

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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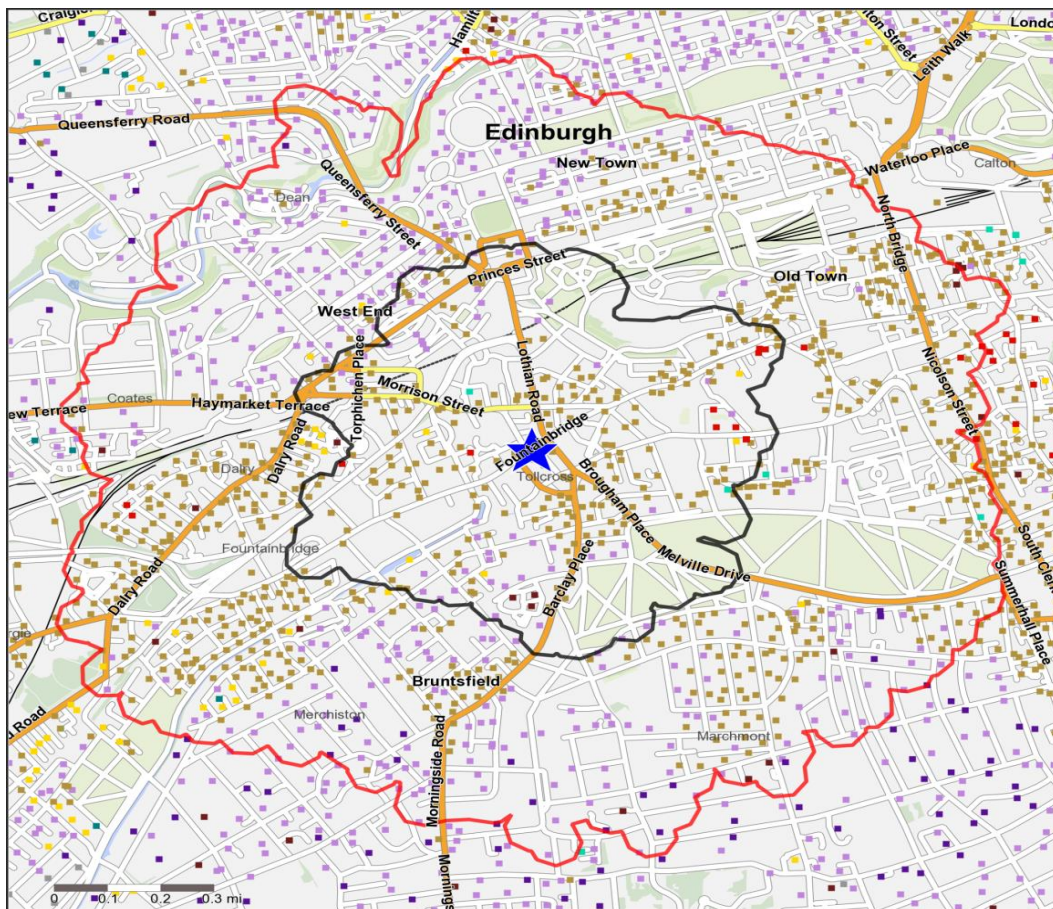
Number of Pubs	65	229	494
Catchment Adults 18+	15,673	55,600	423,477
Catchment Adults 18+ Per Pub	241	243	857
Populaton Projection 2018 to 2028 (% change)	11.67%	11.96%	8.29%

		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	Bit of Style	12,417	79.2	153	1	Bit of Style	49,535	89.1	172	1	High Street Pub	297,357	70.2	136
2	High Street Pub	11,209	71.5	153	2	High Street Pub	38,676	69.6	149	2	Bit of Style	195,903	46.3	99
3	Circuit Bar	10,643	67.9	108	3	Craft Led	37,001	66.5	106	3	Community Pub	183,480	43.3	69
4	Craft Led	10,459	66.7	516	4	Circuit Bar	36,919	66.4	514	4	Great Pub Great Food	165,095	39.0	302
5	Community Pub	2,777	17.7	44	5	Great Pub Great Food	13,211	23.8	59	5	Circuit Bar	149,387	35.3	87
6	Great Pub Great Food	1,896	12.1	45	6	Community Pub	9,935	17.9	67	6	Premium Local	137,782	32.5	121
7	Premium Local	606	3.9	38	7	Premium Local	2,631	4.7	46	7	Craft Led	131,385	31.0	301

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	1,903	12.1	137	8,732	15.7	178	56,528	13.3	151
C1	2,977	19.0	155	11,467	20.6	168	69,158	16.3	133
C2	533	3.4	41	1,819	3.3	40	24,132	5.7	69
DE	1,134	7.2	70	3,383	6.1	59	39,699	9.4	91

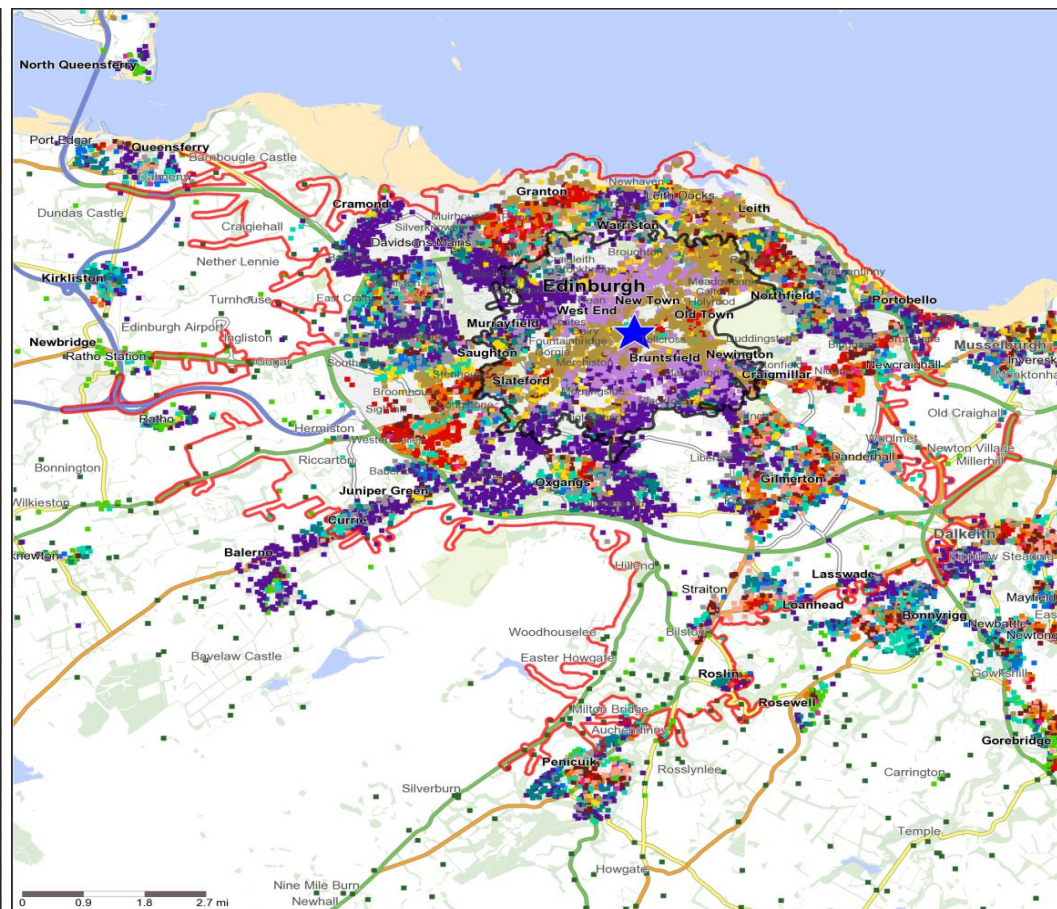
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,626	16.8	51	8,003	14.4	43	103,754	24.5	74
Medium (7-13)	5,096	32.5	98	17,755	31.9	96	134,016	31.6	95
High (14-19)	1,467	9.4	33	10,896	19.6	69	133,177	31.4	111

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

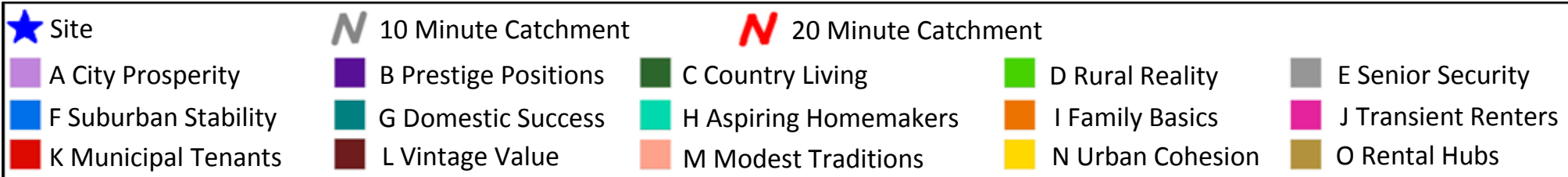


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	11	1,267	5,033	5,385
A02	Uptown Elite	505	6,319	20,212	24,229
A03	Penthouse Chic	5	512	1,365	1,365
A04	Metro High-Flyers	1,375	4,726	15,382	16,859
B05	Premium Fortunes	0	224	7,067	15,215
B06	Diamond Days	0	79	4,193	20,357
B07	Alpha Families	0	0	366	7,012
B08	Bank of Mum and Dad	0	0	81	4,772
B09	Empty-Nest Adventure	0	0	87	4,326
C10	Wealthy Landowners	0	0	0	371
C11	Rural Vogue	0	0	0	236
C12	Scattered Homesteads	0	0	0	58
C13	Village Retirement	0	0	0	96
D14	Satellite Settlers	0	0	0	459
D15	Local Focus	0	0	0	108
D16	Outlying Seniors	0	0	0	130
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	3,502	18,803
E19	Bungalow Heaven	0	0	0	461
E20	Classic Grandparents	0	0	232	3,459
E21	Solo Retirees	0	0	612	5,890
F22	Boomerang Boarders	0	0	64	3,037
F23	Family Ties	0	0	10	1,143
F24	Fledgling Free	0	0	0	303
F25	Dependable Me	0	0	167	3,165
G26	Cafés and Catchments	0	0	3,243	10,485
G27	Thriving Independence	0	24	1,982	10,285
G28	Modern Parents	0	0	0	2,341
G29	Mid-Career Convention	0	0	0	1,598
H30	Primary Ambitions	0	0	251	7,719
H31	Affordable Fringe	0	0	0	1,819
H32	First-Rung Futures	0	0	128	4,636
H33	Contemporary Starts	0	0	0	2,341
H34	New Foundations	67	199	661	2,068
H35	Flying Solo	0	0	0	774

		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	73	6,162
I37	Budget Generations	0	0	0	729
I38	Economical Families	0	0	20	258
I39	Families on a Budget	0	0	0	4,832
J40	Value Rentals	0	0	0	4
J41	Youthful Endeavours	0	0	13	1,010
J42	Midlife Renters	0	0	38	1,429
J43	Renting Rooms	0	0	72	1,051
K44	Inner City Stalwarts	438	581	2,274	3,977
K45	City Diversity	13	74	74	1,308
K46	High Rise Residents	0	0	488	4,023
K47	Single Essentials	0	0	365	18,795
K48	Mature Workers	0	0	21	456
L49	Flatlet Seniors	139	139	827	5,758
L50	Pocket Pensions	0	0	0	1,084
L51	Retirement Communities	36	607	4,395	8,802
L52	Estate Veterans	0	0	24	4,024
L53	Seasoned Survivors	0	0	18	1,349
M54	Down-to-Earth Owners	0	0	0	1,519
M55	Back with the Folks	0	0	133	6,610
M56	Self Supporters	0	0	50	2,710
N57	Community Elders	0	15	69	254
N58	Culture & Comfort	0	0	0	51
N59	Large Family Living	0	0	0	162
N60	Ageing Access	166	631	11,525	26,765
O61	Career Builders	0	61	2,852	7,966
O62	Central Pulse	8,053	26,833	67,411	80,092
O63	Flexible Workforce	21	21	451	2,081
O64	Bus-Route Renters	122	292	5,320	21,914
O65	Learners & Earners	518	2,023	3,544	3,573
O66	Student Scene	1,863	7,551	12,103	12,103
U99	Unclassified	2,342	3,423	8,016	11,322
Total		15,674	55,601	184,814	423,478

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

3. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



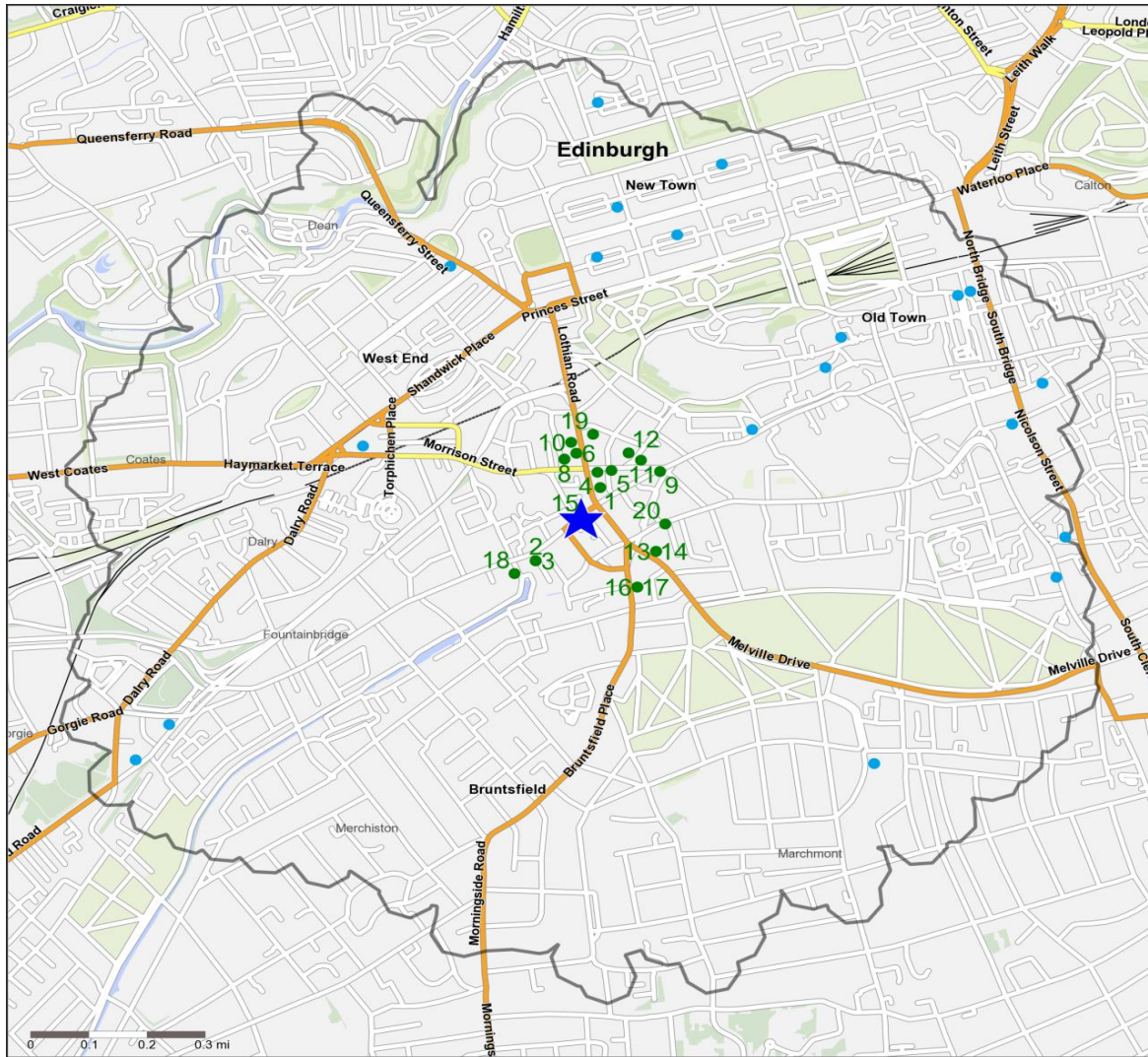
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	45,209	81.3	269	4,786	8.6	53	2,181	3.9	8			
Male: Alone	10,286	18.5	62	13,954	25.1	161	27,937	50.2	94			
Male: Group	36,062	64.9	284	9,589	17.2	66	6,526	11.7	24			
Male: Pair	37,446	67.3	258	5,452	9.8	64	9,279	16.7	29			
Mixed Sex: Group	38,146	68.6	300	7,725	13.9	44	6,307	11.3	26			
Mixed Sex: Pair	36,699	66.0	281	1,412	2.5	8	14,066	25.3	59			
With Children	12,742	22.9	79	100	0.2	1	39,335	70.7	134			
Unknown	47,312	85.1	259	782	1.4	8	4,082	7.3	15			
For Eating:												
Upmarket	42,137	75.8	247	7,138	12.8	62	2,902	5.2	11			
Midmarket	38,082	68.5	199	11,045	19.9	220	3,051	5.5	10			
Downmarket	9,866	17.7	80	28,199	50.7	145	14,112	25.4	61			
For Drinking (monthly spend):												
Nothing	1,227	2.2	7	8,634	15.5	66	42,316	76.1	170			
Low (less than £10)	7,044	12.7	42	2,315	4.2	18	42,819	77.0	170			
Medium (Between £10 and £40)	40,850	73.5	240	2,221	4.0	22	9,106	16.4	33			
High (Greater than £40)	42,392	76.2	295	1,215	2.2	11	8,570	15.4	29			

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	231,990	54.8	181	42,166	10.0	61	138,000	32.6	63			
Male: Alone	116,992	27.6	93	86,175	20.3	130	208,988	49.4	93			
Male: Group	191,466	45.2	198	68,852	16.3	62	151,837	35.9	72			
Male: Pair	219,318	51.8	199	39,605	9.4	61	153,233	36.2	63			
Mixed Sex: Group	187,856	44.4	194	68,780	16.2	51	155,520	36.7	84			
Mixed Sex: Pair	145,078	34.3	146	108,555	25.6	79	158,523	37.4	88			
With Children	109,419	25.8	89	40,194	9.5	56	262,543	62.0	117			
Unknown	167,476	39.5	120	97,988	23.1	129	146,692	34.6	72			
For Eating:												
Upmarket	212,594	50.2	164	78,874	18.6	89	120,687	28.5	60			
Midmarket	220,301	52.0	151	53,866	12.7	141	137,988	32.6	59			
Downmarket	67,807	16.0	72	174,012	41.1	118	170,336	40.2	97			
For Drinking (monthly spend):												
Nothing	87,771	20.7	69	84,975	20.1	85	239,409	56.5	126			
Low (less than £10)	119,796	28.3	95	39,717	9.4	40	252,643	59.7	132			
Medium (Between £10 and £40)	235,381	55.6	182	54,963	13.0	73	121,811	28.8	57			
High (Greater than £40)	213,500	50.4	195	78,326	18.5	90	120,330	28.4	54			

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	Moriarty, EH 3 9AA	Punch Pub Company	1.2	1.0
2	Akva, EH 3 9QG	Independent Free	2.1	0.7
3	Malt & Hops 2, EH 3 9QG	Independent Free	2.1	0.7
4	Hanging Bat, EH 3 9AD	Tattershall Castle Group	2.1	0.9
5	Chanter, EH 3 9AF	Stonegate Pub Company	2.4	0.9
6	Bar Italia, EH 3 9BE	Independent Free	2.7	1.0
7	Henrys Cellar Bar, EH 3 8BJ	*Other Small Retail Groups	3.0	0.6
8	Lebowski's, EH 3 8BJ	Greene King	3.0	0.6
9	Burke & Hare, EH 3 9BX	Independent Free	3.0	1.3
10	Filmhouse Bar, EH 3 9BZ	Independent Free	3.3	1.1
11	Blue Blazer, EH 3 9DX	Independent Free	3.3	1.1
12	Footlights, EH 3 9DY	Mitchells & Butlers	3.3	1.3
13	Cloisters Bar, EH 3 9JH	Independent Free	3.6	1.6
14	Illicit Still, EH 3 9JH	*Other Small Retail Groups	3.6	1.6
15	Crosstown, EH 3 9PU	Star Pubs & Bars	3.9	1.2
16	Cuckoos Nest, EH 3 9JP	Independent Free	3.9	1.7
17	Kings Arms, EH 3 9JP	Independent Free	3.9	1.7
18	Hyde Out, EH 3 9QB	Independent Free	4.2	0.8
19	Innis & Gunn Beer Kitchen, EH 3 9AW	Innis & Gunn Brewing Company	4.2	1.3
20	Brauhaus, EH 3 9JG	Independent Free	4.2	1.7