

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	5	757
Catchment Adults 18+	5,428	14,444	739,360
Catchment Adults 18+ Per Pub	2,714	2,889	977
Populaton Projection 2018 to 2028 (% change)	5.91%	6.25%	5.91%

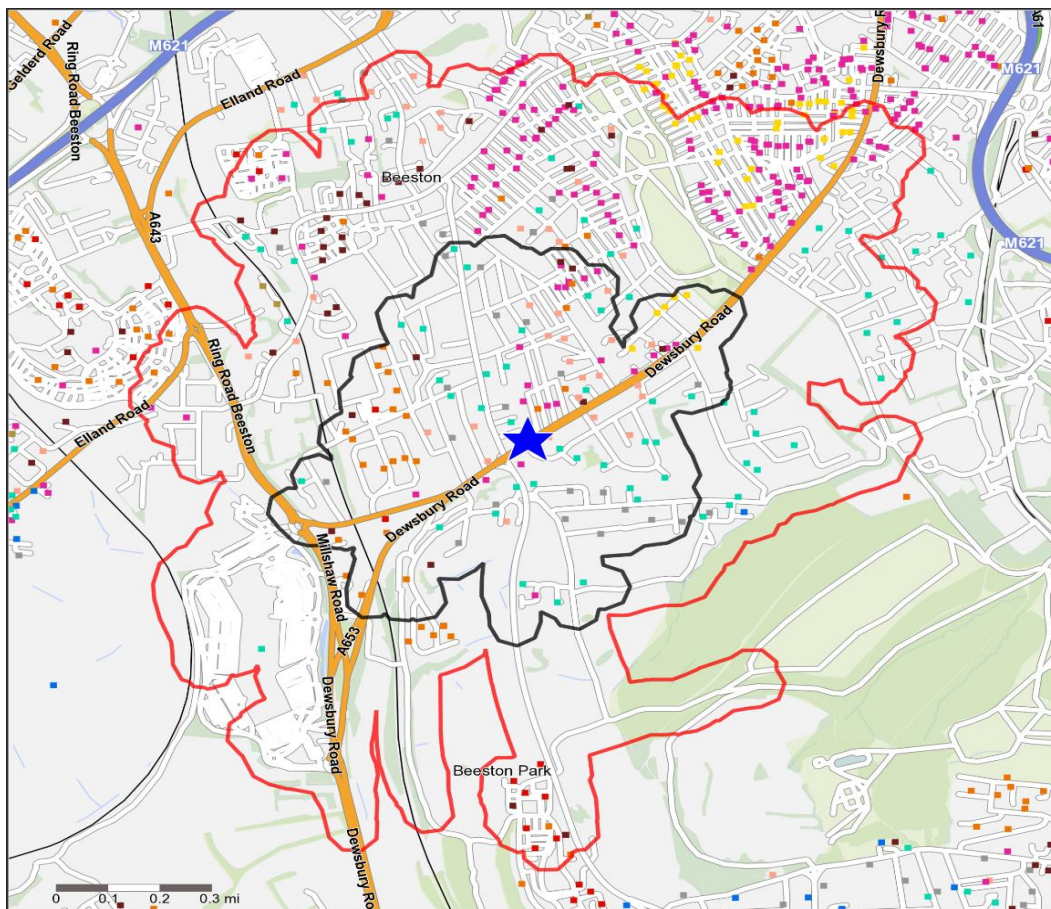
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,026	92.6	179	1	High Street Pub	12,633	87.5	169	1	High Street Pub	607,701	82.2	159
2	Community Pub	4,721	87.0	187	2	Community Pub	12,299	85.1	183	2	Community Pub	493,115	66.7	143
3	Premium Local	1,424	26.2	42	3	Premium Local	2,242	15.5	25	3	Premium Local	242,908	32.9	52
4	Great Pub Great Food	1,024	18.9	146	4	Bit of Style	1,467	10.2	79	4	Bit of Style	198,510	26.8	208
5	Bit of Style	808	14.9	37	5	Great Pub Great Food	1,441	10.0	25	5	Great Pub Great Food	150,345	20.3	50
6	Circuit Bar	480	8.8	33	6	Circuit Bar	957	6.6	25	6	Circuit Bar	134,159	18.1	68
7	Craft Led	442	8.1	79	7	Craft Led	827	5.7	56	7	Craft Led	117,143	15.8	154

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	268	4.9	56	663	4.6	52	54,540	7.4	83
C1	669	12.3	101	1,852	12.8	105	97,640	13.2	108
C2	531	9.8	119	1,405	9.7	118	64,439	8.7	106
DE	803	14.8	144	2,709	18.8	182	96,118	13.0	126

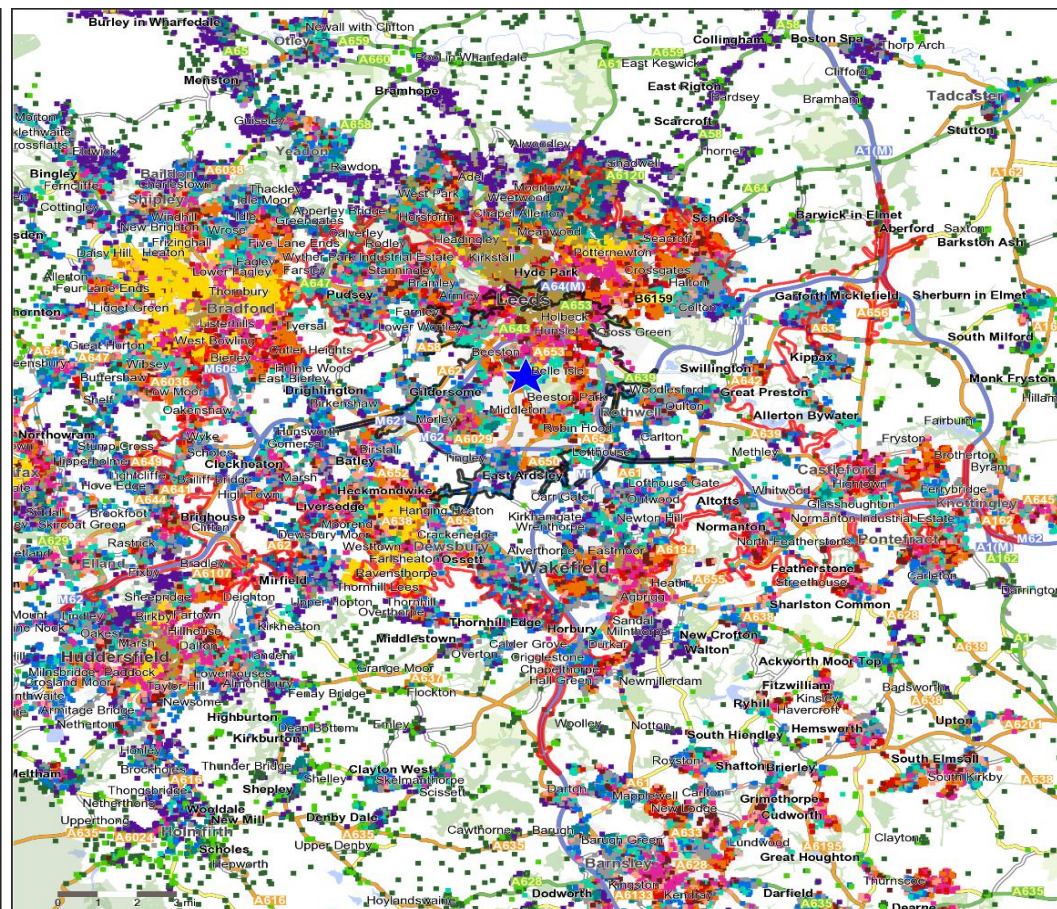
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,303	60.9	183	12,336	85.4	258	420,283	56.8	171
Medium (7-13)	2,611	48.1	145	4,378	30.3	91	250,039	33.8	102
High (14-19)	122	2.2	8	202	1.4	5	66,094	8.9	31

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

Adults 18+ by Mosaic Type in Each Catchment

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
A01	World-Class Wealth		0	0	0	0
A02	Uptown Elite		0	0	2	1,741
A03	Penthouse Chic		0	0	2	2
A04	Metro High-Flyers		0	0	246	426
B05	Premium Fortunes		0	0	38	502
B06	Diamond Days		0	0	2	1,387
B07	Alpha Families		0	0	227	2,419
B08	Bank of Mum and Dad		0	0	641	5,463
B09	Empty-Nest Adventure		0	0	800	9,143
C10	Wealthy Landowners		0	0	0	324
C11	Rural Vogue		0	0	0	63
C12	Scattered Homesteads		0	0	0	13
C13	Village Retirement		0	0	13	300
D14	Satellite Settlers		0	0	6	369
D15	Local Focus		0	0	0	92
D16	Outlying Seniors		0	0	0	103
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	192	5,415
E19	Bungalow Heaven		0	0	2,222	15,469
E20	Classic Grandparents		293	303	4,320	29,958
E21	Solo Retirees		661	793	3,063	18,737
F22	Boomerang Boarders		0	1	1,170	15,483
F23	Family Ties		0	0	435	4,729
F24	Fledgling Free		0	0	1,505	12,276
F25	Dependable Me		0	20	2,035	16,414
G26	Cafés and Catchments		0	0	26	5,455
G27	Thriving Independence		0	0	955	15,237
G28	Modern Parents		0	0	3,229	13,167
G29	Mid-Career Convention		0	0	1,370	9,926
H30	Primary Ambitions		372	547	4,061	16,502
H31	Affordable Fringe		652	893	4,471	21,184
H32	First-Rung Futures		401	778	5,189	29,662
H33	Contemporary Starts		0	2	3,175	12,635
H34	New Foundations		0	0	415	3,727
H35	Flying Solo		36	37	298	2,922

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy		12	28	471	4,033
I37	Budget Generations		0	0	927	6,898
I38	Economical Families		161	382	2,923	17,087
I39	Families on a Budget		816	1,201	11,499	52,380
J40	Value Rentals		0	104	1,354	12,481
J41	Youthful Endeavours		38	50	1,276	4,938
J42	Midlife Renters		261	980	5,191	24,482
J43	Renting Rooms		321	3,828	13,381	43,774
K44	Inner City Stalwarts		0	0	177	1,219
K45	City Diversity		0	0	255	1,315
K46	High Rise Residents		0	0	1,722	9,206
K47	Single Essentials		6	12	1,863	9,929
K48	Mature Workers		20	238	4,790	18,998
L49	Flatlet Seniors		31	178	3,103	13,093
L50	Pocket Pensions		0	42	1,126	13,598
L51	Retirement Communities		0	0	152	3,352
L52	Estate Veterans		74	204	4,702	21,520
L53	Seasoned Survivors		78	746	2,577	12,203
M54	Down-to-Earth Owners		0	0	1,683	9,200
M55	Back with the Folks		808	1,297	2,743	15,181
M56	Self Supporters		52	107	2,766	23,699
N57	Community Elders		67	67	77	4,290
N58	Culture & Comfort		157	214	214	2,172
N59	Large Family Living		111	1,235	1,895	33,484
N60	Ageing Access		0	0	627	5,518
O61	Career Builders		0	0	618	13,549
O62	Central Pulse		0	0	11,639	21,017
O63	Flexible Workforce		0	0	35	1,451
O64	Bus-Route Renters		0	78	1,860	9,266
O65	Learners & Earners		0	0	342	16,915
O66	Student Scene		0	0	789	21,696
U99	Unclassified		0	78	6,563	20,172
Total			5,428	14,443	129,448	739,361

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



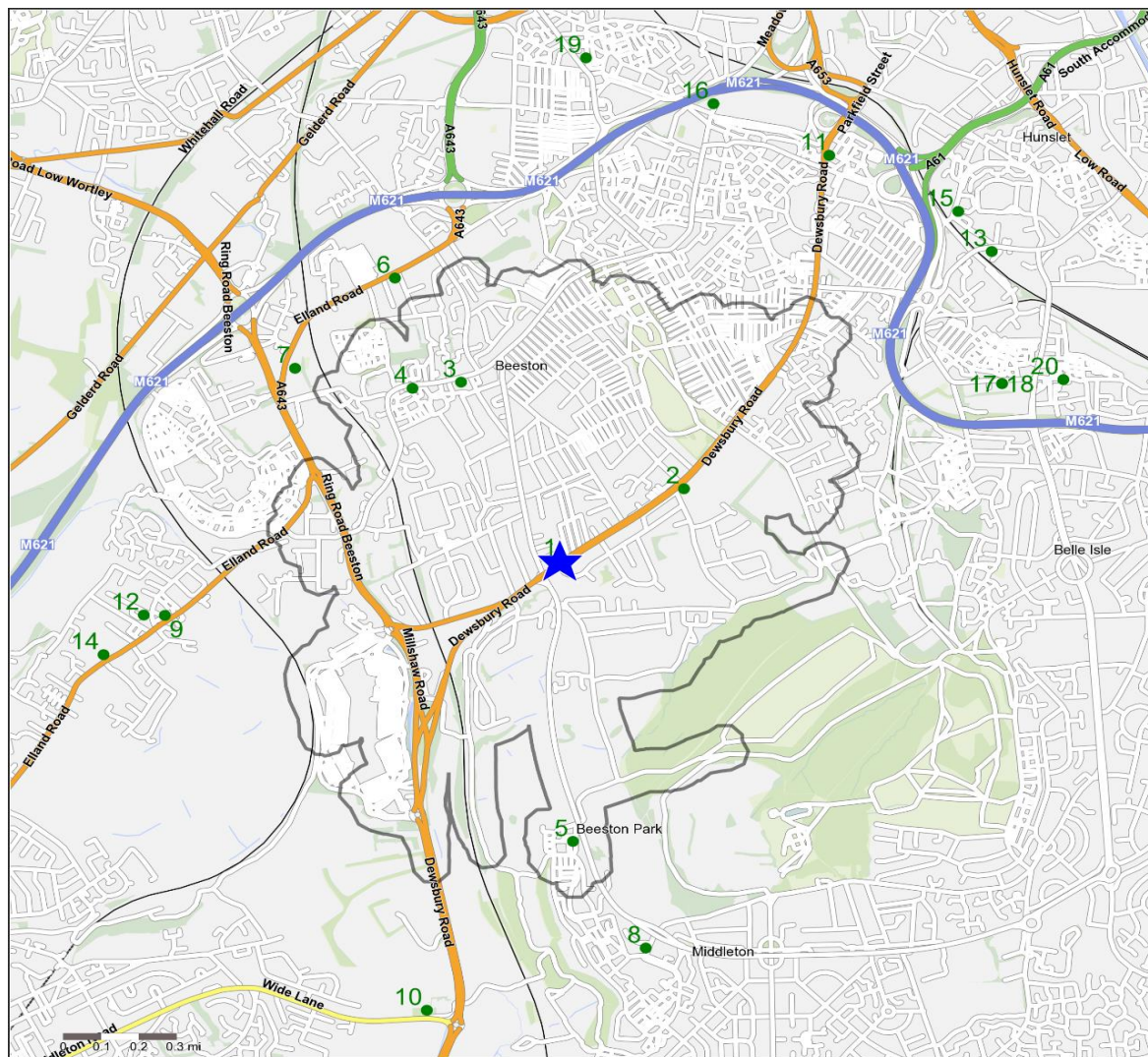
- Large extended families
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- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Activity Group Structure	20 Minute Walktime											
	High			Medium			Low					
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index			
Female: Alone, Pair or Group	3,404	23.6	78	4,749	32.9	201	6,214	43.0	83			
Male: Alone	8,554	59.2	199	1,317	9.1	58	4,496	31.1	58			
Male: Group	2,432	16.8	74	6,160	42.6	163	5,774	40.0	81			
Male: Pair	4,921	34.1	131	6,721	46.5	305	2,723	18.9	33			
Mixed Sex: Group	6,290	43.5	190	2,304	16.0	50	5,772	40.0	91			
Mixed Sex: Pair	3,553	24.6	105	6,245	43.2	133	4,568	31.6	74			
With Children	10,497	72.7	251	1,442	10.0	59	2,427	16.8	32			
Unknown	8,048	55.7	170	1,872	13.0	72	4,446	30.8	64			
For Eating:												
Upmarket	4,305	29.8	97	5,451	37.7	181	4,610	31.9	68			
Midmarket	8,745	60.5	176	1,316	9.1	101	4,305	29.8	54			
Downmarket	3,760	26.0	117	3,512	24.3	70	7,094	49.1	118			
For Drinking (monthly spend):												
Nothing	3,768	26.1	86	1,448	10.0	42	9,149	63.3	141			
Low (less than £10)	3,108	21.5	72	1,489	10.3	44	9,769	67.6	149			
Medium (Between £10 and £40)	3,108	21.5	70	460	3.2	18	10,798	74.8	149			
High (Greater than £40)	1,846	12.8	49	1,658	11.5	56	10,862	75.2	144			

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	
Female: Alone, Pair or Group	238,991	32.3	107	92,744	12.5	77	387,454	52.4	101	
Male: Alone	255,770	34.6	116	159,311	21.5	138	304,107	41.1	77	
Male: Group	179,095	24.2	106	231,599	31.3	120	308,494	41.7	84	
Male: Pair	242,368	32.8	126	170,020	23.0	151	306,800	41.5	72	
Mixed Sex: Group	232,790	31.5	138	132,388	17.9	56	354,011	47.9	109	
Mixed Sex: Pair	215,734	29.2	124	247,325	33.5	103	256,130	34.6	81	
With Children	279,113	37.8	131	118,084	16.0	95	321,991	43.5	82	
Unknown	236,417	32.0	97	110,343	14.9	83	372,428	50.4	105	
For Eating:										
Upmarket	241,872	32.7	107	158,524	21.4	103	318,793	43.1	91	
Midmarket	318,562	43.1	125	66,440	9.0	100	334,186	45.2	82	
Downmarket	231,787	31.3	141	267,407	36.2	104	219,995	29.8	72	
For Drinking (monthly spend):										
Nothing	185,880	25.1	83	196,441	26.6	112	336,868	45.6	102	
Low (less than £10)	166,337	22.5	75	125,770	17.0	72	427,082	57.8	127	
Medium (Between £10 and £40)	204,884	27.7	91	76,311	10.3	58	437,994	59.2	118	
High (Greater than £40)	161,845	21.9	85	120,896	16.4	80	436,447	59.0	113	

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Tommy Wass Hotel, LS11 7LJ	Star Pubs & Bars	0.0	0.4
2	Broadway, LS11 5LD	Marston's	7.9	1.2
3	Old White Hart, LS11 8BZ	Punch Pub Company	14.5	3.2
4	Whistle Stop, LS11 8DG	Wear Inns Ltd	14.5	3.6
5	Merlins, LS10 4PH	Ei Group	18.7	4.4
6	Old Peacock, LS11 8TU	Greene King	21.7	4.9
7	Drysalters, LS11 8AX	Greene King	24.4	3.9
8	Plantation, LS10 4PY	Independent Free	25.1	4.7
9	New Inn, LS27 7SS	Ei Group	29.0	4.9
10	White Rose, LS27 8PL	Mitchells & Butlers	29.6	3.9
11	Spinning Wheel, LS11 5NG	Independent Free	29.6	4.8
12	Bar 27, LS27 7SW	Independent Free	30.8	5.4
13	Gardeners Arms, LS10 2BG	Ei Group	31.7	5.1
14	Commercial Inn, LS27 7QR	Star Pubs & Bars	32.3	5.5
15	Station Hotel, LS10 1DQ	Sam Smith	32.6	5.5
16	Golden Lion, LS11 8RP	Independent Free	33.2	5.9
17	Engine Inn, LS10 2JJ	Independent Free	34.4	5.9
18	Prospect, LS10 2JJ	Ei Group	34.4	5.9
19	Bulls Head, LS11 9NR	*Other Small Retail Groups	36.5	7.1
20	Bay Horse Hotel, LS10 2DN	*Other Small Retail Groups	36.8	6.8