

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

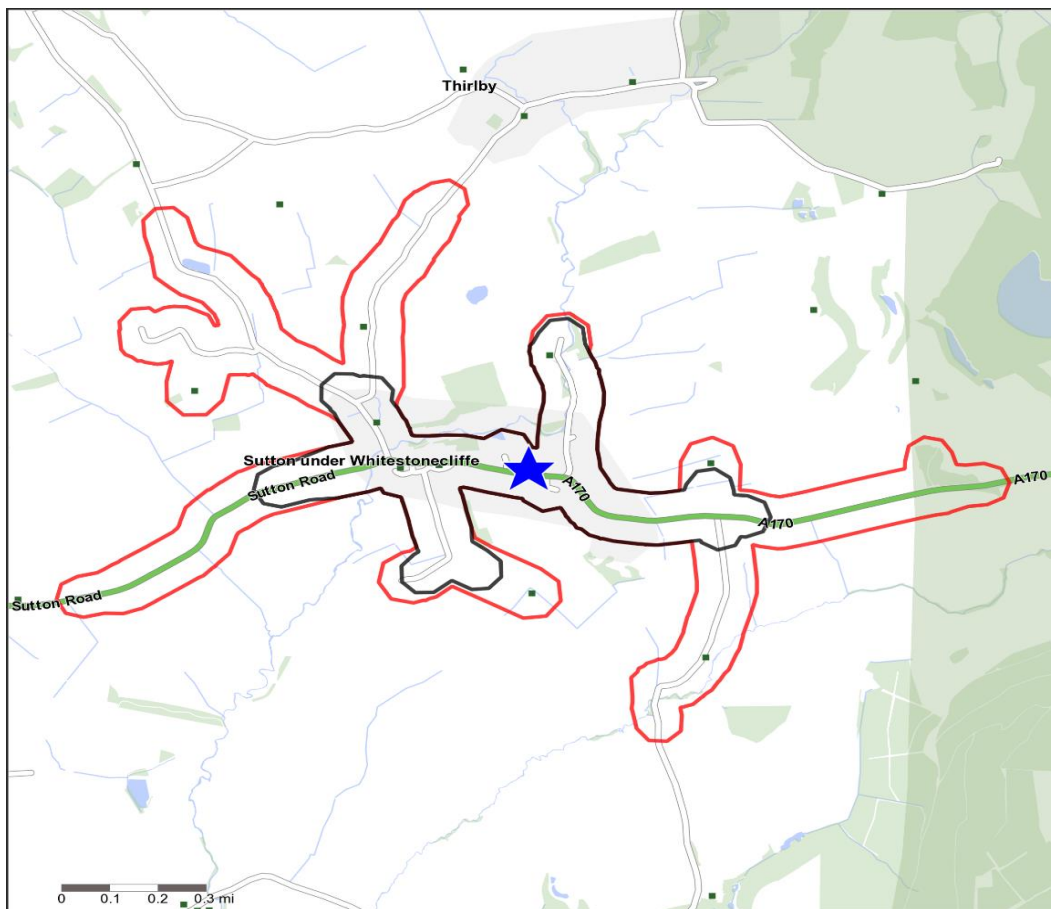
Number of Pubs	1	1	62
Catchment Adults 18+	170	208	26,833
Catchment Adults 18+ Per Pub	170	208	433
Populaton Projection 2018 to 2028 (% change)	1.95%	1.99%	2.29%

		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	Great Pub Great Food	170	100.0	193	1	Great Pub Great Food	208	100.0	193	1	Premium Local	18,876	70.3	136
2	Premium Local	170	100.0	215	2	Premium Local	208	100.0	215	2	Great Pub Great Food	16,896	63.0	135
3	Community Pub	62	36.5	58	3	Community Pub	73	35.1	56	3	Community Pub	9,776	36.4	58
4	Bit of Style	0	0.0	0	4	Bit of Style	0	0.0	0	4	High Street Pub	7,903	29.5	228
5	Circuit Bar	0	0.0	0	5	Circuit Bar	0	0.0	0	5	Bit of Style	3,575	13.3	33
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	2,539	9.5	35
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	836	3.1	30

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	22	12.9	146	27	13.0	147	2,327	8.7	98
C1	18	10.6	86	22	10.6	86	2,842	10.6	86
C2	15	8.8	107	18	8.7	105	2,287	8.5	103
DE	6	3.5	34	7	3.4	33	1,848	6.9	67

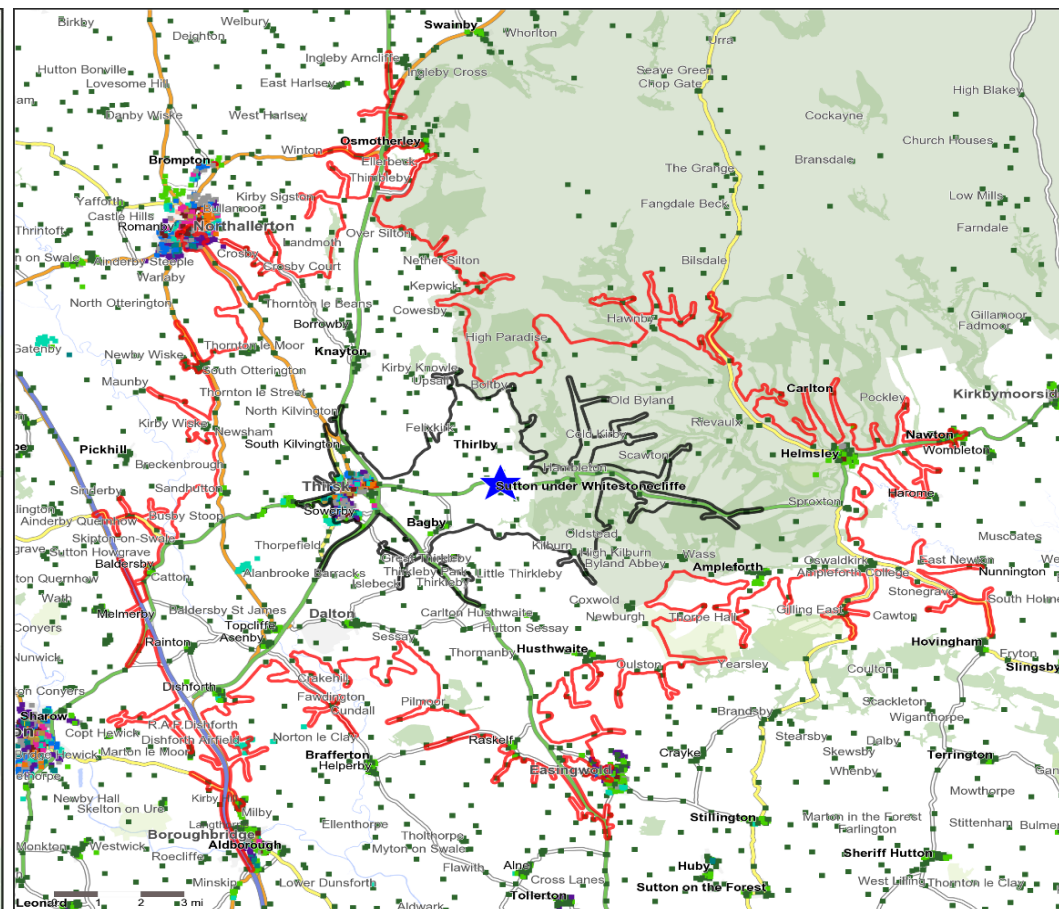
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2	1.2	4	3	1.4	4	4,763	17.8	54
Medium (7-13)	37	21.8	66	46	22.1	67	9,992	37.2	112
High (14-19)	116	68.2	240	141	67.8	238	9,415	35.1	123

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	1
B06	Diamond Days	0	0	58	201
B07	Alpha Families	0	0	32	57
B08	Bank of Mum and Dad	0	0	199	261
B09	Empty-Nest Adventure	0	0	10	511
C10	Wealthy Landowners	10	13	390	2,692
C11	Rural Vogue	97	118	492	2,689
C12	Scattered Homesteads	62	73	605	3,151
C13	Village Retirement	0	3	331	2,437
D14	Satellite Settlers	0	1	417	2,113
D15	Local Focus	0	0	290	1,047
D16	Outlying Seniors	0	0	120	1,062
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	9	115
E19	Bungalow Heaven	0	0	1,045	1,698
E20	Classic Grandparents	0	0	71	82
E21	Solo Retirees	0	0	76	107
F22	Boomerang Boarders	0	0	233	535
F23	Family Ties	0	0	82	109
F24	Fledgling Free	0	0	469	469
F25	Dependable Me	0	0	112	215
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	132	249
G28	Modern Parents	0	0	124	176
G29	Mid-Career Convention	0	0	445	897
H30	Primary Ambitions	0	0	196	218
H31	Affordable Fringe	0	0	47	47
H32	First-Rung Futures	0	0	397	429
H33	Contemporary Starts	0	0	172	1,010
H34	New Foundations	0	0	64	131
H35	Flying Solo	0	0	194	329

		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	171	171
I37	Budget Generations	0	0	198	198
I38	Economical Families	0	0	9	9
I39	Families on a Budget	0	0	32	32
J40	Value Rentals	0	0	57	57
J41	Youthful Endeavours	0	0	0	83
J42	Midlife Renters	0	0	423	459
J43	Renting Rooms	0	0	34	35
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	0	0
K48	Mature Workers	0	0	18	18
L49	Flatlet Seniors	0	0	0	0
L50	Pocket Pensions	0	0	376	588
L51	Retirement Communities	0	0	254	385
L52	Estate Veterans	0	0	126	126
L53	Seasoned Survivors	0	0	0	0
M54	Down-to-Earth Owners	0	0	85	85
M55	Back with the Folks	0	0	82	82
M56	Self Supporters	0	0	153	159
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	58	70
O61	Career Builders	0	0	78	78
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	524	556
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	603
Total		169	208	9,490	26,832

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

2. 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

3. C11 Rural Vogue

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



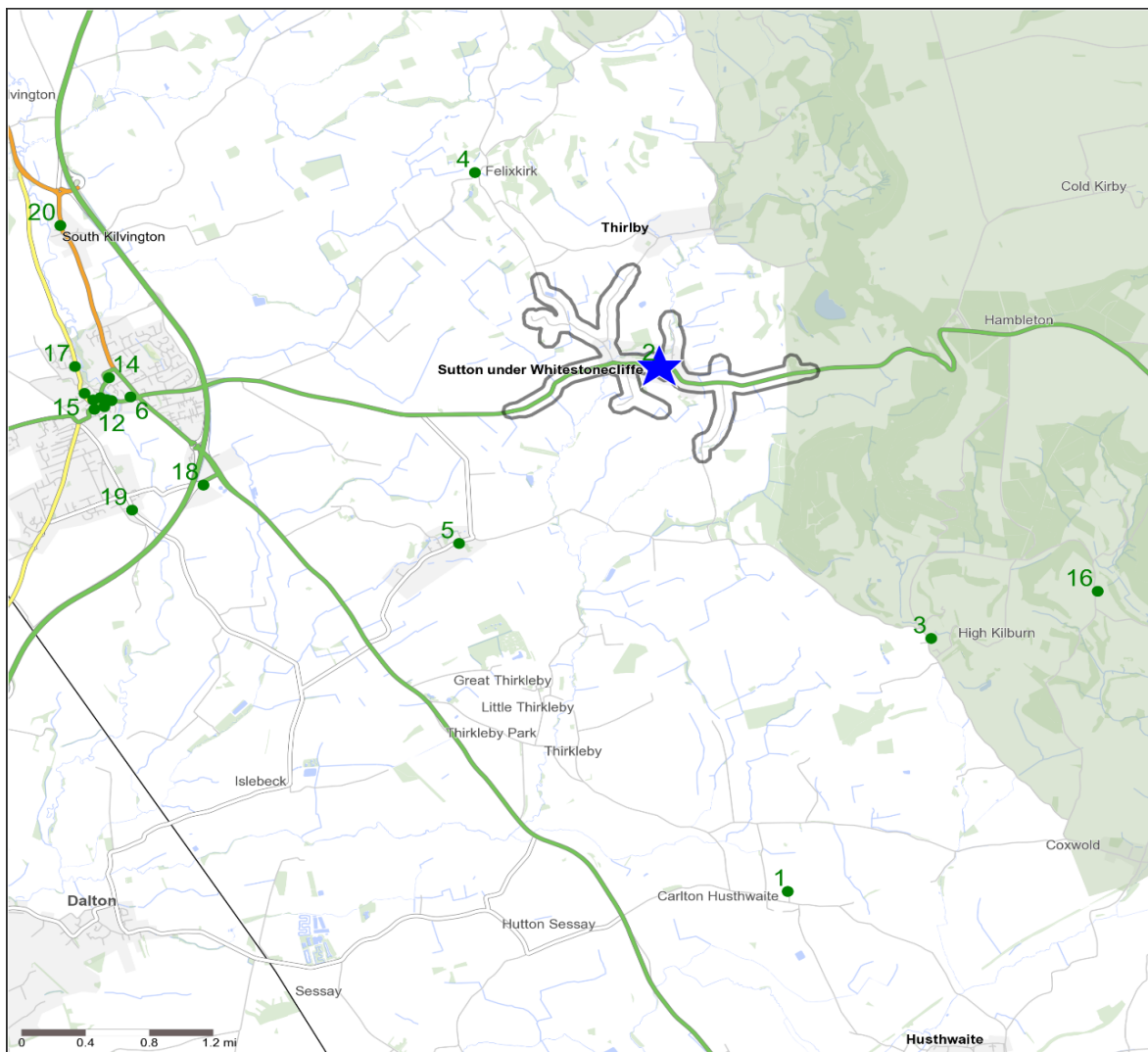
- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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	0	0.0	0	1	0.5	3	207	99.5	191			
Male: Alone	0	0.0	0	0	0.0	0	208	100.0	188			
Male: Group	0	0.0	0	3	1.4	6	205	98.6	199			
Male: Pair	0	0.0	0	0	0.0	0	208	100.0	174			
Mixed Sex: Group	0	0.0	0	3	1.4	5	205	98.6	225			
Mixed Sex: Pair	1	0.5	2	76	36.5	112	131	63.0	147			
With Children	0	0.0	0	0	0.0	0	208	100.0	189			
Unknown	1	0.5	1	0	0.0	0	207	99.5	208			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	208	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	208	100.0	181			
Downmarket	0	0.0	0	0	0.0	0	208	100.0	240			
For Drinking (monthly spend):												
Nothing	73	35.1	116	118	56.7	240	16	7.7	17			
Low (less than £10)	76	36.5	122	119	57.2	244	13	6.3	14			
Medium (Between £10 and £40)	0	0.0	0	89	42.8	240	119	57.2	114			
High (Greater than £40)	0	0.0	0	13	6.3	30	195	93.8	179			

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	3,674	13.7	45	3,746	14.0	85	18,810	70.1	135	
Male: Alone	4,426	16.5	55	1,489	5.5	36	20,315	75.7	142	
Male: Group	2,796	10.4	46	7,001	26.1	100	16,433	61.2	123	
Male: Pair	2,957	11.0	42	1,086	4.0	27	22,187	82.7	144	
Mixed Sex: Group	1,959	7.3	32	11,860	44.2	138	12,411	46.3	105	
Mixed Sex: Pair	5,515	20.6	88	9,856	36.7	113	10,859	40.5	95	
With Children	2,816	10.5	36	3,575	13.3	79	19,840	73.9	140	
Unknown	4,941	18.4	56	3,103	11.6	64	18,186	67.8	141	
For Eating:										
Upmarket	4,391	16.4	53	1,428	5.3	26	20,412	76.1	161	
Midmarket	2,667	9.9	29	615	2.3	25	22,948	85.5	155	
Downmarket	2,624	9.8	44	8,023	29.9	86	15,583	58.1	140	
For Drinking (monthly spend):										
Nothing	7,145	26.6	88	7,522	28.0	119	11,563	43.1	96	
Low (less than £10)	8,975	33.4	112	10,573	39.4	168	6,682	24.9	55	
Medium (Between £10 and £40)	3,388	12.6	41	9,534	35.5	199	13,308	49.6	99	
High (Greater than £40)	2,239	8.3	32	5,224	19.5	95	18,768	69.9	134	

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	Carlton Inn, YO 7 2BW	Independent Free	0.0	13.1
2	Whitstonecliff Inn, YO 7 2PR	Star Pubs & Bars	0.0	0.2
3	Forresters Arms Hotel, YO61 4AH	Ei Group	26.3	7.4
4	Carpenters Arms, YO 7 2DP	Provenance Inns	36.8	5.1
5	Bagby Inn, YO 7 2PF	Independent Free	51.6	4.8
6	Frankland Arms, YO 7 1DF	Punch Pub Company	68.5	5.9
7	Little Three, YO 7 1DA	*Other Small Retail Groups	70.7	6.3
8	Blacksmiths Arms, YO 7 1ET	Ei Group	71.3	6.4
9	Three Tuns, YO 7 1LH	Wetherspoon	72.3	6.5
10	Black Bull, YO 7 1EY	Marston's	72.4	6.6
11	Royal Hotel, YO 7 1EY	Independent Free	72.4	6.6
12	Black Lion, YO 7 1LB	Ei Group	73.0	6.6
13	Red Bear, YO 7 1HA	Ei Group	73.4	7.1
14	Lord Nelson, YO 7 1AQ	Independent Free	74.4	7.1
15	Cross Keys, YO 7 1PL	Ei Group	75.8	7.0
16	Black Swan, YO61 4BL	Independent Free	78.8	11.0
17	Black Swan, YO 7 1BG	Independent Free	79.2	7.7
18	Gavel Cafe & Bar, YO 7 3AB	Independent Free	83.9	7.3
19	Crown & Anchor, YO 7 1JN	Ei Group	89.7	8.7
20	Old Oak Tree, YO 7 2NL	Unknown	92.1	9.1