

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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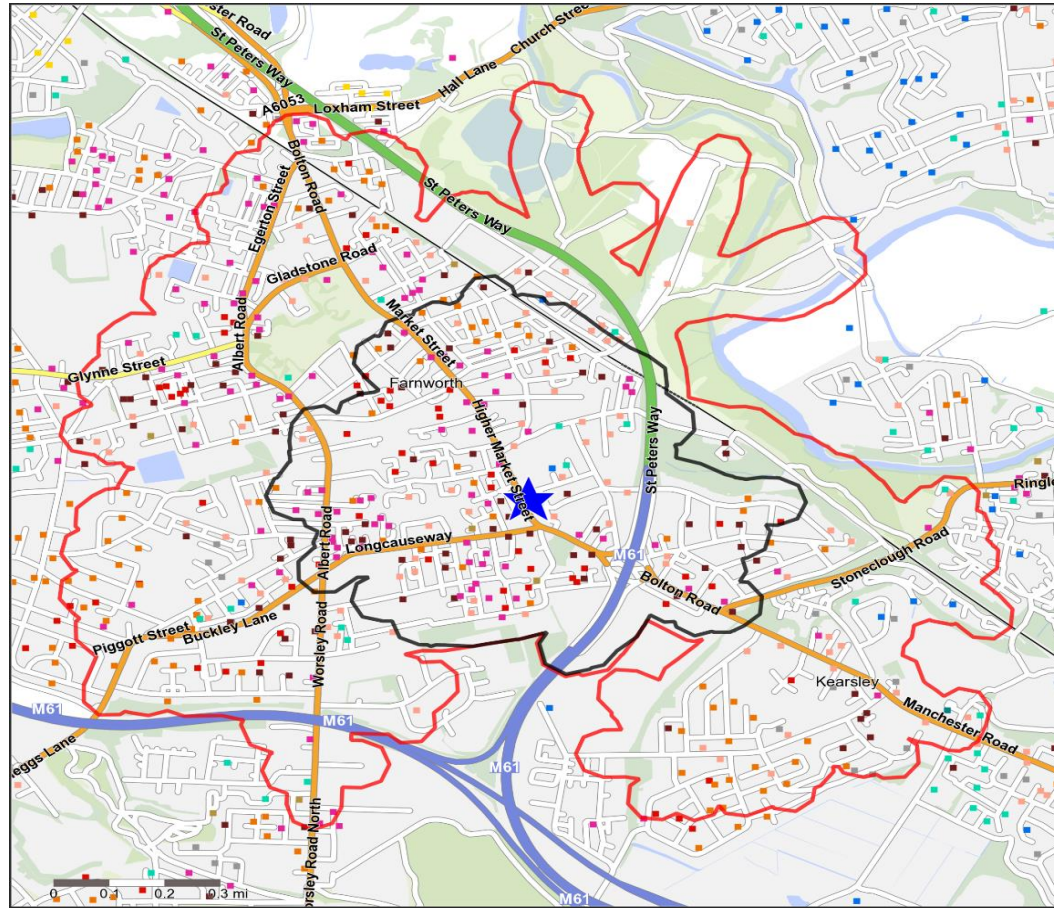
Number of Pubs	12	21	970
Catchment Adults 18+	5,240	13,895	908,547
Catchment Adults 18+ Per Pub	437	662	937
Populaton Projection 2018 to 2028 (% change)	3.07%	3.95%	5.60%

		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	Community Pub	5,208	99.4	192	1	Community Pub	13,618	98.0	189	1	High Street Pub	750,248	82.6	159
2	High Street Pub	4,697	89.6	192	2	High Street Pub	12,895	92.8	199	2	Community Pub	613,896	67.6	145
3	Bit of Style	704	13.4	21	3	Bit of Style	1,760	12.7	20	3	Premium Local	289,783	31.9	51
4	Circuit Bar	695	13.3	103	4	Circuit Bar	1,445	10.4	80	4	Bit of Style	205,624	22.6	175
5	Premium Local	555	10.6	26	5	Premium Local	1,432	10.3	26	5	Great Pub Great Food	198,131	21.8	54
6	Craft Led	521	9.9	37	6	Craft Led	912	6.6	24	6	Circuit Bar	136,905	15.1	56
7	Great Pub Great Food	68	1.3	13	7	Great Pub Great Food	176	1.3	12	7	Craft Led	113,219	12.5	121

	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	200	3.8	43	573	4.1	47	69,184	7.6	86
C1	630	12.0	98	1,662	12.0	98	122,796	13.5	110
C2	591	11.3	137	1,529	11.0	133	75,904	8.4	101
DE	885	16.9	164	2,397	17.3	168	119,965	13.2	128

	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)	4,258	81.3	245	11,331	81.5	246	483,403	53.2	160
Medium (7-13)	721	13.8	41	2,336	16.8	51	285,291	31.4	95
High (14-19)	16	0.3	1	87	0.6	2	96,327	10.6	37

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

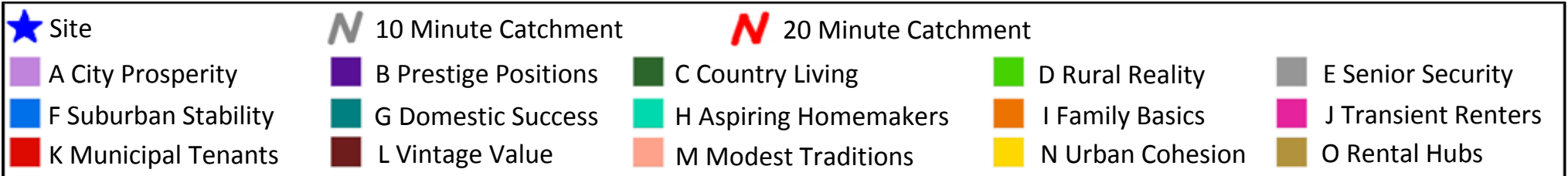


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	42	815		
A03	Penthouse Chic	0	0	0	64		
A04	Metro High-Flyers	0	0	0	930		
B05	Premium Fortunes	0	0	474	3,561		
B06	Diamond Days	0	0	958	5,953		
B07	Alpha Families	0	0	662	4,279		
B08	Bank of Mum and Dad	0	0	1,002	10,538		
B09	Empty-Nest Adventure	0	0	531	14,634		
C10	Wealthy Landowners	0	0	5	622		
C11	Rural Vogue	0	0	3	87		
C12	Scattered Homesteads	0	0	0	53		
C13	Village Retirement	0	0	0	180		
D14	Satellite Settlers	0	0	0	550		
D15	Local Focus	0	0	0	0		
D16	Outlying Seniors	0	0	0	133		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	1,698	13,246		
E19	Bungalow Heaven	0	41	1,154	15,976		
E20	Classic Grandparents	0	68	4,793	28,886		
E21	Solo Retirees	0	280	4,003	24,559		
F22	Boomerang Boarders	0	0	2,392	22,226		
F23	Family Ties	0	104	1,057	10,227		
F24	Fledgling Free	12	34	2,709	10,905		
F25	Dependable Me	9	65	2,842	24,101		
G26	Cafés and Catchments	0	0	219	8,347		
G27	Thriving Independence	0	0	1,765	19,870		
G28	Modern Parents	0	0	884	10,605		
G29	Mid-Career Convention	0	22	1,868	11,982		
H30	Primary Ambitions	20	53	3,296	23,240		
H31	Affordable Fringe	36	67	4,498	25,921		
H32	First-Rung Futures	48	199	4,981	30,515		
H33	Contemporary Starts	0	4	683	5,525		
H34	New Foundations	0	19	810	5,420		
H35	Flying Solo	0	0	569	3,056		

				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	41	889	7,601		
I37	Budget Generations	0	174	1,178	6,441		
I38	Economical Families	678	1,600	8,193	35,703		
I39	Families on a Budget	100	1,334	12,733	55,165		
J40	Value Rentals	635	1,463	5,327	23,026		
J41	Youthful Endeavours	121	242	1,218	8,706		
J42	Midlife Renters	18	202	3,776	25,073		
J43	Renting Rooms	423	817	7,208	52,710		
K44	Inner City Stalwarts	0	0	0	2,220		
K45	City Diversity	0	0	23	1,860		
K46	High Rise Residents	0	0	0	8,847		
K47	Single Essentials	472	713	3,338	17,355		
K48	Mature Workers	217	851	8,219	34,844		
L49	Flatlet Seniors	543	936	4,320	22,607		
L50	Pocket Pensions	151	337	2,250	11,786		
L51	Retirement Communities	0	0	666	5,883		
L52	Estate Veterans	127	216	2,451	12,598		
L53	Seasoned Survivors	387	837	4,911	27,200		
M54	Down-to-Earth Owners	429	866	2,680	9,083		
M55	Back with the Folks	380	990	4,796	21,407		
M56	Self Supporters	379	1,053	6,513	40,742		
N57	Community Elders	0	0	670	5,458		
N58	Culture & Comfort	0	0	34	2,275		
N59	Large Family Living	0	0	3,502	31,669		
N60	Ageing Access	0	0	587	5,711		
O61	Career Builders	0	0	818	9,522		
O62	Central Pulse	0	0	726	40,402		
O63	Flexible Workforce	0	0	21	4,324		
O64	Bus-Route Renters	53	267	2,820	13,621		
O65	Learners & Earners	0	0	183	4,265		
O66	Student Scene	0	0	0	3,716		
U99	Unclassified	0	0	605	19,722		
Total				5,238	13,895	134,553	908,548

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

3. 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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. M56 Self Supporters

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



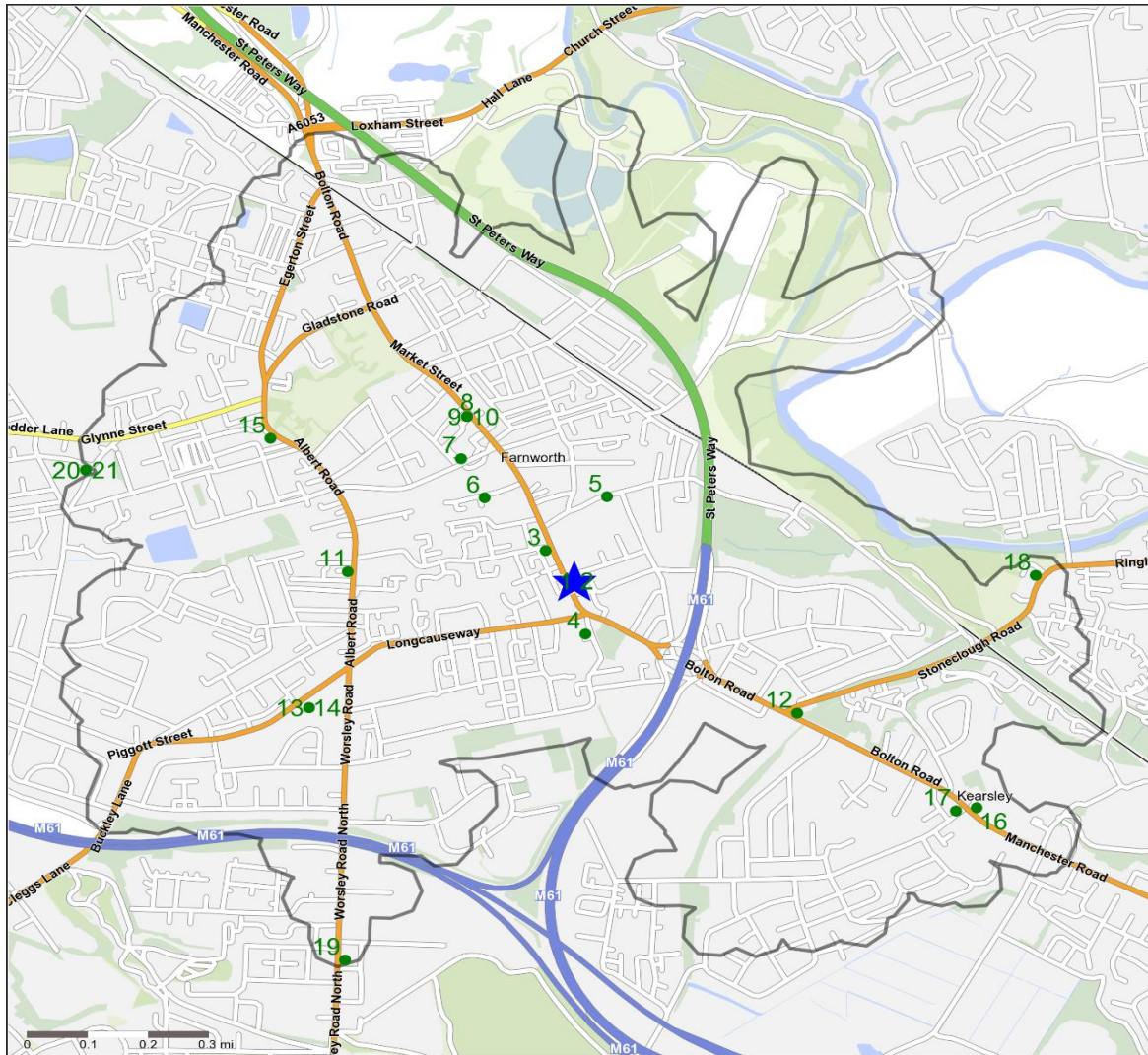
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	5,415	39.0	129	1,099	7.9	48	7,381	53.1	102			
Male: Alone	4,824	34.7	117	3,533	25.4	163	5,539	39.9	75			
Male: Group	3,003	21.6	95	4,623	33.3	127	6,269	45.1	91			
Male: Pair	3,832	27.6	106	4,870	35.0	230	5,193	37.4	65			
Mixed Sex: Group	4,205	30.3	132	2,954	21.3	67	6,737	48.5	110			
Mixed Sex: Pair	1,894	13.6	58	6,709	48.3	149	5,293	38.1	89			
With Children	6,516	46.9	162	3,918	28.2	168	3,461	24.9	47			
Unknown	5,278	38.0	116	1,724	12.4	69	6,894	49.6	104			
For Eating:												
Upmarket	1,681	12.1	39	5,098	36.7	176	7,117	51.2	108			
Midmarket	6,383	45.9	134	1,617	11.6	129	5,895	42.4	77			
Downmarket	5,138	37.0	166	6,890	49.6	142	1,868	13.4	32			
For Drinking (monthly spend):												
Nothing	5,526	39.8	131	3,120	22.5	95	5,249	37.8	84			
Low (less than £10)	1,477	10.6	36	3,116	22.4	95	9,301	66.9	148			
Medium (Between £10 and £40)	1,477	10.6	35	2,767	19.9	112	9,651	69.5	138			
High (Greater than £40)	1,321	9.5	37	3,707	26.7	130	8,868	63.8	122			

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	293,904	32.3	107	107,955	11.9	73	486,967	53.6	103
Male: Alone	300,338	33.1	111	160,902	17.7	113	427,585	47.1	88
Male: Group	254,342	28.0	122	254,383	28.0	107	380,100	41.8	84
Male: Pair	286,955	31.6	121	247,403	27.2	179	354,467	39.0	68
Mixed Sex: Group	286,657	31.6	138	157,261	17.3	54	444,907	49.0	112
Mixed Sex: Pair	235,859	26.0	111	321,893	35.4	109	331,073	36.4	85
With Children	343,451	37.8	131	154,318	17.0	101	391,057	43.0	81
Unknown	297,982	32.8	100	145,500	16.0	89	445,343	49.0	102
For Eating:									
Upmarket	265,344	29.2	95	218,841	24.1	116	404,640	44.5	94
Midmarket	390,180	42.9	125	76,273	8.4	93	422,372	46.5	84
Downmarket	274,586	30.2	136	362,561	39.9	114	251,679	27.7	67
For Drinking (monthly spend):									
Nothing	267,048	29.4	97	220,972	24.3	103	400,805	44.1	98
Low (less than £10)	212,624	23.4	78	147,097	16.2	69	529,104	58.2	128
Medium (Between £10 and £40)	261,549	28.8	94	99,359	10.9	61	527,917	58.1	116
High (Greater than £40)	202,543	22.3	86	179,744	19.8	96	506,538	55.8	107

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	Black Horse, BL 4 8HQ	Star Pubs & Bars	0.0	0.0
2	Ye Olde Three Crowns, BL 4 8HQ	Star Pubs & Bars	0.0	0.0
3	Post Office, BL 4 9AJ	Independent Free	1.8	0.4
4	Clock Face Inn, BL 4 8HJ	Admiral Taverns Ltd	2.4	0.5
5	Church Hotel, BL 4 8AW	Independent Free	4.8	1.1
6	Market, BL 4 9DS	New River Retail	6.3	0.8
7	Britannia Inn, BL 4 7AF	Ei Group	7.5	1.3
8	Freemasons, BL 4 7NY	Amber Taverns	8.2	1.4
9	Victoria Inn, BL 4 7NY	*Other Small Retail Groups	8.2	1.4
10	Wellington Inn, BL 4 7NY	*Other Small Retail Groups	8.2	1.4
11	Royal Hotel, BL 4 9HE	Unknown	8.5	1.7
12	White Horse, BL 4 8NG	Independent Free	10.0	1.5
13	Bradford Arms, BL 4 9PF	Trust Inns	12.1	2.0
14	Bridgewater Hotel, BL 4 9PF	Sam Smith	12.1	2.0
15	Shakespeare, BL 4 7DR	Bravo Inns	14.5	2.4
16	Moss Rose Inn, BL 4 8QG	Punch Pub Company	16.6	2.6
17	Antelope, BL 4 8NY	*Other Small Retail Groups	16.6	2.6
18	Hare & Hounds, M 26 1GF	Independent Free	19.6	3.0
19	Vulcan Inn, M 28 3QW	Independent Free	20.5	3.5
20	Grapes Inn, BL 4 0AB	Thwaites	20.5	3.9