

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	2	271
Catchment Adults 18+	566	1,544	208,331
Catchment Adults 18+ Per Pub	566	772	769
Populaton Projection 2020 to 2030 (% change)	10.77%	11.09%	5.72%

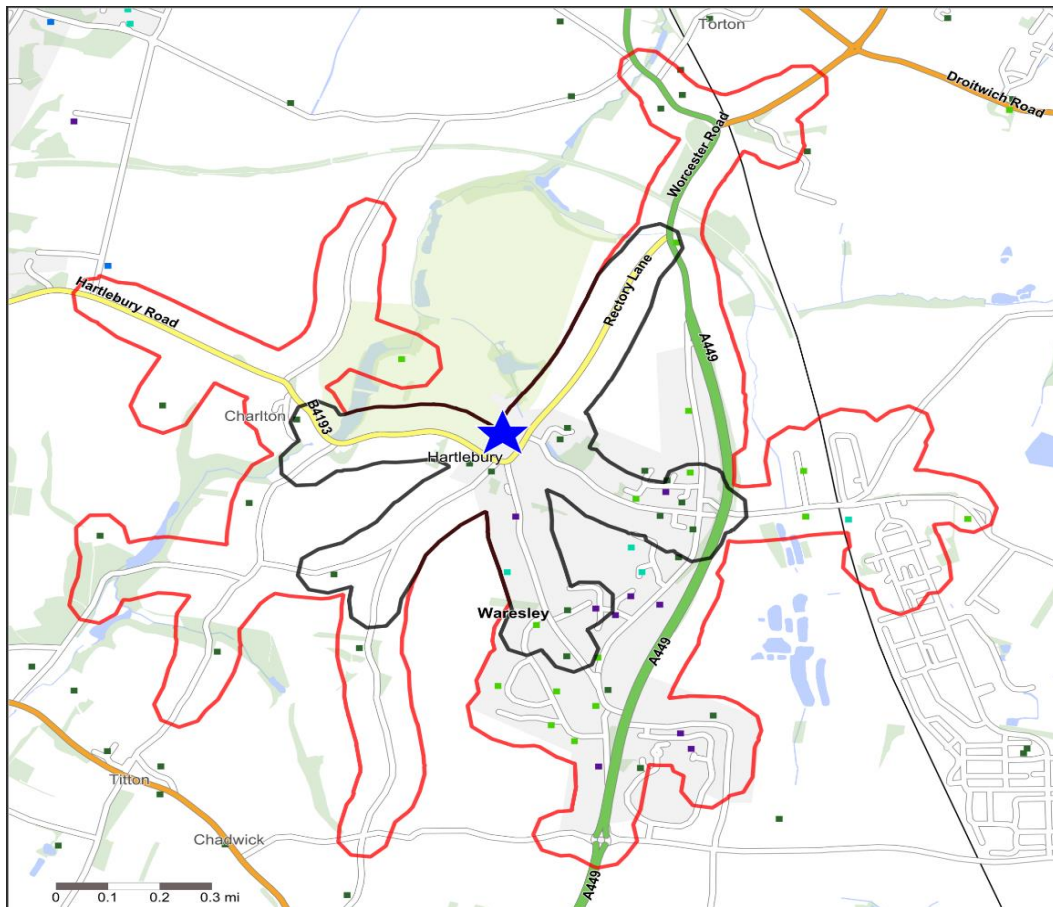
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	561	99.1	189	1	Premium Local	1,282	83.0	158	1	High Street Pub	142,827	68.6	131
2	Great Pub Great Food	462	81.6	174	2	Great Pub Great Food	1,121	72.6	155	2	Premium Local	120,857	58.0	124
3	Bit of Style	102	18.0	28	3	Community Pub	265	17.2	27	3	Community Pub	109,634	52.6	82
4	Circuit Bar	99	17.5	122	4	Bit of Style	171	11.1	77	4	Great Pub Great Food	96,611	46.4	324
5	Community Pub	5	0.9	2	5	Circuit Bar	165	10.7	26	5	Bit of Style	39,966	19.2	47
6	High Street Pub	3	0.5	2	6	High Street Pub	64	4.1	14	6	Circuit Bar	23,047	11.1	39
7	Craft Led	0	0.0	0	7	Craft Led	7	0.5	4	7	Craft Led	14,951	7.2	63

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	70	12.4	139	174	11.3	127	18,814	9.0	102
C1	70	12.4	101	180	11.7	95	23,520	11.3	92
C2	37	6.5	79	108	7.0	85	17,592	8.4	102
DE	14	2.5	24	85	5.5	53	18,937	9.1	88

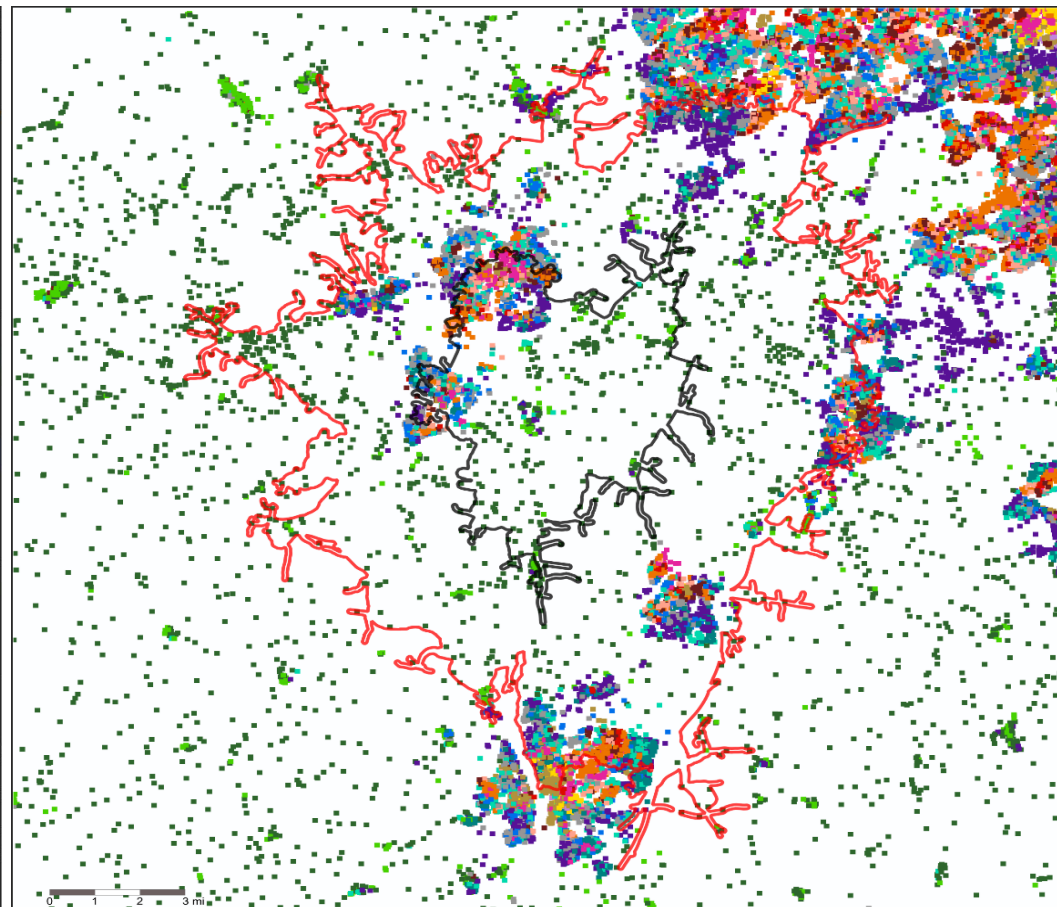
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	36	6.4	19	184	11.9	36	60,881	29.2	88
Medium (7-13)	181	32.0	96	516	33.4	101	78,108	37.5	113
High (14-19)	327	57.8	203	789	51.1	179	61,831	29.7	104

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	H Aspiring Homemakers
K Municipal Tenants	L Vintage Value	M Modest Traditions
		D Rural Reality
		I Family Basics
		N Urban Cohesion
		E Senior Security
		J Transient Renters
		O Rental Hubs

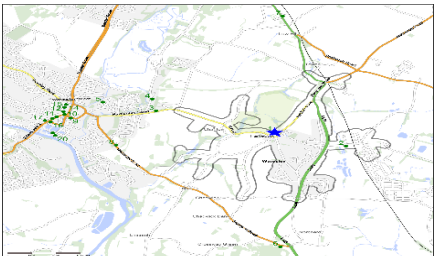
# Adults 18+ by Mosaic Type in Each Catchment

		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	34
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	8	1,155
B06	Diamond Days	0	1	245	4,452
B07	Alpha Families	156	352	511	6,934
B08	Bank of Mum and Dad	0	0	277	4,330
B09	Empty-Nest Adventure	17	30	1,919	11,390
C10	Wealthy Landowners	41	108	2,381	10,253
C11	Rural Vogue	10	35	414	1,524
C12	Scattered Homesteads	0	0	60	808
C13	Village Retirement	159	273	1,013	3,964
D14	Satellite Settlers	76	315	904	4,363
D15	Local Focus	5	202	205	755
D16	Outlying Seniors	0	55	299	1,162
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	328	5,575
E19	Bungalow Heaven	0	0	1,563	7,847
E20	Classic Grandparents	0	0	1,384	7,583
E21	Solo Retirees	0	0	969	3,830
F22	Boomerang Boarders	0	0	1,180	7,513
F23	Family Ties	0	0	237	2,420
F24	Fledgling Free	0	0	855	4,617
F25	Dependable Me	0	1	1,687	6,377
G26	Cafés and Catchments	0	0	0	367
G27	Thriving Independence	0	0	189	4,366
G28	Modern Parents	0	0	533	5,002
G29	Mid-Career Convention	3	6	1,310	8,854
H30	Primary Ambitions	0	0	438	3,584
H31	Affordable Fringe	0	0	1,236	6,126
H32	First-Rung Futures	0	1	1,708	8,065
H33	Contemporary Starts	93	150	486	3,104
H34	New Foundations	6	9	38	741
H35	Flying Solo	0	5	280	1,526

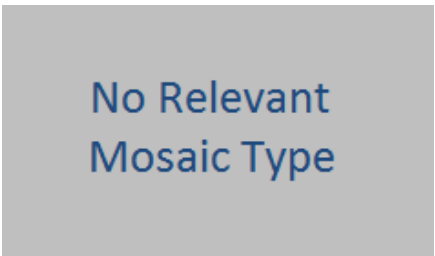
		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	0	618	2,841
I37	Budget Generations	0	0	1,569	6,509
I38	Economical Families	0	0	1,239	2,723
I39	Families on a Budget	0	0	1,601	5,439
J40	Value Rentals	0	0	388	998
J41	Youthful Endeavours	0	0	392	1,367
J42	Midlife Renters	0	0	2,558	6,882
J43	Renting Rooms	0	0	2,217	2,842
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	140	140
K47	Single Essentials	0	0	528	2,036
K48	Mature Workers	0	0	262	2,241
L49	Flatlet Seniors	0	0	854	2,213
L50	Pocket Pensions	0	0	747	3,751
L51	Retirement Communities	0	0	408	3,475
L52	Estate Veterans	0	0	771	4,198
L53	Seasoned Survivors	0	0	282	941
M54	Down-to-Earth Owners	0	0	160	2,728
M55	Back with the Folks	0	0	730	4,927
M56	Self Supporters	0	0	2,030	4,091
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	1,761
O61	Career Builders	0	0	26	1,398
O62	Central Pulse	0	0	0	1,037
O63	Flexible Workforce	0	0	0	111
O64	Bus-Route Renters	0	0	1,399	4,282
O65	Learners & Earners	0	0	0	734
O66	Student Scene	0	0	0	44
U99	Unclassified	0	0	0	0
<b>Total</b>		<b>566</b>	<b>1,543</b>	<b>41,576</b>	<b>208,330</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

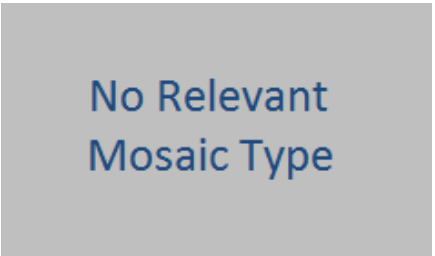
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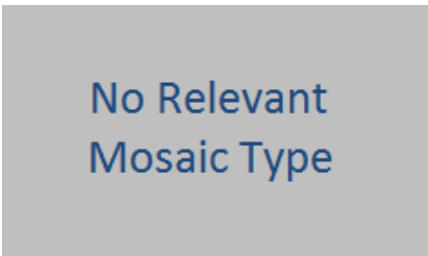


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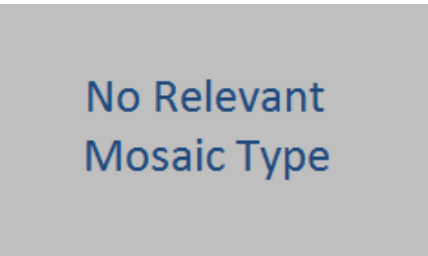


## Top 3 Mosaic Types in a 20 Minute Drivetime

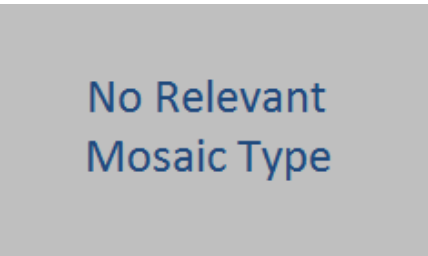
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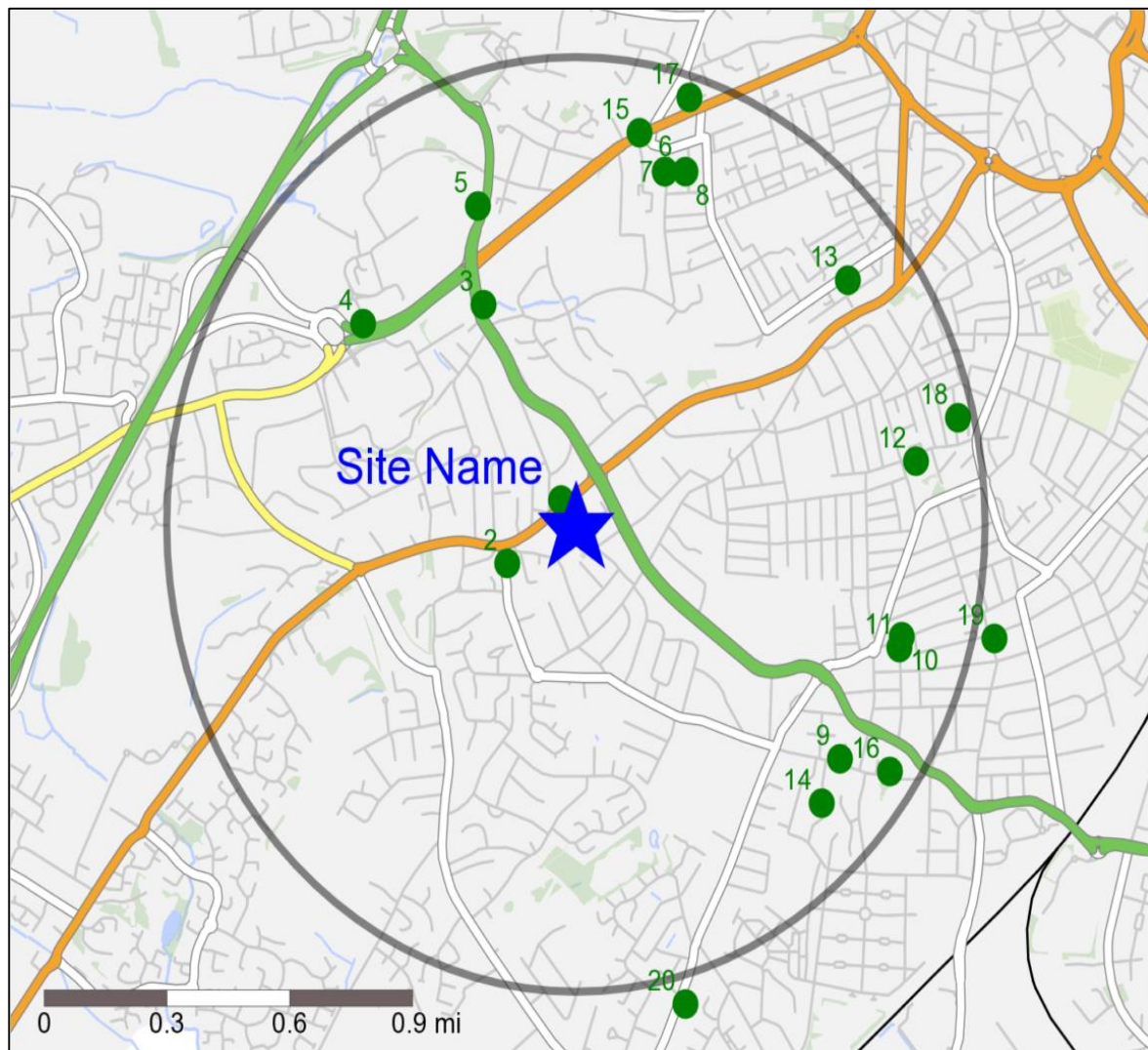
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	159	10.3	32	869	56.3	331	516	33.4	66		
Male: Alone	56	3.6	12	6	0.4	2	1,483	96.0	179		
Male: Group	1	0.1	0	480	31.1	115	1,063	68.8	137		
Male: Pair	0	0.0	0	11	0.7	5	1,533	99.3	170		
Mixed Sex: Group	9	0.6	2	1,006	65.2	203	530	34.3	79		
Mixed Sex: Pair	321	20.8	86	359	23.3	70	864	56.0	131		
With Children	7	0.5	2	359	23.3	133	1,179	76.4	145		
Unknown	523	33.9	97	166	10.8	58	856	55.4	119		
<b>For Eating:</b>											
Upmarket	161	10.4	32	361	23.4	108	1,023	66.3	143		
Midmarket	0	0.0	0	5	0.3	4	1,539	99.7	182		
Downmarket	1	0.1	0	448	29.0	82	1,096	71.0	171		
<b>For Drinking (monthly spend):</b>											
Nothing	257	16.6	54	71	4.6	20	1,216	78.8	172		
Low (less than £10)	310	20.1	68	608	39.4	166	626	40.5	87		
Medium (Between £10 and £40)	37	2.4	8	733	47.5	262	774	50.1	98		
High (Greater than £40)	30	1.9	7	116	7.5	36	1,399	90.6	171		

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	52,404	25.2	78	31,768	15.2	90	124,160	59.6	117	
Male: Alone	63,813	30.6	103	28,312	13.6	82	116,207	55.8	104	
Male: Group	51,514	24.7	108	54,458	26.1	97	102,359	49.1	98	
Male: Pair	51,641	24.8	95	29,610	14.2	93	127,080	61.0	104	
Mixed Sex: Group	44,086	21.2	86	60,416	29.0	90	103,830	49.8	115	
Mixed Sex: Pair	70,607	33.9	140	60,987	29.3	89	76,737	36.8	86	
With Children	61,371	29.5	99	30,644	14.7	84	116,316	55.8	106	
Unknown	49,586	23.8	68	34,233	16.4	89	124,512	59.8	128	
<b>For Eating:</b>										
Upmarket	58,629	28.1	88	36,766	17.6	82	112,936	54.2	117	
Midmarket	54,639	26.2	73	11,208	5.4	59	142,484	68.4	125	
Downmarket	62,408	30.0	129	73,717	35.4	100	72,206	34.7	84	
<b>For Drinking (monthly spend):</b>										
Nothing	60,047	28.8	94	59,834	28.7	122	88,450	42.5	93	
Low (less than £10)	79,627	38.2	129	46,834	22.5	95	81,870	39.3	84	
Medium (Between £10 and £40)	77,781	37.3	121	37,958	18.2	101	92,592	44.4	87	
High (Greater than £40)	51,260	24.6	93	51,798	24.9	120	105,274	50.5	96	



## 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	White Hart, DY11 7TD	Star Pubs & Bars	0.3	0.5
2	Tap House, DY11 7YJ	Independent Free	12.7	2.7
3	Bay Horse, DY13 9JA	Marston's	22.3	3.6
4	Rock Tavern, DY13 9LR	Independent Free	28.4	4.7
5	Bird In Hand, DY13 9BA	Ei Group	33.2	5.7
6	Mitre Oak, DY13 9SG	Marston's	33.8	4.3
7	Mare & Colt, DY11 7RF	Greene King	36.2	3.5
8	Old Rose & Crown, DY13 9PA	Marston's	36.5	4.3
9	Holly Bush, DY13 9AA	Black Country Ales	38.0	6.2
10	Black Star, DY13 8YP	Independent Free	39.2	7.6
11	Swan Hotel, DY13 8BX	Independent Free	40.4	7.5
12	Lodge, DY13 8DT	Independent Free	41.0	8.1
13	Wheatsheaf Inn, DY13 8BS	New River Retail	41.3	7.4
14	Three Lions, DY13 8EB	Independent Free	41.9	7.5
15	Rising Sun, DY13 8DU	Marston's	41.9	7.6
16	Fedoras, DY13 9EQ	Independent Free	42.6	7.1
17	Hope & Anchor, DY13 8UW	Independent Free	43.2	7.5
18	Tontine, DY13 9EN	Independent Free	44.4	7.2
19	Wharf, DY13 9EN	Independent Free	44.4	7.2
20	Angel Inn, DY13 9EW	Marston's	45.0	7.3