

# Tilston Vineyard

## *Wine Customer Engagement Tool*

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A sample copy, based upon a fictitious vineyard in Tilson,  
way outside vineyard country.



# BENEFITS

## *Benefit 1*

More effective  
brand penetration  
locally

## *Benefit 2*

Greater volume  
of weekend  
tourists

## *Benefit 3*

More visible  
signage to the  
cellar door

# DATA SOURCES



Department  
for Transport



English  
Heritage



National Trust

# LOCATION



Wrexham (20'), Whitchurch (20'),  
Nantwich (30'), Chester (30'), Crewe (35')  
Liverpool (55'), Shrewsbury (55') all  
accessed within an hour via M53, M54 &  
M56

Golden Triangle (Wilmslow, Prestbury,  
Alderley Edge) one hour from Tilston

185 miles northwest of Central London  
– approximately a 4- hour drive

# 01

## *More Effective Brand Penetration Locally*



# CONSUMER PROFILE

## *Income and Spending Habits*

Target consumers earn at least £75,000 annually, favouring premium and organic food purchases, dining out, and leisure activities.



MEDIAN AGE

**49**

2 years older than  
the UK average

## *Demographic Characteristics*

The average target consumer is 49 years old, more likely to be degree-educated, compared to the UK average.



**59%**

Degree educated

## *Home Ownership*

77% of target consumers own homes worth an average of £535,000, usually detached houses with multiple bedrooms.



**77%**

Own their home

## *Discretionary Income*

Target consumer households have an average discretionary income of £1,020 per month, significantly higher than the UK average.



DISCRETIONARY  
INCOME

**£1,020**

per month

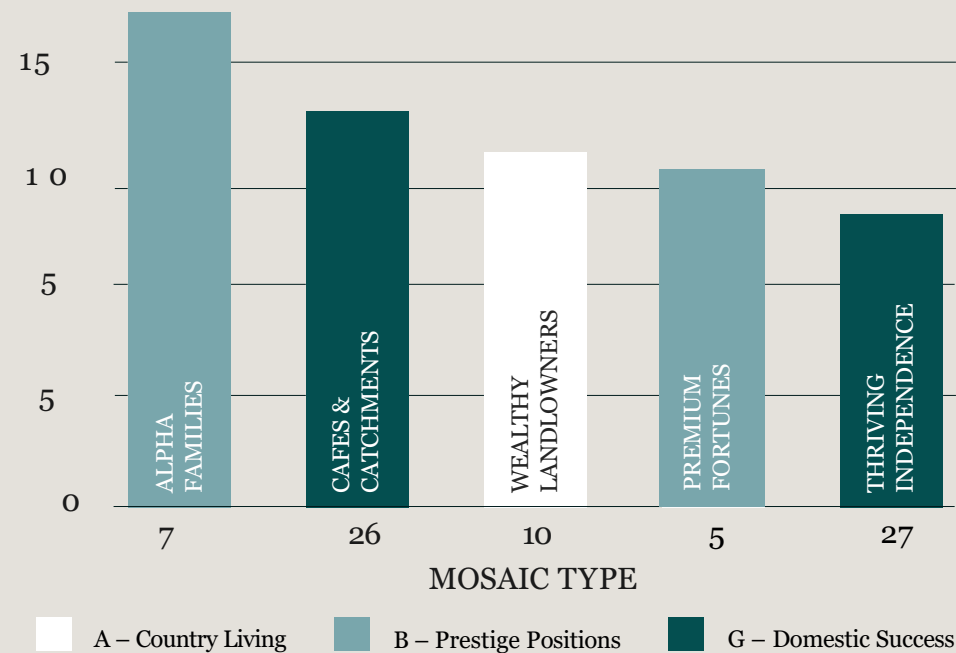


# LOCAL CONSUMER PROFILE

Tilston's population is predominantly middle-aged and older. Many residents are long-term homeowners with a proportion of the demographic working in nearby towns. Others are engaged in agriculture, small businesses, or remote professional roles.

## Household types

Dominant Experian Mosaic Classification Types, % of target households



Source: Experian

## Top 5 Experian classification types within 60 minutes of Tilston:

### ‘ALPHA FAMILIES’ – 32,000 (19%)

“Low-density suburbs within commuting distance to business centres. Both parents are likely to work in high-status jobs within substantial salaries, whilst the children are typically in primary or secondary education”.

### ‘CAFES & CATCHMENTS’ – 24,000 (14.5%)

“Affluent families living in upmarket suburban homes; busy juggling raising their children and pursuing careers.”

### WEALTHY LANDOWNERS – 24,100 (14.3%)

“Older owners of large houses in rural and village settings. A mixture of early retirees and those at the pinnacle of their careers in high-paying senior roles”.

### ‘PREMIUM FORTUNES’ – 19,500 (11.6%)

“Asset-rich families with substantial income living in expensive homes in wealthy enclaves. Parents working in high-status jobs in commutable cities”.

### ‘THRIVING INDEPENDENCE’ – 15,200 (9%)

“Qualified singles with professional careers. Often aged in their 40s or 50s. Living in good quality housing in the suburbs of major towns and cities.”.

# TOP 5 CLASSIFICATION TYPES



## *Cafes & Catchments*

Affluent families live in upmarket suburban homes, balancing career and family life.



## *Premium Fortunes*

Asset-rich families reside in expensive homes, often working in high-status jobs in wealthy areas.



## *Thriving Independence*

Qualified singles with professional careers. Often aged in their 40s or 50s. Living in good quality housing in the suburbs of major towns and cities.



## *Wealthy Landowners*

Older owners of large houses in rural settings. A mixture of early retirees and those at the pinnacle of their careers in high-paying, senior roles.



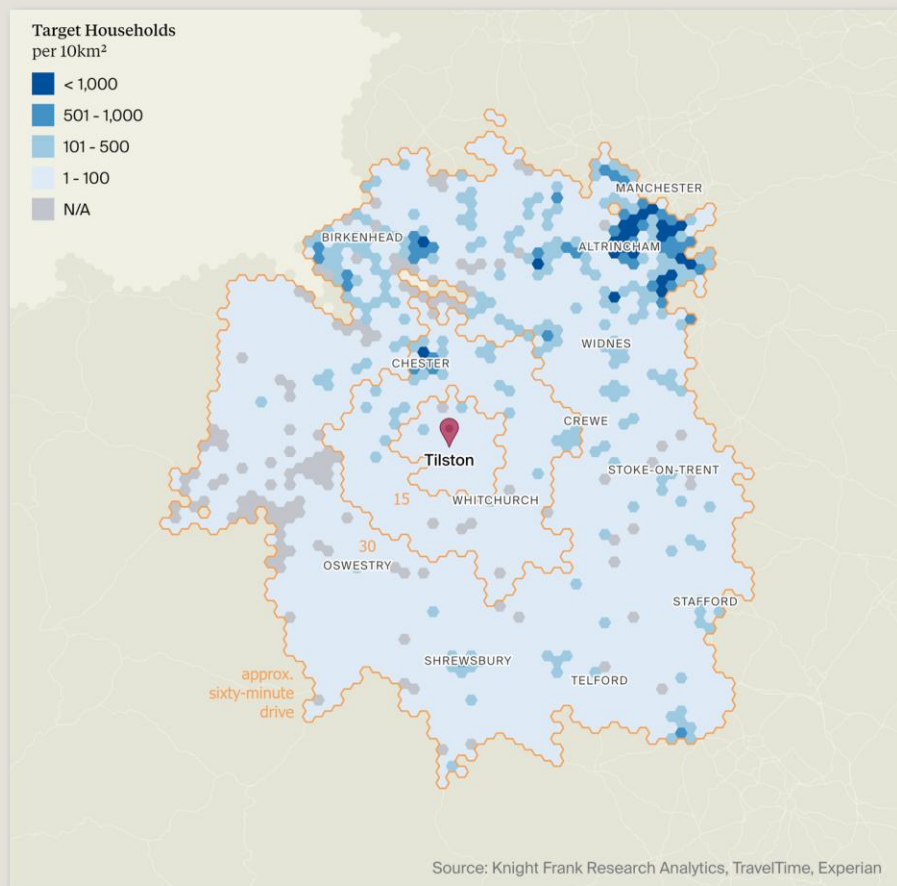
## *Alpha Families*

Families in low-density suburbs, often with both parents working in high-status jobs and children in school.





# TARGET CONSUMER DISTRIBUTION



Target households within 60-minute drive of Tilston: 168,320 (7.5% of all households).



Within 30 minutes: 20,060 (10.4%).



15 minutes: 2,360 (22.4%).



Primarily concentrated in and around Altrincham/ Wilmslow/ Alderley Edge (Golden Triangle) and Chester



Secondary (*smaller*) clusters in Liverpool, Greater Manchester and Shrewsbury.



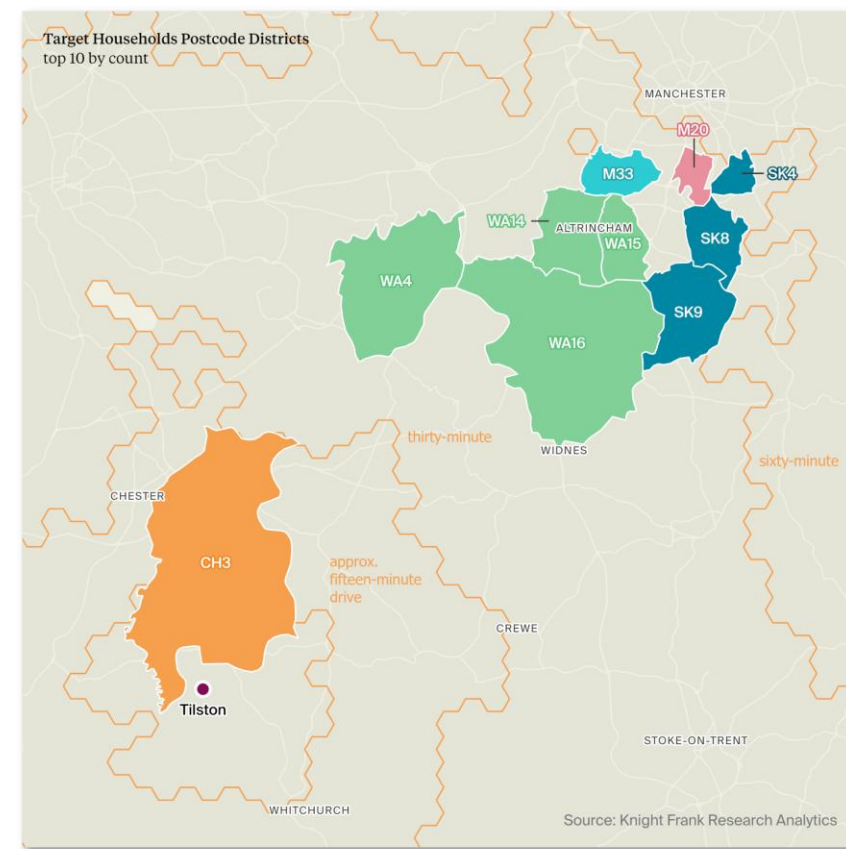
Fewer target households to the east/south in the direction of Stoke-on-Trent and Stafford.



18 target consumer households per square kilometre in the area surrounding Tilston compared to national average of 11.

# TOP 10 POSTCODE DISTRICTS BY NUMBER OF TARGET HOUSEHOLDS:

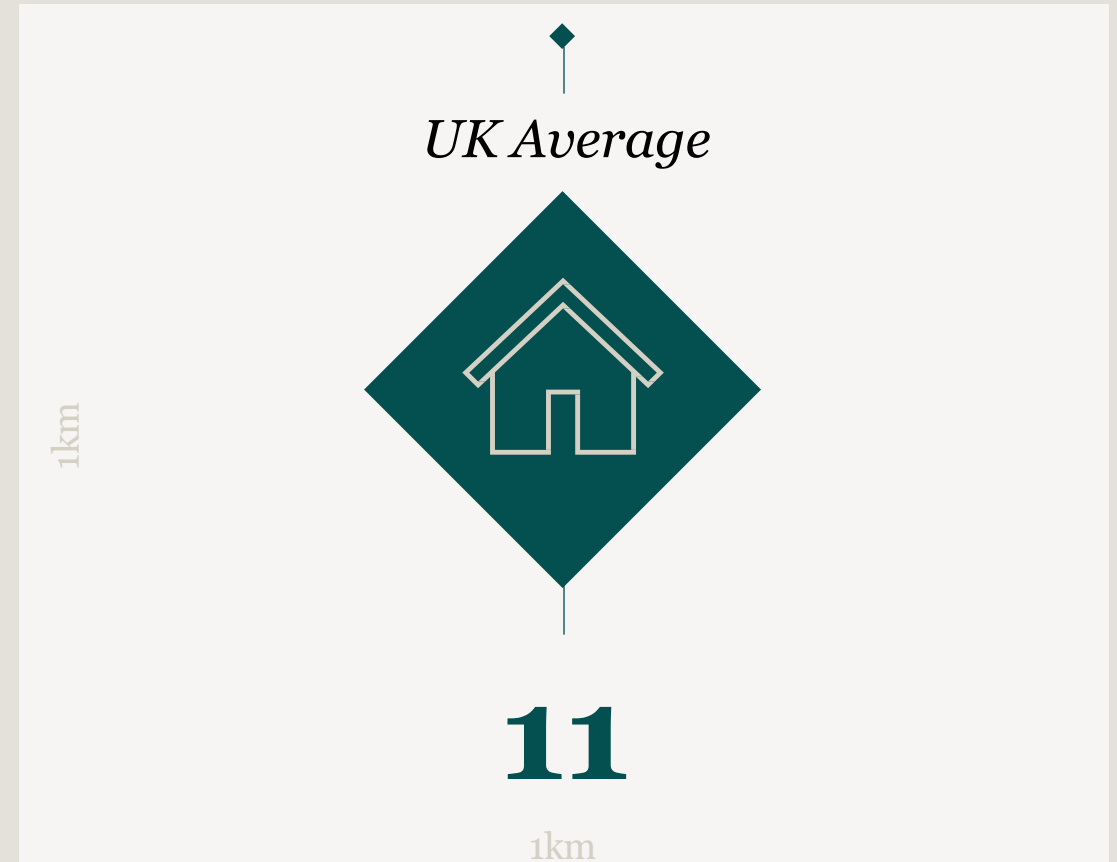
<i>Postcode District</i>	<i>Approx. Location</i>	<i>Target Households</i>
WA15	Altrincham	7,500
SK9	Wilmslow	7,400
M33	Sale	7,100
WA14	Altrincham	5,500
SK8	Cheadle	5,300
WA4	Lymm	4,900
WA16	Warrington	4,500
M20	Didsbury	4,300
SK4	Stockport	3,400
CH3	Chester	3,300



[Click to Tilston data](#)

# HOUSEHOLD DENSITY

Target households per square kilometre



Click to Tilston data

Source: Experian

# TARGET HOUSEHOLD INCOME



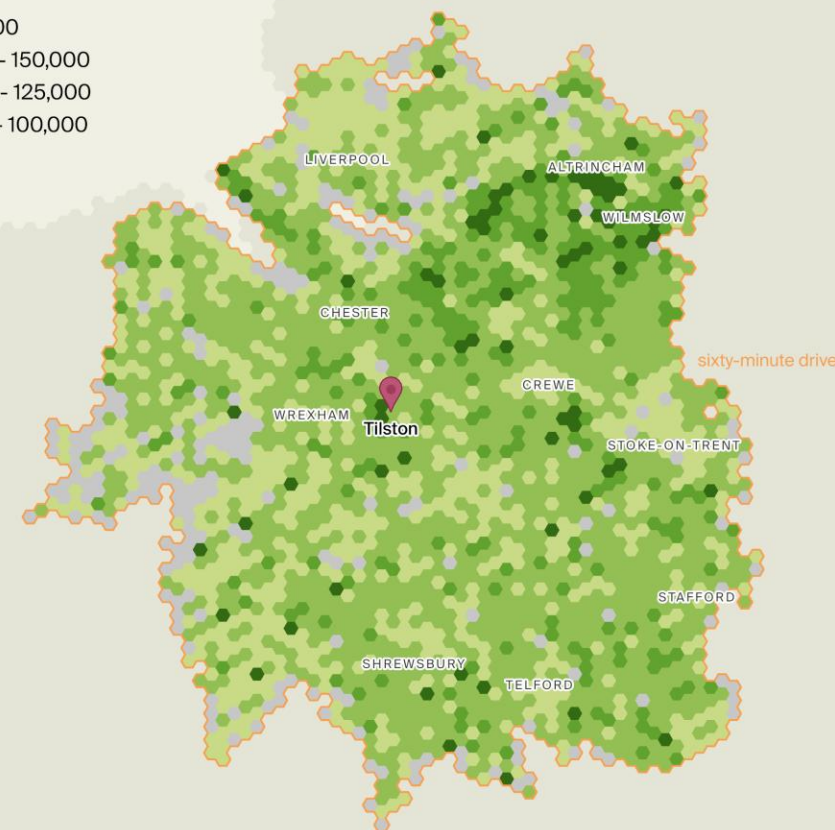
Target household average annual income within 60-minute drive of Tilston: £123,700 (£5,200 less than the national average for the same group).

Within 30 minutes: £115,400 (£13,600 less than the national average for the same group).

15 minutes: £116,500 (£12,500 less than the national average for the same group).

## Mean Household Income

Target demographic,  
£ per annum



Source: Knight Frank Research, Experian



Click to Tilston data

# ALL HOUSEHOLD INCOME

Average annual income for all households within 60-minute drive of Tilston: **£47,000** (£3,600 less than the national average for all households).

36%

of all households earn at least **£51,000** per annum (national average).

16%

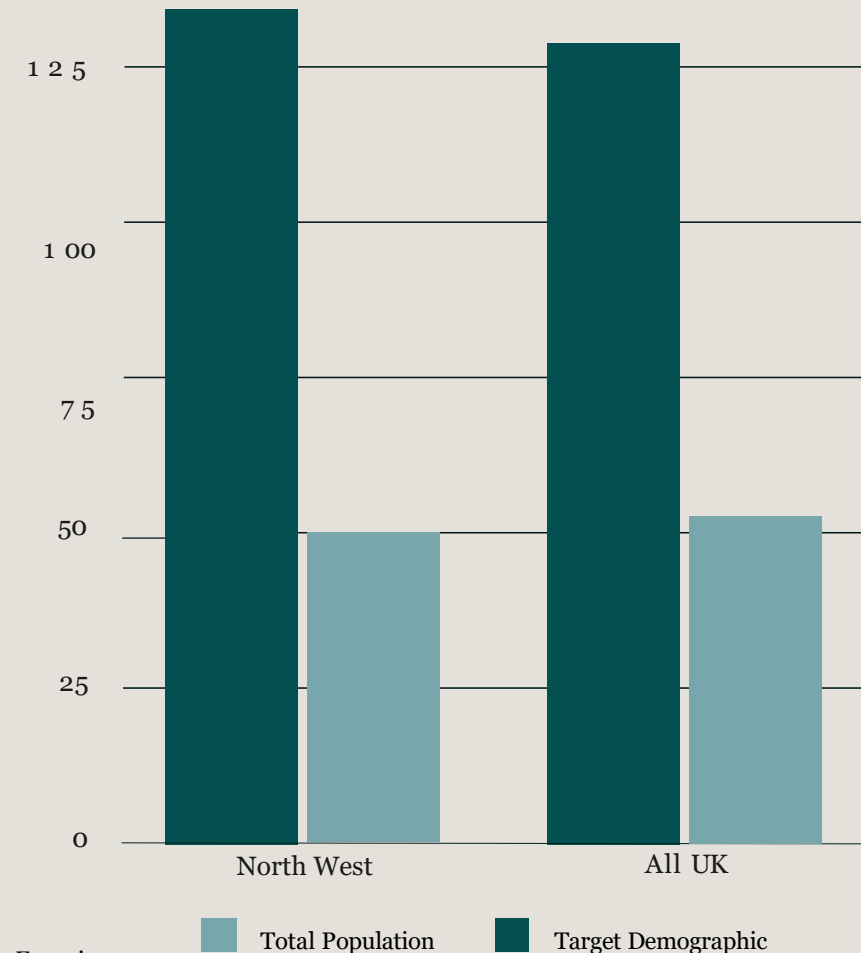
earn at least **£75,000** pa.

7%

earn at least **£100,000** pa.

## Household incomes

Mean household income by population group, £000's per annum



Source: Experian



Click to Tilston data

# GENERAL HOUSEHOLD INCOME



## *Average Household Income*

The average annual income for households near Tilston is

**£47,000,**

Which is lower than the national average.



## *Income Distribution*

**36%** of households earn at least

**£51,000,**

reflecting a significant portion of the population earning above the national average.



## *Higher Income Brackets*

**16%** of households earn over

**£75,000,**

while **7%** earn over

**£100,000**

annually, indicating a prosperous demographic.

# ON-TRADE RESTAURANTS



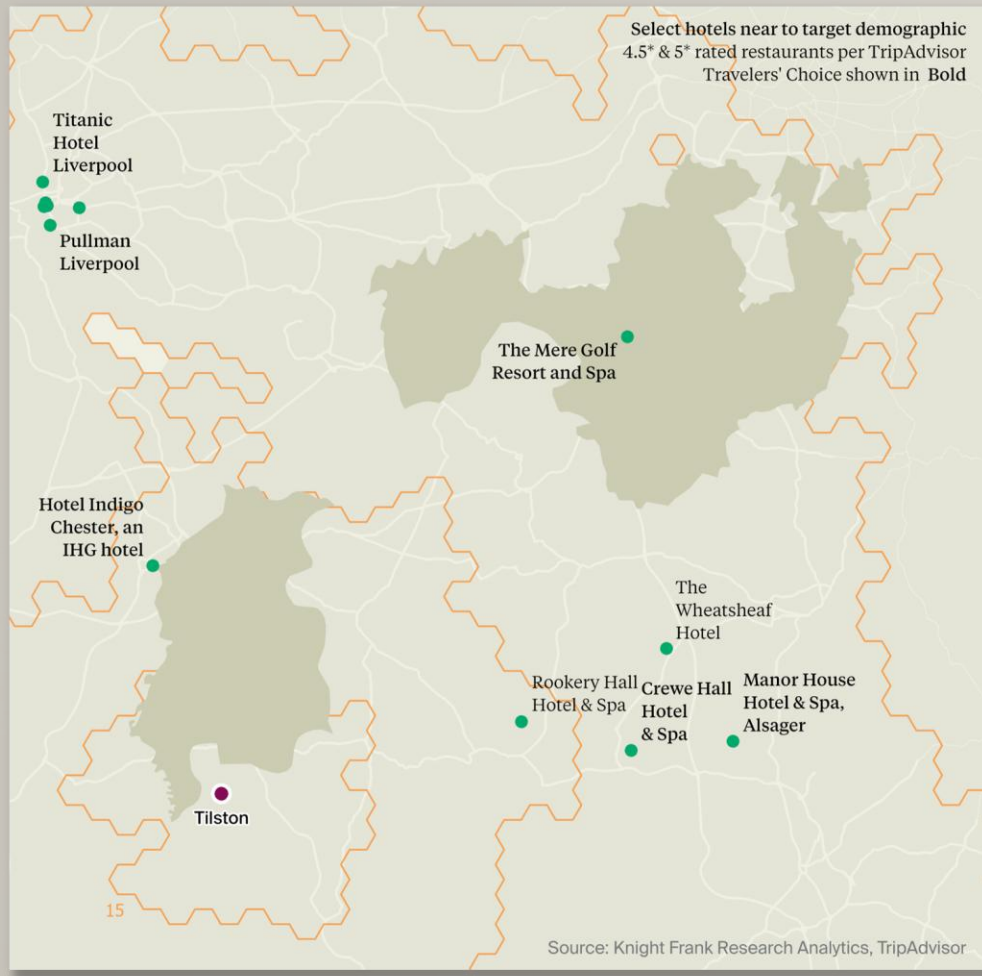
4 & 5\*  
TripAdvisor-rated  
restaurants



Click to Tilston data



# ON-TRADE HOTELS



Click to Tilston data

4 & 5\*  
TripAdvisor-rated  
hotels

# 02

## *Greater Volume of Weekend Tourists*



# RESTAURANTS



623 restaurants\* within 60 minutes' drive of DA13 OXE.

Most popular cuisines: Italian (207), Pizzeria (88), British (75), Mediterranean (55), Greek (42).

TripAdvisor data found for 616 restaurants, including 503 4\* rated or above (4\* – 138, 4.5\* – 272, 5\* – 93).

174 of the 616 were awarded 'Travelers Choice 2024' by TripAdvisor (top 10% of all listings).

In 2023, *La Dolce Vita* and *Osteria* received TripAdvisor's highest accolade, 'Travelers Choice Best of the Best' (top 1%).

153 score a perfect 5\* rating for food; 71 for atmosphere; 128 for service; 72 for value.

3 restaurants within 60 minutes' drive with a Michelin Star.

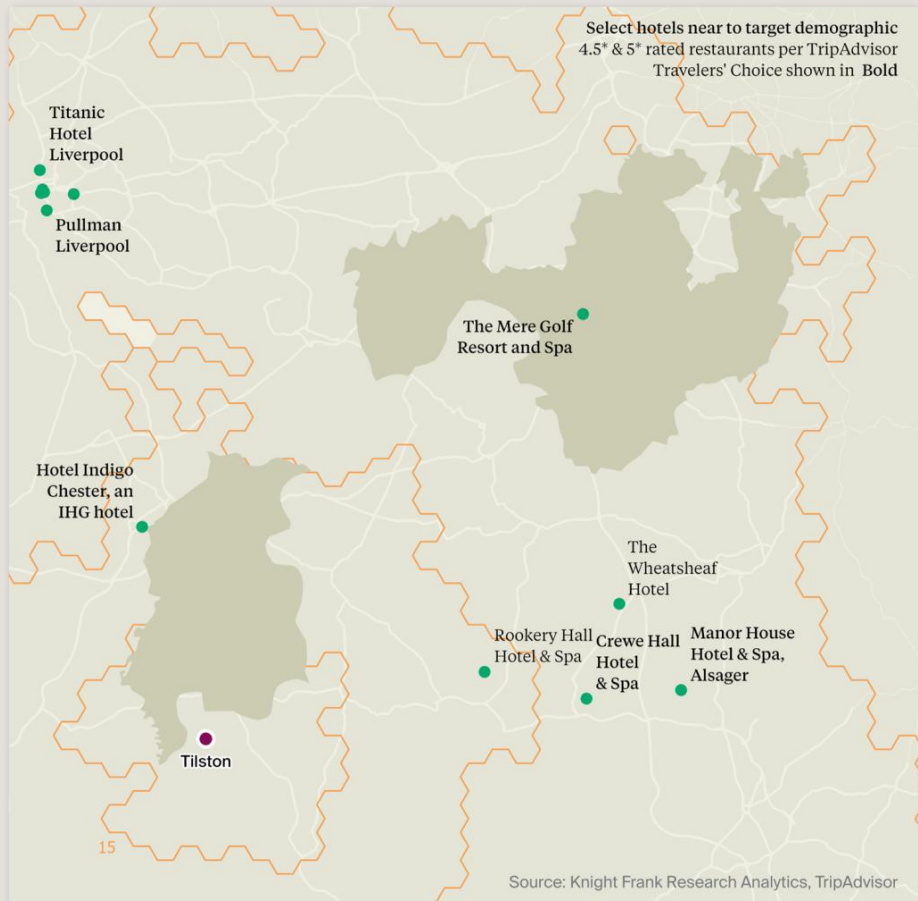
The closest Michelin Starred restaurant is *sō-lō* in Aughton.

The Barn and Moor Hall (3 stars), also both in Aughton are the other recipients of Michelin Stars.

\* Restaurant/ Bar, Italian, British, Pizzeria, Mediterranean, Brasserie, Spanish, French, Greek, Portuguese, Seafood, European, English, Continental, Vegan, Vegetarian, Scottish, Welsh per *Local Data Company*.



# HOTELS



63 4 & 5\* hotels within a 60-minute drive of DA13 oXE (4\* - 58; 5\* - 5).

1 of the 63 is rated 5\* on Trip Advisor – Drapers Hall in Shrewsbury.

21 of the 63 hotels were awarded 'Travelers Choice 2024' by TripAdvisor (top 10% of all listings).

Rookery Hall received TripAdvisor's highest accolade, 'Travelers Choice Best of the Best 2024' (top 1%).

6 score a perfect 5\* rating for 'sleep'; 1 for location; 1 for 'room'; 3 for service; 1 for value; 7 for cleanliness.

14 are 4 or 4.5\* rated on TripAdvisor.

# POPULAR ATTRACTIONS



## *Alyn Waters Park*

Alyn Waters Country Park, offers a Green Flag Award-accredited experience within the Alyn Valley, rated 4.5 on TripAdvisor.



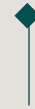
## *Chester Cathedral*

Chester Cathedral is a significant heritage site in Northwest England, with a history spanning nearly a millennium, rated 4.5 on TripAdvisor.



## *Pontcysyllte Aqueduct*

A Grade 1 listed building and part of a UNESCO World Heritage Site, rated 4.5 on TripAdvisor.

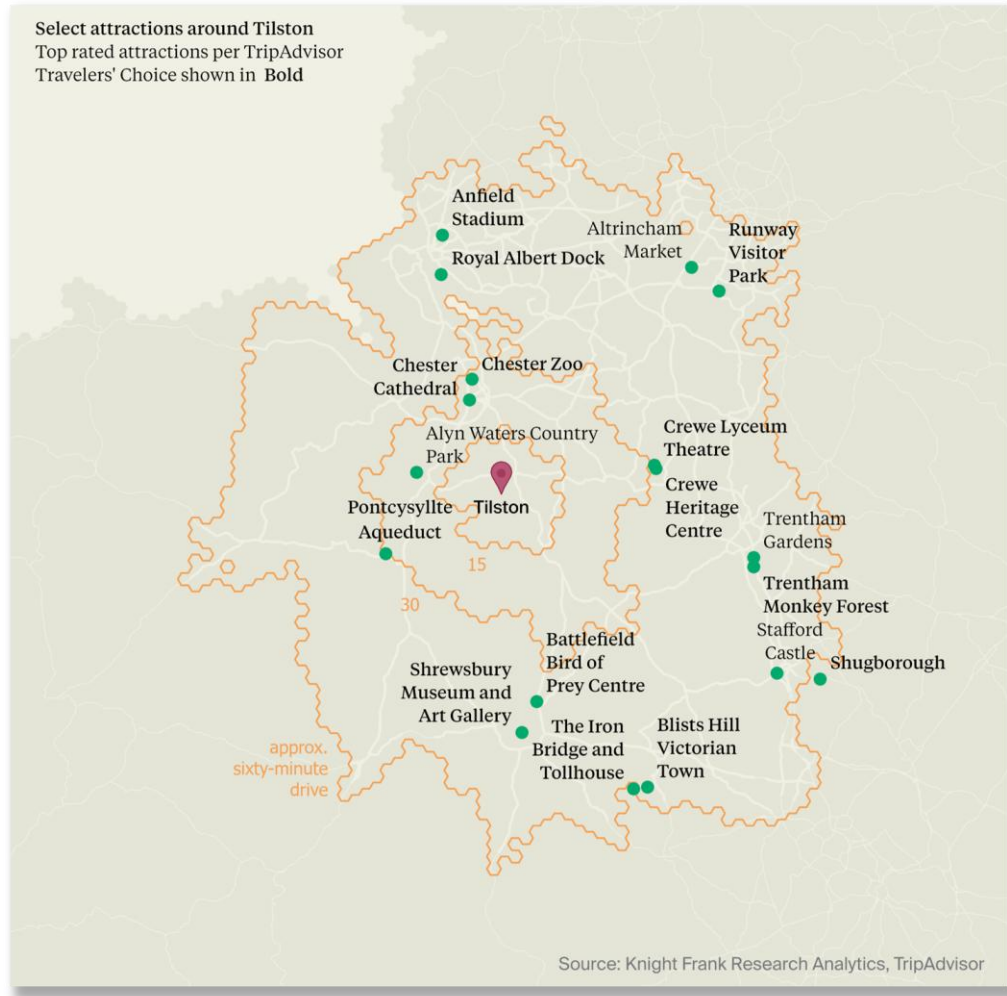


## *Royal Albert Dock*

The Royal Albert Dock is a historic landmark and vibrant mixed-use development, rated 4.5 on TripAdvisor.



# POPULAR ATTRACTIONS



Source: Creative Commons

# ATTRACTIONS

*(TripAdvisor selection)*



Altrincham Market	4	Trentham Monkey Forest	4.5
Alyn Waters Park	4.5	Pontcysyllte Aqueduct	4.5
Anfield	4.5	Royal Albert Dock	4
Battlefield Birds of Prey	5	Runway Visitor Park	4.5
Blists Hill	4.5	Shrewsbury Museum	4
Chester Cathedral	4.5	Shugborough	4
Chester Zoo	4.5	Stafford Castle	4.5
Crewe Heritage Centre	4	The Iron Bridge	4.5
Crewe Lyceum Theatre	4.5	Trentham Gardens	4.5



# ENGLISH HERITAGE AND NATIONAL TRUST



In total, Cheshire has

**4**

**English Heritage**  
sites, 26<sup>th</sup> most by  
county.



The closest English Heritage site to Tilston is Beeston Castle and Woodland Park (19- minute drive), a 13<sup>th</sup> Century castle thought to be the hiding place of Richard II's treasure. Slightly further is Chester Roman Amphitheatre (24'), the largest of its kind in Britain.



**14%**  
of target households  
have National Trust  
memberships\*  
(compared to 10% of  
all households in  
England).



In total, Cheshire has

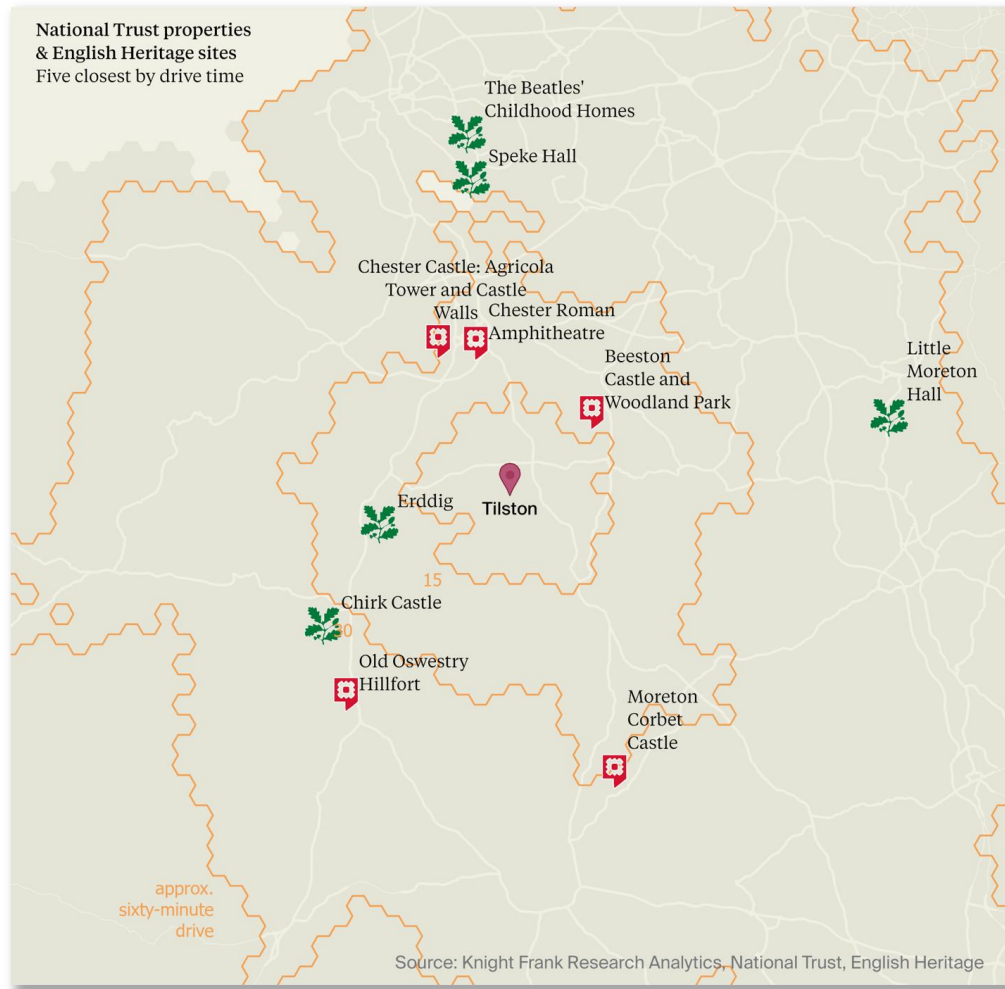
**7**

**National Trust**  
properties, 28<sup>th</sup> most  
by county.



The closest National Trust property is Erddig (27'), an 18<sup>th</sup> century country house and estate

# ENGLISH HERITAGE AND NATIONAL TRUST



Source: Creative Commons

# ENGLISH HERITAGE AND NATIONAL TRUST

(Five Closest)

## English Heritage

Site	Description	Distance, km
Beeston Castle	13 <sup>th</sup> century castle	11.3
Chester Roman Amphitheatre	Britain's oldest Roman Amphitheatre	15.7
Chester Castle	Original gateway to 12 <sup>th</sup> century castle	16.0
Old Oswestry Hillfort	Iron age settlement	25.9
Moreton Corbet Castle	Medieval castle & tudor manor	29.6

## National Trust

Property	Description	Distance, km
Erddig	18 <sup>th</sup> century country house & estate	2.4
Chirk Castle	Medieval fortress of the Welsh Marches	3.0
Speke Hall	Tudor house	6.0
The Beatles' Childhood Homes	Childhood homes of 'The Fab Four'	11.8
Little Moreton Hall	Iconic Tudor manor house	13.3

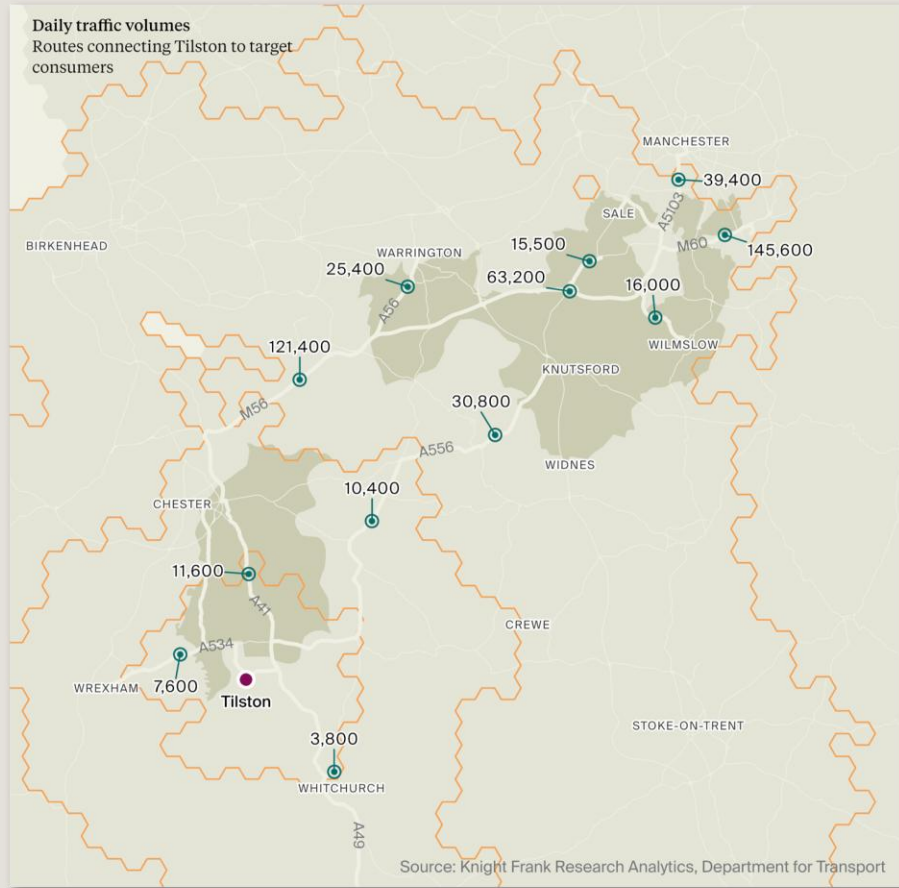
# 03

*More Visible Signage  
to the Cellar Door*





# TRAFFIC & ARTERIAL ROUTES



A41 to Chester: **11,600**



A534 to Wrexham: **7,600**



A41 to Shrewsbury (via  
Whitchurch): **15,700**



A538 to Wilmslow: **16,000**



A5013 to Manchester: **39,400**

# RAIL CONNECTIONS

## *Closest station*

to Tilston is Wrexham Central (10.7 miles or approx. 22-minute drive), which handles 42,000 journeys per year and is classified as “Small Unstaffed”. Connections to Wrexham General in 6 minutes.

## *Chester Station*

4,122,000 passengers travel to/ from Chester Stations per year, with the most popular connection being with Liverpool Lime Street. Connections to Crewe and Manchester also connect Chester with Birmingham, London and other UK cities.

## *Main operators*

in Northwest England are: Northern Trains (241 stations) and Merseyrail (66).

## *Consider signage / advertising*

opportunities onboard Northern/ Merseyrail services, and at stations connecting with Wrexham Central/ General and Chester (i.e., Liverpool Lime Street, Crewe, Stockport).



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Data insight drives 90% visitor growth for English wine producer MDCV UK



# Pricing Options

## Benefit 1

Target household cluster analysis -  
**£2,345**

4-5\* Trip Advisor restaurants  
overlaying target households - **£800**

4-5\* Trip Advisor hotels overlaying  
target households - **£800**

Regional newspapers read in target  
household cluster areas - **£500**

Total - **£4,445**, if all benefit 1  
elements chosen (not mandatory)

## Benefit 2

Attractions and heritage destinations  
within 60-minute drive time of  
vineyard - **£995**

4-5\* Trip Advisor Rated restaurants  
within 60-minute drive time of  
vineyard- **£400**

4-5\* Trip Advisor Rated hotels within  
60-minute drive time of vineyard-  
**£400**

Total - **£1,795** if all benefit 2  
elements chosen (not mandatory)

## Benefit 3

Daily vehicle movement data within  
60-mins of vineyard - **£955**

Rail and airport traveller information  
within 60-mins of vineyard - **£800**

Total - **£1,755** if all benefit 3  
elements chosen (not mandatory)

Total: **£7,995**  
Minimum fee: **£2,000**



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