

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

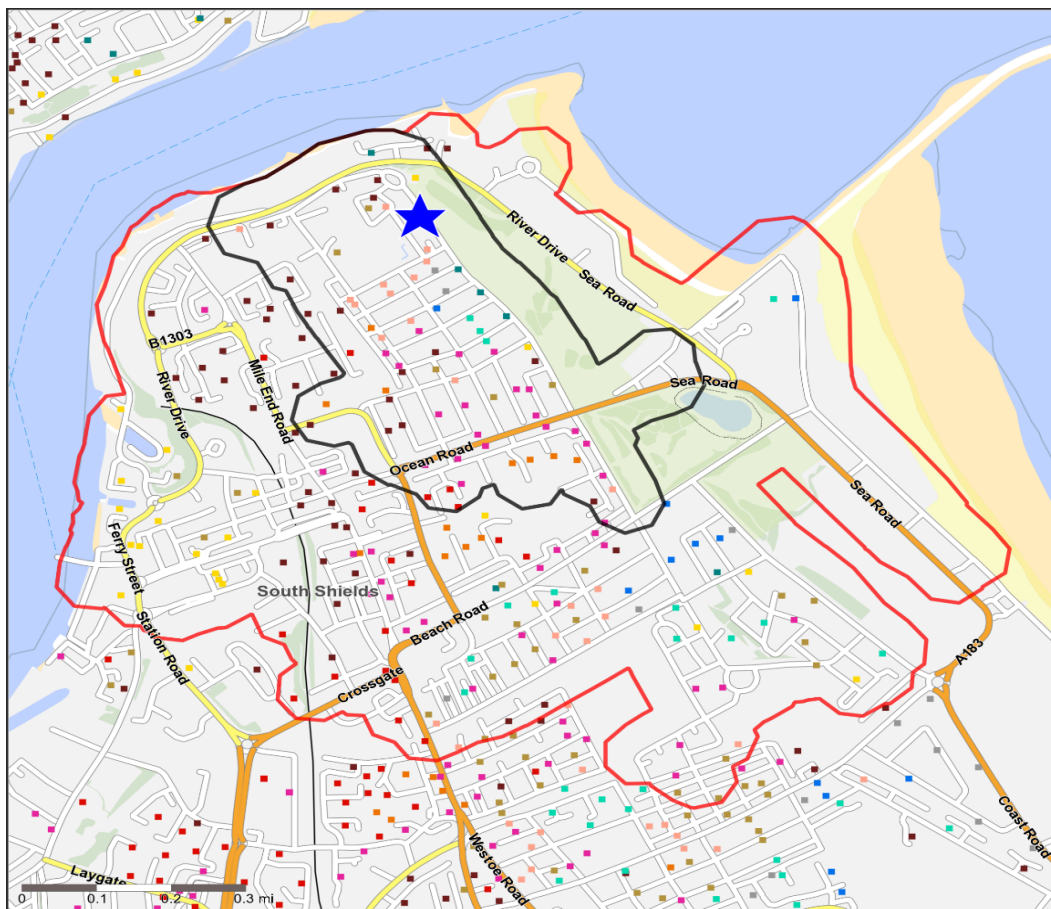
|  |       |       |         |
|--|-------|-------|---------|
| Number of Pubs                               | 6     | 30    | 204     |
| Catchment Adults 18+                         | 2,658 | 7,087 | 240,566 |
| Catchment Adults 18+ Per Pub                 | 443   | 236   | 1,179   |
| Populaton Projection 2018 to 2028 (% change) | 4.55% | 3.30% | 2.31%   |

|      |                      | 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      | 2,448              | 92.1            | 178   | 1    | Community Pub        | 6,309              | 89.0            | 172   | 1    | High Street Pub      | 218,515             | 90.8            | 175   |
| 2    | Community Pub        | 2,419              | 91.0            | 195   | 2    | High Street Pub      | 6,257              | 88.3            | 189   | 2    | Community Pub        | 198,962             | 82.7            | 177   |
| 3    | Circuit Bar          | 329                | 12.4            | 20    | 3    | Circuit Bar          | 1,581              | 22.3            | 35    | 3    | Premium Local        | 67,744              | 28.2            | 45    |
| 4    | Premium Local        | 302                | 11.4            | 88    | 4    | Premium Local        | 1,331              | 18.8            | 145   | 4    | Great Pub Great Food | 41,524              | 17.3            | 133   |
| 5    | Bit of Style         | 290                | 10.9            | 27    | 5    | Bit of Style         | 1,041              | 14.7            | 36    | 5    | Circuit Bar          | 30,996              | 12.9            | 32    |
| 6    | Great Pub Great Food | 204                | 7.7             | 29    | 6    | Great Pub Great Food | 817                | 11.5            | 43    | 6    | Bit of Style         | 27,309              | 11.4            | 42    |
| 7    | Craft Led            | 129                | 4.9             | 47    | 7    | Craft Led            | 682                | 9.6             | 93    | 7    | Craft Led            | 17,900              | 7.4             | 72    |

| 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           | 176                    | 6.6             | 75    | 528                    | 7.5             | 84    | 12,760                 | 5.3             | 60    |
| C1           | 328                    | 12.3            | 101   | 998                    | 14.1            | 115   | 28,589                 | 11.9            | 97    |
| C2           | 231                    | 8.7             | 105   | 683                    | 9.6             | 117   | 22,652                 | 9.4             | 114   |
| DE           | 402                    | 15.1            | 147   | 1,034                  | 14.6            | 142   | 35,442                 | 14.7            | 143   |

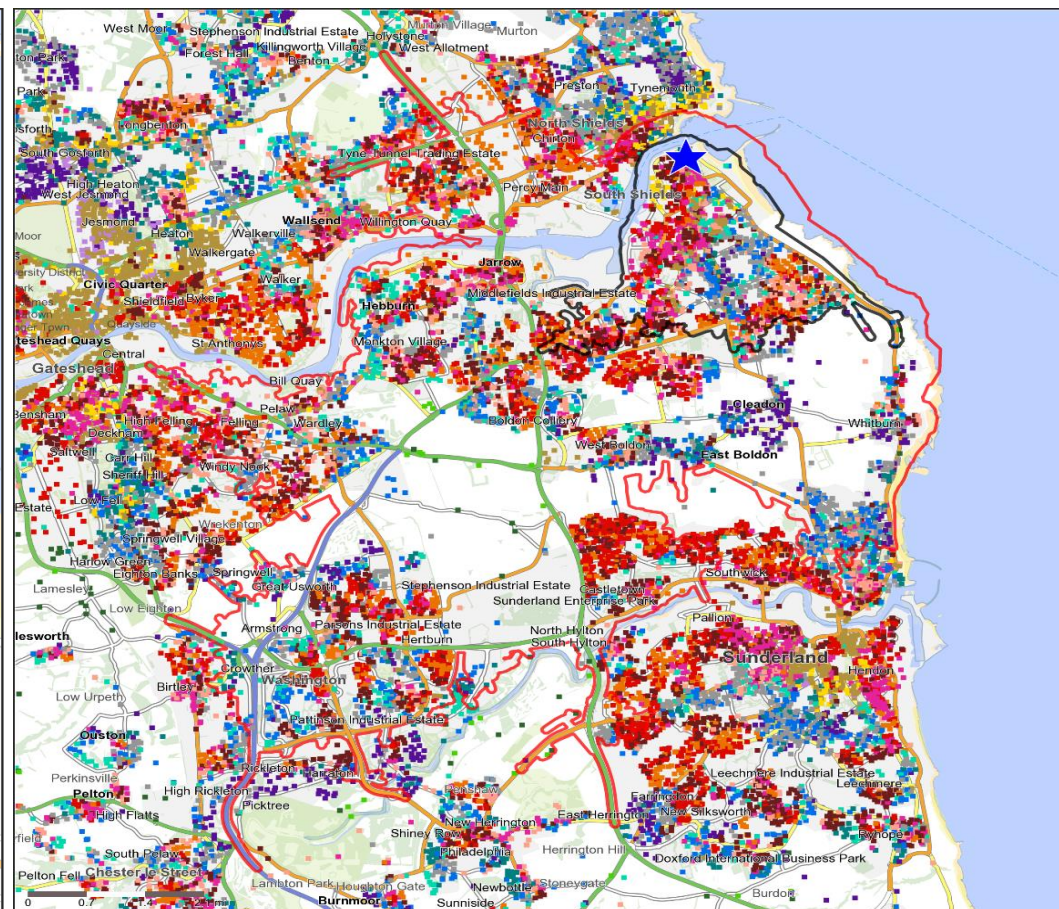
| Affluence (Bands) | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
|                   | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 1,679                  | 63.2            | 190   | 4,287                  | 60.5            | 182   | 160,354                | 66.7            | 201   |
| Medium (7-13)     | 773                    | 29.1            | 88    | 2,222                  | 31.4            | 95    | 57,774                 | 24.0            | 72    |
| High (14-19)      | 131                    | 4.9             | 17    | 322                    | 4.5             | 16    | 14,497                 | 6.0             | 21    |

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<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                       | 0                       | 0                       |
| A03                 | Penthouse Chic        | 0                       | 0                       | 0                       | 0                       |
| A04                 | Metro High-Flyers     | 0                       | 0                       | 0                       | 0                       |
| B05                 | Premium Fortunes      | 0                       | 0                       | 7                       | 484                     |
| B06                 | Diamond Days          | 0                       | 0                       | 20                      | 1,038                   |
| B07                 | Alpha Families        | 0                       | 0                       | 0                       | 731                     |
| B08                 | Bank of Mum and Dad   | 0                       | 0                       | 295                     | 1,203                   |
| B09                 | Empty-Nest Adventure  | 0                       | 0                       | 426                     | 3,532                   |
| C10                 | Wealthy Landowners    | 0                       | 0                       | 0                       | 39                      |
| C11                 | Rural Vogue           | 0                       | 0                       | 0                       | 15                      |
| C12                 | Scattered Homesteads  | 0                       | 0                       | 0                       | 2                       |
| C13                 | Village Retirement    | 0                       | 0                       | 0                       | 13                      |
| D14                 | Satellite Settlers    | 0                       | 0                       | 0                       | 119                     |
| D15                 | Local Focus           | 0                       | 0                       | 5                       | 5                       |
| D16                 | Outlying Seniors      | 0                       | 0                       | 0                       | 15                      |
| D17                 | Far-Flung Outposts    | 0                       | 0                       | 0                       | 0                       |
| E18                 | Legacy Elders         | 0                       | 20                      | 975                     | 3,479                   |
| E19                 | Bungalow Heaven       | 0                       | 0                       | 1,356                   | 5,460                   |
| E20                 | Classic Grandparents  | 0                       | 0                       | 1,936                   | 10,563                  |
| E21                 | Solo Retirees         | 101                     | 170                     | 806                     | 3,805                   |
| F22                 | Boomerang Boarders    | 0                       | 124                     | 1,896                   | 8,505                   |
| F23                 | Family Ties           | 0                       | 47                      | 263                     | 1,314                   |
| F24                 | Fledgling Free        | 0                       | 0                       | 718                     | 6,190                   |
| F25                 | Dependable Me         | 13                      | 103                     | 692                     | 6,019                   |
| G26                 | Cafés and Catchments  | 0                       | 0                       | 0                       | 9                       |
| G27                 | Thriving Independence | 148                     | 184                     | 425                     | 1,255                   |
| G28                 | Modern Parents        | 0                       | 0                       | 260                     | 2,269                   |
| G29                 | Mid-Career Convention | 0                       | 0                       | 455                     | 3,226                   |
| H30                 | Primary Ambitions     | 56                      | 260                     | 544                     | 2,309                   |
| H31                 | Affordable Fringe     | 0                       | 0                       | 908                     | 6,466                   |
| H32                 | First-Rung Futures    | 50                      | 199                     | 1,546                   | 6,100                   |
| H33                 | Contemporary Starts   | 0                       | 112                     | 447                     | 2,630                   |
| H34                 | New Foundations       | 0                       | 0                       | 87                      | 668                     |
| H35                 | Flying Solo           | 0                       | 0                       | 44                      | 238                     |

|                     |                        | 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                       | 270                     | 866                     |
| I37                 | Budget Generations     | 0                       | 0                       | 594                     | 5,917                   |
| I38                 | Economical Families    | 0                       | 2                       | 275                     | 4,198                   |
| I39                 | Families on a Budget   | 318                     | 495                     | 2,937                   | 17,424                  |
| J40                 | Value Rentals          | 1                       | 22                      | 1,447                   | 7,763                   |
| J41                 | Youthful Endeavours    | 0                       | 32                      | 1,210                   | 3,581                   |
| J42                 | Midlife Renters        | 459                     | 846                     | 1,767                   | 4,189                   |
| J43                 | Renting Rooms          | 238                     | 383                     | 2,789                   | 6,126                   |
| K44                 | Inner City Stalwarts   | 1                       | 3                       | 3                       | 4                       |
| K45                 | City Diversity         | 0                       | 0                       | 0                       | 0                       |
| K46                 | High Rise Residents    | 0                       | 0                       | 0                       | 532                     |
| K47                 | Single Essentials      | 44                      | 219                     | 2,927                   | 10,719                  |
| K48                 | Mature Workers         | 48                      | 57                      | 2,356                   | 26,719                  |
| L49                 | Flatlet Seniors        | 175                     | 667                     | 1,808                   | 5,446                   |
| L50                 | Pocket Pensions        | 0                       | 68                      | 1,930                   | 10,131                  |
| L51                 | Retirement Communities | 133                     | 134                     | 568                     | 1,301                   |
| L52                 | Estate Veterans        | 47                      | 258                     | 2,540                   | 21,317                  |
| L53                 | Seasoned Survivors     | 216                     | 318                     | 1,735                   | 5,900                   |
| M54                 | Down-to-Earth Owners   | 0                       | 18                      | 1,628                   | 9,442                   |
| M55                 | Back with the Folks    | 243                     | 268                     | 1,583                   | 4,768                   |
| M56                 | Self Supporters        | 113                     | 295                     | 2,006                   | 7,230                   |
| N57                 | Community Elders       | 0                       | 0                       | 0                       | 0                       |
| N58                 | Culture & Comfort      | 0                       | 0                       | 0                       | 0                       |
| N59                 | Large Family Living    | 0                       | 16                      | 16                      | 16                      |
| N60                 | Ageing Access          | 20                      | 519                     | 585                     | 1,199                   |
| O61                 | Career Builders        | 0                       | 229                     | 270                     | 640                     |
| O62                 | Central Pulse          | 0                       | 0                       | 0                       | 155                     |
| O63                 | Flexible Workforce     | 35                      | 35                      | 35                      | 36                      |
| O64                 | Bus-Route Renters      | 200                     | 984                     | 4,109                   | 6,857                   |
| O65                 | Learners & Earners     | 0                       | 0                       | 3                       | 11                      |
| O66                 | Student Scene          | 0                       | 0                       | 0                       | 0                       |
| U99                 | Unclassified           | 0                       | 0                       | 207                     | 378                     |
| <b>Total</b>        |                        | <b>2,659</b>            | <b>7,087</b>            | <b>49,709</b>           | <b>240,566</b>          |



## 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. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 3. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 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. I39 Families on a Budget

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



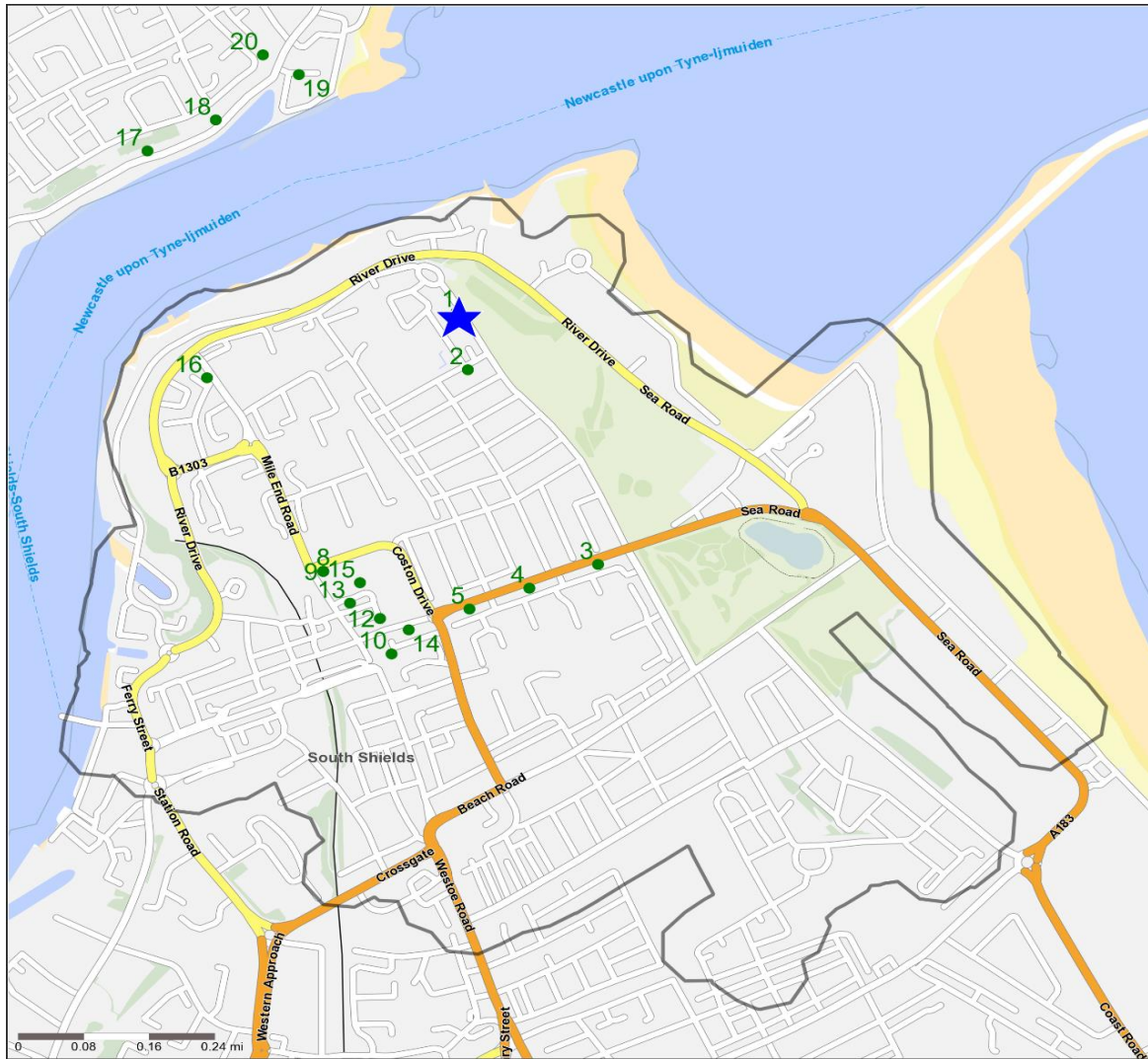
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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         | 3,437              | 48.5            | 160   | 612              | 8.6             | 53    | 3,037            | 42.9            | 82    |  |  |
| Male: Alone                          | 4,215              | 59.5            | 200   | 1,149            | 16.2            | 104   | 1,723            | 24.3            | 46    |  |  |
| Male: Group                          | 3,418              | 48.2            | 211   | 1,443            | 20.4            | 78    | 2,226            | 31.4            | 63    |  |  |
| Male: Pair                           | 4,187              | 59.1            | 227   | 1,471            | 20.8            | 136   | 1,429            | 20.2            | 35    |  |  |
| Mixed Sex: Group                     | 3,069              | 43.3            | 189   | 1,449            | 20.4            | 64    | 2,568            | 36.2            | 83    |  |  |
| Mixed Sex: Pair                      | 2,268              | 32.0            | 136   | 2,930            | 41.3            | 127   | 1,888            | 26.6            | 62    |  |  |
| With Children                        | 3,722              | 52.5            | 182   | 959              | 13.5            | 80    | 2,406            | 33.9            | 64    |  |  |
| Unknown                              | 776                | 10.9            | 33    | 2,920            | 41.2            | 230   | 3,390            | 47.8            | 100   |  |  |
| <b>For Eating:</b>                   |                    |                 |       |                  |                 |       |                  |                 |       |  |  |
| Upmarket                             | 2,593              | 36.6            | 119   | 1,691            | 23.9            | 115   | 2,803            | 39.6            | 84    |  |  |
| Midmarket                            | 3,956              | 55.8            | 163   | 527              | 7.4             | 82    | 2,604            | 36.7            | 66    |  |  |
| Downmarket                           | 1,863              | 26.3            | 118   | 3,527            | 49.8            | 143   | 1,696            | 23.9            | 58    |  |  |
| <b>For Drinking (monthly spend):</b> |                    |                 |       |                  |                 |       |                  |                 |       |  |  |
| Nothing                              | 1,517              | 21.4            | 71    | 1,945            | 27.4            | 116   | 3,625            | 51.1            | 114   |  |  |
| Low (less than £10)                  | 1,218              | 17.2            | 58    | 1,953            | 27.6            | 117   | 3,917            | 55.3            | 122   |  |  |
| Medium (Between £10 and £40)         | 1,218              | 17.2            | 56    | 1,271            | 17.9            | 101   | 4,598            | 64.9            | 129   |  |  |
| High (Greater than £40)              | 1,481              | 20.9            | 81    | 1,248            | 17.6            | 86    | 4,357            | 61.5            | 118   |  |  |

| 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         | 59,325              | 24.7            | 81    | 20,870           | 8.7             | 53    | 159,993          | 66.5            | 128   |  |  |
| Male: Alone                          | 77,762              | 32.3            | 109   | 43,828           | 18.2            | 117   | 118,598          | 49.3            | 92    |  |  |
| Male: Group                          | 82,930              | 34.5            | 151   | 61,608           | 25.6            | 98    | 95,651           | 39.8            | 80    |  |  |
| Male: Pair                           | 82,967              | 34.5            | 132   | 40,047           | 16.6            | 109   | 117,175          | 48.7            | 85    |  |  |
| Mixed Sex: Group                     | 53,176              | 22.1            | 97    | 45,310           | 18.8            | 59    | 141,702          | 58.9            | 134   |  |  |
| Mixed Sex: Pair                      | 55,562              | 23.1            | 98    | 77,537           | 32.2            | 99    | 107,090          | 44.5            | 104   |  |  |
| With Children                        | 69,768              | 29.0            | 100   | 40,217           | 16.7            | 99    | 130,203          | 54.1            | 102   |  |  |
| Unknown                              | 43,248              | 18.0            | 55    | 30,975           | 12.9            | 72    | 165,965          | 69.0            | 144   |  |  |
| <b>For Eating:</b>                   |                     |                 |       |                  |                 |       |                  |                 |       |  |  |
| Upmarket                             | 45,499              | 18.9            | 62    | 42,369           | 17.6            | 85    | 152,320          | 63.3            | 134   |  |  |
| Midmarket                            | 66,470              | 27.6            | 80    | 22,109           | 9.2             | 102   | 151,609          | 63.0            | 114   |  |  |
| Downmarket                           | 99,278              | 41.3            | 186   | 83,587           | 34.7            | 100   | 57,323           | 23.8            | 57    |  |  |
| <b>For Drinking (monthly spend):</b> |                     |                 |       |                  |                 |       |                  |                 |       |  |  |
| Nothing                              | 94,214              | 39.2            | 129   | 62,715           | 26.1            | 110   | 83,259           | 34.6            | 77    |  |  |
| Low (less than £10)                  | 52,333              | 21.8            | 73    | 43,386           | 18.0            | 77    | 144,470          | 60.1            | 132   |  |  |
| Medium (Between £10 and £40)         | 52,969              | 22.0            | 72    | 28,683           | 11.9            | 67    | 158,537          | 65.9            | 131   |  |  |
| High (Greater than £40)              | 32,400              | 13.5            | 52    | 65,917           | 27.4            | 134   | 141,871          | 59.0            | 113   |  |  |

## 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     | Harbour Lights, NE33 2AJ           | Star Pubs & Bars      | 0.0                          | 0.1                           |
| 2     | Look Out Inn, NE33 2AR             | Trust Inns            | 1.8                          | 0.7                           |
| 3     | Marine, NE33 2JQ                   | Independent Free      | 7.9                          | 2.0                           |
| 4     | Pier Hotel, NE33 2JF               | Punch Pub Company     | 8.5                          | 1.9                           |
| 5     | Can Can Bar, NE33 2JD              | Independent Free      | 9.7                          | 2.0                           |
| 6     | Hogarth's, NE33 1TA                | Amber Taverns         | 10.6                         | 2.2                           |
| 7     | Life Of Riley, NE33 1TA            | Actual Leisure        | 10.6                         | 2.2                           |
| 8     | Scotia Inn, NE33 1TA               | Punch Pub Company     | 10.6                         | 2.2                           |
| 9     | Wouldhave, NE33 1TA                | Wetherspoon           | 10.6                         | 2.2                           |
| 10    | Trocadero's, NE33 2LR              | Camerons              | 12.1                         | 2.3                           |
| 11    | Kirkpatrick's, NE33 2HT            | Stonegate Pub Company | 12.1                         | 2.6                           |
| 12    | Ship & Royal, NE33 2HT             | Unknown               | 12.1                         | 2.6                           |
| 13    | Tinker Smith's, NE33 1TS           | Independent Free      | 12.1                         | 2.7                           |
| 14    | Glitterball, NE33 2HZ              | Drink Group           | 12.4                         | 2.4                           |
| 15    | Clover And Wolf, NE33 2DL          | Independent Free      | 12.7                         | 2.5                           |
| 16    | Beehive Inn, NE33 1TF              | New River Retail      | 16.6                         | 3.3                           |
| 17    | David Kennedy River Cafe, NE30 1HF | Independent Free      | 39.5                         | 21.7                          |
| 18    | Salty Sea Dog, NE30 1HH            | Independent Free      | 40.4                         | 22.0                          |
| 19    | Staith House, NE30 1JA             | Star Pubs & Bars      | 43.2                         | 22.5                          |
| 20    | How Do You Do, NE30 1JS            | Independent Free      | 45.0                         | 22.4                          |