

Location Report



| Created: Sep 10 2025 11:08AM in 1 seconds |

...: PUB SEGMENTATION ...

Site: Royal Oak, LA11 6LX

A Village All Rounder pub is the hub of the traditional community village. The local age population is older and of mid-affluence. Successful pubs can do both food and drink, although there will be a price sensitivity especially around drink. A warm welcoming pub would appeal to both locals and allow the pub to appeal to a wider geographical audience. A lot of the competition is unbranded. Traditional games and decor should contribute to an authentic experience and the right tenant and manager will be key to create the right ambience.

Variable	Target Value
Best Fit Segmentation	Village All Rounder
How close it the Best Fit	0.89
Second Best Fit Segmentation	Premium Village
How close it the Second Best Fit	0.63
Third Best Fit Segmentation	none
How close it the Third Best Fit	0.00



GROUP 2: COMFORTABLE SCEPTICS

Likely retired with time on their hands, they regularly seek out coffee shops during shopping or other trips, choosing familiar places as they can be wary of trying something new.



GROUP 4: COST CONSCIOUS CHAMPIONS

Unfussy, but wary of trying somewhere new, they always look carefully at the price. However they will be strong advocates for places they do enjoy.



GROUP 5: CAREFREE DOLCE VITAS

Empty-nesters, discerning and health-conscious, they frequently enjoy meals out with family and friends, invariably with a glass of wine.













GROUP 8: STEADFAST SIPPERS

They've got their favourite places, rarely push the boat out, and prefer staying close to home.











...: MATCH CONSUMER SEGMENTATION ...

Site: **Royal Oak, LA11 6LX : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	58	12.98%	9,583,035	15.35%	84.56%	
C02. Comfortable Sceptics	79	17.67%	8,713,823	13.95%	126.66%	
C03. Mainstream Minded	37	8.28%	6,388,194	10.23%	80.92%	
C04. Cost-Conscious Champions	56	12.53%	7,857,998	12.58%	99.56%	
C05. Carefree Dolce Vitas	30	6.71%	4,527,939	7.25%	92.56%	
C06. Family Pit Stoppers	29	6.49%	4,593,126	7.35%	88.21%	
C07. Trending Tastemakers	39	8.72%	5,955,829	9.54%	91.48%	
C08. Steadfast Sippers	43	9.62%	4,164,917	6.67%	144.24%	
C09. Sparkling Socialisers	43	9.62%	4,164,917	6.67%	144.24%	
C10. Business Class Seekers	34	7.61%	5,441,256	8.71%	87.30%	
Total	447	100.00%	62,449,686	100.00%	100.00%	











...: MATCH CONSUMER SEGMENTATION ...

Site: **Royal Oak, LA11 6LX : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	88	13.50%	9,583,035	15.35%	87.96%	
C02. Comfortable Sceptics	116	17.79%	8,713,823	13.95%	127.51%	
C03. Mainstream Minded	54	8.28%	6,388,194	10.23%	80.97%	
C04. Cost-Conscious Champions	78	11.96%	7,857,998	12.58%	95.07%	
C05. Carefree Dolce Vitas	45	6.90%	4,527,939	7.25%	95.19%	
C06. Family Pit Stoppers	37	5.67%	4,593,126	7.35%	77.16%	
C07. Trending Tastemakers	57	8.74%	5,955,829	9.54%	91.67%	
C08. Steadfast Sippers	62	9.51%	4,164,917	6.67%	142.58%	
C09. Sparkling Socialisers	62	9.51%	4,164,917	6.67%	142.58%	
C10. Business Class Seekers	55	8.44%	5,441,256	8.71%	96.82%	
Total	652	100.00%	62,449,686	100.00%	100.00%	











...: MATCH CONSUMER SEGMENTATION ...

Site: **Royal Oak, LA11 6LX : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	111	13.82%	9,583,035	15.35%	90.08%	
C02. Comfortable Sceptics	148	18.43%	8,713,823	13.95%	132.09%	
C03. Mainstream Minded	62	7.72%	6,388,194	10.23%	75.48%	
C04. Cost-Conscious Champions	93	11.58%	7,857,998	12.58%	92.04%	
C05. Carefree Dolce Vitas	53	6.60%	4,527,939	7.25%	91.03%	
C06. Family Pit Stoppers	43	5.35%	4,593,126	7.35%	72.81%	
C07. Trending Tastemakers	67	8.34%	5,955,829	9.54%	87.49%	
C08. Steadfast Sippers	80	9.96%	4,164,917	6.67%	149.38%	
C09. Sparkling Socialisers	80	9.96%	4,164,917	6.67%	149.38%	
C10. Business Class Seekers	70	8.72%	5,441,256	8.71%	100.05%	
Total	803	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Royal Oak, LA11 6LX : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	1,104	13.42%	9,583,035	15.35%	87.43%	
C02. Comfortable Sceptics	1,473	17.90%	8,713,823	13.95%	128.29%	
C03. Mainstream Minded	678	8.24%	6,388,194	10.23%	80.54%	
C04. Cost-Conscious Champions	923	11.22%	7,857,998	12.58%	89.14%	
C05. Carefree Dolce Vitas	595	7.23%	4,527,939	7.25%	99.72%	
C06. Family Pit Stoppers	403	4.90%	4,593,126	7.35%	66.59%	
C07. Trending Tastemakers	631	7.67%	5,955,829	9.54%	80.40%	
C08. Steadfast Sippers	838	10.18%	4,164,917	6.67%	152.69%	
C09. Sparkling Socialisers	838	10.18%	4,164,917	6.67%	152.69%	
C10. Business Class Seekers	774	9.41%	5,441,256	8.71%	107.95%	
Total	8,229	100.00%	62,449,686	100.00%	100.00%	

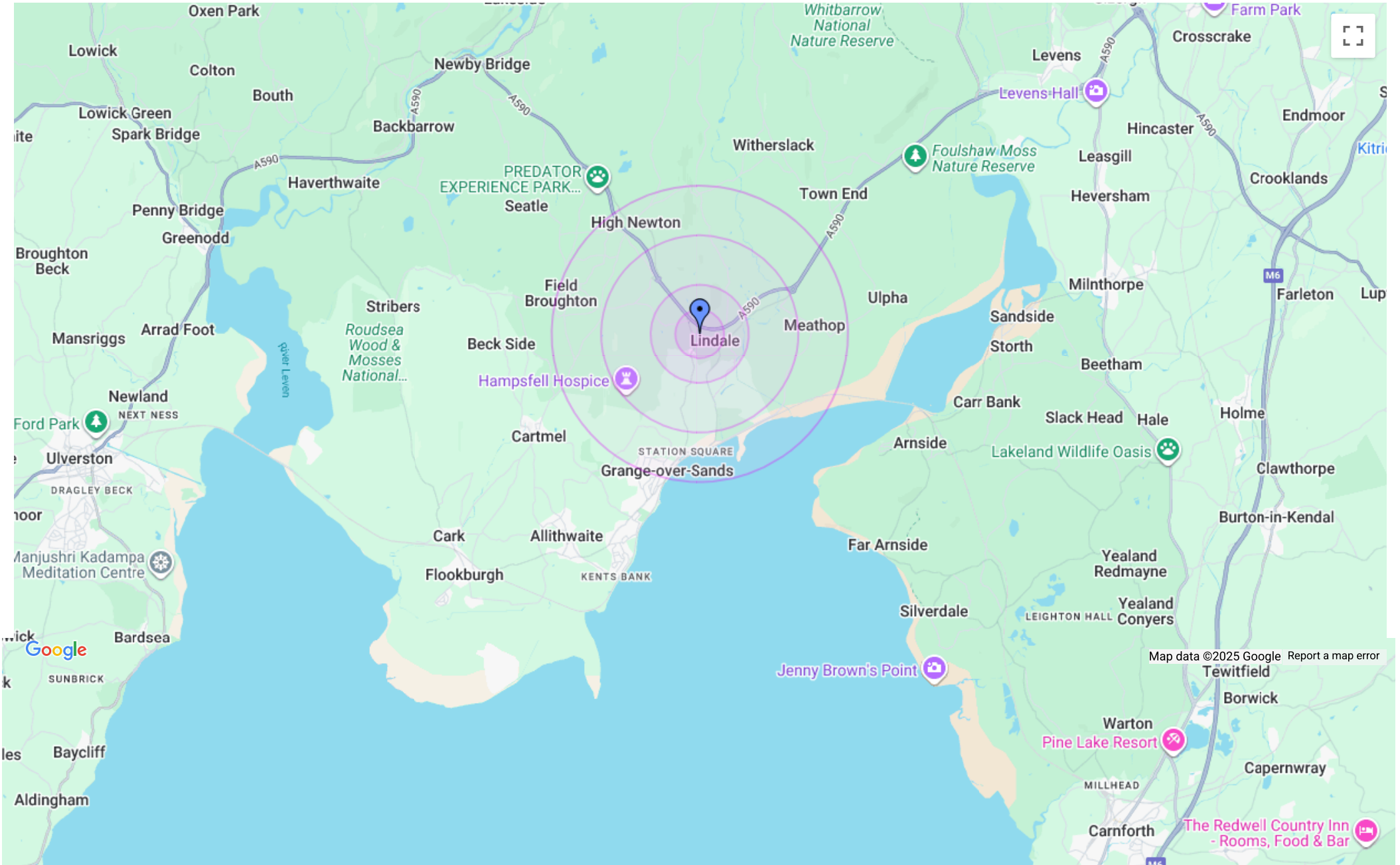
...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 66360 Royal Oak, LA11 6LX | 2025-09-10 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	0.61	235650	Ambecourt Chinese Restaurant	Main Street, Lindale, GRANGE-OVER-SANDS	LA11 6LP	Chinese Restaurants	Independent Free	Unbranded
2	1.94	66372	Grange Golf Club	Meathop Road, GRANGE-OVER-SANDS	LA11 6QX	Golf Club	Independent Free	Unbranded
3	1.96	66348	Cumbria Grand Hotel	Lindale Road, GRANGE-OVER-SANDS	LA11 6EN	Hotel	Strathmore Hotels	Unbranded
4	2.20	66386	Netherwood Hotel	Lindale Road, GRANGE-OVER-SANDS	LA11 6ET	Hotel	Independent Free	Unbranded
5	2.26	66373	Woodlands Hotel	, Meathop, GRANGE-OVER-SANDS	LA11 6RB	Hotel	Independent Free	Unbranded
6	2.26	66347	Grange Hotel	Station Square, GRANGE-OVER-SANDS	LA11 6EJ	Hotel	Independent Free	Unbranded
7	2.27	231808	Elton Hotel	Eggerslack Terrace, GRANGE-OVER-SANDS	LA11 6EQ	Guest/Boarding House	Independent Free	Unbranded
8	2.43	66344	Hampsfell Hotel	Hampsfell Road, GRANGE-OVER-SANDS	LA11 6BG	Hotel	Independent Free	Unbranded
9	2.65	66355	Heft	High Newton, Newton In Cartmel, GRANGE-OVER-SANDS	LA11 6JH	Dry Led	Independent Free	Unbranded
10	2.66	66345	Commodore Inn	Main Street, GRANGE-OVER-SANDS	LA11 6DY	Circuit Bar - Traditional Town	Lakeland Inns	Unbranded
11	2.86	234749	Keg & Kitchen	Main Street, GRANGE-OVER-SANDS	LA11 6AB	Circuit Bar - Traditional Town	Independent Free	Unbranded
12	2.97	1125635	Thornleigh	The Esplanade, GRANGE-OVER-SANDS	LA11 7HH	Hotel	Independent Free	Unbranded
13	3.07	66354	Aynsome Manor Hotel	Aynsome Lane, Cartmel, GRANGE-OVER-SANDS	LA11 6HH	Hotel	Independent Free	Unbranded
14	3.36	66350	Grange Fell Golf Club	Grange Fell Road, GRANGE-OVER-SANDS	LA11 6HB	Golf Club	Independent Free	Unbranded
15	3.50	66351	Uplands	Haggs Lane, Cartmel, GRANGE-OVER-SANDS	LA11 6HD	Restaurant	Independent Free	Unbranded
16	3.80	211587	Pig & Whistle	Aynsome Road, Cartmel, GRANGE-OVER-SANDS	LA11 6PL	Dry Led	Robinsons	Unbranded
17	3.89	259408	Derby Arms Hotel	, Witherslack, GRANGE-OVER-SANDS	LA11 6RN	Hotel	Bispham Green Brewery	Unbranded
18	3.95	27309703	Oscars	The Causeway, Cartmel, GRANGE-OVER-SANDS	LA11 6PG	Cafe Bar/Wine Bar/Brasserie/Bar & Restaurant	Independent Free	Unbranded
19	3.97	66366	Cavendish Arms	Cavendish Street, Cartmel, GRANGE-OVER-SANDS	LA11 6QA	Hotel	Star Pubs & Bars	Unbranded
20	3.97	275163	L'enclume	Cavendish Street, Cartmel, GRANGE-OVER-SANDS	LA11 6QA	French Restaurants	Independent Free	Unbranded

...: NEAREST COMPETITORS ...:

| 20 Nearest Competitors centred on CGAIdent: 66360 Royal Oak, LA11 6LX | 2025-09-10 |

Circles on the map are 500m, 1km, 2km and 3km radii bands



...: POPULATION BY AGE BAND ...

Site: **Royal Oak, LA11 6LX : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	66	11.40%	7,192,567	11.72%	97.23%	■
Aged 10 to 14	20	3.45%	3,548,969	5.79%	59.71%	■
Aged 15 to 17	17	2.94%	2,266,886	3.70%	79.46%	■
Aged 18 to 24	22	3.80%	5,771,900	9.41%	40.39%	■
Aged 25 to 34	45	7.77%	8,185,472	13.34%	58.25%	■
Aged 35 to 44	77	13.30%	8,562,889	13.96%	95.28%	■
Aged 45 to 54	94	16.23%	8,485,313	13.83%	117.38%	■
Aged 55 to 64	90	15.54%	7,225,032	11.78%	131.98%	■
Aged 65 to 75	100	17.27%	5,331,903	8.69%	198.72%	■
Aged 75 to 84	40	6.91%	3,416,724	5.57%	124.04%	■
Aged 85+	8	1.38%	1,360,040	2.22%	62.32%	■
Aged under 18	108	18.65%	16,513,436	26.92%	69.30%	■
Adults (Aged 18-64)	328	56.65%	38,230,606	62.32%	90.90%	■
Total	579	100.00%	61,347,695	100.00%	100.00%	














...: POPULATION BY AGE BAND ...

Site: **Royal Oak, LA11 6LX : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	66	11.40%	7,192,567	11.72%	97.23%	
Aged 10 to 14	20	3.45%	3,548,969	5.79%	59.71%	
Aged 15 to 17	17	2.94%	2,266,886	3.70%	79.46%	
Aged 18 to 24	22	3.80%	5,771,900	9.41%	40.39%	
Aged 25 to 34	45	7.77%	8,185,472	13.34%	58.25%	
Aged 35 to 44	77	13.30%	8,562,889	13.96%	95.28%	
Aged 45 to 54	94	16.23%	8,485,313	13.83%	117.38%	
Aged 55 to 64	90	15.54%	7,225,032	11.78%	131.98%	
Aged 65 to 75	100	17.27%	5,331,903	8.69%	198.72%	
Aged 75 to 84	40	6.91%	3,416,724	5.57%	124.04%	
Aged 85+	8	1.38%	1,360,040	2.22%	62.32%	
Aged under 18	108	18.65%	16,513,436	26.92%	69.30%	
Adults (Aged 18-64)	328	56.65%	38,230,606	62.32%	90.90%	
Total	579	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Royal Oak, LA11 6LX : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	73	9.53%	7,192,567	11.72%	81.28%	
Aged 10 to 14	31	4.05%	3,548,969	5.79%	69.96%	
Aged 15 to 17	24	3.13%	2,266,886	3.70%	84.79%	
Aged 18 to 24	34	4.44%	5,771,900	9.41%	47.18%	
Aged 25 to 34	54	7.05%	8,185,472	13.34%	52.83%	
Aged 35 to 44	97	12.66%	8,562,889	13.96%	90.72%	
Aged 45 to 54	132	17.23%	8,485,313	13.83%	124.59%	
Aged 55 to 64	128	16.71%	7,225,032	11.78%	141.89%	
Aged 65 to 75	119	15.54%	5,331,903	8.69%	178.75%	
Aged 75 to 84	60	7.83%	3,416,724	5.57%	140.64%	
Aged 85+	14	1.83%	1,360,040	2.22%	82.44%	
Aged under 18	138	18.02%	16,513,436	26.92%	66.93%	
Adults (Aged 18-64)	445	58.09%	38,230,606	62.32%	93.22%	
Total	766	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION BY AGE BAND ...

Site: **Royal Oak, LA11 6LX : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	524	6.36%	7,192,567	11.72%	54.28%	
Aged 10 to 14	291	3.53%	3,548,969	5.79%	61.09%	
Aged 15 to 17	254	3.08%	2,266,886	3.70%	83.48%	
Aged 18 to 24	329	4.00%	5,771,900	9.41%	42.47%	
Aged 25 to 34	439	5.33%	8,185,472	13.34%	39.96%	
Aged 35 to 44	785	9.53%	8,562,889	13.96%	68.30%	
Aged 45 to 54	1,119	13.59%	8,485,313	13.83%	98.25%	
Aged 55 to 64	1,407	17.09%	7,225,032	11.78%	145.09%	
Aged 65 to 75	1,446	17.56%	5,331,903	8.69%	202.06%	
Aged 75 to 84	1,107	13.44%	3,416,724	5.57%	241.39%	
Aged 85+	533	6.47%	1,360,040	2.22%	291.99%	
Aged under 18	1,144	13.89%	16,513,436	26.92%	51.62%	
Adults (Aged 18-64)	4,079	49.54%	38,230,606	62.32%	79.49%	
Total	8,234	100.00%	61,347,695	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Royal Oak, LA11 6LX : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	97	21.70%	12,753,342	20.57%	105.49%	
Low	16	3.58%	13,318,108	21.48%	16.66%	
Average	96	21.48%	11,835,833	19.09%	112.49%	
High	143	31.99%	13,679,112	22.07%	144.99%	
Very High	95	21.25%	10,408,216	16.79%	126.59%	
Total	447	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Royal Oak, LA11 6LX : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	97	14.88%	12,753,342	20.57%	72.32%	
Low	16	2.45%	13,318,108	21.48%	11.42%	
Average	196	30.06%	11,835,833	19.09%	157.46%	
High	185	28.37%	13,679,112	22.07%	128.59%	
Very High	158	24.23%	10,408,216	16.79%	144.34%	
Total	652	100.00%	61,994,611	100.00%	100.00%	






...: POPULATION AFFLUENCE ...

Site: **Royal Oak, LA11 6LX : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	97	12.08%	12,753,342	20.57%	58.72%	
Low	16	1.99%	13,318,108	21.48%	9.28%	
Average	196	24.41%	11,835,833	19.09%	127.85%	
High	284	35.37%	13,679,112	22.07%	160.29%	
Very High	210	26.15%	10,408,216	16.79%	155.77%	
Total	803	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Royal Oak, LA11 6LX : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	378	4.61%	12,753,342	20.57%	22.42%	
Low	879	10.73%	13,318,108	21.48%	49.93%	
Average	1,649	20.12%	11,835,833	19.09%	105.40%	
High	2,422	29.55%	13,679,112	22.07%	133.94%	
Very High	2,867	34.98%	10,408,216	16.79%	208.38%	
Total	8,195	100.00%	61,994,611	100.00%	100.00%	