

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	7	398
Catchment Adults 18+	2,059	8,071	469,693
Catchment Adults 18+ Per Pub	1,030	1,153	1,180
Populaton Projection 2020 to 2030 (% change)	8.38%	5.03%	4.86%

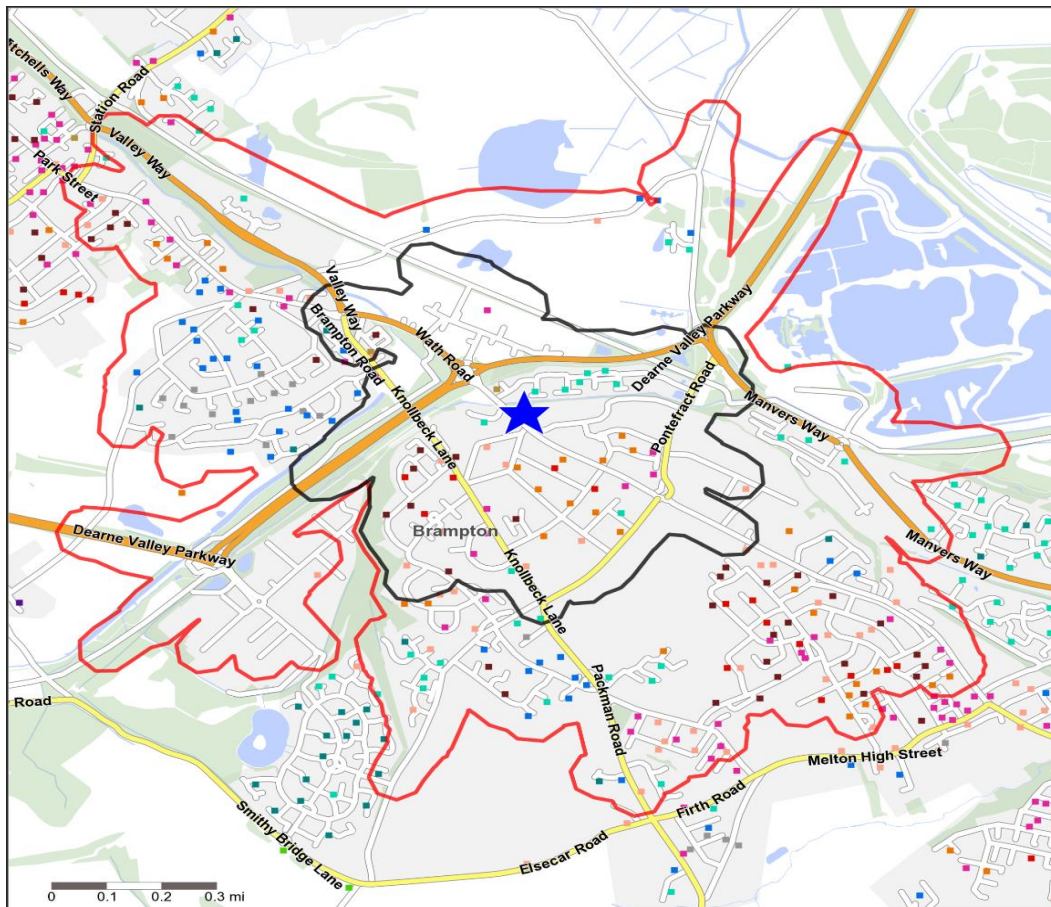
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,760	85.5	163	1	High Street Pub	7,052	87.4	166	1	High Street Pub	404,696	86.2	164
2	Community Pub	1,645	79.9	170	2	Community Pub	5,715	70.8	151	2	Community Pub	365,537	77.8	166
3	Bit of Style	643	31.2	49	3	Premium Local	3,234	40.1	63	3	Premium Local	156,295	33.3	52
4	Premium Local	616	29.9	209	4	Bit of Style	2,357	29.2	204	4	Great Pub Great Food	92,704	19.7	138
5	Circuit Bar	395	19.2	47	5	Great Pub Great Food	1,383	17.1	42	5	Bit of Style	83,395	17.8	44
6	Great Pub Great Food	126	6.1	21	6	Circuit Bar	1,129	14.0	49	6	Circuit Bar	35,560	7.6	26
7	Craft Led	8	0.4	3	7	Craft Led	389	4.8	43	7	Craft Led	20,889	4.4	39

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	85	4.1	47	414	5.1	58	23,018	4.9	55
C1	247	12.0	98	887	11.0	89	48,907	10.4	85
C2	270	13.1	159	927	11.5	139	48,437	10.3	125
DE	327	15.9	154	1,017	12.6	122	69,031	14.7	143

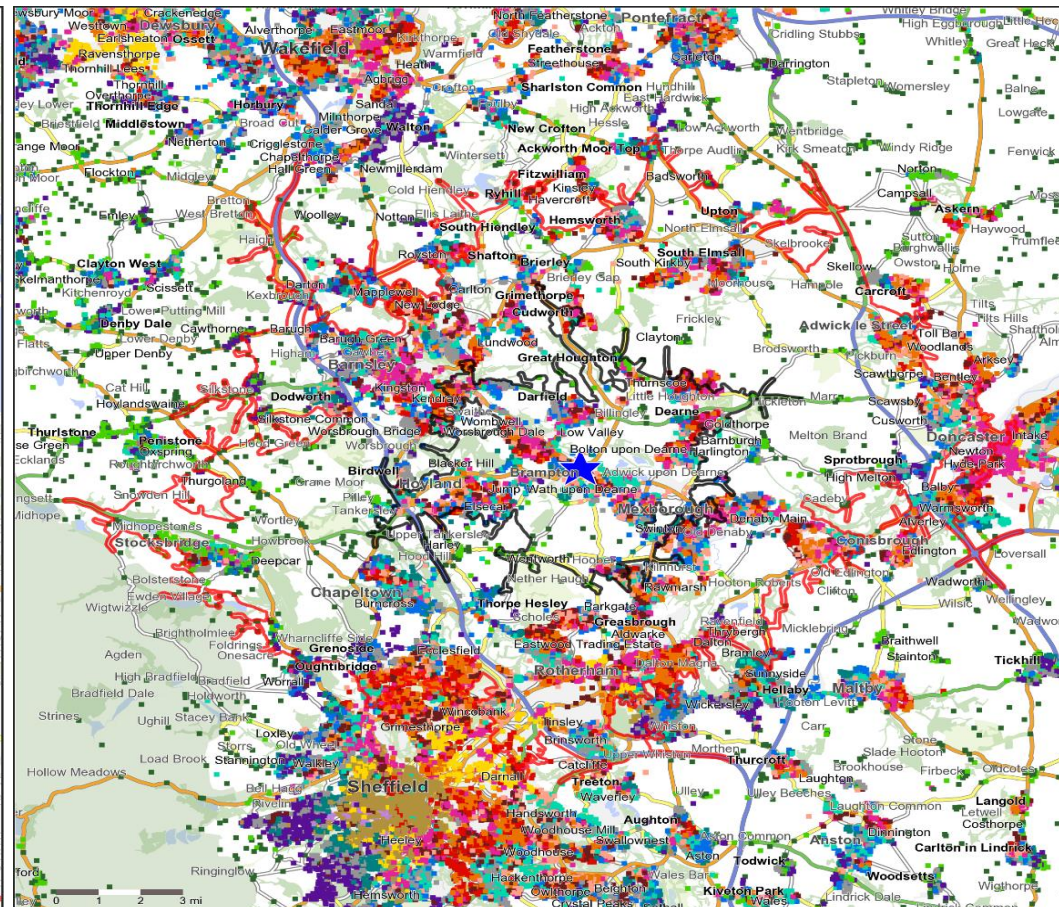
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,844	89.6	269	5,576	69.1	208	325,029	69.2	208
Medium (7-13)	389	18.9	57	2,507	31.1	93	126,730	27.0	81
High (14-19)	60	2.9	10	354	4.4	15	28,224	6.0	21

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

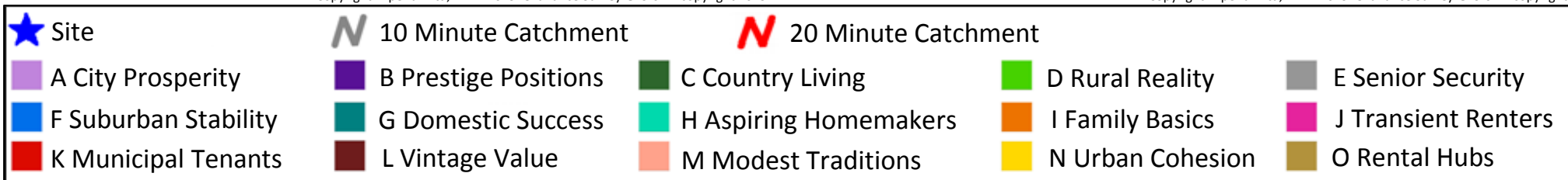
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	18
B06	Diamond Days	0	0	9	197
B07	Alpha Families	0	0	157	1,716
B08	Bank of Mum and Dad	0	0	84	1,358
B09	Empty-Nest Adventure	0	0	549	4,997
C10	Wealthy Landowners	0	0	165	1,679
C11	Rural Vogue	0	0	60	923
C12	Scattered Homesteads	0	0	0	224
C13	Village Retirement	0	0	202	3,004
D14	Satellite Settlers	0	0	572	3,550
D15	Local Focus	0	0	540	4,851
D16	Outlying Seniors	0	0	575	4,511
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	25	1,215
E19	Bungalow Heaven	0	296	4,247	20,440
E20	Classic Grandparents	5	119	1,224	10,323
E21	Solo Retirees	0	0	859	6,527
F22	Boomerang Boarders	6	109	1,170	6,742
F23	Family Ties	14	182	661	3,207
F24	Fledgling Free	4	627	4,749	20,355
F25	Dependable Me	10	173	1,356	9,129
G26	Cafés and Catchments	0	0	0	17
G27	Thriving Independence	0	0	17	792
G28	Modern Parents	32	232	2,428	8,175
G29	Mid-Career Convention	0	66	952	9,111
H30	Primary Ambitions	67	250	1,196	4,797
H31	Affordable Fringe	16	98	3,548	23,663
H32	First-Rung Futures	8	369	2,389	12,997
H33	Contemporary Starts	292	591	3,474	7,923
H34	New Foundations	0	2	293	1,010
H35	Flying Solo	0	15	501	1,129

		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	99	427
I37	Budget Generations	257	446	3,142	15,779
I38	Economical Families	233	480	3,473	21,959
I39	Families on a Budget	74	179	3,119	28,423
J40	Value Rentals	244	832	13,960	36,696
J41	Youthful Endeavours	43	89	1,035	3,715
J42	Midlife Renters	17	79	1,923	7,477
J43	Renting Rooms	0	10	1,995	24,422
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	223
K47	Single Essentials	0	4	526	6,014
K48	Mature Workers	245	499	7,464	36,397
L49	Flatlet Seniors	8	114	746	8,352
L50	Pocket Pensions	191	644	4,804	20,462
L51	Retirement Communities	0	0	37	583
L52	Estate Veterans	6	295	2,204	9,079
L53	Seasoned Survivors	25	121	1,455	9,393
M54	Down-to-Earth Owners	167	533	7,420	29,265
M55	Back with the Folks	3	42	1,761	12,341
M56	Self Supporters	42	515	3,904	17,391
N57	Community Elders	0	0	0	368
N58	Culture & Comfort	0	0	0	13
N59	Large Family Living	0	0	0	3,187
N60	Ageing Access	0	0	0	205
O61	Career Builders	0	0	0	171
O62	Central Pulse	0	0	0	517
O63	Flexible Workforce	0	0	0	59
O64	Bus-Route Renters	52	58	151	2,195
O65	Learners & Earners	0	0	0	2
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	0
Total		2,061	8,069	91,220	469,695

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. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

3. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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. M54 Down-to-Earth Owners

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



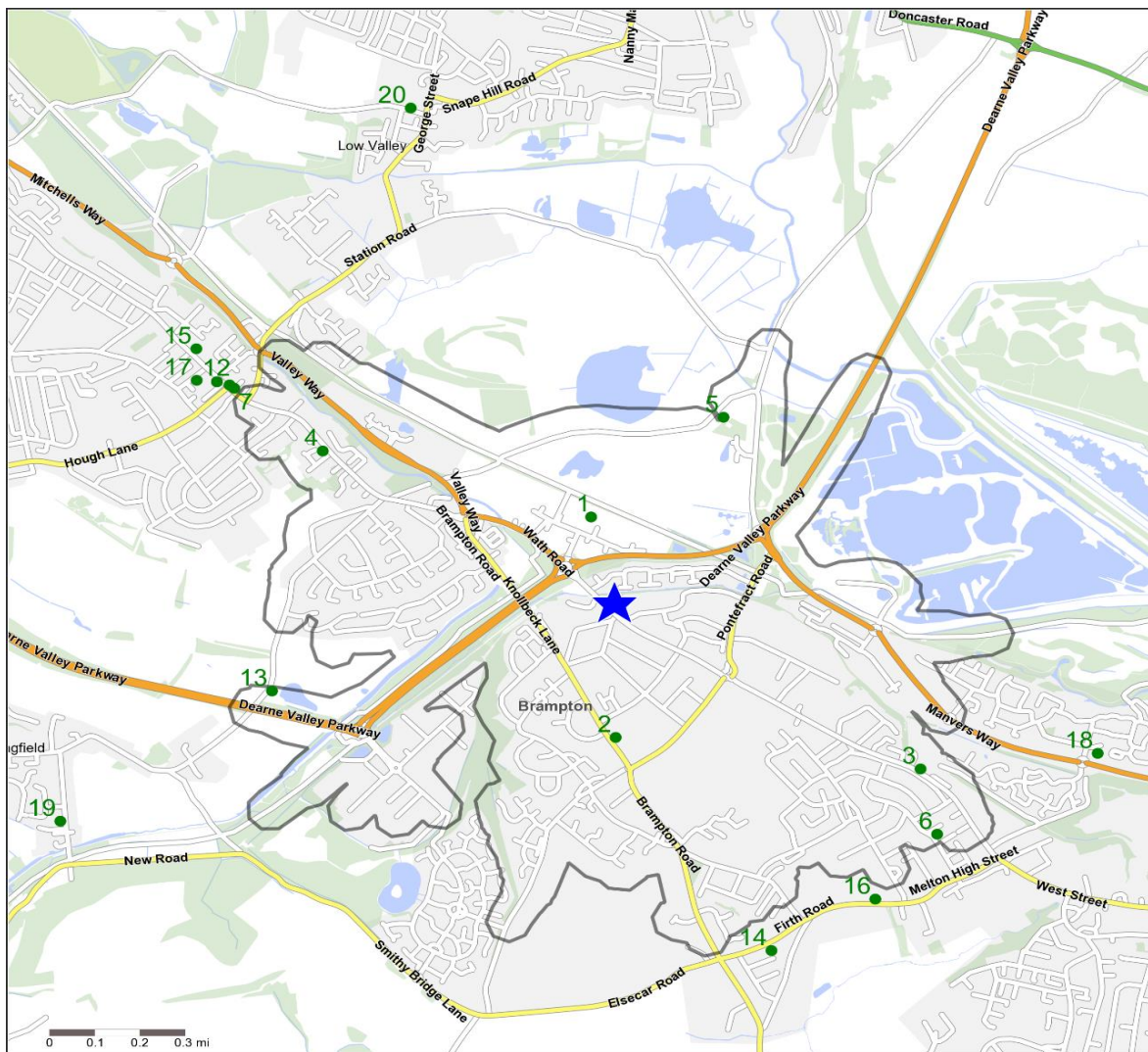
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	2,862	35.5	110	554	6.9	40	4,655	57.7	114	
Male: Alone	2,488	30.8	103	1,313	16.3	98	4,269	52.9	99	
Male: Group	2,402	29.8	130	1,836	22.7	84	3,833	47.5	95	
Male: Pair	1,626	20.1	77	1,670	20.7	135	4,775	59.2	101	
Mixed Sex: Group	1,449	18.0	73	2,249	27.9	87	4,373	54.2	125	
Mixed Sex: Pair	1,431	17.7	73	2,130	26.4	80	4,510	55.9	131	
With Children	2,998	37.1	125	2,182	27.0	154	2,890	35.8	68	
Unknown	2,388	29.6	85	1,199	14.9	80	4,484	55.6	119	
For Eating:										
Upmarket	1,857	23.0	72	1,729	21.4	99	4,485	55.6	120	
Midmarket	2,492	30.9	86	283	3.5	38	5,295	65.6	120	
Downmarket	3,617	44.8	193	3,133	38.8	110	1,320	16.4	39	
For Drinking (monthly spend):										
Nothing	2,763	34.2	111	2,163	26.8	114	3,145	39.0	85	
Low (less than £10)	1,544	19.1	64	2,247	27.8	117	4,279	53.0	114	
Medium (Between £10 and £40)	1,544	19.1	62	1,699	21.1	116	4,828	59.8	117	
High (Greater than £40)	1,261	15.6	59	2,362	29.3	141	4,448	55.1	104	

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	120,900	25.7	80	74,578	15.9	94	274,215	58.4	115	
Male: Alone	171,580	36.5	123	89,605	19.1	115	208,508	44.4	83	
Male: Group	134,140	28.6	125	143,910	30.6	113	191,643	40.8	81	
Male: Pair	104,308	22.2	85	103,195	22.0	143	262,190	55.8	95	
Mixed Sex: Group	112,172	23.9	97	124,630	26.5	83	232,891	49.6	115	
Mixed Sex: Pair	104,439	22.2	92	170,294	36.3	110	194,959	41.5	97	
With Children	182,894	38.9	131	105,078	22.4	127	181,721	38.7	73	
Unknown	168,325	35.8	103	38,247	8.1	44	263,120	56.0	120	
For Eating:										
Upmarket	92,414	19.7	61	112,771	24.0	111	264,508	56.3	122	
Midmarket	147,749	31.5	87	33,693	7.2	79	288,251	61.4	112	
Downmarket	196,154	41.8	180	181,695	38.7	110	91,844	19.6	47	
For Drinking (monthly spend):										
Nothing	182,432	38.8	126	121,486	25.9	110	165,775	35.3	77	
Low (less than £10)	104,508	22.3	75	125,084	26.6	112	240,101	51.1	110	
Medium (Between £10 and £40)	101,817	21.7	70	80,851	17.2	95	287,025	61.1	120	
High (Greater than £40)	58,590	12.5	47	146,000	31.1	150	265,103	56.4	107	

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	Meadows, S 73 0UN	Whittbread	6.3	1.1
2	Bulls Head Inn, S 73 0TU	Punch Pub Company	8.5	1.9
3	Dearneman, S 63 6DQ	New River Retail	15.4	2.6
4	Anglers Rest, S 73 0HS	*Other Small Retail Groups	17.8	2.2
5	Old Moor Tavern, S 73 0YQ	Ei Group	19.3	2.4
6	Queens Hotel, S 63 6DP	Admiral Taverns Ltd	19.9	3.4
7	Lockys Bar, S 73 0AS	Independent Free	21.1	2.9
8	Old Town Hall, S 73 0AW	Independent Free	21.4	2.8
9	Wc's Bar, S 73 0AW	Independent Free	21.4	2.8
10	Butchers, S 73 0DA	Independent Free	22.0	2.9
11	Churchills Hotel, S 73 0DA	Independent Free	22.0	2.9
12	Prince Of Wales Hotel, S 73 0DA	Ei Group	22.0	2.9
13	Tavern, S 73 0PG	Ei Group	23.2	4.0
14	Cottage Of Content, S 63 6AJ	Ei Group	23.2	4.3
15	Horse Shoe Hotel, S 73 8AE	Wetherspoon	23.5	3.1
16	Plough Inn, S 63 6RG	Ei Group	23.5	4.2
17	George Hotel, S 73 0DD	Ei Group	23.8	3.2
18	Bluebell Inn, S 63 7EQ	Marston's	28.4	3.9
19	Elephant & Castle, S 73 0NT	Star Pubs & Bars	30.8	4.6
20	Sportsman Inn, S 73 8AR	Punch Pub Company	36.5	5.3