

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	5	138
Catchment Adults 18+	1,728	8,730	149,754
Catchment Adults 18+ Per Pub	1,728	1,746	1,085
Populaton Projection 2020 to 2030 (% change)	7.90%	10.51%	9.24%

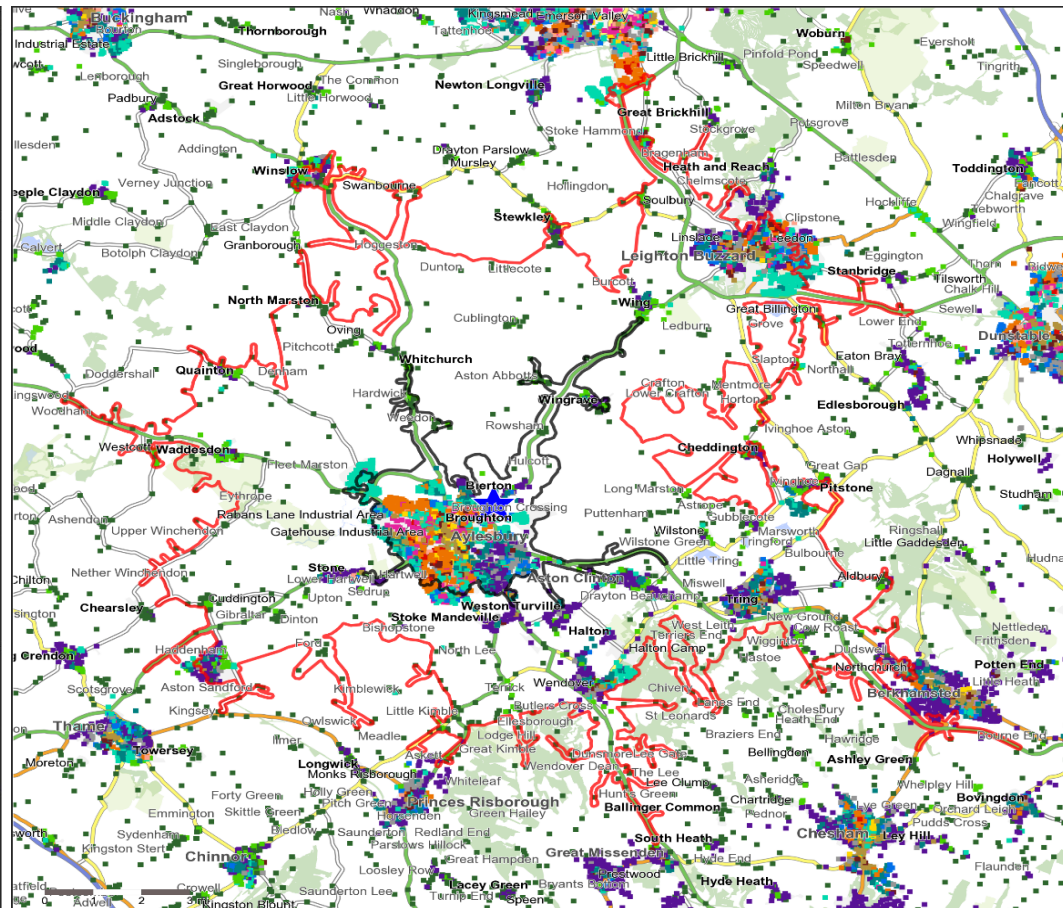
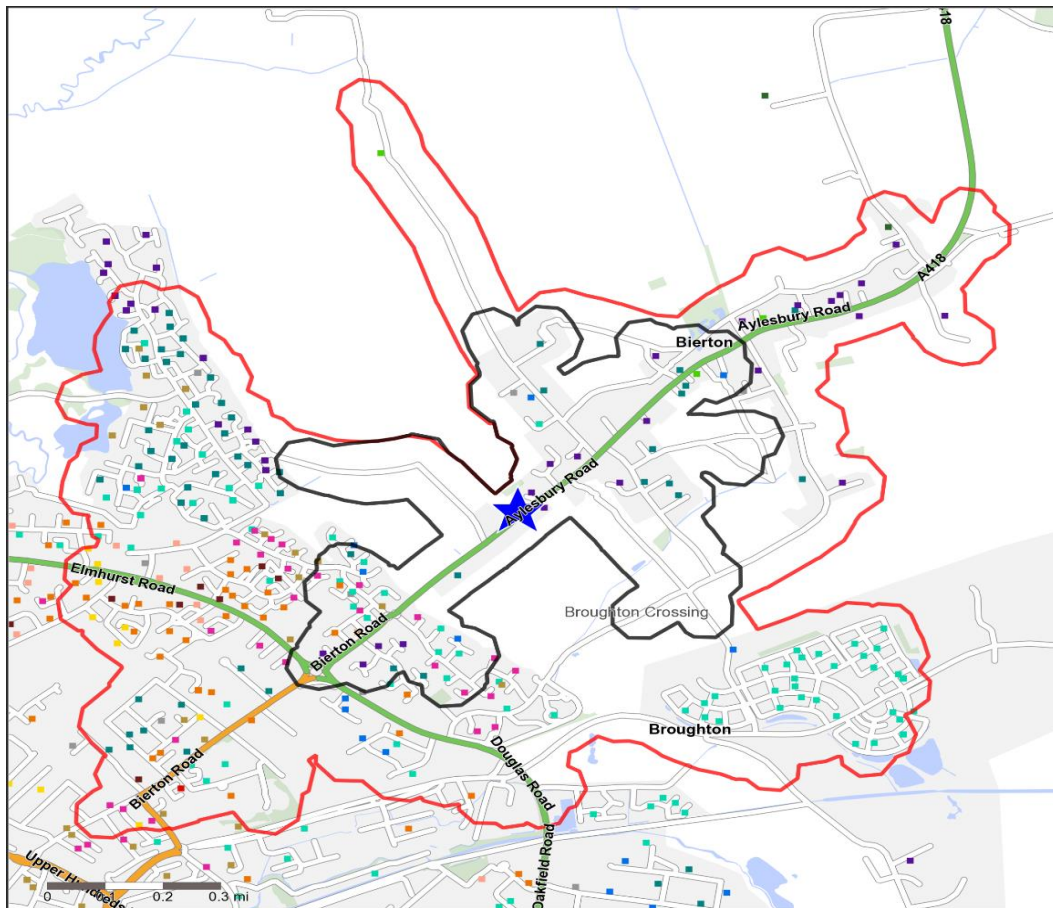
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,251	72.4	138	1	High Street Pub	6,204	71.1	135	1	Premium Local	107,317	71.7	136
2	Premium Local	1,230	71.2	152	2	Premium Local	5,306	60.8	130	2	High Street Pub	85,245	56.9	121
3	Great Pub Great Food	1,050	60.8	95	3	Bit of Style	4,242	48.6	76	3	Great Pub Great Food	82,368	55.0	86
4	Bit of Style	867	50.2	350	4	Great Pub Great Food	3,703	42.4	296	4	Bit of Style	55,867	37.3	260
5	Community Pub	610	35.3	87	5	Community Pub	3,600	41.2	102	5	Community Pub	52,240	34.9	86
6	Circuit Bar	289	16.7	58	6	Circuit Bar	1,913	21.9	76	6	Circuit Bar	26,289	17.6	61
7	Craft Led	168	9.7	86	7	Craft Led	505	5.8	51	7	Craft Led	9,723	6.5	57

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	178	10.3	116	896	10.3	116	17,270	11.5	130
C1	263	15.2	124	1,365	15.6	127	21,037	14.0	114
C2	170	9.8	119	754	8.6	105	12,548	8.4	101
DE	121	7.0	68	732	8.4	81	11,217	7.5	73

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)	233	13.5	41	1,527	17.5	53	23,428	15.6	47
Medium (7-13)	595	34.4	104	3,419	39.2	118	50,454	33.7	101
High (14-19)	882	51.0	179	3,421	39.2	138	70,124	46.8	164

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	J Transient Renters
		E Senior Security
		O Rental Hubs

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	10
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	5	858
B06	Diamond Days		28	47	479	3,174
B07	Alpha Families		110	324	1,565	9,484
B08	Bank of Mum and Dad		59	191	1,274	4,558
B09	Empty-Nest Adventure		49	88	1,079	3,663
C10	Wealthy Landowners		23	74	745	6,866
C11	Rural Vogue		0	0	149	1,813
C12	Scattered Homesteads		0	0	3	81
C13	Village Retirement		26	47	390	3,573
D14	Satellite Settlers		7	35	924	7,484
D15	Local Focus		0	0	126	1,789
D16	Outlying Seniors		0	0	97	1,486
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		17	51	1,084	4,060
E19	Bungalow Heaven		0	52	470	1,368
E20	Classic Grandparents		0	0	340	936
E21	Solo Retirees		36	61	791	1,394
F22	Boomerang Boarders		89	117	789	1,149
F23	Family Ties		28	132	1,569	3,170
F24	Fledgling Free		0	0	74	130
F25	Dependable Me		41	90	973	2,566
G26	Cafés and Catchments		36	171	1,385	1,865
G27	Thriving Independence		82	1,124	3,673	9,025
G28	Modern Parents		0	0	639	1,999
G29	Mid-Career Convention		377	432	2,413	7,161
H30	Primary Ambitions		140	760	6,993	10,340
H31	Affordable Fringe		0	0	403	600
H32	First-Rung Futures		48	75	775	1,596
H33	Contemporary Starts		63	920	5,879	15,376
H34	New Foundations		0	330	711	1,348
H35	Flying Solo		113	132	372	784

			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		86	1,189	11,272	13,724
I37	Budget Generations		0	42	226	226
I38	Economical Families		0	0	0	56
I39	Families on a Budget		0	0	35	210
J40	Value Rentals		0	0	10	77
J41	Youthful Endeavours		0	52	317	373
J42	Midlife Renters		190	939	2,890	4,765
J43	Renting Rooms		0	26	278	286
K44	Inner City Stalwarts		0	39	125	125
K45	City Diversity		0	0	199	199
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	0	635	1,056
K48	Mature Workers		0	0	0	6
L49	Flatlet Seniors		0	0	73	144
L50	Pocket Pensions		0	14	351	1,585
L51	Retirement Communities		0	23	629	1,709
L52	Estate Veterans		2	51	711	1,043
L53	Seasoned Survivors		1	15	69	69
M54	Down-to-Earth Owners		0	0	61	87
M55	Back with the Folks		3	132	1,057	1,344
M56	Self Supporters		2	81	258	397
N57	Community Elders		0	177	497	497
N58	Culture & Comfort		0	52	364	364
N59	Large Family Living		0	0	459	459
N60	Ageing Access		0	0	782	1,016
O61	Career Builders		7	241	2,231	4,476
O62	Central Pulse		0	0	965	965
O63	Flexible Workforce		0	57	816	816
O64	Bus-Route Renters		65	347	1,790	3,946
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	29	29
U99	Unclassified		0	0	0	0
Total			1,728	8,730	63,298	149,755

Top 3 Mosaic Types in a 20 Minute Walktime

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. G27 Thriving Independence

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



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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. 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

3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



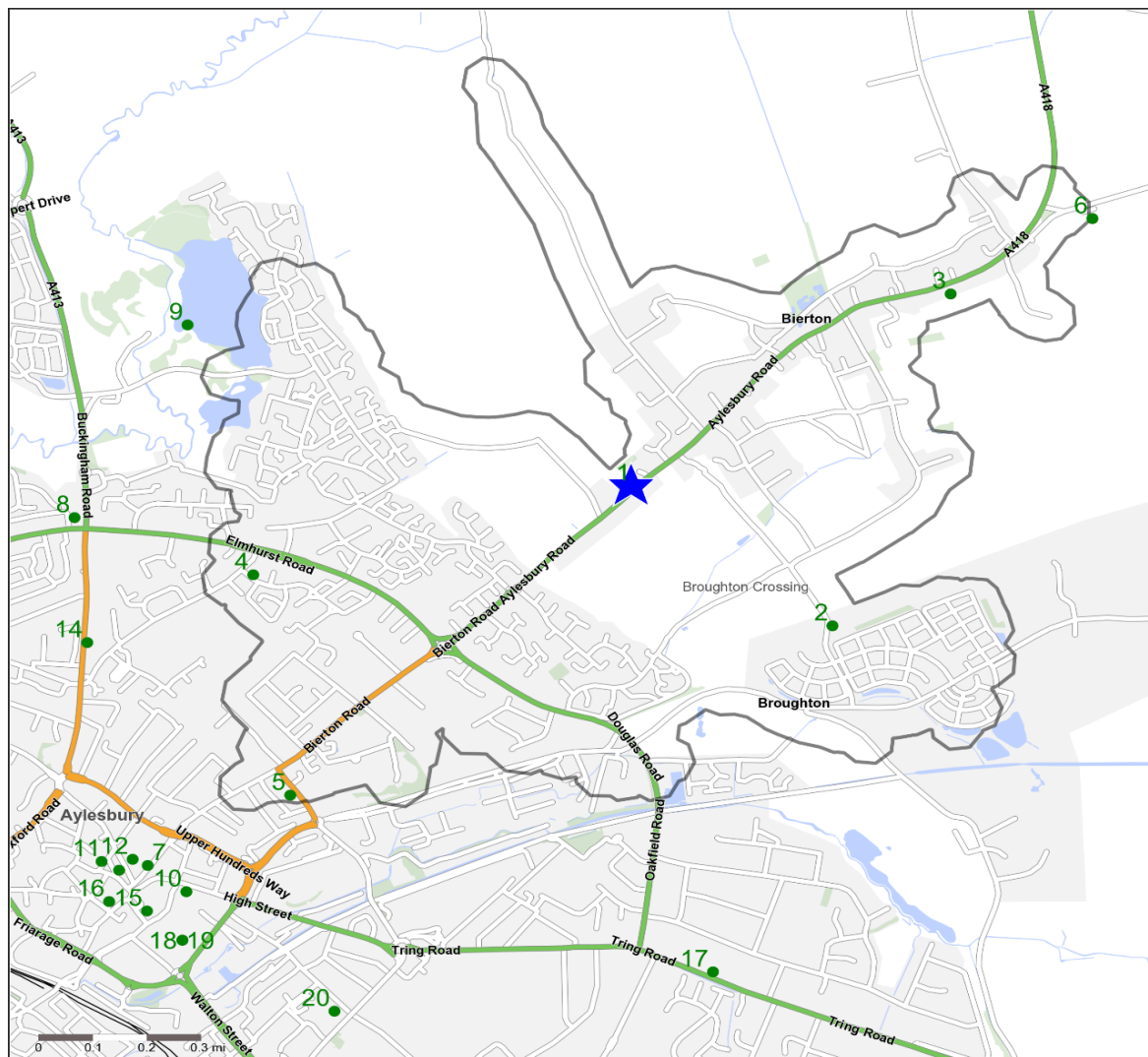
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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	3,925	45.0	139	1,858	21.3	125	2,947	33.8	67		
Male: Alone	1,957	22.4	75	1,797	20.6	124	4,976	57.0	106		
Male: Group	1,890	21.6	94	1,899	21.8	81	4,942	56.6	113		
Male: Pair	1,850	21.2	81	854	9.8	64	6,026	69.0	118		
Mixed Sex: Group	2,331	26.7	108	3,870	44.3	138	2,529	29.0	67		
Mixed Sex: Pair	2,368	27.1	112	2,755	31.6	96	3,607	41.3	97		
With Children	2,690	30.8	104	2,727	31.2	178	3,314	38.0	72		
Unknown	2,313	26.5	76	3,749	42.9	232	2,668	30.6	65		
For Eating:											
Upmarket	3,727	42.7	133	4,200	48.1	222	804	9.2	20		
Midmarket	3,422	39.2	109	1,374	15.7	173	3,934	45.1	82		
Downmarket	1,620	18.6	80	4,307	49.3	140	2,803	32.1	77		
For Drinking (monthly spend):											
Nothing	2,779	31.8	104	1,275	14.6	62	4,676	53.6	117		
Low (less than £10)	2,336	26.8	90	2,652	30.4	128	3,742	42.9	92		
Medium (Between £10 and £40)	2,289	26.2	85	1,129	12.9	71	5,312	60.8	119		
High (Greater than £40)	1,931	22.1	84	2,240	25.7	124	4,560	52.2	99		

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	52,219	34.9	108	38,068	25.4	150	59,467	39.7	78	
Male: Alone	25,479	17.0	57	24,042	16.1	97	100,233	66.9	125	
Male: Group	22,138	14.8	65	33,421	22.3	83	94,195	62.9	126	
Male: Pair	23,901	16.0	61	8,209	5.5	36	117,644	78.6	134	
Mixed Sex: Group	23,831	15.9	65	68,183	45.5	142	57,740	38.6	89	
Mixed Sex: Pair	38,331	25.6	106	46,496	31.0	94	64,927	43.4	101	
With Children	30,550	20.4	69	42,724	28.5	163	76,480	51.1	97	
Unknown	41,180	27.5	79	46,374	31.0	167	62,200	41.5	89	
For Eating:										
Upmarket	58,645	39.2	122	42,823	28.6	132	48,286	32.2	70	
Midmarket	41,784	27.9	77	15,101	10.1	111	92,868	62.0	113	
Downmarket	24,585	16.4	71	61,603	41.1	117	63,566	42.4	102	
For Drinking (monthly spend):										
Nothing	42,246	28.2	92	26,583	17.8	75	80,925	54.0	118	
Low (less than £10)	45,363	30.3	102	39,213	26.2	110	65,178	43.5	94	
Medium (Between £10 and £40)	43,532	29.1	94	29,640	19.8	109	76,583	51.1	100	
High (Greater than £40)	35,598	23.8	90	32,531	21.7	105	81,625	54.5	103	

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	Red Lion, HP22 5BU	Star Pubs & Bars	0.0	0.1
2	Dog House, HP22 5AR	Independent Free	11.8	5.0
3	Bell, HP22 5DS	Fuller Smith & Turner	13.9	2.4
4	Dairy Maid, HP20 2ER	Greene King	18.1	3.4
5	Weavers, HP20 1BX	Independent Free	19.3	3.1
6	Bobs Barn, HP22 5GA	Independent Free	20.8	3.4
7	Harrow, HP20 1RS	Punch Pub Company	25.7	6.0
8	Horse & Jockey, HP19 9QL	Mitchells & Butlers	26.0	4.4
9	Watermead Inn, HP19 0FU	Greene King	26.0	5.4
10	Mendoza, HP20 1SF	Independent Free	27.2	4.6
11	Rockwood, HP20 2JE	Star Pubs & Bars	27.5	5.4
12	Emperors Lounge, HP20 2LA	Brakspear	27.5	5.6
13	Feathers, HP20 2HZ	Stonegate Pub Company	27.5	5.9
14	New Zealand, HP19 9QF	Unknown	28.1	5.1
15	Snug Bar, HP20 1TW	New River Retail	28.1	5.3
16	Farmers Bar At Kings Head, HP20 2RW	Independent Free	29.3	6.1
17	Plough, HP20 1JH	Mitchells & Butlers	29.6	4.7
18	Rococo Lounge, HP20 1UR	Loungers	29.9	4.6
19	White Hart, HP20 1UR	Wetherspoon	29.9	4.6
20	Millwrights, HP21 7SN	Greene King	32.6	5.5