

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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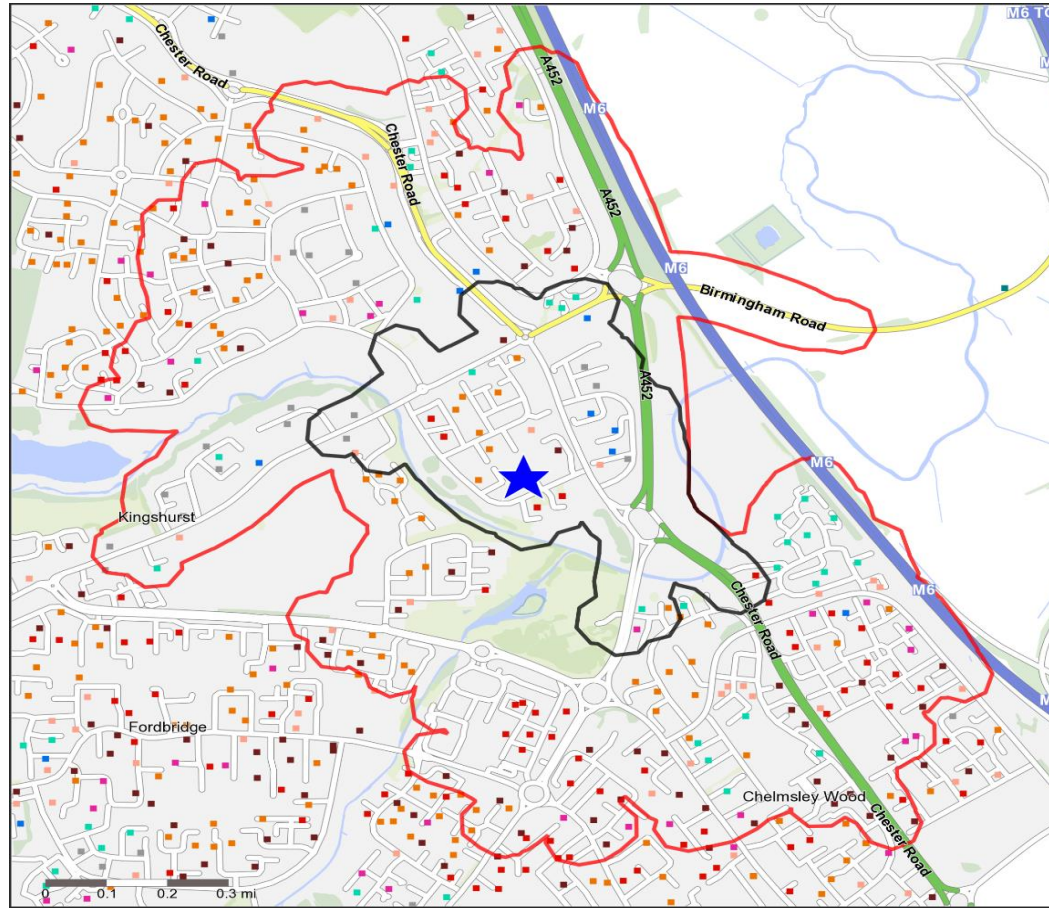
Number of Pubs	1	2	224
Catchment Adults 18+	1,799	11,646	430,828
Catchment Adults 18+ Per Pub	1,799	5,823	1,923
Populaton Projection 2018 to 2028 (% change)	7.60%	7.50%	6.33%

		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	1,686	93.7	181	1	High Street Pub	10,822	92.9	179	1	High Street Pub	329,493	76.5	148
2	Community Pub	1,482	82.4	177	2	Community Pub	10,556	90.6	194	2	Community Pub	274,162	63.6	137
3	Premium Local	431	24.0	38	3	Premium Local	2,214	19.0	30	3	Premium Local	186,060	43.2	69
4	Great Pub Great Food	204	11.3	88	4	Circuit Bar	1,199	10.3	80	4	Great Pub Great Food	137,579	31.9	247
5	Circuit Bar	156	8.7	21	5	Great Pub Great Food	1,099	9.4	23	5	Bit of Style	75,233	17.5	43
6	Bit of Style	102	5.7	21	6	Bit of Style	1,041	8.9	33	6	Circuit Bar	49,343	11.5	43
7	Craft Led	0	0.0	0	7	Craft Led	479	4.1	40	7	Craft Led	32,909	7.6	74

	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	46	2.6	29	346	3.0	34	30,671	7.1	81
C1	205	11.4	93	1,261	10.8	88	51,238	11.9	97
C2	215	12.0	145	1,275	10.9	133	36,863	8.6	104
DE	344	19.1	186	2,255	19.4	188	52,171	12.1	118

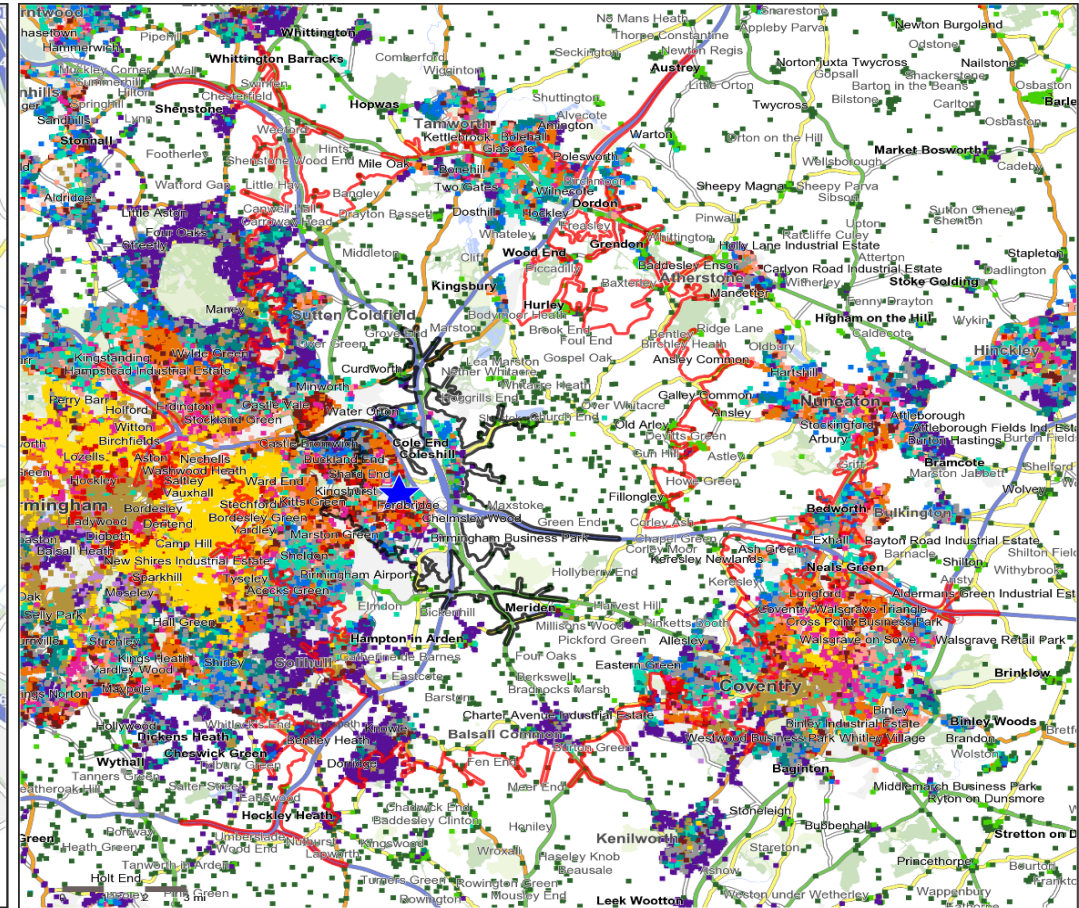
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,210	67.3	203	8,882	76.3	230	177,845	41.3	124
Medium (7-13)	476	26.5	80	3,031	26.0	78	164,540	38.2	115
High (14-19)	52	2.9	10	206	1.8	6	85,680	19.9	70

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

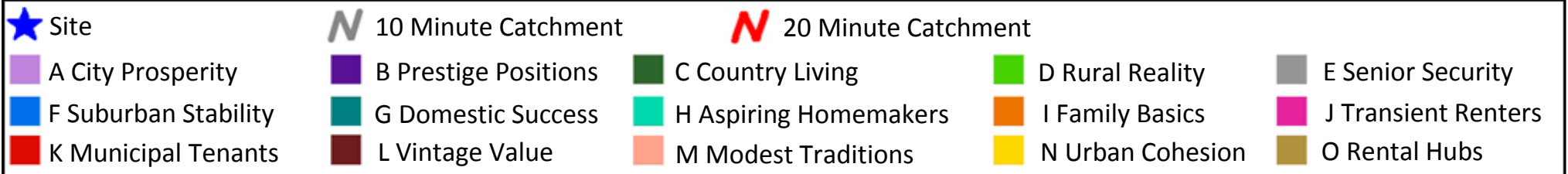


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A02	Uptown Elite	0	0	0	80	0	80
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	3	3,157	3	3,157
B06	Diamond Days	0	0	140	6,230	140	6,230
B07	Alpha Families	0	0	381	10,816	381	10,816
B08	Bank of Mum and Dad	0	0	824	8,596	824	8,596
B09	Empty-Nest Adventure	0	0	923	10,798	923	10,798
C10	Wealthy Landowners	0	0	233	4,998	233	4,998
C11	Rural Vogue	0	0	103	1,054	103	1,054
C12	Scattered Homesteads	0	0	8	279	8	279
C13	Village Retirement	0	0	168	2,910	168	2,910
D14	Satellite Settlers	0	0	235	3,659	235	3,659
D15	Local Focus	0	0	48	1,416	48	1,416
D16	Outlying Seniors	0	0	85	1,610	85	1,610
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	304	7,911	304	7,911
E19	Bungalow Heaven	11	41	406	4,987	406	4,987
E20	Classic Grandparents	232	723	2,550	17,916	2,550	17,916
E21	Solo Retirees	0	331	1,654	15,542	1,654	15,542
F22	Boomerang Boarders	41	108	1,689	10,589	1,689	10,589
F23	Family Ties	0	0	992	6,619	992	6,619
F24	Fledgling Free	162	384	1,474	6,465	1,474	6,465
F25	Dependable Me	0	9	1,047	9,396	1,047	9,396
G26	Cafés and Catchments	0	0	0	997	0	997
G27	Thriving Independence	0	0	298	8,602	298	8,602
G28	Modern Parents	0	0	229	7,199	229	7,199
G29	Mid-Career Convention	0	0	1,061	9,729	1,061	9,729
H30	Primary Ambitions	0	220	628	11,025	628	11,025
H31	Affordable Fringe	0	387	1,649	19,717	1,649	19,717
H32	First-Rung Futures	0	133	2,029	17,416	2,029	17,416
H33	Contemporary Starts	0	45	682	5,966	682	5,966
H34	New Foundations	102	292	304	1,096	304	1,096
H35	Flying Solo	0	0	380	2,407	380	2,407

				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	29	212	1,091	5,238	29	212
I37	Budget Generations	267	884	2,878	8,660	267	884
I38	Economical Families	138	581	3,388	18,986	138	581
I39	Families on a Budget	104	1,288	6,402	26,021	104	1,288
J40	Value Rentals	0	351	1,671	4,413	0	351
J41	Youthful Endeavours	53	383	1,158	4,381	53	383
J42	Midlife Renters	0	0	549	10,881	0	0
J43	Renting Rooms	0	12	107	7,511	0	12
K44	Inner City Stalwarts	0	0	0	59	0	0
K45	City Diversity	0	0	0	394	0	0
K46	High Rise Residents	440	1,092	1,764	3,294	440	1,092
K47	Single Essentials	0	346	1,299	6,784	0	346
K48	Mature Workers	0	895	3,390	7,657	0	895
L49	Flatlet Seniors	0	446	801	4,186	0	446
L50	Pocket Pensions	0	50	788	4,853	0	50
L51	Retirement Communities	11	28	300	5,743	11	28
L52	Estate Veterans	67	900	2,928	10,520	67	900
L53	Seasoned Survivors	0	396	2,247	8,351	0	396
M54	Down-to-Earth Owners	125	637	2,012	5,355	125	637
M55	Back with the Folks	16	450	1,917	14,754	16	450
M56	Self Supporters	0	23	738	9,438	0	23
N57	Community Elders	0	0	0	5,398	0	0
N58	Culture & Comfort	0	0	0	2,562	0	0
N59	Large Family Living	0	0	0	19,878	0	0
N60	Ageing Access	0	0	0	2,065	0	0
O61	Career Builders	0	0	0	2,767	0	0
O62	Central Pulse	0	0	0	337	0	0
O63	Flexible Workforce	0	0	0	657	0	0
O64	Bus-Route Renters	0	0	450	7,758	0	0
O65	Learners & Earners	0	0	0	2,057	0	0
O66	Student Scene	0	0	0	484	0	0
U99	Unclassified	0	0	0	205	0	0
Total				1,798	11,647	56,405	430,829

Top 3 Mosaic Types in a 20 Minute Walktime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. K46 High Rise Residents

Tenants of social flats located in high rise blocks, often living alone



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



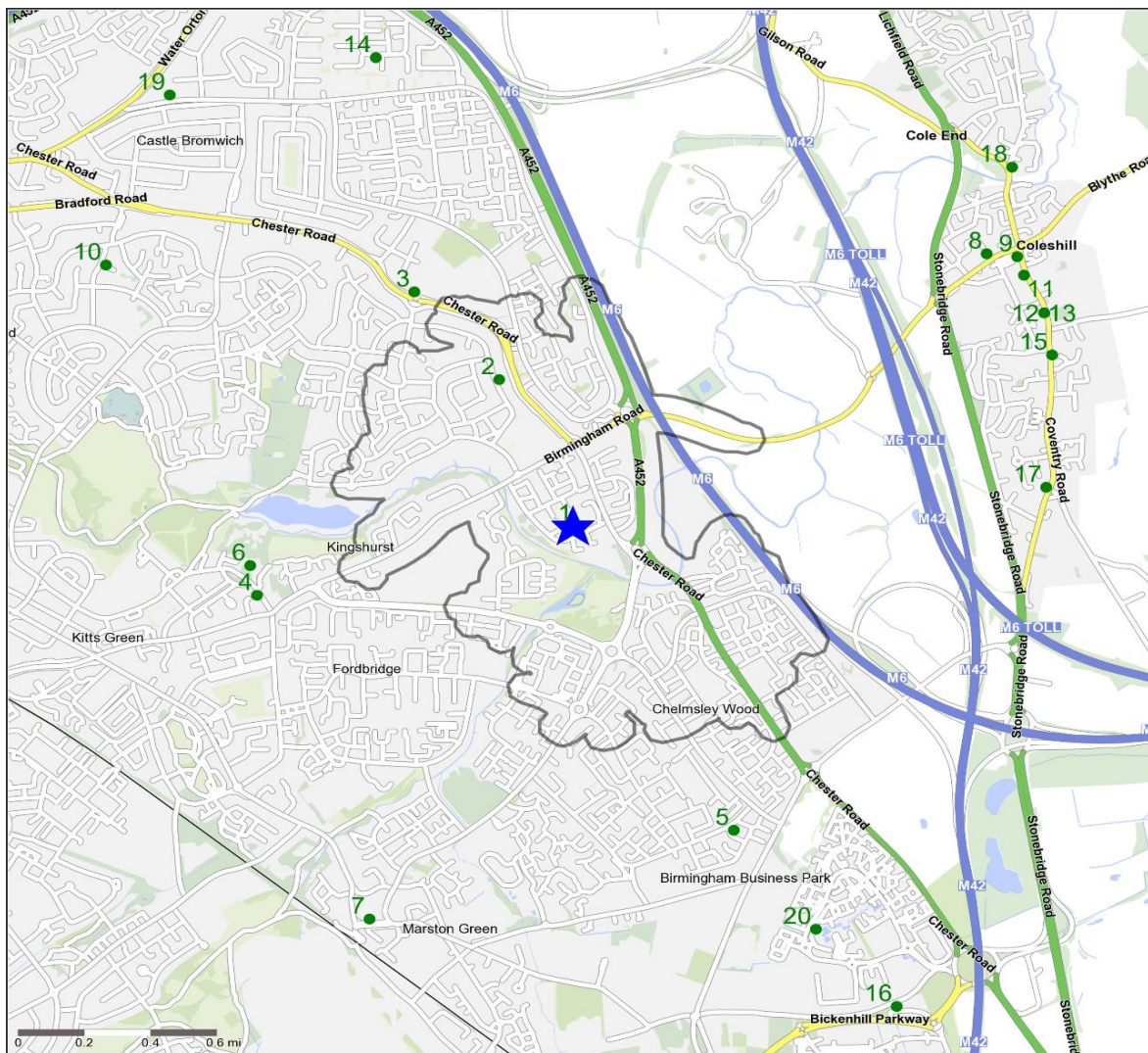
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	3,484	29.9	99	1,494	12.8	78	6,667	57.2	110
Male: Alone	3,010	25.8	87	3,077	26.4	169	5,559	47.7	90
Male: Group	2,778	23.9	104	3,544	30.4	116	5,324	45.7	92
Male: Pair	3,807	32.7	125	1,777	15.3	100	6,062	52.1	91
Mixed Sex: Group	3,976	34.1	149	2,159	18.5	58	5,512	47.3	108
Mixed Sex: Pair	2,552	21.9	93	5,266	45.2	139	3,828	32.9	77
With Children	5,223	44.8	155	1,919	16.5	98	4,504	38.7	73
Unknown	2,876	24.7	75	2,478	21.3	119	6,293	54.0	113
For Eating:									
Upmarket	2,093	18.0	59	2,176	18.7	90	7,377	63.3	134
Midmarket	4,043	34.7	101	1,883	16.2	179	5,720	49.1	89
Downmarket	5,277	45.3	204	4,623	39.7	114	1,746	15.0	36
For Drinking (monthly spend):									
Nothing	5,442	46.7	154	2,503	21.5	91	3,701	31.8	71
Low (less than £10)	2,772	23.8	80	1,863	16.0	68	7,011	60.2	133
Medium (Between £10 and £40)	2,772	23.8	78	2,693	23.1	130	6,181	53.1	106
High (Greater than £40)	2,754	23.6	91	2,883	24.8	121	6,009	51.6	99

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	124,034	28.8	95	59,784	13.9	85	246,805	57.3	110
Male: Alone	142,347	33.0	111	69,373	16.1	103	218,903	50.8	95
Male: Group	93,854	21.8	95	111,653	25.9	99	225,116	52.3	105
Male: Pair	130,830	30.4	116	93,134	21.6	142	206,659	48.0	84
Mixed Sex: Group	115,339	26.8	117	93,673	21.7	68	221,611	51.4	117
Mixed Sex: Pair	128,955	29.9	128	128,647	29.9	92	173,021	40.2	94
With Children	172,669	40.1	139	69,107	16.0	95	188,847	43.8	83
Unknown	137,357	31.9	97	66,525	15.4	86	226,742	52.6	110
For Eating:									
Upmarket	137,624	31.9	104	91,445	21.2	102	201,555	46.8	99
Midmarket	157,524	36.6	106	38,126	8.8	98	234,972	54.5	99
Downmarket	147,438	34.2	154	143,554	33.3	96	139,631	32.4	78
For Drinking (monthly spend):									
Nothing	152,722	35.4	117	97,660	22.7	96	180,240	41.8	93
Low (less than £10)	143,559	33.3	112	78,863	18.3	78	208,201	48.3	107
Medium (Between £10 and £40)	145,922	33.9	111	64,344	14.9	84	220,357	51.1	102
High (Greater than £40)	90,494	21.0	81	104,111	24.2	118	236,018	54.8	105

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	Centurion, B 37 6PR	Star Pubs & Bars	0.0	0.2
2	Punch Bowl, B 37 6BT	Independent Free	14.5	4.8
3	Toby Jug, B 36 0JU	Ei Group	22.9	6.5
4	White Hart, B 33 9UU	Stonegate Pub Company	27.2	6.8
5	Greenwood, B 37 7NP	Unknown	30.2	6.5
6	Sheldon Hall, B 33 9US	Mitchells & Butlers	31.4	7.1
7	Marston Green Tavern, B 37 7AS	Mitchells & Butlers	37.4	8.4
8	Bell Inn, B 46 1AA	Greene King	39.2	5.1
9	Green Man, B 46 3AH	Star Pubs & Bars	41.3	5.6
10	Trident, B 34 7EN	Star Pubs & Bars	42.6	13.2
11	Swan Hotel, B 46 3BL	Mitchells & Butlers	42.9	5.8
12	Coach Hotel, B 46 3BG	*Other Small Retail Groups	43.5	6.0
13	Coleshill Hotel, B 46 3BG	Greene King	43.5	6.0
14	Kingfisher, B 36 9JS	Unknown	44.1	7.2
15	Red Lion, B 46 3BB	Ei Group	45.6	6.4
16	Little Owl, B 40 1QA	Mitchells & Butlers	45.9	6.8
17	George & Dragon, B 46 3EH	Star Pubs & Bars	46.2	6.3
18	Wheatsheaf, B 46 1EE	Mitchells & Butlers	46.8	6.0
19	Farthings, B 36 0AY	Stonegate Pub Company	47.1	9.7
20	New Waterside, B 37 7YN	Independent Free	51.6	8.6