

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

|  |       |       |        |
|--|-------|-------|--------|
| Number of Pubs                               | 1     | 3     | 67     |
| Catchment Adults 18+                         | 3,068 | 8,922 | 75,620 |
| Catchment Adults 18+ Per Pub                 | 3,068 | 2,974 | 1,129  |
| Populaton Projection 2020 to 2030 (% change) | 2.90% | 3.30% | 2.62%  |

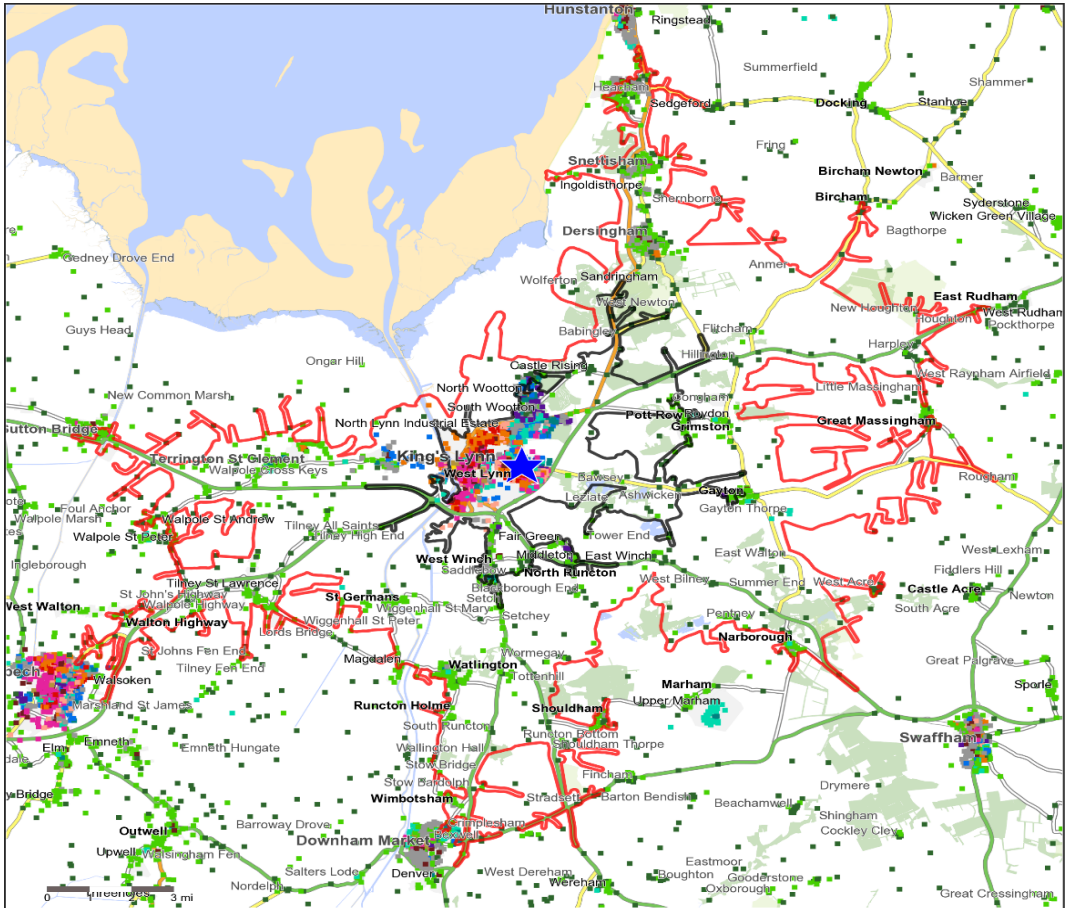
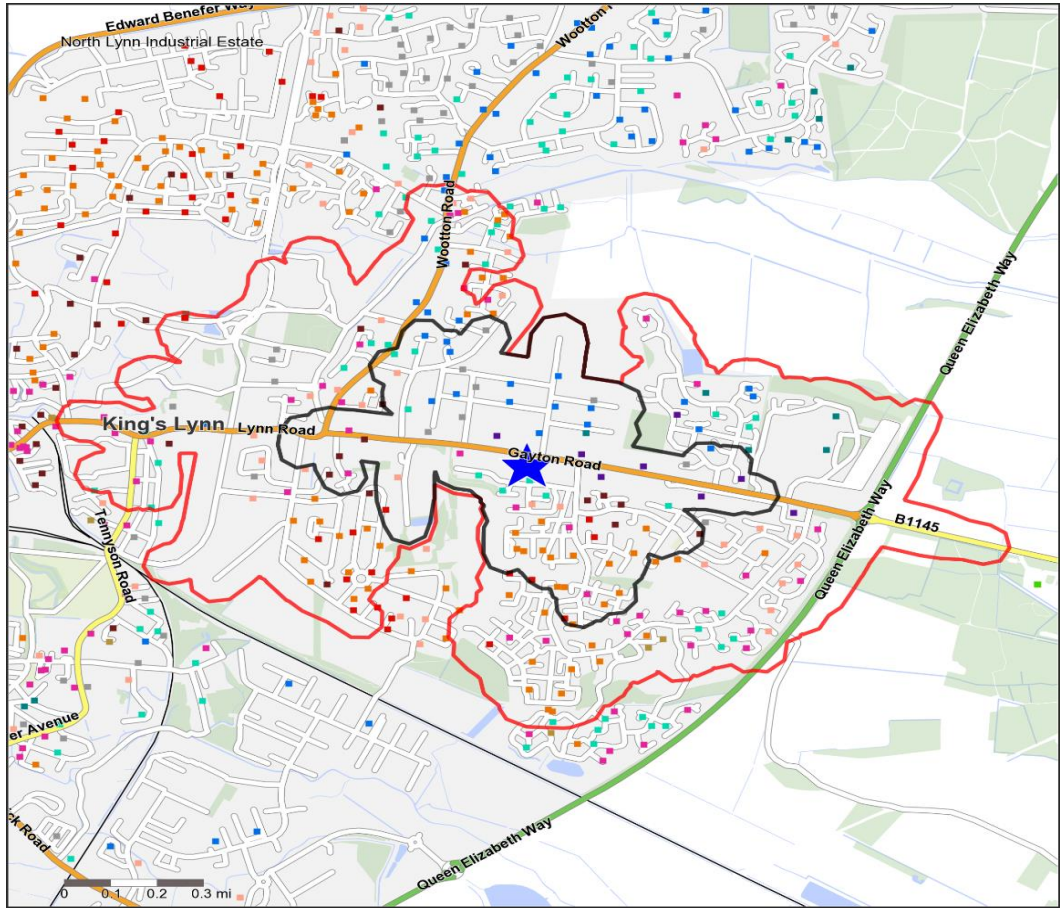
|      |                      | 10 Minute Walktime |                 |       | 20 Minute Walktime |                      |                  | 20 Minute Drivetime |       |      |                      |                  |                 |       |
|------|----------------------|--------------------|-----------------|-------|--------------------|----------------------|------------------|---------------------|-------|------|----------------------|------------------|-----------------|-------|
| Rank | Type                 | Target Customers   | % of Population | Index | Rank               | Type                 | Target Customers | % of Population     | Index | Rank | Type                 | Target Customers | % of Population | Index |
| 1    | High Street Pub      | 2,859              | 93.2            | 177   | 1                  | High Street Pub      | 8,264            | 92.6                | 176   | 1    | Community Pub        | 47,836           | 63.3            | 120   |
| 2    | Community Pub        | 2,413              | 78.7            | 168   | 2                  | Community Pub        | 7,297            | 81.8                | 174   | 2    | High Street Pub      | 44,253           | 58.5            | 125   |
| 3    | Premium Local        | 1,202              | 39.2            | 61    | 3                  | Premium Local        | 2,876            | 32.2                | 50    | 3    | Premium Local        | 26,792           | 35.4            | 55    |
| 4    | Great Pub Great Food | 847                | 27.6            | 193   | 4                  | Great Pub Great Food | 1,806            | 20.2                | 141   | 4    | Great Pub Great Food | 23,208           | 30.7            | 214   |
| 5    | Bit of Style         | 223                | 7.3             | 18    | 5                  | Bit of Style         | 1,259            | 14.1                | 35    | 5    | Bit of Style         | 5,238            | 6.9             | 17    |
| 6    | Circuit Bar          | 147                | 4.8             | 17    | 6                  | Circuit Bar          | 702              | 7.9                 | 27    | 6    | Circuit Bar          | 4,206            | 5.6             | 19    |
| 7    | Craft Led            | 106                | 3.5             | 31    | 7                  | Craft Led            | 306              | 3.4                 | 30    | 7    | Craft Led            | 1,379            | 1.8             | 16    |

| 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           | 139                    | 4.5             | 51    | 442                    | 5.0             | 56    | 4,150                  | 5.5             | 62    |
| C1           | 279                    | 9.1             | 74    | 904                    | 10.1            | 82    | 7,247                  | 9.6             | 78    |
| C2           | 285                    | 9.3             | 112   | 873                    | 9.8             | 118   | 7,180                  | 9.5             | 115   |
| DE           | 490                    | 16.0            | 155   | 1,465                  | 16.4            | 160   | 9,067                  | 12.0            | 116   |

| 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)         | 2,340                  | 76.3            | 229   | 6,968                  | 78.1            | 235   | 36,262                 | 48.0            | 144   |
| Medium (7-13)     | 814                    | 26.5            | 80    | 2,366                  | 26.5            | 80    | 28,998                 | 38.3            | 115   |
| High (14-19)      | 222                    | 7.2             | 25    | 546                    | 6.1             | 21    | 9,803                  | 13.0            | 46    |

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|-----------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |                       | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>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                       | 0                       |
| B06                 | Diamond Days          | 0                       | 0                       | 8                       | 8                       |
| B07                 | Alpha Families        | 3                       | 12                      | 353                     | 428                     |
| B08                 | Bank of Mum and Dad   | 25                      | 64                      | 188                     | 266                     |
| B09                 | Empty-Nest Adventure  | 113                     | 216                     | 1,107                   | 1,301                   |
| C10                 | Wealthy Landowners    | 0                       | 0                       | 104                     | 248                     |
| C11                 | Rural Vogue           | 0                       | 0                       | 159                     | 1,614                   |
| C12                 | Scattered Homesteads  | 0                       | 0                       | 180                     | 2,180                   |
| C13                 | Village Retirement    | 0                       | 0                       | 1,412                   | 3,561                   |
| D14                 | Satellite Settlers    | 0                       | 0                       | 1,309                   | 6,668                   |
| D15                 | Local Focus           | 0                       | 0                       | 476                     | 5,554                   |
| D16                 | Outlying Seniors      | 0                       | 0                       | 846                     | 11,444                  |
| D17                 | Far-Flung Outposts    | 0                       | 0                       | 0                       | 0                       |
| E18                 | Legacy Elders         | 33                      | 57                      | 97                      | 97                      |
| E19                 | Bungalow Heaven       | 11                      | 112                     | 2,568                   | 7,510                   |
| E20                 | Classic Grandparents  | 68                      | 100                     | 510                     | 686                     |
| E21                 | Solo Retirees         | 17                      | 120                     | 574                     | 726                     |
| F22                 | Boomerang Boarders    | 110                     | 116                     | 189                     | 225                     |
| F23                 | Family Ties           | 26                      | 95                      | 519                     | 547                     |
| F24                 | Fledgling Free        | 266                     | 386                     | 1,201                   | 1,709                   |
| F25                 | Dependable Me         | 73                      | 313                     | 532                     | 714                     |
| G26                 | Cafés and Catchments  | 0                       | 0                       | 0                       | 0                       |
| G27                 | Thriving Independence | 0                       | 86                      | 171                     | 171                     |
| G28                 | Modern Parents        | 0                       | 0                       | 125                     | 248                     |
| G29                 | Mid-Career Convention | 49                      | 58                      | 1,106                   | 1,514                   |
| H30                 | Primary Ambitions     | 10                      | 256                     | 369                     | 419                     |
| H31                 | Affordable Fringe     | 238                     | 556                     | 2,385                   | 2,551                   |
| H32                 | First-Rung Futures    | 79                      | 190                     | 493                     | 519                     |
| H33                 | Contemporary Starts   | 42                      | 224                     | 860                     | 1,093                   |
| H34                 | New Foundations       | 0                       | 0                       | 115                     | 254                     |
| H35                 | Flying Solo           | 0                       | 11                      | 57                      | 62                      |

|                     |                        | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |                        | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
| I36                 | Solid Economy          | 13                      | 23                      | 115                     | 389                     |
| I37                 | Budget Generations     | 20                      | 79                      | 374                     | 449                     |
| I38                 | Economical Families    | 116                     | 510                     | 1,469                   | 1,547                   |
| I39                 | Families on a Budget   | 779                     | 1,592                   | 3,889                   | 4,089                   |
| J40                 | Value Rentals          | 45                      | 434                     | 815                     | 958                     |
| J41                 | Youthful Endeavours    | 0                       | 97                      | 592                     | 599                     |
| J42                 | Midlife Renters        | 135                     | 783                     | 1,800                   | 1,877                   |
| J43                 | Renting Rooms          | 11                      | 93                      | 3,947                   | 3,949                   |
| 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      | 27                      | 105                     | 792                     | 798                     |
| K48                 | Mature Workers         | 138                     | 453                     | 1,567                   | 1,567                   |
| L49                 | Flatlet Seniors        | 15                      | 19                      | 582                     | 620                     |
| L50                 | Pocket Pensions        | 230                     | 298                     | 803                     | 1,505                   |
| L51                 | Retirement Communities | 35                      | 61                      | 332                     | 332                     |
| L52                 | Estate Veterans        | 53                      | 114                     | 288                     | 351                     |
| L53                 | Seasoned Survivors     | 64                      | 107                     | 618                     | 623                     |
| M54                 | Down-to-Earth Owners   | 135                     | 248                     | 455                     | 457                     |
| M55                 | Back with the Folks    | 10                      | 283                     | 536                     | 603                     |
| M56                 | Self Supporters        | 80                      | 578                     | 1,475                   | 1,589                   |
| 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                       | 118                     | 118                     |
| O61                 | Career Builders        | 0                       | 0                       | 0                       | 0                       |
| O62                 | Central Pulse          | 0                       | 0                       | 0                       | 0                       |
| O63                 | Flexible Workforce     | 0                       | 0                       | 0                       | 0                       |
| O64                 | Bus-Route Renters      | 0                       | 75                      | 881                     | 881                     |
| O65                 | Learners & Earners     | 0                       | 0                       | 0                       | 0                       |
| O66                 | Student Scene          | 0                       | 0                       | 0                       | 0                       |
| U99                 | Unclassified           | 0                       | 0                       | 0                       | 0                       |
| <b>Total</b>        |                        | <b>3,069</b>            | <b>8,924</b>            | <b>39,461</b>           | <b>75,618</b>           |

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

### 2. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

### 2. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

### 3. D14 Satellite Settlers

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



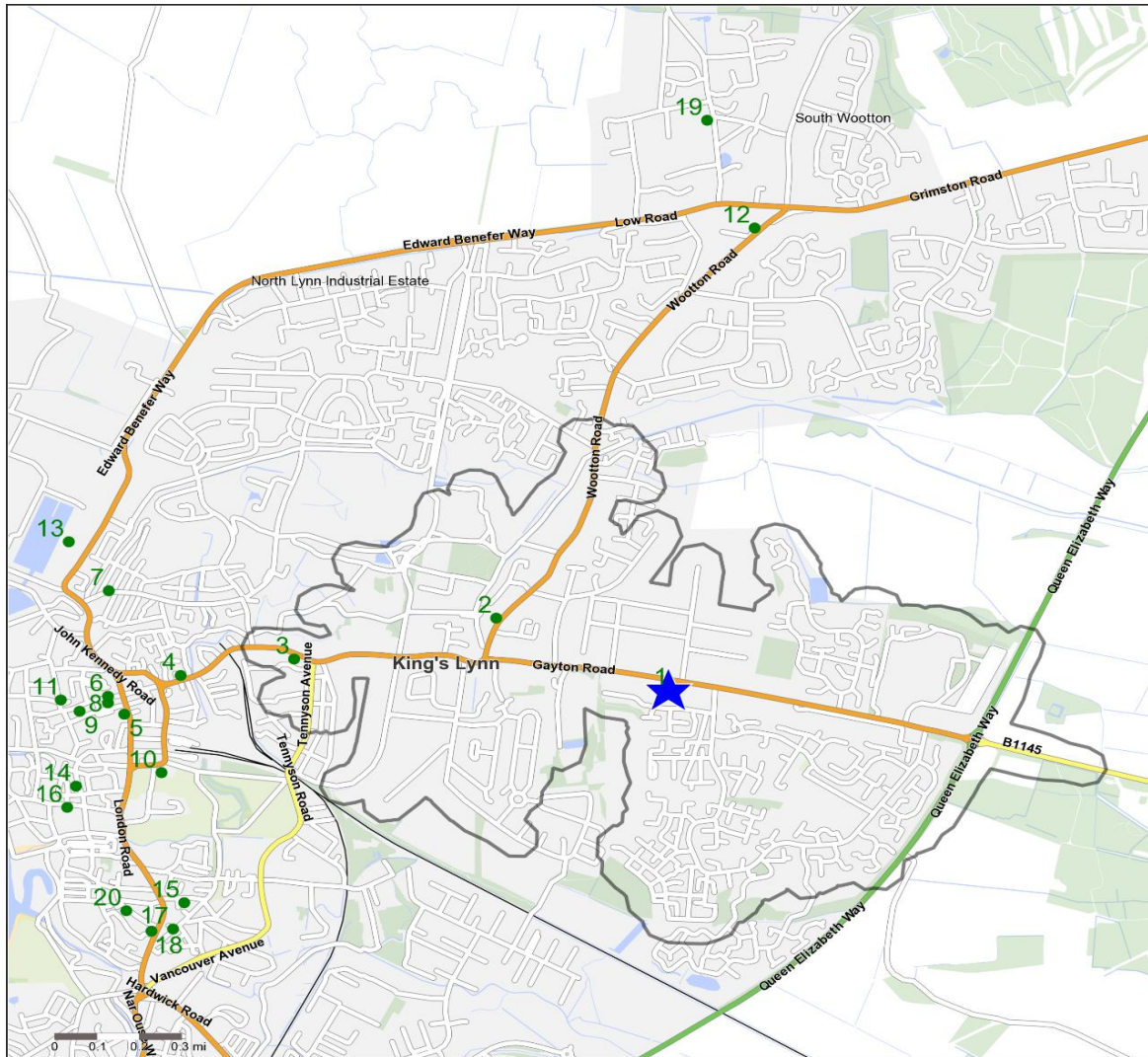
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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         | 2,944              | 33.0            | 102   | 763              | 8.6             | 50    | 5,215            | 58.5            | 115   |  |
| Male: Alone                          | 3,018              | 33.8            | 114   | 2,275            | 25.5            | 154   | 3,629            | 40.7            | 76    |  |
| Male: Group                          | 2,785              | 31.2            | 136   | 1,898            | 21.3            | 79    | 4,239            | 47.5            | 95    |  |
| Male: Pair                           | 2,504              | 28.1            | 107   | 1,910            | 21.4            | 140   | 4,508            | 50.5            | 86    |  |
| Mixed Sex: Group                     | 2,456              | 27.5            | 112   | 1,350            | 15.1            | 47    | 5,116            | 57.3            | 133   |  |
| Mixed Sex: Pair                      | 2,207              | 24.7            | 102   | 3,584            | 40.2            | 122   | 3,131            | 35.1            | 82    |  |
| With Children                        | 3,294              | 36.9            | 124   | 2,908            | 32.6            | 186   | 2,720            | 30.5            | 58    |  |
| Unknown                              | 2,130              | 23.9            | 69    | 1,521            | 17.0            | 92    | 5,270            | 59.1            | 126   |  |
| <b>For Eating:</b>                   |                    |                 |       |                  |                 |       |                  |                 |       |  |
| Upmarket                             | 1,815              | 20.3            | 63    | 2,144            | 24.0            | 111   | 4,963            | 55.6            | 120   |  |
| Midmarket                            | 2,892              | 32.4            | 90    | 1,723            | 19.3            | 212   | 4,307            | 48.3            | 88    |  |
| Downmarket                           | 3,468              | 38.9            | 167   | 4,422            | 49.6            | 140   | 1,031            | 11.6            | 28    |  |
| <b>For Drinking (monthly spend):</b> |                    |                 |       |                  |                 |       |                  |                 |       |  |
| Nothing                              | 2,887              | 32.4            | 105   | 3,241            | 36.3            | 154   | 2,794            | 31.3            | 68    |  |
| Low (less than £10)                  | 1,821              | 20.4            | 69    | 2,450            | 27.5            | 116   | 4,651            | 52.1            | 112   |  |
| Medium (Between £10 and £40)         | 1,821              | 20.4            | 66    | 1,231            | 13.8            | 76    | 5,869            | 65.8            | 129   |  |
| High (Greater than £40)              | 1,108              | 12.4            | 47    | 2,371            | 26.6            | 128   | 5,443            | 61.0            | 115   |  |

| 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         | 9,835               | 13.0            | 40    | 19,989           | 26.4            | 156   | 45,797           | 60.6            | 119   |  |  |  |
| Male: Alone                          | 26,273              | 34.7            | 117   | 7,779            | 10.3            | 62    | 41,568           | 55.0            | 102   |  |  |  |
| Male: Group                          | 11,055              | 14.6            | 64    | 26,907           | 35.6            | 132   | 37,658           | 49.8            | 99    |  |  |  |
| Male: Pair                           | 10,409              | 13.8            | 53    | 9,921            | 13.1            | 86    | 55,290           | 73.1            | 125   |  |  |  |
| Mixed Sex: Group                     | 13,837              | 18.3            | 74    | 40,367           | 53.4            | 166   | 21,416           | 28.3            | 65    |  |  |  |
| Mixed Sex: Pair                      | 16,516              | 21.8            | 90    | 39,695           | 52.5            | 159   | 19,408           | 25.7            | 60    |  |  |  |
| With Children                        | 15,329              | 20.3            | 68    | 15,195           | 20.1            | 115   | 45,096           | 59.6            | 113   |  |  |  |
| Unknown                              | 24,978              | 33.0            | 95    | 5,910            | 7.8             | 42    | 44,732           | 59.2            | 127   |  |  |  |
| <b>For Eating:</b>                   |                     |                 |       |                  |                 |       |                  |                 |       |  |  |  |
| Upmarket                             | 8,729               | 11.5            | 36    | 11,219           | 14.8            | 69    | 55,672           | 73.6            | 159   |  |  |  |
| Midmarket                            | 12,638              | 16.7            | 46    | 5,139            | 6.8             | 74    | 57,843           | 76.5            | 140   |  |  |  |
| Downmarket                           | 12,356              | 16.3            | 70    | 40,653           | 53.8            | 152   | 22,610           | 29.9            | 72    |  |  |  |
| <b>For Drinking (monthly spend):</b> |                     |                 |       |                  |                 |       |                  |                 |       |  |  |  |
| Nothing                              | 29,802              | 39.4            | 128   | 20,965           | 27.7            | 118   | 24,852           | 32.9            | 72    |  |  |  |
| Low (less than £10)                  | 14,677              | 19.4            | 65    | 40,364           | 53.4            | 225   | 20,578           | 27.2            | 58    |  |  |  |
| Medium (Between £10 and £40)         | 8,936               | 11.8            | 38    | 11,011           | 14.6            | 80    | 55,672           | 73.6            | 144   |  |  |  |
| High (Greater than £40)              | 4,176               | 5.5             | 21    | 10,653           | 14.1            | 68    | 60,790           | 80.4            | 152   |  |  |  |

## 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     | Wildfowler, PE30 4EL                          | Star Pubs & Bars           | 0.0                          | 0.3                           |
| 2     | White Horse, PE30 4EZ                         | Ei Group                   | 11.2                         | 2.0                           |
| 3     | Woolpack Gaywood, PE30 2PT                    | *Other Small Retail Groups | 20.8                         | 3.1                           |
| 4     | Hob In The Well, PE30 1PP                     | *Other Small Retail Groups | 24.4                         | 4.2                           |
| 5     | Camilo's, PE30 1NE                            | Independent Free           | 27.8                         | 5.0                           |
| 6     | Eagle, PE30 1AQ                               | Ei Group                   | 27.8                         | 5.2                           |
| 7     | Bentnick Arms, PE30 2AY                       | Independent Free           | 28.1                         | 4.6                           |
| 8     | Bar And Beyond, PE30 1AH                      | Deltic Group Ltd           | 28.1                         | 5.2                           |
| 9     | Dr Thirsty's, PE30 1AN                        | Independent Free           | 29.6                         | 5.4                           |
| 10    | Fenman, PE30 1NT                              | Independent Free           | 30.2                         | 4.8                           |
| 11    | Lattice, PE30 1EG                             | Independent Free           | 31.1                         | 6.1                           |
| 12    | Deers Leap, PE30 3AZ                          | Greene King                | 32.6                         | 5.8                           |
| 13    | Riverside Rest/Crofters Coffee Shop, PE30 2HA | Independent Free           | 32.9                         | 5.7                           |
| 14    | Soul Cafe And Restaurant, PE30 1EJ            | Independent Free           | 33.5                         | 5.8                           |
| 15    | Live & Let Live, PE30 5PL                     | *Other Small Retail Groups | 34.4                         | 6.4                           |
| 16    | White Hart Stores, PE30 5DA                   | *Other Small Retail Groups | 35.6                         | 6.2                           |
| 17    | Lord Napier, PE30 5QT                         | Wellington                 | 35.6                         | 6.7                           |
| 18    | London Porter House, PE30 5EU                 | Independent Free           | 37.7                         | 6.3                           |
| 19    | Swan, PE30 3NG                                | Ei Group                   | 38.0                         | 7.0                           |
| 20    | Gatehouse, PE30 5DG                           | Greene King                | 38.3                         | 6.6                           |