

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	16	230
Catchment Adults 18+	3,770	13,292	234,130
Catchment Adults 18+ Per Pub	943	831	1,018
Populaton Projection 2020 to 2030 (% change)	-4.34%	-3.12%	-0.58%

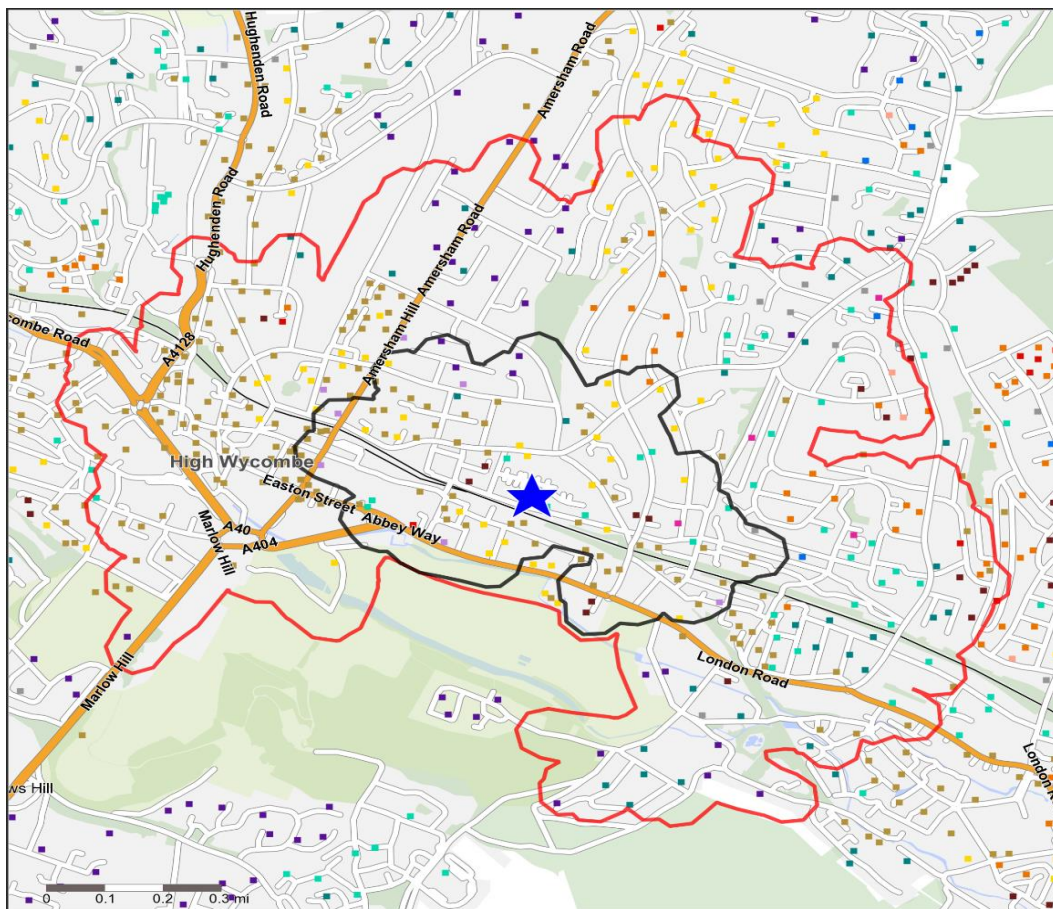
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,152	83.6	159	1	High Street Pub	10,373	78.0	149	1	Premium Local	181,646	77.6	148
2	Bit of Style	2,322	61.6	131	2	Bit of Style	7,303	54.9	117	2	Great Pub Great Food	169,592	72.4	154
3	Community Pub	2,264	60.1	94	3	Premium Local	6,425	48.3	76	3	High Street Pub	118,535	50.6	79
4	Craft Led	1,774	47.1	328	4	Community Pub	6,168	46.4	324	4	Bit of Style	81,890	35.0	244
5	Premium Local	1,730	45.9	114	5	Great Pub Great Food	5,476	41.2	102	5	Community Pub	62,069	26.5	66
6	Great Pub Great Food	1,664	44.1	154	6	Craft Led	4,598	34.6	121	6	Craft Led	25,030	10.7	37
7	Circuit Bar	833	22.1	195	7	Circuit Bar	3,259	24.5	216	7	Circuit Bar	20,663	8.8	78

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	524	13.9	157	1,645	12.4	140	32,614	13.9	157
C1	646	17.1	139	2,040	15.3	125	28,415	12.1	99
C2	290	7.7	93	1,005	7.6	92	15,347	6.6	79
DE	297	7.9	77	1,156	8.7	84	13,703	5.9	57

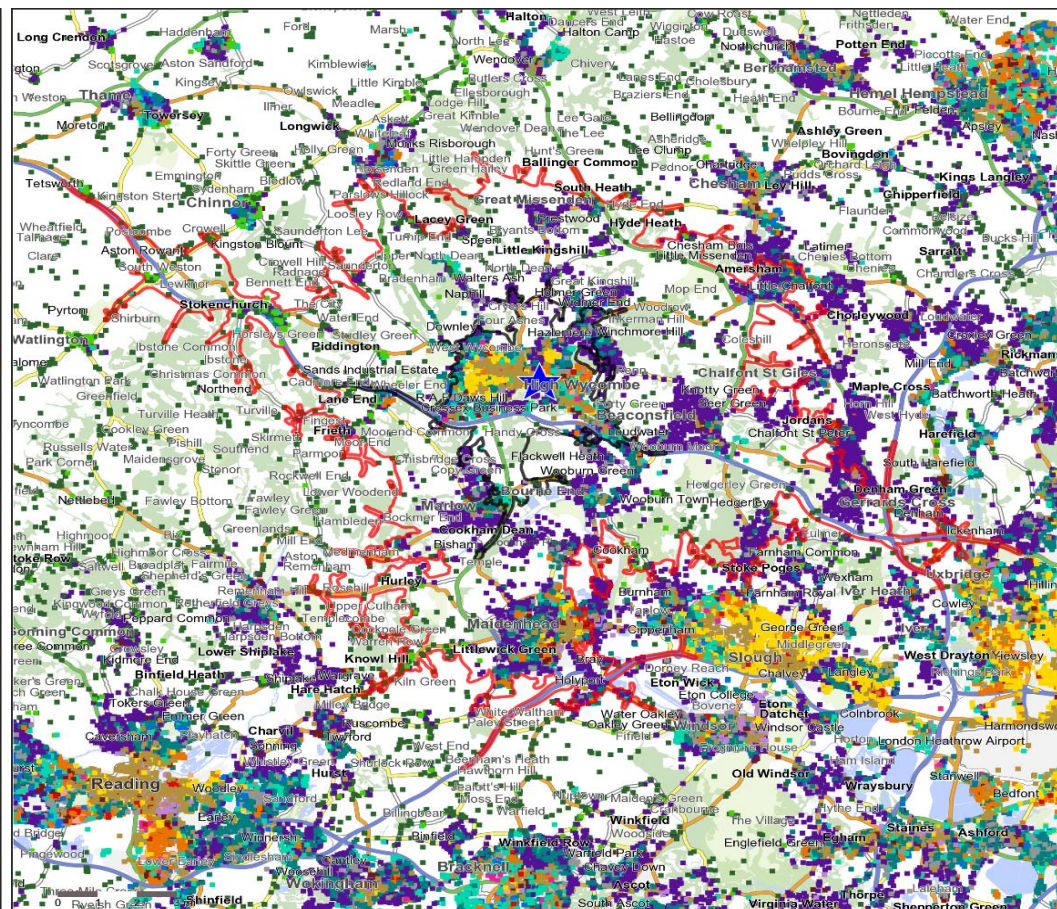
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	754	20.0	60	2,829	21.3	64	23,222	9.9	30
Medium (7-13)	1,912	50.7	153	5,772	43.4	131	52,575	22.5	68
High (14-19)	988	26.2	92	4,505	33.9	119	154,729	66.1	232

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

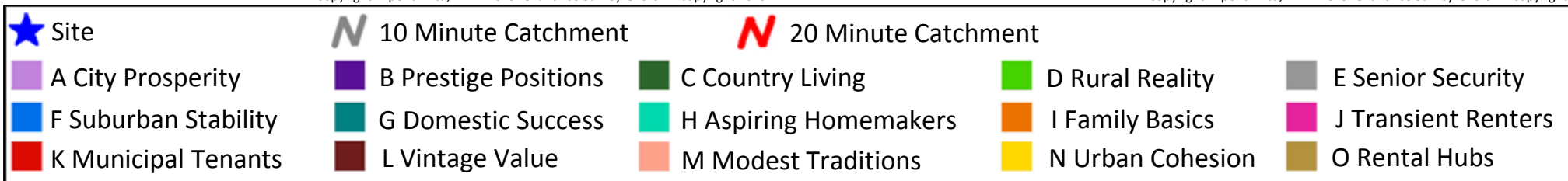
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	12
A02	Uptown Elite		134	190	210	1,793
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		14	33	33	52
B05	Premium Fortunes		8	190	1,555	24,131
B06	Diamond Days		38	307	1,705	17,065
B07	Alpha Families		41	112	3,080	21,251
B08	Bank of Mum and Dad		0	86	2,872	10,112
B09	Empty-Nest Adventure		0	12	774	3,422
C10	Wealthy Landowners		0	0	319	8,874
C11	Rural Vogue		0	0	4	495
C12	Scattered Homesteads		0	0	0	11
C13	Village Retirement		0	0	34	1,959
D14	Satellite Settlers		0	0	29	3,564
D15	Local Focus		0	0	0	688
D16	Outlying Seniors		0	0	0	298
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	146	2,825	11,098
E19	Bungalow Heaven		0	0	133	717
E20	Classic Grandparents		0	3	186	290
E21	Solo Retirees		25	116	813	1,509
F22	Boomerang Boarders		0	12	129	331
F23	Family Ties		0	0	1,150	2,299
F24	Fledgling Free		0	0	39	39
F25	Dependable Me		25	61	442	1,127
G26	Cafés and Catchments		18	742	3,699	13,217
G27	Thriving Independence		70	472	7,584	22,021
G28	Modern Parents		0	0	119	781
G29	Mid-Career Convention		0	0	1,368	5,055
H30	Primary Ambitions		306	1,293	7,275	10,238
H31	Affordable Fringe		0	34	145	183
H32	First-Rung Futures		0	123	494	527
H33	Contemporary Starts		0	39	1,151	3,150
H34	New Foundations		7	17	586	1,122
H35	Flying Solo		0	0	290	1,031

			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		65	1,063	5,915	14,123
I37	Budget Generations		0	0	46	132
I38	Economical Families		0	0	24	24
I39	Families on a Budget		0	0	31	41
J40	Value Rentals		0	0	0	12
J41	Youthful Endeavours		0	0	323	371
J42	Midlife Renters		42	154	413	866
J43	Renting Rooms		0	0	94	94
K44	Inner City Stalwarts		21	88	220	437
K45	City Diversity		0	0	195	284
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	80	355	594
K48	Mature Workers		0	0	8	8
L49	Flatlet Seniors		143	275	441	699
L50	Pocket Pensions		61	152	1,166	2,388
L51	Retirement Communities		40	149	567	2,565
L52	Estate Veterans		0	0	77	511
L53	Seasoned Survivors		0	0	6	6
M54	Down-to-Earth Owners		0	0	0	0
M55	Back with the Folks		0	13	168	234
M56	Self Supporters		0	38	161	176
N57	Community Elders		78	680	3,835	4,710
N58	Culture & Comfort		149	737	3,595	5,118
N59	Large Family Living		4	23	2,340	2,340
N60	Ageing Access		620	1,005	1,404	2,178
O61	Career Builders		1,035	1,849	5,012	13,887
O62	Central Pulse		458	1,249	1,757	2,507
O63	Flexible Workforce		2	219	2,490	3,278
O64	Bus-Route Renters		87	454	3,446	4,877
O65	Learners & Earners		179	713	2,407	2,407
O66	Student Scene		100	366	799	799
U99	Unclassified		0	0	0	0
Total			3,770	13,295	76,338	234,128

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



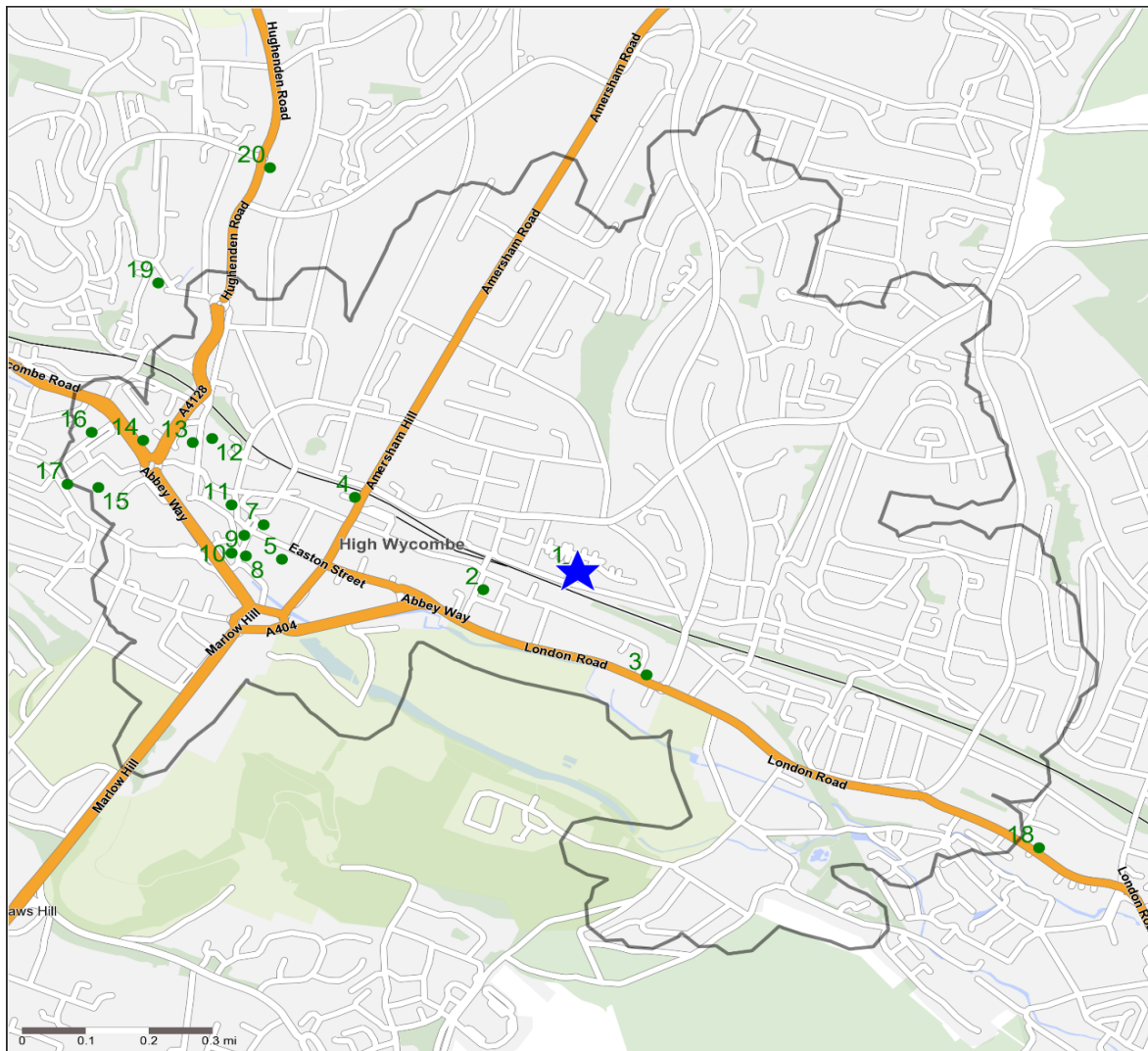
- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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	5,890	44.3	137	3,091	23.3	137	4,311	32.4	64		
Male: Alone	3,385	25.5	85	2,956	22.2	134	6,951	52.3	97		
Male: Group	4,415	33.2	145	3,272	24.6	91	5,605	42.2	84		
Male: Pair	4,810	36.2	138	1,067	8.0	52	7,415	55.8	95		
Mixed Sex: Group	5,144	38.7	157	3,622	27.2	85	4,526	34.1	79		
Mixed Sex: Pair	3,084	23.2	96	6,467	48.7	147	3,741	28.1	66		
With Children	3,329	25.0	84	1,666	12.5	71	8,298	62.4	118		
Unknown	4,695	35.3	102	3,426	25.8	139	5,171	38.9	83		
For Eating:											
Upmarket	8,866	66.7	207	2,856	21.5	99	1,571	11.8	26		
Midmarket	9,761	73.4	204	1,286	9.7	106	2,245	16.9	31		
Downmarket	2,949	22.2	96	4,768	35.9	102	5,575	41.9	101		
For Drinking (monthly spend):											
Nothing	4,358	32.8	107	2,361	17.8	75	6,574	49.5	108		
Low (less than £10)	4,376	32.9	111	2,445	18.4	77	6,471	48.7	105		
Medium (Between £10 and £40)	6,561	49.4	160	2,722	20.5	113	4,009	30.2	59		
High (Greater than £40)	7,415	55.8	211	2,224	16.7	81	3,653	27.5	52		

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	47,899	20.5	63	53,973	23.1	136	132,258	56.5	111		
Male: Alone	26,798	11.4	38	44,983	19.2	116	162,349	69.3	129		
Male: Group	33,054	14.1	62	38,073	16.3	60	163,003	69.6	139		
Male: Pair	30,487	13.0	50	9,348	4.0	26	194,295	83.0	142		
Mixed Sex: Group	36,989	15.8	64	49,792	21.3	66	147,349	62.9	146		
Mixed Sex: Pair	34,437	14.7	61	63,437	27.1	82	136,256	58.2	136		
With Children	31,672	13.5	46	43,589	18.6	106	158,869	67.9	129		
Unknown	48,236	20.6	59	64,018	27.3	148	121,876	52.1	111		
For Eating:											
Upmarket	83,425	35.6	111	68,199	29.1	135	82,506	35.2	76		
Midmarket	80,974	34.6	96	17,412	7.4	82	135,744	58.0	106		
Downmarket	22,989	9.8	42	51,974	22.2	63	159,167	68.0	164		
For Drinking (monthly spend):											
Nothing	46,890	20.0	65	36,496	15.6	66	150,743	64.4	141		
Low (less than £10)	74,010	31.6	106	29,225	12.5	53	130,894	55.9	120		
Medium (Between £10 and £40)	101,137	43.2	140	54,650	23.3	129	78,343	33.5	65		
High (Greater than £40)	66,880	28.6	108	87,425	37.3	180	79,825	34.1	64		

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	Belle Vue, HP13 6EQ	Star Pubs & Bars	1.5	0.1
2	Sausage Tree, HP13 6AB	Ei Group	6.6	2.9
3	Pheasant, HP11 1BU	Wellington	9.1	1.6
4	Bootlegger, HP13 6NQ	Ei Group	10.3	1.7
5	Three Tuns, HP11 2AG	Ei Group	12.7	2.8
6	Falcon, HP11 2AX	Wetherspoon	13.9	2.6
7	Antelope, HP11 2BN	Ei Group	14.2	2.6
8	Snug Bar, HP11 2HF	New River Retail	14.8	2.9
9	Heidrun, HP11 2HQ	Independent Free	14.8	3.0
10	Oneills, HP11 2HQ	Mitchells & Butlers	14.8	3.0
11	Mad Squirrel, HP11 2DE	Red Squirrel Brewing Co	16.3	2.9
12	Yates, HP13 5DG	Stonegate Pub Company	16.6	3.4
13	Butlers, HP13 5DQ	Marston's	16.6	3.5
14	Chiltern Taps, HP11 2DN	Stonegate Pub Company	18.7	4.0
15	Bills, HP11 2BZ	Bills Restaurants	19.9	3.6
16	Phoenix Bar, HP11 2EL	Independent Free	19.9	3.9
17	Rose & Crown, HP11 2PR	Ei Group	20.8	4.1
18	Rifle Butts, HP11 1EL	Wellington	21.4	3.5
19	Spindle And Thread, HP13 5HP	Marston's	21.4	4.2
20	Beaconsfield Arms, HP13 5PB	Greene King	24.4	4.5