

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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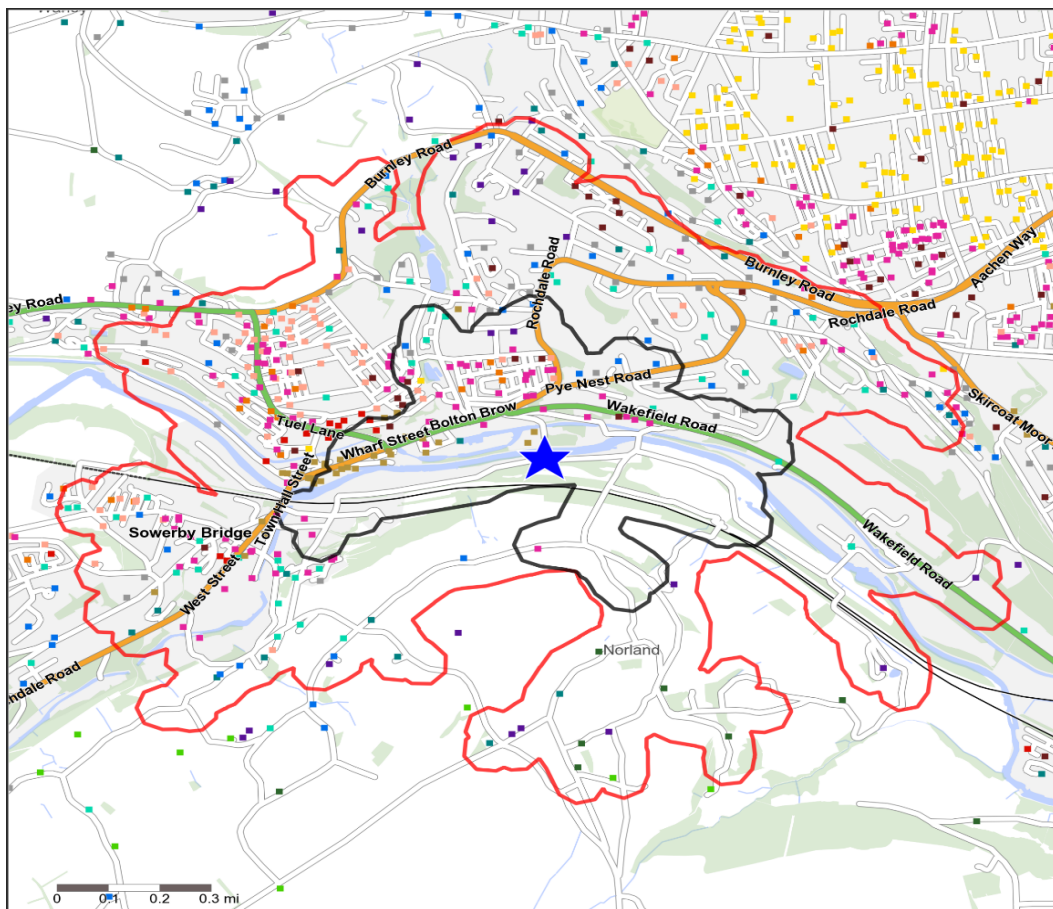
Number of Pubs	8	19	323
Catchment Adults 18+	2,049	9,613	236,849
Catchment Adults 18+ Per Pub	256	506	733
Populaton Projection 2018 to 2028 (% change)	5.23%	4.65%	5.30%

		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	1,928	94.1	182	1	High Street Pub	8,577	89.2	172	1	High Street Pub	183,831	77.6	150
2	Community Pub	1,737	84.8	182	2	Community Pub	7,872	81.9	176	2	Community Pub	152,430	64.4	138
3	Circuit Bar	575	28.1	45	3	Premium Local	3,176	33.0	52	3	Premium Local	102,757	43.4	69
4	Bit of Style	407	19.9	154	4	Great Pub Great Food	1,760	18.3	142	4	Great Pub Great Food	67,763	28.6	221
5	Premium Local	404	19.7	49	5	Circuit Bar	1,624	16.9	42	5	Bit of Style	52,677	22.2	55
6	Great Pub Great Food	247	12.1	45	6	Bit of Style	1,561	16.2	61	6	Circuit Bar	29,745	12.6	47
7	Craft Led	103	5.0	49	7	Craft Led	783	8.1	79	7	Craft Led	22,312	9.4	91

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	172	8.4	95	785	8.2	92	20,258	8.6	97
C1	337	16.4	134	1,335	13.9	113	30,984	13.1	107
C2	224	10.9	132	953	9.9	120	21,313	9.0	109
DE	259	12.6	123	1,094	11.4	111	27,782	11.7	114

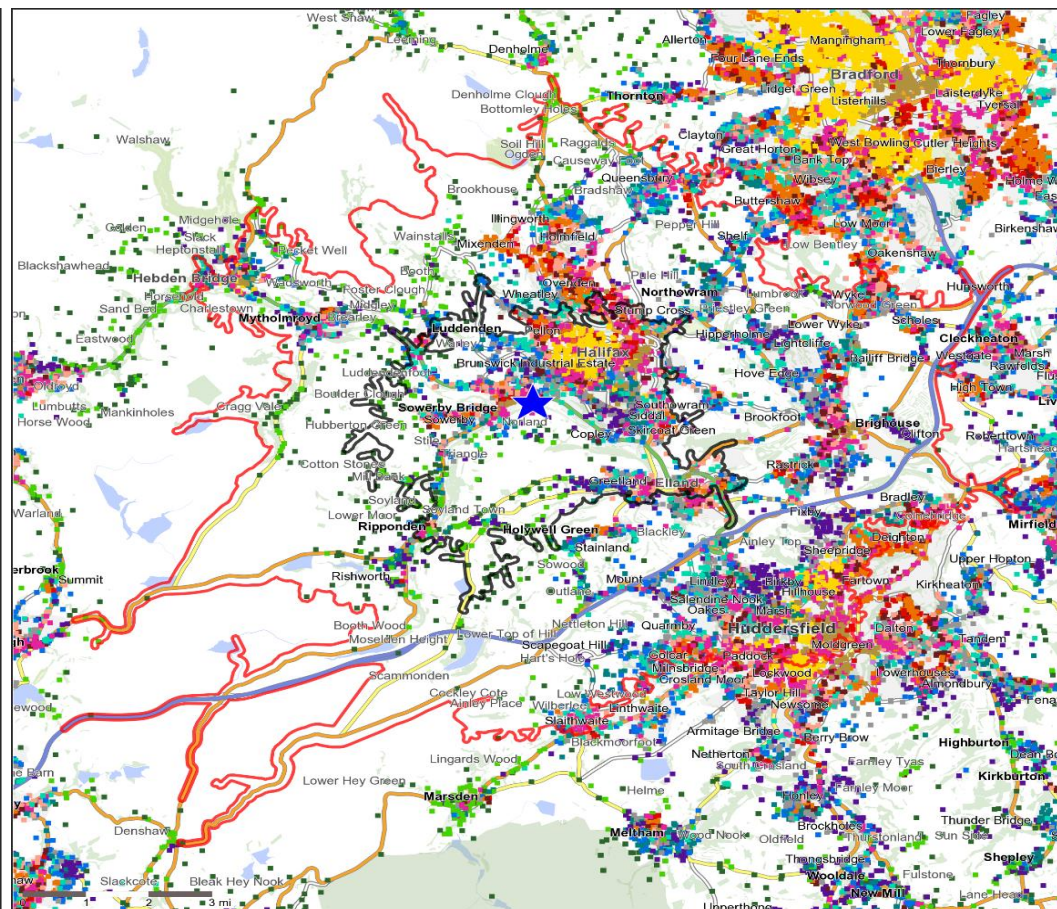
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,242	60.6	183	5,028	52.3	158	116,100	49.0	148
Medium (7-13)	547	26.7	80	3,249	33.8	102	84,703	35.8	108
High (14-19)	89	4.3	15	818	8.5	30	31,989	13.5	48

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

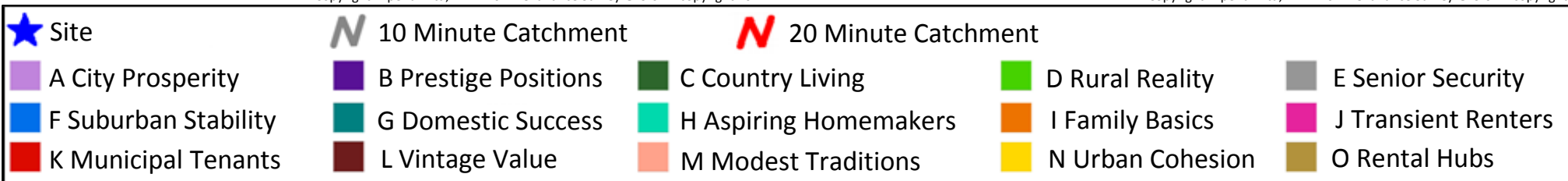


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	10	144
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	135	494
B06	Diamond Days	6	20	525	2,088
B07	Alpha Families	0	157	408	2,428
B08	Bank of Mum and Dad	20	60	609	3,033
B09	Empty-Nest Adventure	0	93	1,052	5,211
C10	Wealthy Landowners	4	82	810	2,611
C11	Rural Vogue	0	3	99	610
C12	Scattered Homesteads	0	0	22	124
C13	Village Retirement	0	9	493	1,316
D14	Satellite Settlers	2	52	1,326	4,924
D15	Local Focus	0	0	125	410
D16	Outlying Seniors	0	3	87	355
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	4	101	1,253	4,019
E19	Bungalow Heaven	57	236	749	4,445
E20	Classic Grandparents	53	399	1,459	8,358
E21	Solo Retirees	23	268	1,022	5,000
F22	Boomerang Boarders	9	186	945	5,683
F23	Family Ties	0	43	428	2,136
F24	Fledgling Free	71	226	991	5,445
F25	Dependable Me	57	337	3,515	11,002
G26	Cafés and Catchments	0	1	687	1,191
G27	Thriving Independence	29	178	1,428	4,456
G28	Modern Parents	0	4	503	5,273
G29	Mid-Career Convention	1	47	979	6,291
H30	Primary Ambitions	99	263	1,590	4,653
H31	Affordable Fringe	3	280	1,500	5,628
H32	First-Rung Futures	85	607	2,711	12,109
H33	Contemporary Starts	13	56	394	3,548
H34	New Foundations	1	8	54	661
H35	Flying Solo	18	54	365	1,859

		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	16	120	1,090
I37	Budget Generations	0	0	169	1,099
I38	Economical Families	135	607	2,188	5,486
I39	Families on a Budget	0	18	1,421	8,377
J40	Value Rentals	161	343	2,291	6,616
J41	Youthful Endeavours	27	76	230	1,040
J42	Midlife Renters	303	941	4,249	15,530
J43	Renting Rooms	272	560	4,856	12,806
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	11	11
K46	High Rise Residents	25	229	758	1,142
K47	Single Essentials	0	122	704	2,467
K48	Mature Workers	0	0	1,199	5,117
L49	Flatlet Seniors	0	189	1,441	4,067
L50	Pocket Pensions	24	251	1,390	4,368
L51	Retirement Communities	0	59	446	1,443
L52	Estate Veterans	0	58	309	1,698
L53	Seasoned Survivors	43	158	1,360	4,244
M54	Down-to-Earth Owners	0	364	1,474	3,695
M55	Back with the Folks	0	236	1,049	3,398
M56	Self Supporters	69	881	3,606	11,184
N57	Community Elders	0	1	53	1,107
N58	Culture & Comfort	0	0	0	180
N59	Large Family Living	0	8	8,249	13,278
N60	Ageing Access	4	16	415	1,500
O61	Career Builders	0	0	1,003	2,141
O62	Central Pulse	0	0	249	1,028
O63	Flexible Workforce	0	0	106	282
O64	Bus-Route Renters	431	701	1,858	4,325
O65	Learners & Earners	0	0	12	1,706
O66	Student Scene	0	0	0	720
U99	Unclassified	0	8	20	199
Total		2,049	9,615	67,510	236,849

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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. 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

2. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



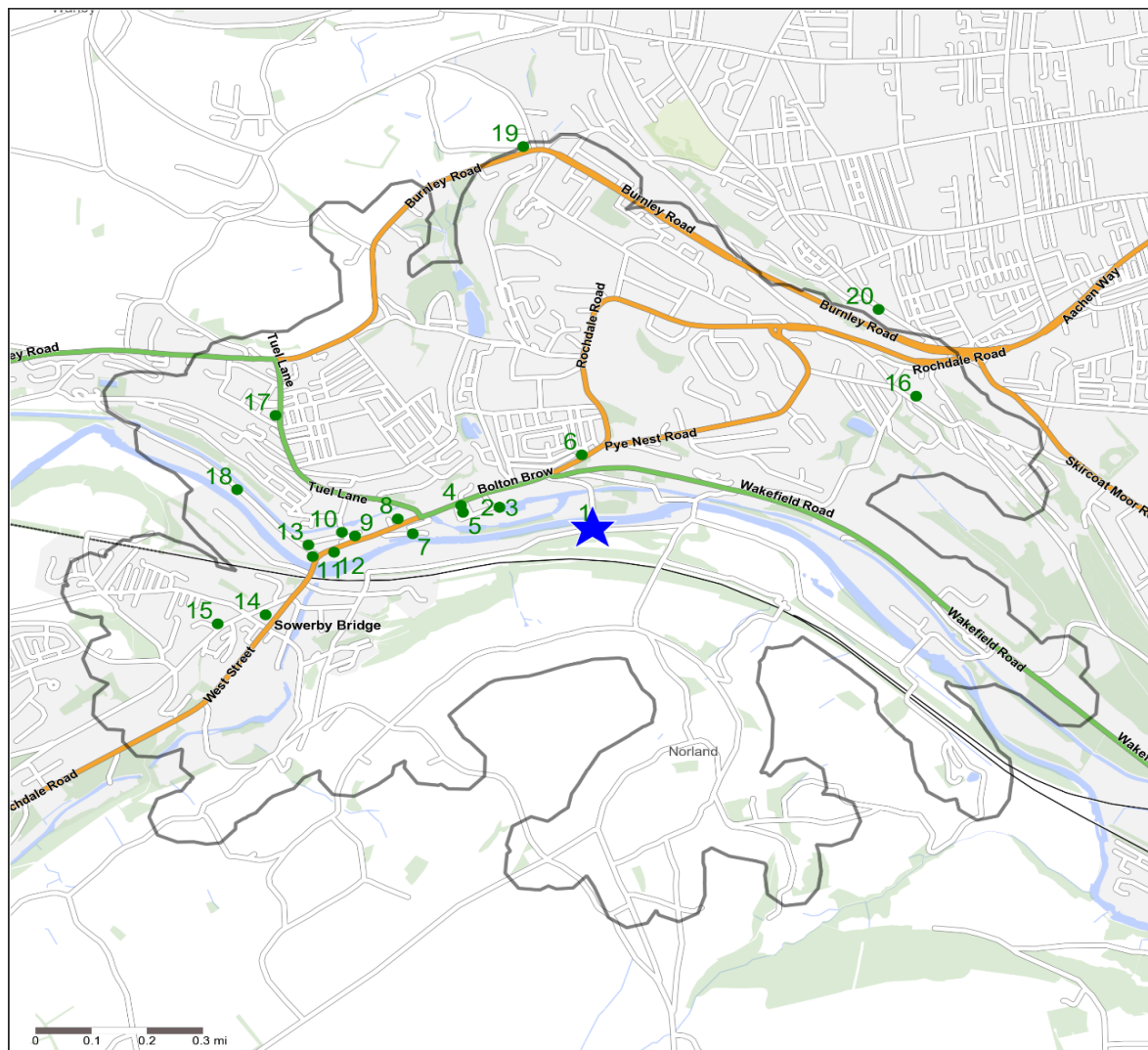
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	3,814	39.7	131	1,064	11.1	68	4,726	49.2	94		
Male: Alone	4,174	43.4	146	940	9.8	63	4,490	46.7	88		
Male: Group	2,945	30.6	134	3,406	35.4	135	3,253	33.8	68		
Male: Pair	3,319	34.5	132	3,426	35.6	234	2,860	29.8	52		
Mixed Sex: Group	3,643	37.9	166	1,715	17.8	56	4,246	44.2	101		
Mixed Sex: Pair	2,948	30.7	131	3,138	32.6	100	3,518	36.6	86		
With Children	5,161	53.7	186	1,380	14.4	85	3,063	31.9	60		
Unknown	2,196	22.8	70	2,640	27.5	153	4,769	49.6	104		
For Eating:											
Upmarket	1,951	20.3	66	3,012	31.3	150	4,642	48.3	102		
Midmarket	4,317	44.9	131	164	1.7	19	5,124	53.3	96		
Downmarket	3,642	37.9	170	3,542	36.8	106	2,421	25.2	61		
For Drinking (monthly spend):											
Nothing	2,596	27.0	89	2,800	29.1	123	4,209	43.8	98		
Low (less than £10)	1,657	17.2	58	3,486	36.3	154	4,462	46.4	102		
Medium (Between £10 and £40)	1,648	17.1	56	2,375	24.7	139	5,582	58.1	116		
High (Greater than £40)	1,131	11.8	45	2,506	26.1	127	5,969	62.1	119		

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	69,341	29.3	97	30,527	12.9	79	136,782	57.8	111	
Male: Alone	92,303	39.0	131	37,626	15.9	102	106,721	45.1	85	
Male: Group	62,818	26.5	116	66,729	28.2	108	107,102	45.2	91	
Male: Pair	69,824	29.5	113	63,598	26.9	176	103,227	43.6	76	
Mixed Sex: Group	61,696	26.0	114	51,331	21.7	68	123,623	52.2	119	
Mixed Sex: Pair	69,132	29.2	124	72,108	30.4	94	95,409	40.3	94	
With Children	97,850	41.3	143	39,885	16.8	100	98,914	41.8	79	
Unknown	71,897	30.4	92	44,134	18.6	104	120,618	50.9	106	
For Eating:										
Upmarket	63,679	26.9	88	59,104	25.0	120	113,866	48.1	102	
Midmarket	91,518	38.6	113	12,510	5.3	59	132,622	56.0	101	
Downmarket	68,451	28.9	130	89,816	37.9	109	78,382	33.1	80	
For Drinking (monthly spend):										
Nothing	55,340	23.4	77	65,269	27.6	117	116,041	49.0	109	
Low (less than £10)	58,233	24.6	82	59,024	24.9	106	119,393	50.4	111	
Medium (Between £10 and £40)	60,021	25.3	83	28,996	12.2	69	147,633	62.3	124	
High (Greater than £40)	39,620	16.7	65	46,743	19.7	96	150,286	63.5	121	

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Navigation Inn, HX 6 3LF	Star Pubs & Bars	0.0	0.0
2	Cobblestones Bar & Bistro, HX 6 2AG	Independent Free	6.6	2.5
3	Moorings, HX 6 2AG	Greene King	6.6	2.5
4	William Iv, HX 6 2AF	Independent Free	6.9	2.8
5	Hogs Head Brew House, HX 6 2AH	Independent Free	7.2	2.7
6	Shepherds Rest Inn, HX 6 2BD	Ossett Brewery	8.2	2.2
7	Turks Head, HX 6 2AD	*Other Small Retail Groups	9.4	3.1
8	Commercial Inn, HX 6 2LA	Wetherspoon	10.0	2.9
9	Bar Francisca, HX 6 2EG	Independent Free	11.5	2.9
10	Blind Pig, HX 6 2EQ	Independent Free	12.1	2.9
11	Fire House, HX 6 2QD	Independent Free	12.4	2.4
12	River Lounge, HX 6 2EA	Independent Free	12.4	2.7
13	Works, HX 6 2QG	Independent Free	13.3	2.6
14	Loose Goose, HX 6 3AN	Independent Free	13.6	2.6
15	Royal Oak, HX 6 3AT	Independent Free	14.8	3.0
16	Wainhouse Tavern, HX 2 7DR	Thwaites	15.4	3.1
17	Waiters Arms, HX 6 2EW	Independent Free	16.3	4.0
18	Puzzle Hall Inn, HX 6 2RF	New River Retail	16.6	3.4
19	Peacock Inn, HX 2 7LZ	*Other Small Retail Groups	21.4	5.3
20	Allan Fold, HX 1 3SU	Unknown	26.9	5.1