

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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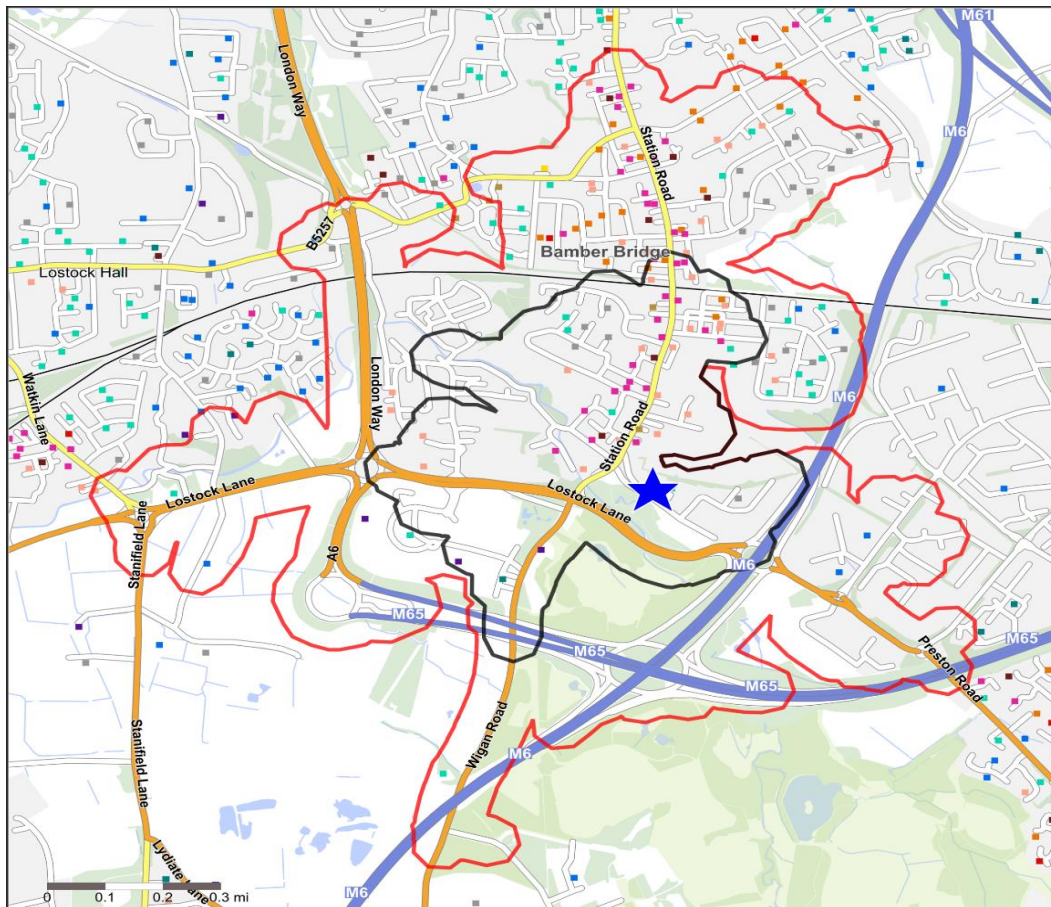
Number of Pubs	3	8	467
Catchment Adults 18+	1,693	4,715	470,785
Catchment Adults 18+ Per Pub	564	589	1,008
Populaton Projection 2020 to 2030 (% change)	0.38%	2.03%	2.73%

		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	1,373	81.1	154	1	High Street Pub	3,948	83.7	159	1	High Street Pub	339,894	72.2	138
2	Community Pub	1,344	79.4	169	2	Community Pub	3,774	80.0	171	2	Community Pub	266,882	56.7	121
3	Bit of Style	395	23.3	37	3	Premium Local	1,099	23.3	36	3	Premium Local	220,694	46.9	73
4	Premium Local	316	18.7	130	4	Great Pub Great Food	705	15.0	104	4	Great Pub Great Food	150,376	31.9	223
5	Great Pub Great Food	179	10.6	26	5	Bit of Style	660	14.0	35	5	Bit of Style	114,444	24.3	60
6	Circuit Bar	132	7.8	27	6	Circuit Bar	391	8.3	29	6	Circuit Bar	62,280	13.2	46
7	Craft Led	24	1.4	13	7	Craft Led	109	2.3	20	7	Craft Led	43,160	9.2	81

	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	73	4.3	49 	231	4.9	55 	37,571	8.0	90 
C1	195	11.5	94 	558	11.8	96 	57,387	12.2	99 
C2	186	11.0	133 	506	10.7	130 	41,223	8.8	106 
DE	210	12.4	120 	572	12.1	118 	53,697	11.4	111 

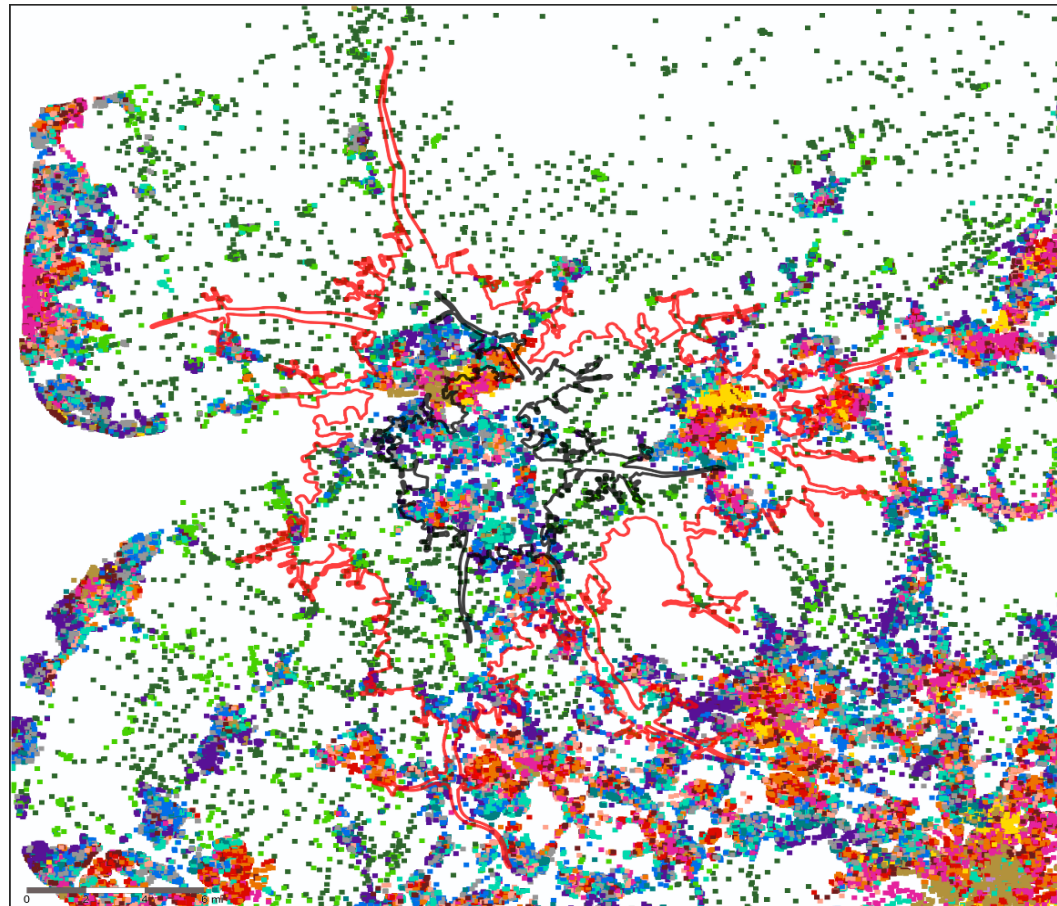
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	927	54.8	165 	2,599	55.1	166 	213,931	45.4	137 
Medium (7-13)	666	39.3	118 	1,868	39.6	119 	169,256	36.0	108 
High (14-19)	36	2.1	7 	140	3.0	10 	66,675	14.2	50 

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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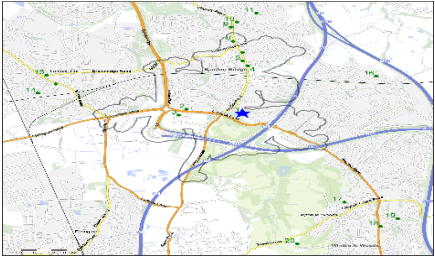
Adults 18+ by Mosaic Type in Each Catchment

			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	5	29
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	4	24
B05	Premium Fortunes		0	0	90	546
B06	Diamond Days		0	0	466	2,144
B07	Alpha Families		1	2	1,056	5,720
B08	Bank of Mum and Dad		0	0	1,666	6,756
B09	Empty-Nest Adventure		1	22	5,301	14,643
C10	Wealthy Landowners		0	0	877	6,770
C11	Rural Vogue		0	0	177	1,644
C12	Scattered Homesteads		0	0	92	596
C13	Village Retirement		0	0	767	7,086
D14	Satellite Settlers		0	0	724	9,264
D15	Local Focus		0	0	184	3,778
D16	Outlying Seniors		0	0	4	1,789
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	14	856	4,078
E19	Bungalow Heaven		293	667	4,974	17,188
E20	Classic Grandparents		2	52	2,787	9,505
E21	Solo Retirees		114	288	2,723	8,431
F22	Boomerang Boarders		0	26	3,972	13,718
F23	Family Ties		0	27	1,562	6,235
F24	Fledgling Free		19	53	3,747	12,352
F25	Dependable Me		10	54	5,748	19,174
G26	Cafés and Catchments		0	0	3	511
G27	Thriving Independence		0	0	407	3,309
G28	Modern Parents		0	0	8,200	20,645
G29	Mid-Career Convention		3	7	4,982	16,323
H30	Primary Ambitions		7	61	1,415	5,868
H31	Affordable Fringe		149	520	6,882	16,855
H32	First-Rung Futures		24	49	6,490	18,722
H33	Contemporary Starts		0	26	7,784	13,249
H34	New Foundations		26	51	568	1,893
H35	Flying Solo		0	0	512	1,688

			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	27	924	2,078
I37	Budget Generations		0	106	866	2,948
I38	Economical Families		119	575	3,526	16,856
I39	Families on a Budget		0	47	5,325	20,460
J40	Value Rentals		335	466	2,649	15,598
J41	Youthful Endeavours		51	64	590	2,416
J42	Midlife Renters		81	235	3,234	12,459
J43	Renting Rooms		19	102	5,226	21,643
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	53	53
K46	High Rise Residents		0	0	365	462
K47	Single Essentials		0	61	2,247	6,166
K48	Mature Workers		0	0	2,266	12,732
L49	Flatlet Seniors		0	0	1,730	8,157
L50	Pocket Pensions		0	57	1,757	5,297
L51	Retirement Communities		0	0	404	1,850
L52	Estate Veterans		0	43	840	2,636
L53	Seasoned Survivors		28	106	1,008	7,241
M54	Down-to-Earth Owners		77	187	892	4,014
M55	Back with the Folks		1	99	3,089	8,112
M56	Self Supporters		303	473	4,910	19,356
N57	Community Elders		0	0	160	2,295
N58	Culture & Comfort		0	0	120	719
N59	Large Family Living		0	0	4,121	26,624
N60	Ageing Access		0	8	38	439
O61	Career Builders		0	0	172	1,494
O62	Central Pulse		0	0	637	1,263
O63	Flexible Workforce		0	0	0	78
O64	Bus-Route Renters		32	141	1,161	3,055
O65	Learners & Earners		0	0	1,037	7,006
O66	Student Scene		0	0	2,148	6,743
U99	Unclassified		0	0	0	0
Total			1,695	4,716	126,520	470,783

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.

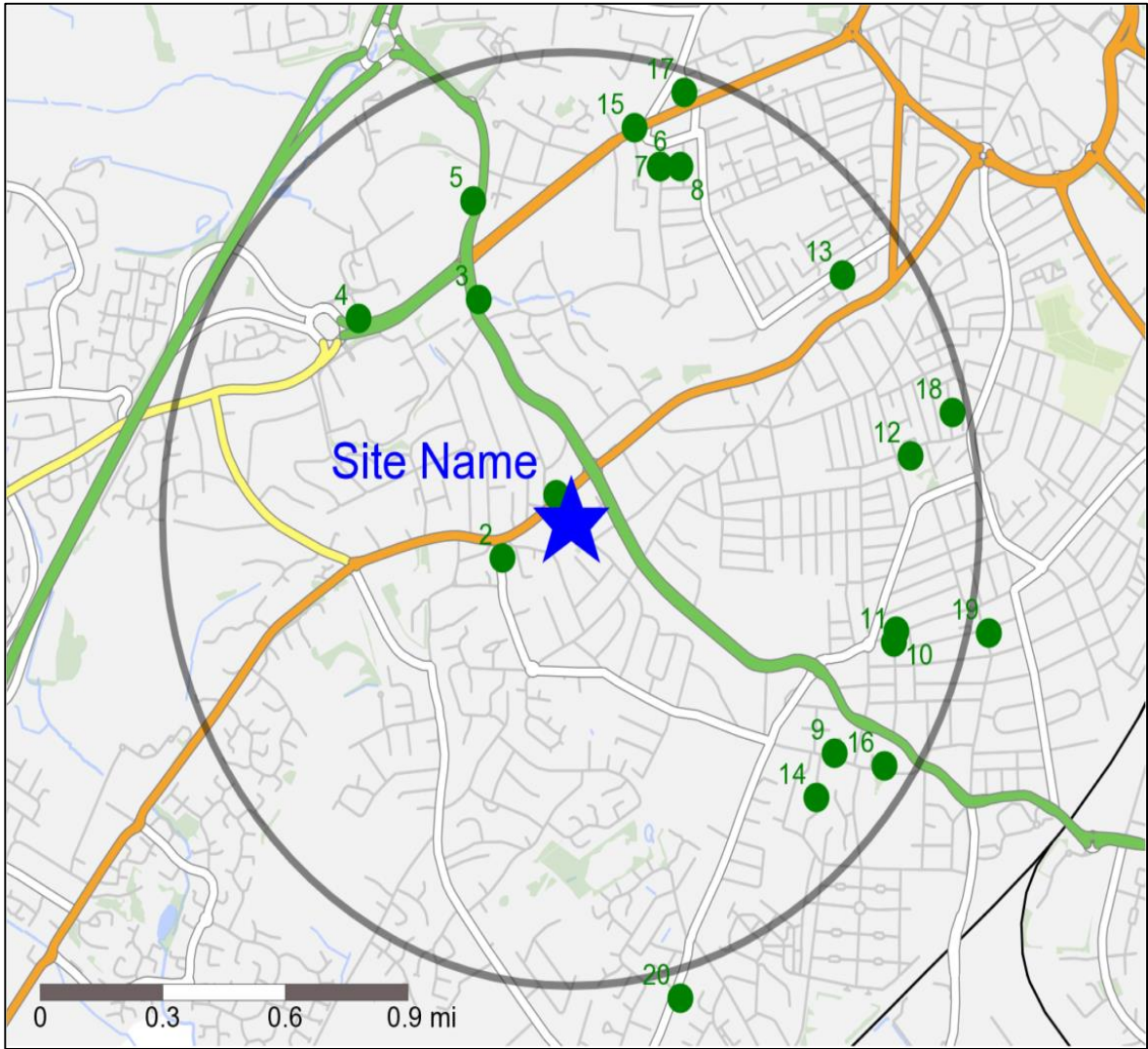
No Relevant
Mosaic Type

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

	20 Minute Walktime											
	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	1,775	37.6	117		757	16.1	95		2,183	46.3	91	
Male: Alone	1,562	33.1	111		581	12.3	74		2,572	54.5	102	
Male: Group	1,174	24.9	109		1,708	36.2	134		1,833	38.9	78	
Male: Pair	1,217	25.8	99		1,697	36.0	235		1,801	38.2	65	
Mixed Sex: Group	1,889	40.1	163		1,100	23.3	73		1,726	36.6	85	
Mixed Sex: Pair	1,213	25.7	106		1,874	39.7	120		1,629	34.5	81	
With Children	2,165	45.9	155		1,047	22.2	127		1,504	31.9	60	
Unknown	1,930	40.9	118		591	12.5	68		2,195	46.6	100	
For Eating:												
Upmarket	1,021	21.7	67		1,582	33.6	155		2,112	44.8	97	
Midmarket	1,906	40.4	112		138	2.9	32		2,671	56.6	103	
Downmarket	1,900	40.3	174		2,209	46.9	133		606	12.9	31	
For Drinking (monthly spend):												
Nothing	1,749	37.1	121		1,467	31.1	132		1,499	31.8	70	
Low (less than £10)	928	19.7	66		1,938	41.1	173		1,849	39.2	84	
Medium (Between £10 and £40)	928	19.7	64		958	20.3	112		2,829	60.0	117	
High (Greater than £40)	348	7.4	28		1,484	31.5	152		2,883	61.1	116	

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	146,683	31.2	97	63,805	13.6	80	260,297	55.3	109
Male: Alone	159,477	33.9	114	91,229	19.4	117	220,079	46.7	87
Male: Group	102,872	21.9	95	142,302	30.2	112	225,611	47.9	96
Male: Pair	120,441	25.6	98	115,634	24.6	160	234,710	49.9	85
Mixed Sex: Group	115,568	24.5	100	133,707	28.4	88	221,510	47.1	109
Mixed Sex: Pair	140,888	29.9	124	151,040	32.1	97	178,857	38.0	89
With Children	177,533	37.7	127	93,064	19.8	113	200,188	42.5	81
Unknown	178,111	37.8	109	56,034	11.9	64	236,640	50.3	108
For Eating:									
Upmarket	139,710	29.7	92	111,106	23.6	109	219,969	46.7	101
Midmarket	167,100	35.5	98	26,697	5.7	62	276,988	58.8	107
Downmarket	145,174	30.8	133	194,449	41.3	117	131,162	27.9	67
For Drinking (monthly spend):									
Nothing	120,741	25.6	83	145,793	31.0	131	204,251	43.4	95
Low (less than £10)	134,709	28.6	96	110,657	23.5	99	225,420	47.9	103
Medium (Between £10 and £40)	135,866	28.9	94	58,483	12.4	69	276,436	58.7	115
High (Greater than £40)	90,232	19.2	73	97,251	20.7	100	283,301	60.2	114

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Ye Olde Hob Inn, PR 5 6EP	Star Pubs & Bars	0.0	0.0
2	Poachers, PR 5 6BA	Greene King	8.2	1.4
3	Walton Fox, PR 5 6BZ	Mitchells & Butlers	10.0	1.5
4	Pump & Truncheon, PR 5 6LB	Amber Taverns	12.1	2.6
5	Brig And Barrel, PR 5 6TP	Independent Free	13.3	2.8
6	Beer Box, PR 5 6LA	Independent Free	15.7	3.2
7	Ye Olde Original Withy Trees, PR 5 6LA	Robinsons	15.7	3.2
8	Withy Arms, PR 5 6QP	Independent Free	18.4	3.7
9	Beam And Brycg, PR 5 6QL	Ei Group	24.1	4.8
10	Walton Arms, PR 5 6GD	Independent Free	24.7	5.0
11	Peters Bar, PR 5 6QE	Independent Free	27.2	5.7
12	Pleasant Retreat, PR 5 5RD	Star Pubs & Bars	29.6	4.2
13	Victoria, PR 5 5RD	Star Pubs & Bars	29.6	4.2
14	Anchor Inn, PR 5 5LA	Trust Inns Limited	32.3	5.6
15	Wishing Well At Tardy Gate, PR 5 5AA	Star Pubs & Bars	33.5	5.4
16	Hospital Inn, PR 5 6YP	Star Pubs & Bars	33.5	6.9
17	Beaumont, PR 6 7TY	Admiral Taverns Ltd	38.9	5.1
18	Half Way House Dantes, PR 6 7JB	JW Lees	39.5	4.6
19	Lord Nelson, PR 6 7RD	Star Pubs & Bars	40.1	4.8
20	Ley Inn, PR 6 7EU	Marston's	44.1	5.1