

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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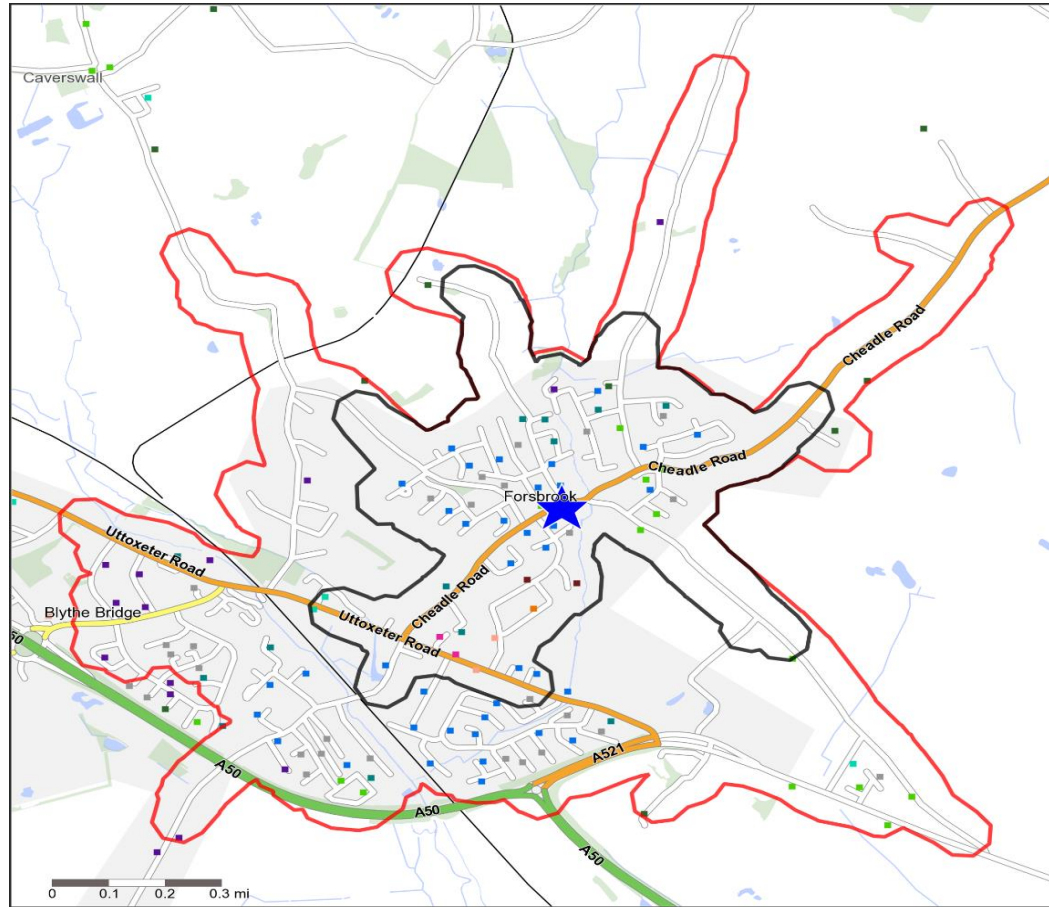
Number of Pubs	4	6	225
Catchment Adults 18+	2,349	4,752	204,873
Catchment Adults 18+ Per Pub	587	792	911
Populaton Projection 2018 to 2028 (% change)	1.90%	0.93%	2.81%

		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	1,833	78.0	151	1	High Street Pub	3,135	66.0	127	1	High Street Pub	152,025	74.2	143
2	Premium Local	1,413	60.2	129	2	Premium Local	2,956	62.2	133	2	Community Pub	129,247	63.1	135
3	Great Pub Great Food	1,102	46.9	74	3	Great Pub Great Food	2,514	52.9	84	3	Premium Local	90,578	44.2	70
4	Community Pub	910	38.7	300	4	Community Pub	1,463	30.8	238	4	Great Pub Great Food	67,696	33.0	256
5	Bit of Style	461	19.6	49	5	Bit of Style	697	14.7	36	5	Bit of Style	34,799	17.0	42
6	Circuit Bar	81	3.4	13	6	Circuit Bar	161	3.4	13	6	Circuit Bar	17,327	8.5	32
7	Craft Led	41	1.7	17	7	Craft Led	81	1.7	17	7	Craft Led	11,957	5.8	57

	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	162	6.9	78	340	7.2	81	12,987	6.3	72
C1	248	10.6	86	505	10.6	87	22,346	10.9	89
C2	230	9.8	119	417	8.8	106	19,281	9.4	114
DE	218	9.3	90	395	8.3	81	26,043	12.7	124

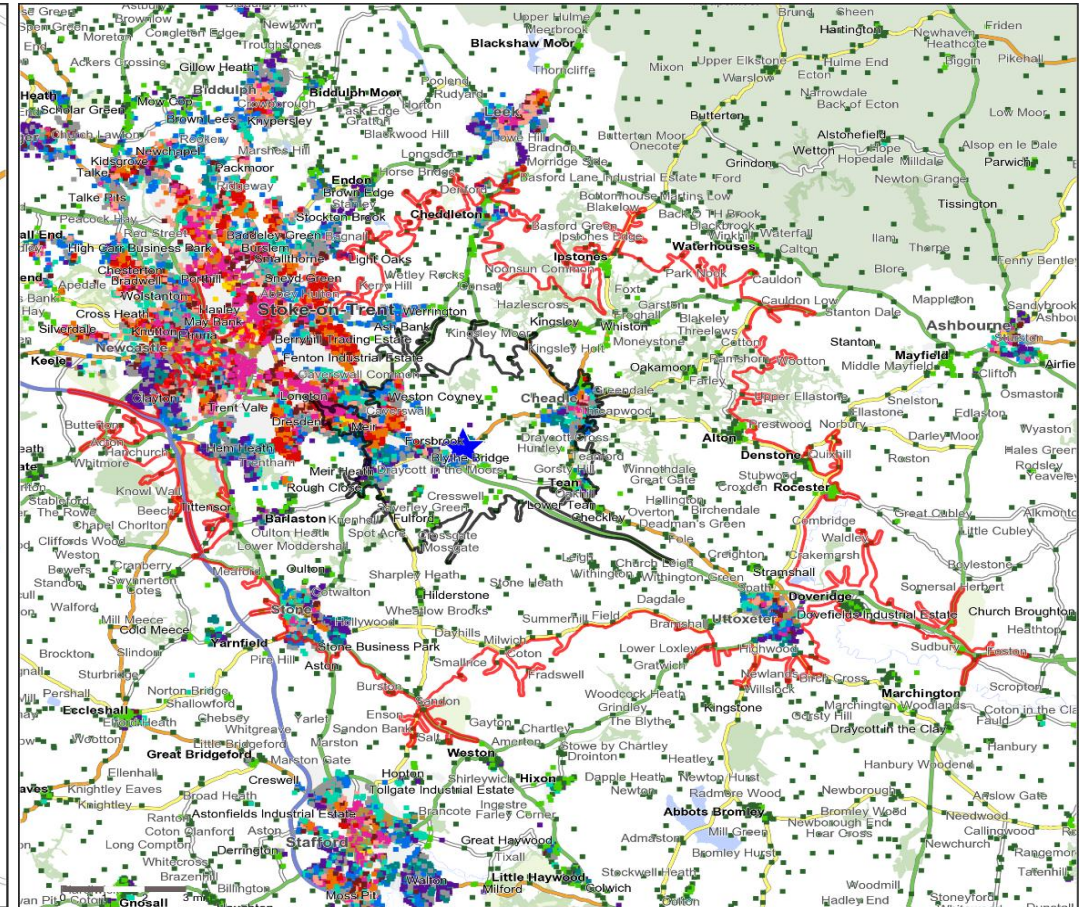
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	675	28.7	87	1,047	22.0	66	100,068	48.8	147
Medium (7-13)	1,291	55.0	166	2,638	55.5	167	68,532	33.5	101
High (14-19)	247	10.5	37	749	15.8	55	24,278	11.9	42

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

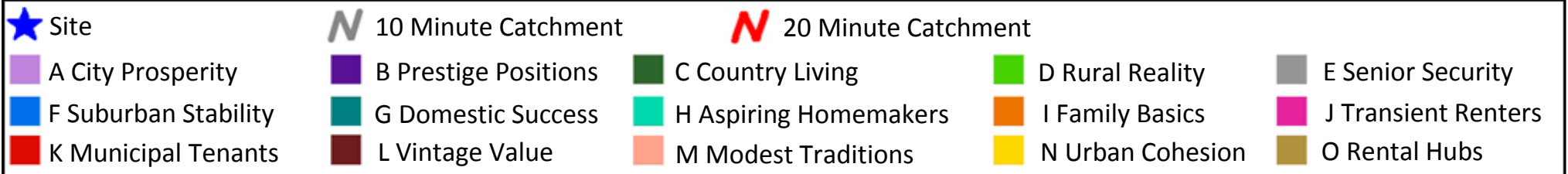


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	180
	B06	Diamond Days	0	27	27	441
	B07	Alpha Families	0	27	238	1,160
	B08	Bank of Mum and Dad	2	145	414	2,049
	B09	Empty-Nest Adventure	29	262	1,290	5,116
	C10	Wealthy Landowners	25	40	472	3,415
	C11	Rural Vogue	7	7	525	2,069
	C12	Scattered Homesteads	0	0	414	2,988
	C13	Village Retirement	20	25	1,081	4,260
	D14	Satellite Settlers	44	101	990	5,687
	D15	Local Focus	17	52	750	2,646
	D16	Outlying Seniors	133	368	1,598	3,948
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	13	663
	E19	Bungalow Heaven	292	771	5,045	12,731
	E20	Classic Grandparents	69	72	651	4,471
	E21	Solo Retirees	17	39	307	2,313
	F22	Boomerang Boarders	32	165	840	3,940
	F23	Family Ties	5	7	256	1,291
	F24	Fledgling Free	642	1,176	4,507	10,134
	F25	Dependable Me	184	273	1,207	5,491
	G26	Cafés and Catchments	0	0	0	22
	G27	Thriving Independence	0	0	0	512
	G28	Modern Parents	7	7	1,606	5,458
	G29	Mid-Career Convention	294	450	1,969	6,371
	H30	Primary Ambitions	0	0	240	1,177
	H31	Affordable Fringe	0	82	1,706	11,621
	H32	First-Rung Futures	0	0	1,293	5,163
	H33	Contemporary Starts	40	80	434	2,006
	H34	New Foundations	0	0	83	865
	H35	Flying Solo	41	81	342	898

			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	107	184
	I37	Budget Generations	73	73	665	2,172
	I38	Economical Families	0	0	1,083	4,176
	I39	Families on a Budget	0	0	2,894	10,288
	J40	Value Rentals	79	79	1,952	8,387
	J41	Youthful Endeavours	0	0	162	1,203
	J42	Midlife Renters	40	44	245	4,019
	J43	Renting Rooms	0	0	835	8,596
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	225
	K47	Single Essentials	0	0	411	1,954
	K48	Mature Workers	0	0	2,488	15,525
	L49	Flatlet Seniors	0	0	133	2,004
	L50	Pocket Pensions	37	37	789	3,398
	L51	Retirement Communities	0	0	0	670
	L52	Estate Veterans	87	87	584	2,651
	L53	Seasoned Survivors	0	0	614	5,025
	M54	Down-to-Earth Owners	82	82	1,610	5,770
	M55	Back with the Folks	0	0	778	4,341
	M56	Self Supporters	52	94	880	4,972
	N57	Community Elders	0	0	0	2
	N58	Culture & Comfort	0	0	18	18
	N59	Large Family Living	0	0	1,151	1,718
	N60	Ageing Access	0	0	0	221
	O61	Career Builders	0	0	0	433
	O62	Central Pulse	0	0	0	113
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	26	1,730
	O65	Learners & Earners	0	0	0	2,297
	O66	Student Scene	0	0	0	1,099
	U99	Unclassified	0	0	30	2,585
Total			2,350	4,753	45,753	204,862

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



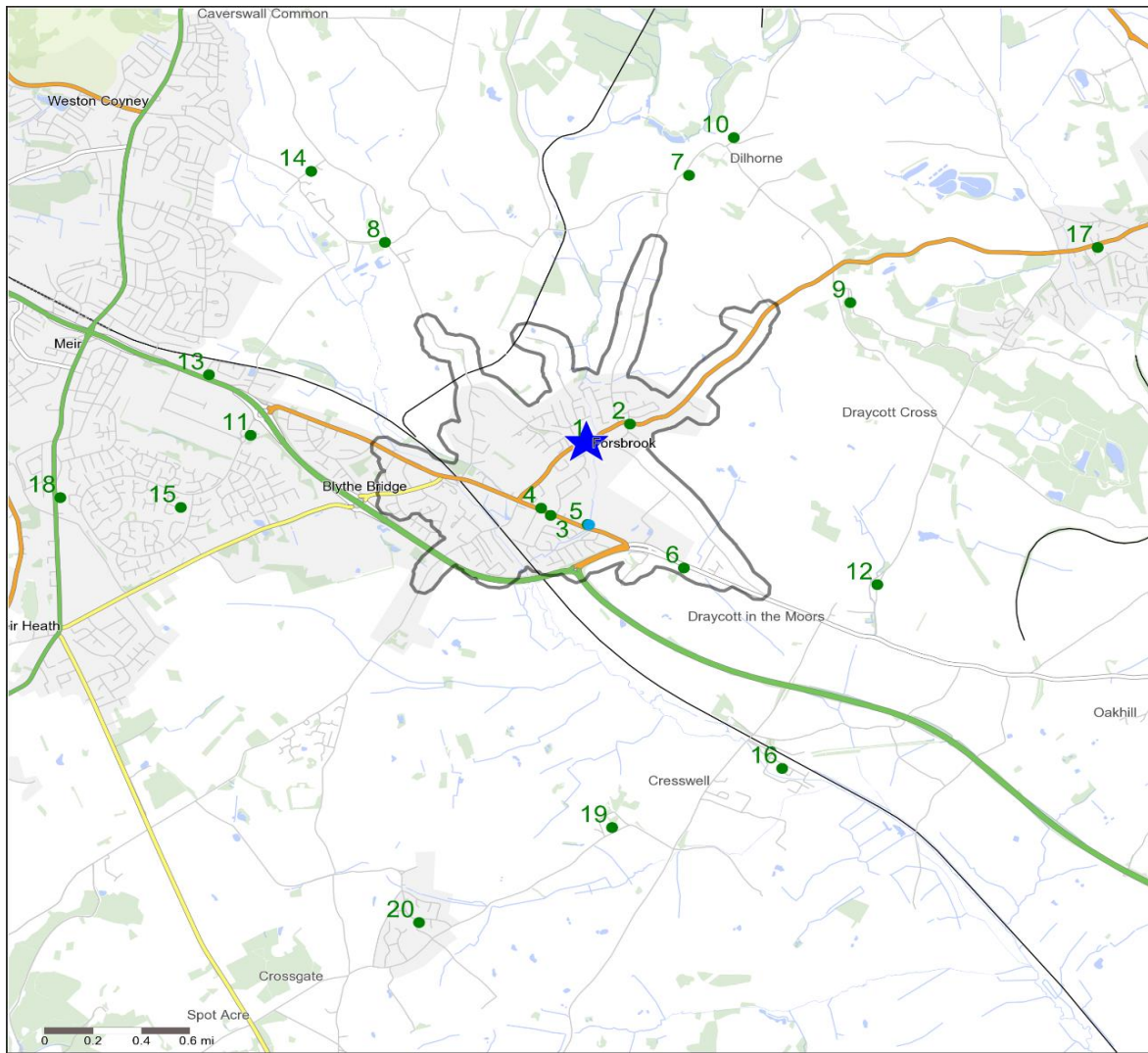
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	527	11.1	37		334	7.0	43		3,891	81.9	157	
Male: Alone	1,131	23.8	80		536	11.3	72		3,085	64.9	122	
Male: Group	681	14.3	63		1,691	35.6	136		2,381	50.1	101	
Male: Pair	422	8.9	34		406	8.5	56		3,924	82.6	144	
Mixed Sex: Group	351	7.4	32		2,181	45.9	144		2,220	46.7	106	
Mixed Sex: Pair	1,146	24.1	103		1,781	37.5	115		1,825	38.4	90	
With Children	376	7.9	27		782	16.5	98		3,595	75.7	143	
Unknown	850	17.9	54		232	4.9	27		3,670	77.2	161	
For Eating:												
Upmarket	1,083	22.8	74		157	3.3	16		3,512	73.9	156	
Midmarket	513	10.8	31		81	1.7	19		4,158	87.5	158	
Downmarket	1,930	40.6	183		2,432	51.2	147		390	8.2	20	
For Drinking (monthly spend):												
Nothing	1,046	22.0	73		1,901	40.0	169		1,806	38.0	85	
Low (less than £10)	1,315	27.7	93		2,873	60.5	257		564	11.9	26	
Medium (Between £10 and £40)	1,290	27.1	89		1,350	28.4	159		2,112	44.4	88	
High (Greater than £40)	659	13.9	54		1,857	39.1	190		2,236	47.1	90	

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	45,347	22.1	73	32,500	15.9	97	124,430	60.7	117
Male: Alone	63,228	30.9	104	34,727	17.0	109	104,322	50.9	96
Male: Group	51,546	25.2	110	62,962	30.7	117	87,769	42.8	86
Male: Pair	42,194	20.6	79	36,603	17.9	117	123,481	60.3	105
Mixed Sex: Group	43,633	21.3	93	61,439	30.0	94	97,205	47.4	108
Mixed Sex: Pair	56,660	27.7	118	70,788	34.6	106	74,830	36.5	85
With Children	61,580	30.1	104	35,295	17.2	102	105,403	51.4	97
Unknown	63,881	31.2	95	15,251	7.4	42	123,145	60.1	125
For Eating:									
Upmarket	43,516	21.2	69	36,515	17.8	86	122,245	59.7	126
Midmarket	49,980	24.4	71	12,573	6.1	68	139,724	68.2	123
Downmarket	75,235	36.7	165	79,819	39.0	112	47,223	23.0	55
For Drinking (monthly spend):									
Nothing	68,476	33.4	111	60,168	29.4	124	73,634	35.9	80
Low (less than £10)	55,940	27.3	91	60,883	29.7	127	85,454	41.7	92
Medium (Between £10 and £40)	51,282	25.0	82	34,292	16.7	94	116,703	57.0	113
High (Greater than £40)	28,854	14.1	54	59,877	29.2	142	113,546	55.4	106

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	Roebuck Inn, ST11 9BX	Star Pubs & Bars	0.0	0.1
2	Butchers Arms, ST11 9AS	*Other Small Retail Groups	4.5	0.9
3	Crossways Micropub, ST11 9LY	Independent Free	8.8	2.0
4	Duke Of Wellington, ST11 9QA	*Other Small Retail Groups	9.7	1.8
5	Black Cock, ST11 9NT	Star Pubs & Bars	11.2	2.2
6	New Plough, ST11 9NR	Unknown	18.7	2.7
7	Charlie Bassett, ST10 2PQ	Independent Free	26.9	3.6
8	Red House, ST11 9ED	Ei Group	27.5	4.1
9	Red Lion Inn, ST10 2NU	Independent Free	29.9	3.4
10	Royal Oak, ST10 2PE	Independent Free	32.3	4.3
11	Weathervane, ST 3 7WA	Greene King	33.8	4.8
12	Draycott Arms, ST11 9RQ	*Other Small Retail Groups	34.1	5.0
13	Catchems Corner, ST 3 6HH	Marston's	35.9	5.4
14	Auctioneers Arms, ST11 9EQ	*Other Small Retail Groups	38.9	5.5
15	Potters Bar, ST 3 7TW	Marston's	43.2	6.7
16	Isaac Walton, ST11 9RD	Penickerty	43.8	6.1
17	Huntsman, ST10 1XS	Independent Free	48.6	4.6
18	Saracens Head, ST 3 7BL	Admiral Taverns Ltd	53.4	8.7
19	Greyhound Inn, ST11 9QX	*Other Small Retail Groups	54.6	7.2
20	Shoulder Of Mutton, ST11 9QS	Unknown	58.2	9.3