

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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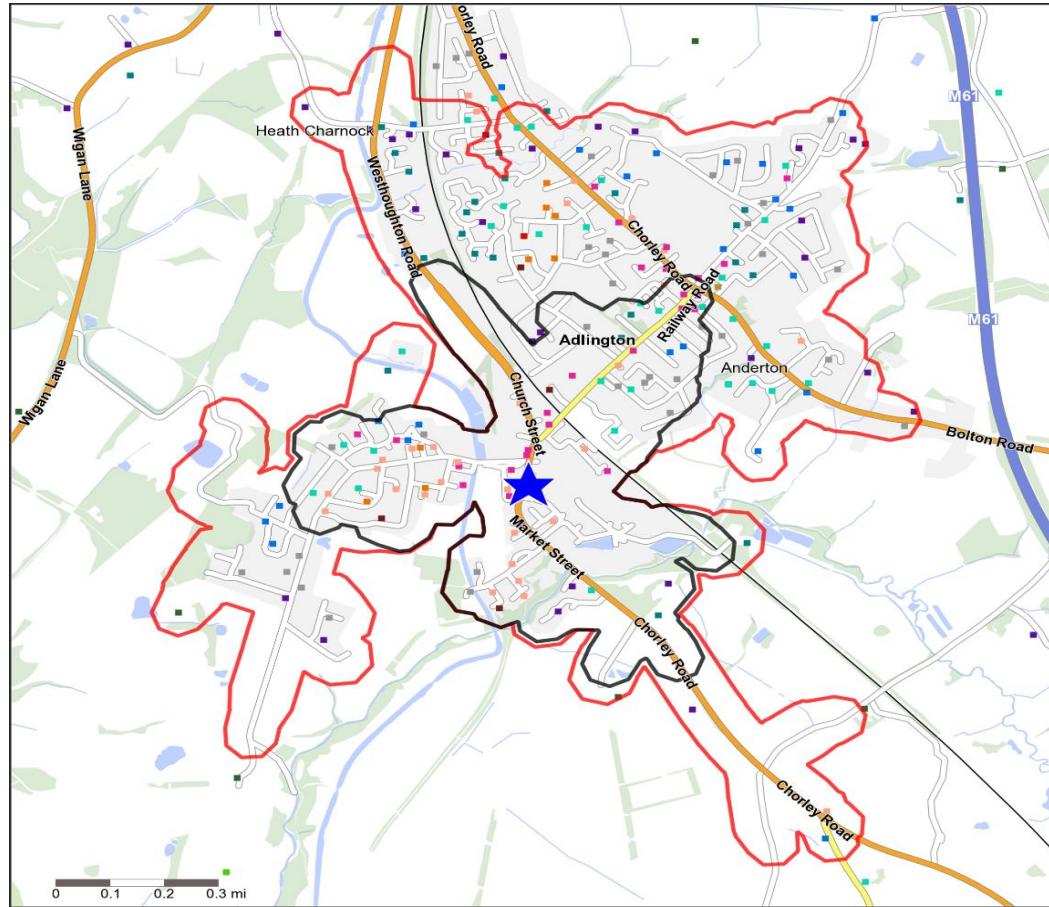
Number of Pubs	5	8	363
Catchment Adults 18+	2,510	6,657	339,970
Catchment Adults 18+ Per Pub	502	832	937
Populaton Projection 2018 to 2028 (% change)	7.79%	8.01%	5.14%

		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	2,003	79.8	154	1	High Street Pub	4,873	73.2	141	1	High Street Pub	269,252	79.2	153
2	Community Pub	1,945	77.5	166	2	Community Pub	3,945	59.3	127	2	Community Pub	227,777	67.0	144
3	Premium Local	659	26.3	42	3	Premium Local	3,227	48.5	77	3	Premium Local	142,189	41.8	66
4	Bit of Style	351	14.0	108	4	Great Pub Great Food	2,207	33.2	256	4	Great Pub Great Food	97,489	28.7	222
5	Great Pub Great Food	349	13.9	34	5	Bit of Style	1,390	20.9	52	5	Bit of Style	68,550	20.2	50
6	Circuit Bar	323	12.9	48	6	Circuit Bar	730	11.0	41	6	Circuit Bar	38,077	11.2	42
7	Craft Led	248	9.9	96	7	Craft Led	592	8.9	86	7	Craft Led	22,678	6.7	65

	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	211	8.4	95	674	10.1	114	26,417	7.8	88
C1	306	12.2	99	809	12.2	99	41,663	12.3	100
C2	247	9.8	119	577	8.7	105	30,763	9.0	110
DE	267	10.6	103	552	8.3	81	41,733	12.3	119

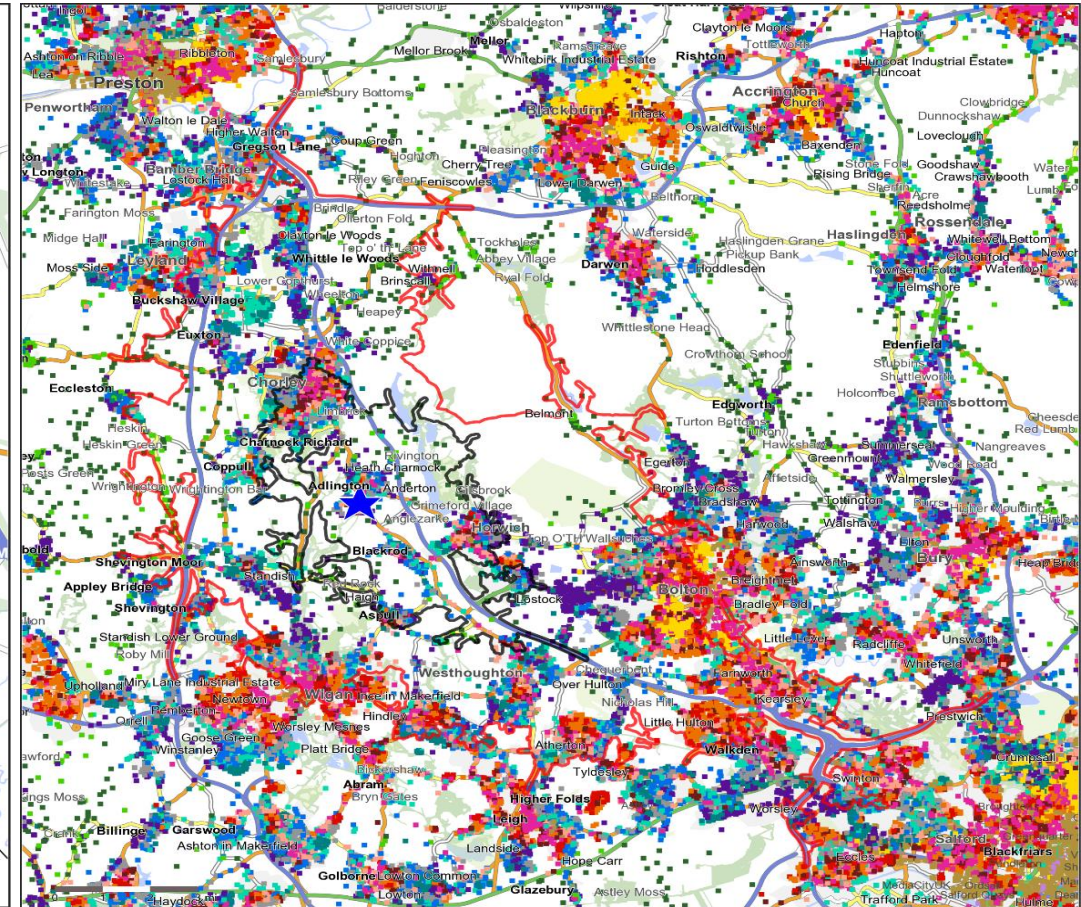
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,112	44.3	134	2,255	33.9	102	175,033	51.5	155
Medium (7-13)	1,008	40.2	121	2,794	42.0	127	112,255	33.0	100
High (14-19)	158	6.3	22	1,157	17.4	61	41,763	12.3	43

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	84	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	69	2,019	0	0
B06	Diamond Days	0	0	196	3,032	0	0
B07	Alpha Families	2	59	311	3,230	0	0
B08	Bank of Mum and Dad	7	68	830	4,266	0	0
B09	Empty-Nest Adventure	1	547	1,829	11,762	0	0
C10	Wealthy Landowners	2	8	503	1,971	0	0
C11	Rural Vogue	0	0	49	210	0	0
C12	Scattered Homesteads	0	0	11	34	0	0
C13	Village Retirement	6	15	235	1,739	0	0
D14	Satellite Settlers	1	15	212	2,455	0	0
D15	Local Focus	0	0	52	433	0	0
D16	Outlying Seniors	0	0	149	397	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	48	137	642	4,501	0	0
E19	Bungalow Heaven	323	783	2,646	10,441	0	0
E20	Classic Grandparents	21	76	2,053	9,692	0	0
E21	Solo Retirees	5	127	1,584	7,833	0	0
F22	Boomerang Boarders	70	297	2,009	9,287	0	0
F23	Family Ties	0	0	370	2,784	0	0
F24	Fledgling Free	84	157	1,553	9,736	0	0
F25	Dependable Me	122	425	2,372	12,412	0	0
G26	Cafés and Catchments	0	0	0	480	0	0
G27	Thriving Independence	26	50	465	3,295	0	0
G28	Modern Parents	0	373	2,411	11,825	0	0
G29	Mid-Career Convention	0	248	1,329	8,544	0	0
H30	Primary Ambitions	0	0	538	4,880	0	0
H31	Affordable Fringe	103	234	2,290	13,407	0	0
H32	First-Rung Futures	126	395	2,840	13,745	0	0
H33	Contemporary Starts	30	53	1,535	9,252	0	0
H34	New Foundations	15	39	194	843	0	0
H35	Flying Solo	121	197	780	1,760	0	0

				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	17	199	1,561	0	0
I37	Budget Generations	0	223	581	2,176	0	0
I38	Economical Families	125	125	1,485	14,011	0	0
I39	Families on a Budget	0	0	642	18,912	0	0
J40	Value Rentals	32	36	2,727	12,315	0	0
J41	Youthful Endeavours	14	14	400	1,998	0	0
J42	Midlife Renters	314	630	2,667	9,061	0	0
J43	Renting Rooms	0	0	1,700	14,177	0	0
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	23	0	0
K46	High Rise Residents	0	0	0	1,070	0	0
K47	Single Essentials	0	0	464	5,646	0	0
K48	Mature Workers	0	7	976	14,806	0	0
L49	Flatlet Seniors	0	0	1,066	7,644	0	0
L50	Pocket Pensions	27	55	991	4,895	0	0
L51	Retirement Communities	0	0	306	1,291	0	0
L52	Estate Veterans	178	178	908	4,769	0	0
L53	Seasoned Survivors	0	76	1,729	10,720	0	0
M54	Down-to-Earth Owners	17	106	762	5,361	0	0
M55	Back with the Folks	4	32	1,251	7,485	0	0
M56	Self Supporters	670	824	4,510	20,605	0	0
N57	Community Elders	0	0	0	629	0	0
N58	Culture & Comfort	0	0	0	115	0	0
N59	Large Family Living	0	0	0	8,030	0	0
N60	Ageing Access	0	0	37	265	0	0
O61	Career Builders	0	0	20	733	0	0
O62	Central Pulse	0	0	0	408	0	0
O63	Flexible Workforce	0	0	11	279	0	0
O64	Bus-Route Renters	16	32	587	4,039	0	0
O65	Learners & Earners	0	0	36	106	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	62	491	0	0
Total				2,510	6,658	54,174	339,970

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. 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. 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

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. 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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



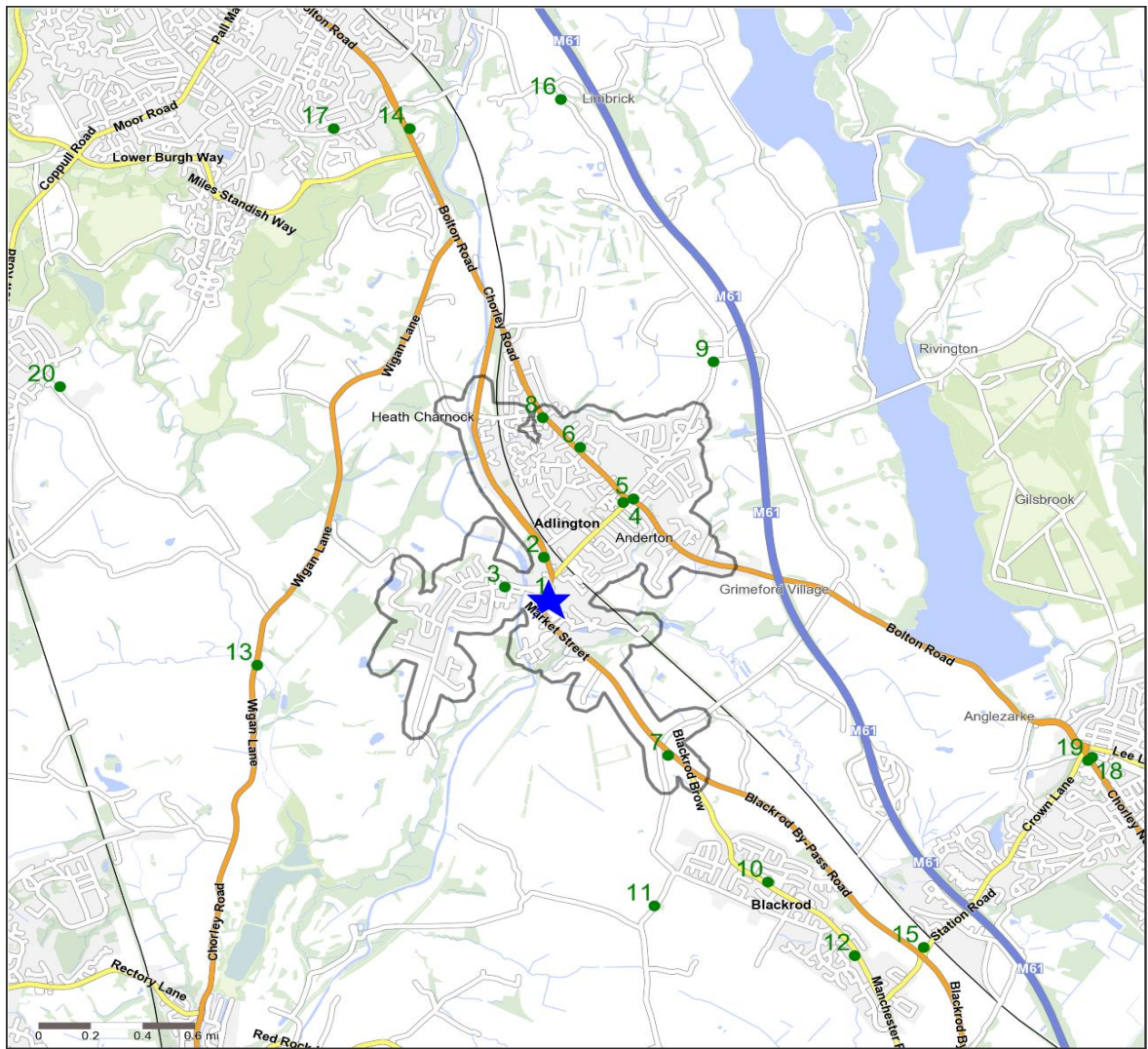
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	1,685	25.3	84	548	8.2	50	4,424	66.5	128
Male: Alone	2,034	30.6	103	706	10.6	68	3,916	58.8	110
Male: Group	1,903	28.6	125	2,152	32.3	123	2,602	39.1	79
Male: Pair	1,458	21.9	84	2,011	30.2	198	3,189	47.9	84
Mixed Sex: Group	1,365	20.5	90	2,135	32.1	100	3,156	47.4	108
Mixed Sex: Pair	2,227	33.5	143	2,033	30.5	94	2,397	36.0	84
With Children	2,361	35.5	123	1,178	17.7	105	3,118	46.8	88
Unknown	1,302	19.6	60	1,102	16.6	92	4,253	63.9	133
For Eating:									
Upmarket	1,385	20.8	68	1,342	20.2	97	3,930	59.0	125
Midmarket	1,443	21.7	63	228	3.4	38	4,986	74.9	135
Downmarket	1,715	25.8	116	3,866	58.1	166	1,076	16.2	39
For Drinking (monthly spend):									
Nothing	1,186	17.8	59	3,286	49.4	209	2,185	32.8	73
Low (less than £10)	2,113	31.7	106	2,290	34.4	146	2,254	33.9	75
Medium (Between £10 and £40)	2,098	31.5	103	502	7.5	42	4,056	60.9	121
High (Greater than £40)	1,540	23.1	89	967	14.5	71	4,149	62.3	119

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	97,930	28.8	95	38,172	11.2	69	203,376	59.8	115
Male: Alone	103,098	30.3	102	62,424	18.4	118	173,957	51.2	96
Male: Group	81,748	24.0	105	95,074	28.0	107	162,657	47.8	96
Male: Pair	80,551	23.7	91	94,976	27.9	183	163,952	48.2	84
Mixed Sex: Group	75,167	22.1	97	83,264	24.5	77	181,049	53.3	121
Mixed Sex: Pair	85,537	25.2	107	113,521	33.4	103	140,421	41.3	97
With Children	123,653	36.4	126	74,933	22.0	131	140,892	41.4	78
Unknown	100,720	29.6	90	48,583	14.3	80	190,177	55.9	117
For Eating:									
Upmarket	78,297	23.0	75	78,676	23.1	111	182,506	53.7	114
Midmarket	102,266	30.1	88	24,315	7.2	79	212,898	62.6	113
Downmarket	110,182	32.4	146	149,515	44.0	126	79,782	23.5	56
For Drinking (monthly spend):									
Nothing	97,120	28.6	94	105,385	31.0	131	136,974	40.3	90
Low (less than £10)	92,372	27.2	91	70,223	20.7	88	176,884	52.0	115
Medium (Between £10 and £40)	93,132	27.4	90	42,201	12.4	70	204,145	60.0	119
High (Greater than £40)	57,890	17.0	66	80,850	23.8	116	200,739	59.0	113

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	White Bear Inn, PR 7 4HE	Star Pubs & Bars	0.0	0.0
2	Spinners Arms, PR 7 4EX	*Other Small Retail Groups	3.3	0.7
3	Bridge Inn, PR 7 4HZ	New River Retail	4.2	1.1
4	Spinners Arms Hotel, PR 6 9QX	Ei Group	10.0	2.0
5	Elephant & Castle, PR 6 9NH	Admiral Taverns Ltd	10.9	2.3
6	Cardwell Arms, PR 6 9LH	Punch Pub Company	16.3	3.3
7	Cherry Tree, BL 6 5LA	Unknown	16.6	1.9
8	White Horse Inn, PR 6 9LB	Ei Group	19.9	3.1
9	Bay Horse, PR 6 9ER	Punch Pub Company	23.2	4.6
10	Red Lion, BL 6 5EF	Independent Free	29.6	4.3
11	Suzannas, BL 6 5LW	Unknown	29.6	4.9
12	Heroes Bar And Grill, BL 6 5BB	Independent Free	39.2	5.4
13	White Crow Hotel, WN 1 2XL	Independent Free	41.0	6.3
14	Yarrow Bridge, PR 7 4AB	Greene King	41.3	4.8
15	Rivington Bar & Grill, BL 6 5JF	Punch Pub Company	42.6	3.7
16	Black Horse, PR 6 9EE	Trust Inns	50.1	7.7
17	Hop Pocket, PR 7 3JQ	Thwaites	50.4	6.0
18	Crown, BL 6 7QJ	Holt	52.8	6.0
19	Toll Bar Inn, BL 6 7QH	Bravo Inns	53.4	6.2
20	Printers Arms, PR 7 4PP	Admiral Taverns Ltd	96.7	9.3