

# Catchment Summary - Railway Lye



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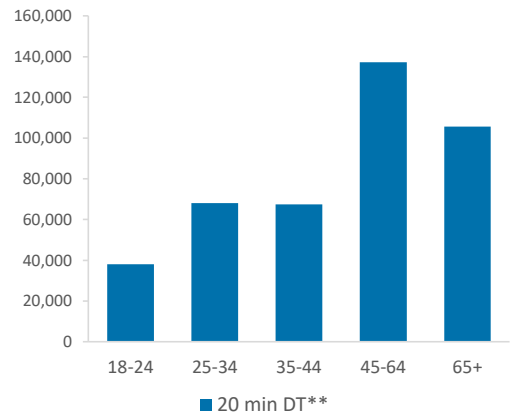
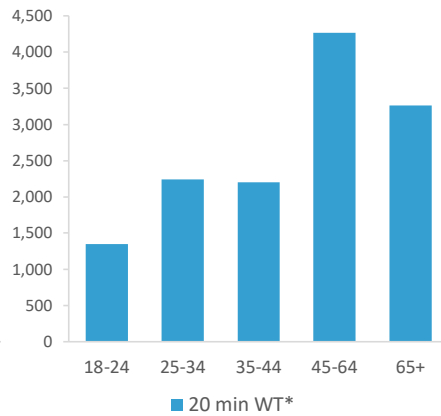
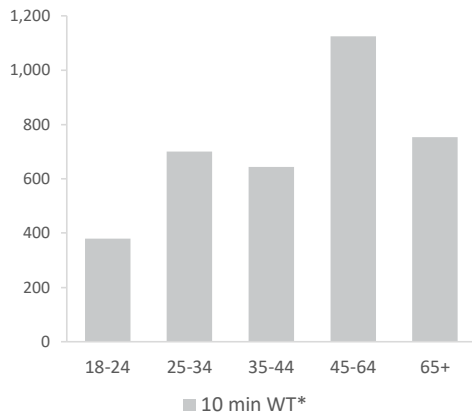
■	Over GB Average
■	Around GB Average
■	Under GB Average

\*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	4,816	17,246	534,901	91	118	141	
Adults 18+	3,604	13,329	416,494	83	75	139	
Competition Pubs	9	13	492	60	41	136	
Adults 18+ per Competition Pub	400	1,025	847	49	124	103	
% Adults Likely to Drink	79.8%	80.8%	81.9%	97	98	99	
Affluence	Low	34.8%	21.9%	28.3%	136	85	110
	Medium	53.9%	59.2%	48.4%	137	151	123
	High	11.3%	18.2%	22.2%	34	54	66
Age Profile	18-24	380	1,351	38,058	97	97	88
	25-34	701	2,245	68,123	110	98	96
	35-44	644	2,202	67,457	104	99	98
	45-64	1,125	4,265	137,244	91	97	100
	65+	754	3,266	105,612	82	99	103

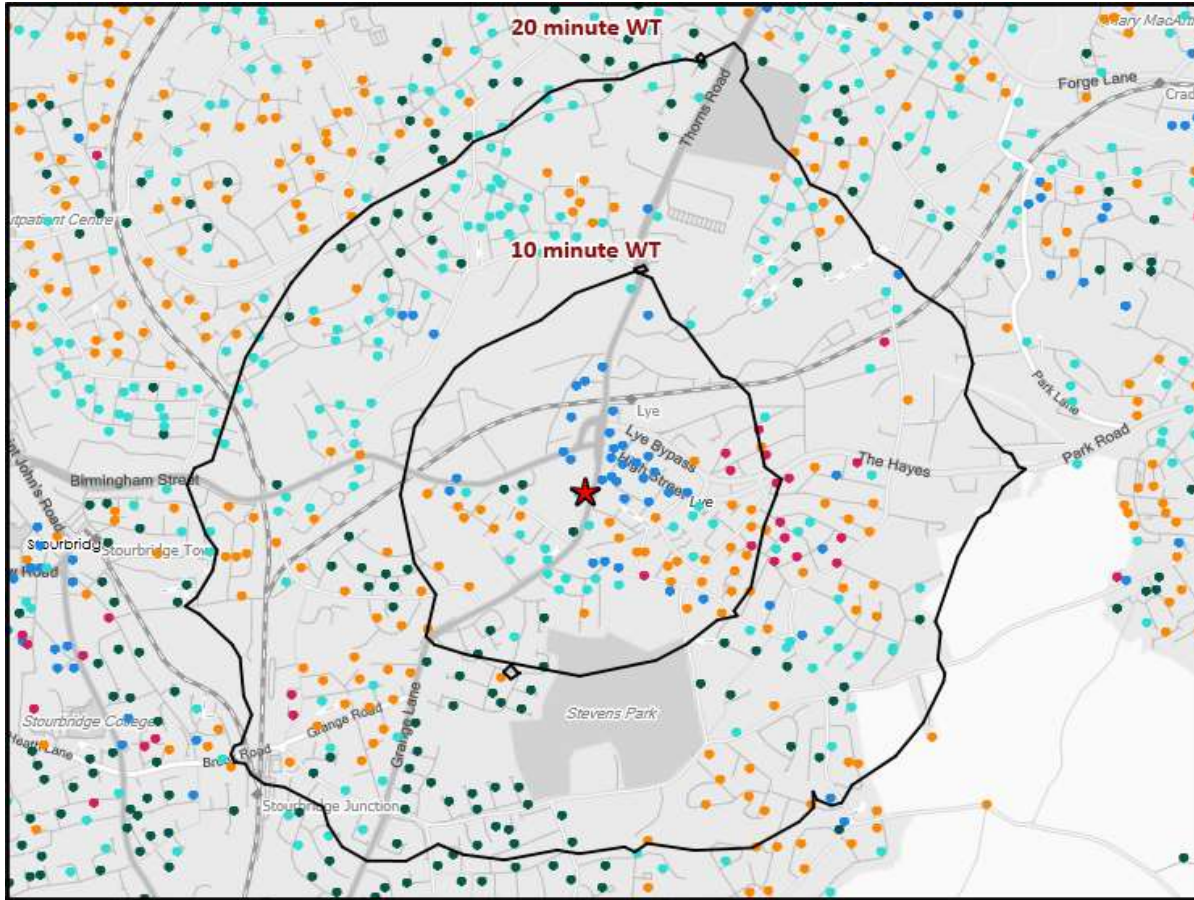
Population & Adults 18+ index is based on all pubs

\*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	2,407 (50%)	8,631 (50%)	263,096 (49%)	101	101	99
	Female	2,409 (50%)	8,615 (50%)	271,805 (51%)	99	99	101
Economic Status (16-74)	Employed: Full-time	1,177 (35%)	4,575 (37%)	153,350 (41%)	83	89	98
	Employed: Part-time	372 (11%)	1,624 (13%)	53,373 (14%)	84	101	109
	Self employed	287 (8%)	1,092 (9%)	28,366 (8%)	88	92	79
	Unemployed	177 (5%)	452 (4%)	12,058 (3%)	219	154	135
	Retired	445 (13%)	1,942 (16%)	59,041 (16%)	95	114	114
	Other	950 (28%)	2,677 (22%)	70,673 (19%)	141	110	95
Total Worker Count	1,728	4,919	224,223				

See the Glossary page for further information on the above variables

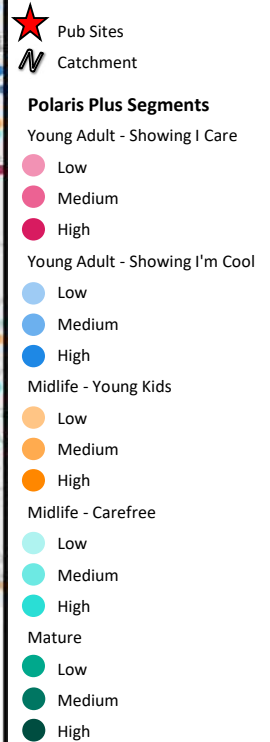
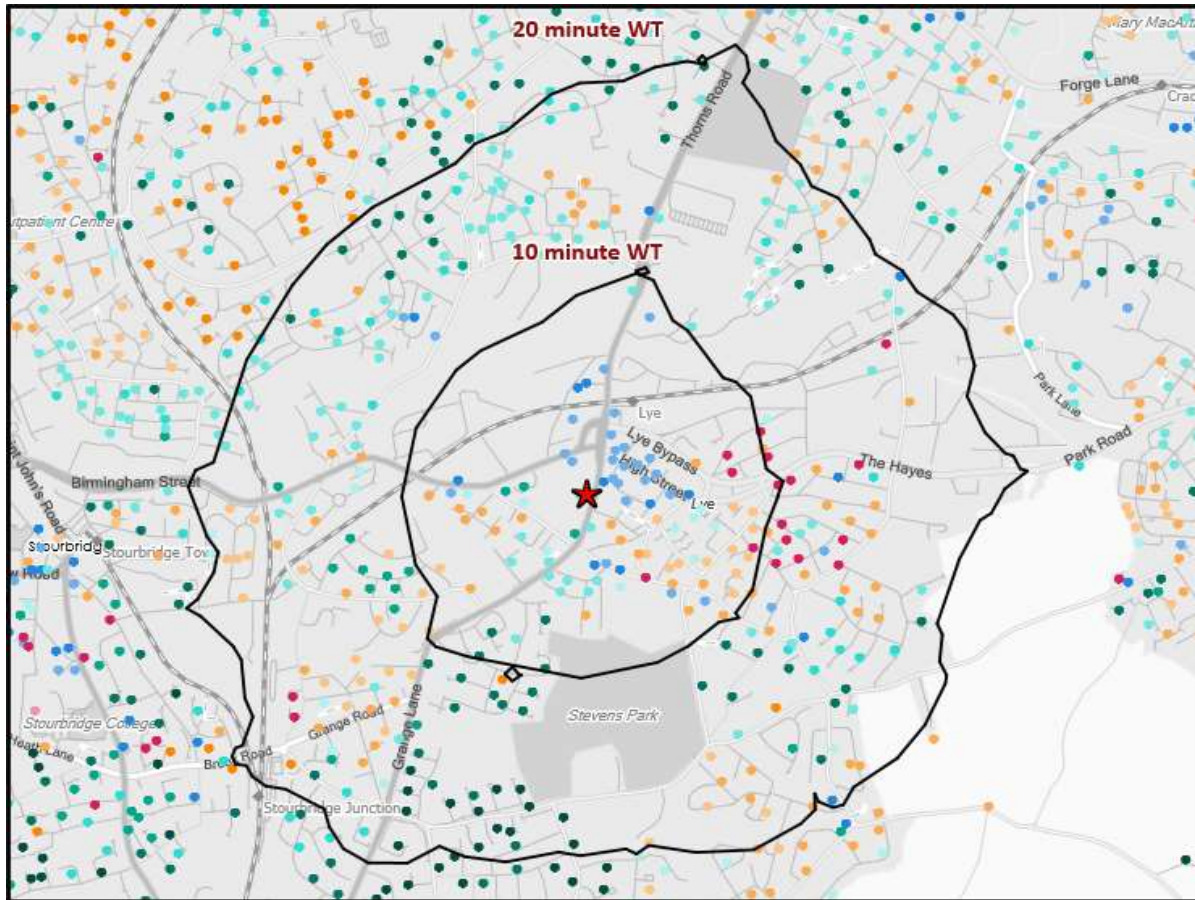


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	205	721	10,264	64	61	28
Young Adult - Showing I'm Cool	629	1,003	29,135	190	82	76
Midlife - Young Kids	1,254	4,396	150,154	111	105	115
Midlife - Carefree	897	4,770	109,419	118	170	125
Mature	619	2,360	113,197	61	63	97
<b>Not Private Households</b>	0	79	4,325	0	41	72
<b>Total</b>	3,604	13,329	416,494			



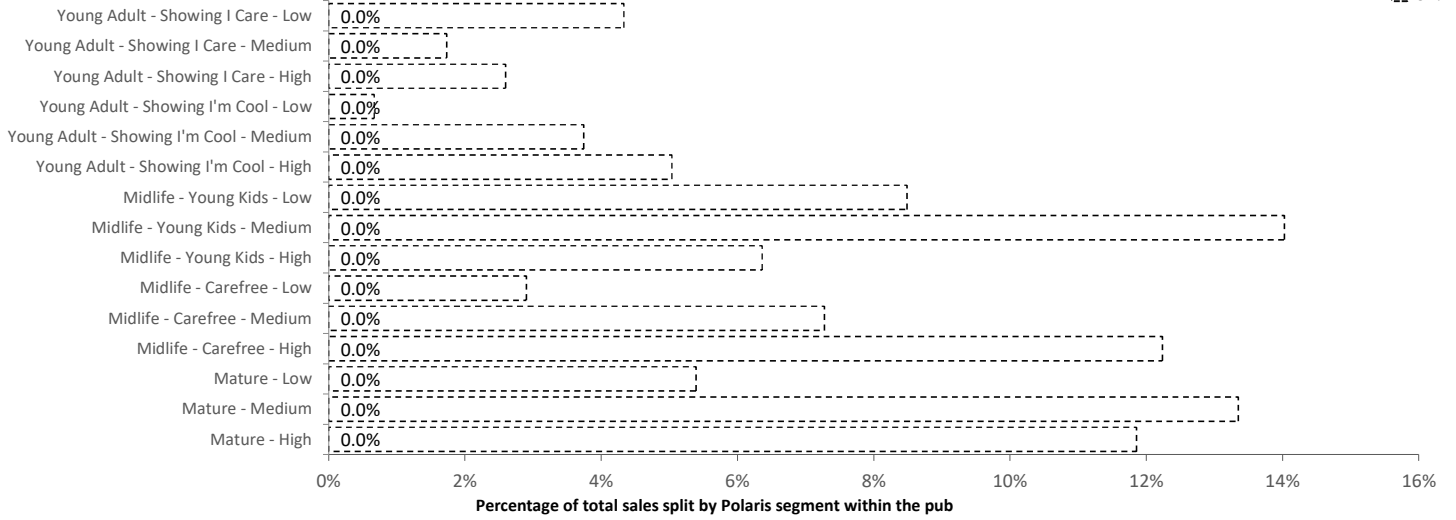
Polaris Plus Profile by Catchment

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

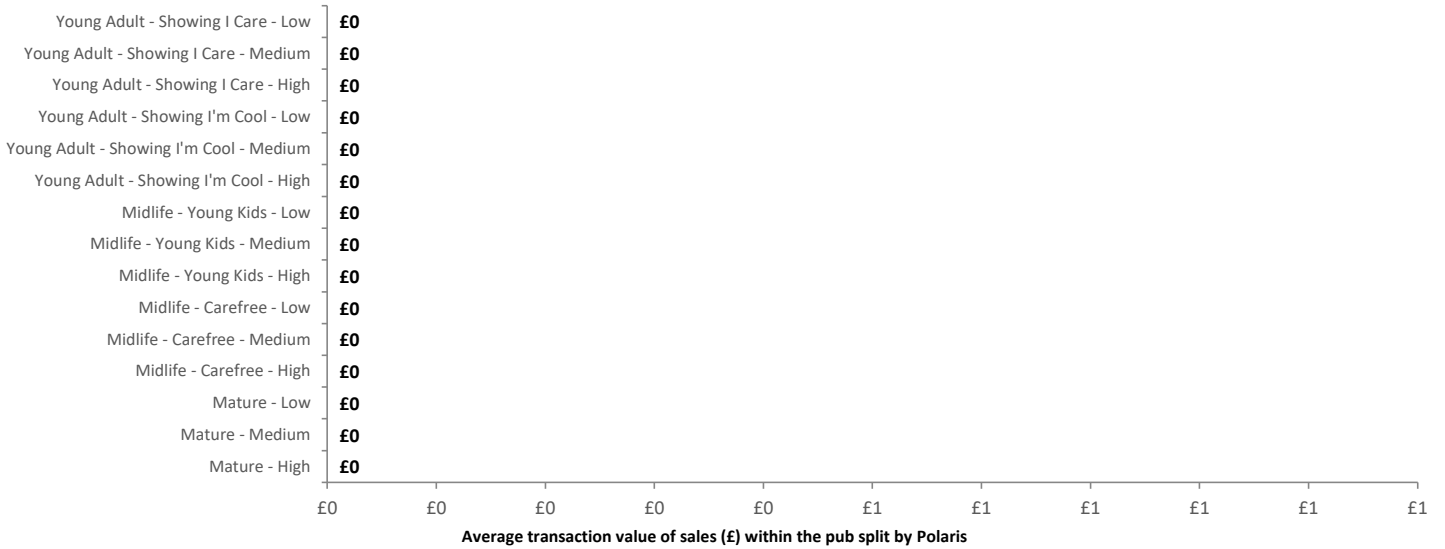
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	0	0	359	0	0	2
Medium	0	0	0	0	0	0
High	205	721	9,905	169	161	71
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	447	665	14,232	335	135	92
High	182	338	14,903	113	57	80
<b>Midlife - Young Kids</b>						
Low	590	1,576	66,638	147	106	144
Medium	643	2,692	70,773	120	135	114
High	21	128	12,743	11	18	57
<b>Midlife - Carefree</b>						
Low	489	825	23,071	399	182	163
Medium	408	2,860	59,263	169	319	212
High	0	1,085	27,085	0	75	60
<b>Mature</b>						
Low	176	522	27,971	82	66	113
Medium	443	1,679	57,434	97	100	109
High	0	159	27,792	0	13	71
<b>Not Private Households</b>	0	79	4,325	0	41	72
<b>Total</b>	3,604	13,329	416,494			

Spend by Polaris

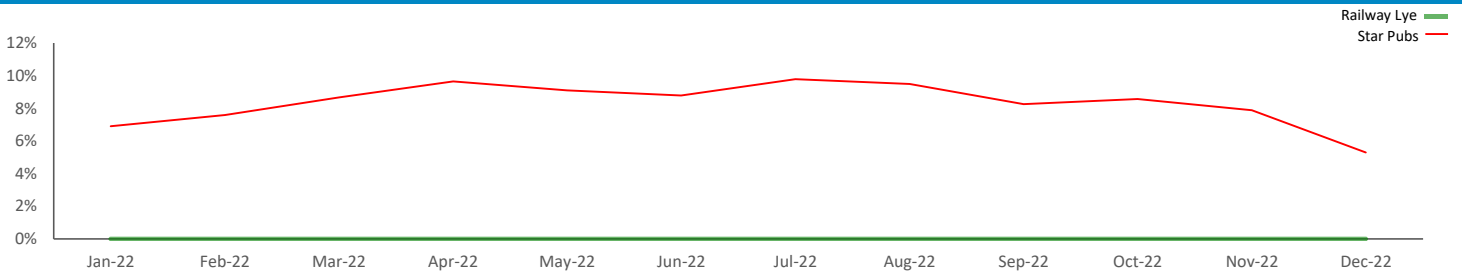
GB %



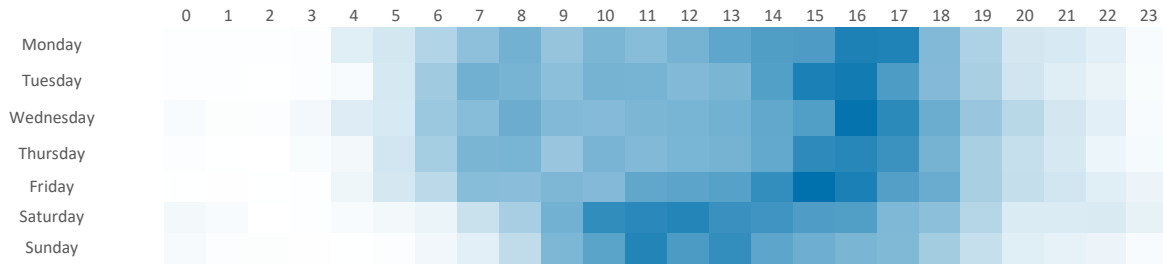
Average Transaction Values (£) by Polaris



Spend by Month

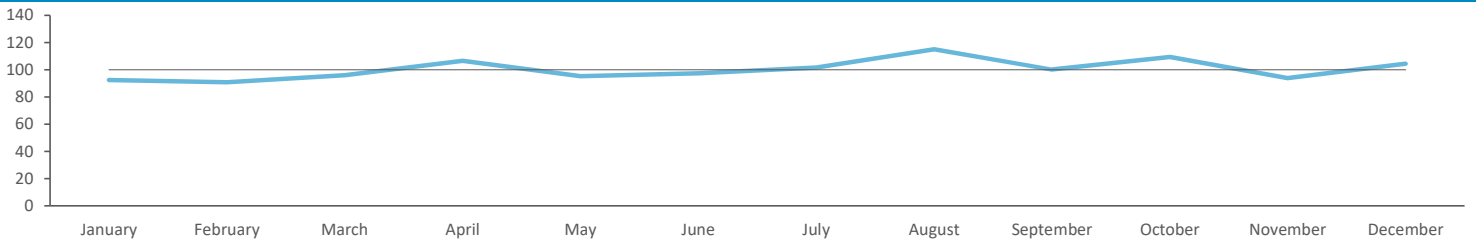


Time of Day/Day of Week



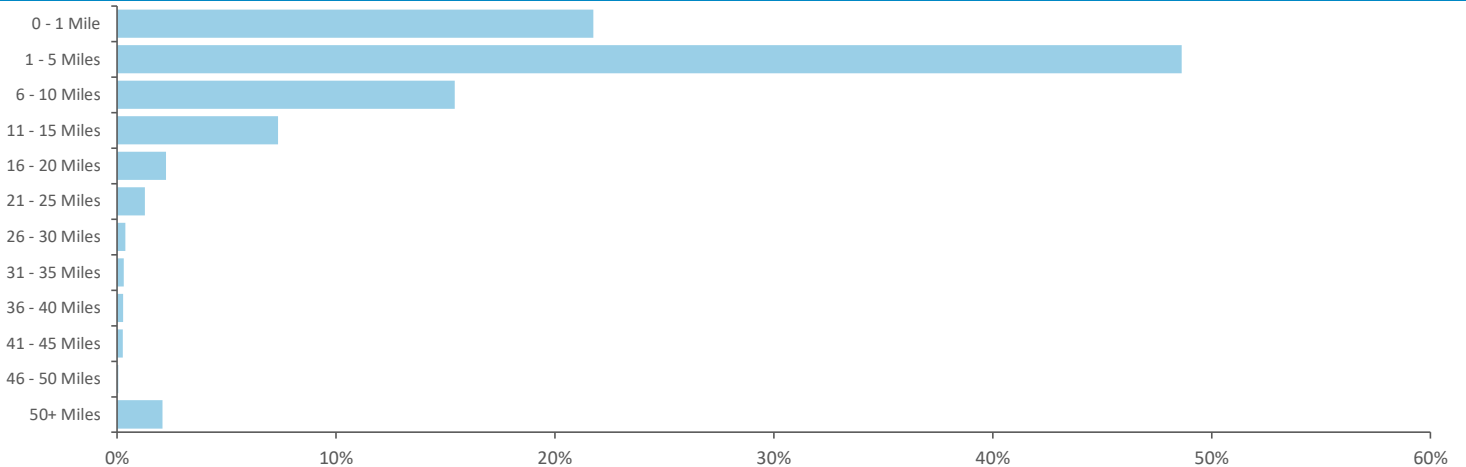
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



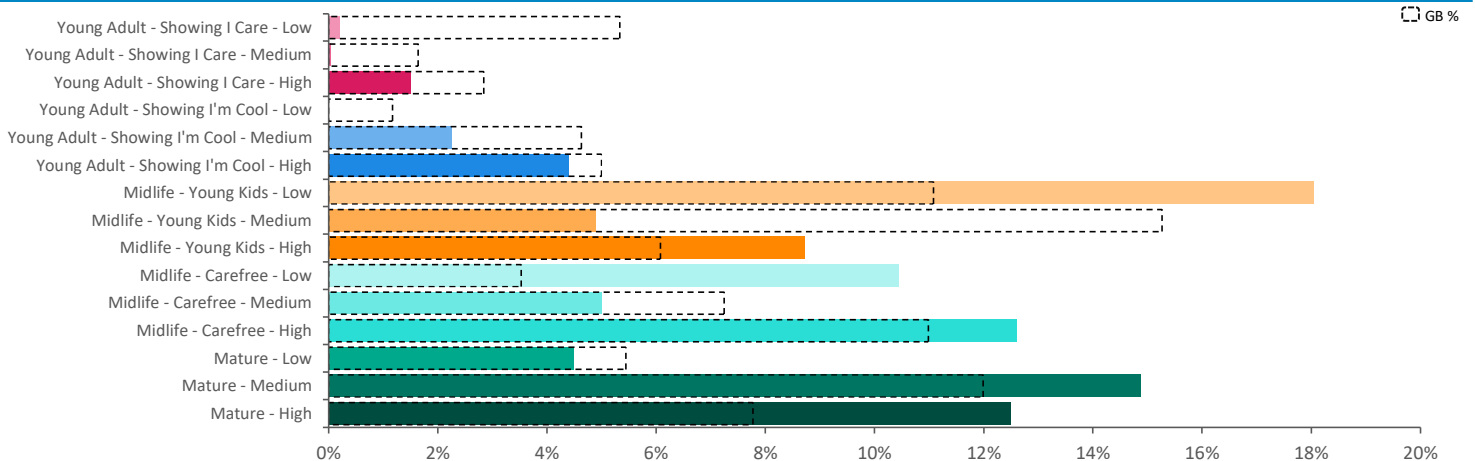
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

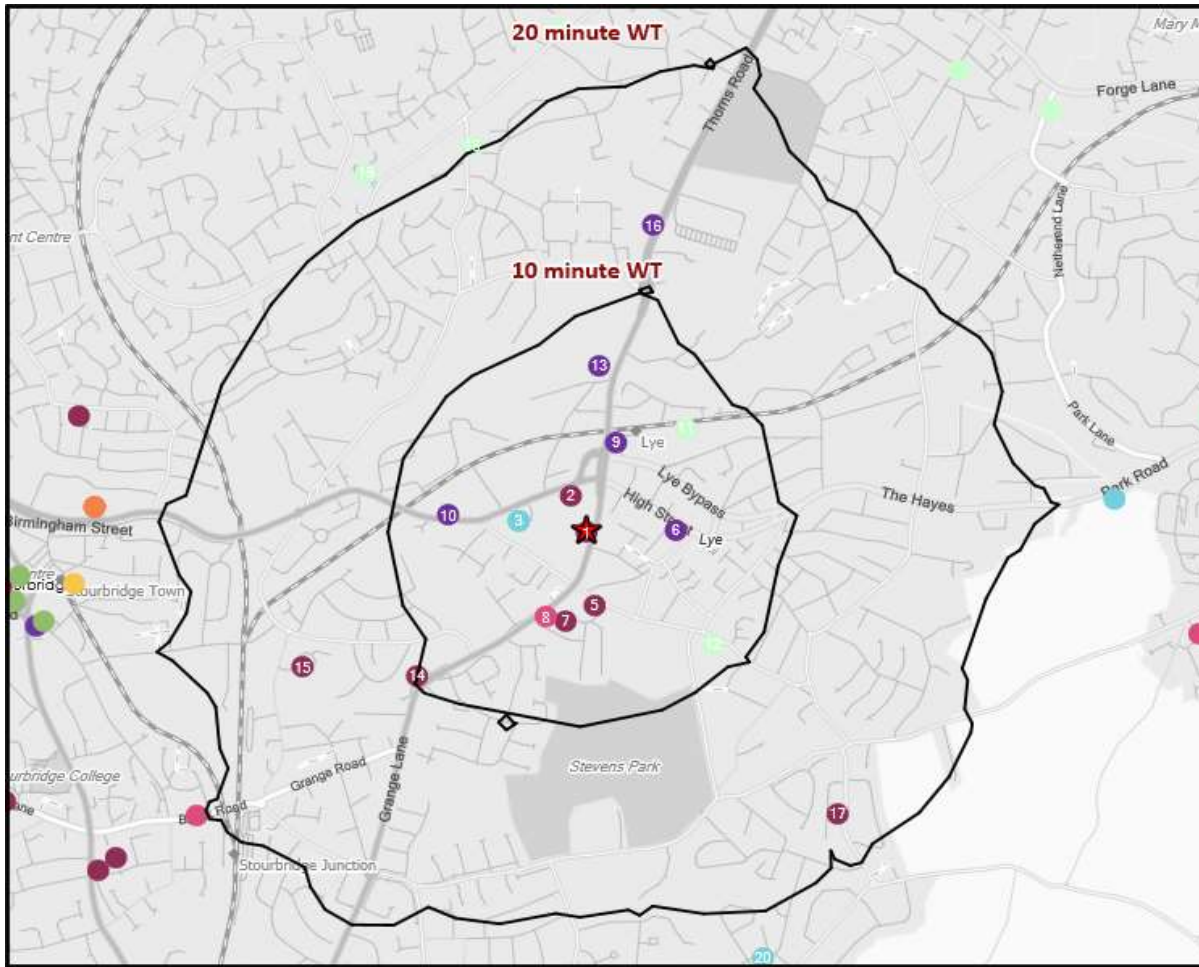


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

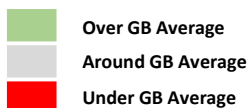
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Railway	DY 9 8DJ	Star Pubs & Bars	Premium Local	0.0
2	Windsor Castle	DY 9 7DG	Sadlers Ales	Premium Local	0.1
3	Lye Town Football & Social Club	DY 9 7DH	Independent Free	Clubland	0.1
3	Lye Cricket Social Club	DY 9 7DH	Independent Free	Clubland	0.1
5	Holly Bush	DY 9 8AB	Admiral Taverns Ltd	Premium Local	0.1
6	Spice Village	DY 9 8LN	Independent Free	Restaurants	0.2
7	Fox Inn	DY 9 7EW	Marston's	Premium Local	0.2
8	Shovel	DY 9 7DZ	Independent Free	Family Pub Dining	0.2
9	Malik's Restaurant	DY 9 8ET	Independent Free	Restaurants	0.2
10	Rainbow Palace	DY 9 7BU	Independent Free	Restaurants	0.3
11	Sadler's Brewhouse & Bar	DY 9 8ER	Sadlers Ales	Community Pub	0.3
12	Top Bell	DY 9 8AS	Punch Pub Company	Community Pub	0.3
13	Tiffins	DY 9 8EA	Independent Free	Restaurants	0.3
14	Hadcroft	DY 9 7HJ	Marston's	Premium Local	0.4
15	Badelynge Bar	DY 9 7ND	Independent Free	Premium Local	0.6
16	Koyla Kitchen	DY 5 2JY	Independent Free	Restaurants	0.6
17	Hare And Hounds	DY 9 9AB	Admiral Taverns Ltd	Premium Local	0.7
18	Raven	DY 5 2RB	Star Pubs & Bars	Community Pub	0.8
19	Birch Tree	DY 5 2PS	Punch Pub Company	Community Pub	0.8
20	Beech Tree Social Welfare Club	DY 9 9BY	Independent Free	Clubland	0.9

# Per Pub Analysis - Railway Lye



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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+	3,604	13,329	416,494
Number of Competition Pubs	9	13	492
Adults 18+ per Competition Pub	400	1,025	847

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	373	10.4%	102
Circuit Bar	150	4.2%	113
Community Pub	627	17.4%	100
Craft Led	166	4.6%	146
Great Pub Great Food	385	10.7%	56
High Street Pub	645	17.9%	103
Premium Local	360	10.0%	57

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,226	9.2%	90
Circuit Bar	476	3.6%	97
Community Pub	2,033	15.3%	88
Craft Led	428	3.2%	102
Great Pub Great Food	1,735	13.0%	68
High Street Pub	2,001	15.0%	87
Premium Local	1,665	12.5%	71

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	33,881	8.1%	80
Circuit Bar	13,226	3.2%	87
Community Pub	77,629	18.6%	107
Craft Led	10,302	2.5%	78
Great Pub Great Food	60,321	14.5%	76
High Street Pub	75,000	18.0%	104
Premium Local	59,478	14.3%	81

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 &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																		
<b>Polaris Segmentation</b>																			
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: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Nothing too flashy as I still have the rent to pay."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"I'm comfortable with my own choices and mostly stick to what I know and like. 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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
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.																			
<b>Transactional data</b>																			
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.																			