

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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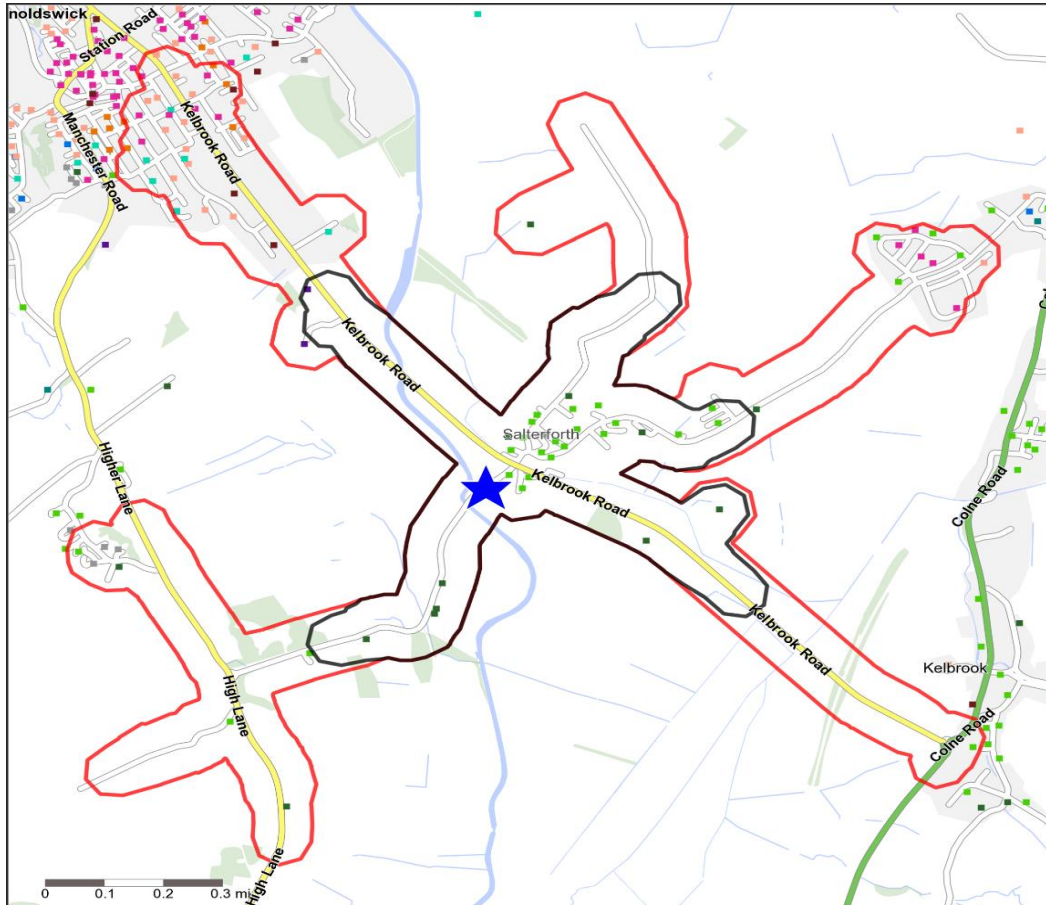
Number of Pubs	1	1	145
Catchment Adults 18+	396	2,179	102,674
Catchment Adults 18+ Per Pub	396	2,179	708
Populaton Projection 2018 to 2028 (% change)	1.09%	0.00%	1.37%

		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	Community Pub	200	50.5	98	1	Community Pub	1,778	81.6	158	1	High Street Pub	71,215	69.4	134
2	Great Pub Great Food	168	42.4	91	2	High Street Pub	1,661	76.2	164	2	Community Pub	67,404	65.6	141
3	Premium Local	168	42.4	67	3	Premium Local	760	34.9	55	3	Premium Local	34,333	33.4	53
4	High Street Pub	118	29.8	230	4	Bit of Style	559	25.7	198	4	Great Pub Great Food	25,799	25.1	194
5	Bit of Style	1	0.3	1	5	Great Pub Great Food	406	18.6	46	5	Bit of Style	16,277	15.9	39
6	Circuit Bar	0	0.0	0	6	Circuit Bar	34	1.6	6	6	Circuit Bar	4,638	4.5	17
7	Craft Led	0	0.0	0	7	Craft Led	11	0.5	5	7	Craft Led	3,210	3.1	30

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	35	8.8	100	126	5.8	65	6,767	6.6	75
C1	41	10.4	84	208	9.5	78	10,553	10.3	84
C2	32	8.1	98	269	12.3	150	10,171	9.9	120
DE	21	5.3	52	243	11.2	108	14,768	14.4	140

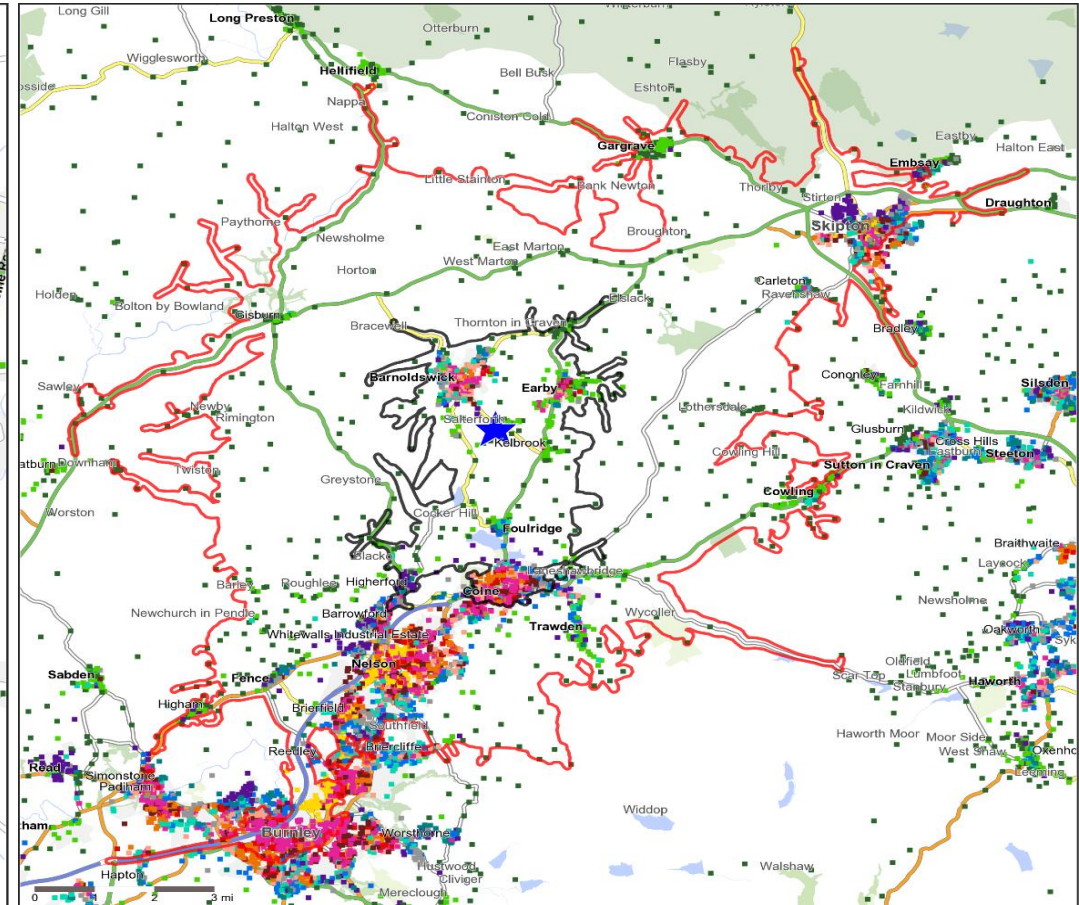
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	96	24.2	73	1,400	64.2	194	60,976	59.4	179
Medium (7-13)	173	43.7	132	594	27.3	82	26,978	26.3	79
High (14-19)	77	19.4	68	156	7.2	25	11,592	11.3	40

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

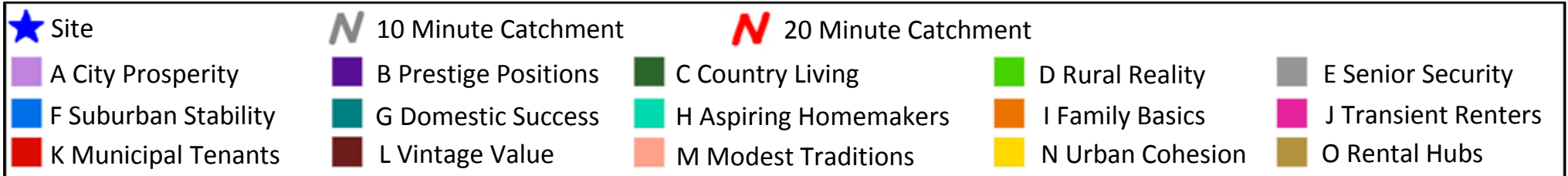


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	8
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	87
B06	Diamond Days	0	0	109	710
B07	Alpha Families	0	0	303	758
B08	Bank of Mum and Dad	2	3	107	746
B09	Empty-Nest Adventure	3	6	344	1,662
C10	Wealthy Landowners	53	93	715	3,168
C11	Rural Vogue	15	18	121	1,081
C12	Scattered Homesteads	11	14	120	961
C13	Village Retirement	28	32	407	1,573
D14	Satellite Settlers	54	80	1,136	3,850
D15	Local Focus	72	170	1,151	2,205
D16	Outlying Seniors	117	215	1,608	2,741
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	22	565
E19	Bungalow Heaven	39	79	1,152	2,506
E20	Classic Grandparents	0	0	176	1,216
E21	Solo Retirees	0	0	259	1,899
F22	Boomerang Boarders	0	0	266	1,916
F23	Family Ties	0	0	29	540
F24	Fledgling Free	0	1	797	1,802
F25	Dependable Me	0	20	268	1,634
G26	Cafés and Catchments	0	0	0	82
G27	Thriving Independence	0	0	4	676
G28	Modern Parents	0	0	90	508
G29	Mid-Career Convention	1	66	923	2,408
H30	Primary Ambitions	0	0	9	801
H31	Affordable Fringe	0	92	553	2,252
H32	First-Rung Futures	0	11	506	2,368
H33	Contemporary Starts	0	0	79	610
H34	New Foundations	0	23	80	256
H35	Flying Solo	0	0	11	234

		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	0	22
I37	Budget Generations	0	0	100	211
I38	Economical Families	0	122	1,460	4,159
I39	Families on a Budget	0	0	736	2,760
J40	Value Rentals	0	459	4,643	8,139
J41	Youthful Endeavours	0	0	109	280
J42	Midlife Renters	0	0	459	2,849
J43	Renting Rooms	0	14	1,245	11,121
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	0	123	422
K48	Mature Workers	0	0	871	3,521
L49	Flatlet Seniors	0	0	368	1,522
L50	Pocket Pensions	0	121	971	2,161
L51	Retirement Communities	0	0	10	529
L52	Estate Veterans	0	0	0	81
L53	Seasoned Survivors	0	18	355	4,014
M54	Down-to-Earth Owners	0	301	1,853	3,133
M55	Back with the Folks	0	0	172	1,020
M56	Self Supporters	0	220	2,077	4,519
N57	Community Elders	0	0	0	135
N58	Culture & Comfort	0	0	0	31
N59	Large Family Living	0	0	0	9,314
N60	Ageing Access	0	0	0	211
O61	Career Builders	0	0	0	186
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	1	468
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	42	42
Total		395	2,178	26,940	102,673

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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 cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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

3. J40 Value Rentals

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



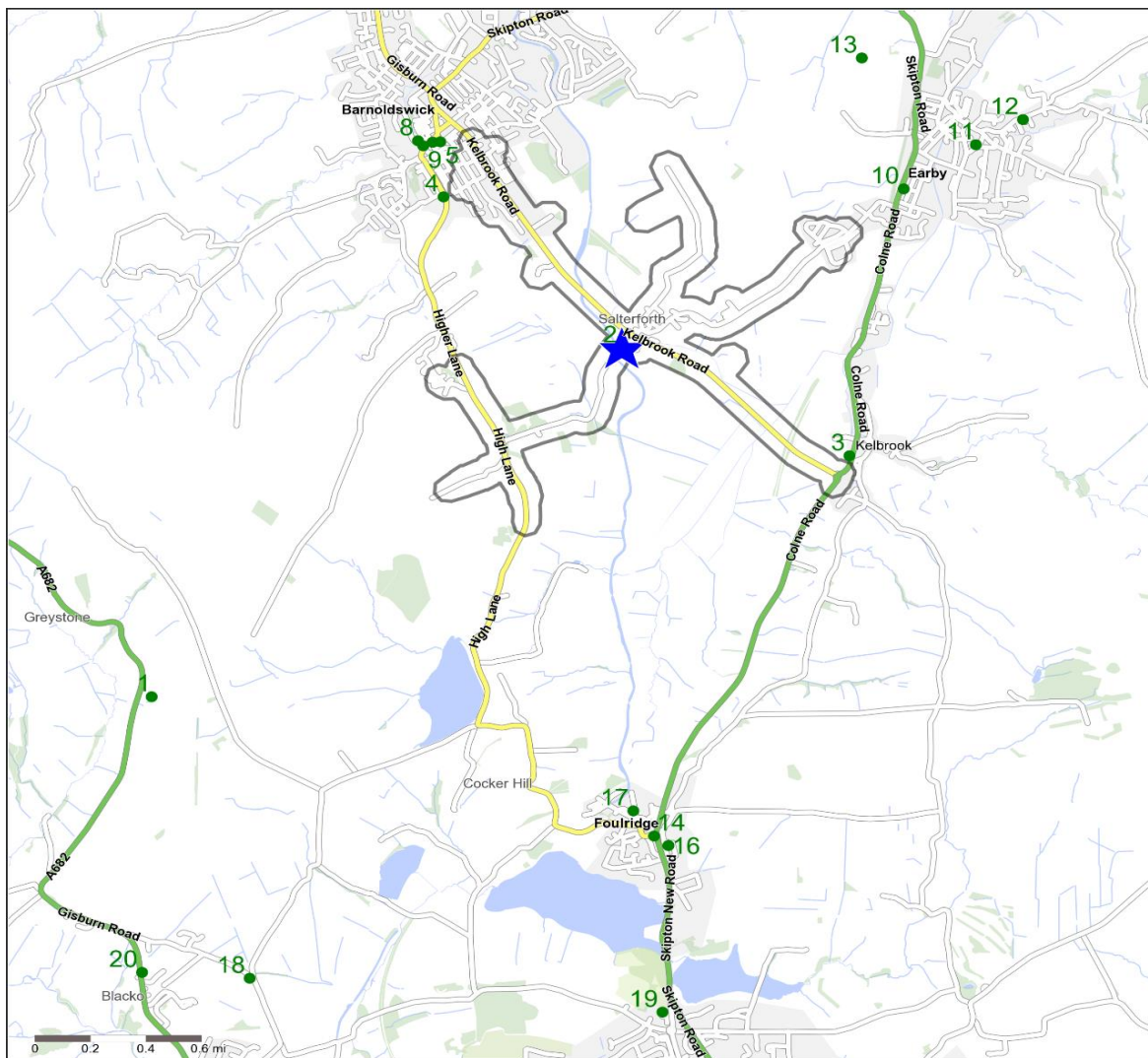
- Late 20s and early 30s
- Singles and cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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	607	27.9	92	356	16.3	100	1,216	55.8	107	
Male: Alone	764	35.1	118	525	24.1	154	890	40.8	77	
Male: Group	233	10.7	47	886	40.7	155	1,059	48.6	98	
Male: Pair	214	9.8	38	428	19.6	129	1,537	70.5	123	
Mixed Sex: Group	254	11.7	51	944	43.3	136	980	45.0	102	
Mixed Sex: Pair	242	11.1	47	803	36.9	113	1,133	52.0	122	
With Children	540	24.8	86	916	42.0	250	723	33.2	63	
Unknown	1,003	46.0	140	23	1.1	6	1,152	52.9	110	
For Eating:										
Upmarket	163	7.5	24	617	28.3	136	1,399	64.2	136	
Midmarket	598	27.4	80	0	0.0	0	1,581	72.6	131	
Downmarket	536	24.6	111	1,238	56.8	163	405	18.6	45	
For Drinking (monthly spend):										
Nothing	918	42.1	139	530	24.3	103	730	33.5	75	
Low (less than £10)	215	9.9	33	1,005	46.1	196	959	44.0	97	
Medium (Between £10 and £40)	169	7.8	25	562	25.8	145	1,448	66.5	132	
High (Greater than £40)	10	0.5	2	675	31.0	151	1,494	68.6	131	

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	22,653	22.1	73	20,606	20.1	123	59,374	57.8	111		
Male: Alone	41,624	40.5	136	15,106	14.7	94	45,901	44.7	84		
Male: Group	17,375	16.9	74	31,807	31.0	118	53,450	52.1	105		
Male: Pair	23,294	22.7	87	30,105	29.3	192	49,233	48.0	84		
Mixed Sex: Group	23,650	23.0	101	25,089	24.4	77	53,893	52.5	120		
Mixed Sex: Pair	17,985	17.5	75	35,776	34.8	107	48,872	47.6	111		
With Children	40,821	39.8	137	21,374	20.8	124	40,438	39.4	74		
Unknown	45,926	44.7	136	8,376	8.2	45	48,330	47.1	98		
For Eating:											
Upmarket	21,032	20.5	67	29,332	28.6	137	52,268	50.9	108		
Midmarket	42,352	41.2	120	3,303	3.2	36	56,977	55.5	100		
Downmarket	22,675	22.1	99	38,494	37.5	107	41,464	40.4	97		
For Drinking (monthly spend):											
Nothing	26,213	25.5	84	19,797	19.3	82	56,622	55.1	123		
Low (less than £10)	16,962	16.5	55	26,450	25.8	110	59,220	57.7	127		
Medium (Between £10 and £40)	14,515	14.1	46	16,208	15.8	89	71,909	70.0	139		
High (Greater than £40)	7,892	7.7	30	22,520	21.9	107	72,221	70.3	135		

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	Moorcock Inn, BB 9 6NG	Independent Free	0.0	10.1
2	Anchor Inn, BB18 5TT	Star Pubs & Bars	0.0	0.1
3	Craven Heifer, BB18 6TF	Independent Free	20.2	2.0
4	Greyhound Inn, BB18 5PW	*Other Small Retail Groups	21.4	3.4
5	Barlick Tap Ale House, BB18 5UQ	Independent Free	22.3	3.8
6	Chewies Bar, BB18 5UR	Independent Free	23.2	4.0
7	Cross Keys, BB18 5UR	Star Pubs & Bars	23.2	4.0
8	Lounge, BB18 5HP	Independent Free	24.1	4.2
9	Fountain Inn, BB18 5UT	*Other Small Retail Groups	24.4	4.1
10	Station Hotel, BB18 6XL	Independent Free	26.3	4.7
11	White Lion Hotel, BB18 6NX	Punch Pub Company	34.7	6.1
12	Red Lion, BB18 6RD	Independent Free	39.2	7.1
13	Punch Bowl, BB18 6JJ	Independent Free	40.1	7.3
14	Potter And Hill, BB 8 7PQ	Independent Free	50.4	4.7
15	Black Lane Ends Tavern, BB 8 7PD	*Other Small Retail Groups	51.6	5.1
16	New Inn, BB 8 7PD	Thwaites	51.6	5.1
17	Cafe Cargo, BB 8 7PP	Independent Free	53.7	5.5
18	Cross Gaits Inn, BB 9 6RF	Marston's	64.7	6.3
19	Langroyd Hall, BB 8 7AN	Milton Pubs and Taverns	64.8	6.8
20	Rising Sun Inn, BB 9 6LS	Independent Free	93.9	8.6