



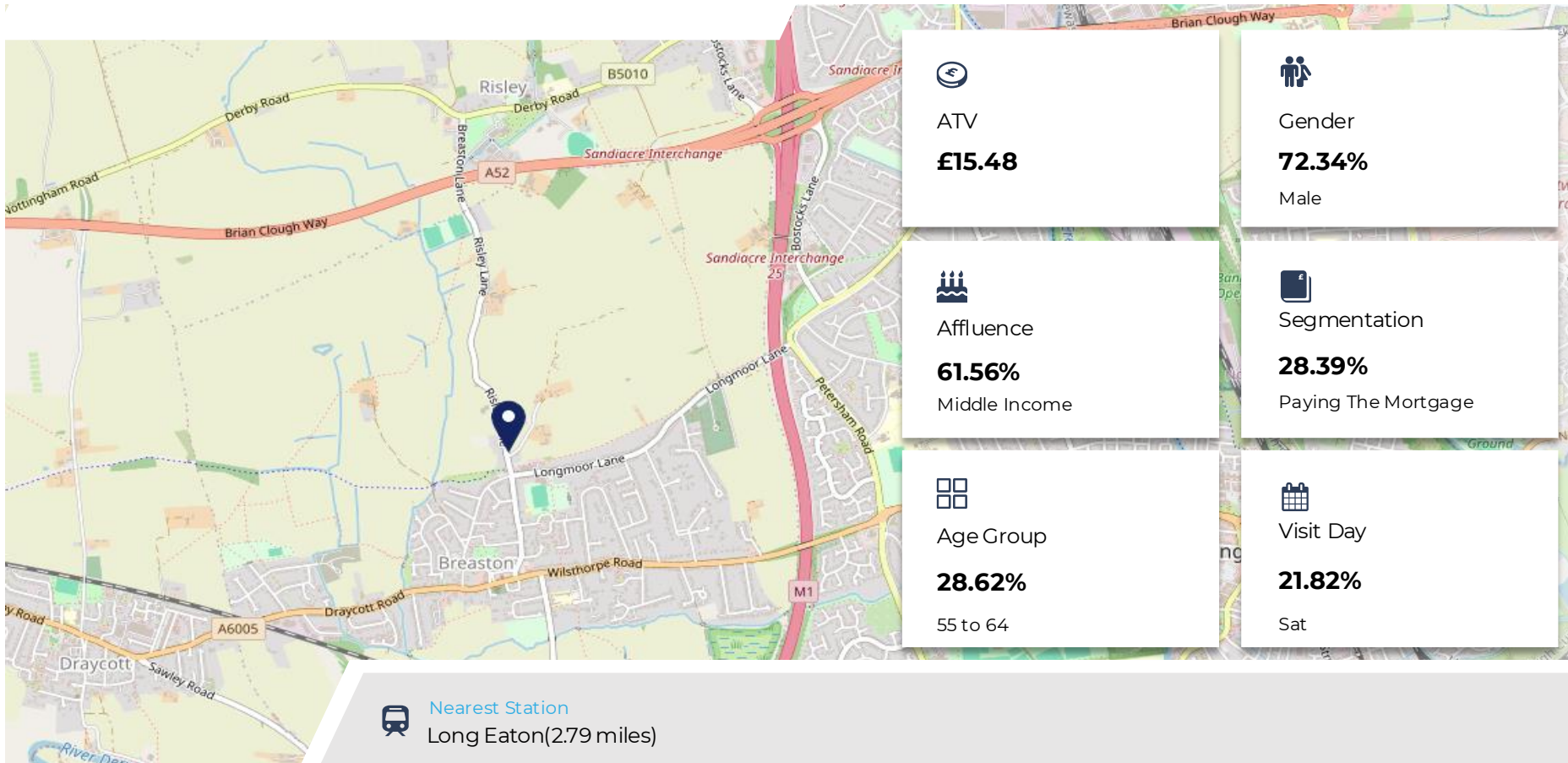
Site Summary



Navigation Inn DE723BP

DE723BP

Punch - Our Local

**Work Area**
Nottingham**Region**
East Midlands**TV Region**
Central**Urbanicity**
Urban city and town**ATV**
£15.48**Gender**
72.34%
Male**Affluence**
61.56%
Middle Income**Segmentation**
28.39%
Paying The Mortgage**Age Group**
28.62%
55 to 64**Visit Day**
21.82%
Sat

Top Competitors

**Bulls Head**
DE723EA

#1

Marstons Community Wet

**Eaton Farm**
NG104AW

#2

Marstons Community Food - Carvery

**Queens Head Derby**
DE723RN

#3

Proper Pubs

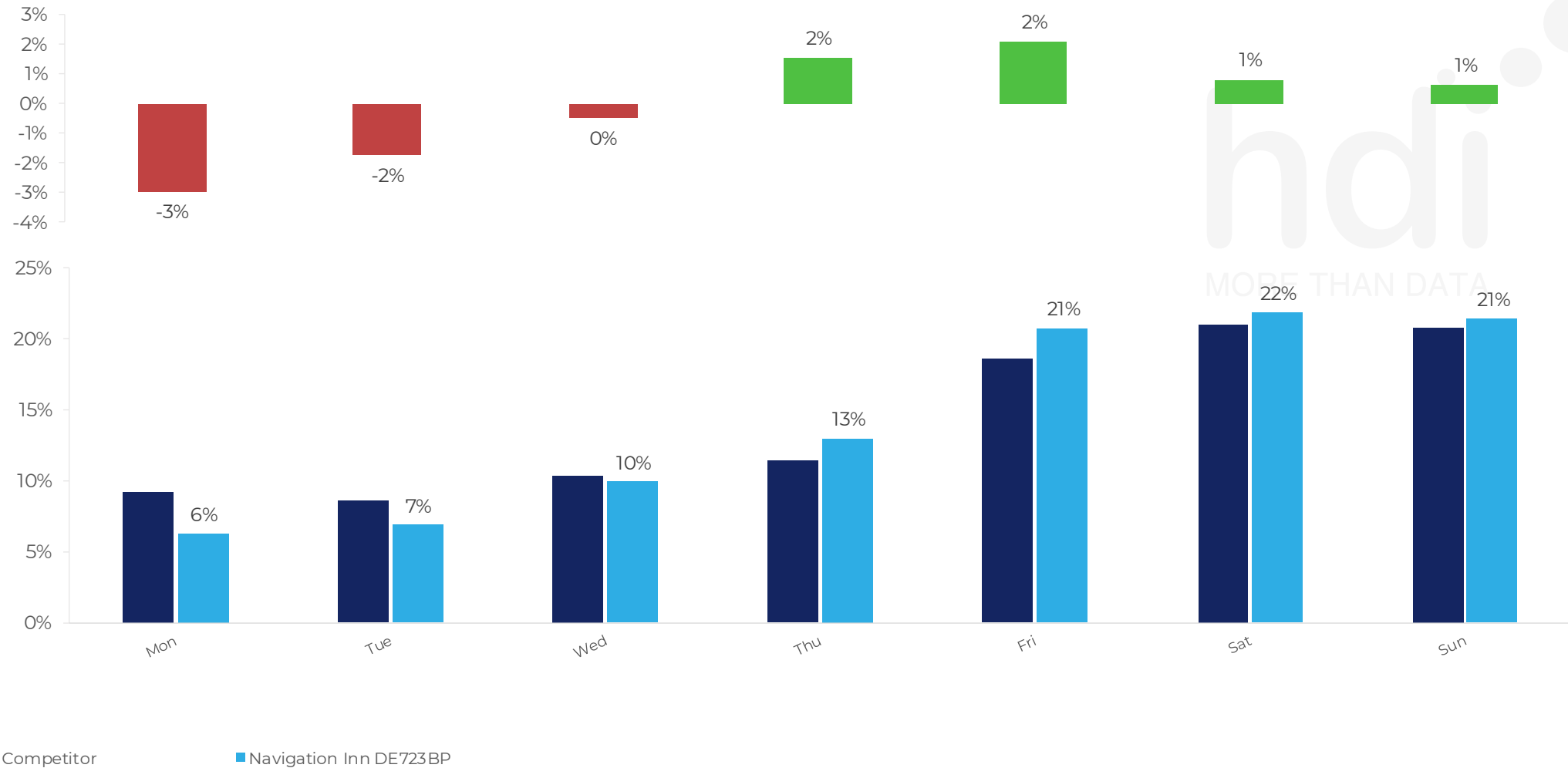
**Nearest Station**
Long Eaton(2.79 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Navigation Inn DE723BP versus its competitors?

% of spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

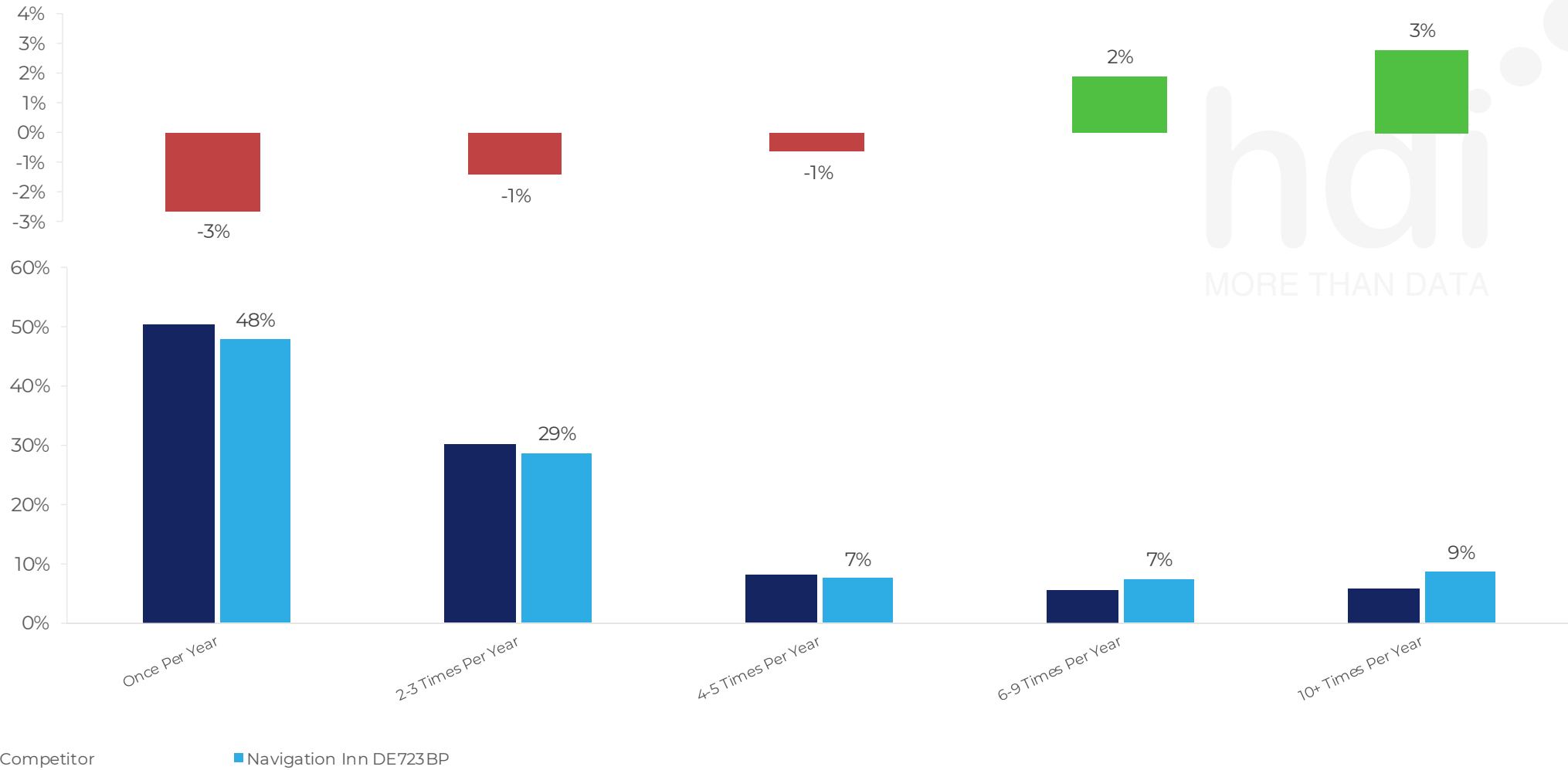




Visit Frequency

How frequently per year do customers visit Navigation Inn DE723BP versus its competitors?

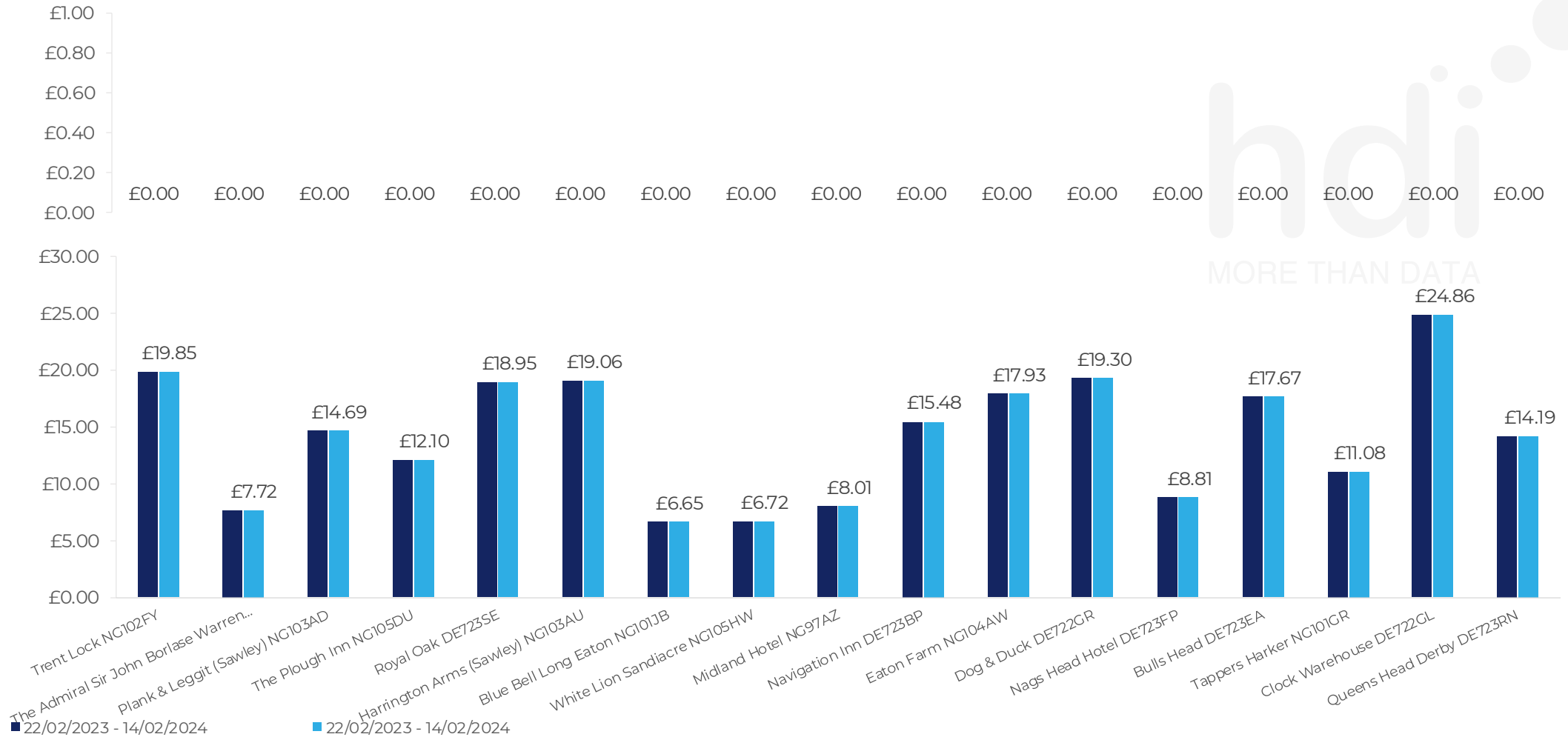
% of customer numbers for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

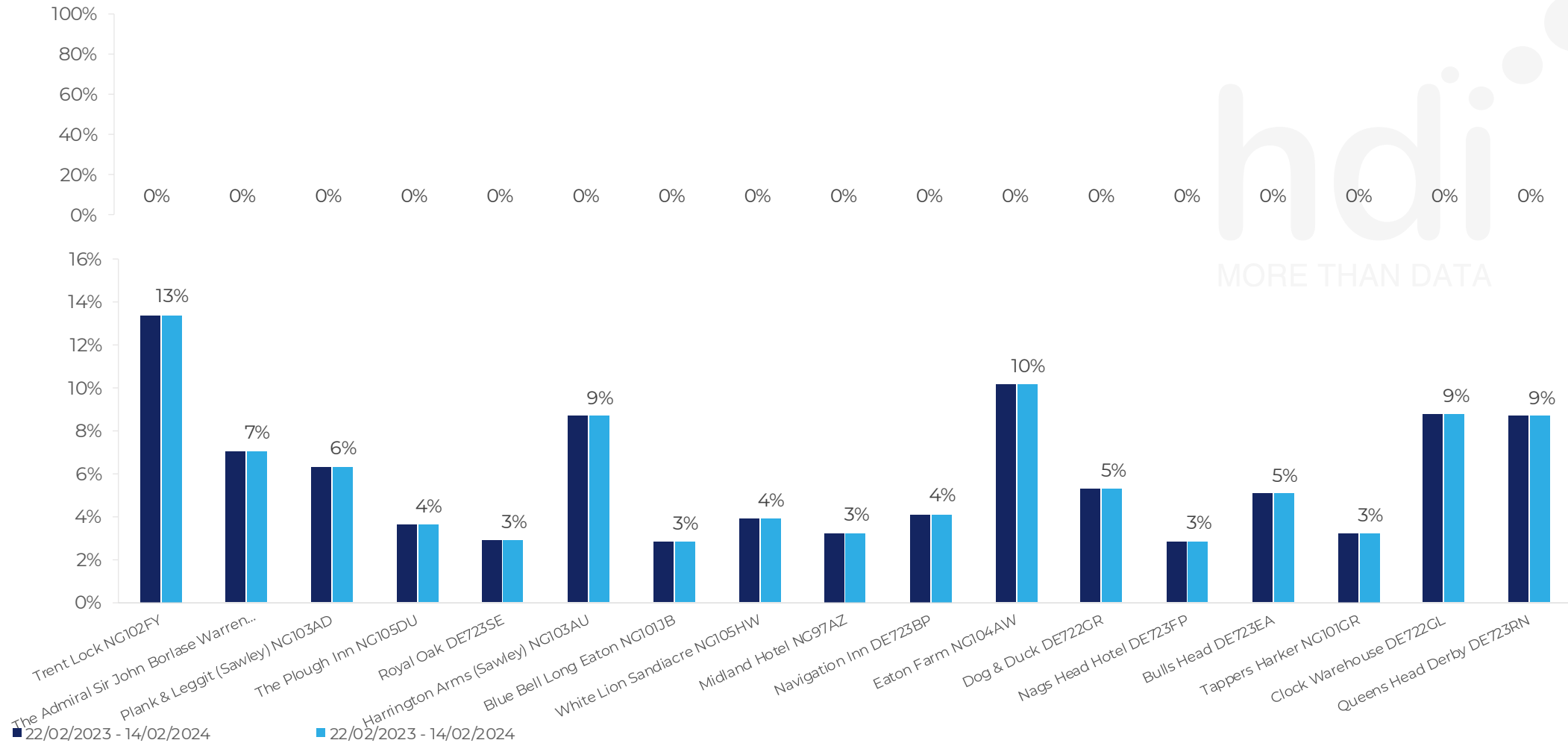
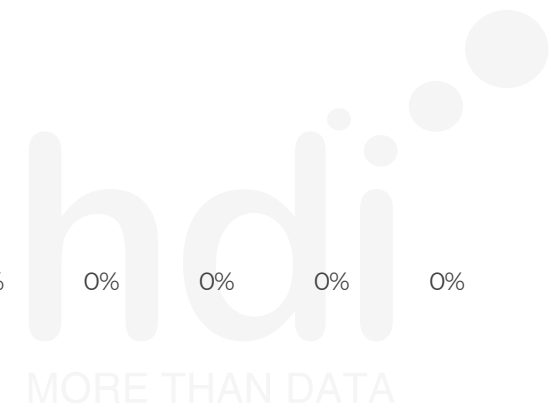




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024

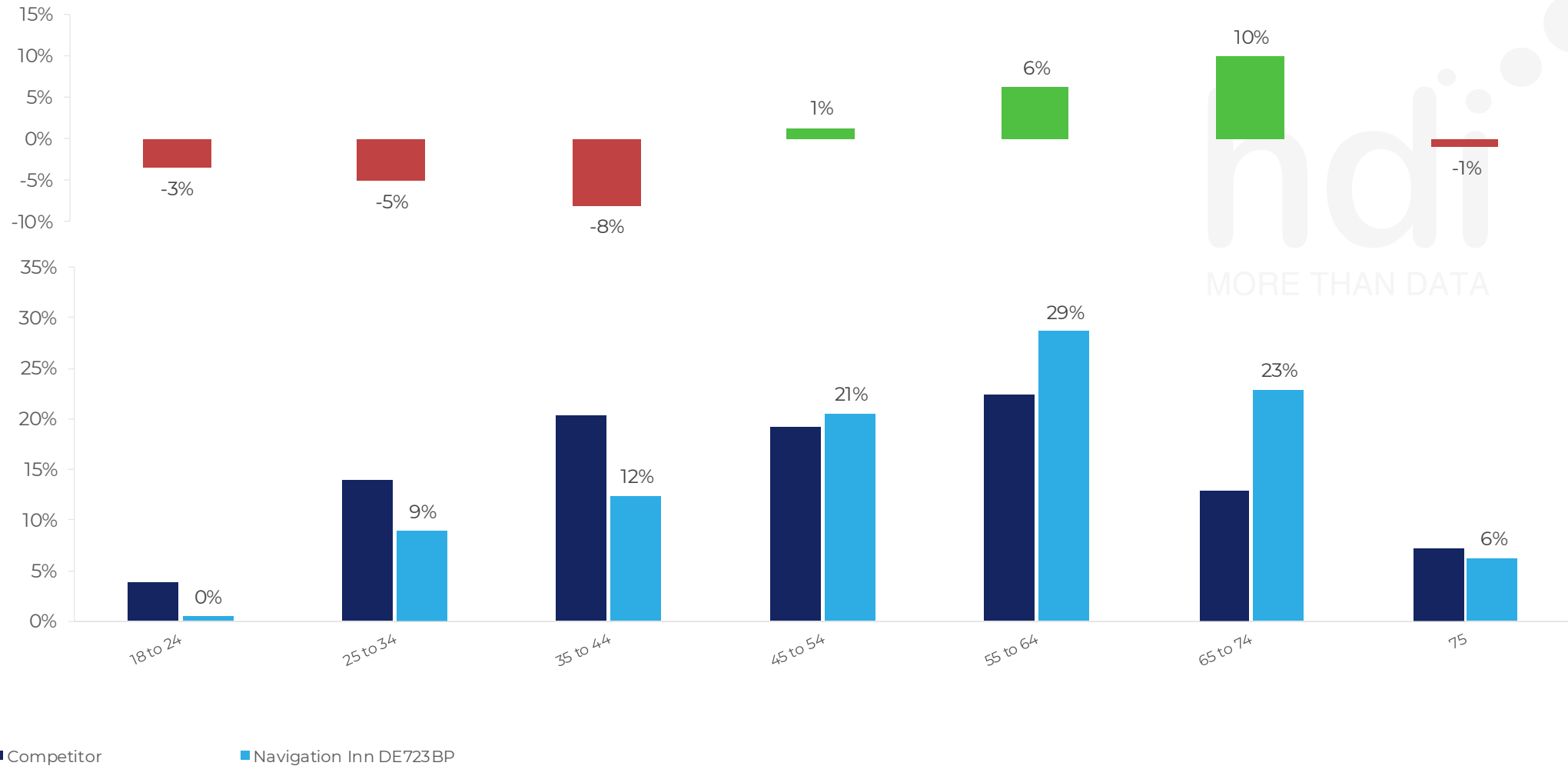




Age

How does the age profile of customers who visit Navigation Inn DE723BP compare versus its competitors?

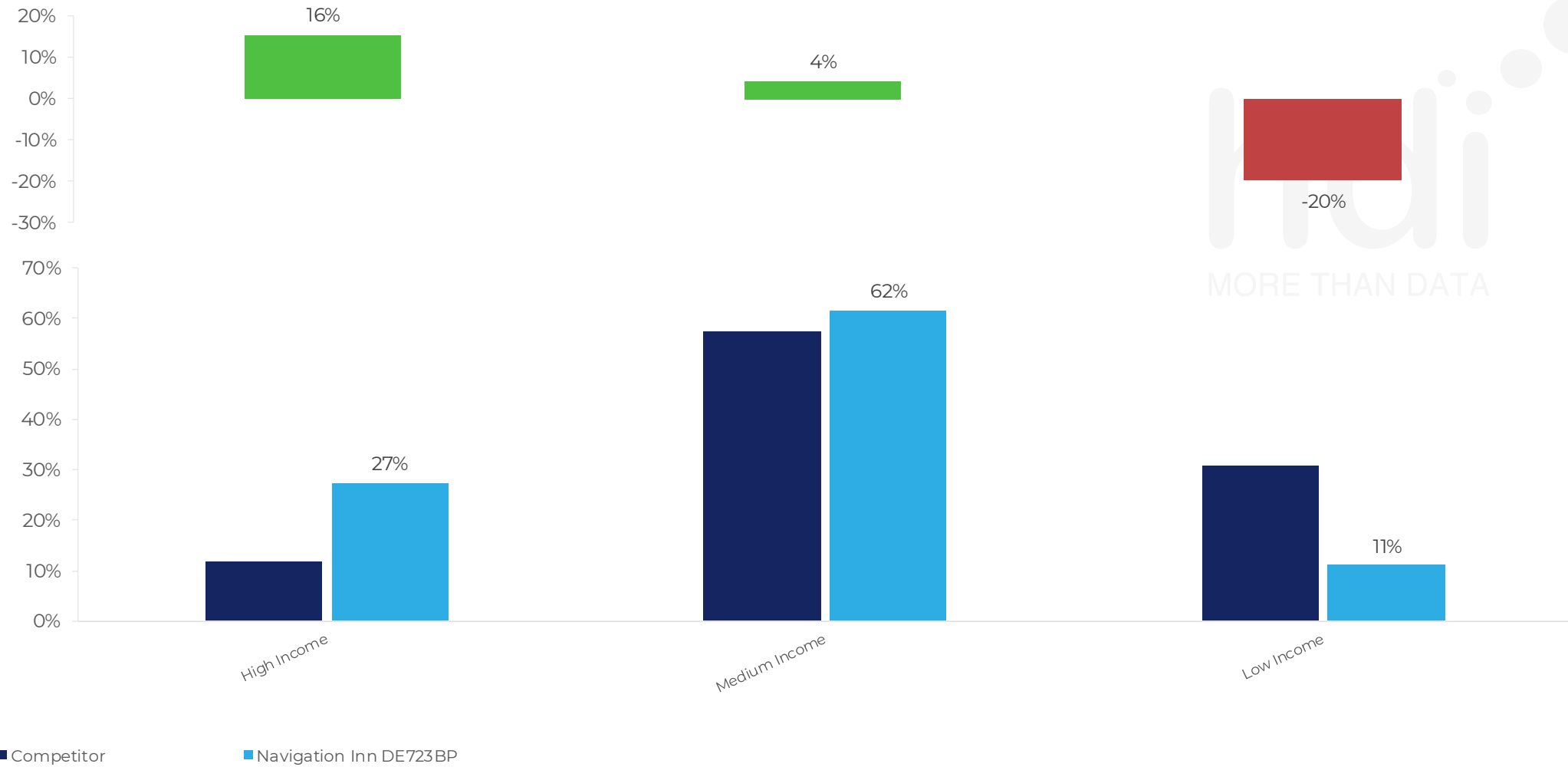
% of spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range





How does the affluence of customers who visit Navigation Inn DE723BP compare versus its competitors?

% of spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

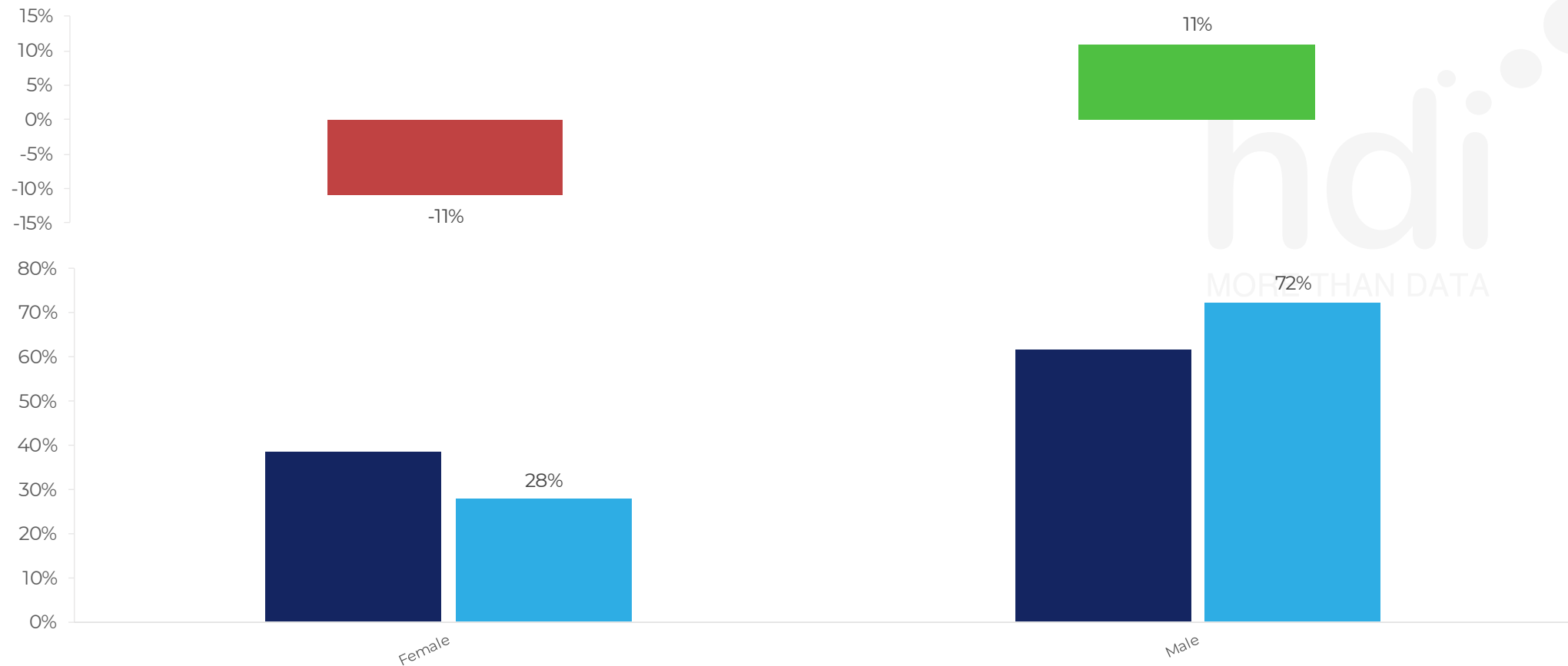




Gender

How does the gender profile of customers who visit Navigation Inn DE723BP compare versus its competitors?

% of spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender



■ Competitor

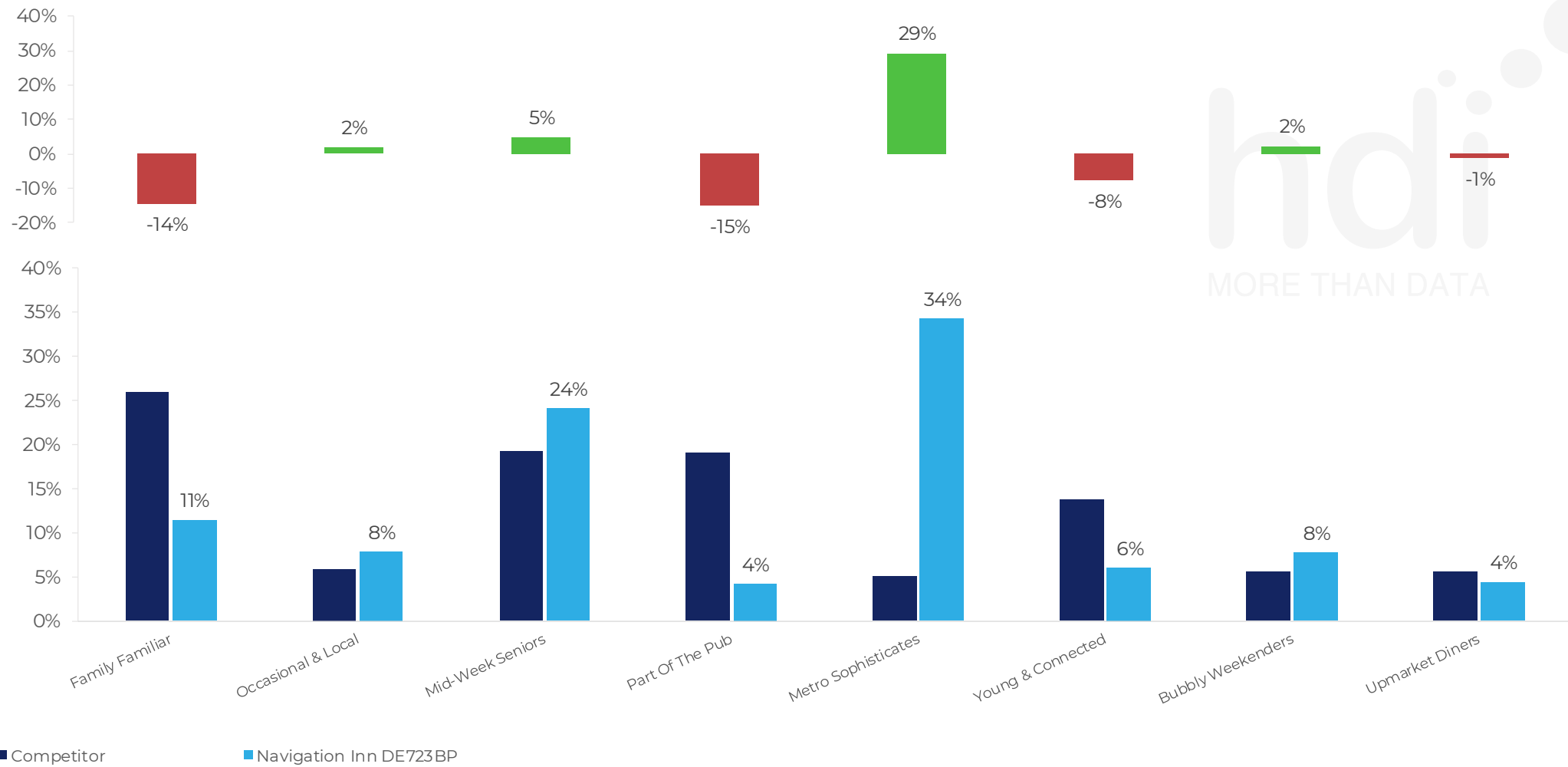
■ Navigation Inn DE723BP



Punch Segmentation

How does the Custom segmentation profile of customers who visit Navigation Inn DE723BP compare versus its competitors?

% of spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

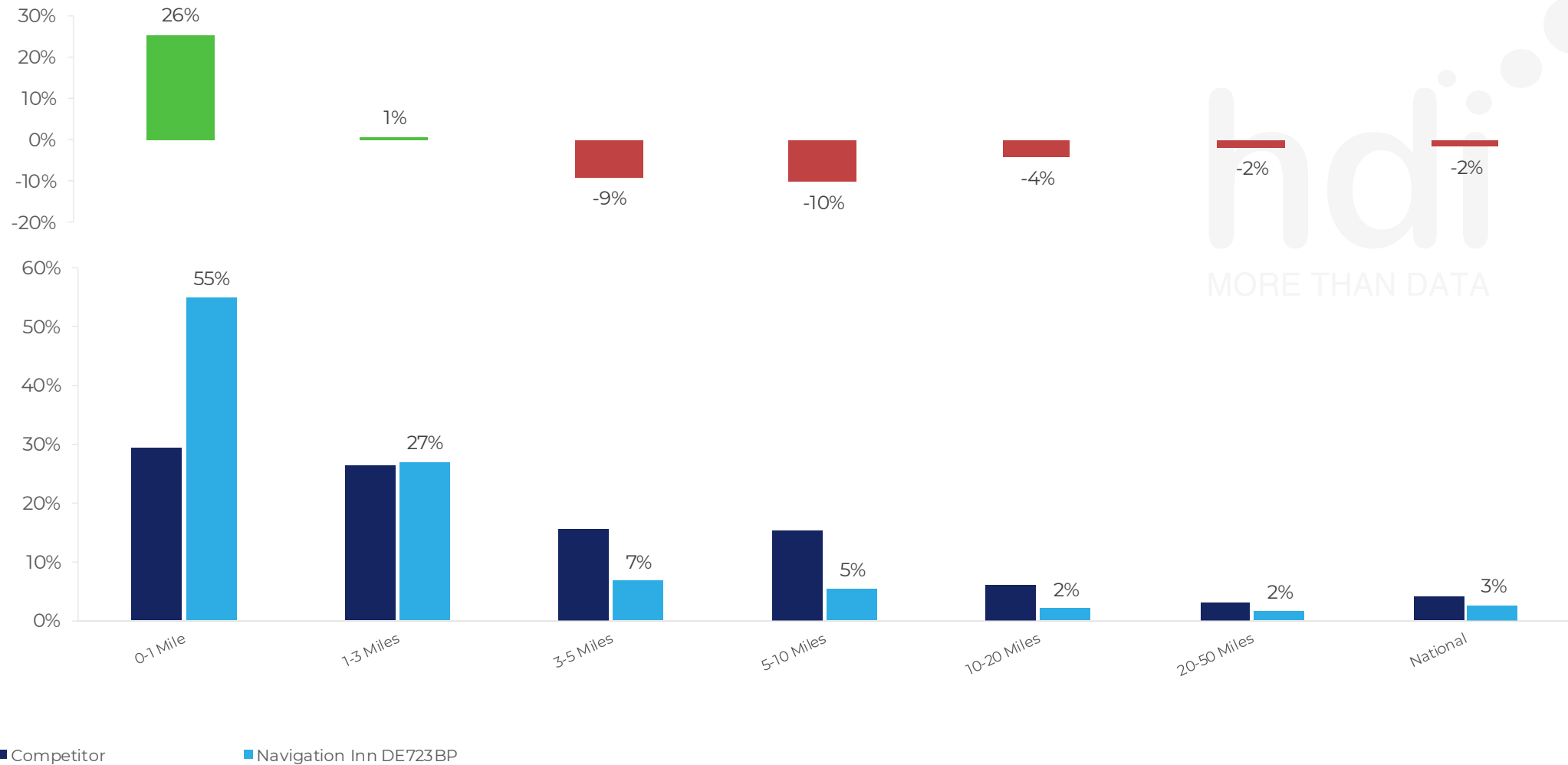




Spend by Distance

How does the spend profile of Navigation Inn DE723BP compare versus its competitors based on travel distances?

% of spend for Navigation Inn DE723BP and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

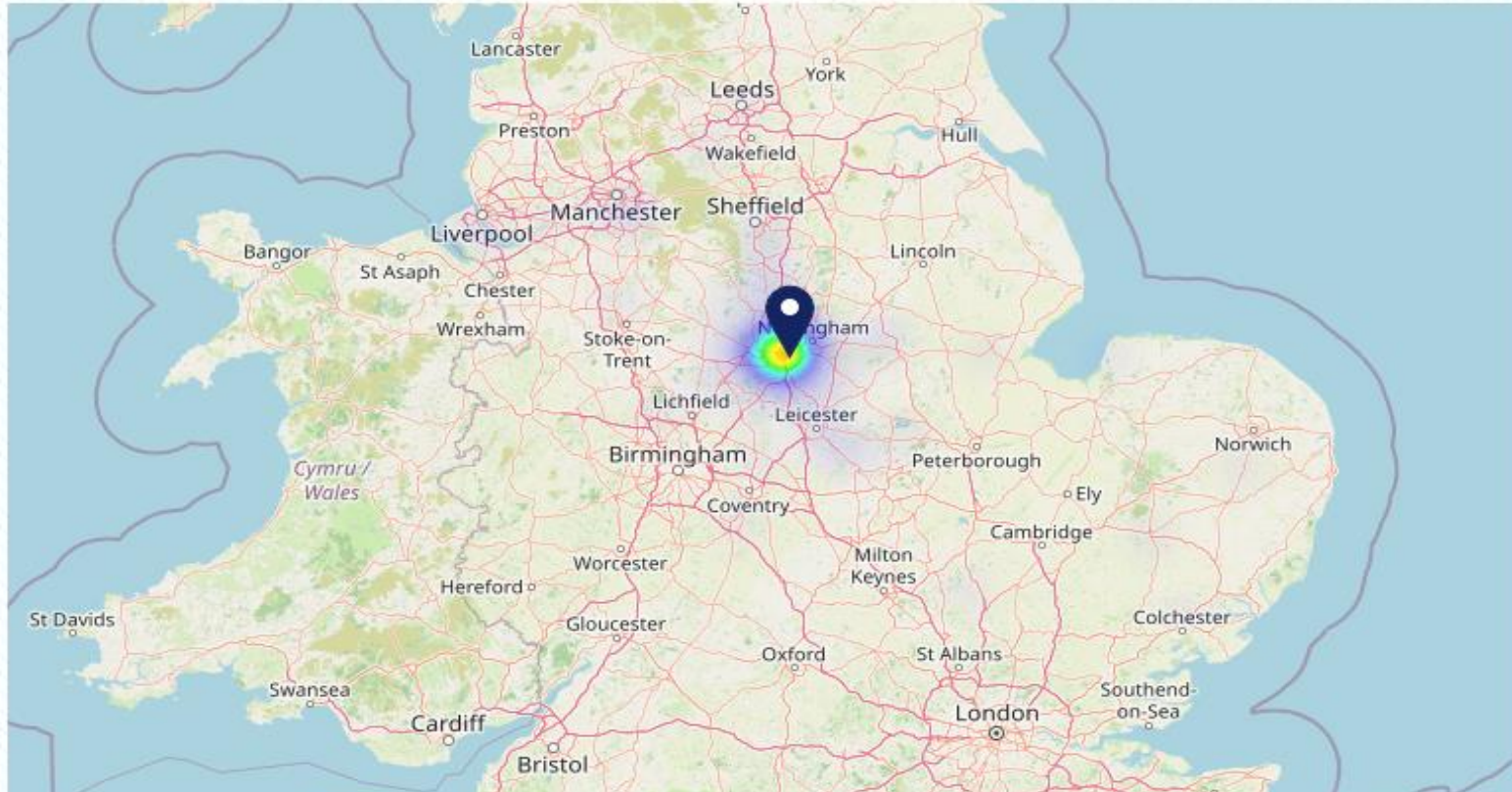




Map of Guest Origin

Where do customers of Navigation Inn DE723BP come from?

Where do customers of Navigation Inn DE723BP for 22/02/2023 - 14/02/2024 live

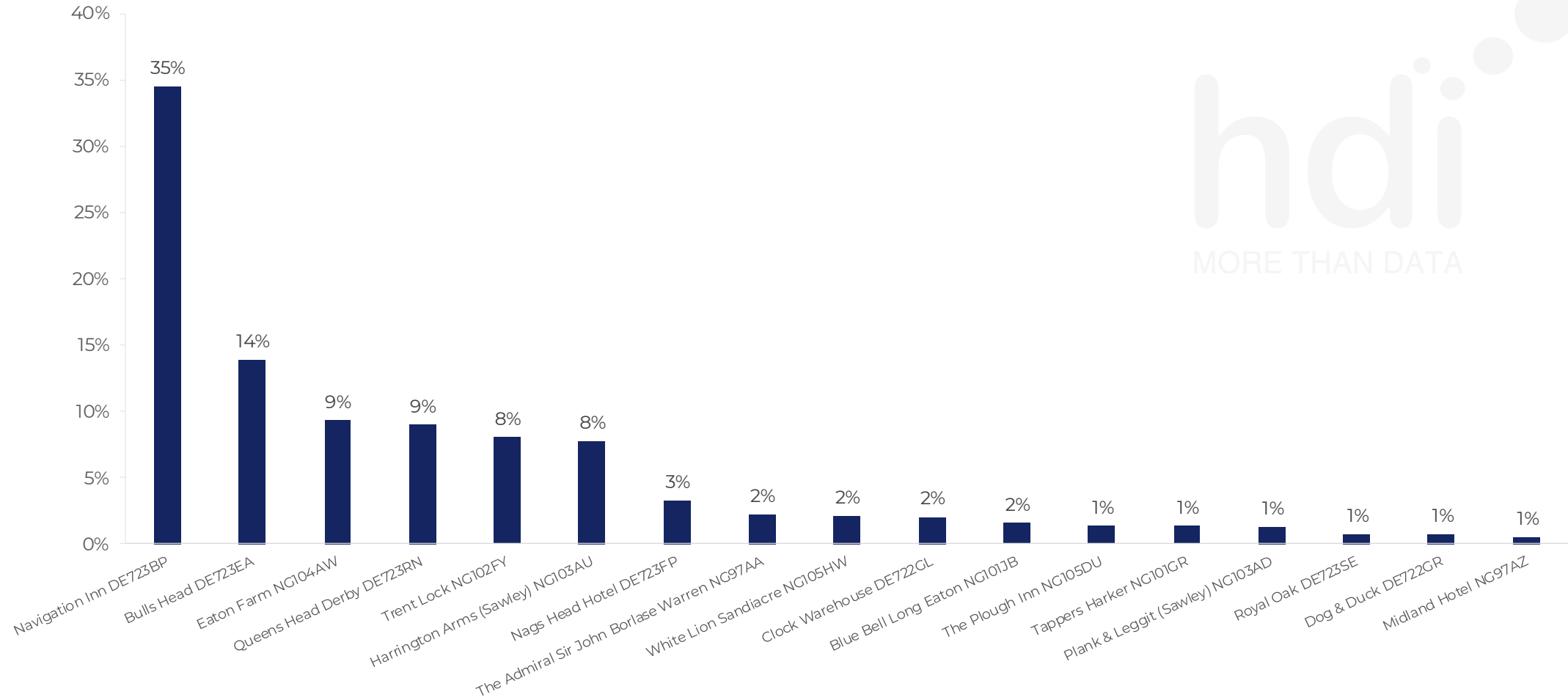




Share of Wallet

What are the Top 20 venues (by spend) that customers of Navigation Inn DE723BP also visit?

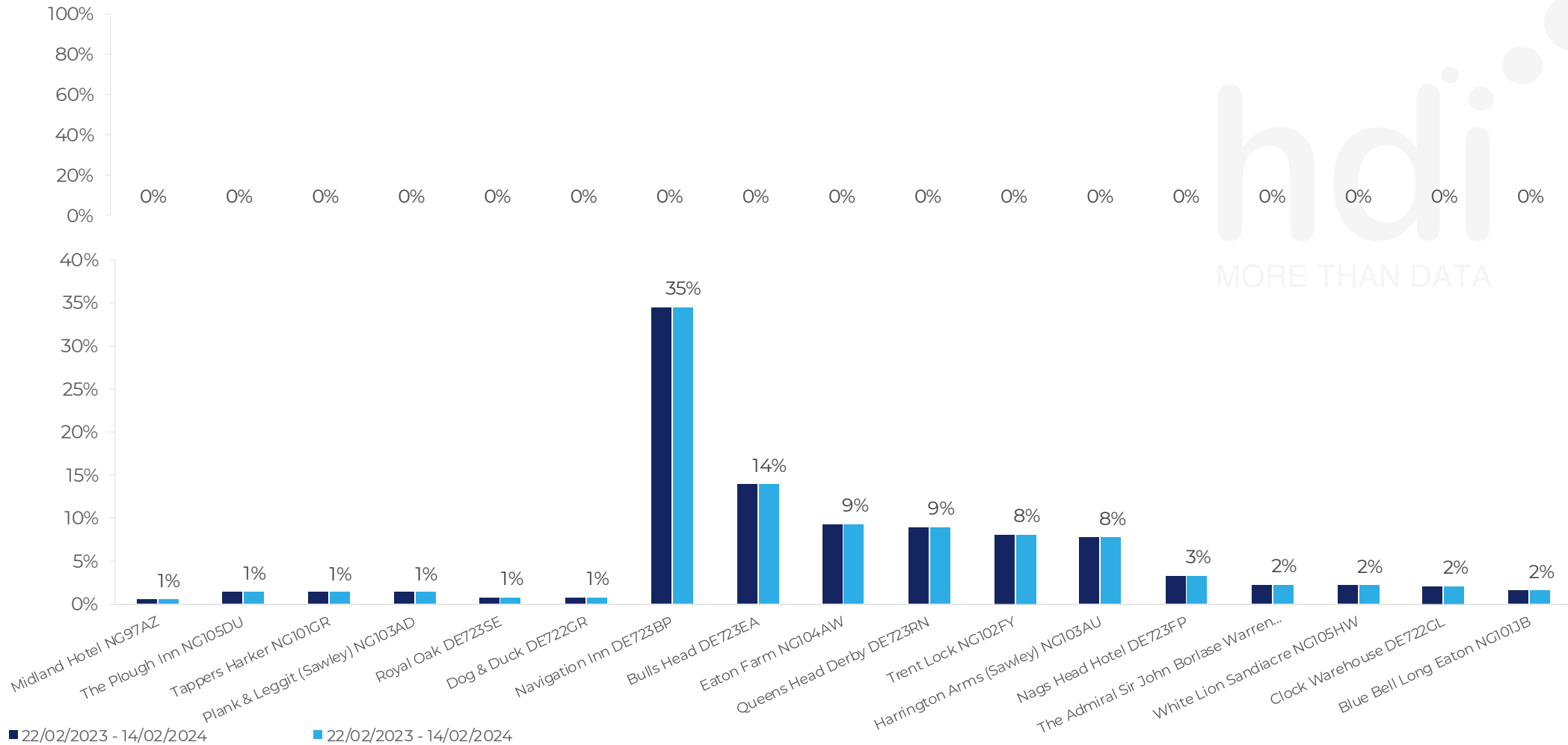
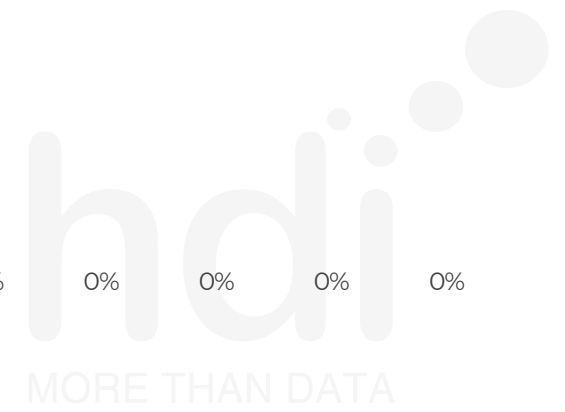
For customers of Navigation Inn DE723BP, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Navigation Inn DE723BP changed between two date ranges?





Market Summary

How does the local area for Navigation Inn DE723BP 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	£801K	4	£801K	3	£5.89M	3	£73.80M	6
Weekpart	Mon - Thu	35.5%	3	35.5%	2	42.4%	6	40.0%	3
Weekpart	Fri - Sat	44.8%	6	44.8%	6	37.9%	2	43.9%	8
Weekpart	Sun	19.7%	9	19.7%	9	19.8%	10	16.0%	7
Age	18 to 24	0.6%	1	0.6%	1	2.0%	1	4.4%	2
Age	25 to 34	10.3%	1	10.3%	1	11.0%	1	14.8%	1
Age	35 to 44	16.1%	1	16.1%	1	17.7%	1	21.5%	3
Age	45 to 54	20.2%	5	20.2%	5	18.0%	3	20.2%	6
Age	55 to 64	25.4%	10	25.4%	10	21.8%	9	22.7%	10
Age	65 to 74	22.0%	10	22.0%	10	19.4%	10	11.2%	9
Age	75+	5.4%	9	5.4%	9	10.1%	10	5.3%	9
CAMEO	Business Elite	3.2%	3	3.2%	3	2.5%	2	2.0%	1
CAMEO	Prosperous Professionals	3.0%	3	3.0%	2	2.3%	1	2.9%	1
CAMEO	Flourishing Society	16.2%	7	16.2%	7	10.6%	4	6.8%	2
CAMEO	Content Communities	15.7%	8	15.7%	8	16.5%	9	12.4%	5
CAMEO	White Collar Neighbourhoods	7.6%	2	7.6%	2	5.8%	1	5.4%	1
CAMEO	Enterprising Mainstream	12.4%	9	12.4%	9	13.7%	9	16.0%	10
CAMEO	Paying The Mortgage	28.5%	10	28.5%	10	26.3%	10	24.9%	10
CAMEO	Cash Conscious Communities	8.3%	5	8.3%	5	10.0%	6	14.3%	9
CAMEO	On A Budget	3.1%	2	3.1%	2	6.4%	5	8.0%	7
CAMEO	Family Value	2.2%	5	2.2%	5	5.9%	8	7.3%	8
Affluence	AB	22.3%	4	22.3%	4	15.4%	2	11.8%	1
Affluence	C1C2	64.2%	10	64.2%	10	62.3%	10	58.7%	10
Affluence	DE	13.5%	3	13.5%	3	22.3%	6	29.6%	9

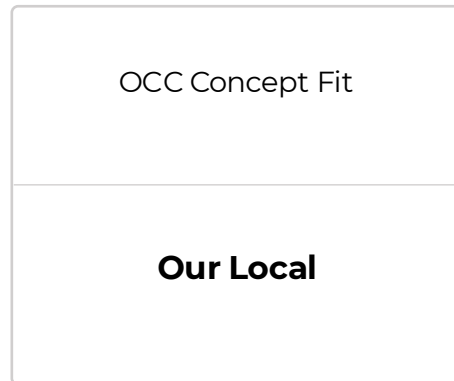


Site Potential 1

Site Characteristics

£3000

£18000



Achievable Average Weekly
Takings

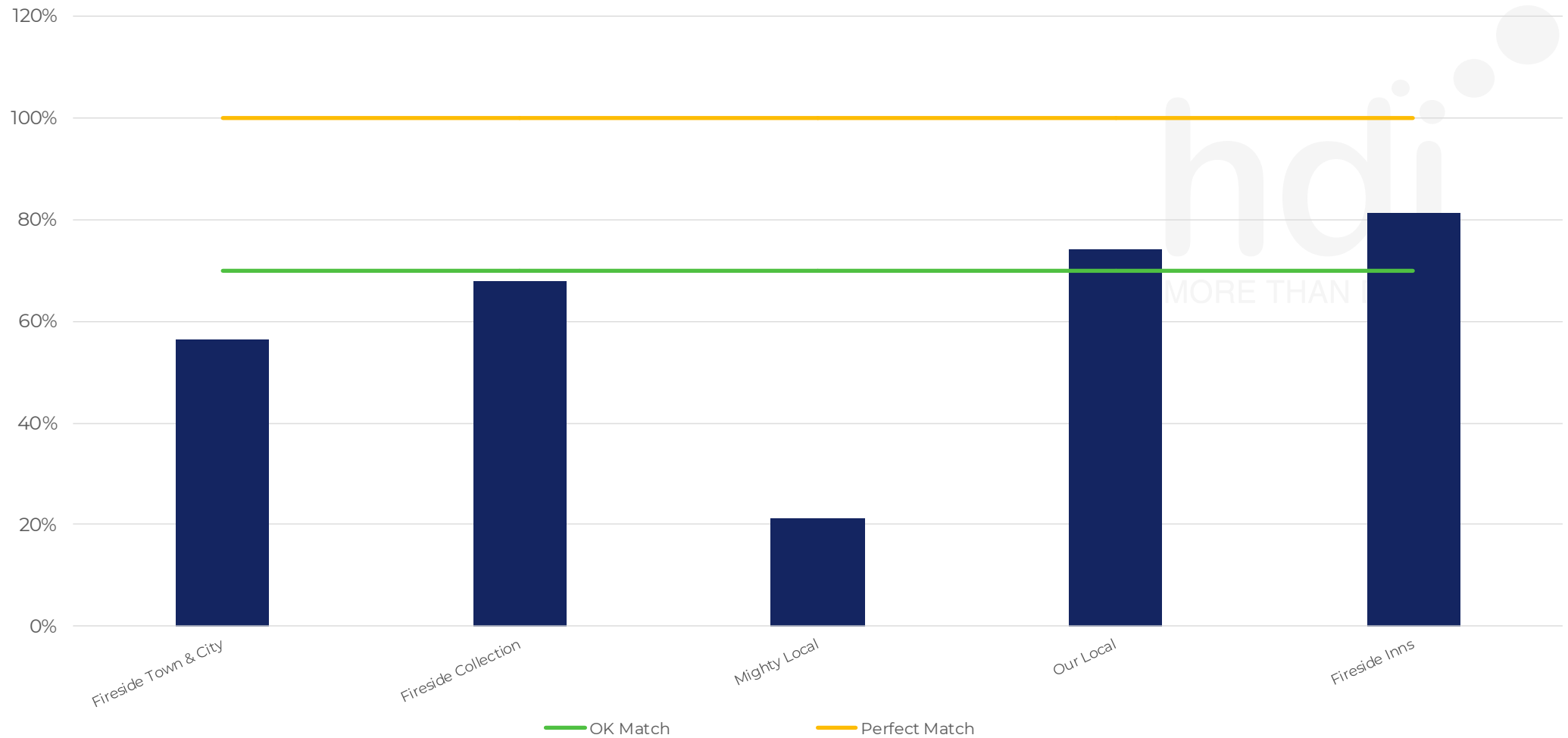
£9000

- 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



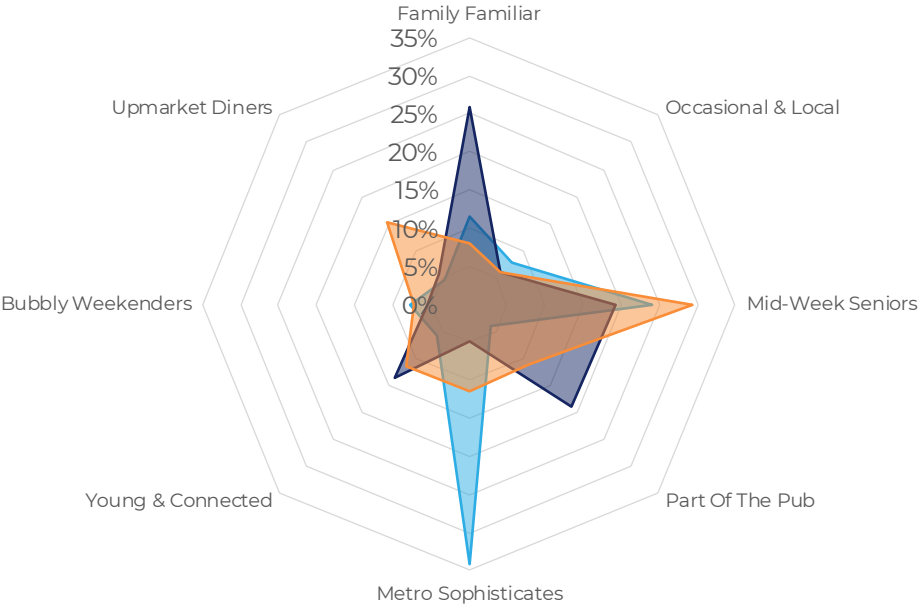
Site Potential 2

Concept Recommendation





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
Navigation Inn	301	11.47%	7.84%	24.06%	4.14%	34.26%	6.00%	7.77%	4.41%
Local Catchment	4919	25.86%	5.92%	19.29%	19.16%	5.00%	13.70%	5.47%	5.56%
Punch T&L	11219	8.03%	5.92%	29.32%	11.26%	11.47%	11.50%	7.13%	15.33%
Navigation Inn vs Local Catchment		-14.39%	1.92%	4.77%	-15.02%	29.26%	-7.70%	2.30%	-1.15%
Navigation Inn vs Punch T&L		3.44%	1.92%	-5.26%	-7.12%	22.79%	-5.50%	0.64%	-10.92%
Local Catchment vs Punch T&L		17.83%	0.00%	-10.03%	7.90%	-6.47%	2.20%	-1.66%	-9.77%



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
Navigation Inn DE723BP	301	11.47%	7.84%	24.06%	4.14%	34.26%	6.00%	7.77%	4.41%
Bulls Head DE723EA	379	32.96%	7.62%	26.28%	9.43%	6.62%	7.89%	6.00%	3.17%
Eaton Farm NG104AW	770	41.88%	11.62%	16.23%	10.20%	2.49%	10.17%	4.96%	2.41%
Queens Head Derby DE723RN	752	25.44%	1.43%	23.61%	17.45%	9.39%	12.78%	6.66%	3.20%
Trent Lock NG102FY	1216	19.06%	2.05%	26.74%	6.23%	8.32%	13.29%	6.65%	17.62%
Harrington Arms (Sawley) NG103AU	728	19.94%	5.10%	34.94%	7.63%	7.89%	12.54%	6.31%	5.61%
Nags Head Hotel DE723FP	139	16.51%	2.16%	9.20%	61.04%	1.45%	4.94%	4.65%	0.01%
The Admiral Sir John Borlase Warren NG97AA	601	21.27%	3.13%	4.83%	49.75%	1.11%	16.55%	2.82%	0.50%
White Lion Sandiacre NG105HW	205	15.29%	12.32%	2.67%	31.21%	3.40%	32.27%	2.31%	0.49%
Clock Warehouse DE722GL	930	21.84%	4.86%	26.42%	5.82%	5.23%	14.19%	9.22%	12.38%
Blue Bell Long Eaton NG101JB	226	4.97%	18.17%	1.93%	57.74%	2.54%	10.32%	4.02%	0.28%
The Plough Inn NG105DU	329	33.09%	11.07%	7.14%	22.07%	1.66%	20.38%	3.65%	0.90%
Tappers Harker NG101GR	258	24.18%	11.88%	6.90%	29.48%	1.51%	19.24%	4.82%	1.95%
Plank & Leggit (Sawley) NG103AD	617	46.48%	9.09%	11.14%	13.25%	0.64%	13.82%	4.28%	1.26%
Royal Oak DE723SE	278	11.79%	5.57%	39.88%	8.19%	9.48%	13.33%	2.94%	8.78%
Dog & Duck DE722GR	482	35.38%	4.02%	24.04%	9.43%	4.88%	15.20%	3.17%	3.83%
Midland Hotel NG97AZ	117	31.40%	5.76%	1.45%	38.82%	2.38%	12.60%	7.39%	0.16%