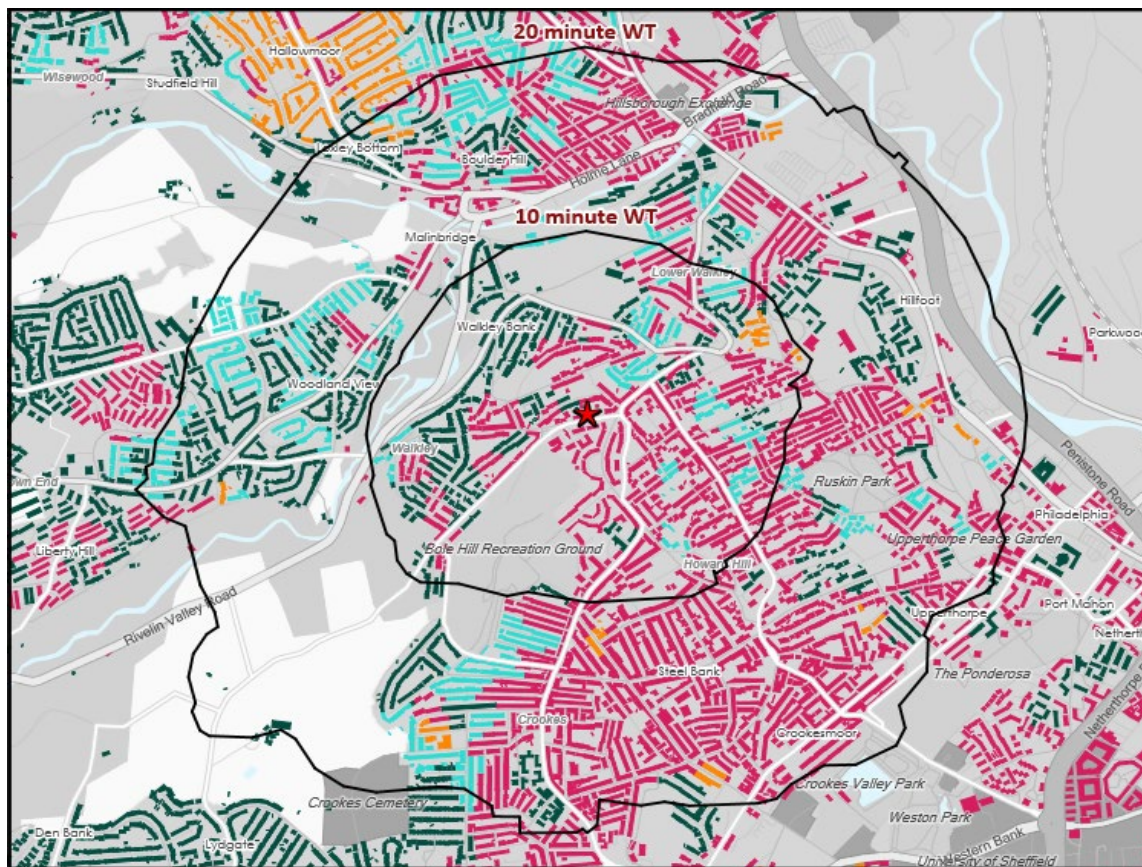


Catchment Summary - Walkley Cottage Inn Walkley



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

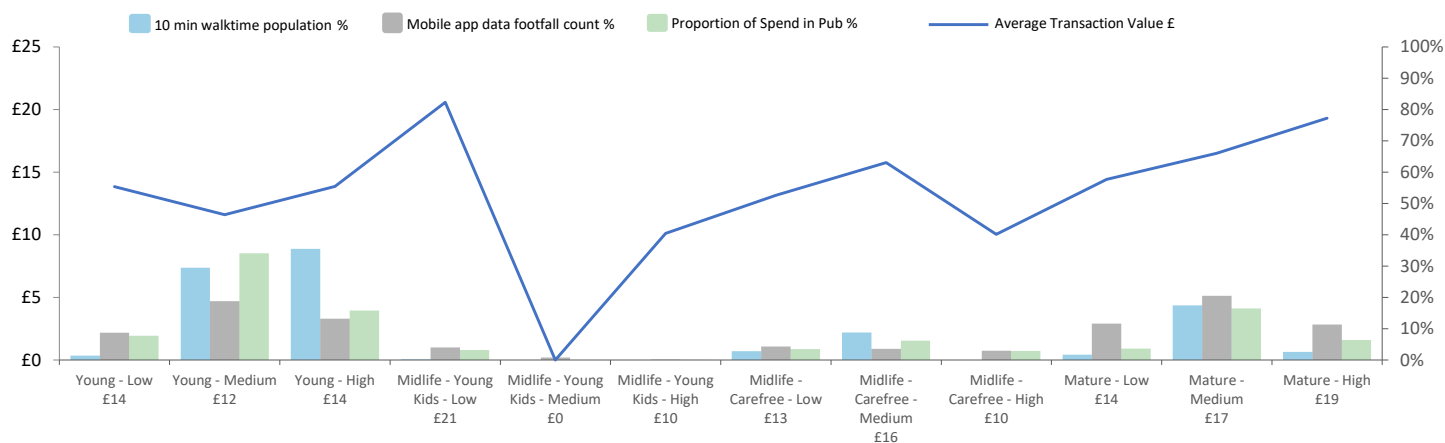
Ship To	Name	Postcode	Operator	Segment	Sparsity
625949	Walkley Cottage Inn Walkley	S 6 5DD	Star Pubs & Bars	Community Pub	7



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 - Walkley Cottage Inn Walkley



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

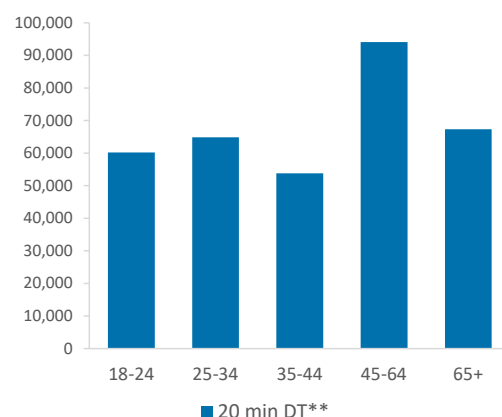
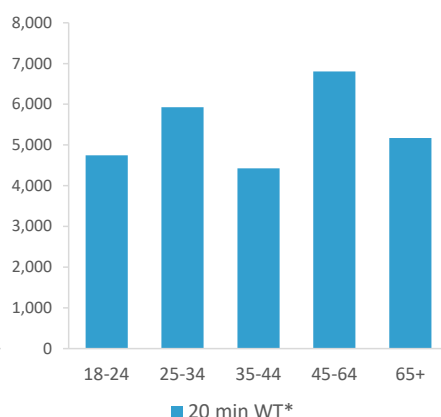
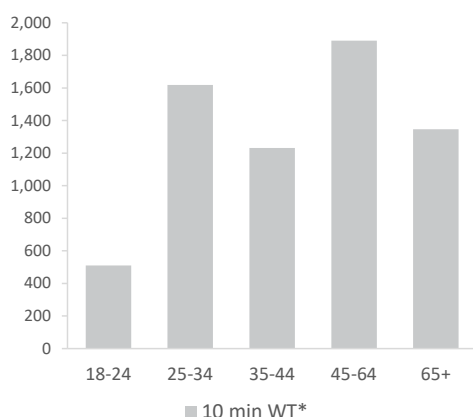
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	7,758	31,973	425,855	145	173	97
Adults 18+	6,596	27,078	340,299	146	177	97
Competition Pubs	4	32	410	22	89	99
Adults 18+ per Competition Pub	1,649	846	830	192	99	97
% Adults Likely to Drink	80.6%	80.1%	74.1%	106	105	97

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.1%	15.6%	41.6%	18	47	125
	Medium	55.8%	63.6%	35.8%	146	167	94
	High	38.1%	20.5%	21.1%	140	75	77

*Affluence does not include Not Private Households

Age Profile	18-24	510	4,747	60,225	81	182	174
	25-34	1,618	5,928	64,877	156	139	114
	35-44	1,232	4,429	53,808	120	105	95
	45-64	1,890	6,803	94,054	95	83	86
	65+	1,346	5,171	67,335	90	84	82

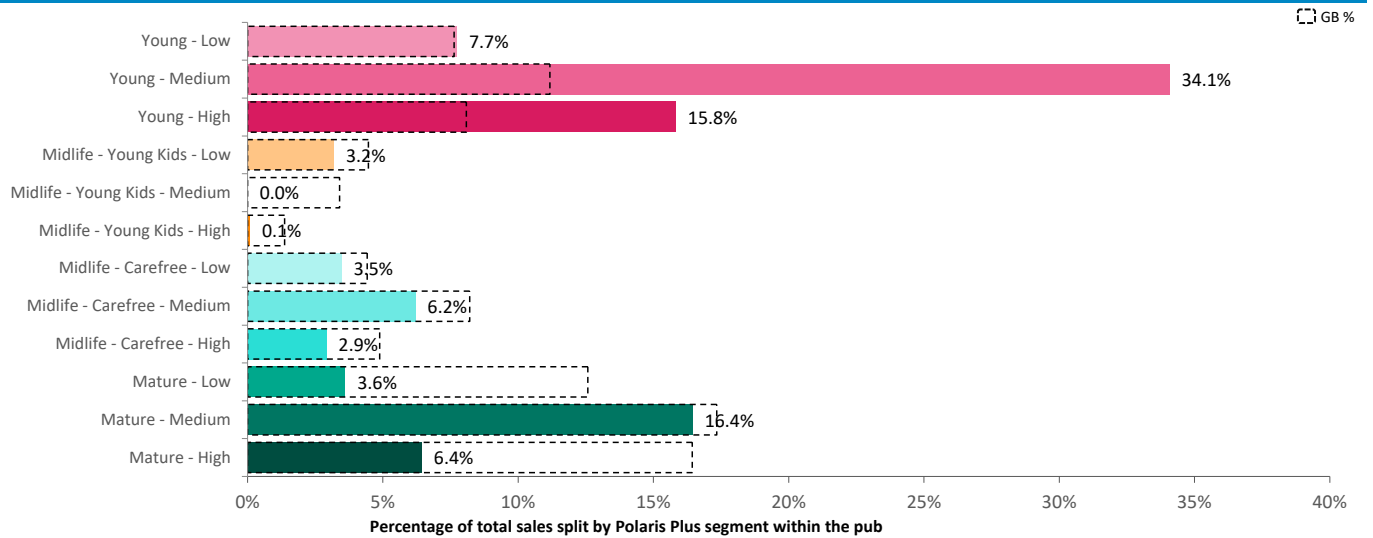


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,855 (50%)	15,856 (50%)	211,792 (50%)	101	101	102
	Female	3,903 (50%)	16,117 (50%)	214,063 (50%)	99	99	99
Economic Status (16+)	Employed: Full-time	2,788 (42%)	9,750 (35%)	103,443 (30%)	121	103	86
	Employed: Part-time	894 (13%)	3,185 (12%)	40,989 (12%)	112	97	99
	Self employed	538 (8%)	1,854 (7%)	24,384 (7%)	87	73	75
	Unemployed	182 (3%)	717 (3%)	10,069 (3%)	98	94	104
	Full-time student	214 (3%)	1,480 (5%)	17,390 (5%)	135	226	209
	Retired	1,200 (18%)	4,502 (16%)	61,448 (18%)	82	75	80
	Other	875 (13%)	6,087 (22%)	92,464 (26%)	75	127	152
Total Worker Count		934	9,497	200,407			

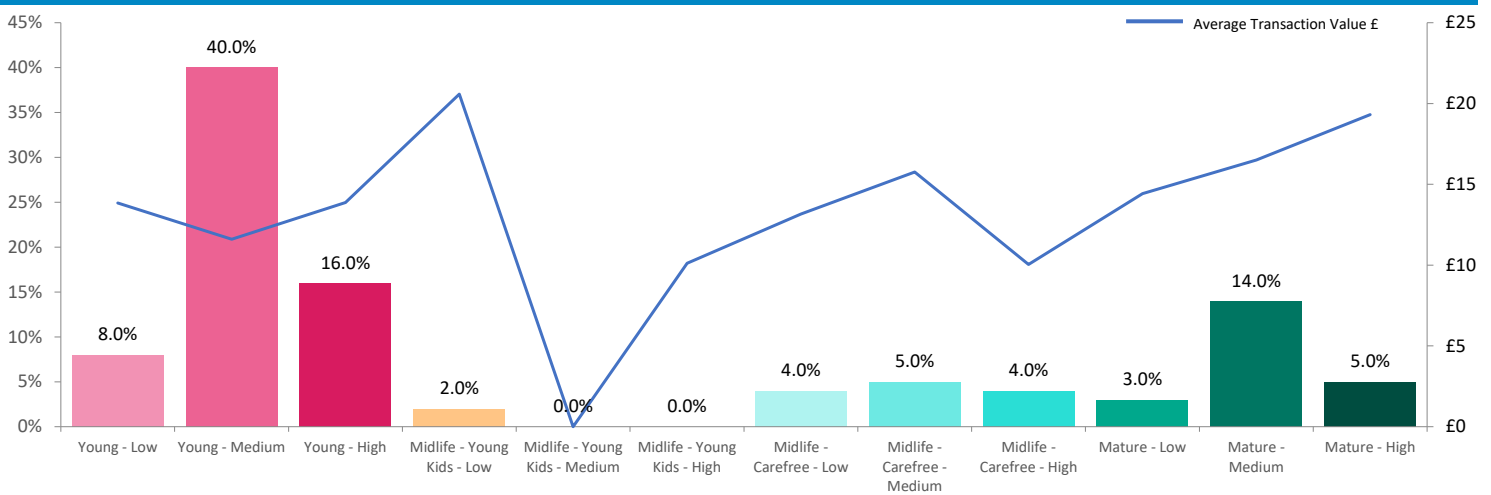
See the Glossary page for further information on the above variables

Transactional Data Summary - Walkley Cottage Inn Walkley

Spend by Polaris Plus

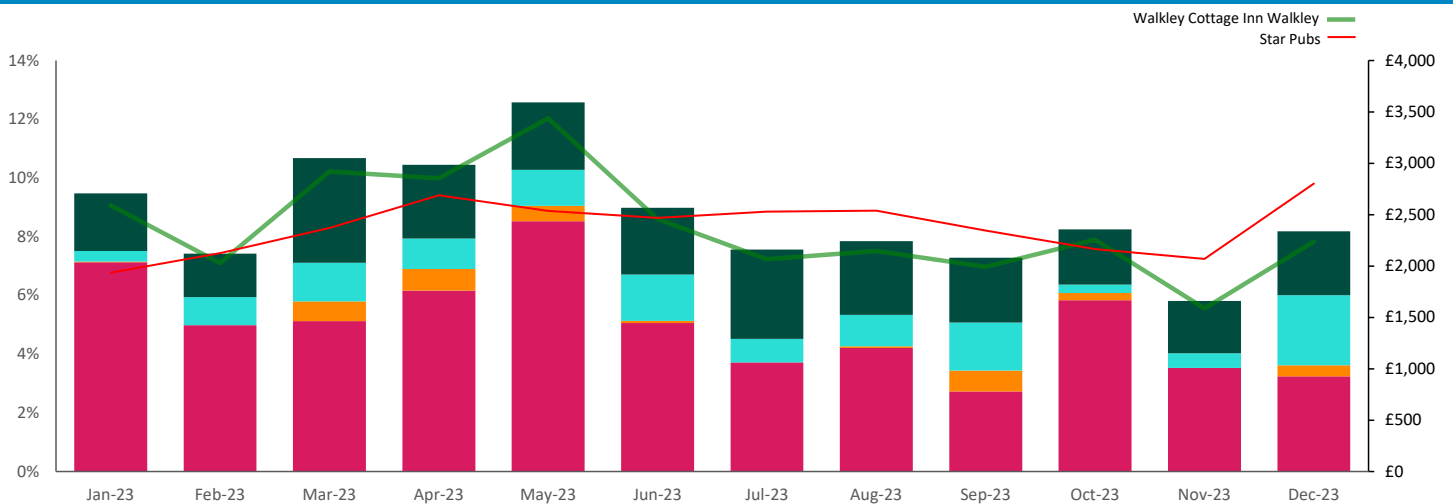


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

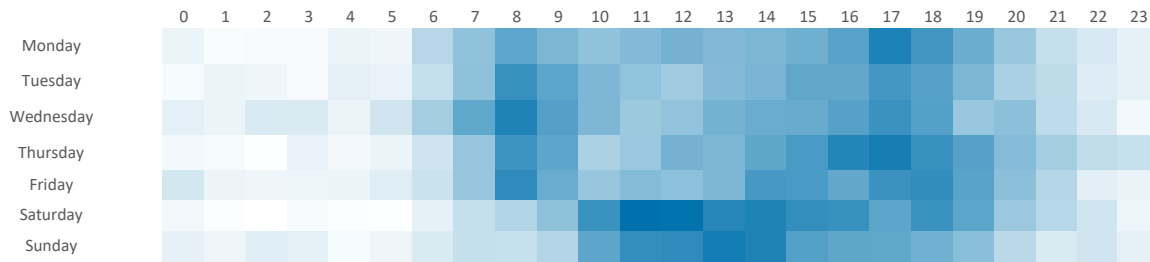


Mobile Data Summary - Walkley Cottage Inn Walkley



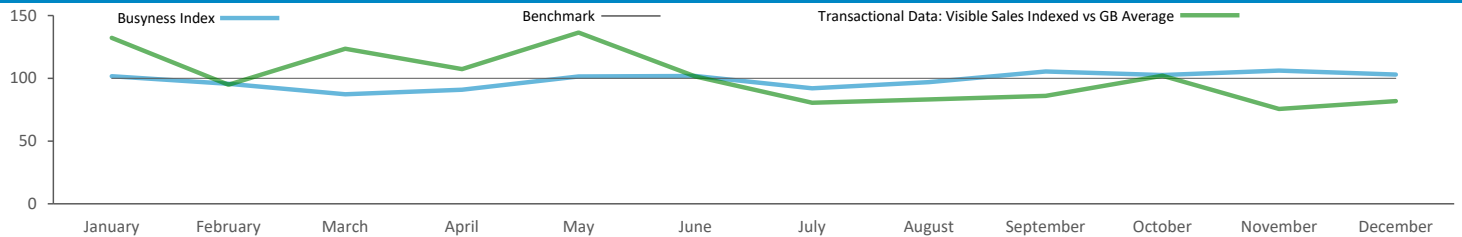
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



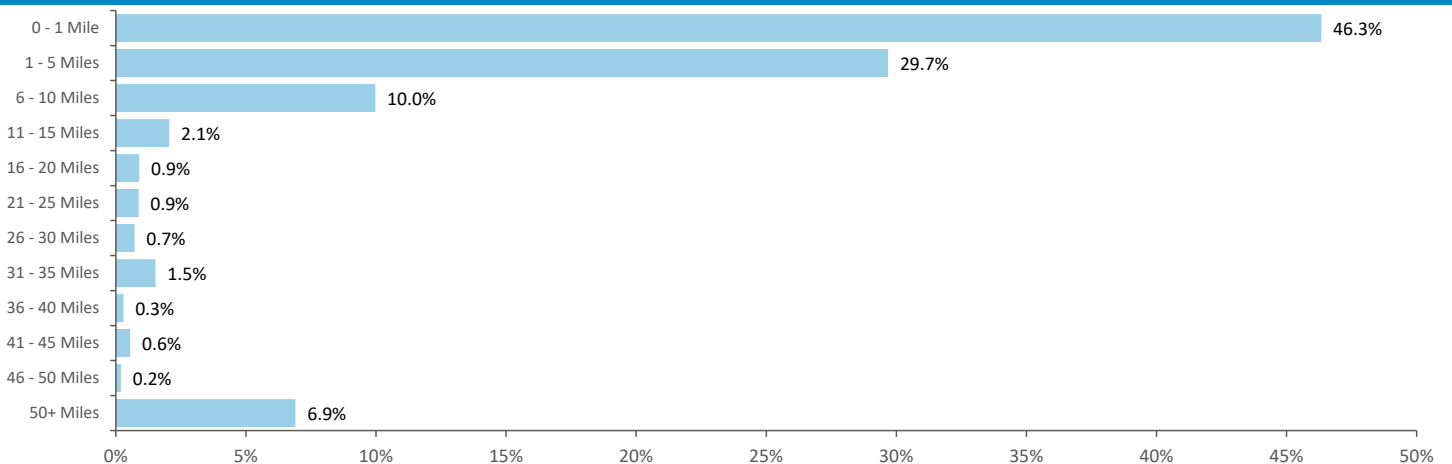
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

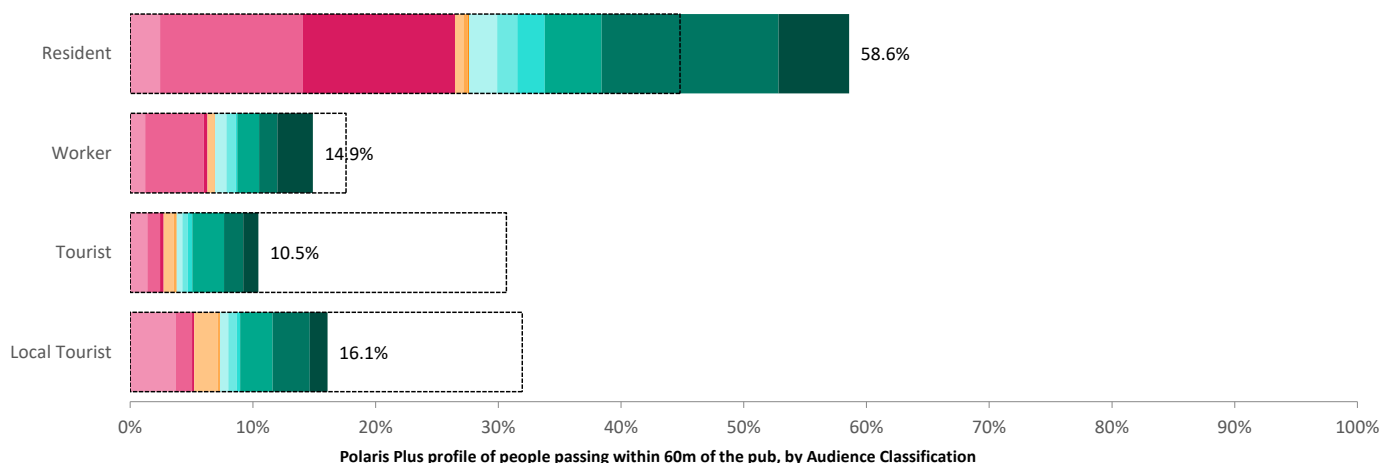
Distance from Home



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

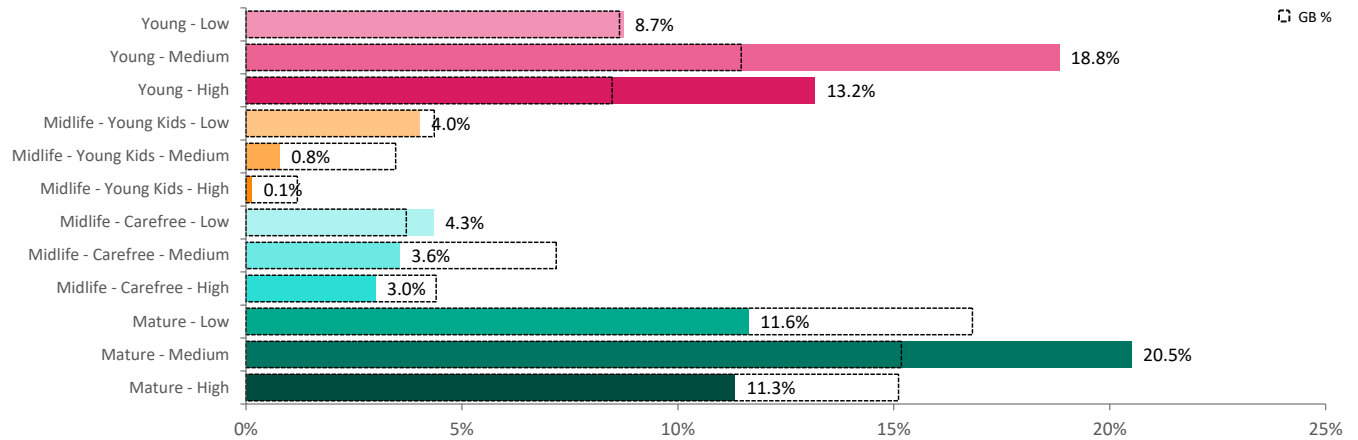


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Walkley Cottage Inn Walkley

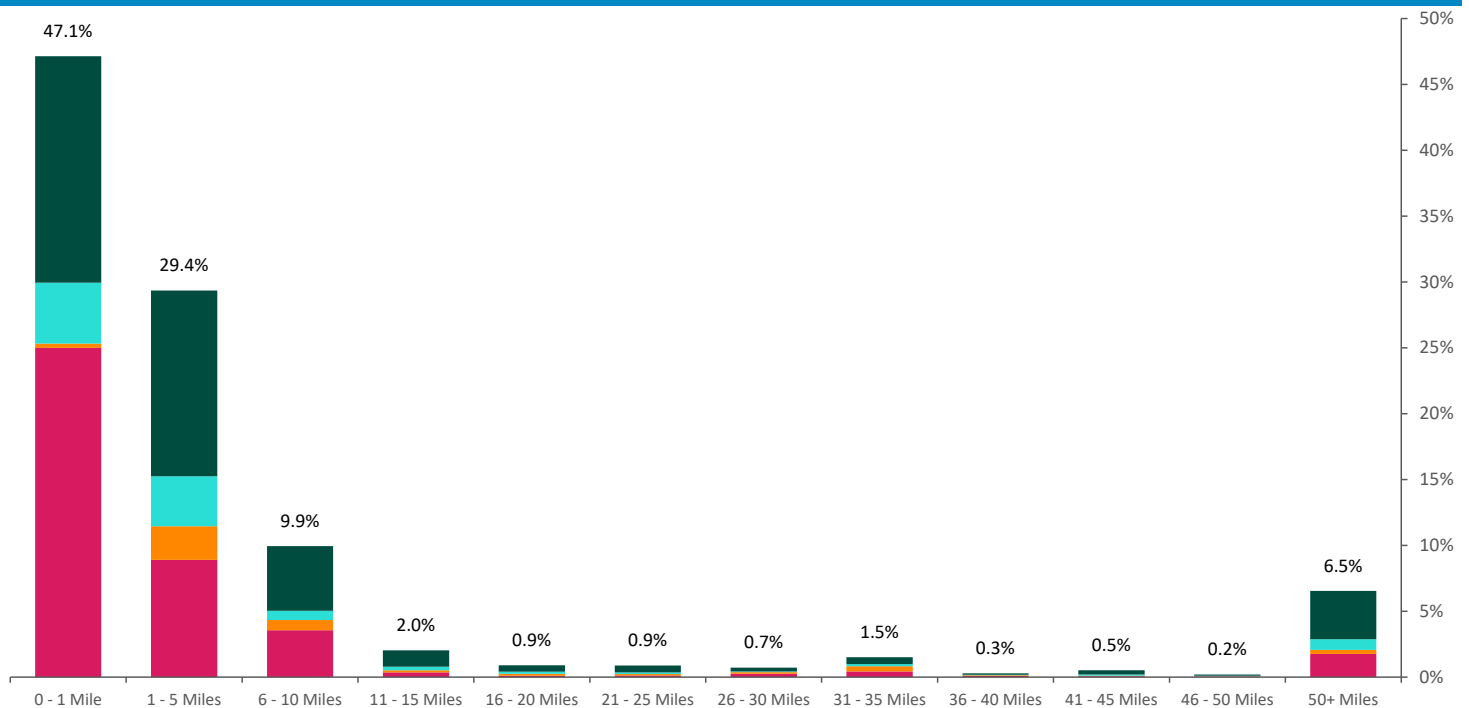
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Polaris Plus Profile



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

Distance from Home by Polaris

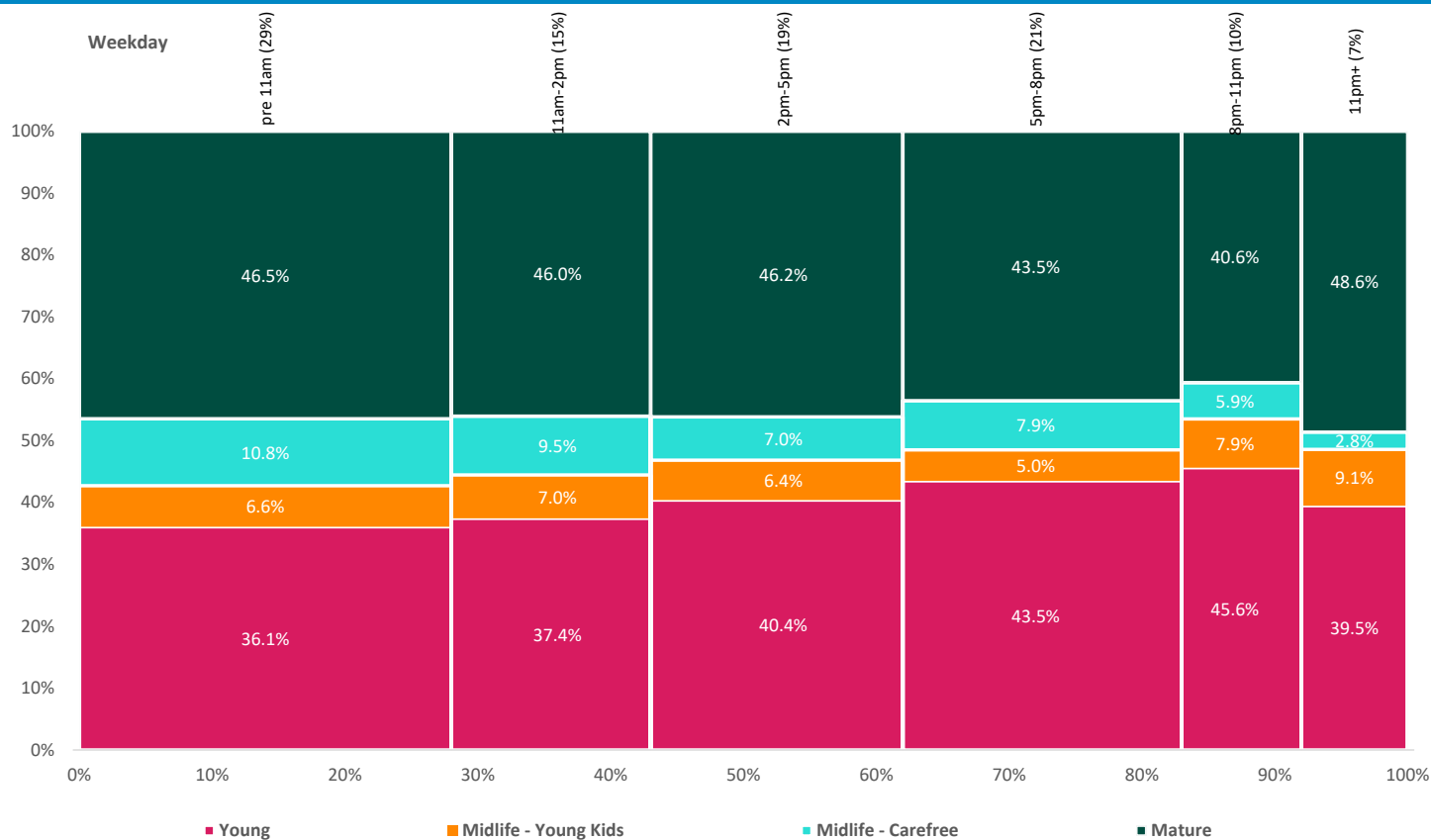


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

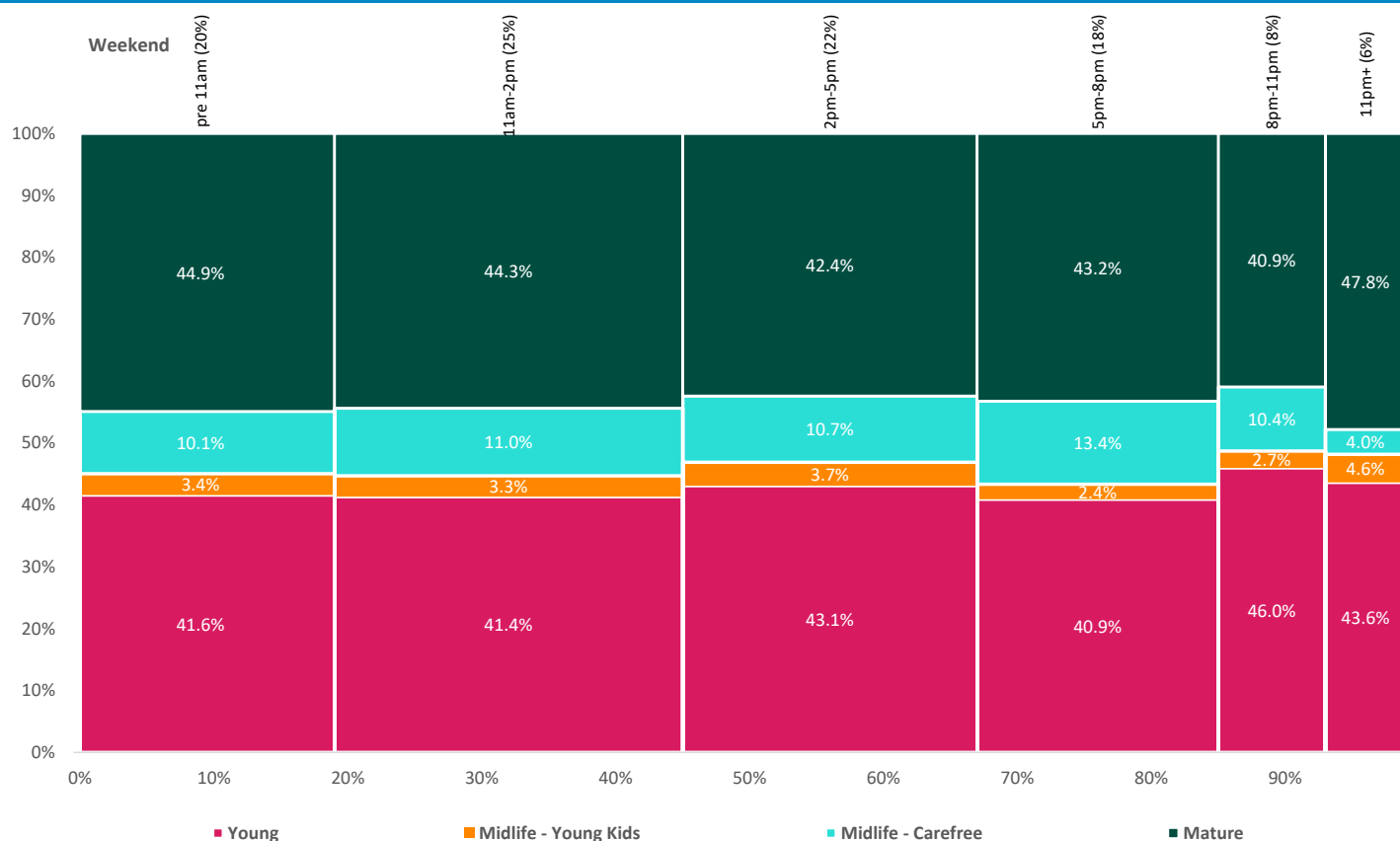
Mobile Data Summary - Walkley Cottage Inn Walkley

© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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

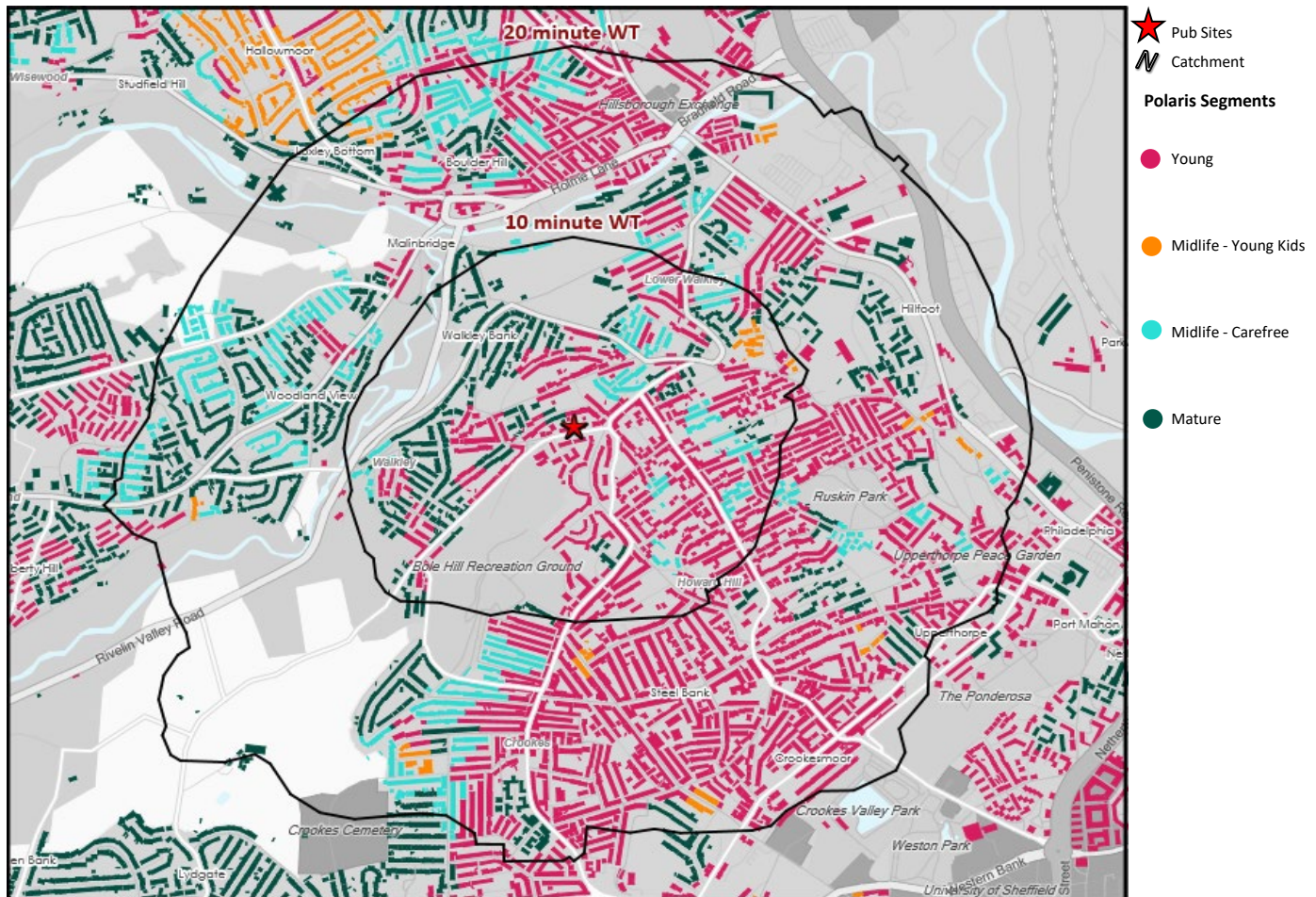


Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Polaris Summary - Walkley Cottage Inn Walkley



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	4,383	17,989	167,883	241	241	179
Midlife - Young Kids	13	315	36,095	2	11	97
Midlife - Carefree	767	3,216	31,352	73	75	58
Mature	1,433	5,496	100,017	49	46	66
Not Private Households	0	62	4,952	0	17	111
Total	6,596	27,078	340,299			

Polaris Plus Summary - Walkley Cottage Inn Walkley

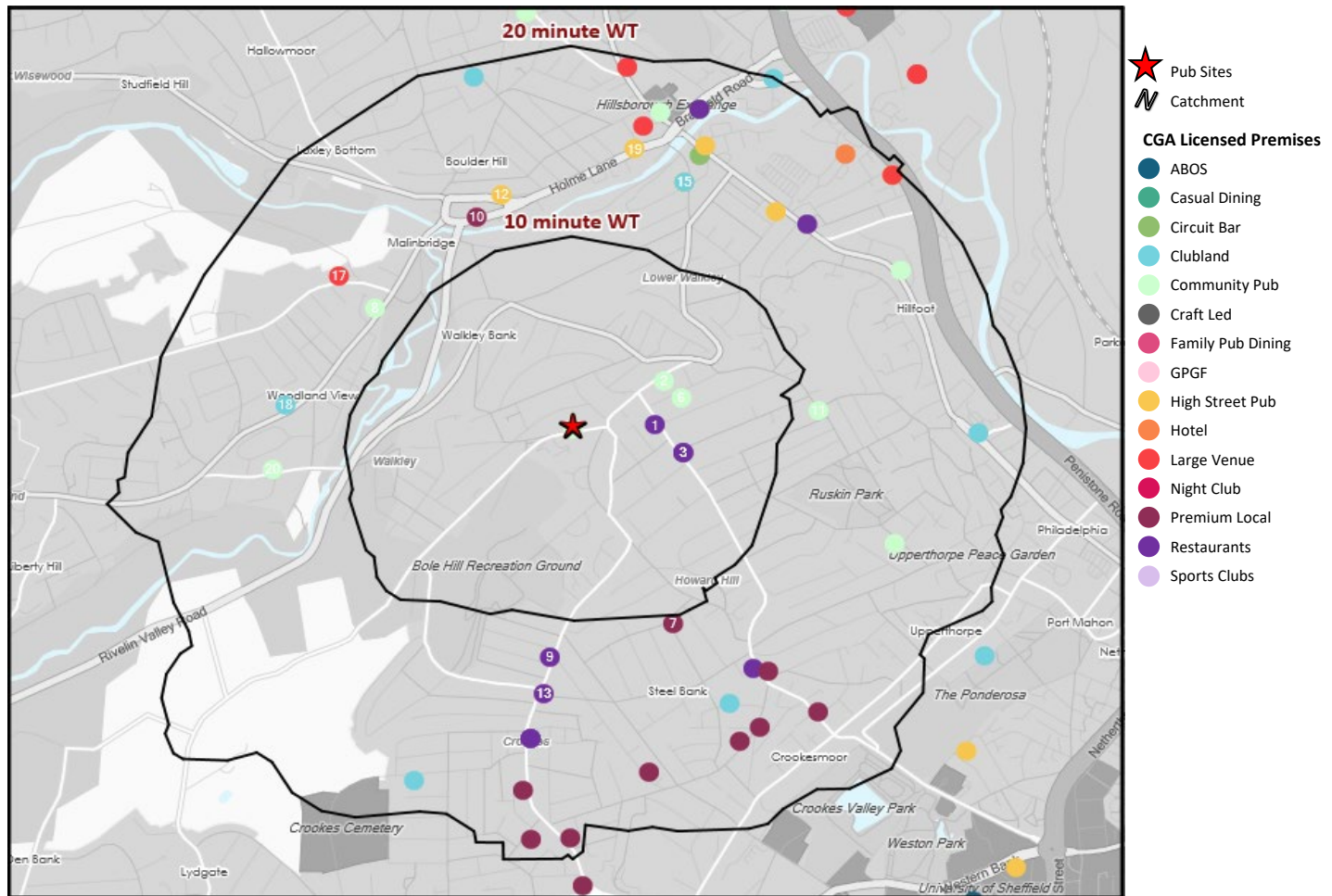


Polaris Plus Profile by Catchment

*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	93	1,047	73,640	14	39	220
Medium	1,945	12,106	71,899	269	407	192
High	2,345	4,836	22,344	528	265	98
Midlife - Young Kids						
Low	13	118	27,838	4	8	149
Medium	0	26	7,010	0	2	48
High	0	171	1,247	0	56	33
Midlife - Carefree						
Low	185	971	12,650	67	85	88
Medium	582	2,245	10,792	123	116	44
High	0	0	7,910	0	0	52
Mature						
Low	112	2,101	27,382	12	56	59
Medium	1,152	2,850	32,268	111	67	61
High	169	545	40,367	17	13	79
Not Private Households	0	62	4,952	0	17	111
Total	6,596	27,078	340,299			

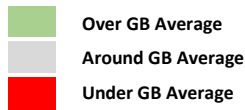
CGA Summary - Walkley Cottage Inn Walkley



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Walkley Cottage Inn	S 6 5DD	Star Pubs & Bars	Community Pub	0.0
1	Leos Italian Express	S 6 3TD	Independent Free	Restaurants	0.2
2	Florist	S 6 2XN	*Other Small Retail Groups	Community Pub	0.2
3	Rose House	S 6 3TE	Stonegate Pub Company	Community Pub	0.2
3	Vitos	S 6 3TE	Independent Free	Restaurants	0.2
3	Rowsha	S 6 3TE	Independent Free	Restaurants	0.2
6	Palm Tree Tavern - now the raven owned by loxley	S 6 2XF	Punch Pub Company	Community Pub	0.2
7	Princess Royal	S 10 1NW	Stonegate Pub Company	Premium Local	0.4
8	Anvil	S 6 5FN	Stonegate Pub Company	Community Pub	0.4
9	San Lorenzo	S 10 1QU	Independent Free	Restaurants	0.5
10	Malin Bridge Inn	S 6 4JZ	Stonegate Pub Company	Premium Local	0.5
11	Blind Monkey	S 6 2WA	Punch Pub Company	Community Pub	0.5
12	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	0.5
13	Punch Bowl	S 10 1TH	Greene King	GPGF	0.5
13	Zara's Restaurant	S 10 1TH	Independent Free	Restaurants	0.5
15	Riverside	S 6 2PB	Stonegate Pub Company	High Street Pub	0.5
15	La Plata Social Club	S 6 2PB	Independent Free	Clubland	0.5
17	Wood Lane Countryside Centre	S 6 5HE	Independent Free	Large Venue	0.5
18	Malin Bridge Sports	S 6 5FR	Independent Free	Clubland	0.5
19	Sports Shack	S 6 4JQ	Independent Free	High Street Pub	0.6
20	Holly Bush	S 6 5GQ	Star Pubs & Bars	Community Pub	0.6

Per Pub Analysis - Walkley Cottage Inn Walkley

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,596	27,078	340,299
Number of Competition Pubs	4	32	410
Adults 18+ per Competition Pub	1,649	846	830

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,312	19.9%	247
Circuit Bar	0	239	3.6%	90
Community Pub	4	565	8.6%	45
Craft Led	0	678	10.3%	297
Great Pub Great Food	0	1,551	23.5%	133
High Street Pub	0	728	11.0%	60
Premium Local	0	756	11.5%	69

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	4,150	15.3%	190
Circuit Bar	2	1,655	6.1%	151
Community Pub	10	3,214	11.9%	62
Craft Led	0	2,617	9.7%	280
Great Pub Great Food	1	4,632	17.1%	97
High Street Pub	6	4,032	14.9%	81
Premium Local	9	3,501	12.9%	78

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	54	33,404	9.8%	122
Circuit Bar	30	20,270	6.0%	147
Community Pub	78	67,481	19.8%	104
Craft Led	0	18,247	5.4%	155
Great Pub Great Food	31	52,117	15.3%	87
High Street Pub	42	70,014	20.6%	112
Premium Local	58	50,372	14.8%	90

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 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ 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>Young</th><th>Midlife ‘Parents’</th><th>Midlife ‘Carefree’</th><th>Mature</th></tr><tr><td>18-34 year olds Wanting to look good in the group</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>“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.”</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>	Young	Midlife ‘Parents’	Midlife ‘Carefree’	Mature	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	“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.”	“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”																												
	Young	Midlife ‘Parents’	Midlife ‘Carefree’	Mature																																					
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds																																					
“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.”	“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	<table><tr><td> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </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>	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- 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																																				
- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- 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 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																									