

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

| | | | |
|--|--------|--------|---------|
| Number of Pubs | 42 | 61 | 206 |
| Catchment Adults 18+ | 6,540 | 23,357 | 249,037 |
| Catchment Adults 18+ Per Pub | 156 | 383 | 1,209 |
| Populaton Projection 2020 to 2030 (% change) | -1.03% | 0.07% | 3.61% |

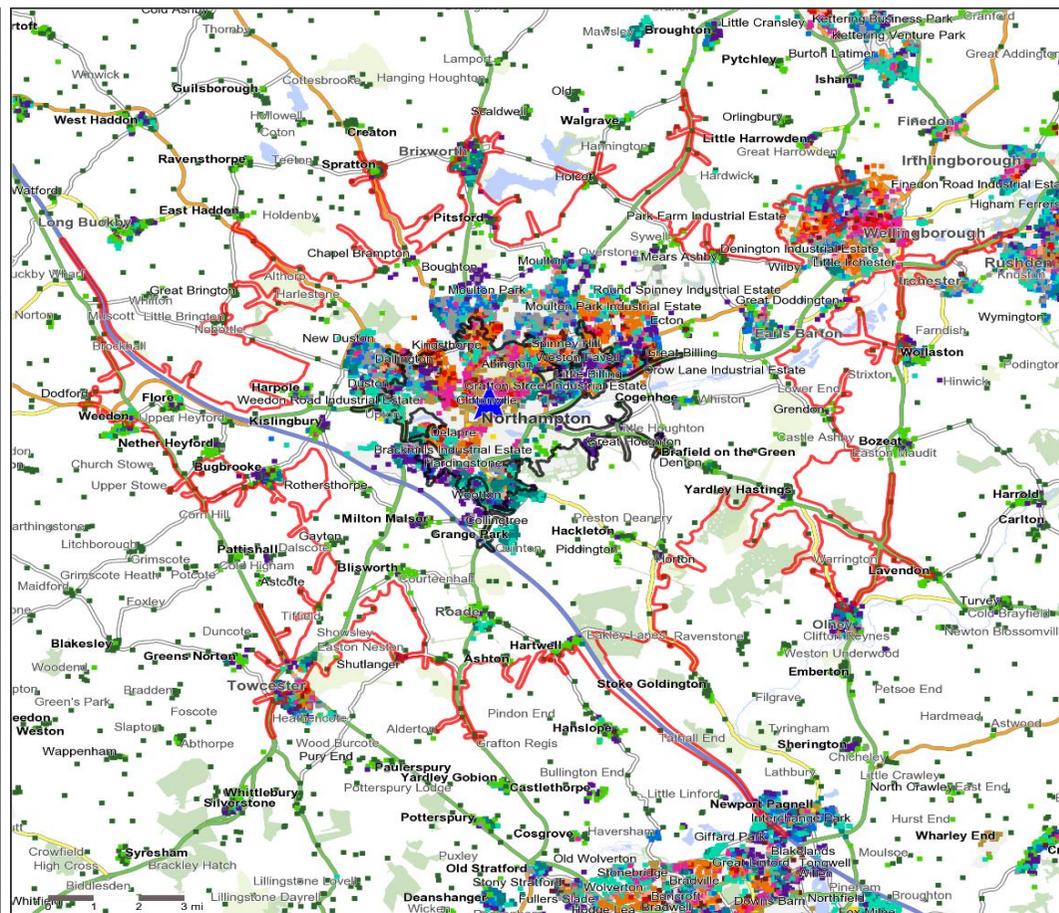
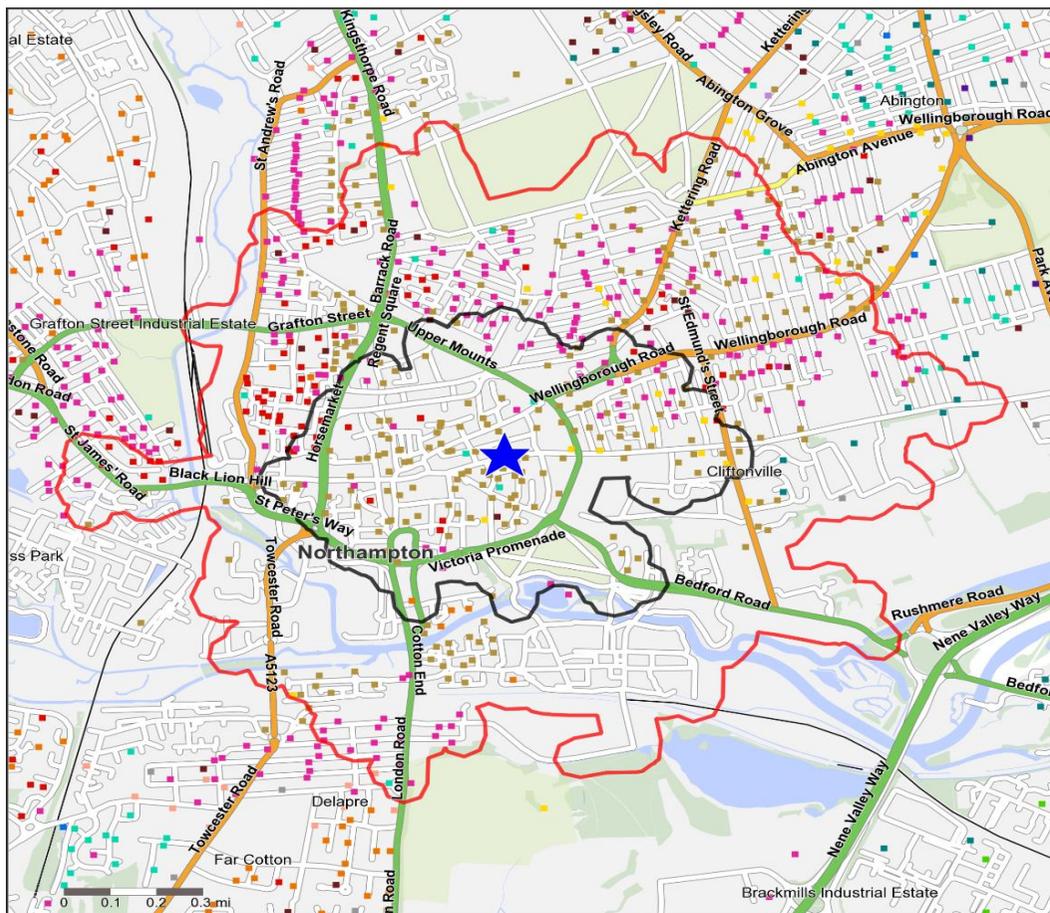
| | | 10 Minute Walktime | | | | | 20 Minute Walktime | | | | | 20 Minute Drivetime | | |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| 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 | 6,090 | 93.1 | 177 | 1 | High Street Pub | 20,608 | 88.2 | 168 | 1 | High Street Pub | 183,343 | 73.6 | 140 |
| 2 | Craft Led | 4,161 | 63.6 | 136 | 2 | Community Pub | 14,580 | 62.4 | 133 | 2 | Community Pub | 134,102 | 53.8 | 115 |
| 3 | Circuit Bar | 4,144 | 63.4 | 99 | 3 | Circuit Bar | 11,559 | 49.5 | 77 | 3 | Premium Local | 125,431 | 50.4 | 79 |
| 4 | Bit of Style | 3,806 | 58.2 | 406 | 4 | Craft Led | 11,293 | 48.3 | 337 | 4 | Great Pub Great Food | 89,367 | 35.9 | 250 |
| 5 | Community Pub | 3,280 | 50.2 | 124 | 5 | Bit of Style | 9,839 | 42.1 | 104 | 5 | Bit of Style | 74,353 | 29.9 | 74 |
| 6 | Premium Local | 1,617 | 24.7 | 86 | 6 | Premium Local | 5,947 | 25.5 | 89 | 6 | Circuit Bar | 44,611 | 17.9 | 63 |
| 7 | Great Pub Great Food | 575 | 8.8 | 78 | 7 | Great Pub Great Food | 1,775 | 7.6 | 67 | 7 | Craft Led | 27,917 | 11.2 | 99 |

| 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 | 698 | 10.7 | 120 | 2,224 | 9.5 | 107 | 22,452 | 9.0 | 102 |
| C1 | 1,120 | 17.1 | 139 | 3,861 | 16.5 | 134 | 33,597 | 13.5 | 110 |
| C2 | 563 | 8.6 | 104 | 1,982 | 8.5 | 103 | 22,415 | 9.0 | 109 |
| DE | 1,011 | 15.5 | 150 | 4,060 | 17.4 | 169 | 27,642 | 11.1 | 108 |

| 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) | 4,094 | 62.6 | 188 | 16,191 | 69.3 | 209 | 91,802 | 36.9 | 111 |
| Medium (7-13) | 1,758 | 26.9 | 81 | 5,931 | 25.4 | 76 | 93,584 | 37.6 | 113 |
| High (14-19) | 98 | 1.5 | 5 | 637 | 2.7 | 10 | 60,551 | 24.3 | 85 |

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 | E Senior Security |
| | H Aspiring Homemakers | I Family Basics |
| | M Modest Traditions | N Urban Cohesion |
| | | J Transient Renters |
| | | 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 | 0 |
| A02 Uptown Elite | 0 | 0 | 2 | 2 |
| A03 Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 Metro High-Flyers | 0 | 0 | 0 | 0 |
| B05 Premium Fortunes | 0 | 0 | 35 | 405 |
| B06 Diamond Days | 0 | 0 | 1,245 | 2,500 |
| B07 Alpha Families | 0 | 0 | 678 | 4,523 |
| B08 Bank of Mum and Dad | 0 | 0 | 977 | 3,678 |
| B09 Empty-Nest Adventure | 0 | 0 | 1,811 | 5,953 |
| C10 Wealthy Landowners | 0 | 0 | 26 | 2,335 |
| C11 Rural Vogue | 0 | 0 | 0 | 1,263 |
| C12 Scattered Homesteads | 0 | 0 | 0 | 118 |
| C13 Village Retirement | 0 | 0 | 279 | 5,204 |
| D14 Satellite Settlers | 0 | 0 | 354 | 9,456 |
| D15 Local Focus | 0 | 0 | 90 | 3,426 |
| D16 Outlying Seniors | 0 | 0 | 114 | 3,131 |
| D17 Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 Legacy Elders | 0 | 0 | 1,139 | 2,455 |
| E19 Bungalow Heaven | 0 | 0 | 1,121 | 7,341 |
| E20 Classic Grandparents | 0 | 0 | 1,382 | 6,499 |
| E21 Solo Retirees | 0 | 0 | 2,556 | 6,922 |
| F22 Boomerang Boarders | 0 | 0 | 636 | 4,137 |
| F23 Family Ties | 0 | 1 | 736 | 3,936 |
| F24 Fledgling Free | 0 | 0 | 108 | 2,784 |
| F25 Dependable Me | 0 | 0 | 937 | 4,917 |
| G26 Cafés and Catchments | 0 | 24 | 334 | 379 |
| G27 Thriving Independence | 31 | 278 | 2,487 | 4,151 |
| G28 Modern Parents | 0 | 0 | 3,374 | 13,324 |
| G29 Mid-Career Convention | 0 | 0 | 732 | 7,083 |
| H30 Primary Ambitions | 0 | 288 | 6,620 | 12,233 |
| H31 Affordable Fringe | 0 | 0 | 939 | 4,133 |
| H32 First-Rung Futures | 0 | 0 | 2,229 | 6,615 |
| H33 Contemporary Starts | 0 | 0 | 2,579 | 11,985 |
| H34 New Foundations | 64 | 102 | 298 | 1,278 |
| H35 Flying Solo | 0 | 0 | 475 | 1,846 |

| 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 | 52 | 183 | 4,177 | 6,703 |
| I37 Budget Generations | 0 | 0 | 297 | 1,588 |
| I38 Economical Families | 0 | 0 | 918 | 4,426 |
| I39 Families on a Budget | 0 | 12 | 4,298 | 16,085 |
| J40 Value Rentals | 0 | 0 | 144 | 1,222 |
| J41 Youthful Endeavours | 1 | 68 | 918 | 2,216 |
| J42 Midlife Renters | 28 | 1,120 | 7,564 | 11,285 |
| J43 Renting Rooms | 1,282 | 6,864 | 11,890 | 13,608 |
| K44 Inner City Stalwarts | 105 | 115 | 115 | 115 |
| K45 City Diversity | 3 | 15 | 15 | 15 |
| K46 High Rise Residents | 0 | 189 | 189 | 189 |
| K47 Single Essentials | 450 | 2,146 | 3,323 | 5,222 |
| K48 Mature Workers | 0 | 0 | 593 | 3,192 |
| L49 Flatlet Seniors | 43 | 488 | 953 | 1,418 |
| L50 Pocket Pensions | 0 | 0 | 825 | 2,668 |
| L51 Retirement Communities | 75 | 77 | 939 | 2,127 |
| L52 Estate Veterans | 0 | 10 | 2,006 | 3,991 |
| L53 Seasoned Survivors | 0 | 18 | 362 | 750 |
| M54 Down-to-Earth Owners | 0 | 0 | 19 | 845 |
| M55 Back with the Folks | 0 | 20 | 1,124 | 3,499 |
| M56 Self Supporters | 0 | 53 | 999 | 2,926 |
| N57 Community Elders | 0 | 0 | 165 | 165 |
| N58 Culture & Comfort | 0 | 276 | 288 | 288 |
| N59 Large Family Living | 0 | 0 | 0 | 0 |
| N60 Ageing Access | 232 | 581 | 1,762 | 1,780 |
| O61 Career Builders | 544 | 1,184 | 2,678 | 3,250 |
| O62 Central Pulse | 2,187 | 3,738 | 4,040 | 4,040 |
| O63 Flexible Workforce | 343 | 1,882 | 2,508 | 2,508 |
| O64 Bus-Route Renters | 463 | 1,280 | 2,832 | 4,464 |
| O65 Learners & Earners | 635 | 2,186 | 3,904 | 3,982 |
| O66 Student Scene | 3 | 156 | 167 | 455 |
| U99 Unclassified | 0 | 0 | 0 | 0 |
| Total | 6,541 | 23,354 | 94,305 | 249,034 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

Top 3 Mosaic Types in a 20 Minute Drivetime

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

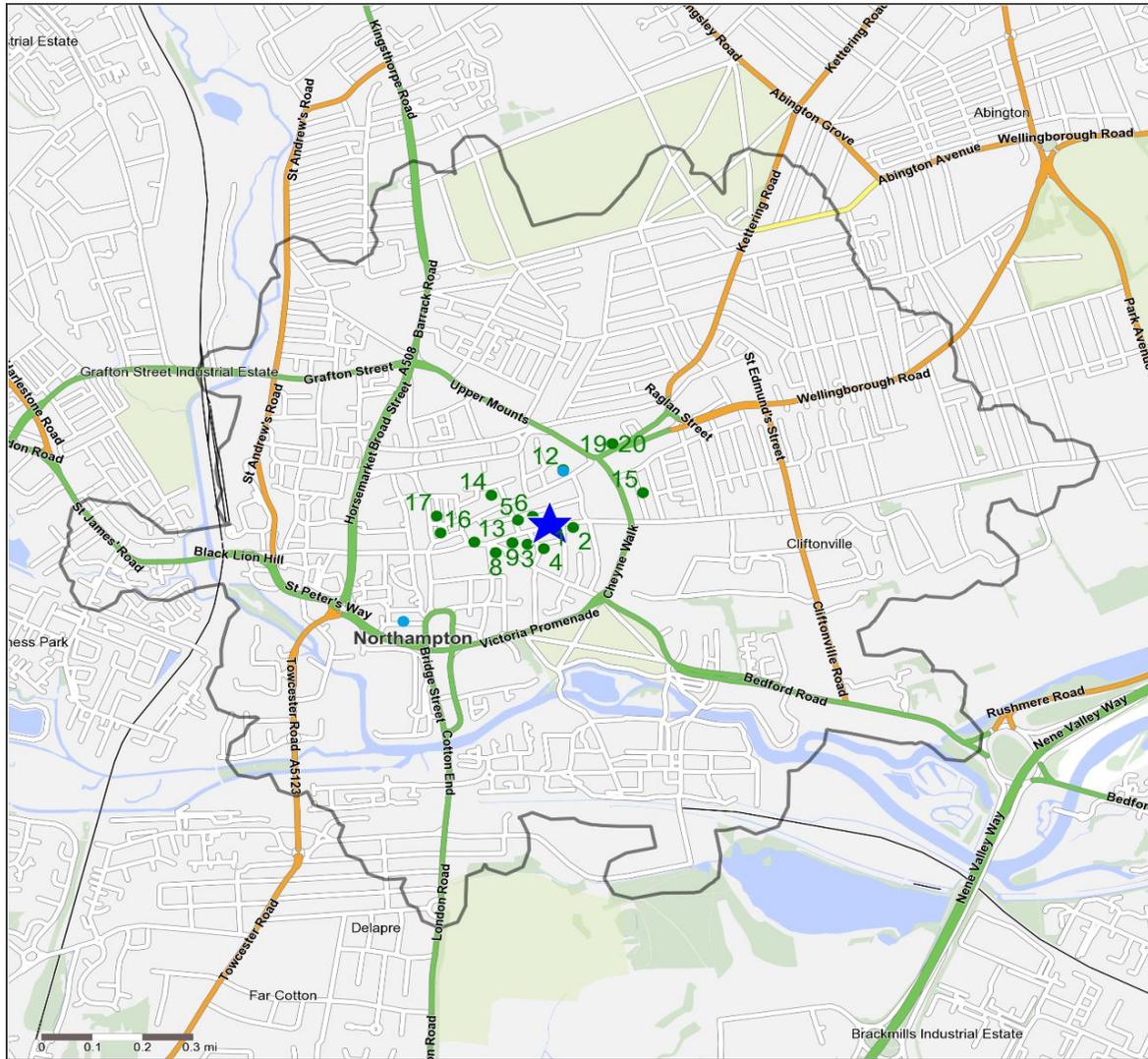
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

| 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 | 13,706 | 58.7 | 182 | 8,231 | 35.2 | 208 | 1,421 | 6.1 | 12 | | | |
| Male: Alone | 14,615 | 62.6 | 210 | 3,965 | 17.0 | 102 | 4,777 | 20.5 | 38 | | | |
| Male: Group | 7,347 | 31.5 | 137 | 11,903 | 51.0 | 189 | 4,106 | 17.6 | 35 | | | |
| Male: Pair | 13,835 | 59.2 | 226 | 7,037 | 30.1 | 196 | 2,485 | 10.6 | 18 | | | |
| Mixed Sex: Group | 20,429 | 87.5 | 355 | 1,256 | 5.4 | 17 | 1,672 | 7.2 | 17 | | | |
| Mixed Sex: Pair | 8,502 | 36.4 | 150 | 12,142 | 52.0 | 157 | 2,713 | 11.6 | 27 | | | |
| With Children | 10,595 | 45.4 | 153 | 2,131 | 9.1 | 52 | 10,631 | 45.5 | 86 | | | |
| Unknown | 13,236 | 56.7 | 163 | 3,575 | 15.3 | 83 | 6,546 | 28.0 | 60 | | | |
| For Eating: | | | | | | | | | | | | |
| Upmarket | 11,617 | 49.7 | 155 | 10,876 | 46.6 | 215 | 863 | 3.7 | 8 | | | |
| Midmarket | 22,066 | 94.5 | 262 | 263 | 1.1 | 12 | 1,028 | 4.4 | 8 | | | |
| Downmarket | 3,932 | 16.8 | 72 | 8,712 | 37.3 | 106 | 10,713 | 45.9 | 111 | | | |
| For Drinking (monthly spend): | | | | | | | | | | | | |
| Nothing | 3,335 | 14.3 | 46 | 3,745 | 16.0 | 68 | 16,277 | 69.7 | 152 | | | |
| Low (less than £10) | 915 | 3.9 | 13 | 4,769 | 20.4 | 86 | 17,673 | 75.7 | 163 | | | |
| Medium (Between £10 and £40) | 6,839 | 29.3 | 95 | 4,650 | 19.9 | 110 | 11,867 | 50.8 | 99 | | | |
| High (Greater than £40) | 10,094 | 43.2 | 164 | 1,673 | 7.2 | 35 | 11,589 | 49.6 | 94 | | | |

| 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 | 93,661 | 37.6 | 117 | 46,687 | 18.7 | 110 | 108,689 | 43.6 | 86 | |
| Male: Alone | 70,141 | 28.2 | 95 | 50,983 | 20.5 | 124 | 127,913 | 51.4 | 96 | |
| Male: Group | 48,054 | 19.3 | 84 | 76,355 | 30.7 | 114 | 124,627 | 50.0 | 100 | |
| Male: Pair | 59,496 | 23.9 | 91 | 41,607 | 16.7 | 109 | 147,933 | 59.4 | 102 | |
| Mixed Sex: Group | 69,068 | 27.7 | 113 | 91,922 | 36.9 | 115 | 88,046 | 35.4 | 82 | |
| Mixed Sex: Pair | 81,560 | 32.8 | 135 | 95,133 | 38.2 | 116 | 72,343 | 29.0 | 68 | |
| With Children | 85,916 | 34.5 | 116 | 54,437 | 21.9 | 125 | 108,683 | 43.6 | 83 | |
| Unknown | 79,978 | 32.1 | 92 | 52,263 | 21.0 | 113 | 116,796 | 46.9 | 100 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 75,263 | 30.2 | 94 | 68,241 | 27.4 | 127 | 105,532 | 42.4 | 92 | |
| Midmarket | 86,464 | 34.7 | 96 | 26,853 | 10.8 | 118 | 135,720 | 54.5 | 99 | |
| Downmarket | 61,091 | 24.5 | 106 | 111,884 | 44.9 | 127 | 76,062 | 30.5 | 74 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 68,827 | 27.6 | 90 | 70,576 | 28.3 | 120 | 109,634 | 44.0 | 96 | |
| Low (less than £10) | 76,212 | 30.6 | 103 | 64,024 | 25.7 | 108 | 108,801 | 43.7 | 94 | |
| Medium (Between £10 and £40) | 79,316 | 31.8 | 103 | 30,762 | 12.4 | 68 | 138,958 | 55.8 | 109 | |
| High (Greater than £40) | 64,479 | 25.9 | 98 | 36,599 | 14.7 | 71 | 147,959 | 59.4 | 112 | |

Competitor Map

Top 20 Nearest Competitors



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|------------------------------|----------------------------|------------------------------|-------------------------------|
| 1 | Baroque, NN 1 1JF | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Cafe Cest La Vie, NN 1 1JW | Independent Free | 0.3 | 3.3 |
| 3 | Borija, NN 1 1JS | Independent Free | 1.5 | 1.5 |
| 4 | Sazerac, NN 1 1JX | Independent Free | 1.5 | 1.7 |
| 5 | Market Tavern, NN 1 2AA | Greene King | 1.8 | 3.7 |
| 6 | Cordwainer, NN 1 2AQ | Wetherspoon | 2.4 | 3.7 |
| 7 | Mailcoach, NN 1 1UB | Ei Group | 3.0 | 1.2 |
| 8 | Maule Collective, NN 1 1UB | Maule Brewing Company | 3.0 | 1.2 |
| 9 | Gin And Temple, NN 1 1JA | Independent Free | 3.3 | 0.8 |
| 10 | Optimist, NN 1 1JA | Mitchells & Butlers | 3.3 | 0.8 |
| 11 | Wig & Pen, NN 1 1JA | Independent Free | 3.3 | 0.8 |
| 12 | Wedgwood, NN 1 2BH | Star Pubs & Bars | 3.3 | 4.1 |
| 13 | Old Bank, NN 1 1DA | Greene King | 3.6 | 1.0 |
| 14 | Zapato Lounge, NN 1 2EB | Loungers | 3.6 | 4.0 |
| 15 | Princess Alexandra, NN 1 5QP | *Other Small Retail Groups | 4.8 | 3.9 |
| 16 | Rifle Drum, NN 1 2QW | Independent Free | 5.1 | 1.6 |
| 17 | Auctioneer, NN 1 2DL | Marston's | 5.4 | 4.4 |
| 18 | Aruba, NN 1 4AE | *Other Small Retail Groups | 5.7 | 3.1 |
| 19 | Black Prince, NN 1 4AE | Independent Free | 5.7 | 3.1 |
| 20 | Press, NN 1 4AE | Trust Inns Limited | 5.7 | 3.1 |