

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

| | | | |
|--|-------|-------|---------|
| Number of Pubs | 1 | 2 | 139 |
| Catchment Adults 18+ | 2,111 | 5,110 | 120,375 |
| Catchment Adults 18+ Per Pub | 2,111 | 2,555 | 866 |
| Populaton Projection 2018 to 2028 (% change) | 5.04% | 4.68% | 4.82% |

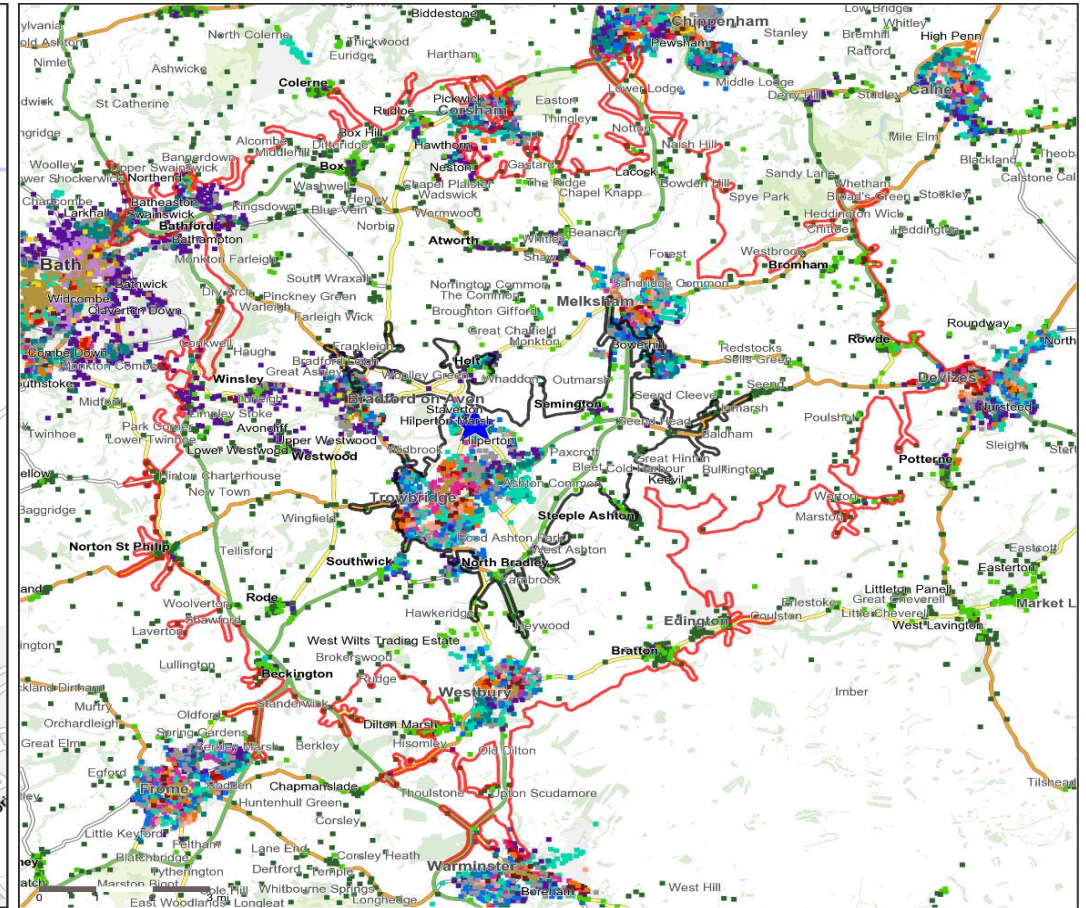
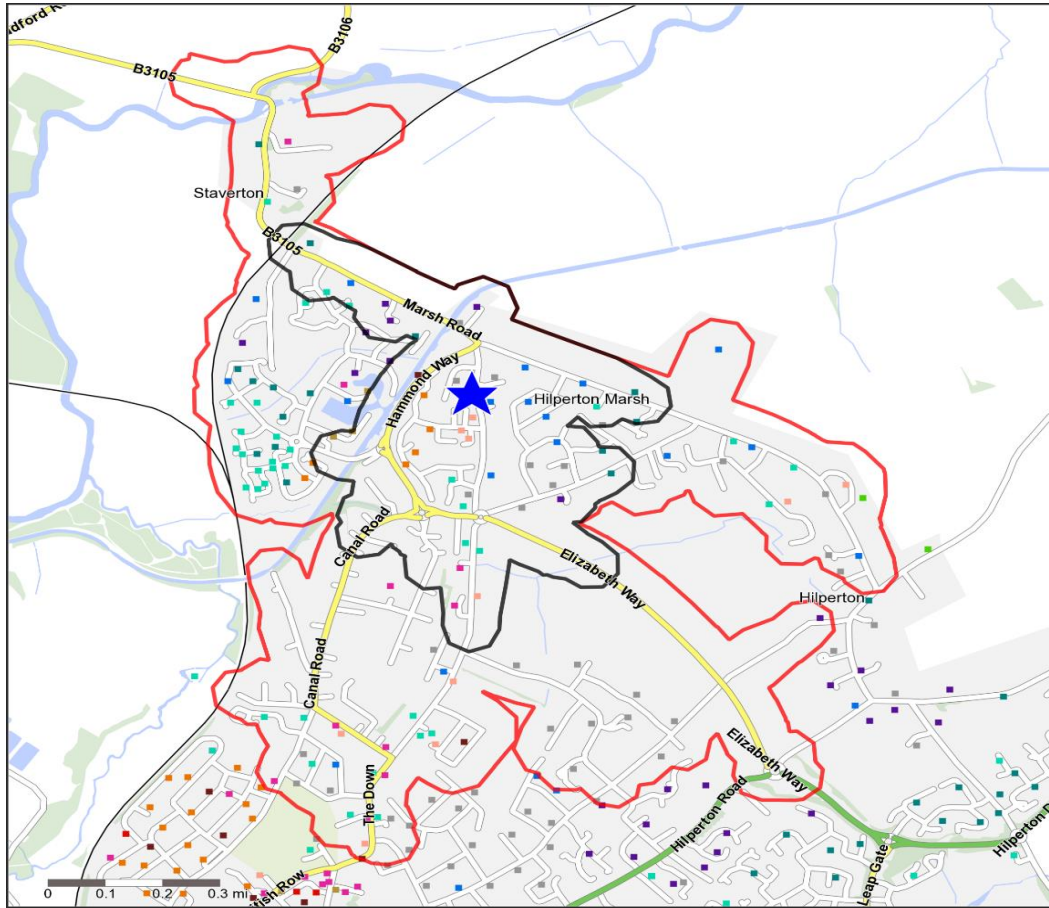
| | | 10 Minute Walktime | | | | | 20 Minute Walktime | | | | | 20 Minute Drivetime | | |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| 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 | 1,752 | 83.0 | 160 | 1 | High Street Pub | 4,017 | 78.6 | 152 | 1 | Premium Local | 77,965 | 64.8 | 125 |
| 2 | Premium Local | 1,220 | 57.8 | 124 | 2 | Premium Local | 3,101 | 60.7 | 130 | 2 | High Street Pub | 73,077 | 60.7 | 130 |
| 3 | Community Pub | 1,102 | 52.2 | 83 | 3 | Community Pub | 2,749 | 53.8 | 85 | 3 | Great Pub Great Food | 60,341 | 50.1 | 80 |
| 4 | Great Pub Great Food | 767 | 36.3 | 281 | 4 | Great Pub Great Food | 1,755 | 34.3 | 266 | 4 | Community Pub | 53,111 | 44.1 | 341 |
| 5 | Bit of Style | 662 | 31.4 | 78 | 5 | Bit of Style | 1,673 | 32.7 | 81 | 5 | Bit of Style | 31,408 | 26.1 | 65 |
| 6 | Circuit Bar | 345 | 16.3 | 61 | 6 | Circuit Bar | 1,103 | 21.6 | 80 | 6 | Circuit Bar | 16,544 | 13.7 | 51 |
| 7 | Craft Led | 137 | 6.5 | 63 | 7 | Craft Led | 446 | 8.7 | 85 | 7 | Craft Led | 7,061 | 5.9 | 57 |

| 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 | 172 | 8.1 | 92 | 460 | 9.0 | 102 | 11,906 | 9.9 | 112 |
| C1 | 271 | 12.8 | 105 | 606 | 11.9 | 97 | 13,965 | 11.6 | 95 |
| C2 | 203 | 9.6 | 117 | 451 | 8.8 | 107 | 9,920 | 8.2 | 100 |
| DE | 233 | 11.0 | 107 | 507 | 9.9 | 96 | 10,619 | 8.8 | 86 |

| 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) | 530 | 25.1 | 76 | 1,281 | 25.1 | 76 | 27,630 | 23.0 | 69 |
| Medium (7-13) | 1,037 | 49.1 | 148 | 2,354 | 46.1 | 139 | 44,109 | 36.6 | 110 |
| High (14-19) | 484 | 22.9 | 81 | 1,345 | 26.3 | 93 | 40,270 | 33.5 | 118 |

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 | D Rural Reality |
| F Suburban Stability | G Domestic Success | H Aspiring Homemakers | E Senior Security |
| K Municipal Tenants | L Vintage Value | M Modest Traditions | J Transient Renters |
| | | N Urban Cohesion | O Rental Hubs |

Adults 18+ by Mosaic Type in Each Catchment

| Mosaic Type Profile | 10 Minute | 20 Minute | 10 Minute | 20 Minute |
|---------------------------|------------|------------|------------|------------|
| | WT | WT | DT | DT |
| | Catchment | Catchment | Catchment | Catchment |
| | Adults 18+ | Adults 18+ | Adults 18+ | Adults 18+ |
| A01 World-Class Wealth | 0 | 0 | 0 | 8 |
| A02 Uptown Elite | 0 | 0 | 37 | 390 |
| A03 Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 Metro High-Flyers | 0 | 0 | 0 | 42 |
| B05 Premium Fortunes | 0 | 0 | 37 | 359 |
| B06 Diamond Days | 0 | 32 | 302 | 2,081 |
| B07 Alpha Families | 20 | 31 | 652 | 2,906 |
| B08 Bank of Mum and Dad | 55 | 79 | 558 | 1,850 |
| B09 Empty-Nest Adventure | 55 | 96 | 990 | 3,390 |
| C10 Wealthy Landowners | 0 | 21 | 403 | 4,307 |
| C11 Rural Vogue | 0 | 0 | 53 | 1,265 |
| C12 Scattered Homesteads | 0 | 0 | 3 | 213 |
| C13 Village Retirement | 0 | 0 | 830 | 7,151 |
| D14 Satellite Settlers | 0 | 23 | 959 | 7,430 |
| D15 Local Focus | 0 | 0 | 63 | 1,561 |
| D16 Outlying Seniors | 0 | 5 | 357 | 1,583 |
| D17 Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 Legacy Elders | 5 | 193 | 1,085 | 3,479 |
| E19 Bungalow Heaven | 80 | 304 | 1,811 | 4,419 |
| E20 Classic Grandparents | 176 | 187 | 1,151 | 1,733 |
| E21 Solo Retirees | 55 | 233 | 1,182 | 2,322 |
| F22 Boomerang Boarders | 153 | 334 | 1,845 | 2,966 |
| F23 Family Ties | 19 | 90 | 1,212 | 2,009 |
| F24 Fledgling Free | 102 | 126 | 434 | 1,607 |
| F25 Dependable Me | 124 | 278 | 1,610 | 4,521 |
| G26 Cafés and Catchments | 0 | 0 | 21 | 259 |
| G27 Thriving Independence | 81 | 99 | 1,196 | 3,706 |
| G28 Modern Parents | 32 | 273 | 2,564 | 4,705 |
| G29 Mid-Career Convention | 167 | 187 | 1,321 | 5,080 |
| H30 Primary Ambitions | 97 | 159 | 1,717 | 2,931 |
| H31 Affordable Fringe | 0 | 102 | 1,038 | 3,066 |
| H32 First-Rung Futures | 137 | 446 | 1,597 | 3,081 |
| H33 Contemporary Starts | 148 | 503 | 2,862 | 6,987 |
| H34 New Foundations | 0 | 4 | 149 | 496 |
| H35 Flying Solo | 0 | 0 | 533 | 1,573 |

| Mosaic Type Profile | 10 Minute | 20 Minute | 10 Minute | 20 Minute |
|----------------------------|--------------|--------------|---------------|----------------|
| | WT | WT | DT | DT |
| | Catchment | Catchment | Catchment | Catchment |
| | Adults 18+ | Adults 18+ | Adults 18+ | Adults 18+ |
| I36 Solid Economy | 240 | 361 | 1,584 | 3,393 |
| I37 Budget Generations | 0 | 10 | 560 | 1,515 |
| I38 Economical Families | 0 | 0 | 287 | 373 |
| I39 Families on a Budget | 0 | 0 | 694 | 1,257 |
| J40 Value Rentals | 0 | 3 | 37 | 376 |
| J41 Youthful Endeavours | 0 | 0 | 196 | 737 |
| J42 Midlife Renters | 136 | 260 | 2,900 | 4,904 |
| J43 Renting Rooms | 0 | 42 | 1,089 | 1,097 |
| 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 | 0 | 0 | 217 | 633 |
| K48 Mature Workers | 0 | 0 | 19 | 170 |
| L49 Flatlet Seniors | 0 | 0 | 123 | 563 |
| L50 Pocket Pensions | 0 | 0 | 316 | 2,063 |
| L51 Retirement Communities | 0 | 0 | 173 | 1,501 |
| L52 Estate Veterans | 3 | 114 | 806 | 1,651 |
| L53 Seasoned Survivors | 0 | 13 | 238 | 320 |
| M54 Down-to-Earth Owners | 25 | 25 | 444 | 957 |
| M55 Back with the Folks | 81 | 251 | 789 | 1,939 |
| M56 Self Supporters | 60 | 78 | 721 | 2,508 |
| 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 | 36 | 458 |
| O61 Career Builders | 0 | 0 | 236 | 1,152 |
| O62 Central Pulse | 0 | 0 | 221 | 611 |
| O63 Flexible Workforce | 0 | 0 | 12 | 12 |
| O64 Bus-Route Renters | 60 | 150 | 1,118 | 2,415 |
| O65 Learners & Earners | 0 | 0 | 0 | 0 |
| O66 Student Scene | 0 | 0 | 0 | 0 |
| U99 Unclassified | 0 | 0 | 0 | 297 |
| Total | 2,111 | 5,112 | 41,388 | 120,378 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



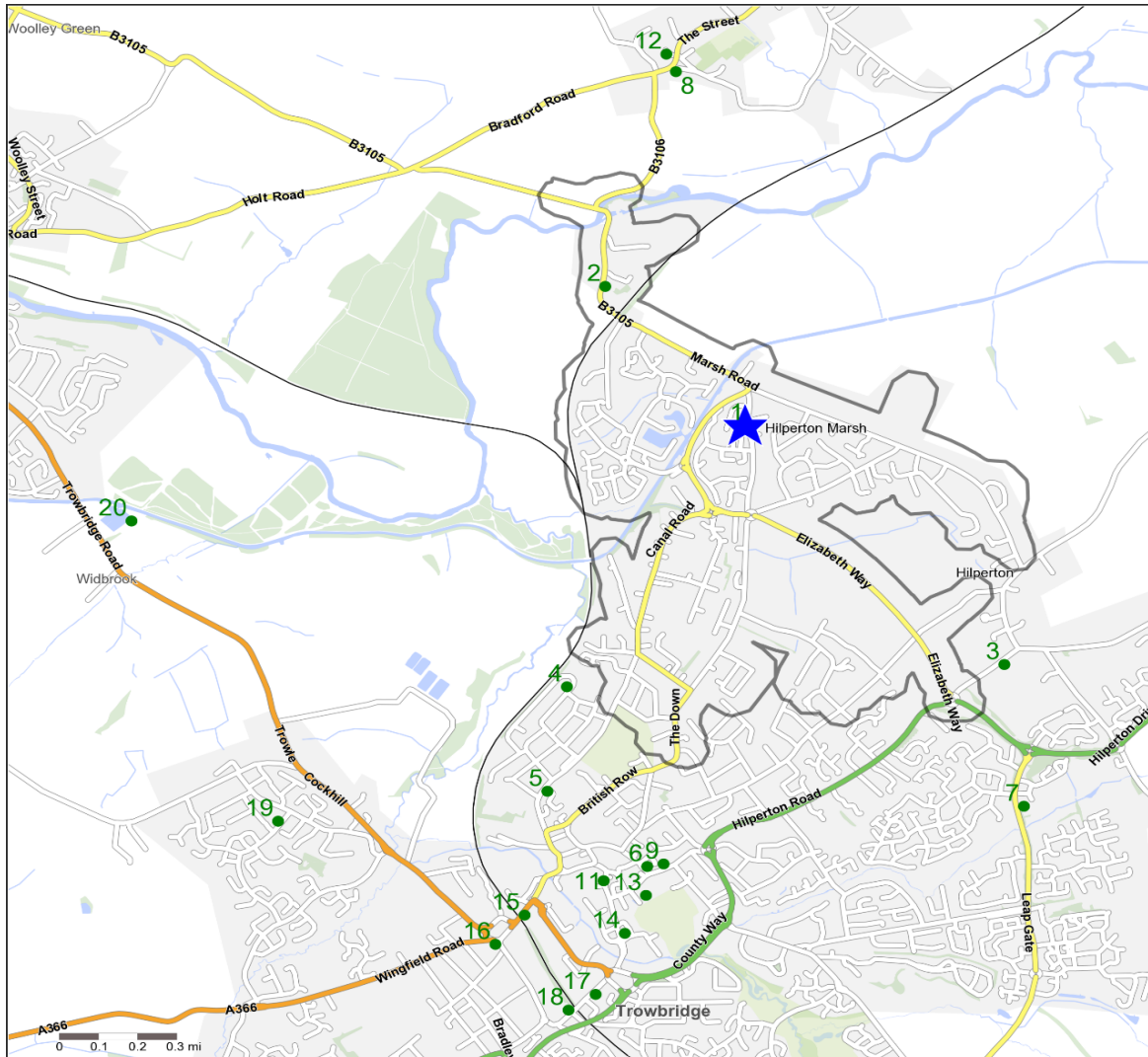
- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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 | 2,105 | 41.2 | 136 | 569 | 11.1 | 68 | 2,437 | 47.7 | 92 | | |
| Male: Alone | 1,546 | 30.3 | 102 | 561 | 11.0 | 70 | 3,003 | 58.8 | 110 | | |
| Male: Group | 1,223 | 23.9 | 105 | 1,311 | 25.7 | 98 | 2,576 | 50.4 | 102 | | |
| Male: Pair | 1,300 | 25.4 | 98 | 1,093 | 21.4 | 140 | 2,717 | 53.2 | 93 | | |
| Mixed Sex: Group | 736 | 14.4 | 63 | 2,426 | 47.5 | 149 | 1,949 | 38.1 | 87 | | |
| Mixed Sex: Pair | 1,946 | 38.1 | 162 | 1,270 | 24.9 | 76 | 1,895 | 37.1 | 87 | | |
| With Children | 1,807 | 35.4 | 122 | 1,163 | 22.8 | 135 | 2,141 | 41.9 | 79 | | |
| Unknown | 1,341 | 26.2 | 80 | 1,300 | 25.4 | 142 | 2,469 | 48.3 | 101 | | |
| For Eating: | | | | | | | | | | | |
| Upmarket | 1,864 | 36.5 | 119 | 1,071 | 21.0 | 101 | 2,174 | 42.5 | 90 | | |
| Midmarket | 1,377 | 26.9 | 78 | 361 | 7.1 | 78 | 3,373 | 66.0 | 119 | | |
| Downmarket | 1,711 | 33.5 | 151 | 2,161 | 42.3 | 121 | 1,238 | 24.2 | 58 | | |
| For Drinking (monthly spend): | | | | | | | | | | | |
| Nothing | 1,603 | 31.4 | 104 | 1,365 | 26.7 | 113 | 2,142 | 41.9 | 94 | | |
| Low (less than £10) | 1,800 | 35.2 | 118 | 1,532 | 30.0 | 128 | 1,779 | 34.8 | 77 | | |
| Medium (Between £10 and £40) | 1,800 | 35.2 | 115 | 353 | 6.9 | 39 | 2,958 | 57.9 | 115 | | |
| High (Greater than £40) | 1,292 | 25.3 | 98 | 741 | 14.5 | 71 | 3,077 | 60.2 | 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 | 34,064 | 28.3 | 94 | 22,161 | 18.4 | 113 | 63,853 | 53.0 | 102 | | |
| Male: Alone | 31,618 | 26.3 | 88 | 17,299 | 14.4 | 92 | 71,160 | 59.1 | 111 | | |
| Male: Group | 25,917 | 21.5 | 94 | 31,859 | 26.5 | 101 | 62,301 | 51.8 | 104 | | |
| Male: Pair | 25,180 | 20.9 | 80 | 14,760 | 12.3 | 80 | 80,138 | 66.6 | 116 | | |
| Mixed Sex: Group | 20,176 | 16.8 | 73 | 53,636 | 44.6 | 140 | 46,266 | 38.4 | 88 | | |
| Mixed Sex: Pair | 40,223 | 33.4 | 142 | 35,087 | 29.1 | 90 | 44,768 | 37.2 | 87 | | |
| With Children | 32,305 | 26.8 | 93 | 23,255 | 19.3 | 115 | 64,518 | 53.6 | 101 | | |
| Unknown | 33,607 | 27.9 | 85 | 26,424 | 22.0 | 122 | 60,047 | 49.9 | 104 | | |
| For Eating: | | | | | | | | | | | |
| Upmarket | 34,863 | 29.0 | 95 | 23,717 | 19.7 | 95 | 61,497 | 51.1 | 108 | | |
| Midmarket | 25,499 | 21.2 | 62 | 7,392 | 6.1 | 68 | 87,187 | 72.4 | 131 | | |
| Downmarket | 26,202 | 21.8 | 98 | 46,907 | 39.0 | 112 | 46,969 | 39.0 | 94 | | |
| For Drinking (monthly spend): | | | | | | | | | | | |
| Nothing | 27,350 | 22.7 | 75 | 32,271 | 26.8 | 113 | 60,457 | 50.2 | 112 | | |
| Low (less than £10) | 41,737 | 34.7 | 116 | 34,427 | 28.6 | 122 | 43,914 | 36.5 | 80 | | |
| Medium (Between £10 and £40) | 35,385 | 29.4 | 96 | 21,100 | 17.5 | 98 | 63,593 | 52.8 | 105 | | |
| High (Greater than £40) | 24,237 | 20.1 | 78 | 24,120 | 20.0 | 98 | 71,720 | 59.6 | 114 | | |

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 | Kings Arms, BA14 7NZ | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Old Bear, BA14 6PB | Independent Free | 12.1 | 5.2 |
| 3 | Lion & Fiddle, BA14 7QQ | Independent Free | 22.6 | 3.1 |
| 4 | Toby Carvery, BA14 8FS | Mitchells & Butlers | 23.8 | 4.9 |
| 5 | Twelve Bells, BA14 8LS | Hawthorn Leisure | 26.9 | 5.4 |
| 6 | White Swan, BA14 8DR | Unknown | 27.5 | 5.3 |
| 7 | Red Admiral, BA14 7GW | Marston's | 27.8 | 3.2 |
| 8 | Tollgate Inn, BA14 6PX | Independent Free | 28.1 | 7.8 |
| 9 | Malt House, BA14 8DE | Independent Free | 28.7 | 5.2 |
| 10 | Courthouse, BA14 8AN | Star Pubs & Bars | 29.0 | 7.1 |
| 11 | Kings Arms, BA14 8AN | Independent Free | 29.0 | 7.1 |
| 12 | Old Ham Tree, BA14 6PY | Wadworth & Co Limited | 29.0 | 7.7 |
| 13 | Albany Palace, BA14 8AQ | Wetherspoon | 30.2 | 5.4 |
| 14 | Valeroso Lounge, BA14 8AH | Loungers | 32.3 | 6.5 |
| 15 | Rose & Crown, BA14 9AA | Banwell House Pub Company | 33.8 | 6.3 |
| 16 | Stallards, BA14 9AJ | Independent Free | 35.6 | 6.6 |
| 17 | Lamb Inn, BA14 8BN | Wadworth & Co Limited | 37.1 | 6.2 |
| 18 | Greyhound, BA14 0NH | Unknown | 37.7 | 6.6 |
| 19 | Wiltshire Yeoman, BA14 9DD | Butcombe Brewery | 48.9 | 9.3 |
| 20 | Boathouse, BA15 1UD | Independent Free | 71.8 | 10.6 |