

Location Report



| Created: Mar 17 2026 12:36PM in 1 seconds |

...: PUB SEGMENTATION ...

Site: Bells Of Peover, WA16 9PZ

A Premium Village pub is typically located in a fairly affluent village. Food would be an important focus offered in an authentic visually appealing environment. A beer garden would also be a bonus to entice people out from the nearby suburbs. Drinks are worth less in sales terms but there is the opportunity to charge a premium within the right setting. The ambience needs to appeal to locals to drive traffic midweek so creating a genuine warm environment with cosy nooks and open fires would be ideal.

Variable	Target Value
Best Fit Segmentation	Premium Village
How close it the Best Fit	0.50
Second Best Fit Segmentation	Village All Rounder
How close it the Second Best Fit	0.06
Third Best Fit Segmentation	none
How close it the Third Best Fit	0.00



GROUP 2: COMFORTABLE SCEPTICS

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be weary of trying something new.



GROUP 8: STEADFAST SIPPERS

They've got their favourite places, rarely push the boat out, and prefer staying close to home.



GROUP 9: SPARKLING SOCIALISERS

Regularly wine & dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



GROUP 10: BUSINESS CLASS-SEEKERS

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

...: MATCH CONSUMER SEGMENTATION ...

Site: **Bells Of Peover, WA16 9PZ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	14	14.74%	9,583,035	15.35%	96.04%	
C02. Comfortable Sceptics	17	17.89%	8,713,823	13.95%	128.25%	
C03. Mainstream Minded	7	7.37%	6,388,194	10.23%	72.03%	
C04. Cost-Conscious Champions	11	11.58%	7,857,998	12.58%	92.02%	
C05. Carefree Dolce Vitas	9	9.47%	4,527,939	7.25%	130.66%	
C06. Family Pit Stoppers	5	5.26%	4,593,126	7.35%	71.56%	
C07. Trending Tastemakers	9	9.47%	5,955,829	9.54%	99.34%	
C08. Steadfast Sippers	7	7.37%	4,164,917	6.67%	110.48%	
C09. Sparkling Socialisers	7	7.37%	4,164,917	6.67%	110.48%	
C10. Business Class Seekers	7	7.37%	5,441,256	8.71%	84.57%	
Total	95	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Bells Of Peover, WA16 9PZ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	60	14.39%	9,583,035	15.35%	93.77%	■
C02. Comfortable Sceptics	73	17.51%	8,713,823	13.95%	125.46%	■
C03. Mainstream Minded	32	7.67%	6,388,194	10.23%	75.02%	■
C04. Cost-Conscious Champions	49	11.75%	7,857,998	12.58%	93.39%	■
C05. Carefree Dolce Vitas	32	7.67%	4,527,939	7.25%	105.84%	■
C06. Family Pit Stoppers	21	5.04%	4,593,126	7.35%	68.47%	■
C07. Trending Tastemakers	34	8.15%	5,955,829	9.54%	85.49%	■
C08. Steadfast Sippers	33	7.91%	4,164,917	6.67%	118.66%	■
C09. Sparkling Socialisers	33	7.91%	4,164,917	6.67%	118.66%	■
C10. Business Class Seekers	41	9.83%	5,441,256	8.71%	112.84%	■
Total	417	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Bells Of Peover, WA16 9PZ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	109	13.92%	9,583,035	15.35%	90.72%	
C02. Comfortable Sceptics	140	17.88%	8,713,823	13.95%	128.14%	
C03. Mainstream Minded	62	7.92%	6,388,194	10.23%	77.41%	
C04. Cost-Conscious Champions	78	9.96%	7,857,998	12.58%	79.17%	
C05. Carefree Dolce Vitas	63	8.05%	4,527,939	7.25%	110.97%	
C06. Family Pit Stoppers	36	4.60%	4,593,126	7.35%	62.51%	
C07. Trending Tastemakers	57	7.28%	5,955,829	9.54%	76.33%	
C08. Steadfast Sippers	66	8.43%	4,164,917	6.67%	126.39%	
C09. Sparkling Socialisers	66	8.43%	4,164,917	6.67%	126.39%	
C10. Business Class Seekers	87	11.11%	5,441,256	8.71%	127.52%	
Total	783	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Bells Of Peover, WA16 9PZ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	2,118	14.24%	9,583,035	15.35%	92.80%	
C02. Comfortable Sceptics	2,630	17.68%	8,713,823	13.95%	126.72%	
C03. Mainstream Minded	1,329	8.94%	6,388,194	10.23%	87.35%	
C04. Cost-Conscious Champions	1,394	9.37%	7,857,998	12.58%	74.48%	
C05. Carefree Dolce Vitas	1,333	8.96%	4,527,939	7.25%	123.60%	
C06. Family Pit Stoppers	811	5.45%	4,593,126	7.35%	74.13%	
C07. Trending Tastemakers	1,050	7.06%	5,955,829	9.54%	74.02%	
C08. Steadfast Sippers	1,130	7.60%	4,164,917	6.67%	113.91%	
C09. Sparkling Socialisers	1,130	7.60%	4,164,917	6.67%	113.91%	
C10. Business Class Seekers	1,625	10.93%	5,441,256	8.71%	125.39%	
Total	14,874	100.00%	62,449,686	100.00%	100.00%	

...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 142411 Bells Of Peover, WA16 9PZ | 2026-03-17 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.41	237695	Oak Tree Of Peover	Plumley Moor Road, Lower Peover, KNUTSFORD	WA16 9SE	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
2	0.67	142412	Crown Inn	Crown Lane, Lower Peover, KNUTSFORD	WA16 9QB	Dry Led	Stonegate Pub Company	Unbranded
3	2.36	142413	Golden Pheasant Inn	Plumley Moor Road, Plumley, KNUTSFORD	WA16 9RX	Community/Wet Led/Local	JW Lees	Unbranded
4	2.87	227699	Cottage Restaurant & Lodge	London Road, Allostock, KNUTSFORD	WA16 9LU	Restaurant	Independent Free	Unbranded
5	2.90	142405	Knutsford Masonic Hall	Bexton Lane, KNUTSFORD	WA16 9BH	Masonic Club	Independent Free	Unbranded
6	3.22	812191	Leicester Warren Hall	Bexton Lane, KNUTSFORD	WA16 9BQ	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
7	3.43	142409	Three Greyhounds	Holmes Chapel Road, Allostock, KNUTSFORD	WA16 9JY	Rural Character	Cheshire Cat Pubs & Bars	Unbranded
8	3.61	3985484	Holford Estate	Chester Road, Plumley, KNUTSFORD	WA16 0UA	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
9	3.76	142347	Smoker	Chester Road, Plumley, KNUTSFORD	WA16 0TY	Dry Led	Robinsons	Unbranded
10	3.85	142400	Toft Cricket Club	Chelford Road, KNUTSFORD	WA16 8QX	Cricket Club	Independent Free	Unbranded
11	3.87	4530410	Dove Barn	Chester Road, Tabley, KNUTSFORD	WA16 0HF	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
12	4.04	656522	Lach Dennis Village Hall	Holmes Chapel Road, Lach Dennis, NORTHWICH	CW 9 7SZ	All Other Registered Clubs/Community Halls	Independent Free	Unbranded
13	4.06	1428746	Colshaw Hall	Stocks Lane, Over Peover, KNUTSFORD	WA16 8TW	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
14	4.10	142398	Crosstown Bowling & Social Club	Chelford Road, KNUTSFORD	WA16 8LY	Bowling Club	Independent Free	Unbranded
15	4.24	142402	Dun Cow	Chelford Road, Ollerton, KNUTSFORD	WA16 8RH	Community/Wet Led/Local	Robinsons	Unbranded
16	4.29	142394	Legh Arms	Brook Street, KNUTSFORD	WA16 8EB	Circuit Bar - Young Persons	Marston's	Unbranded
17	4.29	142393	Brook Street Club	Brook Street, KNUTSFORD	WA16 8EB	Registered Social club	Independent Free	Unbranded
18	4.32	28504	Cheshire Grill	Penny's Lane, Rudheath, NORTHWICH	CW 9 7SY	Dry Led	Grill Pub Co	Unbranded
19	4.36	1001254	Curzon	Toft Road, KNUTSFORD	WA16 0PE	Entertainment	Curzon Artificial Eye Ltd	Curzon
20	4.41	142403	Ye Olde Parkgate Inn	Stocks Lane, Over Peover, KNUTSFORD	WA16 8TU	Community/Wet Led/Local	Sam Smith	Unbranded

Oops, something went wrong

...: POPULATION BY AGE BAND ...

Site: **Bells Of Peover, WA16 9PZ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	60	9.45%	7,192,567	11.72%	80.59%	
Aged 10 to 14	48	7.56%	3,548,969	5.79%	130.67%	
Aged 15 to 17	18	2.83%	2,266,886	3.70%	76.71%	
Aged 18 to 24	32	5.04%	5,771,900	9.41%	53.56%	
Aged 25 to 34	48	7.56%	8,185,472	13.34%	56.65%	
Aged 35 to 44	80	12.60%	8,562,889	13.96%	90.26%	
Aged 45 to 54	112	17.64%	8,485,313	13.83%	127.52%	
Aged 55 to 64	124	19.53%	7,225,032	11.78%	165.81%	
Aged 65 to 75	59	9.29%	5,331,903	8.69%	106.90%	
Aged 75 to 84	38	5.98%	3,416,724	5.57%	107.45%	
Aged 85+	16	2.52%	1,360,040	2.22%	113.66%	
Aged under 18	140	22.05%	16,513,436	26.92%	81.91%	
Adults (Aged 18-64)	396	62.36%	38,230,606	62.32%	100.07%	
Total	635	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Bells Of Peover, WA16 9PZ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	60	9.45%	7,192,567	11.72%	80.59%	
Aged 10 to 14	48	7.56%	3,548,969	5.79%	130.67%	
Aged 15 to 17	18	2.83%	2,266,886	3.70%	76.71%	
Aged 18 to 24	32	5.04%	5,771,900	9.41%	53.56%	
Aged 25 to 34	48	7.56%	8,185,472	13.34%	56.65%	
Aged 35 to 44	80	12.60%	8,562,889	13.96%	90.26%	
Aged 45 to 54	112	17.64%	8,485,313	13.83%	127.52%	
Aged 55 to 64	124	19.53%	7,225,032	11.78%	165.81%	
Aged 65 to 75	59	9.29%	5,331,903	8.69%	106.90%	
Aged 75 to 84	38	5.98%	3,416,724	5.57%	107.45%	
Aged 85+	16	2.52%	1,360,040	2.22%	113.66%	
Aged under 18	140	22.05%	16,513,436	26.92%	81.91%	
Adults (Aged 18-64)	396	62.36%	38,230,606	62.32%	100.07%	
Total	635	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Bells Of Peover, WA16 9PZ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	1,572	10.29%	7,192,567	11.72%	87.74%	
Aged 10 to 14	798	5.22%	3,548,969	5.79%	90.26%	
Aged 15 to 17	515	3.37%	2,266,886	3.70%	91.20%	
Aged 18 to 24	726	4.75%	5,771,900	9.41%	50.49%	
Aged 25 to 34	1,239	8.11%	8,185,472	13.34%	60.76%	
Aged 35 to 44	2,021	13.22%	8,562,889	13.96%	94.75%	
Aged 45 to 54	2,187	14.31%	8,485,313	13.83%	103.47%	
Aged 55 to 64	2,309	15.11%	7,225,032	11.78%	128.29%	
Aged 65 to 75	2,005	13.12%	5,331,903	8.69%	150.96%	
Aged 75 to 84	1,361	8.91%	3,416,724	5.57%	159.91%	
Aged 85+	549	3.59%	1,360,040	2.22%	162.05%	
Aged under 18	3,096	20.26%	16,513,436	26.92%	75.26%	
Adults (Aged 18-64)	8,482	55.50%	38,230,606	62.32%	89.06%	
Total	15,282	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Bells Of Peover, WA16 9PZ : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	0	0.00%	11,835,833	19.09%	0.00%	
High	10	10.53%	13,679,112	22.07%	47.71%	
Very High	85	89.47%	10,408,216	16.79%	532.93%	
Total	95	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Bells Of Peover, WA16 9PZ : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	78	18.71%	11,835,833	19.09%	97.97%	
High	10	2.40%	13,679,112	22.07%	10.87%	
Very High	329	78.90%	10,408,216	16.79%	469.93%	
Total	417	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Bells Of Peover, WA16 9PZ : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	78	9.96%	11,835,833	19.09%	52.18%	
High	113	14.43%	13,679,112	22.07%	65.41%	
Very High	592	75.61%	10,408,216	16.79%	450.34%	
Total	783	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Bells Of Peover, WA16 9PZ : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	718	4.86%	12,753,342	20.57%	23.61%	
Low	1,642	11.11%	13,318,108	21.48%	51.70%	
Average	1,767	11.95%	11,835,833	19.09%	62.61%	
High	4,310	29.16%	13,679,112	22.07%	132.13%	
Very High	6,346	42.93%	10,408,216	16.79%	255.69%	
Total	14,783	100.00%	61,994,611	100.00%	100.00%	