

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	2	213
Catchment Adults 18+	2,935	3,184	204,696
Catchment Adults 18+ Per Pub	1,468	1,592	961
Populaton Projection 2018 to 2028 (% change)	0.55%	0.72%	4.02%

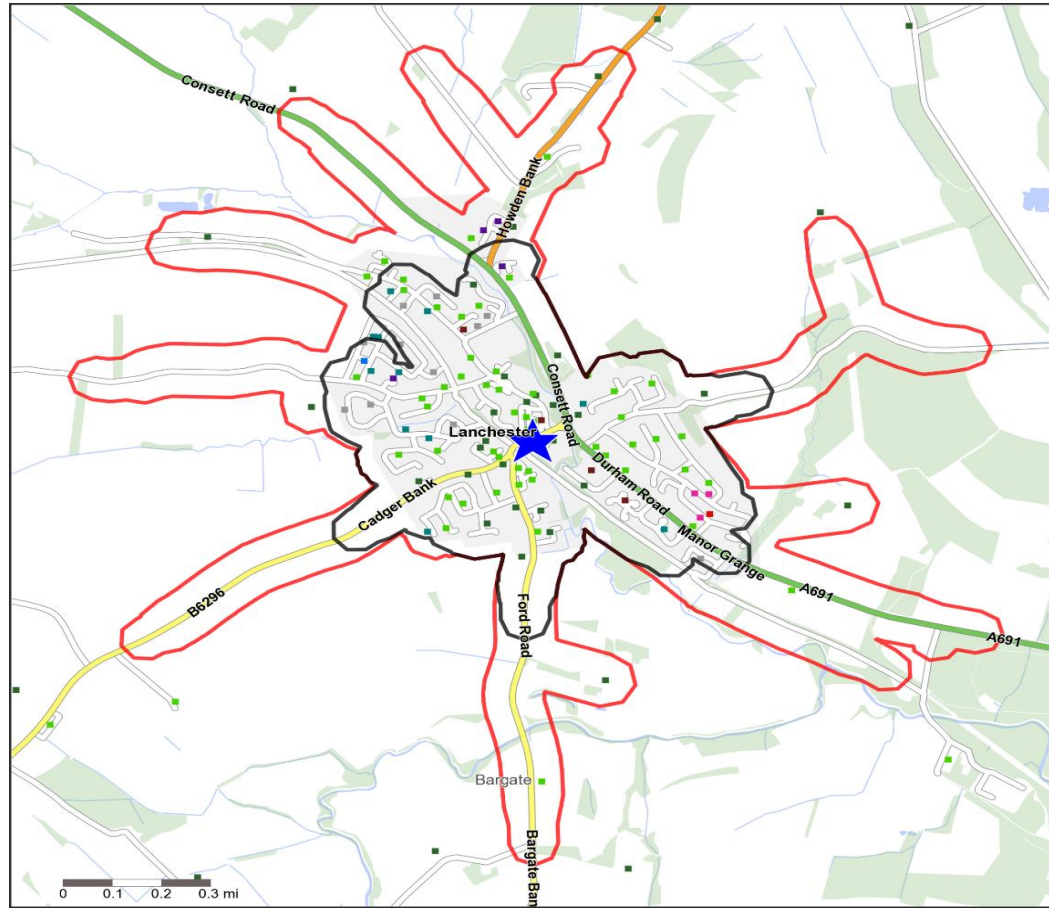
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	1,473	50.2	97	1	Great Pub Great Food	1,680	52.8	102	1	High Street Pub	156,545	76.5	148
2	Premium Local	1,473	50.2	108	2	Premium Local	1,680	52.8	113	2	Community Pub	135,728	66.3	142
3	Community Pub	1,038	35.4	56	3	Community Pub	1,072	33.7	53	3	Premium Local	85,603	41.8	66
4	High Street Pub	1,022	34.8	269	4	High Street Pub	1,064	33.4	258	4	Bit of Style	57,944	28.3	219
5	Bit of Style	438	14.9	37	5	Bit of Style	470	14.8	37	5	Great Pub Great Food	51,345	25.1	62
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	21,947	10.7	40
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	15,805	7.7	75

	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	297	10.1	114	329	10.3	117	15,477	7.6	86
C1	313	10.7	87	340	10.7	87	24,285	11.9	97
C2	179	6.1	74	194	6.1	74	16,366	8.0	97
DE	197	6.7	65	208	6.5	63	21,470	10.5	102

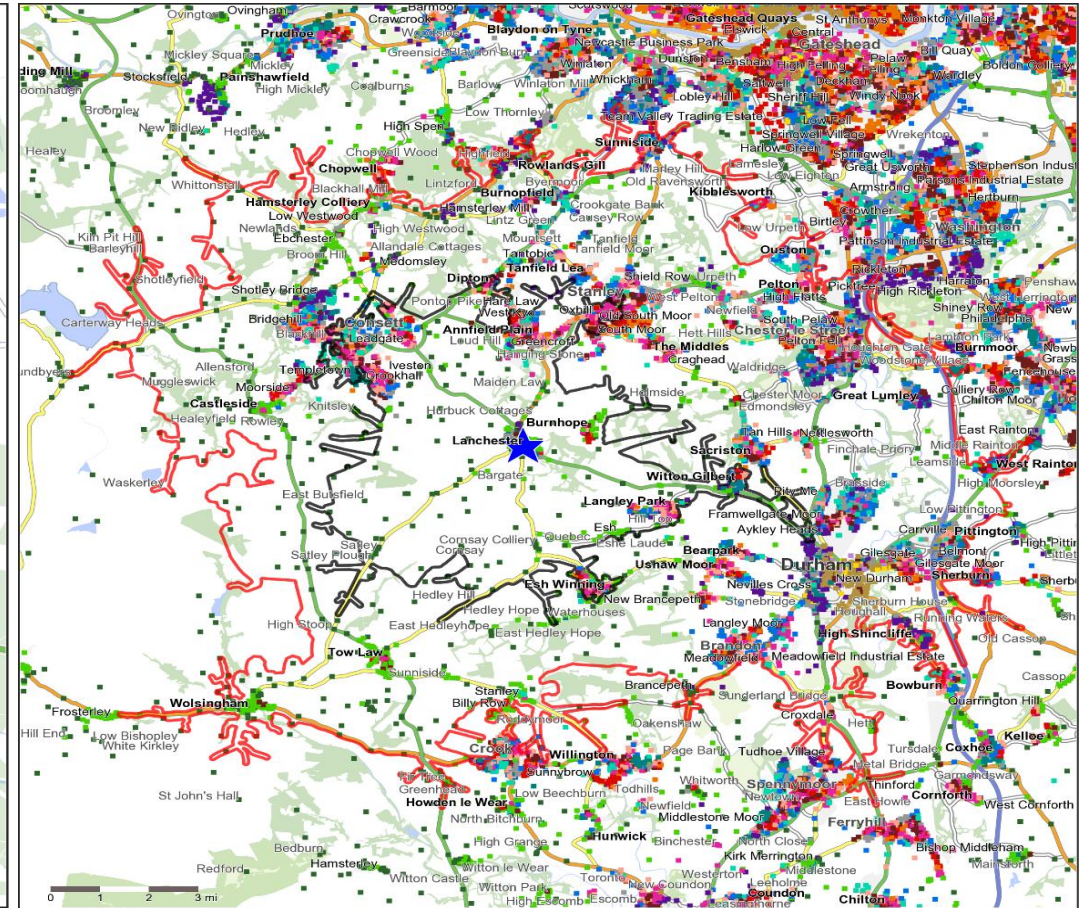
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	919	31.3	94	945	29.7	89	104,162	50.9	153
Medium (7-13)	1,309	44.6	134	1,447	45.4	137	59,744	29.2	88
High (14-19)	501	17.1	60	560	17.6	62	19,562	9.6	34

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	0	0
A02	Uptown Elite	0	0	0	614	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	4	658	0	0
B06	Diamond Days	0	0	4	1,485	0	0
B07	Alpha Families	47	60	99	1,552	0	0
B08	Bank of Mum and Dad	0	0	60	1,918	0	0
B09	Empty-Nest Adventure	11	11	175	3,975	0	0
C10	Wealthy Landowners	6	25	327	1,524	0	0
C11	Rural Vogue	0	14	261	772	0	0
C12	Scattered Homesteads	0	26	410	1,088	0	0
C13	Village Retirement	350	368	523	1,581	0	0
D14	Satellite Settlers	763	846	1,493	4,168	0	0
D15	Local Focus	313	313	1,109	4,272	0	0
D16	Outlying Seniors	322	325	1,378	5,806	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	45	2,011	0	0
E19	Bungalow Heaven	424	458	1,114	7,323	0	0
E20	Classic Grandparents	23	28	232	4,657	0	0
E21	Solo Retirees	0	0	366	1,839	0	0
F22	Boomerang Boarders	7	9	396	6,350	0	0
F23	Family Ties	0	0	96	783	0	0
F24	Fledgling Free	0	0	962	4,755	0	0
F25	Dependable Me	0	0	599	6,589	0	0
G26	Cafés and Catchments	0	0	0	508	0	0
G27	Thriving Independence	0	0	15	1,287	0	0
G28	Modern Parents	0	0	1,282	4,850	0	0
G29	Mid-Career Convention	290	322	852	6,773	0	0
H30	Primary Ambitions	0	0	104	467	0	0
H31	Affordable Fringe	0	0	732	4,182	0	0
H32	First-Rung Futures	0	0	776	6,528	0	0
H33	Contemporary Starts	0	0	952	4,751	0	0
H34	New Foundations	0	0	21	574	0	0
H35	Flying Solo	0	0	119	962	0	0

				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	23	0	0
I37	Budget Generations	0	0	14	1,196	0	0
I38	Economical Families	0	0	816	3,704	0	0
I39	Families on a Budget	0	0	551	4,368	0	0
J40	Value Rentals	148	148	9,449	22,862	0	0
J41	Youthful Endeavours	0	0	128	785	0	0
J42	Midlife Renters	0	0	944	4,707	0	0
J43	Renting Rooms	0	0	599	1,411	0	0
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	547	0	0
K48	Mature Workers	44	44	2,505	11,089	0	0
L49	Flatlet Seniors	0	0	400	1,763	0	0
L50	Pocket Pensions	118	118	2,390	9,910	0	0
L51	Retirement Communities	70	70	70	1,000	0	0
L52	Estate Veterans	0	0	79	1,550	0	0
L53	Seasoned Survivors	0	0	1,814	3,255	0	0
M54	Down-to-Earth Owners	0	0	4,795	12,530	0	0
M55	Back with the Folks	0	0	226	2,596	0	0
M56	Self Supporters	0	0	2,334	8,567	0	0
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	0	433	0	0
O61	Career Builders	0	0	22	829	0	0
O62	Central Pulse	0	0	0	14	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	0	0	1	862	0	0
O65	Learners & Earners	0	0	0	3,116	0	0
O66	Student Scene	0	0	0	3,809	0	0
U99	Unclassified	0	0	191	9,170	0	0
Total				2,936	3,185	41,834	204,698

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. 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

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

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. 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. K48 Mature Workers

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



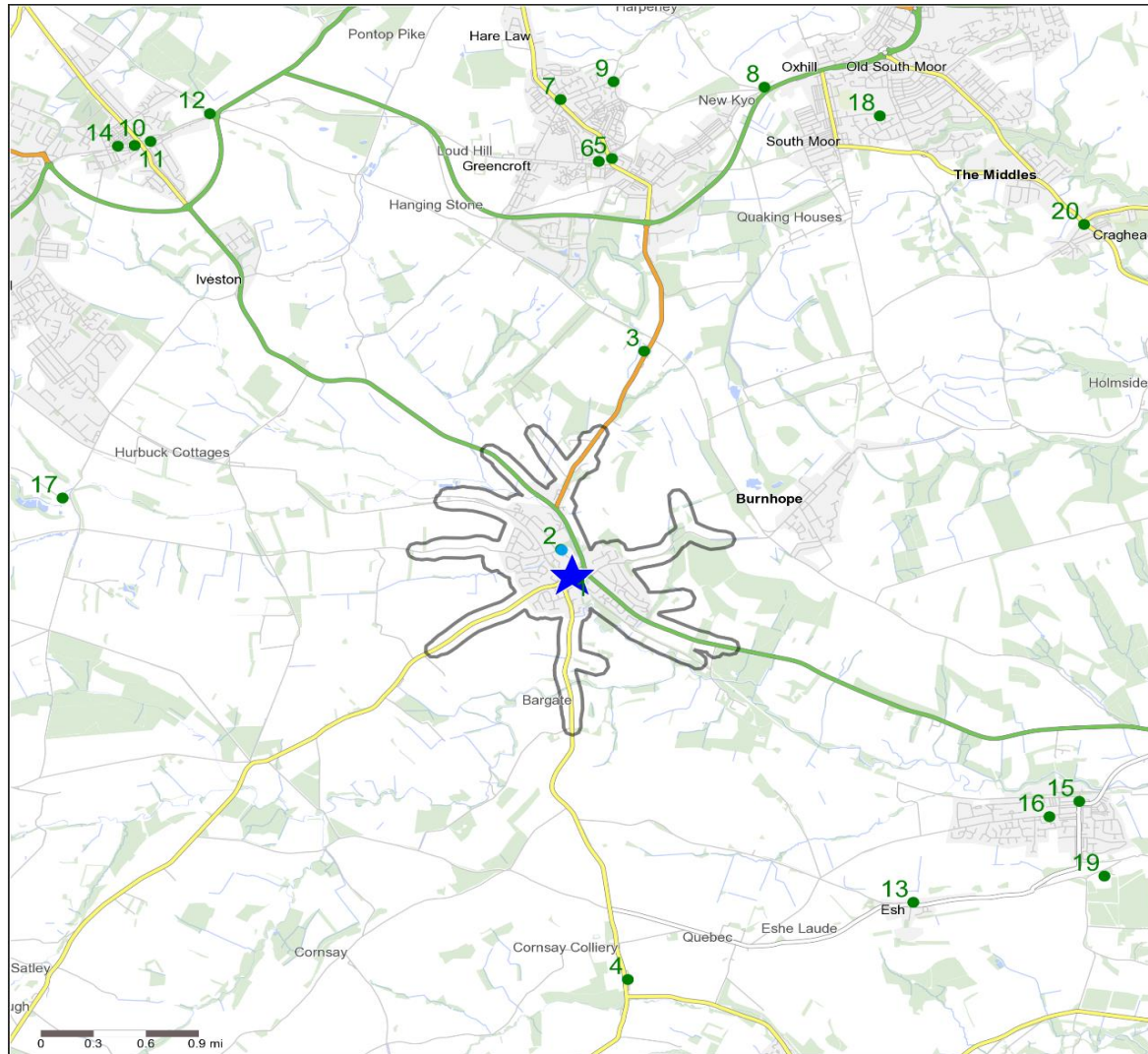
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	157	4.9	16	<div></div>	1,219	38.3	234	<div></div>	1,808	56.8	109	<div></div>
Male: Alone	522	16.4	55	<div></div>	470	14.8	95	<div></div>	2,192	68.8	129	<div></div>
Male: Group	171	5.4	23	<div></div>	1,489	46.8	179	<div></div>	1,524	47.9	96	<div></div>
Male: Pair	197	6.2	24	<div></div>	0	0.0	0	<div></div>	2,987	93.8	164	<div></div>
Mixed Sex: Group	0	0.0	0	<div></div>	2,641	82.9	260	<div></div>	543	17.1	39	<div></div>
Mixed Sex: Pair	1,205	37.8	161	<div></div>	1,187	37.3	115	<div></div>	792	24.9	58	<div></div>
With Children	0	0.0	0	<div></div>	783	24.6	146	<div></div>	2,401	75.4	142	<div></div>
Unknown	1,629	51.2	156	<div></div>	0	0.0	0	<div></div>	1,555	48.8	102	<div></div>
For Eating:												
Upmarket	331	10.4	34	<div></div>	208	6.5	31	<div></div>	2,645	83.1	176	<div></div>
Midmarket	157	4.9	14	<div></div>	0	0.0	0	<div></div>	3,027	95.1	172	<div></div>
Downmarket	81	2.5	11	<div></div>	1,577	49.5	142	<div></div>	1,526	47.9	115	<div></div>
For Drinking (monthly spend):												
Nothing	745	23.4	77	<div></div>	923	29.0	123	<div></div>	1,517	47.6	106	<div></div>
Low (less than £10)	763	24.0	80	<div></div>	1,956	61.4	262	<div></div>	465	14.6	32	<div></div>
Medium (Between £10 and £40)	370	11.6	38	<div></div>	478	15.0	84	<div></div>	2,336	73.4	146	<div></div>
High (Greater than £40)	20	0.6	2	<div></div>	391	12.3	60	<div></div>	2,774	87.1	167	<div></div>

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	62,958	30.8	102	17,632	8.6	53	114,935	56.1	108
Male: Alone	63,233	30.9	104	45,940	22.4	144	86,353	42.2	79
Male: Group	49,000	23.9	105	59,566	29.1	111	86,959	42.5	86
Male: Pair	38,426	18.8	72	32,466	15.9	104	124,633	60.9	106
Mixed Sex: Group	28,041	13.7	60	64,829	31.7	99	102,656	50.2	114
Mixed Sex: Pair	49,980	24.4	104	53,731	26.2	81	91,815	44.9	105
With Children	47,939	23.4	81	53,100	25.9	154	94,486	46.2	87
Unknown	61,257	29.9	91	18,874	9.2	51	115,395	56.4	118
For Eating:									
Upmarket	39,548	19.3	63	42,916	21.0	101	113,061	55.2	117
Midmarket	56,113	27.4	80	6,752	3.3	37	132,661	64.8	117
Downmarket	66,685	32.6	147	87,954	43.0	123	40,886	20.0	48
For Drinking (monthly spend):									
Nothing	61,640	30.1	100	58,227	28.4	120	75,658	37.0	82
Low (less than £10)	43,455	21.2	71	58,627	28.6	122	93,443	45.6	101
Medium (Between £10 and £40)	44,574	21.8	71	28,425	13.9	78	122,526	59.9	119
High (Greater than £40)	27,650	13.5	52	48,848	23.9	116	119,028	58.1	111

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Kings Head, DH 7 0EX	Star Pubs & Bars	0.0	0.1
2	Black Bull, DH 7 0HT	Star Pubs & Bars	5.1	0.9
3	Three Horseshoes Inn, DH 7 0QT	Unknown	30.5	3.7
4	Royal Oak Hotel, DH 7 9BN	*Other Small Retail Groups	54.0	5.6
5	Queens Head, DH 9 7SY	Camerons	58.5	6.8
6	Coach & Horses, DH 9 8HU	*Other Small Retail Groups	59.1	7.2
7	Crown & Thistle, DH 9 8EU	Independent Free	68.5	9.0
8	Ox Inn, DH 9 7LR	Wear Inns Ltd	69.6	7.2
9	Earl Grey Inn, DH 9 8TA	Camerons	75.4	9.9
10	Coach & Horses, DH 8 7PY	Tadcaster Pub Co	79.2	7.4
11	Golden Lion, DH 8 7SB	Independent Free	79.4	7.4
12	Jolly Drivers, DH 8 6RR	Punch Pub Company	81.8	6.2
13	Cross Keys Inn, DH 7 9QR	*Other Small Retail Groups	82.3	7.9
14	Wheatsheaf, DH 8 7SA	*Other Small Retail Groups	83.3	7.7
15	Langley Park Hotel, DH 7 9YT	Independent Free	87.7	7.8
16	Rams Head, DH 7 9UU	Admiral Taverns Ltd	93.6	8.8
17	Knitsley Mill, DH 8 9EL	Independent Free	96.1	8.1
18	Masons Arms, DH 9 7PA	*Other Small Retail Groups	96.1	10.3
19	Board Inn, DH 7 9RL	Ei Group	100.5	10.0
20	Punch Bowl Inn, DH 9 6EF	Admiral Taverns Ltd	114.6	12.8