

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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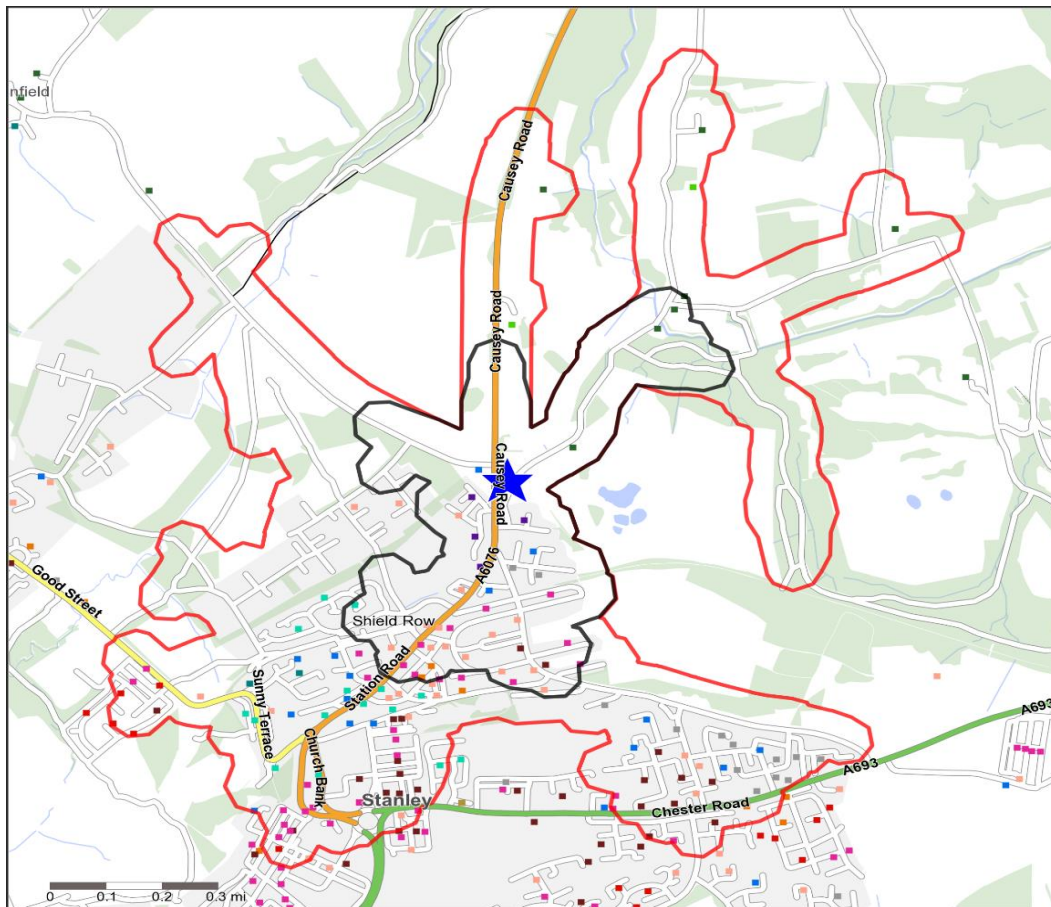
Number of Pubs	4	7	336
Catchment Adults 18+	1,249	3,923	322,276
Catchment Adults 18+ Per Pub	312	560	959
Populaton Projection 2018 to 2028 (% change)	6.13%	4.83%	3.29%

		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	985	78.9	152	1	High Street Pub	3,265	83.2	161	1	High Street Pub	271,353	84.2	163
2	Community Pub	818	65.5	141	2	Community Pub	2,636	67.2	144	2	Community Pub	231,814	71.9	154
3	Premium Local	640	51.2	81	3	Premium Local	1,686	43.0	68	3	Premium Local	116,129	36.0	57
4	Bit of Style	528	42.3	327	4	Bit of Style	1,474	37.6	291	4	Great Pub Great Food	72,240	22.4	173
5	Great Pub Great Food	324	25.9	64	5	Great Pub Great Food	909	23.2	57	5	Bit of Style	71,188	22.1	55
6	Circuit Bar	73	5.8	22	6	Circuit Bar	381	9.7	36	6	Circuit Bar	38,286	11.9	44
7	Craft Led	7	0.6	5	7	Craft Led	153	3.9	38	7	Craft Led	24,386	7.6	73

	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	92	7.4	83	249	6.3	72	22,286	6.9	78
C1	165	13.2	108	509	13.0	106	40,149	12.5	102
C2	134	10.7	130	391	10.0	121	28,446	8.8	107
DE	130	10.4	101	437	11.1	108	39,589	12.3	119

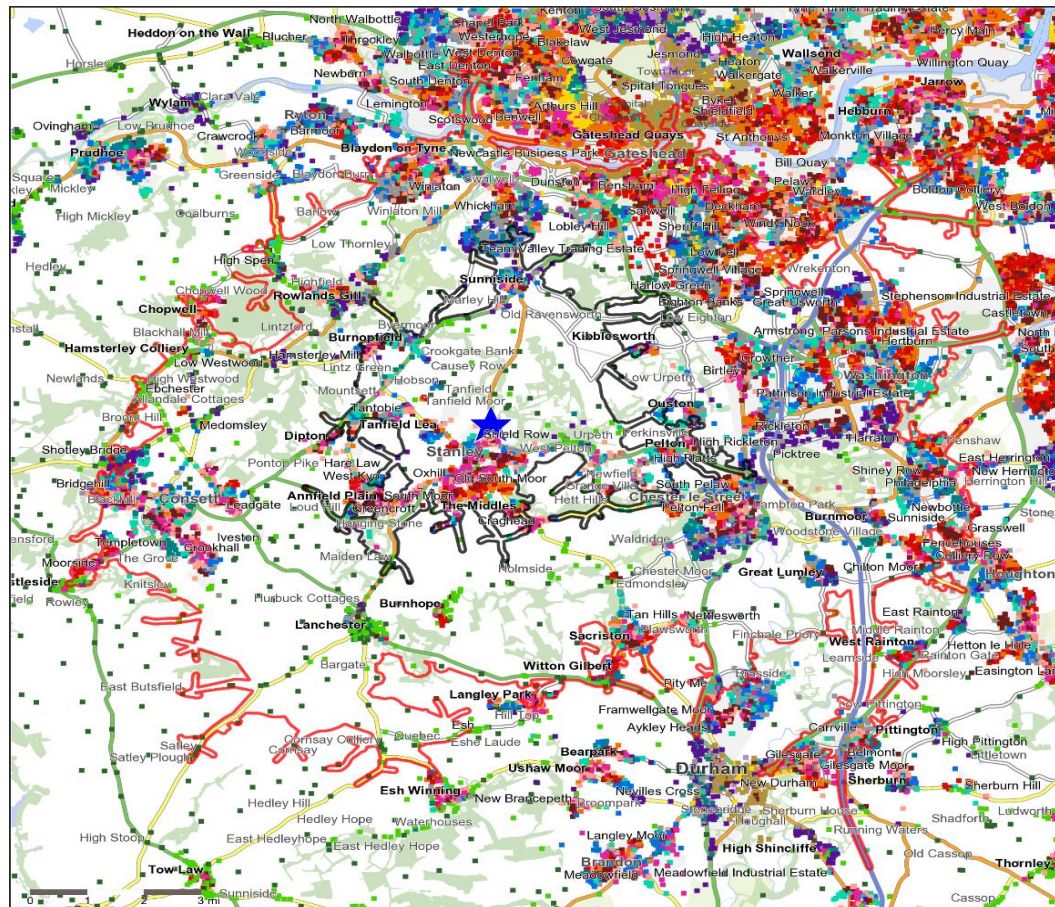
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	735	58.8	177	2,203	56.2	169	183,213	56.8	171
Medium (7-13)	393	31.5	95	1,250	31.9	96	91,058	28.3	85
High (14-19)	101	8.1	28	280	7.1	25	27,489	8.5	30

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	0	0
A02	Uptown Elite	0	0	0	45	0	45
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	10	0	10
B05	Premium Fortunes	0	0	25	656	25	656
B06	Diamond Days	0	0	200	1,448	200	1,448
B07	Alpha Families	0	0	76	1,397	76	1,397
B08	Bank of Mum and Dad	104	109	285	2,607	285	2,607
B09	Empty-Nest Adventure	43	45	773	7,650	773	7,650
C10	Wealthy Landowners	4	11	311	1,097	311	1,097
C11	Rural Vogue	0	1	41	324	41	324
C12	Scattered Homesteads	0	0	62	463	62	463
C13	Village Retirement	0	0	165	1,049	165	1,049
D14	Satellite Settlers	0	1	337	2,741	337	2,741
D15	Local Focus	0	0	126	2,100	126	2,100
D16	Outlying Seniors	0	0	309	2,998	309	2,998
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	518	2,981	518	2,981
E19	Bungalow Heaven	46	239	1,832	11,815	1,832	11,815
E20	Classic Grandparents	29	88	558	11,964	558	11,964
E21	Solo Retirees	0	0	301	4,118	301	4,118
F22	Boomerang Boarders	59	82	1,416	9,749	1,416	9,749
F23	Family Ties	4	34	298	1,863	298	1,863
F24	Fledgling Free	40	237	1,613	9,080	1,613	9,080
F25	Dependable Me	36	66	1,233	8,697	1,233	8,697
G26	Cafés and Catchments	0	0	0	1,073	0	1,073
G27	Thriving Independence	0	0	25	2,537	25	2,537
G28	Modern Parents	0	0	200	8,101	200	8,101
G29	Mid-Career Convention	4	121	1,048	7,439	1,048	7,439
H30	Primary Ambitions	60	181	181	1,698	181	1,698
H31	Affordable Fringe	9	121	2,049	8,837	2,049	8,837
H32	First-Rung Futures	7	153	2,040	9,670	2,040	9,670
H33	Contemporary Starts	66	218	1,041	6,144	1,041	6,144
H34	New Foundations	0	0	25	1,264	25	1,264
H35	Flying Solo	0	0	193	766	193	766

				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	0	0	1,003	0	1,003
I37	Budget Generations	0	1	88	4,274	1	4,274
I38	Economical Families	16	90	1,591	6,551	90	6,551
I39	Families on a Budget	0	10	1,494	13,076	10	13,076
J40	Value Rentals	391	801	7,875	24,296	801	24,296
J41	Youthful Endeavours	0	0	68	1,997	0	1,997
J42	Midlife Renters	1	61	621	5,978	61	5,978
J43	Renting Rooms	0	13	352	6,876	13	6,876
K44	Inner City Stalwarts	0	0	0	232	0	232
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	2,431	0	2,431
K47	Single Essentials	0	0	67	5,805	0	5,805
K48	Mature Workers	0	212	3,081	20,258	212	20,258
L49	Flatlet Seniors	0	27	653	4,279	27	4,279
L50	Pocket Pensions	0	220	2,299	13,376	220	13,376
L51	Retirement Communities	0	0	79	1,422	0	1,422
L52	Estate Veterans	10	10	258	17,926	10	17,926
L53	Seasoned Survivors	7	104	827	7,117	104	7,117
M54	Down-to-Earth Owners	203	305	3,625	15,746	305	15,746
M55	Back with the Folks	9	85	488	4,732	85	4,732
M56	Self Supporters	100	258	2,067	12,552	258	12,552
N57	Community Elders	0	0	0	374	0	374
N58	Culture & Comfort	0	0	0	357	0	357
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	0	1,269	0	1,269
O61	Career Builders	0	0	0	1,259	0	1,259
O62	Central Pulse	0	0	0	5,315	0	5,315
O63	Flexible Workforce	0	0	0	269	0	269
O64	Bus-Route Renters	0	10	58	5,755	10	5,755
O65	Learners & Earners	0	0	0	291	0	291
O66	Student Scene	0	0	0	1,012	0	1,012
U99	Unclassified	0	8	274	4,070	8	4,070
Total				1,248	3,922	43,146	322,279

Top 3 Mosaic Types in a 20 Minute Walktime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



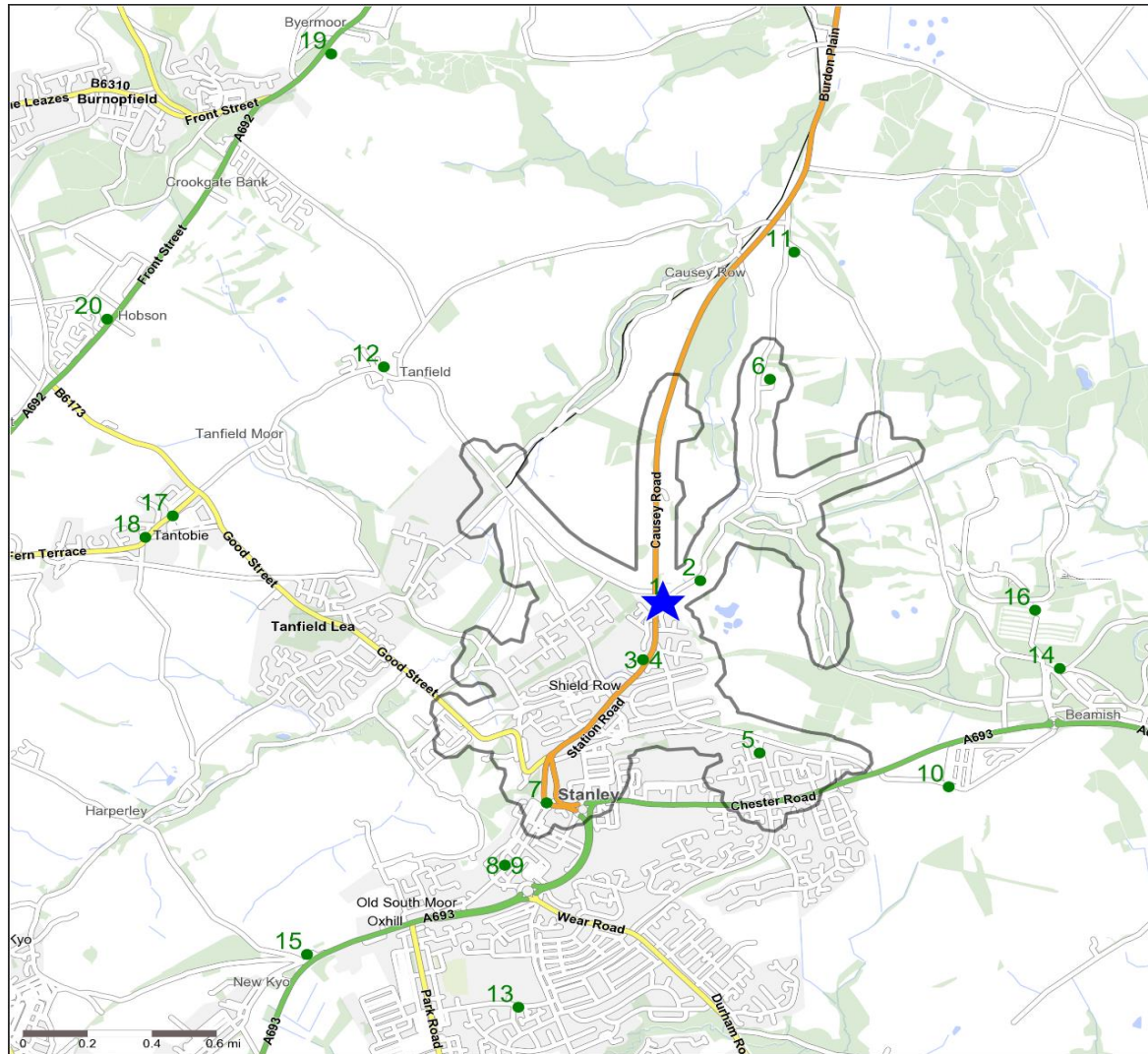
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	1,671	42.6	141	137	3.5	21	2,107	53.7	103			
Male: Alone	1,027	26.2	88	932	23.8	152	1,957	49.9	94			
Male: Group	835	21.3	93	1,401	35.7	136	1,680	42.8	86			
Male: Pair	651	16.6	64	684	17.4	114	2,580	65.8	115			
Mixed Sex: Group	440	11.2	49	1,260	32.1	101	2,215	56.5	129			
Mixed Sex: Pair	714	18.2	78	977	24.9	77	2,224	56.7	133			
With Children	1,083	27.6	95	1,408	35.9	213	1,424	36.3	69			
Unknown	1,269	32.3	98	497	12.7	71	2,149	54.8	114			
For Eating:												
Upmarket	963	24.5	80	965	24.6	118	1,987	50.7	107			
Midmarket	1,468	37.4	109	10	0.3	3	2,438	62.1	112			
Downmarket	1,514	38.6	174	1,992	50.8	146	409	10.4	25			
For Drinking (monthly spend):												
Nothing	1,310	33.4	110	970	24.7	105	1,636	41.7	93			
Low (less than £10)	869	22.2	74	1,011	25.8	110	2,036	51.9	114			
Medium (Between £10 and £40)	868	22.1	72	654	16.7	93	2,393	61.0	121			
High (Greater than £40)	537	13.7	53	1,109	28.3	138	2,270	57.9	111			

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	95,173	29.5	98	28,497	8.8	54	194,536	60.4	116
Male: Alone	96,651	30.0	101	66,001	20.5	131	155,554	48.3	91
Male: Group	90,999	28.2	123	88,489	27.5	105	138,718	43.0	87
Male: Pair	89,573	27.8	107	57,230	17.8	117	171,403	53.2	93
Mixed Sex: Group	62,999	19.5	86	80,759	25.1	78	174,448	54.1	123
Mixed Sex: Pair	80,657	25.0	107	95,963	29.8	92	141,586	43.9	103
With Children	89,964	27.9	97	68,327	21.2	126	159,915	49.6	94
Unknown	86,426	26.8	82	35,814	11.1	62	195,967	60.8	127
For Eating:									
Upmarket	64,716	20.1	66	66,457	20.6	99	187,034	58.0	123
Midmarket	94,064	29.2	85	16,896	5.2	58	207,246	64.3	116
Downmarket	110,505	34.3	154	135,342	42.0	120	72,359	22.5	54
For Drinking (monthly spend):									
Nothing	102,520	31.8	105	92,625	28.7	122	123,062	38.2	85
Low (less than £10)	74,632	23.2	78	73,078	22.7	97	170,496	52.9	117
Medium (Between £10 and £40)	79,392	24.6	81	45,328	14.1	79	193,486	60.0	119
High (Greater than £40)	52,634	16.3	63	80,009	24.8	121	185,562	57.6	110

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	Blue Bell Inn, DH 9 0LR	Star Pubs & Bars	0.0	0.2
2	South Causey Inn, DH 9 0LS	Independent Free	2.4	1.2
3	Ball Alley, DH 9 0LH	Independent Free	5.1	0.9
4	Board Inn, DH 9 0LH	*Other Small Retail Groups	5.1	0.9
5	Hill Top, DH 9 0UE	Greene King	15.1	2.9
6	Black Horse, DH 9 0RW	*Other Small Retail Groups	18.1	2.1
7	Royal Hotel, DH 9 0JQ	Camerons	18.4	3.8
8	Legends, DH 9 0TB	Camerons	23.5	4.8
9	Montgomerys, DH 9 0TB	Camerons	23.5	4.8
10	Beamish Mary, DH 9 0QH	Independent Free	26.0	4.7
11	Causey Arch Inn, NE16 5EG	Independent Free	27.5	3.2
12	Peacock Inn, DH 9 9PX	Punch Pub Company	28.7	4.0
13	Masons Arms, DH 9 7PA	*Other Small Retail Groups	36.2	5.9
14	Shepherd & Shepherdess, DH 9 0RS	Ei Group	36.5	4.3
15	Ox Inn, DH 9 7LR	Wear Inns Ltd	36.5	5.9
16	Sun Inn, DH 9 0RG	Independent Free	39.2	4.7
17	Oak Tree Inn, DH 9 9RF	Independent Free	44.1	6.3
18	Commercial Inn, DH 9 9RE	Independent Free	44.1	6.8
19	Pack Horse, NE16 6NS	Greene King	56.4	8.1
20	Hobson Hotel, NE16 6EE	Ei Group	58.8	7.7