

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	3	314
Catchment Adults 18+	1,481	11,513	365,819
Catchment Adults 18+ Per Pub	741	3,838	1,165
Populaton Projection 2020 to 2030 (% change)	-0.54%	0.74%	0.75%

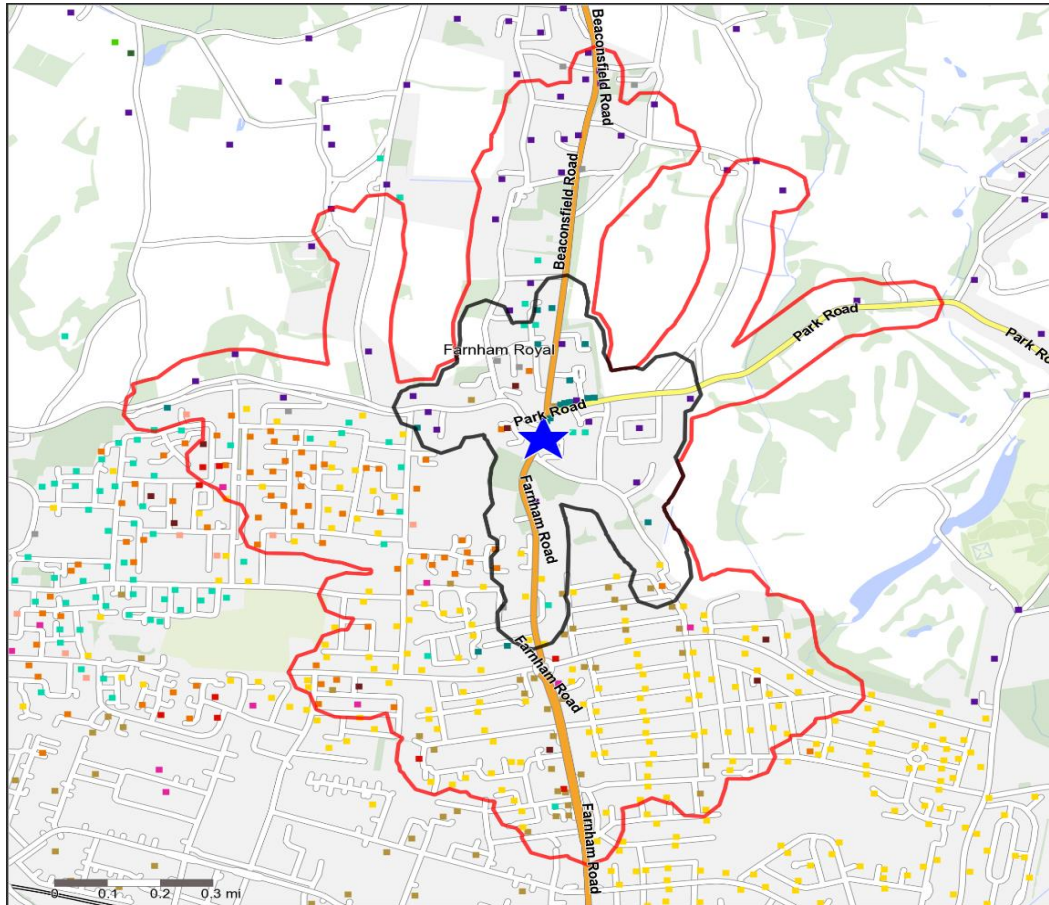
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	904	61.0	116	1	High Street Pub	4,064	35.3	67	1	Premium Local	233,460	63.8	122
2	Premium Local	887	59.9	128	2	Community Pub	3,098	26.9	57	2	Great Pub Great Food	206,398	56.4	120
3	Great Pub Great Food	810	54.7	86	3	Premium Local	3,053	26.5	42	3	High Street Pub	173,528	47.4	74
4	Community Pub	538	36.3	254	4	Bit of Style	2,429	21.1	147	4	Bit of Style	137,032	37.5	261
5	Bit of Style	526	35.5	88	5	Great Pub Great Food	1,730	15.0	37	5	Community Pub	97,894	26.8	66
6	Craft Led	139	9.4	33	6	Circuit Bar	1,728	15.0	52	6	Craft Led	52,656	14.4	50
7	Circuit Bar	91	6.1	54	7	Craft Led	1,470	12.8	113	7	Circuit Bar	44,743	12.2	108

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	158	10.7	120	654	5.7	64	43,444	11.9	134
C1	180	12.2	99	1,333	11.6	94	46,667	12.8	104
C2	131	8.8	107	1,230	10.7	129	27,583	7.5	91
DE	125	8.4	82	1,789	15.5	151	28,631	7.8	76

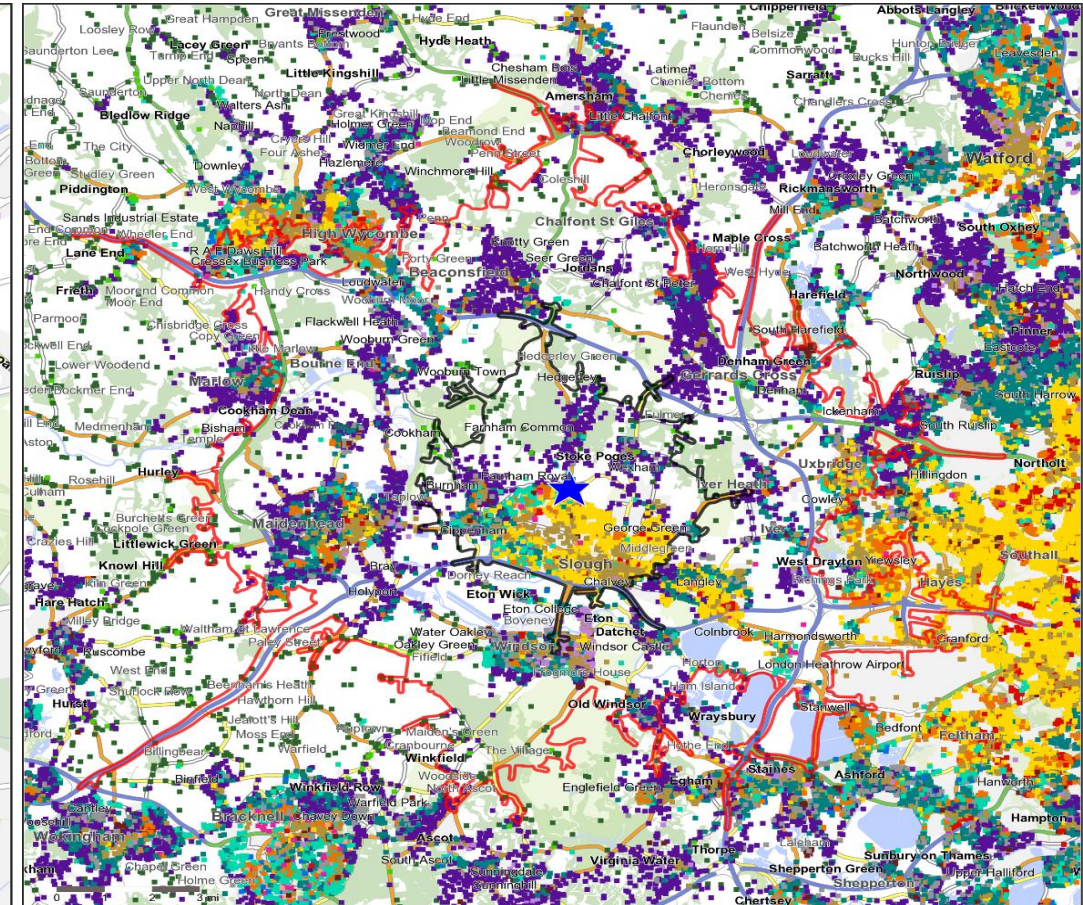
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	246	16.6	50	3,042	26.4	79	44,679	12.2	37
Medium (7-13)	477	32.2	97	5,780	50.2	151	106,923	29.2	88
High (14-19)	723	48.8	171	2,692	23.4	82	211,267	57.8	203

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

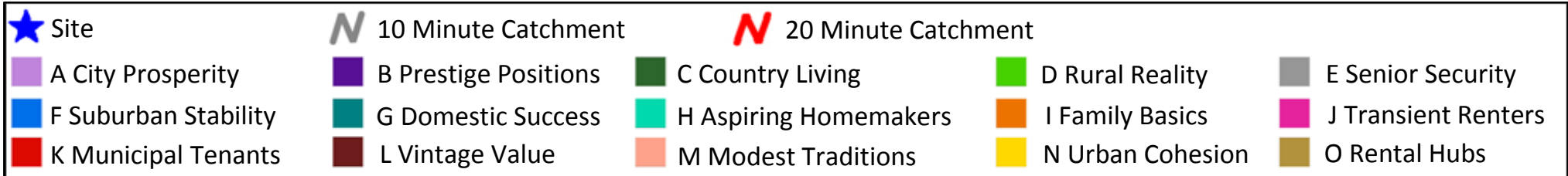
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	12	339
A02	Uptown Elite		0	0	301	6,290
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	89	480
B05	Premium Fortunes		123	282	4,017	29,406
B06	Diamond Days		113	158	2,241	20,768
B07	Alpha Families		11	33	1,520	18,030
B08	Bank of Mum and Dad		51	84	1,755	13,303
B09	Empty-Nest Adventure		0	0	36	1,828
C10	Wealthy Landowners		0	1	668	4,217
C11	Rural Vogue		0	0	5	112
C12	Scattered Homesteads		0	0	0	0
C13	Village Retirement		0	0	39	547
D14	Satellite Settlers		0	0	152	990
D15	Local Focus		0	0	65	65
D16	Outlying Seniors		0	0	36	36
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		62	71	1,967	15,117
E19	Bungalow Heaven		0	0	0	1,031
E20	Classic Grandparents		6	43	154	658
E21	Solo Retirees		41	110	846	3,280
F22	Boomerang Boarders		0	0	0	446
F23	Family Ties		0	0	783	2,322
F24	Fledgling Free		0	0	0	25
F25	Dependable Me		0	0	251	774
G26	Cafés and Catchments		124	276	3,024	24,411
G27	Thriving Independence		168	268	4,171	28,094
G28	Modern Parents		0	0	20	248
G29	Mid-Career Convention		0	0	110	2,172
H30	Primary Ambitions		74	467	7,041	17,196
H31	Affordable Fringe		0	0	56	105
H32	First-Rung Futures		0	0	68	512
H33	Contemporary Starts		0	0	290	3,556
H34	New Foundations		21	41	427	2,421
H35	Flying Solo		0	5	417	1,602

			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		246	1,860	5,743	23,375
I37	Budget Generations		0	14	100	268
I38	Economical Families		0	45	45	114
I39	Families on a Budget		0	18	18	117
J40	Value Rentals		0	0	0	12
J41	Youthful Endeavours		0	25	62	278
J42	Midlife Renters		11	65	382	1,740
J43	Renting Rooms		0	25	84	89
K44	Inner City Stalwarts		0	0	499	1,493
K45	City Diversity		0	41	495	1,177
K46	High Rise Residents		0	0	197	662
K47	Single Essentials		0	94	384	844
K48	Mature Workers		0	0	0	8
L49	Flatlet Seniors		0	39	382	932
L50	Pocket Pensions		47	110	708	2,613
L51	Retirement Communities		27	29	566	4,651
L52	Estate Veterans		0	59	165	776
L53	Seasoned Survivors		0	0	85	86
M54	Down-to-Earth Owners		0	0	0	0
M55	Back with the Folks		0	15	242	395
M56	Self Supporters		0	58	259	396
N57	Community Elders		133	1,061	8,645	21,262
N58	Culture & Comfort		69	3,802	22,878	35,771
N59	Large Family Living		0	660	5,023	5,654
N60	Ageing Access		0	0	849	4,921
O61	Career Builders		83	90	2,553	22,276
O62	Central Pulse		0	0	591	2,421
O63	Flexible Workforce		56	1,282	16,059	23,688
O64	Bus-Route Renters		15	281	1,814	8,107
O65	Learners & Earners		0	0	0	898
O66	Student Scene		0	0	0	415
U99	Unclassified		0	0	0	0
Total			1,481	11,512	99,389	365,820

Top 3 Mosaic Types in a 20 Minute Walktime

1. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

3. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

2. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



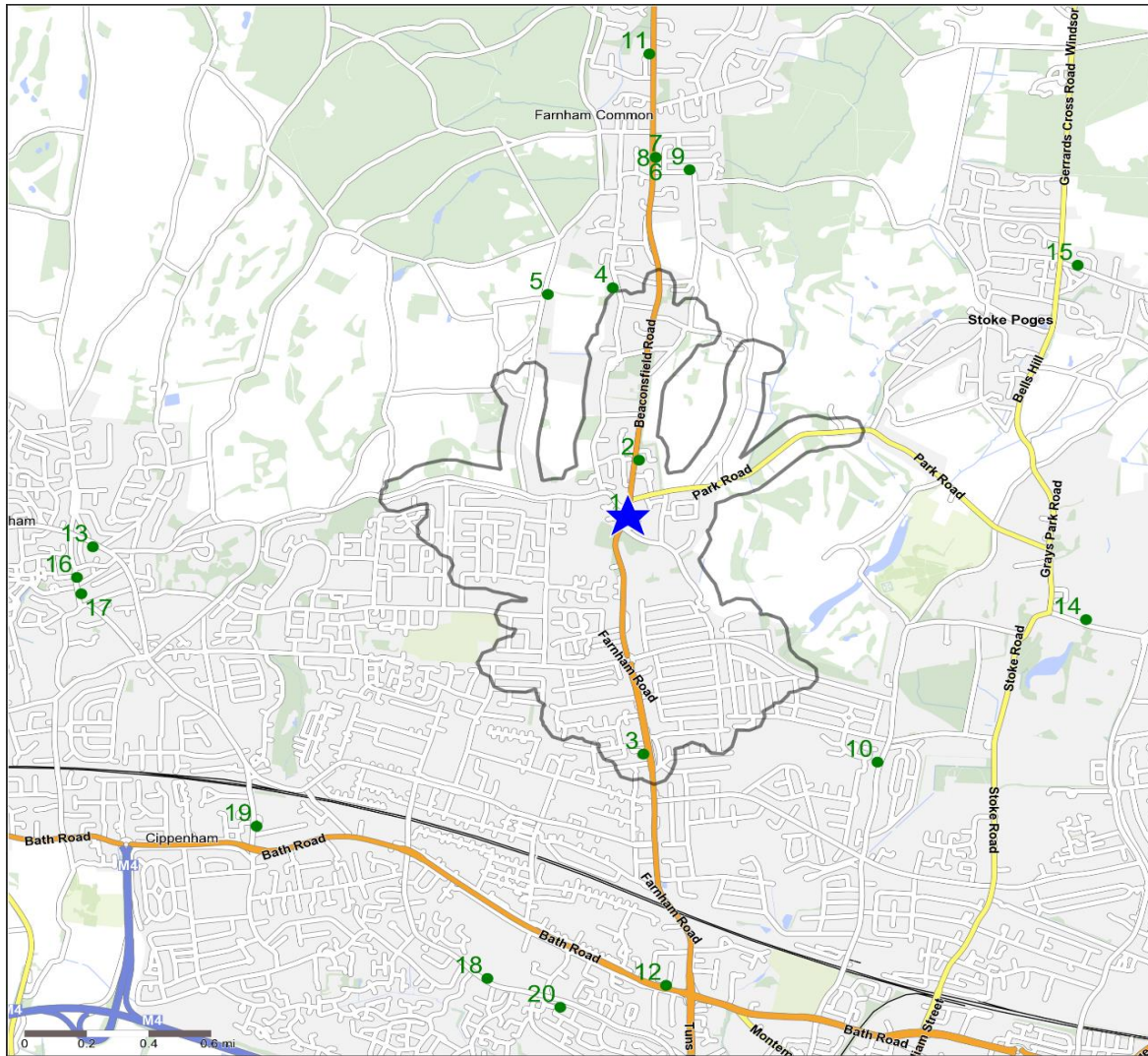
- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	2,414	21.0	65	2,022	17.6	103	7,077	61.5	121	
Male: Alone	2,520	21.9	73	469	4.1	25	8,524	74.0	138	
Male: Group	785	6.8	30	1,846	16.0	59	8,882	77.1	154	
Male: Pair	2,634	22.9	87	1,340	11.6	76	7,539	65.5	112	
Mixed Sex: Group	3,015	26.2	106	6,190	53.8	167	2,308	20.0	46	
Mixed Sex: Pair	503	4.4	18	2,938	25.5	77	8,073	70.1	164	
With Children	5,444	47.3	159	3,377	29.3	167	2,693	23.4	44	
Unknown	8,765	76.1	219	1,469	12.8	69	1,279	11.1	24	
For Eating:										
Upmarket	6,976	60.6	188	3,516	30.5	141	1,021	8.9	19	
Midmarket	8,300	72.1	200	1,909	16.6	182	1,304	11.3	21	
Downmarket	865	7.5	32	3,309	28.7	81	7,339	63.7	154	
For Drinking (monthly spend):										
Nothing	3,682	32.0	104	744	6.5	27	7,087	61.6	135	
Low (less than £10)	2,118	18.4	62	2,252	19.6	82	7,144	62.1	133	
Medium (Between £10 and £40)	2,400	20.8	68	1,732	15.0	83	7,382	64.1	125	
High (Greater than £40)	2,227	19.3	73	2,097	18.2	88	7,189	62.4	118	

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	91,514	25.0	78	65,677	18.0	106	208,628	57.0	112	
Male: Alone	59,950	16.4	55	61,130	16.7	101	244,740	66.9	125	
Male: Group	57,190	15.6	68	59,932	16.4	61	248,697	68.0	136	
Male: Pair	68,957	18.9	72	29,415	8.0	52	267,448	73.1	125	
Mixed Sex: Group	85,350	23.3	95	94,991	26.0	81	185,478	50.7	117	
Mixed Sex: Pair	34,486	9.4	39	100,925	27.6	84	230,408	63.0	147	
With Children	83,104	22.7	76	74,149	20.3	116	208,566	57.0	108	
Unknown	127,968	35.0	101	97,968	26.8	145	139,884	38.2	82	
For Eating:										
Upmarket	170,406	46.6	145	104,290	28.5	132	91,123	24.9	54	
Midmarket	189,885	51.9	144	32,142	8.8	96	143,793	39.3	72	
Downmarket	31,730	8.7	37	82,380	22.5	64	251,709	68.8	166	
For Drinking (monthly spend):										
Nothing	86,811	23.7	77	49,659	13.6	58	229,350	62.7	137	
Low (less than £10)	117,139	32.0	108	37,267	10.2	43	211,414	57.8	124	
Medium (Between £10 and £40)	149,796	40.9	133	79,497	21.7	120	136,526	37.3	73	
High (Greater than £40)	122,391	33.5	127	115,771	31.6	153	127,657	34.9	66	

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	Dukes Head, SL 2 3AJ	Star Pubs & Bars	2.7	0.1
2	Home Plate Bar And Kitchen, SL 2 3BP	Independent Free	7.2	0.9
3	Bar Polska Oaza, SL 1 4XP	Independent Free	17.8	2.7
4	Emperor, SL 2 3EG	Ei Group	20.8	3.0
5	Crown Inn, SL 2 3SQ	Star Pubs & Bars	24.4	3.1
6	Foresters, SL 2 3QQ	Star Pubs & Bars	29.0	3.6
7	Legends Wine Bar, SL 2 3QQ	Independent Free	29.0	3.6
8	Stag & Hounds, SL 2 3QQ	Greene King	29.0	3.6
9	Victoria Arms, SL 2 3NL	Greene King	29.3	3.7
10	Cherry Picker, SL 1 3LJ	Wellington	30.5	5.0
11	Royal Oak, SL 2 3HS	Greene King	36.2	4.7
12	Three Tuns, SL 1 3XL	Greene King	37.1	5.9
13	Bee, SL 1 8AG	Brakspear	39.5	4.8
14	Red Lion, SL 2 4HN	Mitchells & Butlers	41.6	4.7
15	Rose & Crown, SL 2 4PW	New River Retail	41.6	6.3
16	Ye Old Swan, SL 1 7JP	Ei Group	42.6	5.3
17	George, SL 1 7JH	Wellington	42.9	5.6
18	Long Barn, SL 1 5AH	Greene King	48.0	7.9
19	Tummys Wine Bar, SL 1 6JJ	Independent Free	48.3	8.0
20	Earl Of Cornwall, SL 1 2XN	Greene King	49.5	7.8