

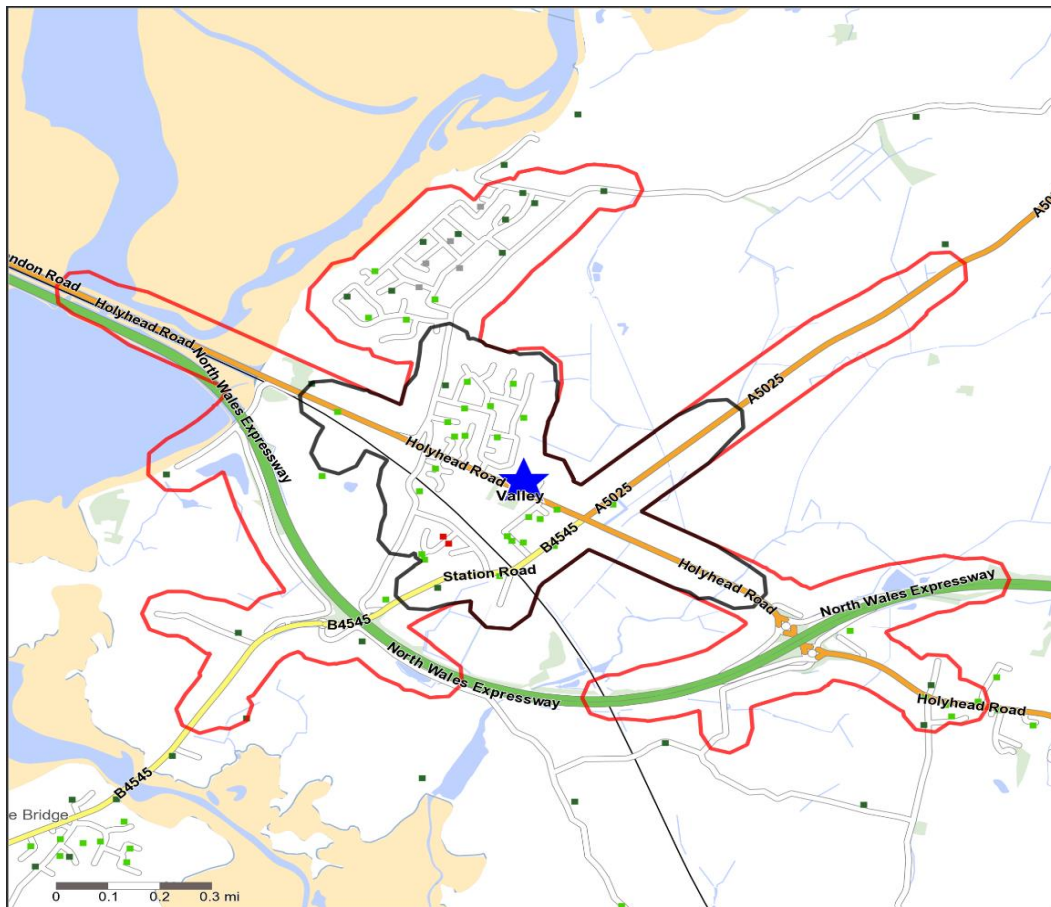
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	50
Catchment Adults 18+	1,001	1,783	33,136
Catchment Adults 18+ Per Pub	501	892	663
Populaton Projection 2018 to 2028 (% change)	-0.15%	-0.93%	-0.26%

		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	783	78.2	151	1	Community Pub	1,035	58.0	112	1	Community Pub	23,016	69.5	134
2	High Street Pub	725	72.4	155	2	High Street Pub	933	52.3	112	2	Premium Local	15,304	46.2	99
3	Great Pub Great Food	220	22.0	35	3	Great Pub Great Food	631	35.4	56	3	Great Pub Great Food	14,782	44.6	71
4	Premium Local	220	22.0	170	4	Premium Local	631	35.4	274	4	High Street Pub	14,009	42.3	327
5	Bit of Style	0	0.0	0	5	Bit of Style	0	0.0	0	5	Bit of Style	2,292	6.9	17
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	1,137	3.4	13
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	193	0.6	6

	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	57	5.7	64	98	5.5	62	1,876	5.7	64
C1	106	10.6	86	194	10.9	89	3,436	10.4	85
C2	106	10.6	128	167	9.4	113	3,285	9.9	120
DE	116	11.6	113	165	9.3	90	3,931	11.9	115

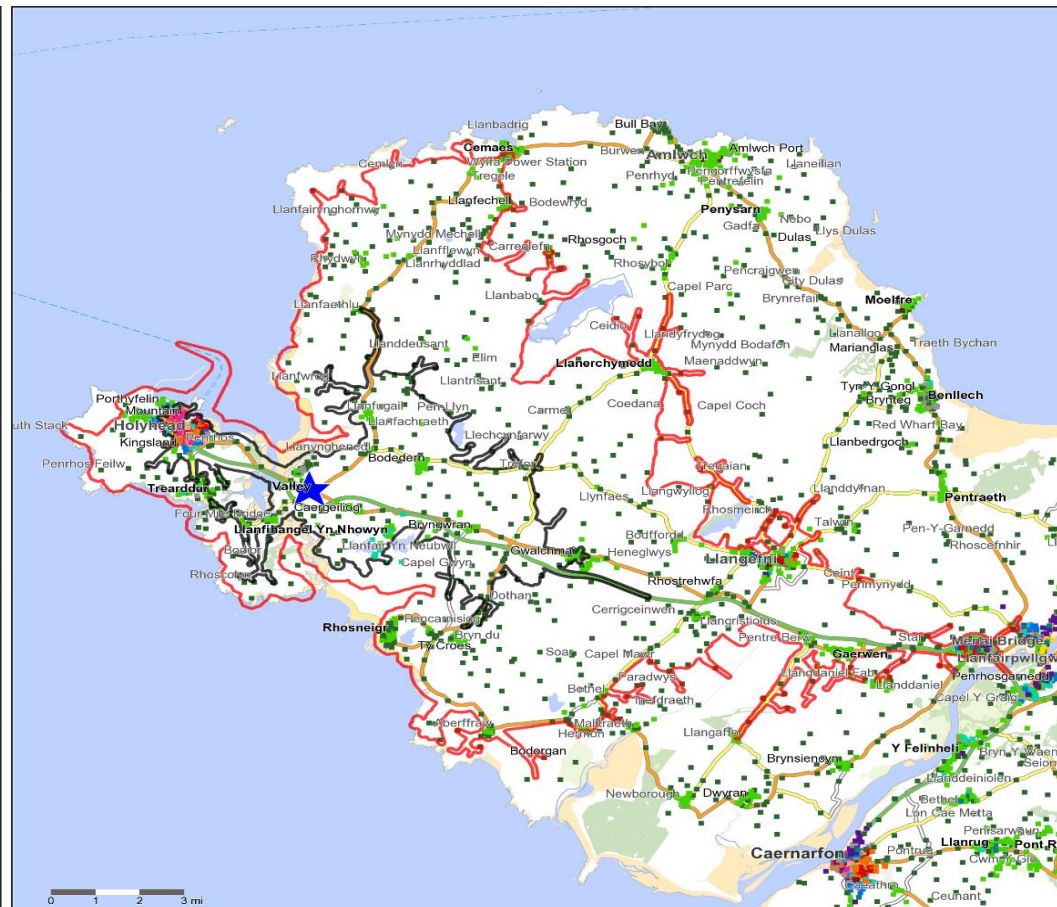
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	521	52.0	157	640	35.9	108	14,193	42.8	129
Medium (7-13)	465	46.5	140	968	54.3	164	13,757	41.5	125
High (14-19)	83	8.3	29	233	13.1	46	4,640	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	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	0
	B06	Diamond Days	0	0	0	13
	B07	Alpha Families	0	0	0	31
	B08	Bank of Mum and Dad	0	0	3	185
	B09	Empty-Nest Adventure	0	0	0	176
	C10	Wealthy Landowners	0	0	6	59
	C11	Rural Vogue	0	13	190	700
	C12	Scattered Homesteads	1	44	1,139	4,833
	C13	Village Retirement	150	421	1,249	3,802
	D14	Satellite Settlers	68	152	651	2,141
	D15	Local Focus	57	57	1,116	4,126
	D16	Outlying Seniors	499	707	1,872	4,954
	D17	Far-Flung Outposts	0	0	128	1,289
	E18	Legacy Elders	0	0	0	6
	E19	Bungalow Heaven	0	162	349	783
	E20	Classic Grandparents	0	0	24	43
	E21	Solo Retirees	0	0	59	114
	F22	Boomerang Boarders	0	0	146	360
	F23	Family Ties	0	0	1	25
	F24	Fledgling Free	0	0	381	525
	F25	Dependable Me	0	0	44	220
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	0
	G28	Modern Parents	0	0	0	149
	G29	Mid-Career Convention	0	0	0	402
	H30	Primary Ambitions	0	0	0	2
	H31	Affordable Fringe	0	0	107	108
	H32	First-Rung Futures	0	0	36	55
	H33	Contemporary Starts	0	0	279	510
	H34	New Foundations	0	0	65	121
	H35	Flying Solo	0	0	0	42

				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	0	0
	I37	Budget Generations		0	0	220	220
	I38	Economical Families		0	0	564	564
	I39	Families on a Budget		0	0	654	732
	J40	Value Rentals		0	0	886	1,011
	J41	Youthful Endeavours		0	0	279	313
	J42	Midlife Renters		0	0	102	138
	J43	Renting Rooms		0	0	308	308
	K44	Inner City Stalwarts		0	0	0	0
	K45	City Diversity		0	0	0	0
	K46	High Rise Residents		0	0	0	0
	K47	Single Essentials		0	0	96	96
	K48	Mature Workers		226	226	995	1,458
	L49	Flatlet Seniors		0	0	181	181
	L50	Pocket Pensions		0	0	170	419
	L51	Retirement Communities		0	0	0	0
	L52	Estate Veterans		0	0	239	245
	L53	Seasoned Survivors		0	0	418	418
	M54	Down-to-Earth Owners		0	0	879	879
	M55	Back with the Folks		0	0	57	57
	M56	Self Supporters		0	0	187	187
	N57	Community Elders		0	0	0	0
	N58	Culture & Comfort		0	0	0	0
	N59	Large Family Living		0	0	0	0
	N60	Ageing Access		0	0	0	0
	O61	Career Builders		0	0	0	0
	O62	Central Pulse		0	0	0	0
	O63	Flexible Workforce		0	0	0	0
	O64	Bus-Route Renters		0	0	0	0
	O65	Learners & Earners		0	0	0	0
	O66	Student Scene		0	0	0	0
	U99	Unclassified		0	0	134	134
Total				1,001	1,782	14,214	33,134

Top 3 Mosaic Types in a 20 Minute Walktime

1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



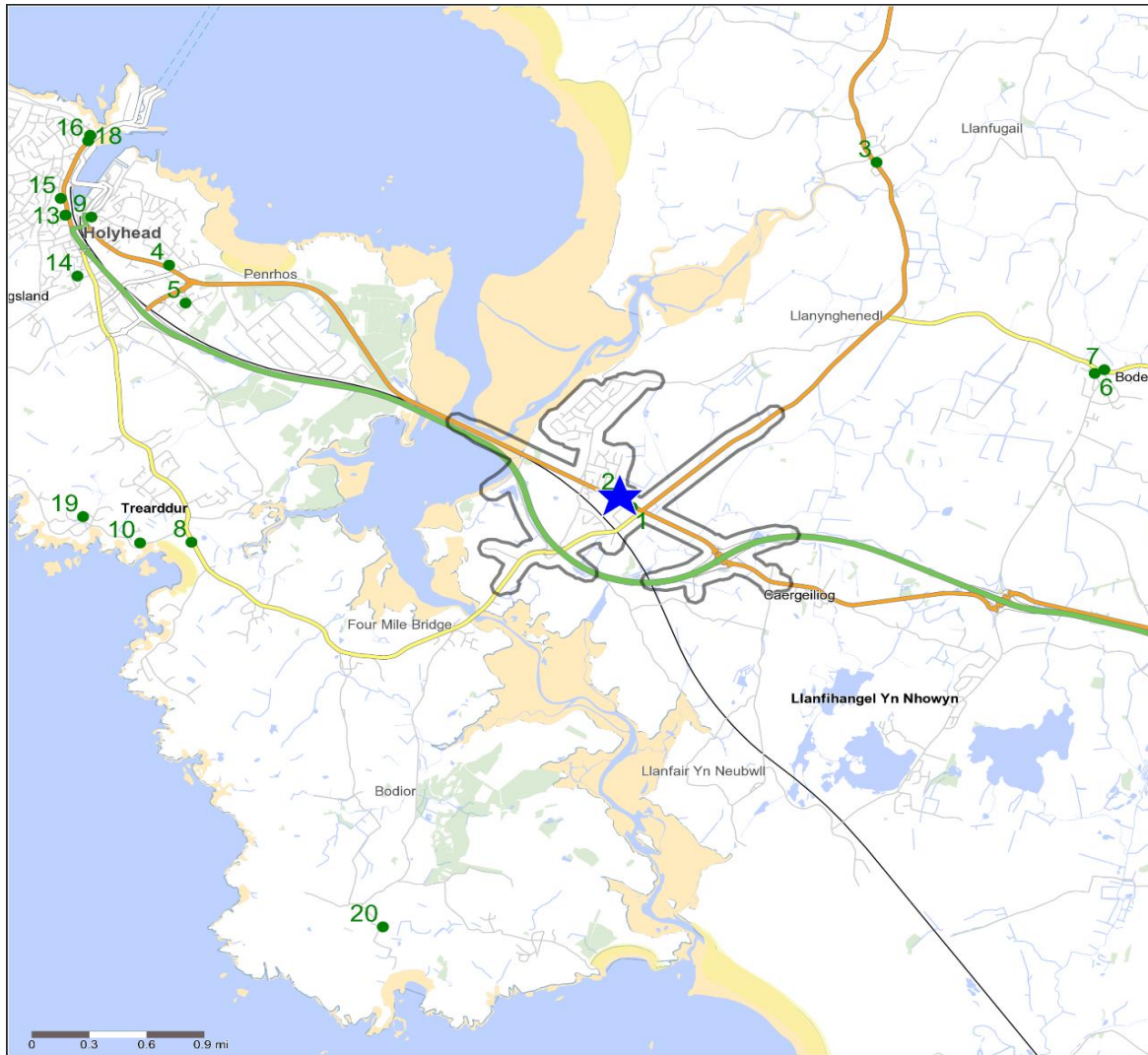
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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	0	0.0	0	209	11.7	72	1,574	88.3	170			
Male: Alone	707	39.7	133	0	0.0	0	1,076	60.3	113			
Male: Group	226	12.7	55	640	35.9	137	917	51.4	104			
Male: Pair	0	0.0	0	0	0.0	0	1,783	100.0	174			
Mixed Sex: Group	0	0.0	0	1,500	84.1	263	283	15.9	36			
Mixed Sex: Pair	152	8.5	36	1,335	74.9	230	296	16.6	39			
With Children	0	0.0	0	57	3.2	19	1,726	96.8	183			
Unknown	209	11.7	36	0	0.0	0	1,574	88.3	184			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	1,783	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	1,783	100.0	181			
Downmarket	226	12.7	57	926	51.9	149	631	35.4	85			
For Drinking (monthly spend):												
Nothing	1,035	58.0	192	175	9.8	42	573	32.1	72			
Low (less than £10)	466	26.1	88	1,092	61.2	261	226	12.7	28			
Medium (Between £10 and £40)	0	0.0	0	466	26.1	147	1,318	73.9	147			
High (Greater than £40)	0	0.0	0	226	12.7	62	1,557	87.3	167			

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	4,507	13.6	45	<div></div>	6,934	20.9	128	<div></div>	21,561	65.1	125	<div></div>
Male: Alone	7,870	23.8	80	<div></div>	2,390	7.2	46	<div></div>	22,741	68.6	129	<div></div>
Male: Group	3,130	9.4	41	<div></div>	12,159	36.7	140	<div></div>	17,713	53.5	108	<div></div>
Male: Pair	2,918	8.8	34	<div></div>	1,987	6.0	39	<div></div>	28,096	84.8	148	<div></div>
Mixed Sex: Group	2,078	6.3	27	<div></div>	18,388	55.5	174	<div></div>	12,536	37.8	86	<div></div>
Mixed Sex: Pair	3,829	11.6	49	<div></div>	17,844	53.9	166	<div></div>	11,330	34.2	80	<div></div>
With Children	3,040	9.2	32	<div></div>	6,982	21.1	125	<div></div>	22,980	69.4	131	<div></div>
Unknown	9,111	27.5	84	<div></div>	2,615	7.9	44	<div></div>	21,276	64.2	134	<div></div>
For Eating:												
Upmarket	1,911	5.8	19	<div></div>	2,731	8.2	40	<div></div>	28,360	85.6	181	<div></div>
Midmarket	2,966	9.0	26	<div></div>	1,087	3.3	36	<div></div>	28,949	87.4	158	<div></div>
Downmarket	4,461	13.5	61	<div></div>	14,403	43.5	125	<div></div>	14,137	42.7	103	<div></div>
For Drinking (monthly spend):												
Nothing	19,199	57.9	192	<div></div>	3,769	11.4	48	<div></div>	10,034	30.3	68	<div></div>
Low (less than £10)	11,665	35.2	118	<div></div>	15,030	45.4	193	<div></div>	6,307	19.0	42	<div></div>
Medium (Between £10 and £40)	1,741	5.3	17	<div></div>	10,694	32.3	181	<div></div>	20,568	62.1	123	<div></div>
High (Greater than £40)	1,174	3.5	14	<div></div>	4,009	12.1	59	<div></div>	27,820	84.0	161	<div></div>

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	Valley Hotel, LL65 3DU	Independent Free	1.5	0.6
2	Bull Inn, LL65 3DP	Star Pubs & Bars	1.8	0.3
3	Holland Hotel, LL65 4UH	JW Lees	53.7	4.8
4	Prince Of Wales, LL65 2RA	*Other Small Retail Groups	56.7	5.3
5	Standing Stones, LL65 2UQ	Marston's	56.7	5.4
6	George Inn, LL65 3TT	Independent Free	59.5	5.5
7	Crown Inn, LL65 3TU	Unknown	59.8	5.5
8	Sea Shanty Cafe, LL65 2YR	Independent Free	61.9	10.4
9	Edinburgh Castle, LL65 2BU	Independent Free	69.5	7.5
10	Trearddur Bay Hotel, LL65 2UN	JW Lees	70.5	11.6
11	Dublin Packet, LL65 2HW	Independent Free	71.2	7.4
12	Five Sisters, LL65 2HW	Independent Free	71.2	7.4
13	Holland Hotel, LL65 2HW	JW Lees	71.2	7.4
14	Foresters, LL65 2RU	Independent Free	71.5	7.5
15	Bar 2 Two, LL65 1UT	Independent Free	79.7	7.8
16	South Stack, LL65 1DE	Unknown	81.3	8.9
17	Jumping Jacks, LL65 1DG	Independent Free	82.2	9.0
18	Kings Arms, LL65 1DG	Independent Free	82.2	9.0
19	Black Seal, LL65 2UP	Independent Free	84.6	13.1
20	White Eagle Inn, LL65 2NJ	16 Hospitality	85.9	9.7