

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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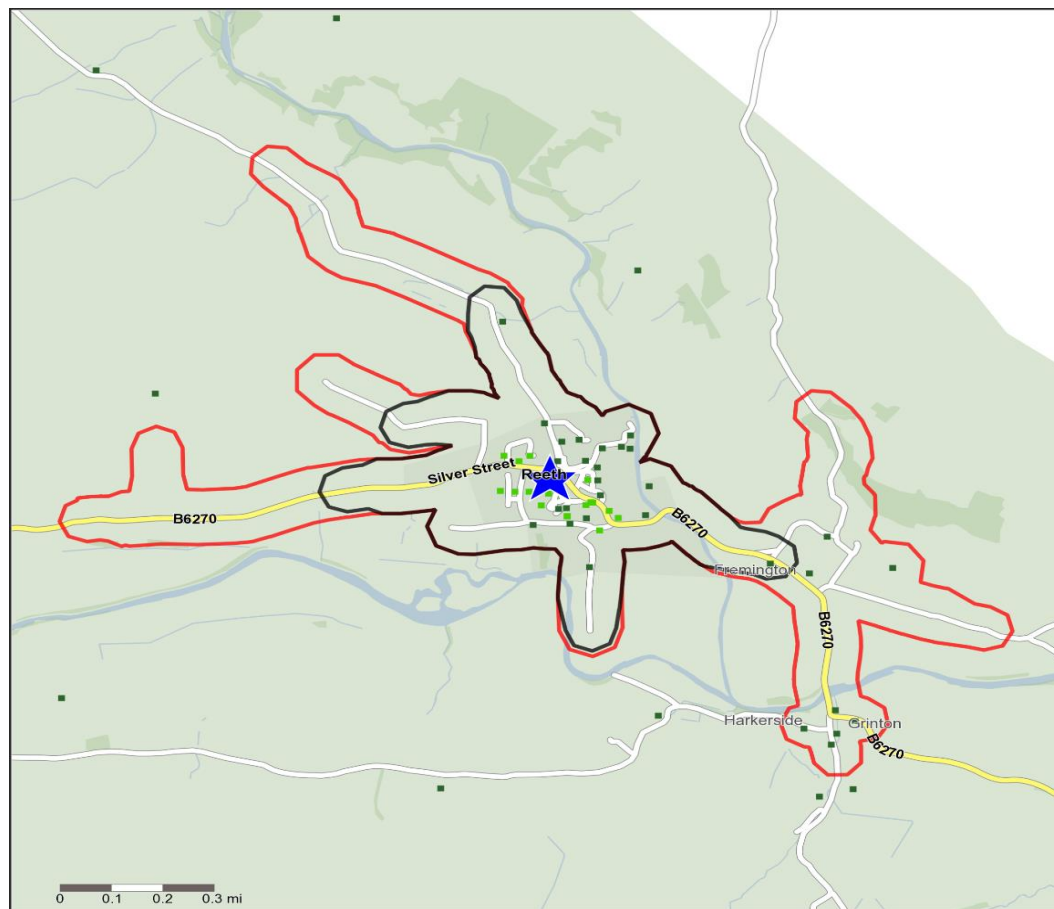
Number of Pubs	2	3	35
Catchment Adults 18+	547	668	11,119
Catchment Adults 18+ Per Pub	274	223	318
Populaton Projection 2018 to 2028 (% change)	-0.81%	-1.19%	-1.74%

		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	Great Pub Great Food	418	76.4	148	1	Great Pub Great Food	539	80.7	156	1	Premium Local	7,356	66.2	128
2	Premium Local	418	76.4	164	2	Premium Local	539	80.7	173	2	Community Pub	6,873	61.8	133
3	Community Pub	303	55.4	88	3	Community Pub	403	60.3	96	3	Great Pub Great Food	6,366	57.3	91
4	High Street Pub	82	15.0	116	4	High Street Pub	82	12.3	95	4	High Street Pub	4,322	38.9	301
5	Bit of Style	0	0.0	0	5	Bit of Style	0	0.0	0	5	Circuit Bar	1,226	11.0	27
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Bit of Style	1,176	10.6	39
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	390	3.5	34

	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	50	9.1	103	60	9.0	102	903	8.1	92
C1	48	8.8	72	60	9.0	73	1,198	10.8	88
C2	61	11.2	135	74	11.1	134	1,037	9.3	113
DE	21	3.8	37	25	3.7	36	807	7.3	71

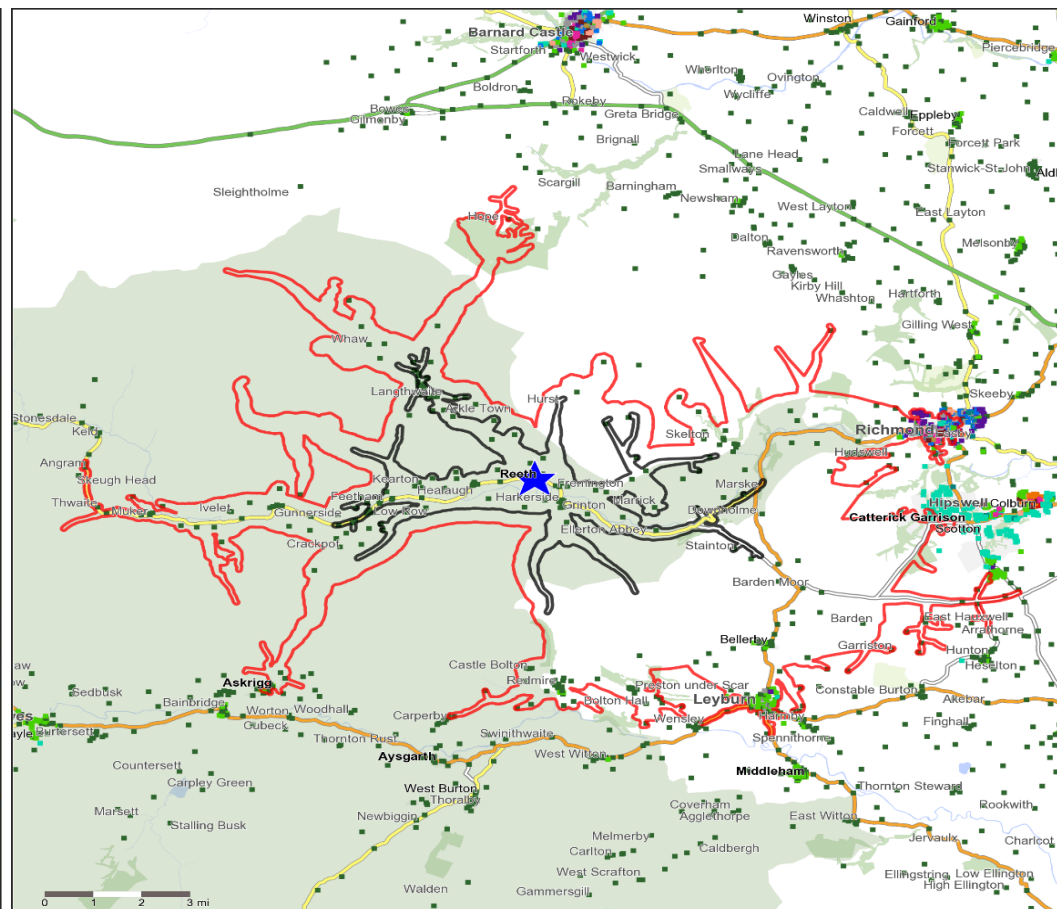
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	81	14.8	45	91	13.6	41	2,781	25.0	75
Medium (7-13)	232	42.4	128	274	41.0	124	4,374	39.3	119
High (14-19)	144	26.3	93	191	28.6	101	2,561	23.0	81

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	2	0	2
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	0	0	0
B06	Diamond Days	0	0	0	29	0	29
B07	Alpha Families	0	0	0	71	0	71
B08	Bank of Mum and Dad	0	0	0	210	0	210
B09	Empty-Nest Adventure	0	0	0	287	0	287
C10	Wealthy Landowners	2	3	8	84	2	84
C11	Rural Vogue	5	12	43	242	5	242
C12	Scattered Homesteads	174	274	820	2,686	174	2,686
C13	Village Retirement	103	117	141	655	103	655
D14	Satellite Settlers	133	133	133	955	133	955
D15	Local Focus	47	47	47	343	47	343
D16	Outlying Seniors	82	82	82	756	82	756
D17	Far-Flung Outposts	0	0	0	54	0	54
E18	Legacy Elders	0	0	0	343	0	343
E19	Bungalow Heaven	0	0	0	464	0	464
E20	Classic Grandparents	0	0	0	91	0	91
E21	Solo Retirees	0	0	0	68	0	68
F22	Boomerang Boarders	0	0	0	134	0	134
F23	Family Ties	0	0	0	21	0	21
F24	Fledgling Free	0	0	0	42	0	42
F25	Dependable Me	0	0	0	202	0	202
G26	Cafés and Catchments	0	0	0	0	0	0
G27	Thriving Independence	0	0	0	180	0	180
G28	Modern Parents	0	0	0	0	0	0
G29	Mid-Career Convention	0	0	0	193	0	193
H30	Primary Ambitions	0	0	0	0	0	0
H31	Affordable Fringe	0	0	0	160	0	160
H32	First-Rung Futures	0	0	0	263	0	263
H33	Contemporary Starts	0	0	0	365	0	365
H34	New Foundations	0	0	0	115	0	115
H35	Flying Solo	0	0	0	9	0	9

				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	0	23	0	23
I37	Budget Generations	0	0	0	31	0	31
I38	Economical Families	0	0	0	0	0	0
I39	Families on a Budget	0	0	0	0	0	0
J40	Value Rentals	0	0	0	11	0	11
J41	Youthful Endeavours	0	0	0	96	0	96
J42	Midlife Renters	0	0	0	611	0	611
J43	Renting Rooms	0	0	0	8	0	8
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	80	0	80
K48	Mature Workers	0	0	0	0	0	0
L49	Flatlet Seniors	0	0	0	29	0	29
L50	Pocket Pensions	0	0	0	30	0	30
L51	Retirement Communities	0	0	0	271	0	271
L52	Estate Veterans	0	0	0	0	0	0
L53	Seasoned Survivors	0	0	0	24	0	24
M54	Down-to-Earth Owners	0	0	0	79	0	79
M55	Back with the Folks	0	0	0	141	0	141
M56	Self Supporters	0	0	0	128	0	128
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	0	0	0	0
O61	Career Builders	0	0	0	38	0	38
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	0	0	0	298	0	298
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	0	195	0	195
Total				546	668	1,274	11,117

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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
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2. 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

3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



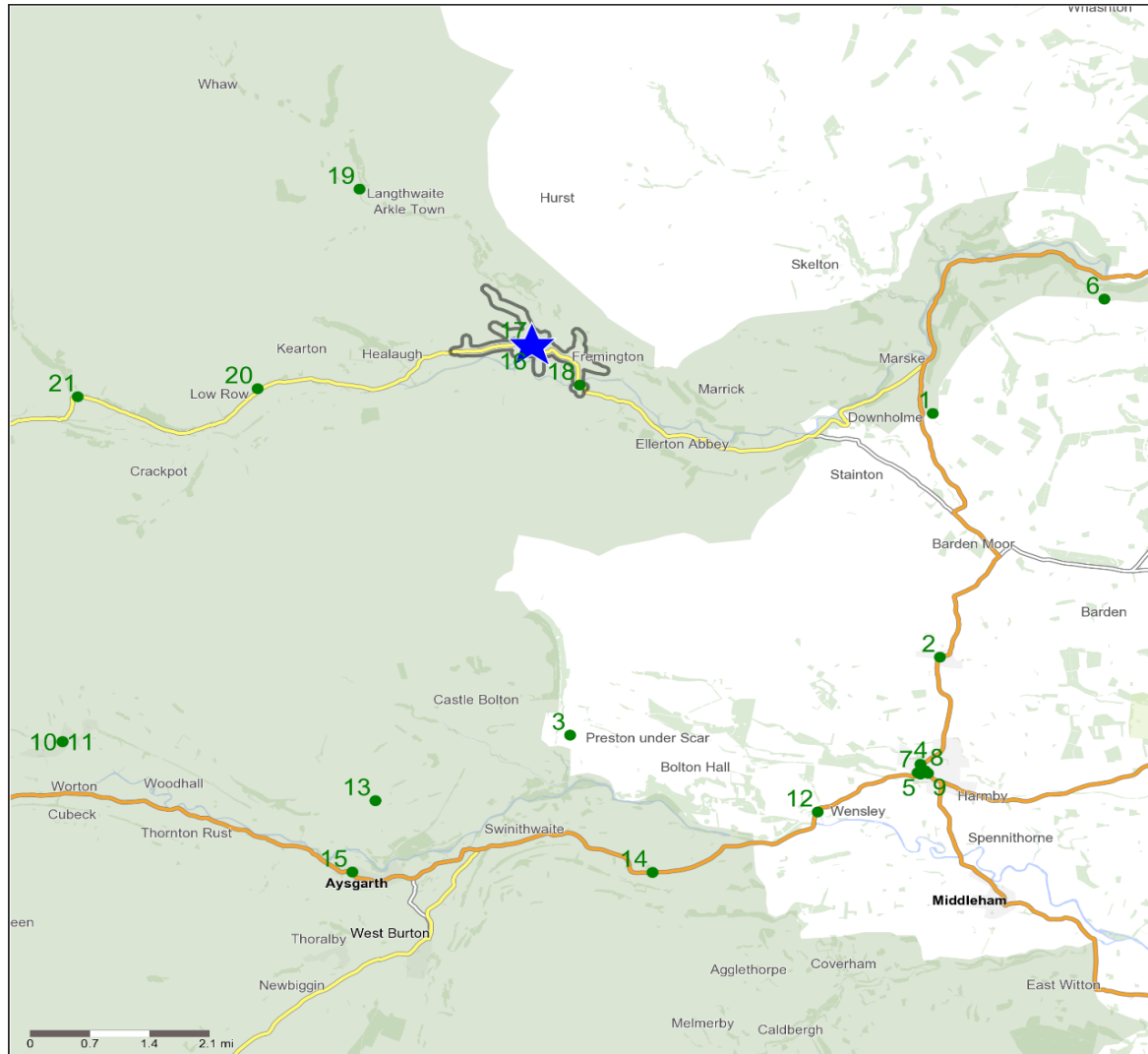
- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	0	0.0	0	180	26.9	165	488	73.1	140			
Male: Alone	82	12.3	41	0	0.0	0	586	87.7	165			
Male: Group	0	0.0	0	164	24.6	94	504	75.4	152			
Male: Pair	0	0.0	0	0	0.0	0	668	100.0	174			
Mixed Sex: Group	0	0.0	0	379	56.7	178	289	43.3	99			
Mixed Sex: Pair	133	19.9	85	473	70.8	218	62	9.3	22			
With Children	0	0.0	0	47	7.0	42	621	93.0	176			
Unknown	180	26.9	82	0	0.0	0	488	73.1	152			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	668	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	668	100.0	181			
Downmarket	0	0.0	0	129	19.3	55	539	80.7	194			
For Drinking (monthly spend):												
Nothing	403	60.3	199	12	1.8	8	253	37.9	85			
Low (less than £10)	391	58.5	196	274	41.0	175	3	0.4	1			
Medium (Between £10 and £40)	0	0.0	0	394	59.0	331	274	41.0	82			
High (Greater than £40)	0	0.0	0	3	0.4	2	665	99.6	190			

	20 Minute Drivetime											
	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	2,042	18.4	61	<div><div></div></div>	1,628	14.6	90	<div><div></div></div>	7,253	65.2	125	<div><div></div></div>
Male: Alone	2,771	24.9	84	<div><div></div></div>	504	4.5	29	<div><div></div></div>	7,648	68.8	129	<div><div></div></div>
Male: Group	1,518	13.7	60	<div><div></div></div>	2,447	22.0	84	<div><div></div></div>	6,959	62.6	126	<div><div></div></div>
Male: Pair	1,831	16.5	63	<div><div></div></div>	808	7.3	48	<div><div></div></div>	8,285	74.5	130	<div><div></div></div>
Mixed Sex: Group	1,630	14.7	64	<div><div></div></div>	4,149	37.3	117	<div><div></div></div>	5,145	46.3	105	<div><div></div></div>
Mixed Sex: Pair	2,846	25.6	109	<div><div></div></div>	5,404	48.6	149	<div><div></div></div>	2,674	24.0	56	<div><div></div></div>
With Children	1,748	15.7	54	<div><div></div></div>	1,092	9.8	58	<div><div></div></div>	8,084	72.7	137	<div><div></div></div>
Unknown	1,888	17.0	52	<div><div></div></div>	1,948	17.5	98	<div><div></div></div>	7,087	63.7	133	<div><div></div></div>
For Eating:												
Upmarket	1,601	14.4	47	<div><div></div></div>	1,195	10.7	52	<div><div></div></div>	8,127	73.1	155	<div><div></div></div>
Midmarket	1,583	14.2	41	<div><div></div></div>	130	1.2	13	<div><div></div></div>	9,211	82.8	150	<div><div></div></div>
Downmarket	1,199	10.8	49	<div><div></div></div>	3,630	32.6	94	<div><div></div></div>	6,094	54.8	132	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	4,809	43.3	143	<div><div></div></div>	1,847	16.6	70	<div><div></div></div>	4,267	38.4	86	<div><div></div></div>
Low (less than £10)	4,696	42.2	141	<div><div></div></div>	4,015	36.1	154	<div><div></div></div>	2,212	19.9	44	<div><div></div></div>
Medium (Between £10 and £40)	1,300	11.7	38	<div><div></div></div>	3,953	35.6	199	<div><div></div></div>	5,670	51.0	101	<div><div></div></div>
High (Greater than £40)	865	7.8	30	<div><div></div></div>	1,065	9.6	47	<div><div></div></div>	8,994	80.9	155	<div><div></div></div>

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	Bolton Arms Inn, DL11 6AE	Independent Free	0.0	11.2
2	Cross Keys, DL 8 5QS	Independent Free	0.0	14.2
3	Bolton Arms Inn, DL 8 4EA	Independent Free	0.0	14.5
4	Kings Head, DL 8 5AE	*Other Small Retail Groups	0.0	18.0
5	Penleys, DL 8 5BJ	Independent Free	0.0	18.0
6	George & Dragon, DL11 6BL	Independent Free	0.0	18.0
7	Bolton Arms Hotel, DL 8 5BW	Punch Pub Company	0.0	18.1
8	Black Swan Inn, DL 8 5AS	Ei Group	0.0	18.1
9	Sandpiper Restaurant, DL 8 5AT	Independent Free	0.0	18.2
10	Crown Inn, DL 8 3HQ	Independent Free	0.0	19.3
11	Kings Arms Hotel, DL 8 3HQ	Independent Free	0.0	19.3
12	Three Horse Shoes, DL 8 4HJ	Independent Free	0.0	20.2
13	Wheatsheaf Hotel, DL 8 4DF	Independent Free	0.0	20.3
14	Fox & Hounds Inn, DL 8 4LP	Independent Free	0.0	24.0
15	George & Dragon Inn, DL 8 3AD	Independent Free	0.0	25.5
16	Black Bull Hotel, DL11 6SZ	Star Pubs & Bars	0.6	0.3
17	Overton House Cafe, DL11 6SY	Independent Free	1.2	0.3
18	Bridge Inn, DL11 6HH	Marston's	17.8	2.8
19	Red Lion, DL11 6RE	Independent Free	22.0	7.3
20	Punch Bowl Inn, DL11 6PF	Independent Free	70.0	7.0