






















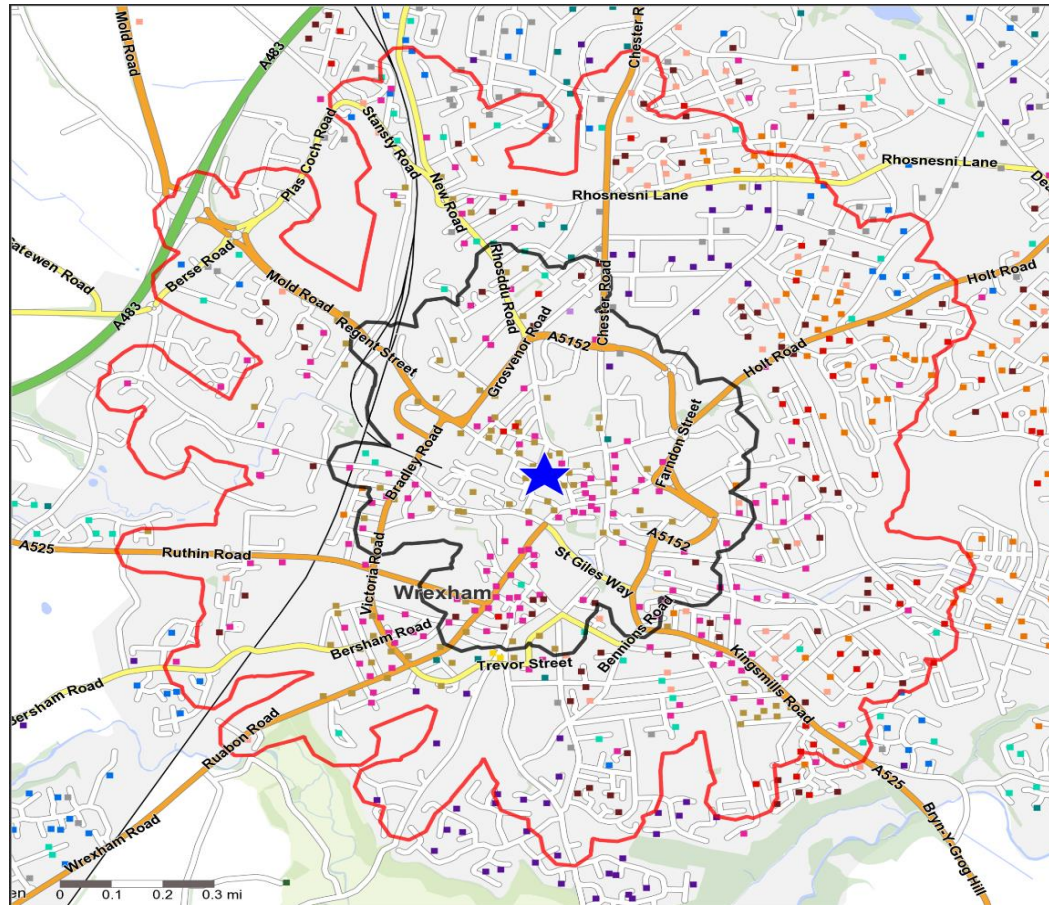
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	25	30	176
Catchment Adults 18+	3,882	17,528	143,255
Catchment Adults 18+ Per Pub	155	584	814
Populaton Projection 2018 to 2028 (% change)	3.79%	3.79%	3.68%

		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	3,370	86.8	168	1	High Street Pub	15,080	86.0	166	1	High Street Pub	91,082	63.6	123
2	Community Pub	2,814	72.5	156	2	Community Pub	13,651	77.9	167	2	Community Pub	80,814	56.4	121
3	Circuit Bar	1,418	36.5	58	3	Premium Local	4,498	25.7	41	3	Premium Local	75,971	53.0	84
4	Bit of Style	902	23.2	180	4	Circuit Bar	3,876	22.1	171	4	Great Pub Great Food	58,413	40.8	315
5	Craft Led	878	22.6	56	5	Bit of Style	3,018	17.2	43	5	Bit of Style	24,942	17.4	43
6	Premium Local	854	22.0	82	6	Craft Led	2,607	14.9	55	6	Circuit Bar	14,675	10.2	38
7	Great Pub Great Food	142	3.7	36	7	Great Pub Great Food	1,845	10.5	102	7	Craft Led	9,151	6.4	62

	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	248	6.4	72		913	5.2	59		10,844	7.6	86	
C1	493	12.7	104		1,951	11.1	91		15,461	10.8	88	
C2	305	7.9	95		1,394	8.0	96		12,967	9.1	110	
DE	591	15.2	148		2,880	16.4	160		16,851	11.8	114	

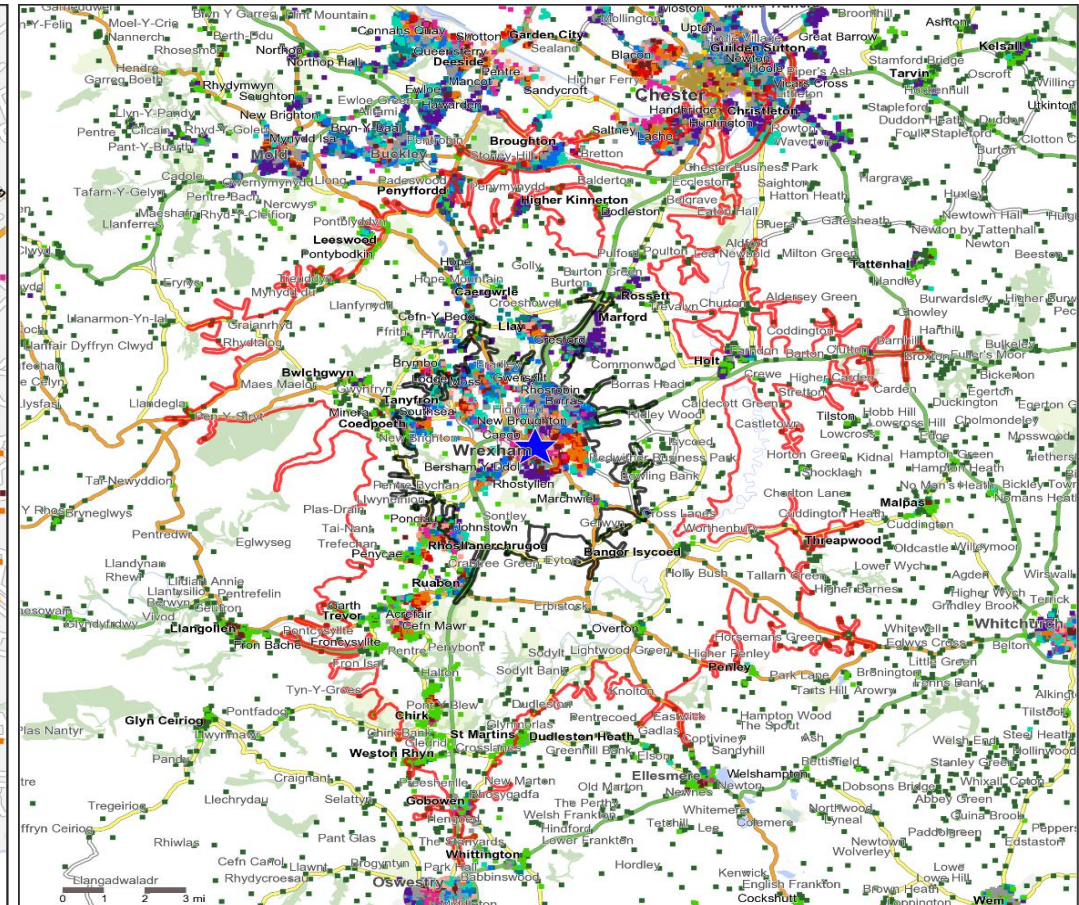
	10 Minute WT Catchment				20 Minute WT Catchment				20 Minute DT Catchment			
Affluence (Bands)	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Low (0-6)	2,075	53.5	161		9,864	56.3	170		50,078	35.0	105	
Medium (7-13)	814	21.0	63		4,677	26.7	80		54,050	37.7	114	
High (14-19)	131	3.4	12		1,242	7.1	25		29,949	20.9	74	

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

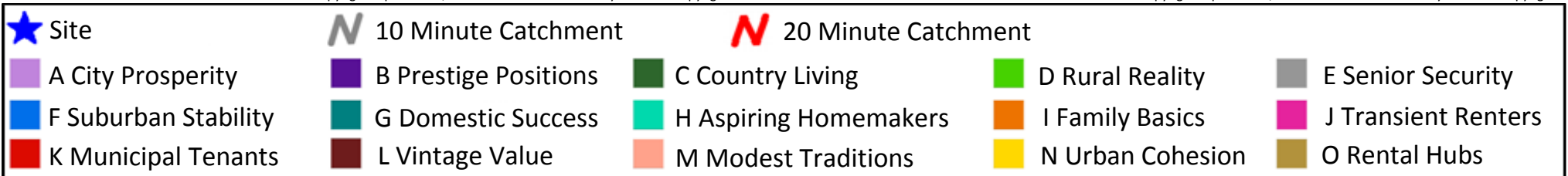


Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017





## 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		16	16	16	379
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	43
B05	Premium Fortunes		0	0	0	451
B06	Diamond Days		5	168	227	1,938
B07	Alpha Families		0	95	740	3,103
B08	Bank of Mum and Dad		16	276	1,201	2,276
B09	Empty-Nest Adventure		6	107	2,246	4,539
C10	Wealthy Landowners		0	0	478	5,017
C11	Rural Vogue		0	0	208	2,393
C12	Scattered Homesteads		0	0	96	1,429
C13	Village Retirement		0	0	476	6,032
D14	Satellite Settlers		0	0	700	5,725
D15	Local Focus		0	0	495	7,224
D16	Outlying Seniors		0	0	254	5,372
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		17	213	582	2,280
E19	Bungalow Heaven		0	286	3,042	4,582
E20	Classic Grandparents		0	155	889	1,321
E21	Solo Retirees		0	136	782	1,133
F22	Boomerang Boarders		0	140	1,820	3,115
F23	Family Ties		0	0	934	1,322
F24	Fledgling Free		0	100	2,727	4,854
F25	Dependable Me		0	278	2,753	4,396
G26	Cafés and Catchments		5	10	10	144
G27	Thriving Independence		41	181	311	1,402
G28	Modern Parents		0	0	1,986	3,473
G29	Mid-Career Convention		0	9	1,342	3,250
H30	Primary Ambitions		37	146	627	822
H31	Affordable Fringe		0	338	2,940	4,436
H32	First-Rung Futures		107	479	2,681	3,906
H33	Contemporary Starts		0	149	2,513	4,325
H34	New Foundations		20	54	115	460
H35	Flying Solo		11	71	202	403

			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		27	164	308	419
I37	Budget Generations		0	176	1,071	2,160
I38	Economical Families		14	272	700	800
I39	Families on a Budget		0	803	4,122	6,684
J40	Value Rentals		0	259	1,190	2,998
J41	Youthful Endeavours		13	231	673	813
J42	Midlife Renters		153	1,108	2,122	2,707
J43	Renting Rooms		1,418	3,089	3,117	3,192
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		94	413	959	1,506
K48	Mature Workers		0	697	2,436	5,466
L49	Flatlet Seniors		99	498	707	840
L50	Pocket Pensions		87	196	1,224	2,876
L51	Retirement Communities		28	80	80	564
L52	Estate Veterans		2	1,038	2,952	4,867
L53	Seasoned Survivors		144	836	1,063	1,143
M54	Down-to-Earth Owners		6	251	1,184	2,102
M55	Back with the Folks		28	559	2,017	2,891
M56	Self Supporters		13	266	2,168	3,543
N57	Community Elders		4	5	5	5
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	0
N60	Ageing Access		10	15	15	635
O61	Career Builders		0	45	45	1,312
O62	Central Pulse		36	36	36	399
O63	Flexible Workforce		47	82	85	85
O64	Bus-Route Renters		508	880	1,081	1,238
O65	Learners & Earners		547	1,376	1,383	1,383
O66	Student Scene		35	105	105	156
U99	Unclassified		289	639	822	924
Total			3,883	17,526	65,063	143,253

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 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. 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

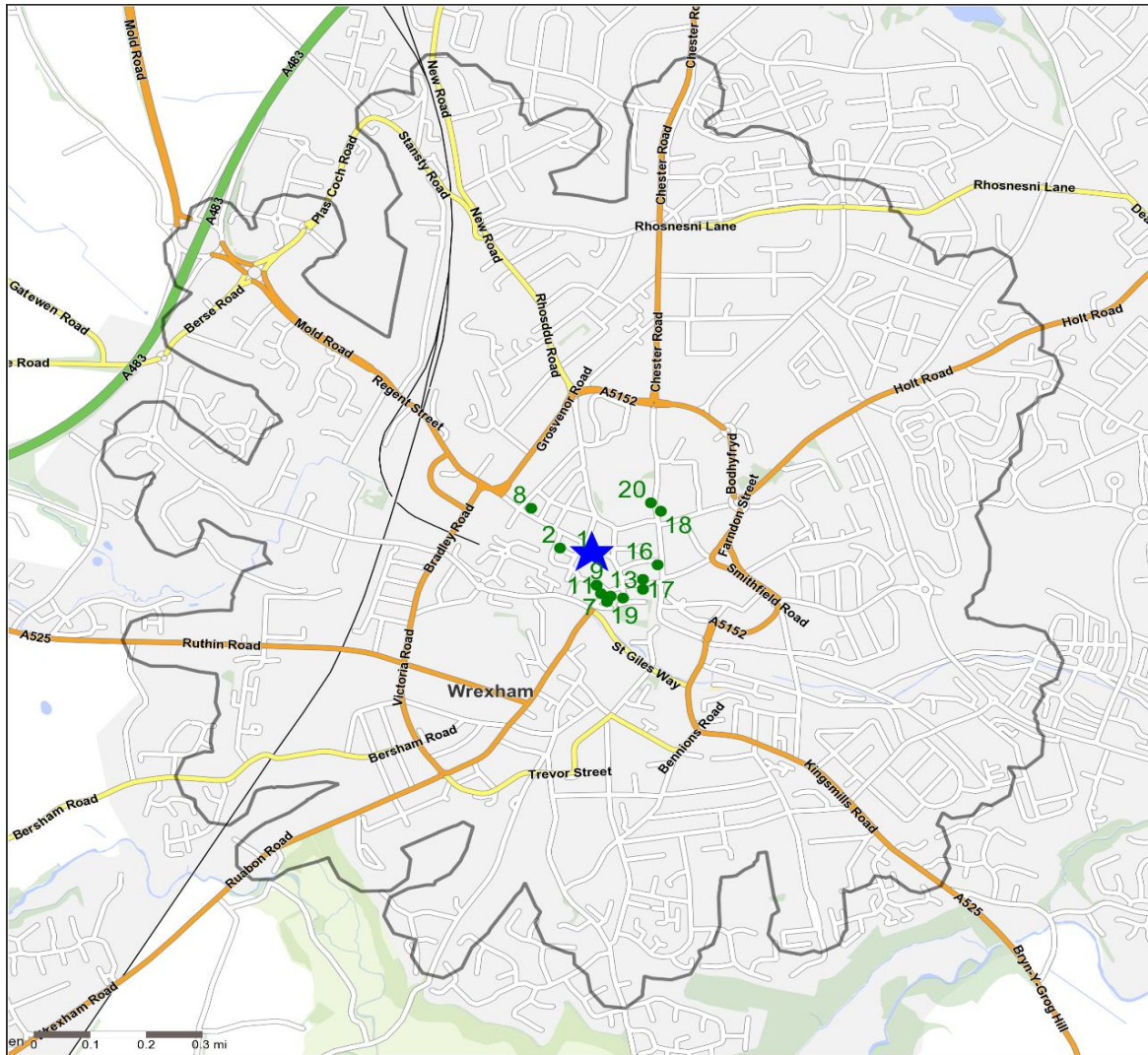
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	5,887	33.6	111	<div><div></div></div>	3,907	22.3	136	<div><div></div></div>	7,094	40.5	78	<div><div></div></div>
Male: Alone	9,066	51.7	174	<div><div></div></div>	1,832	10.5	67	<div><div></div></div>	5,991	34.2	64	<div><div></div></div>
Male: Group	4,388	25.0	109	<div><div></div></div>	6,937	39.6	151	<div><div></div></div>	5,564	31.7	64	<div><div></div></div>
Male: Pair	6,776	38.7	148	<div><div></div></div>	5,415	30.9	203	<div><div></div></div>	4,698	26.8	47	<div><div></div></div>
Mixed Sex: Group	8,459	48.3	211	<div><div></div></div>	2,288	13.1	41	<div><div></div></div>	6,143	35.0	80	<div><div></div></div>
Mixed Sex: Pair	5,159	29.4	126	<div><div></div></div>	6,609	37.7	116	<div><div></div></div>	5,121	29.2	68	<div><div></div></div>
With Children	8,114	46.3	160	<div><div></div></div>	1,900	10.8	64	<div><div></div></div>	6,874	39.2	74	<div><div></div></div>
Unknown	5,111	29.2	89	<div><div></div></div>	3,529	20.1	112	<div><div></div></div>	8,250	47.1	98	<div><div></div></div>
For Eating:												
Upmarket	4,413	25.2	82	<div><div></div></div>	5,889	33.6	161	<div><div></div></div>	6,587	37.6	80	<div><div></div></div>
Midmarket	8,994	51.3	149	<div><div></div></div>	1,286	7.3	81	<div><div></div></div>	6,610	37.7	68	<div><div></div></div>
Downmarket	5,472	31.2	140	<div><div></div></div>	5,534	31.6	91	<div><div></div></div>	5,883	33.6	81	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	3,607	20.6	68	<div><div></div></div>	4,228	24.1	102	<div><div></div></div>	9,055	51.7	115	<div><div></div></div>
Low (less than £10)	2,121	12.1	41	<div><div></div></div>	4,715	26.9	115	<div><div></div></div>	10,053	57.4	126	<div><div></div></div>
Medium (Between £10 and £40)	3,533	20.2	66	<div><div></div></div>	1,725	9.8	55	<div><div></div></div>	11,631	66.4	132	<div><div></div></div>
High (Greater than £40)	2,984	17.0	66	<div><div></div></div>	2,901	16.6	81	<div><div></div></div>	11,004	62.8	120	<div><div></div></div>

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	30,970	21.6	71	27,615	19.3	118	83,746	58.5	112
Male: Alone	39,358	27.5	92	21,161	14.8	95	81,811	57.1	107
Male: Group	30,114	21.0	92	40,286	28.1	107	71,931	50.2	101
Male: Pair	29,245	20.4	78	18,621	13.0	85	94,465	65.9	115
Mixed Sex: Group	23,573	16.5	72	50,954	35.6	111	67,804	47.3	108
Mixed Sex: Pair	35,852	25.0	107	45,620	31.8	98	60,859	42.5	99
With Children	31,526	22.0	76	30,467	21.3	126	80,337	56.1	106
Unknown	38,958	27.2	83	15,970	11.1	62	87,403	61.0	127
For Eating:									
Upmarket	30,396	21.2	69	21,257	14.8	71	90,677	63.3	134
Midmarket	29,147	20.3	59	8,741	6.1	68	104,444	72.9	132
Downmarket	36,463	25.5	115	57,137	39.9	114	48,731	34.0	82
For Drinking (monthly spend):									
Nothing	43,302	30.2	100	38,880	27.1	115	60,149	42.0	94
Low (less than £10)	40,168	28.0	94	43,194	30.2	128	58,970	41.2	91
Medium (Between £10 and £40)	34,984	24.4	80	25,971	18.1	102	81,376	56.8	113
High (Greater than £40)	24,978	17.4	67	30,959	21.6	105	86,393	60.3	115



## Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

 Site
  Star Pubs
  Pubs
  Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Horse & Jockey, LL11 1BD	Star Pubs & Bars	0.0	0.5
2	Rock Suite, LL11 1SN	Independent Free	1.8	0.6
3	Chequers Bar, LL13 8LS	Independent Free	3.0	0.8
4	Honky Tonks, LL13 8NA	Independent Free	3.0	0.9
5	Ironworks, LL13 8NA	LT Pub Management	3.0	0.9
6	One To Five, LL13 8NA	Thwaites	3.0	0.9
7	South Central, LL13 8NB	Independent Free	3.0	0.9
8	Elihu Yale, LL11 1RR	Wetherspoon	3.0	1.1
9	Cross Foxes, LL11 1TA	Amber Taverns	3.0	1.2
10	Old Swan, LL11 1TA	Hydes Anvil	3.0	1.2
11	Penny Black, LL11 1TA	Independent Free	3.0	1.2
12	Golden Lion, LL13 8HP	*Other Small Retail Groups	3.0	2.5
13	North And South Wales Bank, LL13 8HP	Wetherspoon	3.0	2.5
14	Bank Bar & Bistro, LL13 8HY	Independent Free	3.0	2.5
15	Crafty Dragon, LL13 8HY	Stonegate Pub Company	3.0	2.5
16	Long Pull, LL13 8BD	Marston's	3.0	2.5
17	Royal Oak, LL13 8HY	Joule's Brewery	3.0	2.5
18	Welch Fusilier, LL13 8AH	Ei Group	3.6	3.7
19	Commercial, LL13 8LU	*Other Small Retail Groups	4.2	0.9
20	Saith Seren, LL13 8BG	Unknown	4.8	3.6