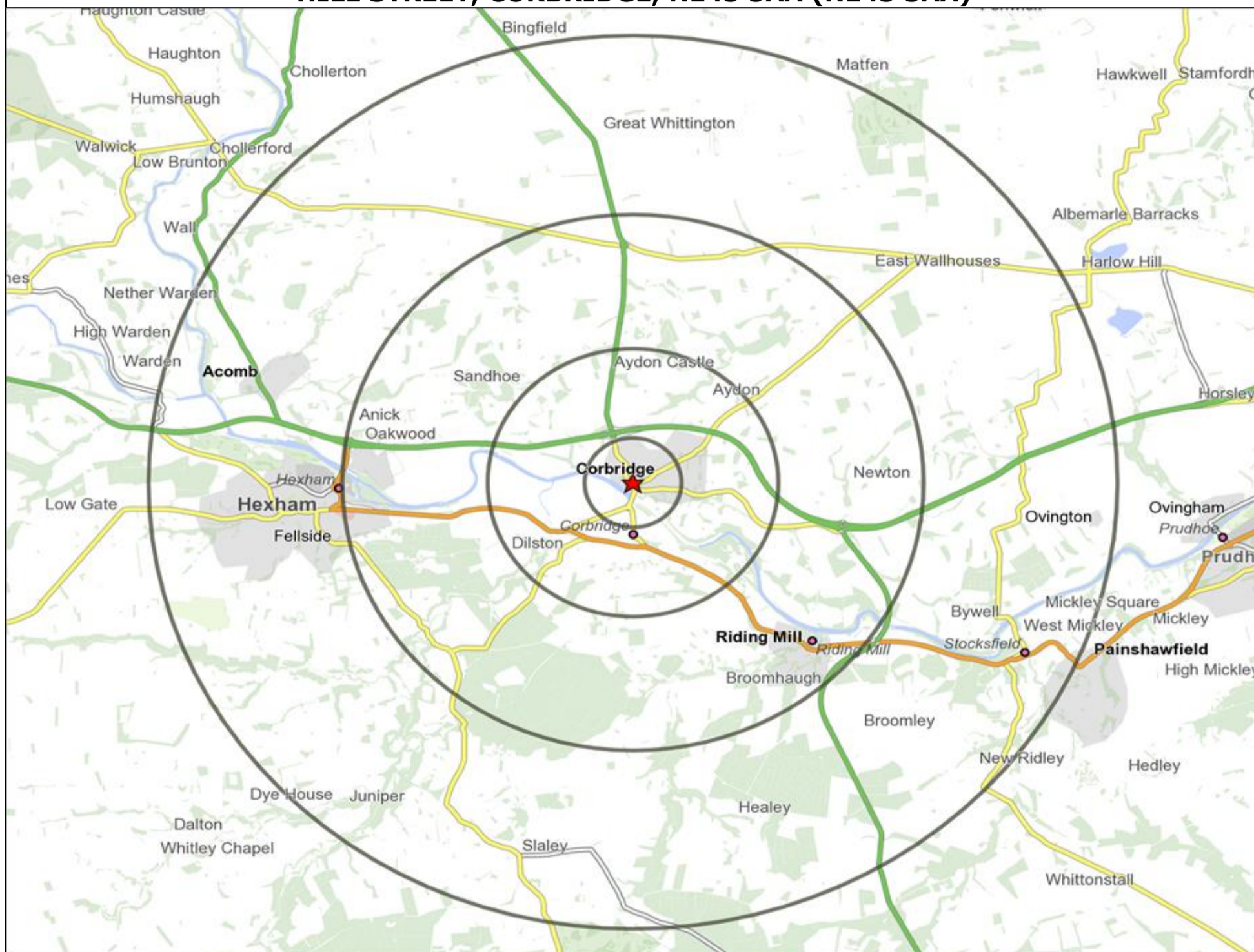




**Customer Profile Report for BLUE BELL, CORBRIDGE (Punch Outlet Number: 200816)  
HILL STREET, CORBRIDGE, NE45 5AA (NE45 5AA)**



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★ Location      ○ 0.5, 1.5, 3 & 5 Mile Distance

**Age Data Table**

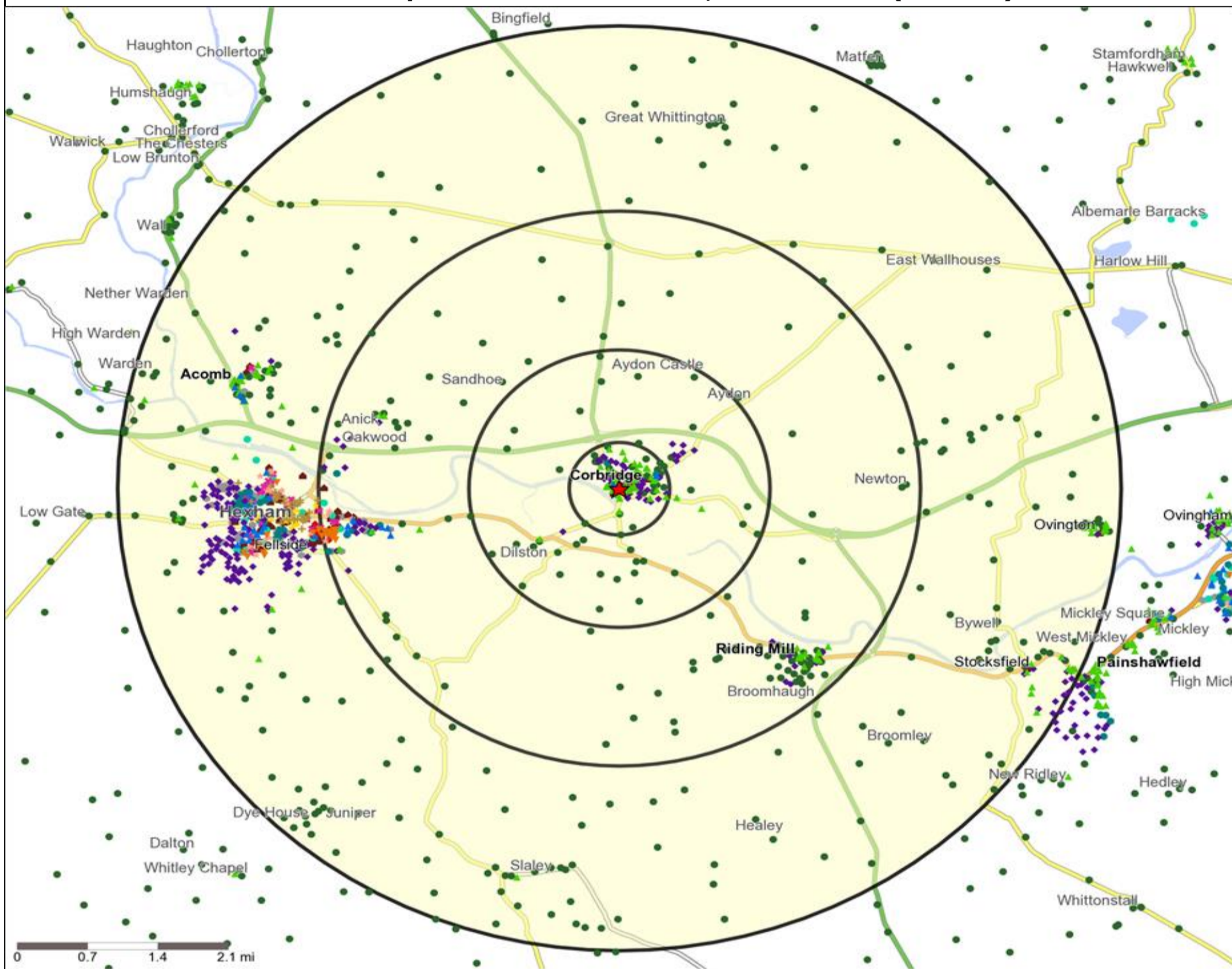
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	901	2,948	3,395	4,563	4,715	87	92	88	92	84
16-17	104	414	471	561	637	81	104	99	91	91
18-24	423	1,378	1,577	2,180	2,153	85	89	85	91	79
25-34	763	2,184	2,538	3,452	3,390	101	93	91	95	83
35-44	616	1,761	2,076	2,677	3,039	88	81	80	80	80
45-54	776	2,411	2,984	3,856	4,744	99	99	103	103	112
55-64	587	1,887	2,422	3,206	3,936	94	98	105	107	116
65+	1,351	4,109	4,980	6,031	7,372	136	133	135	126	137
<b>Population estimate 2015</b>	<b>5,521</b>	<b>17,092</b>	<b>20,443</b>	<b>26,526</b>	<b>29,986</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Ethnicity - Census 2011**

	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	5,265	16,495	19,761	25,776	28,901	98%	97%	98%	98%	98%
Mixed / Multiple Ethnic Groups	47	156	170	214	219	1%	1%	1%	1%	1%
Asian / Asian British	47	212	234	271	288	1%	1%	1%	1%	1%
Black / African / Caribbean / Black British	8	40	43	74	66	0%	0%	0%	0%	0%
Other Ethnic Group	5	42	53	62	67	0%	0%	0%	0%	0%
<b>All People (Ethnic Group)</b>	<b>5,372</b>	<b>16,945</b>	<b>20,261</b>	<b>26,397</b>	<b>29,541</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: BLUE BELL, CORBRIDGE (200816)**



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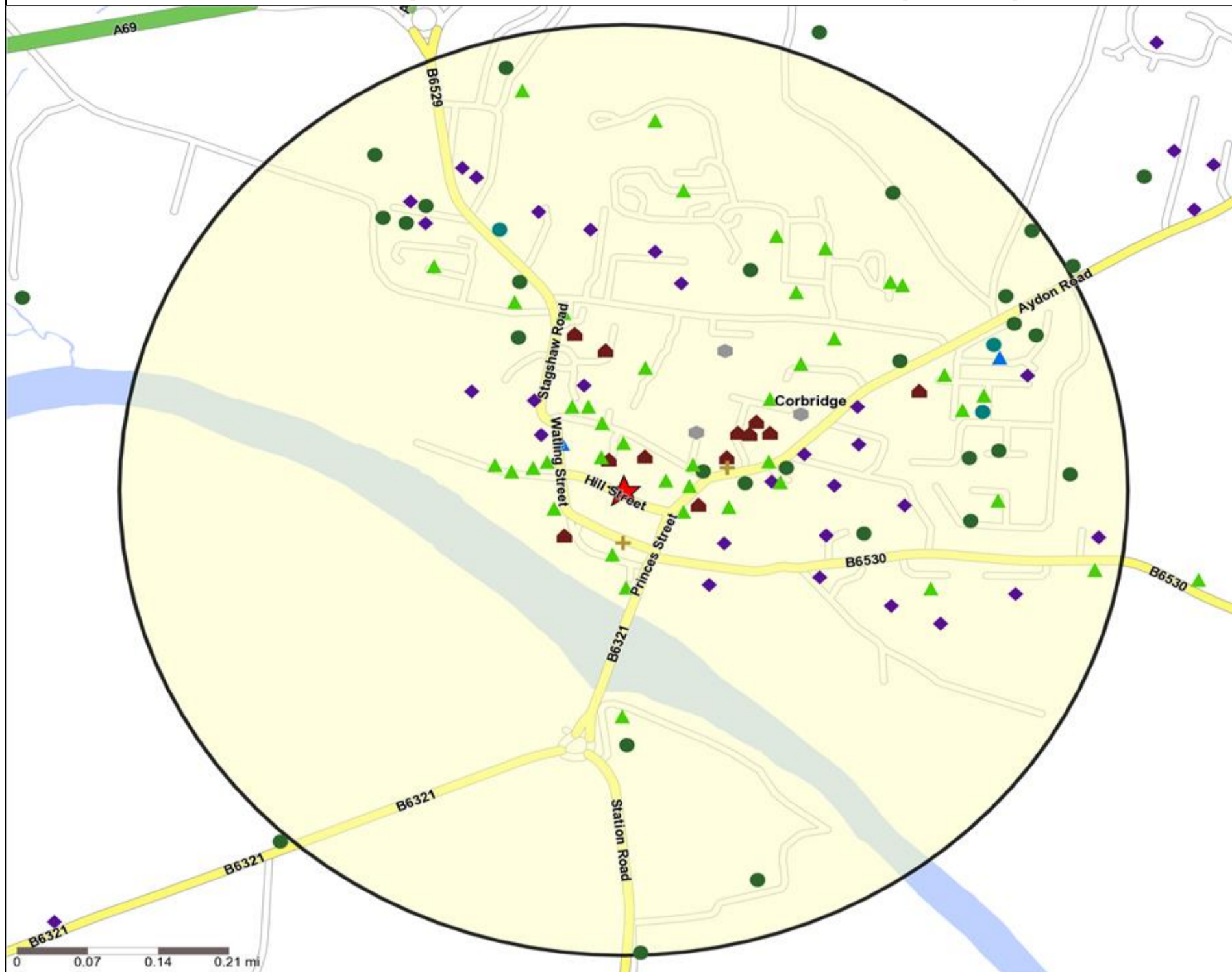
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Mosaic UK Groups
- A City Prosperity
- ◆ B Prestige Positions
- C Country Living
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▼ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- + O Rental Hubs

**Mosaic UK Data Table (Residential)**

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
<b>A City Prosperity (18+)</b>	0	0	0	0	0	0	0	0	0	0
<b>B Prestige Positions (18+)</b>	322	1,500	1,514	1,514	1,538	98	150	126	100	86
<b>C Country Living (18+)</b>	10	241	1,083	3,642	5,107	3	25	94	252	299
<b>D Rural Reality (18+)</b>	0	88	655	1,477	2,705	0	9	57	103	159
<b>E Senior Security (18+)</b>	894	2,428	2,682	2,709	2,859	244	218	199	160	143
<b>F Suburban Stability (18+)</b>	577	1,342	1,629	1,631	1,810	209	160	161	128	121
<b>G Domestic Success (18+)</b>	749	1,391	1,480	1,507	1,952	197	121	106	86	94
<b>H Aspiring Homemakers (18+)</b>	789	1,989	2,403	3,219	2,792	192	160	160	170	125
<b>I Family Basics (18+)</b>	24	1,603	1,677	1,677	1,685	7	162	141	112	95
<b>J Transient Renters (18+)</b>	438	970	1,024	1,024	1,138	168	123	107	85	80
<b>K Municipal Challenge (18+)</b>	0	0	75	75	79	0	0	8	6	5
<b>L Vintage Value (18+)</b>	446	1,195	1,343	1,343	1,525	157	139	129	103	99
<b>M Modest Traditions (18+)</b>	43	568	594	594	747	20	87	76	60	64
<b>N Urban Cohesion (18+)</b>	16	16	16	16	38	7	2	2	1	3
<b>O Rental Hubs (18+)</b>	204	360	360	360	612	59	34	28	22	32
<b>Adults 18+ estimate 2015</b>	<b>4,512</b>	<b>13,691</b>	<b>16,535</b>	<b>20,788</b>	<b>24,587</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: BLUE BELL, CORBRIDGE (200816)**



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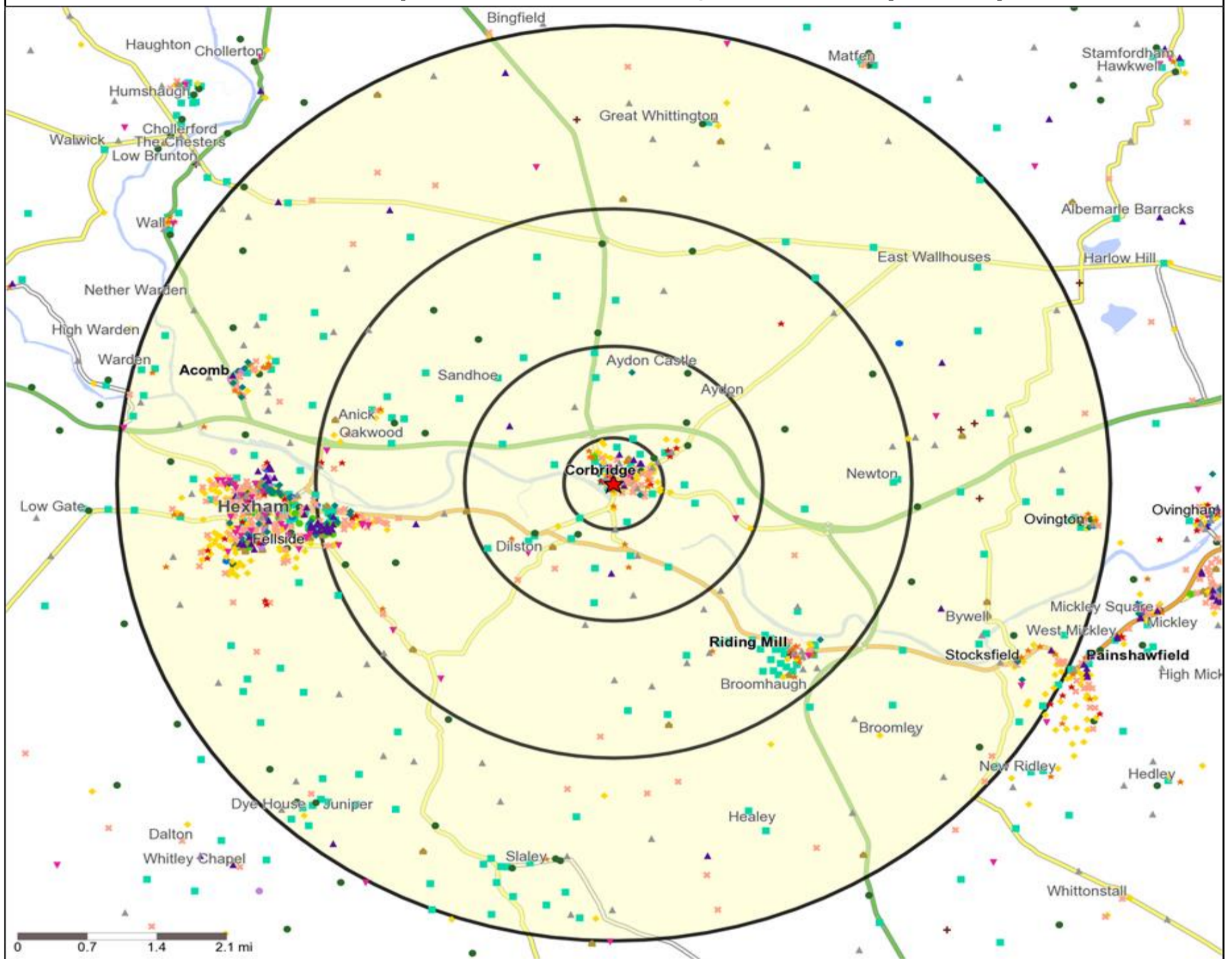
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
- A City Prosperity
- B Prestige Positions
- C Country Living
- D Rural Reality
- E Senior Security
- F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- I Family Basics
- J Transient Renters
- K Municipal Challenge
- L Vintage Value
- M Modest Traditions
- N Urban Cohesion
- O Rental Hubs

**Mosaic UK Data Table (Residential)**

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
<b>A City Prosperity (18+)</b>	0	0
<b>B Prestige Positions (18+)</b>	322	98
<b>C Country Living (18+)</b>	10	3
<b>D Rural Reality (18+)</b>	0	0
<b>E Senior Security (18+)</b>	894	244
<b>F Suburban Stability (18+)</b>	577	209
<b>G Domestic Success (18+)</b>	749	197
<b>H Aspiring Homemakers (18+)</b>	789	192
<b>I Family Basics (18+)</b>	24	7
<b>J Transient Renters (18+)</b>	438	168
<b>K Municipal Challenge (18+)</b>	0	0
<b>L Vintage Value (18+)</b>	446	157
<b>M Modest Traditions (18+)</b>	43	20
<b>N Urban Cohesion (18+)</b>	16	7
<b>O Rental Hubs (18+)</b>	204	59
<b>Adults 18+ estimate 2015</b>	<b>4,512</b>	<b>100</b>



### Occasions Map and Data: BLUE BELL, CORBRIDGE (200816)



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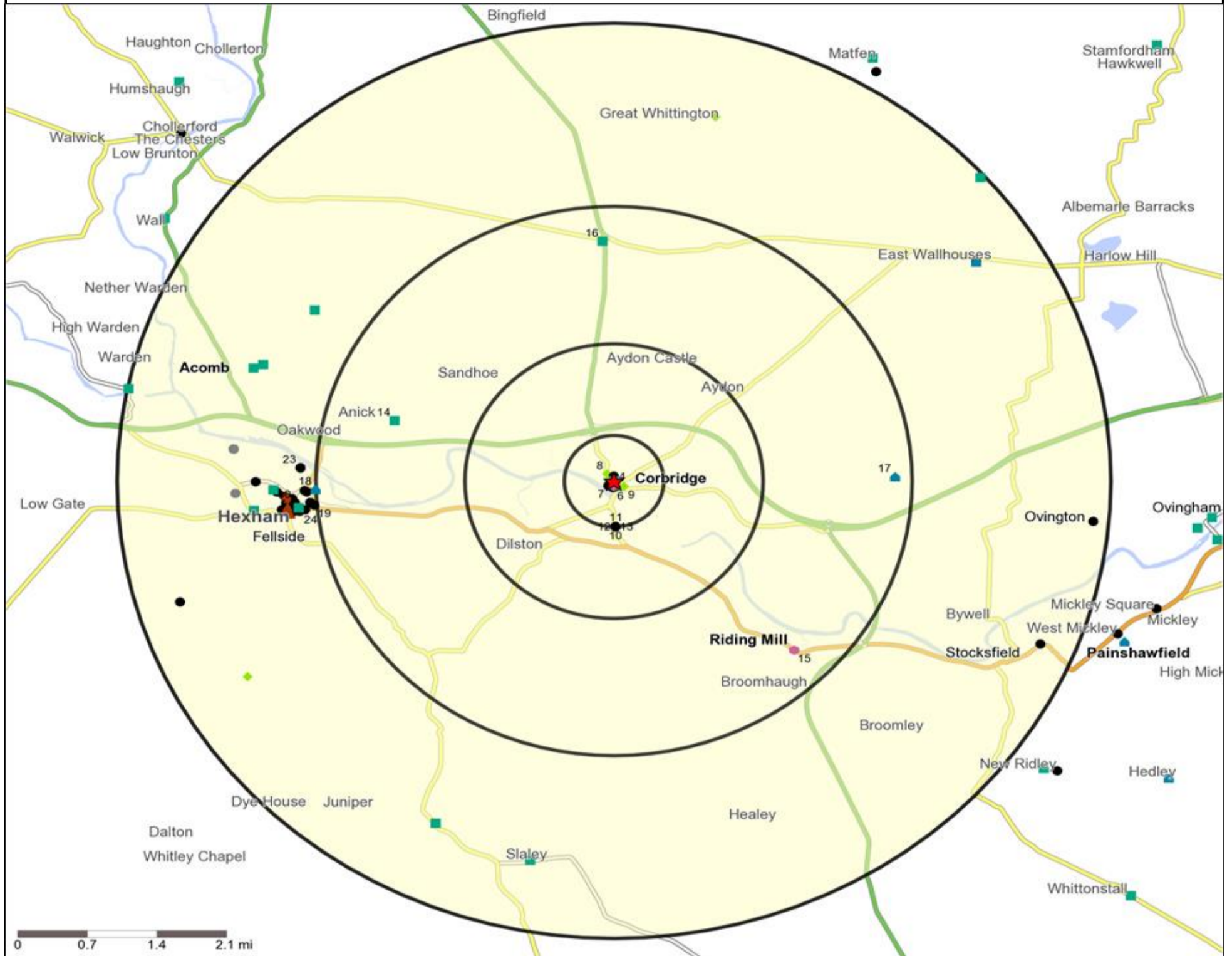
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types
- 01 Mine's a Pint
- ◆ 02 Early Doors
- 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
- 05 Out On The Town
- ▲ 06 Business and Pleasure
- 07 Sporting Pints
- 08 Student Social
- ▼ 09 Leisurely Lunch
- ▲ 10 Wining and Dining
- ▲ 11 Household Outing
- ★ 12 Midweek Meal Deal
- ◆ 13 Date Night
- ★ 14 Birthday Treat
- + 15 Pre Show Meal

#### Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	307	932	1,155	1,470	1,831	90	88	92	95	105
02 Early Doors	409	1,204	1,426	1,644	1,923	143	135	136	127	131
03 Everyday is Friday	237	841	967	1,114	1,281	97	111	108	101	103
04 Weekend Millionaires	312	1,009	1,165	1,596	1,522	89	92	91	100	85
05 Out On The Town	311	955	1,083	1,314	1,373	92	90	87	86	79
06 Business and Pleasure	104	317	404	586	689	60	58	63	74	77
07 Sporting Pints	231	792	875	1,010	1,060	62	68	64	60	55
08 Student Social	147	400	512	752	919	93	81	88	105	114
09 Leisurely Lunch	347	1,091	1,299	1,616	1,892	105	105	107	107	111
10 Wining and Dining	452	1,328	1,548	1,944	2,133	120	113	112	114	110
11 Household Outing	332	1,085	1,212	1,346	1,505	111	116	110	99	98
12 Midweek Meal Deal	102	447	571	747	921	61	85	93	98	107
13 Date Night	372	1,065	1,262	1,603	1,856	139	127	128	132	135
14 Birthday Treat	293	921	1,074	1,237	1,469	109	110	109	102	107
15 Pre Show Meal	110	321	368	446	484	119	111	109	107	102
<b>Number of Occasions</b>	<b>4,066</b>	<b>12,708</b>	<b>14,921</b>	<b>18,425</b>	<b>20,858</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: BLUE BELL, CORBRIDGE (200816)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

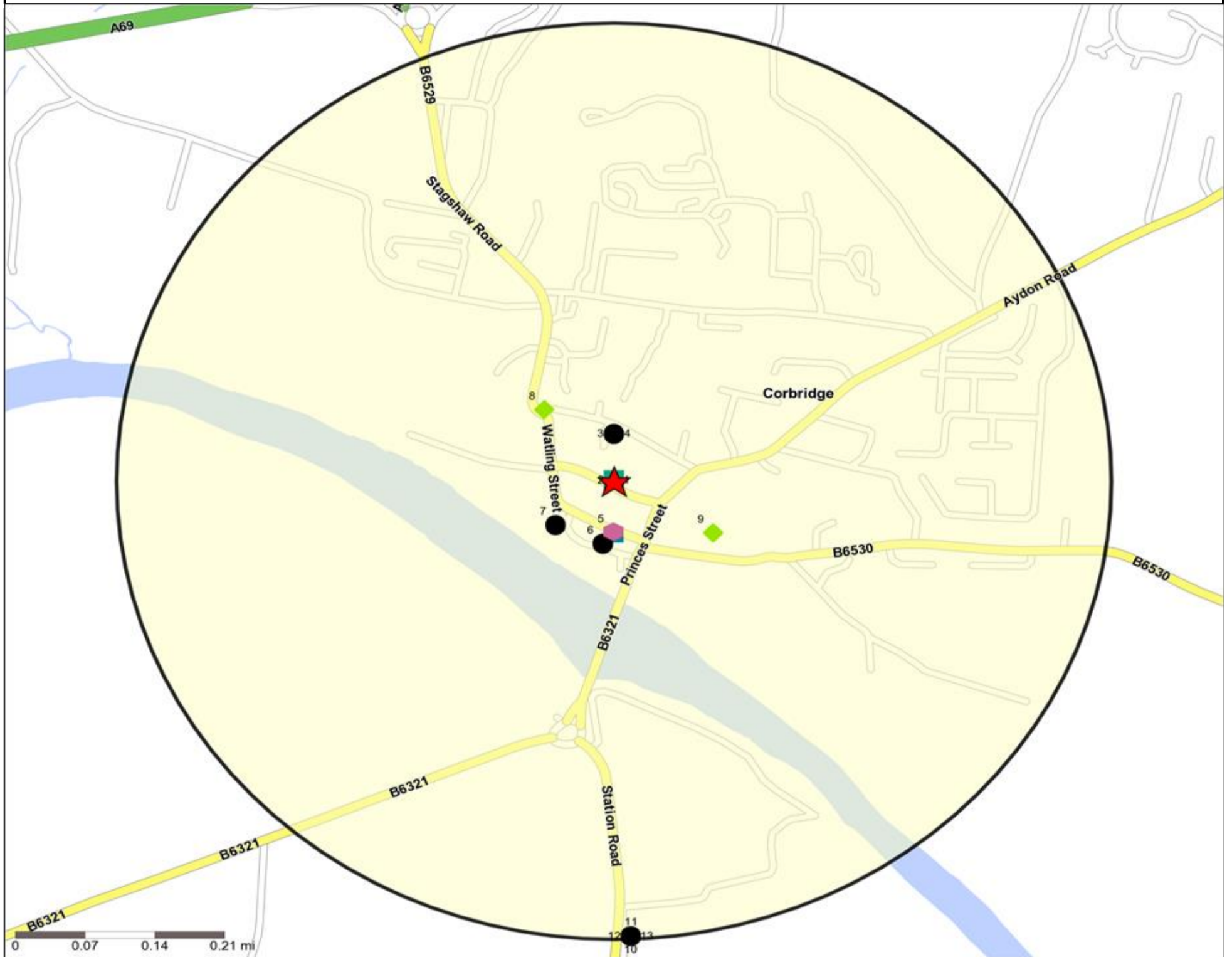
- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	5	5	5
Circuit Bar	0	5	5	5
Community Local	2	10	17	24
Dry Led	0	1	2	3
Branded Food Pub	0	0	0	0
Rural	0	0	0	0
Other	3	21	24	25
<b>Total</b>	<b>5</b>	<b>42</b>	<b>53</b>	<b>62</b>



## Competition Map and Data: BLUE BELL, CORBRIDGE (200816)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- ★ Location
- Café / Wine Bar
- Dry Led
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local

### Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	3
<b>Total</b>	<b>5</b>



## Local Competition: BLUE BELL, CORBRIDGE (200816)

### List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	BLUE BELL, CORBRIDGE	HILL STREET, CORBRIDGE, NE45 5AA	Punch Taverns	NE45 5AA	Punch Taverns	0.00
1	Golden Lion	5 Hill Street, Corbridge	Star Pubs & Bars	NE45 5AA	Circuit Bar	0.00
2	Blue Bell	Hill Street, Corbridge	Punch Pub Company	NE45 5AA	Community Local	0.00
3	Il Piccolo	St Helens Street, Corbridge	Independent Free	NE45 5BE	Other	0.05
4	Corstopitum Social Club	St Helens Street, Corbridge	Independent Free	NE45 5BE	Other	0.05
5	Black Bull Inn	Middle Street, Hexham, Corbridge	Greene King	NE45 5AT	Branded Food	0.05
6	Artisam	18-22 Front Street, Corbridge	Independent Free	NE45 5AP	Other	0.07
7	Corbridge Tandoori	8 Market Place, Corbridge	Independent Free	NE45 5AW	Other	0.08
8	Wheatsheaf Hotel	St Helens Street, Corbridge	Enterprise Inns	NE45 5HE	Rural Character	0.11
9	Angel Inn	40 Main Street, Corbridge	Independent Free	NE45 5LA	Rural Character	0.11
10	Valley	Station Road, Corbridge	Independent Free	NE45 5AY	Other	0.50
11	Tynedale Rugby Club	Station Road, Corbridge	Independent Free	NE45 5AY	Other	0.50
12	Lion Of Corbridge	Station Road, Corbridge	Independent Free	NE45 5AY	Other	0.50
13	Dyvels Inn	Station Road, Corbridge	Punch Pub Company	NE45 5AY	Other	0.50
14	Rat Inn	Anick, Hexham	Independent Free	NE46 4LN	Community Local	2.31
15	Wellington Hotel	Main Road, Riding Mill	Spirit Pub Company	NE44 6DQ	Branded Food	2.59
16	Errington Arms	Stagshaw Bank, Corbridge	Independent Free	NE45 5QB	Community Local	2.62
17	Duke Of Wellington	Newton Village, Newton, Stocksfield	Independent Free	NE43 7UL	Dry Led	2.83
18	Station Hotel	Station Road, Hexham	Independent Free	NE46 1EZ	Dry Led	3.01
19	Torch Association Clubhouse	Corbridge Road, Hexham	Independent Free	NE46 1QS	Other	3.03
20	Phoenix Club	3 Chisholm Place, Hexham	Independent Free	NE46 1QL	Other	3.07
21	Wentworth Leisure Centre	Hexham	Independent Free	NE46 3PD	Other	3.09
22	County Hotel	Priestpopple, Hexham	Punch Pub Company	NE46 1PS	Other	3.12
23	Tynedale Function Suite	Tyne Green, Hexham	Independent Free	NE46 3SG	Other	3.16
24	Diwan E Am Tandoori	23 Priestpopple, Hexham	Independent Free	NE46 1PH	Other	3.18
25	Vecellis	36 Priestpopple, Hexham	Independent Free	NE46 1PQ	Other	3.19
26	Royal Hotel	26 Priestpopple, Hexham	Independent Free	NE46 1PQ	Other	3.19
27	Mr Ants	22 Priestpopple, Hexham	Independent Free	NE46 1PQ	Community Local	3.19
28	Coach & Horses	32 Priestpopple, Hexham	Punch Pub Company	NE46 1PQ	Community Local	3.19
29	Saathi Restaurant	28 Priestpopple, Hexham	Independent Free	NE46 1PQ	Other	3.19
30	Bunters Restaurant	10 Hallgate, Hexham	Independent Free	NE46 1XD	Other	3.22