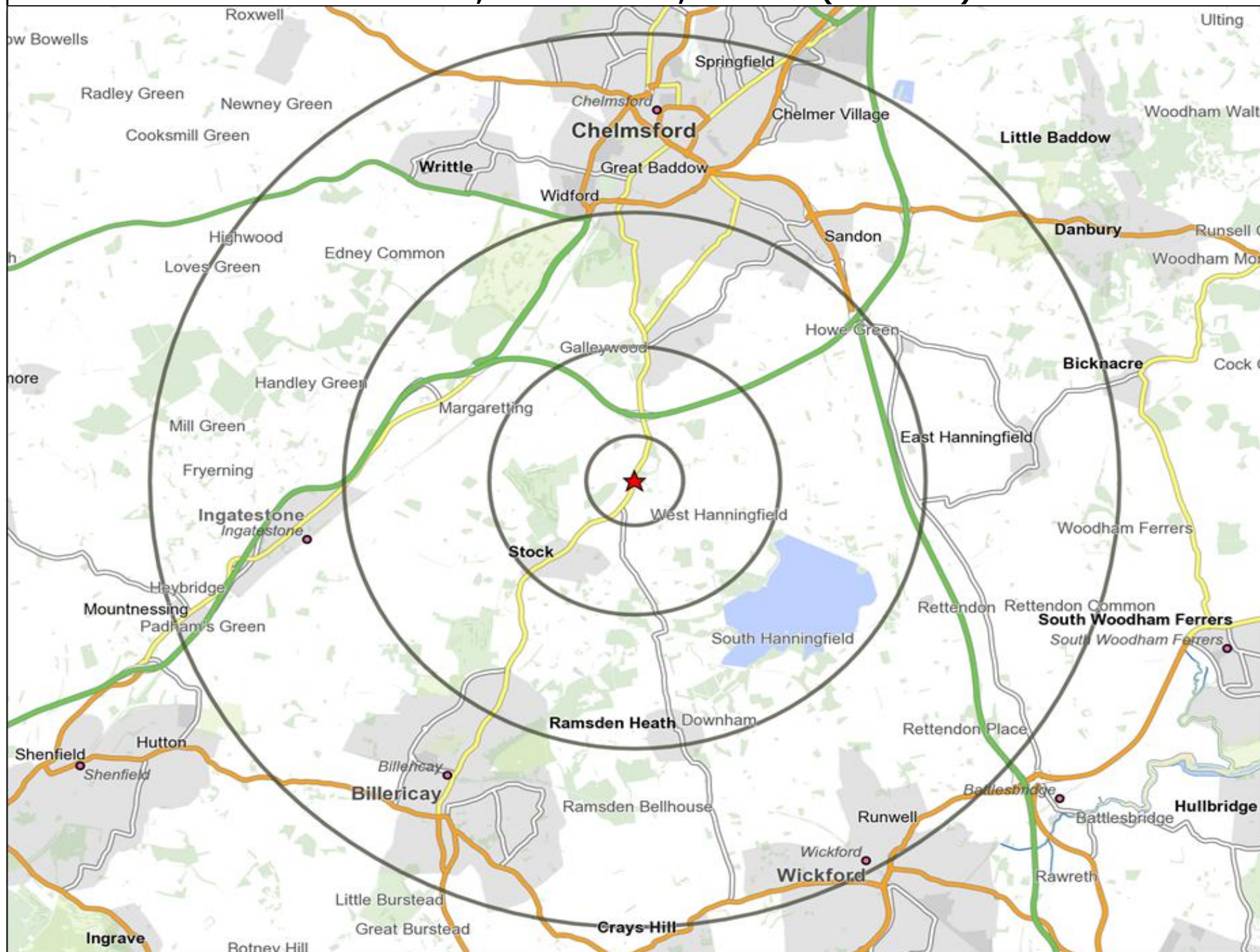




Customer Profile Report for SHIP, WEST HANNINGFIELD (Punch Outlet Number: 200309) STOCK ROAD, CHELMSFORD, CM2 8LB (CM 2 8LB)



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

Age Data Table

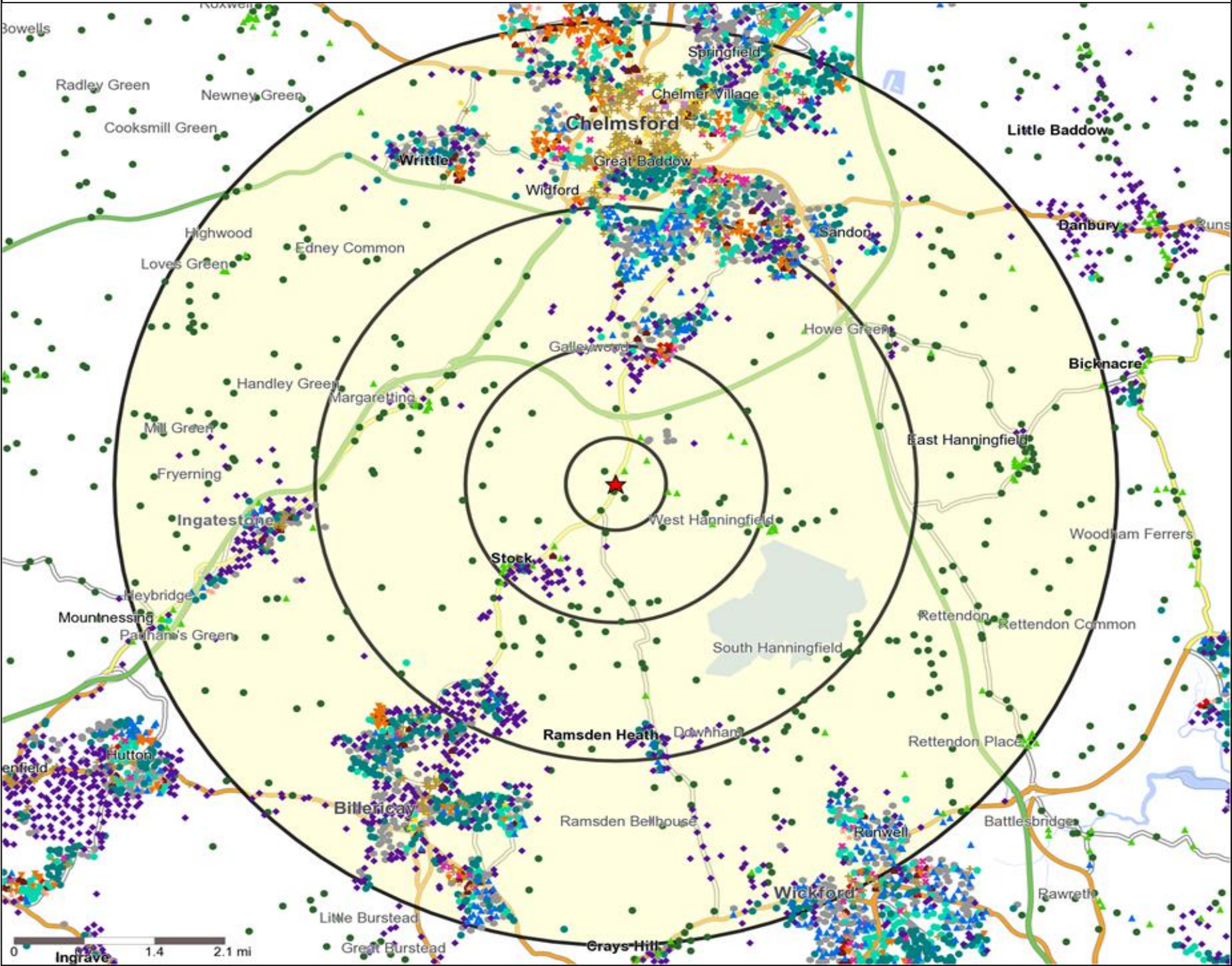
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	12	618	5,675	26,797	37,973	60	78	97	95	97
16-17	1	63	729	3,268	4,711	40	65	101	93	97
18-24	2	201	1,966	11,336	15,306	21	53	70	83	81
25-34	8	290	2,855	18,952	25,014	55	50	67	92	87
35-44	10	412	3,864	20,061	27,735	74	77	98	105	104
45-54	16	621	4,864	21,920	31,145	105	104	110	103	105
55-64	20	611	4,069	16,762	23,740	165	129	115	98	100
65+	38	1,385	7,182	31,389	43,693	197	183	128	116	116
Population estimate 2015	107	4,201	31,204	150,485	209,317	100	100	100	100	100

Ethnicity - Census 2011

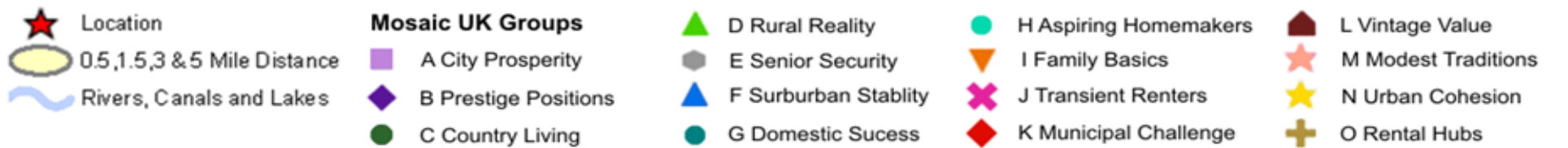
	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	92	3,922	29,177	135,940	190,539	97%	97%	96%	94%	94%
Mixed / Multiple Ethnic Groups	2	51	394	2,254	3,066	2%	1%	1%	2%	2%
Asian / Asian British	1	36	545	4,064	5,855	1%	1%	2%	3%	3%
Black / African / Caribbean / Black British	0	33	206	1,629	2,351	0%	1%	1%	1%	1%
Other Ethnic Group	0	11	80	677	945	0%	0%	0%	0%	0%
All People (Ethnic Group)	95	4,053	30,402	144,564	202,756	100	100	100	100	100



Mosaic UK Map and Data: SHIP, WEST HANNINGFIELD (200309)



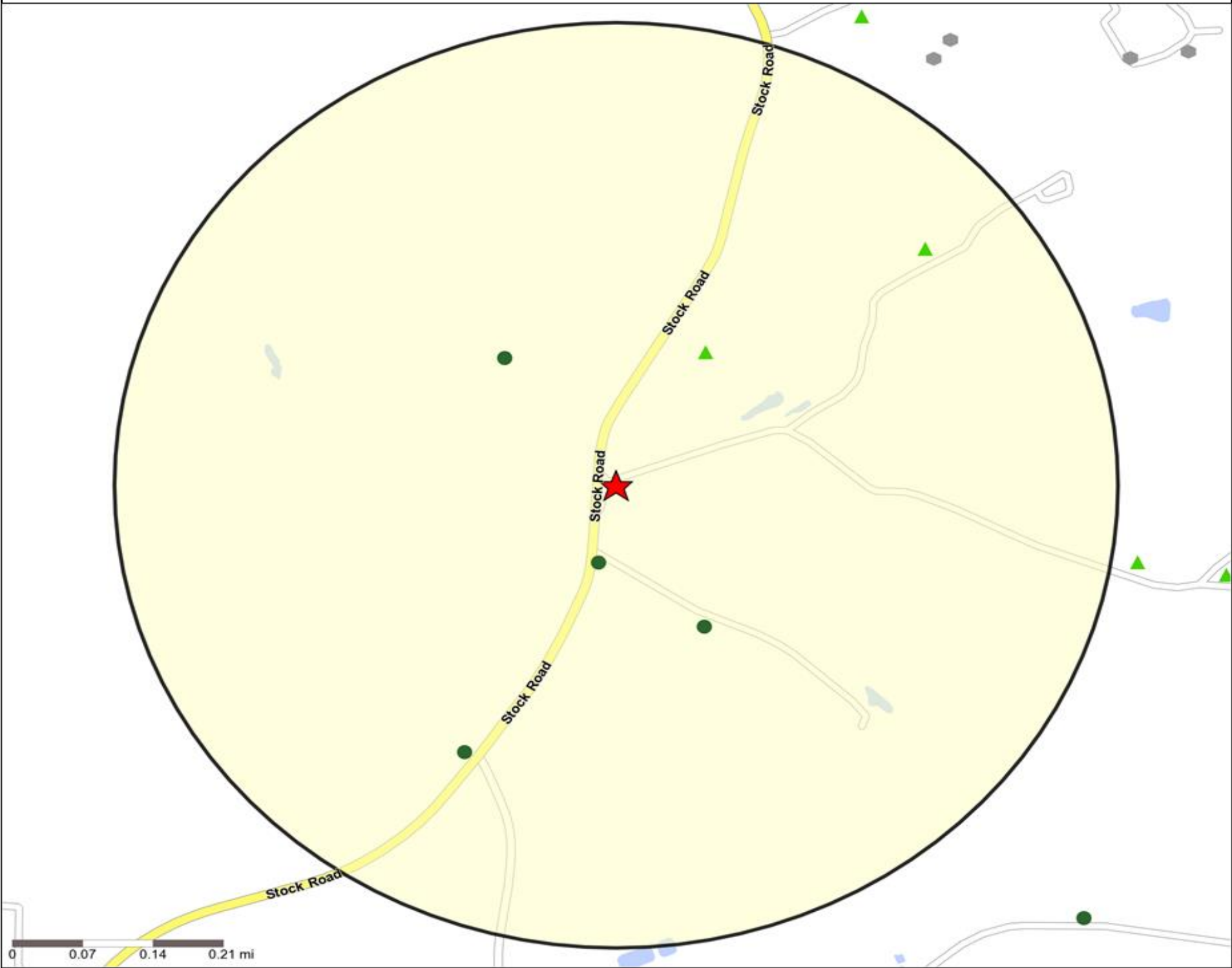
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Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	155	158	0	0	0	3	2
B Prestige Positions (18+)	4	1,333	6,349	19,166	29,715	59	520	351	221	247
C Country Living (18+)	35	361	1,514	4,877	7,755	542	148	88	59	68
D Rural Reality (18+)	17	291	668	1,820	4,780	264	119	39	22	42
E Senior Security (18+)	37	802	4,835	18,956	24,859	489	280	240	196	185
F Suburban Stability (18+)	0	3	3,358	9,320	13,700	0	1	222	128	136
G Domestic Success (18+)	0	41	3,569	23,859	32,161	0	14	171	239	232
H Aspiring Homemakers (18+)	0	40	1,605	9,637	14,070	0	12	71	89	94
I Family Basics (18+)	0	110	692	6,780	8,198	0	43	39	79	69
J Transient Renters (18+)	0	138	461	2,489	3,435	0	68	32	36	36
K Municipal Challenge (18+)	0	91	197	354	496	0	44	14	5	5
L Vintage Value (18+)	0	158	590	4,578	5,949	0	71	38	61	57
M Modest Traditions (18+)	0	99	499	1,645	2,180	0	59	42	29	28
N Urban Cohesion (18+)	0	0	0	1,612	1,707	0	0	0	26	20
O Rental Hubs (18+)	0	50	463	13,584	15,737	0	18	24	148	124
Adults 18+ estimate 2015	93	3,517	24,800	118,832	164,900	100	100	100	100	100



Mosaic UK Map and Data: SHIP, WEST HANNINGFIELD (200309)



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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

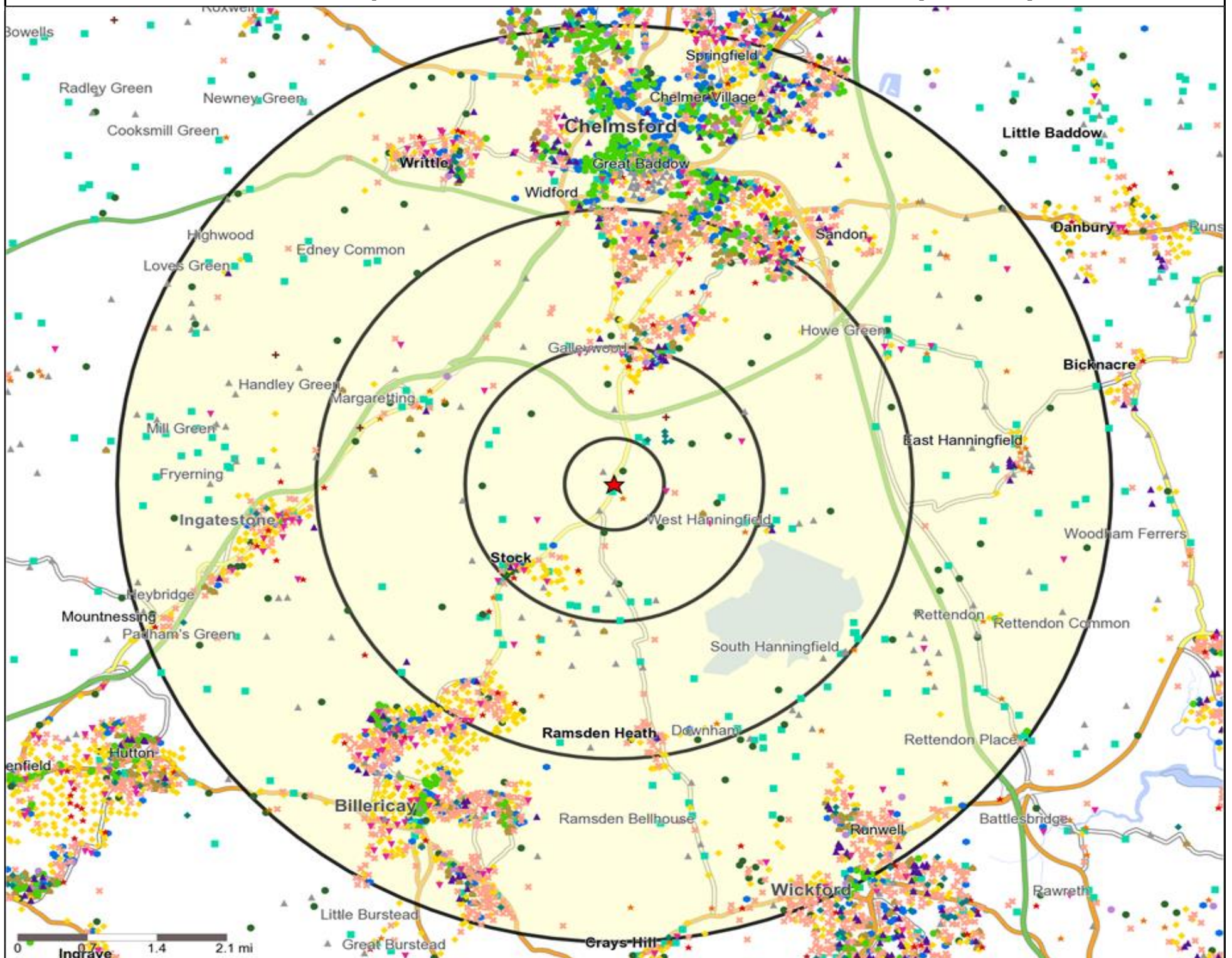
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	4	59
C Country Living (18+)	35	542
D Rural Reality (18+)	17	264
E Senior Security (18+)	37	489
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	0	0
H Aspiring Homemakers (18+)	0	0
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	0	0
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	0	0
Adults 18+ estimate 2015	93	100



Occasions Map and Data: SHIP, WEST HANNINGFIELD (200309)



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

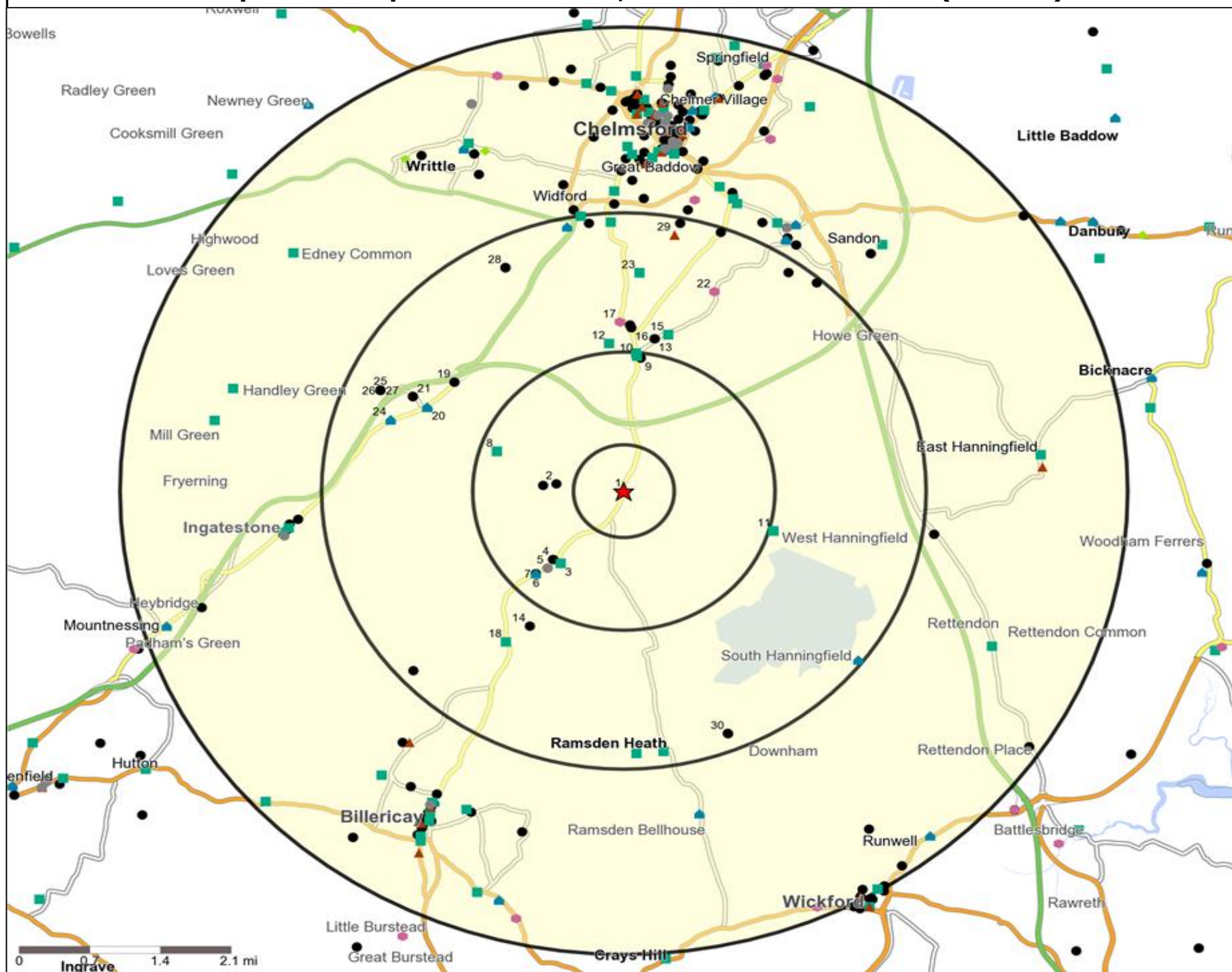
Occasions Data Table

	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	7	236	1,298	6,313	8,689	147	105	76	73	73
02 Early Doors	6	240	1,433	5,987	8,549	150	127	100	82	86
03 Everyday is Friday	3	143	1,198	6,586	8,918	88	89	99	106	105
04 Weekend Millionaires	1	123	1,122	5,823	8,185	20	53	64	65	67
05 Out On The Town	2	160	1,621	9,712	12,901	42	71	96	113	109
06 Business and Pleasure	4	86	793	5,159	6,833	164	74	91	116	112
07 Sporting Pints	0	91	975	7,486	9,597	0	37	52	79	74
08 Student Social	4	146	1,045	4,792	6,668	181	140	132	119	121
09 Leisurely Lunch	7	288	1,865	8,968	12,364	151	131	112	106	107
10 Wining and Dining	5	325	2,509	11,637	16,194	94	130	133	121	123
11 Household Outing	3	147	1,460	7,297	10,091	72	74	98	96	97
12 Midweek Meal Deal	4	82	557	2,649	3,709	170	74	66	62	63
13 Date Night	6	336	2,201	10,390	14,606	160	189	164	152	156
14 Birthday Treat	4	227	1,751	7,982	11,204	107	128	131	117	120
15 Pre Show Meal	1	66	511	2,749	3,708	77	108	111	117	115
Number of Occasions	57	2,696	20,339	103,530	142,216	100	100	100	100	100

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Competition Map and Data: SHIP, WEST HANNINGFIELD (200309)



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

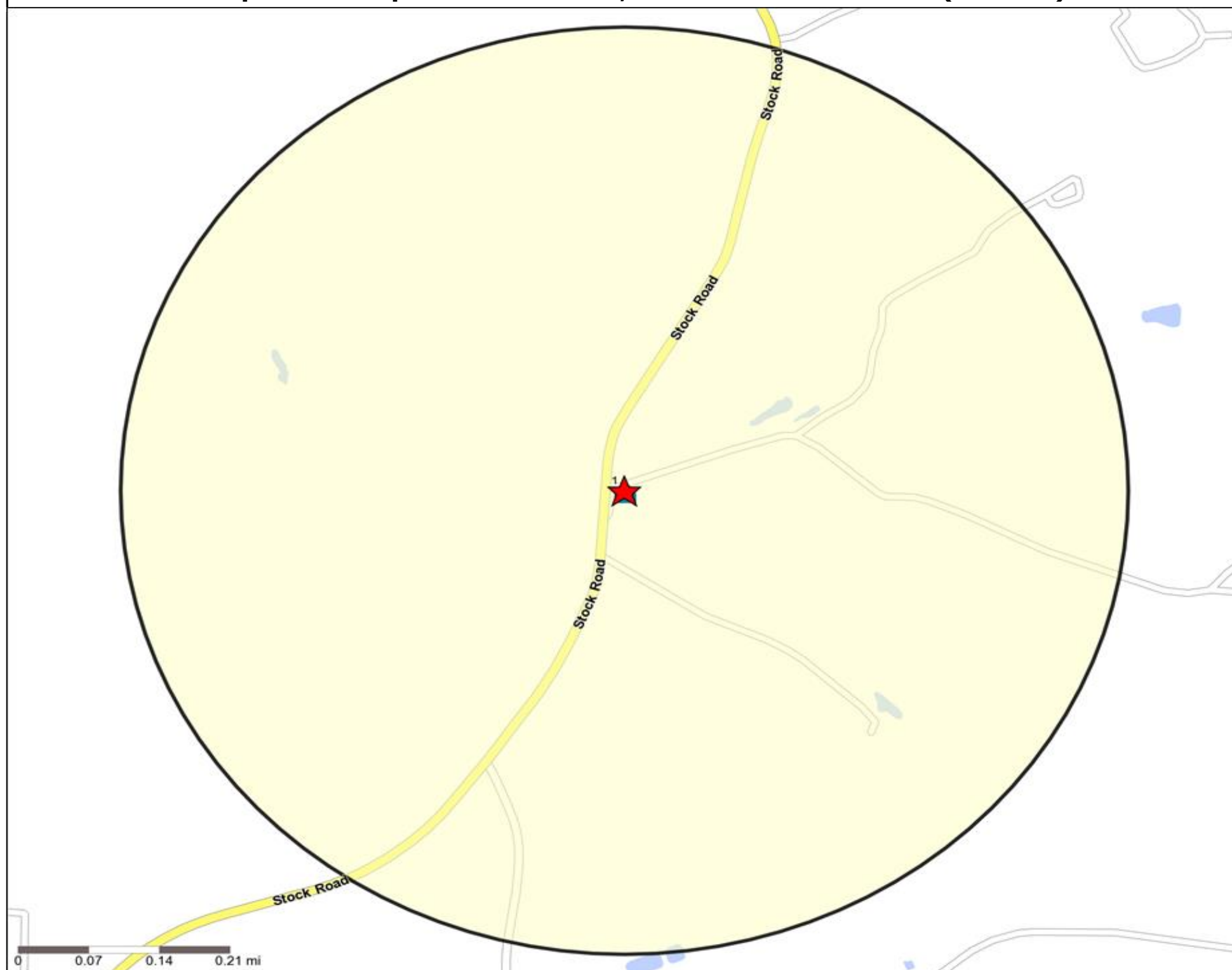


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	1	1	19
Circuit Bar	0	0	1	19
Community Local	0	3	12	58
Dry Led	1	2	6	20
Branded Food Pub	0	0	2	10
Rural	0	0	0	2
Other	0	4	20	170
Total	1	10	42	298



Competition Map and Data: SHIP, WEST HANNINGFIELD (200309)



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

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	0
Dry Led	1
Branded Food Pub	0
Rural	0
Other	0
Total	1



Local Competition: SHIP, WEST HANNINGFIELD (200309)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	SHIP, WEST HANNINGFIELD	STOCK ROAD, CHELMSFORD, CM2 8LB	Punch Taverns	CM 2 8LB	Punch Taverns	0.00
1	Ship	Stock Road, West Hanningfield, Chelmsford	Punch Pub Company	CM 2 8LB	Dry Led	0.00
2	Crondon Golf Club	Stock Road, Stock, Ingatestone	Independent Free	CM 4 9DP	Other	0.68
3	Bakers Arms	Common Road, Stock, Ingatestone	Wellington	CM 4 9NF	Community Local	1.00
4	Greenwoods Estate Hotel Spa & Retreat	Stock Road, Stock, Ingatestone	Independent Free	CM 4 9BE	Other	1.02
5	Hoop	21 High Street, Stock, Ingatestone	Independent Free	CM 4 9BD	Cafe / Wine Bar	1.12
6	Pietro's Italian Restaurant	20 The Square, Ingatestone	Independent Free	CM 4 9LH	Other	1.25
7	Bear	16 The Square, Stock, Ingatestone	Wells and Youngs	CM 4 9LH	Dry Led	1.25
8	White Hart	The Tye, Margaretting, Ingatestone	Independent Free	CM 4 9JX	Community Local	1.33
9	Galleywood And District Social Club	The Street, Galleywood, Chelmsford	Independent Free	CM 2 8QL	Other	1.44
10	Eagle	13 Stock Road, Great Baddow, Chelmsford	Hawthorn Leisure	CM 2 8PS	Community Local	1.46
11	Three Compasses	Church Road, West Hanningfield, Chelmsford	*Other Small Retail Groups	CM 2 8UQ	Community Local	1.55
12	Horse & Groom	The Common, Galleywood, Chelmsford	Gray & Sons	CM 2 8PL	Community Local	1.60
13	Nashalee Indian Restaurant	61 Watchouse Road, Chelmsford	Independent Free	CM 2 8PU	Other	1.67
14	Billericay Rugby Football Club	Stock Road, Stock, Ingatestone	Independent Free	CM 4 9PG	Other	1.73
15	White Bear	Watchouse Road, Galleywood, Chelmsford	Punch Pub Company	CM 2 8NH	Community Local	1.74
16	Galleywood Cricket Club	Slades Lane, Galleywood, Chelmsford	Independent Free	CM 2 8RW	Other	1.76
17	Running Mare	Galleywood Road, Great Baddow, Chelmsford	Mitchells & Butlers	CM 2 8PN	Branded Food	1.82
18	Old Kings Head	Stock Road, Stock, Ingatestone	Enterprise Inns	CM 4 9PQ	Community Local	2.01
19	Hylands Golf Complex	Main Road, Margaretting, Ingatestone	Independent Free	CM 4 0ET	Other	2.05
20	Black Bull	Main Road, Margaretting, Ingatestone	Greene King	CM 4 9JA	Dry Led	2.15
21	Margaretting Village Hall	Wantz Road, Margaretting, Ingatestone	Independent Free	CM 4 0EP	Other	2.33
22	Great Baddow Barn	Galleywood Road, Great Baddow, Chelmsford	Spirit Pub Company	CM 2 8NB	Branded Food	2.33
23	Clay Pigeon	26 Robin Way, Chelmsford	Independent Free	CM 2 8AS	Community Local	2.36
24	Red Lion	Main Road, Margaretting, Ingatestone	Greene King	CM 4 0EQ	Dry Led	2.44
25	Ivy Hill Hotel	Writtle Road, Margaretting, Ingatestone	Independent Free	CM 4 0EW	Other	2.65
26	Bartella's Furze Hill Restaurant	Ivy Barn Lane, Margaretting, Ingatestone	Independent Free	CM 4 0EW	Other	2.65
27	Gateclub	Ivy Barn Lane, Margaretting, Ingatestone	Independent Free	CM 4 0EW	Other	2.65
28	Hylands House	London Road, Chelmsford	Independent Free	CM 2 8WQ	Other	2.68
29	Eagle & Hind	Gloucester Avenue, Chelmsford	Greene King	CM 2 9LG	Circuit Bar	2.80
30	Beauvoir Arms	Downham Road, Downham, Billericay	Independent Free	CM11 1QH	Other	2.81