

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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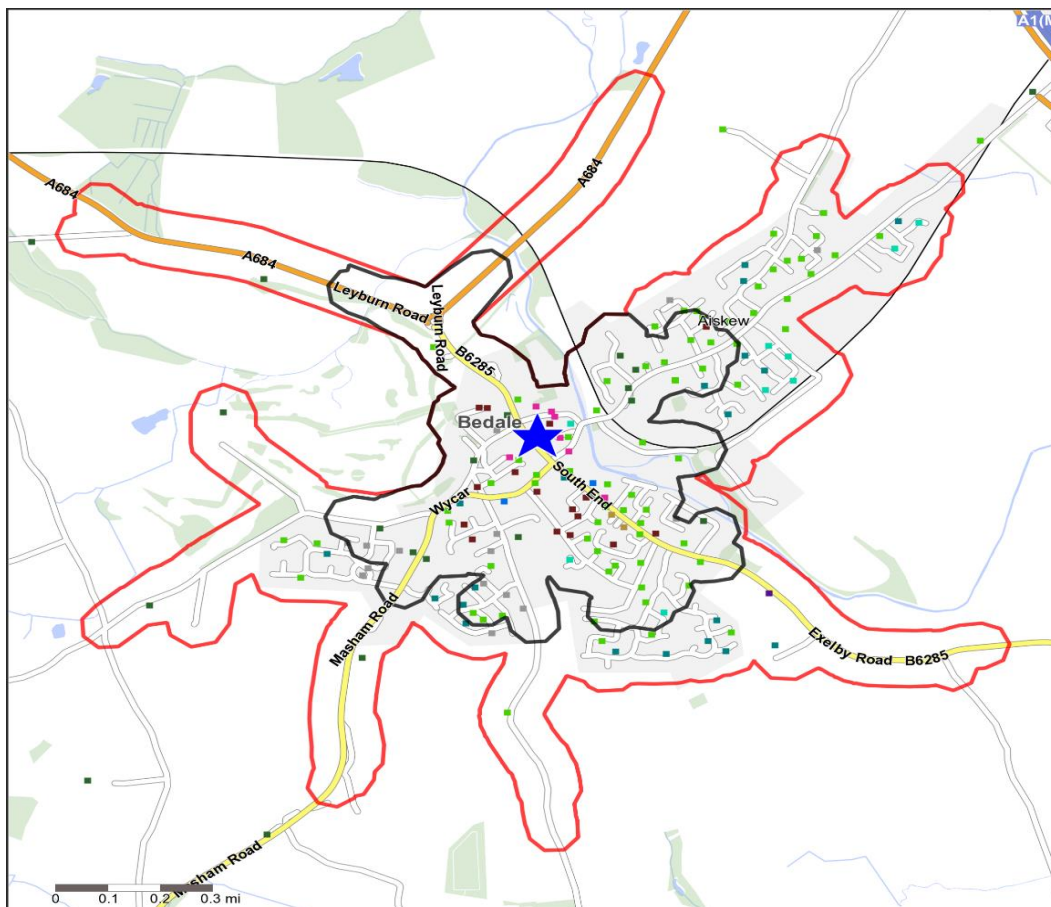
Number of Pubs	6	6	98
Catchment Adults 18+	2,427	4,231	53,699
Catchment Adults 18+ Per Pub	405	705	548
Populaton Projection 2018 to 2028 (% change)	1.18%	1.49%	1.32%

		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	1,278	52.7	102	1	Premium Local	2,109	49.8	96	1	Premium Local	32,170	59.9	116
2	Community Pub	1,249	51.5	110	2	High Street Pub	2,009	47.5	102	2	Great Pub Great Food	25,923	48.3	104
3	Premium Local	962	39.6	63	3	Great Pub Great Food	1,819	43.0	68	3	Community Pub	21,775	40.6	64
4	Great Pub Great Food	884	36.4	282	4	Community Pub	1,739	41.1	318	4	High Street Pub	17,776	33.1	256
5	Bit of Style	382	15.7	39	5	Bit of Style	1,015	24.0	59	5	Bit of Style	9,067	16.9	42
6	Circuit Bar	159	6.6	24	6	Circuit Bar	370	8.7	33	6	Circuit Bar	6,819	12.7	47
7	Craft Led	8	0.3	3	7	Craft Led	8	0.2	2	7	Craft Led	1,208	2.2	22

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	167	6.9	78	303	7.2	81	4,035	7.5	85
C1	265	10.9	89	493	11.7	95	6,729	12.5	102
C2	206	8.5	103	385	9.1	110	4,529	8.4	102
DE	186	7.7	74	309	7.3	71	3,975	7.4	72

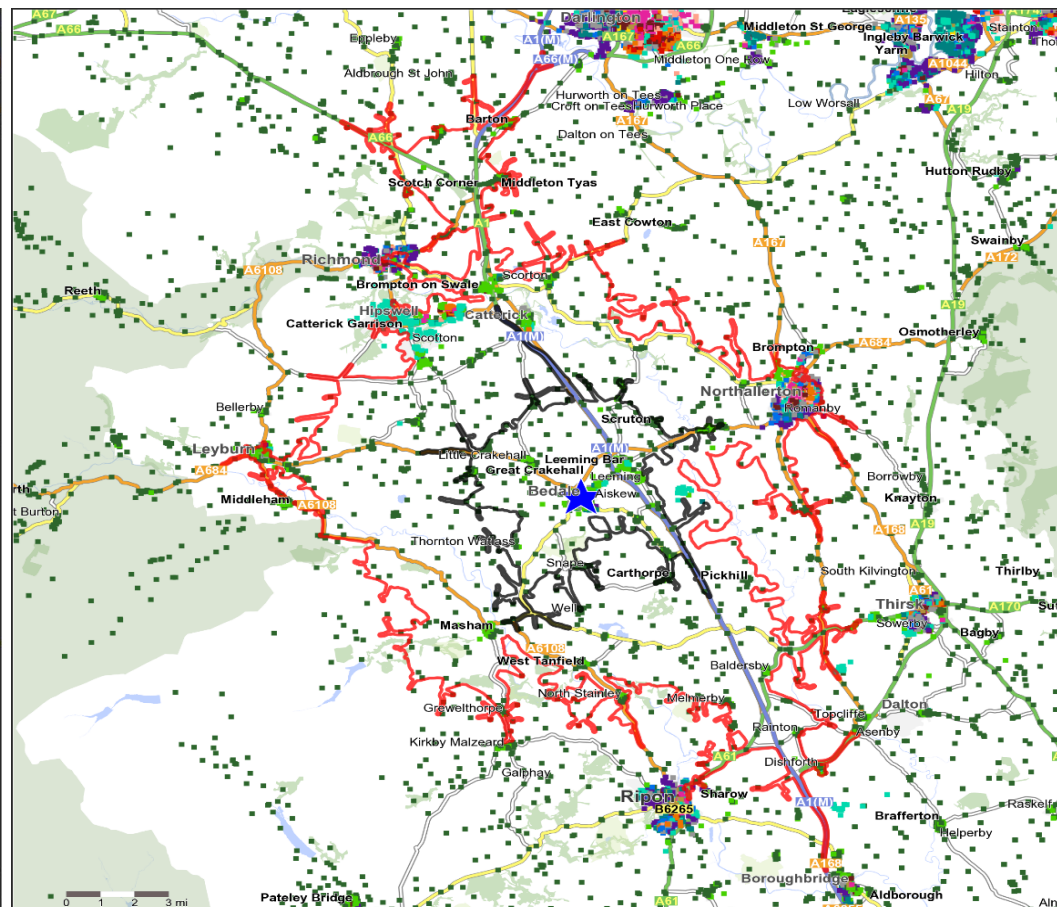
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	825	34.0	102	1,193	28.2	85	15,672	29.2	88
Medium (7-13)	1,060	43.7	132	2,105	49.8	150	20,966	39.0	118
High (14-19)	352	14.5	51	746	17.6	62	11,749	21.9	77

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

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	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	0	0
B06 Diamond Days	0	0	0	128
B07 Alpha Families	0	0	0	97
B08 Bank of Mum and Dad	0	0	0	286
B09 Empty-Nest Adventure	2	3	3	1,084
C10 Wealthy Landowners	8	13	414	2,175
C11 Rural Vogue	3	11	949	4,045
C12 Scattered Homesteads	0	1	1,065	4,200
C13 Village Retirement	194	304	1,134	4,395
D14 Satellite Settlers	369	757	1,765	4,756
D15 Local Focus	270	451	741	3,355
D16 Outlying Seniors	339	627	1,057	4,056
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	0	296
E19 Bungalow Heaven	216	384	556	2,539
E20 Classic Grandparents	0	0	0	370
E21 Solo Retirees	2	2	2	280
F22 Boomerang Boarders	2	2	2	869
F23 Family Ties	0	0	0	92
F24 Fledgling Free	10	10	10	259
F25 Dependable Me	0	0	0	287
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	0	242
G28 Modern Parents	77	283	283	577
G29 Mid-Career Convention	219	435	438	1,561
H30 Primary Ambitions	0	0	0	352
H31 Affordable Fringe	0	0	0	528
H32 First-Rung Futures	0	0	0	593
H33 Contemporary Starts	61	259	333	4,702
H34 New Foundations	17	31	123	340
H35 Flying Solo	8	8	8	384

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	0	0	993
I37 Budget Generations	0	0	0	444
I38 Economical Families	0	0	0	240
I39 Families on a Budget	0	0	0	380
J40 Value Rentals	0	0	0	243
J41 Youthful Endeavours	0	0	0	192
J42 Midlife Renters	130	130	130	1,230
J43 Renting Rooms	0	0	0	43
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	158
K48 Mature Workers	0	0	0	61
L49 Flatlet Seniors	0	0	0	12
L50 Pocket Pensions	323	344	344	1,105
L51 Retirement Communities	83	83	83	552
L52 Estate Veterans	22	22	22	199
L53 Seasoned Survivors	0	0	0	35
M54 Down-to-Earth Owners	0	0	0	234
M55 Back with the Folks	0	0	0	486
M56 Self Supporters	0	0	0	280
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	0	16
O61 Career Builders	0	0	0	73
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	72	72	72	451
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	3,425
Total	2,427	4,232	9,534	53,700

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



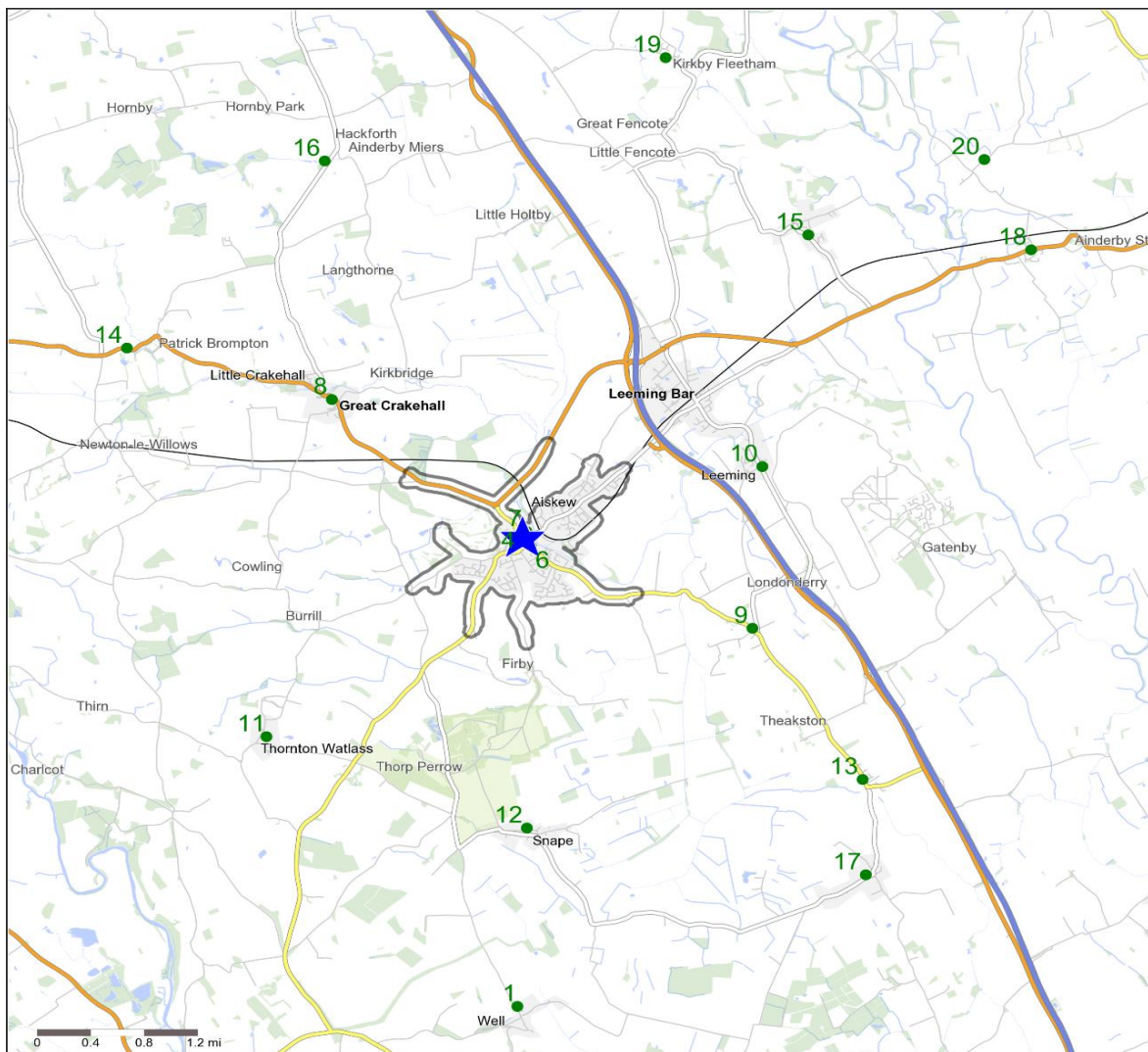
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	776	18.3	61	1,208	28.6	175	2,246	53.1	102		
Male: Alone	1,257	29.7	100	718	17.0	109	2,256	53.3	100		
Male: Group	548	13.0	57	1,573	37.2	142	2,109	49.8	100		
Male: Pair	653	15.4	59	33	0.8	5	3,545	83.8	146		
Mixed Sex: Group	233	5.5	24	3,509	82.9	260	489	11.6	26		
Mixed Sex: Pair	1,679	39.7	169	1,319	31.2	96	1,233	29.1	68		
With Children	493	11.7	40	1,144	27.0	161	2,594	61.3	116		
Unknown	1,926	45.5	139	500	11.8	66	1,805	42.7	89		
For Eating:											
Upmarket	776	18.3	60	444	10.5	50	3,011	71.2	151		
Midmarket	204	4.8	14	8	0.2	2	4,019	95.0	172		
Downmarket	84	2.0	9	2,578	60.9	175	1,569	37.1	89		
For Drinking (monthly spend):											
Nothing	1,080	25.5	84	1,531	36.2	153	1,619	38.3	85		
Low (less than £10)	1,028	24.3	81	2,441	57.7	246	761	18.0	40		
Medium (Between £10 and £40)	723	17.1	56	400	9.5	53	3,108	73.5	146		
High (Greater than £40)	288	6.8	26	530	12.5	61	3,414	80.7	154		

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	10,043	18.7	62	10,289	19.2	117	29,942	55.8	107	
Male: Alone	10,404	19.4	65	3,235	6.0	39	36,635	68.2	128	
Male: Group	5,095	9.5	41	14,059	26.2	100	31,120	58.0	117	
Male: Pair	5,697	10.6	41	2,098	3.9	26	42,479	79.1	138	
Mixed Sex: Group	4,019	7.5	33	29,273	54.5	171	16,983	31.6	72	
Mixed Sex: Pair	11,650	21.7	93	19,253	35.9	110	19,371	36.1	84	
With Children	5,857	10.9	38	11,643	21.7	129	32,774	61.0	115	
Unknown	13,318	24.8	76	8,086	15.1	84	28,870	53.8	112	
For Eating:										
Upmarket	10,244	19.1	62	4,356	8.1	39	35,675	66.4	141	
Midmarket	4,983	9.3	27	1,949	3.6	40	43,342	80.7	146	
Downmarket	4,671	8.7	39	22,085	41.1	118	23,518	43.8	105	
For Drinking (monthly spend):										
Nothing	16,740	31.2	103	12,309	22.9	97	21,225	39.5	88	
Low (less than £10)	15,388	28.7	96	22,445	41.8	178	12,441	23.2	51	
Medium (Between £10 and £40)	6,793	12.7	41	12,123	22.6	127	31,358	58.4	116	
High (Greater than £40)	4,280	8.0	31	5,878	10.9	53	40,117	74.7	143	

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	Milbank Arms, DL 8 2PX	Independent Free	0.0	9.4
2	Green Dragon, DL 8 1EQ	Marston's	0.0	0.1
3	Tallulah's Wine Bar, DL 8 1EQ	Independent Free	0.0	0.1
4	Waggon & Horses, DL 8 1EQ	Ei Group	0.0	0.1
5	Old Black Swan, DL 8 1ED	Star Pubs & Bars	0.6	0.1
6	White Bear, DL 8 2BJ	Admiral Taverns Ltd	1.5	0.8
7	Three Coopers, DL 8 1AL	Marston's	2.4	0.8
8	Bay Horse Inn, DL 8 1HP	Independent Free	37.4	3.9
9	Green Dragon, DL 8 2HA	Ei Group	38.3	4.1
10	Willow Tree Inn, DL 7 9SN	Sam Smith	51.3	7.2
11	Buck Inn, HG 4 4AH	Independent Free	56.7	6.9
12	Castle Arms Inn, DL 8 2TB	Marston's	58.8	8.0
13	Woodman Inn, DL 8 2HX	Independent Free	67.9	6.7
14	Green Tree, DL 8 1JW	Independent Free	70.3	7.4
15	Coore Arms Inn, DL 7 0QP	Independent Free	80.2	8.2
16	Greyhound Inn, DL 8 1PB	*Other Small Retail Groups	80.9	8.0
17	Fox & Hounds, DL 8 2LG	*Other Small Retail Groups	85.1	8.7
18	Old Royal George, DL 7 9QS	Marston's	90.5	8.9
19	Black Horse Inn, DL 7 0SH	Independent Free	103.7	9.8
20	New Inn, DL 7 0PN	Independent Free	115.8	11.7