

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

|  |       |       |         |
|--|-------|-------|---------|
| Number of Pubs                               | 1     | 1     | 195     |
| Catchment Adults 18+                         | 2,103 | 2,145 | 215,836 |
| Catchment Adults 18+ Per Pub                 | 2,103 | 2,145 | 1,107   |
| Populaton Projection 2018 to 2028 (% change) | 6.05% | 6.09% | 2.77%   |

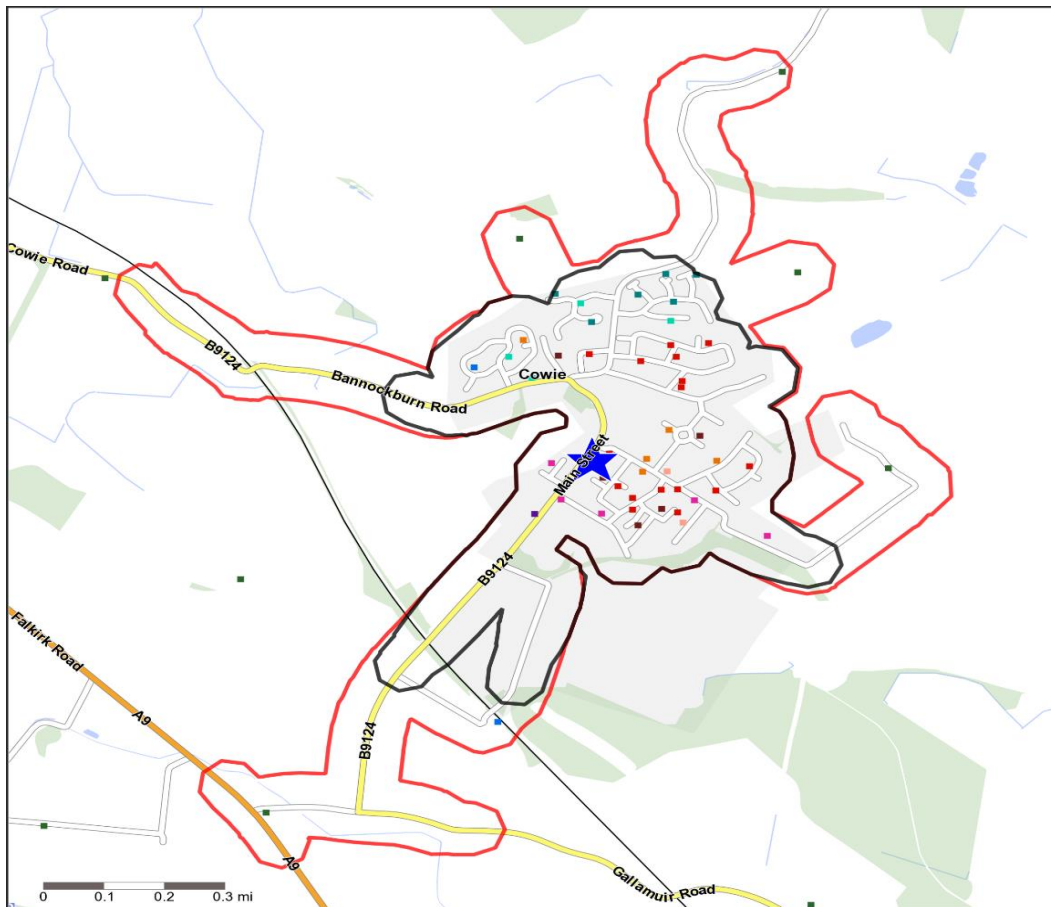
|      |                      | 10 Minute Walktime |                 |       |      |                      | 20 Minute Walktime |                 |       |      |                      | 20 Minute Drivetime |                 |       |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| 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      | 2,021              | 96.1            | 186   | 1    | High Street Pub      | 2,027              | 94.5            | 182   | 1    | High Street Pub      | 175,673             | 81.4            | 157   |
| 2    | Community Pub        | 1,703              | 81.0            | 174   | 2    | Community Pub        | 1,720              | 80.2            | 172   | 2    | Community Pub        | 144,641             | 67.0            | 144   |
| 3    | Premium Local        | 670                | 31.9            | 51    | 3    | Premium Local        | 706                | 32.9            | 52    | 3    | Premium Local        | 102,810             | 47.6            | 76    |
| 4    | Bit of Style         | 437                | 20.8            | 161   | 4    | Great Pub Great Food | 468                | 21.8            | 169   | 4    | Great Pub Great Food | 64,338              | 29.8            | 231   |
| 5    | Great Pub Great Food | 432                | 20.5            | 51    | 5    | Bit of Style         | 442                | 20.6            | 51    | 5    | Bit of Style         | 46,632              | 21.6            | 54    |
| 6    | Circuit Bar          | 36                 | 1.7             | 6     | 6    | Circuit Bar          | 36                 | 1.7             | 6     | 6    | Circuit Bar          | 43,910              | 20.3            | 76    |
| 7    | Craft Led            | 0                  | 0.0             | 0     | 7    | Craft Led            | 0                  | 0.0             | 0     | 7    | Craft Led            | 32,531              | 15.1            | 146   |

| 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           | 79                     | 3.8             | 42    | 84                     | 3.9             | 44    | 14,426                 | 6.7             | 76    |
| C1           | 217                    | 10.3            | 84    | 221                    | 10.3            | 84    | 27,889                 | 12.9            | 105   |
| C2           | 260                    | 12.4            | 150   | 264                    | 12.3            | 149   | 20,512                 | 9.5             | 115   |
| DE           | 355                    | 16.9            | 164   | 359                    | 16.7            | 163   | 26,474                 | 12.3            | 119   |

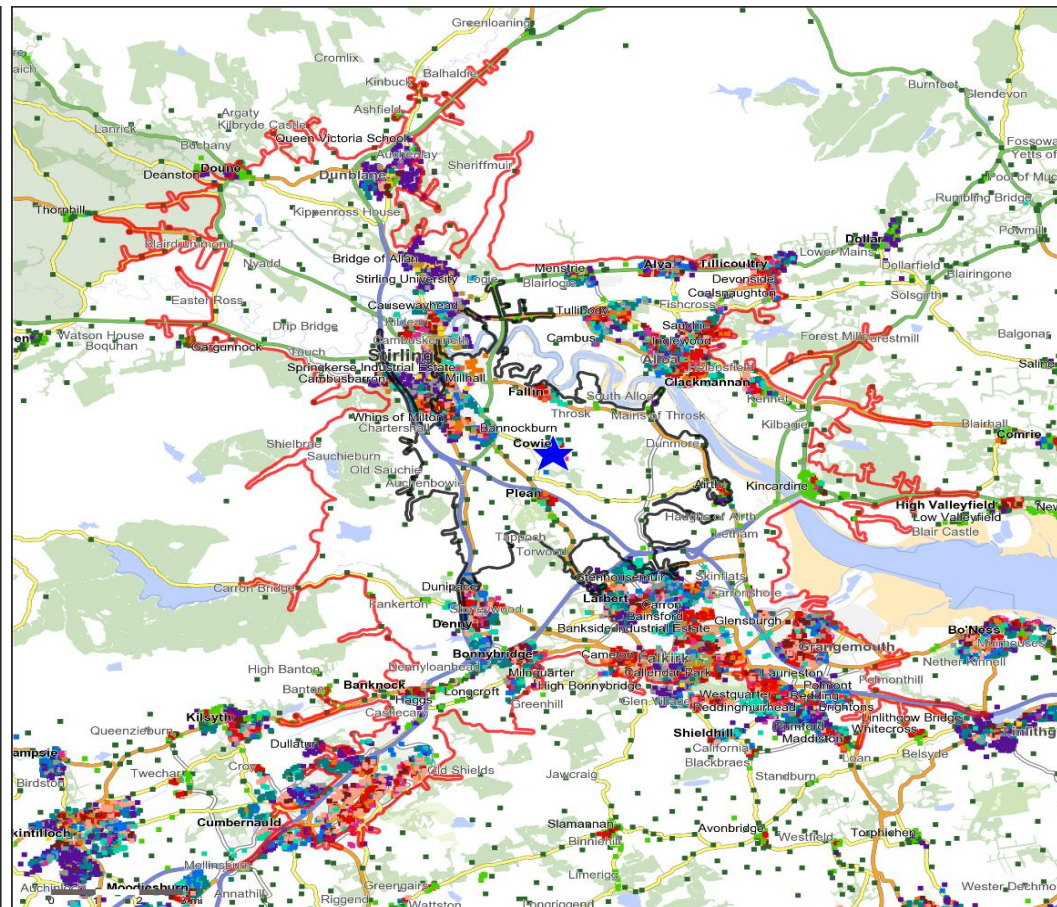
| Affluence (Bands) | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
|                   | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 1,474                  | 70.1            | 211   | 1,480                  | 69.0            | 208   | 103,112                | 47.8            | 144   |
| Medium (7-13)     | 502                    | 23.9            | 72    | 518                    | 24.1            | 73    | 60,638                 | 28.1            | 85    |
| High (14-19)      | 89                     | 4.2             | 15    | 98                     | 4.6             | 16    | 36,627                 | 17.0            | 60    |

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

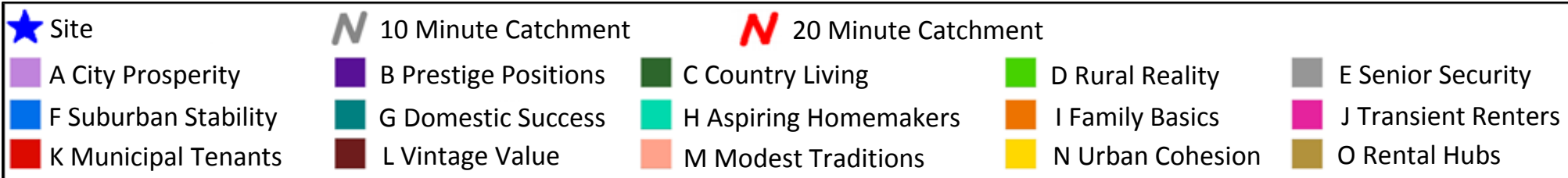
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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                       | 0                       | 29                      | 110                     |
| A03                 | Penthouse Chic        | 0                       | 0                       | 0                       | 0                       |
| A04                 | Metro High-Flyers     | 0                       | 0                       | 0                       | 0                       |
| B05                 | Premium Fortunes      | 0                       | 0                       | 36                      | 1,116                   |
| B06                 | Diamond Days          | 0                       | 0                       | 42                      | 3,330                   |
| B07                 | Alpha Families        | 0                       | 0                       | 196                     | 3,378                   |
| B08                 | Bank of Mum and Dad   | 46                      | 46                      | 226                     | 3,058                   |
| B09                 | Empty-Nest Adventure  | 0                       | 0                       | 542                     | 6,501                   |
| C10                 | Wealthy Landowners    | 0                       | 1                       | 447                     | 1,549                   |
| C11                 | Rural Vogue           | 0                       | 21                      | 459                     | 1,126                   |
| C12                 | Scattered Homesteads  | 0                       | 12                      | 161                     | 883                     |
| C13                 | Village Retirement    | 0                       | 1                       | 202                     | 1,025                   |
| D14                 | Satellite Settlers    | 0                       | 2                       | 181                     | 1,466                   |
| D15                 | Local Focus           | 0                       | 0                       | 566                     | 1,971                   |
| D16                 | Outlying Seniors      | 0                       | 0                       | 292                     | 3,574                   |
| D17                 | Far-Flung Outposts    | 0                       | 0                       | 0                       | 0                       |
| E18                 | Legacy Elders         | 0                       | 0                       | 159                     | 2,765                   |
| E19                 | Bungalow Heaven       | 0                       | 0                       | 105                     | 2,593                   |
| E20                 | Classic Grandparents  | 0                       | 0                       | 160                     | 1,862                   |
| E21                 | Solo Retirees         | 0                       | 0                       | 169                     | 998                     |
| F22                 | Boomerang Boarders    | 0                       | 0                       | 317                     | 4,609                   |
| F23                 | Family Ties           | 88                      | 88                      | 413                     | 1,717                   |
| F24                 | Fledgling Free        | 0                       | 0                       | 302                     | 3,259                   |
| F25                 | Dependable Me         | 0                       | 0                       | 754                     | 4,931                   |
| G26                 | Cafés and Catchments  | 0                       | 0                       | 0                       | 351                     |
| G27                 | Thriving Independence | 0                       | 0                       | 59                      | 1,242                   |
| G28                 | Modern Parents        | 231                     | 231                     | 2,600                   | 17,512                  |
| G29                 | Mid-Career Convention | 0                       | 0                       | 621                     | 4,249                   |
| H30                 | Primary Ambitions     | 0                       | 0                       | 463                     | 1,660                   |
| H31                 | Affordable Fringe     | 155                     | 155                     | 426                     | 4,160                   |
| H32                 | First-Rung Futures    | 0                       | 0                       | 852                     | 4,803                   |
| H33                 | Contemporary Starts   | 36                      | 36                      | 1,061                   | 4,080                   |
| H34                 | New Foundations       | 0                       | 0                       | 166                     | 686                     |
| H35                 | Flying Solo           | 0                       | 0                       | 115                     | 513                     |

|                     |                        | 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                       | 0                       | 196                     | 739                     |
| I37                 | Budget Generations     | 83                      | 83                      | 763                     | 3,795                   |
| I38                 | Economical Families    | 96                      | 96                      | 262                     | 1,516                   |
| I39                 | Families on a Budget   | 77                      | 77                      | 945                     | 7,253                   |
| J40                 | Value Rentals          | 170                     | 175                     | 769                     | 5,989                   |
| J41                 | Youthful Endeavours    | 0                       | 0                       | 0                       | 1,184                   |
| J42                 | Midlife Renters        | 7                       | 8                       | 236                     | 1,875                   |
| J43                 | Renting Rooms          | 0                       | 0                       | 0                       | 317                     |
| K44                 | Inner City Stalwarts   | 0                       | 0                       | 0                       | 0                       |
| K45                 | City Diversity         | 0                       | 0                       | 0                       | 0                       |
| K46                 | High Rise Residents    | 0                       | 0                       | 0                       | 319                     |
| K47                 | Single Essentials      | 0                       | 0                       | 699                     | 21,778                  |
| K48                 | Mature Workers         | 763                     | 763                     | 2,406                   | 11,790                  |
| L49                 | Flatlet Seniors        | 0                       | 0                       | 447                     | 3,346                   |
| L50                 | Pocket Pensions        | 0                       | 0                       | 386                     | 3,113                   |
| L51                 | Retirement Communities | 0                       | 0                       | 103                     | 1,624                   |
| L52                 | Estate Veterans        | 233                     | 233                     | 1,958                   | 10,029                  |
| L53                 | Seasoned Survivors     | 0                       | 0                       | 330                     | 2,539                   |
| M54                 | Down-to-Earth Owners   | 114                     | 114                     | 2,193                   | 20,751                  |
| M55                 | Back with the Folks    | 4                       | 4                       | 485                     | 5,289                   |
| M56                 | Self Supporters        | 0                       | 0                       | 353                     | 4,617                   |
| N57                 | Community Elders       | 0                       | 0                       | 0                       | 0                       |
| N58                 | Culture & Comfort      | 0                       | 0                       | 0                       | 5                       |
| N59                 | Large Family Living    | 0                       | 0                       | 0                       | 0                       |
| N60                 | Ageing Access          | 0                       | 0                       | 342                     | 1,629                   |
| O61                 | Career Builders        | 0                       | 0                       | 1                       | 990                     |
| O62                 | Central Pulse          | 0                       | 0                       | 576                     | 1,552                   |
| O63                 | Flexible Workforce     | 0                       | 0                       | 5                       | 21                      |
| O64                 | Bus-Route Renters      | 0                       | 0                       | 670                     | 6,420                   |
| O65                 | Learners & Earners     | 0                       | 0                       | 173                     | 1,594                   |
| O66                 | Student Scene          | 0                       | 0                       | 261                     | 1,281                   |
| U99                 | Unclassified           | 0                       | 0                       | 25                      | 3,407                   |
| <b>Total</b>        |                        | <b>2,103</b>            | <b>2,146</b>            | <b>26,705</b>           | <b>215,839</b>          |

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 2. 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

### 3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 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. 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

### 3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



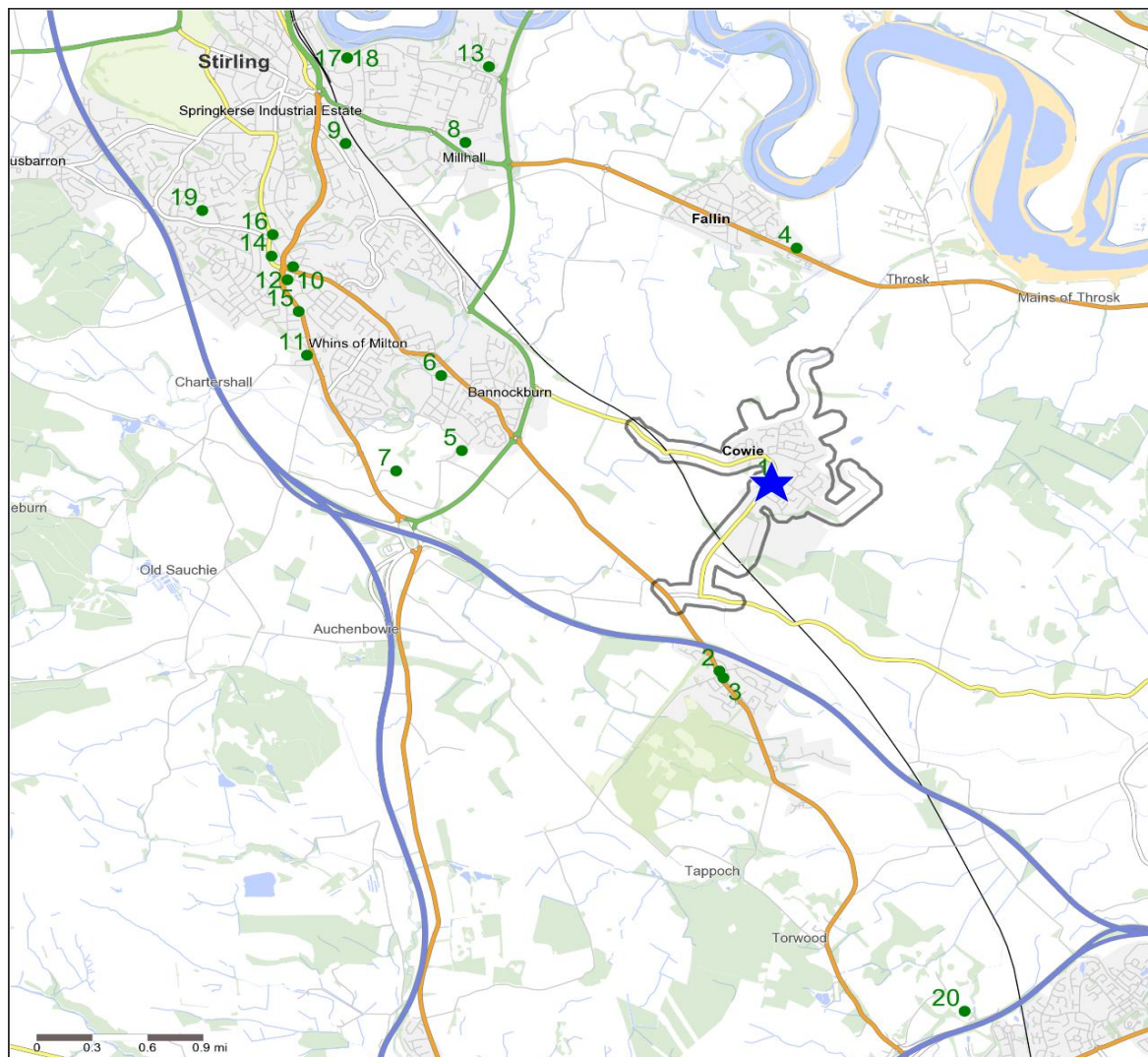
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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         | 684                | 31.9            | 105   | 240              | 11.2            | 68    | 1,222            | 57.0            | 109   |  |
| Male: Alone                          | 452                | 21.1            | 71    | 483              | 22.5            | 144   | 1,210            | 56.4            | 106   |  |
| Male: Group                          | 1,097              | 51.1            | 224   | 165              | 7.7             | 29    | 884              | 41.2            | 83    |  |
| Male: Pair                           | 488                | 22.8            | 87    | 96               | 4.5             | 29    | 1,561            | 72.8            | 127   |  |
| Mixed Sex: Group                     | 476                | 22.2            | 97    | 388              | 18.1            | 57    | 1,282            | 59.8            | 136   |  |
| Mixed Sex: Pair                      | 617                | 28.8            | 123   | 300              | 14.0            | 43    | 1,229            | 57.3            | 134   |  |
| With Children                        | 779                | 36.3            | 126   | 288              | 13.4            | 80    | 1,078            | 50.3            | 95    |  |
| Unknown                              | 834                | 38.9            | 118   | 44               | 2.1             | 11    | 1,268            | 59.1            | 123   |  |
| <b>For Eating:</b>                   |                    |                 |       |                  |                 |       |                  |                 |       |  |
| Upmarket                             | 412                | 19.2            | 63    | 510              | 23.8            | 114   | 1,223            | 57.0            | 121   |  |
| Midmarket                            | 500                | 23.3            | 68    | 77               | 3.6             | 40    | 1,568            | 73.1            | 132   |  |
| Downmarket                           | 1,303              | 60.7            | 273   | 573              | 26.7            | 77    | 269              | 12.5            | 30    |  |
| <b>For Drinking (monthly spend):</b> |                    |                 |       |                  |                 |       |                  |                 |       |  |
| Nothing                              | 1,361              | 63.4            | 210   | 329              | 15.3            | 65    | 455              | 21.2            | 47    |  |
| Low (less than £10)                  | 620                | 28.9            | 97    | 241              | 11.2            | 48    | 1,285            | 59.9            | 132   |  |
| Medium (Between £10 and £40)         | 607                | 28.3            | 93    | 223              | 10.4            | 58    | 1,315            | 61.3            | 122   |  |
| High (Greater than £40)              | 452                | 21.1            | 81    | 1,129            | 52.6            | 256   | 565              | 26.3            | 50    |  |

| 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         | 82,694              | 38.3            | 127   | 16,816           | 7.8             | 48    | 112,919          | 52.3            | 100   |  |  |
| Male: Alone                          | 68,764              | 31.9            | 107   | 60,723           | 28.1            | 180   | 82,942           | 38.4            | 72    |  |  |
| Male: Group                          | 49,398              | 22.9            | 100   | 72,363           | 33.5            | 128   | 90,668           | 42.0            | 85    |  |  |
| Male: Pair                           | 69,185              | 32.1            | 123   | 20,406           | 9.5             | 62    | 122,839          | 56.9            | 99    |  |  |
| Mixed Sex: Group                     | 52,901              | 24.5            | 107   | 73,491           | 34.0            | 107   | 86,037           | 39.9            | 91    |  |  |
| Mixed Sex: Pair                      | 60,440              | 28.0            | 119   | 81,337           | 37.7            | 116   | 70,652           | 32.7            | 77    |  |  |
| With Children                        | 75,292              | 34.9            | 121   | 32,249           | 14.9            | 89    | 104,889          | 48.6            | 92    |  |  |
| Unknown                              | 51,690              | 23.9            | 73    | 26,527           | 12.3            | 69    | 134,212          | 62.2            | 130   |  |  |
| <b>For Eating:</b>                   |                     |                 |       |                  |                 |       |                  |                 |       |  |  |
| Upmarket                             | 46,973              | 21.8            | 71    | 56,324           | 26.1            | 125   | 109,132          | 50.6            | 107   |  |  |
| Midmarket                            | 65,764              | 30.5            | 89    | 9,799            | 4.5             | 50    | 136,867          | 63.4            | 115   |  |  |
| Downmarket                           | 74,635              | 34.6            | 156   | 96,869           | 44.9            | 129   | 40,925           | 19.0            | 46    |  |  |
| <b>For Drinking (monthly spend):</b> |                     |                 |       |                  |                 |       |                  |                 |       |  |  |
| Nothing                              | 90,781              | 42.1            | 139   | 60,688           | 28.1            | 119   | 60,960           | 28.2            | 63    |  |  |
| Low (less than £10)                  | 61,740              | 28.6            | 96    | 51,814           | 24.0            | 102   | 98,874           | 45.8            | 101   |  |  |
| Medium (Between £10 and £40)         | 64,095              | 29.7            | 97    | 40,110           | 18.6            | 104   | 108,224          | 50.1            | 100   |  |  |
| High (Greater than £40)              | 50,707              | 23.5            | 91    | 59,383           | 27.5            | 134   | 102,339          | 47.4            | 91    |  |  |

## 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     | Cowie Tavern, FK 7 7BL                 | Star Pubs & Bars           | 0.0                          | 0.1                           |
| 2     | Plean Tavern, FK 7 8BS                 | Independent Free           | 29.3                         | 3.2                           |
| 3     | Clansman, FK 7 8BU                     | Independent Free           | 30.8                         | 3.4                           |
| 4     | Fallin Bar, FK 7 7HT                   | Independent Free           | 40.4                         | 5.6                           |
| 5     | Corbie Wood Trotting Stadium, FK 7 8AB | Independent Free           | 46.2                         | 5.0                           |
| 6     | Tartan Arms, FK 7 8LX                  | Independent Free           | 50.4                         | 5.7                           |
| 7     | Pirnhall Inn, FK 7 8EX                 | Whitbread                  | 63.1                         | 6.5                           |
| 8     | Frames & Hillbillies, FK 7 7LN         | Independent Free           | 68.0                         | 7.7                           |
| 9     | Linden Inn, FK 7 7PX                   | Greene King                | 69.7                         | 8.5                           |
| 10    | Borestone Bar, FK 7 0BP                | Unknown                    | 71.3                         | 9.4                           |
| 11    | 1314 Inn, FK 7 0LJ                     | Star Pubs & Bars           | 73.3                         | 8.5                           |
| 12    | Anchor Bar, FK 7 0PA                   | Star Pubs & Bars           | 73.3                         | 9.4                           |
| 13    | Springkerse View, FK 7 7XH             | Greene King                | 74.4                         | 8.2                           |
| 14    | Falcon Bar, FK 7 9BQ                   | Independent Free           | 74.4                         | 9.7                           |
| 15    | Holly Bank, FK 7 0PH                   | Independent Free           | 77.3                         | 9.2                           |
| 16    | Scots Wha Hae, FK 7 9AW                | Star Pubs & Bars           | 77.5                         | 10.3                          |
| 17    | Beefeater, FK 8 1QZ                    | Whitbread                  | 85.3                         | 10.3                          |
| 18    | Zaks Kitchen, FK 8 1QZ                 | Independent Free           | 85.3                         | 10.3                          |
| 19    | Torbrex Inn, FK 7 9HD                  | *Other Small Retail Groups | 86.8                         | 11.8                          |
| 20    | Outside Inn, FK 5 4EG                  | Mitchells & Butlers        | 88.1                         | 12.3                          |