

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

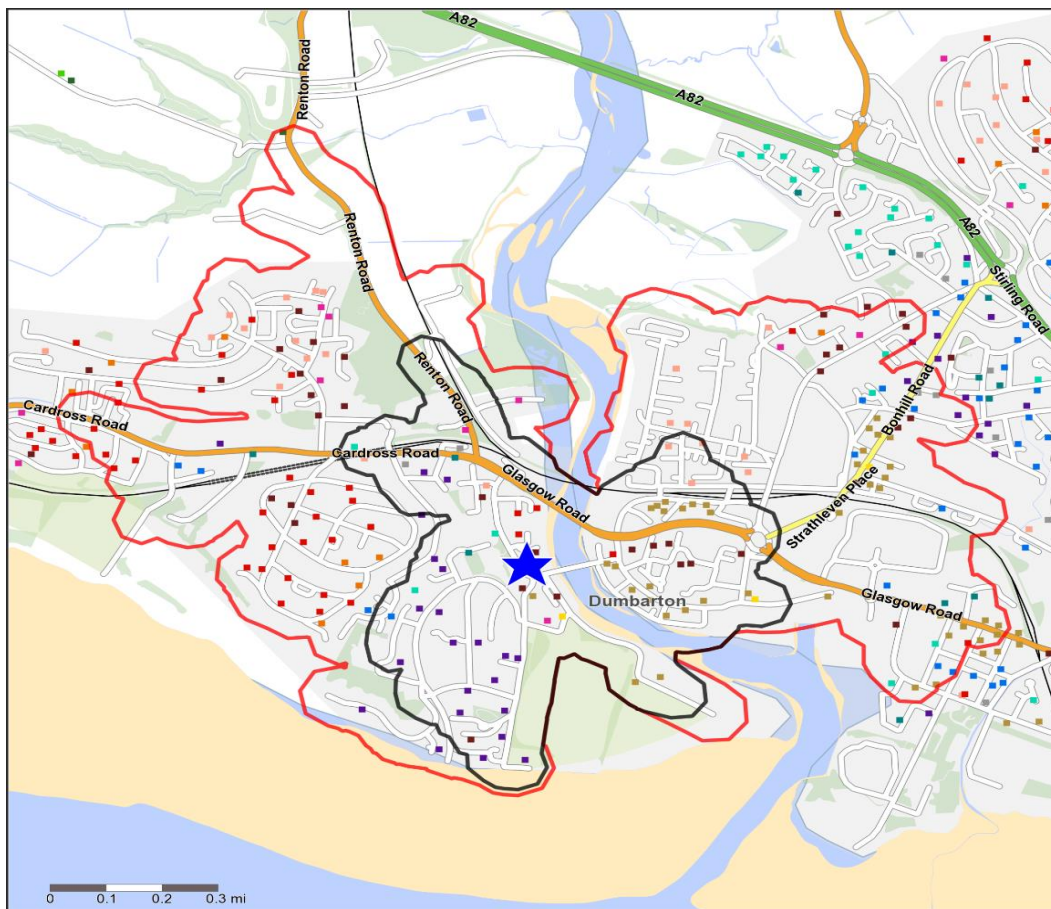
Number of Pubs	8	9	76
Catchment Adults 18+	1,740	5,773	112,304
Catchment Adults 18+ Per Pub	218	641	1,478
Populaton Projection 2018 to 2028 (% change)	-5.85%	-4.10%	-1.24%

Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	1,416	81.4	157	1	Community Pub	4,765	82.5	159	1	High Street Pub	91,049	81.1	157
2	High Street Pub	1,139	65.5	140	2	High Street Pub	4,607	79.8	171	2	Community Pub	78,408	69.8	150
3	Premium Local	528	30.3	48	3	Circuit Bar	2,170	37.6	60	3	Premium Local	53,760	47.9	76
4	Circuit Bar	505	29.0	224	4	Premium Local	1,747	30.3	234	4	Great Pub Great Food	35,231	31.4	243
5	Great Pub Great Food	332	19.1	47	5	Great Pub Great Food	1,017	17.6	44	5	Circuit Bar	24,205	21.6	53
6	Bit of Style	136	7.8	29	6	Craft Led	984	17.0	64	6	Bit of Style	20,503	18.3	68
7	Craft Led	95	5.5	53	7	Bit of Style	733	12.7	123	7	Craft Led	16,952	15.1	147

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	116	6.7	75	322	5.6	63	6,055	5.4	61
C1	263	15.1	123	843	14.6	119	15,814	14.1	115
C2	160	9.2	111	581	10.1	122	10,738	9.6	116
DE	187	10.7	104	902	15.6	152	14,999	13.4	130

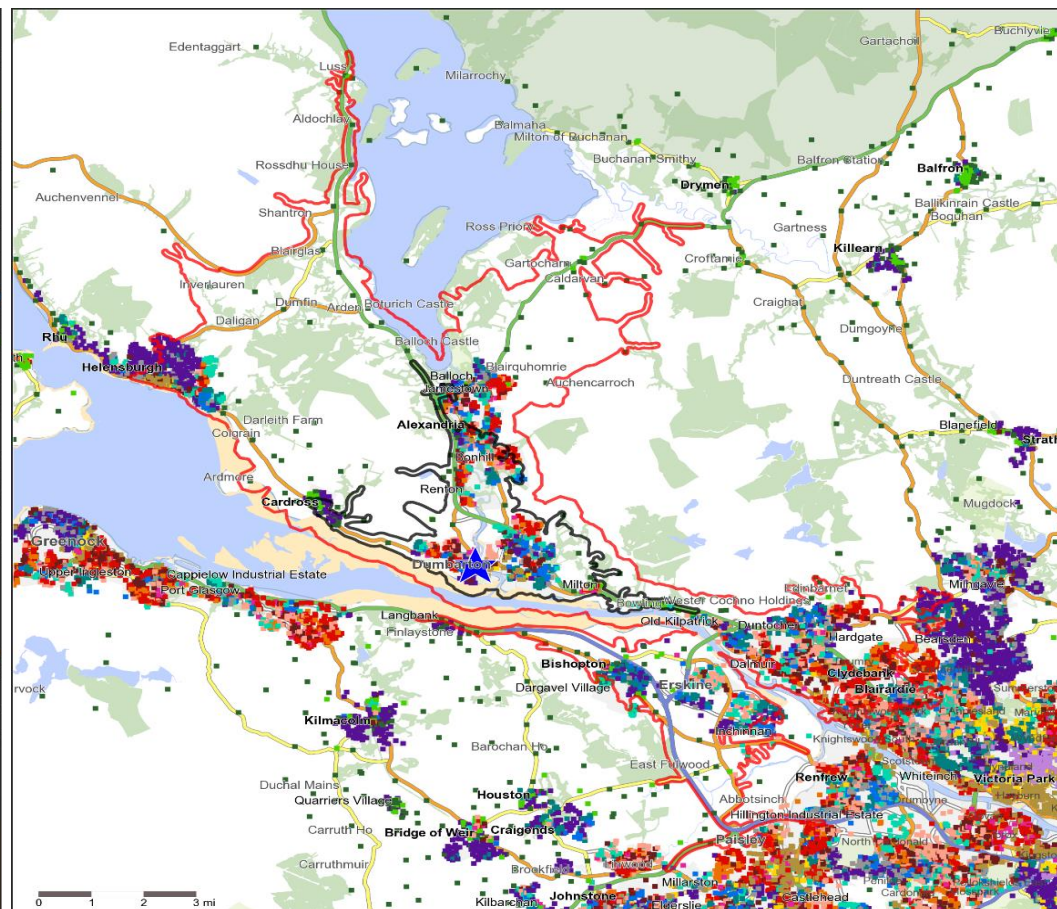
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	858	49.3	149	3,206	55.5	167	53,608	47.7	144
Medium (7-13)	383	22.0	66	1,520	26.3	79	38,528	34.3	103
High (14-19)	285	16.4	58	728	12.6	44	18,294	16.3	57

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	43	95	117	383
B06	Diamond Days	48	66	151	1,256
B07	Alpha Families	66	94	393	1,610
B08	Bank of Mum and Dad	53	152	344	2,459
B09	Empty-Nest Adventure	72	172	685	4,076
C10	Wealthy Landowners	0	1	169	643
C11	Rural Vogue	0	10	30	214
C12	Scattered Homesteads	0	11	49	633
C13	Village Retirement	0	4	325	645
D14	Satellite Settlers	0	1	266	426
D15	Local Focus	0	0	100	514
D16	Outlying Seniors	0	0	338	520
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	6	12	41	1,195
E19	Bungalow Heaven	0	3	197	613
E20	Classic Grandparents	0	0	71	1,059
E21	Solo Retirees	21	25	76	871
F22	Boomerang Boarders	0	36	775	2,489
F23	Family Ties	0	7	596	1,993
F24	Fledgling Free	0	68	1,032	1,575
F25	Dependable Me	106	252	1,092	3,392
G26	Cafés and Catchments	0	0	0	47
G27	Thriving Independence	0	57	75	429
G28	Modern Parents	0	134	1,638	5,853
G29	Mid-Career Convention	39	98	1,267	5,974
H30	Primary Ambitions	0	0	23	999
H31	Affordable Fringe	0	0	1,356	4,319
H32	First-Rung Futures	66	200	838	3,144
H33	Contemporary Starts	4	9	367	1,860
H34	New Foundations	0	0	42	102
H35	Flying Solo	0	50	244	507

		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	0	0	0	664
I37	Budget Generations	0	8	173	642
I38	Economical Families	0	0	216	920
I39	Families on a Budget	0	133	602	4,216
J40	Value Rentals	22	180	1,093	1,583
J41	Youthful Endeavours	20	31	148	212
J42	Midlife Renters	16	16	91	228
J43	Renting Rooms	0	0	0	49
K44	Inner City Stalwarts	0	0	0	2
K45	City Diversity	0	0	0	0
K46	High Rise Residents	231	231	231	2,322
K47	Single Essentials	24	729	3,023	13,295
K48	Mature Workers	0	348	1,805	4,603
L49	Flatlet Seniors	316	496	1,990	5,063
L50	Pocket Pensions	16	16	181	1,172
L51	Retirement Communities	88	146	193	1,155
L52	Estate Veterans	0	225	718	2,922
L53	Seasoned Survivors	1	63	264	1,223
M54	Down-to-Earth Owners	21	262	1,677	8,037
M55	Back with the Folks	0	33	619	5,397
M56	Self Supporters	18	57	715	2,905
N57	Community Elders	0	0	0	21
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	46	84	89	553
O61	Career Builders	5	5	5	5
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	392	1,151	1,705	5,084
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	51	229
Total		1,740	5,771	28,286	112,302

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. 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

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. 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. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



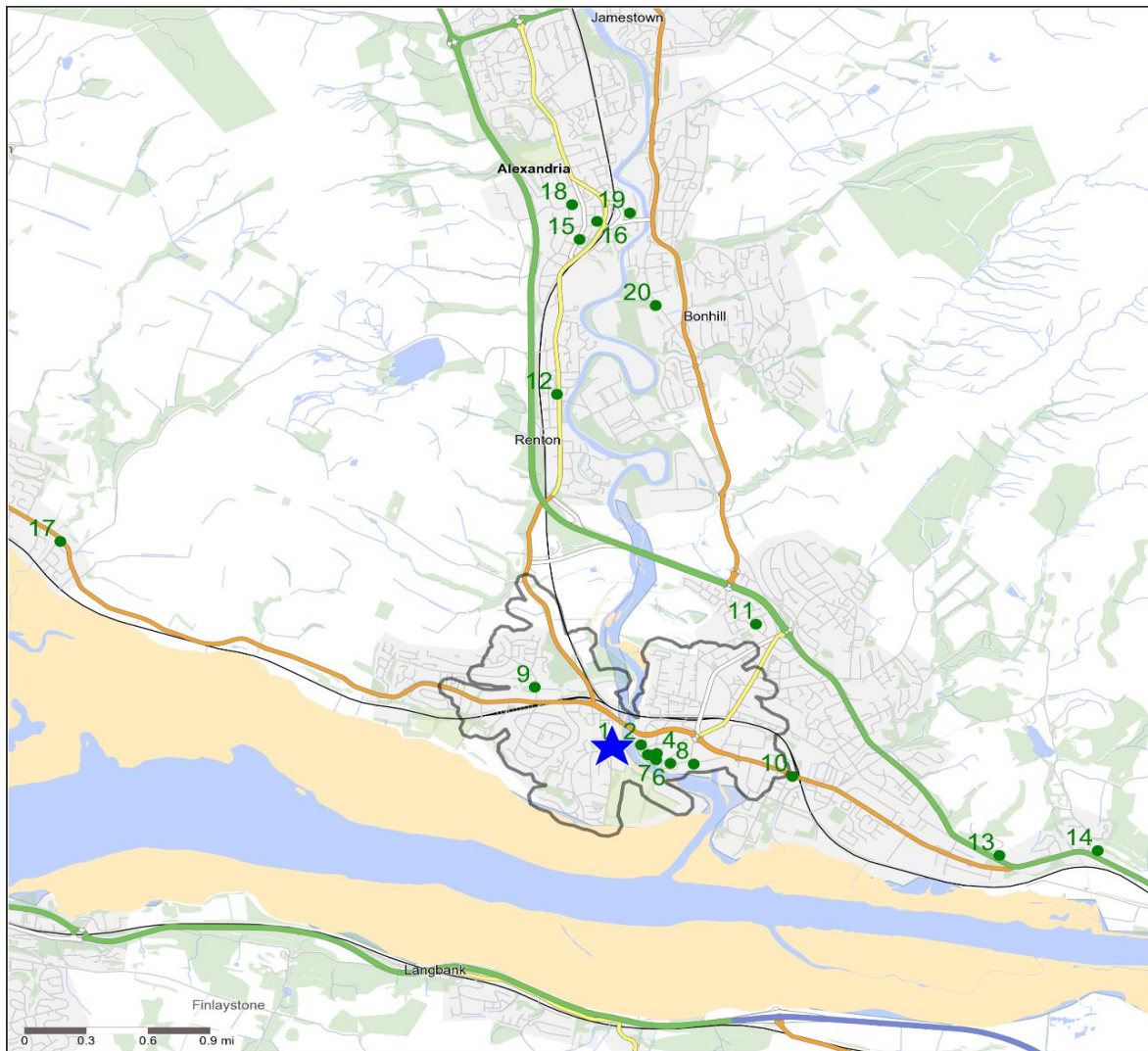
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	2,762	47.8	158	107	1.9	11	2,903	50.3	97		
Male: Alone	2,507	43.4	146	1,566	27.1	174	1,699	29.4	55		
Male: Group	2,415	41.8	183	1,570	27.2	104	1,788	31.0	62		
Male: Pair	3,170	54.9	211	597	10.3	68	2,005	34.7	61		
Mixed Sex: Group	2,409	41.7	183	1,127	19.5	61	2,237	38.7	88		
Mixed Sex: Pair	1,636	28.3	121	2,414	41.8	129	1,722	29.8	70		
With Children	2,620	45.4	157	543	9.4	56	2,610	45.2	85		
Unknown	461	8.0	24	2,063	35.7	199	3,249	56.3	117		
For Eating:											
Upmarket	1,634	28.3	92	1,240	21.5	103	2,898	50.2	106		
Midmarket	2,632	45.6	133	214	3.7	41	2,926	50.7	92		
Downmarket	2,165	37.5	169	2,638	45.7	131	969	16.8	40		
For Drinking (monthly spend):											
Nothing	1,671	28.9	96	2,258	39.1	166	1,844	31.9	71		
Low (less than £10)	806	14.0	47	1,763	30.5	130	3,203	55.5	122		
Medium (Between £10 and £40)	886	15.3	50	1,828	31.7	178	3,059	53.0	105		
High (Greater than £40)	862	14.9	58	2,147	37.2	181	2,763	47.9	92		

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	45,137	40.2	133	8,229	7.3	45	58,709	52.3	100		
Male: Alone	40,096	35.7	120	33,676	30.0	192	38,304	34.1	64		
Male: Group	29,588	26.3	115	44,289	39.4	151	38,199	34.0	69		
Male: Pair	45,995	41.0	157	12,627	11.2	74	53,453	47.6	83		
Mixed Sex: Group	32,201	28.7	125	39,562	35.2	110	40,312	35.9	82		
Mixed Sex: Pair	35,925	32.0	136	46,263	41.2	127	29,888	26.6	62		
With Children	44,770	39.9	138	18,971	16.9	100	48,334	43.0	81		
Unknown	28,358	25.3	77	18,875	16.8	94	64,842	57.7	120		
For Eating:											
Upmarket	32,329	28.8	94	24,967	22.2	107	54,779	48.8	103		
Midmarket	38,088	33.9	99	5,599	5.0	55	68,389	60.9	110		
Downmarket	40,511	36.1	162	54,662	48.7	140	16,903	15.1	36		
For Drinking (monthly spend):											
Nothing	49,120	43.7	145	35,868	31.9	135	27,088	24.1	54		
Low (less than £10)	38,416	34.2	115	22,188	19.8	84	51,472	45.8	101		
Medium (Between £10 and £40)	37,521	33.4	109	21,476	19.1	107	53,078	47.3	94		
High (Greater than £40)	26,835	23.9	92	33,247	29.6	144	51,993	46.3	89		

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Waverley Bar, G 82 4AB	Star Pubs & Bars	0.0	0.4
2	Glencairn Lounge, G 82 1NY	Hawthorn Leisure	3.0	0.8
3	Lennox Bar, G 82 1LE	Greene King	4.8	1.1
4	Captain James Lang, G 82 1PQ	Wetherspoon	5.4	1.3
5	Waterside Inn, G 82 1LB	Rosemount Taverns	5.7	1.1
6	Counting House, G 82 1LS	Greene King	6.6	1.4
7	Burgh Bar, G 82 1LF	Punch Pub Company	7.5	1.2
8	Clipper, G 82 1NB	Independent Free	8.8	1.8
9	Keep Bar, G 82 5BL	Independent Free	12.4	2.5
10	Stags Head, G 82 1JN	Mitchells & Butlers	20.5	3.4
11	Malt & Myre, G 82 2AP	Whitbread	24.4	4.0
12	Central Bar, G 82 4NL	Independent Free	44.4	5.5
13	Milton Inn, G 82 2TA	Independent Free	45.9	6.7
14	Stonefield Carvery, G 82 2TN	Milton Pubs and Taverns	52.2	7.3
15	Old Vale Bar, G 83 0AJ	Independent Free	58.5	8.6
16	Laughing Fox, G 83 0TA	Independent Free	61.8	9.1
17	Coach House Inn, G 82 5JX	G1 Group	63.4	8.0
18	Pawn Lounge, G 83 0DL	Independent Free	63.8	9.4
19	Station Bar, G 83 0UL	Independent Free	64.6	10.5
20	Riverside Inn Hotel, G 83 9HY	Independent Free	68.6	8.7