



White Hart Tap AL11QJ

AL11QJ

Punch T&L



Work Area

Luton



Region

East of England



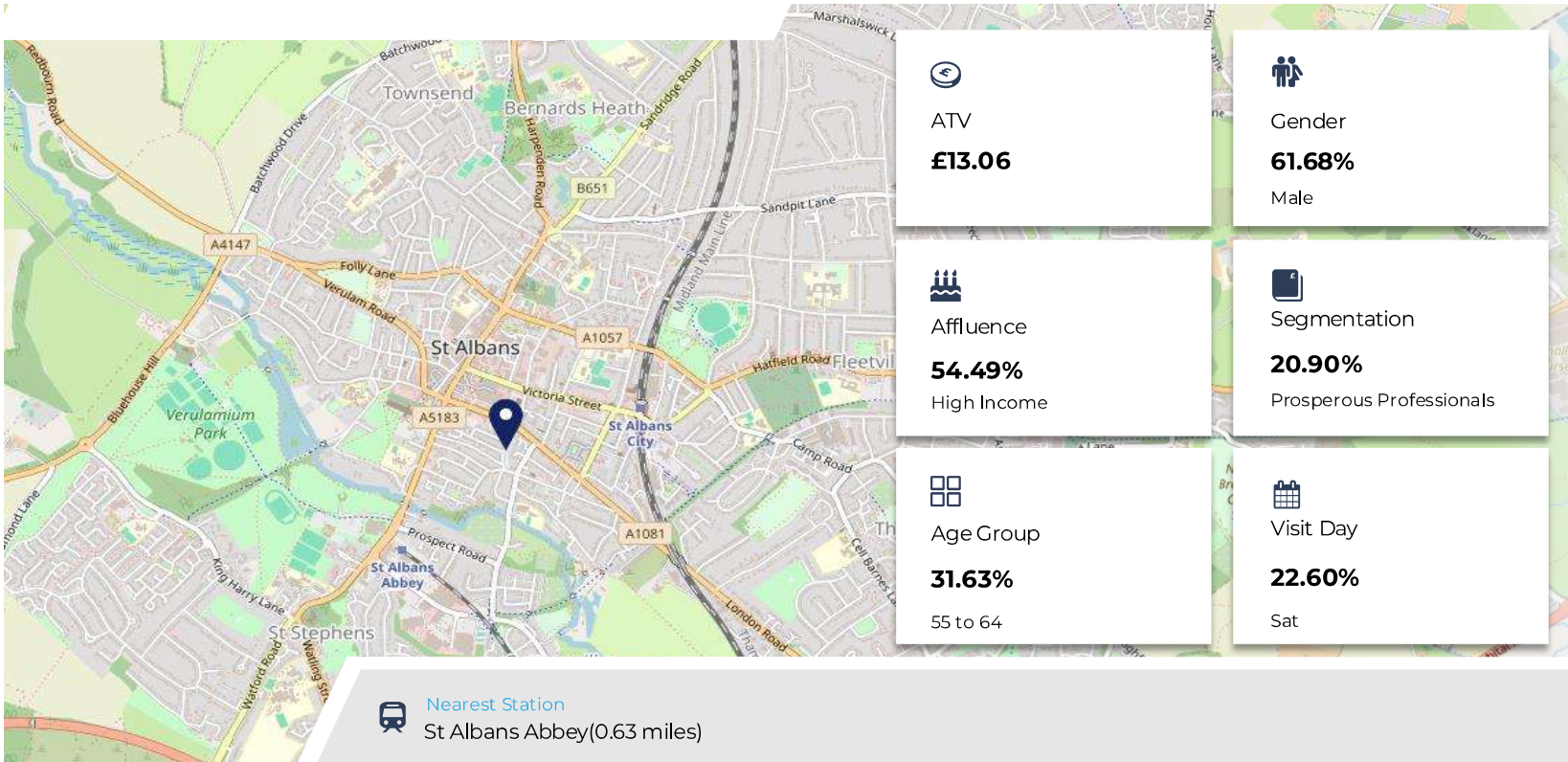
TV Region

London



Urbanicity

Urban city and town



ATV
£13.06



Gender
61.68%
Male



Affluence
54.49%
High Income



Segmentation
20.90%
Prosperous Professionals



Age Group
31.63%
55 to 64



Visit Day
22.60%
Sat



Nearest Station

St Albans Abbey(0.63 miles)

Top Competitors



White Lion
AL11RN

#1

Punch - Fireside Collection



The Garibaldi
AL11RT

#2

Fullers L&T



The King Harry
AL34BL

#3

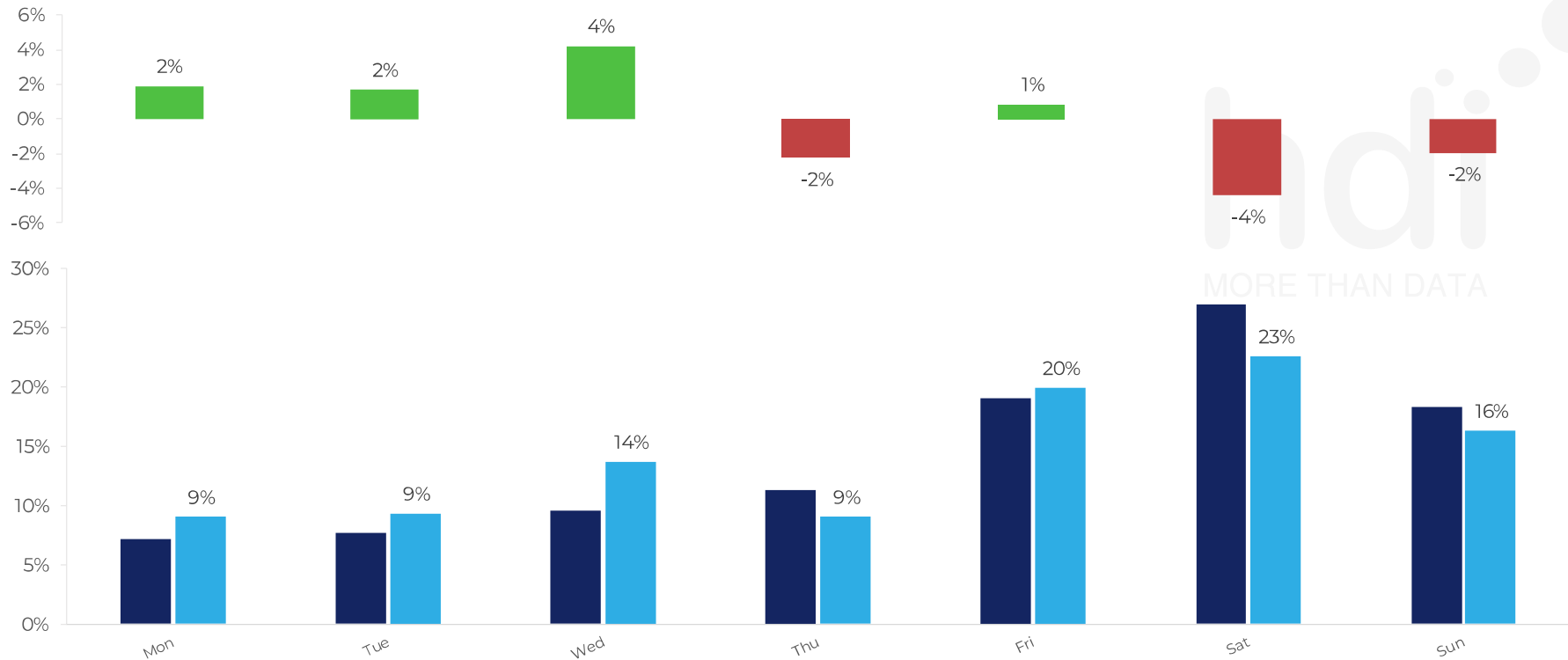
Castle



Spend by Weekpart

How is customer spend distributed throughout the week for White Hart Tap AL11QJ versus its competitors?

% of spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week



■ Competitor

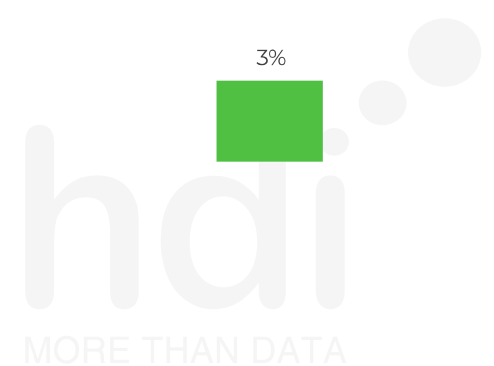
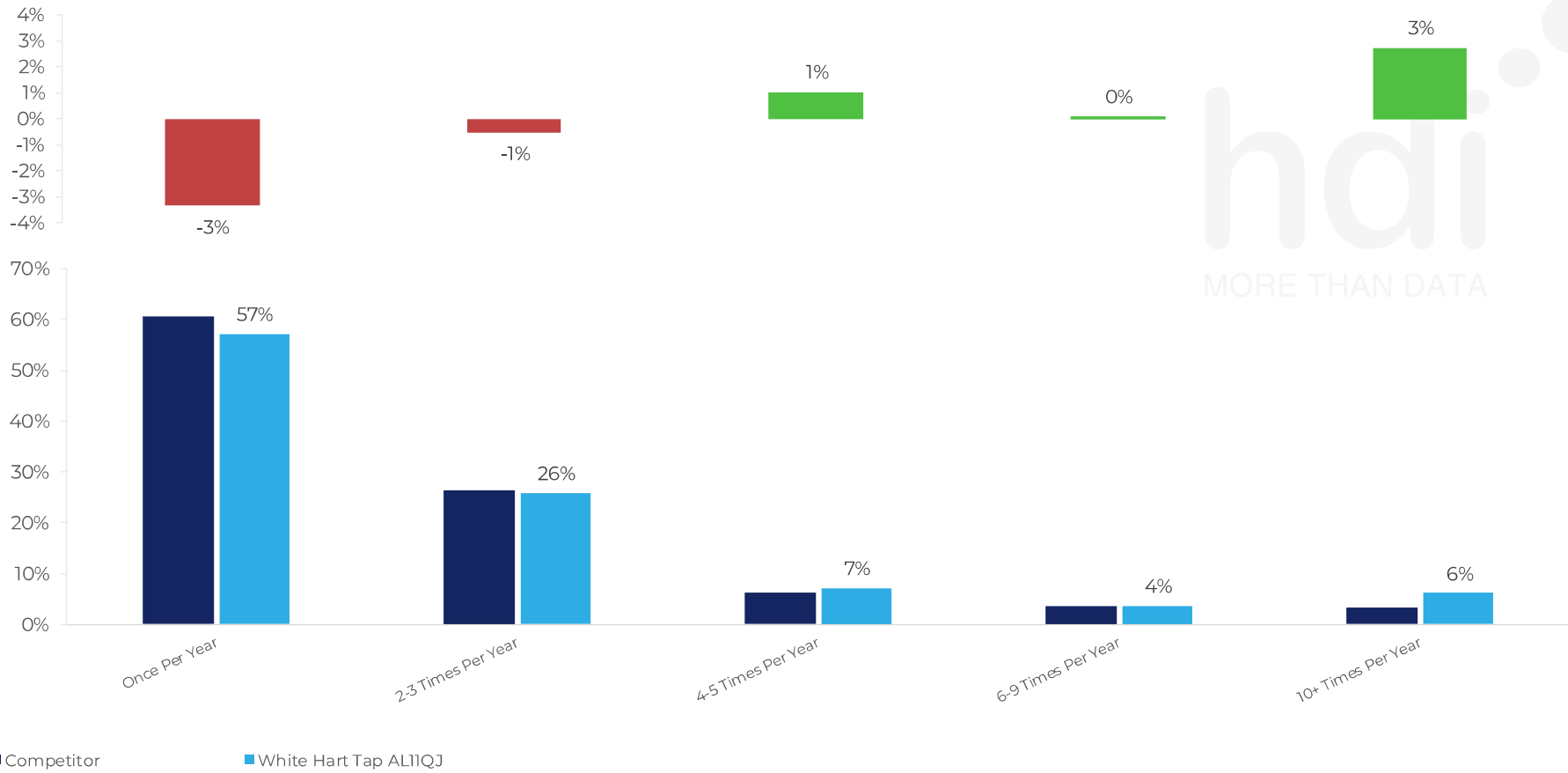
■ White Hart Tap AL11QJ



Visit Frequency

How frequently per year do customers visit White Hart Tap AL11QJ versus its competitors?

% of customer numbers for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum



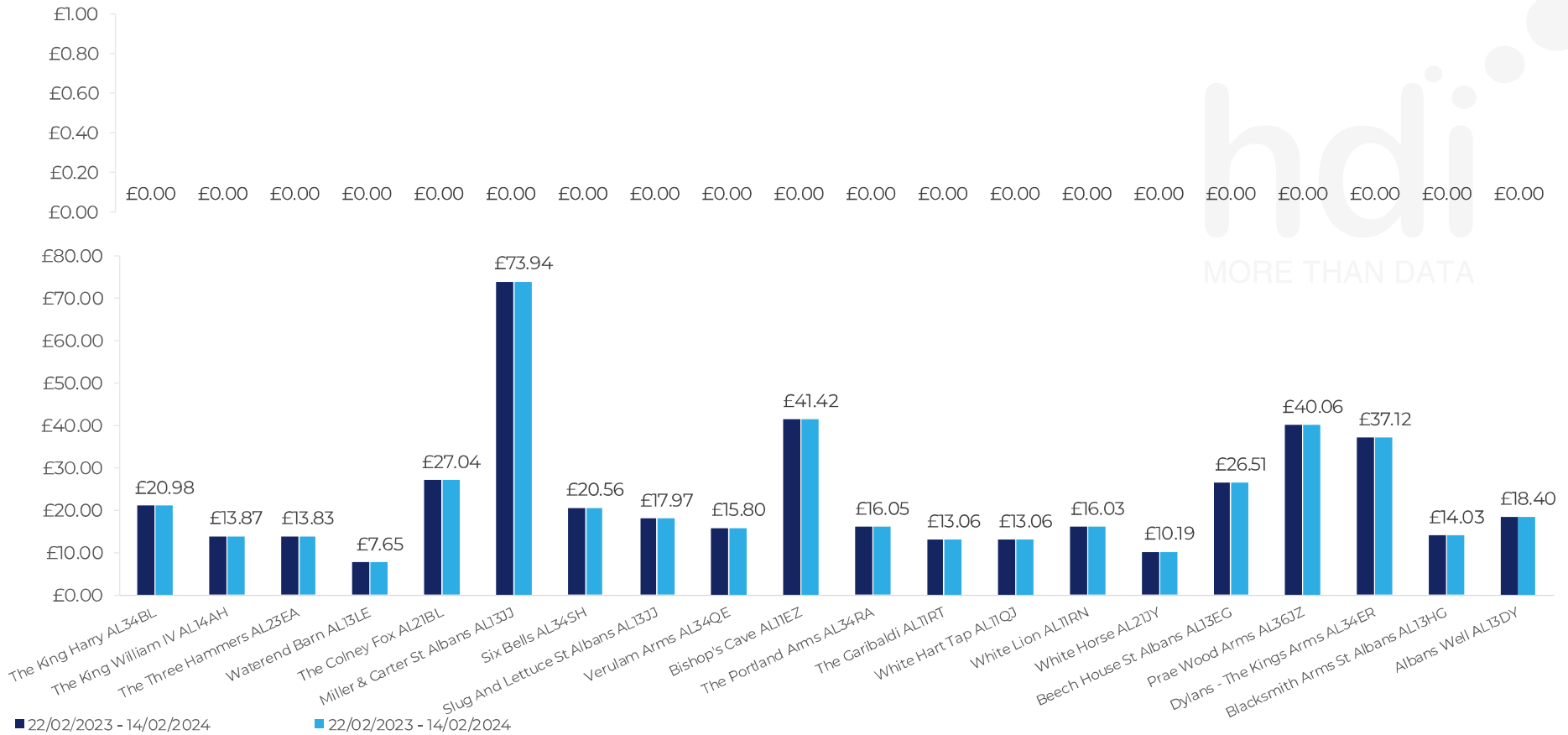
Competitor

White Hart Tap AL11QJ



ATV Change

How has ATV changed between two date ranges?

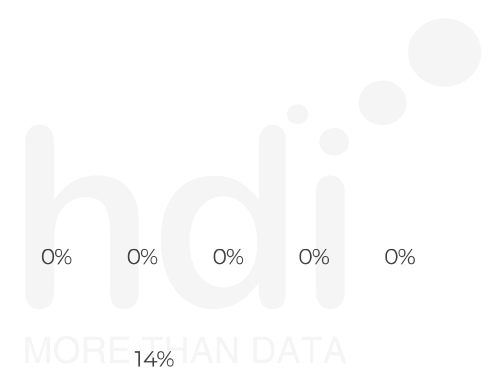
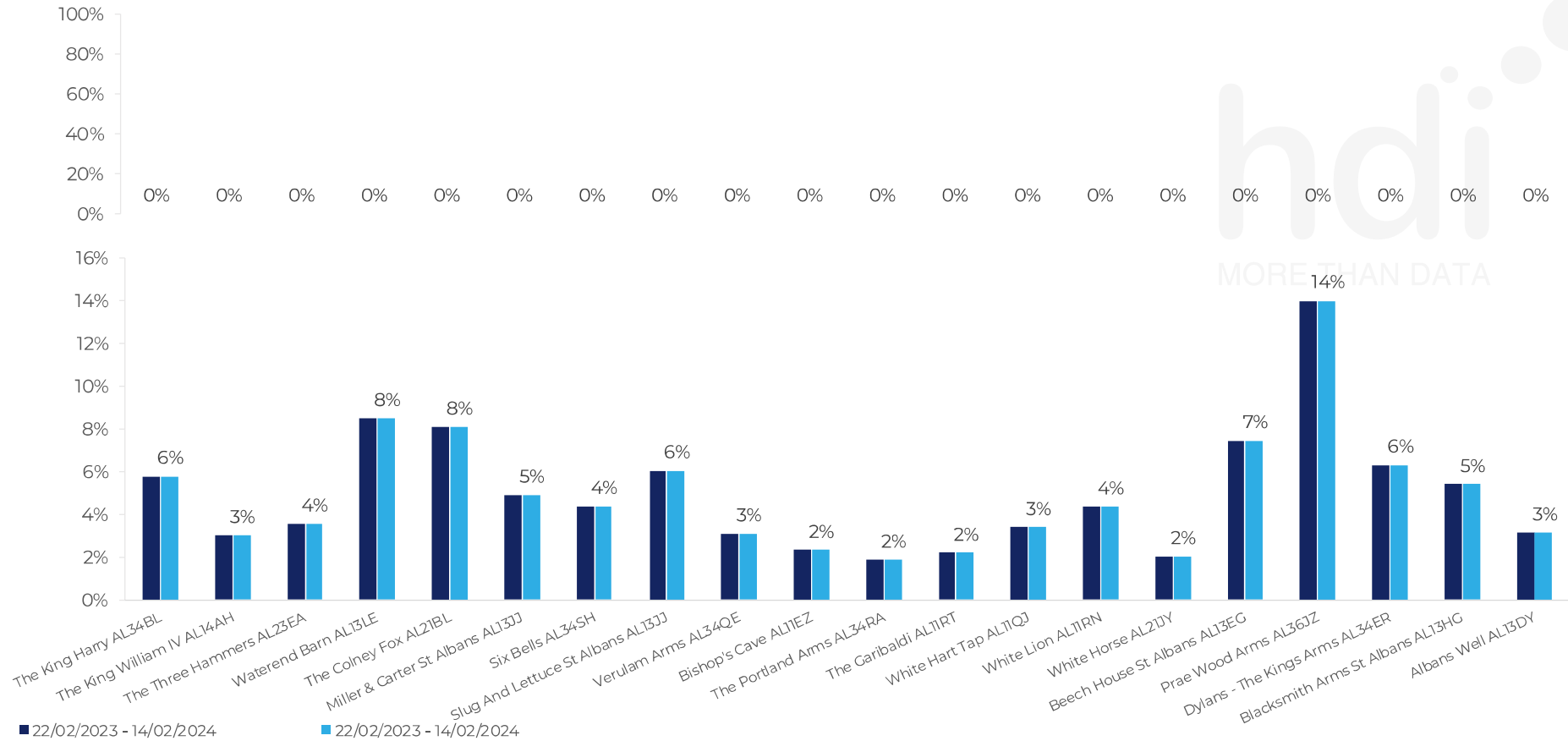




Market Share Change

How has market share changed between two date ranges?

% of market share spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

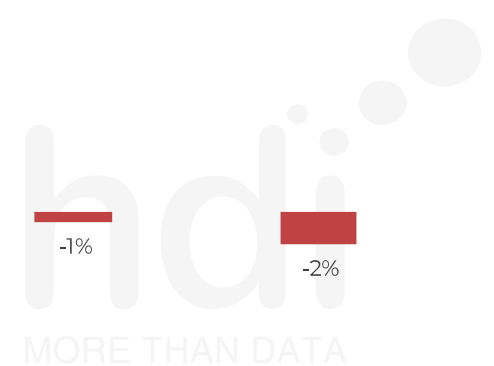
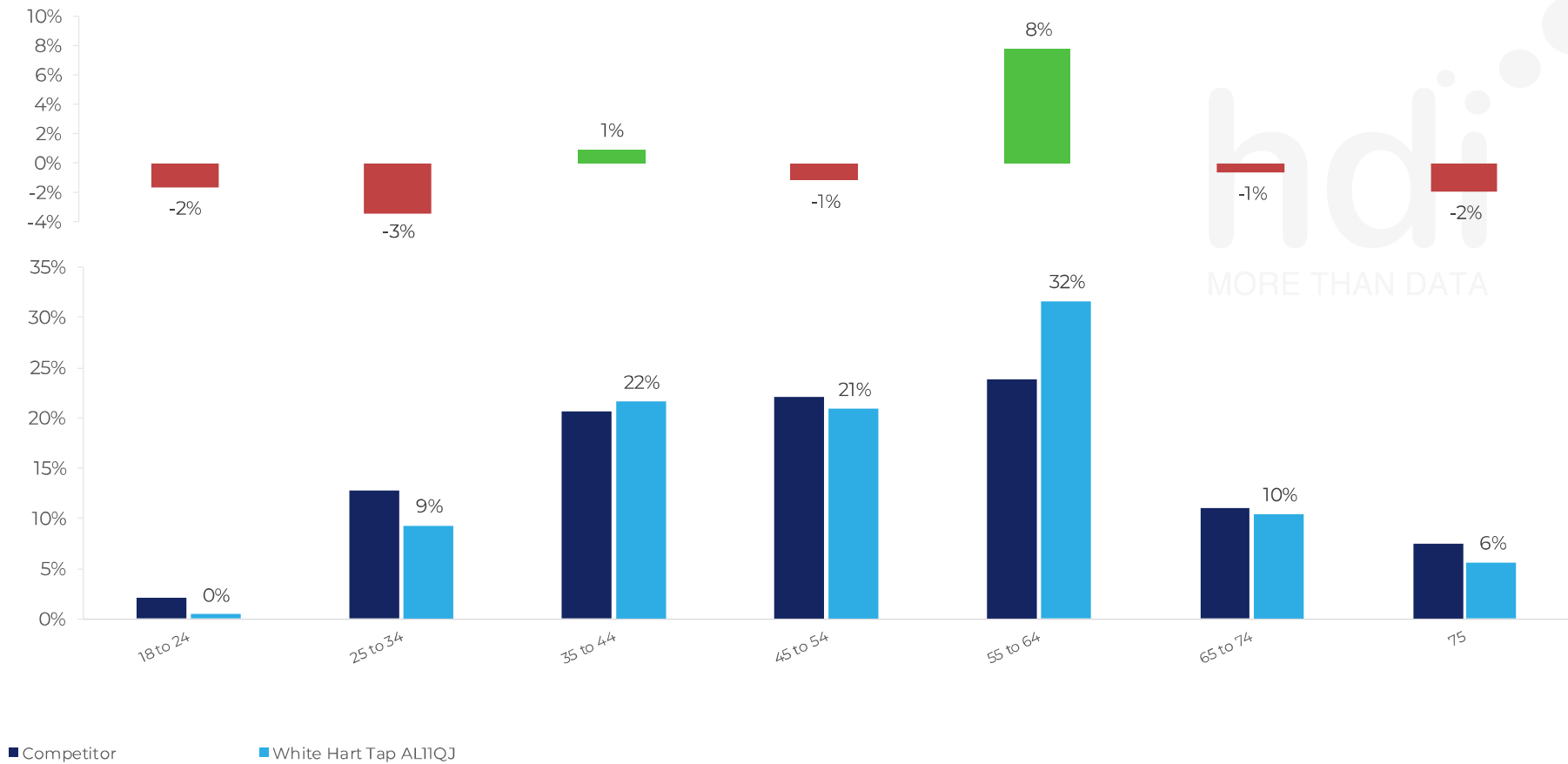




Age

How does the age profile of customers who visit White Hart Tap AL11QJ compare versus its competitors?

% of spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range



■ Competitor

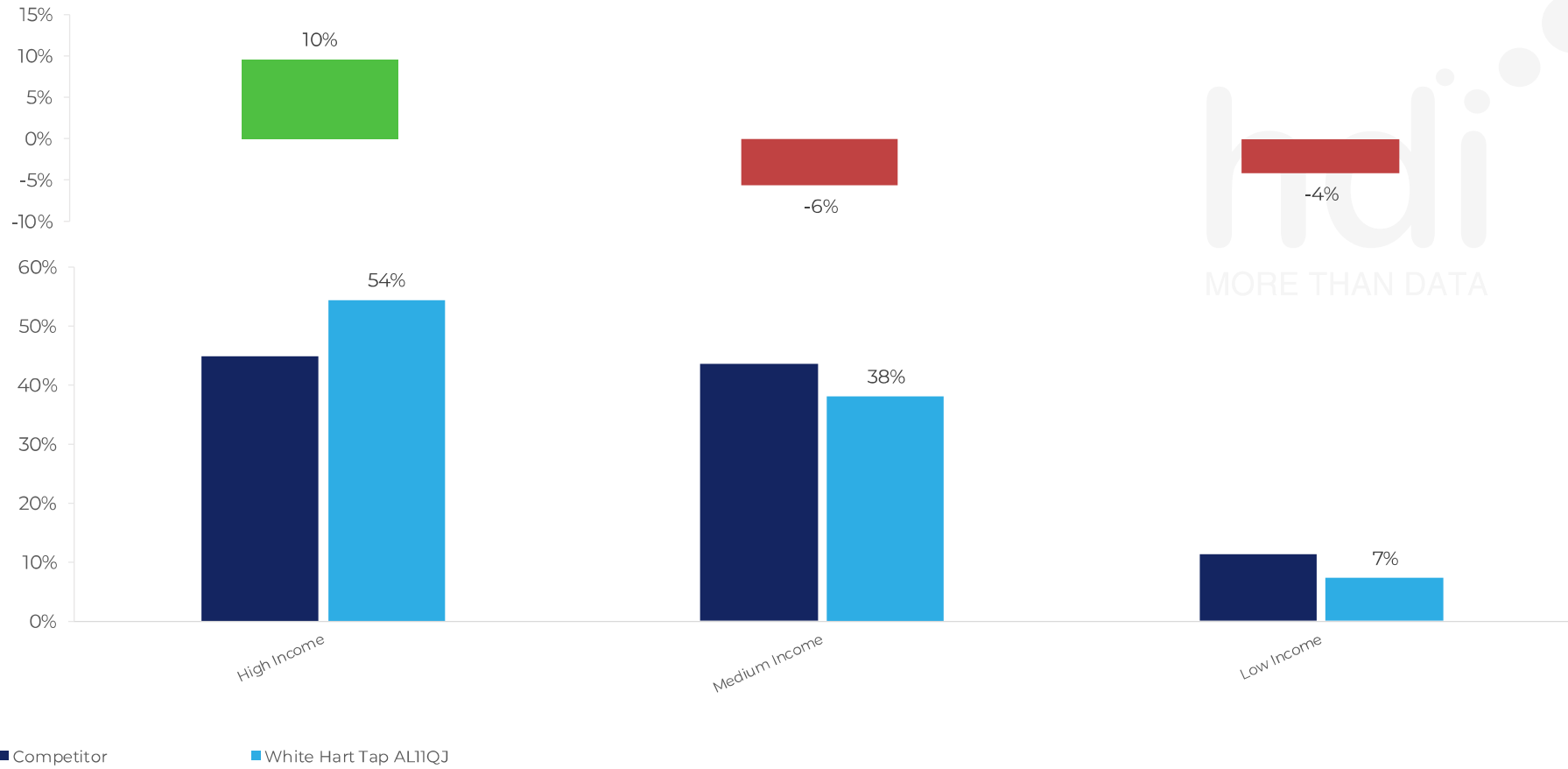
■ White Hart Tap AL11QJ



Affluence

How does the affluence of customers who visit White Hart Tap AL11QJ compare versus its competitors?

% of spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence



609 Site Customers

26 Competitors

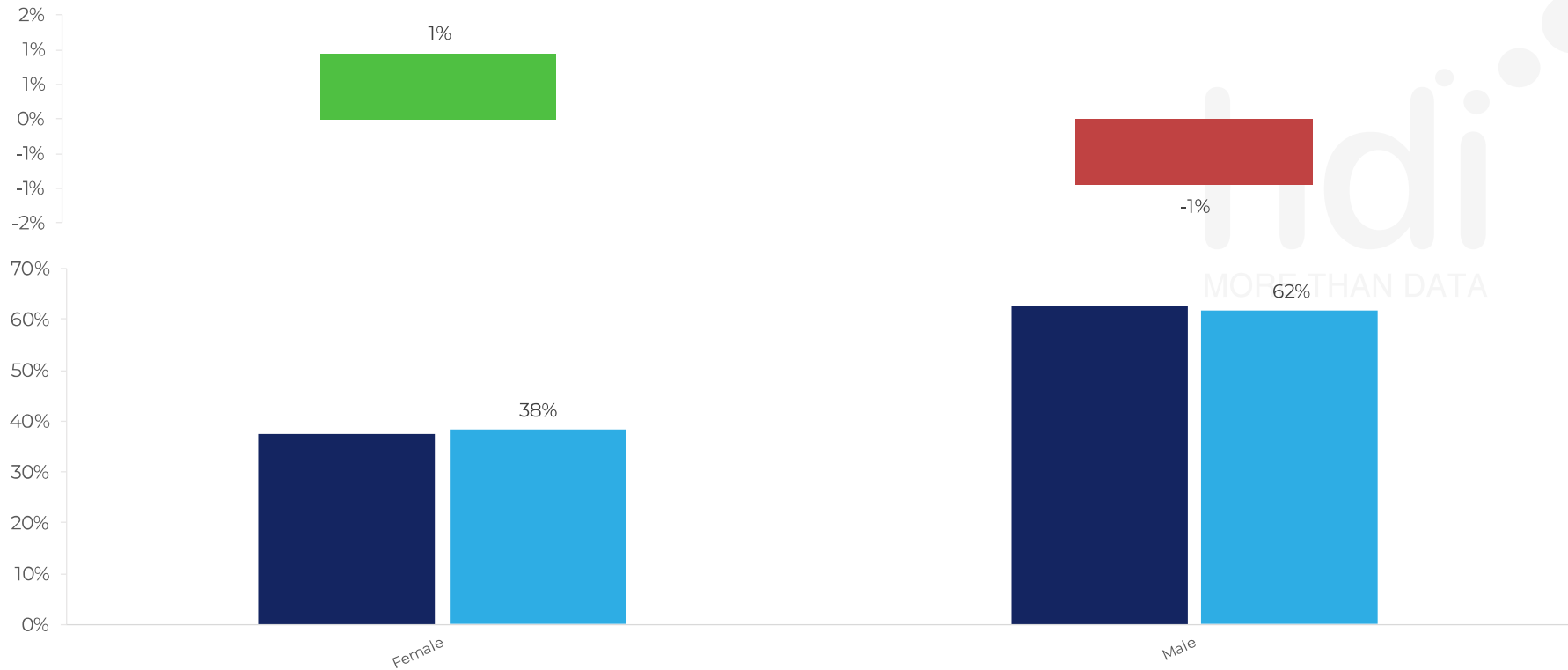
17917 Competitor Customers



Gender

How does the gender profile of customers who visit White Hart Tap AL11QJ compare versus its competitors?

% of spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

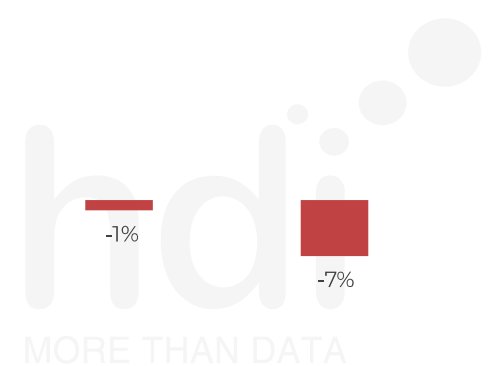
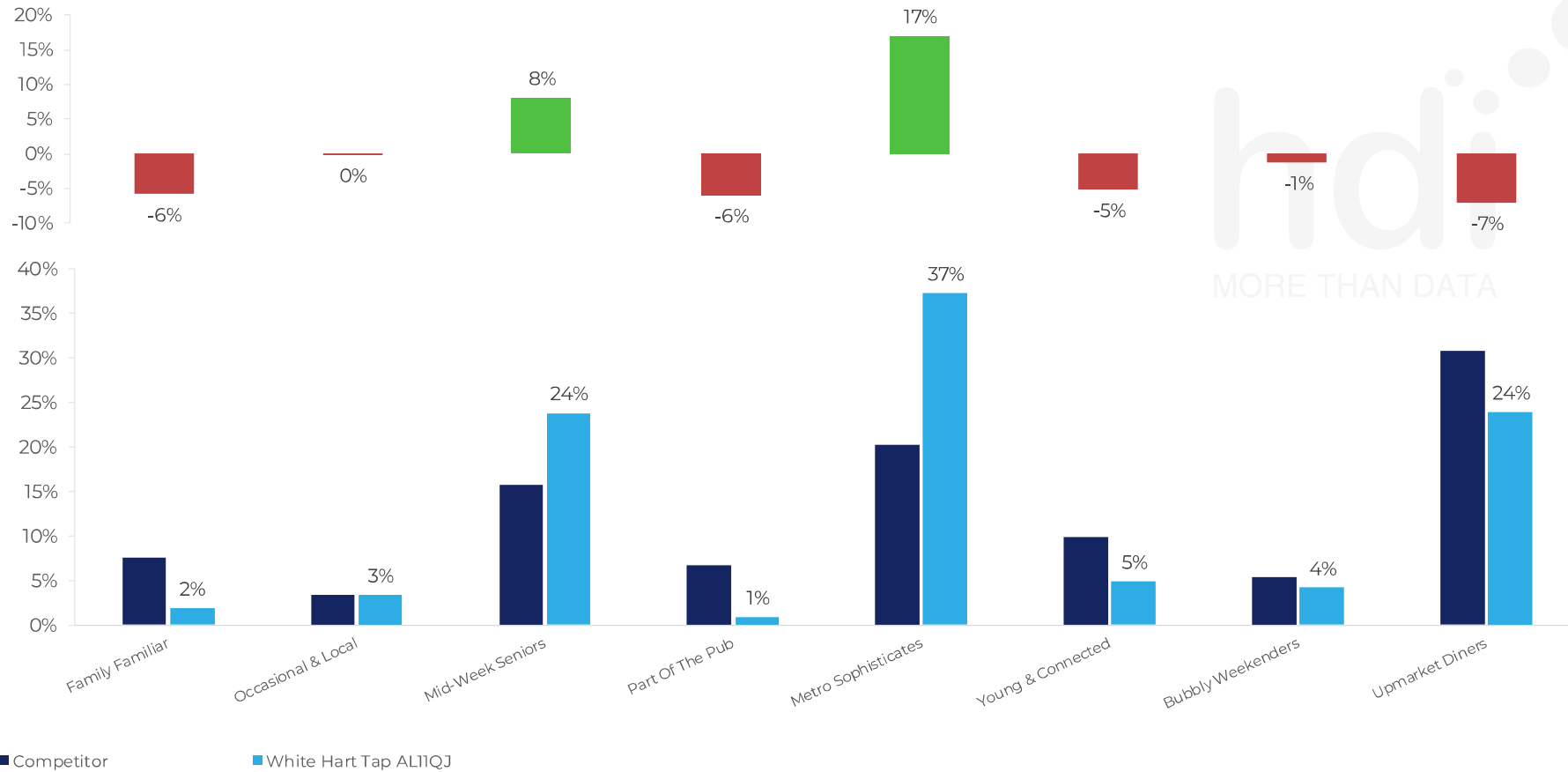
■ White Hart Tap AL11QJ



Punch Segmentation

How does the Custom segmentation profile of customers who visit White Hart Tap AL11QJ compare versus its competitors?

% of spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment



1323 Site Customers

26 Competitors

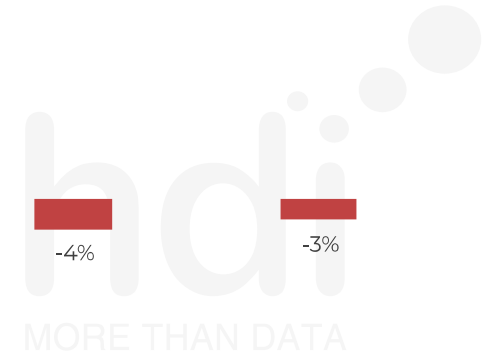
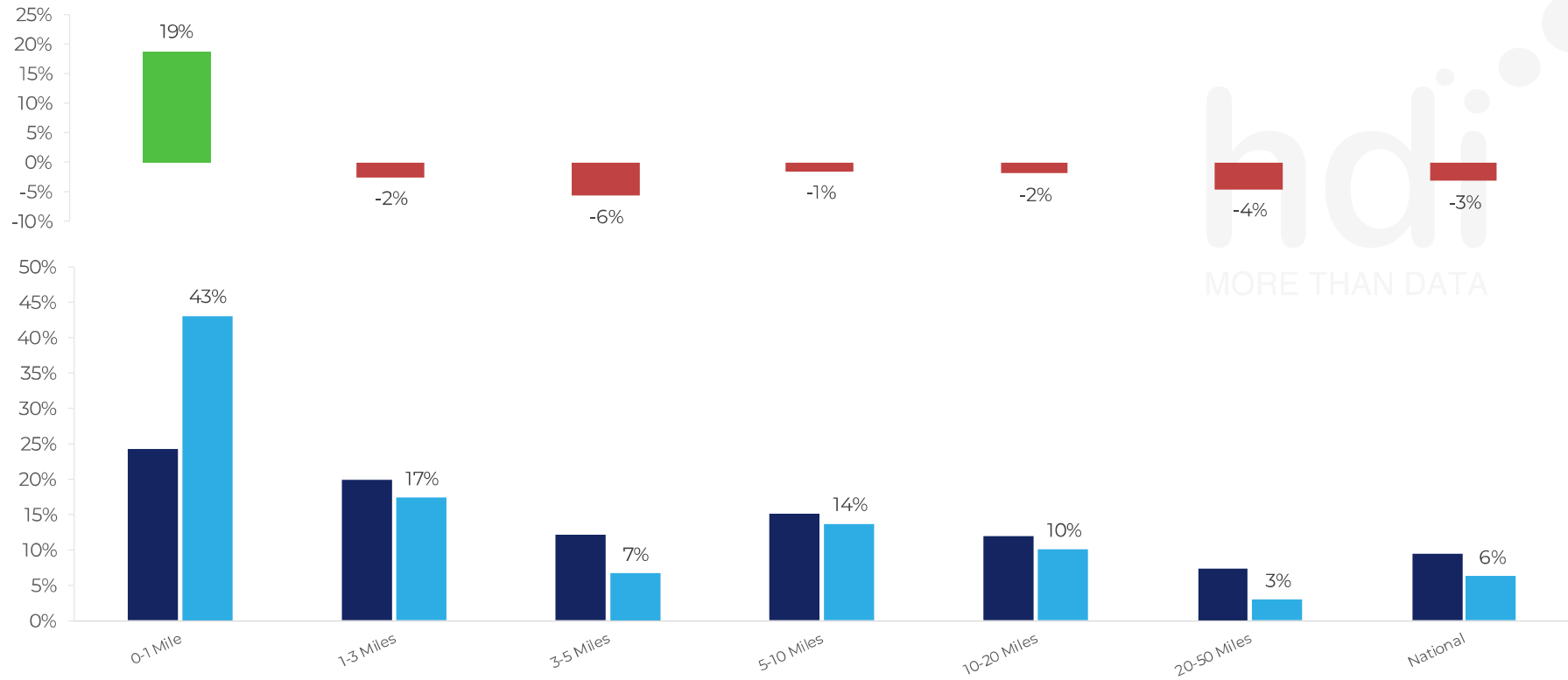
39753 Competitor Customers



Spend by Distance

How does the spend profile of White Hart Tap AL11QJ compare versus its competitors based on travel distances?

% of spend for White Hart Tap AL11QJ and 113 Chains in 3 Miles from 22/02/2023- 14/02/2024 split by Distance travelled



Competitor

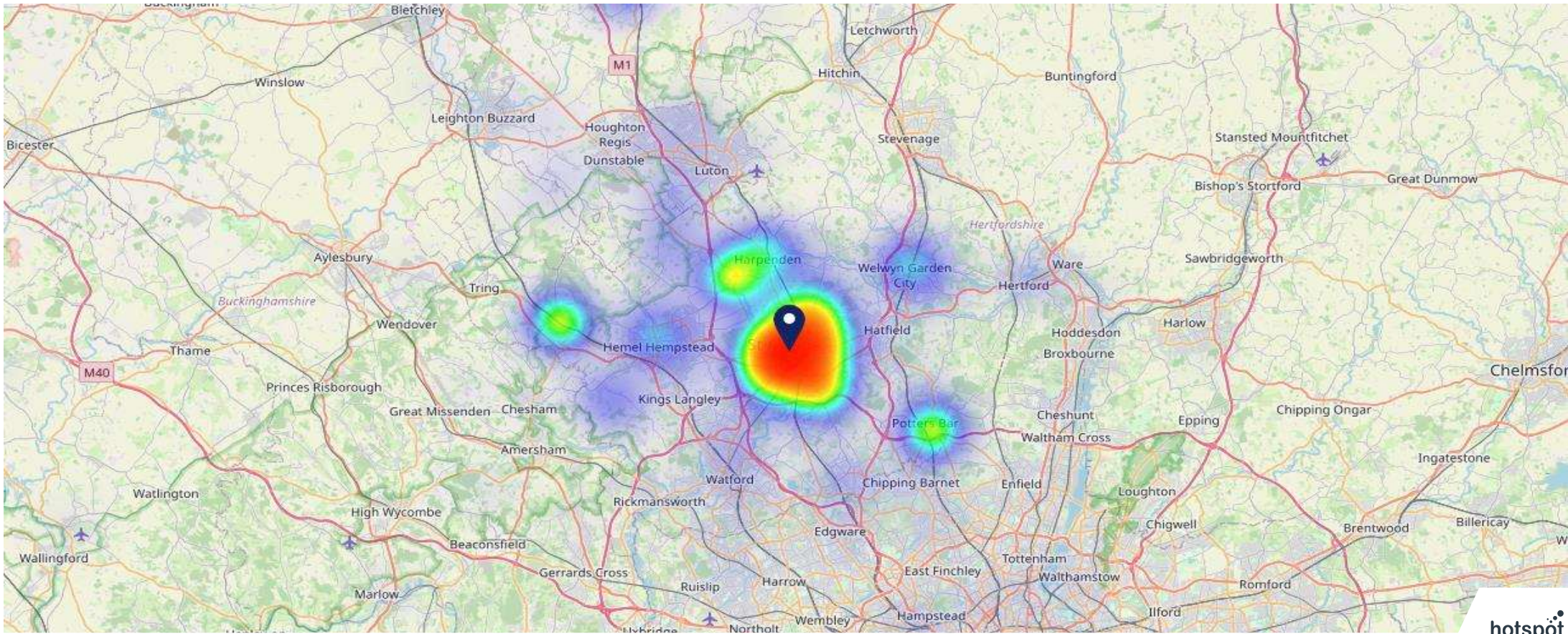
White Hart Tap AL11QJ



Map of Guest Origin

Where do customers of White Hart Tap AL11QJ come from?

Where do customers of White Hart Tap AL11QJ for 22/02/2023 - 14/02/2024 live



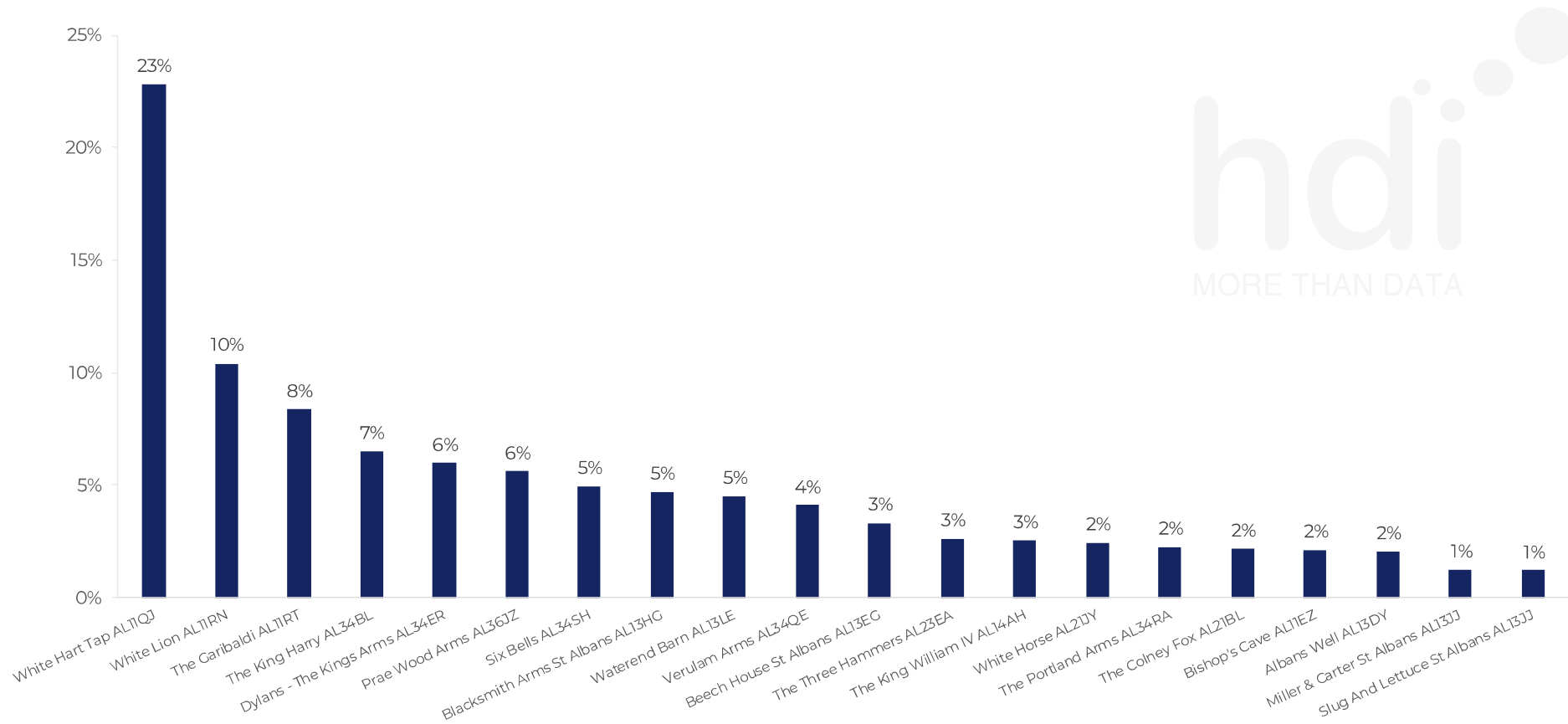
626 Site Customers



Share of Wallet

What are the Top 20 venues (by spend) that customers of White Hart Tap AL11QJ also visit?

For customers of White Hart Tap AL11QJ, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue

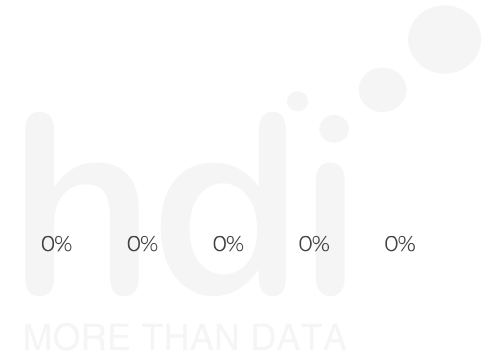
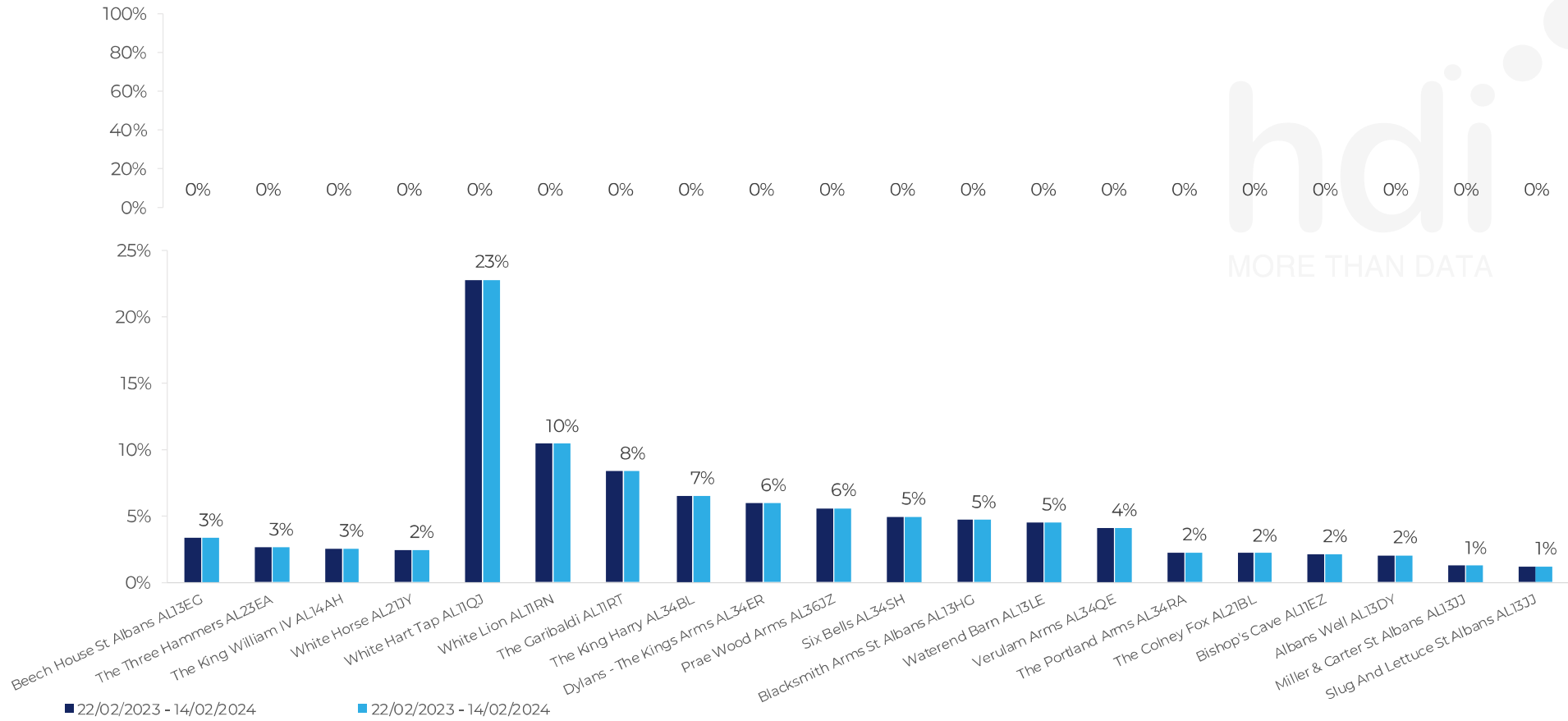


1323 Site Customers



Share of Wallet Change

How has share of wallet of customers of White Hart Tap AL11QJ changed between two date ranges?



1323 Site Customers



Market Summary

How does the local area for White Hart Tap AL10QJ 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	£10.56M	9	£59.97M	10	£90.85M	9	£115.39M	7
Weekpart	Mon - Thu	29.5%	1	35.9%	2	36.6%	2	37.9%	1
Weekpart	Fri - Sat	55.7%	10	49.0%	9	47.5%	9	46.2%	10
Weekpart	Sun	14.8%	6	15.2%	6	15.9%	7	15.9%	6
Age	18 to 24	4.0%	4	3.4%	3	3.6%	2	3.2%	1
Age	25 to 34	15.8%	3	14.0%	2	14.4%	2	13.1%	1
Age	35 to 44	23.3%	6	23.2%	6	23.7%	6	23.3%	5
Age	45 to 54	27.8%	10	24.9%	9	24.6%	10	24.2%	10
Age	55 to 64	22.5%	9	21.2%	9	21.0%	9	22.0%	10
Age	65 to 74	4.4%	4	8.6%	7	8.4%	7	9.2%	8
Age	75+	2.0%	5	4.6%	8	4.3%	8	5.0%	9
CAMEO	Business Elite	18.6%	9	20.4%	9	19.9%	9	19.0%	9
CAMEO	Prosperous Professionals	14.6%	10	10.3%	9	9.7%	9	9.4%	9
CAMEO	Flourishing Society	14.7%	7	18.9%	8	19.1%	8	19.1%	8
CAMEO	Content Communities	13.9%	7	13.4%	7	13.6%	7	13.5%	7
CAMEO	White Collar Neighbourhoods	11.0%	5	10.8%	5	10.9%	5	10.9%	5
CAMEO	Enterprising Mainstream	3.2%	2	3.5%	2	3.5%	1	3.5%	1
CAMEO	Paying The Mortgage	15.6%	6	12.9%	5	13.2%	5	14.1%	5
CAMEO	Cash Conscious Communities	3.8%	2	4.5%	2	4.6%	2	4.5%	1
CAMEO	On A Budget	3.9%	3	4.6%	3	4.7%	3	5.3%	3
CAMEO	Family Value	0.6%	2	0.8%	2	0.8%	2	0.9%	1
Affluence	AB	48.0%	9	49.5%	9	48.6%	9	47.4%	9
Affluence	C1C2	43.7%	4	40.6%	3	41.3%	3	41.8%	3
Affluence	DE	8.3%	1	9.8%	2	10.1%	2	10.7%	1



OCC Concept Fit

Fireside Scenic



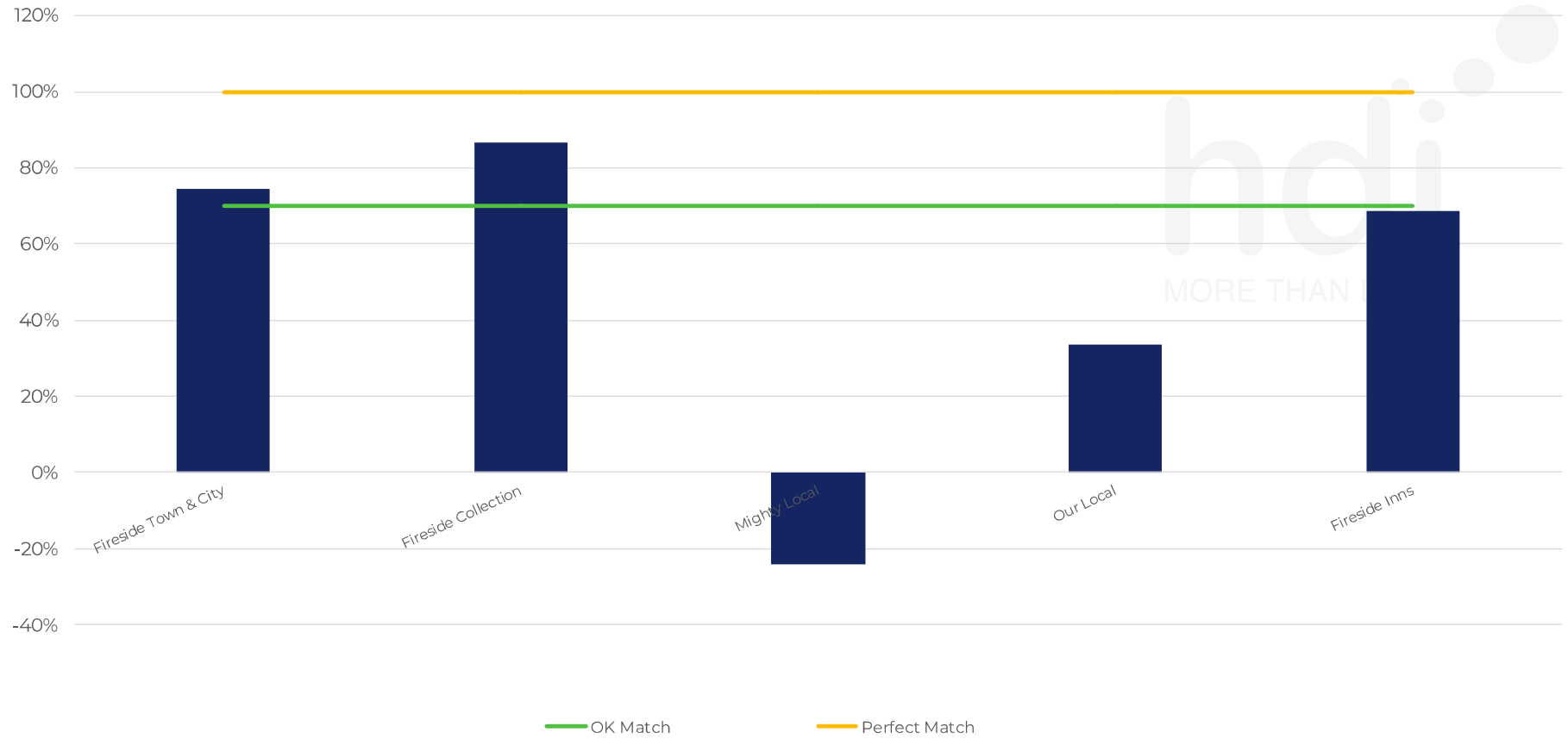
Achievable Average Weekly Takings

£11500

- 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

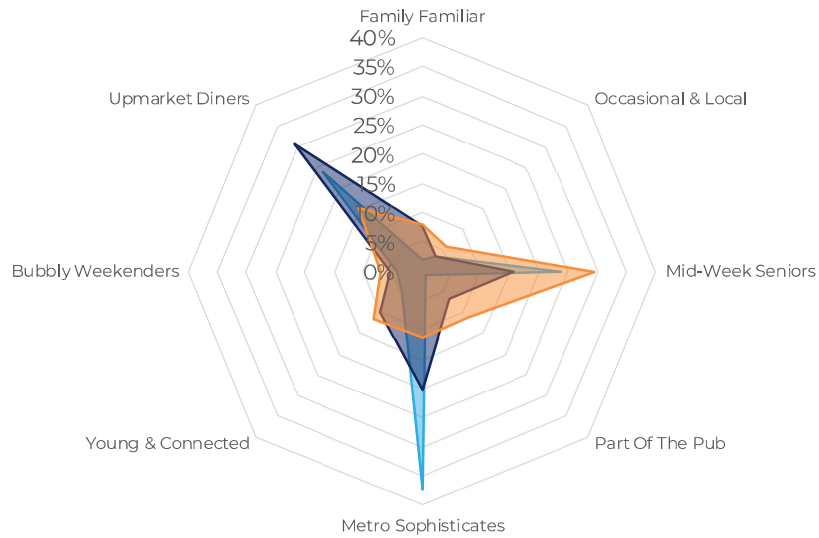


Concept Recommendation





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
White Hart Tap	310	1.87%	3.34%	23.80%	0.87%	37.22%	4.85%	4.14%	23.87%
Local Catchment	4460	7.60%	3.41%	15.82%	6.73%	20.33%	9.94%	5.30%	30.82%
Punch T&L	110522	8.08%	5.92%	29.54%	11.18%	11.29%	11.62%	7.15%	15.19%
White Hart Tap vs Local Catchment		-5.73%	-0.07%	7.98%	-5.86%	16.89%	-5.09%	-1.16%	-6.95%
White Hart Tap vs Punch T&L		-6.21%	-2.58%	-5.74%	-10.31%	25.93%	-6.77%	-3.01%	8.68%
Local Catchment vs Punch T&L		-0.48%	-2.51%	-13.72%	-4.45%	9.04%	-1.68%	-1.85%	15.63%

White Hart Tap

Local Catchment

Punch T&L



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
White Hart Tap AL11QJ	310	1.87%	3.34%	23.80%	0.87%	37.22%	4.85%	4.14%	23.87%
White Lion AL11RN	312	0.76%	2.16%	7.20%	0.58%	59.30%	4.14%	1.73%	24.10%
The Garibaldi AL11RT	172	0.77%	0.97%	67.80%	5.77%	10.42%	2.35%	1.37%	10.52%
The King Harry AL34BL	389	3.22%	2.98%	16.21%	13.70%	12.00%	8.32%	3.85%	39.68%
Dylans - The Kings Arms AL34ER	365	0.65%	1.83%	13.19%	0.26%	31.67%	3.29%	1.63%	47.44%
Prae Wood Arms AL36JZ	648	2.45%	1.58%	17.60%	2.35%	16.52%	2.98%	3.39%	53.08%
Six Bells AL34SH	347	1.73%	7.79%	16.22%	1.11%	23.45%	4.19%	1.83%	43.63%
Blacksmith Arms St Albans AL13HG	646	7.30%	4.75%	7.76%	10.27%	23.09%	20.27%	7.98%	18.54%
Waterend Barn AL13LE	811	15.31%	8.74%	9.37%	15.07%	7.70%	30.65%	5.31%	7.80%
Verulam Arms AL34QE	257	0.32%	2.02%	6.16%	0.80%	34.00%	3.58%	1.19%	51.89%
Beech House St Albans AL13EC	546	4.34%	4.07%	12.14%	0.69%	27.12%	9.56%	9.41%	32.63%
The Three Hammers AL23EA	247	20.32%	1.35%	17.79%	17.27%	16.68%	9.66%	3.21%	13.67%
The King William IV AL14AH	215	13.76%	3.77%	26.07%	11.04%	16.19%	10.04%	5.96%	13.14%
White Horse AL21JY	90	7.05%	8.74%	41.22%	12.64%	6.92%	3.23%	10.55%	9.60%
The Portland Arms AL34RA	139	3.41%	1.21%	16.75%	1.06%	35.27%	3.16%	2.47%	36.62%
The Colney Fox AL21BL	411	12.89%	1.55%	20.94%	3.83%	14.63%	8.40%	8.97%	28.75%
Bishop's Cave AL11EZ	183	1.28%	3.58%	5.47%	0.72%	26.51%	4.98%	3.11%	54.31%
Albans Well AL13DY	348	5.35%	5.97%	9.94%	1.49%	20.04%	14.41%	8.22%	34.53%
Miller & Carter St Albans AL13JJ	164	10.90%	2.59%	8.75%	2.43%	17.71%	13.30%	6.81%	37.47%
Slug And Lettuce St Albans AL13JJ	488	12.02%	2.32%	4.77%	1.57%	11.49%	35.16%	18.96%	13.67%
The Blackberry Jack AL49RG	116	15.34%	4.32%	12.02%	50.92%	8.85%	4.97%	2.59%	0.95%
The Ancient Briton AL35AH	227	22.14%	3.66%	9.63%	7.56%	11.31%	19.39%	6.45%	19.82%
Beefeater Moor Mill AL23TZ	207	27.87%	3.16%	25.58%	2.83%	7.57%	7.13%	7.51%	18.31%
The Three Horseshoes AL40HP	191	10.23%	3.88%	12.15%	3.33%	16.62%	10.00%	3.59%	40.17%
The Holly Bush AL23NN	57	5.95%	3.99%	21.82%	1.71%	20.20%	8.27%	4.03%	34.00%