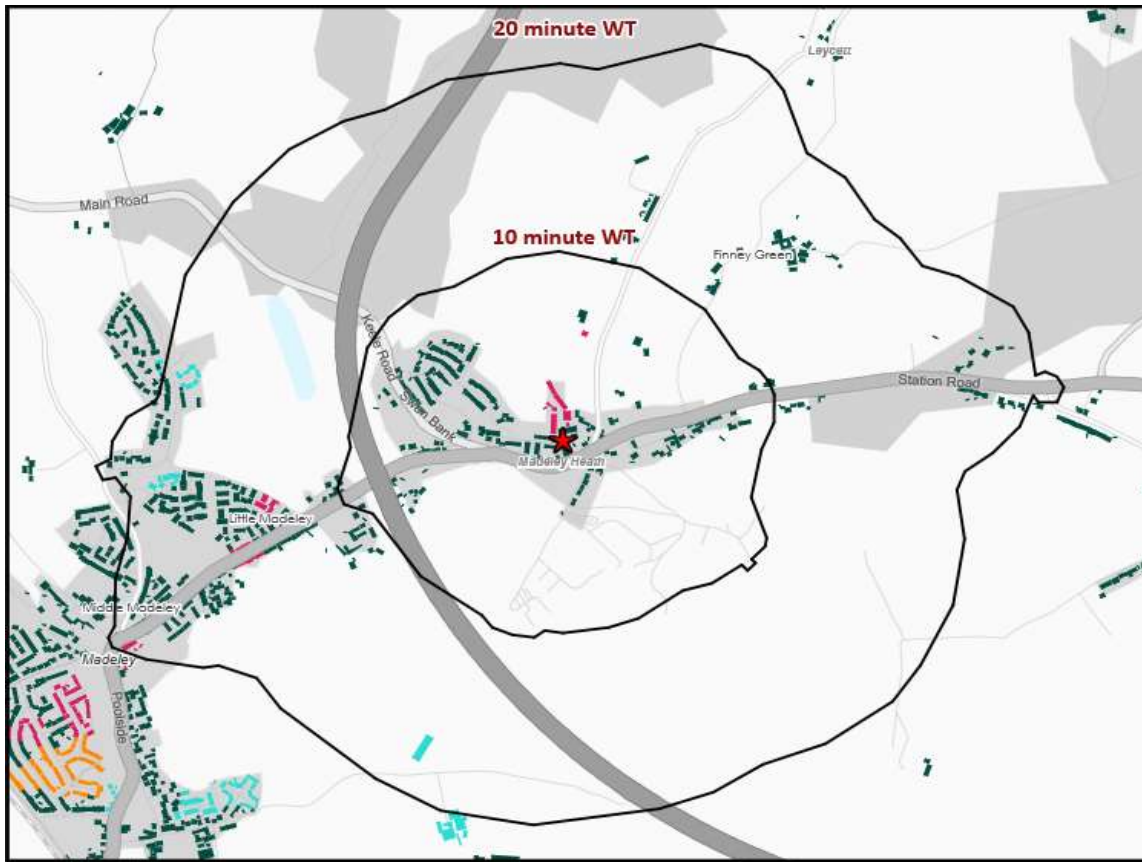


Catchment Summary - Crewe Arms Madeley Heath



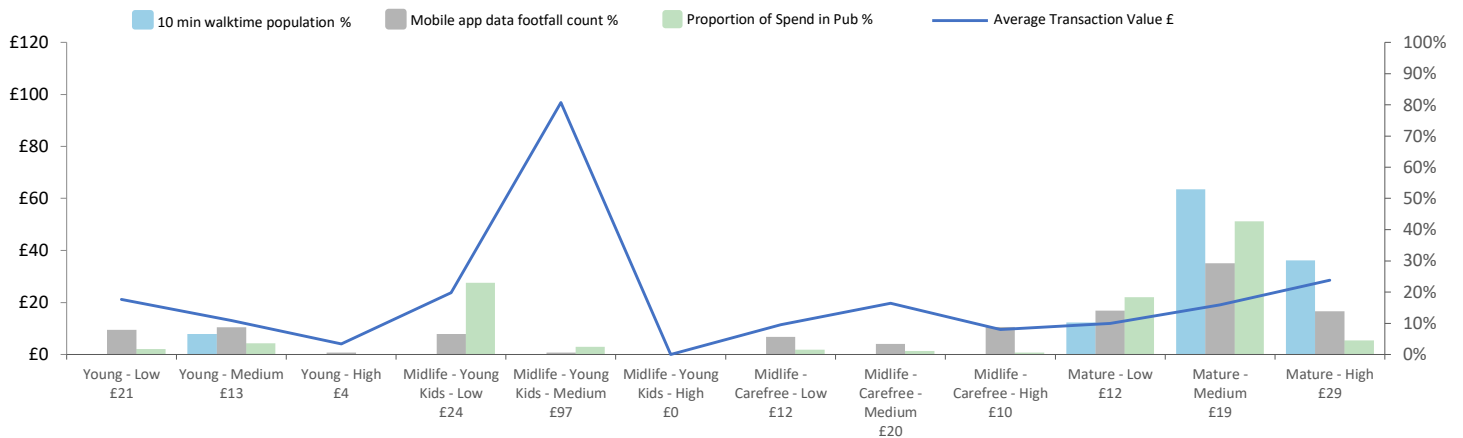
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626818	Crewe Arms Madeley Heath	CW 3 9LP	Star Pubs & Bars	Premium Local	12



- ★ 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 - Crewe Arms Madeley Heath



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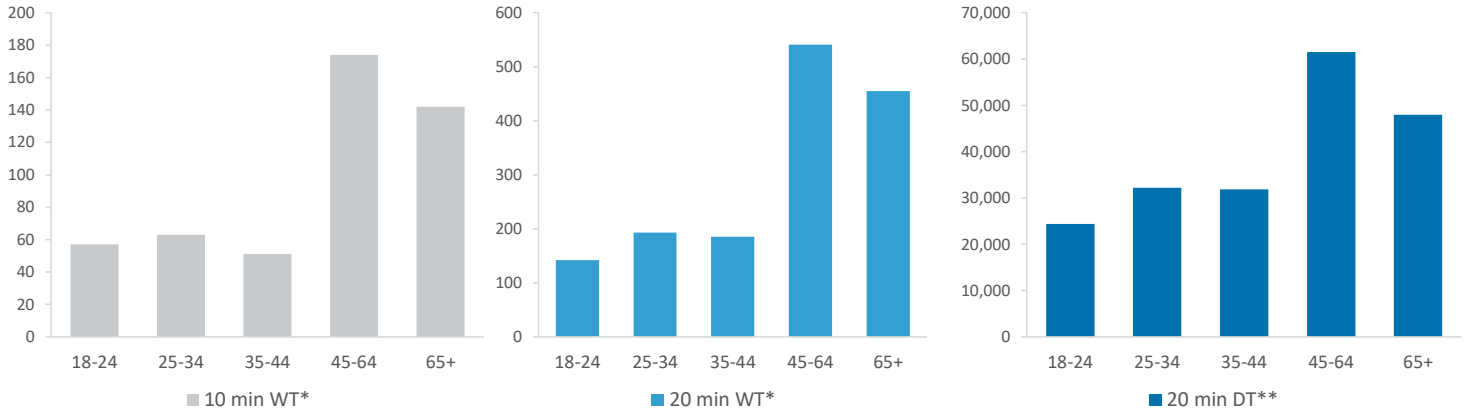
	Over GB Average
	Around GB Average
	Under GB Average

*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	581	1,806	246,323	11	10	56	
Adults 18+	487	1,516	197,971	11	10	57	
Competition Pubs	3	4	294	17	11	71	
Adults 18+ per Competition Pub	162	379	673	19	44	78	
% Adults Likely to Drink	80.8%	81.0%	76.2%	106	106	100	
Affluence	Low	10.3%	11.6%	44.3%	31	35	133
	Medium	59.5%	50.5%	39.3%	156	132	103
	High	30.2%	35.5%	15.2%	111	130	56
Age Profile	18-24	57	142	24,401	121	97	122
	25-34	63	193	32,236	81	80	98
	35-44	51	185	31,825	66	77	98
	45-64	174	541	61,503	117	117	97
	65+	142	455	48,006	127	131	101

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	300 (52%)	912 (50%)	122,999 (50%)	105	103	102
	Female	281 (48%)	894 (50%)	123,324 (50%)	95	97	98
Economic Status (16+)	Employed: Full-time	160 (32%)	571 (37%)	69,496 (34%)	92	106	99
	Employed: Part-time	67 (13%)	195 (13%)	22,831 (11%)	111	105	94
	Self employed	53 (10%)	156 (10%)	15,354 (8%)	113	108	82
	Unemployed	4 (1%)	20 (1%)	4,788 (2%)	29	46	85
	Full-time student	1 (0%)	17 (1%)	6,294 (3%)	8	46	130
	Retired	165 (33%)	430 (28%)	45,649 (22%)	149	126	102
	Other	56 (11%)	170 (11%)	39,262 (19%)	64	63	111
Total Worker Count		123	309	158,181			

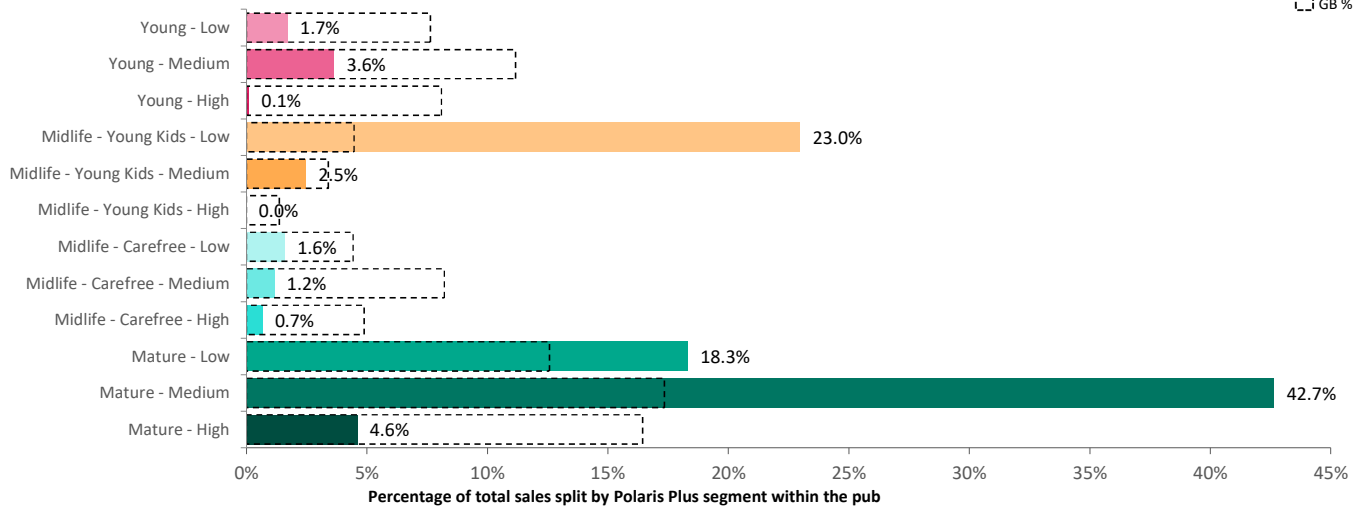
See the Glossary page for further information on the above variables

Transactional Data Summary - Crewe Arms Madeley Heath

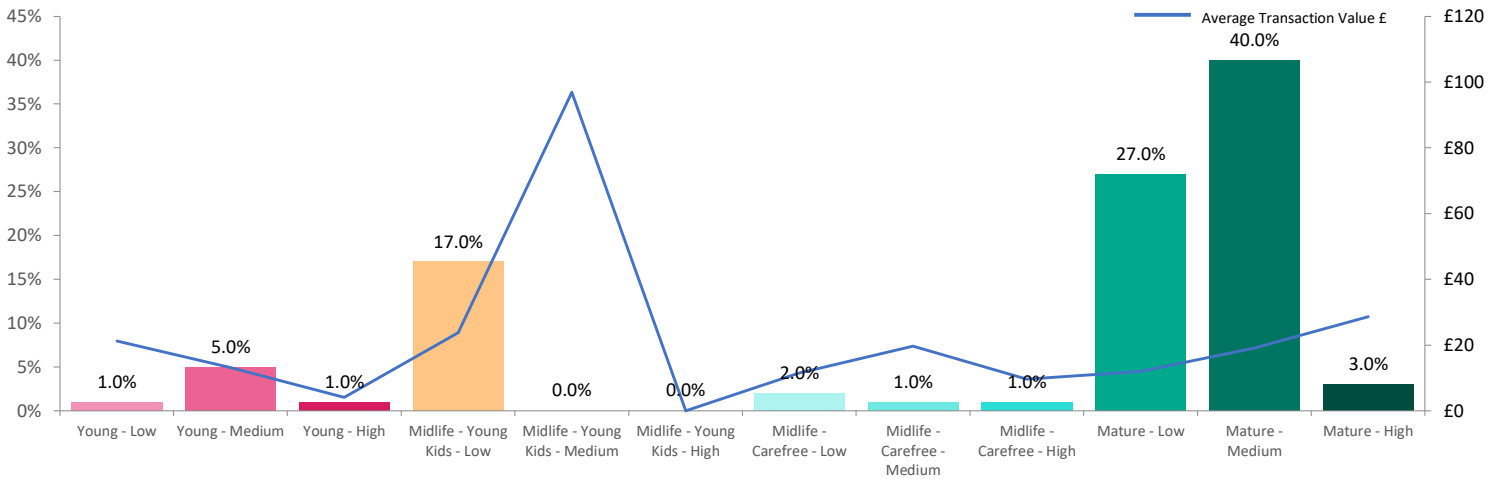


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Spend by Polaris Plus

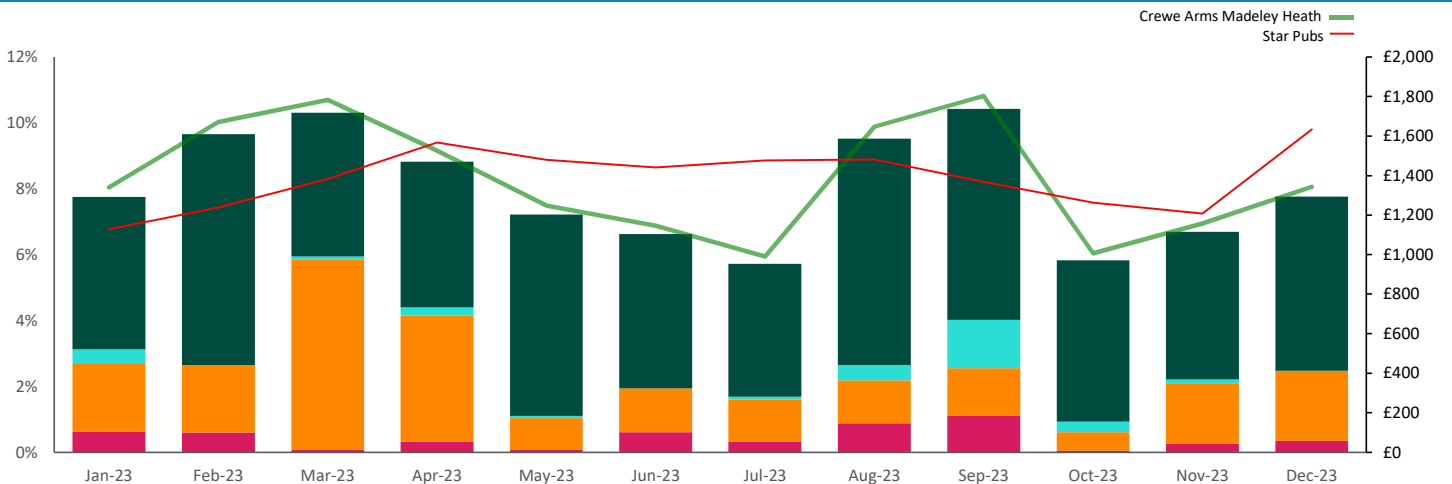


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



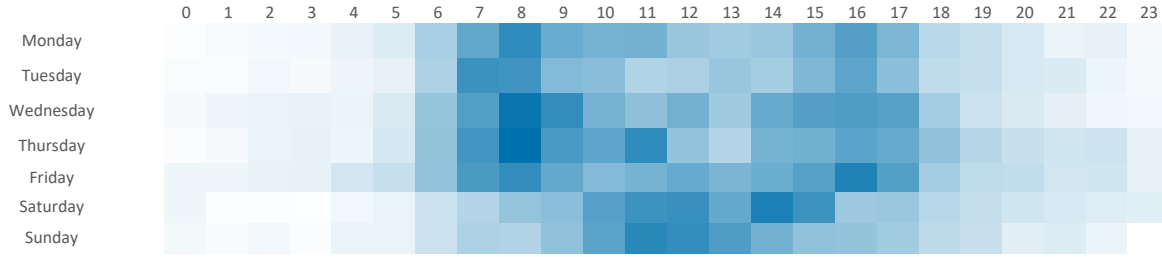
Seasonality of the spend split by month

Mobile Data Summary - Crewe Arms Madeley Heath



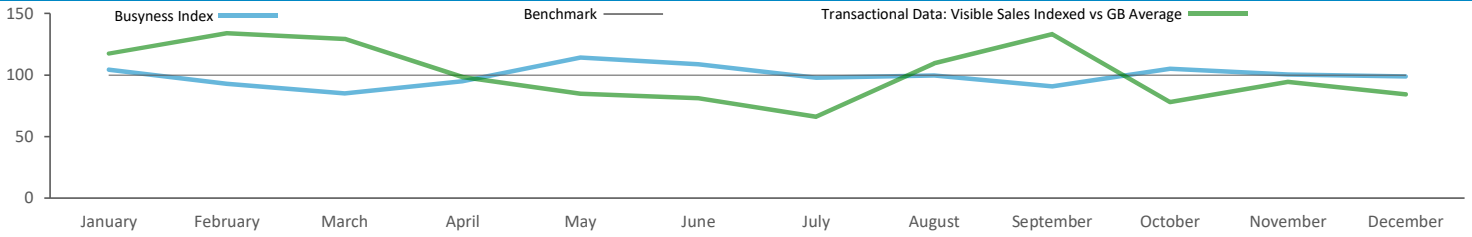
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Time of Day/Day of Week



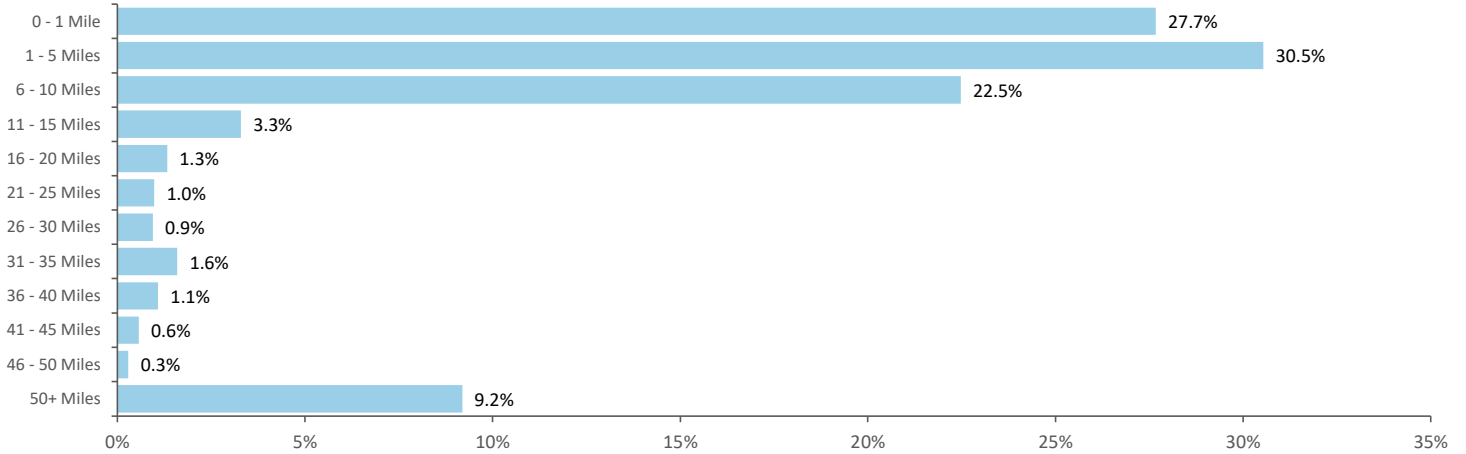
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

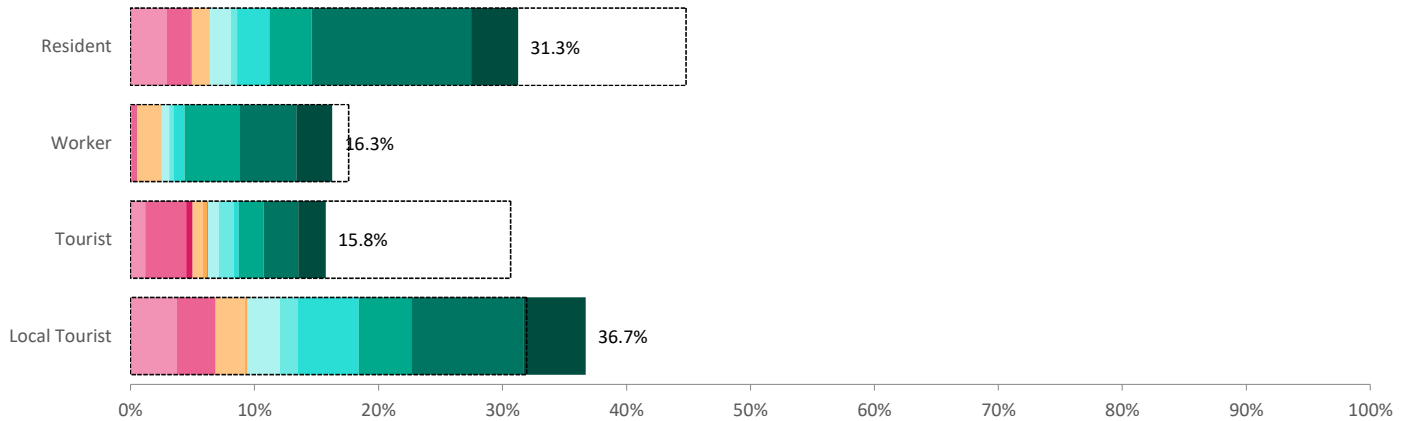
Distance from Home



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

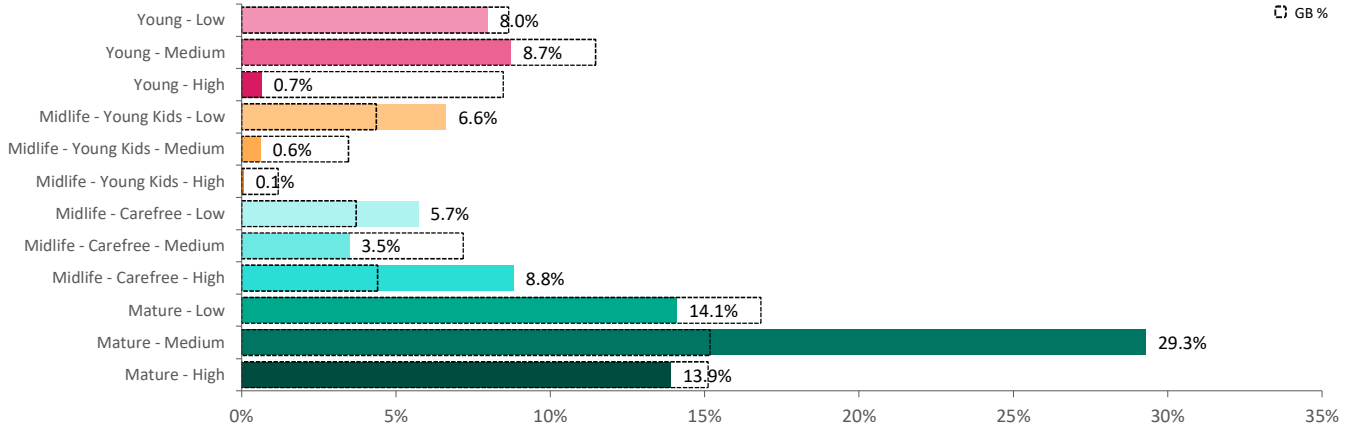
Audience Classification by Polaris Plus

Base: GB



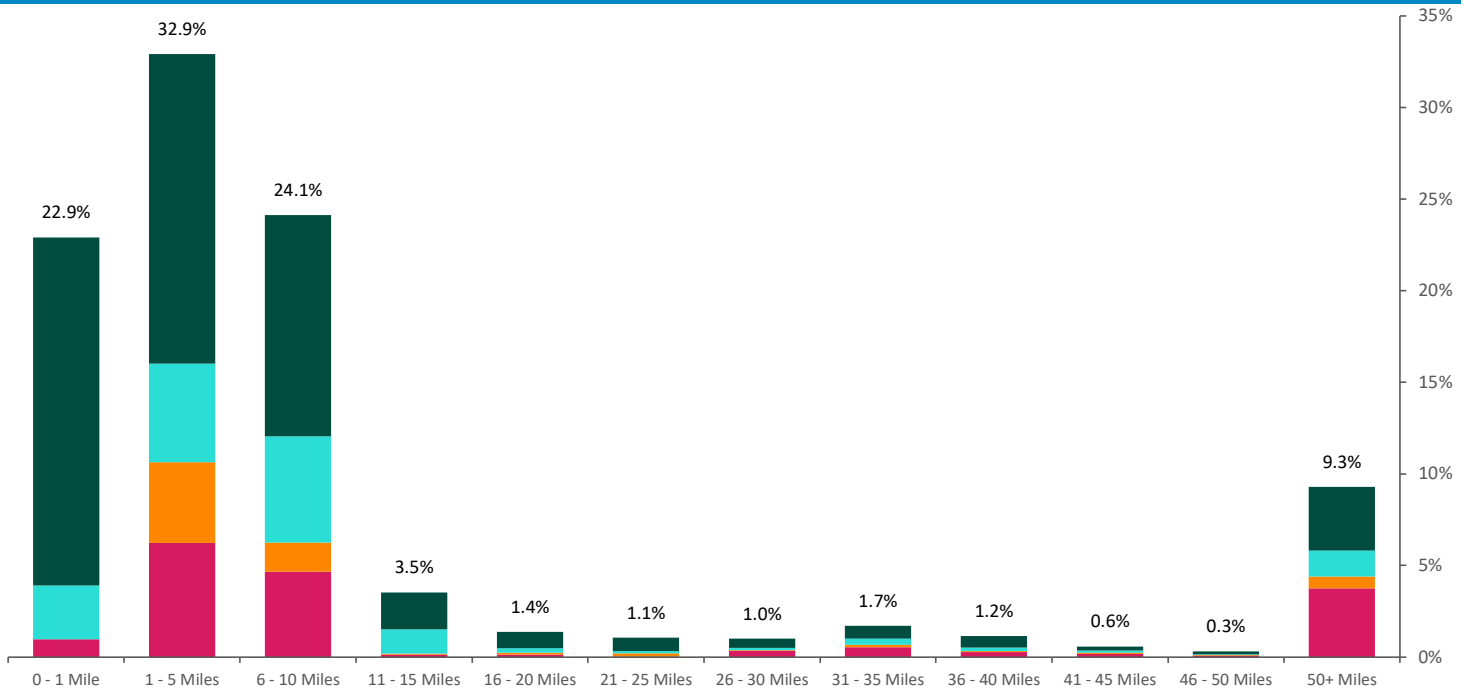
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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



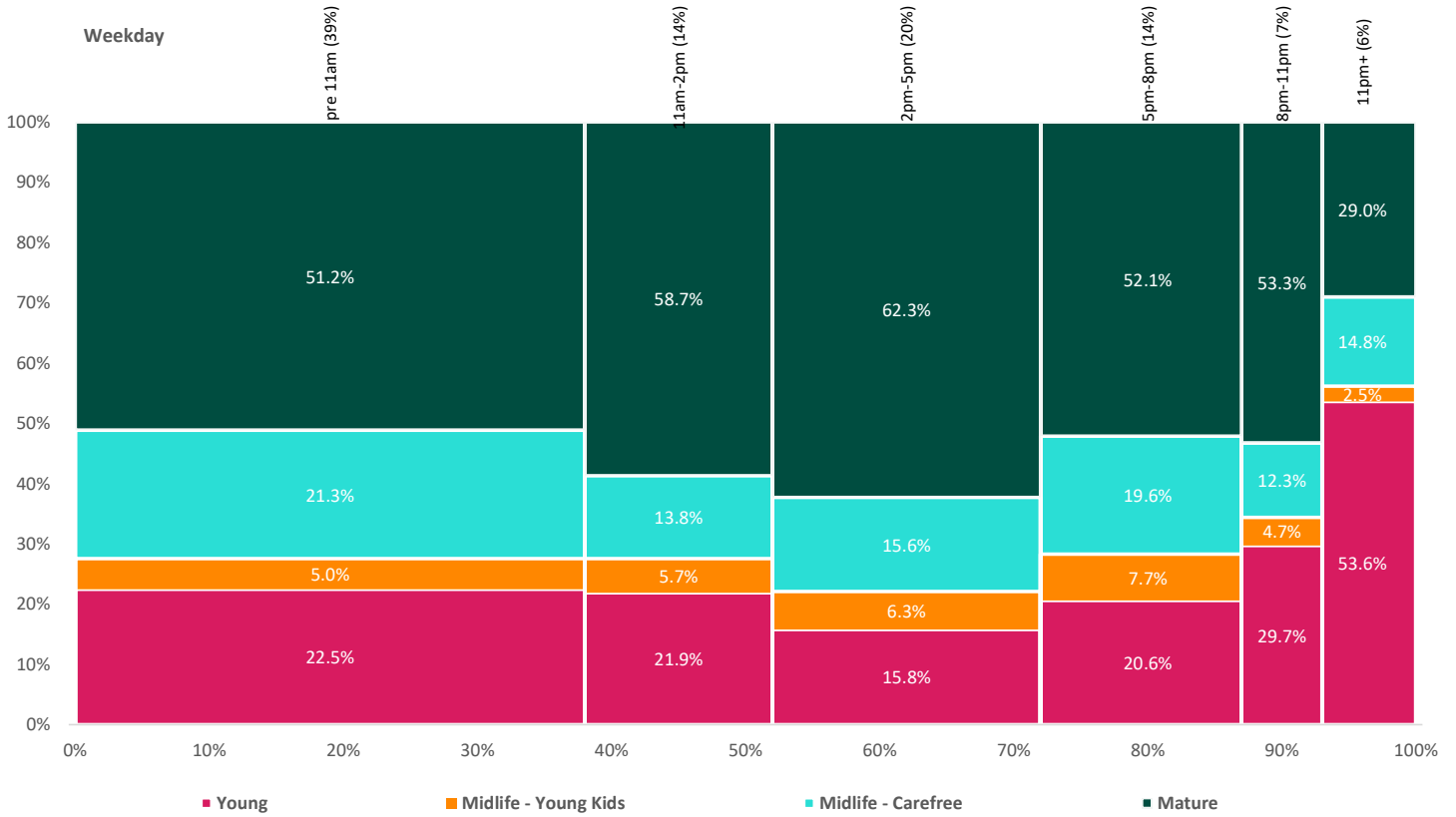
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Crewe Arms Madeley Heath

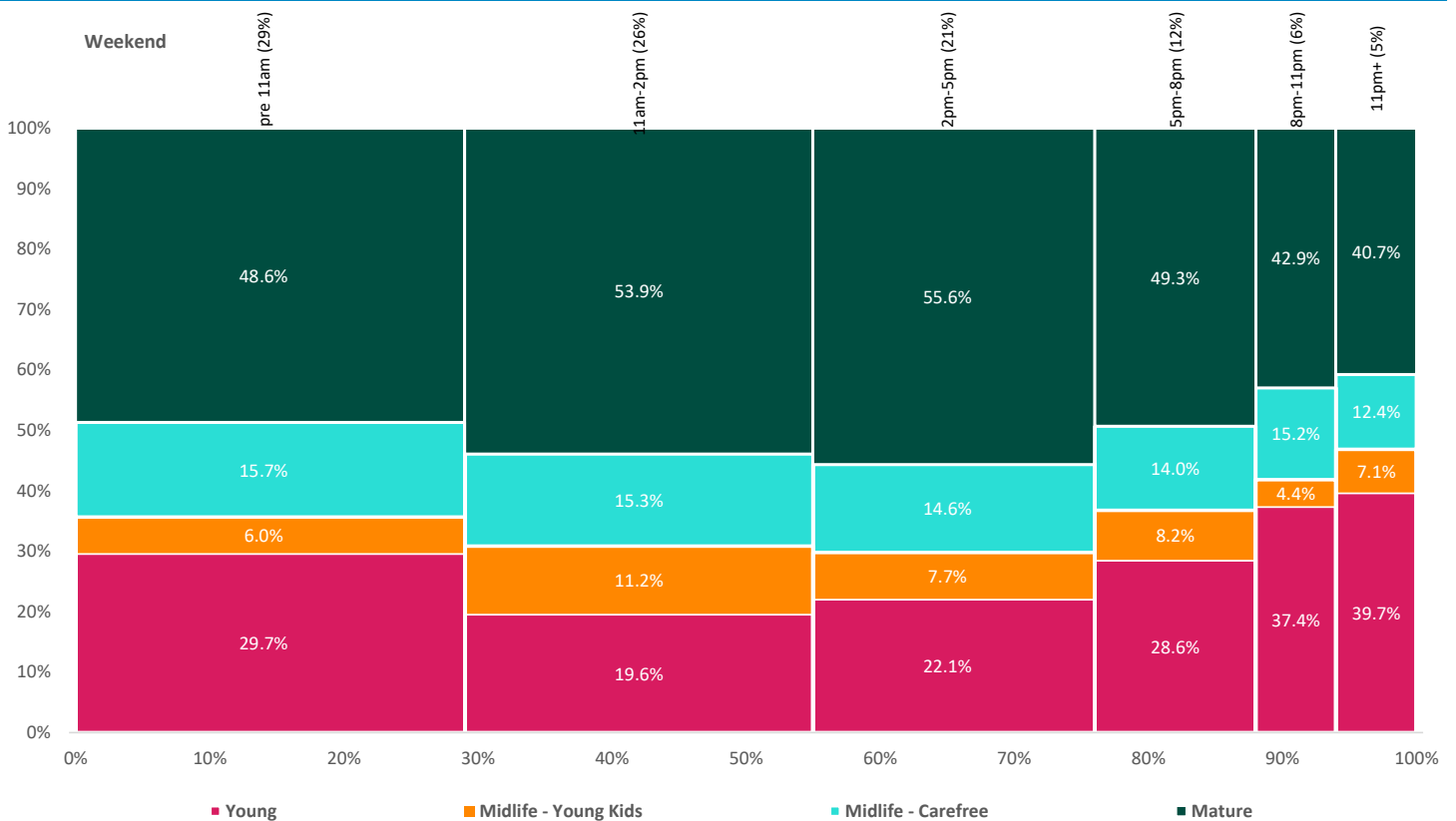


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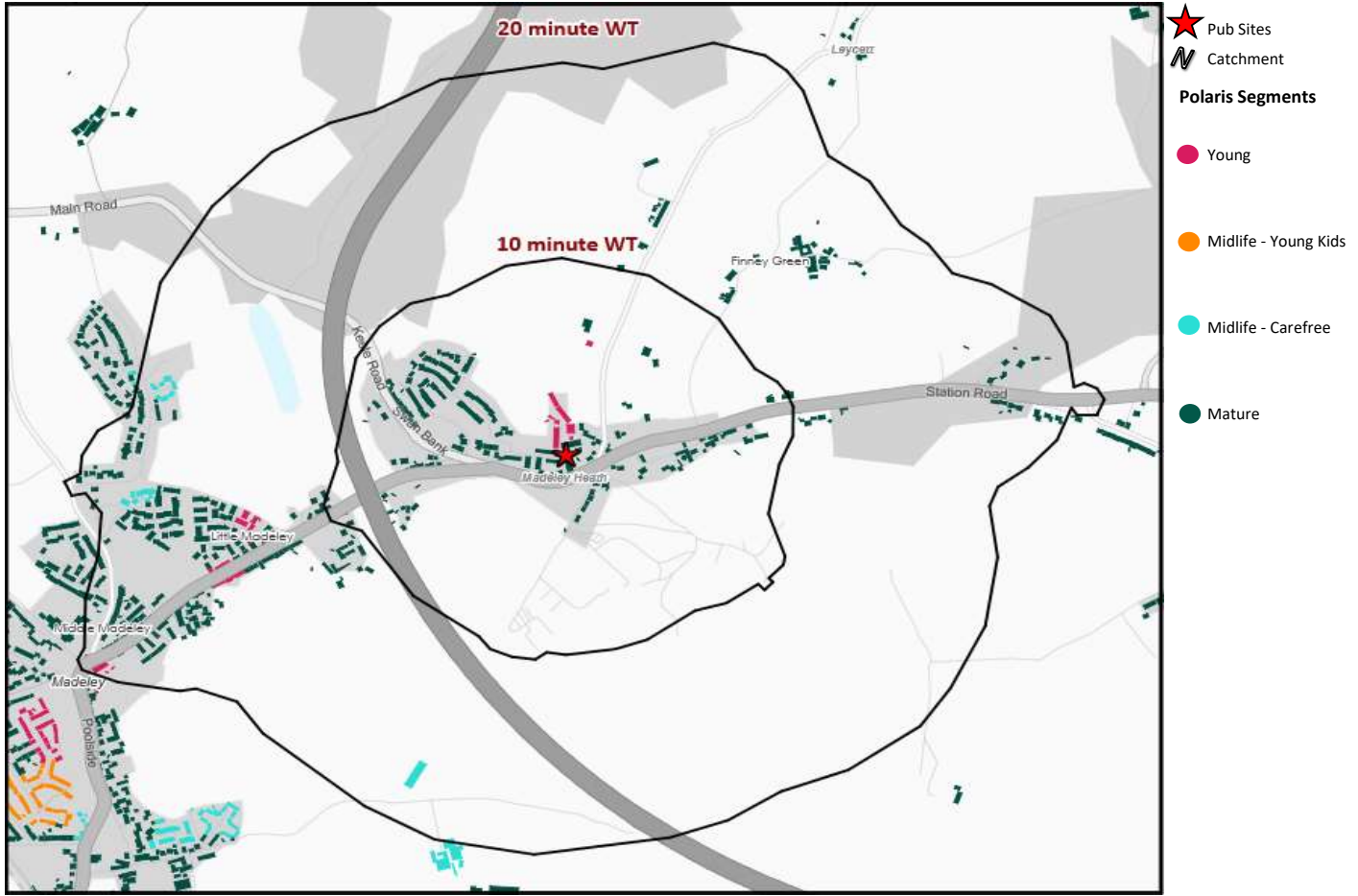
Time of Day by Polaris: Weekday (Monday to Friday)



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 Profile by Catchment

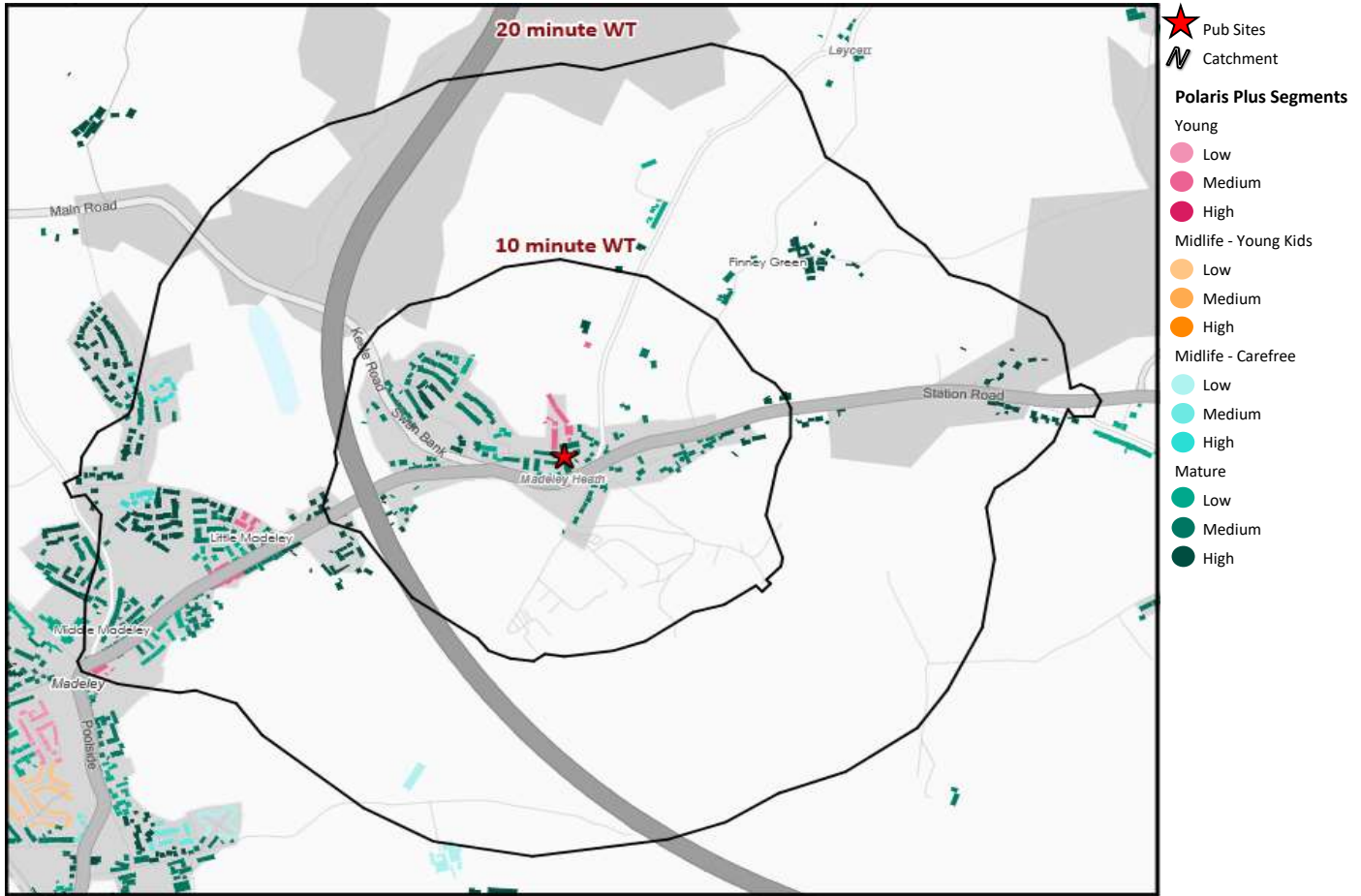
*WT= Walktime, **DT= Drivetime

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	32	94	67,402	24	23	124
Midlife - Young Kids	0	0	19,562	0	0	90
Midlife - Carefree	0	28	29,269	0	12	93
Mature	455	1,357	79,265	210	202	90
Not Private Households	0	37	2,473	0	186	95
Total	487	1,516	197,971			

Polaris Plus Summary - Crewe Arms Madeley Heath



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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	0	29,582	0	0	152
Medium	32	94	36,212	60	56	167
High	0	0	1,608	0	0	12
Midlife - Young Kids						
Low	0	0	18,698	0	0	172
Medium	0	0	864	0	0	10
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	13,850	0	0	166
Medium	0	0	8,347	0	0	59
High	0	28	7,072	0	41	80
Mature						
Low	50	176	25,523	75	85	94
Medium	258	671	32,389	338	283	104
High	147	510	21,353	201	224	72
Not Private Households	0	37	2,473	0	186	95
Total	487	1,516	197,971			



- 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

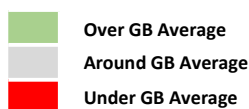
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Crewe Arms	CW 3 9LP	Star Pubs & Bars	Premium Local	0.0
1	Old Swan Hotel	CW 3 9LD	Independent Free	Family Pub Dining	0.2
2	Leycezz Cricket Club	ST 5 6AE	Independent Free	Clubland	0.5
3	Madeley Working Mens Club & Institute	CW 3 9JH	Independent Free	Clubland	0.8
4	Madeley Centre	CW 3 9DN	Independent Free	Clubland	0.9
5	Evening Spice	CW 3 9DX	Independent Free	Restaurants	1.0
5	Offley Arms	CW 3 9DX	Joule's Brewery	Premium Local	1.0

Per Pub Analysis - Crewe Arms Madeley Heath



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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+	487	1,516	197,971
Number of Competition Pubs	3	4	294
Adults 18+ per Competition Pub	162	379	673

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	16	3.2%	40
Circuit Bar	0	7	1.5%	37
Community Pub	0	99	20.3%	106
Craft Led	0	5	1.0%	28
Great Pub Great Food	0	124	25.4%	144
High Street Pub	0	100	20.4%	111
Premium Local	1	137	28.1%	171

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	53	3.5%	44
Circuit Bar	0	23	1.5%	38
Community Pub	0	285	18.8%	98
Craft Led	0	14	0.9%	26
Great Pub Great Food	0	400	26.4%	149
High Street Pub	0	280	18.4%	100
Premium Local	1	424	27.9%	169

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	11,648	5.9%	73
Circuit Bar	2	9,770	4.9%	122
Community Pub	65	44,843	22.7%	118
Craft Led	0	7,054	3.6%	103
Great Pub Great Food	10	26,253	13.3%	75
High Street Pub	55	43,817	22.1%	120
Premium Local	33	29,916	15.1%	92

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			