

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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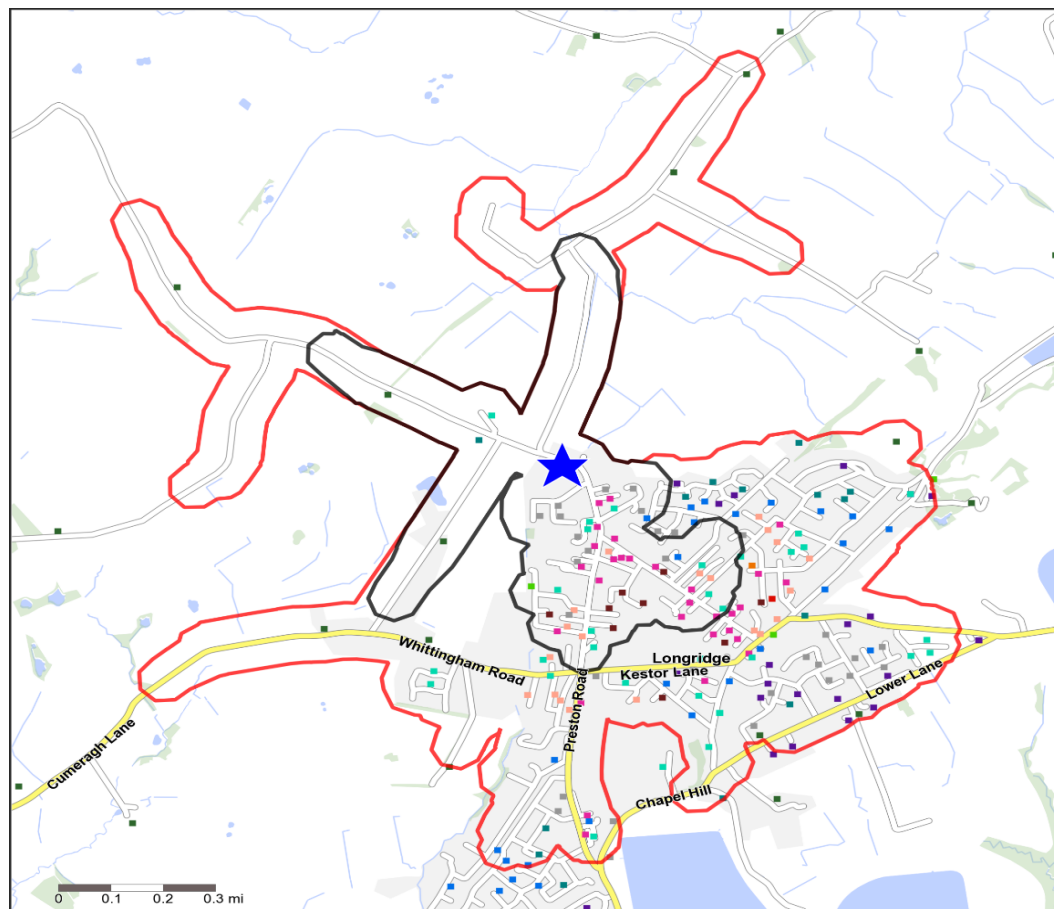
Number of Pubs	7	9	59
Catchment Adults 18+	1,587	5,795	67,832
Catchment Adults 18+ Per Pub	227	644	1,150
Populaton Projection 2018 to 2028 (% change)	2.55%	3.33%	1.41%

		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	1,062	66.9	129	<div></div>	1	High Street Pub	3,825	66.0	127	<div></div>	1	Premium Local	42,799	63.1	122	<div></div>
2	Community Pub	1,042	65.7	141	<div></div>	2	Premium Local	3,119	53.8	115	<div></div>	2	High Street Pub	41,091	60.6	130	<div></div>
3	Premium Local	457	28.8	46	<div></div>	3	Community Pub	2,860	49.4	78	<div></div>	3	Great Pub Great Food	34,647	51.1	81	<div></div>
4	Great Pub Great Food	303	19.1	148	<div></div>	4	Great Pub Great Food	2,321	40.1	310	<div></div>	4	Community Pub	30,273	44.6	345	<div></div>
5	Bit of Style	203	12.8	32	<div></div>	5	Bit of Style	1,000	17.3	43	<div></div>	5	Bit of Style	14,123	20.8	52	<div></div>
6	Circuit Bar	176	11.1	41	<div></div>	6	Circuit Bar	553	9.5	36	<div></div>	6	Circuit Bar	6,184	9.1	34	<div></div>
7	Craft Led	130	8.2	80	<div></div>	7	Craft Led	332	5.7	56	<div></div>	7	Craft Led	4,079	6.0	58	<div></div>

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	90	5.7	64	433	7.5	84	6,519	9.6	109
C1	154	9.7	79	569	9.8	80	7,593	11.2	91
C2	167	10.5	127	653	11.3	137	5,638	8.3	101
DE	143	9.0	88	505	8.7	85	5,880	8.7	84

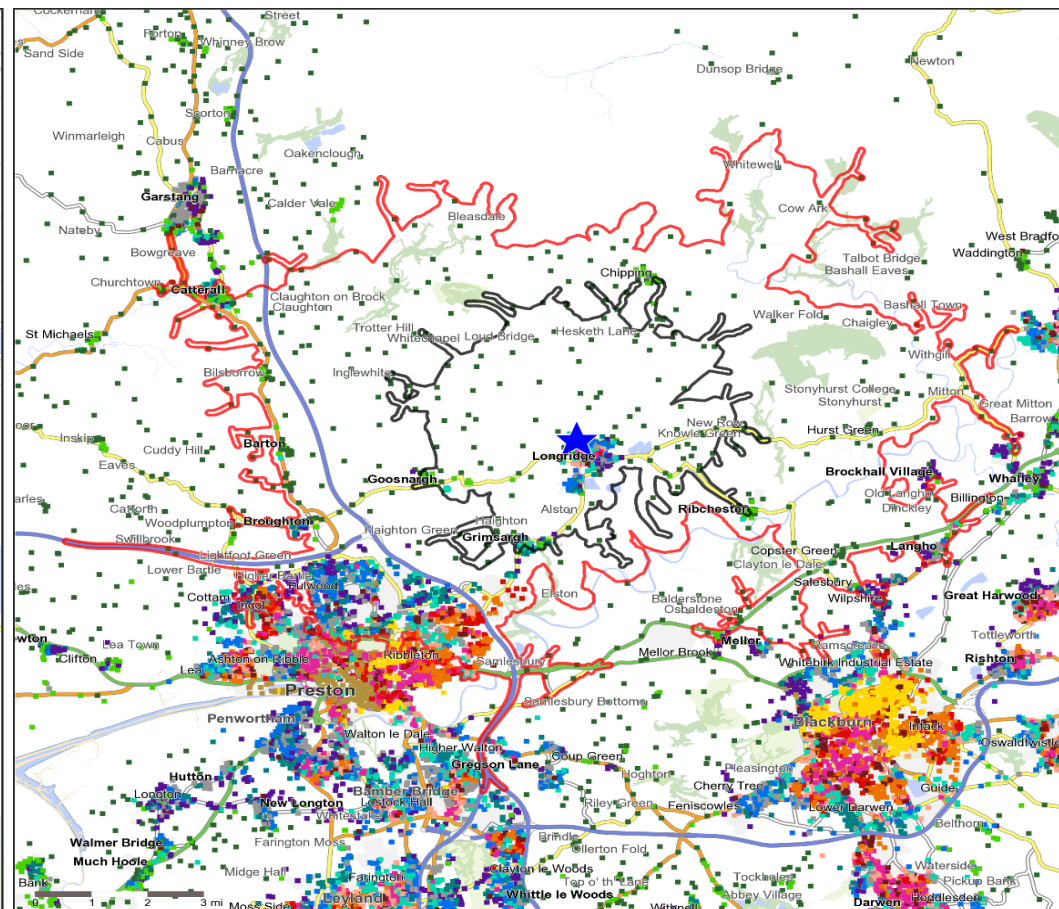
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	561	35.3	107	1,610	27.8	84	19,624	28.9	87
Medium (7-13)	647	40.8	123	2,641	45.6	137	25,547	37.7	114
High (14-19)	179	11.3	40	1,122	19.4	68	16,706	24.6	87

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A02	Uptown Elite	0	0	0	14	0	14
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	132	0	132
B06	Diamond Days	0	0	7	402	7	402
B07	Alpha Families	0	52	124	1,513	124	1,513
B08	Bank of Mum and Dad	0	66	222	1,909	222	1,909
B09	Empty-Nest Adventure	0	304	373	2,452	373	2,452
C10	Wealthy Landowners	46	151	1,723	4,541	1,723	4,541
C11	Rural Vogue	14	43	562	1,455	562	1,455
C12	Scattered Homesteads	0	0	58	529	58	529
C13	Village Retirement	63	271	654	3,036	654	3,036
D14	Satellite Settlers	9	10	1,228	3,254	1,228	3,254
D15	Local Focus	55	82	84	356	84	356
D16	Outlying Seniors	0	1	82	680	82	680
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	0	1,371	0	1,371
E19	Bungalow Heaven	271	665	700	2,468	700	2,468
E20	Classic Grandparents	4	8	8	994	8	994
E21	Solo Retirees	74	83	83	1,795	83	1,795
F22	Boomerang Boarders	49	299	382	2,816	382	2,816
F23	Family Ties	0	79	118	733	118	733
F24	Fledgling Free	42	445	468	721	468	721
F25	Dependable Me	0	268	384	2,592	384	2,592
G26	Cafés and Catchments	0	0	0	421	0	421
G27	Thriving Independence	0	0	0	976	0	976
G28	Modern Parents	3	96	298	2,617	298	2,617
G29	Mid-Career Convention	0	225	933	3,634	933	3,634
H30	Primary Ambitions	2	4	4	908	4	908
H31	Affordable Fringe	74	352	356	1,703	356	1,703
H32	First-Rung Futures	109	230	317	2,281	317	2,281
H33	Contemporary Starts	41	212	409	1,343	409	1,343
H34	New Foundations	5	10	93	361	93	361
H35	Flying Solo	21	102	107	454	107	454

				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	0	0	0	270	0	270
I37	Budget Generations	0	0	0	266	0	266
I38	Economical Families	6	9	9	932	9	932
I39	Families on a Budget	0	0	0	4,494	0	4,494
J40	Value Rentals	22	121	121	498	121	498
J41	Youthful Endeavours	0	0	0	192	0	192
J42	Midlife Renters	313	623	628	1,648	628	1,648
J43	Renting Rooms	0	0	0	226	0	226
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	728	0	728
K48	Mature Workers	0	41	41	2,219	41	2,219
L49	Flatlet Seniors	0	0	0	1,022	0	1,022
L50	Pocket Pensions	59	100	100	480	100	480
L51	Retirement Communities	98	104	104	526	104	526
L52	Estate Veterans	0	0	0	223	0	223
L53	Seasoned Survivors	16	33	33	293	33	293
M54	Down-to-Earth Owners	0	0	0	488	0	488
M55	Back with the Folks	70	219	219	1,430	219	1,430
M56	Self Supporters	122	485	485	785	485	785
N57	Community Elders	0	0	0	515	0	515
N58	Culture & Comfort	0	0	0	111	0	111
N59	Large Family Living	0	0	0	91	0	91
N60	Ageing Access	0	0	0	98	0	98
O61	Career Builders	0	0	0	243	0	243
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	0	0	0	14	0	14
O64	Bus-Route Renters	0	0	0	452	0	452
O65	Learners & Earners	0	0	0	353	0	353
O66	Student Scene	0	0	0	6	0	6
U99	Unclassified	0	0	0	768	0	768
Total				1,588	5,793	11,517	67,832

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

2. 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

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



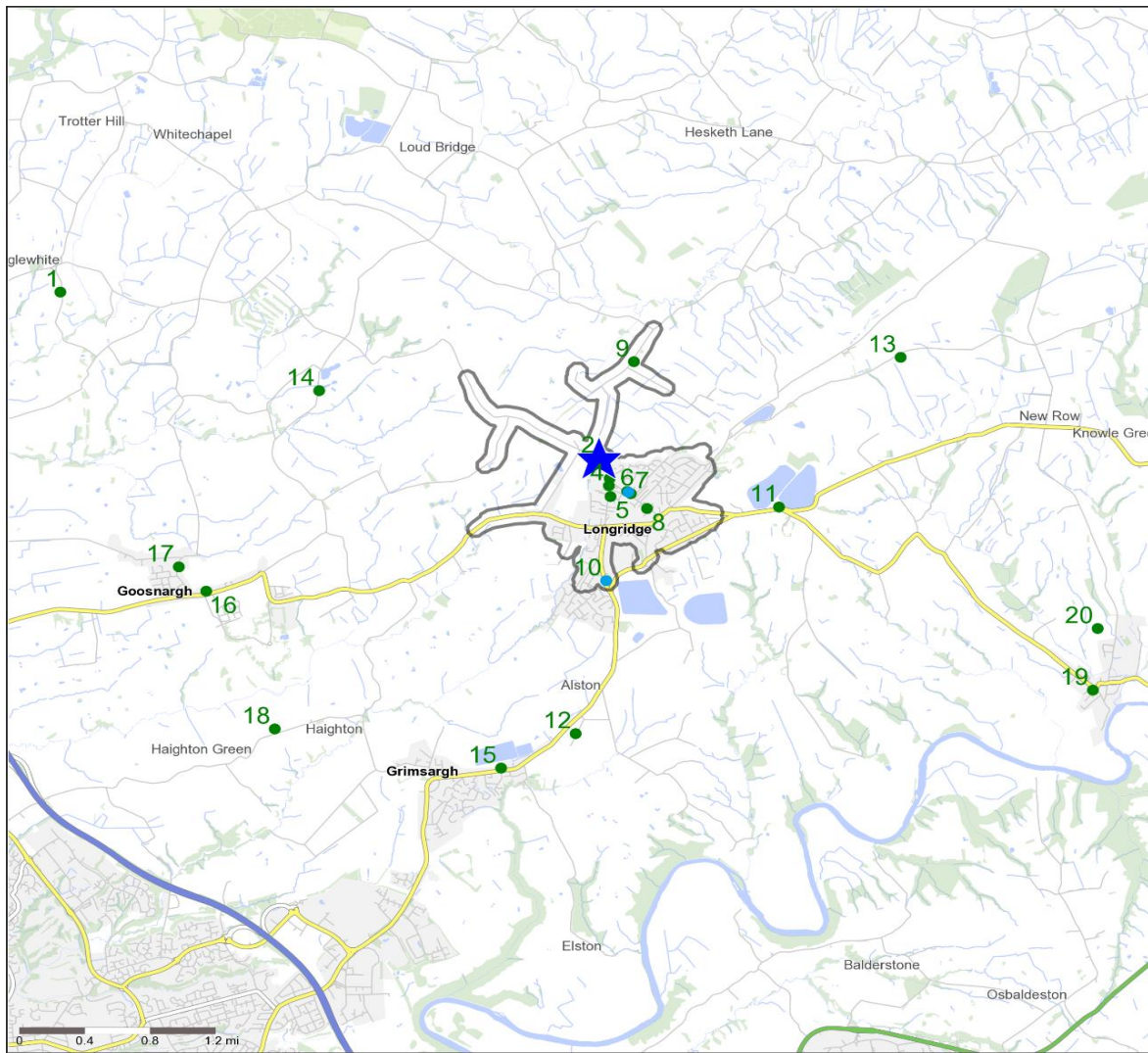
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	1,739	30.0	99	497	8.6	52	3,558	61.4	118
Male: Alone	2,045	35.3	119	442	7.6	49	3,307	57.1	107
Male: Group	1,763	30.4	133	2,025	34.9	133	2,007	34.6	70
Male: Pair	1,776	30.6	117	1,117	19.3	126	2,902	50.1	87
Mixed Sex: Group	1,139	19.7	86	2,188	37.8	118	2,468	42.6	97
Mixed Sex: Pair	1,979	34.2	146	1,522	26.3	81	2,294	39.6	93
With Children	1,714	29.6	102	1,125	19.4	115	2,955	51.0	96
Unknown	1,194	20.6	63	951	16.4	92	3,649	63.0	131
For Eating:									
Upmarket	1,559	26.9	88	912	15.7	76	3,324	57.4	121
Midmarket	1,421	24.5	71	102	1.8	20	4,272	73.7	133
Downmarket	1,725	29.8	134	3,016	52.0	149	1,054	18.2	44
For Drinking (monthly spend):									
Nothing	1,161	20.0	66	2,186	37.7	160	2,448	42.2	94
Low (less than £10)	1,925	33.2	111	2,147	37.0	158	1,724	29.7	66
Medium (Between £10 and £40)	1,654	28.5	93	929	16.0	90	3,212	55.4	110
High (Greater than £40)	1,069	18.4	71	1,224	21.1	103	3,502	60.4	116

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	16,859	24.9	82	7,830	11.5	71	42,376	62.5	120
Male: Alone	15,617	23.0	77	13,209	19.5	125	38,238	56.4	106
Male: Group	14,463	21.3	93	17,837	26.3	100	34,764	51.3	103
Male: Pair	12,330	18.2	70	9,780	14.4	95	44,953	66.3	116
Mixed Sex: Group	10,133	14.9	65	24,902	36.7	115	32,029	47.2	108
Mixed Sex: Pair	21,813	32.2	137	21,779	32.1	99	23,472	34.6	81
With Children	15,567	22.9	79	11,796	17.4	103	39,702	58.5	111
Unknown	16,668	24.6	75	8,573	12.6	70	41,823	61.7	129
For Eating:									
Upmarket	16,984	25.0	82	10,489	15.5	74	39,591	58.4	124
Midmarket	14,396	21.2	62	5,423	8.0	89	47,245	69.7	126
Downmarket	16,613	24.5	110	26,456	39.0	112	23,996	35.4	85
For Drinking (monthly spend):									
Nothing	17,573	25.9	86	22,218	32.8	139	27,273	40.2	90
Low (less than £10)	24,478	36.1	121	15,668	23.1	98	26,918	39.7	87
Medium (Between £10 and £40)	21,398	31.5	103	12,469	18.4	103	33,197	48.9	97
High (Greater than £40)	14,274	21.0	81	16,715	24.6	120	36,075	53.2	102

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Green Man, PR 3 2LP	Punch Pub Company	0.0	10.2
2	Alston Arms, PR 3 2NA	Star Pubs & Bars	0.0	0.0
3	Thyme Restaurant & Cafe Bar, PR 3 3JR	Independent Free	3.6	0.8
4	Forrests Arms, PR 3 3NP	Ei Group	5.1	1.1
5	Bull & Royal Hotel, PR 3 3JT	Thwaites	6.0	1.7
6	Townley Arms, PR 3 3JP	Star Pubs & Bars	6.6	1.7
7	Tap & Vent, PR 3 3HU	Independent Free	8.5	1.6
8	Durham Ox Hotel, PR 3 3JA	Trust Inns	10.3	2.0
9	Derby Arms, PR 3 2NB	Sea Food Pub Company	15.4	2.0
10	Old Oak Hotel, PR 3 3BA	Star Pubs & Bars	19.9	3.7
11	Corporation Arms, PR 3 2YJ	*Other Small Retail Groups	26.9	4.7
12	White Bull Hotel, PR 3 3BJ	Thwaites	41.3	6.7
13	New Drop Inn, PR 3 2YX	Independent Free	46.5	7.3
14	Horns, PR 3 2FJ	Independent Free	47.4	5.8
15	Plough Hotel, PR 2 5JR	Star Pubs & Bars	50.7	8.8
16	Stags Head Hotel, PR 3 2AU	Star Pubs & Bars	58.5	8.0
17	Grapes Inn, PR 3 2BH	Star Pubs & Bars	67.9	9.2
18	Haighton Manor, PR 2 5SQ	Restaurant Group	73.5	8.4
19	Black Bull Hotel, PR 3 3YE	Thwaites	77.9	10.0
20	Wine Shed, PR 3 3YN	Independent Free	82.4	12.3