

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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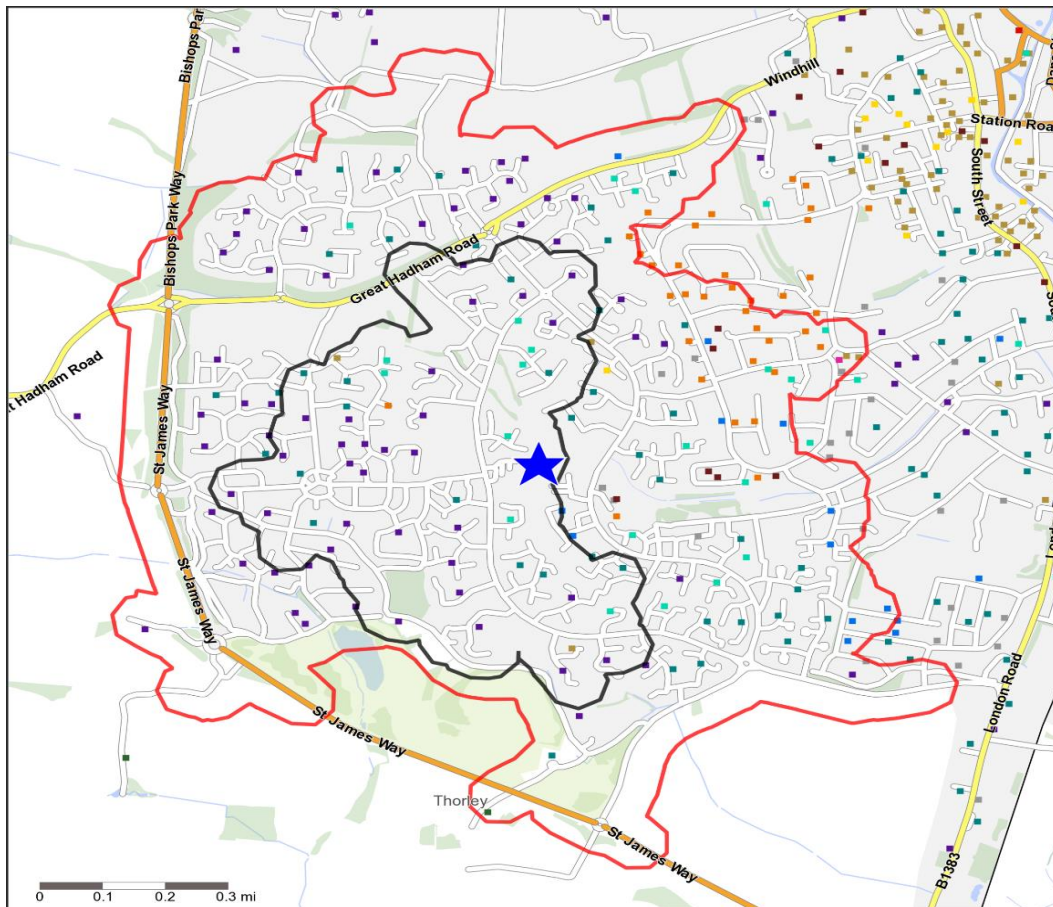
Number of Pubs	2	2	122
Catchment Adults 18+	3,272	10,174	99,293
Catchment Adults 18+ Per Pub	1,636	5,087	814
Populaton Projection 2018 to 2028 (% change)	10.62%	10.19%	10.53%

		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	3,188	97.4	188	1	Premium Local	8,848	87.0	168	1	Premium Local	67,246	67.7	131
2	Great Pub Great Food	3,097	94.7	203	2	Great Pub Great Food	8,277	81.4	175	2	High Street Pub	62,995	63.4	136
3	High Street Pub	1,467	44.8	71	3	High Street Pub	6,173	60.7	96	3	Great Pub Great Food	60,123	60.6	96
4	Bit of Style	1,410	43.1	333	4	Bit of Style	4,425	43.5	336	4	Community Pub	41,538	41.8	324
5	Community Pub	269	8.2	20	5	Community Pub	2,003	19.7	49	5	Bit of Style	32,337	32.6	81
6	Craft Led	153	4.7	17	6	Craft Led	441	4.3	16	6	Circuit Bar	10,889	11.0	41
7	Circuit Bar	59	1.8	18	7	Circuit Bar	282	2.8	27	7	Craft Led	8,261	8.3	81

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	549	16.8	190	1,464	14.4	163	10,979	11.1	125
C1	493	15.1	123	1,475	14.5	118	13,395	13.5	110
C2	216	6.6	80	758	7.5	90	8,196	8.3	100
DE	149	4.6	44	566	5.6	54	7,347	7.4	72

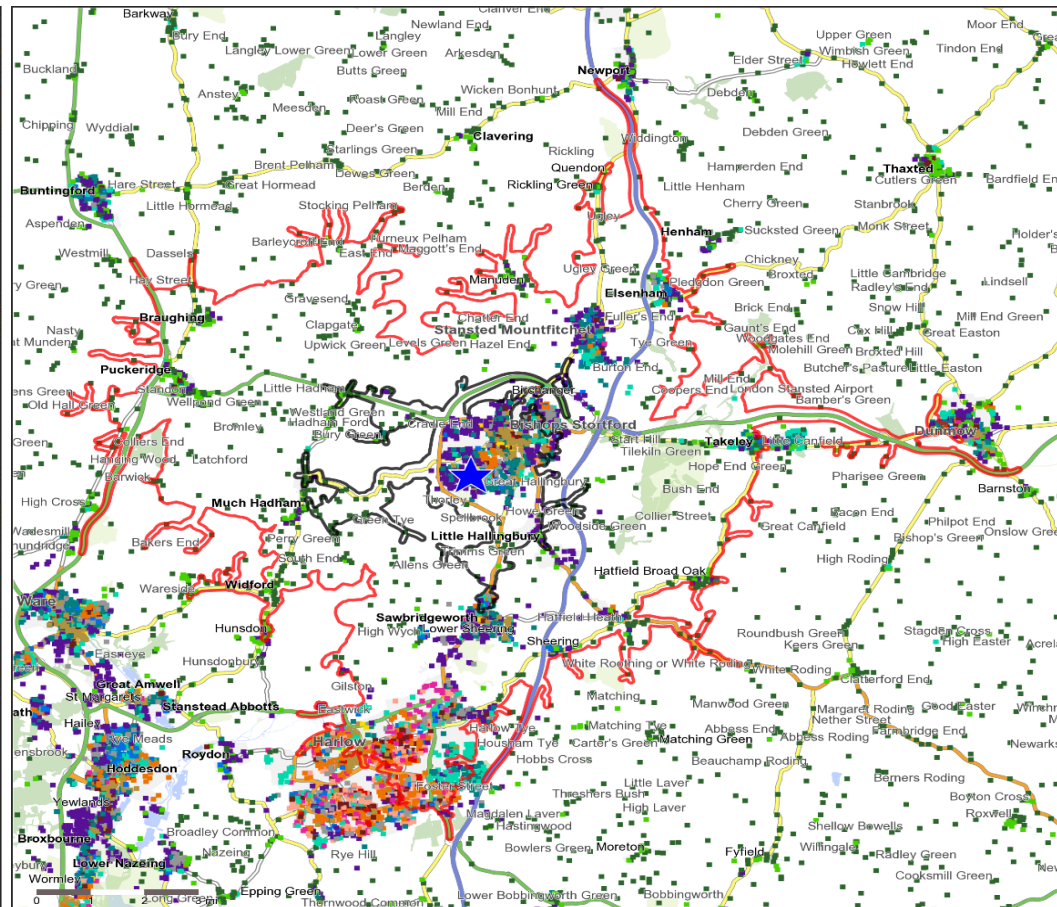
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	89	2.7	8	798	7.8	24	16,158	16.3	49
Medium (7-13)	531	16.2	49	2,202	21.6	65	29,661	29.9	90
High (14-19)	2,764	84.5	297	7,626	75.0	264	54,172	54.6	192

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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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

		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	87	100
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	172	386	1,070	1,523
B06	Diamond Days	0	0	1,071	2,236
B07	Alpha Families	663	1,558	2,718	5,838
B08	Bank of Mum and Dad	829	1,465	2,283	4,591
B09	Empty-Nest Adventure	82	309	450	1,694
C10	Wealthy Landowners	0	32	874	5,524
C11	Rural Vogue	0	9	102	1,271
C12	Scattered Homesteads	0	0	0	30
C13	Village Retirement	0	1	170	2,405
D14	Satellite Settlers	0	2	249	4,141
D15	Local Focus	0	0	60	825
D16	Outlying Seniors	0	0	51	798
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	252	1,241	4,146
E19	Bungalow Heaven	0	17	144	323
E20	Classic Grandparents	0	17	269	523
E21	Solo Retirees	0	33	160	2,156
F22	Boomerang Boarders	0	107	138	482
F23	Family Ties	0	281	517	1,386
F24	Fledgling Free	0	6	7	203
F25	Dependable Me	92	216	323	701
G26	Cafés and Catchments	91	164	1,906	2,240
G27	Thriving Independence	148	1,240	3,332	7,585
G28	Modern Parents	522	1,188	1,230	2,378
G29	Mid-Career Convention	11	426	719	3,686
H30	Primary Ambitions	486	965	1,685	4,690
H31	Affordable Fringe	0	7	88	297
H32	First-Rung Futures	0	60	112	441
H33	Contemporary Starts	0	0	59	3,492
H34	New Foundations	0	0	13	774
H35	Flying Solo	59	208	311	851

		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	25	779	1,883	8,640
I37	Budget Generations	0	0	0	349
I38	Economical Families	0	0	0	56
I39	Families on a Budget	0	0	0	76
J40	Value Rentals	0	0	0	137
J41	Youthful Endeavours	0	0	0	514
J42	Midlife Renters	0	0	56	2,403
J43	Renting Rooms	0	2	2	2
K44	Inner City Stalwarts	0	0	42	82
K45	City Diversity	0	0	100	100
K46	High Rise Residents	0	0	0	189
K47	Single Essentials	0	0	0	1,006
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	0	0	98
L50	Pocket Pensions	0	186	344	1,441
L51	Retirement Communities	0	10	691	959
L52	Estate Veterans	0	8	29	1,949
L53	Seasoned Survivors	0	0	0	118
M54	Down-to-Earth Owners	0	0	0	140
M55	Back with the Folks	0	0	75	3,525
M56	Self Supporters	0	0	0	622
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	66	337	392
O61	Career Builders	94	159	3,651	5,062
O62	Central Pulse	0	0	592	610
O63	Flexible Workforce	0	14	266	292
O64	Bus-Route Renters	0	0	688	2,910
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	110	291
Total		3,274	10,173	30,305	99,293

Top 3 Mosaic Types in a 20 Minute Walktime

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

2. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



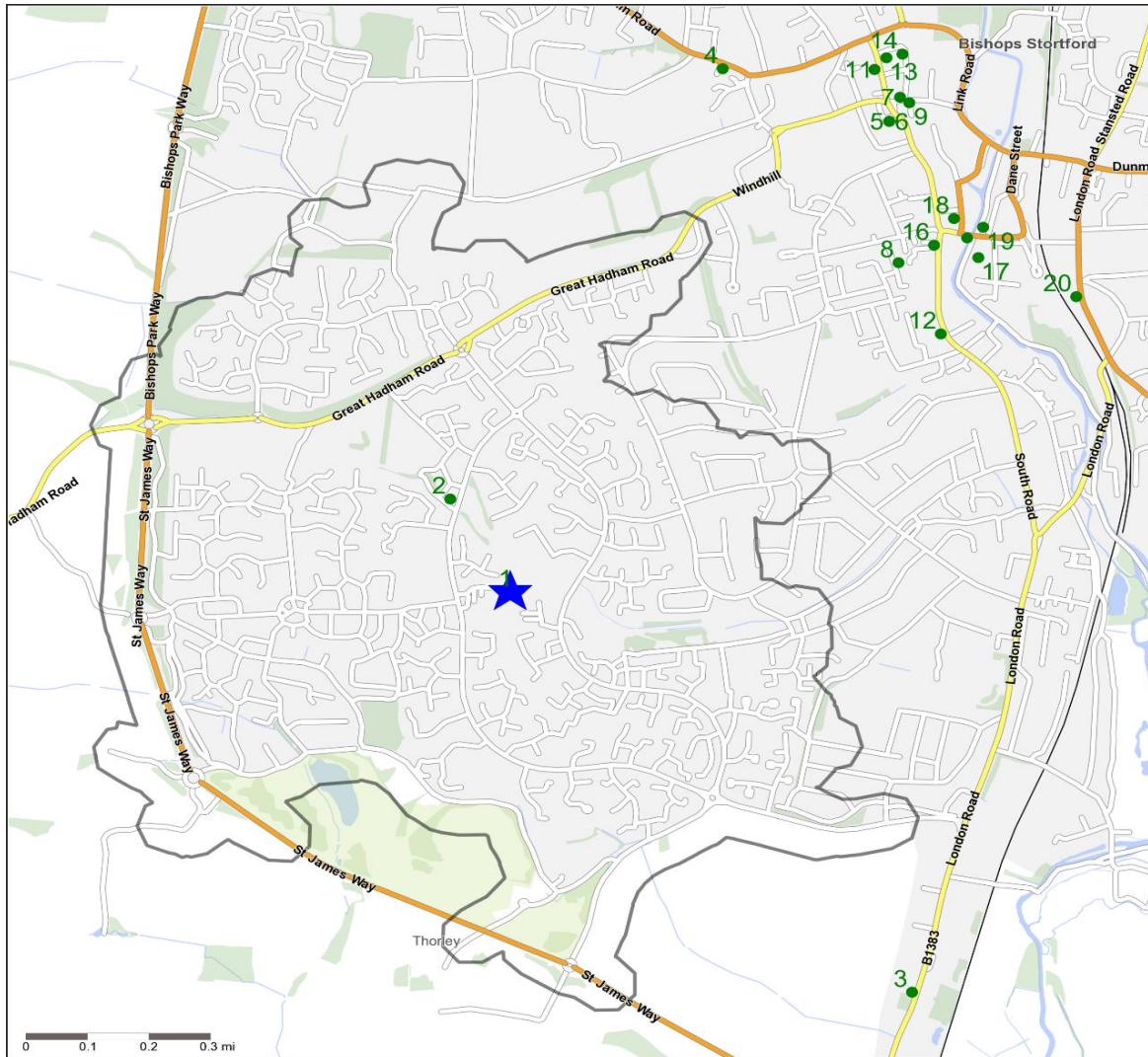
- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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	4,087	40.2	133	2,506	24.6	151	3,581	35.2	68			
Male: Alone	889	8.7	29	3,014	29.6	190	6,272	61.6	116			
Male: Group	1,027	10.1	44	2,893	28.4	109	6,254	61.5	124			
Male: Pair	678	6.7	26	311	3.1	20	9,185	90.3	157			
Mixed Sex: Group	1,834	18.0	79	3,694	36.3	114	4,646	45.7	104			
Mixed Sex: Pair	3,493	34.3	146	2,678	26.3	81	4,002	39.3	92			
With Children	2,712	26.7	92	1,219	12.0	71	6,243	61.4	116			
Unknown	2,699	26.5	81	1,590	15.6	87	5,886	57.9	121			
For Eating:												
Upmarket	3,862	38.0	124	4,768	46.9	225	1,544	15.2	32			
Midmarket	3,223	31.7	92	987	9.7	108	5,964	58.6	106			
Downmarket	1,600	15.7	71	4,459	43.8	126	4,115	40.4	97			
For Drinking (monthly spend):												
Nothing	3,688	36.2	120	2,516	24.7	105	3,970	39.0	87			
Low (less than £10)	4,997	49.1	165	1,029	10.1	43	4,148	40.8	90			
Medium (Between £10 and £40)	5,383	52.9	173	1,769	17.4	97	3,022	29.7	59			
High (Greater than £40)	4,719	46.4	179	2,098	20.6	100	3,358	33.0	63			

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	29,513	29.7	98	25,153	25.3	155	44,335	44.7	86	
Male: Alone	16,258	16.4	55	20,219	20.4	130	62,525	63.0	118	
Male: Group	13,492	13.6	59	22,528	22.7	87	62,982	63.4	128	
Male: Pair	18,122	18.3	70	4,869	4.9	32	76,011	76.6	133	
Mixed Sex: Group	15,852	16.0	70	36,576	36.8	115	46,574	46.9	107	
Mixed Sex: Pair	27,283	27.5	117	29,138	29.3	90	42,581	42.9	100	
With Children	20,329	20.5	71	20,006	20.1	120	58,667	59.1	112	
Unknown	26,506	26.7	81	24,643	24.8	138	47,853	48.2	101	
For Eating:										
Upmarket	34,855	35.1	115	29,515	29.7	143	34,632	34.9	74	
Midmarket	30,504	30.7	89	10,181	10.3	114	58,317	58.7	106	
Downmarket	15,263	15.4	69	33,526	33.8	97	50,213	50.6	122	
For Drinking (monthly spend):										
Nothing	27,813	28.0	93	17,632	17.8	75	53,557	53.9	120	
Low (less than £10)	31,006	31.2	105	22,412	22.6	96	45,584	45.9	101	
Medium (Between £10 and £40)	30,703	30.9	101	22,731	22.9	128	45,568	45.9	91	
High (Greater than £40)	27,980	28.2	109	24,243	24.4	119	46,779	47.1	90	

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	Marne Inn, CM23 4EG	Star Pubs & Bars	0.0	0.2
2	Harvest Moon, CM23 4RF	Greene King	5.4	1.3
3	Coach & Horses, CM23 4AS	McMullen & Sons Ltd	28.4	5.6
4	Bricklayers Arms, CM23 2QY	Independent Free	28.7	5.7
5	Baroosh, CM23 3UU	McMullen & Sons Ltd	29.3	5.9
6	Unico, CM23 3UU	Independent Free	29.3	5.9
7	Star, CM23 2JU	Stonegate Pub Company	29.3	5.9
8	Castle, CM23 3TG	Independent Free	29.3	8.2
9	Black Lion, CM23 2JY	Star Pubs & Bars	29.6	6.1
10	Bills, CM23 2LD	Bills	29.9	6.0
11	Half Moon, CM23 2LD	Ei Group	29.9	6.0
12	Jolly Brewers, CM23 3BQ	Star Pubs & Bars	30.2	8.1
13	Bishop's Cave, CM23 2LW	Independent Free	30.5	6.1
14	Water Lane, CM23 2JZ	Anglian Country Inns Ltd	31.4	6.3
15	Rose & Crown, CM23 3BL	Greene King	32.3	7.4
16	Bridge House, CM23 3BG	Independent Free	32.3	7.8
17	Bacchus, CM23 3BP	Independent Free	32.9	7.7
18	Port Jackson, CM23 3AJ	Wetherspoon	33.2	7.6
19	Fountain, CM23 3BJ	Independent Free	33.5	7.7
20	Three Tuns, CM23 5NF	Greene King	37.7	7.9