

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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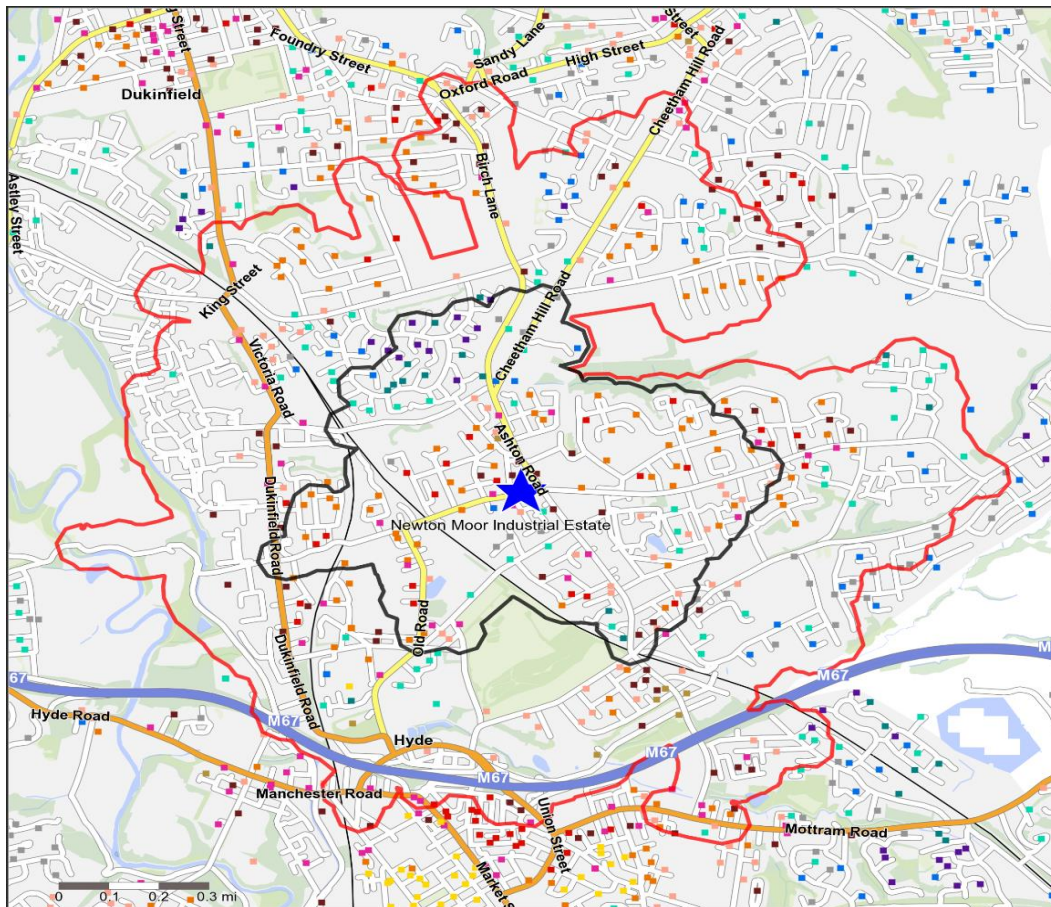
Number of Pubs	5	17	385
Catchment Adults 18+	5,866	16,769	334,737
Catchment Adults 18+ Per Pub	1,173	986	869
Populaton Projection 2018 to 2028 (% change)	4.97%	4.34%	4.39%

		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	5,491	93.6	181	1	High Street Pub	14,741	87.9	170	1	High Street Pub	292,732	87.5	169
2	Community Pub	4,994	85.1	183	2	Community Pub	14,024	83.6	179	2	Community Pub	265,971	79.5	170
3	Premium Local	1,631	27.8	44	3	Premium Local	4,572	27.3	43	3	Premium Local	101,311	30.3	48
4	Great Pub Great Food	1,126	19.2	148	4	Bit of Style	2,877	17.2	133	4	Great Pub Great Food	65,424	19.5	151
5	Bit of Style	1,091	18.6	46	5	Great Pub Great Food	2,512	15.0	37	5	Bit of Style	48,564	14.5	36
6	Circuit Bar	655	11.2	42	6	Circuit Bar	1,947	11.6	43	6	Circuit Bar	34,882	10.4	39
7	Craft Led	541	9.2	90	7	Craft Led	1,122	6.7	65	7	Craft Led	25,808	7.7	75

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	277	4.7	53	850	5.1	57	20,795	6.2	70
C1	754	12.9	105	2,158	12.9	105	43,356	13.0	106
C2	651	11.1	134	1,875	11.2	135	33,637	10.0	122
DE	1,023	17.4	169	2,562	15.3	148	47,203	14.1	137

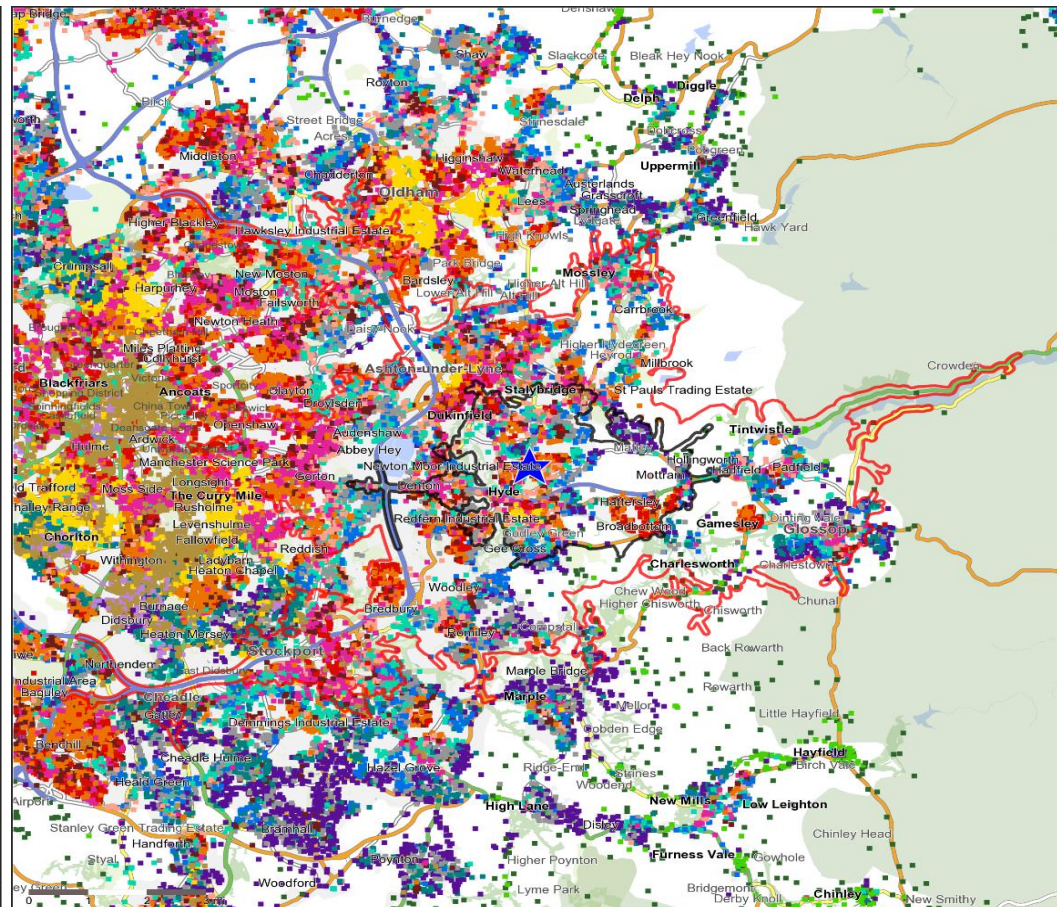
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,886	66.2	200	10,185	60.7	183	184,645	55.2	166
Medium (7-13)	1,772	30.2	91	5,440	32.4	98	112,199	33.5	101
High (14-19)	401	6.8	24	1,151	6.9	24	32,154	9.6	34

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

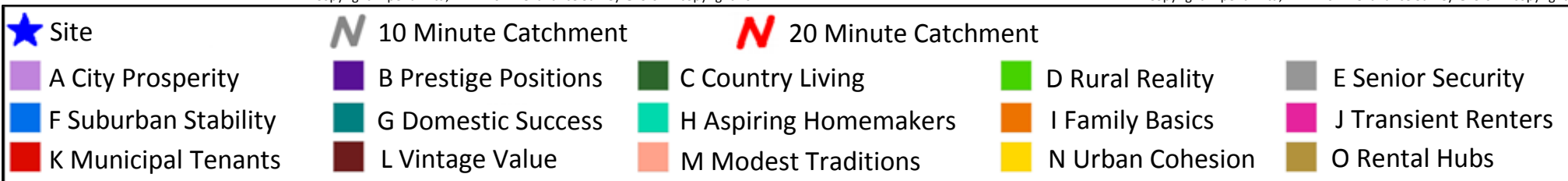


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	20
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	10	171
B06	Diamond Days	0	0	318	1,170
B07	Alpha Families	0	0	636	1,851
B08	Bank of Mum and Dad	92	138	868	3,665
B09	Empty-Nest Adventure	131	208	1,649	5,085
C10	Wealthy Landowners	0	0	79	504
C11	Rural Vogue	0	0	0	32
C12	Scattered Homesteads	0	0	0	11
C13	Village Retirement	0	0	12	245
D14	Satellite Settlers	0	0	209	905
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	365	3,633
E19	Bungalow Heaven	6	239	1,310	5,335
E20	Classic Grandparents	92	762	3,746	14,794
E21	Solo Retirees	129	278	1,748	10,726
F22	Boomerang Boarders	31	209	1,042	8,268
F23	Family Ties	2	136	1,328	4,181
F24	Fledgling Free	11	49	520	3,500
F25	Dependable Me	38	399	1,722	9,076
G26	Cafés and Catchments	0	0	0	1,364
G27	Thriving Independence	12	60	340	3,860
G28	Modern Parents	279	387	860	3,485
G29	Mid-Career Convention	0	0	732	4,506
H30	Primary Ambitions	310	775	1,552	7,163
H31	Affordable Fringe	261	686	1,951	15,162
H32	First-Rung Futures	310	637	2,548	14,979
H33	Contemporary Starts	0	528	616	2,582
H34	New Foundations	0	15	75	435
H35	Flying Solo	1	13	121	1,503

		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	65	319	2,232
I37	Budget Generations	0	353	990	3,915
I38	Economical Families	1,083	2,334	4,618	15,740
I39	Families on a Budget	844	1,690	2,966	20,567
J40	Value Rentals	178	462	1,617	6,172
J41	Youthful Endeavours	96	106	353	2,566
J42	Midlife Renters	33	164	2,217	17,593
J43	Renting Rooms	188	320	2,181	25,730
K44	Inner City Stalwarts	0	0	0	108
K45	City Diversity	0	0	0	175
K46	High Rise Residents	0	5	211	4,240
K47	Single Essentials	230	472	2,107	6,832
K48	Mature Workers	344	687	4,342	12,789
L49	Flatlet Seniors	145	886	2,107	8,885
L50	Pocket Pensions	13	257	1,231	4,469
L51	Retirement Communities	0	14	294	1,250
L52	Estate Veterans	96	272	1,401	6,032
L53	Seasoned Survivors	186	483	2,225	10,015
M54	Down-to-Earth Owners	155	346	736	3,480
M55	Back with the Folks	183	470	1,786	11,474
M56	Self Supporters	371	1,688	5,845	25,899
N57	Community Elders	0	2	25	272
N58	Culture & Comfort	0	0	55	716
N59	Large Family Living	0	0	1,607	7,498
N60	Ageing Access	0	0	0	788
O61	Career Builders	0	0	22	823
O62	Central Pulse	0	0	0	497
O63	Flexible Workforce	0	0	0	838
O64	Bus-Route Renters	18	176	909	4,313
O65	Learners & Earners	0	0	0	336
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	281
Total		5,868	16,771	64,521	334,736

Top 3 Mosaic Types in a 20 Minute Walktime

1. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



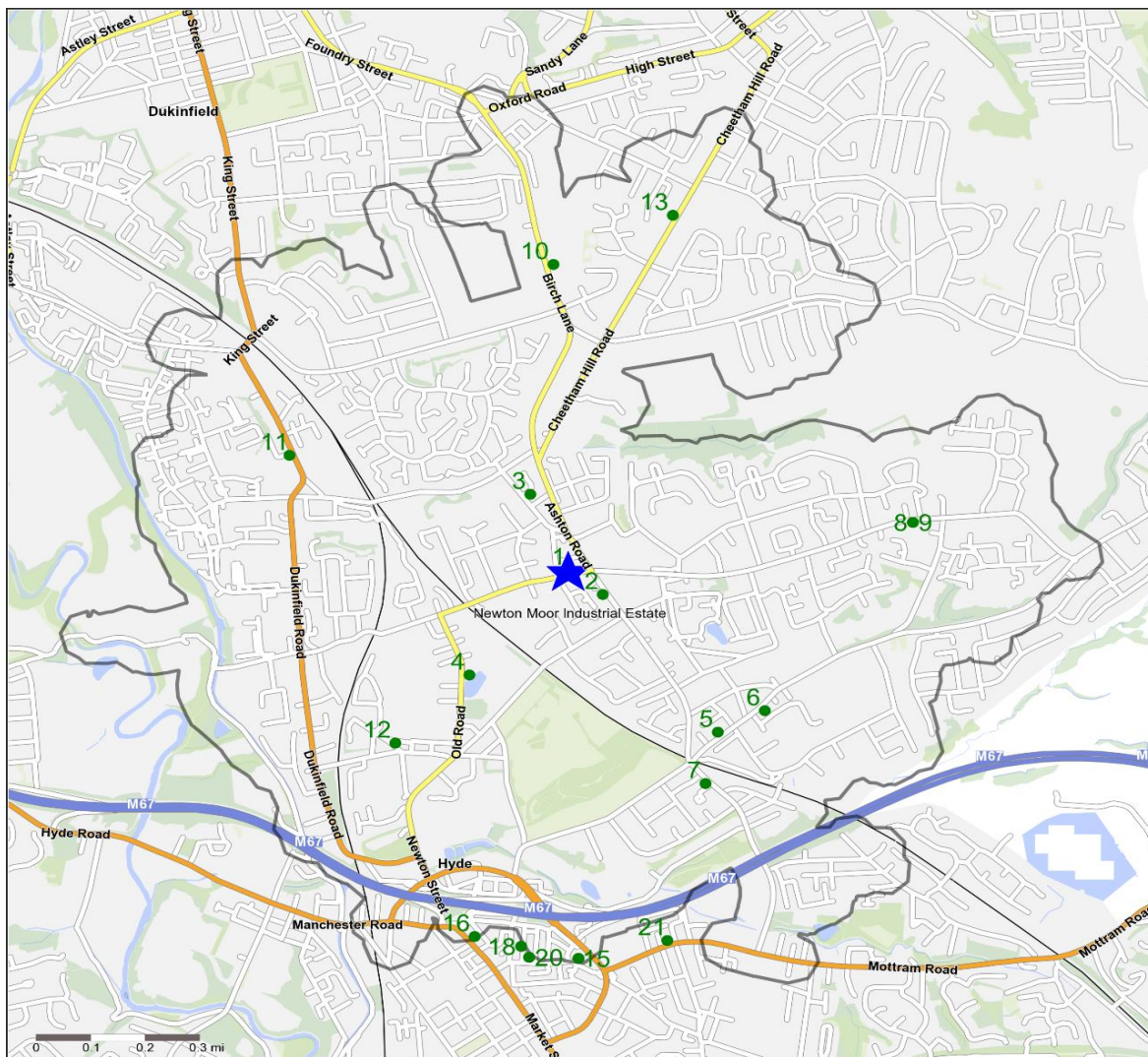
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	6,271	37.4	124	1,425	8.5	52	9,073	54.1	104			
Male: Alone	4,416	26.3	88	3,077	18.3	118	9,276	55.3	104			
Male: Group	3,953	23.6	103	5,216	31.1	119	7,600	45.3	91			
Male: Pair	3,747	22.3	86	6,155	36.7	241	6,868	41.0	71			
Mixed Sex: Group	4,907	29.3	128	3,918	23.4	73	7,944	47.4	108			
Mixed Sex: Pair	3,482	20.8	89	7,844	46.8	144	5,443	32.5	76			
With Children	7,794	46.5	161	4,433	26.4	157	4,542	27.1	51			
Unknown	5,216	31.1	95	2,667	15.9	89	8,886	53.0	111			
For Eating:												
Upmarket	3,485	20.8	68	4,388	26.2	126	8,897	53.1	112			
Midmarket	6,017	35.9	104	1,874	11.2	124	8,878	52.9	96			
Downmarket	7,382	44.0	198	7,535	44.9	129	1,852	11.0	27			
For Drinking (monthly spend):												
Nothing	7,435	44.3	147	5,048	30.1	127	4,286	25.6	57			
Low (less than £10)	4,126	24.6	82	3,771	22.5	96	8,872	52.9	117			
Medium (Between £10 and £40)	4,126	24.6	80	2,910	17.4	97	9,733	58.0	115			
High (Greater than £40)	2,682	16.0	62	4,339	25.9	126	9,748	58.1	111			

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	98,798	29.5	98	50,618	15.1	92	185,040	55.3	106	
Male: Alone	127,365	38.0	128	50,505	15.1	97	156,586	46.8	88	
Male: Group	91,428	27.3	119	113,972	34.0	130	129,056	38.6	78	
Male: Pair	102,784	30.7	118	112,872	33.7	221	118,799	35.5	62	
Mixed Sex: Group	107,210	32.0	140	60,800	18.2	57	166,446	49.7	113	
Mixed Sex: Pair	93,094	27.8	119	120,269	35.9	111	121,092	36.2	85	
With Children	152,643	45.6	158	63,967	19.1	114	117,846	35.2	66	
Unknown	103,452	30.9	94	55,623	16.6	93	175,381	52.4	109	
For Eating:										
Upmarket	79,594	23.8	78	86,896	26.0	125	167,966	50.2	106	
Midmarket	132,702	39.6	115	26,888	8.0	89	174,866	52.2	94	
Downmarket	114,191	34.1	153	132,826	39.7	114	87,439	26.1	63	
For Drinking (monthly spend):										
Nothing	110,874	33.1	110	88,726	26.5	112	134,855	40.3	90	
Low (less than £10)	85,569	25.6	86	62,540	18.7	80	186,347	55.7	123	
Medium (Between £10 and £40)	86,317	25.8	84	35,653	10.7	60	212,486	63.5	126	
High (Greater than £40)	56,142	16.8	65	65,574	19.6	95	212,739	63.6	122	

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	George & Dragon, SK14 4TQ	Star Pubs & Bars	0.0	0.2
2	Cheshire Cheese, SK14 4BH	Robinsons	2.4	0.8
3	Cotton Tree, SK14 4BN	*Other Small Retail Groups	3.6	1.1
4	Bulls Head, SK14 4SQ	Ei Group	7.5	2.0
5	Duke Of Sussex, SK14 4AA	Thwaites	10.9	2.1
6	Crown & Cushion, SK14 4AW	Ei Group	11.2	2.2
7	Railway Inn, SK14 2JR	Punch Pub Company	11.2	2.2
8	Clarence Hotel, SK14 4HJ	Independent Free	12.4	2.2
9	King William Iv, SK14 4HJ	Ei Group	12.4	2.2
10	New Inn, SK16 5AP	Robinsons	13.0	3.6
11	Victoria, SK16 4UP	Robinsons	13.3	3.4
12	Flowery Field Hotel, SK14 4NU	Unknown	13.6	3.6
13	Lodge Hotel, SK16 5JY	Independent Free	16.3	4.6
14	Jolly Carter, SK14 2ND	Ei Group	20.8	4.5
15	Queens Hotel, SK14 2ND	Holt	20.8	4.5
16	Caesars Cafe Bar, SK14 2AD	Independent Free	21.1	5.7
17	Bike & Hound, SK14 2EX	Independent Free	21.4	4.8
18	Tweed Tap, SK14 2EX	Independent Free	21.4	4.8
19	Albion, SK14 2LX	Ei Group	21.7	5.1
20	White Lion, SK14 2LX	Robinsons	21.7	5.1