

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

Number of Pubs	2	4	219
Catchment Adults 18+	2,825	12,075	235,747
Catchment Adults 18+ Per Pub	1,413	3,019	1,076
Populaton Projection 2018 to 2028 (% change)	6.56%	8.48%	9.47%

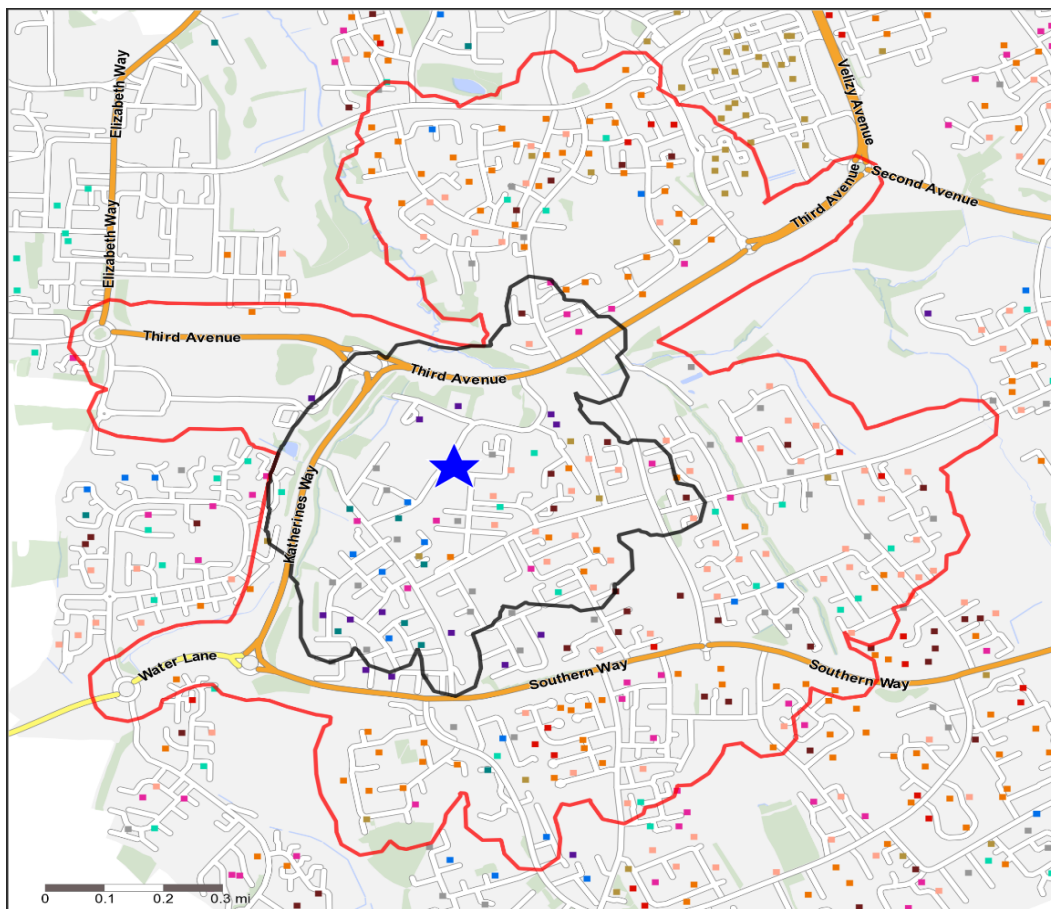
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,537	89.8	173	1	High Street Pub	11,498	95.2	184	1	High Street Pub	174,896	74.2	143
2	Community Pub	2,168	76.7	165	2	Community Pub	10,258	85.0	182	2	Premium Local	139,204	59.0	127
3	Premium Local	1,112	39.4	62	3	Premium Local	2,526	20.9	33	3	Great Pub Great Food	119,493	50.7	80
4	Great Pub Great Food	966	34.2	264	4	Great Pub Great Food	1,918	15.9	123	4	Community Pub	115,634	49.1	379
5	Bit of Style	381	13.5	33	5	Circuit Bar	1,374	11.4	28	5	Bit of Style	74,177	31.5	78
6	Circuit Bar	213	7.5	28	6	Bit of Style	1,265	10.5	39	6	Circuit Bar	27,853	11.8	44
7	Craft Led	49	1.7	17	7	Craft Led	936	7.8	75	7	Craft Led	19,385	8.2	80

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	164	5.8	66	624	5.2	58	20,641	8.8	99
C1	314	11.1	91	1,460	12.1	99	31,413	13.3	109
C2	271	9.6	116	1,232	10.2	124	21,365	9.1	110
DE	276	9.8	95	1,662	13.8	134	20,977	8.9	86

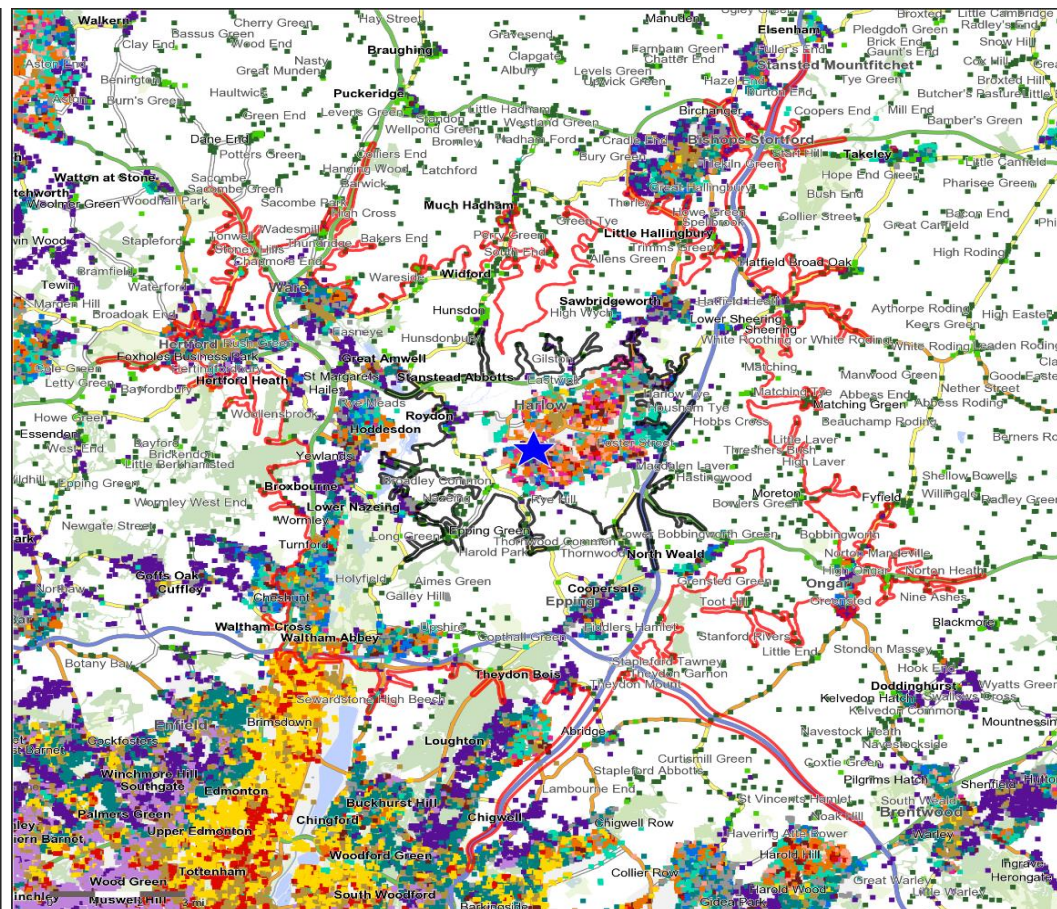
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	831	29.4	89	5,428	45.0	136	42,697	18.1	55
Medium (7-13)	1,008	35.7	108	5,237	43.4	131	71,996	30.5	92
High (14-19)	1,048	37.1	131	2,477	20.5	72	119,745	50.8	179

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
	M Modest Traditions	N Urban Cohesion
		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	2	316
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	124	2,562
B06	Diamond Days		23	23	618	6,509
B07	Alpha Families		2	2	989	9,074
B08	Bank of Mum and Dad		73	90	1,199	6,608
B09	Empty-Nest Adventure		164	232	373	3,092
C10	Wealthy Landowners		0	0	1,229	5,862
C11	Rural Vogue		0	0	217	1,256
C12	Scattered Homesteads		0	0	0	37
C13	Village Retirement		0	0	210	2,088
D14	Satellite Settlers		0	0	567	4,104
D15	Local Focus		0	0	97	1,664
D16	Outlying Seniors		0	0	14	526
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		269	420	1,344	11,789
E19	Bungalow Heaven		0	0	6	1,319
E20	Classic Grandparents		31	303	1,039	2,907
E21	Solo Retirees		229	695	3,188	8,244
F22	Boomerang Boarders		122	282	860	4,116
F23	Family Ties		0	75	1,005	7,737
F24	Fledgling Free		0	0	5	176
F25	Dependable Me		9	21	367	1,779
G26	Cafés and Catchments		0	0	105	6,516
G27	Thriving Independence		64	125	2,311	19,059
G28	Modern Parents		0	0	1,377	2,263
G29	Mid-Career Convention		170	190	928	6,344
H30	Primary Ambitions		38	422	5,489	17,159
H31	Affordable Fringe		40	131	515	1,059
H32	First-Rung Futures		23	68	831	1,740
H33	Contemporary Starts		0	0	2,006	5,274
H34	New Foundations		0	0	563	1,142
H35	Flying Solo		26	26	543	2,151

			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		174	3,230	12,673	25,886
I37	Budget Generations		15	37	569	571
I38	Economical Families		0	5	61	73
I39	Families on a Budget		4	130	669	759
J40	Value Rentals		59	59	308	308
J41	Youthful Endeavours		16	50	836	1,023
J42	Midlife Renters		176	598	4,335	5,839
J43	Renting Rooms		0	0	22	35
K44	Inner City Stalwarts		0	0	40	130
K45	City Diversity		0	53	53	119
K46	High Rise Residents		0	0	189	189
K47	Single Essentials		0	468	2,237	3,590
K48	Mature Workers		0	0	32	60
L49	Flatlet Seniors		0	43	141	945
L50	Pocket Pensions		157	311	1,490	3,933
L51	Retirement Communities		0	52	217	3,021
L52	Estate Veterans		98	394	2,956	3,822
L53	Seasoned Survivors		0	81	478	531
M54	Down-to-Earth Owners		114	283	622	628
M55	Back with the Folks		543	2,162	8,372	9,441
M56	Self Supporters		37	250	1,667	1,837
N57	Community Elders		0	0	0	3,131
N58	Culture & Comfort		0	0	0	1,009
N59	Large Family Living		0	0	0	0
N60	Ageing Access		0	0	113	961
O61	Career Builders		0	0	403	9,504
O62	Central Pulse		0	214	528	673
O63	Flexible Workforce		0	160	224	1,712
O64	Bus-Route Renters		147	388	2,366	10,533
O65	Learners & Earners		0	0	0	15
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	275	996
Total			2,823	12,073	69,997	235,746

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. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

3. E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

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. 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

3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



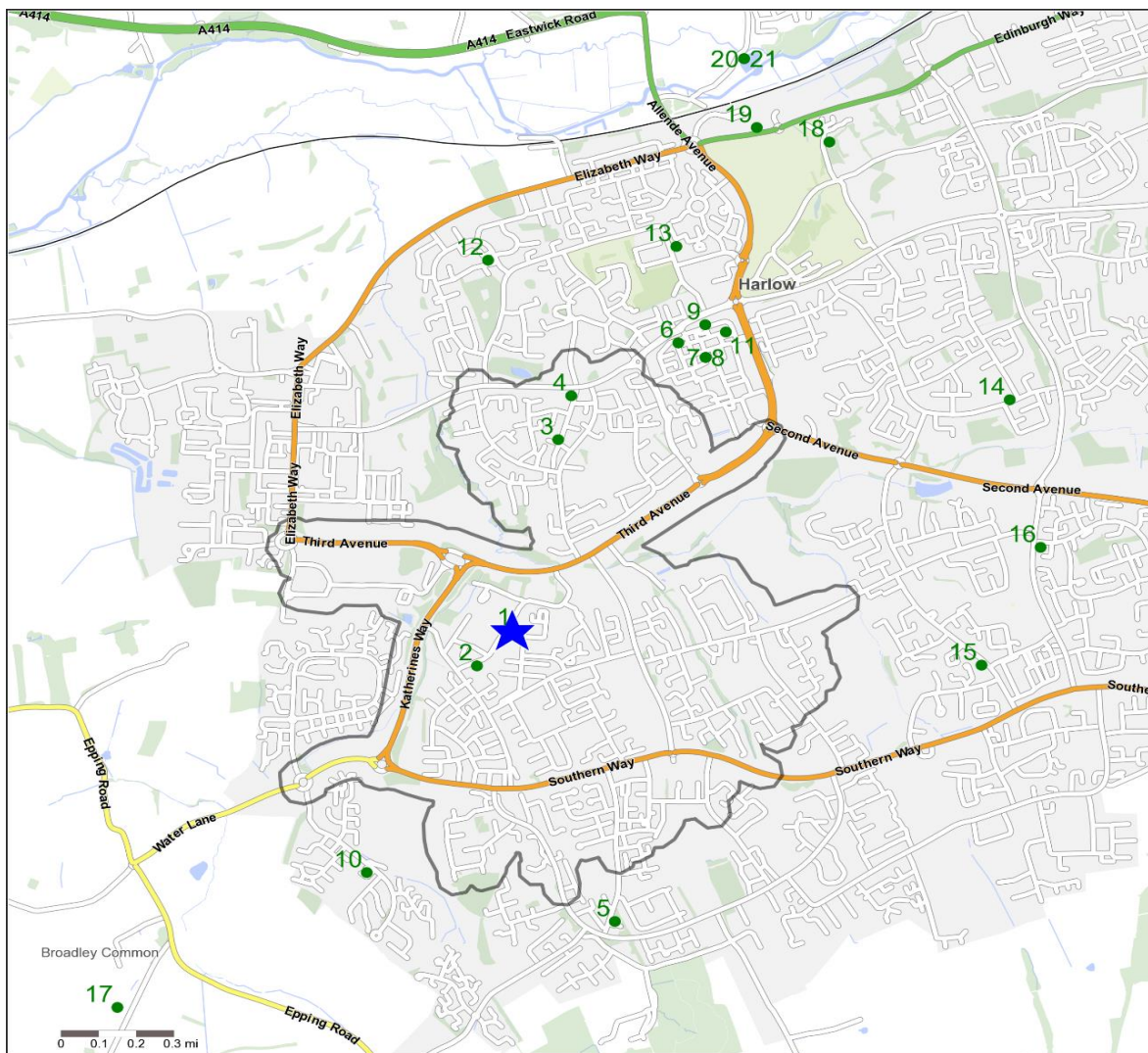
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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	4,977	41.2	136	3,400	28.2	172	3,698	30.6	59		
Male: Alone	4,544	37.6	126	973	8.1	52	6,559	54.3	102		
Male: Group	2,100	17.4	76	4,169	34.5	132	5,806	48.1	97		
Male: Pair	5,279	43.7	168	1,120	9.3	61	5,676	47.0	82		
Mixed Sex: Group	2,217	18.4	80	6,638	55.0	172	3,220	26.7	61		
Mixed Sex: Pair	4,471	37.0	158	4,884	40.4	124	2,720	22.5	53		
With Children	4,288	35.5	123	4,042	33.5	199	3,744	31.0	59		
Unknown	6,264	51.9	158	2,022	16.7	93	3,788	31.4	65		
For Eating:											
Upmarket	4,179	34.6	113	4,537	37.6	180	3,360	27.8	59		
Midmarket	5,014	41.5	121	3,436	28.5	315	3,625	30.0	54		
Downmarket	4,110	34.0	153	5,661	46.9	134	2,304	19.1	46		
For Drinking (monthly spend):											
Nothing	7,489	62.0	205	1,522	12.6	53	3,063	25.4	57		
Low (less than £10)	3,948	32.7	110	4,524	37.5	160	3,602	29.8	66		
Medium (Between £10 and £40)	4,163	34.5	113	838	6.9	39	7,074	58.6	117		
High (Greater than £40)	3,676	30.4	118	1,146	9.5	46	7,254	60.1	115		

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	78,070	33.1	109	51,897	22.0	135	104,784	44.4	85	
Male: Alone	52,981	22.5	75	42,332	18.0	115	139,437	59.1	111	
Male: Group	45,168	19.2	84	56,956	24.2	92	132,627	56.3	113	
Male: Pair	58,032	24.6	94	18,513	7.9	52	158,206	67.1	117	
Mixed Sex: Group	45,022	19.1	84	85,234	36.2	113	104,495	44.3	101	
Mixed Sex: Pair	62,211	26.4	113	76,238	32.3	99	96,302	40.8	96	
With Children	62,713	26.6	92	50,293	21.3	127	121,745	51.6	98	
Unknown	66,458	28.2	86	69,188	29.3	164	99,106	42.0	88	
For Eating:										
Upmarket	91,384	38.8	127	71,869	30.5	146	71,498	30.3	64	
Midmarket	89,970	38.2	111	30,134	12.8	142	114,647	48.6	88	
Downmarket	56,255	23.9	107	75,043	31.8	91	103,453	43.9	106	
For Drinking (monthly spend):										
Nothing	86,285	36.6	121	40,151	17.0	72	108,315	45.9	103	
Low (less than £10)	80,856	34.3	115	53,798	22.8	97	100,097	42.5	94	
Medium (Between £10 and £40)	81,981	34.8	114	40,007	17.0	95	112,763	47.8	95	
High (Greater than £40)	70,874	30.1	116	56,127	23.8	116	107,750	45.7	87	

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	Three Horseshoes, CM19 4HB	Star Pubs & Bars	0.0	0.0
2	Cock Inn, CM19 4HW	McMullen & Sons Ltd	2.7	0.9
3	Golden Swift, CM19 4AY	New River Retail	14.2	3.1
4	Hare, CM19 4AS	McMullen & Sons Ltd	16.6	3.4
5	Drinker Moth, CM18 7PS	Ei Group	22.9	4.4
6	William Aylmer, CM20 1DG	Wetherspoon	24.4	4.1
7	Cafe Luna, CM20 1HP	Independent Free	24.4	4.1
8	Clock House, CM20 1HP	Stonegate Pub Company	24.4	4.1
9	Twenty One Bar & Lounge, CM20 1BJ	Independent Free	26.0	3.9
10	Herald, CM19 5RD	McMullen & Sons Ltd	26.6	4.0
11	Golden Bar, CM20 1BB	Independent Free	27.2	3.5
12	Shark, CM20 1SX	McMullen & Sons Ltd	28.7	5.5
13	Willow Beauty, CM20 1NN	Greene King	29.6	5.1
14	Heart & Club, CM20 3NG	Independent Free	34.1	5.3
15	Poplar Kitten, CM18 6PN	Ei Group	35.9	5.1
16	Phoenix, CM18 6EN	Trust Inns	37.7	5.1
17	Black Swan, EN 9 2DF	Punch Pub Company	39.2	4.8
18	Greyhound, CM20 2QD	Star Pubs & Bars	41.0	6.1
19	Toby Carvery, CM20 2LQ	Mitchells & Butlers	42.3	5.1
20	Dusty Miller, CM20 2QS	McMullen & Sons Ltd	47.4	5.8