



Site Summary



The Ridge GL504RA

GL504RA

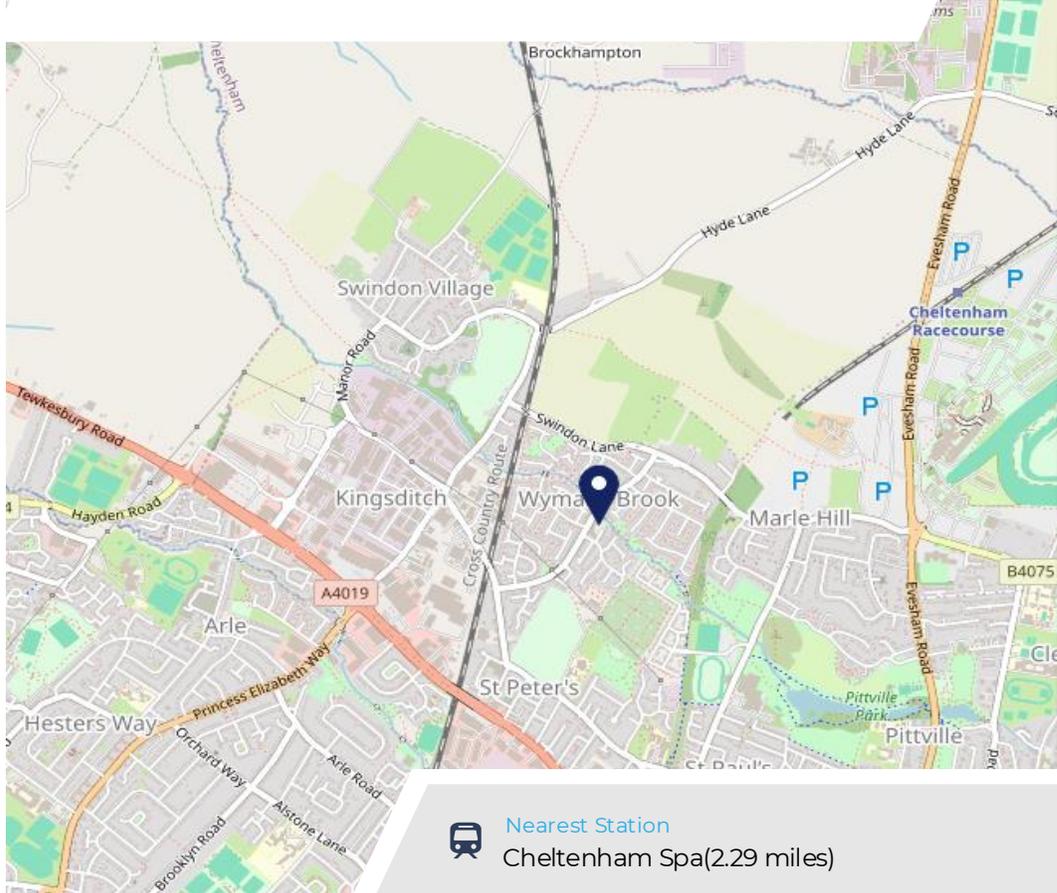
Punch - Mighty Local

Work Area
Cheltenham

Region
South West

TV Region
Central

Urbanicity
Urban city and town



ATV
£8.81

Gender
77.67%
Male

Affluence
83.47%
Middle Income

Segmentation
52.32%
White Collar Neighbourhoods

Age Group
41.86%
35 to 44

Visit Day
24.92%
Fri

Top Competitors

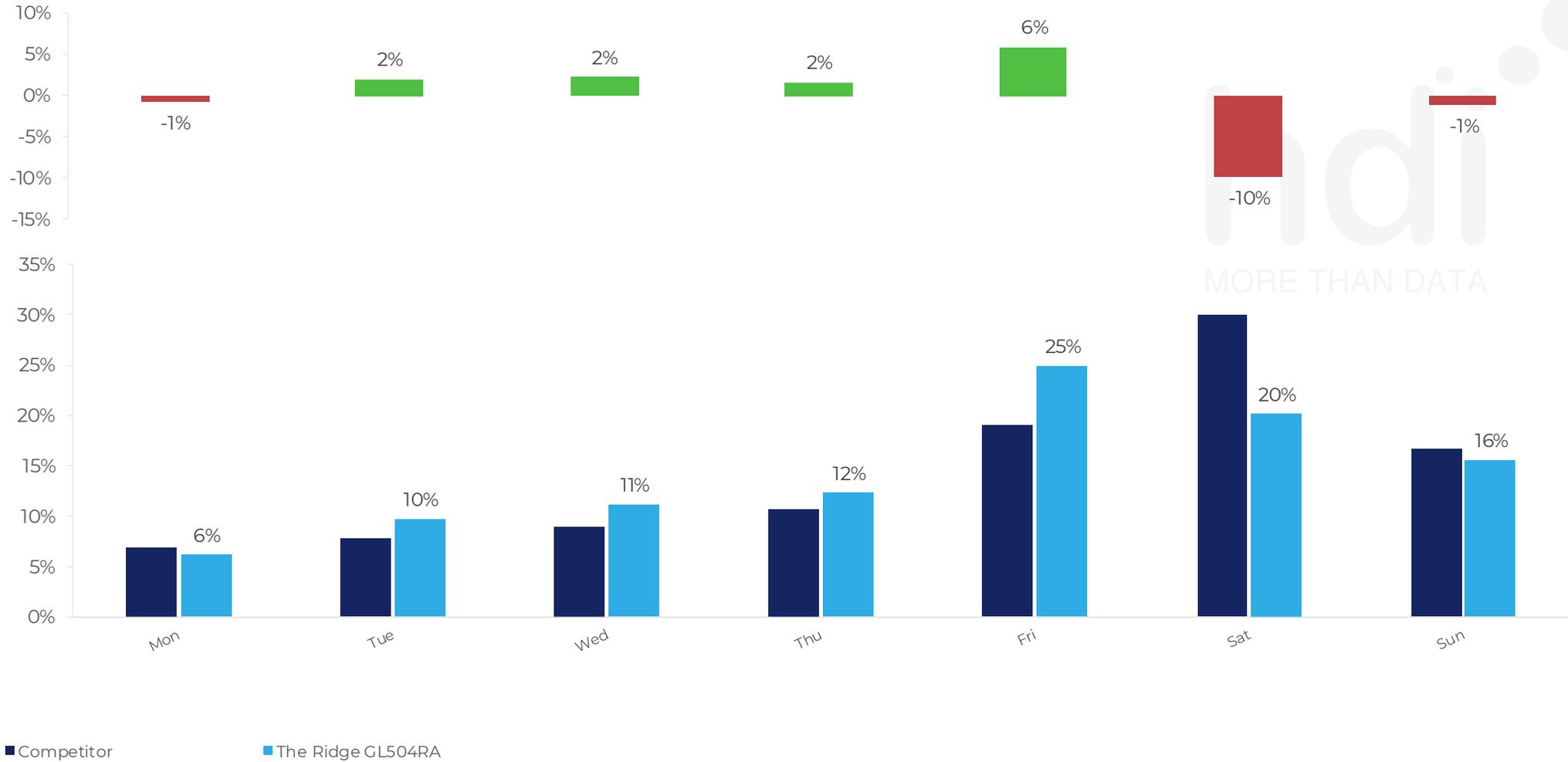
- National Hunt (Cheltenham) #1**
GL516AF
 GK Proper Locals
- The Moon Under Water #2**
GL537HA
 JD Wetherspoon
- Beefeater Cross Hands #3**
GL519SL
 Beefeater

Nearest Station
Cheltenham Spa(2.29 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for The Ridge GL504RA versus its competitors?

% of spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

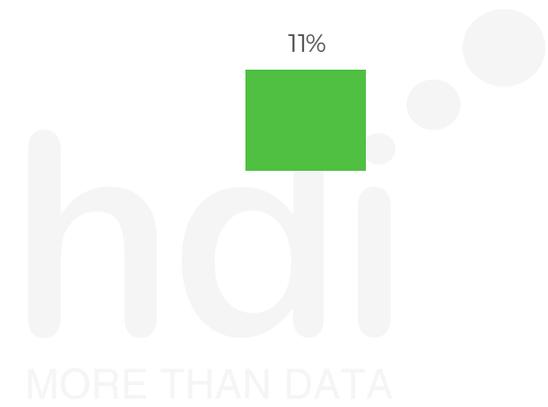
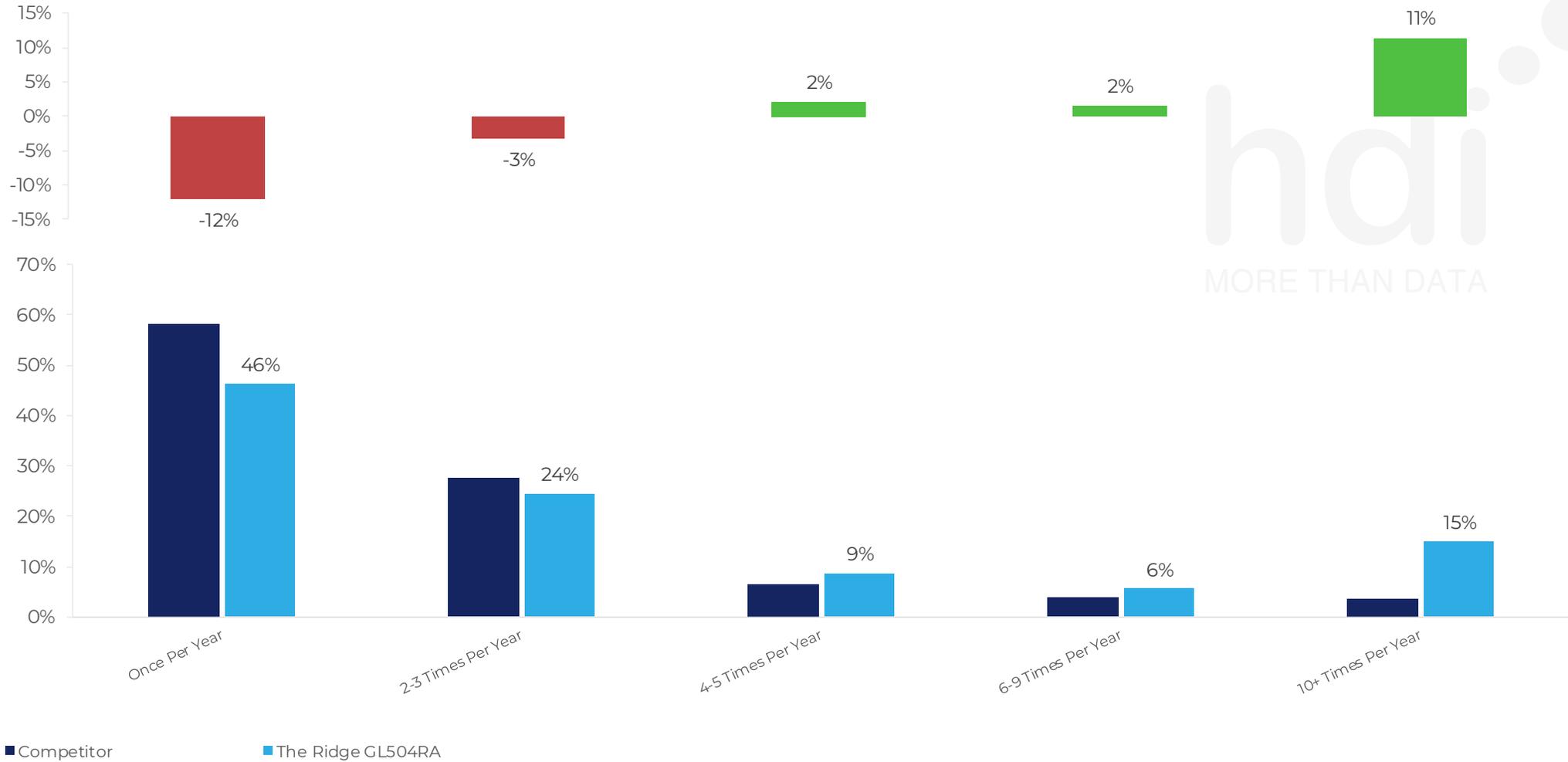




Visit Frequency

How frequently per year do customers visit The Ridge GL504RA versus its competitors?

% of customer numbers for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum

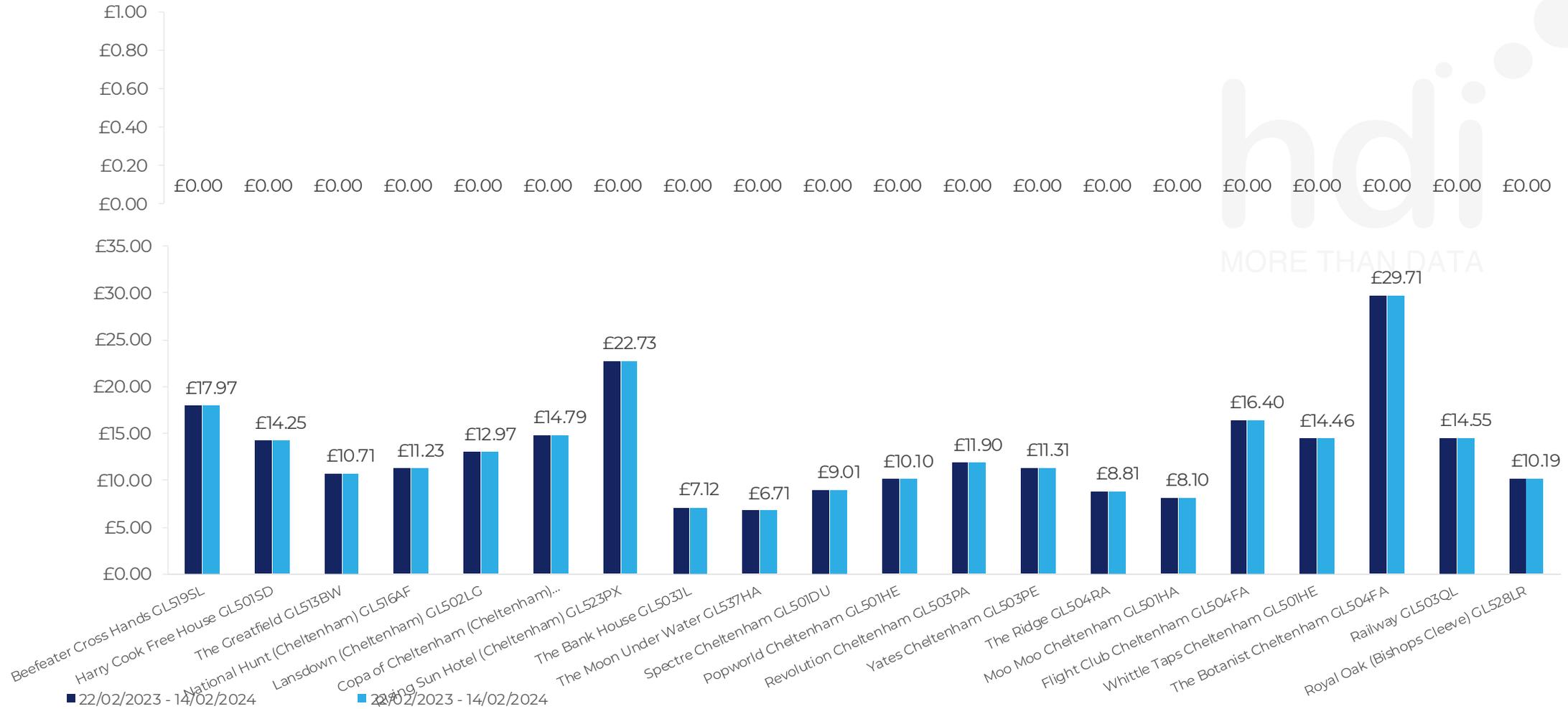


■ Competitor ■ The Ridge GL504RA



ATV Change

How has ATV changed between two date ranges?

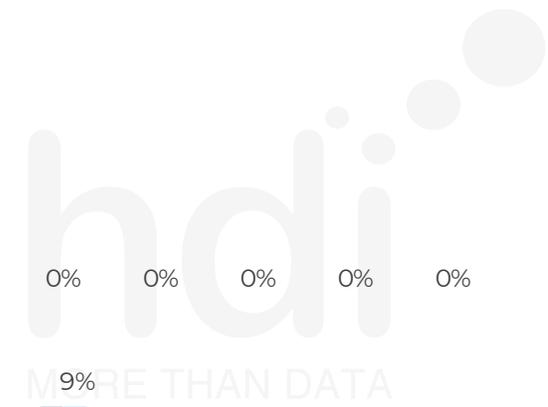
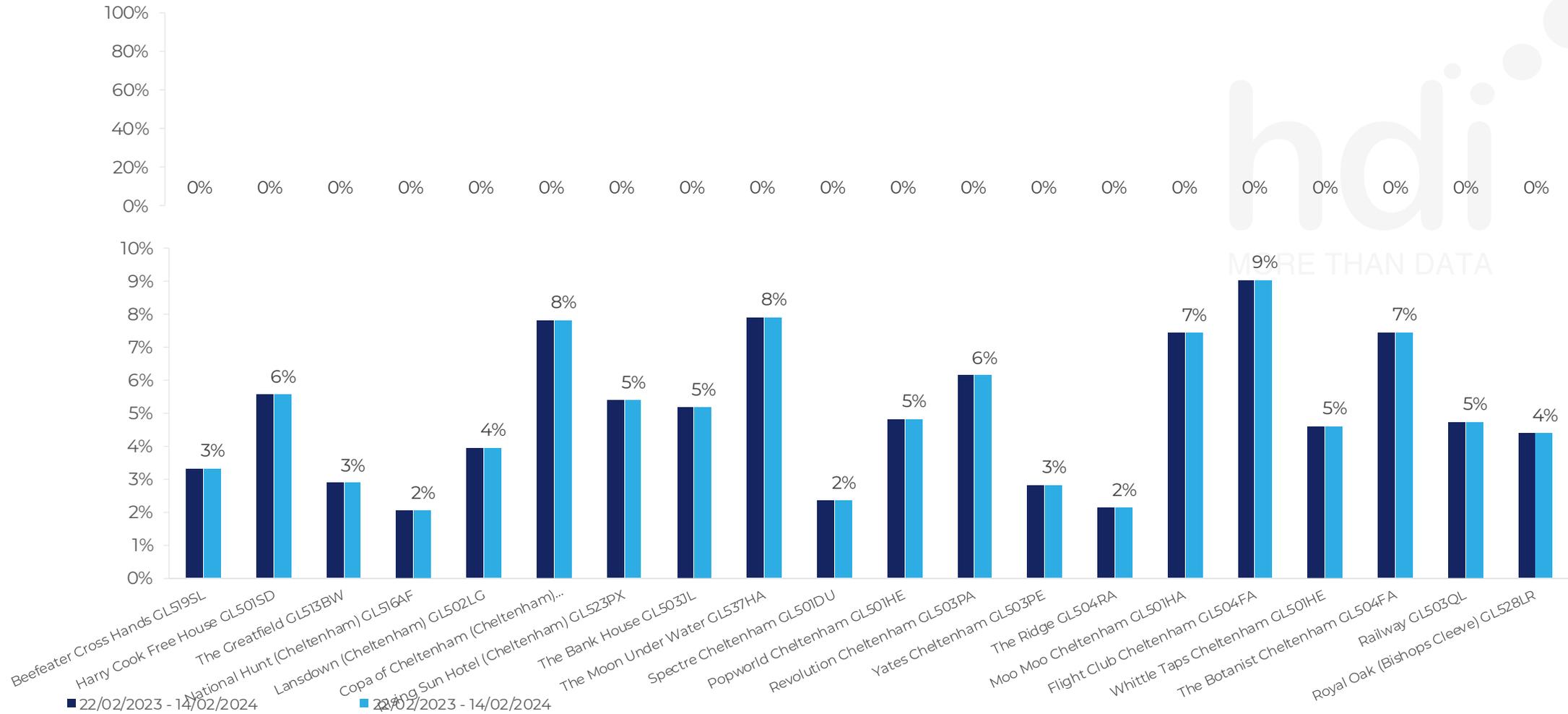




Market Share Change

How has market share changed between two date ranges?

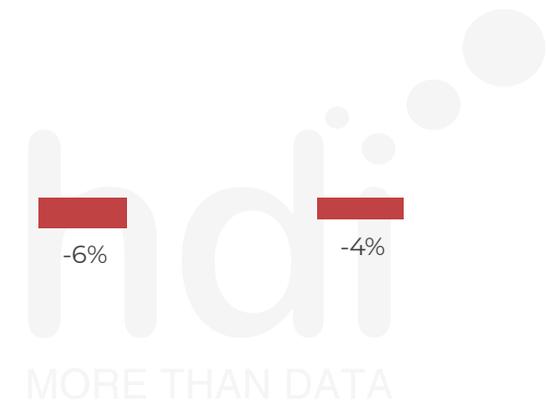
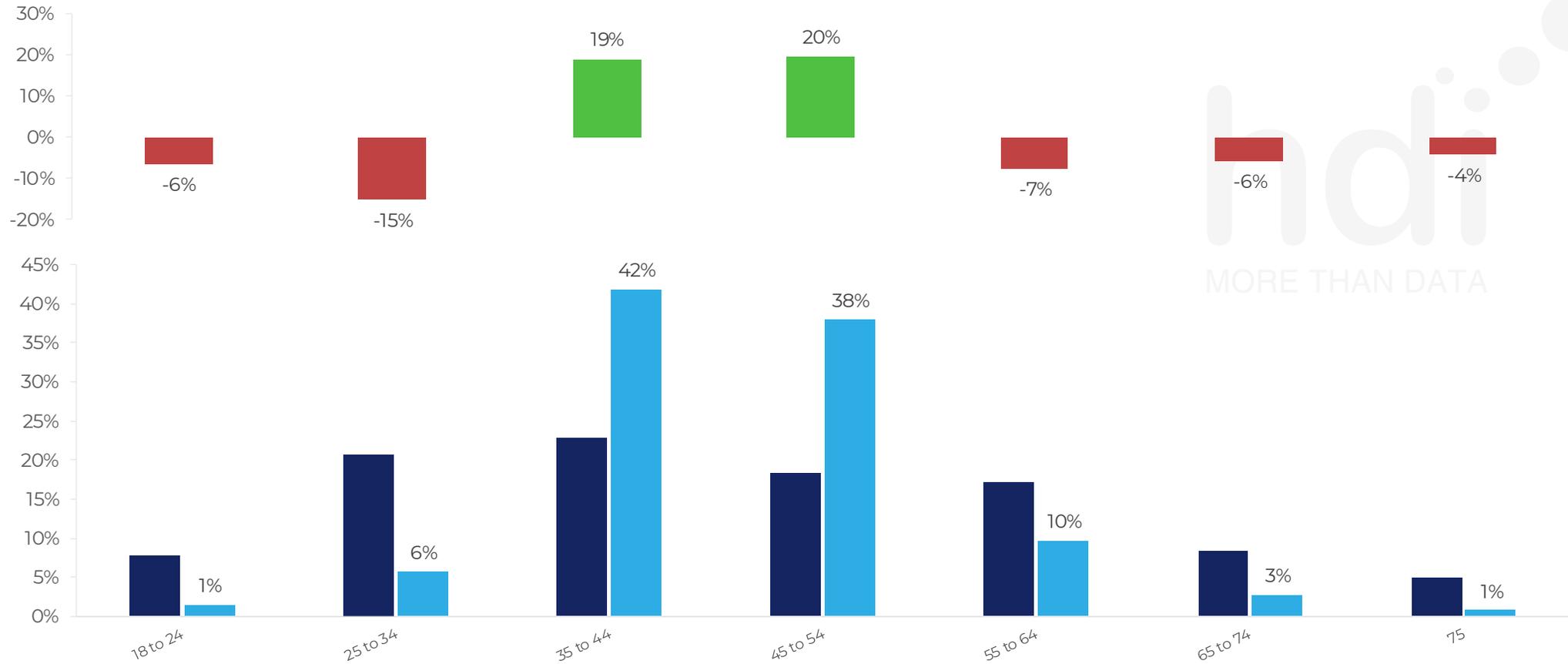
% of market share spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023- 14/02/2024



Age

How does the age profile of customers who visit The Ridge GL504RA compare versus its competitors?

% of spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



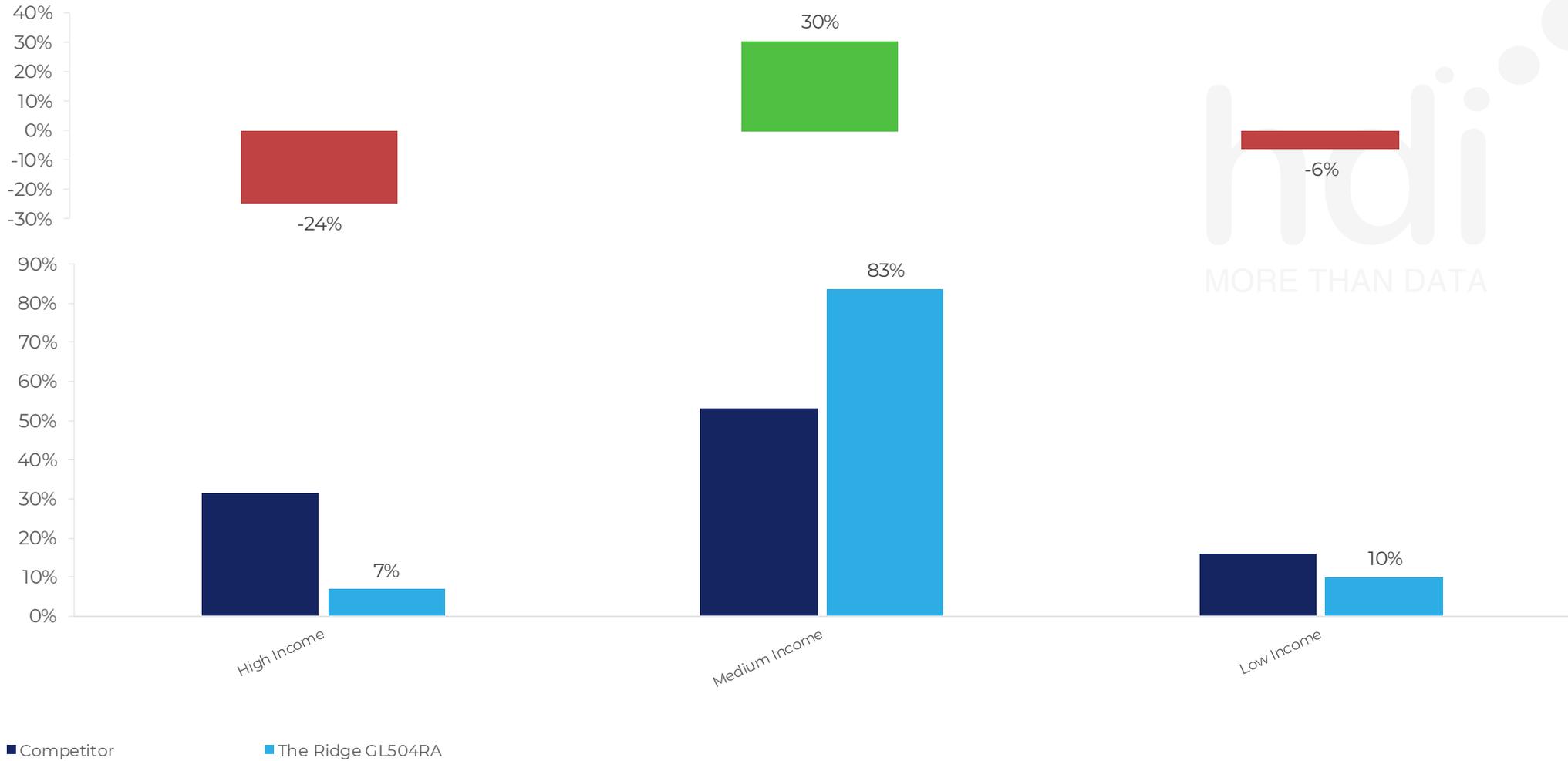
■ Competitor

■ The Ridge GL504RA

Affluence

How does the affluence of customers who visit The Ridge GL504RA compare versus its competitors?

% of spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

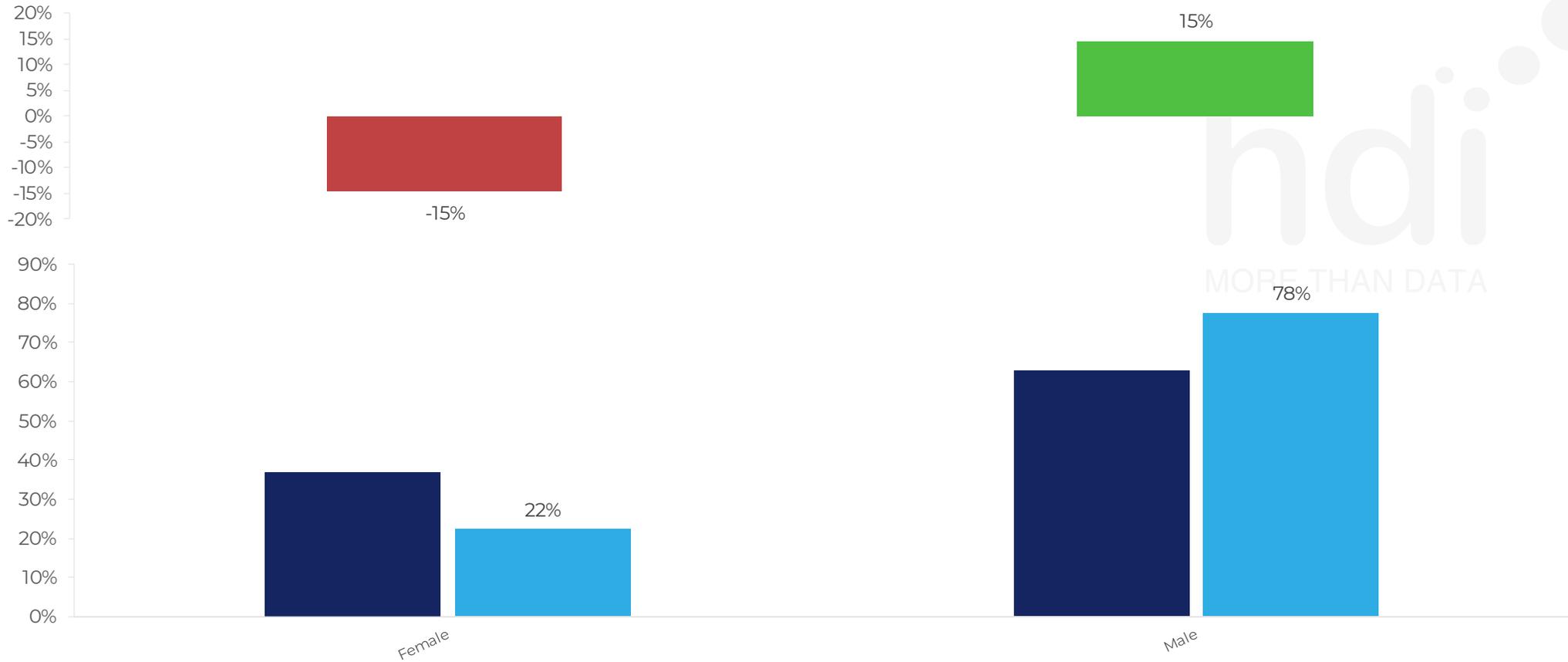




Gender

How does the gender profile of customers who visit The Ridge GL504RA compare versus its competitors?

% of spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



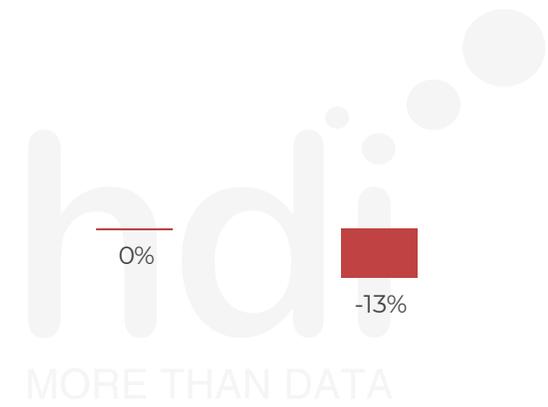
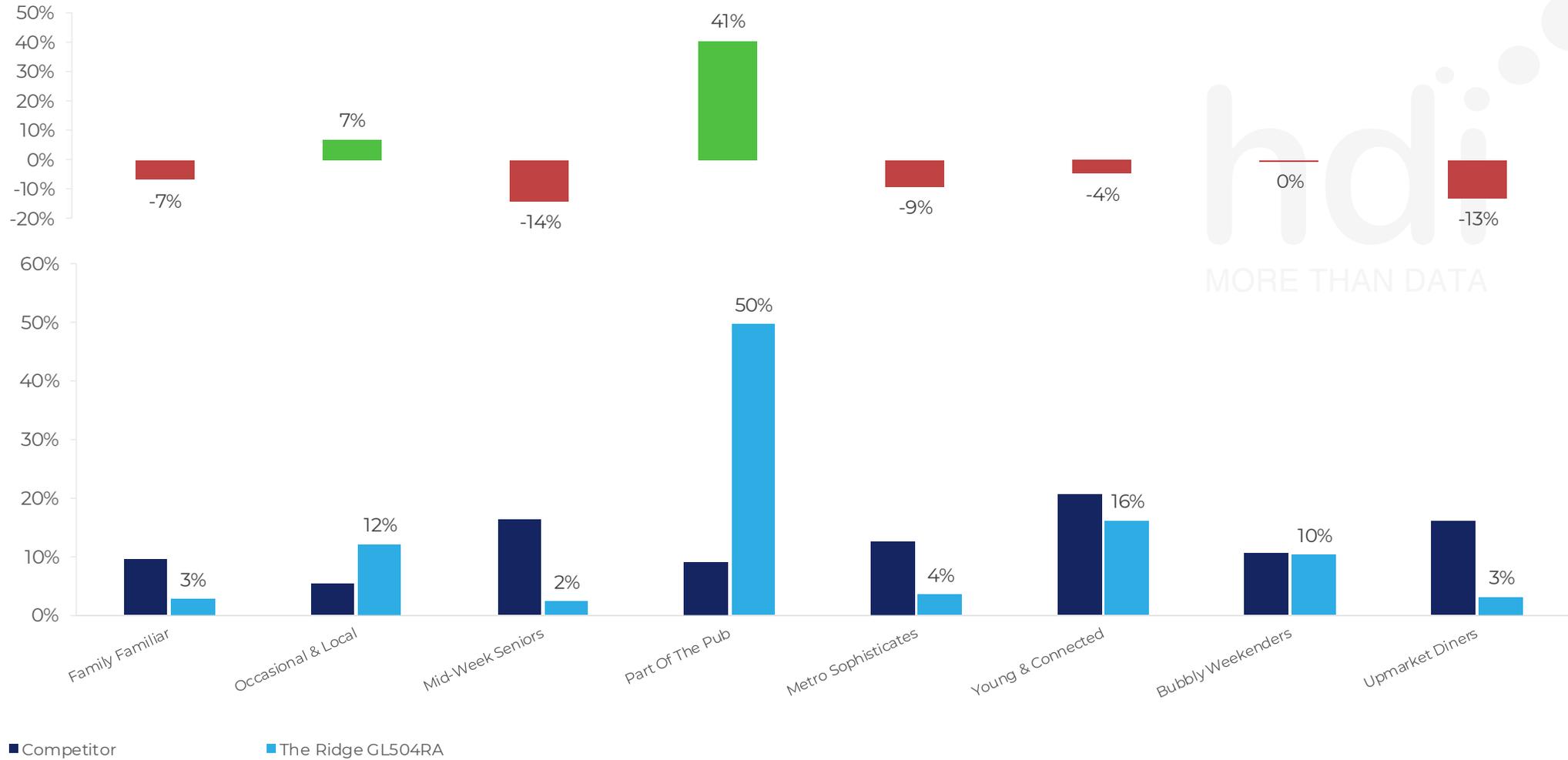
■ Competitor

■ The Ridge GL504RA

Punch Segmentation

How does the Custom segmentation profile of customers who visit The Ridge GL504RA compare versus its competitors?

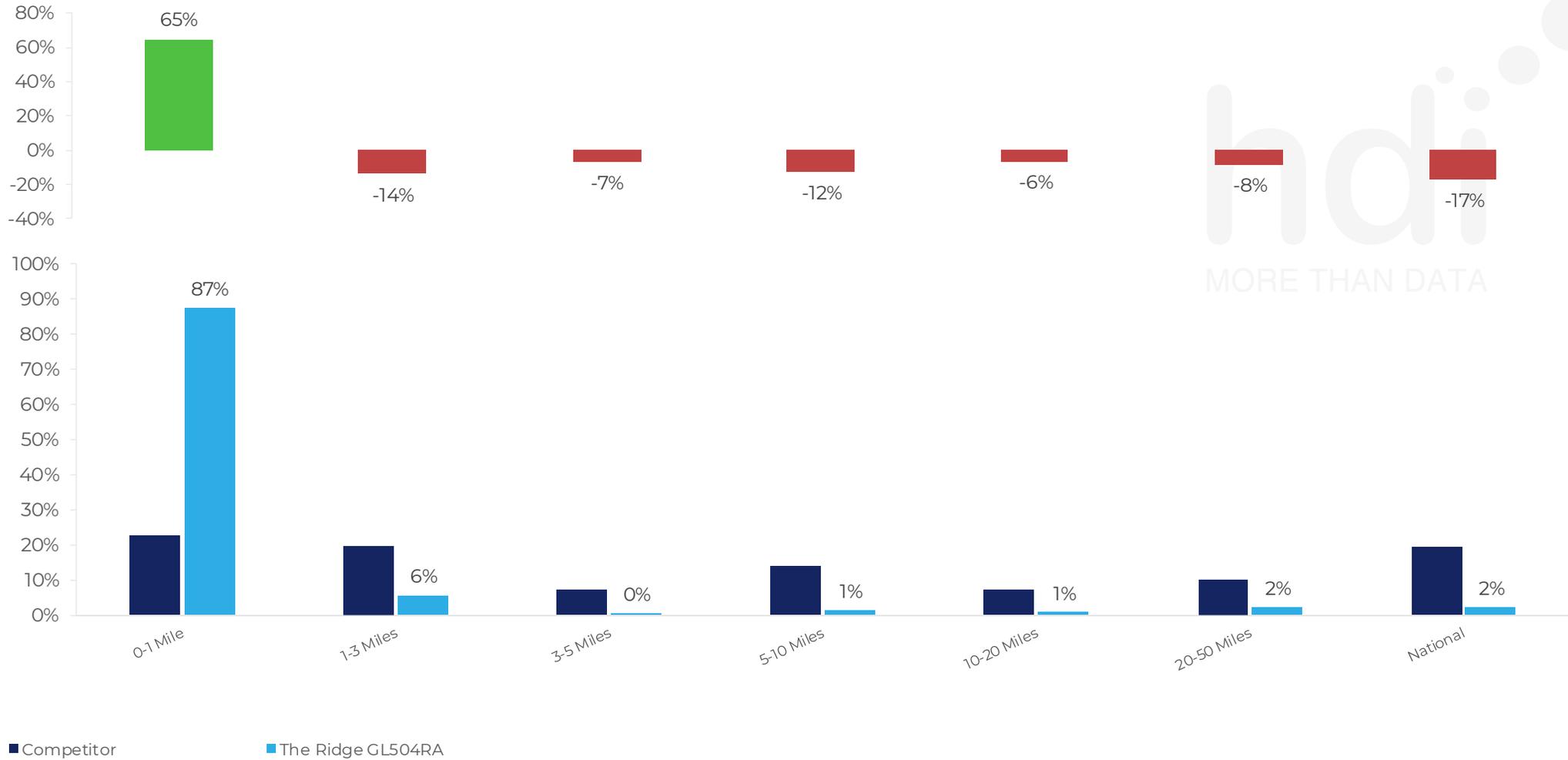
% of spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



Spend by Distance

How does the spend profile of The Ridge GL504RA compare versus its competitors based on travel distances?

% of spend for The Ridge GL504RA and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

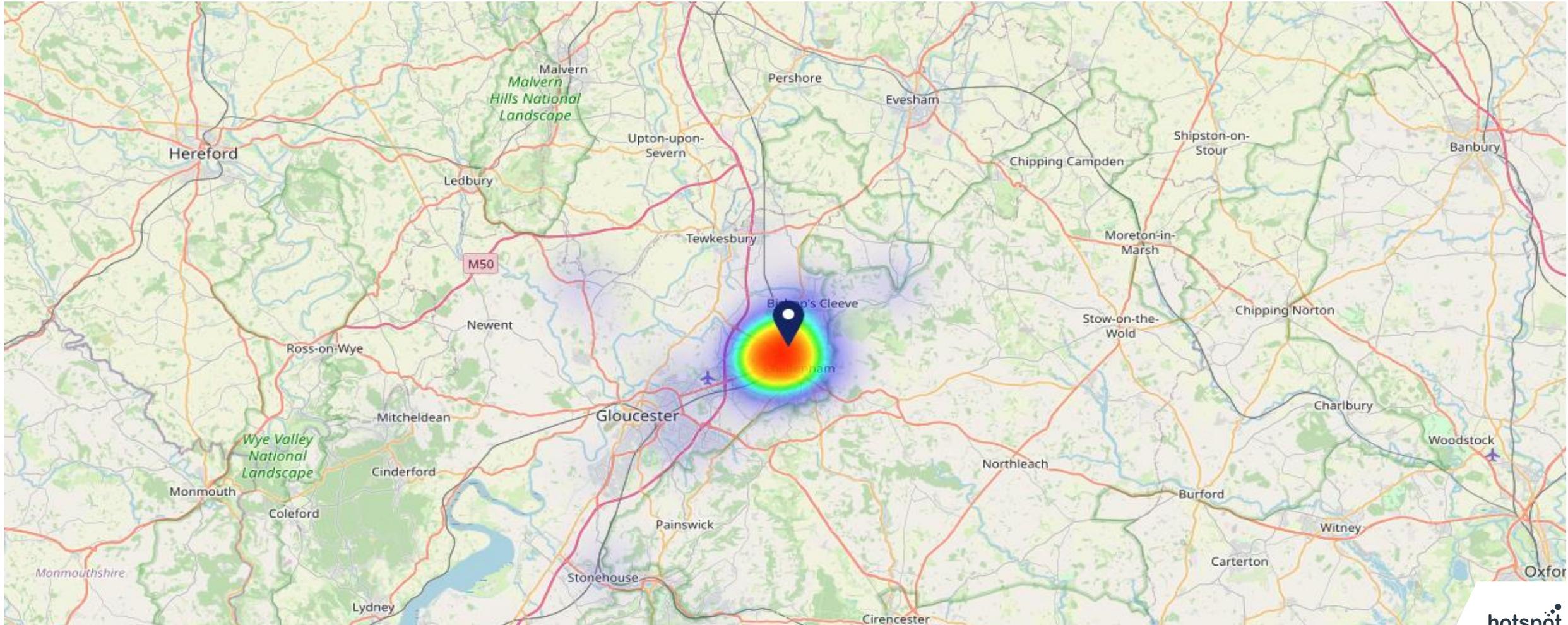




Map of Guest Origin

Where do customers of The Ridge GL504RA come from?

Where do customers of The Ridge GL504RA for 22/02/2023 - 14/02/2024 live

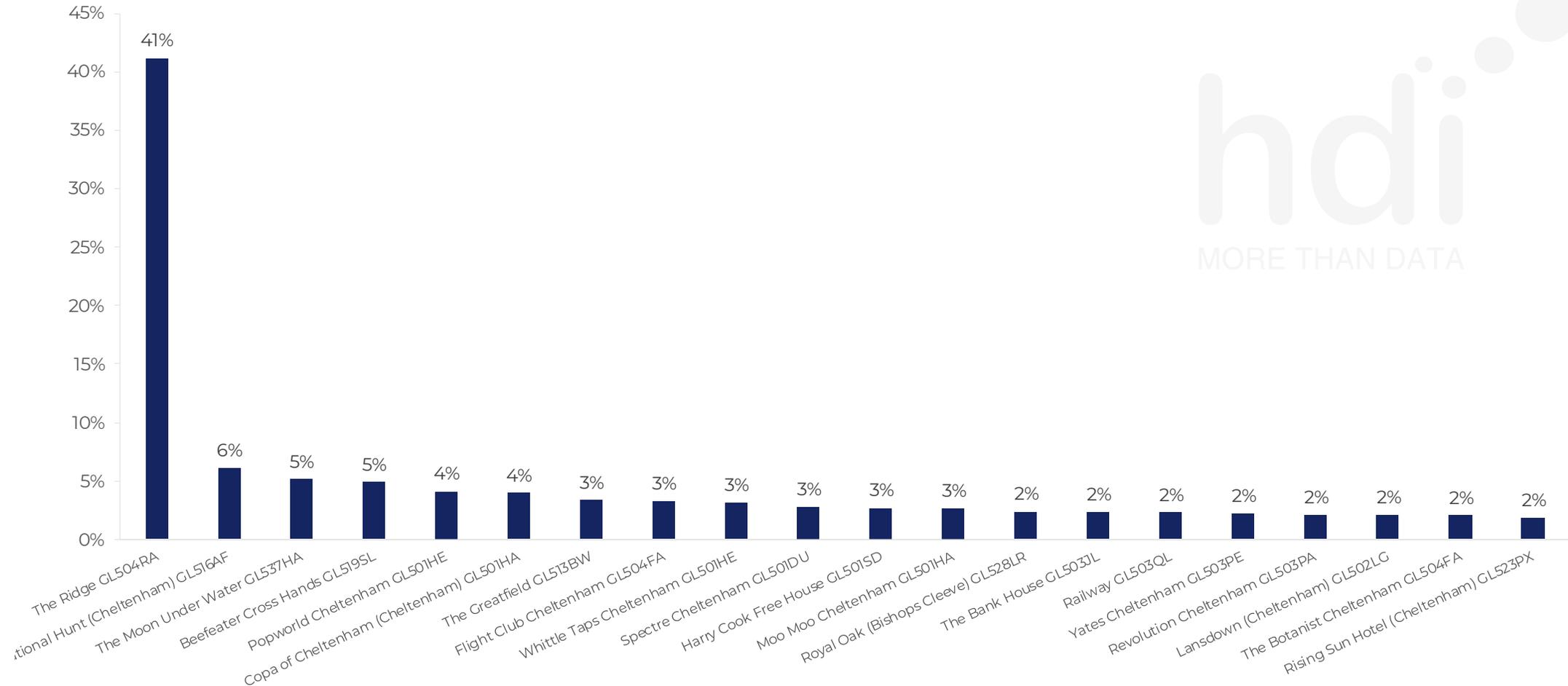




Share of Wallet

What are the Top 20 venues (by spend) that customers of The Ridge GL504RA also visit?

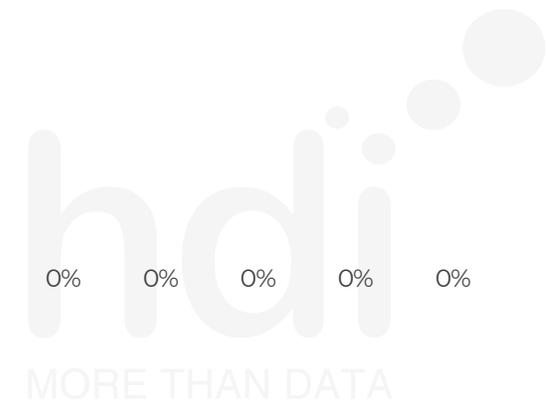
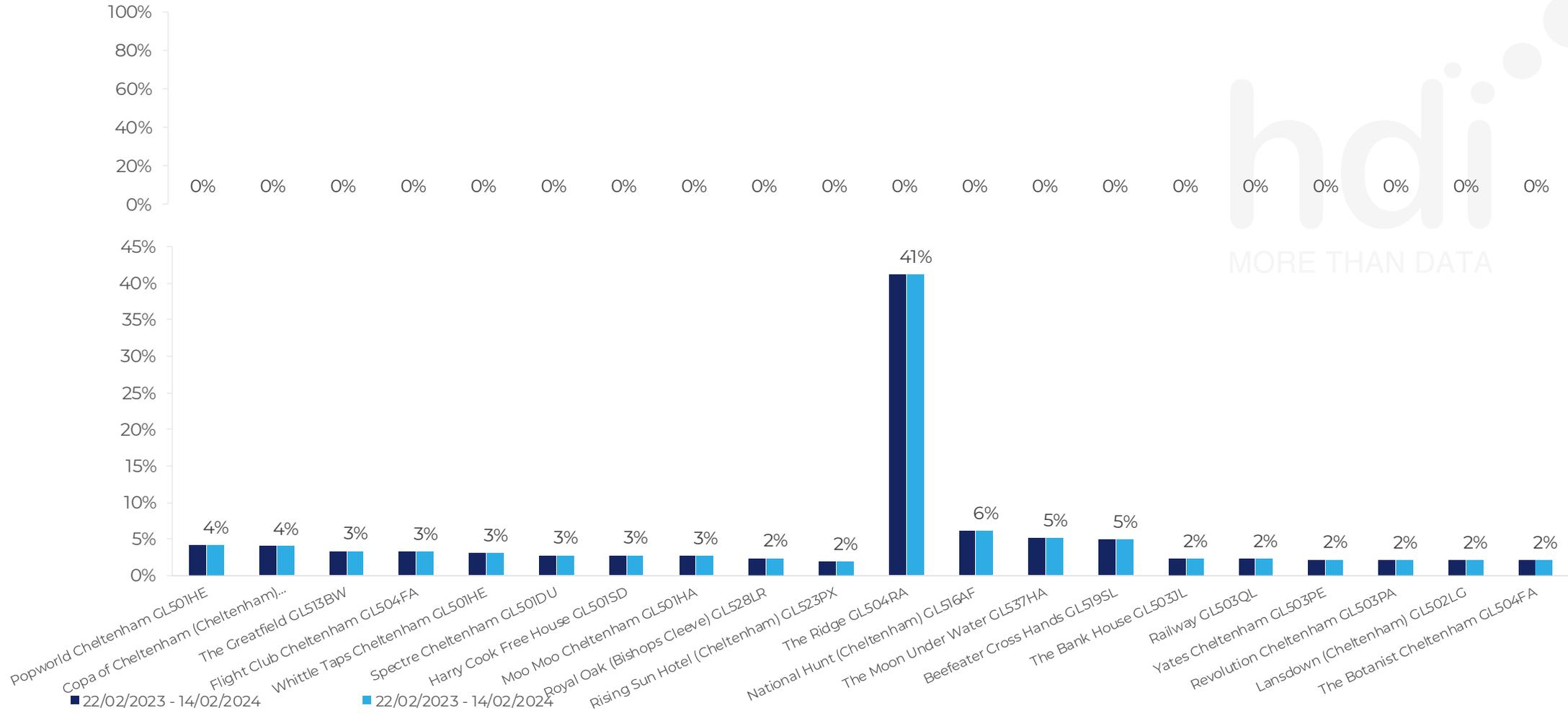
For customers of The Ridge GL504RA, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023- 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of The Ridge GL504RA changed between two date ranges?





Market Summary

How does the local area for The Ridge GL504RA 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	£479K	3	£479K	2	£21.22M	6	£192.77M	8
Weekpart	Mon - Thu	44.6%	8	44.6%	8	47.2%	9	41.1%	5
Weekpart	Fri - Sat	44.6%	6	44.6%	6	38.6%	2	44.4%	8
Weekpart	Sun	10.8%	2	10.8%	2	14.2%	3	14.6%	3
Age	18 to 24	2.3%	2	2.3%	2	8.7%	7	5.4%	4
Age	25 to 34	11.1%	1	11.1%	1	22.5%	6	16.8%	2
Age	35 to 44	39.4%	10	39.4%	10	30.2%	10	23.0%	5
Age	45 to 54	26.6%	10	26.6%	10	17.0%	2	19.2%	4
Age	55 to 64	12.8%	4	12.8%	4	13.2%	4	18.9%	9
Age	65 to 74	5.1%	4	5.1%	4	6.3%	5	10.8%	9
Age	75+	2.6%	6	2.6%	6	2.1%	5	5.9%	9
CAMEO	Business Elite	0.4%	1	0.4%	1	4.3%	4	9.3%	6
CAMEO	Prosperous Professionals	2.2%	2	2.2%	2	7.6%	7	10.3%	9
CAMEO	Flourishing Society	7.8%	3	7.8%	3	12.6%	6	16.1%	7
CAMEO	Content Communities	2.5%	1	2.5%	1	9.2%	2	11.5%	4
CAMEO	White Collar Neighbourhoods	37.0%	10	37.0%	10	16.0%	9	15.9%	10
CAMEO	Enterprising Mainstream	7.1%	5	7.1%	5	12.0%	8	11.3%	8
CAMEO	Paying The Mortgage	31.4%	10	31.4%	10	15.0%	6	11.8%	3
CAMEO	Cash Conscious Communities	4.4%	2	4.4%	2	9.4%	6	6.9%	3
CAMEO	On A Budget	5.0%	4	5.0%	4	8.3%	7	4.5%	2
CAMEO	Family Value	2.1%	5	2.1%	5	5.6%	7	2.6%	5
Affluence	AB	10.5%	2	10.5%	2	24.5%	5	35.7%	7
Affluence	C1C2	78.1%	10	78.1%	10	52.1%	7	50.4%	6
Affluence	DE	11.4%	2	11.4%	2	23.3%	7	13.9%	2



Site Potential 1

Site Characteristics

£3000

£18000

OCC Concept Fit

Our Local

Achievable Average Weekly Takings

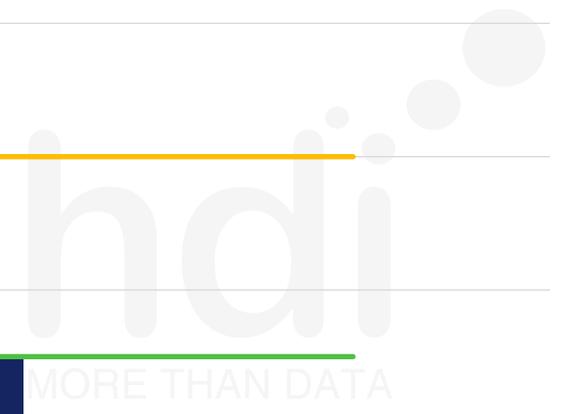
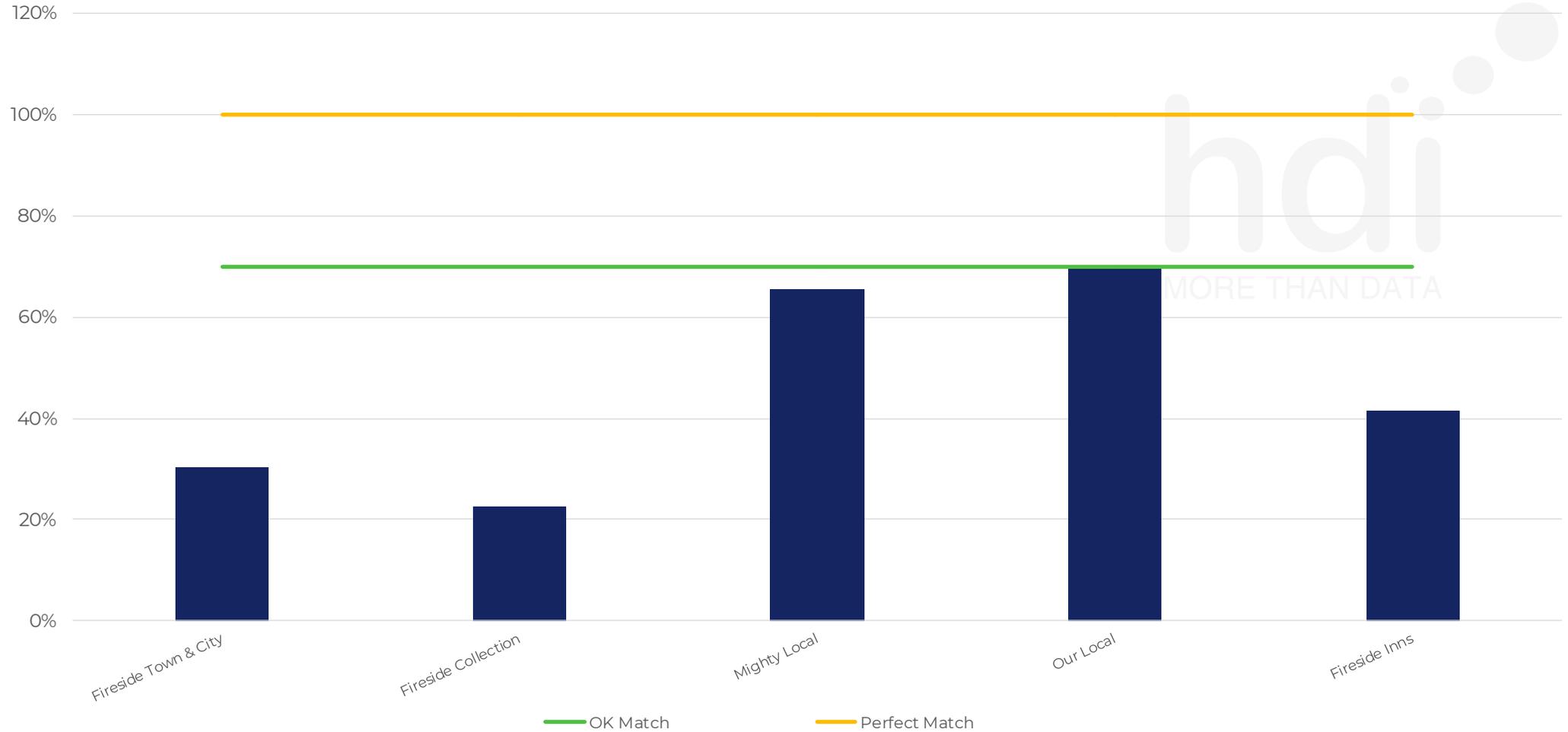
£7500



- 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

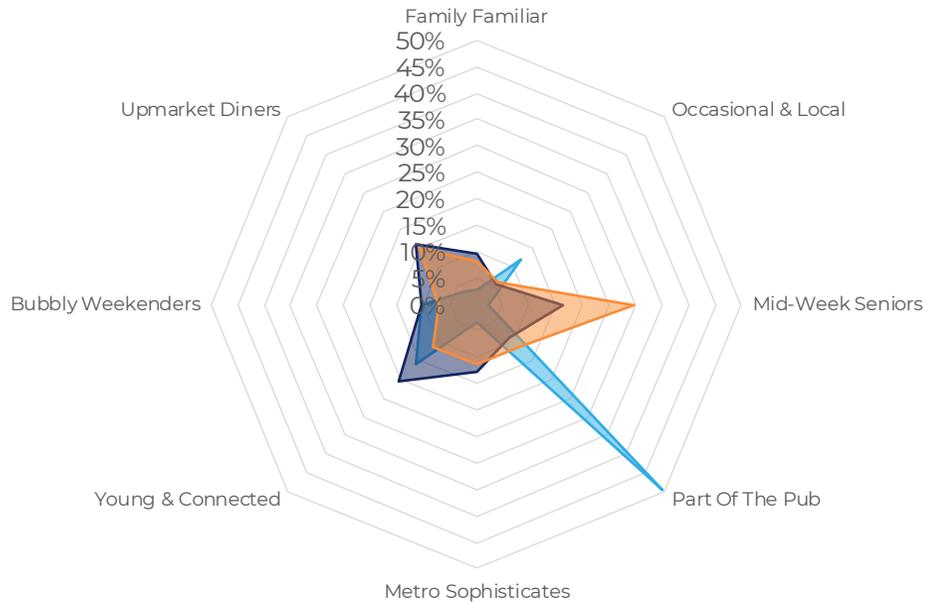


Concept Recommendation





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
The Ridge	95	2.73%	12.07%	2.32%	49.61%	3.53%	16.21%	10.31%	3.18%
Local Catchment	8071	9.48%	5.32%	16.32%	9.02%	12.58%	20.69%	10.46%	16.10%
Punch T&L	110515	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
The Ridge vs Local Catchment		-6.75%	6.75%	-14.00%	40.59%	-9.05%	-4.48%	-0.15%	-12.92%
The Ridge vs Punch T&L		-5.35%	6.15%	-27.22%	38.43%	-7.76%	4.59%	3.16%	-12.01%
Local Catchment vs Punch T&L		1.40%	-0.60%	-13.22%	-2.16%	1.29%	9.07%	3.31%	0.91%

■ The Ridge

■ 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
The Ridge GL504RA	95	2.73%	12.07%	2.32%	49.61%	3.53%	16.21%	10.31%	3.18%
National Hunt (Cheltenham) GL516AF	112	5.89%	4.49%	3.57%	73.06%	3.48%	4.50%	4.42%	0.55%
The Moon Under Water GL537HA	736	11.05%	9.89%	10.65%	31.37%	4.97%	25.37%	4.88%	1.78%
Beefeater Cross Hands GL519SL	294	16.51%	3.88%	25.17%	22.55%	3.24%	14.63%	7.34%	6.64%
Popworld Cheltenham GL501HE	457	9.59%	6.10%	4.72%	5.20%	7.05%	4.716%	15.75%	4.40%
Copa of Cheltenham (Cheltenham) GL501HA	1248	9.89%	5.92%	22.87%	4.29%	11.28%	22.97%	11.53%	11.22%
The Greatfield GL513BW	209	17.38%	21.65%	23.67%	14.81%	5.92%	10.60%	3.29%	2.64%
Flight Club Cheltenham GL504FA	1148	11.63%	3.85%	13.03%	2.43%	12.24%	24.23%	17.84%	14.70%
Whittle Taps Cheltenham GL501HE	717	8.23%	7.62%	11.67%	9.32%	12.29%	30.96%	12.41%	7.46%
Spectre Cheltenham GL501DU	365	8.21%	8.34%	8.27%	11.04%	8.80%	41.59%	9.63%	4.08%
Harry Cook Free House GL501SD	872	5.95%	3.01%	16.59%	5.64%	25.01%	19.87%	10.69%	13.20%
Moo Moo Cheltenham GL501HA	236	1.10%	0.73%	1.43%	4.20%	3.47%	73.90%	12.91%	2.22%
Royal Oak (Bishops Cleeve) GL528LR	301	14.36%	12.59%	29.14%	7.91%	7.93%	12.91%	11.80%	3.31%
The Bank House GL503JL	1009	9.57%	6.38%	11.23%	26.41%	5.76%	30.84%	6.74%	3.03%
Railway GL503QL	358	2.63%	5.24%	22.44%	0.82%	27.53%	9.75%	10.88%	20.66%
Yates Cheltenham GL503PE	471	10.14%	6.34%	6.68%	14.28%	10.55%	36.56%	12.51%	2.89%
Revolution Cheltenham GL503PA	659	8.71%	5.23%	4.39%	1.89%	11.52%	38.90%	18.81%	10.52%
Lansdown (Cheltenham) GL502LG	446	4.33%	3.55%	7.64%	33.04%	15.78%	17.57%	4.59%	13.46%
The Botanist Cheltenham GL504FA	690	12.27%	3.29%	16.69%	2.43%	7.80%	22.80%	12.90%	21.79%
Rising Sun Hotel (Cheltenham) GL523PX	508	9.34%	2.95%	29.87%	3.27%	11.06%	10.65%	9.06%	23.75%
Brewdog Cheltenham GL504FA	790	9.84%	2.67%	13.69%	2.35%	16.66%	25.89%	12.49%	16.37%
Kings Arms (Prestbury) GL523AR	386	3.42%	9.30%	22.71%	2.23%	12.70%	8.05%	7.95%	33.59%
The Redgrove GL516TA	508	34.87%	7.12%	17.89%	5.49%	4.21%	17.73%	7.21%	5.43%
Swan GL501DX	436	3.37%	5.60%	15.63%	3.54%	23.38%	17.96%	11.45%	19.03%
BH & Kitchen Cheltenham GL504FA	740	11.64%	2.86%	18.58%	3.17%	10.51%	27.43%	10.89%	14.88%