

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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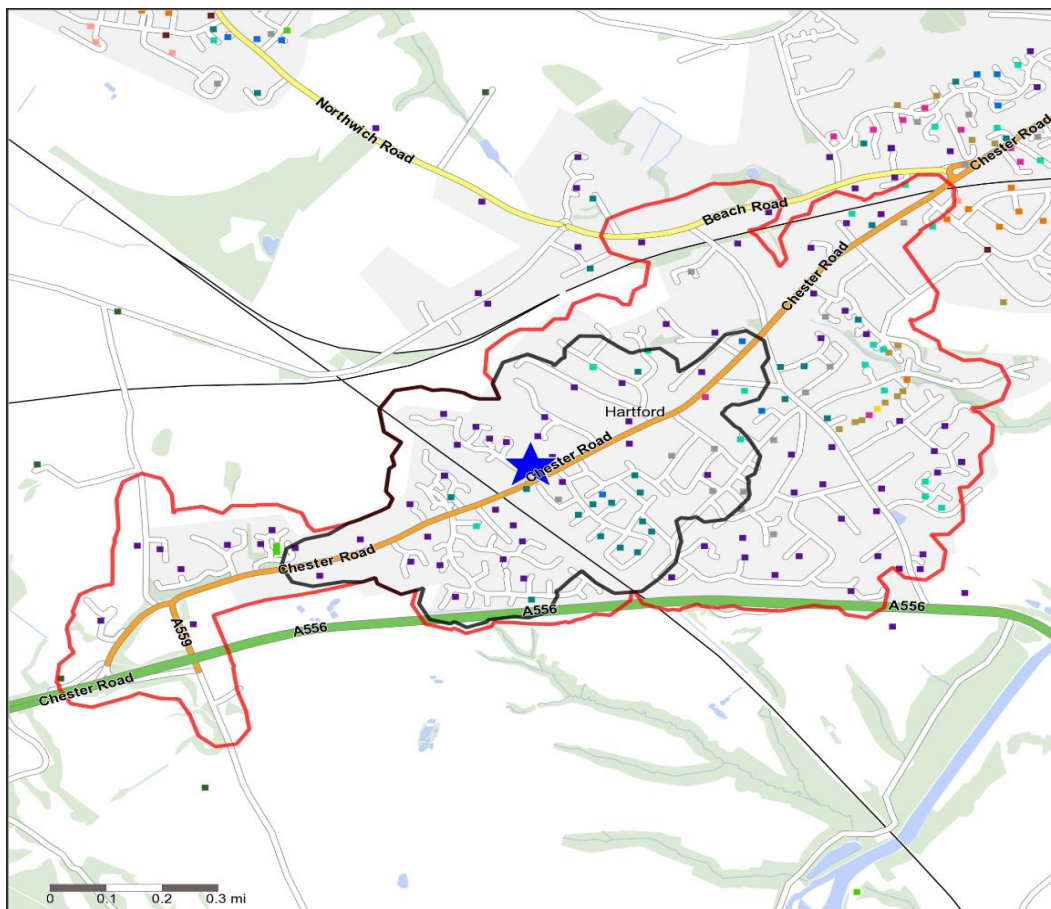
Number of Pubs	3	4	170
Catchment Adults 18+	1,897	4,160	141,599
Catchment Adults 18+ Per Pub	632	1,040	833
Populaton Projection 2018 to 2028 (% change)	0.91%	0.92%	3.20%

		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	Premium Local	1,779	93.8	181	1	Premium Local	3,831	92.1	178	1	Premium Local	102,098	72.1	139
2	Great Pub Great Food	1,682	88.7	190	2	Great Pub Great Food	3,578	86.0	185	2	Great Pub Great Food	85,229	60.2	129
3	High Street Pub	768	40.5	64	3	High Street Pub	1,398	33.6	53	3	High Street Pub	75,908	53.6	85
4	Bit of Style	638	33.6	260	4	Bit of Style	1,108	26.6	206	4	Community Pub	55,075	38.9	301
5	Community Pub	185	9.8	24	5	Community Pub	748	18.0	45	5	Bit of Style	28,976	20.5	51
6	Circuit Bar	97	5.1	19	6	Circuit Bar	386	9.3	35	6	Circuit Bar	11,066	7.8	29
7	Craft Led	39	2.1	20	7	Craft Led	247	5.9	58	7	Craft Led	6,153	4.3	42

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	337	17.8	201	700	16.8	190	16,030	11.3	128
C1	228	12.0	98	486	11.7	95	15,706	11.1	90
C2	77	4.1	49	165	4.0	48	10,431	7.4	89
DE	68	3.6	35	143	3.4	33	11,952	8.4	82

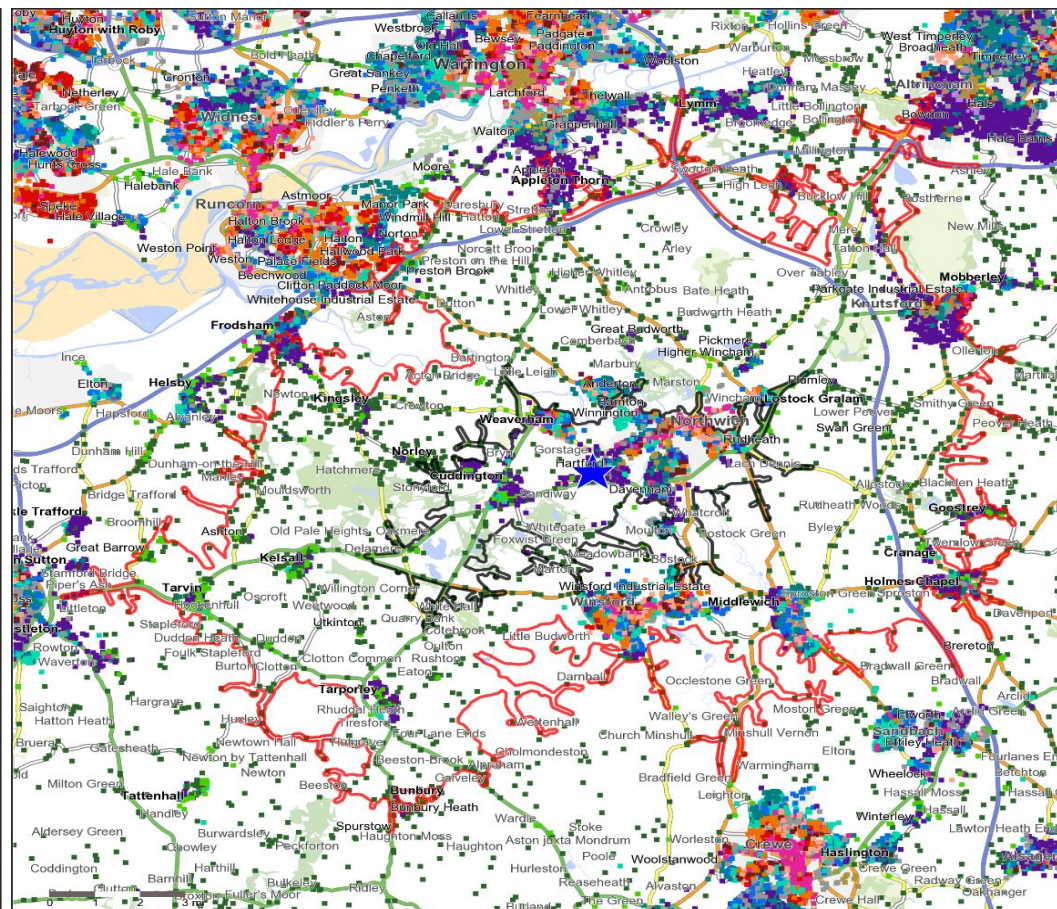
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	74	3.9	12	210	5.0	15	36,075	25.5	77
Medium (7-13)	636	33.5	101	1,230	29.6	89	48,011	33.9	102
High (14-19)	1,242	65.5	230	2,782	66.9	235	52,351	37.0	130

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	22
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	114	192	477	2,740
B06	Diamond Days	139	492	1,709	5,451
B07	Alpha Families	437	869	2,569	9,329
B08	Bank of Mum and Dad	177	247	1,305	2,456
B09	Empty-Nest Adventure	87	532	2,294	6,032
C10	Wealthy Landowners	0	10	1,672	12,754
C11	Rural Vogue	0	0	350	2,494
C12	Scattered Homesteads	0	0	14	428
C13	Village Retirement	0	2	903	6,730
D14	Satellite Settlers	15	25	997	6,771
D15	Local Focus	0	0	579	1,422
D16	Outlying Seniors	0	0	239	1,146
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	130	392	759	2,562
E19	Bungalow Heaven	102	125	760	3,175
E20	Classic Grandparents	0	0	436	965
E21	Solo Retirees	0	0	370	952
F22	Boomerang Boarders	42	56	1,101	3,098
F23	Family Ties	0	0	584	1,573
F24	Fledgling Free	0	0	955	3,128
F25	Dependable Me	0	0	1,356	3,869
G26	Cafés and Catchments	0	0	0	2
G27	Thriving Independence	43	119	485	1,665
G28	Modern Parents	132	156	1,538	5,262
G29	Mid-Career Convention	365	414	2,224	7,479
H30	Primary Ambitions	0	0	552	1,123
H31	Affordable Fringe	0	0	1,893	4,682
H32	First-Rung Futures	39	81	1,236	3,904
H33	Contemporary Starts	19	90	1,557	3,867
H34	New Foundations	40	81	285	905
H35	Flying Solo	0	95	299	590

		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	9	521	887
I37	Budget Generations	0	0	1,705	2,892
I38	Economical Families	0	0	528	868
I39	Families on a Budget	0	0	414	3,412
J40	Value Rentals	0	0	648	3,031
J41	Youthful Endeavours	0	0	258	427
J42	Midlife Renters	16	47	1,892	2,658
J43	Renting Rooms	0	0	594	749
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	362	535
K48	Mature Workers	0	0	137	1,387
L49	Flatlet Seniors	0	0	104	161
L50	Pocket Pensions	0	0	746	1,987
L51	Retirement Communities	0	0	329	1,171
L52	Estate Veterans	0	0	1,391	2,172
L53	Seasoned Survivors	0	0	258	778
M54	Down-to-Earth Owners	0	0	1,049	2,772
M55	Back with the Folks	0	0	968	2,216
M56	Self Supporters	0	0	1,766	4,581
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	13	60	116
O61	Career Builders	0	72	522	1,021
O62	Central Pulse	0	0	103	103
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	40	465	735
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	135	363
Total		1,897	4,159	44,453	141,598

Top 3 Mosaic Types in a 20 Minute Walktime

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

2. 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

3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

2. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



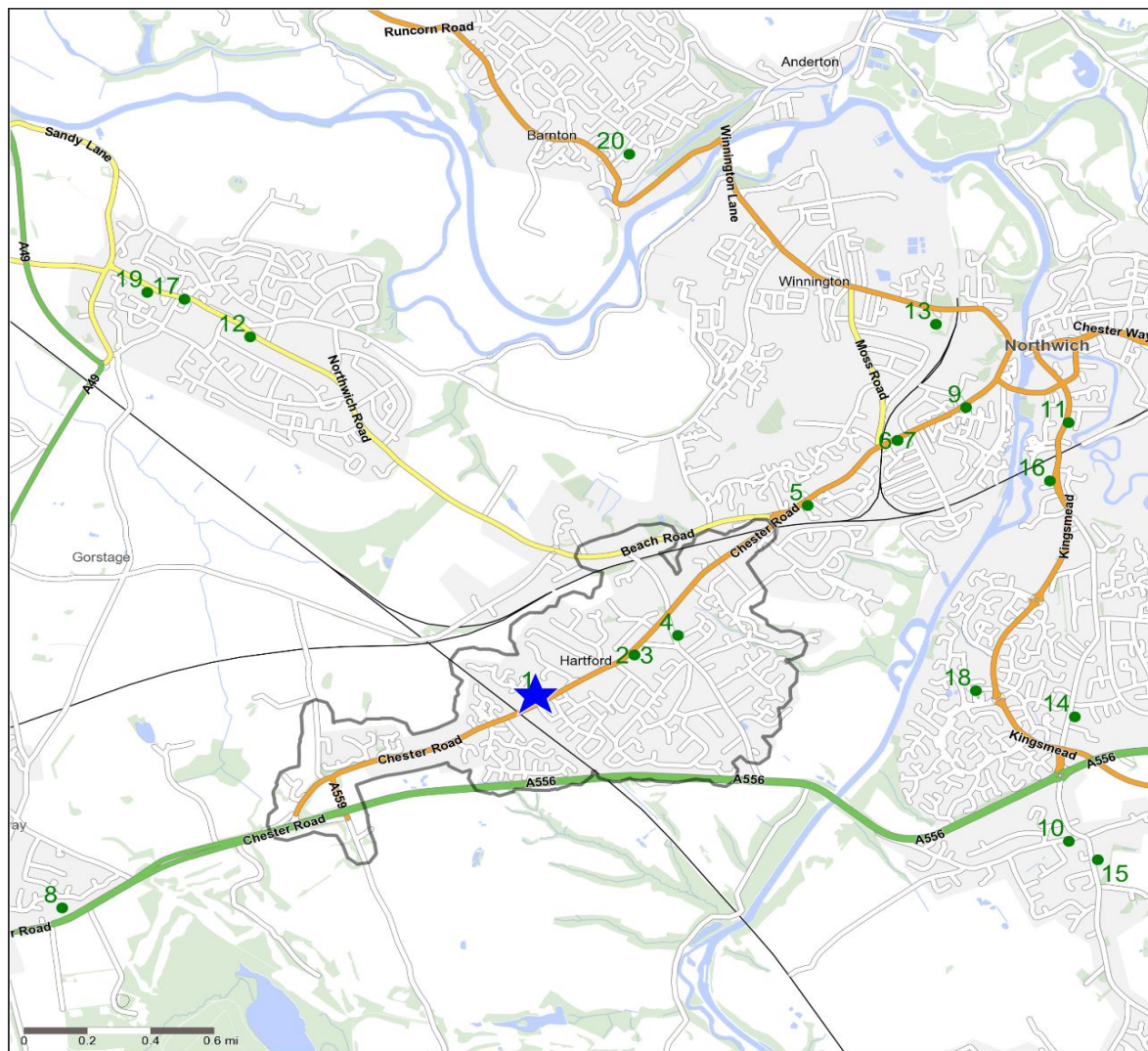
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	731	17.6	58	975	23.4	143	2,453	59.0	113			
Male: Alone	156	3.8	13	761	18.3	117	3,243	78.0	146			
Male: Group	156	3.8	16	788	18.9	72	3,216	77.3	156			
Male: Pair	156	3.8	14	162	3.9	26	3,842	92.4	161			
Mixed Sex: Group	429	10.3	45	972	23.4	73	2,759	66.3	151			
Mixed Sex: Pair	985	23.7	101	753	18.1	56	2,421	58.2	136			
With Children	419	10.1	35	1,005	24.2	144	2,736	65.8	124			
Unknown	605	14.5	44	1,237	29.7	166	2,318	55.7	116			
For Eating:												
Upmarket	1,026	24.7	81	1,282	30.8	148	1,851	44.5	94			
Midmarket	475	11.4	33	104	2.5	28	3,581	86.1	156			
Downmarket	96	2.3	10	1,729	41.6	119	2,335	56.1	135			
For Drinking (monthly spend):												
Nothing	326	7.8	26	1,267	30.5	129	2,567	61.7	138			
Low (less than £10)	1,913	46.0	154	246	5.9	25	2,001	48.1	106			
Medium (Between £10 and £40)	2,103	50.6	165	992	23.8	134	1,064	25.6	51			
High (Greater than £40)	1,077	25.9	100	1,266	30.4	148	1,816	43.7	83			

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	28,570	20.2	67	27,753	19.6	120	84,913	60.0	115		
Male: Alone	29,824	21.1	71	22,429	15.8	101	88,983	62.8	118		
Male: Group	23,284	16.4	72	34,204	24.2	92	83,747	59.1	119		
Male: Pair	21,228	15.0	57	16,606	11.7	77	103,401	73.0	127		
Mixed Sex: Group	18,700	13.2	58	46,722	33.0	103	75,814	53.5	122		
Mixed Sex: Pair	40,891	28.9	123	33,453	23.6	73	66,891	47.2	111		
With Children	30,634	21.6	75	30,131	21.3	126	80,471	56.8	107		
Unknown	37,958	26.8	82	18,481	13.1	73	84,797	59.9	125		
For Eating:											
Upmarket	31,953	22.6	74	26,339	18.6	89	82,944	58.6	124		
Midmarket	23,177	16.4	48	5,338	3.8	42	112,721	79.6	144		
Downmarket	29,307	20.7	93	48,119	34.0	97	63,809	45.1	108		
For Drinking (monthly spend):											
Nothing	28,566	20.2	67	39,051	27.6	117	73,619	52.0	116		
Low (less than £10)	50,528	35.7	120	29,925	21.1	90	60,783	42.9	95		
Medium (Between £10 and £40)	46,212	32.6	107	37,765	26.7	150	57,258	40.4	80		
High (Greater than £40)	25,917	18.3	71	43,659	30.8	150	71,659	50.6	97		

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	Coachman, CW 8 1QU	Star Pubs & Bars	0.0	0.0
2	Chime, CW 8 1QL	Independent Free	8.2	1.5
3	Red Lion, CW 8 1QL	*Other Small Retail Groups	8.2	1.5
4	Relish Cafe Bar, CW 8 1NP	Independent Free	11.8	2.2
5	Greenbank Hotel, CW 8 4AG	Ei Group	22.9	4.0
6	Blue Barrel, CW 8 1HH	Ei Group	30.5	5.1
7	Iron Bridge, CW 8 1HH	Punch Pub Company	30.5	5.1
8	Blue Cap, CW 8 2DN	Greene King	34.1	3.8
9	Freemasons, CW 8 1EY	*Other Small Retail Groups	35.3	5.8
10	Oddfellows Arms, CW 9 8JA	Punch Pub Company	43.5	6.6
11	Volunteer Inn, CW 9 5HQ	Independent Free	45.0	8.4
12	Ring O Bells, CW 8 3BG	Star Pubs & Bars	45.9	7.6
13	Sir John Brunner, CW 8 4DA	Greene King	45.9	7.6
14	Woodpecker, CW 9 8EG	Whitbread	46.2	5.5
15	Bulls Head, CW 9 8NA	Greene King	46.5	6.1
16	Bowling Green Inn, CW 9 8AA	Star Pubs & Bars	47.7	7.9
17	Wheatsheaf, CW 8 3EX	Amber Taverns	50.1	8.5
18	Kingfisher, CW 9 8UW	JW Lees	51.0	6.1
19	Chapels Wine Bar, CW 8 3HA	Independent Free	53.1	9.1
20	Barn Owl, CW 8 4ET	Star Pubs & Bars	66.6	10.2