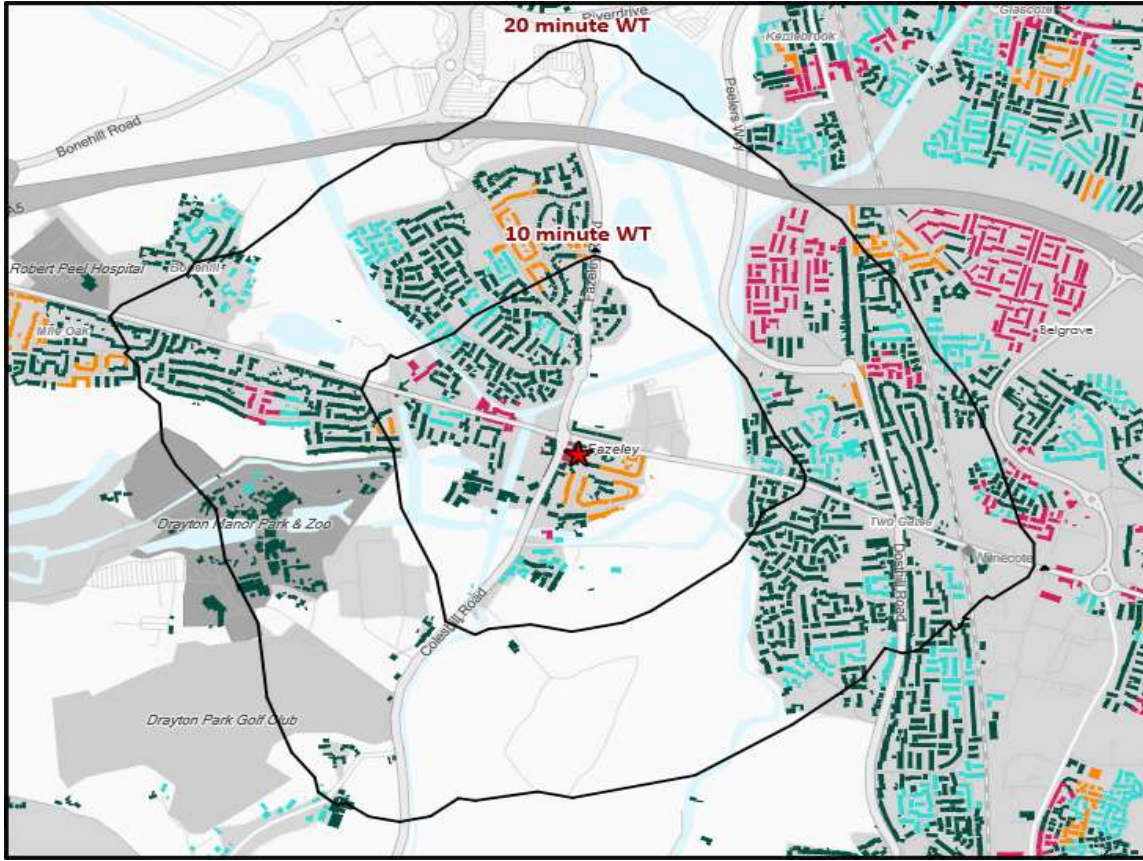


Catchment Summary - Three Horseshoes Fazeley Tamworth



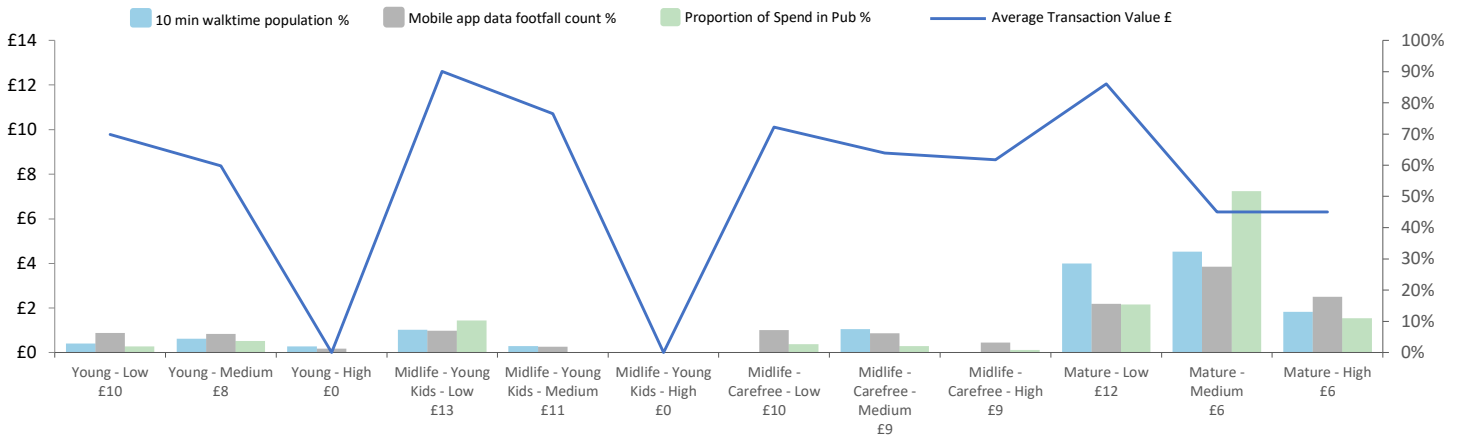
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626651	Three Horseshoes Fazeley Tamworth	B 78 3RD			8



- ★ 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 - Three Horseshoes Fazeley Tamworth



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

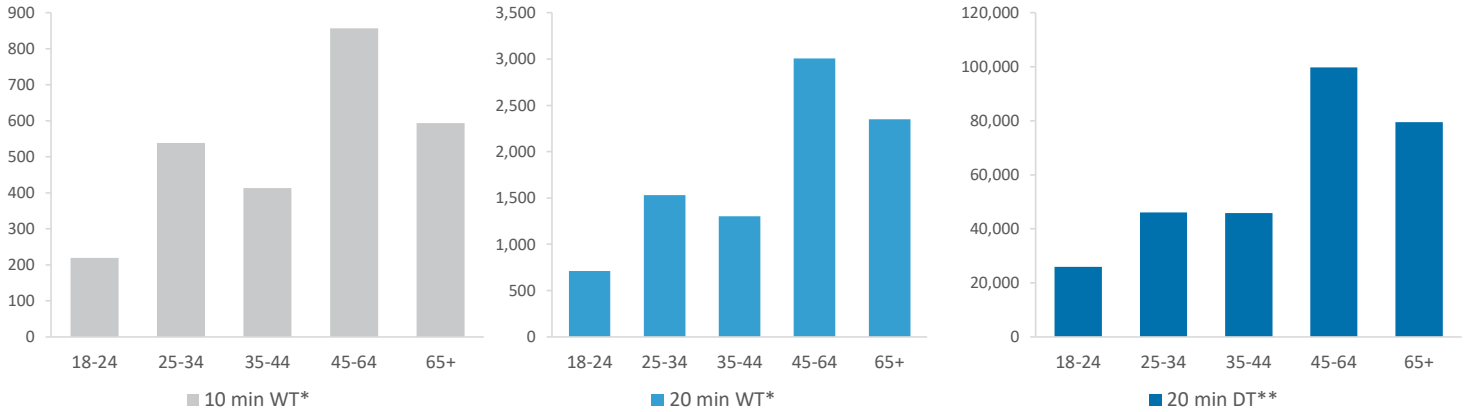
	Over GB Average
	Around GB Average
	Under GB Average

*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	3,201	10,990	376,675	60	59	86	
Adults 18+	2,622	8,900	297,270	58	58	85	
Competition Pubs	3	6	346	17	17	83	
Adults 18+ per Competition Pub	874	1,483	859	102	173	100	
% Adults Likely to Drink	77.7%	78.5%	77.4%	102	103	102	
Affluence	Low	38.7%	32.1%	35.4%	117	97	106
	Medium	46.3%	41.2%	37.4%	121	108	98
	High	15.0%	25.2%	25.9%	55	92	95
Age Profile	18-24	220	710	25,891	84	79	84
	25-34	538	1,531	46,094	126	104	92
	35-44	413	1,303	45,869	97	90	92
	45-64	857	3,006	99,837	104	106	103
	65+	594	2,350	79,579	97	111	110

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	1,575 (49%)	5,434 (49%)	183,192 (49%)	100	101	99
	Female	1,626 (51%)	5,556 (51%)	193,483 (51%)	100	99	101
Economic Status (16+)	Employed: Full-time	1,070 (40%)	3,426 (37%)	108,258 (35%)	116	109	103
	Employed: Part-time	325 (12%)	1,104 (12%)	37,123 (12%)	102	102	102
	Self employed	203 (8%)	701 (8%)	24,753 (8%)	82	83	88
	Unemployed	73 (3%)	212 (2%)	8,624 (3%)	99	84	102
	Full-time student	39 (1%)	200 (2%)	5,165 (2%)	61	92	71
	Retired	614 (23%)	2,317 (25%)	75,421 (25%)	105	116	112
	Other	346 (13%)	1,178 (13%)	47,067 (15%)	74	74	88
Total Worker Count	2,782	5,517	207,262				

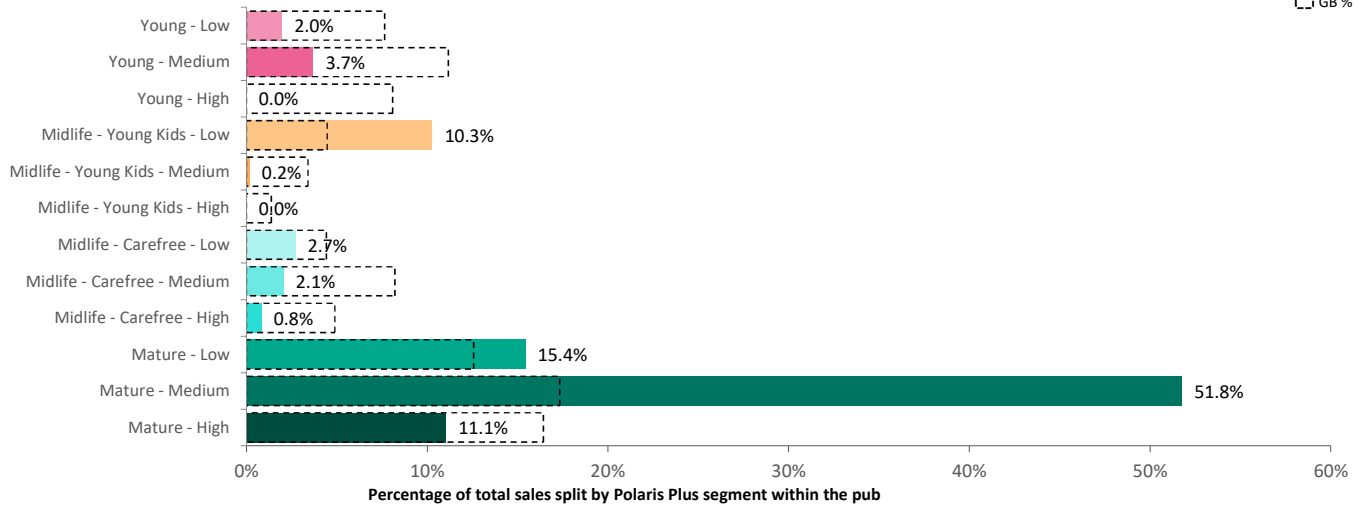
See the Glossary page for further information on the above variables

Transactional Data Summary - Three Horseshoes Fazeley Tamworth

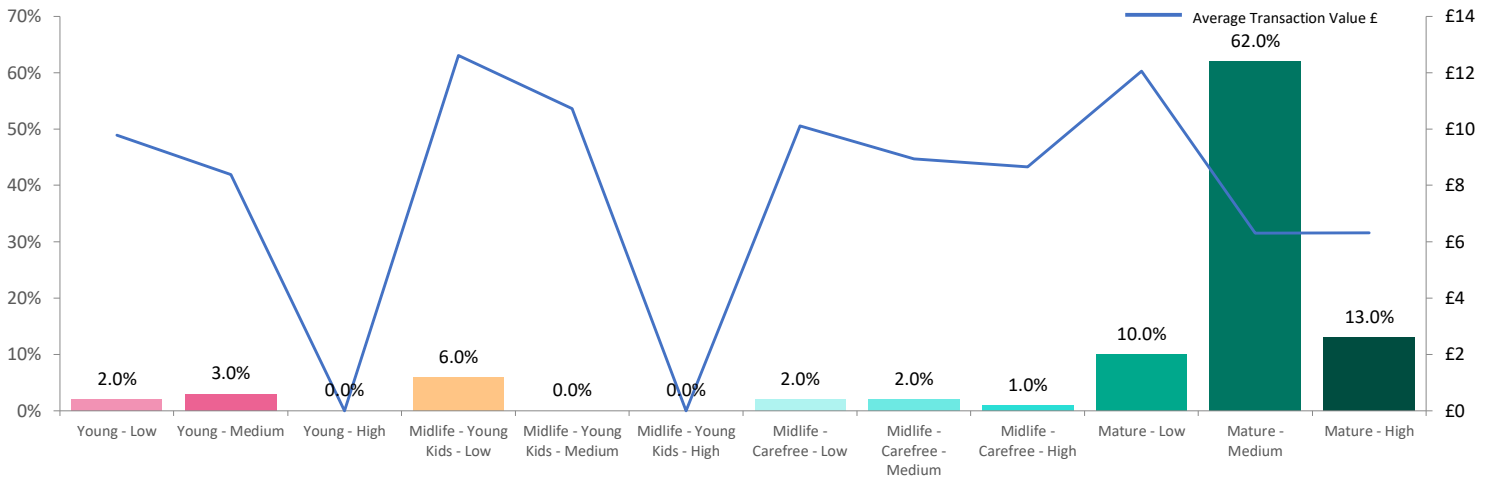


© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris Plus

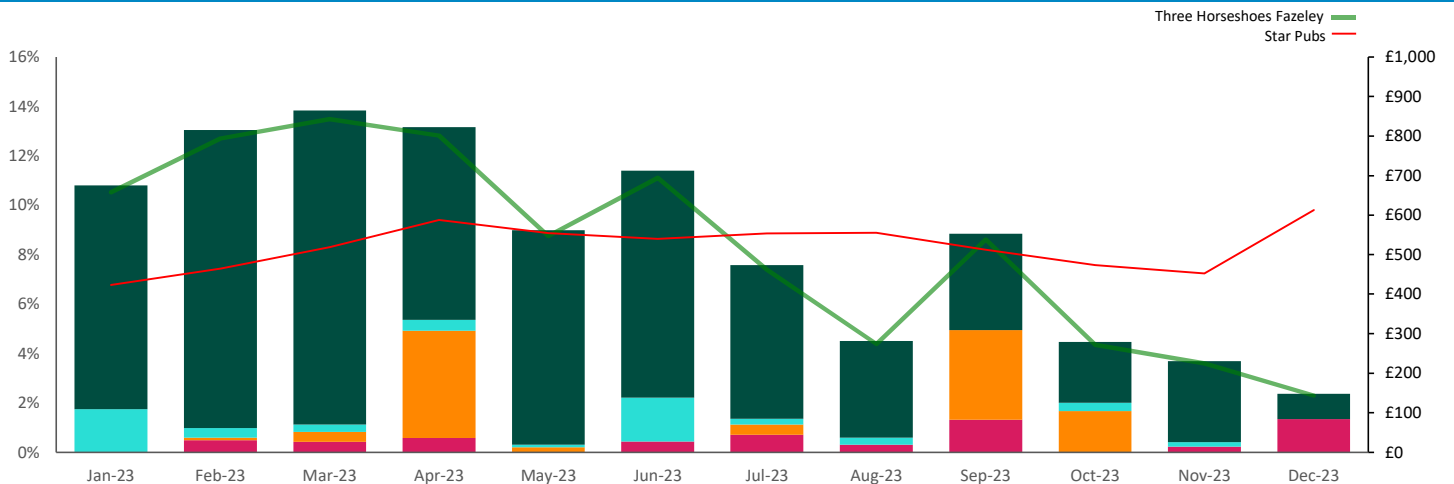


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



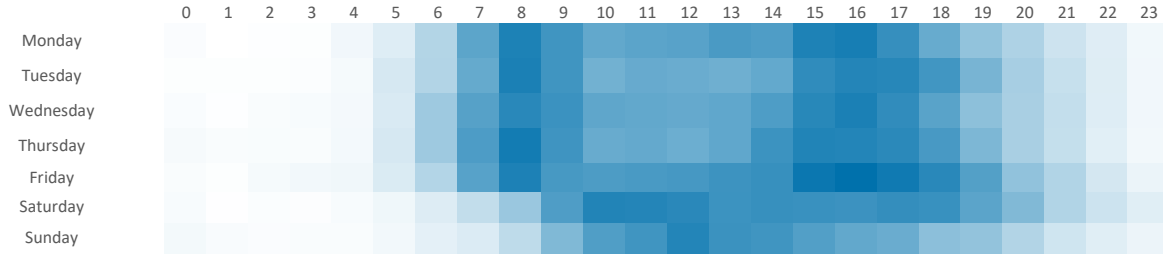
Seasonality of the spend split by month

Mobile Data Summary - Three Horseshoes Fazeley Tamworth



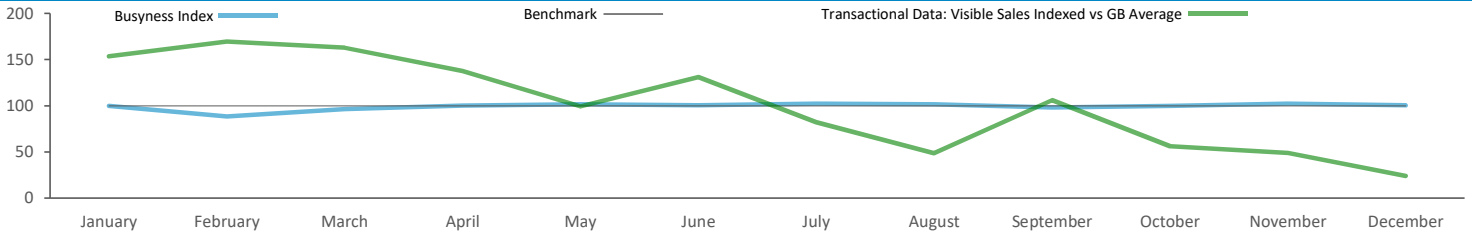
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



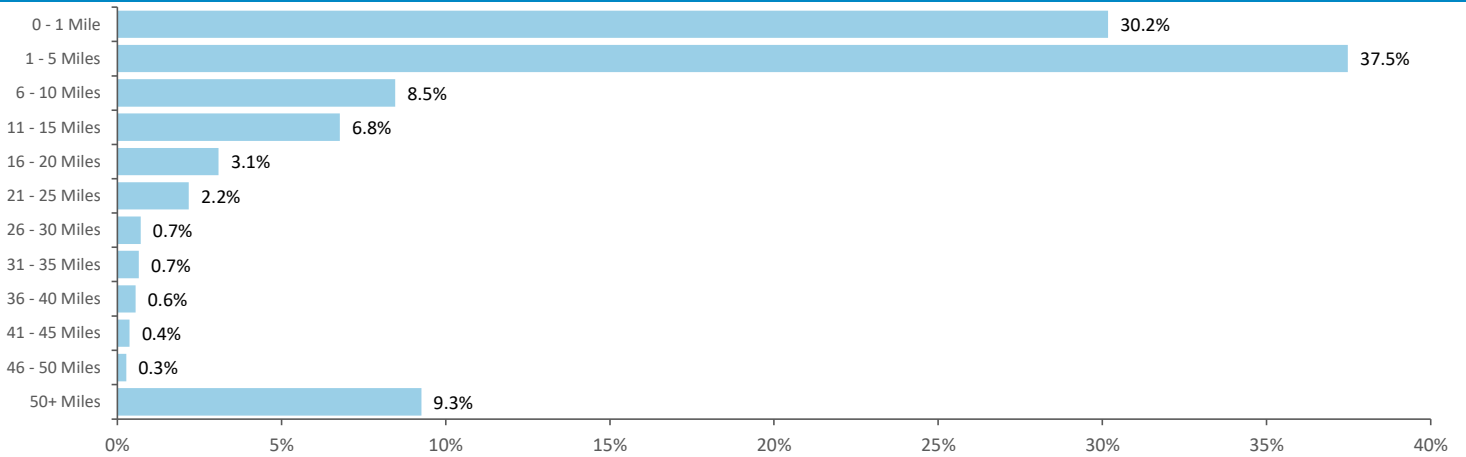
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

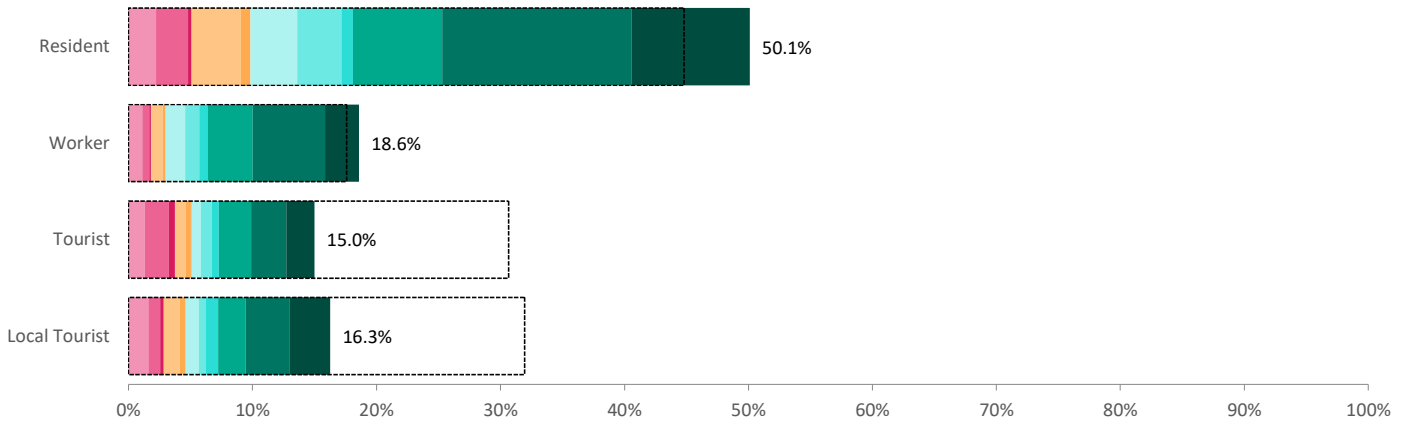
Distance from Home



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

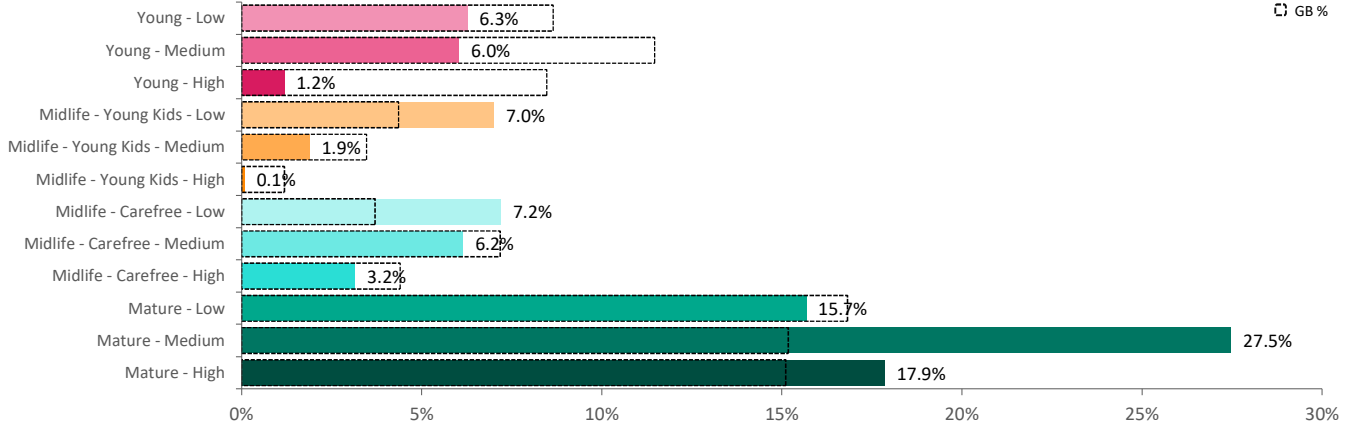
Audience Classification by Polaris Plus

Base: GB



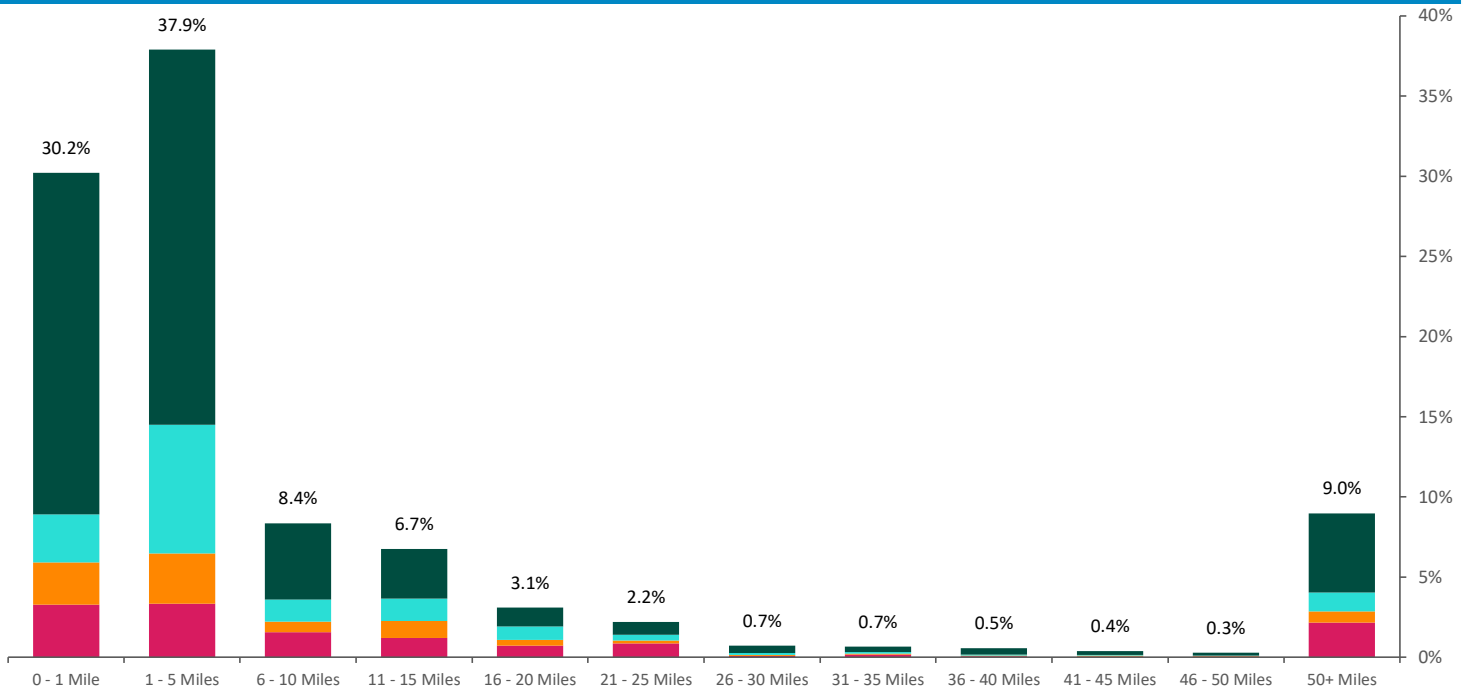
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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



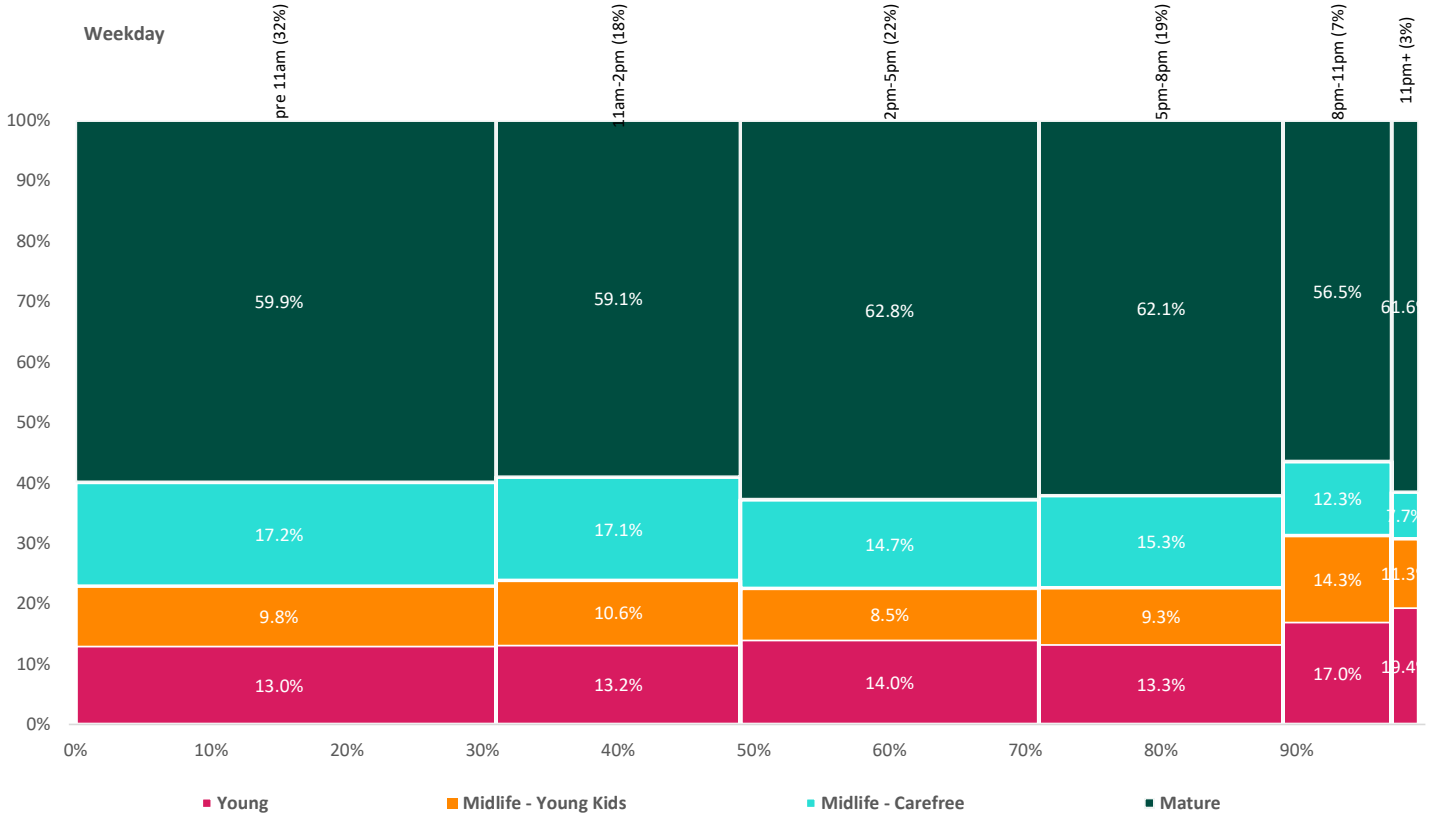
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Three Horseshoes Fazeley Tamworth

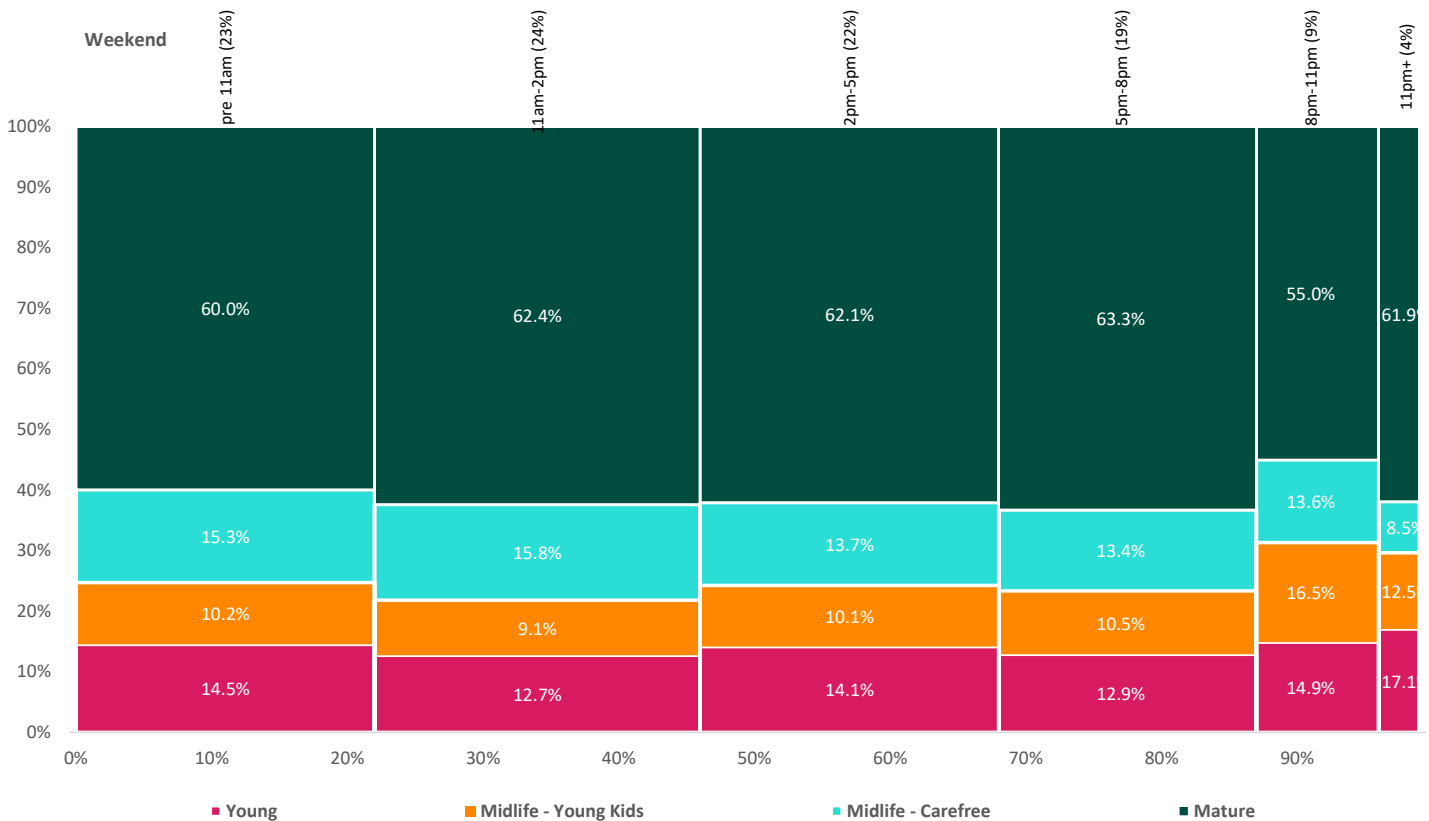


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



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

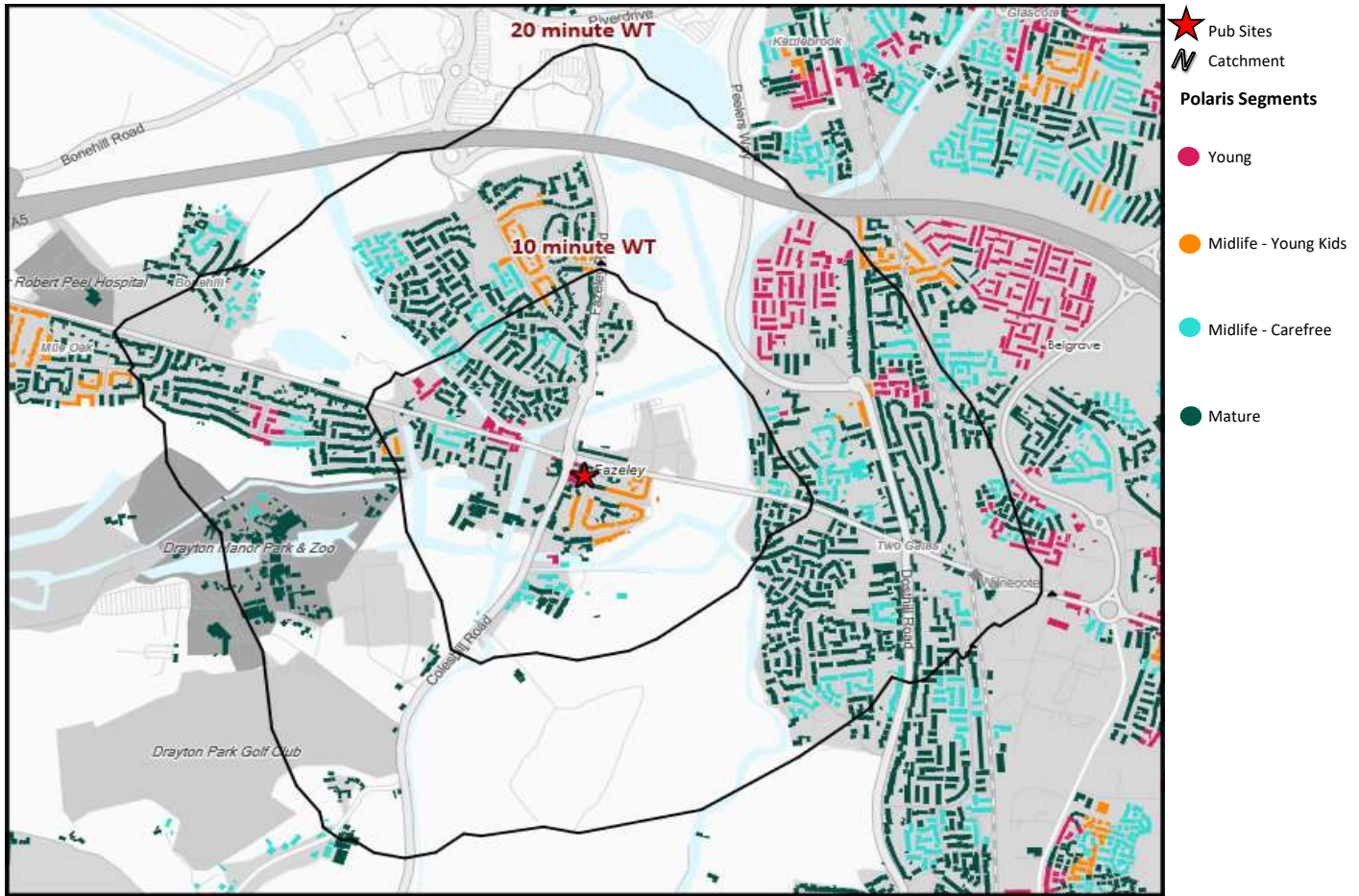


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Three Horseshoes Fazeley Tamworth



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Polaris Profile by Catchment

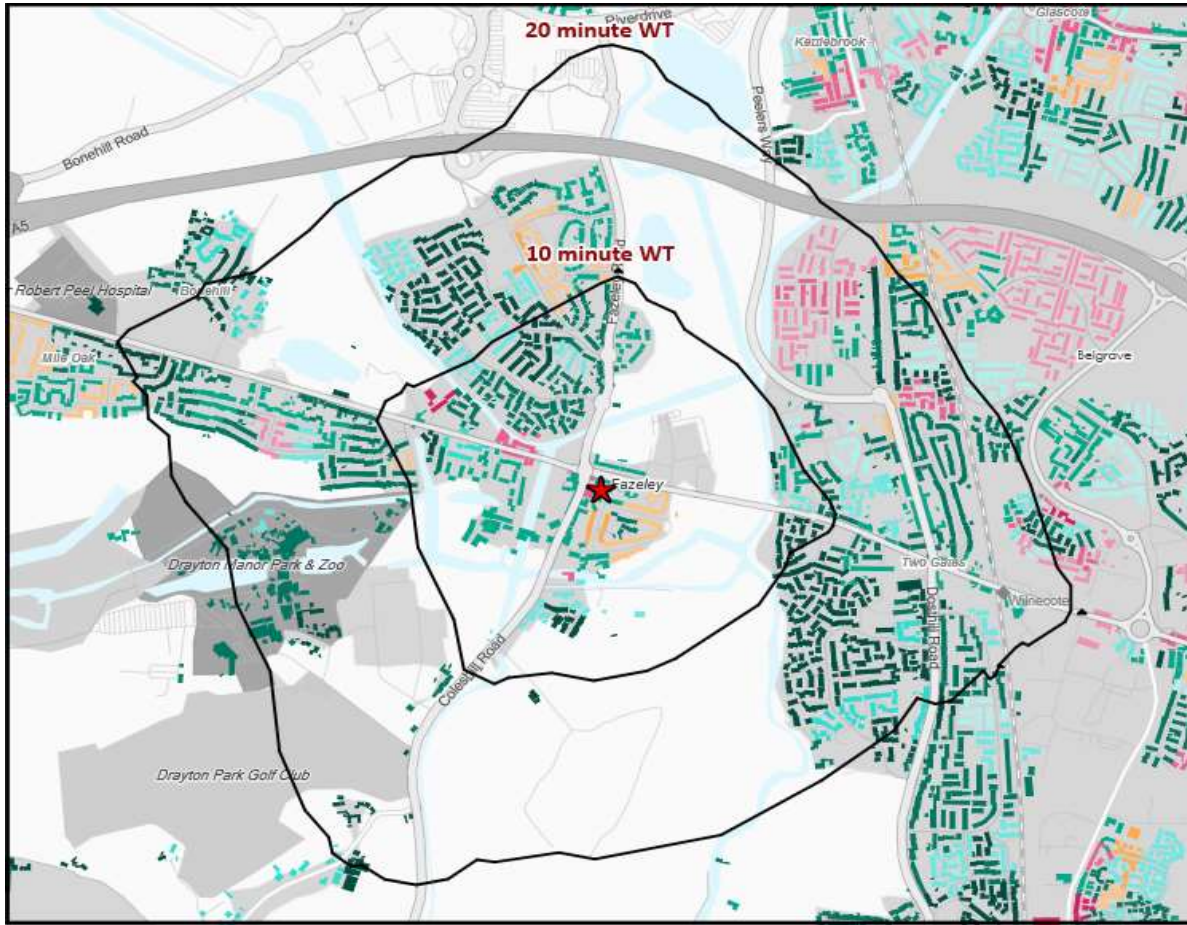
*WT= Walktime, **DT= Drivetime

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	244	948	52,502	34	39	64
Midlife - Young Kids	245	417	23,085	85	43	71
Midlife - Carefree	196	1,082	45,102	47	77	96
Mature	1,937	6,319	172,694	166	160	131
Not Private Households	0	134	3,887	0	115	100
Total	2,622	8,900	297,270			

Polaris Plus Summary - Three Horseshoes Fazeley Tamworth



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

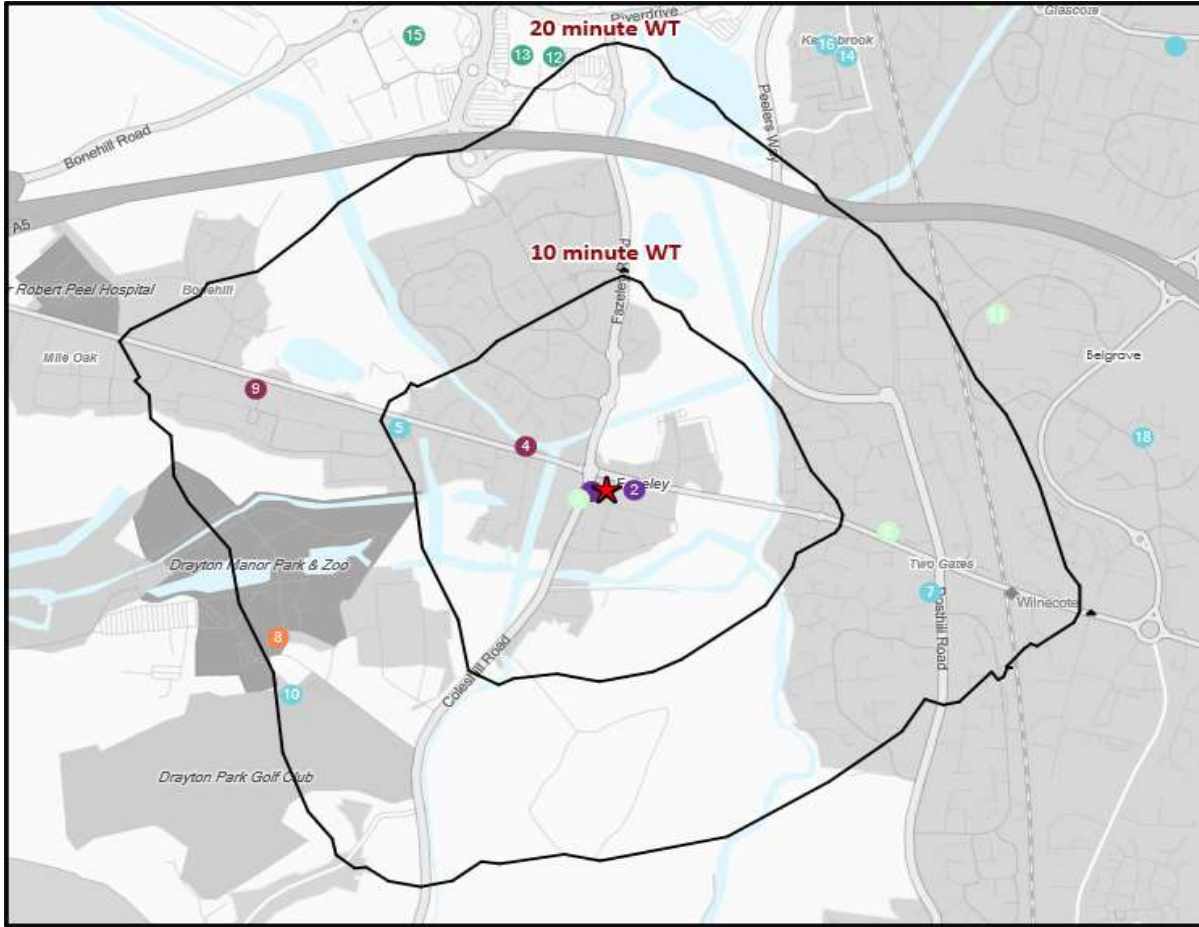


- ★ Pub Sites
- N Catchment
- Polaris Plus Segments**
- Young**
- Low
- Medium
- High
- Midlife - Young Kids**
- Low
- Medium
- High
- Midlife - Carefree**
- Low
- Medium
- High

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						
Low	77	506	34,604	30	58	119
Medium	116	376	12,987	40	38	40
High	51	66	4,911	29	11	25
Midlife - Young Kids						
Low	191	315	13,195	133	65	81
Medium	54	102	9,866	48	26	77
High	0	0	24	0	0	1
Midlife - Carefree						
Low	0	166	14,501	0	44	116
Medium	196	611	12,984	104	96	61
High	0	305	17,617	0	77	133
Mature						
Low	748	1,874	42,866	208	153	105
Medium	847	2,574	75,342	206	185	162
High	342	1,871	54,486	87	140	122
Not Private Households	0	134	3,887	0	115	100
Total	2,622	8,900	297,270			



- 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

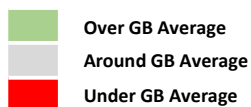
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Peninsular Cantonese Rest	B 78 3RB	Independent Free	Restaurants	0.0
0	Kudos	B 78 3RB	Independent Free	Restaurants	0.0
2	Fazeley Park Contemporary Indian Cuisine	B 78 3RF	Independent Free	Restaurants	0.1
3	Fazeley Inn	B 78 3RA	Independent Free	Community Pub	0.1
4	Three Tuns	B 78 3QN	Stonegate Pub Company	Premium Local	0.2
5	Drayton Manor Cricket & Social Club	B 78 3SJ	Independent Free	Clubland	0.4
6	Bulls Head	B 77 1HW	Marston's	Community Pub	0.6
7	Two Gates Working Mens Club	B 77 1HU	Independent Free	Clubland	0.7
8	Drayton Manor Hotel	B 78 3TW	Independent Free	Hotel	0.7
9	Longwood	B 78 3QP	Marston's	Premium Local	0.7
10	Drayton Park Golf Club	B 78 3TN	Independent Free	Clubland	0.7
11	Mercian	B 77 2LA	Independent Free	Community Pub	0.8
12	Five Guys	B 78 3JD	Five Guys	Casual Dining	0.9
13	Pizza Express	B 78 3HB	Hony Capital	Casual Dining	0.9
14	Kettlebrook Working Mens Club & Ins	B 77 1AH	Independent Free	Clubland	1.0
15	Nandos	B 78 3HD	Nandos Restaurants	Casual Dining	1.0
16	Tamworth Football Club Social Club	B 77 1AJ	Independent Free	Clubland	1.0
17	Lady Bridge	B 78 3HE	Whitbread	GPGF	1.0
18	Belgrave Sports & Social Club	B 77 2LF	Independent Free	Clubland	1.0
19	Snowdome	B 79 7ND	Independent Free	Clubland	1.1
19	Express By Holiday Inn	B 79 7ND	Atlas Hotels	Hotel	1.1

Per Pub Analysis - Three Horseshoes Fazeley Tamworth



© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,622	8,900	297,270
Number of Competition Pubs	3	6	346
Adults 18+ per Competition Pub	874	1,483	859

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	84	3.2%	40
Circuit Bar	0	85	3.2%	80
Community Pub	1	756	28.8%	151
Craft Led	0	32	1.2%	36
Great Pub Great Food	0	368	14.0%	79
High Street Pub	0	678	25.9%	140
Premium Local	1	424	16.2%	98

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	314	3.5%	44
Circuit Bar	0	257	2.9%	71
Community Pub	2	2,068	23.2%	121
Craft Led	0	97	1.1%	31
Great Pub Great Food	0	1,631	18.3%	104
High Street Pub	0	1,875	21.1%	114
Premium Local	2	1,748	19.6%	119

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	14	14,759	5.0%	62
Circuit Bar	15	10,256	3.5%	85
Community Pub	31	64,445	21.7%	113
Craft Led	0	5,003	1.7%	49
Great Pub Great Food	32	54,186	18.2%	103
High Street Pub	42	60,142	20.2%	110
Premium Local	64	57,105	19.2%	116

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.

	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
Consumer Insight	"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"
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

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.

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			