

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	6	420
Catchment Adults 18+	3,878	9,263	380,067
Catchment Adults 18+ Per Pub	970	1,544	905
Populaton Projection 2018 to 2028 (% change)	4.18%	6.28%	6.17%

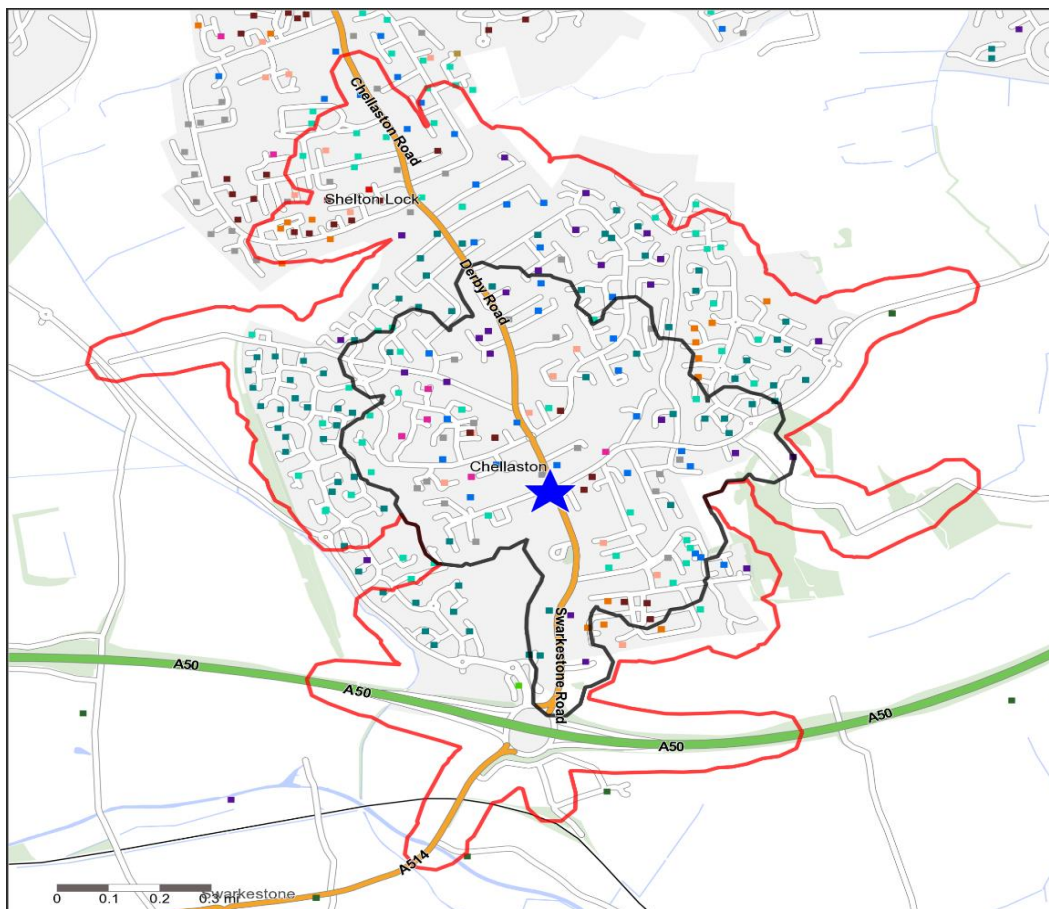
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,012	77.7	150	1	High Street Pub	6,936	74.9	145	1	High Street Pub	272,183	71.6	138
2	Premium Local	2,564	66.1	142	2	Premium Local	6,697	72.3	155	2	Community Pub	214,652	56.5	121
3	Community Pub	2,143	55.3	88	3	Great Pub Great Food	4,752	51.3	81	3	Premium Local	186,482	49.1	78
4	Great Pub Great Food	1,595	41.1	318	4	Bit of Style	4,052	43.7	338	4	Great Pub Great Food	129,130	34.0	263
5	Bit of Style	1,062	27.4	68	5	Community Pub	3,814	41.2	102	5	Bit of Style	81,482	21.4	53
6	Circuit Bar	502	12.9	48	6	Circuit Bar	1,368	14.8	55	6	Circuit Bar	53,319	14.0	52
7	Craft Led	181	4.7	45	7	Craft Led	475	5.1	50	7	Craft Led	34,830	9.2	89

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	431	11.1	126	1,184	12.8	145	31,464	8.3	94
C1	454	11.7	95	1,114	12.0	98	44,049	11.6	95
C2	326	8.4	102	817	8.8	107	32,584	8.6	104
DE	317	8.2	79	770	8.3	81	43,910	11.6	112

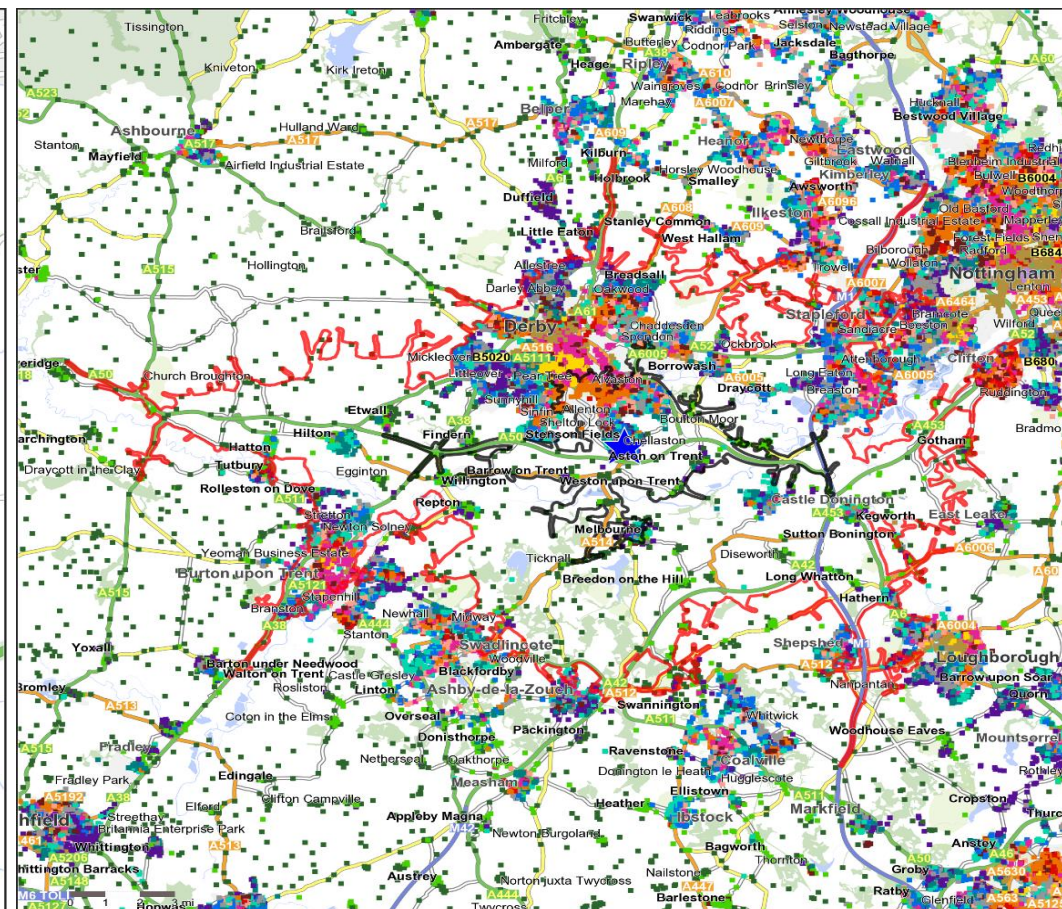
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,202	31.0	93	2,556	27.6	83	165,903	43.7	132
Medium (7-13)	1,657	42.7	129	3,833	41.4	125	128,451	33.8	102
High (14-19)	827	21.3	75	2,738	29.6	104	62,312	16.4	58

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

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



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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	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		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	0	138
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	18	302
B06	Diamond Days	0	0	26	1,678
B07	Alpha Families	43	110	668	4,519
B08	Bank of Mum and Dad	16	71	266	5,728
B09	Empty-Nest Adventure	308	622	890	12,593
C10	Wealthy Landowners	6	11	547	4,379
C11	Rural Vogue	0	0	199	1,657
C12	Scattered Homesteads	0	0	12	311
C13	Village Retirement	5	18	1,323	5,690
D14	Satellite Settlers	4	14	1,834	11,393
D15	Local Focus	0	0	295	3,003
D16	Outlying Seniors	2	8	255	2,175
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	17	27	55	4,832
E19	Bungalow Heaven	164	321	1,488	11,775
E20	Classic Grandparents	48	48	322	7,708
E21	Solo Retirees	165	246	875	6,560
F22	Boomerang Boarders	106	369	576	10,452
F23	Family Ties	0	0	157	3,317
F24	Fledgling Free	213	345	1,414	10,799
F25	Dependable Me	468	612	1,192	12,520
G26	Cafés and Catchments	0	0	0	774
G27	Thriving Independence	9	14	14	4,086
G28	Modern Parents	165	1,701	2,734	11,914
G29	Mid-Career Convention	377	851	1,362	13,183
H30	Primary Ambitions	0	108	204	3,200
H31	Affordable Fringe	328	491	3,551	18,456
H32	First-Rung Futures	181	427	2,128	12,951
H33	Contemporary Starts	259	681	1,732	12,171
H34	New Foundations	62	212	446	2,071
H35	Flying Solo	0	48	431	3,003

		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	69	318	393	2,229
I37	Budget Generations	36	74	654	7,720
I38	Economical Families	0	195	1,786	12,718
I39	Families on a Budget	72	95	6,837	14,592
J40	Value Rentals	10	10	1,167	3,899
J41	Youthful Endeavours	0	0	258	3,251
J42	Midlife Renters	194	225	837	10,454
J43	Renting Rooms	0	0	2,441	22,411
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	158
K47	Single Essentials	0	0	471	4,784
K48	Mature Workers	0	51	817	3,673
L49	Flatlet Seniors	0	219	636	4,315
L50	Pocket Pensions	240	316	1,404	6,763
L51	Retirement Communities	5	5	69	1,482
L52	Estate Veterans	52	88	926	4,468
L53	Seasoned Survivors	0	0	701	6,723
M54	Down-to-Earth Owners	0	13	1,384	6,417
M55	Back with the Folks	70	91	1,529	7,645
M56	Self Supporters	187	206	2,058	10,607
N57	Community Elders	0	0	80	1,670
N58	Culture & Comfort	0	0	0	433
N59	Large Family Living	0	0	1,963	13,586
N60	Ageing Access	0	0	37	1,364
O61	Career Builders	0	0	239	3,044
O62	Central Pulse	0	0	0	2,629
O63	Flexible Workforce	0	0	0	236
O64	Bus-Route Renters	0	0	43	4,042
O65	Learners & Earners	0	0	0	7,808
O66	Student Scene	0	0	0	375
U99	Unclassified	0	0	34	7,235
<b>Total</b>		<b>3,881</b>	<b>9,261</b>	<b>51,778</b>	<b>380,069</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

### 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. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 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. 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. I39 Families on a Budget

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



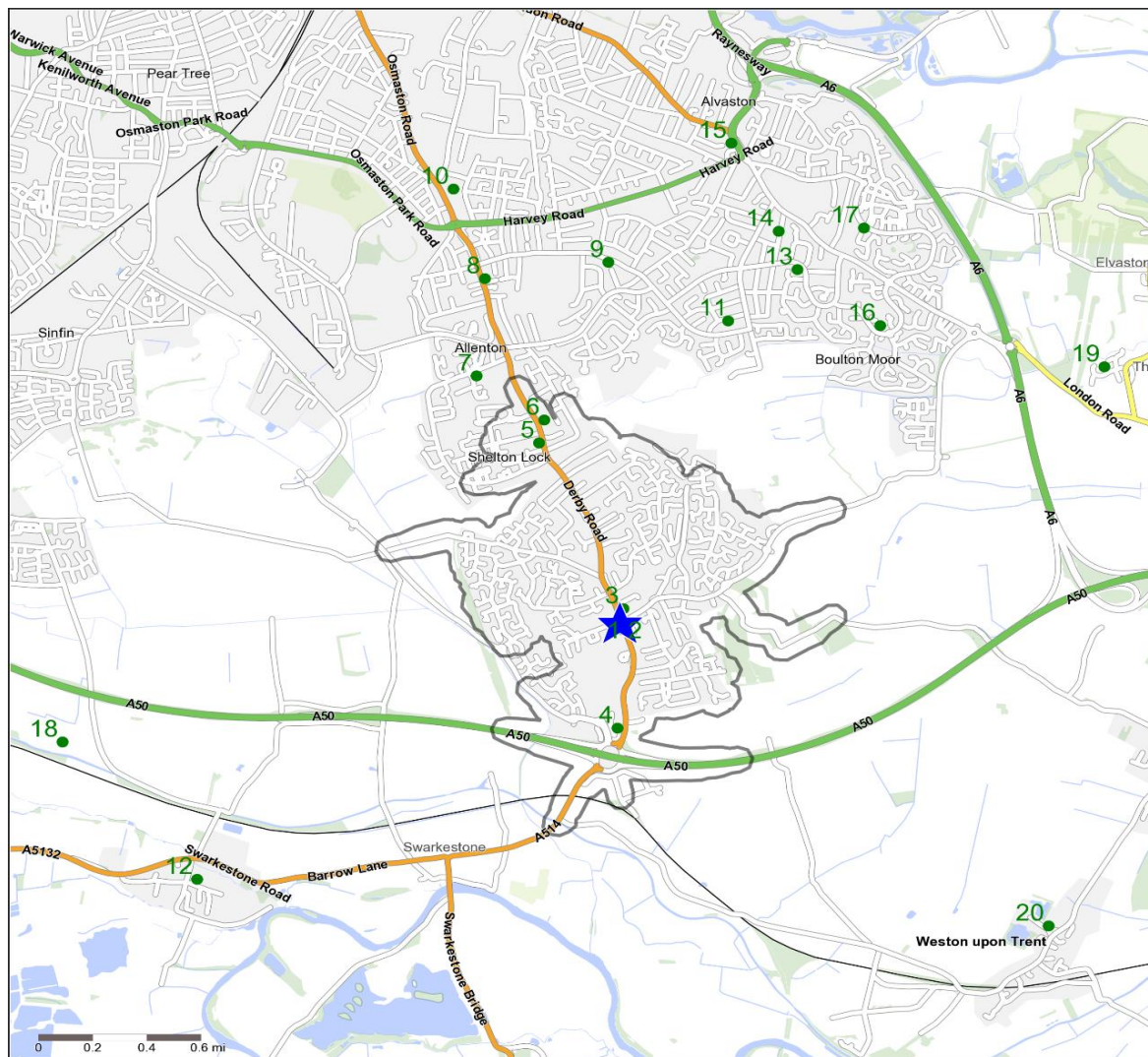
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	3,663	39.5	131	1,006	10.9	66	4,594	49.6	95		
Male: Alone	2,423	26.2	88	2,671	28.8	185	4,169	45.0	84		
Male: Group	2,357	25.4	111	1,728	18.7	71	5,178	55.9	113		
Male: Pair	1,804	19.5	75	1,899	20.5	134	5,561	60.0	105		
Mixed Sex: Group	1,268	13.7	60	4,761	51.4	161	3,234	34.9	80		
Mixed Sex: Pair	3,935	42.5	181	2,530	27.3	84	2,798	30.2	71		
With Children	3,592	38.8	134	2,162	23.3	139	3,510	37.9	72		
Unknown	3,745	40.4	123	1,520	16.4	92	3,998	43.2	90		
<b>For Eating:</b>											
Upmarket	2,784	30.1	98	2,784	30.1	144	3,695	39.9	84		
Midmarket	1,144	12.4	36	461	5.0	55	7,659	82.7	149		
Downmarket	2,397	25.9	116	5,377	58.0	166	1,489	16.1	39		
<b>For Drinking (monthly spend):</b>											
Nothing	1,838	19.8	66	4,725	51.0	216	2,701	29.2	65		
Low (less than £10)	4,444	48.0	161	2,052	22.2	94	2,766	29.9	66		
Medium (Between £10 and £40)	4,426	47.8	156	693	7.5	42	4,144	44.7	89		
High (Greater than £40)	3,036	32.8	127	1,972	21.3	104	4,255	45.9	88		

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	105,101	27.7	91	72,776	19.1	117	194,956	51.3	99	
Male: Alone	141,162	37.1	125	56,174	14.8	95	175,497	46.2	87	
Male: Group	86,616	22.8	100	112,161	29.5	113	174,055	45.8	92	
Male: Pair	102,097	26.9	103	88,230	23.2	152	182,506	48.0	84	
Mixed Sex: Group	109,190	28.7	126	109,136	28.7	90	154,506	40.7	93	
Mixed Sex: Pair	122,824	32.3	138	124,321	32.7	101	125,687	33.1	77	
With Children	146,127	38.4	133	61,598	16.2	96	165,107	43.4	82	
Unknown	136,955	36.0	110	49,948	13.1	73	185,929	48.9	102	
<b>For Eating:</b>										
Upmarket	119,164	31.4	102	84,144	22.1	106	169,524	44.6	94	
Midmarket	128,445	33.8	98	23,213	6.1	68	221,175	58.2	105	
Downmarket	116,849	30.7	138	142,219	37.4	107	113,765	29.9	72	
<b>For Drinking (monthly spend):</b>										
Nothing	102,570	27.0	89	108,523	28.6	121	161,741	42.6	95	
Low (less than £10)	113,542	29.9	100	96,989	25.5	109	162,302	42.7	94	
Medium (Between £10 and £40)	118,280	31.1	102	52,312	13.8	77	202,241	53.2	106	
High (Greater than £40)	78,720	20.7	80	81,402	21.4	104	212,711	56.0	107	

## 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	Corner Pin, DE73 5UA	Star Pubs & Bars	0.9	0.2
2	Rose & Crown, DE73 5UA	Marston's	0.9	0.2
3	R & R's Sports Bar And Lounge, DE73 6RA	Independent Free	1.2	0.4
4	Bonnie Prince, DE73 5UE	Greene King	14.5	3.2
5	New Bridge Inn, DE24 9EF	Marston's	15.1	2.7
6	Golden Pheasant, DE24 9EE	Independent Free	17.2	2.9
7	Crown & Arrows, DE24 9JA	Unknown	25.1	4.7
8	Crown Hotel, DE24 9AD	Ei Group	28.4	5.3
9	Brackens Hotel, DE24 0AQ	Ei Group	39.8	7.1
10	Mitre Hotel, DE24 8NG	Independent Free	40.7	6.7
11	Silver Ghost, DE24 0HF	Greene King	44.1	8.5
12	Brookfield, DE73 7NA	Unknown	48.9	5.6
13	Cornishman, DE24 0LX	Punch Pub Company	49.2	7.4
14	Lodge, DE24 0JW	Greene King	49.5	8.3
15	Blue Peter, DE24 0JH	Mitchells & Butlers	51.9	8.7
16	Needles, DE24 0UQ	New River Retail	52.5	6.7
17	James Wyatt, DE24 0RY	Ei Group	57.3	7.7
18	Ragley Boat Stop, DE73 7FY	King Henry's Taverns	58.2	7.7
19	Harrington Arms, DE72 3EY	Independent Free	59.8	6.9
20	Coopers Arms, DE72 2BJ	Independent Free	61.9	7.4