

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	5	419
Catchment Adults 18+	3,715	9,543	385,612
Catchment Adults 18+ Per Pub	1,858	1,909	920
Populaton Projection 2018 to 2028 (% change)	1.07%	1.82%	3.70%

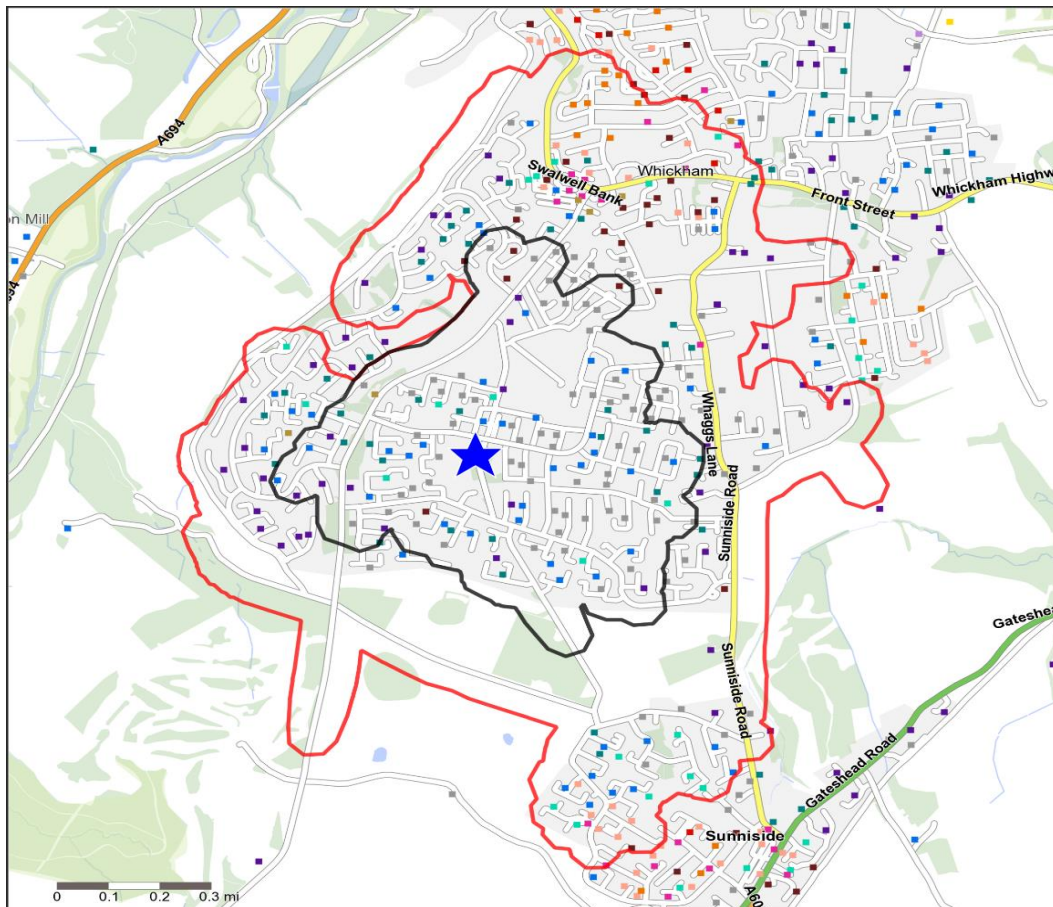
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,308	62.1	120	1	High Street Pub	6,781	71.1	137	1	High Street Pub	316,355	82.0	158
2	Premium Local	2,080	56.0	120	2	Premium Local	5,795	60.7	130	2	Community Pub	272,686	70.7	152
3	Great Pub Great Food	1,745	47.0	75	3	Community Pub	4,571	47.9	76	3	Premium Local	124,745	32.3	51
4	Community Pub	1,046	28.2	218	4	Great Pub Great Food	4,432	46.4	359	4	Bit of Style	91,427	23.7	183
5	Bit of Style	672	18.1	45	5	Bit of Style	1,914	20.1	50	5	Great Pub Great Food	71,966	18.7	46
6	Craft Led	150	4.0	15	6	Circuit Bar	778	8.2	30	6	Circuit Bar	68,409	17.7	66
7	Circuit Bar	144	3.9	38	7	Craft Led	703	7.4	72	7	Craft Led	52,145	13.5	131

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	324	8.7	99	894	9.4	106	26,397	6.8	77
C1	445	12.0	98	1,228	12.9	105	48,321	12.5	102
C2	202	5.4	66	579	6.1	74	30,796	8.0	97
DE	148	4.0	39	552	5.8	56	48,372	12.5	122

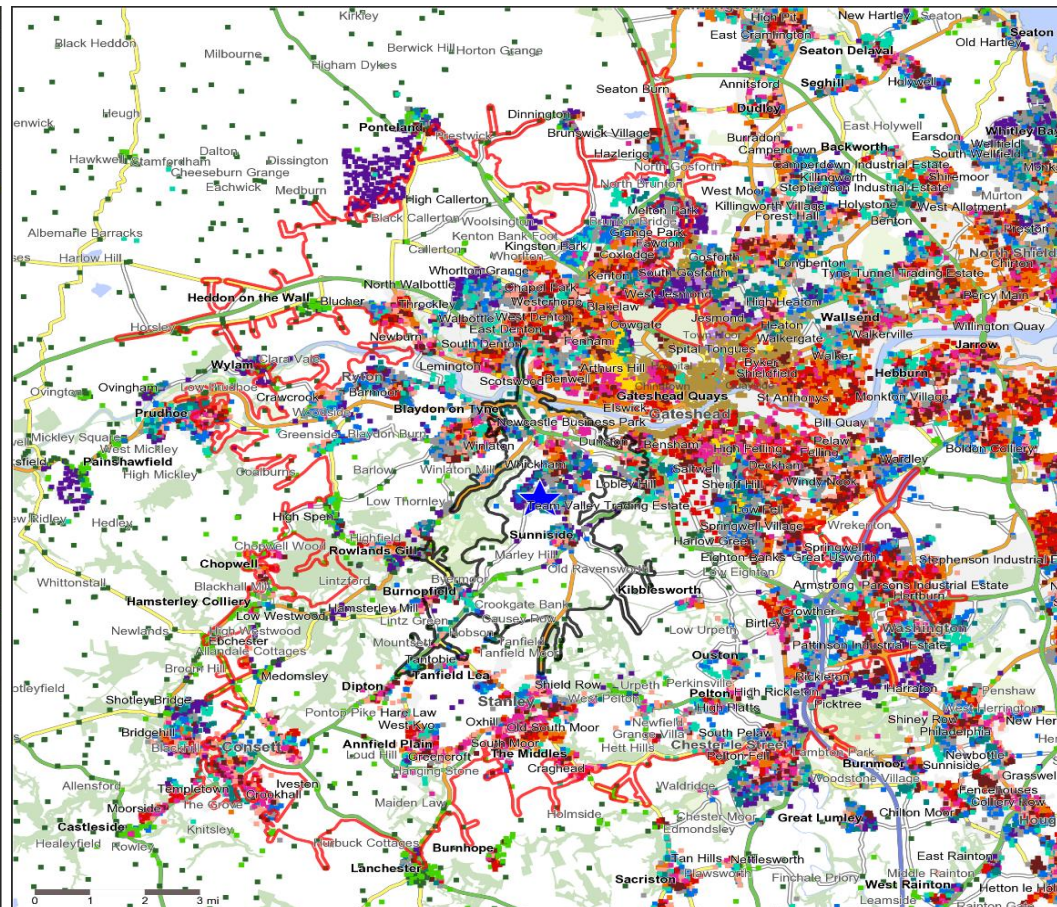
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	320	8.6	26	1,901	19.9	60	216,202	56.1	169
Medium (7-13)	2,107	56.7	171	4,219	44.2	133	100,940	26.2	79
High (14-19)	904	24.3	86	2,532	26.5	93	31,172	8.1	28

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	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		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	125
A02 Uptown Elite	0	0	6	1,284
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	161
B05 Premium Fortunes	6	76	126	1,734
B06 Diamond Days	5	178	462	1,869
B07 Alpha Families	8	131	174	1,745
B08 Bank of Mum and Dad	23	143	251	1,734
B09 Empty-Nest Adventure	231	760	1,696	6,022
C10 Wealthy Landowners	0	0	134	1,380
C11 Rural Vogue	0	0	11	250
C12 Scattered Homesteads	0	0	8	148
C13 Village Retirement	0	0	170	1,175
D14 Satellite Settlers	0	0	108	2,070
D15 Local Focus	0	0	67	1,052
D16 Outlying Seniors	0	0	136	2,127
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	148	804	1,341	3,997
E19 Bungalow Heaven	1,118	1,428	1,963	11,839
E20 Classic Grandparents	233	362	1,713	13,372
E21 Solo Retirees	115	154	401	5,534
F22 Boomerang Boarders	755	1,119	2,123	10,213
F23 Family Ties	0	0	133	2,361
F24 Fledgling Free	0	14	278	6,161
F25 Dependable Me	208	608	1,183	9,718
G26 Cafés and Catchments	0	14	138	2,386
G27 Thriving Independence	33	127	482	4,736
G28 Modern Parents	0	0	322	3,881
G29 Mid-Career Convention	490	981	1,702	5,631
H30 Primary Ambitions	0	0	182	3,179
H31 Affordable Fringe	23	56	690	9,674
H32 First-Rung Futures	126	639	1,875	11,475
H33 Contemporary Starts	0	0	386	6,071
H34 New Foundations	0	0	9	2,490
H35 Flying Solo	0	0	104	897

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	12	1,301
I37 Budget Generations	0	143	353	5,099
I38 Economical Families	0	144	342	7,415
I39 Families on a Budget	0	27	319	21,291
J40 Value Rentals	0	124	828	19,485
J41 Youthful Endeavours	0	13	18	2,882
J42 Midlife Renters	5	198	935	6,993
J43 Renting Rooms	0	0	333	15,323
K44 Inner City Stalwarts	0	0	0	377
K45 City Diversity	0	0	0	353
K46 High Rise Residents	0	0	0	4,969
K47 Single Essentials	0	35	580	10,146
K48 Mature Workers	0	0	275	17,227
L49 Flatlet Seniors	15	46	64	7,456
L50 Pocket Pensions	64	248	860	10,837
L51 Retirement Communities	67	237	321	1,975
L52 Estate Veterans	0	51	564	14,412
L53 Seasoned Survivors	0	156	633	10,027
M54 Down-to-Earth Owners	0	116	570	14,379
M55 Back with the Folks	0	125	890	7,518
M56 Self Supporters	0	166	1,932	13,172
N57 Community Elders	0	0	0	1,412
N58 Culture & Comfort	0	0	0	1,228
N59 Large Family Living	0	0	0	2,379
N60 Ageing Access	0	0	7	2,071
O61 Career Builders	23	29	82	2,411
O62 Central Pulse	0	0	6	9,021
O63 Flexible Workforce	0	0	7	2,202
O64 Bus-Route Renters	18	91	529	7,232
O65 Learners & Earners	0	0	0	5,653
O66 Student Scene	0	0	0	10,340
U99 Unclassified	0	0	57	12,534
Total	3,714	9,543	28,891	385,611

Top 3 Mosaic Types in a 20 Minute Walktime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

3. K48 Mature Workers

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



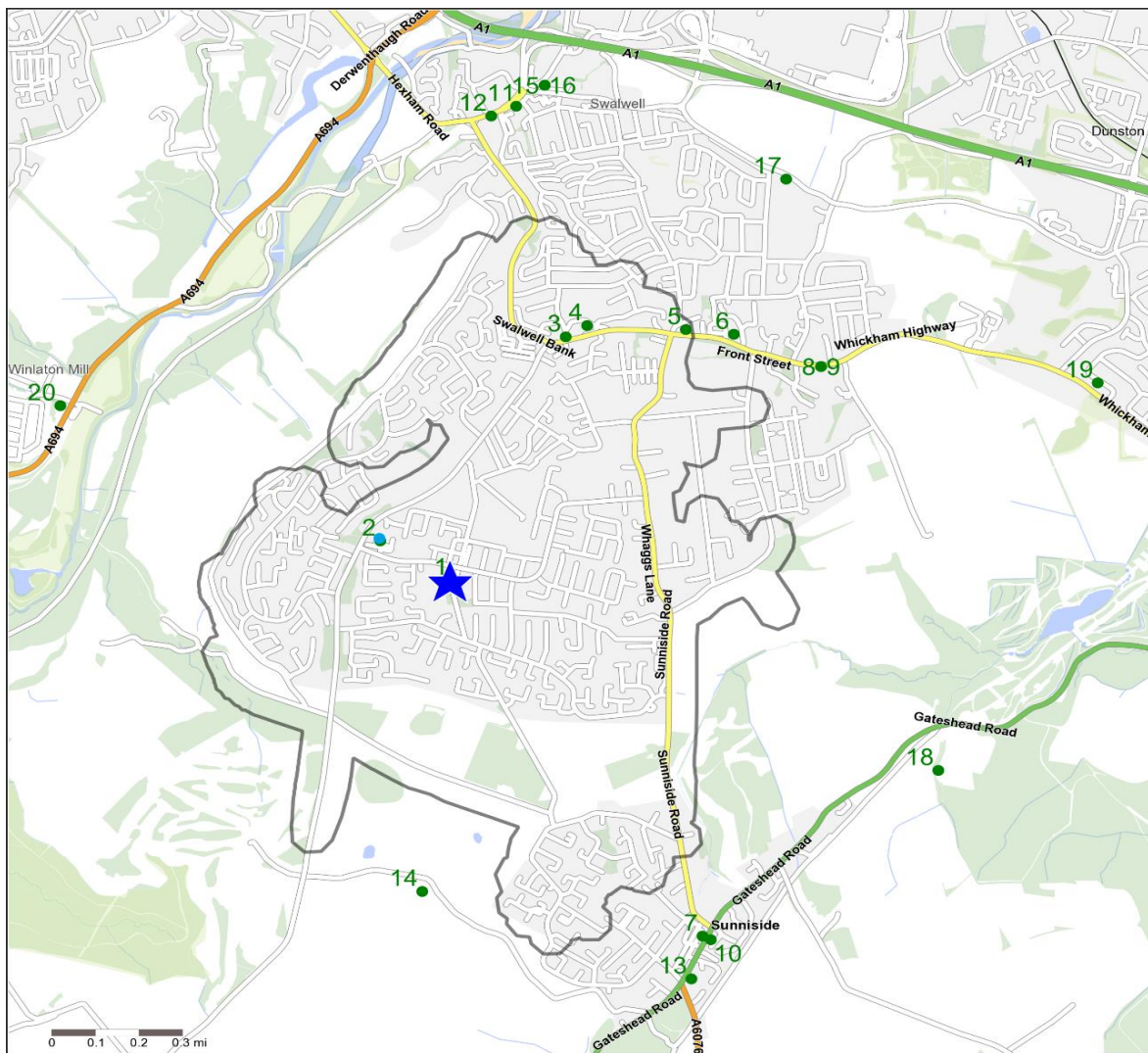
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	1,978	20.7	68	359	3.8	23	7,206	75.5	145			
Male: Alone	2,987	31.3	105	1,323	13.9	89	5,232	54.8	103			
Male: Group	2,523	26.4	116	3,356	35.2	134	3,664	38.4	77			
Male: Pair	2,206	23.1	89	1,867	19.6	128	5,470	57.3	100			
Mixed Sex: Group	822	8.6	38	3,815	40.0	125	4,905	51.4	117			
Mixed Sex: Pair	3,218	33.7	144	3,219	33.7	104	3,106	32.5	76			
With Children	1,570	16.5	57	1,477	15.5	92	6,496	68.1	129			
Unknown	1,573	16.5	50	1,344	14.1	79	6,625	69.4	145			
For Eating:												
Upmarket	2,701	28.3	92	772	8.1	39	6,070	63.6	135			
Midmarket	2,164	22.7	66	40	0.4	5	7,339	76.9	139			
Downmarket	2,777	29.1	131	4,077	42.7	122	2,688	28.2	68			
For Drinking (monthly spend):												
Nothing	2,243	23.5	78	4,323	45.3	192	2,977	31.2	70			
Low (less than £10)	3,882	40.7	136	2,598	27.2	116	3,063	32.1	71			
Medium (Between £10 and £40)	3,957	41.5	136	524	5.5	31	5,061	53.0	106			
High (Greater than £40)	2,332	24.4	94	1,783	18.7	91	5,427	56.9	109			

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	124,735	32.3	107	38,837	10.1	62	209,506	54.3	104	
Male: Alone	123,874	32.1	108	84,173	21.8	140	165,031	42.8	80	
Male: Group	102,076	26.5	116	120,893	31.4	120	150,109	38.9	78	
Male: Pair	116,773	30.3	116	76,728	19.9	131	179,577	46.6	81	
Mixed Sex: Group	107,394	27.9	122	81,425	21.1	66	184,258	47.8	109	
Mixed Sex: Pair	100,791	26.1	111	126,618	32.8	101	145,670	37.8	88	
With Children	115,911	30.1	104	72,074	18.7	111	185,093	48.0	91	
Unknown	109,338	28.4	86	50,775	13.2	73	212,965	55.2	115	
For Eating:										
Upmarket	97,461	25.3	83	79,470	20.6	99	196,148	50.9	108	
Midmarket	141,501	36.7	107	27,816	7.2	80	203,762	52.8	96	
Downmarket	129,541	33.6	151	149,857	38.9	111	93,681	24.3	58	
For Drinking (monthly spend):										
Nothing	110,805	28.7	95	104,165	27.0	114	158,108	41.0	91	
Low (less than £10)	79,030	20.5	69	76,189	19.8	84	217,859	56.5	125	
Medium (Between £10 and £40)	94,276	24.4	80	49,720	12.9	72	229,083	59.4	118	
High (Greater than £40)	70,291	18.2	70	79,227	20.5	100	223,560	58.0	111	

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	Coachman, NE16 5AW	Star Pubs & Bars	0.0	0.5
2	Fellside, NE16 5BY	Star Pubs & Bars	4.8	0.9
3	Bridle Path, NE16 4JJ	Stonegate Pub Company	13.9	3.3
4	One Eyed Stag, NE16 4JB	Independent Free	16.0	3.6
5	Ye Olde Lang Jack, NE16 4DT	Unknown	20.2	3.9
6	Bay Horse, NE16 4EF	Greene King	22.3	4.3
7	Rising Sun, NE16 5LR	Independent Free	24.7	5.5
8	Harry Clasper, NE16 4HF	Wetherspoon	25.4	5.0
9	Jack Roll, NE16 4HF	Independent Free	25.4	5.0
10	Travellers Rest, NE16 5LL	Independent Free	26.3	5.6
11	Highlander Inn, NE16 3DW	Punch Pub Company	26.6	5.8
12	Bourgognes, NE16 3AA	Camerons	26.9	5.7
13	Potters Wheel, NE16 5EE	Unknown	27.2	5.8
14	Woodmans Arms, NE16 5BB	Independent Free	27.8	4.0
15	Sun Inn, NE16 3AL	Marston's	29.6	6.1
16	Three Tuns, NE16 3AL	Camerons	29.6	6.1
17	Poachers Pocket, NE16 4TJ	Marston's	31.7	6.1
18	Marquis Of Granby, NE16 5ES	Star Pubs & Bars	40.1	7.2
19	Highwayman, NE11 9QJ	Mitchells & Butlers	41.9	8.3
20	Red Kite, NE21 6RT	Star Pubs & Bars	51.3	8.4