



Site Summary



Black Lion KT65PL

KT65PL

Punch T&L



Work Area

Slough and Heathrow



Region

London



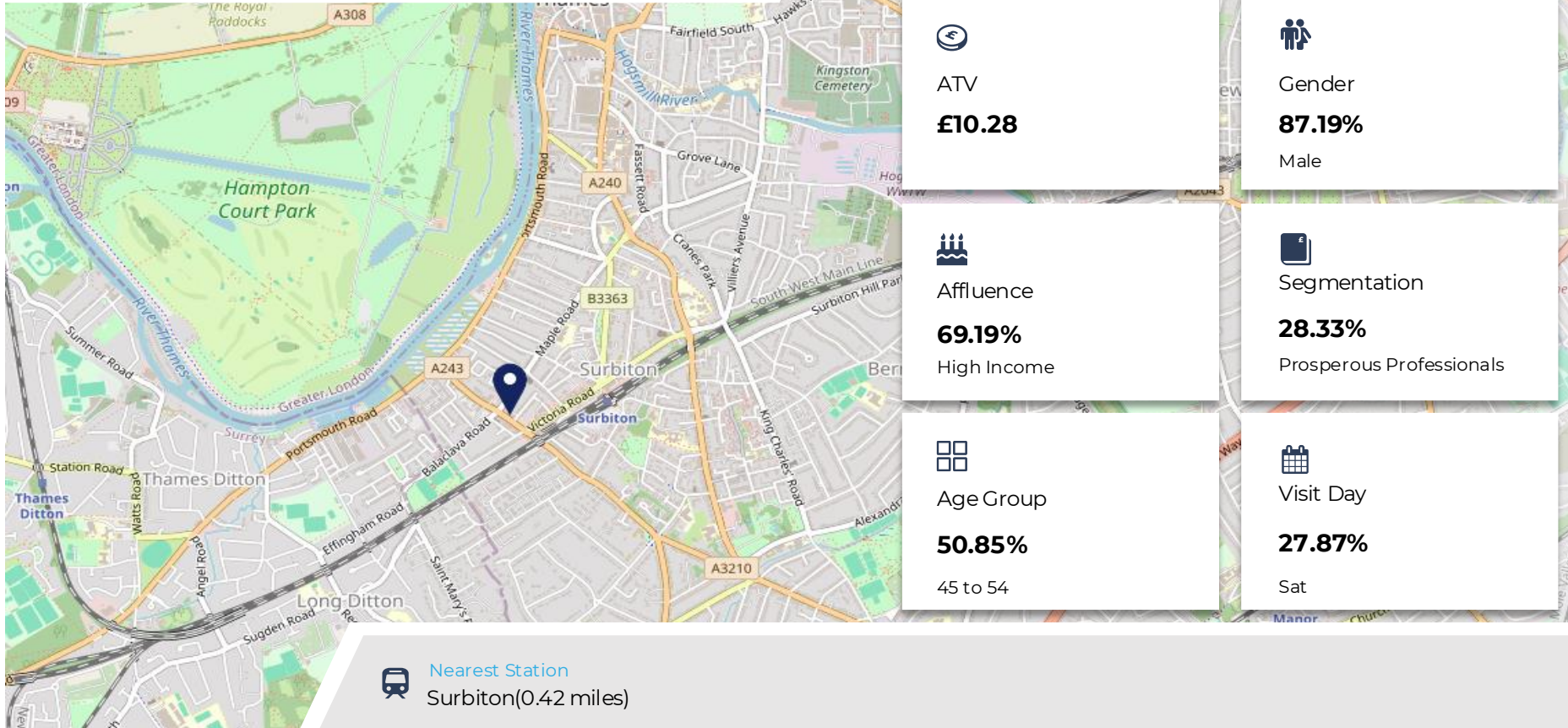
TV Region

London



Urbanicity

Urban major conurbation



ATV

£10.28

Gender

87.19%

Male



Affluence

69.19%

High Income



Segmentation

28.33%

Prosperous Professionals



Age Group

50.85%

45 to 54



Visit Day

27.87%

Sat

Top Competitors



Victoria Hotel

KT64JT

Youngs Managed

#1



Grove (Surbiton)

KT64BX

Metropolitan Pubs

#2



The Surbiton Flyer

KT64NS

Fullers L&T

#3



Nearest Station

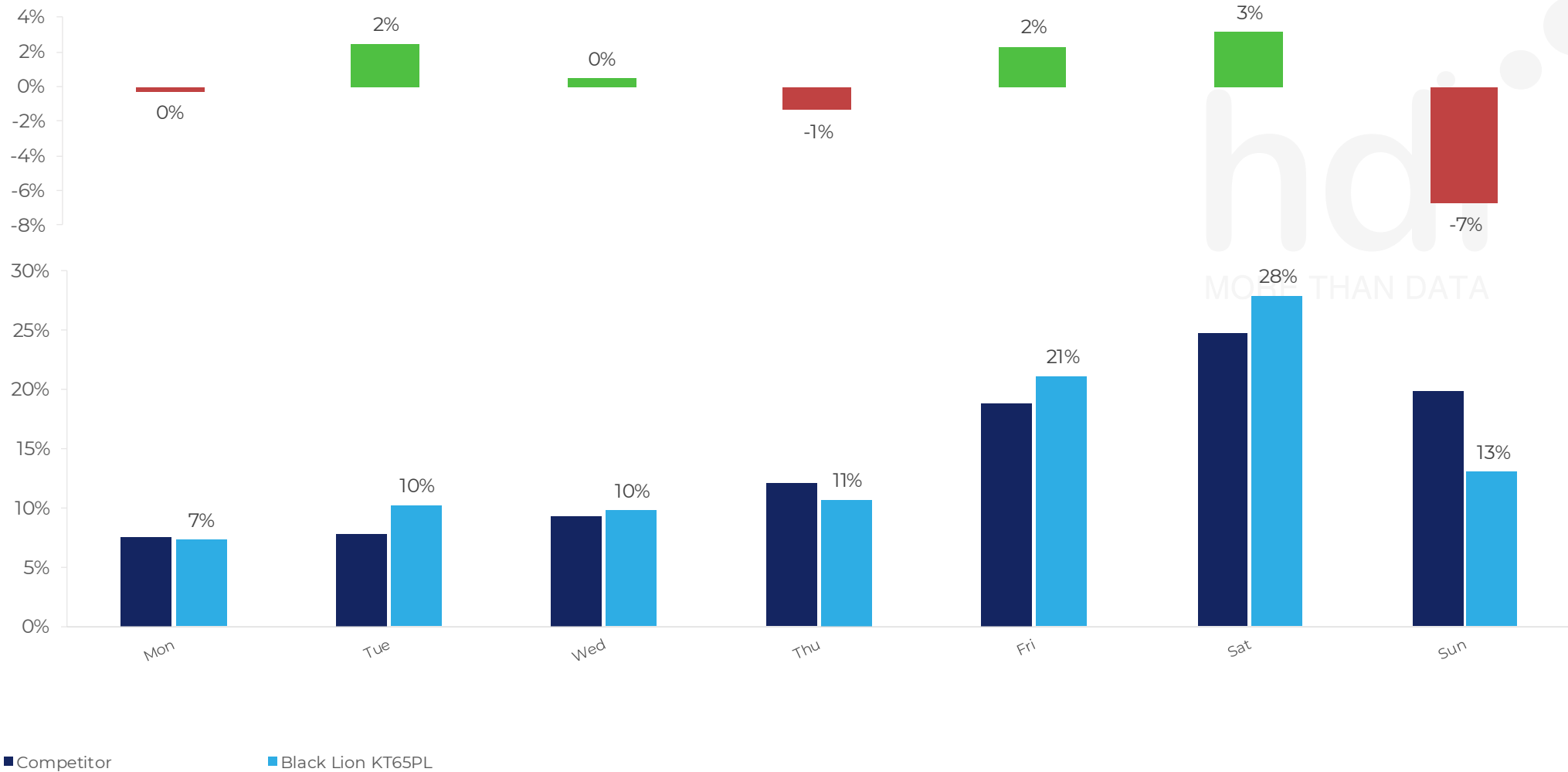
Surbiton(0.42 miles)



Spend by Weekpart

How is customer spend distributed throughout the week for Black Lion KT65PL versus its competitors?

% of spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Day of Week

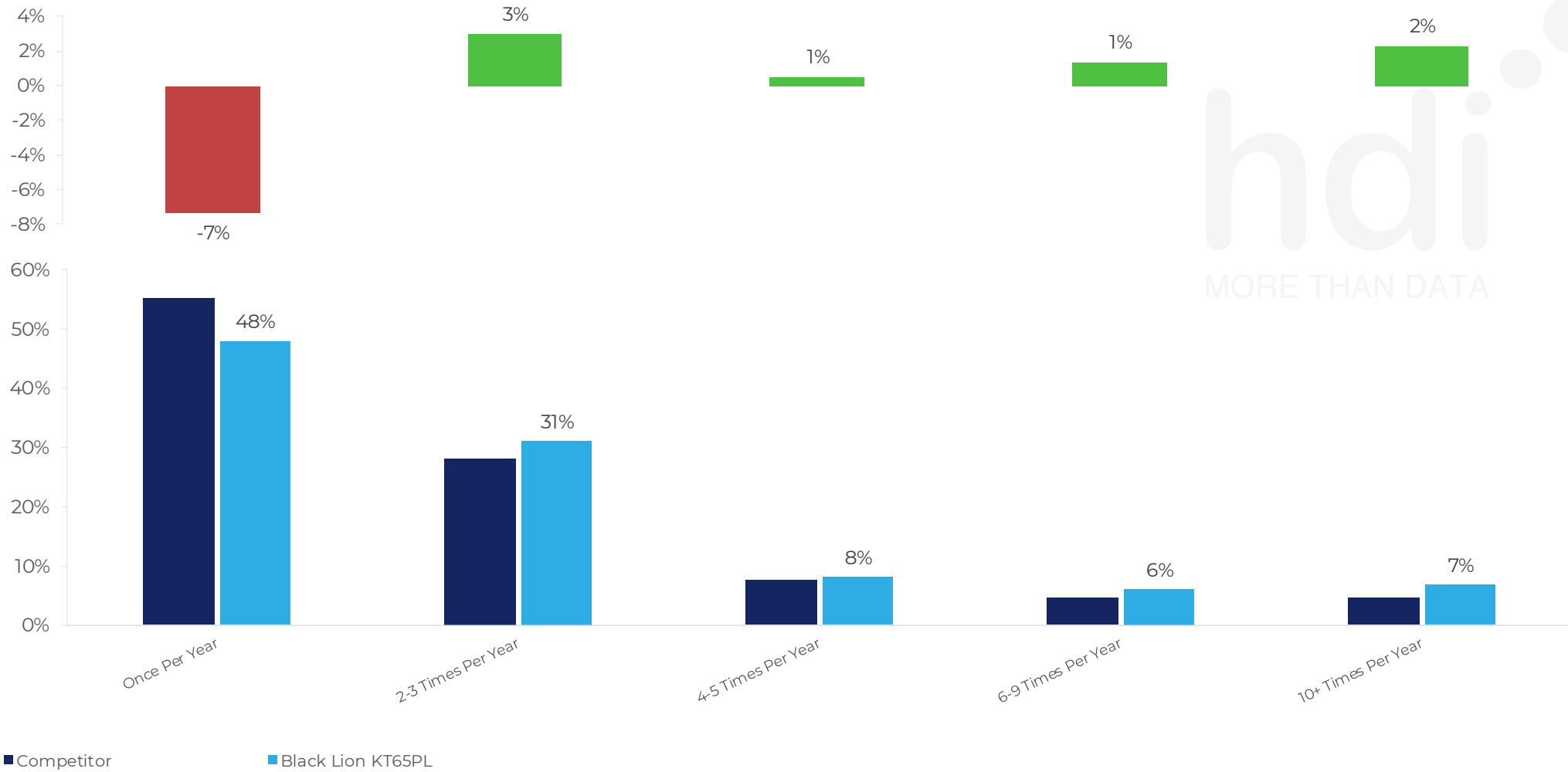




Visit Frequency

How frequently per year do customers visit Black Lion KT65PL versus its competitors?

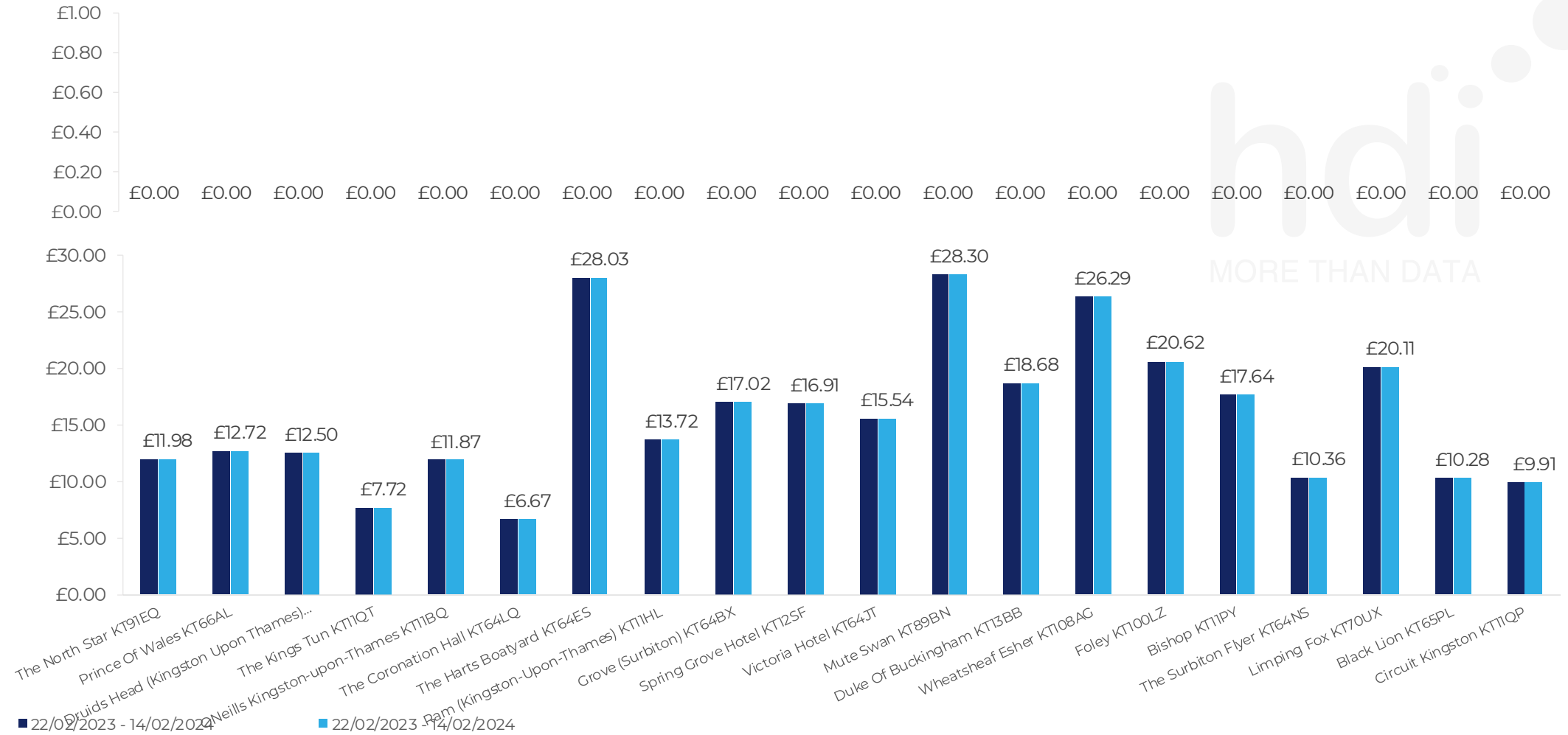
% of customer numbers for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 and the number of visits made Per Annum





ATV Change

How has ATV changed between two date ranges?

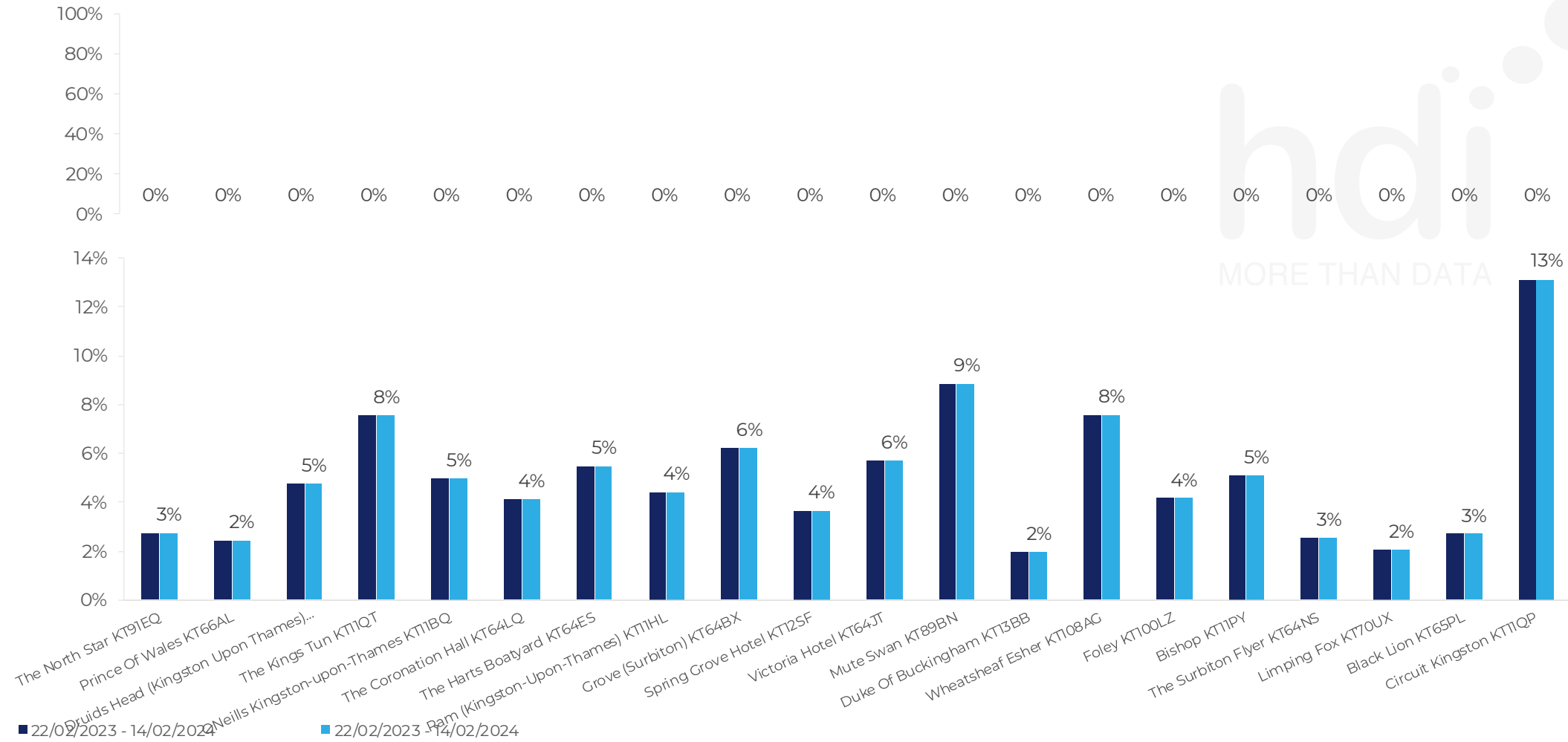




Market Share Change

How has market share changed between two date ranges?

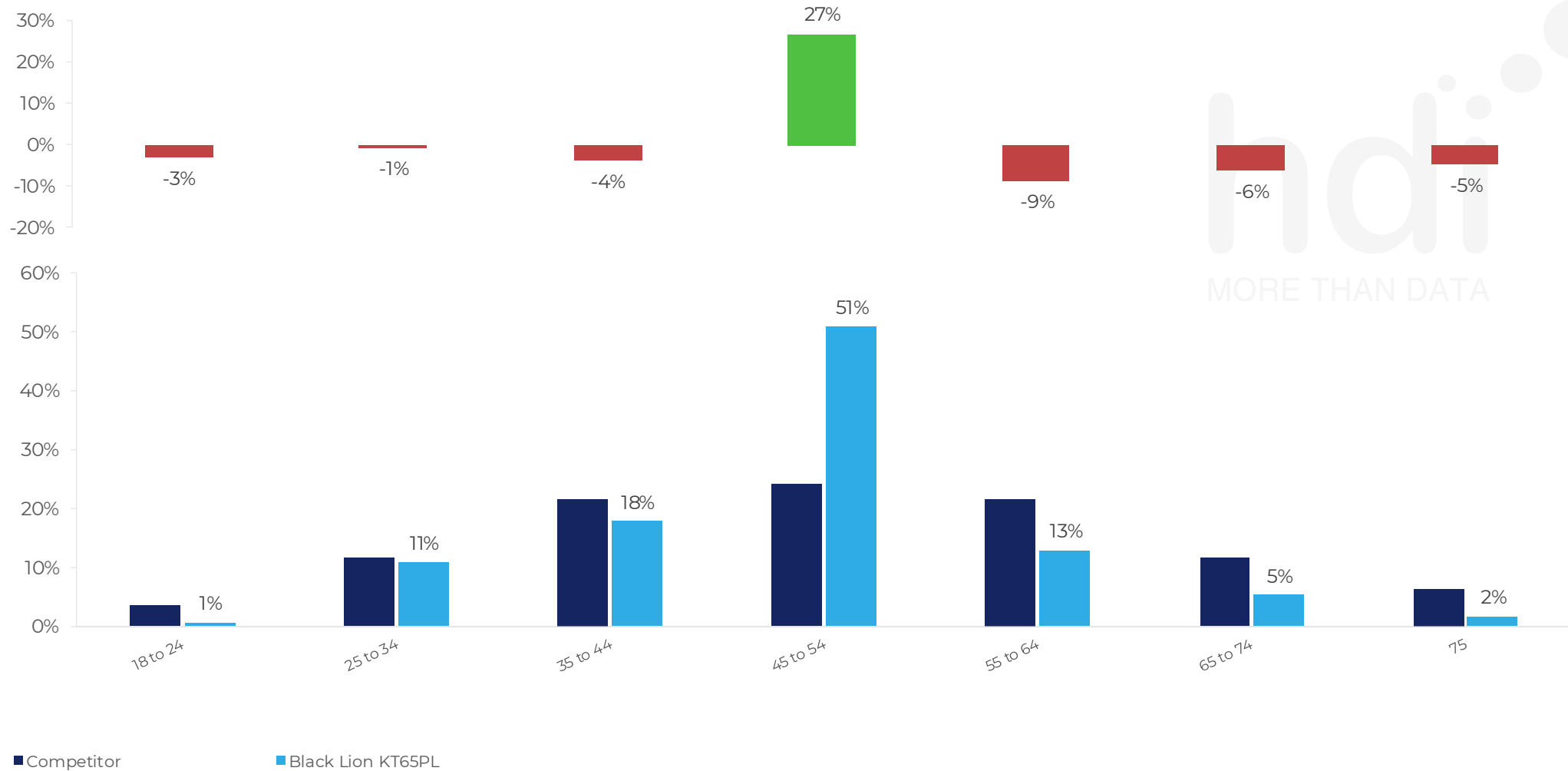
% of market share spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024





How does the age profile of customers who visit Black Lion KT65PL compare versus its competitors?

% of spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Age Range

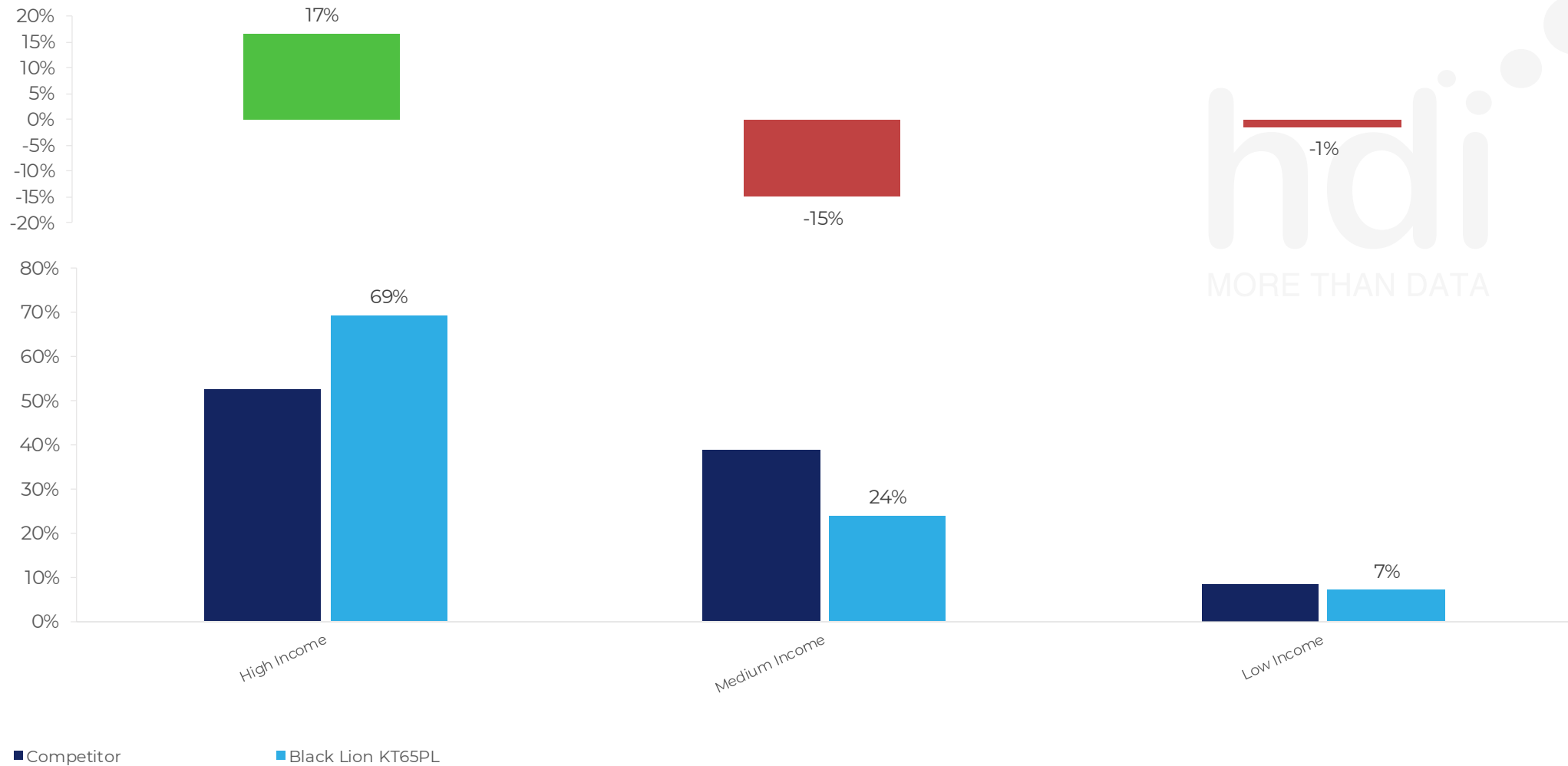




Affluence

How does the affluence of customers who visit Black Lion KT65PL compare versus its competitors?

% of spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Affluence

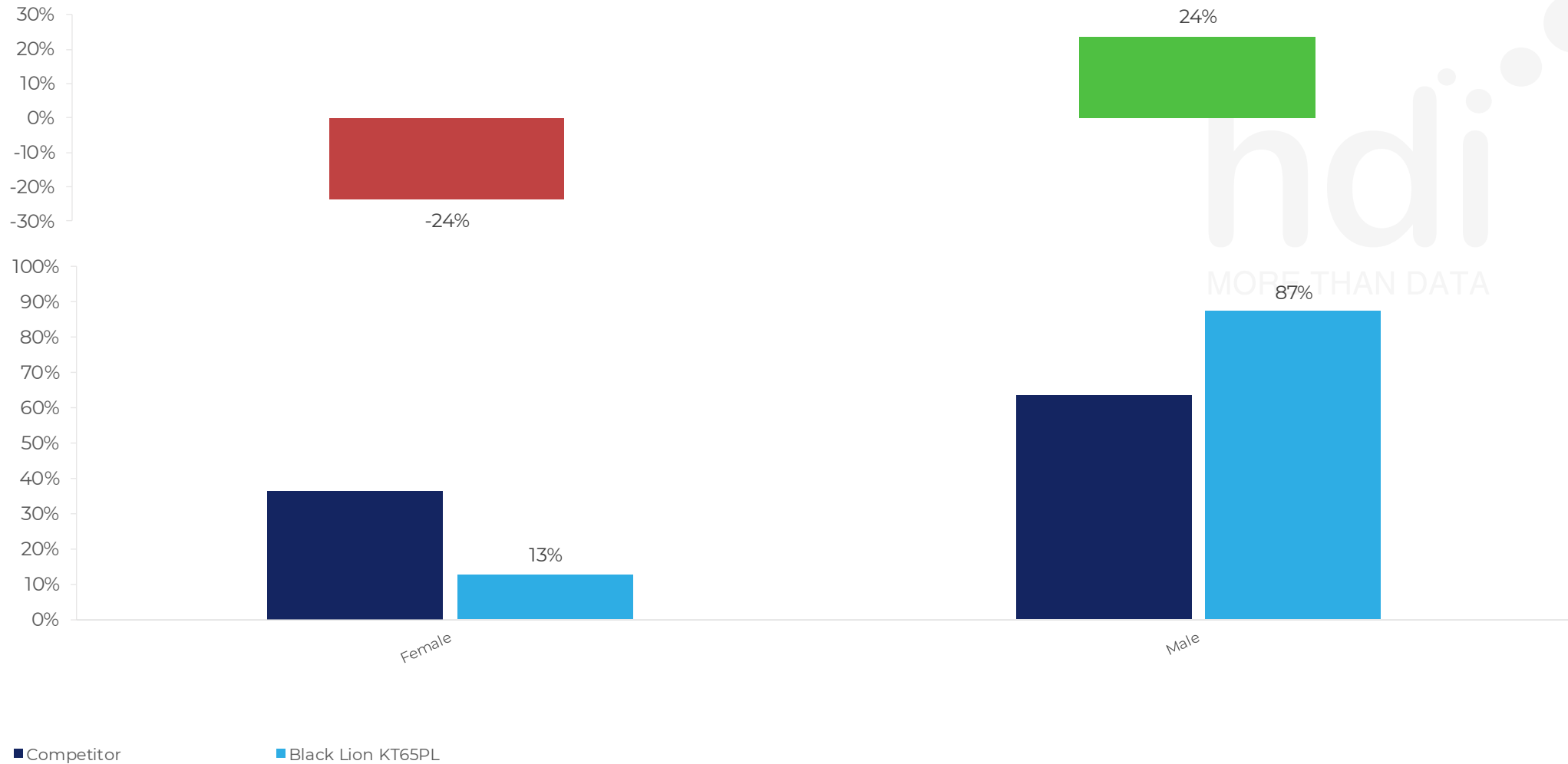




Gender

How does the gender profile of customers who visit Black Lion KT65PL compare versus its competitors?

% of spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Gender

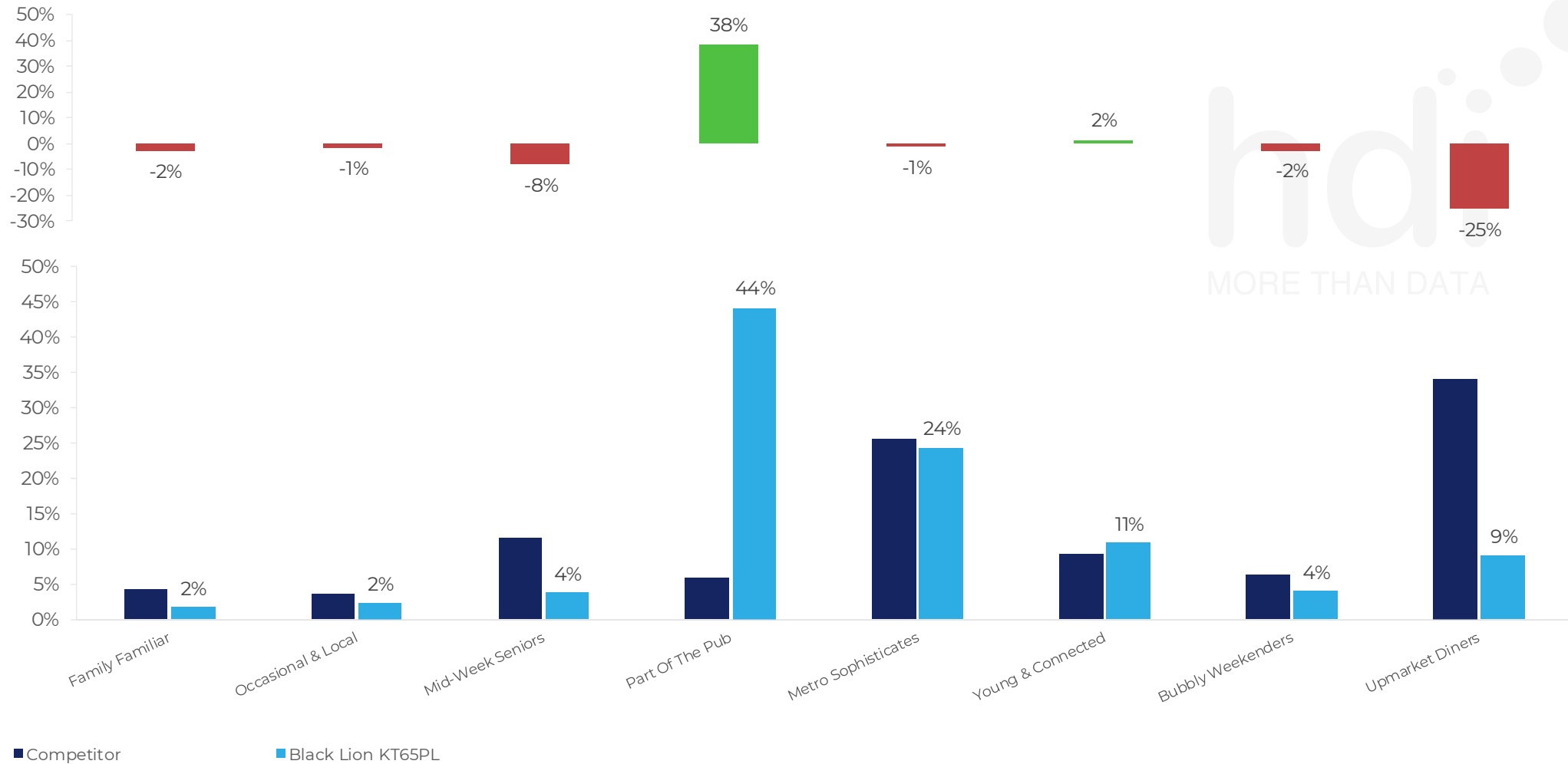




Punch Segmentation

How does the Custom segmentation profile of customers who visit Black Lion KT65PL compare versus its competitors?

% of spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Segment

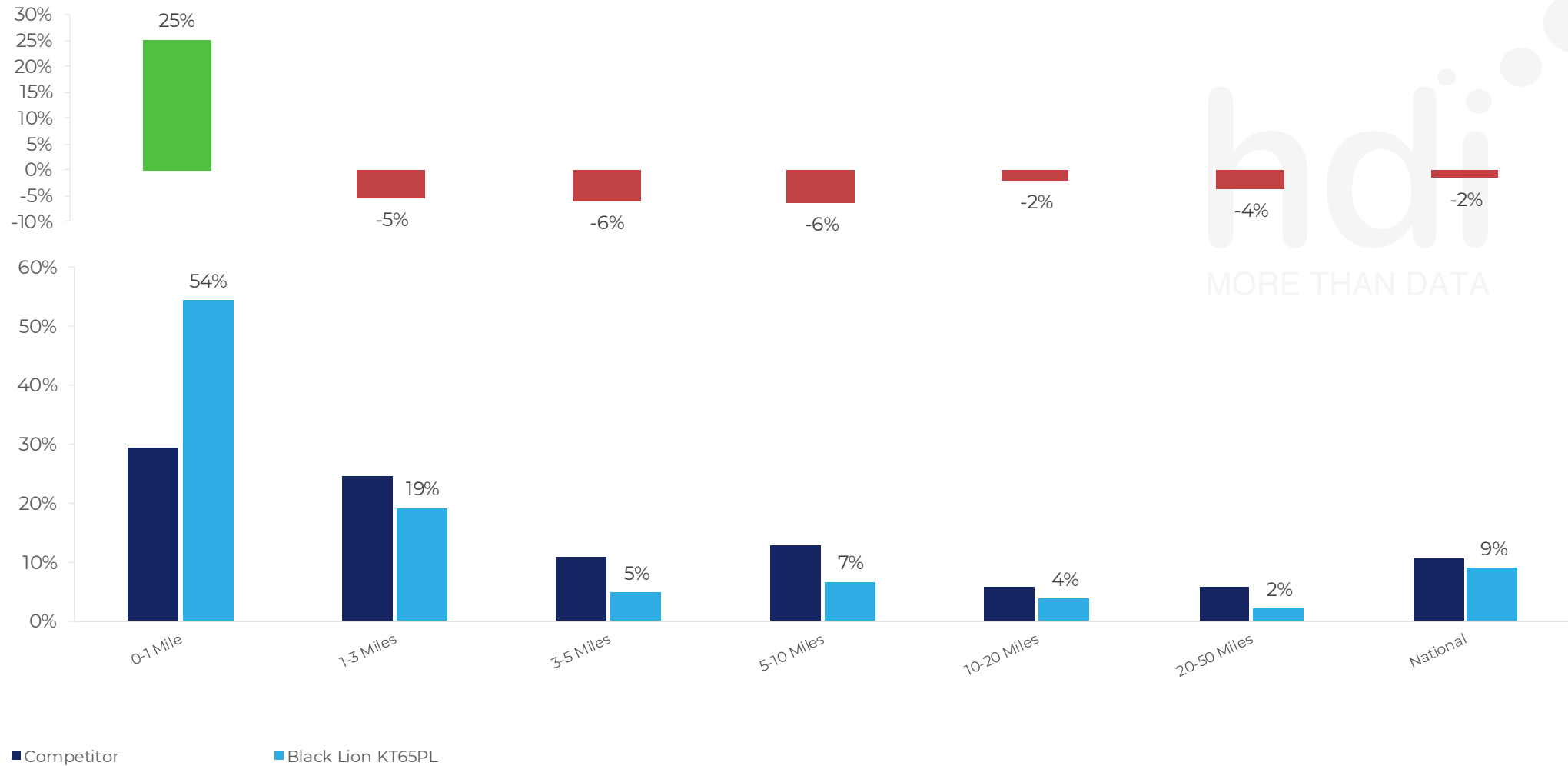




Spend by Distance

How does the spend profile of Black Lion KT65PL compare versus its competitors based on travel distances?

% of spend for Black Lion KT65PL and 113 Chains in 3 Miles from 22/02/2023 - 14/02/2024 split by Distance travelled

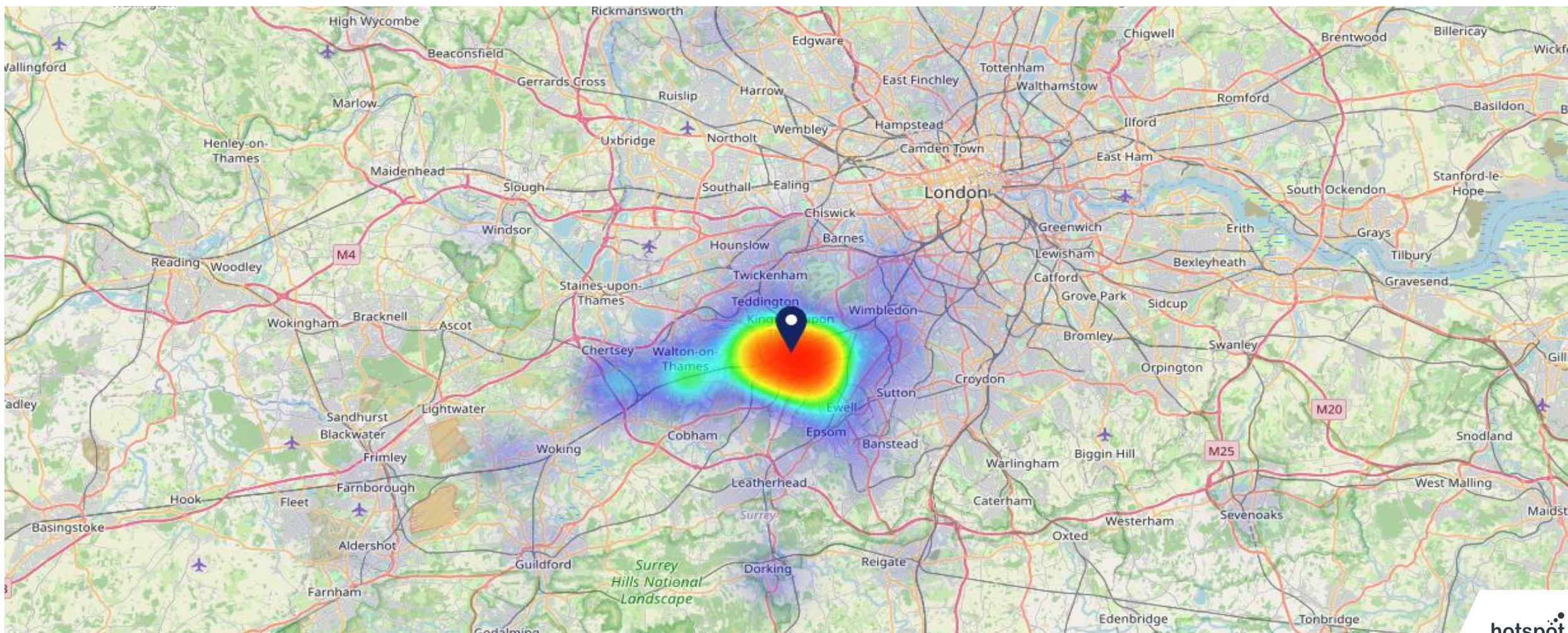




Map of Guest Origin

Where do customers of Black Lion KT65PL come from?

Where do customers of Black Lion KT65PL for 22/02/2023 - 14/02/2024 live

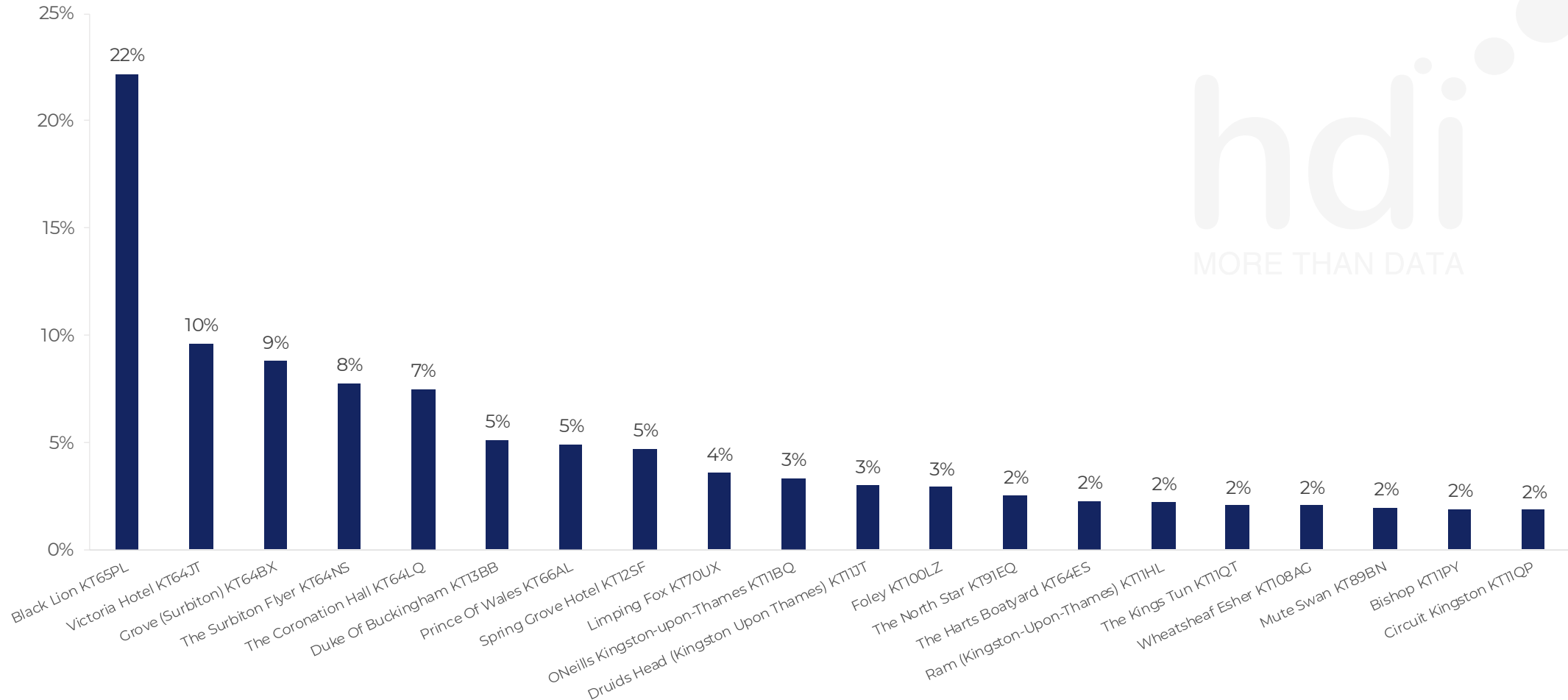




Share of Wallet

What are the Top 20 venues (by spend) that customers of Black Lion KT65PL also visit?

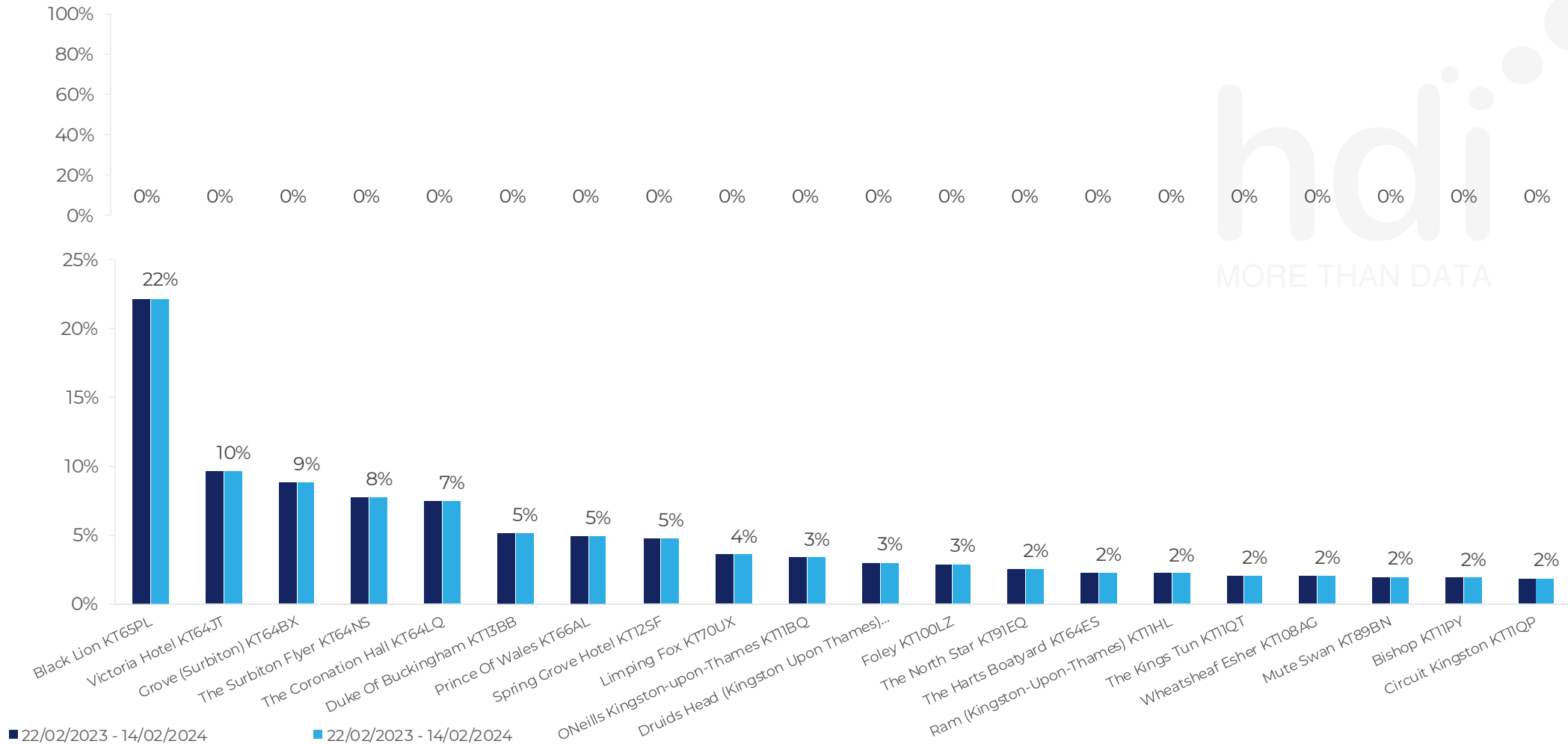
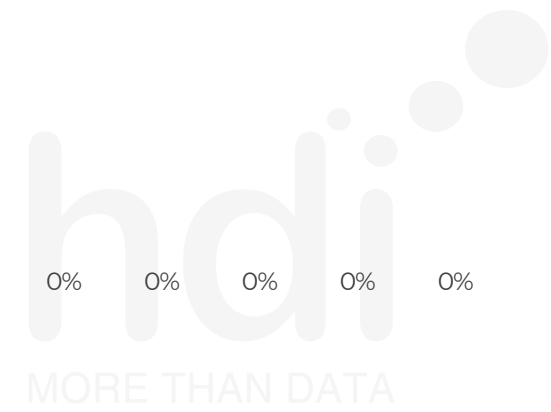
For customers of Black Lion KT65PL, who are the top 20 competitors from 113 Chains in 3 Miles for 22/02/2023 - 14/02/2024 split by Venue





Share of Wallet Change

How has share of wallet of customers of Black Lion KT65PL changed between two date ranges?





Market Summary

How does the local area for Black Lion KT65PL 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	£9.46M	8	£22.68M	9	£45.10M	8	£289.33M	8
Weekpart	Mon - Thu	40.4%	5	44.8%	8	42.8%	7	42.1%	6
Weekpart	Fri - Sat	45.8%	7	42.3%	4	43.0%	6	41.8%	5
Weekpart	Sun	13.8%	5	12.9%	3	14.2%	3	16.1%	7
Age	18 to 24	2.1%	2	2.3%	2	2.2%	1	3.3%	1
Age	25 to 34	13.3%	2	12.7%	2	11.2%	1	10.8%	1
Age	35 to 44	25.3%	7	23.8%	6	24.0%	6	24.0%	6
Age	45 to 54	25.4%	9	25.3%	9	24.9%	10	24.6%	10
Age	55 to 64	21.8%	9	21.2%	9	21.6%	9	20.2%	9
Age	65 to 74	7.7%	7	9.5%	8	10.2%	8	10.9%	9
Age	75+	4.4%	8	5.2%	9	5.9%	9	6.2%	9
CAMEO	Business Elite	28.7%	10	28.0%	10	26.2%	10	21.3%	10
CAMEO	Prosperous Professionals	11.3%	9	10.5%	9	9.5%	9	7.6%	7
CAMEO	Flourishing Society	22.0%	9	21.6%	9	24.3%	10	24.0%	10
CAMEO	Content Communities	9.3%	3	10.3%	3	10.6%	3	12.7%	6
CAMEO	White Collar Neighbourhoods	13.0%	7	13.0%	7	12.3%	7	12.4%	7
CAMEO	Enterprising Mainstream	3.0%	1	3.5%	2	3.9%	2	3.8%	1
CAMEO	Paying The Mortgage	6.7%	1	6.8%	1	7.0%	1	9.1%	1
CAMEO	Cash Conscious Communities	2.7%	1	3.1%	1	3.2%	1	4.8%	1
CAMEO	On A Budget	3.0%	2	2.8%	2	2.6%	1	3.8%	2
CAMEO	Family Value	0.4%	1	0.3%	1	0.4%	1	0.5%	1
Affluence	AB	62.0%	10	60.1%	10	59.9%	10	52.9%	10
Affluence	C1C2	31.9%	1	33.6%	1	33.8%	1	38.0%	1
Affluence	DE	6.1%	1	6.3%	1	6.2%	1	9.1%	1

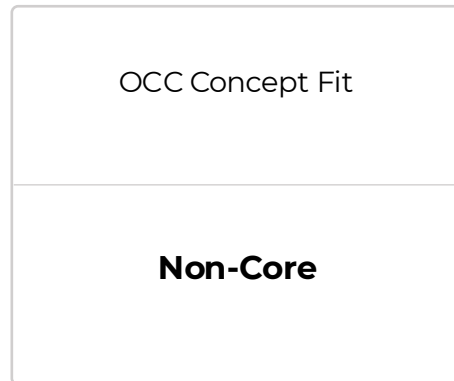


Site Potential 1

Site Characteristics

£3000

£18000



Achievable Average Weekly
Takings

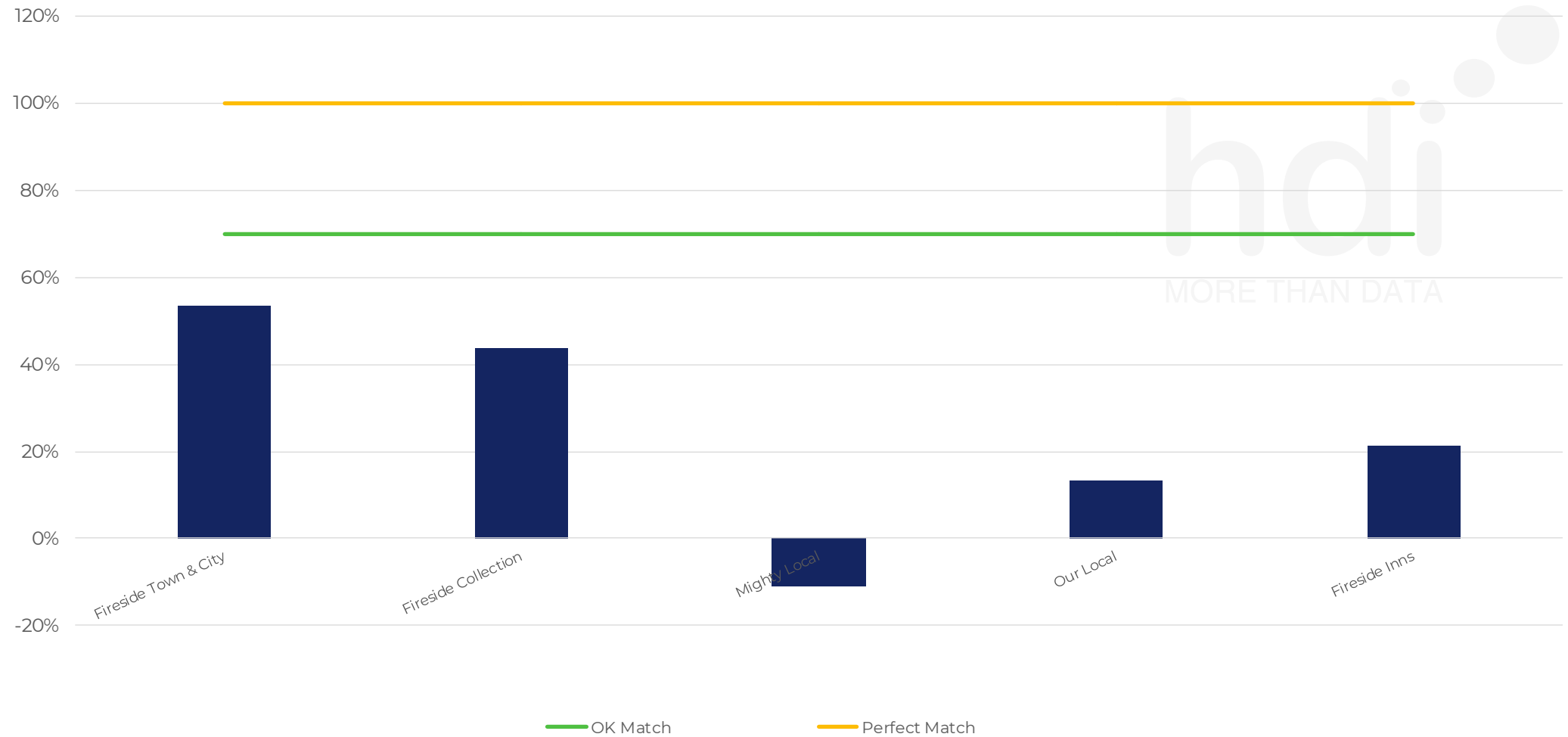
£20000

- 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



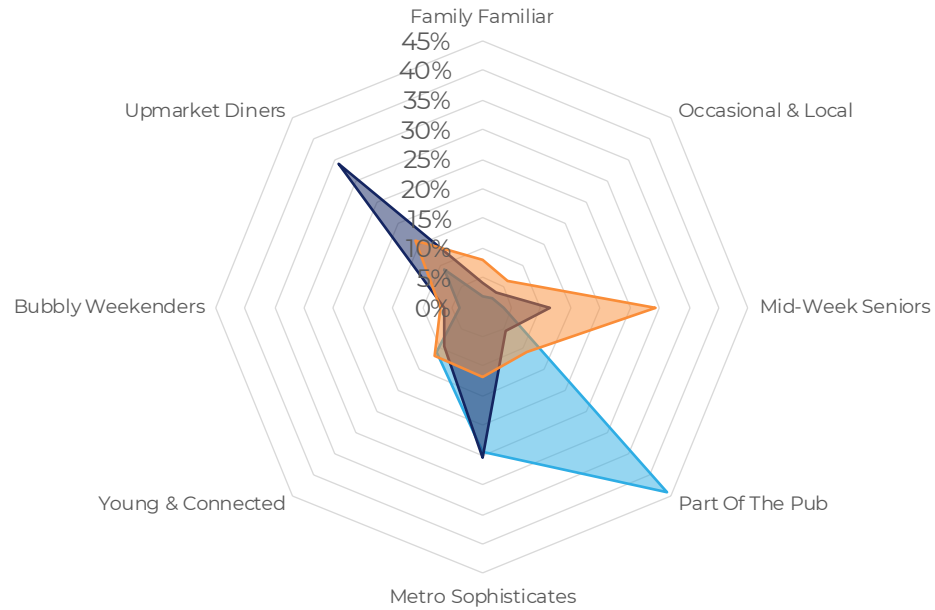
Site Potential 2

Concept Recommendation





Mix of spend by customer segment in Punch site and local market



Black Lion

Local Catchment

Punch T&L

	Customer Count	Family Familiar	Occasional & Local	Mid-Week Seniors	Part Of The Pub	Metro Sophisticates	Young & Connected	Bubbly Weekenders	Upmarket Diners
Black Lion	290	1.68%	2.31%	3.75%	44.14%	24.36%	10.80%	3.92%	9.01%
Local Catchment	10836	4.14%	3.58%	11.49%	5.85%	25.51%	9.14%	6.25%	34.00%
Punch T&L	111162	7.84%	6.05%	29.41%	10.80%	11.70%	11.49%	7.03%	15.65%
Black Lion vs Local Catchment		-2.46%	-1.27%	-7.74%	38.29%	-1.15%	1.66%	-2.33%	-24.99%
Black Lion vs Punch T&L		-6.16%	-3.74%	-25.66%	33.34%	12.66%	-0.69%	-3.11%	-6.64%
Local Catchment vs Punch T&L		-3.70%	-2.47%	-17.92%	-4.95%	13.81%	-2.35%	-0.78%	18.35%



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
Black Lion KT65PL	290	1.68%	2.31%	3.75%	44.14%	24.36%	10.80%	3.92%	9.01%
Victoria Hotel KT64JT	772	2.69%	1.48%	9.84%	3.77%	38.14%	8.42%	8.02%	27.61%
Grove (Surbiton) KT64BX	645	2.02%	1.08%	13.67%	4.82%	34.89%	6.67%	7.89%	28.91%
The Surbiton Flyer KT64NS	441	1.75%	0.76%	4.55%	17.03%	47.87%	5.00%	5.99%	17.01%
The Coronation Hall KT64LQ	551	8.51%	5.06%	10.82%	21.26%	23.52%	16.43%	6.79%	7.57%
Duke Of Buckingham KT13BB	60	3.55%	3.57%	36.10%	14.65%	9.06%	15.84%	4.38%	12.80%
Prince Of Wales KT66AL	235	1.14%	1.81%	8.43%	33.58%	33.04%	6.38%	2.20%	13.38%
Spring Grove Hotel KT12SF	272	1.88%	7.90%	15.76%	6.31%	24.88%	2.52%	5.86%	34.84%
Limping Fox KT70UX	187	3.15%	3.13%	6.45%	0.35%	36.89%	0.33%	3.86%	45.80%
ONeills Kingston-upon-Thames KT11BQ	624	6.46%	2.76%	5.72%	10.64%	18.73%	32.26%	12.43%	10.95%
Druids Head (Kingston Upon Thames) KT11JT	920	5.90%	3.36%	10.93%	10.96%	27.78%	14.85%	6.63%	19.54%
Foley KT100LZ	336	4.32%	2.39%	12.18%	7.49%	16.15%	2.57%	4.91%	49.95%
The North Star KT91EQ	213	15.72%	4.33%	25.19%	4.97%	16.38%	16.39%	4.17%	12.81%
The Harts Boatyard KT64ES	602	5.63%	3.22%	9.75%	1.41%	27.74%	10.96%	5.69%	35.55%
Ram (Kingston-Upon-Thames) KT11HL	831	3.76%	2.69%	9.58%	8.09%	28.64%	16.13%	9.40%	21.66%
The Kings Tun KT11QT	1084	7.10%	4.52%	13.85%	14.20%	18.39%	23.93%	10.25%	7.72%
Wheatsheaf Esher KT108AG	586	1.55%	3.42%	7.85%	7.95%	20.92%	2.36%	3.42%	52.48%
Mute Swan KT89BN	881	2.66%	2.24%	12.79%	3.05%	23.15%	2.16%	4.79%	49.12%
Bishop KT11PY	901	5.40%	2.82%	8.81%	3.19%	27.64%	11.52%	11.91%	28.67%
Circuit Kingston KT11QP	973	4.17%	1.97%	4.75%	0.99%	21.89%	30.81%	16.10%	19.28%
Prince Of Wales (East Molesey) KT89EU	593	1.60%	4.79%	8.51%	5.40%	36.07%	4.94%	5.78%	32.87%
Plough & Harrow KT65JD	147	1.18%	0.56%	8.42%	0.47%	24.05%	1.20%	3.25%	60.84%
The Anglers TW119NR	1198	2.49%	3.02%	6.59%	1.29%	28.82%	5.99%	7.49%	44.27%
Norbiton Kingston KT26PW	342	0.76%	6.69%	38.54%	2.33%	19.46%	2.74%	5.45%	23.98%
Bear KT109RQ	615	2.28%	1.70%	12.35%	1.36%	25.75%	9.85%	8.71%	37.96%