

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Number of Pubs	2	18	91
Catchment Adults 18+	3,590	8,467	55,619
Catchment Adults 18+ Per Pub	1,795	470	611
Populaton Projection 2018 to 2028 (% change)	0.31%	1.11%	2.07%

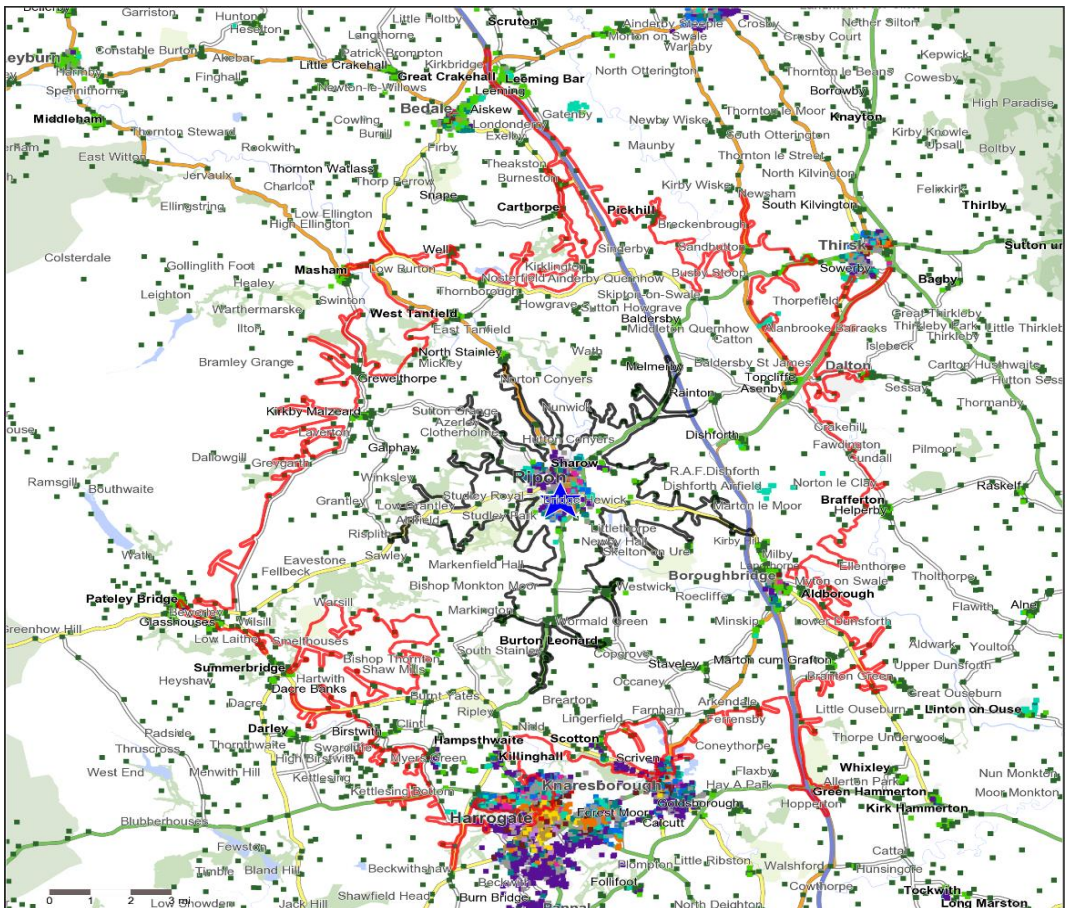
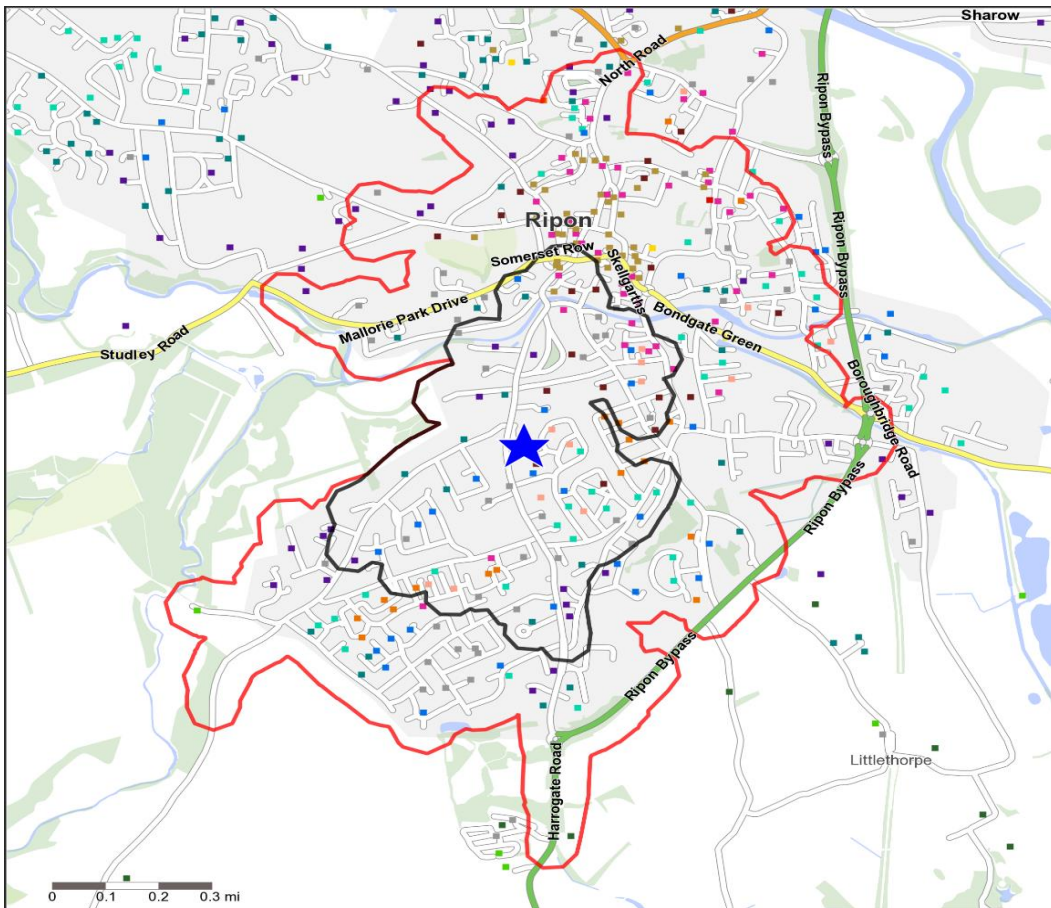
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,973	82.8	160	1	High Street Pub	6,640	78.4	151	1	Premium Local	38,819	69.8	135
2	Community Pub	2,241	62.4	134	2	Community Pub	5,189	61.3	131	2	Great Pub Great Food	35,410	63.7	137
3	Premium Local	1,552	43.2	69	3	Premium Local	3,708	43.8	69	3	High Street Pub	24,541	44.1	70
4	Great Pub Great Food	1,306	36.4	281	4	Great Pub Great Food	3,062	36.2	280	4	Community Pub	19,532	35.1	272
5	Bit of Style	554	15.4	38	5	Bit of Style	1,424	16.8	42	5	Bit of Style	10,717	19.3	48
6	Circuit Bar	307	8.6	32	6	Circuit Bar	1,239	14.6	55	6	Circuit Bar	4,266	7.7	29
7	Craft Led	192	5.3	52	7	Craft Led	428	5.1	49	7	Craft Led	1,994	3.6	35

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	192	5.3	60	545	6.4	73	5,426	9.8	110
C1	348	9.7	79	934	11.0	90	6,953	12.5	102
C2	349	9.7	118	852	10.1	122	4,721	8.5	103
DE	386	10.8	104	956	11.3	110	4,091	7.4	71

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)	1,117	31.1	94	2,820	33.3	100	10,451	18.8	57
Medium (7-13)	1,591	44.3	134	3,642	43.0	130	21,304	38.3	115
High (14-19)	814	22.7	80	1,895	22.4	79	21,603	38.8	137

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

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	55
A02	Uptown Elite	0	0	0	211
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	7
B05	Premium Fortunes	0	23	56	494
B06	Diamond Days	18	106	388	706
B07	Alpha Families	7	25	96	1,281
B08	Bank of Mum and Dad	10	186	338	1,212
B09	Empty-Nest Adventure	95	331	804	1,469
C10	Wealthy Landowners	0	0	996	6,184
C11	Rural Vogue	0	0	374	3,423
C12	Scattered Homesteads	0	2	181	2,136
C13	Village Retirement	0	2	683	3,731
D14	Satellite Settlers	0	9	360	3,254
D15	Local Focus	0	0	17	1,044
D16	Outlying Seniors	0	0	192	1,076
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	158	270	505	1,171
E19	Bungalow Heaven	355	774	1,265	2,317
E20	Classic Grandparents	58	145	149	1,075
E21	Solo Retirees	17	102	205	978
F22	Boomerang Boarders	293	471	635	1,098
F23	Family Ties	8	25	95	576
F24	Fledgling Free	131	227	317	331
F25	Dependable Me	80	258	358	785
G26	Cafés and Catchments	0	15	26	49
G27	Thriving Independence	36	176	278	1,571
G28	Modern Parents	0	0	321	896
G29	Mid-Career Convention	285	452	1,091	1,683
H30	Primary Ambitions	27	252	481	2,631
H31	Affordable Fringe	245	515	583	1,071
H32	First-Rung Futures	144	232	242	462
H33	Contemporary Starts	0	103	549	1,733
H34	New Foundations	14	14	14	93
H35	Flying Solo	48	166	271	506

		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	205	413	455	957
I37	Budget Generations	107	222	222	222
I38	Economical Families	0	0	0	37
I39	Families on a Budget	0	0	0	0
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	42	92	92	92
J42	Midlife Renters	256	760	1,028	2,243
J43	Renting Rooms	16	145	145	165
K44	Inner City Stalwarts	0	0	0	2
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	16	16	208
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	0	0	184
L50	Pocket Pensions	150	288	318	512
L51	Retirement Communities	223	315	429	734
L52	Estate Veterans	121	161	223	474
L53	Seasoned Survivors	0	24	24	25
M54	Down-to-Earth Owners	0	0	0	0
M55	Back with the Folks	236	260	329	509
M56	Self Supporters	74	163	170	180
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	1	38	84	842
O61	Career Builders	0	0	89	743
O62	Central Pulse	0	0	0	42
O63	Flexible Workforce	0	14	14	33
O64	Bus-Route Renters	60	603	680	1,097
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	70	74	528	1,004
Total		3,590	8,469	16,716	55,614

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



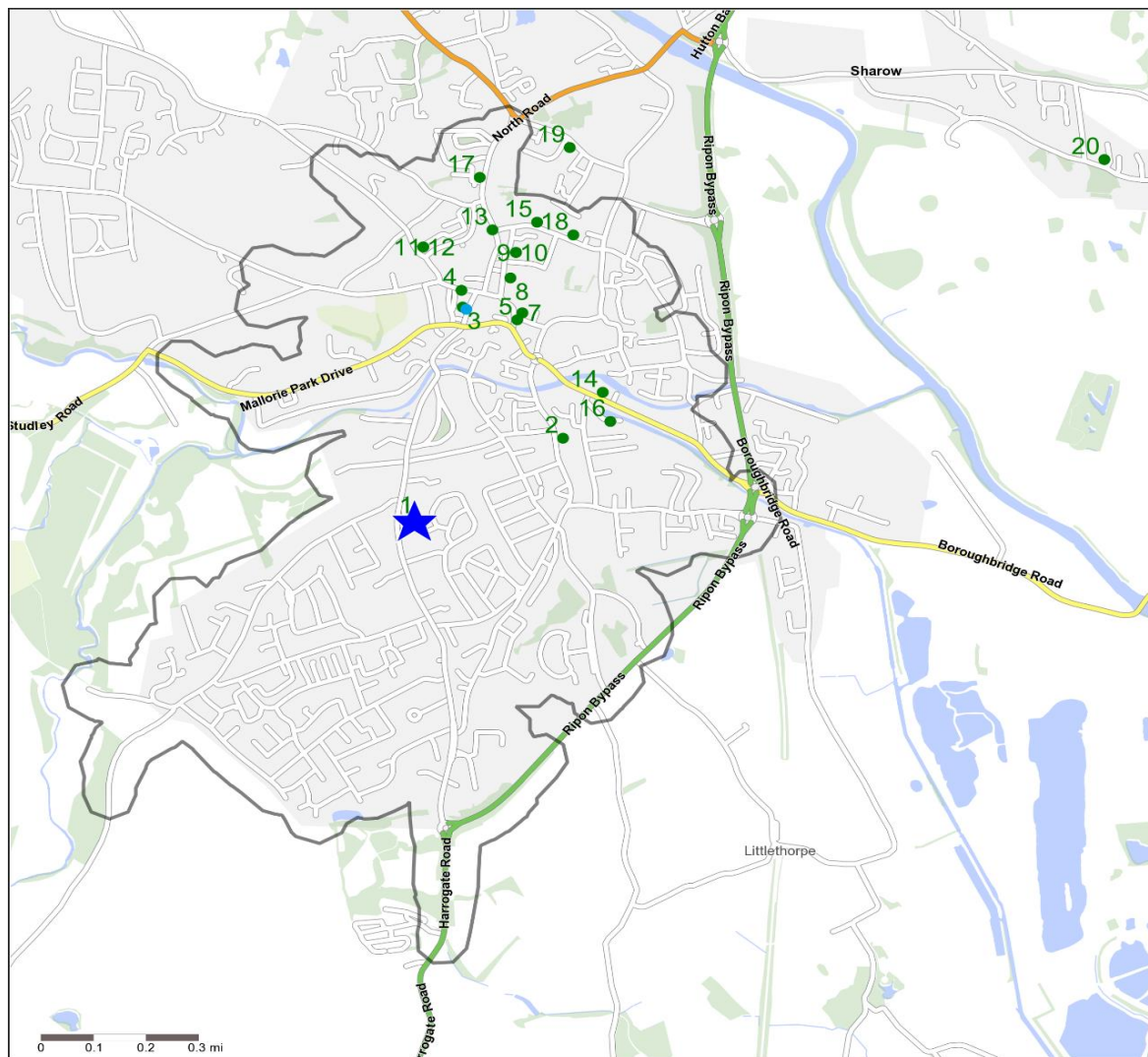
- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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	2,742	32.4	107	1,329	15.7	96	4,322	51.0	98	
Male: Alone	3,914	46.2	155	644	7.6	49	3,835	45.3	85	
Male: Group	3,195	37.7	165	2,395	28.3	108	2,804	33.1	67	
Male: Pair	3,466	40.9	157	938	11.1	73	3,990	47.1	82	
Mixed Sex: Group	2,630	31.1	136	2,902	34.3	107	2,862	33.8	77	
Mixed Sex: Pair	3,649	43.1	184	2,337	27.6	85	2,407	28.4	67	
With Children	3,272	38.6	134	1,251	14.8	88	3,871	45.7	86	
Unknown	2,056	24.3	74	2,381	28.1	157	3,957	46.7	98	
For Eating:										
Upmarket	3,322	39.2	128	1,641	19.4	93	3,430	40.5	86	
Midmarket	3,007	35.5	103	670	7.9	88	4,716	55.7	101	
Downmarket	2,979	35.2	158	3,517	41.5	119	1,898	22.4	54	
For Drinking (monthly spend):										
Nothing	2,545	30.1	99	2,883	34.0	144	2,965	35.0	78	
Low (less than £10)	3,022	35.7	120	3,044	36.0	153	2,327	27.5	61	
Medium (Between £10 and £40)	3,041	35.9	117	873	10.3	58	4,480	52.9	105	
High (Greater than £40)	1,814	21.4	83	2,102	24.8	121	4,477	52.9	101	

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	13,516	24.3	80	8,745	15.7	96	32,354	58.2	112		
Male: Alone	11,212	20.2	68	5,313	9.6	61	38,090	68.5	128		
Male: Group	8,990	16.2	71	14,756	26.5	101	30,869	55.5	112		
Male: Pair	9,836	17.7	68	2,734	4.9	32	42,045	75.6	132		
Mixed Sex: Group	7,936	14.3	62	21,887	39.4	123	24,792	44.6	102		
Mixed Sex: Pair	14,979	26.9	115	17,426	31.3	96	22,209	39.9	93		
With Children	10,966	19.7	68	6,336	11.4	68	37,312	67.1	127		
Unknown	10,766	19.4	59	10,507	18.9	105	33,343	59.9	125		
For Eating:											
Upmarket	14,055	25.3	83	7,758	13.9	67	32,802	59.0	125		
Midmarket	11,710	21.1	61	1,774	3.2	35	41,131	74.0	134		
Downmarket	9,433	17.0	76	16,713	30.0	86	28,469	51.2	123		
For Drinking (monthly spend):											
Nothing	14,697	26.4	87	12,623	22.7	96	27,295	49.1	109		
Low (less than £10)	20,119	36.2	121	16,565	29.8	127	17,931	32.2	71		
Medium (Between £10 and £40)	14,795	26.6	87	15,630	28.1	158	24,190	43.5	87		
High (Greater than £40)	10,596	19.1	74	13,178	23.7	115	30,841	55.5	106		

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	South Lodge Hotel, HG 4 1ST	Star Pubs & Bars	0.0	0.1
2	Ship, HG 4 1QE	Admiral Taverns Ltd	10.3	2.2
3	Lamb & Flag, HG 4 1BA	Star Pubs & Bars	10.9	1.7
4	Black Swan Hotel, HG 4 2BQ	Ei Group	12.1	1.9
5	Squiffys Wine Bar, HG 4 1BL	Independent Free	12.7	2.7
6	Royal Oak Hotel, HG 4 1PB	Timothy Taylor	13.0	2.7
7	Wilfrids, HG 4 1PB	Independent Free	13.0	2.7
8	Unicorn Hotel, HG 4 1BP	Wetherspoon	13.6	2.6
9	Hornblower Tavern, HG 4 1EQ	*Other Small Retail Groups	14.5	2.6
10	So Bar & Eats, HG 4 1EQ	Greene King	14.5	2.6
11	Friends Of Wine, HG 4 2AJ	Independent Free	14.8	2.4
12	King William Iv, HG 4 2AJ	Trust Inns	14.8	2.4
13	Lockwoods, HG 4 1DP	Independent Free	15.1	2.3
14	Water Rat, HG 4 1QW	Punch Pub Company	15.4	2.9
15	Golden Lion, HG 4 1LE	Greene King	16.3	2.6
16	Navigation Inn, HG 4 1QN	Ei Group	16.6	3.2
17	White Horse, HG 4 1EN	Ei Group	17.5	2.6
18	One Eyed Rat, HG 4 1LQ	Independent Free	18.7	3.0
19	Magdalen Inn, HG 4 1HW	Trust Inns	22.3	3.6
20	Half Moon Inn, HG 4 5BP	Independent Free	46.2	7.6