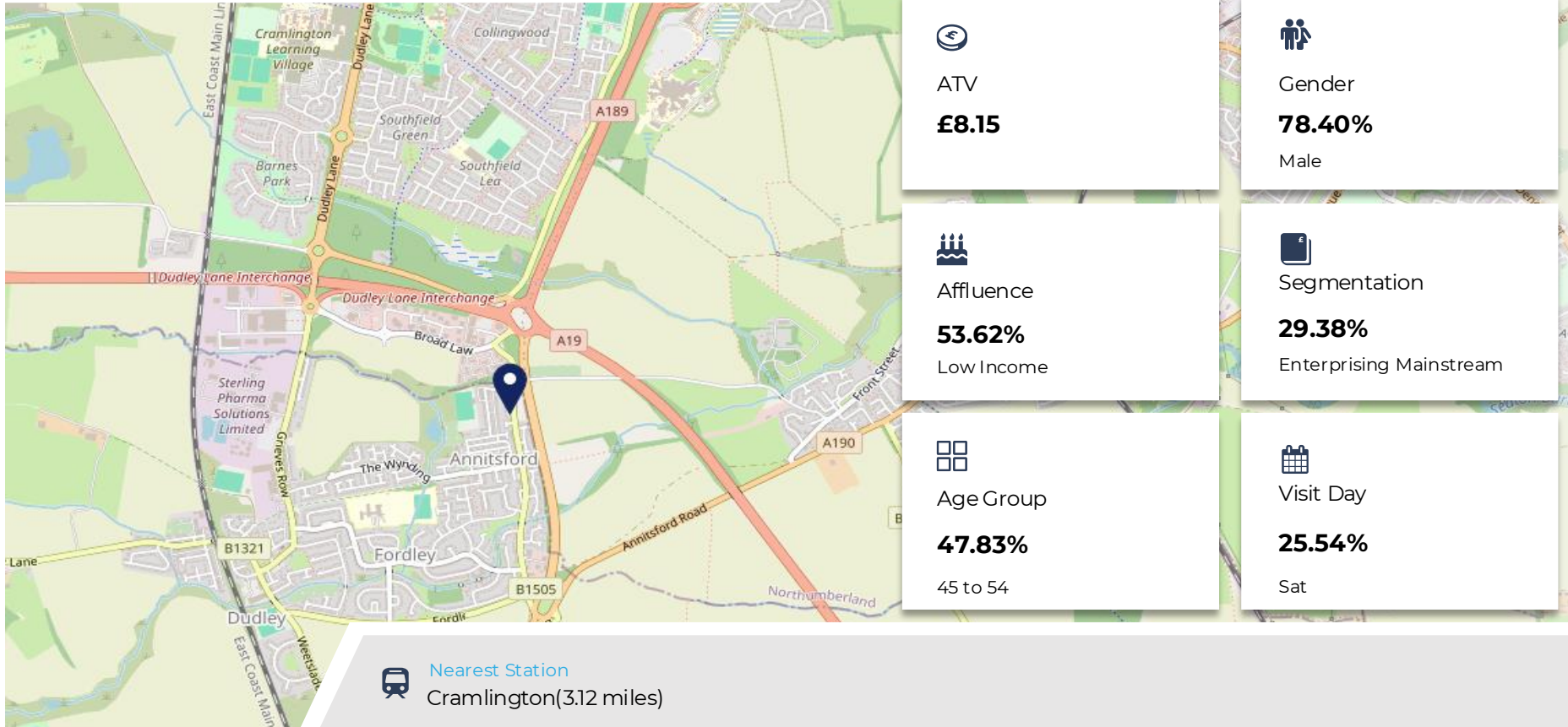




Bridge Inn NE237QS

NE237QS

Punch - Mighty Local

**Work Area**
Newcastle**Region**
North East**TV Region**
Tyne Tees**Urbanicity**
Urban major conurbation**ATV**
£8.15**Gender**
78.40%
Male**Affluence**
53.62%
Low Income**Segmentation**
29.38%
Enterprising Mainstream**Age Group**
47.83%
45 to 54**Visit Day**
25.54%
Sat

Top Competitors

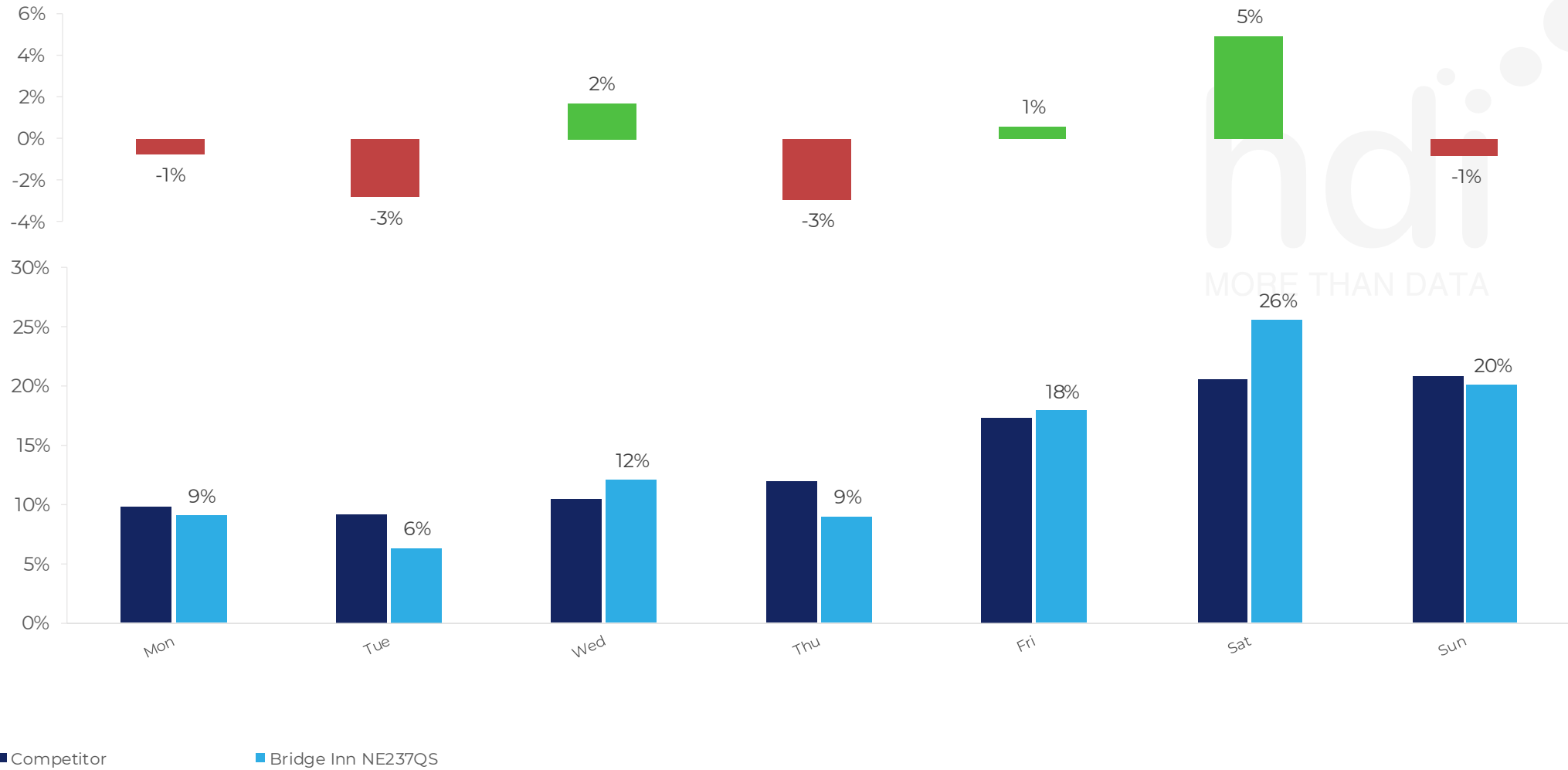
**Willow Farm (Cramlington)** **#1**
NE237GA
 Farmhouse Inns**Miller & Carter Gosforth** **#2**
NE127EZ
 Miller & Carter**Beefeater Moor Farm** **#3**
NE237QA
 Beefeater**Nearest Station**
Cramlington(3.12 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Bridge Inn NE237QS versus its competitors?

% of spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

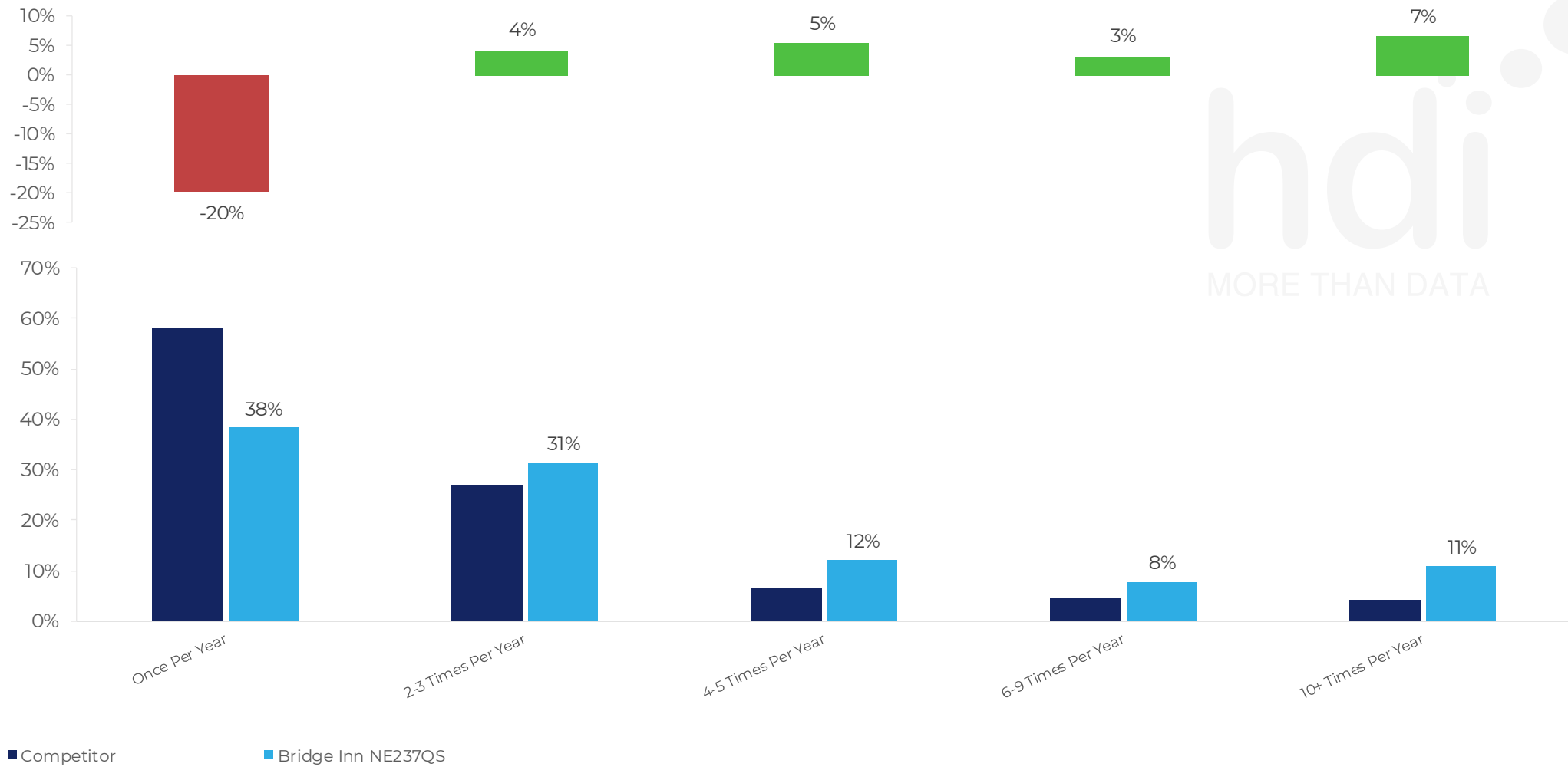




Visit Frequency

How frequently per year do customers visit Bridge Inn NE237QS versus its competitors?

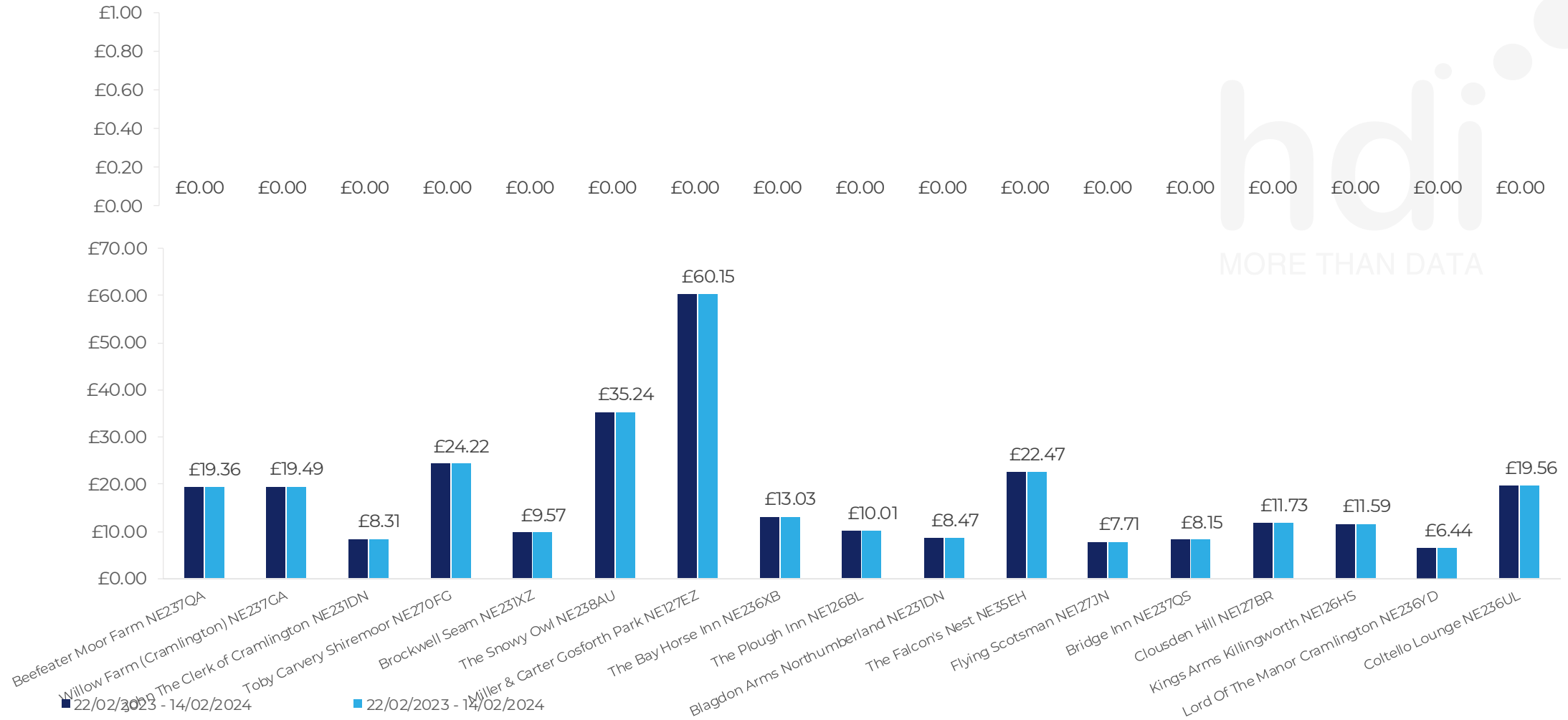
% of customer numbers for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

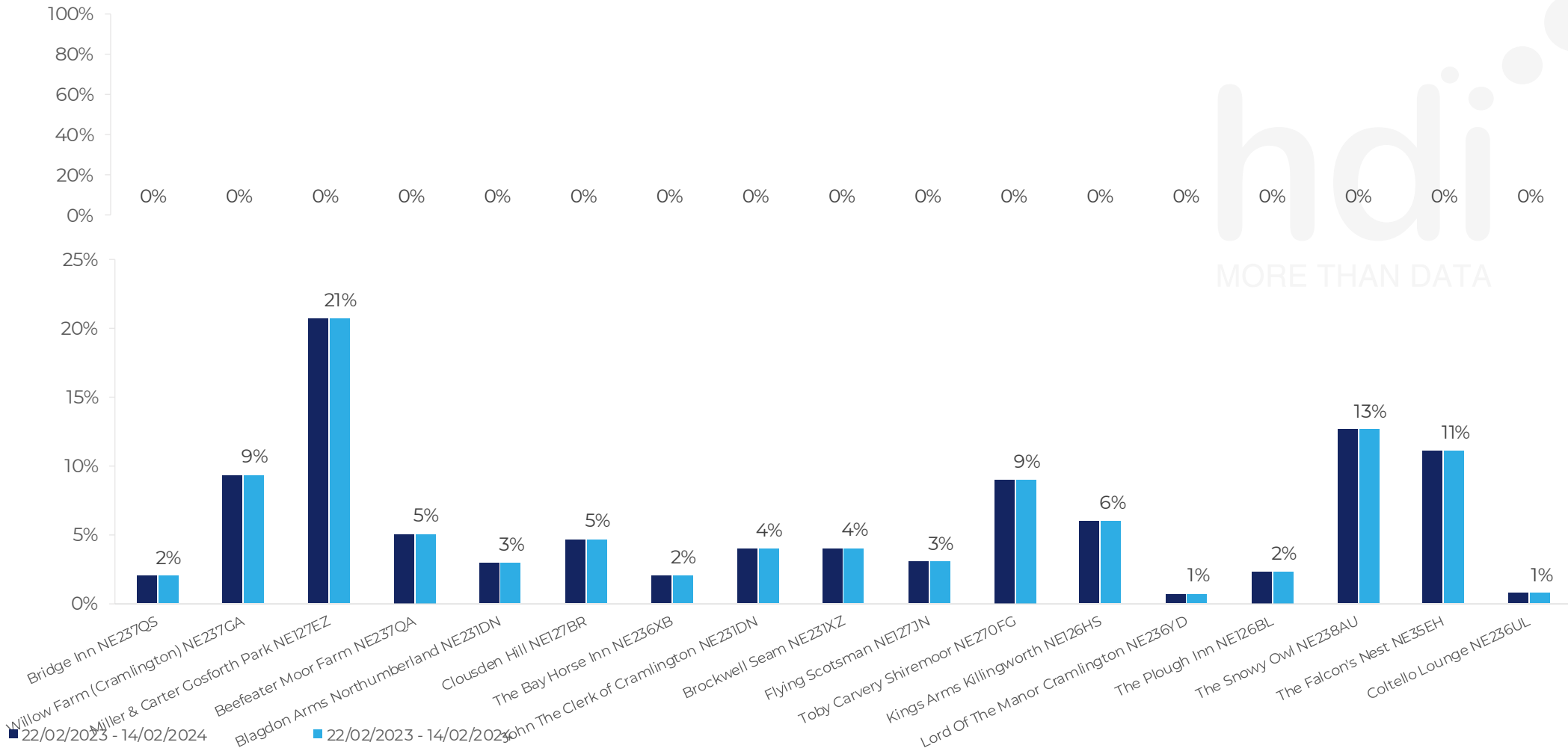
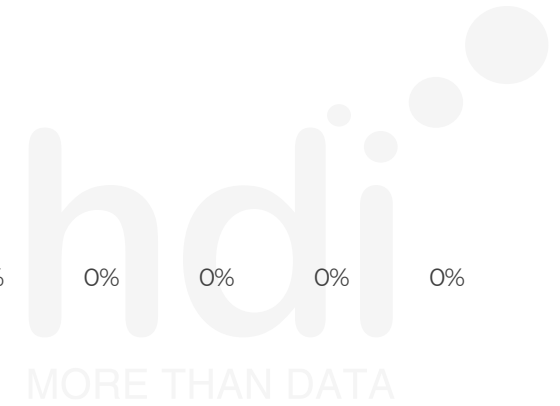




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

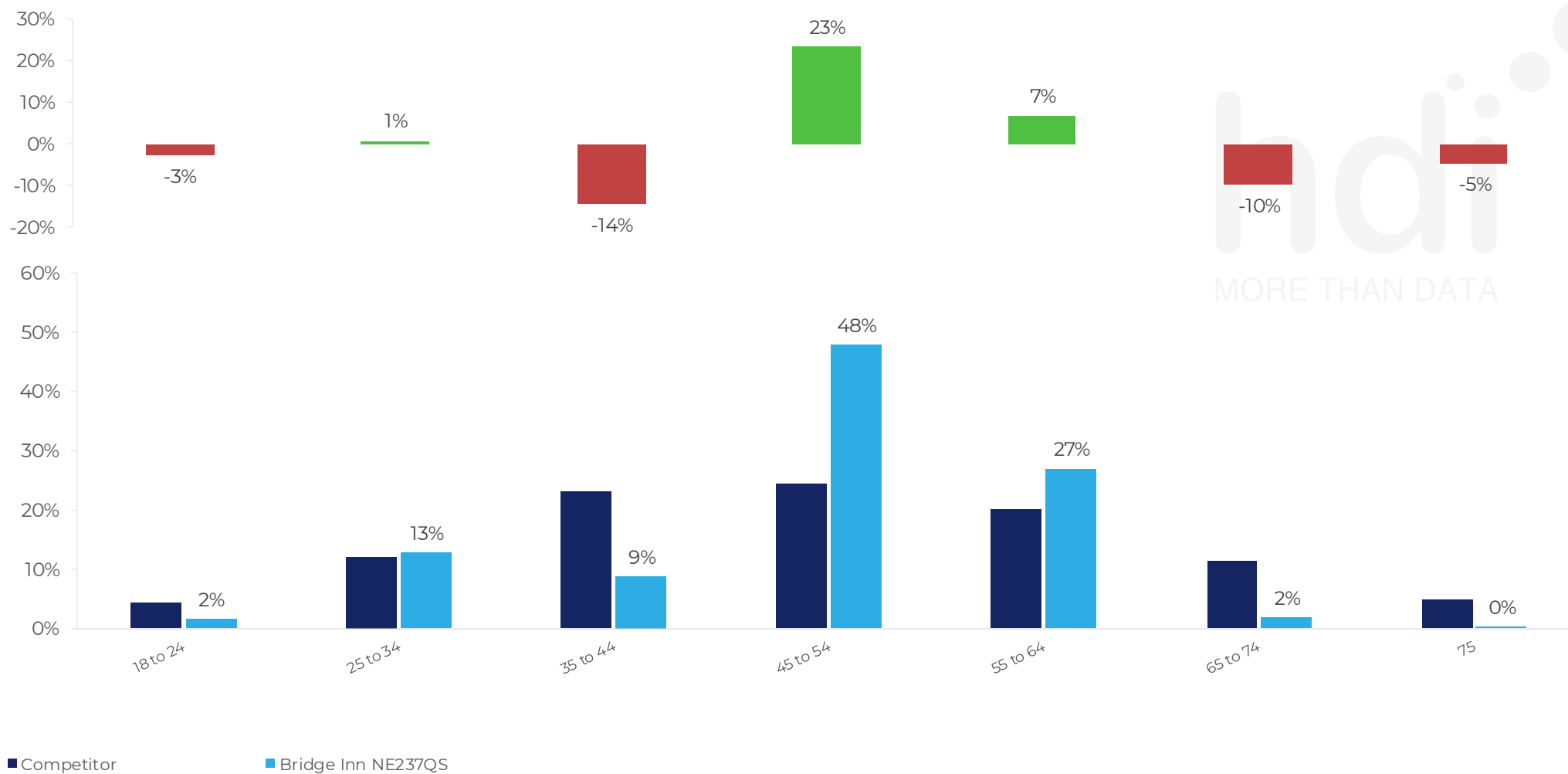




Age

How does the age profile of customers who visit Bridge Inn NE237QS compare versus its competitors?

% of spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

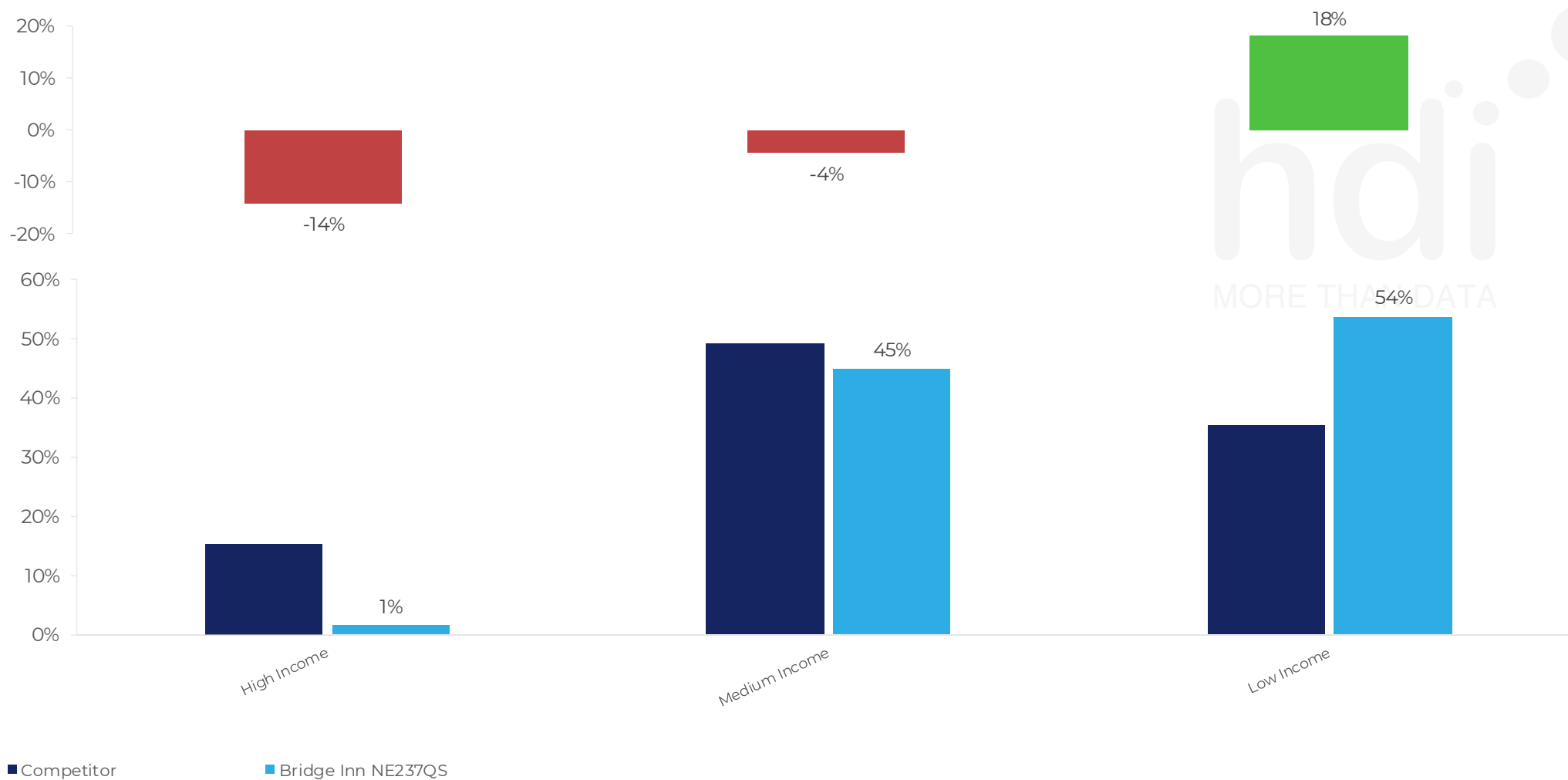




Affluence

How does the affluence of customers who visit Bridge Inn NE237QS compare versus its competitors?

% of spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

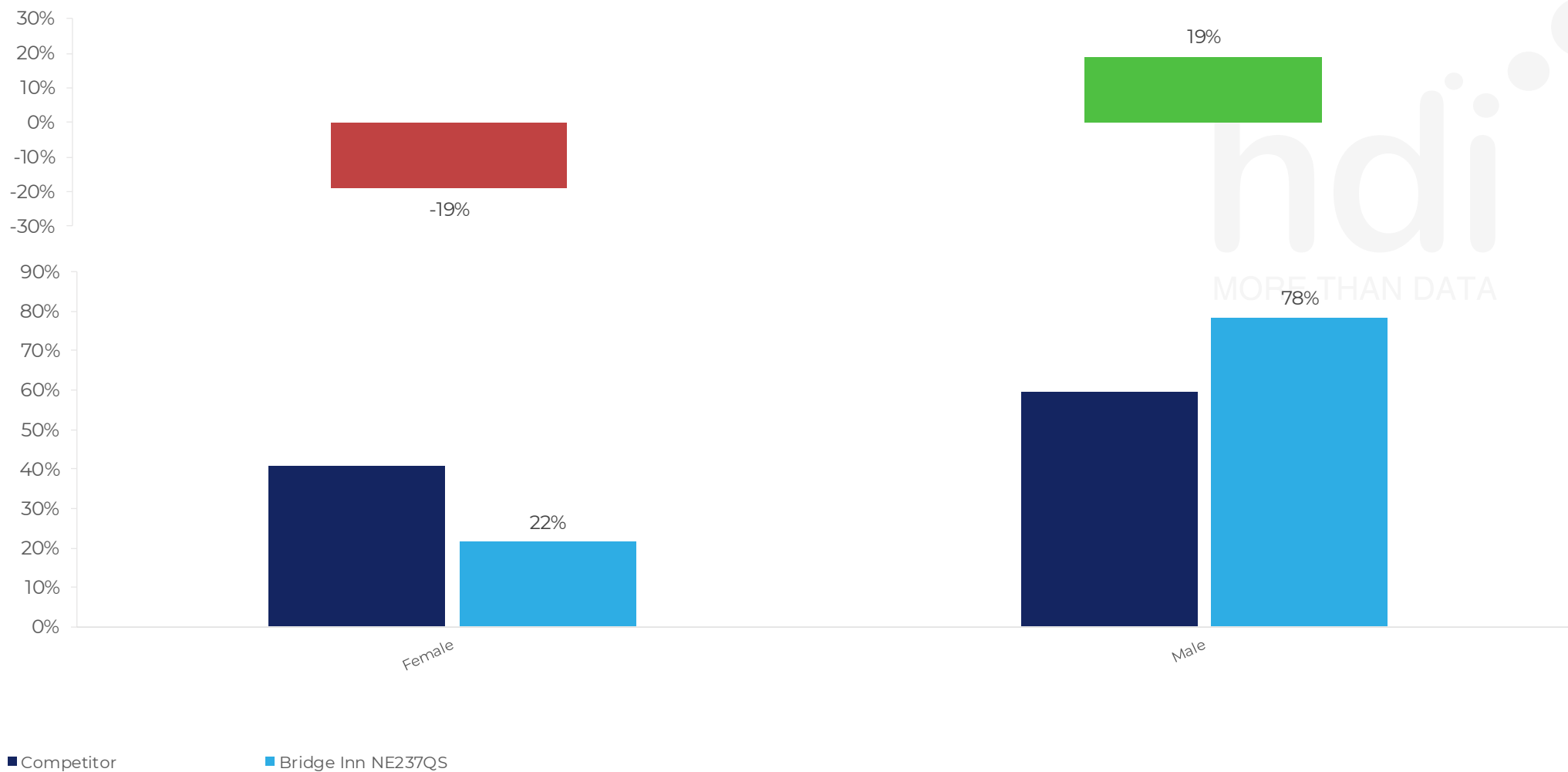




Gender

How does the gender profile of customers who visit Bridge Inn NE237QS compare versus its competitors?

% of spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

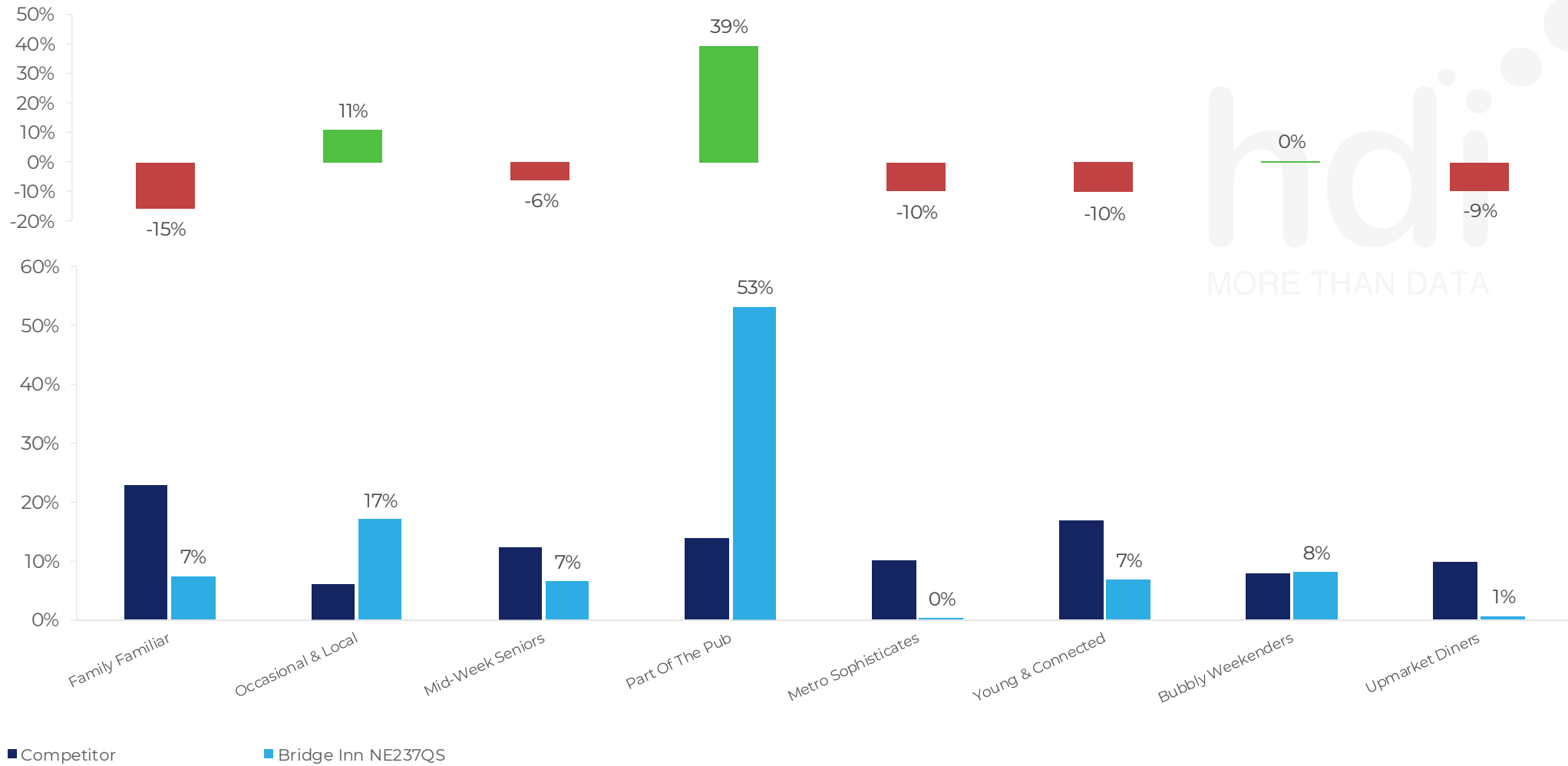




Punch Segmentation

How does the Custom segmentation profile of customers who visit Bridge Inn NE237QS compare versus its competitors?

% of spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

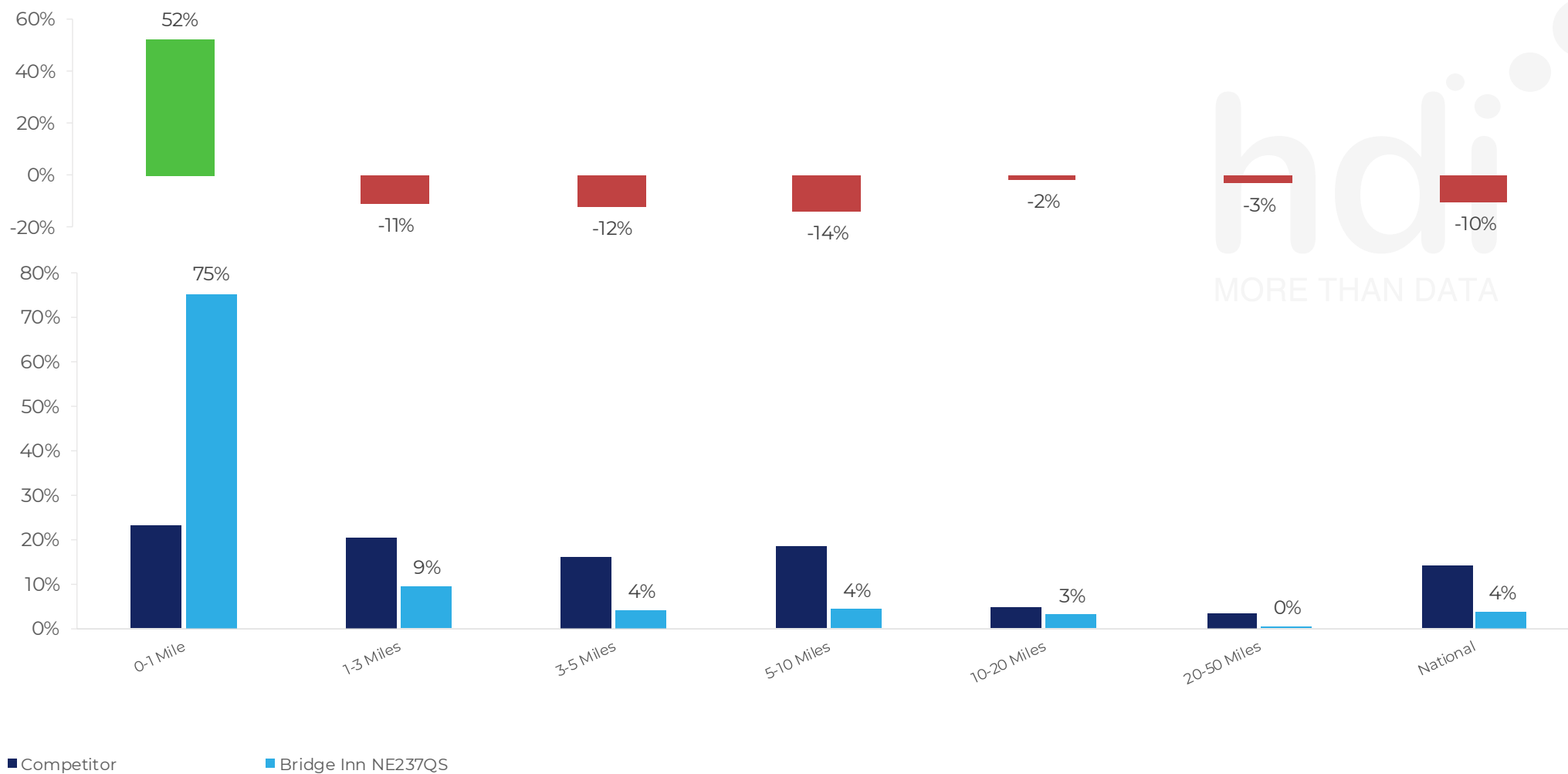




Spend by Distance

How does the spend profile of Bridge Inn NE237QS compare versus its competitors based on travel distances?

% of spend for Bridge Inn NE237QS and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

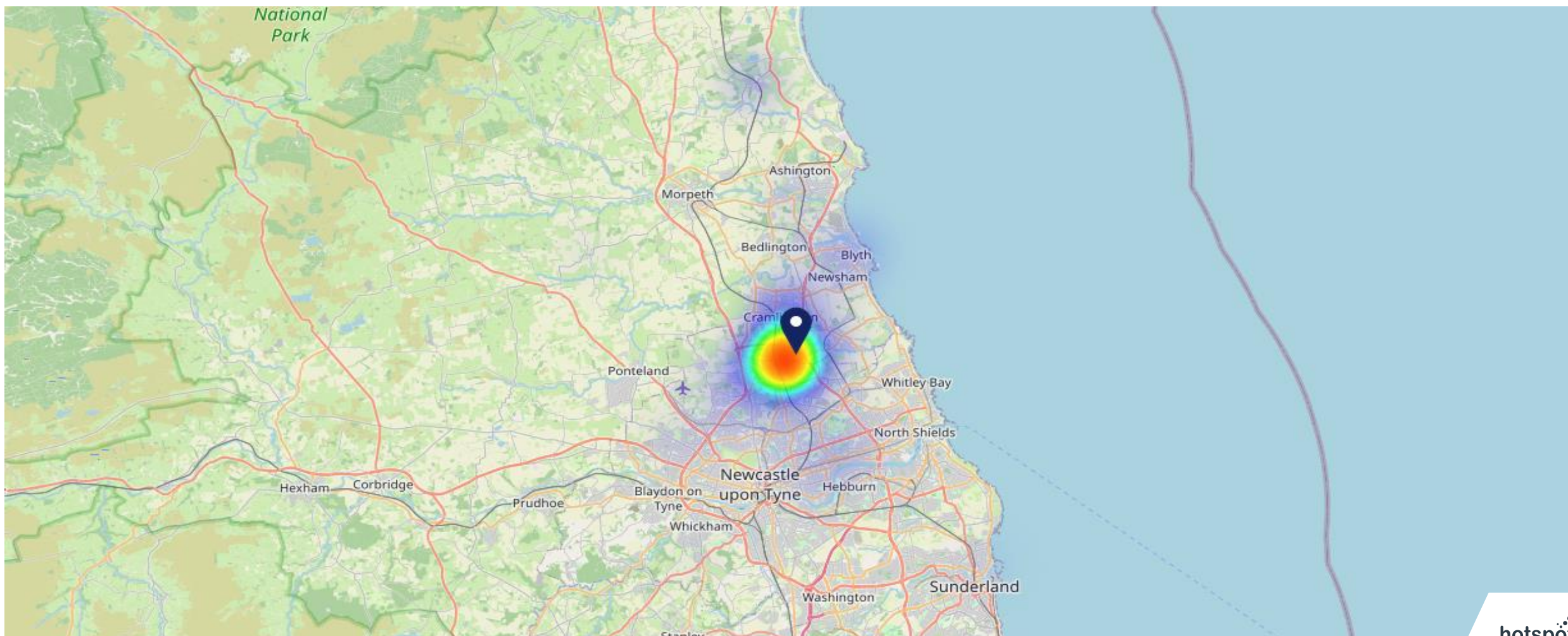




Map of Guest Origin

Where do customers of Bridge Inn NE237QS come from?

Where do customers of Bridge Inn NE237QS for 22/02/2023 - 14/02/2024 live

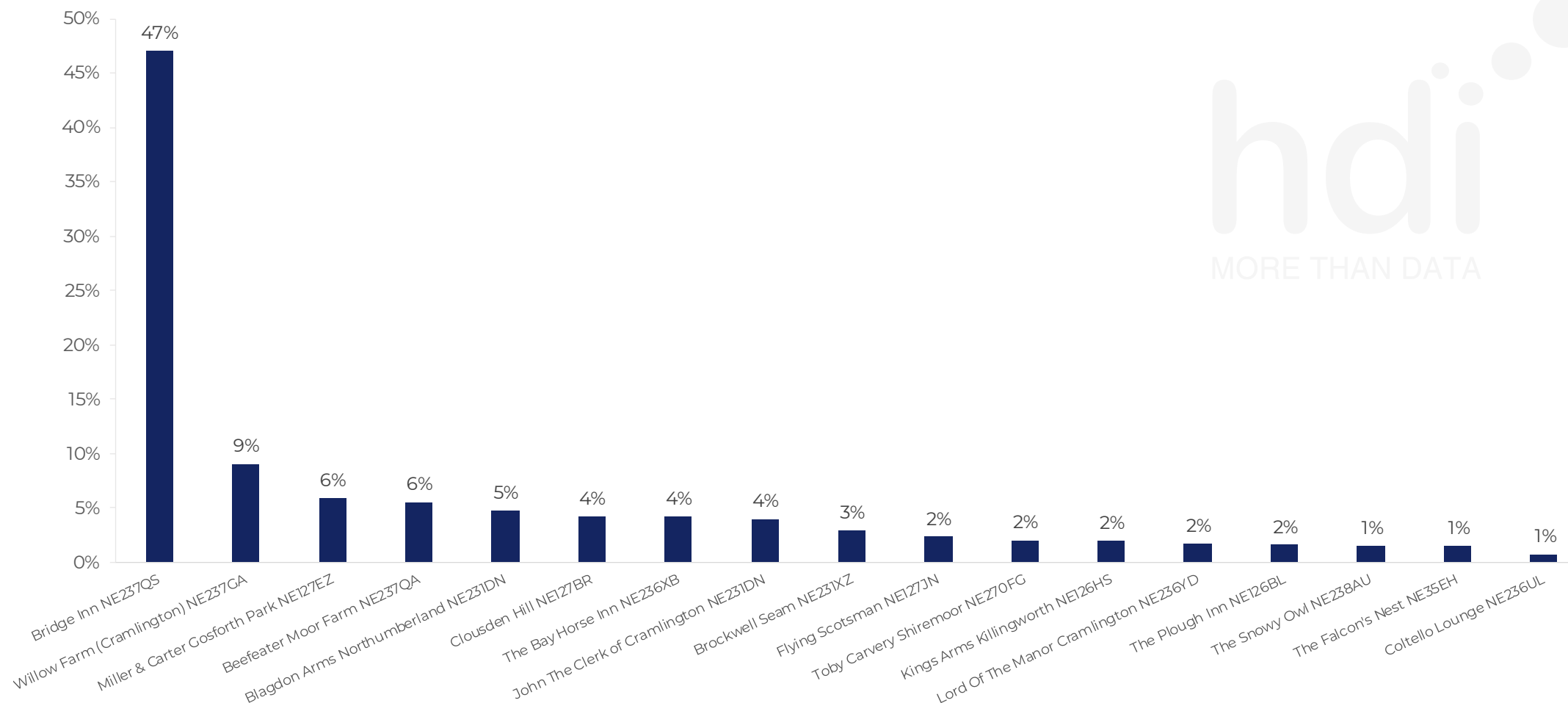




Share of Wallet

What are the Top 20 venues (by spend) that customers of Bridge Inn NE237QS also visit?

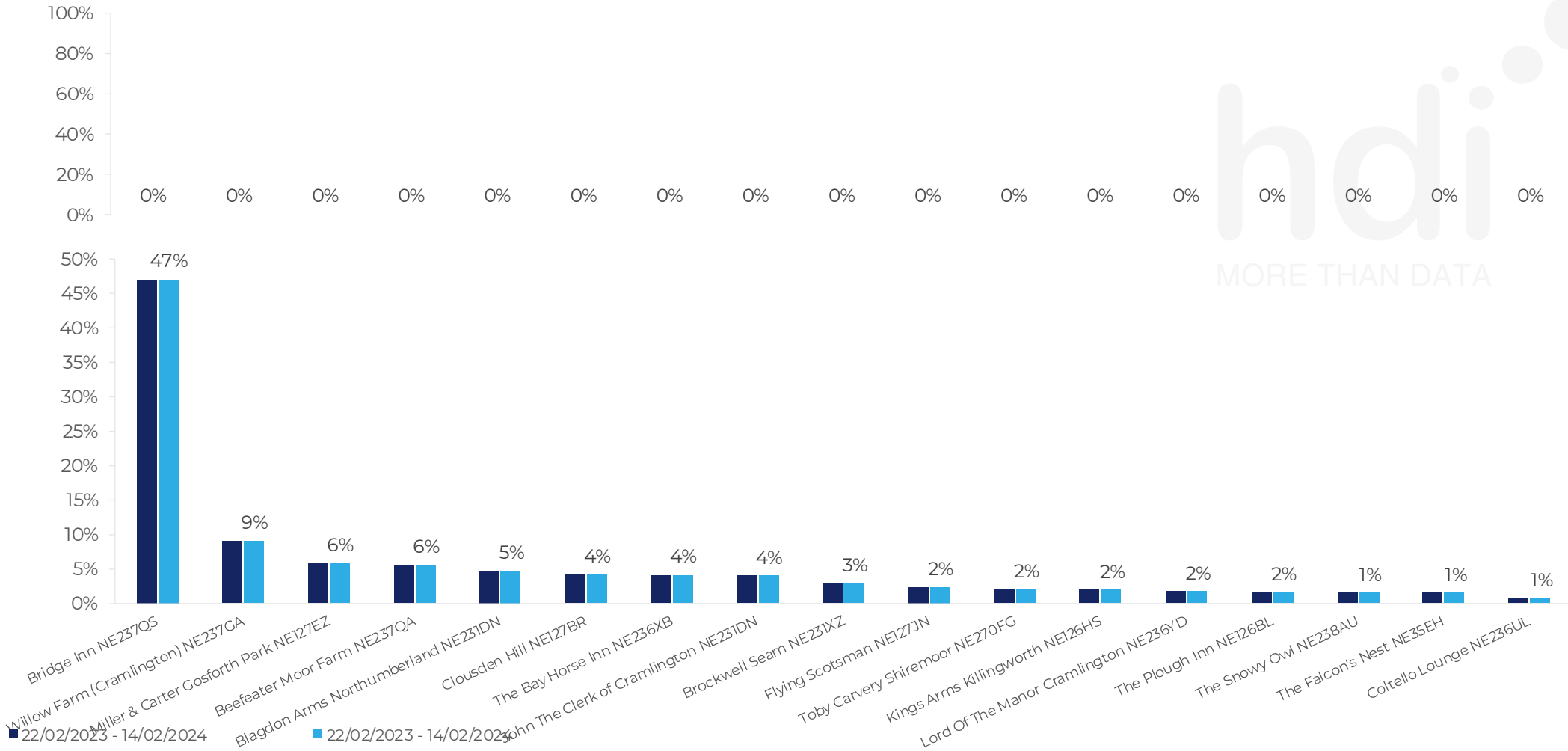
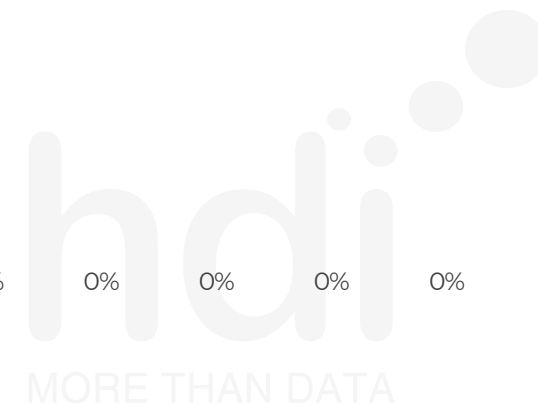
For customers of Bridge Inn NE237QS, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Bridge Inn NE237QS changed between two date ranges?





Market Summary

How does the local area for Bridge Inn NE237QS 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	£405K	3	£3.82M	5	£5.64M	3	£47.24M	4
Weekpart	Mon - Thu	40.0%	5	49.5%	9	47.1%	9	46.2%	9
Weekpart	Fri - Sat	42.4%	4	33.7%	1	34.5%	1	37.4%	1
Weekpart	Sun	17.6%	8	16.8%	8	18.4%	9	16.4%	7
Age	18 to 24	3.4%	3	8.6%	7	7.0%	6	4.5%	2
Age	25 to 34	8.8%	1	19.6%	4	16.0%	2	15.3%	2
Age	35 to 44	16.4%	2	31.2%	10	28.1%	9	28.0%	10
Age	45 to 54	34.9%	10	21.3%	7	21.3%	7	23.1%	9
Age	55 to 64	23.5%	9	14.2%	5	17.9%	8	16.3%	7
Age	65 to 74	10.8%	8	4.2%	3	7.3%	6	9.7%	9
Age	75+	2.1%	6	0.9%	2	2.3%	5	3.1%	6
CAMEO	Business Elite	0.8%	1	2.2%	2	1.8%	1	1.8%	1
CAMEO	Prosperous Professionals	1.0%	1	2.5%	2	2.3%	1	2.8%	1
CAMEO	Flourishing Society	6.0%	2	6.9%	3	5.9%	2	8.3%	3
CAMEO	Content Communities	7.0%	2	7.4%	2	7.4%	1	9.1%	2
CAMEO	White Collar Neighbourhoods	6.6%	2	9.3%	3	8.8%	3	12.2%	6
CAMEO	Enterprising Mainstream	22.1%	10	12.9%	9	12.3%	9	9.7%	7
CAMEO	Paying The Mortgage	11.8%	4	17.1%	7	18.6%	8	19.3%	9
CAMEO	Cash Conscious Communities	20.5%	10	16.3%	9	16.0%	10	14.8%	10
CAMEO	On A Budget	2.4%	2	4.0%	3	4.2%	3	4.8%	3
CAMEO	Family Value	21.7%	10	21.4%	10	22.6%	10	17.1%	10
Affluence	AB	7.8%	1	11.6%	2	10.1%	1	12.9%	1
Affluence	C1C2	47.6%	5	46.7%	5	47.2%	5	50.3%	6
Affluence	DE	44.6%	10	41.7%	10	42.8%	10	36.8%	10

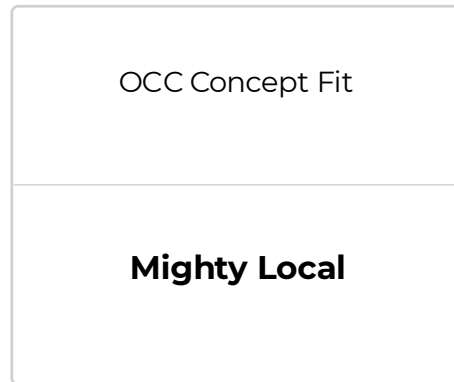


Site Potential 1

Site Characteristics

£3000

£18000



Achievable Average Weekly Takings

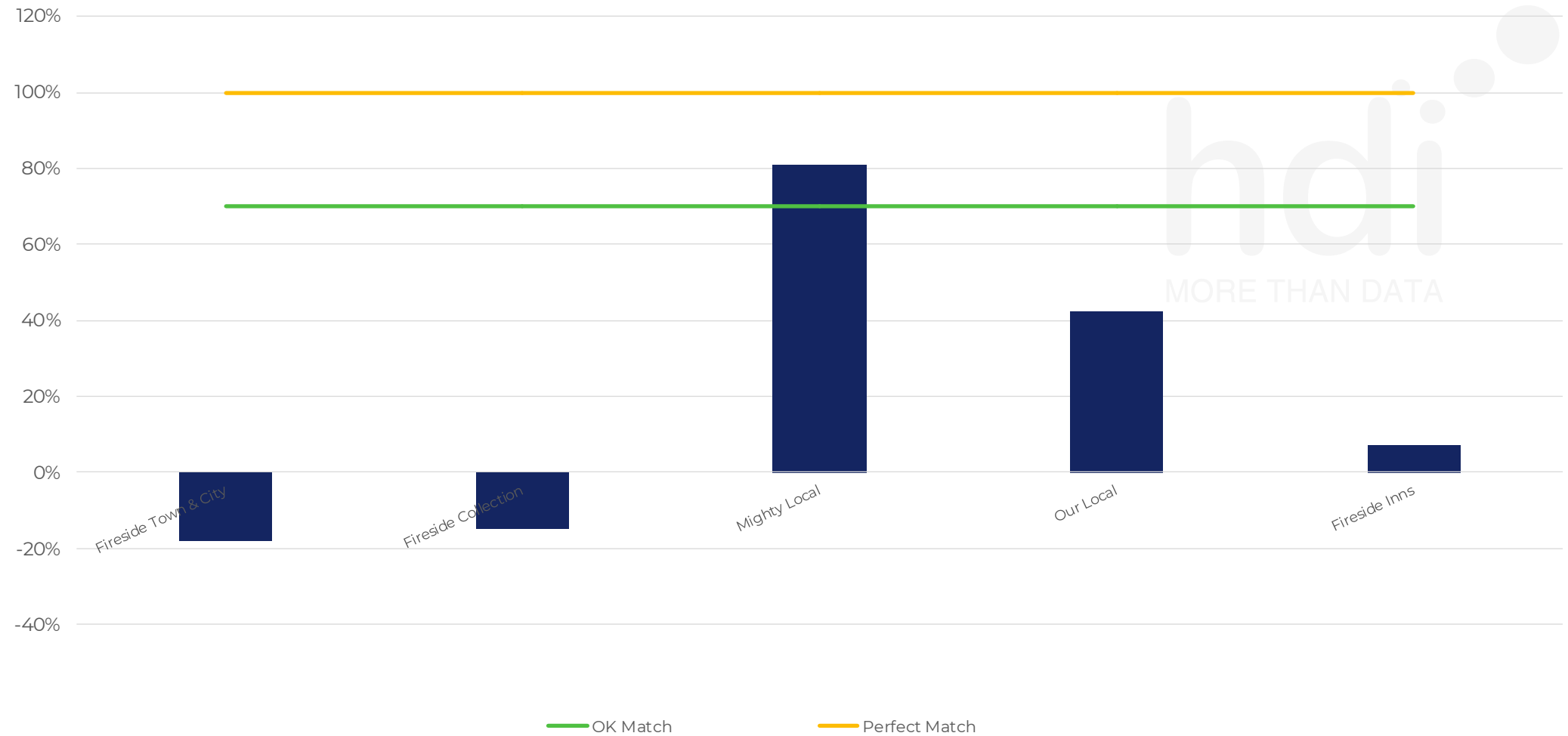
£8500

- 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

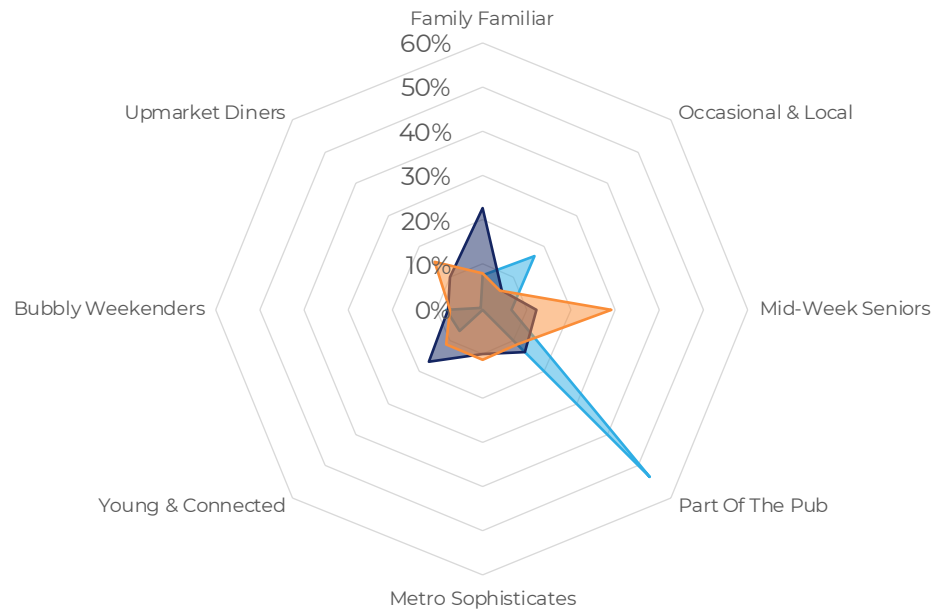
Concept Recommendation





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
Bridge Inn	54	7.40%	17.01%	6.50%	53.21%	0.32%	6.79%	8.08%	0.65%
Local Catchment	2405	22.86%	6.18%	12.45%	13.77%	10.00%	16.94%	7.81%	9.95%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Bridge Inn vs Local Catchment		-15.46%	10.83%	-5.95%	39.44%	-9.68%	-10.15%	0.27%	-9.30%
Bridge Inn vs Punch T&L		-0.63%	11.09%	-22.82%	41.95%	-11.15%	-4.71%	0.95%	-14.68%
Local Catchment vs Punch T&L		14.83%	0.26%	-16.87%	2.51%	-1.47%	5.44%	0.68%	-5.38%



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
Bridge Inn NE237QS	54	7.40%	17.01%	6.50%	53.21%	0.32%	6.79%	8.08%	0.65%
Willow Farm (Cramlington) NE237GA	405	44.49%	5.60%	12.81%	4.35%	2.72%	16.92%	8.32%	4.75%
Miller & Carter Gosforth Park NE127EZ	348	16.39%	4.40%	13.28%	6.13%	17.30%	15.33%	9.98%	17.14%
Beefeater Moor Farm NE237QA	258	45.95%	1.60%	13.19%	3.12%	3.01%	18.10%	7.31%	7.67%
Blagdon Arms Northumberland NE231DN	157	13.35%	3.40%	4.95%	56.44%	3.80%	13.63%	2.48%	1.91%
Clousden Hill NE127BR	168	14.68%	26.45%	15.10%	11.42%	11.75%	10.75%	5.87%	3.94%
The Bay Horse Inn NE236XB	93	16.40%	4.29%	6.84%	14.26%	0.33%	42.18%	14.40%	1.25%
John The Clerk of Cramlington NE231DN	284	17.83%	5.31%	13.66%	18.38%	6.35%	24.66%	8.70%	5.08%
Brockwell Seam NE231XZ	161	18.51%	14.60%	7.24%	8.86%	5.15%	37.73%	6.53%	1.35%
Flying Scotsman NE127JN	79	13.85%	10.94%	2.25%	47.24%	10.12%	8.13%	6.71%	0.71%
Toby Carvery Shiremoor NE270FG	366	40.55%	6.69%	8.83%	7.02%	2.85%	22.74%	6.28%	5.00%
Kings Arms Killingworth NE126HS	165	39.01%	3.68%	9.58%	30.26%	6.10%	5.68%	4.65%	1.00%
Lord Of The Manor Cramlington NE236YD	44	19.58%	9.57%	1.43%	22.12%	0.72%	41.97%	3.44%	1.14%
The Plough Inn NE126BL	80	14.43%	1.16%	26.47%	47.79%	3.73%	4.03%	1.30%	1.04%
The Snowy Owl NE238AU	406	14.70%	1.42%	18.50%	8.39%	13.32%	16.44%	9.40%	17.78%
The Falcon's Nest NE35EH	423	12.49%	5.79%	11.10%	8.08%	20.37%	10.32%	9.26%	22.55%
Coltello Lounge NE236UL	69	31.50%	4.98%	6.01%	2.54%	9.54%	20.66%	9.82%	14.92%