

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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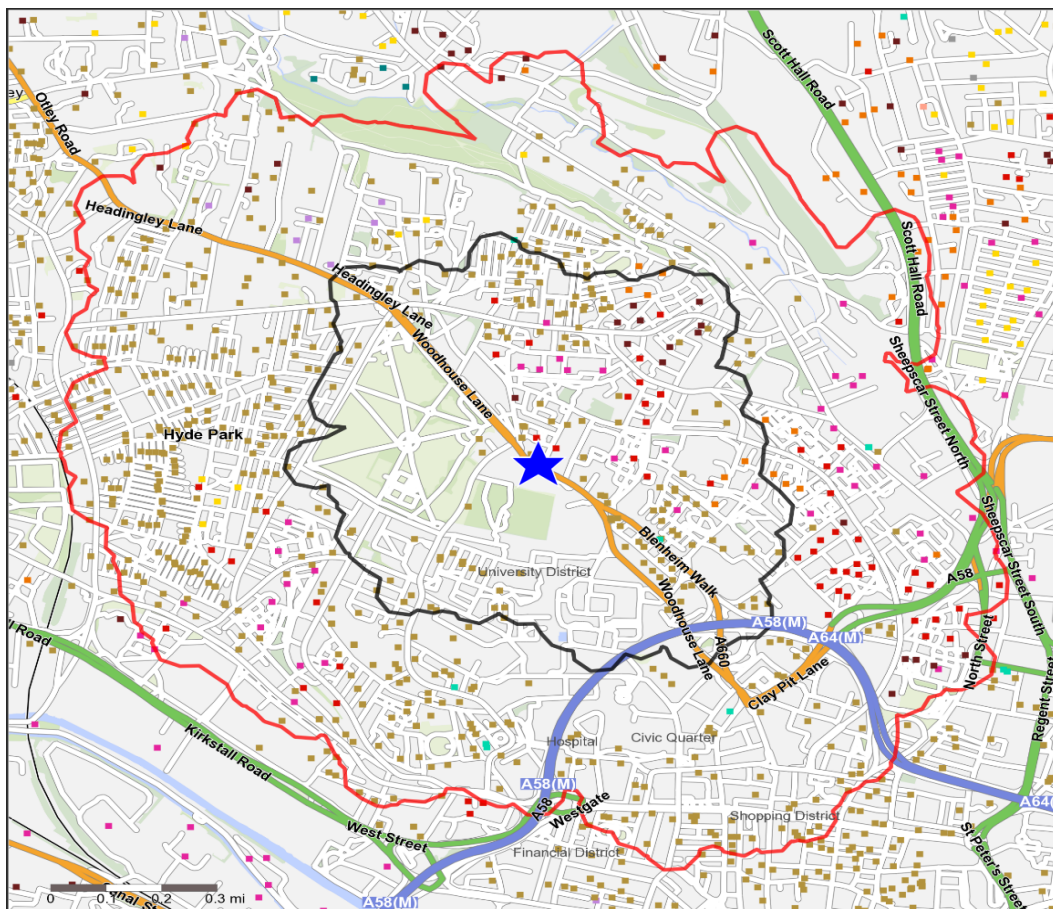
Number of Pubs	9	65	509
Catchment Adults 18+	9,865	44,359	568,931
Catchment Adults 18+ Per Pub	1,096	682	1,118
Populaton Projection 2020 to 2030 (% change)	5.83%	6.98%	3.23%

		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	9,585	97.2	185	1	High Street Pub	42,986	96.9	185	1	High Street Pub	483,864	85.0	162
2	Circuit Bar	8,257	83.7	178	2	Circuit Bar	38,952	87.8	187	2	Community Pub	378,294	66.5	142
3	Craft Led	8,108	82.2	129	3	Bit of Style	38,445	86.7	136	3	Premium Local	213,462	37.5	59
4	Bit of Style	8,095	82.1	573	4	Craft Led	38,363	86.5	604	4	Bit of Style	198,661	34.9	244
5	Community Pub	7,754	78.6	195	5	Community Pub	31,949	72.0	178	5	Great Pub Great Food	152,646	26.8	66
6	Premium Local	2,055	20.8	73	6	Premium Local	8,730	19.7	69	6	Circuit Bar	131,545	23.1	81
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	148	0.3	3	7	Craft Led	127,301	22.4	198

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	293	3.0	33	2,184	4.9	56	50,594	8.9	100
C1	1,298	13.2	107	7,836	17.7	144	79,221	13.9	113
C2	277	2.8	34	1,214	2.7	33	45,622	8.0	97
DE	716	7.3	71	3,373	7.6	74	66,330	11.7	113

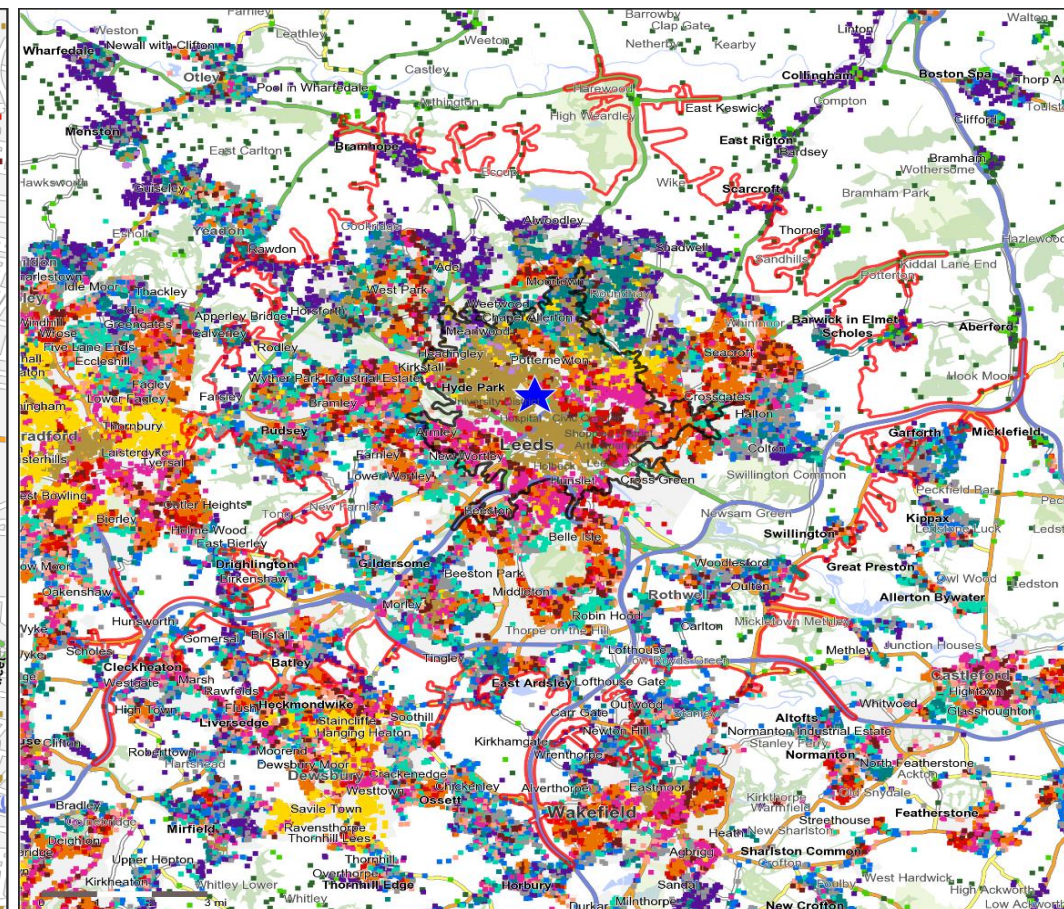
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	5,108	51.8	156	22,029	49.7	149	297,915	52.4	158
Medium (7-13)	761	7.7	23	6,152	13.9	42	187,224	32.9	99
High (14-19)	22	0.2	1	572	1.3	5	77,465	13.6	48

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

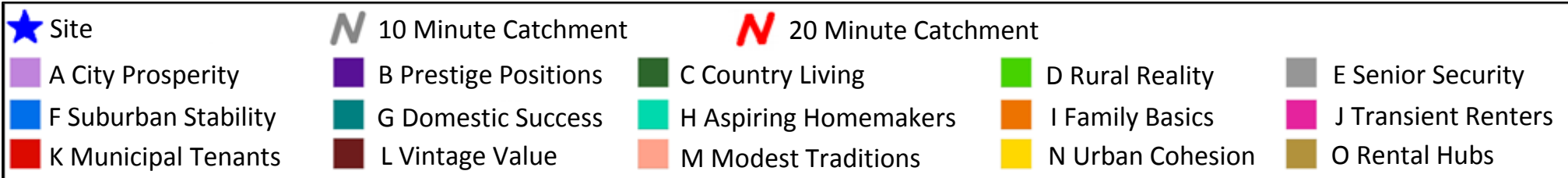


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	11	11
A02	Uptown Elite		0	148	1,344	2,400
A03	Penthouse Chic		0	0	4	4
A04	Metro High-Flyers		0	0	411	440
B05	Premium Fortunes		0	0	89	4,207
B06	Diamond Days		0	0	248	5,810
B07	Alpha Families		0	0	186	6,394
B08	Bank of Mum and Dad		0	0	198	5,996
B09	Empty-Nest Adventure		0	0	1	8,811
C10	Wealthy Landowners		0	0	0	724
C11	Rural Vogue		0	0	0	135
C12	Scattered Homesteads		0	0	0	5
C13	Village Retirement		0	0	0	524
D14	Satellite Settlers		0	0	0	1,045
D15	Local Focus		0	0	0	54
D16	Outlying Seniors		0	0	0	105
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	605	10,724
E19	Bungalow Heaven		0	0	144	10,561
E20	Classic Grandparents		0	0	360	18,718
E21	Solo Retirees		0	0	1,362	12,457
F22	Boomerang Boarders		0	0	188	8,238
F23	Family Ties		0	0	199	3,892
F24	Fledgling Free		0	0	0	4,321
F25	Dependable Me		0	0	323	9,033
G26	Cafés and Catchments		0	0	2,376	9,695
G27	Thriving Independence		0	0	4,415	19,807
G28	Modern Parents		0	0	0	7,742
G29	Mid-Career Convention		0	0	0	9,128
H30	Primary Ambitions		0	0	1,080	14,574
H31	Affordable Fringe		0	0	1,019	13,255
H32	First-Rung Futures		0	0	780	17,213
H33	Contemporary Starts		0	0	0	8,653
H34	New Foundations		80	516	1,221	2,758
H35	Flying Solo		0	0	227	2,607

			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		109	131	1,060	5,823
I37	Budget Generations		0	0	338	5,053
I38	Economical Families		0	0	1,325	11,045
I39	Families on a Budget		117	586	7,518	40,339
J40	Value Rentals		0	0	148	4,627
J41	Youthful Endeavours		69	73	1,114	4,742
J42	Midlife Renters		0	0	1,014	16,821
J43	Renting Rooms		455	1,251	22,488	33,307
K44	Inner City Stalwarts		237	573	1,757	1,757
K45	City Diversity		75	131	1,196	1,196
K46	High Rise Residents		166	1,135	5,537	8,960
K47	Single Essentials		93	582	2,102	8,474
K48	Mature Workers		26	26	1,839	12,275
L49	Flatlet Seniors		201	544	4,097	8,938
L50	Pocket Pensions		0	9	855	7,484
L51	Retirement Communities		0	140	671	3,940
L52	Estate Veterans		177	345	2,002	17,433
L53	Seasoned Survivors		46	46	3,743	8,103
M54	Down-to-Earth Owners		0	0	133	3,488
M55	Back with the Folks		0	0	1,726	9,800
M56	Self Supporters		0	0	508	9,656
N57	Community Elders		0	0	1,142	2,957
N58	Culture & Comfort		0	0	696	1,545
N59	Large Family Living		0	165	6,075	9,176
N60	Ageing Access		0	177	3,743	6,198
O61	Career Builders		0	0	7,459	18,655
O62	Central Pulse		57	3,368	21,450	22,455
O63	Flexible Workforce		0	0	1,025	1,314
O64	Bus-Route Renters		0	0	1,078	6,751
O65	Learners & Earners		1,975	8,214	17,114	17,322
O66	Student Scene		5,984	26,200	37,398	39,256
U99	Unclassified		0	0	0	0
Total			9,867	44,360	175,142	568,931

Top 3 Mosaic Types in a 20 Minute Walktime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



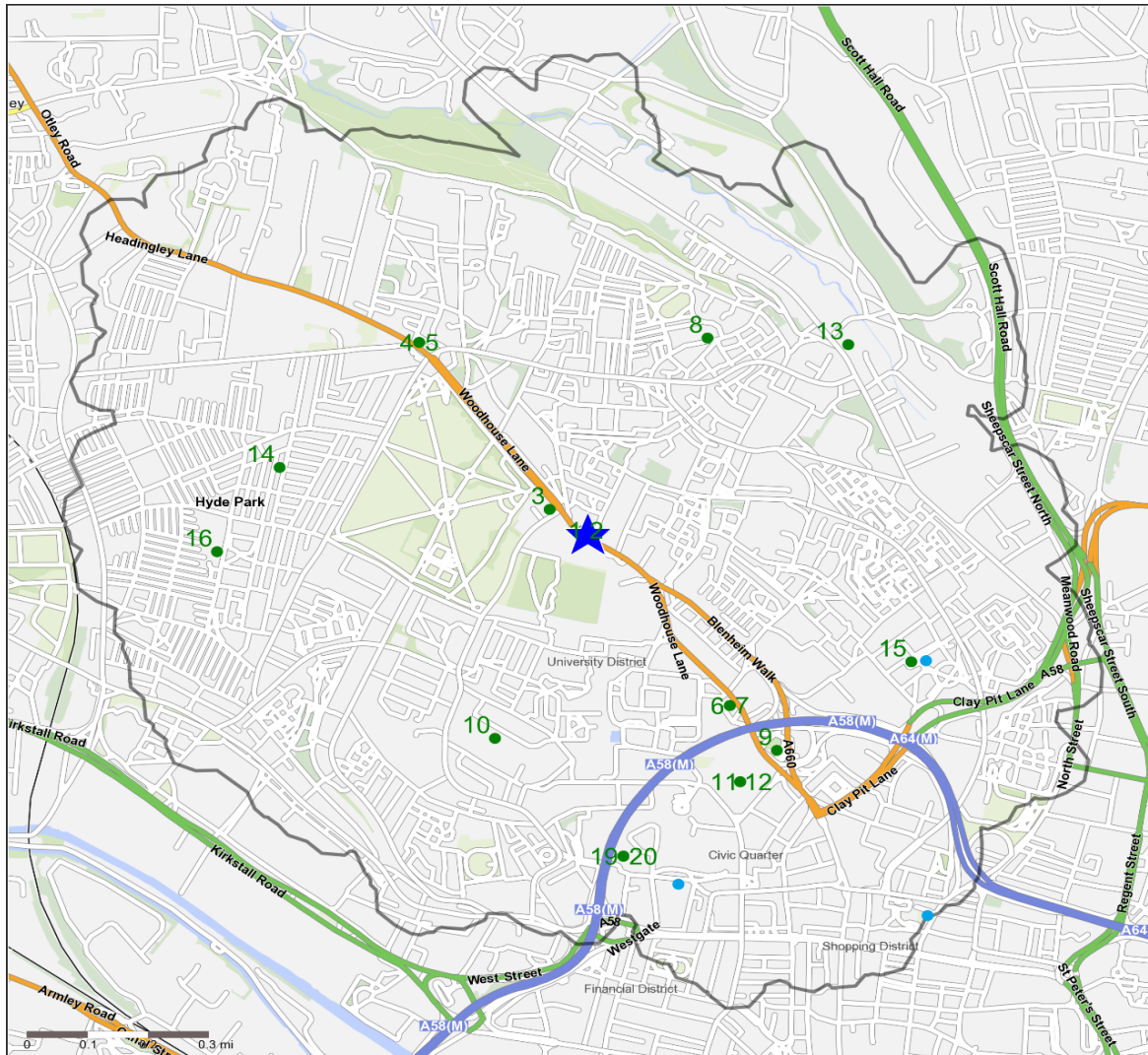
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	40,471	91.2	283	1,382	3.1	18	2,507	5.7	11			
Male: Alone	11,072	25.0	84	28,651	64.6	390	4,636	10.5	19			
Male: Group	4,845	10.9	48	37,381	84.3	312	2,133	4.8	10			
Male: Pair	15,401	34.7	133	1,813	4.1	27	27,146	61.2	105			
Mixed Sex: Group	42,088	94.9	385	823	1.9	6	1,448	3.3	8			
Mixed Sex: Pair	37,781	85.2	352	5,052	11.4	34	1,526	3.4	8			
With Children	3,316	7.5	25	717	1.6	9	40,327	90.9	172			
Unknown	31,835	71.8	206	2,399	5.4	29	10,125	22.8	49			
For Eating:												
Upmarket	38,123	85.9	267	3,273	7.4	34	2,963	6.7	14			
Midmarket	41,796	94.2	261	937	2.1	23	1,626	3.7	7			
Downmarket	34,439	77.6	334	7,215	16.3	46	2,705	6.1	15			
For Drinking (monthly spend):												
Nothing	1,489	3.4	11	10,092	22.8	97	32,778	73.9	162			
Low (less than £10)	325	0.7	2	8,345	18.8	79	35,689	80.5	173			
Medium (Between £10 and £40)	11,907	26.8	87	1,708	3.9	21	30,744	69.3	136			
High (Greater than £40)	13,042	29.4	111	599	1.4	7	30,718	69.2	131			

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	208,484	36.6	114	84,027	14.8	87	276,421	48.6	96	
Male: Alone	166,322	29.2	98	159,389	28.0	169	243,221	42.8	80	
Male: Group	134,256	23.6	103	192,776	33.9	125	241,900	42.5	85	
Male: Pair	174,608	30.7	117	106,972	18.8	123	287,351	50.5	86	
Mixed Sex: Group	212,313	37.3	152	95,236	16.7	52	261,382	45.9	106	
Mixed Sex: Pair	185,473	32.6	135	205,034	36.0	109	178,424	31.4	73	
With Children	181,760	31.9	108	85,404	15.0	86	301,768	53.0	101	
Unknown	186,082	32.7	94	102,229	18.0	97	280,620	49.3	106	
For Eating:										
Upmarket	214,004	37.6	117	128,654	22.6	105	226,273	39.8	86	
Midmarket	269,065	47.3	131	56,351	9.9	109	243,515	42.8	78	
Downmarket	177,021	31.1	134	203,507	35.8	101	188,403	33.1	80	
For Drinking (monthly spend):										
Nothing	131,708	23.2	75	148,017	26.0	110	289,207	50.8	111	
Low (less than £10)	132,797	23.3	79	86,503	15.2	64	349,631	61.5	132	
Medium (Between £10 and £40)	176,692	31.1	101	63,948	11.2	62	328,291	57.7	113	
High (Greater than £40)	151,561	26.6	101	95,524	16.8	81	321,846	56.6	107	

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	Eldon, LS 2 9DX	Greene King	0.0	0.1
2	Pack Horse Hotel, LS 2 9DX	Star Pubs & Bars	0.0	0.1
3	Library, LS 2 3AP	Stonegate Pub Company	1.8	0.4
4	Clock Cafe & Ls6, LS 6 2AS	Independent Free	8.8	2.1
5	Hyde Park Hotel, LS 6 2AS	Stonegate Pub Company	8.8	2.1
6	Fenton Hotel, LS 2 3ED	Independent Free	9.1	3.2
7	Strawberryfields Cafe Bar, LS 2 3ED	Independent Free	9.1	3.2
8	Chemic Tavern, LS 6 2NG	Punch Pub Company	9.7	3.3
9	Dry Dock, LS 2 3AX	Stonegate Pub Company	10.9	2.6
10	Faversham Hotel, LS 2 9NG	*Other Small Retail Groups	11.5	3.5
11	Hedley Verity, LS 1 3HQ	Wetherspoon	11.8	3.3
12	Walkabout, LS 1 3HQ	Stonegate Pub Company	11.8	3.3
13	Primrose Inn, LS 7 2HZ	Wellington	12.4	3.7
14	East Village, LS 6 1HR	Independent Free	13.0	3.2
15	Leeds Rifleman, LS 7 1HA	Star Pubs & Bars	13.3	3.9
16	Royal Park Hotel, LS 6 1NY	Stonegate Pub Company	15.1	3.7
17	George Hotel, LS 1 3DL	Star Pubs & Bars	18.4	3.9
18	Shenanigans, LS 1 3DL	Milton Pubs and Taverns	18.4	3.9
19	Taag, LS 1 3DL	Independent Free	18.4	3.9
20	Victoria Hotel, LS 1 3DL	Milton Pubs and Taverns	18.4	3.9