

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

Number of Pubs	40	48	370
Catchment Adults 18+	2,966	15,051	307,233
Catchment Adults 18+ Per Pub	74	314	830
Populaton Projection 2018 to 2028 (% change)	5.26%	5.77%	5.05%

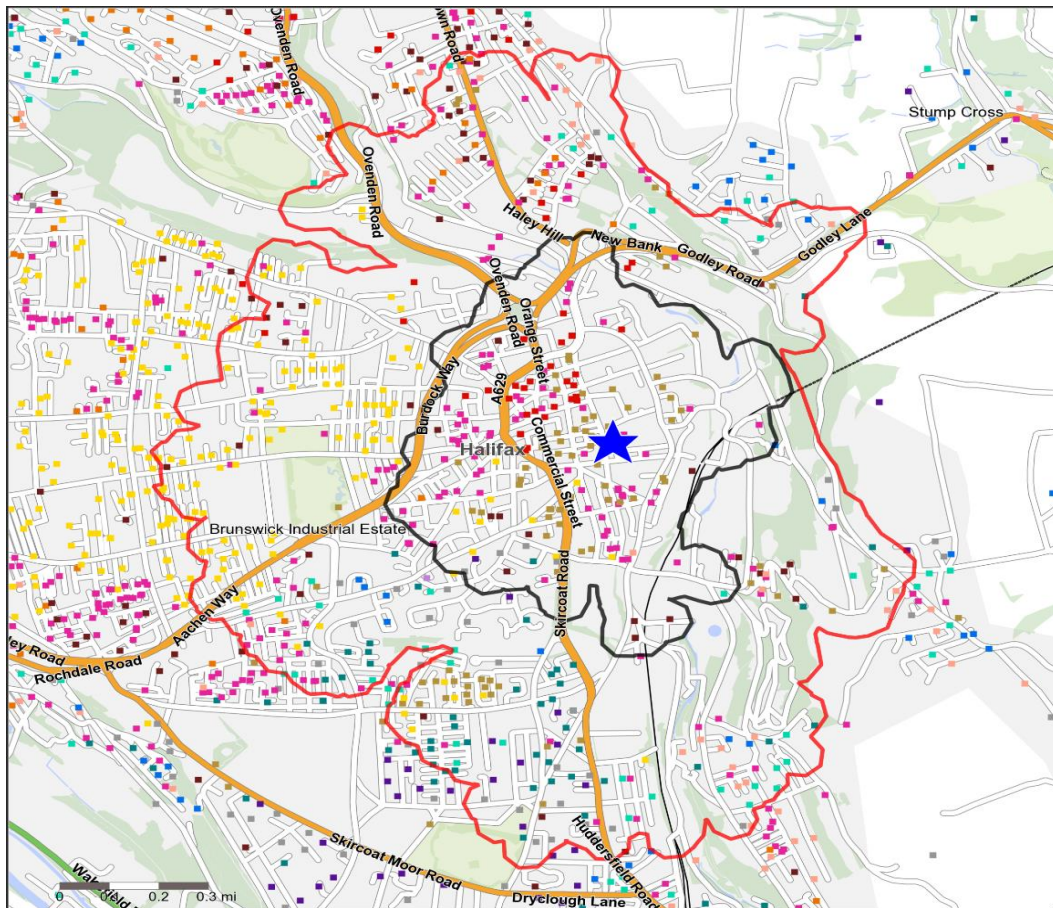
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,574	86.8	168	1	High Street Pub	10,916	72.5	140	1	High Street Pub	244,512	79.6	154
2	Community Pub	2,540	85.6	184	2	Community Pub	9,473	62.9	135	2	Community Pub	206,518	67.2	144
3	Circuit Bar	777	26.2	42	3	Premium Local	4,041	26.8	43	3	Premium Local	124,491	40.5	64
4	Bit of Style	462	15.6	120	4	Bit of Style	3,546	23.6	182	4	Great Pub Great Food	81,250	26.4	205
5	Craft Led	366	12.3	31	5	Great Pub Great Food	3,109	20.7	51	5	Bit of Style	64,712	21.1	52
6	Premium Local	318	10.7	40	6	Circuit Bar	2,032	13.5	50	6	Circuit Bar	36,475	11.9	44
7	Great Pub Great Food	257	8.7	84	7	Craft Led	1,737	11.5	112	7	Craft Led	26,602	8.7	84

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	358	12.1	136	1,348	9.0	101	23,400	7.6	86
C1	420	14.2	115	1,907	12.7	103	39,778	12.9	106
C2	280	9.4	114	1,289	8.6	104	28,659	9.3	113
DE	506	17.1	166	2,270	15.1	147	37,571	12.2	119

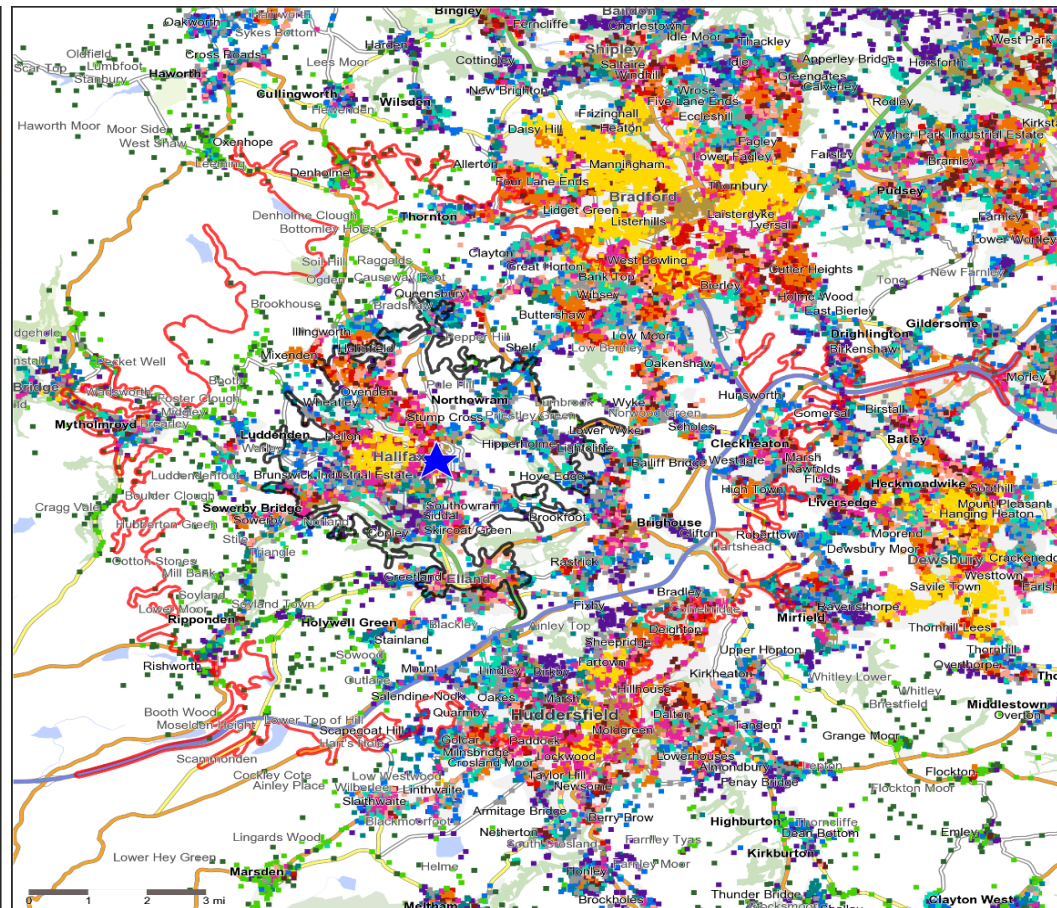
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,631	55.0	166	8,827	58.6	177	158,105	51.5	155
Medium (7-13)	553	18.6	56	4,219	28.0	85	111,568	36.3	109
High (14-19)	168	5.7	20	1,302	8.7	30	35,491	11.6	41

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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

Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

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	9	10	10	141
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	44	147	492
B06	Diamond Days	0	125	648	2,083
B07	Alpha Families	0	0	492	2,407
B08	Bank of Mum and Dad	54	189	790	3,427
B09	Empty-Nest Adventure	0	2	1,188	6,122
C10	Wealthy Landowners	0	1	173	2,257
C11	Rural Vogue	0	0	2	424
C12	Scattered Homesteads	0	0	0	79
C13	Village Retirement	0	0	28	1,206
D14	Satellite Settlers	0	0	94	4,451
D15	Local Focus	0	0	2	916
D16	Outlying Seniors	0	0	2	469
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	27	393	1,553	4,142
E19	Bungalow Heaven	0	79	1,463	6,032
E20	Classic Grandparents	0	67	2,181	11,139
E21	Solo Retirees	4	86	1,607	8,354
F22	Boomerang Boarders	0	102	1,922	6,542
F23	Family Ties	0	72	496	2,622
F24	Fledgling Free	0	70	1,908	8,588
F25	Dependable Me	0	91	4,182	12,725
G26	Cafés and Catchments	82	492	687	1,179
G27	Thriving Independence	0	430	1,704	4,107
G28	Modern Parents	0	7	1,160	6,490
G29	Mid-Career Convention	0	5	1,623	7,232
H30	Primary Ambitions	0	649	1,761	7,241
H31	Affordable Fringe	0	13	1,889	10,717
H32	First-Rung Futures	2	559	4,482	15,514
H33	Contemporary Starts	0	23	911	5,111
H34	New Foundations	0	23	165	735
H35	Flying Solo	0	52	334	2,129

		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	65	1,429
I37	Budget Generations	0	0	281	1,647
I38	Economical Families	1	413	2,695	10,736
I39	Families on a Budget	23	84	3,237	13,656
J40	Value Rentals	12	397	2,609	9,182
J41	Youthful Endeavours	13	36	471	1,403
J42	Midlife Renters	88	1,210	5,033	16,856
J43	Renting Rooms	895	1,563	5,100	14,725
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	11	11	11
K46	High Rise Residents	302	529	1,101	1,142
K47	Single Essentials	7	227	936	3,309
K48	Mature Workers	0	0	1,771	7,445
L49	Flatlet Seniors	263	550	1,870	5,611
L50	Pocket Pensions	0	62	1,407	6,110
L51	Retirement Communities	118	231	574	1,472
L52	Estate Veterans	0	28	328	2,384
L53	Seasoned Survivors	31	350	2,184	6,060
M54	Down-to-Earth Owners	0	56	1,775	4,687
M55	Back with the Folks	0	105	1,119	6,771
M56	Self Supporters	5	640	4,332	17,395
N57	Community Elders	3	37	53	2,009
N58	Culture & Comfort	0	0	0	484
N59	Large Family Living	5	2,893	8,249	16,140
N60	Ageing Access	183	355	415	1,118
O61	Career Builders	84	576	976	1,924
O62	Central Pulse	204	204	204	1,022
O63	Flexible Workforce	57	106	106	282
O64	Bus-Route Renters	482	789	2,055	4,547
O65	Learners & Earners	12	12	12	1,706
O66	Student Scene	0	0	0	717
U99	Unclassified	0	0	0	182
Total		2,966	15,048	82,573	307,235

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



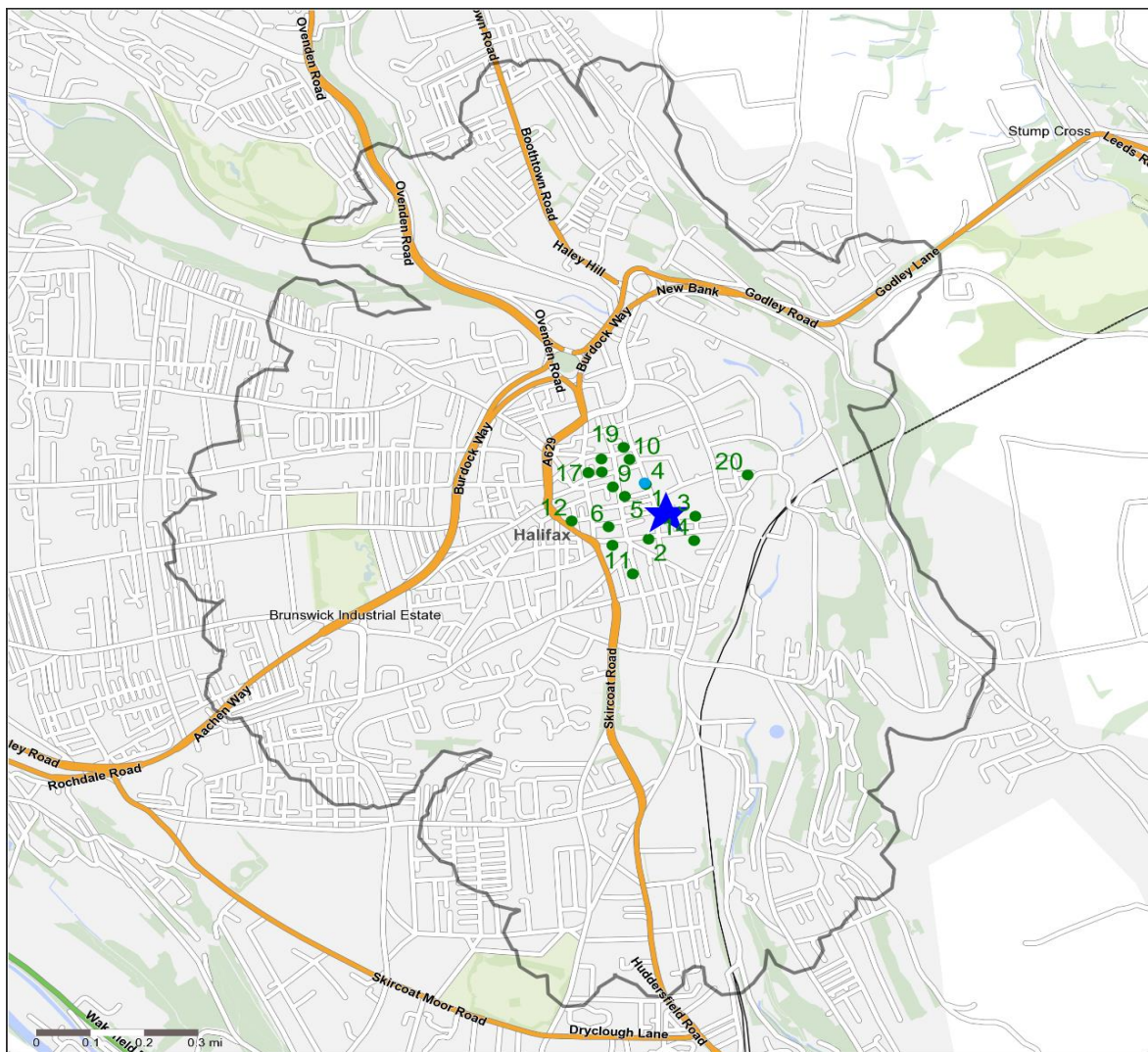
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	5,434	36.1	119	2,152	14.3	87	7,466	49.6	95	
Male: Alone	8,211	54.6	183	2,265	15.0	96	4,575	30.4	57	
Male: Group	3,950	26.2	115	4,159	27.6	105	6,942	46.1	93	
Male: Pair	7,499	49.8	191	3,762	25.0	164	3,790	25.2	44	
Mixed Sex: Group	5,778	38.4	168	1,639	10.9	34	7,634	50.7	116	
Mixed Sex: Pair	2,775	18.4	79	5,703	37.9	117	6,573	43.7	102	
With Children	9,507	63.2	218	1,380	9.2	54	4,164	27.7	52	
Unknown	5,825	38.7	118	4,882	32.4	181	4,344	28.9	60	
For Eating:										
Upmarket	6,637	44.1	144	4,354	28.9	139	4,060	27.0	57	
Midmarket	10,931	72.6	211	182	1.2	13	3,937	26.2	47	
Downmarket	2,438	16.2	73	4,978	33.1	95	7,635	50.7	122	
For Drinking (monthly spend):										
Nothing	2,285	15.2	50	2,803	18.6	79	9,963	66.2	148	
Low (less than £10)	2,230	14.8	50	2,721	18.1	77	10,100	67.1	148	
Medium (Between £10 and £40)	2,490	16.5	54	2,540	16.9	95	10,021	66.6	132	
High (Greater than £40)	3,411	22.7	88	1,983	13.2	64	9,657	64.2	123	

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	89,708	29.2	96	38,215	12.4	76	179,128	58.3	112	
Male: Alone	114,746	37.3	125	47,899	15.6	100	144,407	47.0	88	
Male: Group	78,281	25.5	111	89,653	29.2	111	139,116	45.3	91	
Male: Pair	88,491	28.8	110	88,253	28.7	188	130,308	42.4	74	
Mixed Sex: Group	78,720	25.6	112	66,943	21.8	68	161,388	52.5	120	
Mixed Sex: Pair	85,887	28.0	119	94,791	30.9	95	126,373	41.1	96	
With Children	129,603	42.2	146	57,285	18.6	111	120,163	39.1	74	
Unknown	97,713	31.8	97	52,190	17.0	95	157,148	51.1	107	
For Eating:										
Upmarket	82,558	26.9	88	73,529	23.9	115	150,965	49.1	104	
Midmarket	115,338	37.5	109	18,757	6.1	68	172,956	56.3	102	
Downmarket	97,830	31.8	143	118,119	38.4	110	91,102	29.7	71	
For Drinking (monthly spend):										
Nothing	82,301	26.8	89	84,900	27.6	117	139,850	45.5	102	
Low (less than £10)	77,764	25.3	85	73,566	23.9	102	155,721	50.7	112	
Medium (Between £10 and £40)	79,700	25.9	85	37,855	12.3	69	189,496	61.7	123	
High (Greater than £40)	49,375	16.1	62	64,901	21.1	103	192,775	62.7	120	

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	Westgate, HX 1 1PW	Star Pubs & Bars	0.0	0.1
2	Shakespeare, HX 1 1PU	Independent Free	1.2	1.1
3	Gin Lane, HX 1 1RE	Independent Free	1.5	0.3
4	Jubilee, HX 1 1PB	Star Pubs & Bars	1.5	0.5
5	White Horse Inn, HX 1 1DL	Ei Group	2.1	1.0
6	Alexandra Beer House, HX 1 1BS	Independent Free	2.7	1.2
7	Courtyard, HX 1 1BX	Ei Group	2.7	1.5
8	Three Monkeys, HX 1 1BX	Independent Free	2.7	1.5
9	Old Cock, HX 1 1DS	Admiral Taverns Ltd	2.7	2.1
10	Evoksumm, HX 1 1TJ	Independent Free	2.7	2.9
11	Dirty Dicks Ale House, HX 1 2HX	*Other Small Retail Groups	3.9	1.3
12	Ma Bakers, HX 1 1LW	Ei Group	4.2	1.6
13	Cat & Fiddle, HX 1 1TQ	Greene King	4.2	2.6
14	Railway, HX 1 1QE	Independent Free	4.5	0.4
15	Circle Lounge, HX 1 1TA	Independent Free	4.5	2.6
16	Duke Of Wellington, HX 1 1TA	Mitchells & Butlers	4.5	2.6
17	Maggies, HX 1 1TA	Independent Free	4.5	2.6
18	Upper George Hotel, HX 1 1TT	Greene King	4.5	2.6
19	Union Cross Hotel, HX 1 1TN	Ei Group	4.8	2.9
20	Ring Obells Inn, HX 1 1QS	Unknown	5.1	1.0