

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	12	27	288
Catchment Adults 18+	5,604	13,361	359,347
Catchment Adults 18+ Per Pub	467	495	1,248
Populaton Projection 2018 to 2028 (% change)	6.11%	6.23%	5.74%

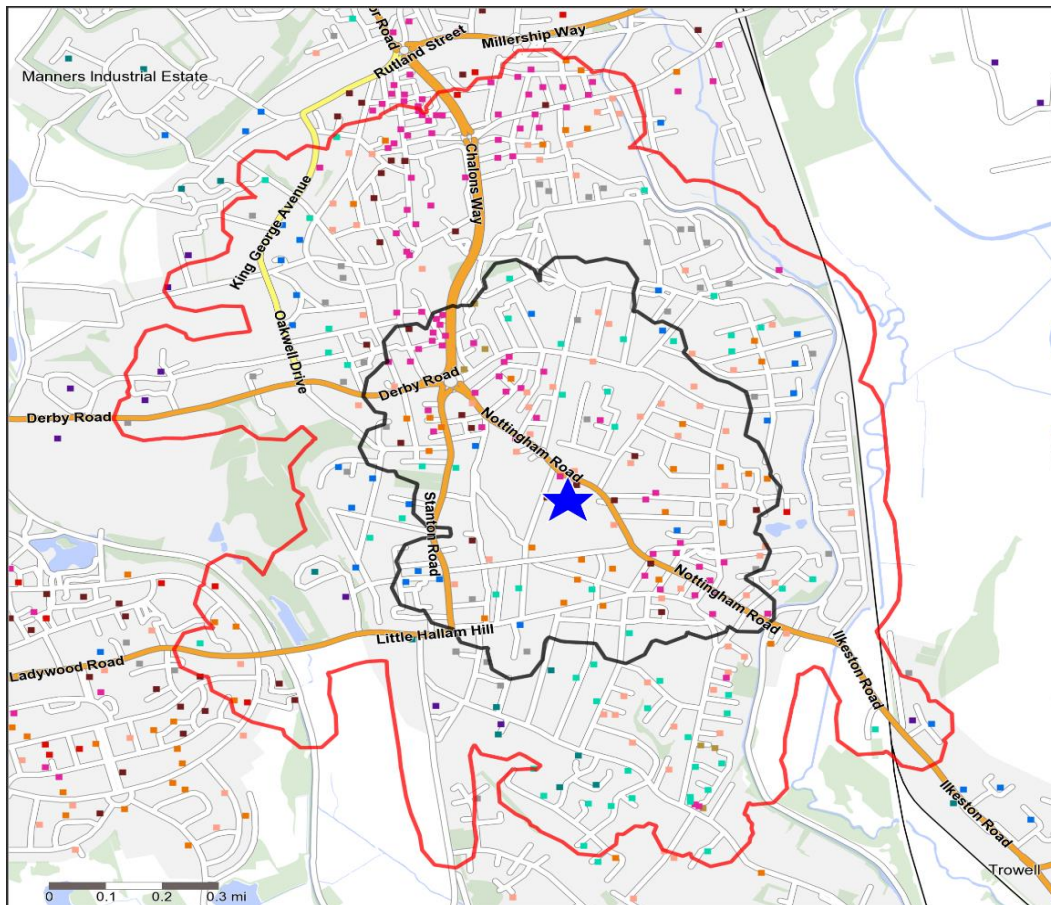
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,524	98.6	190	1	High Street Pub	12,390	92.7	179	1	High Street Pub	296,594	82.5	159
2	Community Pub	5,037	89.9	193	2	Community Pub	10,445	78.2	168	2	Community Pub	240,804	67.0	144
3	Premium Local	1,582	28.2	45	3	Premium Local	5,414	40.5	64	3	Premium Local	157,162	43.7	69
4	Bit of Style	979	17.5	135	4	Great Pub Great Food	3,324	24.9	192	4	Great Pub Great Food	102,619	28.6	221
5	Great Pub Great Food	924	16.5	41	5	Bit of Style	3,016	22.6	56	5	Bit of Style	80,130	22.3	55
6	Circuit Bar	447	8.0	30	6	Circuit Bar	1,584	11.9	44	6	Circuit Bar	54,725	15.2	57
7	Craft Led	228	4.1	39	7	Craft Led	1,033	7.7	75	7	Craft Led	44,561	12.4	120

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	249	4.4	50	676	5.1	57	25,613	7.1	81
C1	628	11.2	91	1,513	11.3	92	42,030	11.7	95
C2	717	12.8	155	1,607	12.0	146	31,556	8.8	106
DE	813	14.5	141	1,724	12.9	125	41,105	11.4	111

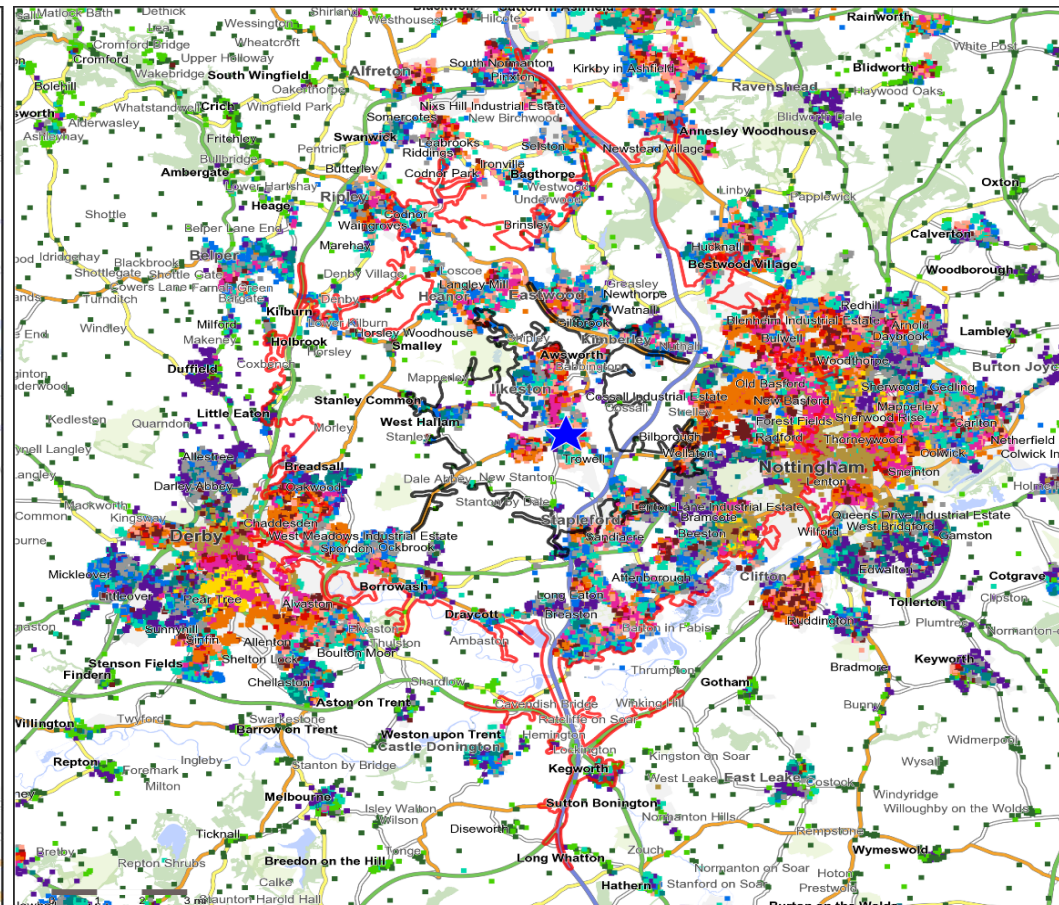
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,563	63.6	192	7,144	53.5	161	162,502	45.2	136
Medium (7-13)	1,652	29.5	89	4,694	35.1	106	122,838	34.2	103
High (14-19)	197	3.5	12	909	6.8	24	44,411	12.4	43

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

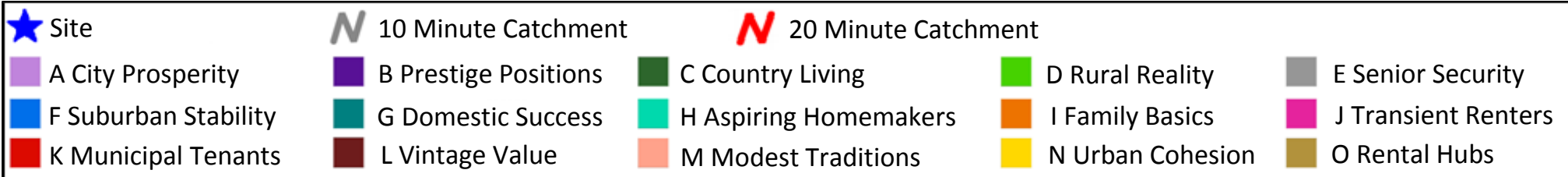
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	2	22
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	570
B06	Diamond Days	0	10	79	2,015
B07	Alpha Families	3	17	104	1,306
B08	Bank of Mum and Dad	0	2	118	3,529
B09	Empty-Nest Adventure	27	205	1,598	9,945
C10	Wealthy Landowners	0	0	230	852
C11	Rural Vogue	0	0	40	124
C12	Scattered Homesteads	0	0	9	21
C13	Village Retirement	0	0	173	1,463
D14	Satellite Settlers	0	0	832	3,339
D15	Local Focus	0	0	60	737
D16	Outlying Seniors	0	0	78	625
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	77	595	7,736
E19	Bungalow Heaven	49	409	2,267	12,865
E20	Classic Grandparents	179	354	1,180	8,372
E21	Solo Retirees	132	307	953	6,762
F22	Boomerang Boarders	8	214	1,604	10,184
F23	Family Ties	1	27	541	2,458
F24	Fledgling Free	359	1,052	3,923	15,492
F25	Dependable Me	10	55	2,191	12,600
G26	Cafés and Catchments	0	0	9	448
G27	Thriving Independence	0	44	256	5,994
G28	Modern Parents	0	84	1,045	6,780
G29	Mid-Career Convention	14	325	2,556	10,266
H30	Primary Ambitions	106	244	827	3,561
H31	Affordable Fringe	407	1,051	3,901	16,692
H32	First-Rung Futures	228	960	3,956	18,233
H33	Contemporary Starts	0	265	477	4,955
H34	New Foundations	0	0	79	601
H35	Flying Solo	0	32	222	2,607

		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	68	1,237
I37	Budget Generations	227	244	1,676	7,831
I38	Economical Families	686	1,129	3,052	12,950
I39	Families on a Budget	29	85	1,967	21,990
J40	Value Rentals	631	1,062	2,857	6,902
J41	Youthful Endeavours	71	90	479	3,943
J42	Midlife Renters	133	163	862	11,563
J43	Renting Rooms	616	1,269	1,805	14,851
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	41	827	3,960
K48	Mature Workers	43	192	1,814	6,295
L49	Flatlet Seniors	0	12	335	4,360
L50	Pocket Pensions	97	128	1,341	8,287
L51	Retirement Communities	1	26	53	1,043
L52	Estate Veterans	0	43	740	4,969
L53	Seasoned Survivors	308	534	1,579	6,992
M54	Down-to-Earth Owners	420	783	3,019	8,169
M55	Back with the Folks	202	353	1,607	8,503
M56	Self Supporters	469	1,256	4,177	15,607
N57	Community Elders	0	0	0	1,190
N58	Culture & Comfort	0	0	0	178
N59	Large Family Living	0	0	0	1,612
N60	Ageing Access	0	0	0	2,695
O61	Career Builders	0	0	10	2,279
O62	Central Pulse	0	0	29	884
O63	Flexible Workforce	0	0	0	102
O64	Bus-Route Renters	148	196	389	2,944
O65	Learners & Earners	0	0	0	7,447
O66	Student Scene	0	0	0	9,047
U99	Unclassified	0	18	61	10,360
Total		5,604	13,358	58,652	359,344

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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

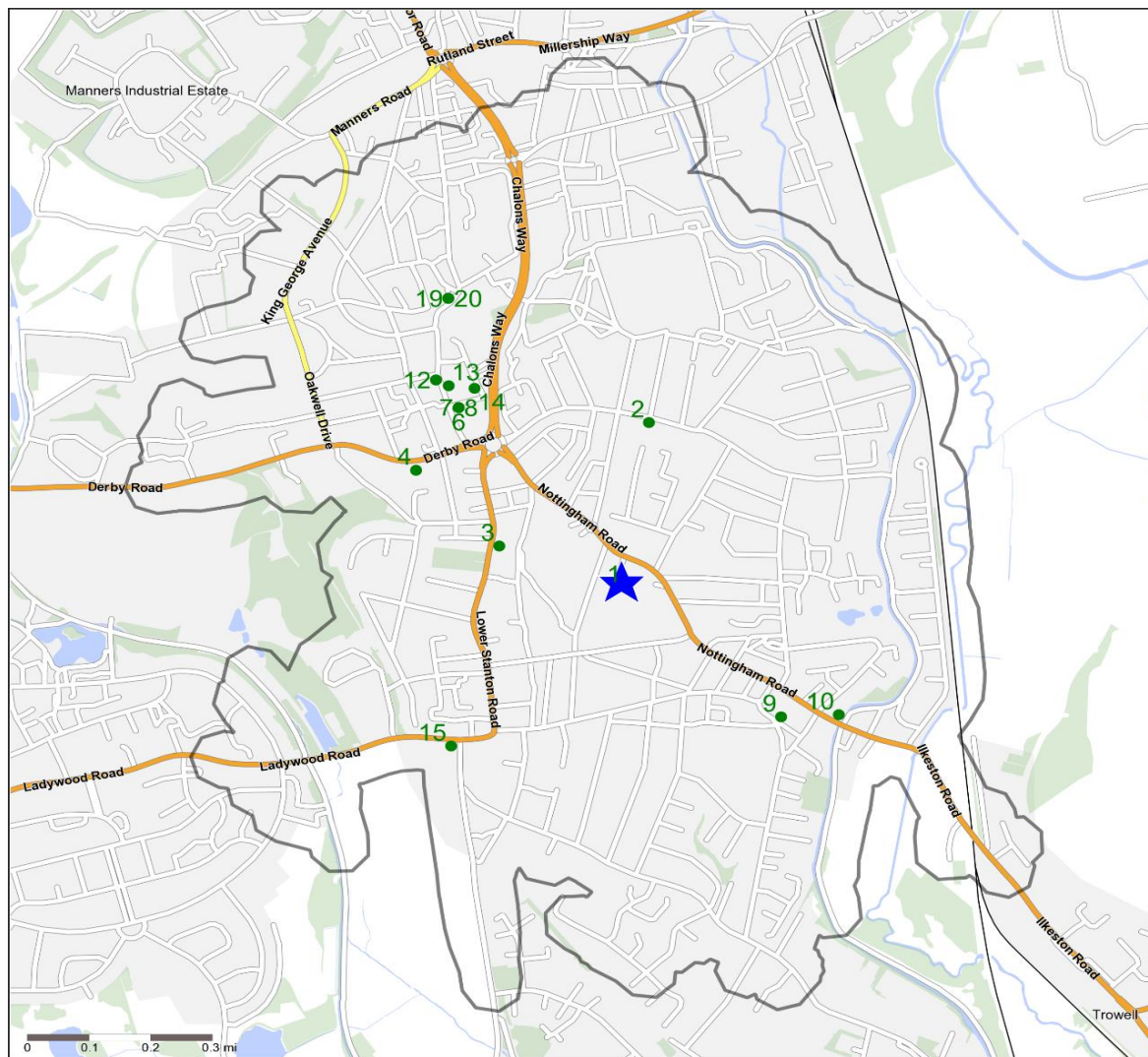
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

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	3,782	28.3	94	2,581	19.3	118	6,980	52.2	100	
Male: Alone	4,522	33.8	114	1,642	12.3	79	7,179	53.7	101	
Male: Group	2,283	17.1	75	5,037	37.7	144	6,023	45.1	91	
Male: Pair	2,256	16.9	65	5,511	41.2	271	5,576	41.7	73	
Mixed Sex: Group	4,213	31.5	138	2,722	20.4	64	6,408	48.0	109	
Mixed Sex: Pair	3,014	22.6	96	4,324	32.4	100	6,005	44.9	105	
With Children	6,638	49.7	172	3,004	22.5	134	3,701	27.7	52	
Unknown	5,545	41.5	126	1,089	8.2	45	6,709	50.2	105	
For Eating:										
Upmarket	2,953	22.1	72	3,901	29.2	140	6,490	48.6	103	
Midmarket	4,946	37.0	108	207	1.5	17	8,190	61.3	111	
Downmarket	5,894	44.1	198	4,568	34.2	98	2,881	21.6	52	
For Drinking (monthly spend):										
Nothing	4,635	34.7	115	2,744	20.5	87	5,964	44.6	100	
Low (less than £10)	3,114	23.3	78	3,787	28.3	121	6,443	48.2	106	
Medium (Between £10 and £40)	3,114	23.3	76	3,177	23.8	133	7,053	52.8	105	
High (Greater than £40)	1,373	10.3	40	4,781	35.8	174	7,188	53.8	103	

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	99,089	27.6	91	48,272	13.4	82	201,627	56.1	108	
Male: Alone	121,967	33.9	114	67,240	18.7	120	159,780	44.5	83	
Male: Group	87,263	24.3	106	109,568	30.5	116	152,156	42.3	85	
Male: Pair	87,727	24.4	94	89,787	25.0	164	171,474	47.7	83	
Mixed Sex: Group	102,689	28.6	125	79,850	22.2	70	166,448	46.3	106	
Mixed Sex: Pair	109,840	30.6	130	117,963	32.8	101	121,185	33.7	79	
With Children	127,259	35.4	122	63,811	17.8	106	157,918	43.9	83	
Unknown	105,582	29.4	89	44,734	12.4	69	198,671	55.3	115	
For Eating:										
Upmarket	98,224	27.3	89	71,300	19.8	95	179,463	49.9	106	
Midmarket	115,121	32.0	93	29,799	8.3	92	204,067	56.8	103	
Downmarket	132,545	36.9	166	133,633	37.2	107	82,809	23.0	55	
For Drinking (monthly spend):										
Nothing	99,009	27.6	91	109,325	30.4	129	140,653	39.1	87	
Low (less than £10)	95,975	26.7	89	90,091	25.1	107	162,921	45.3	100	
Medium (Between £10 and £40)	103,393	28.8	94	45,579	12.7	71	200,015	55.7	111	
High (Greater than £40)	66,669	18.6	72	83,429	23.2	113	198,889	55.3	106	

Competitor Map

Top 20 Nearest Competitors



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Needlemakers Arms, DE 7 5NY	Star Pubs & Bars	0.0	0.1
2	Larklands Hotel, DE 7 5DN	Trust Inns	7.2	1.5
3	General Havelock, DE 7 5FW	Independent Free	8.2	1.6
4	Three Horse Shoes Inn, DE 7 5FH	Independent Free	10.0	1.7
5	Crafty One Bar And Bottle Shop, DE 7 5QQ	Independent Free	10.0	2.8
6	Latch Lifter, DE 7 5QQ	Independent Free	10.0	2.8
7	Poacher, DE 7 5QQ	Pub People Co Ltd	10.0	2.8
8	Prince Of Wales, DE 7 5QQ	Independent Free	10.0	2.8
9	Davy Lamp, DE 7 4AP	Pub People Co Ltd	10.3	2.1
10	Gallows, DE 7 5BN	Independent Free	11.2	1.9
11	Brewery Tap, DE 7 5QE	Independent Free	11.5	2.0
12	Spanish Bar, DE 7 5QE	*Other Small Retail Groups	11.5	2.0
13	Hogarths, DE 7 5QT	Amber Taverns	11.5	2.1
14	Burnt Pig Ale 'ouse, DE 7 5RB	Independent Free	11.8	2.6
15	Bulls Head Inn, DE 7 4LY	Greene King	12.1	2.5
16	Harrow, DE 7 5QA	Independent Free	13.9	2.5
17	Kings Head, DE 7 5QA	Punch Pub Company	13.9	2.5
18	Market Inn, DE 7 5QA	*Other Small Retail Groups	13.9	2.5
19	Observatory, DE 7 5QA	Wetherspoon	13.9	2.5
20	Queens Counsel, DE 7 5QA	Independent Free	13.9	2.5