

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

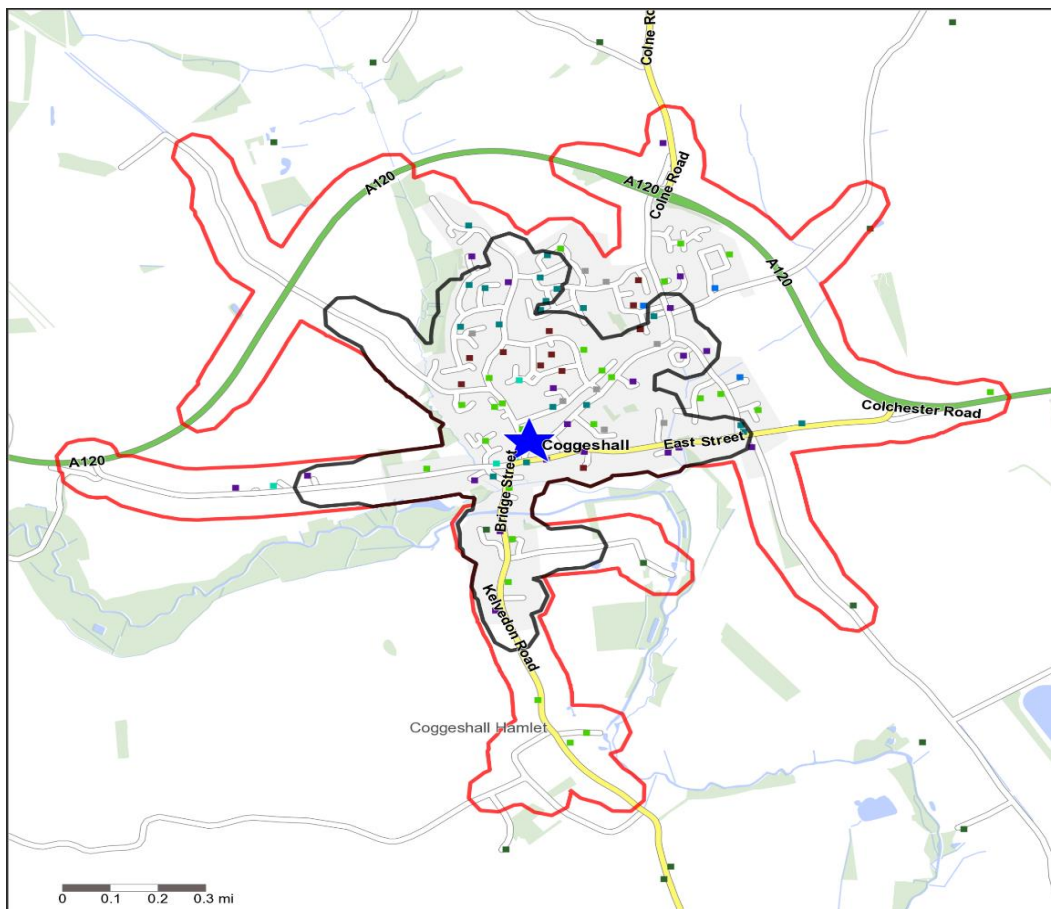
Number of Pubs	5	5	192
Catchment Adults 18+	2,443	3,747	184,893
Catchment Adults 18+ Per Pub	489	749	963
Populaton Projection 2018 to 2028 (% change)	5.74%	6.26%	8.26%

		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	Premium Local	1,831	74.9	145	1	Premium Local	2,815	75.1	145	1	High Street Pub	131,462	71.1	137
2	Great Pub Great Food	1,741	71.3	153	2	Great Pub Great Food	2,601	69.4	149	2	Premium Local	107,492	58.1	125
3	High Street Pub	1,271	52.0	83	3	High Street Pub	1,920	51.2	81	3	Community Pub	88,901	48.1	76
4	Bit of Style	758	31.0	240	4	Community Pub	1,103	29.4	228	4	Great Pub Great Food	83,476	45.1	349
5	Community Pub	743	30.4	75	5	Bit of Style	1,073	28.6	71	5	Bit of Style	57,359	31.0	77
6	Circuit Bar	142	5.8	22	6	Circuit Bar	165	4.4	16	6	Circuit Bar	30,698	16.6	62
7	Craft Led	128	5.2	51	7	Craft Led	128	3.4	33	7	Craft Led	16,304	8.8	86

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	284	11.6	131	436	11.6	132	17,223	9.3	105
C1	290	11.9	97	444	11.8	97	25,591	13.8	113
C2	171	7.0	85	263	7.0	85	16,811	9.1	110
DE	138	5.6	55	212	5.7	55	16,116	8.7	85

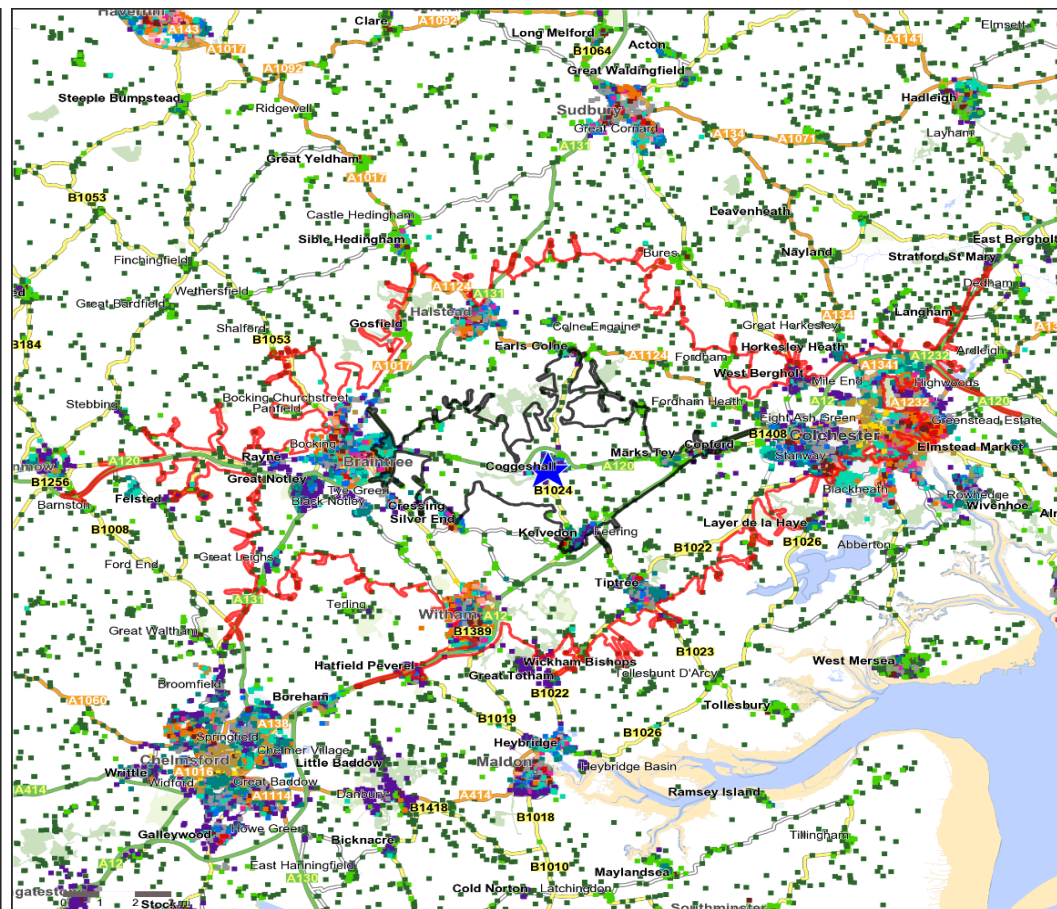
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	329	13.5	41	491	13.1	40	43,308	23.4	71
Medium (7-13)	687	28.1	85	1,092	29.1	88	66,863	36.2	109
High (14-19)	1,013	41.5	146	1,546	41.3	145	63,573	34.4	121

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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	406
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	4
B05	Premium Fortunes	0	0	26	275
B06	Diamond Days	57	68	79	1,148
B07	Alpha Families	115	233	674	3,942
B08	Bank of Mum and Dad	127	182	821	4,154
B09	Empty-Nest Adventure	75	84	263	4,036
C10	Wealthy Landowners	14	72	560	3,579
C11	Rural Vogue	1	31	406	2,303
C12	Scattered Homesteads	0	5	54	361
C13	Village Retirement	14	31	815	5,338
D14	Satellite Settlers	662	914	2,915	8,785
D15	Local Focus	4	82	476	2,751
D16	Outlying Seniors	68	114	601	1,976
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	59	74	125	3,666
E19	Bungalow Heaven	0	0	240	4,479
E20	Classic Grandparents	0	26	78	3,025
E21	Solo Retirees	45	99	177	6,132
F22	Boomerang Boarders	0	0	11	4,877
F23	Family Ties	5	85	296	4,562
F24	Fledgling Free	0	0	35	1,169
F25	Dependable Me	0	20	111	4,616
G26	Cafés and Catchments	0	0	21	1,922
G27	Thriving Independence	143	143	526	6,618
G28	Modern Parents	0	0	1,289	6,916
G29	Mid-Career Convention	441	732	2,352	8,122
H30	Primary Ambitions	0	0	832	10,450
H31	Affordable Fringe	0	0	11	1,304
H32	First-Rung Futures	39	39	39	4,282
H33	Contemporary Starts	47	70	722	6,765
H34	New Foundations	0	0	69	1,041
H35	Flying Solo	56	56	210	1,451

		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	547	9,863
I37	Budget Generations	0	0	7	630
I38	Economical Families	0	0	14	563
I39	Families on a Budget	0	0	0	993
J40	Value Rentals	0	0	12	205
J41	Youthful Endeavours	0	0	0	872
J42	Midlife Renters	0	0	220	8,901
J43	Renting Rooms	0	0	0	1,477
K44	Inner City Stalwarts	0	0	0	35
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	40	1,394
K48	Mature Workers	0	0	0	214
L49	Flatlet Seniors	0	0	0	1,244
L50	Pocket Pensions	265	339	553	3,105
L51	Retirement Communities	162	175	302	2,488
L52	Estate Veterans	13	41	154	4,024
L53	Seasoned Survivors	0	0	0	78
M54	Down-to-Earth Owners	0	0	9	618
M55	Back with the Folks	0	0	22	4,299
M56	Self Supporters	0	0	0	855
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	2
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	3,315
O61	Career Builders	33	33	33	4,100
O62	Central Pulse	0	0	0	2,289
O63	Flexible Workforce	0	0	0	1,100
O64	Bus-Route Renters	0	0	168	9,816
O65	Learners & Earners	0	0	0	1,442
O66	Student Scene	0	0	0	246
U99	Unclassified	0	0	8	268
Total		2,445	3,748	16,923	184,891

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



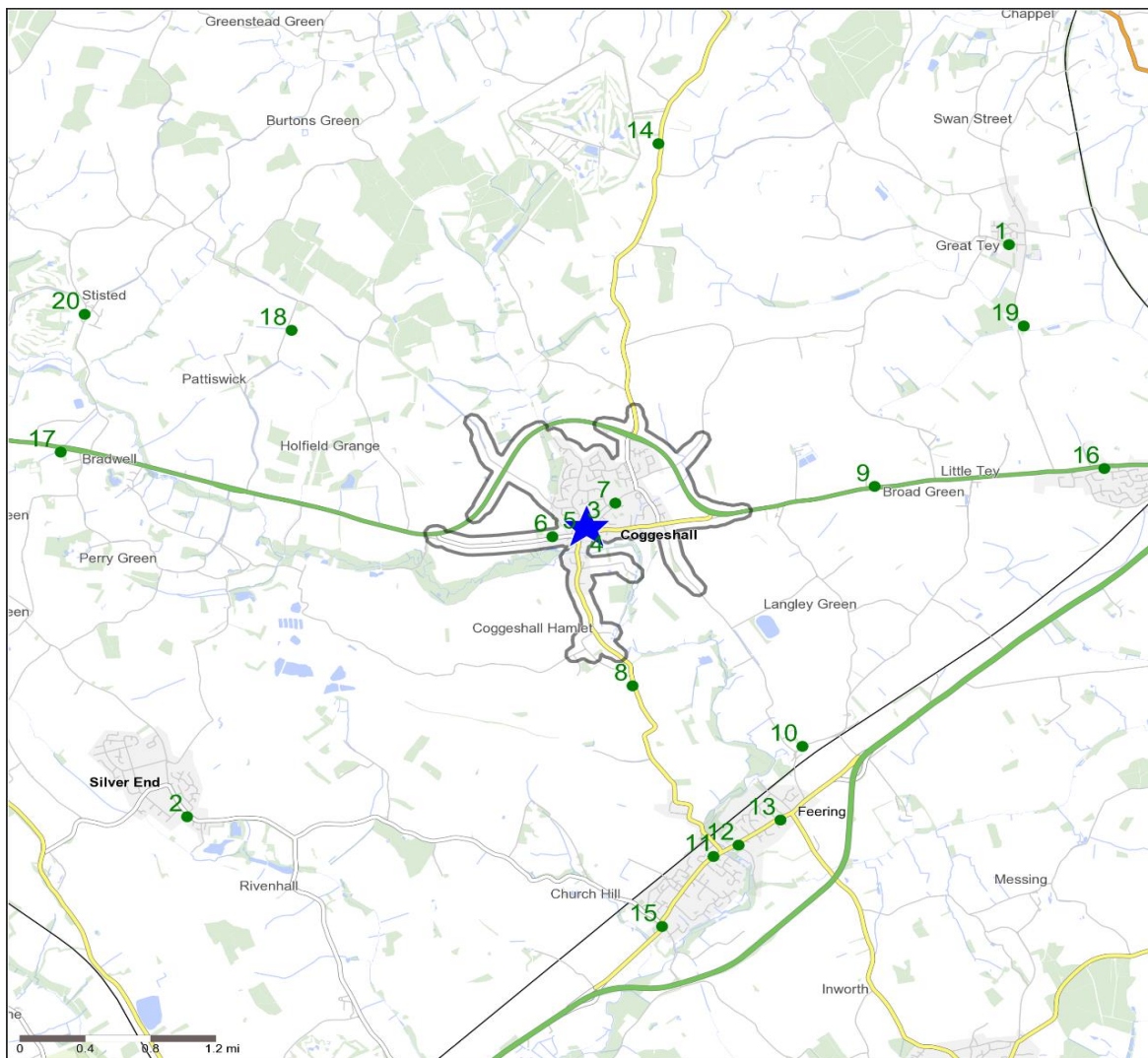
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	337	9.0	30	1,262	33.7	206	2,148	57.3	110		
Male: Alone	733	19.6	66	908	24.2	155	2,106	56.2	105		
Male: Group	444	11.8	52	1,053	28.1	107	2,250	60.0	121		
Male: Pair	640	17.1	65	158	4.2	28	2,949	78.7	137		
Mixed Sex: Group	267	7.1	31	1,999	53.3	167	1,481	39.5	90		
Mixed Sex: Pair	1,939	51.7	221	287	7.7	24	1,521	40.6	95		
With Children	180	4.8	17	952	25.4	151	2,616	69.8	132		
Unknown	1,813	48.4	147	268	7.2	40	1,667	44.5	93		
For Eating:											
Upmarket	1,158	30.9	101	376	10.0	48	2,214	59.1	125		
Midmarket	300	8.0	23	56	1.5	17	3,391	90.5	164		
Downmarket	131	3.5	16	1,320	35.2	101	2,296	61.3	147		
For Drinking (monthly spend):											
Nothing	495	13.2	44	1,206	32.2	136	2,047	54.6	122		
Low (less than £10)	1,213	32.4	108	1,161	31.0	132	1,373	36.6	81		
Medium (Between £10 and £40)	1,177	31.4	103	373	10.0	56	2,197	58.6	117		
High (Greater than £40)	384	10.2	40	1,015	27.1	132	2,348	62.7	120		

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	72,741	39.3	130	32,855	17.8	109	79,029	42.7	82	
Male: Alone	55,809	30.2	101	29,002	15.7	101	99,814	54.0	101	
Male: Group	47,236	25.5	112	48,650	26.3	100	88,739	48.0	97	
Male: Pair	54,601	29.5	113	19,048	10.3	68	110,976	60.0	105	
Mixed Sex: Group	43,142	23.3	102	78,342	42.4	133	63,141	34.2	78	
Mixed Sex: Pair	69,369	37.5	160	57,652	31.2	96	57,604	31.2	73	
With Children	57,797	31.3	108	31,802	17.2	102	95,026	51.4	97	
Unknown	53,559	29.0	88	47,276	25.6	143	83,790	45.3	95	
For Eating:										
Upmarket	70,849	38.3	125	42,235	22.8	110	71,542	38.7	82	
Midmarket	65,778	35.6	104	13,590	7.4	81	105,257	56.9	103	
Downmarket	47,831	25.9	116	70,695	38.2	110	66,098	35.7	86	
For Drinking (monthly spend):										
Nothing	54,391	29.4	97	49,012	26.5	112	81,222	43.9	98	
Low (less than £10)	64,865	35.1	118	57,283	31.0	132	62,477	33.8	74	
Medium (Between £10 and £40)	63,176	34.2	112	30,621	16.6	93	90,828	49.1	98	
High (Greater than £40)	54,501	29.5	114	33,463	18.1	88	96,661	52.3	100	

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	Chequers Inn, CO 6 1JS	Hawthorn Leisure	0.0	9.9
2	Western Arms, CM 8 3SD	Greene King	0.0	11.0
3	Baumanns Brasserie, CO 6 1TT	Independent Free	0.0	0.4
4	Chapel Inn, CO 6 1TS	Star Pubs & Bars	0.6	0.2
5	White Hart Hotel, CO 6 1NH	Greene King	1.8	0.4
6	West Street Vineyard, CO 6 1NS	Independent Free	4.8	1.0
7	Woolpack Inn, CO 6 1UB	Admiral Taverns Ltd	5.7	1.2
8	George & Dragon, CO 5 9PL	*Other Small Retail Groups	23.8	4.1
9	Kings Arms, CO 6 1RU	Independent Free	35.9	4.2
10	Bell Inn, CO 5 9QQ	Gray & Sons	46.2	6.8
11	Railway Tavern, CO 5 9JD	Star Pubs & Bars	52.2	7.7
12	Sun Inn, CO 5 9NH	Shepherd Neame	53.4	8.1
13	Blue Anchor, CO 5 9PY	Ei Group	56.1	8.4
14	Bird In Hand, CO 6 2JX	Independent Free	56.4	5.8
15	Angel, CO 5 9AN	Punch Pub Company	63.3	9.8
16	Red Lion, CO 6 1LT	Punch Pub Company	63.9	6.8
17	Dolphin, CM77 8EU	Greene King	67.4	6.0
18	Compasses Inn, CM77 8BG	Independent Free	78.8	7.6
19	Barn Brasserie, CO 6 1JE	Independent Free	88.0	7.8
20	Onley Arms, CM77 8AW	Admiral Taverns Ltd	95.1	8.2