

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

Number of Pubs	3	16	422
Catchment Adults 18+	2,938	11,083	482,146
Catchment Adults 18+ Per Pub	979	693	1,143
Populaton Projection 2018 to 2028 (% change)	7.11%	7.63%	3.94%

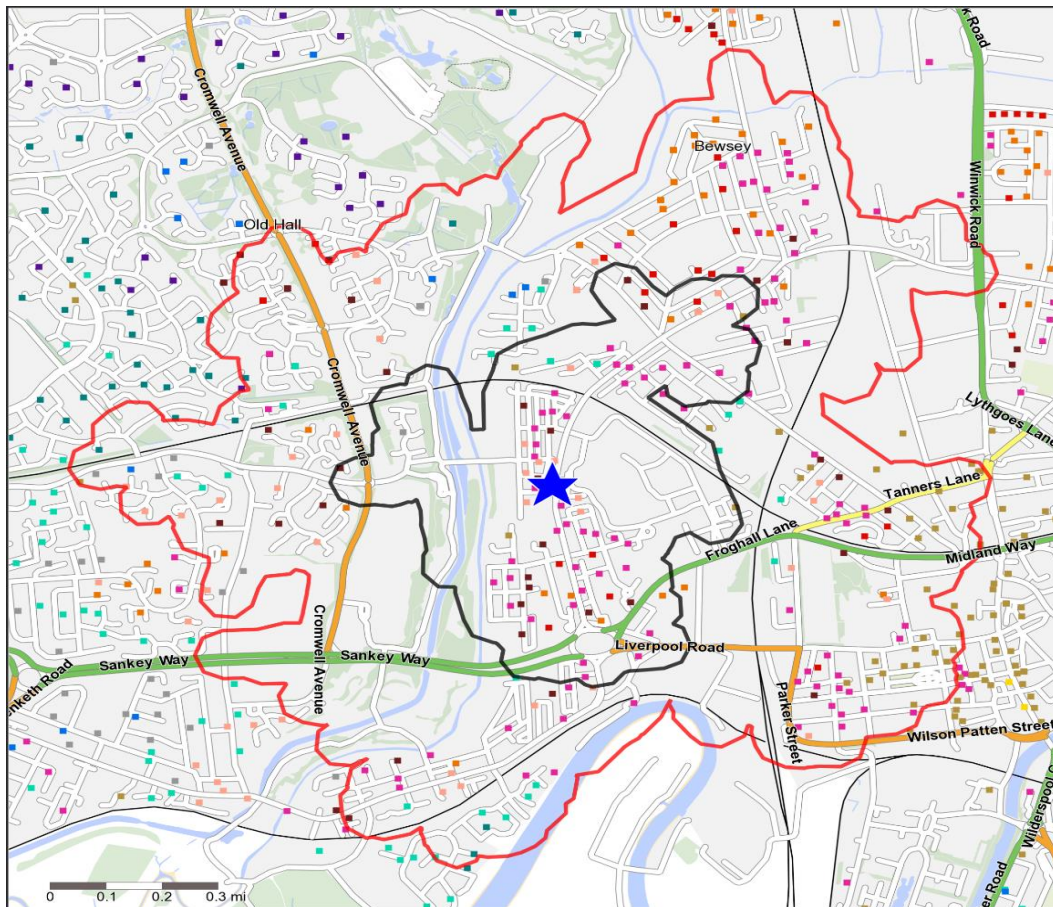
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,907	98.9	191	1	High Street Pub	10,150	91.6	177	1	High Street Pub	405,230	84.0	162
2	Community Pub	2,877	97.9	210	2	Community Pub	9,547	86.1	185	2	Community Pub	324,564	67.3	144
3	Circuit Bar	564	19.2	30	3	Circuit Bar	2,668	24.1	38	3	Premium Local	214,236	44.4	70
4	Craft Led	235	8.0	62	4	Bit of Style	1,911	17.2	133	4	Great Pub Great Food	150,227	31.2	241
5	Premium Local	73	2.5	6	5	Premium Local	1,714	15.5	38	5	Bit of Style	97,399	20.2	50
6	Bit of Style	67	2.3	8	6	Craft Led	1,425	12.9	48	6	Circuit Bar	49,943	10.4	39
7	Great Pub Great Food	57	1.9	19	7	Great Pub Great Food	707	6.4	62	7	Craft Led	30,881	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	141	4.8	54	666	6.0	68	35,103	7.3	82
C1	410	14.0	114	1,543	13.9	114	57,707	12.0	98
C2	312	10.6	129	1,128	10.2	123	42,806	8.9	108
DE	591	20.1	195	2,001	18.1	175	60,337	12.5	122

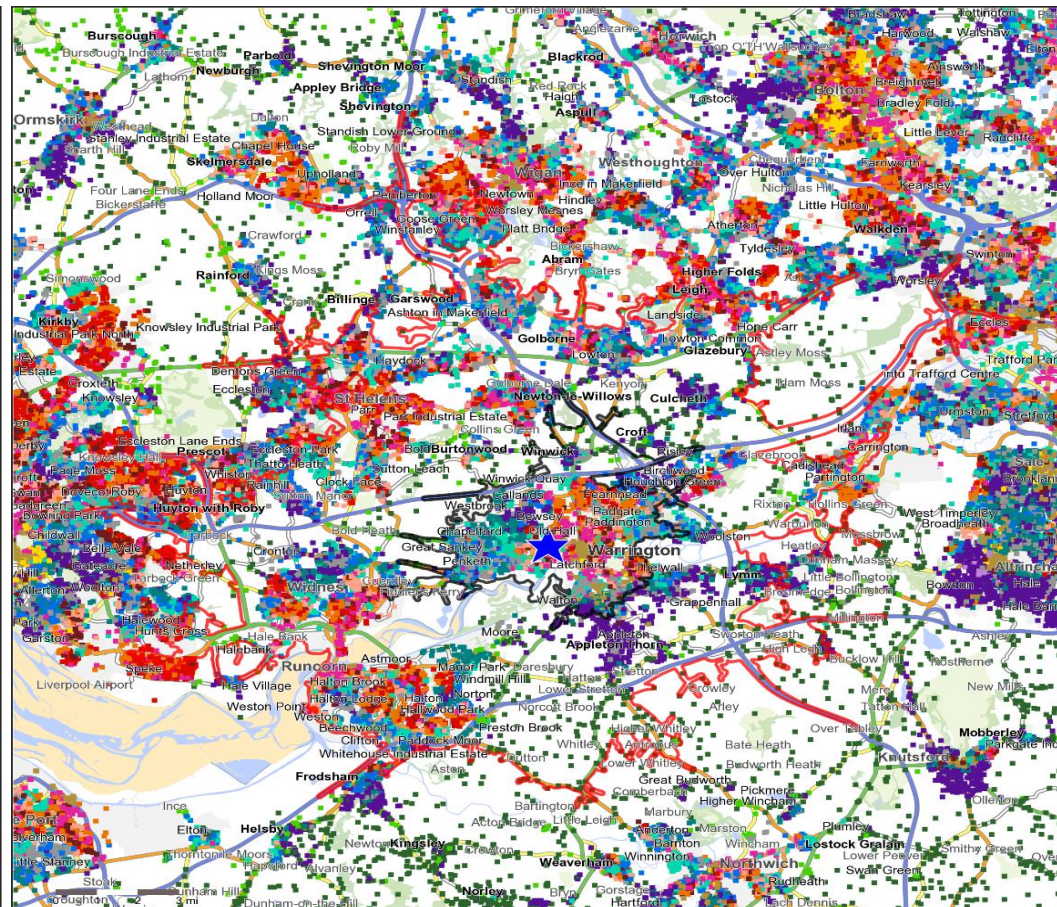
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,590	88.2	266	8,358	75.4	227	231,568	48.0	145
Medium (7-13)	515	17.5	53	2,781	25.1	76	170,262	35.3	106
High (14-19)	11	0.4	1	237	2.1	8	65,009	13.5	47

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

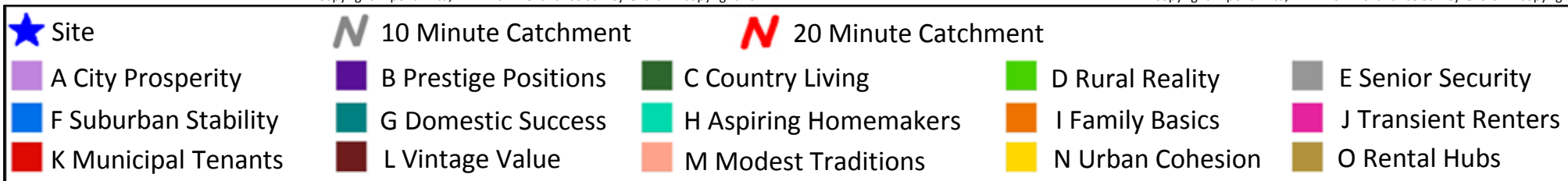
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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



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	2
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	0
B05 Premium Fortunes	0	0	289	2,192
B06 Diamond Days	0	0	454	3,894
B07 Alpha Families	0	0	956	7,125
B08 Bank of Mum and Dad	0	2	1,526	5,243
B09 Empty-Nest Adventure	0	14	2,180	12,603
C10 Wealthy Landowners	0	0	157	2,807
C11 Rural Vogue	0	0	38	595
C12 Scattered Homesteads	0	0	4	92
C13 Village Retirement	0	0	44	1,177
D14 Satellite Settlers	0	0	126	2,358
D15 Local Focus	0	0	0	79
D16 Outlying Seniors	0	0	21	245
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	922	5,796
E19 Bungalow Heaven	0	28	4,361	18,007
E20 Classic Grandparents	0	97	7,222	19,821
E21 Solo Retirees	47	264	2,632	9,894
F22 Boomerang Boarders	0	39	2,670	17,287
F23 Family Ties	0	17	1,477	6,974
F24 Fledgling Free	0	15	1,937	18,479
F25 Dependable Me	0	19	3,949	17,746
G26 Cafés and Catchments	0	0	545	693
G27 Thriving Independence	0	1	1,834	3,642
G28 Modern Parents	0	147	8,101	23,038
G29 Mid-Career Convention	0	0	1,678	10,420
H30 Primary Ambitions	57	369	1,707	5,512
H31 Affordable Fringe	0	75	3,987	25,431
H32 First-Rung Futures	3	306	3,631	17,987
H33 Contemporary Starts	0	475	4,406	9,972
H34 New Foundations	2	8	328	1,408
H35 Flying Solo	0	0	281	1,456

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	27	132	672	1,846
I37 Budget Generations	21	84	679	5,974
I38 Economical Families	22	197	3,993	13,076
I39 Families on a Budget	115	564	6,258	26,843
J40 Value Rentals	3	198	1,467	19,844
J41 Youthful Endeavours	194	460	1,486	3,523
J42 Midlife Renters	215	536	3,596	8,774
J43 Renting Rooms	1,013	2,290	5,822	14,406
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	230	712	2,680	8,015
K48 Mature Workers	99	180	1,999	38,008
L49 Flatlet Seniors	29	315	1,605	5,284
L50 Pocket Pensions	0	176	1,208	7,589
L51 Retirement Communities	0	0	286	1,073
L52 Estate Veterans	80	484	1,925	9,322
L53 Seasoned Survivors	294	490	2,499	12,681
M54 Down-to-Earth Owners	12	149	1,194	9,868
M55 Back with the Folks	66	520	3,070	11,235
M56 Self Supporters	277	907	4,655	20,564
N57 Community Elders	0	0	0	1
N58 Culture & Comfort	0	0	0	0
N59 Large Family Living	0	0	0	0
N60 Ageing Access	0	4	146	252
O61 Career Builders	0	45	1,266	1,841
O62 Central Pulse	2	330	1,526	1,526
O63 Flexible Workforce	0	33	53	53
O64 Bus-Route Renters	132	344	2,528	6,000
O65 Learners & Earners	0	0	2	3
O66 Student Scene	0	0	0	0
U99 Unclassified	0	58	660	2,570
Total	2,940	11,084	108,738	482,146

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. 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

3. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



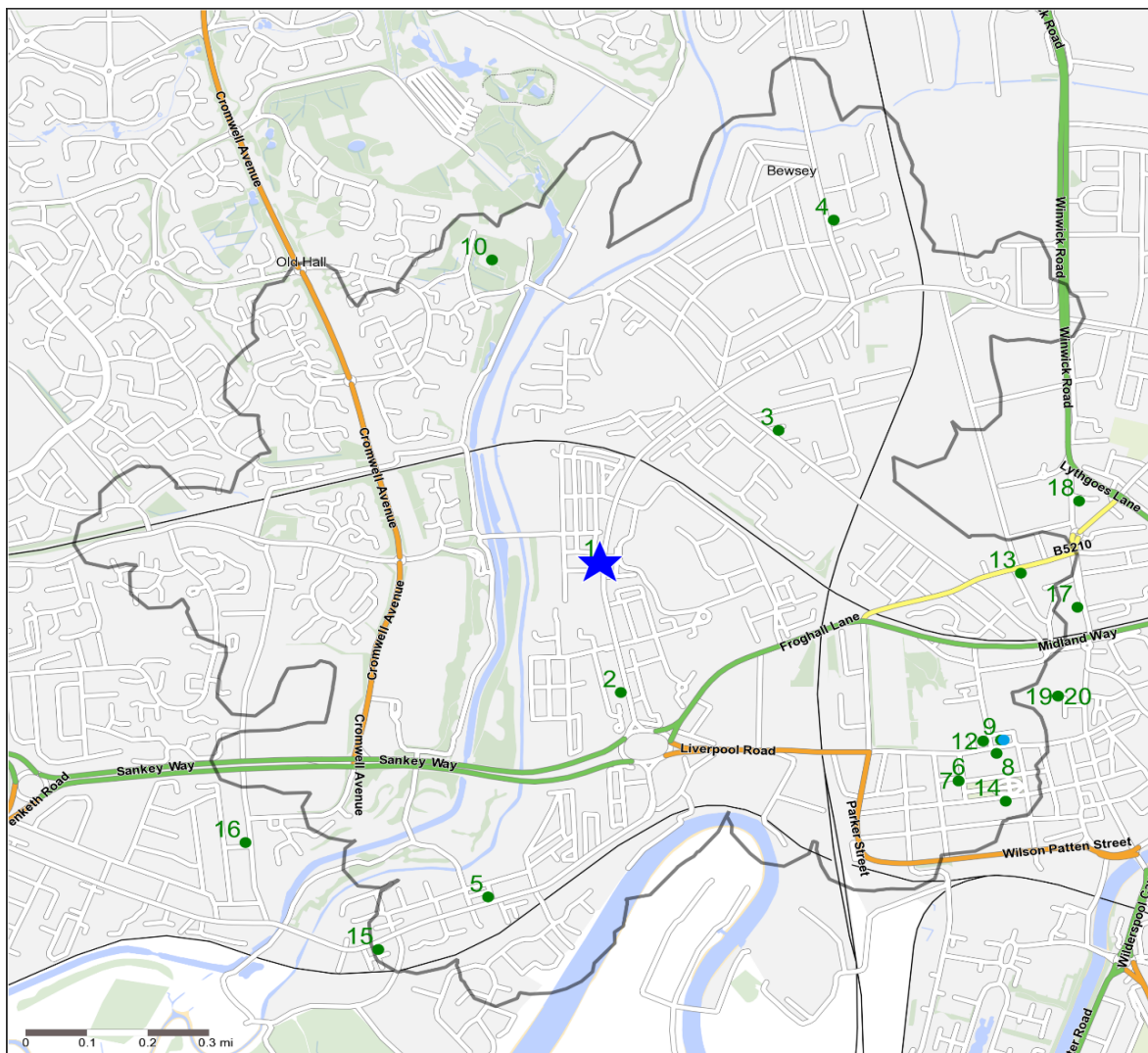
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	3,931	35.5	117	2,627	23.7	145	4,468	40.3	77		
Male: Alone	4,601	41.5	139	1,666	15.0	96	4,758	42.9	81		
Male: Group	2,120	19.1	84	5,074	45.8	175	3,832	34.6	70		
Male: Pair	3,585	32.3	124	4,481	40.4	265	2,960	26.7	47		
Mixed Sex: Group	5,092	45.9	201	2,175	19.6	61	3,759	33.9	77		
Mixed Sex: Pair	2,191	19.8	84	5,298	47.8	147	3,536	31.9	75		
With Children	5,809	52.4	181	2,309	20.8	124	2,908	26.2	50		
Unknown	4,022	36.3	110	2,508	22.6	126	4,495	40.6	85		
For Eating:											
Upmarket	2,337	21.1	69	4,680	42.2	203	4,007	36.2	77		
Midmarket	5,719	51.6	150	1,156	10.4	116	4,149	37.4	68		
Downmarket	2,105	19.0	85	5,314	47.9	137	3,606	32.5	78		
For Drinking (monthly spend):											
Nothing	2,577	23.3	77	2,199	19.8	84	6,249	56.4	126		
Low (less than £10)	1,368	12.3	41	1,420	12.8	55	8,237	74.3	164		
Medium (Between £10 and £40)	1,698	15.3	50	783	7.1	40	8,545	77.1	153		
High (Greater than £40)	1,603	14.5	56	961	8.7	42	8,461	76.3	146		

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	138,214	28.7	95	59,060	12.2	75	282,301	58.6	112	
Male: Alone	138,194	28.7	96	93,646	19.4	124	247,735	51.4	96	
Male: Group	141,541	29.4	128	124,351	25.8	98	213,684	44.3	89	
Male: Pair	108,821	22.6	87	107,763	22.4	147	262,992	54.5	95	
Mixed Sex: Group	100,659	20.9	91	117,787	24.4	77	261,130	54.2	123	
Mixed Sex: Pair	144,085	29.9	127	141,029	29.3	90	194,461	40.3	94	
With Children	158,541	32.9	114	93,515	19.4	115	227,519	47.2	89	
Unknown	136,264	28.3	86	52,312	10.8	61	290,999	60.4	126	
For Eating:										
Upmarket	109,873	22.8	74	104,700	21.7	104	265,002	55.0	116	
Midmarket	126,709	26.3	77	33,671	7.0	77	319,195	66.2	120	
Downmarket	195,413	40.5	182	190,216	39.5	113	93,946	19.5	47	
For Drinking (monthly spend):										
Nothing	168,957	35.0	116	144,104	29.9	126	166,514	34.5	77	
Low (less than £10)	149,650	31.0	104	97,075	20.1	86	232,851	48.3	106	
Medium (Between £10 and £40)	152,101	31.5	103	60,517	12.6	70	266,957	55.4	110	
High (Greater than £40)	92,237	19.1	74	133,817	27.8	135	253,522	52.6	101	

Competitor Map



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

★ Site
 ● Star Pubs
 ● Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Brooklands Hotel, WA 5 1PQ	Star Pubs & Bars	0.9	0.1
2	Hatter, WA 5 1NE	Marston's	5.7	0.9
3	Imperial Hotel, WA 5 0LG	*Other Small Retail Groups	9.7	1.6
4	Primrose, WA 5 0DE	Unknown	15.1	2.7
5	Coach & Horses, WA 5 1BU	Independent Free	16.3	2.5
6	Lounge, WA 1 1BB	Independent Free	18.1	3.0
7	Palmyra, WA 1 1BB	Unknown	18.1	3.0
8	Acoustic Cafe, WA 1 1SL	Independent Free	18.4	3.0
9	White Hart, WA 1 1SB	Star Pubs & Bars	18.4	3.1
10	Maltings, WA 5 9PB	Greene King	18.4	3.7
11	9 Gallon, WA 1 1SG	Independent Free	18.7	3.0
12	Hernando's Hideaway, WA 1 1SG	Independent Free	18.7	3.0
13	Three Pigeons, WA 2 7NL	Trust Inns	19.0	3.3
14	Institution, WA 1 1BL	Independent Free	20.2	4.2
15	Black Horse, WA 5 1DZ	Bravo Inns	21.7	3.4
16	Rose Inn, WA 5 1EJ	Ei Group	22.0	3.5
17	Kings Head, WA 2 7TU	Trust Inns	22.6	3.7
18	Rodney, WA 2 7DH	Independent Free	22.9	3.8
19	Barley Mow, WA 1 1QB	Stonegate Pub Company	23.5	4.6
20	Dorado Lounge, WA 1 1QB	Loungers	23.5	4.6