

Per Pub Analysis		10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	9	621	
Catchment Adults 18+	2,777	8,420	703,285	
Catchment Adults 18+ Per Pub	555	936	1,133	
Population Projection 2020 to 2030 (% change)	3.75%	4.35%	2.91%	

Number of Pubs

Catchment Adults 18+

Catchment Adults 18+ Per Pub

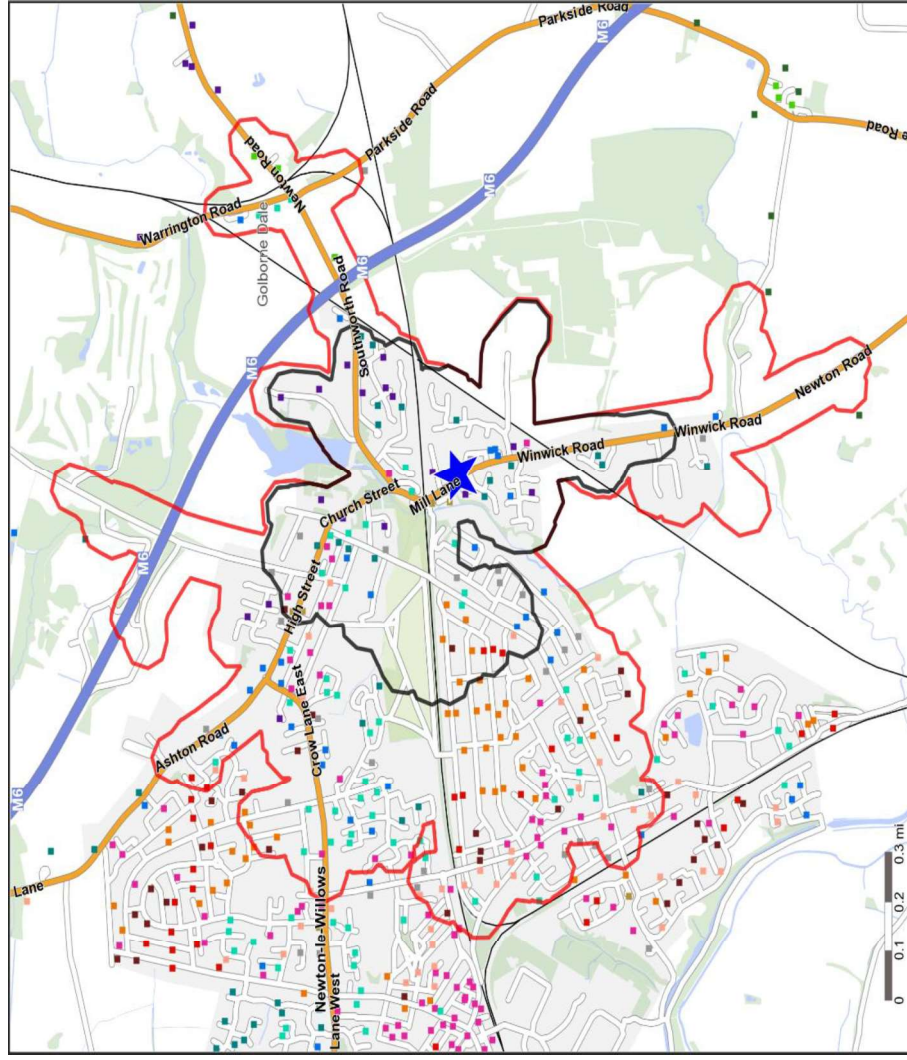
Population Projection 2020 to 2030 (% change)

Rank	Type	10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime		
		Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
1	High Street Pub	2,233	80.4	153	7,188	85.4	163	596,232	84.8	161
2	Premium Local	1,752	63.1	134	5,688	67.6	144	485,000	69.0	147
3	Community Pub	1,461	52.6	82	3,852	45.7	72	305,972	43.5	68
4	Great Pub Great Food	1,260	45.4	317	2,684	31.9	222	212,919	30.3	211
5	Bit of Style	971	35.0	87	2,470	29.3	73	151,491	21.5	53
6	Circuit Bar	441	15.9	55	1,361	16.2	56	75,258	10.7	37
7	Craft Led	233	8.4	74	782	9.3	82	46,658	6.6	59

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	340	12.2	138	791	9.4	106	50,528	7.2	81
C1	353	12.7	103	1,096	13.0	106	83,472	11.9	97
C2	219	7.9	95	749	8.9	108	63,202	9.0	109
DE	192	6.9	67	918	10.9	106	87,998	12.5	122

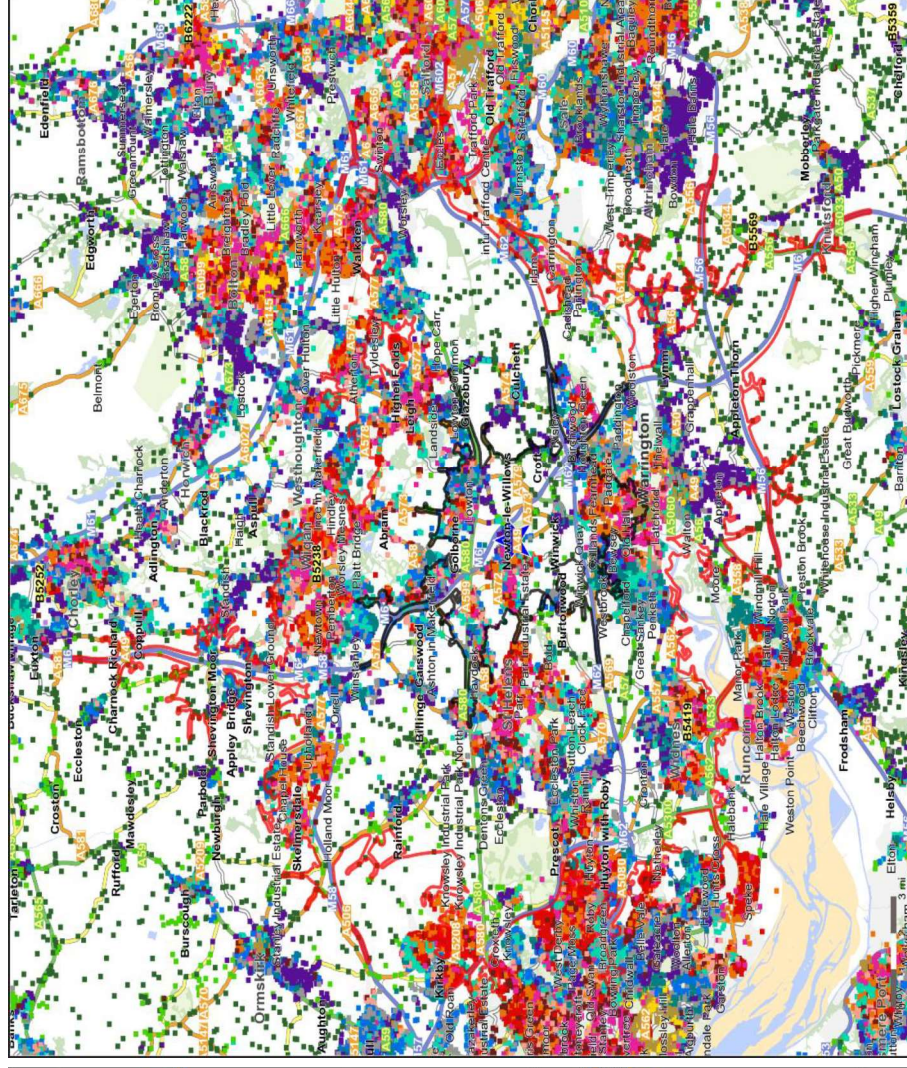
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	731	26.3	79	3,975	47.2	142	349,448	49.7	149
Medium (7-13)	1,250	45.0	135	3,338	39.6	119	245,815	35.0	105
High (14-19)	674	24.3	85	1,025	12.2	43	90,758	12.9	45

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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Site	A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters	K Municipal Tenants
L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs		

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Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile		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	0	6
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	14	14	165	2,660
B06	Diamond Days	9	9	146	5,069
B07	Alpha Families	34	67	920	9,791
B08	Bank of Mum and Dad	25	33	1,072	8,470
B09	Empty-Nest Adventure	203	329	2,324	16,631
C10	Wealthy Landowners	0	3	348	3,158
C11	Rural Vogue	0	0	19	833
C12	Scattered Homesteads	0	0	4	201
C13	Village Retirement	0	0	204	2,982
D14	Satellite Settlers	0	20	394	4,246
D15	Local Focus	0	0	80	412
D16	Outlying Seniors	0	0	34	552
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	103	163	455	7,988
E19	Bungalow Heaven	80	109	3,805	23,040
E20	Classic Grandparents	107	179	2,531	25,582
E21	Solo Retirees	85	328	1,467	14,109
F22	Boomerang Boarders	107	192	1,870	23,718
F23	Family Ties	11	20	1,266	10,063
F24	Fledgling Free	94	229	3,097	20,366
F25	Dependable Me	213	447	3,794	24,154
G26	Cafés and Catchments	0	0	0	1,035
G27	Thriving Independence	33	76	314	6,186
G28	Modern Parents	398	561	4,409	30,213
G29	Mid-Career Convention	112	123	1,825	17,809
H30	Primary Ambitions	83	550	1,927	12,027
H31	Affordable Fringe	35	88	3,503	37,545
H32	First-Run Futures	155	510	3,409	27,097
H33	Contemporary Starts	112	395	1,781	15,368
H34	New Foundations	0	3	255	2,144
H35	Flying Solo	68	169	395	2,475
I36	Solid Economy	2	289	481	2,659
I37	Budget Generations	0	0	1,181	9,381
I38	Economical Families	0	9	5,609	27,776
I39	Families on a Budget	157	900	6,722	41,060
J40	Value Rentals	0	286	5,380	32,305
J41	Youthful Endeavours	0	59	1,115	5,212
J42	Midlife Renters	245	666	2,145	13,361
J43	Renting Rooms	0	26	4,121	22,783
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	1,595
K47	Single Essentials	0	90	2,013	12,259
K48	Mature Workers	99	324	4,977	52,103
L49	Flatlet Seniors	0	82	1,105	9,296
L50	Pocket Pensions	0	71	2,280	11,076
L51	Retirement Communities	38	66	66	1,876
L52	Estate Veterans	15	110	1,486	9,315
L53	Seasoned Survivors	0	137	1,778	17,743
M54	Down-to-Earth Owners	0	9	2,264	13,886
M55	Back with the Folks	10	66	2,485	17,829
M56	Self Supporters	15	467	5,435	32,530
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	622
O61	Career Builders	10	12	150	1,986
O62	Central Pulse	0	0	957	2,125
O63	Flexible Workforce	0	0	151	271
O64	Bus-Route Renters	106	135	1,072	7,862
O65	Learners & Earners	0	0	0	76
O66	Student Scene	0	0	2	369
U99	Unclassified	0	0	0	0
Total		2,778	8,421	94,788	703,286

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money

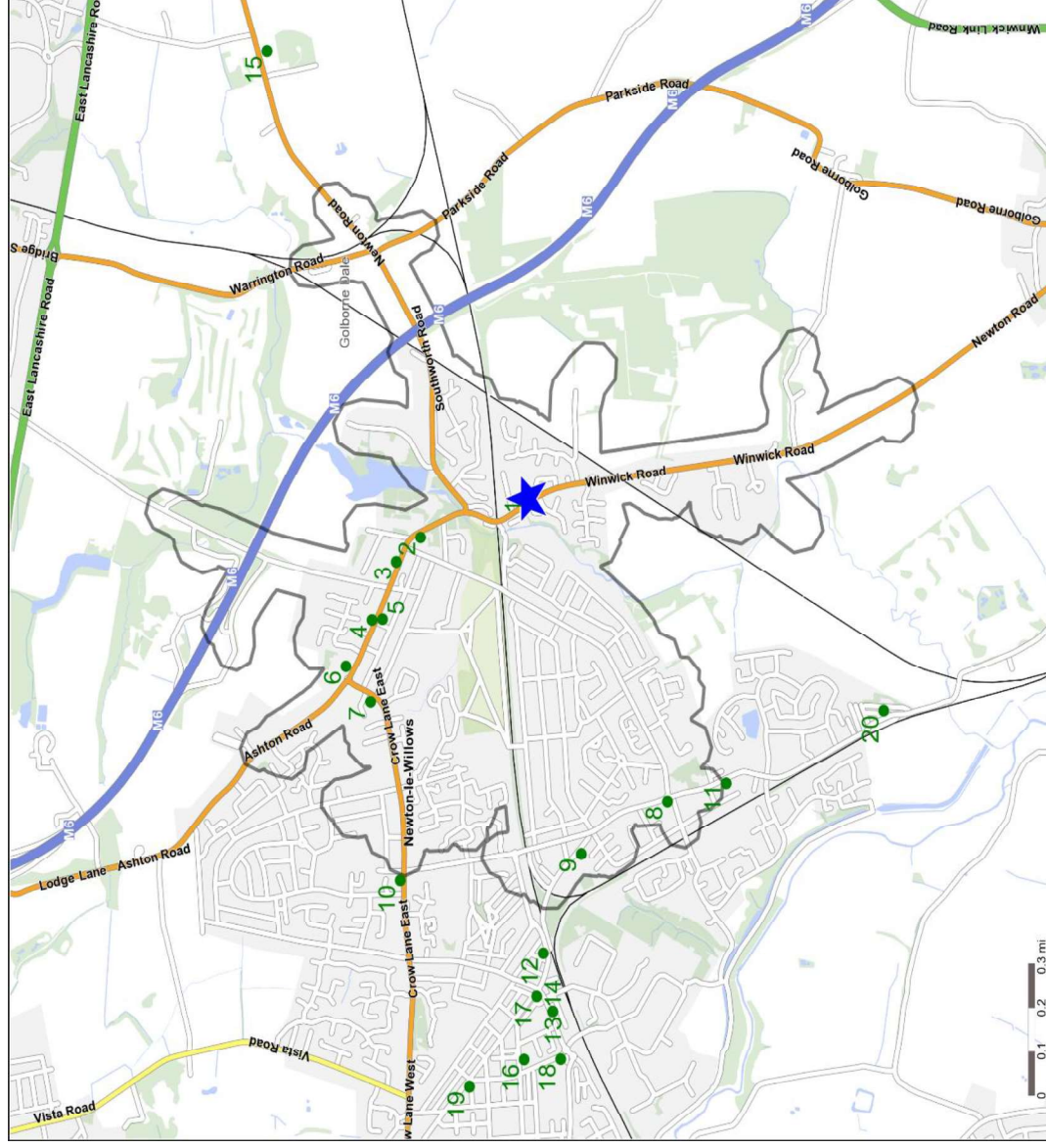


- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

20 Minute Walktime											
Activity Group Structure	High			Medium			Low			Index	Index
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index		
Female: Alone, Pair or Group	3,004	35.7	111	502	6.0	35	4,913	58.3	115		
Male: Alone	1,868	22.2	74	2,048	24.3	147	4,504	53.5	100		
Male: Group	2,024	24.0	105	1,652	19.6	73	4,744	56.3	113		
Male: Pair	1,587	18.8	72	1,925	22.9	149	4,908	58.3	100		
Mixed Sex: Group	1,129	13.4	54	2,564	30.5	95	4,727	56.1	130		
Mixed Sex: Pair	2,083	24.7	102	2,910	34.6	105	3,427	40.7	95		
With Children	2,950	35.0	118	2,468	29.3	167	3,003	35.7	68		
Unknown	1,487	17.7	51	2,230	26.5	143	4,702	55.8	119		
For Eating:											
Upmarket	1,782	21.2	66	2,131	25.3	117	4,506	53.5	116		
Midmarket	2,084	24.8	69	1,417	16.8	184	4,919	58.4	107		
Downmarket	2,248	26.7	115	4,693	55.7	158	1,479	17.6	42		
For Drinking (monthly spend):											
Nothing	1,849	22.0	71	3,141	37.3	158	3,429	40.7	89		
Low (less than £10)	2,150	25.5	86	1,913	22.7	96	4,357	51.7	111		
Medium (Between £10 and £40)	2,164	25.7	83	464	5.5	30	5,792	68.8	135		
High (Greater than £40)	1,762	20.9	79	1,020	12.1	58	5,638	67.0	127		

20 Minute Drivetime												
Activity Group Structure	High			Medium			Low			Index	Index	
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index			Target Customers
Female: Alone, Pair or Group	218,458	31.1	96	88,804	12.6	74	396,023	56.3	111			
Male: Alone	204,351	29.1	98	143,787	20.4	123	355,147	50.5	94			
Male: Group	202,347	28.8	126	191,649	27.3	101	309,289	44.0	88			
Male: Pair	158,895	22.6	86	168,337	23.9	156	376,053	53.5	91			
Mixed Sex: Group	161,914	23.0	94	176,517	25.1	78	364,854	51.9	120			
Mixed Sex: Pair	208,648	29.7	123	219,756	31.2	95	274,881	39.1	91			
With Children	248,407	35.3	119	147,482	21.0	120	307,397	43.7	83			
Unknown	215,792	30.7	88	83,430	11.9	64	404,063	57.5	123			
For Eating:												
Upmarket	169,030	24.0	75	164,696	23.4	108	369,560	52.5	114			
Midmarket	205,912	29.3	81	51,412	7.3	80	445,962	63.4	116			
Downmarket	282,738	40.2	173	285,736	40.6	115	134,812	19.2	46			
For Drinking (monthly spend):												
Nothing	255,086	36.3	118	207,919	29.6	126	240,280	34.2	75			
Low (less than £10)	219,183	31.2	105	139,224	19.8	83	344,879	49.0	105			
Medium (Between £10 and £40)	220,860	31.4	102	89,874	12.8	71	392,551	55.8	109			
High (Greater than £40)	136,046	19.3	73	194,419	27.6	133	372,820	53.0	100			

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	Millstone, WA12 8BG	Star Pubs & Bars	0.0	0.1
2	Kirkfield Hotel, WA12 9SU	Independent Free	6.3	1.2
3	Stocks Tavern, WA12 9SN	Save Investments	8.2	1.6
4	Pied Bull, WA12 9SH	Punch Pub Company	10.6	1.9
5	Firkin, WA12 9SL	Independent Free	10.6	2.1
6	Ariete Italian Bar & Restaurant, WA12 9SG	Independent Free	13.0	2.3
7	Oak Tree Inn, WA12 9UY	Greene King	13.9	2.6
8	Victoria, WA12 8EP	Punch Pub Company	17.8	3.7
9	Sunbeam, WA12 8LU	*Other Small Retail Groups	19.3	4.5
10	Old Crow, WA12 9TZ	Star Pubs & Bars	20.2	4.2
11	Wargrave Hacienda, WA12 8RT	Independent Free	20.8	4.2
12	Railway Hotel, WA12 9QY	Punch Pub Company	22.9	5.1
13	Rosies Bar Cafe, WA12 9LW	Independent Free	26.6	5.7
14	Wellington Hotel, WA12 9LW	Admiral Taverns Ltd	26.6	5.7
15	Travellers Rest, WA 3 1NZ	Star Pubs & Bars	27.5	4.3
16	Nine Arches, WA12 9NE	Wetherspoon	28.1	6.3
17	Rams Head, WA12 9LN	Trust Inns Limited	28.4	6.4
18	Griffin Hotel, WA12 9LR	Independent Free	29.6	6.5
19	New Market, WA12 9BS	Trust Inns Limited	32.6	6.7
20	Vulcan Inn, WA12 8SD	Ei Group	32.9	5.8