

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Number of Pubs	2	2	290
Catchment Adults 18+	533	1,954	311,874
Catchment Adults 18+ Per Pub	267	977	1,075
Populaton Projection 2018 to 2028 (% change)	3.85%	4.13%	3.69%

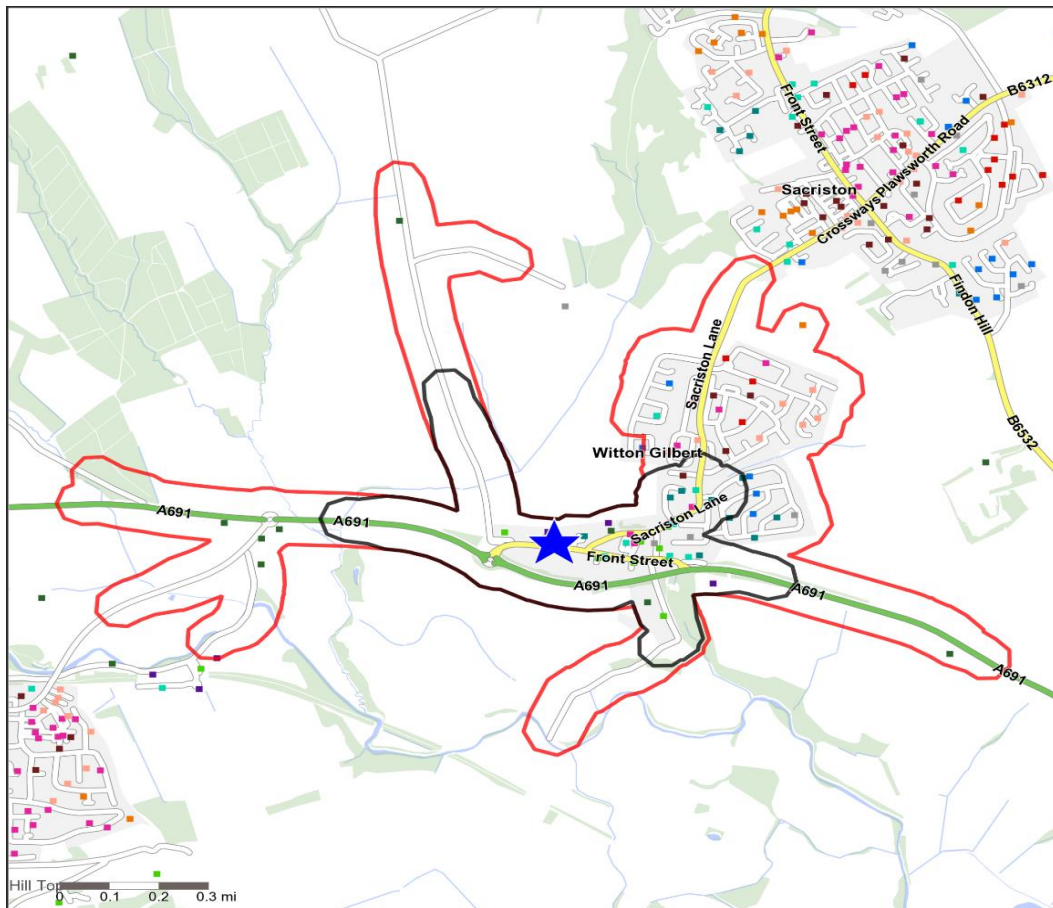
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	305	57.2	110	1	High Street Pub	1,587	81.2	157	1	High Street Pub	252,508	81.0	156
2	High Street Pub	275	51.6	111	2	Community Pub	1,172	60.0	129	2	Community Pub	218,550	70.1	150
3	Great Pub Great Food	233	43.7	69	3	Premium Local	1,105	56.6	90	3	Premium Local	121,330	38.9	62
4	Bit of Style	230	43.2	334	4	Great Pub Great Food	720	36.8	285	4	Bit of Style	83,330	26.7	207
5	Community Pub	219	41.1	102	5	Bit of Style	491	25.1	62	5	Great Pub Great Food	71,421	22.9	57
6	Circuit Bar	111	20.8	78	6	Circuit Bar	122	6.2	23	6	Circuit Bar	30,673	9.8	37
7	Craft Led	79	14.8	144	7	Craft Led	88	4.5	44	7	Craft Led	19,890	6.4	62

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	59	11.1	125	146	7.5	84	21,093	6.8	76
C1	61	11.4	93	224	11.5	93	36,753	11.8	96
C2	37	6.9	84	186	9.5	115	26,757	8.6	104
DE	30	5.6	55	197	10.1	98	36,324	11.6	113

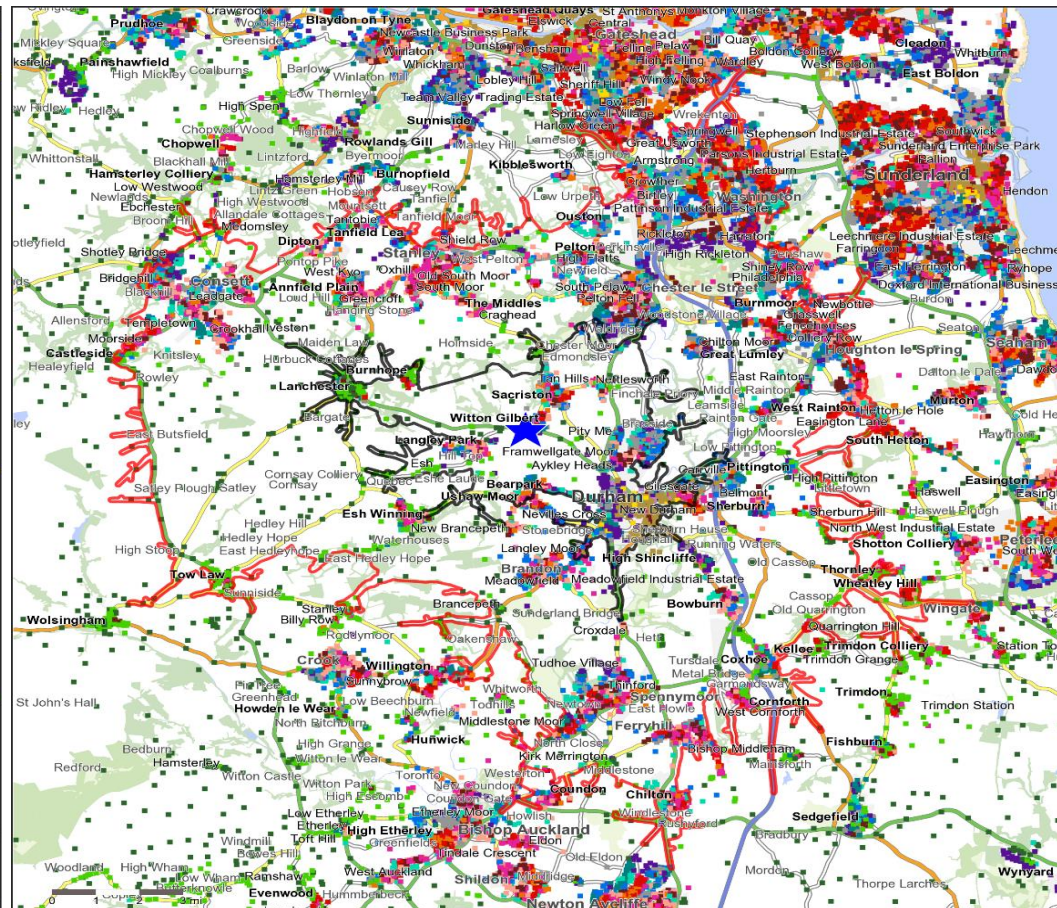
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	176	33.0	100	1,060	54.2	164	174,277	55.9	168
Medium (7-13)	230	43.2	130	662	33.9	102	87,379	28.0	84
High (14-19)	65	12.2	43	103	5.3	19	25,339	8.1	29

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	614	614
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	2	2	436	933
B06	Diamond Days	0	0	879	1,538
B07	Alpha Families	7	8	516	1,714
B08	Bank of Mum and Dad	11	12	459	2,825
B09	Empty-Nest Adventure	4	5	898	6,132
C10	Wealthy Landowners	0	2	241	1,291
C11	Rural Vogue	0	1	98	496
C12	Scattered Homesteads	0	1	130	685
C13	Village Retirement	27	34	538	1,293
D14	Satellite Settlers	67	84	1,415	3,678
D15	Local Focus	7	7	914	5,367
D16	Outlying Seniors	45	50	1,091	5,742
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	1,241	1,992
E19	Bungalow Heaven	49	118	1,456	10,305
E20	Classic Grandparents	4	4	1,240	8,576
E21	Solo Retirees	10	11	437	2,940
F22	Boomerang Boarders	0	147	2,045	8,966
F23	Family Ties	0	0	73	1,422
F24	Fledgling Free	0	121	691	10,868
F25	Dependable Me	0	1	2,031	9,774
G26	Cafés and Catchments	0	0	508	508
G27	Thriving Independence	0	0	1,141	1,330
G28	Modern Parents	0	3	1,028	8,284
G29	Mid-Career Convention	116	209	1,818	8,596
H30	Primary Ambitions	0	0	65	1,059
H31	Affordable Fringe	0	89	542	7,763
H32	First-Rung Futures	26	30	1,381	8,726
H33	Contemporary Starts	32	34	1,040	8,184
H34	New Foundations	0	0	395	959
H35	Flying Solo	54	57	389	1,307

		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	344
I37	Budget Generations	0	0	155	2,406
I38	Economical Families	0	3	541	5,857
I39	Families on a Budget	0	0	470	8,640
J40	Value Rentals	4	157	3,426	35,967
J41	Youthful Endeavours	0	0	262	1,459
J42	Midlife Renters	54	60	1,411	5,700
J43	Renting Rooms	0	0	354	2,344
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	157
K47	Single Essentials	0	0	77	2,060
K48	Mature Workers	0	123	1,616	23,394
L49	Flatlet Seniors	0	0	30	2,846
L50	Pocket Pensions	2	171	2,245	16,572
L51	Retirement Communities	0	0	542	1,010
L52	Estate Veterans	0	0	418	12,572
L53	Seasoned Survivors	0	0	399	4,412
M54	Down-to-Earth Owners	14	321	2,290	18,343
M55	Back with the Folks	1	5	801	3,747
M56	Self Supporters	0	82	1,952	11,710
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	427	433
O61	Career Builders	0	0	804	858
O62	Central Pulse	0	0	14	14
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	186	1,039
O65	Learners & Earners	0	0	3,018	3,116
O66	Student Scene	0	0	3,809	3,809
U99	Unclassified	0	0	8,079	9,200
<b>Total</b>		<b>536</b>	<b>1,952</b>	<b>59,076</b>	<b>311,876</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 3. 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

## 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



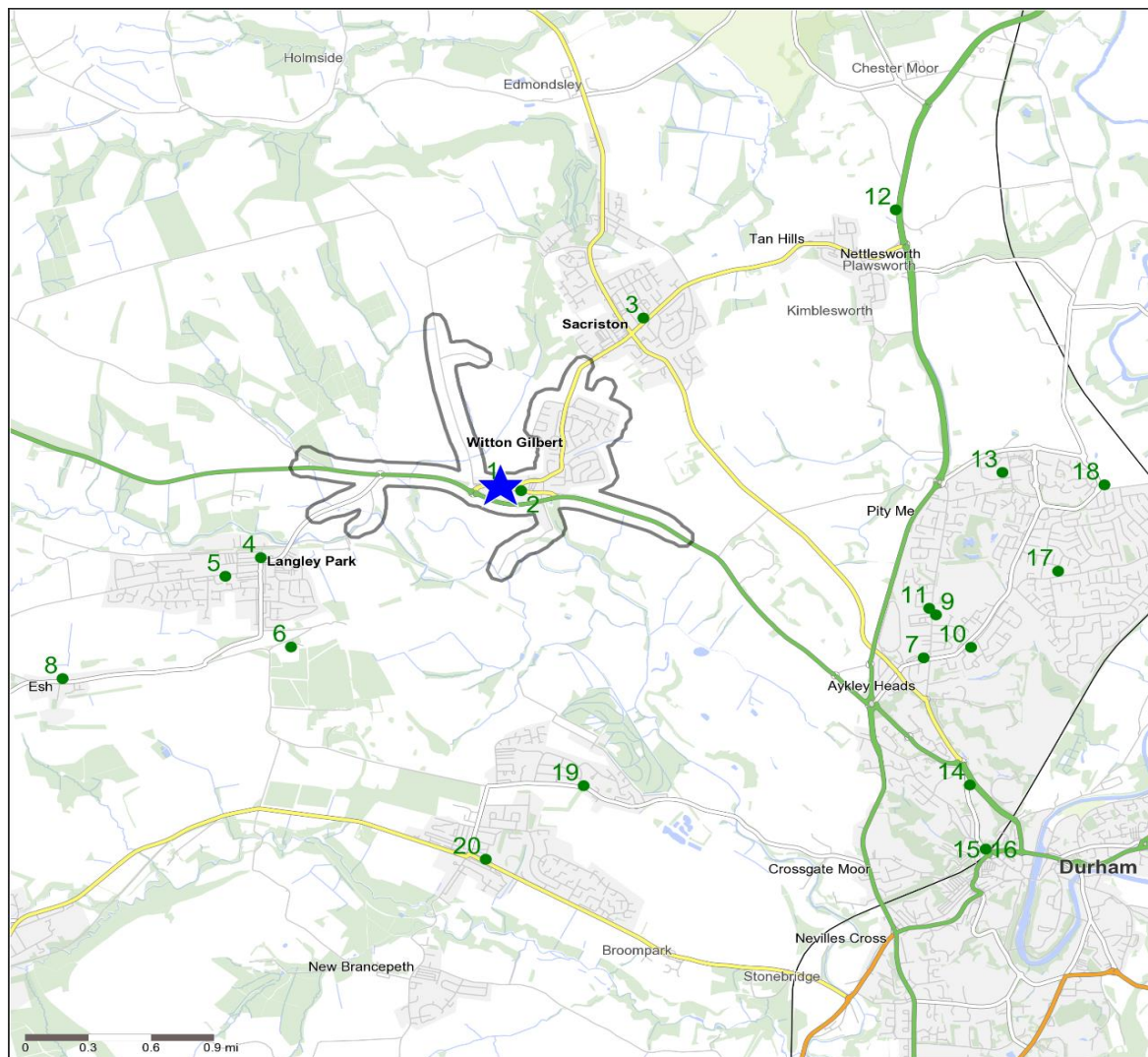
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	422	21.6	71	189	9.7	59	1,343	68.7	132			
Male: Alone	844	43.2	145	369	18.9	121	740	37.9	71			
Male: Group	591	30.2	132	792	40.5	155	570	29.2	59			
Male: Pair	473	24.2	93	126	6.4	42	1,355	69.3	121			
Mixed Sex: Group	165	8.4	37	1,070	54.8	171	719	36.8	84			
Mixed Sex: Pair	615	31.5	134	532	27.2	84	807	41.3	97			
With Children	570	29.2	101	489	25.0	149	895	45.8	87			
Unknown	558	28.6	87	152	7.8	43	1,244	63.7	133			
<b>For Eating:</b>												
Upmarket	554	28.4	93	232	11.9	57	1,168	59.8	127			
Midmarket	385	19.7	57	57	2.9	32	1,512	77.4	140			
Downmarket	814	41.7	187	796	40.7	117	344	17.6	42			
<b>For Drinking (monthly spend):</b>												
Nothing	763	39.0	129	591	30.2	128	600	30.7	69			
Low (less than £10)	510	26.1	87	766	39.2	167	678	34.7	76			
Medium (Between £10 and £40)	478	24.5	80	489	25.0	140	987	50.5	100			
High (Greater than £40)	173	8.9	34	870	44.5	217	910	46.6	89			

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	94,212	30.2	100	24,473	7.8	48	183,989	59.0	113	
Male: Alone	91,223	29.2	98	70,315	22.5	144	141,136	45.3	85	
Male: Group	81,451	26.1	114	83,306	26.7	102	137,917	44.2	89	
Male: Pair	68,031	21.8	84	46,722	15.0	98	187,921	60.3	105	
Mixed Sex: Group	41,362	13.3	58	88,675	28.4	89	172,637	55.4	126	
Mixed Sex: Pair	69,940	22.4	96	78,838	25.3	78	153,896	49.3	115	
With Children	73,071	23.4	81	80,346	25.8	153	149,257	47.9	90	
Unknown	90,211	28.9	88	26,748	8.6	48	185,715	59.5	124	
<b>For Eating:</b>										
Upmarket	56,051	18.0	59	66,631	21.4	103	179,991	57.7	122	
Midmarket	82,286	26.4	77	12,363	4.0	44	208,024	66.7	121	
Downmarket	110,138	35.3	159	130,483	41.8	120	62,052	19.9	48	
<b>For Drinking (monthly spend):</b>										
Nothing	98,988	31.7	105	85,942	27.6	117	117,743	37.8	84	
Low (less than £10)	64,844	20.8	70	80,630	25.9	110	157,200	50.4	111	
Medium (Between £10 and £40)	66,929	21.5	70	42,105	13.5	76	193,639	62.1	124	
High (Greater than £40)	40,539	13.0	50	80,952	26.0	126	181,182	58.1	111	

## Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site    
 ● Star Pubs    
 ● Pubs    
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Travellers Rest, DH 7 6TQ	Star Pubs & Bars	0.0	0.1
2	Glendenning Arms, DH 7 6SY	Punch Pub Company	3.0	0.5
3	Shoes, DH 7 6HJ	Independent Free	27.5	5.1
4	Langley Park Hotel, DH 7 9YT	Independent Free	27.8	3.1
5	Rams Head, DH 7 9UU	Admiral Taverns Ltd	32.3	4.1
6	Board Inn, DH 7 9RL	Ei Group	42.9	5.3
7	Salutation Inn, DH 1 5AP	*Other Small Retail Groups	51.0	4.8
8	Cross Keys Inn, DH 7 9QR	*Other Small Retail Groups	55.2	6.3
9	Marquis Of Granby, DH 1 5BL	Sam Smith	56.1	5.8
10	Happy Wanderer, DH 1 5JE	Star Pubs & Bars	56.4	5.7
11	Tap & Spile, DH 1 5EE	Ei Group	56.4	6.0
12	Red Lion, DH 2 3NL	Star Pubs & Bars	58.2	6.6
13	Dunelm Ridge, DH 1 5GB	Whitbread	58.2	6.8
14	Garden House Inn, DH 1 4NQ	Ei Group	58.5	5.2
15	Bridge Hotel, DH 1 4SE	Star Pubs & Bars	65.4	6.2
16	Station House, DH 1 4SE	Independent Free	65.4	6.2
17	Newton Hall, DH 1 5LT	Independent Free	72.8	7.7
18	Newton Grange, DH 1 5SA	Marston's	79.7	6.9
19	Dog & Gunn Inn, DH 7 7DB	Admiral Taverns Ltd	89.9	9.1
20	Flass Inn, DH 7 7LF	Punch Pub Company	107.7	9.9