

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	6	337
Catchment Adults 18+	1,893	6,020	345,166
Catchment Adults 18+ Per Pub	947	1,003	1,024
Populaton Projection 2018 to 2028 (% change)	3.28%	3.68%	3.89%

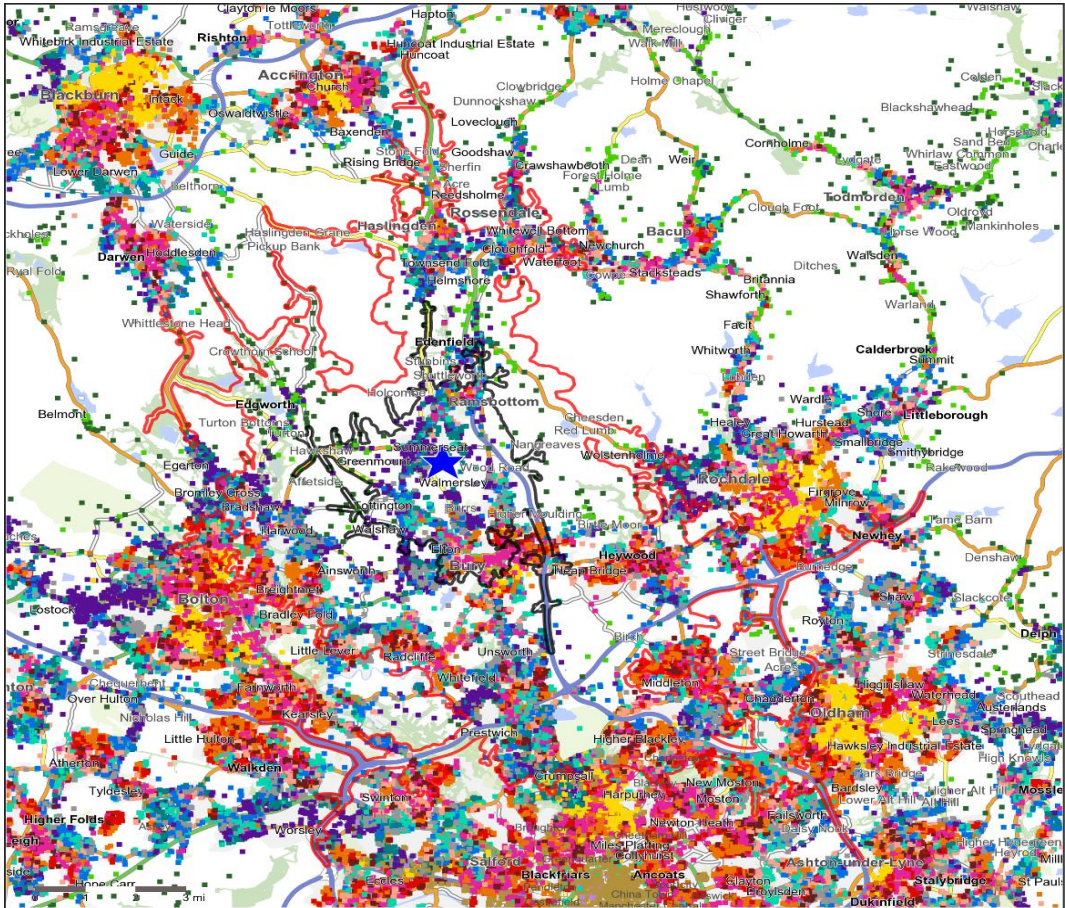
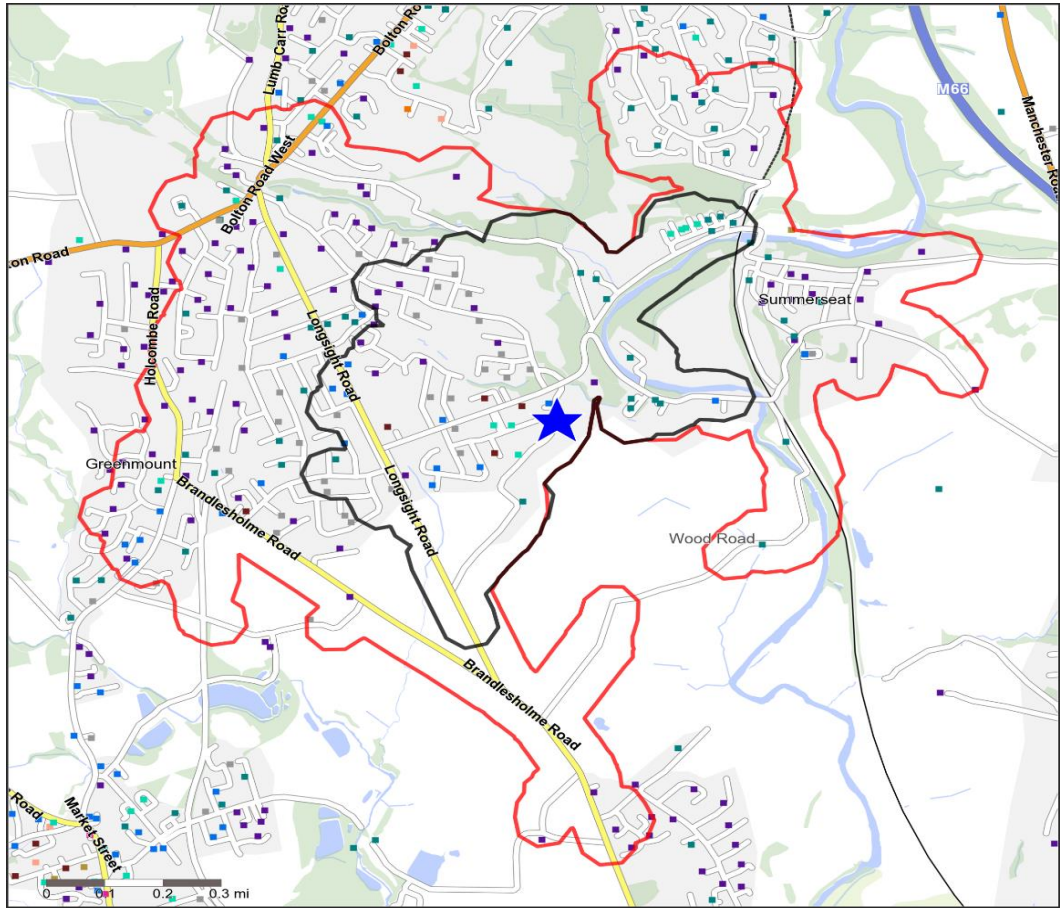
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Premium Local	1,383	73.1	141	1	Premium Local	5,391	89.6	173	1	High Street Pub	287,034	83.2	161
2	High Street Pub	1,270	67.1	144	2	Great Pub Great Food	4,814	80.0	172	2	Community Pub	243,917	70.7	152
3	Great Pub Great Food	1,153	60.9	97	3	High Street Pub	3,484	57.9	92	3	Premium Local	132,678	38.4	61
4	Community Pub	698	36.9	285	4	Bit of Style	1,822	30.3	234	4	Great Pub Great Food	91,982	26.6	206
5	Bit of Style	423	22.3	55	5	Community Pub	1,601	26.6	66	5	Bit of Style	65,417	19.0	47
6	Circuit Bar	108	5.7	21	6	Circuit Bar	256	4.3	16	6	Circuit Bar	36,481	10.6	39
7	Craft Led	94	5.0	48	7	Craft Led	217	3.6	35	7	Craft Led	24,746	7.2	70

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	232	12.3	139	840	14.0	158	25,645	7.4	84
C1	207	10.9	89	750	12.5	102	44,070	12.8	104
C2	102	5.4	65	294	4.9	59	30,803	8.9	108
DE	76	4.0	39	198	3.3	32	43,062	12.5	121

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)	264	13.9	42	445	7.4	22	174,377	50.5	152
Medium (7-13)	944	49.9	150	2,603	43.2	130	120,239	34.8	105
High (14-19)	595	31.4	111	2,653	44.1	155	43,275	12.5	44

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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

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	18
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	0
B05 Premium Fortunes	2	30	212	1,113
B06 Diamond Days	46	201	473	2,314
B07 Alpha Families	57	227	680	2,461
B08 Bank of Mum and Dad	12	498	1,530	6,051
B09 Empty-Nest Adventure	234	1,154	3,709	11,184
C10 Wealthy Landowners	0	16	323	1,634
C11 Rural Vogue	0	0	9	172
C12 Scattered Homesteads	0	0	1	57
C13 Village Retirement	0	0	123	373
D14 Satellite Settlers	0	1	472	2,351
D15 Local Focus	0	0	0	91
D16 Outlying Seniors	0	0	0	6
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	223	724	1,255	5,458
E19 Bungalow Heaven	239	269	1,032	8,065
E20 Classic Grandparents	110	120	1,983	12,035
E21 Solo Retirees	0	11	1,177	10,859
F22 Boomerang Boarders	197	329	1,973	11,283
F23 Family Ties	71	80	838	4,788
F24 Fledgling Free	8	8	151	4,508
F25 Dependable Me	68	259	3,187	13,276
G26 Cafés and Catchments	0	0	0	1,656
G27 Thriving Independence	179	444	1,086	5,388
G28 Modern Parents	0	460	2,141	6,789
G29 Mid-Career Convention	100	535	1,909	9,192
H30 Primary Ambitions	34	42	1,474	7,948
H31 Affordable Fringe	58	58	900	10,955
H32 First-Rung Futures	75	114	2,247	14,228
H33 Contemporary Starts	16	27	735	2,493
H34 New Foundations	0	96	112	942
H35 Flying Solo	17	17	317	1,255

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	97	1,597
I37 Budget Generations	0	0	262	2,206
I38 Economical Families	0	0	1,385	15,129
I39 Families on a Budget	0	0	1,911	20,275
J40 Value Rentals	0	0	624	13,270
J41 Youthful Endeavours	0	0	395	4,300
J42 Midlife Renters	0	0	3,502	13,063
J43 Renting Rooms	0	0	1,969	12,966
K44 Inner City Stalwarts	0	0	0	18
K45 City Diversity	0	0	0	0
K46 High Rise Residents	0	0	0	906
K47 Single Essentials	0	0	302	7,025
K48 Mature Workers	0	0	931	13,415
L49 Flatlet Seniors	0	0	321	7,571
L50 Pocket Pensions	105	105	719	5,865
L51 Retirement Communities	40	106	476	2,244
L52 Estate Veterans	0	0	359	3,687
L53 Seasoned Survivors	0	0	1,278	12,057
M54 Down-to-Earth Owners	0	0	170	4,368
M55 Back with the Folks	0	0	744	9,462
M56 Self Supporters	0	0	2,555	19,171
N57 Community Elders	0	0	76	1,982
N58 Culture & Comfort	0	0	14	568
N59 Large Family Living	0	0	110	6,321
N60 Ageing Access	0	0	33	944
O61 Career Builders	2	86	137	1,079
O62 Central Pulse	0	0	0	540
O63 Flexible Workforce	0	0	0	618
O64 Bus-Route Renters	0	2	828	5,078
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	206	498
Total	1,893	6,019	49,453	345,166

Top 3 Mosaic Types in a 20 Minute Walktime

1. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

2. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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. 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



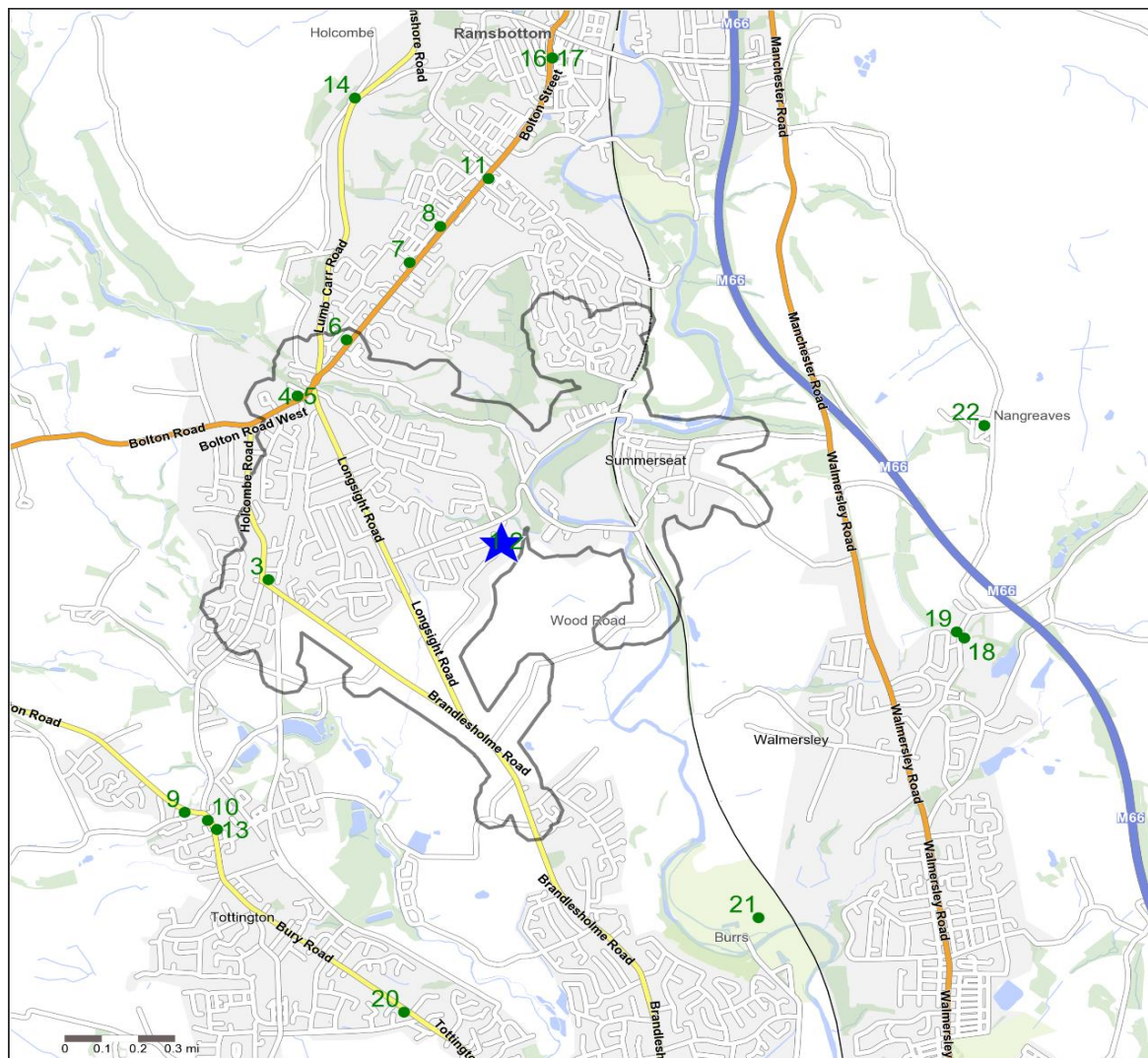
- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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	1,536	25.5	84	372	6.2	38	4,112	68.3	131			
Male: Alone	939	15.6	52	1,525	25.3	162	3,555	59.1	111			
Male: Group	833	13.8	61	1,465	24.3	93	3,722	61.8	125			
Male: Pair	680	11.3	43	480	8.0	52	4,860	80.7	141			
Mixed Sex: Group	734	12.2	53	1,682	27.9	87	3,604	59.9	136			
Mixed Sex: Pair	2,085	34.6	148	1,811	30.1	93	2,125	35.3	83			
With Children	773	12.8	44	764	12.7	75	4,483	74.5	141			
Unknown	1,135	18.9	57	1,109	18.4	103	3,776	62.7	131			
For Eating:												
Upmarket	1,676	27.8	91	1,227	20.4	98	3,117	51.8	110			
Midmarket	1,038	17.2	50	17	0.3	3	4,965	82.5	149			
Downmarket	899	14.9	67	2,962	49.2	141	2,160	35.9	86			
For Drinking (monthly spend):												
Nothing	1,128	18.7	62	2,785	46.3	196	2,107	35.0	78			
Low (less than £10)	3,479	57.8	194	539	9.0	38	2,002	33.3	73			
Medium (Between £10 and £40)	3,509	58.3	191	339	5.6	32	2,173	36.1	72			
High (Greater than £40)	2,651	44.0	170	1,293	21.5	105	2,076	34.5	66			

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	106,348	30.8	102	33,705	9.8	60	204,616	59.3	114	
Male: Alone	111,033	32.2	108	63,941	18.5	119	169,694	49.2	92	
Male: Group	90,676	26.3	115	99,635	28.9	110	154,357	44.7	90	
Male: Pair	90,387	26.2	100	100,610	29.1	191	153,671	44.5	78	
Mixed Sex: Group	87,511	25.4	111	73,431	21.3	67	183,727	53.2	121	
Mixed Sex: Pair	93,793	27.2	116	118,741	34.4	106	132,134	38.3	90	
With Children	127,921	37.1	128	69,021	20.0	119	147,726	42.8	81	
Unknown	98,861	28.6	87	52,985	15.4	86	192,823	55.9	117	
For Eating:										
Upmarket	82,439	23.9	78	84,947	24.6	118	177,283	51.4	109	
Midmarket	122,901	35.6	104	27,446	8.0	88	194,321	56.3	102	
Downmarket	114,452	33.2	149	147,843	42.8	123	82,373	23.9	57	
For Drinking (monthly spend):										
Nothing	109,359	31.7	105	101,646	29.4	125	133,663	38.7	86	
Low (less than £10)	99,237	28.8	96	67,704	19.6	84	177,727	51.5	114	
Medium (Between £10 and £40)	100,460	29.1	95	36,229	10.5	59	207,980	60.3	120	
High (Greater than £40)	65,472	19.0	73	75,094	21.8	106	204,103	59.1	113	

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	Footballers Inn, BL 0 9UG	*Other Small Retail Groups	0.0	0.1
2	Hamers Arms, BL 0 9UG	Star Pubs & Bars	0.0	0.1
3	Miller & Carter, BL 8 4DS	Mitchells & Butlers	16.0	3.0
4	Hare And Hounds, BL 0 9RY	Greene King	17.5	3.7
5	Hoysters, BL 0 9RY	Independent Free	17.5	3.7
6	Brook, BL 0 9QY	Punch Pub Company	19.6	4.3
7	Fusilier, BL 0 9PE	*Other Small Retail Groups	26.3	5.1
8	Major Hotel, BL 0 9PD	Ei Group	30.2	5.7
9	Dungeon Inn, BL 8 4AW	Thwaites	30.5	5.4
10	Cafe Turin, BL 8 4AD	Independent Free	30.8	5.4
11	Masons Arms, BL 0 9NA	Thwaites	30.8	6.2
12	Hark To Towler, BL 8 4AA	Independent Free	31.1	5.5
13	Robin Hood, BL 8 4AA	Greene King	31.1	5.5
14	Shoulder Of Mutton, BL 8 4LZ	Ei Group	34.4	5.8
15	Bellinis Bar & Grill, BL 0 9HU	Independent Free	37.7	7.5
16	First Chop, BL 0 9HU	Independent Free	37.7	7.5
17	Grey Mare, BL 0 9HU	Thwaites	37.7	7.5
18	Hark To Dander, BL 9 6SA	JW Lees	39.2	6.6
19	Masons Arms, BL 9 6RU	Independent Free	39.2	6.7
20	Royal Hotel, BL 8 3DT	Admiral Taverns Ltd	42.9	8.6