

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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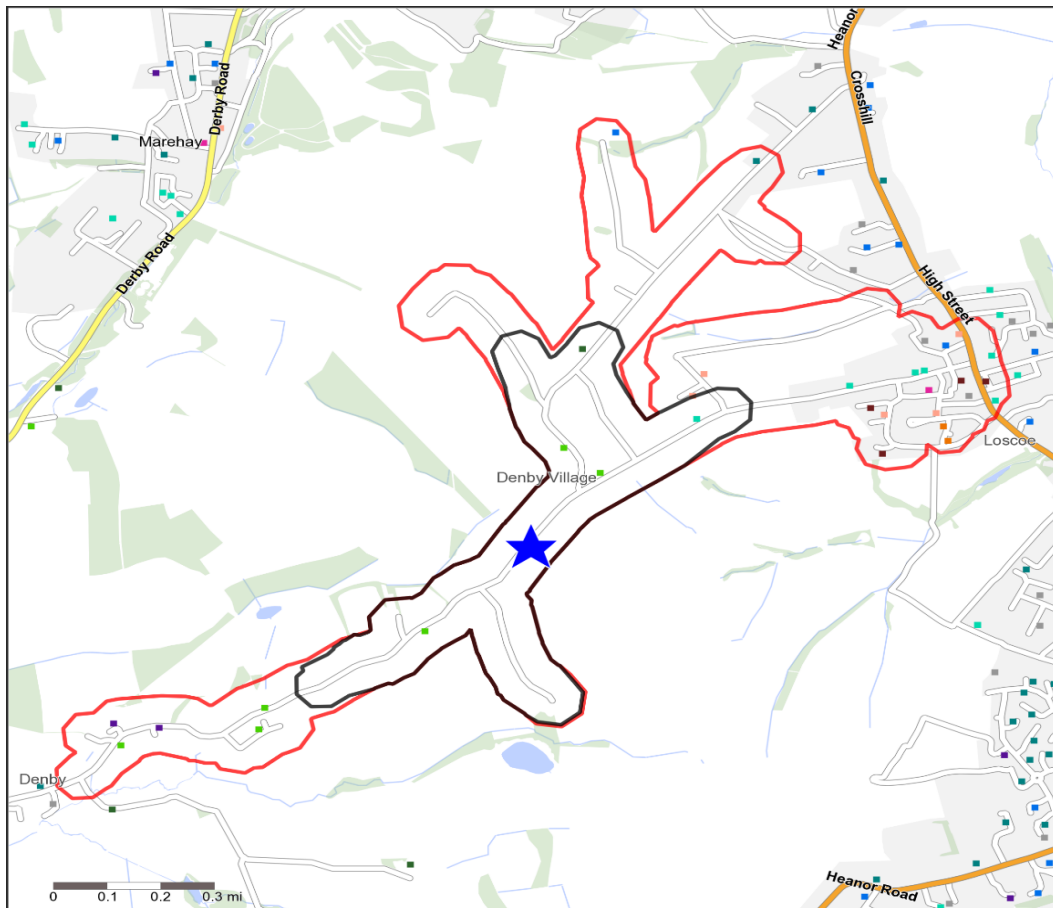
Number of Pubs	1	6	301
Catchment Adults 18+	306	1,467	238,779
Catchment Adults 18+ Per Pub	306	245	793
Populaton Projection 2018 to 2028 (% change)	8.23%	5.54%	5.47%

		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	Premium Local	256	83.7	162	1	High Street Pub	1,038	70.8	137	1	High Street Pub	190,387	79.7	154
2	Great Pub Great Food	244	79.7	171	2	Premium Local	1,008	68.7	147	2	Community Pub	143,060	59.9	129
3	High Street Pub	97	31.7	50	3	Community Pub	877	59.8	95	3	Premium Local	128,094	53.6	85
4	Community Pub	93	30.4	235	4	Great Pub Great Food	742	50.6	391	4	Great Pub Great Food	86,045	36.0	279
5	Bit of Style	16	5.2	13	5	Bit of Style	236	16.1	40	5	Bit of Style	57,407	24.0	60
6	Circuit Bar	12	3.9	15	6	Circuit Bar	121	8.2	31	6	Circuit Bar	29,535	12.4	46
7	Craft Led	0	0.0	0	7	Craft Led	20	1.4	13	7	Craft Led	23,783	10.0	97

	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	26	8.5	96	92	6.3	71	18,293	7.7	87
C1	33	10.8	88	131	8.9	73	26,738	11.2	91
C2	28	9.2	111	144	9.8	119	22,768	9.5	116
DE	23	7.5	73	142	9.7	94	25,920	10.9	105

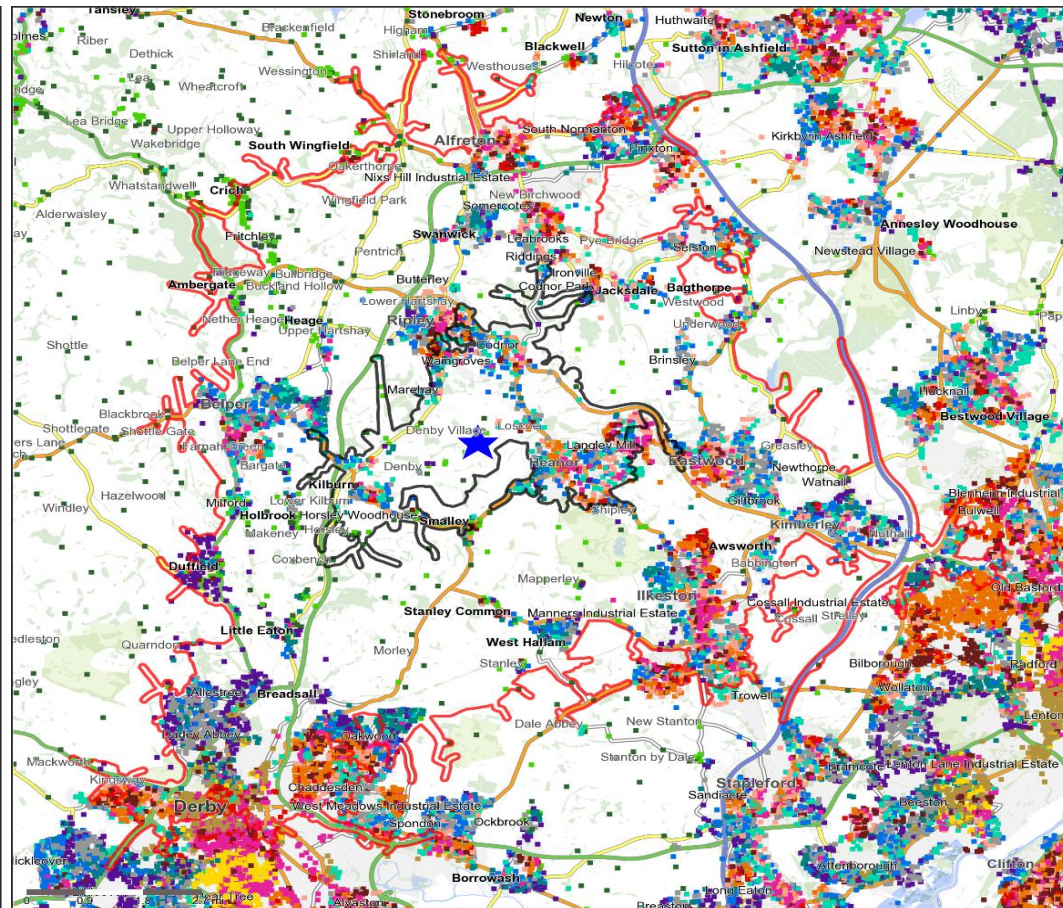
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	59	19.3	58	547	37.3	112	96,060	40.2	121
Medium (7-13)	135	44.1	133	569	38.8	117	87,830	36.8	111
High (14-19)	78	25.5	90	193	13.2	46	36,472	15.3	54

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	82
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	515
	B06	Diamond Days	0	0	34	1,666
	B07	Alpha Families	0	2	5	2,594
	B08	Bank of Mum and Dad	1	8	62	2,801
	B09	Empty-Nest Adventure	0	0	164	7,081
	C10	Wealthy Landowners	31	39	71	1,211
	C11	Rural Vogue	0	0	7	69
	C12	Scattered Homesteads	0	0	0	60
	C13	Village Retirement	3	18	479	2,462
	D14	Satellite Settlers	160	234	925	5,837
	D15	Local Focus	0	0	151	1,175
	D16	Outlying Seniors	0	0	221	1,261
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	12	2,445
	E19	Bungalow Heaven	1	26	1,416	14,134
	E20	Classic Grandparents	0	30	281	3,175
	E21	Solo Retirees	0	8	238	3,104
	F22	Boomerang Boarders	0	23	759	5,786
	F23	Family Ties	0	0	115	1,578
	F24	Fledgling Free	0	59	3,779	15,503
	F25	Dependable Me	0	0	1,496	9,957
	G26	Cafés and Catchments	0	0	0	338
	G27	Thriving Independence	0	0	5	2,168
	G28	Modern Parents	0	0	833	7,010
	G29	Mid-Career Convention	4	79	2,038	11,427
	H30	Primary Ambitions	0	0	235	2,113
	H31	Affordable Fringe	44	280	2,576	13,220
	H32	First-Rung Futures	0	20	3,106	13,142
	H33	Contemporary Starts	11	80	713	3,368
	H34	New Foundations	1	21	165	713
	H35	Flying Solo	0	0	208	1,232

			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	35	418
	I37	Budget Generations	0	119	1,158	4,458
	I38	Economical Families	0	0	1,653	7,141
	I39	Families on a Budget	0	0	606	7,930
	J40	Value Rentals	0	36	1,332	8,184
	J41	Youthful Endeavours	0	0	174	1,441
	J42	Midlife Renters	0	0	639	5,507
	J43	Renting Rooms	0	0	602	5,138
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	36	1,780
	K48	Mature Workers	0	0	498	4,869
	L49	Flatlet Seniors	0	0	155	1,838
	L50	Pocket Pensions	0	64	923	5,033
	L51	Retirement Communities	0	0	0	1,189
	L52	Estate Veterans	0	38	1,027	3,490
	L53	Seasoned Survivors	0	0	532	3,651
	M54	Down-to-Earth Owners	0	145	2,050	8,766
	M55	Back with the Folks	49	137	708	5,380
	M56	Self Supporters	0	0	3,322	13,344
	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	0	0	0	987
	O61	Career Builders	0	0	0	1,656
	O62	Central Pulse	0	0	0	1,164
	O63	Flexible Workforce	0	0	0	61
	O64	Bus-Route Renters	0	0	15	1,885
	O65	Learners & Earners	0	0	0	4,544
	O66	Student Scene	0	0	0	204
	U99	Unclassified	0	0	0	1,487
Total			305	1,466	35,559	238,777

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

Top 3 Mosaic Types in a 20 Minute Drivetime

1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

2. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend











3. M56 Self Supporters

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



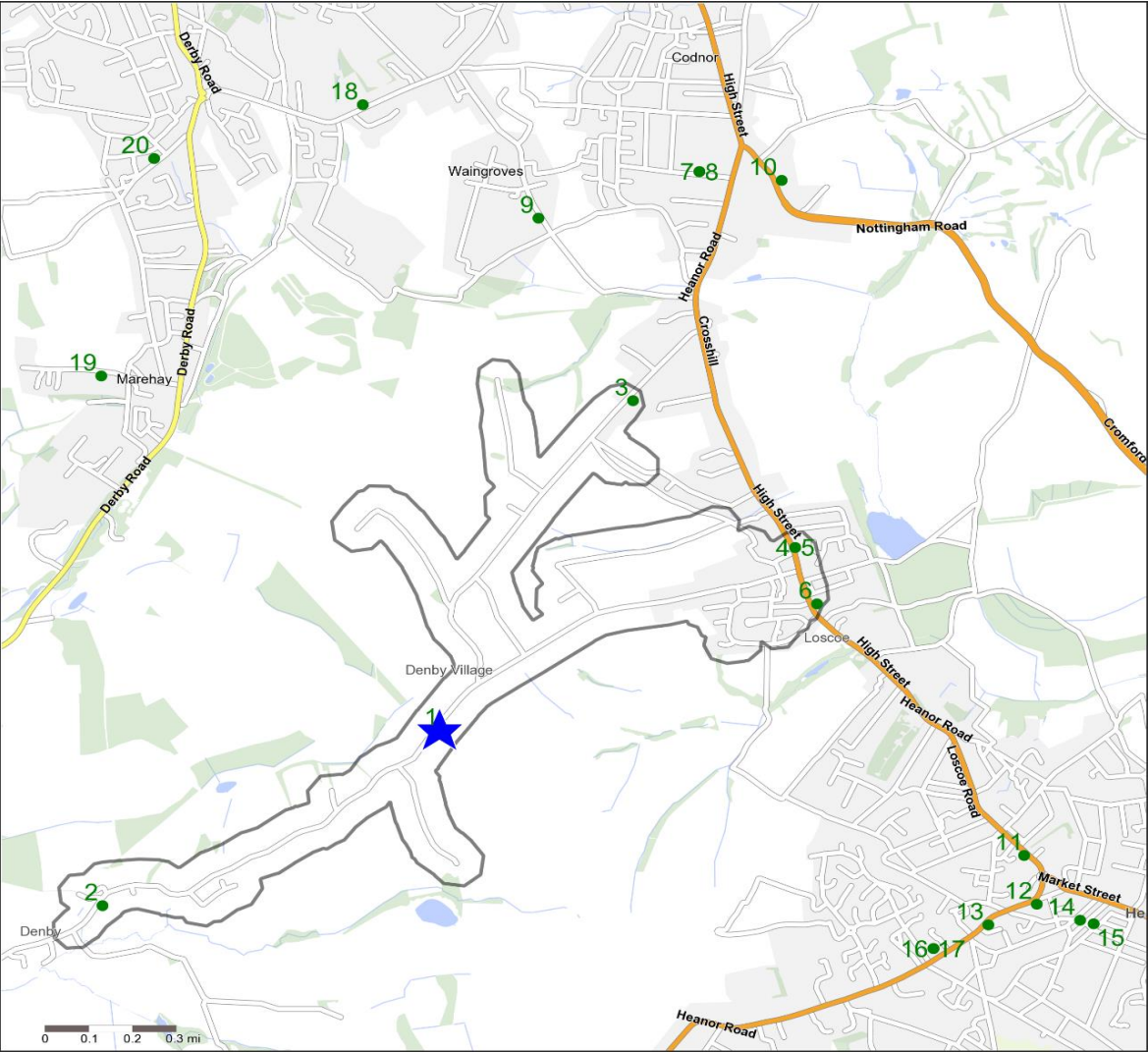
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	304	20.7	68		635	43.3	265		527	35.9	69	
Male: Alone	768	52.4	176		115	7.8	50		583	39.7	75	
Male: Group	486	33.1	145		443	30.2	115		537	36.6	74	
Male: Pair	542	36.9	142		49	3.3	22		876	59.7	104	
Mixed Sex: Group	428	29.2	128		742	50.6	158		296	20.2	46	
Mixed Sex: Pair	910	62.0	265		189	12.9	40		368	25.1	59	
With Children	701	47.8	165		196	13.4	79		570	38.9	73	
Unknown	885	60.3	184		102	7.0	39		480	32.7	68	
For Eating:												
Upmarket	726	49.5	162		59	4.0	19		682	46.5	98	
Midmarket	322	21.9	64		0	0.0	0		1,145	78.1	141	
Downmarket	793	54.1	243		230	15.7	45		444	30.3	73	
For Drinking (monthly spend):												
Nothing	741	50.5	167		170	11.6	49		555	37.8	84	
Low (less than £10)	694	47.3	158		464	31.6	135		309	21.1	46	
Medium (Between £10 and £40)	676	46.1	151		263	17.9	101		528	36.0	72	
High (Greater than £40)	286	19.5	75		603	41.1	200		578	39.4	75	

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	60,288	25.2	83	34,496	14.4	88	142,508	59.7	115
Male: Alone	76,589	32.1	108	40,440	16.9	109	120,263	50.4	94
Male: Group	56,704	23.7	104	76,447	32.0	122	104,141	43.6	88
Male: Pair	53,525	22.4	86	56,196	23.5	154	127,571	53.4	93
Mixed Sex: Group	52,627	22.0	96	72,290	30.3	95	112,375	47.1	107
Mixed Sex: Pair	73,976	31.0	132	74,500	31.2	96	88,816	37.2	87
With Children	79,932	33.5	116	47,574	19.9	118	109,786	46.0	87
Unknown	72,483	30.4	92	22,547	9.4	53	142,262	59.6	124
For Eating:									
Upmarket	62,204	26.1	85	42,180	17.7	85	132,908	55.7	118
Midmarket	60,711	25.4	74	11,103	4.6	52	165,479	69.3	125
Downmarket	88,580	37.1	167	95,736	40.1	115	52,976	22.2	53
For Drinking (monthly spend):									
Nothing	64,974	27.2	90	82,834	34.7	147	89,484	37.5	84
Low (less than £10)	69,631	29.2	98	76,196	31.9	136	91,466	38.3	84
Medium (Between £10 and £40)	73,332	30.7	100	41,339	17.3	97	122,621	51.4	102
High (Greater than £40)	45,040	18.9	73	68,377	28.6	140	123,875	51.9	99

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bulls Head, DE 5 8PW	Star Pubs & Bars	0.0	0.1
2	Denby Lodge, DE 5 8PH	Pub People Co Ltd	17.8	2.5
3	Marquis Of Ormonde, DE 5 9SP	Independent Free	19.0	3.1
4	Gate Inn, DE75 7LF	Admiral Taverns Ltd	19.9	2.9
5	Tip Inn, DE75 7LF	Independent Free	19.9	2.9
6	Eclipse Inn, DE75 7LE	Admiral Taverns Ltd	20.2	3.0
7	Codnor Inn, DE 5 9RN	Independent Free	32.9	5.3
8	Jessop Arms, DE 5 9RN	Independent Free	32.9	5.3
9	Thorn Tree Inn, DE 5 9TE	Independent Free	34.4	5.4
10	French Horn Inn, DE 5 9RH	Unknown	36.2	5.3
11	Derby Arms, DE75 7EX	Trust Inns	36.8	5.8
12	Red Lion, DE75 7QG	Hawthorn Leisure	41.0	6.4
13	Nothing Else Matters, DE75 7QJ	Independent Free	41.6	6.7
14	Redemption Ale House Micropub, DE75 7GE	Independent Free	42.6	6.7
15	Angry Bee, DE75 7GD	Independent Free	43.2	7.0
16	Jolly Colliers, DE75 7QL	Star Pubs & Bars	44.7	7.2
17	New Inn, DE75 7QL	Independent Free	44.7	7.2
18	Beehive Inn, DE 5 3JN	Independent Free	47.1	7.7
19	Village Inn, DE 5 8JF	Independent Free	73.2	8.9
20	Holly Bush Inn, DE 5 8JA	*Other Small Retail Groups	75.0	10.0