

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	8	8	187
Catchment Adults 18+	4,763	9,162	219,590
Catchment Adults 18+ Per Pub	595	1,145	1,174
Populaton Projection 2020 to 2030 (% change)	1.94%	2.70%	5.93%

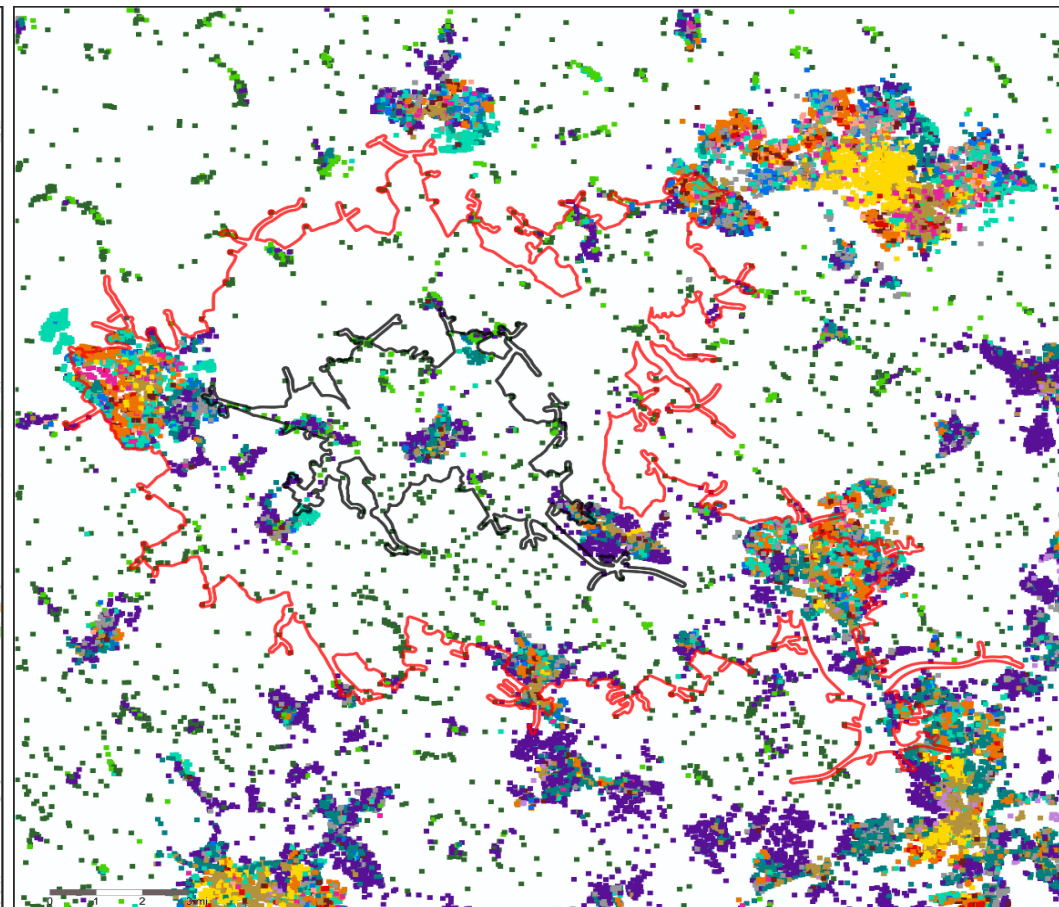
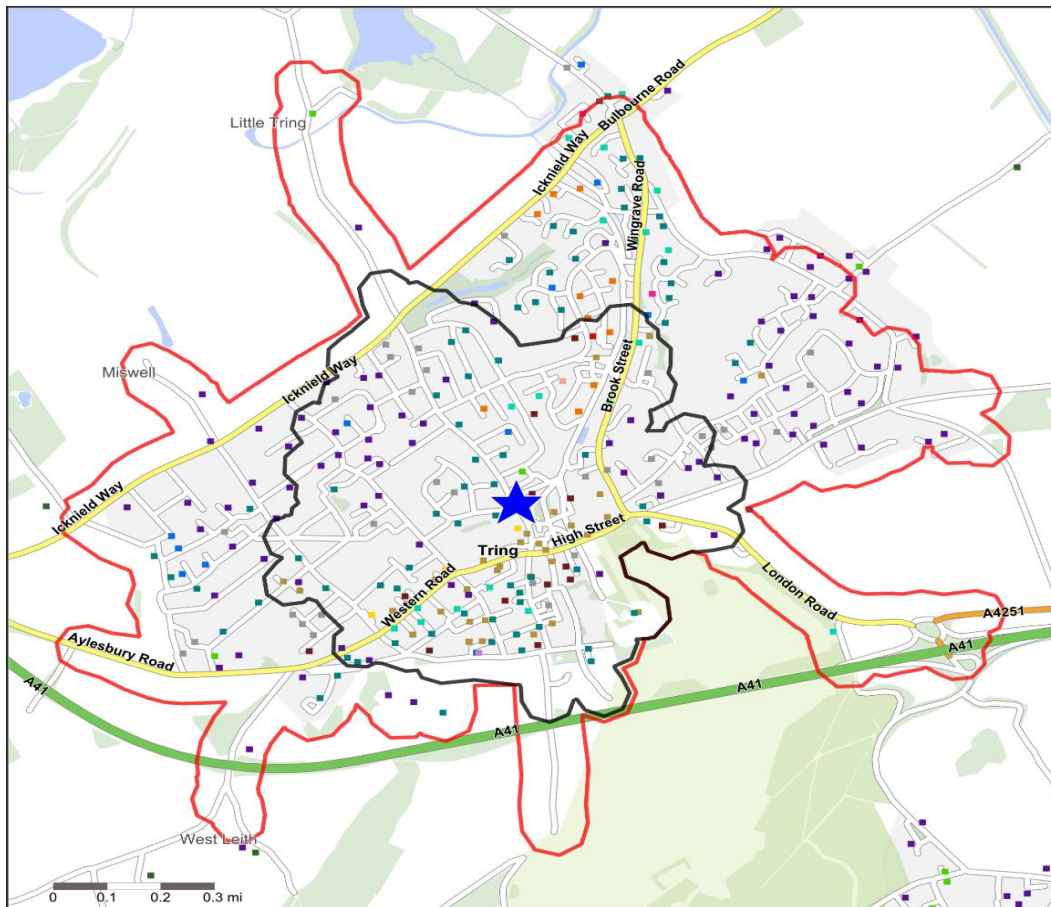
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	3,798	79.7	152	1	Premium Local	7,824	85.4	163	1	Premium Local	150,403	68.5	130
2	High Street Pub	3,689	77.5	165	2	Great Pub Great Food	7,282	79.5	169	2	High Street Pub	146,775	66.8	142
3	Great Pub Great Food	3,642	76.5	120	3	High Street Pub	6,345	69.3	108	3	Great Pub Great Food	134,104	61.1	96
4	Bit of Style	2,364	49.6	346	4	Bit of Style	4,161	45.4	317	4	Community Pub	86,084	39.2	274
5	Community Pub	1,971	41.4	102	5	Community Pub	2,860	31.2	77	5	Bit of Style	83,053	37.8	94
6	Craft Led	627	13.2	46	6	Craft Led	704	7.7	27	6	Circuit Bar	22,972	10.5	36
7	Circuit Bar	266	5.6	49	7	Circuit Bar	375	4.1	36	7	Craft Led	19,689	9.0	79

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	660	13.9	156	1,325	14.5	163	25,505	11.6	131
C1	636	13.4	109	1,217	13.3	108	29,588	13.5	110
C2	344	7.2	87	644	7.0	85	17,555	8.0	97
DE	254	5.3	52	459	5.0	49	16,251	7.4	72

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)	485	10.2	31	722	7.9	24	35,489	16.2	49
Medium (7-13)	1,190	25.0	75	2,101	22.9	69	66,057	30.1	91
High (14-19)	2,663	55.9	196	5,830	63.6	223	112,557	51.3	180

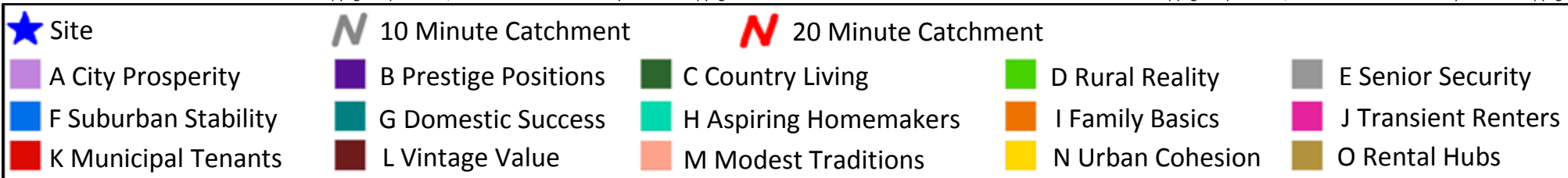
**Mosaic Groups in 10 and 20 Minute WT Catchment Areas**

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



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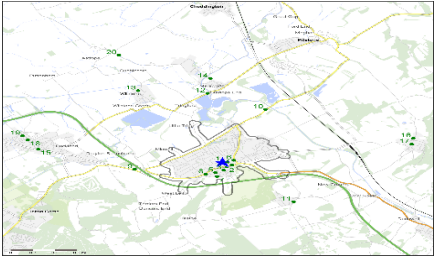
# Adults 18+ by Mosaic Type in Each Catchment

			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	8
A02	Uptown Elite		3	3	10	872
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		11	97	659	4,665
B06	Diamond Days		169	414	917	8,526
B07	Alpha Families		418	1,056	3,375	14,020
B08	Bank of Mum and Dad		158	588	1,305	7,403
B09	Empty-Nest Adventure		133	238	412	2,499
C10	Wealthy Landowners		0	26	1,521	8,457
C11	Rural Vogue		0	7	190	888
C12	Scattered Homesteads		0	0	0	6
C13	Village Retirement		0	43	967	2,955
D14	Satellite Settlers		0	49	1,783	5,849
D15	Local Focus		0	0	468	1,226
D16	Outlying Seniors		70	70	456	753
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		453	742	1,170	7,479
E19	Bungalow Heaven		31	35	467	1,551
E20	Classic Grandparents		14	45	60	900
E21	Solo Retirees		17	17	53	3,607
F22	Boomerang Boarders		87	121	121	1,959
F23	Family Ties		0	124	218	4,008
F24	Fledgling Free		0	0	0	106
F25	Dependable Me		14	167	243	2,334
G26	Cafés and Catchments		134	213	312	9,320
G27	Thriving Independence		831	1,799	2,431	17,177
G28	Modern Parents		0	38	698	1,760
G29	Mid-Career Convention		407	824	1,416	6,439
H30	Primary Ambitions		264	373	451	20,749
H31	Affordable Fringe		0	0	0	553
H32	First-Rung Futures		0	0	0	1,054
H33	Contemporary Starts		145	241	1,075	7,071
H34	New Foundations		0	14	303	1,406
H35	Flying Solo		6	6	123	1,221

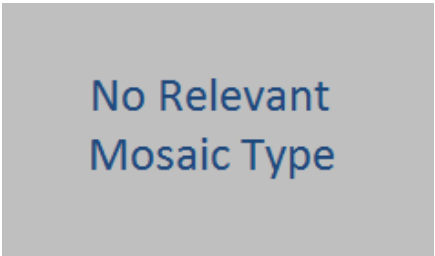
			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy		204	482	669	26,250
I37	Budget Generations		0	0	0	344
I38	Economical Families		0	0	0	0
I39	Families on a Budget		0	0	0	455
J40	Value Rentals		0	0	0	10
J41	Youthful Endeavours		0	0	0	515
J42	Midlife Renters		12	55	118	4,705
J43	Renting Rooms		0	0	0	407
K44	Inner City Stalwarts		0	0	0	158
K45	City Diversity		0	0	0	241
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		47	47	47	1,450
K48	Mature Workers		0	0	0	0
L49	Flatlet Seniors		0	0	0	676
L50	Pocket Pensions		74	74	144	2,389
L51	Retirement Communities		240	257	464	2,976
L52	Estate Veterans		57	57	57	1,902
L53	Seasoned Survivors		0	0	0	99
M54	Down-to-Earth Owners		0	0	0	87
M55	Back with the Folks		71	71	71	2,430
M56	Self Supporters		0	0	0	524
N57	Community Elders		0	0	0	1,038
N58	Culture & Comfort		0	0	0	640
N59	Large Family Living		0	0	0	622
N60	Ageing Access		50	50	52	2,183
O61	Career Builders		574	651	814	12,415
O62	Central Pulse		0	0	0	2,301
O63	Flexible Workforce		0	0	0	1,219
O64	Bus-Route Renters		68	68	94	6,705
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	29
U99	Unclassified		0	0	0	0
<b>Total</b>			<b>4,762</b>	<b>9,162</b>	<b>23,734</b>	<b>219,591</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

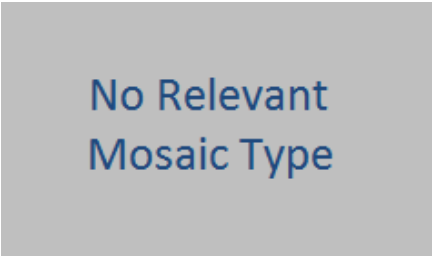
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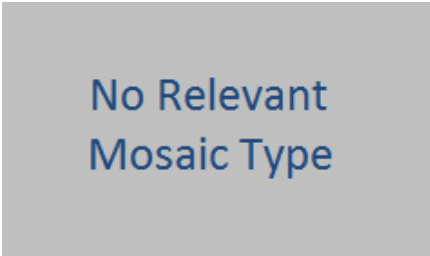


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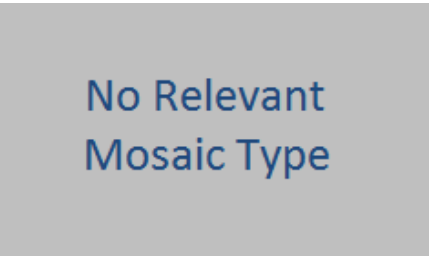


## Top 3 Mosaic Types in a 20 Minute Drivetime

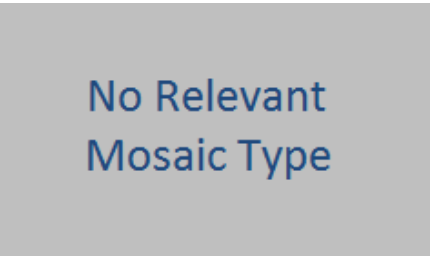
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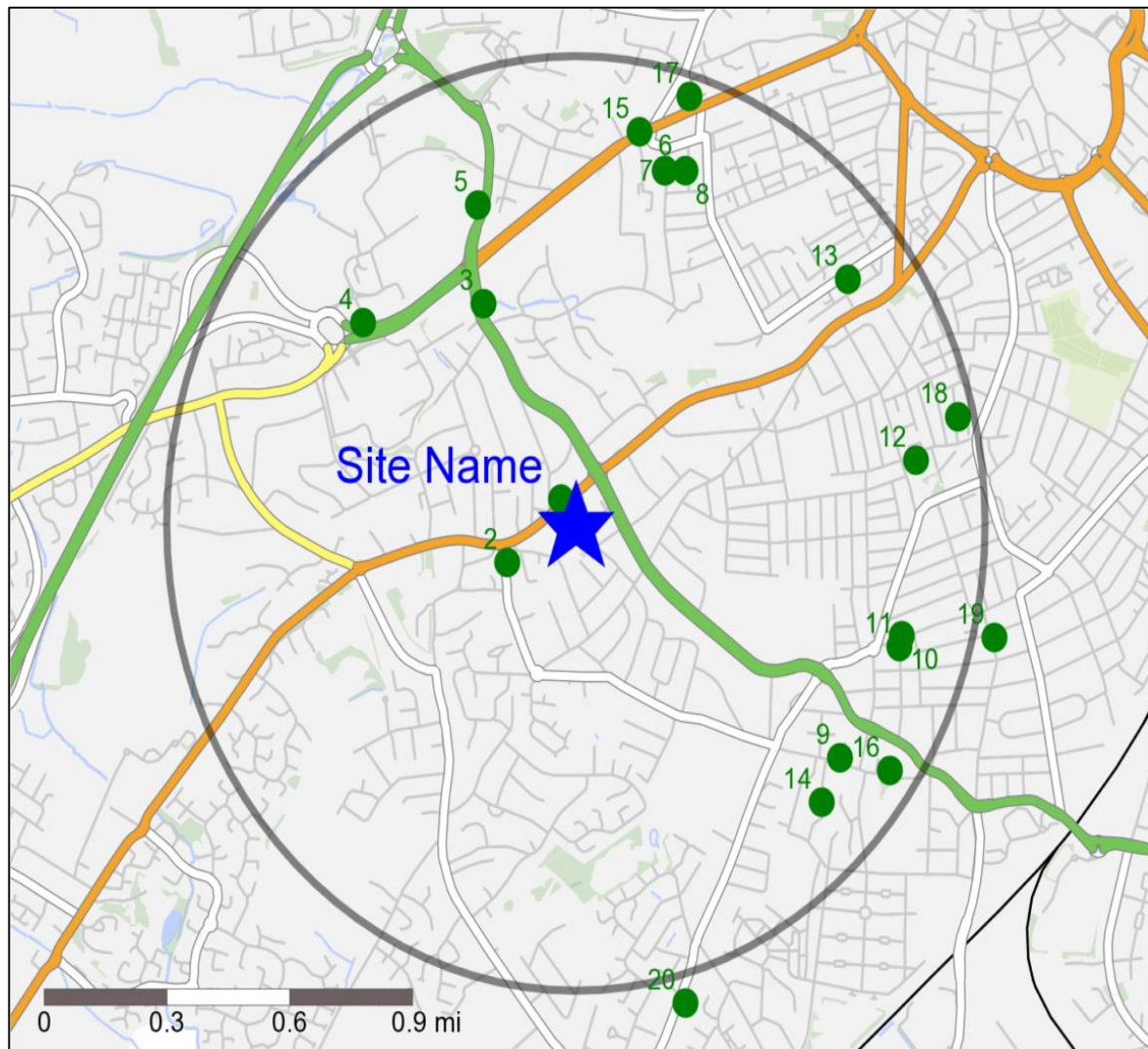
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	1,792	19.6	61	2,238	24.4	144	5,131	56.0	110		
Male: Alone	1,057	11.5	39	3,362	36.7	221	4,743	51.8	97		
Male: Group	875	9.6	42	2,025	22.1	82	6,261	68.3	136		
Male: Pair	927	10.1	39	197	2.2	14	8,037	87.7	150		
Mixed Sex: Group	946	10.3	42	2,355	25.7	80	5,861	64.0	148		
Mixed Sex: Pair	1,983	21.6	89	2,368	25.8	78	4,810	52.5	123		
With Children	738	8.1	27	1,961	21.4	122	6,462	70.5	134		
Unknown	1,591	17.4	50	2,126	23.2	125	5,445	59.4	127		
<b>For Eating:</b>											
Upmarket	3,329	36.3	113	3,494	38.1	176	2,338	25.5	55		
Midmarket	2,361	25.8	71	491	5.4	59	6,310	68.9	126		
Downmarket	969	10.6	46	2,673	29.2	83	5,519	60.2	145		
<b>For Drinking (monthly spend):</b>											
Nothing	1,971	21.5	70	1,666	18.2	77	5,524	60.3	132		
Low (less than £10)	3,144	34.3	116	933	10.2	43	5,084	55.5	119		
Medium (Between £10 and £40)	3,199	34.9	113	1,844	20.1	111	4,119	45.0	88		
High (Greater than £40)	2,469	26.9	102	3,228	35.2	170	3,464	37.8	72		

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	66,510	30.3	94	61,063	27.8	164	92,018	41.9	83	
Male: Alone	34,517	15.7	53	40,607	18.5	112	144,467	65.8	123	
Male: Group	38,516	17.5	77	47,189	21.5	80	133,886	61.0	122	
Male: Pair	37,109	16.9	65	10,470	4.8	31	172,012	78.3	134	
Mixed Sex: Group	34,424	15.7	64	82,497	37.6	117	102,669	46.8	108	
Mixed Sex: Pair	45,386	20.7	85	84,763	38.6	117	89,442	40.7	95	
With Children	47,358	21.6	73	51,719	23.6	134	120,514	54.9	104	
Unknown	56,163	25.6	74	68,616	31.2	169	94,812	43.2	92	
<b>For Eating:</b>										
Upmarket	87,612	39.9	124	69,768	31.8	147	62,210	28.3	61	
Midmarket	80,337	36.6	101	29,313	13.3	146	109,941	50.1	91	
Downmarket	40,204	18.3	79	70,287	32.0	91	109,099	49.7	120	
<b>For Drinking (monthly spend):</b>										
Nothing	71,496	32.6	106	35,737	16.3	69	112,357	51.2	112	
Low (less than £10)	73,945	33.7	113	50,453	23.0	97	95,192	43.3	93	
Medium (Between £10 and £40)	77,950	35.5	115	46,135	21.0	116	95,506	43.5	85	
High (Greater than £40)	69,470	31.6	120	53,910	24.6	118	96,210	43.8	83	



## 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	Black Horse, HP23 5AZ	Star Pubs & Bars	0.3	0.1
2	Bell, HP23 5AA	Greene King	3.0	0.6
3	Akeman, HP23 6AA	Oakman Inns & Restaurants	3.6	1.0
4	Coluco, HP23 5AG	Independent Free	3.6	1.1
5	Kings Arms, HP23 6BE	Independent Free	6.3	1.6
6	Robin Hood, HP23 5ED	Fuller Smith & Turner	6.3	1.9
7	Castle, HP23 6BN	Unknown	8.8	1.9
8	Anchor, HP23 4BH	Greene King	9.1	1.7
9	Crows Nest, HP23 4LD	Whitbread	29.0	4.0
10	Grand Junction Arms, HP23 5QE	Punch Pub Company	29.9	5.3
11	Greyhound, HP23 6EH	Star Pubs & Bars	33.8	5.9
12	Anglers Retreat, HP23 4LJ	Independent Free	36.8	5.2
13	Half Moon, HP23 4PD	Unknown	44.4	6.2
14	Red Lion, HP23 4LU	Independent Free	46.8	7.0
15	Bell, HP22 5HP	Mitchells & Butlers	56.7	7.5
16	Greyhound, HP23 5RT	Hall & Woodhouse	56.7	8.1
17	Valiant Trooper, HP23 5RW	Independent Free	56.7	8.3
18	Partridge Arms, HP22 5EX	Independent Free	67.0	8.5
19	Oak, HP22 5EU	Fuller Smith & Turner	70.5	9.1
20	Queens Head, HP23 4QL	Fuller Smith & Turner	118.1	7.6