

# Catchment Summary - Bull & Bush Mackworth Estate



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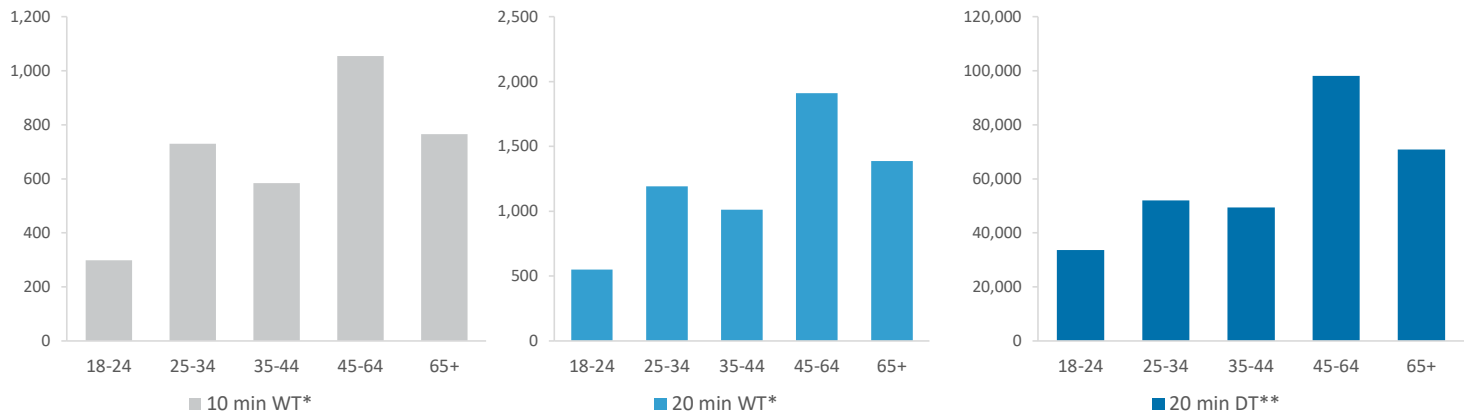
	Over GB Average
	Around GB Average
	Under GB Average

\*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		4,676	8,216	392,139	88	56	103
Adults 18+		3,431	6,053	303,991	79	34	102
Competition Pubs		2	4	344	13	13	95
Adults 18+ per Competition Pub		1,716	1,513	884	208	183	107
% Adults Likely to Drink		81.4%	81.3%	81.5%	99	99	99
Affluence	Low	47.9%	40.5%	21.3%	187	158	83
	Medium	50.2%	54.2%	44.4%	128	138	113
	High	1.9%	5.3%	33.4%	6	16	99
Age Profile	18-24	298	550	33,613	79	83	106
	25-34	730	1,192	52,028	117	109	100
	35-44	584	1,012	49,422	97	96	98
	45-64	1,054	1,911	98,075	88	91	98
	65+	765	1,388	70,853	86	88	95

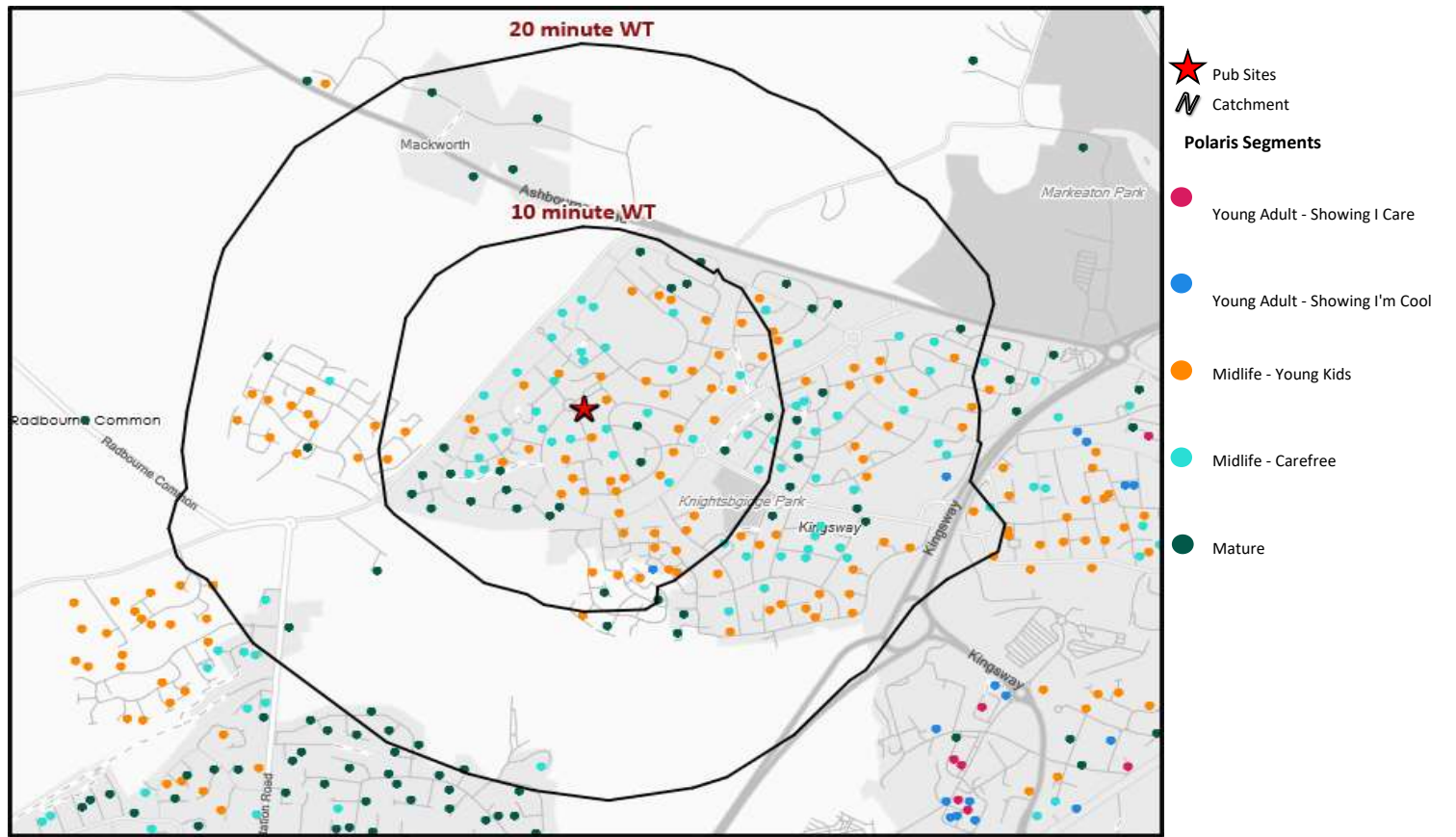
Population & Adults 18+ index is based on all pubs

\*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	2,205 (47%)	3,912 (48%)	193,833 (49%)	95	96	100
	Female	2,471 (53%)	4,304 (52%)	198,306 (51%)	105	104	100
Economic Status (16-74)	Employed: Full-time	1,344 (43%)	2,284 (41%)	116,839 (42%)	103	99	101
	Employed: Part-time	535 (17%)	946 (17%)	39,236 (14%)	131	131	108
	Self employed	205 (7%)	336 (6%)	20,901 (8%)	68	63	79
	Unemployed	88 (3%)	157 (3%)	6,957 (2%)	118	119	105
	Retired	366 (12%)	728 (13%)	38,682 (14%)	84	95	101
Other		609 (19%)	1,099 (20%)	55,961 (20%)	98	100	102
Total Worker Count		414	1,056	191,727			

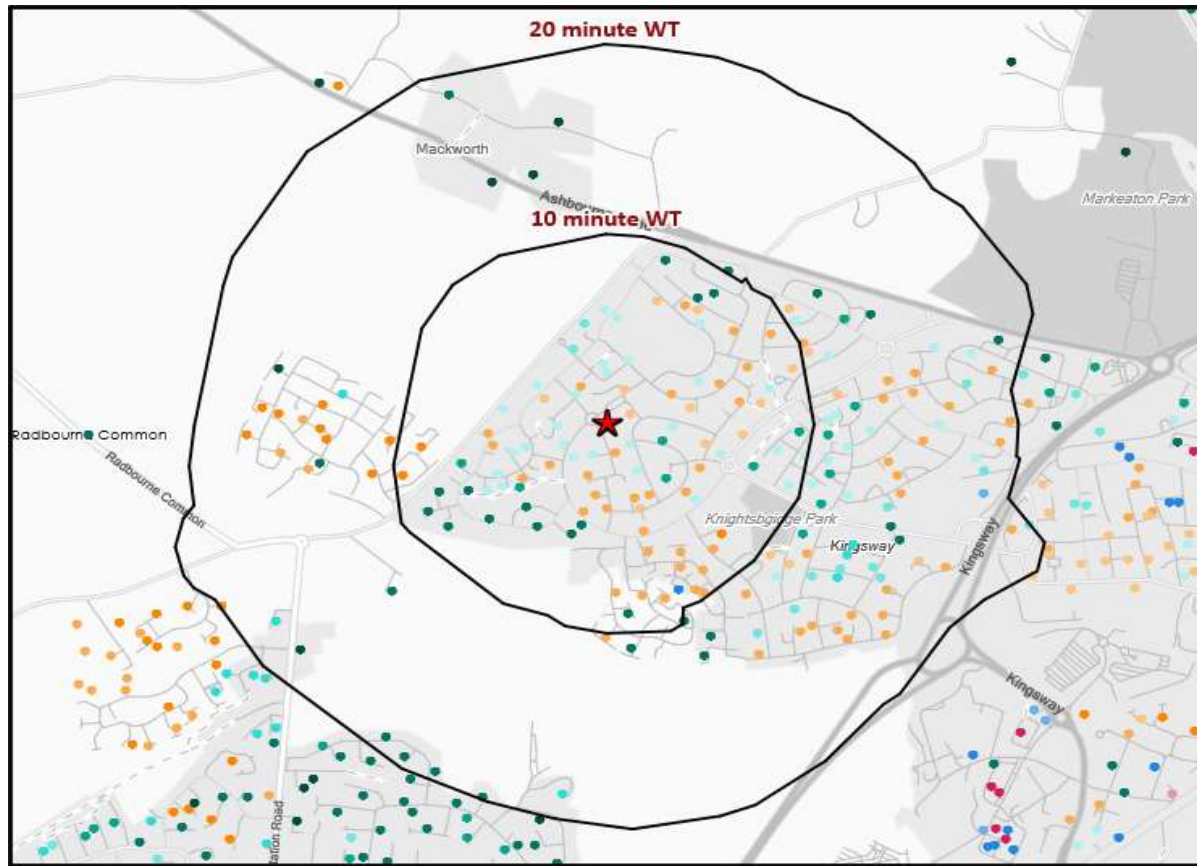
See the Glossary page for further information on the above variables



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	0	0	26,995	0	0	100
Young Adult - Showing I'm Cool	51	51	26,839	16	9	96
Midlife - Young Kids	1,586	2,825	89,488	147	149	94
Midlife - Carefree	1,239	2,154	64,627	172	169	101
Mature	555	1,023	93,116	58	60	109
<b>Not Private Households</b>	0	0	2,926	0	0	67
<b>Total</b>	3,431	6,053	303,991			



- 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

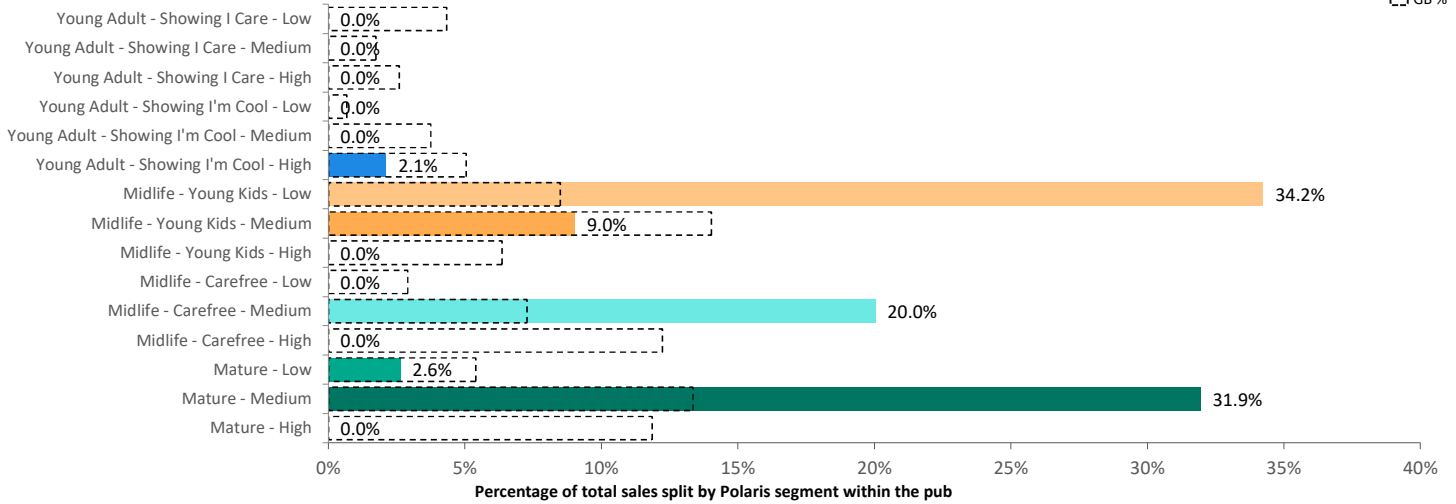
Polaris Plus Profile by Catchment

\*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	0	0	6,161	0	0	48
Medium	0	0	363	0	0	9
High	0	0	20,471	0	0	200
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	14,915	0	0	133
High	51	51	11,924	33	19	88
<b>Midlife - Young Kids</b>						
Low	358	644	28,656	94	96	85
Medium	1,215	2,168	39,911	237	240	88
High	13	13	20,921	7	4	128
<b>Midlife - Carefree</b>						
Low	1,186	1,617	13,300	1,017	786	129
Medium	53	359	29,217	23	88	143
High	0	178	22,110	0	27	67
<b>Mature</b>						
Low	100	192	16,555	49	53	92
Medium	455	753	50,591	105	98	131
High	0	78	25,970	0	14	91
<b>Not Private Households</b>	0	0	2,926	0	0	67
<b>Total</b>	3,431	6,053	303,991			

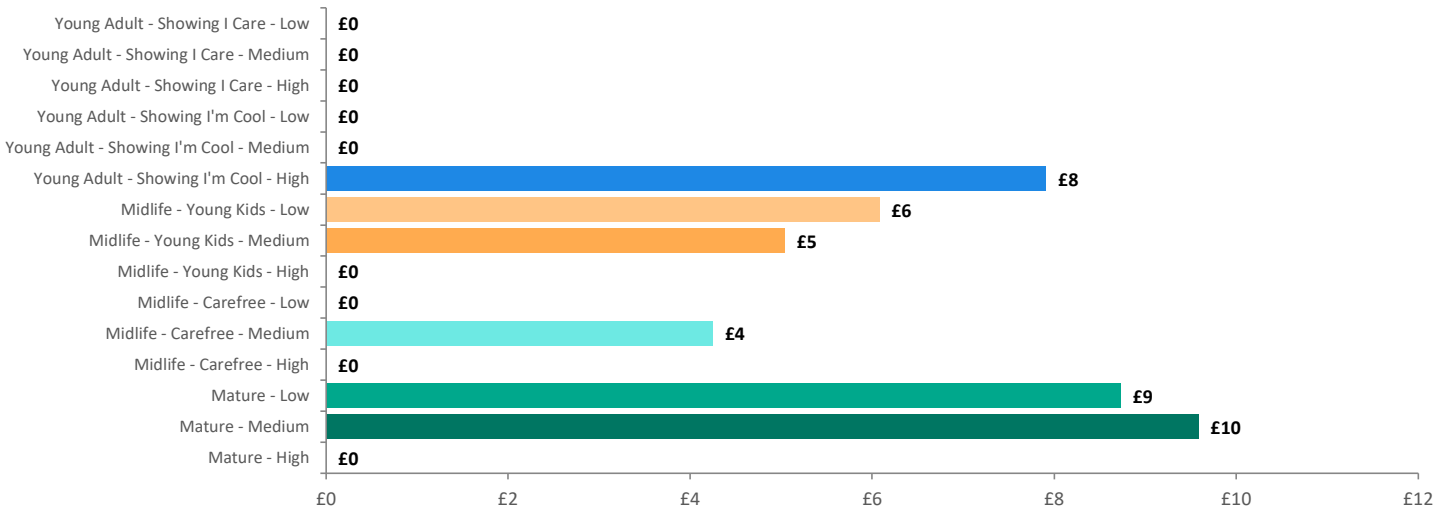
Spend by Polaris

GB %



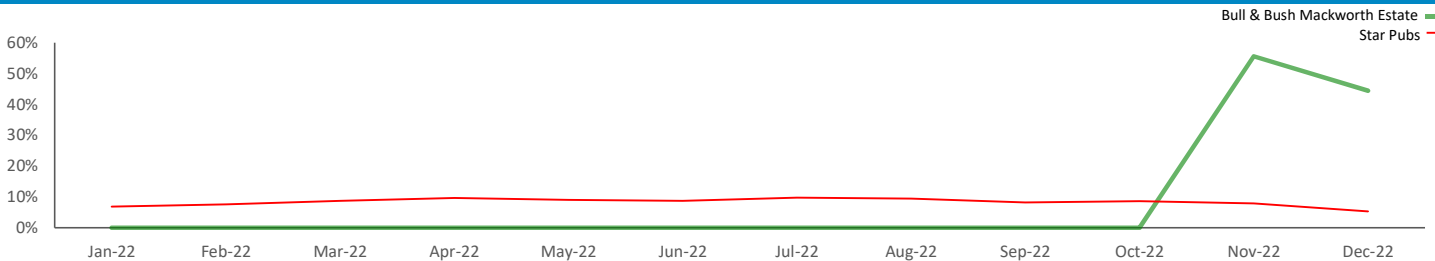
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

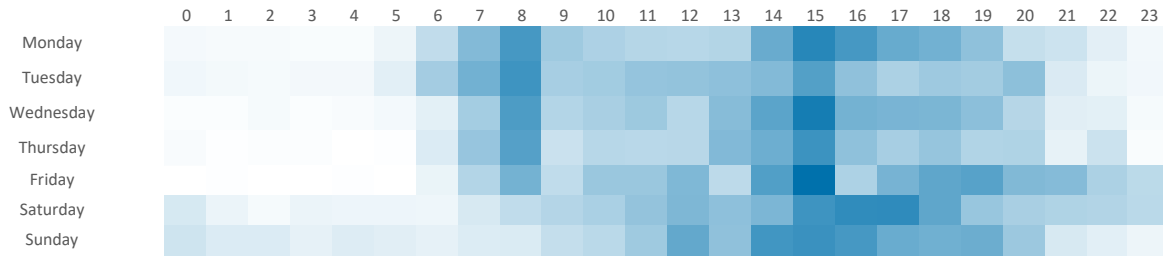


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

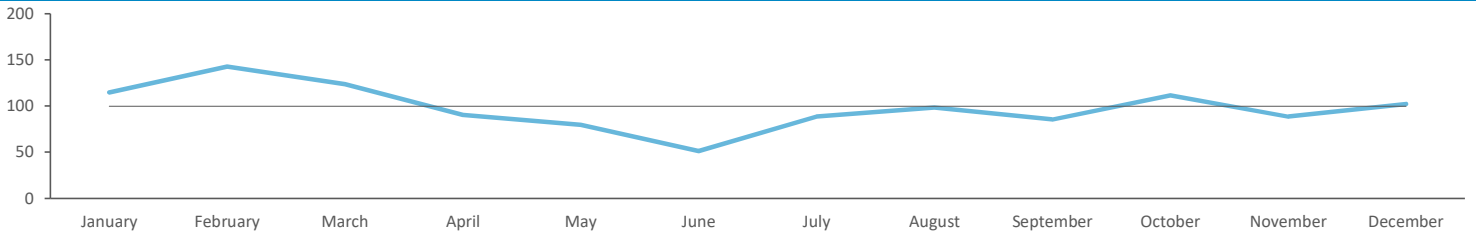


Time of Day/Day of Week



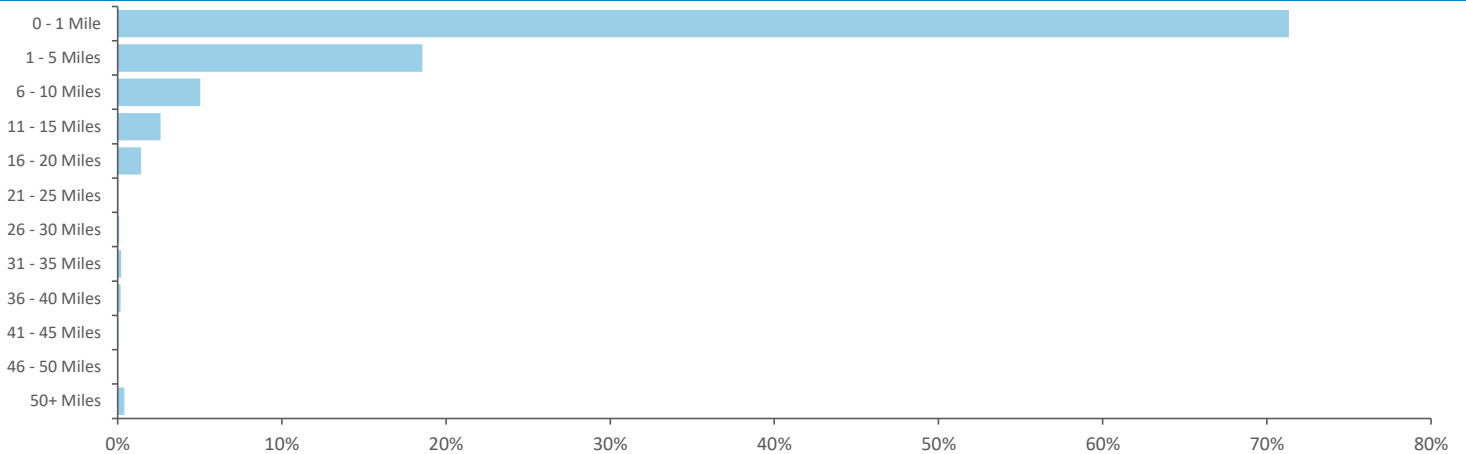
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



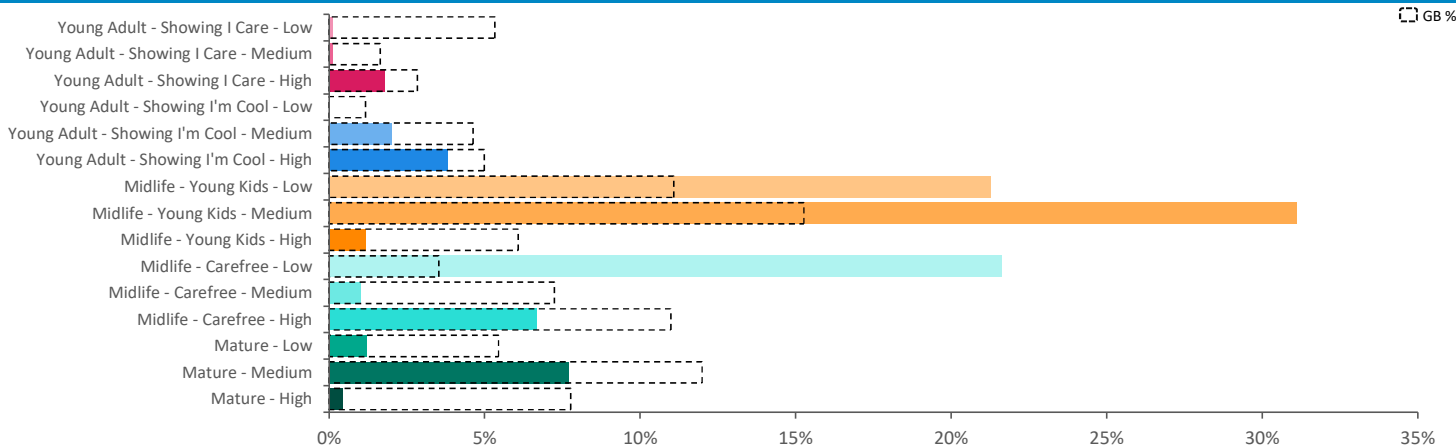
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

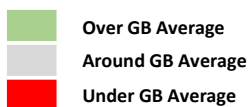
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Bull & Bush	DE22 4JG	Star Pubs & Bars	Premium Local	0.0
2	Woodpecker	DE22 4EF	Ei Group	Community Pub	0.3
3	Mackworth Catholic Social Club	DE22 4BG	Independent Free	Clubland	0.4
4	Mackworth Hotel	DE22 4LY	Marston's	GPGF	0.5
5	Mundy Arms	DE22 4LZ	Greene King	Family Pub Dining	0.5
6	Kingsway Hotel	DE22 4AF	Stonegate Pub Company	Community Pub	0.6
7	Great Northern Hotel	DE 3 9FB	Star Pubs & Bars	GPGF	0.7
8	Mickleover Sports Club	DE 3 9FE	Independent Free	Clubland	0.9
9	Kings Highway	DE22 3NH	Marston's	Family Pub Dining	1.0
10	Travellers Rest	DE22 3AJ	Admiral Taverns Ltd	Premium Local	1.1
11	Mallard	DE22 3HN	Whitbread	GPGF	1.2
12	Royal British Legion Club	DE 3 9GB	Independent Free	Clubland	1.2
13	New Zealand Arms	DE22 3GL	Star Pubs & Bars	Premium Local	1.2

# Per Pub Analysis - Bull & Bush Mackworth Estate



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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+	3,431	6,053	303,991
Number of Competition Pubs	2	4	344
Adults 18+ per Competition Pub	1,716	1,513	884

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	281	8.2%	80
Circuit Bar	171	5.0%	136
Community Pub	486	14.2%	82
Craft Led	79	2.3%	72
Great Pub Great Food	246	7.2%	37
High Street Pub	526	15.3%	88
Premium Local	404	11.8%	67

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	500	8.3%	81
Circuit Bar	306	5.1%	138
Community Pub	884	14.6%	84
Craft Led	134	2.2%	70
Great Pub Great Food	525	8.7%	45
High Street Pub	933	15.4%	89
Premium Local	796	13.2%	75

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	32,373	10.6%	104
Circuit Bar	9,079	3.0%	81
Community Pub	47,647	15.7%	90
Craft Led	10,228	3.4%	106
Great Pub Great Food	58,454	19.2%	100
High Street Pub	49,741	16.4%	94
Premium Local	51,026	16.8%	96

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.																									
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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.																									