

Catchment Summary - Compasses Chelmsford

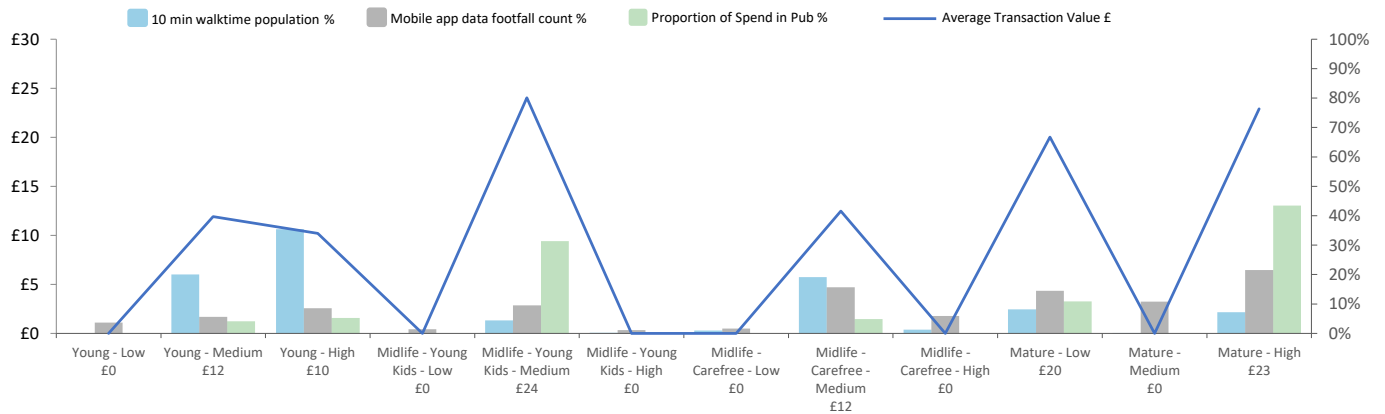
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626542	Compasses Chelmsford	CM 1 1RY	Star Pubs & Bars	Premium Local	10



- 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

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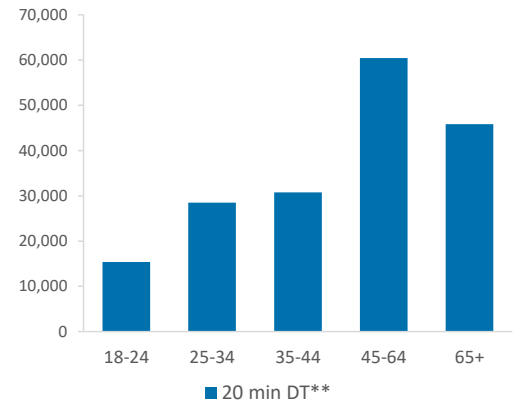
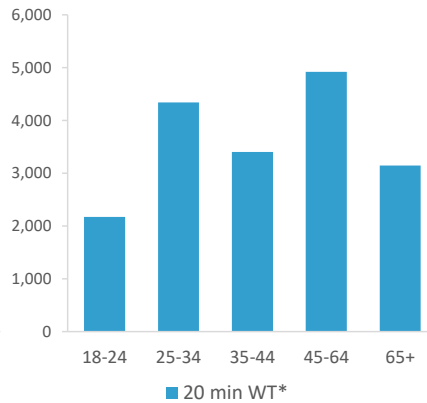
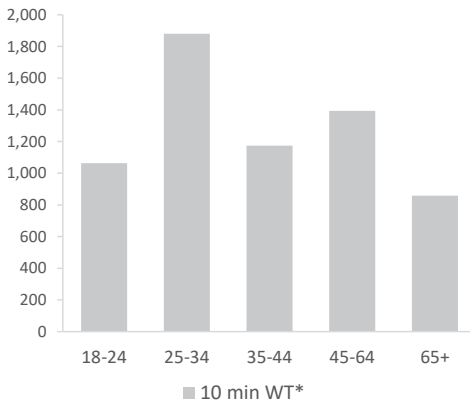
	Over GB Average
	Around GB Average
	Under GB Average

*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	7,753	22,419	228,387	145	121	52	
Adults 18+	6,371	17,979	180,905	141	118	52	
Competition Pubs	8	37	211	44	103	51	
Adults 18+ per Competition Pub	796	486	857	93	57	100	
% Adults Likely to Drink	78.1%	77.2%	79.0%	103	101	104	
Affluence	Low	9.2%	18.5%	10.6%	28	56	32
	Medium	43.8%	38.8%	40.9%	115	102	107
	High	44.1%	41.6%	47.2%	162	153	173
Age Profile	18-24	1,064	2,174	15,397	169	119	83
	25-34	1,881	4,340	28,474	182	145	93
	35-44	1,174	3,403	30,758	114	115	102
	45-64	1,393	4,918	60,422	70	85	103
	65+	859	3,144	45,854	58	73	104

*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



	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	3,740 (48%)	10,965 (49%)	111,828 (49%)	98	100	100
	Female	4,013 (52%)	11,454 (51%)	116,559 (51%)	101	100	100
Economic Status (16+)	Employed: Full-time	2,890 (44%)	7,747 (42%)	68,732 (37%)	129	122	107
	Employed: Part-time	620 (10%)	2,045 (11%)	22,494 (12%)	80	93	102
	Self employed	542 (8%)	1,549 (8%)	19,202 (10%)	90	91	112
	Unemployed	167 (3%)	508 (3%)	4,071 (2%)	93	100	79
	Full-time student	281 (4%)	568 (3%)	3,353 (2%)	181	129	76
	Retired	873 (13%)	3,158 (17%)	44,164 (24%)	61	78	108
	Other	1,148 (18%)	2,890 (16%)	24,519 (13%)	101	90	75
Total Worker Count	5,351	16,388	115,788				

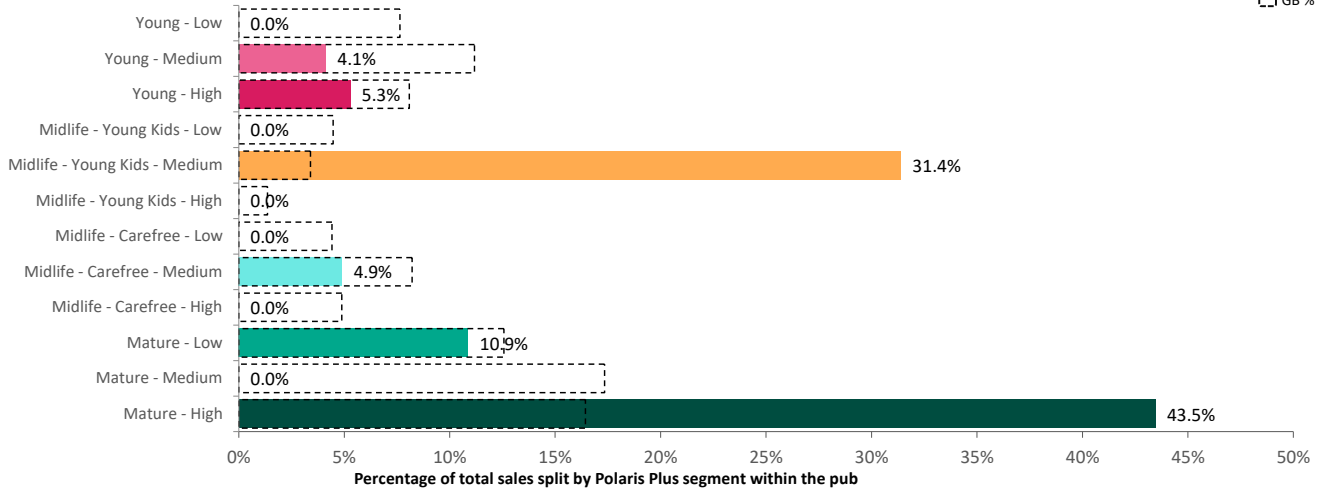
See the Glossary page for further information on the above variables

Transactional Data Summary - Compasses Chelmsford

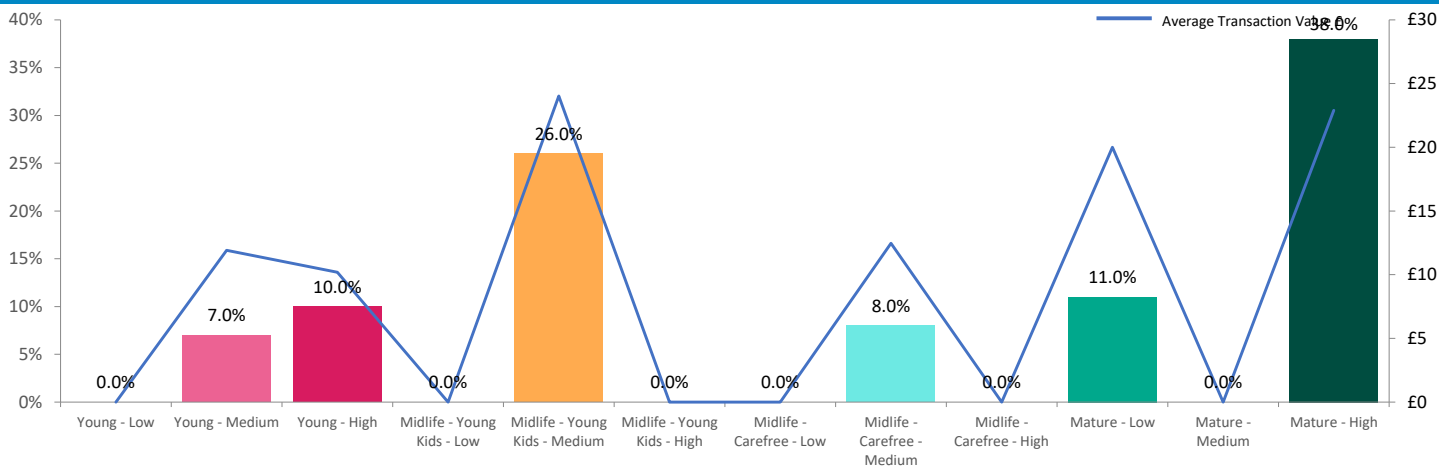


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Spend by Polaris Plus

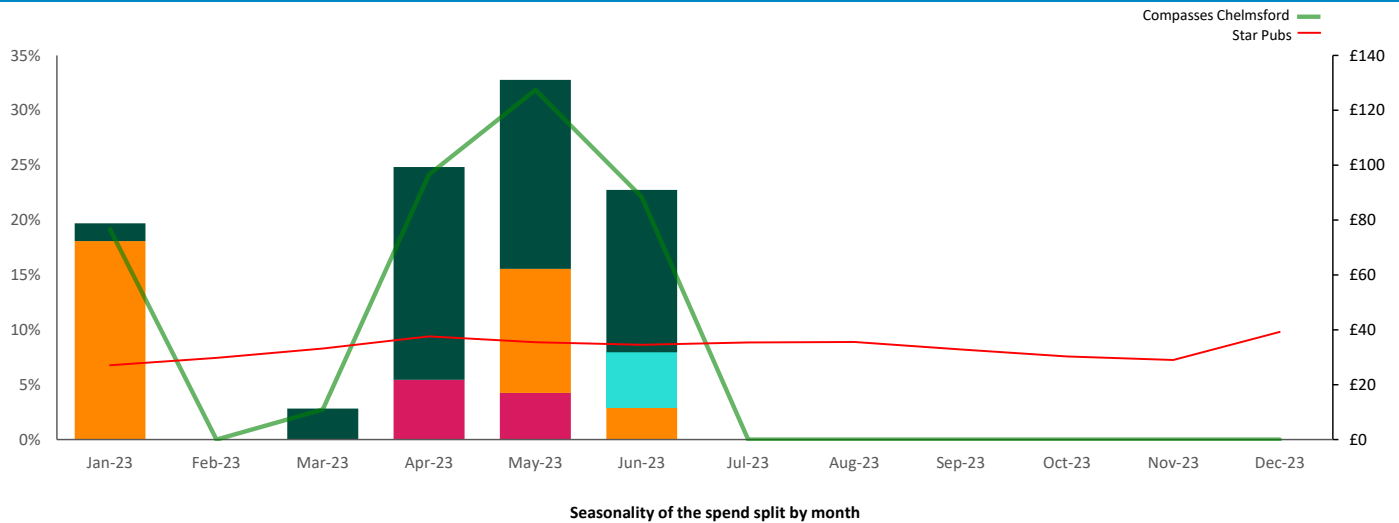


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

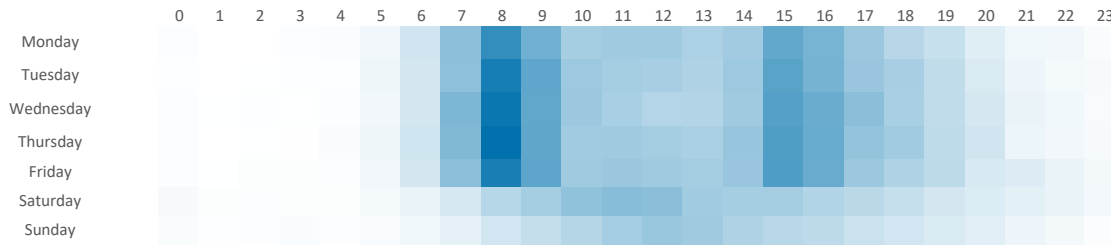


Mobile Data Summary - Compasses Chelmsford



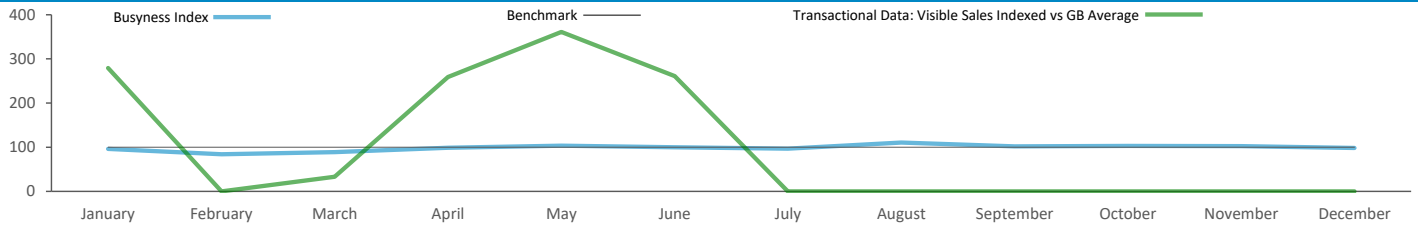
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Time of Day/Day of Week



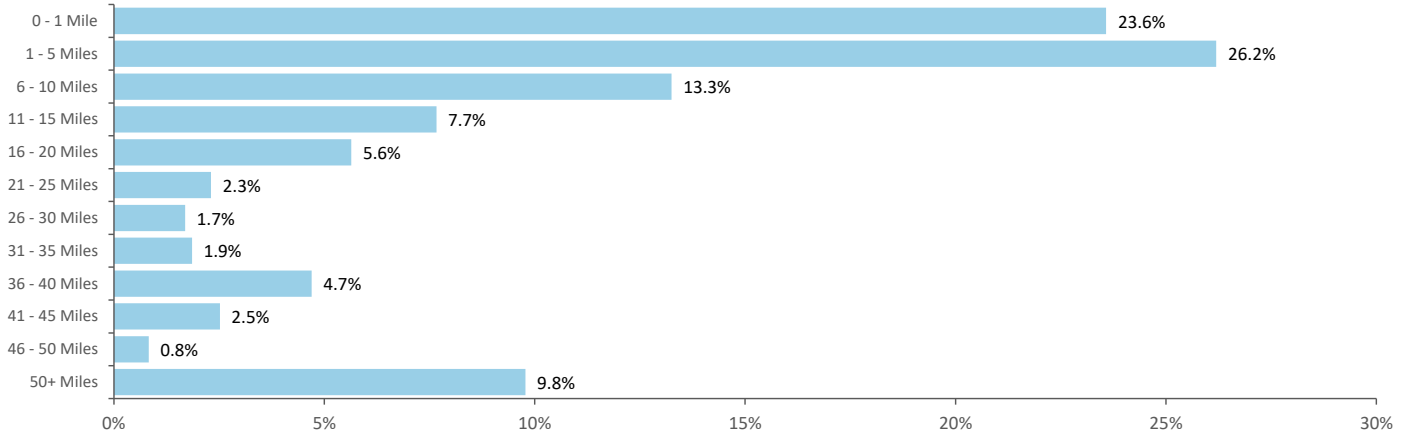
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

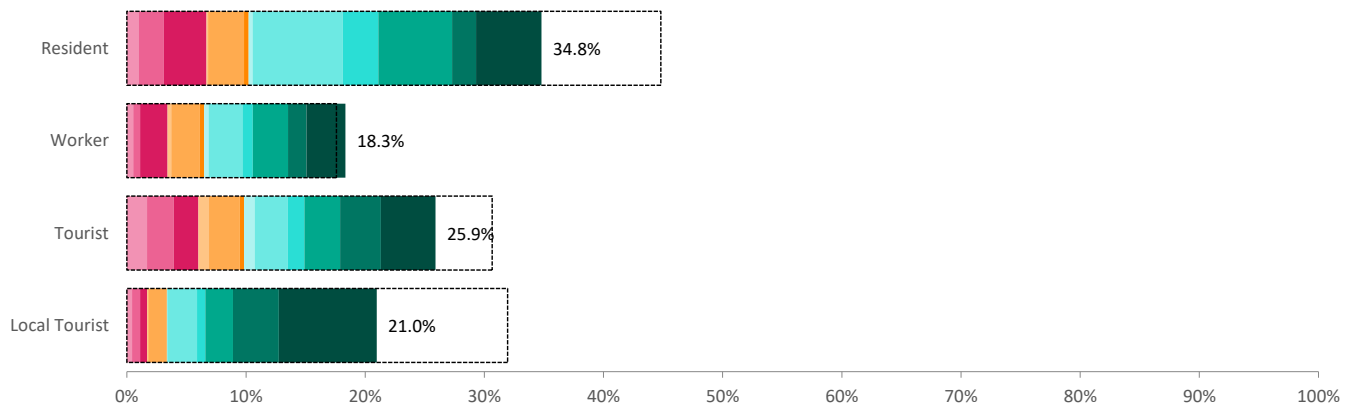
Distance from Home



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



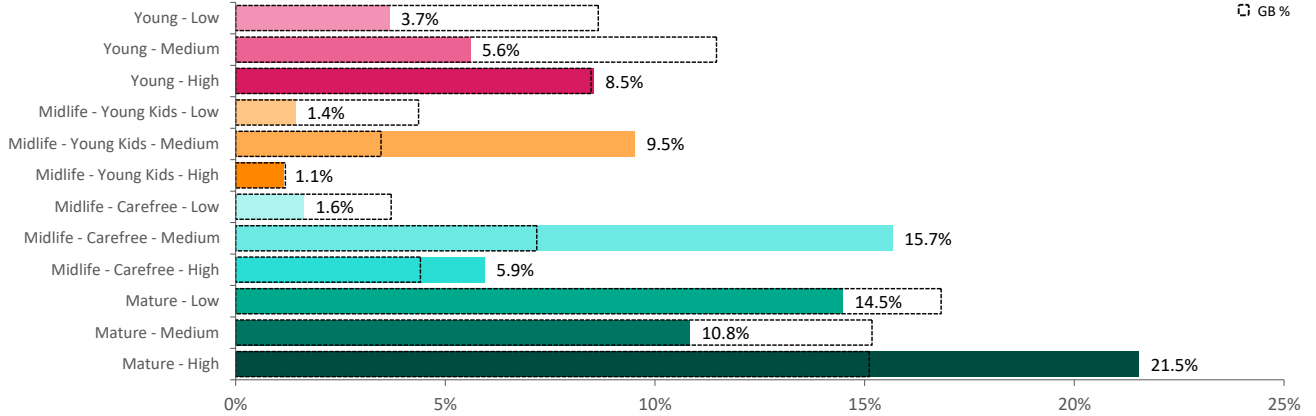
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Compasses Chelmsford



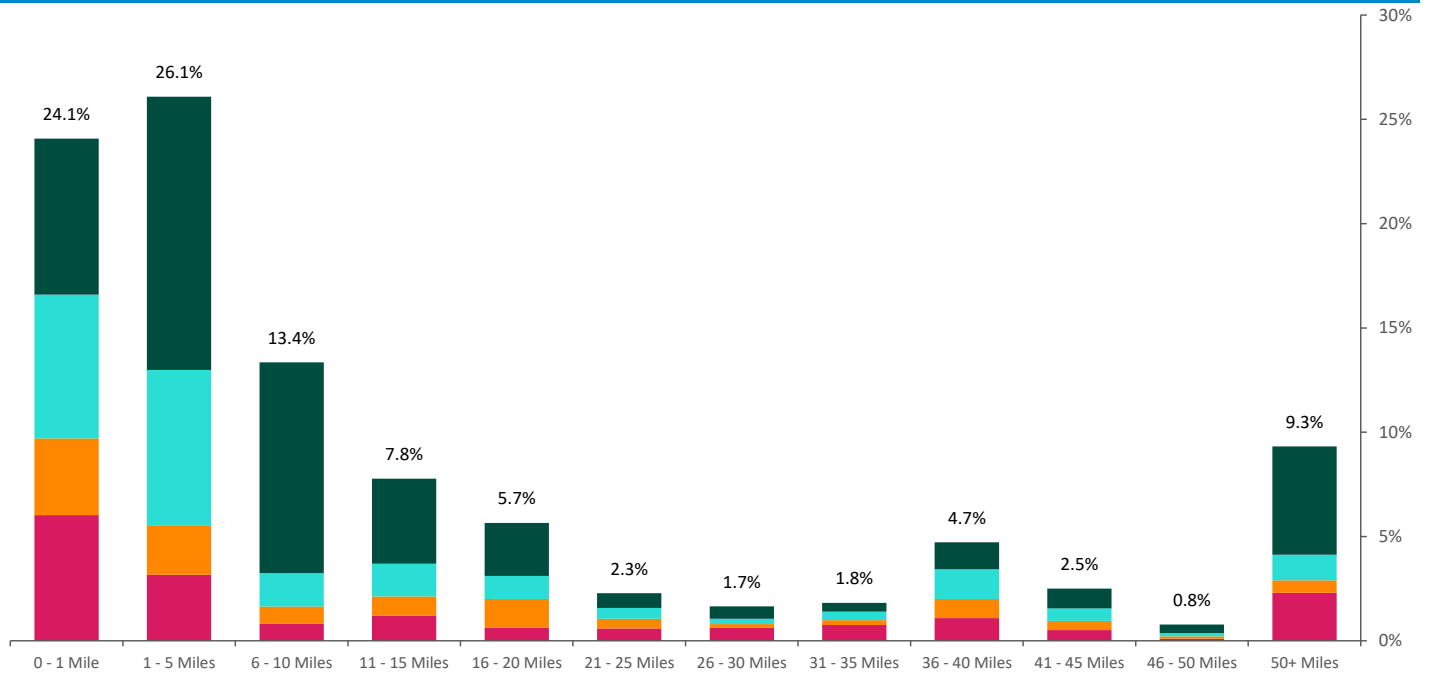
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Polaris Plus Profile



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

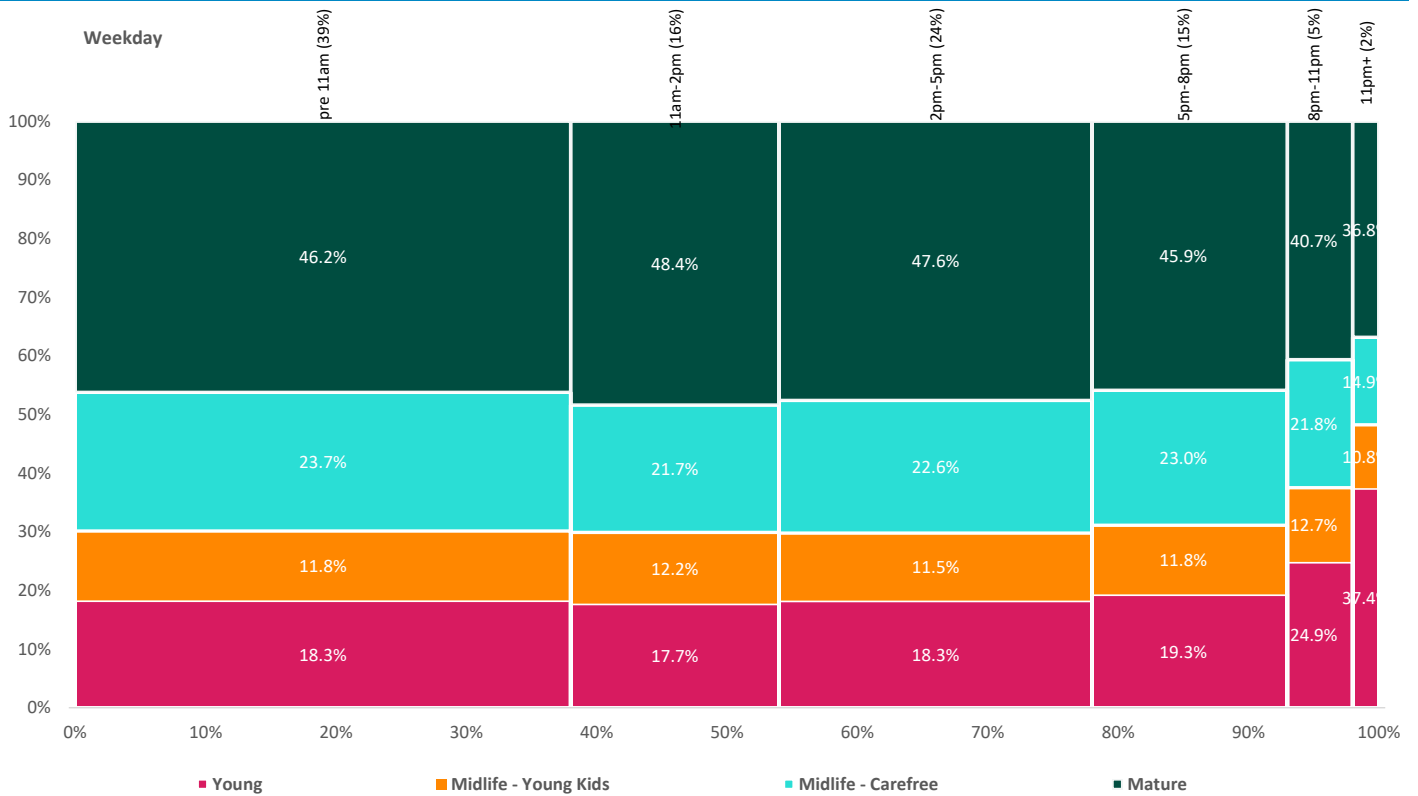


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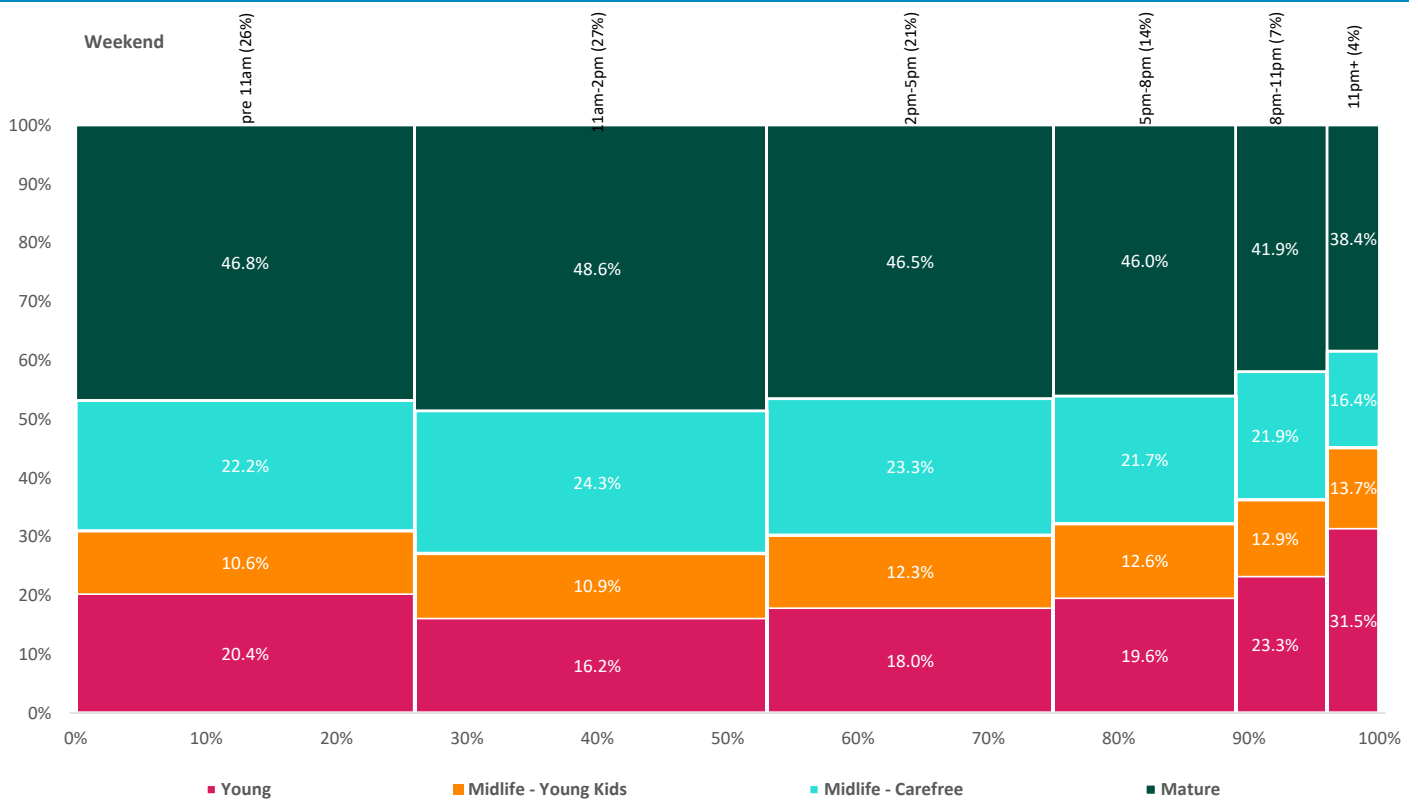
Mobile Data Summary - Compasses Chelmsford

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



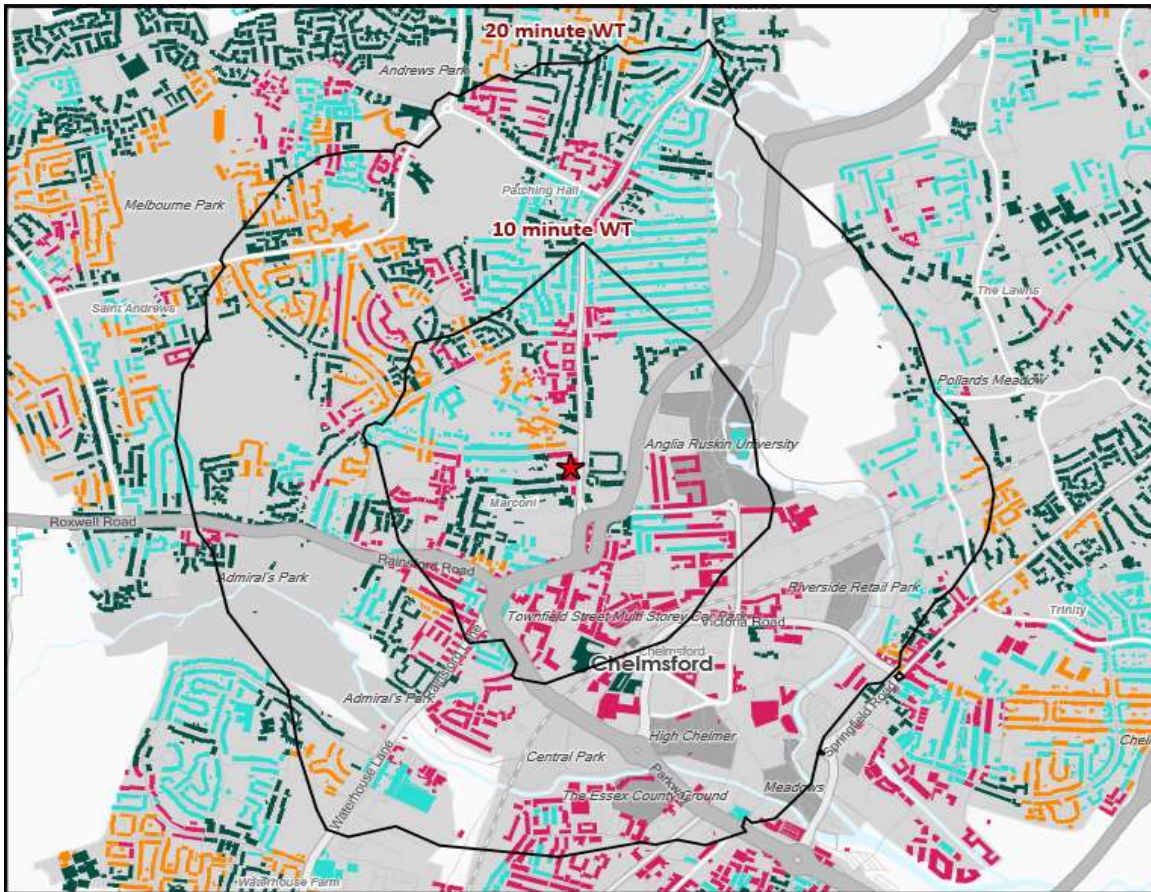
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Compasses Chelmsford



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- ★ Pub Sites
- Ⓜ Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

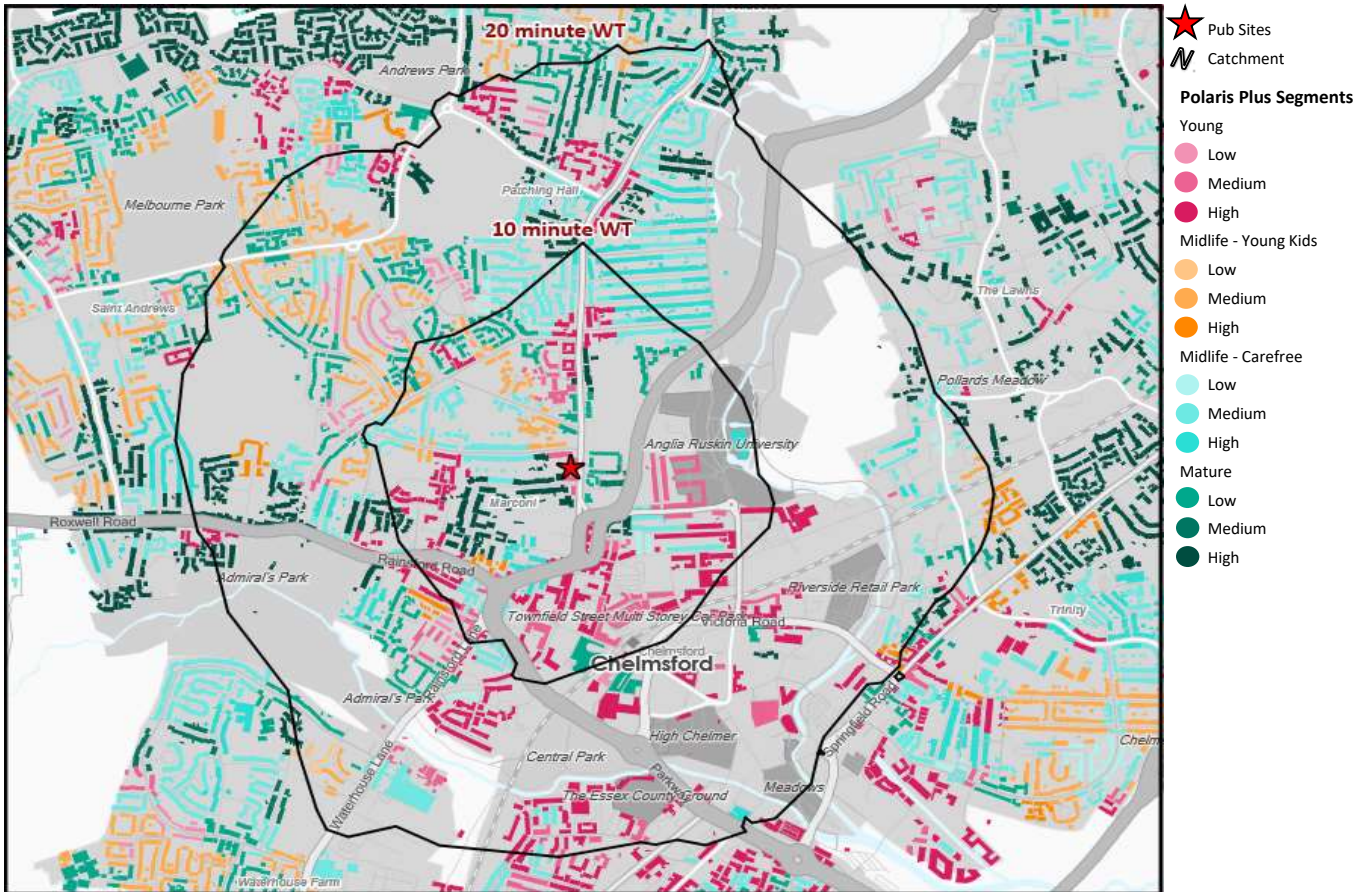
*WT= Walktime, **DT= Drivetime

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	3,536	7,207	22,456	202	146	45
Midlife - Young Kids	292	1,761	15,446	42	90	78
Midlife - Carefree	1,362	4,834	44,948	135	170	157
Mature	990	3,986	95,796	35	50	119
Not Private Households	191	191	2,259	228	81	95
Total	6,371	17,979	180,905			

Polaris Plus Summary - Compasses Chelmsford



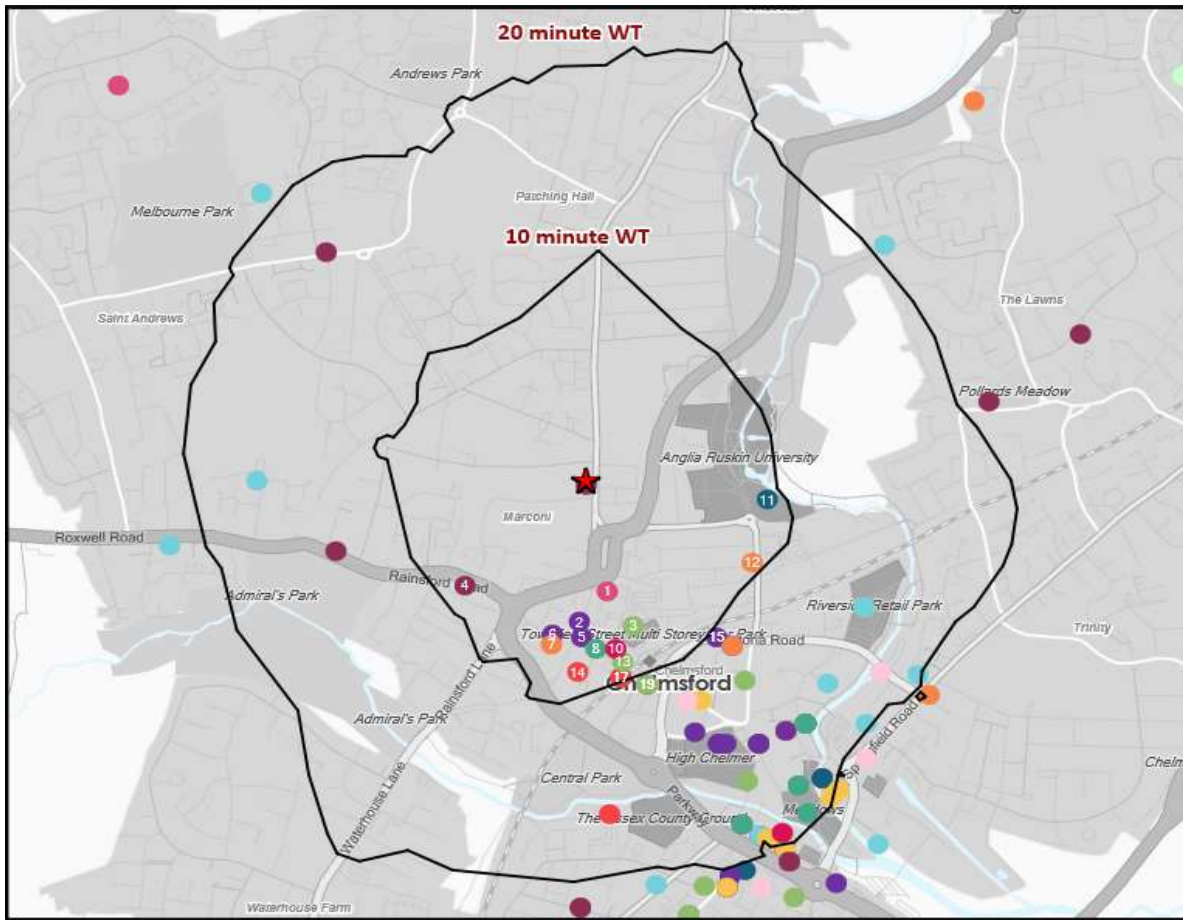
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Polaris Plus Profile by Catchment

*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						
Low	0	706	1,847	0	40	10
Medium	1,278	1,843	5,054	183	93	25
High	2,258	4,658	15,555	526	385	128
Midlife - Young Kids						
Low	0	162	445	0	16	4
Medium	280	1,324	13,588	101	170	173
High	12	275	1,413	17	137	70
Midlife - Carefree						
Low	62	212	629	23	28	8
Medium	1,219	3,386	35,298	267	263	272
High	81	1,236	9,021	29	154	112
Mature						
Low	521	2,239	16,309	60	91	66
Medium	11	430	20,105	1	15	71
High	458	1,317	59,382	48	49	219
Not Private Households	191	191	2,259	228	81	95
Total	6,371	17,979	180,905			

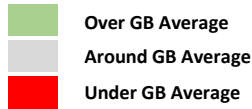


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Compasses	CM 1 1RY	Star Pubs & Bars	Premium Local	0.0
1	Ship	CM 1 1SW	Greene King	Family Pub Dining	0.2
2	Lanton House	CM 1 1SY	Independent Free	Restaurants	0.3
3	Royal Steamer	CM 1 1QJ	Greene King	Circuit Bar	0.3
4	Globe	CM 1 2QJ	Greene King	Premium Local	0.3
5	Everest	CM 1 1SN	Independent Free	Restaurants	0.3
6	Rose Of India	CM 1 2QD	Independent Free	Restaurants	0.3
7	County Hotel	CM 1 2PZ	County Hotels	Hotel	0.3
8	Barista	CM 1 1JA	Independent Free	High Street Pub	0.3
8	Il Palazzo	CM 1 1JA	Independent Free	Casual Dining	0.3
10	Bassment	CM 1 1HZ	Independent Free	Night Club	0.4
11	Rivermead Campus	CM 1 1SQ	Independent Free	ABOS	0.4
12	Atlantic Hotel	CM 1 1PP	Independent Free	Hotel	0.4
13	Original Plough	CM 1 1HY	Mitchells & Butlers	Circuit Bar	0.4
14	Civic Theatre	CM 1 1JG	Independent Free	Large Venue	0.4
15	Ymca	CM 1 1NZ	Independent Free	Clubland	0.4
15	Amavi	CM 1 1NZ	Independent Free	Restaurants	0.4
17	Ale House	CM 1 1TS	Unknown	ABOS	0.4
17	Hot Box Live Events	CM 1 1TS	Independent Free	Large Venue	0.4
19	Brewhouse And Kitchen	CM 1 1LW	Independent Free	Premium Local	0.4
19	Railway Tavern	CM 1 1LW	Gray & Sons	Circuit Bar	0.4

Per Pub Analysis - Compasses Chelmsford



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,371	17,979	180,905
Number of Competition Pubs	8	37	211
Adults 18+ per Competition Pub	796	486	857

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	1,247	19.6%	243
Circuit Bar	2	220	3.5%	85
Community Pub	0	411	6.4%	34
Craft Led	0	578	9.1%	262
Great Pub Great Food	0	1,428	22.4%	127
High Street Pub	1	461	7.2%	39
Premium Local	2	554	8.7%	53

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	2,818	15.7%	195
Circuit Bar	5	638	3.6%	88
Community Pub	0	2,004	11.1%	58
Craft Led	0	1,156	6.4%	186
Great Pub Great Food	1	3,734	20.8%	117
High Street Pub	11	1,898	10.6%	57
Premium Local	6	1,942	10.8%	65

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	14	15,470	8.6%	106
Circuit Bar	14	3,824	2.1%	52
Community Pub	1	17,577	9.7%	51
Craft Led	0	4,202	2.3%	67
Great Pub Great Food	47	46,431	25.7%	145
High Street Pub	21	16,485	9.1%	49
Premium Local	55	38,730	21.4%	130

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 & 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</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</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</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>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 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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; 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 Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <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> </td> <td style="text-align: center;"> <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> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</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. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</p>	Product needs	<ul style="list-style-type: none"> Aids being part of the group Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable 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 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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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						
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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