

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|------------------|------------------------|------------------------|------------------------|
|------------------|------------------------|------------------------|------------------------|

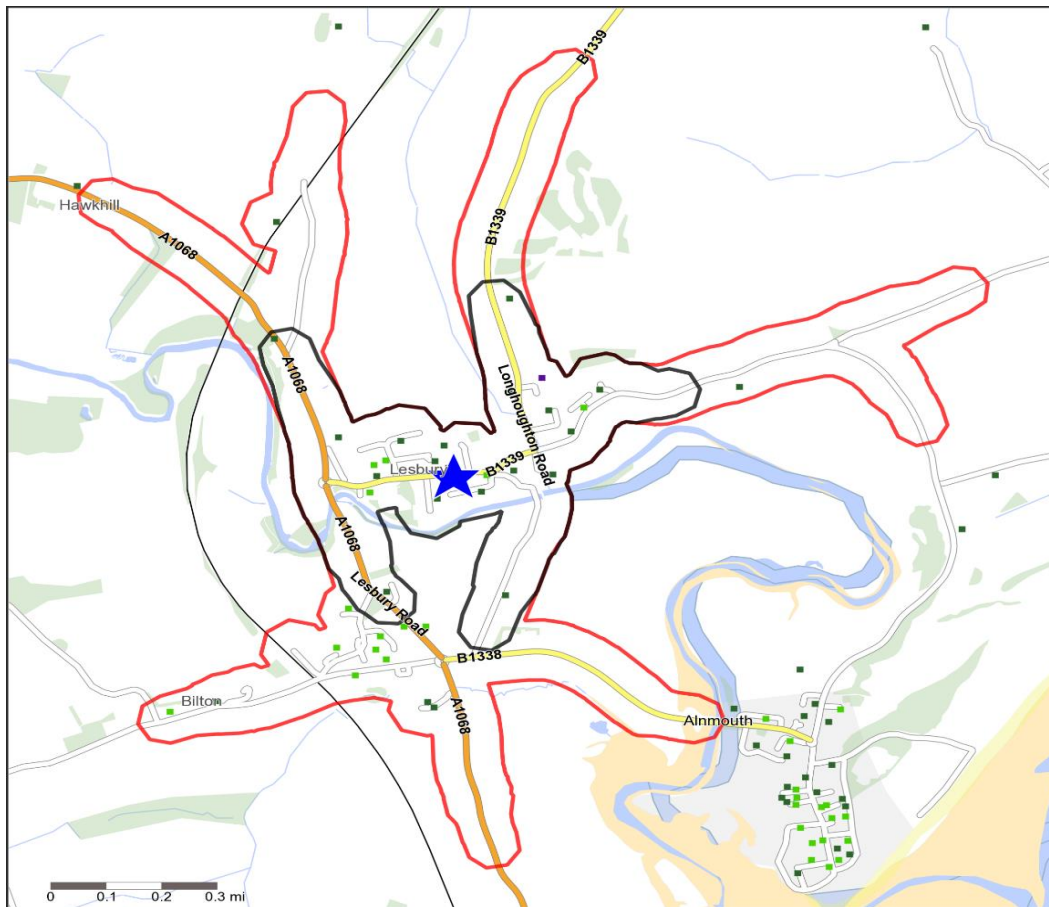
|  |        |        |        |
|--|--------|--------|--------|
| Number of Pubs                               | 1      | 1      | 49     |
| Catchment Adults 18+                         | 453    | 834    | 26,964 |
| Catchment Adults 18+ Per Pub                 | 453    | 834    | 550    |
| Populaton Projection 2018 to 2028 (% change) | -1.33% | -0.52% | 1.19%  |

|      |                      | 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    | Great Pub Great Food | 415                | 91.6            | 177   | 1    | Great Pub Great Food | 670                | 80.3            | 155   | 1    | Community Pub        | 15,434              | 57.2            | 111   |
| 2    | Premium Local        | 415                | 91.6            | 197   | 2    | Premium Local        | 670                | 80.3            | 172   | 2    | Premium Local        | 12,575              | 46.6            | 100   |
| 3    | Community Pub        | 54                 | 11.9            | 19    | 3    | Community Pub        | 210                | 25.2            | 40    | 3    | Great Pub Great Food | 11,104              | 41.2            | 65    |
| 4    | High Street Pub      | 32                 | 7.1             | 55    | 4    | High Street Pub      | 143                | 17.1            | 133   | 4    | High Street Pub      | 10,989              | 40.8            | 315   |
| 5    | Bit of Style         | 0                  | 0.0             | 0     | 5    | Bit of Style         | 0                  | 0.0             | 0     | 5    | Bit of Style         | 2,384               | 8.8             | 22    |
| 6    | Circuit Bar          | 0                  | 0.0             | 0     | 6    | Circuit Bar          | 0                  | 0.0             | 0     | 6    | Circuit Bar          | 1,919               | 7.1             | 27    |
| 7    | Craft Led            | 0                  | 0.0             | 0     | 7    | Craft Led            | 0                  | 0.0             | 0     | 7    | Craft Led            | 791                 | 2.9             | 28    |

| 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           | 46                     | 10.2            | 115   | 85                     | 10.2            | 115   | 2,000                  | 7.4             | 84    |
| C1           | 42                     | 9.3             | 76    | 75                     | 9.0             | 73    | 2,752                  | 10.2            | 83    |
| C2           | 18                     | 4.0             | 48    | 49                     | 5.9             | 71    | 2,291                  | 8.5             | 103   |
| DE           | 16                     | 3.5             | 34    | 35                     | 4.2             | 41    | 2,431                  | 9.0             | 88    |

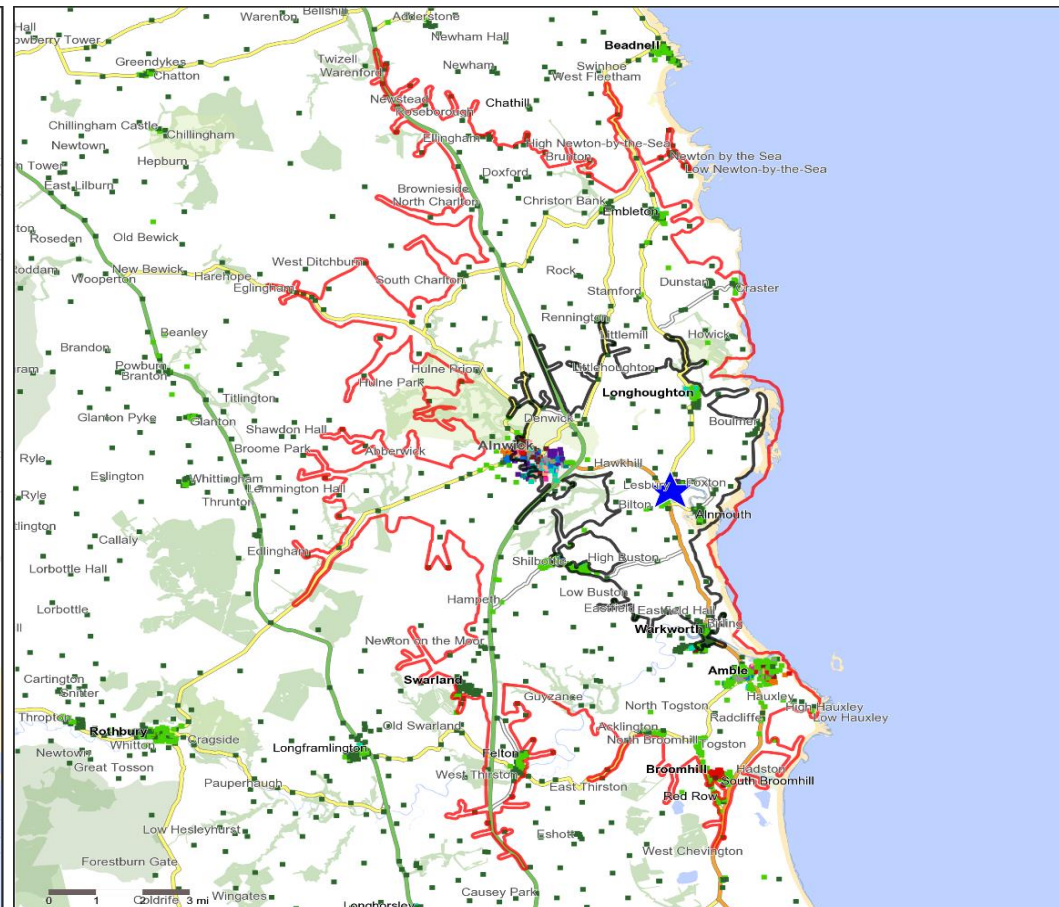
| Affluence (Bands) | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
|                   | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 34                     | 7.5             | 23    | 122                    | 14.6            | 44    | 10,289                 | 38.2            | 115   |
| Medium (7-13)     | 96                     | 21.2            | 64    | 243                    | 29.1            | 88    | 7,660                  | 28.4            | 86    |
| High (14-19)      | 280                    | 61.8            | 217   | 368                    | 44.1            | 155   | 4,859                  | 18.0            | 63    |

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

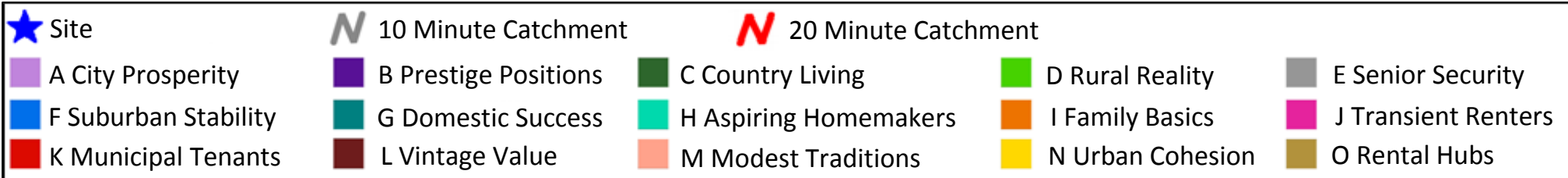


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

| 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          | 16         | 16         | 68         | 68         |
| B07 Alpha Families        | 0          | 0          | 2          | 2          |
| B08 Bank of Mum and Dad   | 0          | 0          | 27         | 51         |
| B09 Empty-Nest Adventure  | 0          | 0          | 674        | 706        |
| C10 Wealthy Landowners    | 50         | 71         | 305        | 672        |
| C11 Rural Vogue           | 19         | 54         | 270        | 756        |
| C12 Scattered Homesteads  | 16         | 46         | 266        | 1,928      |
| C13 Village Retirement    | 253        | 312        | 1,196      | 2,857      |
| D14 Satellite Settlers    | 62         | 171        | 992        | 2,294      |
| D15 Local Focus           | 6          | 21         | 482        | 3,905      |
| D16 Outlying Seniors      | 32         | 143        | 581        | 3,196      |
| D17 Far-Flung Outposts    | 0          | 0          | 0          | 49         |
| E18 Legacy Elders         | 0          | 0          | 37         | 38         |
| E19 Bungalow Heaven       | 0          | 0          | 157        | 508        |
| E20 Classic Grandparents  | 0          | 0          | 93         | 118        |
| E21 Solo Retirees         | 0          | 0          | 27         | 67         |
| F22 Boomerang Boarders    | 0          | 0          | 61         | 70         |
| F23 Family Ties           | 0          | 0          | 0          | 0          |
| F24 Fledgling Free        | 0          | 0          | 282        | 479        |
| F25 Dependable Me         | 0          | 0          | 94         | 118        |
| G26 Cafés and Catchments  | 0          | 0          | 0          | 0          |
| G27 Thriving Independence | 0          | 0          | 208        | 238        |
| G28 Modern Parents        | 0          | 0          | 171        | 224        |
| G29 Mid-Career Convention | 0          | 0          | 255        | 535        |
| H30 Primary Ambitions     | 0          | 0          | 0          | 0          |
| H31 Affordable Fringe     | 0          | 0          | 87         | 132        |
| H32 First-Rung Futures    | 0          | 0          | 235        | 365        |
| H33 Contemporary Starts   | 0          | 0          | 337        | 337        |
| H34 New Foundations       | 0          | 0          | 57         | 271        |
| H35 Flying Solo           | 0          | 0          | 42         | 42         |

| 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          | 0          | 101          | 272           |
| I38 Economical Families    | 0          | 0          | 0            | 8             |
| I39 Families on a Budget   | 0          | 0          | 74           | 656           |
| J40 Value Rentals          | 0          | 0          | 118          | 368           |
| J41 Youthful Endeavours    | 0          | 0          | 13           | 28            |
| J42 Midlife Renters        | 0          | 0          | 110          | 148           |
| J43 Renting Rooms          | 0          | 0          | 79           | 79            |
| 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          | 326          | 380           |
| K48 Mature Workers         | 0          | 0          | 19           | 634           |
| L49 Flatlet Seniors        | 0          | 0          | 66           | 67            |
| L50 Pocket Pensions        | 0          | 0          | 275          | 889           |
| L51 Retirement Communities | 0          | 0          | 284          | 285           |
| L52 Estate Veterans        | 0          | 0          | 35           | 35            |
| L53 Seasoned Survivors     | 0          | 0          | 29           | 92            |
| M54 Down-to-Earth Owners   | 0          | 0          | 228          | 429           |
| M55 Back with the Folks    | 0          | 0          | 318          | 471           |
| M56 Self Supporters        | 0          | 0          | 95           | 124           |
| 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          | 11           | 11            |
| O61 Career Builders        | 0          | 0          | 4            | 4             |
| O62 Central Pulse          | 0          | 0          | 0            | 0             |
| O63 Flexible Workforce     | 0          | 0          | 0            | 0             |
| O64 Bus-Route Renters      | 0          | 0          | 467          | 496           |
| O65 Learners & Earners     | 0          | 0          | 0            | 0             |
| O66 Student Scene          | 0          | 0          | 0            | 0             |
| U99 Unclassified           | 0          | 0          | 169          | 1,462         |
| <b>Total</b>               | <b>454</b> | <b>834</b> | <b>9,827</b> | <b>26,964</b> |

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 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

## 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
- 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. C13 Village Retirement

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



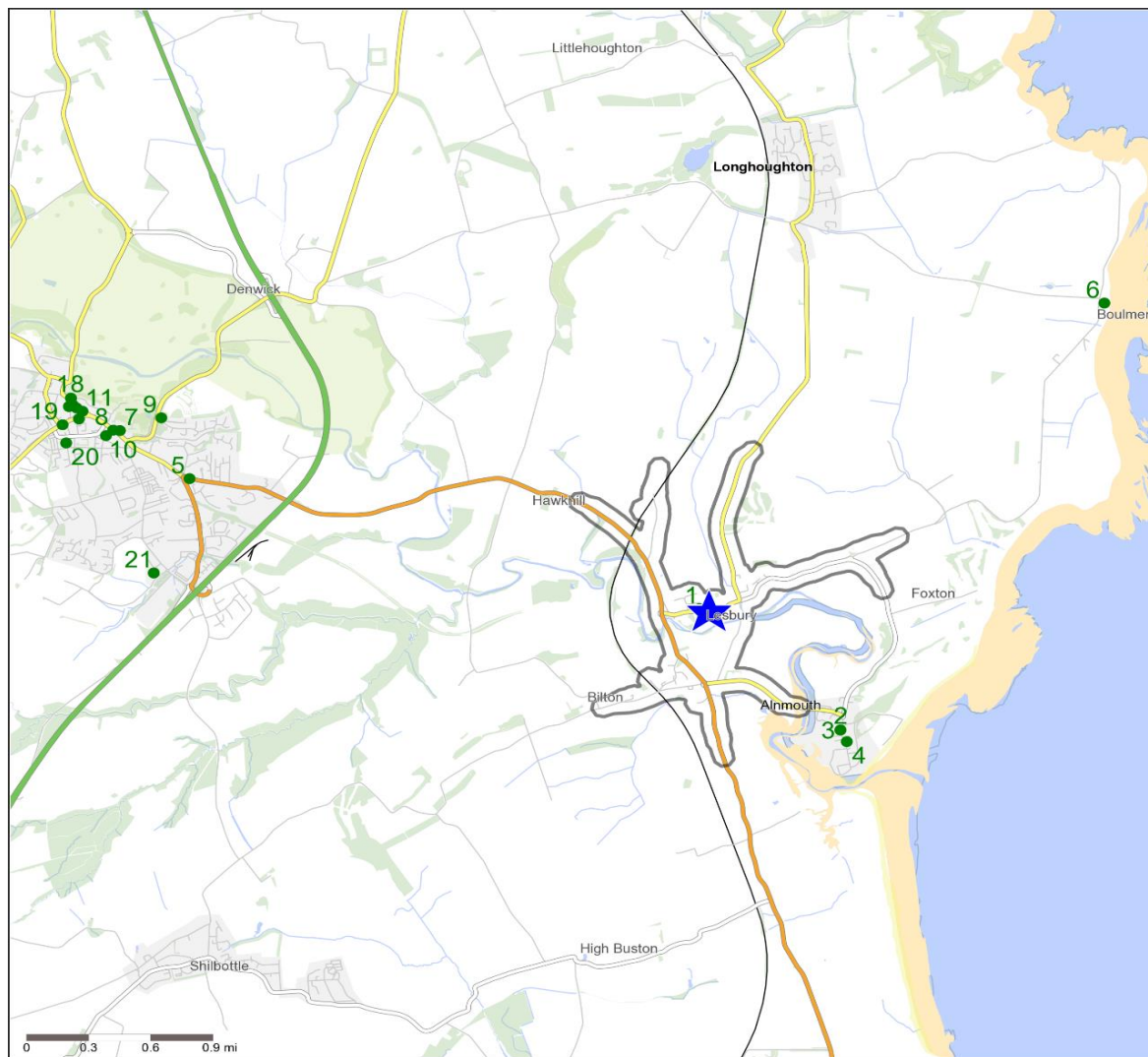
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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         | 0                  | 0.0             | 0     | 193              | 23.1            | 141   | 641              | 76.9            | 148   |  |  |  |
| Male: Alone                          | 143                | 17.1            | 58    | 0                | 0.0             | 0     | 691              | 82.9            | 155   |  |  |  |
| Male: Group                          | 0                  | 0.0             | 0     | 334              | 40.0            | 153   | 500              | 60.0            | 121   |  |  |  |
| Male: Pair                           | 0                  | 0.0             | 0     | 0                | 0.0             | 0     | 834              | 100.0           | 174   |  |  |  |
| Mixed Sex: Group                     | 0                  | 0.0             | 0     | 648              | 77.7            | 243   | 186              | 22.3            | 51    |  |  |  |
| Mixed Sex: Pair                      | 171                | 20.5            | 87    | 501              | 60.1            | 185   | 162              | 19.4            | 45    |  |  |  |
| With Children                        | 0                  | 0.0             | 0     | 37               | 4.4             | 26    | 796              | 95.4            | 180   |  |  |  |
| Unknown                              | 193                | 23.1            | 70    | 16               | 1.9             | 11    | 625              | 74.9            | 156   |  |  |  |
| <b>For Eating:</b>                   |                    |                 |       |                  |                 |       |                  |                 |       |  |  |  |
| Upmarket                             | 0                  | 0.0             | 0     | 0                | 0.0             | 0     | 834              | 100.0           | 212   |  |  |  |
| Midmarket                            | 0                  | 0.0             | 0     | 0                | 0.0             | 0     | 834              | 100.0           | 181   |  |  |  |
| Downmarket                           | 0                  | 0.0             | 0     | 164              | 19.7            | 56    | 670              | 80.3            | 193   |  |  |  |
| <b>For Drinking (monthly spend):</b> |                    |                 |       |                  |                 |       |                  |                 |       |  |  |  |
| Nothing                              | 210                | 25.2            | 83    | 54               | 6.5             | 27    | 571              | 68.5            | 153   |  |  |  |
| Low (less than £10)                  | 374                | 44.8            | 150   | 389              | 46.6            | 199   | 71               | 8.5             | 19    |  |  |  |
| Medium (Between £10 and £40)         | 16                 | 1.9             | 6     | 429              | 51.4            | 288   | 389              | 46.6            | 93    |  |  |  |
| High (Greater than £40)              | 0                  | 0.0             | 0     | 87               | 10.4            | 51    | 747              | 89.6            | 171   |  |  |  |

| 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         | 2,884               | 10.7            | 35    | 6,687            | 24.8            | 152   | 15,931           | 59.1            | 113   |  |
| Male: Alone                          | 6,663               | 24.7            | 83    | 2,405            | 8.9             | 57    | 16,434           | 60.9            | 114   |  |
| Male: Group                          | 2,837               | 10.5            | 46    | 9,505            | 35.3            | 135   | 13,160           | 48.8            | 98    |  |
| Male: Pair                           | 3,032               | 11.2            | 43    | 1,124            | 4.2             | 27    | 21,346           | 79.2            | 138   |  |
| Mixed Sex: Group                     | 1,876               | 7.0             | 30    | 14,935           | 55.4            | 173   | 8,691            | 32.2            | 73    |  |
| Mixed Sex: Pair                      | 4,811               | 17.8            | 76    | 10,976           | 40.7            | 125   | 9,716            | 36.0            | 84    |  |
| With Children                        | 2,761               | 10.2            | 35    | 5,993            | 22.2            | 132   | 16,749           | 62.1            | 117   |  |
| Unknown                              | 8,287               | 30.7            | 94    | 1,544            | 5.7             | 32    | 15,671           | 58.1            | 121   |  |
| <b>For Eating:</b>                   |                     |                 |       |                  |                 |       |                  |                 |       |  |
| Upmarket                             | 2,421               | 9.0             | 29    | 1,746            | 6.5             | 31    | 21,335           | 79.1            | 167   |  |
| Midmarket                            | 2,358               | 8.7             | 25    | 726              | 2.7             | 30    | 22,418           | 83.1            | 150   |  |
| Downmarket                           | 3,227               | 12.0            | 54    | 11,378           | 42.2            | 121   | 10,897           | 40.4            | 97    |  |
| <b>For Drinking (monthly spend):</b> |                     |                 |       |                  |                 |       |                  |                 |       |  |
| Nothing                              | 11,654              | 43.2            | 143   | 5,012            | 18.6            | 79    | 8,836            | 32.8            | 73    |  |
| Low (less than £10)                  | 7,492               | 27.8            | 93    | 12,337           | 45.8            | 195   | 5,673            | 21.0            | 46    |  |
| Medium (Between £10 and £40)         | 2,658               | 9.9             | 32    | 6,876            | 25.5            | 143   | 15,969           | 59.2            | 118   |  |
| High (Greater than £40)              | 1,809               | 6.7             | 26    | 3,691            | 13.7            | 67    | 20,002           | 74.2            | 142   |  |

## 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     | Coach Inn, NE66 3PP          | Star Pubs & Bars  | 0.9                          | 0.2                           |
| 2     | Hope & Anchor, NE66 2RA      | Independent Free  | 26.6                         | 4.2                           |
| 3     | Sun Inn, NE66 2RA            | Star Pubs & Bars  | 26.6                         | 4.2                           |
| 4     | Red Lion, NE66 2RJ           | Independent Free  | 27.8                         | 4.8                           |
| 5     | Oaks Hotel, NE66 2PN         | New River Retail  | 58.2                         | 6.3                           |
| 6     | Fishing Boat Inn, NE66 3BP   | Independent Free  | 58.2                         | 6.8                           |
| 7     | Plough, NE66 1PN             | Punch Pub Company | 67.0                         | 7.9                           |
| 8     | Fleece Inn, NE66 1PR         | Punch Pub Company | 67.5                         | 7.9                           |
| 9     | Pavilion Cafe, NE66 1YU      | Independent Free  | 70.1                         | 8.3                           |
| 10    | Tanners Arms, NE66 1QF       | Independent Free  | 70.6                         | 8.5                           |
| 11    | George Inn, NE66 1HZ         | Punch Pub Company | 71.3                         | 8.6                           |
| 12    | Queens Head Hotel, NE66 1SS  | Ei Group          | 72.0                         | 8.8                           |
| 13    | Lilburns, NE66 1HX           | Independent Free  | 72.1                         | 8.9                           |
| 14    | Three Wise Monkeys, NE66 1HR | Independent Free  | 72.1                         | 9.1                           |
| 15    | Market Tavern, NE66 1HW      | Punch Pub Company | 72.7                         | 9.2                           |
| 16    | Penny Black, NE66 1HW        | Independent Free  | 72.7                         | 9.2                           |
| 17    | Black Swan, NE66 1JG         | Ladhar Leisure    | 72.8                         | 9.0                           |
| 18    | Dirty Bottles, NE66 1JG      | Independent Free  | 72.8                         | 9.0                           |
| 19    | Alnwick Gate, NE66 1LA       | Trust Inns        | 73.5                         | 9.2                           |
| 20    | John Bull Inn, NE66 1UY      | Independent Free  | 73.6                         | 8.8                           |