

Site Summary



Wheatsheaf CM11NT

CM11NT

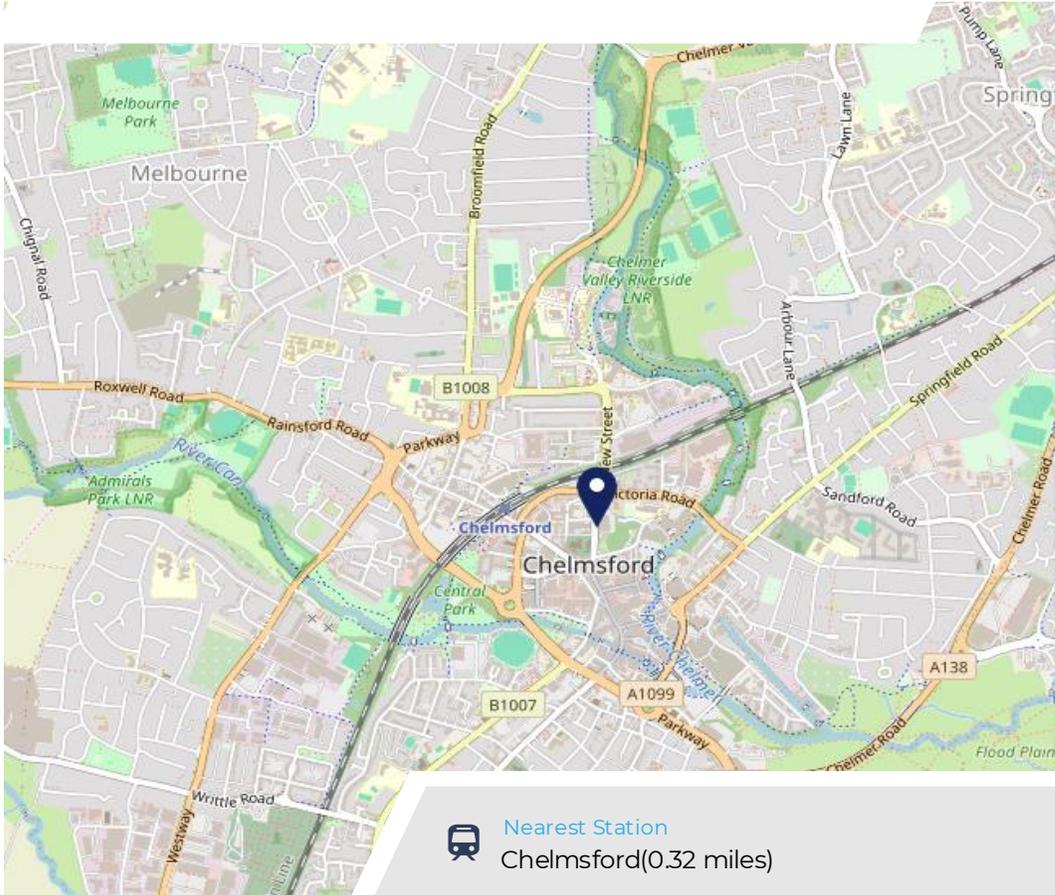
Punch - Our Local

Work Area
Chelmsford

Region
East of England

TV Region
Anglia

Urbanicity
Urban city and town



ATV
£9.57



Gender
86.00%
Male



Affluence
43.77%
Middle Income



Segmentation
20.42%
Flourishing Society



Age Group
30.91%
45 to 54



Visit Day
34.84%
Sat

Top Competitors

Golden Fleece Chelmsford **#1**
CM11JP
 SPK

The Plough **#2**
CM11HY
 M&B High Street

Gardeners (Chelmsford) **#3**
CM16XW
 GK Proper Locals



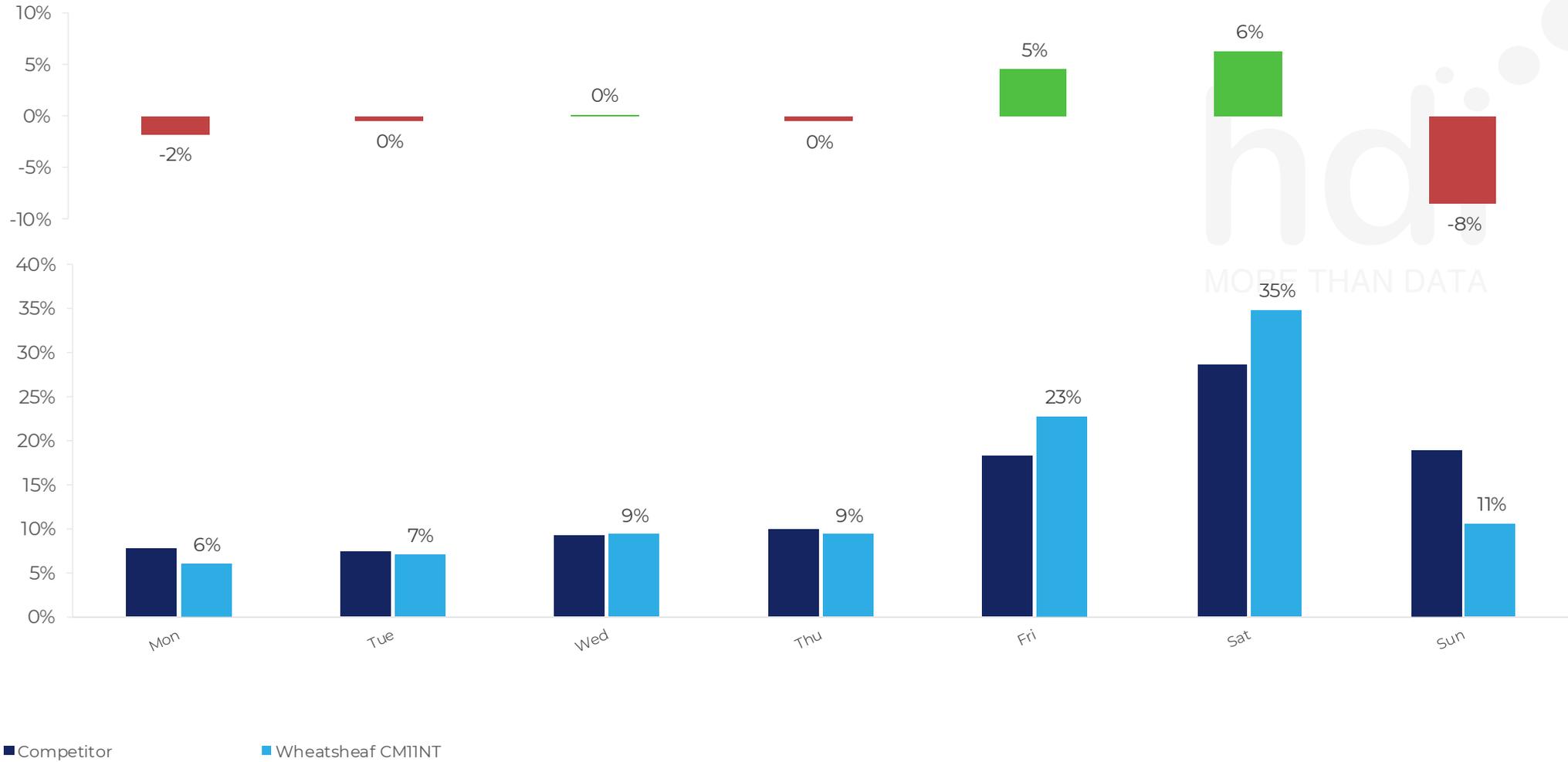
Nearest Station
Chelmsford(0.32 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Wheatsheaf CMI1NT versus its competitors?

% of spend for Wheatsheaf CMI1NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

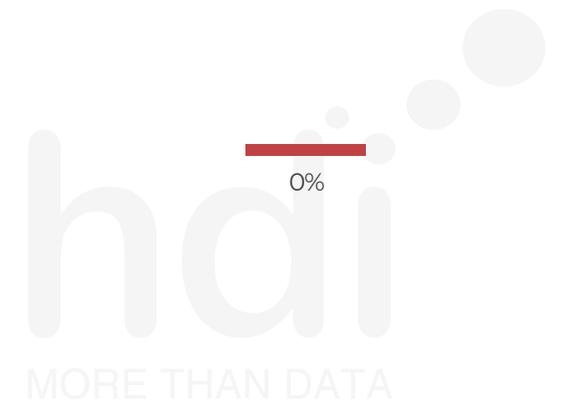
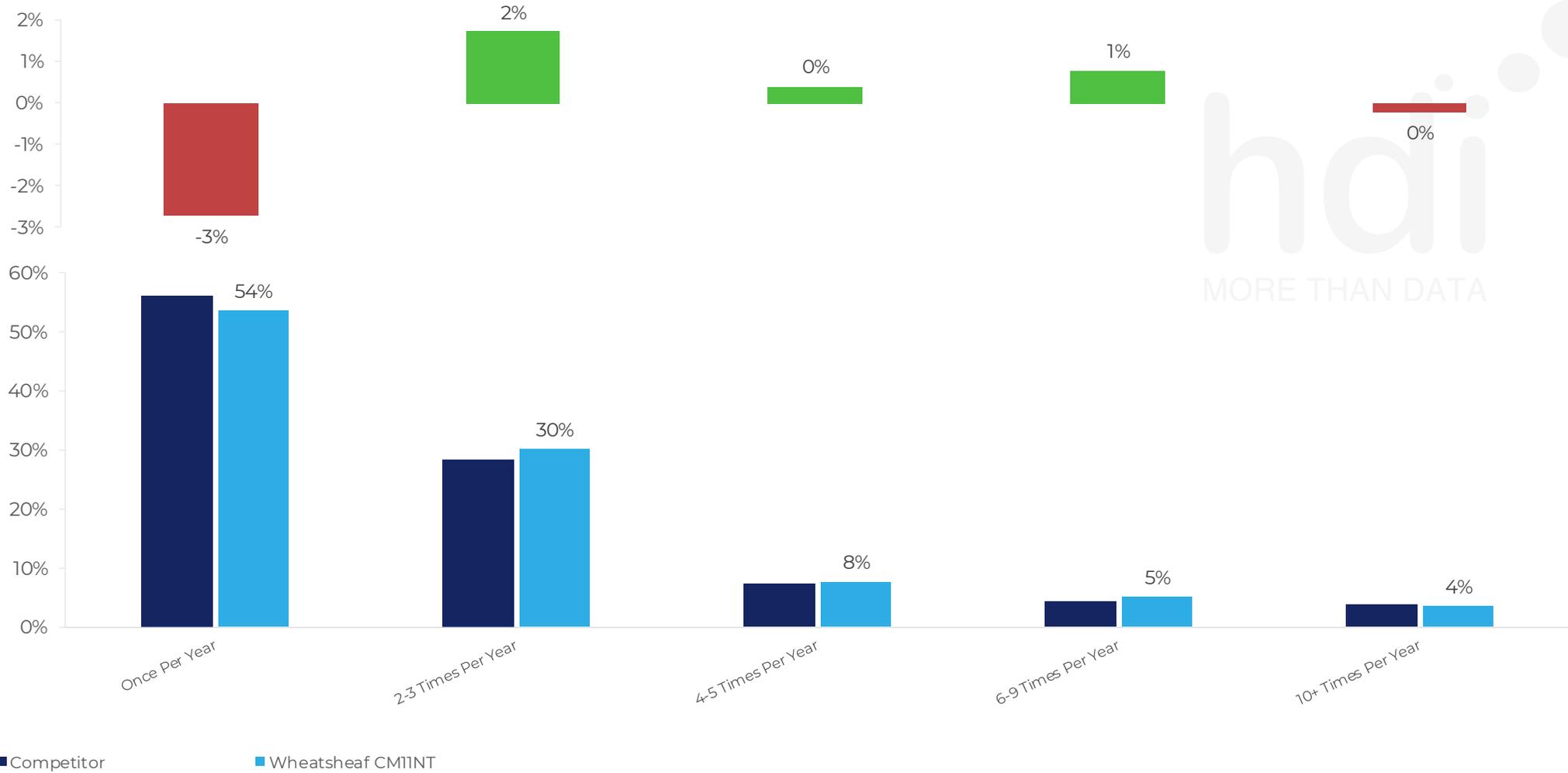




Visit Frequency

How frequently per year do customers visit Wheatsheaf CM11NT versus its competitors?

% of customer numbers for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum

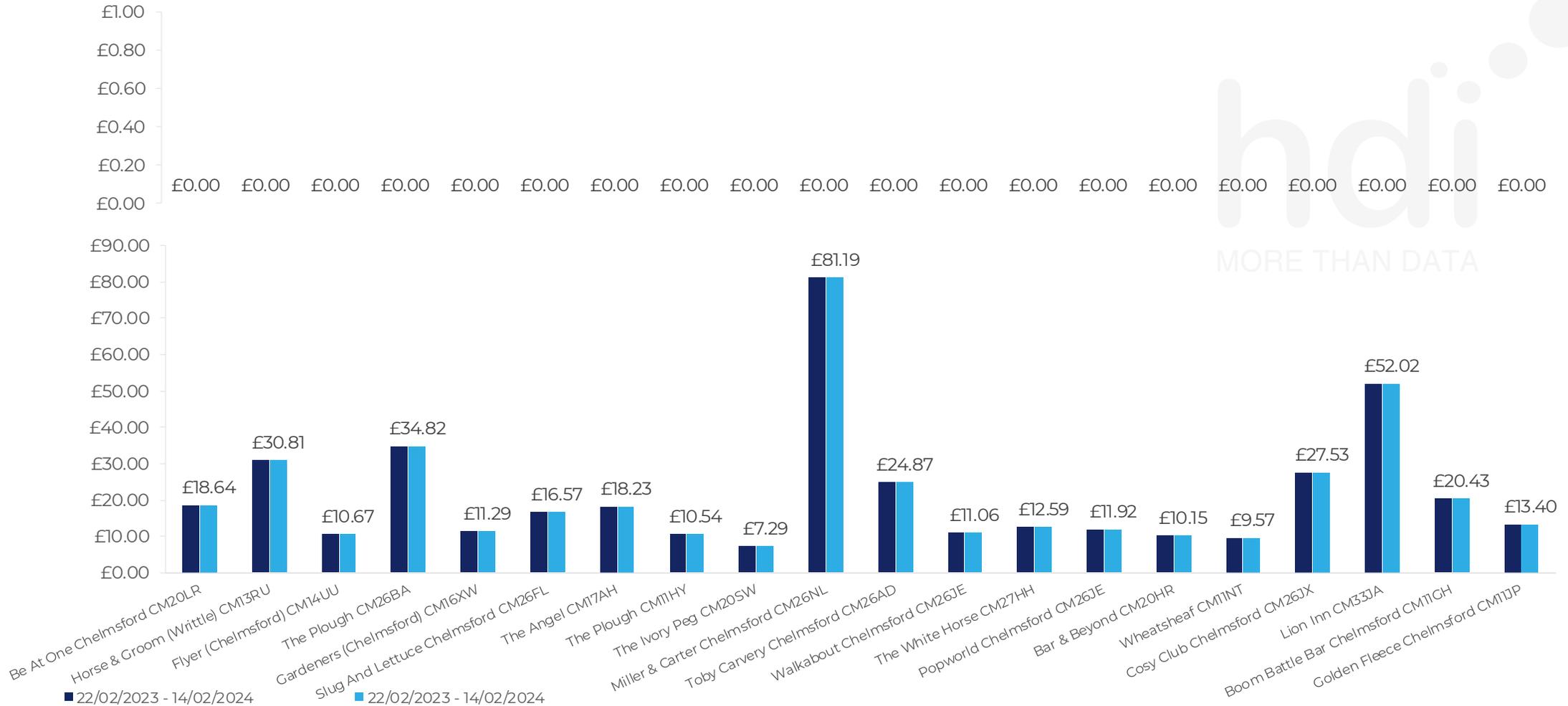


Competitor

Wheatsheaf CM11NT

ATV Change

How has ATV changed between two date ranges?

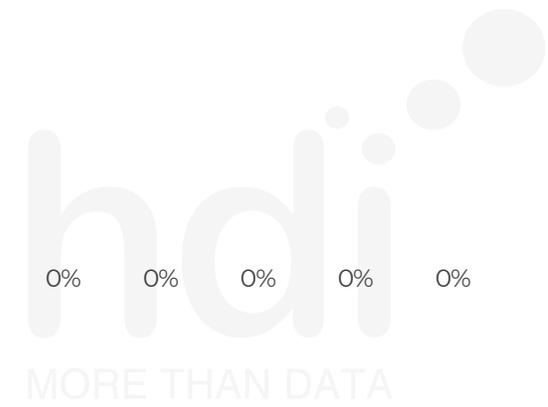
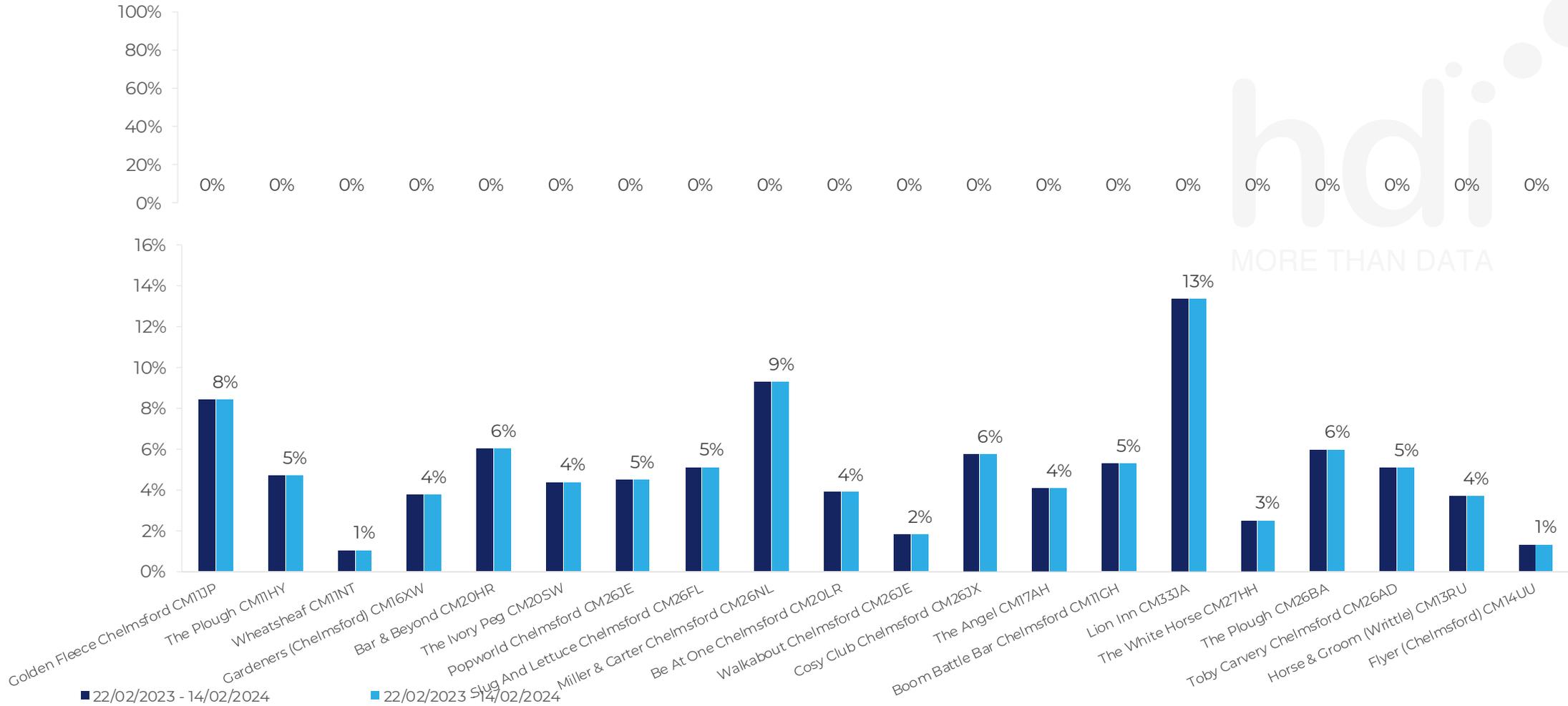




Market Share Change

How has market share changed between two date ranges?

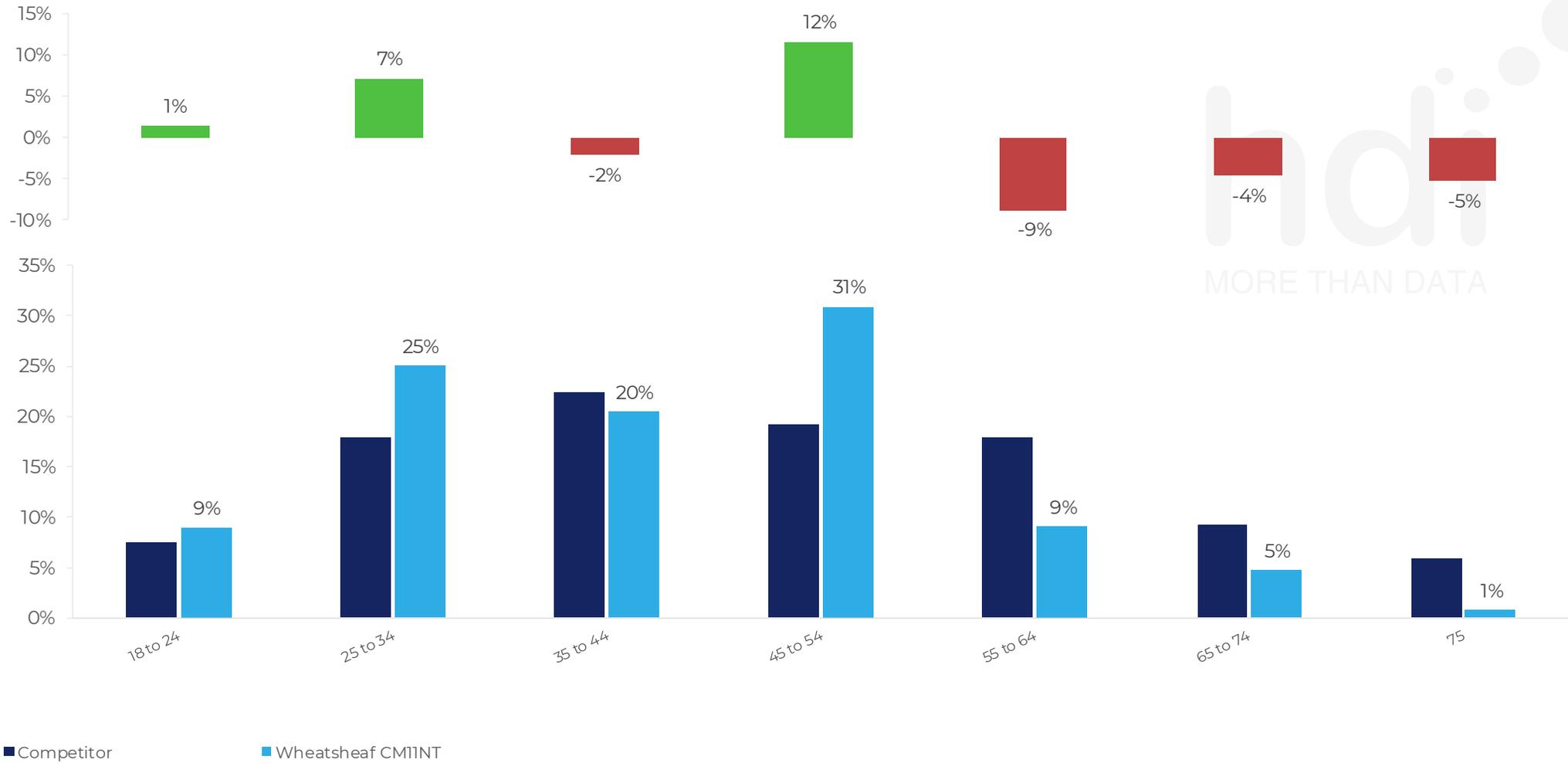
% of market share spend for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Wheatsheaf CM11NT compare versus its competitors?

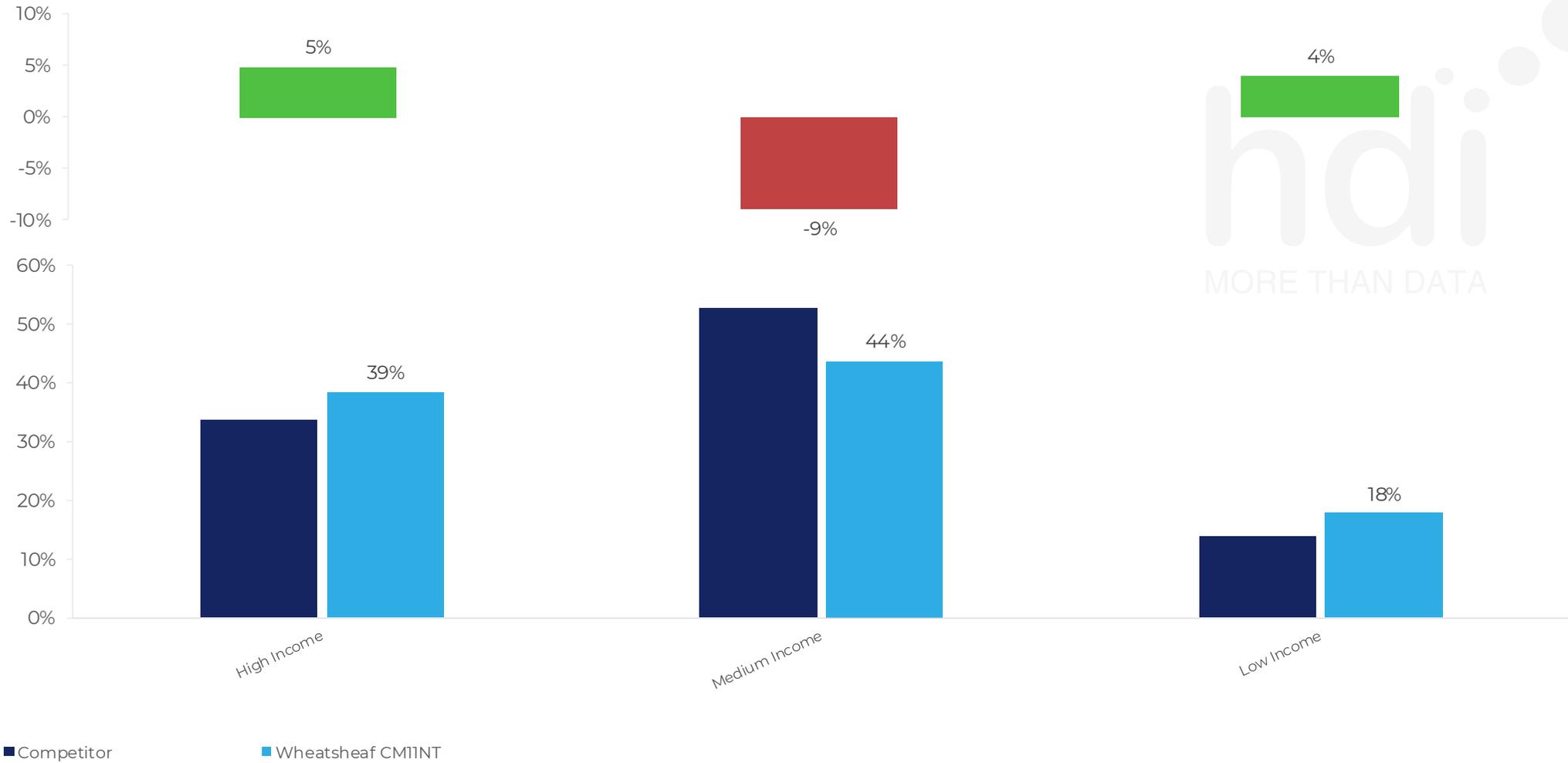
% of spend for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



Affluence

How does the affluence of customers who visit Wheatsheaf CM11NT compare versus its competitors?

% of spend for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

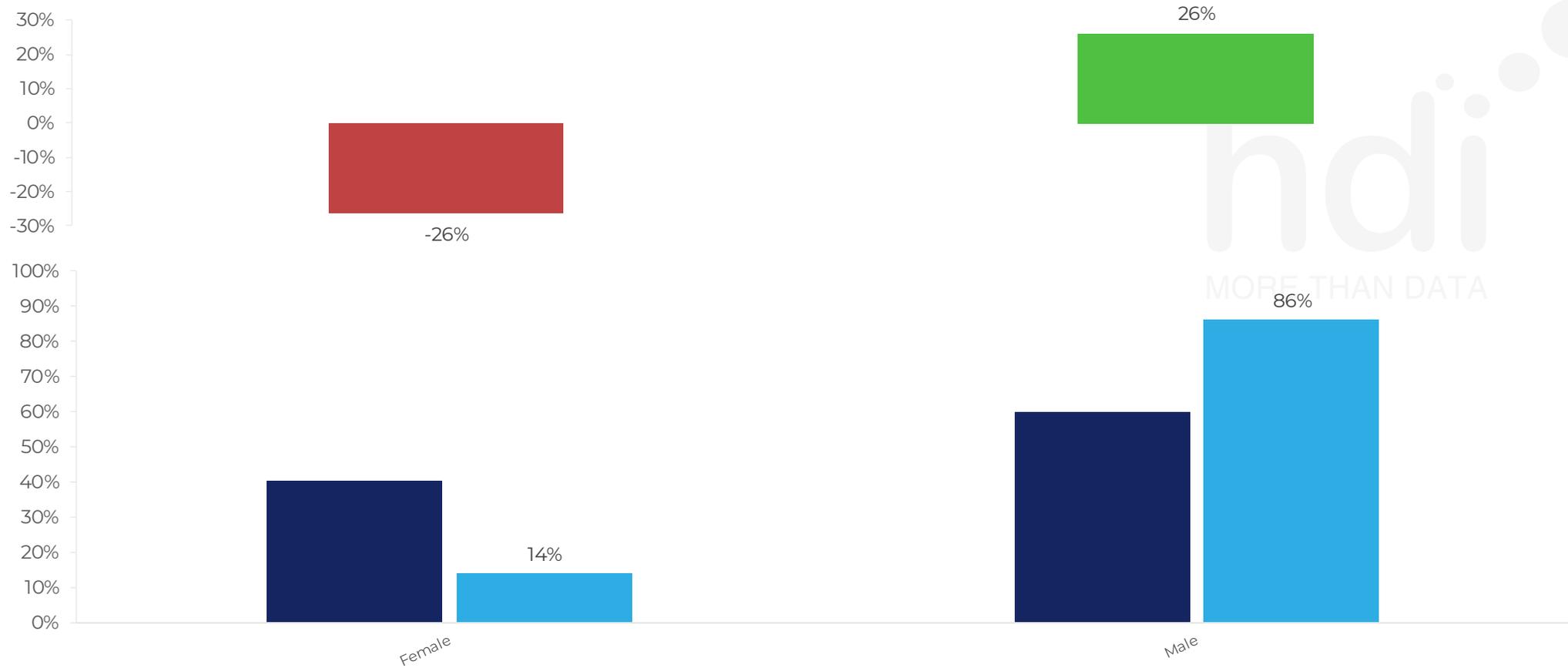




Gender

How does the gender profile of customers who visit Wheatsheaf CM11NT compare versus its competitors?

% of spend for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

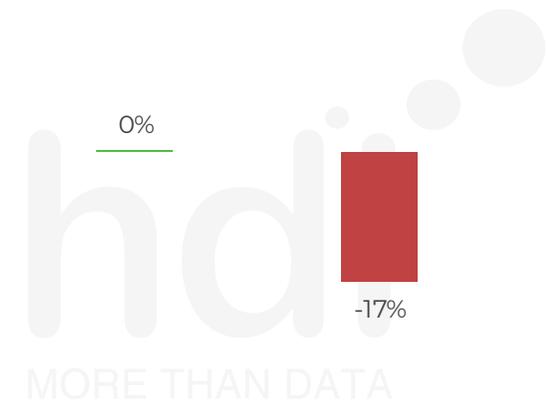
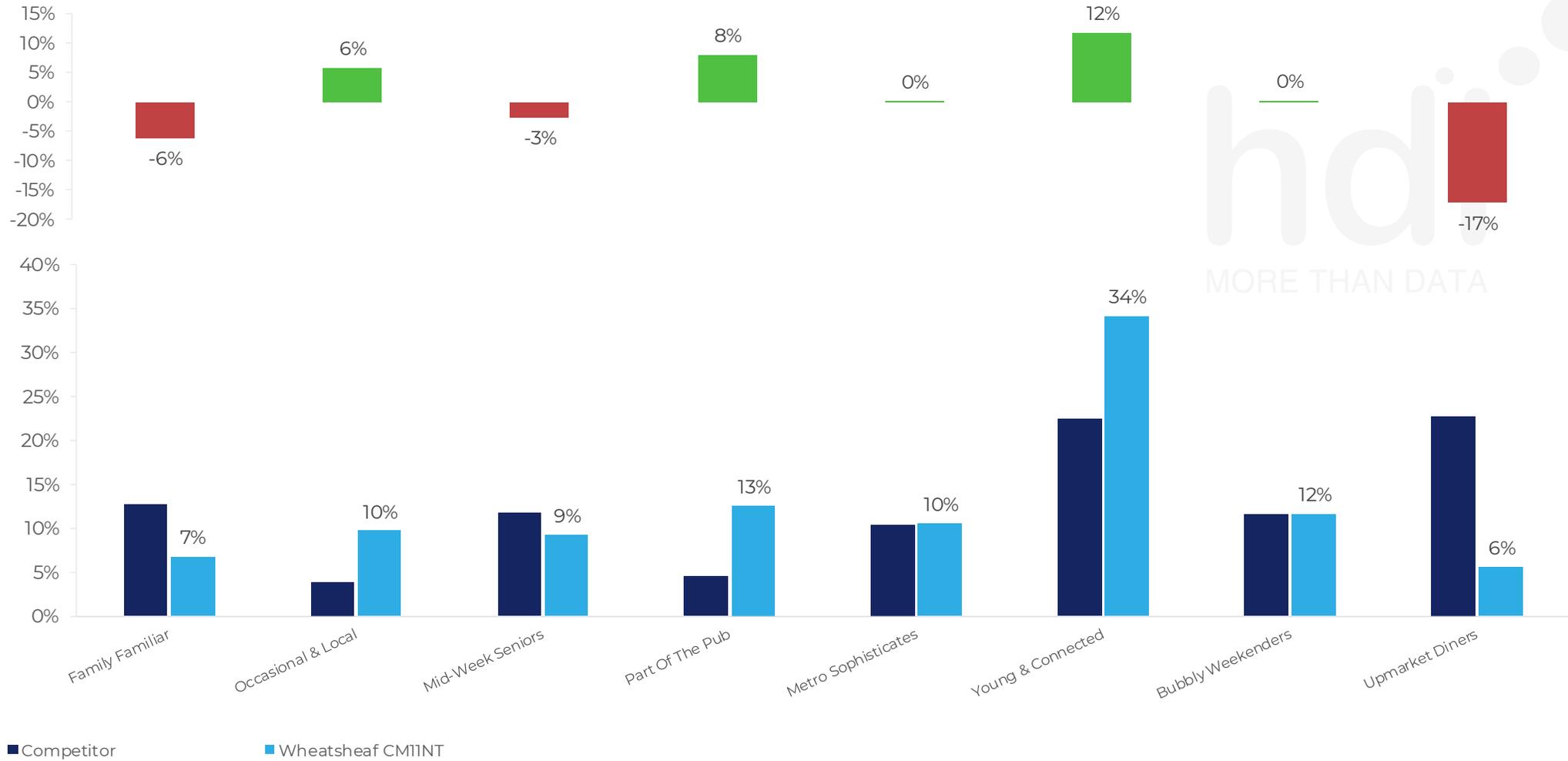
■ Wheatsheaf CM11NT



Punch Segmentation

How does the Custom segmentation profile of customers who visit Wheatsheaf CM11NT compare versus its competitors?

% of spend for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



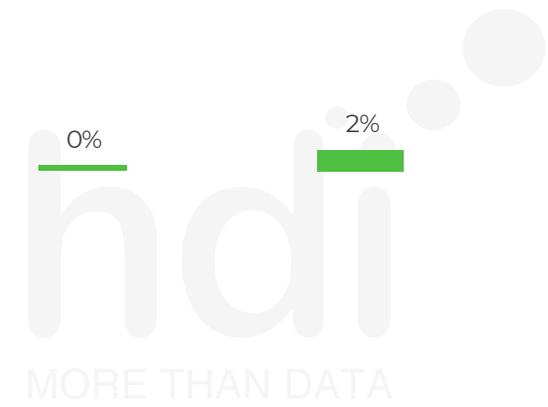
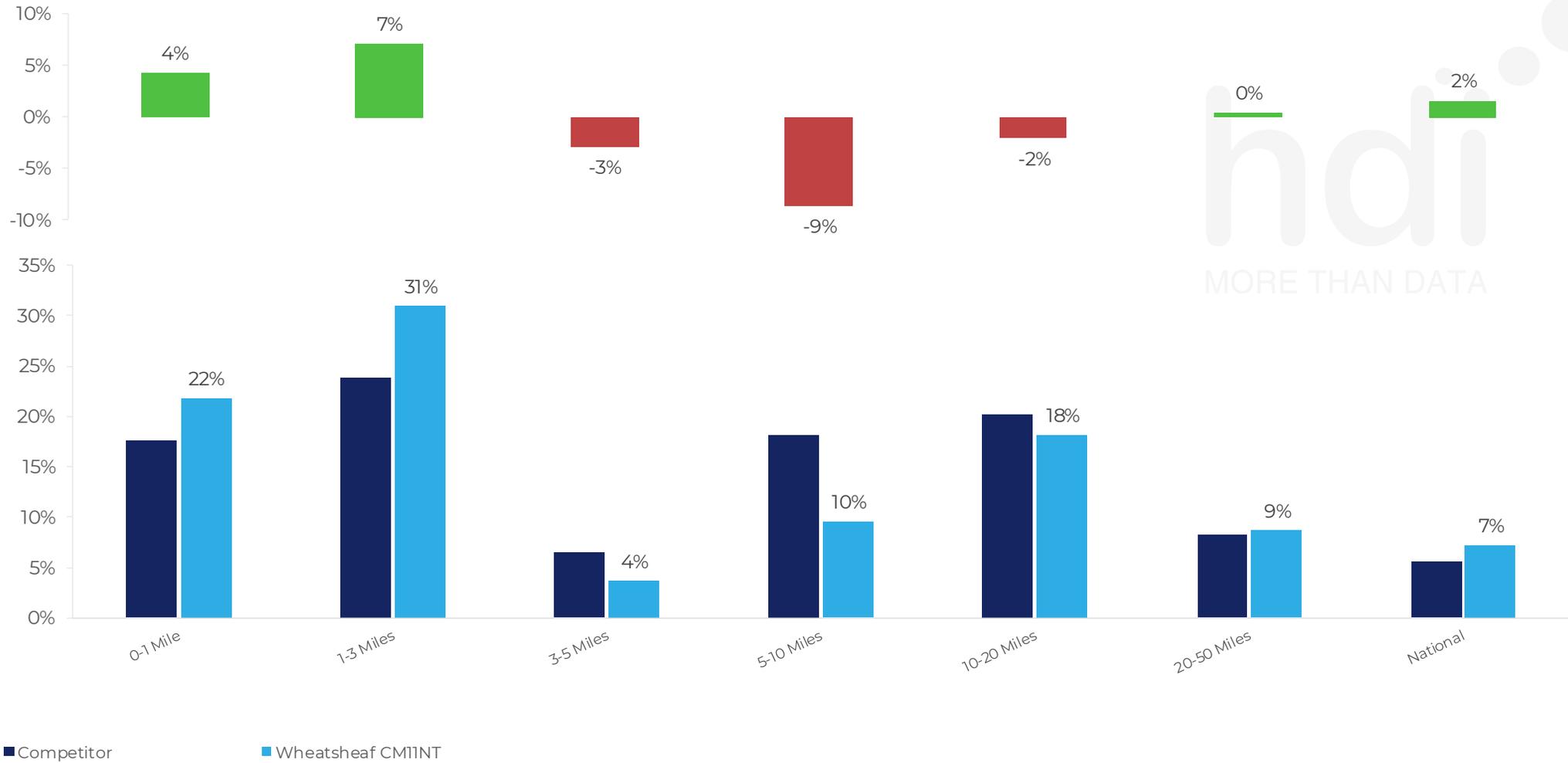
■ Competitor

■ Wheatsheaf CM11NT

Spend by Distance

How does the spend profile of Wheatsheaf CM11NT compare versus its competitors based on travel distances?

% of spend for Wheatsheaf CM11NT and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



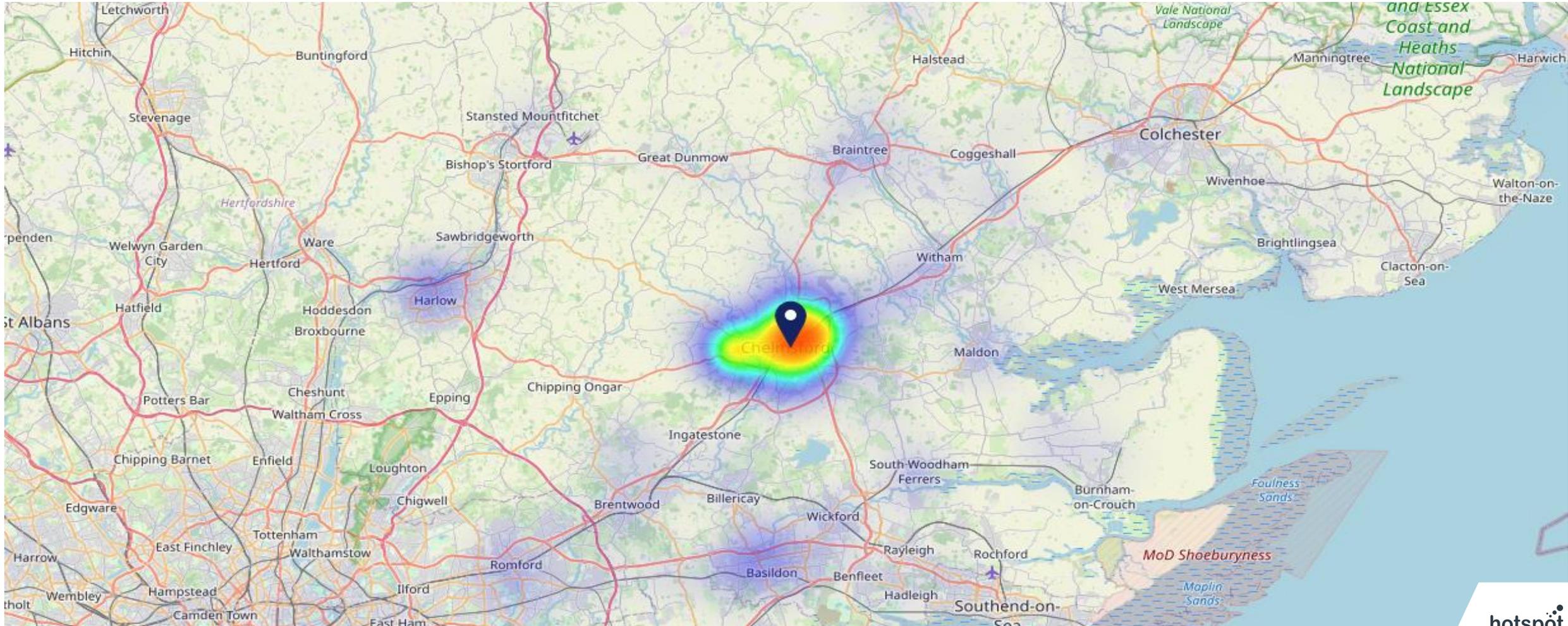
■ Competitor ■ Wheatsheaf CM11NT



Map of Guest Origin

Where do customers of Wheatsheaf CM11NT come from?

Where do customers of Wheatsheaf CM11NT for 22/02/2023 - 14/02/2024 live

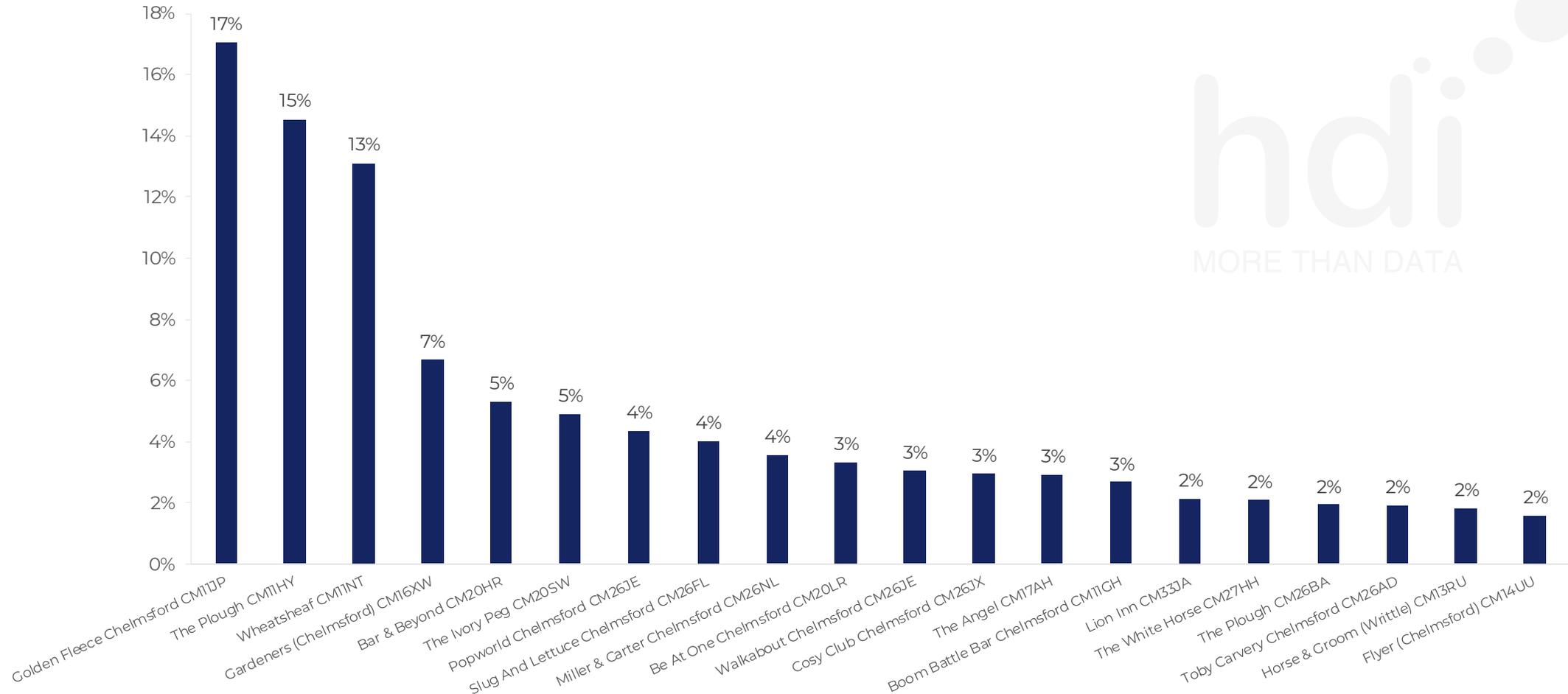




Share of Wallet

What are the Top 20 venues (by spend) that customers of Wheatsheaf CM11NT also visit?

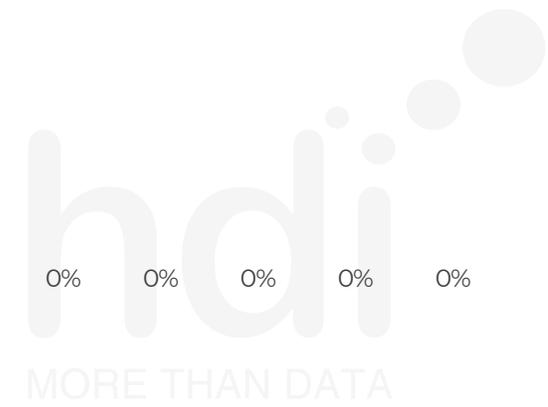
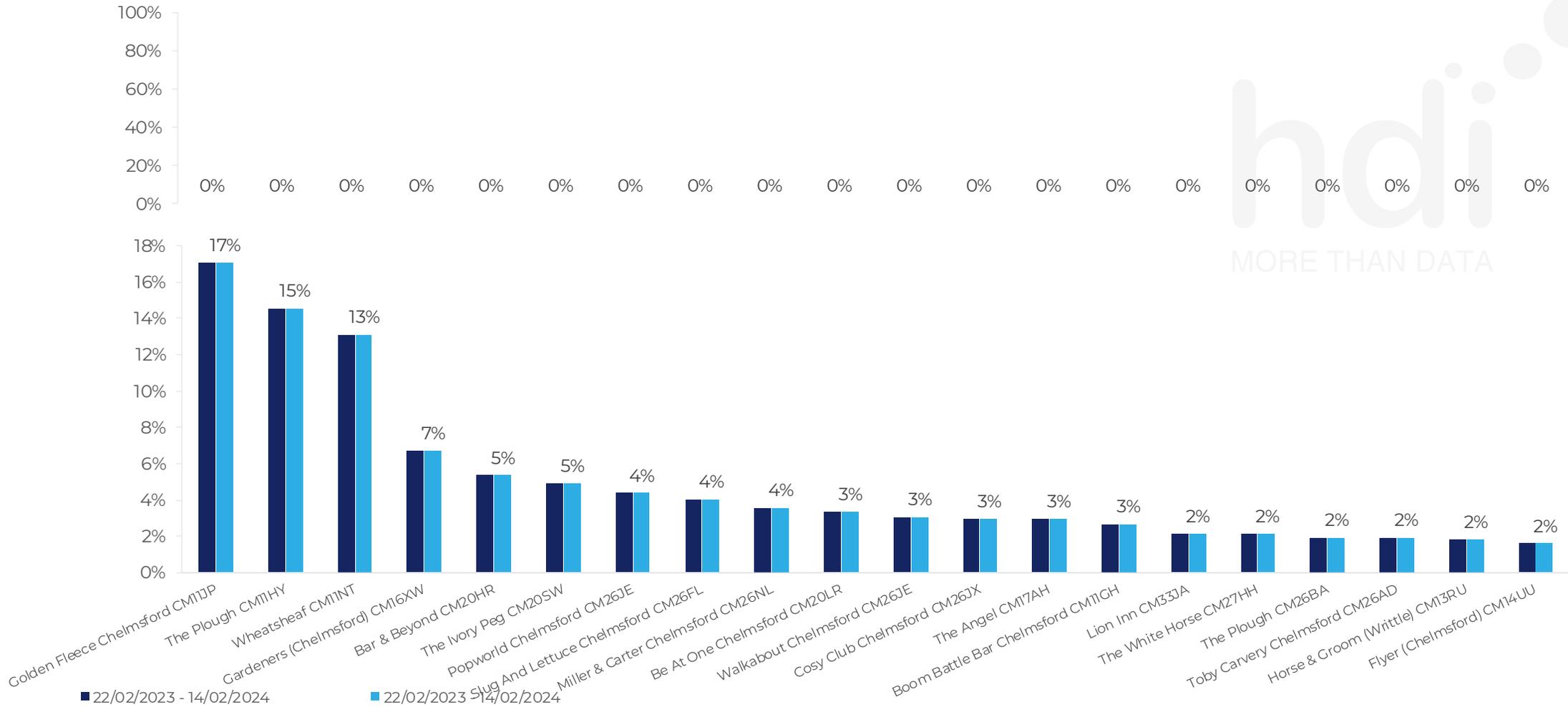
For customers of Wheatsheaf CM11NT, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Wheatsheaf CM11NT changed between two date ranges?





Market Summary

How does the local area for Wheatsheaf CM11NT 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	£37.97M	10	£67.96M	10	£108.01M	9	£164.78M	8
Weekpart	Mon - Thu	39.1%	5	38.7%	4	38.0%	3	40.0%	3
Weekpart	Fri - Sat	46.9%	7	47.4%	8	47.4%	9	44.3%	8
Weekpart	Sun	14.0%	5	13.9%	4	14.6%	4	15.7%	6
Age	18 to 24	6.6%	6	6.9%	6	6.8%	6	5.7%	4
Age	25 to 34	15.4%	3	16.2%	3	16.5%	2	15.2%	2
Age	35 to 44	25.7%	7	25.4%	7	25.4%	7	25.1%	7
Age	45 to 54	21.8%	7	22.0%	7	22.3%	8	21.9%	8
Age	55 to 64	16.0%	6	16.2%	6	16.5%	7	17.3%	8
Age	65 to 74	8.9%	7	8.5%	7	8.2%	7	9.5%	8
Age	75+	5.6%	9	4.7%	8	4.3%	8	5.2%	9
CAMEO	Business Elite	8.7%	7	8.4%	6	8.3%	6	8.3%	6
CAMEO	Prosperous Professionals	7.9%	7	7.6%	7	7.6%	7	7.6%	7
CAMEO	Flourishing Society	20.1%	9	19.3%	8	19.8%	8	20.2%	9
CAMEO	Content Communities	15.4%	8	15.2%	8	14.7%	8	15.0%	8
CAMEO	White Collar Neighbourhoods	15.0%	9	16.1%	9	16.9%	10	16.1%	10
CAMEO	Enterprising Mainstream	9.9%	7	9.9%	7	9.7%	7	9.9%	7
CAMEO	Paying The Mortgage	10.8%	3	11.1%	3	10.8%	3	10.4%	3
CAMEO	Cash Conscious Communities	5.3%	2	5.6%	3	5.6%	2	5.6%	2
CAMEO	On A Budget	5.9%	5	5.7%	5	5.5%	4	5.8%	4
CAMEO	Family Value	1.1%	3	1.2%	3	1.1%	3	1.1%	3
Affluence	AB	36.7%	7	35.3%	7	35.7%	7	36.1%	7
Affluence	C1C2	51.0%	6	52.3%	7	52.1%	7	51.4%	7
Affluence	DE	12.2%	3	12.5%	3	12.2%	2	12.5%	2



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core

Achievable Average Weekly Takings

£9500

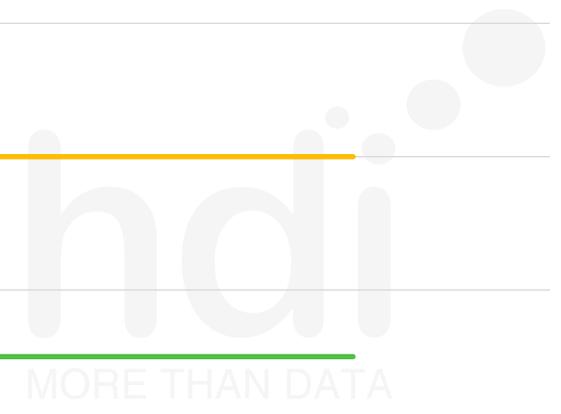
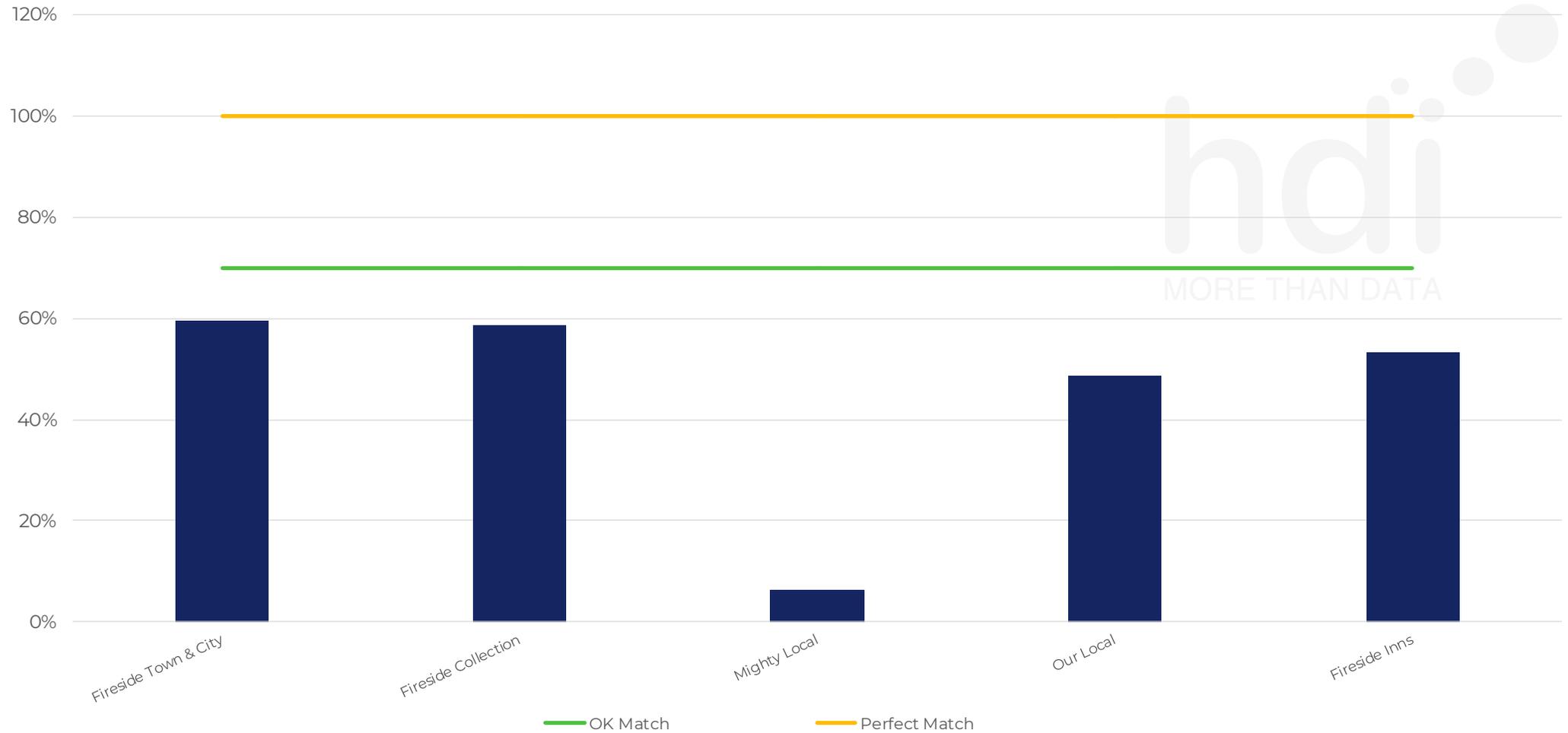


- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led



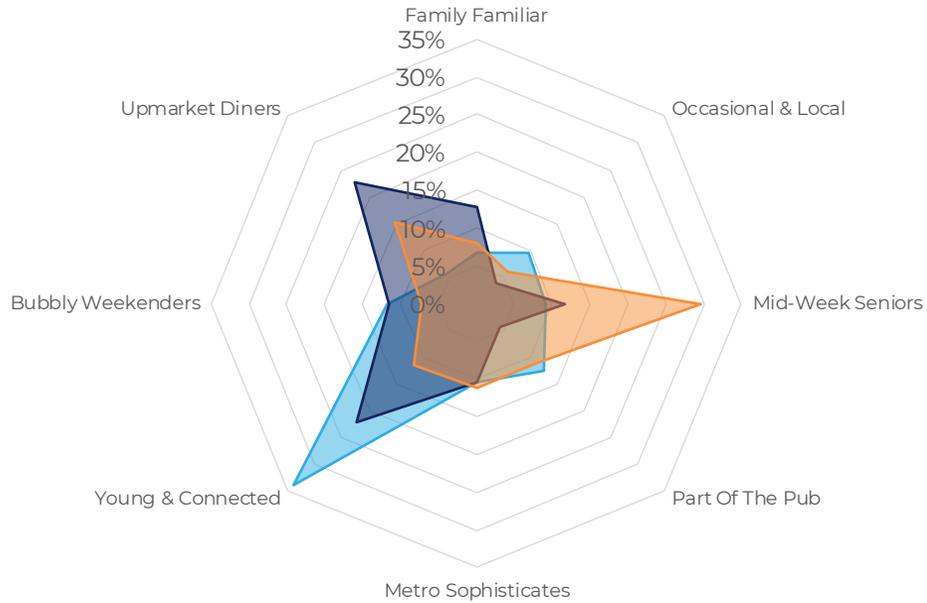
Site Potential 2

Concept Recommendation





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
Wheatsheaf	179	6.75%	9.65%	9.22%	12.51%	10.49%	34.10%	11.64%	5.60%
Local Catchment	5253	12.76%	3.84%	11.73%	4.59%	10.46%	22.34%	11.52%	22.72%
Punch T&L	110504	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Wheatsheaf vs Local Catchment		-6.01%	5.81%	-2.51%	7.92%	0.03%	11.76%	0.12%	-17.12%
Wheatsheaf vs Punch T&L		-1.33%	3.73%	-20.32%	1.33%	-0.80%	22.48%	4.49%	-9.59%
Local Catchment vs Punch T&L		4.68%	-2.08%	-17.81%	-6.59%	-0.83%	10.72%	4.37%	7.53%

■ Wheatsheaf

■ 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
Golden Fleece Chelmsford CM11JP	1022	7.55%	1.99%	7.57%	6.28%	12.53%	33.90%	19.20%	10.95%
The Plough CM11HY	707	5.53%	2.84%	11.53%	12.87%	16.95%	32.12%	9.14%	8.99%
Wheatsheaf CM11NT	179	6.75%	9.65%	9.22%	12.51%	10.49%	34.10%	11.64%	5.60%
Gardeners (Chelmsford) CM16XW	219	15.40%	4.76%	5.90%	26.34%	10.06%	20.16%	11.69%	5.65%
Bar & Beyond CM20HR	408	9.44%	4.00%	3.84%	1.41%	6.80%	53.10%	12.26%	9.11%
The Ivory Peg CM20SW	614	13.33%	22.97%	12.49%	9.66%	4.03%	25.09%	7.45%	4.95%
Popworld Chelmsford CM26JE	446	10.24%	8.71%	1.84%	0.68%	2.64%	50.63%	19.74%	5.49%
Slug And Lettuce Chelmsford CM26FL	679	12.64%	3.89%	5.90%	2.11%	5.33%	38.63%	17.89%	13.58%
Miller & Carter Chelmsford CM26NL	383	19.48%	1.80%	7.83%	0.26%	5.78%	17.85%	9.59%	37.37%
Be At One Chelmsford CM20LR	487	7.65%	2.24%	6.12%	3.98%	12.29%	37.20%	20.87%	9.62%
Walkabout Chelmsford CM26JE	323	5.46%	4.85%	5.19%	4.49%	9.06%	48.12%	15.21%	7.58%
Cosy Club Chelmsford CM26JX	663	7.81%	1.51%	7.35%	1.60%	14.09%	21.26%	16.53%	29.80%
The Angel CM17AH	360	9.35%	1.39%	23.05%	1.02%	15.65%	14.35%	9.99%	25.17%
Boom Battle Bar Chelmsford CM11GH	619	9.07%	1.17%	4.98%	1.98%	8.38%	31.25%	20.83%	22.29%
Lion Inn CM33JA	810	7.60%	1.67%	14.04%	1.79%	15.34%	11.14%	7.48%	40.91%
The White Horse CM27HH	222	13.71%	1.05%	18.61%	18.73%	20.90%	10.30%	4.33%	12.33%
The Plough CM26BA	388	27.23%	9.16%	16.05%	0.94%	4.61%	12.30%	10.38%	19.28%
Toby Carvery Chelmsford CM26AD	418	39.07%	6.71%	13.99%	1.50%	4.85%	17.75%	5.59%	10.52%
Horse & Groom (Writtle) CM13RU	281	11.56%	3.53%	20.80%	0.86%	2.75%	13.62%	5.89%	40.96%
Flyer (Chelmsford) CM14UU	86	38.21%	11.31%	2.83%	3.72%	5.67%	29.01%	1.86%	7.35%
Ego at Running Mare CM28PN	360	8.64%	2.50%	15.98%	1.86%	8.38%	6.70%	8.72%	47.18%
Endeavour CM26AW	74	0.86%	5.64%	10.38%	5.85%	40.10%	4.90%	4.11%	28.13%
The Fox and Raven CM26NL	201	9.23%	2.67%	22.40%	0.64%	8.64%	15.36%	11.26%	29.76%
Grange (Boreham) CM33HJ	378	13.54%	0.96%	22.83%	2.89%	6.69%	13.92%	9.83%	29.30%
Great Baddow Barn (Chelmsford) CM28NB	211	30.26%	5.10%	19.53%	11.15%	4.42%	15.61%	8.31%	5.58%