

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

|  |       |        |         |
|--|-------|--------|---------|
| Number of Pubs                               | 5     | 11     | 243     |
| Catchment Adults 18+                         | 3,458 | 11,681 | 334,917 |
| Catchment Adults 18+ Per Pub                 | 692   | 1,062  | 1,378   |
| Populaton Projection 2018 to 2028 (% change) | 3.11% | 4.44%  | 3.97%   |

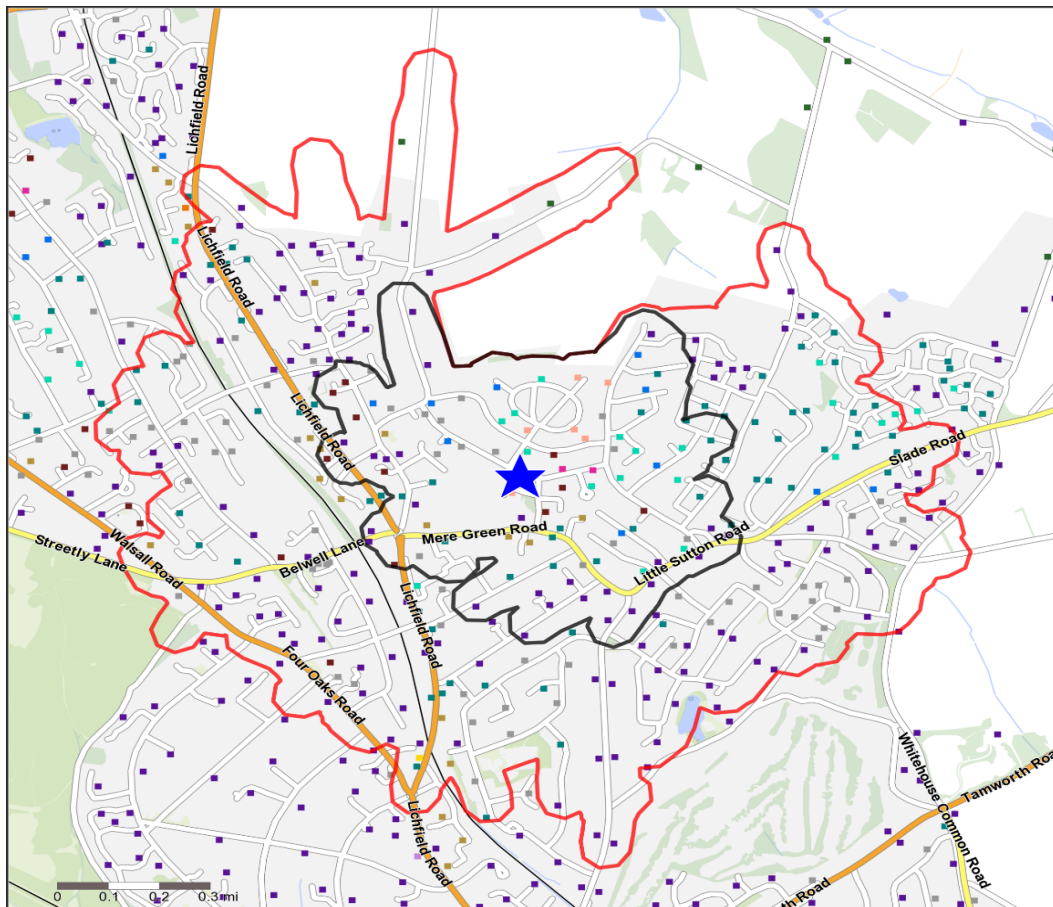
|      |                      | 10 Minute Walktime |                 |       |      |                      | 20 Minute Walktime |                 |       |      |                      | 20 Minute Drivetime |                 |       |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| 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      | 2,732              | 79.0            | 153   | 1    | Premium Local        | 9,598              | 82.2            | 159   | 1    | High Street Pub      | 255,675             | 76.3            | 147   |
| 2    | Premium Local        | 2,139              | 61.9            | 133   | 2    | Great Pub Great Food | 8,895              | 76.1            | 163   | 2    | Community Pub        | 192,695             | 57.5            | 123   |
| 3    | Community Pub        | 1,827              | 52.8            | 84    | 3    | High Street Pub      | 7,079              | 60.6            | 96    | 3    | Premium Local        | 189,867             | 56.7            | 90    |
| 4    | Great Pub Great Food | 1,721              | 49.8            | 385   | 4    | Community Pub        | 4,158              | 35.6            | 275   | 4    | Great Pub Great Food | 154,283             | 46.1            | 356   |
| 5    | Bit of Style         | 1,198              | 34.6            | 86    | 5    | Bit of Style         | 3,835              | 32.8            | 81    | 5    | Bit of Style         | 71,312              | 21.3            | 53    |
| 6    | Circuit Bar          | 457                | 13.2            | 49    | 6    | Circuit Bar          | 916                | 7.8             | 29    | 6    | Circuit Bar          | 31,585              | 9.4             | 35    |
| 7    | Craft Led            | 390                | 11.3            | 109   | 7    | Craft Led            | 805                | 6.9             | 67    | 7    | Craft Led            | 21,725              | 6.5             | 63    |

| 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           | 402                    | 11.6            | 131   | 1,542                  | 13.2            | 149   | 28,336                 | 8.5             | 96    |
| C1           | 407                    | 11.8            | 96    | 1,428                  | 12.2            | 100   | 38,899                 | 11.6            | 95    |
| C2           | 222                    | 6.4             | 78    | 603                    | 5.2             | 63    | 27,402                 | 8.2             | 99    |
| DE           | 185                    | 5.3             | 52    | 427                    | 3.7             | 36    | 31,251                 | 9.3             | 91    |

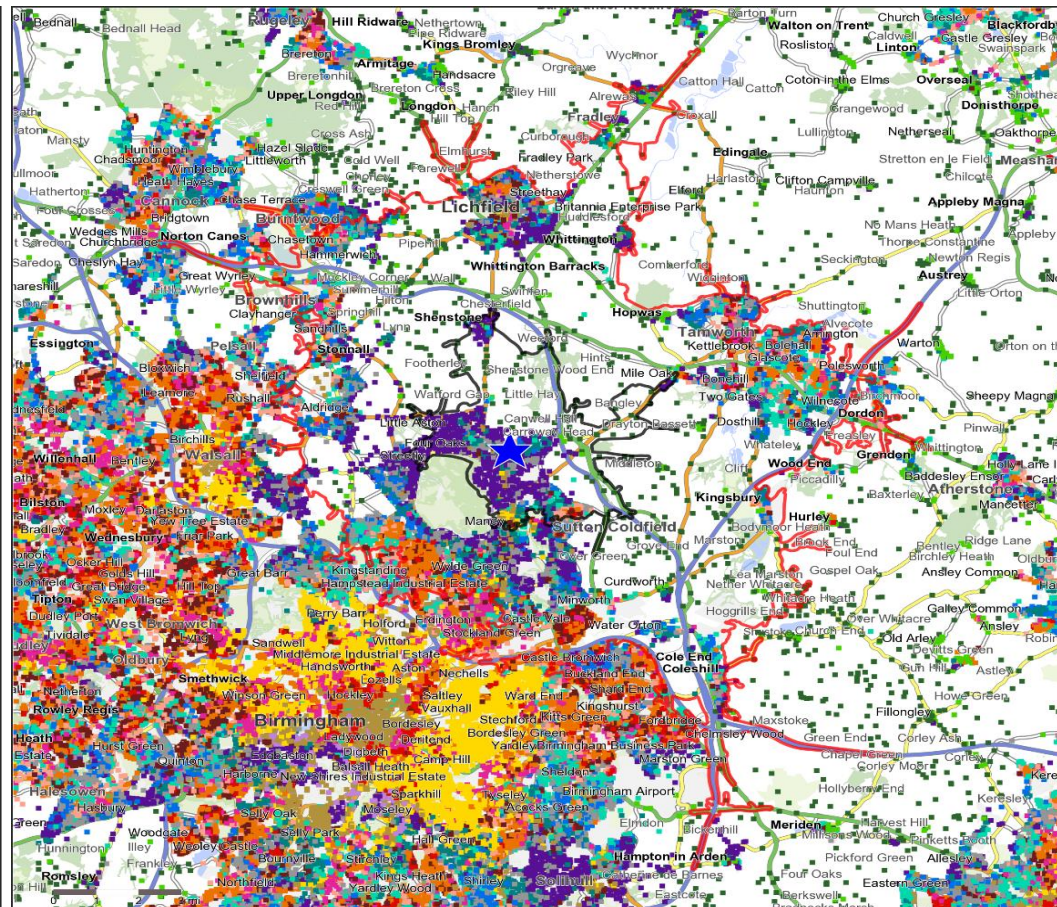
| Affluence (Bands) | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
|                   | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 587                    | 17.0            | 51    | 958                    | 8.2             | 25    | 106,001                | 31.6            | 95    |
| Medium (7-13)     | 1,410                  | 40.8            | 123   | 3,692                  | 31.6            | 95    | 128,365                | 38.3            | 116   |
| High (14-19)      | 1,284                  | 37.1            | 131   | 6,534                  | 55.9            | 197   | 89,318                 | 26.7            | 94    |

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

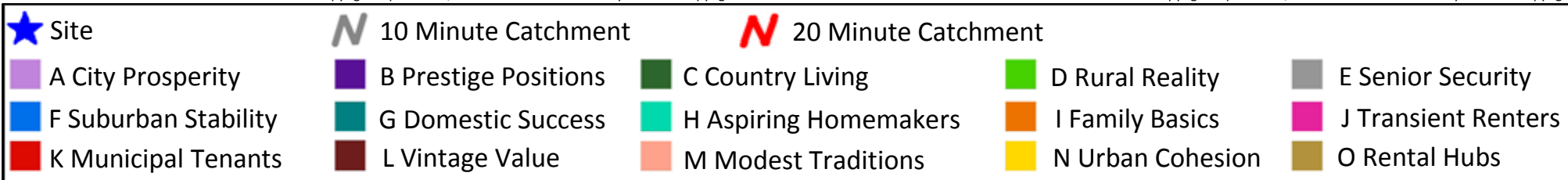
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

|                     |                       |  | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|-----------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |                       |  | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
| A01                 | World-Class Wealth    |  | 0                       | 0                       | 0                       | 0                       |
| A02                 | Uptown Elite          |  | 0                       | 3                       | 139                     | 229                     |
| A03                 | Penthouse Chic        |  | 0                       | 0                       | 0                       | 0                       |
| A04                 | Metro High-Flyers     |  | 0                       | 0                       | 0                       | 0                       |
| B05                 | Premium Fortunes      |  | 32                      | 409                     | 3,371                   | 4,192                   |
| B06                 | Diamond Days          |  | 87                      | 1,130                   | 4,118                   | 7,854                   |
| B07                 | Alpha Families        |  | 71                      | 534                     | 2,869                   | 9,009                   |
| B08                 | Bank of Mum and Dad   |  | 143                     | 540                     | 1,924                   | 10,971                  |
| B09                 | Empty-Nest Adventure  |  | 134                     | 1,238                   | 3,464                   | 16,582                  |
| C10                 | Wealthy Landowners    |  | 5                       | 7                       | 528                     | 2,834                   |
| C11                 | Rural Vogue           |  | 0                       | 0                       | 63                      | 758                     |
| C12                 | Scattered Homesteads  |  | 0                       | 0                       | 3                       | 159                     |
| C13                 | Village Retirement    |  | 0                       | 1                       | 239                     | 1,667                   |
| D14                 | Satellite Settlers    |  | 0                       | 2                       | 261                     | 2,924                   |
| D15                 | Local Focus           |  | 0                       | 0                       | 41                      | 614                     |
| D16                 | Outlying Seniors      |  | 0                       | 0                       | 0                       | 1,029                   |
| D17                 | Far-Flung Outposts    |  | 0                       | 0                       | 0                       | 0                       |
| E18                 | Legacy Elders         |  | 227                     | 1,673                   | 3,699                   | 10,829                  |
| E19                 | Bungalow Heaven       |  | 174                     | 385                     | 523                     | 7,911                   |
| E20                 | Classic Grandparents  |  | 54                      | 105                     | 293                     | 13,457                  |
| E21                 | Solo Retirees         |  | 207                     | 214                     | 662                     | 8,643                   |
| F22                 | Boomerang Boarders    |  | 144                     | 144                     | 634                     | 12,243                  |
| F23                 | Family Ties           |  | 32                      | 103                     | 254                     | 3,983                   |
| F24                 | Fledgling Free        |  | 0                       | 0                       | 180                     | 9,867                   |
| F25                 | Dependable Me         |  | 91                      | 142                     | 486                     | 8,457                   |
| G26                 | Cafés and Catchments  |  | 81                      | 245                     | 587                     | 3,004                   |
| G27                 | Thriving Independence |  | 202                     | 840                     | 2,790                   | 10,135                  |
| G28                 | Modern Parents        |  | 0                       | 299                     | 1,072                   | 9,311                   |
| G29                 | Mid-Career Convention |  | 468                     | 1,408                   | 1,926                   | 15,513                  |
| H30                 | Primary Ambitions     |  | 34                      | 71                      | 656                     | 5,246                   |
| H31                 | Affordable Fringe     |  | 30                      | 32                      | 173                     | 16,446                  |
| H32                 | First-Rung Futures    |  | 271                     | 296                     | 879                     | 12,141                  |
| H33                 | Contemporary Starts   |  | 24                      | 164                     | 304                     | 5,135                   |
| H34                 | New Foundations       |  | 0                       | 0                       | 80                      | 1,090                   |
| H35                 | Flying Solo           |  | 54                      | 189                     | 364                     | 2,325                   |

|                     |                        |  | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|------------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |                        |  | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
| I36                 | Solid Economy          |  | 0                       | 16                      | 253                     | 4,210                   |
| I37                 | Budget Generations     |  | 0                       | 0                       | 200                     | 8,264                   |
| I38                 | Economical Families    |  | 0                       | 0                       | 48                      | 12,733                  |
| I39                 | Families on a Budget   |  | 0                       | 0                       | 195                     | 13,723                  |
| J40                 | Value Rentals          |  | 0                       | 0                       | 46                      | 2,534                   |
| J41                 | Youthful Endeavours    |  | 0                       | 0                       | 132                     | 2,452                   |
| J42                 | Midlife Renters        |  | 107                     | 107                     | 153                     | 6,091                   |
| J43                 | Renting Rooms          |  | 0                       | 0                       | 0                       | 1,410                   |
| K44                 | Inner City Stalwarts   |  | 0                       | 0                       | 0                       | 0                       |
| K45                 | City Diversity         |  | 0                       | 0                       | 0                       | 53                      |
| K46                 | High Rise Residents    |  | 0                       | 0                       | 0                       | 997                     |
| K47                 | Single Essentials      |  | 0                       | 0                       | 165                     | 2,612                   |
| K48                 | Mature Workers         |  | 0                       | 0                       | 4                       | 3,528                   |
| L49                 | Flatlet Seniors        |  | 0                       | 0                       | 96                      | 3,309                   |
| L50                 | Pocket Pensions        |  | 162                     | 180                     | 414                     | 5,412                   |
| L51                 | Retirement Communities |  | 219                     | 382                     | 1,214                   | 5,065                   |
| L52                 | Estate Veterans        |  | 0                       | 0                       | 227                     | 8,850                   |
| L53                 | Seasoned Survivors     |  | 0                       | 0                       | 12                      | 3,668                   |
| M54                 | Down-to-Earth Owners   |  | 0                       | 0                       | 147                     | 4,940                   |
| M55                 | Back with the Folks    |  | 173                     | 173                     | 1,149                   | 10,487                  |
| M56                 | Self Supporters        |  | 61                      | 61                      | 156                     | 6,068                   |
| N57                 | Community Elders       |  | 0                       | 0                       | 0                       | 368                     |
| N58                 | Culture & Comfort      |  | 0                       | 0                       | 0                       | 49                      |
| N59                 | Large Family Living    |  | 0                       | 0                       | 0                       | 457                     |
| N60                 | Ageing Access          |  | 0                       | 2                       | 564                     | 1,984                   |
| O61                 | Career Builders        |  | 64                      | 320                     | 1,656                   | 4,509                   |
| O62                 | Central Pulse          |  | 0                       | 0                       | 42                      | 71                      |
| O63                 | Flexible Workforce     |  | 0                       | 0                       | 0                       | 52                      |
| O64                 | Bus-Route Renters      |  | 108                     | 267                     | 996                     | 5,692                   |
| O65                 | Learners & Earners     |  | 0                       | 0                       | 0                       | 14                      |
| O66                 | Student Scene          |  | 0                       | 0                       | 0                       | 0                       |
| U99                 | Unclassified           |  | 0                       | 0                       | 36                      | 753                     |
| <b>Total</b>        |                        |  | <b>3,459</b>            | <b>11,682</b>           | <b>40,487</b>           | <b>334,913</b>          |

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

### 2. 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

### 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. 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

### 2. 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

### 3. G29 Mid-Career Convention

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



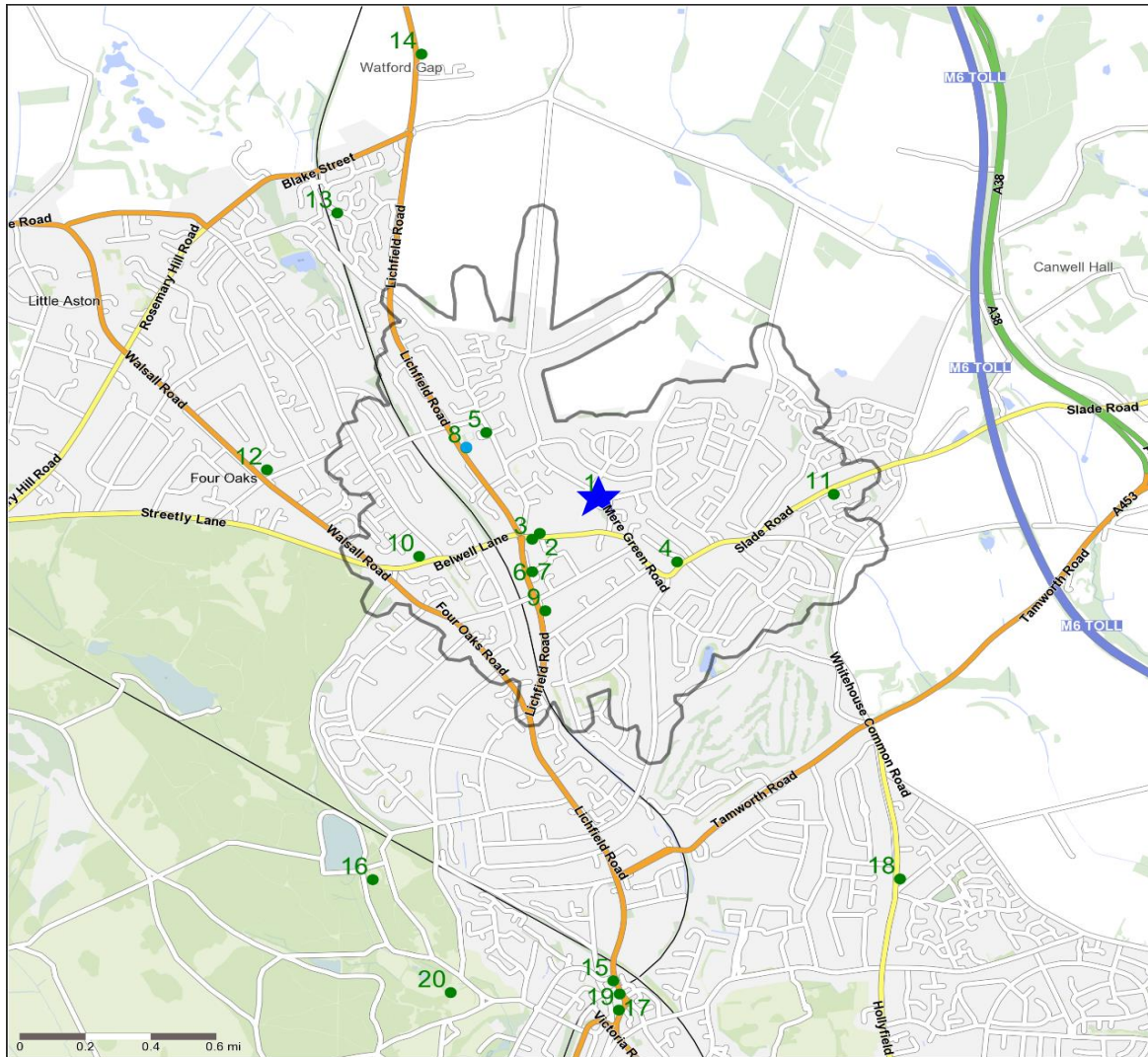
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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         | 1,872              | 16.0            | 53    | 904              | 7.7             | 47    | 8,906            | 76.2            | 146   |  |  |  |
| Male: Alone                          | 1,531              | 13.1            | 44    | 2,869            | 24.6            | 157   | 7,281            | 62.3            | 117   |  |  |  |
| Male: Group                          | 1,224              | 10.5            | 46    | 2,745            | 23.5            | 90    | 7,713            | 66.0            | 133   |  |  |  |
| Male: Pair                           | 1,392              | 11.9            | 46    | 713              | 6.1             | 40    | 9,576            | 82.0            | 143   |  |  |  |
| Mixed Sex: Group                     | 1,050              | 9.0             | 39    | 2,855            | 24.4            | 77    | 7,776            | 66.6            | 152   |  |  |  |
| Mixed Sex: Pair                      | 3,180              | 27.2            | 116   | 2,419            | 20.7            | 64    | 6,082            | 52.1            | 122   |  |  |  |
| With Children                        | 1,539              | 13.2            | 46    | 2,780            | 23.8            | 141   | 7,362            | 63.0            | 119   |  |  |  |
| Unknown                              | 2,036              | 17.4            | 53    | 3,846            | 32.9            | 184   | 5,800            | 49.7            | 104   |  |  |  |
| <b>For Eating:</b>                   |                    |                 |       |                  |                 |       |                  |                 |       |  |  |  |
| Upmarket                             | 3,657              | 31.3            | 102   | 1,798            | 15.4            | 74    | 6,226            | 53.3            | 113   |  |  |  |
| Midmarket                            | 1,971              | 16.9            | 49    | 208              | 1.8             | 20    | 9,503            | 81.4            | 147   |  |  |  |
| Downmarket                           | 1,037              | 8.9             | 40    | 4,409            | 37.7            | 108   | 6,235            | 53.4            | 128   |  |  |  |
| <b>For Drinking (monthly spend):</b> |                    |                 |       |                  |                 |       |                  |                 |       |  |  |  |
| Nothing                              | 1,186              | 10.2            | 34    | 4,227            | 36.2            | 153   | 6,268            | 53.7            | 120   |  |  |  |
| Low (less than £10)                  | 5,494              | 47.0            | 158   | 919              | 7.9             | 33    | 5,269            | 45.1            | 99    |  |  |  |
| Medium (Between £10 and £40)         | 5,902              | 50.5            | 165   | 1,129            | 9.7             | 54    | 4,651            | 39.8            | 79    |  |  |  |
| High (Greater than £40)              | 3,137              | 26.9            | 104   | 4,093            | 35.0            | 171   | 4,451            | 38.1            | 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         | 91,531              | 27.3            | 90    | 47,387           | 14.1            | 86    | 195,247          | 58.3            | 112   |  |
| Male: Alone                          | 95,337              | 28.5            | 96    | 59,564           | 17.8            | 114   | 179,263          | 53.5            | 100   |  |
| Male: Group                          | 78,715              | 23.5            | 103   | 82,277           | 24.6            | 94    | 173,173          | 51.7            | 104   |  |
| Male: Pair                           | 83,996              | 25.1            | 96    | 54,577           | 16.3            | 107   | 195,591          | 58.4            | 102   |  |
| Mixed Sex: Group                     | 75,231              | 22.5            | 98    | 87,145           | 26.0            | 81    | 171,788          | 51.3            | 117   |  |
| Mixed Sex: Pair                      | 115,468             | 34.5            | 147   | 96,937           | 28.9            | 89    | 121,759          | 36.4            | 85    |  |
| With Children                        | 106,563             | 31.8            | 110   | 55,703           | 16.6            | 99    | 171,898          | 51.3            | 97    |  |
| Unknown                              | 89,656              | 26.8            | 81    | 54,079           | 16.1            | 90    | 190,430          | 56.9            | 119   |  |
| <b>For Eating:</b>                   |                     |                 |       |                  |                 |       |                  |                 |       |  |
| Upmarket                             | 106,448             | 31.8            | 104   | 62,184           | 18.6            | 89    | 165,532          | 49.4            | 105   |  |
| Midmarket                            | 93,826              | 28.0            | 82    | 22,939           | 6.8             | 76    | 217,399          | 64.9            | 117   |  |
| Downmarket                           | 115,359             | 34.4            | 155   | 117,481          | 35.1            | 101   | 101,325          | 30.3            | 73    |  |
| <b>For Drinking (monthly spend):</b> |                     |                 |       |                  |                 |       |                  |                 |       |  |
| Nothing                              | 113,277             | 33.8            | 112   | 93,672           | 28.0            | 118   | 127,215          | 38.0            | 85    |  |
| Low (less than £10)                  | 137,770             | 41.1            | 138   | 65,240           | 19.5            | 83    | 131,154          | 39.2            | 86    |  |
| Medium (Between £10 and £40)         | 140,221             | 41.9            | 137   | 52,459           | 15.7            | 88    | 141,484          | 42.2            | 84    |  |
| High (Greater than £40)              | 87,950              | 26.3            | 101   | 94,102           | 28.1            | 137   | 152,113          | 45.4            | 87    |  |

## 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     | Pint Pot, B 75 SEA         | Star Pubs & Bars    | 0.0                          | 0.1                           |
| 2     | Old School House, B 75 5BL | Greene King         | 7.2                          | 1.6                           |
| 3     | Renato Lounge, B 75 5BP    | Loungers            | 7.5                          | 1.5                           |
| 4     | Fox & Dogs, B 75 6QB       | Mitchells & Butlers | 8.8                          | 1.8                           |
| 5     | Funky Bear, B 75 5HL       | Thwaites            | 9.4                          | 2.1                           |
| 6     | Mare Pool, B 74 2UG        | Wetherspoon         | 10.9                         | 2.4                           |
| 7     | So Aromatic, B 74 2UG      | Independent Free    | 10.9                         | 2.4                           |
| 8     | Butlers Arms, B 74 4BL     | Star Pubs & Bars    | 12.1                         | 2.5                           |
| 9     | Green House, B 74 2UD      | Mitchells & Butlers | 12.7                         | 2.6                           |
| 10    | Four Oaks, B 74 4TR        | Greene King         | 15.1                         | 3.0                           |
| 11    | Plough & Harrow, B 75 5PF  | Marston's           | 17.5                         | 3.6                           |
| 12    | Crown, B 74 4RA            | Mitchells & Butlers | 25.7                         | 5.0                           |
| 13    | Blake Barn Inn, B 74 4YE   | Marston's           | 27.8                         | 5.0                           |
| 14    | Toby Carvery, WS14 0PA     | Mitchells & Butlers | 35.6                         | 5.3                           |
| 15    | Three Tuns, B 72 1XS       | Thwaites            | 36.8                         | 6.8                           |
| 16    | Blackroot Bistro, B 74 2YU | Independent Free    | 37.7                         | 7.5                           |
| 17    | Simpsons Gin Bar, B 72 1XH | Independent Free    | 38.3                         | 7.0                           |
| 18    | White Horse, B 75 6HD      | Greene King         | 39.2                         | 6.8                           |
| 19    | Gate, B 72 1TJ             | Ei Group            | 39.5                         | 7.4                           |
| 20    | Toby Carvery, B 74 2YT     | Mitchells & Butlers | 42.6                         | 9.6                           |