

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	23	24	246
Catchment Adults 18+	3,940	10,735	244,764
Catchment Adults 18+ Per Pub	171	447	995
Populaton Projection 2018 to 2028 (% change)	-0.02%	0.68%	3.54%

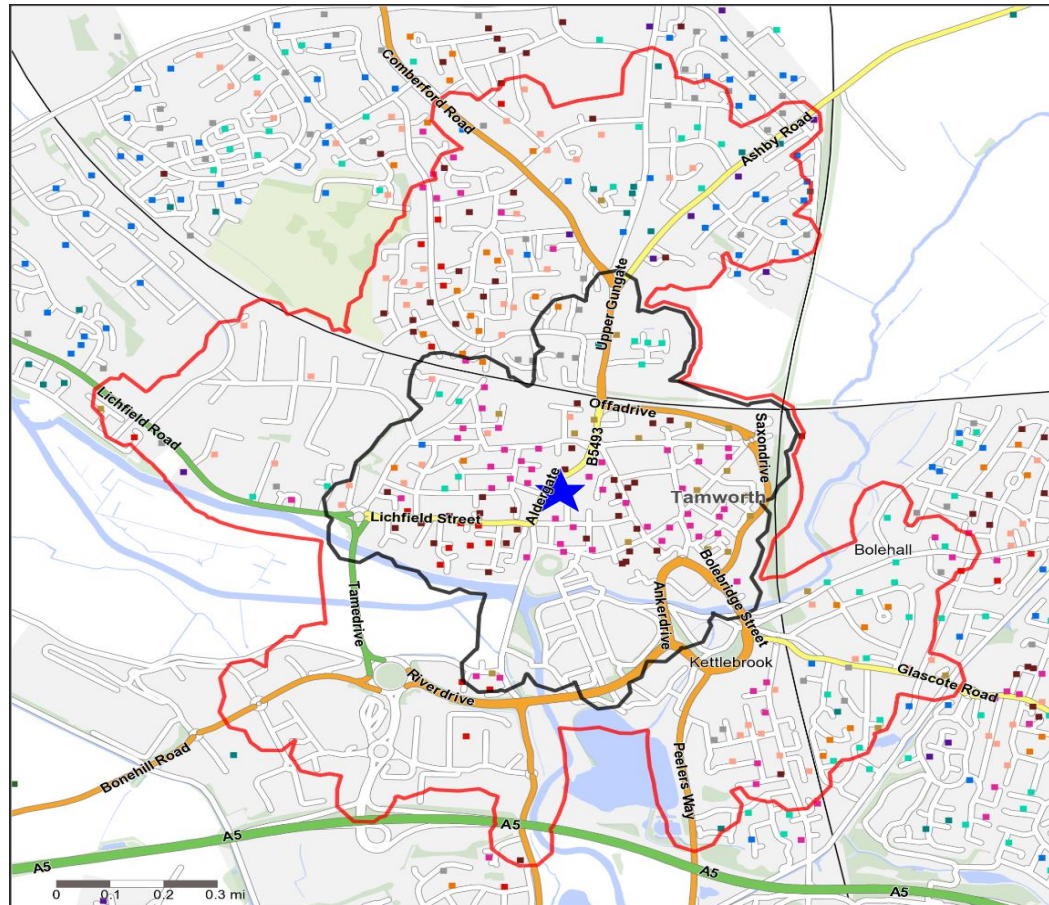
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	3,708	94.1	182	1	High Street Pub	9,891	92.1	178	1	High Street Pub	176,764	72.2	139
2	High Street Pub	3,418	86.8	186	2	Community Pub	9,060	84.4	181	2	Premium Local	146,831	60.0	129
3	Circuit Bar	734	18.6	30	3	Premium Local	3,064	28.5	45	3	Community Pub	132,552	54.2	86
4	Premium Local	494	12.5	97	4	Great Pub Great Food	2,258	21.0	163	4	Great Pub Great Food	119,027	48.6	376
5	Great Pub Great Food	436	11.1	27	5	Circuit Bar	1,747	16.3	40	5	Bit of Style	54,027	22.1	55
6	Bit of Style	276	7.0	26	6	Bit of Style	1,490	13.9	52	6	Circuit Bar	24,164	9.9	37
7	Craft Led	209	5.3	51	7	Craft Led	764	7.1	69	7	Craft Led	14,807	6.0	59

	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	226	5.7	65	613	5.7	65	21,298	8.7	98
C1	450	11.4	93	1,256	11.7	95	28,277	11.6	94
C2	345	8.8	106	957	8.9	108	20,382	8.3	101
DE	548	13.9	135	1,447	13.5	131	22,340	9.1	89

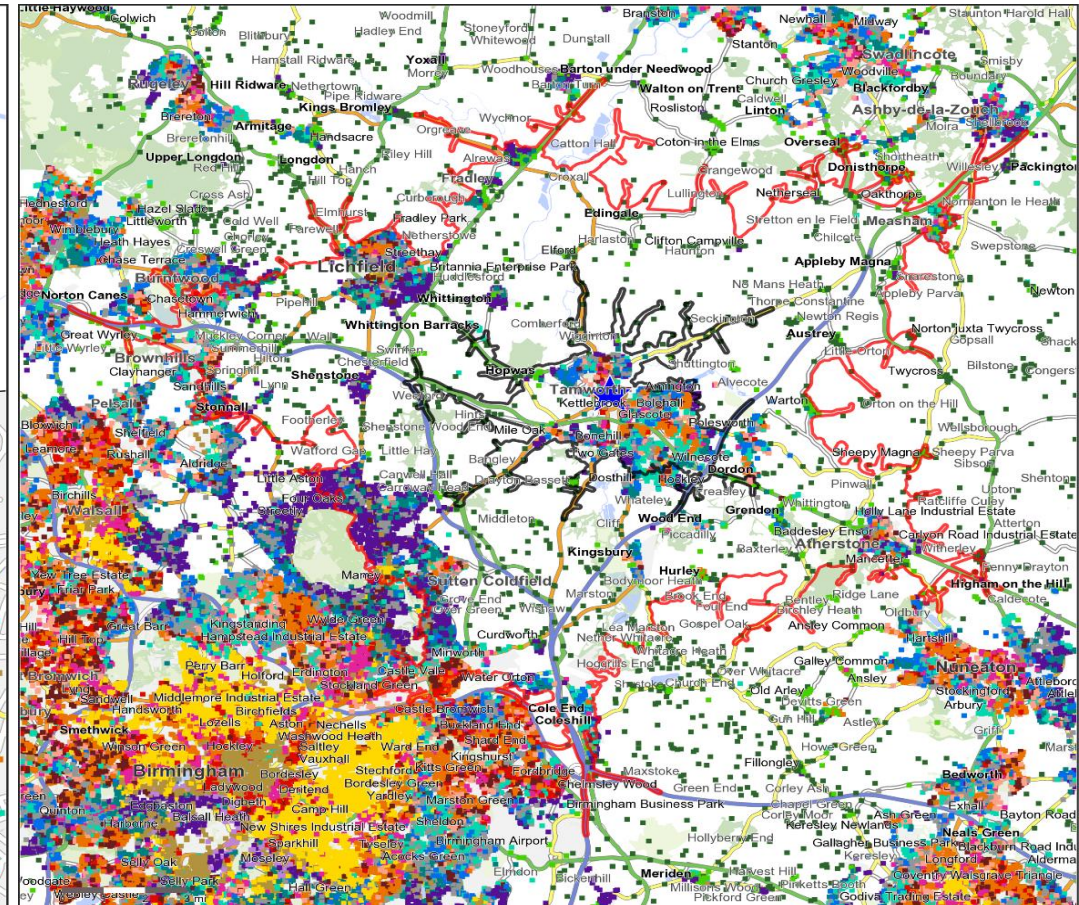
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,318	58.8	177	5,432	50.6	153	73,101	29.9	90
Medium (7-13)	1,129	28.7	86	3,811	35.5	107	94,888	38.8	117
High (14-19)	175	4.4	16	929	8.7	30	66,374	27.1	95

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

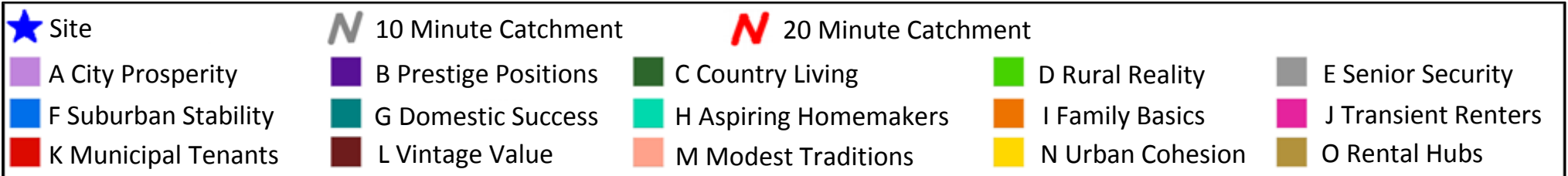
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	224
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	12	2,430
B06	Diamond Days		0	0	34	5,339
B07	Alpha Families		0	0	345	6,616
B08	Bank of Mum and Dad		7	44	1,059	5,701
B09	Empty-Nest Adventure		0	112	1,625	11,618
C10	Wealthy Landowners		0	0	671	4,623
C11	Rural Vogue		0	0	183	1,479
C12	Scattered Homesteads		0	0	37	494
C13	Village Retirement		0	0	186	4,020
D14	Satellite Settlers		0	33	578	6,036
D15	Local Focus		0	0	71	2,934
D16	Outlying Seniors		0	0	141	4,576
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		45	67	175	6,211
E19	Bungalow Heaven		0	13	979	5,651
E20	Classic Grandparents		52	414	3,170	7,633
E21	Solo Retirees		41	184	1,175	4,751
F22	Boomerang Boarders		9	577	1,749	6,812
F23	Family Ties		0	0	353	2,473
F24	Fledgling Free		45	118	3,761	9,909
F25	Dependable Me		0	161	1,761	6,648
G26	Cafés and Catchments		0	10	10	641
G27	Thriving Independence		11	118	273	6,103
G28	Modern Parents		0	83	3,038	9,628
G29	Mid-Career Convention		0	73	2,262	13,034
H30	Primary Ambitions		133	464	1,106	2,663
H31	Affordable Fringe		144	516	6,362	12,609
H32	First-Rung Futures		31	328	2,408	8,143
H33	Contemporary Starts		0	2	1,246	5,161
H34	New Foundations		0	0	83	1,201
H35	Flying Solo		0	32	343	1,814

			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		60	224	614	2,175
I37	Budget Generations		88	313	2,254	6,680
I38	Economical Families		0	140	2,558	3,825
I39	Families on a Budget		11	166	4,336	8,319
J40	Value Rentals		32	310	847	2,480
J41	Youthful Endeavours		50	230	560	1,921
J42	Midlife Renters		436	719	1,920	5,074
J43	Renting Rooms		501	536	674	1,108
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		333	333	333	486
K47	Single Essentials		110	335	661	1,916
K48	Mature Workers		0	1	599	2,411
L49	Flatlet Seniors		488	580	580	1,883
L50	Pocket Pensions		0	0	458	3,647
L51	Retirement Communities		306	399	413	3,041
L52	Estate Veterans		6	96	1,633	6,579
L53	Seasoned Survivors		78	362	1,030	1,709
M54	Down-to-Earth Owners		0	288	1,291	4,374
M55	Back with the Folks		211	710	1,822	6,465
M56	Self Supporters		125	780	2,186	5,064
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		0	0	2	837
O61	Career Builders		42	42	42	2,836
O62	Central Pulse		0	0	0	71
O63	Flexible Workforce		27	27	27	27
O64	Bus-Route Renters		517	793	1,214	3,910
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	66	749
Total			3,939	10,733	61,316	244,762

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



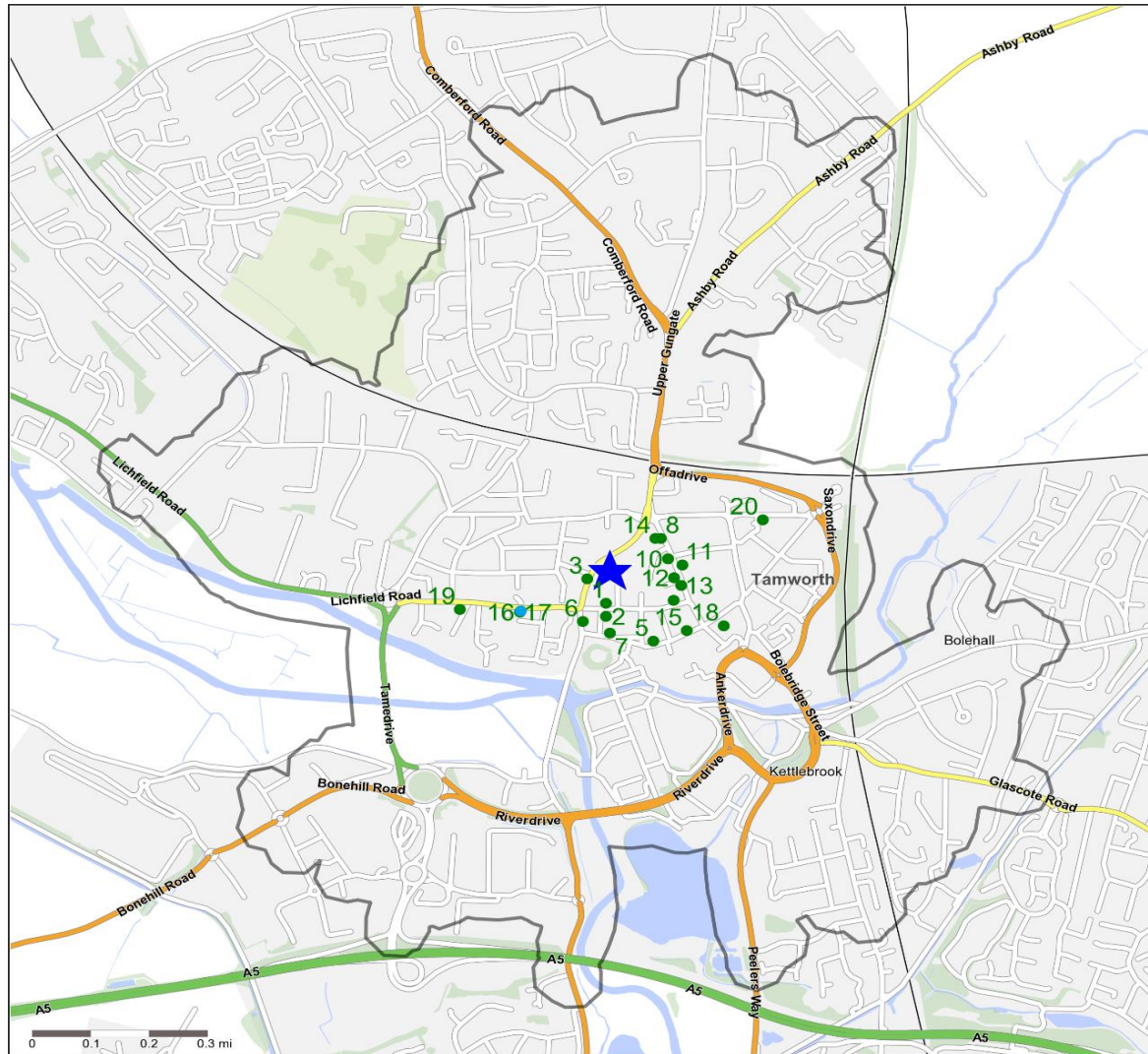
- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	4,537	42.3	140	<div></div>	1,664	15.5	95	<div></div>	4,533	42.2	81	<div></div>
Male: Alone	5,620	52.4	176	<div></div>	1,461	13.6	87	<div></div>	3,654	34.0	64	<div></div>
Male: Group	3,670	34.2	149	<div></div>	3,991	37.2	142	<div></div>	3,073	28.6	58	<div></div>
Male: Pair	5,086	47.4	182	<div></div>	2,492	23.2	152	<div></div>	3,157	29.4	51	<div></div>
Mixed Sex: Group	3,986	37.1	162	<div></div>	3,079	28.7	90	<div></div>	3,669	34.2	78	<div></div>
Mixed Sex: Pair	4,276	39.8	170	<div></div>	3,635	33.9	104	<div></div>	2,824	26.3	62	<div></div>
With Children	6,066	56.5	195	<div></div>	1,583	14.7	88	<div></div>	3,086	28.7	54	<div></div>
Unknown	2,966	27.6	84	<div></div>	3,230	30.1	168	<div></div>	4,539	42.3	88	<div></div>
For Eating:												
Upmarket	3,602	33.6	110	<div></div>	2,696	25.1	121	<div></div>	4,437	41.3	87	<div></div>
Midmarket	5,354	49.9	145	<div></div>	651	6.1	67	<div></div>	4,730	44.1	80	<div></div>
Downmarket	4,494	41.9	188	<div></div>	4,399	41.0	117	<div></div>	1,841	17.1	41	<div></div>
For Drinking (monthly spend):												
Nothing	4,025	37.5	124	<div></div>	2,526	23.5	100	<div></div>	4,184	39.0	87	<div></div>
Low (less than £10)	3,316	30.9	103	<div></div>	2,490	23.2	99	<div></div>	4,928	45.9	101	<div></div>
Medium (Between £10 and £40)	3,316	30.9	101	<div></div>	1,741	16.2	91	<div></div>	5,677	52.9	105	<div></div>
High (Greater than £40)	2,715	25.3	98	<div></div>	2,047	19.1	93	<div></div>	5,973	55.6	106	<div></div>

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	58,956	24.1	80	40,994	16.7	102	144,065	58.9	113
Male: Alone	70,164	28.7	96	45,027	18.4	118	128,824	52.6	99
Male: Group	53,920	22.0	96	61,049	24.9	95	129,045	52.7	106
Male: Pair	56,055	22.9	88	32,449	13.3	87	155,511	63.5	111
Mixed Sex: Group	47,839	19.5	85	77,452	31.6	99	118,724	48.5	110
Mixed Sex: Pair	86,126	35.2	150	65,993	27.0	83	91,895	37.5	88
With Children	73,281	29.9	103	44,532	18.2	108	126,202	51.6	97
Unknown	69,770	28.5	87	36,304	14.8	83	137,941	56.4	118
For Eating:									
Upmarket	71,735	29.3	96	42,272	17.3	83	130,008	53.1	112
Midmarket	54,006	22.1	64	14,453	5.9	65	175,556	71.7	130
Downmarket	76,413	31.2	140	92,052	37.6	108	75,550	30.9	74
For Drinking (monthly spend):									
Nothing	74,580	30.5	101	70,350	28.7	122	99,085	40.5	90
Low (less than £10)	96,872	39.6	133	56,593	23.1	98	90,550	37.0	82
Medium (Between £10 and £40)	94,859	38.8	127	41,121	16.8	94	108,034	44.1	88
High (Greater than £40)	57,164	23.4	90	68,568	28.0	136	118,283	48.3	92

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	Bonds, B 79 7DH	Independent Free	1.8	0.5
2	Sessions Bar, B 79 7DB	Independent Free	1.8	0.7
3	White Lion Inn, B 79 7DJ	Ei Group	1.8	0.8
4	Old Stone Cross Inn, B 79 7BX	Ei Group	2.7	0.7
5	Rockit Bar, B 79 7LL	Independent Free	3.6	0.5
6	Glow Bar, B 79 7NH	Independent Free	3.6	0.9
7	Market Vaults, B 79 7LU	Independent Free	3.9	0.6
8	King's Ditch, B 79 7AS	Independent Free	3.9	3.1
9	Globe Inn, B 79 7AT	Independent Free	4.2	2.8
10	Hogarth's, B 79 7AT	Amber Taverns	4.2	2.8
11	Penny Black, B 79 7AL	Stonegate Pub Company	4.5	2.8
12	Poachers Cafe, B 79 7AX	Independent Free	4.5	3.1
13	Sir Robert Peel, B 79 7BA	*Other Small Retail Groups	4.5	3.1
14	Corey's Sports Bar, B 79 7AF	Independent Free	4.5	3.1
15	Phoenix, B 79 7LJ	Stonegate Pub Company	4.5	4.2
16	Boot Inn, B 79 7QD	Independent Free	4.8	1.2
17	Three Tuns, B 79 7QD	Star Pubs & Bars	4.8	1.2
18	Bole Bridge, B 79 7PA	Wetherspoon	5.4	3.0
19	Moathouse, B 79 7QQ	Independent Free	6.6	1.8
20	Albert Hotel, B 79 7JS	Independent Free	6.9	2.5