

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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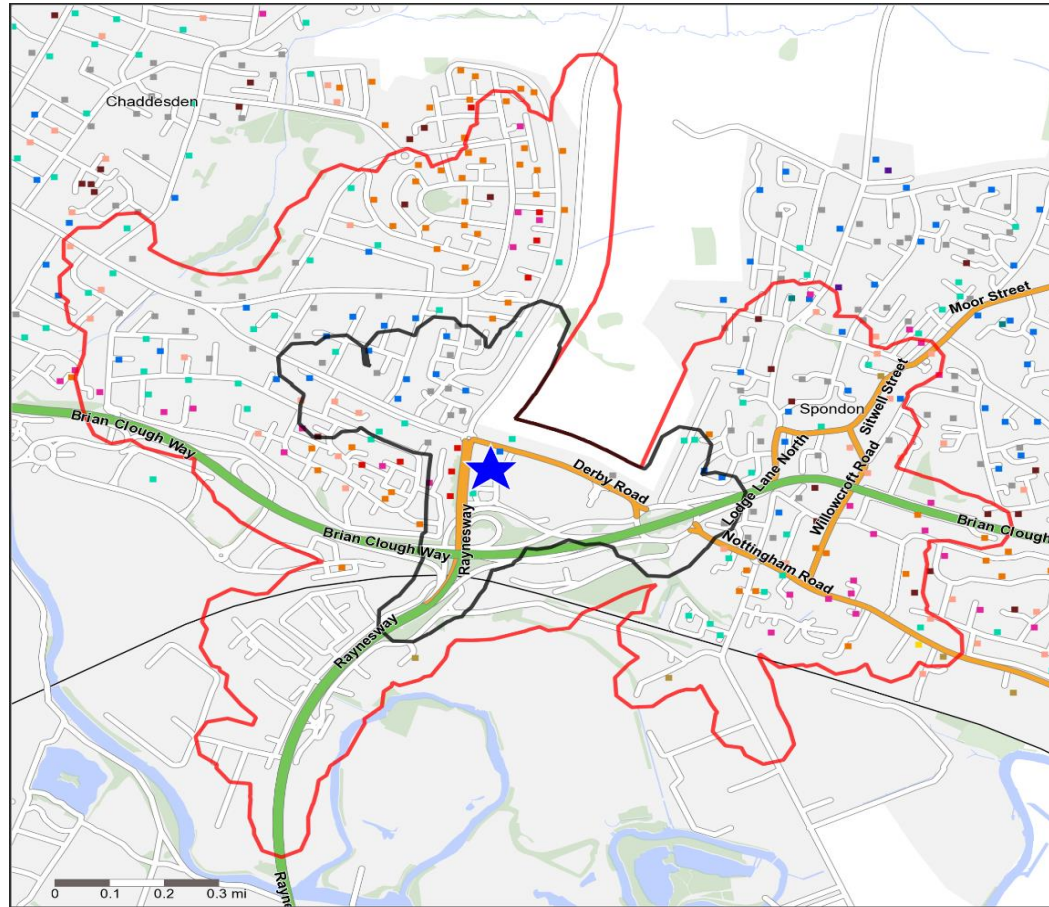
Number of Pubs	1	9	472
Catchment Adults 18+	1,473	8,236	483,750
Catchment Adults 18+ Per Pub	1,473	915	1,025
Populaton Projection 2018 to 2028 (% change)	4.93%	5.67%	5.94%

		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	1,336	90.7	175	1	High Street Pub	7,761	94.2	182	1	High Street Pub	366,222	75.7	146
2	Community Pub	1,137	77.2	166	2	Community Pub	6,971	84.6	182	2	Community Pub	284,853	58.9	126
3	Premium Local	826	56.1	89	3	Premium Local	3,010	36.5	58	3	Premium Local	237,841	49.2	78
4	Great Pub Great Food	484	32.9	254	4	Great Pub Great Food	1,582	19.2	149	4	Great Pub Great Food	161,627	33.4	258
5	Circuit Bar	329	22.3	55	5	Circuit Bar	1,377	16.7	41	5	Bit of Style	116,024	24.0	59
6	Craft Led	267	18.1	68	6	Bit of Style	864	10.5	39	6	Circuit Bar	75,868	15.7	58
7	Bit of Style	158	10.7	104	7	Craft Led	750	9.1	88	7	Craft Led	58,909	12.2	118

	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	83	5.6	64	474	5.8	65	40,184	8.3	94
C1	148	10.0	82	926	11.2	92	56,622	11.7	95
C2	155	10.5	127	888	10.8	131	40,231	8.3	101
DE	154	10.5	102	961	11.7	113	52,862	10.9	106

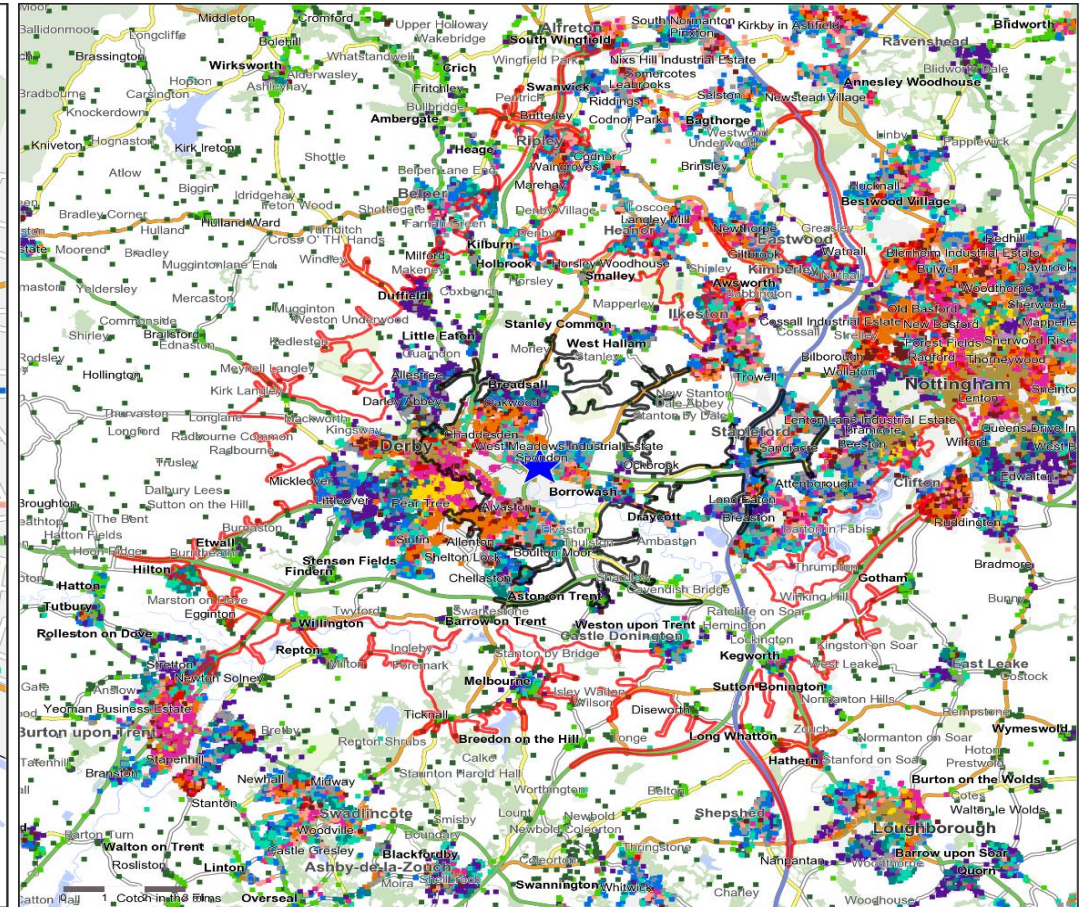
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	572	38.8	117	4,527	55.0	166	204,368	42.2	127
Medium (7-13)	735	49.9	150	3,098	37.6	113	165,445	34.2	103
High (14-19)	48	3.3	11	289	3.5	12	78,028	16.1	57

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

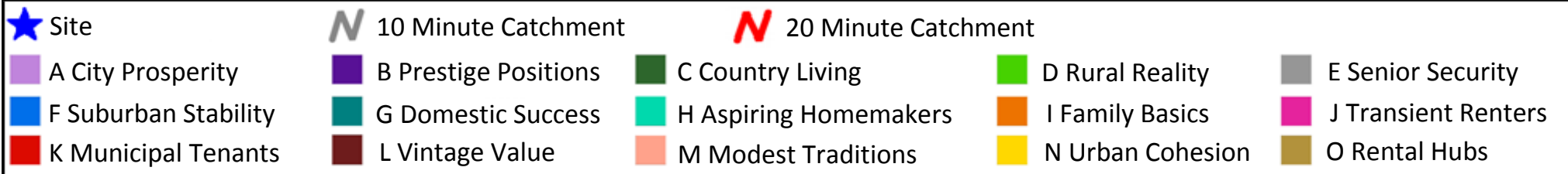


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A02	Uptown Elite		0	0	81	156
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	7	1,265
B06	Diamond Days		0	0	192	3,790
B07	Alpha Families		0	0	287	5,702
B08	Bank of Mum and Dad		0	0	865	7,217
B09	Empty-Nest Adventure		0	9	2,387	15,125
C10	Wealthy Landowners		0	0	378	2,874
C11	Rural Vogue		0	0	80	744
C12	Scattered Homesteads		0	0	9	148
C13	Village Retirement		0	0	708	4,672
D14	Satellite Settlers		0	0	1,233	9,255
D15	Local Focus		0	0	112	2,261
D16	Outlying Seniors		0	0	53	1,514
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	15	203	10,874
E19	Bungalow Heaven		137	296	2,684	15,331
E20	Classic Grandparents		96	487	2,964	10,370
E21	Solo Retirees		151	562	2,222	8,753
F22	Boomerang Boarders		22	141	2,393	14,028
F23	Family Ties		35	64	344	4,274
F24	Fledgling Free		143	561	3,094	15,078
F25	Dependable Me		144	407	3,148	16,617
G26	Cafés and Catchments		0	0	155	1,221
G27	Thriving Independence		0	0	491	8,502
G28	Modern Parents		0	0	3,185	12,306
G29	Mid-Career Convention		0	1	2,791	16,714
H30	Primary Ambitions		0	22	935	4,387
H31	Affordable Fringe		319	833	7,044	22,618
H32	First-Rung Futures		158	535	4,240	19,939
H33	Contemporary Starts		0	171	1,865	11,224
H34	New Foundations		0	0	598	1,922
H35	Flying Solo		0	0	632	4,266

			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	97	775	2,492
I37	Budget Generations		0	692	3,523	9,141
I38	Economical Families		31	851	4,628	13,446
I39	Families on a Budget		0	87	7,671	22,155
J40	Value Rentals		0	135	1,908	6,620
J41	Youthful Endeavours		62	381	956	4,121
J42	Midlife Renters		0	320	3,264	12,792
J43	Renting Rooms		0	62	4,408	21,436
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		109	215	2,215	5,937
K48	Mature Workers		32	99	1,621	5,425
L49	Flatlet Seniors		0	0	1,377	5,127
L50	Pocket Pensions		0	242	2,340	9,424
L51	Retirement Communities		0	0	92	2,345
L52	Estate Veterans		2	22	1,785	5,783
L53	Seasoned Survivors		0	100	2,031	6,957
M54	Down-to-Earth Owners		5	250	2,861	8,741
M55	Back with the Folks		1	182	3,157	10,266
M56	Self Supporters		25	321	3,526	14,868
N57	Community Elders		0	0	0	2,244
N58	Culture & Comfort		0	0	0	443
N59	Large Family Living		0	0	227	12,112
N60	Ageing Access		0	1	779	3,906
O61	Career Builders		0	0	1,092	4,951
O62	Central Pulse		0	0	2,061	3,243
O63	Flexible Workforce		0	0	0	236
O64	Bus-Route Renters		0	75	1,013	4,642
O65	Learners & Earners		0	0	2,223	13,418
O66	Student Scene		0	0	183	6,919
U99	Unclassified		0	0	2,142	11,413
Total			1,472	8,236	103,238	483,750

Top 3 Mosaic Types in a 20 Minute Walktime

1. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

2. 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

3. I37 Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



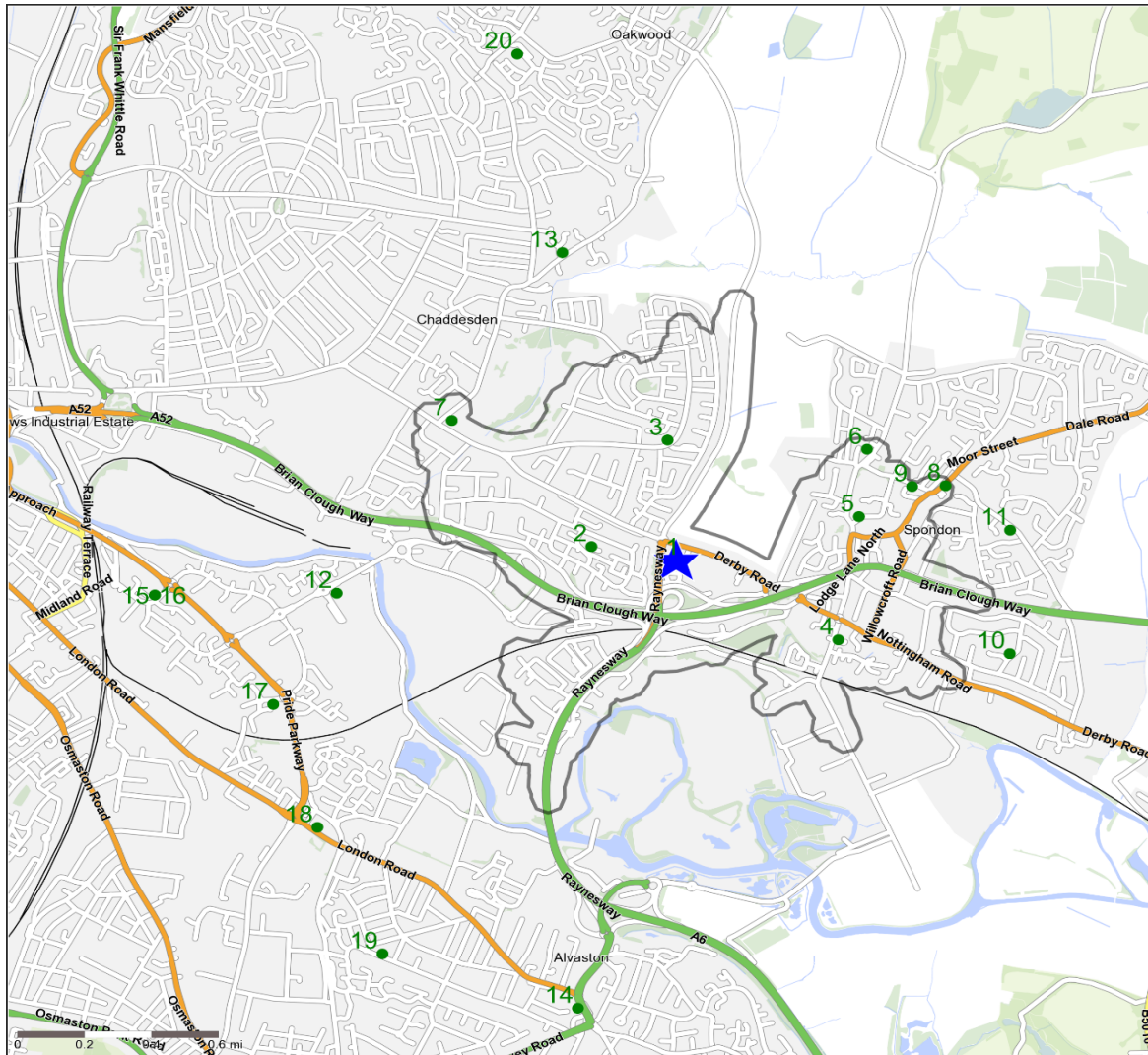
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	2,177	26.4	87	1,684	20.4	125	4,375	53.1	102
Male: Alone	3,269	39.7	133	438	5.3	34	4,529	55.0	103
Male: Group	2,875	34.9	153	1,835	22.3	85	3,526	42.8	86
Male: Pair	2,095	25.4	98	2,838	34.5	226	3,303	40.1	70
Mixed Sex: Group	3,494	42.4	186	1,160	14.1	44	3,582	43.5	99
Mixed Sex: Pair	2,795	33.9	145	2,678	32.5	100	2,763	33.5	79
With Children	4,267	51.8	179	813	9.9	59	3,157	38.3	72
Unknown	2,917	35.4	108	983	11.9	67	4,336	52.6	110
For Eating:									
Upmarket	2,183	26.5	87	2,060	25.0	120	3,993	48.5	103
Midmarket	2,760	33.5	98	566	6.9	76	4,911	59.6	108
Downmarket	4,665	56.6	255	2,134	25.9	74	1,438	17.5	42
For Drinking (monthly spend):									
Nothing	3,935	47.8	158	1,438	17.5	74	2,863	34.8	78
Low (less than £10)	2,433	29.5	99	2,857	34.7	148	2,947	35.8	79
Medium (Between £10 and £40)	2,433	29.5	97	1,737	21.1	118	4,066	49.4	98
High (Greater than £40)	1,112	13.5	52	2,671	32.4	158	4,454	54.1	103

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	136,938	28.3	94	77,855	16.1	98	257,544	53.2	102
Male: Alone	172,636	35.7	120	84,261	17.4	112	215,441	44.5	84
Male: Group	112,613	23.3	102	144,782	29.9	114	214,942	44.4	90
Male: Pair	130,307	26.9	103	106,182	21.9	144	235,848	48.8	85
Mixed Sex: Group	137,511	28.4	124	123,184	25.5	80	211,642	43.8	100
Mixed Sex: Pair	157,204	32.5	139	151,325	31.3	96	163,807	33.9	79
With Children	170,213	35.2	122	80,360	16.6	99	221,764	45.8	87
Unknown	156,183	32.3	98	64,366	13.3	74	251,788	52.0	109
For Eating:									
Upmarket	155,226	32.1	105	97,676	20.2	97	219,435	45.4	96
Midmarket	162,879	33.7	98	33,190	6.9	76	276,268	57.1	103
Downmarket	159,369	32.9	148	176,420	36.5	105	136,548	28.2	68
For Drinking (monthly spend):									
Nothing	128,413	26.5	88	142,722	29.5	125	201,202	41.6	93
Low (less than £10)	142,583	29.5	99	116,331	24.0	102	213,423	44.1	97
Medium (Between £10 and £40)	155,689	32.2	105	60,489	12.5	70	256,159	53.0	105
High (Greater than £40)	103,874	21.5	83	105,339	21.8	106	263,124	54.4	104

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	Bank Bar, DE21 7SG	Star Pubs & Bars	0.9	0.2
2	Royal Crown, DE21 6TT	*Other Small Retail Groups	12.4	2.2
3	Kingfisher, DE21 6UZ	Ei Group	12.4	2.2
4	Canal Turn, DE21 7NE	*Other Small Retail Groups	13.3	2.4
5	Malt Shovel, DE21 7LH	Marston's	15.4	2.3
6	Vernon Arms, DE21 7AL	Marston's	19.6	3.1
7	Toby Carvery, DE21 6LZ	Mitchells & Butlers	19.6	3.1
8	White Swan, DE21 7EA	Ei Group	20.5	3.2
9	Prince Of Wales, DE21 7JP	Ei Group	20.5	3.5
10	Blue Jay, DE21 7HH	Marston's	24.4	4.3
11	Yarn Spinner, DE21 7QG	Greene King	26.0	3.4
12	Shooters Bar, DE24 8BW	*Other Small Retail Groups	29.3	4.9
13	Wilmot Arms, DE21 4QU	Steamin Billy Brewing Co	31.7	5.0
14	Blue Peter, DE24 0JH	Mitchells & Butlers	36.2	5.4
15	Engine Shed, DE24 8JE	Independent Free	40.7	6.9
16	Pride Park, DE24 8JE	Mitchells & Butlers	40.7	6.9
17	Merlin, DE24 8BY	Greene King	41.0	7.1
18	Navigation Inn, DE24 8UU	Ei Group	41.0	8.4
19	Coronation Hotel, DE24 8SL	Steamin Billy Brewing Co	41.9	8.2
20	Oak & Acorn, DE21 2HT	Mitchells & Butlers	44.7	6.3