

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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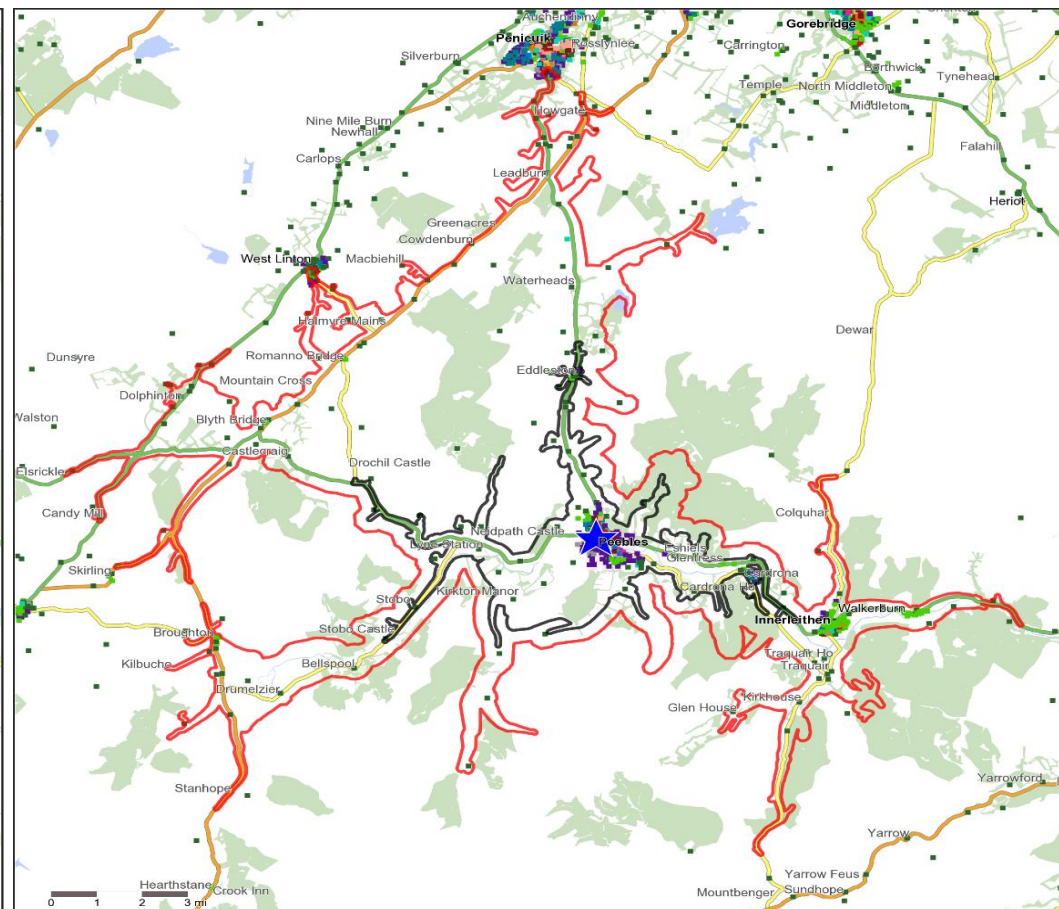
Number of Pubs	8	8	14
Catchment Adults 18+	2,905	5,946	15,044
Catchment Adults 18+ Per Pub	363	743	1,075
Populaton Projection 2018 to 2028 (% change)	0.37%	0.37%	1.90%

		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	2,517	86.6	167	1	High Street Pub	4,212	70.8	137	1	Premium Local	8,909	59.2	114
2	Community Pub	2,048	70.5	151	2	Community Pub	3,787	63.7	137	2	Great Pub Great Food	8,198	54.5	117
3	Premium Local	1,265	43.5	69	3	Premium Local	2,914	49.0	78	3	Community Pub	8,138	54.1	86
4	Circuit Bar	1,028	35.4	274	4	Great Pub Great Food	2,461	41.4	320	4	High Street Pub	6,408	42.6	329
5	Great Pub Great Food	979	33.7	84	5	Circuit Bar	1,218	20.5	51	5	Circuit Bar	1,747	11.6	29
6	Bit of Style	315	10.8	40	6	Craft Led	476	8.0	30	6	Bit of Style	1,038	6.9	26
7	Craft Led	286	9.8	96	7	Bit of Style	462	7.8	75	7	Craft Led	609	4.0	39

	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	272	9.4	106	554	9.3	105	1,612	10.7	121
C1	316	10.9	89	612	10.3	84	1,748	11.6	95
C2	300	10.3	125	564	9.5	115	1,379	9.2	111
DE	304	10.5	102	565	9.5	92	1,264	8.4	82

	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)	941	32.4	98	1,963	33.0	100	3,916	26.0	78
Medium (7-13)	1,013	34.9	105	1,630	27.4	83	3,969	26.4	80
High (14-19)	677	23.3	82	1,910	32.1	113	6,102	40.6	143

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	1	132	150	150
	B06	Diamond Days	148	444	516	532
	B07	Alpha Families	26	378	1,109	1,406
	B08	Bank of Mum and Dad	26	155	318	380
	B09	Empty-Nest Adventure	75	118	175	249
	C10	Wealthy Landowners	5	15	331	802
	C11	Rural Vogue	1	24	294	943
	C12	Scattered Homesteads	3	23	285	1,282
	C13	Village Retirement	0	75	167	560
	D14	Satellite Settlers	0	11	177	543
	D15	Local Focus	0	182	200	1,214
	D16	Outlying Seniors	52	299	440	1,731
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	182	332	335	335
	E19	Bungalow Heaven	26	100	100	112
	E20	Classic Grandparents	6	6	6	6
	E21	Solo Retirees	5	5	5	5
	F22	Boomerang Boarders	29	31	31	35
	F23	Family Ties	48	48	48	48
	F24	Fledgling Free	256	273	273	273
	F25	Dependable Me	132	191	191	191
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	31	31	31	31
	G28	Modern Parents	0	21	190	254
	G29	Mid-Career Convention	146	265	270	290
	H30	Primary Ambitions	39	39	39	39
	H31	Affordable Fringe	11	94	94	94
	H32	First-Rung Futures	96	96	96	96
	H33	Contemporary Starts	0	0	129	256
	H34	New Foundations	0	0	0	2
	H35	Flying Solo	0	0	0	60

			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	33	33	33
	I38	Economical Families	0	0	0	0
	I39	Families on a Budget	0	0	0	47
	J40	Value Rentals	3	10	10	10
	J41	Youthful Endeavours	0	0	0	0
	J42	Midlife Renters	9	46	46	46
	J43	Renting Rooms	0	0	0	0
	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	190	380	380	453
	K48	Mature Workers	0	0	0	0
	L49	Flatlet Seniors	77	77	77	145
	L50	Pocket Pensions	0	153	153	247
	L51	Retirement Communities	344	405	405	504
	L52	Estate Veterans	41	251	251	251
	L53	Seasoned Survivors	9	14	14	14
	M54	Down-to-Earth Owners	10	118	118	118
	M55	Back with the Folks	104	238	238	238
	M56	Self Supporters	0	60	64	82
	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	32	32	32	57
	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	742	742	742	879
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	0
Total			2,905	5,947	8,563	15,043

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. 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

3. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

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. 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. C12 Scattered Homesteads

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



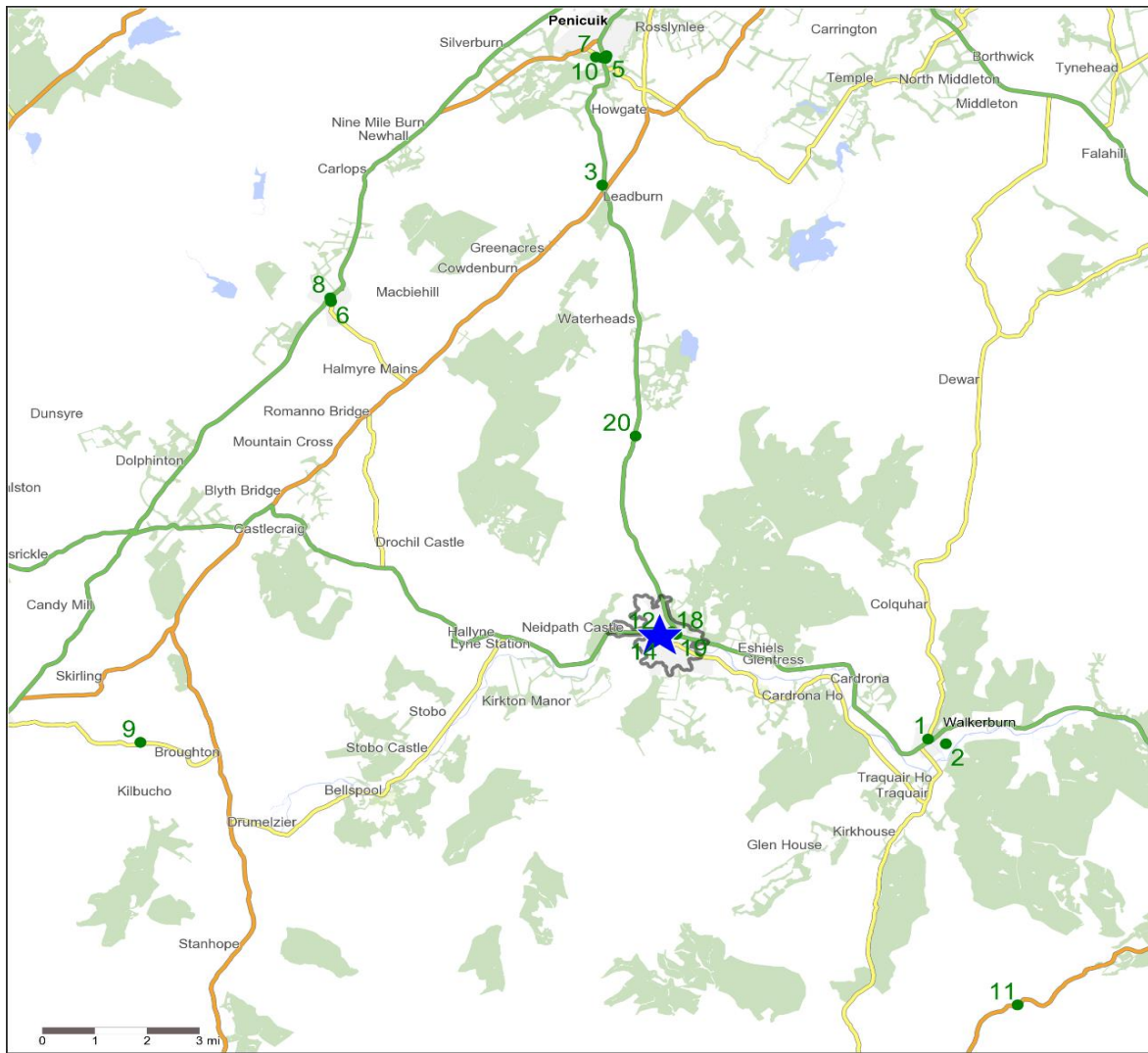
- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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	1,742	29.3	97	698	11.7	72	3,506	59.0	113
Male: Alone	2,507	42.2	142	707	11.9	76	2,733	46.0	86
Male: Group	1,447	24.3	106	1,617	27.2	104	2,882	48.5	98
Male: Pair	2,497	42.0	161	366	6.2	40	3,083	51.8	90
Mixed Sex: Group	1,530	25.7	113	1,455	24.5	77	2,961	49.8	113
Mixed Sex: Pair	1,689	28.4	121	1,452	24.4	75	2,805	47.2	110
With Children	1,552	26.1	90	961	16.2	96	3,434	57.8	109
Unknown	901	15.2	46	1,680	28.3	158	3,365	56.6	118
For Eating:									
Upmarket	1,677	28.2	92	866	14.6	70	3,403	57.2	121
Midmarket	1,754	29.5	86	0	0.0	0	4,192	70.5	127
Downmarket	1,813	30.5	137	1,758	29.6	85	2,375	39.9	96
For Drinking (monthly spend):									
Nothing	1,678	28.2	93	1,673	28.1	119	2,595	43.6	97
Low (less than £10)	1,622	27.3	91	1,985	33.4	142	2,339	39.3	87
Medium (Between £10 and £40)	1,656	27.9	91	1,624	27.3	153	2,666	44.8	89
High (Greater than £40)	715	12.0	46	2,114	35.6	173	3,118	52.4	100

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	2,698	17.9	59	3,290	21.9	134	9,056	60.2	116
Male: Alone	4,367	29.0	97	1,085	7.2	46	9,592	63.8	120
Male: Group	1,776	11.8	52	3,492	23.2	89	9,776	65.0	131
Male: Pair	2,997	19.9	76	390	2.6	17	11,657	77.5	135
Mixed Sex: Group	1,992	13.2	58	5,596	37.2	116	7,455	49.6	113
Mixed Sex: Pair	2,847	18.9	81	4,985	33.1	102	7,212	47.9	112
With Children	2,051	13.6	47	2,431	16.2	96	10,563	70.2	133
Unknown	2,724	18.1	55	2,295	15.3	85	10,025	66.6	139
For Eating:									
Upmarket	2,409	16.0	52	2,202	14.6	70	10,433	69.3	147
Midmarket	2,218	14.7	43	107	0.7	8	12,718	84.5	153
Downmarket	1,954	13.0	58	5,400	35.9	103	7,689	51.1	123
For Drinking (monthly spend):									
Nothing	5,728	38.1	126	3,295	21.9	93	6,021	40.0	89
Low (less than £10)	4,097	27.2	91	6,051	40.2	171	4,896	32.5	72
Medium (Between £10 and £40)	2,405	16.0	52	5,320	35.4	198	7,318	48.6	97
High (Greater than £40)	1,333	8.9	34	3,169	21.1	103	10,541	70.1	134

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	Corner House Hotel, EH44 6HN	Independent Free	0.0	11.9
2	Tow Bar, EH44 6JS	Independent Free	0.0	13.7
3	Leadburn Inn, EH46 7BE	Independent Free	0.0	15.8
4	Old Crown Inn, EH26 8HS	Star Pubs & Bars	0.0	20.0
5	Royal Hotel, EH26 8HU	Star Pubs & Bars	0.0	20.2
6	Old Bake House, EH46 7EA	Independent Free	0.0	20.5
7	Navaar House Hotel, EH26 9BY	Independent Free	0.0	20.7
8	Gordon Arms Hotel, EH46 7DR	Retail & Licensed Properties	0.0	20.8
9	Laurel Bank, ML12 6HF	Independent Free	0.0	21.4
10	Haig's, EH26 8HW	Independent Free	0.0	21.8
11	Gordon Arms Hotel, TD 7 5LA	Independent Free	0.0	27.4
12	Neidpath Inn, EH45 8JF	Star Pubs & Bars	0.0	0.1
13	Crown Hotel, EH45 8SW	Independent Free	3.0	0.7
14	Bridge Inn, EH45 8AW	Independent Free	3.3	0.9
15	County Hotel, EH45 8AN	Greene King	3.9	0.7
16	Central Bar, EH45 8RS	Independent Free	6.0	1.4
17	Cross Keys Inn, EH45 8RS	Wetherspoon	6.0	1.4
18	Green Tree Hotel, EH45 8AD	Independent Free	6.3	1.1
19	Park Hotel, EH45 8BA	*Other Small Retail Groups	7.2	1.3
20	Horse Shoe Inn, EH45 8QP	Broughton	96.4	8.5