

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	4	173
Catchment Adults 18+	1,928	5,442	238,564
Catchment Adults 18+ Per Pub	964	1,361	1,379
Populaton Projection 2020 to 2030 (% change)	4.51%	5.18%	6.84%

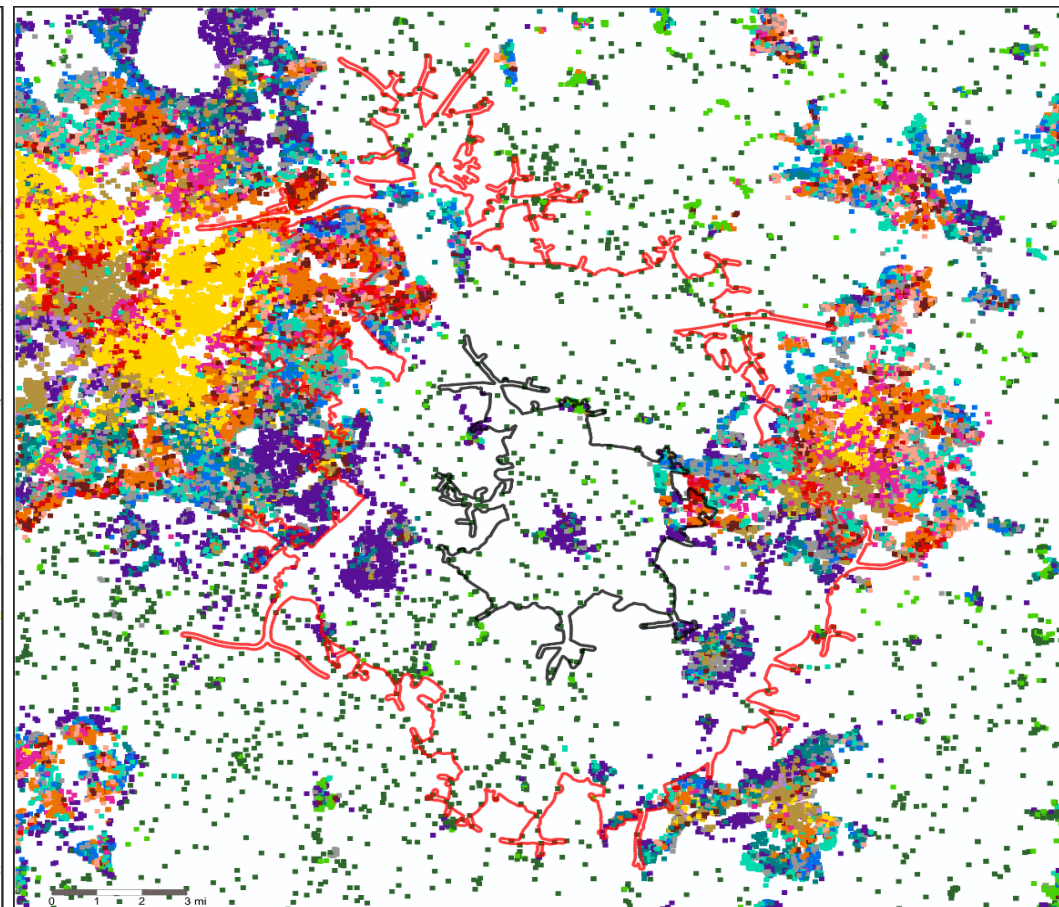
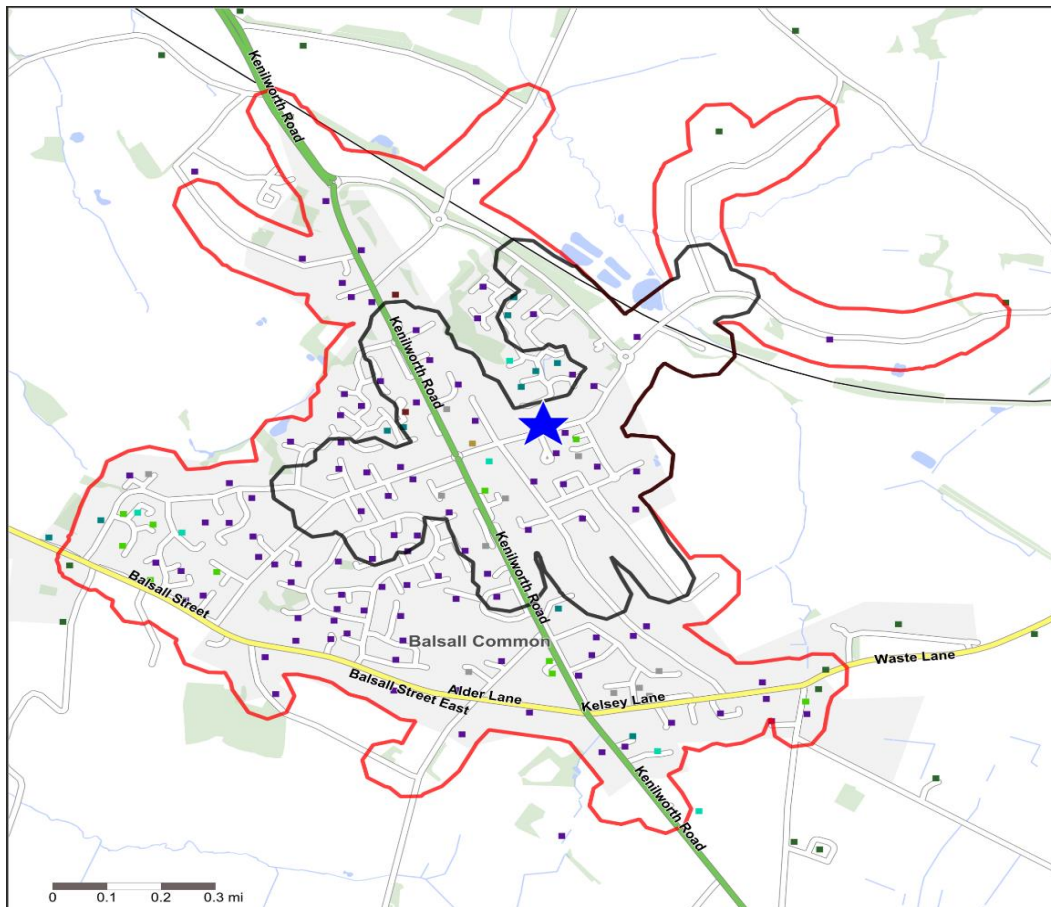
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,847	95.8	182	1	Premium Local	5,186	95.3	182	1	High Street Pub	166,702	69.9	133
2	Great Pub Great Food	1,789	92.8	198	2	Great Pub Great Food	4,942	90.8	194	2	Premium Local	150,433	63.1	134
3	High Street Pub	506	26.2	41	3	High Street Pub	1,066	19.6	31	3	Community Pub	122,455	51.3	80
4	Community Pub	299	15.5	108	4	Bit of Style	875	16.1	112	4	Great Pub Great Food	118,833	49.8	348
5	Bit of Style	289	15.0	37	5	Community Pub	673	12.4	31	5	Bit of Style	61,314	25.7	64
6	Circuit Bar	58	3.0	10	6	Circuit Bar	348	6.4	22	6	Circuit Bar	35,220	14.8	52
7	Craft Led	24	1.2	11	7	Craft Led	133	2.4	22	7	Craft Led	29,386	12.3	109

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	348	18.0	204	948	17.4	196	23,880	10.0	113
C1	225	11.7	95	608	11.2	91	28,258	11.8	96
C2	79	4.1	50	217	4.0	48	16,724	7.0	85
DE	46	2.4	23	144	2.6	26	19,119	8.0	78

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)	53	2.7	8	185	3.4	10	60,112	25.2	76
Medium (7-13)	217	11.3	34	685	12.6	38	81,800	34.3	103
High (14-19)	1,578	81.8	287	4,333	79.6	279	81,228	34.0	120

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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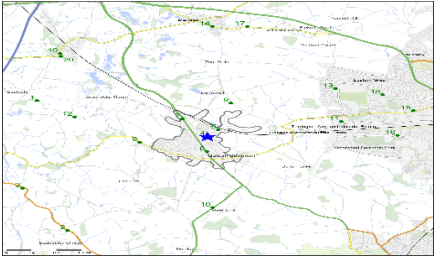
Adults 18+ by Mosaic Type in Each Catchment

		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	193
A03	Penthouse Chic	0	0	0	25
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	65	482	1,132	9,803
B06	Diamond Days	227	499	1,230	10,902
B07	Alpha Families	830	1,830	2,659	12,000
B08	Bank of Mum and Dad	138	334	914	6,905
B09	Empty-Nest Adventure	59	303	911	6,331
C10	Wealthy Landowners	3	164	1,698	6,894
C11	Rural Vogue	0	1	151	931
C12	Scattered Homesteads	0	1	20	155
C13	Village Retirement	0	96	600	2,572
D14	Satellite Settlers	43	316	1,107	3,515
D15	Local Focus	0	0	143	349
D16	Outlying Seniors	0	0	197	499
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	194	387	645	11,262
E19	Bungalow Heaven	0	0	307	2,996
E20	Classic Grandparents	0	0	219	8,626
E21	Solo Retirees	0	0	28	8,518
F22	Boomerang Boarders	0	0	247	5,003
F23	Family Ties	0	0	93	4,861
F24	Fledgling Free	0	0	94	1,068
F25	Dependable Me	0	0	334	5,350
G26	Cafés and Catchments	0	0	0	1,705
G27	Thriving Independence	79	186	387	9,048
G28	Modern Parents	96	228	844	2,128
G29	Mid-Career Convention	33	84	763	6,668
H30	Primary Ambitions	0	0	140	9,866
H31	Affordable Fringe	0	0	0	8,066
H32	First-Rung Futures	0	0	385	8,432
H33	Contemporary Starts	58	244	1,811	3,662
H34	New Foundations	0	0	2	852
H35	Flying Solo	0	104	171	2,134

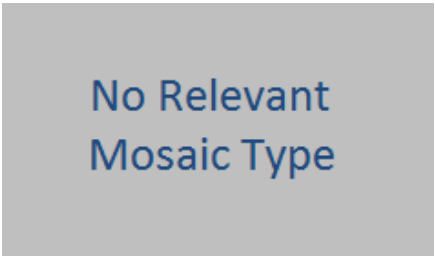
		10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile		Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy	0	0	362	2,719
I37	Budget Generations	0	0	150	3,011
I38	Economical Families	0	0	395	4,590
I39	Families on a Budget	0	0	273	5,706
J40	Value Rentals	0	0	175	1,788
J41	Youthful Endeavours	0	0	215	1,728
J42	Midlife Renters	0	0	162	4,960
J43	Renting Rooms	0	0	150	884
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	1,702
K47	Single Essentials	0	0	986	3,983
K48	Mature Workers	0	0	275	3,786
L49	Flatlet Seniors	0	0	237	1,144
L50	Pocket Pensions	0	0	42	1,749
L51	Retirement Communities	81	152	152	4,959
L52	Estate Veterans	0	0	120	2,703
L53	Seasoned Survivors	0	0	138	2,651
M54	Down-to-Earth Owners	0	0	25	1,510
M55	Back with the Folks	0	0	59	4,151
M56	Self Supporters	0	0	100	2,082
N57	Community Elders	0	0	0	203
N58	Culture & Comfort	0	0	0	152
N59	Large Family Living	0	0	0	53
N60	Ageing Access	0	0	34	2,810
O61	Career Builders	24	29	162	3,795
O62	Central Pulse	0	0	154	623
O63	Flexible Workforce	0	0	0	91
O64	Bus-Route Renters	0	0	556	3,412
O65	Learners & Earners	0	0	33	7,059
O66	Student Scene	0	0	0	3,244
U99	Unclassified	0	0	0	0
Total		1,930	5,440	22,187	238,567

Top 3 Mosaic Types in a 20 Minute Walktime

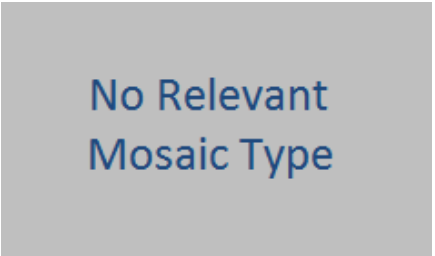
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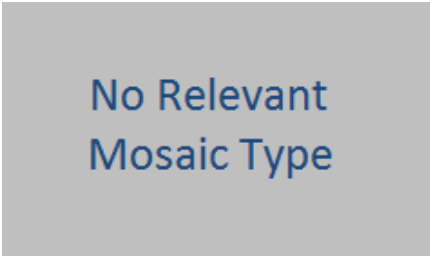


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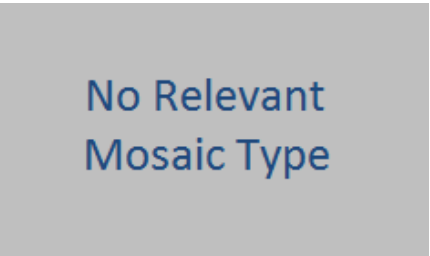


Top 3 Mosaic Types in a 20 Minute Drivetime

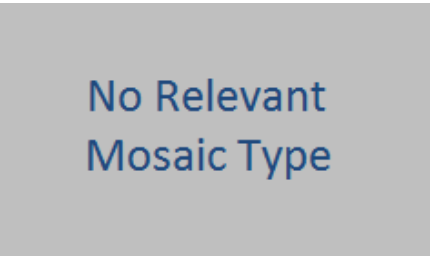
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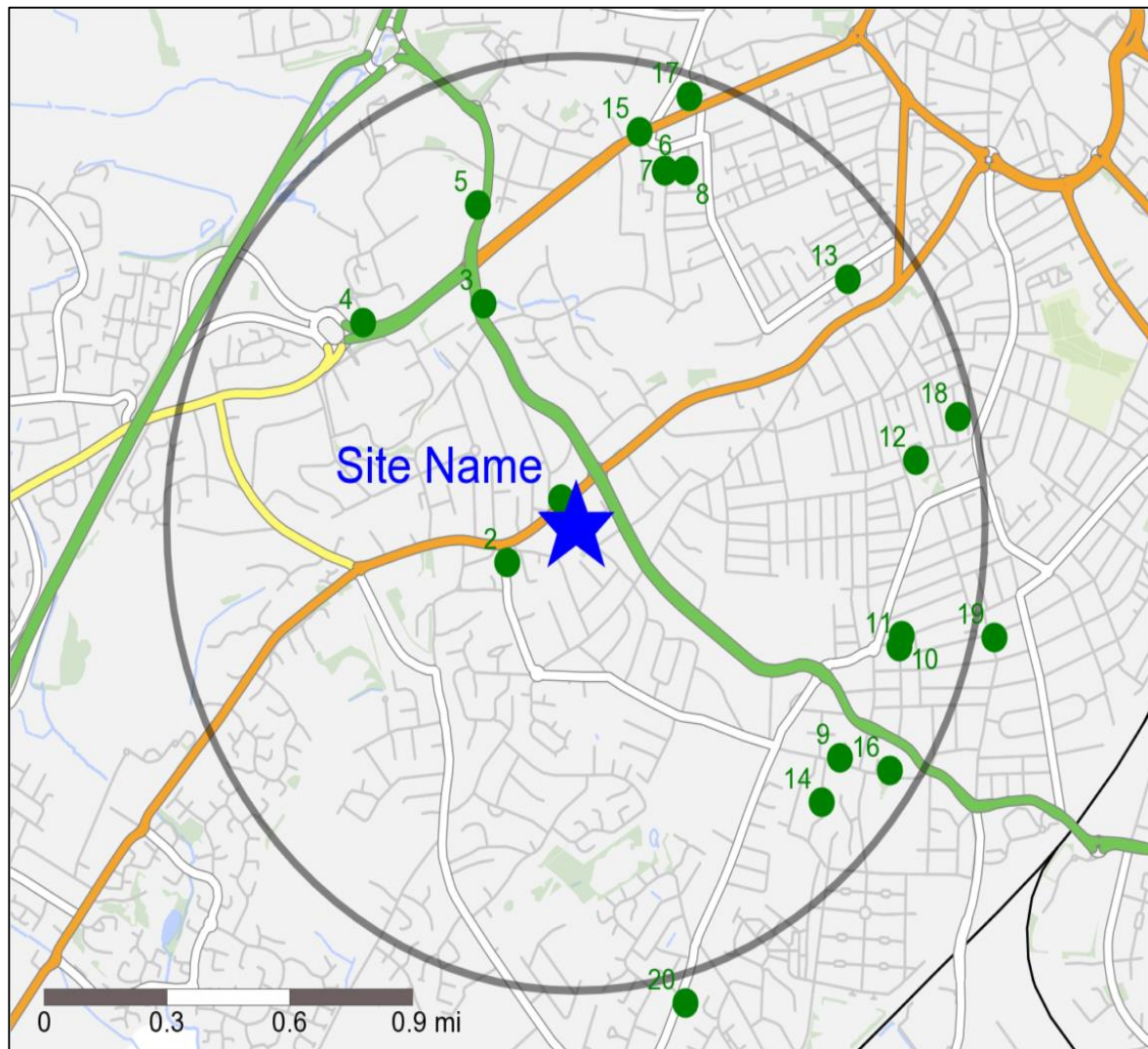


Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

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	807	14.8	46	2,176	40.0	235	2,460	45.2	89	
Male: Alone	152	2.8	9	527	9.7	58	4,763	87.5	163	
Male: Group	0	0.0	0	514	9.4	35	4,928	90.6	181	
Male: Pair	152	2.8	11	0	0.0	0	5,290	97.2	166	
Mixed Sex: Group	334	6.1	25	1,073	19.7	61	4,035	74.1	171	
Mixed Sex: Pair	962	17.7	73	429	7.9	24	4,051	74.4	174	
With Children	332	6.1	21	827	15.2	87	4,283	78.7	149	
Unknown	628	11.5	33	1,235	22.7	123	3,579	65.8	141	
For Eating:										
Upmarket	795	14.6	45	2,245	41.3	191	2,402	44.1	96	
Midmarket	363	6.7	19	104	1.9	21	4,975	91.4	167	
Downmarket	0	0.0	0	1,297	23.8	68	4,145	76.2	184	
For Drinking (monthly spend):										
Nothing	335	6.2	20	616	11.3	48	4,491	82.5	180	
Low (less than £10)	1,546	28.4	96	317	5.8	25	3,579	65.8	141	
Medium (Between £10 and £40)	1,930	35.5	115	2,121	39.0	215	1,391	25.6	50	
High (Greater than £40)	894	16.4	62	1,415	26.0	125	3,132	57.6	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	71,882	30.1	93	34,337	14.4	85	132,345	55.5	109	
Male: Alone	59,572	25.0	84	38,255	16.0	97	140,737	59.0	110	
Male: Group	46,672	19.6	85	62,800	26.3	97	129,092	54.1	108	
Male: Pair	57,522	24.1	92	33,586	14.1	92	147,456	61.8	106	
Mixed Sex: Group	58,983	24.7	100	49,260	20.6	64	130,321	54.6	126	
Mixed Sex: Pair	72,231	30.3	125	60,043	25.2	76	106,290	44.6	104	
With Children	62,976	26.4	89	33,967	14.2	81	141,621	59.4	113	
Unknown	47,290	19.8	57	53,327	22.4	121	137,947	57.8	124	
For Eating:										
Upmarket	77,270	32.4	101	45,075	18.9	87	116,218	48.7	105	
Midmarket	74,851	31.4	87	12,479	5.2	57	151,235	63.4	116	
Downmarket	73,602	30.9	133	63,769	26.7	76	101,193	42.4	102	
For Drinking (monthly spend):										
Nothing	71,092	29.8	97	48,012	20.1	85	119,460	50.1	110	
Low (less than £10)	84,155	35.3	119	38,957	16.3	69	115,452	48.4	104	
Medium (Between £10 and £40)	98,913	41.5	135	37,788	15.8	87	101,864	42.7	84	
High (Greater than £40)	60,257	25.3	96	65,949	27.6	133	112,358	47.1	89	

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	Malt Shovel, B 92 0JP	Independent Free	0.0	8.9
2	Orange Tree Inn, B 93 0BN	Mortons Bar & Grill Ltd	0.0	10.9
3	Black Boy, B 93 0EB	Independent Free	0.0	11.0
4	Brickmakers Arms, CV 7 7EG	Star Pubs & Bars	0.0	0.2
5	Railway Hotel, CV 7 7EF	Ei Group	5.7	1.3
6	White Horse, CV 7 7DT	Wells & Co	10.3	1.9
7	George In The Tree, CV 7 7EX	Whittbread	15.7	2.7
8	Ye Olde Saracens Head, CV 7 7AS	Marston's	24.4	5.0
9	Bear Inn, CV 7 7BB	Greene King	26.0	3.9
10	Tipperary Inn, CV 8 1PW	Ei Group	46.5	6.0
11	Bell Inn, CV 4 9HS	Milton Pubs and Taverns	49.2	7.2
12	Bulls Head, B 92 0JU	Star Pubs & Bars	54.9	7.1
13	Penny Farthing, CV 4 9AE	Marston's	63.6	9.3
14	Bulls Head, CV 7 7NN	Mitchells & Butlers	69.3	9.2
15	Newlands, CV 4 9DJ	Mitchells & Butlers	69.8	11.8
16	Sovereign, CV 4 8DA	Admiral Taverns Ltd	72.2	10.4
17	Queens Head, CV 7 7JP	Star Pubs & Bars	74.3	10.3
18	Black Prince, CV 4 9QS	Star Pubs & Bars	85.5	11.7
19	White Lion, B 92 0AA	Star Pubs & Bars	98.2	10.8
20	Beeches Bar & Grill, B 92 0AH	Independent Free	100.0	11.3