

## Catchment Summary - Rose Villa Tavern Hockley



© 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/copyright/notice.pdf](http://www.caci.co.uk/copyright/notice.pdf)

	Over GB Average
	Around GB Average
	Under GB Average

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

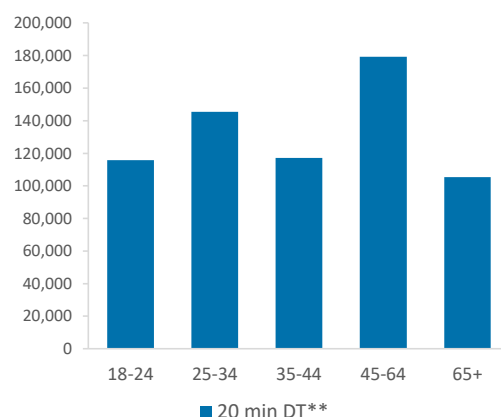
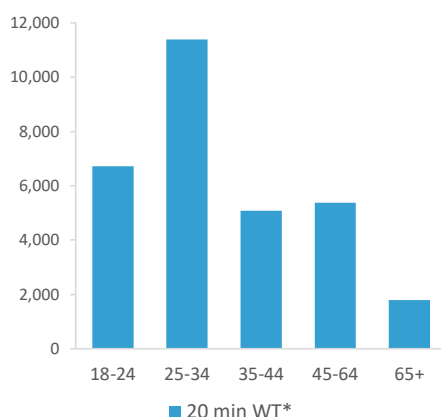
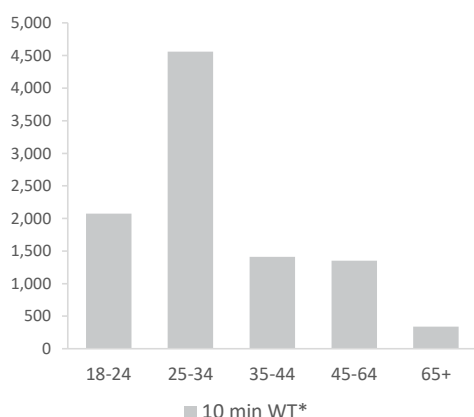
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	10,772	37,309	882,081	204	256	232
Adults 18+	9,738	30,388	662,719	224	170	222
Competition Pubs	20	118	550	133	369	152
Adults 18+ per Competition Pub	487	258	1,205	59	31	146
% Adults Likely to Drink	82.3%	80.7%	75.7%	100	98	92

Population & Adults 18+ index is based on all pubs

Affluence	Low	71.6%	72.9%	27.6%	279	284	107
	Medium	3.8%	5.6%	34.1%	10	14	87
	High	23.5%	20.3%	37.1%	70	61	111

\*Affluence does not include Not Private Households

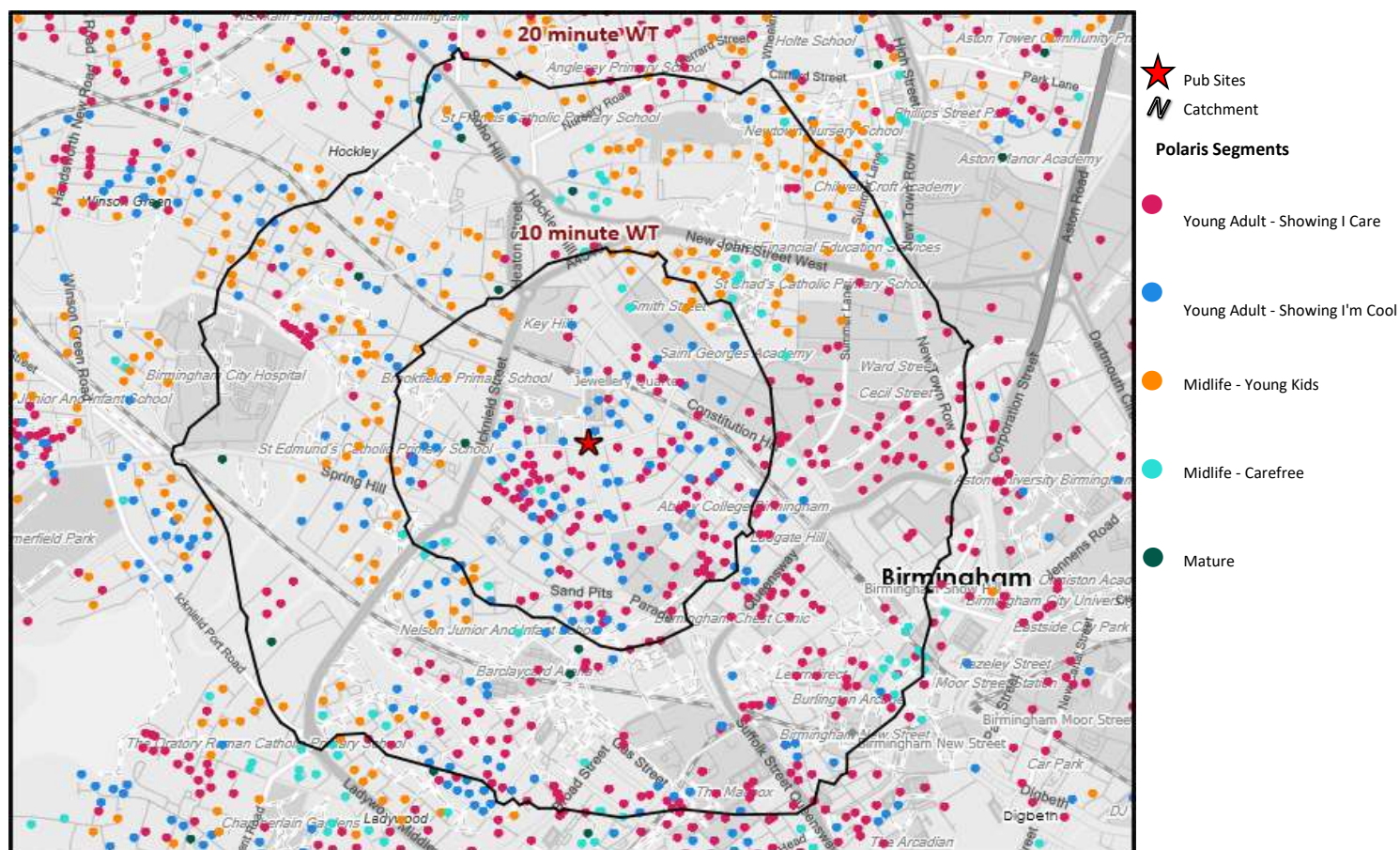
Age Profile	18-24	2,074	6,730	115,674	237	222	162
	25-34	4,558	11,396	145,369	318	230	124
	35-44	1,412	5,086	117,058	102	106	103
	45-64	1,353	5,378	179,356	49	56	80
	65+	341	1,798	105,262	17	25	62



		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	6,035 (56%)	20,243 (54%)	443,742 (50%)	113	110	102
	Female	4,737 (44%)	17,066 (46%)	438,339 (50%)	87	90	98
Economic Status (16-74)	Employed: Full-time	5,487 (56%)	13,704 (45%)	221,400 (35%)	136	109	84
	Employed: Part-time	575 (6%)	2,463 (8%)	74,529 (12%)	46	62	90
	Self employed	718 (7%)	2,004 (7%)	46,877 (7%)	77	69	77
	Unemployed	288 (3%)	1,244 (4%)	25,721 (4%)	125	173	170
	Retired	245 (3%)	1,289 (4%)	63,229 (10%)	18	31	72
	Other	2,407 (25%)	9,652 (32%)	204,348 (32%)	126	161	163
Total Worker Count		9,820	37,427	328,271			

See the Glossary page for further information on the above variables

## Polaris Summary - Rose Villa Tavern Hockley



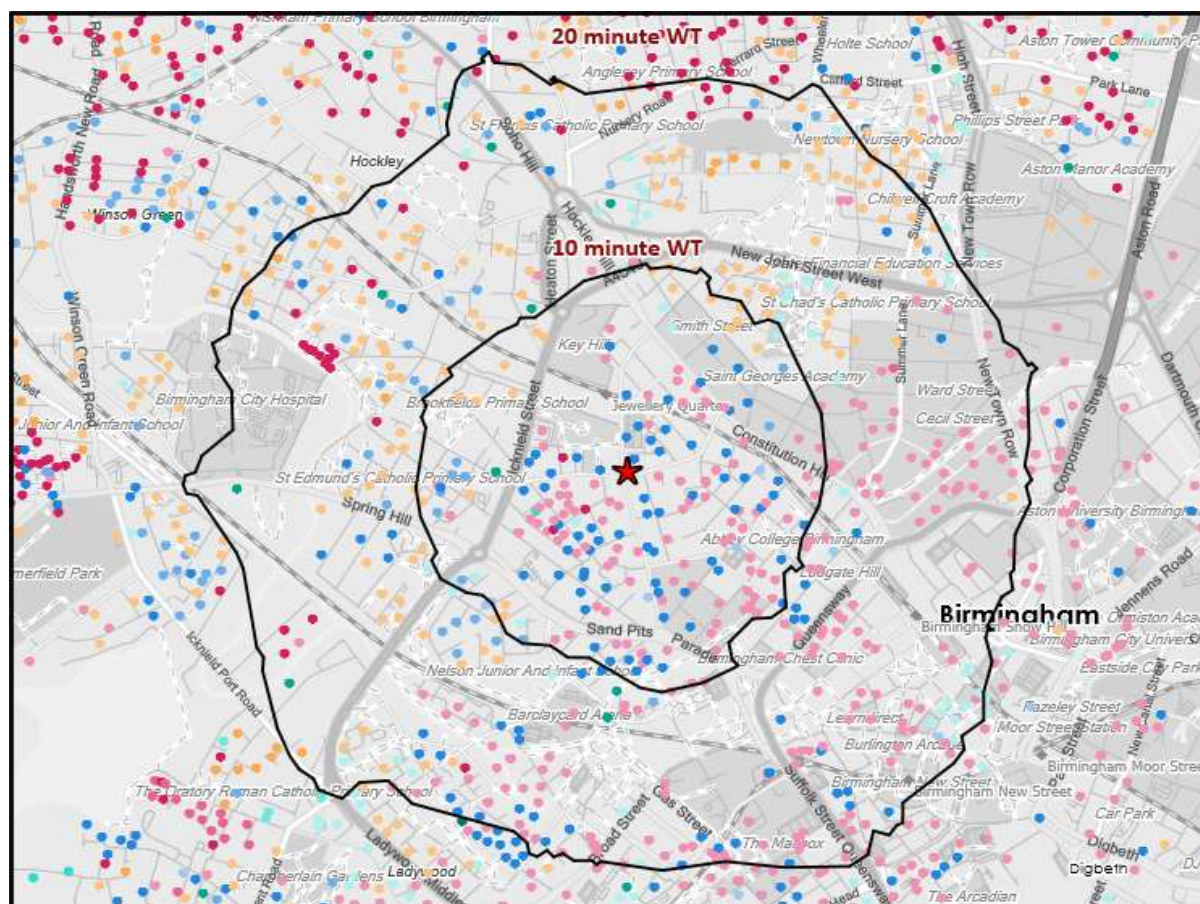
Polaris Profile by Catchment

\*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	5,580	14,688	228,872	642	542	387
Young Adult - Showing I'm Cool	3,146	6,996	76,656	351	250	126
Midlife - Young Kids	393	5,703	193,501	13	60	93
Midlife - Carefree	467	2,269	99,067	23	35	71
Mature	50	364	56,668	2	4	31
<b>Not Private Households</b>	102	368	7,955	73	84	83
<b>Total</b>	9,738	30,388	662,719			



## Polaris Summary - Rose Villa Tavern Hockley



★ Pub Sites  
 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

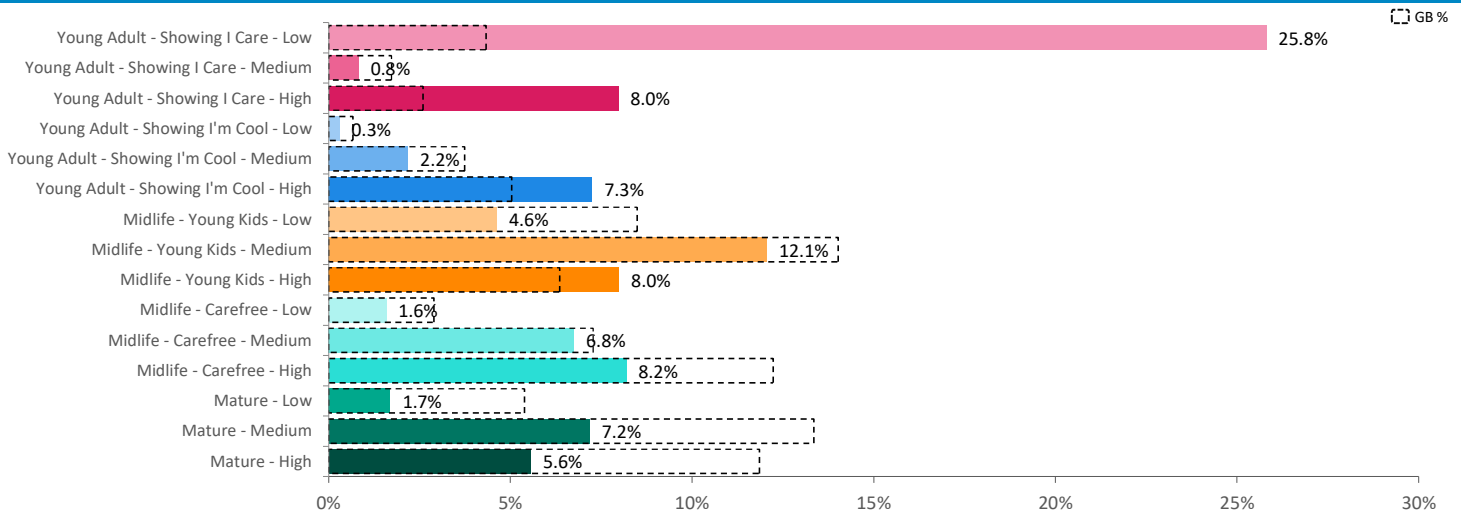
## Polaris Plus Profile by Catchment

\*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**
<b>Young Adult - Showing I Care</b>						
Low	5,514	13,603	50,374	1,351	1,068	181
Medium	0	4	16,654	0	1	184
High	66	1,081	161,844	20	106	725
<b>Young Adult - Showing I'm Cool</b>						
Low	554	582	1,771	553	186	26
Medium	373	1,326	30,058	104	118	123
High	2,219	5,088	44,827	509	374	151
<b>Midlife - Young Kids</b>						
Low	393	5,337	90,196	36	158	122
Medium	0	366	98,071	0	8	99
High	0	0	5,234	0	0	15
<b>Midlife - Carefree</b>						
Low	460	2,262	21,645	139	219	96
Medium	0	0	53,180	0	0	119
High	7	7	24,242	1	0	33
<b>Mature</b>						
Low	50	364	18,802	9	20	48
Medium	0	0	28,061	0	0	33
High	0	0	9,805	0	0	16
<b>Not Private Households</b>	102	368	7,955	73	84	83
<b>Total</b>	9,738	30,388	662,719			

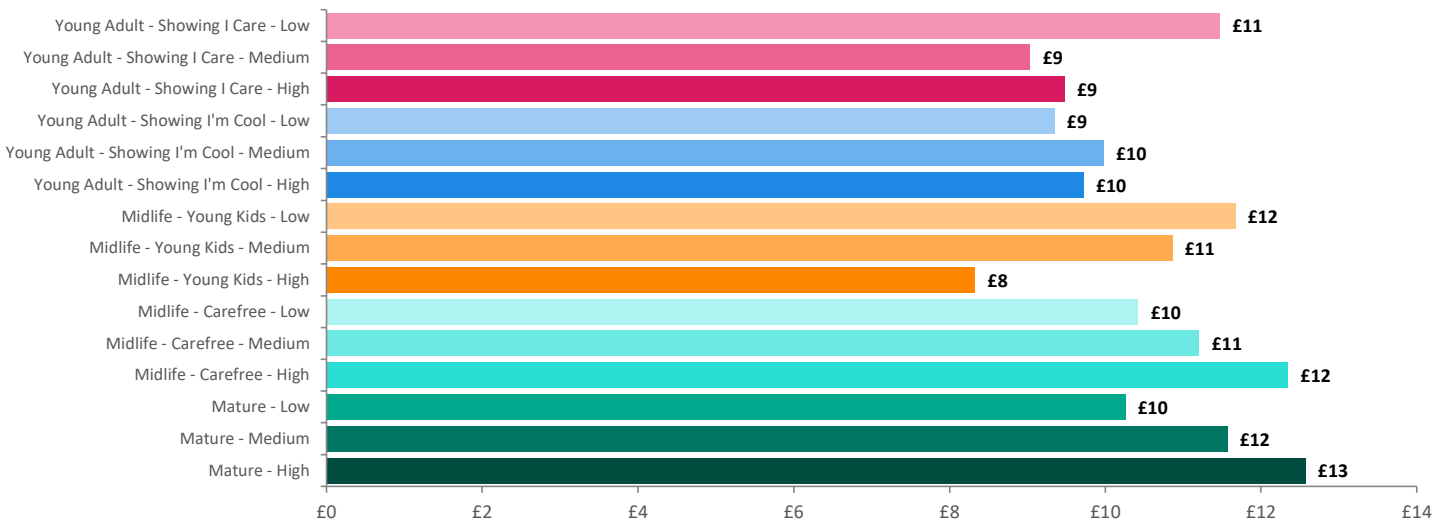
# Transactional Data Summary - Rose Villa Tavern Hockley

## Spend by Polaris



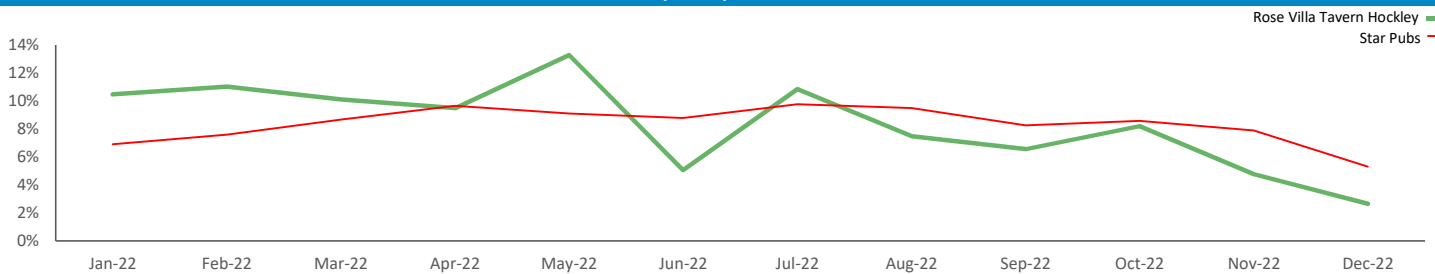
Percentage of total sales split by Polaris segment within the pub

## Average Transaction Values (£) by Polaris



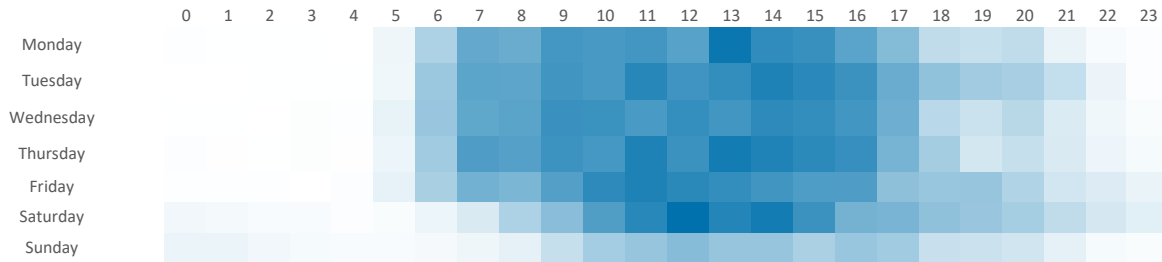
Average transaction value of sales (£) within the pub split by Polaris

## Spend by Month



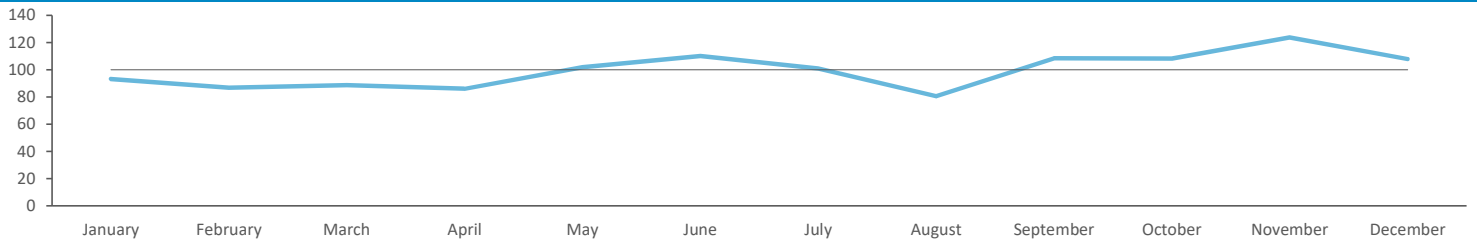
# Mobile Data Summary - Rose Villa Tavern Hockley

## Time of Day/Day of Week



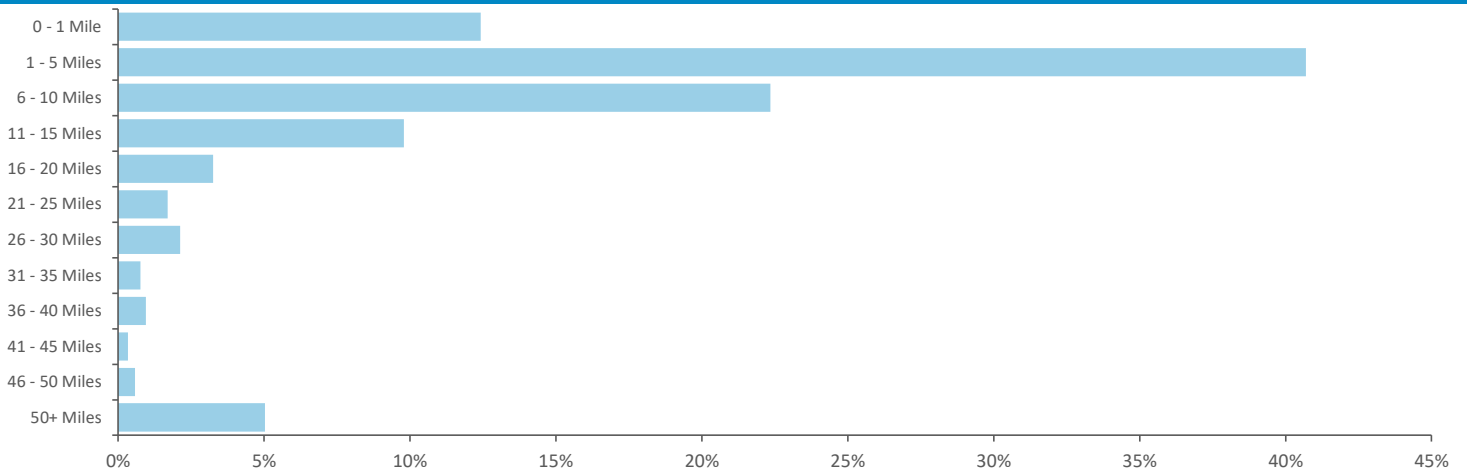
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



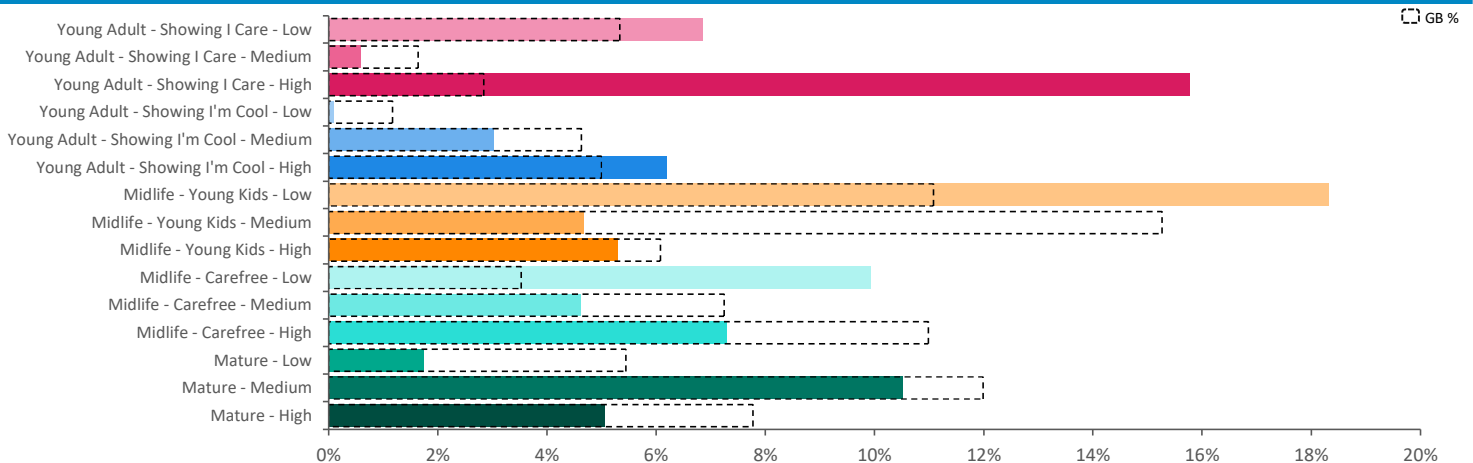
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



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

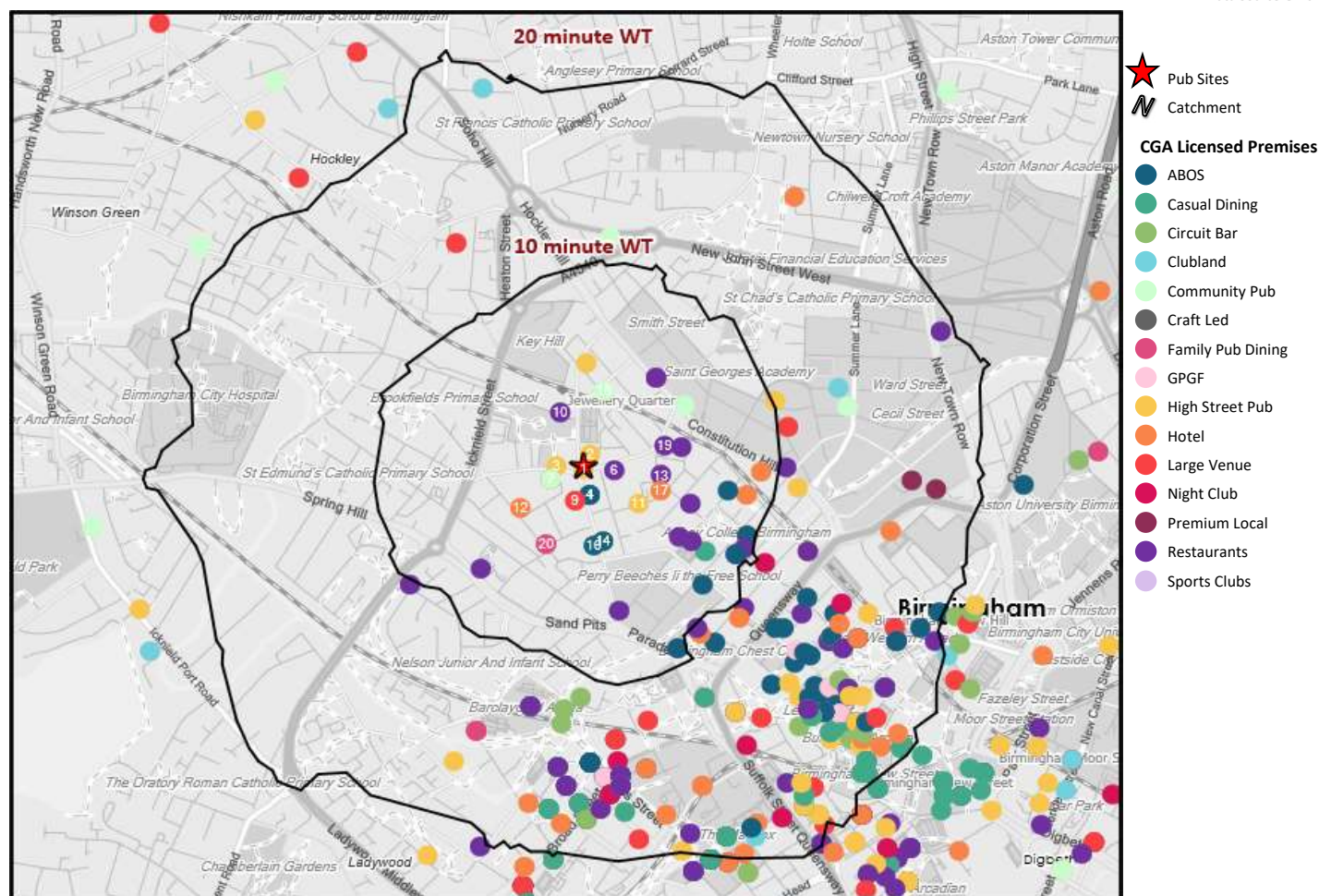
## Polaris Plus Profile



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



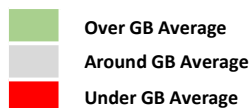
## CGA Summary - Rose Villa Tavern Hockley



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Rose Villa Tavern	B 18 6JW	Star Pubs & Bars	High Street Pub	0.0
2	Concrete	B 18 6NF	Independent Free	High Street Pub	0.0
3	Jq Bar & Grill	B 18 6NN	Independent Free	High Street Pub	0.1
4	Cappadocia	B 1 3HH	Independent Free	Restaurants	0.1
4	Button Factory	B 1 3HH	Mosaic Pub & Dining	ABOS	0.1
6	Wilderness	B 18 6JQ	Independent Free	Restaurants	0.1
7	Fryer Tuck	B 18 6NG	Independent Free	Family Pub Dining	0.1
7	Red Lion	B 18 6NG	Punch Pub Company	Community Pub	0.1
9	Ana Rocha Bar & Gallery	B 1 3HN	Independent Free	Large Venue	0.1
10	202 Kitchen	B 18 6LJ	Independent Free	Restaurants	0.1
11	Rock N Roll Brewhouse	B 1 3NJ	Independent Free	High Street Pub	0.1
12	Hampton By Hilton	B 1 3AL	Atlas Hotels	Hotel	0.2
13	Otto Pizza	B 3 1UE	Independent Free	Restaurants	0.2
14	1000 Trades	B 1 3HE	Independent Free	High Street Pub	0.2
14	Jojolounge Bar And Restaurant	B 1 3HE	Independent Free	ABOS	0.2
16	Acapella	B 1 3HS	Independent Free	ABOS	0.2
17	Bloc Hotel	B 3 1UG	*Other Small Retail Groups	Hotel	0.2
18	Jewellers Arms	B 18 6BW	Star Pubs & Bars	Community Pub	0.2
19	Devon House	B 18 6BS	Independent Free	Restaurants	0.2
20	Pig And Tail	B 1 3ED	Independent Free	Family Pub Dining	0.2

## Per Pub Analysis - Rose Villa Tavern Hockley

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

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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	9,738	30,388	662,719
Number of Competition Pubs	20	118	550
Adults 18+ per Competition Pub	487	258	1,205

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,620	16.6%	163
Circuit Bar	804	8.3%	225
Community Pub	2,089	21.4%	124
Craft Led	738	7.6%	240
Great Pub Great Food	1,161	11.9%	62
High Street Pub	2,233	22.9%	132
Premium Local	531	5.5%	31

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	4,281	14.1%	138
Circuit Bar	1,999	6.6%	179
Community Pub	7,459	24.5%	141
Craft Led	1,952	6.4%	203
Great Pub Great Food	3,163	10.4%	54
High Street Pub	7,486	24.6%	142
Premium Local	1,417	4.7%	27

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	122,930	18.5%	182
Circuit Bar	26,370	4.0%	109
Community Pub	97,964	14.8%	85
Craft Led	49,491	7.5%	236
Great Pub Great Food	127,510	19.2%	100
High Street Pub	98,497	14.9%	86
Premium Local	57,177	8.6%	49

## Glossary

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.</p> <p>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</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><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															
Polaris Segmentation																
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, 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"
	'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"												
Product needs	<table><tr><td><ul style="list-style-type: none"><li>Fits <b>sustainability</b> values</li><li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and <b>be on trend</b></li><li>Aids being <b>part of the group</b></li><li><b>Discovering</b> new things</li><li><b>Affordable</b></li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>	<ul style="list-style-type: none"><li>Fits <b>sustainability</b> values</li><li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and <b>be on trend</b></li><li>Aids being <b>part of the group</b></li><li><b>Discovering</b> new things</li><li><b>Affordable</b></li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>										
<ul style="list-style-type: none"><li>Fits <b>sustainability</b> values</li><li>Helps them <b>stand out</b> and be seen to be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and <b>be on trend</b></li><li>Aids being <b>part of the group</b></li><li><b>Discovering</b> new things</li><li><b>Affordable</b></li><li><b>Energising</b></li><li><b>Avoids bloating</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol</b> intake</li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>												
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.																