

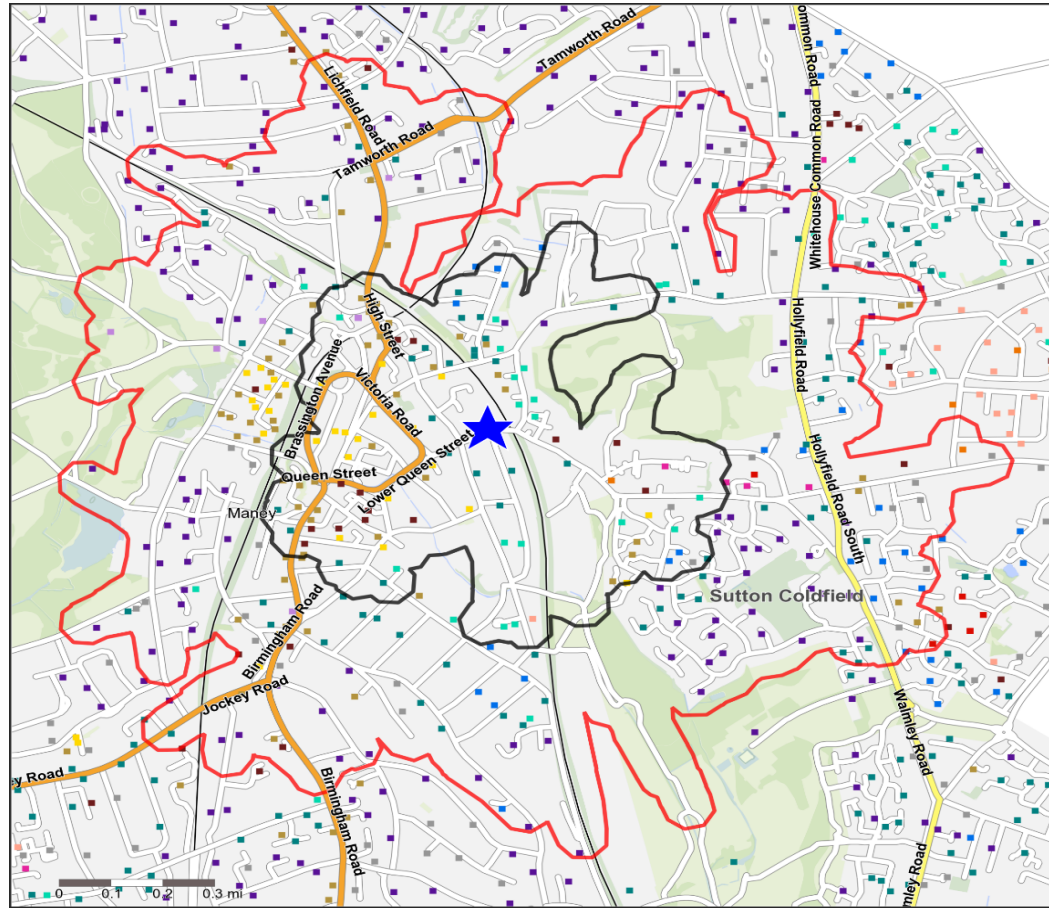
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	13	16	210
Catchment Adults 18+	3,352	13,337	324,230
Catchment Adults 18+ Per Pub	258	834	1,544
Populaton Projection 2018 to 2028 (% change)	3.49%	4.15%	4.90%

		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	3,174	94.7	183	1	Premium Local	10,289	77.1	149	1	High Street Pub	240,029	74.0	143
2	Premium Local	2,012	60.0	129	2	Great Pub Great Food	9,677	72.6	156	2	Community Pub	192,910	59.5	128
3	Great Pub Great Food	1,930	57.6	91	3	High Street Pub	9,566	71.7	114	3	Premium Local	158,763	49.0	78
4	Community Pub	1,826	54.5	421	4	Community Pub	5,332	40.0	309	4	Great Pub Great Food	128,044	39.5	305
5	Bit of Style	1,708	51.0	126	5	Bit of Style	5,181	38.8	96	5	Bit of Style	63,442	19.6	48
6	Craft Led	471	14.1	52	6	Craft Led	1,470	11.0	41	6	Circuit Bar	35,120	10.8	40
7	Circuit Bar	401	12.0	116	7	Circuit Bar	1,129	8.5	82	7	Craft Led	23,499	7.2	70

	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	450	13.4	152	1,853	13.9	157	26,456	8.2	92
C1	535	16.0	130	1,847	13.8	113	39,361	12.1	99
C2	254	7.6	92	818	6.1	74	25,960	8.0	97
DE	248	7.4	72	727	5.5	53	33,645	10.4	101

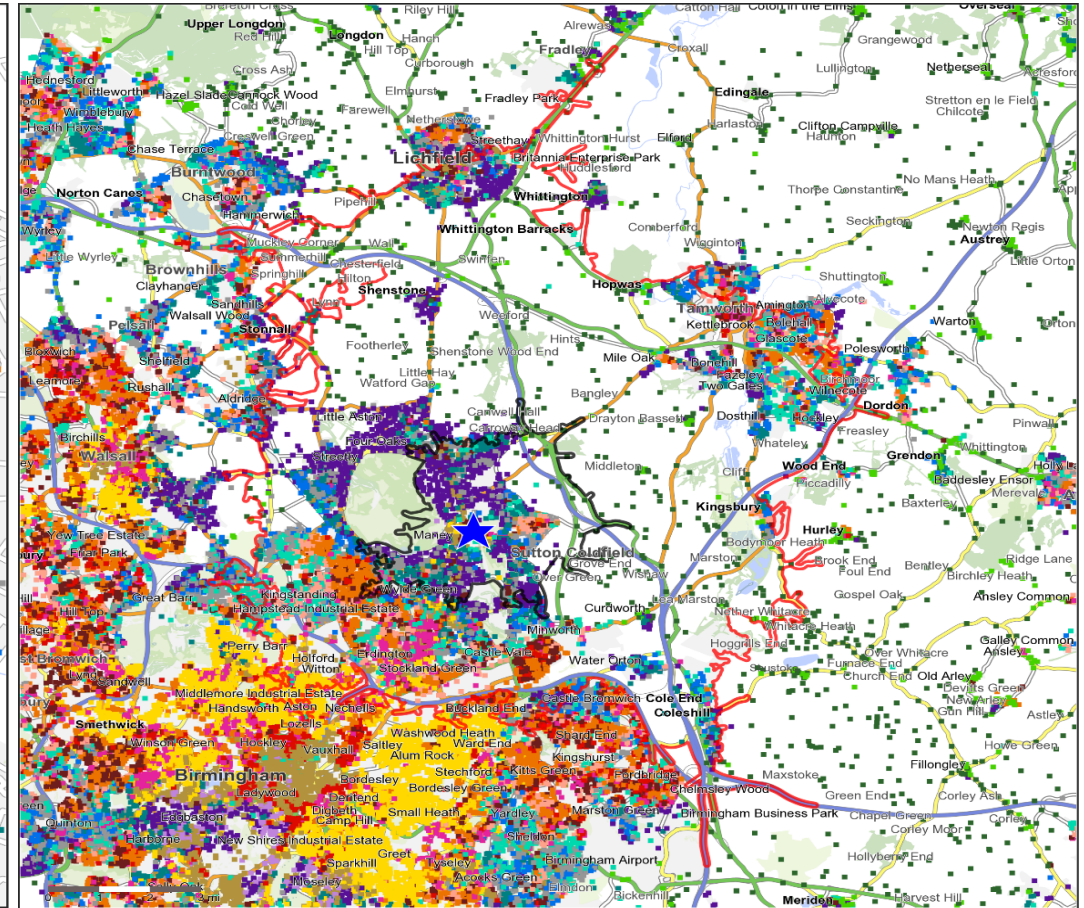
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	711	21.2	64	1,635	12.3	37	118,569	36.6	110
Medium (7-13)	1,597	47.6	144	4,905	36.8	111	121,416	37.4	113
High (14-19)	830	24.8	87	6,009	45.1	158	76,842	23.7	83

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

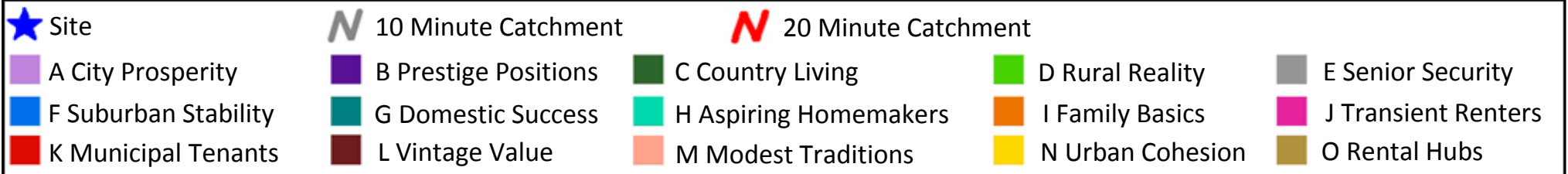


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	18	115	144	226		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	0		
B05	Premium Fortunes	6	384	2,032	4,184		
B06	Diamond Days	6	799	3,258	7,218		
B07	Alpha Families	33	548	2,803	7,769		
B08	Bank of Mum and Dad	55	788	4,079	10,047		
B09	Empty-Nest Adventure	8	866	3,767	13,807		
C10	Wealthy Landowners	0	0	187	2,214		
C11	Rural Vogue	0	0	15	605		
C12	Scattered Homesteads	0	0	1	110		
C13	Village Retirement	0	0	80	1,068		
D14	Satellite Settlers	0	0	71	1,542		
D15	Local Focus	0	0	0	222		
D16	Outlying Seniors	0	0	0	119		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	29	813	5,577	10,014		
E19	Bungalow Heaven	0	0	459	3,812		
E20	Classic Grandparents	0	375	1,189	10,992		
E21	Solo Retirees	14	64	1,295	9,567		
F22	Boomerang Boarders	137	634	1,438	8,717		
F23	Family Ties	22	178	315	3,590		
F24	Fledgling Free	0	0	0	5,223		
F25	Dependable Me	63	410	1,242	6,600		
G26	Cafés and Catchments	115	553	2,371	2,994		
G27	Thriving Independence	743	2,116	5,548	9,952		
G28	Modern Parents	0	36	1,593	6,635		
G29	Mid-Career Convention	0	333	1,997	9,737		
H30	Primary Ambitions	367	517	1,291	6,622		
H31	Affordable Fringe	0	0	15	14,914		
H32	First-Rung Futures	0	42	806	11,843		
H33	Contemporary Starts	12	31	220	4,412		
H34	New Foundations	4	65	166	1,040		
H35	Flying Solo	37	154	398	2,305		

				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	4	235	3,962		
I37	Budget Generations	0	0	222	4,373		
I38	Economical Families	0	0	171	13,879		
I39	Families on a Budget	9	22	486	12,868		
J40	Value Rentals	0	0	129	1,168		
J41	Youthful Endeavours	34	165	286	2,049		
J42	Midlife Renters	0	27	442	10,110		
J43	Renting Rooms	0	0	37	8,806		
K44	Inner City Stalwarts	0	0	0	108		
K45	City Diversity	0	0	0	203		
K46	High Rise Residents	0	5	26	1,195		
K47	Single Essentials	22	55	433	2,843		
K48	Mature Workers	0	0	36	3,165		
L49	Flatlet Seniors	0	21	477	4,375		
L50	Pocket Pensions	0	1	514	3,478		
L51	Retirement Communities	384	633	1,995	5,202		
L52	Estate Veterans	2	5	233	6,564		
L53	Seasoned Survivors	21	53	145	4,867		
M54	Down-to-Earth Owners	0	0	185	2,105		
M55	Back with the Folks	18	66	1,466	11,896		
M56	Self Supporters	0	4	260	7,474		
N57	Community Elders	0	0	0	3,347		
N58	Culture & Comfort	0	0	0	1,602		
N59	Large Family Living	0	0	0	11,512		
N60	Ageing Access	489	663	739	2,192		
O61	Career Builders	413	1,176	2,584	4,446		
O62	Central Pulse	0	42	42	373		
O63	Flexible Workforce	0	0	0	1,070		
O64	Bus-Route Renters	294	575	1,320	8,566		
O65	Learners & Earners	0	0	0	287		
O66	Student Scene	0	0	0	332		
U99	Unclassified	0	0	0	1,716		
Total				3,355	13,338	54,820	324,233

Top 3 Mosaic Types in a 20 Minute Walktime

1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

2. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

3. B09 Empty-Nest Adventure

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



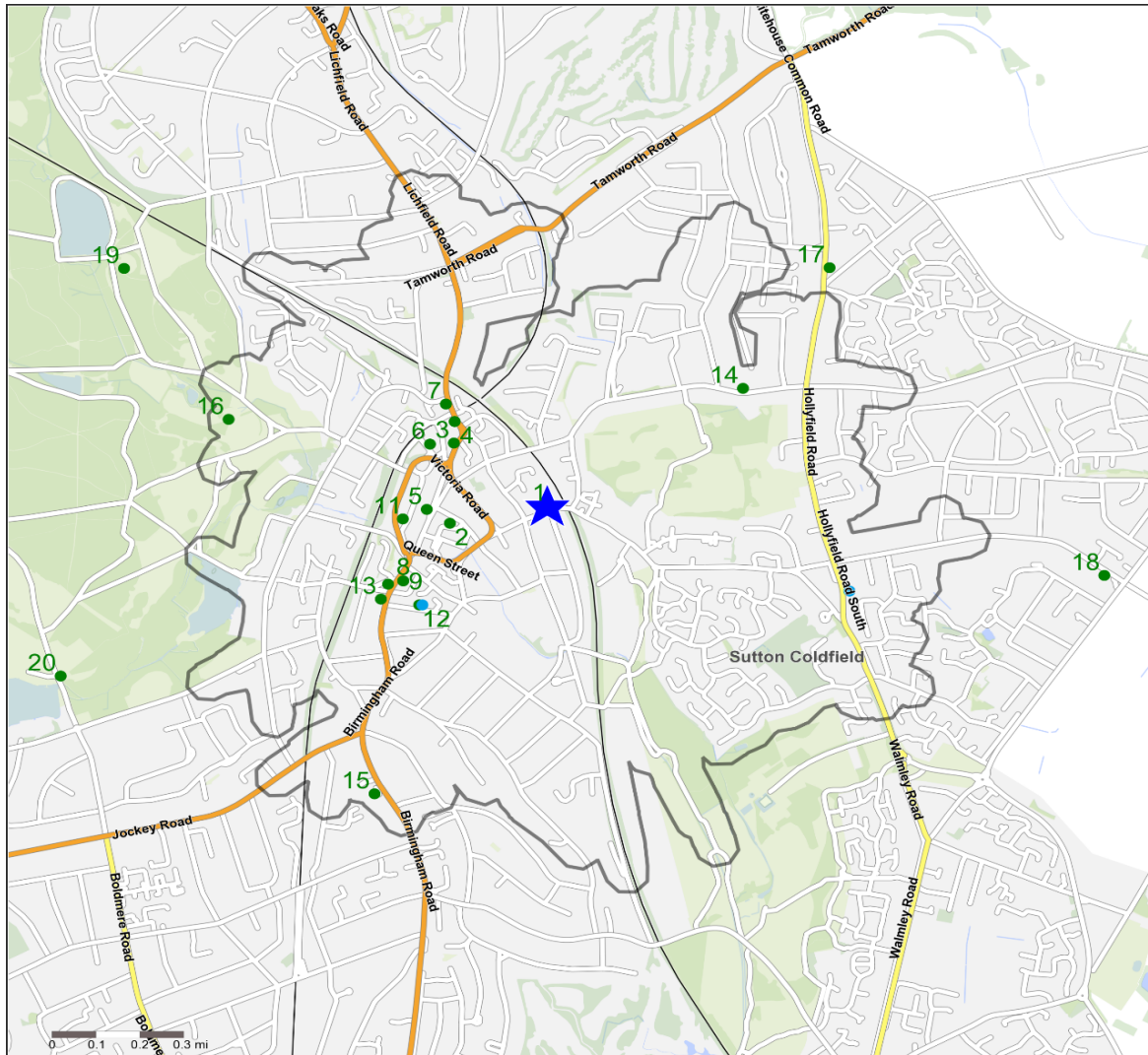
- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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	3,796	28.5	94	1,729	13.0	79	7,812	58.6	112
Male: Alone	3,206	24.0	81	3,858	28.9	185	6,272	47.0	88
Male: Group	3,218	24.1	106	2,142	16.1	61	7,977	59.8	121
Male: Pair	3,019	22.6	87	638	4.8	31	9,680	72.6	127
Mixed Sex: Group	2,562	19.2	84	1,911	14.3	45	8,863	66.5	151
Mixed Sex: Pair	3,053	22.9	98	4,457	33.4	103	5,827	43.7	102
With Children	1,902	14.3	49	1,193	8.9	53	10,243	76.8	145
Unknown	774	5.8	18	3,726	27.9	156	8,837	66.3	138
For Eating:									
Upmarket	5,709	42.8	140	3,131	23.5	113	4,497	33.7	71
Midmarket	5,278	39.6	115	460	3.4	38	7,599	57.0	103
Downmarket	2,754	20.6	93	3,268	24.5	70	7,314	54.8	132
For Drinking (monthly spend):									
Nothing	3,280	24.6	81	2,918	21.9	93	7,139	53.5	119
Low (less than £10)	5,922	44.4	149	1,015	7.6	32	6,400	48.0	106
Medium (Between £10 and £40)	6,348	47.6	156	2,304	17.3	97	4,685	35.1	70
High (Greater than £40)	5,638	42.3	163	4,206	31.5	154	3,492	26.2	50

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	95,403	29.4	97	46,034	14.2	87	181,077	55.8	107
Male: Alone	108,020	33.3	112	49,401	15.2	98	165,093	50.9	96
Male: Group	73,780	22.8	100	80,785	24.9	95	167,948	51.8	104
Male: Pair	97,217	30.0	115	67,423	20.8	136	157,874	48.7	85
Mixed Sex: Group	89,120	27.5	120	69,358	21.4	67	164,035	50.6	115
Mixed Sex: Pair	102,112	31.5	134	93,959	29.0	89	126,443	39.0	91
With Children	126,604	39.0	135	48,130	14.8	88	147,780	45.6	86
Unknown	99,295	30.6	93	61,102	18.8	105	162,118	50.0	104
For Eating:									
Upmarket	109,986	33.9	111	71,894	22.2	107	140,633	43.4	92
Midmarket	120,277	37.1	108	21,411	6.6	73	180,826	55.8	101
Downmarket	101,261	31.2	141	108,025	33.3	96	113,228	34.9	84
For Drinking (monthly spend):									
Nothing	103,203	31.8	105	78,283	24.1	102	141,028	43.5	97
Low (less than £10)	118,486	36.5	122	57,031	17.6	75	146,997	45.3	100
Medium (Between £10 and £40)	122,152	37.7	123	47,752	14.7	83	152,610	47.1	94
High (Greater than £40)	78,470	24.2	94	84,611	26.1	127	159,433	49.2	94

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	Kings Arms, B 75 7AA	Star Pubs & Bars	0.0	0.1
2	Sutton Tap, B 72 1QU	Independent Free	5.7	2.5
3	Gate, B 72 1TJ	Ei Group	6.6	2.2
4	Simpsons Gin Bar, B 72 1XH	Independent Free	6.9	2.3
5	Temple, B 72 1PD	Independent Free	6.9	3.0
6	Station, B 73 6AT	Stonegate Pub Company	7.9	3.2
7	Three Tuns, B 72 1XS	Thwaites	8.5	2.6
8	Quinto Lounge, B 72 1QA	Loungers	8.8	2.3
9	Yates, B 72 1QA	Stonegate Pub Company	8.8	2.3
10	Brewhouse And Kitchen, B 72 1QD	Brewhouse and Kitchen	9.4	2.8
11	Molloy's, B 72 1PH	Stonegate Pub Company	9.7	2.5
12	Duke Inn, B 72 1RJ	Star Pubs & Bars	9.7	3.7
13	Bottle Of Sack, B 72 1QG	Wetherspoon	10.0	2.4
14	Boot Inn, B 75 7RU	Punch Pub Company	13.3	3.7
15	Horse & Jockey, B 72 1LY	Mitchells & Butlers	18.1	4.9
16	Toby Carvery, B 74 2YT	Mitchells & Butlers	19.3	5.4
17	White Horse, B 75 6HD	Greene King	22.6	5.5
18	Anvil Inn, B 75 7ET	Star Pubs & Bars	26.6	6.4
19	Blackroot Bistro, B 74 2YU	Independent Free	27.8	8.5
20	Miller & Carter, B 73 6LH	Mitchells & Butlers	28.7	7.0