

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

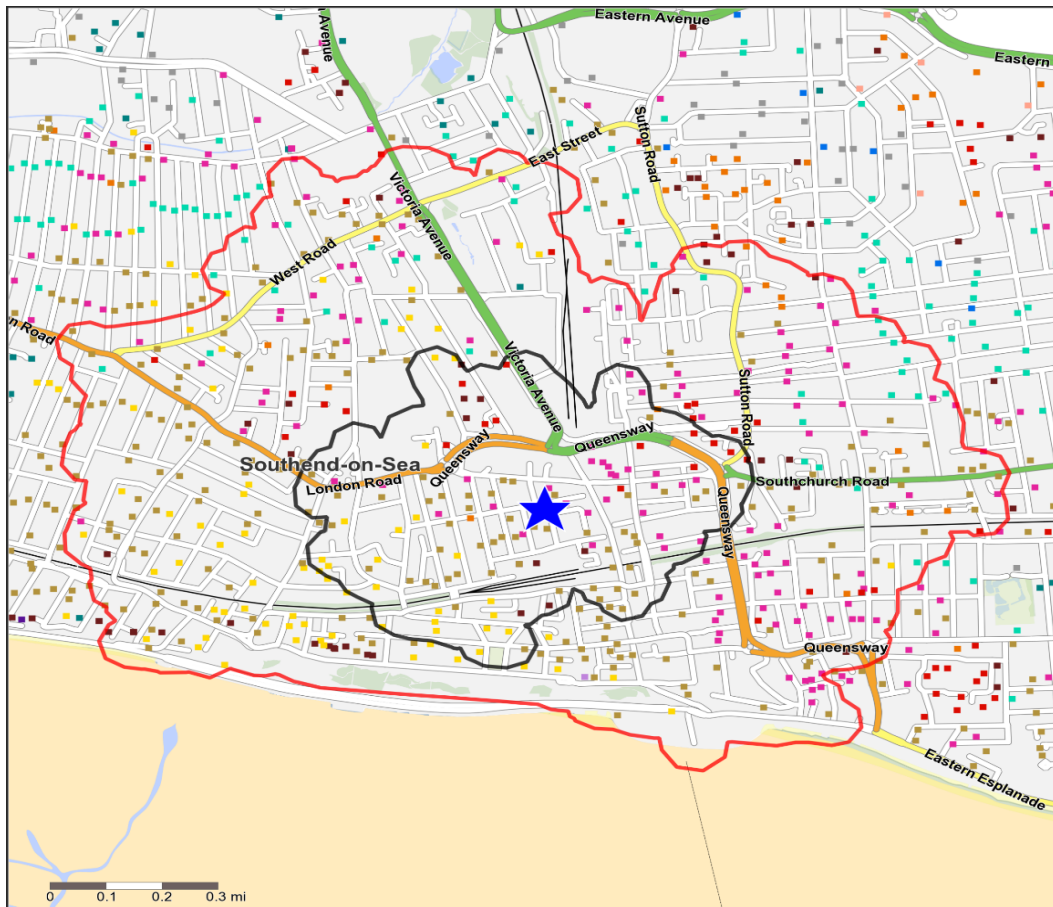
| | | | |
|--|-------|--------|---------|
| Number of Pubs | 23 | 45 | 140 |
| Catchment Adults 18+ | 4,948 | 23,241 | 218,491 |
| Catchment Adults 18+ Per Pub | 215 | 516 | 1,561 |
| Populaton Projection 2018 to 2028 (% change) | 8.33% | 9.18% | 7.14% |

| Rank | Type | 10 Minute Walktime | | | Rank | Type | 20 Minute Walktime | | | Rank | Type | 20 Minute Drivetime | | |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| | | Target Customers | % of Population | Index | | | Target Customers | % of Population | Index | | | Target Customers | % of Population | Index |
| 1 | Community Pub | 3,335 | 67.4 | 130 | 1 | High Street Pub | 18,038 | 77.6 | 150 | 1 | High Street Pub | 174,871 | 80.0 | 155 |
| 2 | High Street Pub | 3,225 | 65.2 | 140 | 2 | Community Pub | 17,045 | 73.3 | 157 | 2 | Premium Local | 119,394 | 54.6 | 117 |
| 3 | Circuit Bar | 1,914 | 38.7 | 61 | 3 | Circuit Bar | 9,389 | 40.4 | 64 | 3 | Community Pub | 113,116 | 51.8 | 82 |
| 4 | Craft Led | 1,272 | 25.7 | 199 | 4 | Bit of Style | 5,889 | 25.3 | 196 | 4 | Great Pub Great Food | 98,528 | 45.1 | 349 |
| 5 | Bit of Style | 1,170 | 23.6 | 59 | 5 | Premium Local | 5,712 | 24.6 | 61 | 5 | Bit of Style | 62,415 | 28.6 | 71 |
| 6 | Premium Local | 1,150 | 23.2 | 87 | 6 | Craft Led | 4,791 | 20.6 | 77 | 6 | Circuit Bar | 32,308 | 14.8 | 55 |
| 7 | Great Pub Great Food | 108 | 2.2 | 21 | 7 | Great Pub Great Food | 1,574 | 6.8 | 66 | 7 | Craft Led | 16,865 | 7.7 | 75 |

| 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 | 319 | 6.4 | 73 | 1,663 | 7.2 | 81 | 17,137 | 7.8 | 89 |
| C1 | 688 | 13.9 | 113 | 3,568 | 15.4 | 125 | 29,704 | 13.6 | 111 |
| C2 | 400 | 8.1 | 98 | 2,264 | 9.7 | 118 | 18,339 | 8.4 | 102 |
| DE | 700 | 14.1 | 137 | 3,433 | 14.8 | 144 | 17,998 | 8.2 | 80 |

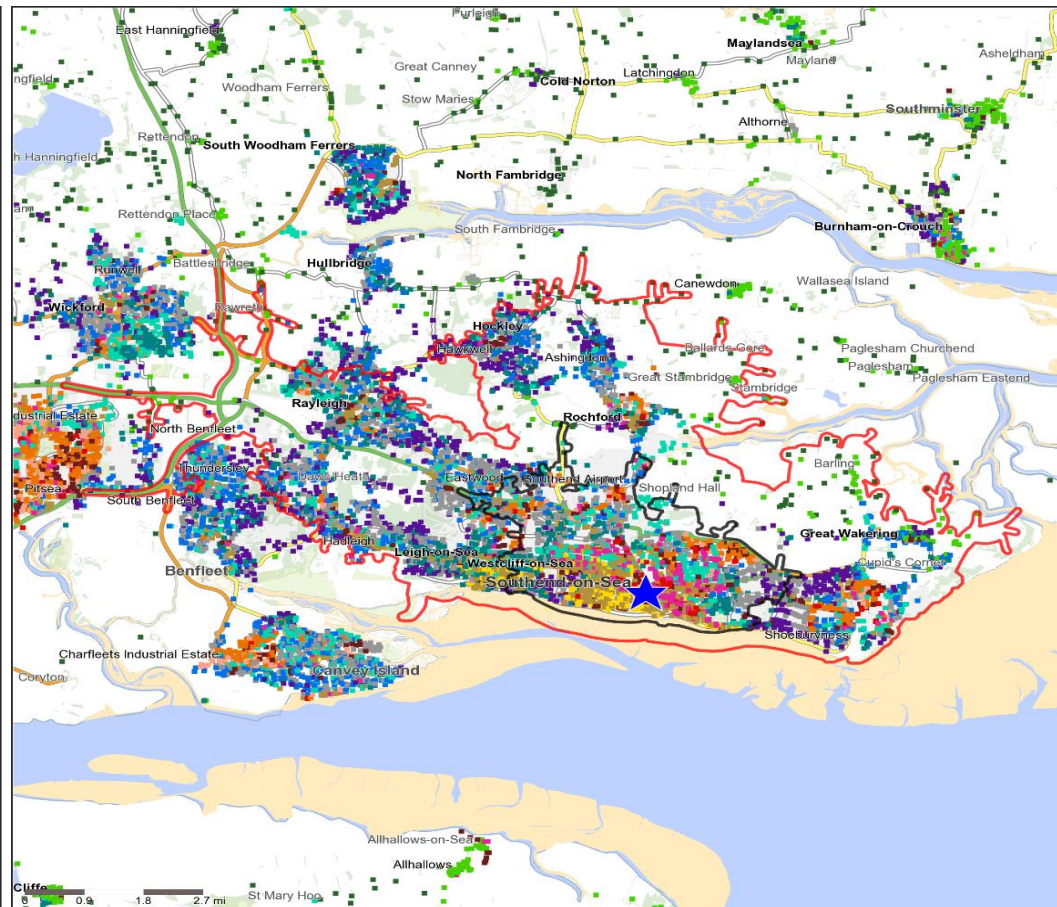
| Affluence (Bands) | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 2,790 | 56.4 | 170 | 13,502 | 58.1 | 175 | 48,191 | 22.1 | 67 |
| Medium (7-13) | 1,299 | 26.3 | 79 | 7,739 | 33.3 | 100 | 72,609 | 33.2 | 100 |
| High (14-19) | 416 | 8.4 | 30 | 1,916 | 8.2 | 29 | 88,609 | 40.6 | 143 |

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 | 244 | 257 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 2 | 9 | 9 | 9 |
| B05 | Premium Fortunes | 0 | 0 | 278 | 1,008 |
| B06 | Diamond Days | 0 | 2 | 1,246 | 4,417 |
| B07 | Alpha Families | 0 | 0 | 538 | 3,807 |
| B08 | Bank of Mum and Dad | 0 | 0 | 663 | 5,222 |
| B09 | Empty-Nest Adventure | 0 | 0 | 219 | 5,337 |
| C10 | Wealthy Landowners | 0 | 0 | 9 | 381 |
| C11 | Rural Vogue | 0 | 0 | 9 | 332 |
| C12 | Scattered Homesteads | 0 | 0 | 2 | 47 |
| C13 | Village Retirement | 0 | 0 | 9 | 537 |
| D14 | Satellite Settlers | 0 | 0 | 10 | 1,199 |
| D15 | Local Focus | 0 | 0 | 7 | 665 |
| D16 | Outlying Seniors | 0 | 0 | 1 | 445 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 0 | 2,672 | 12,546 |
| E19 | Bungalow Heaven | 0 | 0 | 1,929 | 9,225 |
| E20 | Classic Grandparents | 0 | 0 | 1,871 | 7,499 |
| E21 | Solo Retirees | 0 | 9 | 4,779 | 10,420 |
| F22 | Boomerang Boarders | 0 | 0 | 873 | 12,177 |
| F23 | Family Ties | 0 | 0 | 1,074 | 5,890 |
| F24 | Fledgling Free | 0 | 0 | 227 | 1,161 |
| F25 | Dependable Me | 0 | 0 | 632 | 3,912 |
| G26 | Cafés and Catchments | 0 | 0 | 2,700 | 5,086 |
| G27 | Thriving Independence | 0 | 30 | 5,622 | 15,039 |
| G28 | Modern Parents | 0 | 0 | 16 | 1,162 |
| G29 | Mid-Career Convention | 0 | 0 | 162 | 8,854 |
| H30 | Primary Ambitions | 0 | 1,306 | 10,066 | 15,799 |
| H31 | Affordable Fringe | 0 | 11 | 134 | 935 |
| H32 | First-Rung Futures | 0 | 97 | 1,474 | 3,787 |
| H33 | Contemporary Starts | 0 | 0 | 29 | 1,311 |
| H34 | New Foundations | 18 | 338 | 606 | 805 |
| H35 | Flying Solo | 0 | 0 | 455 | 1,667 |

| | | 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 | 10 | 470 | 4,427 | 8,450 |
| I37 | Budget Generations | 0 | 0 | 343 | 582 |
| I38 | Economical Families | 0 | 62 | 73 | 248 |
| I39 | Families on a Budget | 0 | 0 | 465 | 1,586 |
| J40 | Value Rentals | 0 | 0 | 0 | 0 |
| J41 | Youthful Endeavours | 1 | 34 | 342 | 553 |
| J42 | Midlife Renters | 0 | 1,916 | 7,444 | 9,638 |
| J43 | Renting Rooms | 600 | 3,485 | 4,217 | 4,310 |
| K44 | Inner City Stalwarts | 11 | 65 | 90 | 90 |
| K45 | City Diversity | 17 | 26 | 26 | 26 |
| K46 | High Rise Residents | 475 | 877 | 1,092 | 1,223 |
| K47 | Single Essentials | 121 | 586 | 2,193 | 2,774 |
| K48 | Mature Workers | 0 | 0 | 21 | 281 |
| L49 | Flatlet Seniors | 139 | 542 | 1,218 | 1,234 |
| L50 | Pocket Pensions | 0 | 43 | 551 | 2,136 |
| L51 | Retirement Communities | 154 | 1,128 | 2,224 | 5,216 |
| L52 | Estate Veterans | 0 | 37 | 1,460 | 2,234 |
| L53 | Seasoned Survivors | 4 | 63 | 329 | 436 |
| M54 | Down-to-Earth Owners | 0 | 0 | 55 | 188 |
| M55 | Back with the Folks | 0 | 0 | 974 | 2,542 |
| M56 | Self Supporters | 0 | 0 | 188 | 472 |
| N57 | Community Elders | 22 | 59 | 68 | 68 |
| N58 | Culture & Comfort | 0 | 32 | 32 | 32 |
| N59 | Large Family Living | 0 | 0 | 0 | 0 |
| N60 | Ageing Access | 961 | 2,931 | 5,932 | 7,762 |
| O61 | Career Builders | 107 | 216 | 1,272 | 3,218 |
| O62 | Central Pulse | 14 | 176 | 176 | 176 |
| O63 | Flexible Workforce | 1,011 | 3,688 | 5,200 | 5,215 |
| O64 | Bus-Route Renters | 730 | 4,442 | 11,338 | 15,991 |
| O65 | Learners & Earners | 15 | 23 | 23 | 23 |
| O66 | Student Scene | 5 | 5 | 5 | 5 |
| U99 | Unclassified | 532 | 532 | 631 | 847 |
| Total | | 4,949 | 23,240 | 90,974 | 218,494 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

2. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

2. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

3. G27 Thriving Independence

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



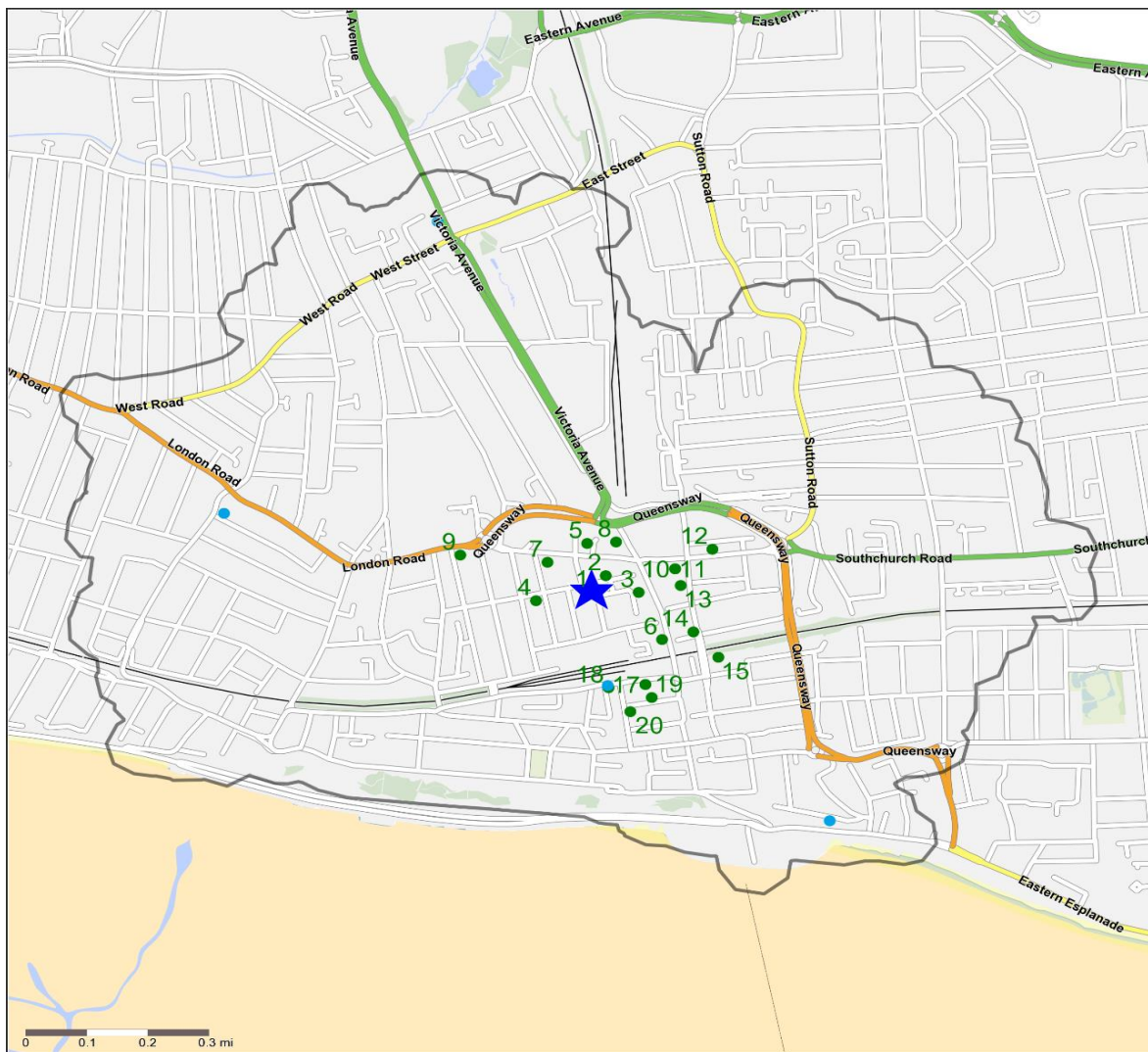
- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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 | 16,377 | 70.5 | 233 | 4,191 | 18.0 | 110 | 2,140 | 9.2 | 18 | | |
| Male: Alone | 18,284 | 78.7 | 264 | 1,714 | 7.4 | 47 | 2,711 | 11.7 | 22 | | |
| Male: Group | 10,126 | 43.6 | 191 | 6,341 | 27.3 | 104 | 6,241 | 26.9 | 54 | | |
| Male: Pair | 16,466 | 70.8 | 272 | 4,123 | 17.7 | 116 | 2,120 | 9.1 | 16 | | |
| Mixed Sex: Group | 18,699 | 80.5 | 352 | 2,350 | 10.1 | 32 | 1,660 | 7.1 | 16 | | |
| Mixed Sex: Pair | 6,573 | 28.3 | 121 | 10,574 | 45.5 | 140 | 5,561 | 23.9 | 56 | | |
| With Children | 12,814 | 55.1 | 191 | 4,160 | 17.9 | 106 | 5,735 | 24.7 | 47 | | |
| Unknown | 8,062 | 34.7 | 106 | 9,483 | 40.8 | 228 | 5,163 | 22.2 | 46 | | |
| For Eating: | | | | | | | | | | | |
| Upmarket | 12,840 | 55.2 | 180 | 7,045 | 30.3 | 146 | 2,824 | 12.2 | 26 | | |
| Midmarket | 19,896 | 85.6 | 249 | 512 | 2.2 | 24 | 2,300 | 9.9 | 18 | | |
| Downmarket | 5,850 | 25.2 | 113 | 7,718 | 33.2 | 95 | 9,141 | 39.3 | 95 | | |
| For Drinking (monthly spend): | | | | | | | | | | | |
| Nothing | 5,490 | 23.6 | 78 | 5,385 | 23.2 | 98 | 11,833 | 50.9 | 114 | | |
| Low (less than £10) | 4,310 | 18.5 | 62 | 6,913 | 29.7 | 127 | 11,486 | 49.4 | 109 | | |
| Medium (Between £10 and £40) | 4,518 | 19.4 | 64 | 9,350 | 40.2 | 226 | 8,841 | 38.0 | 76 | | |
| High (Greater than £40) | 9,227 | 39.7 | 153 | 4,671 | 20.1 | 98 | 8,811 | 37.9 | 73 | | |

| 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 | 88,245 | 40.4 | 133 | 23,174 | 10.6 | 65 | 106,225 | 48.6 | 93 | |
| Male: Alone | 78,294 | 35.8 | 120 | 34,118 | 15.6 | 100 | 105,232 | 48.2 | 90 | |
| Male: Group | 66,146 | 30.3 | 132 | 59,405 | 27.2 | 104 | 92,093 | 42.1 | 85 | |
| Male: Pair | 75,512 | 34.6 | 133 | 24,467 | 11.2 | 73 | 117,666 | 53.9 | 94 | |
| Mixed Sex: Group | 61,509 | 28.2 | 123 | 65,744 | 30.1 | 94 | 90,390 | 41.4 | 94 | |
| Mixed Sex: Pair | 71,894 | 32.9 | 140 | 72,023 | 33.0 | 101 | 73,727 | 33.7 | 79 | |
| With Children | 66,047 | 30.2 | 104 | 30,971 | 14.2 | 84 | 120,627 | 55.2 | 104 | |
| Unknown | 40,688 | 18.6 | 57 | 70,296 | 32.2 | 179 | 106,660 | 48.8 | 102 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 92,497 | 42.3 | 138 | 47,201 | 21.6 | 104 | 77,947 | 35.7 | 76 | |
| Midmarket | 98,096 | 44.9 | 131 | 12,522 | 5.7 | 64 | 107,026 | 49.0 | 89 | |
| Downmarket | 67,232 | 30.8 | 138 | 68,350 | 31.3 | 90 | 82,062 | 37.6 | 90 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 71,663 | 32.8 | 108 | 55,596 | 25.4 | 108 | 90,386 | 41.4 | 92 | |
| Low (less than £10) | 84,172 | 38.5 | 129 | 51,475 | 23.6 | 100 | 81,997 | 37.5 | 83 | |
| Medium (Between £10 and £40) | 84,804 | 38.8 | 127 | 32,105 | 14.7 | 82 | 100,735 | 46.1 | 92 | |
| High (Greater than £40) | 71,679 | 32.8 | 127 | 48,661 | 22.3 | 109 | 97,304 | 44.5 | 85 | |

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 | Townhouse, SS 1 1LT | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Revolution, SS 1 1LU | Inventive Leisure | 1.2 | 0.3 |
| 3 | Molo Lounge, SS 1 1LL | Loungers | 1.2 | 0.7 |
| 4 | Sunflower Eaterie, SS 1 1NL | Independent Free | 2.4 | 0.8 |
| 5 | East Coast Social, SS 1 1NZ | Independent Free | 3.3 | 0.8 |
| 6 | Dickens, SS 1 1LH | Mitchells & Butlers | 3.3 | 1.0 |
| 7 | 50 Six Bar, SS 1 1NX | Independent Free | 3.3 | 1.0 |
| 8 | East Coast Special, SS 1 1TJ | Independent Free | 5.1 | 0.9 |
| 9 | Park Tavern, SS 1 1PQ | Trust Inns | 5.7 | 2.7 |
| 10 | Bottleyards, SS 1 2NE | Independent Free | 5.7 | 3.2 |
| 11 | Slug And Lettuce, SS 1 2NE | Stonegate Pub Company | 5.7 | 3.2 |
| 12 | Cow & Telescope, SS 1 2NL | Trust Inns | 6.6 | 3.0 |
| 13 | Varsity, SS 1 2JY | Unknown | 6.6 | 3.1 |
| 14 | Dick De Vignes, SS 1 2JE | Independent Free | 8.8 | 4.2 |
| 15 | Mangetout, SS 1 2BB | Independent Free | 9.4 | 3.6 |
| 16 | Ravens, SS 1 1AB | Independent Free | 9.7 | 4.1 |
| 17 | Saks Wine Bar, SS 1 1AB | Independent Free | 9.7 | 4.1 |
| 18 | Railway Hotel, SS 1 1AJ | Star Pubs & Bars | 10.0 | 2.9 |
| 19 | Last Post, SS 1 1AS | Wetherspoon | 10.3 | 4.0 |
| 20 | Hush, SS 1 1AN | Independent Free | 11.2 | 2.8 |