

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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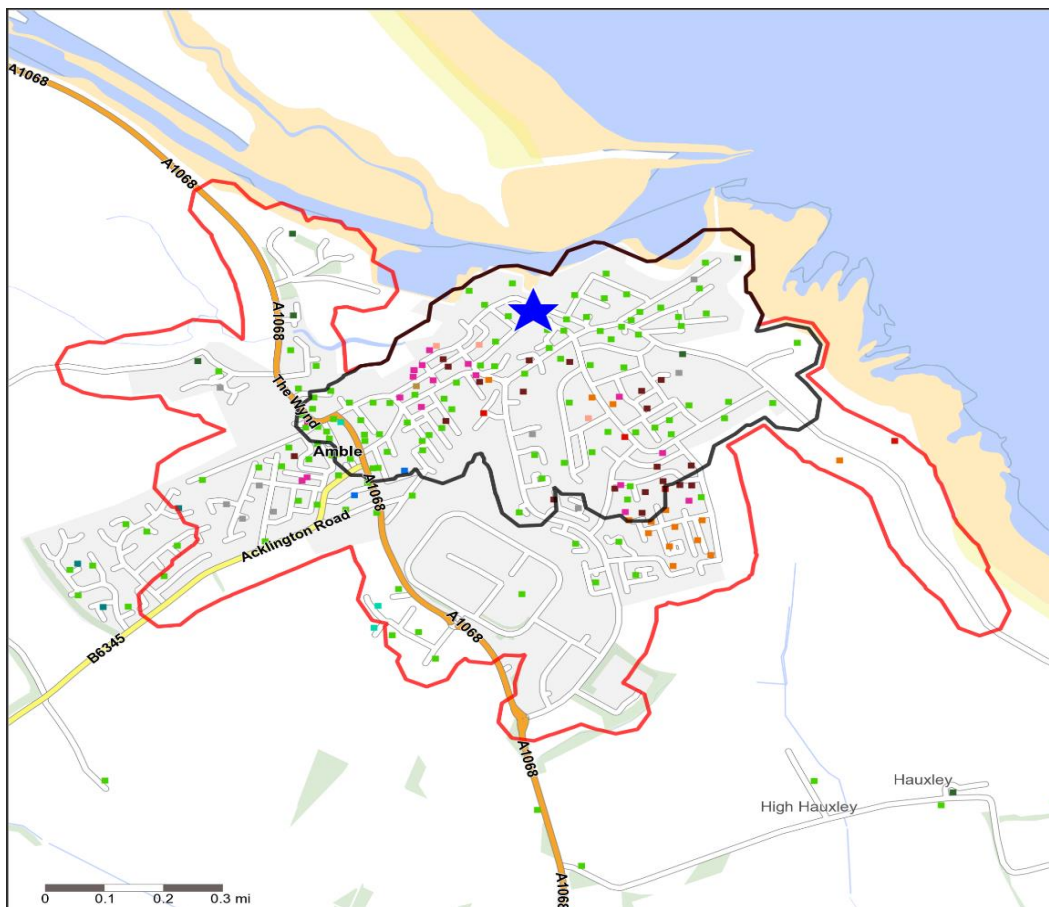
Number of Pubs	6	9	29
Catchment Adults 18+	2,913	4,717	23,921
Catchment Adults 18+ Per Pub	486	524	825
Populaton Projection 2018 to 2028 (% change)	0.17%	0.56%	1.02%

		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	2,753	94.5	182	1	Community Pub	4,019	85.2	164	1	Community Pub	13,110	54.8	106
2	High Street Pub	1,583	54.3	117	2	High Street Pub	2,502	53.0	114	2	Premium Local	9,922	41.5	89
3	Bit of Style	150	5.1	8	3	Premium Local	477	10.1	16	3	High Street Pub	9,077	37.9	60
4	Premium Local	82	2.8	22	4	Great Pub Great Food	413	8.8	68	4	Great Pub Great Food	8,567	35.8	277
5	Great Pub Great Food	51	1.8	4	5	Bit of Style	315	6.7	17	5	Bit of Style	2,244	9.4	23
6	Circuit Bar	37	1.3	5	6	Circuit Bar	71	1.5	6	6	Circuit Bar	1,125	4.7	18
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	247	1.0	10

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	126	4.3	49	207	4.4	50	1,622	6.8	77
C1	280	9.6	78	458	9.7	79	2,533	10.6	86
C2	339	11.6	141	522	11.1	134	2,029	8.5	103
DE	369	12.7	123	611	13.0	126	2,172	9.1	88

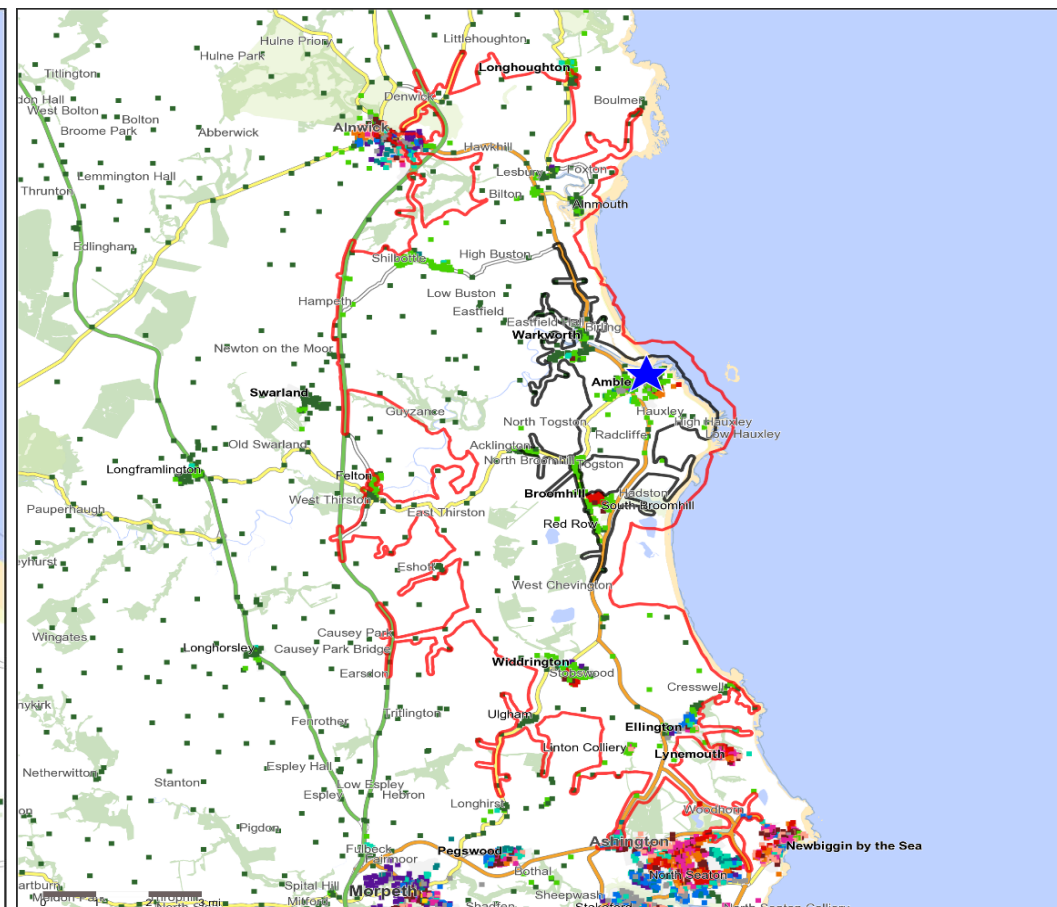
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,930	66.3	200	2,895	61.4	185	9,809	41.0	124
Medium (7-13)	700	24.0	72	1,339	28.4	86	7,197	30.1	91
High (14-19)	46	1.6	6	166	3.5	12	3,871	16.2	57

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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	M Modest Traditions	N Urban Cohesion
		E Senior Security
		J Transient Renters
		O Rental Hubs

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	50
B07	Alpha Families	0	0	0	18
B08	Bank of Mum and Dad	0	0	0	22
B09	Empty-Nest Adventure	0	0	0	236
C10	Wealthy Landowners	0	0	91	626
C11	Rural Vogue	0	0	76	458
C12	Scattered Homesteads	0	1	75	530
C13	Village Retirement	13	58	865	2,788
D14	Satellite Settlers	16	259	902	2,539
D15	Local Focus	1,191	1,604	2,887	4,624
D16	Outlying Seniors	708	1,075	1,910	3,343
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	15
E19	Bungalow Heaven	107	256	326	636
E20	Classic Grandparents	0	0	0	28
E21	Solo Retirees	0	0	0	1
F22	Boomerang Boarders	0	0	0	147
F23	Family Ties	0	0	0	2
F24	Fledgling Free	21	52	52	509
F25	Dependable Me	0	0	0	60
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	0	22
G28	Modern Parents	0	0	12	325
G29	Mid-Career Convention	0	35	76	254
H30	Primary Ambitions	0	0	0	0
H31	Affordable Fringe	2	7	7	26
H32	First-Rung Futures	0	0	0	179
H33	Contemporary Starts	0	0	0	608
H34	New Foundations	3	37	102	166
H35	Flying Solo	0	0	0	2

		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	46	46	46	50
I38	Economical Families	8	8	8	77
I39	Families on a Budget	5	285	285	334
J40	Value Rentals	147	243	250	688
J41	Youthful Endeavours	15	15	15	15
J42	Midlife Renters	13	16	16	78
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	0	0	51	65
K48	Mature Workers	107	121	601	964
L49	Flatlet Seniors	0	0	0	135
L50	Pocket Pensions	376	463	572	925
L51	Retirement Communities	0	0	0	92
L52	Estate Veterans	0	0	0	1
L53	Seasoned Survivors	61	61	63	127
M54	Down-to-Earth Owners	27	27	27	341
M55	Back with the Folks	0	0	0	29
M56	Self Supporters	29	29	29	288
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	1
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	19	19	19	91
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	205	1,405
Total		2,914	4,717	9,568	23,920

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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
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2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
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- Shop locally
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3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



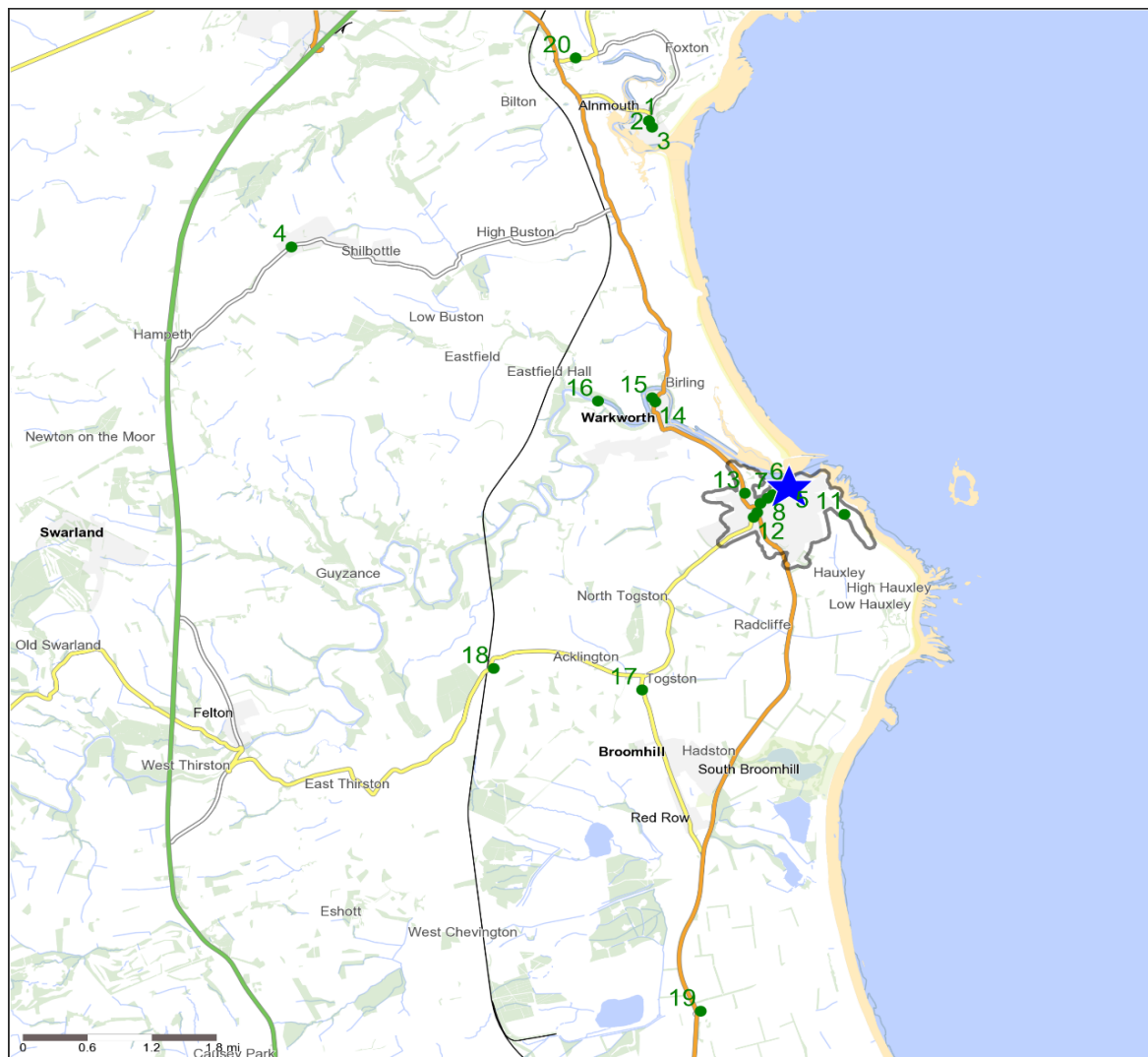
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	322	6.8	23	1,916	40.6	248	2,479	52.6	101		
Male: Alone	1,653	35.0	118	563	11.9	76	2,501	53.0	99		
Male: Group	672	14.2	62	2,009	42.6	163	2,036	43.2	87		
Male: Pair	505	10.7	41	135	2.9	19	4,078	86.5	151		
Mixed Sex: Group	148	3.1	14	3,314	70.3	220	1,255	26.6	61		
Mixed Sex: Pair	383	8.1	35	1,726	36.6	113	2,608	55.3	129		
With Children	138	2.9	10	2,196	46.6	277	2,383	50.5	95		
Unknown	2,202	46.7	142	87	1.8	10	2,428	51.5	107		
For Eating:											
Upmarket	107	2.3	7	318	6.7	32	4,291	91.0	193		
Midmarket	332	7.0	20	300	6.4	70	4,085	86.6	157		
Downmarket	280	5.9	27	3,619	76.7	220	818	17.3	42		
For Drinking (monthly spend):											
Nothing	2,889	61.2	202	1,087	23.0	98	741	15.7	35		
Low (less than £10)	148	3.1	11	3,316	70.3	299	1,253	26.6	59		
Medium (Between £10 and £40)	88	1.9	6	165	3.5	20	4,463	94.6	188		
High (Greater than £40)	46	1.0	4	269	5.7	28	4,401	93.3	178		

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	2,297	9.6	32	7,258	30.3	185	12,960	54.2	104	
Male: Alone	5,319	22.2	75	1,689	7.1	45	15,508	64.8	122	
Male: Group	2,478	10.4	45	9,077	37.9	145	10,961	45.8	92	
Male: Pair	1,592	6.7	26	897	3.7	25	20,027	83.7	146	
Mixed Sex: Group	592	2.5	11	15,773	65.9	206	6,152	25.7	59	
Mixed Sex: Pair	3,592	15.0	64	8,562	35.8	110	10,362	43.3	101	
With Children	1,350	5.6	20	6,846	28.6	170	14,320	59.9	113	
Unknown	8,614	36.0	110	1,159	4.8	27	12,742	53.3	111	
For Eating:										
Upmarket	1,232	5.2	17	1,453	6.1	29	19,830	82.9	175	
Midmarket	1,251	5.2	15	351	1.5	16	20,914	87.4	158	
Downmarket	2,324	9.7	44	11,781	49.2	141	8,411	35.2	85	
For Drinking (monthly spend):										
Nothing	10,250	42.8	142	3,606	15.1	64	8,661	36.2	81	
Low (less than £10)	4,488	18.8	63	12,756	53.3	227	5,273	22.0	49	
Medium (Between £10 and £40)	1,170	4.9	16	4,981	20.8	117	16,366	68.4	136	
High (Greater than £40)	812	3.4	13	2,961	12.4	60	18,743	78.4	150	

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	Hope & Anchor, NE66 2RA	Independent Free	0.0	14.7
2	Sun Inn, NE66 2RA	Star Pubs & Bars	0.0	14.7
3	Red Lion, NE66 2RJ	Independent Free	0.0	15.2
4	Farriers Arms, NE66 2XX	Independent Free	0.0	17.2
5	Schooner Inn, NE65 0AD	Star Pubs & Bars	0.0	0.1
6	Harbour Inn, NE65 0AA	Punch Pub Company	0.3	0.3
7	Tavern, NE65 0DA	Independent Free	4.2	1.5
8	Dock Hotel, NE65 0BX	Independent Free	6.0	2.1
9	Wellwood Arms, NE65 0LD	Punch Pub Company	7.2	2.0
10	Blue Bell Inn, NE65 0LU	Admiral Taverns Ltd	10.3	2.1
11	Granary, NE65 0SD	Independent Free	11.5	2.4
12	Masons Arms, NE65 0NH	Unknown	12.7	2.5
13	Marina Arms, NE65 0HH	Independent Free	13.0	2.8
14	Hermitage Inn, NE65 0UL	Marston's	40.4	6.1
15	Masons Arms, NE65 0UR	Star Pubs & Bars	42.6	6.8
16	Black Bull, NE65 0UD	Independent Free	56.1	8.9
17	Trap, NE65 9UT	Admiral Taverns Ltd	57.9	8.0
18	Railway Inn, NE65 9BP	Independent Free	85.3	11.6
19	Widdrington, NE61 5DY	Star Pubs & Bars	115.5	10.5
20	Coach Inn, NE66 3PP	Star Pubs & Bars	118.3	14.1