

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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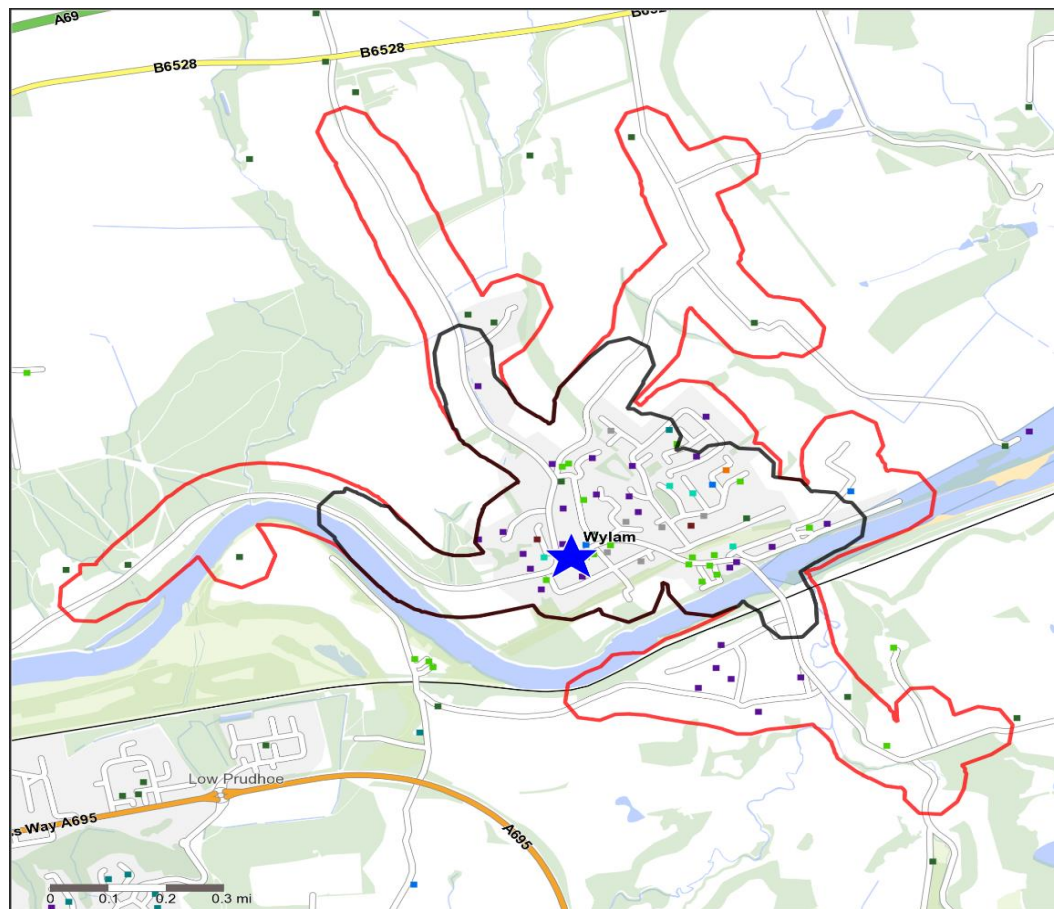
Number of Pubs	4	4	164
Catchment Adults 18+	1,186	1,429	213,570
Catchment Adults 18+ Per Pub	297	357	1,302
Populaton Projection 2018 to 2028 (% change)	-0.95%	-0.44%	3.30%

		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	Premium Local	1,055	89.0	172	1	Premium Local	1,295	90.6	175	1	High Street Pub	162,268	76.0	147
2	Great Pub Great Food	1,039	87.6	188	2	Great Pub Great Food	1,278	89.4	192	2	Community Pub	141,215	66.1	142
3	High Street Pub	367	30.9	49	3	High Street Pub	375	26.2	42	3	Premium Local	83,936	39.3	62
4	Community Pub	330	27.8	215	4	Community Pub	335	23.4	181	4	Great Pub Great Food	57,275	26.8	207
5	Bit of Style	109	9.2	23	5	Bit of Style	114	8.0	20	5	Bit of Style	38,332	17.9	44
6	Circuit Bar	46	3.9	14	6	Circuit Bar	46	3.2	12	6	Circuit Bar	27,657	12.9	48
7	Craft Led	30	2.5	25	7	Craft Led	30	2.1	20	7	Craft Led	20,025	9.4	91

	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	201	16.9	192	255	17.8	202	15,790	7.4	84
C1	129	10.9	89	145	10.1	83	25,629	12.0	98
C2	58	4.9	59	64	4.5	54	17,452	8.2	99
DE	47	4.0	39	52	3.6	35	26,475	12.4	120

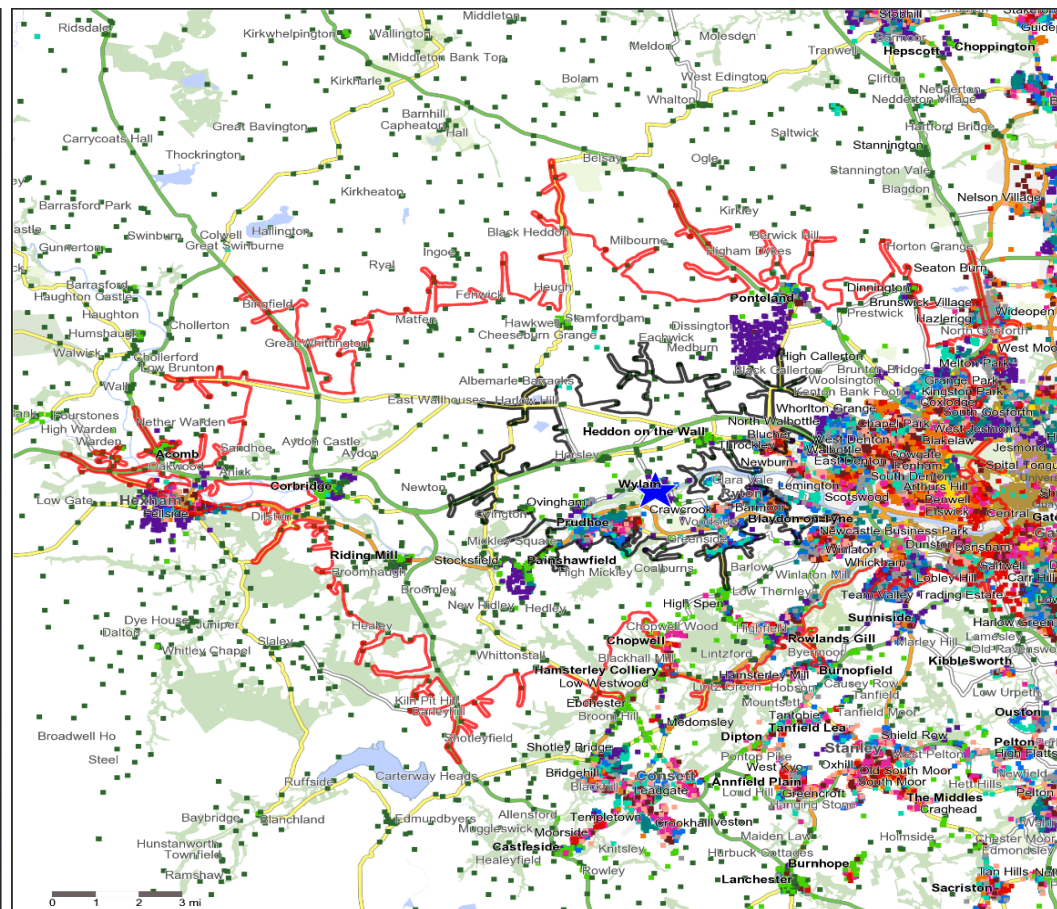
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	153	12.9	39	157	11.0	33	111,847	52.4	158
Medium (7-13)	441	37.2	112	471	33.0	99	60,835	28.5	86
High (14-19)	580	48.9	172	788	55.1	194	29,958	14.0	49

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
	A02	Uptown Elite	0	0	0	130
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	62	142	182	2,734
	B06	Diamond Days	21	52	179	5,094
	B07	Alpha Families	115	165	238	2,175
	B08	Bank of Mum and Dad	8	8	382	1,441
	B09	Empty-Nest Adventure	148	164	913	3,731
	C10	Wealthy Landowners	27	59	775	3,763
	C11	Rural Vogue	0	3	203	1,110
	C12	Scattered Homesteads	0	0	39	453
	C13	Village Retirement	77	85	848	2,281
	D14	Satellite Settlers	292	304	1,275	3,845
	D15	Local Focus	23	25	533	1,858
	D16	Outlying Seniors	0	0	532	2,585
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	164	164	385	2,215
	E19	Bungalow Heaven	0	0	884	7,496
	E20	Classic Grandparents	0	0	554	7,350
	E21	Solo Retirees	17	17	576	3,591
	F22	Boomerang Boarders	5	5	1,184	5,568
	F23	Family Ties	0	0	237	1,664
	F24	Fledgling Free	22	23	1,151	3,027
	F25	Dependable Me	0	0	1,609	5,405
	G26	Cafés and Catchments	0	0	0	942
	G27	Thriving Independence	0	0	76	2,685
	G28	Modern Parents	0	5	1,045	2,636
	G29	Mid-Career Convention	63	63	1,858	5,060
	H30	Primary Ambitions	0	0	86	2,169
	H31	Affordable Fringe	35	36	843	4,810
	H32	First-Rung Futures	0	0	1,416	6,401
	H33	Contemporary Starts	13	13	518	3,765
	H34	New Foundations	3	3	72	674
	H35	Flying Solo	30	30	242	681

			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	25	26	26	797
	I37	Budget Generations	0	0	903	3,184
	I38	Economical Families	0	0	126	3,678
	I39	Families on a Budget	0	0	75	14,118
	J40	Value Rentals	0	0	1,093	6,031
	J41	Youthful Endeavours	0	0	58	1,710
	J42	Midlife Renters	0	0	754	4,427
	J43	Renting Rooms	0	0	0	7,016
	K44	Inner City Stalwarts	0	0	0	14
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	1,767
	K47	Single Essentials	0	0	239	5,786
	K48	Mature Workers	0	0	1,398	8,308
	L49	Flatlet Seniors	0	0	18	3,403
	L50	Pocket Pensions	36	36	1,391	6,023
	L51	Retirement Communities	0	0	14	1,414
	L52	Estate Veterans	0	0	1,227	6,506
	L53	Seasoned Survivors	0	0	40	5,973
	M54	Down-to-Earth Owners	0	0	1,423	6,286
	M55	Back with the Folks	0	0	534	5,792
	M56	Self Supporters	0	0	2,193	8,095
	N57	Community Elders	0	0	0	1,038
	N58	Culture & Comfort	0	0	0	871
	N59	Large Family Living	0	0	0	2,285
	N60	Ageing Access	0	0	0	642
	O61	Career Builders	0	0	0	1,405
	O62	Central Pulse	0	0	0	2,551
	O63	Flexible Workforce	0	0	0	1,451
	O64	Bus-Route Renters	0	0	0	2,887
	O65	Learners & Earners	0	0	0	1,145
	O66	Student Scene	0	0	0	605
	U99	Unclassified	0	0	220	1,022
Total			1,186	1,428	30,567	213,569

Top 3 Mosaic Types in a 20 Minute Walktime

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. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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. 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

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



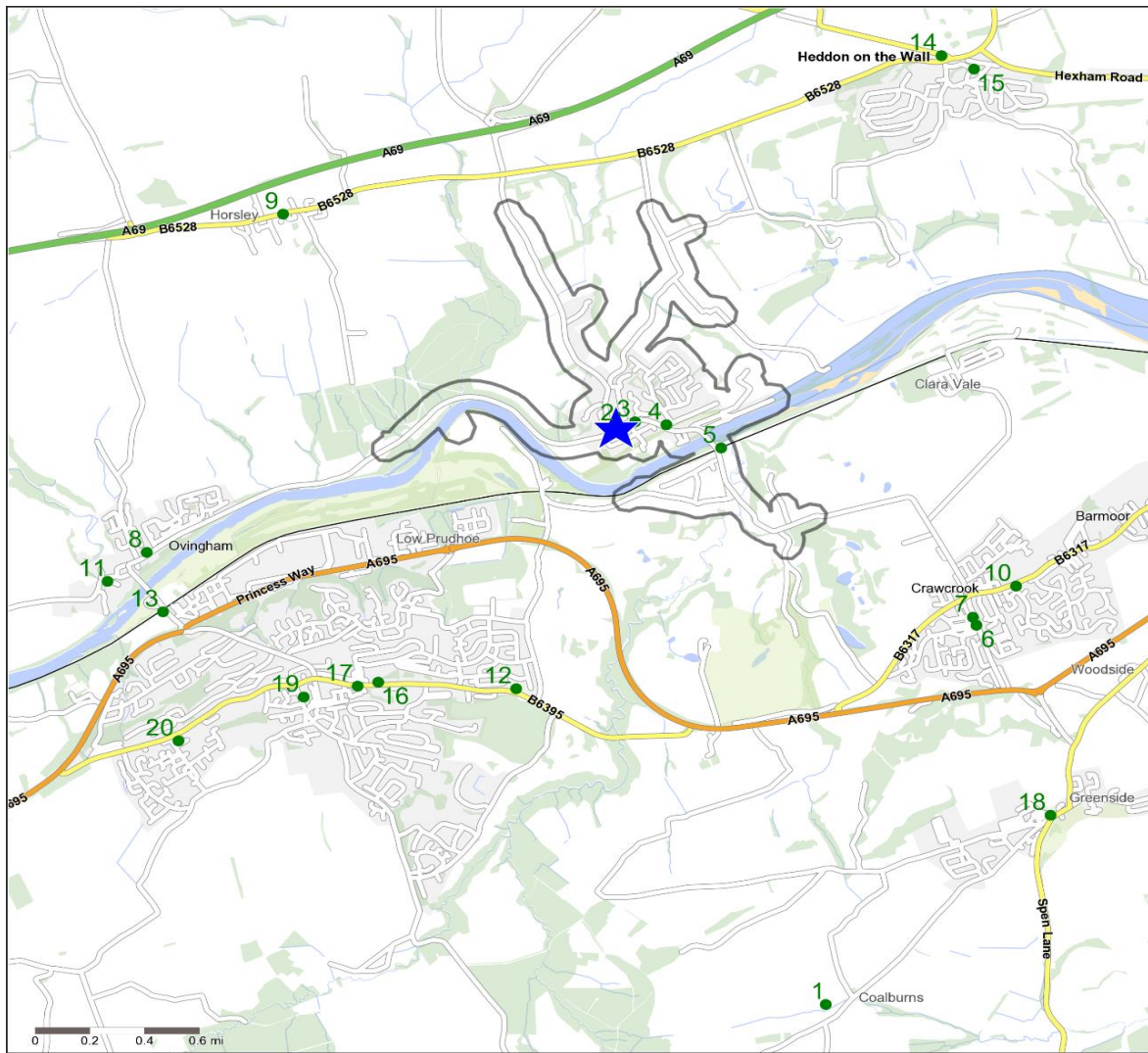
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	34	2.4	8	556	38.9	238	839	58.7	113			
Male: Alone	78	5.5	18	68	4.8	30	1,284	89.9	169			
Male: Group	77	5.4	24	181	12.7	48	1,171	81.9	165			
Male: Pair	77	5.4	21	20	1.4	9	1,332	93.2	162			
Mixed Sex: Group	47	3.3	14	557	39.0	122	826	57.8	132			
Mixed Sex: Pair	421	29.5	126	276	19.3	59	732	51.2	120			
With Children	71	5.0	17	179	12.5	74	1,179	82.5	156			
Unknown	459	32.1	98	263	18.4	103	708	49.5	103			
For Eating:												
Upmarket	155	10.8	35	199	13.9	67	1,075	75.2	159			
Midmarket	13	0.9	3	56	3.9	43	1,360	95.2	172			
Downmarket	64	4.5	20	334	23.4	67	1,031	72.1	173			
For Drinking (monthly spend):												
Nothing	100	7.0	23	270	18.9	80	1,059	74.1	165			
Low (less than £10)	418	29.3	98	381	26.7	114	630	44.1	97			
Medium (Between £10 and £40)	475	33.2	109	332	23.2	130	622	43.5	87			
High (Greater than £40)	182	12.7	49	375	26.2	128	873	61.1	117			

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	54,810	25.7	85	25,089	11.7	72	132,649	62.1	119
Male: Alone	66,000	30.9	104	40,224	18.8	121	106,324	49.8	93
Male: Group	49,957	23.4	102	65,185	30.5	117	97,405	45.6	92
Male: Pair	58,264	27.3	105	41,871	19.6	129	112,413	52.6	92
Mixed Sex: Group	46,490	21.8	95	55,223	25.9	81	110,835	51.9	118
Mixed Sex: Pair	52,964	24.8	106	71,685	33.6	103	87,899	41.2	96
With Children	61,797	28.9	100	46,269	21.7	129	104,482	48.9	92
Unknown	55,316	25.9	79	29,734	13.9	78	127,497	59.7	125
For Eating:									
Upmarket	48,917	22.9	75	38,798	18.2	87	124,833	58.5	124
Midmarket	64,358	30.1	88	17,436	8.2	90	130,753	61.2	111
Downmarket	61,877	29.0	130	85,606	40.1	115	65,065	30.5	73
For Drinking (monthly spend):									
Nothing	63,422	29.7	98	60,546	28.3	120	88,579	41.5	93
Low (less than £10)	53,985	25.3	85	44,545	20.9	89	114,018	53.4	118
Medium (Between £10 and £40)	57,680	27.0	88	29,187	13.7	77	125,680	58.8	117
High (Greater than £40)	36,218	17.0	66	49,383	23.1	113	126,946	59.4	114

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	Fox & Hounds Inn, NE40 4JN	*Other Small Retail Groups	0.0	11.3
2	Ship Inn, NE41 8AQ	Star Pubs & Bars	0.0	0.1
3	Black Bull, NE41 8AB	Independent Free	1.2	0.3
4	Fox & Hounds, NE41 8DL	Punch Pub Company	3.3	0.6
5	Boathouse, NE41 8HR	Independent Free	8.8	1.4
6	Rising Sun, NE40 4EE	Ei Group	37.7	4.7
7	Lambs Arms, NE40 4HJ	Star Pubs & Bars	38.0	4.8
8	White Swan, NE42 6AG	Star Pubs & Bars	38.3	4.0
9	Lion & Lamb Inn, NE15 0NS	Ei Group	39.2	4.6
10	Fox And Hound, NE40 4TR	Star Pubs & Bars	39.2	5.2
11	Bridge End Inn, NE42 6BN	Independent Free	42.9	4.9
12	Falcon, NE42 5DN	Star Pubs & Bars	44.1	7.0
13	Adam & Eve Inn, NE42 6NP	Punch Pub Company	44.7	4.9
14	Three Tuns Hotel, NE15 0BQ	Star Pubs & Bars	48.9	5.9
15	Swan, NE15 0DR	Mitchells & Butlers	50.1	5.7
16	West Wylam, NE42 5DQ	Independent Free	51.3	7.8
17	Dr Syntax, NE42 5DB	Star Pubs & Bars	52.5	7.4
18	Pack Horse, NE40 4BS	Trust Inns	57.0	8.1
19	Fox & Hounds Inn, NE42 5JT	Punch Pub Company	58.5	7.5
20	Halfway House Inn, NE42 6JF	Punch Pub Company	69.5	8.7