

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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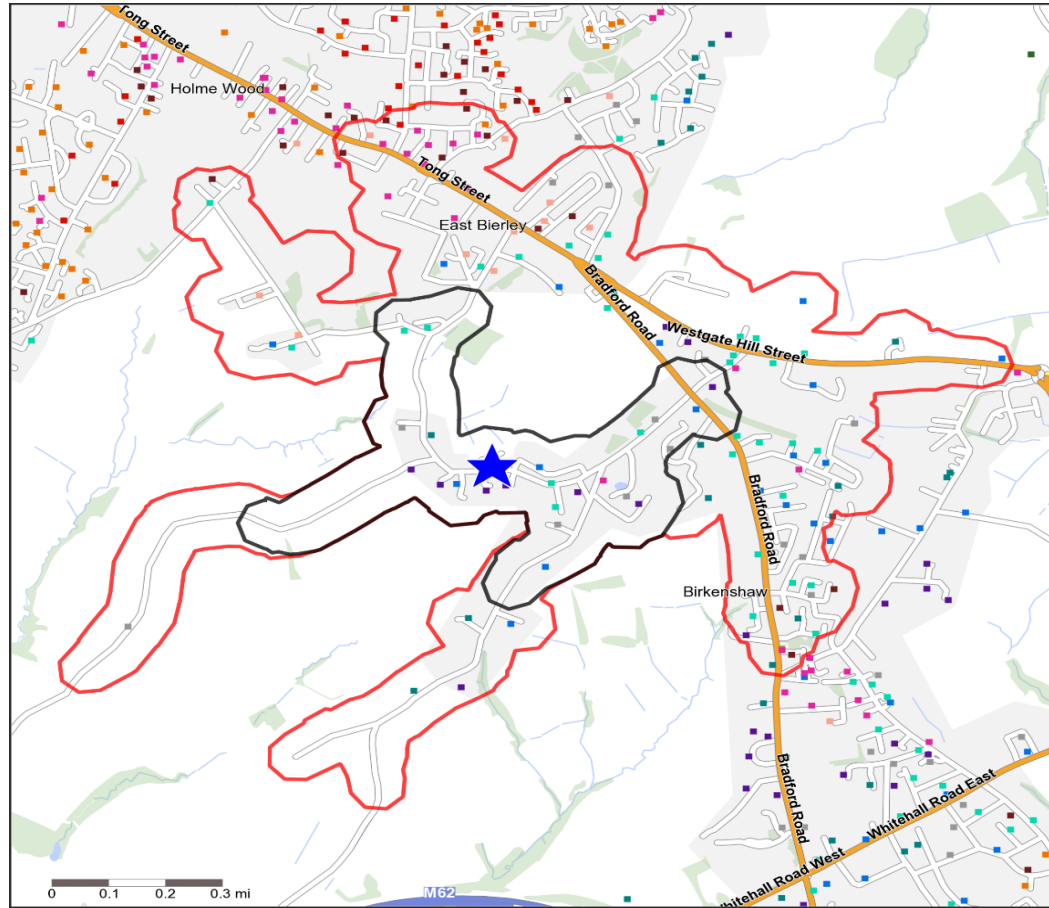
Number of Pubs	1	3	643
Catchment Adults 18+	775	3,800	613,950
Catchment Adults 18+ Per Pub	775	1,267	955
Populaton Projection 2020 to 2030 (% change)	3.13%	2.26%	2.58%

		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	675	87.1	166	1	High Street Pub	3,215	84.6	161	1	High Street Pub	487,599	79.4	151
2	High Street Pub	616	79.5	169	2	Community Pub	2,669	70.2	150	2	Community Pub	409,109	66.6	142
3	Community Pub	534	68.9	108	3	Premium Local	2,254	59.3	93	3	Premium Local	178,517	29.1	46
4	Bit of Style	332	42.8	299	4	Bit of Style	1,240	32.6	228	4	Bit of Style	139,333	22.7	158
5	Circuit Bar	263	33.9	84	5	Great Pub Great Food	1,170	30.8	76	5	Great Pub Great Food	112,078	18.3	45
6	Craft Led	251	32.4	113	6	Circuit Bar	722	19.0	66	6	Circuit Bar	103,062	16.8	59
7	Great Pub Great Food	247	31.9	281	7	Craft Led	667	17.6	155	7	Craft Led	85,238	13.9	123

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	85	11.0	124	305	8.0	91	42,030	6.8	77
C1	103	13.3	108	504	13.3	108	78,804	12.8	104
C2	71	9.2	111	384	10.1	122	54,391	8.9	107
DE	37	4.8	46	341	9.0	87	87,007	14.2	138

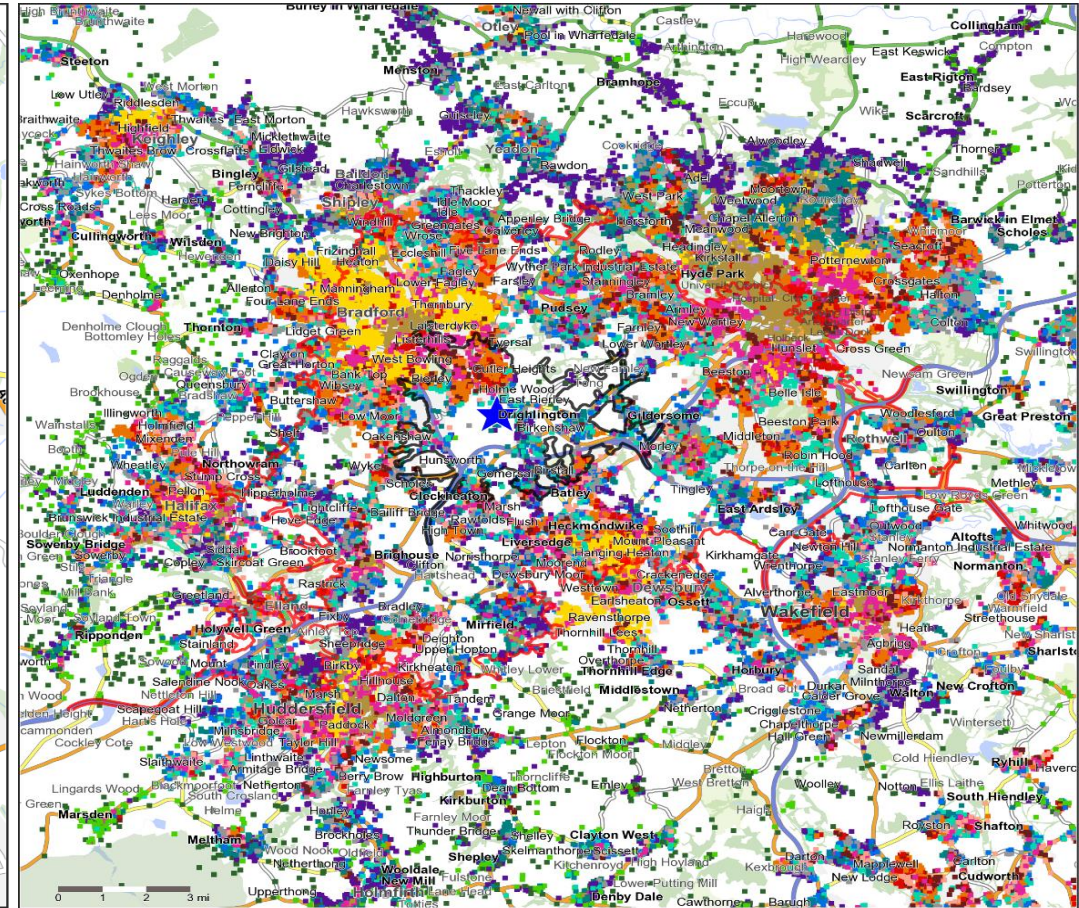
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	173	22.3	67	1,327	34.9	105	364,751	59.4	179
Medium (7-13)	427	55.1	166	1,881	49.5	149	197,165	32.1	97
High (14-19)	191	24.6	87	599	15.8	55	46,859	7.6	27

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

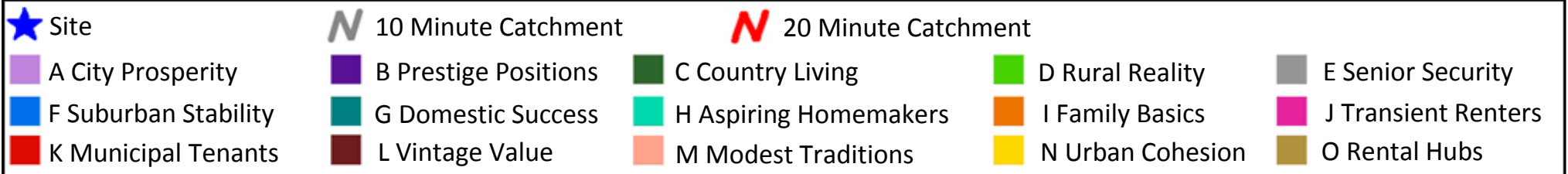


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A02	Uptown Elite	0	0	0	18	0	18
A03	Penthouse Chic	0	0	0	4	0	4
A04	Metro High-Flyers	0	0	0	251	0	251
B05	Premium Fortunes	0	0	3	521	3	521
B06	Diamond Days	0	4	43	1,743	43	1,743
B07	Alpha Families	23	54	248	2,547	248	2,547
B08	Bank of Mum and Dad	53	75	476	4,354	476	4,354
B09	Empty-Nest Adventure	29	145	1,224	8,373	1,224	8,373
C10	Wealthy Landowners	0	0	53	272	53	272
C11	Rural Vogue	0	0	0	9	0	9
C12	Scattered Homesteads	0	0	0	1	0	1
C13	Village Retirement	0	0	82	261	82	261
D14	Satellite Settlers	0	0	22	300	22	300
D15	Local Focus	0	0	0	20	0	20
D16	Outlying Seniors	0	0	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	20	60	161	3,624	161	3,624
E19	Bungalow Heaven	8	104	976	8,731	976	8,731
E20	Classic Grandparents	41	180	1,973	22,522	1,973	22,522
E21	Solo Retirees	0	52	1,092	15,671	1,092	15,671
F22	Boomerang Boarders	4	90	901	8,543	901	8,543
F23	Family Ties	1	65	357	5,292	357	5,292
F24	Fledgling Free	41	119	1,578	8,707	1,578	8,707
F25	Dependable Me	196	375	2,148	13,828	2,148	13,828
G26	Cafés and Catchments	0	0	0	540	0	540
G27	Thriving Independence	30	89	630	6,149	630	6,149
G28	Modern Parents	1	50	1,350	9,523	1,350	9,523
G29	Mid-Career Convention	29	190	1,035	8,274	1,035	8,274
H30	Primary Ambitions	8	108	1,457	18,430	1,457	18,430
H31	Affordable Fringe	9	188	1,984	25,246	1,984	25,246
H32	First-Rung Futures	218	563	2,860	23,423	2,860	23,423
H33	Contemporary Starts	12	35	1,324	8,740	1,324	8,740
H34	New Foundations	1	5	119	2,243	119	2,243
H35	Flying Solo	33	95	383	2,450	383	2,450

				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	0	101	2,844	101	2,844
I37	Budget Generations	0	14	240	4,198	14	4,198
I38	Economical Families	0	30	2,713	22,838	30	22,838
I39	Families on a Budget	0	8	6,166	41,743	8	41,743
J40	Value Rentals	0	105	1,604	10,854	105	10,854
J41	Youthful Endeavours	0	8	187	3,871	8	3,871
J42	Midlife Renters	7	153	1,990	25,070	153	25,070
J43	Renting Rooms	0	107	2,541	39,315	107	39,315
K44	Inner City Stalwarts	0	0	26	550	0	550
K45	City Diversity	0	0	0	124	0	124
K46	High Rise Residents	0	0	8	4,920	0	4,920
K47	Single Essentials	0	9	579	10,926	9	10,926
K48	Mature Workers	0	126	2,225	16,123	126	16,123
L49	Flatlet Seniors	0	68	1,048	12,266	68	12,266
L50	Pocket Pensions	0	26	887	10,109	26	10,109
L51	Retirement Communities	0	48	76	2,058	48	2,058
L52	Estate Veterans	0	11	608	9,874	11	9,874
L53	Seasoned Survivors	0	176	1,134	11,590	176	11,590
M54	Down-to-Earth Owners	0	41	438	5,359	41	5,359
M55	Back with the Folks	7	176	1,509	15,575	176	15,575
M56	Self Supporters	4	43	1,895	23,737	43	23,737
N57	Community Elders	0	0	180	4,990	0	4,990
N58	Culture & Comfort	0	0	90	1,758	0	1,758
N59	Large Family Living	0	0	438	65,513	0	65,513
N60	Ageing Access	0	0	0	1,340	0	1,340
O61	Career Builders	0	0	9	4,389	0	4,389
O62	Central Pulse	0	0	176	20,928	0	20,928
O63	Flexible Workforce	0	0	0	988	0	988
O64	Bus-Route Renters	0	6	352	7,364	6	7,364
O65	Learners & Earners	0	0	0	6,840	0	6,840
O66	Student Scene	0	0	0	15,289	0	15,289
U99	Unclassified	0	0	0	0	0	0
Total				775	3,801	49,699	613,953

Top 3 Mosaic Types in a 20 Minute Walktime

1. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

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



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

2. 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

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



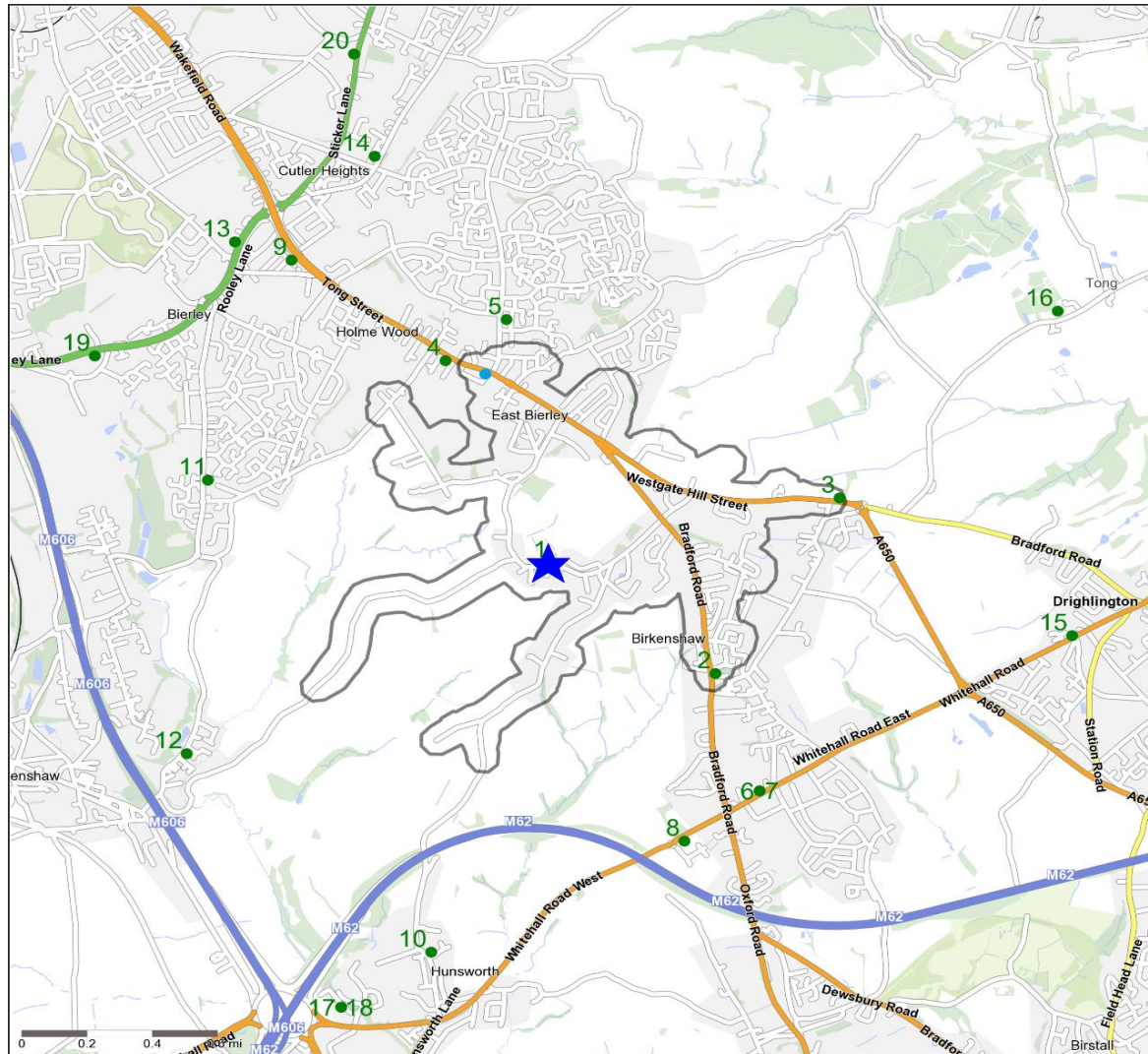
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	905	23.8	74	<div><div></div></div>	364	9.6	56	<div><div></div></div>	2,532	66.6	131	<div><div></div></div>
Male: Alone	1,357	35.7	120	<div><div></div></div>	450	11.8	71	<div><div></div></div>	1,992	52.4	98	<div><div></div></div>
Male: Group	1,111	29.2	128	<div><div></div></div>	1,031	27.1	100	<div><div></div></div>	1,658	43.6	87	<div><div></div></div>
Male: Pair	840	22.1	84	<div><div></div></div>	1,352	35.6	232	<div><div></div></div>	1,609	42.3	72	<div><div></div></div>
Mixed Sex: Group	659	17.3	70	<div><div></div></div>	957	25.2	78	<div><div></div></div>	2,184	57.5	133	<div><div></div></div>
Mixed Sex: Pair	1,186	31.2	129	<div><div></div></div>	1,002	26.4	80	<div><div></div></div>	1,612	42.4	99	<div><div></div></div>
With Children	1,672	44.0	148	<div><div></div></div>	384	10.1	58	<div><div></div></div>	1,743	45.9	87	<div><div></div></div>
Unknown	924	24.3	70	<div><div></div></div>	542	14.3	77	<div><div></div></div>	2,334	61.4	131	<div><div></div></div>
For Eating:												
Upmarket	1,041	27.4	85	<div><div></div></div>	610	16.1	74	<div><div></div></div>	2,149	56.6	122	<div><div></div></div>
Midmarket	936	24.6	68	<div><div></div></div>	112	2.9	32	<div><div></div></div>	2,752	72.4	132	<div><div></div></div>
Downmarket	1,516	39.9	172	<div><div></div></div>	1,264	33.3	94	<div><div></div></div>	1,020	26.8	65	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	1,099	28.9	94	<div><div></div></div>	946	24.9	106	<div><div></div></div>	1,754	46.2	101	<div><div></div></div>
Low (less than £10)	1,283	33.8	114	<div><div></div></div>	827	21.8	92	<div><div></div></div>	1,690	44.5	96	<div><div></div></div>
Medium (Between £10 and £40)	1,283	33.8	110	<div><div></div></div>	249	6.6	36	<div><div></div></div>	2,268	59.7	117	<div><div></div></div>
High (Greater than £40)	722	19.0	72	<div><div></div></div>	791	20.8	100	<div><div></div></div>	2,288	60.2	114	<div><div></div></div>

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	200,197	32.6	101	79,109	12.9	76	334,643	54.5	107
Male: Alone	249,704	40.7	137	112,084	18.3	110	252,161	41.1	77
Male: Group	151,415	24.7	108	189,542	30.9	114	272,994	44.5	89
Male: Pair	233,420	38.0	145	157,888	25.7	168	222,642	36.3	62
Mixed Sex: Group	206,561	33.6	137	103,093	16.8	52	304,296	49.6	115
Mixed Sex: Pair	179,317	29.2	121	200,525	32.7	99	234,108	38.1	89
With Children	292,679	47.7	160	98,942	16.1	92	222,330	36.2	69
Unknown	254,563	41.5	119	91,385	14.9	80	268,003	43.7	93
For Eating:									
Upmarket	226,302	36.9	115	141,737	23.1	107	245,911	40.1	87
Midmarket	300,928	49.0	136	51,177	8.3	91	261,845	42.6	78
Downmarket	196,152	31.9	138	226,093	36.8	104	191,705	31.2	75
For Drinking (monthly spend):									
Nothing	169,149	27.6	90	144,007	23.5	100	300,794	49.0	107
Low (less than £10)	139,221	22.7	76	101,909	16.6	70	372,821	60.7	130
Medium (Between £10 and £40)	167,499	27.3	89	58,196	9.5	52	388,256	63.2	124
High (Greater than £40)	114,505	18.7	71	108,135	17.6	85	391,310	63.7	121

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	New Inn, BD 4 6PP	Star Pubs & Bars	0.0	0.0
2	George Iv, BD11 2AH	Independent Free	19.6	3.6
3	Six Acres, BD 4 0SF	Independent Free	20.2	3.4
4	Holme Lane Tavern, BD 4 9RR	Admiral Taverns Ltd	21.4	4.0
5	Holmewood Bound, BD 4 9SA	Independent Free	22.6	4.8
6	Golden Fleece, BD11 2EQ	*Other Small Retail Groups	31.1	5.6
7	Halfway House Inn, BD11 2EQ	Star Pubs & Bars	31.1	5.6
8	Heathfield Farm, BD11 2HW	Greene King	31.7	5.6
9	Hand & Shuttle, BD 4 9LU	Independent Free	33.8	6.0
10	Savile Arms, BD19 4DX	Star Pubs & Bars	34.4	5.8
11	Greenwood Inn, BD 4 6DR	Ei Group	35.0	6.8
12	Woodlands Hotel, BD12 7EZ	Punch Pub Company	37.1	5.5
13	Cross Keys, BD 4 7SE	Ei Group	39.5	7.2
14	Travellers Rest, BD 4 9JB	Independent Free	40.1	7.9
15	Malt Shovel Inn, BD11 1BB	Star Pubs & Bars	42.9	5.7
16	Greyhound, BD 4 0RR	Greene King	44.1	5.8
17	Bobbin Carrier, BD19 6HG	Marston's	46.5	7.6
18	Hunsworth, BD19 6HG	Whitbread	46.5	7.6
19	Toby Carvery, BD 5 8LB	Mitchells & Butlers	46.8	7.4
20	Parry Lane Tavern, BD 4 8RS	Independent Free	47.4	8.6