

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	10	14	94
Catchment Adults 18+	1,126	3,315	32,848
Catchment Adults 18+ Per Pub	113	237	349
Populaton Projection 2018 to 2028 (% change)	4.06%	0.85%	0.34%

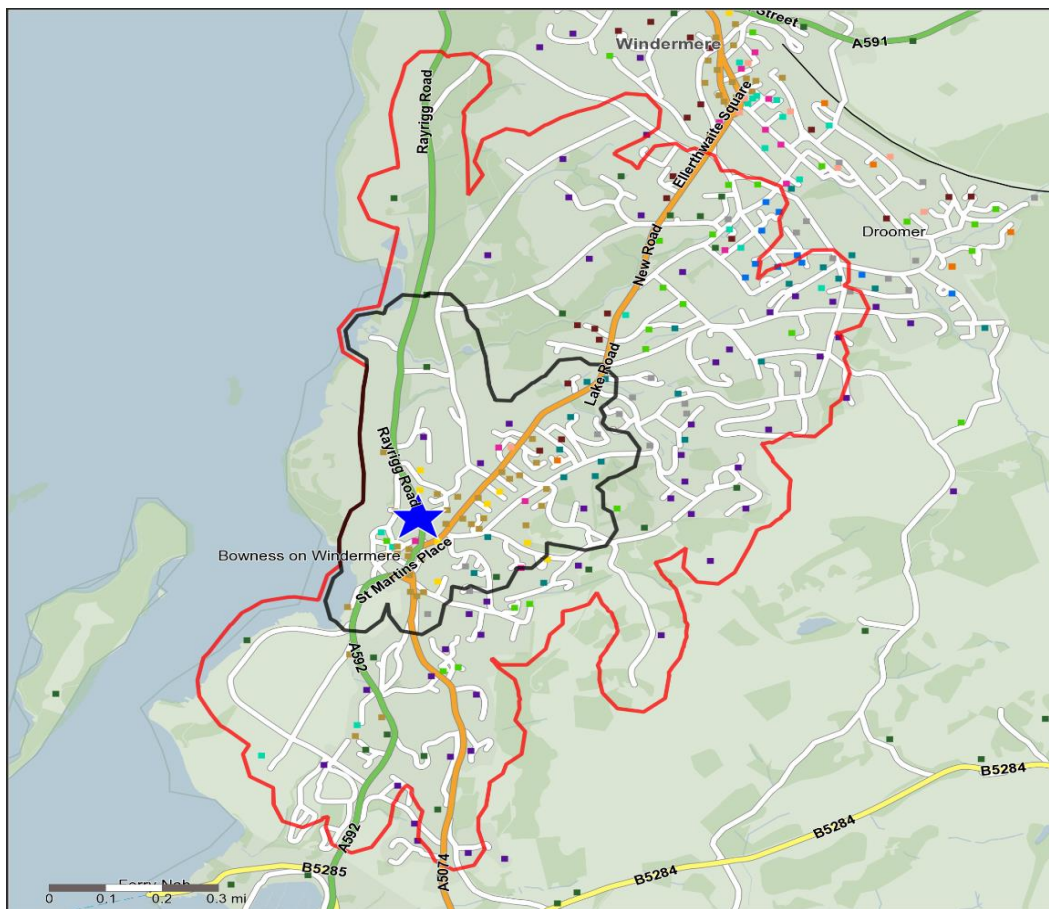
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	940	83.5	161	1	Premium Local	2,195	66.2	128	1	Premium Local	21,064	64.1	124
2	Community Pub	806	71.6	154	2	Great Pub Great Food	1,989	60.0	129	2	Great Pub Great Food	18,885	57.5	123
3	Circuit Bar	451	40.1	64	3	High Street Pub	1,944	58.6	93	3	High Street Pub	15,845	48.2	77
4	Premium Local	395	35.1	271	4	Community Pub	1,414	42.7	330	4	Community Pub	15,742	47.9	371
5	Great Pub Great Food	361	32.1	79	5	Circuit Bar	624	18.8	47	5	Circuit Bar	3,950	12.0	30
6	Bit of Style	184	16.3	61	6	Bit of Style	552	16.7	62	6	Bit of Style	3,678	11.2	42
7	Craft Led	41	3.6	35	7	Craft Led	107	3.2	31	7	Craft Led	1,722	5.2	51

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	81	7.2	81	250	7.5	85	2,808	8.5	97
C1	144	12.8	104	364	11.0	90	3,358	10.2	83
C2	136	12.1	146	315	9.5	115	3,144	9.6	116
DE	128	11.4	110	283	8.5	83	2,915	8.9	86

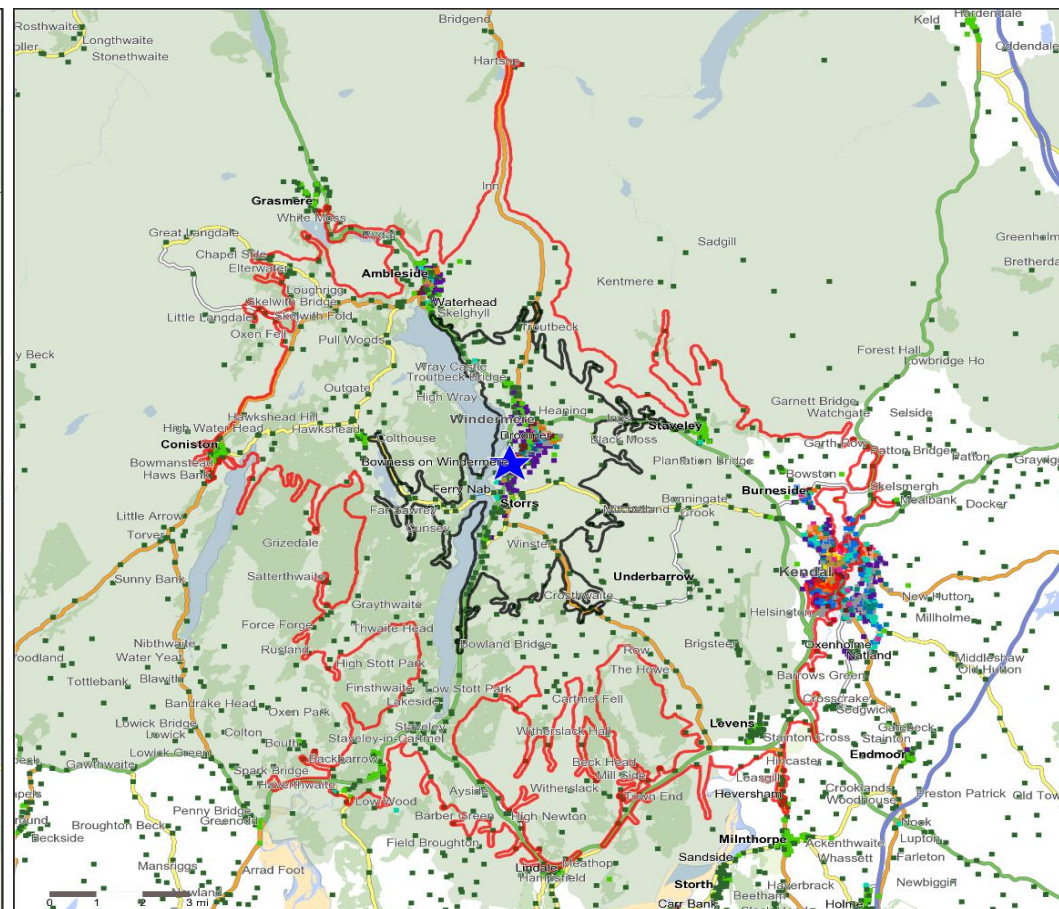
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	277	24.6	74	508	15.3	46	6,549	19.9	60
Medium (7-13)	352	31.3	94	1,023	30.9	93	10,793	32.9	99
High (14-19)	280	24.9	87	1,298	39.2	138	11,037	33.6	118

**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

			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	20
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		2	46	60	60
B06	Diamond Days		77	484	980	1,372
B07	Alpha Families		9	60	90	130
B08	Bank of Mum and Dad		0	85	85	635
B09	Empty-Nest Adventure		0	21	21	353
C10	Wealthy Landowners		7	147	1,336	4,371
C11	Rural Vogue		0	0	159	986
C12	Scattered Homesteads		0	0	212	1,688
C13	Village Retirement		37	155	446	2,733
D14	Satellite Settlers		11	249	584	2,336
D15	Local Focus		1	12	200	760
D16	Outlying Seniors		0	0	0	494
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		75	276	283	825
E19	Bungalow Heaven		0	0	20	539
E20	Classic Grandparents		0	0	4	260
E21	Solo Retirees		0	35	186	573
F22	Boomerang Boarders		0	9	100	616
F23	Family Ties		0	128	232	360
F24	Fledgling Free		0	19	29	236
F25	Dependable Me		0	9	14	636
G26	Cafés and Catchments		0	0	0	74
G27	Thriving Independence		133	326	347	1,172
G28	Modern Parents		0	0	0	78
G29	Mid-Career Convention		0	62	180	334
H30	Primary Ambitions		10	43	45	169
H31	Affordable Fringe		0	0	18	412
H32	First-Rung Futures		0	1	37	742
H33	Contemporary Starts		0	0	7	114
H34	New Foundations		0	14	46	148
H35	Flying Solo		8	45	121	430

			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		28	34	220	1,003
I37	Budget Generations		0	0	0	211
I38	Economical Families		0	0	0	114
I39	Families on a Budget		0	0	0	127
J40	Value Rentals		0	0	0	0
J41	Youthful Endeavours		35	68	68	115
J42	Midlife Renters		74	131	329	875
J43	Renting Rooms		0	0	0	30
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		0	0	0	154
K48	Mature Workers		0	0	0	45
L49	Flatlet Seniors		0	0	0	81
L50	Pocket Pensions		19	23	148	446
L51	Retirement Communities		65	183	368	994
L52	Estate Veterans		0	0	38	333
L53	Seasoned Survivors		0	0	0	32
M54	Down-to-Earth Owners		0	0	6	101
M55	Back with the Folks		6	7	196	623
M56	Self Supporters		0	0	14	123
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		121	140	168	1,095
O61	Career Builders		0	8	38	284
O62	Central Pulse		0	0	0	14
O63	Flexible Workforce		34	53	82	90
O64	Bus-Route Renters		375	443	668	2,134
O65	Learners & Earners		0	0	0	8
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	62	157
<b>Total</b>			<b>1,127</b>	<b>3,316</b>	<b>8,247</b>	<b>32,845</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

### 2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. 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

### 3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



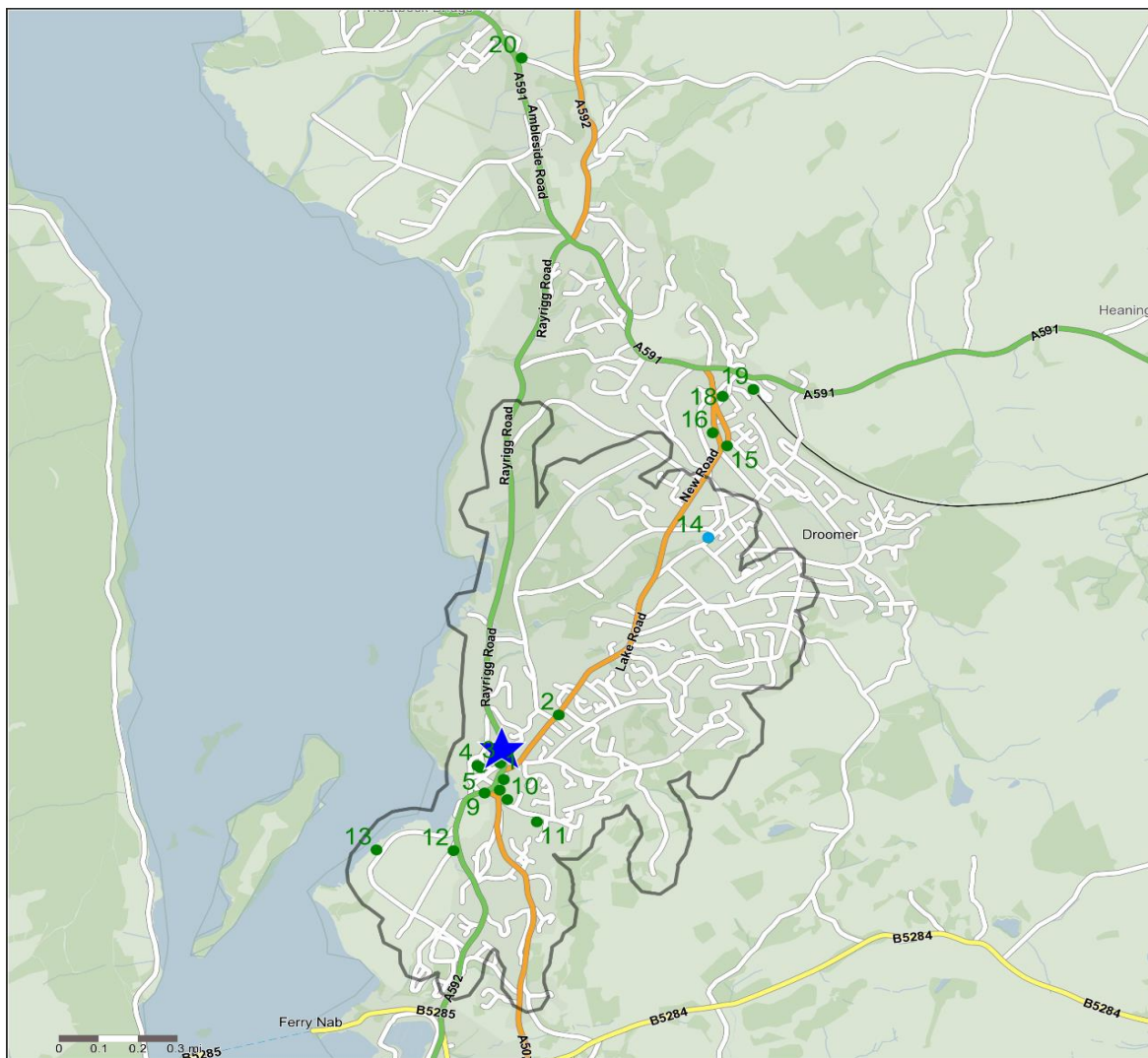
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	1,054	31.8	105	362	10.9	67	1,900	57.3	110	
Male: Alone	1,126	34.0	114	395	11.9	76	1,794	54.1	102	
Male: Group	883	26.6	116	364	11.0	42	2,068	62.4	126	
Male: Pair	1,117	33.7	129	59	1.8	12	2,139	64.5	112	
Mixed Sex: Group	1,062	32.0	140	616	18.6	58	1,637	49.4	112	
Mixed Sex: Pair	1,114	33.6	143	478	14.4	44	1,724	52.0	122	
With Children	866	26.1	90	646	19.5	116	1,804	54.4	103	
Unknown	545	16.4	50	1,504	45.4	253	1,266	38.2	80	
<b>For Eating:</b>										
Upmarket	1,023	30.9	101	632	19.1	92	1,660	50.1	106	
Midmarket	1,047	31.6	92	147	4.4	49	2,121	64.0	116	
Downmarket	659	19.9	89	599	18.1	52	2,058	62.1	149	
<b>For Drinking (monthly spend):</b>										
Nothing	459	13.8	46	558	16.8	71	2,299	69.4	155	
Low (less than £10)	1,135	34.2	115	897	27.1	115	1,284	38.7	85	
Medium (Between £10 and £40)	1,026	31.0	101	883	26.6	149	1,406	42.4	84	
High (Greater than £40)	494	14.9	58	1,526	46.0	224	1,295	39.1	75	

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	7,248	22.1	73	5,167	15.7	96	20,276	61.7	119	
Male: Alone	9,207	28.0	94	2,170	6.6	42	21,314	64.9	122	
Male: Group	7,020	21.4	93	6,471	19.7	75	19,200	58.5	118	
Male: Pair	8,257	25.1	96	2,398	7.3	48	22,036	67.1	117	
Mixed Sex: Group	6,396	19.5	85	10,432	31.8	99	15,864	48.3	110	
Mixed Sex: Pair	8,898	27.1	116	9,789	29.8	92	14,004	42.6	100	
With Children	6,495	19.8	68	3,924	11.9	71	22,272	67.8	128	
Unknown	6,385	19.4	59	6,337	19.3	108	19,969	60.8	127	
<b>For Eating:</b>										
Upmarket	7,606	23.2	76	3,839	11.7	56	21,246	64.7	137	
Midmarket	7,487	22.8	66	1,695	5.2	57	23,509	71.6	129	
Downmarket	5,926	18.0	81	7,358	22.4	64	19,407	59.1	142	
<b>For Drinking (monthly spend):</b>										
Nothing	8,741	26.6	88	5,859	17.8	75	18,091	55.1	123	
Low (less than £10)	11,035	33.6	113	10,221	31.1	132	11,435	34.8	77	
Medium (Between £10 and £40)	6,696	20.4	67	11,881	36.2	203	14,115	43.0	85	
High (Greater than £40)	4,631	14.1	54	10,351	31.5	154	17,709	53.9	103	

## 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	John Peel Inn, LA23 3BZ	Star Pubs & Bars	0.0	0.1
2	Westmorland Inn, LA23 3AP	Marston's	4.2	0.9
3	Albert Hotel, LA23 3BY	Robinsons	6.9	0.3
4	New Hall Inn, LA23 3DH	Robinsons	6.9	0.6
5	Churchills, LA23 3DQ	Independent Free	6.9	0.7
6	Bodega Tapas & Sol Bar, LA23 3EB	Independent Free	7.9	0.3
7	Fizzy Tarte, LA23 3EB	Independent Free	7.9	0.3
8	Country Hut, LA23 3EF	Independent Free	8.5	0.5
9	Village Inn & Restaurant, LA23 3DE	Independent Free	8.8	0.6
10	Royal Oak Inn, LA23 3EG	Ei Group	8.8	0.6
11	Arts Bar And Grill, LA23 3AE	Independent Free	12.1	1.1
12	Boatmans Cafe, LA23 3HJ	Independent Free	12.4	1.2
13	Ship Inn, LA23 3HE	Independent Free	15.4	1.8
14	Brookside Inn, LA23 2BX	Star Pubs & Bars	17.2	3.1
15	Fodder, LA23 1BL	Independent Free	22.9	4.7
16	Sugar & Spice Cafe And Bistro, LA23 1DX	Independent Free	24.1	4.1
17	Craft Baa, LA23 1AB	Independent Free	26.3	4.8
18	Queens Hotel, LA23 1AB	Ei Group	26.3	4.8
19	Miller Howe Cafe, LA23 1AH	Independent Free	27.8	4.8
20	Sun Hotel, LA23 1HH	Ei Group	40.4	4.5