



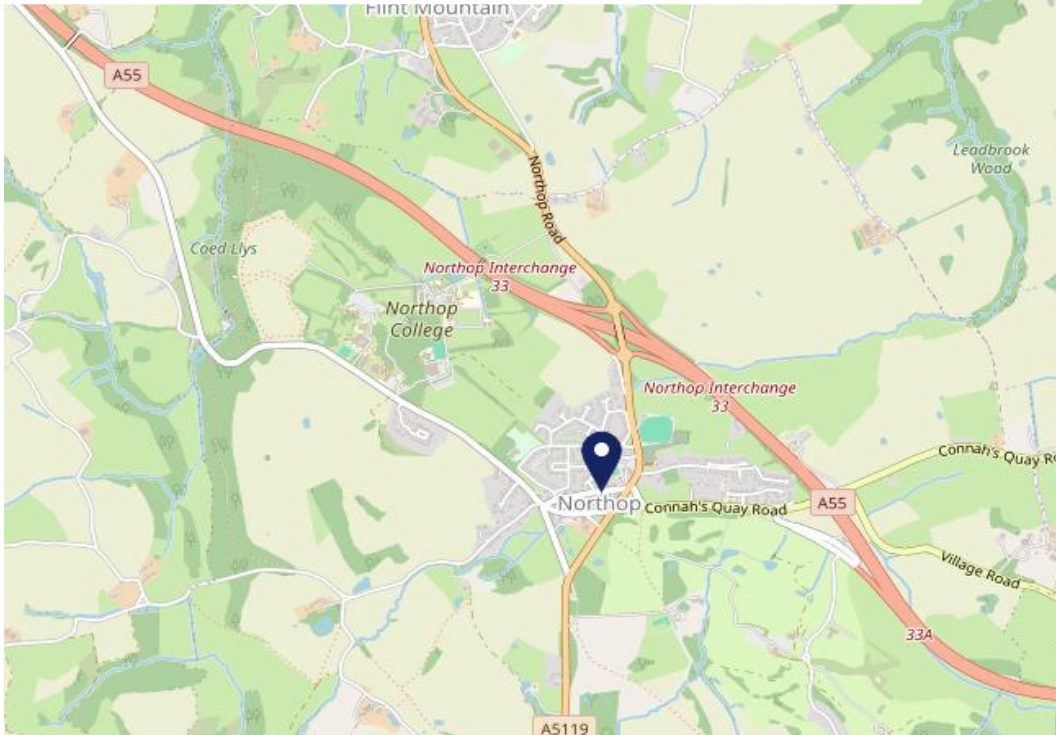
## Site Summary



## Boot Inn CH76BQ

CH76BQ

Punch - Our Local

**Work Area**  
Chester**Region**  
Wales**TV Region**  
Harwest**Urbanicity**  
Rural village**ATV**  
**£11.52****Gender**  
**65.86%**  
Male**Affluence**  
**45.04%**  
High Income**Segmentation**  
**16.47%**  
Prosperous Professionals**Age Group**  
**29.60%**  
45 to 54**Visit Day**  
**21.89%**  
Sat

## Top Competitors

**Glasfryn (Mold)**  
CH76LR

#1



Brunning &amp; Price

**Pen Y Bont Farm Pub**  
CH71UJ

#2



Marstons Premium Pubs

**Top Monkey**  
CH76HS

#3



Marstons Community Non Catering

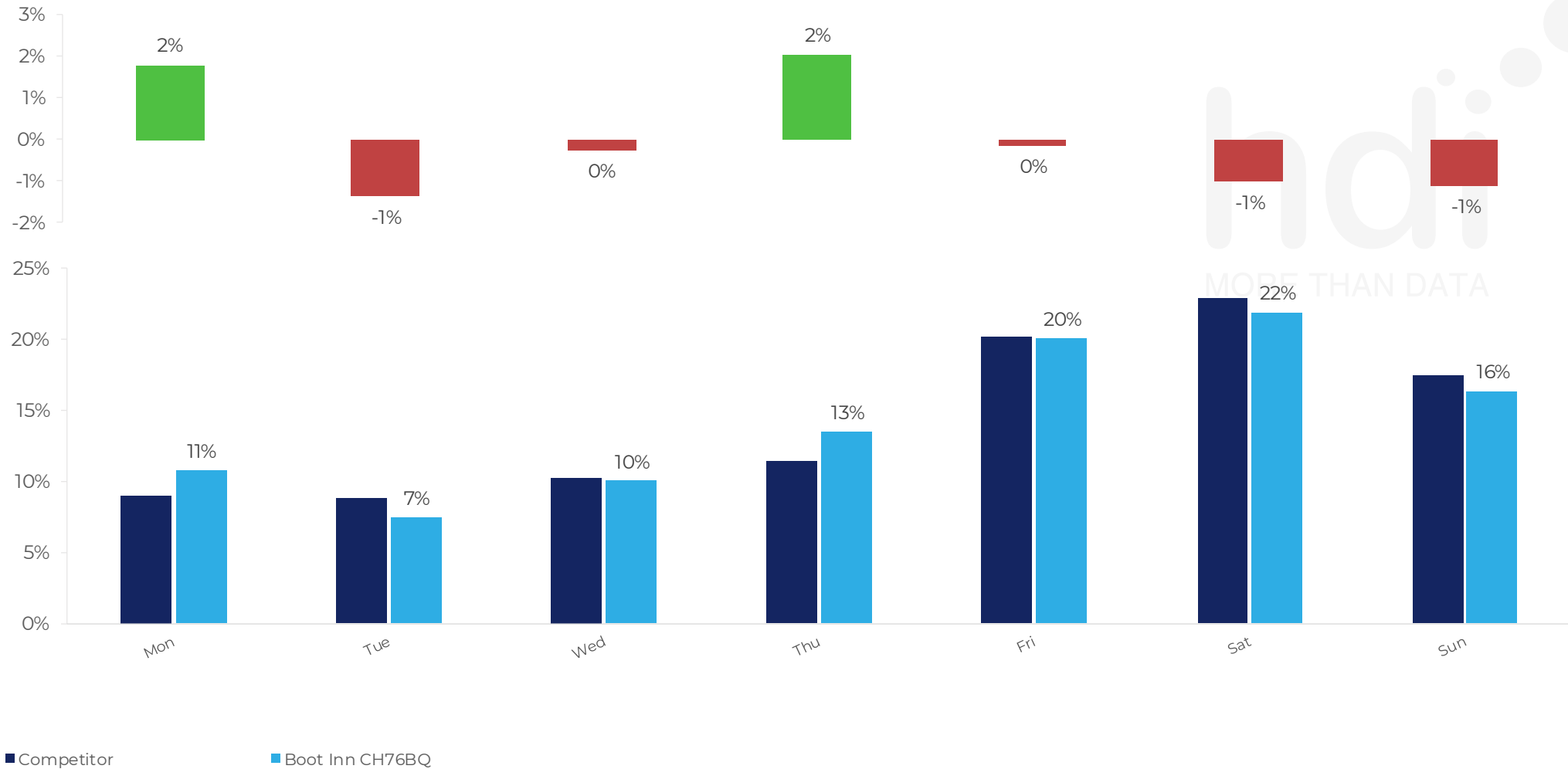
**Nearest Station**  
Flint(4.70 miles)



## Spend by Weekpart

How is customer spend distributed throughout the week for Boot Inn CH76BQ versus its competitors?

% of spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

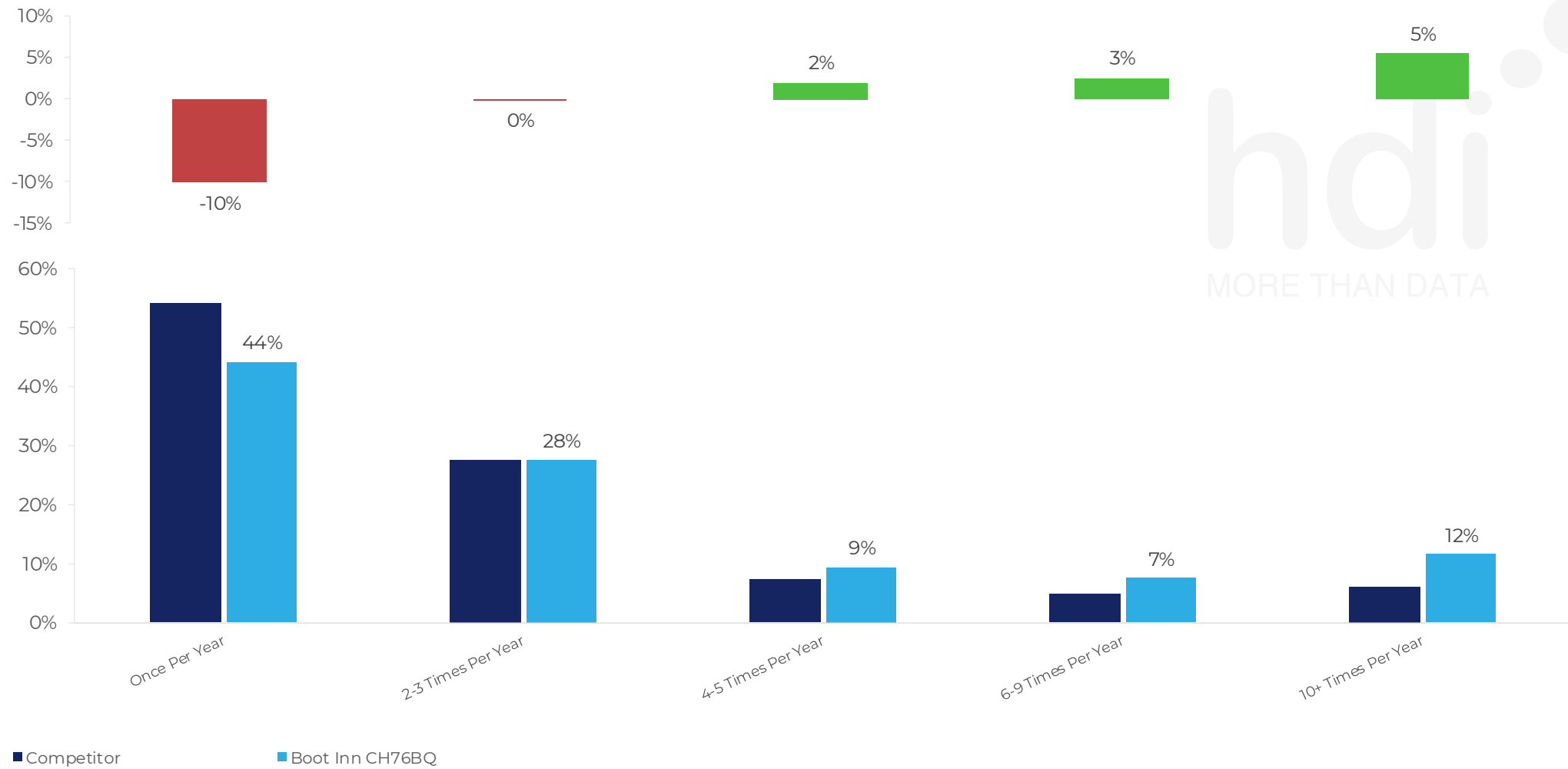




## Visit Frequency

How frequently per year do customers visit Boot Inn CH76BQ versus its competitors?

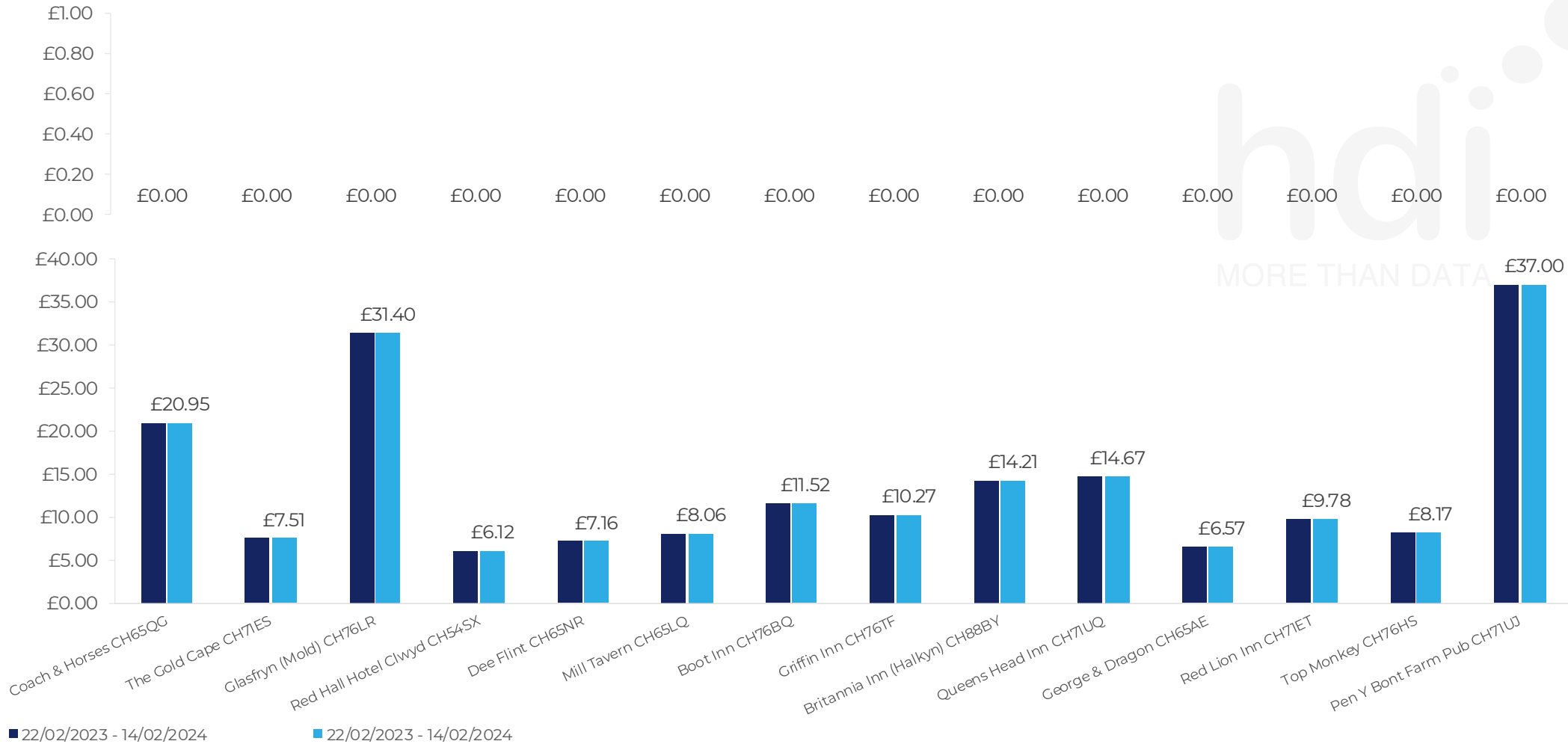
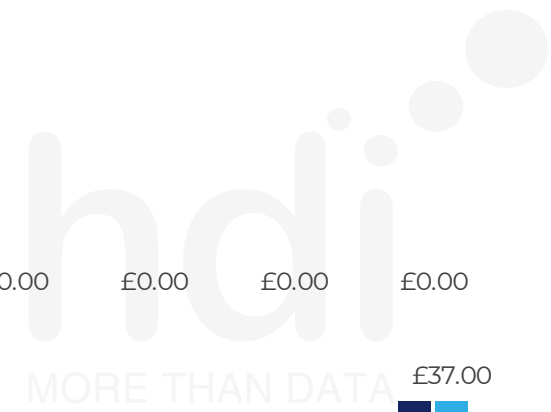
% of customer numbers for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





## ATV Change

How has ATV changed between two date ranges?

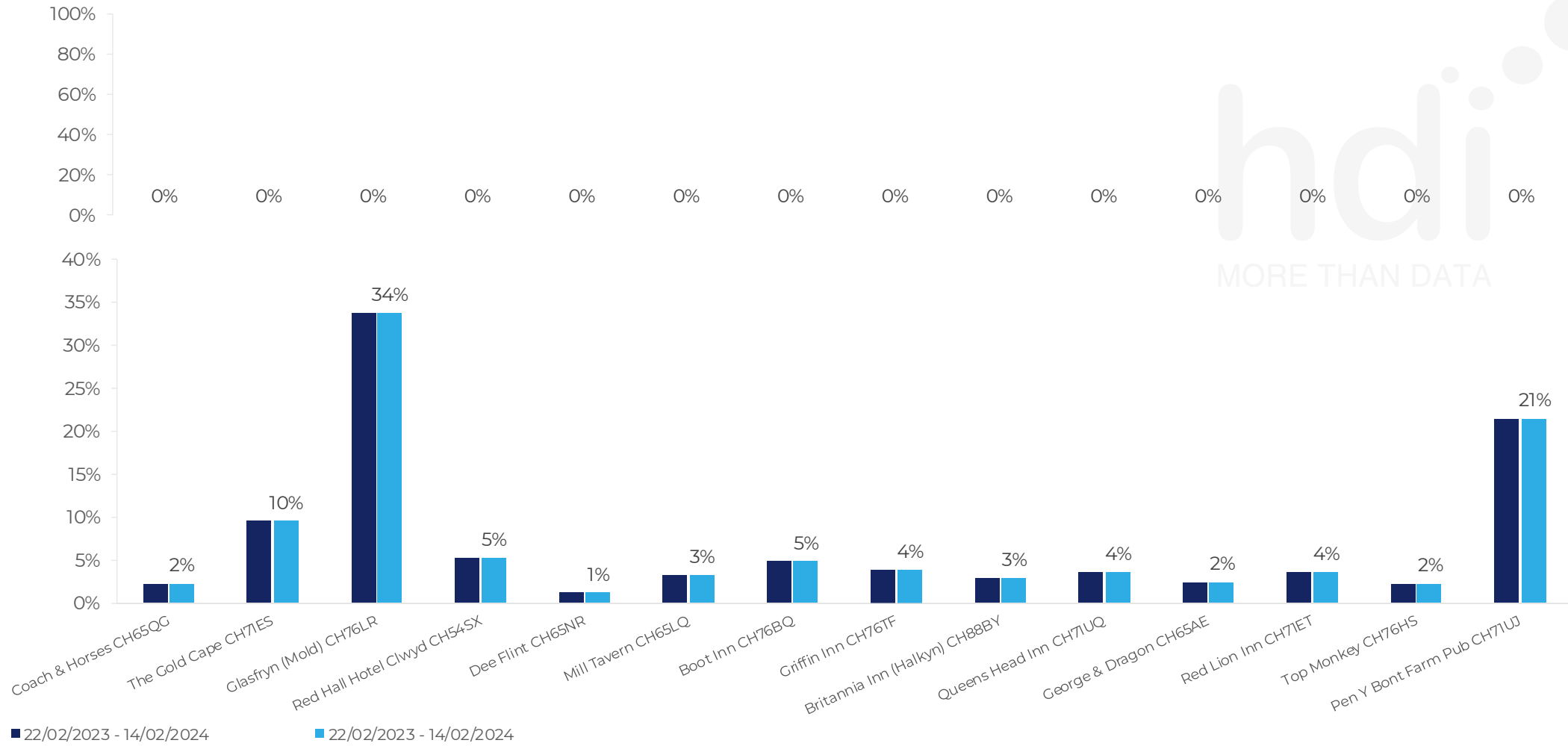
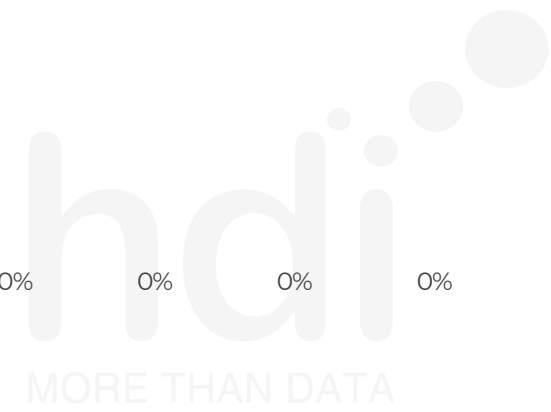




## Market Share Change

How has market share changed between two date ranges?

% of market share spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

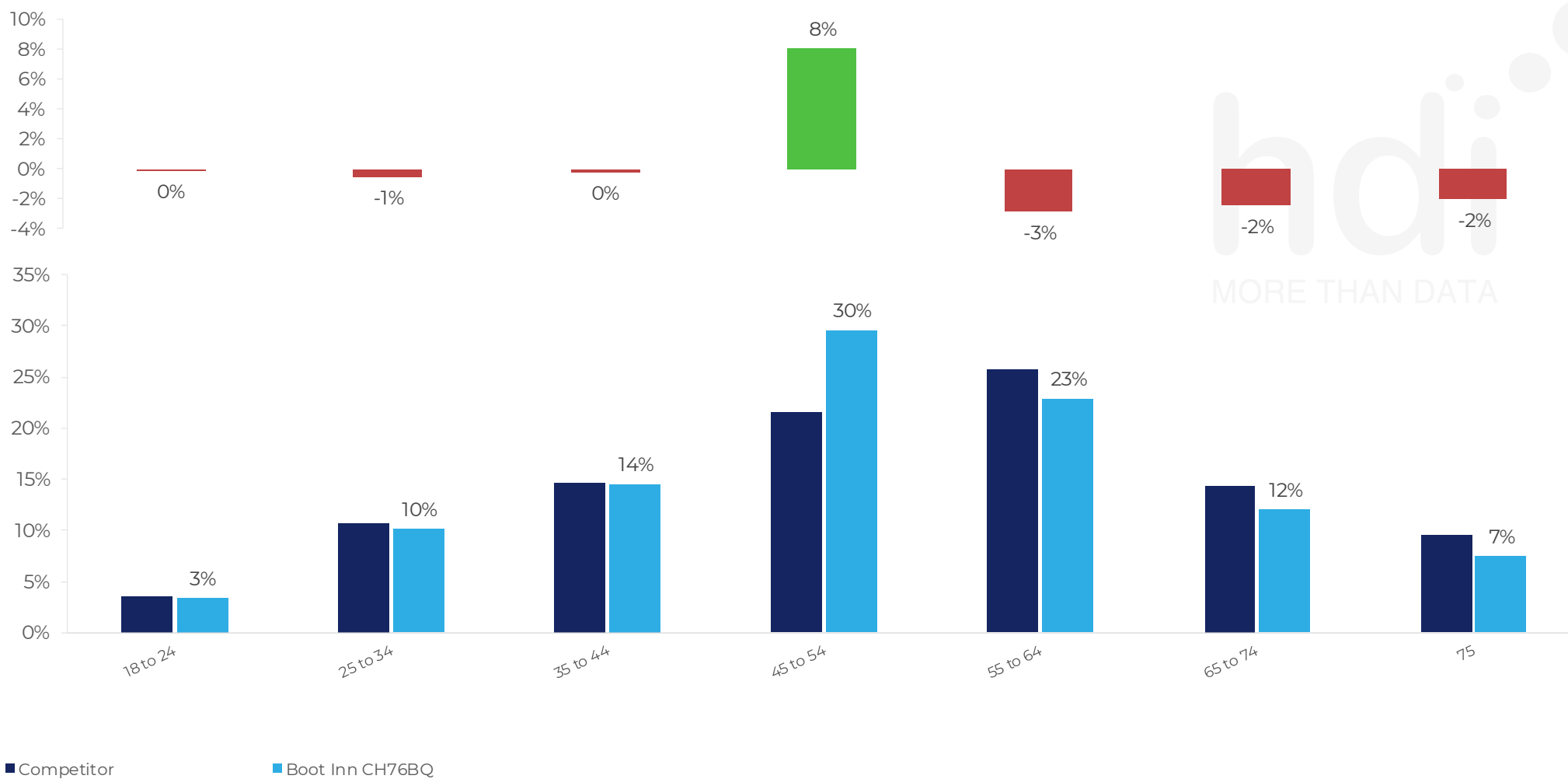




Age

How does the age profile of customers who visit Boot Inn CH76BQ compare versus its competitors?

% of spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

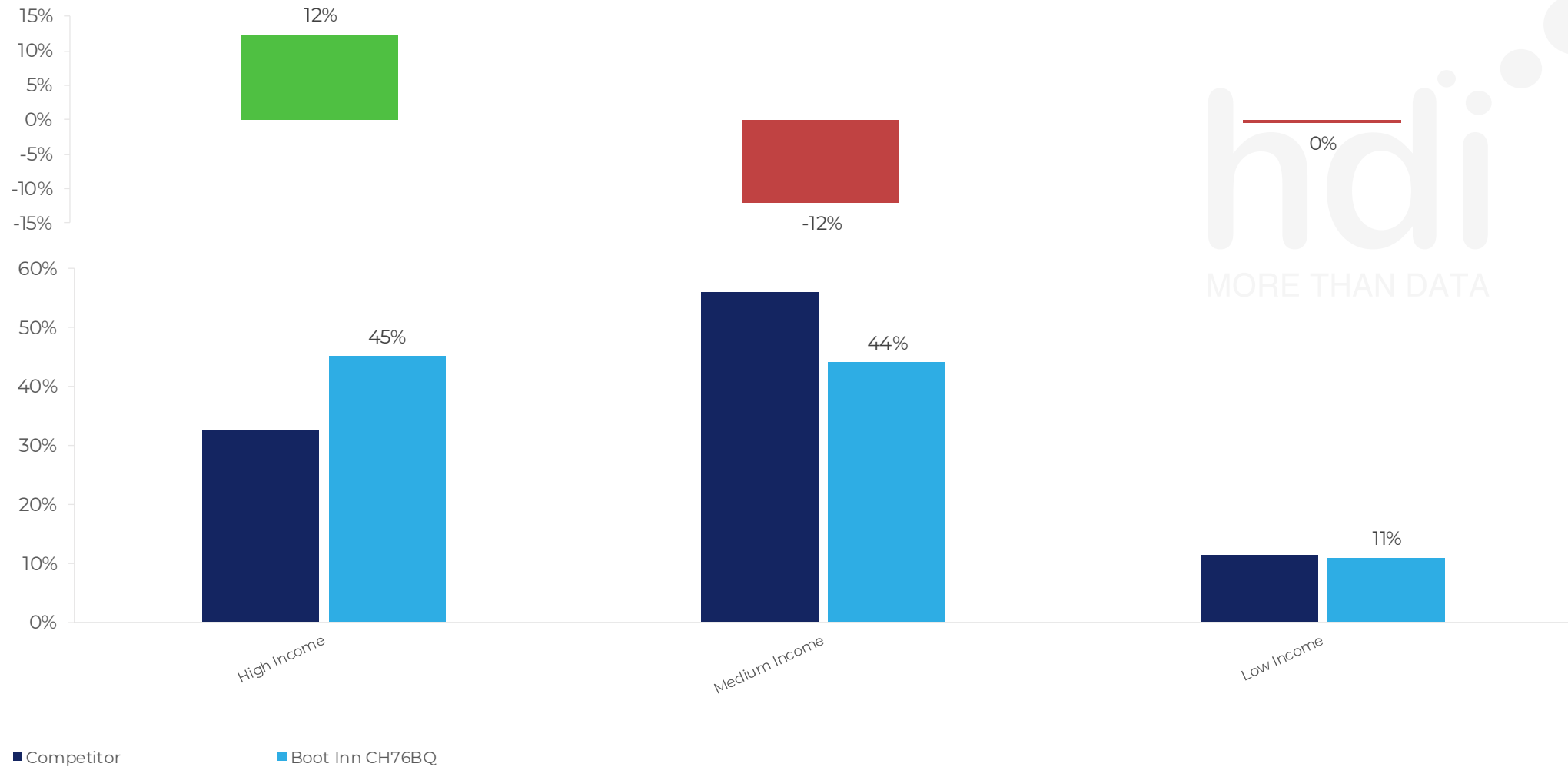




## Affluence

How does the affluence of customers who visit Boot Inn CH76BQ compare versus its competitors?

% of spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

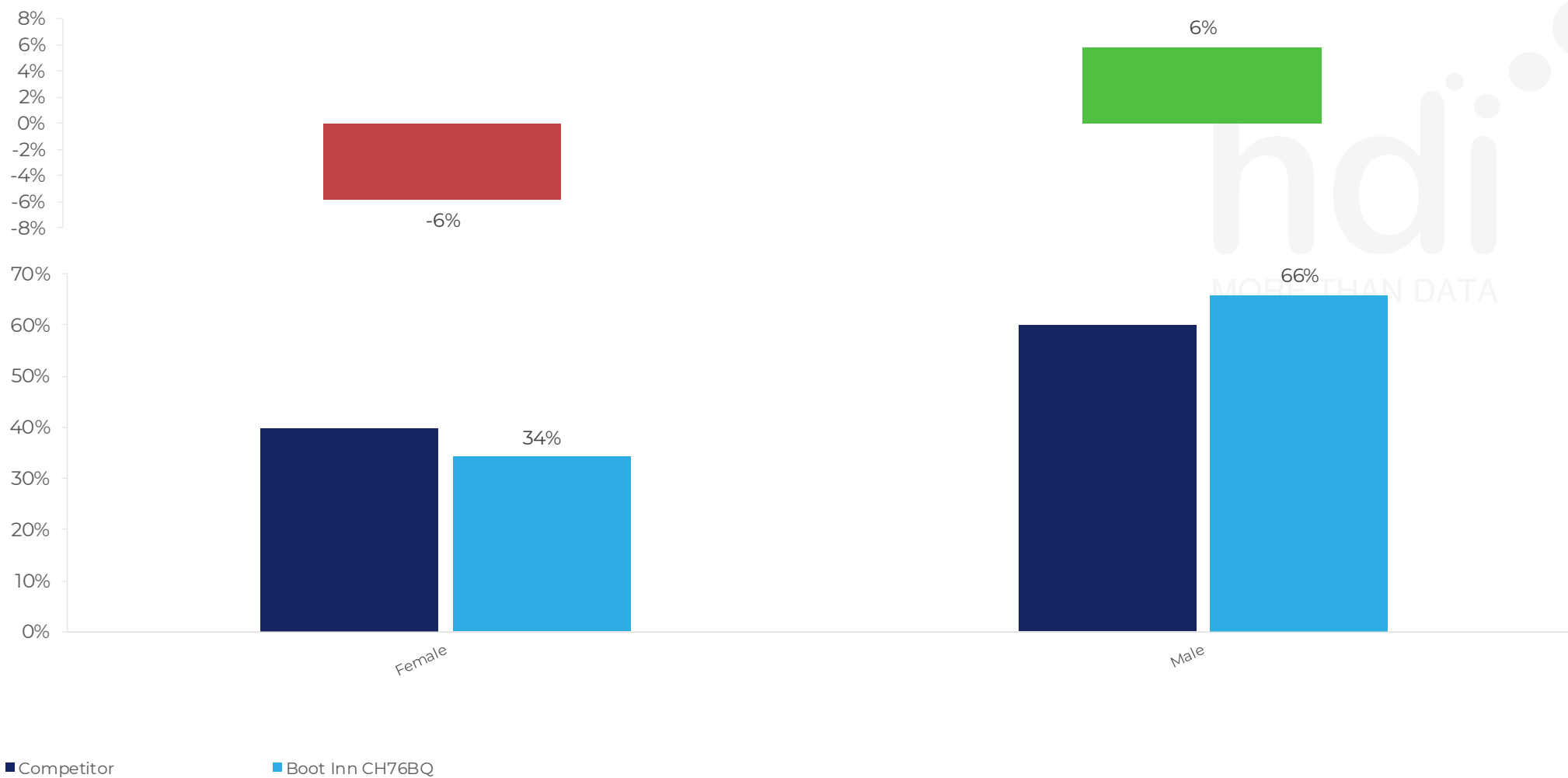




## Gender

How does the gender profile of customers who visit Boot Inn CH76BQ compare versus its competitors?

% of spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



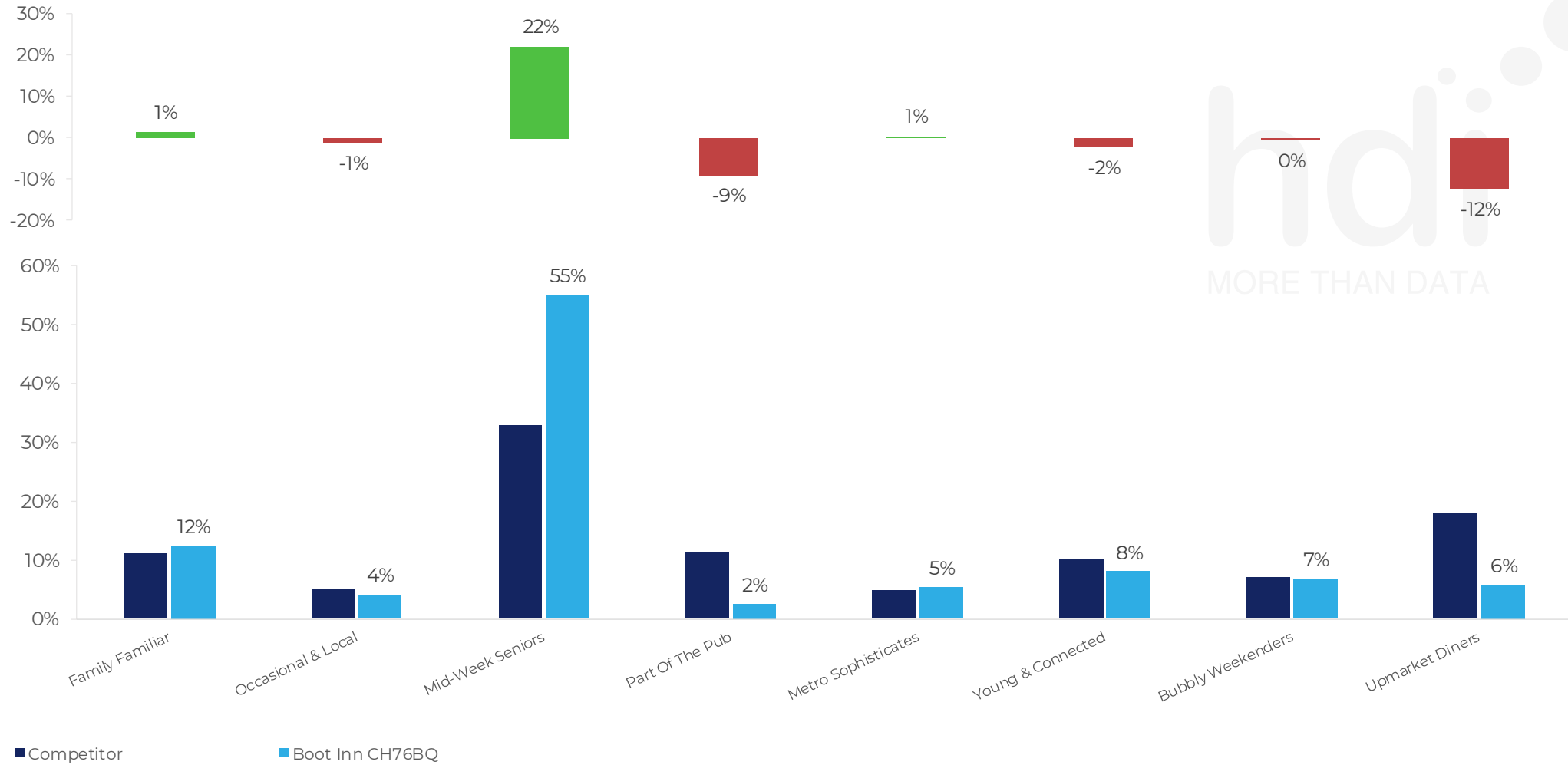




## Punch Segmentation

How does the Custom segmentation profile of customers who visit Boot Inn CH76BQ compare versus its competitors?

% of spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

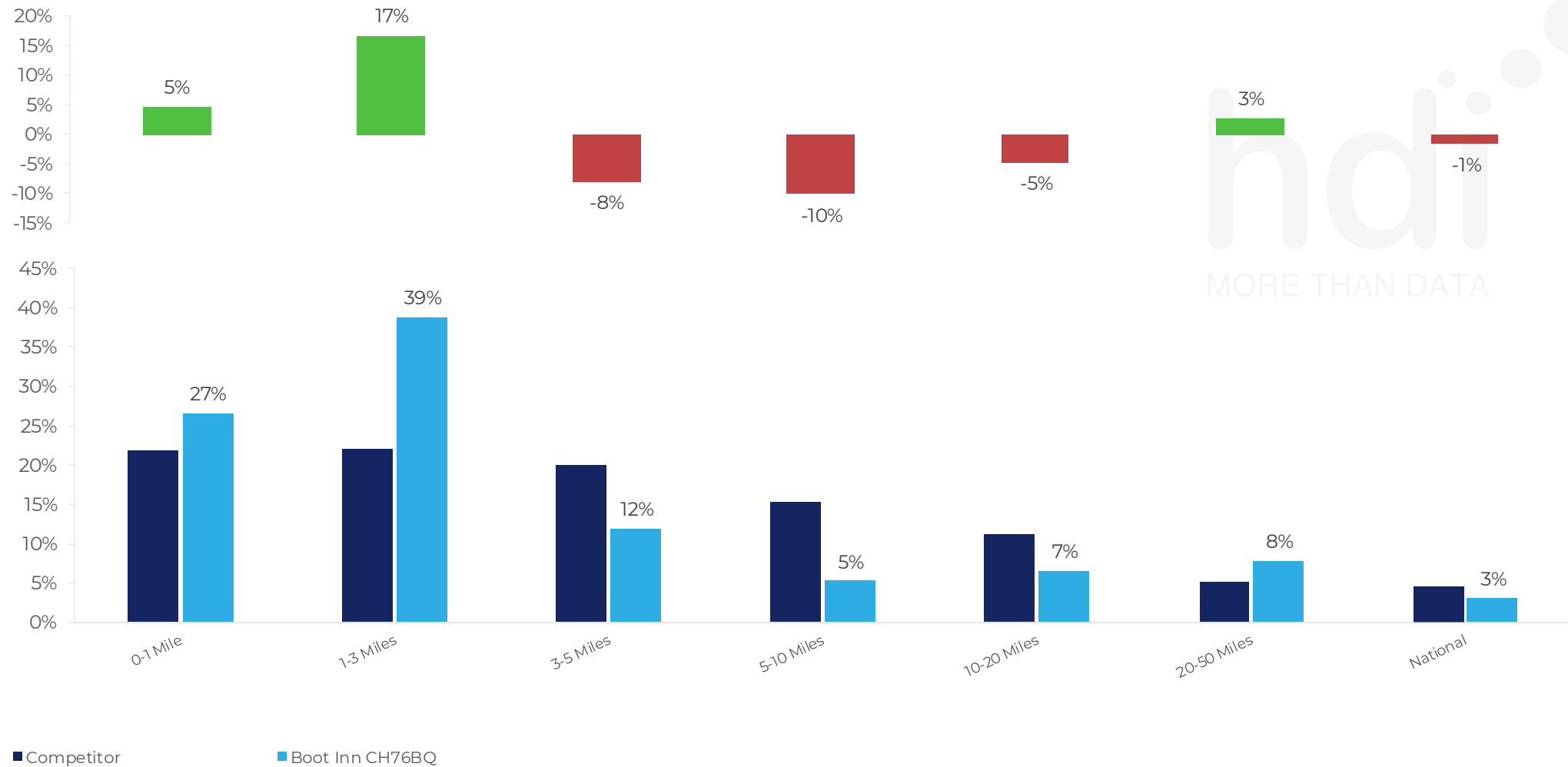




## Spend by Distance

How does the spend profile of Boot Inn CH76BQ compare versus its competitors based on travel distances?

% of spend for Boot Inn CH76BQ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

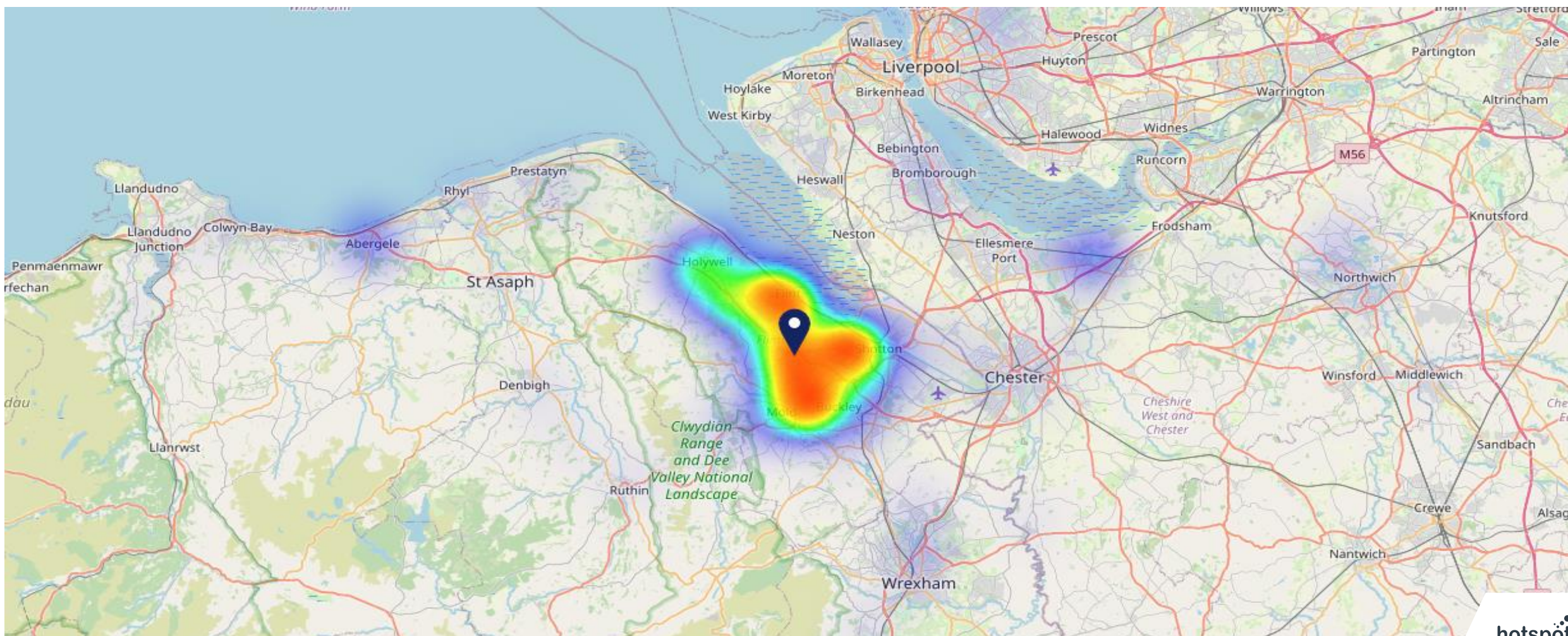




## Map of Guest Origin

Where do customers of Boot Inn CH76BQ come from?

Where do customers of Boot Inn CH76BQ for 22/02/2023 - 14/02/2024 live

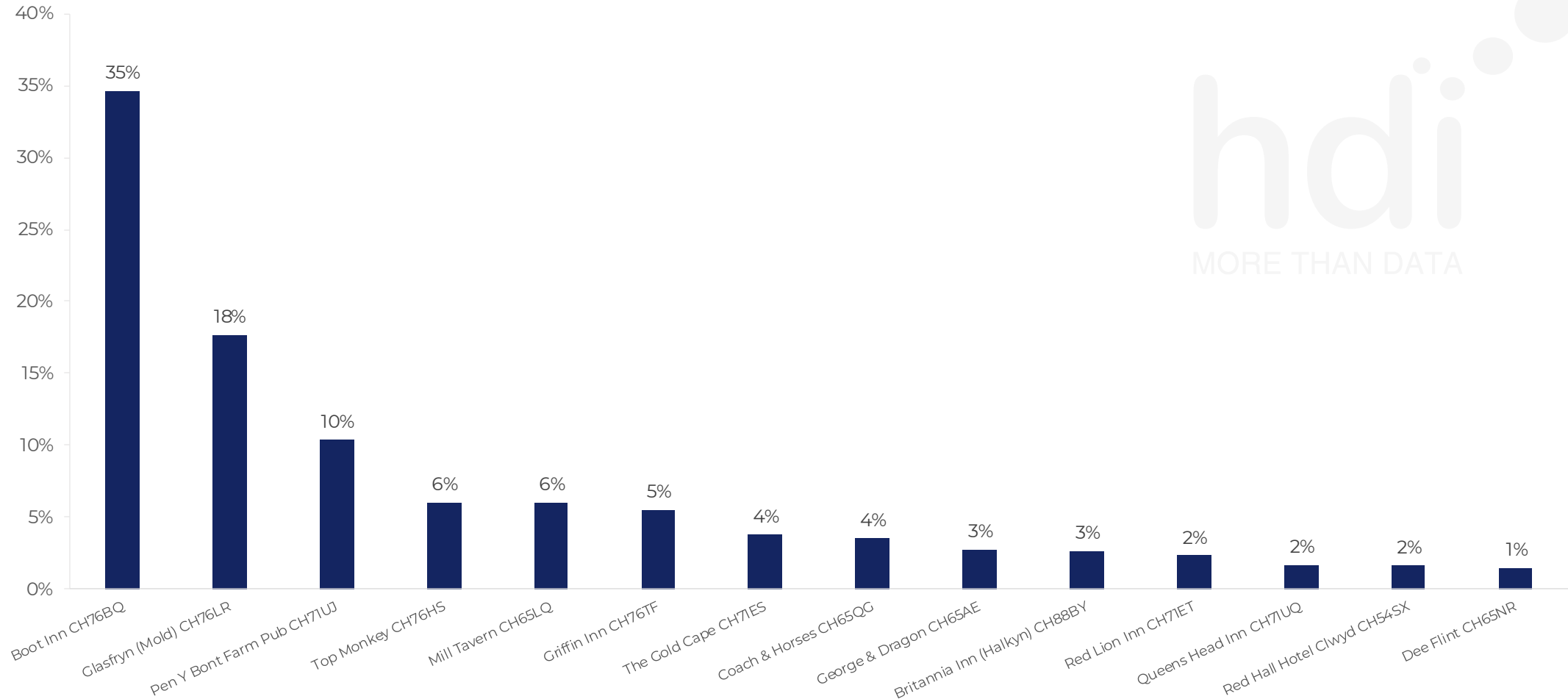




## Share of Wallet

What are the Top 20 venues (by spend) that customers of Boot Inn CH76BQ also visit?

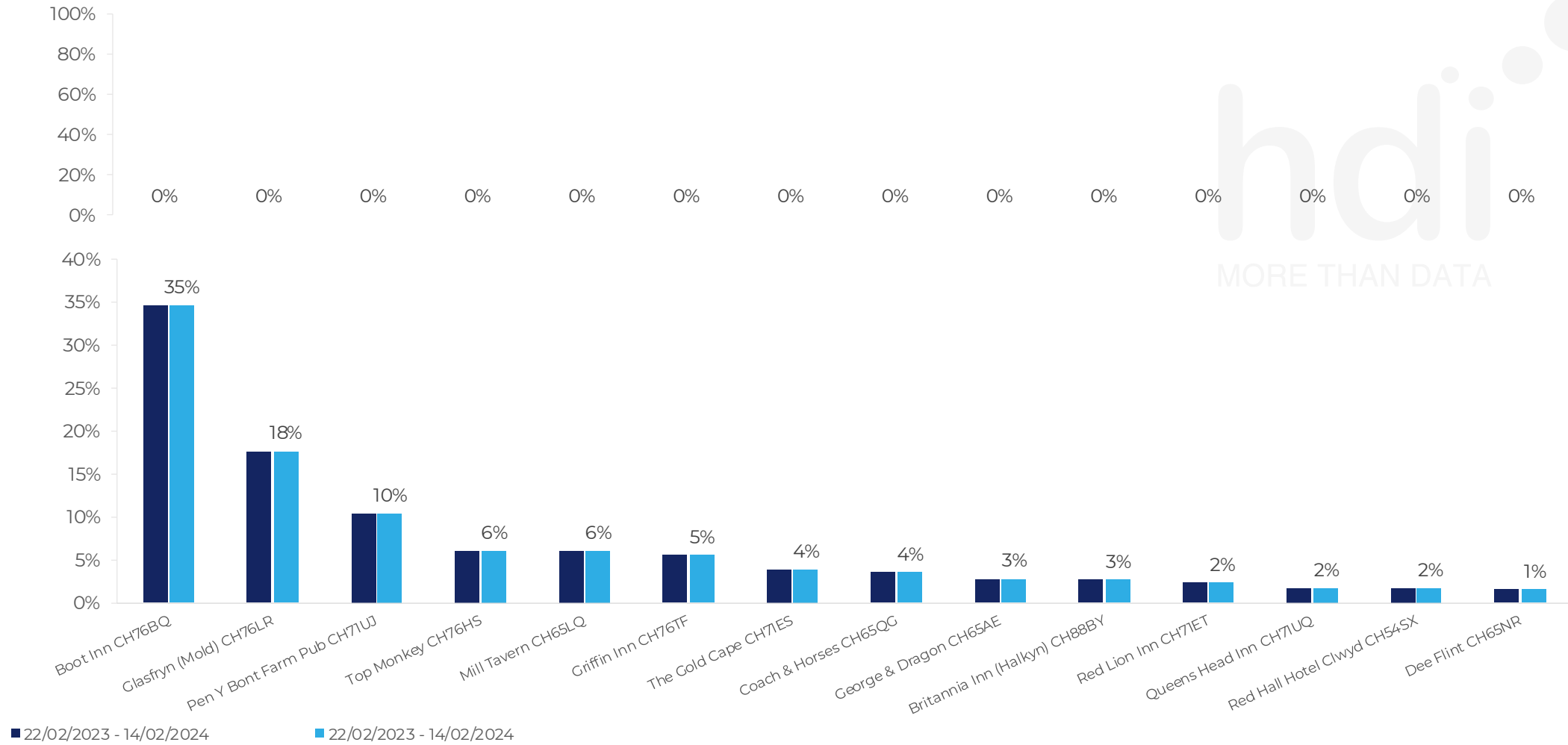
For customers of Boot Inn CH76BQ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





## Share of Wallet Change

How has share of wallet of customers of Boot Inn CH76BQ changed between two date ranges?





## Market Summary

How does the local area for Boot Inn CH76BQ 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	£1.48M	5	£1.48M	4	£3.29 M	3	£53.00M	5
Weekpart	Mon - Thu	39.7%	5	39.7%	5	39.1%	4	42.2%	6
Weekpart	Fri - Sat	41.7%	4	41.7%	4	40.2%	3	42.1%	6
Weekpart	Sun	18.6%	9	18.6%	9	20.7%	10	15.6%	5
Age	18 to 24	0.7%	1	0.7%	1	2.0%	1	5.8%	4
Age	25 to 34	10.3%	1	10.3%	1	9.8%	1	14.6%	1
Age	35 to 44	13.2%	1	13.2%	1	14.5%	1	22.0%	4
Age	45 to 54	27.4%	10	27.4%	10	22.3%	8	21.8%	8
Age	55 to 64	22.4%	9	22.4%	9	27.9%	10	20.0%	9
Age	65 to 74	16.0%	10	16.0%	10	13.5%	10	10.4%	9
Age	75+	10.1%	10	10.1%	10	9.9%	10	5.3%	9
CAMEO	Business Elite	9.3%	7	9.3%	7	10.4%	7	7.2%	5
CAMEO	Prosperous Professionals	10.6%	9	10.6%	9	10.6%	9	10.9%	10
CAMEO	Flourishing Society	14.7%	7	14.7%	7	18.2%	8	12.6%	5
CAMEO	Content Communities	17.5%	9	17.5%	9	16.8%	9	15.4%	8
CAMEO	White Collar Neighbourhoods	18.5%	10	18.5%	10	16.9%	10	12.6%	7
CAMEO	Enterprising Mainstream	7.5%	5	7.5%	5	8.6%	6	9.9%	7
CAMEO	Paying The Mortgage	10.0%	3	10.0%	3	8.5%	2	15.5%	6
CAMEO	Cash Conscious Communities	2.6%	1	2.6%	1	2.3%	1	4.5%	1
CAMEO	On A Budget	6.6%	6	6.6%	6	5.0%	3	7.1%	6
CAMEO	Family Value	2.6%	6	2.6%	6	2.6%	6	4.4%	7
Affluence	AB	34.7%	7	34.7%	7	39.1%	8	30.7%	6
Affluence	C1C2	53.5%	8	53.5%	8	50.9%	6	53.4%	8
Affluence	DE	11.8%	3	11.8%	2	9.9%	2	16.0%	3





## Site Potential 1

## Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core



Achievable Average Weekly Takings

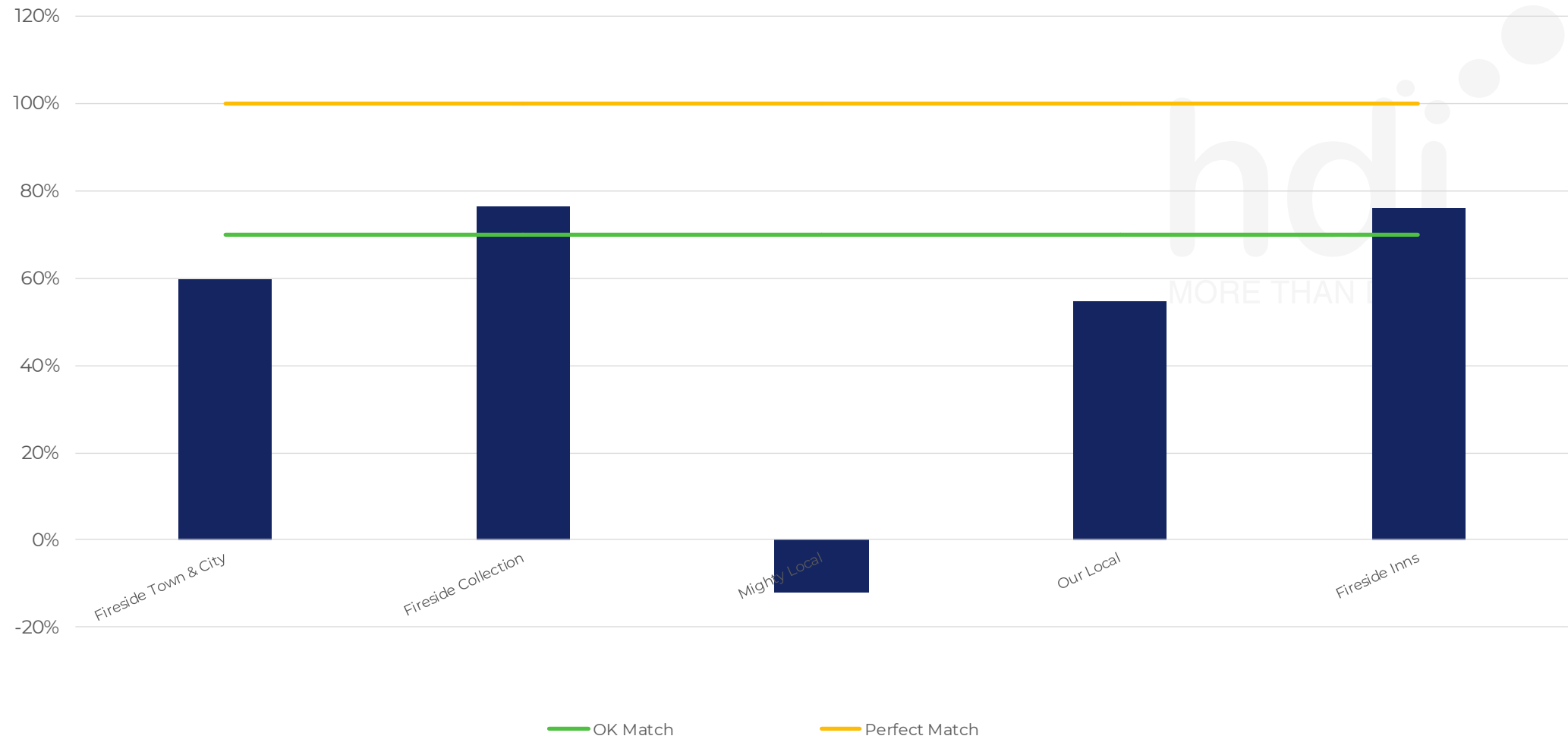
£9500

- 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

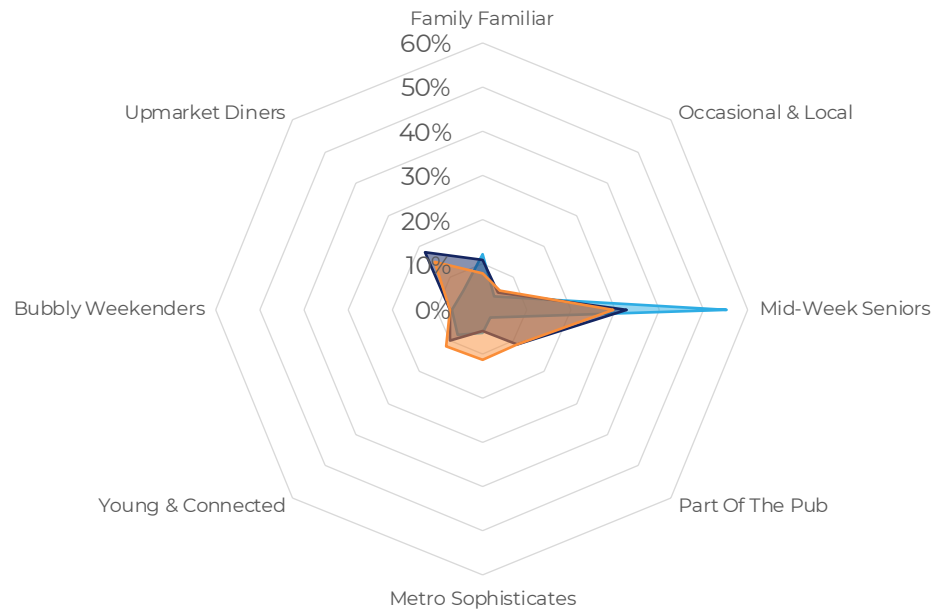
## Concept Recommendation







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
Boot Inn	155	12.45%	4.15%	55.03%	2.44%	5.35%	7.97%	6.82%	5.75%
Local Catchment	2229	10.96%	5.07%	32.80%	11.24%	4.84%	10.01%	7.14%	17.90%
Punch T&L	110506	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Boot Inn vs Local Catchment		1.49%	-0.92%	22.23%	-8.80%	0.51%	-2.04%	-0.32%	-12.15%
Boot Inn vs Punch T&L		4.37%	-1.77%	25.49%	-8.74%	-5.94%	-3.65%	-0.33%	-9.44%
Local Catchment vs Punch T&L		2.88%	-0.85%	3.26%	0.06%	-6.45%	-1.61%	-0.01%	2.71%

■ Boot Inn

■ 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
Boot Inn CH76BQ	155	12.45%	4.15%	55.03%	2.44%	5.35%	7.97%	6.82%	5.75%
Glasfryn (Mold) CH76LR	996	6.21%	1.73%	40.13%	2.44%	7.03%	6.41%	6.68%	29.33%
Pen Y Bont Farm Pub CH71UJ	597	17.59%	1.69%	39.26%	2.35%	2.33%	9.72%	6.41%	20.61%
Top Monkey CH76HS	98	11.57%	2.57%	11.62%	52.72%	1.65%	5.90%	10.06%	3.87%
Mill Tavern CH65LQ	76	24.64%	14.42%	7.49%	5.71%	13.00%	14.37%	12.12%	8.21%
Griffin Inn CH76TF	148	25.17%	10.92%	13.32%	4.72%	7.97%	22.81%	11.63%	3.43%
The Gold Cape CH71ES	623	19.18%	1.73%	18.70%	25.98%	6.87%	15.20%	6.60%	5.69%
Coach & Horses CH65QG	62	11.35%	0.45%	25.48%	2.80%	17.03%	7.24%	14.91%	20.70%
George & Dragon CH65AE	59	4.19%	41.22%	4.196%	8.23%	0.43%	1.76%	2.15%	0.03%
Britannia Inn (Halkyn) CH88BY	122	6.47%	0.80%	29.39%	7.72%	3.91%	7.26%	11.33%	33.09%
Red Lion Inn CH71ET	199	13.67%	0.66%	6.53%	23.05%	3.98%	25.88%	17.47%	8.72%
Queens Head Inn CH71UQ	125	5.35%	9.31%	59.50%	9.98%	0.76%	6.91%	2.24%	5.90%
Red Hall Hotel Clwyd CH54SX	133	2.99%	10.66%	10.22%	48.04%	1.09%	21.51%	4.98%	0.47%
Dee Flint CH65NR	93	17.01%	2.69%	32.61%	8.86%	7.33%	12.23%	16.13%	3.09%