

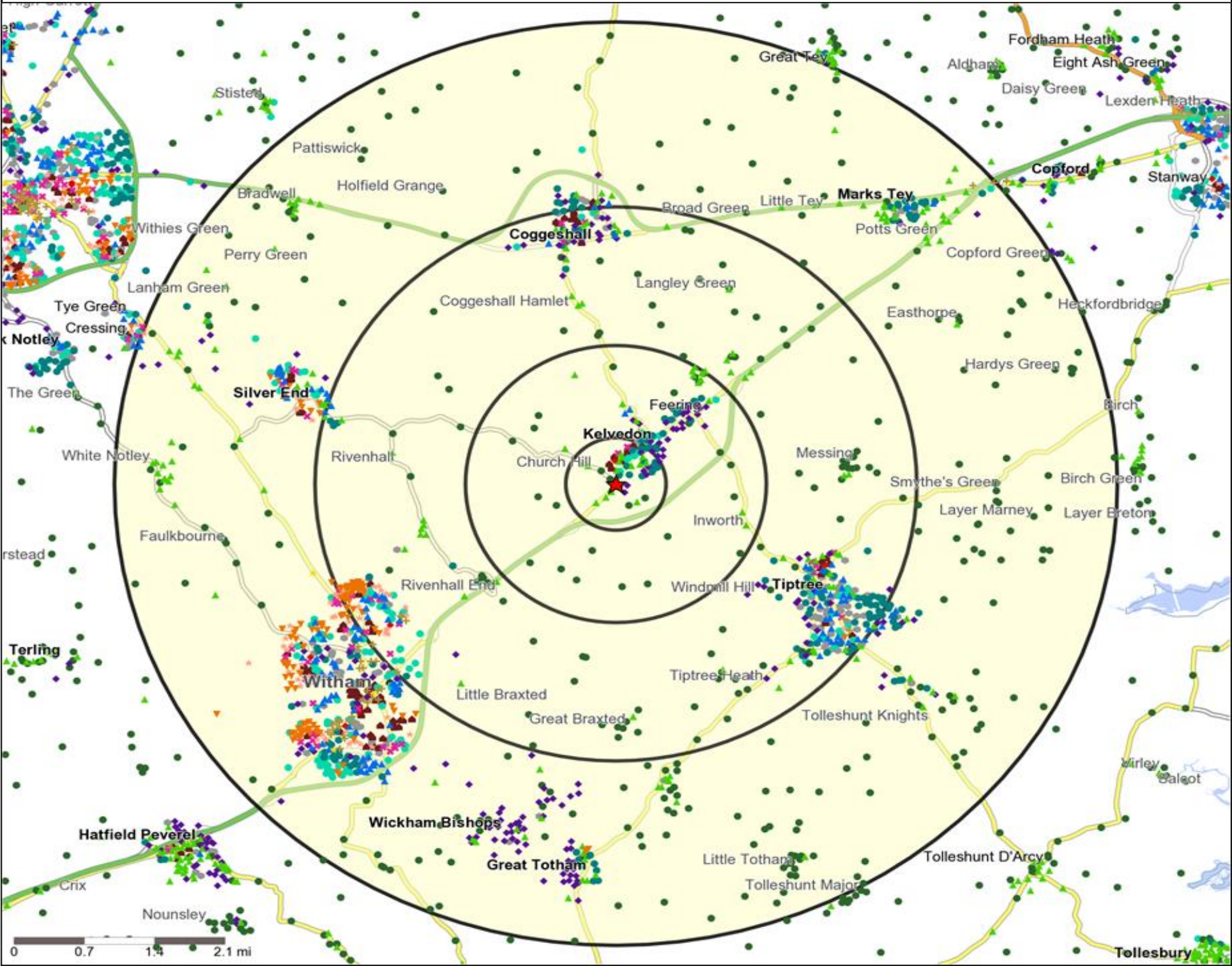
★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

Age Data Table						Index:				
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
0-15	2,228	6,893	9,610	11,534	11,593	98	91	92	91	91
16-17	318	987	1,343	1,583	1,599	113	105	104	101	102
18-24	1,668	4,318	5,384	6,078	6,103	152	118	107	100	100
25-34	2,002	5,288	6,679	7,686	7,718	120	96	88	84	84
35-44	1,470	4,312	5,743	7,002	7,026	95	84	82	82	82
45-54	1,626	5,493	7,525	9,205	9,269	94	96	96	97	97
55-64	1,220	4,624	6,528	8,201	8,231	89	101	104	108	108
65+	1,627	8,555	12,705	15,965	16,066	74	117	127	132	132
Population estimate 2015	12,159	40,470	55,517	67,254	67,605	100	100	100	100	100

Ethnicity - Census 2011			Count:			%:				
	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min
	Miles	Miles	Miles	Miles	Drivetime	Miles	Miles	Miles	Miles	Drivetime
White	11,907	40,159	55,407	67,245	67,597	95%	96%	96%	97%	97%
Mixed / Multiple Ethnic Groups	184	483	589	647	651	1%	1%	1%	1%	1%
Asian / Asian British	346	985	1,122	1,161	1,162	3%	2%	2%	2%	2%
Black / African / Caribbean / Black British	62	191	210	218	218	0%	0%	0%	0%	0%
Other Ethnic Group	62	165	184	204	204	0%	0%	0%	0%	0%
All People (Ethnic Group)	12,561	41,983	57,512	69,475	69,832	100	100	100	100	100



Mosaic UK Map and Data: ANGEL, KELVEDON (200914)



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- Location

0.5, 1.5, 3 & 5 Mile Distance

Rivers, Canals and Lakes
- Mosaic UK Groups**

A City Prosperity

B Prestige Positions

C Country Living
- D Rural Reality

E Senior Security

F Suburban Stability

G Domestic Success
- H Aspiring Homemakers

I Family Basics

J Transient Renters

K Municipal Challenge
- L Vintage Value

M Modest Traditions

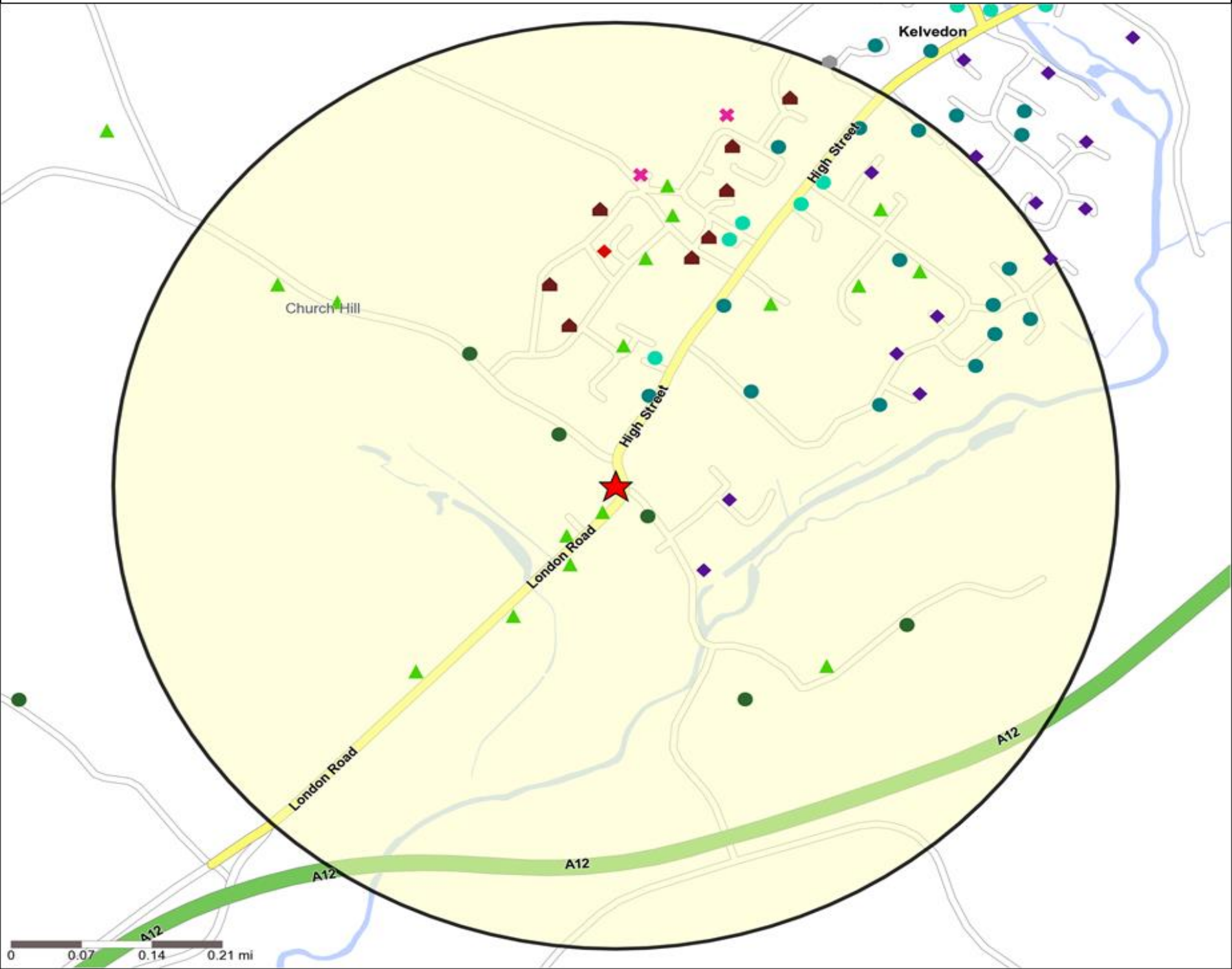
N Urban Cohesion

O Rental Hubs

Mosaic UK Data Table (Residential)	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	13	13	13	13	0	1	1	1	1
B Prestige Positions (18+)	0	433	1,469	1,559	1,559	0	18	45	40	39
C Country Living (18+)	0	3	236	1,466	1,405	0	0	8	39	37
D Rural Reality (18+)	0	7	327	3,172	3,376	0	0	11	85	90
E Senior Security (18+)	198	3,909	7,508	9,631	9,684	25	148	208	219	219
F Suburban Stability (18+)	54	2,505	3,999	5,366	5,365	9	126	147	163	162
G Domestic Success (18+)	5	430	724	1,500	1,501	1	16	19	33	33
H Aspiring Homemakers (18+)	365	1,436	2,522	2,868	2,868	42	49	62	58	58
I Family Basics (18+)	780	3,867	6,361	6,574	6,639	112	165	198	169	170
J Transient Renters (18+)	4,967	7,440	7,826	7,837	7,836	895	397	305	252	250
K Municipal Challenge (18+)	307	343	471	611	611	54	18	18	19	19
L Vintage Value (18+)	952	4,752	5,357	5,772	5,788	157	233	192	170	169
M Modest Traditions (18+)	356	1,409	1,695	1,714	1,714	78	91	80	67	66
N Urban Cohesion (18+)	36	725	725	725	725	7	43	31	26	26
O Rental Hubs (18+)	1,592	5,172	5,172	5,172	5,172	215	207	151	124	124
Adults 18+ estimate 2015	9,612	32,444	44,405	53,980	54,256	100	100	100	100	100



Mosaic UK Map and Data: ANGEL, KELVEDON (200914)



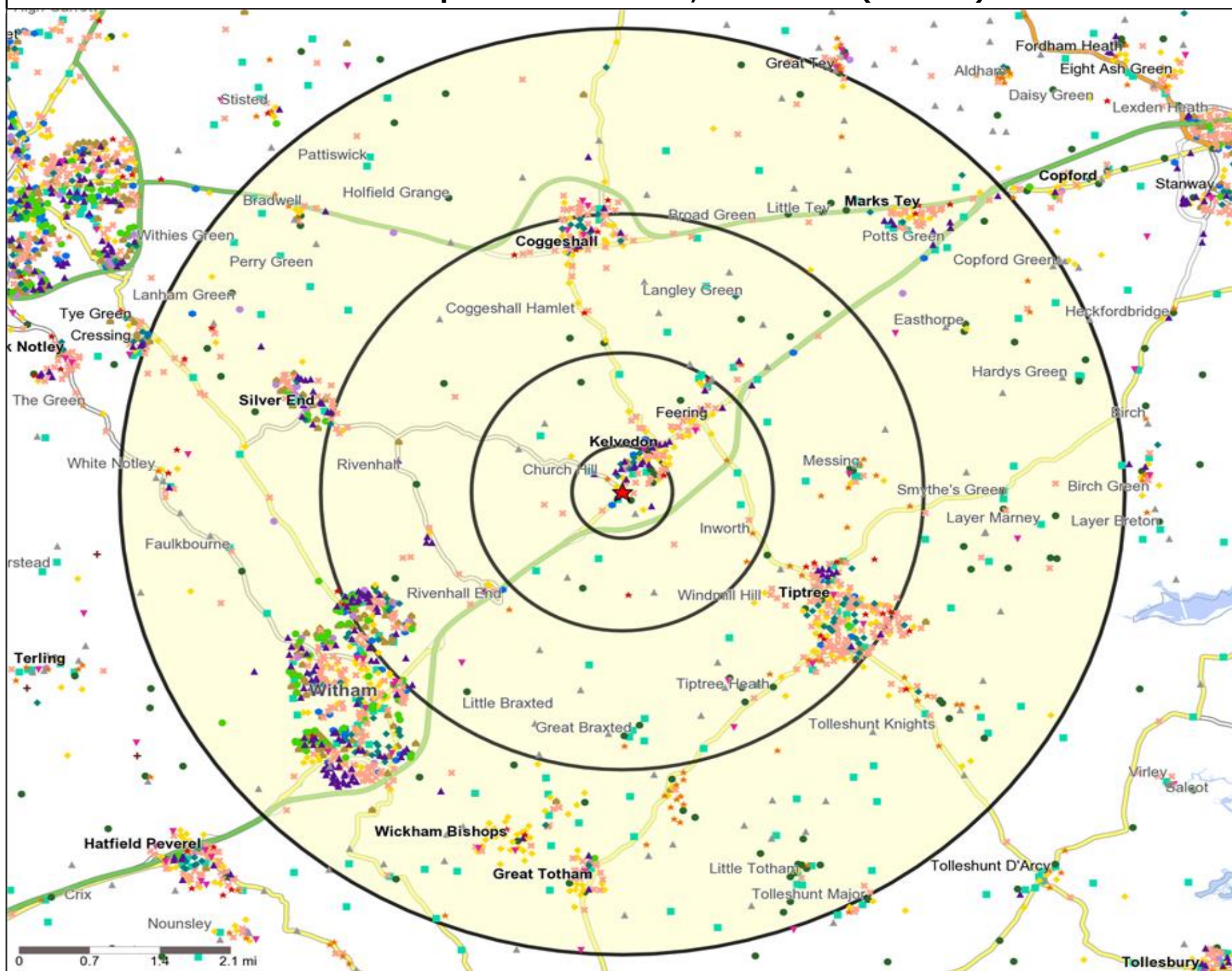
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Location	Mosaic UK Groups	D Rural Reality	H Aspiring Homemakers	L Vintage Value
0.5,1.5,3 & 5 Mile Distance	A City Prosperity	E Senior Security	I Family Basics	M Modest Traditions
Rivers, Canals and Lakes	B Prestige Positions	F Suburban Stability	J Transient Renters	N Urban Cohesion
	C Country Living	G Domestic Success	K Municipal Challenge	O Rental Hubs

Mosaic UK Data Table (Residential)	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	0	0
C Country Living (18+)	0	0
D Rural Reality (18+)	0	0
E Senior Security (18+)	198	25
F Suburban Stability (18+)	54	9
G Domestic Success (18+)	5	1
H Aspiring Homemakers (18+)	365	42
I Family Basics (18+)	780	112
J Transient Renters (18+)	4,967	895
K Municipal Challenge (18+)	307	54
L Vintage Value (18+)	952	157
M Modest Traditions (18+)	356	78
N Urban Cohesion (18+)	36	7
O Rental Hubs (18+)	1,592	215
Adults 18+ estimate 2015	9,612	100



Occasions Map and Data: ANGEL, KELVEDON (200914)



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★ Location	Occasions Types	▲ 04 Weekend Millionaires	● 08 Student Social	★ 12 Midweek Meal Deal
○ 0.5, 1.5, 3 & 5 Mile Distance	■ 01 Mine's a Pint	● 05 Out On The Town	▼ 09 Leisurely Lunch	◆ 13 Date Night
~ Rivers, Canals and Lakes	◆ 02 Early Doors	▲ 06 Business and Pleasure	✕ 10 Wining and Dining	★ 14 Birthday Treat
	● 03 Everyday is Friday	● 07 Sporting Pints	▲ 11 Household Outing	✕ 15 Pre Show Meal

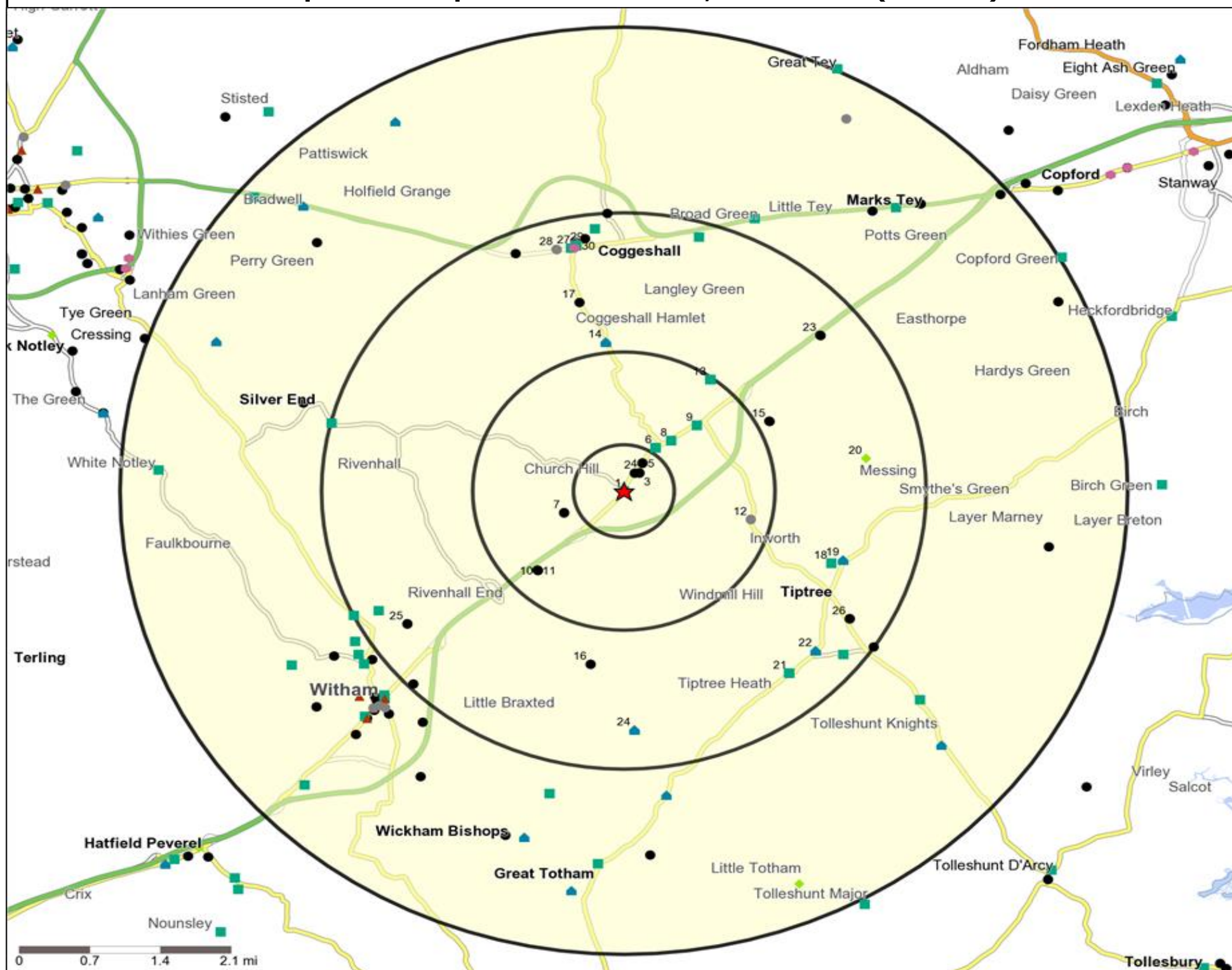
Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	1,228	3,728	4,786	5,559	5,589	157	143	134	131	131
02 Early Doors	755	2,992	4,162	4,988	5,016	116	137	139	141	141
03 Everyday is Friday	524	1,794	2,407	2,870	2,889	94	97	95	95	95
04 Weekend Millionaires	1,278	3,282	4,309	4,786	4,807	159	123	117	110	110
05 Out On The Town	1,083	2,823	3,668	4,089	4,096	140	109	104	97	97
06 Business and Pleasure	284	789	1,024	1,239	1,241	71	59	56	57	57
07 Sporting Pints	1,005	2,397	3,055	3,313	3,325	118	84	78	72	71
08 Student Social	171	752	1,059	1,359	1,362	47	62	64	69	69
09 Leisurely Lunch	634	2,452	3,496	4,256	4,280	83	97	101	103	103
10 Wining and Dining	433	2,294	3,470	4,371	4,389	50	80	88	93	93
11 Household Outing	583	2,245	3,111	3,576	3,592	85	98	99	96	96
12 Midweek Meal Deal	580	1,419	1,927	2,362	2,376	151	111	109	113	113
13 Date Night	254	1,735	2,697	3,552	3,573	41	85	96	107	107
14 Birthday Treat	352	1,645	2,410	3,073	3,092	57	80	86	92	92
15 Pre Show Meal	148	713	992	1,142	1,144	70	101	103	100	99
Number of Occasions	9,312	31,060	42,573	50,535	50,771	100	100	100	100	100

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Competition Map and Data: ANGEL, KELVEDON (200914)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

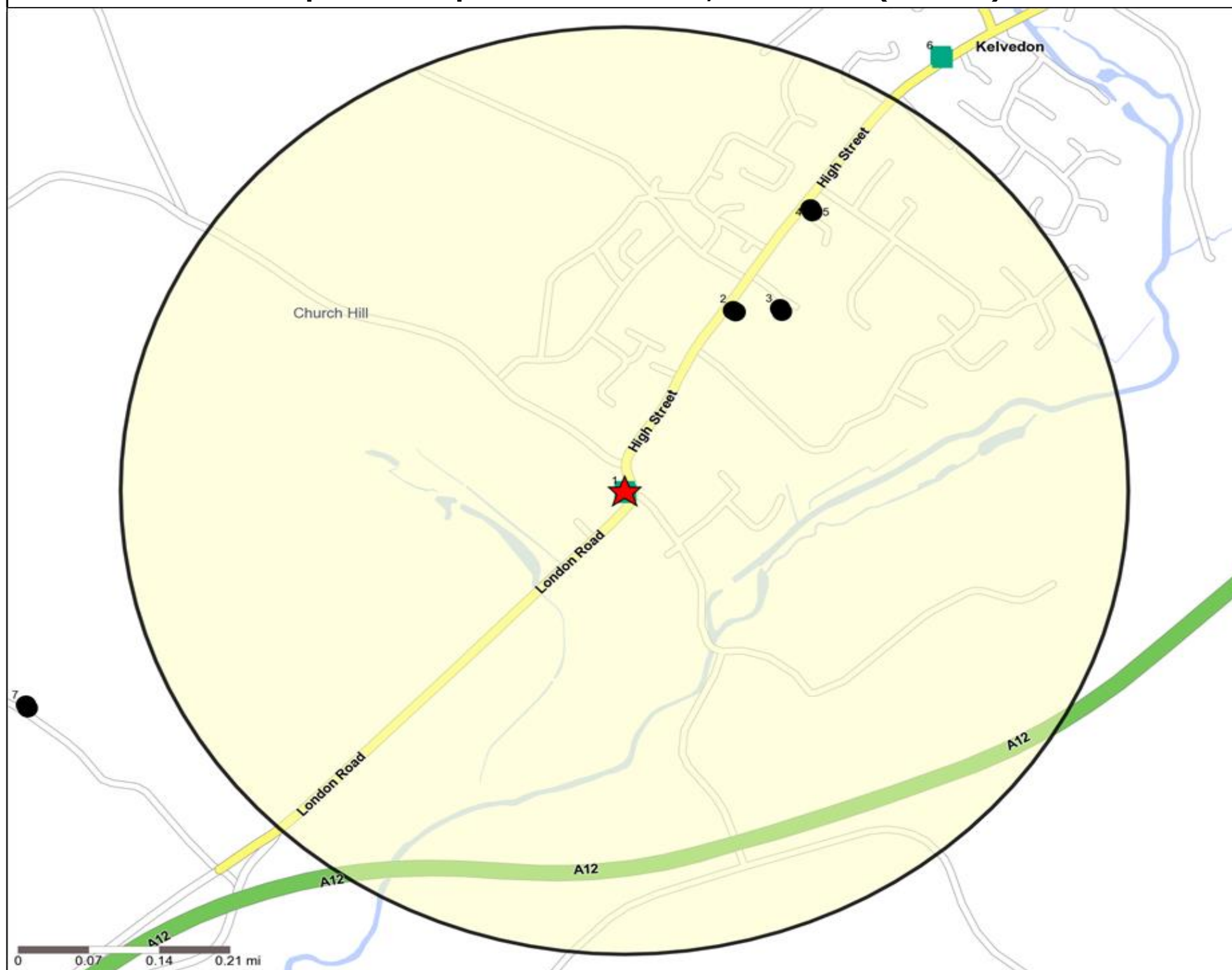


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	7	11	11	11
Circuit Bar	12	14	14	15
Community Local	25	31	34	42
Dry Led	3	4	5	11
Branded Food Pub	1	1	4	5
Rural	0	0	0	0
Other	145	200	212	229
Total	193	261	280	313



Competition Map and Data: ANGEL, KELVEDON (200914)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	7
Circuit Bar	12
Community Local	25
Dry Led	3
Branded Food Pub	1
Rural	0
Other	145
Total	193



Local Competition: ANGEL, KELVEDON (200914)

List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	ANGEL, KELVEDON	ST. MARYS SQUARE, COLCHESTER, CO5 9AN	Punch Taverns	CO 5 9AN	Punch Taverns	0.00
1	Angel	St Marys Square, Kelvedon, Colchester	Punch Pub Company	CO 5 9AN	Community Local	0.00
2	Kelvedon Labour Club & Institute	75 High Street, Kelvedon, Colchester	Independent Free	CO 5 9AE	Other	0.22
3	Kelvedon Football Club	The Chase, Kelvedon, Colchester	Independent Free	CO 5 9AB	Other	0.25
4	Indian Cottage	98 High Street, Kelvedon, Colchester	Independent Free	CO 5 9AA	Other	0.35
5	Kelvedon Conservative Club	84 High Street, Kelvedon, Colchester	Independent Free	CO 5 9AA	Other	0.35
6	Railway	182 High Street, Kelvedon, Colchester	Punch Pub Company	CO 5 9JD	Community Local	0.56
7	Crabbs Barn	Cranes Lane, Kelvedon, Colchester	Independent Free	CO 5 9AX	Other	0.64
8	Sun Inn	3 Feering Hill, Feering, Colchester	Shepherd Neame	CO 5 9NH	Community Local	0.72
9	Blue Anchor	132 Feering Hill, Feering, Colchester	Enterprise Inns	CO 5 9PY	Community Local	1.01
10	Rivenhall Hotel	London Road, Rivenhall, Witham	Independent Free	CM 8 3HB	Other	1.21
11	Empire Diner	London Road, Rivenhall, Witham	Independent Free	CM 8 3HB	Other	1.21
12	Red Dog Cafe And Tapas Bar	Kelvedon Road, Inworth, Colchester	Independent Free	CO 5 9SP	Cafe / Wine Bar	1.30
13	Bell Inn	The Street, Feering, Colchester	Gray & Sons	CO 5 9QQ	Community Local	1.48
14	George & Dragon	Coggeshall Road, Kelvedon, Colchester	*Other Small Retail Groups	CO 5 9PL	Dry Led	1.61
15	Prested Hall	Prested Hall Chase, Feering, Colchester	Independent Free	CO 5 9EE	Other	1.63
16	Braxted Park Estate	Braxted Park Road, Great Braxted, Witham	Independent Free	CM 8 3EN	Other	1.90
17	Coggeshall Town Cricket Club	Kelvedon Road, Coggeshall, Colchester	Independent Free	CO 6 1RQ	Other	2.08
18	Oak	40 Oak Road, Tiptree, Colchester	Greene King	CO 5 0NF	Community Local	2.20
19	New Maypole Inn	Messing Road, Tiptree, Colchester	Independent Free	CO 5 0ES	Dry Led	2.30
20	Old Crown Inn	Lodge Road, Messing, Colchester	Independent Free	CO 5 9TU	Rural Character	2.43
21	Ship Inn	152 Maldon Road, Tiptree, Colchester	Unknown	CO 5 0PQ	Community Local	2.56
22	New Times	87 Maldon Road, Tiptree, Colchester	Gray & Sons	CO 5 0BN	Dry Led	2.57
23	Little Chef	London Road, Feering, Colchester	Kout Food Group	CO 5 9EP	Other	2.57
24	Ducane Arms	Tiptree Road, Great Braxted, Witham	Independent Free	CM 8 3EJ	Dry Led	2.58
25	Rivenhall Oakes Golf Club	Forest Road, Witham	Independent Free	CM 8 2PS	Other	2.58
26	Sportsman	2a Grove Road, Tiptree, Colchester	Independent Free	CO 5 0JP	Other	2.63
27	White Hart Hotel	11-13 Market End, Coggeshall, Colchester	Greene King	CO 6 1NH	Branded Food	2.67
28	West Street Vineyard	West Street, Colchester	Independent Free	CO 6 1NS	Cafe / Wine Bar	2.69
29	Eastern View Indian Restaurant	12 Market Hill, Coggeshall, Colchester	Independent Free	CO 6 1TS	Other	2.69
30	Chapel Inn	4 Market Hill, Coggeshall, Colchester	Punch Pub Company	CO 6 1TS	Community Local	2.69