

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	3	191
Catchment Adults 18+	1,538	6,265	247,196
Catchment Adults 18+ Per Pub	769	2,088	1,294
Populaton Projection 2018 to 2028 (% change)	13.16%	12.26%	9.05%

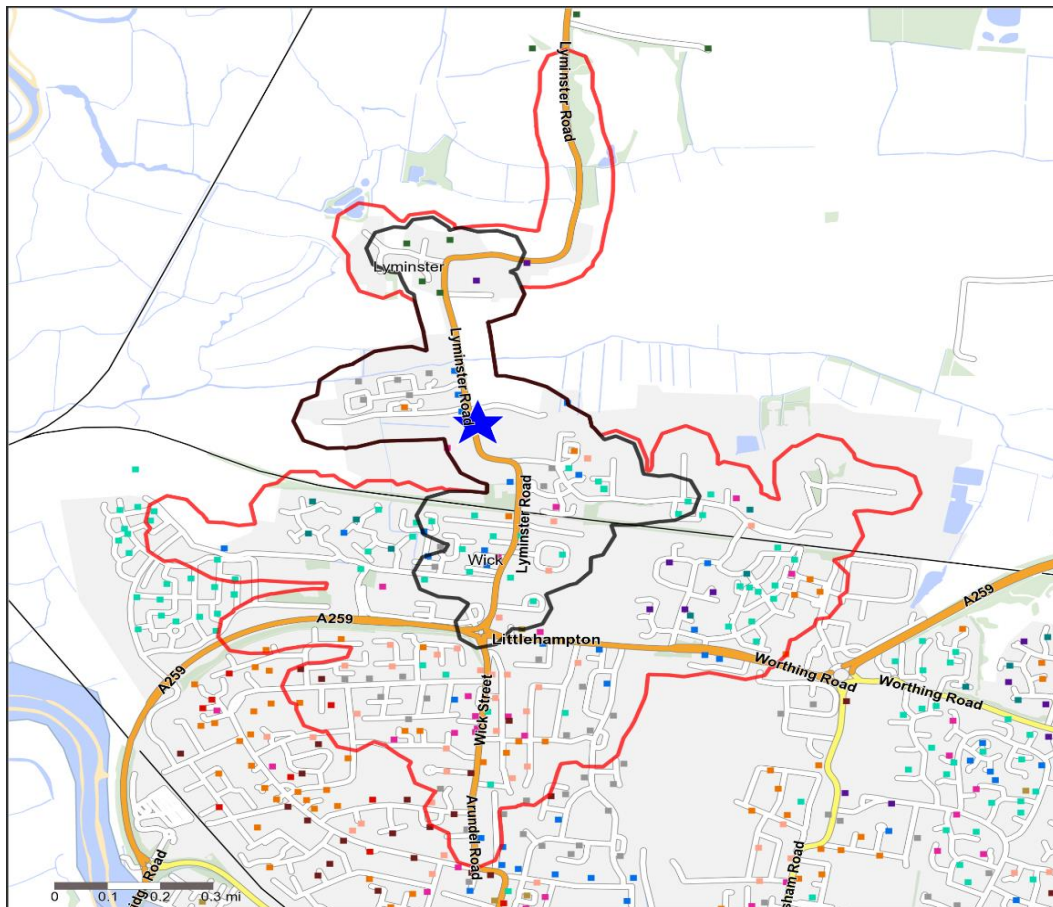
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,118	72.7	140	1	High Street Pub	4,461	71.2	137	1	High Street Pub	173,397	70.1	135
2	Community Pub	975	63.4	136	2	Community Pub	3,868	61.7	132	2	Community Pub	129,040	52.2	112
3	Premium Local	752	48.9	78	3	Premium Local	2,560	40.9	65	3	Premium Local	120,183	48.6	77
4	Great Pub Great Food	555	36.1	279	4	Bit of Style	1,448	23.1	179	4	Great Pub Great Food	97,937	39.6	306
5	Bit of Style	192	12.5	31	5	Circuit Bar	1,291	20.6	51	5	Bit of Style	53,028	21.5	53
6	Circuit Bar	123	8.0	30	6	Great Pub Great Food	1,230	19.6	73	6	Circuit Bar	36,639	14.8	55
7	Craft Led	60	3.9	38	7	Craft Led	365	5.8	57	7	Craft Led	11,962	4.8	47

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	81	5.3	60	353	5.6	64	19,400	7.8	89
C1	188	12.2	100	789	12.6	103	30,707	12.4	101
C2	165	10.7	130	711	11.3	137	20,496	8.3	100
DE	164	10.7	104	755	12.1	117	21,269	8.6	84

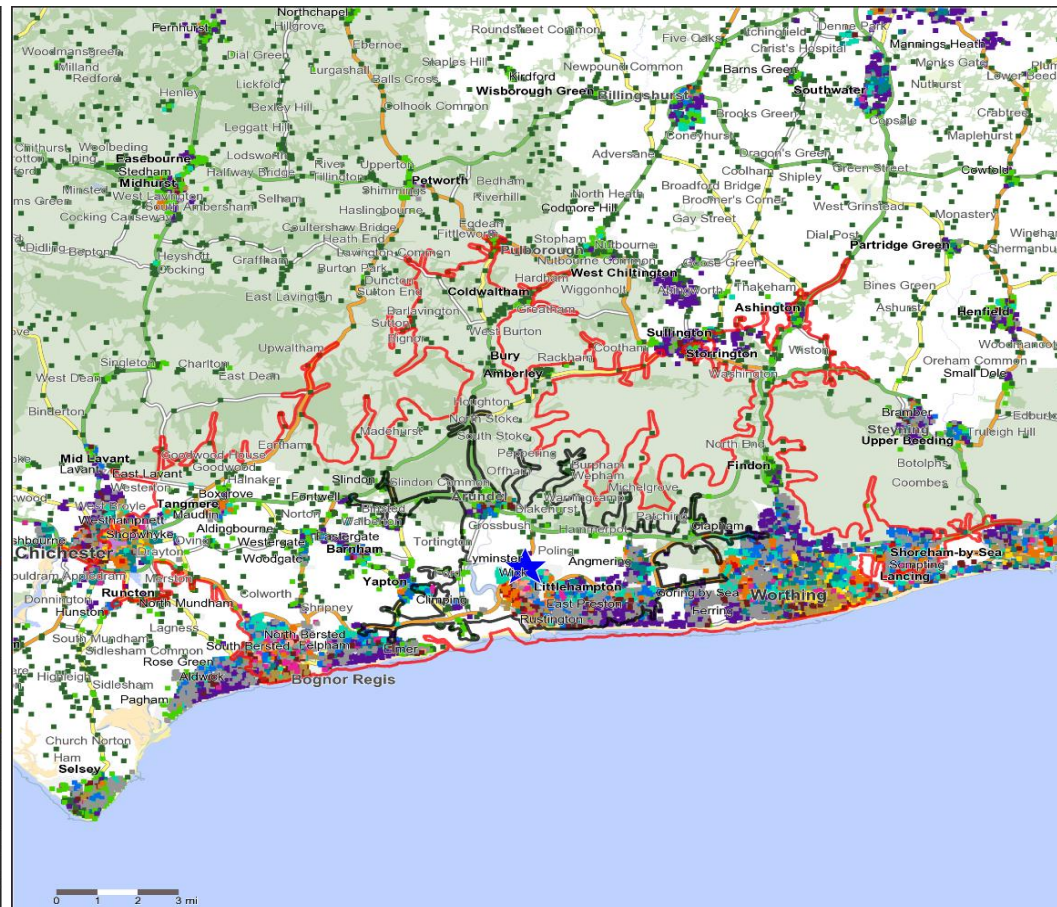
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	340	22.1	67	2,023	32.3	97	53,396	21.6	65
Medium (7-13)	862	56.0	169	3,122	49.8	150	82,209	33.3	100
High (14-19)	273	17.8	62	1,119	17.9	63	93,483	37.8	133

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

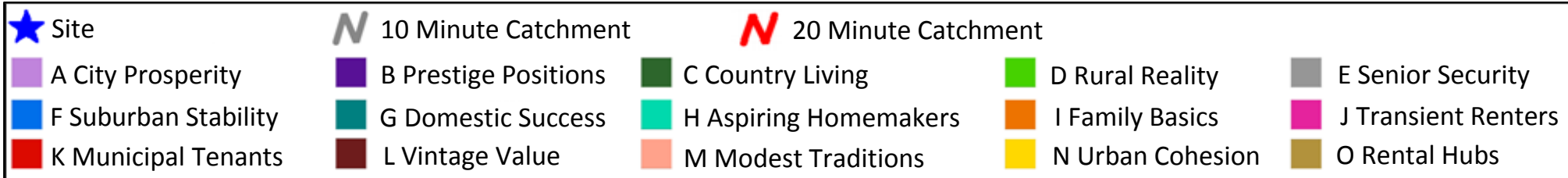
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	31	629
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	6
B05	Premium Fortunes	0	0	131	470
B06	Diamond Days	8	13	1,874	6,310
B07	Alpha Families	0	0	1,134	4,506
B08	Bank of Mum and Dad	0	0	689	4,792
B09	Empty-Nest Adventure	0	193	1,134	3,772
C10	Wealthy Landowners	10	15	661	4,889
C11	Rural Vogue	15	23	249	1,318
C12	Scattered Homesteads	0	0	57	134
C13	Village Retirement	18	28	1,058	5,038
D14	Satellite Settlers	8	13	1,047	5,897
D15	Local Focus	0	0	223	1,454
D16	Outlying Seniors	0	0	247	1,013
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	3,377	12,247
E19	Bungalow Heaven	263	699	6,709	22,377
E20	Classic Grandparents	0	2	807	3,638
E21	Solo Retirees	46	178	2,488	9,495
F22	Boomerang Boarders	5	58	1,112	4,899
F23	Family Ties	60	96	969	5,437
F24	Fledgling Free	44	110	574	2,073
F25	Dependable Me	56	194	1,459	5,479
G26	Cafés and Catchments	0	0	0	3,180
G27	Thriving Independence	3	17	1,328	10,546
G28	Modern Parents	0	108	1,046	1,443
G29	Mid-Career Convention	14	63	1,023	4,638
H30	Primary Ambitions	57	207	2,281	16,645
H31	Affordable Fringe	375	382	1,096	2,512
H32	First-Rung Futures	22	233	1,612	4,336
H33	Contemporary Starts	13	573	1,471	4,679
H34	New Foundations	47	180	400	991
H35	Flying Solo	38	66	241	2,063

		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	46	174	2,080	13,096
I37	Budget Generations	75	454	736	1,544
I38	Economical Families	0	224	407	498
I39	Families on a Budget	0	53	260	882
J40	Value Rentals	0	0	0	69
J41	Youthful Endeavours	0	148	236	935
J42	Midlife Renters	125	315	1,929	8,683
J43	Renting Rooms	0	65	488	3,030
K44	Inner City Stalwarts	0	0	0	142
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	143
K47	Single Essentials	0	66	354	1,758
K48	Mature Workers	0	0	7	36
L49	Flatlet Seniors	0	0	213	1,792
L50	Pocket Pensions	0	51	979	3,038
L51	Retirement Communities	0	4	3,644	12,596
L52	Estate Veterans	0	123	392	2,037
L53	Seasoned Survivors	0	45	174	474
M54	Down-to-Earth Owners	0	54	249	440
M55	Back with the Folks	162	673	1,574	3,543
M56	Self Supporters	28	341	610	1,311
N57	Community Elders	0	0	0	255
N58	Culture & Comfort	0	0	0	5
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	148	8,562
O61	Career Builders	0	0	237	1,994
O62	Central Pulse	0	0	0	291
O63	Flexible Workforce	0	0	82	873
O64	Bus-Route Renters	4	25	3,209	20,066
O65	Learners & Earners	0	0	0	646
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	557	1,551
Total		1,542	6,266	55,093	247,196

Top 3 Mosaic Types in a 20 Minute Walktime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



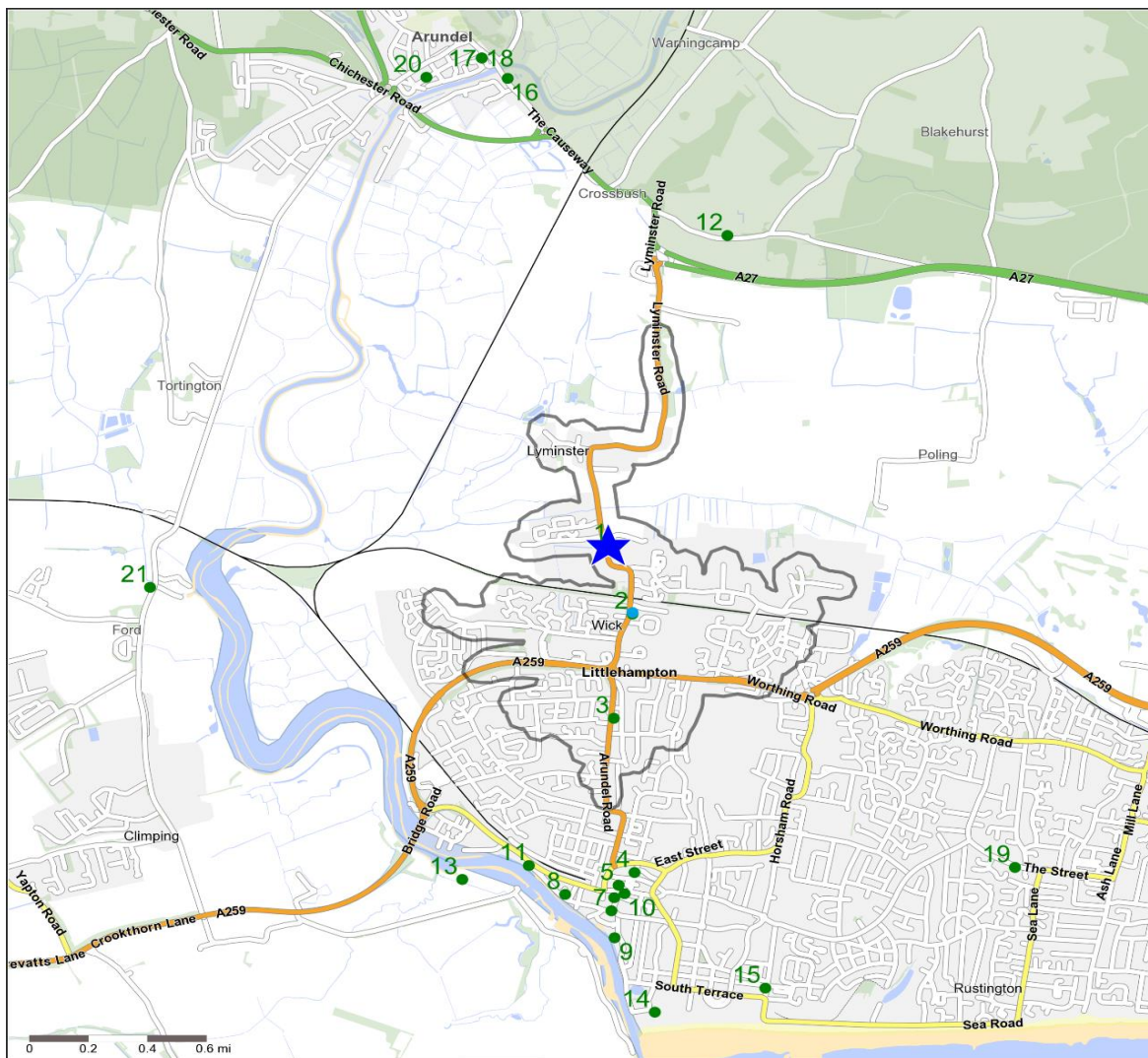
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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	2,524	40.3	133	1,088	17.4	106	2,653	42.3	81		
Male: Alone	2,369	37.8	127	307	4.9	31	3,588	57.3	107		
Male: Group	1,574	25.1	110	2,198	35.1	134	2,493	39.8	80		
Male: Pair	1,793	28.6	110	1,459	23.3	153	3,013	48.1	84		
Mixed Sex: Group	1,954	31.2	136	2,716	43.4	136	1,595	25.5	58		
Mixed Sex: Pair	2,187	34.9	149	2,105	33.6	103	1,973	31.5	74		
With Children	3,048	48.7	168	1,217	19.4	115	2,000	31.9	60		
Unknown	2,251	35.9	109	1,527	24.4	136	2,488	39.7	83		
For Eating:											
Upmarket	2,596	41.4	135	1,298	20.7	100	2,372	37.9	80		
Midmarket	2,181	34.8	101	441	7.0	78	3,643	58.1	105		
Downmarket	2,477	39.5	178	2,844	45.4	130	944	15.1	36		
For Drinking (monthly spend):											
Nothing	2,389	38.1	126	1,749	27.9	118	2,127	34.0	76		
Low (less than £10)	2,276	36.3	122	1,830	29.2	124	2,160	34.5	76		
Medium (Between £10 and £40)	2,248	35.9	117	456	7.3	41	3,562	56.9	113		
High (Greater than £40)	1,788	28.5	110	902	14.4	70	3,575	57.1	109		

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	84,649	34.2	113	34,038	13.8	84	126,957	51.4	99	
Male: Alone	84,301	34.1	115	22,102	8.9	57	139,242	56.3	106	
Male: Group	66,291	26.8	117	69,709	28.2	108	109,645	44.4	89	
Male: Pair	77,649	31.4	120	25,874	10.5	69	142,122	57.5	100	
Mixed Sex: Group	61,160	24.7	108	89,651	36.3	114	94,833	38.4	87	
Mixed Sex: Pair	68,031	27.5	117	90,910	36.8	113	86,704	35.1	82	
With Children	73,749	29.8	103	33,312	13.5	80	138,583	56.1	106	
Unknown	45,362	18.4	56	77,735	31.4	175	122,548	49.6	103	
For Eating:										
Upmarket	86,376	34.9	114	46,581	18.8	91	112,687	45.6	96	
Midmarket	87,057	35.2	103	17,611	7.1	79	140,977	57.0	103	
Downmarket	67,456	27.3	123	84,625	34.2	98	93,563	37.8	91	
For Drinking (monthly spend):										
Nothing	70,399	28.5	94	68,921	27.9	118	106,325	43.0	96	
Low (less than £10)	76,972	31.1	104	83,039	33.6	143	85,634	34.6	76	
Medium (Between £10 and £40)	73,213	29.6	97	40,795	16.5	93	131,636	53.3	106	
High (Greater than £40)	58,400	23.6	91	52,874	21.4	104	134,371	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	Six Bells, BN17 7PS	Star Pubs & Bars	0.0	0.3
2	Locomotive, BN17 7LW	Star Pubs & Bars	6.0	1.0
3	Dewdrop Inn, BN17 7JS	Independent Free	14.5	2.5
4	Tap And Barrel, BN17 6EU	Independent Free	28.7	4.8
5	Crown Hotel, BN17 5EG	Hawthorn Leisure	28.7	5.8
6	George Inn, BN17 5BG	Wetherspoon	29.3	5.7
7	White Hart, BN17 5BH	Wellington	30.2	5.5
8	Steampacket, BN17 5BZ	Admiral Taverns Ltd	31.7	5.3
9	Empress, BN17 5AD	Independent Free	32.3	6.4
10	Dolphin Hotel, BN17 5ED	Star Pubs & Bars	32.6	6.0
11	Arun View, BN17 5DD	Ei Group	32.9	4.6
12	Crossbush, BN18 9PQ	Whitbread	34.1	4.0
13	Boathouse, BN17 5DS	Independent Free	39.2	5.0
14	Windmill, BN17 5LH	Mitchells & Butlers	39.2	7.1
15	New Inn, BN17 5PL	Ei Group	42.9	7.8
16	White Hart, BN18 9JG	Harvey	43.5	5.0
17	Red Lion, BN18 9AG	Star Pubs & Bars	45.6	5.4
18	Swan Hotel, BN18 9AG	Fuller Smith & Turner	45.6	5.4
19	Lamb Inn, BN16 3NU	Greene King	48.3	7.3
20	Kings Arms, BN18 9DN	Wellington	50.4	6.6