

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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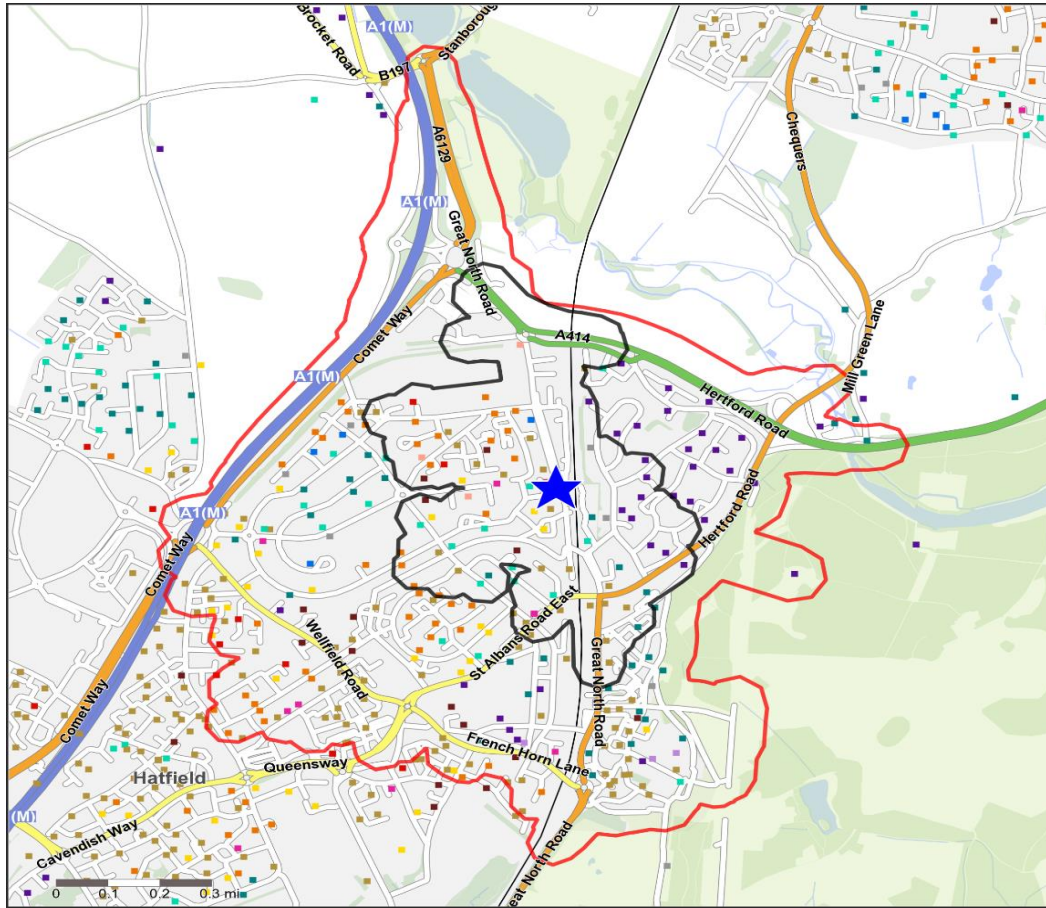
Number of Pubs	2	7	395
Catchment Adults 18+	2,972	9,812	528,229
Catchment Adults 18+ Per Pub	1,486	1,402	1,337
Populaton Projection 2018 to 2028 (% change)	9.08%	9.67%	10.01%

		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	2,505	84.3	163	1	High Street Pub	7,321	74.6	144	1	High Street Pub	359,838	68.1	132
2	Community Pub	1,936	65.1	140	2	Community Pub	5,290	53.9	116	2	Premium Local	352,382	66.7	143
3	Premium Local	1,255	42.2	67	3	Premium Local	4,370	44.5	71	3	Great Pub Great Food	324,323	61.4	97
4	Great Pub Great Food	1,068	35.9	278	4	Bit of Style	3,583	36.5	282	4	Bit of Style	224,274	42.5	328
5	Bit of Style	1,035	34.8	86	5	Great Pub Great Food	3,248	33.1	82	5	Community Pub	206,652	39.1	97
6	Circuit Bar	662	22.3	83	6	Circuit Bar	2,503	25.5	95	6	Craft Led	66,039	12.5	47
7	Craft Led	630	21.2	206	7	Craft Led	2,386	24.3	236	7	Circuit Bar	59,284	11.2	109

	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	258	8.7	98	842	8.6	97	63,907	12.1	137
C1	395	13.3	108	1,275	13.0	106	68,434	13.0	106
C2	247	8.3	101	758	7.7	94	37,770	7.2	87
DE	305	10.3	100	1,061	10.8	105	38,211	7.2	70

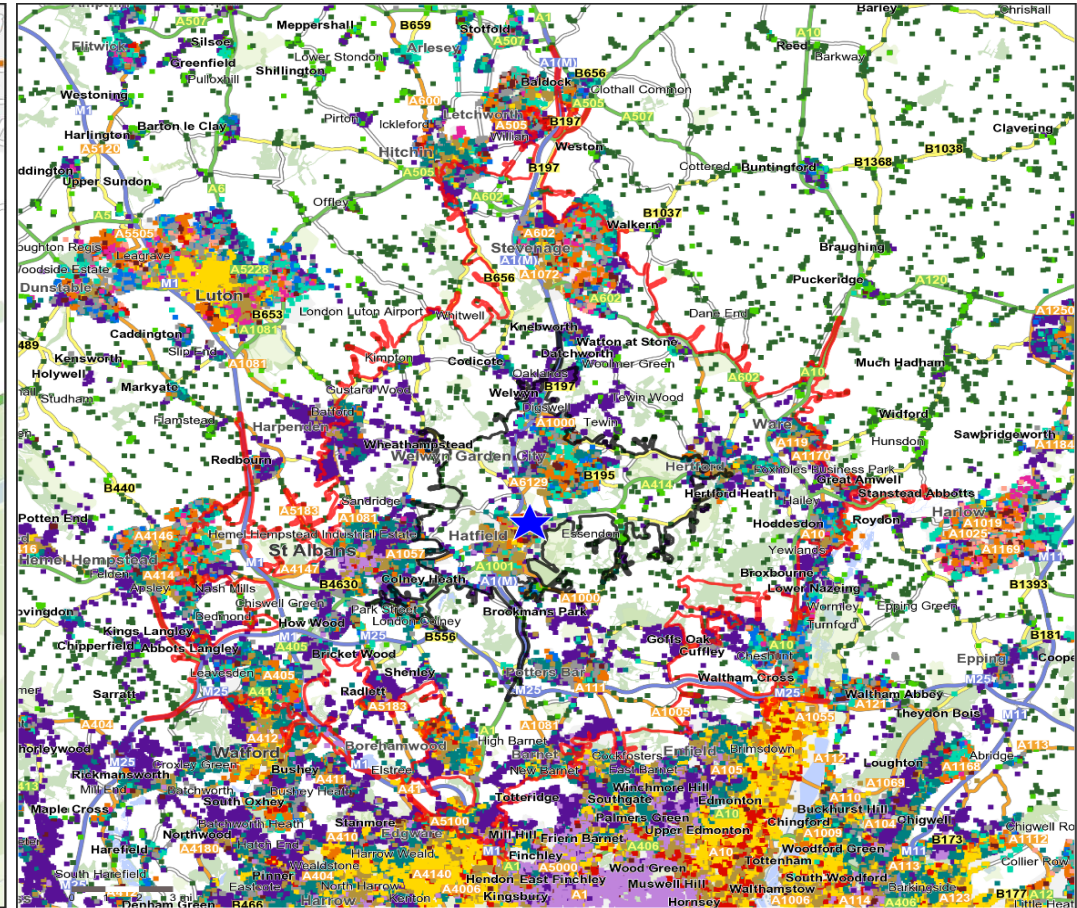
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	803	27.0	81	2,595	26.4	80	71,565	13.5	41
Medium (7-13)	1,130	38.0	115	3,296	33.6	101	139,848	26.5	80
High (14-19)	900	30.3	107	3,027	30.8	109	299,488	56.7	199

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	2	565
A02	Uptown Elite		0	45	244	10,806
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	1,829
B05	Premium Fortunes		0	23	1,250	32,057
B06	Diamond Days		138	447	4,470	25,154
B07	Alpha Families		39	243	3,182	23,165
B08	Bank of Mum and Dad		14	39	2,615	14,926
B09	Empty-Nest Adventure		0	3	235	3,882
C10	Wealthy Landowners		0	23	945	4,861
C11	Rural Vogue		0	3	74	497
C12	Scattered Homesteads		0	0	0	7
C13	Village Retirement		0	6	229	1,345
D14	Satellite Settlers		0	42	695	3,509
D15	Local Focus		0	0	43	575
D16	Outlying Seniors		0	0	63	688
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		84	125	3,814	26,923
E19	Bungalow Heaven		0	0	119	1,465
E20	Classic Grandparents		0	0	445	2,354
E21	Solo Retirees		26	89	3,248	13,384
F22	Boomerang Boarders		0	25	551	2,518
F23	Family Ties		14	145	1,666	8,835
F24	Fledgling Free		0	0	57	193
F25	Dependable Me		0	0	403	3,260
G26	Cafés and Catchments		33	314	4,629	52,408
G27	Thriving Independence		284	767	8,134	46,097
G28	Modern Parents		0	0	145	1,523
G29	Mid-Career Convention		0	0	580	5,603
H30	Primary Ambitions		185	420	6,314	32,529
H31	Affordable Fringe		0	0	0	889
H32	First-Rung Futures		34	139	521	2,621
H33	Contemporary Starts		0	25	1,255	7,322
H34	New Foundations		0	0	552	3,064
H35	Flying Solo		10	17	1,143	5,925

			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		675	1,836	11,656	53,237
I37	Budget Generations		0	0	0	498
I38	Economical Families		0	0	0	20
I39	Families on a Budget		0	0	0	123
J40	Value Rentals		0	0	0	143
J41	Youthful Endeavours		0	0	191	850
J42	Midlife Renters		85	122	711	6,437
J43	Renting Rooms		0	64	133	194
K44	Inner City Stalwarts		0	24	184	1,533
K45	City Diversity		0	0	0	1,358
K46	High Rise Residents		0	0	0	942
K47	Single Essentials		98	374	1,123	3,654
K48	Mature Workers		0	0	0	66
L49	Flatlet Seniors		27	123	451	1,810
L50	Pocket Pensions		17	100	1,449	6,129
L51	Retirement Communities		43	396	1,331	8,246
L52	Estate Veterans		13	46	470	2,451
L53	Seasoned Survivors		0	0	0	223
M54	Down-to-Earth Owners		0	0	13	168
M55	Back with the Folks		157	157	210	5,460
M56	Self Supporters		4	4	179	1,264
N57	Community Elders		111	595	1,466	9,353
N58	Culture & Comfort		20	154	626	3,362
N59	Large Family Living		0	0	0	0
N60	Ageing Access		49	136	389	5,070
O61	Career Builders		291	723	4,326	33,038
O62	Central Pulse		59	276	653	2,745
O63	Flexible Workforce		108	633	1,837	6,938
O64	Bus-Route Renters		324	814	4,384	15,047
O65	Learners & Earners		30	224	8,969	9,053
O66	Student Scene		0	0	2,018	2,066
U99	Unclassified		0	69	4,113	5,974
Total			2,972	9,810	94,505	528,231

Top 3 Mosaic Types in a 20 Minute Walktime

1. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

2. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



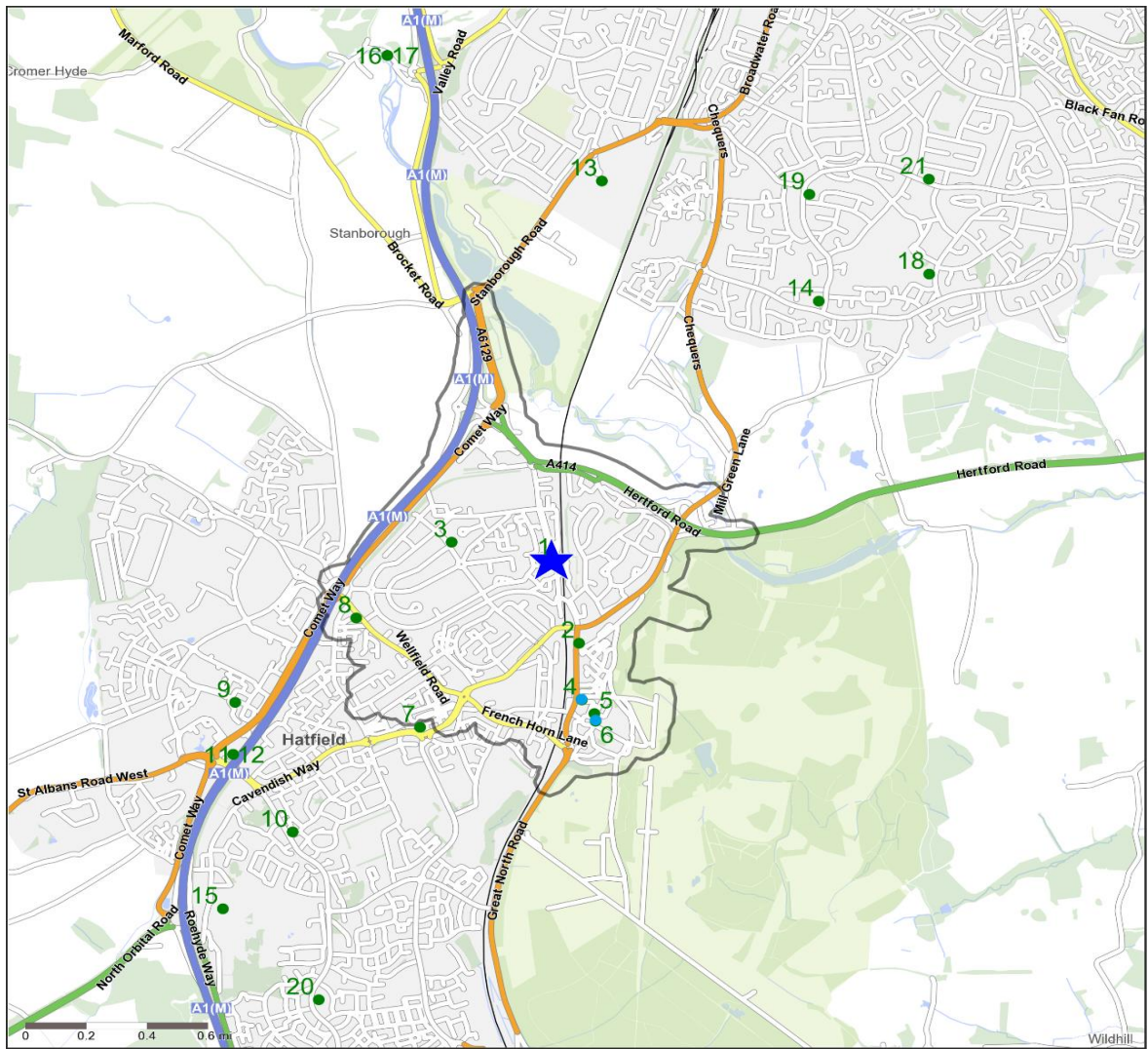
- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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
Female: Alone, Pair or Group	3,437	35.0	116	2,907	29.6	181	3,399	34.6	67	
Male: Alone	2,965	30.2	101	1,909	19.5	125	4,869	49.6	93	
Male: Group	2,125	21.7	95	1,883	19.2	73	5,735	58.4	118	
Male: Pair	3,642	37.1	142	890	9.1	60	5,210	53.1	93	
Mixed Sex: Group	3,447	35.1	154	2,851	29.1	91	3,445	35.1	80	
Mixed Sex: Pair	1,844	18.8	80	4,024	41.0	126	3,875	39.5	92	
With Children	2,201	22.4	78	2,945	30.0	178	4,596	46.8	88	
Unknown	3,971	40.5	123	2,408	24.5	137	3,365	34.3	72	
For Eating:										
Upmarket	4,103	41.8	137	4,071	41.5	199	1,570	16.0	34	
Midmarket	5,239	53.4	155	1,898	19.3	214	2,606	26.6	48	
Downmarket	1,786	18.2	82	3,575	36.4	104	4,383	44.7	107	
For Drinking (monthly spend):										
Nothing	3,752	38.2	126	1,507	15.4	65	4,484	45.7	102	
Low (less than £10)	2,332	23.8	80	3,041	31.0	132	4,370	44.5	98	
Medium (Between £10 and £40)	2,848	29.0	95	2,467	25.1	141	4,428	45.1	90	
High (Greater than £40)	3,140	32.0	124	2,694	27.5	134	3,909	39.8	76	

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	141,020	26.7	88	116,935	22.1	135	264,300	50.0	96
Male: Alone	85,166	16.1	54	103,995	19.7	126	333,094	63.1	118
Male: Group	118,616	22.5	98	90,950	17.2	66	312,689	59.2	119
Male: Pair	98,561	18.7	72	35,213	6.7	44	388,481	73.5	128
Mixed Sex: Group	92,113	17.4	76	138,409	26.2	82	291,733	55.2	126
Mixed Sex: Pair	81,462	15.4	66	196,221	37.1	114	244,572	46.3	108
With Children	100,310	19.0	66	100,359	19.0	113	321,586	60.9	115
Unknown	119,683	22.7	69	179,769	34.0	190	222,803	42.2	88
For Eating:									
Upmarket	216,060	40.9	134	160,077	30.3	146	146,118	27.7	59
Midmarket	218,127	41.3	120	72,770	13.8	153	231,358	43.8	79
Downmarket	82,956	15.7	71	129,293	24.5	70	310,007	58.7	141
For Drinking (monthly spend):									
Nothing	142,379	27.0	89	112,001	21.2	90	267,876	50.7	113
Low (less than £10)	183,159	34.7	116	94,148	17.8	76	244,948	46.4	102
Medium (Between £10 and £40)	227,492	43.1	141	87,821	16.6	93	206,942	39.2	78
High (Greater than £40)	193,564	36.6	142	141,040	26.7	130	187,650	35.5	68

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Wrestlers, AL 9 5LP	Star Pubs & Bars	6.6	0.1
2	Red Lion, AL 9 5EU	McMullen & Sons Ltd	8.8	3.9
3	Hopfields, AL10 0QW	McMullen & Sons Ltd	12.4	2.5
4	Great Northern, AL 9 5AE	Star Pubs & Bars	12.7	4.5
5	Horse & Groom, AL 9 5AT	Ei Group	14.5	5.2
6	Eight Bells, AL 9 5AX	Star Pubs & Bars	15.1	5.2
7	Town Inn, AL10 0LW	Star Pubs & Bars	20.8	5.6
8	Airfield, AL10 0DA	Whitbread	21.1	3.4
9	Harpsfield Hall, AL10 9RQ	Wetherspoon	31.4	4.5
10	Cavendish Arms, AL10 9HF	Ei Group	32.6	5.2
11	Harvester Galleria, AL10 0XR	Mitchells & Butlers	33.5	5.9
12	Ilaichi Kitchen & Bar, AL10 0XY	Independent Free	33.5	5.9
13	Stanborough, AL 8 6XE	Whitbread	34.4	4.4
14	Hollybush, AL 7 4JU	Ei Group	36.8	4.8
15	Style Bar, AL10 9AB	Independent Free	39.5	5.3
16	Long Arm & Short Arm, AL 8 7TN	McMullen & Sons Ltd	41.6	5.1
17	Sun, AL 8 7TN	Star Pubs & Bars	41.6	5.1
18	Coopers Grill House, AL 7 4BW	Wells and Youngs	42.9	5.8
19	Pear Tree, AL 7 4JJ	Ei Group	44.7	5.7
20	Harrier, AL10 9BZ	McMullen & Sons Ltd	45.0	7.1