

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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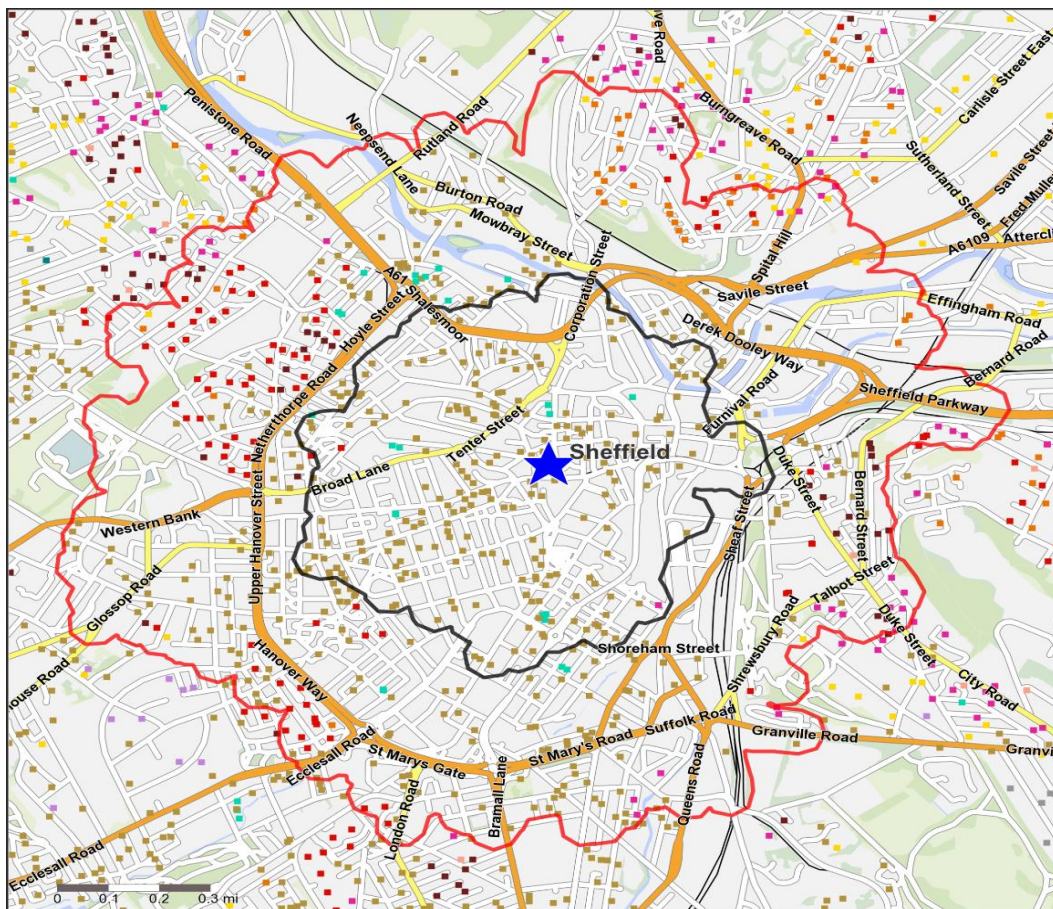
Number of Pubs	85	119	443
Catchment Adults 18+	15,890	43,163	469,895
Catchment Adults 18+ Per Pub	187	363	1,061
Populaton Projection 2018 to 2028 (% change)	11.52%	9.51%	5.98%

		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	Circuit Bar	11,538	72.6	140	1	High Street Pub	29,059	67.3	130	1	High Street Pub	388,134	82.6	159
2	Bit of Style	11,532	72.6	156	2	Circuit Bar	26,254	60.8	130	2	Community Pub	323,078	68.8	148
3	High Street Pub	10,054	63.3	100	3	Bit of Style	25,098	58.1	92	3	Premium Local	165,167	35.1	56
4	Craft Led	9,841	61.9	479	4	Craft Led	23,630	54.7	423	4	Bit of Style	122,559	26.1	202
5	Community Pub	5,345	33.6	83	5	Community Pub	18,298	42.4	105	5	Great Pub Great Food	110,310	23.5	58
6	Premium Local	2,133	13.4	50	6	Premium Local	6,170	14.3	53	6	Circuit Bar	88,387	18.8	70
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	32	0.1	1	7	Craft Led	86,202	18.3	178

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	1,230	7.7	88	2,794	6.5	73	36,727	7.8	88
C1	3,038	19.1	156	7,254	16.8	137	57,426	12.2	100
C2	309	1.9	24	1,220	2.8	34	35,922	7.6	93
DE	631	4.0	39	3,240	7.5	73	53,138	11.3	110

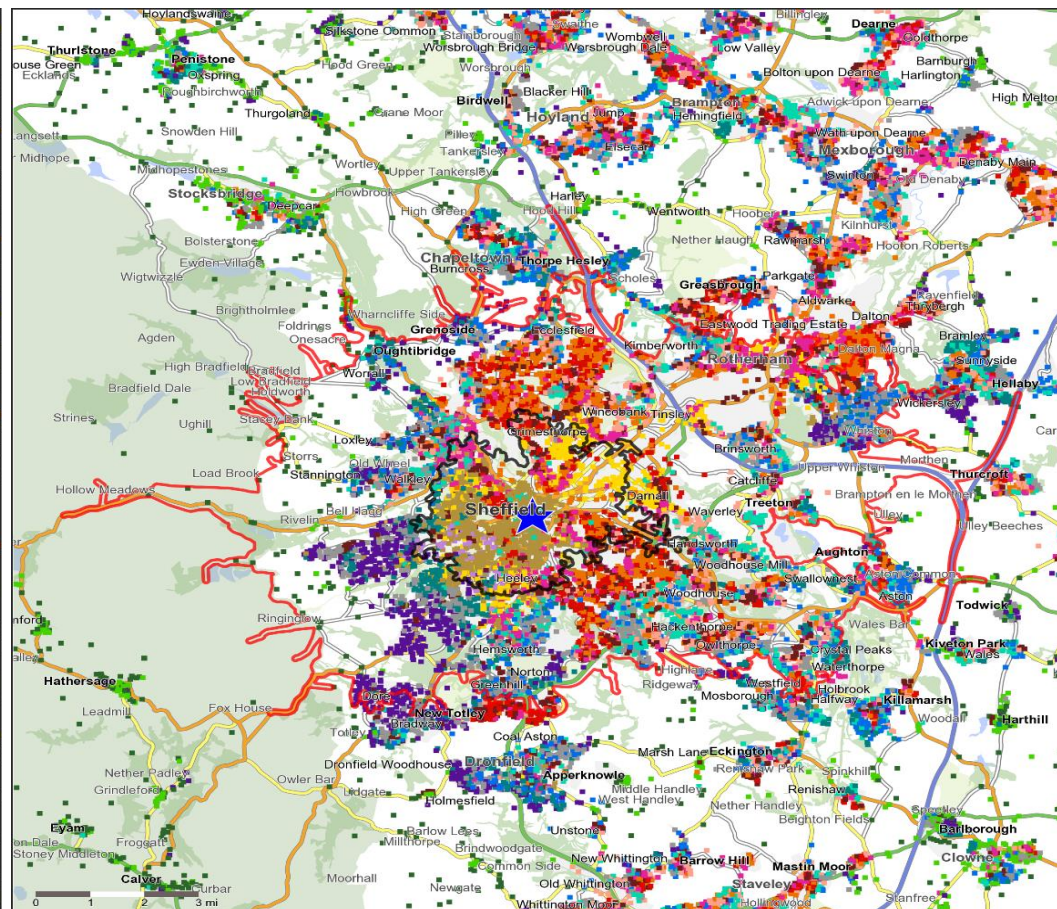
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	5,042	31.7	96	18,624	43.1	130	258,075	54.9	166
Medium (7-13)	1,671	10.5	32	3,801	8.8	27	131,194	27.9	84
High (14-19)	45	0.3	1	144	0.3	1	49,125	10.5	37

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
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		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	11	11
A02	Uptown Elite	0	27	2,702	3,087
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	293	3,319
B06	Diamond Days	0	0	78	5,421
B07	Alpha Families	0	0	0	3,552
B08	Bank of Mum and Dad	0	0	7	2,937
B09	Empty-Nest Adventure	0	0	3	5,064
C10	Wealthy Landowners	0	0	0	1,032
C11	Rural Vogue	0	0	0	197
C12	Scattered Homesteads	0	0	0	115
C13	Village Retirement	0	0	0	54
D14	Satellite Settlers	0	0	0	532
D15	Local Focus	0	0	0	86
D16	Outlying Seniors	0	0	0	39
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	627	12,359
E19	Bungalow Heaven	0	0	12	5,038
E20	Classic Grandparents	0	0	915	19,216
E21	Solo Retirees	0	0	745	11,252
F22	Boomerang Boarders	0	0	233	8,255
F23	Family Ties	0	0	0	2,012
F24	Fledgling Free	0	0	57	7,152
F25	Dependable Me	0	0	195	6,857
G26	Cafés and Catchments	0	0	1,379	6,013
G27	Thriving Independence	0	0	1,424	7,208
G28	Modern Parents	0	0	0	3,629
G29	Mid-Career Convention	0	0	0	7,731
H30	Primary Ambitions	0	0	1,002	6,264
H31	Affordable Fringe	0	0	227	17,213
H32	First-Rung Futures	0	0	830	12,242
H33	Contemporary Starts	0	0	0	1,965
H34	New Foundations	1,692	2,387	2,720	3,061
H35	Flying Solo	0	0	162	840

		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	18	365	1,100
I37	Budget Generations	0	0	101	6,109
I38	Economical Families	0	0	507	8,868
I39	Families on a Budget	0	786	5,225	28,784
J40	Value Rentals	0	0	383	6,360
J41	Youthful Endeavours	0	45	217	3,130
J42	Midlife Renters	0	33	5,073	13,508
J43	Renting Rooms	3	883	5,546	15,755
K44	Inner City Stalwarts	0	721	783	786
K45	City Diversity	123	1,168	1,304	1,418
K46	High Rise Residents	1	1,398	1,536	2,153
K47	Single Essentials	0	946	2,236	8,972
K48	Mature Workers	0	0	2,431	21,849
L49	Flatlet Seniors	2	887	2,877	11,780
L50	Pocket Pensions	0	23	648	7,146
L51	Retirement Communities	78	181	922	3,574
L52	Estate Veterans	2	104	2,588	13,031
L53	Seasoned Survivors	0	17	1,683	8,781
M54	Down-to-Earth Owners	0	4	508	11,742
M55	Back with the Folks	0	0	779	10,196
M56	Self Supporters	0	2	563	9,631
N57	Community Elders	0	19	780	1,681
N58	Culture & Comfort	0	0	740	842
N59	Large Family Living	0	257	5,565	14,512
N60	Ageing Access	0	17	8,474	11,551
O61	Career Builders	0	5	4,580	9,164
O62	Central Pulse	4,268	8,040	10,181	10,629
O63	Flexible Workforce	0	166	861	1,093
O64	Bus-Route Renters	5	197	1,059	3,193
O65	Learners & Earners	442	3,608	17,908	18,984
O66	Student Scene	5,130	10,865	24,279	24,279
U99	Unclassified	4,143	10,361	15,089	15,542
Total		15,889	43,165	139,413	469,896

Top 3 Mosaic Types in a 20 Minute Walktime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

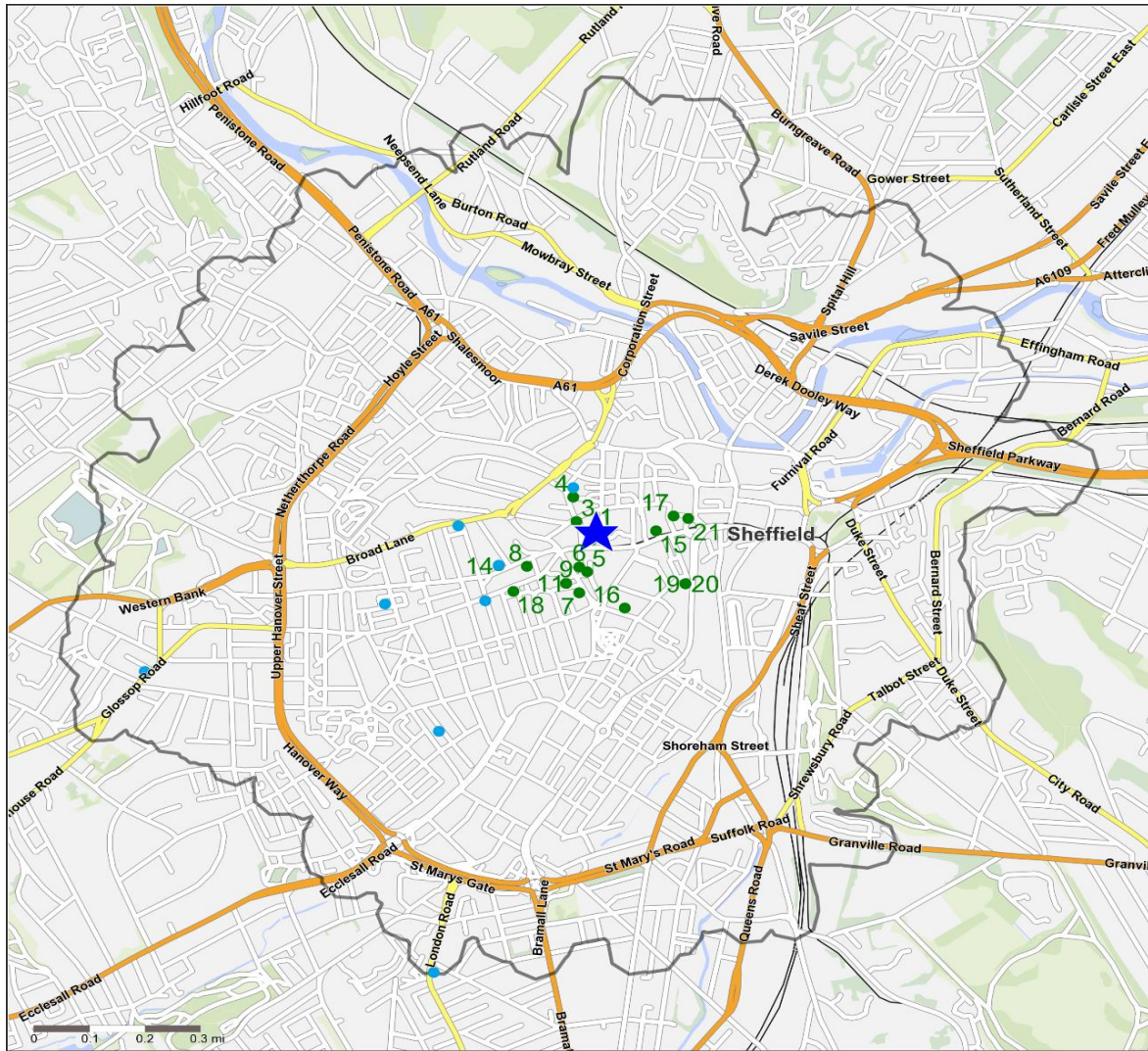
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

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	28,852	66.8	221	906	2.1	13	3,044	7.1	14			
Male: Alone	6,976	16.2	54	14,027	32.5	208	11,799	27.3	51			
Male: Group	9,944	23.0	101	17,725	41.1	157	5,133	11.9	24			
Male: Pair	16,604	38.5	147	3,307	7.7	50	12,891	29.9	52			
Mixed Sex: Group	29,325	67.9	297	936	2.2	7	2,542	5.9	13			
Mixed Sex: Pair	22,743	52.7	225	5,709	13.2	41	4,350	10.1	24			
With Children	3,731	8.6	30	972	2.3	13	28,099	65.1	123			
Unknown	20,996	48.6	148	6,115	14.2	79	5,692	13.2	28			
For Eating:												
Upmarket	23,156	53.6	175	5,079	11.8	57	4,568	10.6	22			
Midmarket	28,323	65.6	191	876	2.0	22	3,603	8.3	15			
Downmarket	14,675	34.0	153	12,928	30.0	86	5,200	12.0	29			
For Drinking (monthly spend):												
Nothing	1,725	4.0	13	6,041	14.0	59	25,037	58.0	129			
Low (less than £10)	63	0.1	0	3,861	8.9	38	28,879	66.9	148			
Medium (Between £10 and £40)	11,711	27.1	89	2,491	5.8	32	18,601	43.1	86			
High (Greater than £40)	13,261	30.7	119	941	2.2	11	18,601	43.1	82			

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	152,425	32.4	107	53,512	11.4	70	248,416	52.9	102	
Male: Alone	164,316	35.0	117	101,367	21.6	138	188,670	40.2	75	
Male: Group	129,998	27.7	121	144,719	30.8	118	179,636	38.2	77	
Male: Pair	161,674	34.4	132	78,128	16.6	109	214,551	45.7	80	
Mixed Sex: Group	155,914	33.2	145	73,191	15.6	49	225,247	47.9	109	
Mixed Sex: Pair	148,424	31.6	135	143,229	30.5	94	162,700	34.6	81	
With Children	147,086	31.3	108	62,170	13.2	79	245,097	52.2	99	
Unknown	136,511	29.1	88	71,104	15.1	84	246,737	52.5	110	
For Eating:										
Upmarket	163,782	34.9	114	80,698	17.2	82	209,874	44.7	95	
Midmarket	195,535	41.6	121	36,940	7.9	87	221,878	47.2	85	
Downmarket	172,189	36.6	165	146,174	31.1	89	135,990	28.9	70	
For Drinking (monthly spend):										
Nothing	138,993	29.6	98	107,505	22.9	97	207,855	44.2	99	
Low (less than £10)	116,549	24.8	83	77,295	16.4	70	260,508	55.4	122	
Medium (Between £10 and £40)	149,311	31.8	104	48,916	10.4	58	256,125	54.5	108	
High (Greater than £40)	107,151	22.8	88	97,196	20.7	101	250,005	53.2	102	

Competitor Map

Top 20 Nearest Competitors



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Church House, S 1 2EW	Star Pubs & Bars	0.0	0.1
2	Cargo Hold, S 1 2GN	Independent Free	0.0	0.4
3	Wig & Pen, S 1 2EG	Independent Free	1.5	0.8
4	Three Tuns, S 1 2DD	Star Pubs & Bars	1.8	1.5
5	Museum, S 1 2FB	Greene King	2.1	1.1
6	All Bar One, S 1 2GY	Mitchells & Butlers	2.4	0.9
7	Bessemer, S 1 2GZ	Stonegate Pub Company	2.4	2.1
8	Maggie Mays, S 1 4FG	Independent Free	3.0	1.0
9	Bamboo Door, S 1 2JG	Independent Free	3.0	1.3
10	Botanist, S 1 2JG	New World Trading Company	3.0	1.3
11	Kuckoo, S 1 2JG	Independent Free	3.0	1.3
12	Dog & Partridge, S 1 4EL	Star Pubs & Bars	3.6	1.4
13	Grapes, S 1 4EL	Trust Inns	3.6	1.4
14	Trippets, S 1 4EL	Independent Free	3.6	1.4
15	Cavells, S 1 2GA	Ei Group	3.9	4.2
16	Public, S 1 2LG	Independent Free	3.9	4.9
17	Dove & Rainbow, S 1 2FD	Punch Pub Company	4.5	1.6
18	Westway, S 1 4EQ	Star Pubs & Bars	4.8	2.2
19	Millennium Gallery Cafe, S 1 2PP	Independent Free	5.1	4.0
20	Mulberry Tavern, S 1 2PP	Independent Free	5.1	4.0