



### Site Summary



## Crown & Glove S66BY

S66BY

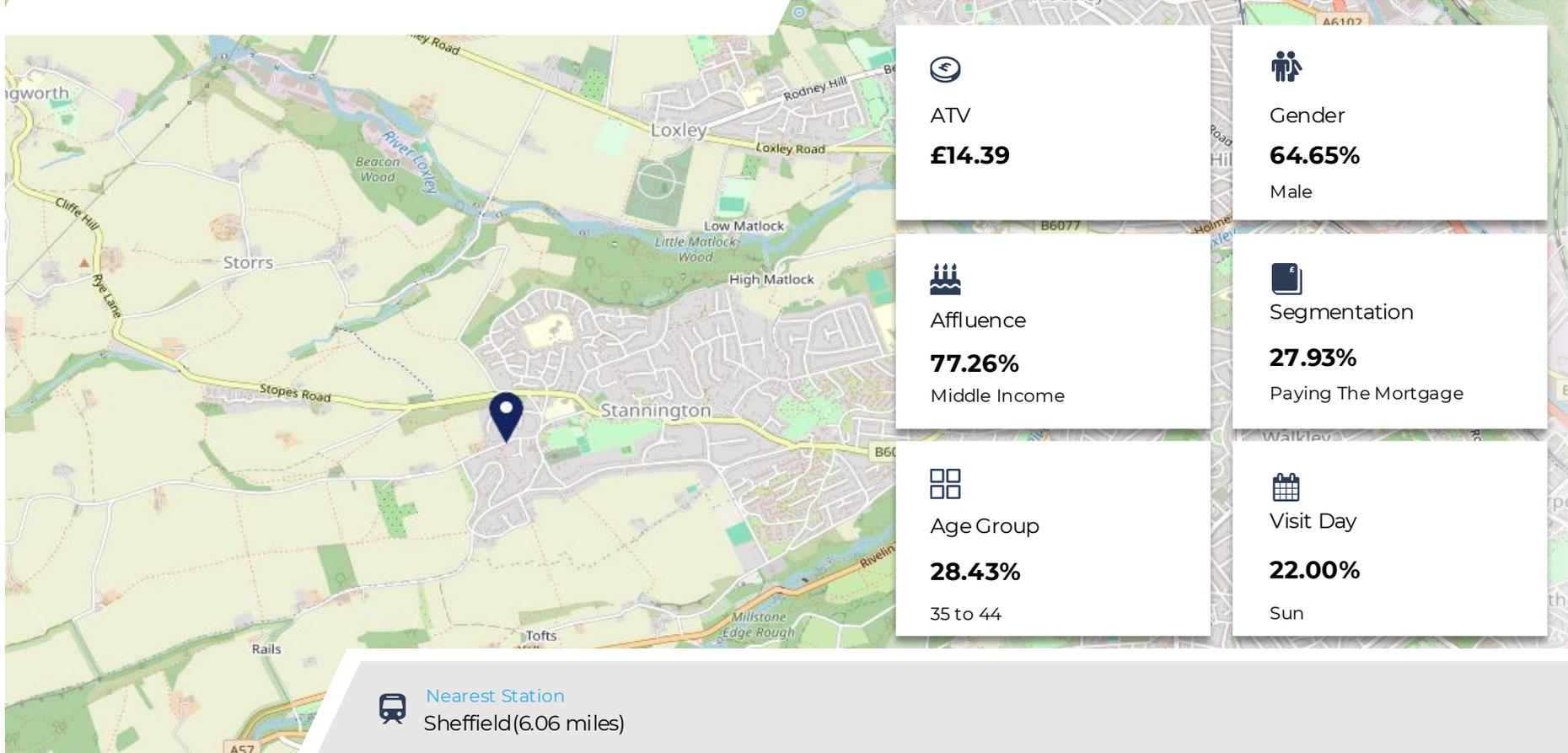
Punch - Our Local

**Work Area**  
Sheffield

**Region**  
Yorkshire and The Humber

**TV Region**  
Yorkshire

**Urbanicity**  
Urban minor conurbation



**ATV**  
**£14.39**

**Gender**  
**64.65%**  
Male

**Affluence**  
**77.26%**  
Middle Income

**Segmentation**  
**27.93%**  
Paying The Mortgage

**Age Group**  
**28.43%**  
35 to 44

**Visit Day**  
**22.00%**  
Sun

**Top Competitors**

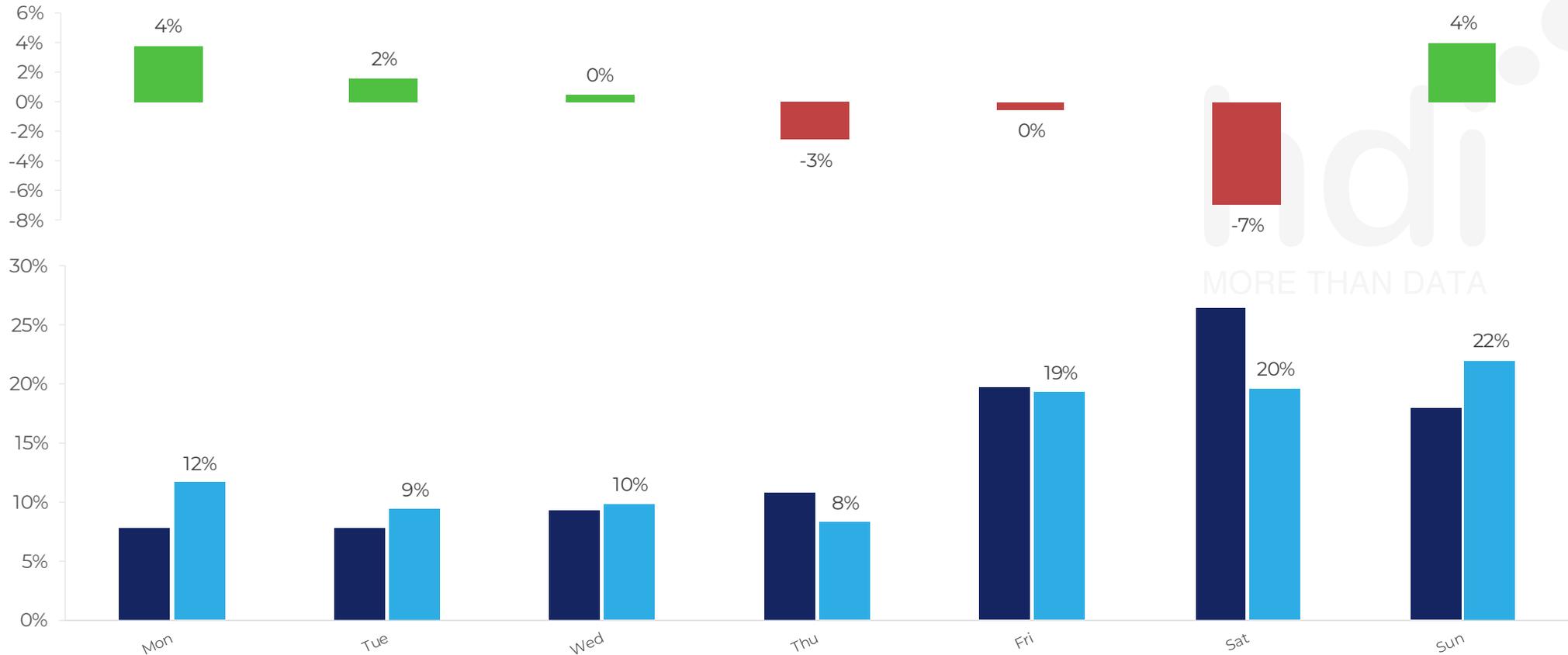
- Plough Inn** **#1**  
S66HW  
 Pub Restaurant
- The Ball** **#2**  
S101UD  
 GK - Pub & Social
- The Admiral Rodney** **#3**  
S66RU  
 Vintage Inns

**Nearest Station**  
Sheffield(6.06 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Crown & Glove S66BY versus its competitors?

% of spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

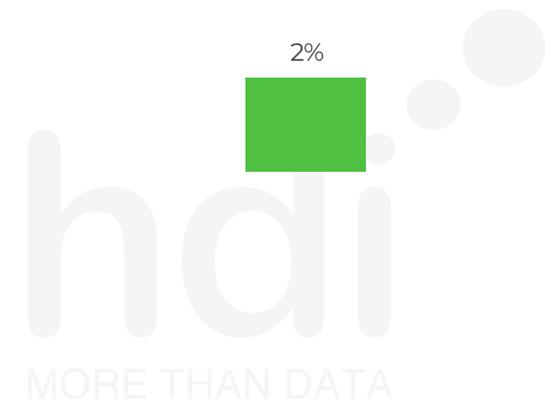
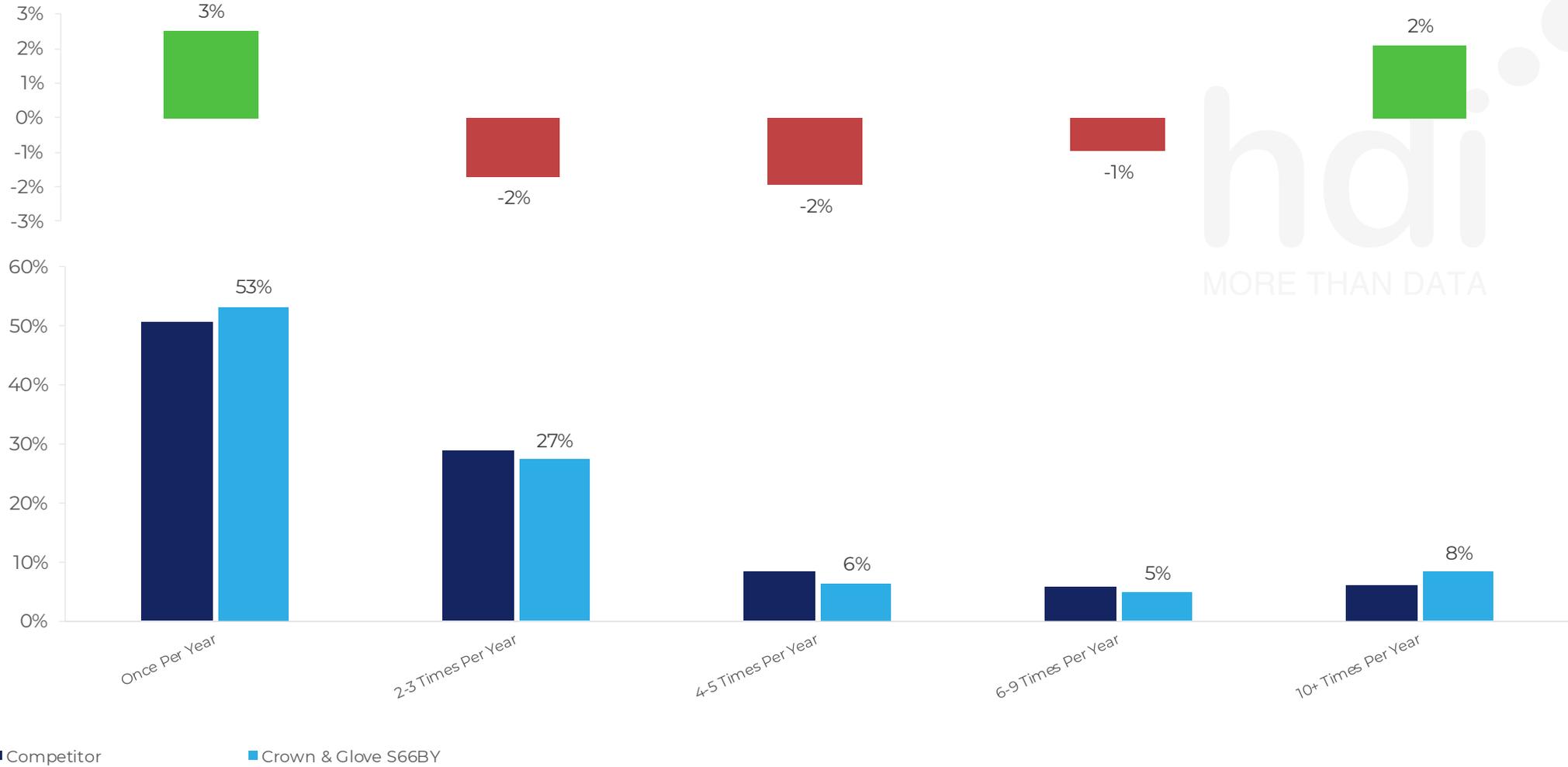
■ Crown & Glove S66BY



Visit Frequency

How frequently per year do customers visit Crown & Glove S66BY versus its competitors?

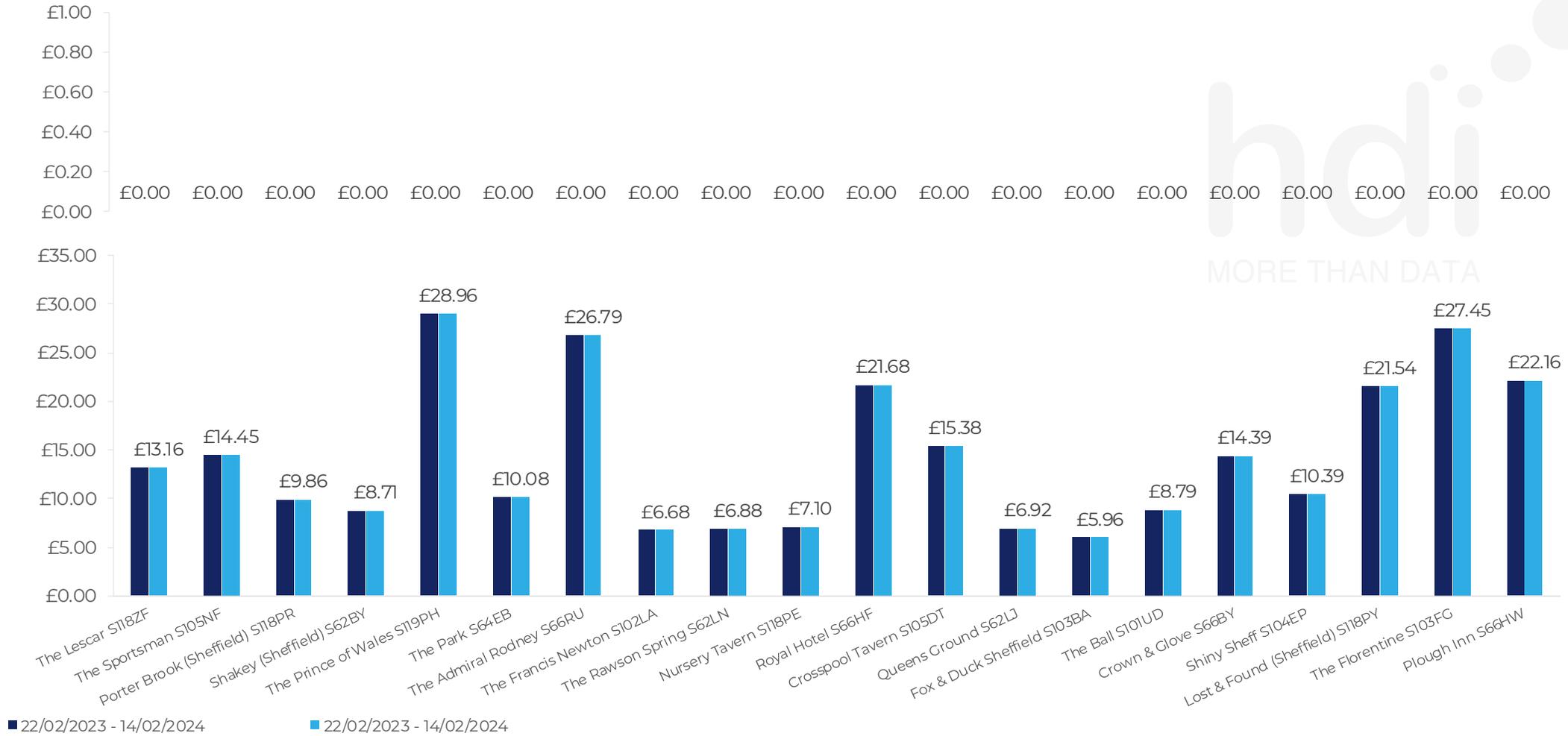
% of customer numbers for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

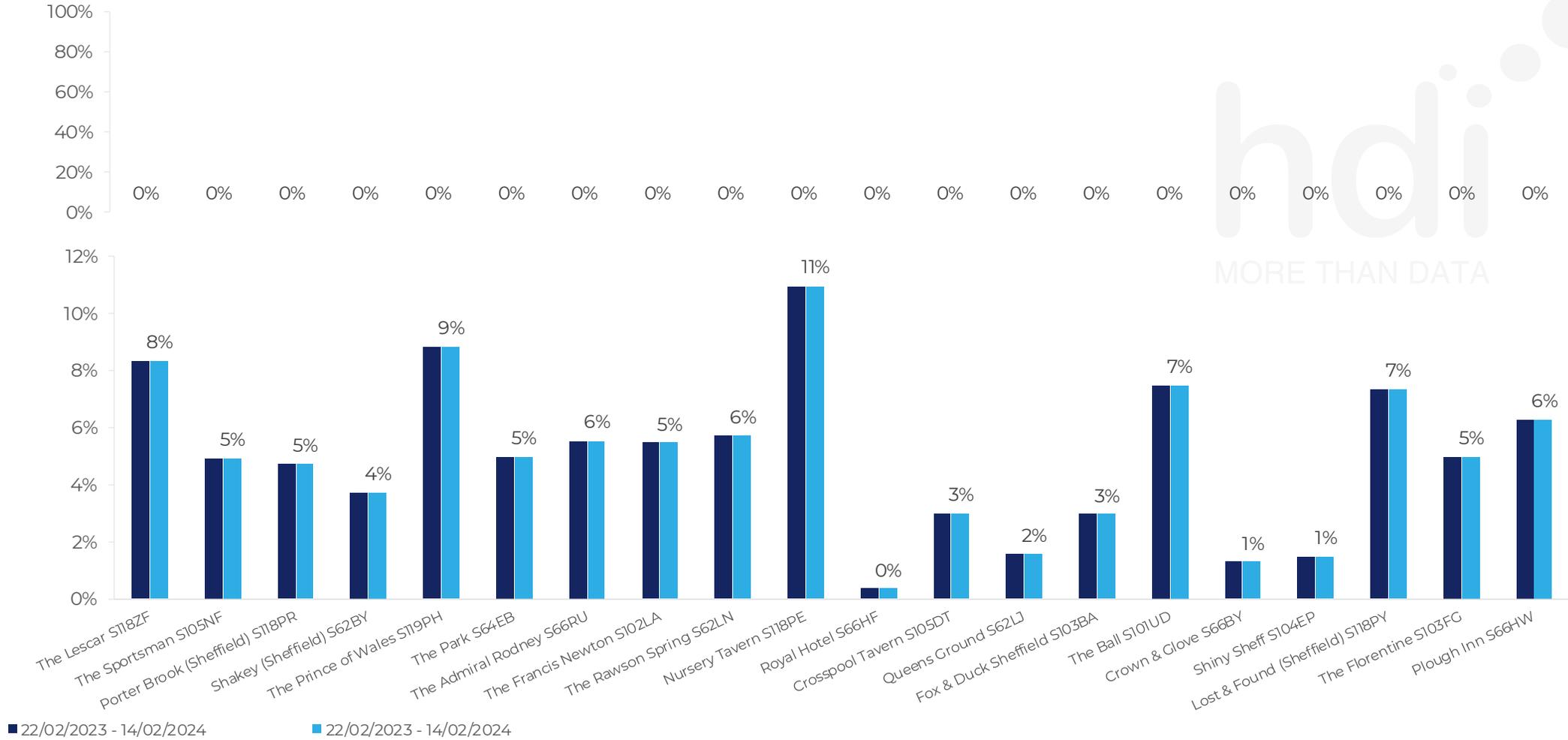
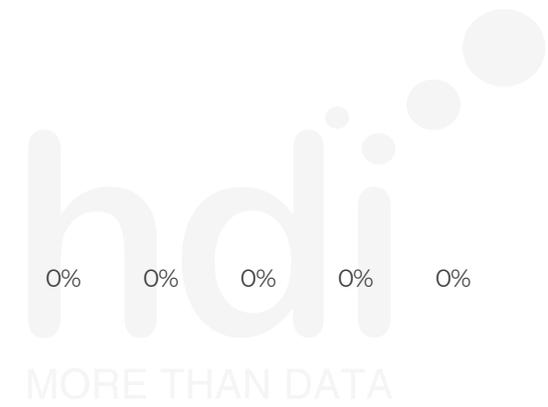




Market Share Change

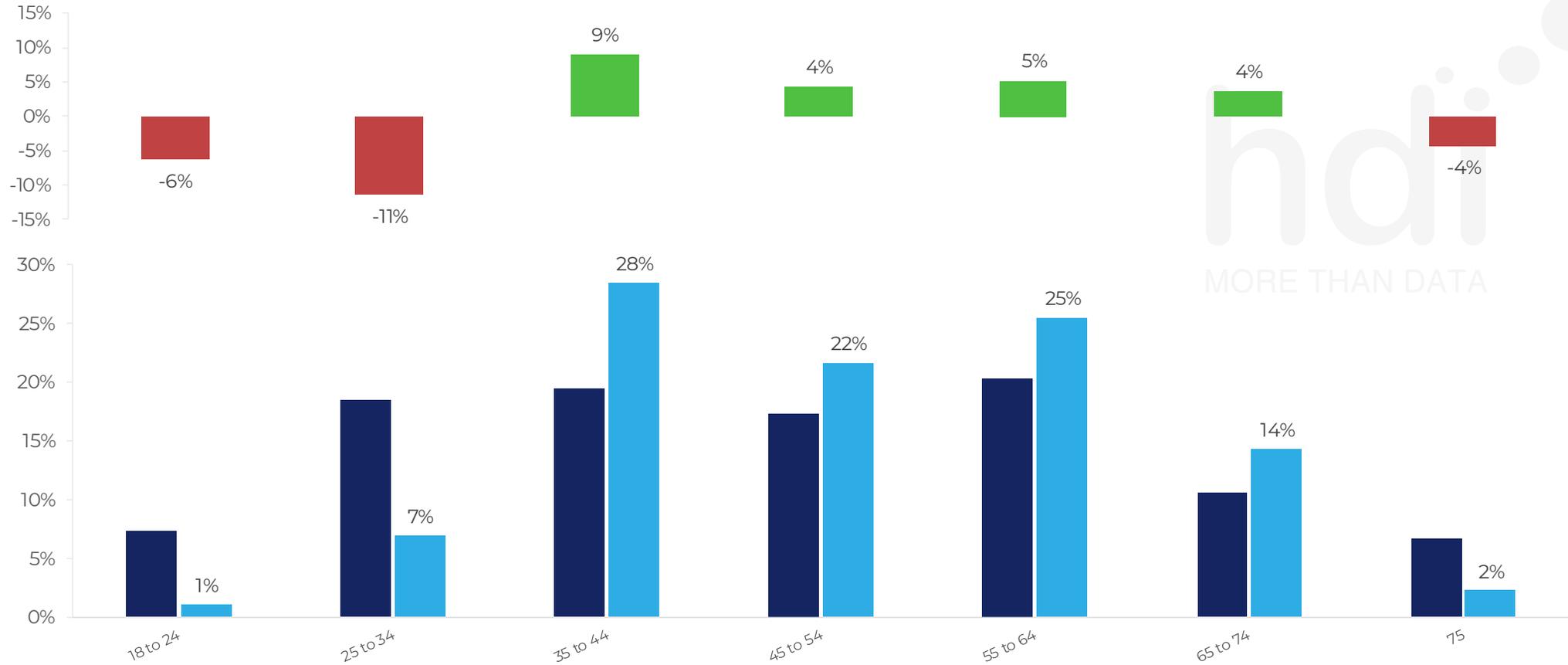
How has market share changed between two date ranges?

% of market share spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



How does the age profile of customers who visit Crown & Glove S66BY compare versus its competitors?

% of spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



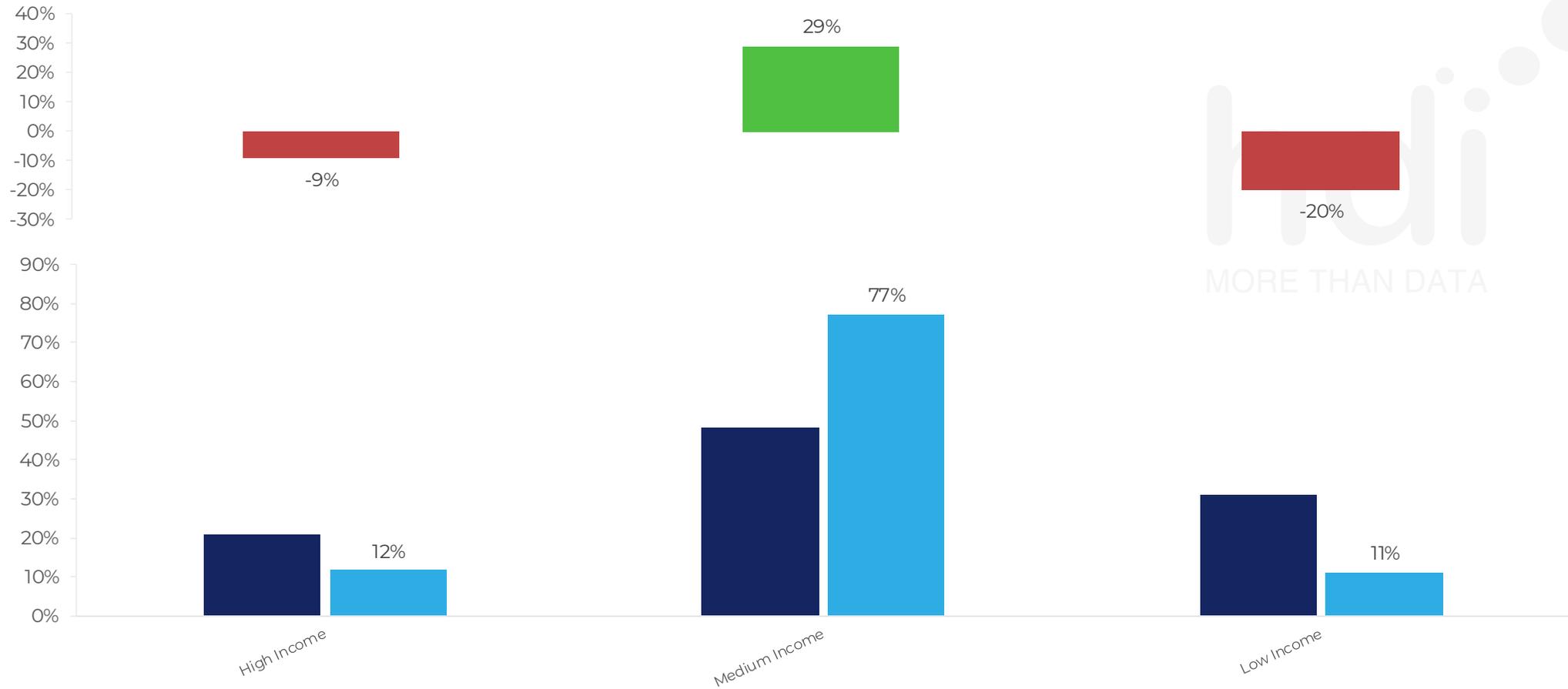
■ Competitor

■ Crown & Glove S66BY

Affluence

How does the affluence of customers who visit Crown & Glove S66BY compare versus its competitors?

% of spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

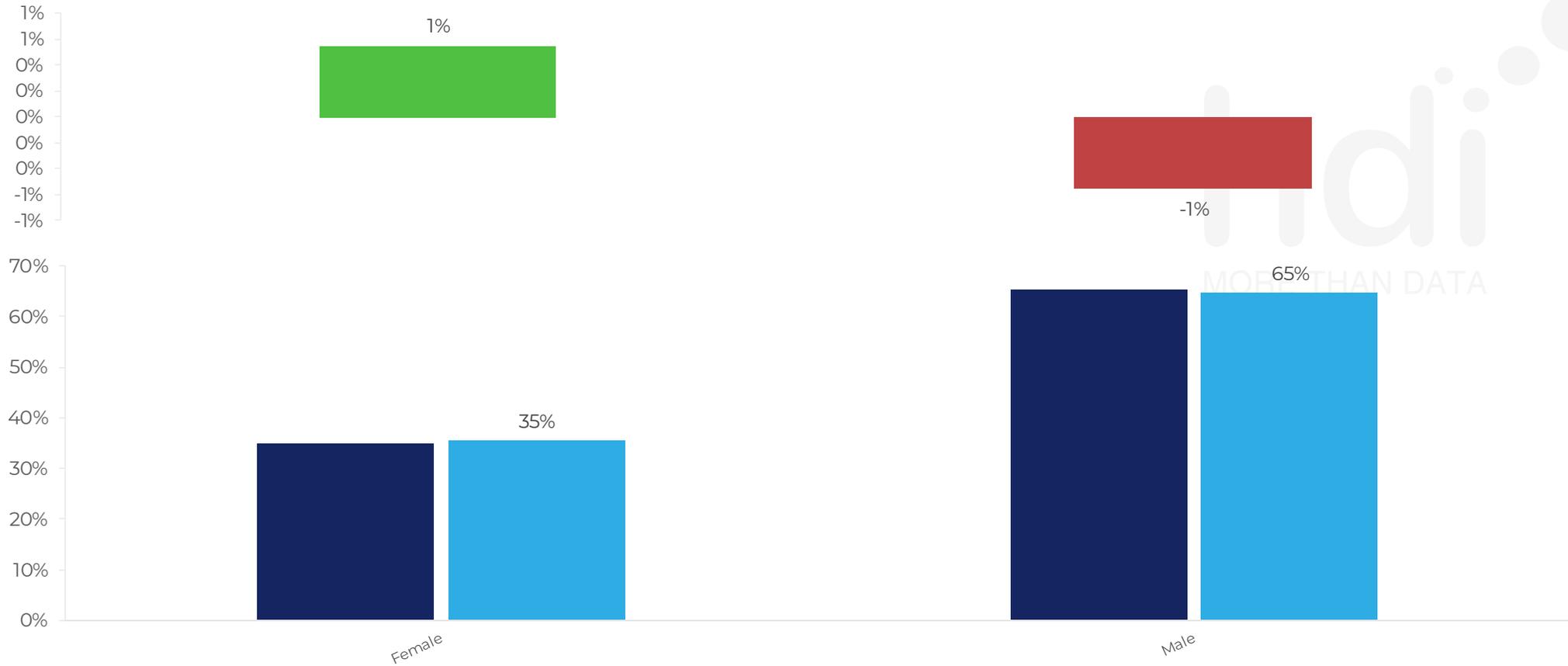
■ Crown & Glove S66BY



### Gender

How does the gender profile of customers who visit Crown & Glove S66BY compare versus its competitors?

% of spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



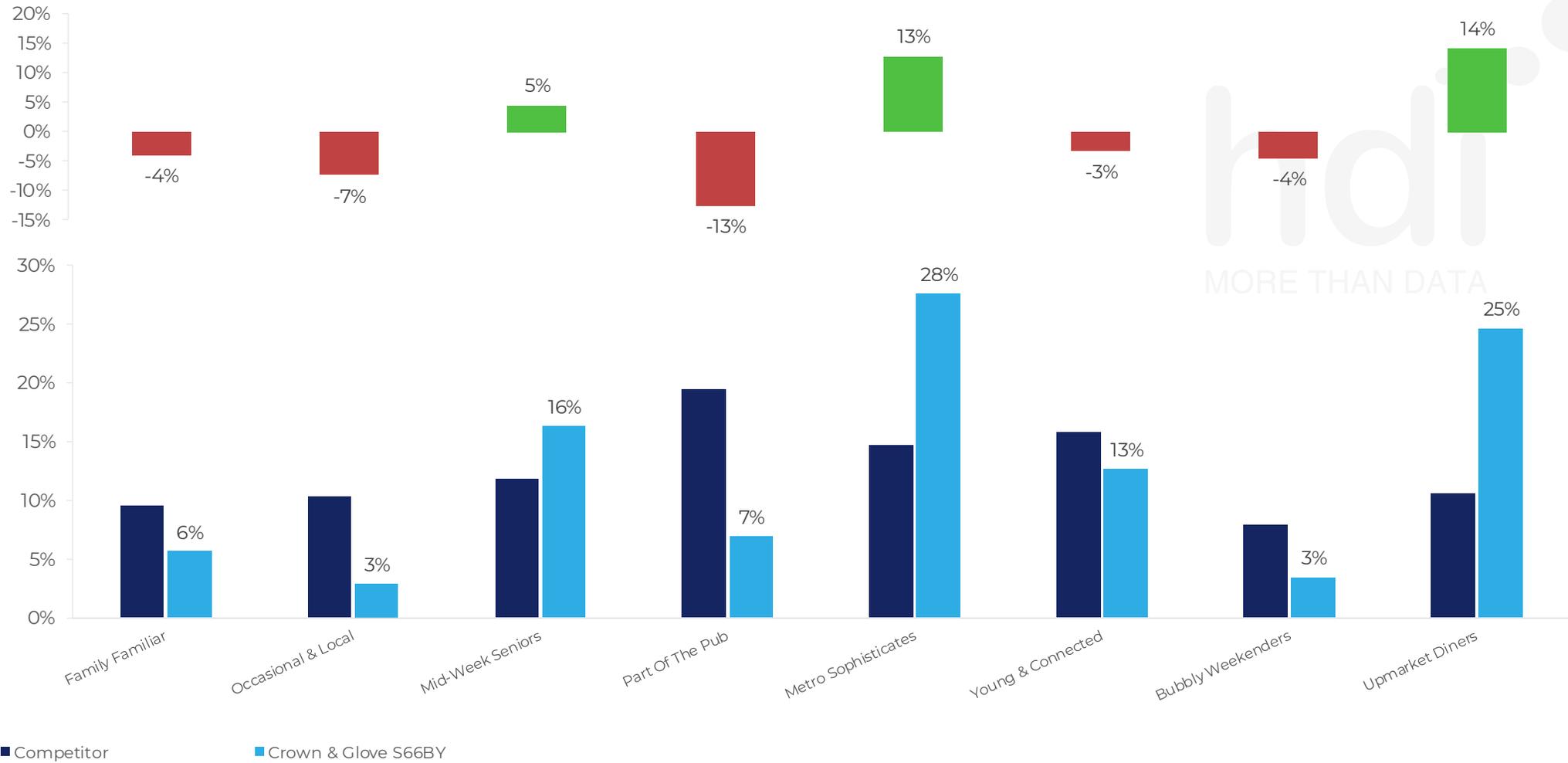
■ Competitor

■ Crown & Glove S66BY

Punch Segmentation

How does the Custom segmentation profile of customers who visit Crown & Glove S66BY compare versus its competitors?

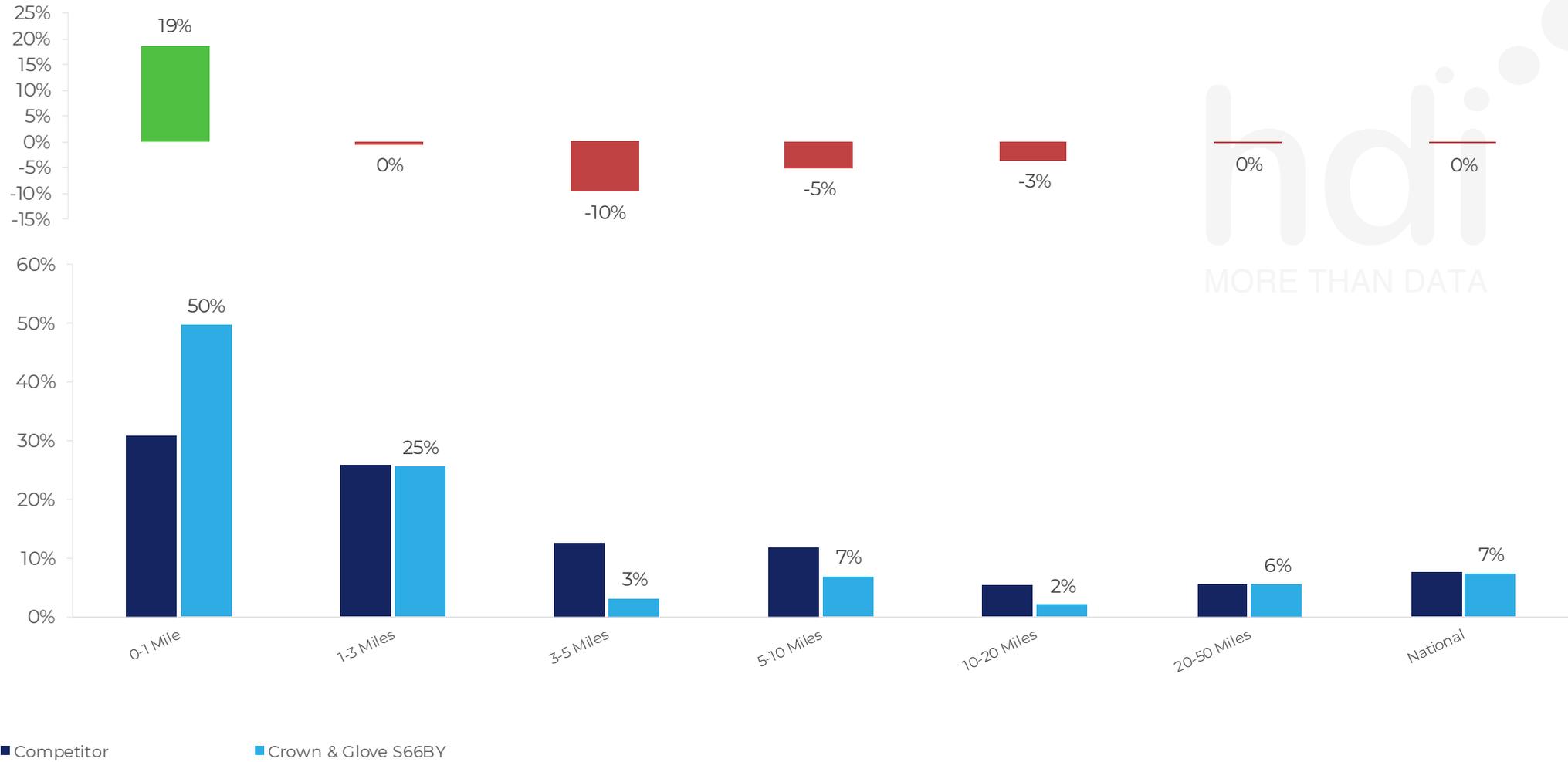
% of spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Spend by Distance

How does the spend profile of Crown & Glove S66BY compare versus its competitors based on travel distances?

% of spend for Crown & Glove S66BY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

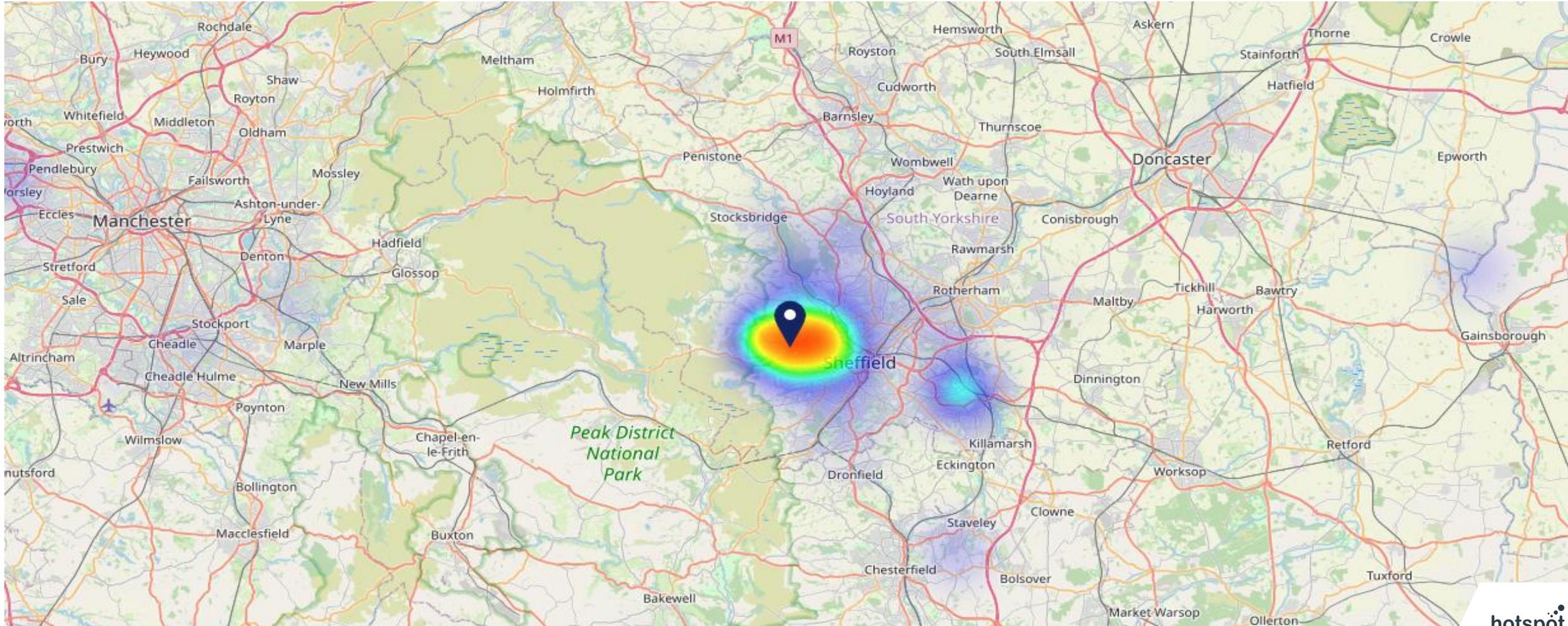




### Map of Guest Origin

Where do customers of Crown & Glove S66BY come from?

Where do customers of Crown & Glove S66BY for 22/02/2023 - 14/02/2024 live

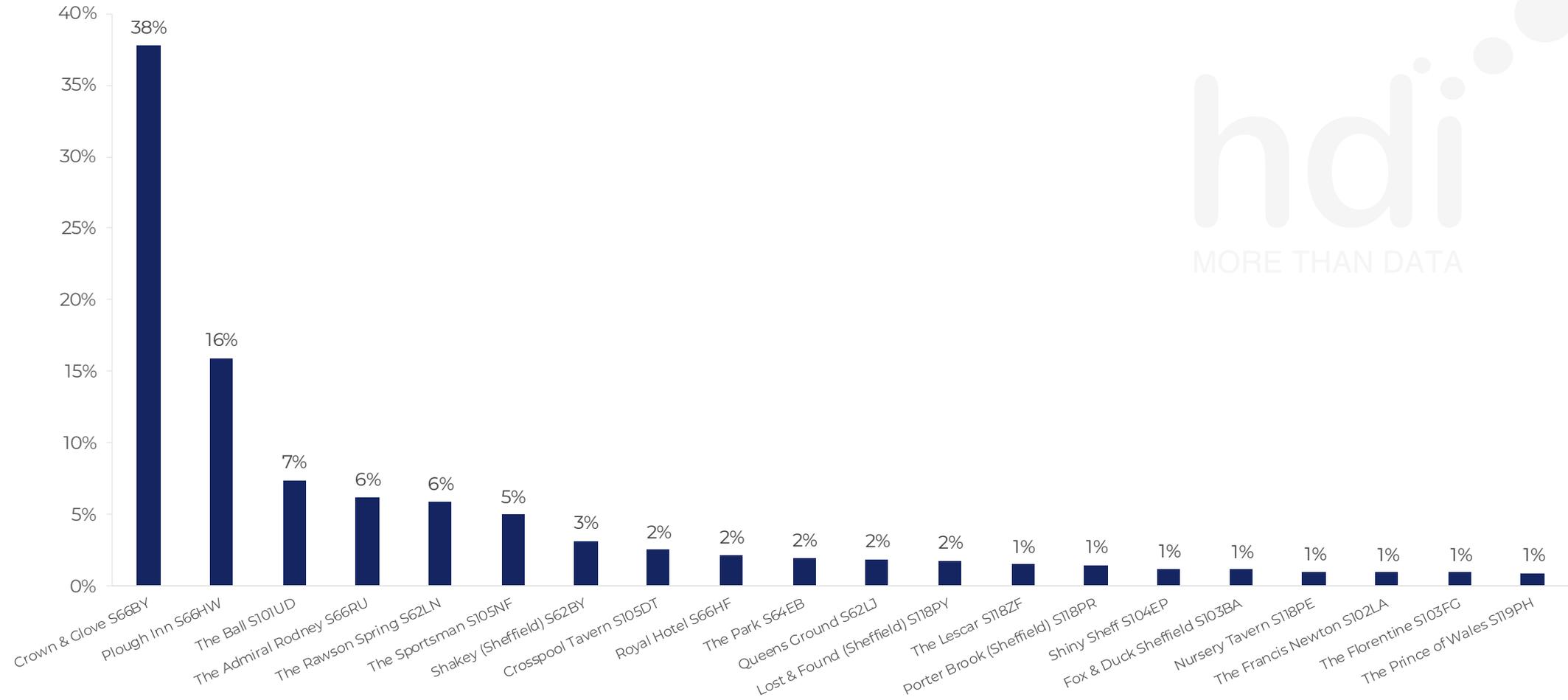




Share of Wallet

What are the Top 20 venues (by spend) that customers of Crown & Glove S66BY also visit?

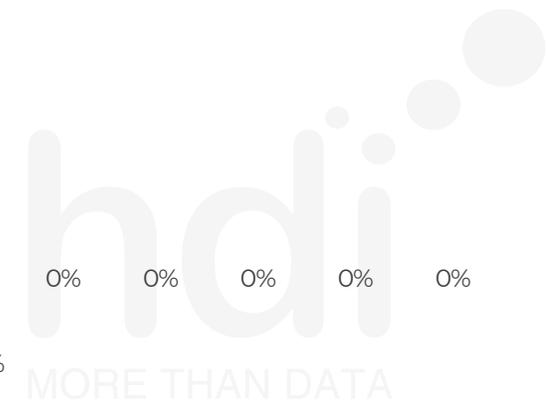
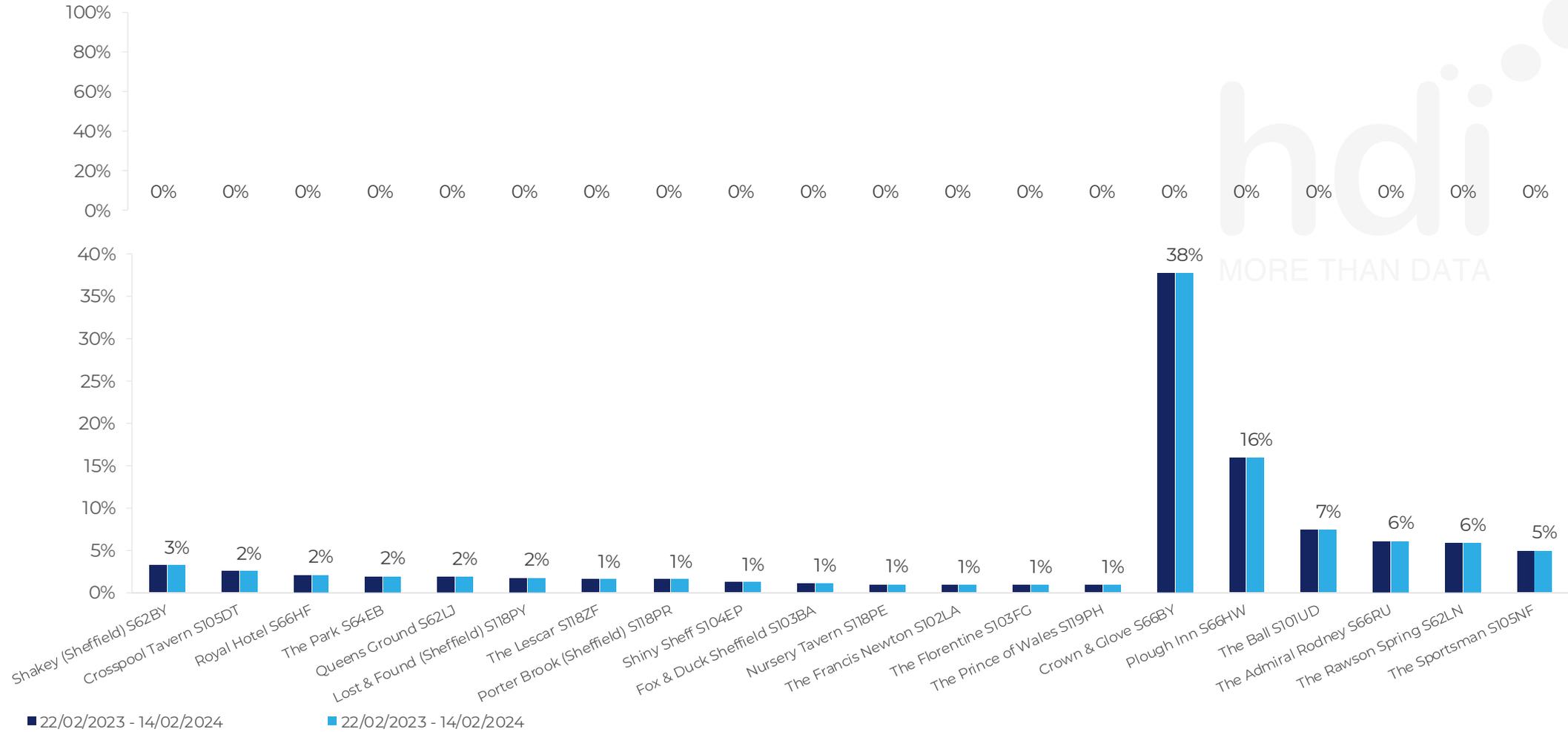
For customers of Crown & Glove S66BY, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Crown & Glove S66BY changed between two date ranges?





## Market Summary

How does the local area for Crown & Glove S66BY 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	£1.13M	5	£1.13M	4	£3.62M	3	£168.60M	8
Weekpart	Mon - Thu	32.2%	2	32.2%	1	39.1%	4	41.5%	5
Weekpart	Fri - Sat	45.4%	6	45.4%	7	39.1%	3	44.0%	8
Weekpart	Sun	22.4%	10	22.4%	10	21.8%	10	14.5%	3
Age	18 to 24	5.3%	5	5.3%	5	3.6%	2	5.4%	4
Age	25 to 34	7.6%	1	7.6%	1	11.5%	1	18.5%	3
Age	35 to 44	24.1%	6	24.1%	6	20.7%	3	23.5%	5
Age	45 to 54	25.5%	9	25.5%	10	21.7%	7	19.4%	4
Age	55 to 64	25.3%	10	25.3%	10	24.8%	10	19.2%	9
Age	65 to 74	9.8%	8	9.8%	8	11.8%	9	9.7%	8
Age	75+	2.3%	6	2.3%	6	5.9%	9	4.4%	8
CAMEO	Business Elite	1.7%	2	1.7%	2	2.7%	2	9.2%	6
CAMEO	Prosperous Professionals	3.4%	3	3.4%	3	4.4%	3	8.4%	8
CAMEO	Flourishing Society	2.3%	1	2.3%	1	4.2%	1	6.2%	1
CAMEO	Content Communities	15.1%	8	15.1%	8	17.2%	9	13.2%	6
CAMEO	White Collar Neighbourhoods	12.0%	6	12.0%	6	12.1%	6	10.3%	4
CAMEO	Enterprising Mainstream	11.3%	8	11.3%	8	8.5%	6	7.6%	5
CAMEO	Paying The Mortgage	36.8%	10	36.8%	10	24.2%	10	15.9%	7
CAMEO	Cash Conscious Communities	10.6%	7	10.6%	7	15.0%	9	13.1%	9
CAMEO	On A Budget	2.5%	2	2.5%	1	4.5%	3	7.8%	7
CAMEO	Family Value	4.3%	7	4.3%	7	7.2%	8	8.4%	8
Affluence	AB	7.4%	1	7.4%	1	11.3%	1	23.7%	4
Affluence	C1C2	75.3%	10	75.3%	10	62.0%	10	47.0%	5
Affluence	DE	17.4%	5	17.4%	4	26.7%	8	29.3%	9



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

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**Our Local Destination**

Achievable Average Weekly Takings

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**£8000**

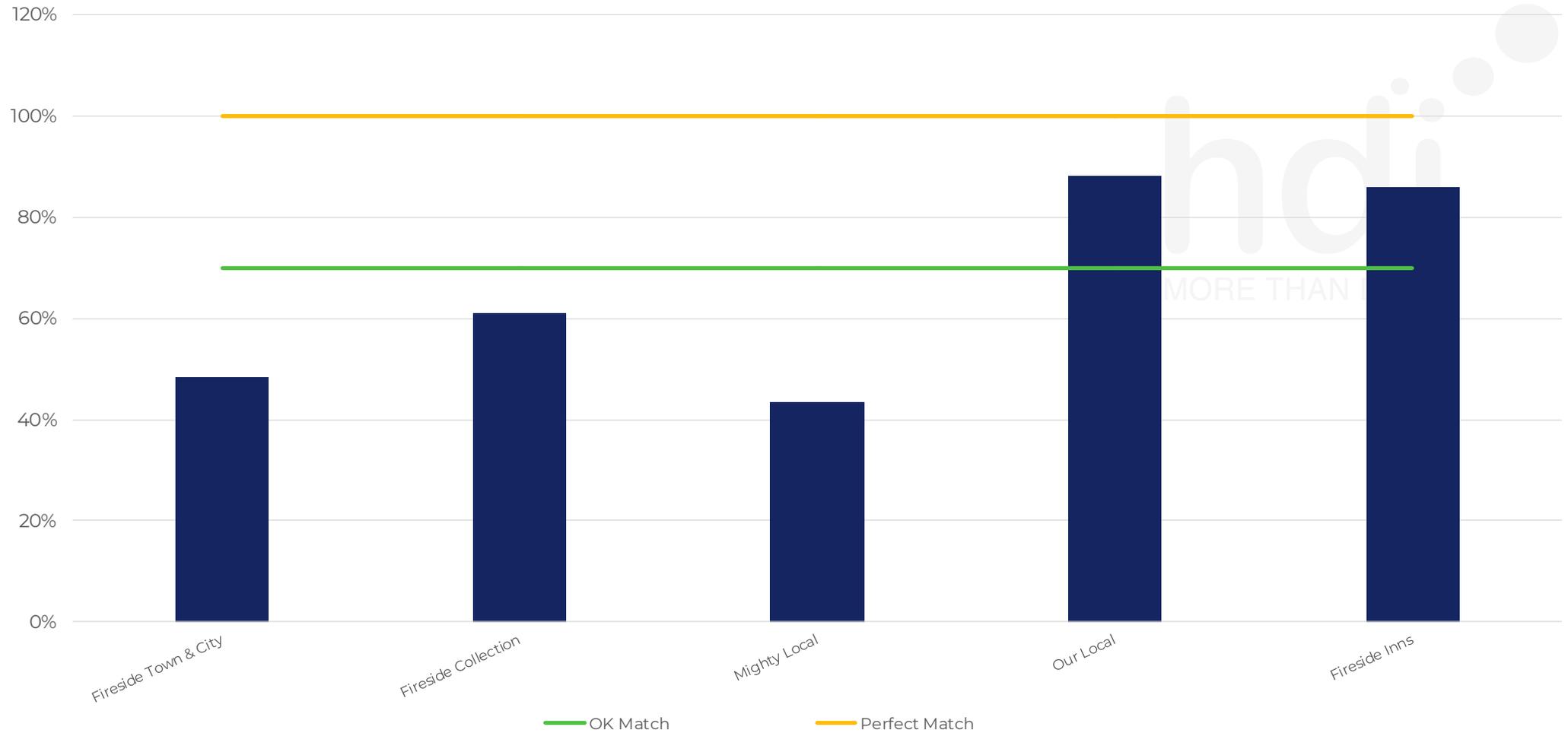


- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led



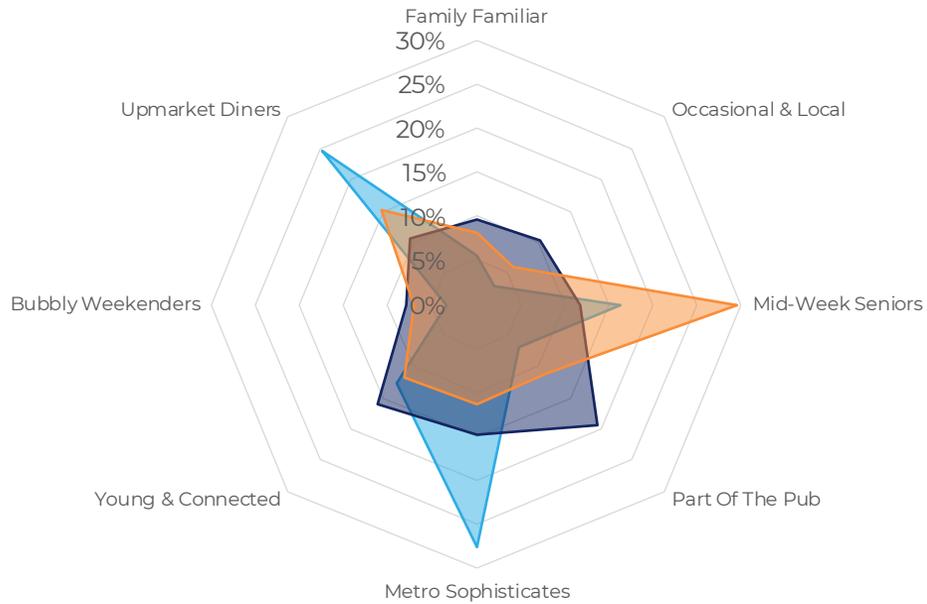
Site Potential 2

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
Crown & Glove	120	5.63%	2.86%	16.29%	6.91%	27.53%	12.65%	3.45%	24.64%
Local Catchment	6307	9.57%	10.24%	11.76%	19.43%	14.70%	15.87%	7.87%	10.52%
Punch T&L	110504	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Crown & Glove vs Local Catchment		-3.94%	-7.38%	4.53%	-12.52%	12.83%	-3.22%	-4.42%	14.12%
Crown & Glove vs Punch T&L		-2.45%	-3.06%	-13.25%	-4.27%	16.24%	1.03%	-3.70%	9.45%
Local Catchment vs Punch T&L		1.49%	4.32%	-17.78%	8.25%	3.41%	4.25%	0.72%	-4.67%

■ Crown & Glove

■ 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
Crown & Glove S66BY	120	5.63%	2.86%	16.29%	6.91%	27.53%	12.65%	3.45%	24.64%
Plough Inn S66HW	551	19.38%	3.32%	36.38%	5.95%	6.75%	9.28%	7.37%	11.52%
The Ball S101UD	615	3.88%	9.18%	9.14%	37.91%	16.27%	13.22%	6.87%	3.49%
The Admiral Rodney S66RU	437	17.21%	5.86%	22.47%	5.59%	9.39%	13.18%	14.71%	11.55%
The Rawson Spring S62LN	992	9.97%	14.08%	5.41%	28.54%	8.18%	25.44%	6.09%	2.25%
The Sportsman S105NF	395	9.86%	8.70%	22.23%	20.84%	19.69%	7.63%	3.73%	7.27%
Shakey (Sheffield) S62BY	389	7.91%	7.72%	1.71%	28.39%	11.34%	38.55%	3.94%	0.40%
Crosspool Tavern S105DT	315	18.76%	11.90%	5.49%	36.18%	3.34%	17.98%	4.07%	2.24%
Royal Hotel S66HF	35	0.94%	0.41%	69.93%	2.42%	2.53%	4.01%	8.72%	11.00%
The Park S64EB	454	16.15%	9.70%	5.45%	37.45%	4.67%	18.52%	6.88%	1.14%
Queens Ground S62LJ	165	3.79%	20.71%	8.09%	42.66%	13.75%	8.64%	1.02%	1.30%
Lost & Found (Sheffield) S118PY	829	10.84%	8.16%	7.37%	5.58%	15.48%	15.75%	17.54%	19.24%
The Lescar S118ZF	1085	3.88%	9.35%	9.62%	2.59%	31.20%	9.00%	12.14%	22.18%
Porter Brook (Sheffield) S118PR	670	3.70%	9.92%	12.29%	22.32%	29.80%	10.47%	6.77%	4.68%
Shiny Sheff S104EP	109	3.46%	10.22%	4.87%	72.45%	2.74%	2.11%	1.97%	2.15%
Fox & Duck Sheffield S103BA	349	5.91%	11.92%	7.79%	13.89%	24.11%	22.15%	7.98%	6.20%
Nursery Tavern S118PE	744	9.33%	4.07%	3.40%	6.76%	10.59%	56.31%	7.06%	2.45%
The Francis Newton S102LA	830	18.11%	9.49%	18.61%	14.25%	9.71%	16.96%	9.07%	3.76%
The Florentine S103FG	416	6.18%	8.85%	18.29%	5.10%	19.46%	3.76%	7.41%	30.92%
The Prince of Wales S119PH	606	7.36%	17.38%	11.03%	3.87%	16.87%	7.38%	6.42%	29.64%
The Bloemery Sheffield S102PQ	282	12.70%	7.30%	4.24%	17.84%	13.49%	25.71%	11.96%	6.71%
Riverside Sheffield S62PB	165	4.85%	28.30%	0.83%	36.31%	3.62%	20.62%	2.69%	2.73%
Champs Sports Bar & Grill S118NX	507	7.74%	5.30%	2.07%	23.69%	9.83%	39.43%	8.86%	3.04%
Hare & Hounds S350FW	104	8.07%	4.62%	10.40%	56.58%	10.54%	5.24%	2.43%	2.09%
Hammer & Pincers S117PW	240	8.82%	18.13%	9.37%	24.12%	20.99%	6.52%	6.24%	5.77%