

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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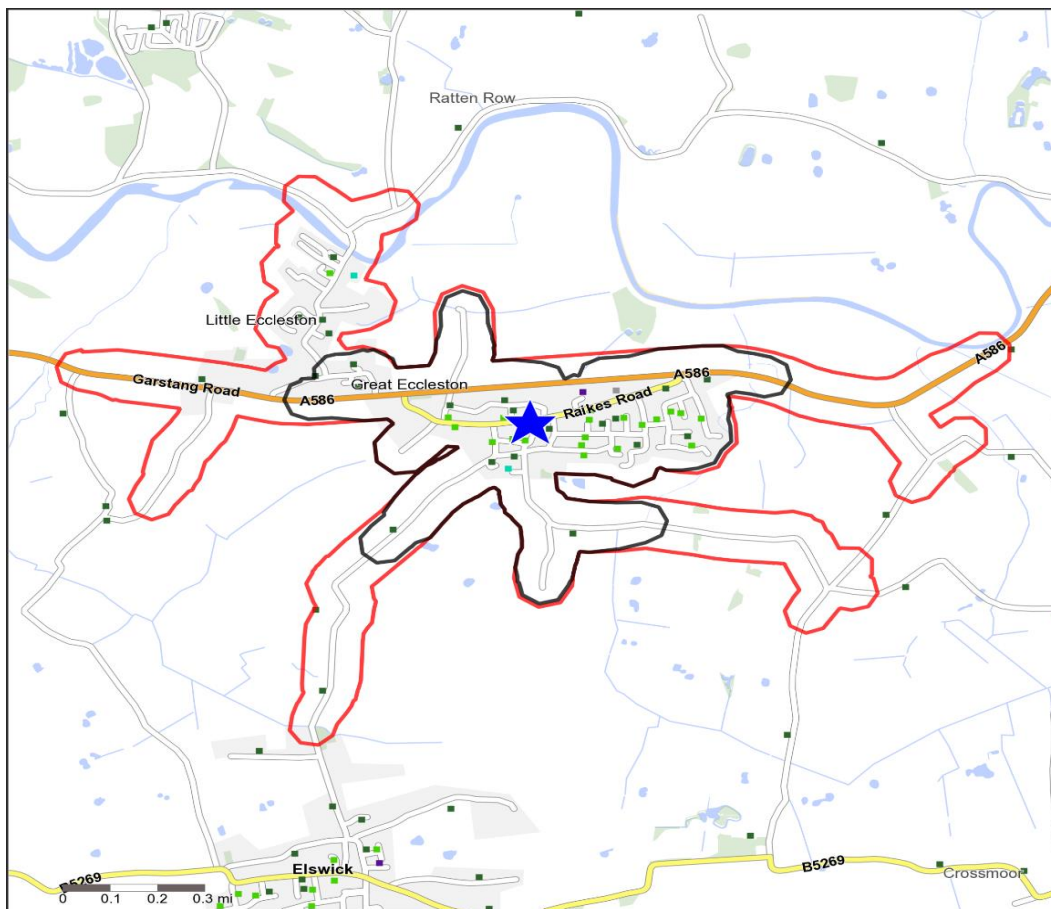
Number of Pubs	3	4	190
Catchment Adults 18+	1,159	1,346	200,376
Catchment Adults 18+ Per Pub	386	337	1,055
Populaton Projection 2018 to 2028 (% change)	3.97%	4.38%	1.82%

		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	862	74.4	144	1	Premium Local	1,049	77.9	150	1	High Street Pub	137,459	68.6	132
2	Great Pub Great Food	848	73.2	157	2	Great Pub Great Food	1,034	76.8	165	2	Community Pub	123,224	61.5	132
3	Community Pub	273	23.6	37	3	Community Pub	281	20.9	33	3	Premium Local	89,107	44.5	71
4	High Street Pub	165	14.2	110	4	High Street Pub	165	12.3	95	4	Great Pub Great Food	62,213	31.0	240
5	Bit of Style	14	1.2	3	5	Bit of Style	15	1.1	3	5	Bit of Style	28,098	14.0	35
6	Circuit Bar	14	1.2	5	6	Circuit Bar	15	1.1	4	6	Circuit Bar	19,750	9.9	37
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	14,331	7.2	69

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	115	9.9	112	136	10.1	114	13,158	6.6	74
C1	99	8.5	70	115	8.5	70	24,367	12.2	99
C2	107	9.2	112	118	8.8	106	16,167	8.1	98
DE	48	4.1	40	53	3.9	38	21,112	10.5	102

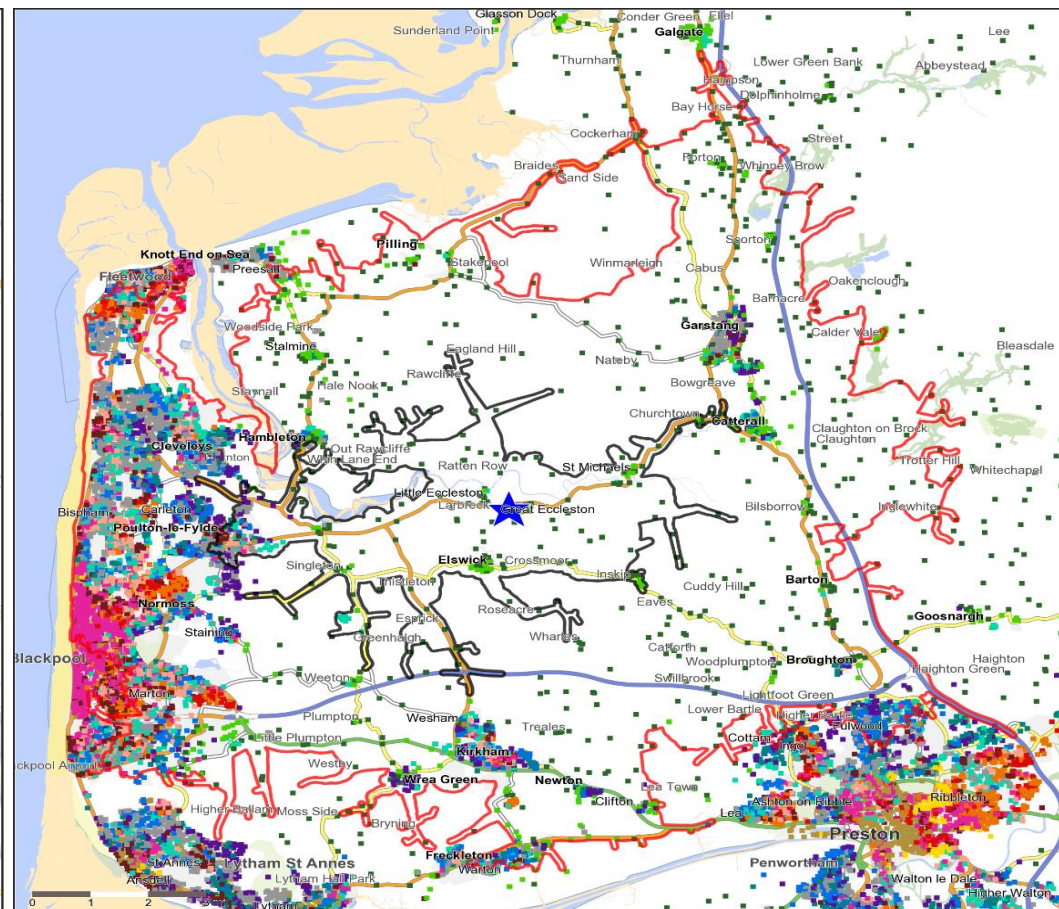
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	194	16.7	50	199	14.8	45	78,152	39.0	118
Medium (7-13)	555	47.9	144	591	43.9	132	79,936	39.9	120
High (14-19)	323	27.9	98	462	34.3	121	30,296	15.1	53

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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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	I Family Basics
	M Modest Traditions	N Urban Cohesion
		E Senior Security
		J Transient Renters
		O Rental Hubs

Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	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	13	167
B06 Diamond Days	0	0	194	1,136
B07 Alpha Families	10	10	277	1,862
B08 Bank of Mum and Dad	0	0	228	3,064
B09 Empty-Nest Adventure	0	0	224	4,563
C10 Wealthy Landowners	71	149	892	3,363
C11 Rural Vogue	54	75	775	3,261
C12 Scattered Homesteads	18	26	691	2,334
C13 Village Retirement	211	282	1,147	5,202
D14 Satellite Settlers	484	491	1,336	7,180
D15 Local Focus	90	90	261	1,876
D16 Outlying Seniors	165	165	307	1,477
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	538	2,194
E19 Bungalow Heaven	42	42	955	19,791
E20 Classic Grandparents	0	0	30	3,576
E21 Solo Retirees	0	0	98	8,949
F22 Boomerang Boarders	0	0	240	7,251
F23 Family Ties	0	0	0	1,571
F24 Fledgling Free	0	0	0	3,612
F25 Dependable Me	0	0	158	9,475
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	244	1,305
G28 Modern Parents	0	0	24	2,460
G29 Mid-Career Convention	0	0	78	5,177
H30 Primary Ambitions	0	0	131	1,354
H31 Affordable Fringe	0	0	0	6,608
H32 First-Rung Futures	0	0	414	11,601
H33 Contemporary Starts	0	0	303	2,382
H34 New Foundations	14	15	35	926
H35 Flying Solo	0	0	44	790

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	0	545
I37 Budget Generations	0	0	0	193
I38 Economical Families	0	0	0	5,811
I39 Families on a Budget	0	0	0	4,344
J40 Value Rentals	0	0	45	1,928
J41 Youthful Endeavours	0	0	16	542
J42 Midlife Renters	0	0	320	7,057
J43 Renting Rooms	0	0	0	12,558
K44 Inner City Stalwarts	0	0	0	0
K45 City Diversity	0	0	0	0
K46 High Rise Residents	0	0	0	179
K47 Single Essentials	0	0	0	1,766
K48 Mature Workers	0	0	0	3,292
L49 Flatlet Seniors	0	0	0	3,495
L50 Pocket Pensions	0	0	128	1,928
L51 Retirement Communities	0	0	397	2,676
L52 Estate Veterans	0	0	0	480
L53 Seasoned Survivors	0	0	0	4,641
M54 Down-to-Earth Owners	0	0	115	885
M55 Back with the Folks	0	0	261	9,450
M56 Self Supporters	0	0	179	10,615
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	0	150
O61 Career Builders	0	0	112	119
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	54
O64 Bus-Route Renters	0	0	48	1,689
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	62	1,469
Total	1,159	1,345	11,320	200,373

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. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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. H32 First-Rung Futures

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



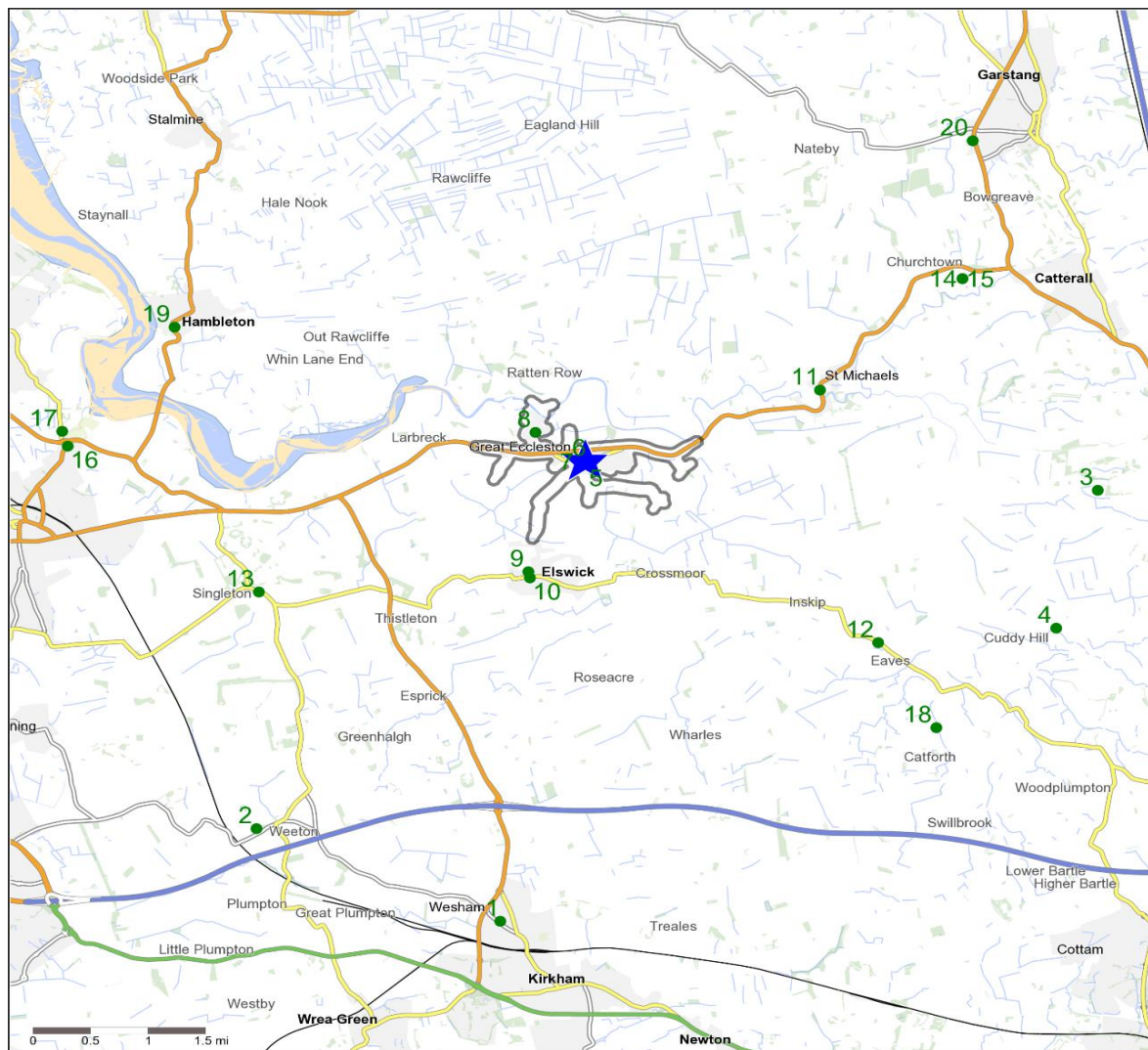
- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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	15	1.1	4	591	43.9	268	740	55.0	106		
Male: Alone	165	12.3	41	0	0.0	0	1,181	87.7	165		
Male: Group	0	0.0	0	414	30.8	117	932	69.2	140		
Male: Pair	0	0.0	0	15	1.1	7	1,331	98.9	172		
Mixed Sex: Group	15	1.1	5	1,071	79.6	249	260	19.3	44		
Mixed Sex: Pair	491	36.5	156	516	38.3	118	339	25.2	59		
With Children	0	0.0	0	90	6.7	40	1,256	93.3	176		
Unknown	581	43.2	131	15	1.1	6	750	55.7	116		
For Eating:											
Upmarket	0	0.0	0	25	1.9	9	1,321	98.1	208		
Midmarket	0	0.0	0	0	0.0	0	1,346	100.0	181		
Downmarket	0	0.0	0	297	22.1	63	1,049	77.9	187		
For Drinking (monthly spend):											
Nothing	281	20.9	69	117	8.7	37	948	70.4	157		
Low (less than £10)	309	23.0	77	863	64.1	273	174	12.9	29		
Medium (Between £10 and £40)	0	0.0	0	467	34.7	195	879	65.3	130		
High (Greater than £40)	0	0.0	0	149	11.1	54	1,197	88.9	170		

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	47,093	23.5	78	30,942	15.4	94	120,872	60.3	116	
Male: Alone	66,517	33.2	111	17,279	8.6	55	115,111	57.4	108	
Male: Group	42,709	21.3	93	75,496	37.7	144	80,703	40.3	81	
Male: Pair	44,353	22.1	85	64,577	32.2	211	89,976	44.9	78	
Mixed Sex: Group	42,169	21.0	92	69,317	34.6	108	87,422	43.6	99	
Mixed Sex: Pair	55,276	27.6	118	74,591	37.2	115	69,039	34.5	81	
With Children	66,244	33.1	114	28,058	14.0	83	104,605	52.2	99	
Unknown	55,413	27.7	84	21,745	10.9	61	121,750	60.8	127	
For Eating:										
Upmarket	39,852	19.9	65	36,761	18.3	88	122,294	61.0	129	
Midmarket	54,195	27.0	79	6,221	3.1	34	138,491	69.1	125	
Downmarket	54,767	27.3	123	76,844	38.3	110	67,296	33.6	81	
For Drinking (monthly spend):										
Nothing	51,203	25.6	84	63,484	31.7	134	84,220	42.0	94	
Low (less than £10)	54,090	27.0	90	62,661	31.3	133	82,157	41.0	90	
Medium (Between £10 and £40)	46,721	23.3	76	25,110	12.5	70	127,076	63.4	126	
High (Greater than £40)	30,409	15.2	59	33,046	16.5	80	135,452	67.6	129	

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	Lane Ends Hotel, PR 4 3DH	Trust Inns	0.0	11.3
2	Eagle & Child, PR 4 3NB	Star Pubs & Bars	0.0	11.8
3	Owd Nells Tavern, PR 3 ORS	Independent Free	0.0	12.0
4	Plough At Eaves Hotel, PR 4 OBJ	Thwaites	0.0	13.3
5	Farmers Arms Hotel, PR 3 OYE	Sea Food Pub Company	1.5	0.4
6	Black Bull, PR 3 OZB	Star Pubs & Bars	2.4	0.3
7	White Bull, PR 3 OZB	Star Pubs & Bars	2.4	0.3
8	Cartford Hotel, PR 3 OYP	Independent Free	12.7	2.4
9	Boot & Shoe Hotel, PR 4 3YB	Thwaites	27.8	4.2
10	Ship Hotel, PR 4 3ZB	Punch Pub Company	28.7	4.6
11	Grapes, PR 3 OTJ	*Other Small Retail Groups	47.1	4.9
12	Derby Arms, PR 4 OTJ	Independent Free	80.5	10.7
13	Millers Arms, FY 6 8LL	Trust Inns	80.8	7.1
14	Horns Inn, PR 3 OHT	Star Pubs & Bars	88.5	8.6
15	Punchbowl, PR 3 OHT	Star Pubs & Bars	88.5	8.6
16	River Wyre, FY 6 7JZ	Mitchells & Butlers	98.0	8.7
17	Thornton Lodge, FY 5 5LD	Greene King	100.6	9.3
18	Running Pump, PR 4 OHH	Robinsons	105.4	13.2
19	Shovels Inn, FY 6 9AL	Star Pubs & Bars	112.4	9.5
20	Bellflower, PR 3 OJA	Marston's	117.6	11.4