

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	3	298
Catchment Adults 18+	892	1,309	270,847
Catchment Adults 18+ Per Pub	297	436	909
Populaton Projection 2018 to 2028 (% change)	5.11%	5.57%	5.43%

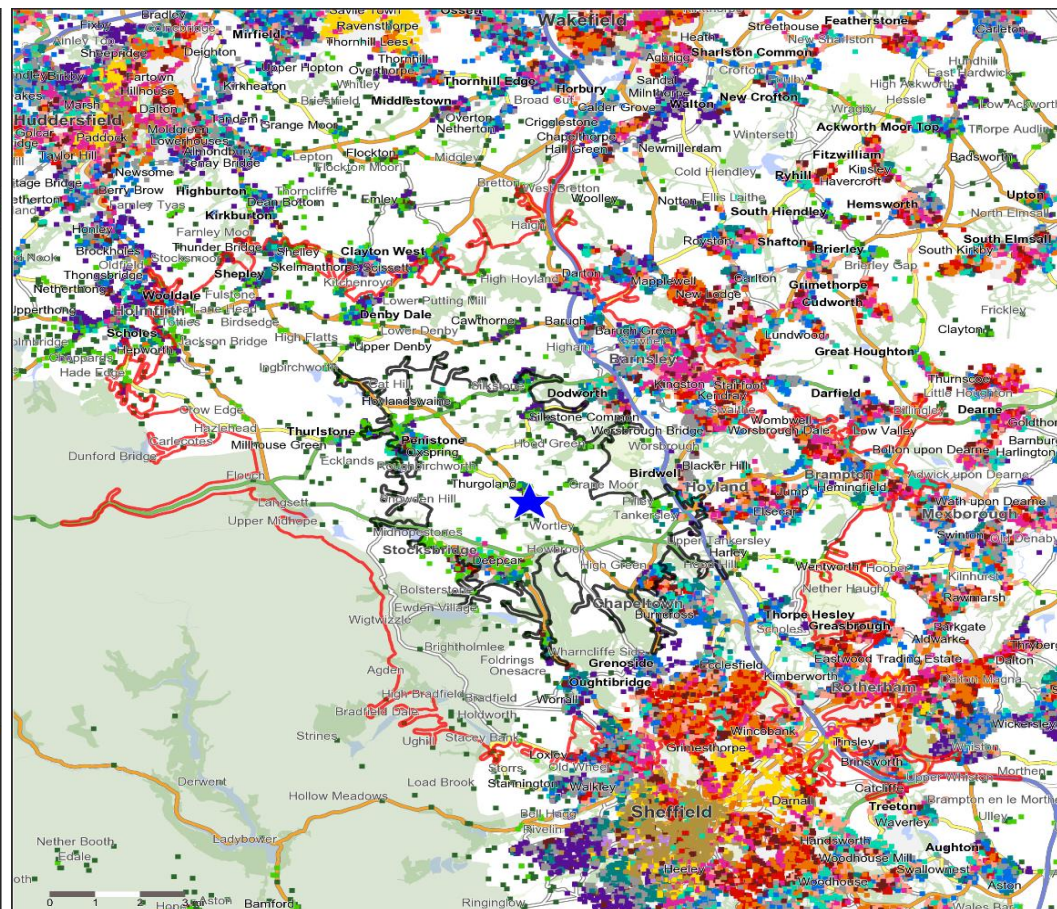
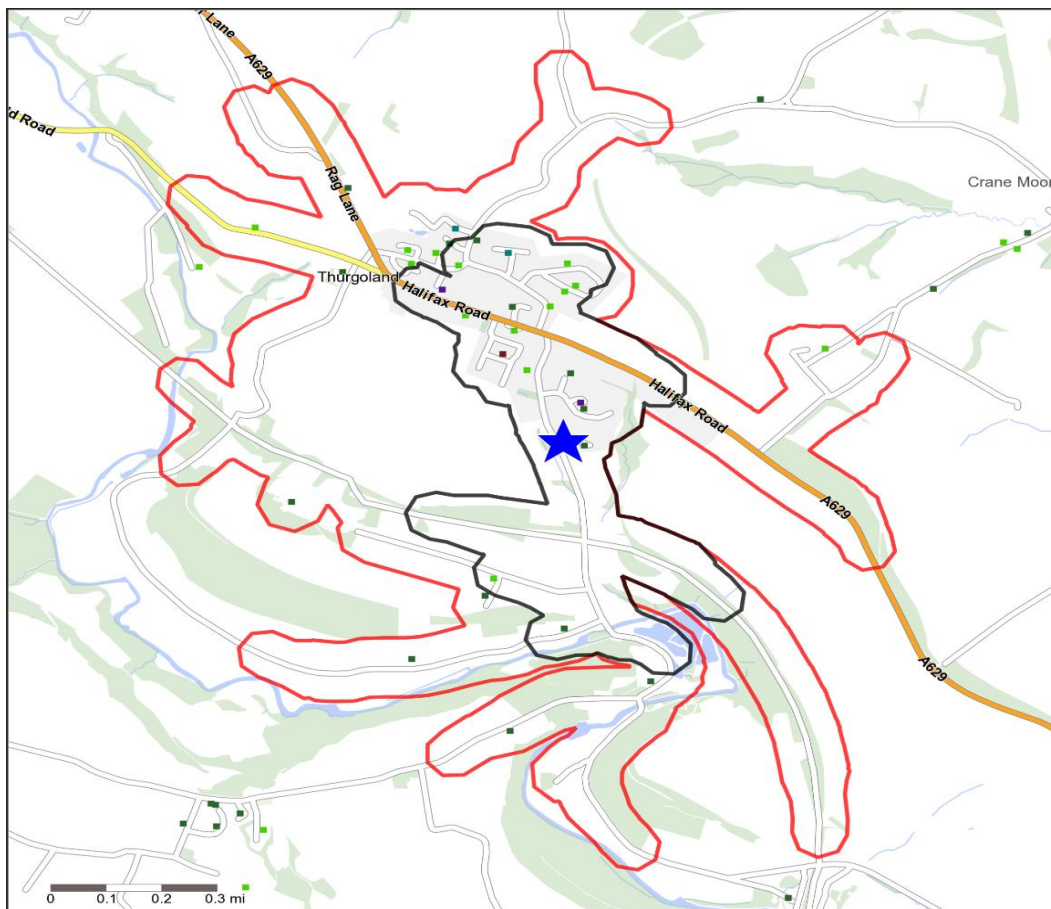
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	565	63.3	122	1	Great Pub Great Food	873	66.7	129	1	High Street Pub	216,254	79.8	154
2	Premium Local	565	63.3	136	2	Premium Local	873	66.7	143	2	Community Pub	189,341	69.9	150
3	Community Pub	327	36.7	58	3	Community Pub	440	33.6	53	3	Premium Local	107,162	39.6	63
4	High Street Pub	162	18.2	140	4	High Street Pub	182	13.9	108	4	Great Pub Great Food	71,725	26.5	205
5	Bit of Style	44	4.9	12	5	Bit of Style	60	4.6	11	5	Bit of Style	49,185	18.2	45
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	22,679	8.4	31
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	13,792	5.1	49

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	91	10.2	115	139	10.6	120	17,530	6.5	73
C1	94	10.5	86	140	10.7	87	30,461	11.2	92
C2	64	7.2	87	99	7.6	92	26,875	9.9	120
DE	63	7.1	69	93	7.1	69	34,689	12.8	124

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)	338	37.9	114	415	31.7	96	160,734	59.3	179
Medium (7-13)	235	26.3	79	390	29.8	90	83,864	31.0	93
High (14-19)	346	38.8	136	527	40.3	142	28,598	10.6	37

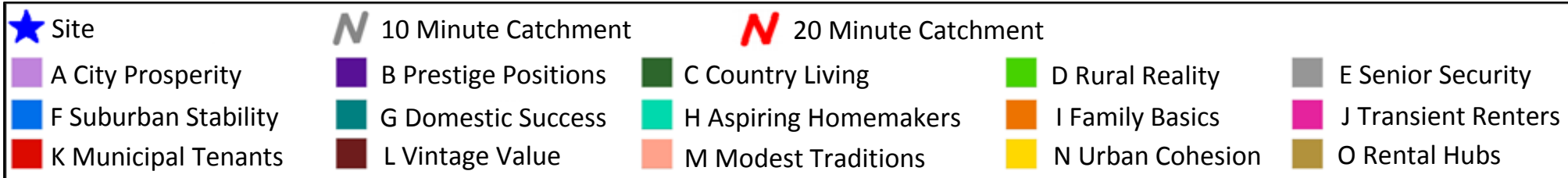
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	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	96
B06 Diamond Days	0	0	26	294
B07 Alpha Families	11	11	732	2,267
B08 Bank of Mum and Dad	11	12	96	1,182
B09 Empty-Nest Adventure	0	0	635	4,847
C10 Wealthy Landowners	5	31	826	2,679
C11 Rural Vogue	0	36	683	1,327
C12 Scattered Homesteads	0	5	169	585
C13 Village Retirement	297	440	2,016	4,174
D14 Satellite Settlers	197	279	2,608	7,564
D15 Local Focus	209	314	3,366	5,372
D16 Outlying Seniors	0	4	3,389	5,564
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	37	935
E19 Bungalow Heaven	0	0	1,214	10,313
E20 Classic Grandparents	0	0	564	7,540
E21 Solo Retirees	0	0	58	4,216
F22 Boomerang Boarders	0	0	319	5,768
F23 Family Ties	0	0	50	1,487
F24 Fledgling Free	0	0	655	9,426
F25 Dependable Me	0	0	644	7,475
G26 Cafés and Catchments	0	0	0	6
G27 Thriving Independence	0	0	4	1,026
G28 Modern Parents	44	44	1,092	6,624
G29 Mid-Career Convention	0	16	2,380	10,662
H30 Primary Ambitions	0	0	0	3,331
H31 Affordable Fringe	0	0	192	8,394
H32 First-Rung Futures	0	0	571	8,906
H33 Contemporary Starts	0	0	685	4,967
H34 New Foundations	0	0	206	862
H35 Flying Solo	0	0	119	783

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	0	388
I37 Budget Generations	0	0	420	6,981
I38 Economical Families	0	0	188	7,338
I39 Families on a Budget	0	0	95	15,171
J40 Value Rentals	0	0	609	11,133
J41 Youthful Endeavours	0	0	0	1,715
J42 Midlife Renters	0	0	355	7,274
J43 Renting Rooms	0	0	0	10,141
K44 Inner City Stalwarts	0	0	0	0
K45 City Diversity	0	0	0	114
K46 High Rise Residents	0	0	0	0
K47 Single Essentials	0	0	29	3,217
K48 Mature Workers	0	0	361	18,495
L49 Flatlet Seniors	0	0	114	4,968
L50 Pocket Pensions	118	118	1,310	8,770
L51 Retirement Communities	0	0	18	621
L52 Estate Veterans	0	0	285	8,077
L53 Seasoned Survivors	0	0	12	5,798
M54 Down-to-Earth Owners	0	0	465	11,687
M55 Back with the Folks	0	0	32	4,971
M56 Self Supporters	0	0	536	10,057
N57 Community Elders	0	0	0	72
N58 Culture & Comfort	0	0	0	3
N59 Large Family Living	0	0	0	2,135
N60 Ageing Access	0	0	0	233
O61 Career Builders	0	0	0	540
O62 Central Pulse	0	0	0	293
O63 Flexible Workforce	0	0	0	53
O64 Bus-Route Renters	0	0	126	1,883
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	48
Total	892	1,310	28,291	270,848

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

2. 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

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



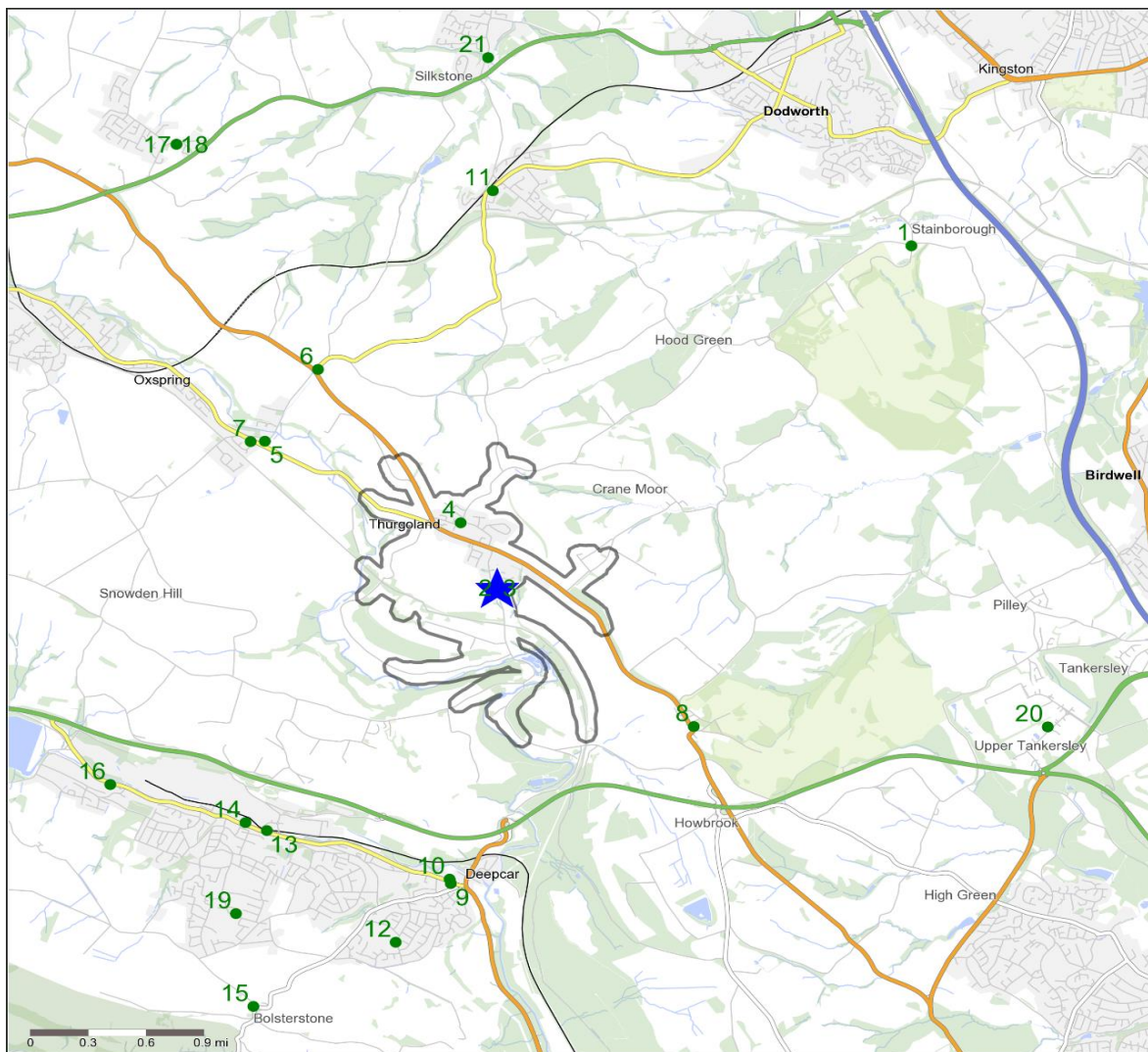
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	56	4.3	14	604	46.1	282	649	49.6	95			
Male: Alone	122	9.3	31	60	4.6	29	1,127	86.1	161			
Male: Group	118	9.0	39	782	59.7	228	409	31.2	63			
Male: Pair	118	9.0	35	0	0.0	0	1,191	91.0	159			
Mixed Sex: Group	12	0.9	4	1,096	83.7	262	201	15.4	35			
Mixed Sex: Pair	351	26.8	114	448	34.2	105	510	39.0	91			
With Children	44	3.4	12	330	25.2	150	935	71.4	135			
Unknown	653	49.9	152	0	0.0	0	656	50.1	105			
For Eating:												
Upmarket	28	2.1	7	55	4.2	20	1,226	93.7	198			
Midmarket	12	0.9	3	0	0.0	0	1,297	99.1	179			
Downmarket	0	0.0	0	390	29.8	85	919	70.2	169			
For Drinking (monthly spend):												
Nothing	334	25.5	84	214	16.3	69	761	58.1	130			
Low (less than £10)	516	39.4	132	632	48.3	206	160	12.2	27			
Medium (Between £10 and £40)	72	5.5	18	487	37.2	209	750	57.3	114			
High (Greater than £40)	56	4.3	17	47	3.6	17	1,206	92.1	176			

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	60,730	22.4	74	41,647	15.4	94	168,422	62.2	119	
Male: Alone	88,405	32.6	110	48,372	17.9	114	134,022	49.5	93	
Male: Group	72,027	26.6	116	82,719	30.5	117	116,053	42.8	86	
Male: Pair	58,144	21.5	82	54,865	20.3	133	157,790	58.3	102	
Mixed Sex: Group	51,125	18.9	83	87,139	32.2	101	132,535	48.9	111	
Mixed Sex: Pair	70,622	26.1	111	91,693	33.9	104	108,484	40.1	94	
With Children	88,620	32.7	113	58,098	21.5	127	124,081	45.8	87	
Unknown	83,611	30.9	94	27,132	10.0	56	160,055	59.1	123	
For Eating:										
Upmarket	53,672	19.8	65	52,057	19.2	92	165,070	60.9	129	
Midmarket	68,156	25.2	73	18,057	6.7	74	184,586	68.2	123	
Downmarket	94,775	35.0	157	110,633	40.8	117	65,390	24.1	58	
For Drinking (monthly spend):										
Nothing	92,604	34.2	113	77,134	28.5	121	101,060	37.3	83	
Low (less than £10)	67,150	24.8	83	75,610	27.9	119	128,038	47.3	104	
Medium (Between £10 and £40)	62,780	23.2	76	40,631	15.0	84	167,387	61.8	123	
High (Greater than £40)	36,315	13.4	52	72,051	26.6	130	162,432	60.0	115	

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	Strafford Arms, S 75 3EW	Punch Pub Company	0.0	9.2
2	Bridge Inn, S 35 7AE	Ei Group	0.0	0.0
3	Green Dragon, S 35 7AE	Star Pubs & Bars	0.0	0.0
4	Horse & Jockey Inn, S 35 7AA	*Other Small Retail Groups	9.7	2.0
5	Smithy Arms, S 36 8YA	Independent Free	31.7	4.0
6	Travellers Inn, S 36 8YJ	Punch Pub Company	32.9	3.6
7	Waggon & Horses, S 36 8YQ	Ei Group	32.9	4.4
8	Wortley Arms & Montagus, S 35 7DB	Independent Free	34.4	3.9
9	Royal Oak, S 36 2QX	Independent Free	45.6	5.8
10	King & Miller, S 36 2RD	Bradfield Brewery Ltd	46.2	5.9
11	Station Inn, S 75 4RB	Punch Pub Company	51.0	6.4
12	Pen Nook, S 36 2QH	Star Pubs & Bars	55.2	7.6
13	Sylvester, S 36 2DU	*Other Small Retail Groups	59.5	8.2
14	Friendship, S 36 2DW	*Other Small Retail Groups	62.3	8.5
15	Castle Inn, S 36 3ZB	Trust Inns	71.3	9.1
16	Silver Fox, S 36 1DR	Trust Inns	74.8	9.0
17	Lord Nelson, S 36 7JA	Ei Group	75.0	7.1
18	Rose & Crown, S 36 7JA	Ei Group	75.0	7.1
19	Red Grouse, S 36 1FL	Sam Smith	79.8	10.4
20	Taybarns, S 75 3DL	Whitbread	82.9	8.3