

Catchment Summary - Safe Harbour Witton



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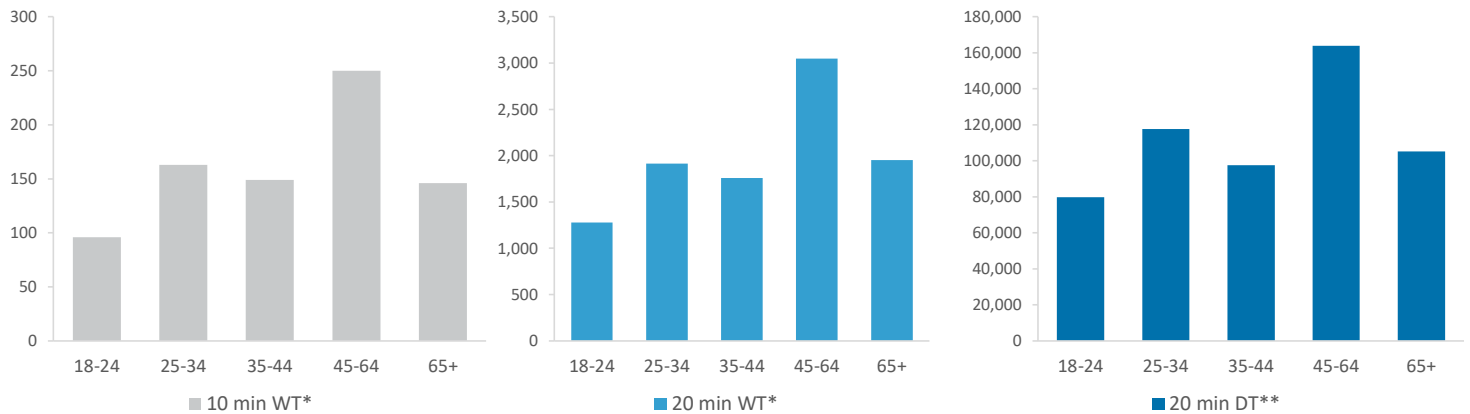
- Over GB Average
- Around GB Average
- Under GB Average

*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	1,134	13,795	752,207	21	95	198	
Adults 18+	804	9,955	563,976	18	56	189	
Competition Pubs	0	9	493	0	28	136	
Adults 18+ per Competition Pub	0	1,106	1,144	0	134	139	
% Adults Likely to Drink	79.9%	80.8%	77.3%	97	98	94	
Affluence	Low	10.1%	17.1%	28.1%	39	67	110
	Medium	87.8%	74.4%	39.1%	223	189	99
	High	2.1%	6.8%	31.9%	6	20	95
Age Profile	18-24	96	1,278	79,682	104	114	131
	25-34	163	1,914	117,660	108	104	118
	35-44	149	1,760	97,488	102	99	101
	45-64	250	3,051	163,873	86	87	85
	65+	146	1,952	105,273	67	74	73

Population & Adults 18+ index is based on all pubs

*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	533 (47%)	6,618 (48%)	375,502 (50%)	95	97	101
	Female	601 (53%)	7,177 (52%)	376,705 (50%)	105	103	99
Economic Status (16-74)	Employed: Full-time	305 (40%)	3,777 (40%)	195,826 (37%)	95	97	88
	Employed: Part-time	107 (14%)	1,341 (14%)	67,240 (13%)	107	110	97
	Self employed	46 (6%)	622 (7%)	39,677 (7%)	62	70	78
	Unemployed	41 (5%)	383 (4%)	21,513 (4%)	224	173	170
	Retired	100 (13%)	1,180 (13%)	62,110 (12%)	94	92	85
Other	172 (22%)	2,050 (22%)	146,106 (27%)	113	111	139	
Total Worker Count	40	5,554	284,335				

See the Glossary page for further information on the above variables

Polaris Summary - Safe Harbour Witton



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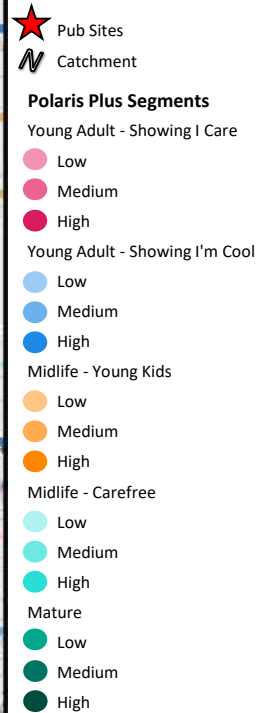
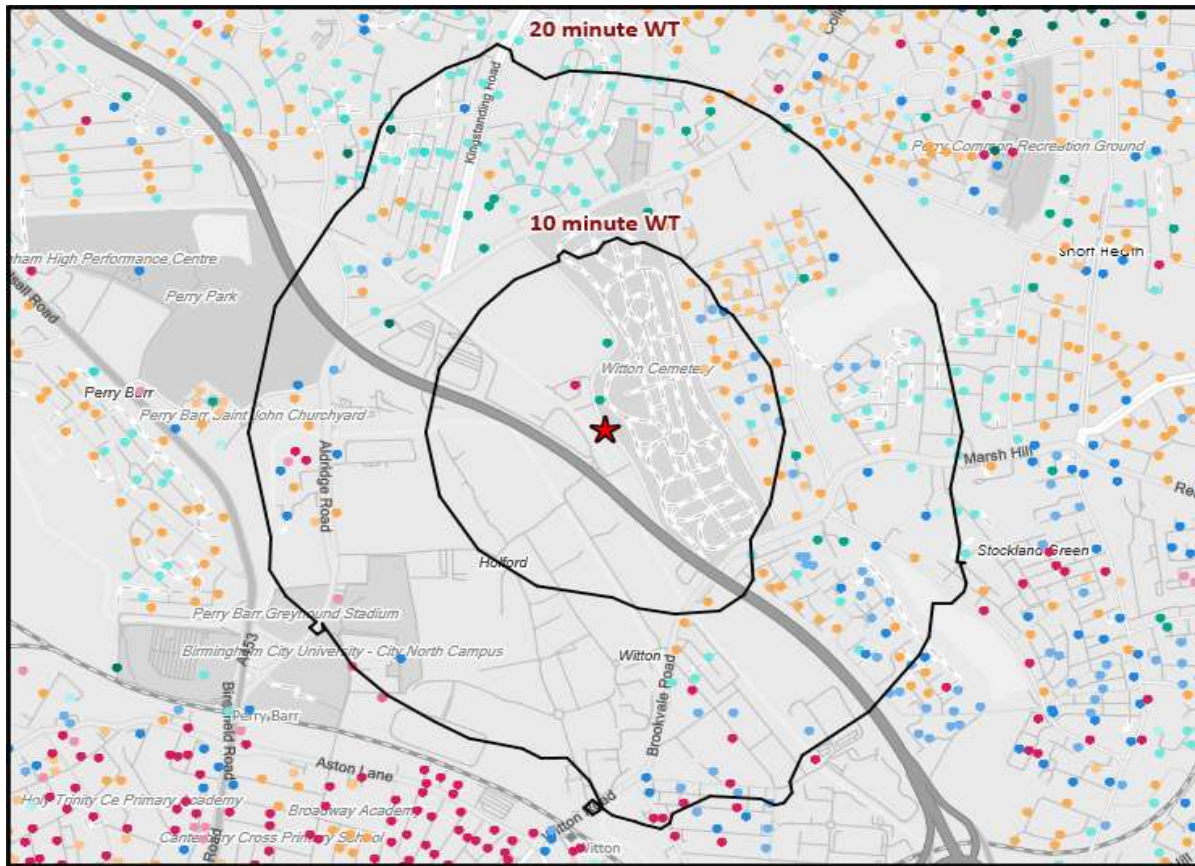


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	390	124,964	0	44	248
Young Adult - Showing I'm Cool	279	1,544	56,307	377	169	109
Midlife - Young Kids	495	3,332	184,708	196	107	104
Midlife - Carefree	30	4,098	108,512	18	196	91
Mature	0	418	84,672	0	15	54
Not Private Households	0	173	4,813	0	121	59
Total	804	9,955	563,976			



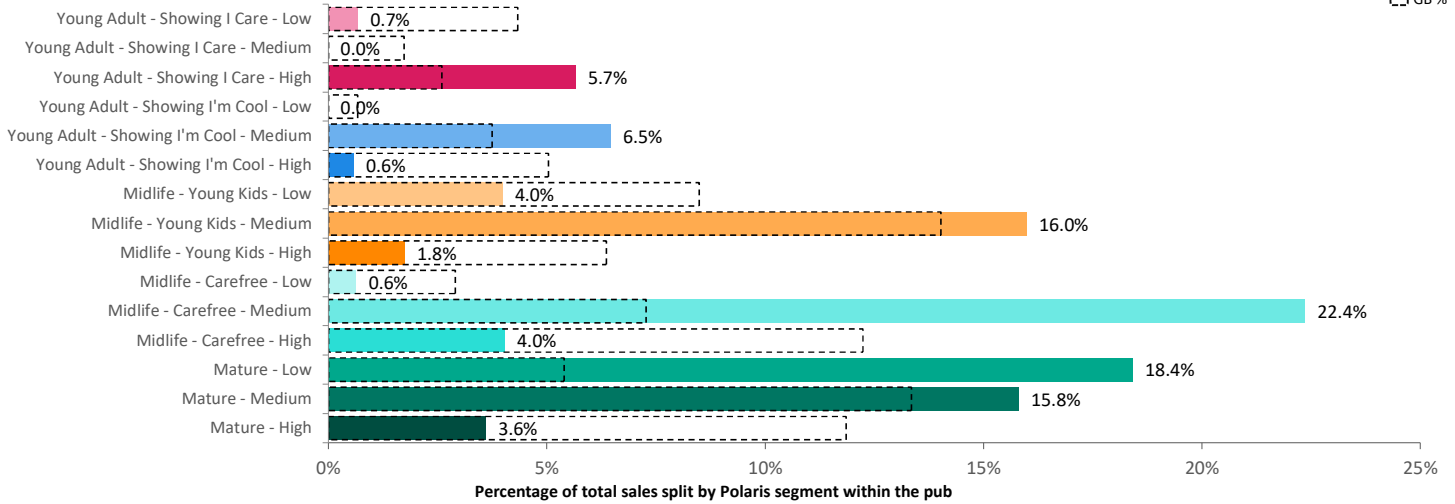
Polaris Plus Profile by Catchment

*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	6	34,729	0	1	147
Medium	0	0	1,151	0	0	15
High	0	384	89,084	0	115	469
Young Adult - Showing I'm Cool						
Low	0	0	1,083	0	0	19
Medium	262	1,326	25,557	881	360	123
High	17	218	29,667	47	49	118
Midlife - Young Kids						
Low	81	1,099	80,412	91	99	128
Medium	414	2,233	95,587	345	150	114
High	0	0	8,709	0	0	29
Midlife - Carefree						
Low	0	195	20,454	0	58	107
Medium	30	3,831	61,192	56	573	162
High	0	72	26,866	0	7	44
Mature						
Low	0	400	22,023	0	68	66
Medium	0	18	36,890	0	1	52
High	0	0	25,759	0	0	49
Not Private Households	0	173	4,813	0	121	59
Total	804	9,955	563,976			

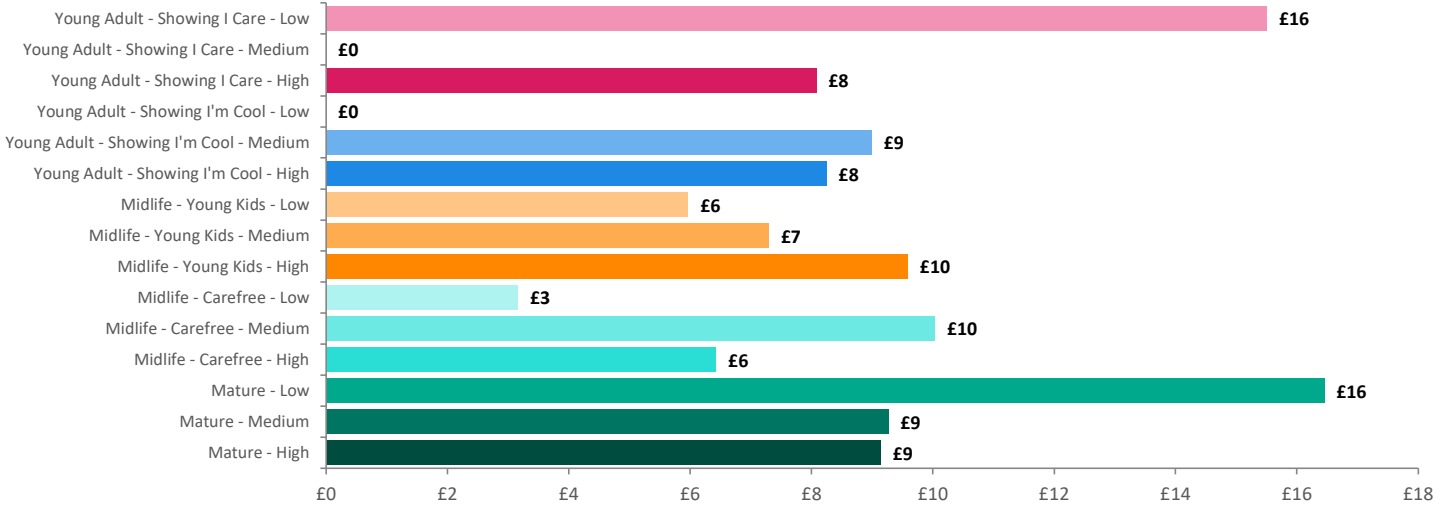
Spend by Polaris

GB %



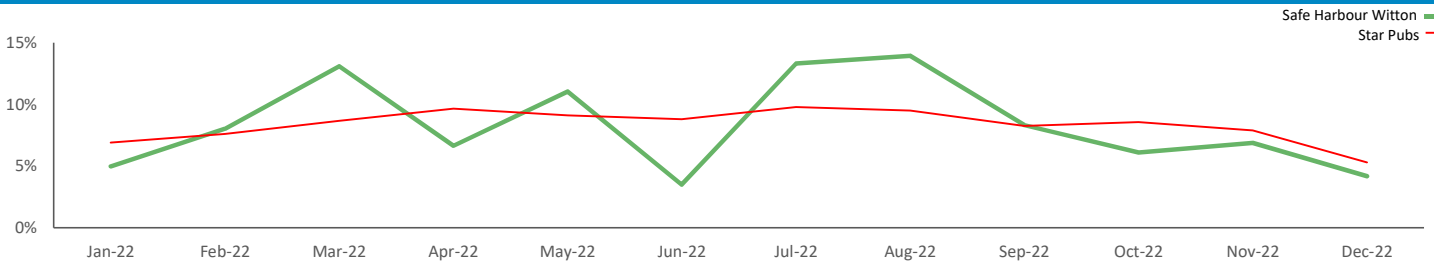
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

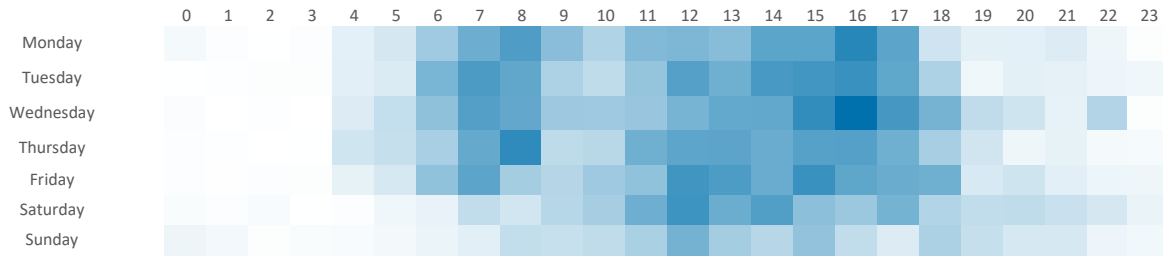


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

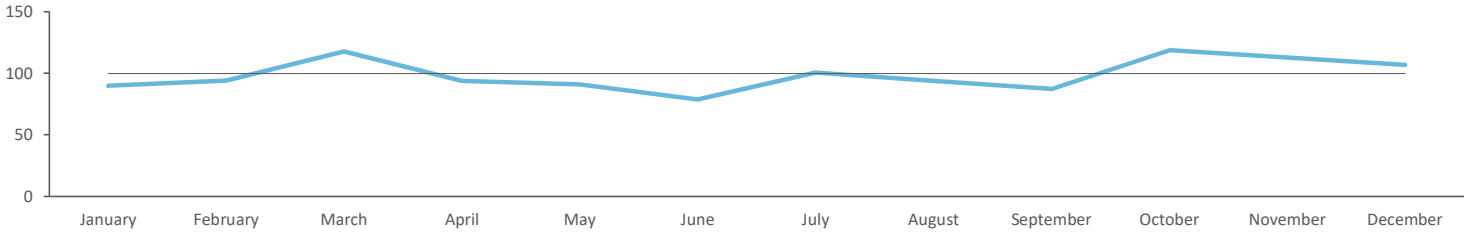


Time of Day/Day of Week



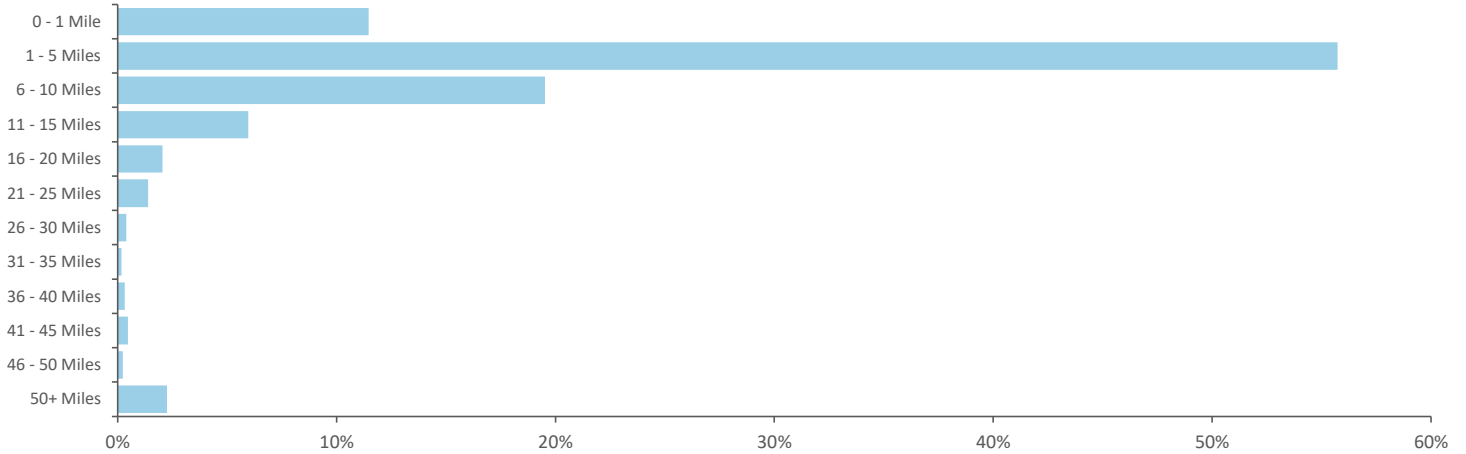
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



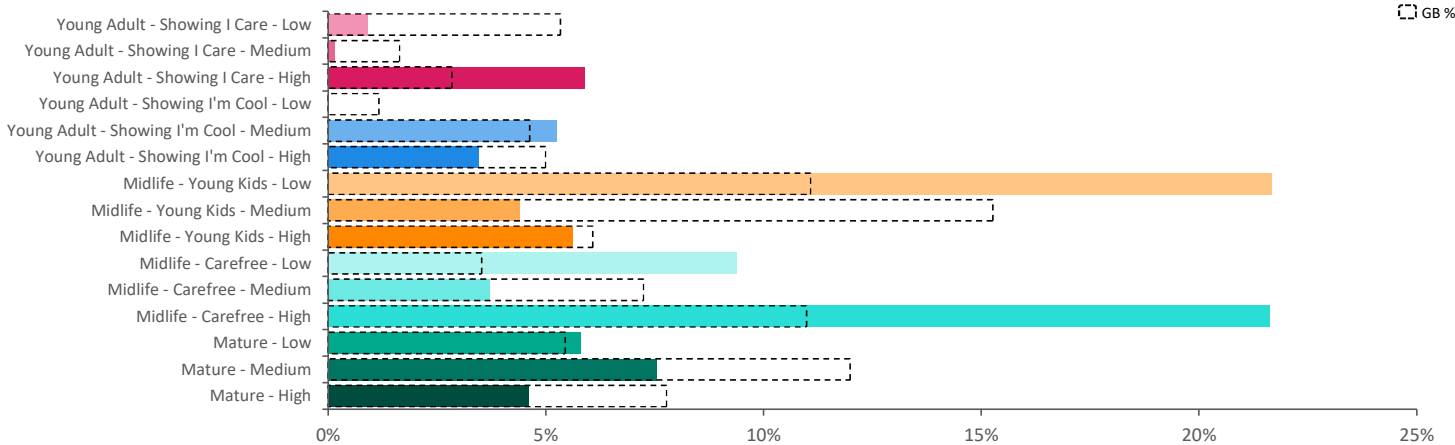
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

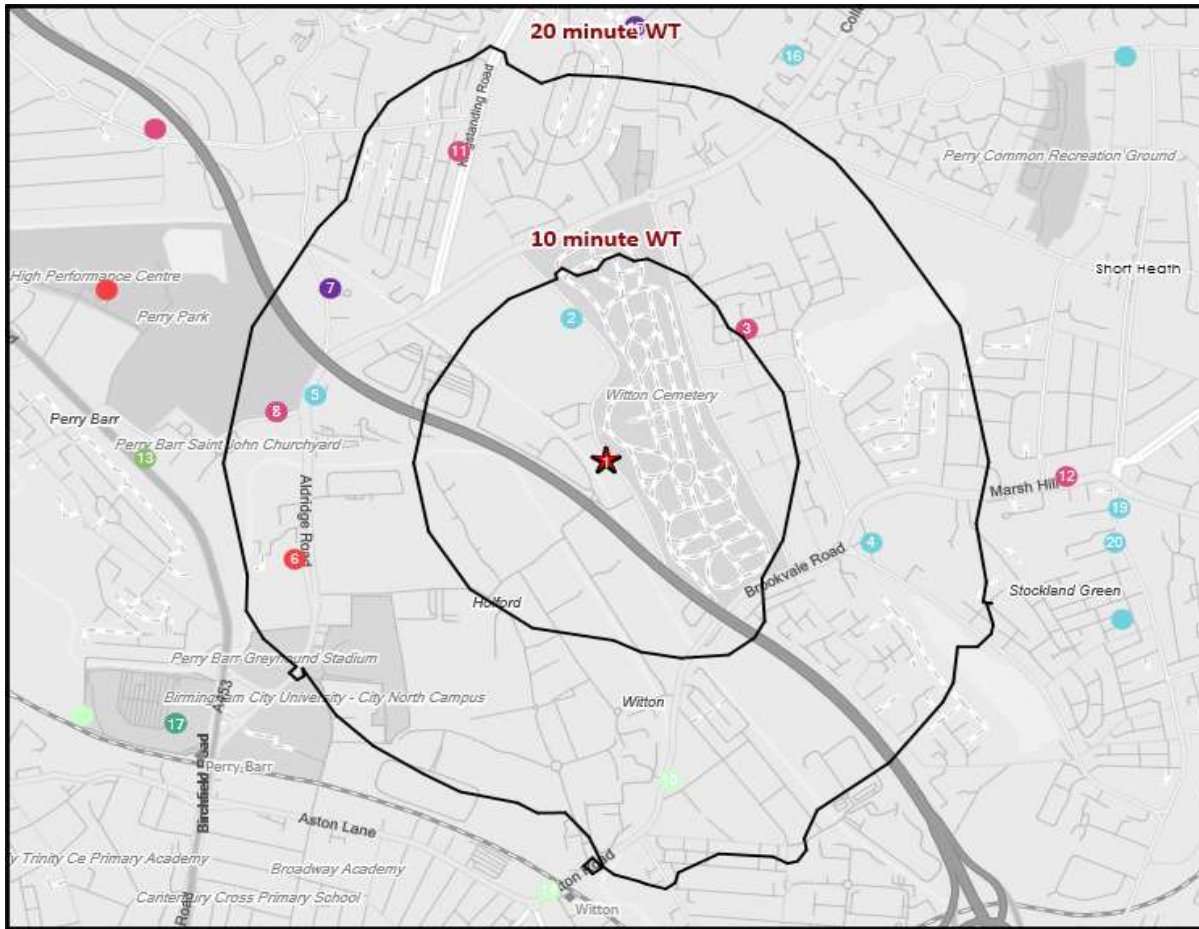


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- Pub Sites
- 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

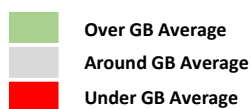
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Safe Harbour	B 6 7AE	Star Pubs & Bars	Community Pub	0.0
2	Pavilion	B 6 7AA	Independent Free	Clubland	0.3
3	Wyrley Hall Bar Club	B 23 7UG	Independent Free	Family Pub Dining	0.4
4	Pumphouse Gym	B 23 7RP	Independent Free	Clubland	0.5
5	Goals	B 42 2SP	Goals Soccer Centres	Clubland	0.6
6	Perry Bar Greyhound Stadium	B 42 2ET	Independent Free	Large Venue	0.6
7	Boars Head World Buffet	B 44 8BH	Independent Free	Restaurants	0.7
8	Aston Manor Cricket Club	B 42 2LA	Independent Free	Clubland	0.7
8	Church Tavern	B 42 2LA	Mitchells & Butlers	Family Pub Dining	0.7
10	Yew Tree	B 6 7AS	Stonegate Pub Company	Community Pub	0.7
11	Golden Hind	B 44 8JR	Marston's	Family Pub Dining	0.7
12	Village Green	B 23 7DS	Greene King	Family Pub Dining	0.9
13	Tennis Court	B 42 1TY	Stonegate Pub Company	Circuit Bar	0.9
14	Witton Arms	B 6 6SN	Star Pubs & Bars	Community Pub	0.9
15	Delhi Dining	B 44 8PX	Independent Free	Restaurants	0.9
16	Aston Old Edwardian Association	B 44 0HP	Independent Free	Clubland	0.9
17	Arthur Robertson	B 42 1AA	Wetherspoons GB	Circuit Bar	1.0
17	Nandos	B 42 1AA	Nandos Restaurants	Casual Dining	1.0
19	Highcroft Community Centre	B 23 7JG	Independent Free	Clubland	1.0
20	Stockland Green Leisure Centre	B 23 7JH	Independent Free	Clubland	1.0

Per Pub Analysis - Safe Harbour Witton



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	804	9,955	563,976
Number of Competition Pubs	0	9	493
Adults 18+ per Competition Pub	0	1,106	1,144

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	137	17.0%	167
Circuit Bar	85	10.6%	289
Community Pub	105	13.0%	75
Craft Led	65	8.1%	255
Great Pub Great Food	93	11.6%	60
High Street Pub	143	17.8%	103
Premium Local	146	18.2%	104

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	942	9.5%	93
Circuit Bar	480	4.8%	132
Community Pub	1,135	11.4%	66
Craft Led	422	4.2%	134
Great Pub Great Food	736	7.4%	39
High Street Pub	1,230	12.4%	71
Premium Local	811	8.1%	46

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	82,895	14.7%	144
Circuit Bar	21,971	3.9%	106
Community Pub	90,365	16.0%	92
Craft Led	30,974	5.5%	174
Great Pub Great Food	99,027	17.6%	92
High Street Pub	89,640	15.9%	92
Premium Local	62,645	11.1%	63

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, 5.1</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, 5.2</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, 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>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	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.																			
	<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: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; 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 #ccc; 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 #ccc; 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. Nothing too flashy as I still have the rent to pay."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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.																			