

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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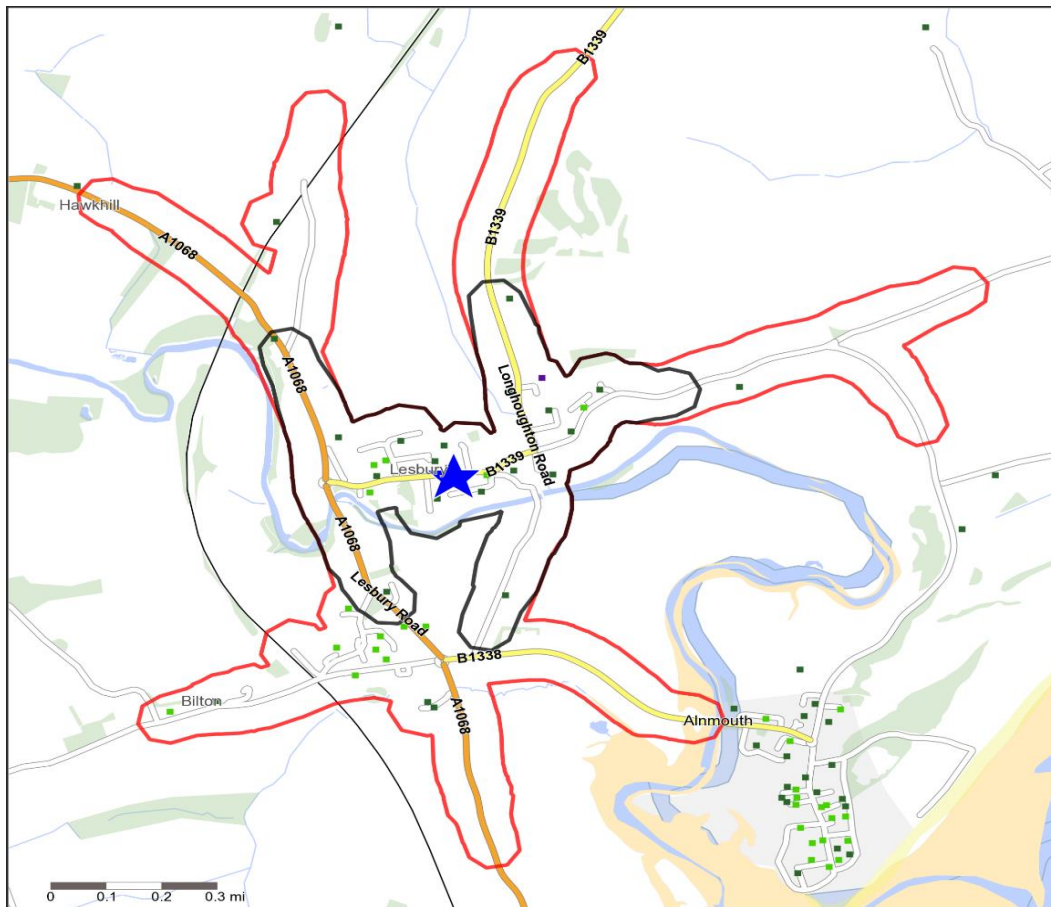
Number of Pubs	1	1	49
Catchment Adults 18+	453	834	26,964
Catchment Adults 18+ Per Pub	453	834	550
Populaton Projection 2018 to 2028 (% change)	-1.33%	-0.52%	1.19%

		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

	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	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

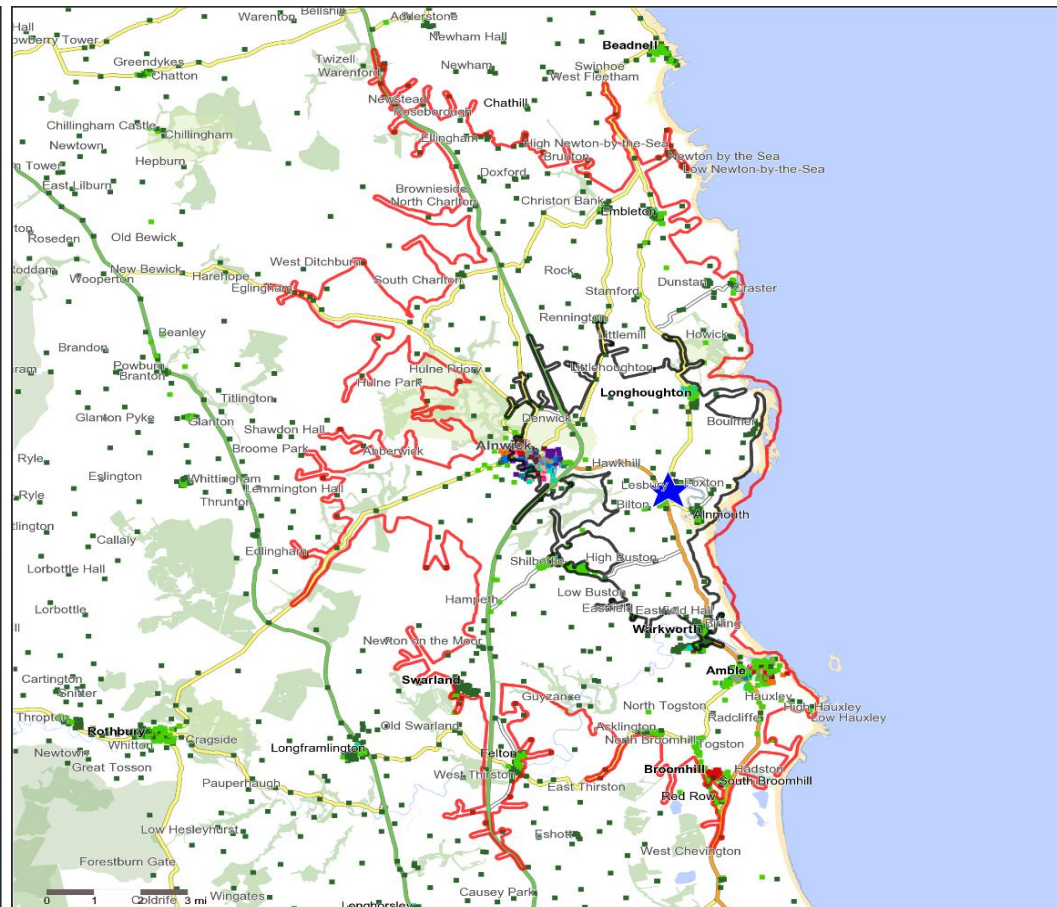
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	34	7.5	23	122	14.6	44	10,289	38.2	115
Medium (7-13)	96	21.2	64	243	29.1	88	7,660	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

				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	0	0
A02	Uptown Elite	0	0	0	0	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	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		

				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	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		
Total				454	834	9,827	26,964

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



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- Low income
- Shop locally
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3. C13 Village Retirement

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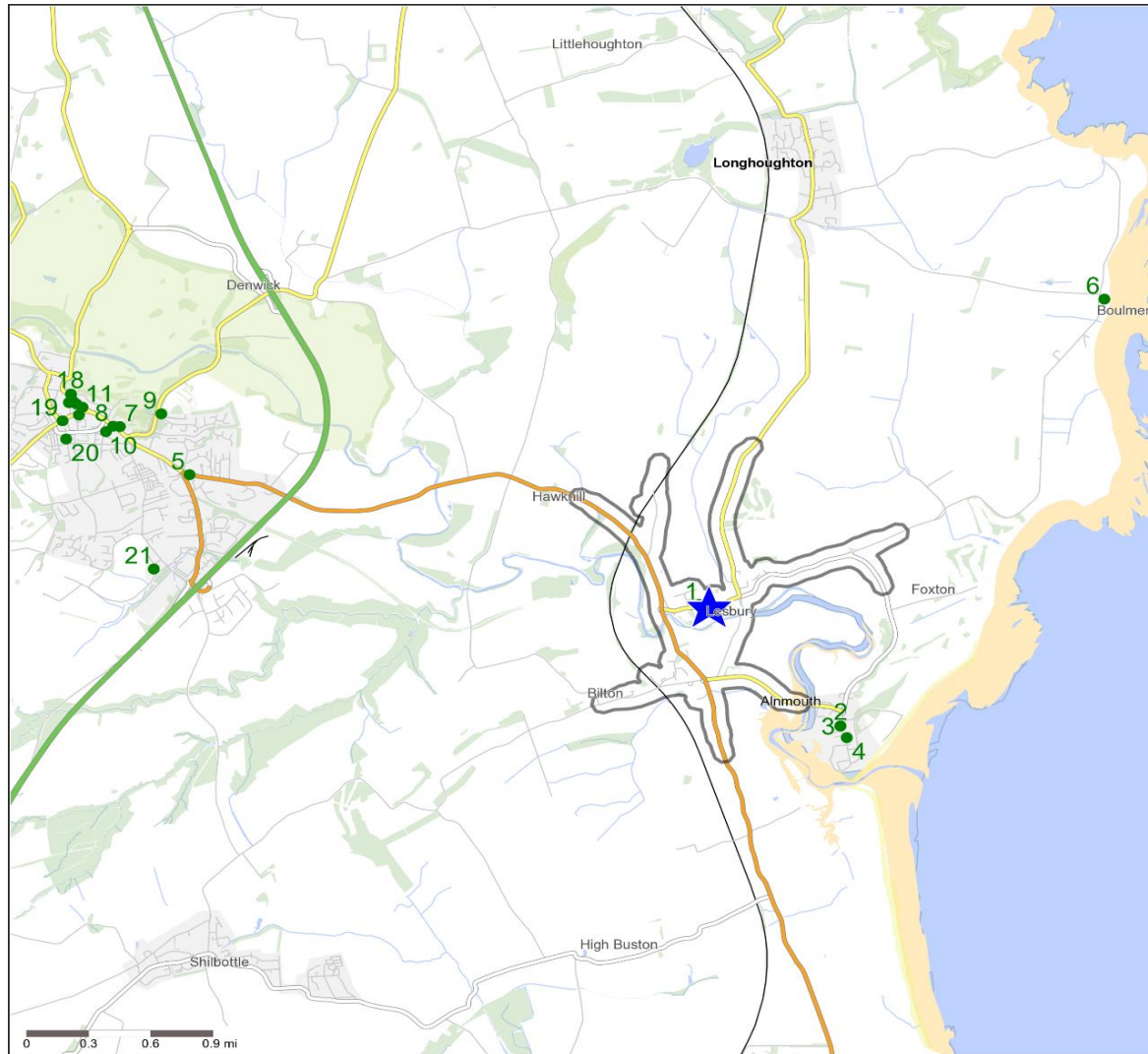
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

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	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			
For Eating:												
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			
For Drinking (monthly spend):												
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	Target Customers
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	
For Eating:										
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	
For Drinking (monthly spend):										
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