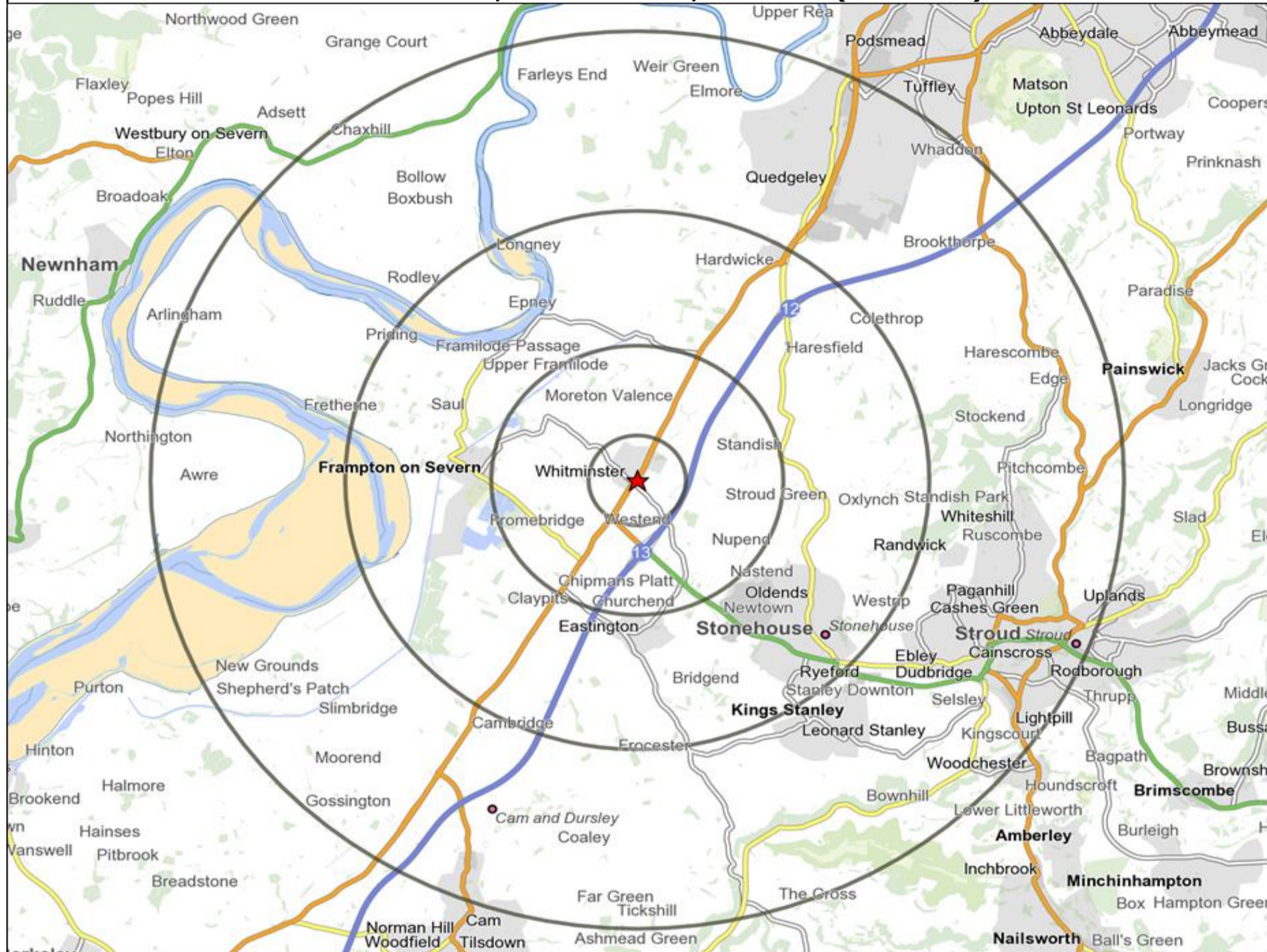




**Customer Profile Report for OLD FORGE INN, WHITMINSTER (Punch Outlet Number: 300399)  
WHITMINSTER, GLOUCESTER, GL2 7NY (GL 2 7NY)**



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

**Age Data Table**

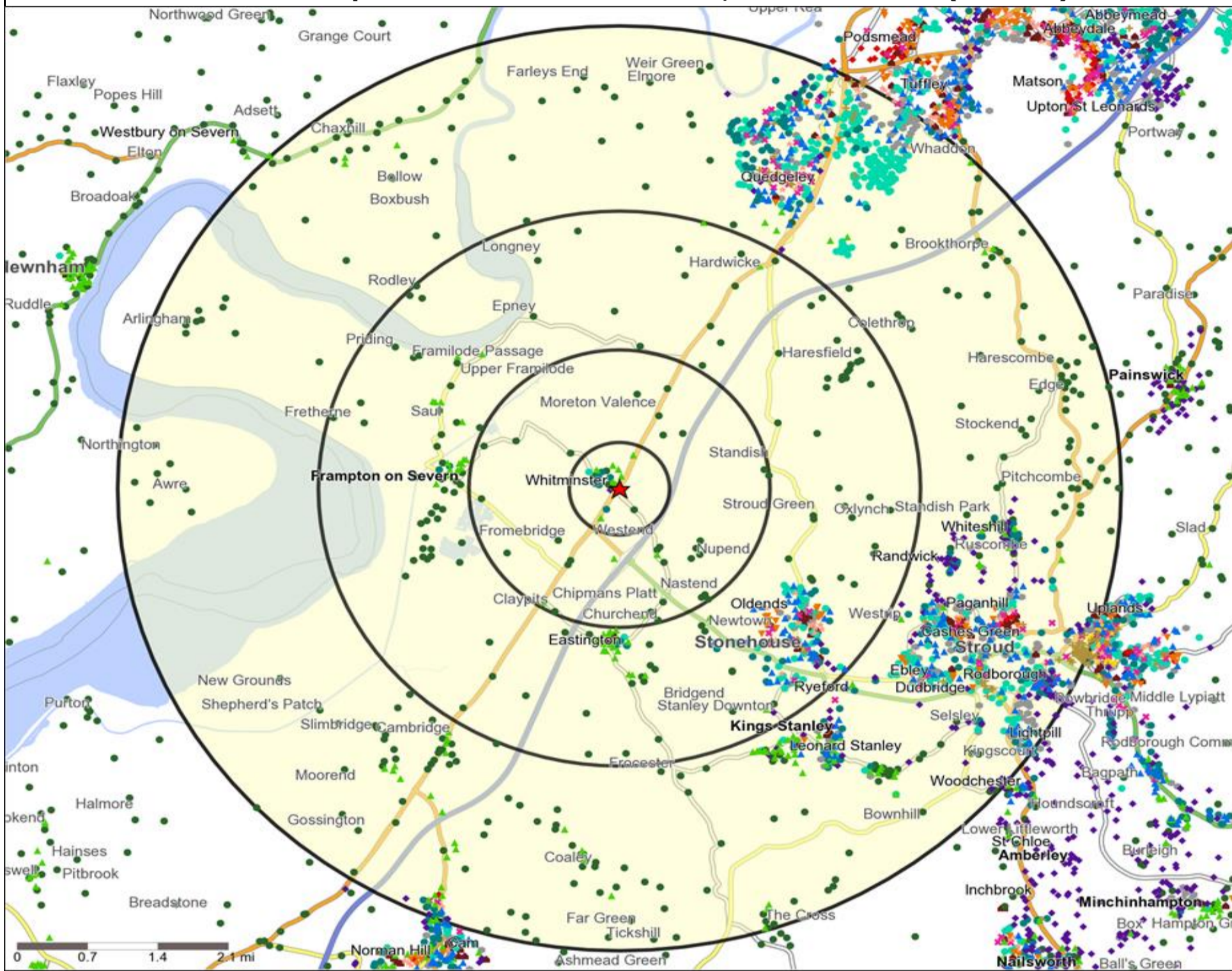
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	197	307	2,574	14,262	33,336	122	101	100	107	105
16-17	13	20	391	1,768	4,129	65	53	123	107	105
18-24	50	94	988	5,395	13,438	64	64	80	84	87
25-34	97	141	1,414	9,143	21,836	83	64	76	94	94
35-44	133	245	1,608	9,111	21,490	122	120	93	101	100
45-54	142	293	2,153	10,596	25,853	117	128	111	105	107
55-64	106	232	1,833	8,308	19,869	109	127	119	103	103
65+	120	280	2,716	12,441	29,899	78	96	110	97	98
Population estimate 2015	858	1,612	13,677	71,024	169,850	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	817	1,494	12,984	63,832	151,097	99%	99%	98%	97%	93%
Mixed / Multiple Ethnic Groups	5	8	129	1,017	3,636	1%	1%	1%	2%	2%
Asian / Asian British	0	3	114	597	3,872	0%	0%	1%	1%	2%
Black / African / Caribbean / Black British	1	2	29	445	2,971	0%	0%	0%	1%	2%
Other Ethnic Group	1	1	15	139	444	0%	0%	0%	0%	0%
All People (Ethnic Group)	824	1,508	13,271	66,030	162,020	100	100	100	100	100



**Mosaic UK Map and Data: OLD FORGE INN, WHITMINSTER (300399)**



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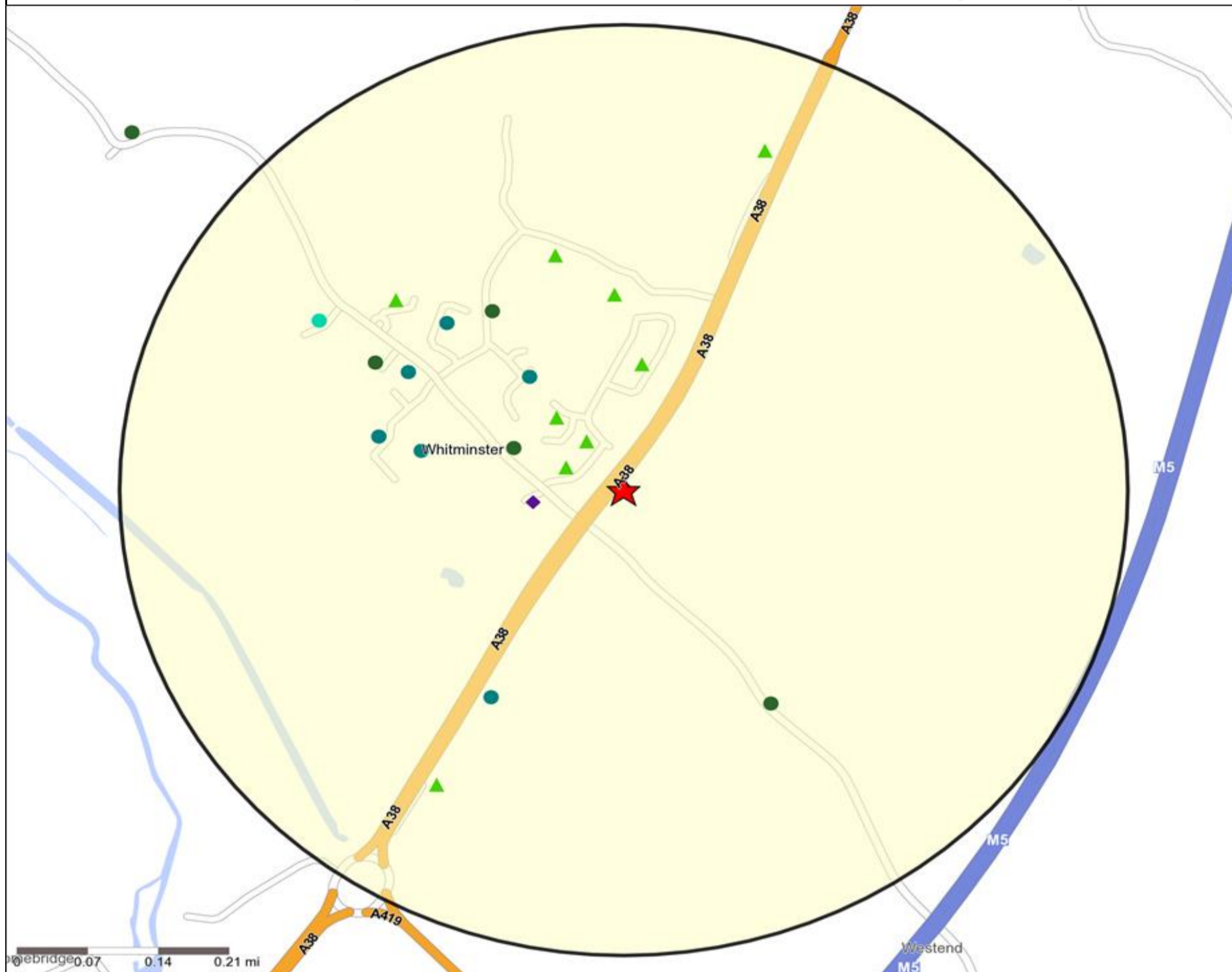
Location	<b>Mosaic UK Groups</b>	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5, 1.5, 3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	G Domestic Success	K Municipal Challenge	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>	10	11	102	2,422	7,281	21	12	13	61	76
<b>C Country Living (18+)</b>	106	626	2,598	7,070	8,128	236	703	352	186	89
<b>D Rural Reality (18+)</b>	298	384	1,613	3,752	6,938	665	432	219	99	76
<b>E Senior Security (18+)</b>	0	0	381	4,901	13,248	0	0	44	110	123
<b>F Suburban Stability (18+)</b>	0	0	967	6,380	14,985	0	0	149	190	186
<b>G Domestic Success (18+)</b>	208	234	1,134	6,060	12,853	382	217	127	131	116
<b>H Aspiring Homemakers (18+)</b>	25	28	1,822	14,150	24,962	42	24	189	283	208
<b>I Family Basics (18+)</b>	0	0	599	1,779	10,288	0	0	78	45	108
<b>J Transient Renters (18+)</b>	0	0	228	2,526	10,570	0	0	37	80	139
<b>K Municipal Challenge (18+)</b>	0	0	0	223	2,157	0	0	0	7	28
<b>L Vintage Value (18+)</b>	0	0	644	1,941	7,081	0	0	96	56	85
<b>M Modest Traditions (18+)</b>	0	0	494	1,676	6,738	0	0	98	64	107
<b>N Urban Cohesion (18+)</b>	0	0	0	72	1,617	0	0	0	3	23
<b>O Rental Hubs (18+)</b>	0	0	37	1,903	5,146	0	0	5	45	51
<b>Adults 18+ estimate 2015</b>	<b>647</b>	<b>1,283</b>	<b>10,619</b>	<b>54,855</b>	<b>131,992</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Mosaic UK Map and Data: OLD FORGE INN, WHITMINSTER (300399)**



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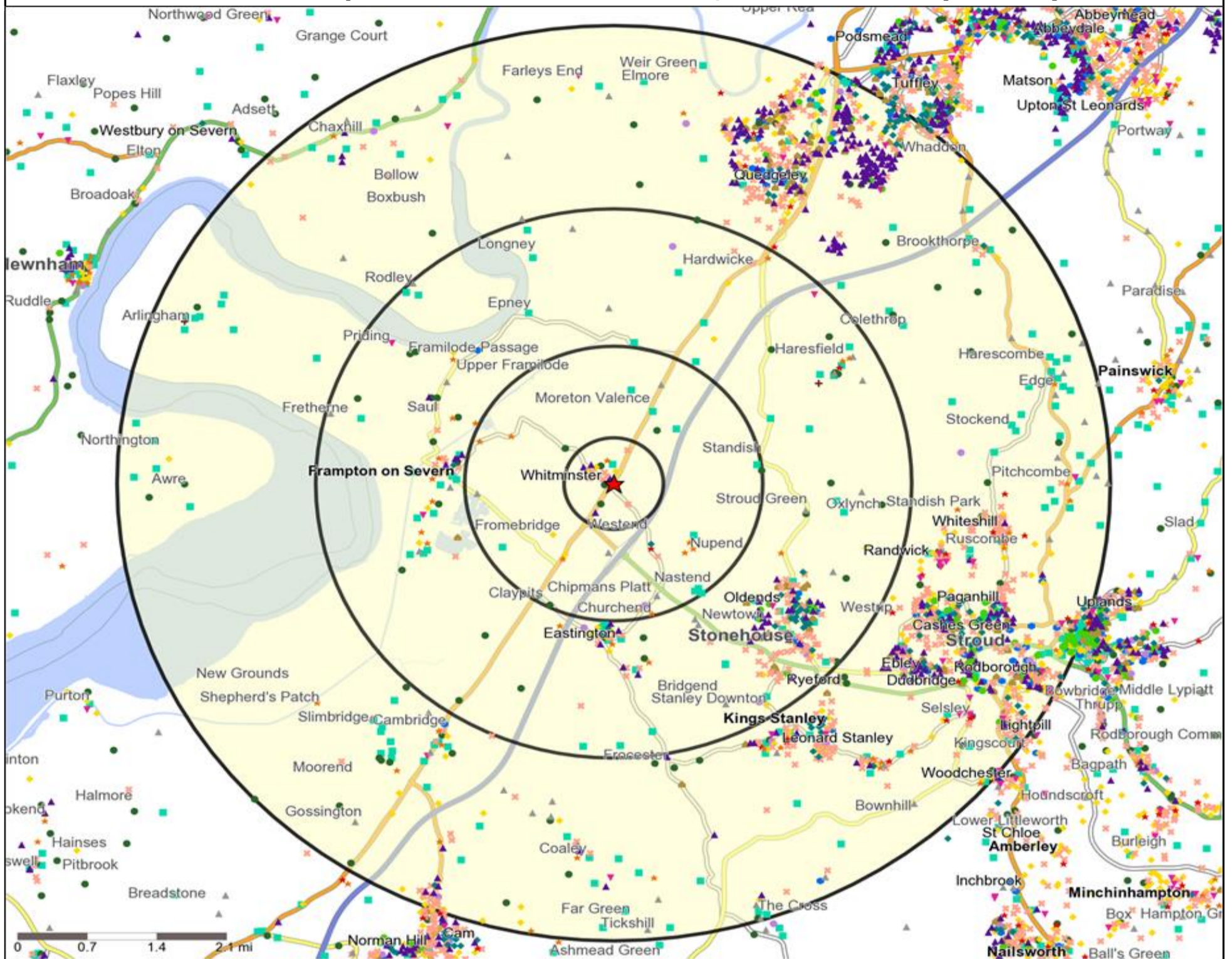
- |                               |                         |                      |                       |                     |
|-------------------------------|-------------------------|----------------------|-----------------------|---------------------|
| Location                      | <b>Mosaic UK Groups</b> | D Rural Reality      | H Aspiring Homemakers | L Vintage Value     |
| 0.5, 1.5, 3 & 5 Mile Distance | A City Prosperity       | E Senior Security    | I Family Basics       | M Modest Traditions |
| Rivers, Canals and Lakes      | B Prestige Positions    | F Suburban Stability | J Transient Renters   | N Urban Cohesion    |
|                               | C Country Living        | G Domestic Success   | K Municipal Challenge | 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+)	10	21
C Country Living (18+)	106	236
D Rural Reality (18+)	298	665
E Senior Security (18+)	0	0
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	208	382
H Aspiring Homemakers (18+)	25	42
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
<b>Adults 18+ estimate 2015</b>	<b>647</b>	<b>100</b>



### Occasions Map and Data: OLD FORGE INN, WHITMINSTER (300399)



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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	28	80	737	3,143	8,642	72	109	97	76	83
02 Early Doors	27	60	785	3,577	9,152	83	98	124	103	105
03 Everyday is Friday	33	56	581	3,224	8,038	119	107	108	109	108
04 Weekend Millionaires	30	43	690	5,188	12,947	75	57	89	121	121
05 Out On The Town	19	33	604	4,204	11,166	49	45	80	102	108
06 Business and Pleasure	23	55	374	1,893	4,183	116	146	96	89	79
07 Sporting Pints	16	21	449	3,040	9,060	38	26	54	67	80
08 Student Social	31	62	459	2,080	4,372	172	182	131	108	91
09 Leisurely Lunch	44	87	783	3,823	9,578	116	122	106	94	95
10 Wining and Dining	54	91	868	5,264	12,004	125	112	103	114	104
11 Household Outing	25	40	679	3,972	10,222	73	62	102	109	112
12 Midweek Meal Deal	32	68	495	2,024	5,478	167	188	133	99	107
13 Date Night	57	95	692	3,972	8,778	187	165	116	122	108
14 Birthday Treat	37	66	621	3,031	7,566	121	114	104	93	93
15 Pre Show Meal	8	19	218	1,199	2,731	76	96	106	107	97
<b>Number of Occasions</b>	<b>464</b>	<b>876</b>	<b>9,035</b>	<b>49,634</b>	<b>123,917</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



### Competition Map and Data: OLD FORGE INN, WHITMINSTER (300399)



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

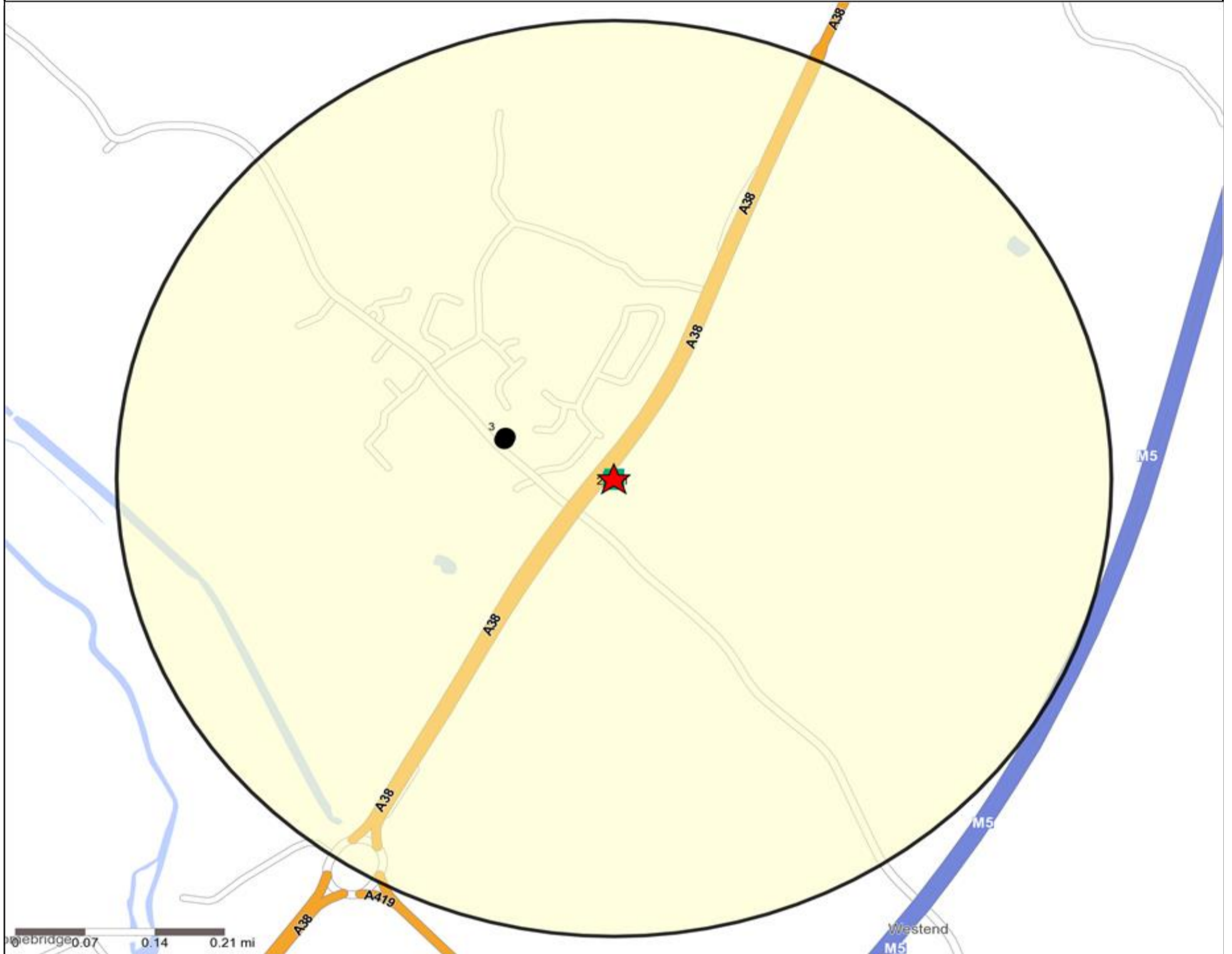
- Location
- Branded Food
- Dry Led
- Cafe / Wine Bar
- Other
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

#### 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	0	2	7
Circuit Bar	0	0	1	5
Community Local	1	1	5	20
Dry Led	1	1	5	16
Branded Food Pub	0	1	1	7
Rural	0	0	0	1
Other	1	2	11	57
<b>Total</b>	<b>3</b>	<b>5</b>	<b>25</b>	<b>113</b>



**Competition Map and Data: OLD FORGE INN, WHITMINSTER (300399)**



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
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- ▲ Circuit Bar
- ◆ Rural Character
- ~ Rivers, Canals and Lakes
- Community Local
- Branded Food
- Dry Led

**Competition Type Summary Table**

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	1
Dry Led	1
Branded Food Pub	0
Rural	0
Other	1
<b>Total</b>	<b>3</b>



## Local Competition: OLD FORGE INN, WHITMINSTER (300399)

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

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	OLD FORGE INN, WHITMINSTER	WHITMINSTER, GLOUCESTER, GL2 7NY	Punch Taverns	GL 2 7NY	Punch Taverns	0.00
1	Whitminster Hotel	School Lane, Whitminster, Gloucester	Independent Free	GL 2 7NY	Community Local	0.00
2	Old Forge	Bristol Road, Whitminster, Gloucester	Punch Pub Company	GL 2 7NY	Dry Led	0.00
3	Whitminster Village Hall & Playing Field	School Lane, Whitminster, Gloucester	Independent Free	GL 2 7NT	Other	0.12
4	Fromebridge Mill	Fromebridge Lane, Whitminster, Gloucester	Greene King	GL 2 7PD	Branded Food	0.83
5	Eastington Hall	Eastington, Stonehouse	Independent Free	GL10 3RY	Other	1.38
6	Eastington Community Centre	Alkerton, Eastington, Stonehouse	Independent Free	GL10 3AQ	Other	1.60
7	Old Badger Inn	Alkerton Road, Eastington, Stonehouse	Independent Free	GL10 3AT	Community Local	1.66
8	Frampton-On-Severn Sailing Club	Water Lane, Frampton On Severn, Gloucester	Independent Free	GL 2 7DZ	Other	1.68
9	Kings Head Hotel	Alkerton, Eastington, Stonehouse	Punch Pub Company	GL10 3AA	Community Local	1.68
10	Frampton On Severn Bowling Club	Lake Lane, Frampton On Severn, Gloucester	Independent Free	GL 2 7HG	Other	1.74
11	Bell Hotel	The Green, Frampton On Severn, Gloucester	Enterprise Inns	GL 2 7EP	Dry Led	1.74
12	Spa Inn	Oldends Lane, Oldends, Stonehouse	Unknown	GL10 3RJ	Community Local	1.86
13	Ley Bistro	The Green, Frampton On Severn, Gloucester	Independent Free	GL 2 7DY	Cafe / Wine Bar	1.89
14	Three Horseshoes	The Green, Frampton On Severn, Gloucester	Enterprise Inns	GL 2 7DY	Circuit Bar	1.89
15	Anchor Inn	Epney, Saul, Gloucester	Enterprise Inns	GL 2 7LN	Dry Led	2.05
16	Ship Inn	Upper Framilode, Framilode, Gloucester	Enterprise Inns	GL 2 7LH	Dry Led	2.11
17	Blooms Garden Centre	Bath Road, Haresfield, Stonehouse	Wyevale Garden Centres	GL10 3DP	Other	2.16
18	Stonehouse Court Hotel	Bristol Road, Stonehouse	Bespoke Hotel Company Ltd	GL10 3RA	Other	2.25
19	Gate Of India	8 High Street, Stonehouse	Independent Free	GL10 2NA	Other	2.40
20	Cafe Mon Ami	10 High Street, Stonehouse	Independent Free	GL10 2NA	Cafe / Wine Bar	2.40
21	Woolpack Inn	4 High Street, Stonehouse	Enterprise Inns	GL10 2NA	Dry Led	2.40
22	Monsoon	56 High Street, Stonehouse	Independent Free	GL10 2NA	Other	2.40
23	Globe Inn	42 High Street, Stonehouse	Enterprise Inns	GL10 2NG	Community Local	2.41
24	Top-Cue Snooker Club	Queens Road, Stonehouse	Independent Free	GL10 2QA	Other	2.49
25	Beacon Inn	Haresfield, Stonehouse	Enterprise Inns	GL10 3DX	Other	2.51
26	George	Peter Street, Frocester, Stonehouse	Enterprise Inns	GL10 3TQ	Community Local	3.09
27	George Inn	Bristol Road, Cambridge, Gloucester	Enterprise Inns	GL 2 7AL	Dry Led	3.14
28	Frocester Cricket Club	Leonard Stanley Road, Frocester, Stonehouse	Independent Free	GL10 3TE	Other	3.15
29	White Hart Inn	The Street, Leonard Stanley, Stonehouse	Punch Pub Company	GL10 3NR	Community Local	3.30
30	Carpenters Arms	Chalford, Westrip, Stroud	Punch Pub Company	GL 6 6EY	Community Local	3.30



Old Forge Inn, Gloucester, GL2 7NY

Catchment &  
Site Review

Generated on 24th September 2019

**PUNCH**

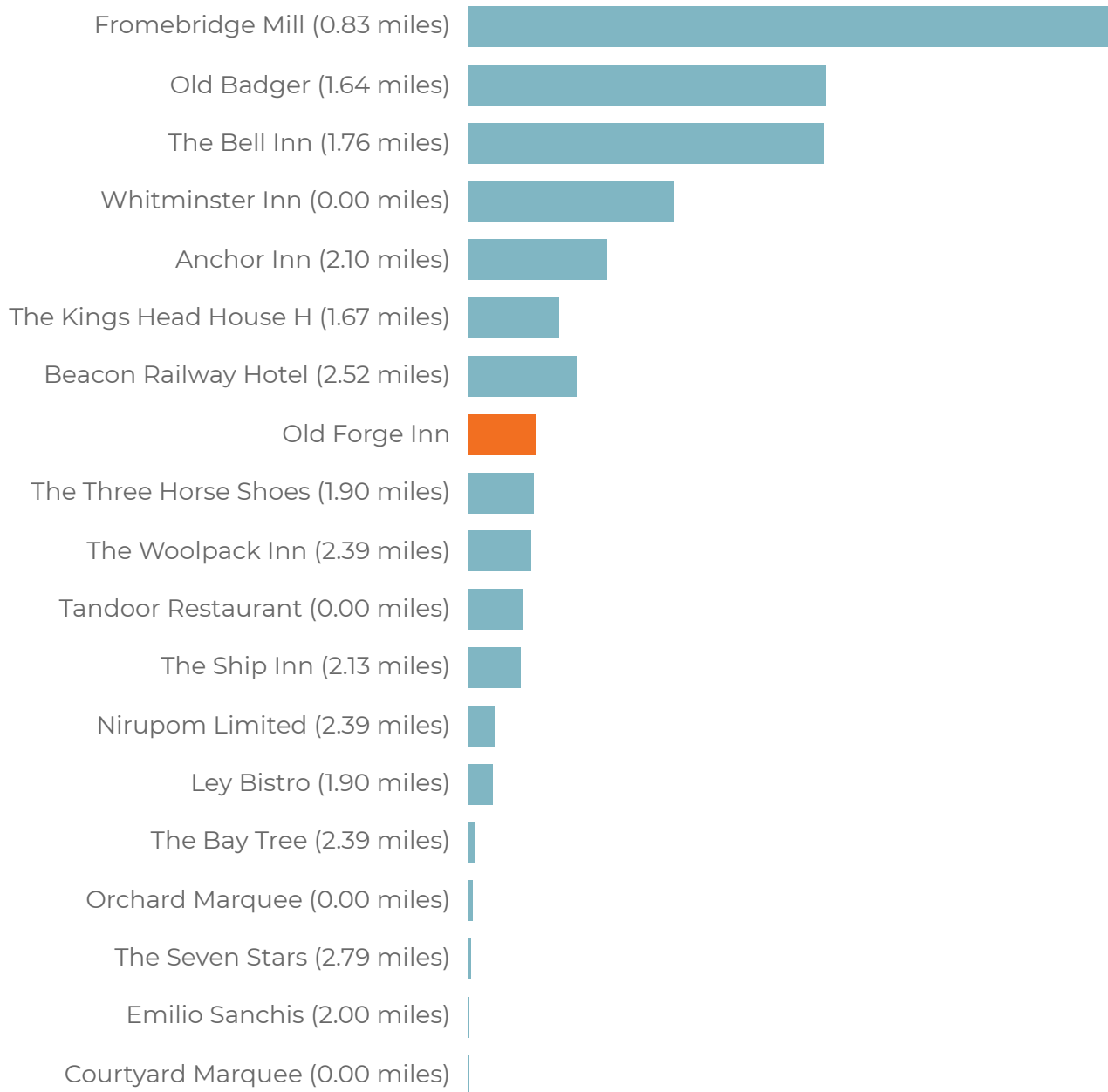




# Local Competitors

## Local Card Spend in Pubs, Bars & Restaurants (2 Yrs)

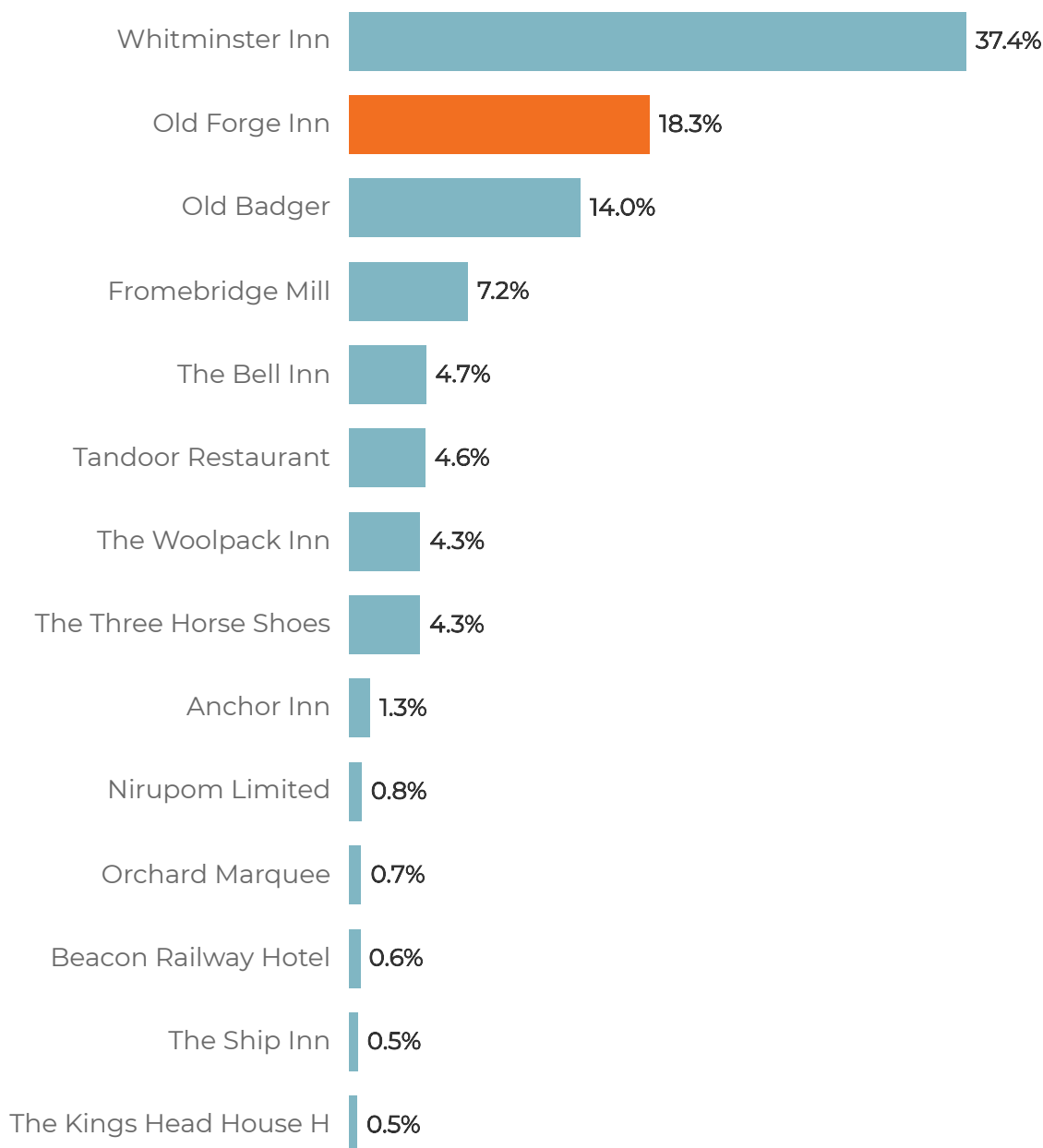
Total Spend Within 1 Mile - Bottom 50% Amongst Punch Sites





# Use of Other Sites

## Site Customers - Share of Competitor Spend Locally



Warning - Low Number of Sales Records for this Venue

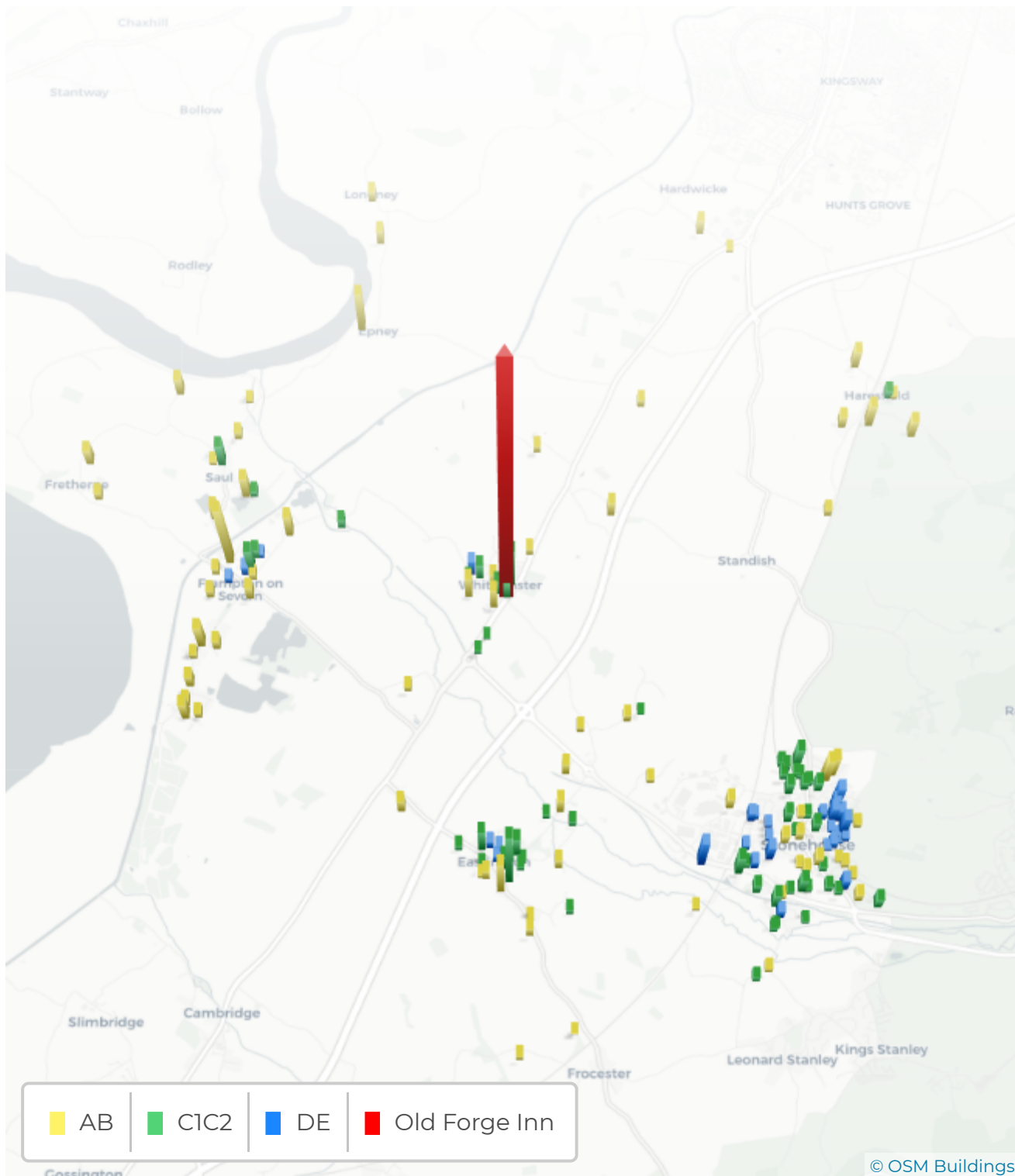
[enquiries@hdinsights.com](mailto:enquiries@hdinsights.com)





# Local Guest Spending

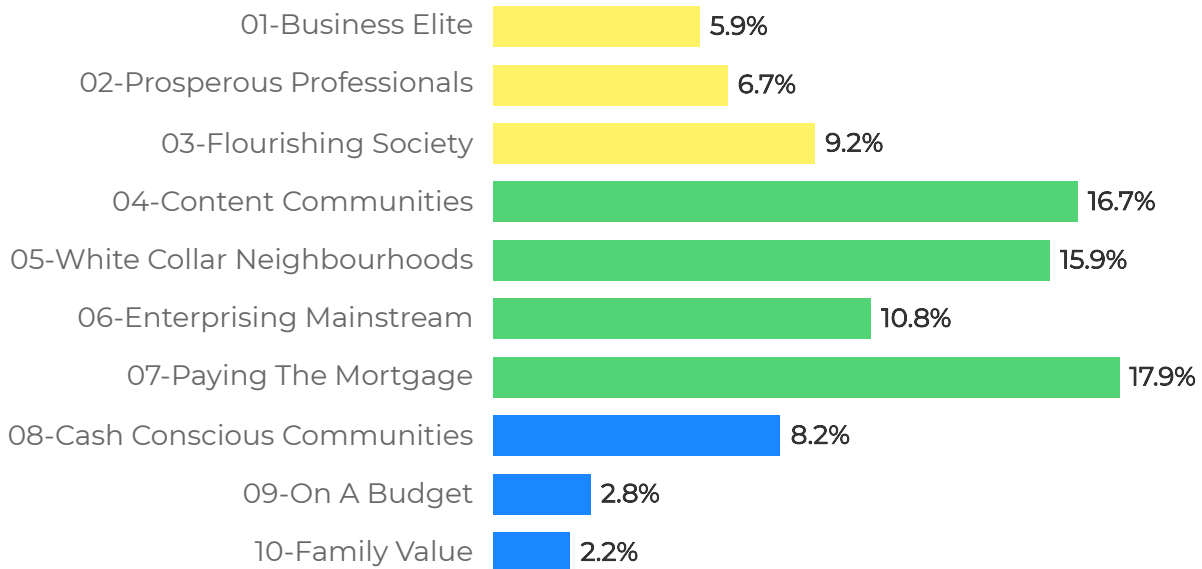
Origin of Guest Spend - Venues Within 3 Miles



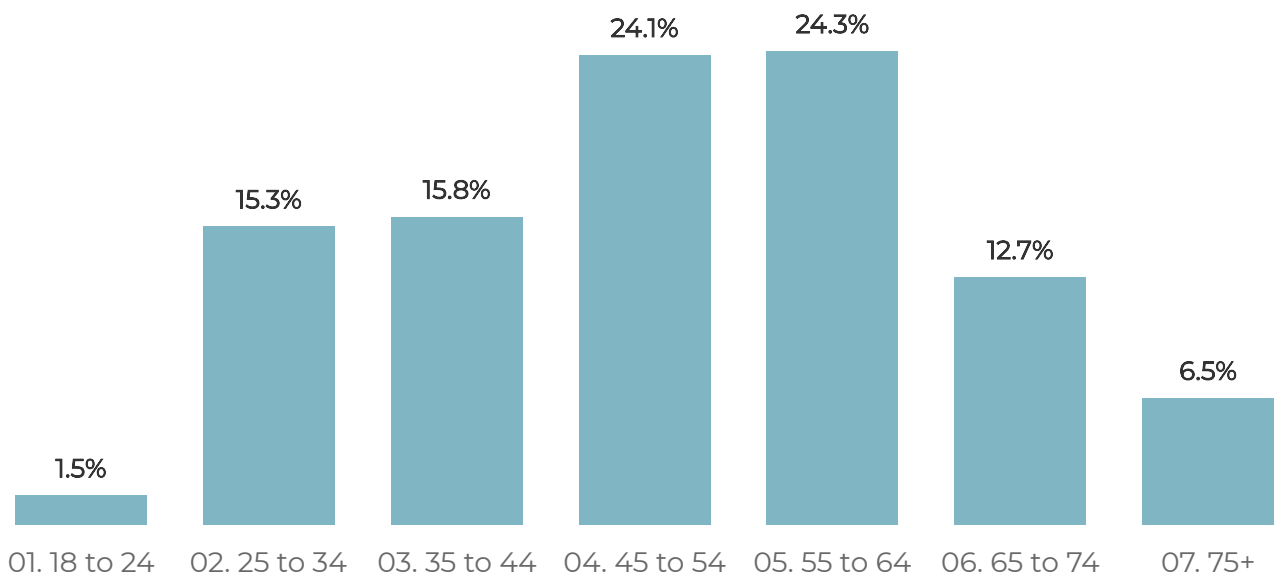


# Share of Local Spend by Demographics

— Catchment % of Local Spend - Venues Within 3 Miles —



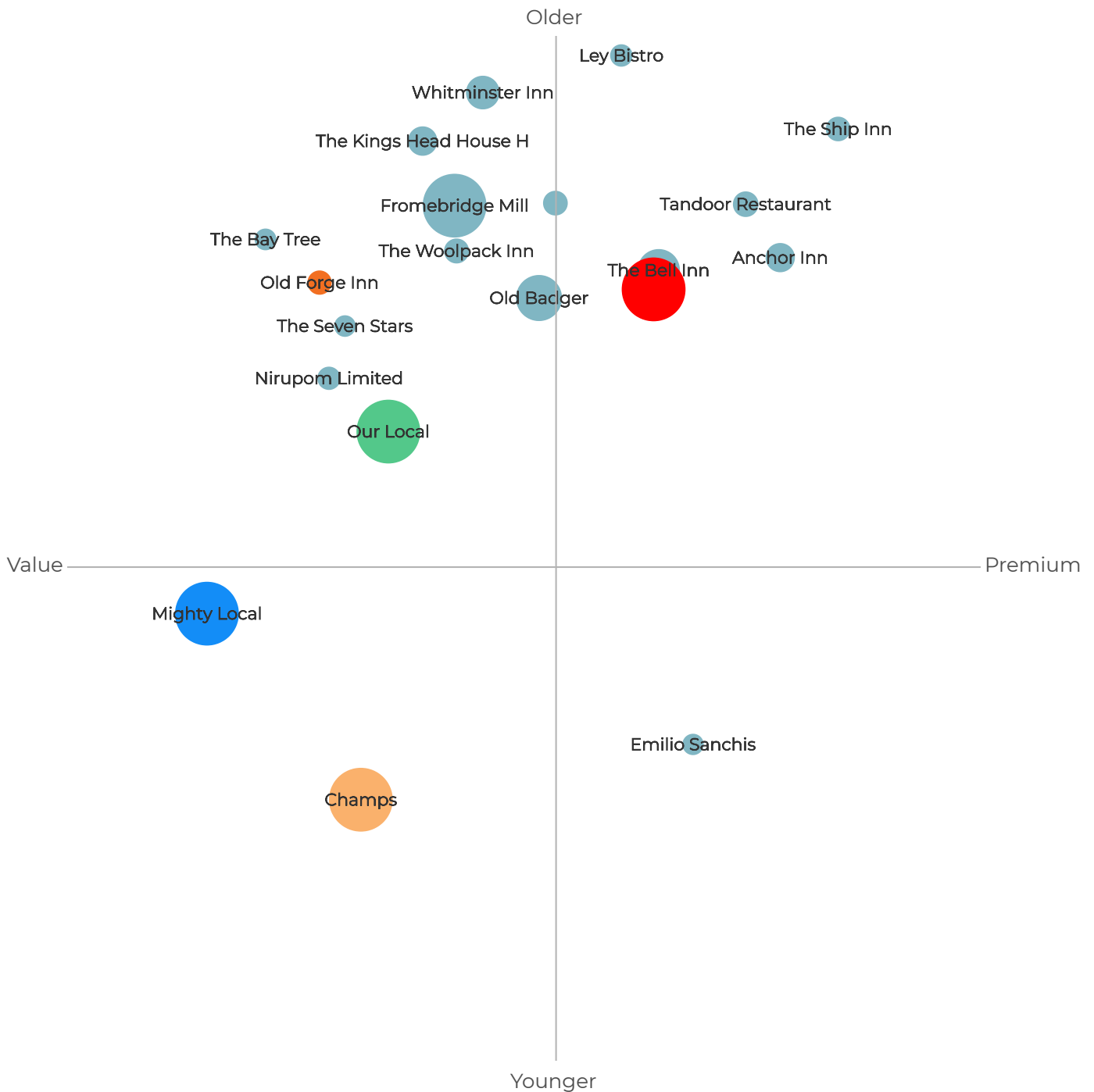
— Catchment % of Local Spend - Venues Within 3 Miles —





# Share of Local Spend By Demographics

— Pubs & Bars Spend by Guest Profile Affluence Vs. Age —  
Venues Within 3 Miles



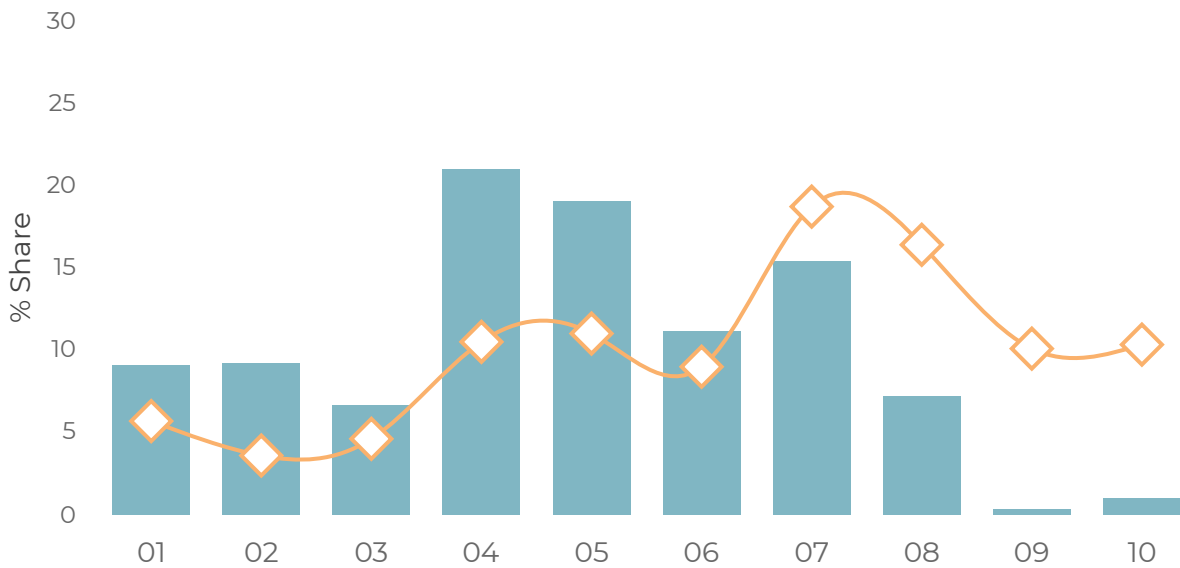


# Concept Fit

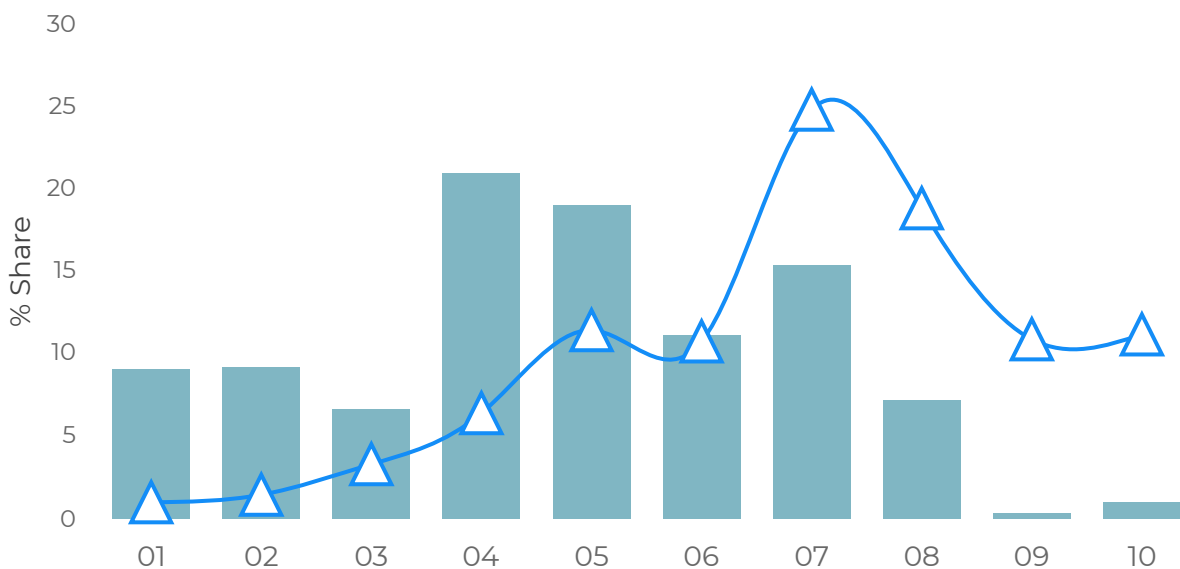
## Old Forge Inn



## Champs



## Mighty Local



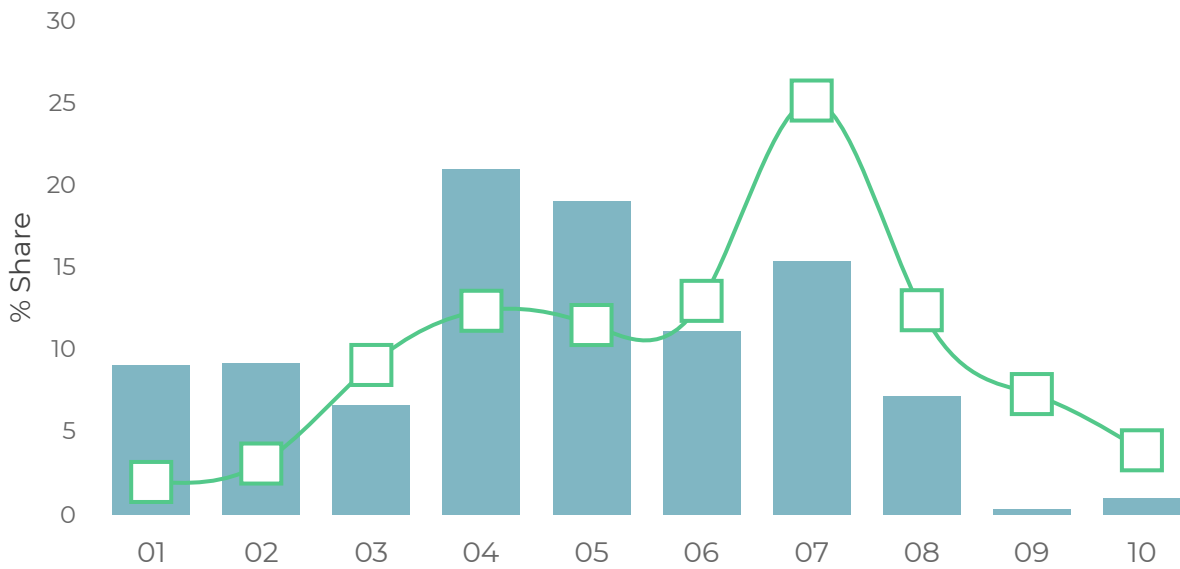


# Concept Fit

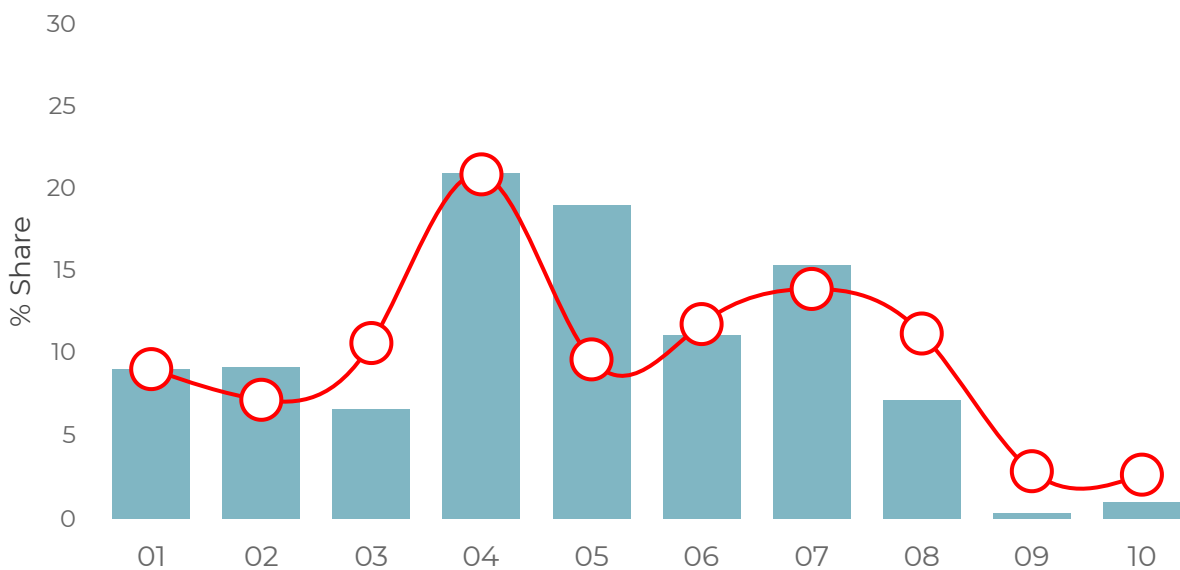
## Old Forge Inn



## Our Local



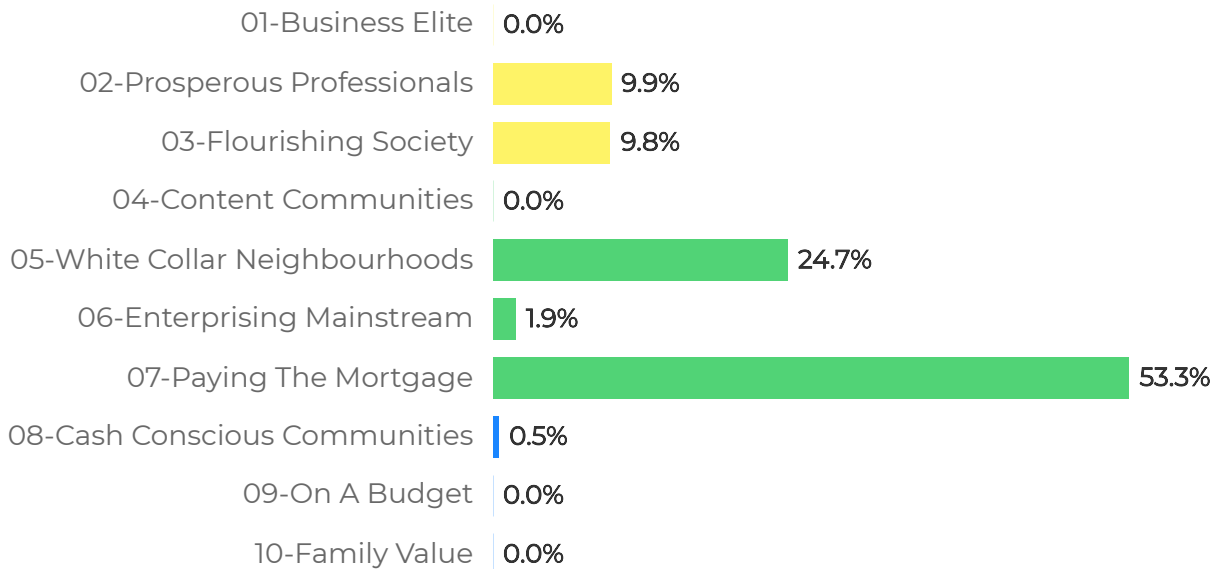
## Our Local+



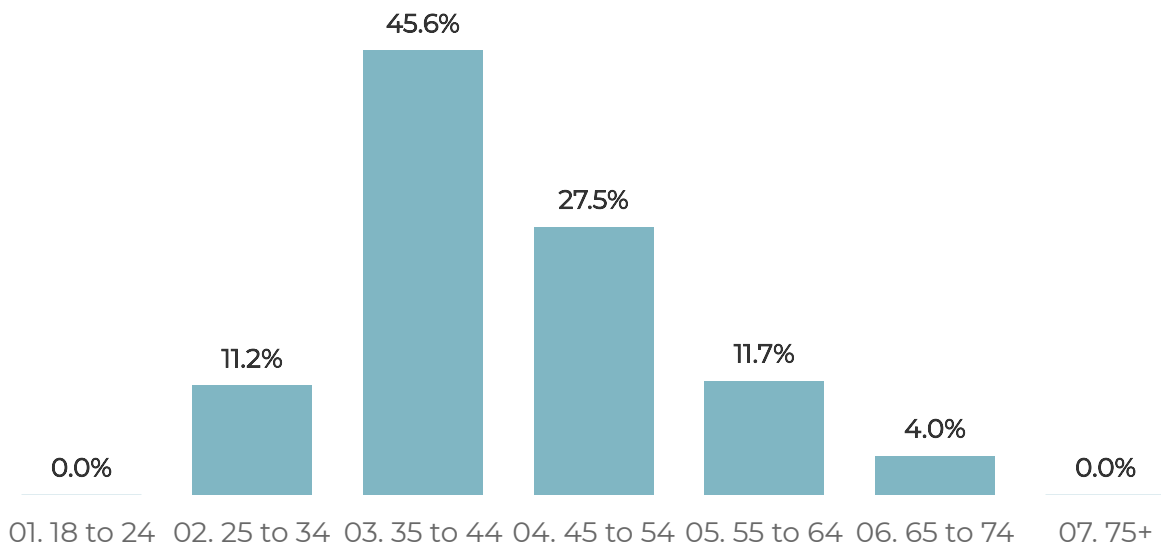


# Site Guest Demographics

## Share of Guest Spend Within Site



## Share of Guest Spend Within Site by Age



Warning - Low Number of Sales Records for this Venue

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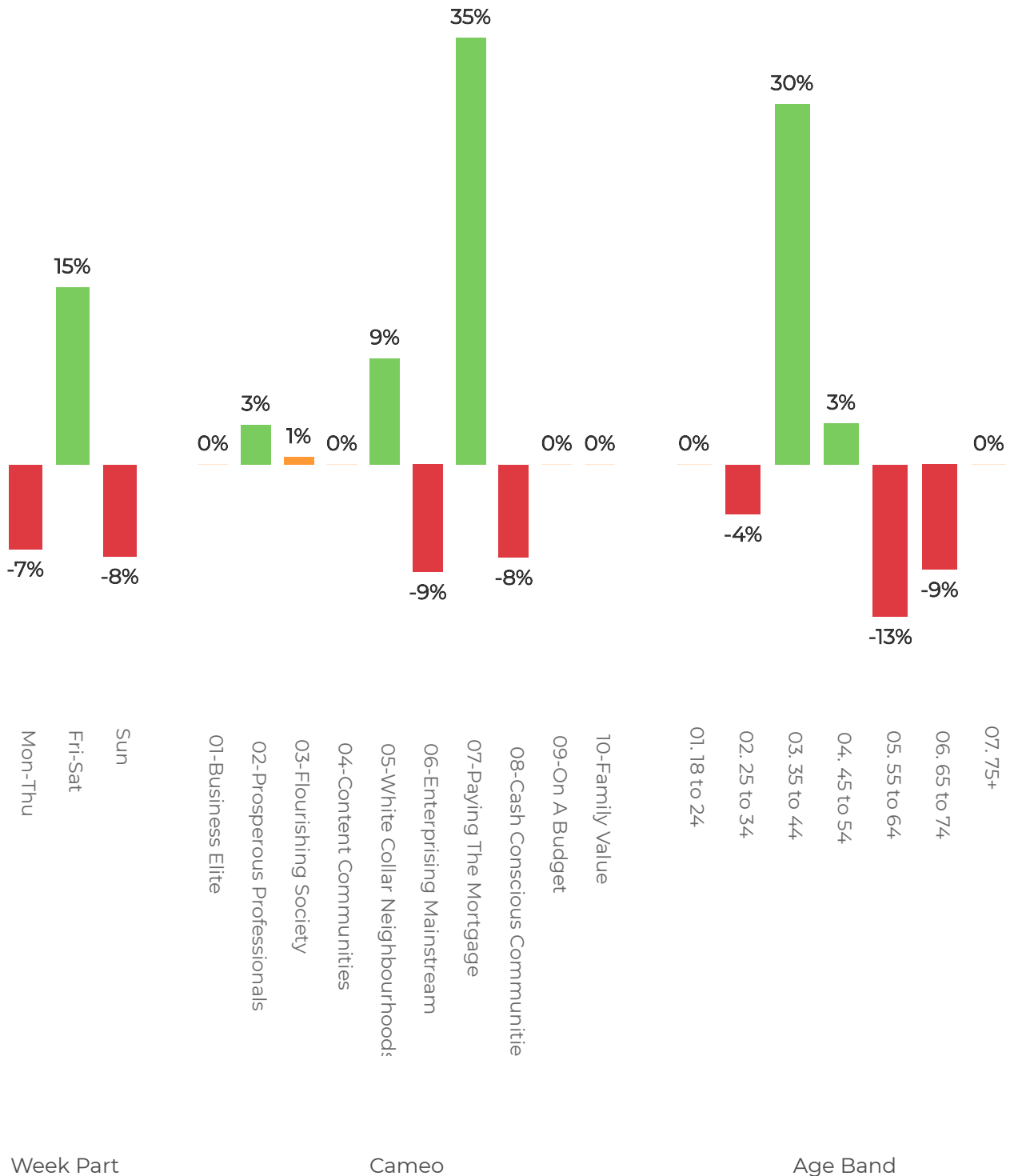






# Trading Profile Vs. Local Spend

— Guest & Trading Profile Vs. Local Market Within 3 Miles —  
Above Line = Relative Strength



Warning - Low Number of Sales Records for this Venue

enquiries@hdiinsights.com





# Appendix

## Cameo Table

Cameo Group	UK Households	Social Class	Lifestage	Income	Housing Type
1. Business Elite	6.2%	AB	Younger	V.High	Flats / Detached
2. Prosperous Professionals	4.9%	AB	Older	High	Detached
3. Flourishing Society	9.7%	AB	Older	High	Detached
4. Content Communities	11.0%	C1	Older	High	Detached
5 White Collar Neighbourhoods	10.2%	C1	Middle Aged	High	Flats
6. Enterprising Mainstream	8.7%	C2	Middle Aged	Mid	Semi -detached
7. Paying The Mortgage	14.6%	C2	Middle Aged	Mid	Semi -detached
8. Cash Conscious Communities	13.1%	DE	Middle Aged	Low	Flats / Terraced
9. On A Budget	11.9%	DE	Younger	Low	Flats / Terraced
10. Family Value	9.4%	DE	Middle Aged	V.Low	Terraced

