

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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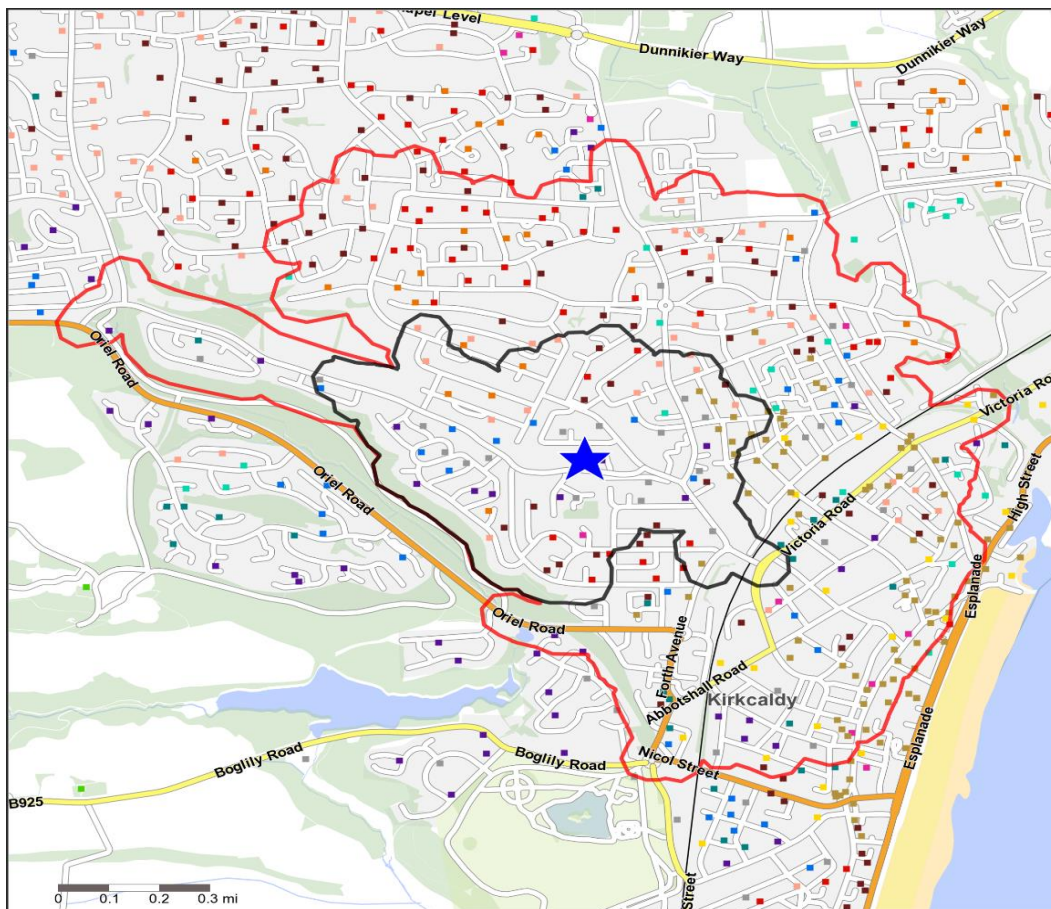
Number of Pubs	2	16	118
Catchment Adults 18+	3,358	11,857	140,726
Catchment Adults 18+ Per Pub	1,679	741	1,193
Populaton Projection 2018 to 2028 (% change)	0.99%	0.83%	2.47%

		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	2,765	82.3	159	1	High Street Pub	10,303	86.9	168	1	High Street Pub	115,639	82.2	159
2	Community Pub	2,700	80.4	172	2	Community Pub	10,242	86.4	185	2	Community Pub	102,693	73.0	157
3	Premium Local	1,092	32.5	52	3	Circuit Bar	3,919	33.1	52	3	Premium Local	60,357	42.9	68
4	Circuit Bar	939	28.0	216	4	Premium Local	2,776	23.4	181	4	Great Pub Great Food	34,135	24.3	188
5	Great Pub Great Food	584	17.4	43	5	Craft Led	1,771	14.9	37	5	Circuit Bar	26,541	18.9	47
6	Craft Led	437	13.0	49	6	Great Pub Great Food	1,527	12.9	48	6	Bit of Style	23,617	16.8	63
7	Bit of Style	17	0.5	5	7	Bit of Style	579	4.9	47	7	Craft Led	17,540	12.5	121

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	172	5.1	58	794	6.7	76	7,833	5.6	63
C1	421	12.5	102	1,564	13.2	108	17,079	12.1	99
C2	306	9.1	110	1,053	8.9	108	14,867	10.6	128
DE	427	12.7	124	1,748	14.7	143	19,233	13.7	133

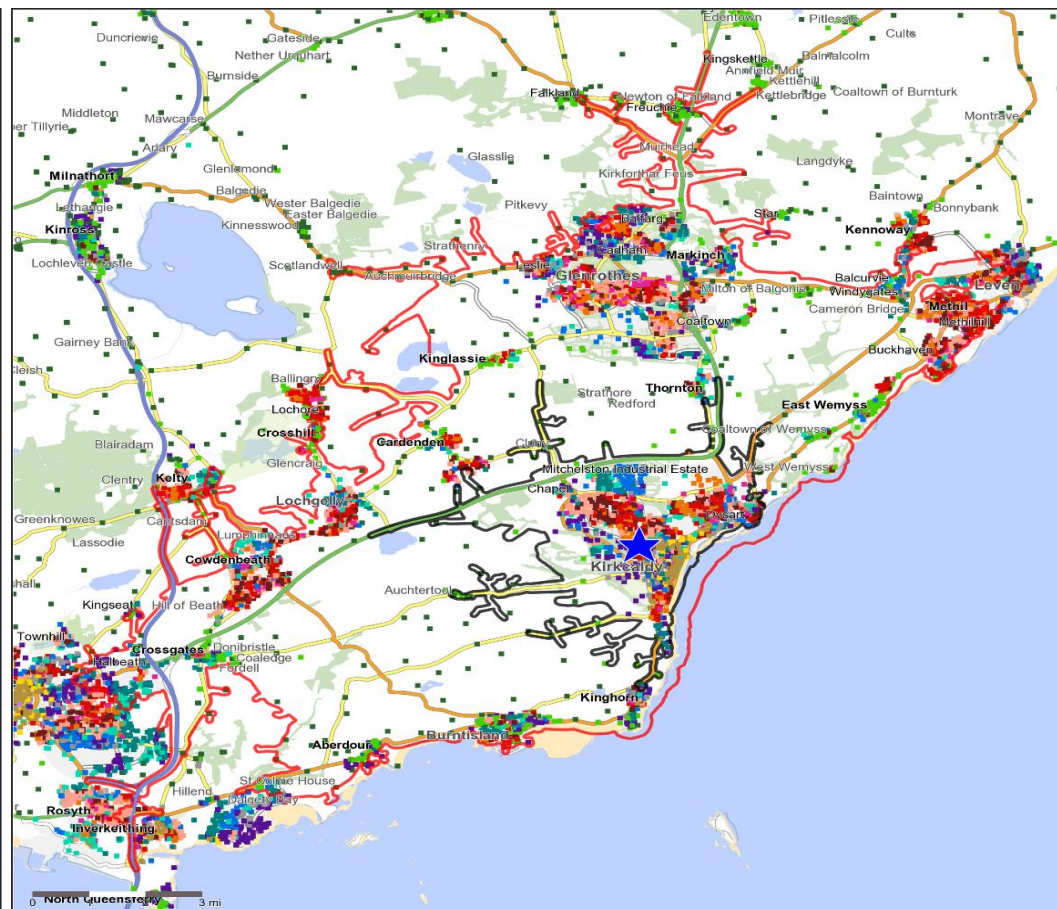
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,713	51.0	154	7,024	59.2	179	77,556	55.1	166
Medium (7-13)	1,022	30.4	92	3,162	26.7	80	39,969	28.4	86
High (14-19)	470	14.0	49	1,421	12.0	42	20,265	14.4	51

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		10	122	434	593
B07	Alpha Families		122	158	820	1,652
B08	Bank of Mum and Dad		0	114	408	1,107
B09	Empty-Nest Adventure		182	201	1,052	4,481
C10	Wealthy Landowners		0	0	53	385
C11	Rural Vogue		0	0	133	736
C12	Scattered Homesteads		0	0	64	619
C13	Village Retirement		0	0	137	1,225
D14	Satellite Settlers		0	1	319	2,472
D15	Local Focus		0	0	3	2,355
D16	Outlying Seniors		0	0	91	4,196
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		156	312	725	891
E19	Bungalow Heaven		226	407	629	2,705
E20	Classic Grandparents		118	228	685	1,472
E21	Solo Retirees		9	100	266	782
F22	Boomerang Boarders		114	171	1,982	2,816
F23	Family Ties		4	28	238	614
F24	Fledgling Free		0	0	530	2,184
F25	Dependable Me		140	285	1,670	3,478
G26	Cafés and Catchments		0	8	8	8
G27	Thriving Independence		0	209	410	410
G28	Modern Parents		0	57	2,085	8,835
G29	Mid-Career Convention		0	114	704	3,279
H30	Primary Ambitions		0	11	443	492
H31	Affordable Fringe		0	22	369	1,884
H32	First-Rung Futures		17	137	826	1,513
H33	Contemporary Starts		0	0	340	3,340
H34	New Foundations		0	4	176	497
H35	Flying Solo		0	5	5	232

			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		89	240	415	666
I37	Budget Generations		27	46	79	2,197
I38	Economical Families		119	251	451	2,379
I39	Families on a Budget		0	350	1,383	4,898
J40	Value Rentals		0	0	196	4,933
J41	Youthful Endeavours		28	37	153	534
J42	Midlife Renters		0	35	229	619
J43	Renting Rooms		0	55	63	105
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	56	385	557
K47	Single Essentials		420	1,594	5,823	15,718
K48	Mature Workers		0	239	976	8,550
L49	Flatlet Seniors		53	541	1,586	2,497
L50	Pocket Pensions		54	65	438	2,801
L51	Retirement Communities		67	300	557	700
L52	Estate Veterans		185	1,051	3,384	10,680
L53	Seasoned Survivors		137	334	463	932
M54	Down-to-Earth Owners		347	796	3,862	16,779
M55	Back with the Folks		138	336	750	2,100
M56	Self Supporters		121	250	537	2,131
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	419	734	734
O61	Career Builders		0	26	65	65
O62	Central Pulse		0	8	11	11
O63	Flexible Workforce		0	0	0	0
O64	Bus-Route Renters		474	2,133	4,138	4,695
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	38	190
Total			3,357	11,856	42,321	140,724

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. 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. 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

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. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



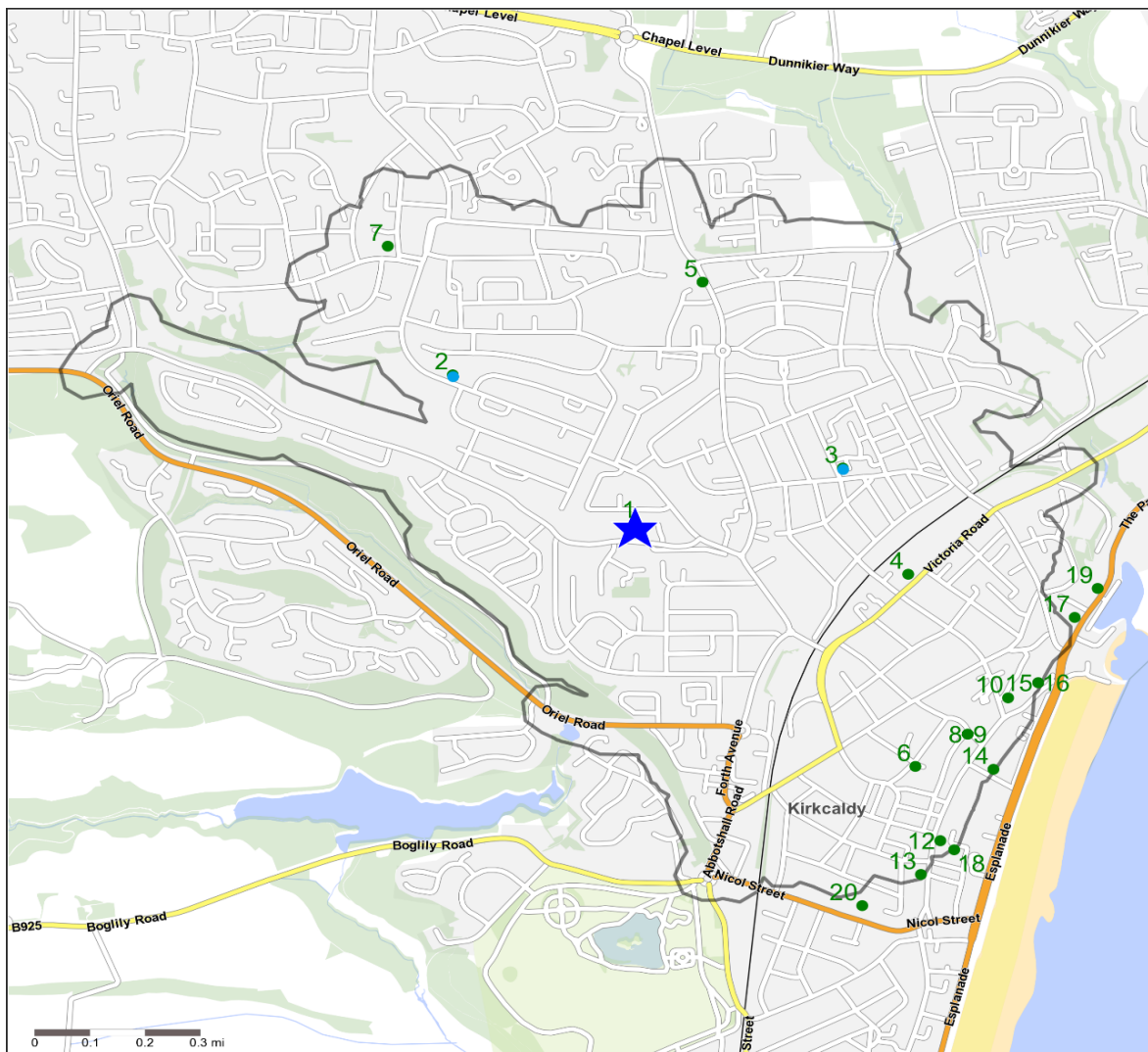
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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	5,217	44.0	145	548	4.6	28	6,091	51.4	99		
Male: Alone	5,231	44.1	148	2,406	20.3	130	4,220	35.6	67		
Male: Group	3,999	33.7	147	3,961	33.4	128	3,896	32.9	66		
Male: Pair	6,759	57.0	219	1,416	11.9	78	3,682	31.1	54		
Mixed Sex: Group	4,803	40.5	177	2,678	22.6	71	4,376	36.9	84		
Mixed Sex: Pair	3,293	27.8	118	5,277	44.5	137	3,287	27.7	65		
With Children	4,545	38.3	133	1,076	9.1	54	6,235	52.6	99		
Unknown	1,158	9.8	30	3,263	27.5	153	7,435	62.7	131		
For Eating:											
Upmarket	3,441	29.0	95	2,640	22.3	107	5,775	48.7	103		
Midmarket	5,291	44.6	130	632	5.3	59	5,933	50.0	90		
Downmarket	4,545	38.3	172	4,763	40.2	115	2,549	21.5	52		
For Drinking (monthly spend):											
Nothing	4,495	37.9	125	3,926	33.1	140	3,436	29.0	65		
Low (less than £10)	1,877	15.8	53	4,148	35.0	149	5,832	49.2	108		
Medium (Between £10 and £40)	1,886	15.9	52	3,420	28.8	162	6,551	55.3	110		
High (Greater than £40)	1,481	12.5	48	3,886	32.8	160	6,490	54.7	105		

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	49,448	35.1	116	11,396	8.1	50	79,691	56.6	109		
Male: Alone	46,215	32.8	110	38,696	27.5	176	55,625	39.5	74		
Male: Group	30,904	22.0	96	50,026	35.5	136	59,606	42.4	85		
Male: Pair	46,426	33.0	126	11,818	8.4	55	82,292	58.5	102		
Mixed Sex: Group	31,651	22.5	98	53,989	38.4	120	54,895	39.0	89		
Mixed Sex: Pair	32,101	22.8	97	62,136	44.2	136	46,299	32.9	77		
With Children	46,032	32.7	113	22,196	15.8	94	72,307	51.4	97		
Unknown	31,831	22.6	69	14,955	10.6	59	93,750	66.6	139		
For Eating:											
Upmarket	23,574	16.8	55	36,349	25.8	124	80,612	57.3	121		
Midmarket	39,151	27.8	81	6,329	4.5	50	95,055	67.5	122		
Downmarket	49,641	35.3	159	64,759	46.0	132	26,136	18.6	45		
For Drinking (monthly spend):											
Nothing	64,679	46.0	152	38,604	27.4	116	37,253	26.5	59		
Low (less than £10)	32,457	23.1	77	43,264	30.7	131	64,815	46.1	102		
Medium (Between £10 and £40)	30,623	21.8	71	30,541	21.7	122	79,371	56.4	112		
High (Greater than £40)	24,017	17.1	66	41,139	29.2	142	75,379	53.6	102		

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Steadings, KY 2 5RB	Star Pubs & Bars	0.0	1.3
2	Charleys, KY 2 6AL	Star Pubs & Bars	10.9	2.2
3	Weavers, KY 2 5JZ	Star Pubs & Bars	12.1	2.2
4	Windsor Hotel, KY 1 1DR	Independent Free	13.9	2.4
5	Eagles Nest, KY 2 5DE	Trust Inns	16.0	2.5
6	Dv8, KY 1 1ED	Independent Free	16.9	3.1
7	Tavern, KY 2 6EY	Independent Free	17.2	3.5
8	Robert Nairn, KY 1 1EH	Wetherspoon	18.4	4.9
9	Wynd, KY 1 1EH	Independent Free	18.4	4.9
10	Cafe Continental, KY 1 1BB	Independent Free	18.7	3.8
11	Blue Monday, KY 1 1NB	Independent Free	19.0	4.0
12	Exchequer, KY 1 1NB	Stonegate Pub Company	19.0	4.0
13	Penny Farthing, KY 1 1LL	Kingdom Taverns	20.8	4.3
14	Wheatsheaf Inn, KY 1 1RW	Hawthorn Leisure	20.8	5.1
15	Betty Nicols, KY 1 1JL	Independent Free	21.4	4.0
16	Heritage, KY 1 1JL	Independent Free	21.4	4.0
17	Wharfe, KY 1 2SG	Independent Free	22.3	4.3
18	Society, KY 1 1RN	Independent Free	22.6	4.3
19	Harbour Bar, KY 1 2SN	Independent Free	22.9	4.5
20	Novar Bar, KY 1 1NY	Kingdom Taverns	23.2	4.0