

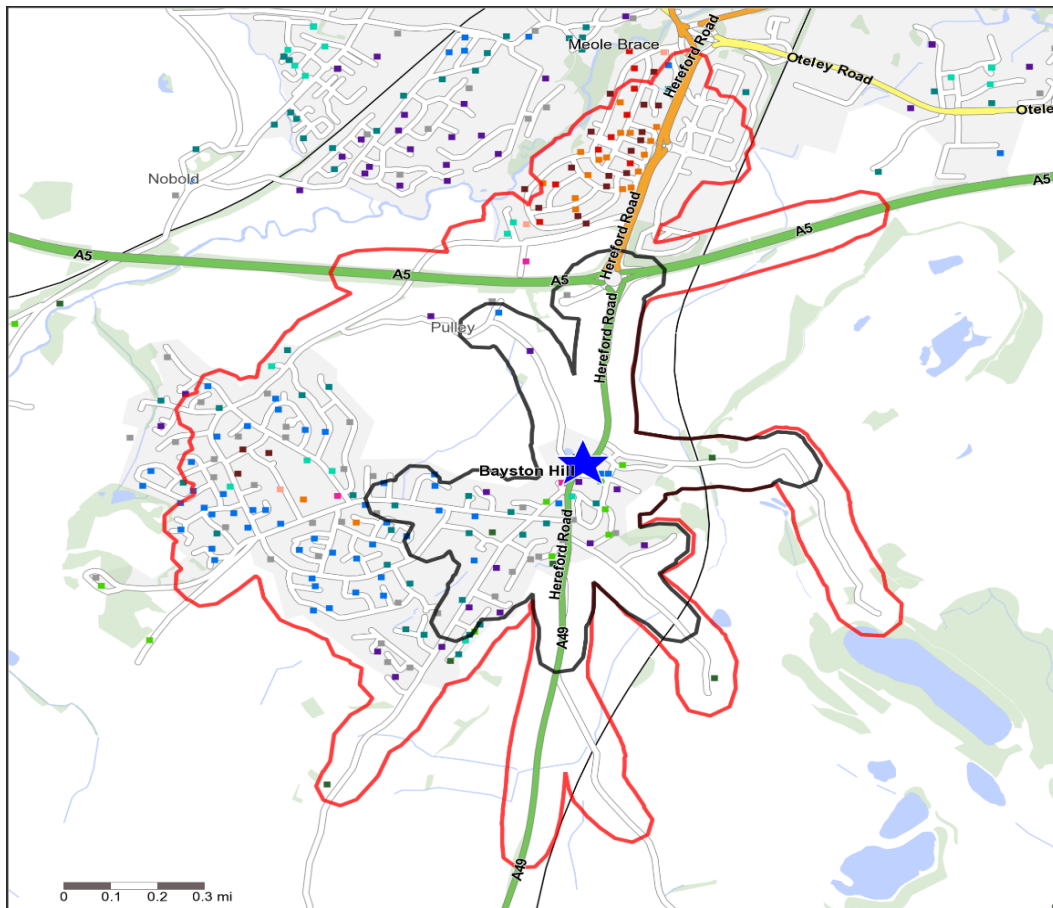
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	3	204
Catchment Adults 18+	983	4,986	149,692
Catchment Adults 18+ Per Pub	492	1,662	734
Populaton Projection 2020 to 2030 (% change)	9.03%	8.75%	8.47%

		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	731	74.4	142	1	High Street Pub	4,061	81.4	155	1	High Street Pub	92,760	62.0	118
2	Great Pub Great Food	668	68.0	145	2	Premium Local	2,948	59.1	126	2	Premium Local	87,622	58.5	125
3	High Street Pub	512	52.1	82	3	Great Pub Great Food	2,133	42.8	67	3	Community Pub	82,215	54.9	86
4	Bit of Style	236	24.0	168	4	Community Pub	2,067	41.5	289	4	Great Pub Great Food	67,847	45.3	316
5	Community Pub	149	15.2	38	5	Bit of Style	735	14.7	36	5	Bit of Style	31,587	21.1	52
6	Circuit Bar	43	4.4	15	6	Circuit Bar	213	4.3	15	6	Circuit Bar	19,045	12.7	44
7	Craft Led	23	2.3	21	7	Craft Led	167	3.3	30	7	Craft Led	8,046	5.4	47

	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	82	8.3	94	360	7.2	81	13,233	8.8	100
C1	82	8.3	68	432	8.7	70	16,852	11.3	92
C2	76	7.7	94	476	9.5	116	13,350	8.9	108
DE	48	4.9	47	430	8.6	84	13,654	9.1	89

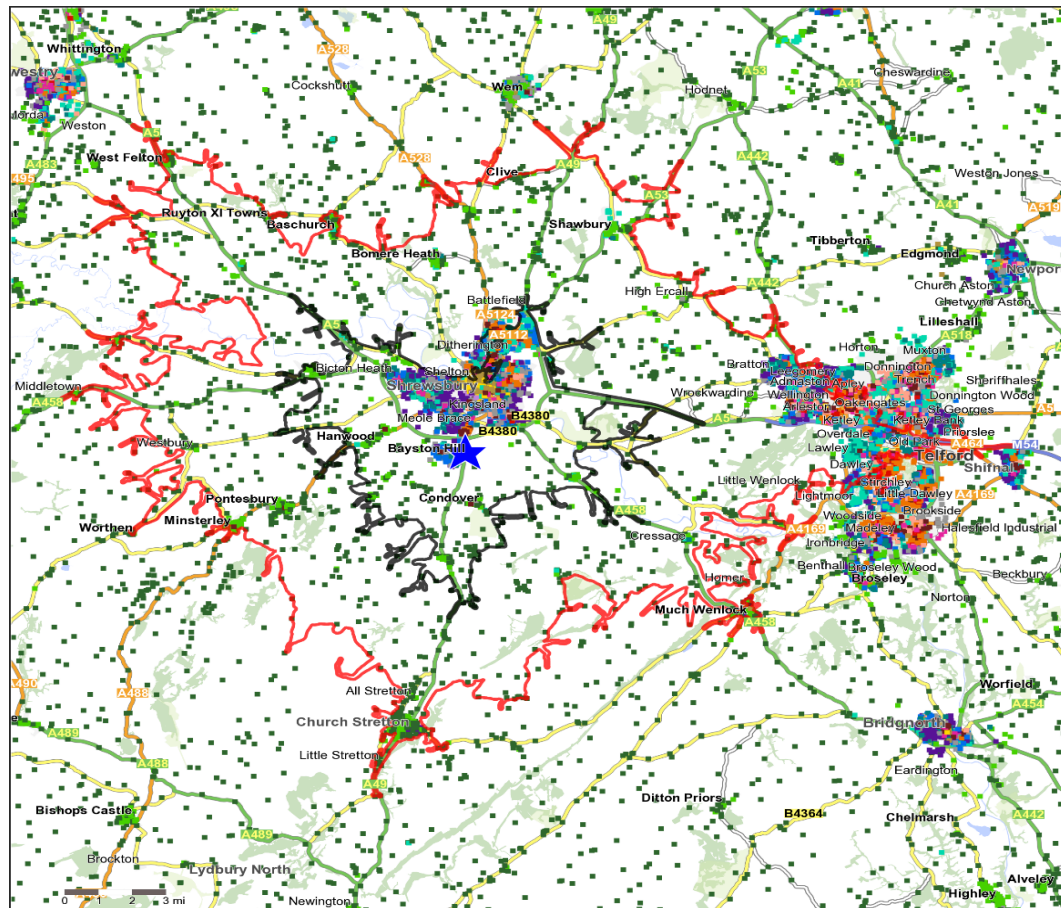
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	110	11.2	34	1,481	29.7	89	50,166	33.5	101
Medium (7-13)	484	49.2	148	2,506	50.3	151	56,679	37.9	114
High (14-19)	261	26.6	93	682	13.7	48	33,294	22.2	78

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	9	9
A02	Uptown Elite		0	0	184	190
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	15	15
B05	Premium Fortunes		0	0	519	528
B06	Diamond Days		27	44	892	1,061
B07	Alpha Families		3	7	476	1,104
B08	Bank of Mum and Dad		46	83	1,265	2,240
B09	Empty-Nest Adventure		56	81	1,975	3,746
C10	Wealthy Landowners		32	53	1,272	4,110
C11	Rural Vogue		7	7	1,334	6,135
C12	Scattered Homesteads		0	0	847	5,921
C13	Village Retirement		20	22	1,545	8,426
D14	Satellite Settlers		107	136	1,276	5,467
D15	Local Focus		0	0	1,095	4,191
D16	Outlying Seniors		0	0	691	3,999
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		1	14	2,842	3,003
E19	Bungalow Heaven		147	410	2,468	3,927
E20	Classic Grandparents		20	255	2,231	3,348
E21	Solo Retirees		20	108	1,620	2,602
F22	Boomerang Boarders		119	649	1,928	2,725
F23	Family Ties		0	355	1,331	1,975
F24	Fledgling Free		56	449	1,184	2,105
F25	Dependable Me		27	318	2,719	4,827
G26	Cafés and Catchments		0	1	438	438
G27	Thriving Independence		0	14	3,270	3,825
G28	Modern Parents		0	0	584	3,974
G29	Mid-Career Convention		194	555	2,821	3,896
H30	Primary Ambitions		0	5	826	2,699
H31	Affordable Fringe		0	12	2,135	4,212
H32	First-Rung Futures		17	79	1,633	3,916
H33	Contemporary Starts		20	46	1,894	7,300
H34	New Foundations		0	0	406	1,047
H35	Flying Solo		6	35	479	655

			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	174	1,622	2,493
I37	Budget Generations		0	135	1,255	2,524
I38	Economical Families		0	0	156	2,832
I39	Families on a Budget		0	47	1,152	3,867
J40	Value Rentals		0	0	228	1,318
J41	Youthful Endeavours		0	0	354	839
J42	Midlife Renters		57	84	2,778	5,089
J43	Renting Rooms		0	0	342	1,701
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	83
K47	Single Essentials		0	53	421	1,170
K48	Mature Workers		0	148	536	1,894
L49	Flatlet Seniors		0	0	139	599
L50	Pocket Pensions		0	139	923	2,805
L51	Retirement Communities		0	0	890	1,485
L52	Estate Veterans		0	411	1,835	2,663
L53	Seasoned Survivors		0	0	182	778
M54	Down-to-Earth Owners		0	17	144	910
M55	Back with the Folks		0	39	857	2,275
M56	Self Supporters		0	0	906	2,222
N57	Community Elders		0	0	0	0
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	261
N60	Ageing Access		0	0	1,977	2,133
O61	Career Builders		0	0	1,778	2,018
O62	Central Pulse		0	0	259	259
O63	Flexible Workforce		0	0	0	0
O64	Bus-Route Renters		0	0	3,085	3,831
O65	Learners & Earners		0	0	15	15
O66	Student Scene		0	0	0	13
U99	Unclassified		0	0	0	0
Total			982	4,985	66,038	149,693

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. 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

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



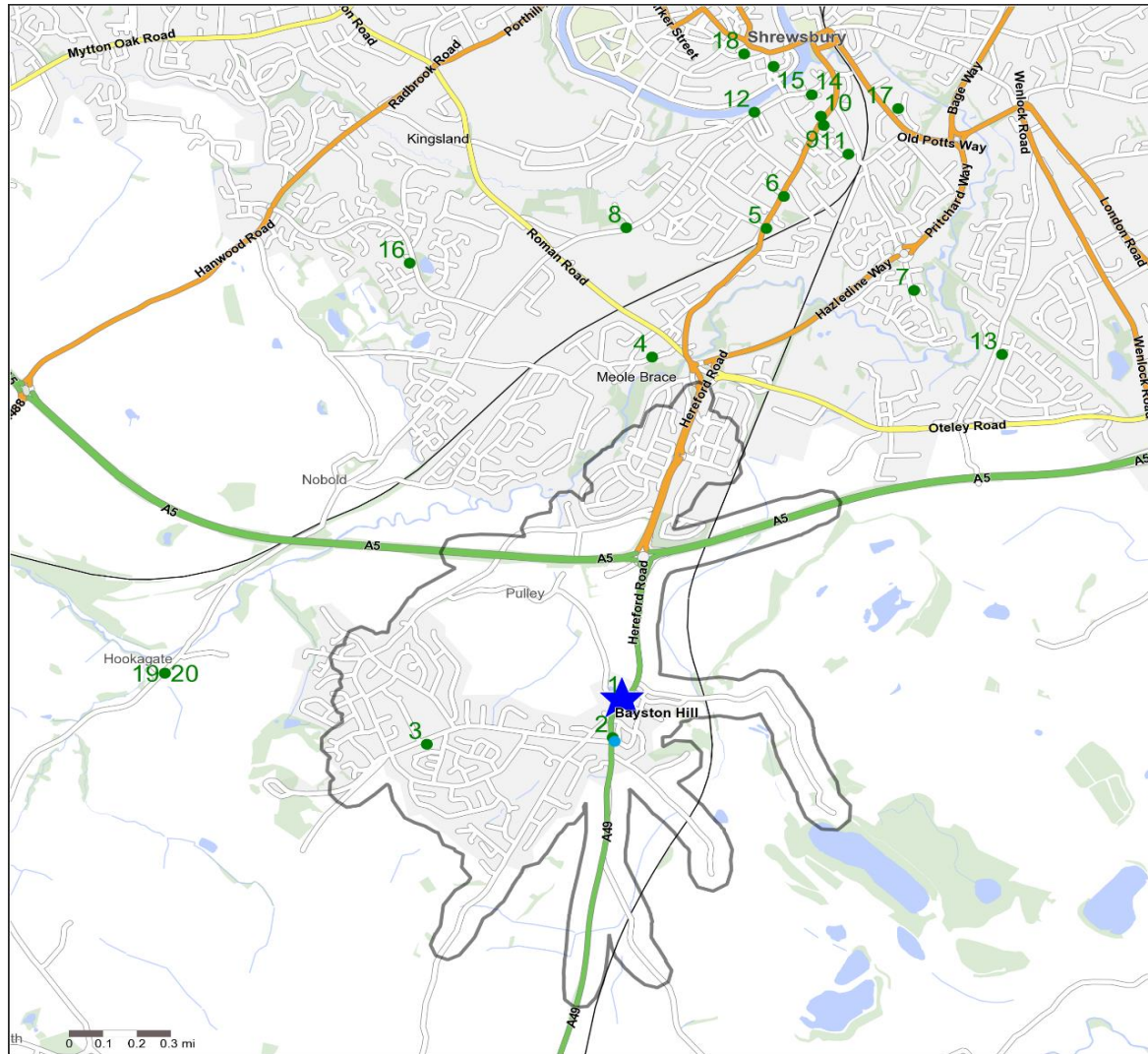
- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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	1,315	26.4	82	464	9.3	55	3,207	64.3	127
Male: Alone	1,748	35.1	118	670	13.4	81	2,568	51.5	96
Male: Group	1,840	36.9	161	1,440	28.9	107	1,705	34.2	68
Male: Pair	1,743	35.0	134	505	10.1	66	2,738	54.9	94
Mixed Sex: Group	721	14.5	59	2,089	41.9	130	2,175	43.6	101
Mixed Sex: Pair	2,303	46.2	191	1,128	22.6	68	1,554	31.2	73
With Children	761	15.3	51	866	17.4	99	3,359	67.4	128
Unknown	1,406	28.2	81	229	4.6	25	3,351	67.2	144
For Eating:									
Upmarket	1,915	38.4	119	332	6.7	31	2,739	54.9	119
Midmarket	1,404	28.2	78	256	5.1	56	3,326	66.7	122
Downmarket	2,383	47.8	206	1,568	31.4	89	1,035	20.8	50
For Drinking (monthly spend):									
Nothing	1,925	38.6	126	1,558	31.2	133	1,502	30.1	66
Low (less than £10)	2,236	44.8	151	1,595	32.0	135	1,154	23.1	50
Medium (Between £10 and £40)	2,214	44.4	144	548	11.0	61	2,223	44.6	87
High (Greater than £40)	1,348	27.0	102	1,293	25.9	125	2,345	47.0	89

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	41,176	27.5	85	23,725	15.8	93	84,791	56.6	112
Male: Alone	41,390	27.7	93	20,353	13.6	82	87,949	58.8	110
Male: Group	33,511	22.4	98	37,115	24.8	92	79,066	52.8	105
Male: Pair	31,770	21.2	81	19,940	13.3	87	97,982	65.5	112
Mixed Sex: Group	29,962	20.0	81	53,734	35.9	112	65,995	44.1	102
Mixed Sex: Pair	41,843	28.0	115	52,626	35.2	106	55,222	36.9	86
With Children	38,589	25.8	87	26,347	17.6	100	84,756	56.6	107
Unknown	37,604	25.1	72	26,645	17.8	96	85,443	57.1	122
For Eating:									
Upmarket	39,484	26.4	82	25,580	17.1	79	84,627	56.5	122
Midmarket	35,598	23.8	66	8,058	5.4	59	106,035	70.8	129
Downmarket	36,185	24.2	104	54,777	36.6	104	58,730	39.2	95
For Drinking (monthly spend):									
Nothing	47,540	31.8	103	39,955	26.7	113	62,197	41.5	91
Low (less than £10)	51,783	34.6	116	45,820	30.6	129	52,089	34.8	75
Medium (Between £10 and £40)	38,253	25.6	83	31,348	20.9	116	80,090	53.5	105
High (Greater than £40)	27,318	18.2	69	29,204	19.5	94	93,170	62.2	118

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	Three Fishes, SY 3 0DB	Star Pubs & Bars	0.0	0.1
2	Compasses Inn, SY 3 0DZ	Star Pubs & Bars	3.3	0.6
3	Beeches, SY 3 0NT	Marston's	13.6	2.7
4	Wild Pig, SY 3 9JT	Trust Inns Limited	25.1	3.5
5	Grove Hotel, SY 3 7NN	Marston's	32.3	3.8
6	Belle Vue Tavern, SY 3 7NJ	Admiral Taverns Ltd	34.7	4.1
7	Saddlers, SY 3 7TJ	New River Retail	37.7	4.0
8	Red Barn, SY 3 7HS	Punch Pub Company	38.0	4.2
9	Masonic Arms, SY 3 7LN	Independent Free	39.5	5.2
10	Boars Head, SY 3 7LL	Marston's	40.1	5.0
11	Prince Of Wales, SY 3 7NZ	Unknown	41.0	5.5
12	Crown, SY 3 7DX	Marston's	41.6	5.5
13	Charles Darwin, SY 2 6HN	New River Retail	43.2	5.5
14	Cross Foxes, SY 3 7DE	Independent Free	43.5	5.8
15	Hop & Friar, SY 1 1XL	Marston's	44.1	6.3
16	Inn On The Green, SY 3 6DU	New River Retail	44.4	5.2
17	Beaten Track, SY 3 7ET	Mitchells & Butlers	46.5	4.6
18	Henry Tudor House, SY 1 1XA	Independent Free	47.4	6.7
19	Cygnets, SY 5 8BE	Independent Free	49.7	9.2
20	New Inn, SY 5 8BE	Independent Free	49.7	9.2