

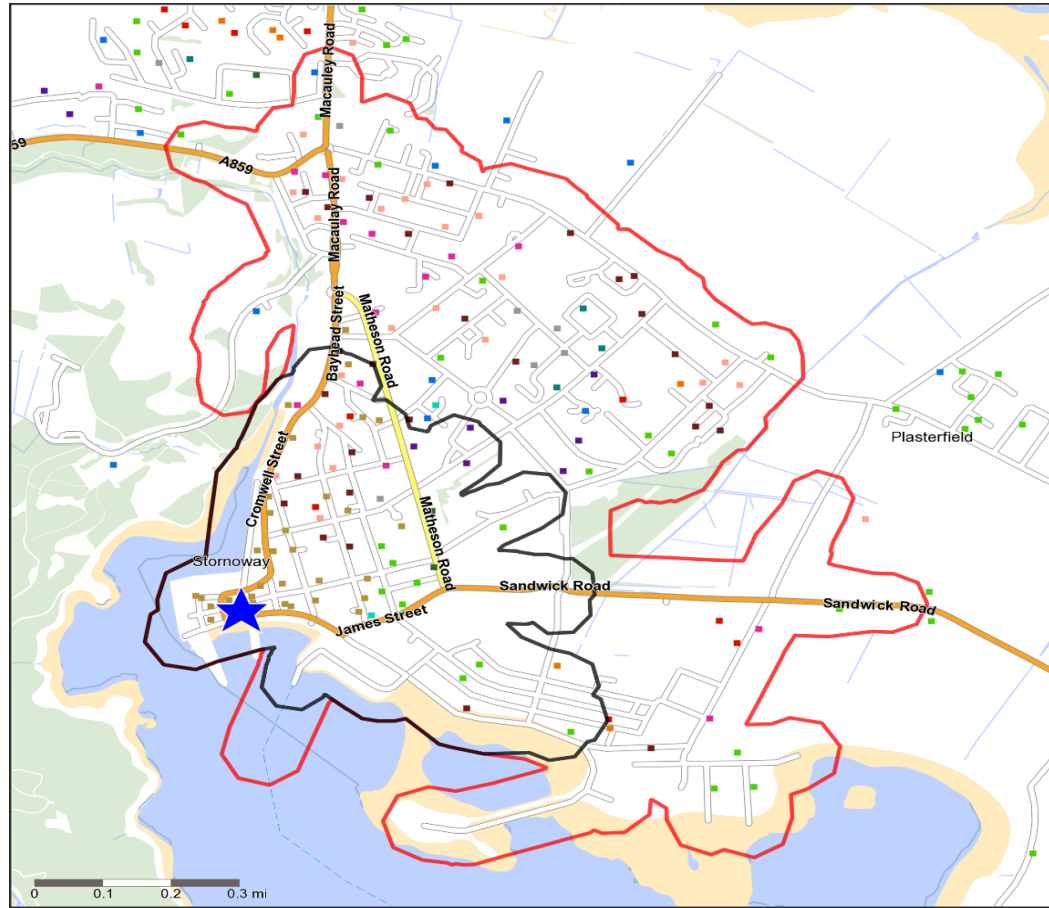
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	8	8	9
Catchment Adults 18+	979	3,279	10,673
Catchment Adults 18+ Per Pub	122	410	1,186
Populaton Projection 2018 to 2028 (% change)	-9.45%	-6.42%	-5.53%

		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	833	85.1	164	<div></div>	1	Community Pub	2,729	83.2	161	<div></div>	1	Community Pub	8,766	82.1	159	<div></div>
2	High Street Pub	806	82.3	177	<div></div>	2	High Street Pub	2,719	82.9	178	<div></div>	2	Great Pub Great Food	4,926	46.2	99	<div></div>
3	Circuit Bar	488	49.8	79	<div></div>	3	Premium Local	916	27.9	44	<div></div>	3	High Street Pub	4,570	42.8	68	<div></div>
4	Premium Local	169	17.3	134	<div></div>	4	Circuit Bar	641	19.5	151	<div></div>	4	Premium Local	2,401	22.5	174	<div></div>
5	Great Pub Great Food	130	13.3	33	<div></div>	5	Great Pub Great Food	423	12.9	32	<div></div>	5	Circuit Bar	703	6.6	16	<div></div>
6	Craft Led	21	2.1	8	<div></div>	6	Bit of Style	359	10.9	41	<div></div>	6	Bit of Style	464	4.3	16	<div></div>
7	Bit of Style	18	1.8	18	<div></div>	7	Craft Led	95	2.9	28	<div></div>	7	Craft Led	126	1.2	11	<div></div>

	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	94	9.6	109	248	7.6	86	733	6.9	78
C1	113	11.5	94	358	10.9	89	1,144	10.7	87
C2	118	12.1	146	370	11.3	137	1,258	11.8	143
DE	82	8.4	81	363	11.1	108	1,038	9.7	94

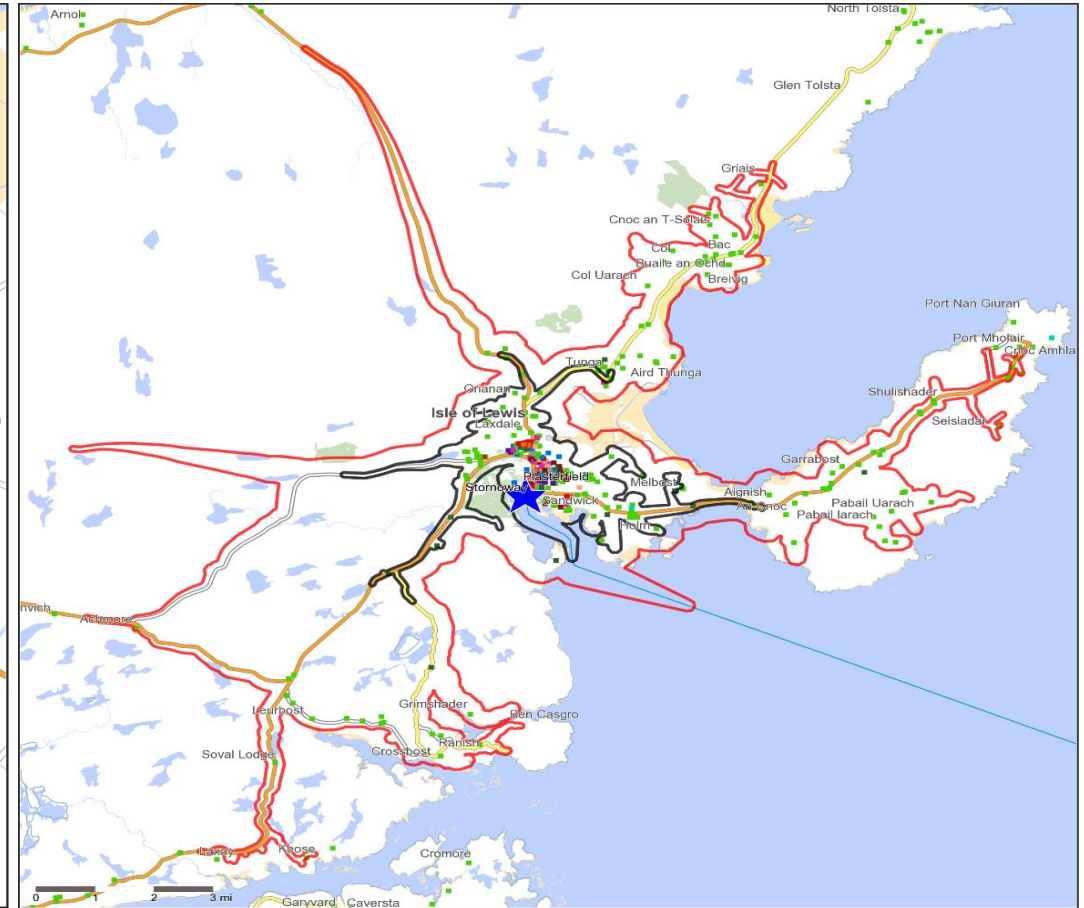
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	351	35.9	108	1,667	50.8	153	4,298	40.3	121
Medium (7-13)	251	25.6	77	918	28.0	84	4,369	40.9	123
High (14-19)	99	10.1	36	309	9.4	33	817	7.7	27

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	0	0	0	0
	B07	Alpha Families	8	28	28	28
	B08	Bank of Mum and Dad	22	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	747	1,194
	D16	Outlying Seniors	25	234	1,172	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	1	86	86
	F23	Family Ties	0	38	63	63
	F24	Fledgling Free	0	0	11	11
	F25	Dependable Me	11	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	16	39	39	39
	H34	New Foundations	0	0	31	31
	H35	Flying Solo	0	0	0	0

			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	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	273	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	55	274	274
	L49	Flatlet Seniors	29	53	53	53
	L50	Pocket Pensions	24	158	158	158
	L51	Retirement Communities	172	247	247	247
	L52	Estate Veterans	0	333	333	333
	L53	Seasoned Survivors	0	22	22	22
	M54	Down-to-Earth Owners	12	359	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	433	435	435	435
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	0
Total			981	3,278	6,530	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



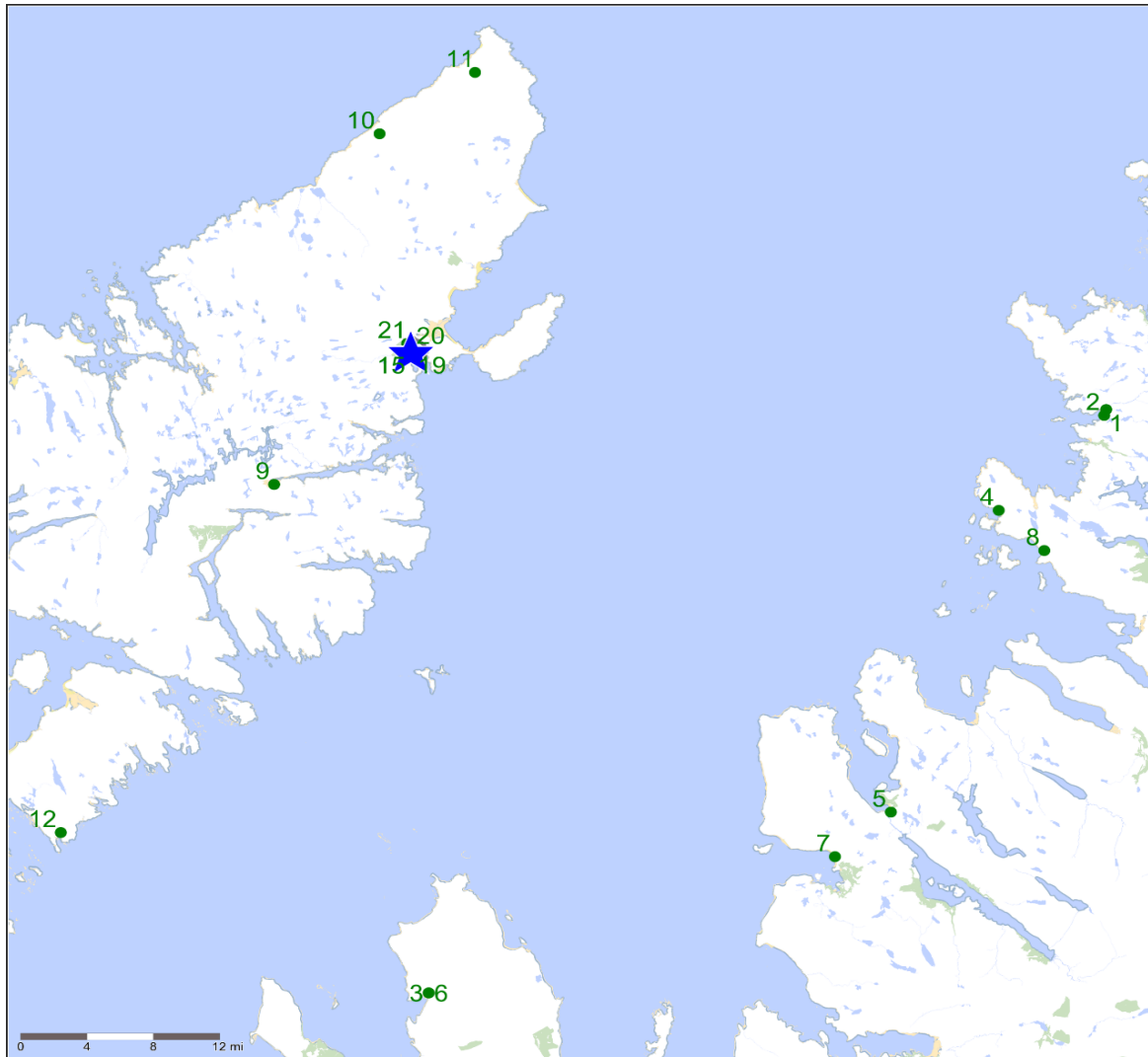
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	931	28.4	94	342	10.4	64	2,006	61.2	117
Male: Alone	1,645	50.2	168	428	13.1	84	1,206	36.8	69
Male: Group	844	25.7	113	963	29.4	112	1,472	44.9	90
Male: Pair	1,396	42.6	163	287	8.8	57	1,596	48.7	85
Mixed Sex: Group	738	22.5	98	1,139	34.7	109	1,402	42.8	97
Mixed Sex: Pair	883	26.9	115	989	30.2	93	1,407	42.9	100
With Children	1,022	31.2	108	658	20.1	119	1,599	48.8	92
Unknown	686	20.9	64	621	18.9	106	1,972	60.1	126
For Eating:									
Upmarket	693	21.1	69	449	13.7	66	2,137	65.2	138
Midmarket	919	28.0	82	87	2.7	29	2,273	69.3	125
Downmarket	996	30.4	137	1,293	39.4	113	989	30.2	73
For Drinking (monthly spend):									
Nothing	967	29.5	98	1,041	31.7	134	1,271	38.8	86
Low (less than £10)	277	8.4	28	1,442	44.0	187	1,560	47.6	105
Medium (Between £10 and £40)	263	8.0	26	836	25.5	143	2,180	66.5	132
High (Greater than £40)	173	5.3	20	933	28.5	139	2,173	66.3	127

Activity Group Structure	20 Minute Drivetime											
	High			Medium			Low					
	Target Customers	% of Population	Index	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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Site
 Star Pubs
 Pubs
 Catchment

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	28.6
10	Borve House Hotel, HS 2 0RX	Independent Free	0.0	31.8
11	Cross Inn Hotel, HS 2 0SN	Independent Free	0.0	42.9
12	Rodel Hotel, HS 5 3TW	Independent Free	0.0	88.8
13	Heb & Star, HS 1 2BE	Star Pubs & Bars	0.6	0.4
14	Criterion, HS 1 2XF	Star Pubs & Bars	0.6	0.4
15	Lewis Bar, HS 1 2XP	Independent Free	1.8	0.4
16	Mcneills, HS 1 2DA	Star Pubs & Bars	1.8	0.5
17	County Hotel, HS 1 2XB	Independent Free	2.1	0.9
18	Carlton Lounge, HS 1 2NB	Independent Free	3.6	0.8
19	Caladh Hotel, HS 1 2QN	Independent Free	4.5	1.2
20	Royal Hotel, HS 1 2DG	Independent Free	4.8	0.8