

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	8	8	9
Catchment Adults 18+	1,070	3,312	10,673
Catchment Adults 18+ Per Pub	134	414	1,186
Populaton Projection 2018 to 2028 (% change)	-9.13%	-6.41%	-5.53%

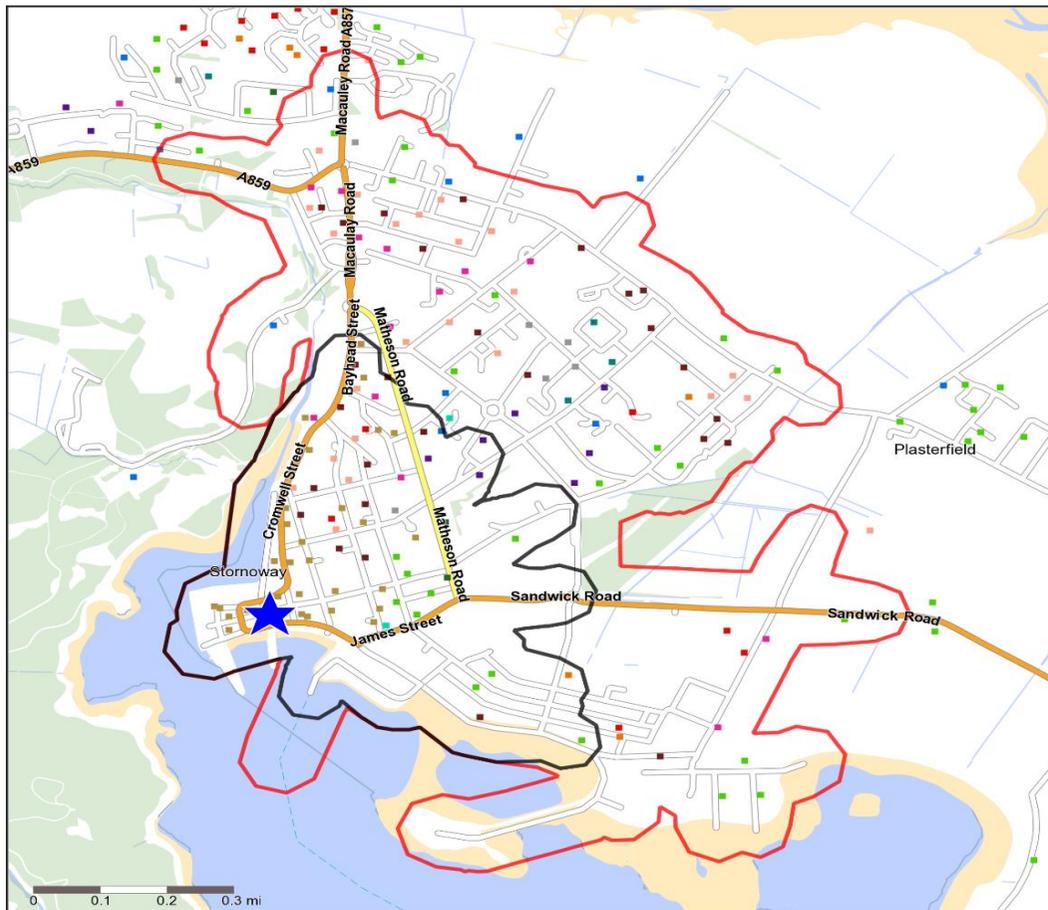
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	915	85.5	165	1	Community Pub	2,759	83.3	161	1	Community Pub	8,766	82.1	159
2	High Street Pub	888	83.0	178	2	High Street Pub	2,752	83.1	178	2	Great Pub Great Food	4,926	46.2	99
3	Circuit Bar	495	46.3	73	3	Premium Local	933	28.2	45	3	High Street Pub	4,570	42.8	68
4	Premium Local	181	16.9	131	4	Circuit Bar	641	19.4	150	4	Premium Local	2,401	22.5	174
5	Great Pub Great Food	135	12.6	31	5	Great Pub Great Food	426	12.9	32	5	Circuit Bar	703	6.6	16
6	Bit of Style	22	2.1	8	6	Bit of Style	359	10.8	40	6	Bit of Style	464	4.3	16
7	Craft Led	21	2.0	19	7	Craft Led	95	2.9	28	7	Craft Led	126	1.2	11

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	101	9.4	107	248	7.5	85	733	6.9	78
C1	121	11.3	92	360	10.9	89	1,144	10.7	87
C2	122	11.4	138	373	11.3	136	1,258	11.8	143
DE	86	8.0	78	372	11.2	109	1,038	9.7	94

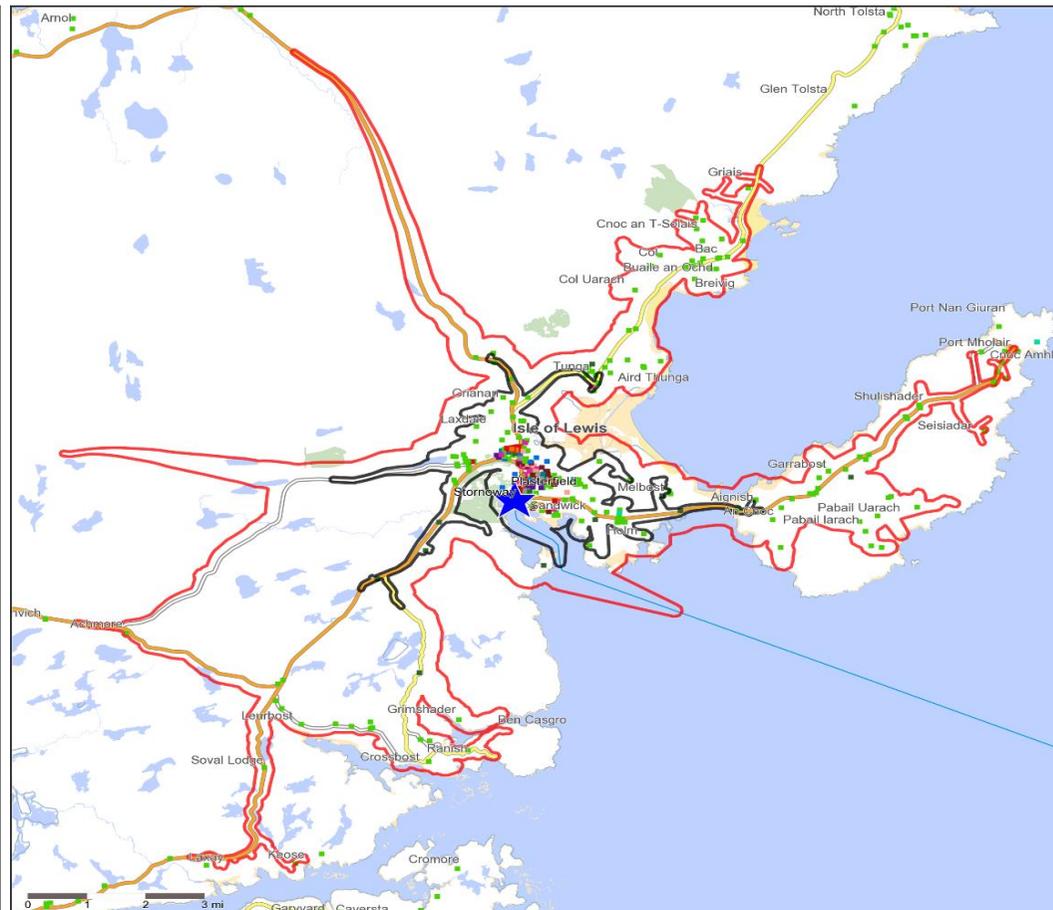
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	366	34.2	103	1,691	51.1	154	4,298	40.3	121
Medium (7-13)	290	27.1	82	924	27.9	84	4,369	40.9	123
High (14-19)	117	10.9	38	312	9.4	33	817	7.7	27

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

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	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	0	0
B07 Alpha Families	11	28	28	28
B08 Bank of Mum and Dad	24	51	60	60
B09 Empty-Nest Adventure	0	38	61	61
C10 Wealthy Landowners	0	0	0	0
C11 Rural Vogue	0	0	17	55
C12 Scattered Homesteads	0	0	4	21
C13 Village Retirement	14	14	68	68
D14 Satellite Settlers	84	205	1,074	1,246
D15 Local Focus	0	82	770	1,194
D16 Outlying Seniors	25	234	1,174	1,446
D17 Far-Flung Outposts	0	0	14	3,189
E18 Legacy Elders	0	0	0	0
E19 Bungalow Heaven	0	50	58	58
E20 Classic Grandparents	0	6	6	6
E21 Solo Retirees	4	4	8	8
F22 Boomerang Boarders	0	4	86	86
F23 Family Ties	0	38	63	63
F24 Fledgling Free	0	0	11	11
F25 Dependable Me	14	57	140	140
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	0	0
G28 Modern Parents	0	0	0	0
G29 Mid-Career Convention	0	84	99	99
H30 Primary Ambitions	2	2	2	2
H31 Affordable Fringe	0	0	0	0
H32 First-Rung Futures	0	0	0	0
H33 Contemporary Starts	20	39	39	39
H34 New Foundations	0	0	31	31
H35 Flying Solo	0	0	0	0

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	0	0
I37 Budget Generations	0	27	28	28
I38 Economical Families	0	0	0	0
I39 Families on a Budget	1	15	70	70
J40 Value Rentals	0	234	293	293
J41 Youthful Endeavours	19	72	72	72
J42 Midlife Renters	19	20	40	40
J43 Renting Rooms	0	0	0	0
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	21	95	126	126
K48 Mature Workers	0	71	274	274
L49 Flatlet Seniors	29	53	53	53
L50 Pocket Pensions	24	158	158	158
L51 Retirement Communities	247	247	247	247
L52 Estate Veterans	0	333	333	333
L53 Seasoned Survivors	0	22	22	22
M54 Down-to-Earth Owners	12	373	391	391
M55 Back with the Folks	2	16	16	16
M56 Self Supporters	63	204	204	204
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	0	0	0	0
O61 Career Builders	0	0	0	0
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	435	435	435	435
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	0
Total	1,070	3,311	6,575	10,673

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. 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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. D17 Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns



- Extremely remote communities
- Wales and Scotland
- Long travel times to cities
- Poor broadband access
- Arrange mortgage over the phone
- Most likely to own a boat

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



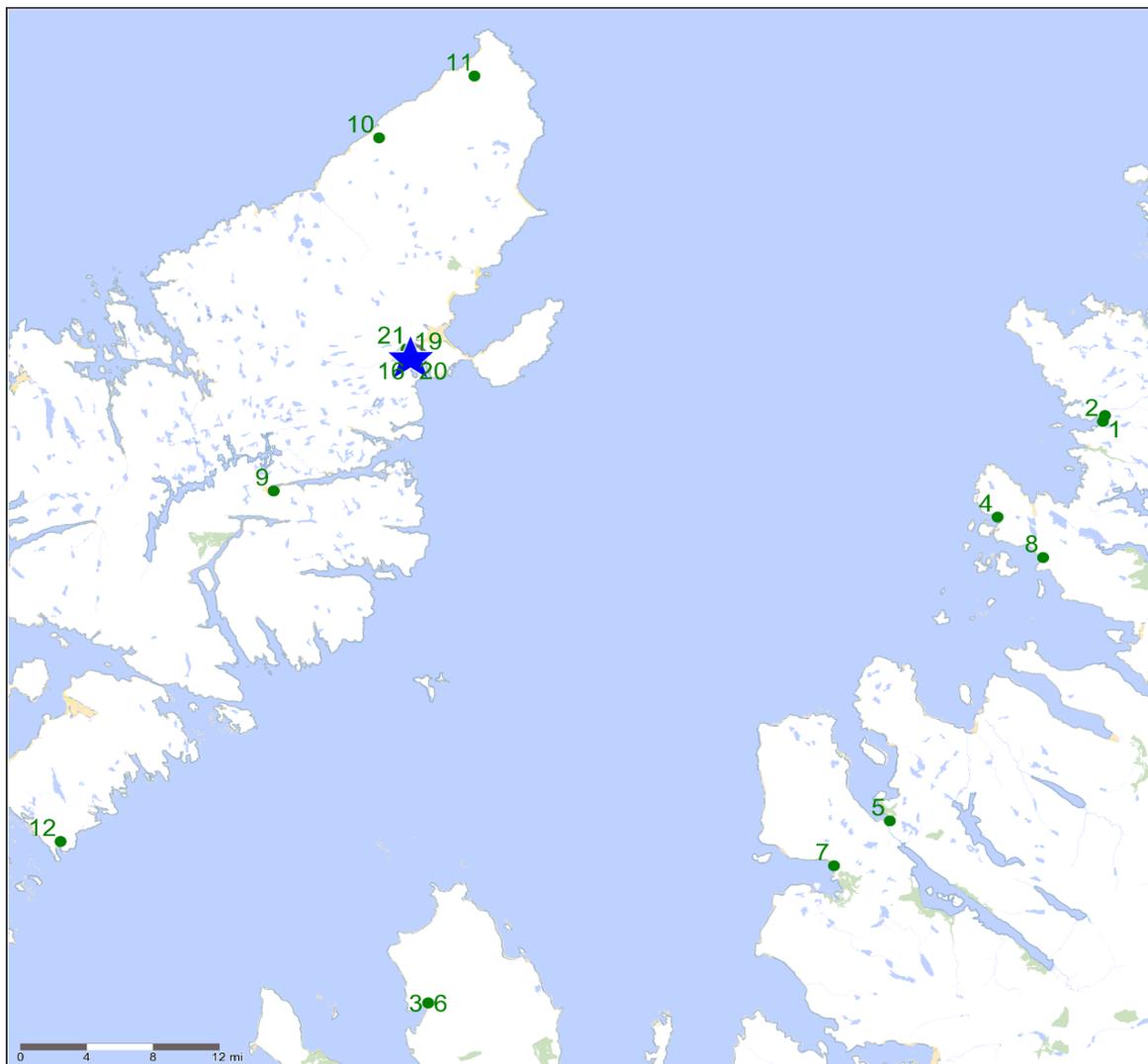
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	934	28.2	93	342	10.3	63	2,036	61.5	118	
Male: Alone	1,663	50.2	169	428	12.9	83	1,222	36.9	69	
Male: Group	864	26.1	114	977	29.5	113	1,472	44.4	90	
Male: Pair	1,399	42.2	162	287	8.7	57	1,626	49.1	86	
Mixed Sex: Group	738	22.3	97	1,157	34.9	109	1,418	42.8	98	
Mixed Sex: Pair	886	26.8	114	1,003	30.3	93	1,423	43.0	101	
With Children	1,036	31.3	108	658	19.9	118	1,618	48.9	92	
Unknown	686	20.7	63	621	18.8	105	2,005	60.5	126	
For Eating:										
Upmarket	696	21.0	69	449	13.6	65	2,167	65.4	138	
Midmarket	922	27.8	81	87	2.6	29	2,303	69.5	126	
Downmarket	1,030	31.1	140	1,293	39.0	112	989	29.9	72	
For Drinking (monthly spend):										
Nothing	1,000	30.2	100	1,041	31.4	133	1,271	38.4	86	
Low (less than £10)	280	8.5	28	1,456	44.0	187	1,575	47.6	105	
Medium (Between £10 and £40)	266	8.0	26	850	25.7	144	2,196	66.3	132	
High (Greater than £40)	176	5.3	21	963	29.1	142	2,173	65.6	125	

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	4,380	41.0	136	2,496	23.4	143	3,797	35.6	68		
Male: Alone	3,103	29.1	98	588	5.5	35	6,982	65.4	123		
Male: Group	1,277	12.0	52	5,413	50.7	194	3,983	37.3	75		
Male: Pair	4,746	44.5	170	405	3.8	25	5,522	51.7	90		
Mixed Sex: Group	855	8.0	35	4,698	44.0	138	5,120	48.0	109		
Mixed Sex: Pair	2,079	19.5	83	2,508	23.5	72	6,086	57.0	133		
With Children	1,100	10.3	36	1,899	17.8	106	7,674	71.9	136		
Unknown	2,939	27.5	84	3,861	36.2	202	3,873	36.3	76		
For Eating:											
Upmarket	828	7.8	25	590	5.5	27	9,255	86.7	184		
Midmarket	1,149	10.8	31	142	1.3	15	9,382	87.9	159		
Downmarket	1,452	13.6	61	3,837	36.0	103	5,384	50.4	121		
For Drinking (monthly spend):											
Nothing	6,902	64.7	214	1,280	12.0	51	2,491	23.3	52		
Low (less than £10)	3,699	34.7	116	5,016	47.0	200	1,958	18.3	40		
Medium (Between £10 and £40)	421	3.9	13	954	8.9	50	9,298	87.1	173		
High (Greater than £40)	316	3.0	11	1,210	11.3	55	9,147	85.7	164		

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Caberfeidh Bar & Restaurant, IV27 4JY	Independent Free	0.0	0.0
2	Culag Hotel, IV27 4LQ	Independent Free	0.0	0.0
3	Ferry Inn, IV51 9XP	Independent Free	0.0	0.0
4	Fuaran Bar, IV26 2YR	Independent Free	0.0	0.0
5	Pool House Hotel, IV22 2LD	Independent Free	0.0	0.0
6	Pub On The Pier, IV51 9XP	*Other Small Retail Groups	0.0	0.0
7	Shieling, IV21 2BH	Independent Free	0.0	0.0
8	Summer Isles Hotel & Bar, IV26 2YQ	Independent Free	0.0	0.0
9	Loch Erisort Inn, HS 2 9RA	Independent Free	0.0	28.5
10	Borve House Hotel, HS 2 ORX	Independent Free	0.0	31.7
11	Cross Inn Hotel, HS 2 0SN	Independent Free	0.0	42.8
12	Rodel Hotel, HS 5 3TW	Independent Free	0.0	88.8
13	Heb & Star, HS 1 2BE	Star Pubs & Bars	0.0	0.3
14	Criterion, HS 1 2XF	Star Pubs & Bars	0.0	0.3
15	Mcneills, HS 1 2DA	Star Pubs & Bars	1.2	0.4
16	Lewis Bar, HS 1 2XP	Independent Free	1.5	0.4
17	County Hotel, HS 1 2XB	Independent Free	1.8	0.9
18	Carlton Lounge, HS 1 2NB	Independent Free	3.3	0.7
19	Royal Hotel, HS 1 2DG	Independent Free	4.2	0.7
20	Caladh Hotel, HS 1 2QN	Independent Free	5.1	1.1