



Site Summary



Lyndon B927LY

B927LY

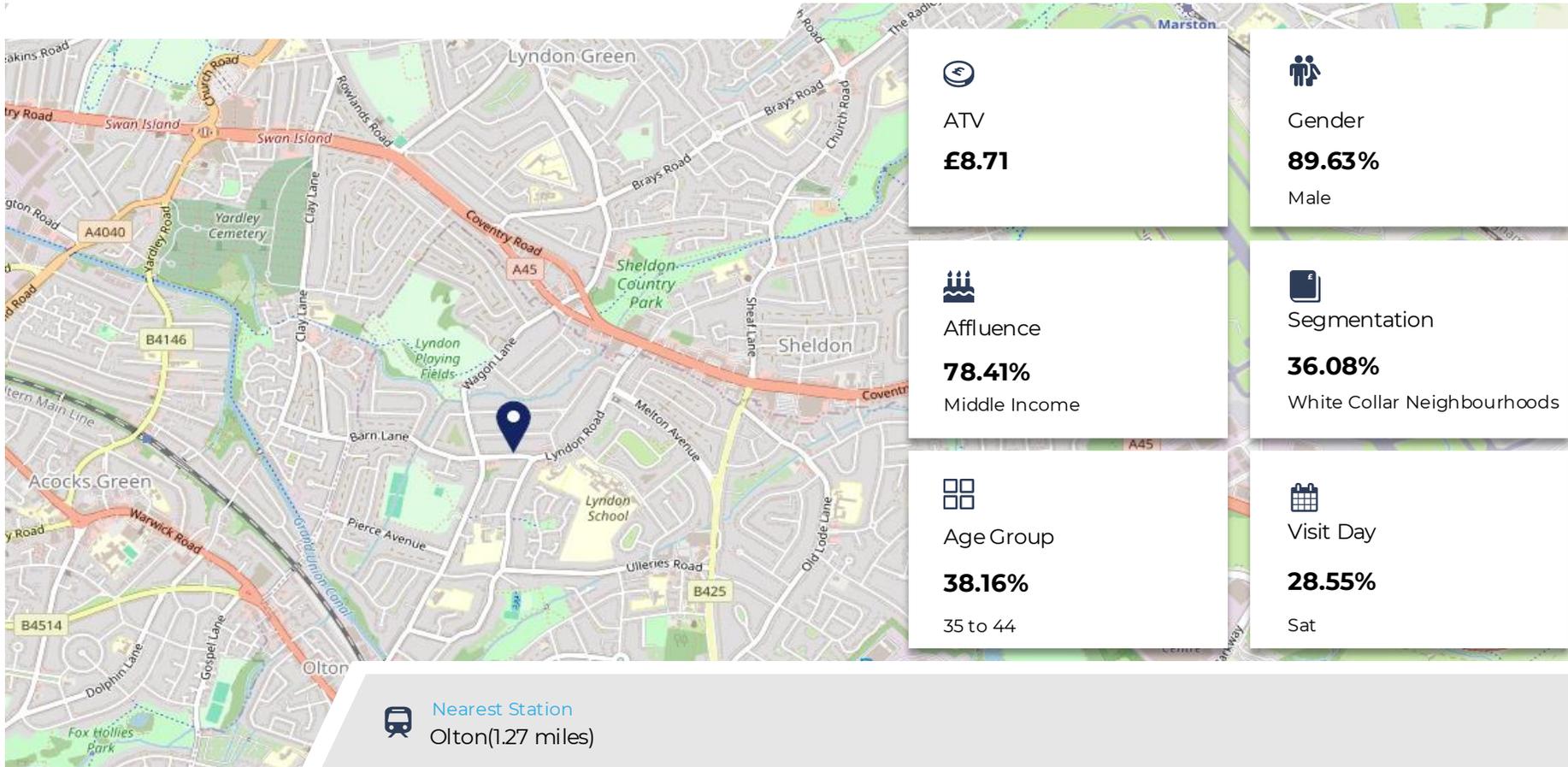
Punch T&L

Work Area
Birmingham

Region
West Midlands

TV Region
Central

Urbanicity
Urban major conurbation



ATV
£8.71



Gender
89.63%
Male



Affluence
78.41%
Middle Income



Segmentation
36.08%
White Collar Neighbourhoods



Age Group
38.16%
35 to 44



Visit Day
28.55%
Sat

Top Competitors



Olton Tavern
B928NU
 Ember Inns

#1



Dingle Solihull
B929EY
 Craft Union

#2



The Journey's End
B261EH
 Sizzling

#3

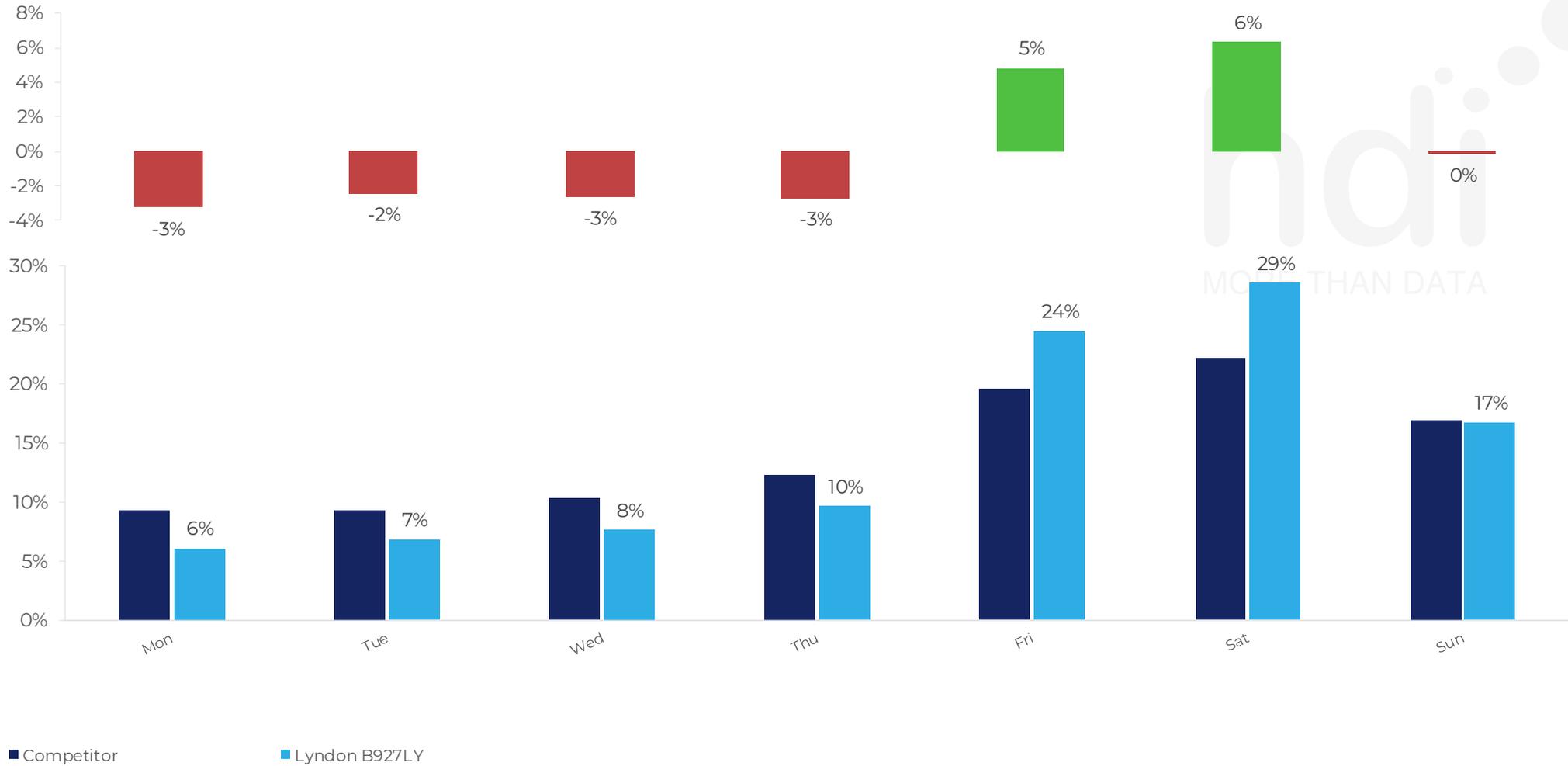


Nearest Station
Olton(1.27 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Lyndon B927LY versus its competitors?

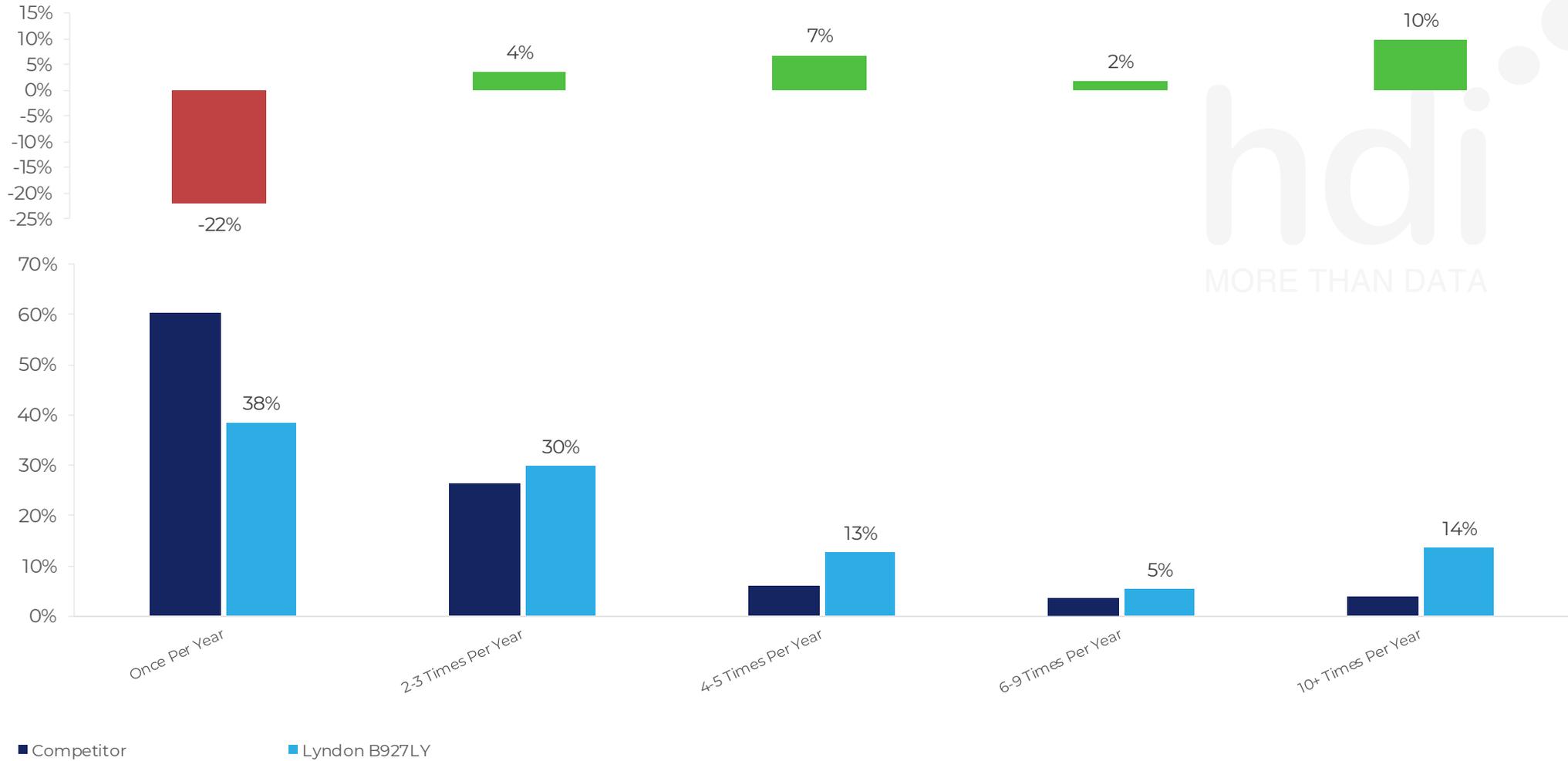
% of spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



Visit Frequency

How frequently per year do customers visit Lyndon B927LY versus its competitors?

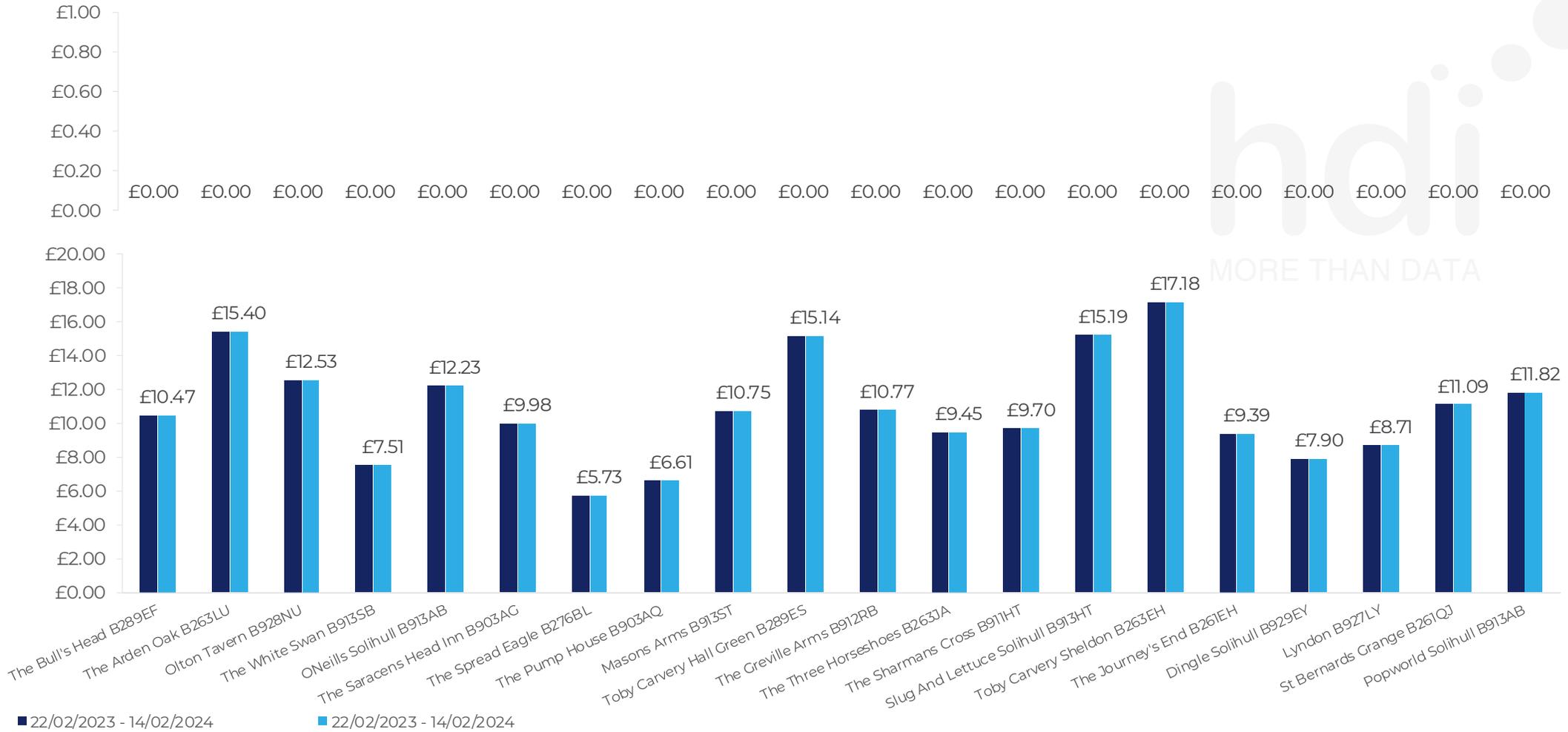
% of customer numbers for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

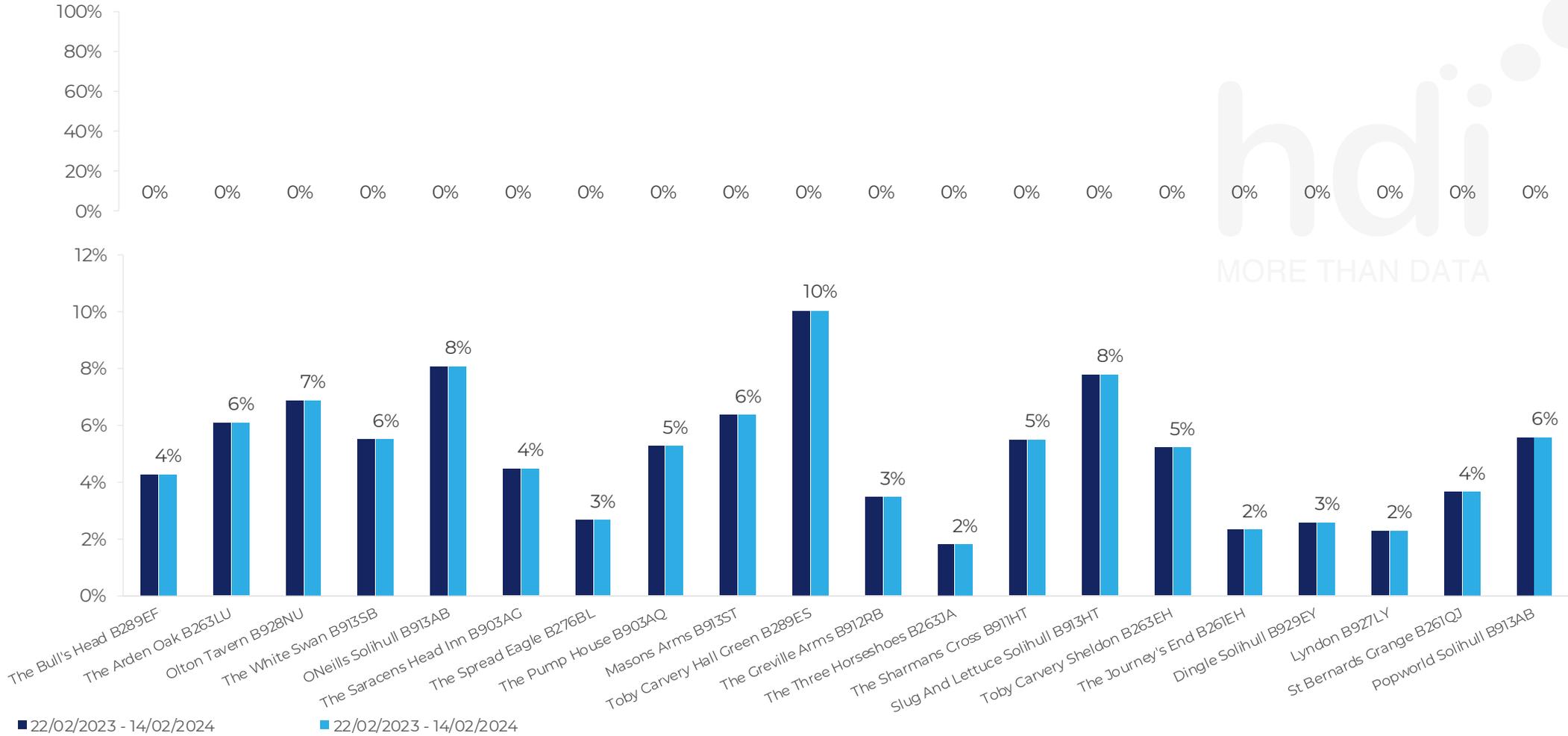
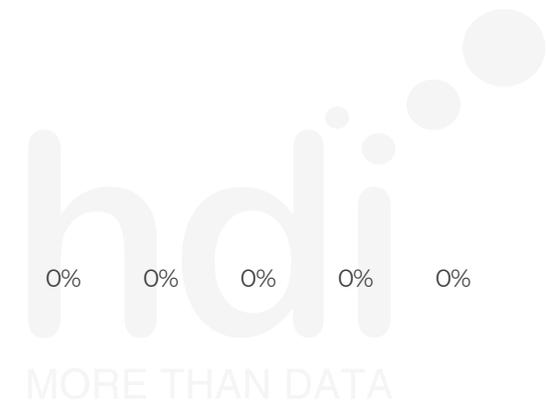




Market Share Change

How has market share changed between two date ranges?

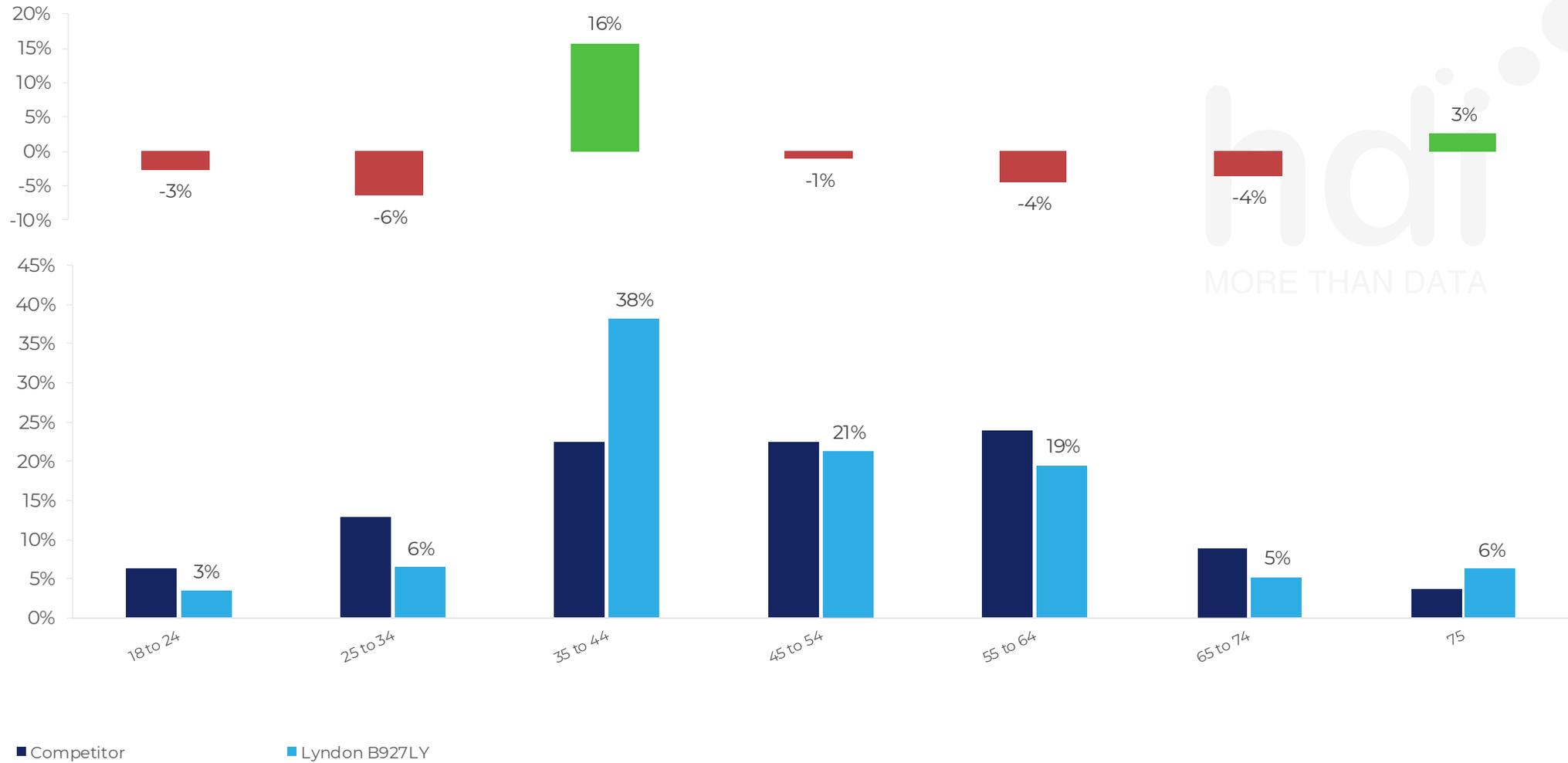
% of market share spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024



Age

How does the age profile of customers who visit Lyndon B927LY compare versus its competitors?

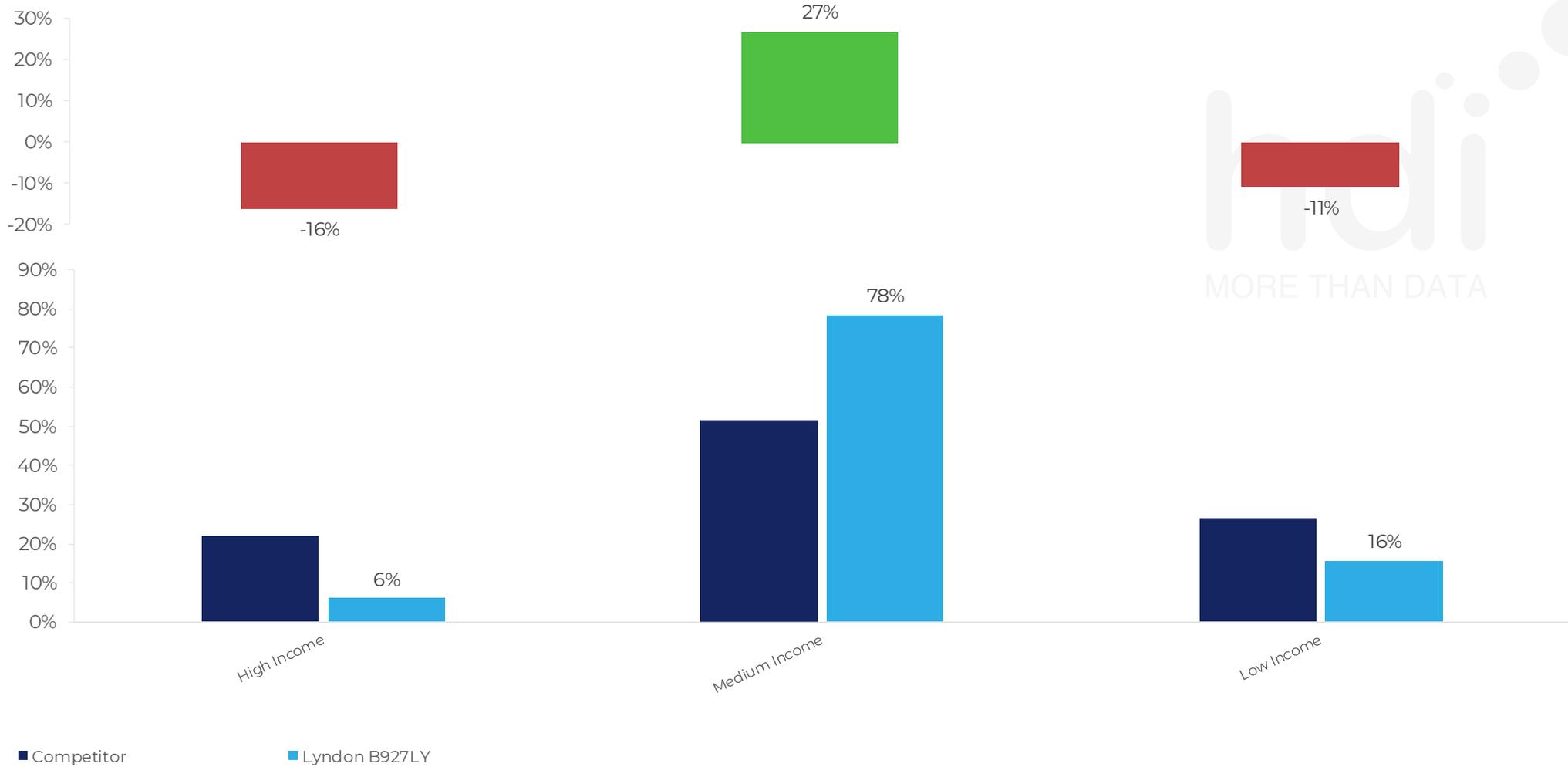
% of spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



Affluence

How does the affluence of customers who visit Lyndon B927LY compare versus its competitors?

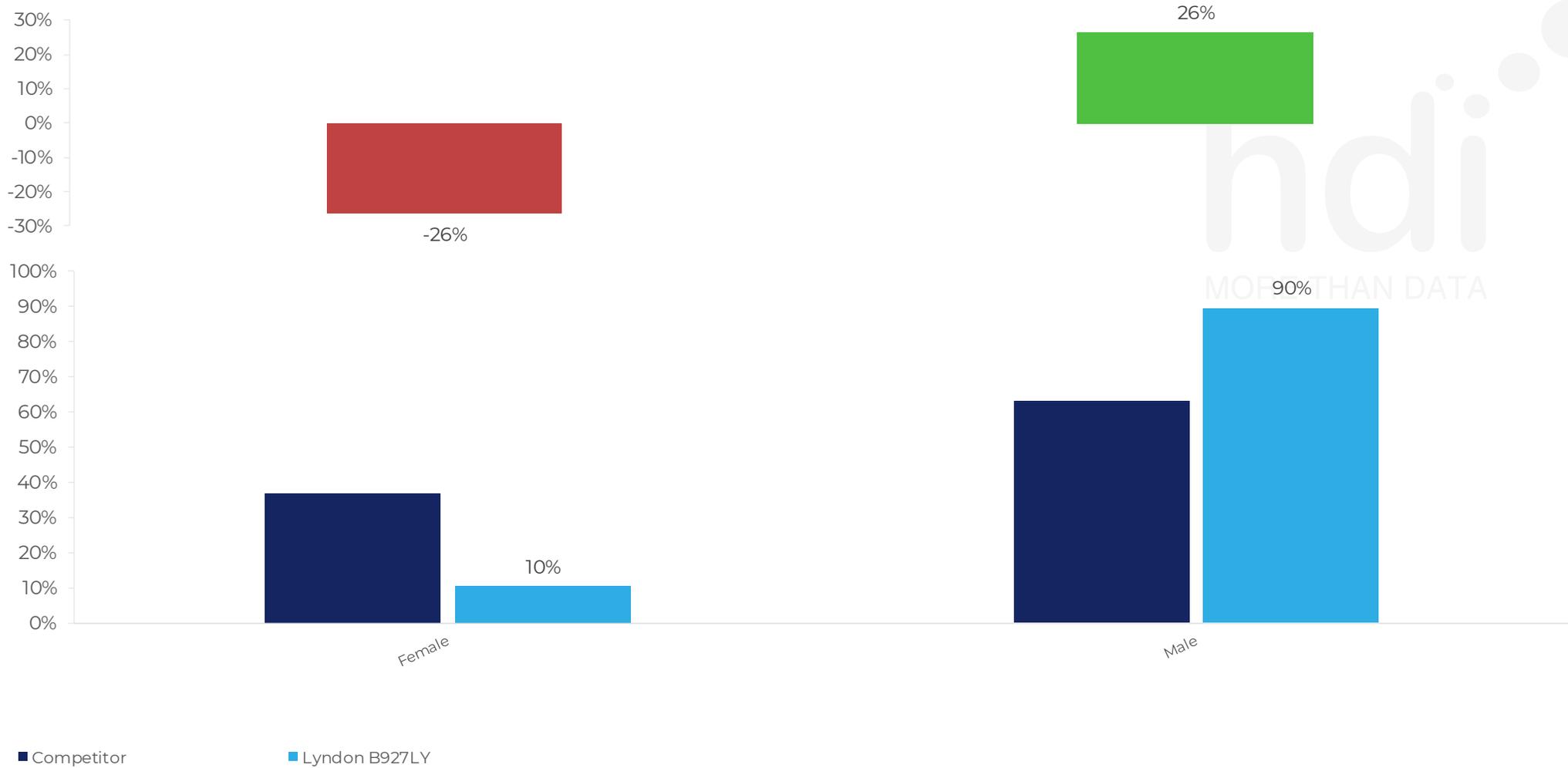
% of spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



Gender

How does the gender profile of customers who visit Lyndon B927LY compare versus its competitors?

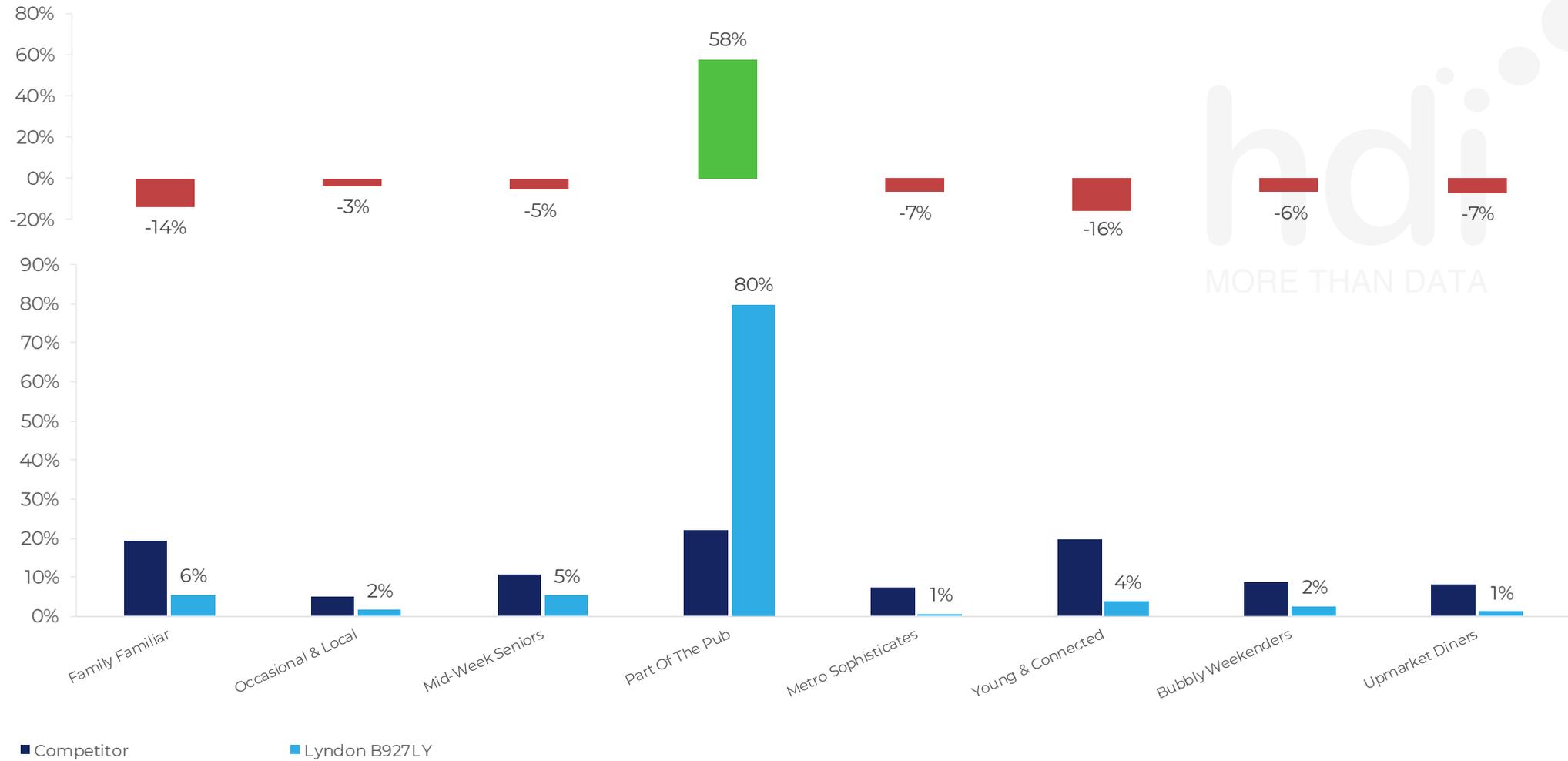
% of spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



Punch Segmentation

How does the Custom segmentation profile of customers who visit Lyndon B927LY compare versus its competitors?

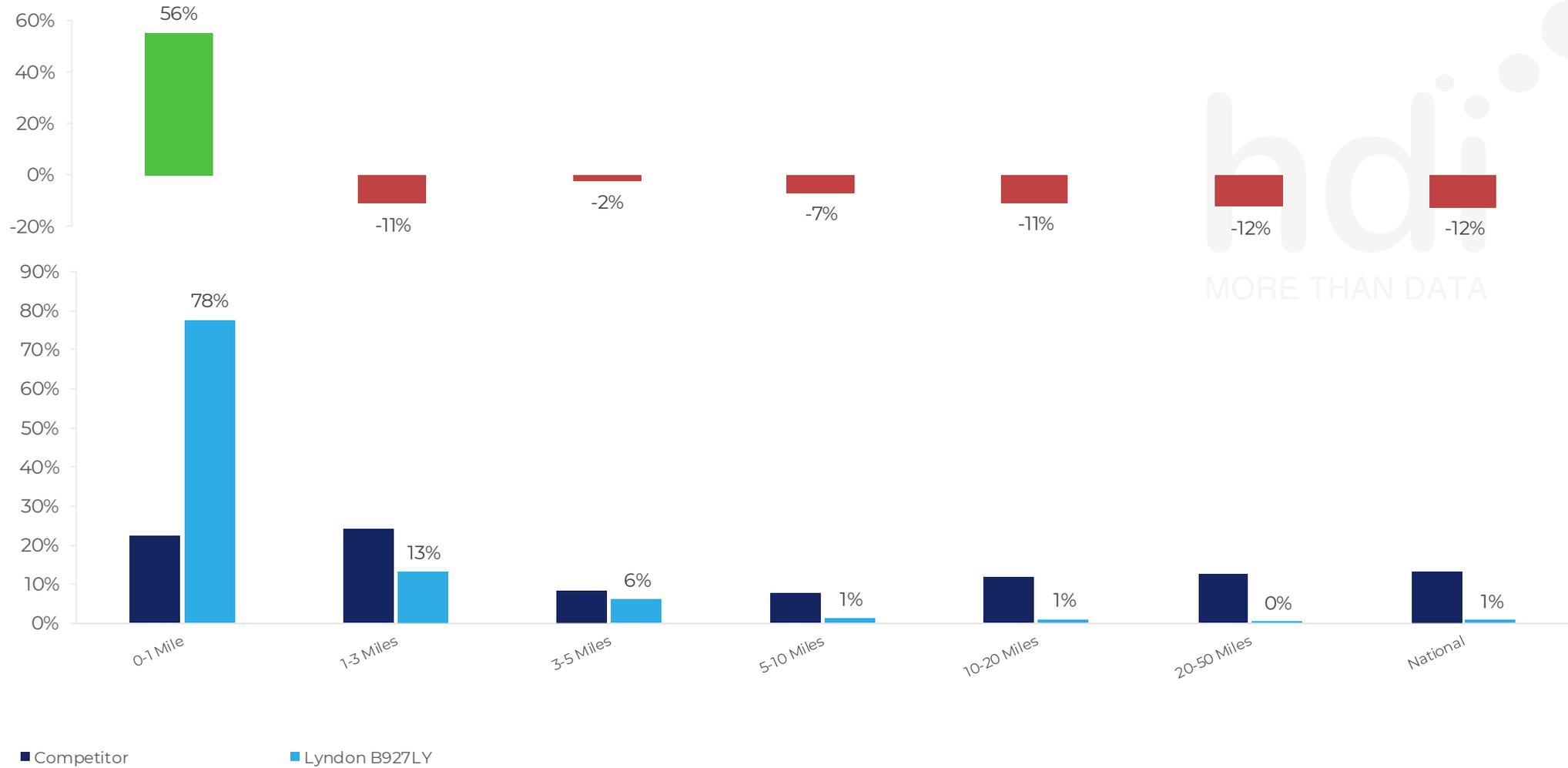
% of spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Spend by Distance

How does the spend profile of Lyndon B927LY compare versus its competitors based on travel distances?

% of spend for Lyndon B927LY and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

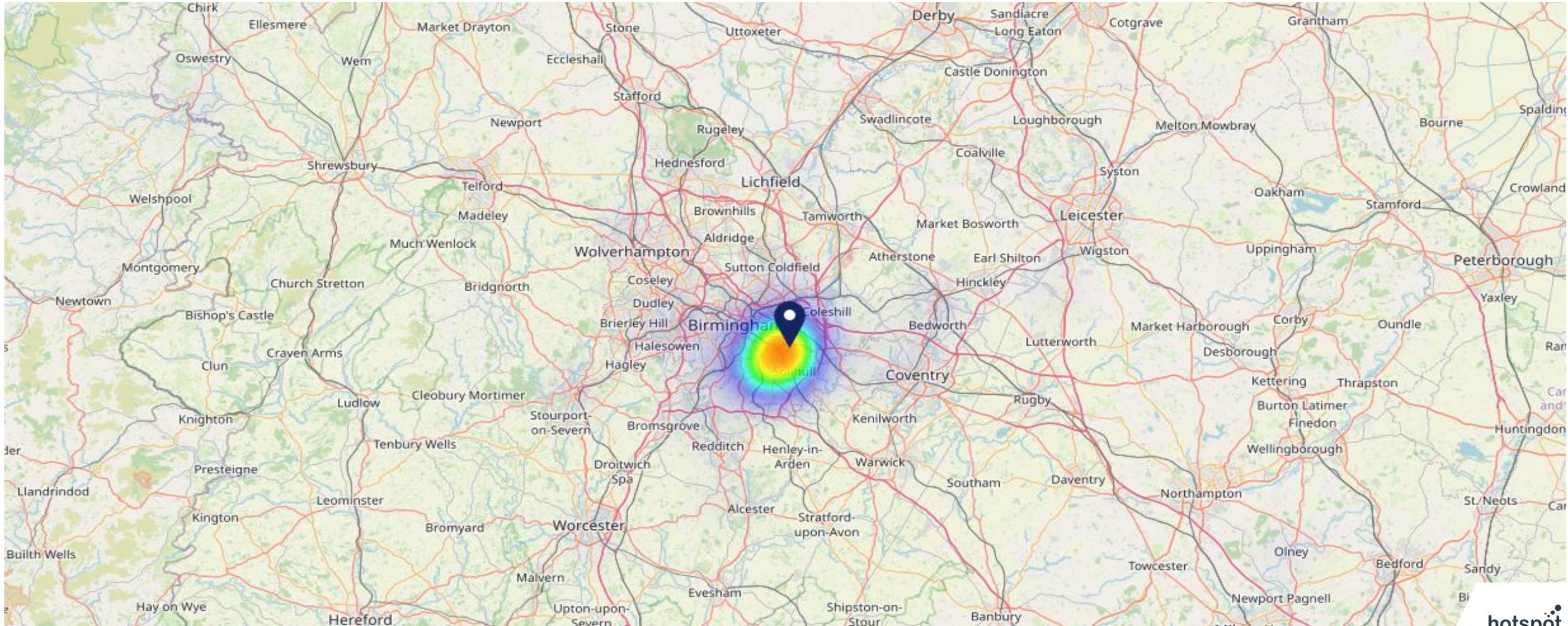




Map of Guest Origin

Where do customers of Lyndon B927LY come from?

Where do customers of Lyndon B927LY for 22/02/2023 - 14/02/2024 live

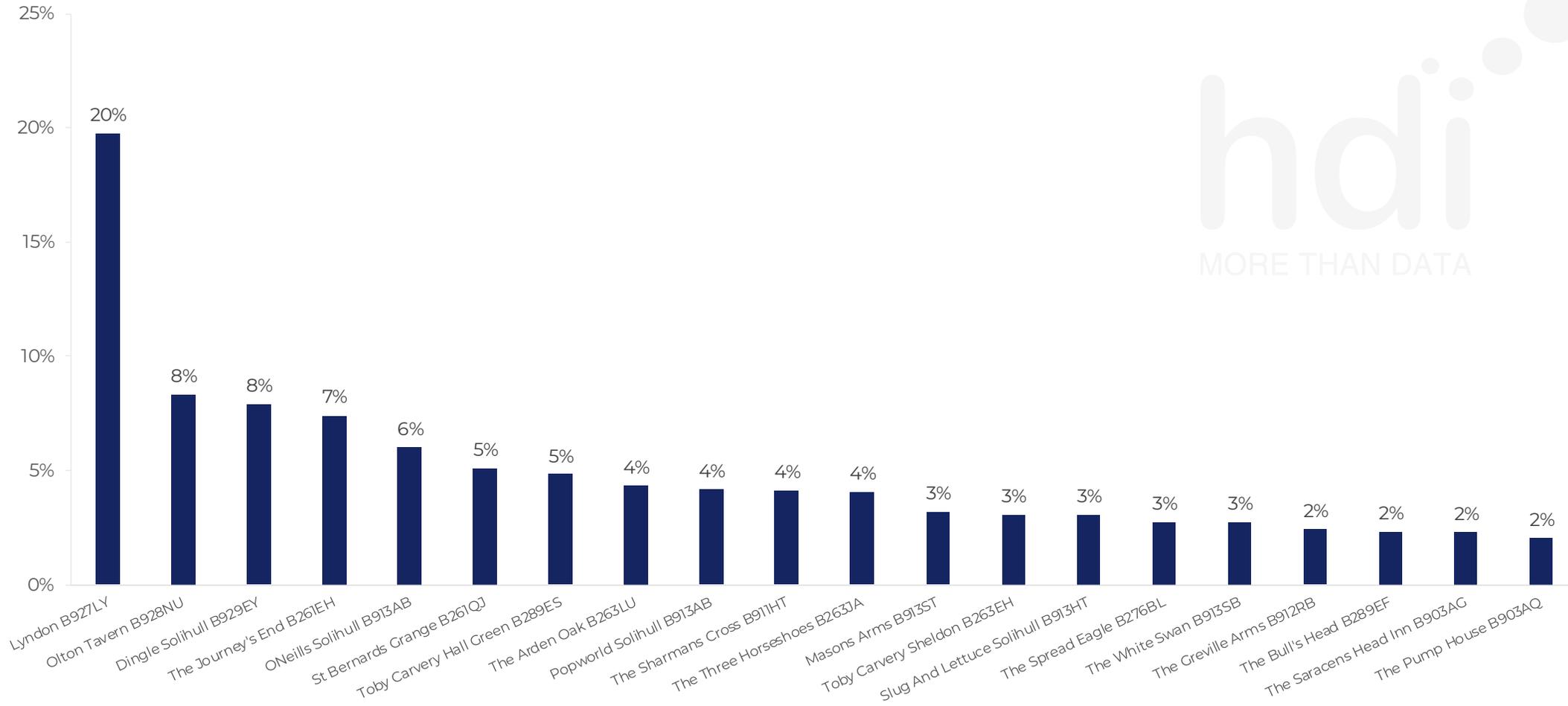




Share of Wallet

What are the Top 20 venues (by spend) that customers of Lyndon B927LY also visit?

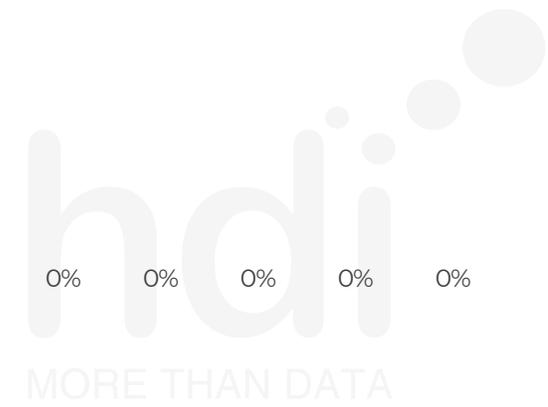
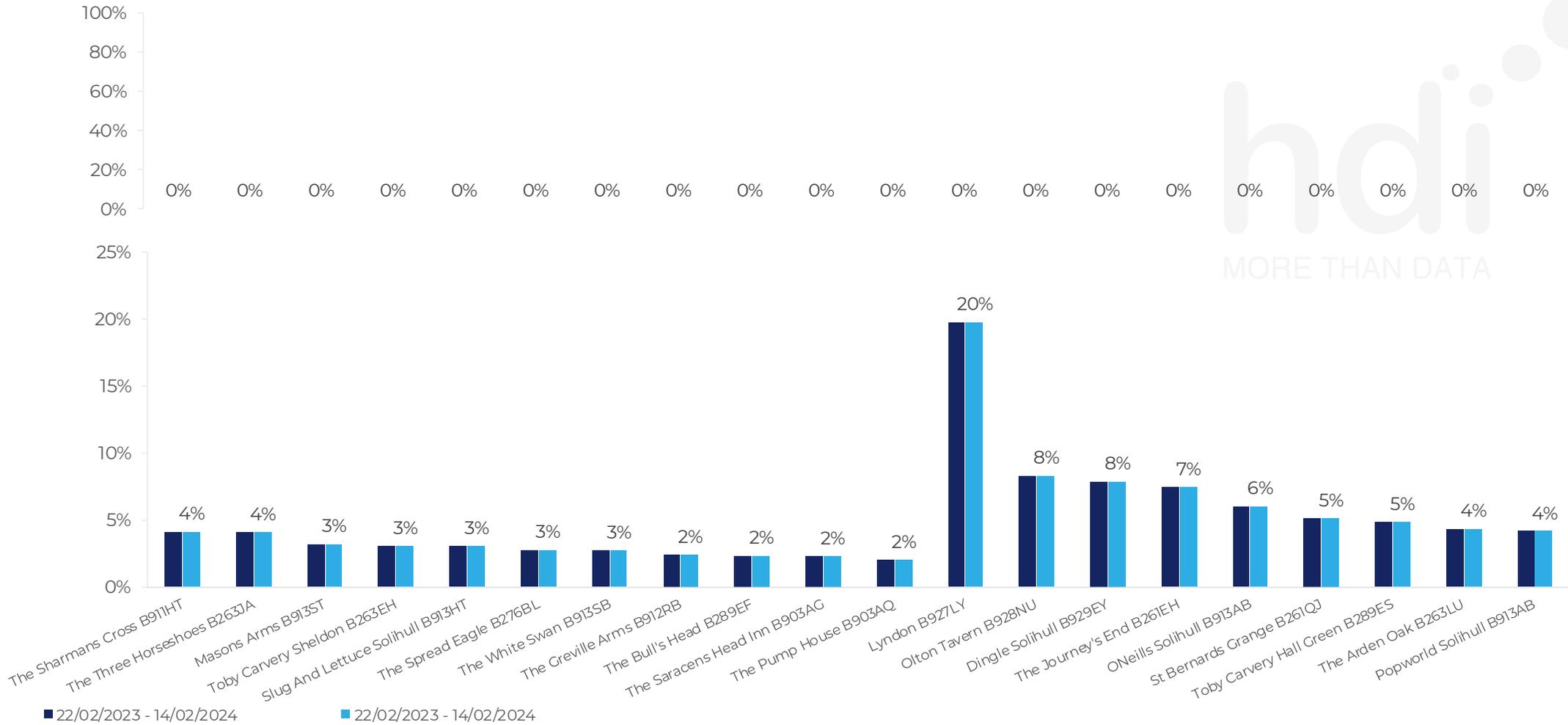
For customers of Lyndon B927LY, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Lyndon B927LY changed between two date ranges?





Market Summary

How does the local area for Lyndon B927LY 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	£806K	4	£819K	3	£25.90M	7	£160.36M	8
Weekpart	Mon - Thu	37.4%	4	37.0%	3	44.3%	8	46.6%	9
Weekpart	Fri - Sat	48.5%	8	48.7%	9	40.5%	4	38.7%	1
Weekpart	Sun	14.1%	5	14.3%	5	15.2%	5	14.7%	3
Age	18 to 24	1.7%	2	1.7%	1	6.1%	5	5.5%	4
Age	25 to 34	7.8%	1	7.7%	1	14.6%	2	14.8%	1
Age	35 to 44	31.5%	10	31.7%	10	25.3%	7	26.3%	8
Age	45 to 54	30.0%	10	30.3%	10	24.0%	9	23.1%	9
Age	55 to 64	18.1%	7	17.9%	7	20.0%	9	19.2%	9
Age	65 to 74	7.9%	7	7.8%	7	7.4%	6	8.0%	7
Age	75+	2.9%	7	2.9%	6	2.6%	6	3.0%	6
CAMEO	Business Elite	3.1%	3	3.2%	3	5.5%	5	7.4%	5
CAMEO	Prosperous Professionals	1.1%	1	1.3%	1	3.9%	3	6.5%	5
CAMEO	Flourishing Society	3.5%	1	3.8%	1	6.4%	2	10.5%	4
CAMEO	Content Communities	21.8%	10	21.6%	10	8.5%	2	11.4%	4
CAMEO	White Collar Neighbourhoods	30.5%	10	30.3%	10	13.0%	7	10.8%	5
CAMEO	Enterprising Mainstream	7.2%	5	7.1%	5	9.5%	7	8.8%	6
CAMEO	Paying The Mortgage	21.0%	9	21.0%	9	24.8%	10	17.7%	8
CAMEO	Cash Conscious Communities	2.4%	1	2.4%	1	8.2%	5	7.4%	4
CAMEO	On A Budget	4.4%	3	4.3%	3	8.1%	7	8.7%	8
CAMEO	Family Value	5.0%	7	4.9%	7	12.1%	9	10.6%	9
Affluence	AB	7.7%	1	8.3%	1	15.8%	2	24.5%	4
Affluence	C1C2	80.5%	10	80.0%	10	55.8%	9	48.7%	6
Affluence	DE	11.8%	3	11.7%	2	28.4%	8	26.8%	8



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Non-Core

Achievable Average Weekly Takings

£16000

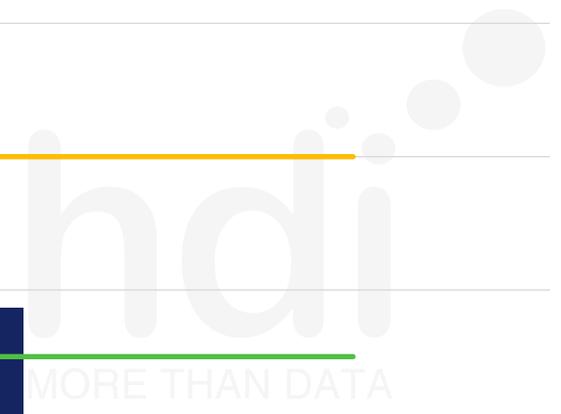
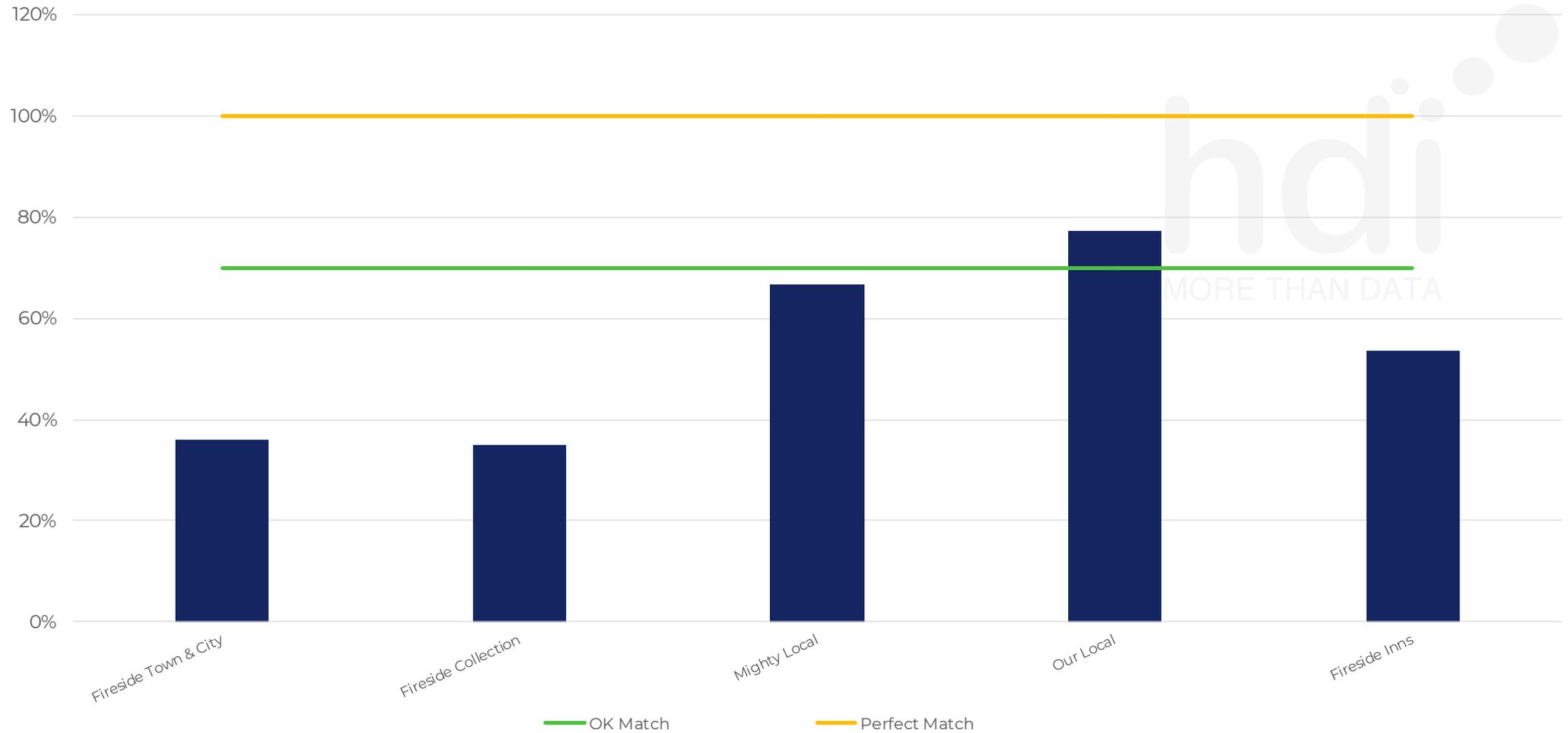


- A Food-Led High Affluence
- B Food-Led Mid Affluence
- C Wet-Led Mid/High Affluence
- D Wet-Led Low Affluence
- E Food-Led Low Affluence
- 1 AWT
- 2 Local Regulars
- 3 Local Passing Trade
- 4 Destination Wet-Led
- 5 Destination Food-Led
- 6 Destination Very Food-Led



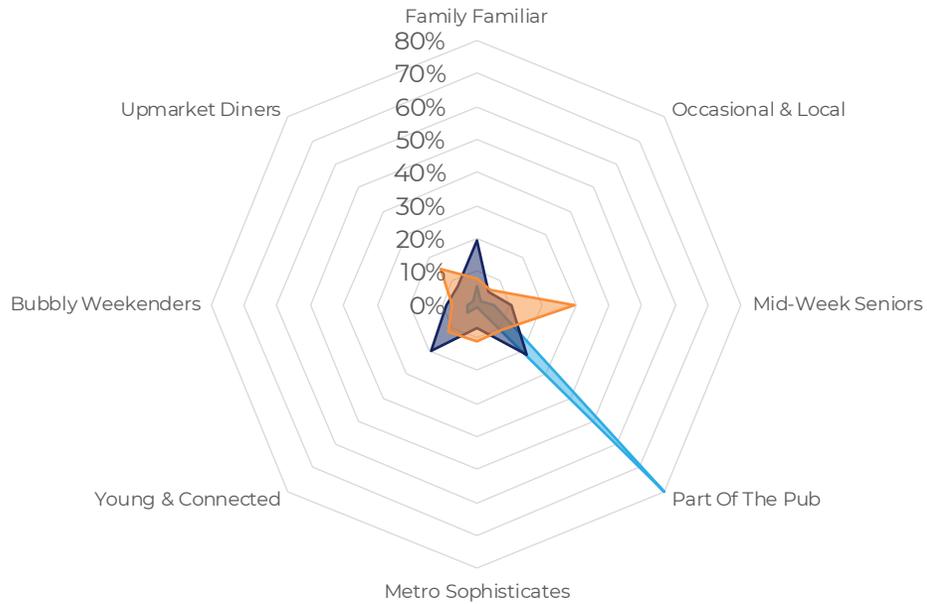
Site Potential 2

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
Lyndon	97	550%	1.60%	5.22%	79.92%	0.52%	3.67%	2.47%	1.05%
Local Catchment	10685	19.10%	5.01%	10.60%	21.80%	7.04%	19.62%	8.84%	7.96%
Punch T&L	110506	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
Lyndon vs Local Catchment		-13.60%	-3.41%	-5.38%	58.12%	-6.52%	-15.95%	-6.37%	-6.91%
Lyndon vs Punch T&L		-2.58%	-4.32%	-24.32%	68.74%	-10.77%	-7.95%	-4.68%	-14.14%
Local Catchment vs Punch T&L		11.02%	-0.91%	-18.94%	10.62%	-4.25%	8.00%	1.69%	-7.23%

■ Lyndon

■ 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
Lyndon B927LY	97	5.50%	1.60%	5.22%	79.92%	0.52%	3.67%	2.47%	1.05%
Olton Tavern B928NU	361	18.31%	2.54%	7.69%	44.16%	3.67%	12.84%	7.08%	3.67%
Dingle Solihull B929EY	119	6.42%	2.84%	0.34%	65.60%	1.26%	13.07%	9.82%	0.60%
The Journey's End B261EH	99	22.91%	4.45%	1.67%	54.83%	0.26%	8.68%	5.08%	2.08%
ONeills Solihull B913AB	742	16.66%	1.67%	6.82%	14.54%	10.04%	27.84%	16.46%	5.93%
St Bernards Grange B261QJ	170	33.05%	4.66%	2.76%	20.73%	0.85%	27.32%	8.06%	2.52%
Toby Carvery Hall Green B289ES	520	21.07%	14.23%	15.61%	22.28%	4.54%	13.07%	4.45%	4.71%
The Arden Oak B263LU	260	37.75%	0.70%	12.58%	8.98%	9.05%	20.50%	6.29%	4.11%
Popworld Solihull B913AB	296	16.38%	0.73%	1.19%	8.93%	9.55%	28.21%	28.13%	6.84%
The Sharmans Cross B911HT	323	17.70%	6.28%	4.23%	33.03%	6.52%	23.68%	4.92%	3.61%
The Three Horseshoes B263JA	85	10.32%	3.99%	4.34%	46.42%	2.24%	27.24%	5.21%	0.19%
Masons Arms B913ST	635	12.90%	2.03%	10.83%	29.67%	8.52%	21.17%	7.26%	7.57%
Toby Carvery Sheldon B263EH	359	41.40%	1.89%	11.70%	10.19%	1.58%	20.24%	7.90%	5.07%
Slug And Lettuce Solihull B913HT	703	19.01%	0.97%	6.17%	9.85%	8.30%	24.05%	20.37%	11.24%
The Spread Eagle B276BL	137	9.36%	14.76%	10.65%	32.85%	12.24%	15.46%	1.72%	2.91%
The White Swan B913SB	658	15.64%	6.56%	13.58%	18.24%	7.86%	21.99%	8.19%	7.90%
The Greville Arms B912RB	174	25.53%	22.05%	4.53%	23.38%	3.52%	14.48%	3.79%	2.69%
The Bull's Head B289EF	205	7.85%	7.52%	14.03%	54.25%	4.99%	4.92%	2.65%	3.76%
The Saracens Head Inn B903AG	305	14.45%	12.08%	5.53%	21.05%	2.13%	40.10%	2.86%	1.76%
The Pump House B903AQ	502	13.11%	9.15%	4.92%	39.87%	4.32%	20.75%	4.82%	3.03%
Marston Green Tavern B377AS	134	15.22%	2.48%	10.02%	38.98%	6.09%	24.54%	1.53%	1.10%
Beech House Solihull B913DA	474	10.33%	2.52%	6.12%	5.05%	23.21%	15.11%	10.40%	27.23%
Crane (Sheldon) B263SN	144	53.21%	2.39%	3.76%	24.69%	0.85%	9.93%	4.66%	0.46%
Airport Wetherspoons B263QJ	6025	20.69%	4.13%	15.93%	10.01%	7.67%	20.68%	10.76%	10.10%
The William Tyler B258UT	166	16.58%	0.66%	2.84%	40.55%	4.98%	30.70%	1.54%	2.10%