

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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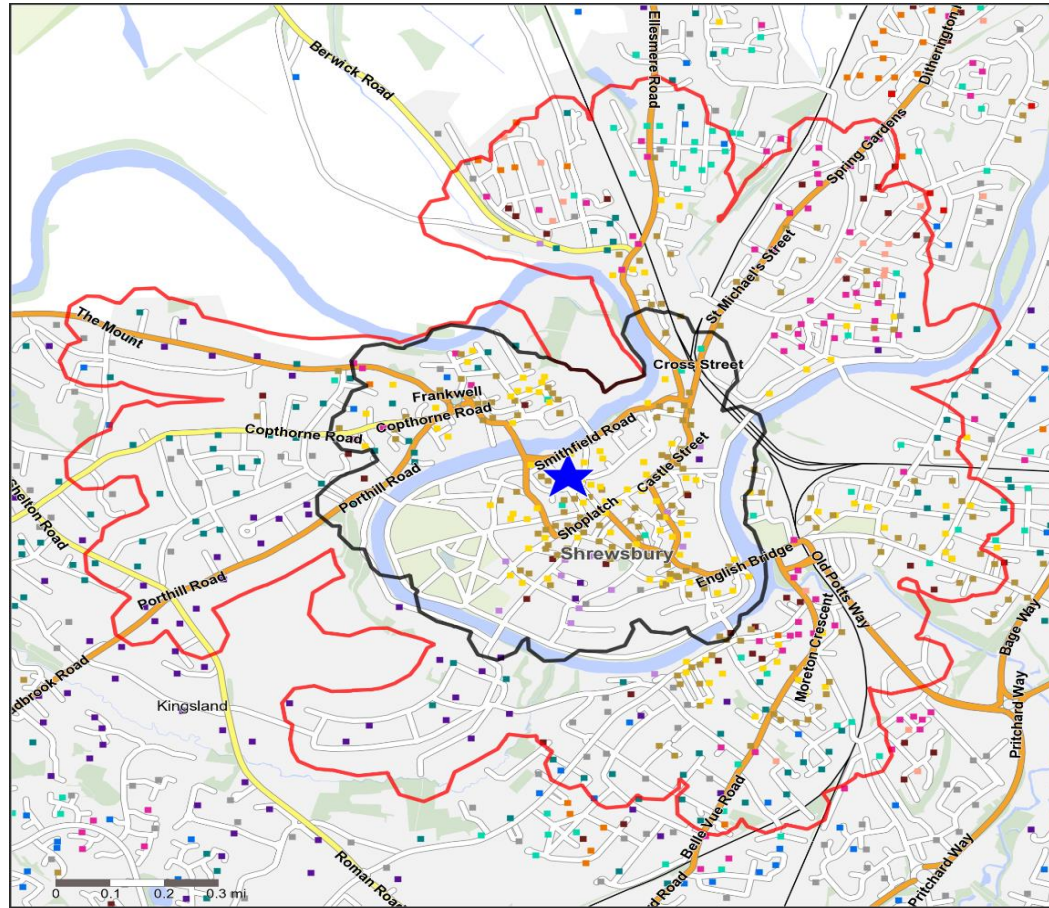
Number of Pubs	47	66	145
Catchment Adults 18+	3,559	14,197	94,183
Catchment Adults 18+ Per Pub	76	215	650
Populaton Projection 2018 to 2028 (% change)	5.99%	4.96%	4.32%

		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	3,150	88.5	171	1	High Street Pub	12,463	87.8	169	1	High Street Pub	58,597	62.2	120
2	Community Pub	2,694	75.7	162	2	Community Pub	9,981	70.3	151	2	Premium Local	56,181	59.7	128
3	Circuit Bar	1,318	37.0	59	3	Premium Local	5,700	40.1	64	3	Community Pub	50,490	53.6	85
4	Bit of Style	961	27.0	209	4	Great Pub Great Food	5,080	35.8	277	4	Great Pub Great Food	46,479	49.3	382
5	Premium Local	725	20.4	50	5	Bit of Style	4,656	32.8	81	5	Bit of Style	16,927	18.0	45
6	Great Pub Great Food	665	18.7	70	6	Circuit Bar	3,451	24.3	91	6	Circuit Bar	10,427	11.1	41
7	Craft Led	569	16.0	155	7	Craft Led	1,996	14.1	136	7	Craft Led	5,730	6.1	59

	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	526	14.8	167	1,879	13.2	150	8,582	9.1	103
C1	591	16.6	135	2,000	14.1	115	10,751	11.4	93
C2	293	8.2	100	1,192	8.4	102	8,413	8.9	108
DE	317	8.9	87	1,312	9.2	90	8,009	8.5	83

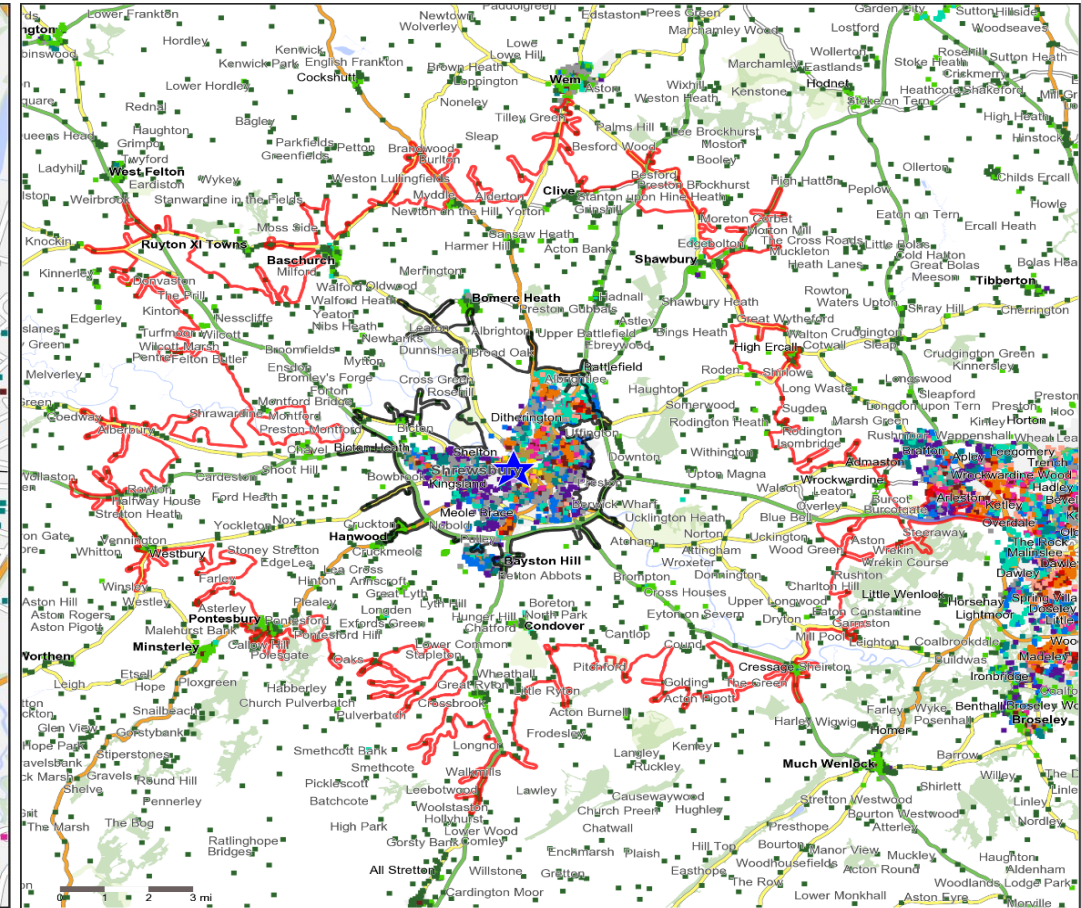
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,169	32.8	99	4,847	34.1	103	25,907	27.5	83
Medium (7-13)	1,023	28.7	87	5,009	35.3	106	37,018	39.3	119
High (14-19)	530	14.9	52	2,502	17.6	62	23,123	24.6	86

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

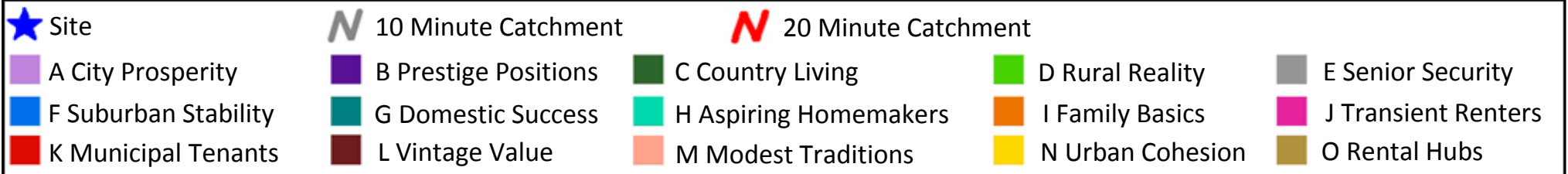


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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		9	9	9	9
A02	Uptown Elite		126	162	162	162
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		9	9	9	9
B05	Premium Fortunes		22	322	407	407
B06	Diamond Days		61	236	892	922
B07	Alpha Families		0	16	460	564
B08	Bank of Mum and Dad		0	147	1,239	1,410
B09	Empty-Nest Adventure		0	34	1,994	2,638
C10	Wealthy Landowners		0	0	145	3,110
C11	Rural Vogue		0	0	266	4,346
C12	Scattered Homesteads		0	0	88	3,526
C13	Village Retirement		0	0	473	5,160
D14	Satellite Settlers		0	0	413	3,737
D15	Local Focus		0	0	210	2,258
D16	Outlying Seniors		0	0	140	2,019
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		56	527	3,000	3,117
E19	Bungalow Heaven		0	94	2,289	3,290
E20	Classic Grandparents		0	48	2,252	2,524
E21	Solo Retirees		5	107	1,764	1,962
F22	Boomerang Boarders		3	84	1,762	3,138
F23	Family Ties		0	39	1,019	1,319
F24	Fledgling Free		0	0	799	1,332
F25	Dependable Me		12	146	2,459	3,018
G26	Cafés and Catchments		0	278	495	495
G27	Thriving Independence		198	1,502	2,989	3,021
G28	Modern Parents		0	25	665	722
G29	Mid-Career Convention		0	116	2,302	3,188
H30	Primary Ambitions		2	302	1,094	1,182
H31	Affordable Fringe		0	0	2,552	2,610
H32	First-Rung Futures		0	159	2,062	2,481
H33	Contemporary Starts		0	20	814	1,468
H34	New Foundations		48	279	682	1,154
H35	Flying Solo		4	91	485	589

			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		41	207	1,767	1,812
I37	Budget Generations		0	55	1,449	1,512
I38	Economical Families		0	0	162	248
I39	Families on a Budget		0	0	1,762	1,794
J40	Value Rentals		0	6	195	388
J41	Youthful Endeavours		0	147	374	394
J42	Midlife Renters		101	1,168	3,282	3,739
J43	Renting Rooms		0	329	379	430
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		0	48	486	601
K48	Mature Workers		0	0	624	728
L49	Flatlet Seniors		0	30	141	174
L50	Pocket Pensions		46	179	1,057	1,613
L51	Retirement Communities		169	628	902	902
L52	Estate Veterans		0	187	2,183	2,233
L53	Seasoned Survivors		0	16	143	143
M54	Down-to-Earth Owners		0	13	297	297
M55	Back with the Folks		0	193	1,020	1,105
M56	Self Supporters		0	149	920	1,036
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		1,201	1,914	2,210	2,210
O61	Career Builders		179	1,312	1,639	1,673
O62	Central Pulse		242	242	242	242
O63	Flexible Workforce		129	129	129	129
O64	Bus-Route Renters		880	2,322	3,272	3,354
O65	Learners & Earners		15	15	15	15
O66	Student Scene		0	0	0	0
U99	Unclassified		2	158	161	522
Total			3,560	14,199	61,202	94,181

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. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitants 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

3. J42 Midlife Renters

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



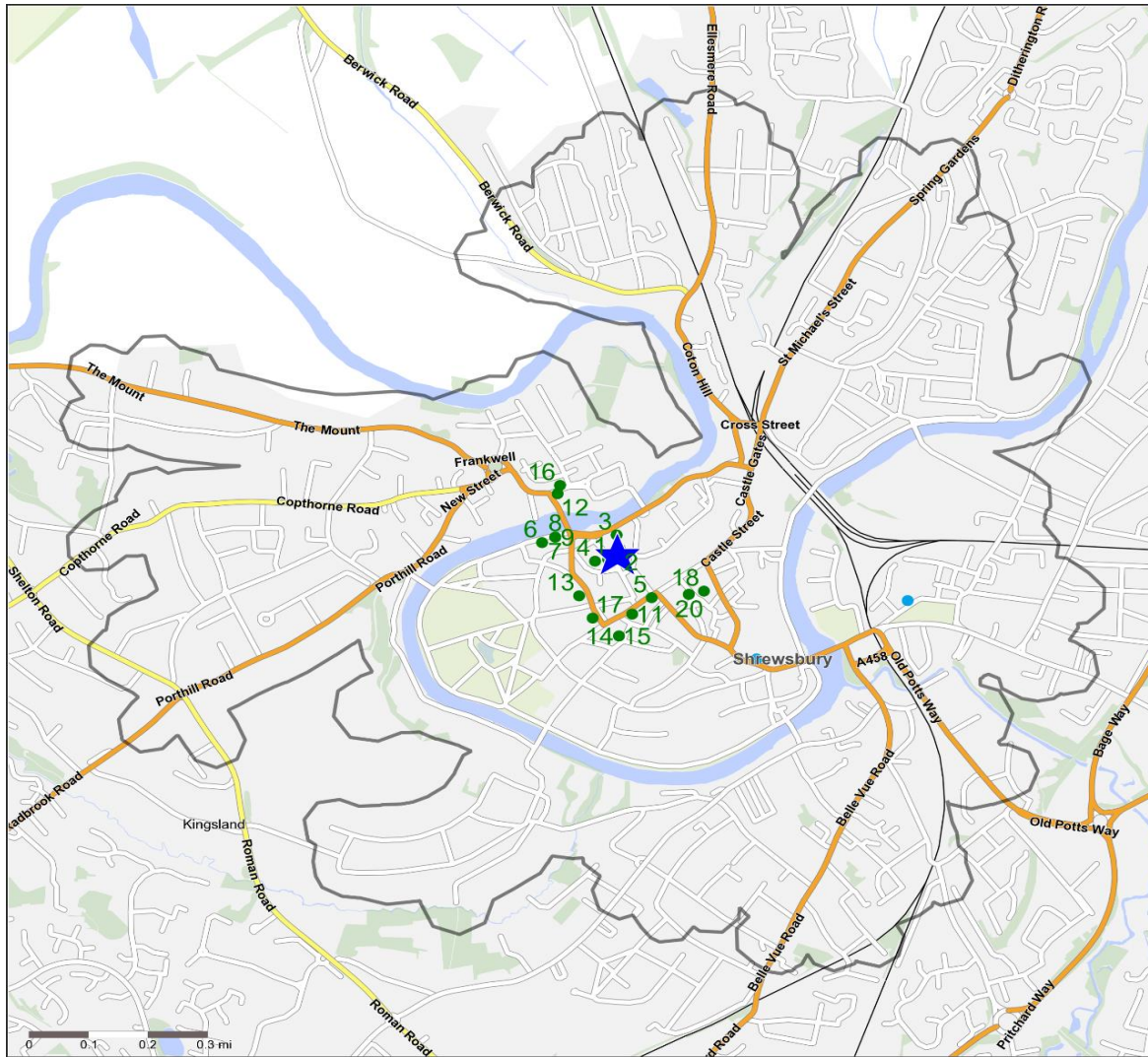
- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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	7,103	50.0	165		1,928	13.6	83		5,009	35.3	68	
Male: Alone	7,261	51.1	172		3,171	22.3	143		3,607	25.4	48	
Male: Group	6,627	46.7	204		1,454	10.2	39		5,958	42.0	85	
Male: Pair	7,339	51.7	198		1,195	8.4	55		5,506	38.8	68	
Mixed Sex: Group	6,833	48.1	211		1,345	9.5	30		5,861	41.3	94	
Mixed Sex: Pair	4,453	31.4	134		4,854	34.2	105		4,732	33.3	78	
With Children	5,052	35.6	123		863	6.1	36		8,125	57.2	108	
Unknown	1,520	10.7	33		5,399	38.0	212		7,120	50.2	105	
For Eating:												
Upmarket	7,267	51.2	167		3,888	27.4	132		2,884	20.3	43	
Midmarket	8,582	60.4	176		616	4.3	48		4,841	34.1	62	
Downmarket	3,217	22.7	102		4,453	31.4	90		6,370	44.9	108	
For Drinking (monthly spend):												
Nothing	3,050	21.5	71		3,518	24.8	105		7,471	52.6	117	
Low (less than £10)	3,632	25.6	86		3,964	27.9	119		6,443	45.4	100	
Medium (Between £10 and £40)	4,220	29.7	97		3,801	26.8	150		6,019	42.4	84	
High (Greater than £40)	4,948	34.9	135		4,510	31.8	155		4,581	32.3	62	

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	22,594	24.0	79	14,606	15.5	95	56,461	59.9	115
Male: Alone	27,601	29.3	98	11,550	12.3	79	54,510	57.9	109
Male: Group	24,322	25.8	113	22,498	23.9	91	46,841	49.7	100
Male: Pair	23,545	25.0	96	10,480	11.1	73	59,635	63.3	110
Mixed Sex: Group	19,366	20.6	90	30,311	32.2	101	43,983	46.7	106
Mixed Sex: Pair	28,615	30.4	130	30,962	32.9	101	34,083	36.2	85
With Children	20,335	21.6	75	12,996	13.8	82	60,329	64.1	121
Unknown	19,881	21.1	64	16,587	17.6	98	57,192	60.7	127
For Eating:									
Upmarket	25,647	27.2	89	13,236	14.1	68	54,778	58.2	123
Midmarket	23,189	24.6	72	4,760	5.1	56	65,711	69.8	126
Downmarket	22,381	23.8	107	30,116	32.0	92	41,163	43.7	105
For Drinking (monthly spend):									
Nothing	28,499	30.3	100	25,672	27.3	115	39,489	41.9	94
Low (less than £10)	33,823	35.9	120	29,467	31.3	133	30,370	32.2	71
Medium (Between £10 and £40)	25,810	27.4	90	19,403	20.6	116	48,448	51.4	102
High (Greater than £40)	17,969	19.1	74	19,217	20.4	99	56,474	60.0	115

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	Shrewsbury Hotel, SY 1 1PU	Wetherspoon	0.0	0.2
2	Kings Head, SY 1 1PP	Star Pubs & Bars	0.6	0.2
3	Salopian Bar, SY 1 1PW	Independent Free	0.6	0.6
4	Blind Tiger, SY 1 1QU	Independent Free	1.2	0.7
5	Chez Sophie, SY 1 1HD	Independent Free	2.4	2.6
6	Montgomerys Tower, SY 1 1RT	Wetherspoon	2.7	0.8
7	Armoury, SY 1 1HH	Restaurant Group	2.7	0.9
8	Bonds, SY 1 1HH	Independent Free	2.7	0.9
9	Romolo, SY 1 1HH	Independent Free	2.7	0.9
10	Ashleys, SY 1 1HF	Independent Free	3.3	1.4
11	Hole In The Wall, SY 1 1HF	Mitchells & Butlers	3.3	1.4
12	Glutton Club, SY 3 8LG	Independent Free	3.6	0.9
13	Rowleys, SY 1 1QJ	Marston's	3.9	0.7
14	Admiral Benbow, SY 1 1NF	Independent Free	3.9	1.6
15	Coach & Horses, SY 1 1NF	Independent Free	3.9	1.6
16	Anchor, SY 3 8JX	Punch Pub Company	4.2	0.9
17	Morgans, SY 1 1HU	Independent Free	4.2	1.1
18	Chambers Restaurant & Bar, SY 1 1UQ	Independent Free	4.5	2.4
19	Bull Inn, SY 1 1UW	Marston's	4.5	2.5
20	Rococo, SY 1 1UW	Independent Free	4.5	2.5