



Site Summary



# Shire Oak WS99PB

WS99PB

Punch - Mighty Local



Work Area

Wolverhampton and Walsall



Region

West Midlands



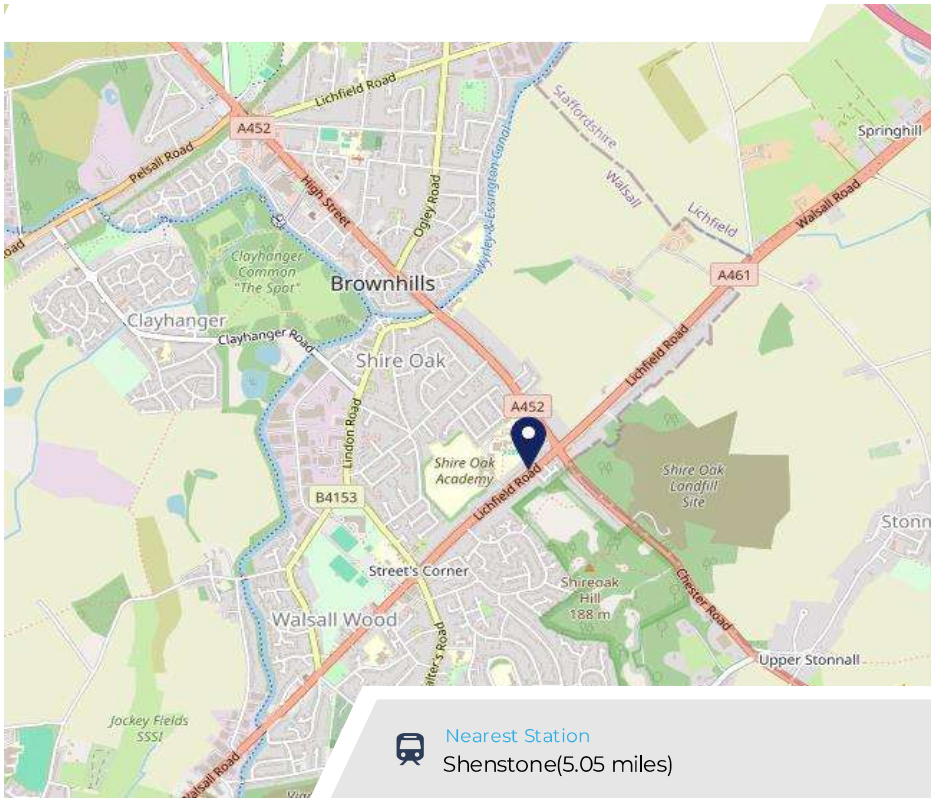
TV Region

Central



Urbanicity

Urban major conurbation



ATV  
**£10.00**



Gender  
**80.52%**  
Male



Affluence  
**67.04%**  
Middle Income



Segmentation  
**35.82%**  
Paying The Mortgage



Age Group  
**30.99%**  
18 to 24



Visit Day  
**25.91%**  
Fri

### Top Competitors



The Avion  
WS98PT

#1

JD Wetherspoon



Shoulder Of Mutton Bro  
WS86AA

#2

Craft Union



The Crown  
WS98PT

#3

Sizzling



Nearest Station

Shenstone(5.05 miles)

473 Site Customers

18 Competitors

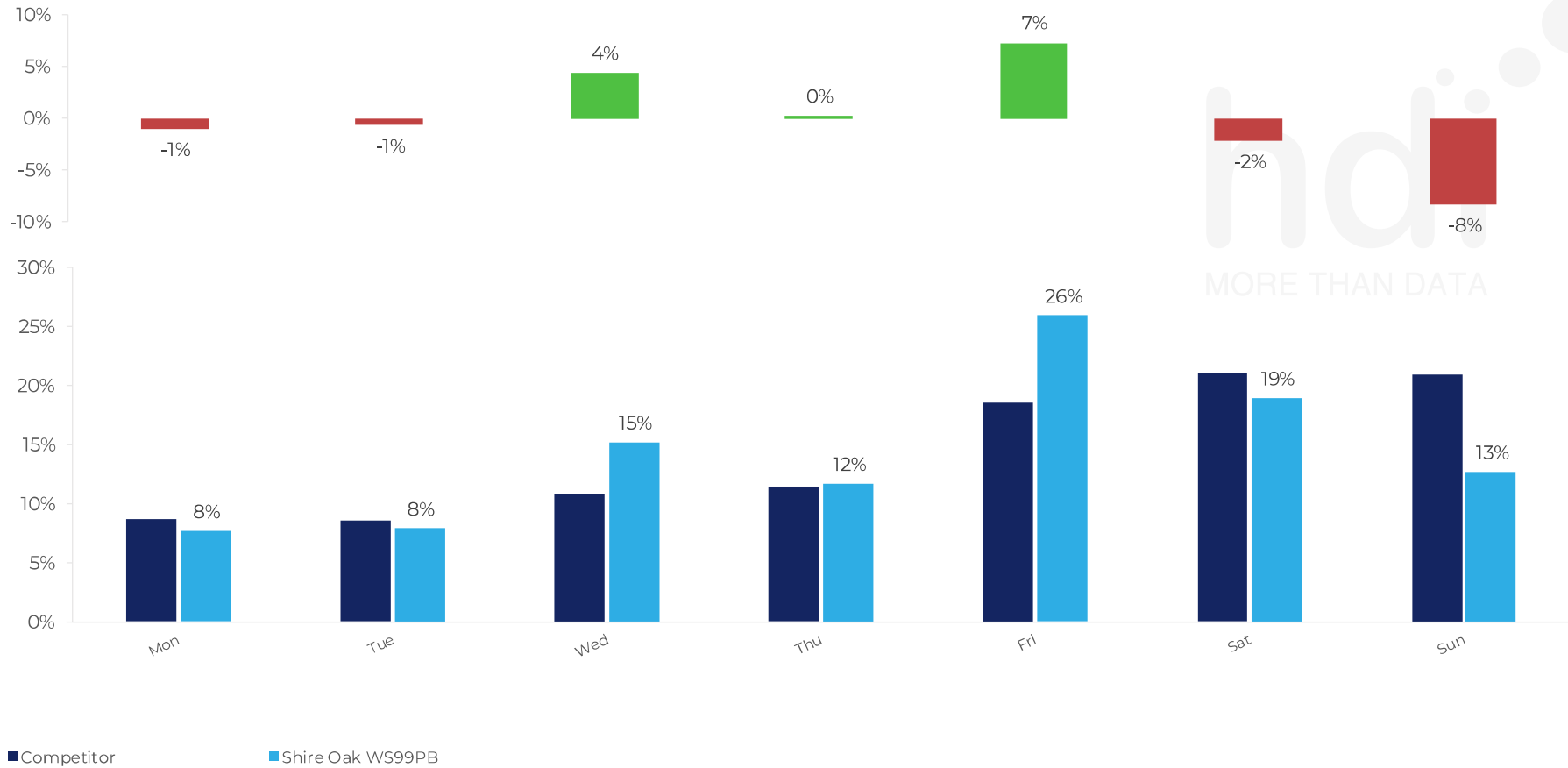
23361 Competitor Customers



Spend by Weekpart

How is customer spend distributed throughout the week for Shire Oak WS99PB versus its competitors?

% of spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

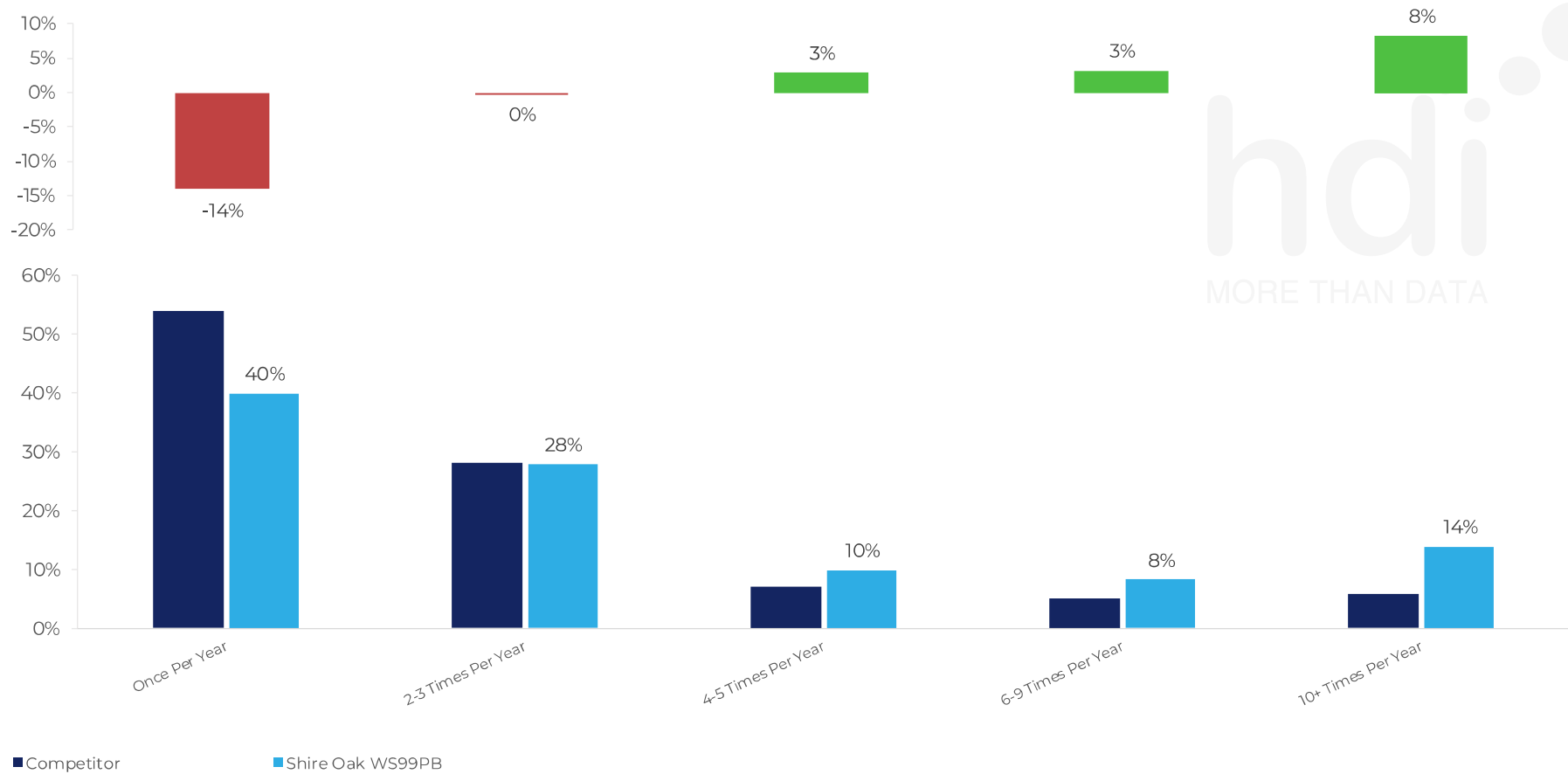




Visit Frequency

How frequently per year do customers visit Shire Oak WS99PB versus its competitors?

% of customer numbers for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



473 Site Customers

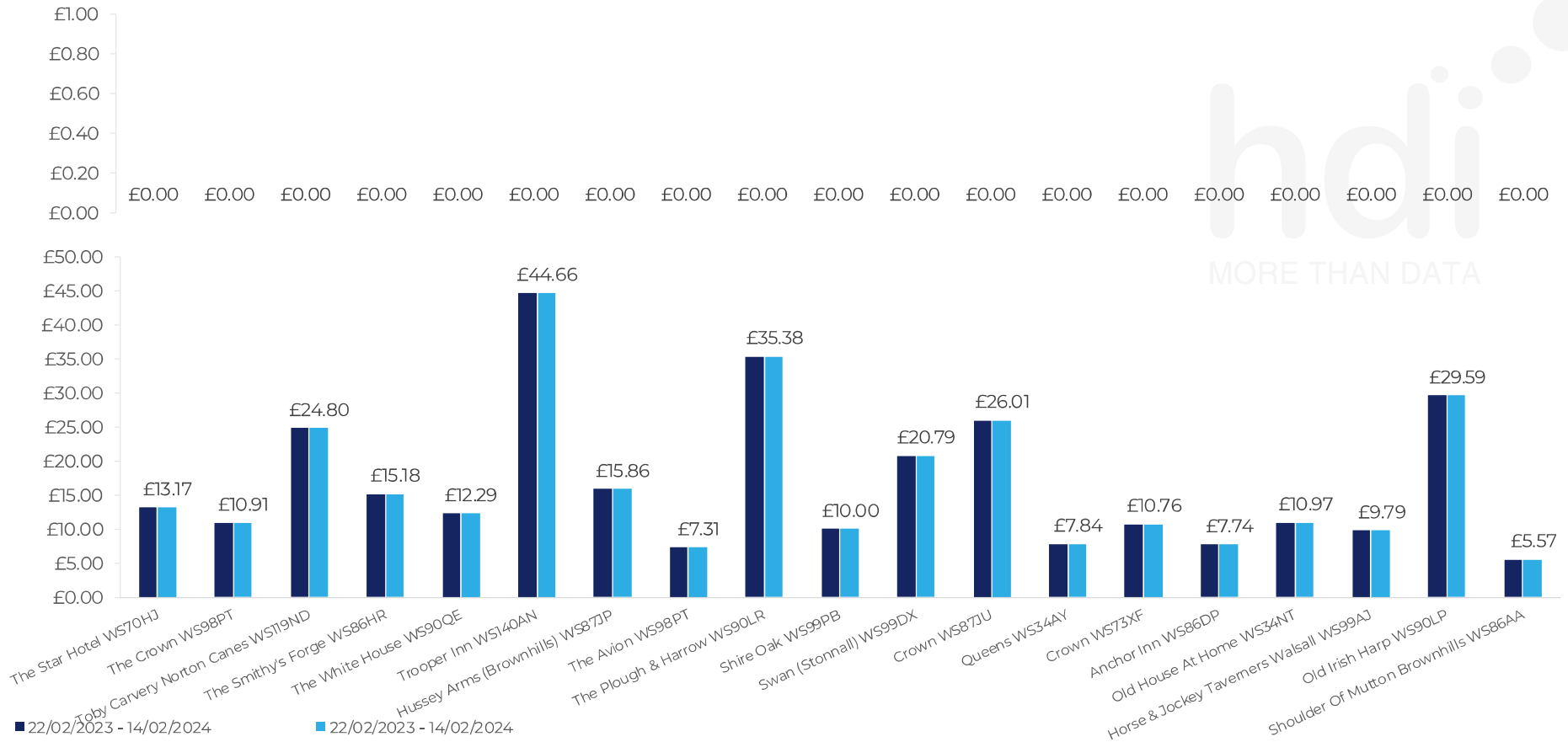
18 Competitors

23361 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

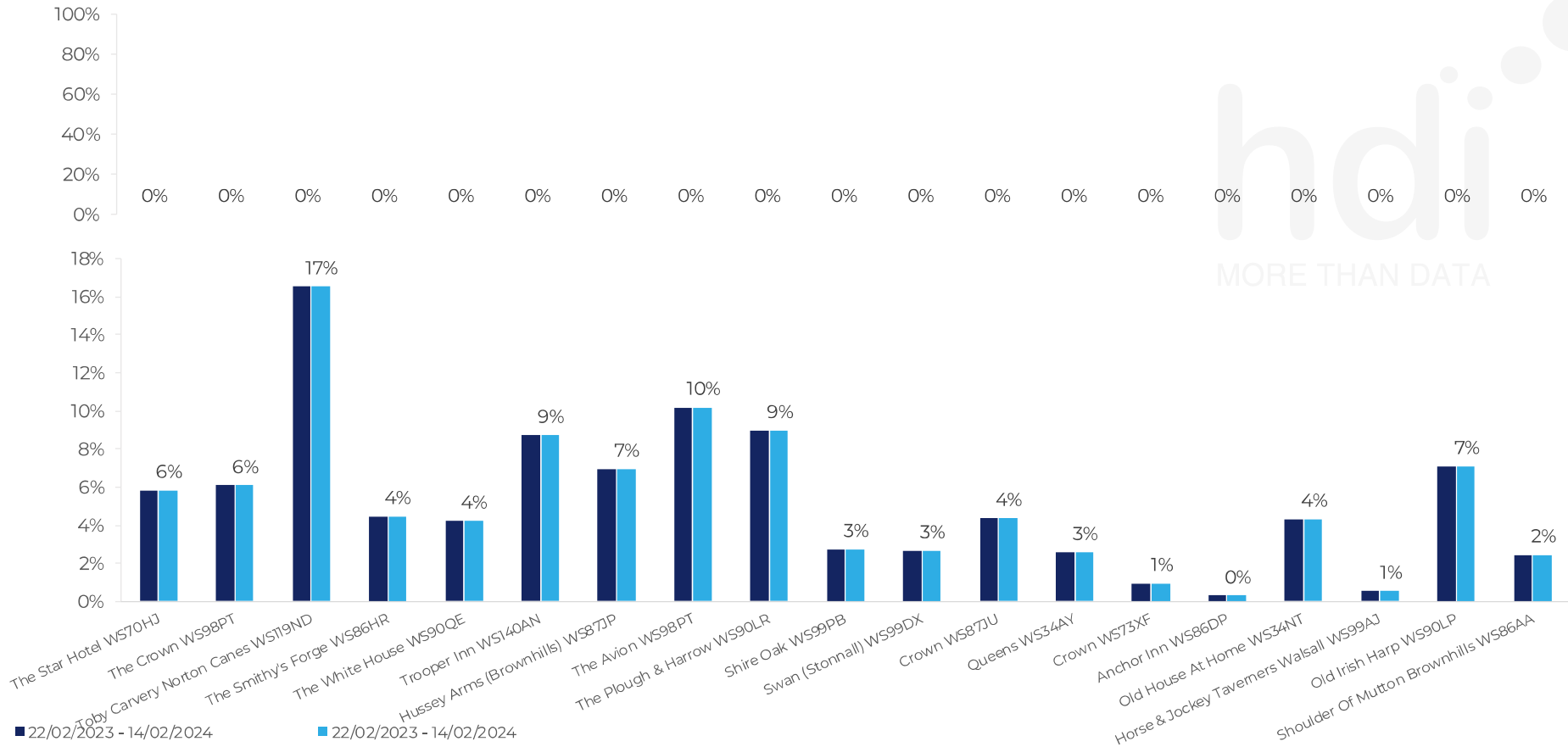
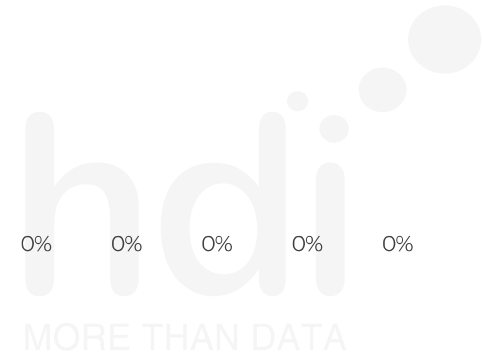




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



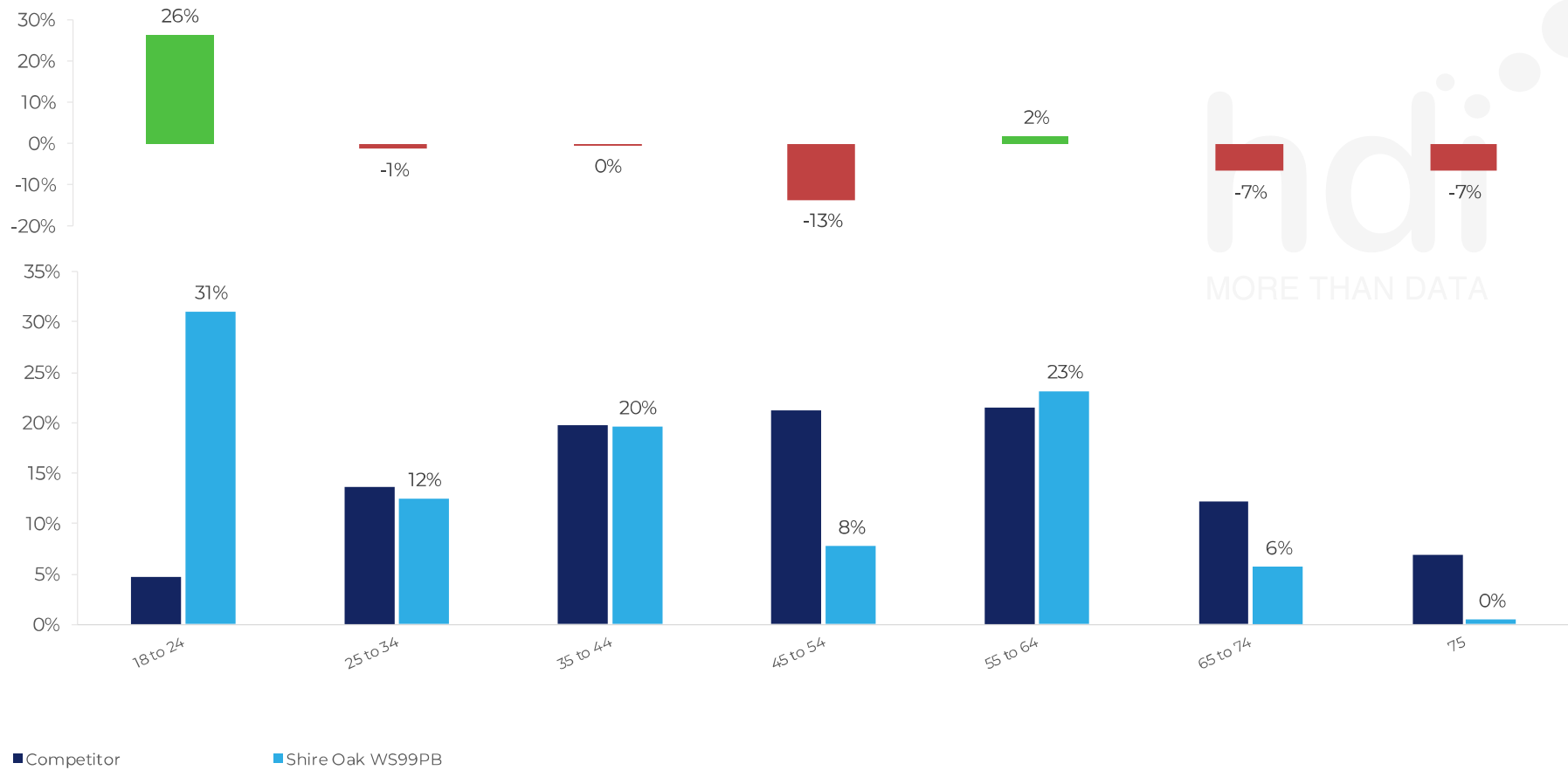
473 Site Customers



Age

How does the age profile of customers who visit Shire Oak WS99PB compare versus its competitors?

% of spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



197 Site Customers

18 Competitors

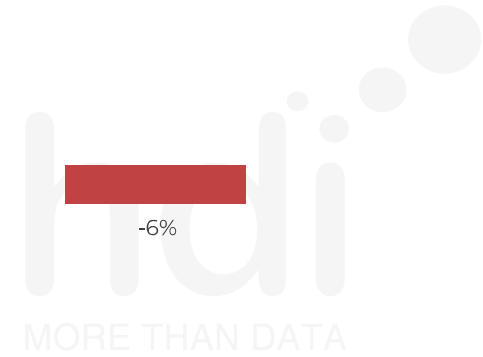
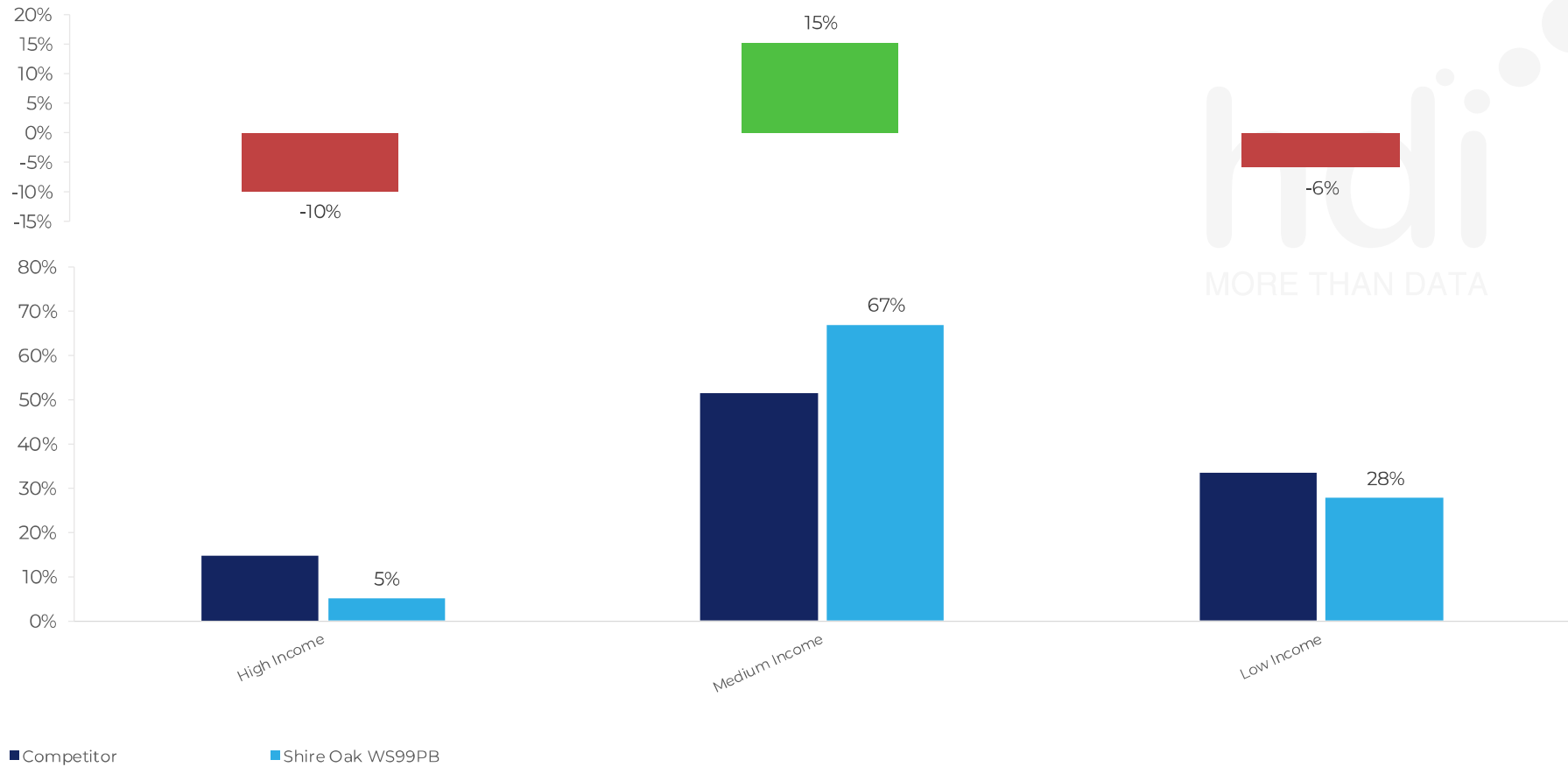
1055 Competitor Customers



Affluence

How does the affluence of customers who visit Shire Oak WS99PB compare versus its competitors?

% of spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

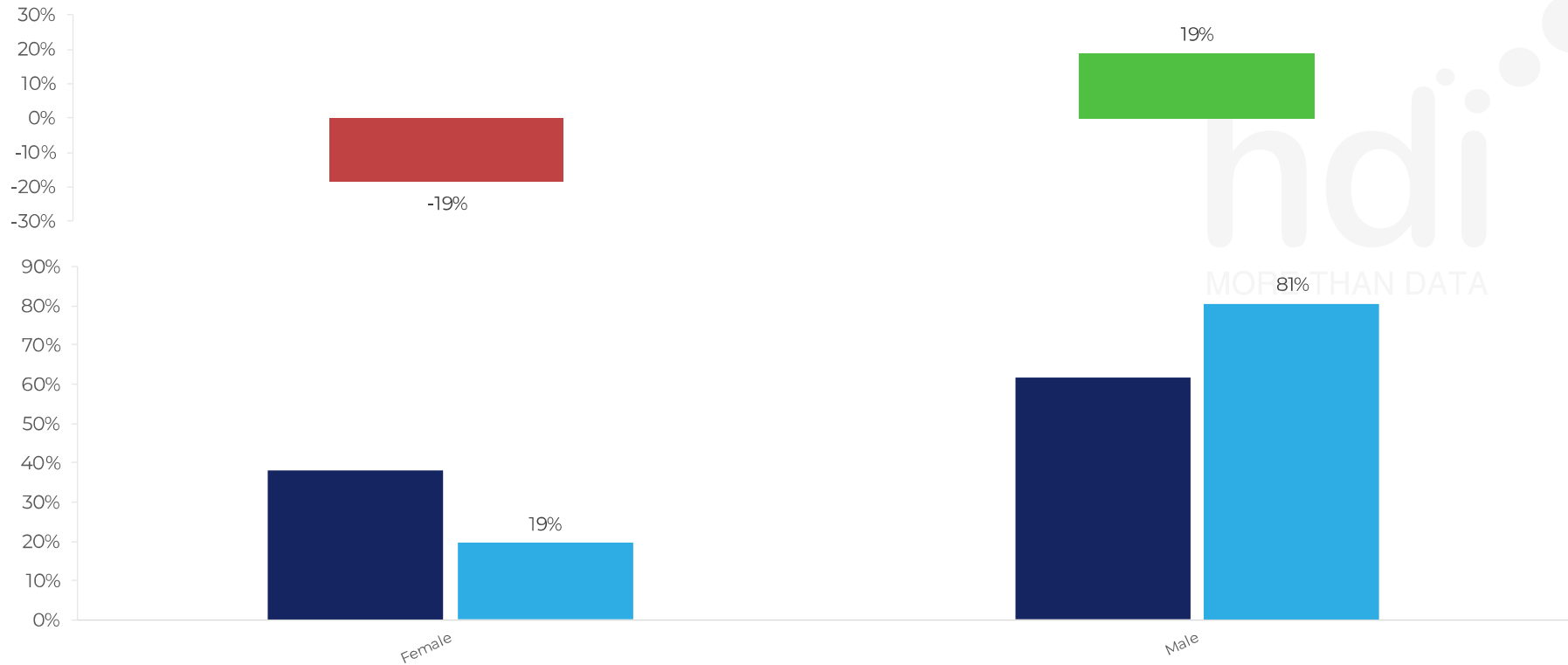
■ Shire Oak WS99PB



Gender

How does the gender profile of customers who visit Shire Oak WS99PB compare versus its competitors?

% of spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

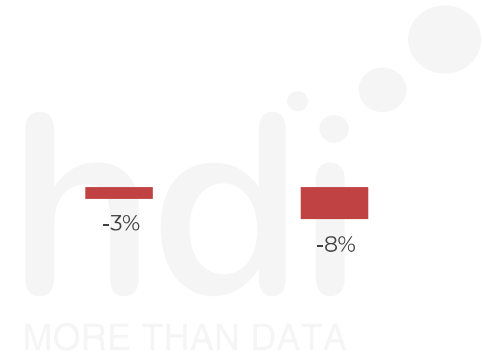
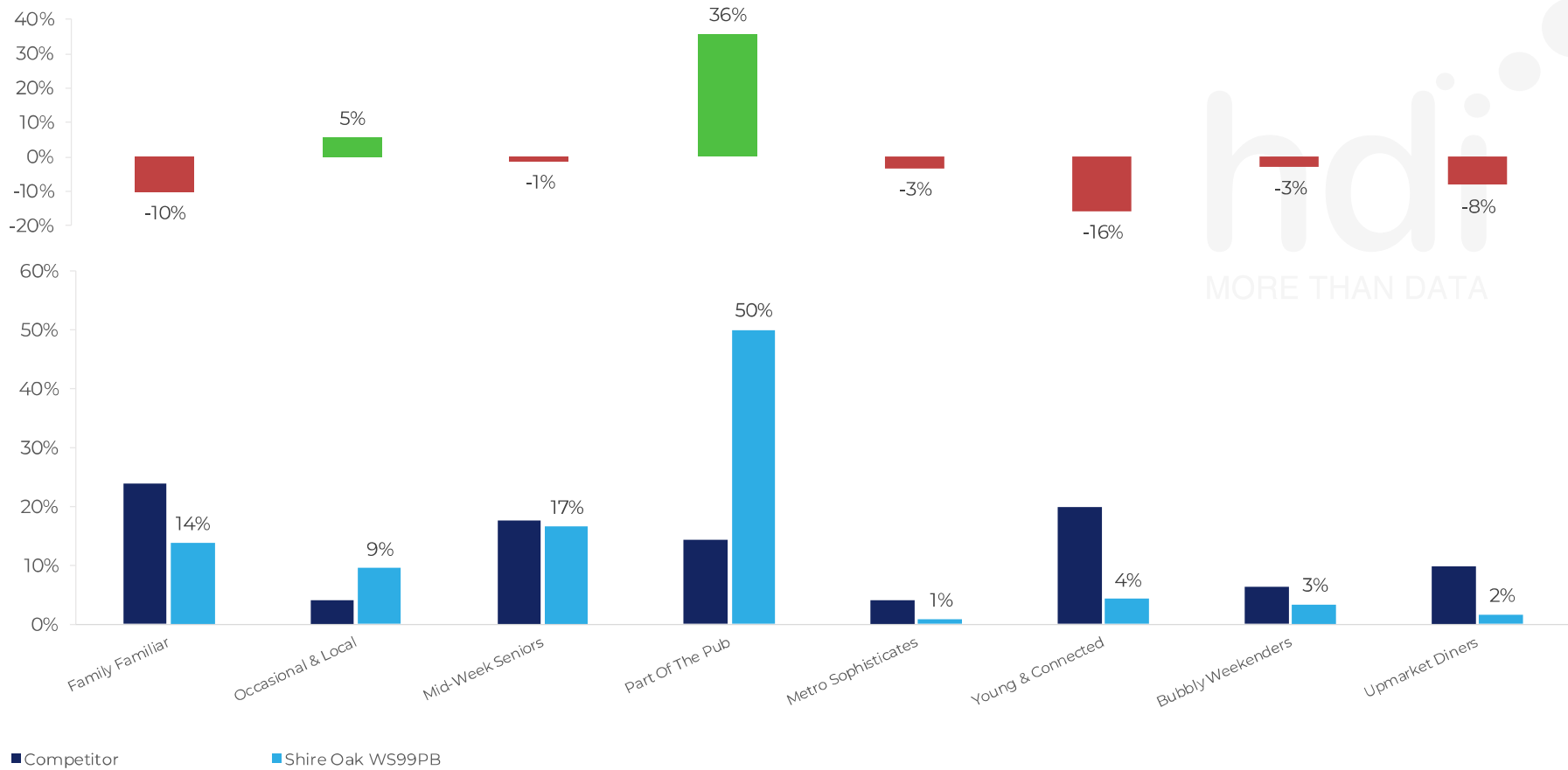
■ Shire Oak WS99PB



Punch Segmentation

How does the Custom segmentation profile of customers who visit Shire Oak WS99PB compare versus its competitors?

% of spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



473 Site Customers

18 Competitors

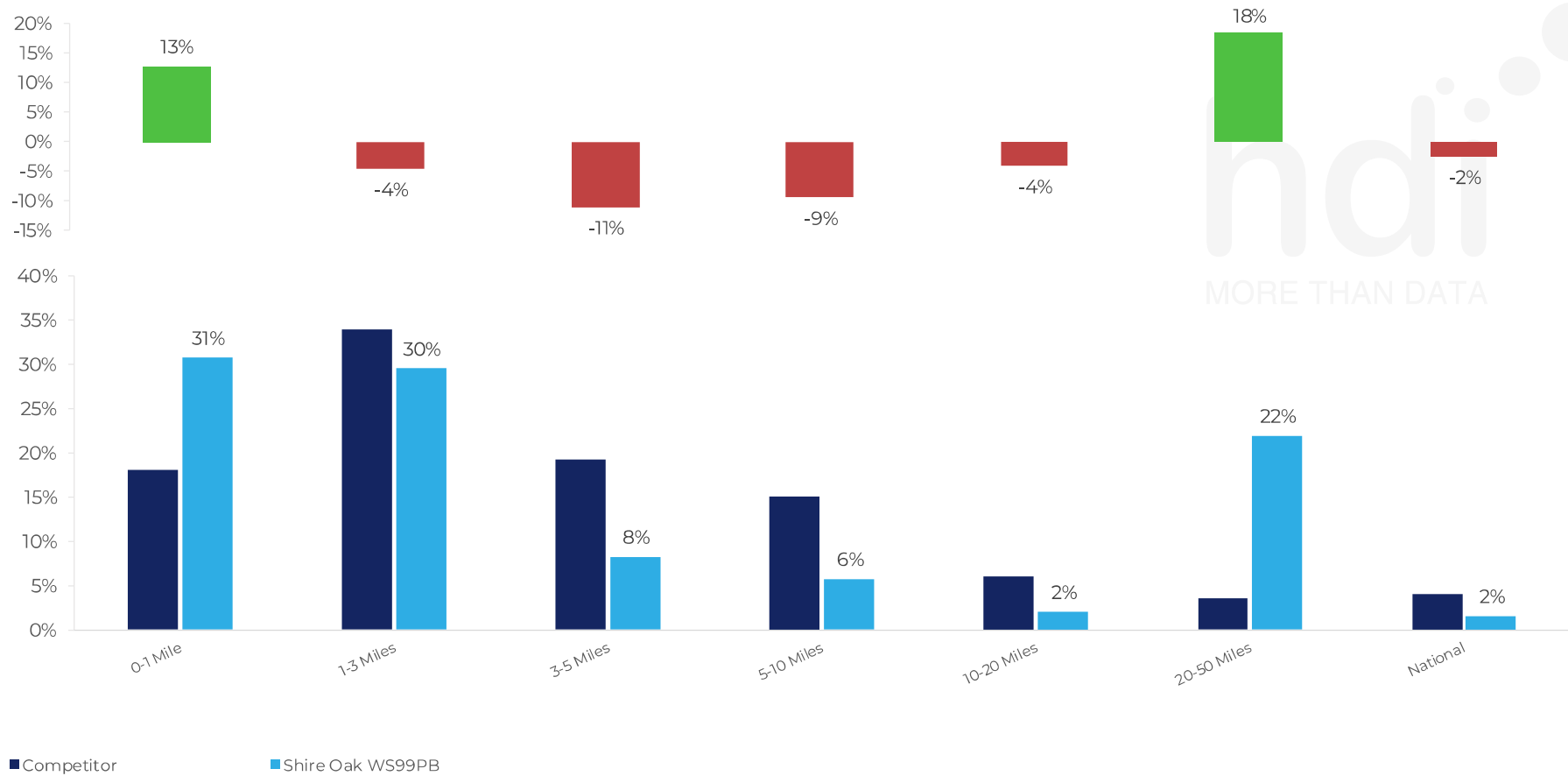
23361 Competitor Customers



Spend by Distance

How does the spend profile of Shire Oak WS99PB compare versus its competitors based on travel distances?

% of spend for Shire Oak WS99PB and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

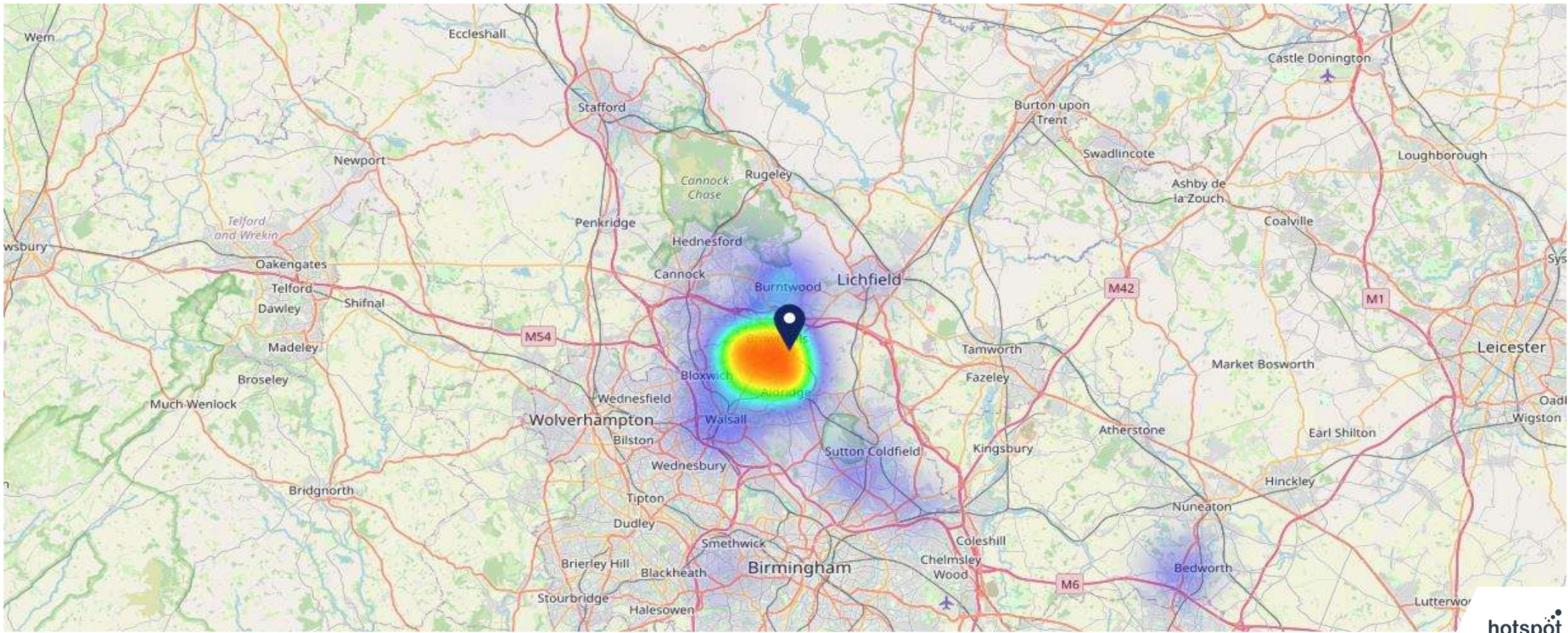




### Map of Guest Origin

Where do customers of Shire Oak WS99PB come from?

Where do customers of Shire Oak WS99PB for 22/02/2023 - 14/02/2024 live



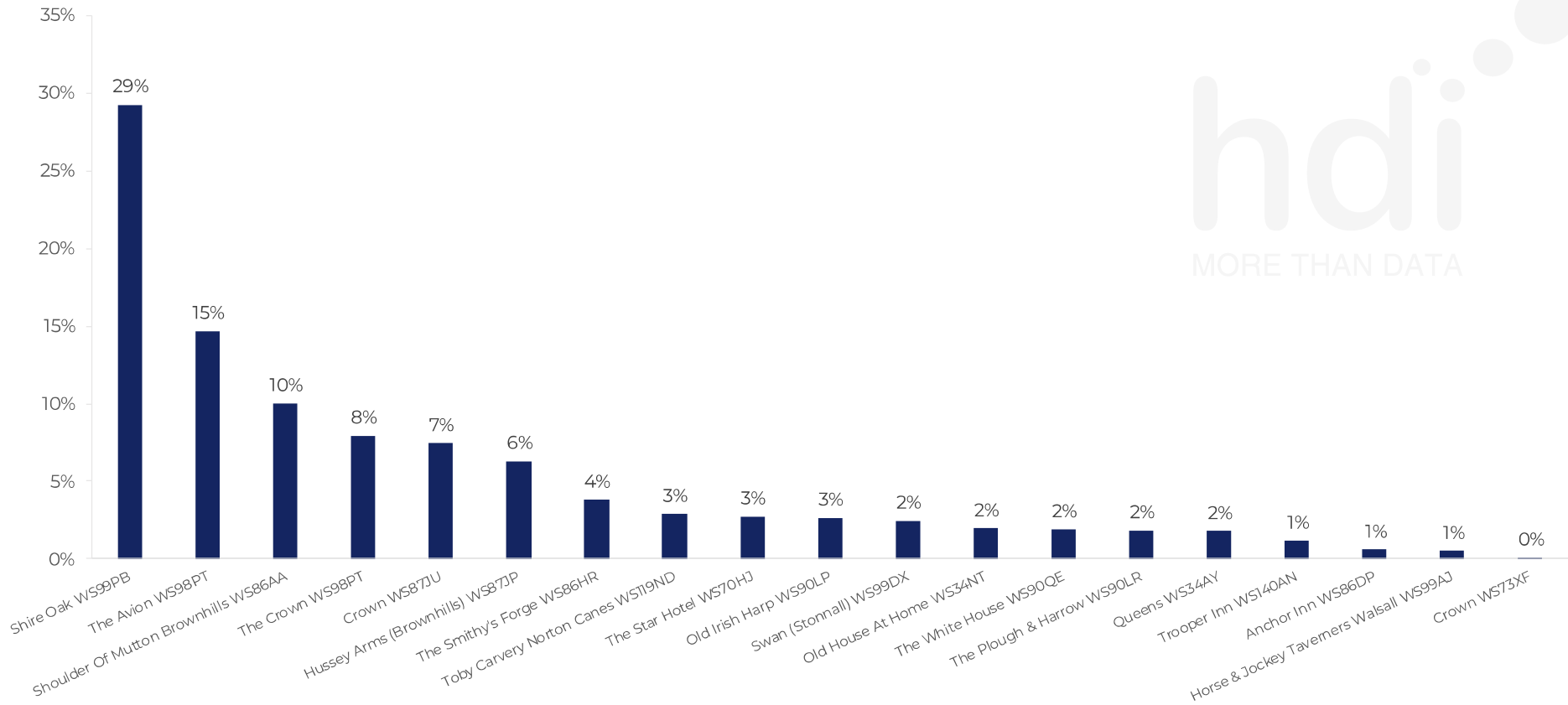
194 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of Shire Oak WS99PB also visit?

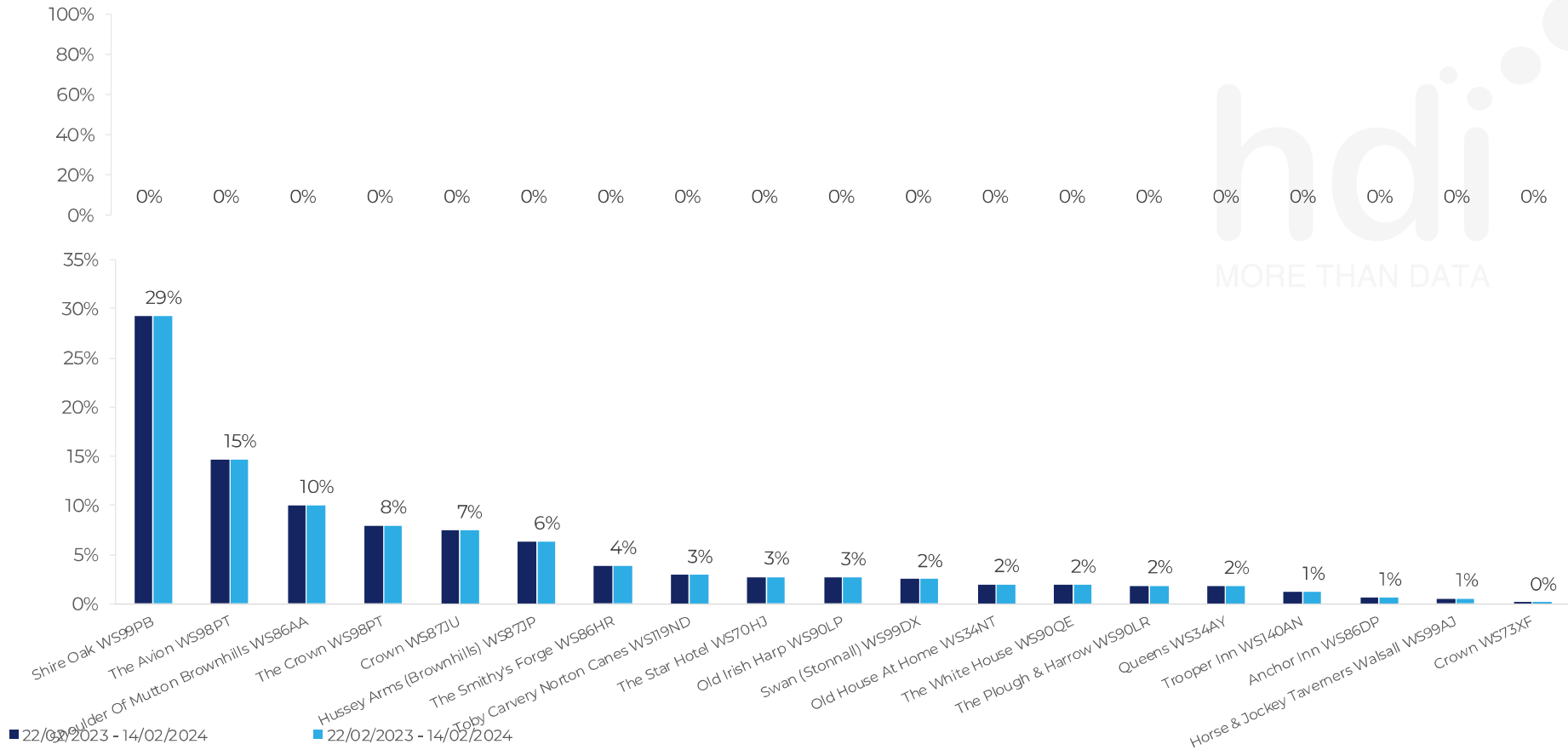
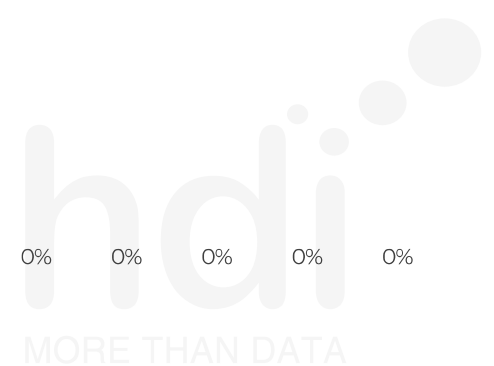
For customers of Shire Oak WS99PB, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





### Share of Wallet Change

How has share of wallet of customers of Shire Oak WS99PB changed between two date ranges?



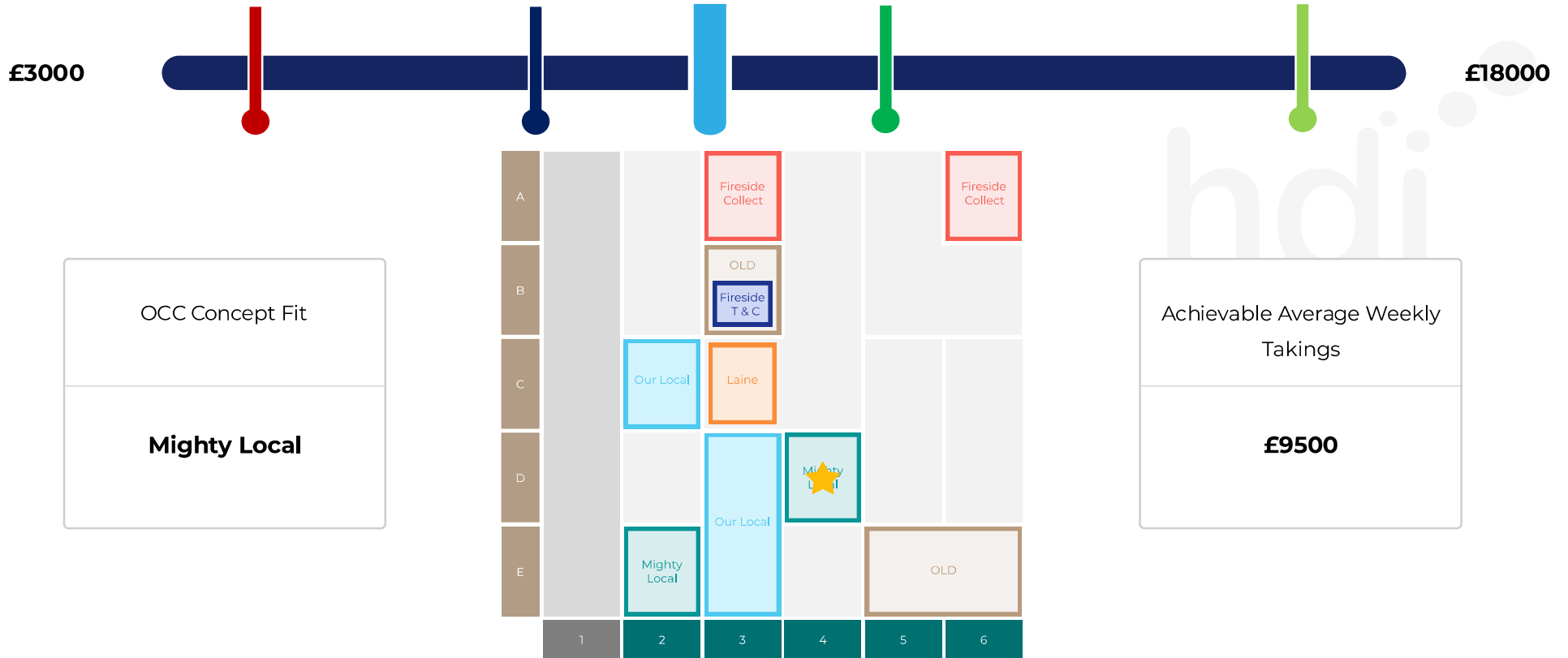
473 Site Customers



## Market Summary

How does the local area for Shire Oak WS99PB 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	£406K	3	£406K	2	£5.73M	3	£58.78M	5
Weekpart	Mon - Thu	39.0%	5	39.0%	4	41.0%	5	44.0%	8
Weekpart	Fri - Sat	46.8%	7	46.8%	8	45.6%	8	40.0%	3
Weekpart	Sun	14.2%	5	14.2%	5	13.3%	2	16.0%	6
Age	18 to 24	38.4%	10	38.4%	10	9.3%	8	5.4%	4
Age	25 to 34	7.3%	1	7.3%	1	14.9%	2	15.0%	1
Age	35 to 44	16.7%	2	16.7%	1	24.4%	6	24.4%	7
Age	45 to 54	15.2%	2	15.2%	1	23.7%	9	22.7%	9
Age	55 to 64	13.3%	4	13.3%	4	16.7%	7	19.0%	9
Age	65 to 74	8.6%	7	8.6%	7	7.1%	6	9.1%	8
Age	75+	0.4%	2	0.4%	1	3.9%	8	4.4%	8
CAMEO	Business Elite	1.4%	2	1.4%	1	1.5%	1	4.5%	3
CAMEO	Prosperous Professionals	0.6%	1	0.6%	1	5.0%	4	5.8%	5
CAMEO	Flourishing Society	1.3%	1	1.3%	1	3.4%	1	7.8%	2
CAMEO	Content Communities	22.2%	10	22.2%	10	16.9%	9	14.7%	8
CAMEO	White Collar Neighbourhoods	3.0%	1	3.0%	1	6.0%	1	10.1%	4
CAMEO	Enterprising Mainstream	6.5%	4	6.5%	4	9.6%	7	9.4%	6
CAMEO	Paying The Mortgage	49.7%	10	49.7%	10	20.6%	9	17.8%	8
CAMEO	Cash Conscious Communities	5.6%	3	5.6%	3	17.8%	10	13.2%	9
CAMEO	On A Budget	2.7%	2	2.7%	2	11.0%	9	9.3%	8
CAMEO	Family Value	7.0%	8	7.0%	8	8.1%	8	7.3%	8
Affluence	AB	3.4%	1	3.4%	1	9.9%	1	18.2%	3
Affluence	C1C2	81.4%	10	81.4%	10	53.2%	8	52.0%	7
Affluence	DE	15.3%	4	15.3%	4	36.9%	9	29.8%	9



OCC Concept Fit

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**Mighty Local**

Achievable Average Weekly Takings

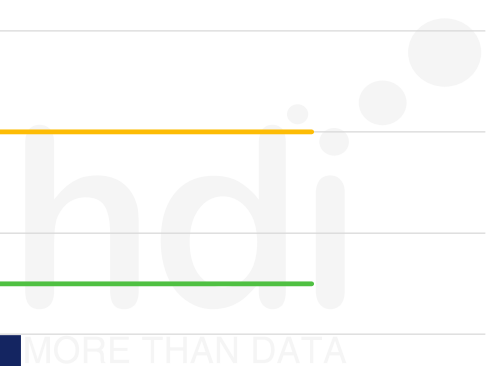
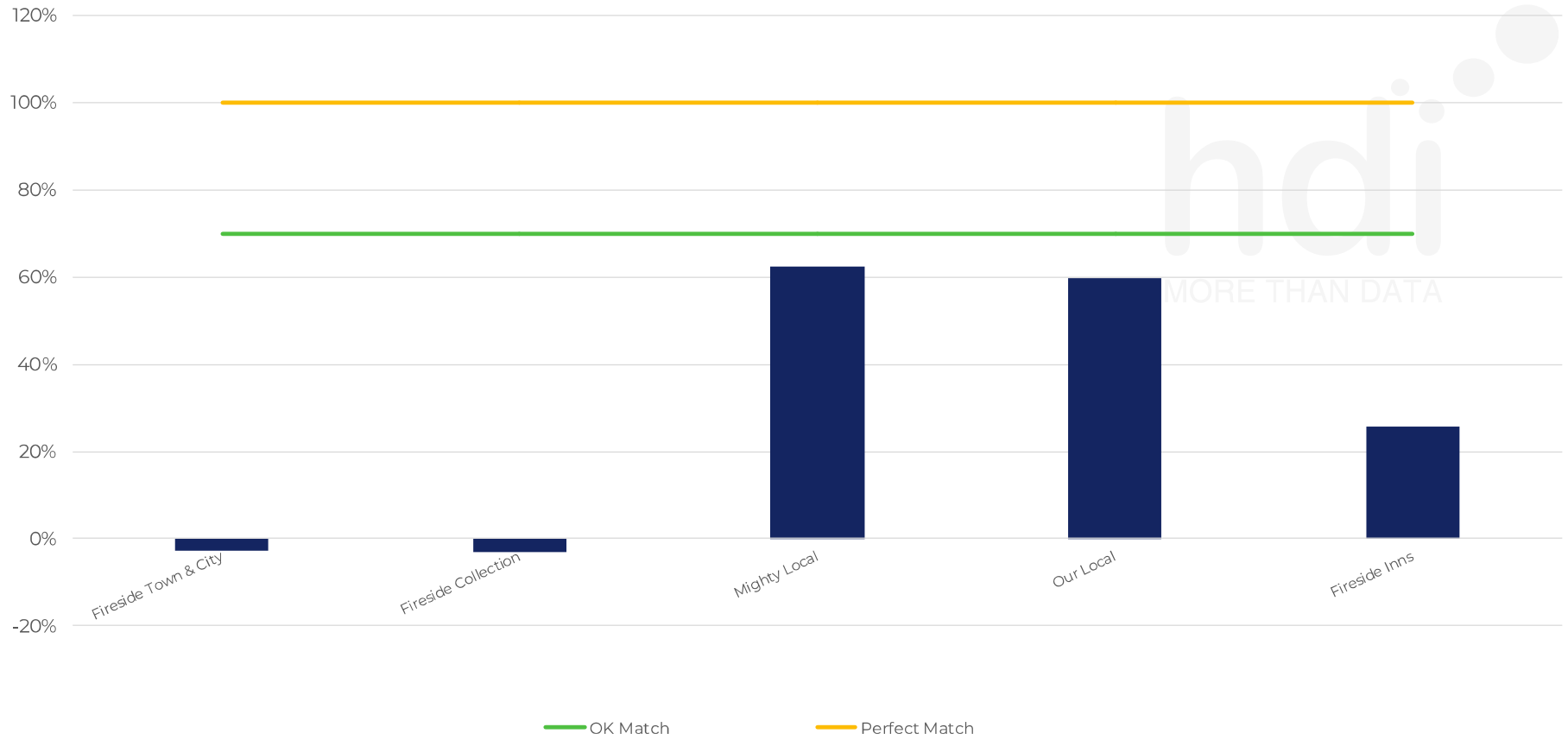
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**£9500**

- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led

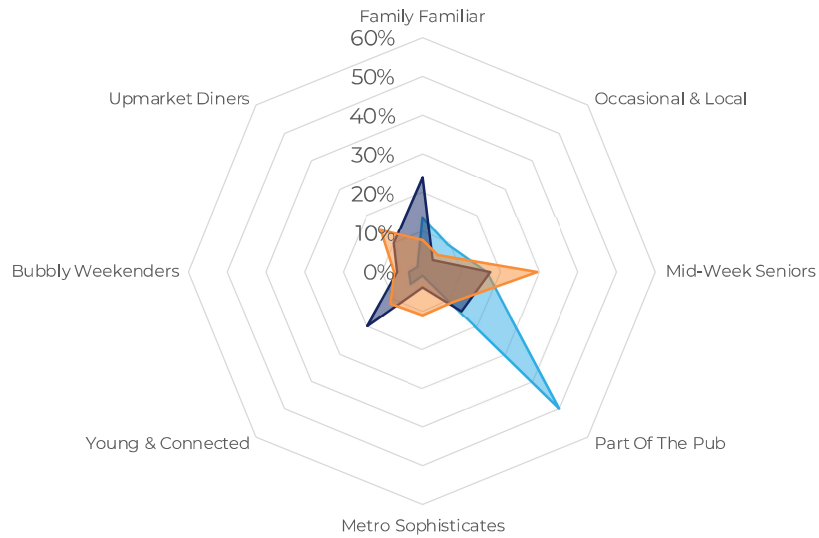


Concept Recommendation





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



■ Shire Oak

■ Local Catchment

■ Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Shire Oak	82	13.81%	9.47%	16.57%	50.04%	0.84%	4.21%	3.38%	1.63%
Local Catchment	2649	23.89%	3.99%	17.68%	14.44%	4.00%	19.86%	6.21%	9.87%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Shire Oak vs Local Catchment		-10.08%	5.48%	-1.11%	35.60%	-3.16%	-15.65%	-2.83%	-8.24%
Shire Oak vs Punch T&L		5.73%	3.55%	-12.97%	38.86%	-10.45%	-7.41%	-3.77%	-13.56%
Local Catchment vs Punch T&L		15.81%	-1.93%	-11.86%	3.26%	-7.29%	8.24%	-0.94%	-5.32%



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
Shire Oak WS99PB	82	13.81%	9.47%	16.57%	50.04%	0.84%	4.21%	3.38%	1.63%
The Avion WS98PT	518	16.33%	2.89%	10.24%	34.74%	3.44%	25.82%	3.74%	2.77%
Shoulder Of Mutton Brownhills WS86AA	36	1.45%	7.65%	1.69%	37.87%	0.69%	26.97%	23.64%	0.00%
The Crown WS98PT	211	17.95%	3.95%	13.36%	41.34%	4.94%	14.03%	3.08%	1.31%
Crown WS87JU	163	39.93%	9.03%	26.16%	4.92%	1.78%	6.75%	4.24%	7.15%
Hussey Arms (Brownhills) WS87JP	335	44.76%	3.41%	20.81%	9.76%	1.46%	11.42%	4.92%	3.43%
The Smithy's Forge WS86HR	187	46.11%	1.42%	9.95%	7.83%	2.41%	15.58%	16.76%	-0.09%
Toby Carvery Norton Canes WS119ND	702	42.17%	4.14%	11.88%	6.09%	1.49%	22.10%	5.19%	6.91%
The Star Hotel WS70HJ	203	15.68%	3.41%	22.50%	32.93%	3.27%	15.10%	3.50%	3.57%
Old Irish Harp WS90LP	354	21.67%	2.65%	26.24%	3.71%	6.94%	17.04%	5.47%	16.24%
Swan (Stonall) WS99DX	108	10.17%	2.09%	25.12%	3.04%	5.32%	35.27%	5.10%	13.85%
Old House At Home WS34NT	163	14.06%	8.72%	26.92%	3.27%	0.17%	31.03%	14.60%	1.19%
The White House WS90QE	159	27.10%	13.11%	12.18%	10.69%	0.82%	31.56%	3.17%	1.32%
The Plough & Harrow WS90LR	363	15.36%	1.78%	27.33%	1.96%	4.84%	16.10%	6.07%	26.52%
Queens WS34AY	66	15.22%	3.81%	8.36%	35.81%	1.64%	31.34%	3.61%	0.17%
Trooper Inn WS140AN	376	15.73%	0.29%	15.15%	2.88%	10.61%	21.11%	8.49%	25.71%
Anchor Inn WS86DP	4	24.25%	18.68%	0.00%	13.66%	0.00%	0.00%	43.38%	0.00%
Horse & Jockey Taverners Walsall WS99AJ	31	12.12%	16.40%	4.32%	29.75%	0.00%	30.22%	1.59%	5.57%
Crown WS73XF	40	8.11%	39.06%	6.53%	39.09%	1.21%	1.83%	2.10%	2.04%