

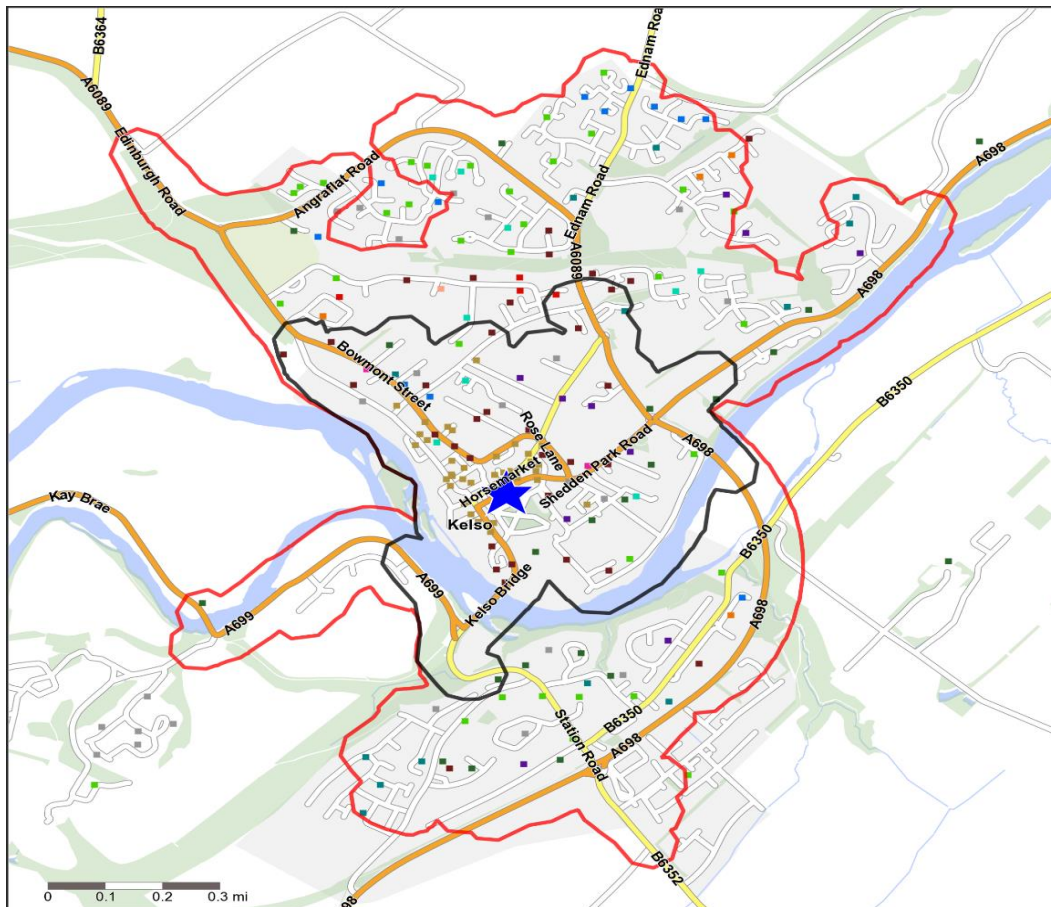
| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|--|------------------------|------------------------|------------------------|
| Number of Pubs | 8 | 8 | 27 |
| Catchment Adults 18+ | 1,758 | 5,375 | 20,587 |
| Catchment Adults 18+ Per Pub | 220 | 672 | 762 |
| Populaton Projection 2018 to 2028 (% change) | -1.86% | 1.42% | 2.98% |

| | | 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 | 1,412 | 80.3 | 155 | 1 | Community Pub | 3,656 | 68.0 | 131 | 1 | Community Pub | 14,951 | 72.6 | 140 |
| 2 | High Street Pub | 1,177 | 67.0 | 144 | 2 | High Street Pub | 3,582 | 66.6 | 143 | 2 | Great Pub Great Food | 10,303 | 50.0 | 107 |
| 3 | Circuit Bar | 674 | 38.3 | 61 | 3 | Premium Local | 1,784 | 33.2 | 53 | 3 | Premium Local | 9,656 | 46.9 | 74 |
| 4 | Premium Local | 298 | 17.0 | 131 | 4 | Great Pub Great Food | 1,510 | 28.1 | 217 | 4 | High Street Pub | 6,843 | 33.2 | 257 |
| 5 | Great Pub Great Food | 263 | 15.0 | 37 | 5 | Circuit Bar | 889 | 16.5 | 41 | 5 | Circuit Bar | 1,127 | 5.5 | 14 |
| 6 | Craft Led | 148 | 8.4 | 31 | 6 | Bit of Style | 674 | 12.5 | 47 | 6 | Bit of Style | 793 | 3.9 | 14 |
| 7 | Bit of Style | 118 | 6.7 | 65 | 7 | Craft Led | 363 | 6.8 | 66 | 7 | Craft Led | 484 | 2.4 | 23 |

| | 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 | 126 | 7.2 | 81 | 327 | 6.1 | 69 | 1,295 | 6.3 | 71 |
| C1 | 181 | 10.3 | 84 | 533 | 9.9 | 81 | 2,038 | 9.9 | 81 |
| C2 | 173 | 9.8 | 119 | 596 | 11.1 | 134 | 2,323 | 11.3 | 137 |
| DE | 217 | 12.3 | 120 | 647 | 12.0 | 117 | 2,070 | 10.1 | 98 |

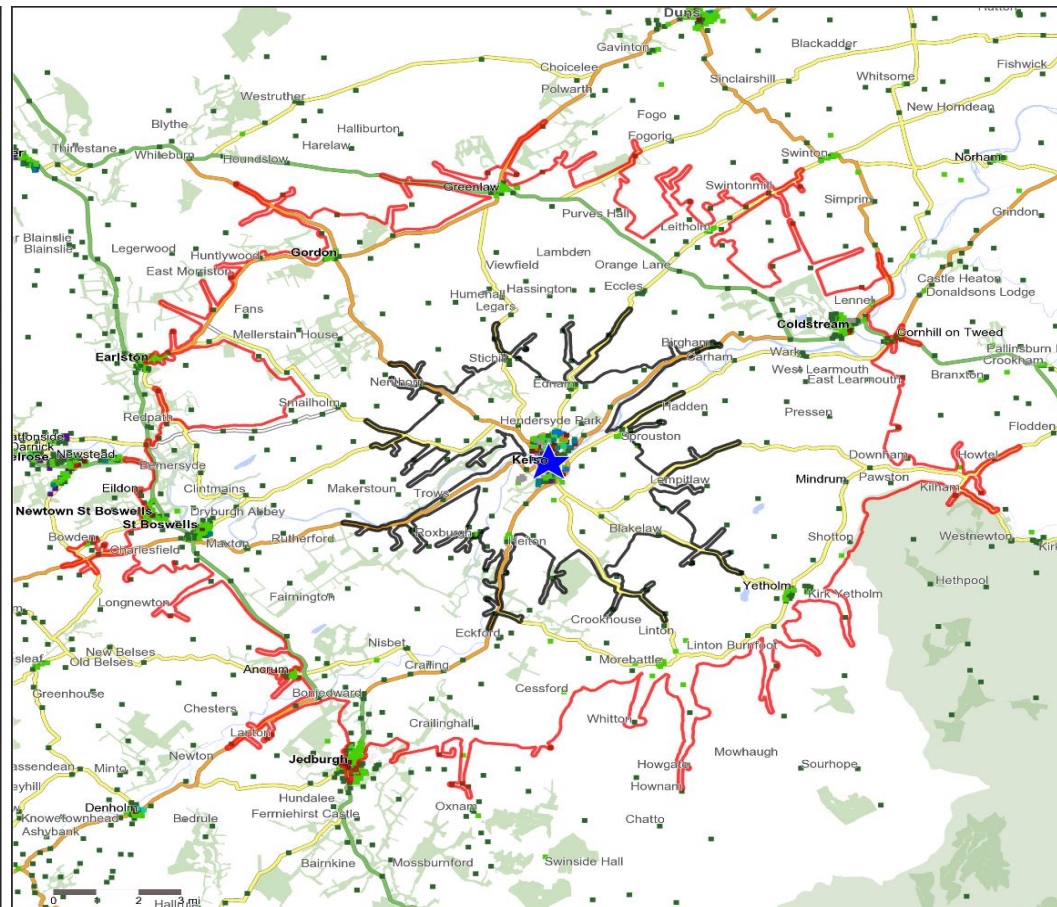
| | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 829 | 47.2 | 142 | 2,190 | 40.7 | 123 | 7,238 | 35.2 | 106 |
| Medium (7-13) | 371 | 21.1 | 64 | 1,824 | 33.9 | 102 | 6,452 | 31.3 | 95 |
| High (14-19) | 296 | 16.8 | 59 | 1,050 | 19.5 | 69 | 4,592 | 22.3 | 78 |

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 | 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 | 57 | 83 | 113 | 113 |
| | B07 | Alpha Families | 0 | 54 | 54 | 54 |
| | B08 | Bank of Mum and Dad | 6 | 24 | 39 | 39 |
| | B09 | Empty-Nest Adventure | 56 | 154 | 154 | 154 |
| | C10 | Wealthy Landowners | 10 | 10 | 161 | 368 |
| | C11 | Rural Vogue | 0 | 9 | 316 | 841 |
| | C12 | Scattered Homesteads | 5 | 8 | 888 | 4,343 |
| | C13 | Village Retirement | 81 | 230 | 314 | 1,687 |
| | D14 | Satellite Settlers | 14 | 88 | 129 | 740 |
| | D15 | Local Focus | 4 | 454 | 539 | 3,281 |
| | D16 | Outlying Seniors | 0 | 607 | 859 | 3,223 |
| | D17 | Far-Flung Outposts | 0 | 0 | 13 | 923 |
| | E18 | Legacy Elders | 13 | 28 | 39 | 39 |
| | E19 | Bungalow Heaven | 103 | 387 | 620 | 751 |
| | E20 | Classic Grandparents | 0 | 27 | 44 | 44 |
| | E21 | Solo Retirees | 46 | 46 | 46 | 46 |
| | F22 | Boomerang Boarders | 0 | 0 | 0 | 0 |
| | F23 | Family Ties | 0 | 27 | 27 | 27 |
| | F24 | Fledgling Free | 7 | 91 | 136 | 136 |
| | F25 | Dependable Me | 2 | 190 | 190 | 190 |
| | G26 | Cafés and Catchments | 0 | 0 | 0 | 0 |
| | G27 | Thriving Independence | 7 | 10 | 10 | 10 |
| | G28 | Modern Parents | 0 | 310 | 319 | 428 |
| | G29 | Mid-Career Convention | 5 | 241 | 241 | 241 |
| | H30 | Primary Ambitions | 0 | 0 | 0 | 0 |
| | H31 | Affordable Fringe | 2 | 168 | 186 | 186 |
| | H32 | First-Rung Futures | 33 | 33 | 33 | 33 |
| | H33 | Contemporary Starts | 0 | 0 | 0 | 0 |
| | H34 | New Foundations | 0 | 0 | 0 | 1 |
| | H35 | Flying Solo | 48 | 55 | 55 | 55 |

| | | | 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 | 25 | 32 | 32 |
| | I37 | Budget Generations | 0 | 35 | 35 | 35 |
| | I38 | Economical Families | 0 | 0 | 0 | 0 |
| | I39 | Families on a Budget | 0 | 94 | 106 | 106 |
| | J40 | Value Rentals | 25 | 25 | 25 | 25 |
| | J41 | Youthful Endeavours | 0 | 0 | 0 | 8 |
| | J42 | Midlife Renters | 0 | 0 | 0 | 0 |
| | 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 | 67 | 275 | 275 | 396 |
| | K48 | Mature Workers | 0 | 0 | 0 | 0 |
| | L49 | Flatlet Seniors | 198 | 236 | 236 | 349 |
| | L50 | Pocket Pensions | 177 | 279 | 279 | 409 |
| | L51 | Retirement Communities | 150 | 166 | 166 | 211 |
| | L52 | Estate Veterans | 117 | 354 | 360 | 360 |
| | L53 | Seasoned Survivors | 0 | 0 | 0 | 0 |
| | M54 | Down-to-Earth Owners | 0 | 24 | 24 | 24 |
| | M55 | Back with the Folks | 0 | 0 | 0 | 0 |
| | M56 | Self Supporters | 0 | 0 | 0 | 0 |
| | 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 | 526 | 526 | 526 | 634 |
| | O65 | Learners & Earners | 0 | 0 | 0 | 0 |
| | O66 | Student Scene | 0 | 0 | 0 | 0 |
| | U99 | Unclassified | 0 | 0 | 0 | 45 |
| Total | | | 1,759 | 5,373 | 7,589 | 20,587 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

3. D16 Outlying Seniors














































Pensioners living in inexpensive housing in out of the way locations



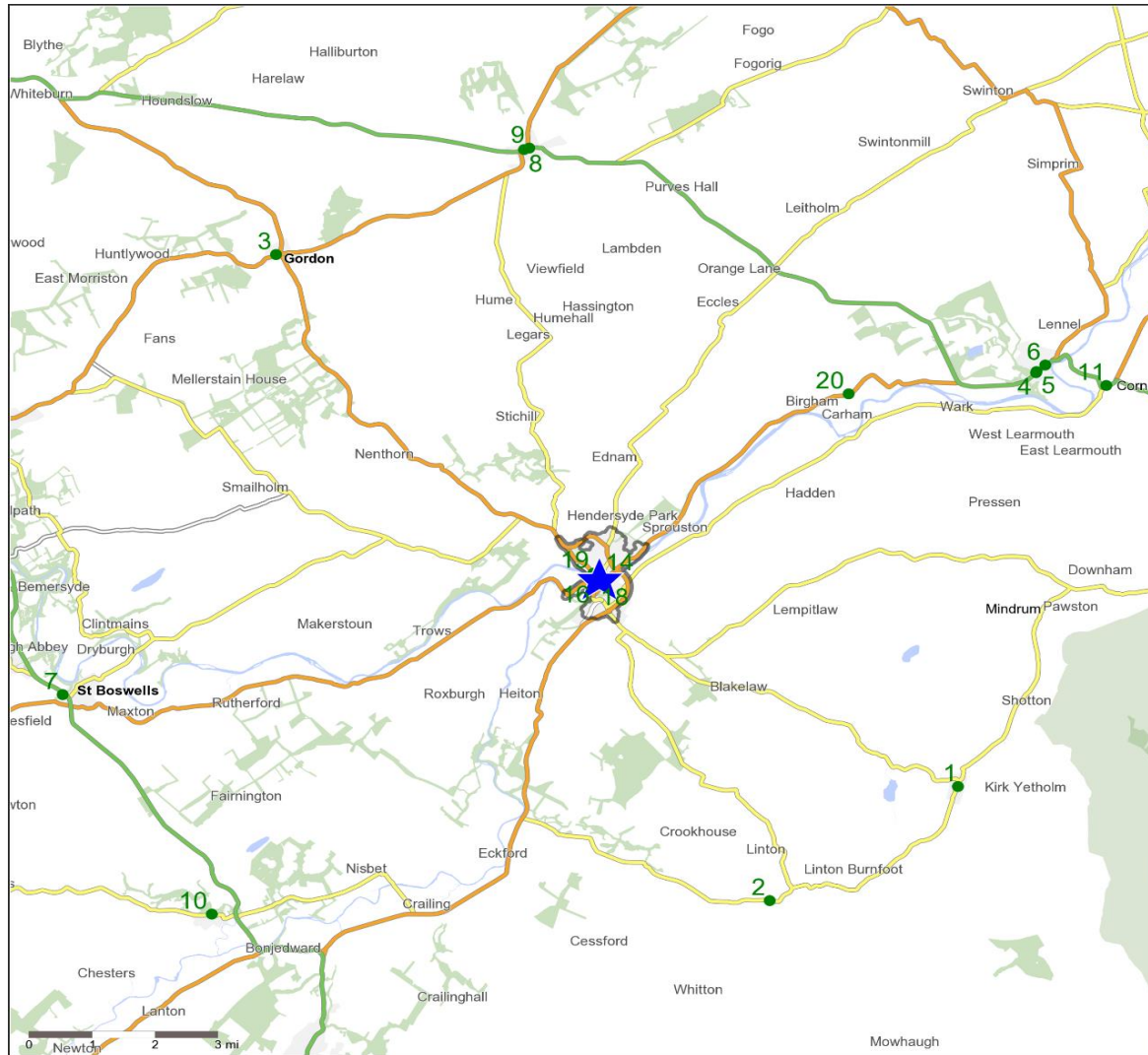
- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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 | 1,187 | 22.1 | 73 | 824 | 15.3 | 94 | 3,363 | 62.6 | 120 |
| Male: Alone | 2,259 | 42.0 | 141 | 956 | 17.8 | 114 | 2,160 | 40.2 | 75 |
| Male: Group | 1,461 | 27.2 | 119 | 1,661 | 30.9 | 118 | 2,252 | 41.9 | 84 |
| Male: Pair | 2,031 | 37.8 | 145 | 269 | 5.0 | 33 | 3,075 | 57.2 | 100 |
| Mixed Sex: Group | 1,055 | 19.6 | 86 | 2,657 | 49.4 | 155 | 1,663 | 30.9 | 70 |
| Mixed Sex: Pair | 1,447 | 26.9 | 115 | 2,230 | 41.5 | 128 | 1,698 | 31.6 | 74 |
| With Children | 1,415 | 26.3 | 91 | 922 | 17.2 | 102 | 3,038 | 56.5 | 107 |
| Unknown | 1,374 | 25.6 | 78 | 929 | 17.3 | 96 | 3,072 | 57.2 | 119 |
| For Eating: | | | | | | | | | |
| Upmarket | 1,076 | 20.0 | 65 | 699 | 13.0 | 62 | 3,600 | 67.0 | 142 |
| Midmarket | 912 | 17.0 | 49 | 174 | 3.2 | 36 | 4,289 | 79.8 | 144 |
| Downmarket | 1,089 | 20.3 | 91 | 2,887 | 53.7 | 154 | 1,399 | 26.0 | 63 |
| For Drinking (monthly spend): | | | | | | | | | |
| Nothing | 1,674 | 31.1 | 103 | 2,190 | 40.7 | 172 | 1,510 | 28.1 | 63 |
| Low (less than £10) | 1,308 | 24.3 | 82 | 2,401 | 44.7 | 190 | 1,666 | 31.0 | 68 |
| Medium (Between £10 and £40) | 1,070 | 19.9 | 65 | 944 | 17.6 | 98 | 3,361 | 62.5 | 124 |
| High (Greater than £40) | 550 | 10.2 | 40 | 1,154 | 21.5 | 105 | 3,670 | 68.3 | 131 |

| 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 | 2,473 | 12.0 | 40 |  | 4,328 | 21.0 | 129 |  | 13,741 | 66.7 | 128 |  |
| Male: Alone | 5,288 | 25.7 | 86 |  | 1,206 | 5.9 | 38 |  | 14,049 | 68.2 | 128 |  |
| Male: Group | 1,830 | 8.9 | 39 |  | 7,385 | 35.9 | 137 |  | 11,327 | 55.0 | 111 |  |
| Male: Pair | 3,495 | 17.0 | 65 |  | 270 | 1.3 | 9 |  | 16,777 | 81.5 | 142 |  |
| Mixed Sex: Group | 1,326 | 6.4 | 28 |  | 10,811 | 52.5 | 164 |  | 8,405 | 40.8 | 93 |  |
| Mixed Sex: Pair | 2,374 | 11.5 | 49 |  | 11,263 | 54.7 | 168 |  | 6,905 | 33.5 | 78 |  |
| With Children | 1,779 | 8.6 | 30 |  | 3,798 | 18.4 | 110 |  | 14,966 | 72.7 | 137 |  |
| Unknown | 4,995 | 24.3 | 74 |  | 2,122 | 10.3 | 57 |  | 13,425 | 65.2 | 136 |  |
| For Eating: | | | | | | | | | | | | |
| Upmarket | 1,217 | 5.9 | 19 |  | 954 | 4.6 | 22 |  | 18,371 | 89.2 | 189 |  |
| Midmarket | 1,156 | 5.6 | 16 |  | 201 | 1.0 | 11 |  | 19,185 | 93.2 | 168 |  |
| Downmarket | 1,276 | 6.2 | 28 |  | 9,087 | 44.1 | 127 |  | 10,179 | 49.4 | 119 |  |
| For Drinking (monthly spend): | | | | | | | | | | | | |
| Nothing | 12,553 | 61.0 | 202 |  | 3,754 | 18.2 | 77 |  | 4,236 | 20.6 | 46 |  |
| Low (less than £10) | 8,220 | 39.9 | 134 |  | 9,852 | 47.9 | 204 |  | 2,471 | 12.0 | 26 |  |
| Medium (Between £10 and £40) | 1,267 | 6.2 | 20 |  | 7,247 | 35.2 | 197 |  | 12,029 | 58.4 | 116 |  |
| High (Greater than £40) | 683 | 3.3 | 13 |  | 1,712 | 8.3 | 41 |  | 18,147 | 88.1 | 169 |  |

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 | Plough Hotel, TD 5 8RF | Independent Free | 0.0 | 12.5 |
| 2 | Templehall Hotel, TD 5 8QQ | Independent Free | 0.0 | 12.5 |
| 3 | Gordon Arms Hotel, TD 3 6JW | Independent Free | 0.0 | 15.0 |
| 4 | Newcastle Arms, TD12 4AS | Independent Free | 0.0 | 15.0 |
| 5 | Castle Hotel, TD12 4AP | Independent Free | 0.0 | 15.1 |
| 6 | Besom Inn, TD12 4AE | Punch Pub Company | 0.0 | 15.8 |
| 7 | Buccleuch Arms Hotel, TD 6 0EW | Independent Free | 0.0 | 15.8 |
| 8 | Blackadder Hotel, TD10 6XA | Independent Free | 0.0 | 16.1 |
| 9 | Cross Keys Hotel, TD10 6UD | Independent Free | 0.0 | 16.4 |
| 10 | Cross Keys Inn, TD 8 6XH | Independent Free | 0.0 | 18.4 |
| 11 | Collingwood Arms, TD12 4UH | Independent Free | 0.0 | 18.5 |
| 12 | Tipsy Ghillie, TD 5 7AT | Star Pubs & Bars | 0.0 | 1.5 |
| 13 | Black Swan Inn, TD 5 7HA | Independent Free | 0.9 | 1.7 |
| 14 | Waggon, TD 5 7AH | Unknown | 1.5 | 0.3 |
| 15 | Rutherfords, TD 5 7HL | Independent Free | 1.5 | 1.6 |
| 16 | Vibe, TD 5 7JU | Independent Free | 1.8 | 1.5 |
| 17 | Red Lion Inn, TD 5 7DP | Greene King | 2.4 | 1.6 |
| 18 | Ednam House Hotel, TD 5 7HT | Independent Free | 2.7 | 1.1 |
| 19 | Cobbles Inn, TD 5 7JH | Independent Free | 3.0 | 1.5 |
| 20 | Fishermans Arms, TD12 4NF | Independent Free | 103.8 | 9.6 |