

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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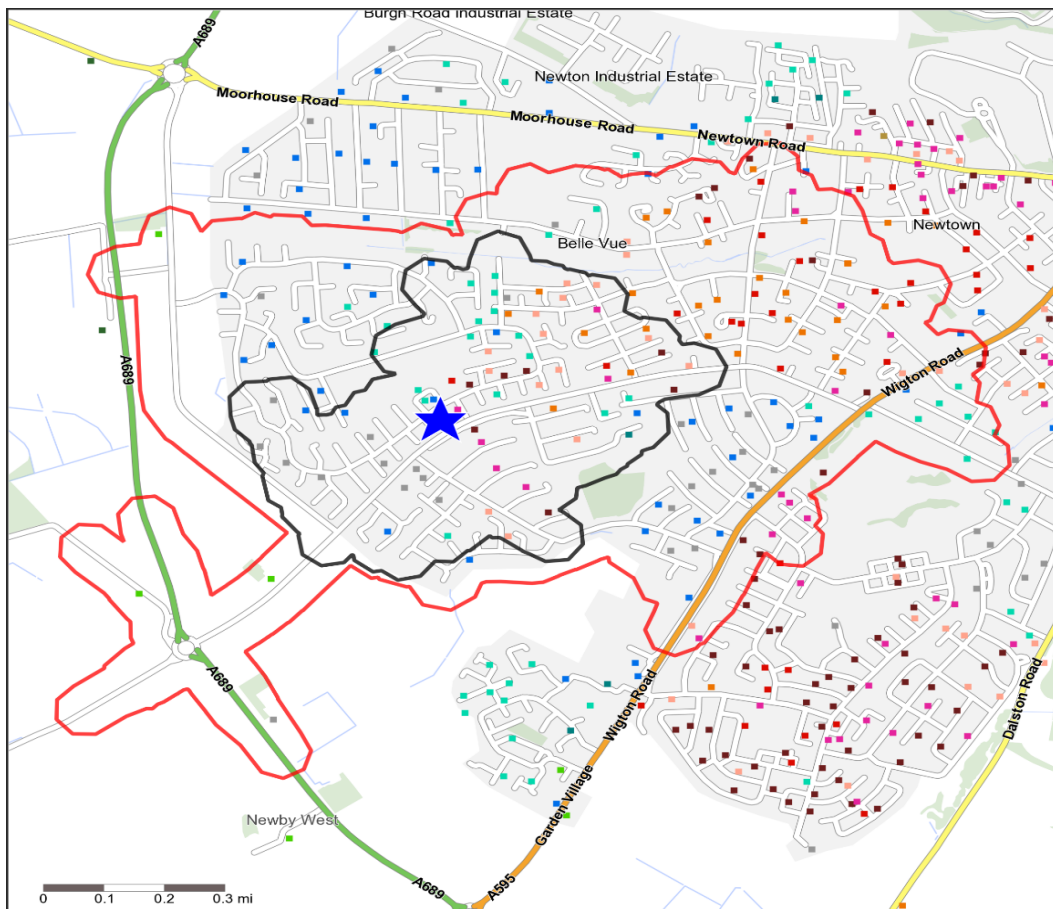
Number of Pubs	1	1	109
Catchment Adults 18+	2,996	7,620	90,423
Catchment Adults 18+ Per Pub	2,996	7,620	830
Populaton Projection 2018 to 2028 (% change)	2.67%	2.16%	1.24%

		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	High Street Pub	2,346	78.3	151	1	High Street Pub	6,646	87.2	168	1	High Street Pub	63,091	69.8	135
2	Community Pub	2,075	69.3	149	2	Community Pub	5,124	67.2	144	2	Community Pub	61,608	68.1	146
3	Premium Local	1,189	39.7	63	3	Premium Local	3,450	45.3	72	3	Premium Local	40,104	44.4	70
4	Great Pub Great Food	709	23.7	183	4	Great Pub Great Food	2,587	34.0	263	4	Great Pub Great Food	29,794	32.9	255
5	Bit of Style	417	13.9	34	5	Bit of Style	905	11.9	29	5	Bit of Style	13,318	14.7	37
6	Circuit Bar	121	4.0	15	6	Circuit Bar	374	4.9	18	6	Circuit Bar	7,986	8.8	33
7	Craft Led	121	4.0	39	7	Craft Led	346	4.5	44	7	Craft Led	4,211	4.7	45

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	129	4.3	49	297	3.9	44	5,464	6.0	68
C1	290	9.7	79	769	10.1	82	9,841	10.9	89
C2	327	10.9	132	803	10.5	128	9,205	10.2	123
DE	452	15.1	147	1,252	16.4	160	12,016	13.3	129

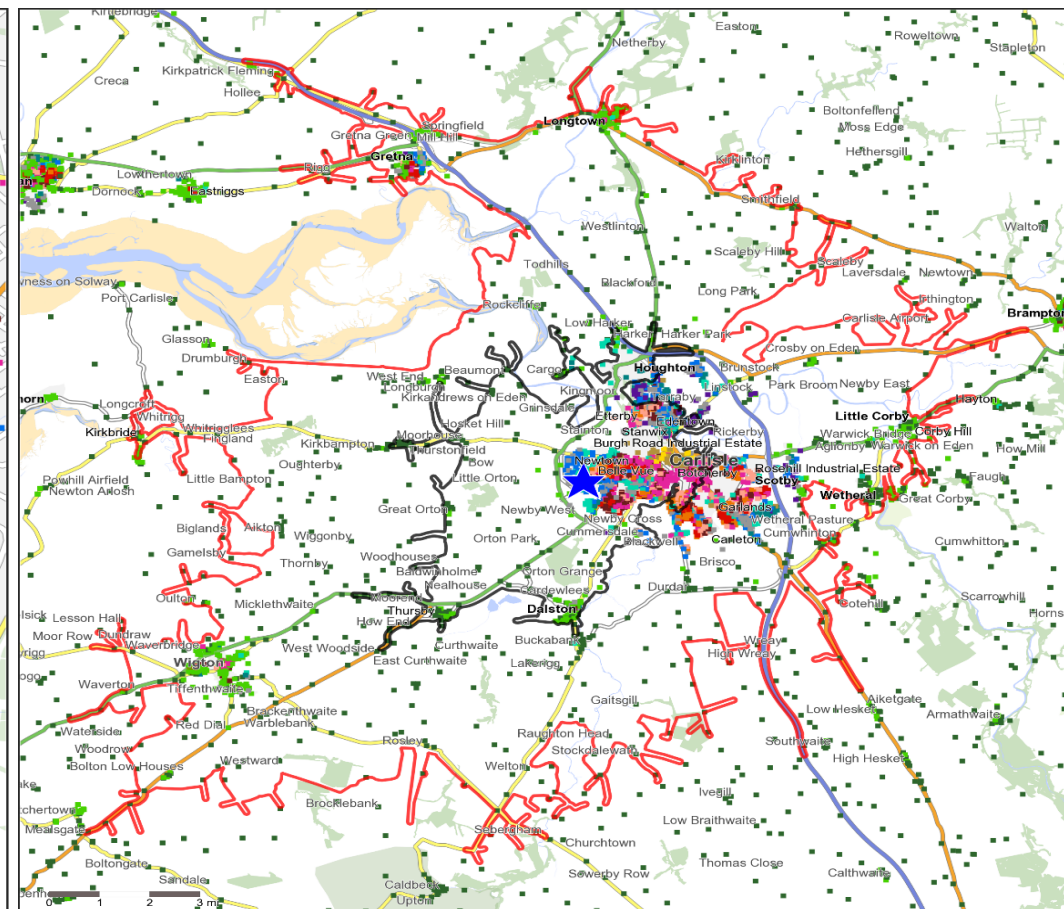
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,529	51.0	154	4,058	53.3	161	43,317	47.9	144
Medium (7-13)	1,234	41.2	124	3,112	40.8	123	30,692	33.9	102
High (14-19)	74	2.5	9	195	2.6	9	9,719	10.7	38

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
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	6	6
B06	Diamond Days	0	0	42	42
B07	Alpha Families	0	0	9	67
B08	Bank of Mum and Dad	0	0	31	262
B09	Empty-Nest Adventure	0	0	286	1,344
C10	Wealthy Landowners	0	0	46	550
C11	Rural Vogue	0	6	630	2,401
C12	Scattered Homesteads	0	9	858	5,068
C13	Village Retirement	0	1	621	3,722
D14	Satellite Settlers	0	2	1,067	2,887
D15	Local Focus	0	0	145	3,115
D16	Outlying Seniors	0	0	451	4,026
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	306	463
E19	Bungalow Heaven	543	777	1,457	3,261
E20	Classic Grandparents	13	100	958	1,337
E21	Solo Retirees	2	63	784	1,216
F22	Boomerang Boarders	13	105	422	1,383
F23	Family Ties	31	113	268	579
F24	Fledgling Free	329	1,422	3,195	4,735
F25	Dependable Me	8	16	848	1,668
G26	Cafés and Catchments	0	0	11	11
G27	Thriving Independence	0	0	296	354
G28	Modern Parents	0	0	340	839
G29	Mid-Career Convention	4	67	259	1,853
H30	Primary Ambitions	0	0	424	630
H31	Affordable Fringe	363	975	2,086	3,018
H32	First-Rung Futures	115	288	1,102	1,760
H33	Contemporary Starts	0	3	762	1,578
H34	New Foundations	0	0	124	390
H35	Flying Solo	0	1	169	347

		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	3	59	59	63
I37	Budget Generations	45	45	189	662
I38	Economical Families	149	260	1,016	1,913
I39	Families on a Budget	0	548	1,137	3,045
J40	Value Rentals	297	544	2,198	4,036
J41	Youthful Endeavours	0	25	247	440
J42	Midlife Renters	0	8	1,730	2,466
J43	Renting Rooms	0	31	4,102	4,800
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	6	56	478	584
K48	Mature Workers	82	492	1,217	4,482
L49	Flatlet Seniors	106	173	1,161	1,582
L50	Pocket Pensions	101	178	521	1,606
L51	Retirement Communities	0	39	467	603
L52	Estate Veterans	0	0	403	636
L53	Seasoned Survivors	91	288	2,113	2,675
M54	Down-to-Earth Owners	325	442	1,545	3,231
M55	Back with the Folks	147	214	923	1,261
M56	Self Supporters	220	269	2,653	3,442
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	267	267
O61	Career Builders	0	0	19	158
O62	Central Pulse	0	0	144	144
O63	Flexible Workforce	0	0	39	39
O64	Bus-Route Renters	0	0	1,374	1,525
O65	Learners & Earners	0	0	1,066	1,066
O66	Student Scene	0	0	114	114
U99	Unclassified	0	0	645	671
Total		2,993	7,619	43,830	90,423

Top 3 Mosaic Types in a 20 Minute Walktime

1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

2. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

3. 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

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
- Reuse and recycle
- Lower use of Internet

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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



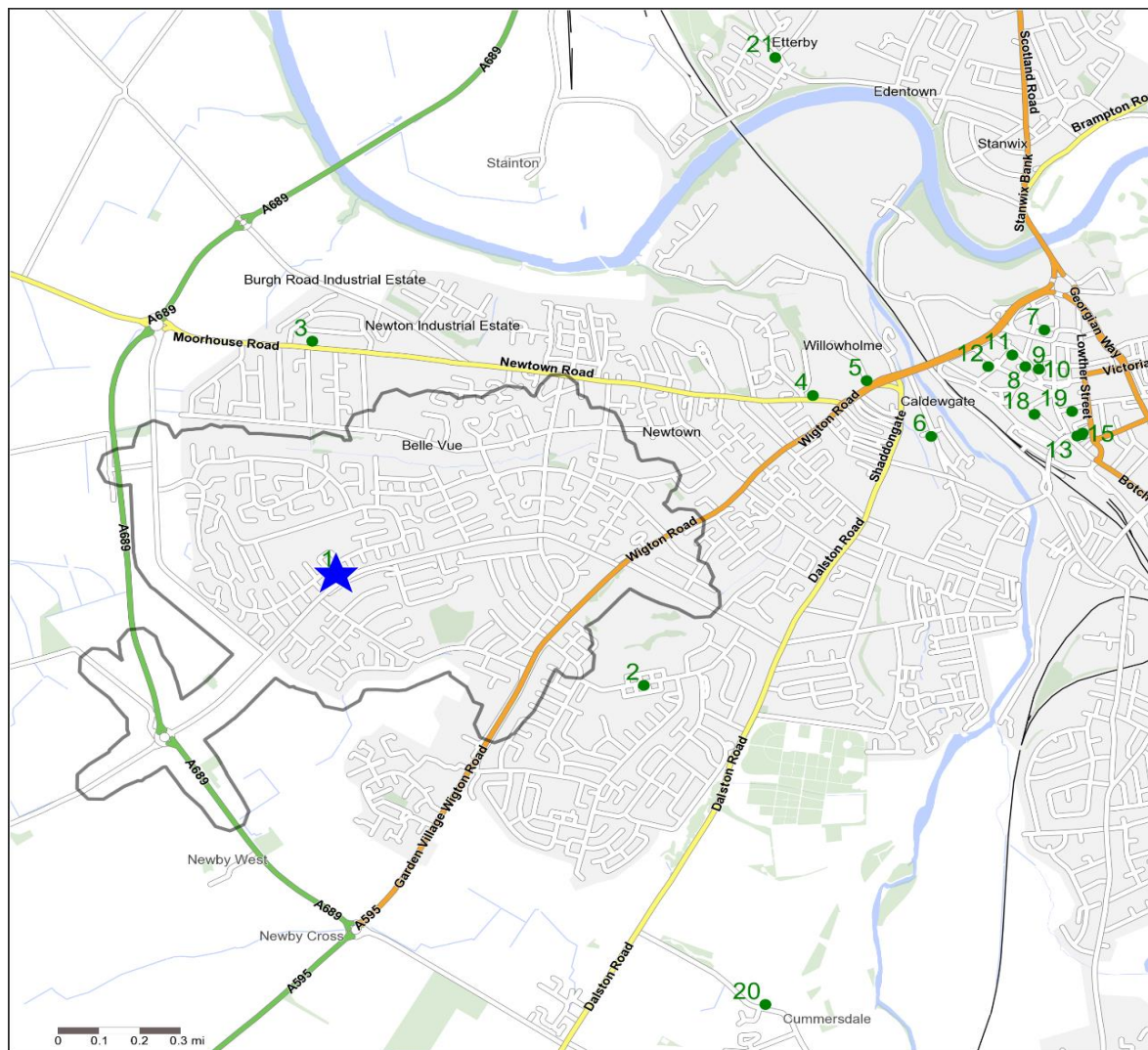
- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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	1,304	17.1	57	1,112	14.6	89	5,204	68.3	131	
Male: Alone	2,339	30.7	103	1,215	15.9	102	4,067	53.4	100	
Male: Group	2,105	27.6	121	1,958	25.7	98	3,558	46.7	94	
Male: Pair	1,861	24.4	94	1,216	16.0	105	4,544	59.6	104	
Mixed Sex: Group	1,514	19.9	87	1,846	24.2	76	4,261	55.9	127	
Mixed Sex: Pair	1,629	21.4	91	2,397	31.5	97	3,594	47.2	110	
With Children	2,577	33.8	117	1,491	19.6	116	3,553	46.6	88	
Unknown	2,310	30.3	92	212	2.8	16	5,099	66.9	140	
For Eating:										
Upmarket	1,524	20.0	65	984	12.9	62	5,113	67.1	142	
Midmarket	1,376	18.1	53	633	8.3	92	5,611	73.6	133	
Downmarket	4,183	54.9	247	2,820	37.0	106	617	8.1	19	
For Drinking (monthly spend):										
Nothing	2,870	37.7	125	1,861	24.4	103	2,889	37.9	85	
Low (less than £10)	1,629	21.4	72	2,992	39.3	167	2,999	39.4	87	
Medium (Between £10 and £40)	1,619	21.2	69	2,133	28.0	157	3,868	50.8	101	
High (Greater than £40)	477	6.3	24	3,658	48.0	234	3,486	45.7	87	

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	19,076	21.1	70	14,770	16.3	100	55,906	61.8	119	
Male: Alone	29,782	32.9	111	10,983	12.1	78	48,987	54.2	102	
Male: Group	19,393	21.4	94	28,678	31.7	121	41,681	46.1	93	
Male: Pair	16,759	18.5	71	17,864	19.8	130	55,129	61.0	106	
Mixed Sex: Group	18,269	20.2	88	29,778	32.9	103	41,705	46.1	105	
Mixed Sex: Pair	19,396	21.5	91	35,813	39.6	122	34,543	38.2	89	
With Children	25,052	27.7	96	17,213	19.0	113	47,487	52.5	99	
Unknown	25,323	28.0	85	9,473	10.5	58	54,956	60.8	127	
For Eating:										
Upmarket	14,896	16.5	54	15,952	17.6	85	58,904	65.1	138	
Midmarket	21,900	24.2	71	3,895	4.3	48	63,958	70.7	128	
Downmarket	27,604	30.5	137	35,369	39.1	112	26,779	29.6	71	
For Drinking (monthly spend):										
Nothing	31,881	35.3	117	22,061	24.4	103	35,810	39.6	88	
Low (less than £10)	22,278	24.6	83	32,357	35.8	152	35,117	38.8	86	
Medium (Between £10 and £40)	14,704	16.3	53	21,008	23.2	130	54,040	59.8	119	
High (Greater than £40)	8,645	9.6	37	21,709	24.0	117	59,398	65.7	126	

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	Border Reiver, CA 2 7TB	Star Pubs & Bars	0.0	0.1
2	Royal Scott Inn, CA 2 6DX	Star Pubs & Bars	24.1	4.6
3	Museum, CA 2 7QJ	Greene King	26.0	4.7
4	Jovial Sailor, CA 2 7AA	Independent Free	30.2	5.1
5	Joiners Arms, CA 2 5TF	Star Pubs & Bars	32.0	5.0
6	Milbourne Arms, CA 2 5XB	*Other Small Retail Groups	37.4	6.9
7	McGrews Bistro, CA 3 8QW	Independent Free	41.3	6.8
8	Shabby Scholar, CA 3 8RY	Independent Free	42.9	8.0
9	Kings Head Inn, CA 3 8RF	Star Pubs & Bars	42.9	8.1
10	Quarter Lounge, CA 3 8RF	Independent Free	42.9	8.1
11	Lane Bar, CA 3 8RH	Independent Free	43.2	7.0
12	Boardroom, CA 3 8TP	Ei Group	44.4	8.0
13	Open Mind, CA 3 8LQ	Independent Free	45.6	7.6
14	Hell Below And Co, CA 3 8LP	Independent Free	45.6	7.7
15	Mcqueens, CA 3 8LP	Independent Free	45.6	7.7
16	Circle Cafe Bar, CA 3 8LX	Independent Free	45.6	7.8
17	Molly's The Speakeasy, CA 3 8LX	Independent Free	45.6	7.8
18	Sportsman, CA 3 8AQ	Punch Pub Company	46.5	7.7
19	Cafe Bar Royale, CA 3 8EU	Independent Free	46.5	7.8
20	Spinners Arms, CA 2 6BD	Trust Inns	48.0	5.6