

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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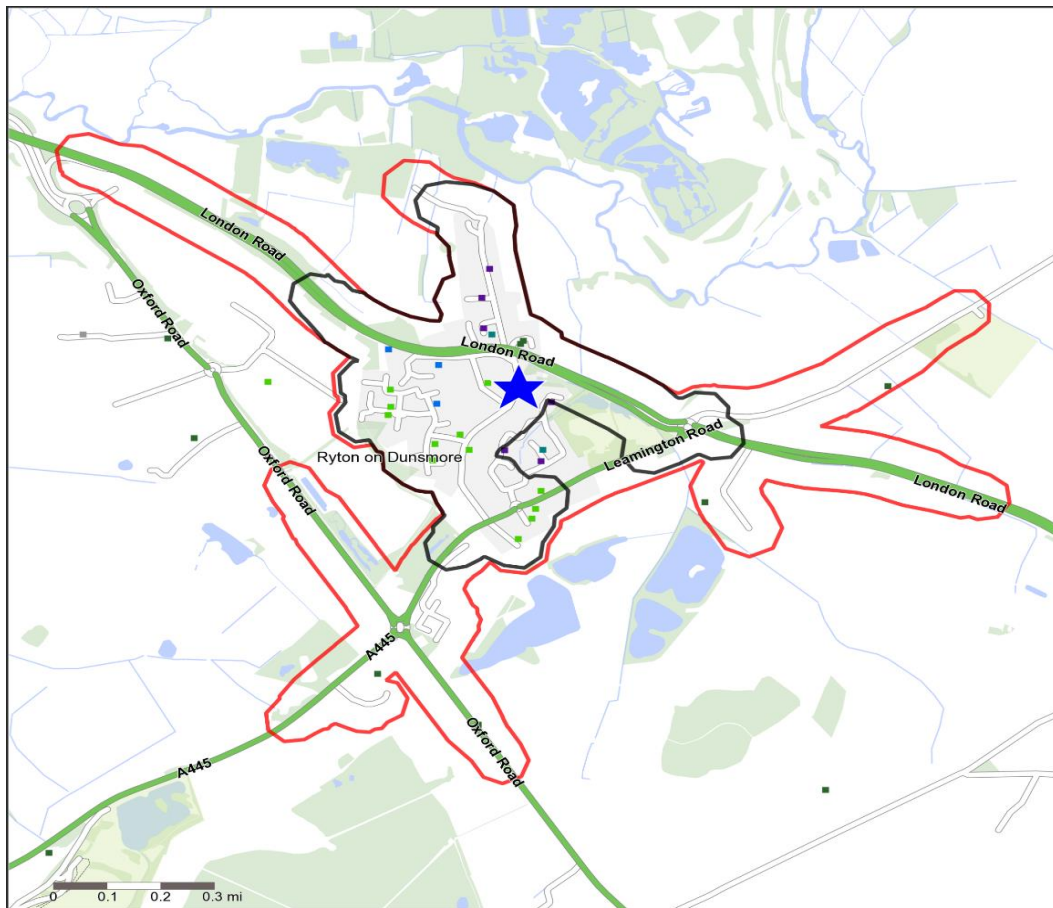
Number of Pubs	2	2	377
Catchment Adults 18+	1,033	1,316	511,914
Catchment Adults 18+ Per Pub	517	658	1,358
Populaton Projection 2020 to 2030 (% change)	7.19%	7.61%	9.28%

		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	746	72.2	138	1	Premium Local	1,019	77.4	147	1	High Street Pub	388,965	76.0	145
2	Great Pub Great Food	739	71.5	153	2	Great Pub Great Food	1,012	76.9	164	2	Community Pub	300,964	58.8	125
3	High Street Pub	325	31.5	49	3	High Street Pub	338	25.7	40	3	Premium Local	240,515	47.0	74
4	Community Pub	258	25.0	174	4	Community Pub	266	20.2	141	4	Great Pub Great Food	172,900	33.8	236
5	Bit of Style	80	7.7	19	5	Bit of Style	92	7.0	17	5	Bit of Style	146,015	28.5	71
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	98,326	19.2	67
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	79,922	15.6	138

	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	114	11.0	124	158	12.0	135	44,783	8.7	99
C1	95	9.2	75	124	9.4	77	62,555	12.2	99
C2	91	8.8	107	112	8.5	103	39,224	7.7	93
DE	73	7.1	69	89	6.8	66	55,886	10.9	106

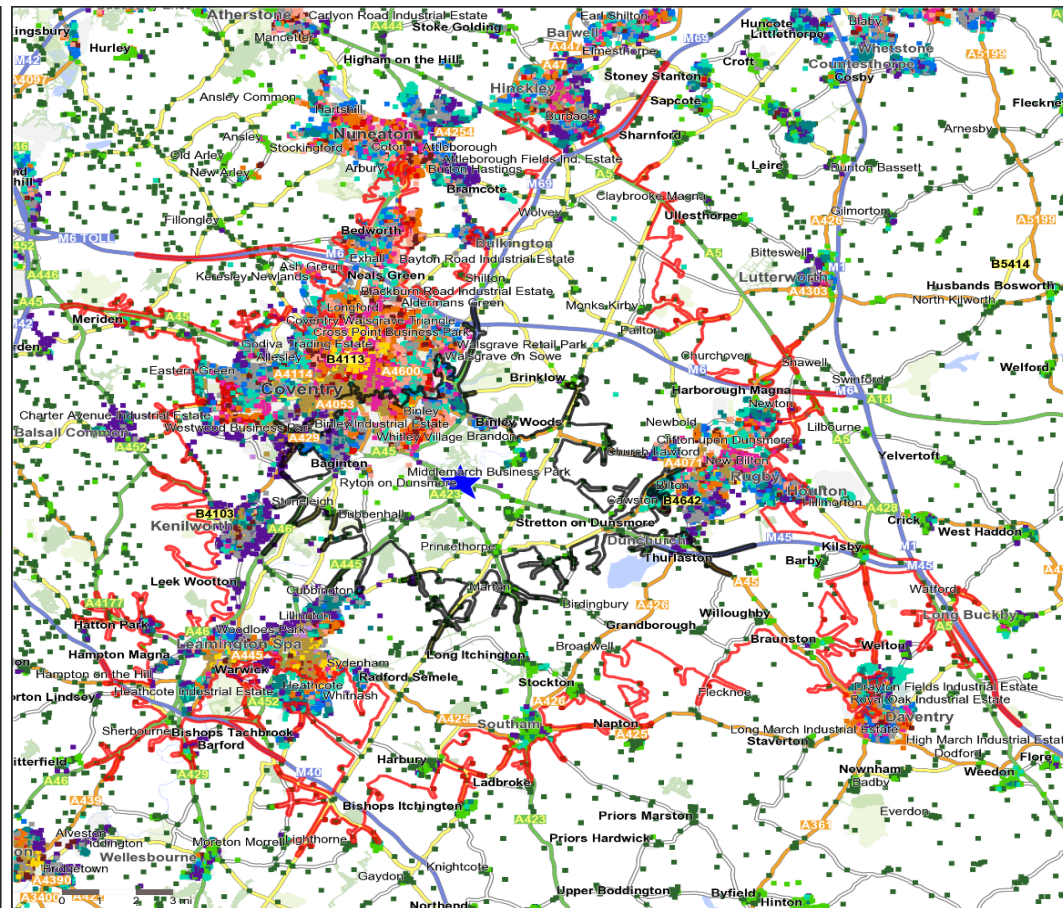
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	142	13.7	41	153	11.6	35	197,358	38.6	116
Medium (7-13)	484	46.9	141	581	44.1	133	182,287	35.6	107
High (14-19)	422	40.9	143	610	46.4	163	108,245	21.1	74

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	13		
A02	Uptown Elite	0	0	0	2,574		
A03	Penthouse Chic	0	0	0	25		
A04	Metro High-Flyers	0	0	0	311		
B05	Premium Fortunes	0	0	255	7,362		
B06	Diamond Days	0	0	945	8,800		
B07	Alpha Families	72	125	1,358	8,111		
B08	Bank of Mum and Dad	155	238	2,239	7,071		
B09	Empty-Nest Adventure	0	0	1,268	8,970		
C10	Wealthy Landowners	46	52	1,802	7,169		
C11	Rural Vogue	17	21	448	2,540		
C12	Scattered Homesteads	0	0	72	445		
C13	Village Retirement	0	0	1,858	6,883		
D14	Satellite Settlers	194	308	2,044	7,750		
D15	Local Focus	194	203	906	4,380		
D16	Outlying Seniors	64	64	254	2,203		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	3,059	12,276		
E19	Bungalow Heaven	29	31	1,783	9,698		
E20	Classic Grandparents	0	0	2,526	13,727		
E21	Solo Retirees	0	0	2,970	14,189		
F22	Boomerang Boarders	121	121	1,387	7,176		
F23	Family Ties	7	7	1,348	6,440		
F24	Fledgling Free	54	54	230	3,598		
F25	Dependable Me	0	0	1,653	9,809		
G26	Cafés and Catchments	0	0	952	4,334		
G27	Thriving Independence	0	0	2,222	11,048		
G28	Modern Parents	11	23	1,935	9,357		
G29	Mid-Career Convention	69	69	2,488	12,524		
H30	Primary Ambitions	0	0	3,283	20,393		
H31	Affordable Fringe	0	0	1,270	13,990		
H32	First-Rung Futures	0	0	2,723	14,667		
H33	Contemporary Starts	0	0	892	11,756		
H34	New Foundations	0	0	409	3,118		
H35	Flying Solo	0	0	508	2,905		

				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	516	8,774		
I37	Budget Generations	0	0	590	3,994		
I38	Economical Families	0	0	1,172	19,657		
I39	Families on a Budget	0	0	4,059	15,591		
J40	Value Rentals	0	0	308	1,972		
J41	Youthful Endeavours	0	0	577	3,538		
J42	Midlife Renters	0	0	2,295	17,732		
J43	Renting Rooms	0	0	3,074	25,624		
K44	Inner City Stalwarts	0	0	38	281		
K45	City Diversity	0	0	0	214		
K46	High Rise Residents	0	0	0	2,780		
K47	Single Essentials	0	0	2,792	11,306		
K48	Mature Workers	0	0	588	3,108		
L49	Flatlet Seniors	0	0	965	5,144		
L50	Pocket Pensions	0	0	608	4,711		
L51	Retirement Communities	0	0	340	5,356		
L52	Estate Veterans	0	0	367	4,308		
L53	Seasoned Survivors	0	0	913	5,880		
M54	Down-to-Earth Owners	0	0	382	1,894		
M55	Back with the Folks	0	0	1,907	17,053		
M56	Self Supporters	0	0	1,562	14,747		
N57	Community Elders	0	0	160	2,687		
N58	Culture & Comfort	0	0	64	2,283		
N59	Large Family Living	0	0	0	10,198		
N60	Ageing Access	0	0	183	6,254		
O61	Career Builders	0	0	312	10,181		
O62	Central Pulse	0	0	371	5,910		
O63	Flexible Workforce	0	0	1,328	2,757		
O64	Bus-Route Renters	0	0	1,703	10,198		
O65	Learners & Earners	0	0	1,694	20,096		
O66	Student Scene	0	0	546	12,075		
U99	Unclassified	0	0	0	0		
Total				1,033	1,316	74,501	511,915

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



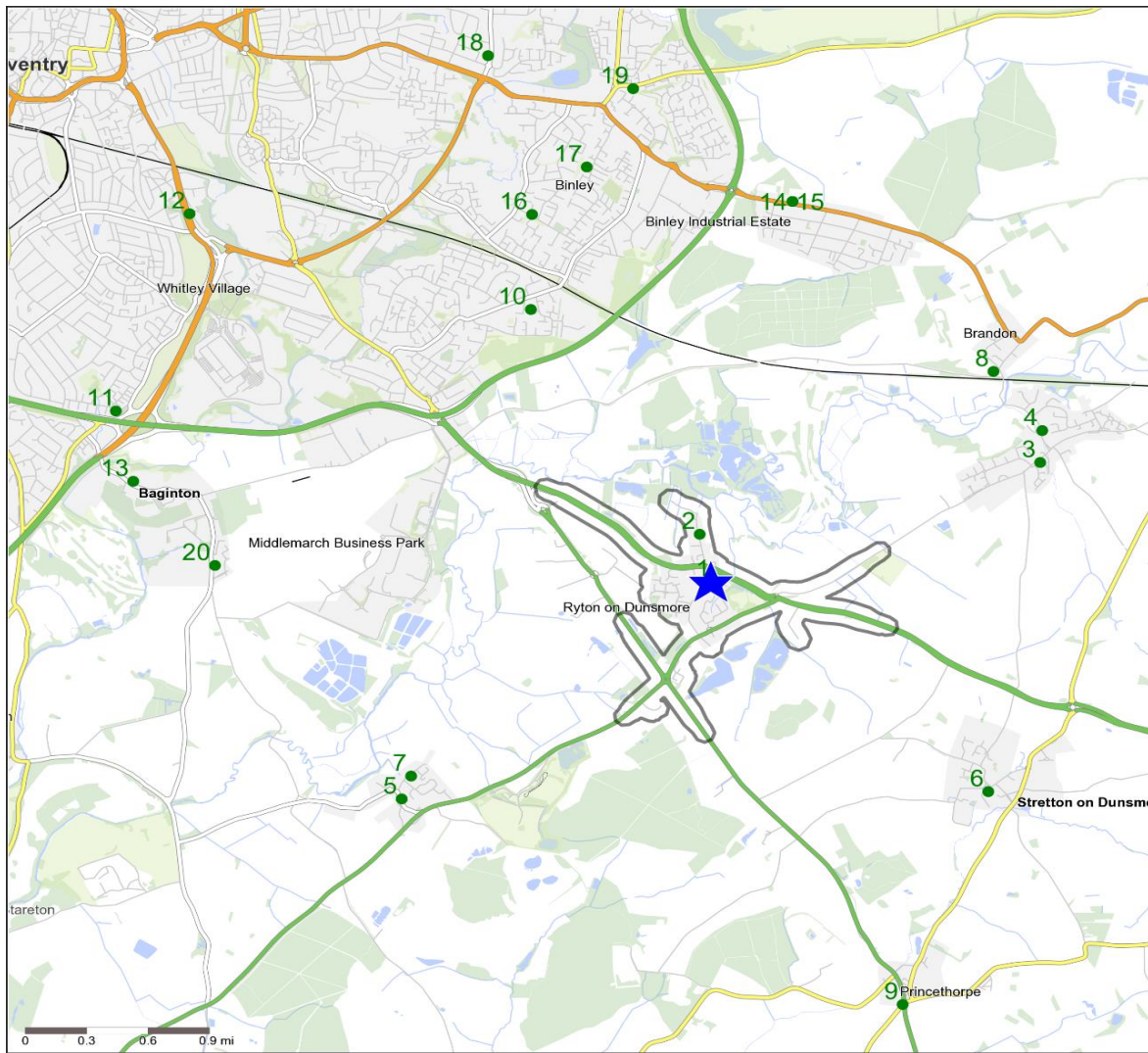
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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	Target Customers
Female: Alone, Pair or Group	389	29.6	92	636	48.3	285	291	22.1	44	
Male: Alone	192	14.6	49	92	7.0	42	1,033	78.5	146	
Male: Group	128	9.7	42	541	41.1	152	647	49.2	98	
Male: Pair	128	9.7	37	0	0.0	0	1,188	90.3	154	
Mixed Sex: Group	245	18.6	76	818	62.2	193	253	19.2	44	
Mixed Sex: Pair	766	58.2	240	95	7.2	22	456	34.7	81	
With Children	30	2.3	8	272	20.7	118	1,014	77.1	146	
Unknown	610	46.4	133	0	0.0	0	707	53.7	115	
For Eating:										
Upmarket	435	33.1	103	148	11.2	52	733	55.7	121	
Midmarket	366	27.8	77	0	0.0	0	950	72.2	132	
Downmarket	182	13.8	60	627	47.6	135	507	38.5	93	
For Drinking (monthly spend):										
Nothing	632	48.0	156	144	10.9	46	539	41.0	90	
Low (less than £10)	458	34.8	117	681	51.7	218	177	13.4	29	
Medium (Between £10 and £40)	458	34.8	113	231	17.6	97	627	47.6	93	
High (Greater than £40)	389	29.6	112	175	13.3	64	752	57.1	108	

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	195,903	38.3	119	83,115	16.2	96	232,897	45.5	90
Male: Alone	171,234	33.4	112	89,407	17.5	105	251,273	49.1	92
Male: Group	101,669	19.9	87	182,938	35.7	132	227,307	44.4	89
Male: Pair	154,264	30.1	115	110,714	21.6	141	246,937	48.2	82
Mixed Sex: Group	175,508	34.3	139	132,759	25.9	81	203,648	39.8	92
Mixed Sex: Pair	165,092	32.2	133	173,760	33.9	103	173,062	33.8	79
With Children	190,745	37.3	125	81,302	15.9	91	239,868	46.9	89
Unknown	170,604	33.3	96	103,188	20.2	109	238,122	46.5	100
For Eating:									
Upmarket	187,900	36.7	114	125,777	24.6	114	198,237	38.7	84
Midmarket	228,668	44.7	124	33,692	6.6	72	249,554	48.7	89
Downmarket	163,209	31.9	137	171,459	33.5	95	177,246	34.6	83
For Drinking (monthly spend):									
Nothing	150,834	29.5	96	127,929	25.0	106	233,151	45.5	100
Low (less than £10)	152,672	29.8	100	118,328	23.1	97	240,914	47.1	101
Medium (Between £10 and £40)	179,023	35.0	114	73,966	14.4	80	258,926	50.6	99
High (Greater than £40)	135,690	26.5	100	102,314	20.0	96	273,911	53.5	101

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Blacksmiths Arms, CV 8 3EY	Star Pubs & Bars	0.0	0.0
2	Malt Shovel, CV 8 3ET	Ei Group	4.8	1.3
3	Half Moon, CV 8 3HB	Ei Group	38.0	5.0
4	Rose & Crown, CV 8 3HJ	Star Pubs & Bars	42.3	5.8
5	Three Horseshoes, CV 8 3BD	Star Pubs & Bars	43.5	5.0
6	Oak & Black Dog, CV23 9LY	Ei Group	45.0	5.2
7	Malt Shovel, CV 8 3BW	Independent Free	46.8	5.5
8	Royal Oak, CV 8 3HR	Admiral Taverns Ltd	51.3	7.5
9	Three Horseshoes, CV23 9PS	Ei Group	54.0	5.0
10	Glade, CV 3 3FB	Star Pubs & Bars	59.1	7.6
11	Festival, CV 3 5QJ	Ei Group	66.6	6.8
12	Royal Oak, CV 3 4AL	Admiral Taverns Ltd	69.0	8.2
13	Old Mill, CV 8 3AH	Greene King	76.0	7.0
14	Cocked Hat, CV 3 2AY	Greene King	76.4	6.9
15	Roseycombe, CV 3 2AY	Star Pubs & Bars	76.4	6.9
16	New Tiger Moth, CV 3 2JU	Ei Group	77.9	9.7
17	Standard Bearer, CV 3 2FG	Admiral Taverns Ltd	83.1	8.9
18	Millpool, CV 2 5FR	Everards	86.3	9.4
19	Toby Carvery, CV 3 2DS	Mitchells & Butlers	88.8	8.9
20	Oak, CV 8 3AU	Ei Group	91.8	7.0