

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	19	148
Catchment Adults 18+	11,054	34,103	323,529
Catchment Adults 18+ Per Pub	2,211	1,795	2,186
Populaton Projection 2018 to 2028 (% change)	10.74%	10.71%	11.33%

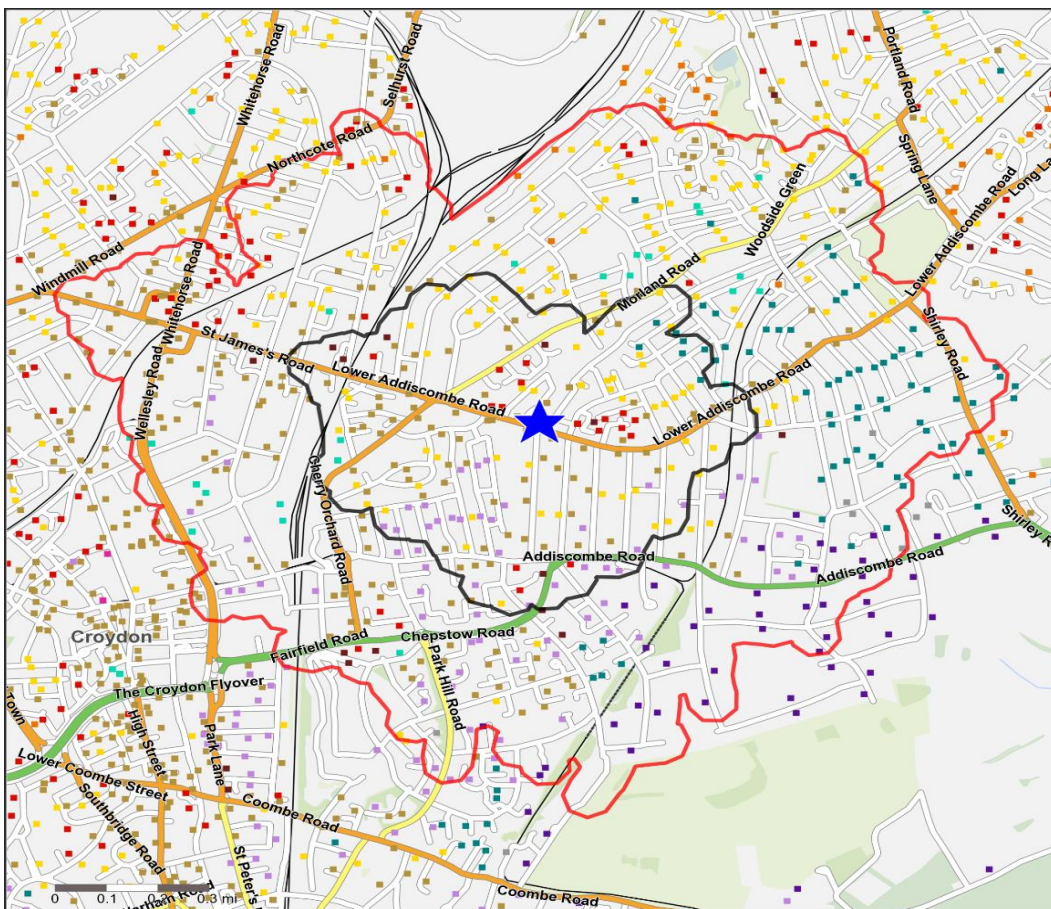
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Bit of Style	6,511	58.9	114	1	Bit of Style	20,784	60.9	118	1	High Street Pub	162,932	50.4	97
2	Premium Local	5,140	46.5	100	2	Premium Local	17,993	52.8	113	2	Premium Local	150,518	46.5	100
3	Craft Led	4,658	42.1	67	3	High Street Pub	13,517	39.6	63	3	Bit of Style	141,005	43.6	69
4	High Street Pub	4,487	40.6	314	4	Craft Led	12,354	36.2	280	4	Great Pub Great Food	113,574	35.1	271
5	Community Pub	4,321	39.1	97	5	Circuit Bar	11,476	33.7	83	5	Community Pub	103,013	31.8	79
6	Circuit Bar	3,961	35.8	134	6	Great Pub Great Food	10,237	30.0	112	6	Craft Led	66,638	20.6	77
7	Great Pub Great Food	2,565	23.2	225	7	Community Pub	8,926	26.2	254	7	Circuit Bar	57,313	17.7	172

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	1,662	15.0	170	4,717	13.8	156	33,721	10.4	118
C1	1,947	17.6	144	5,889	17.3	141	51,994	16.1	131
C2	733	6.6	80	2,387	7.0	85	25,682	7.9	96
DE	962	8.7	85	3,100	9.1	88	32,085	9.9	96

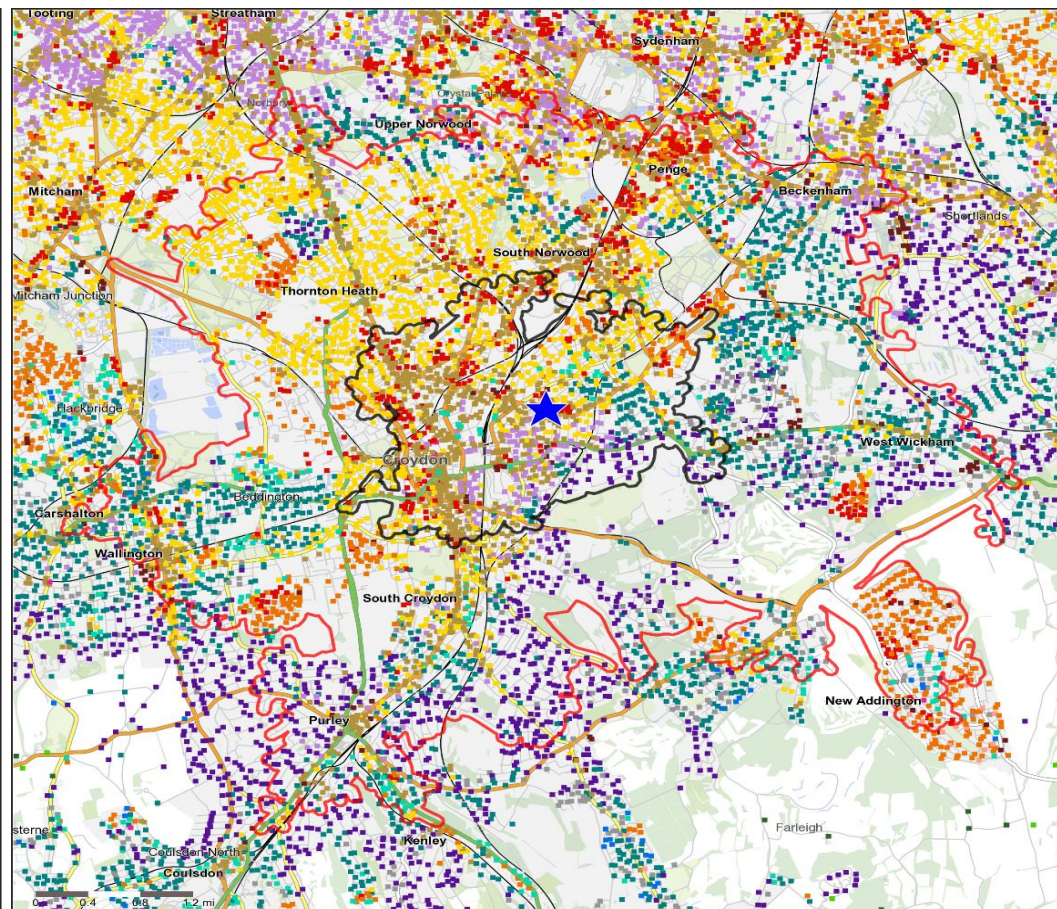
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,571	14.2	43	4,619	13.5	41	53,129	16.4	50
Medium (7-13)	4,976	45.0	136	14,207	41.7	126	110,833	34.3	103
High (14-19)	4,085	37.0	130	14,621	42.9	151	165,059	51.0	179

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

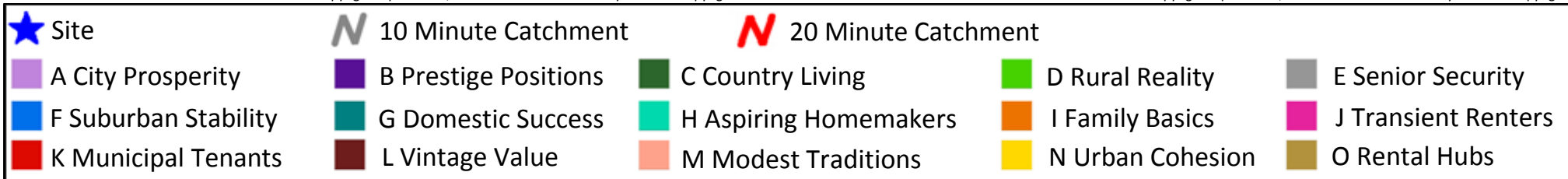
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

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	18
A02 Uptown Elite	943	2,070	2,682	10,912
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	366	837	1,743	3,393
B05 Premium Fortunes	0	513	857	5,631
B06 Diamond Days	0	120	357	7,417
B07 Alpha Families	0	0	80	1,875
B08 Bank of Mum and Dad	0	45	294	3,986
B09 Empty-Nest Adventure	0	0	0	13
C10 Wealthy Landowners	0	0	0	1
C11 Rural Vogue	0	0	0	0
C12 Scattered Homesteads	0	0	0	0
C13 Village Retirement	0	0	0	0
D14 Satellite Settlers	0	0	0	0
D15 Local Focus	0	0	0	0
D16 Outlying Seniors	0	0	0	0
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	167	390	6,912
E19 Bungalow Heaven	0	0	0	45
E20 Classic Grandparents	0	0	0	162
E21 Solo Retirees	0	0	0	931
F22 Boomerang Boarders	0	0	0	25
F23 Family Ties	0	0	0	256
F24 Fledgling Free	0	0	0	0
F25 Dependable Me	0	0	0	171
G26 Cafés and Catchments	248	2,924	4,171	42,185
G27 Thriving Independence	121	556	687	8,679
G28 Modern Parents	0	0	0	0
G29 Mid-Career Convention	0	0	0	0
H30 Primary Ambitions	0	805	885	7,281
H31 Affordable Fringe	0	0	0	346
H32 First-Rung Futures	0	0	0	116
H33 Contemporary Starts	0	0	0	0
H34 New Foundations	175	1,238	1,651	2,299
H35 Flying Solo	0	0	2	234

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	507	3,352	22,620
I37 Budget Generations	0	0	0	77
I38 Economical Families	0	0	0	14
I39 Families on a Budget	0	0	0	1,073
J40 Value Rentals	0	0	0	0
J41 Youthful Endeavours	0	0	12	110
J42 Midlife Renters	0	0	0	14
J43 Renting Rooms	0	0	0	0
K44 Inner City Stalwarts	530	1,097	4,097	11,356
K45 City Diversity	140	766	3,713	12,001
K46 High Rise Residents	82	82	200	224
K47 Single Essentials	0	0	0	400
K48 Mature Workers	0	0	0	0
L49 Flatlet Seniors	266	423	515	836
L50 Pocket Pensions	0	0	0	495
L51 Retirement Communities	22	334	696	4,212
L52 Estate Veterans	0	0	0	131
L53 Seasoned Survivors	0	0	0	0
M54 Down-to-Earth Owners	0	0	0	0
M55 Back with the Folks	0	0	0	347
M56 Self Supporters	0	0	0	51
N57 Community Elders	920	4,088	7,133	36,701
N58 Culture & Comfort	189	1,826	9,297	38,741
N59 Large Family Living	0	0	0	0
N60 Ageing Access	2,379	3,267	5,403	22,115
O61 Career Builders	887	2,200	2,964	14,899
O62 Central Pulse	62	729	1,804	2,563
O63 Flexible Workforce	3,709	9,425	22,461	48,426
O64 Bus-Route Renters	15	84	222	3,166
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	69
Total	11,054	34,103	75,668	323,529

Top 3 Mosaic Types in a 20 Minute Walktime

1. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

Top 3 Mosaic Types in a 20 Minute Drivetime

1. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

2. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

3. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

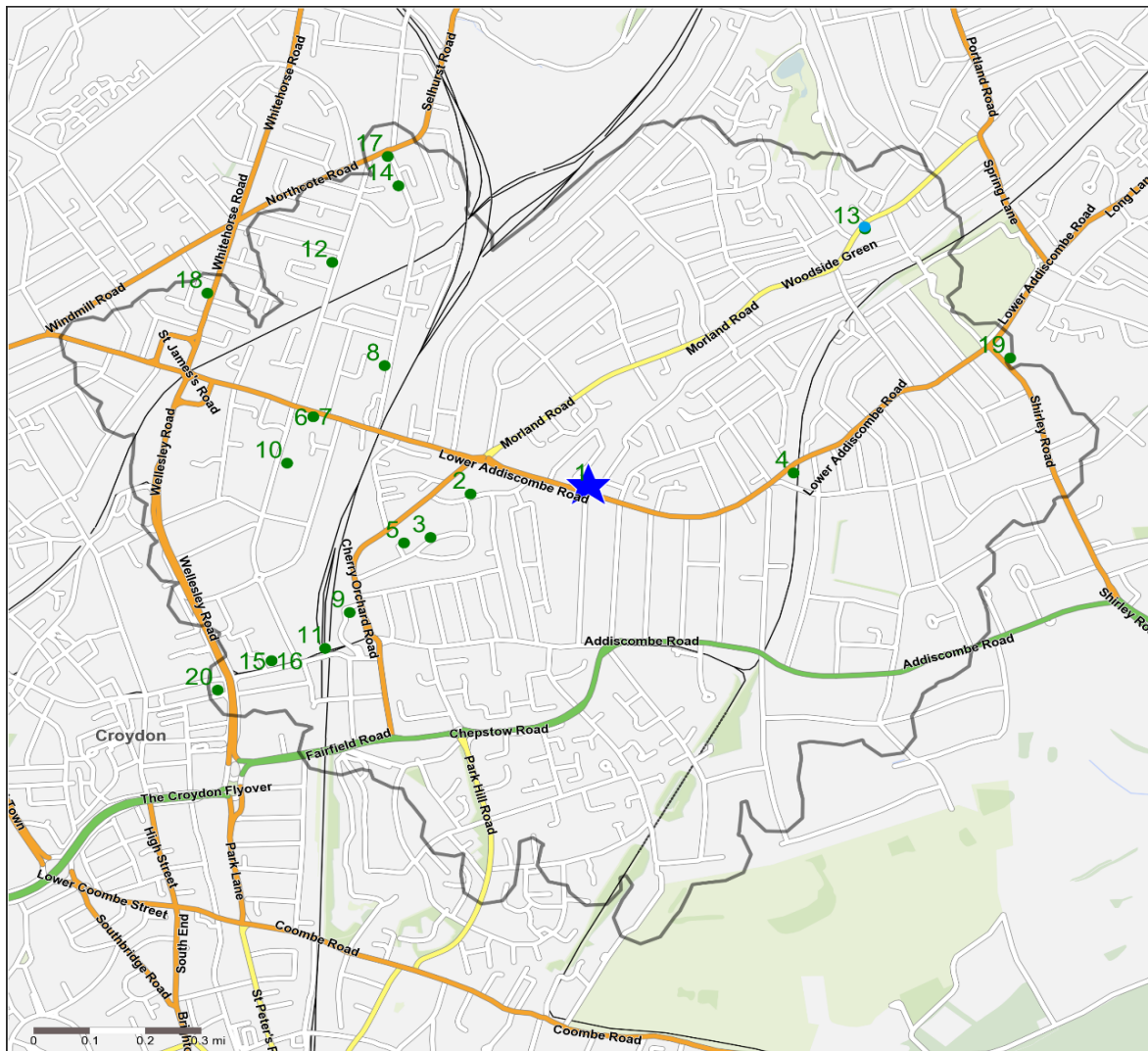
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

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	18,510	54.3	179	3,543	10.4	64	12,049	35.3	68			
Male: Alone	15,467	45.4	152	4,909	14.4	92	13,728	40.3	76			
Male: Group	10,594	31.1	136	5,020	14.7	56	18,488	54.2	109			
Male: Pair	17,512	51.4	197	6,163	18.1	119	10,429	30.6	53			
Mixed Sex: Group	20,055	58.8	257	5,631	16.5	52	8,416	24.7	56			
Mixed Sex: Pair	858	2.5	11	11,305	33.1	102	21,940	64.3	151			
With Children	6,127	18.0	62	10,052	29.5	175	17,923	52.6	99			
Unknown	20,580	60.3	184	6,608	19.4	108	6,914	20.3	42			
For Eating:												
Upmarket	22,142	64.9	212	9,556	28.0	135	2,405	7.1	15			
Midmarket	27,339	80.2	233	3,414	10.0	111	3,350	9.8	18			
Downmarket	889	2.6	12	10,238	30.0	86	22,976	67.4	162			
For Drinking (monthly spend):												
Nothing	9,809	28.8	95	5,161	15.1	64	19,133	56.1	125			
Low (less than £10)	13,320	39.1	131	591	1.7	7	20,192	59.2	131			
Medium (Between £10 and £40)	15,398	45.2	148	12,888	37.8	212	5,816	17.1	34			
High (Greater than £40)	22,384	65.6	254	6,459	18.9	92	5,260	15.4	29			

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	114,047	35.3	116	43,210	13.4	82	166,203	51.4	99	
Male: Alone	95,253	29.4	99	36,188	11.2	72	192,019	59.4	111	
Male: Group	94,536	29.2	128	49,196	15.2	58	179,728	55.6	112	
Male: Pair	105,825	32.7	125	43,675	13.5	89	173,961	53.8	94	
Mixed Sex: Group	132,053	40.8	179	81,059	25.1	78	110,348	34.1	78	
Mixed Sex: Pair	10,942	3.4	14	123,343	38.1	117	189,175	58.5	137	
With Children	66,085	20.4	71	79,588	24.6	146	177,788	55.0	104	
Unknown	175,771	54.3	165	82,678	25.6	143	65,011	20.1	42	
For Eating:										
Upmarket	188,040	58.1	190	94,980	29.4	141	40,441	12.5	26	
Midmarket	244,777	75.7	220	38,342	11.9	131	40,341	12.5	23	
Downmarket	11,844	3.7	16	102,341	31.6	91	209,275	64.7	156	
For Drinking (monthly spend):										
Nothing	105,686	32.7	108	58,336	18.0	76	159,439	49.3	110	
Low (less than £10)	131,824	40.7	136	26,030	8.0	34	165,607	51.2	113	
Medium (Between £10 and £40)	143,411	44.3	145	79,979	24.7	139	100,070	30.9	62	
High (Greater than £40)	156,721	48.4	187	73,311	22.7	110	93,428	28.9	55	

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	Alma Tavern, CR 0 6PU	Star Pubs & Bars	1.5	2.1
2	Builders Arms, CR 0 6TP	Fuller Smith & Turner	4.8	2.6
3	Oval Tavern, CR 0 6BR	Trust Inns	8.2	4.1
4	Claret Wine Bar 2, CR 0 7AA	Independent Free	9.7	4.0
5	Orchard, CR 0 6BA	Ei Group	9.7	4.2
6	Crazy River Cantena, CR 0 2BW	Independent Free	10.6	4.2
7	Windmill, CR 0 2BW	Ei Group	10.6	4.2
8	Drum & Monkey, CR 0 2DH	Independent Free	10.9	4.6
9	Porter & Sorter, CR 0 6BT	Marston's	12.4	4.4
10	Bedford Tavern, CR 0 2EF	Greene King	13.9	5.9
11	Caffe Ritazza, CR 0 1LF	SSP	15.7	4.6
12	Bird In Hand, CR 0 2EL	*Other Small Retail Groups	16.6	5.9
13	Joiners Arms, SE25 5EU	Star Pubs & Bars	17.5	7.1
14	Two Brewers, CR 0 2DW	Shepherd Neame	18.1	6.5
15	Breakfast Club, CR 0 1LD	Breakfast Club	18.1	8.8
16	Cronx, CR 0 1LD	Independent Free	18.1	8.8
17	Holmesdale, SE25 5QF	Ei Group	19.6	6.7
18	Ye Olde Clock Tower, CR 0 2JG	Independent Free	19.6	7.1
19	Cricketers, CR 0 7ER	Ei Group	20.2	6.9
20	Slug And Lettuce, CR 0 1JA	Stonegate Pub Company	20.5	8.6