

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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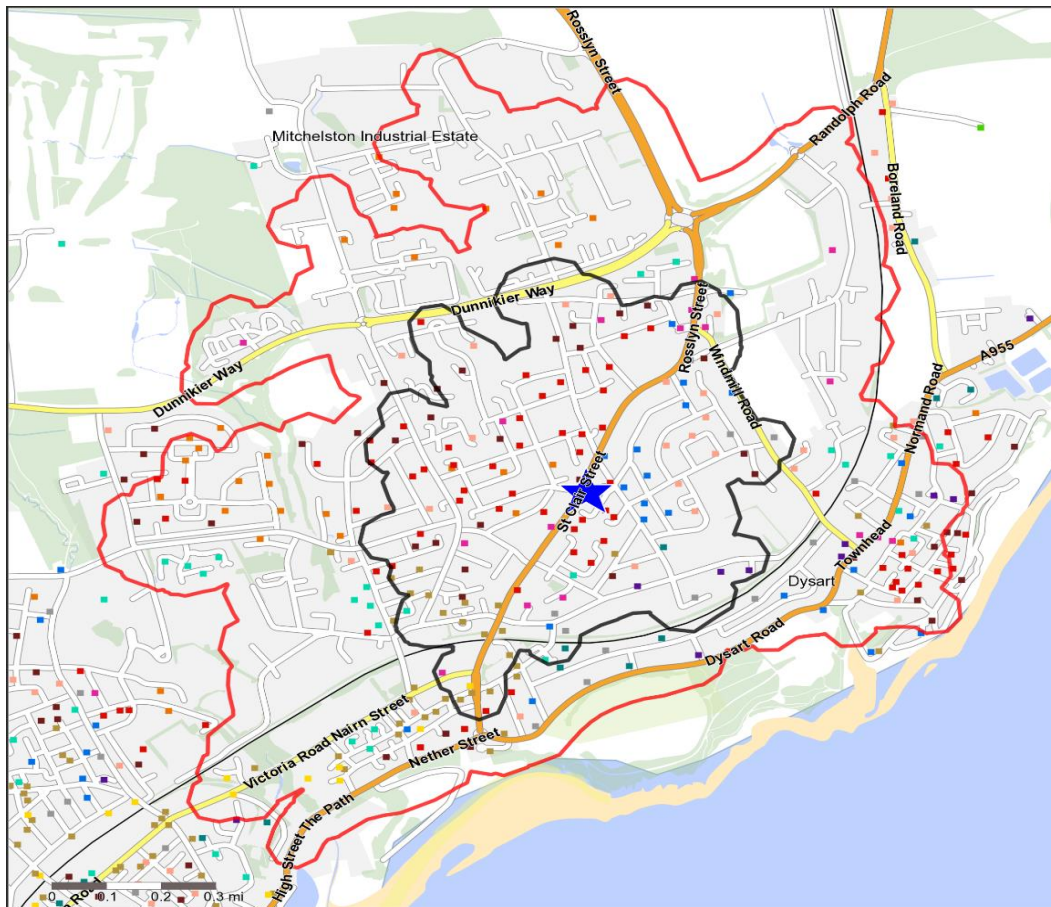
Number of Pubs	5	9	147
Catchment Adults 18+	4,838	9,085	158,365
Catchment Adults 18+ Per Pub	968	1,009	1,077
Populaton Projection 2018 to 2028 (% change)	0.87%	1.84%	2.46%

		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	Community Pub	4,470	92.4	178		1	High Street Pub	8,099	89.1	172		1	High Street Pub	127,317	80.4	155	
2	High Street Pub	4,363	90.2	193		2	Community Pub	7,883	86.8	186		2	Community Pub	115,115	72.7	156	
3	Circuit Bar	2,418	50.0	79		3	Circuit Bar	3,768	41.5	66		3	Premium Local	68,075	43.0	68	
4	Craft Led	1,778	36.8	284		4	Premium Local	2,492	27.4	212		4	Great Pub Great Food	39,471	24.9	193	
5	Premium Local	1,152	23.8	59		5	Craft Led	2,446	26.9	67		5	Circuit Bar	29,492	18.6	46	
6	Great Pub Great Food	390	8.1	30		6	Great Pub Great Food	1,167	12.8	48		6	Bit of Style	25,323	16.0	60	
7	Bit of Style	217	4.5	44		7	Bit of Style	977	10.8	104		7	Craft Led	20,062	12.7	123	

	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	184	3.8	43	441	4.9	55	8,761	5.5	63
C1	558	11.5	94	1,113	12.3	100	19,075	12.0	98
C2	526	10.9	132	929	10.2	124	16,757	10.6	128
DE	944	19.5	190	1,567	17.2	168	21,603	13.6	133

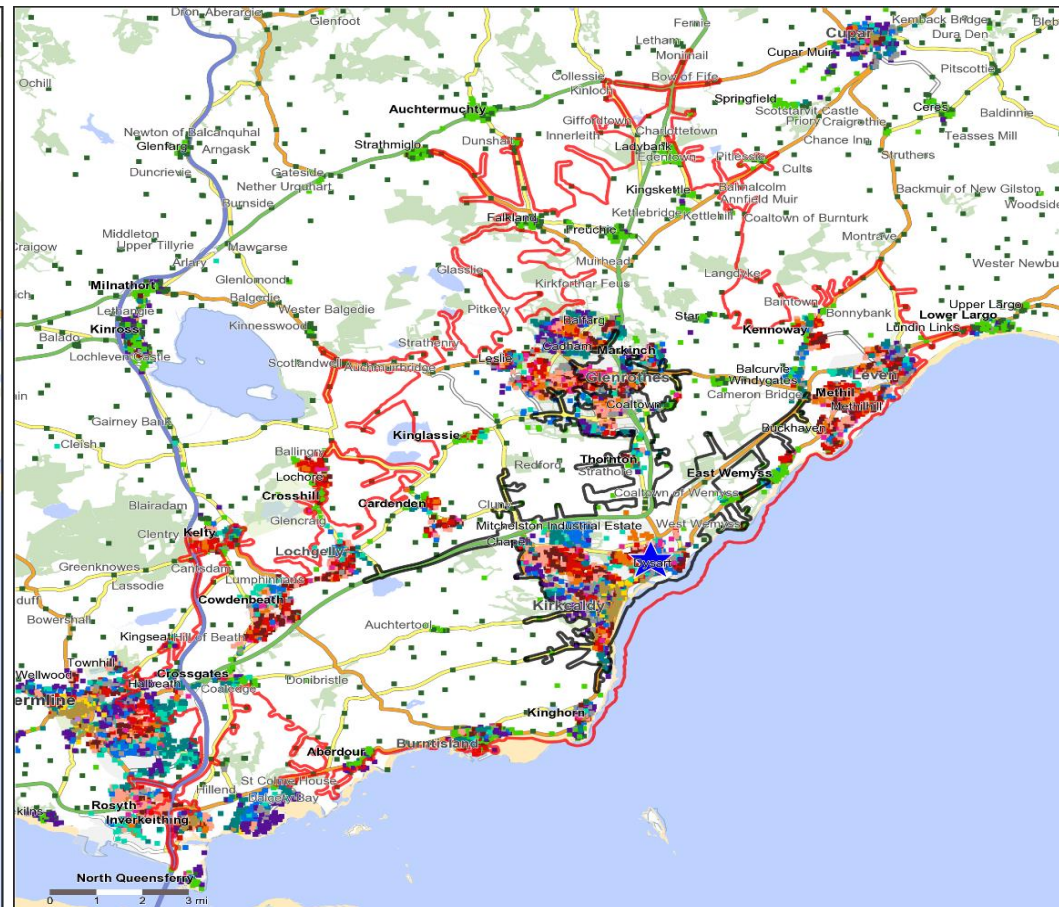
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,418	70.6	213	5,702	62.8	189	86,390	54.6	164
Medium (7-13)	1,058	21.9	66	2,325	25.6	77	45,362	28.6	86
High (14-19)	266	5.5	19	680	7.5	26	22,984	14.5	51

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	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	0
	B06	Diamond Days	0	0	439	540
	B07	Alpha Families	59	59	793	1,558
	B08	Bank of Mum and Dad	24	29	591	1,200
	B09	Empty-Nest Adventure	20	70	1,677	4,977
	C10	Wealthy Landowners	0	0	37	460
	C11	Rural Vogue	0	0	108	1,037
	C12	Scattered Homesteads	0	0	66	1,168
	C13	Village Retirement	0	0	81	2,281
	D14	Satellite Settlers	0	0	421	3,772
	D15	Local Focus	0	0	192	3,313
	D16	Outlying Seniors	0	0	646	5,438
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	52	169	725	1,014
	E19	Bungalow Heaven	6	103	1,172	3,233
	E20	Classic Grandparents	48	67	796	1,514
	E21	Solo Retirees	48	62	385	867
	F22	Boomerang Boarders	50	108	2,057	2,947
	F23	Family Ties	0	0	275	652
	F24	Fledgling Free	145	175	817	2,403
	F25	Dependable Me	183	248	1,938	3,767
	G26	Cafés and Catchments	0	0	8	8
	G27	Thriving Independence	0	0	410	443
	G28	Modern Parents	1	5	2,829	9,409
	G29	Mid-Career Convention	35	144	1,064	3,646
	H30	Primary Ambitions	4	359	443	492
	H31	Affordable Fringe	0	48	720	2,049
	H32	First-Rung Futures	52	237	1,085	1,771
	H33	Contemporary Starts	0	0	759	3,453
	H34	New Foundations	23	127	187	536
	H35	Flying Solo	0	0	69	257

				10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile				Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchmen Adults 18+
	I36	Solid Economy	0	63	469	666	
	I37	Budget Generations	0	33	533	2,524	
	I38	Economical Families	0	91	1,112	2,379	
	I39	Families on a Budget	172	500	1,723	5,179	
	J40	Value Rentals	101	104	668	5,231	
	J41	Youthful Endeavours	27	45	200	631	
	J42	Midlife Renters	44	85	279	625	
	J43	Renting Rooms	7	7	63	105	
	K44	Inner City Stalwarts	0	0	0	0	
	K45	City Diversity	0	0	0	0	
	K46	High Rise Residents	0	214	385	653	
	K47	Single Essentials	1,726	2,207	6,965	17,958	
	K48	Mature Workers	22	174	1,417	9,518	
	L49	Flatlet Seniors	342	575	1,647	3,073	
	L50	Pocket Pensions	152	171	897	3,263	
	L51	Retirement Communities	16	140	557	775	
	L52	Estate Veterans	140	254	3,794	11,468	
	L53	Seasoned Survivors	32	38	727	1,036	
	M54	Down-to-Earth Owners	504	713	6,929	18,425	
	M55	Back with the Folks	179	188	852	2,206	
	M56	Self Supporters	33	114	698	2,569	
	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	1	182	734	734	
	O61	Career Builders	0	2	65	66	
	O62	Central Pulse	0	0	11	11	
	O63	Flexible Workforce	0	0	0	0	
	O64	Bus-Route Renters	590	1,153	4,182	4,875	
	O65	Learners & Earners	0	0	0	0	
	O66	Student Scene	0	0	0	0	
	U99	Unclassified	0	23	157	190	
Total			4,838	9,086	55,854	158,365	

Top 3 Mosaic Types in a 20 Minute Walktime

1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

2. 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

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

Top 3 Mosaic Types in a 20 Minute Drivetime

1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
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2. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
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- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



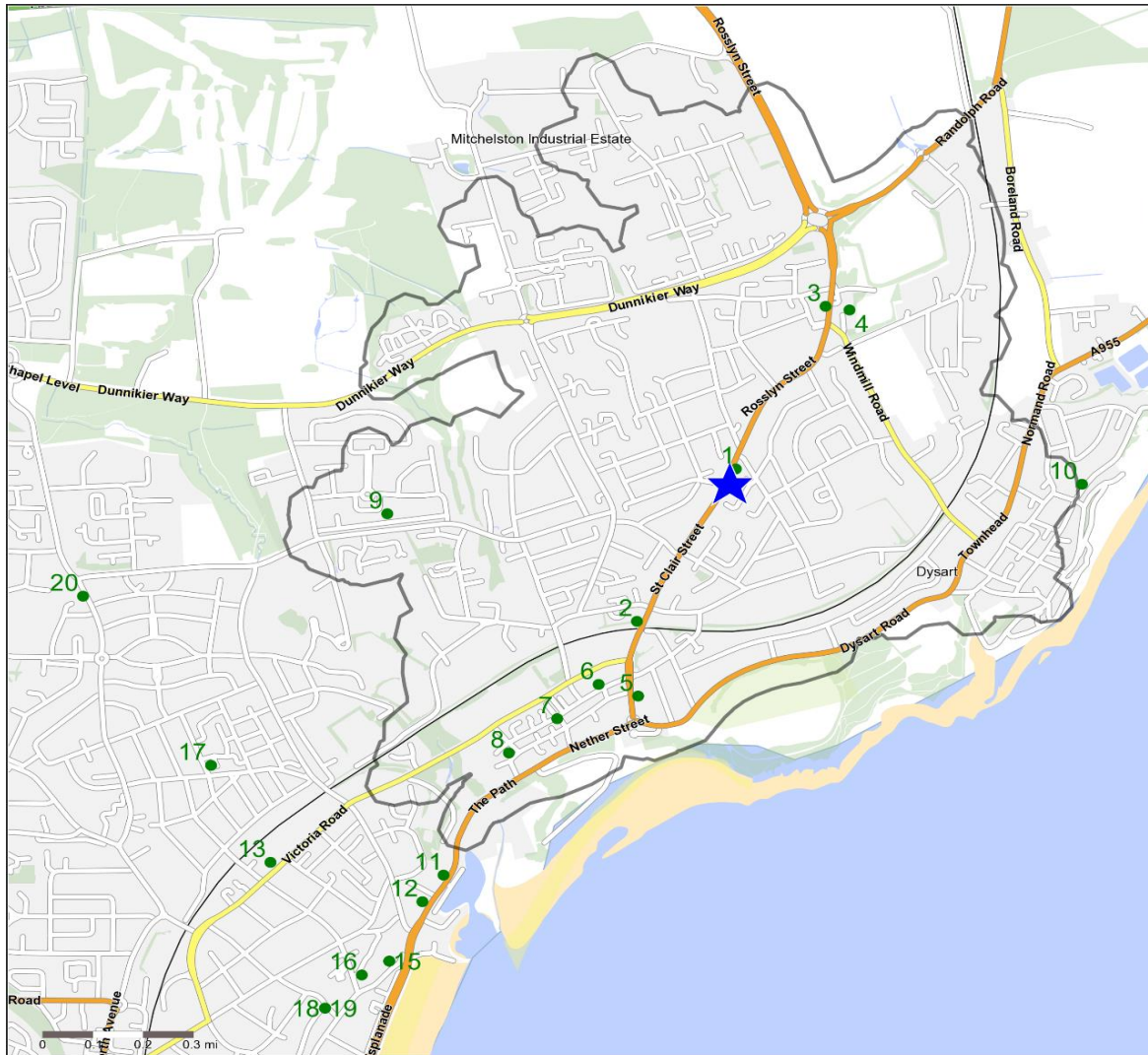
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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	4,852	53.4	176		212	2.3	14		3,998	44.0	85	
Male: Alone	3,650	40.2	135		3,176	35.0	224		2,235	24.6	46	
Male: Group	2,776	30.6	134		4,146	45.6	174		2,139	23.5	47	
Male: Pair	5,325	58.6	225		923	10.2	67		2,813	31.0	54	
Mixed Sex: Group	4,220	46.5	203		2,259	24.9	78		2,582	28.4	65	
Mixed Sex: Pair	1,859	20.5	87		5,379	59.2	182		1,823	20.1	47	
With Children	3,753	41.3	143		925	10.2	61		4,383	48.2	91	
Unknown	683	7.5	23		2,727	30.0	167		5,651	62.2	130	
For Eating:												
Upmarket	2,245	24.7	81		2,793	30.7	148		4,023	44.3	94	
Midmarket	4,762	52.4	153		608	6.7	74		3,692	40.6	73	
Downmarket	3,357	37.0	166		4,477	49.3	141		1,227	13.5	32	
For Drinking (monthly spend):												
Nothing	4,263	46.9	155		2,721	30.0	127		2,078	22.9	51	
Low (less than £10)	1,232	13.6	45		2,631	29.0	123		5,198	57.2	126	
Medium (Between £10 and £40)	1,232	13.6	44		2,407	26.5	149		5,422	59.7	119	
High (Greater than £40)	1,189	13.1	51		2,498	27.5	134		5,374	59.2	113	

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	53,361	33.7	111	14,052	8.9	54	90,763	57.3	110
Male: Alone	51,457	32.5	109	42,586	26.9	172	64,133	40.5	76
Male: Group	34,044	21.5	94	57,595	36.4	139	66,536	42.0	85
Male: Pair	51,288	32.4	124	13,030	8.2	54	93,858	59.3	103
Mixed Sex: Group	34,932	22.1	96	62,611	39.5	124	60,633	38.3	87
Mixed Sex: Pair	35,430	22.4	95	71,233	45.0	138	51,512	32.5	76
With Children	50,126	31.7	109	24,597	15.5	92	83,453	52.7	100
Unknown	35,963	22.7	69	16,156	10.2	57	106,056	67.0	140
For Eating:									
Upmarket	25,119	15.9	52	39,541	25.0	120	93,515	59.1	125
Midmarket	42,665	26.9	78	6,733	4.3	47	108,777	68.7	124
Downmarket	53,750	33.9	153	73,291	46.3	133	31,134	19.7	47
For Drinking (monthly spend):									
Nothing	73,182	46.2	153	42,617	26.9	114	42,376	26.8	60
Low (less than £10)	36,347	23.0	77	49,934	31.5	134	71,894	45.4	100
Medium (Between £10 and £40)	32,909	20.8	68	34,269	21.6	121	90,998	57.5	114
High (Greater than £40)	25,878	16.3	63	44,739	28.3	138	87,558	55.3	106

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	Fife Arms, KY 1 2DB	Star Pubs & Bars	0.3	0.4
2	La Passione, KY 1 2NW	Independent Free	7.2	1.0
3	Elbow Room, KY 1 3HT	Independent Free	9.7	1.7
4	Dining Room, KY 1 3HN	Greene King	10.0	1.7
5	St Clair Tavern, KY 1 2QE	Independent Free	10.6	1.5
6	Bogarts, KY 1 2NS	Independent Free	10.6	1.7
7	Feuars Arms, KY 1 2PH	Independent Free	13.0	2.3
8	Path Tavern, KY 1 2PE	Independent Free	16.0	2.7
9	Alpha Bar, KY 1 2JP	Independent Free	16.3	3.4
10	Man I The Rock, KY 1 2UL	Independent Free	21.1	4.1
11	Harbour Bar, KY 1 2SN	Independent Free	22.0	3.4
12	Wharfe, KY 1 2SG	Independent Free	22.6	3.6
13	Windsor Hotel, KY 1 1DR	Independent Free	25.1	4.6
14	Betty Nicols, KY 1 1JL	Independent Free	26.0	6.0
15	Heritage, KY 1 1JL	Independent Free	26.0	6.0
16	Cafe Continental, KY 1 1BB	Independent Free	28.7	5.9
17	Weavers, KY 2 5JZ	Star Pubs & Bars	29.0	4.9
18	Robert Nairn, KY 1 1EH	Wetherspoon	29.9	7.1
19	Wynd, KY 1 1EH	Independent Free	29.9	7.1
20	Eagles Nest, KY 2 5DE	Trust Inns	30.5	4.5