





Talbot PRM Review

Generated on 3rd February 2022

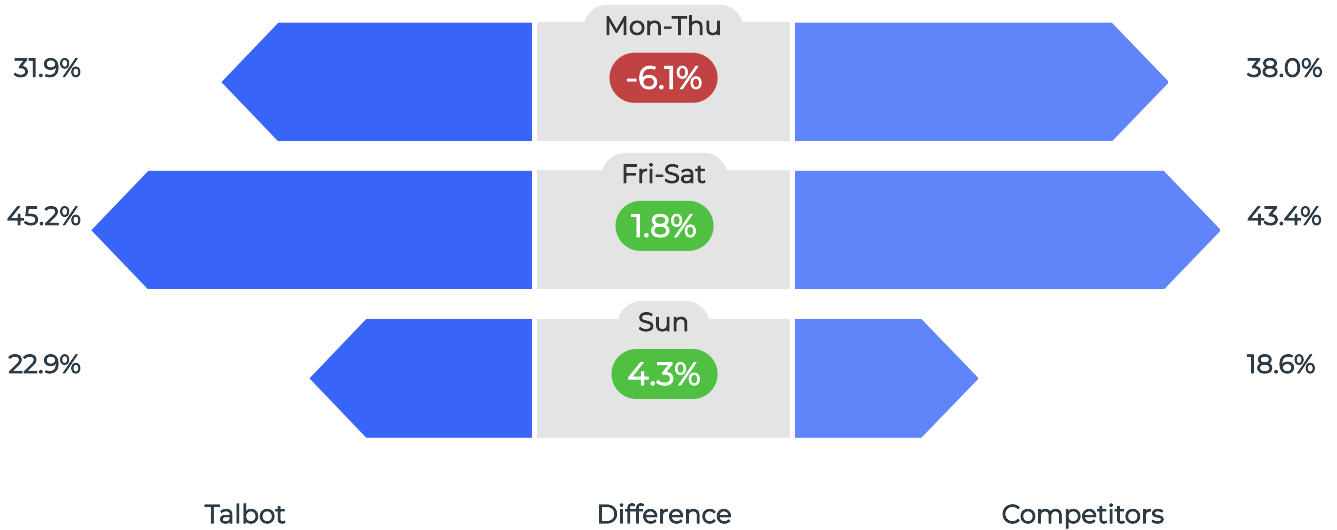
 All Comp. Groups | 3 Miles | All Customers

Trading Profile

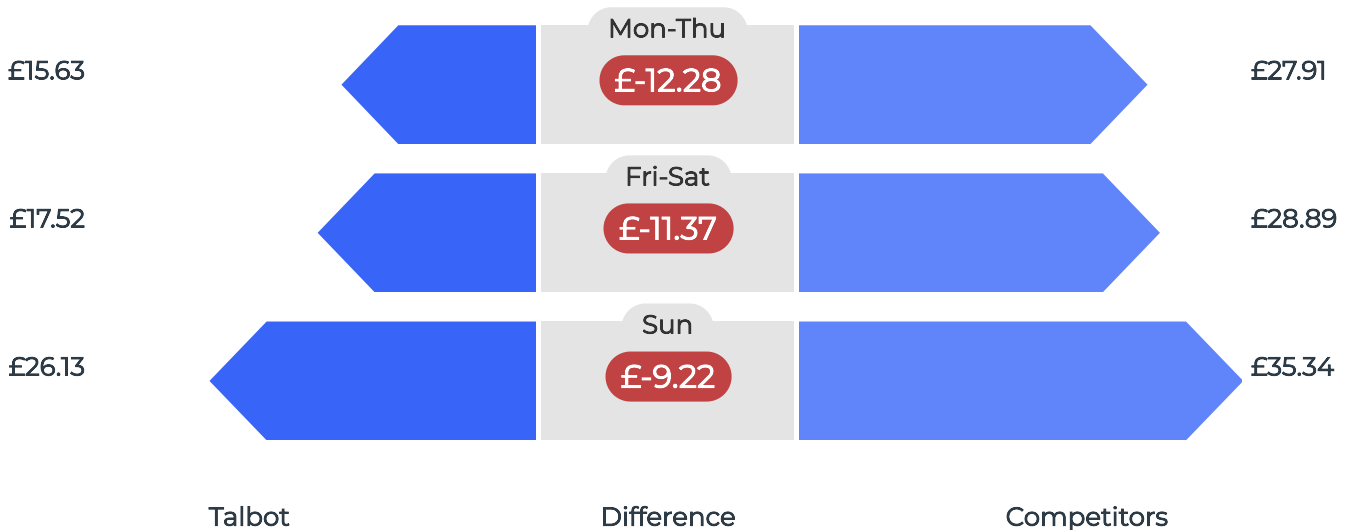
 <p>Weekly Sales Index Vs. Average Competitor</p>	Talbot	50
	Competitor Groups	100
	Difference	▼ -50

 <p>Avg. Trans. Value Vs. Average Competitor</p>	Talbot	£18.19
	Competitor Groups	£29.50
	Difference	▼ £-11.30

Share of Spend by Weekpart



Average Transaction Value





Customer Demographics 1/2

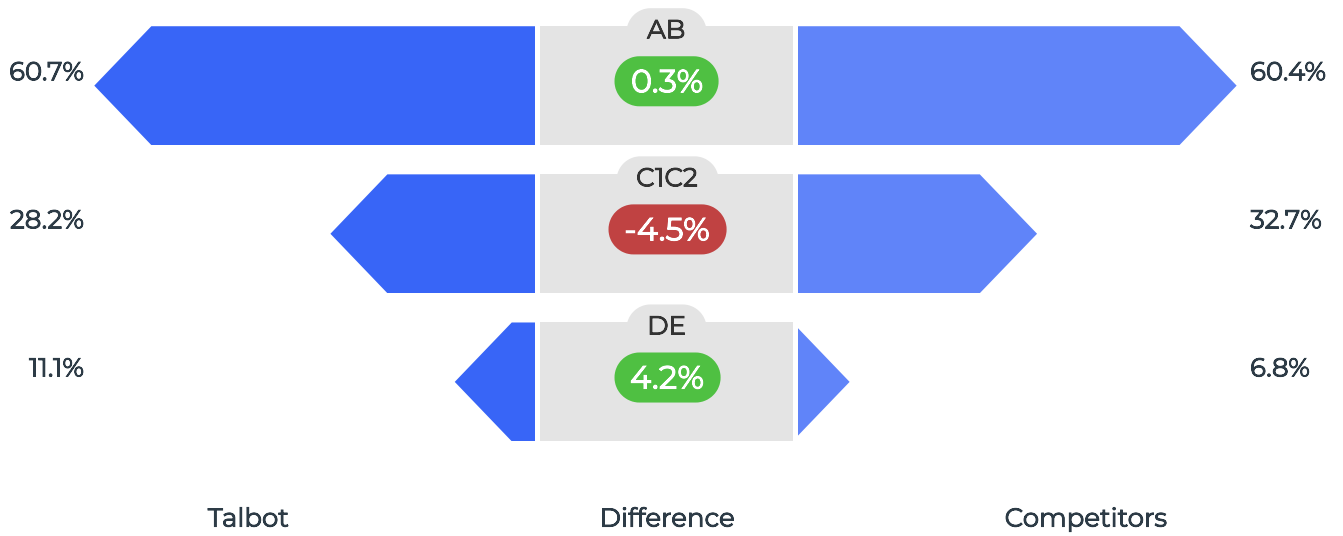
Age Band



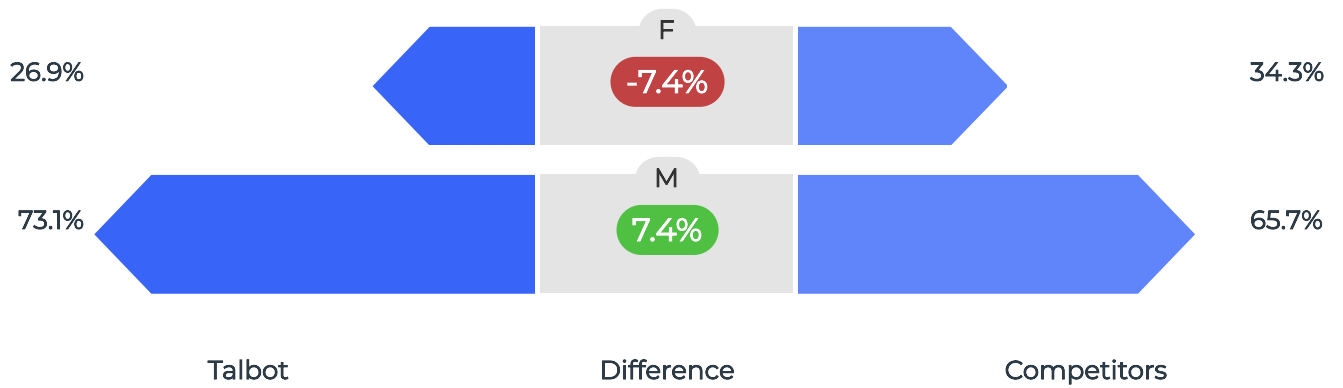


Customer Demographics 2/2

Socio-Economic Group



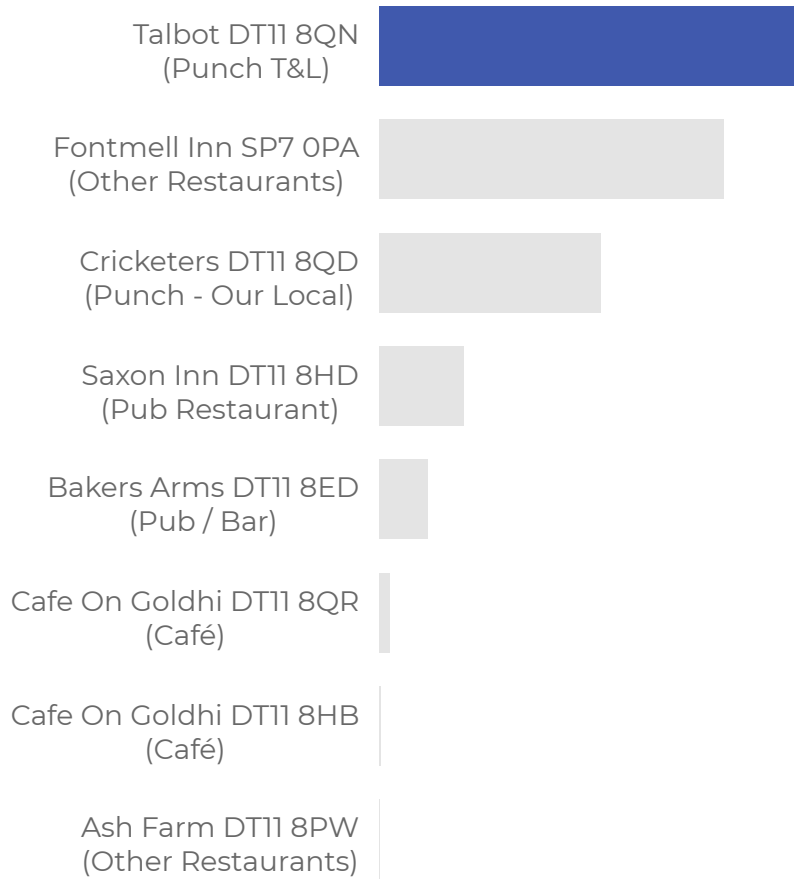
Gender





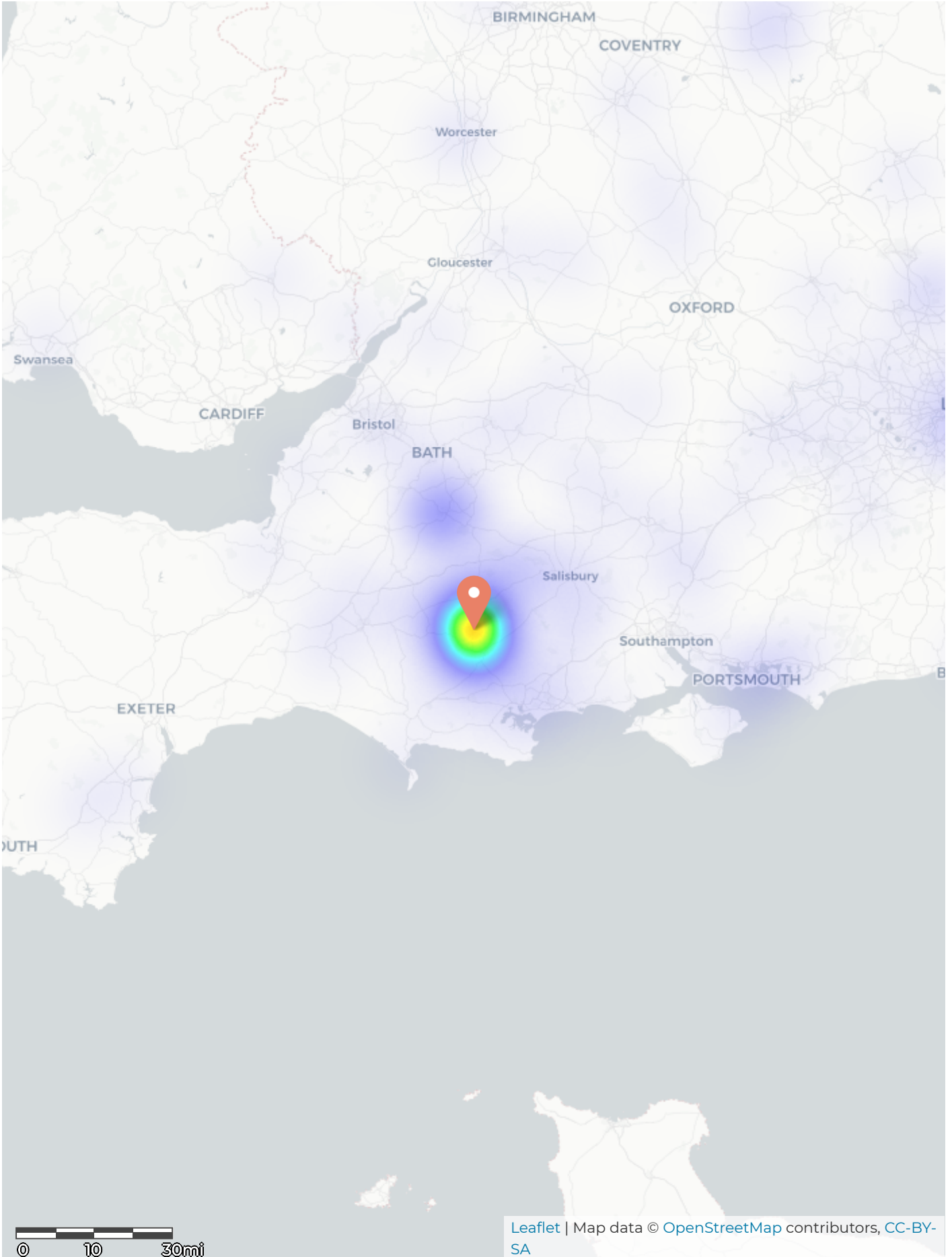
Competitor Usage

Local Venues

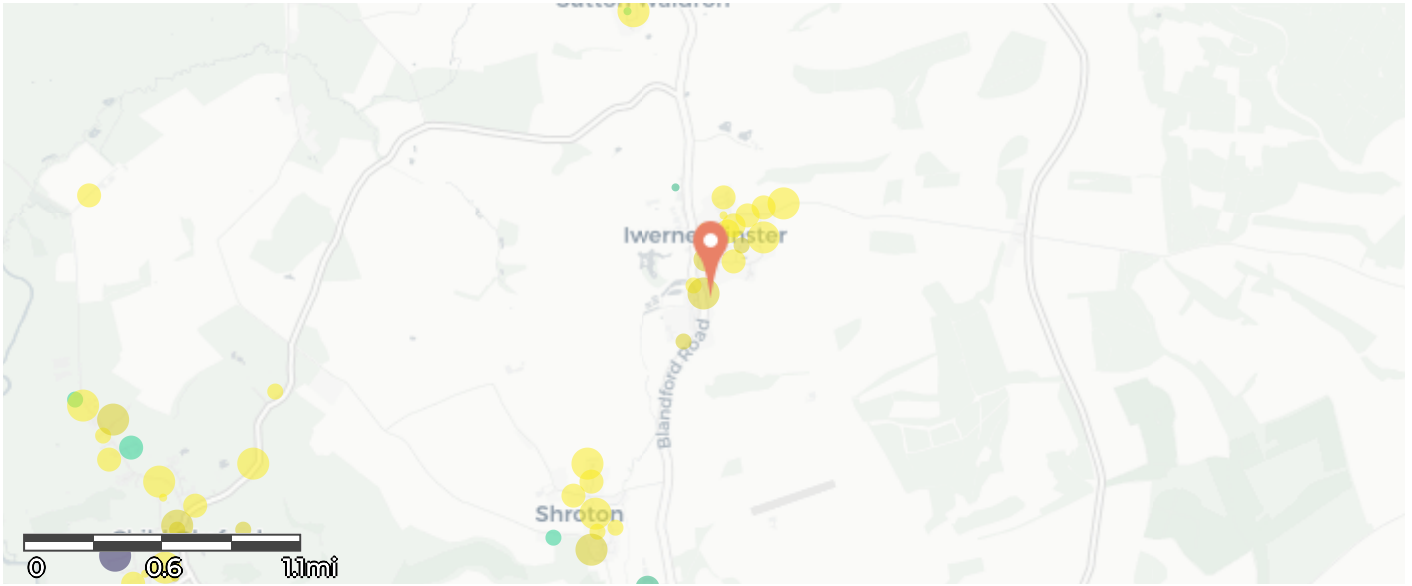


Online

 Guest Origin



Spend by Customer Postcode within 3 Miles



Local Market Turnover

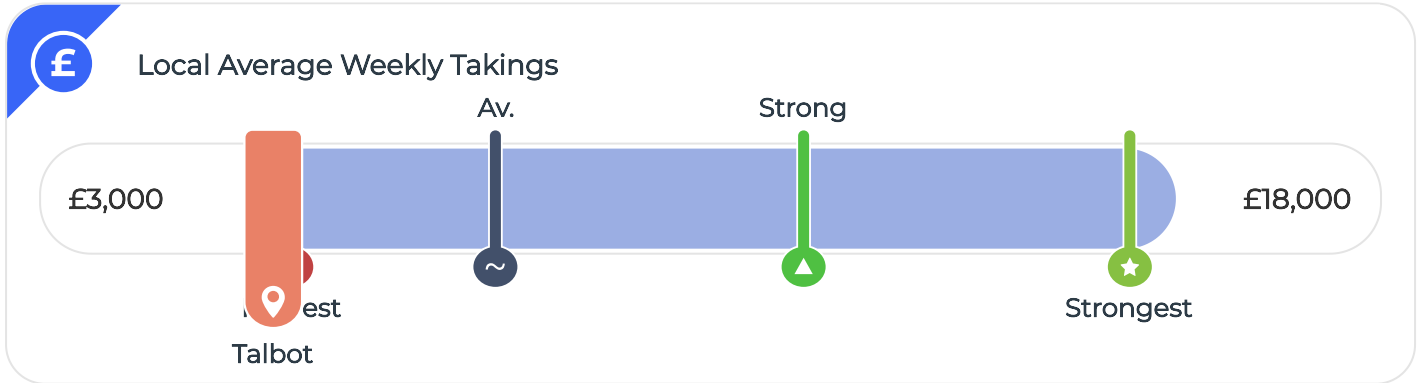
	Within 250m	Within 500m	Within 1 Mile	Within 3 Miles
Annual Spend	£143K	£143K	£601K	£2M
Score 1-10 (1 = low)	2	1	1	1
% AB	61%	61%	63%	60%
Score 1-10, 1=low	10	10	10	10
% Over 45s	65%	65%	73%	72%
Score 1-10, 1=low	9	10	10	10
% Mon to Thurs	31%	31%	40%	37%
Score 1-10, 1=low	1	1	4	1
% Fri & Sat	46%	46%	39%	44%
Score 1-10, 1=low	6	7	3	7
% Sunday	23%	23%	21%	19%
Score 1-10, 1=low	10	10	10	10



Further Customer Spend Breakdown 1/2

	Share Of Spend				Score 1-10 (1 = low)			
	Within 250m	Within 500m	Within 1 mile	Within 3 miles	Within 250m	Within 500m	Within 1 mile	Within 3 miles
01-Business Elite	4.1%	4.1%	4.3%	5.2%	4	4	4	4
02-Prosperous Professionals	6.3%	6.3%	14.5%	17.4%	6	6	10	10
03-Flourishing Society	50.4%	50.4%	44.2%	37.8%	10	10	10	10
04-Content Communities	11.8%	11.8%	11.8%	13.8%	5	5	5	7
05-White Collar Neighbourhoods	4.8%	4.8%	5.5%	5.3%	1	1	1	1
06-Enterprising Mainstream	5.1%	5.1%	5.7%	7.5%	3	3	4	5
07-Paying The Mortgage	6.5%	6.5%	6.9%	5.7%	1	1	1	1
08-Cash Conscious Communities	10.2%	10.2%	5.7%	4.8%	6	6	2	1
09-On A Budget	0.1%	0.1%	0.9%	1.6%	1	1	1	1
10-Family Value	0.7%	0.7%	0.5%	0.8%	2	2	1	1
18to24	0.6%	0.6%	2.2%	2.4%	1	1	1	1
25to34	13.0%	13.0%	10.9%	12.2%	2	2	1	1
35to44	21.2%	21.2%	14.2%	13.0%	4	4	1	1
45to54	20.4%	20.4%	16.4%	20.9%	6	6	1	7
55to64	22.3%	22.3%	23.8%	24.6%	9	9	10	10
65to74	20.4%	20.4%	19.9%	17.3%	10	10	10	10
75+	2.1%	2.1%	12.5%	9.6%	5	5	10	10
AB	60.7%	60.7%	63.0%	60.5%	10	10	10	10
C1C2	28.2%	28.2%	29.9%	32.4%	1	1	1	1
DE	11.1%	11.1%	7.1%	7.2%	2	2	1	1

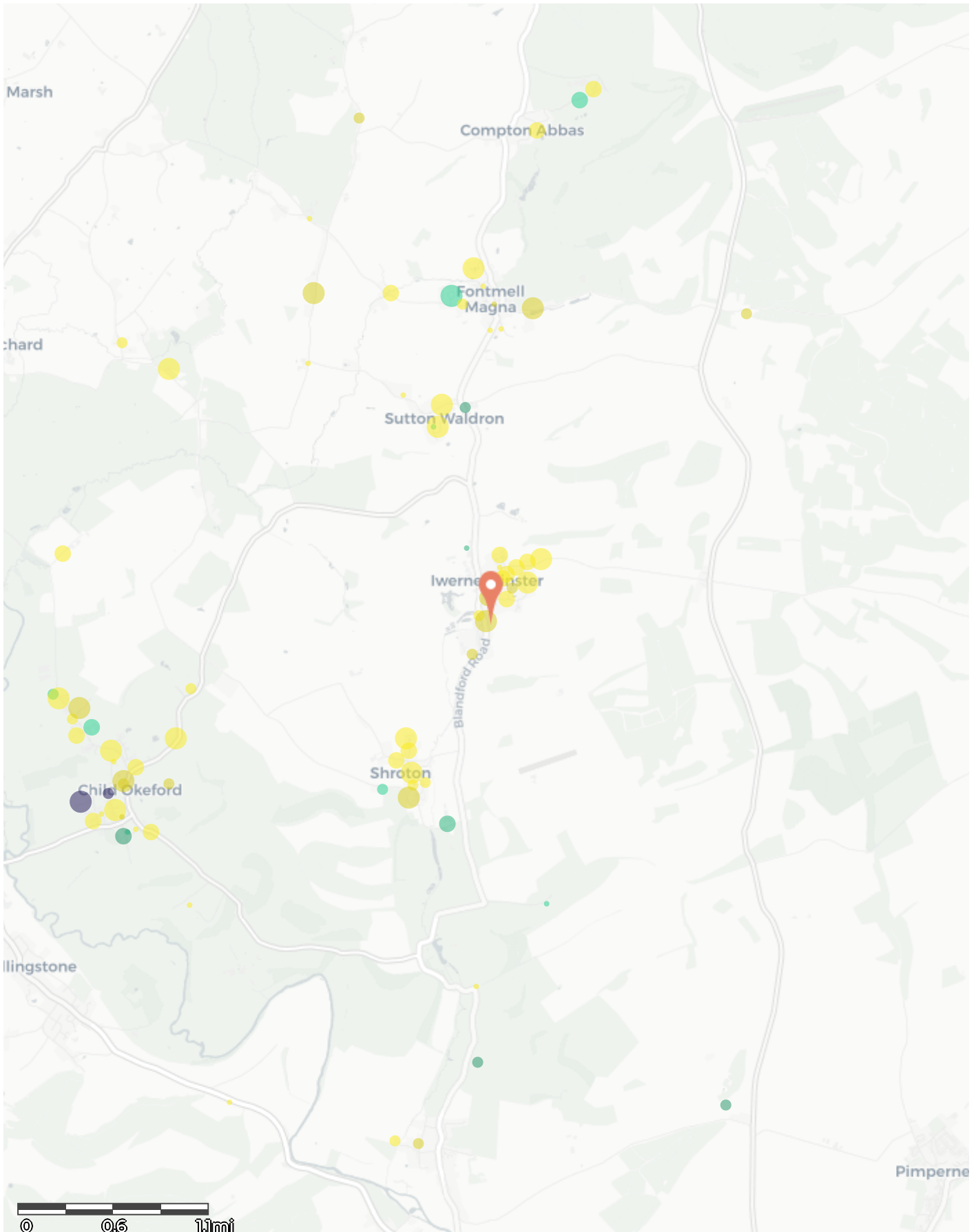
Site Potential	Achievable Average Weekly Takings	£3,500
HDI Concept Fit(s) #1 Fireside	Letting Rooms Potential p/wk £1,300	Food Potential p/wk £700



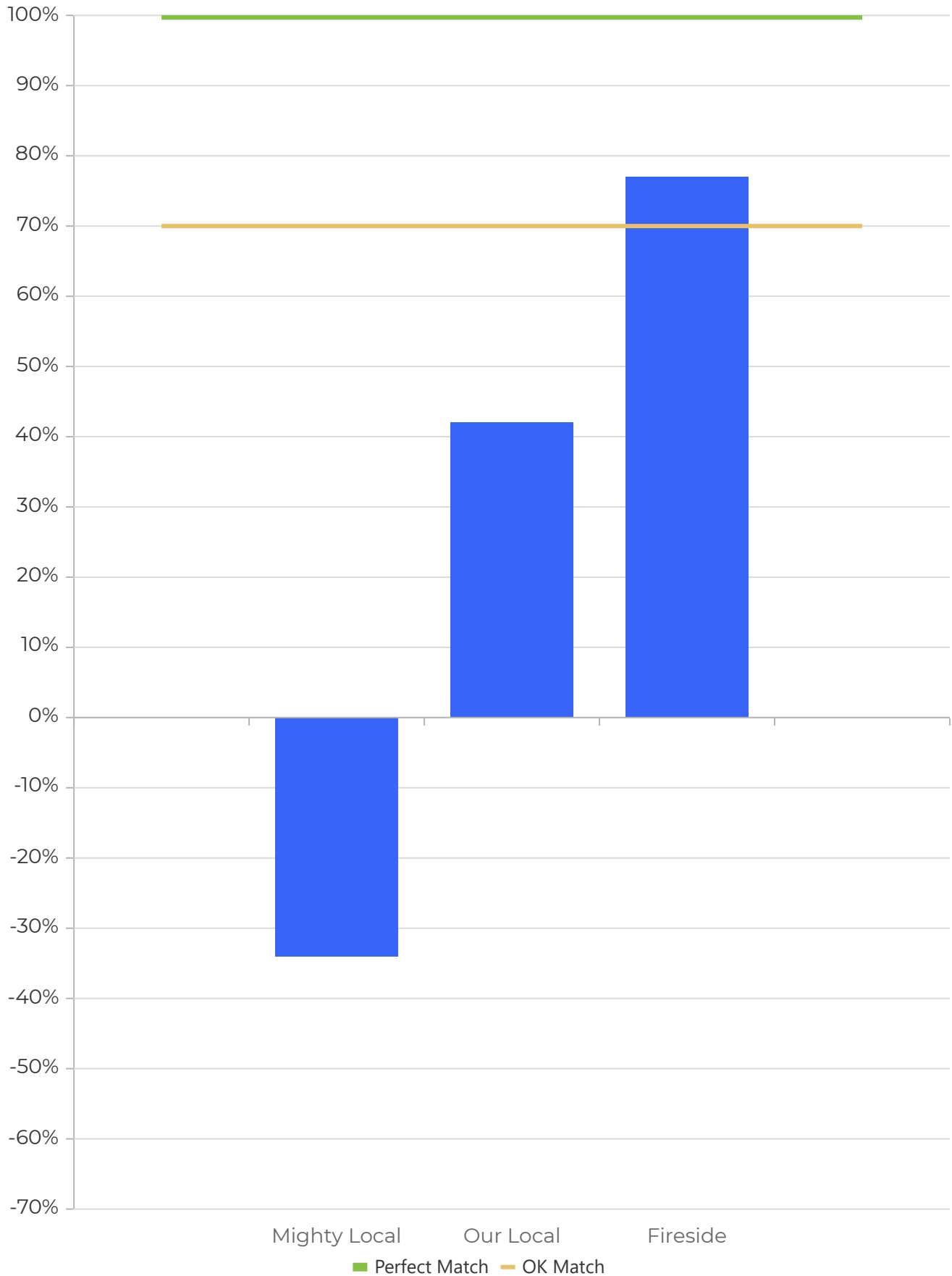
Site Characteristics

Venue Location	Rural	Outskirts	Residential	Town	City Centre
Size of Trading Area	Small	Medium	Large	V Large	
Traffic Flow	Low	Medium	High	V High	
Pedestrian Footfall	Low	Medium	High	V High	
Car Park Size	None	Small	Medium	Large	
Outdoor Space	None	Small	Medium	Large	

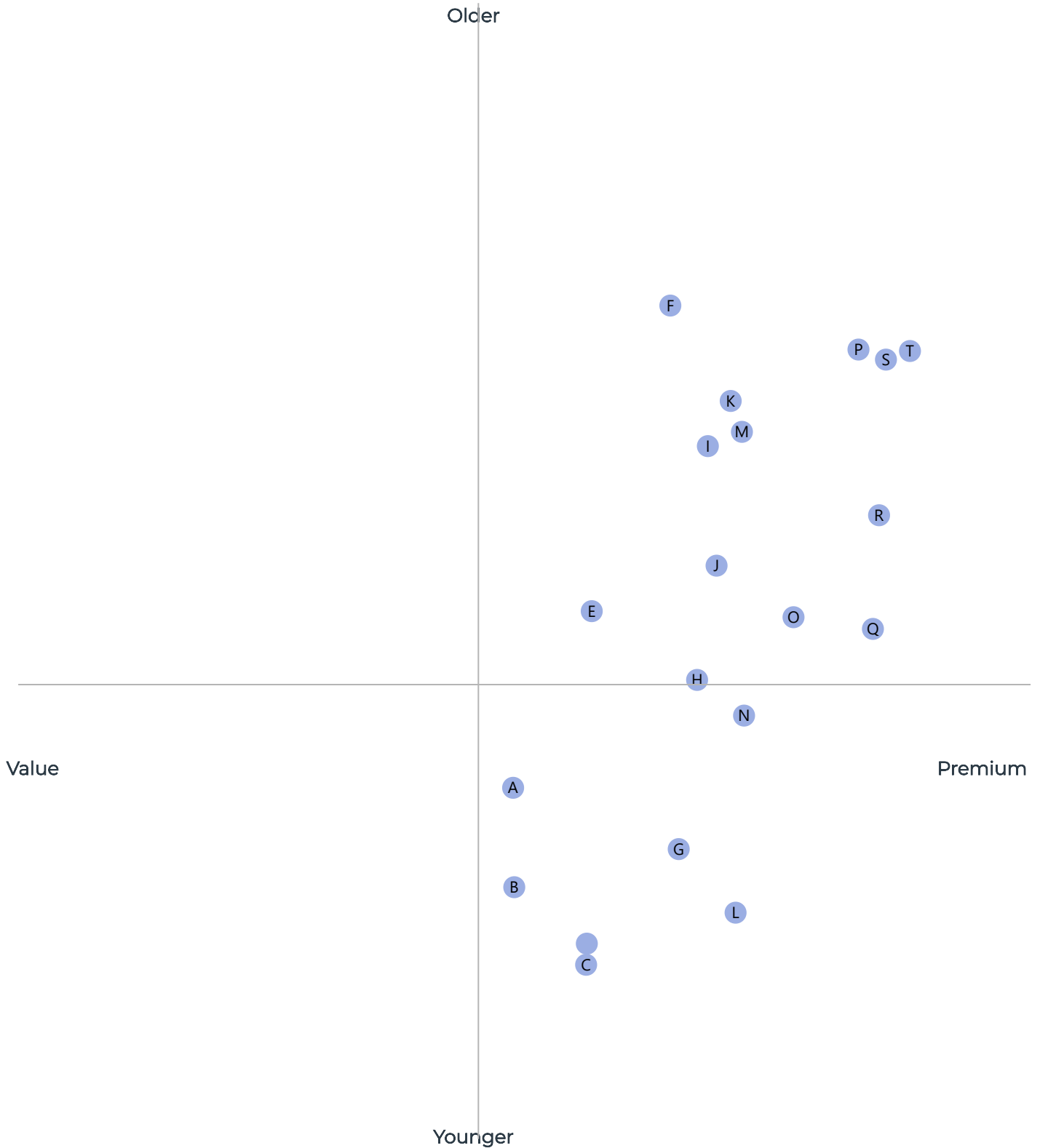
Customer Spending Within 3 Miles



Concept Fit



Local Competitor Customer Footprints



A: Nelsons Cheese & Ale B: Dolphin Blandford C: White Hart Hotel D: Kings Arms Hotel E: Swan Inn
 F: Farquharson Arms G: Ginger Viking H: Old Ox I: Stur Of Moment J: Fiddleford Inn K: Talbot
 L: Royal Oak Okeford Fitzpaine M: White Horse Inn N: Anvil Hotel O: Bull Inn P: Saxon Inn
 Q: Old Ox R: Plough Inn S: Cricketers T: Bakers Arms