

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	2	430
Catchment Adults 18+	401	1,102	382,923
Catchment Adults 18+ Per Pub	201	551	891
Populaton Projection 2018 to 2028 (% change)	3.15%	4.69%	5.65%

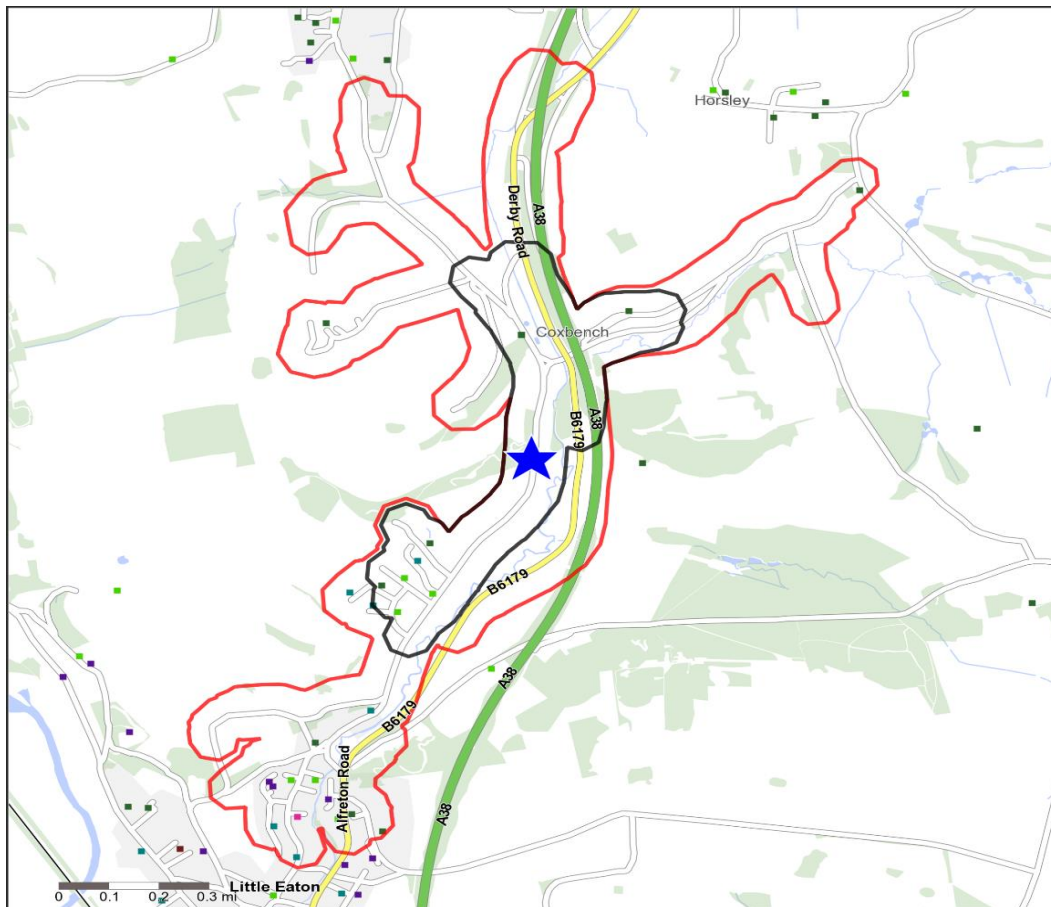
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	337	84.0	162	1	Great Pub Great Food	891	80.9	156	1	High Street Pub	292,409	76.4	147
2	Premium Local	337	84.0	180	2	Premium Local	891	80.9	173	2	Community Pub	228,841	59.8	128
3	Community Pub	64	16.0	25	3	High Street Pub	335	30.4	48	3	Premium Local	185,930	48.6	77
4	Bit of Style	63	15.7	122	4	Bit of Style	311	28.2	218	4	Great Pub Great Food	126,754	33.1	256
5	High Street Pub	63	15.7	39	5	Community Pub	211	19.1	47	5	Bit of Style	82,429	21.5	53
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	45,195	11.8	44
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	34,155	8.9	87

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	53	13.2	149	153	13.9	157	28,799	7.5	85
C1	43	10.7	87	130	11.8	96	42,332	11.1	90
C2	28	7.0	85	82	7.4	90	34,789	9.1	110
DE	16	4.0	39	63	5.7	56	45,768	12.0	116

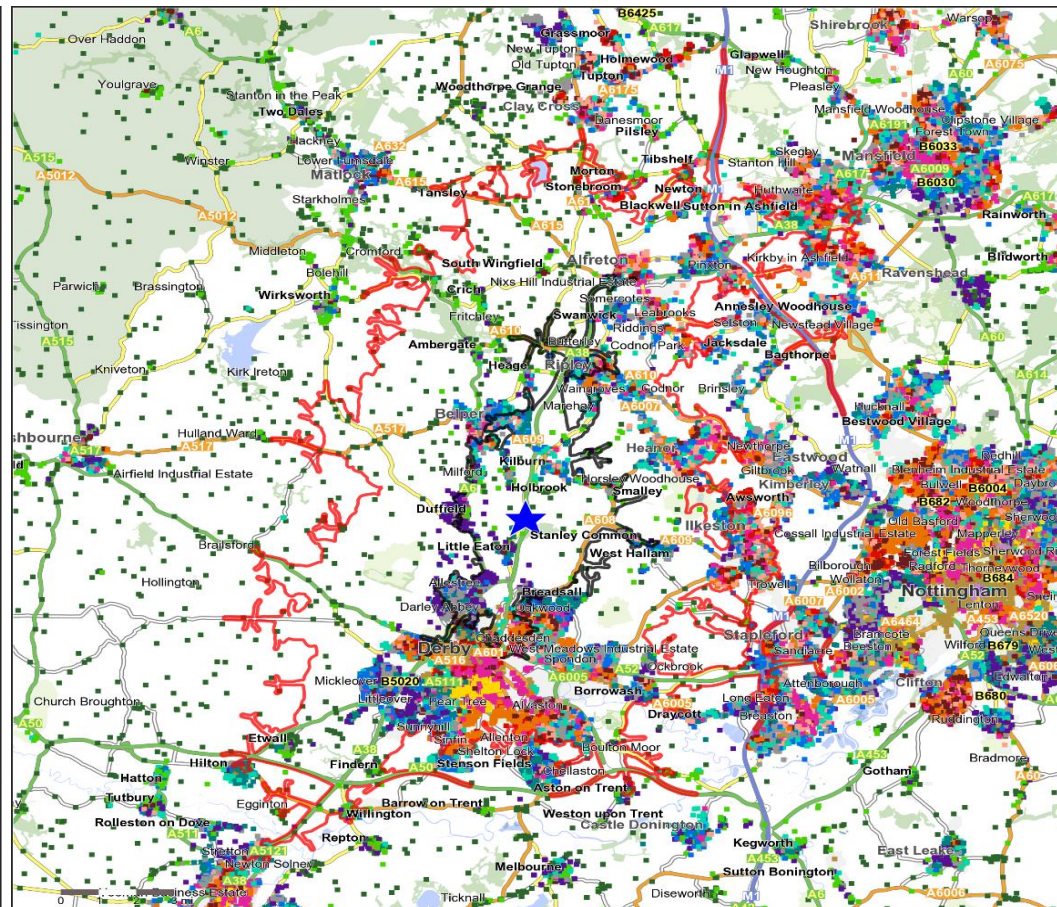
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	44	11.0	33	201	18.2	55	176,003	46.0	139
Medium (7-13)	168	41.9	126	411	37.3	112	128,087	33.4	101
High (14-19)	149	37.2	131	447	40.6	143	55,738	14.6	51

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	0	138
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	1	220	680
B06	Diamond Days	2	5	872	2,143
B07	Alpha Families	0	10	1,342	4,235
B08	Bank of Mum and Dad	0	91	1,528	4,728
B09	Empty-Nest Adventure	0	19	2,073	9,129
C10	Wealthy Landowners	20	34	471	4,371
C11	Rural Vogue	1	2	13	507
C12	Scattered Homesteads	0	0	0	436
C13	Village Retirement	114	195	1,213	5,277
D14	Satellite Settlers	138	222	2,485	10,064
D15	Local Focus	64	186	466	2,680
D16	Outlying Seniors	0	0	348	2,874
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	1,246	3,814
E19	Bungalow Heaven	0	0	3,090	14,890
E20	Classic Grandparents	0	0	979	7,189
E21	Solo Retirees	0	0	634	5,860
F22	Boomerang Boarders	0	0	1,681	9,345
F23	Family Ties	0	0	291	2,690
F24	Fledgling Free	0	0	2,794	17,739
F25	Dependable Me	0	0	2,613	12,883
G26	Cafés and Catchments	0	0	0	773
G27	Thriving Independence	0	0	669	3,544
G28	Modern Parents	0	0	1,176	10,817
G29	Mid-Career Convention	63	311	4,245	14,116
H30	Primary Ambitions	0	0	410	3,551
H31	Affordable Fringe	0	0	1,111	18,810
H32	First-Rung Futures	0	0	3,018	15,285
H33	Contemporary Starts	0	0	888	6,563
H34	New Foundations	0	0	57	1,755
H35	Flying Solo	0	0	434	1,985

		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	0	72	1,316
I37	Budget Generations	0	0	483	8,620
I38	Economical Families	0	0	696	12,460
I39	Families on a Budget	0	0	2,209	15,615
J40	Value Rentals	0	0	558	11,074
J41	Youthful Endeavours	0	0	128	2,617
J42	Midlife Renters	0	24	1,556	8,138
J43	Renting Rooms	0	0	570	18,952
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	0	0	198	4,057
K48	Mature Workers	0	0	791	7,575
L49	Flatlet Seniors	0	0	322	3,586
L50	Pocket Pensions	0	0	1,099	7,717
L51	Retirement Communities	0	0	603	1,406
L52	Estate Veterans	0	0	448	5,592
L53	Seasoned Survivors	0	0	651	6,159
M54	Down-to-Earth Owners	0	0	671	12,665
M55	Back with the Folks	0	0	446	7,066
M56	Self Supporters	0	0	1,561	15,567
N57	Community Elders	0	0	0	1,670
N58	Culture & Comfort	0	0	0	433
N59	Large Family Living	0	0	0	11,826
N60	Ageing Access	0	0	424	1,290
O61	Career Builders	0	0	892	2,537
O62	Central Pulse	0	0	115	2,444
O63	Flexible Workforce	0	0	0	236
O64	Bus-Route Renters	0	0	426	2,642
O65	Learners & Earners	0	0	388	7,237
O66	Student Scene	0	0	0	374
U99	Unclassified	0	0	64	3,180
Total		402	1,100	51,738	382,922

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



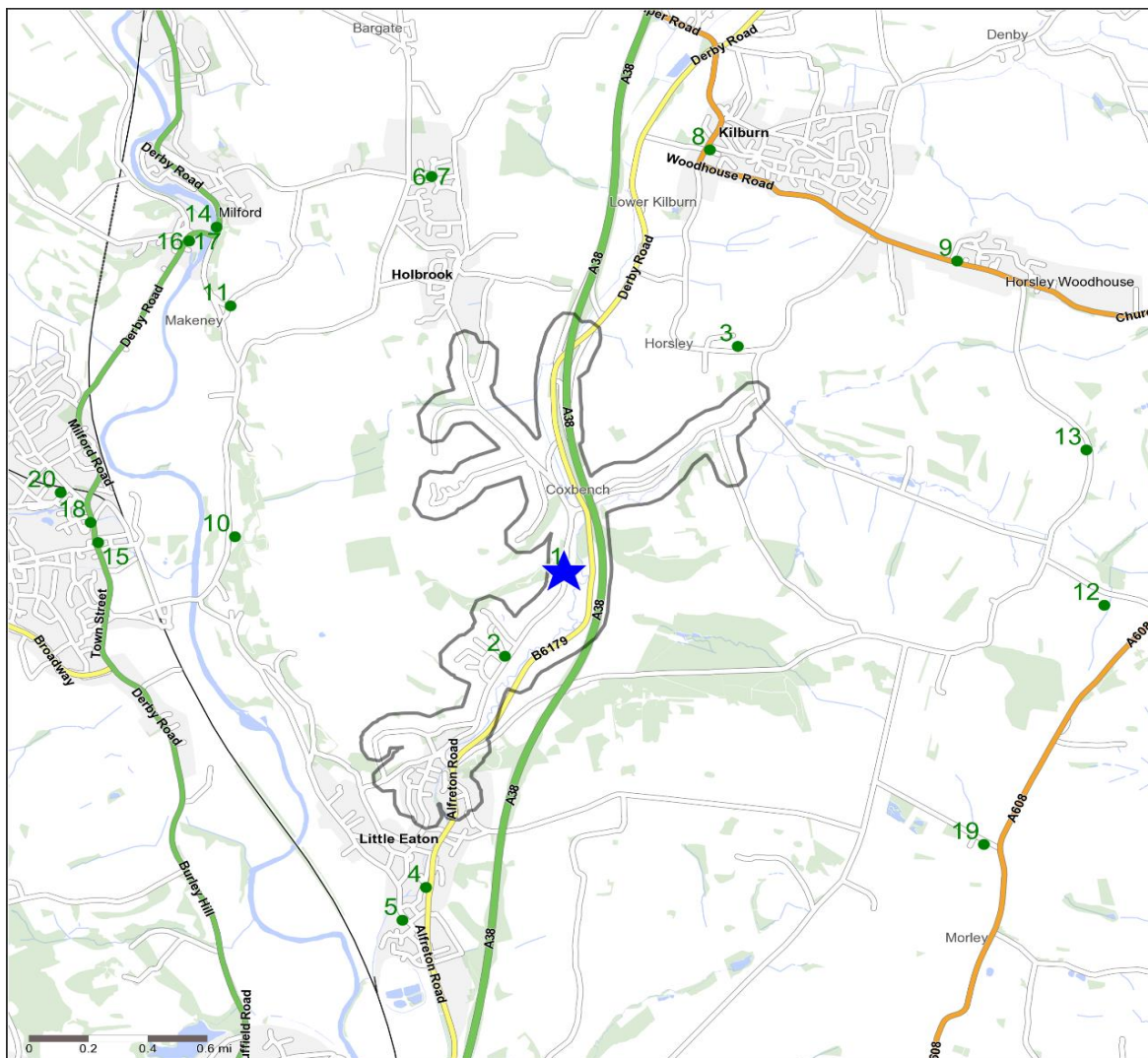
- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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	115	10.4	34	419	38.0	232	568	51.5	99		
Male: Alone	24	2.2	7	311	28.2	181	767	69.6	131		
Male: Group	24	2.2	10	783	71.1	271	295	26.8	54		
Male: Pair	24	2.2	8	0	0.0	0	1,078	97.8	171		
Mixed Sex: Group	115	10.4	46	914	82.9	260	72	6.5	15		
Mixed Sex: Pair	648	58.8	251	214	19.4	60	239	21.7	51		
With Children	24	2.2	8	503	45.6	271	575	52.2	99		
Unknown	720	65.3	199	29	2.6	15	352	31.9	67		
For Eating:											
Upmarket	402	36.5	119	34	3.1	15	665	60.3	128		
Midmarket	115	10.4	30	0	0.0	0	987	89.6	162		
Downmarket	0	0.0	0	632	57.4	164	470	42.6	103		
For Drinking (monthly spend):											
Nothing	277	25.1	83	332	30.1	128	492	44.6	100		
Low (less than £10)	621	56.4	189	435	39.5	168	46	4.2	9		
Medium (Between £10 and £40)	428	38.8	127	239	21.7	122	435	39.5	79		
High (Greater than £40)	110	10.0	39	352	31.9	156	640	58.1	111		

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	96,606	25.2	83	67,214	17.6	107	215,923	56.4	108	
Male: Alone	137,983	36.0	121	62,272	16.3	104	179,489	46.9	88	
Male: Group	86,651	22.6	99	120,020	31.3	120	173,072	45.2	91	
Male: Pair	94,221	24.6	94	90,591	23.7	155	194,931	50.9	89	
Mixed Sex: Group	98,720	25.8	113	107,366	28.0	88	173,656	45.4	103	
Mixed Sex: Pair	114,281	29.8	127	124,908	32.6	100	140,554	36.7	86	
With Children	142,281	37.2	128	69,309	18.1	108	168,153	43.9	83	
Unknown	135,786	35.5	108	37,567	9.8	55	206,390	53.9	112	
For Eating:										
Upmarket	107,266	28.0	91	80,772	21.1	101	191,705	50.1	106	
Midmarket	122,144	31.9	93	21,671	5.7	63	235,928	61.6	111	
Downmarket	130,845	34.2	154	141,315	36.9	106	107,583	28.1	68	
For Drinking (monthly spend):										
Nothing	109,022	28.5	94	112,031	29.3	124	158,690	41.4	92	
Low (less than £10)	107,789	28.1	94	106,094	27.7	118	165,860	43.3	95	
Medium (Between £10 and £40)	112,437	29.4	96	62,598	16.3	92	204,708	53.5	106	
High (Greater than £40)	70,602	18.4	71	98,414	25.7	125	210,728	55.0	105	

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	Fox & Hounds, DE21 5BA	Star Pubs & Bars	0.0	0.1
2	Bell & Harp, DE21 5AE	Marston's	6.9	1.3
3	Coach & Horses, DE21 5BQ	Marston's	24.1	3.1
4	Queens Head, DE21 5DF	Stonegate Pub Company	26.6	4.3
5	New Inn, DE21 5DR	Marston's	28.7	5.0
6	Dead Poets Inn, DE56 0TQ	Everards	33.2	5.5
7	Wheel Inn, DE56 0TQ	*Other Small Retail Groups	33.2	5.5
8	Hunters Arms, DE56 0LU	Independent Free	38.0	4.3
9	Old Oak Inn, DE 7 6AW	Independent Free	40.7	5.8
10	Bridge Inn, DE56 4BG	Marston's	45.3	7.0
11	Holly Bush Inn, DE56 0RX	Independent Free	45.9	6.0
12	Rose & Crown, DE 7 6DG	Mitchells & Butlers	48.0	5.3
13	Sitwell Arms, DE 7 6BN	Admiral Taverns Ltd	49.5	5.6
14	King William Iv, DE56 0RR	Independent Free	51.9	6.9
15	White Hart, DE56 4GD	Independent Free	51.9	9.2
16	Mill House, DE56 0QW	Greene King	53.7	7.1
17	Strutt Arms, DE56 0QW	Independent Free	53.7	7.1
18	Kings Head Hotel, DE56 4EH	Independent Free	54.0	9.4
19	Three Horseshoes, DE 7 6DF	Marston's	55.8	6.5
20	Patternmakers Arms, DE56 4EY	Ei Group	57.0	10.3