

Location Report



| Created: Sep 10 2025 11:07AM in 1 seconds |

...: PUB SEGMENTATION ...

Site: **Wheatsheaf Inn, LA 8 8AN**

A Premium Village pub is typically located in a fairly affluent village. Food would be an important focus offered in an authentic visually appealing environment. A beer garden would also be a bonus to entice people out from the nearby suburbs. Drinks are worth less in sales terms but there is the opportunity to charge a premium within the right setting. The ambience needs to appeal to locals to drive traffic midweek so creating a genuine warm environment with cosy nooks and open fires would be ideal.

Variable	Target Value
Best Fit Segmentation	Premium Village
How close it the Best Fit	0.65
Second Best Fit Segmentation	Village All Rounder
How close it the Second Best Fit	0.10
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 weary of trying something new.



GROUP 8: STEADFAST SIPPERS

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



GROUP 9: SPARKLING SOCIALISERS

Regularly wine & dine out with friends in upmarket casual dining restaurants. They're always looking for new places to add to their list of old favourites.



GROUP 10: BUSINESS CLASS-SEEKERS

Big spenders on food and drink whether on business or with the family. They think nothing of dining out, and trips always include a meal somewhere.

...: MATCH CONSUMER SEGMENTATION ...

Site: **Wheatsheaf Inn, LA 8 8AN : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	24	14.37%	9,583,035	15.35%	93.65%	
C02. Comfortable Sceptics	32	19.16%	8,713,823	13.95%	137.33%	
C03. Mainstream Minded	10	5.99%	6,388,194	10.23%	58.54%	
C04. Cost-Conscious Champions	15	8.98%	7,857,998	12.58%	71.38%	
C05. Carefree Dolce Vitas	10	5.99%	4,527,939	7.25%	82.59%	
C06. Family Pit Stoppers	8	4.79%	4,593,126	7.35%	65.13%	
C07. Trending Tastemakers	12	7.19%	5,955,829	9.54%	75.34%	
C08. Steadfast Sippers	15	8.98%	4,164,917	6.67%	134.68%	
C09. Sparkling Socialisers	15	8.98%	4,164,917	6.67%	134.68%	
C10. Business Class Seekers	18	10.78%	5,441,256	8.71%	123.70%	
Total	167	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Wheatsheaf Inn, LA 8 8AN : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	26	14.77%	9,583,035	15.35%	96.27%	
C02. Comfortable Sceptics	34	19.32%	8,713,823	13.95%	138.45%	
C03. Mainstream Minded	10	5.68%	6,388,194	10.23%	55.54%	
C04. Cost-Conscious Champions	15	8.52%	7,857,998	12.58%	67.73%	
C05. Carefree Dolce Vitas	10	5.68%	4,527,939	7.25%	78.36%	
C06. Family Pit Stoppers	8	4.55%	4,593,126	7.35%	61.80%	
C07. Trending Tastemakers	13	7.39%	5,955,829	9.54%	77.45%	
C08. Steadfast Sippers	15	8.52%	4,164,917	6.67%	127.79%	
C09. Sparkling Socialisers	15	8.52%	4,164,917	6.67%	127.79%	
C10. Business Class Seekers	20	11.36%	5,441,256	8.71%	130.42%	
Total	176	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Wheatsheaf Inn, LA 8 8AN : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	32	14.35%	9,583,035	15.35%	93.51%	
C02. Comfortable Sceptics	42	18.83%	8,713,823	13.95%	134.98%	
C03. Mainstream Minded	13	5.83%	6,388,194	10.23%	56.99%	
C04. Cost-Conscious Champions	19	8.52%	7,857,998	12.58%	67.71%	
C05. Carefree Dolce Vitas	13	5.83%	4,527,939	7.25%	80.40%	
C06. Family Pit Stoppers	10	4.48%	4,593,126	7.35%	60.97%	
C07. Trending Tastemakers	17	7.62%	5,955,829	9.54%	79.93%	
C08. Steadfast Sippers	19	8.52%	4,164,917	6.67%	127.75%	
C09. Sparkling Socialisers	19	8.52%	4,164,917	6.67%	127.75%	
C10. Business Class Seekers	26	11.66%	5,441,256	8.71%	133.81%	
Total	223	100.00%	62,449,686	100.00%	100.00%	

...: MATCH CONSUMER SEGMENTATION ...

Site: **Wheatsheaf Inn, LA 8 8AN : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
C01. Confident Conformists	3,060	14.81%	9,583,035	15.35%	96.53%	
C02. Comfortable Sceptics	3,268	15.82%	8,713,823	13.95%	113.37%	
C03. Mainstream Minded	1,892	9.16%	6,388,194	10.23%	89.53%	
C04. Cost-Conscious Champions	2,638	12.77%	7,857,998	12.58%	101.49%	
C05. Carefree Dolce Vitas	1,644	7.96%	4,527,939	7.25%	109.76%	
C06. Family Pit Stoppers	1,359	6.58%	4,593,126	7.35%	89.44%	
C07. Trending Tastemakers	1,736	8.40%	5,955,829	9.54%	88.11%	
C08. Steadfast Sippers	1,622	7.85%	4,164,917	6.67%	117.73%	
C09. Sparkling Socialisers	1,622	7.85%	4,164,917	6.67%	117.73%	
C10. Business Class Seekers	1,636	7.92%	5,441,256	8.71%	90.89%	
Total	20,658	100.00%	62,449,686	100.00%	100.00%	

...: NEAREST COMPETITORS ...
| 20 Nearest Competitors centred on CGAIdent: 67486 Wheatsheaf Inn, LA 8 8AN | 2025-09-10 |

Pin	Dist (KM)	ID	Name	Address	Postcode	Segment	Operator	Brand
1	1.72	29217701	Underbarrow Village Institute	, Underbarrow, KENDAL	LA 8 8AZ	All Other Registered Clubs/Community Halls	Independent Free	Unbranded
2	2.47	655648	Sizergh Castle And Garden	, Sizergh, KENDAL	LA 8 8AE	Conference/Exhibition/Function/Banquet	National Trust	Unbranded
3	2.95	67495	Black Labrador	, Underbarrow, KENDAL	LA 8 8HQ	Dry Led	Independent Free	Unbranded
4	3.00	67491	Strickland Arms Hotel	, Sizergh, KENDAL	LA 8 8DZ	Dry Led	Bispham Green Brewery	Unbranded
5	3.12	67490	Lyth Valley Hotel	, Lyth, KENDAL	LA 8 8DB	Hotel	Consort Inns	Unbranded
6	3.38	245687	Stonecross Hotel	Milnthorpe Road, KENDAL	LA 9 5HP	Hotel	Independent Free	Unbranded
7	3.41	31874634	Woodland	Milnthorpe Road, KENDAL	LA 9 5HH	Modern British Cuisine	Independent Free	Unbranded
8	3.46	3804072	Villa Levens	Brettargh Holt, Levens, KENDAL	LA 8 8EA	Conference/Exhibition/Function/Banquet	Independent Free	Unbranded
9	3.58	67580	Romneys	Milnthorpe Road, KENDAL	LA 9 5HG	Dry Led	Independent Free	Unbranded
10	3.88	211684	Punch Bowl Inn	, Crosthwaite, KENDAL	LA 8 8HR	Rural Character	Independent Free	Unbranded
11	3.99	67502	Hare & Hounds Inn	, Levens, KENDAL	LA 8 8PN	Community/Wet Led/Local	*Other Small Retail Groups	Unbranded
12	4.08	419796	Sedgwick Cricket Club	The Walled Garden, Sedgwick, KENDAL	LA 8 0LW	Cricket Club	Independent Free	Unbranded
13	4.13	67546	Riflemans Arms	Greenside, KENDAL	LA 9 4LD	Community/Wet Led/Local	Admiral Taverns Ltd	Unbranded
14	4.16	67583	River Fortune	South Road, KENDAL	LA 9 5QH	Chinese Restaurants	Independent Free	Unbranded
15	4.18	67557	Kendal Golf Club	High Tenterfell, KENDAL	LA 9 4PQ	Golf Club	Independent Free	Unbranded
16	4.24	67493	Gilpin Bridge Inn	, Levens, KENDAL	LA 8 8EP	Community/Wet Led/Local	Robinsons	Unbranded
17	4.26	20503928	Travelodge	Lound Road, KENDAL	LA 9 7FW	Hotel	Dubai International Capital	Travelodge GB
18	4.31	67572	Ring O Bells Hotel	Kirkland, KENDAL	LA 9 5AF	Community/Wet Led/Local	Independent Free	Unbranded
19	4.32	237815	Beijing House	Highgate, KENDAL	LA 9 5AA	Chinese Restaurants	Independent Free	Unbranded
20	4.33	67611	South Lakeland Leisure Centre	Burton Road, KENDAL	LA 9 7HX	Sports/Leisure Centres	Independent Free	Unbranded

...: POPULATION BY AGE BAND ...

Site: **Wheatsheaf Inn, LA 8 8AN : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	20	6.49%	7,192,567	11.72%	55.39%	
Aged 10 to 14	13	4.22%	3,548,969	5.79%	72.96%	
Aged 15 to 17	11	3.57%	2,266,886	3.70%	96.65%	
Aged 18 to 24	12	3.90%	5,771,900	9.41%	41.41%	
Aged 25 to 34	19	6.17%	8,185,472	13.34%	46.23%	
Aged 35 to 44	35	11.36%	8,562,889	13.96%	81.41%	
Aged 45 to 54	52	16.88%	8,485,313	13.83%	122.06%	
Aged 55 to 64	47	15.26%	7,225,032	11.78%	129.57%	
Aged 65 to 75	65	21.10%	5,331,903	8.69%	242.82%	
Aged 75 to 84	26	8.44%	3,416,724	5.57%	151.57%	
Aged 85+	8	2.60%	1,360,040	2.22%	117.16%	
Aged under 18	45	14.61%	16,513,436	26.92%	54.28%	
Adults (Aged 18-64)	165	53.57%	38,230,606	62.32%	85.96%	
Total	308	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Wheatsheaf Inn, LA 8 8AN : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	20	6.49%	7,192,567	11.72%	55.39%	
Aged 10 to 14	13	4.22%	3,548,969	5.79%	72.96%	
Aged 15 to 17	11	3.57%	2,266,886	3.70%	96.65%	
Aged 18 to 24	12	3.90%	5,771,900	9.41%	41.41%	
Aged 25 to 34	19	6.17%	8,185,472	13.34%	46.23%	
Aged 35 to 44	35	11.36%	8,562,889	13.96%	81.41%	
Aged 45 to 54	52	16.88%	8,485,313	13.83%	122.06%	
Aged 55 to 64	47	15.26%	7,225,032	11.78%	129.57%	
Aged 65 to 75	65	21.10%	5,331,903	8.69%	242.82%	
Aged 75 to 84	26	8.44%	3,416,724	5.57%	151.57%	
Aged 85+	8	2.60%	1,360,040	2.22%	117.16%	
Aged under 18	45	14.61%	16,513,436	26.92%	54.28%	
Adults (Aged 18-64)	165	53.57%	38,230,606	62.32%	85.96%	
Total	308	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Wheatsheaf Inn, LA 8 8AN : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	20	6.49%	7,192,567	11.72%	55.39%	
Aged 10 to 14	13	4.22%	3,548,969	5.79%	72.96%	
Aged 15 to 17	11	3.57%	2,266,886	3.70%	96.65%	
Aged 18 to 24	12	3.90%	5,771,900	9.41%	41.41%	
Aged 25 to 34	19	6.17%	8,185,472	13.34%	46.23%	
Aged 35 to 44	35	11.36%	8,562,889	13.96%	81.41%	
Aged 45 to 54	52	16.88%	8,485,313	13.83%	122.06%	
Aged 55 to 64	47	15.26%	7,225,032	11.78%	129.57%	
Aged 65 to 75	65	21.10%	5,331,903	8.69%	242.82%	
Aged 75 to 84	26	8.44%	3,416,724	5.57%	151.57%	
Aged 85+	8	2.60%	1,360,040	2.22%	117.16%	
Aged under 18	45	14.61%	16,513,436	26.92%	54.28%	
Adults (Aged 18-64)	165	53.57%	38,230,606	62.32%	85.96%	
Total	308	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION BY AGE BAND ...

Site: **Wheatsheaf Inn, LA 8 8AN : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Aged 0 to 9	2,010	9.71%	7,192,567	11.72%	82.80%	
Aged 10 to 14	1,103	5.33%	3,548,969	5.79%	92.09%	
Aged 15 to 17	696	3.36%	2,266,886	3.70%	90.97%	
Aged 18 to 24	1,332	6.43%	5,771,900	9.41%	68.38%	
Aged 25 to 34	2,128	10.28%	8,185,472	13.34%	77.03%	
Aged 35 to 44	2,807	13.56%	8,562,889	13.96%	97.13%	
Aged 45 to 54	3,130	15.12%	8,485,313	13.83%	109.29%	
Aged 55 to 64	3,041	14.69%	7,225,032	11.78%	124.71%	
Aged 65 to 75	2,323	11.22%	5,331,903	8.69%	129.09%	
Aged 75 to 84	1,468	7.09%	3,416,724	5.57%	127.30%	
Aged 85+	667	3.22%	1,360,040	2.22%	145.31%	
Aged under 18	4,445	21.47%	16,513,436	26.92%	79.75%	
Adults (Aged 18-64)	12,438	60.07%	38,230,606	62.32%	96.40%	
Total	20,705	100.00%	61,347,695	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Wheatsheaf Inn, LA 8 8AN : 500m**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	0	0.00%	11,835,833	19.09%	0.00%	
High	18	10.78%	13,679,112	22.07%	48.85%	
Very High	149	89.22%	10,408,216	16.79%	531.43%	
Total	167	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Wheatsheaf Inn, LA 8 8AN : 1km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	0	0.00%	11,835,833	19.09%	0.00%	
High	18	10.23%	13,679,112	22.07%	46.35%	
Very High	158	89.77%	10,408,216	16.79%	534.71%	
Total	176	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Wheatsheaf Inn, LA 8 8AN : 2km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	0	0.00%	12,753,342	20.57%	0.00%	
Low	0	0.00%	13,318,108	21.48%	0.00%	
Average	0	0.00%	11,835,833	19.09%	0.00%	
High	18	8.07%	13,679,112	22.07%	36.58%	
Very High	205	91.93%	10,408,216	16.79%	547.55%	
Total	223	100.00%	61,994,611	100.00%	100.00%	

...: POPULATION AFFLUENCE ...

Site: **Wheatsheaf Inn, LA 8 8AN : 5km**
 Base: ***GB : GB Outline**

Cluster	Site Population	Catchment %	Base Population	Base %	Index to Base %	Histogram
Very Low	1,712	8.35%	12,753,342	20.57%	40.60%	
Low	4,419	21.56%	13,318,108	21.48%	100.35%	
Average	7,723	37.68%	11,835,833	19.09%	197.34%	
High	3,269	15.95%	13,679,112	22.07%	72.27%	
Very High	3,376	16.47%	10,408,216	16.79%	98.10%	
Total	20,499	100.00%	61,994,611	100.00%	100.00%	