



### Site Summary



## Lochside (Newcastle-Upon-Tyne) NE77LJ

NE77LJ

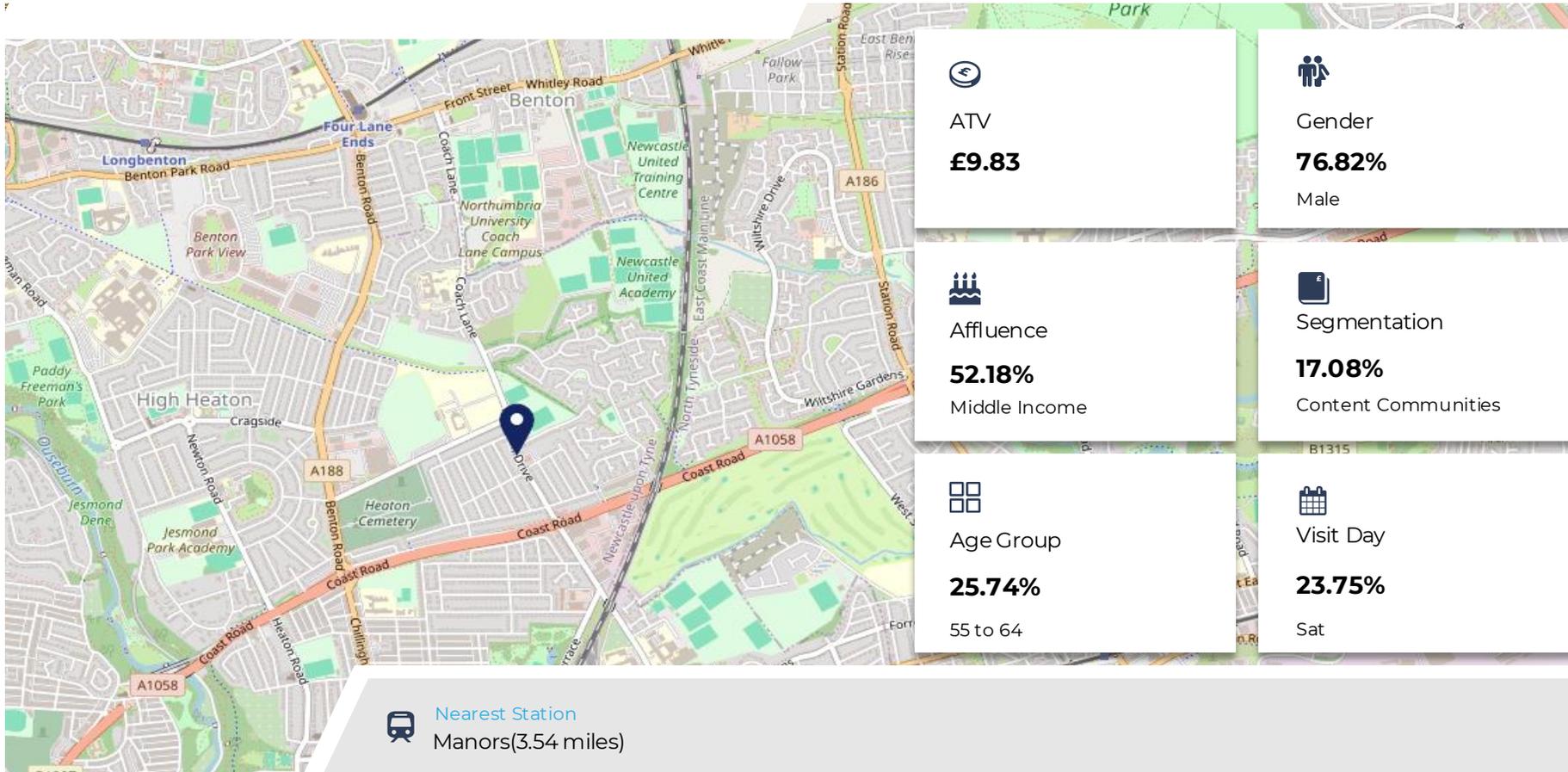
Punch T&L

**Work Area**  
Newcastle

**Region**  
North East

**TV Region**  
Tyne Tees

**Urbanicity**  
Urban major conurbation



**ATV**  
**£9.83**



**Gender**  
**76.82%**  
Male



**Affluence**  
**52.18%**  
Middle Income



**Segmentation**  
**17.08%**  
Content Communities



**Age Group**  
**25.74%**  
55 to 64



**Visit Day**  
**23.75%**  
Sat

### Top Competitors

**The Powder Monkey** **#1**  
NE288TU  
 Sizzling

**Black Bull (Benton)** **#2**  
NE77XE  
 GK - Pub & Social

**Corner House Hotel (Newcastle-Upon-Tyne)** **#3**  
NE65RP  
 Flaming Grill



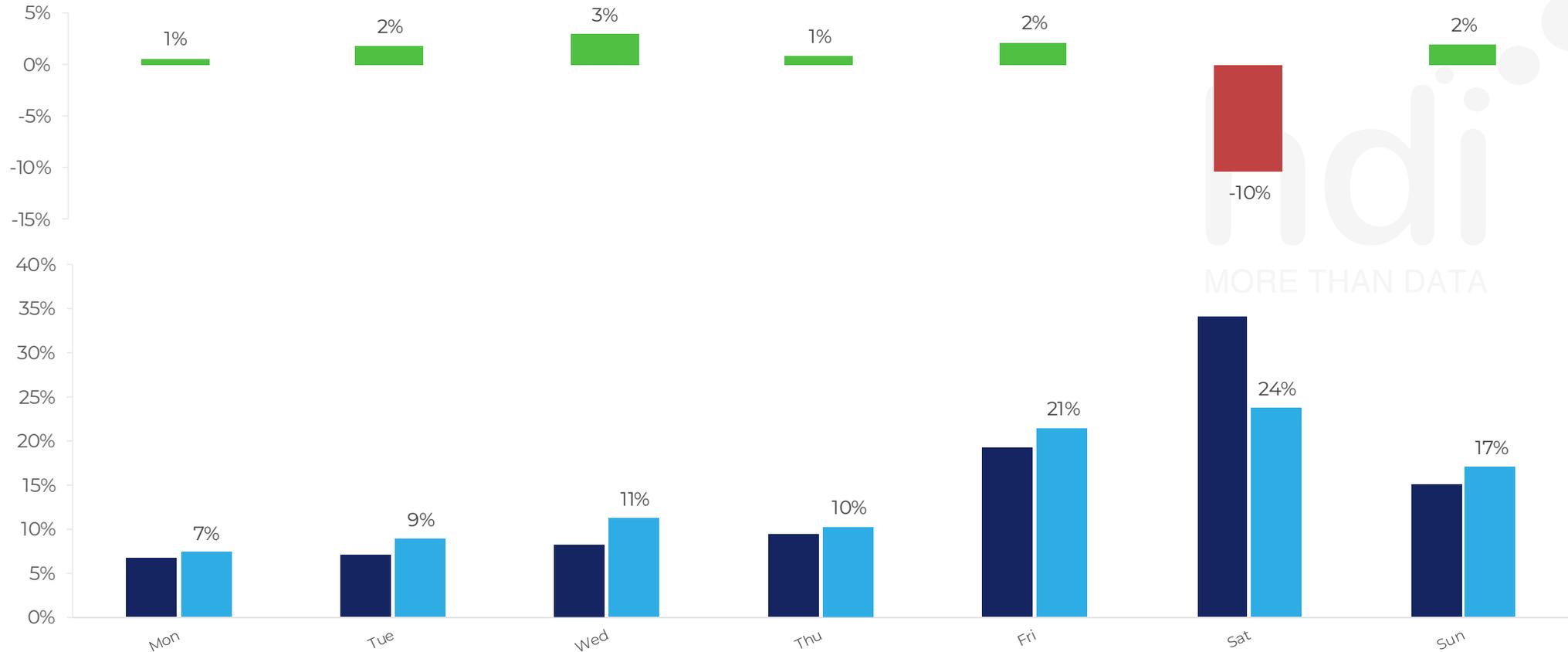
**Nearest Station**  
Manors(3.54 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Lochside (Newcastle-Upon-Tyne) NE77LJ versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

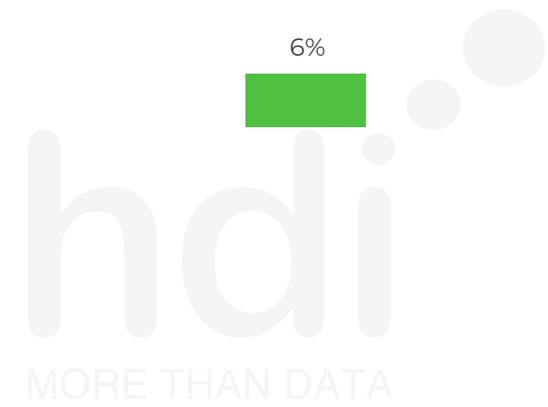
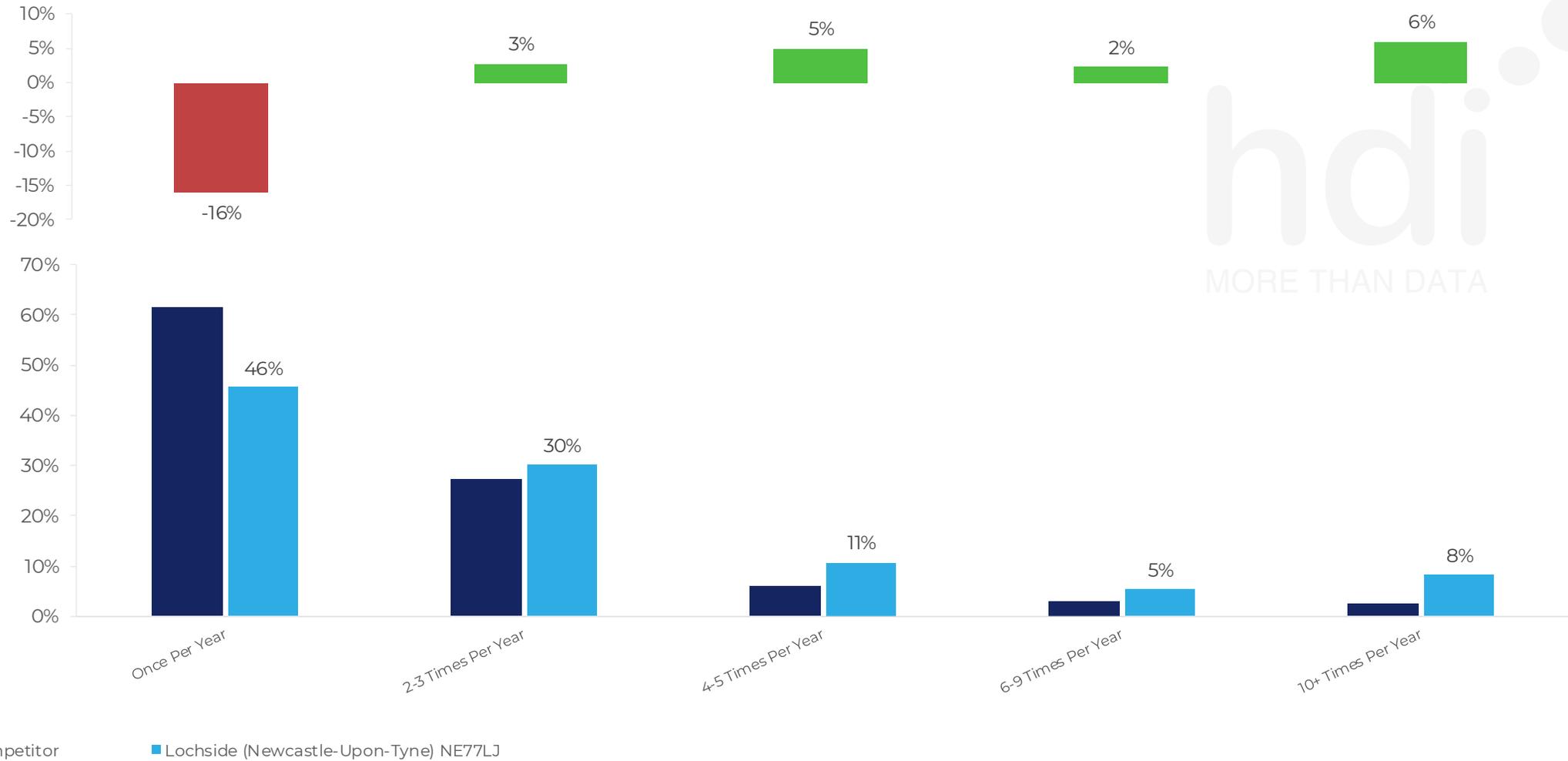
■ Lochside (Newcastle-Upon-Tyne) NE77LJ



Visit Frequency

How frequently per year do customers visit Lochside (Newcastle-Upon-Tyne) NE77LJ versus its competitors?

% of customer numbers for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum

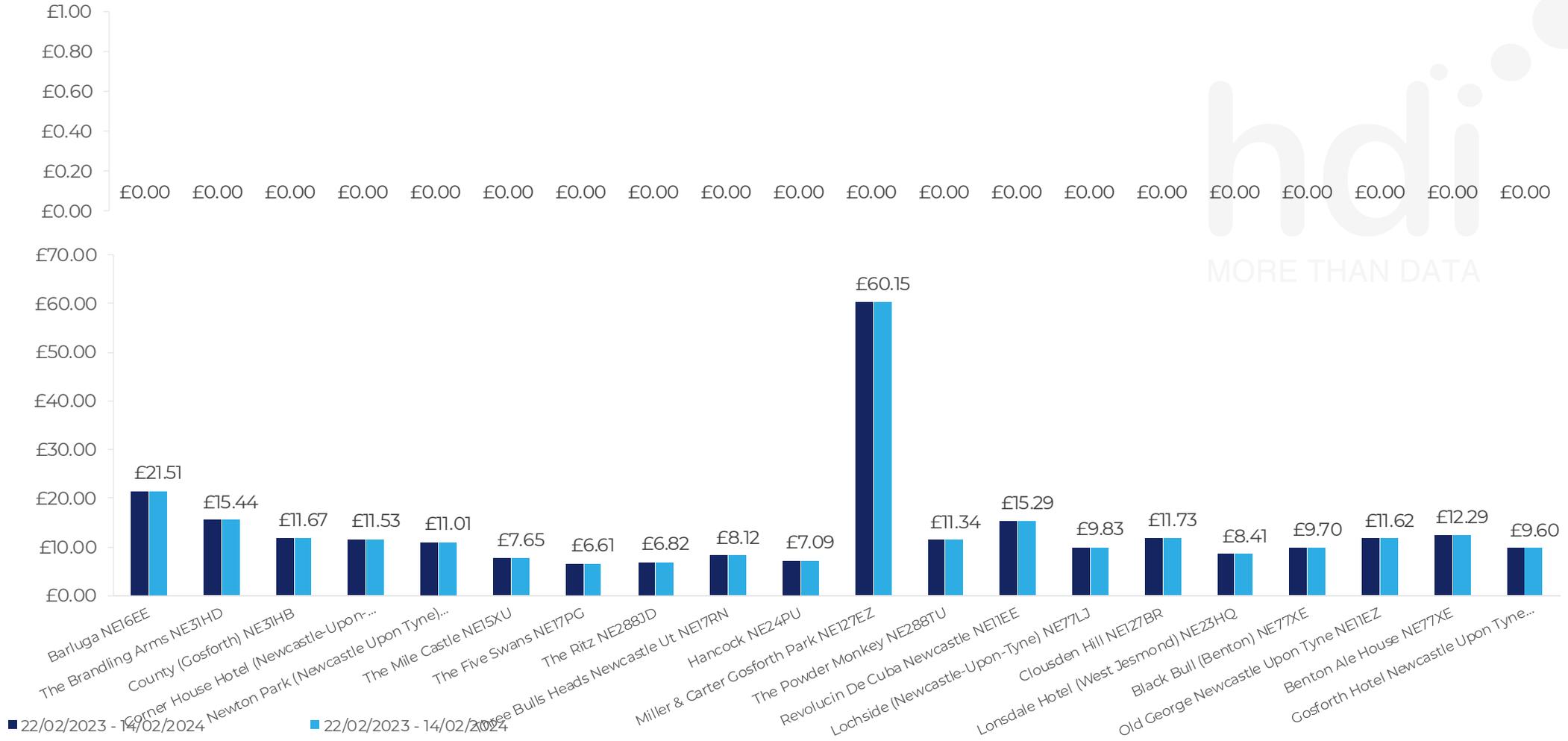


■ Competitor

■ Lochside (Newcastle-Upon-Tyne) NE77LJ

ATV Change

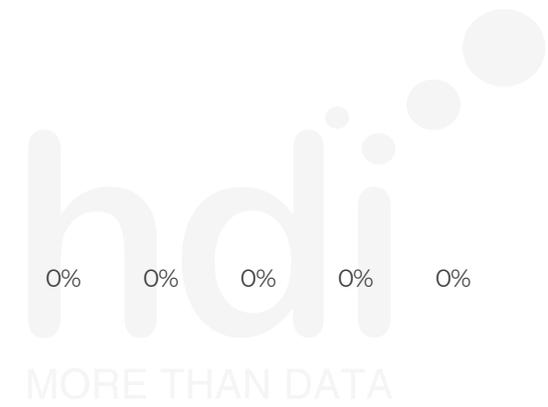
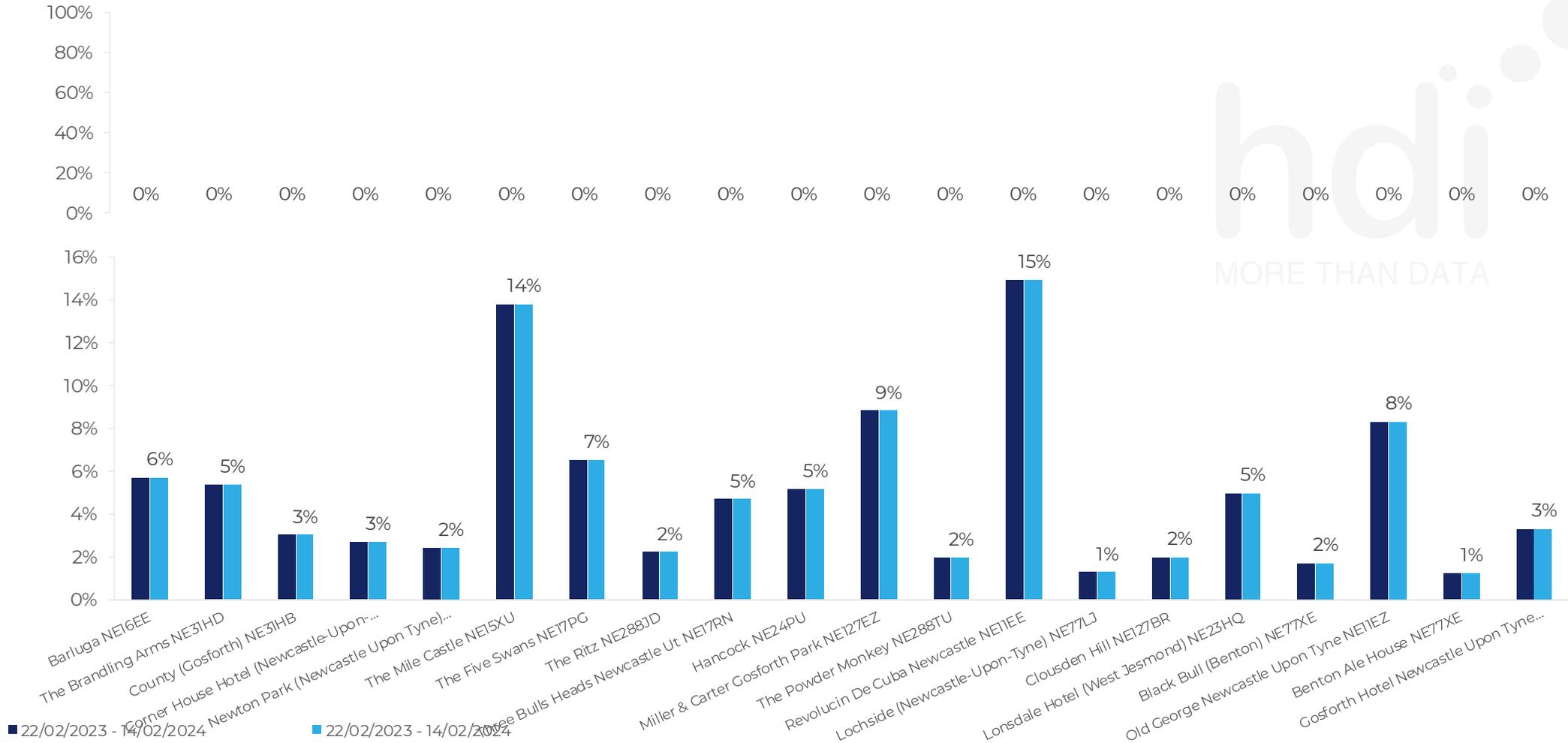
How has ATV changed between two date ranges?



Market Share Change

How has market share changed between two date ranges?

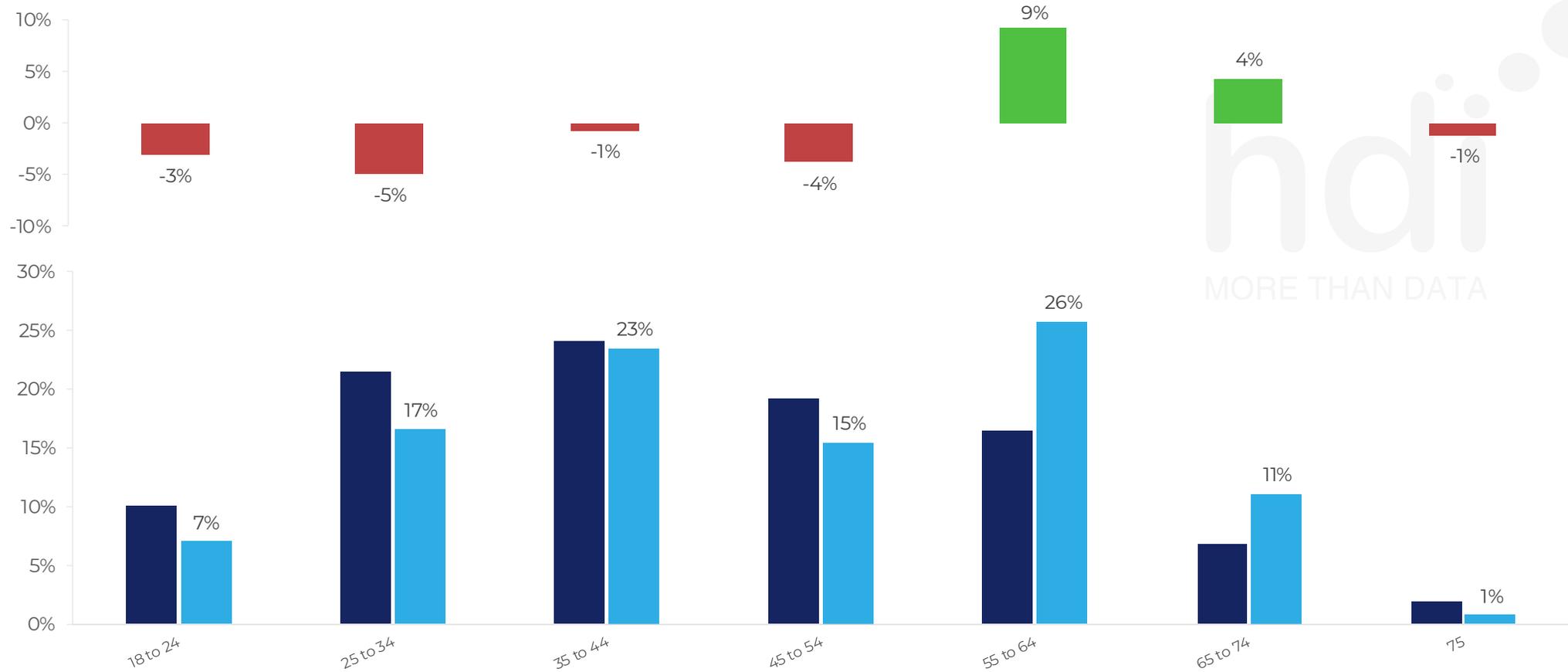
% of market share spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



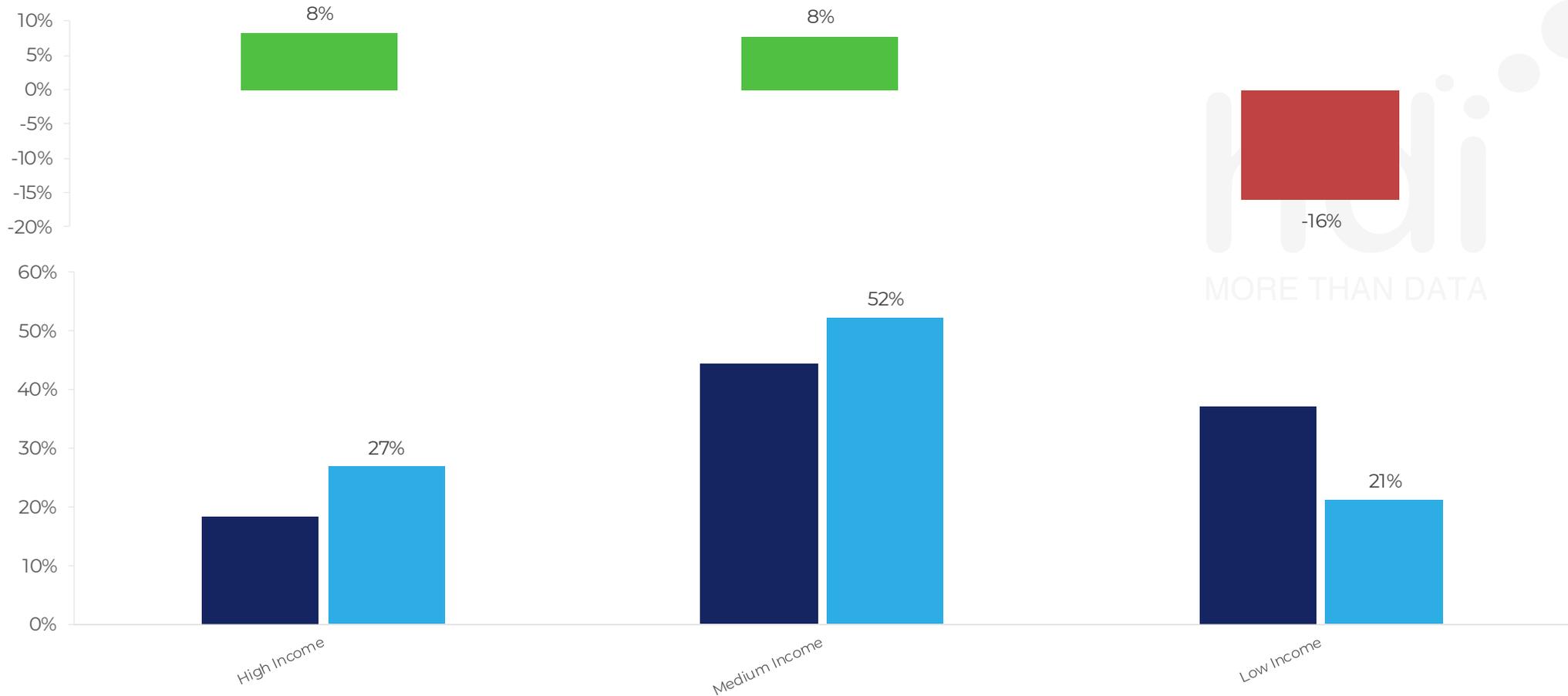
■ Competitor

■ Lochside (Newcastle-Upon-Tyne) NE77LJ

Affluence

How does the affluence of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

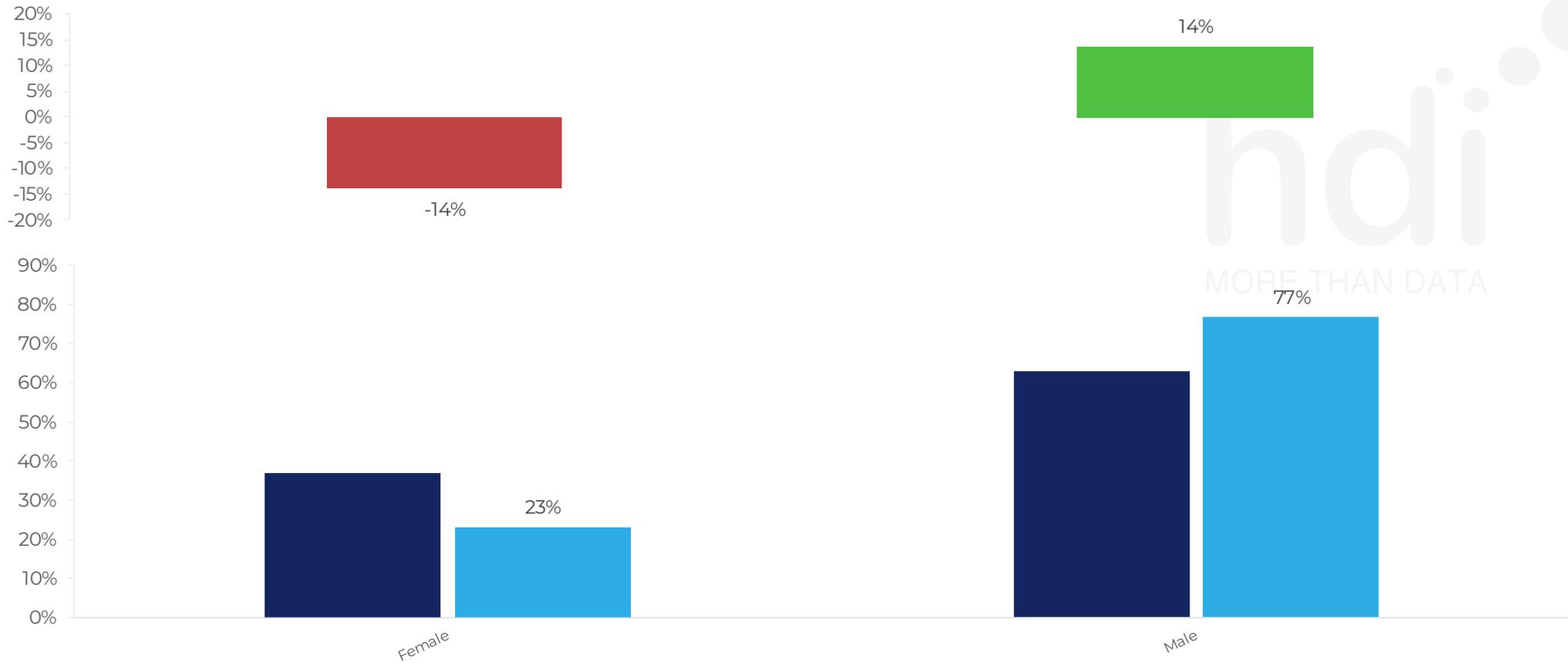
■ Lochside (Newcastle-Upon-Tyne) NE77LJ



### Gender

How does the gender profile of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



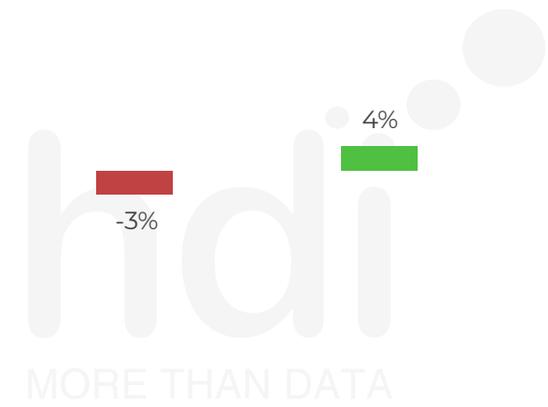
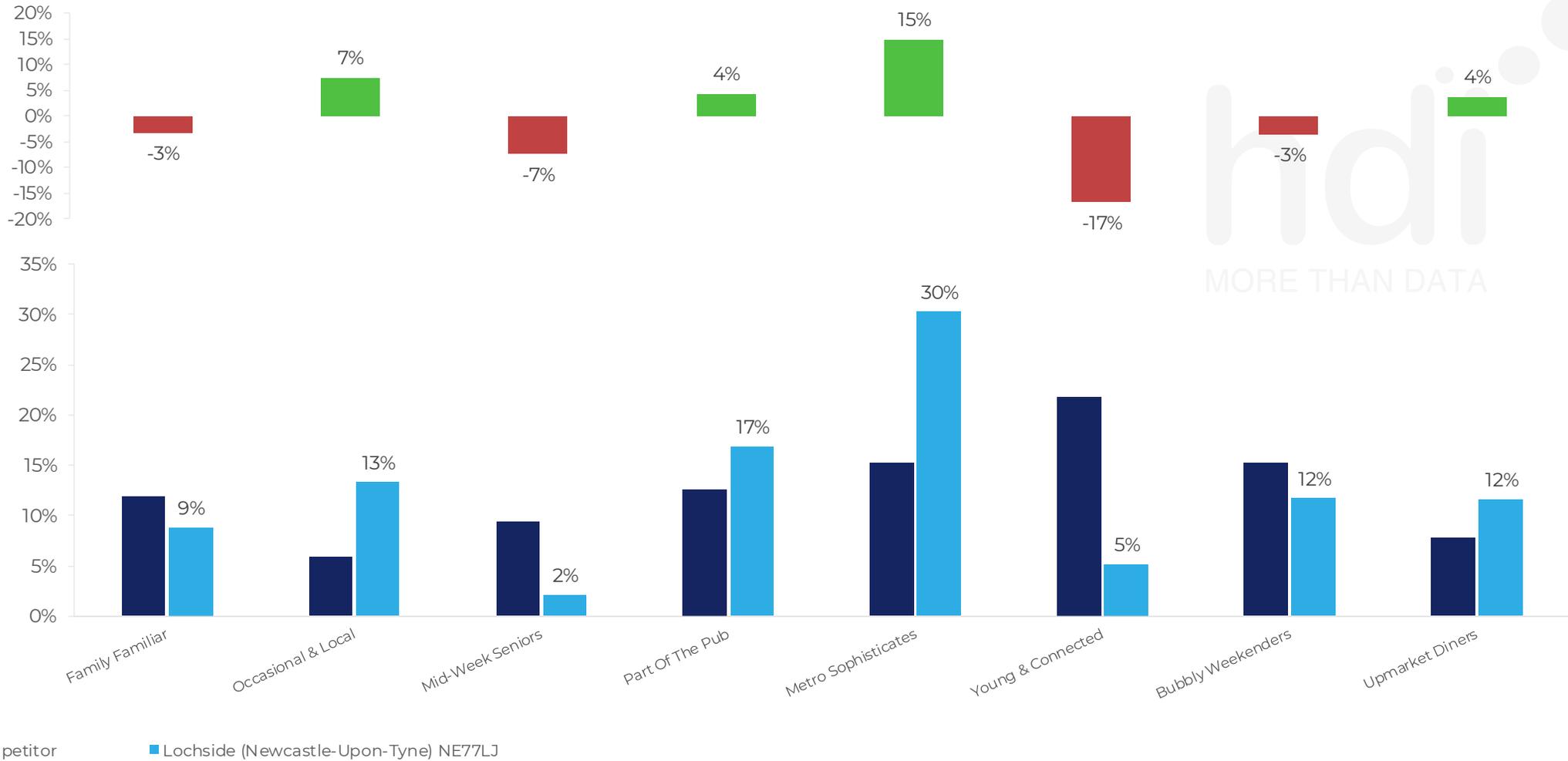
■ Competitor

■ Lochside (Newcastle-Upon-Tyne) NE77LJ

Punch Segmentation

How does the Custom segmentation profile of customers who visit Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



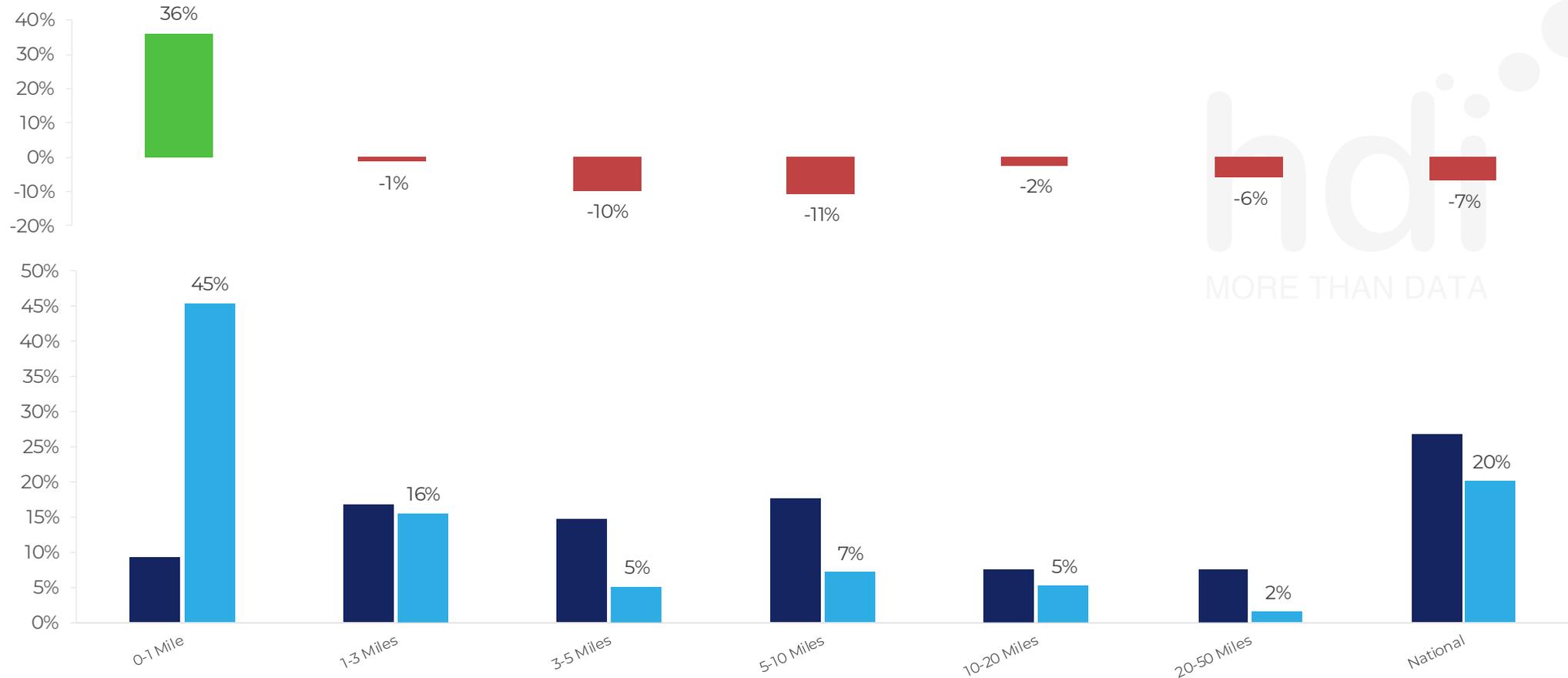
Competitor

Lochside (Newcastle-Upon-Tyne) NE77LJ

Spend by Distance

How does the spend profile of Lochside (Newcastle-Upon-Tyne) NE77LJ compare versus its competitors based on travel distances?

% of spend for Lochside (Newcastle-Upon-Tyne) NE77LJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



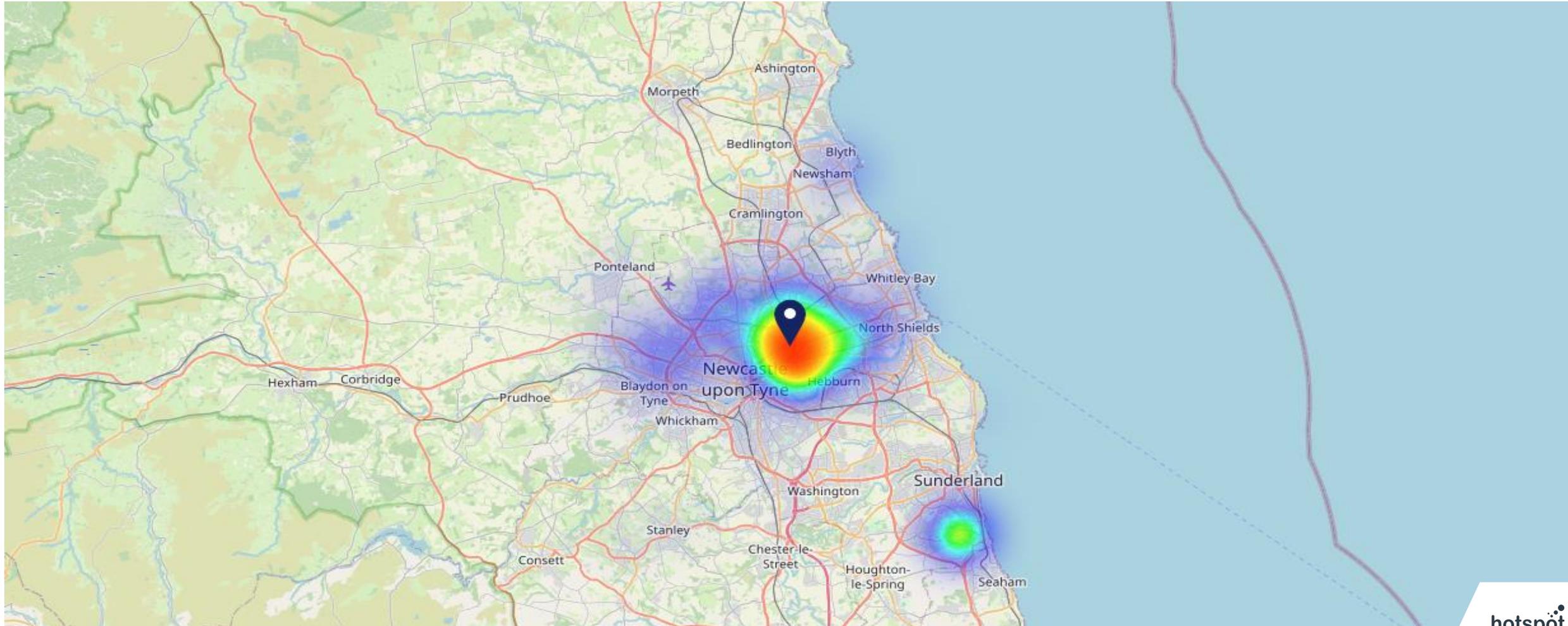
■ Competitor      ■ Lochside (Newcastle-Upon-Tyne) NE77LJ



### Map of Guest Origin

Where do customers of Lochside (Newcastle-Upon-Tyne) NE77LJ come from?

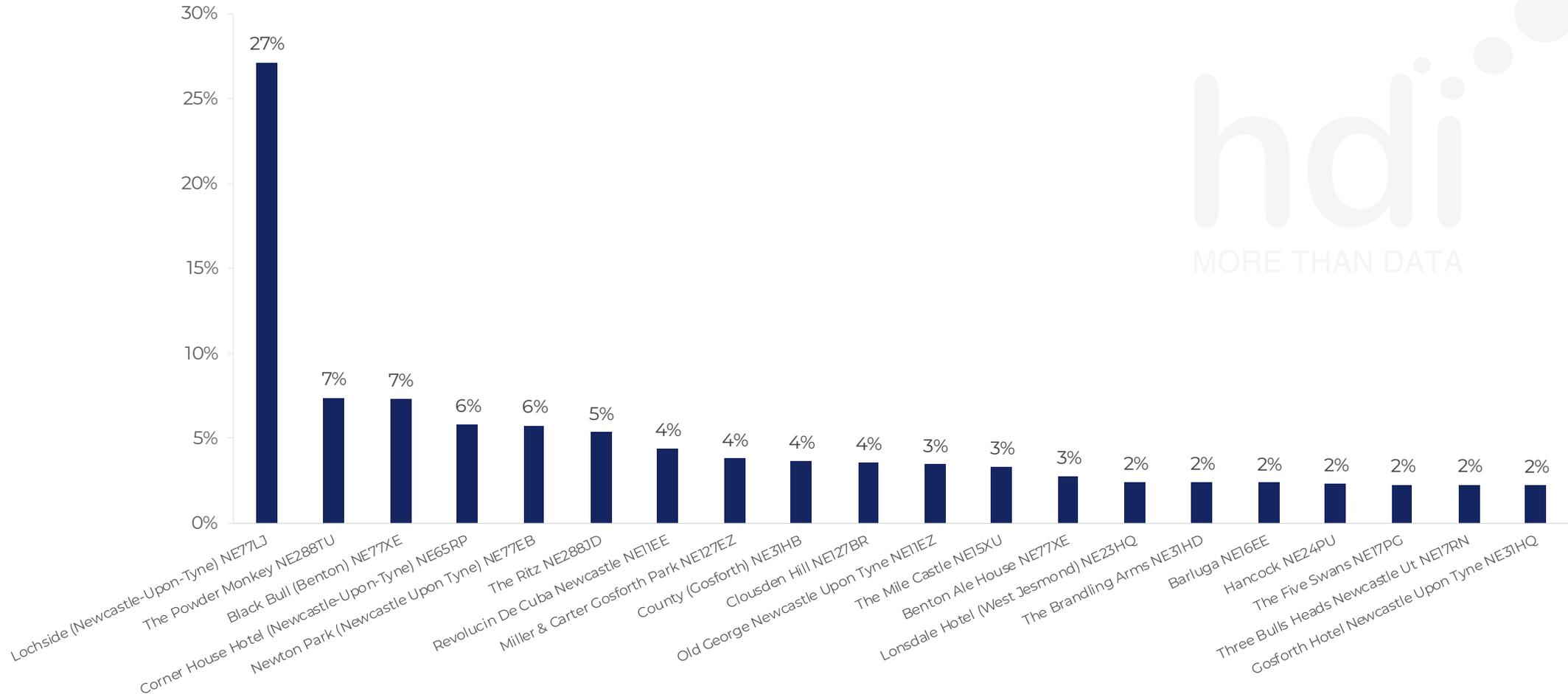
Where do customers of Lochside (Newcastle-Upon-Tyne) NE77LJ for 22/02/2023 - 14/02/2024 live



Share of Wallet

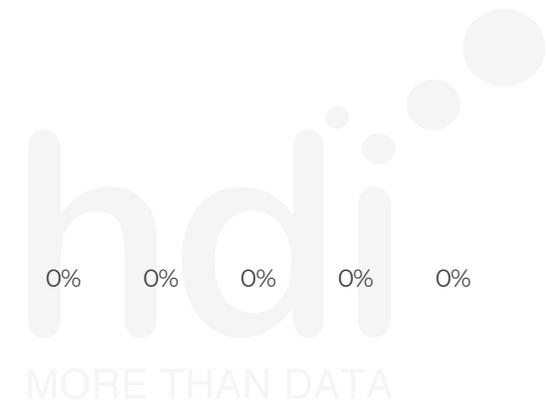
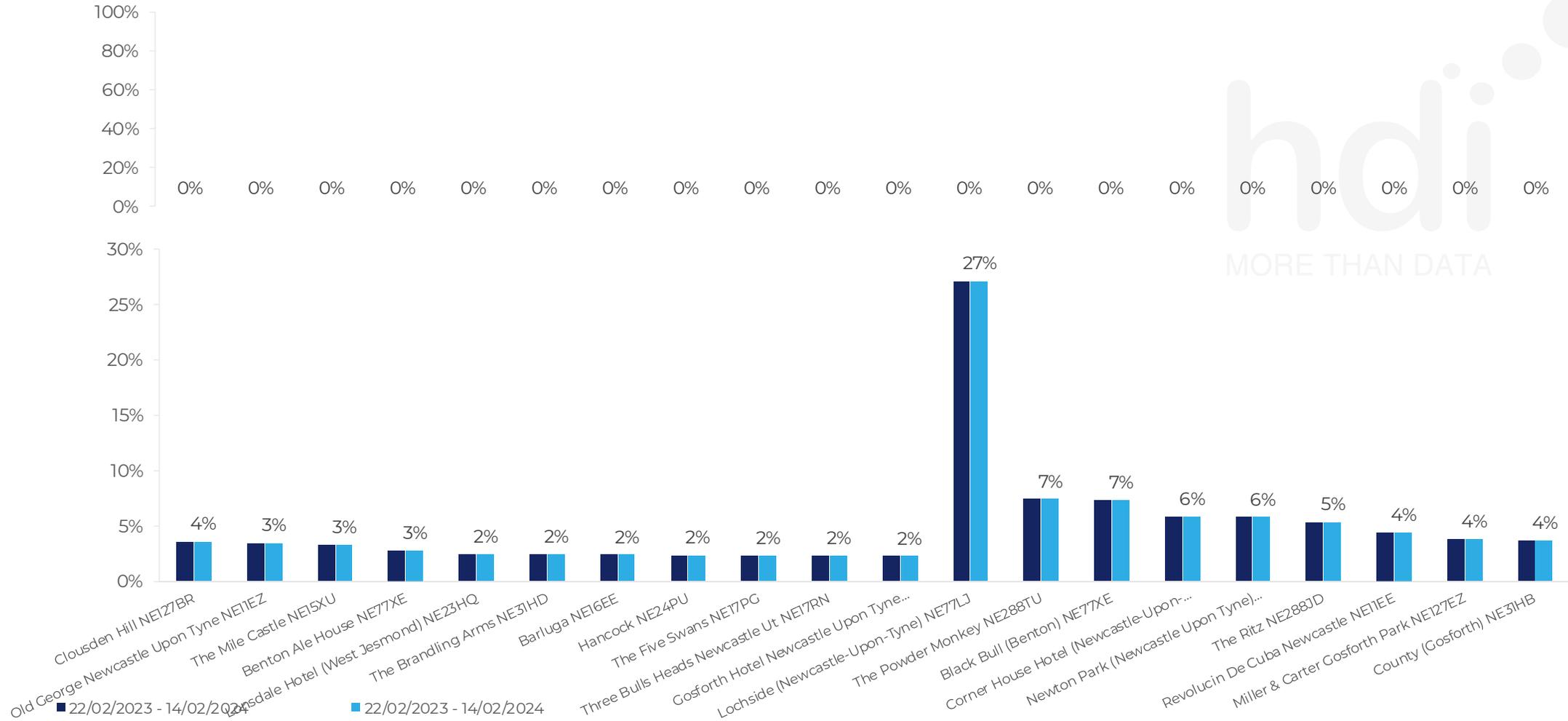
What are the Top 20 venues (by spend) that customers of Lochside (Newcastle-Upon-Tyne) NE77LJ also visit?

For customers of Lochside (Newcastle-Upon-Tyne) NE77LJ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue



Share of Wallet Change

How has share of wallet of customers of Lochside (Newcastle-Upon-Tyne) NE77LJ changed between two date ranges?





## Market Summary

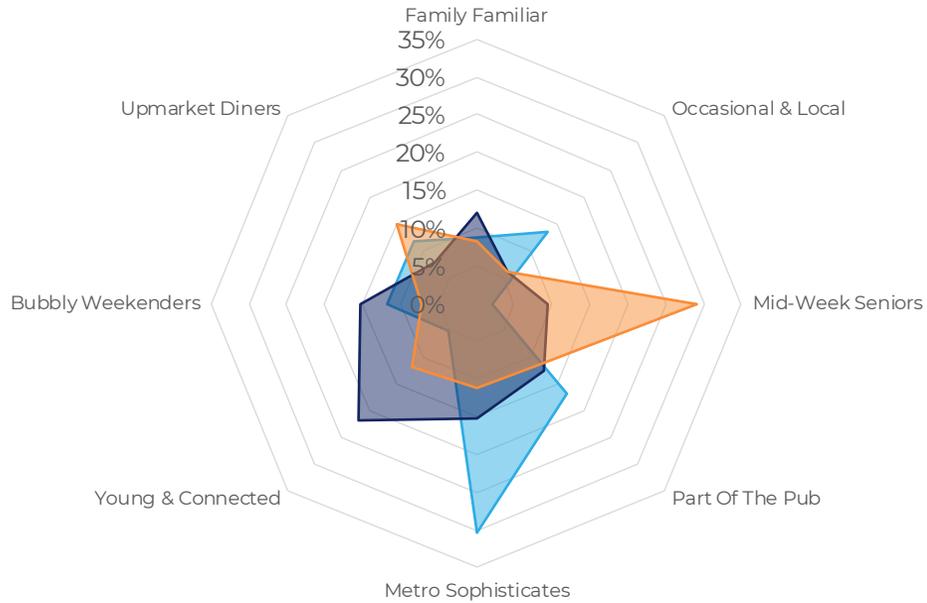
How does the local area for Lochside (Newcastle-Upon-Tyne) NE77LJ compare to the national average (1 = low, 10 = high)

Data Type	Name	Spend in 250m	250m Spend vs National	Spend in 500m	500m Spend vs National	Spend in 1 mile	1 mile Spend vs National	Spend in 3 miles	3 mile Spend vs National
Total	Annual Sales	£278K	3	£301K	2	£16.68M	6	£447.98M	9
Weekpart	Mon - Thu	38.4%	4	38.3%	4	45.4%	9	37.0%	1
Weekpart	Fri - Sat	41.8%	4	42.6%	5	41.1%	4	47.9%	10
Weekpart	Sun	19.7%	9	19.1%	9	13.5%	2	15.1%	4
Age	18 to 24	4.2%	4	4.3%	4	5.3%	4	9.5%	8
Age	25 to 34	10.2%	1	10.4%	1	18.0%	3	19.7%	4
Age	35 to 44	29.8%	9	30.0%	10	28.4%	9	25.8%	8
Age	45 to 54	26.2%	10	25.7%	10	19.8%	5	20.4%	6
Age	55 to 64	16.5%	6	17.0%	7	18.4%	8	16.3%	7
Age	65 to 74	12.2%	9	11.7%	9	8.4%	7	6.5%	5
Age	75+	1.0%	3	0.9%	2	1.6%	3	1.8%	3
CAMEO	Business Elite	3.2%	3	3.0%	3	2.7%	2	6.0%	4
CAMEO	Prosperous Professionals	0.3%	1	0.3%	1	4.2%	3	4.9%	3
CAMEO	Flourishing Society	6.1%	2	5.7%	2	7.1%	2	9.6%	3
CAMEO	Content Communities	25.4%	10	25.6%	10	7.2%	1	9.0%	2
CAMEO	White Collar Neighbourhoods	11.3%	5	11.5%	6	12.6%	7	12.0%	6
CAMEO	Enterprising Mainstream	11.7%	8	11.6%	8	10.3%	7	8.4%	5
CAMEO	Paying The Mortgage	17.9%	8	18.3%	8	16.7%	7	15.8%	7
CAMEO	Cash Conscious Communities	5.7%	3	6.0%	3	15.8%	10	12.6%	9
CAMEO	On A Budget	6.9%	6	6.5%	6	8.1%	7	5.9%	4
CAMEO	Family Value	11.6%	9	11.5%	9	15.2%	10	15.8%	10
Affluence	AB	9.5%	2	9.0%	1	13.9%	2	20.5%	3
Affluence	C1C2	66.3%	10	67.0%	10	46.9%	5	45.2%	4
Affluence	DE	24.2%	7	24.0%	7	39.2%	10	34.3%	9



Local Market Profile

Mix of spend by customer segment in Punch site and local market



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Lochside (Newcastle-Upon-Tyne)	145	8.81%	13.34%	2.15%	16.88%	30.27%	5.17%	11.73%	11.60%
Local Catchment	19239	11.89%	5.89%	9.45%	12.54%	15.29%	21.88%	15.22%	7.79%
Punch T&L	115554	8.24%	6.01%	29.08%	11.44%	11.18%	11.99%	7.12%	14.90%
Lochside (Newcastle-Upon-Tyne) vs Local Catchment		-3.08%	7.45%	-7.30%	4.34%	14.98%	-16.71%	-3.49%	3.81%
Lochside (Newcastle-Upon-Tyne) vs Punch T&L		0.57%	7.33%	-26.93%	5.44%	19.09%	-6.82%	4.61%	-3.30%
Local Catchment vs Punch T&L		3.65%	-0.12%	-19.63%	1.10%	4.11%	9.89%	8.10%	-7.11%

■ Lochside (Newcastle-Upon-Tyne)
 ■ Local Catchment
 ■ Punch T&L

## Local Competitor Profiles

Mix of spend by customer segment in Punch site and local competitors

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Lochside (Newcastle-Upon-Tyne) NE77LJ	145	8.81%	13.34%	2.15%	16.88%	30.27%	5.17%	11.73%	11.60%
The Powder Monkey NE288TU	196	35.41%	3.57%	3.71%	19.49%	8.01%	20.26%	5.30%	4.22%
Black Bull (Benton) NE77XE	198	14.20%	7.16%	10.11%	17.24%	8.57%	29.67%	7.88%	5.12%
Corner House Hotel (Newcastle-Upon-Tyne) NE65RP	368	12.12%	16.74%	9.37%	12.94%	12.62%	22.16%	8.61%	5.41%
Newton Park (Newcastle Upon Tyne) NE77EB	248	30.99%	8.81%	4.71%	28.70%	6.12%	10.91%	6.47%	3.26%
The Ritz NE288JD	261	15.40%	14.28%	2.74%	36.34%	4.43%	17.82%	7.50%	1.46%
Revolucin De Cuba Newcastle NE11EE	2026	7.54%	3.20%	5.09%	3.95%	18.51%	32.12%	22.66%	6.88%
Miller & Carter Gosforth Park NE127EZ	348	16.39%	4.40%	13.28%	6.13%	17.30%	15.33%	9.98%	17.14%
County (Gosforth) NE31HB	389	3.00%	12.84%	13.46%	5.81%	36.78%	8.97%	11.02%	8.08%
Clousden Hill NE127BR	168	14.68%	26.45%	15.10%	11.42%	11.75%	10.75%	5.87%	3.94%
Old George Newcastle Upon Tyne NE11EZ	2007	9.80%	4.91%	7.20%	10.10%	16.36%	26.11%	21.61%	3.88%
The Mile Castle NE15XU	3274	12.82%	6.18%	10.43%	13.72%	7.90%	32.16%	13.87%	2.87%
Benton Ale House NE77XE	105	10.25%	4.11%	6.62%	60.10%	4.35%	10.63%	2.83%	1.08%
Lonsdale Hotel (West Jesmond) NE23HQ	517	3.02%	11.31%	9.06%	15.70%	24.58%	16.47%	10.45%	9.37%
The Brandling Arms NE31HD	591	2.41%	4.47%	8.66%	23.29%	31.58%	5.08%	11.38%	13.08%
Barluga NE16EE	1000	9.17%	4.16%	10.79%	4.43%	22.56%	17.01%	15.79%	16.04%
Hancock NE24PU	424	12.27%	4.41%	5.63%	17.45%	21.10%	13.70%	21.77%	3.64%
The Five Swans NE17PG	1383	16.88%	9.84%	9.34%	16.93%	14.54%	19.05%	9.04%	4.35%
Three Bulls Heads Newcastle Ut NE17RN	754	8.46%	4.47%	4.46%	48.91%	10.22%	15.12%	6.69%	1.62%
Gosforth Hotel Newcastle Upon Tyne NE31HQ	550	6.67%	11.91%	6.68%	21.41%	29.55%	9.91%	8.98%	4.84%
The Botanist Newcastle NE17AL	1720	14.81%	2.23%	13.71%	4.77%	11.70%	19.78%	18.28%	14.68%
Be At One Newcastle NE15SG	793	9.37%	2.36%	3.20%	4.85%	10.93%	35.69%	28.68%	4.87%
Kings Arms Killingworth NE126HS	165	39.01%	3.68%	9.58%	30.26%	6.10%	5.68%	4.65%	1.00%
Pitcher & Piano Newcastle NE13DX	1570	12.12%	4.02%	17.18%	3.20%	15.73%	19.45%	17.09%	11.18%
The High Main NE61DL	261	9.98%	18.89%	4.44%	23.61%	11.31%	28.45%	2.49%	0.79%