

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	23	75	307
Catchment Adults 18+	3,759	9,493	278,972
Catchment Adults 18+ Per Pub	163	127	909
Populaton Projection 2018 to 2028 (% change)	1.21%	0.84%	2.61%

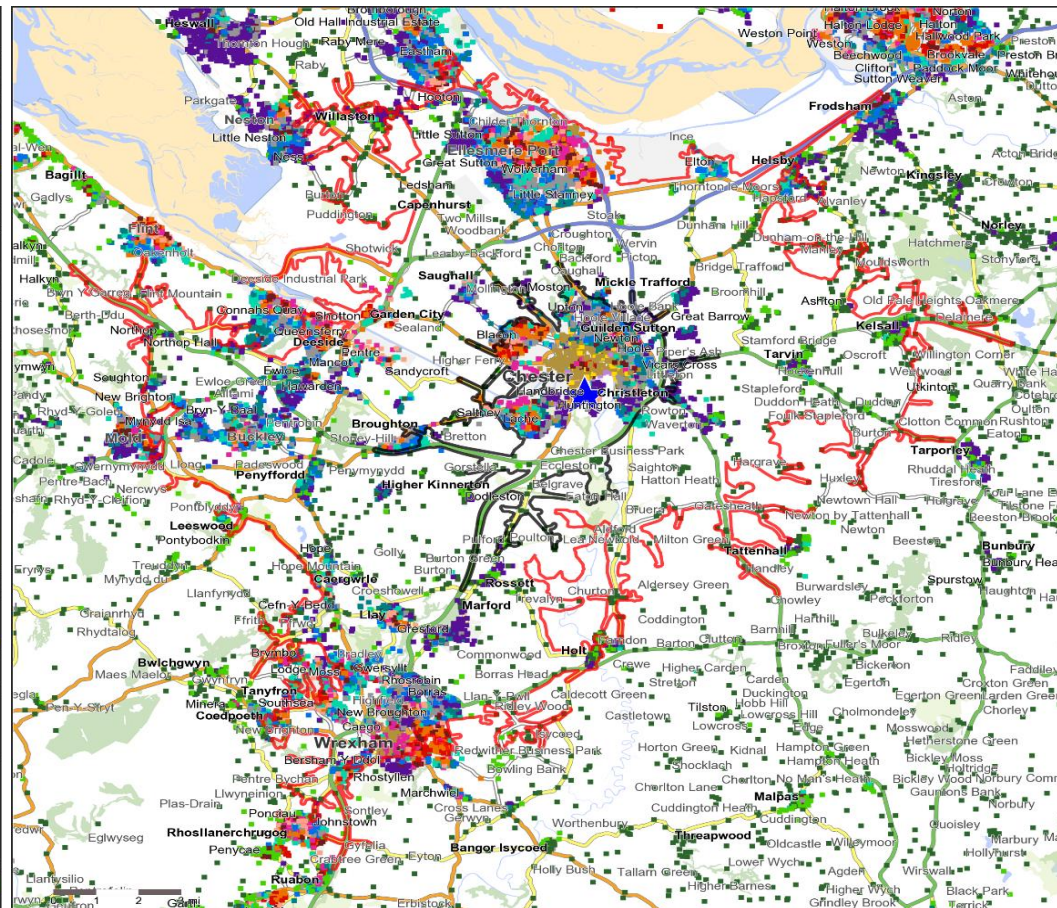
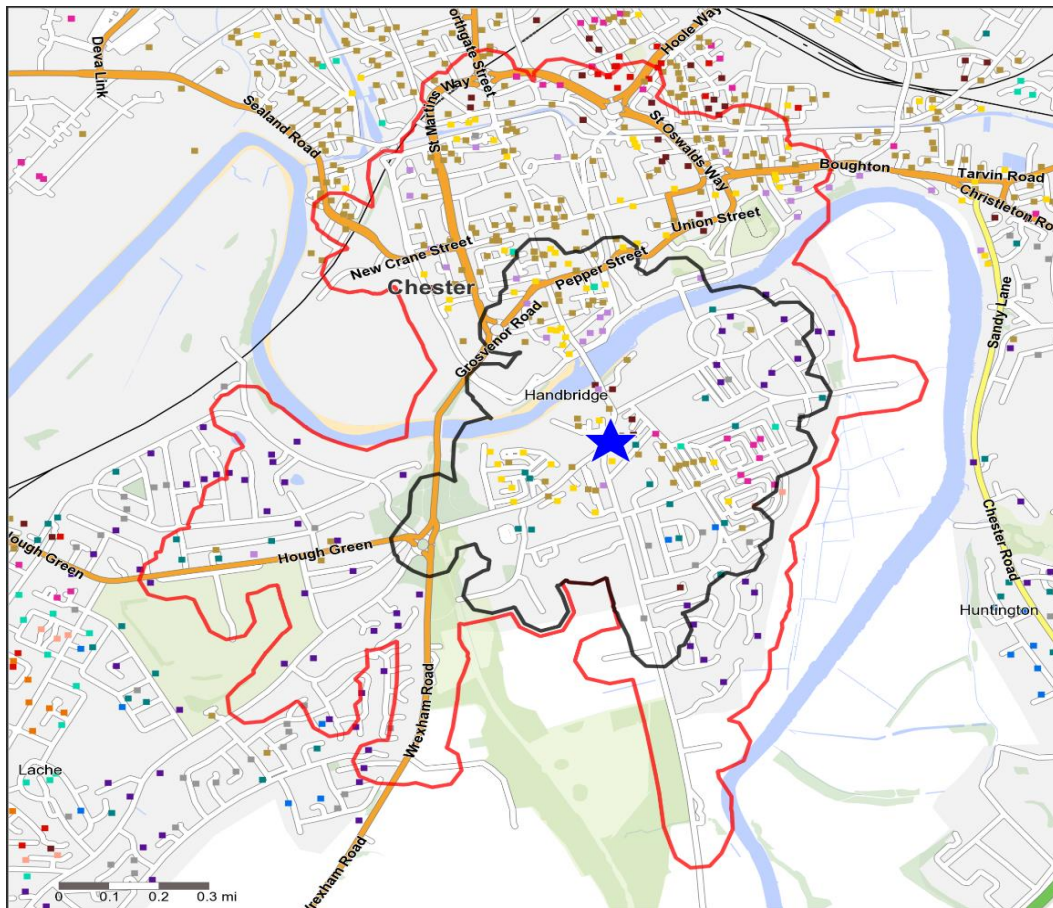
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,211	85.4	165	1	High Street Pub	6,880	72.5	140	1	High Street Pub	198,854	71.3	138
2	Community Pub	2,512	66.8	143	2	Community Pub	5,124	54.0	116	2	Premium Local	158,406	56.8	122
3	Great Pub Great Food	2,357	62.7	99	3	Great Pub Great Food	4,655	49.0	78	3	Community Pub	147,498	52.9	84
4	Premium Local	2,181	58.0	449	4	Bit of Style	4,397	46.3	358	4	Great Pub Great Food	119,836	43.0	332
5	Bit of Style	1,802	47.9	119	5	Premium Local	4,021	42.4	105	5	Bit of Style	66,085	23.7	59
6	Craft Led	1,138	30.3	113	6	Craft Led	3,250	34.2	128	6	Circuit Bar	37,938	13.6	51
7	Circuit Bar	277	7.4	72	7	Circuit Bar	2,120	22.3	217	7	Craft Led	29,199	10.5	102

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	626	16.7	188	1,342	14.1	160	24,132	8.7	98
C1	470	12.5	102	1,162	12.2	100	31,754	11.4	93
C2	179	4.8	58	403	4.2	51	22,827	8.2	99
DE	260	6.9	67	723	7.6	74	29,134	10.4	101

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)	814	21.7	65	2,206	23.2	70	93,484	33.5	101
Medium (7-13)	1,715	45.6	138	3,054	32.2	97	111,751	40.1	121
High (14-19)	879	23.4	82	2,585	27.2	96	61,567	22.1	78

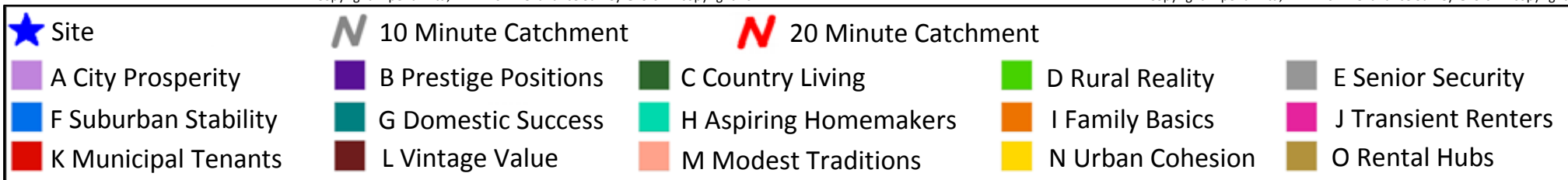
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	173	640	901	917
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	29	65	65	65
B05	Premium Fortunes	22	229	444	1,232
B06	Diamond Days	294	1,088	2,636	5,133
B07	Alpha Families	0	78	916	7,785
B08	Bank of Mum and Dad	0	3	1,059	5,340
B09	Empty-Nest Adventure	0	2	956	10,493
C10	Wealthy Landowners	0	0	565	8,380
C11	Rural Vogue	0	0	136	1,858
C12	Scattered Homesteads	0	0	6	406
C13	Village Retirement	0	0	60	5,722
D14	Satellite Settlers	0	0	149	6,160
D15	Local Focus	0	0	19	1,851
D16	Outlying Seniors	0	0	24	1,376
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	325	491	5,135	6,332
E19	Bungalow Heaven	0	0	669	9,906
E20	Classic Grandparents	0	0	2,358	7,977
E21	Solo Retirees	17	17	1,441	4,745
F22	Boomerang Boarders	111	113	3,117	10,152
F23	Family Ties	0	6	798	3,319
F24	Fledgling Free	0	0	441	9,266
F25	Dependable Me	0	0	1,242	9,368
G26	Cafés and Catchments	15	29	1,990	2,002
G27	Thriving Independence	395	461	4,309	5,059
G28	Modern Parents	0	0	82	7,281
G29	Mid-Career Convention	0	0	868	8,636
H30	Primary Ambitions	27	27	1,250	2,356
H31	Affordable Fringe	0	0	973	10,231
H32	First-Rung Futures	0	0	1,006	8,813
H33	Contemporary Starts	0	0	1,348	7,864
H34	New Foundations	26	30	300	1,190
H35	Flying Solo	4	4	194	923

		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	950	1,913
I37	Budget Generations	0	0	782	3,743
I38	Economical Families	0	0	750	5,090
I39	Families on a Budget	0	0	3,404	9,627
J40	Value Rentals	0	0	289	4,233
J41	Youthful Endeavours	0	0	341	1,795
J42	Midlife Renters	333	391	1,798	4,627
J43	Renting Rooms	0	44	642	6,032
K44	Inner City Stalwarts	0	0	20	20
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	173	649	808
K47	Single Essentials	0	106	856	2,717
K48	Mature Workers	0	0	1,110	5,184
L49	Flatlet Seniors	0	373	1,432	2,347
L50	Pocket Pensions	28	28	1,311	4,907
L51	Retirement Communities	121	558	1,453	2,017
L52	Estate Veterans	0	0	1,223	5,933
L53	Seasoned Survivors	0	0	531	3,939
M54	Down-to-Earth Owners	0	0	289	4,036
M55	Back with the Folks	32	78	1,797	7,093
M56	Self Supporters	26	64	907	5,810
N57	Community Elders	0	0	0	5
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	567	889	2,904	2,919
O61	Career Builders	966	1,429	4,948	5,029
O62	Central Pulse	155	1,467	3,983	4,019
O63	Flexible Workforce	0	5	85	170
O64	Bus-Route Renters	80	269	1,384	2,919
O65	Learners & Earners	0	29	3,409	4,792
O66	Student Scene	12	210	2,630	2,735
U99	Unclassified	0	96	1,360	2,372
Total		3,758	9,492	76,694	278,969

Top 3 Mosaic Types in a 20 Minute Walktime

1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

2. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

Top 3 Mosaic Types in a 20 Minute Drivetime

1. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

2. 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

3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



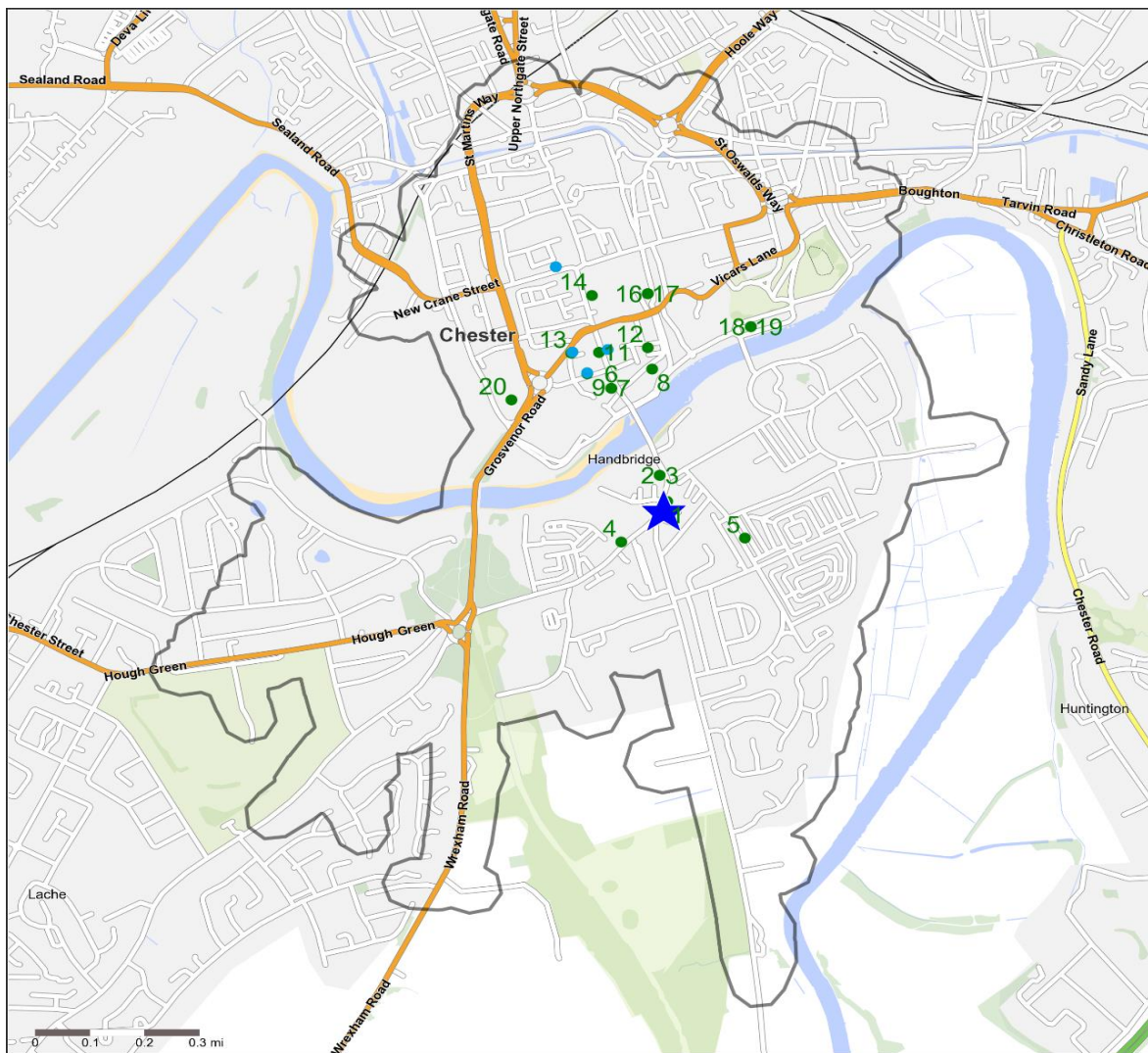
- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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	4,436	46.7	154	1,616	17.0	104	3,345	35.2	68		
Male: Alone	2,848	30.0	101	3,020	31.8	204	3,529	37.2	70		
Male: Group	4,206	44.3	194	734	7.7	30	4,457	47.0	95		
Male: Pair	5,125	54.0	207	220	2.3	15	4,052	42.7	74		
Mixed Sex: Group	3,622	38.2	167	1,235	13.0	41	4,539	47.8	109		
Mixed Sex: Pair	2,567	27.0	115	3,071	32.4	100	3,759	39.6	93		
With Children	2,071	21.8	75	1,157	12.2	72	6,169	65.0	123		
Unknown	2,515	26.5	81	2,876	30.3	169	4,005	42.2	88		
For Eating:											
Upmarket	4,624	48.7	159	1,750	18.4	89	3,023	31.8	67		
Midmarket	5,268	55.5	162	709	7.5	83	3,419	36.0	65		
Downmarket	733	7.7	35	3,471	36.6	105	5,193	54.7	132		
For Drinking (monthly spend):											
Nothing	1,222	12.9	43	1,235	13.0	55	6,940	73.1	163		
Low (less than £10)	2,875	30.3	101	689	7.3	31	5,832	61.4	135		
Medium (Between £10 and £40)	4,665	49.1	161	1,954	20.6	115	2,778	29.3	58		
High (Greater than £40)	4,955	52.2	202	2,047	21.6	105	2,394	25.2	48		

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	80,541	28.9	95	42,809	15.3	94	153,250	54.9	105	
Male: Alone	80,134	28.7	96	47,043	16.9	108	149,423	53.6	100	
Male: Group	66,674	23.9	105	75,816	27.2	104	134,109	48.1	97	
Male: Pair	69,907	25.1	96	45,057	16.2	106	161,636	57.9	101	
Mixed Sex: Group	62,471	22.4	98	78,534	28.2	88	135,595	48.6	111	
Mixed Sex: Pair	89,024	31.9	136	83,964	30.1	93	103,612	37.1	87	
With Children	72,395	26.0	90	45,237	16.2	96	158,968	57.0	108	
Unknown	73,513	26.4	80	38,296	13.7	77	164,791	59.1	123	
For Eating:										
Upmarket	84,308	30.2	99	48,664	17.4	84	143,628	51.5	109	
Midmarket	80,121	28.7	84	15,241	5.5	61	181,238	65.0	117	
Downmarket	88,261	31.6	142	98,450	35.3	101	89,888	32.2	77	
For Drinking (monthly spend):										
Nothing	75,729	27.1	90	79,324	28.4	120	121,547	43.6	97	
Low (less than £10)	93,725	33.6	113	63,163	22.6	96	119,712	42.9	95	
Medium (Between £10 and £40)	97,704	35.0	114	49,633	17.8	100	129,264	46.3	92	
High (Greater than £40)	70,499	25.3	98	65,192	23.4	114	140,910	50.5	97	

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	Handbridge, CH 4 7JF	Star Pubs & Bars	0.3	0.1
2	Grosvenor Arms, CH 4 7JE	Punch Pub Company	1.5	0.3
3	Ship Inn, CH 4 7JE	Thwaites	1.5	0.3
4	Red Lion, CH 4 7HL	Punch Pub Company	2.4	0.5
5	Carlton Tavern, CH 4 7BN	Hydes Anvil	4.8	1.4
6	Bear & Billet Inn, CH 1 1RU	Heron & Brearley	6.3	1.0
7	Brewery Tap, CH 1 1RU	Independent Free	6.3	1.0
8	Cross Keys Inn, CH 1 1RP	Joule's Brewery	7.5	1.4
9	Golden Eagle, CH 1 2DS	Star Pubs & Bars	7.5	1.5
10	Falcon, CH 1 1RS	Sam Smith	8.2	1.4
11	Ye Olde Kings Head, CH 1 1RS	Star Pubs & Bars	8.2	1.4
12	Albion, CH 1 1RQ	Punch Pub Company	9.1	1.5
13	Saddle Inn, CH 1 2DD	Star Pubs & Bars	9.4	1.6
14	Bellinis, CH 1 1NW	Independent Free	9.7	2.0
15	All Bar One, CH 1 1DE	Mitchells & Butlers	10.6	1.9
16	Church Cafe Bar & Restaurant, CH 1 1DE	Independent Free	10.6	1.9
17	Plumbers Arms, CH 1 1DE	Thwaites	10.6	1.9
18	Boathouse Inn, CH 1 1SD	JW Lees	10.6	3.4
19	Famous Blue Moon, CH 1 1SD	Independent Free	10.6	3.4
20	Miller & Carter, CH 1 2DJ	Mitchells & Butlers	11.5	1.9