

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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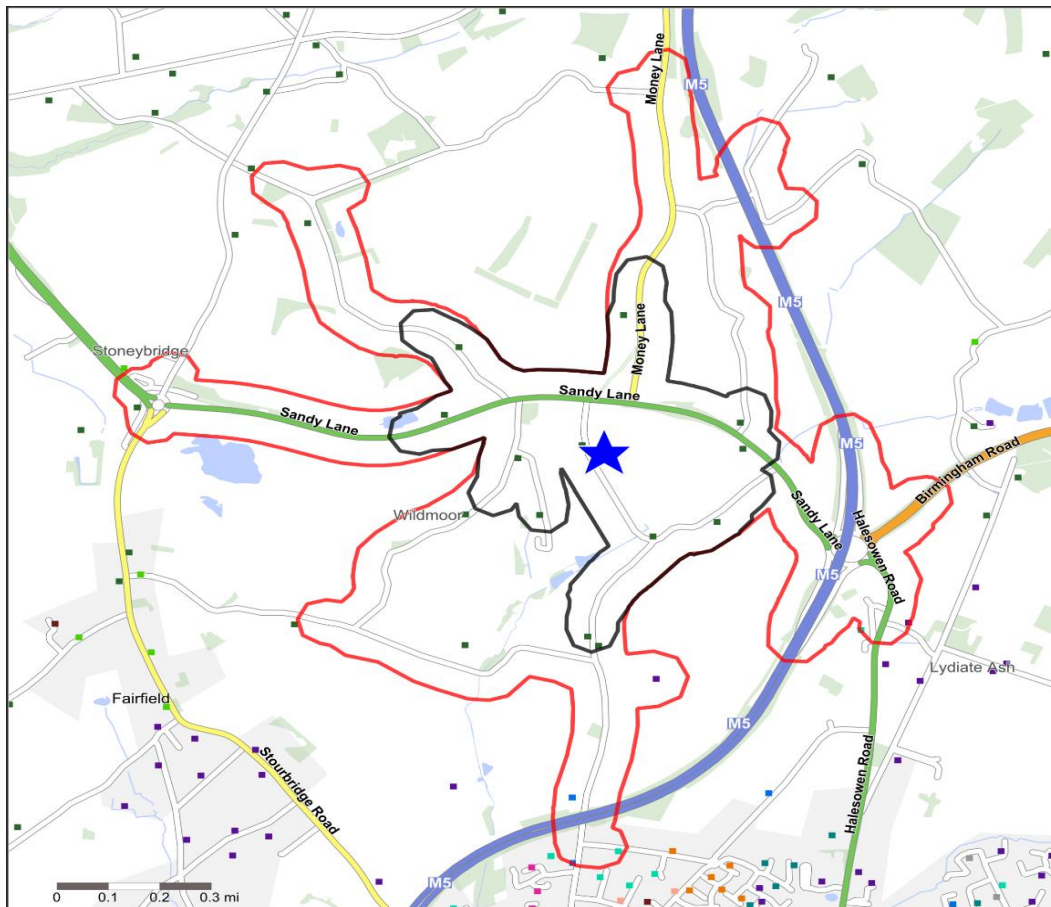
Number of Pubs	1	1	499
Catchment Adults 18+	146	483	644,264
Catchment Adults 18+ Per Pub	146	483	1,291
Populaton Projection 2020 to 2030 (% change)	0.59%	6.27%	4.48%

		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	Great Pub Great Food	146	100.0	190	1	Premium Local	455	94.2	179	1	High Street Pub	500,483	77.7	148
2	Premium Local	146	100.0	213	2	Great Pub Great Food	394	81.6	174	2	Community Pub	425,592	66.1	141
3	High Street Pub	3	2.1	3	3	High Street Pub	188	38.9	61	3	Premium Local	267,733	41.6	65
4	Bit of Style	1	0.7	5	4	Community Pub	126	26.1	182	4	Great Pub Great Food	200,433	31.1	217
5	Circuit Bar	0	0.0	0	5	Bit of Style	26	5.4	13	5	Bit of Style	114,095	17.7	44
6	Community Pub	0	0.0	0	6	Circuit Bar	18	3.7	13	6	Circuit Bar	71,960	11.2	39
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	52,086	8.1	71

	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	17	11.6	131	46	9.5	107	49,317	7.7	86
C1	15	10.3	84	55	11.4	93	75,711	11.8	96
C2	8	5.5	66	37	7.7	93	56,568	8.8	106
DE	4	2.7	27	27	5.6	54	74,324	11.5	112

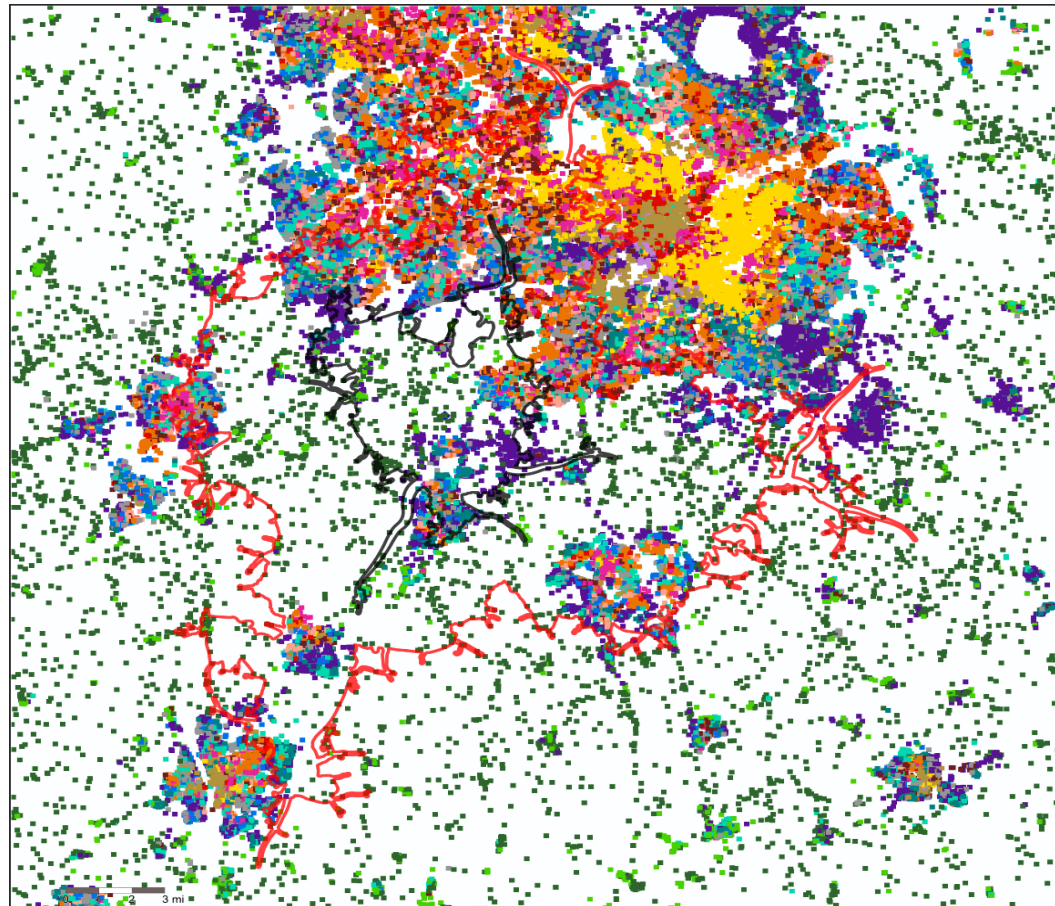
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2	1.4	4	110	22.8	69	282,570	43.9	132
Medium (7-13)	25	17.1	52	122	25.3	76	227,957	35.4	106
High (14-19)	93	63.7	224	211	43.7	153	124,123	19.3	68

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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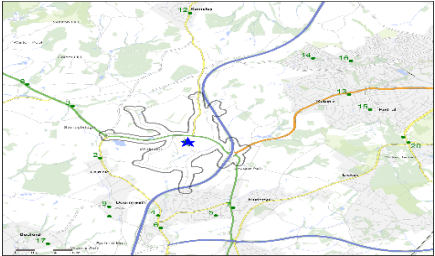
Adults 18+ by Mosaic Type in Each Catchment

			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	21
A02	Uptown Elite		0	0	5	2,189
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	344
B05	Premium Fortunes		0	0	1,464	4,745
B06	Diamond Days		0	2	2,419	7,498
B07	Alpha Families		1	4	2,955	11,183
B08	Bank of Mum and Dad		10	34	1,975	9,776
B09	Empty-Nest Adventure		0	6	4,879	21,190
C10	Wealthy Landowners		104	180	2,123	12,005
C11	Rural Vogue		10	16	105	1,046
C12	Scattered Homesteads		0	0	5	183
C13	Village Retirement		2	7	780	3,252
D14	Satellite Settlers		15	26	1,485	5,133
D15	Local Focus		0	0	30	438
D16	Outlying Seniors		0	0	116	586
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	1,803	9,620
E19	Bungalow Heaven		0	3	1,233	8,236
E20	Classic Grandparents		0	0	2,017	22,365
E21	Solo Retirees		0	0	1,537	17,855
F22	Boomerang Boarders		2	11	2,148	15,000
F23	Family Ties		0	44	1,131	8,543
F24	Fledgling Free		0	0	521	6,851
F25	Dependable Me		0	0	2,369	16,791
G26	Cafés and Catchments		0	0	70	3,181
G27	Thriving Independence		0	0	1,211	12,771
G28	Modern Parents		0	0	3,324	11,723
G29	Mid-Career Convention		1	3	3,456	14,488
H30	Primary Ambitions		0	5	1,988	13,418
H31	Affordable Fringe		0	101	2,725	27,195
H32	First-Rung Futures		0	0	2,634	20,298
H33	Contemporary Starts		0	18	1,302	8,437
H34	New Foundations		0	0	301	2,020
H35	Flying Solo		0	0	359	3,199

			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	25	1,703	16,371
I37	Budget Generations		0	0	1,209	12,531
I38	Economical Families		0	0	2,820	31,766
I39	Families on a Budget		0	0	1,985	31,180
J40	Value Rentals		0	0	851	5,900
J41	Youthful Endeavours		0	0	769	7,590
J42	Midlife Renters		0	0	1,168	18,214
J43	Renting Rooms		0	0	239	19,321
K44	Inner City Stalwarts		0	0	0	142
K45	City Diversity		0	0	0	80
K46	High Rise Residents		0	0	0	3,907
K47	Single Essentials		0	0	899	12,483
K48	Mature Workers		0	0	649	10,050
L49	Flatlet Seniors		0	0	519	11,338
L50	Pocket Pensions		0	0	627	8,202
L51	Retirement Communities		0	0	2,084	6,820
L52	Estate Veterans		0	0	1,357	28,464
L53	Seasoned Survivors		0	0	1,922	13,155
M54	Down-to-Earth Owners		0	0	1,390	8,073
M55	Back with the Folks		0	0	2,209	22,380
M56	Self Supporters		0	0	2,114	17,905
N57	Community Elders		0	0	0	4,989
N58	Culture & Comfort		0	0	0	4,032
N59	Large Family Living		0	0	0	18,446
N60	Ageing Access		0	0	124	3,791
O61	Career Builders		0	0	496	7,622
O62	Central Pulse		0	0	0	2,465
O63	Flexible Workforce		0	0	0	4,083
O64	Bus-Route Renters		0	0	1,221	9,449
O65	Learners & Earners		0	0	0	1,610
O66	Student Scene		0	0	0	327
U99	Unclassified		0	0	0	0
Total			145	485	74,825	644,266

Top 3 Mosaic Types in a 20 Minute Walktime

1.



2.

No Relevant
Mosaic Type

3.

No Relevant
Mosaic Type

Top 3 Mosaic Types in a 20 Minute Drivetime

1.

No Relevant
Mosaic Type

2.

No Relevant
Mosaic Type

3.

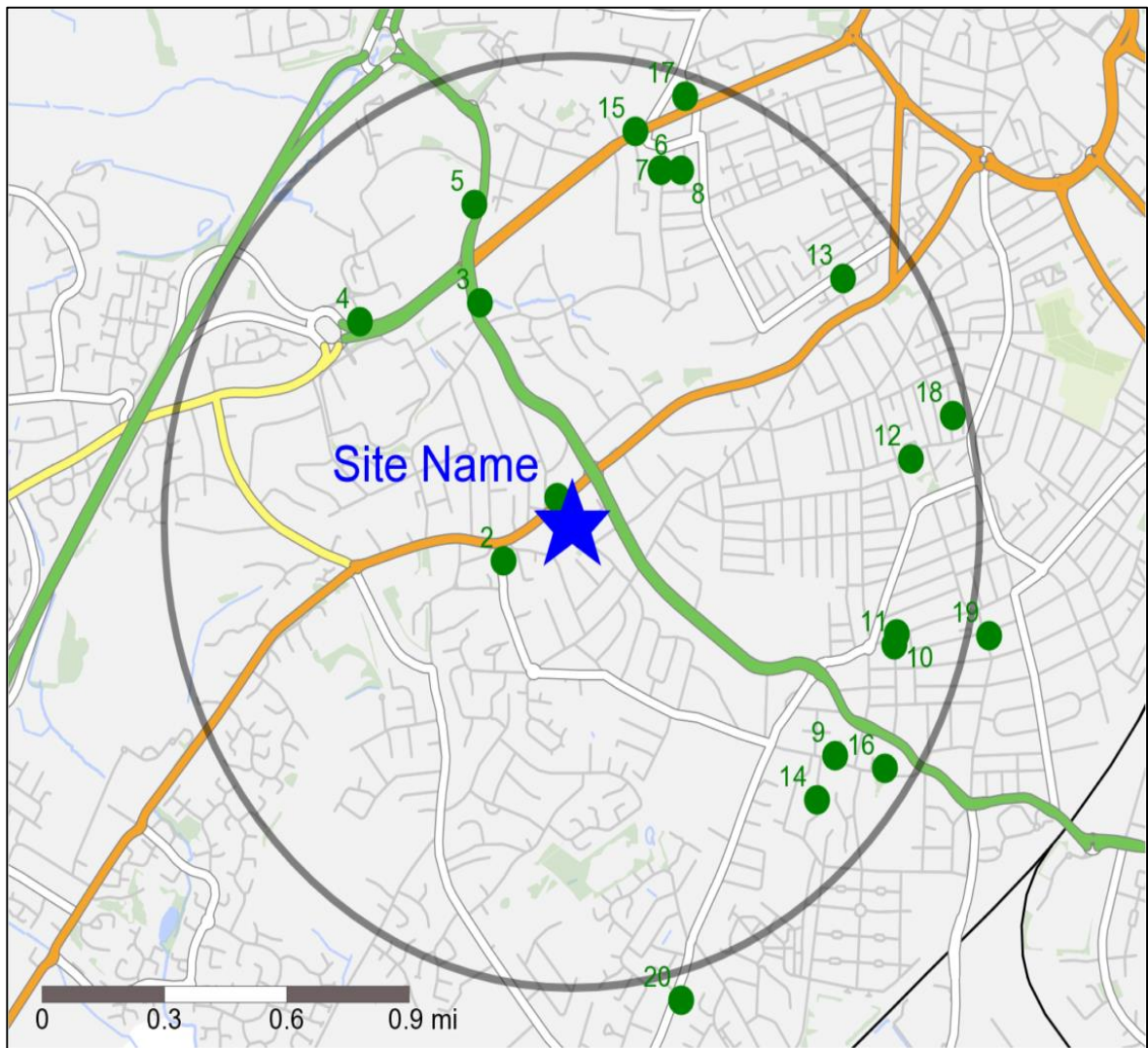
No Relevant
Mosaic Type

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	112	23.2	72		156	32.3	190		216	44.7	88	
Male: Alone	156	32.3	108		3	0.6	4		325	67.3	125	
Male: Group	156	32.3	141		51	10.6	39		276	57.1	114	
Male: Pair	156	32.3	123		0	0.0	0		327	67.7	116	
Mixed Sex: Group	178	36.9	150		97	20.1	62		207	42.9	99	
Mixed Sex: Pair	218	45.1	186		45	9.3	28		220	45.5	107	
With Children	150	31.1	105		47	9.7	55		286	59.2	112	
Unknown	198	41.0	118		25	5.2	28		260	53.8	115	
For Eating:												
Upmarket	215	44.5	138		29	6.0	28		239	49.5	107	
Midmarket	94	19.5	54		25	5.2	57		365	75.6	138	
Downmarket	161	33.3	144		88	18.2	52		234	48.4	117	
For Drinking (monthly spend):												
Nothing	219	45.3	148		27	5.6	24		236	48.9	107	
Low (less than £10)	212	43.9	148		70	14.5	61		202	41.8	90	
Medium (Between £10 and £40)	205	42.4	138		190	39.3	217		88	18.2	36	
High (Greater than £40)	99	20.5	78		285	59.0	284		98	20.3	38	

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	187,581	29.1	90	100,138	15.5	92	356,545	55.3	109
Male: Alone	212,879	33.0	111	102,590	15.9	96	328,794	51.0	95
Male: Group	149,103	23.1	101	162,967	25.3	94	332,193	51.6	103
Male: Pair	204,719	31.8	121	144,443	22.4	146	295,102	45.8	78
Mixed Sex: Group	180,201	28.0	114	148,314	23.0	72	315,749	49.0	113
Mixed Sex: Pair	181,198	28.1	116	220,421	34.2	104	242,645	37.7	88
With Children	253,975	39.4	133	106,301	16.5	94	283,988	44.1	84
Unknown	212,827	33.0	95	97,951	15.2	82	333,486	51.8	111
For Eating:									
Upmarket	190,316	29.5	92	156,661	24.3	112	297,287	46.1	100
Midmarket	233,455	36.2	101	60,873	9.4	104	349,936	54.3	99
Downmarket	206,348	32.0	138	227,503	35.3	100	210,412	32.7	79
For Drinking (monthly spend):									
Nothing	220,080	34.2	111	151,097	23.5	100	273,088	42.4	93
Low (less than £10)	203,690	31.6	106	124,563	19.3	81	316,010	49.0	105
Medium (Between £10 and £40)	209,419	32.5	106	98,537	15.3	84	336,309	52.2	102
High (Greater than £40)	143,773	22.3	85	150,021	23.3	112	350,470	54.4	103

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Wildmoor Oak, B 61 ORB	Star Pubs & Bars	1.2	0.4
2	Swan, B 61 9NG	Marston's	26.3	3.0
3	Bell, DY 9 9XU	Mitchells & Butlers	30.8	3.3
4	Plough & Harrow, B 61 9LG	Star Pubs & Bars	32.3	5.0
5	Royal Oak, B 61 0LU	Punch Pub Company	33.8	4.5
6	Crown Inn, B 61 9LE	Greene King	34.4	5.3
7	Miller & Carter, B 61 0HR	Mitchells & Butlers	35.6	3.3
8	Holly Bush, DY 9 9UG	Independent Free	42.9	5.6
9	Gate At Bournheath, B 61 9JR	Independent Free	43.5	6.2
10	Nailers Arms, B 61 9JE	Star Pubs & Bars	48.6	7.1
11	New Inn, B 61 9JE	Star Pubs & Bars	48.6	7.1
12	Swallows Nest, B 62 0LF	Mitchells & Butlers	49.5	5.5
13	New Rose And Crown, B 45 9JN	Independent Free	51.0	5.8
14	Lickey Banker, B 45 0JD	Admiral Taverns Ltd	55.5	5.8
15	Toby Jug, B 45 9LX	Unknown	57.0	7.6
16	Coldstream, B 45 0JA	Independent Free	69.9	8.3
17	Dodford Inn, B 61 9BG	Independent Free	71.1	8.4
18	Joe Joe Jims, B 45 8UU	Independent Free	79.4	8.2
19	Old Hare & Hounds, B 45 8UU	Mitchells & Butlers	79.4	8.2
20	Oak Tree, B 45 8UX	Marston's	81.2	7.8