

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	106
Catchment Adults 18+	639	1,310	45,811
Catchment Adults 18+ Per Pub	639	1,310	432
Populaton Projection 2018 to 2028 (% change)	4.38%	4.88%	2.47%

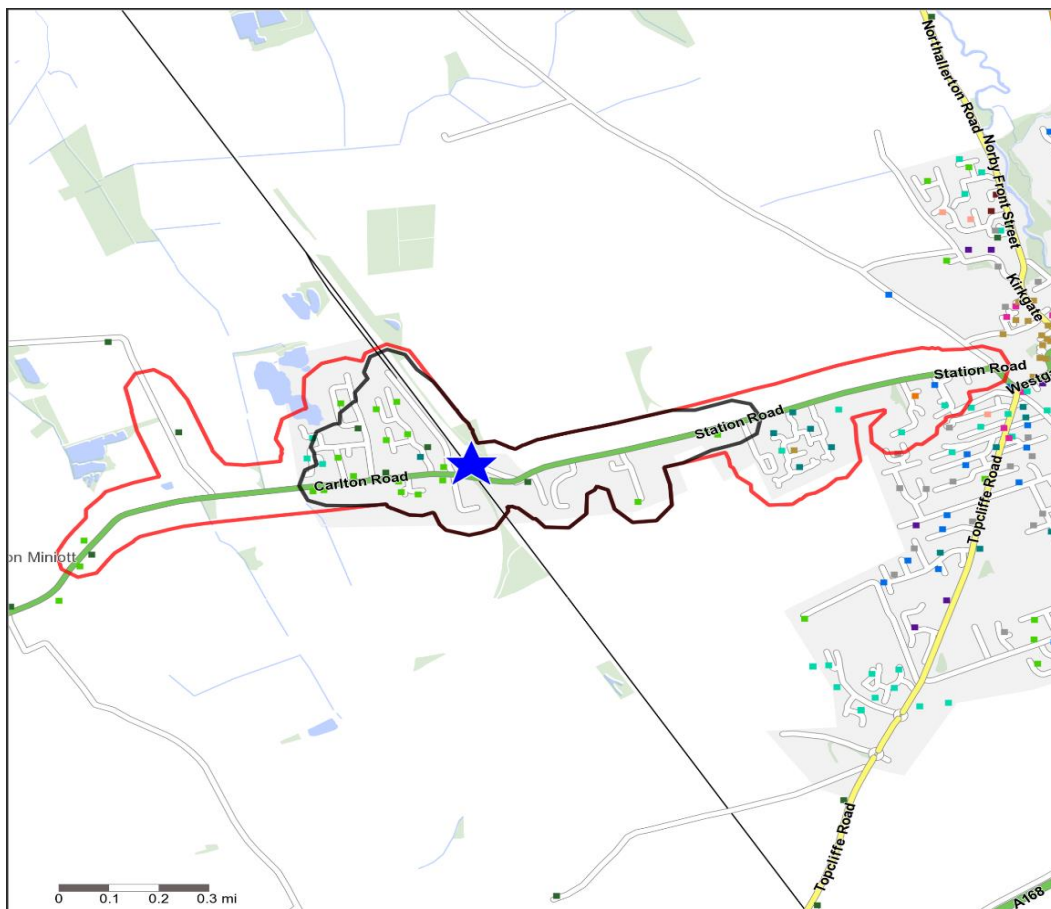
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	488	76.4	147	1	Premium Local	1,033	78.9	152	1	Premium Local	28,955	63.2	122
2	Great Pub Great Food	420	65.7	141	2	Great Pub Great Food	832	63.5	136	2	Great Pub Great Food	25,565	55.8	120
3	Community Pub	161	25.2	40	3	High Street Pub	458	35.0	55	3	High Street Pub	20,980	45.8	73
4	Bit of Style	88	13.8	107	4	Bit of Style	443	33.8	262	4	Community Pub	19,865	43.4	335
5	High Street Pub	80	12.5	31	5	Community Pub	301	23.0	57	5	Bit of Style	7,309	16.0	40
6	Circuit Bar	67	10.5	39	6	Circuit Bar	216	16.5	61	6	Circuit Bar	4,917	10.7	40
7	Craft Led	0	0.0	0	7	Craft Led	12	0.9	9	7	Craft Led	1,833	4.0	39

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	51	8.0	90	113	8.6	98	3,906	8.5	96
C1	73	11.4	93	152	11.6	95	5,361	11.7	95
C2	61	9.5	116	134	10.2	124	4,036	8.8	107
DE	44	6.9	67	105	8.0	78	3,805	8.3	81

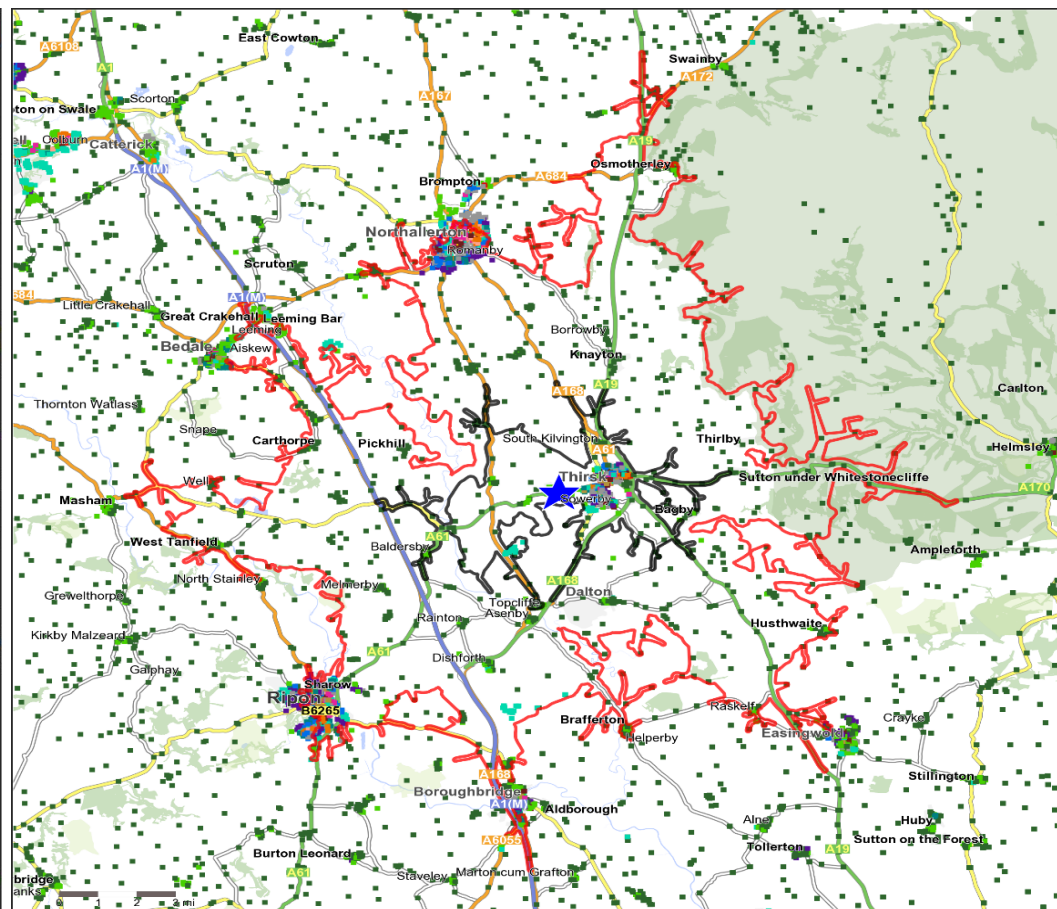
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	106	16.6	50	223	17.0	51	11,256	24.6	74
Medium (7-13)	345	54.0	163	716	54.7	165	18,335	40.0	121
High (14-19)	156	24.4	86	337	25.7	90	13,515	29.5	104

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	37
B06	Diamond Days	3	3	59	459
B07	Alpha Families	4	4	33	248
B08	Bank of Mum and Dad	0	0	199	609
B09	Empty-Nest Adventure	0	5	16	1,323
C10	Wealthy Landowners	1	24	366	3,269
C11	Rural Vogue	0	6	503	3,753
C12	Scattered Homesteads	10	10	404	3,418
C13	Village Retirement	154	207	600	2,511
D14	Satellite Settlers	227	292	768	2,510
D15	Local Focus	92	109	464	955
D16	Outlying Seniors	49	61	276	992
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	9	414
E19	Bungalow Heaven	0	5	1,053	2,866
E20	Classic Grandparents	2	31	71	488
E21	Solo Retirees	2	3	76	514
F22	Boomerang Boarders	0	27	270	1,222
F23	Family Ties	1	1	82	213
F24	Fledgling Free	0	4	469	939
F25	Dependable Me	0	1	112	477
G26	Cafés and Catchments	0	0	0	26
G27	Thriving Independence	0	0	132	603
G28	Modern Parents	0	124	124	305
G29	Mid-Career Convention	6	86	504	1,874
H30	Primary Ambitions	14	34	199	940
H31	Affordable Fringe	0	6	47	878
H32	First-Rung Futures	0	12	397	946
H33	Contemporary Starts	60	152	666	1,466
H34	New Foundations	7	34	107	164
H35	Flying Solo	0	0	194	630

		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	0	37	171	1,167
I37	Budget Generations	0	0	198	350
I38	Economical Families	0	0	9	61
I39	Families on a Budget	0	0	32	124
J40	Value Rentals	0	0	57	115
J41	Youthful Endeavours	0	0	0	140
J42	Midlife Renters	6	8	426	2,400
J43	Renting Rooms	0	0	34	222
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	0	16
K48	Mature Workers	0	0	18	18
L49	Flatlet Seniors	0	0	0	6
L50	Pocket Pensions	0	0	376	1,093
L51	Retirement Communities	0	0	256	996
L52	Estate Veterans	0	0	126	411
L53	Seasoned Survivors	0	0	0	24
M54	Down-to-Earth Owners	0	0	85	109
M55	Back with the Folks	0	0	82	574
M56	Self Supporters	0	7	153	405
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	58	158
O61	Career Builders	0	0	78	227
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	14
O64	Bus-Route Renters	0	18	548	1,540
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	247	593
Total		638	1,311	11,154	45,812

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



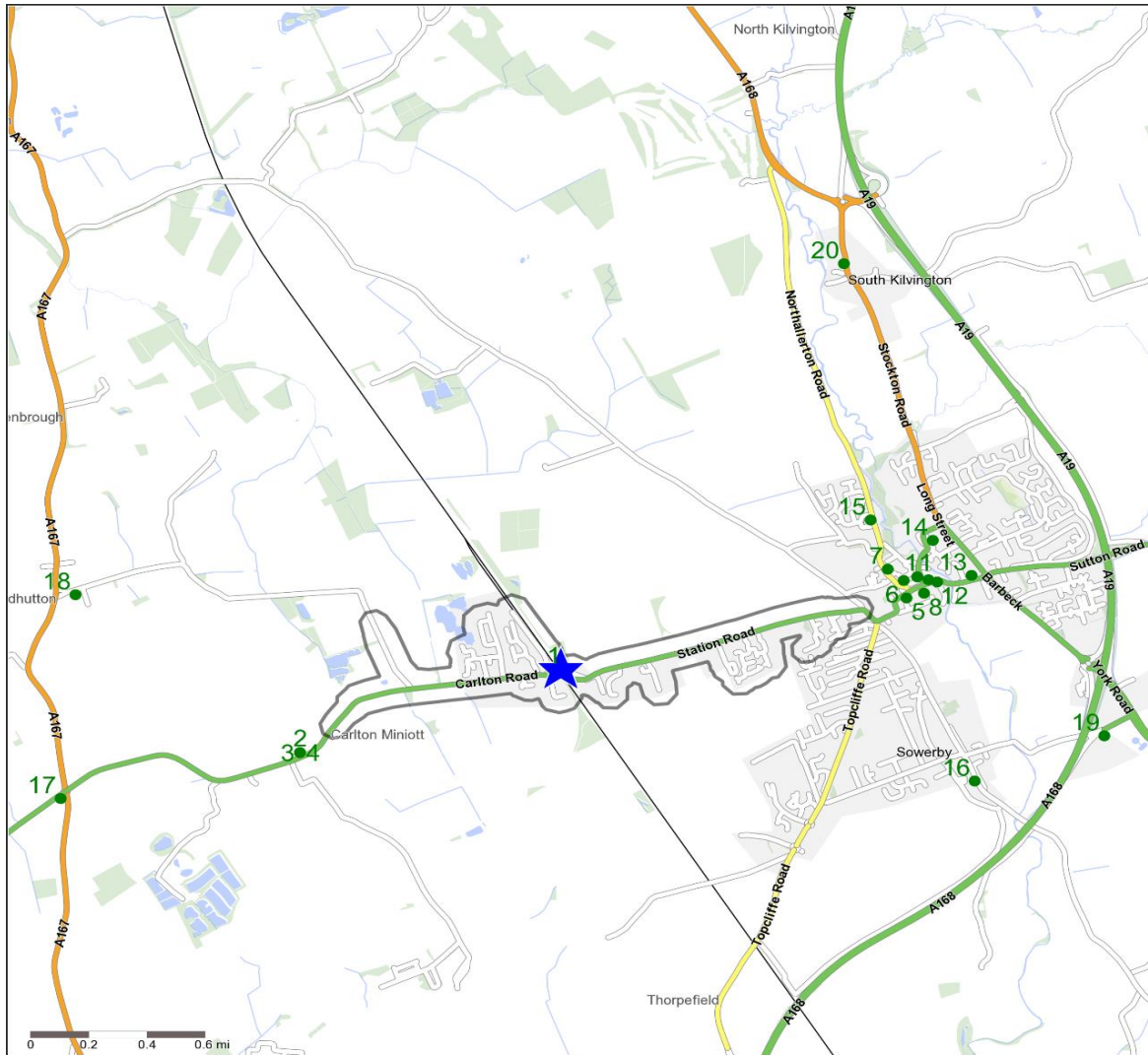
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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	397	30.3	100	448	34.2	209	464	35.4	68	
Male: Alone	120	9.2	31	210	16.0	103	979	74.7	140	
Male: Group	60	4.6	20	478	36.5	139	772	58.9	119	
Male: Pair	58	4.4	17	58	4.4	29	1,194	91.1	159	
Mixed Sex: Group	66	5.0	22	1,134	86.6	271	110	8.4	19	
Mixed Sex: Pair	591	45.1	192	360	27.5	85	359	27.4	64	
With Children	201	15.3	53	394	30.1	179	714	54.5	103	
Unknown	655	50.0	152	249	19.0	106	406	31.0	65	
For Eating:										
Upmarket	323	24.7	81	208	15.9	76	779	59.5	126	
Midmarket	87	6.6	19	37	2.8	31	1,186	90.5	164	
Downmarket	120	9.2	41	593	45.3	130	597	45.6	110	
For Drinking (monthly spend):										
Nothing	314	24.0	79	251	19.2	81	744	56.8	127	
Low (less than £10)	533	40.7	136	539	41.1	175	237	18.1	40	
Medium (Between £10 and £40)	316	24.1	79	267	20.4	114	727	55.5	110	
High (Greater than £40)	190	14.5	56	141	10.8	52	979	74.7	143	

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	9,797	21.4	71	6,557	14.3	87	28,864	63.0	121			
Male: Alone	11,245	24.5	82	3,263	7.1	46	30,710	67.0	126			
Male: Group	8,383	18.3	80	11,568	25.3	96	25,267	55.2	111			
Male: Pair	9,521	20.8	80	2,812	6.1	40	32,884	71.8	125			
Mixed Sex: Group	6,766	14.8	65	18,126	39.6	124	20,326	44.4	101			
Mixed Sex: Pair	12,963	28.3	121	14,783	32.3	99	17,472	38.1	89			
With Children	9,314	20.3	70	6,579	14.4	85	29,326	64.0	121			
Unknown	9,237	20.2	61	8,186	17.9	100	27,796	60.7	127			
For Eating:												
Upmarket	10,722	23.4	76	5,440	11.9	57	29,055	63.4	134			
Midmarket	8,687	19.0	55	2,061	4.5	50	34,470	75.2	136			
Downmarket	7,810	17.0	77	15,575	34.0	97	21,834	47.7	115			
For Drinking (monthly spend):												
Nothing	12,167	26.6	88	13,786	30.1	127	19,264	42.1	94			
Low (less than £10)	15,348	33.5	112	17,769	38.8	165	12,101	26.4	58			
Medium (Between £10 and £40)	9,456	20.6	67	12,337	26.9	151	23,425	51.1	102			
High (Greater than £40)	5,961	13.0	50	9,788	21.4	104	29,469	64.3	123			

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	Old Red House, YO 7 4LT	Star Pubs & Bars	0.0	0.3
2	Dog & Gun Inn, YO 7 4NJ	*Other Small Retail Groups	22.6	2.7
3	Vale Of York, YO 7 4NJ	Ei Group	22.6	2.7
4	Watermill Bar And Grill, YO 7 4NJ	Independent Free	22.6	2.7
5	Black Lion, YO 7 1LB	Ei Group	24.7	3.7
6	Red Bear, YO 7 1HA	Ei Group	25.4	4.6
7	Cross Keys, YO 7 1PL	Ei Group	26.0	4.3
8	Three Tuns, YO 7 1LH	Wetherspoon	26.3	3.9
9	Blacksmiths Arms, YO 7 1ET	Ei Group	26.3	6.3
10	Black Bull, YO 7 1EY	Marston's	26.6	4.1
11	Royal Hotel, YO 7 1EY	Independent Free	26.6	4.1
12	Little Three, YO 7 1DA	*Other Small Retail Groups	27.8	6.2
13	Frankland Arms, YO 7 1DF	Punch Pub Company	29.0	5.8
14	Lord Nelson, YO 7 1AQ	Independent Free	29.9	4.7
15	Black Swan, YO 7 1BG	Independent Free	29.9	5.1
16	Crown & Anchor, YO 7 1JN	Ei Group	35.6	5.3
17	Jaipur Spice, YO 7 4EQ	*Other Small Retail Groups	41.3	4.3
18	Kings Arms, YO 7 4RW	Independent Free	42.6	5.2
19	Gavel Cafe & Bar, YO 7 3AB	Independent Free	44.4	6.3
20	Old Oak Tree, YO 7 2NL	Unknown	52.5	7.3