

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

Number of Pubs	1	2	336
Catchment Adults 18+	2,359	6,840	371,380
Catchment Adults 18+ Per Pub	2,359	3,420	1,105
Populaton Projection 2018 to 2028 (% change)	10.09%	9.86%	10.00%

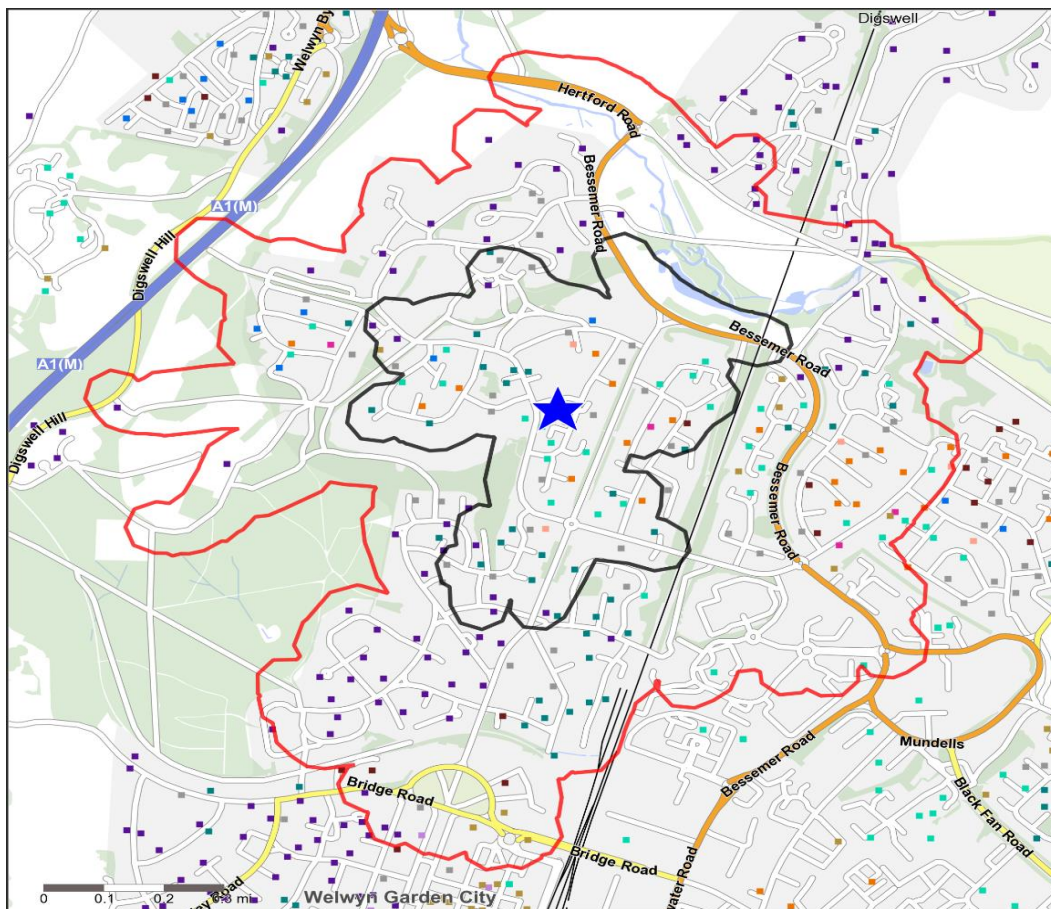
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,019	85.6	165	1	High Street Pub	5,072	74.2	143	1	High Street Pub	258,473	69.6	134
2	Premium Local	1,262	53.5	115	2	Premium Local	3,995	58.4	125	2	Premium Local	244,420	65.8	141
3	Community Pub	1,222	51.8	82	3	Great Pub Great Food	3,819	55.8	89	3	Great Pub Great Food	219,685	59.2	94
4	Great Pub Great Food	1,206	51.1	395	4	Community Pub	3,309	48.4	374	4	Community Pub	157,201	42.3	327
5	Bit of Style	1,008	42.7	106	5	Bit of Style	2,413	35.3	87	5	Bit of Style	156,688	42.2	105
6	Circuit Bar	247	10.5	39	6	Circuit Bar	802	11.7	44	6	Craft Led	50,331	13.6	51
7	Craft Led	136	5.8	56	7	Craft Led	474	6.9	67	7	Circuit Bar	48,801	13.1	128

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	240	10.2	115	832	12.2	138	46,621	12.6	142
C1	290	12.3	100	852	12.5	102	48,469	13.1	106
C2	194	8.2	100	470	6.9	83	26,285	7.1	86
DE	192	8.1	79	489	7.1	69	26,624	7.2	70

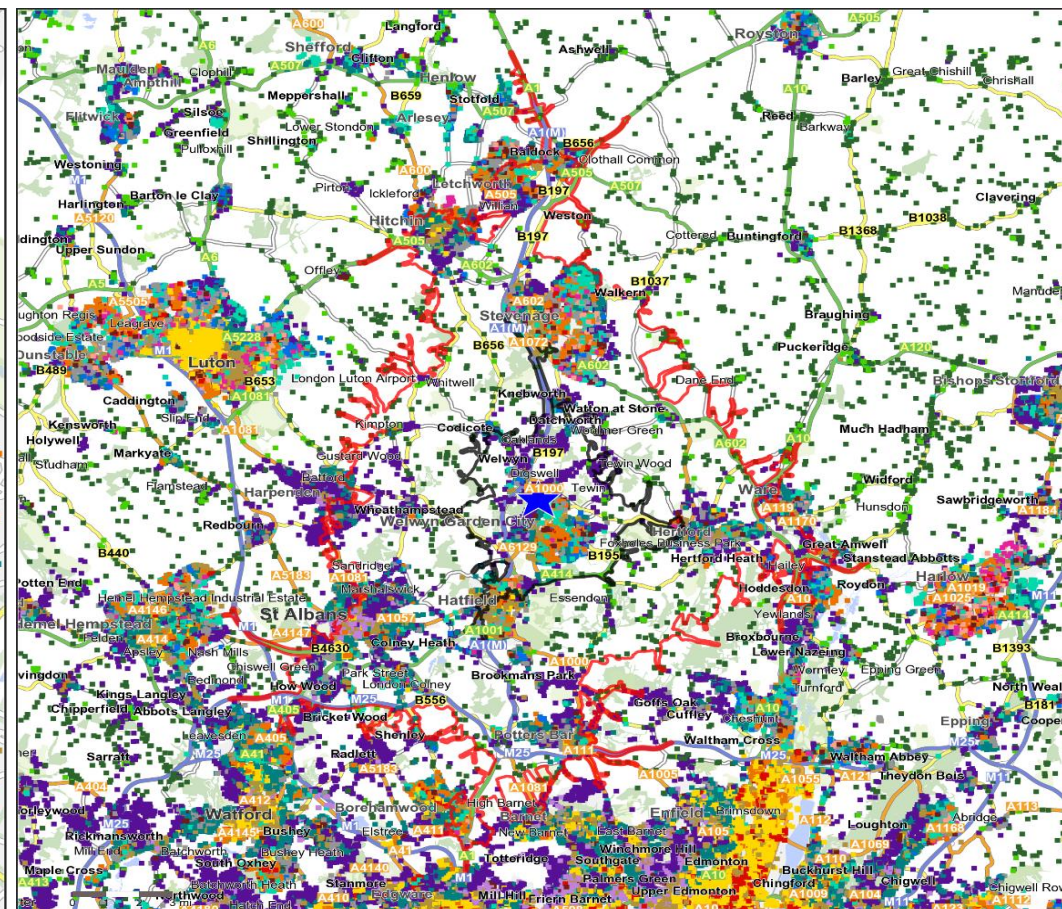
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	356	15.1	46	895	13.1	39	56,020	15.1	45
Medium (7-13)	782	33.1	100	1,895	27.7	84	105,068	28.3	85
High (14-19)	1,135	48.1	169	3,662	53.5	188	193,204	52.0	183

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

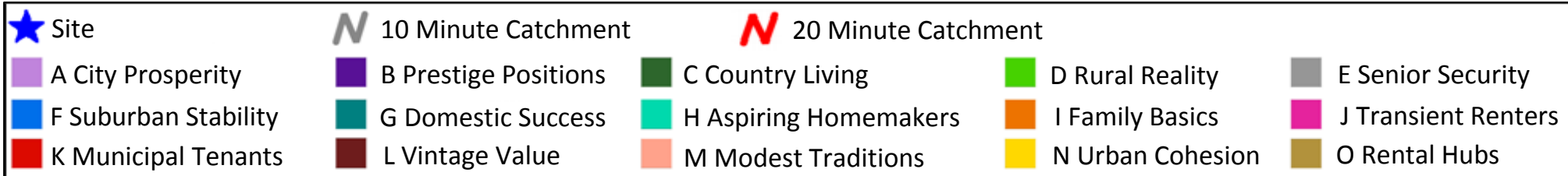
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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



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	1	228
A02	Uptown Elite	0	2	42	5,589
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	1,606
B05	Premium Fortunes	30	140	1,887	14,713
B06	Diamond Days	90	705	4,835	17,569
B07	Alpha Families	70	415	3,480	17,409
B08	Bank of Mum and Dad	22	129	1,656	11,473
B09	Empty-Nest Adventure	0	0	101	3,476
C10	Wealthy Landowners	0	0	443	4,103
C11	Rural Vogue	0	0	23	508
C12	Scattered Homesteads	0	0	0	17
C13	Village Retirement	0	0	202	1,494
D14	Satellite Settlers	0	0	503	3,497
D15	Local Focus	0	0	0	999
D16	Outlying Seniors	0	0	0	670
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	113	464	2,425	20,267
E19	Bungalow Heaven	0	2	8	1,256
E20	Classic Grandparents	16	16	386	1,269
E21	Solo Retirees	336	821	2,786	10,606
F22	Boomerang Boarders	0	0	487	1,449
F23	Family Ties	52	143	1,273	4,177
F24	Fledgling Free	0	0	47	167
F25	Dependable Me	4	4	304	3,169
G26	Cafés and Catchments	38	451	3,006	29,653
G27	Thriving Independence	465	805	6,043	32,129
G28	Modern Parents	0	0	62	2,733
G29	Mid-Career Convention	0	0	645	3,294
H30	Primary Ambitions	369	665	5,367	22,973
H31	Affordable Fringe	0	0	0	719
H32	First-Rung Futures	0	16	566	2,281
H33	Contemporary Starts	0	0	1,065	8,570
H34	New Foundations	0	15	316	2,194
H35	Flying Solo	127	359	660	4,607

		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	409	867	8,967	37,741
I37	Budget Generations	0	0	0	593
I38	Economical Families	0	0	0	20
I39	Families on a Budget	0	0	0	145
J40	Value Rentals	0	0	0	158
J41	Youthful Endeavours	66	66	191	639
J42	Midlife Renters	10	81	466	6,187
J43	Renting Rooms	0	0	0	156
K44	Inner City Stalwarts	0	0	129	1,098
K45	City Diversity	0	0	54	387
K46	High Rise Residents	0	0	0	430
K47	Single Essentials	0	0	796	2,771
K48	Mature Workers	0	0	0	38
L49	Flatlet Seniors	0	0	280	1,146
L50	Pocket Pensions	0	63	1,341	4,926
L51	Retirement Communities	0	123	1,110	5,656
L52	Estate Veterans	19	19	428	2,197
L53	Seasoned Survivors	0	0	0	223
M54	Down-to-Earth Owners	0	0	6	175
M55	Back with the Folks	23	37	255	5,071
M56	Self Supporters	37	44	163	1,096
N57	Community Elders	0	0	546	2,822
N58	Culture & Comfort	0	0	76	1,699
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	211	3,396
O61	Career Builders	9	41	2,535	24,615
O62	Central Pulse	0	58	379	2,412
O63	Flexible Workforce	0	0	950	2,539
O64	Bus-Route Renters	54	288	3,384	11,682
O65	Learners & Earners	0	0	679	9,053
O66	Student Scene	0	0	455	2,052
U99	Unclassified	0	0	527	5,391
Total		2,359	6,839	62,547	371,378

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. 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

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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 cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



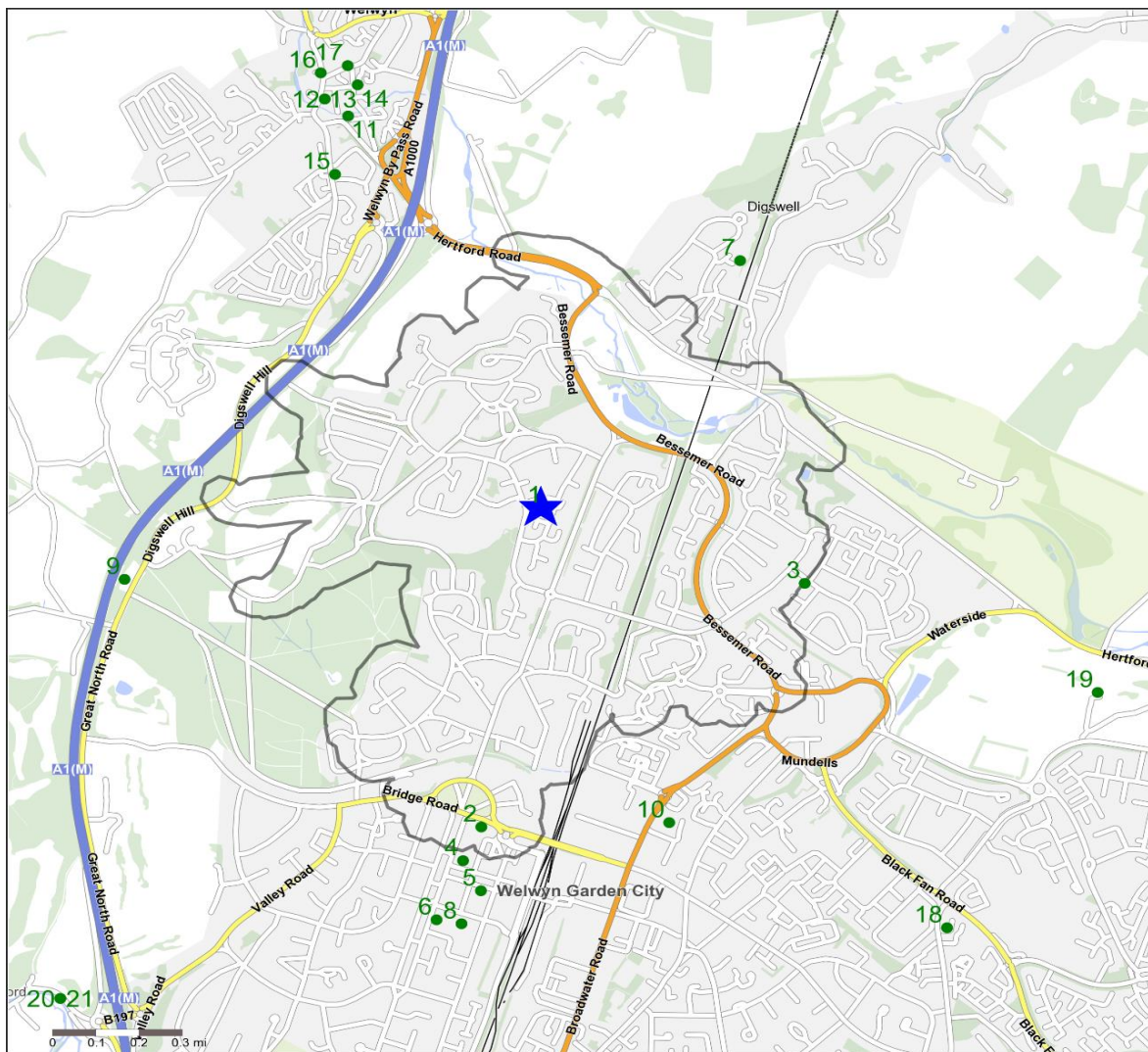
- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

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	1,418	20.7	68	1,323	19.3	118	4,099	59.9	115		
Male: Alone	738	10.8	36	849	12.4	80	5,253	76.8	144		
Male: Group	1,090	15.9	70	893	13.1	50	4,858	71.0	143		
Male: Pair	814	11.9	46	901	13.2	86	5,126	74.9	131		
Mixed Sex: Group	780	11.4	50	1,931	28.2	88	4,128	60.4	137		
Mixed Sex: Pair	752	11.0	47	2,095	30.6	94	3,993	58.4	137		
With Children	1,657	24.2	84	1,616	23.6	140	3,567	52.1	99		
Unknown	1,107	16.2	49	3,094	45.2	252	2,639	38.6	81		
For Eating:											
Upmarket	2,171	31.7	104	2,252	32.9	158	2,417	35.3	75		
Midmarket	1,892	27.7	81	1,294	18.9	210	3,653	53.4	97		
Downmarket	1,152	16.8	76	1,606	23.5	67	4,082	59.7	144		
For Drinking (monthly spend):											
Nothing	1,857	27.1	90	853	12.5	53	4,130	60.4	135		
Low (less than £10)	2,148	31.4	105	1,241	18.1	77	3,451	50.5	111		
Medium (Between £10 and £40)	2,346	34.3	112	744	10.9	61	3,749	54.8	109		
High (Greater than £40)	1,526	22.3	86	1,939	28.3	138	3,375	49.3	94		

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	105,545	28.4	94	87,336	23.5	144	173,108	46.6	90		
Male: Alone	63,695	17.2	58	73,918	19.9	128	228,377	61.5	115		
Male: Group	76,462	20.6	90	66,383	17.9	68	223,144	60.1	121		
Male: Pair	70,497	19.0	73	24,173	6.5	43	271,319	73.1	127		
Mixed Sex: Group	64,413	17.3	76	103,192	27.8	87	198,385	53.4	122		
Mixed Sex: Pair	65,661	17.7	75	135,041	36.4	112	165,288	44.5	104		
With Children	72,711	19.6	68	72,113	19.4	115	221,166	59.6	112		
Unknown	79,204	21.3	65	126,304	34.0	190	160,482	43.2	90		
For Eating:											
Upmarket	151,633	40.8	133	111,648	30.1	144	102,709	27.7	59		
Midmarket	146,865	39.5	115	50,327	13.6	150	168,797	45.5	82		
Downmarket	62,606	16.9	76	97,343	26.2	75	206,041	55.5	133		
For Drinking (monthly spend):											
Nothing	97,470	26.2	87	77,011	20.7	88	191,508	51.6	115		
Low (less than £10)	117,768	31.7	106	75,124	20.2	86	173,098	46.6	103		
Medium (Between £10 and £40)	144,040	38.8	127	63,978	17.2	97	157,971	42.5	85		
High (Greater than £40)	131,467	35.4	137	88,529	23.8	116	145,993	39.3	75		

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	Hedgehog, AL 8 7RH	Star Pubs & Bars	0.0	0.1
2	Club 67, AL 8 6TP	Independent Free	18.7	3.5
3	Sheldan Inn, AL 7 1NB	Admiral Taverns Ltd	20.2	3.5
4	Two Willows, AL 8 6AL	Stonegate Pub Company	20.8	4.0
5	Bills, AL 8 6BJ	Bills	22.6	4.5
6	Parkway Bar And Diner, AL 8 6JQ	Ei Group	23.5	4.4
7	Cowper Arms, AL 6 0EA	McMullen & Sons Ltd	24.1	3.8
8	Doctors Tonic, AL 8 6PR	Greene King	24.1	4.6
9	Red Lion, AL 6 9AJ	Mitchells & Butlers	25.7	4.2
10	Bakehouse, AL 7 1HH	Marston's	29.9	5.2
11	White Hart, AL 6 9EN	Wells and Youngs	30.2	3.5
12	Stable Door Bar Bistro, AL 6 9EQ	Independent Free	32.3	3.8
13	Tavern, AL 6 9EQ	McMullen & Sons Ltd	32.3	3.8
14	White Horse, AL 6 9ET	Punch Pub Company	33.2	4.1
15	Steamer, AL 6 9DP	McMullen & Sons Ltd	34.1	4.0
16	Wellington, AL 6 9LZ	Innventure	34.1	4.0
17	Rose & Crown, AL 6 9LX	Star Pubs & Bars	34.1	4.1
18	Attimore Hall, AL 7 2AD	Mitchells & Butlers	35.9	5.4
19	Fairway Tavern, AL 7 2ED	Independent Free	39.8	5.8
20	Long Arm & Short Arm, AL 8 7TN	McMullen & Sons Ltd	41.0	7.0