

Catchment Summary - Oaklands Derby



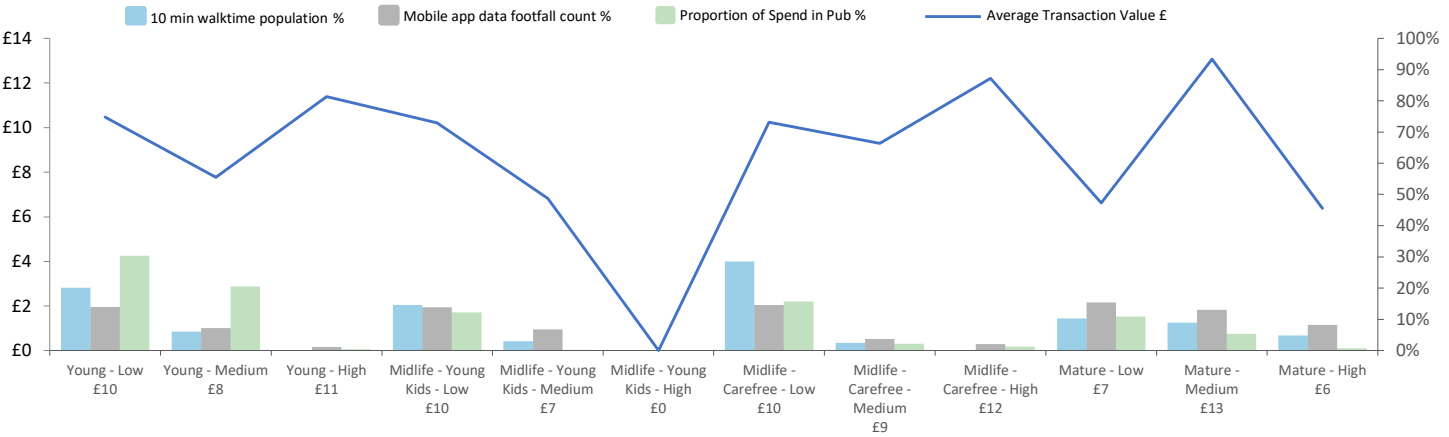
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627219	Oaklands Derby	DE23 2QL	Star Pubs & Bars	Community Pub	12



- ★ Pub Sites
- ⌂ Catchments
- 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 - Oaklands Derby

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	Over GB Average
	Around GB Average
	Under GB Average

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

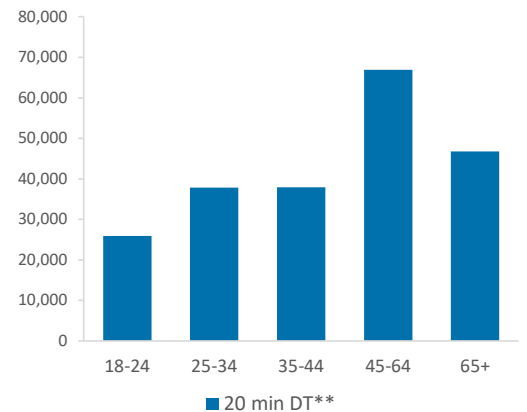
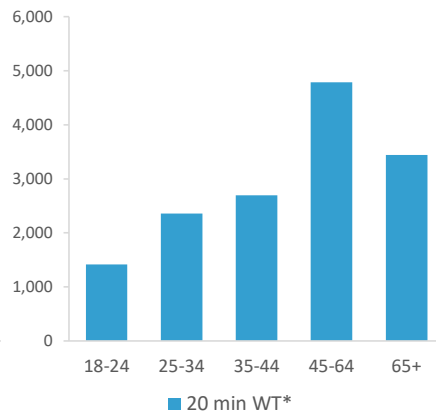
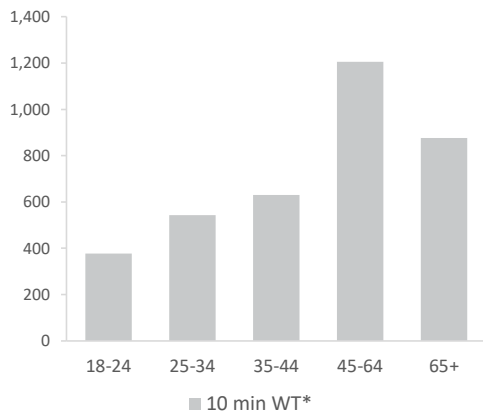
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,669	19,102	276,770	87	103	63
Adults 18+	3,634	14,694	215,285	81	96	62
Competition Pubs	2	7	243	11	19	58
Adults 18+ per Competition Pub	1,817	2,099	886	212	244	103
% Adults Likely to Drink	75.6%	75.1%	72.9%	99	99	96

Population & Adults 18+ index is based on all pubs

Affluence	Low	73.4%	63.0%	44.6%	221	189	134
	Medium	20.5%	25.4%	38.2%	54	67	100
	High	4.9%	10.7%	16.2%	18	39	59

\*Affluence does not include Not Private Households

Age Profile	18-24	378	1,418	25,883	99	91	115
	25-34	543	2,354	37,825	87	92	102
	35-44	630	2,693	37,876	102	106	103
	45-64	1,206	4,784	66,919	101	97	94
	65+	877	3,445	46,782	98	94	88



		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	2,302 (49%)	9,280 (49%)	136,909 (49%)	101	99	101
	Female	2,367 (51%)	9,822 (51%)	139,861 (51%)	99	101	99
Economic Status (16+)	Employed: Full-time	1,224 (33%)	5,307 (35%)	78,080 (35%)	95	101	102
	Employed: Part-time	493 (13%)	1,898 (12%)	26,818 (12%)	111	105	101
	Self employed	311 (8%)	1,140 (7%)	15,958 (7%)	90	81	78
	Unemployed	123 (3%)	475 (3%)	6,676 (3%)	119	113	109
	Full-time student	98 (3%)	323 (2%)	6,798 (3%)	110	89	129
	Retired	764 (20%)	3,223 (21%)	44,857 (20%)	93	97	92
	Other	728 (19%)	2,841 (19%)	43,294 (19%)	112	107	112
Total Worker Count		680	2,735	138,736			

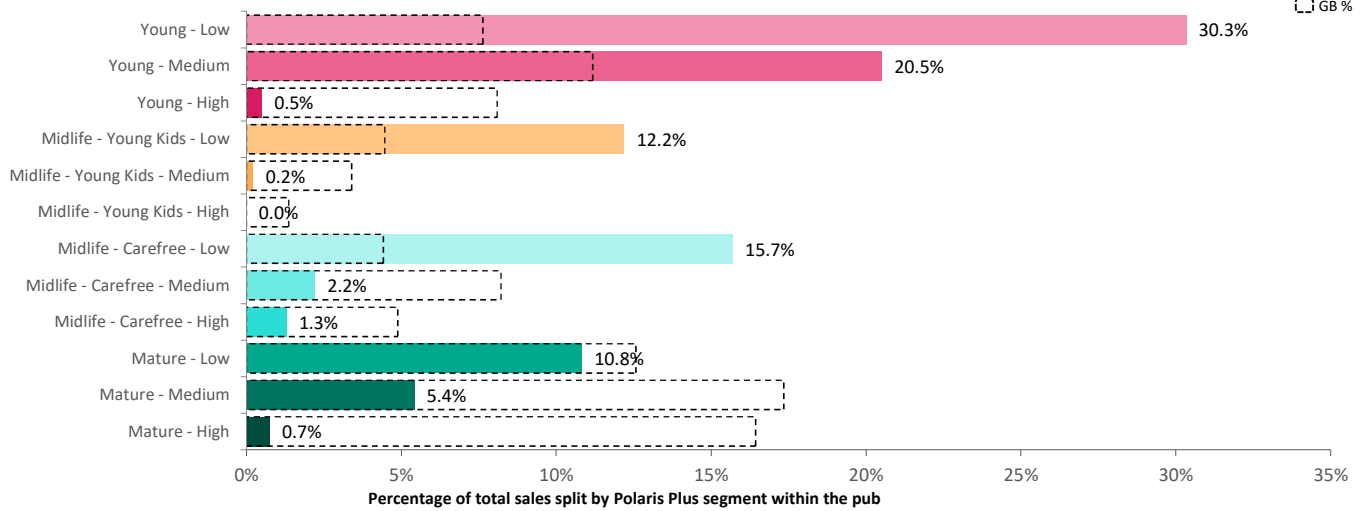
See the Glossary page for further information on the above variables

# Transactional Data Summary - Oaklands Derby

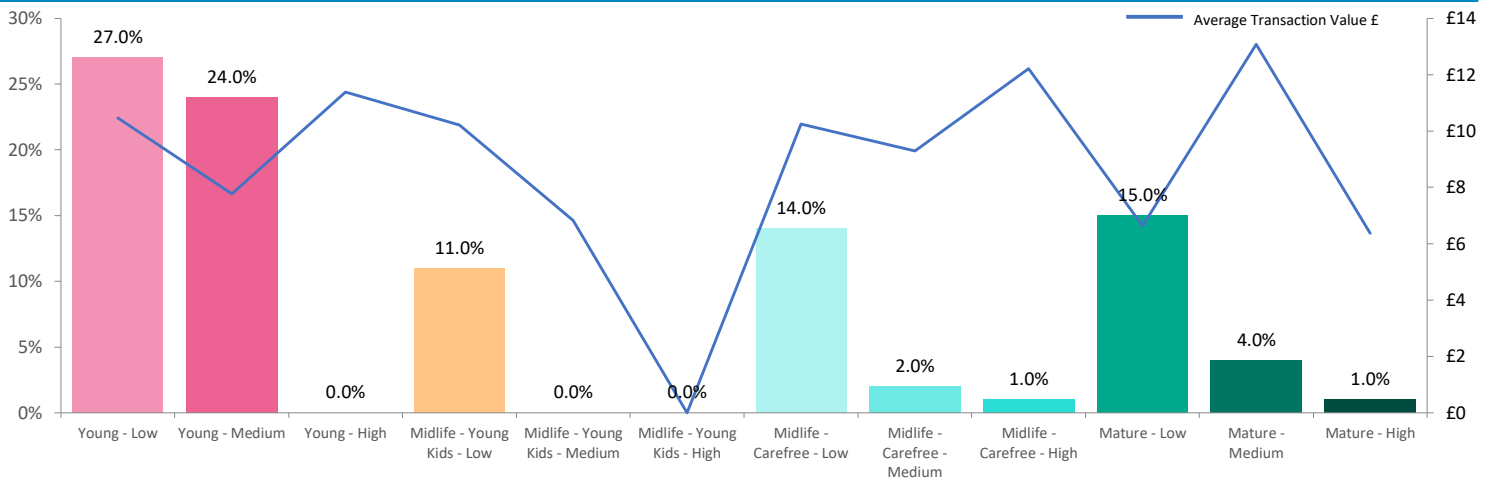


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## Spend by Polaris Plus

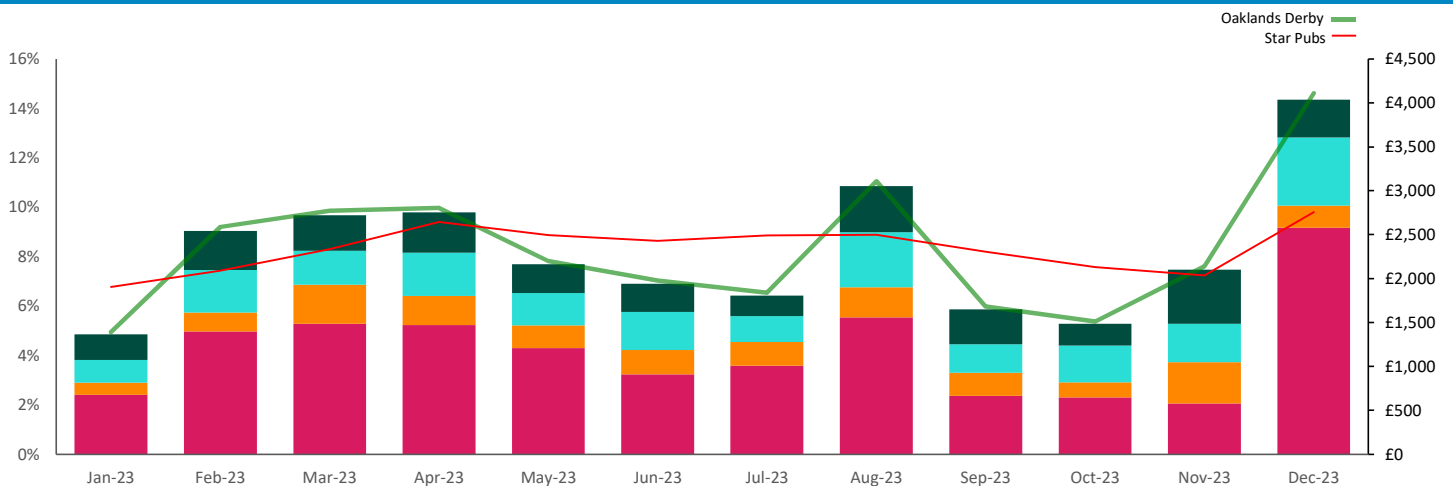


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

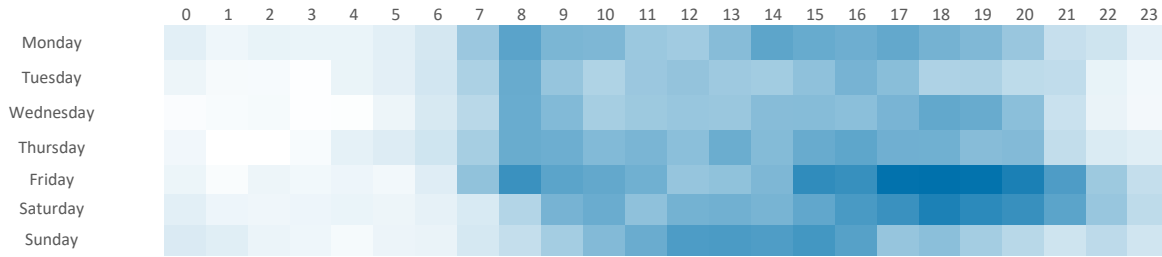
### Spend by Month and Polaris



### Seasonality of the spend split by month

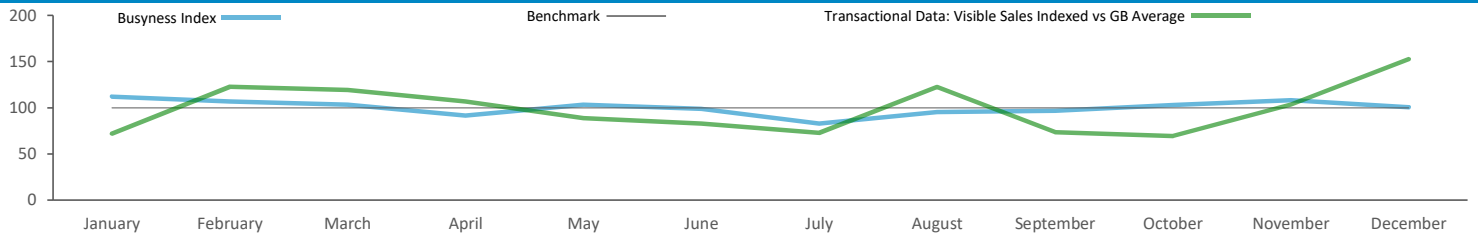
## Mobile Data Summary - Oaklands Derby

## Time of Day/Day of Week



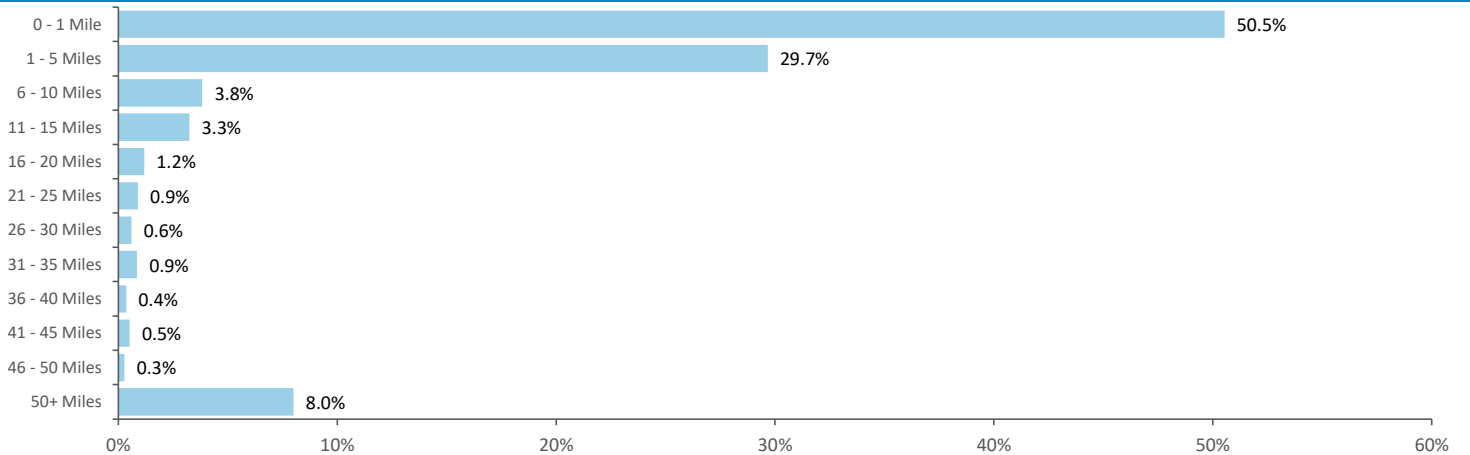
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

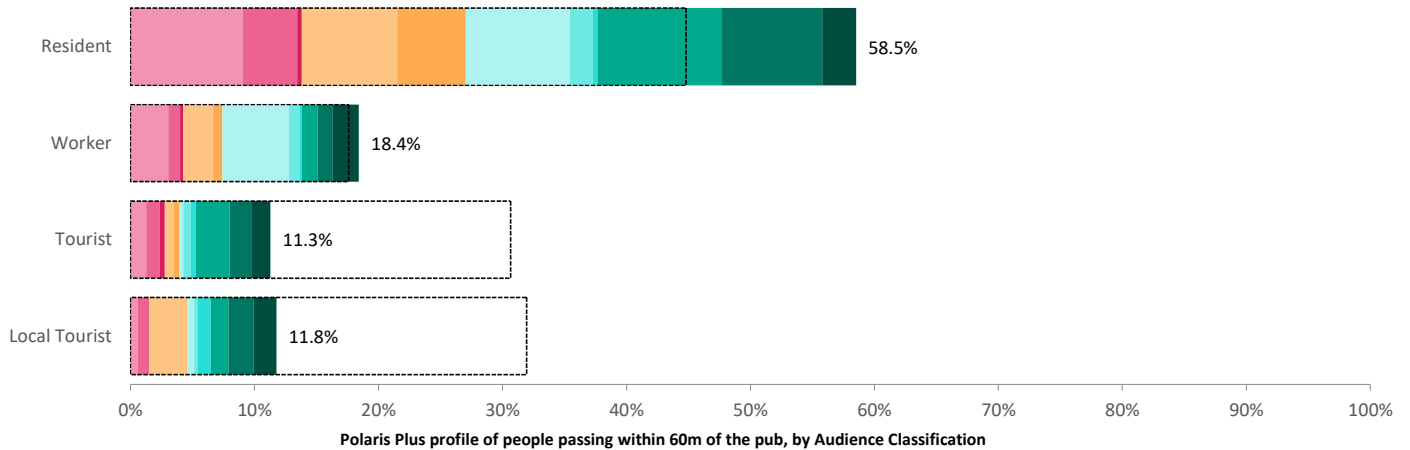
## Distance from Home



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

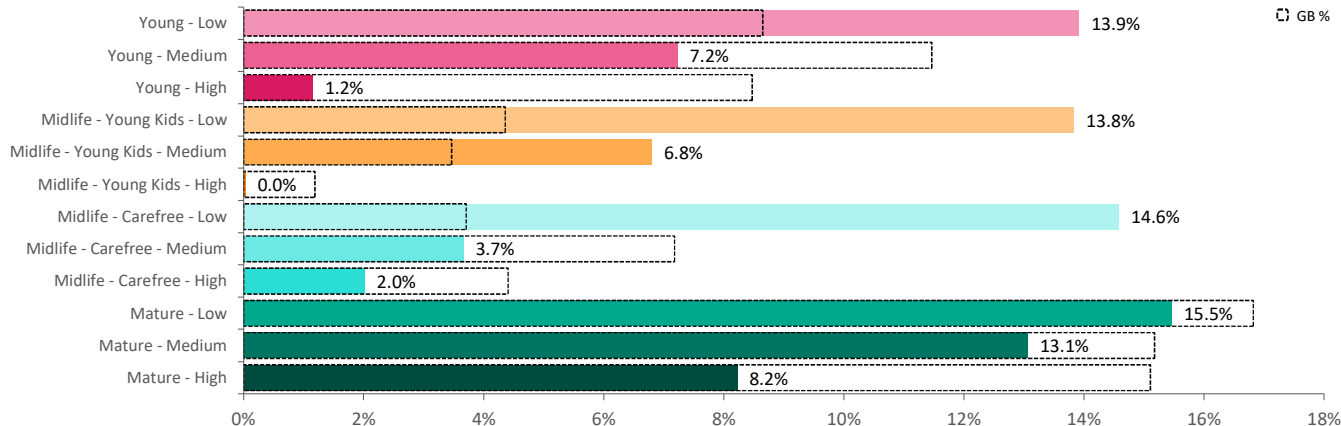


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

## Mobile Data Summary - Oaklands Derby

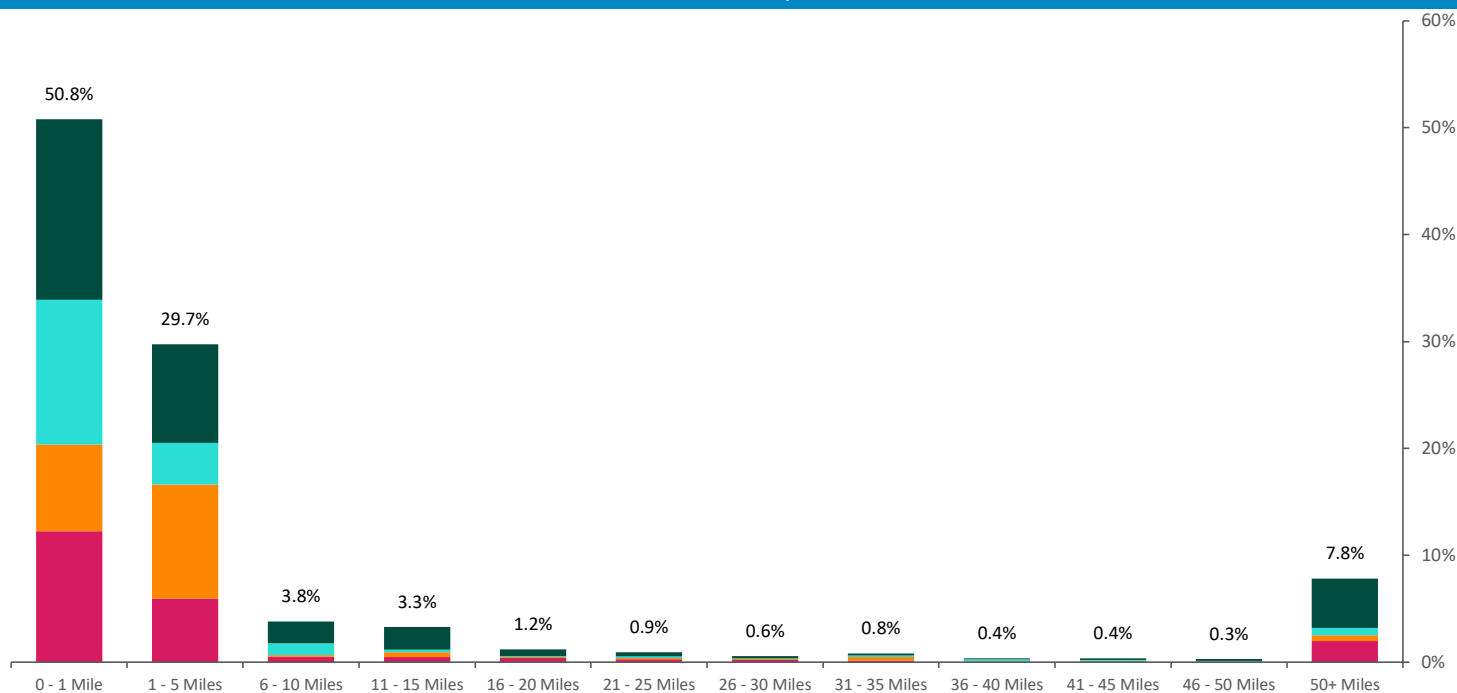
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## Polaris Plus Profile



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

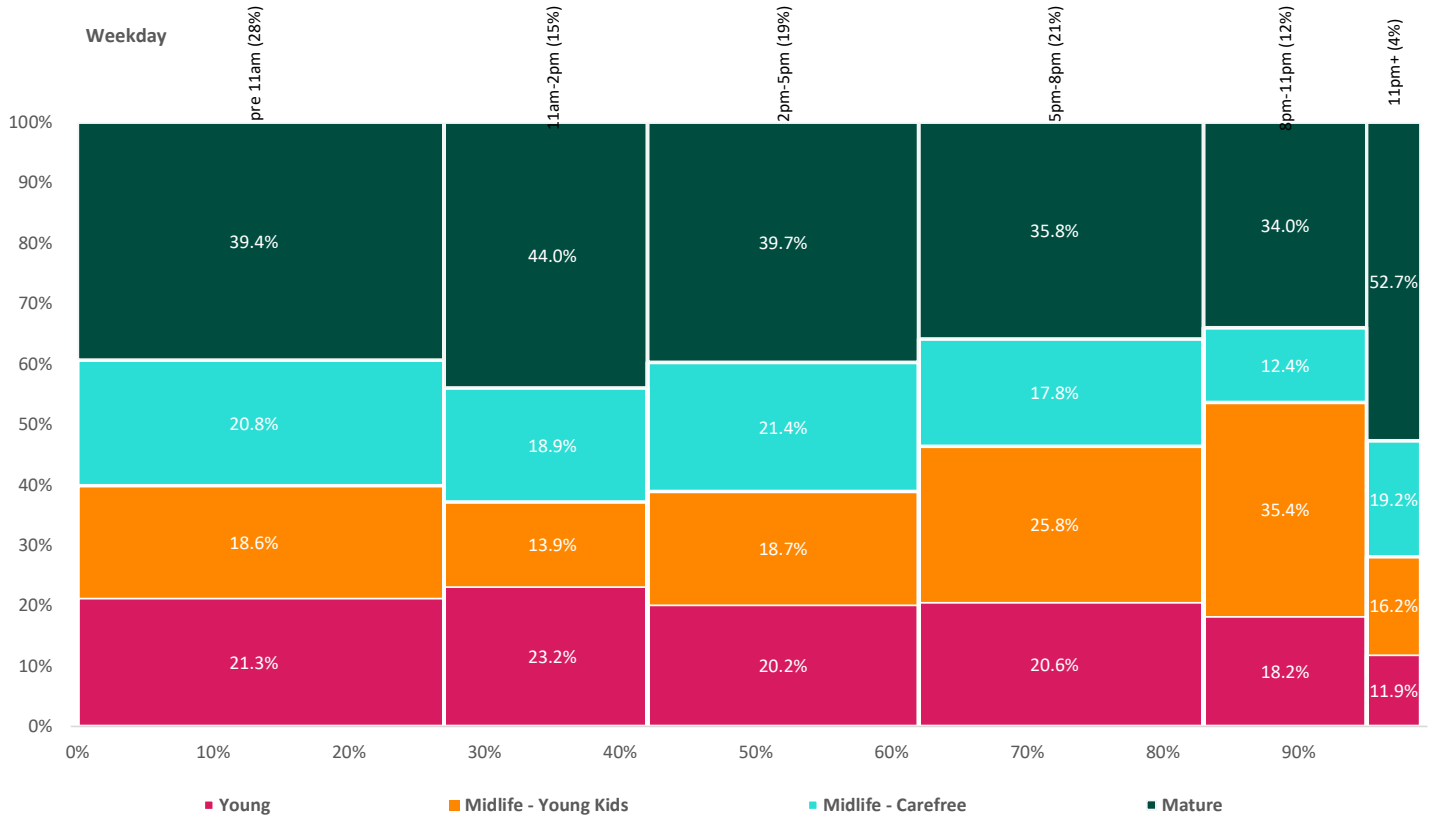


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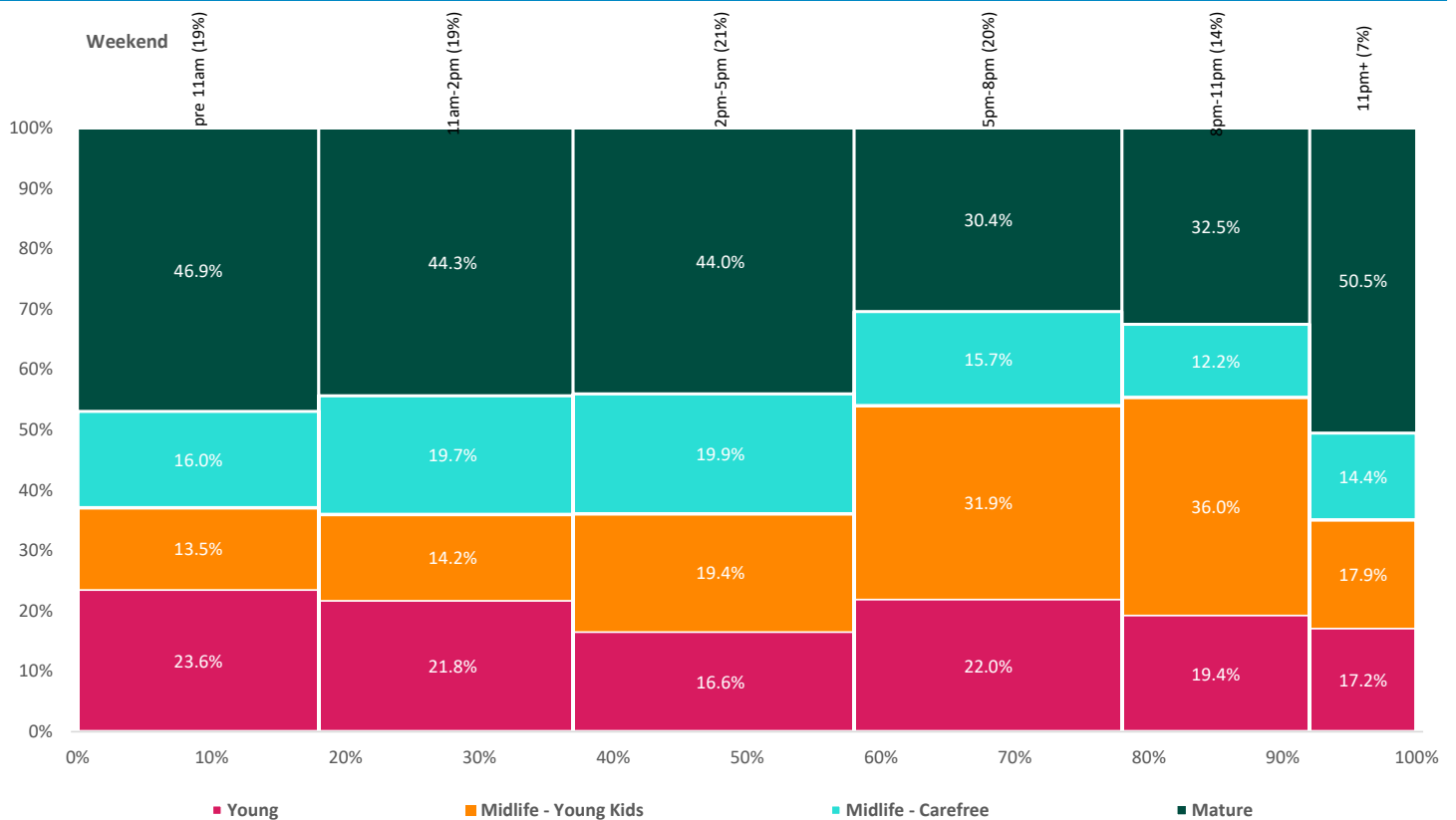
## Mobile Data Summary - Oaklands Derby

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



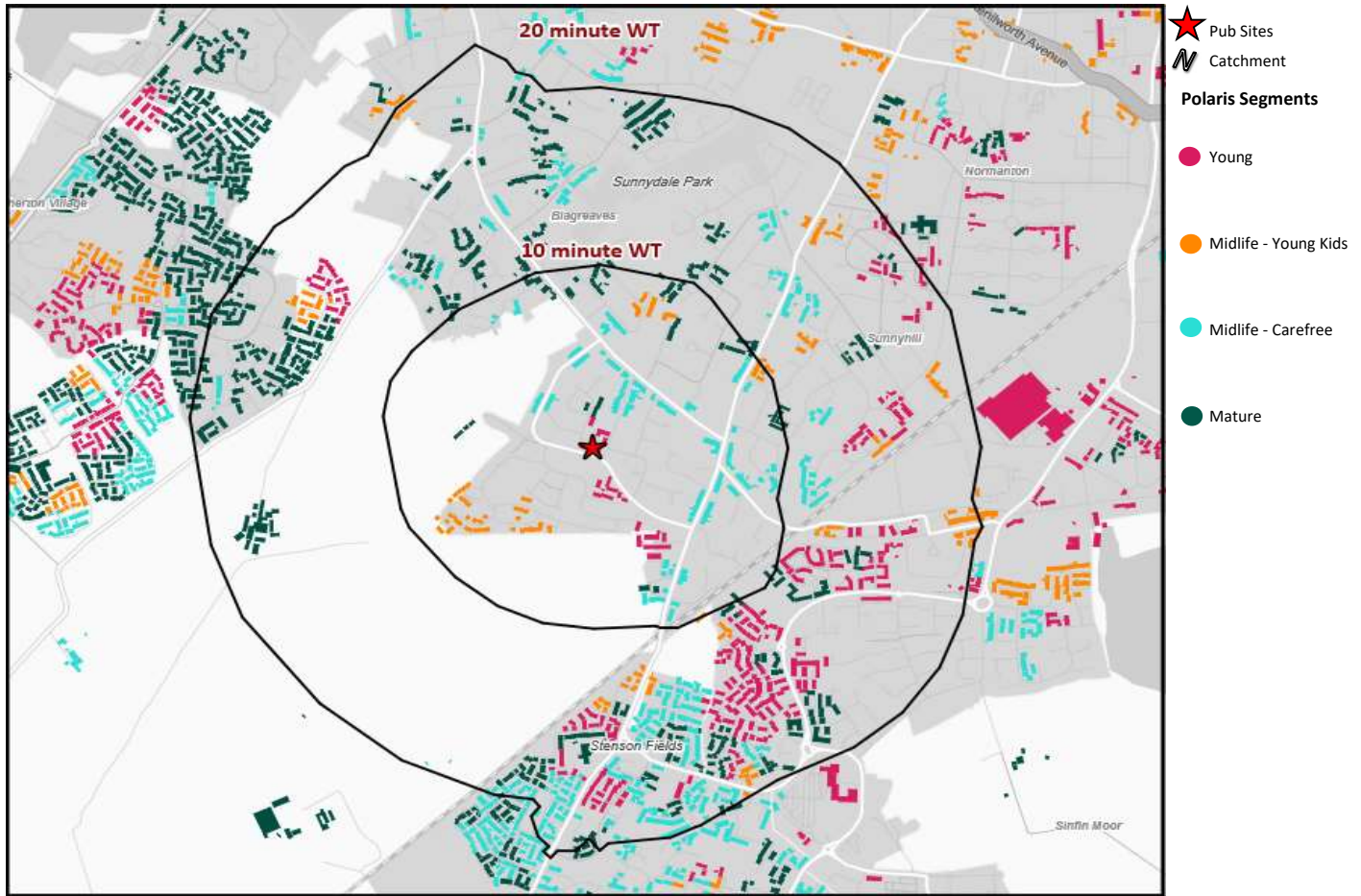
## Time of Day by Polaris: Weekend (Saturday and Sunday)



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



## Polaris Summary - Oaklands Derby



## 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	952	3,350	57,298	95	83	97
Midlife - Young Kids	637	2,017	35,203	160	126	150
Midlife - Carefree	1,127	4,507	34,409	196	194	101
Mature	874	4,679	86,133	54	72	90
<b>Not Private Households</b>	44	141	2,242	92	73	79
<b>Total</b>	3,634	14,694	215,285			

## Polaris Plus Summary - Oaklands Derby



## 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</b>						
Low	731	2,622	27,862	205	182	132
Medium	221	728	25,266	55	45	107
High	0	0	4,170	0	0	29
<b>Midlife - Young Kids</b>						
Low	528	1,379	27,283	265	171	231
Medium	109	638	7,513	69	100	81
High	0	0	407	0	0	17
<b>Midlife - Carefree</b>						
Low	1,037	3,436	16,666	677	555	184
Medium	90	1,037	11,651	35	99	76
High	0	34	6,092	0	5	64
<b>Mature</b>						
Low	372	1,818	24,109	75	90	82
Medium	324	1,327	37,915	57	58	112
High	178	1,534	24,109	33	70	75
<b>Not Private Households</b>	44	141	2,242	92	73	79
<b>Total</b>	3,634	14,694	215,285			



## CGA Summary - Oaklands Derby



## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Oaklands	DE23 2QL	Star Pubs & Bars	Community Pub	0.0
1	Littleover Club	DE23 1FQ	Independent Free	Clubland	0.5
2	Grampian	DE24 9NB	Marston's	Community Pub	0.6
3	Sunnyhill Community Association	DE23 8AF	Independent Free	Clubland	0.7
4	Stenson Fields	DE24 3JG	Mitchells & Butlers	Family Pub Dining	0.8
5	Ferrers Arms	DE24 3DS	Everards	Community Pub	0.9
6	Sinfin Moor Social Club	DE24 3DH	Independent Free	Clubland	0.9
7	Derby Co-Op Society Bowls Club	DE23 6XL	Independent Free	Clubland	0.9
8	Littleover Bowls Club	DE23 3ES	Independent Free	Clubland	0.9
9	Derby Congregational Cricket Club	DE23 6LD	Independent Free	Clubland	1.0
10	Evington Club	DE23 8DD	Independent Free	Clubland	1.1
11	Derby Golf Club	DE24 9GF	Independent Free	Clubland	1.1
12	Bollywood	DE23 3TZ	Independent Free	Restaurants	1.2
12	Hollybrook	DE23 3TZ	Mitchells & Butlers	Family Pub Dining	1.2
14	Norman Arms	DE23 8DF	Trust Inns Limited	Community Pub	1.2
15	Fairholme Social Club	DE23 6FZ	Independent Free	Clubland	1.2
16	White Swan	DE23 6GA	Greene King	Family Pub Dining	1.2
17	Grange Banqueting Suite	DE23 6XX	Independent Free	Large Venue	1.2

## Per Pub Analysis - Oaklands Derby

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	Over GB Average
	Around GB Average
	Under GB Average

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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,634	14,694	215,285
Number of Competition Pubs	2	7	243
Adults 18+ per Competition Pub	1,817	2,099	886

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	145	4.0%	49
Circuit Bar	0	158	4.4%	107
Community Pub	1	811	22.3%	117
Craft Led	0	75	2.1%	60
Great Pub Great Food	0	209	5.8%	33
High Street Pub	0	773	21.3%	115
Premium Local	0	292	8.0%	49

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	626	4.3%	53
Circuit Bar	0	629	4.3%	106
Community Pub	3	2,949	20.1%	105
Craft Led	0	274	1.9%	54
Great Pub Great Food	0	1,262	8.6%	49
High Street Pub	0	2,800	19.1%	103
Premium Local	0	1,540	10.5%	64

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	12,395	5.8%	71
Circuit Bar	1	9,111	4.2%	104
Community Pub	39	49,366	22.9%	120
Craft Led	0	6,189	2.9%	83
Great Pub Great Food	8	28,515	13.2%	75
High Street Pub	54	47,576	22.1%	120
Premium Local	40	31,574	14.7%	89

## 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. 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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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	<p>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</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
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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"																												
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Product needs	<table><tr><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</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 intake</b></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>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</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 intake</b></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>																																				
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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 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			
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Metropolitan			Large Urban									Small Urban				Rural																									