

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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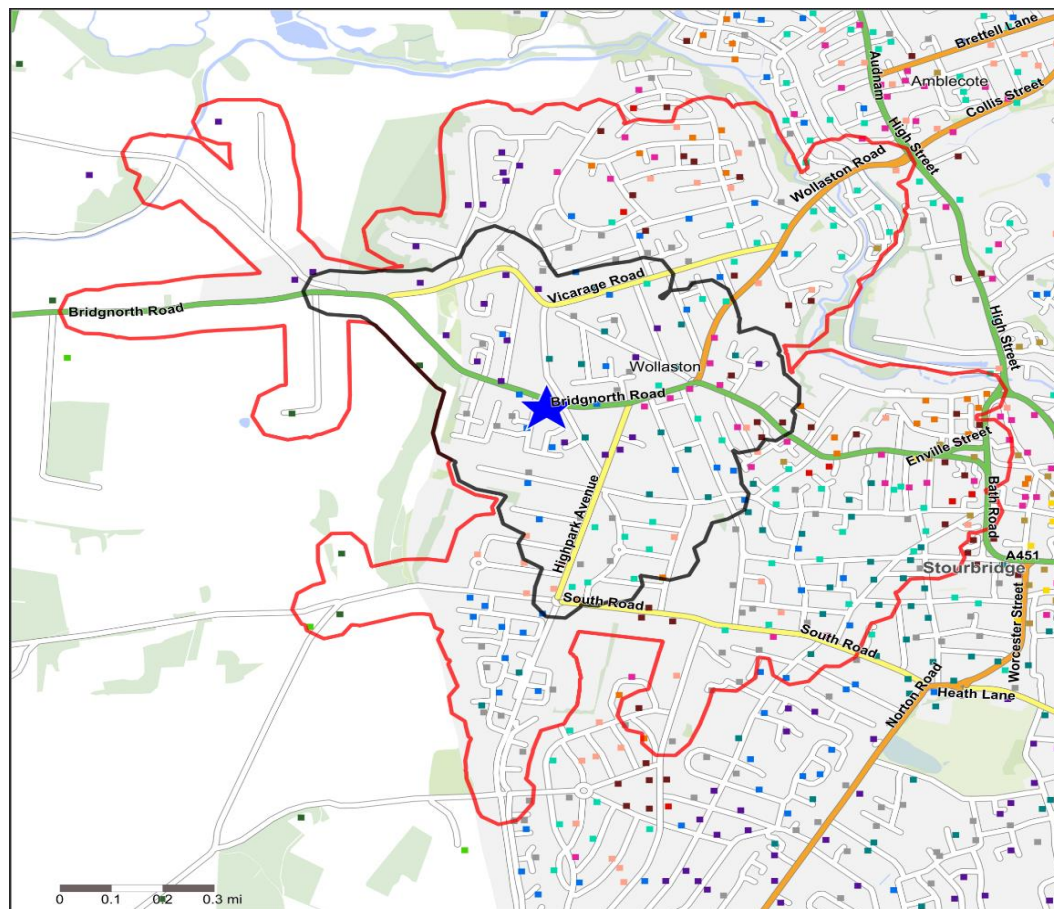
Number of Pubs	6	14	290
Catchment Adults 18+	3,944	11,740	268,711
Catchment Adults 18+ Per Pub	657	839	927
Populaton Projection 2020 to 2030 (% change)	1.25%	1.87%	4.06%

		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	3,166	80.3	153	1	High Street Pub	9,797	83.4	159	1	High Street Pub	204,988	76.3	145
2	Premium Local	2,697	68.4	146	2	Community Pub	7,241	61.7	131	2	Community Pub	166,456	61.9	132
3	Great Pub Great Food	2,112	53.5	84	3	Premium Local	6,068	51.7	81	3	Premium Local	139,262	51.8	81
4	Community Pub	1,969	49.9	348	4	Great Pub Great Food	4,527	38.6	269	4	Great Pub Great Food	106,128	39.5	276
5	Bit of Style	1,011	25.6	63	5	Bit of Style	2,790	23.8	59	5	Bit of Style	39,628	14.7	37
6	Circuit Bar	271	6.9	24	6	Circuit Bar	1,265	10.8	38	6	Circuit Bar	22,721	8.5	30
7	Craft Led	267	6.8	60	7	Craft Led	943	8.0	71	7	Craft Led	16,469	6.1	54

	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	387	9.8	111	1,045	8.9	100	20,279	7.5	85
C1	478	12.1	99	1,340	11.4	93	29,611	11.0	90
C2	305	7.7	94	1,051	9.0	108	24,517	9.1	110
DE	198	5.0	49	899	7.7	74	24,543	9.1	89

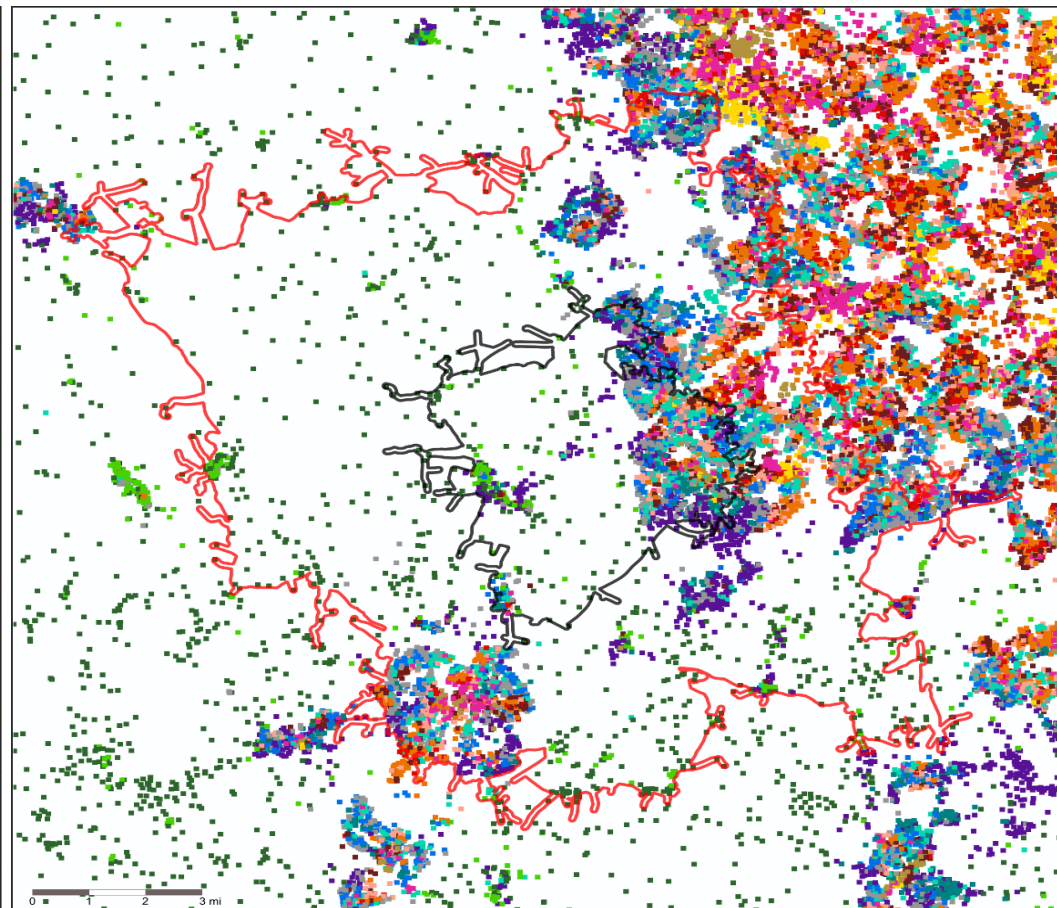
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	651	16.5	50	3,447	29.4	88	90,450	33.7	101
Medium (7-13)	1,981	50.2	151	5,528	47.1	142	110,769	41.2	124
High (14-19)	1,151	29.2	102	2,357	20.1	70	57,226	21.3	75

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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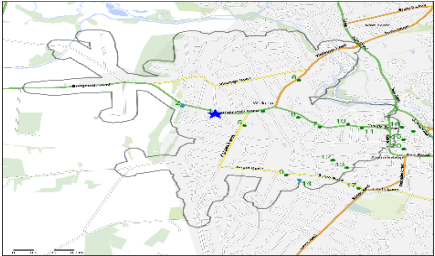
Adults 18+ by Mosaic Type in Each Catchment

			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	3
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		5	89	301	1,240
B06	Diamond Days		33	114	1,189	4,726
B07	Alpha Families		15	312	1,765	5,087
B08	Bank of Mum and Dad		88	88	1,390	4,543
B09	Empty-Nest Adventure		429	484	3,245	13,119
C10	Wealthy Landowners		1	21	661	5,139
C11	Rural Vogue		0	4	177	1,076
C12	Scattered Homesteads		0	1	40	548
C13	Village Retirement		0	9	802	3,131
D14	Satellite Settlers		0	6	1,373	4,498
D15	Local Focus		0	0	287	818
D16	Outlying Seniors		0	0	297	1,078
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		60	112	1,815	5,757
E19	Bungalow Heaven		205	518	3,106	11,662
E20	Classic Grandparents		350	895	3,567	17,305
E21	Solo Retirees		75	429	1,633	7,624
F22	Boomerang Boarders		451	678	2,559	13,107
F23	Family Ties		0	118	849	4,615
F24	Fledgling Free		2	185	904	5,237
F25	Dependable Me		297	608	2,848	10,689
G26	Cafés and Catchments		0	15	339	540
G27	Thriving Independence		367	895	2,243	4,187
G28	Modern Parents		0	0	360	3,317
G29	Mid-Career Convention		377	508	1,970	9,106
H30	Primary Ambitions		0	453	1,576	4,226
H31	Affordable Fringe		281	534	3,250	16,801
H32	First-Rung Futures		265	717	3,153	11,205
H33	Contemporary Starts		0	2	422	1,990
H34	New Foundations		0	0	14	257
H35	Flying Solo		0	75	597	1,443

			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	27	308	1,932
I37	Budget Generations		27	209	735	7,573
I38	Economical Families		0	52	737	6,954
I39	Families on a Budget		21	156	931	7,459
J40	Value Rentals		0	107	246	2,310
J41	Youthful Endeavours		6	265	464	1,841
J42	Midlife Renters		221	515	1,885	6,665
J43	Renting Rooms		0	78	244	4,552
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	174	174	1,202
K47	Single Essentials		0	132	415	2,777
K48	Mature Workers		0	0	195	3,768
L49	Flatlet Seniors		0	220	624	3,254
L50	Pocket Pensions		1	188	815	3,962
L51	Retirement Communities		81	166	705	2,495
L52	Estate Veterans		46	342	1,324	7,508
L53	Seasoned Survivors		0	0	190	3,205
M54	Down-to-Earth Owners		22	96	312	4,339
M55	Back with the Folks		159	847	2,527	9,350
M56	Self Supporters		54	192	1,188	8,096
N57	Community Elders		0	0	0	240
N58	Culture & Comfort		0	0	0	9
N59	Large Family Living		0	0	0	899
N60	Ageing Access		0	13	297	297
O61	Career Builders		1	18	302	742
O62	Central Pulse		0	0	0	261
O63	Flexible Workforce		0	0	0	41
O64	Bus-Route Renters		0	74	766	2,906
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	0	0
Total			3,940	11,741	58,116	268,711

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.

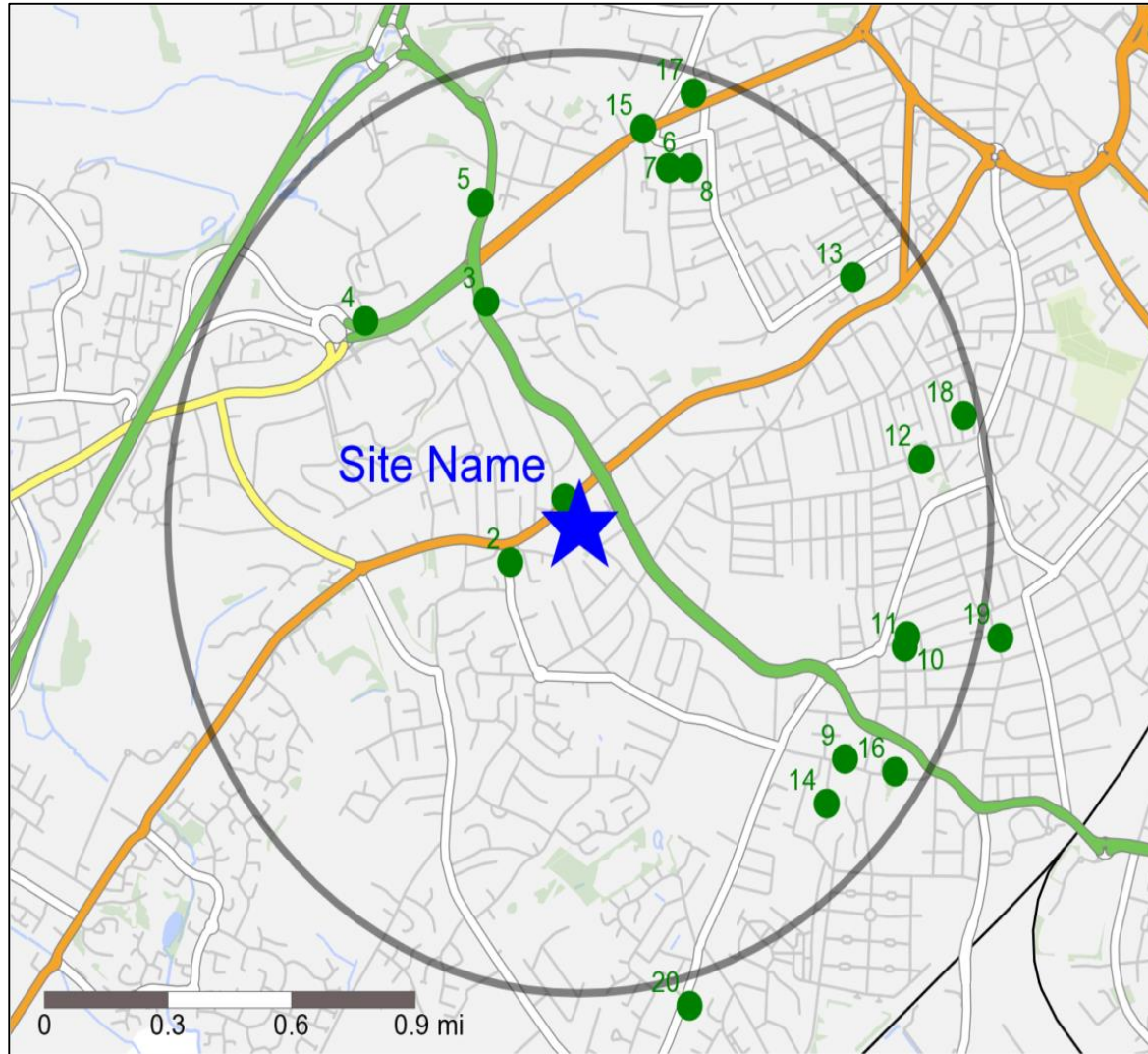
No Relevant
Mosaic Type

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	3,252	27.7	86	1,184	10.1	59	7,304	62.2	123
Male: Alone	4,342	37.0	124	1,989	16.9	102	5,409	46.1	86
Male: Group	3,170	27.0	118	3,991	34.0	126	4,580	39.0	78
Male: Pair	4,000	34.1	130	2,076	17.7	115	5,664	48.2	82
Mixed Sex: Group	2,251	19.2	78	3,440	29.3	91	6,050	51.5	119
Mixed Sex: Pair	4,471	38.1	157	3,319	28.3	86	3,951	33.7	79
With Children	4,426	37.7	127	1,105	9.4	54	6,210	52.9	100
Unknown	2,485	21.2	61	2,018	17.2	93	7,237	61.6	132
For Eating:									
Upmarket	3,632	30.9	96	2,382	20.3	94	5,726	48.8	106
Midmarket	3,570	30.4	84	523	4.5	49	7,648	65.1	119
Downmarket	4,749	40.5	174	3,475	29.6	84	3,517	30.0	72
For Drinking (monthly spend):									
Nothing	4,144	35.3	115	2,920	24.9	106	4,677	39.8	87
Low (less than £10)	4,966	42.3	142	2,084	17.8	75	4,690	39.9	86
Medium (Between £10 and £40)	5,044	43.0	140	943	8.0	44	5,753	49.0	96
High (Greater than £40)	3,097	26.4	100	2,567	21.9	105	6,076	51.8	98

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	64,820	24.1	75	42,002	15.6	92	161,889	60.2	119
Male: Alone	92,624	34.5	116	31,102	11.6	70	144,985	54.0	101
Male: Group	74,441	27.7	121	81,347	30.3	112	112,922	42.0	84
Male: Pair	76,144	28.3	108	52,823	19.7	128	139,745	52.0	89
Mixed Sex: Group	61,524	22.9	93	73,263	27.3	85	133,924	49.8	115
Mixed Sex: Pair	100,046	37.2	154	80,342	29.9	91	88,323	32.9	77
With Children	91,153	33.9	114	36,479	13.6	77	141,079	52.5	100
Unknown	73,278	27.3	78	34,808	13.0	70	160,626	59.8	128
For Eating:									
Upmarket	78,448	29.2	91	40,122	14.9	69	150,142	55.9	121
Midmarket	73,807	27.5	76	12,678	4.7	52	182,225	67.8	124
Downmarket	106,870	39.8	171	86,616	32.2	91	75,225	28.0	67
For Drinking (monthly spend):									
Nothing	100,270	37.3	121	73,138	27.2	116	95,302	35.5	78
Low (less than £10)	112,547	41.9	141	57,855	21.5	91	98,310	36.6	79
Medium (Between £10 and £40)	110,369	41.1	133	35,325	13.1	73	123,018	45.8	90
High (Greater than £40)	62,934	23.4	89	64,642	24.1	116	141,134	52.5	99

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Plough Inn, DY 8 3PD	Star Pubs & Bars	0.0	0.2
2	Foresters Arms, DY 8 3PL	Star Pubs & Bars	3.6	0.7
3	Princess, DY 8 3NX	Ei Group	5.1	1.3
4	Unicorn, DY 8 3NX	Batham	5.1	1.3
5	Gate Hangs Well, DY 8 3NJ	Ei Group	5.4	2.2
6	Britannia Inn, DY 8 4NY	Ei Group	11.5	2.8
7	Katie Fitzgeralds, DY 8 3TB	Independent Free	11.8	3.2
8	Websters Brewhouse, DY 8 3PZ	Independent Free	12.1	2.8
9	Gigmill Inn, DY 8 3UL	Marston's	14.8	4.0
10	Queens Head, DY 8 3TQ	Black Country Ales	15.4	3.4
11	Royal Exchange, DY 8 1XW	Batham	16.3	3.8
12	Garibaldi, DY 8 3XE	Marston's	16.9	4.6
13	Longlands Tavern, DY 8 3XU	Marston's	19.3	5.4
14	New Inn, DY 8 3YQ	Star Pubs & Bars	21.1	5.8
15	Old Bank, DY 8 1AD	Independent Free	21.4	8.3
16	Mitre Inn, DY 8 1TS	Star Pubs & Bars	22.3	5.9
17	Old White Horse, DY 8 3XZ	Mitchells & Butlers	22.6	5.8
18	Duke William, DY 8 1EP	Craddocks Brewery	22.9	7.8
19	Old Bank, DY 8 1EP	Independent Free	22.9	7.8
20	Old Bank, DY 8 1AG	Independent Free	23.2	7.4