



Site Summary



Steel Melters Arms S211DA

S211DA

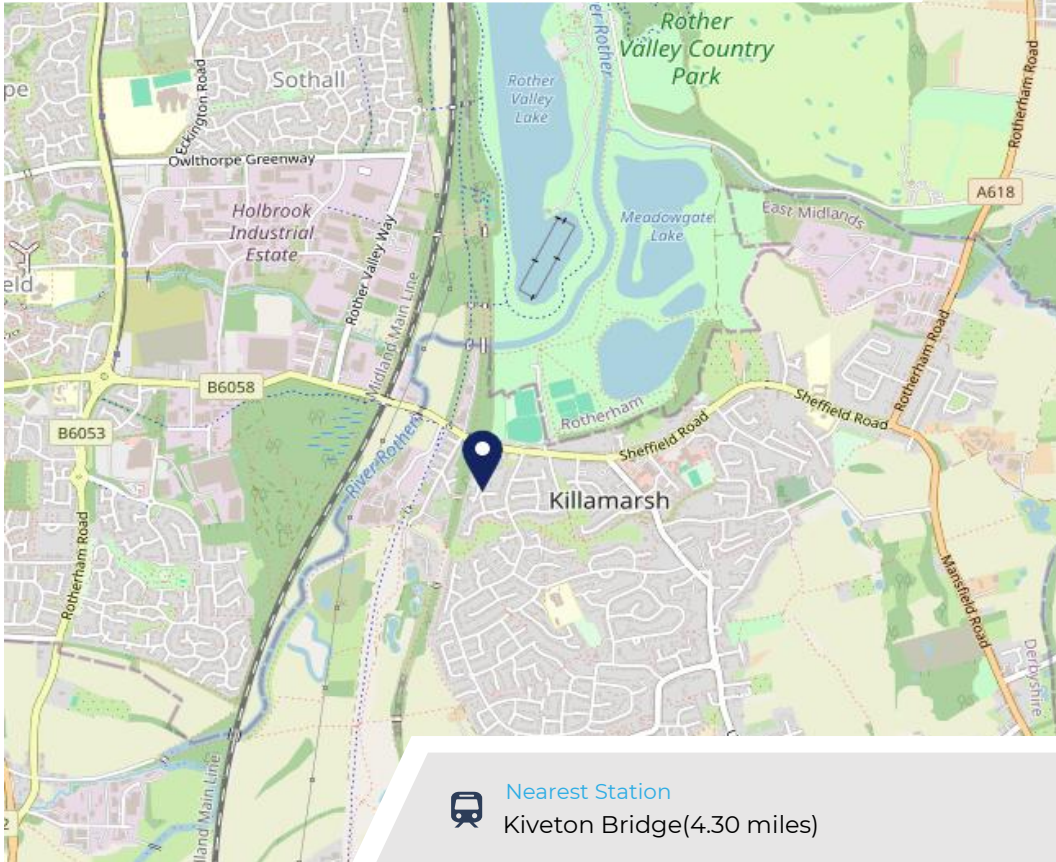
Punch T&L

Work Area
Sheffield

Region
East Midlands

TV Region
Yorkshire

Urbanicity
Urban minor conurbation



ATV
£8.63



Gender
89.89%
Male



Affluence
47.81%
Low Income



Segmentation
35.22%
Paying The Mortgage



Age Group
37.41%
18 to 24



Visit Day
39.44%
Sat

Top Competitors



De Rodes Arms
S434ER
 Stonehouse

#1



Hickorys Sheffield
S201FW
 Hickorys Smokehouse

#2



Beighton Top Club
S201AY
 Clubs

#3

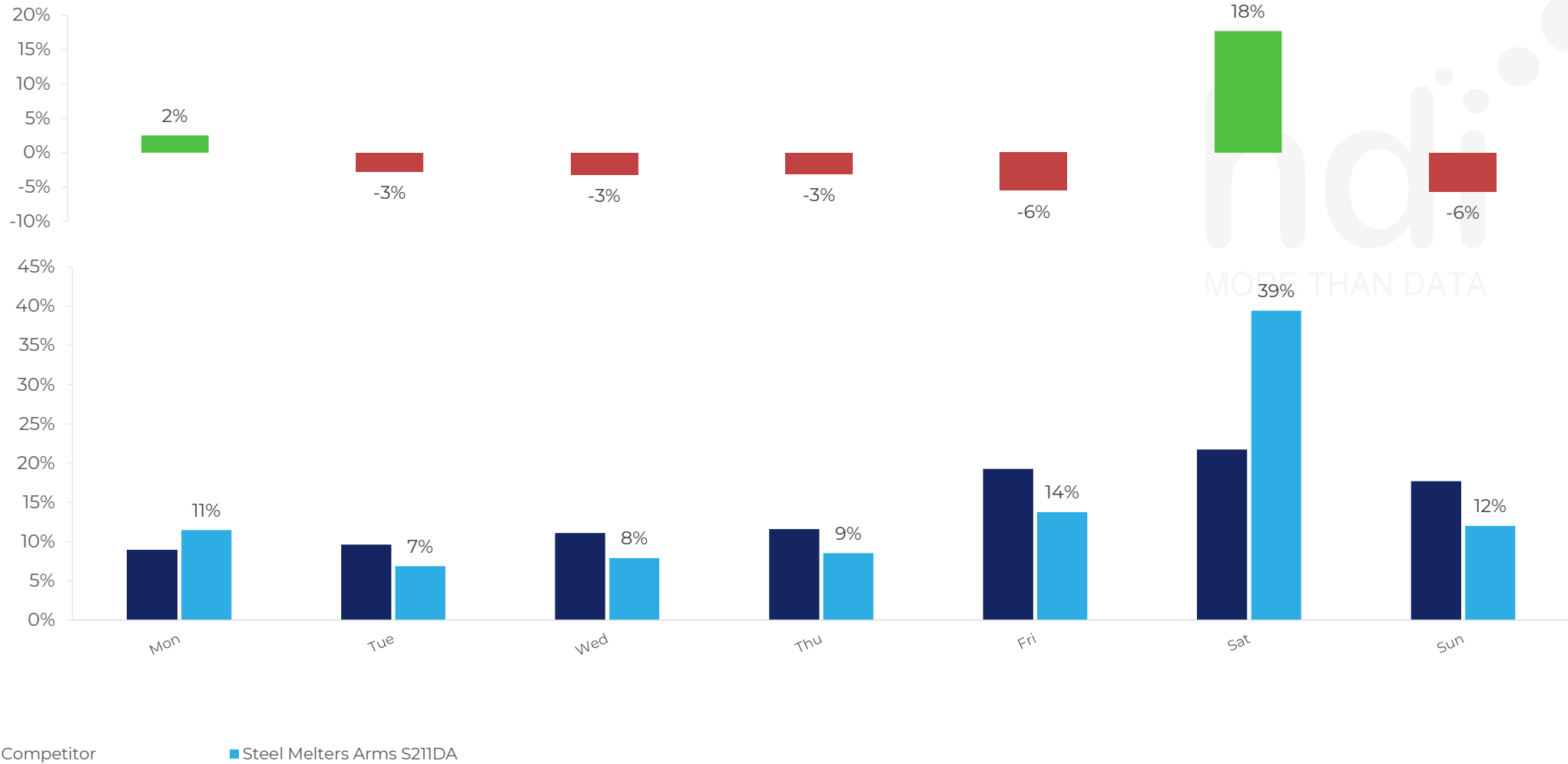


Nearest Station
Kiveton Bridge(4.30 miles)

Spend by Weekpart

How is customer spend distributed throughout the week for Steel Melters Arms S211DA versus its competitors?

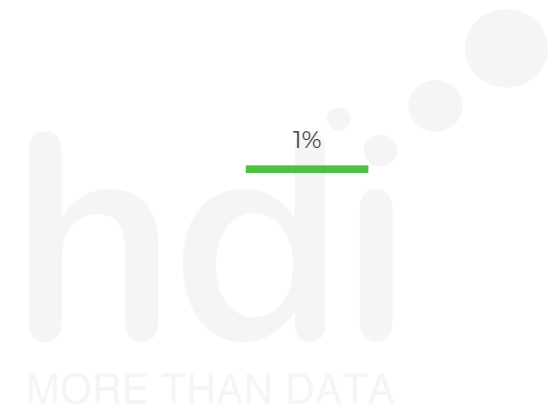
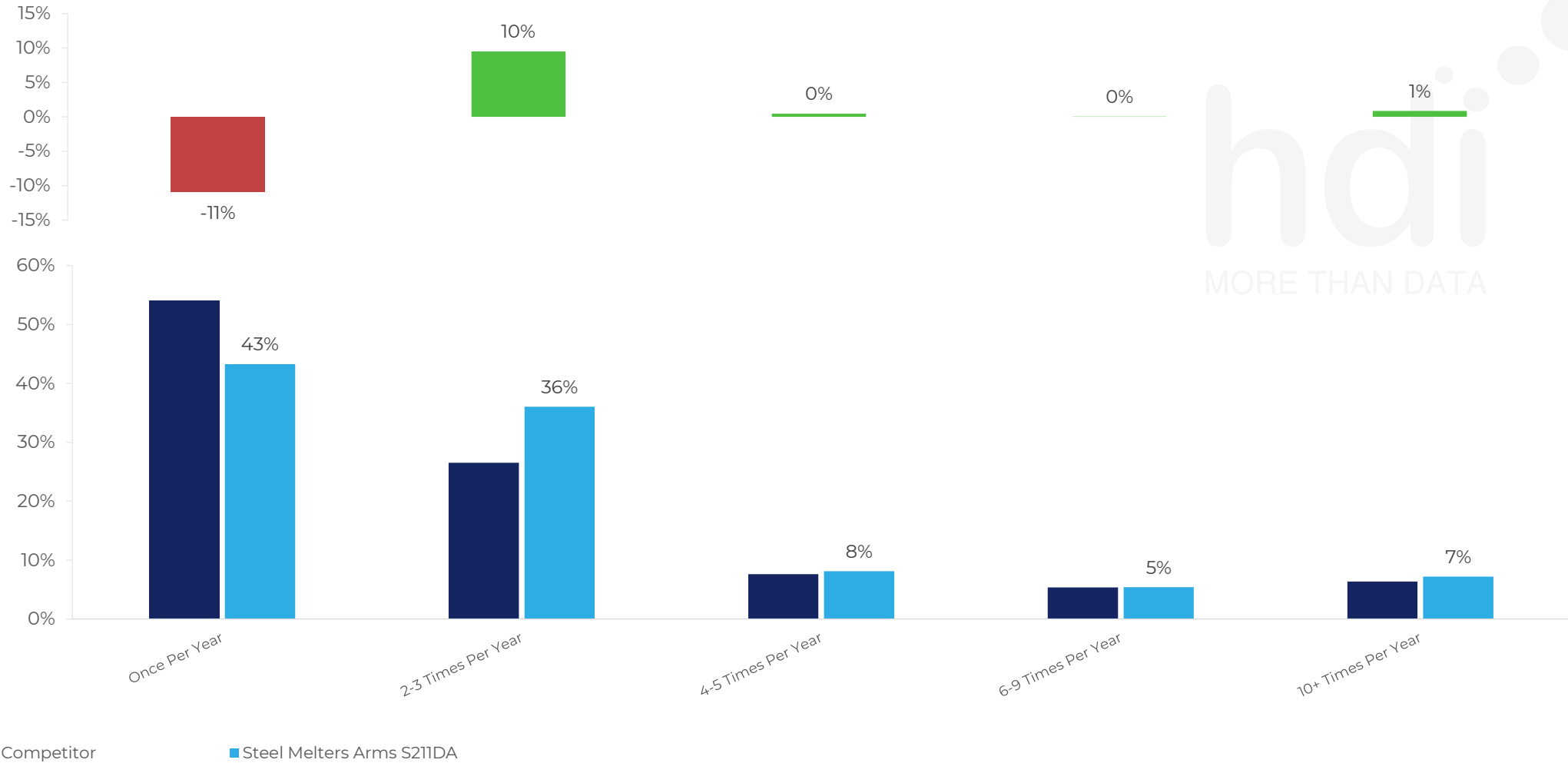
% of spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Day of Week



Visit Frequency

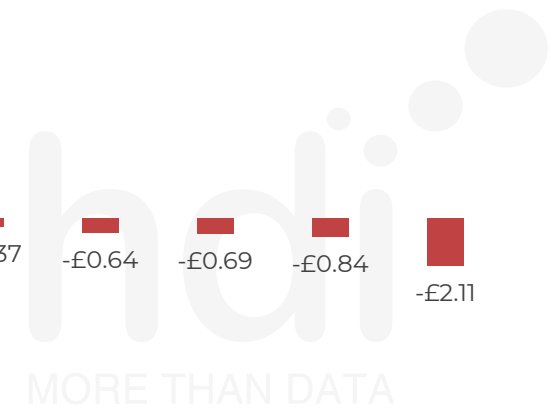
How frequently per year do customers visit Steel Melters Arms S211DA versus its competitors?

% of customer numbers for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 and the number of visits made Per Annum



ATV Change

How has ATV changed between two date ranges?

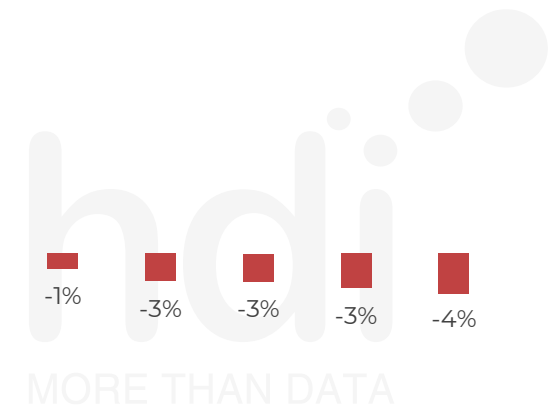
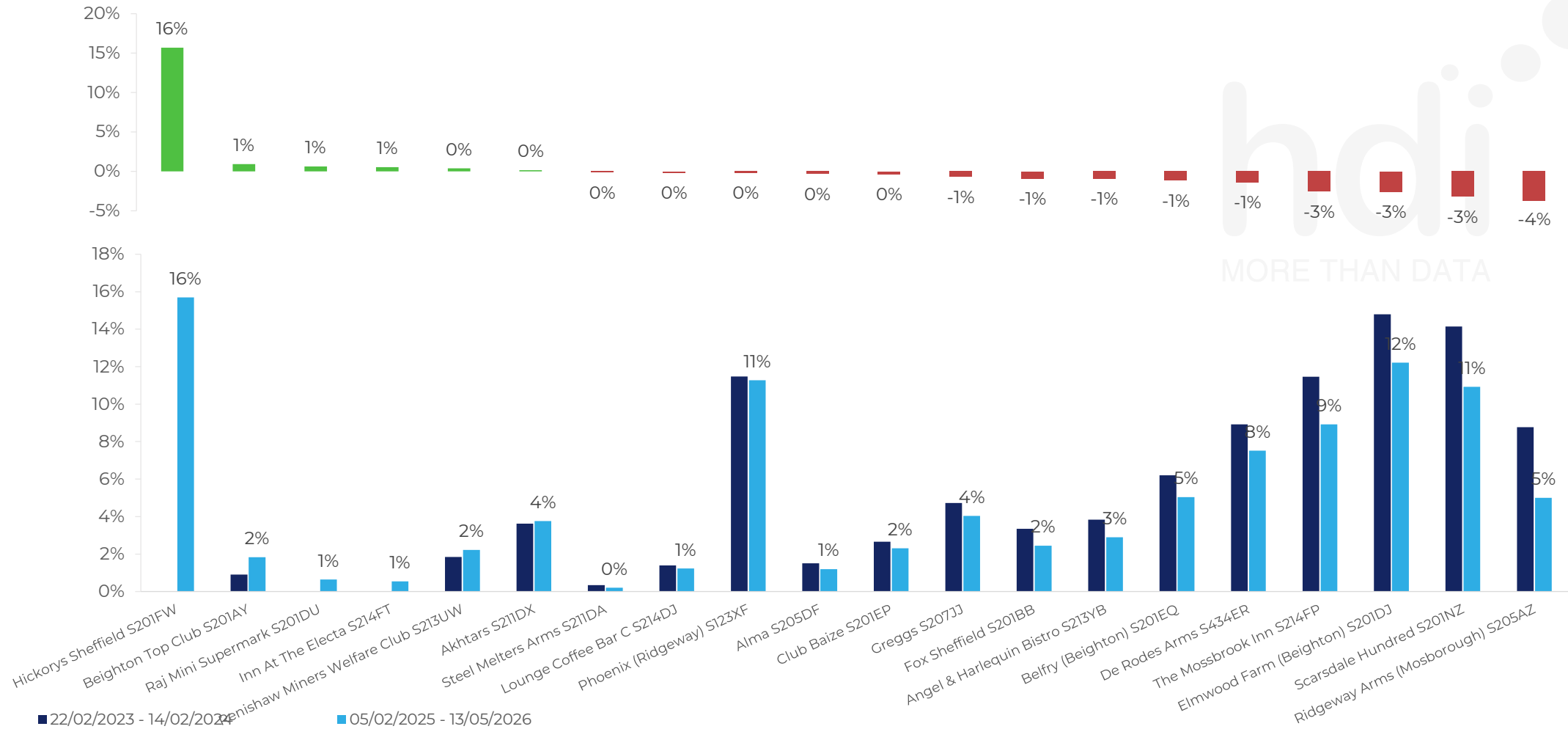




Market Share Change

How has market share changed between two date ranges?

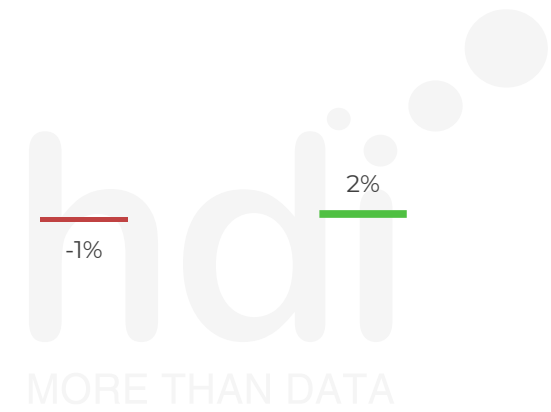
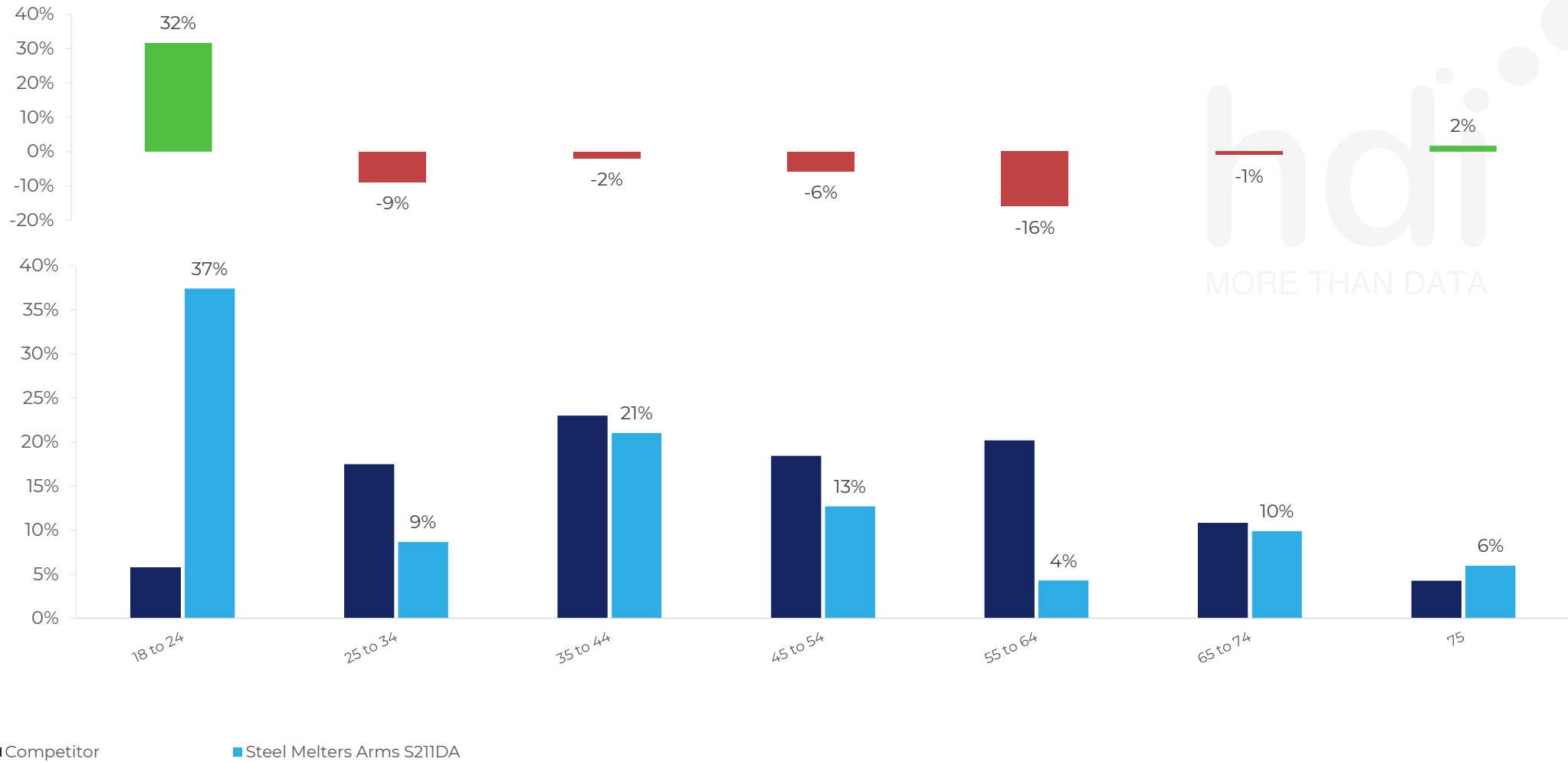
% of market share spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026



Age

How does the age profile of customers who visit Steel Melters Arms S211DA compare versus its competitors?

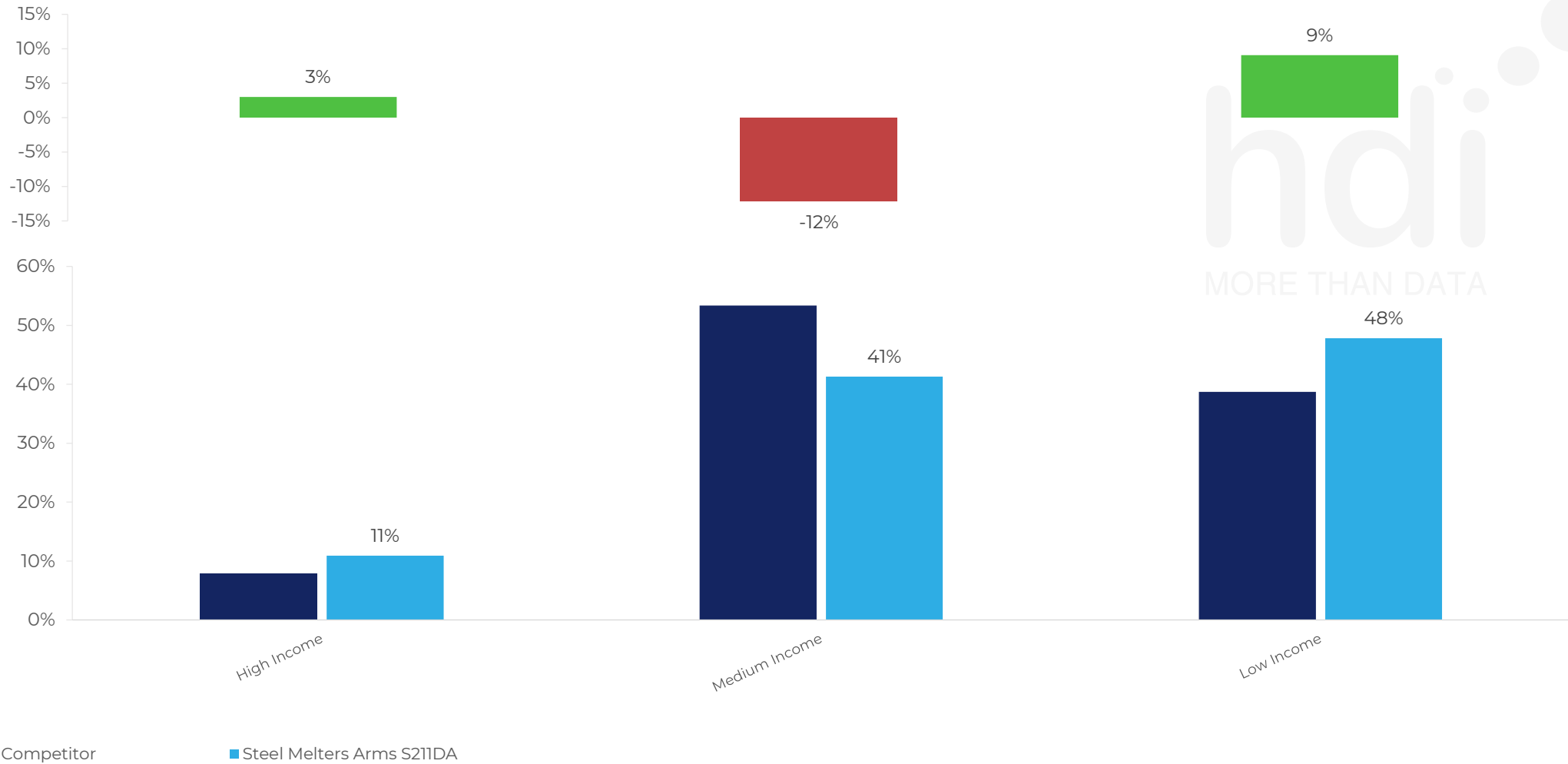
% of spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Age Range



Affluence

How does the affluence of customers who visit Steel Melters Arms S211DA compare versus its competitors?

% of spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Affluence

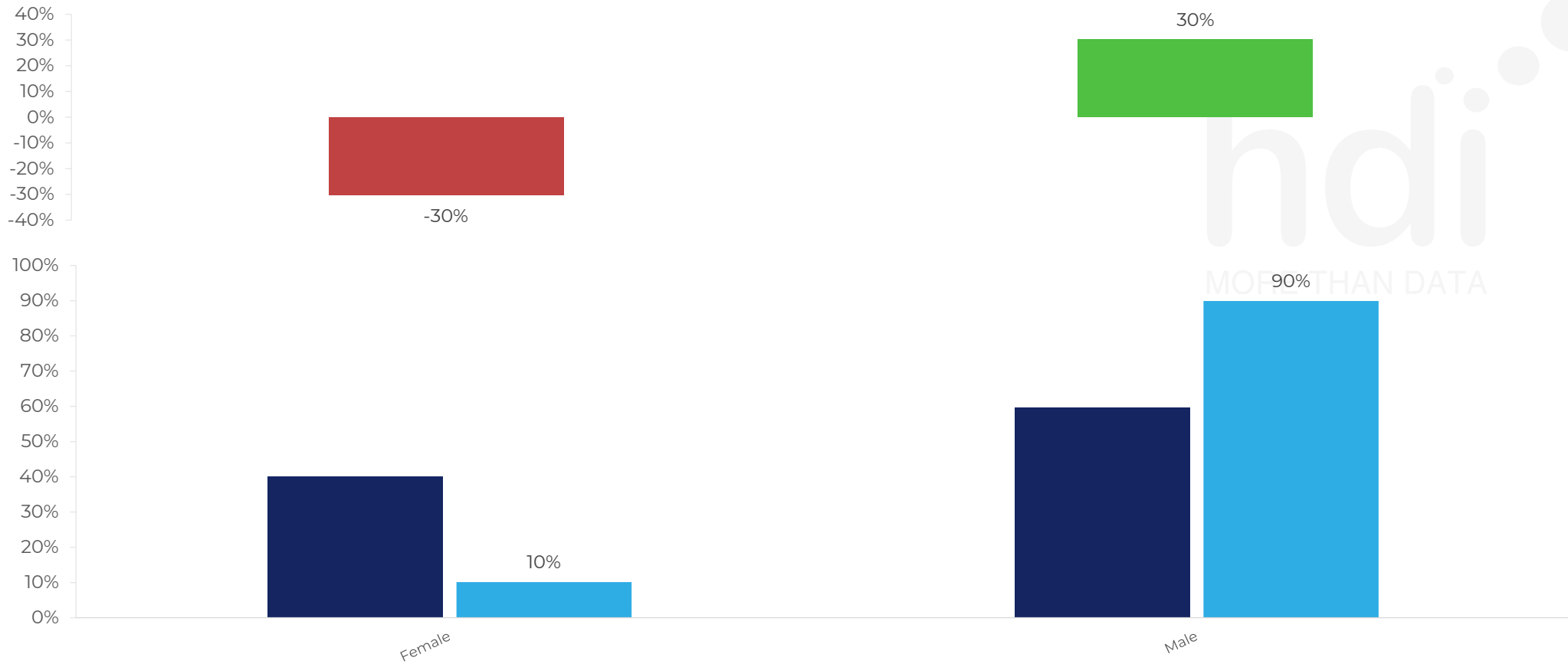




Gender

How does the gender profile of customers who visit Steel Melters Arms S211DA compare versus its competitors?

% of spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Gender



■ Competitor

■ Steel Melters Arms S211DA

SEGMENT SNAPSHOTS

1 – Family Familiar

- Value-oriented family groups who are particularly prevalent in the Midlands and the North.
- These customers more regularly visit McDonalds or Nandos or order Just Eat but do occasionally use suburban pubs for eating – particularly on a Sunday.
- Great value is essential with menu preferences for grilled meat, the kids menu and soft drinks.



2 – Occasional & Local

- Occasional & Local are lower frequency habitual drink-led customers.
- These value-oriented customers typically drink in lower priced suburban locations midweek.
- Occasional & Local favour recognised mainstream drinks brands such as Carling, Fosters, John Smiths or Smirnoff.



3 – Mid-week Seniors

- Mid-week Grey Social customers are older customers who prefer a peaceful pub – typically visiting midweek daytime and often avoiding busy events.
- These customers are of varying affluence.
- They prefer classic menu items such as fish and chips and hunters chicken with a lean towards cask ale, hot drinks and wines.



4 – PART OF THE PUB

- Part of the Pub customers are very habitual value-oriented drink-led customers.
- They drink in their local pub during the week with a preference for mainstream draught (Carling, Fosters, John Smiths, Strongbow) and recognised brands such as Bud, Smirnoff and Jamesons.
- These customers are more likely to visit betting shops, off licences and watch live football.



5 – METRO SOPHISTICATES

- Metro Sophisticates are younger, more affluent guests often found in and around larger cities.
- These customers favour more premium venues and tend to make healthier, more ethical choices.
- Living active lives, Metro Sophisticates will choose more premium brands such as Neck Oil, Fever Tree and Bombay Sapphire. They're interested in vegetarian / vegan menu options.



6 – YOUNG & CONNECTED

- Young & Connected customers are typically younger, less affluent customers. They favour branded businesses and have high online usage
- They tend to use lower-priced pubs in high street locations with a preference for spirits, cocktails, shots and burgers in Punch sites.
- Young & Connected customers are responsive to events in the pub, e.g. live sport, bank holidays.



7 - Bubbly Weekenders

- Bubbly Weekenders are slightly health-conscious younger customers who confine their pub use to high street venues at the weekend.
- Disproportionately female, Bubbly Weekenders favour spirits, cocktails and shots when in Punch sites.
- If eating, they've an interest in vegetarian / vegan dishes and have a preference for chicken burgers.



8 – UPMARKET DINERS

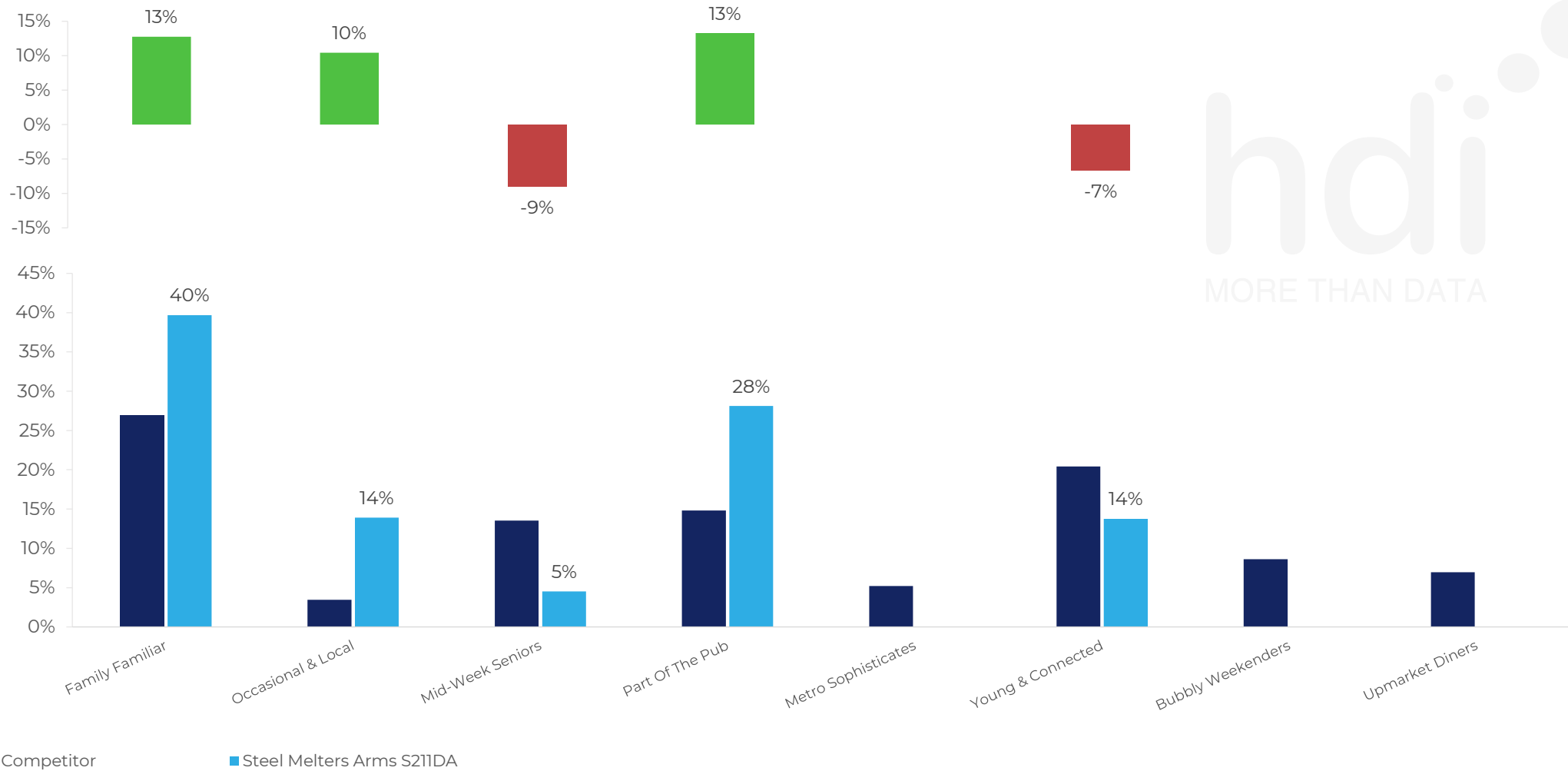
- Upmarket Diners are affluent, older guests who tend to visit higher-priced rural pubs during the daytime (often Sunday) for food.
- These active customers make healthy, ethical choices and aren't overly price conscious.
- When with Punch, Upmarket Diners are more likely to buy a roast or a special. If buying drinks, they lean towards wine, hot drinks and softs.



Punch Segmentation

How does the Custom segmentation profile of customers who visit Steel Melters Arms S211DA compare versus its competitors?

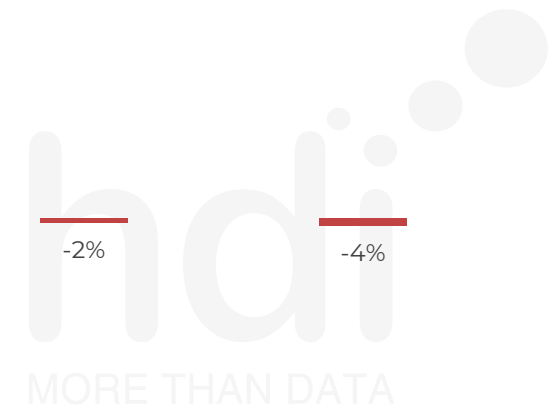
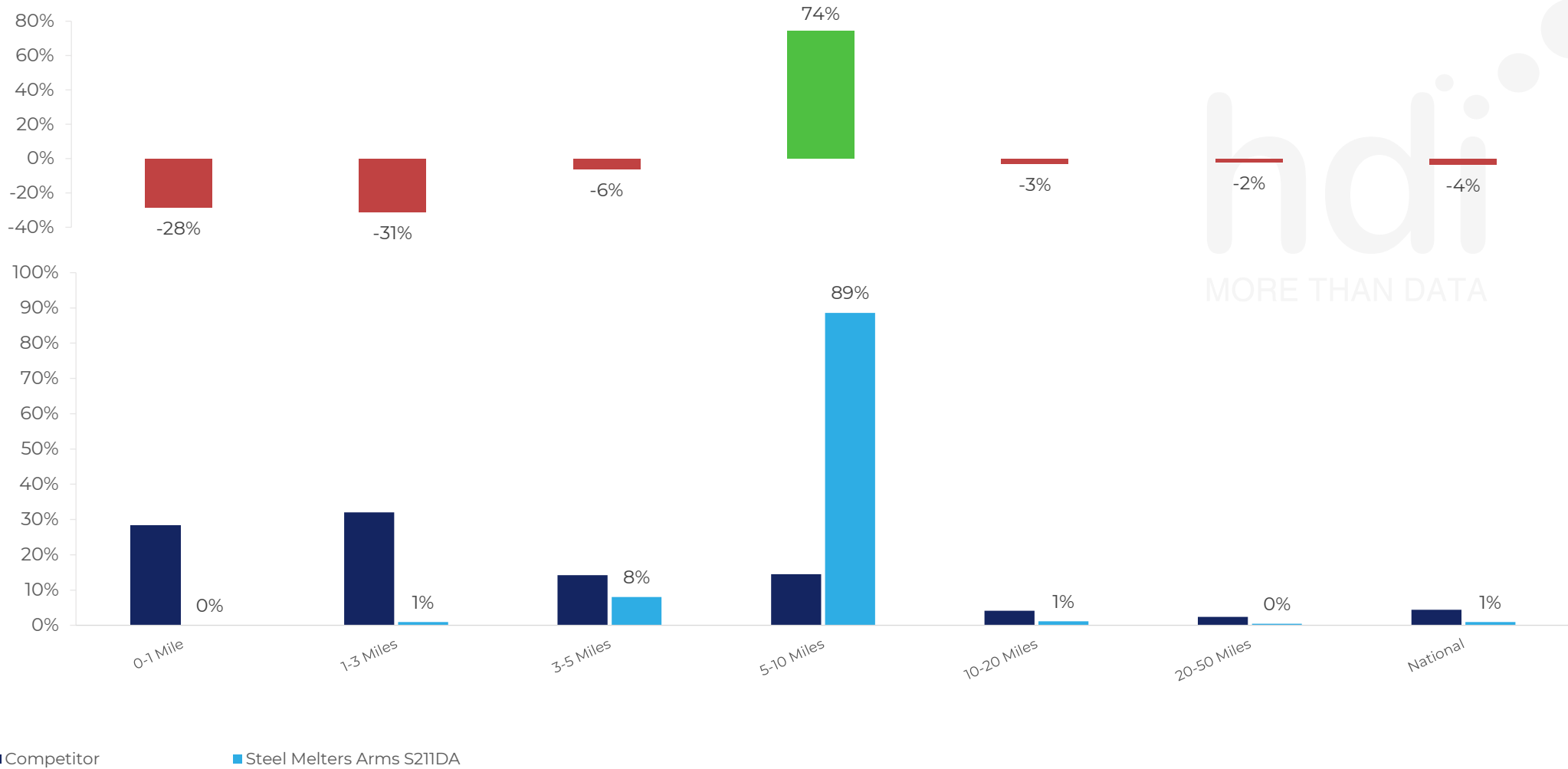
% of spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Segment



Spend by Distance

How does the spend profile of Steel Melters Arms S211DA compare versus its competitors based on travel distances?

% of spend for Steel Melters Arms S211DA and 319 Chains in 3 Miles from 05/02/2025 - 13/05/2026 split by Distance travelled



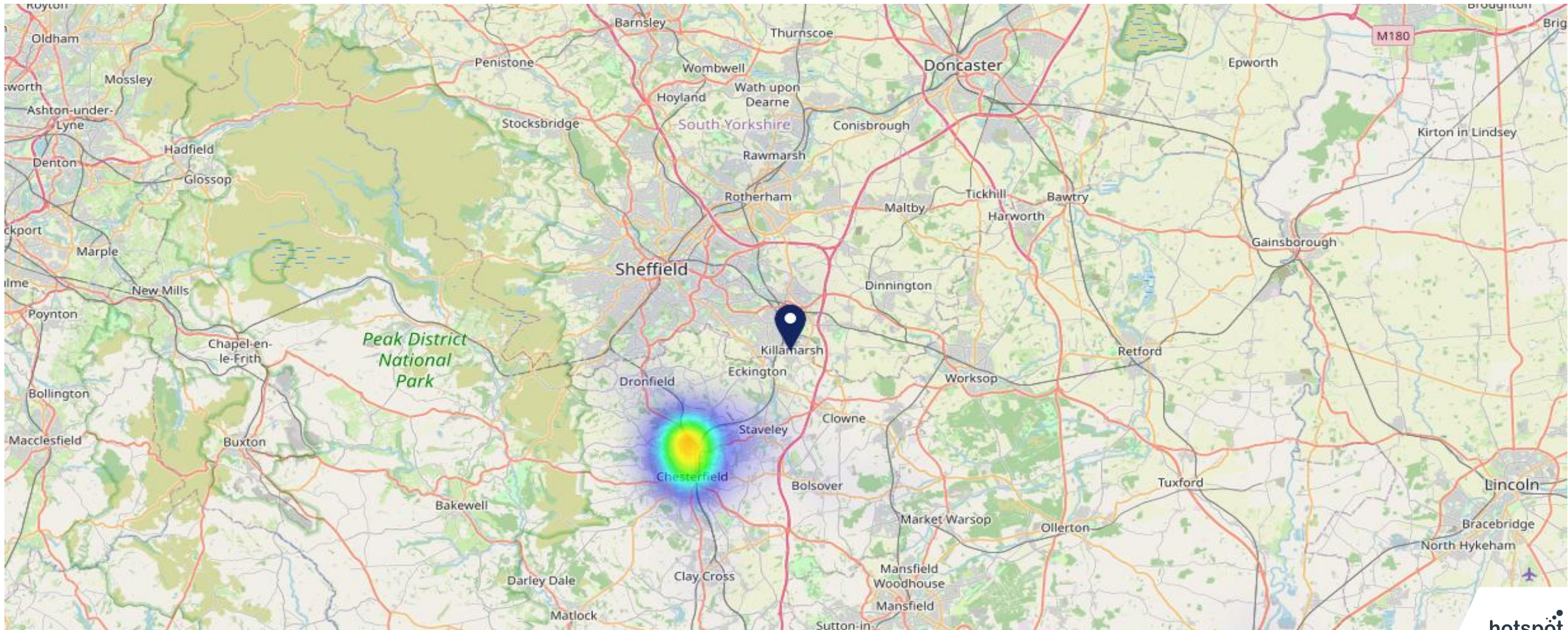
■ Competitor ■ Steel Melters Arms S211DA



Map of Guest Origin

Where do customers of Steel Melters Arms S211DA come from?

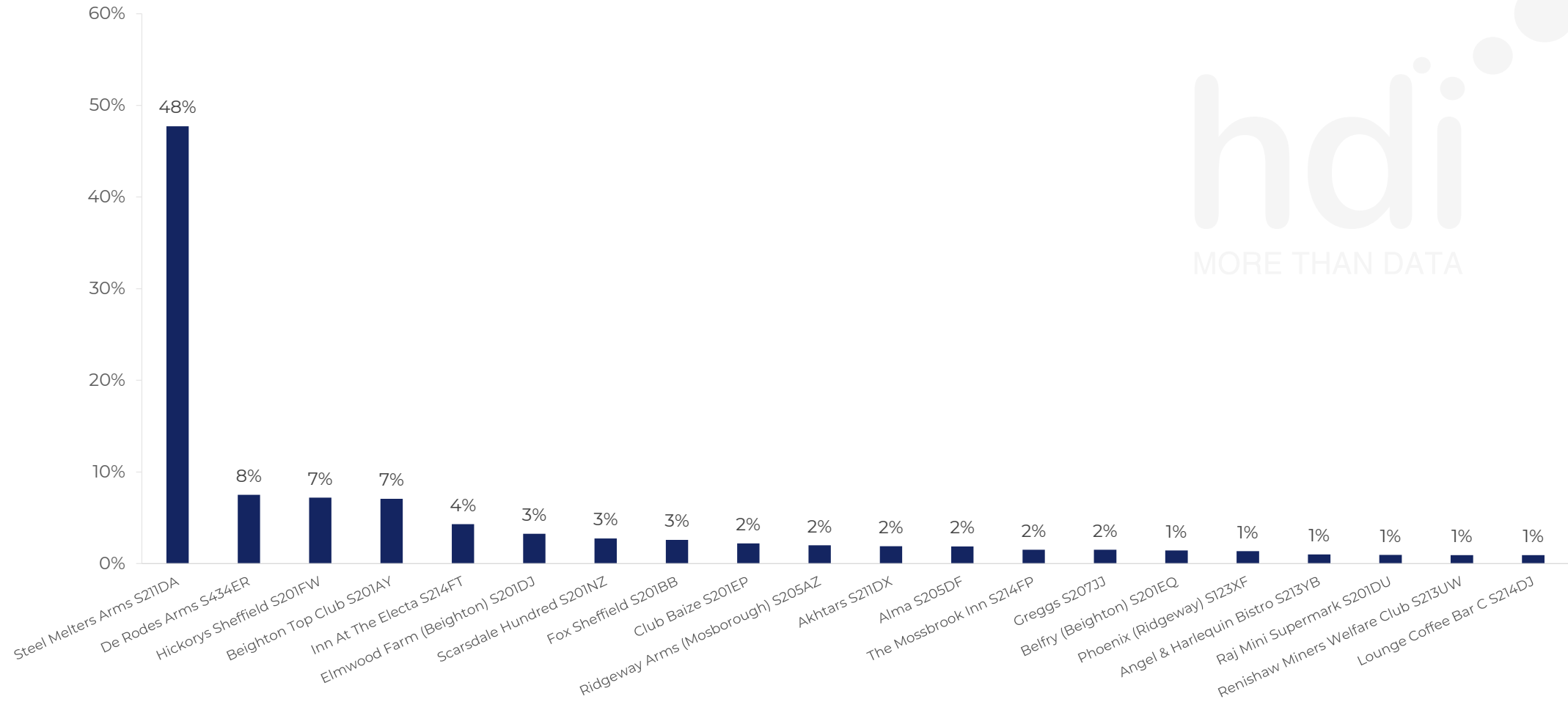
Where do customers of Steel Melters Arms S211DA for 05/02/2025 - 13/05/2026 live



Share of Wallet

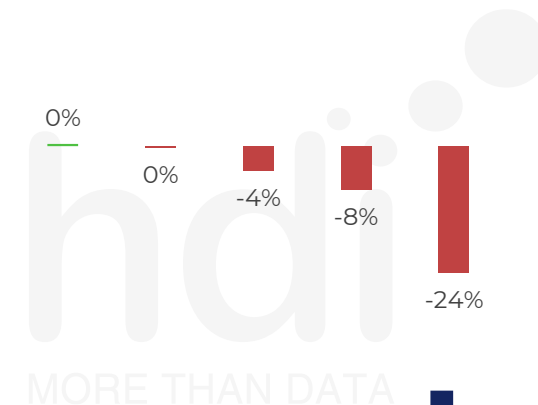
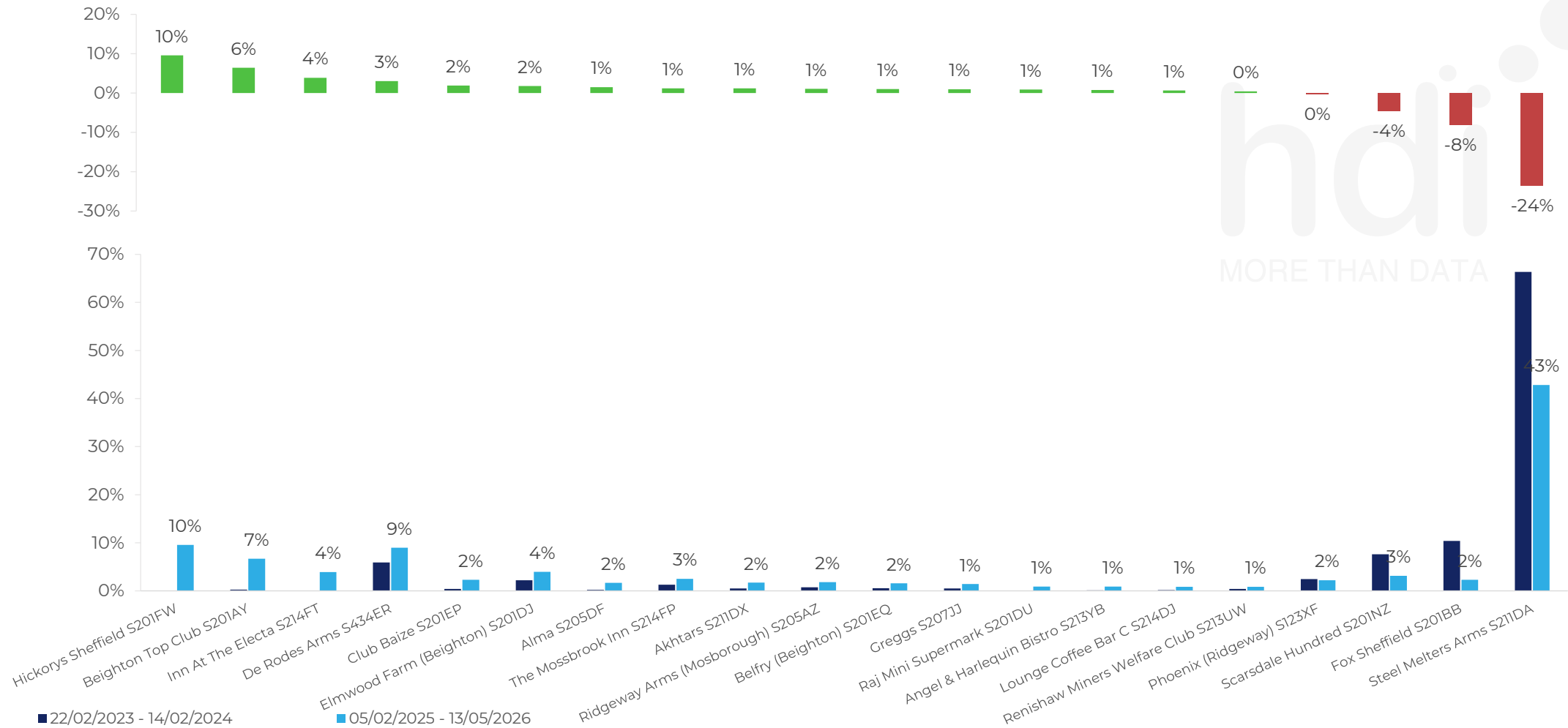
What are the Top 20 venues (by spend) that customers of Steel Melters Arms S211DA also visit?

For customers of Steel Melters Arms S211DA, who are the top 20 competitors from 319 Chains in 3 Miles for 05/02/2025 - 13/05/2026 split by Venue



Share of Wallet Change

How has share of wallet of customers of Steel Melters Arms S211DA changed between two date ranges?





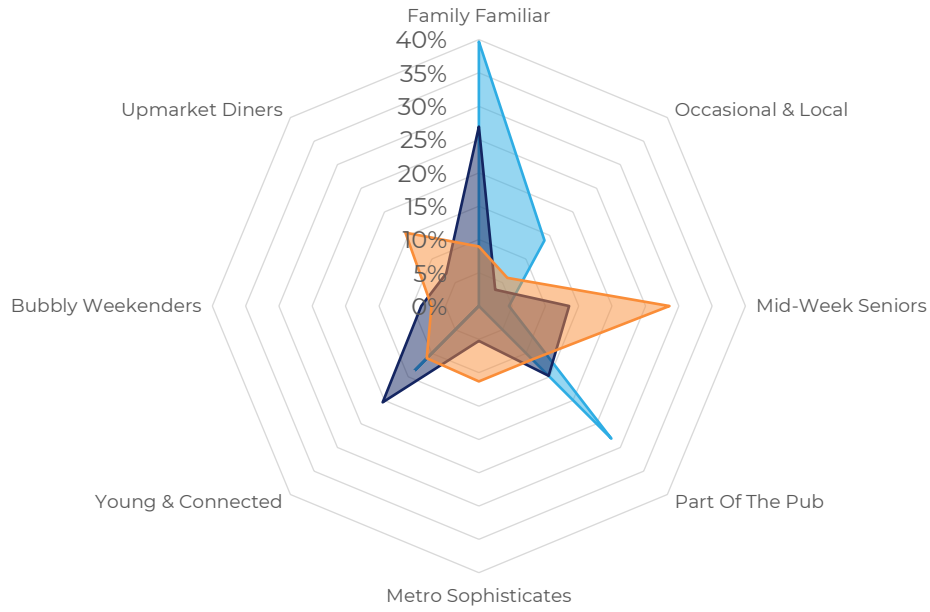
Market Summary

How does the local area for Steel Melters Arms S211DA 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	£38K	1	£3.02M	5	£6.35M	3	£97.41M	6
Weekpart	Mon - Thu	41.8%	6	31.7%	1	34.3%	1	43.7%	8
Weekpart	Fri - Sat	48.6%	8	51.1%	10	51.1%	10	39.8%	3
Weekpart	Sun	9.6%	2	17.2%	8	14.6%	4	16.5%	8
Age	18 to 24	14.8%	10	2.7%	2	6.1%	5	6.5%	5
Age	25 to 34	11.1%	1	19.1%	4	21.7%	5	19.1%	3
Age	35 to 44	43.0%	10	27.6%	9	23.5%	6	24.7%	7
Age	45 to 54	11.6%	1	20.5%	6	20.5%	6	18.0%	2
Age	55 to 64	14.8%	5	18.1%	7	16.0%	6	18.5%	9
Age	65 to 74	4.7%	4	9.0%	8	9.2%	8	9.5%	8
Age	75+	0.0%	0	3.0%	7	2.9%	6	3.7%	7
CAMEO	Business Elite	0.0%	0	1.7%	2	1.3%	1	1.5%	1
CAMEO	Prosperous Professionals	18.0%	10	1.2%	1	1.3%	1	2.3%	1
CAMEO	Flourishing Society	0.0%	0	2.9%	1	3.1%	1	4.0%	1
CAMEO	Content Communities	5.1%	1	14.4%	8	17.1%	9	11.6%	4
CAMEO	White Collar Neighbourhoods	0.0%	0	10.1%	4	9.8%	4	5.9%	1
CAMEO	Enterprising Mainstream	2.8%	1	10.3%	7	9.0%	6	10.7%	8
CAMEO	Paying The Mortgage	14.1%	5	29.3%	10	25.6%	10	22.8%	10
CAMEO	Cash Conscious Communities	30.4%	10	17.5%	10	18.7%	10	19.8%	10
CAMEO	On A Budget	0.0%	0	1.7%	1	1.5%	1	3.8%	2
CAMEO	Family Value	29.5%	10	11.0%	9	12.6%	9	17.6%	10
Affluence	AB	18.0%	3	5.7%	1	5.7%	1	7.7%	1
Affluence	C1C2	22.0%	1	64.1%	10	61.5%	10	51.1%	7
Affluence	DE	60.0%	10	30.2%	8	32.7%	9	41.2%	10

Local Market Profile

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
Steel Melters Arms	27	39.69%	13.91%	4.52%	28.11%	0.00%	13.74%	0.00%	0.00%
Local Catchment	8885	26.93%	3.46%	13.54%	14.81%	5.22%	20.42%	8.63%	6.96%
Punch T&L	111030	8.94%	6.02%	28.60%	11.34%	11.30%	11.05%	7.13%	15.59%
Steel Melters Arms vs Local Catchment		12.76%	10.45%	-9.02%	13.30%	0.00%	-6.68%	0.00%	0.00%
Steel Melters Arms vs Punch T&L		30.75%	7.89%	-24.08%	16.77%	0.00%	2.69%	0.00%	0.00%
Local Catchment vs Punch T&L		17.99%	-2.56%	-15.06%	3.47%	-6.08%	9.37%	1.50%	-8.63%