

Site Summary



Birch Tree Inn DY52PS

DY52PS

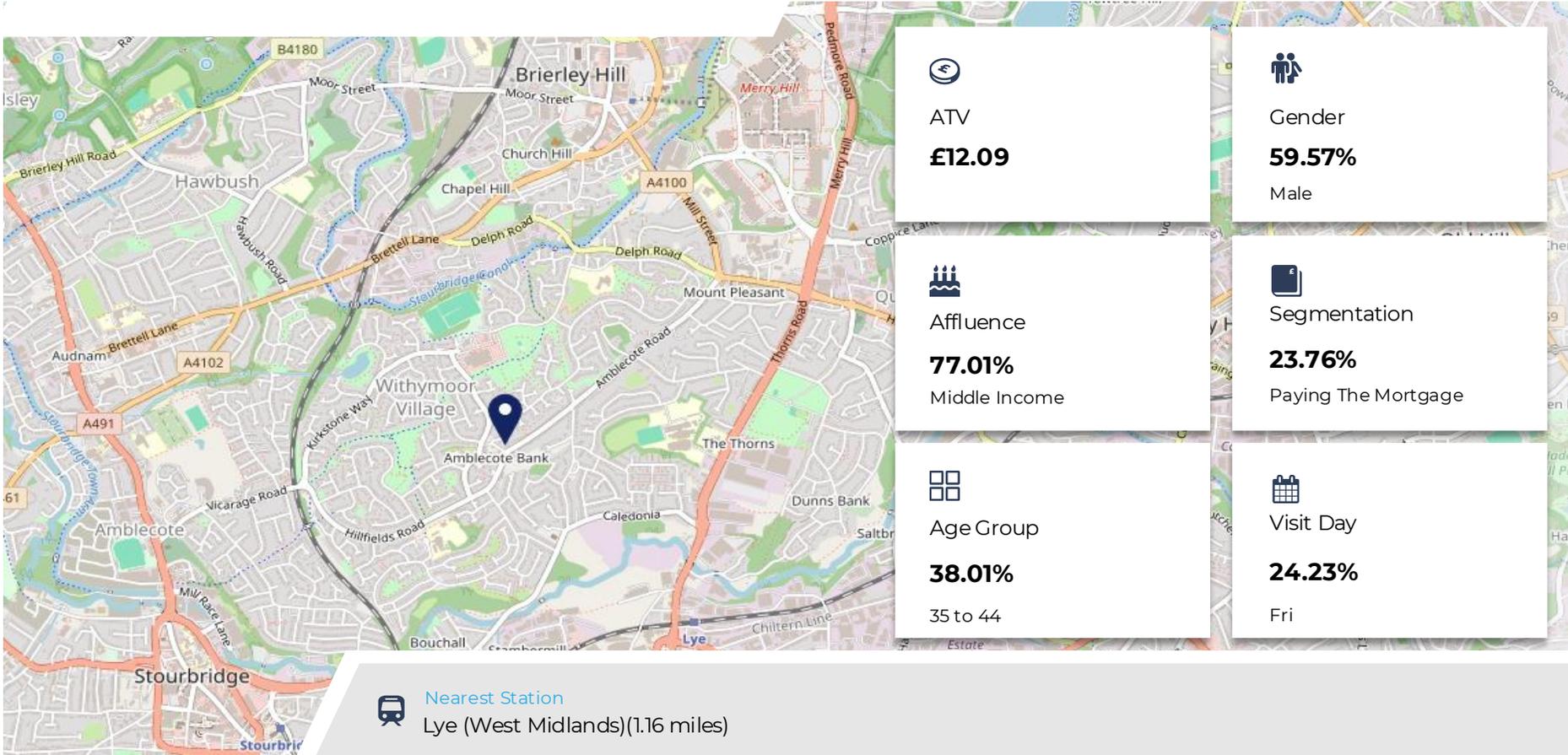
Punch - Our Local

Work Area
Dudley

Region
West Midlands

TV Region
Central

Urbanicity
Urban major conurbation



ATV
£12.09



Gender
59.57%
Male



Affluence
77.01%
Middle Income



Segmentation
23.76%
Paying The Mortgage



Age Group
38.01%
35 to 44



Visit Day
24.23%
Fri

Top Competitors

Corn Exchange (Brierley Hill) #1
DY52YJ
 Flaming Grill

The Chequers Inn #2
DY81EQ
 JD Wetherspoon

The Moon Under Water #3
B645HJ
 JD Wetherspoon



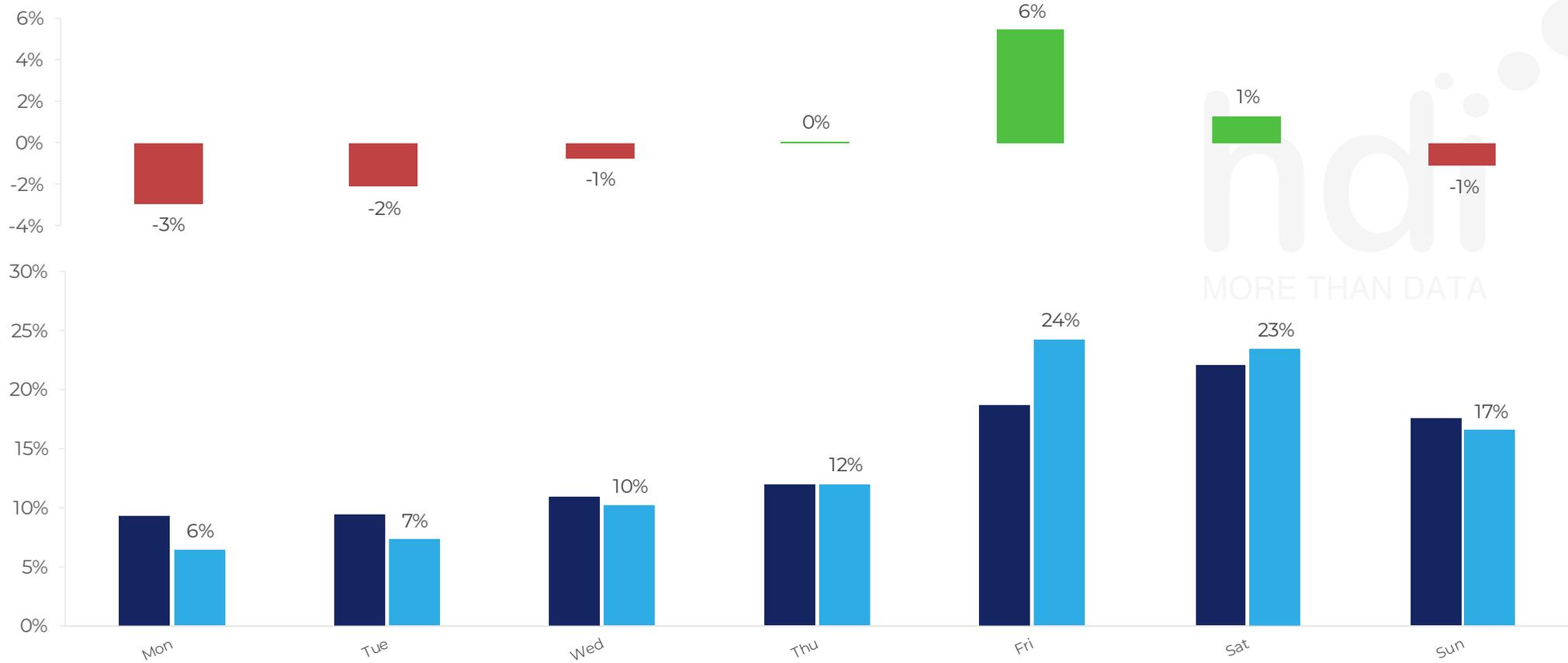
Nearest Station
Lye (West Midlands)(1.16 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Birch Tree Inn DY52PS versus its competitors?

% of spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

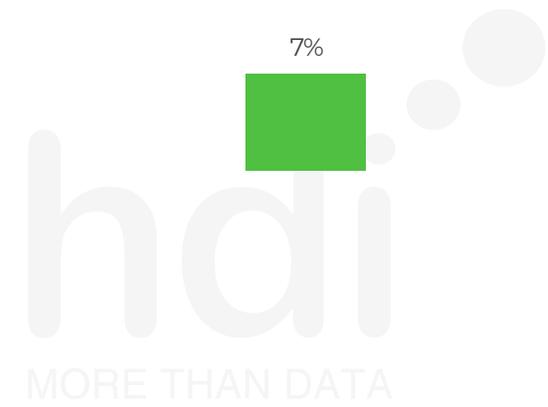
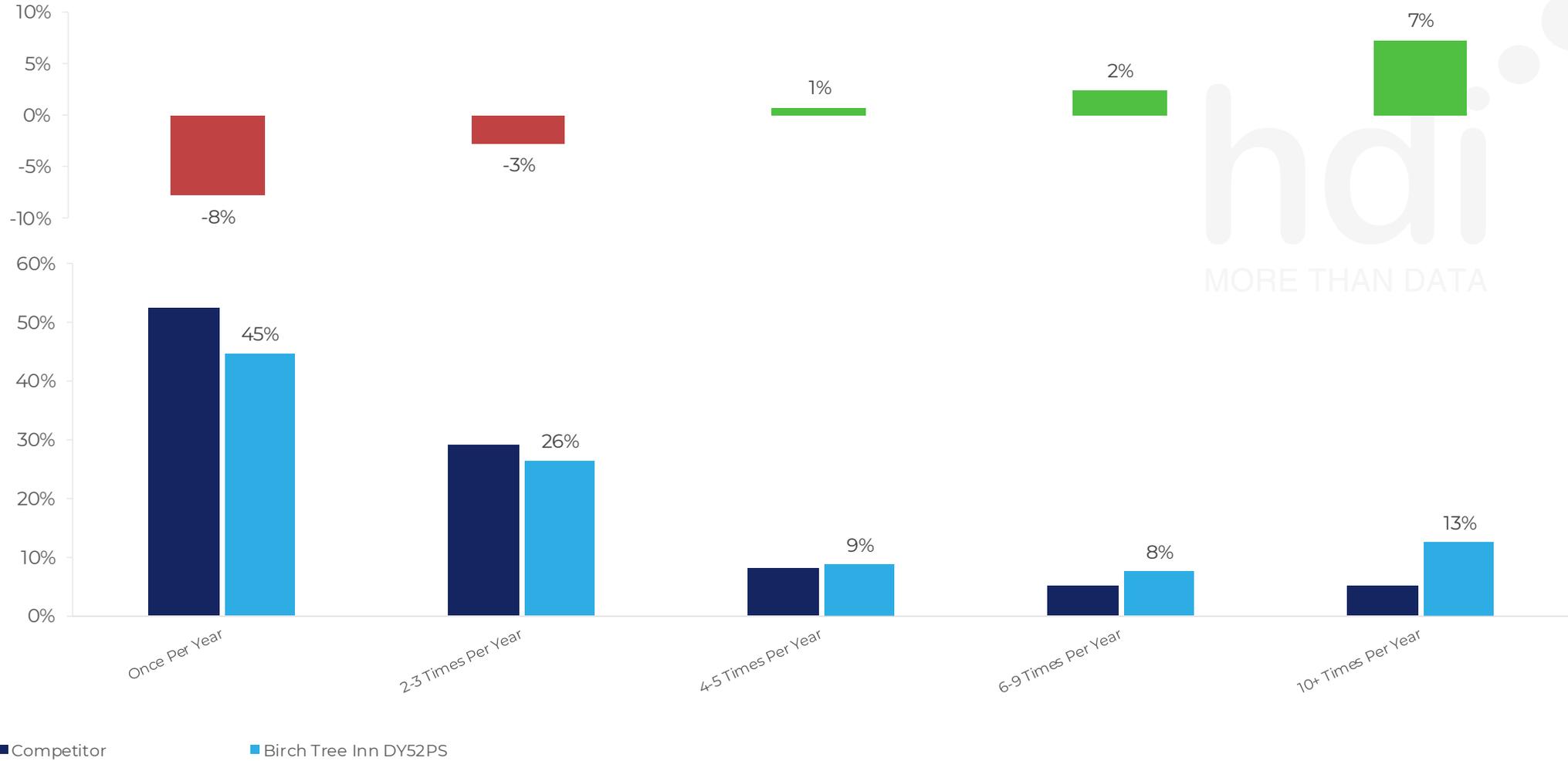
■ Birch Tree Inn DY52PS



Visit Frequency

How frequently per year do customers visit Birch Tree Inn DY52PS versus its competitors?

% of customer numbers for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



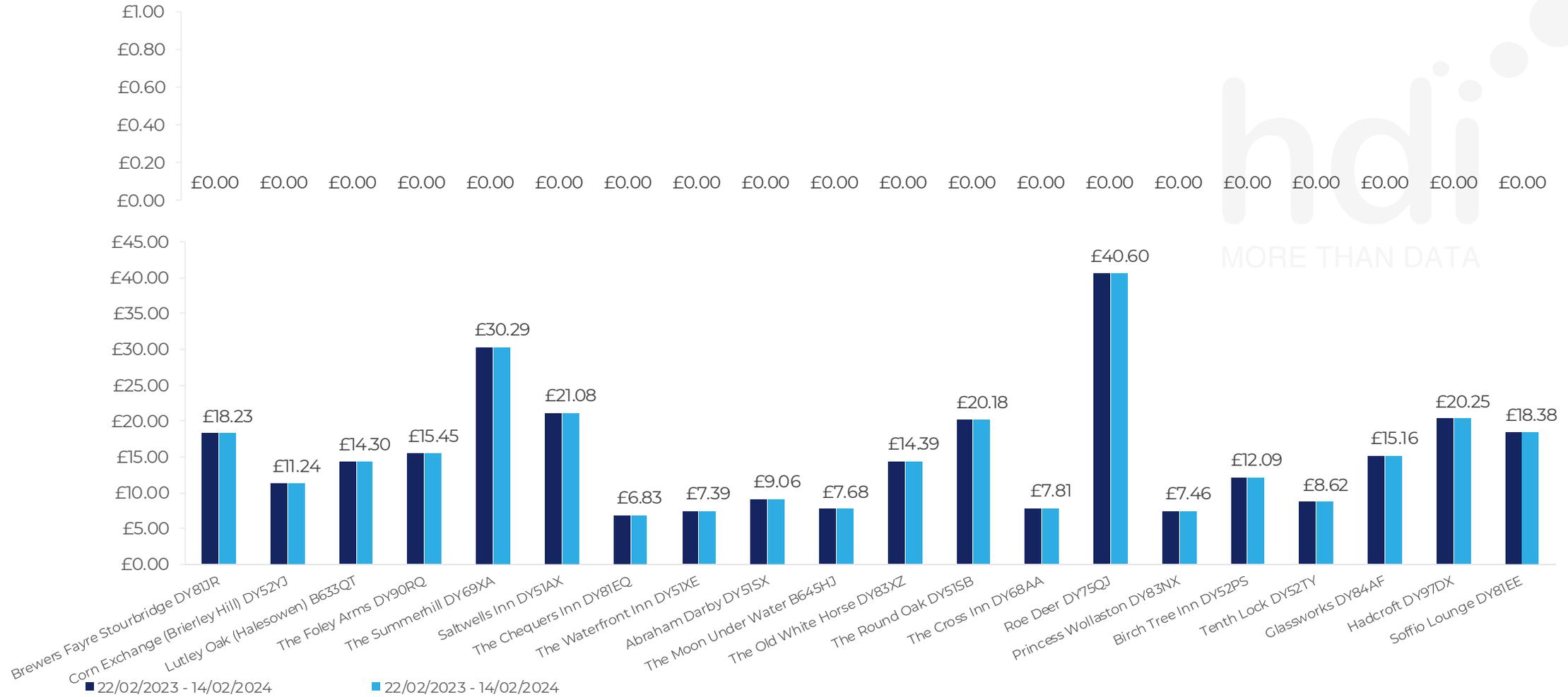
■ Competitor

■ Birch Tree Inn DY52PS



ATV Change

How has ATV changed between two date ranges?

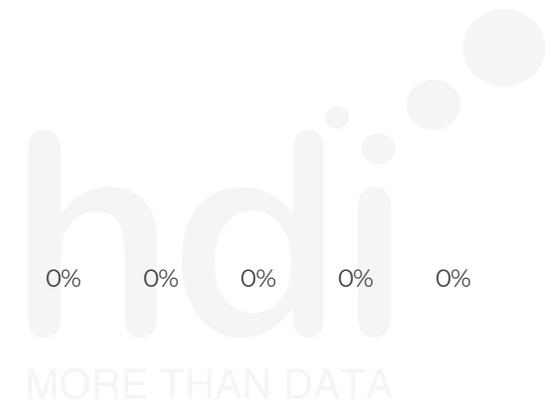
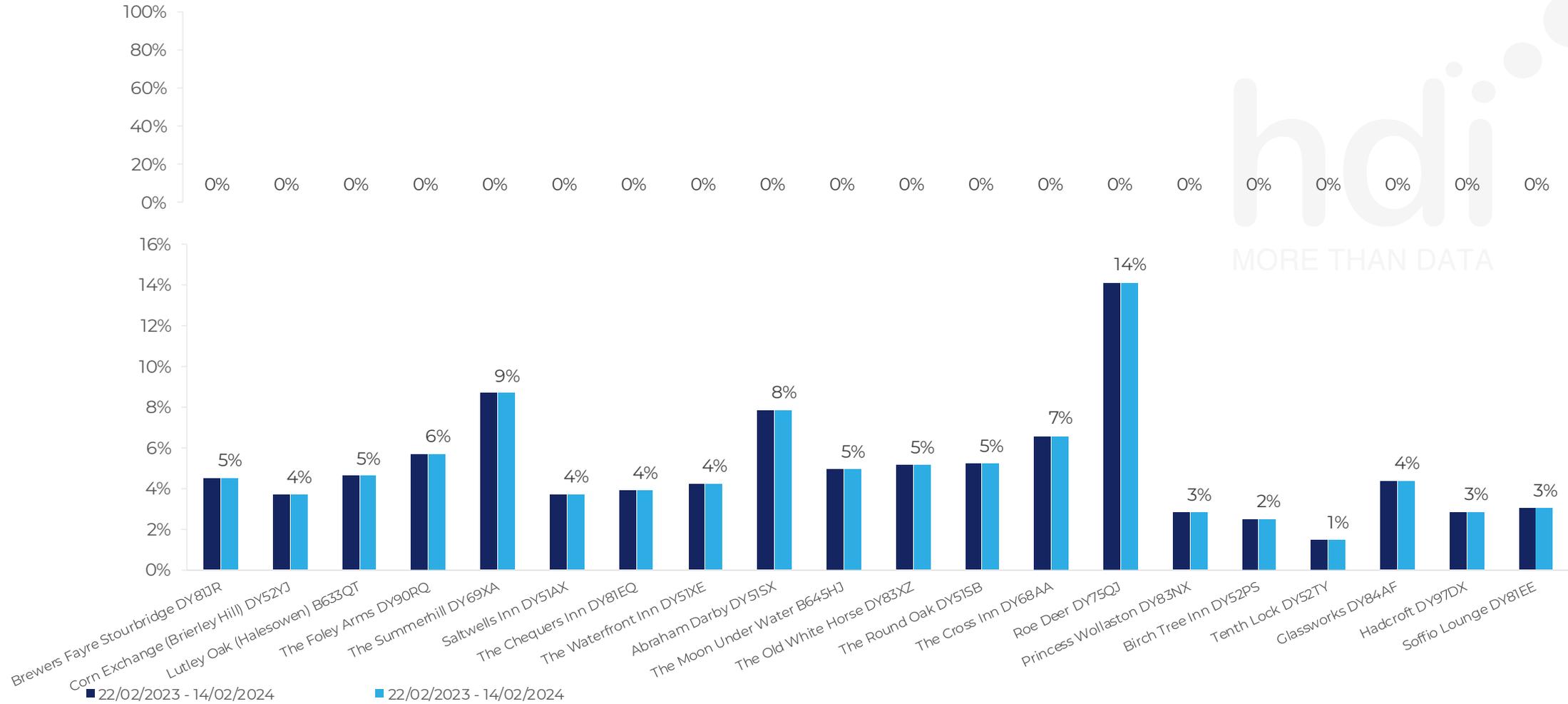




Market Share Change

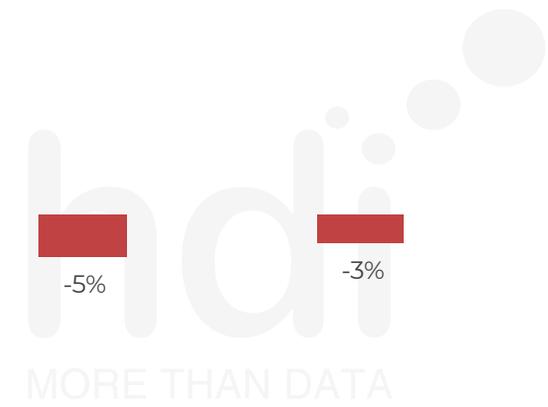
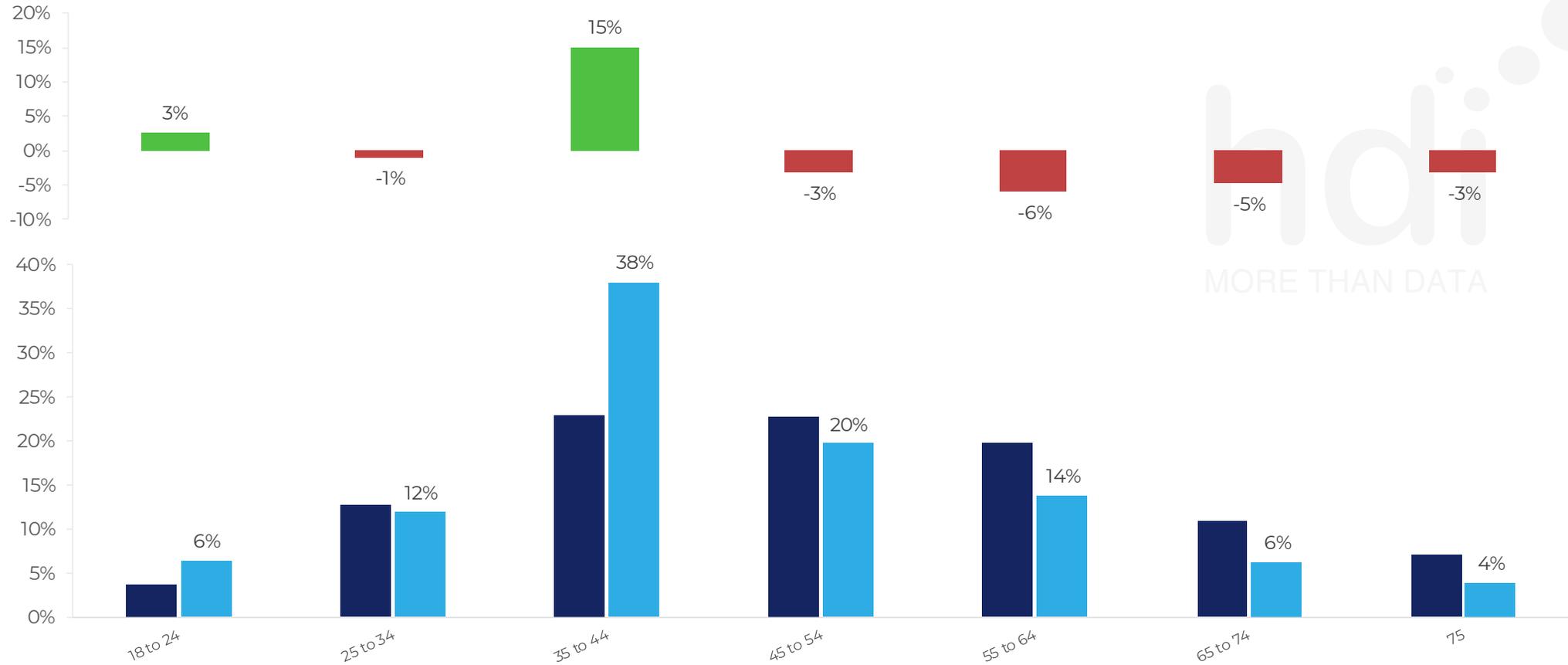
How has market share changed between two date ranges?

% of market share spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



How does the age profile of customers who visit Birch Tree Inn DY52PS compare versus its competitors?

% of spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



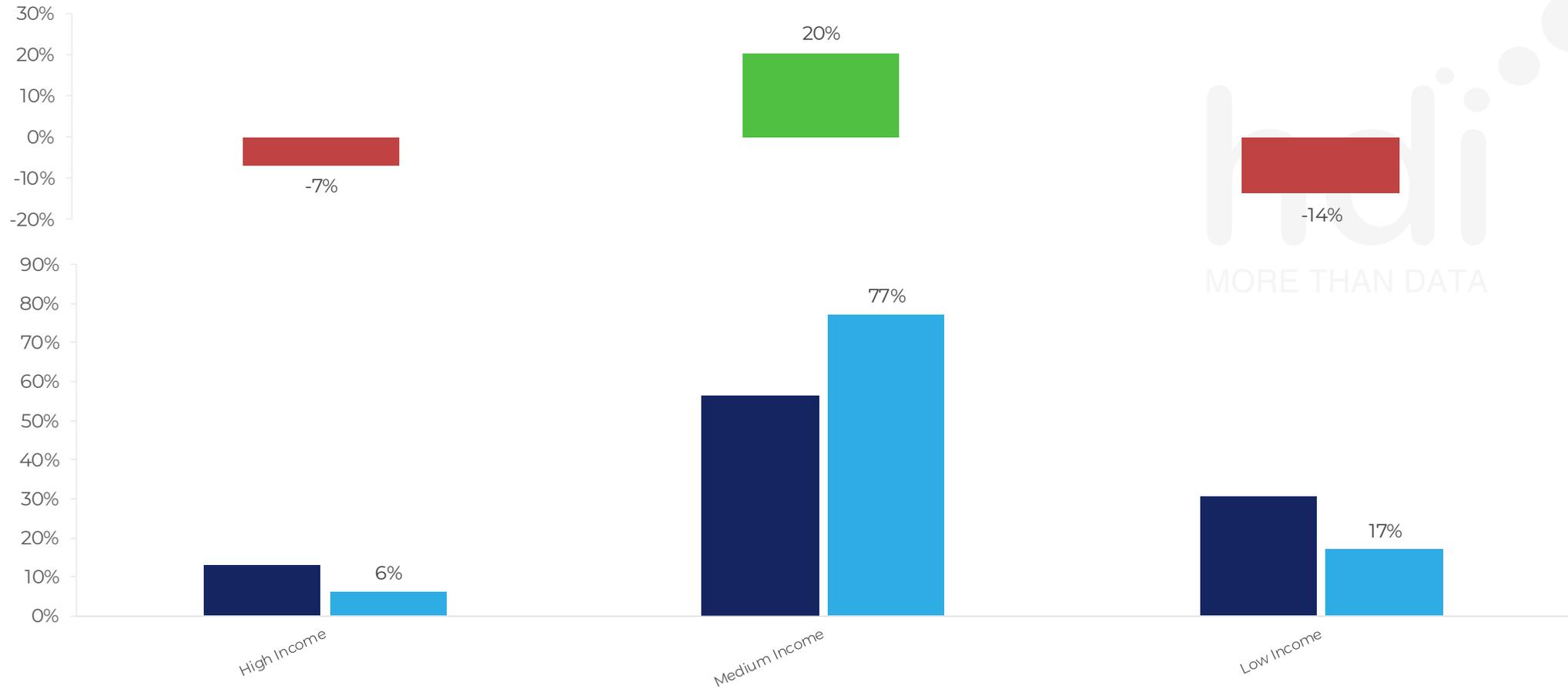
■ Competitor

■ Birch Tree Inn DY52PS

Affluence

How does the affluence of customers who visit Birch Tree Inn DY52PS compare versus its competitors?

% of spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



■ Competitor

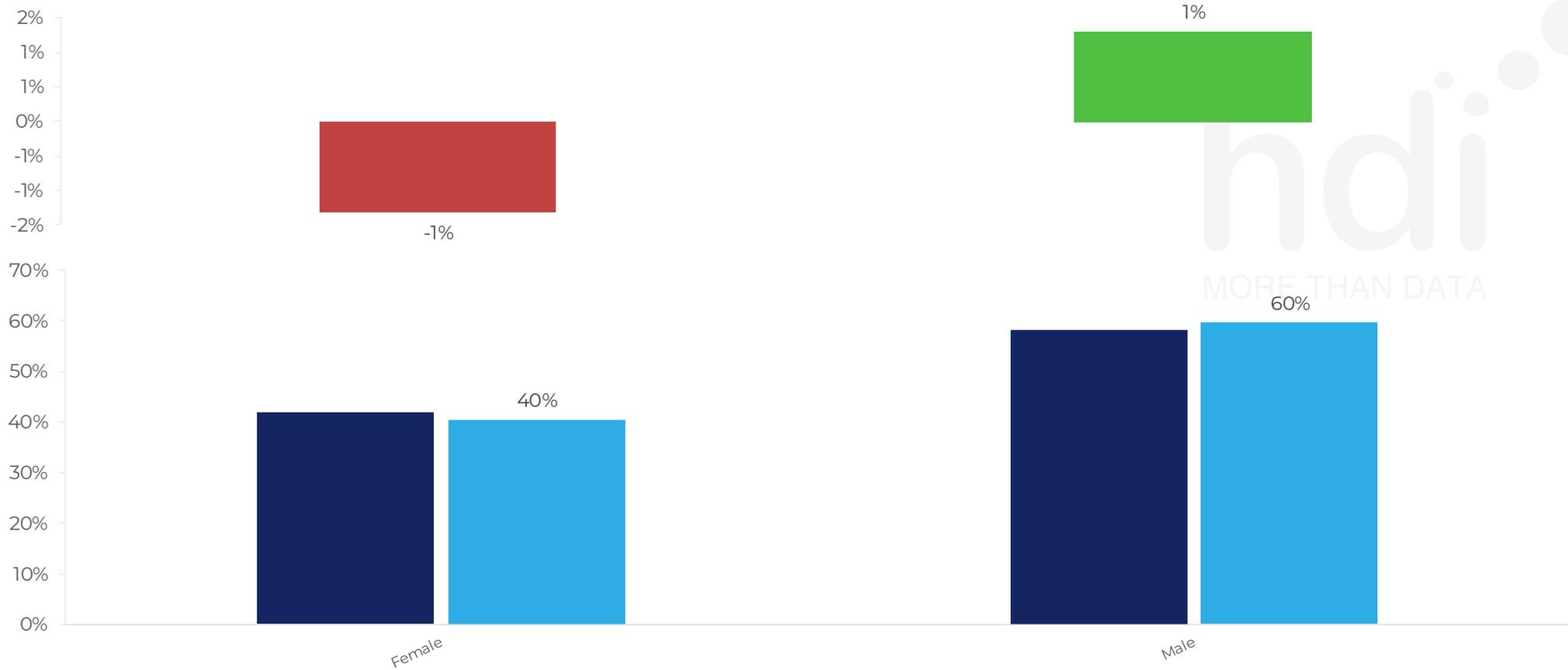
■ Birch Tree Inn DY52PS



Gender

How does the gender profile of customers who visit Birch Tree Inn DY52PS compare versus its competitors?

% of spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



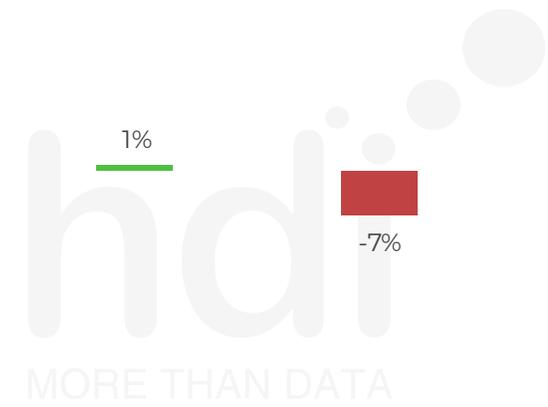
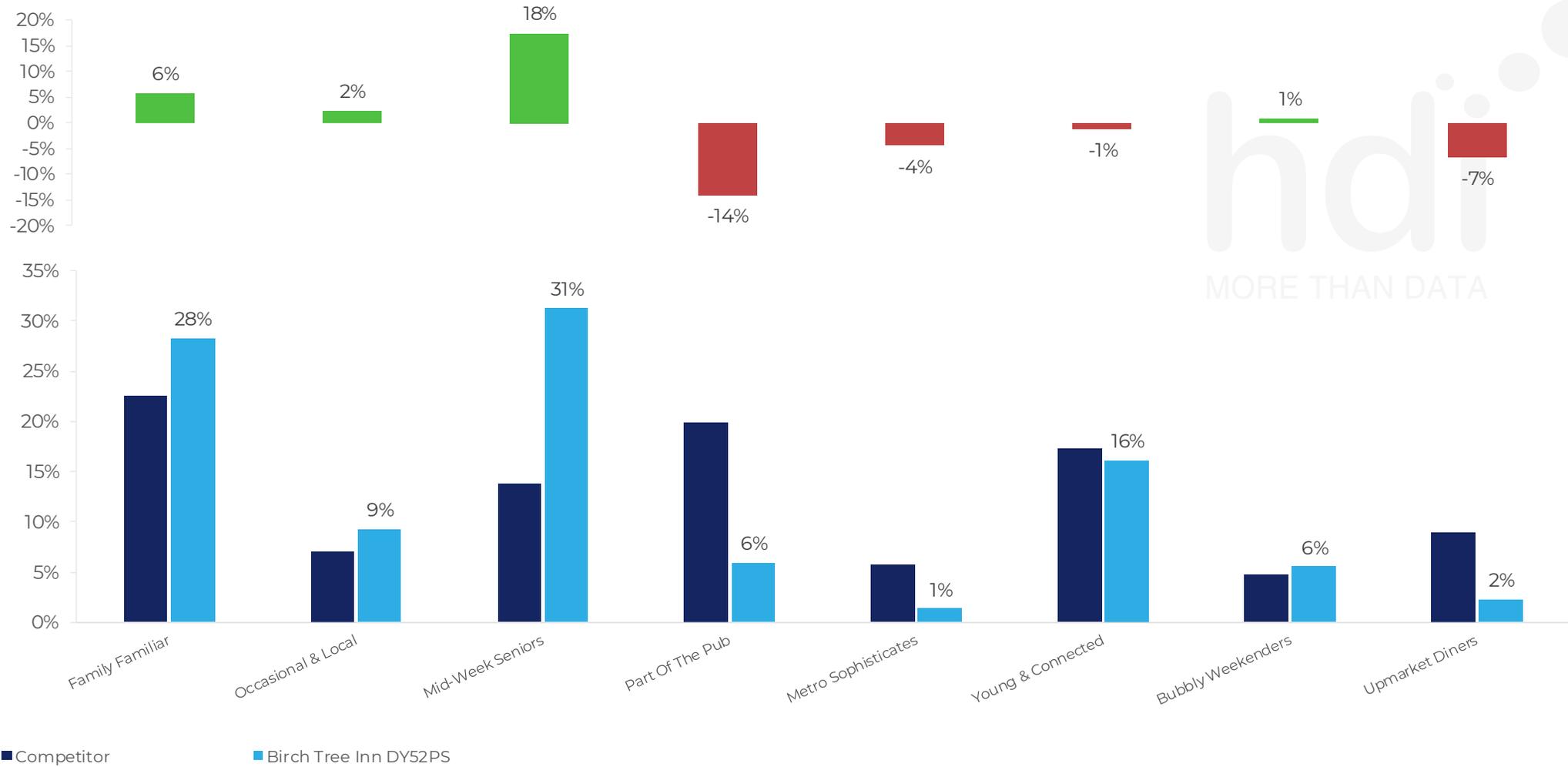
■ Competitor

■ Birch Tree Inn DY52PS

Punch Segmentation

How does the Custom segmentation profile of customers who visit Birch Tree Inn DY52PS compare versus its competitors?

% of spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



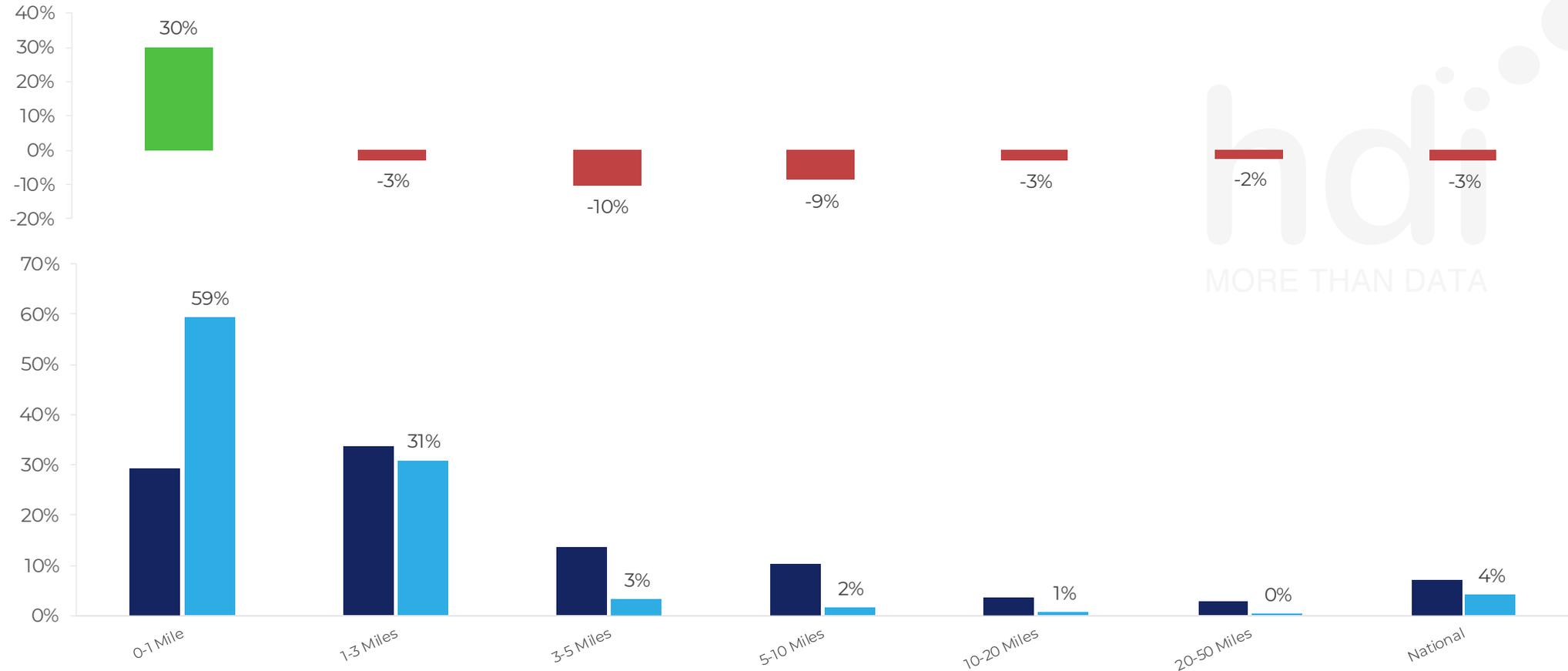
Competitor

Birch Tree Inn DY52PS

Spend by Distance

How does the spend profile of Birch Tree Inn DY52PS compare versus its competitors based on travel distances?

% of spend for Birch Tree Inn DY52PS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled



■ Competitor

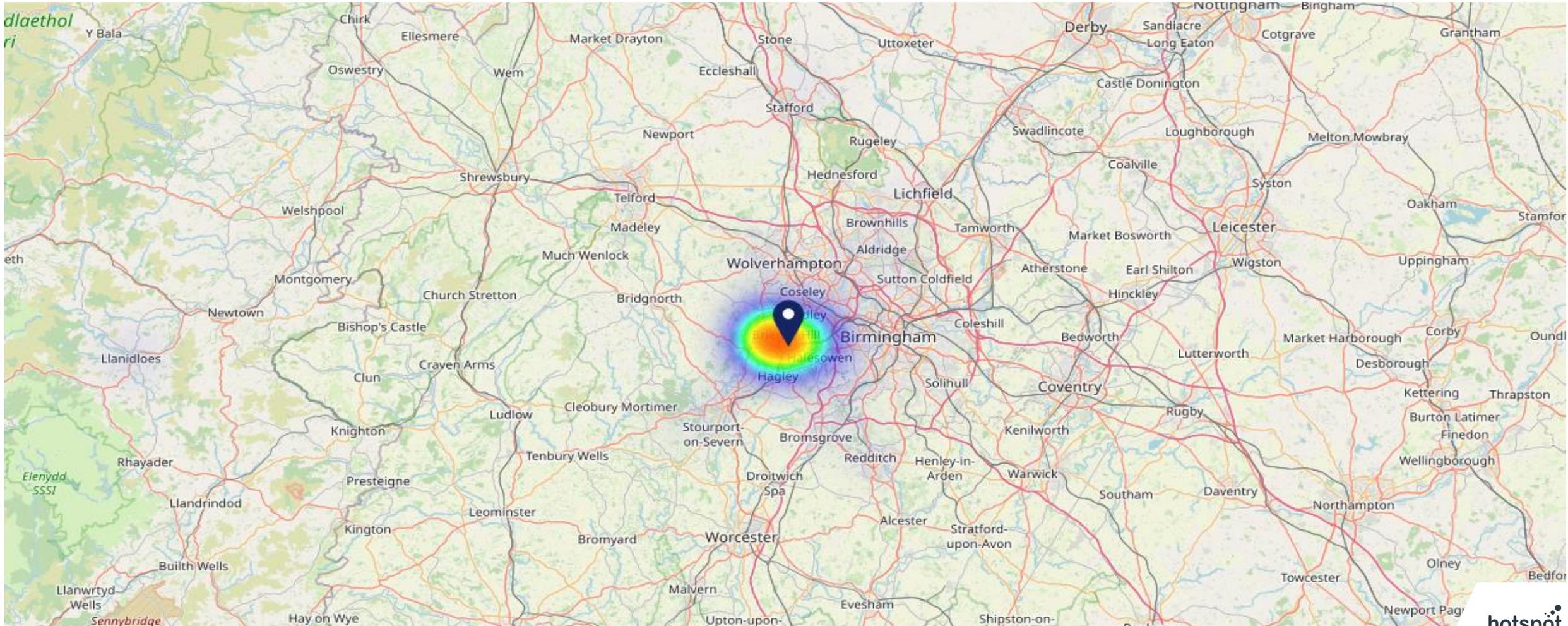
■ Birch Tree Inn DY52PS



Map of Guest Origin

Where do customers of Birch Tree Inn DY52PS come from?

Where do customers of Birch Tree Inn DY52PS for 22/02/2023 - 14/02/2024 live

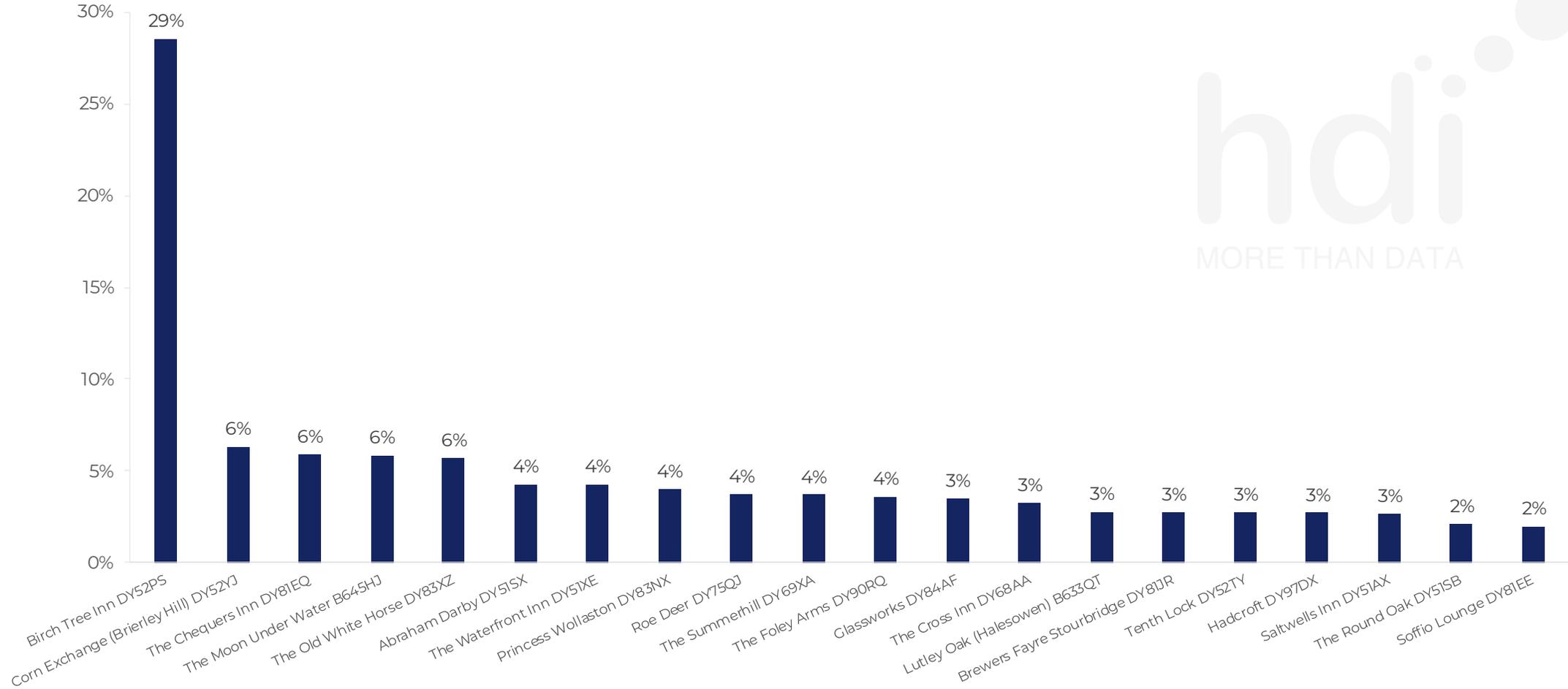




Share of Wallet

What are the Top 20 venues (by spend) that customers of Birch Tree Inn DY52PS also visit?

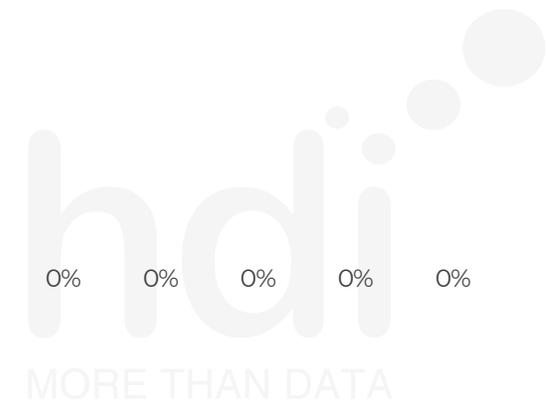
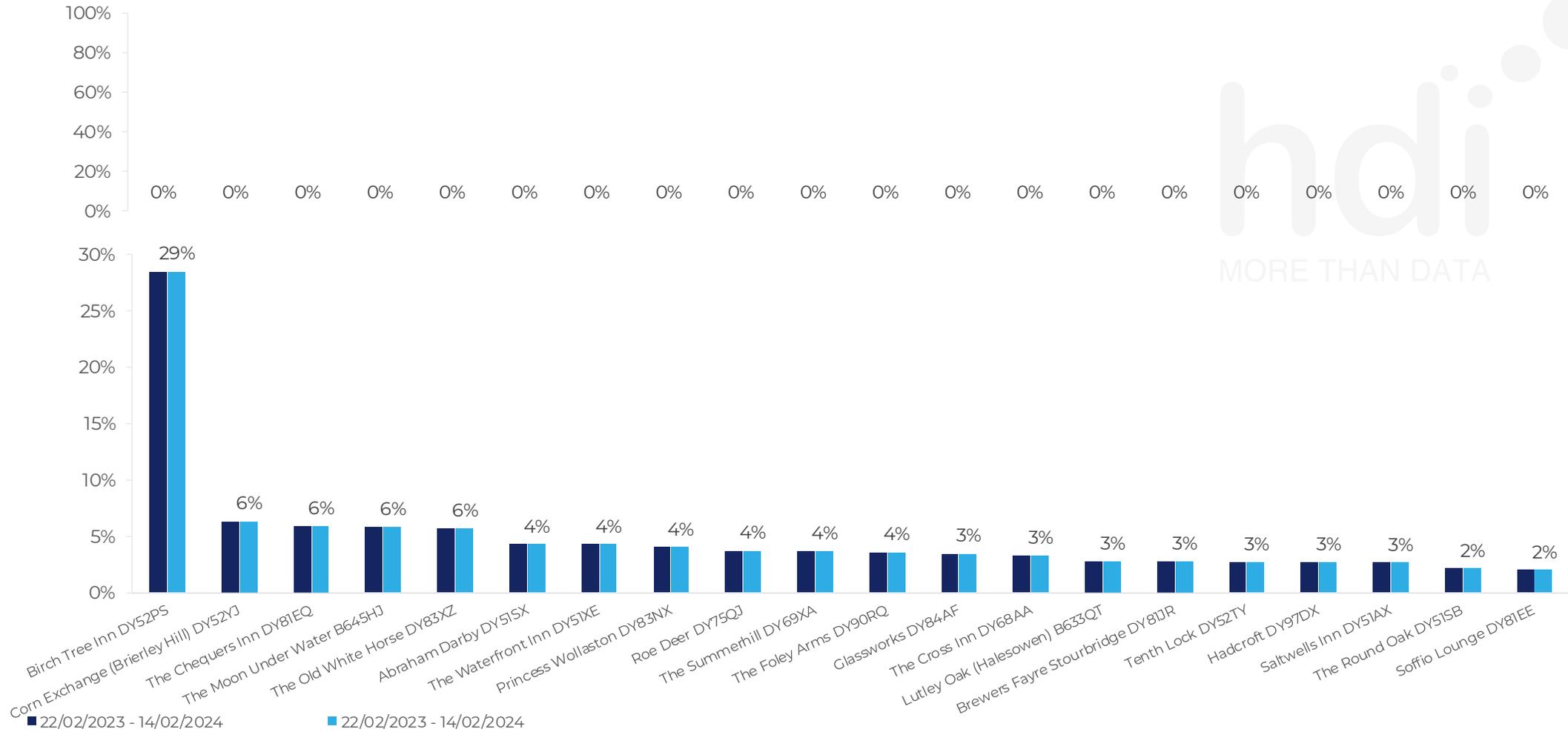
For customers of Birch Tree Inn DY52PS, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Birch Tree Inn DY52PS changed between two date ranges?





Market Summary

How does the local area for Birch Tree Inn DY52PS 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	£595K	4	£917K	3	£18.32M	6	£132.90M	7
Weekpart	Mon - Thu	37.5%	4	41.0%	6	41.0%	5	42.7%	7
Weekpart	Fri - Sat	45.9%	7	45.4%	7	41.9%	5	42.4%	6
Weekpart	Sun	16.5%	7	13.6%	4	17.2%	8	14.9%	3
Age	18 to 24	0.9%	1	0.6%	1	4.3%	3	5.5%	4
Age	25 to 34	16.5%	3	15.6%	3	16.9%	3	16.0%	2
Age	35 to 44	26.8%	8	25.3%	7	28.9%	10	26.7%	9
Age	45 to 54	21.8%	7	30.4%	10	23.1%	9	22.0%	8
Age	55 to 64	17.9%	7	15.9%	6	15.5%	6	17.4%	8
Age	65 to 74	9.3%	8	7.3%	6	7.7%	7	8.3%	8
Age	75+	6.9%	9	5.0%	9	3.5%	7	4.1%	8
CAMEO	Business Elite	0.9%	1	0.7%	1	3.1%	3	3.3%	2
CAMEO	Prosperous Professionals	4.1%	4	2.7%	2	4.2%	3	4.3%	3
CAMEO	Flourishing Society	2.2%	1	2.6%	1	4.5%	1	5.4%	1
CAMEO	Content Communities	18.9%	9	15.9%	8	13.9%	7	12.9%	6
CAMEO	White Collar Neighbourhoods	14.4%	8	12.3%	7	9.0%	3	9.2%	3
CAMEO	Enterprising Mainstream	17.0%	10	13.5%	9	9.7%	7	9.0%	6
CAMEO	Paying The Mortgage	25.0%	10	37.2%	10	25.6%	10	23.7%	10
CAMEO	Cash Conscious Communities	6.9%	4	6.5%	3	11.4%	7	12.0%	8
CAMEO	On A Budget	4.2%	3	3.5%	2	5.5%	4	6.0%	4
CAMEO	Family Value	6.2%	8	5.1%	7	13.0%	10	14.3%	10
Affluence	AB	7.3%	1	6.0%	1	11.8%	2	13.0%	1
Affluence	CIC2	75.3%	10	78.9%	10	58.2%	9	54.7%	8
Affluence	DE	17.4%	5	15.0%	4	29.9%	8	32.3%	9



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Our Local

Achievable Average Weekly Takings

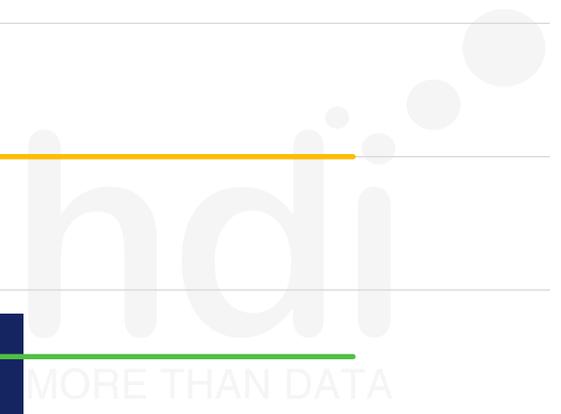
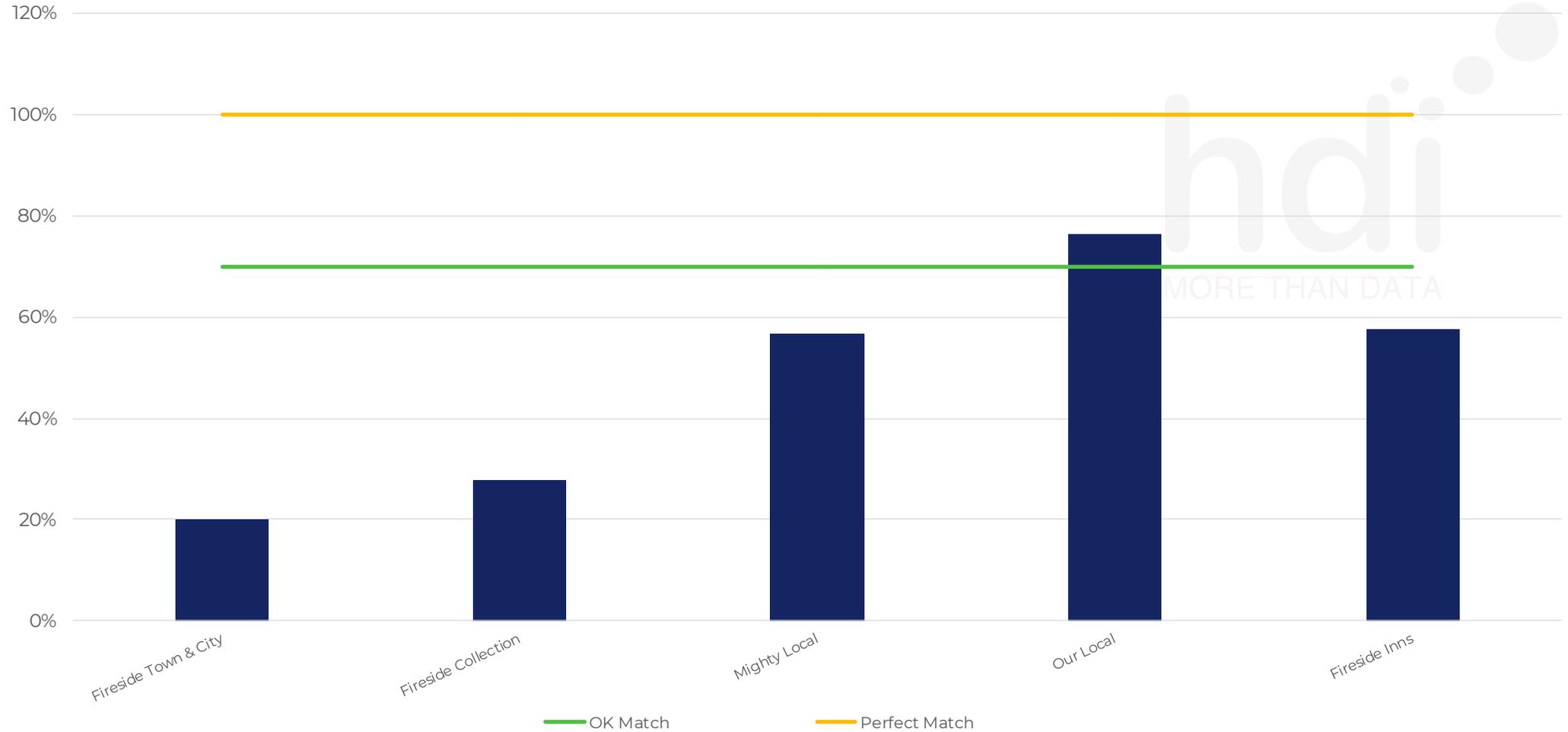
£10000



- 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

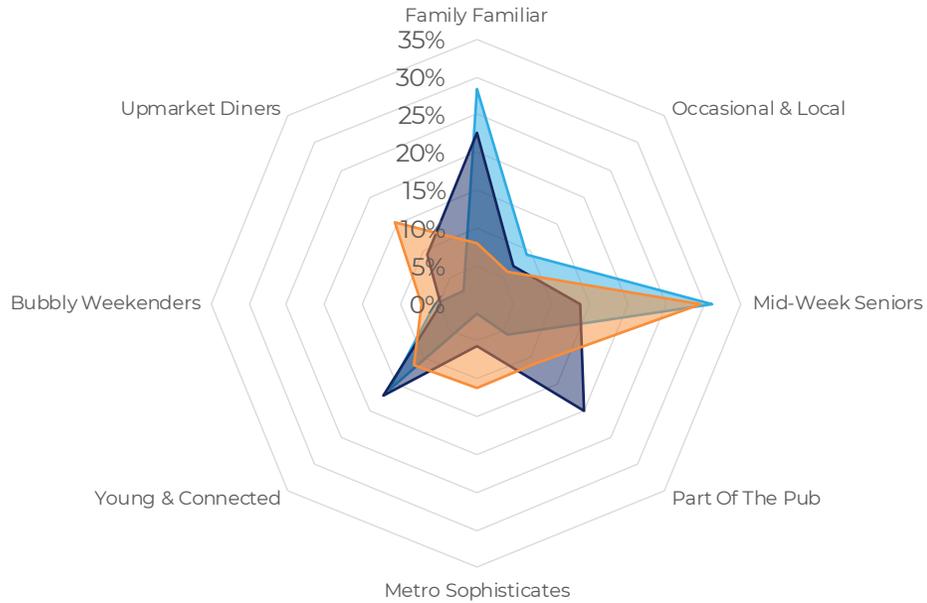


Concept Recommendation





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



	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Birch Tree Inn	114	28.28%	9.28%	31.24%	5.95%	1.29%	16.14%	5.52%	2.27%
Local Catchment	3922	22.56%	7.01%	13.72%	19.94%	5.69%	17.32%	4.75%	8.97%
Punch T&L	110506	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Birch Tree Inn vs Local Catchment		5.72%	2.27%	17.52%	-13.99%	-4.40%	-1.18%	0.77%	-6.70%
Birch Tree Inn vs Punch T&L		20.20%	3.36%	1.70%	-5.23%	-10.00%	4.52%	-1.63%	-12.92%
Local Catchment vs Punch T&L		14.48%	1.09%	-15.82%	8.76%	-5.60%	5.70%	-2.40%	-6.22%

■ Birch Tree 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
Birch Tree Inn DY52PS	114	28.28%	9.28%	31.24%	5.95%	1.29%	16.14%	5.52%	2.27%
Corn Exchange (Brierley Hill) DY52YJ	205	28.11%	10.05%	16.08%	14.74%	1.86%	24.98%	2.86%	1.28%
The Chequers Inn DY81EQ	470	17.63%	6.92%	9.86%	21.99%	4.80%	29.39%	6.16%	3.22%
The Moon Under Water B645HJ	229	20.05%	15.17%	8.60%	17.51%	1.37%	30.56%	6.10%	0.60%
The Old White Horse DY83XZ	271	16.98%	5.36%	18.21%	27.25%	4.83%	8.57%	3.25%	15.51%
Abraham Darby DY51SX	716	34.06%	9.02%	11.43%	14.22%	1.09%	21.55%	4.63%	3.96%
The Waterfront Inn DY51XE	476	15.68%	3.34%	5.75%	25.86%	2.32%	37.53%	8.15%	1.33%
Princess Wollaston DY83NX	149	8.87%	4.83%	2.41%	49.43%	9.06%	20.81%	3.26%	1.29%
Roe Deer DY75QJ	588	12.50%	1.68%	24.28%	5.64%	6.39%	14.32%	5.10%	30.06%
The Summerhill DY69XA	364	32.97%	10.23%	9.65%	8.40%	3.64%	20.19%	3.93%	10.95%
The Foley Arms DY90RQ	339	13.73%	5.21%	8.68%	25.55%	28.74%	8.16%	2.50%	7.40%
Glassworks DY84AF	242	44.78%	7.11%	13.49%	12.24%	2.62%	11.72%	4.34%	3.66%
The Cross Inn DY68AA	468	16.25%	2.11%	12.61%	33.22%	5.01%	22.16%	4.25%	4.35%
Lutley Oak (Halesowen) B633QT	256	30.51%	3.53%	11.82%	17.18%	5.18%	16.62%	5.77%	9.36%
Brewers Fayre Stourbridge DY81JR	298	40.60%	9.45%	14.40%	5.11%	3.17%	14.57%	6.71%	5.95%
Tenth Lock DY52TY	74	9.35%	2.36%	27.26%	37.98%	2.29%	14.75%	4.75%	1.21%
Hadcroft DY97DX	125	19.32%	25.53%	24.68%	11.43%	2.67%	6.45%	3.51%	6.36%
Saltwells Inn DY51AX	163	20.02%	7.69%	42.08%	7.78%	0.47%	17.52%	1.69%	2.72%
The Round Oak DY51SB	252	43.44%	9.03%	10.61%	8.37%	2.05%	21.52%	2.93%	2.01%
Soffio Lounge DY81EE	261	16.52%	9.46%	9.04%	7.14%	10.38%	17.60%	12.73%	17.09%
Brierley Hop House DY51XD	309	21.41%	9.26%	14.62%	10.21%	9.13%	21.10%	10.83%	3.42%
Woodman DY20BP	70	41.54%	5.55%	6.43%	8.75%	0.00%	28.58%	6.11%	3.01%
King William DY12EY	25	1.26%	17.23%	0.00%	70.05%	0.23%	9.00%	2.19%	0.00%
Longlands Tavern DY83XU	94	2.68%	1.57%	3.21%	65.11%	12.09%	11.17%	0.82%	3.30%
Lawnswood Stourbridge DY85NA	162	10.79%	5.41%	12.35%	47.80%	2.16%	16.91%	2.32%	2.22%