

Catchment Summary - Highlander Birmingham



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

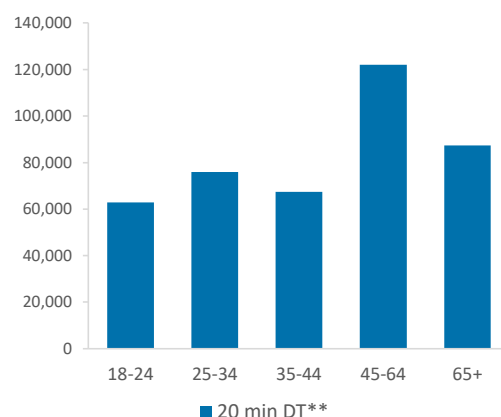
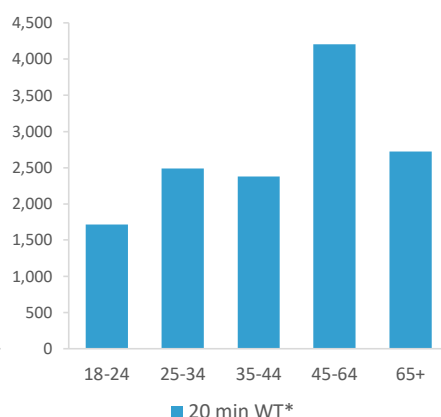
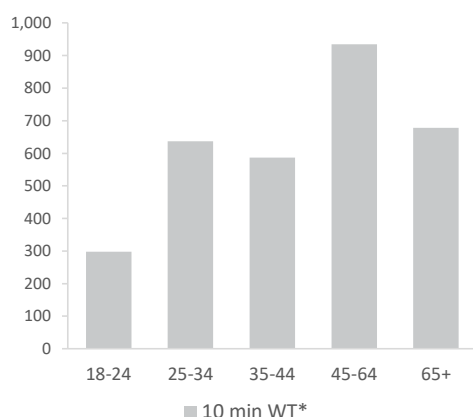
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,271	18,476	535,549	81	127	141
Adults 18+	3,134	13,511	415,596	72	76	139
Competition Pubs	1	5	311	7	16	86
Adults 18+ per Competition Pub	3,134	2,702	1,336	380	327	162
% Adults Likely to Drink	80.4%	80.7%	81.5%	97	98	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	43.8%	33.3%	25.4%	171	130	99
	Medium	45.4%	53.3%	44.0%	115	135	112
	High	10.8%	13.3%	29.0%	32	40	86

*Affluence does not include Not Private Households

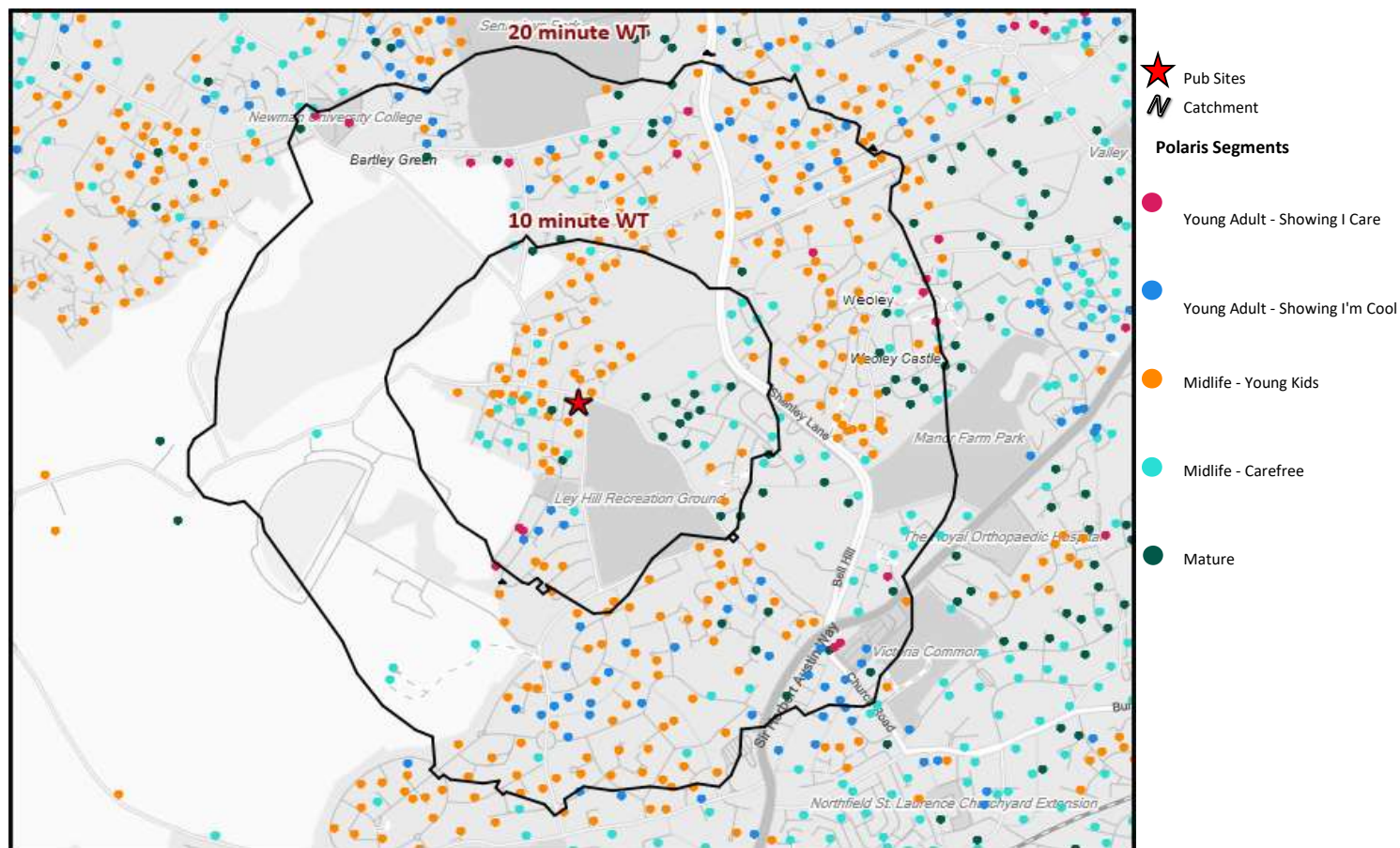
Age Profile	18-24	297	1,713	62,860	86	114	145
	25-34	637	2,490	75,979	112	101	107
	35-44	587	2,378	67,427	107	100	98
	45-64	935	4,206	122,044	86	89	89
	65+	678	2,724	87,286	83	77	85



		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	2,057 (48%)	8,814 (48%)	262,899 (49%)	97	96	99
	Female	2,214 (52%)	9,662 (52%)	272,650 (51%)	103	103	101
Economic Status (16-74)	Employed: Full-time	1,271 (44%)	5,158 (40%)	148,750 (39%)	106	97	93
	Employed: Part-time	387 (13%)	1,755 (14%)	47,321 (12%)	103	106	94
	Self employed	152 (5%)	739 (6%)	29,479 (8%)	55	61	80
	Unemployed	106 (4%)	513 (4%)	12,432 (3%)	155	169	136
	Retired	326 (11%)	1,523 (12%)	49,436 (13%)	82	87	93
	Other	645 (22%)	3,072 (24%)	98,341 (25%)	113	122	129
Total Worker Count		452	2,898	174,236			

See the Glossary page for further information on the above variables

Polaris Summary - Highlander Birmingham

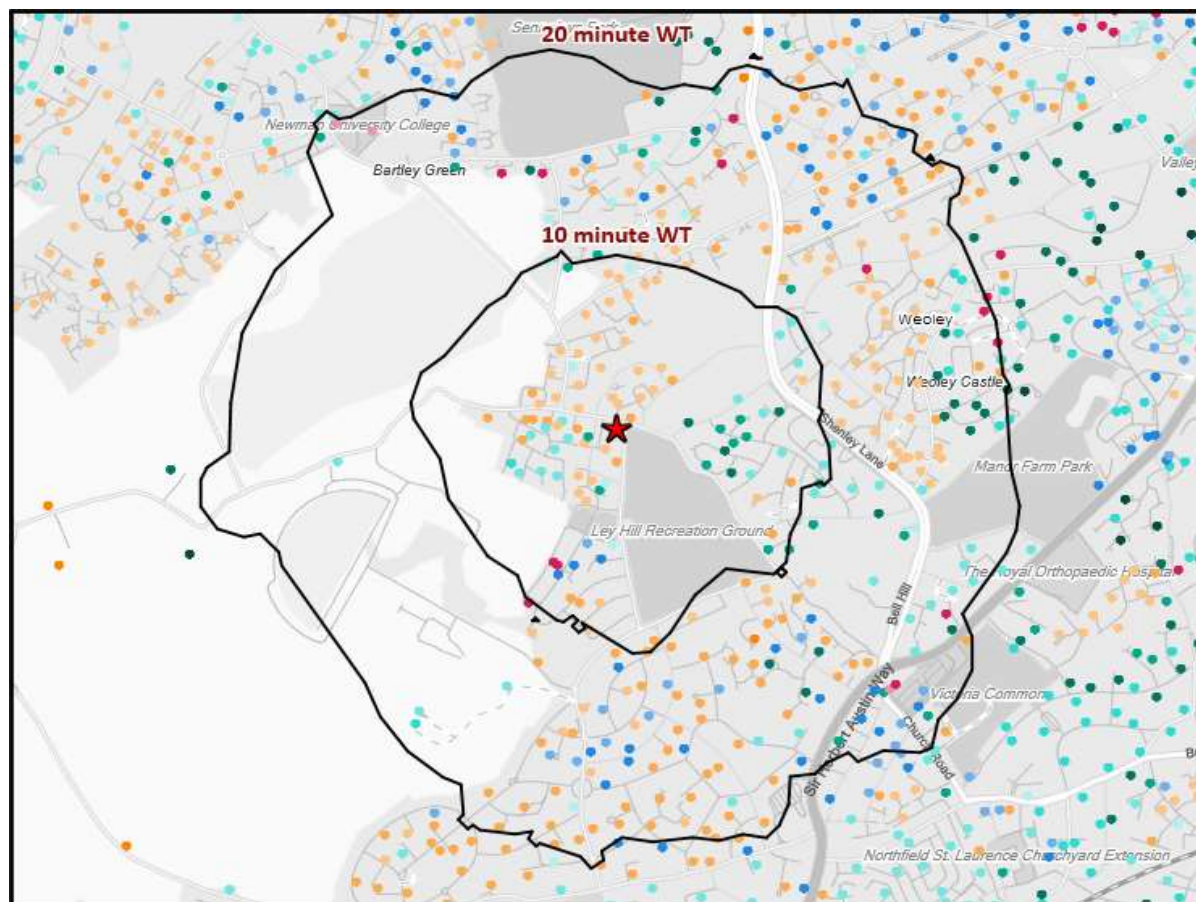


Polaris Profile by Catchment

*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	85	604	65,256	30	50	176
Young Adult - Showing I'm Cool	217	1,570	46,631	75	126	122
Midlife - Young Kids	1,786	7,557	133,627	181	178	102
Midlife - Carefree	671	2,346	85,327	102	83	98
Mature	375	1,422	78,159	43	38	67
Not Private Households	0	12	6,596	0	6	110
Total	3,134	13,511	415,596			

Polaris Summary - Highlander Birmingham



★ 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**
Young Adult - Showing I Care						
Low	0	170	14,658	0	30	84
Medium	0	0	14,718	0	0	260
High	85	434	35,880	81	95	256
Young Adult - Showing I'm Cool						
Low	0	0	276	0	0	6
Medium	11	645	20,341	9	129	132
High	206	925	26,014	147	153	140
Midlife - Young Kids						
Low	1,099	3,313	60,573	316	221	131
Medium	687	4,137	66,915	147	205	108
High	0	107	6,139	0	15	27
Midlife - Carefree						
Low	85	363	12,989	80	79	92
Medium	538	1,689	44,848	256	186	161
High	48	294	27,490	14	20	61
Mature						
Low	188	659	17,023	101	82	69
Medium	187	725	36,236	47	42	69
High	0	38	24,900	0	3	64
Not Private Households	0	12	6,596	0	6	110
Total	3,134	13,511	415,596			

Transactional Data Summary - Highlander Birmingham



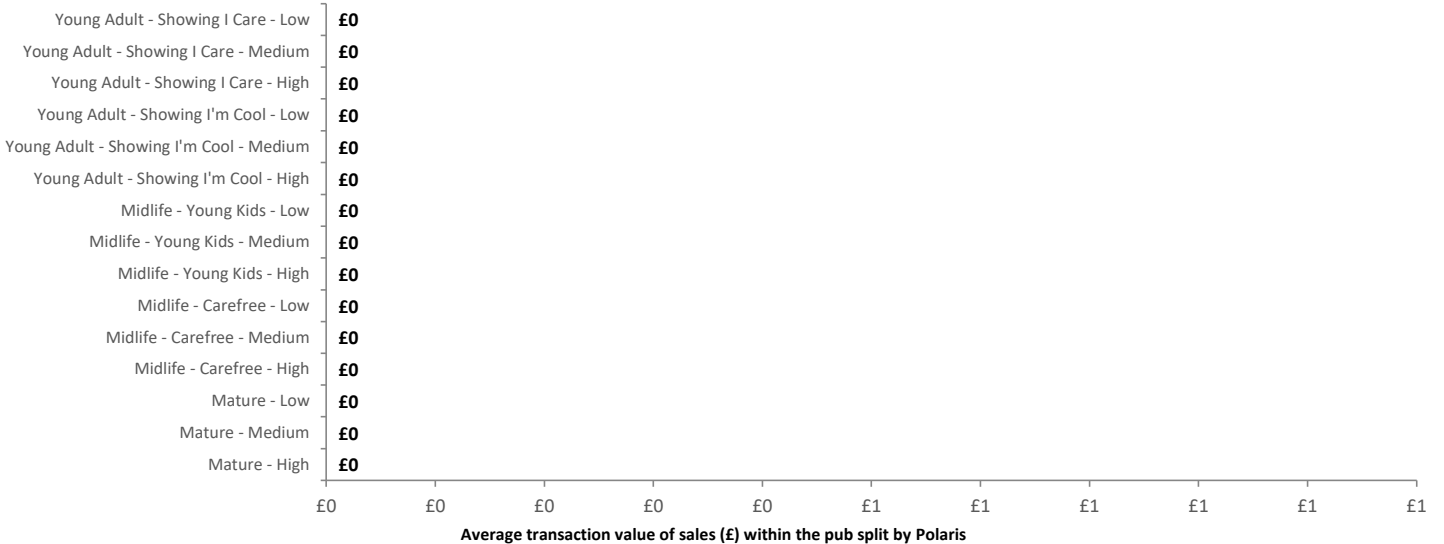
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Spend by Polaris

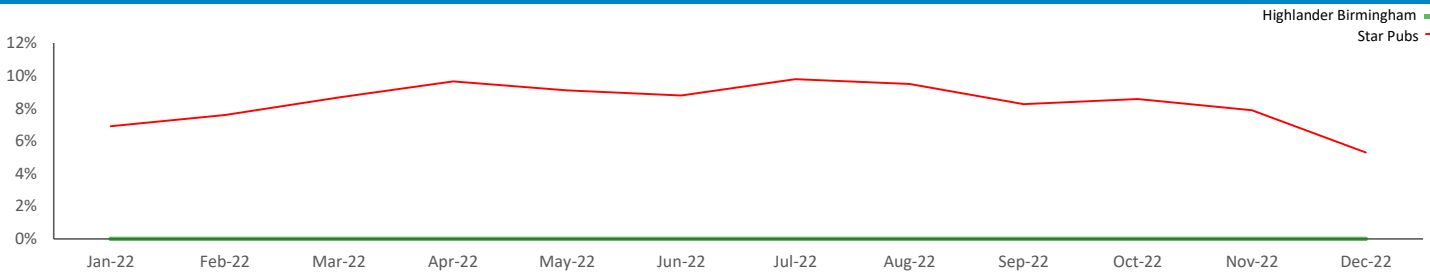
GB %



Average Transaction Values (£) by Polaris

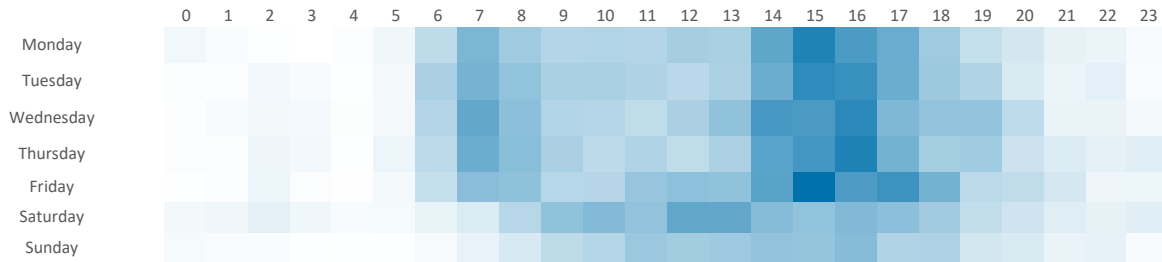


Spend by Month



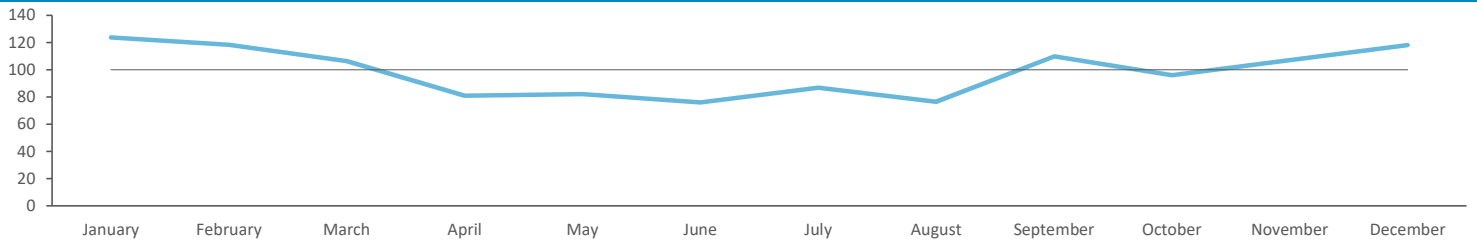
Mobile Data Summary - Highlander Birmingham

Time of Day/Day of Week



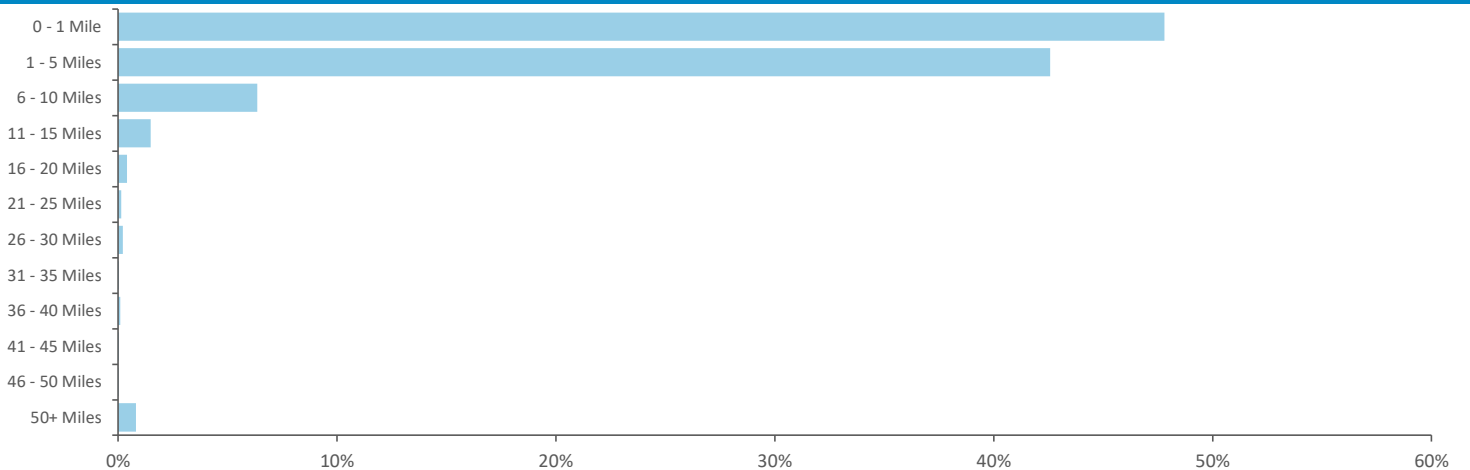
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



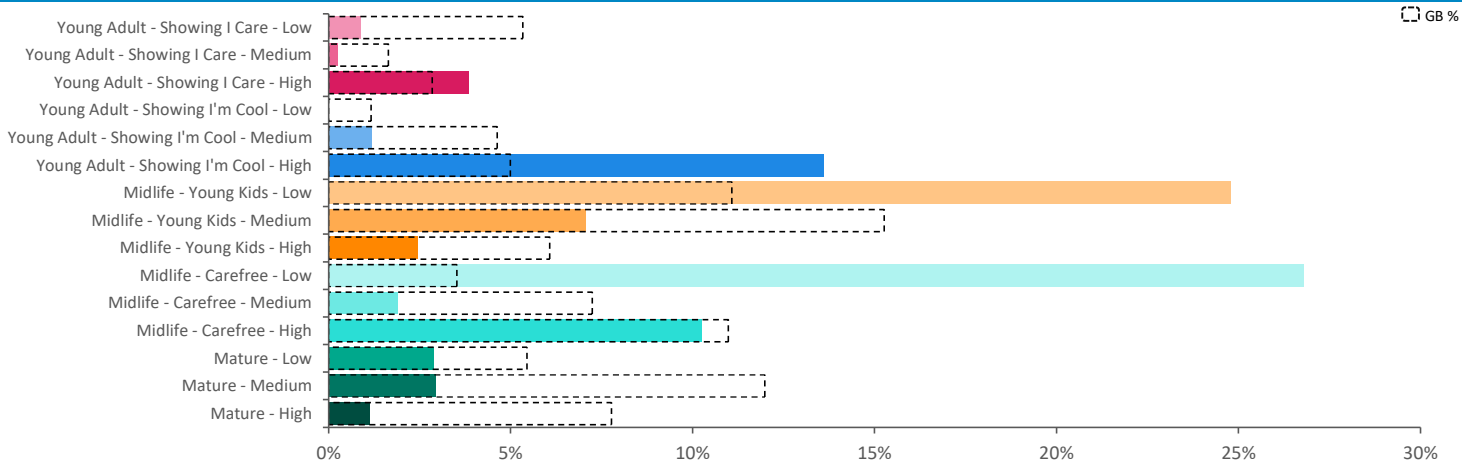
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



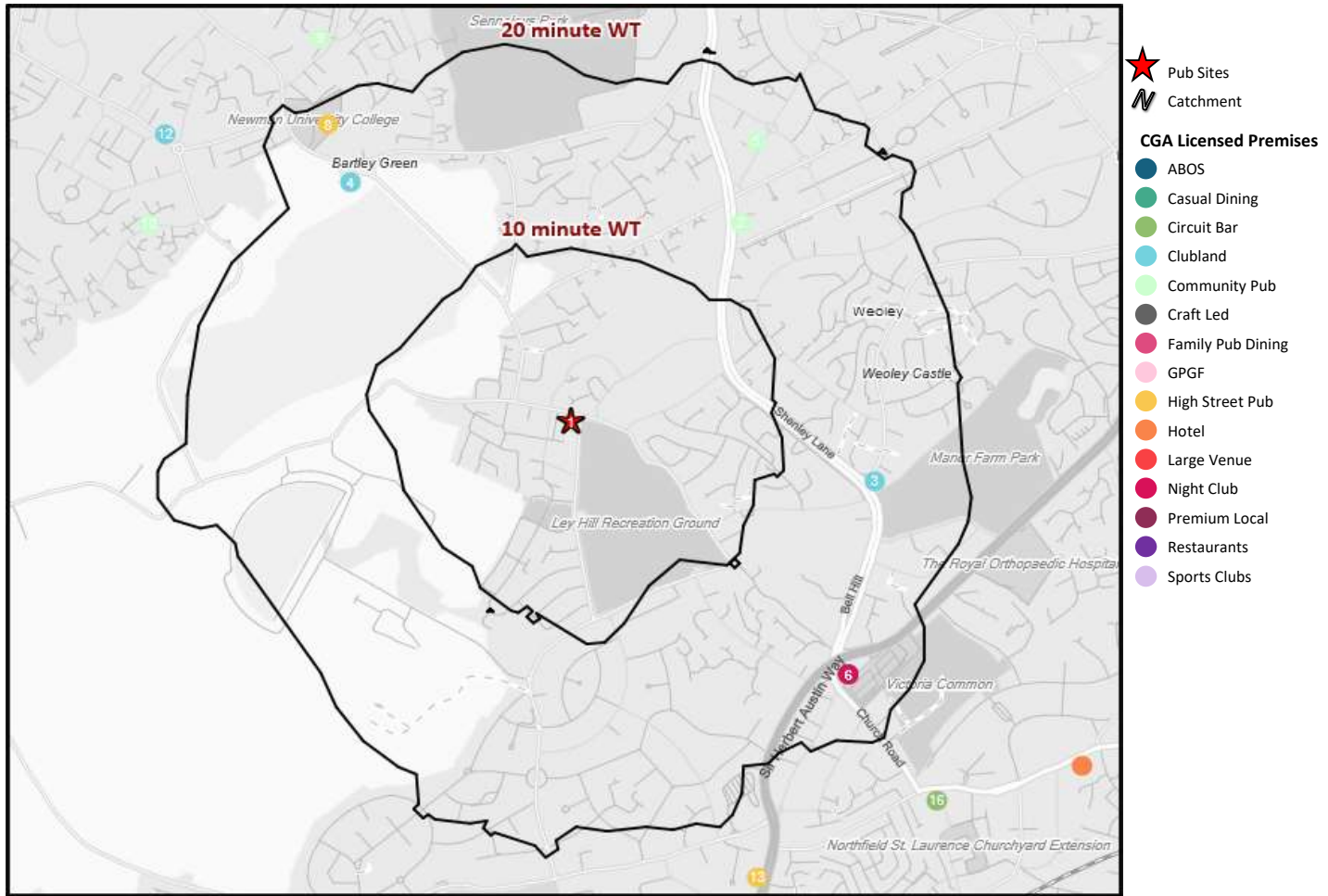
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

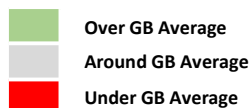
CGA Summary - Highlander Birmingham



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Highlander	B 31 1TN	Star Pubs & Bars	Community Pub	0.0
2	Weoley Castle Pub	B 29 4HA	Independent Free	Community Pub	0.6
3	Shenley Lane Comm Association & Sports Centre	B 29 4HZ	Independent Free	Clubland	0.6
4	Bartley Sailing & Water Sport Centre	B 32 3NU	Independent Free	Clubland	0.7
5	Weoley Castle	B 29 5LX	Stonegate Pub Company	Community Pub	0.7
6	Omar Khayam	B 31 2JT	Independent Free	Restaurants	0.8
6	Medleys	B 31 2JT	Independent Free	Night Club	0.8
8	Newman University College	B 32 3NT	Independent Free	High Street Pub	0.8
9	Cock Inn	B 32 3LE	Unknown	Community Pub	1.0
10	Balmoral	B 32 4JH	Independent Free	Community Pub	1.0
11	Bartley Green Football Club	B 32 3LD	Independent Free	Clubland	1.0
12	Bartley Green Social Club	B 32 4ES	Independent Free	Clubland	1.0
13	Black Horse	B 31 2QT	Wetherspoons GB	High Street Pub	1.0
14	Castle Bingo Club	B 29 5TY	Castle Leisure Ltd	Large Venue	1.1
14	Weoley Castle Working Mens Club	B 29 5TY	Independent Free	Clubland	1.1
16	Great Stone Inn	B 31 2LU	Stonegate Pub Company	Circuit Bar	1.1
17	Quarry Sport & Social Club	B 31 2PY	Independent Free	Clubland	1.2
18	Longbridge Social Club	B 31 2QU	Independent Free	Clubland	1.2

Per Pub Analysis - Highlander Birmingham

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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+	3,134	13,511	415,596
Number of Competition Pubs	1	5	311
Adults 18+ per Competition Pub	3,134	2,702	1,336

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	272	8.7%	85
Circuit Bar	107	3.4%	94
Community Pub	813	25.9%	149
Craft Led	90	2.9%	90
Great Pub Great Food	256	8.2%	43
High Street Pub	744	23.7%	137
Premium Local	230	7.3%	42

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,605	11.9%	117
Circuit Bar	699	5.2%	141
Community Pub	2,860	21.2%	122
Craft Led	567	4.2%	133
Great Pub Great Food	1,449	10.7%	56
High Street Pub	2,823	20.9%	121
Premium Local	1,443	10.7%	61

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	51,884	12.5%	122
Circuit Bar	16,078	3.9%	106
Community Pub	68,678	16.5%	95
Craft Led	20,012	4.8%	152
Great Pub Great Food	71,653	17.2%	90
High Street Pub	68,020	16.4%	94
Premium Local	54,838	13.2%	75

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 & 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 Lifestyle, Energy Levels and Demand.																									
	<table><tr><td></td><td>'Showing I Care' Young Adults</td><td>'Showing I'm Cool' Young Adults</td><td>Midlife 'Parents'</td><td>Midlife 'Carefree'</td><td>Mature</td></tr><tr><td></td><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>Consumer insight</td><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><tr><td>Product needs</td><td><ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</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	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	<ul style="list-style-type: none">Fits sustainability valuesHelps them stand out and be seen to be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendAids being part of the groupDiscovering new thingsAffordableEnergisingAvoids bloating	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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.																									