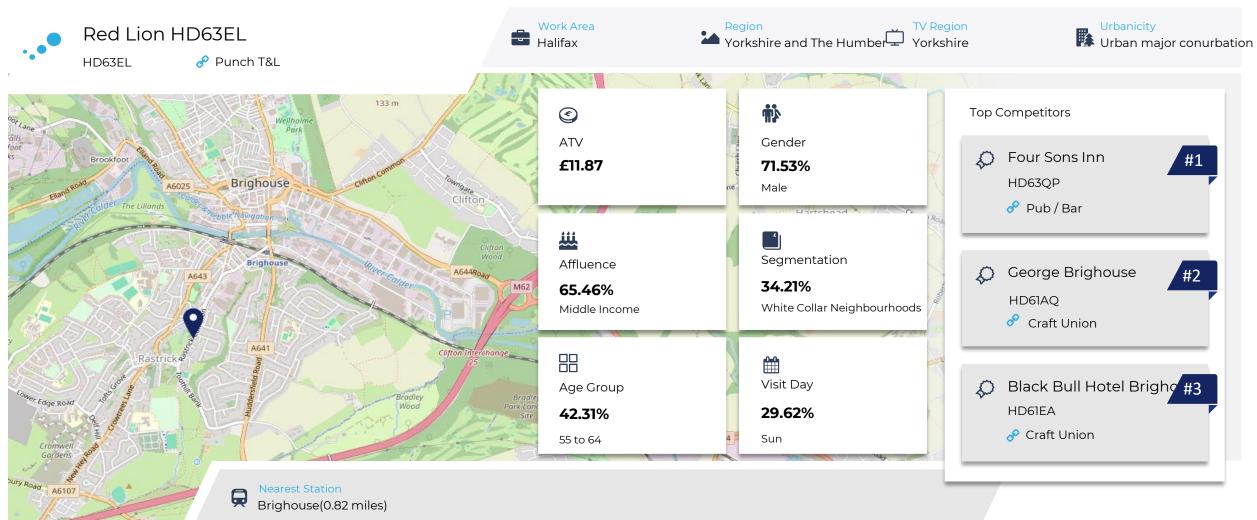




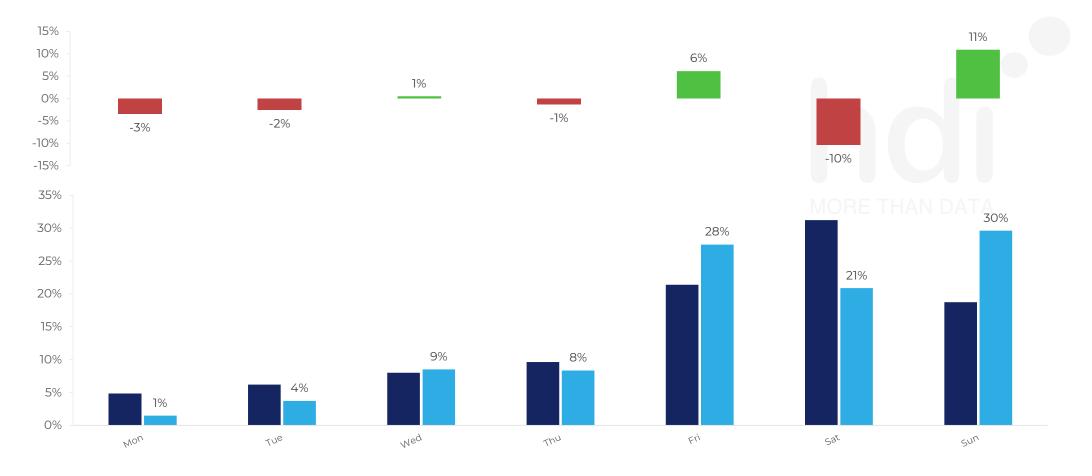
## Site Summary





How is customer spend distributed throughout the week for Red Lion HD63EL versus its competitors?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Day of Week

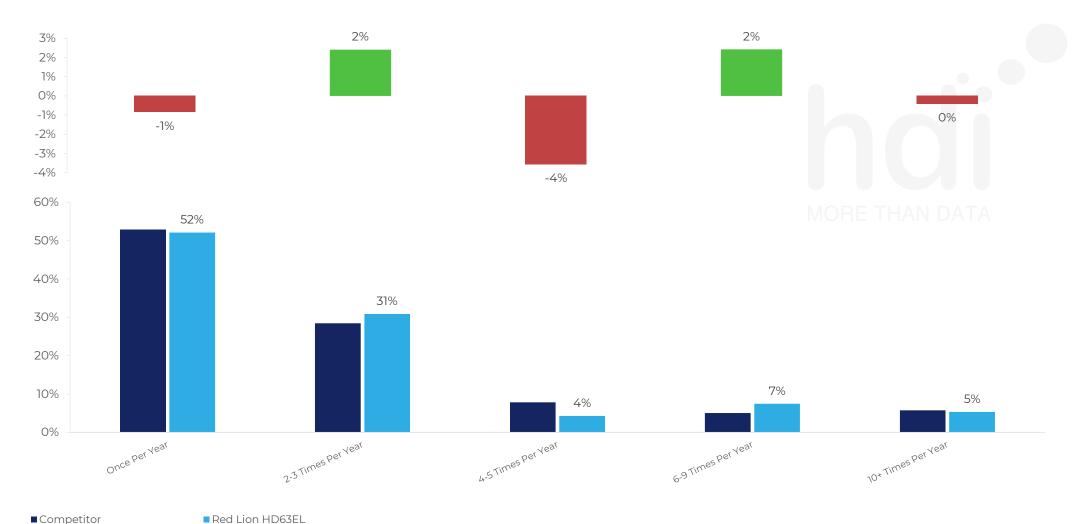




■Competitor ■ Red Lion HD63EL

How frequently per year do customers visit Red Lion HD63EL versus its competitors?

% of customer numbers for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 and the number of visits made Per Annum







ATV Change

### How has ATV changed between two date ranges?



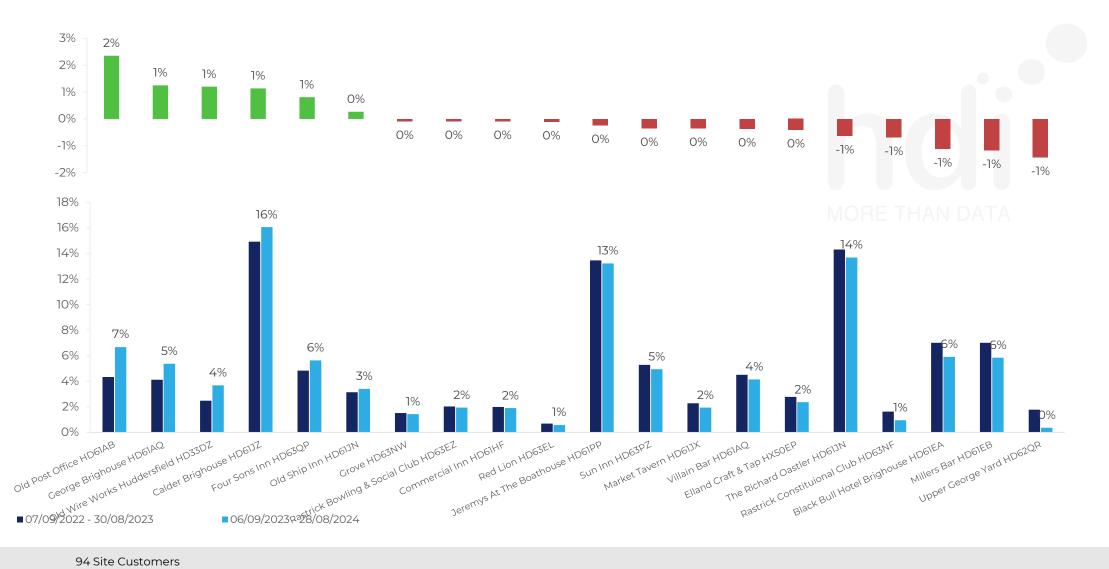




Market Share Change

How has market share changed between two date ranges?

% of market share spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024

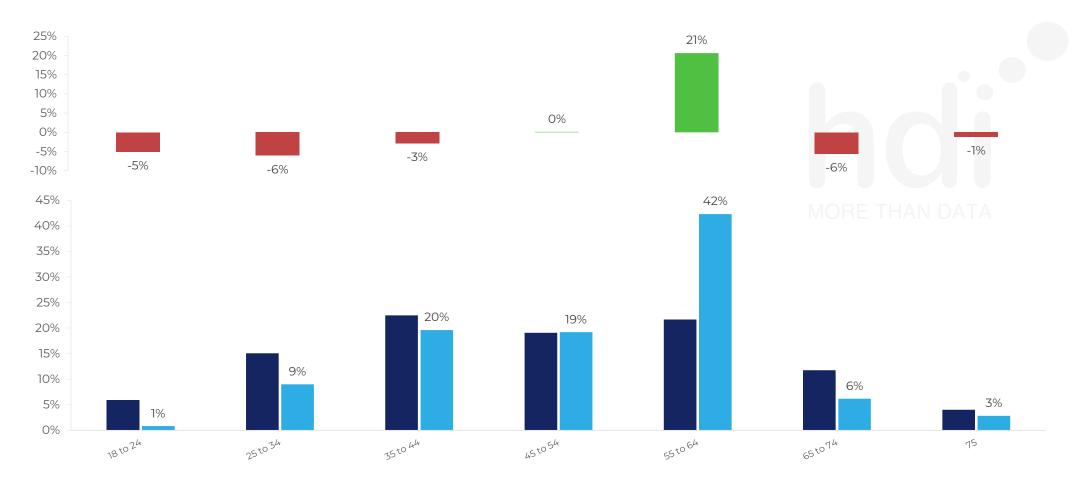






How does the age profile of customers who visit Red Lion HD63EL compare versus its competitors?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Age Range



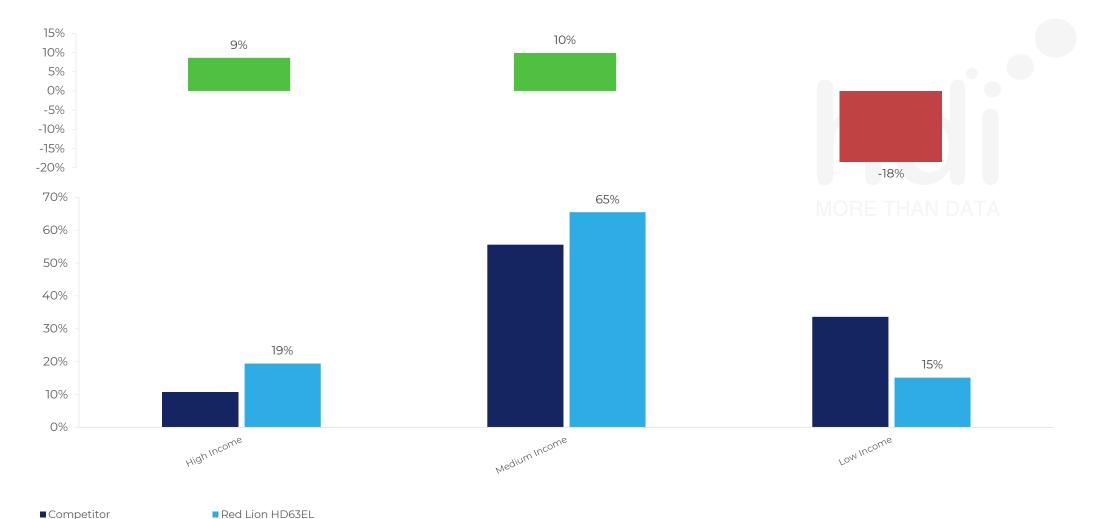


■Competitor ■ Red Lion HD63EL



How does the affluence of customers who visit Red Lion HD63EL compare versus its competitors?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Affluence





51 Site Customers 21909 Competitor Customers

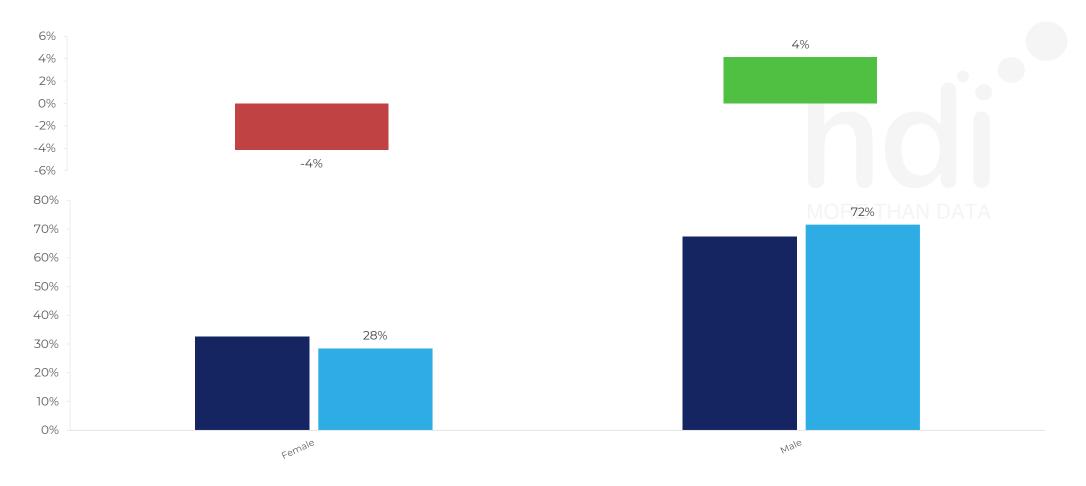
■ Competitor

■ Red Lion HD63EL



How does the gender profile of customers who visit Red Lion HD63EL compare versus its competitors?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Gender





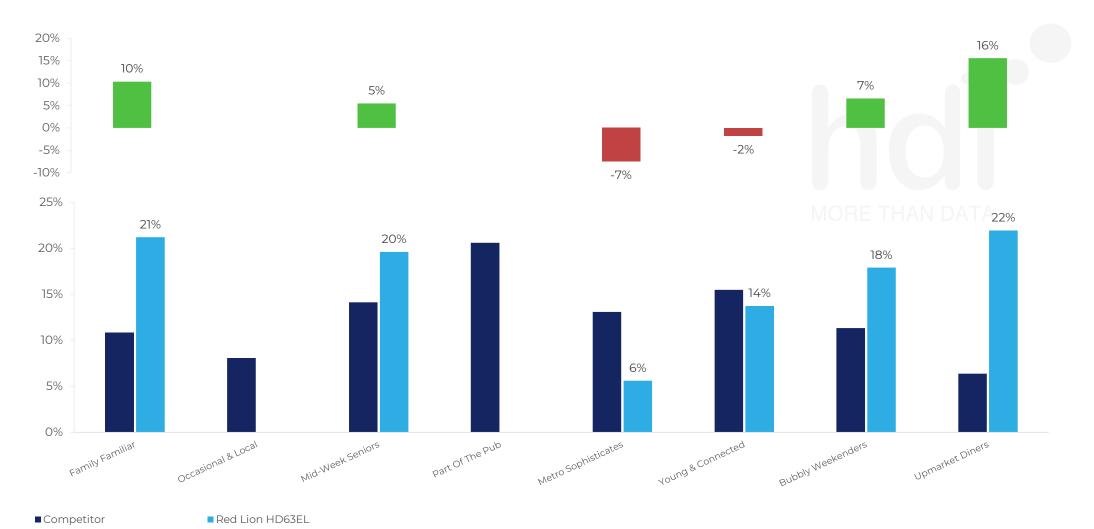
51 Site Customers 21909 Competitor Customers



Punch Segmentation

How does the Custom segmentation profile of customers who visit Red Lion HD63EL compare versus its competitors?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Segment







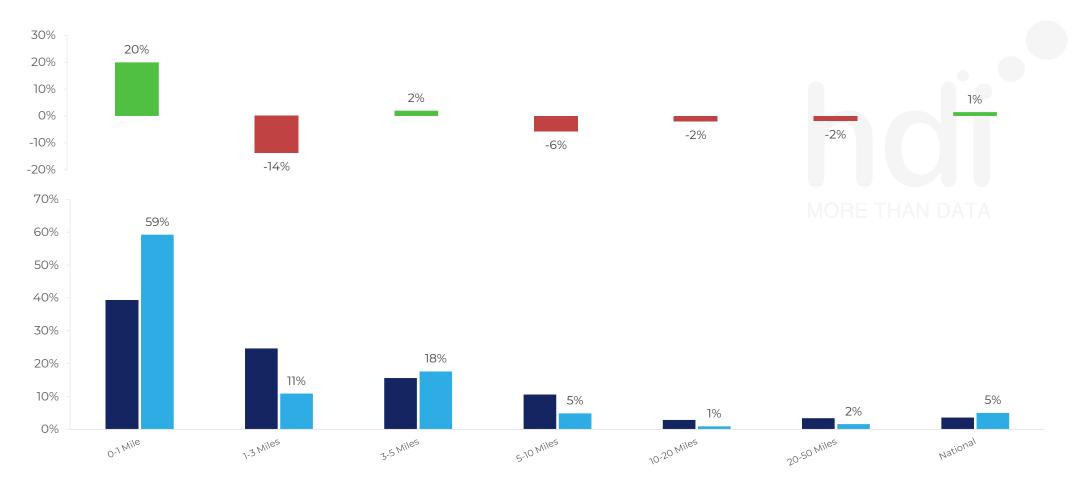
Spend by Distance

■ Competitor

■ Red Lion HD63EL

How does the spend profile of Red Lion HD63EL compare versus its competitors based on travel distances?

% of spend for Red Lion HD63EL and 97 Chains in 3 Miles from 06/09/2023 - 28/08/2024 split by Distance travelled





42 Site Customers 21023 Competitor Customers

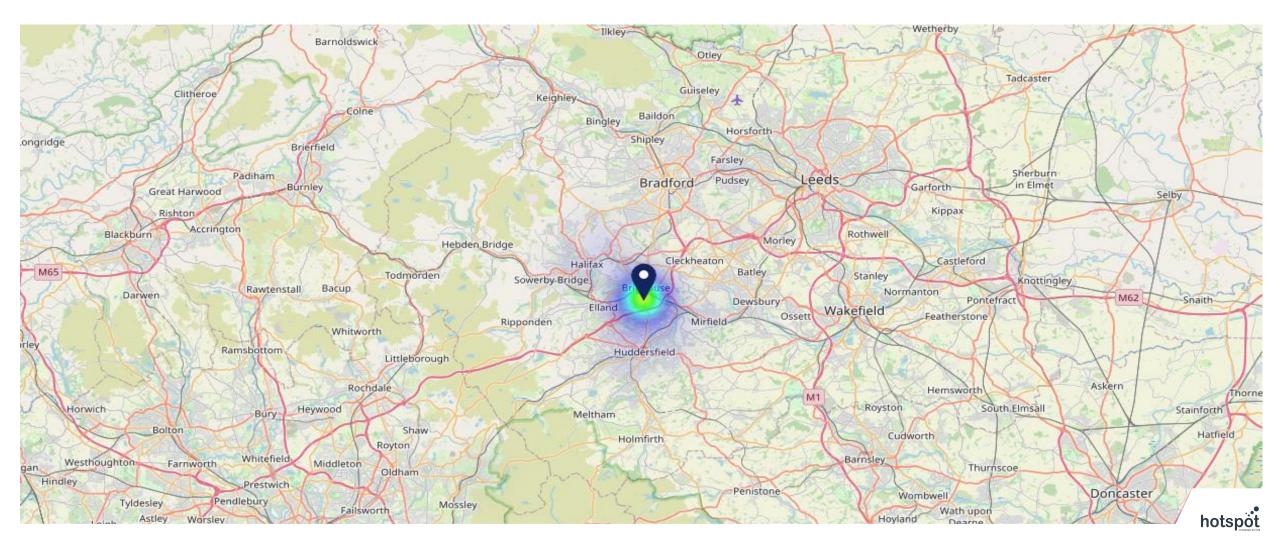


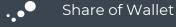


Map of Guest Origin

#### Where do customers of Red Lion HD63EL come from?

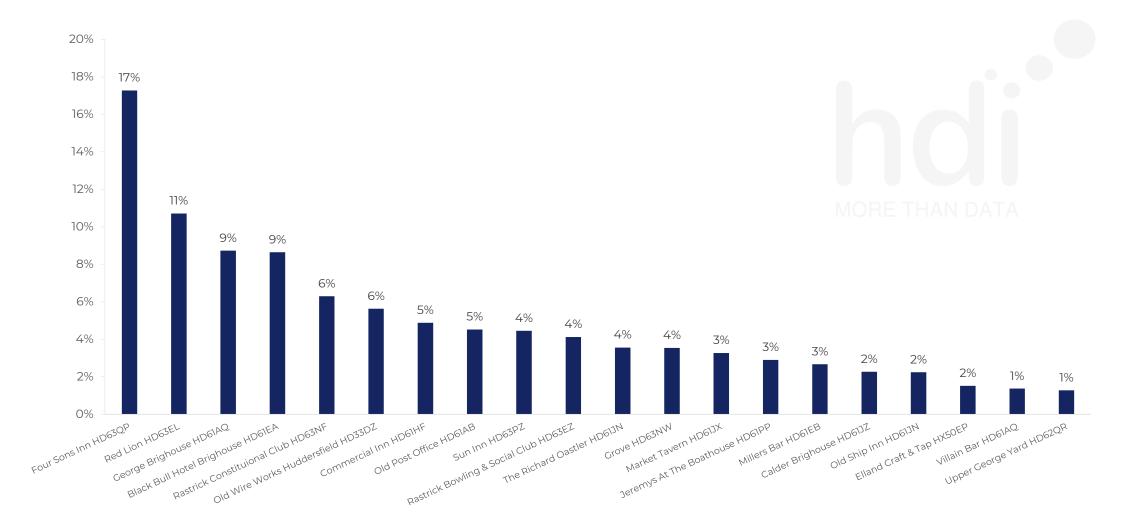
Where do customers of Red Lion HD63EL for 06/09/2023 - 28/08/2024 live





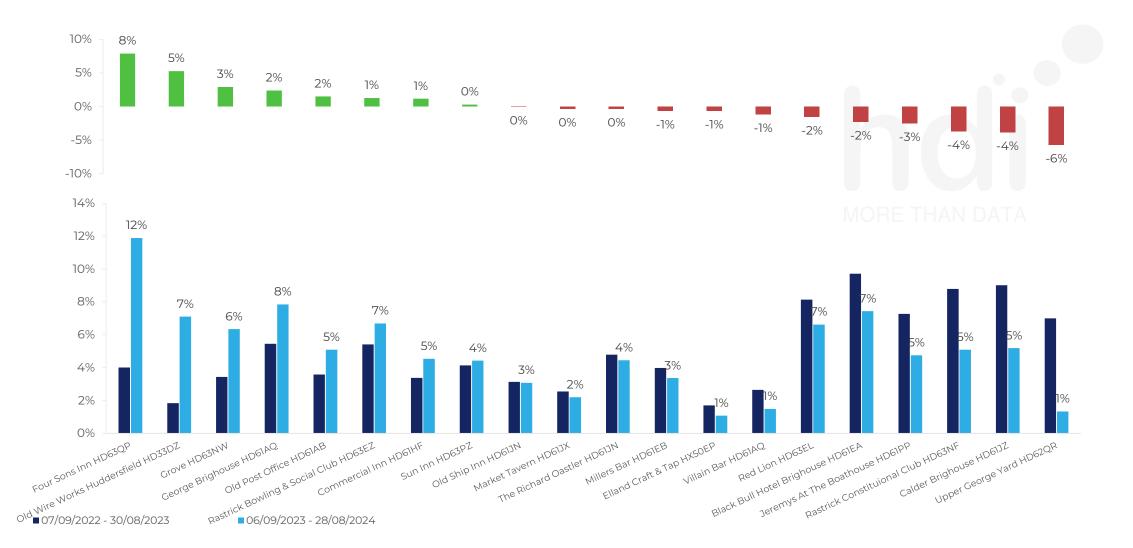
What are the Top 20 venues (by spend) that customers of Red Lion HD63EL also visit?

For customers of Red Lion HD63EL, who are the top 20 competitors from 97 Chains in 3 Miles for 06/09/2023 - 28/08/2024 split by Venue



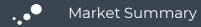


How has share of wallet of customers of Red Lion HD63EL changed between two date ranges?









How does the local area for Red Lion HD63EL 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	£39K	1	£300K	2	£14.07M	5	£83.68M	6
Weekpart	Mon - Thu	22.0%	1	29.3%	1	32.1%	1	40.8%	4
Weekpart	Fri - Sat	48.4%	8	47.2%	8	51.6%	10	42.0%	5
Weekpart	Sun	29.6%	10	23.5%	10	16.3%	7	17.1%	9
Age	18 to 24	0.8%	1	0.8%	1	6.6%	5	6.7%	5
Age	25 to 34	9.0%	1	8.6%	1	16.2%	2	17.9%	3
Age	35 to 44	19.6%	3	14.2%	1	23.5%	6	25.8%	8
Age	45 to 54	19.2%	4	44.4%	10	20.7%	6	19.9%	5
Age	55 to 64	42.3%	10	26.1%	10	19.2%	8	17.5%	8
Age	65 to 74	6.2%	5	4.1%	3	10.2%	9	8.4%	8
Age	75+	2.8%	7	1.8%	4	3.7%	8	3.8%	8
CAMEO	Business Elite	2.7%	3	2.1%	2	2.5%	2	3.1%	2
CAMEO	Prosperous Professionals	12.2%	10	1.6%	1	2.9%	2	3.1%	2
CAMEO	Flourishing Society	4.5%	2	2.1%	1	7.1%	2	7.0%	2
CAMEO	Content Communities	3.5%	1	6.0%	1	9.6%	2	9.7%	2
CAMEO	White Collar Neighbourhoods	34.2%	10	36.3%	10	11.8%	6	10.4%	4
CAMEO	Enterprising Mainstream	6.7%	5	19.8%	10	14.9%	10	14.4%	10
CAMEO	Paying The Mortgage	21.1%	9	15.4%	6	19.2%	9	18.4%	8
CAMEO	Cash Conscious Communities	0.9%	1	5.5%	3	14.0%	9	15.5%	10
CAMEO	On A Budget	10.7%	8	8.1%	7	11.0%	9	9.7%	9
CAMEO	Family Value	3.6%	6	3.1%	6	6.9%	8	8.7%	9
Affluence	AB	19.4%	4	5.7%	1	12.5%	2	13.3%	2
Affluence	C1C2	65.5%	10	77.5%	10	55.6%	9	52.8%	8
Affluence	DE	15.1%	4	16.8%	4	31.9%	9	34.0%	9

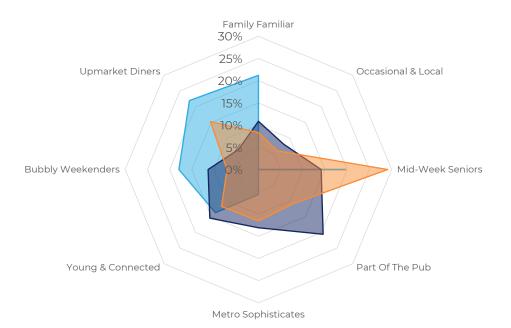






## Local Market Profile

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
Red Lion	16	21.21%	0.00%	19.60%	0.00%	5.61%	13.72%	17.90%	21.94%
Local Catchment	3497	10.87%	8.07%	14.13%	20.60%	13.09%	15.49%	11.33%	6.37%
Punch T&L	103132	8.32%	5.96%	29.09%	10.93%	11.57%	11.74%	7.07%	15.28%
Red Lion vs Local Catchment		10.34%	0.00%	5.47%	0.00%	-7.48%	-1.77%	6.57%	15.57%
Red Lion vs Punch T&L		12.89%	0.00%	-9.49%	0.00%	-5.96%	1.98%	10.83%	6.66%
Local Catchment vs Punch T&L		2.55%	2.11%	-14.96%	9.67%	1.52%	3.75%	4.26%	-8.91%













# 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
Four Sons Inn HD63QP	105	6.85%	4.74%	58.94%	3.06%	4.18%	8.05%	7.52%	6.62%
Red Lion HD63EL	16	21.21%	0.00%	19.60%	0.00%	5.61%	13.72%	17.90%	21.94%
George Brighouse HD61AQ	276	17.55%	7.29%	4.59%	14.15%	10.75%	27.75%	15.27%	2.62%
Black Bull Hotel Brighouse HD61EA	264	20.50%	6.97%	2.17%	13.44%	10.01%	27.97%	17.63%	1.26%
Rastrick Constituional Club HD63NF	3	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Old Wire Works Huddersfield HD33DZ	105	10.12%	26.08%	0.72%	32.92%	3.24%	11.47%	14.71%	0.70%
Commercial Inn HD61HF	87	6.05%	2.52%	8.71%	15.64%	10.49%	30.17%	19.19%	7.19%
Old Post Office HD61AB	358	9.31%	5.67%	6.75%	25.58%	12.66%	21.91%	14.29%	3.80%
Sun Inn HD63PZ	91	5.16%	14.24%	22.56%	3.94%	6.06%	10.22%	23.45%	14.33%
Rastrick Bowling & Social Club HD63EZ	56	4.02%	57.25%	12.63%	6.72%	9.12%	4.30%	2.58%	3.33%
The Richard Oastler HD61JN	674	17.16%	7.16%	13.62%	18.84%	6.69%	20.19%	10.99%	5.31%
Grove HD63NW	31	15.04%	1.76%	14.32%	21.78%	18.37%	13.21%	15.49%	0.00%
Market Tavern HD61JX	55	3.01%	3.70%	33.82%	40.51%	15.14%	1.81%	0.52%	1.45%
Jeremys At The Boathouse HD61PP	526	15.67%	2.60%	11.85%	6.76%	10.72%	25.30%	18.74%	8.32%
Millers Bar HD61EB	279	13.84%	3.71%	10.87%	6.16%	10.41%	26.36%	20.09%	8.52%
Calder Brighouse HD61JZ	567	15.42%	5.76%	7.57%	12.20%	11.21%	31.03%	14.15%	2.62%
Old Ship Inn HD61JN	223	15.74%	10.25%	6.12%	19.99%	11.27%	21.99%	10.92%	3.69%
Elland Craft & Tap HX50EP	46	7.57%	1.91%	4.13%	46.60%	27.98%	6.31%	2.46%	3.01%
Villain Bar HD61AQ	168	21.50%	3.12%	5.51%	3.16%	6.37%	21.28%	21.00%	18.02%
Upper George Yard HD62QR	13	6.94%	31.83%	28.62%	0.00%	29.87%	1.47%	0.00%	1.24%
Red Rooster HD62QR	14	0.00%	50.19%	8.17%	2.39%	6.70%	10.19%	20.42%	1.90%
Cavalry Arms HD33BR	51	1.69%	2.76%	3.53%	36.35%	13.75%	9.61%	17.79%	14.47%
Dusty Miller HD62PB	152	5.47%	3.86%	7.69%	31.70%	23.86%	16.01%	5.72%	5.65%
Shepherd's Arms HD22NB	48	19.94%	6.78%	22.49%	5.83%	11.79%	6.96%	11.53%	14.64%
Junction Inn Huddersfield HD14LA	86	0.93%	1.45%	0.35%	91.84%	1.18%	1.92%	1.21%	1.08%