

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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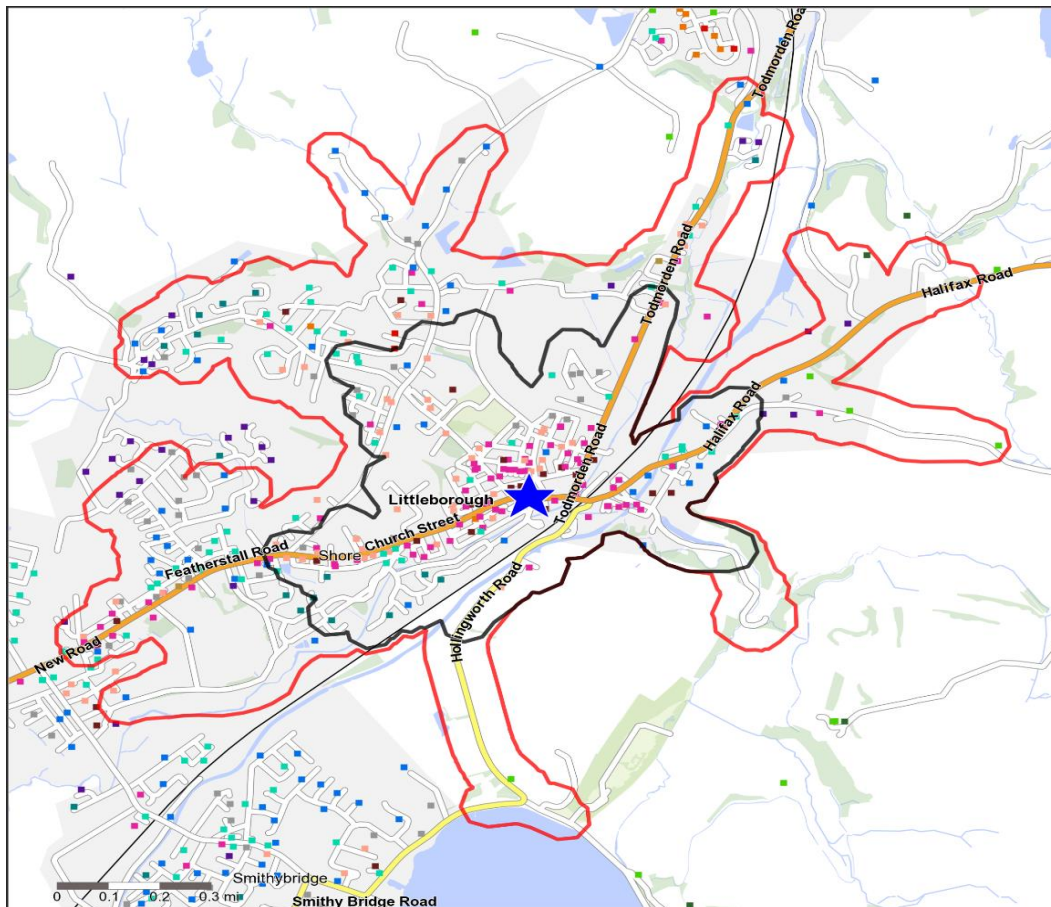
Number of Pubs	10	14	202
Catchment Adults 18+	3,579	7,599	171,611
Catchment Adults 18+ Per Pub	358	543	850
Populaton Projection 2018 to 2028 (% change)	1.55%	1.67%	3.05%

		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	3,265	91.2	176	1	High Street Pub	6,740	88.7	171	1	High Street Pub	125,549	73.2	141
2	Community Pub	2,935	82.0	176	2	Community Pub	5,628	74.1	159	2	Community Pub	109,738	63.9	137
3	Premium Local	1,165	32.6	52	3	Premium Local	3,656	48.1	76	3	Premium Local	64,061	37.3	59
4	Bit of Style	1,024	28.6	221	4	Bit of Style	2,057	27.1	209	4	Great Pub Great Food	44,073	25.7	199
5	Circuit Bar	498	13.9	34	5	Great Pub Great Food	1,945	25.6	63	5	Bit of Style	29,800	17.4	43
6	Great Pub Great Food	455	12.7	47	6	Circuit Bar	1,119	14.7	55	6	Circuit Bar	14,845	8.7	32
7	Craft Led	417	11.7	113	7	Craft Led	935	12.3	119	7	Craft Led	10,627	6.2	60

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	305	8.5	96	655	8.6	97	12,068	7.0	80
C1	481	13.4	110	1,040	13.7	112	20,060	11.7	95
C2	347	9.7	117	704	9.3	112	15,382	9.0	109
DE	415	11.6	113	780	10.3	100	23,087	13.5	131

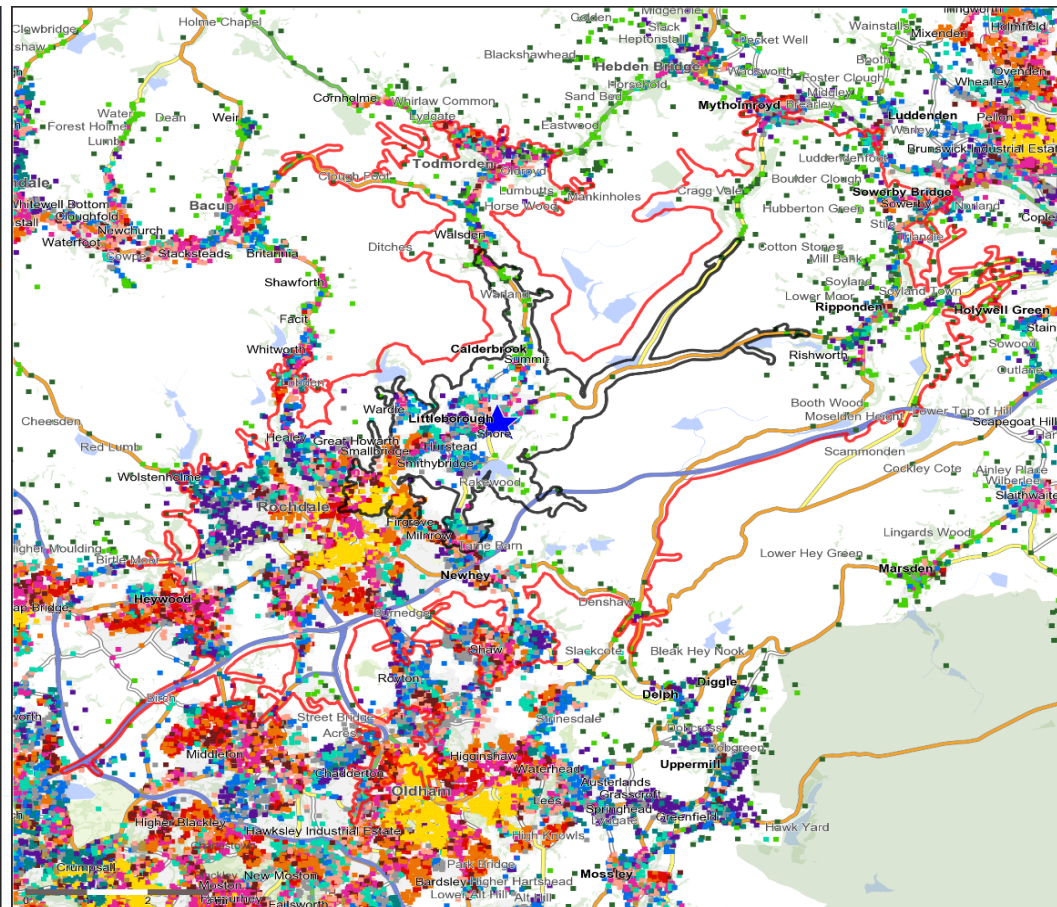
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,668	46.6	141	2,971	39.1	118	90,573	52.8	159
Medium (7-13)	1,232	34.4	104	3,015	39.7	120	51,607	30.1	91
High (14-19)	288	8.0	28	928	12.2	43	20,876	12.2	43

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

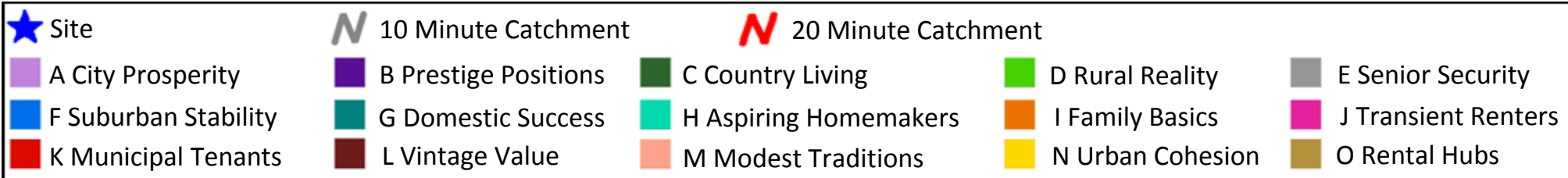


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	243
B06	Diamond Days	10	20	48	1,280
B07	Alpha Families	3	24	56	1,598
B08	Bank of Mum and Dad	11	86	222	3,347
B09	Empty-Nest Adventure	12	191	590	3,880
C10	Wealthy Landowners	0	15	196	1,975
C11	Rural Vogue	0	1	37	334
C12	Scattered Homesteads	0	1	19	126
C13	Village Retirement	0	6	93	1,102
D14	Satellite Settlers	14	85	508	3,504
D15	Local Focus	0	5	227	752
D16	Outlying Seniors	0	30	262	775
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	14	25	2,108
E19	Bungalow Heaven	172	253	711	3,131
E20	Classic Grandparents	13	109	719	3,159
E21	Solo Retirees	117	295	553	4,024
F22	Boomerang Boarders	12	229	882	4,559
F23	Family Ties	28	133	448	1,228
F24	Fledgling Free	54	120	676	2,458
F25	Dependable Me	219	494	1,696	6,924
G26	Cafés and Catchments	0	0	0	8
G27	Thriving Independence	0	0	12	1,529
G28	Modern Parents	250	517	981	4,482
G29	Mid-Career Convention	0	73	563	3,828
H30	Primary Ambitions	47	141	537	2,723
H31	Affordable Fringe	42	421	1,472	4,598
H32	First-Rung Futures	376	860	1,445	6,079
H33	Contemporary Starts	19	50	537	2,483
H34	New Foundations	2	2	84	264
H35	Flying Solo	41	74	164	916

		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	0	0	51	245
I37	Budget Generations	0	33	191	1,166
I38	Economical Families	2	2	1,494	6,510
I39	Families on a Budget	0	0	2,378	10,459
J40	Value Rentals	289	338	1,101	7,099
J41	Youthful Endeavours	15	15	127	842
J42	Midlife Renters	605	946	1,728	6,402
J43	Renting Rooms	73	73	583	6,137
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	51	1,116
K47	Single Essentials	0	0	493	3,242
K48	Mature Workers	72	140	865	3,803
L49	Flatlet Seniors	21	21	834	3,210
L50	Pocket Pensions	144	215	540	4,853
L51	Retirement Communities	0	0	0	362
L52	Estate Veterans	0	27	72	913
L53	Seasoned Survivors	138	169	652	5,071
M54	Down-to-Earth Owners	66	171	691	3,011
M55	Back with the Folks	14	54	578	4,055
M56	Self Supporters	644	1,002	2,124	10,308
N57	Community Elders	0	0	0	282
N58	Culture & Comfort	0	0	0	176
N59	Large Family Living	0	0	5,107	16,552
N60	Ageing Access	0	0	0	62
O61	Career Builders	0	0	0	390
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	45	118	189	1,019
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	9	24	38	908
Total		3,579	7,597	33,650	171,610

Top 3 Mosaic Types in a 20 Minute Walktime

1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



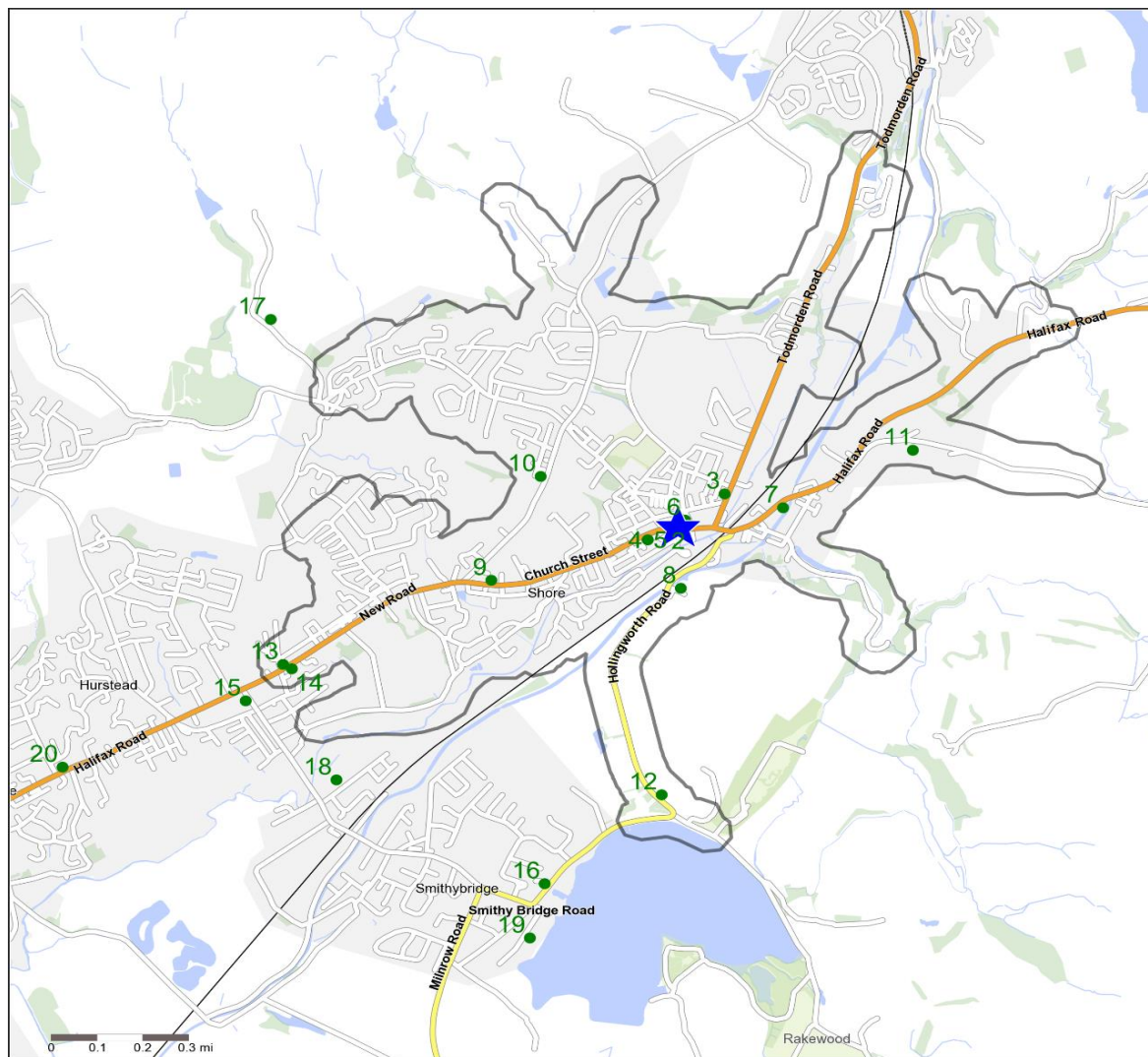
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	2,616	34.4	114	641	8.4	52	4,317	56.8	109		
Male: Alone	2,938	38.7	130	929	12.2	78	3,708	48.8	92		
Male: Group	2,749	36.2	158	1,974	26.0	99	2,852	37.5	76		
Male: Pair	2,164	28.5	109	2,897	38.1	250	2,514	33.1	58		
Mixed Sex: Group	1,829	24.1	105	1,711	22.5	71	4,036	53.1	121		
Mixed Sex: Pair	2,804	36.9	157	1,399	18.4	57	3,372	44.4	104		
With Children	3,581	47.1	163	1,489	19.6	116	2,505	33.0	62		
Unknown	1,736	22.8	70	1,401	18.4	103	4,438	58.4	122		
For Eating:											
Upmarket	1,412	18.6	61	1,917	25.2	121	4,245	55.9	118		
Midmarket	2,153	28.3	82	89	1.2	13	5,332	70.2	127		
Downmarket	2,165	28.5	128	3,771	49.6	142	1,639	21.6	52		
For Drinking (monthly spend):											
Nothing	1,556	20.5	68	2,865	37.7	160	3,154	41.5	93		
Low (less than £10)	2,015	26.5	89	2,225	29.3	125	3,334	43.9	97		
Medium (Between £10 and £40)	2,008	26.4	86	457	6.0	34	5,110	67.2	134		
High (Greater than £40)	1,385	18.2	70	1,080	14.2	69	5,110	67.2	129		

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	48,590	28.3	94	18,390	10.7	66	103,723	60.4	116		
Male: Alone	64,913	37.8	127	32,146	18.7	120	73,645	42.9	80		
Male: Group	37,831	22.0	96	46,193	26.9	103	86,679	50.5	102		
Male: Pair	52,171	30.4	117	45,599	26.6	174	72,934	42.5	74		
Mixed Sex: Group	36,216	21.1	92	38,951	22.7	71	95,536	55.7	127		
Mixed Sex: Pair	41,348	24.1	103	53,894	31.4	97	75,461	44.0	103		
With Children	70,222	40.9	141	36,453	21.2	126	64,028	37.3	70		
Unknown	60,613	35.3	108	22,371	13.0	73	87,718	51.1	107		
For Eating:											
Upmarket	47,110	27.5	90	38,632	22.5	108	84,961	49.5	105		
Midmarket	66,073	38.5	112	12,462	7.3	80	92,168	53.7	97		
Downmarket	45,213	26.3	119	71,933	41.9	120	53,558	31.2	75		
For Drinking (monthly spend):											
Nothing	43,644	25.4	84	50,342	29.3	124	76,718	44.7	100		
Low (less than £10)	39,886	23.2	78	35,065	20.4	87	95,752	55.8	123		
Medium (Between £10 and £40)	38,900	22.7	74	19,306	11.2	63	112,497	65.6	130		
High (Greater than £40)	27,016	15.7	61	30,536	17.8	87	113,151	65.9	126		

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	34 Church Street Bar & Grill, OL15 9AA	Independent Free	0.0	0.0
2	Falcon, OL15 9AA	Star Pubs & Bars	0.0	0.0
3	Cocktails Chocolate Box, OL15 9DQ	Independent Free	2.4	0.7
4	Queens Hotel, OL15 8AB	Thwaites	2.7	0.6
5	Wheatsheaf Hotel, OL15 8AB	Ei Group	2.7	0.6
6	Cherry Tree Cafe, OL15 9AE	Independent Free	3.3	0.7
7	Red Lion, OL15 0HB	Independent Free	4.8	0.9
8	Waterside Inn, OL15 0AY	Independent Free	7.2	1.4
9	Royal Exchange, OL15 8DW	Independent Free	8.8	1.5
10	Dyers Arms, OL15 8DU	Admiral Taverns Ltd	10.9	2.0
11	Moorcock Inn, OL15 0JN	Independent Free	11.8	2.3
12	Wine Press, OL15 0AZ	Ei Group	16.9	3.4
13	Ox & Plough, OL15 8NL	Independent Free	19.6	3.3
14	Thamin Restaurant, OL15 8PL	Independent Free	20.5	3.3
15	Smithybridge, OL16 2RT	Unknown	22.9	3.9
16	Lake Lounge Bar & Restaurant, OL15 0DQ	Independent Free	24.4	4.7
17	King William Iv, OL15 9LW	Ei Group	25.4	4.9
18	Tophams Tavern, OL15 8QF	Punch Pub Company	26.0	5.4
19	Beach, OL15 0DD	Greene King	27.2	5.4
20	Greengate Inn, OL12 9PU	Admiral Taverns Ltd	31.1	5.1