



Site Summary



New Inn WF43AX

WF43AX

Punch T&L



Work Area

Wakefield and Castleford



Region

Yorkshire and The Humber



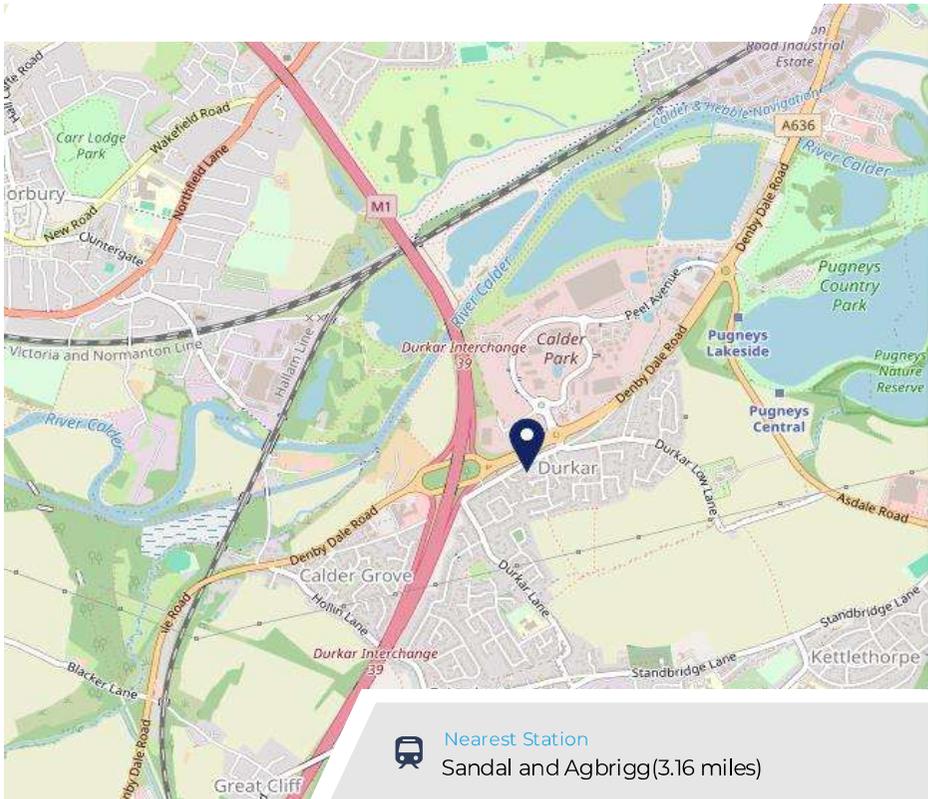
TV Region

Yorkshire



Urbanicity

Urban major conurbation



Nearest Station

Sandal and Agbrigg(3.16 miles)



ATV

£8.69



Gender

81.25%

Male



Affluence

55.81%

Middle Income



Segmentation

37.09%

Enterprising Mainstream



Age Group

32.14%

55 to 64



Visit Day

27.14%

Sat

Top Competitors



The Red Kite

#1

WF43BB

Vintage Inns



Walnut Tree (Wakefield)

#2

WF26BH

Hungry Horse



Dam Inn

#3

WF26QG

Redcat

337 Site Customers

25 Competitors

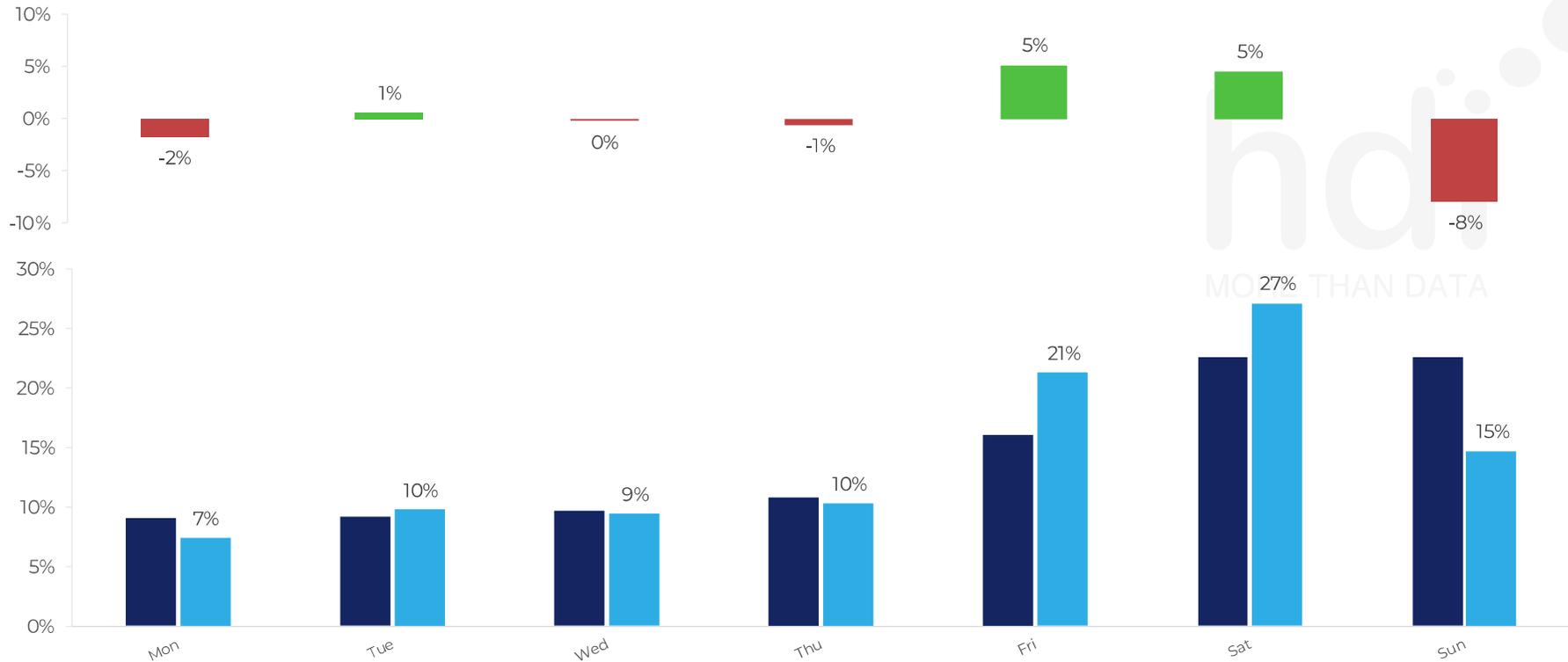
30655 Competitor Customers



Spend by Weekpart

How is customer spend distributed throughout the week for New Inn WF43AX versus its competitors?

% of spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

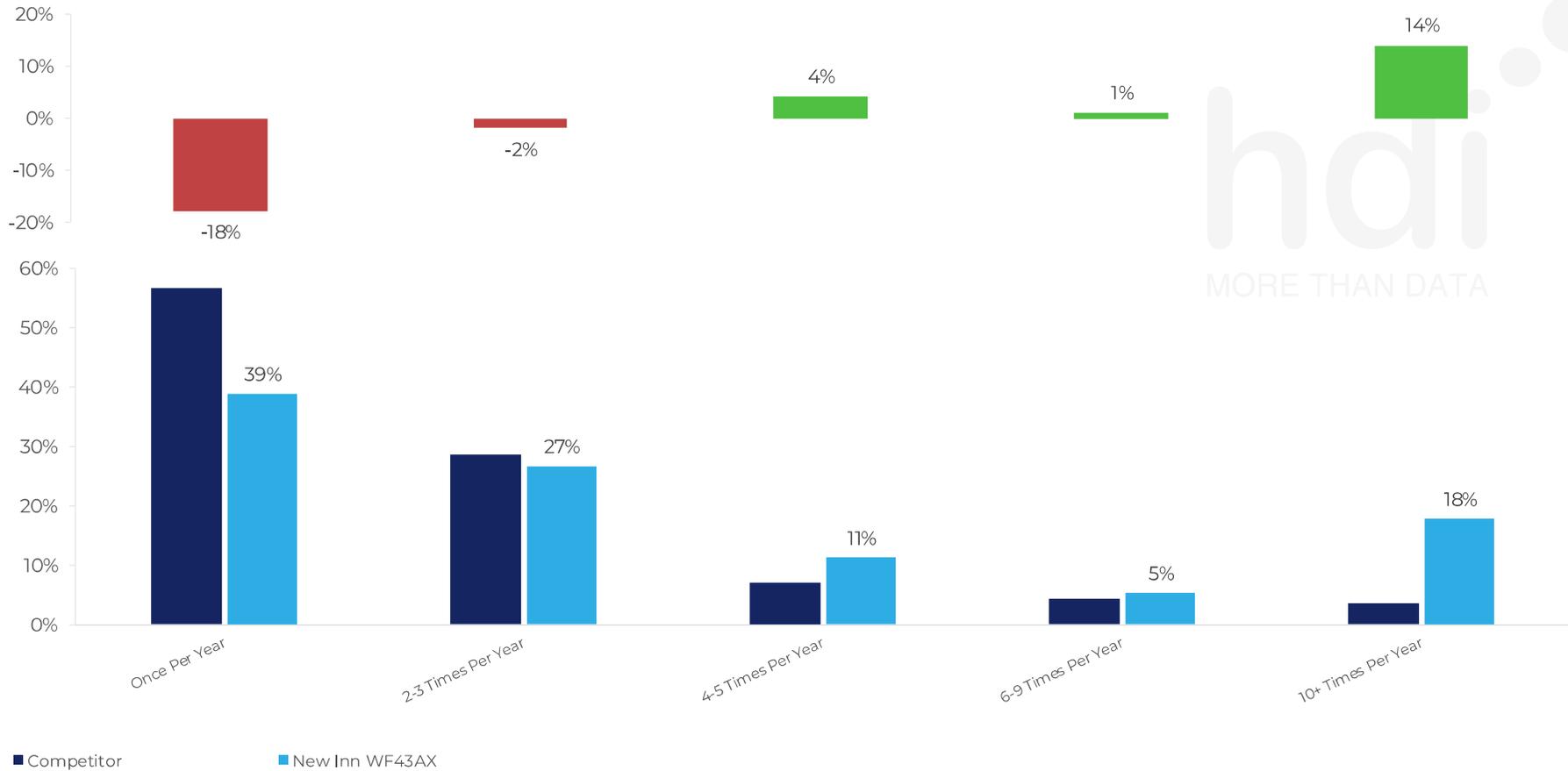
■ New Inn WF43AX



Visit Frequency

How frequently per year do customers visit New Inn WF43AX versus its competitors?

% of customer numbers for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023- 14/02/2024 and the number of visits made Per Annum



337 Site Customers

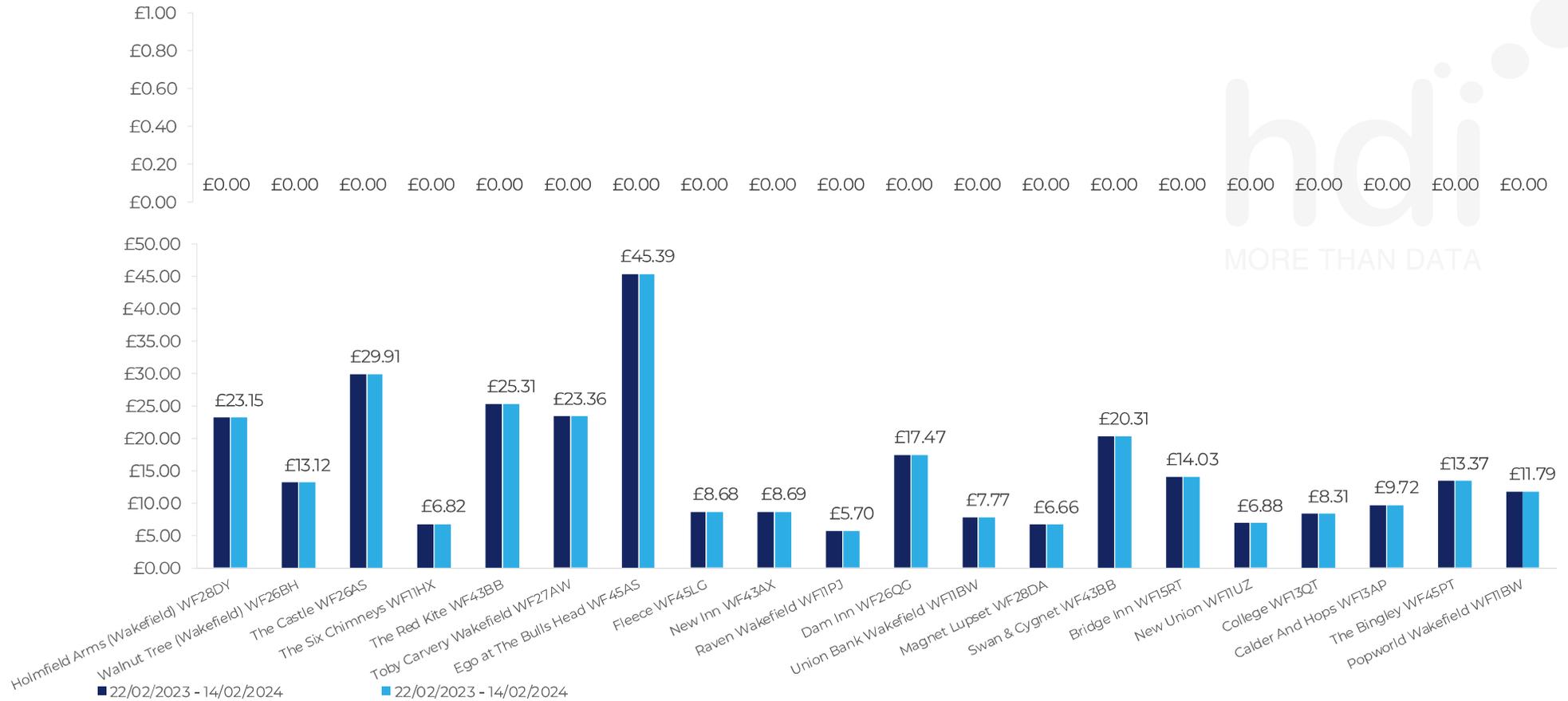
25 Competitors

30655 Competitor Customers



ATV Change

How has ATV changed between two date ranges?

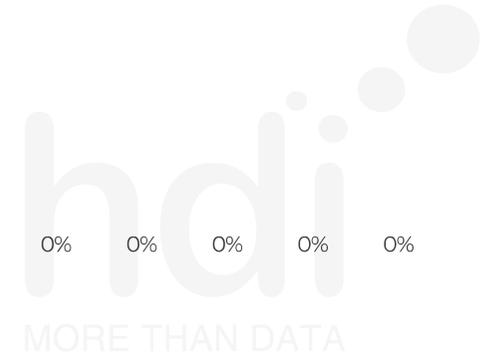
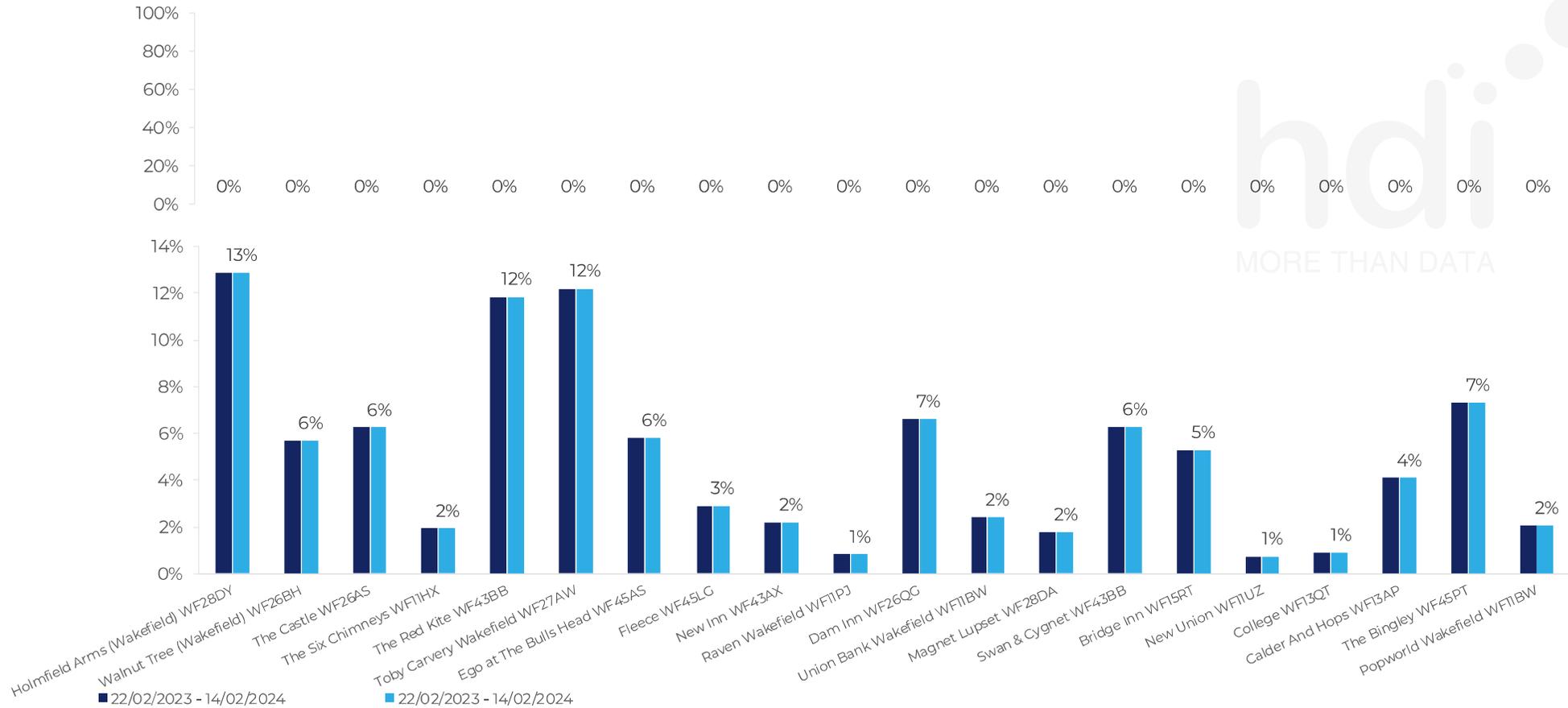




Market Share Change

How has market share changed between two date ranges?

% of market share spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

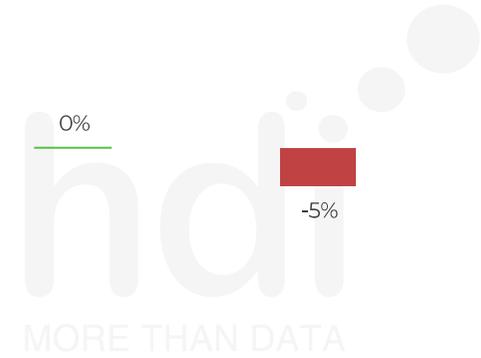
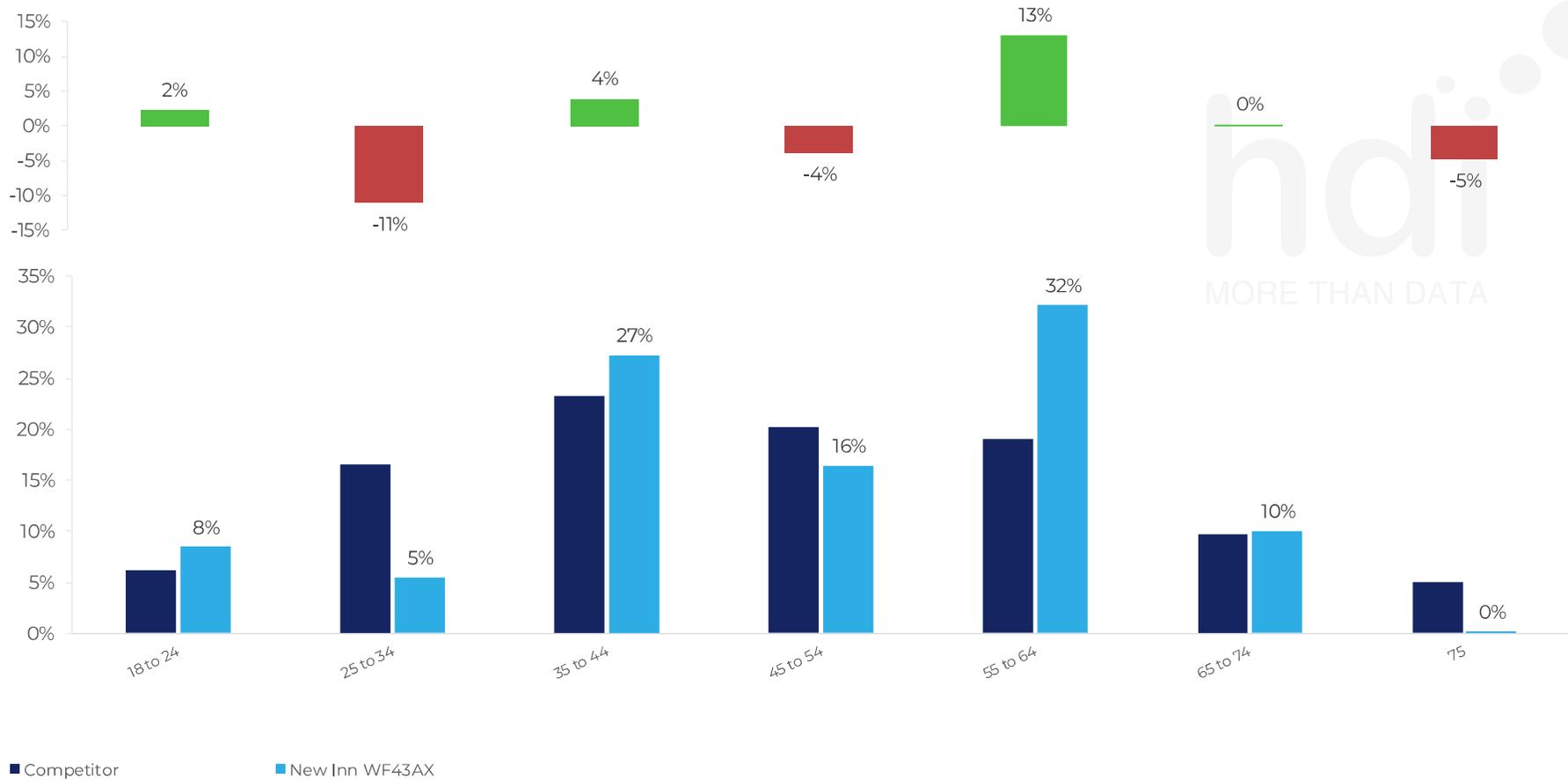




Age

How does the age profile of customers who visit New Inn WF43AX compare versus its competitors?

% of spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

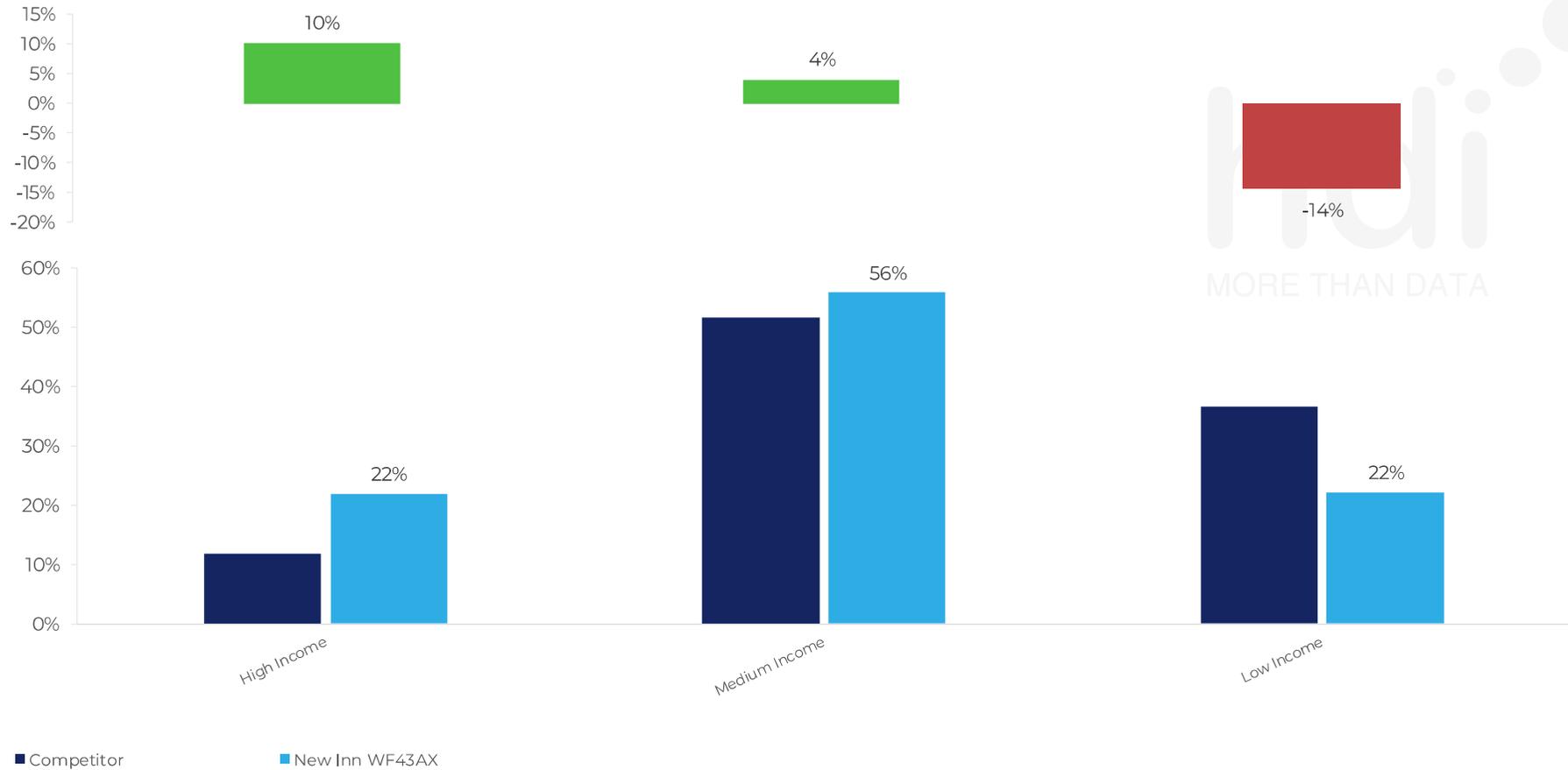




Affluence

How does the affluence of customers who visit New Inn WF43AX compare versus its competitors?

% of spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



146 Site Customers

25 Competitors

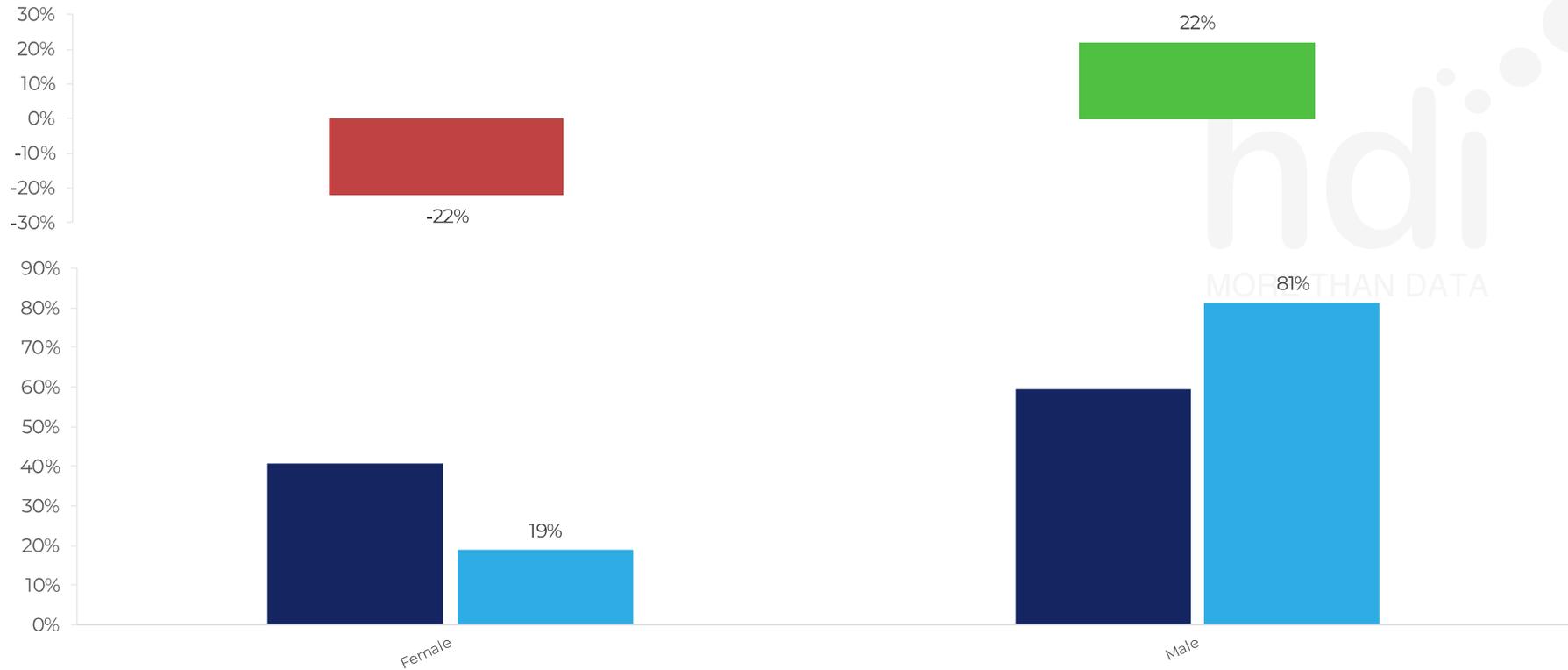
13358 Competitor Customers



Gender

How does the gender profile of customers who visit New Inn WF43AX compare versus its competitors?

% of spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

■ New Inn WF43AX

156 Site Customers

25 Competitors

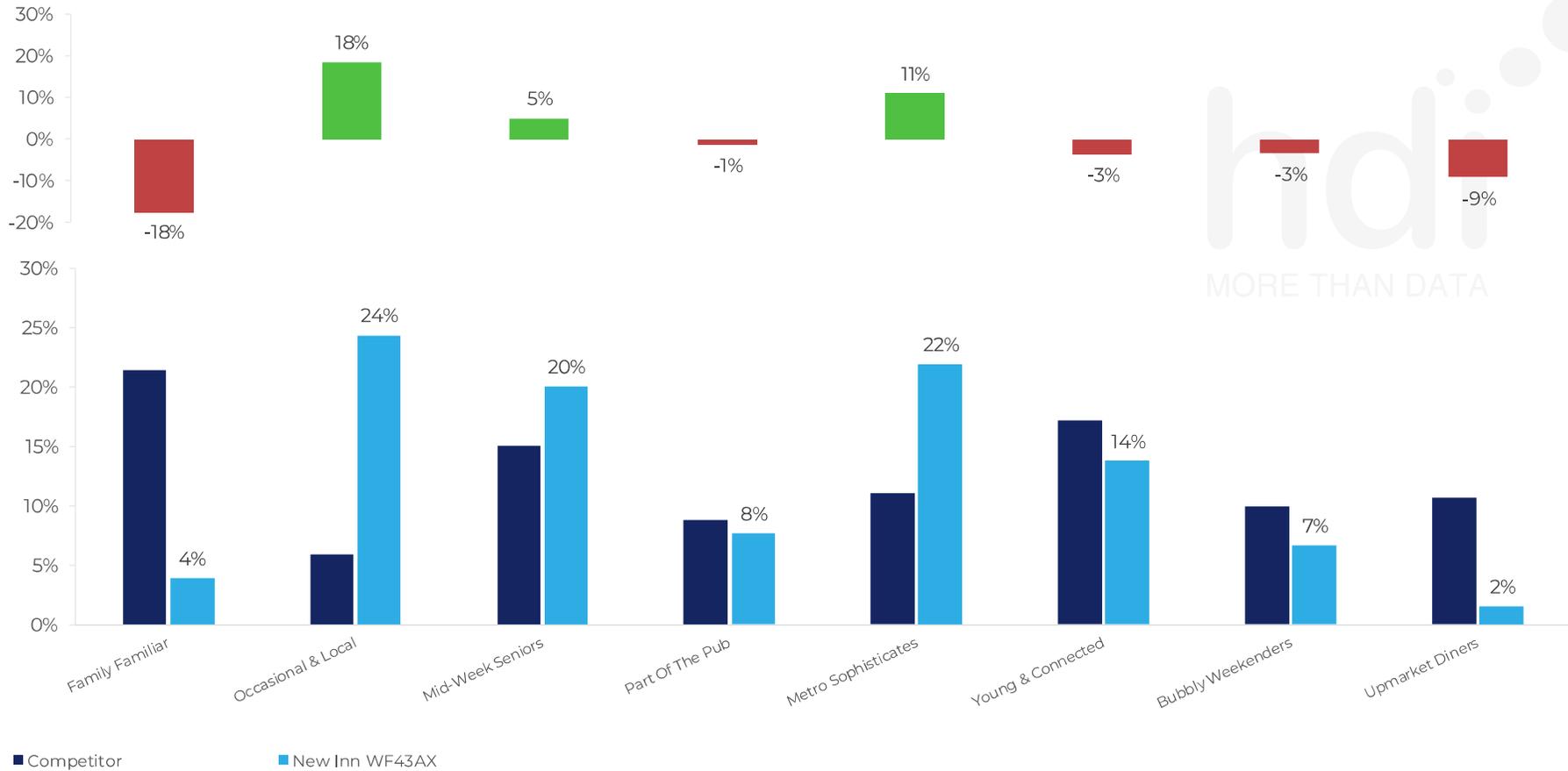
14169 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit New Inn WF43AX compare versus its competitors?

% of spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



337 Site Customers

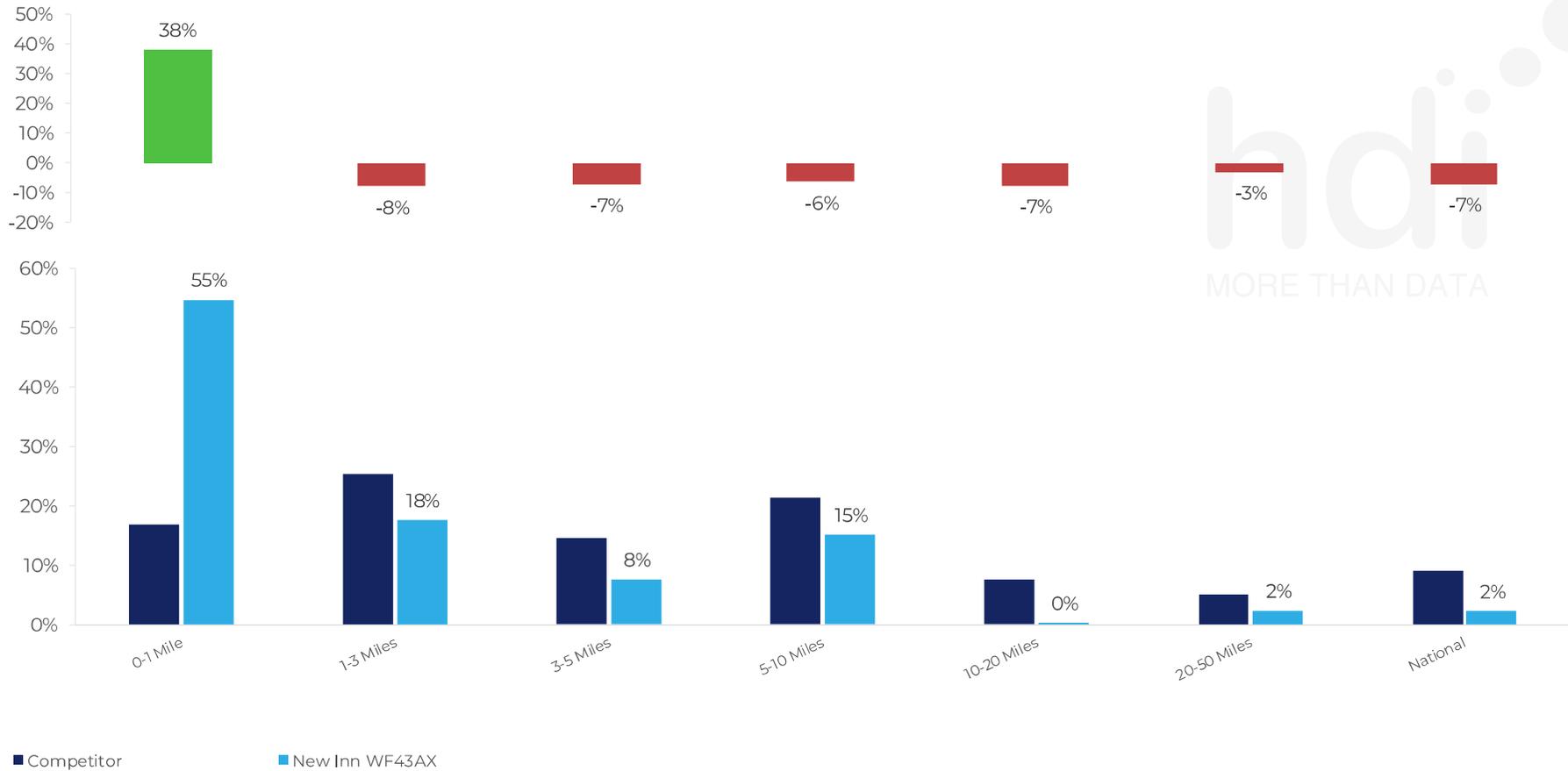
25 Competitors

3065 Competitor Customers

Spend by Distance

How does the spend profile of New Inn WF43AX compare versus its competitors based on travel distances?

% of spend for New Inn WF43AX and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

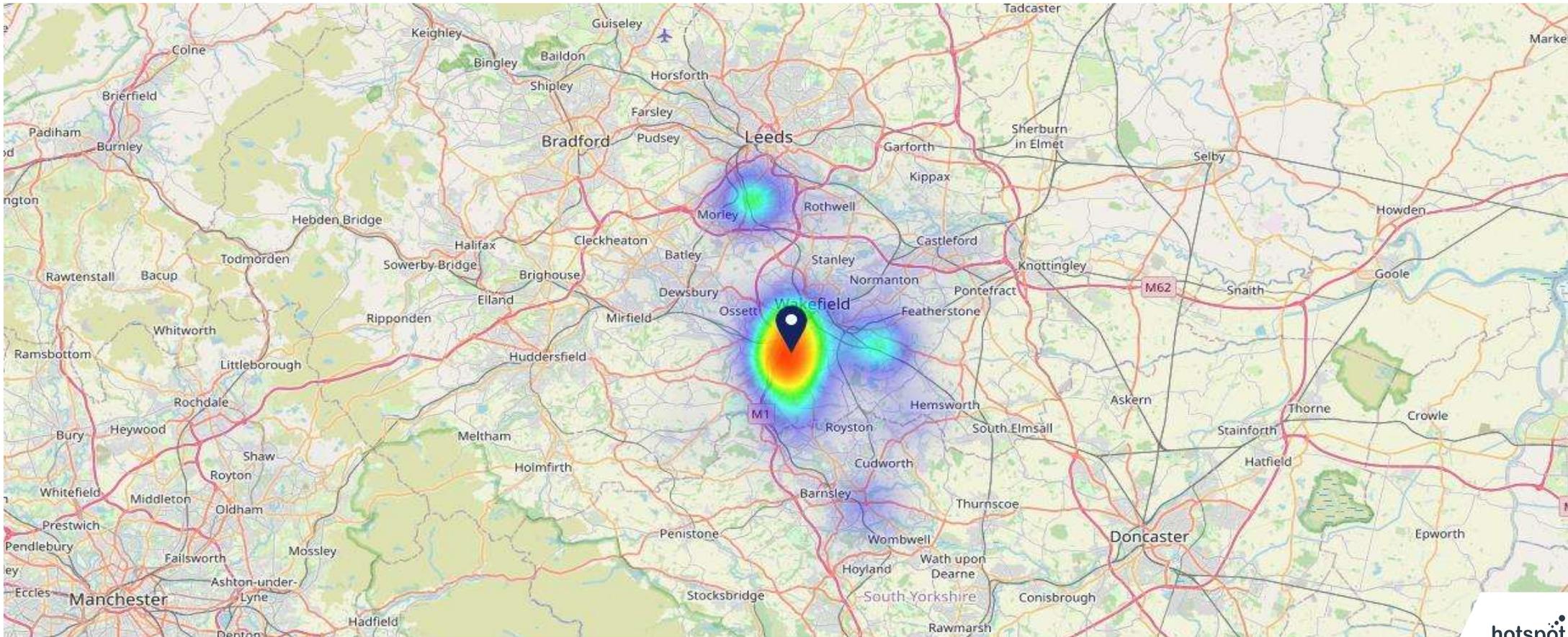




Map of Guest Origin

Where do customers of New Inn WF43AX come from?

Where do customers of New Inn WF43AX for 22/02/2023 - 14/02/2024 live



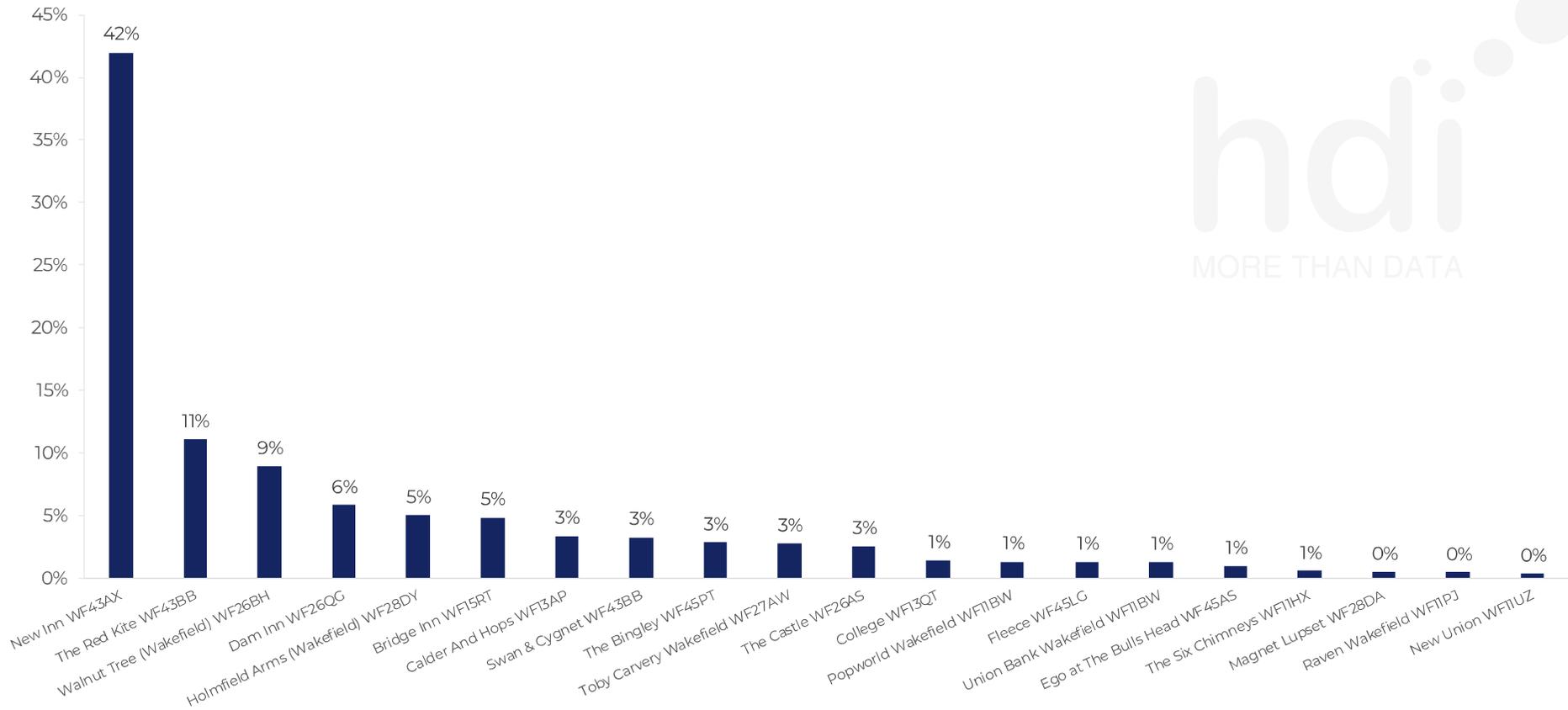
156 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of New Inn WF43AX also visit?

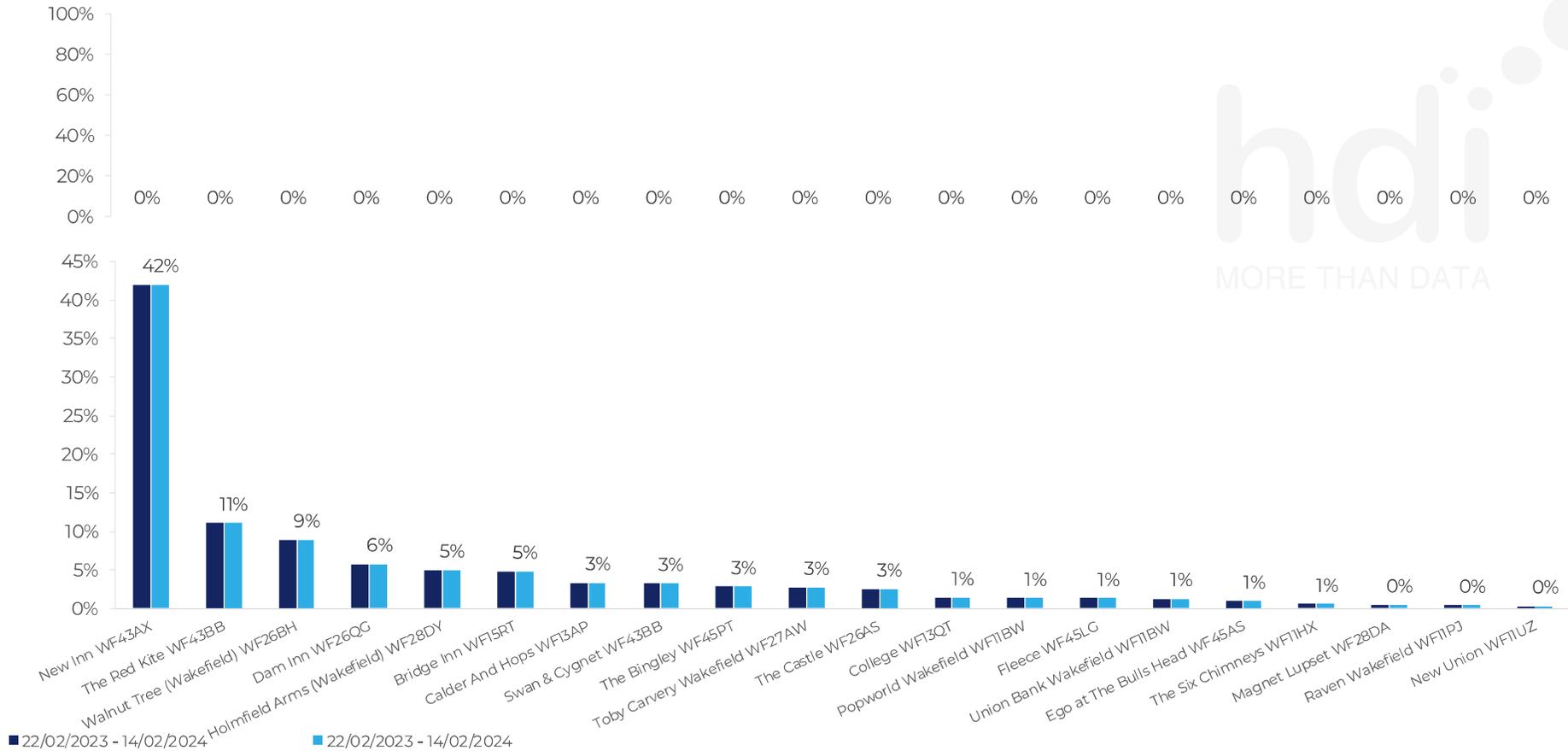
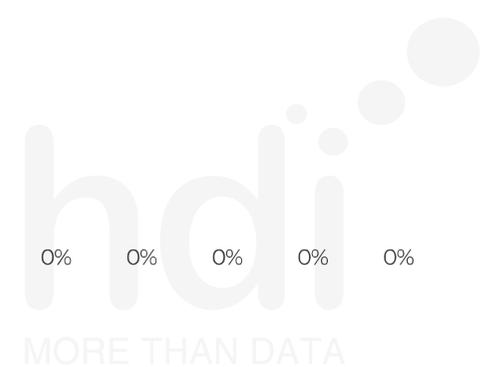
For customers of New Inn WF43AX, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of New Inn WF43AX changed between two date ranges?



337 Site Customers



Market Summary

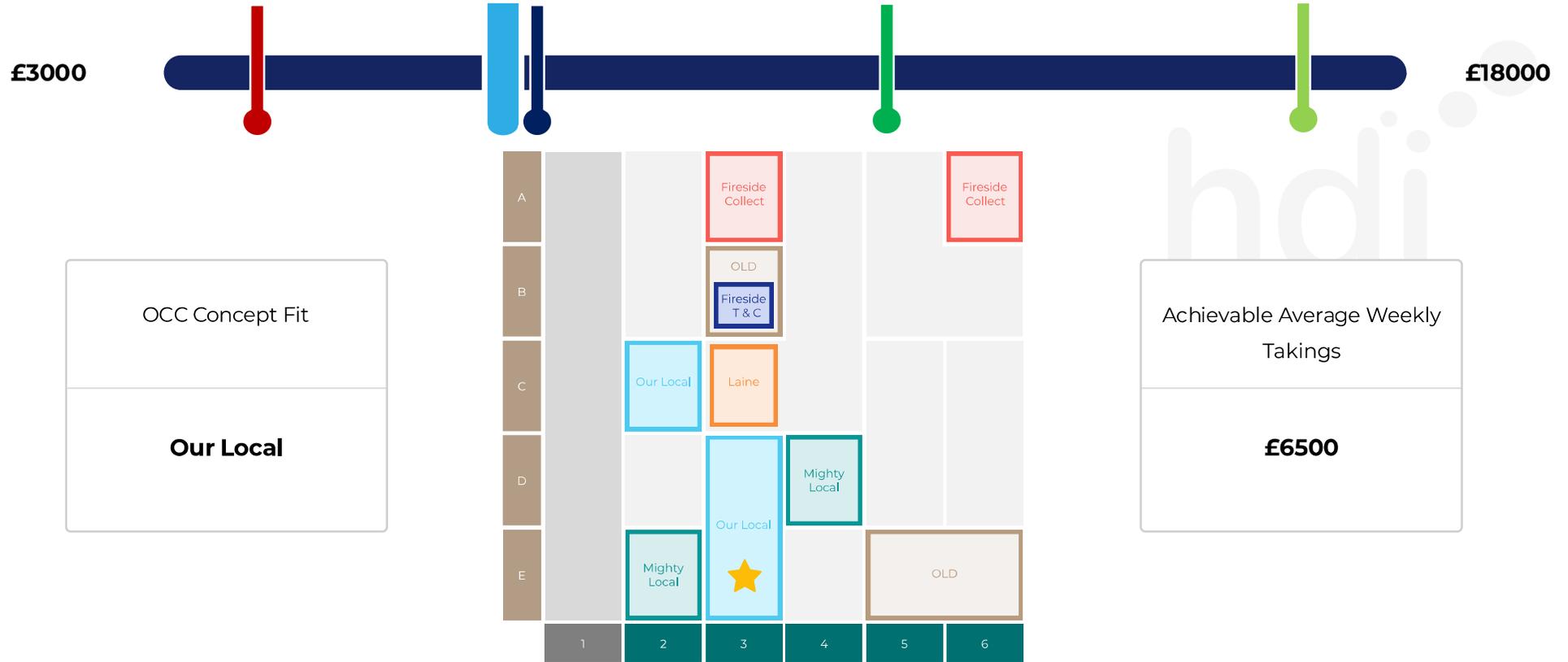
How does the local area for New Inn WF43AX compare to the national average (1 = low, 10 = high)

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	£2.99M	6	£2.99M	5	£8.10M	4	£108.21M	7
Weekpart	Mon - Thu	512%	10	512%	10	48.3%	10	40.4%	4
Weekpart	Fri - Sat	35.7%	2	35.7%	1	34.5%	1	43.1%	7
Weekpart	Sun	13.1%	4	13.2%	3	17.2%	8	16.5%	8
Age	18 to 24	7.8%	7	7.8%	7	5.9%	5	6.2%	5
Age	25 to 34	23.4%	6	23.4%	6	18.3%	3	16.9%	2
Age	35 to 44	27.6%	8	27.6%	9	24.1%	6	25.7%	8
Age	45 to 54	20.4%	6	20.4%	6	20.4%	6	20.6%	6
Age	55 to 64	13.5%	4	13.5%	4	17.0%	7	18.0%	8
Age	65 to 74	6.5%	6	6.5%	6	9.6%	8	8.4%	8
Age	75+	0.7%	2	0.7%	2	4.6%	8	4.1%	8
CAMEO	Business Elite	3.5%	3	3.5%	3	3.4%	3	3.4%	2
CAMEO	Prosperous Professionals	2.2%	2	2.2%	2	3.9%	3	3.6%	2
CAMEO	Flourishing Society	6.8%	3	6.8%	3	6.1%	2	6.0%	1
CAMEO	Content Communities	10.6%	4	10.6%	4	12.7%	6	11.9%	4
CAMEO	White Collar Neighbourhoods	6.7%	2	6.7%	2	8.7%	3	9.3%	3
CAMEO	Enterprising Mainstream	17.3%	10	17.3%	10	16.2%	10	11.9%	8
CAMEO	Paying The Mortgage	17.0%	7	17.0%	7	18.8%	8	19.5%	9
CAMEO	Cash Conscious Communities	16.5%	9	16.5%	9	14.8%	9	15.4%	10
CAMEO	On A Budget	5.4%	4	5.4%	4	4.9%	3	6.1%	5
CAMEO	Family Value	13.9%	10	13.9%	10	10.5%	9	12.9%	10
Affluence	AB	12.6%	2	12.6%	2	13.4%	2	13.0%	1
Affluence	C1C2	51.7%	7	51.7%	7	56.5%	9	52.6%	7
Affluence	DE	35.8%	9	35.8%	9	30.1%	8	34.4%	9



Site Potential 1

Site Characteristics



OCC Concept Fit

Our Local

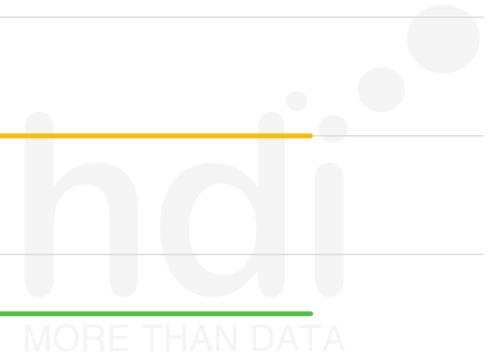
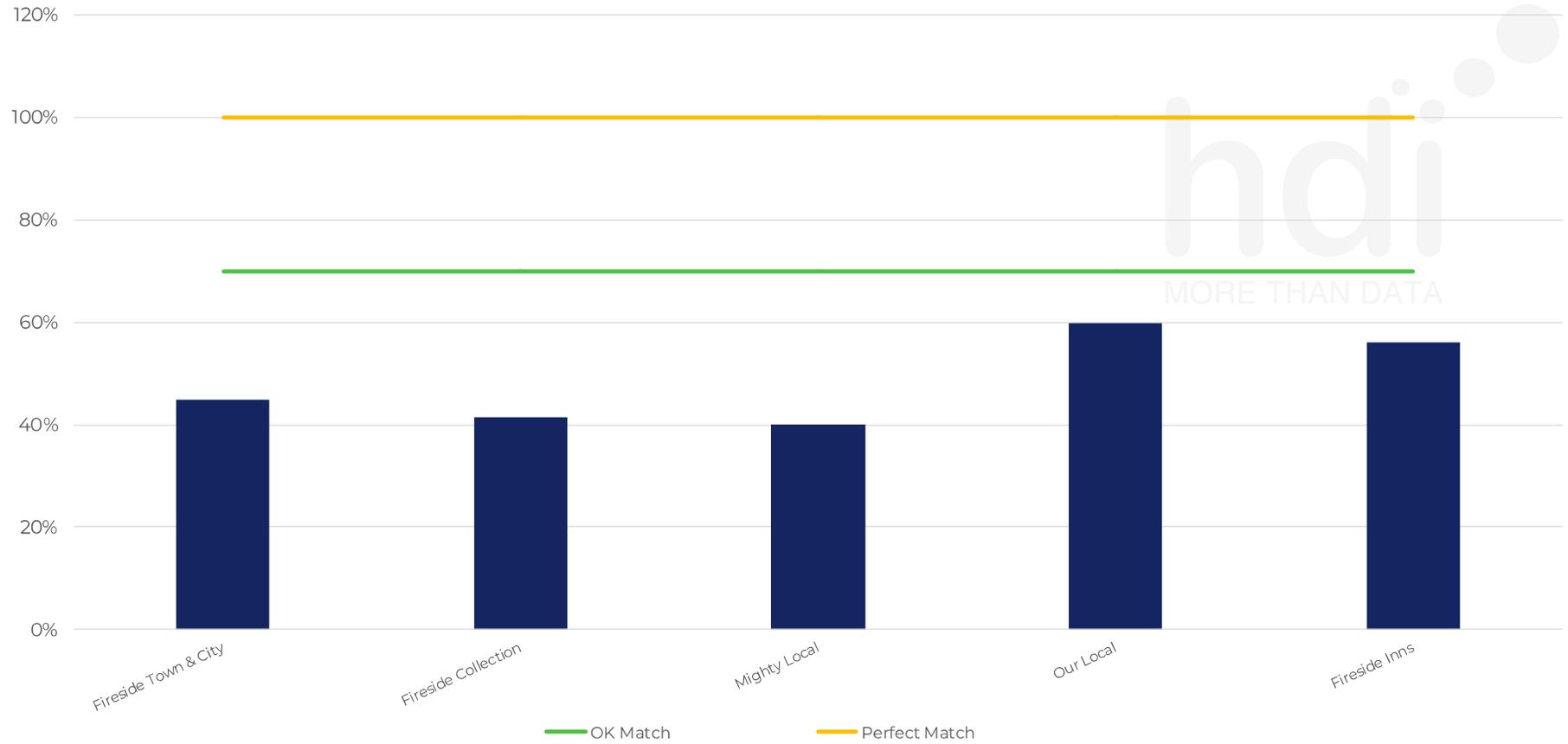
Achievable Average Weekly Takings

£6500

- 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

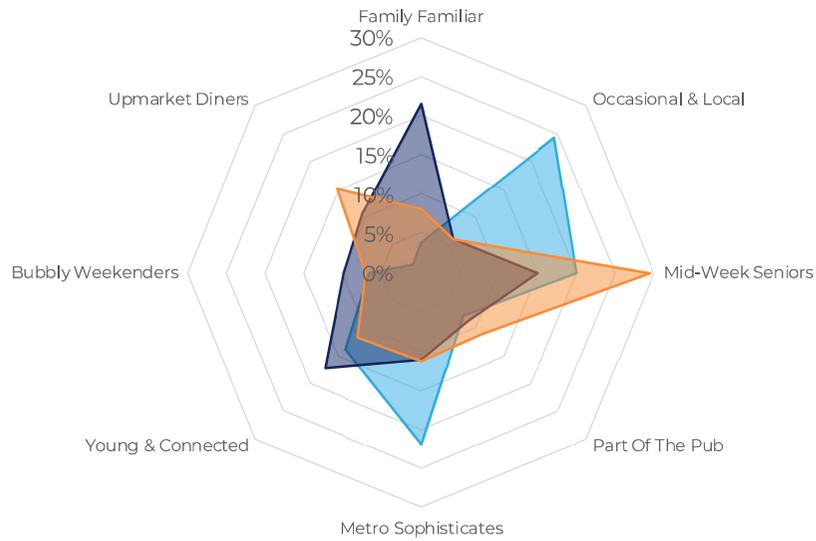


Concept Recommendation





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



■ New Inn

■ Local Catchment

■ Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
New Inn	73	3.90%	24.39%	20.06%	7.68%	21.93%	13.76%	6.68%	1.55%
Local Catchment	3552	21.47%	5.92%	15.03%	8.80%	11.03%	17.18%	9.91%	10.63%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
New Inn vs Local Catchment		-17.57%	18.47%	5.03%	-1.12%	10.90%	-3.42%	-3.23%	-9.08%
New Inn vs Punch T&L		-4.18%	18.47%	-9.48%	-3.50%	10.64%	2.14%	-0.47%	-13.64%
Local Catchment vs Punch T&L		13.39%	0.00%	-14.51%	-2.38%	-0.26%	5.56%	2.76%	-4.56%



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
New Inn WF43AX	73	3.90%	24.39%	20.06%	7.68%	21.93%	13.76%	6.68%	1.55%
The Red Kite WF43BB	526	9.69%	2.29%	24.36%	4.34%	15.51%	14.72%	8.97%	20.07%
Walnut Tree (Wakefield) WF26BH	321	45.54%	7.74%	7.69%	11.61%	3.39%	16.83%	5.26%	1.90%
Dam Inn WF26QG	476	26.30%	5.93%	15.10%	4.61%	13.54%	13.78%	11.16%	9.54%
Holmfield Arms (Wakefield) WF28DY	570	33.43%	2.48%	13.50%	12.21%	8.60%	11.94%	8.22%	9.58%
Bridge Inn WF15RT	340	19.99%	6.43%	17.96%	10.56%	9.68%	25.62%	6.65%	3.06%
Calder And Hops WF13AP	409	22.05%	6.65%	7.33%	17.90%	6.60%	24.28%	12.62%	2.54%
Swan & Cygnet WF43BB	300	28.79%	7.32%	21.87%	5.50%	4.20%	16.35%	6.51%	9.42%
The Bingley WF45PT	487	8.97%	1.99%	11.93%	10.59%	19.13%	18.83%	14.89%	13.63%
Toby Carvery Wakefield WF27AW	545	37.80%	5.05%	12.74%	4.85%	3.12%	19.43%	10.59%	6.37%
The Castle WF26AS	240	8.28%	0.41%	18.45%	4.24%	14.81%	11.46%	10.87%	31.45%
College WF13QT	77	9.53%	18.27%	8.18%	23.27%	9.04%	21.57%	8.89%	1.21%
Popworld Wakefield WF11BW	153	12.57%	5.78%	1.58%	10.06%	3.10%	32.45%	29.00%	5.42%
Fleece WF45LG	178	7.86%	3.79%	16.78%	12.65%	30.69%	13.26%	14.16%	0.76%
Union Bank Wakefield WF11BW	276	12.80%	20.96%	5.12%	15.71%	5.45%	30.40%	7.51%	2.01%
Ego at The Bulls Head WF45AS	188	21.78%	6.20%	16.61%	2.66%	11.69%	18.64%	10.67%	11.70%
The Six Chimneys WF11HX	227	28.39%	7.66%	11.19%	16.65%	6.08%	25.81%	3.83%	0.33%
Magnet Lupset WF28DA	56	3.42%	78.22%	1.49%	5.91%	4.77%	4.80%	1.37%	0.00%
Raven Wakefield WF11PJ	97	9.43%	14.03%	5.33%	41.67%	6.40%	19.11%	3.80%	0.19%
New Union WF11UZ	44	6.23%	1.69%	3.14%	44.89%	5.82%	31.67%	4.22%	2.32%
Quarry Inn WF45NF	46	12.09%	0.00%	14.40%	0.56%	15.99%	15.42%	22.53%	18.98%