

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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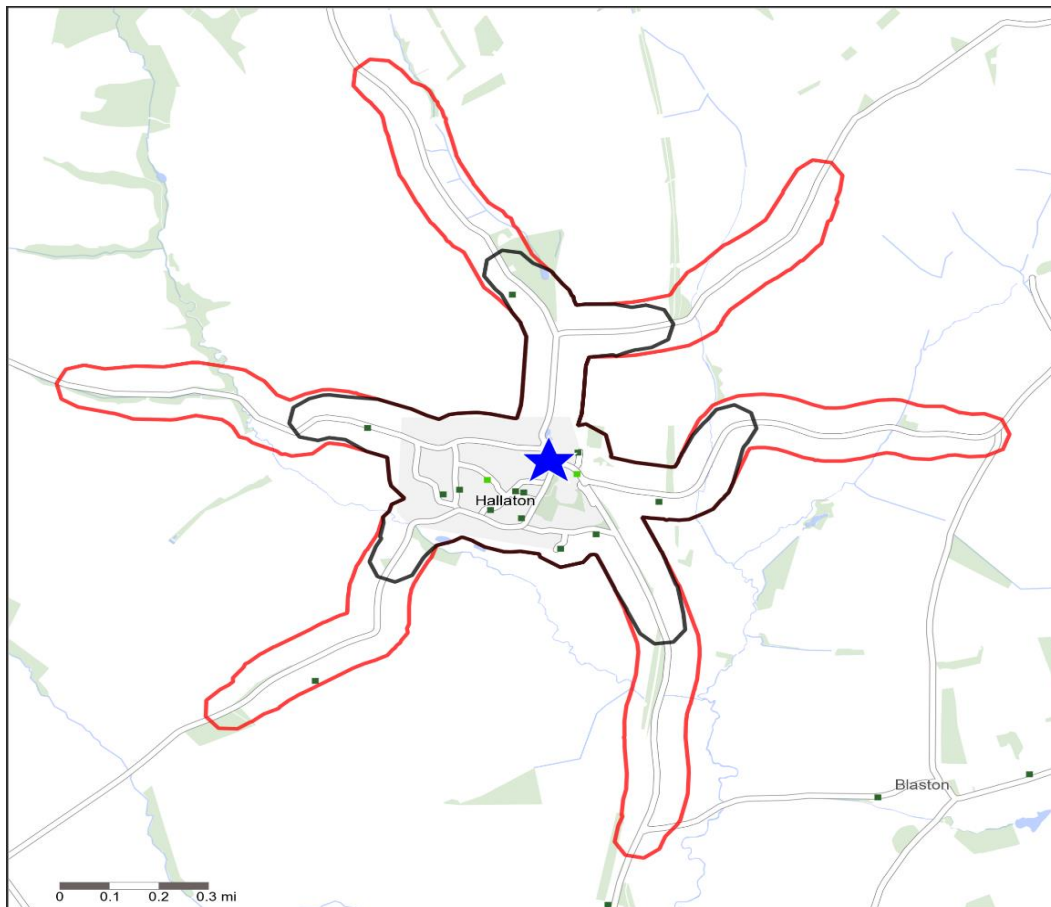
Number of Pubs	2	2	80
Catchment Adults 18+	436	443	48,048
Catchment Adults 18+ Per Pub	218	222	601
Populaton Projection 2018 to 2028 (% change)	7.30%	7.17%	7.77%

		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	Great Pub Great Food	436	100.0	193	1	Great Pub Great Food	443	100.0	193	1	Premium Local	35,139	73.1	141
2	Premium Local	436	100.0	215	2	Premium Local	443	100.0	215	2	Great Pub Great Food	30,385	63.2	136
3	Community Pub	2	0.5	1	3	Community Pub	2	0.5	1	3	High Street Pub	19,196	40.0	63
4	Bit of Style	0	0.0	0	4	Bit of Style	0	0.0	0	4	Community Pub	13,768	28.7	222
5	Circuit Bar	0	0.0	0	5	Circuit Bar	0	0.0	0	5	Bit of Style	10,109	21.0	52
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	4,805	10.0	37
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	1,092	2.3	22

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	68	15.6	176	69	15.6	176	5,665	11.8	133
C1	63	14.4	118	64	14.4	118	5,455	11.4	93
C2	23	5.3	64	23	5.2	63	3,469	7.2	87
DE	20	4.6	45	20	4.5	44	2,988	6.2	60

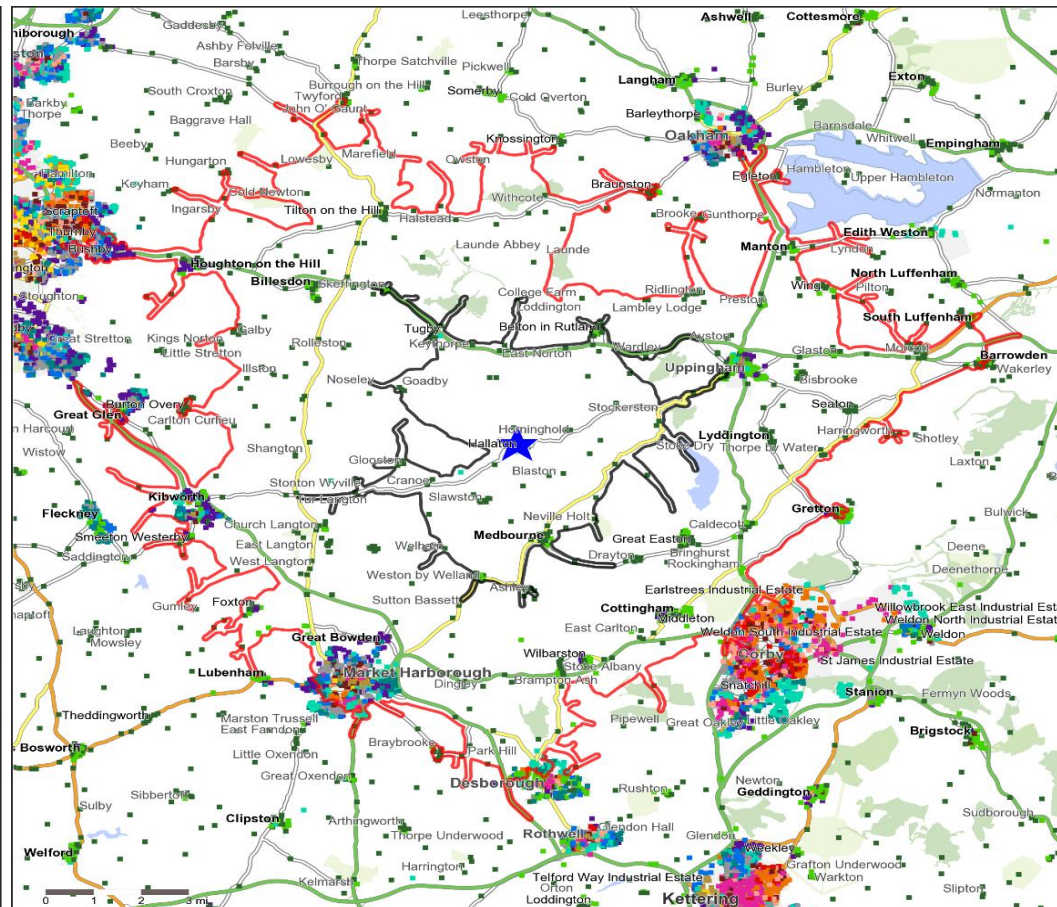
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	15	3.4	10	15	3.4	10	8,277	17.2	52
Medium (7-13)	111	25.5	77	112	25.3	76	15,724	32.7	99
High (14-19)	282	64.7	228	287	64.8	228	20,374	42.4	149

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

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	0
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	0
B05 Premium Fortunes	0	0	0	89
B06 Diamond Days	0	0	0	664
B07 Alpha Families	0	0	13	2,254
B08 Bank of Mum and Dad	0	0	0	1,113
B09 Empty-Nest Adventure	0	0	0	1,938
C10 Wealthy Landowners	35	36	942	4,883
C11 Rural Vogue	143	148	511	1,372
C12 Scattered Homesteads	2	2	115	404
C13 Village Retirement	224	225	955	5,204
D14 Satellite Settlers	32	32	238	4,151
D15 Local Focus	0	0	6	1,110
D16 Outlying Seniors	0	0	32	1,025
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	0	816
E19 Bungalow Heaven	0	0	0	1,117
E20 Classic Grandparents	0	0	0	787
E21 Solo Retirees	0	0	0	558
F22 Boomerang Boarders	0	0	0	1,149
F23 Family Ties	0	0	0	428
F24 Fledgling Free	0	0	0	317
F25 Dependable Me	0	0	0	627
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	0	521
G28 Modern Parents	0	0	0	2,583
G29 Mid-Career Convention	0	0	9	1,672
H30 Primary Ambitions	0	0	0	953
H31 Affordable Fringe	0	0	0	176
H32 First-Rung Futures	0	0	0	378
H33 Contemporary Starts	0	0	0	2,858
H34 New Foundations	0	0	29	194
H35 Flying Solo	0	0	0	537

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	0	537
I37 Budget Generations	0	0	0	553
I38 Economical Families	0	0	0	185
I39 Families on a Budget	0	0	0	0
J40 Value Rentals	0	0	0	288
J41 Youthful Endeavours	0	0	0	6
J42 Midlife Renters	0	0	0	1,564
J43 Renting Rooms	0	0	0	51
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	0	53
K48 Mature Workers	0	0	0	6
L49 Flatlet Seniors	0	0	0	146
L50 Pocket Pensions	0	0	0	603
L51 Retirement Communities	0	0	0	949
L52 Estate Veterans	0	0	0	345
L53 Seasoned Survivors	0	0	0	69
M54 Down-to-Earth Owners	0	0	0	270
M55 Back with the Folks	0	0	0	472
M56 Self Supporters	0	0	0	155
N57 Community Elders	0	0	0	0
N58 Culture & Comfort	0	0	0	0
N59 Large Family Living	0	0	0	0
N60 Ageing Access	0	0	0	197
O61 Career Builders	0	0	0	124
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	0	0	0	778
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	40	818
Total	436	443	2,890	48,047

Top 3 Mosaic Types in a 20 Minute Walktime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



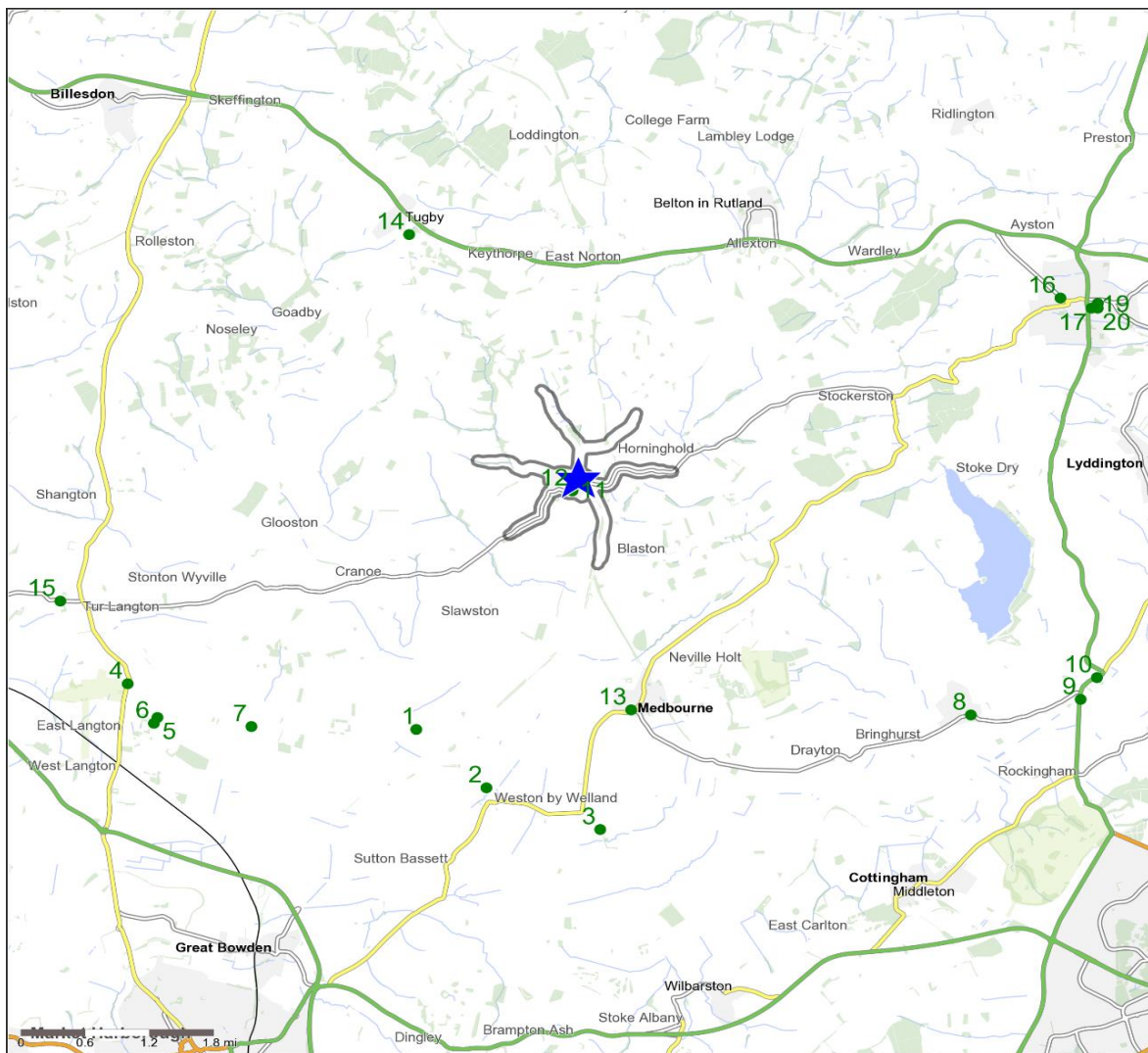
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	0	0.0	0	32	7.2	44	411	92.8	178			
Male: Alone	0	0.0	0	0	0.0	0	443	100.0	188			
Male: Group	0	0.0	0	225	50.8	194	218	49.2	99			
Male: Pair	0	0.0	0	0	0.0	0	443	100.0	174			
Mixed Sex: Group	0	0.0	0	257	58.0	182	186	42.0	96			
Mixed Sex: Pair	32	7.2	31	227	51.2	158	184	41.5	97			
With Children	0	0.0	0	0	0.0	0	443	100.0	189			
Unknown	32	7.2	22	0	0.0	0	411	92.8	194			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	443	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	443	100.0	181			
Downmarket	0	0.0	0	0	0.0	0	443	100.0	240			
For Drinking (monthly spend):												
Nothing	2	0.5	1	148	33.4	141	293	66.1	148			
Low (less than £10)	227	51.2	172	180	40.6	173	36	8.1	18			
Medium (Between £10 and £40)	0	0.0	0	263	59.4	333	180	40.6	81			
High (Greater than £40)	0	0.0	0	36	8.1	40	407	91.9	176			

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	12,816	26.7	88	8,956	18.6	114	25,459	53.0	102	
Male: Alone	8,987	18.7	63	5,241	10.9	70	33,002	68.7	129	
Male: Group	6,227	13.0	57	12,957	27.0	103	28,046	58.4	118	
Male: Pair	6,860	14.3	55	2,217	4.6	30	38,153	79.4	138	
Mixed Sex: Group	5,298	11.0	48	23,784	49.5	155	18,148	37.8	86	
Mixed Sex: Pair	15,426	32.1	137	12,837	26.7	82	18,967	39.5	92	
With Children	9,080	18.9	65	7,284	15.2	90	30,866	64.2	121	
Unknown	12,205	25.4	77	8,517	17.7	99	26,508	55.2	115	
For Eating:										
Upmarket	11,011	22.9	75	8,236	17.1	82	27,983	58.2	123	
Midmarket	7,909	16.5	48	1,080	2.2	25	38,241	79.6	144	
Downmarket	6,701	13.9	63	16,968	35.3	101	23,561	49.0	118	
For Drinking (monthly spend):										
Nothing	9,417	19.6	65	10,846	22.6	96	26,967	56.1	125	
Low (less than £10)	18,294	38.1	128	13,052	27.2	116	15,884	33.1	73	
Medium (Between £10 and £40)	12,775	26.6	87	14,419	30.0	168	20,036	41.7	83	
High (Greater than £40)	9,511	19.8	76	9,561	19.9	97	28,158	58.6	112	

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	Old Red Lion, LE16 7UJ	King Henry's Taverns	0.0	8.2
2	Wheel & Compass Inn, LE16 8HZ	Independent Free	0.0	8.6
3	George Inn, LE16 8HF	Independent Free	0.0	9.2
4	Langton Arms, LE16 7SY	Little Britain Pub Company	0.0	10.7
5	Bell Inn, LE16 7TW	Independent Free	0.0	11.6
6	Old Barn Inn & Restaurant, LE16 7SB	Independent Free	0.0	11.7
7	Bakers Arms, LE16 7TS	Wellington	0.0	11.8
8	Sun Inn, LE16 8SR	*Other Small Retail Groups	0.0	12.4
9	Castle, LE16 8RT	Wellington	0.0	15.5
10	Plough, LE16 8RS	Independent Free	0.0	15.6
11	Fox Inn, LE16 8UJ	Star Pubs & Bars	0.9	0.2
12	Bewicke Arms, LE16 8UB	Independent Free	3.3	0.5
13	Neville Arms, LE16 8EE	Independent Free	52.8	6.9
14	Fox & Hounds, LE 7 9WB	Independent Free	76.7	7.4
15	Crown Inn, LE 8 0PJ	Independent Free	107.5	10.9
16	Exeter Arms, LE15 9SB	Independent Free	113.3	11.3
17	Vaults, LE15 9QH	Independent Free	118.0	12.2
18	Crown Hotel, LE15 9PY	Everards	118.5	12.5
19	Falcon Hotel, LE15 9PY	Greene King	118.5	12.5
20	Royal Oak, LE15 9QR	Independent Free	119.9	12.6