

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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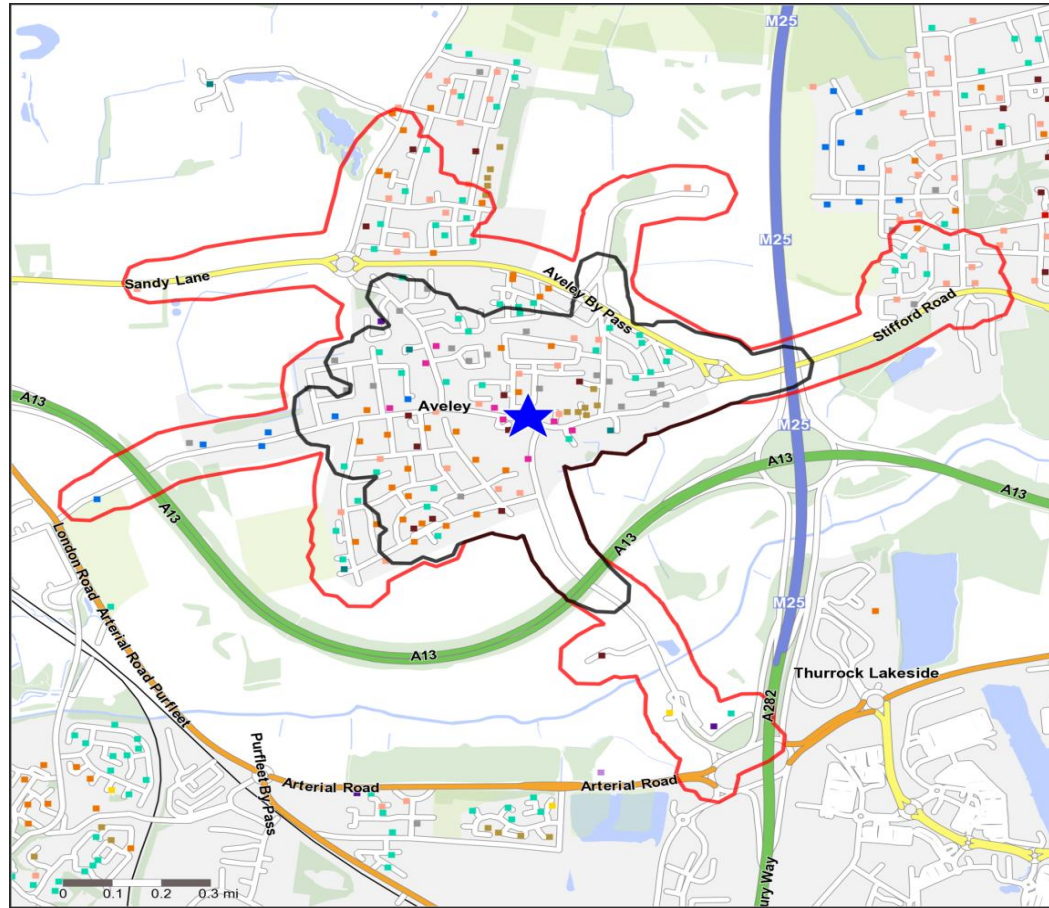
Number of Pubs	3	3	274
Catchment Adults 18+	3,911	6,386	576,298
Catchment Adults 18+ Per Pub	1,304	2,129	2,103
Populaton Projection 2018 to 2028 (% change)	8.81%	9.13%	11.92%

		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	3,484	89.1	172	1	High Street Pub	5,884	92.1	178	1	High Street Pub	471,325	81.8	158
2	Community Pub	2,942	75.2	161	2	Community Pub	4,548	71.2	153	2	Community Pub	314,409	54.6	117
3	Premium Local	1,219	31.2	49	3	Premium Local	2,198	34.4	55	3	Premium Local	274,915	47.7	76
4	Bit of Style	984	25.2	195	4	Bit of Style	1,675	26.2	203	4	Great Pub Great Food	225,987	39.2	303
5	Great Pub Great Food	715	18.3	45	5	Great Pub Great Food	1,617	25.3	63	5	Bit of Style	171,243	29.7	74
6	Circuit Bar	589	15.1	56	6	Circuit Bar	701	11.0	41	6	Circuit Bar	66,850	11.6	43
7	Craft Led	95	2.4	24	7	Craft Led	136	2.1	21	7	Craft Led	46,807	8.1	79

	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	181	4.6	52	288	4.5	51	40,074	7.0	79
C1	460	11.8	96	744	11.7	95	77,942	13.5	110
C2	420	10.7	130	730	11.4	138	56,043	9.7	118
DE	425	10.9	106	721	11.3	110	61,079	10.6	103

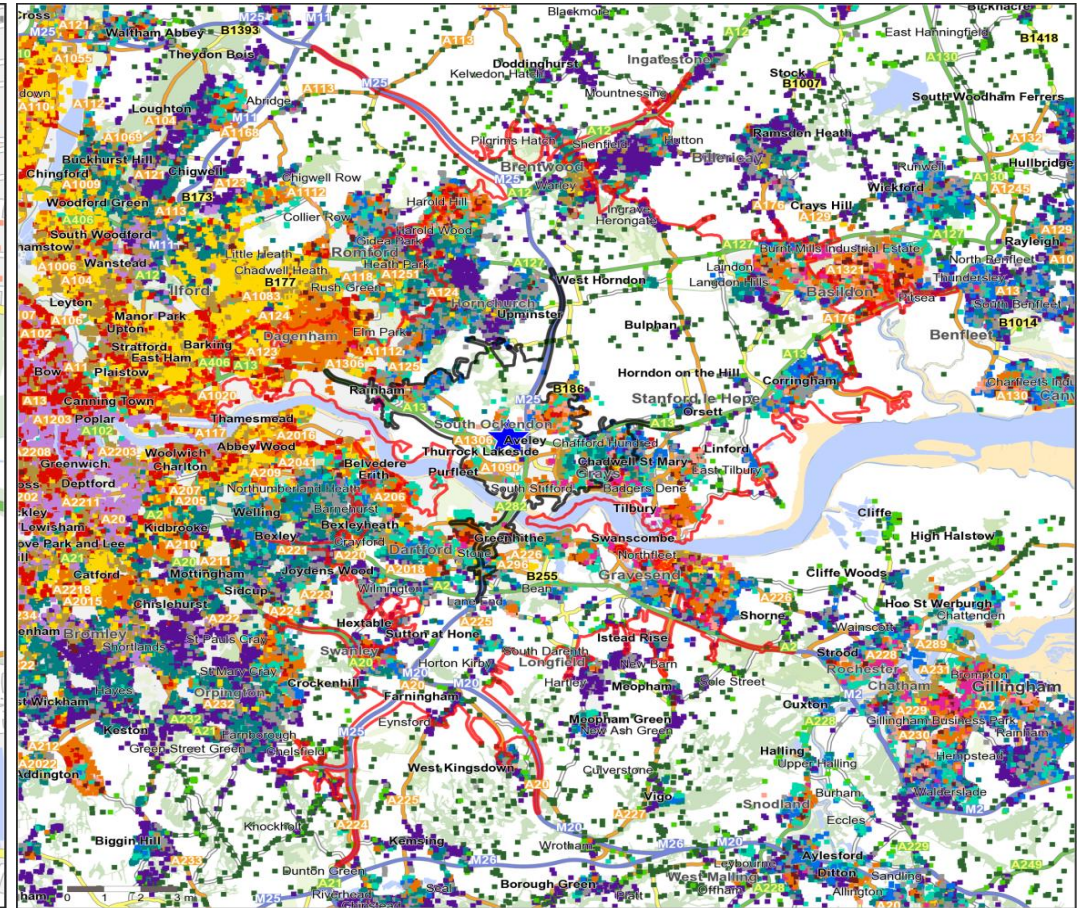
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	676	17.3	52	950	14.9	45	136,650	23.7	71
Medium (7-13)	2,277	58.2	176	3,802	59.5	180	218,142	37.9	114
High (14-19)	947	24.2	85	1,664	26.1	92	226,853	39.4	138

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

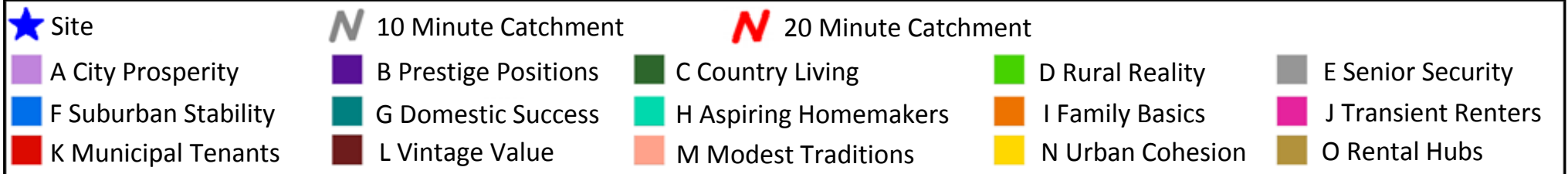


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	11	760
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	2	225
	B05	Premium Fortunes	0	0	67	4,663
	B06	Diamond Days	0	0	25	7,610
	B07	Alpha Families	0	0	18	5,667
	B08	Bank of Mum and Dad	57	99	665	10,208
	B09	Empty-Nest Adventure	0	0	72	3,145
	C10	Wealthy Landowners	0	0	58	2,498
	C11	Rural Vogue	0	0	63	459
	C12	Scattered Homesteads	0	0	1	38
	C13	Village Retirement	0	0	21	1,197
	D14	Satellite Settlers	0	0	26	2,177
	D15	Local Focus	0	0	0	167
	D16	Outlying Seniors	0	0	5	33
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	886	26,864
	E19	Bungalow Heaven	0	0	269	7,145
	E20	Classic Grandparents	137	224	1,422	14,623
	E21	Solo Retirees	823	916	3,190	23,494
	F22	Boomerang Boarders	23	199	2,606	16,719
	F23	Family Ties	0	0	2,557	18,609
	F24	Fledgling Free	0	0	0	672
	F25	Dependable Me	15	15	334	3,868
	G26	Cafés and Catchments	0	0	2,549	26,138
	G27	Thriving Independence	17	42	1,517	31,534
	G28	Modern Parents	0	0	1,208	3,257
	G29	Mid-Career Convention	16	28	32	5,546
	H30	Primary Ambitions	487	1,066	14,188	57,719
	H31	Affordable Fringe	115	183	1,086	4,574
	H32	First-Rung Futures	95	136	593	4,912
	H33	Contemporary Starts	216	250	455	5,115
	H34	New Foundations	153	153	263	3,531
	H35	Flying Solo	0	0	289	2,273

			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	494	638	4,674	82,427
	I37	Budget Generations	260	483	1,669	6,516
	I38	Economical Families	44	126	792	3,023
	I39	Families on a Budget	0	0	709	5,016
	J40	Value Rentals	0	0	175	362
	J41	Youthful Endeavours	0	0	386	3,176
	J42	Midlife Renters	199	223	1,864	14,030
	J43	Renting Rooms	14	17	397	3,328
	K44	Inner City Stalwarts	0	0	0	2,894
	K45	City Diversity	0	0	105	12,385
	K46	High Rise Residents	0	0	133	1,837
	K47	Single Essentials	0	0	1,127	9,751
	K48	Mature Workers	0	0	0	235
	L49	Flatlet Seniors	0	0	343	3,386
	L50	Pocket Pensions	213	213	780	5,417
	L51	Retirement Communities	0	0	171	4,980
	L52	Estate Veterans	18	25	181	6,911
	L53	Seasoned Survivors	34	203	821	3,314
	M54	Down-to-Earth Owners	25	28	229	885
	M55	Back with the Folks	322	861	4,998	18,686
	M56	Self Supporters	11	98	786	3,573
	N57	Community Elders	0	0	540	12,272
	N58	Culture & Comfort	0	0	65	18,067
	N59	Large Family Living	0	0	0	1
	N60	Ageing Access	0	0	130	4,579
	O61	Career Builders	0	0	1,842	14,316
	O62	Central Pulse	0	0	0	2,562
	O63	Flexible Workforce	0	0	1,952	12,968
	O64	Bus-Route Renters	124	162	3,867	22,536
	O65	Learners & Earners	0	0	0	25
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	139	1,400
Total			3,912	6,388	63,353	576,298

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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

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. 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

3. G27 Thriving Independence

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



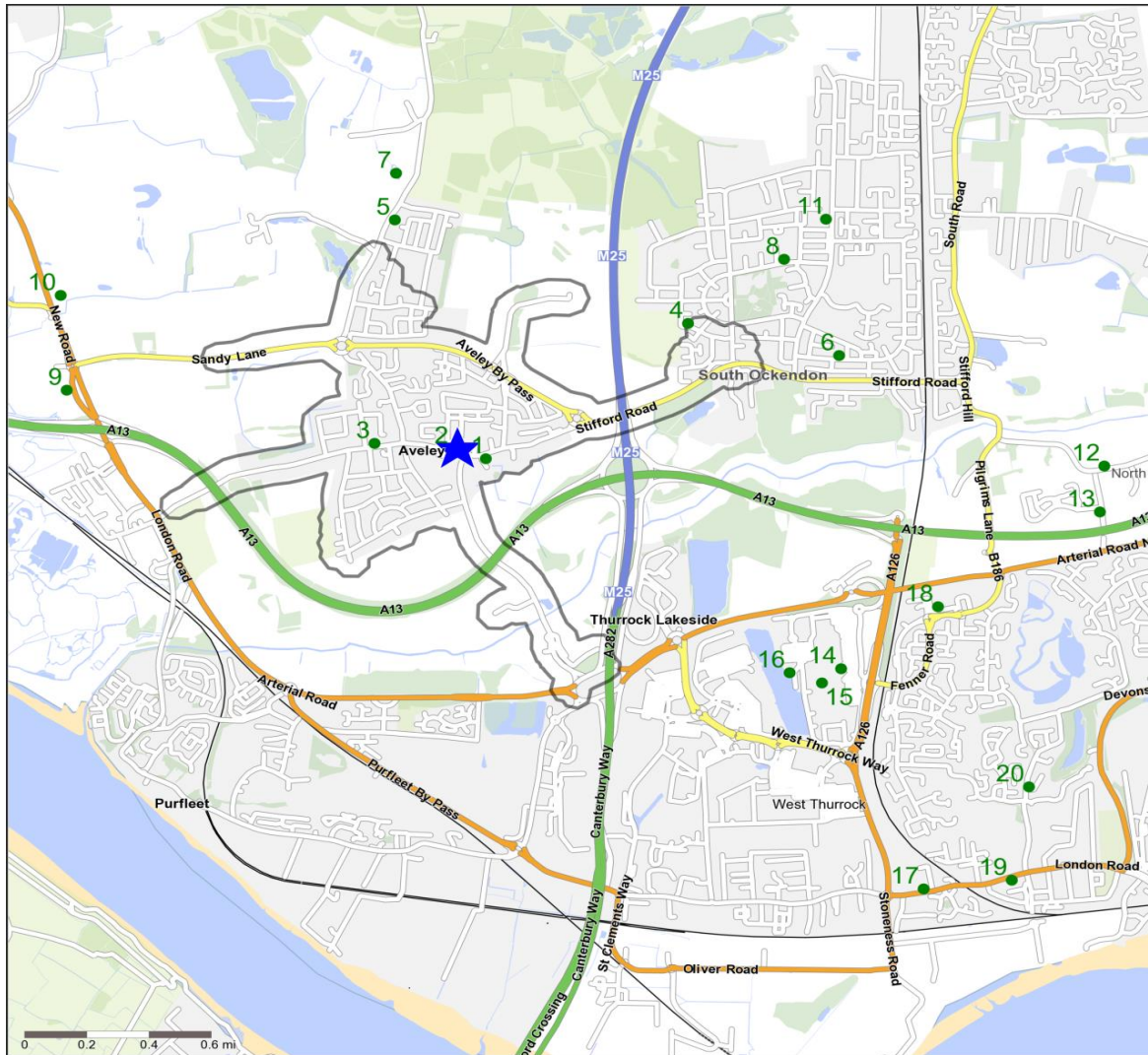
- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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

	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	3,139	49.2	162	<div></div>	1,320	20.7	126	<div></div>	1,927	30.2	58	<div></div>
Male: Alone	2,382	37.3	125	<div></div>	70	1.1	7	<div></div>	3,933	61.6	116	<div></div>
Male: Group	1,477	23.1	101		2,421	37.9	145	<div></div>	2,488	39.0	78	<div></div>
Male: Pair	1,865	29.2	112	<div></div>	1,663	26.0	171	<div></div>	2,858	44.8	78	<div></div>
Mixed Sex: Group	1,445	22.6	99		3,070	48.1	151	<div></div>	1,872	29.3	67	<div></div>
Mixed Sex: Pair	2,461	38.5	164	<div></div>	1,890	29.6	91	<div></div>	2,035	31.9	75	<div></div>
With Children	3,283	51.4	178	<div></div>	1,014	15.9	94	<div></div>	2,089	32.7	62	<div></div>
Unknown	2,334	36.5	111	<div></div>	1,854	29.0	162	<div></div>	2,198	34.4	72	<div></div>
For Eating:												
Upmarket	3,330	52.1	170	<div></div>	1,198	18.8	90	<div></div>	1,857	29.1	62	<div></div>
Midmarket	3,235	50.7	147	<div></div>	638	10.0	111	<div></div>	2,513	39.4	71	<div></div>
Downmarket	3,346	52.4	236	<div></div>	1,538	24.1	69	<div></div>	1,502	23.5	57	<div></div>
For Drinking (monthly spend):												
Nothing	3,906	61.2	202	<div></div>	516	8.1	34	<div></div>	1,964	30.8	69	<div></div>
Low (less than £10)	3,143	49.2	165	<div></div>	1,191	18.7	79	<div></div>	2,052	32.1	71	<div></div>
Medium (Between £10 and £40)	3,143	49.2	161	<div></div>	315	4.9	28	<div></div>	2,928	45.9	91	<div></div>
High (Greater than £40)	2,708	42.4	164	<div></div>	568	8.9	43	<div></div>	3,110	48.7	93	<div></div>

	20 Minute Drivetime											
	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	218,662	37.9	125	<div><div></div></div>	119,398	20.7	127	<div><div></div></div>	236,838	41.1	79	<div><div></div></div>
Male: Alone	144,257	25.0	84	<div><div></div></div>	72,379	12.6	80	<div><div></div></div>	358,262	62.2	117	<div><div></div></div>
Male: Group	132,821	23.0	101	<div><div></div></div>	146,961	25.5	97	<div><div></div></div>	295,116	51.2	103	<div><div></div></div>
Male: Pair	151,223	26.2	101	<div><div></div></div>	61,540	10.7	70	<div><div></div></div>	362,135	62.8	110	<div><div></div></div>
Mixed Sex: Group	136,419	23.7	104	<div><div></div></div>	225,559	39.1	123	<div><div></div></div>	212,921	36.9	84	<div><div></div></div>
Mixed Sex: Pair	140,067	24.3	104	<div><div></div></div>	233,901	40.6	125	<div><div></div></div>	200,931	34.9	82	<div><div></div></div>
With Children	187,799	32.6	113	<div><div></div></div>	122,784	21.3	127	<div><div></div></div>	264,315	45.9	87	<div><div></div></div>
Unknown	198,420	34.4	105	<div><div></div></div>	186,600	32.4	181	<div><div></div></div>	189,878	32.9	69	<div><div></div></div>
For Eating:												
Upmarket	247,380	42.9	140	<div><div></div></div>	176,013	30.5	147	<div><div></div></div>	151,505	26.3	56	<div><div></div></div>
Midmarket	289,529	50.2	146	<div><div></div></div>	93,878	16.3	181	<div><div></div></div>	191,491	33.2	60	<div><div></div></div>
Downmarket	168,689	29.3	132	<div><div></div></div>	186,068	32.3	93	<div><div></div></div>	220,141	38.2	92	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	263,958	45.8	151	<div><div></div></div>	88,721	15.4	65	<div><div></div></div>	222,219	38.6	86	<div><div></div></div>
Low (less than £10)	212,196	36.8	123	<div><div></div></div>	137,447	23.8	102	<div><div></div></div>	225,255	39.1	86	<div><div></div></div>
Medium (Between £10 and £40)	218,436	37.9	124	<div><div></div></div>	68,531	11.9	67	<div><div></div></div>	287,932	50.0	99	<div><div></div></div>
High (Greater than £40)	198,269	34.4	133	<div><div></div></div>	98,941	17.2	84	<div><div></div></div>	277,688	48.2	92	<div><div></div></div>

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Ship, RM15 4AD	Independent Free	0.9	0.6
2	Crown & Anchor, RM15 4BB	Star Pubs & Bars	1.2	0.1
3	Top House, RM15 4DL	Ei Group	6.0	1.2
4	Archer, RM15 5JU	Independent Free	20.8	3.8
5	Park Tavern, RM15 4PH	Star Pubs & Bars	21.4	4.2
6	Woodlends Edge, RM15 5RD	Greene King	25.7	4.5
7	Sir Henrys, RM15 4XB	*Other Small Retail Groups	25.7	5.1
8	Knight Of Aveley, RM15 5LN	Ei Group	27.2	5.1
9	Lennards, RM13 9EB	Independent Free	31.1	4.3
10	Willow Farm, RM13 9ED	Whitbread	33.2	4.4
11	Jack Olantern, RM15 5AE	Unknown	33.2	5.9
12	Dog & Partridge, RM16 5UQ	Mitchells & Butlers	46.2	7.3
13	Grays, RM16 5UR	Mitchells & Butlers	47.7	8.0
14	Oh You Pretty Things, RM20 2ZP	Oh You Pretty Things Ltd	48.0	5.5
15	M&S Kitchen, RM20 2ZG	*Other Small Retail Groups	49.5	6.6
16	Miller & Carter, RM20 2ZS	Mitchells & Butlers	50.4	6.5
17	Ship Inn, RM20 4AR	Ei Group	53.4	6.8
18	Chafford Hundred, RM16 6YJ	Whitbread	56.4	7.0
19	Old Shant, RM20 4AD	Admiral Taverns Ltd	58.8	7.6
20	Lounge Bar, RM16 6ED	Independent Free	81.0	9.3