

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

| | | | |
|--|-------|-------|---------|
| Number of Pubs | 3 | 4 | 370 |
| Catchment Adults 18+ | 2,337 | 5,885 | 288,548 |
| Catchment Adults 18+ Per Pub | 779 | 1,471 | 780 |
| Populaton Projection 2018 to 2028 (% change) | 3.49% | 2.12% | 4.27% |

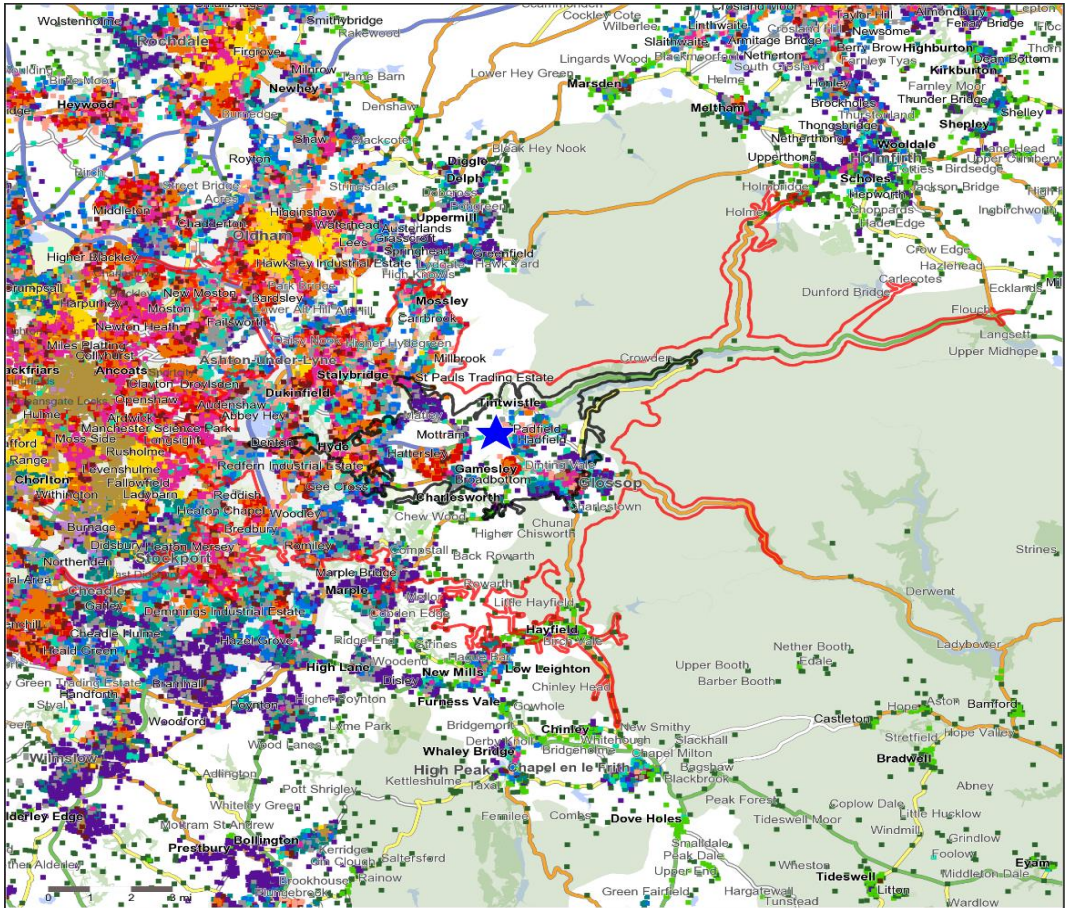
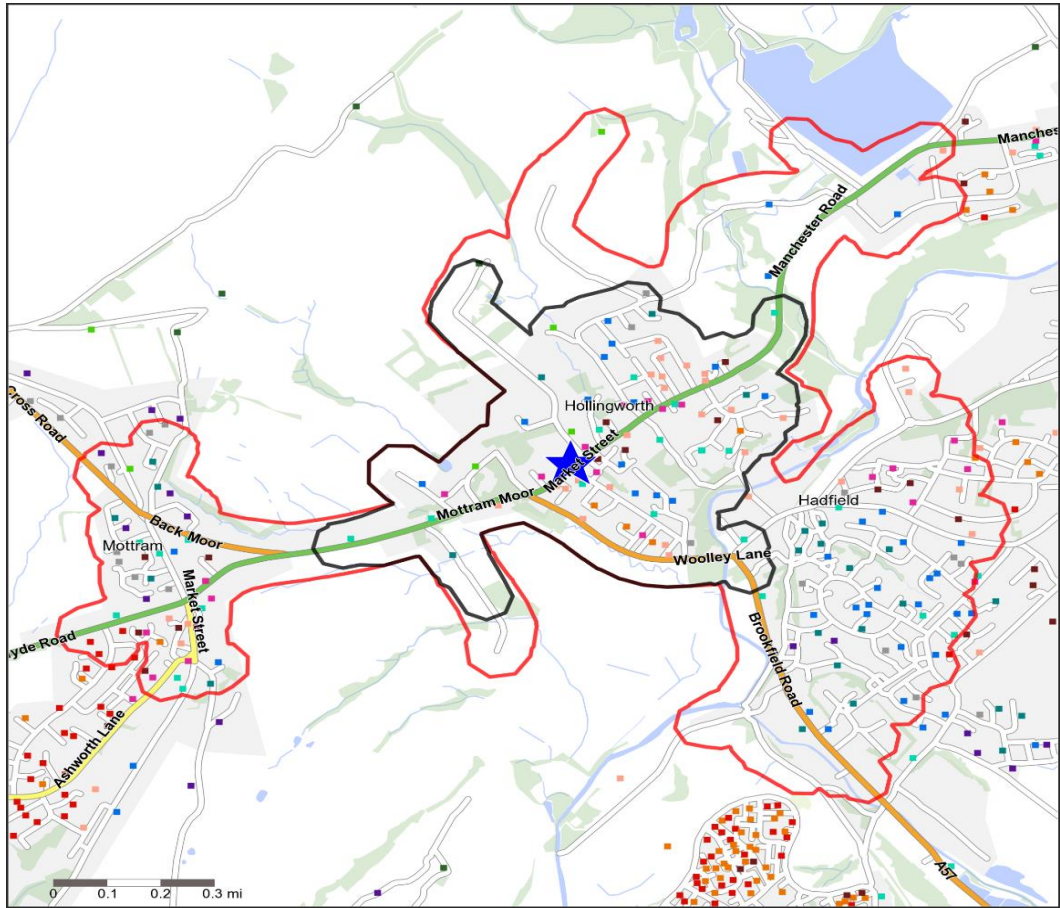
| | | 10 Minute Walktime | | | 20 Minute Walktime | | | 20 Minute Drivetime | | | | | | |
|------|----------------------|--------------------|-----------------|-------|--------------------|----------------------|------------------|---------------------|-------|------|----------------------|------------------|-----------------|-------|
| 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 | 2,074 | 88.7 | 171 | 1 | High Street Pub | 5,157 | 87.6 | 169 | 1 | High Street Pub | 248,394 | 86.1 | 166 |
| 2 | Community Pub | 1,699 | 72.7 | 156 | 2 | Community Pub | 3,640 | 61.9 | 133 | 2 | Community Pub | 226,454 | 78.5 | 168 |
| 3 | Premium Local | 1,095 | 46.9 | 74 | 3 | Premium Local | 3,301 | 56.1 | 89 | 3 | Premium Local | 90,312 | 31.3 | 50 |
| 4 | Great Pub Great Food | 652 | 27.9 | 216 | 4 | Great Pub Great Food | 2,220 | 37.7 | 292 | 4 | Great Pub Great Food | 58,920 | 20.4 | 158 |
| 5 | Bit of Style | 404 | 17.3 | 43 | 5 | Bit of Style | 1,658 | 28.2 | 70 | 5 | Bit of Style | 40,885 | 14.2 | 35 |
| 6 | Circuit Bar | 273 | 11.7 | 44 | 6 | Circuit Bar | 689 | 11.7 | 44 | 6 | Circuit Bar | 30,602 | 10.6 | 40 |
| 7 | Craft Led | 250 | 10.7 | 104 | 7 | Craft Led | 654 | 11.1 | 108 | 7 | Craft Led | 22,111 | 7.7 | 74 |

| 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 | 183 | 7.8 | 89 | 470 | 8.0 | 90 | 18,303 | 6.3 | 72 |
| C1 | 296 | 12.7 | 103 | 762 | 12.9 | 106 | 37,158 | 12.9 | 105 |
| C2 | 240 | 10.3 | 124 | 559 | 9.5 | 115 | 29,073 | 10.1 | 122 |
| DE | 227 | 9.7 | 94 | 503 | 8.5 | 83 | 40,219 | 13.9 | 135 |

| 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) | 870 | 37.2 | 112 | 1,768 | 30.0 | 91 | 156,149 | 54.1 | 163 |
| Medium (7-13) | 1,059 | 45.3 | 137 | 2,665 | 45.3 | 137 | 95,746 | 33.2 | 100 |
| High (14-19) | 271 | 11.6 | 41 | 1,048 | 17.8 | 63 | 30,479 | 10.6 | 37 |

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 | H Aspiring Homemakers |
| K Municipal Tenants | L Vintage Value | M Modest Traditions |
| | | D Rural Reality |
| | | I Family Basics |
| | | N Urban Cohesion |
| | | 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 | 0 | 1 |
| A03 | Penthouse Chic | | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | | 0 | 0 | 0 | 0 |
| B05 | Premium Fortunes | | 0 | 0 | 38 | 152 |
| B06 | Diamond Days | | 0 | 4 | 494 | 1,589 |
| B07 | Alpha Families | | 0 | 88 | 1,083 | 2,354 |
| B08 | Bank of Mum and Dad | | 0 | 55 | 1,624 | 3,423 |
| B09 | Empty-Nest Adventure | | 0 | 55 | 2,572 | 4,849 |
| C10 | Wealthy Landowners | | 31 | 31 | 266 | 1,374 |
| C11 | Rural Vogue | | 0 | 0 | 24 | 80 |
| C12 | Scattered Homesteads | | 0 | 0 | 7 | 92 |
| C13 | Village Retirement | | 12 | 12 | 164 | 825 |
| D14 | Satellite Settlers | | 141 | 173 | 637 | 2,365 |
| D15 | Local Focus | | 0 | 0 | 0 | 267 |
| D16 | Outlying Seniors | | 0 | 0 | 0 | 402 |
| D17 | Far-Flung Outposts | | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | | 0 | 79 | 1,091 | 3,190 |
| E19 | Bungalow Heaven | | 0 | 90 | 532 | 4,673 |
| E20 | Classic Grandparents | | 0 | 34 | 1,200 | 12,227 |
| E21 | Solo Retirees | | 53 | 110 | 1,205 | 8,835 |
| F22 | Boomerang Boarders | | 217 | 524 | 1,646 | 6,904 |
| F23 | Family Ties | | 46 | 91 | 484 | 3,772 |
| F24 | Fledgling Free | | 73 | 245 | 716 | 3,011 |
| F25 | Dependable Me | | 118 | 400 | 2,560 | 8,339 |
| G26 | Cafés and Catchments | | 0 | 0 | 0 | 215 |
| G27 | Thriving Independence | | 0 | 66 | 884 | 2,808 |
| G28 | Modern Parents | | 18 | 220 | 1,333 | 3,790 |
| G29 | Mid-Career Convention | | 49 | 416 | 2,305 | 4,830 |
| H30 | Primary Ambitions | | 28 | 140 | 1,291 | 5,615 |
| H31 | Affordable Fringe | | 83 | 111 | 889 | 11,341 |
| H32 | First-Rung Futures | | 193 | 468 | 3,354 | 13,149 |
| H33 | Contemporary Starts | | 23 | 35 | 904 | 2,385 |
| H34 | New Foundations | | 0 | 0 | 87 | 385 |
| H35 | Flying Solo | | 56 | 186 | 585 | 1,473 |

| | | | 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 | | 43 | 47 | 289 | 1,719 |
| I37 | Budget Generations | | 43 | 56 | 760 | 3,722 |
| I38 | Economical Families | | 78 | 80 | 2,152 | 13,248 |
| I39 | Families on a Budget | | 0 | 8 | 2,070 | 17,599 |
| J40 | Value Rentals | | 35 | 126 | 623 | 5,275 |
| J41 | Youthful Endeavours | | 0 | 0 | 171 | 2,196 |
| J42 | Midlife Renters | | 144 | 294 | 4,252 | 14,416 |
| J43 | Renting Rooms | | 0 | 0 | 1,416 | 21,682 |
| K44 | Inner City Stalwarts | | 0 | 0 | 0 | 29 |
| K45 | City Diversity | | 0 | 0 | 0 | 12 |
| K46 | High Rise Residents | | 0 | 0 | 211 | 3,780 |
| K47 | Single Essentials | | 0 | 0 | 339 | 6,532 |
| K48 | Mature Workers | | 0 | 69 | 4,908 | 11,683 |
| L49 | Flatlet Seniors | | 0 | 0 | 771 | 7,493 |
| L50 | Pocket Pensions | | 18 | 153 | 864 | 4,177 |
| L51 | Retirement Communities | | 43 | 52 | 358 | 873 |
| L52 | Estate Veterans | | 21 | 177 | 1,088 | 5,288 |
| L53 | Seasoned Survivors | | 8 | 33 | 678 | 8,871 |
| M54 | Down-to-Earth Owners | | 62 | 88 | 442 | 2,837 |
| M55 | Back with the Folks | | 186 | 368 | 1,223 | 9,820 |
| M56 | Self Supporters | | 513 | 700 | 4,532 | 21,756 |
| N57 | Community Elders | | 0 | 0 | 25 | 52 |
| N58 | Culture & Comfort | | 0 | 0 | 54 | 537 |
| N59 | Large Family Living | | 0 | 0 | 1,607 | 4,980 |
| N60 | Ageing Access | | 0 | 0 | 0 | 384 |
| O61 | Career Builders | | 0 | 0 | 24 | 112 |
| O62 | Central Pulse | | 0 | 0 | 0 | 320 |
| O63 | Flexible Workforce | | 0 | 0 | 0 | 525 |
| O64 | Bus-Route Renters | | 0 | 0 | 1,029 | 3,636 |
| O65 | Learners & Earners | | 0 | 0 | 0 | 0 |
| O66 | Student Scene | | 0 | 0 | 0 | 0 |
| U99 | Unclassified | | 0 | 0 | 45 | 281 |
| Total | | | 2,335 | 5,884 | 57,906 | 288,550 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. I39 Families on a Budget

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



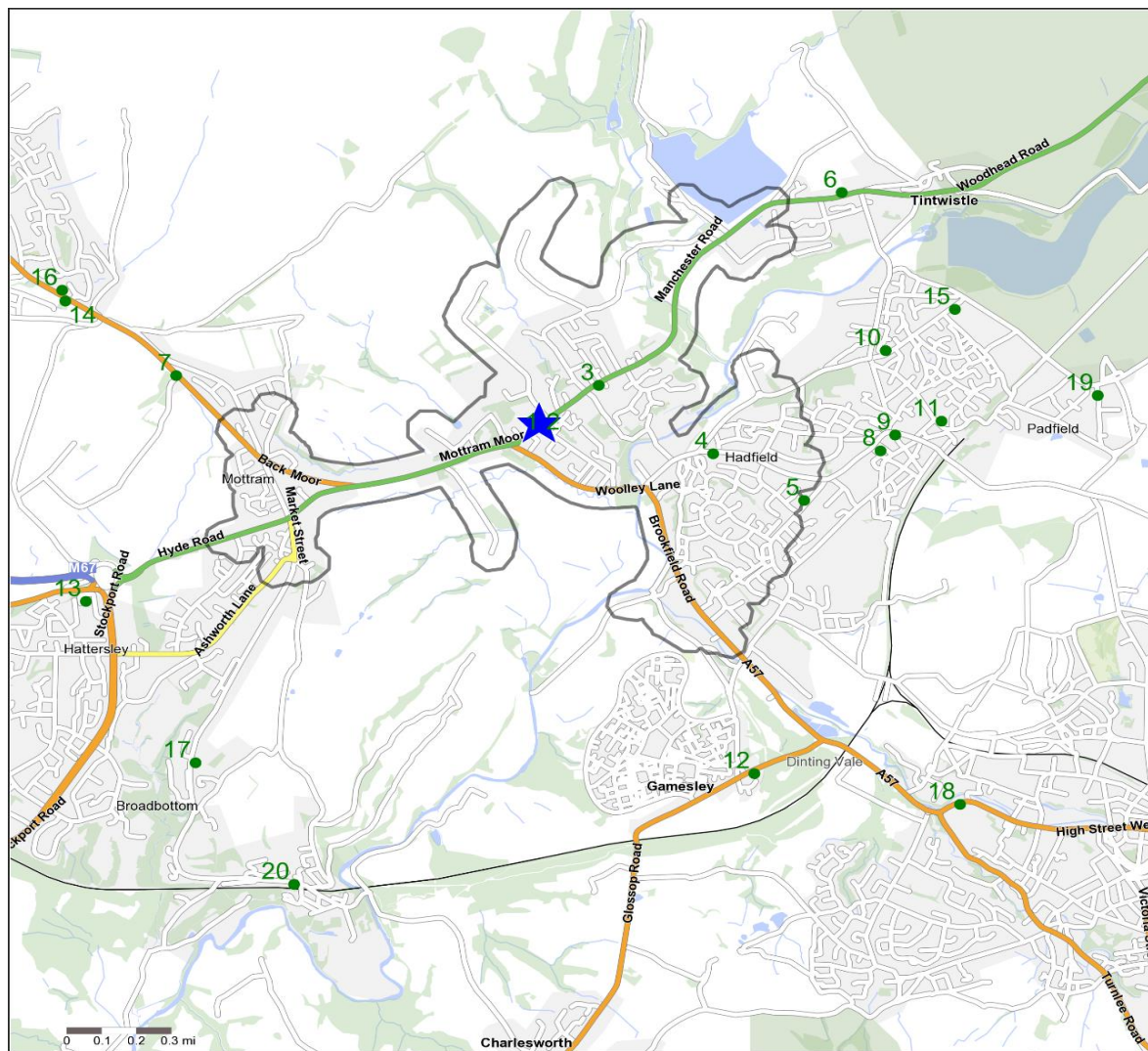
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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 | 1,934 | 32.9 | 109 | 475 | 8.1 | 49 | 3,476 | 59.1 | 113 | | |
| Male: Alone | 2,138 | 36.3 | 122 | 836 | 14.2 | 91 | 2,911 | 49.5 | 93 | | |
| Male: Group | 1,699 | 28.9 | 126 | 1,903 | 32.3 | 123 | 2,284 | 38.8 | 78 | | |
| Male: Pair | 1,771 | 30.1 | 115 | 1,792 | 30.5 | 200 | 2,322 | 39.5 | 69 | | |
| Mixed Sex: Group | 687 | 11.7 | 51 | 2,299 | 39.1 | 122 | 2,899 | 49.3 | 112 | | |
| Mixed Sex: Pair | 2,343 | 39.8 | 170 | 919 | 15.6 | 48 | 2,624 | 44.6 | 104 | | |
| With Children | 2,103 | 35.7 | 124 | 1,335 | 22.7 | 135 | 2,447 | 41.6 | 79 | | |
| Unknown | 1,688 | 28.7 | 87 | 738 | 12.5 | 70 | 3,460 | 58.8 | 123 | | |
| For Eating: | | | | | | | | | | | |
| Upmarket | 1,982 | 33.7 | 110 | 922 | 15.7 | 75 | 2,982 | 50.7 | 107 | | |
| Midmarket | 1,734 | 29.5 | 86 | 241 | 4.1 | 45 | 3,910 | 66.4 | 120 | | |
| Downmarket | 2,206 | 37.5 | 169 | 2,266 | 38.5 | 110 | 1,413 | 24.0 | 58 | | |
| For Drinking (monthly spend): | | | | | | | | | | | |
| Nothing | 1,663 | 28.3 | 93 | 2,042 | 34.7 | 147 | 2,180 | 37.0 | 83 | | |
| Low (less than £10) | 2,086 | 35.4 | 119 | 1,417 | 24.1 | 103 | 2,382 | 40.5 | 89 | | |
| Medium (Between £10 and £40) | 2,074 | 35.2 | 115 | 544 | 9.2 | 52 | 3,267 | 55.5 | 110 | | |
| High (Greater than £40) | 1,509 | 25.6 | 99 | 1,110 | 18.9 | 92 | 3,266 | 55.5 | 106 | | |

| 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 | 84,224 | 29.2 | 96 | 43,562 | 15.1 | 92 | 160,482 | 55.6 | 107 | |
| Male: Alone | 105,331 | 36.5 | 123 | 44,727 | 15.5 | 99 | 138,210 | 47.9 | 90 | |
| Male: Group | 76,431 | 26.5 | 116 | 98,318 | 34.1 | 130 | 113,519 | 39.3 | 79 | |
| Male: Pair | 84,270 | 29.2 | 112 | 96,318 | 33.4 | 219 | 107,681 | 37.3 | 65 | |
| Mixed Sex: Group | 89,444 | 31.0 | 136 | 55,935 | 19.4 | 61 | 142,889 | 49.5 | 113 | |
| Mixed Sex: Pair | 80,567 | 27.9 | 119 | 102,620 | 35.6 | 109 | 105,082 | 36.4 | 85 | |
| With Children | 127,488 | 44.2 | 153 | 55,945 | 19.4 | 115 | 104,835 | 36.3 | 69 | |
| Unknown | 88,274 | 30.6 | 93 | 46,386 | 16.1 | 90 | 153,607 | 53.2 | 111 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 63,996 | 22.2 | 72 | 74,486 | 25.8 | 124 | 149,786 | 51.9 | 110 | |
| Midmarket | 108,992 | 37.8 | 110 | 22,987 | 8.0 | 88 | 156,289 | 54.2 | 98 | |
| Downmarket | 96,155 | 33.3 | 150 | 116,513 | 40.4 | 116 | 75,600 | 26.2 | 63 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 94,068 | 32.6 | 108 | 77,725 | 26.9 | 114 | 116,475 | 40.4 | 90 | |
| Low (less than £10) | 73,450 | 25.5 | 85 | 54,993 | 19.1 | 81 | 159,825 | 55.4 | 122 | |
| Medium (Between £10 and £40) | 73,006 | 25.3 | 83 | 31,823 | 11.0 | 62 | 183,439 | 63.6 | 126 | |
| High (Greater than £40) | 47,232 | 16.4 | 63 | 56,589 | 19.6 | 96 | 184,447 | 63.9 | 122 | |

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 | Gun Inn, SK14 8LN | Star Pubs & Bars | 0.3 | 0.1 |
| 2 | New Inn, SK14 8LN | Ei Group | 0.3 | 0.1 |
| 3 | Organ Inn, SK14 8JA | Robinsons | 3.9 | 0.8 |
| 4 | Pear Tree Inn, SK13 1PY | Thwaites | 14.2 | 2.5 |
| 5 | Chieftain, SK13 2DT | Hydes Anvil | 21.7 | 4.0 |
| 6 | Old Oak Inn, SK13 1LJ | *Other Small Retail Groups | 23.5 | 3.1 |
| 7 | Roe Cross Inn, SK14 6SD | Trust Inns | 23.5 | 3.4 |
| 8 | Spinners Arms, SK13 2DP | *Other Small Retail Groups | 24.7 | 4.1 |
| 9 | Anchor Inn, SK13 1NR | Punch Pub Company | 25.1 | 4.2 |
| 10 | New Lamp, SK13 1BY | Star Pubs & Bars | 26.0 | 4.4 |
| 11 | Palatine Hotel, SK13 1AA | Robinsons | 27.8 | 4.8 |
| 12 | Bluebell Wood, SK13 6EL | Independent Free | 29.9 | 5.1 |
| 13 | Mottram Wood, SK14 3AU | Greene King | 31.1 | 4.5 |
| 14 | Waggon & Horses, SK15 2SU | Robinsons | 31.1 | 4.7 |
| 15 | Victoria Inn, SK13 1HE | Unknown | 31.1 | 5.5 |
| 16 | Dog & Partridge, SK15 2SX | Unknown | 32.3 | 4.6 |
| 17 | Waggon, SK14 6HY | Robinsons | 32.3 | 5.8 |
| 18 | Grapes Inn, SK13 8EP | Independent Free | 37.4 | 6.3 |
| 19 | Peels Arms, SK13 1EX | Star Pubs & Bars | 40.1 | 7.1 |
| 20 | Harewood Arms, SK14 6AX | Independent Free | 42.3 | 7.5 |