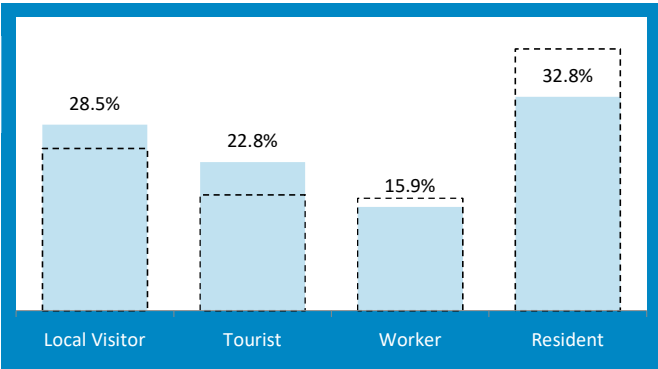
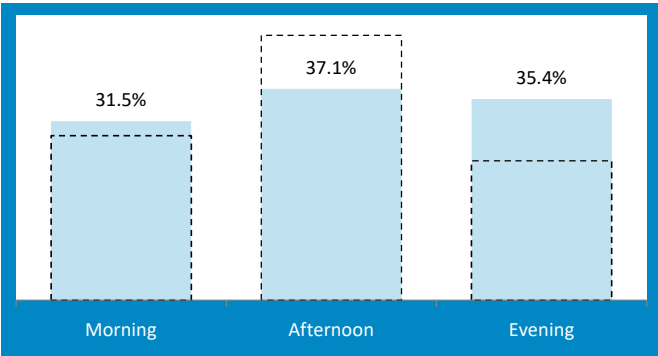
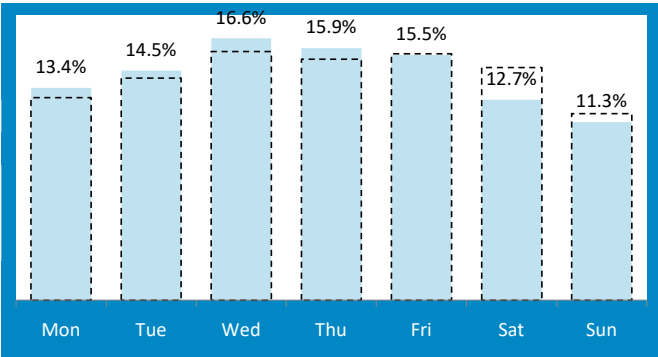


Area Quick Stats

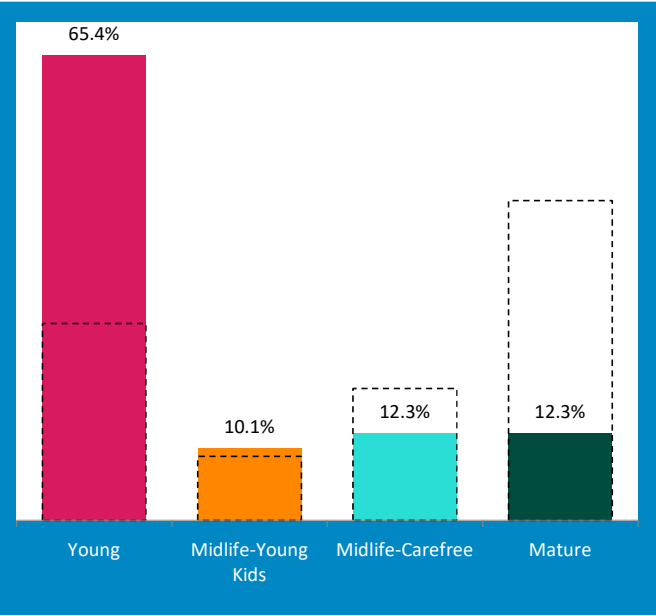
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		21,338	5,344
Adult Pop		17,874	4,529
Affluence	Low	27%	33%
	Medium	44%	38%
	High	29%	27%
Young		94%	28%
Midlife Young Kids		2%	11%
Midlife Carefree		4%	16%
Mature		0%	44%
Competition Count		28	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£13	£30
Average Distance Travelled in miles	22	27



Catchment Summary - Gregorian

Over GB Average

Around GB Average

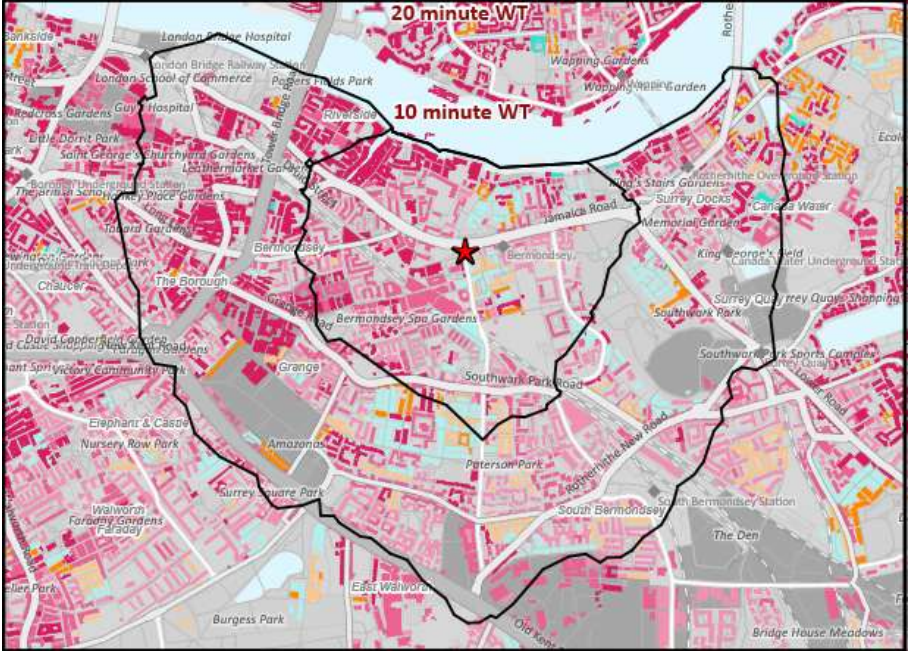
Under GB Average

*WT= Walktime

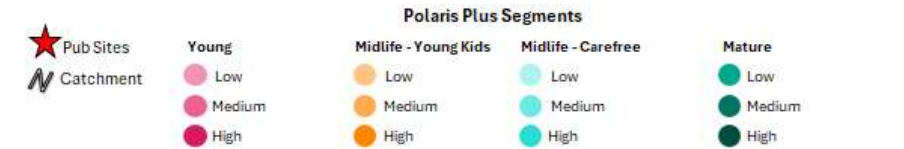
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
21,338	69,864	1,116,054		
Population				
Adults 18+				
Competition Pubs				
Adults 18+ per Competition Pub				
% Adults Likely to Drink				
Affluence	Low	26.6%	31.1%	32.9%
	Medium	43.8%	32.4%	28.0%
	High	29.4%	35.8%	38.7%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)				
Age Profile	18-24	2,331	8,189	150,974
	25-34	5,901	19,228	292,270
	35-44	3,429	11,039	173,750
	45-64	4,568	14,944	225,448
	65+	1,645	5,525	86,917

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
399	356	263
Pop. & Adl. 18+ index based on all pubs		
395	359	273
65	167	519
93	51	33
99	99	98
80	94	99
114	85	73
107	130	141
81	76	74
128	138	159
205	204	194
119	117	115
85	85	80
40	41	40



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Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	16,744	53,683	798,393	337	327	309
Midlife - Young Kids	392	2,340	80,797	20	36	80
Midlife - Carefree	688	2,485	46,128	24	27	31
Mature	0	7	150	0	0	0
Not Private Households	50	410	3,891	2,312	5,751	3,460
Total	17,874	58,925	929,359			



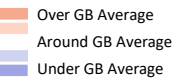
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Per Pub - Gregorian

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

WT= Walktime, DT= Drivetime

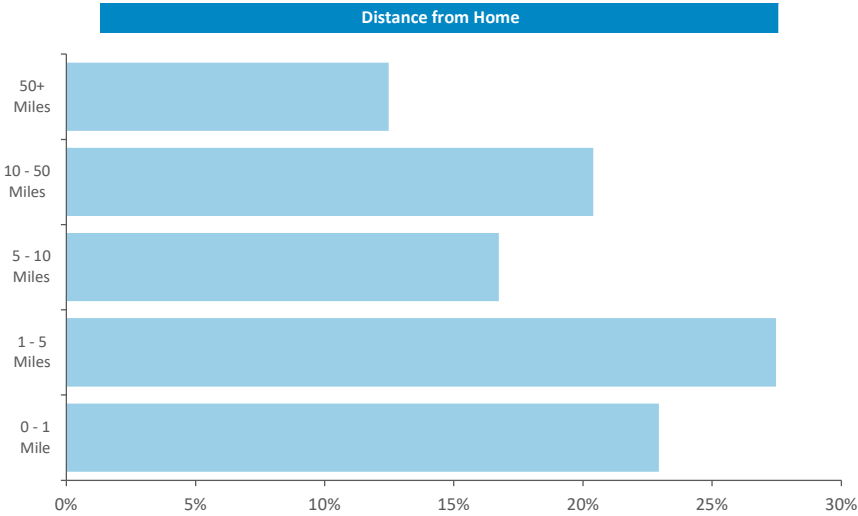
Adults 18+	17,874	58,925	929,359
Number of Competition Pubs	28	170	4,063
Adults 18+ per Competition Pub	638	347	229



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	1,675	9.4%	120
Family Pub Dining	0	1,556	8.7%	96
Great Pub Great Food	2	2,538	14.2%	85
Leisure	1	1,590	8.9%	89
Mainstream	2	2,511	14.1%	101
Premium	10	2,704	15.1%	106
Restaurant	5	4,428	24.8%	108
Super Premium	4	822	4.6%	117

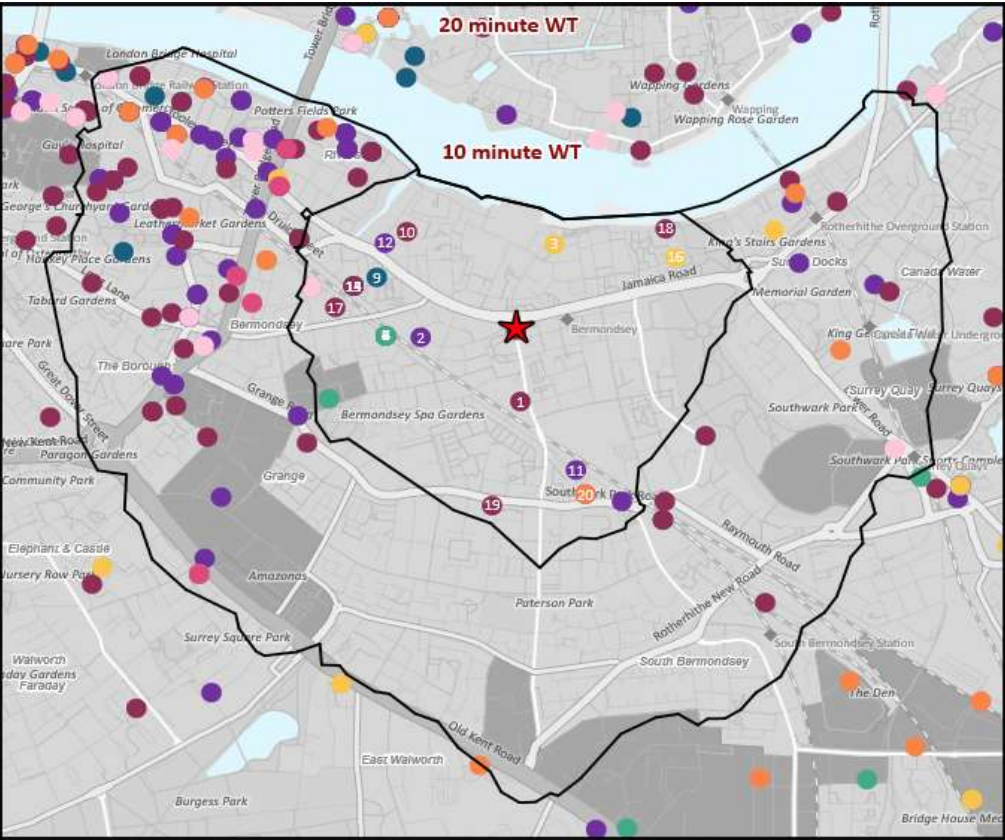
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	5,253	8.9%	114
Family Pub Dining	4	4,983	8.5%	93
Great Pub Great Food	10	8,593	14.6%	87
Leisure	10	5,219	8.9%	88
Mainstream	5	7,840	13.3%	95
Premium	51	8,874	15.1%	105
Restaurant	68	14,840	25.2%	109
Super Premium	18	2,915	5.0%	126

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	18	80,370	8.7%	110
Family Pub Dining	34	77,914	8.4%	92
Great Pub Great Food	529	138,989	15.0%	89
Leisure	357	83,067	8.9%	89
Mainstream	209	120,243	12.9%	93
Premium	861	139,985	15.1%	105
Restaurant	1660	237,072	25.5%	111
Super Premium	391	47,836	5.2%	131

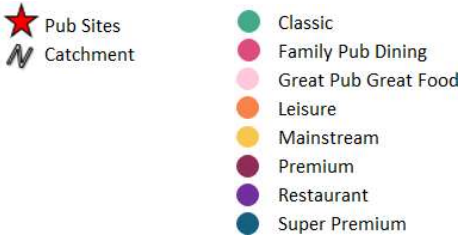


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Competition - Gregorian



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	London City Runners	SE 1 2HH	Independent Free	Super Premium	19.7%	0.34
20	Old Bank	SE16 3TS	Independent Free	Leisure	13.0%	0.37
1	St James Of Bermondsey	SE16 4QZ	Stonegate Pub Company	Premium	11.7%	0.15
19	Queen Victoria	SE16 3RP	Stonegate Pub Company	Premium	11.3%	0.37
3	Old Justices	SE16 4TY	Punch Pub Company	Mainstream	11.3%	0.20
18	Angel	SE16 4NB	Unknown	Premium	10.7%	0.37
0	Gregorian	SE16 4SQ	Star Pubs & Bars	Premium	9.0%	0.00
12	Mumbai	SE 1 2BS	Independent Free	Restaurant	4.9%	0.32
2	Bone Daddies	SE16 4AW	Bone Daddies	Restaurant	3.9%	0.19
4	Bianca Road Brew	SE16 3RA	Independent Free	Premium	2.4%	0.26
5	Cloudwater Brew Co	SE16 3RA	Independent Free	Classic	0.9%	0.26
8	Craft Beer Junction	SE16 3RA	Independent Free	Classic	0.8%	0.26
6	Gosnells	SE16 3RA	Independent Free	Super Premium	0.0%	0.26
7	Brew By Numbers Taproom	SE16 3RA	Brew By Numbers Brewery	Classic	0.0%	0.26
9	Barrel Project	SE 1 2HQ	Independent Free	Super Premium	0.0%	0.30
10	Ship Aground	SE 1 2BP	Stonegate Pub Company	Premium	0.0%	0.30
11	Fine Cut Butchers	SE16 3UL	Independent Free	Restaurant	0.0%	0.32
14	Marquis Of Wellington	SE 1 2HH	Stonegate Pub Company	Premium	0.0%	0.34
15	Anspach and Hobday Brewery Ta	SE 1 2HH	Independent Free	Super Premium	0.0%	0.34
16	St Peter's Club	SE16 4QD	Independent Free	Mainstream	0.0%	0.36
17	Hiver Beers And Taproom	SE 1 3NY	Independent Free	Premium	0.0%	0.37

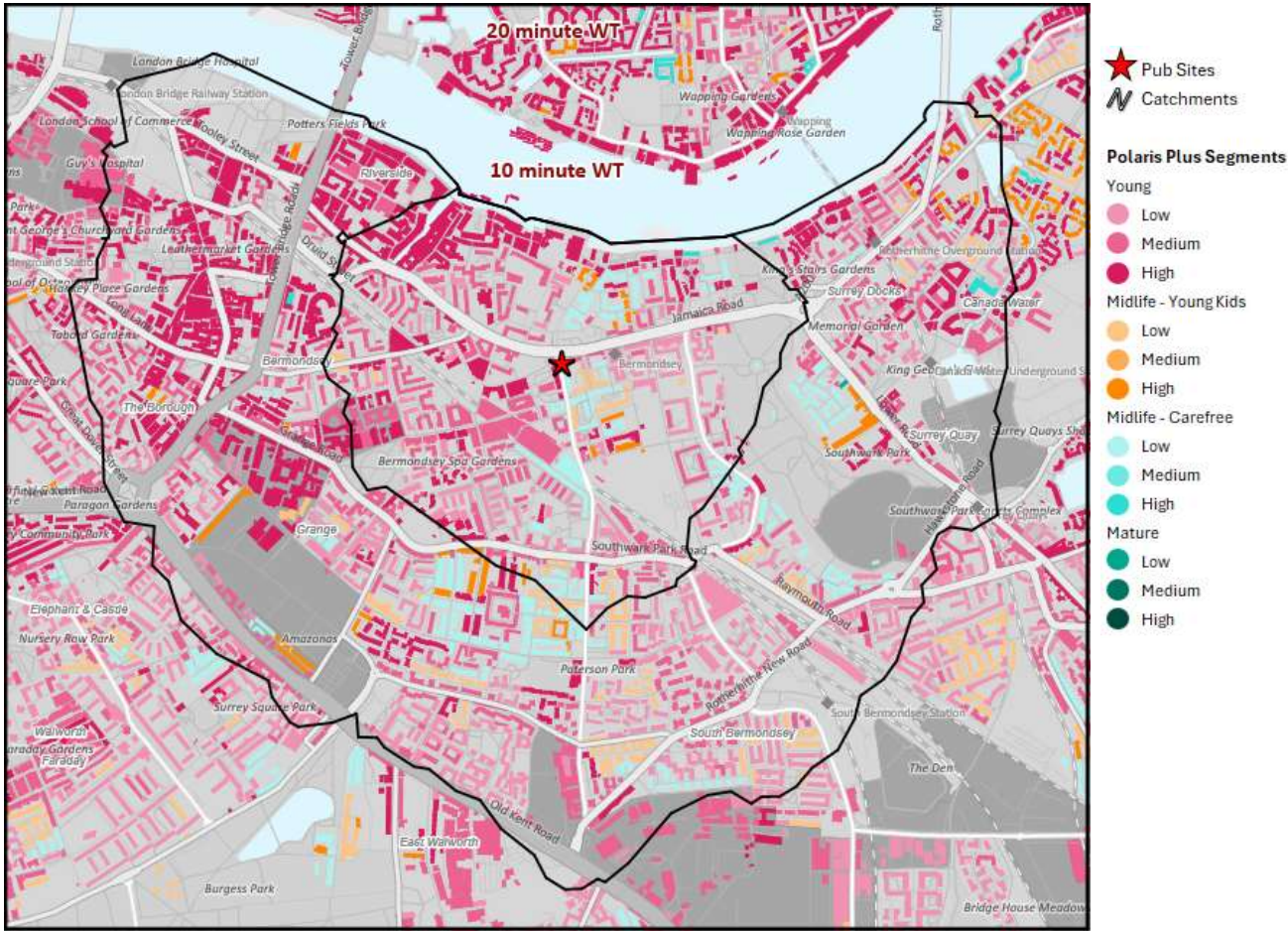
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Gregorian

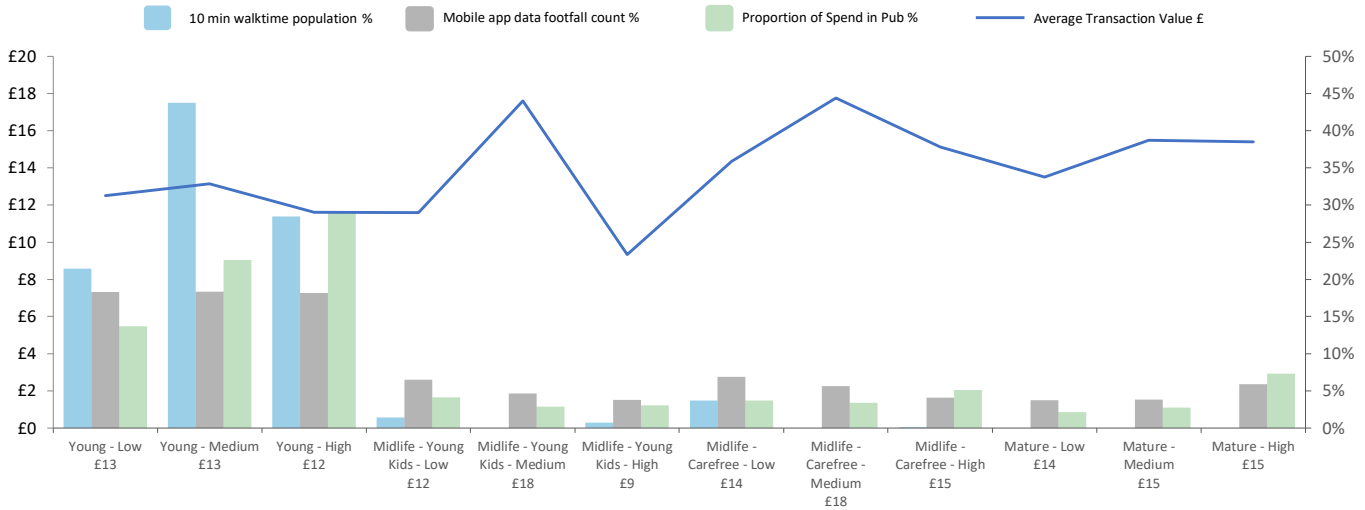


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
115761	Gregorian	SE16 4SQ	Star Pubs & Bars	Premium	1



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Gregorian

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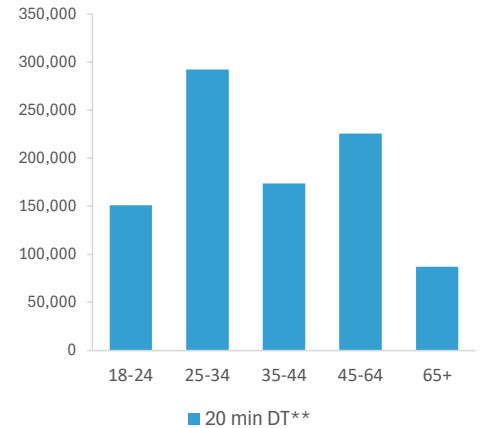
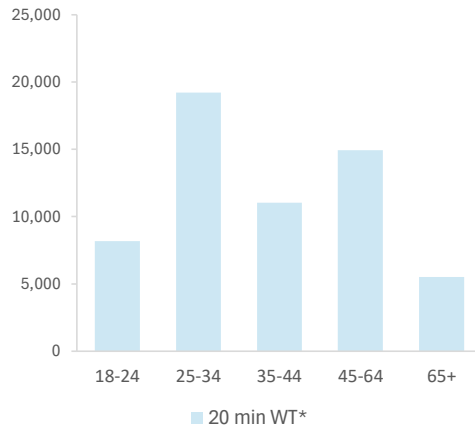
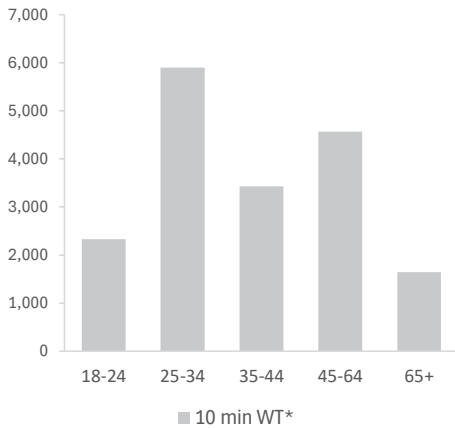
Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Around GB Average Under GB Average		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		21,338	69,864	1,116,054	399	356	263
		Population & Adults 18+ index is based on all pubs					
Adults 18+		17,874	58,925	929,359	395	359	273
Competition Pubs		28	170	4,063	65	167	519
Adults 18+ per Competition Pub		638	347	229	93	51	33
% Adults Likely to Drink		79.0%	79.0%	78.0%	99	99	98
Affluence	Low	26.6%	31.1%	32.9%	80	94	99
	Medium	43.8%	32.4%	28.0%	114	85	73
	High	29.4%	35.8%	38.7%	107	130	141
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£18,398	£17,164	£16,740	81	76	74
Age Profile	18-24	2,331	8,189	150,974	128	138	159
	25-34	5,901	19,228	292,270	205	204	194
	35-44	3,429	11,039	173,750	119	117	115
	45-64	4,568	14,944	225,448	85	85	80
	65+	1,645	5,525	86,917	40	41	40

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs

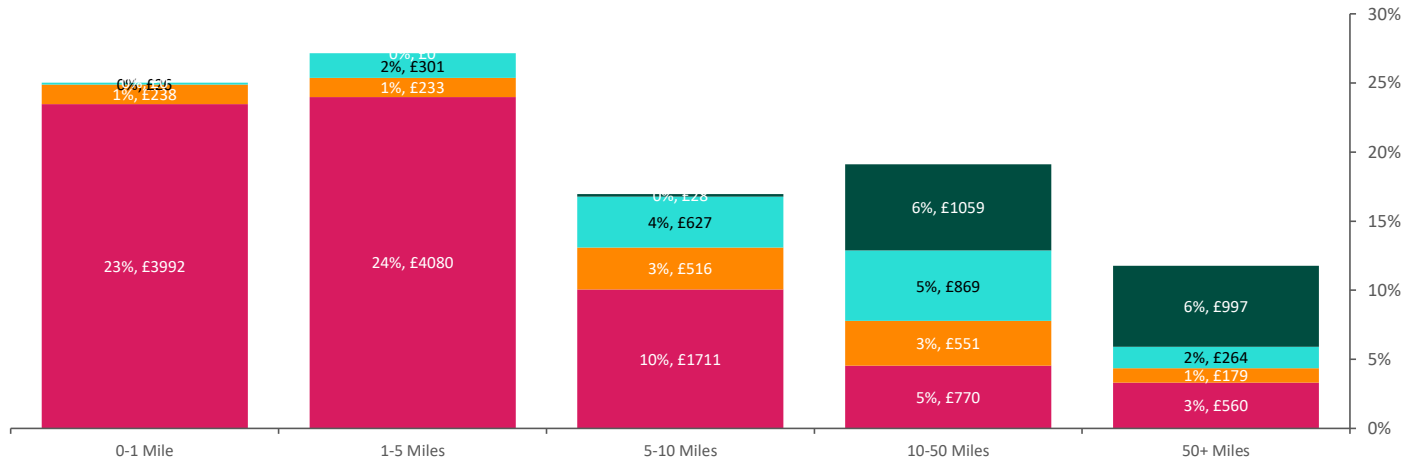


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	10,557 (49%)	34,816 (50%)	552,080 (49%)	101	102	101
	Female	10,781 (51%)	35,048 (50%)	563,974 (51%)	99	98	99
Economic Status (16+)	Employed: Full-time	8,769 (48%)	28,075 (47%)	393,981 (41%)	141	137	122
	Employed: Part-time	1,649 (9%)	5,559 (9%)	92,060 (10%)	75	77	81
	Self employed	1,780 (10%)	5,942 (10%)	98,317 (10%)	105	107	112
	Unemployed	753 (4%)	2,503 (4%)	41,926 (4%)	149	151	160
	Full-time student	511 (3%)	1,966 (3%)	35,739 (4%)	112	131	151
	Retired	1,509 (8%)	4,892 (8%)	74,145 (8%)	38	37	36
	Other	3,328 (18%)	11,186 (19%)	215,036 (23%)	102	105	127
Total Worker Count		5,308	29,181	585,452			

See the Glossary page for further information on the above variables

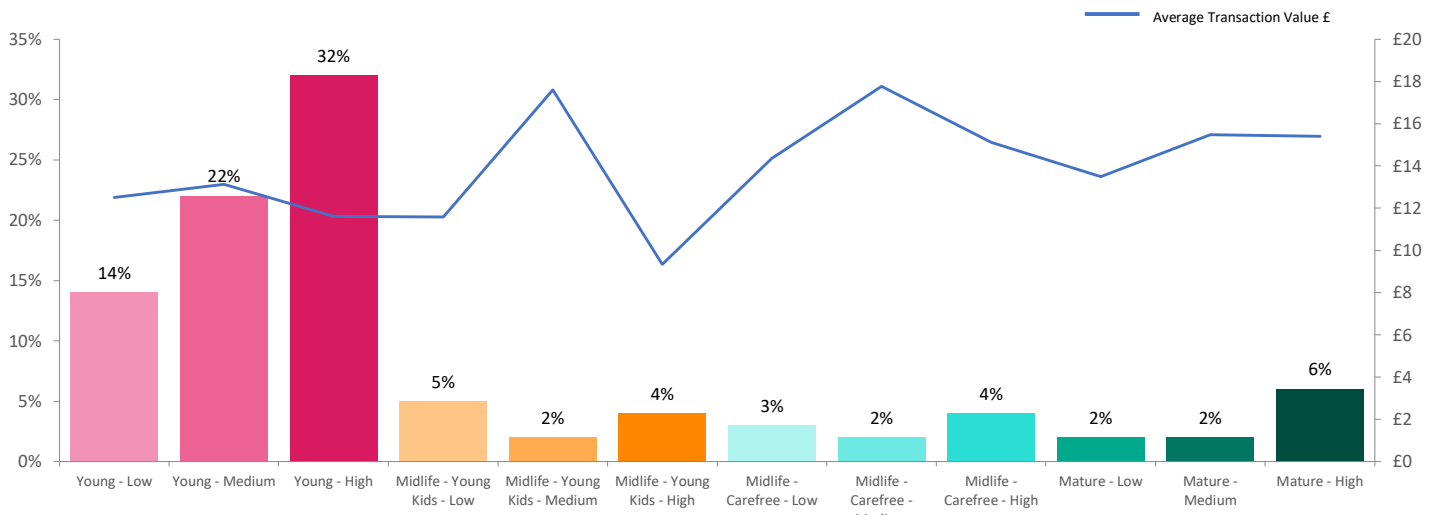
Transactional Data Summary - Gregorian

Spend by Polaris and Distance from Home



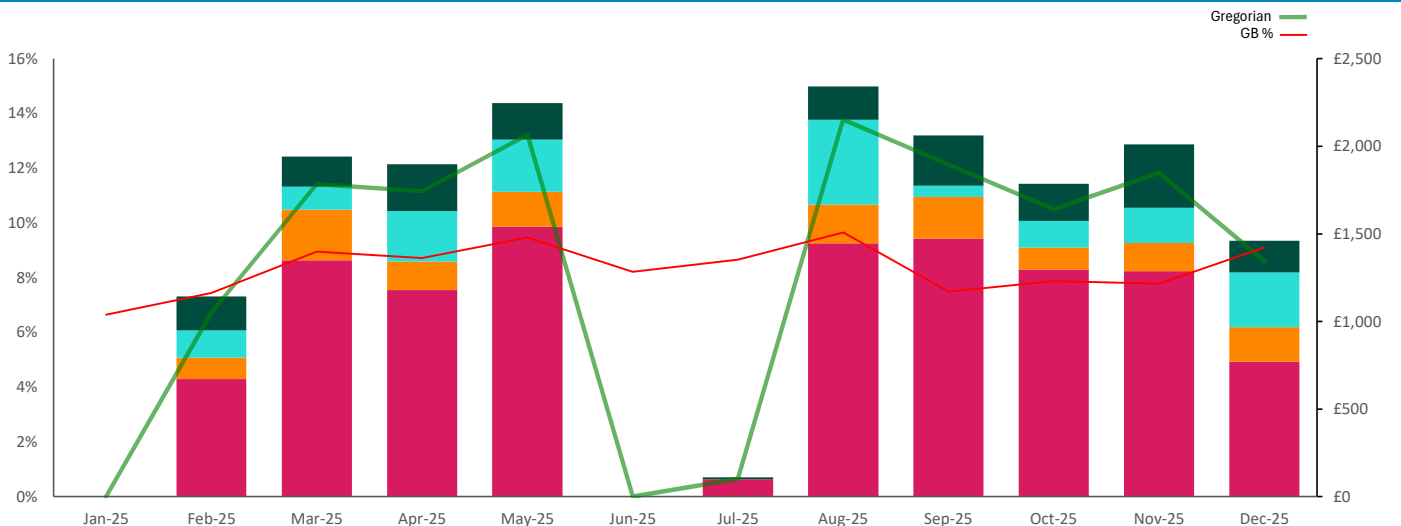
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

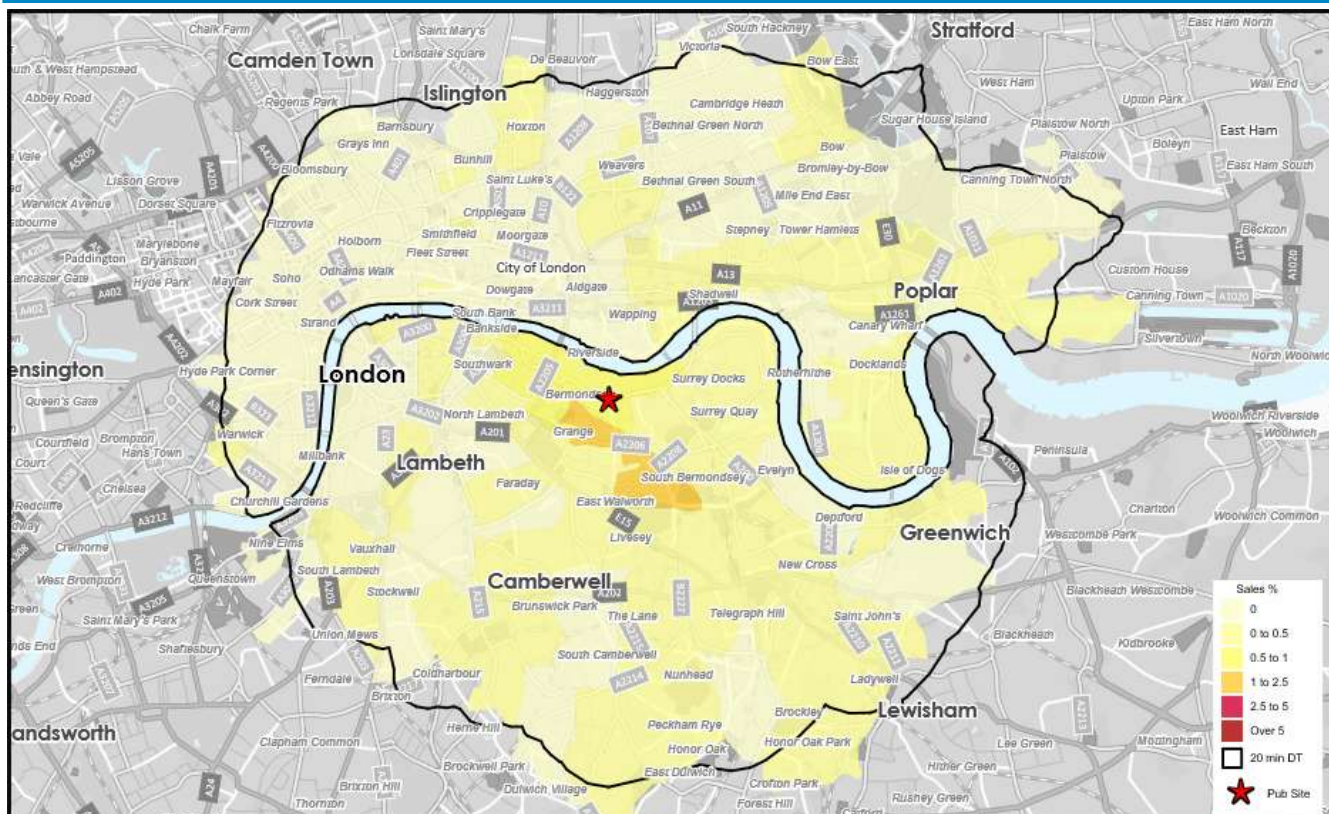


Seasonality of the spend split by month

Transactional Data Maps - Gregorian

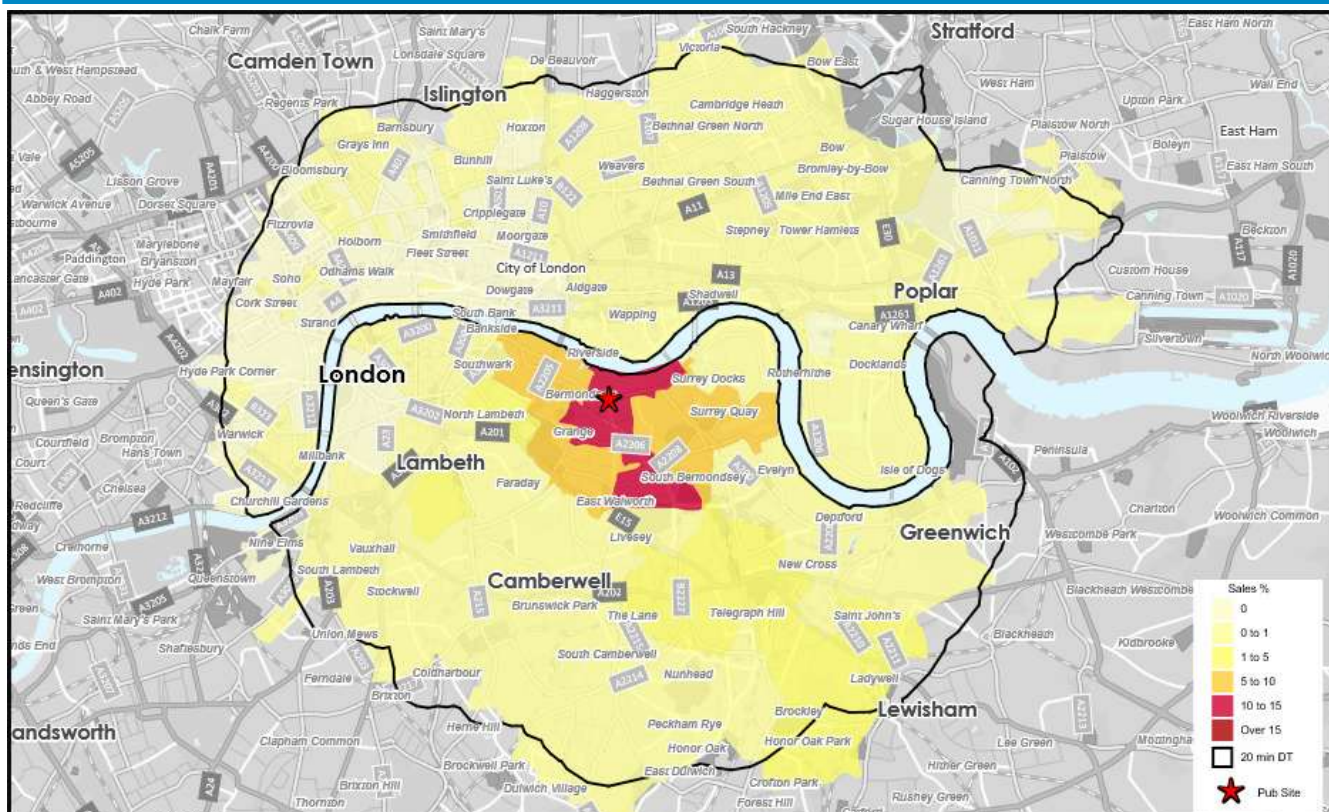
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Gregorian Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Gregorian

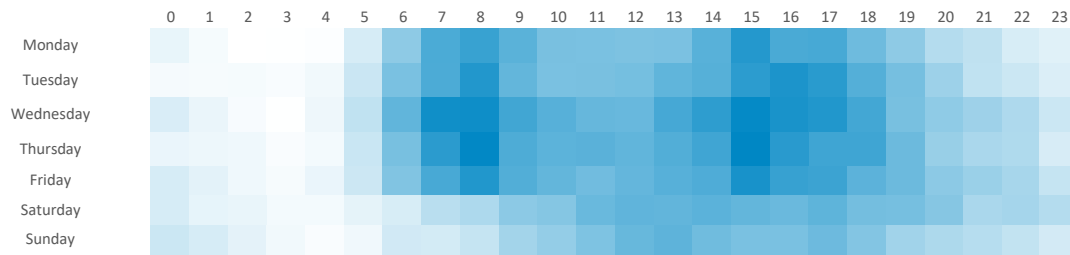


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Gregorian

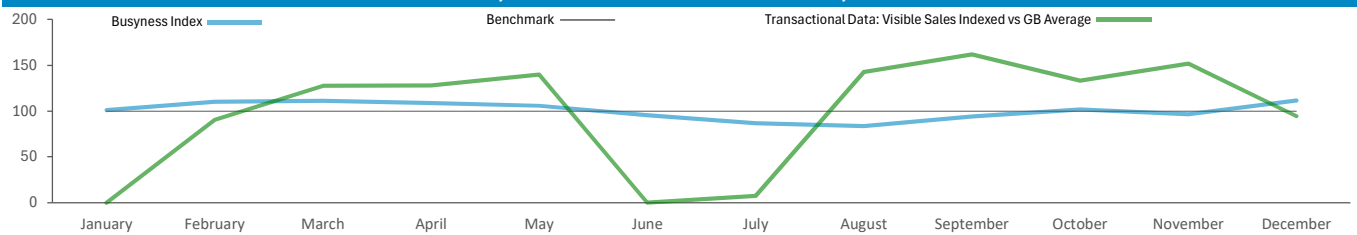
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Time of Day/Day of Week



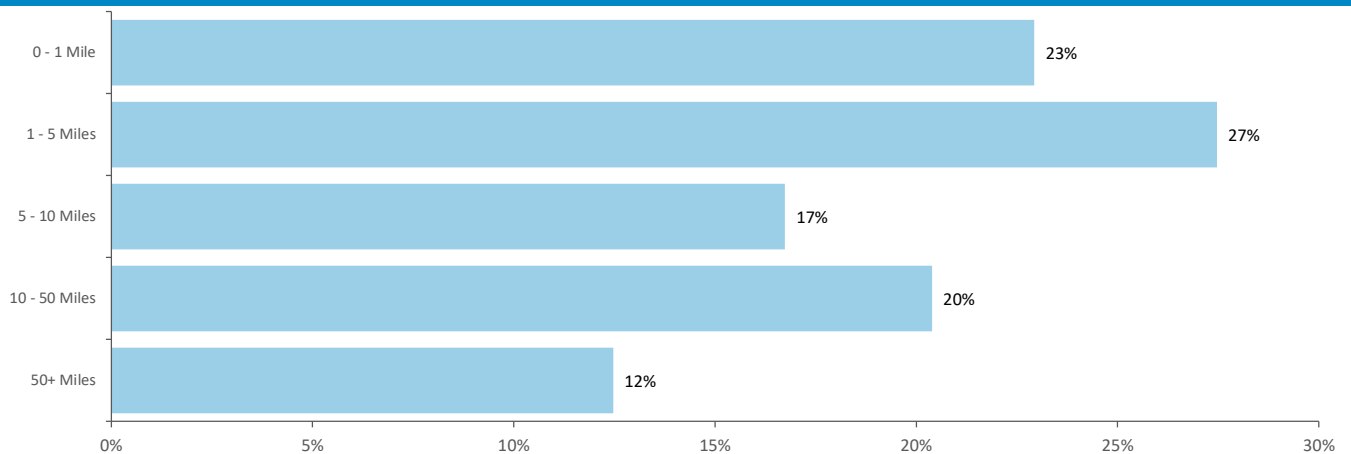
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

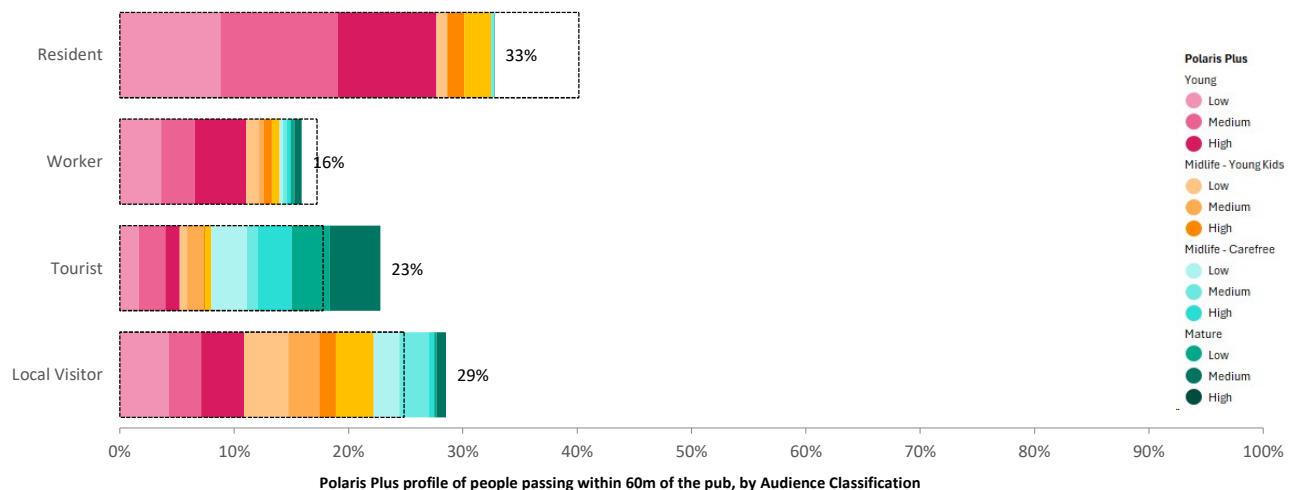
Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

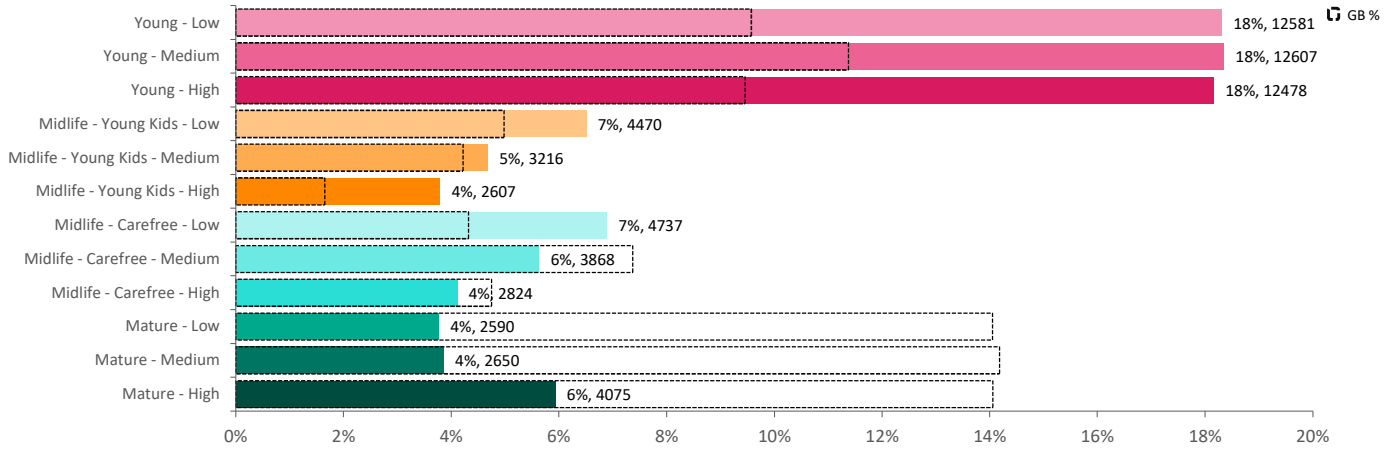
Base: GB



Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

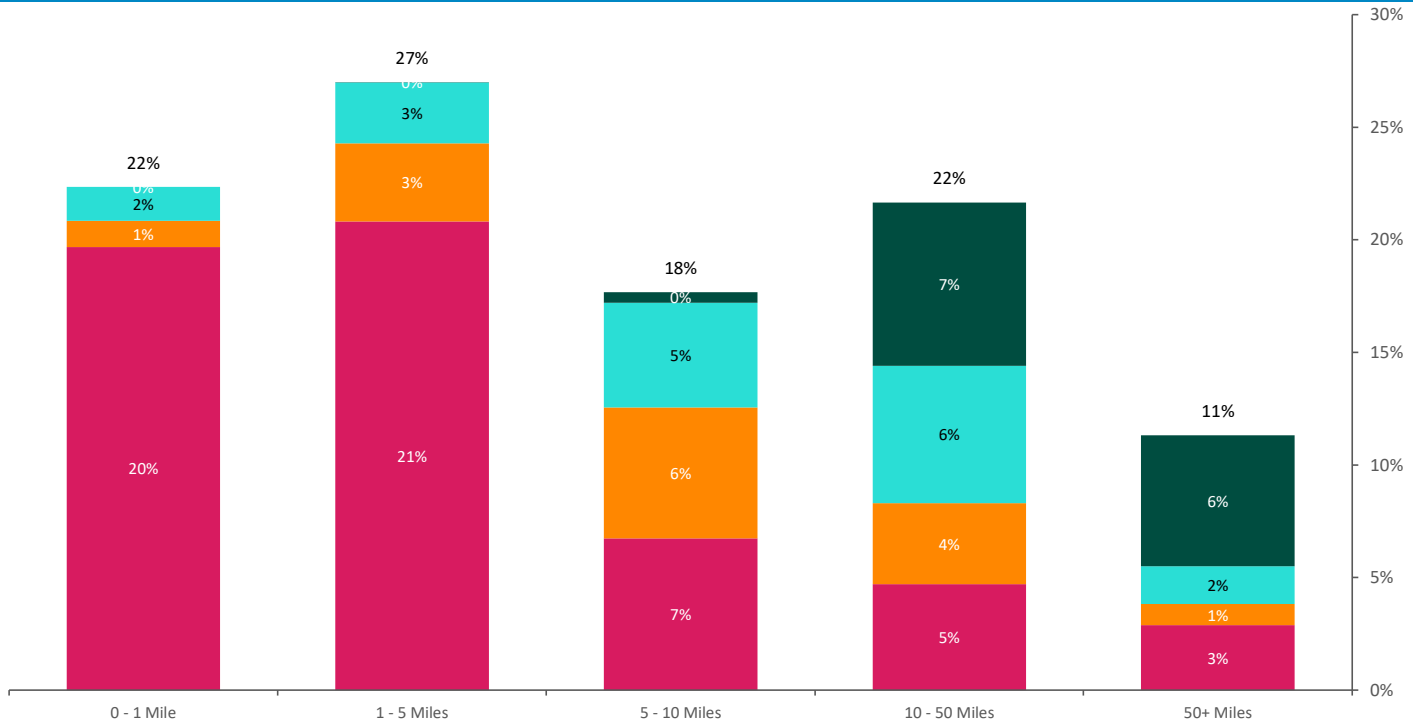
Mobile Data Summary - Gregorian

Polaris Plus Profile



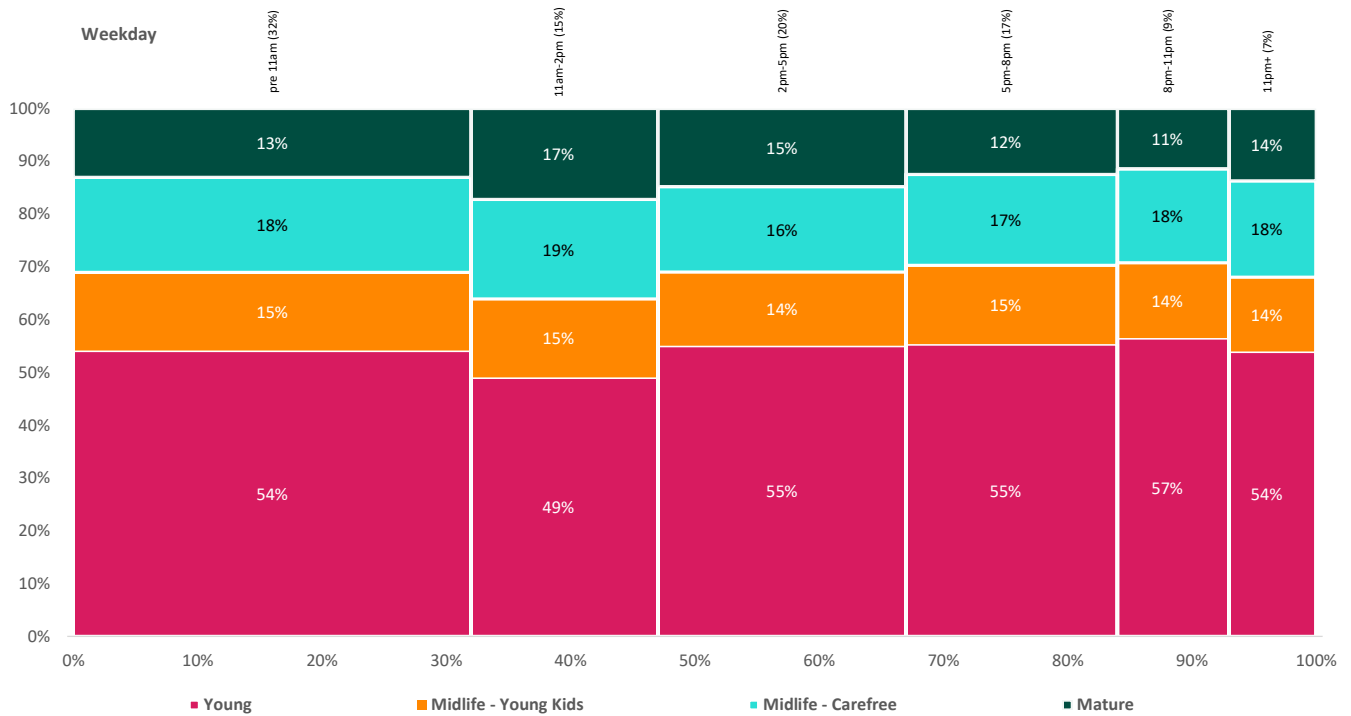
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,732	1,717	1,940	1,363	690	588	9,028
Midlife - Carefree	3,776	1,871	2,111	1,881	1,071	782	11,491
Midlife - Young Kids	3,104	1,476	1,826	1,629	857	604	9,496
Young	11,338	4,871	7,194	6,037	3,401	2,312	35,153
All	20,950	9,934	13,071	10,909	6,018	4,286	65,168

Time of Day by Polaris: Weekend (Saturday and Sunday)

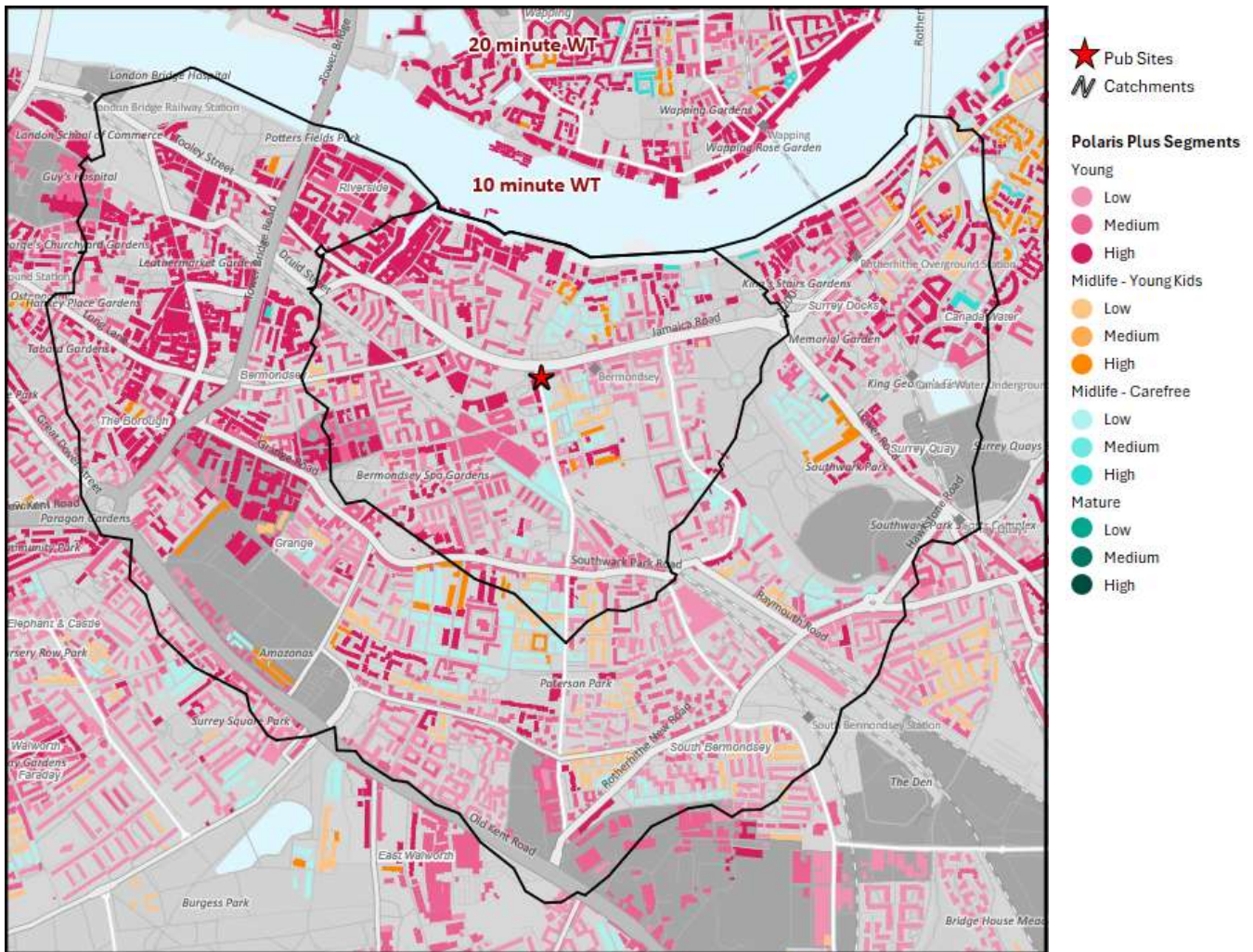


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	454	496	417	394	278	235	2,274
Midlife - Young Kids	761	635	653	652	431	396	3,528
Midlife - Carefree	719	511	495	487	383	400	2,995
Mature	2,413	2,305	2,225	1,995	1,372	1,226	11,537
All	4,347	3,946	3,790	3,528	2,464	2,257	20,333

Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Plus Summary - Gregorian

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Polaris Plus Profile by Catchment

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	3,834	14,511	237,191	218	251	260
Medium	7,821	19,091	244,608	397	294	239
High	5,089	20,081	316,594	426	510	510
Midlife - Young Kids						
Low	258	1,393	34,855	26	42	67
Medium	0	0	15,061	0	0	37
High	134	947	30,881	64	138	285
Midlife - Carefree						
Low	663	2,412	33,675	87	96	85
Medium	0	0	62	0	0	0
High	25	73	12,391	3	3	29
Mature						
Low	0	7	101	0	0	0
Medium	0	0	0	0	0	0
High	0	0	49	0	0	0
Not Private Households	50	410	3,891	26	65	39
Total	17,874	58,925	929,359			

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average