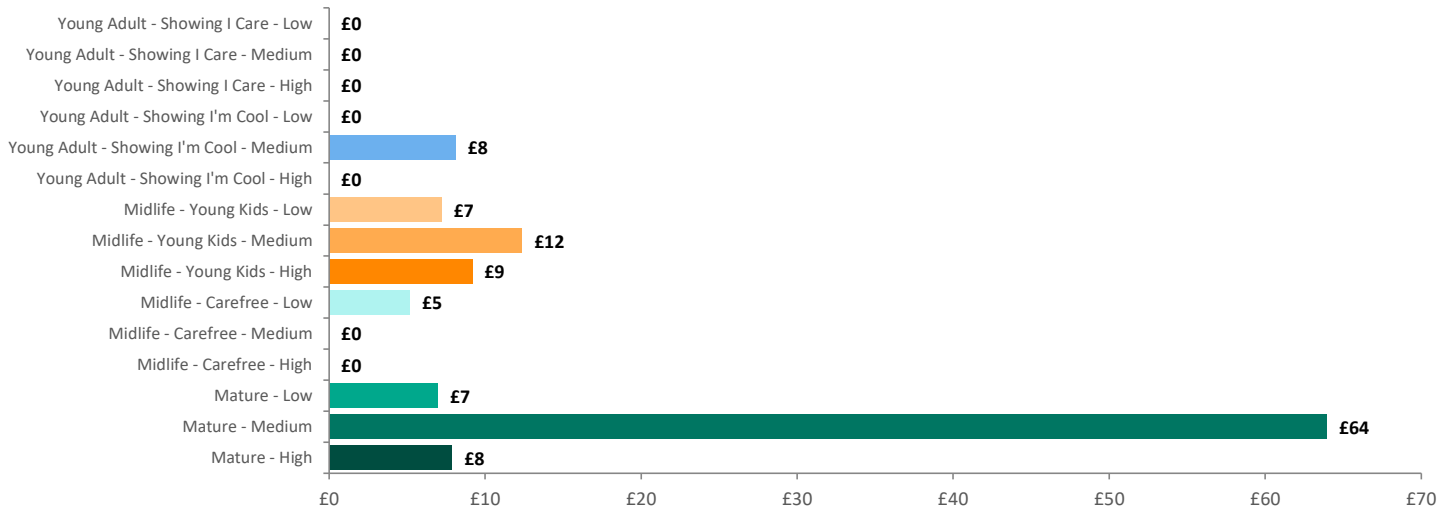
Spend by Polaris

GB %



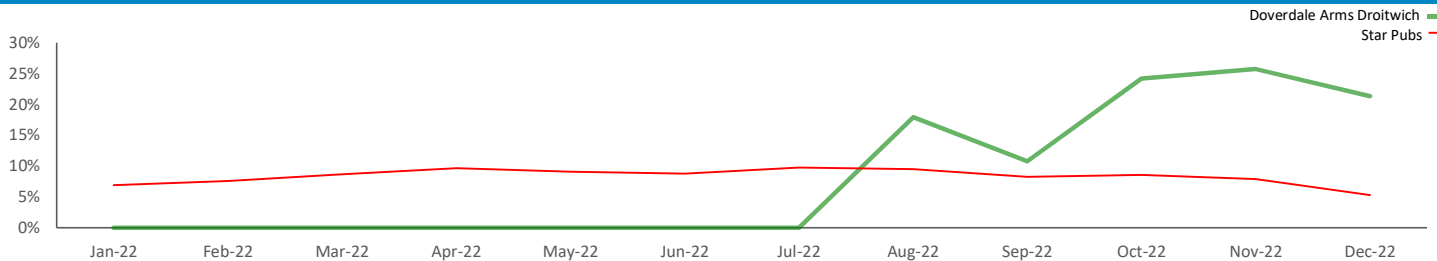
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



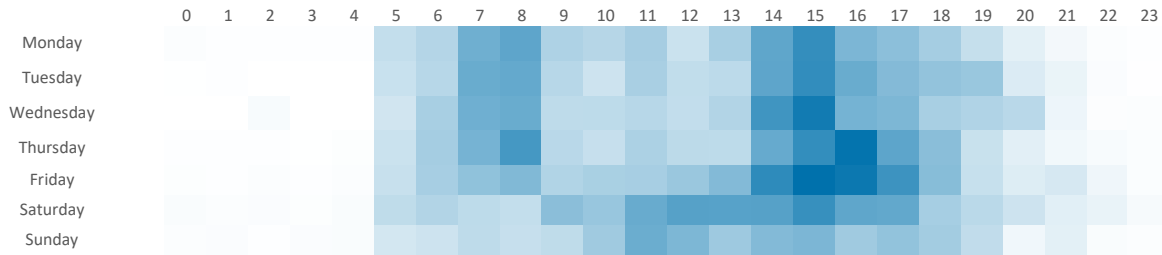
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month



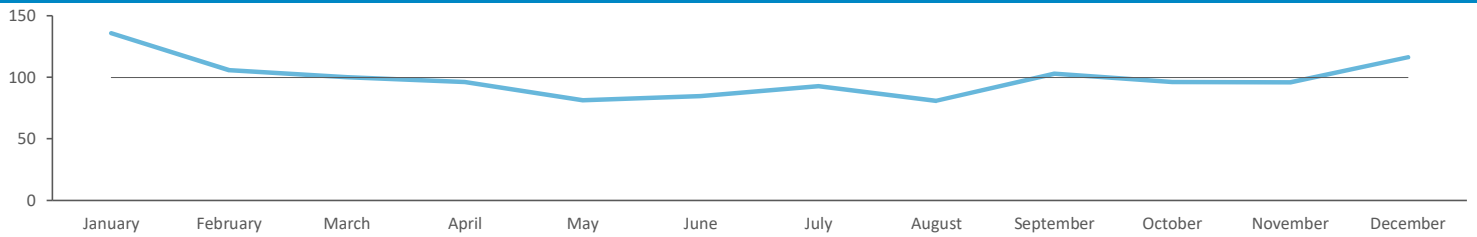
Mobile Data Summary - Doverdale Arms Droitwich

Time of Day/Day of Week



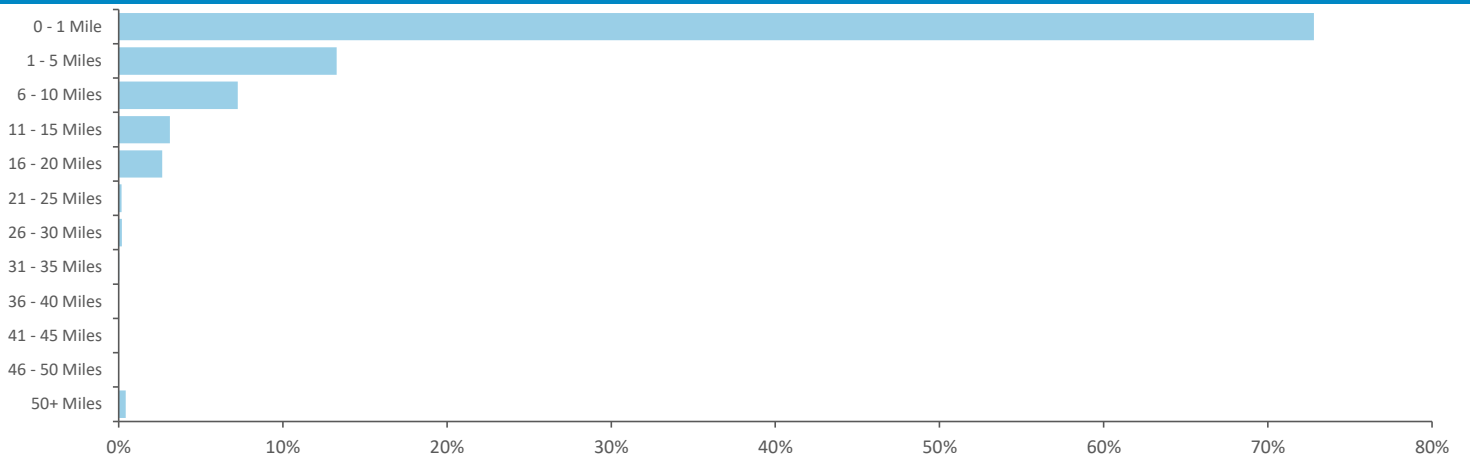
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



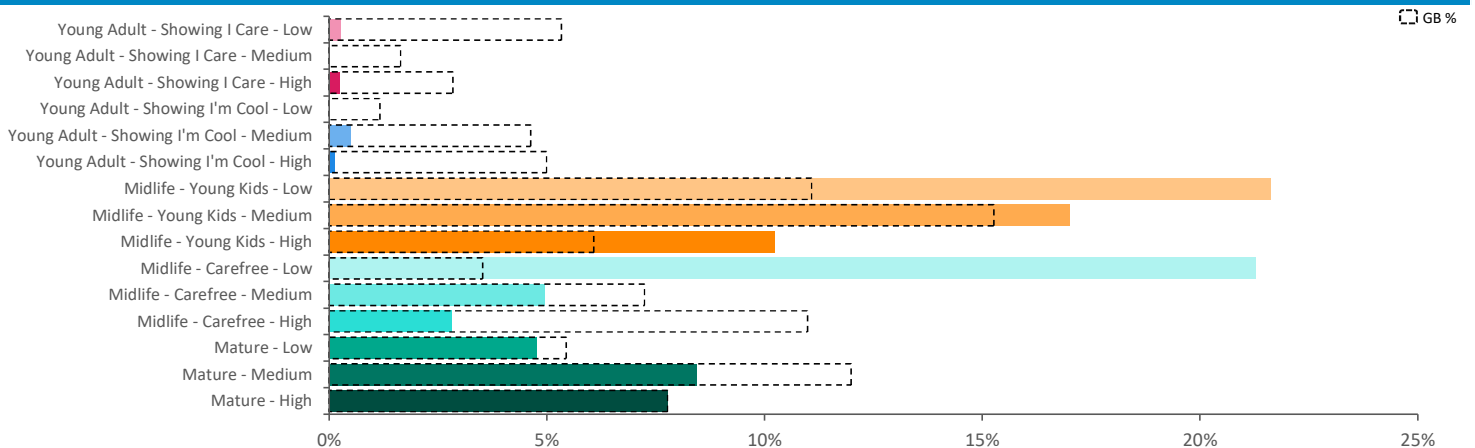
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



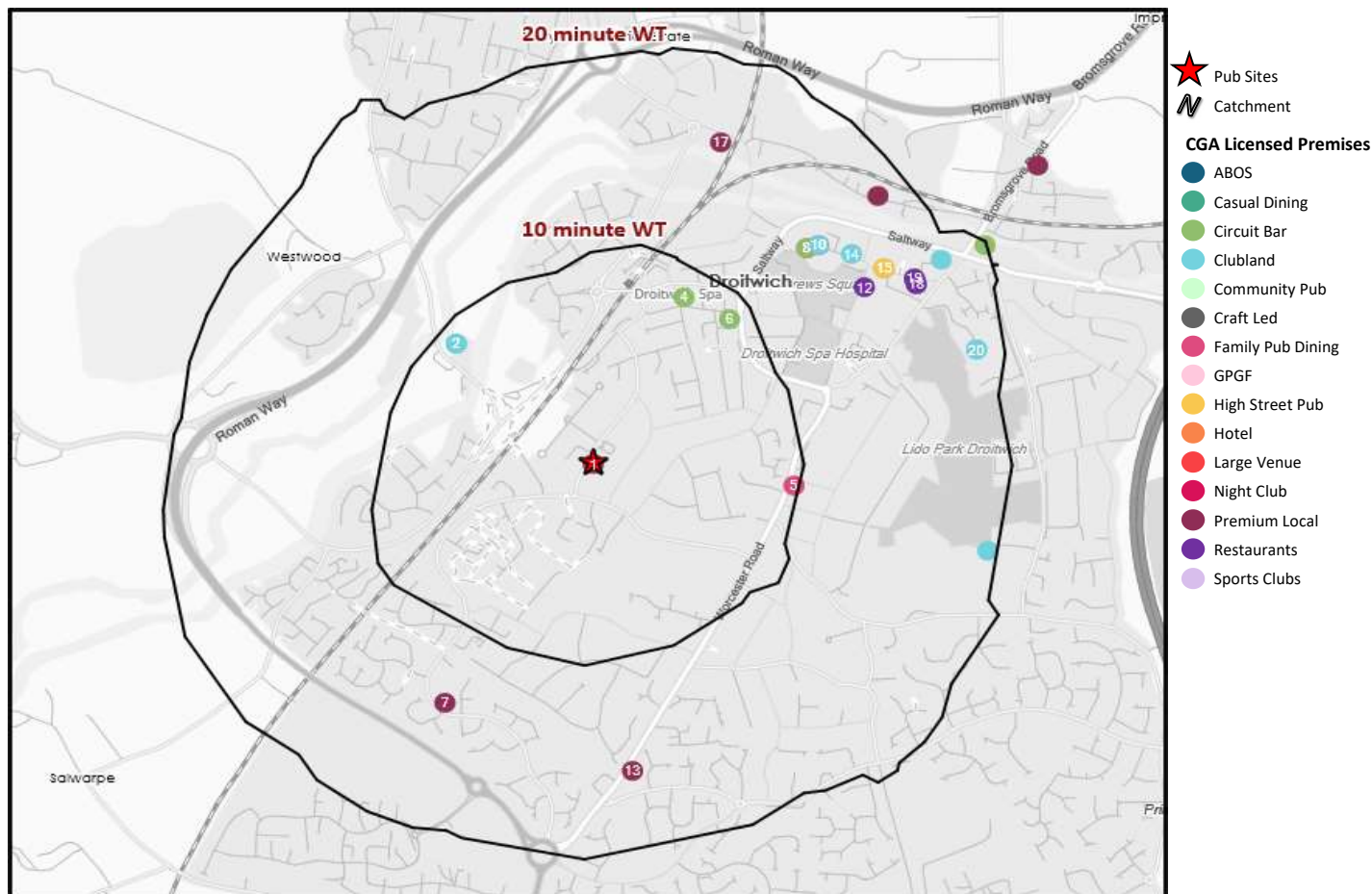
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

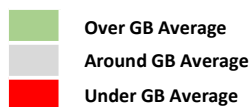
CGA Summary - Doverdale Arms Droitwich



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Doverdale Arms	WR 9 8JL	Star Pubs & Bars	Premium Local	0.0
2	Droitwich Sports And Leisure Centre	WR 9 0RZ	Independent Free	Clubland	0.3
2	Droitwich Spa Hockey Club	WR 9 0RZ	Independent Free	Clubland	0.3
4	Riflemans Arms	WR 9 8JD	Marston's	Circuit Bar	0.4
5	Castle Hotel	WR 9 8AQ	Greene King	Family Pub Dining	0.4
6	Westcroft Arms	WR 9 8QZ	Admiral Taverns Ltd	Circuit Bar	0.4
7	Pillar Of Salt	WR 9 8UA	Marston's	Premium Local	0.5
8	Droitwich Theatre & Cinema	WR 9 8ED	Independent Free	Large Venue	0.6
8	Hop Pole Inn	WR 9 8ED	Independent Free	Circuit Bar	0.6
10	Old Cock Inn	WR 9 8EQ	Marston's	Family Pub Dining	0.6
10	Droitwich Fire Station	WR 9 8EQ	Independent Free	Clubland	0.6
12	Spice Fusion	WR 9 8DY	Independent Free	Restaurants	0.6
13	Red Lion	WR 9 8AT	Marston's	Premium Local	0.6
14	Droitwich Working Mens Club	WR 9 8EG	Independent Free	Clubland	0.6
15	Talbot	WR 9 8EJ	Craddocks Brewery	Circuit Bar	0.6
15	Star & Garter	WR 9 8EJ	Punch Pub Company	High Street Pub	0.6
17	Railway Inn	WR 9 9AY	Admiral Taverns Ltd	Premium Local	0.7
18	Galleria At Bullocks	WR 9 8ES	Independent Free	Restaurants	0.7
19	Dilshad Indian Takeaway	WR 9 8EP	Independent Free	Restaurants	0.7
20	Droitwich Cricket Club	WR 9 8AA	Independent Free	Clubland	0.7

Per Pub Analysis - Doverdale Arms Droitwich

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,390	11,635	162,102
Number of Competition Pubs	4	20	248
Adults 18+ per Competition Pub	1,098	582	654

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	275	6.3%	61
Circuit Bar	164	3.7%	102
Community Pub	1,058	24.1%	139
Craft Led	68	1.6%	49
Great Pub Great Food	565	12.9%	67
High Street Pub	995	22.7%	131
Premium Local	703	16.0%	91

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	934	8.0%	79
Circuit Bar	420	3.6%	98
Community Pub	2,276	19.6%	113
Craft Led	257	2.2%	70
Great Pub Great Food	2,178	18.7%	98
High Street Pub	2,109	18.1%	105
Premium Local	2,163	18.6%	106

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	16,800	10.4%	102
Circuit Bar	4,047	2.5%	68
Community Pub	23,108	14.3%	82
Craft Led	4,010	2.5%	78
Great Pub Great Food	39,455	24.3%	127
High Street Pub	23,500	14.5%	84
Premium Local	34,258	21.1%	120

Glossary

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.																
Consumer Insight	<table><tr><th>‘Showing I Care’ Young Adults</th><th>‘Showing I’m Cool’ Young Adults</th><th>Midlife ‘Parents’</th><th>Midlife ‘Carefree’</th><th>Mature</th></tr><tr><td>18-34 year olds Conscious choices on sustainability and health</td><td>18-34 year olds Looking good and discovering what’s new</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>“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.”</td><td>“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.”</td><td>“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.”</td><td>“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.”</td><td>“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”</td></tr></table>	‘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	“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”
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Product needs	<table><tr><td> - 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 </td><td> - Helps me look good, and be on trend - Aids being part of the group - Discovering new things - Affordable - Energising - Avoids bloating </td><td> - Helps me look good, and be on trend - Discovering new things - Supports moderate calorie & alcohol intake - Energising - Being romantic </td><td> - Tastes good and looks good - Discovering new things - Supports connecting with friends and family - Enjoyable for longer </td><td> - Tastes great - Good quality - Helps me feel good - Enjoyable for longer </td></tr></table>	- 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										
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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.																