

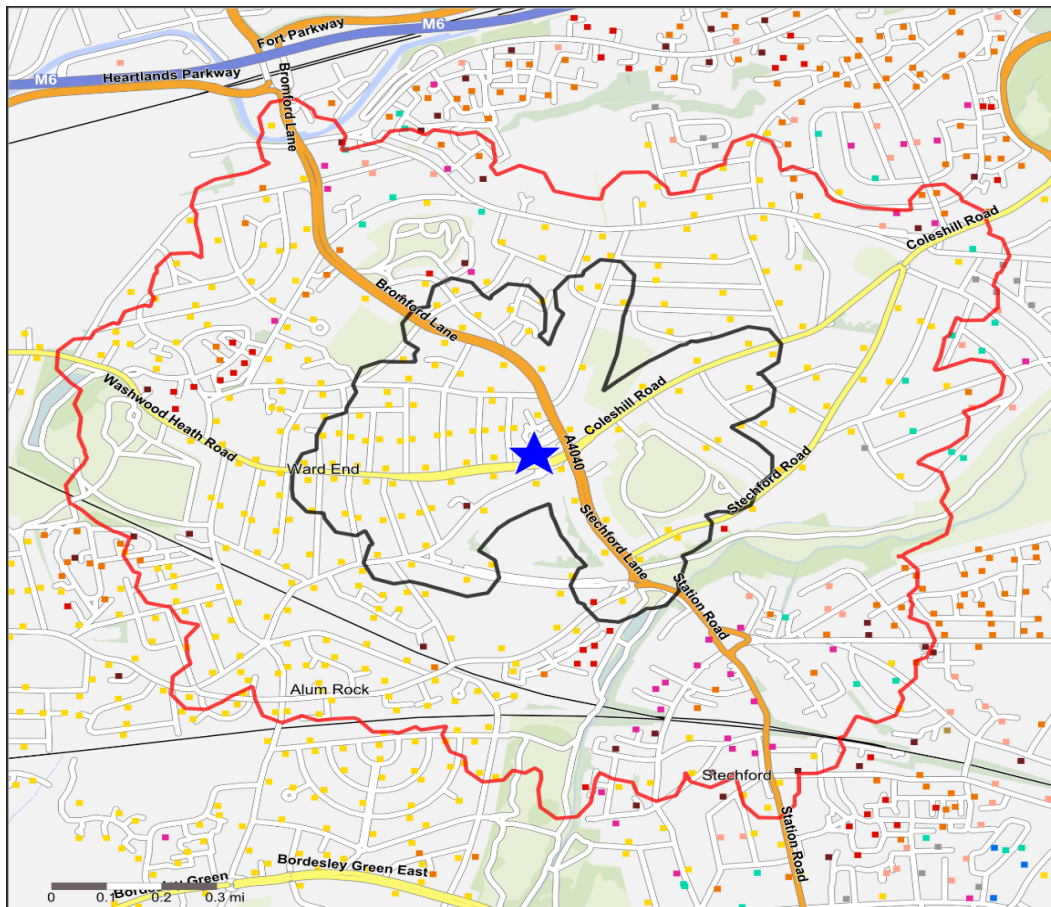
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	4	365
Catchment Adults 18+	4,030	18,206	506,263
Catchment Adults 18+ Per Pub	2,015	4,552	1,387
Populaton Projection 2020 to 2030 (% change)	3.80%	4.28%	4.38%

		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	Rank		Type	Target Customers	% of Population	Index		
1		Community Pub	157	3.9	7		1	High Street Pub	4,170	22.9	44		1	High Street Pub	346,216	68.4	130		1	High Street Pub	346,216	68.4	130		
2		High Street Pub	157	3.9	8		2	Community Pub	4,086	22.4	48		2	Community Pub	288,460	57.0	121		2	Community Pub	288,460	57.0	121		
3		Circuit Bar	18	0.4	1		3	Premium Local	654	3.6	6		3	Premium Local	111,914	22.1	35		3	Premium Local	111,914	22.1	35		
4		Craft Led	18	0.4	3		4	Great Pub Great Food	562	3.1	22		4	Bit of Style	94,733	18.7	131		4	Bit of Style	94,733	18.7	131		
5		Bit of Style	0	0.0	0		5	Circuit Bar	409	2.2	6		5	Circuit Bar	85,546	16.9	42		5	Circuit Bar	85,546	16.9	42		
6		Great Pub Great Food	0	0.0	0		6	Bit of Style	344	1.9	7		6	Great Pub Great Food	74,932	14.8	52		6	Great Pub Great Food	74,932	14.8	52		
7		Premium Local	0	0.0	0		7	Craft Led	317	1.7	15		7	Craft Led	70,362	13.9	123		7	Craft Led	70,362	13.9	123		

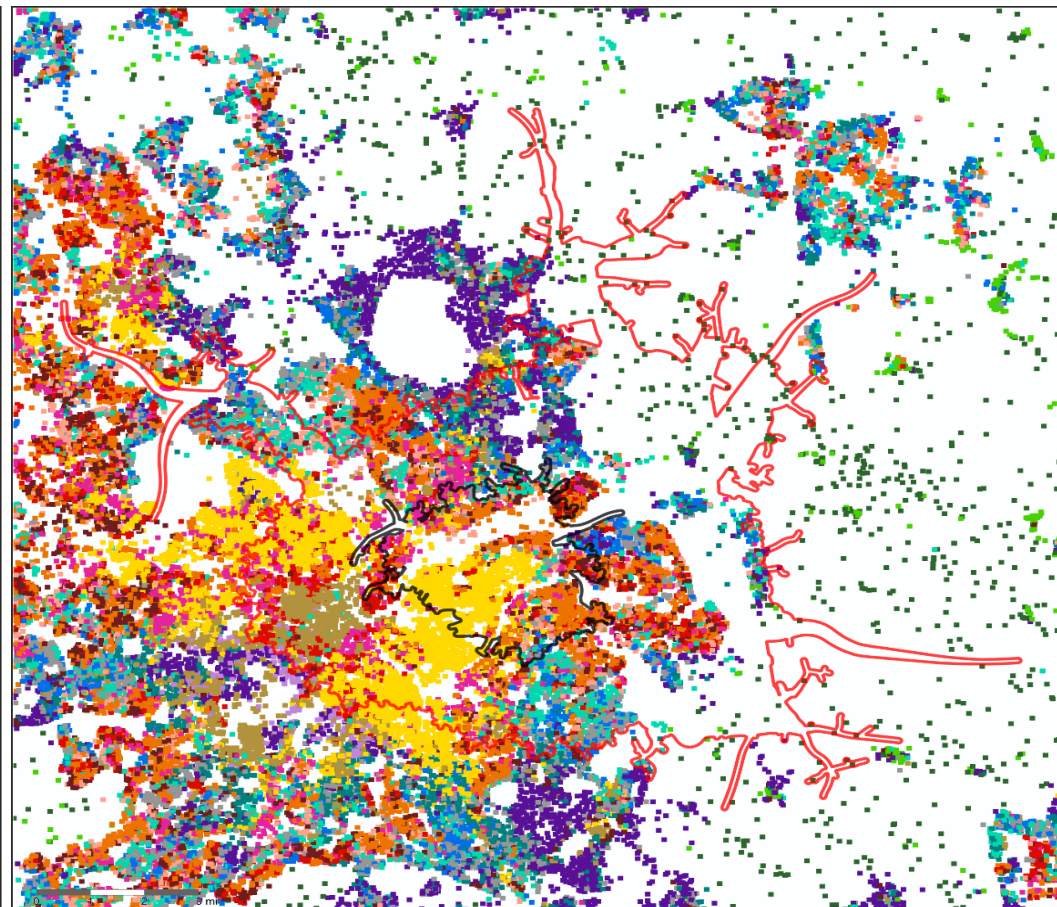
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	180	4.5	50	686	3.8	42	31,827	6.3	71
C1	376	9.3	76	1,741	9.6	78	60,768	12.0	98
C2	287	7.1	86	1,471	8.1	98	39,836	7.9	95
DE	702	17.4	169	3,420	18.8	182	78,154	15.4	150

	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)	2,056	51.0	153	11,678	64.1	193	282,394	55.8	168
Medium (7-13)	2,030	50.4	152	7,707	42.3	127	164,584	32.5	98
High (14-19)	452	11.2	39	1,256	6.9	24	50,510	10.0	35

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



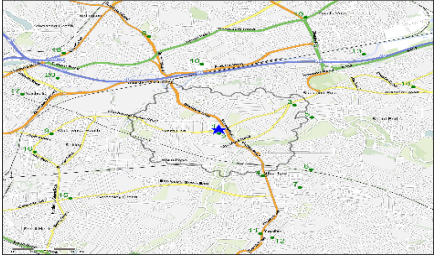
Mosaic Groups in 10 and 20 Minute DT Catchment Area



				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	130	1,755	7,853
	I37	Budget Generations		0	62	1,099	6,759
	I38	Economical Families		0	392	7,862	23,794
	I39	Families on a Budget		2	402	11,184	29,421
	J40	Value Rentals		0	0	503	3,182
	J41	Youthful Endeavours		0	66	1,205	4,583
	J42	Midlife Renters		0	141	1,800	10,722
	J43	Renting Rooms		21	369	3,609	19,292
	K44	Inner City Stalwarts		0	0	12	3,080
	K45	City Diversity		0	51	142	7,673
	K46	High Rise Residents		0	217	971	9,022
	K47	Single Essentials		18	251	1,732	9,367
	K48	Mature Workers		4	31	1,505	7,314
	L49	Flatlet Seniors		0	169	1,482	7,239
	L50	Pocket Pensions		0	63	1,066	3,820
	L51	Retirement Communities		0	33	161	3,631
	L52	Estate Veterans		0	237	2,480	10,218
	L53	Seasoned Survivors		112	263	2,662	9,493
	M54	Down-to-Earth Owners		0	0	243	2,860
	M55	Back with the Folks		0	573	3,958	14,268
	M56	Self Supporters		0	105	2,285	8,229
	N57	Community Elders		810	2,791	4,610	9,473
	N58	Culture & Comfort		545	1,576	2,269	6,817
	N59	Large Family Living		2,517	9,474	28,904	103,164
	N60	Ageing Access		0	0	0	2,008
	O61	Career Builders		0	0	0	2,348
	O62	Central Pulse		0	0	0	24,817
	O63	Flexible Workforce		0	0	373	4,161
	O64	Bus-Route Renters		0	0	902	8,670
	O65	Learners & Earners		0	0	46	2,245
	O66	Student Scene		0	0	0	12,720
	U99	Unclassified		0	0	0	0
Total				4,029	18,203	92,913	506,265

Top 3 Mosaic Types in a 20 Minute Walktime

1.



2.

No Relevant
Mosaic Type

3.

No Relevant
Mosaic Type

Top 3 Mosaic Types in a 20 Minute Drivetime

1.

No Relevant
Mosaic Type

2.

No Relevant
Mosaic Type

3.

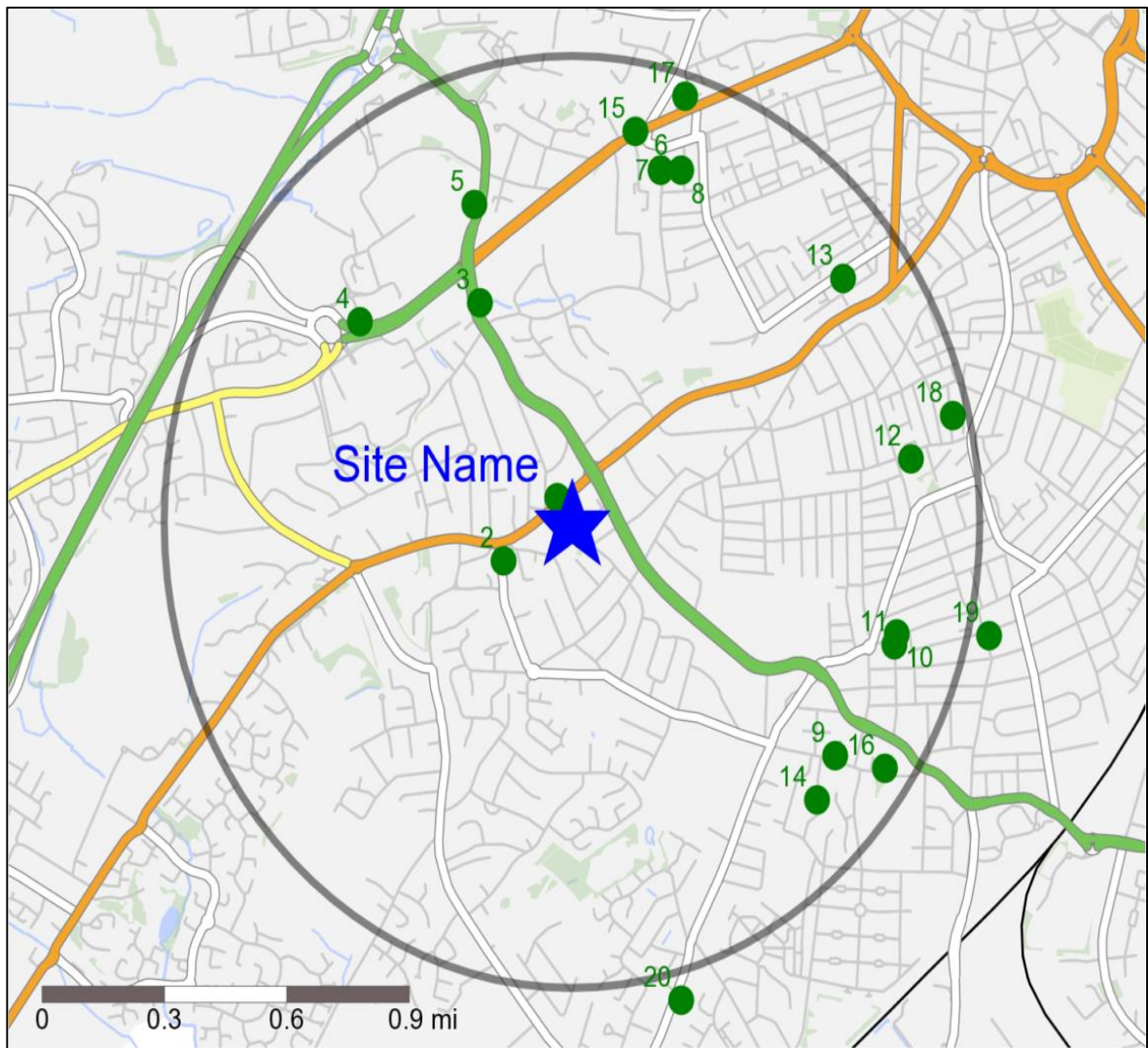
No Relevant
Mosaic Type

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	1,905	10.5	32		870	4.8	28		15,431	84.8	167	
Male: Alone	11,193	61.5	206		871	4.8	29		6,142	33.7	63	
Male: Group	775	4.3	19		4,596	25.2	93		12,834	70.5	141	
Male: Pair	11,467	63.0	241		4,131	22.7	148		2,607	14.3	24	
Mixed Sex: Group	4,625	25.4	103		2,701	14.8	46		10,880	59.8	138	
Mixed Sex: Pair	1,122	6.2	25		2,249	12.4	37		14,835	81.5	191	
With Children	13,667	75.1	253		638	3.5	20		3,901	21.4	41	
Unknown	15,677	86.1	248		923	5.1	27		1,606	8.8	19	
For Eating:												
Upmarket	12,247	67.3	209		4,167	22.9	106		1,792	9.8	21	
Midmarket	16,150	88.7	246		598	3.3	36		1,457	8.0	15	
Downmarket	1,657	9.1	39		4,536	24.9	71		12,013	66.0	159	
For Drinking (monthly spend):												
Nothing	4,829	26.5	86		788	4.3	18		12,589	69.1	151	
Low (less than £10)	4,024	22.1	74		663	3.6	15		13,518	74.3	160	
Medium (Between £10 and £40)	4,024	22.1	72		609	3.3	18		13,573	74.6	146	
High (Greater than £40)	1,105	6.1	23		3,524	19.4	93		13,577	74.6	141	

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers
Female: Alone, Pair or Group	169,513	33.5	104	54,608	10.8	64	282,141	55.7	110	
Male: Alone	226,192	44.7	150	78,936	15.6	94	201,135	39.7	74	
Male: Group	110,525	21.8	95	119,112	23.5	87	276,626	54.6	109	
Male: Pair	244,576	48.3	185	105,914	20.9	136	155,774	30.8	53	
Mixed Sex: Group	180,538	35.7	145	68,219	13.5	42	257,507	50.9	118	
Mixed Sex: Pair	129,483	25.6	106	147,142	29.1	88	229,638	45.4	106	
With Children	265,595	52.5	177	59,708	11.8	67	180,960	35.7	68	
Unknown	267,254	52.8	152	72,426	14.3	77	166,584	32.9	70	
For Eating:										
Upmarket	241,536	47.7	148	106,800	21.1	97	157,927	31.2	68	
Midmarket	315,571	62.3	173	44,933	8.9	97	145,759	28.8	53	
Downmarket	133,106	26.3	113	161,221	31.8	90	211,936	41.9	101	
For Drinking (monthly spend):										
Nothing	140,305	27.7	90	83,535	16.5	70	282,423	55.8	122	
Low (less than £10)	102,379	20.2	68	66,133	13.1	55	337,751	66.7	143	
Medium (Between £10 and £40)	130,552	25.8	84	59,638	11.8	65	316,073	62.4	122	
High (Greater than £40)	107,142	21.2	80	84,507	16.7	80	314,615	62.1	118	

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	Fox & Goose, B 8 2NB	Star Pubs & Bars	0.0	0.0
2	Hornet, B 8 2LY	Wetherspoon	3.3	2.2
3	Hunters Moon, B 36 8BE	Greene King	17.2	5.2
4	Star Members Club, B 33 8BB	*Other Small Retail Groups	19.9	4.8
5	Raven, B 34 6DR	Star Pubs & Bars	22.3	6.6
6	Iron Horse, B 33 9ES	Ei Group	25.4	6.1
7	Yardley Arms, B 33 8RA	Ei Group	31.1	7.7
8	Lad In The Lane, B 24 8BU	Admiral Taverns Ltd	37.4	7.2
9	Saltley Inn, B 8 1RS	Independent Free	39.2	10.8
10	Fort Birmingham, B 24 9FP	Mitchells & Butlers	40.1	7.2
11	Clumsy Swan, B 25 8RE	*Other Small Retail Groups	40.4	9.5
12	William Tyler, B 25 8UT	Wetherspoon	44.1	9.9
13	Manor Farm, B 35 7AG	Greene King	44.4	11.3
14	Toby Carvery, B 36 0AG	Mitchells & Butlers	45.0	11.3
15	Shannons, B 9 4SU	Ei Group	45.6	12.9
16	Adderley Park Inn, B 8 1EH	*Other Small Retail Groups	45.9	10.8
17	Villa Tavern, B 7 5PD	Admiral Taverns Ltd	46.2	9.1
18	Armada, B 23 7NX	Independent Free	48.9	8.6
19	Tyburn House, B 35 6AA	Mitchells & Butlers	49.2	8.8
20	Harvester Star City, B 7 5SA	Mitchells & Butlers	51.3	9.6