

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

| | | | |
|--|-------|-------|---------|
| Number of Pubs | 2 | 10 | 413 |
| Catchment Adults 18+ | 2,467 | 9,591 | 445,053 |
| Catchment Adults 18+ Per Pub | 1,234 | 959 | 1,078 |
| Populaton Projection 2018 to 2028 (% change) | 5.45% | 6.53% | 5.88% |

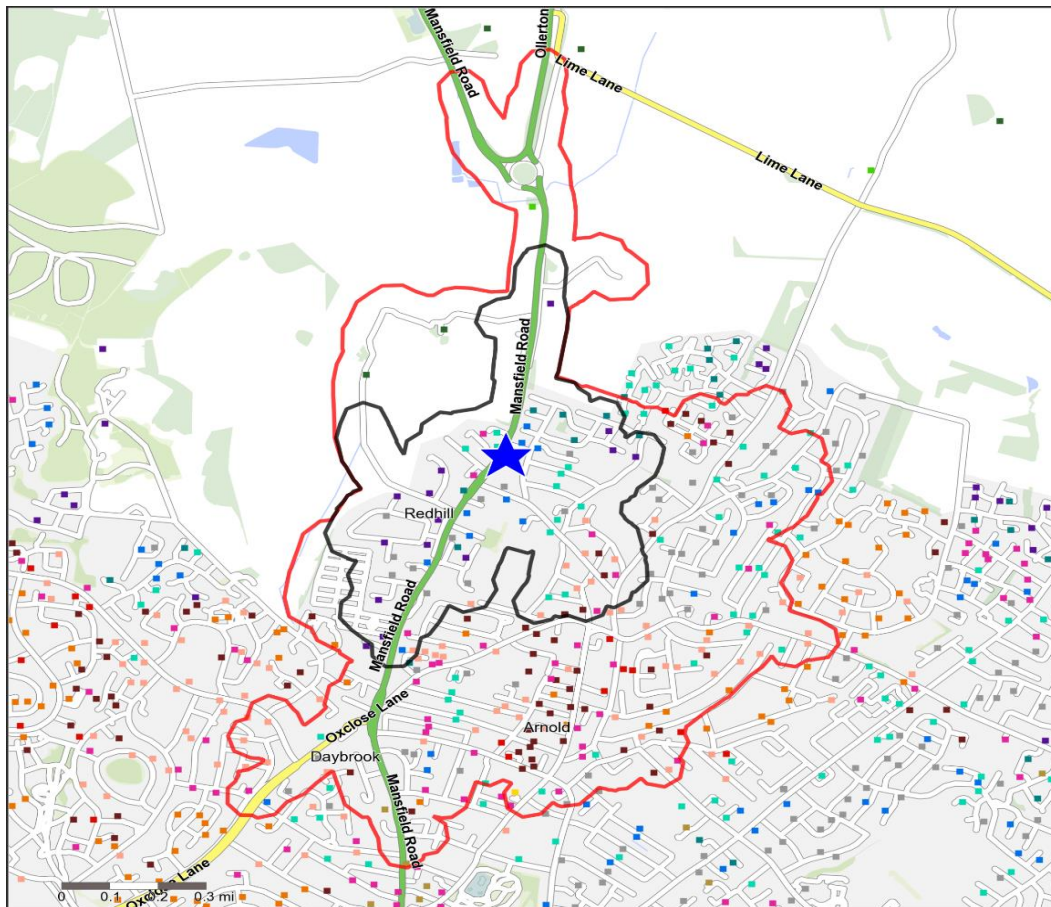
| | | 10 Minute Walktime | | | | | 20 Minute Walktime | | | | | 20 Minute Drivetime | | |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| 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 | 1,845 | 74.8 | 144 | 1 | High Street Pub | 8,079 | 84.2 | 163 | 1 | High Street Pub | 351,259 | 78.9 | 152 |
| 2 | Community Pub | 1,674 | 67.9 | 146 | 2 | Community Pub | 7,808 | 81.4 | 175 | 2 | Community Pub | 291,060 | 65.4 | 140 |
| 3 | Premium Local | 1,646 | 66.7 | 106 | 3 | Premium Local | 3,364 | 35.1 | 56 | 3 | Premium Local | 160,936 | 36.2 | 57 |
| 4 | Great Pub Great Food | 995 | 40.3 | 312 | 4 | Great Pub Great Food | 1,956 | 20.4 | 158 | 4 | Bit of Style | 111,050 | 25.0 | 193 |
| 5 | Bit of Style | 595 | 24.1 | 60 | 5 | Bit of Style | 1,494 | 15.6 | 39 | 5 | Great Pub Great Food | 103,598 | 23.3 | 58 |
| 6 | Circuit Bar | 447 | 18.1 | 68 | 6 | Circuit Bar | 1,461 | 15.2 | 57 | 6 | Circuit Bar | 87,872 | 19.7 | 74 |
| 7 | Craft Led | 282 | 11.4 | 111 | 7 | Craft Led | 1,132 | 11.8 | 115 | 7 | Craft Led | 74,257 | 16.7 | 162 |

| 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 | 203 | 8.2 | 93 | 636 | 6.6 | 75 | 32,014 | 7.2 | 81 |
| C1 | 310 | 12.6 | 102 | 1,185 | 12.4 | 101 | 58,144 | 13.1 | 107 |
| C2 | 226 | 9.2 | 111 | 932 | 9.7 | 118 | 36,193 | 8.1 | 99 |
| DE | 168 | 6.8 | 66 | 1,022 | 10.7 | 104 | 54,974 | 12.4 | 120 |

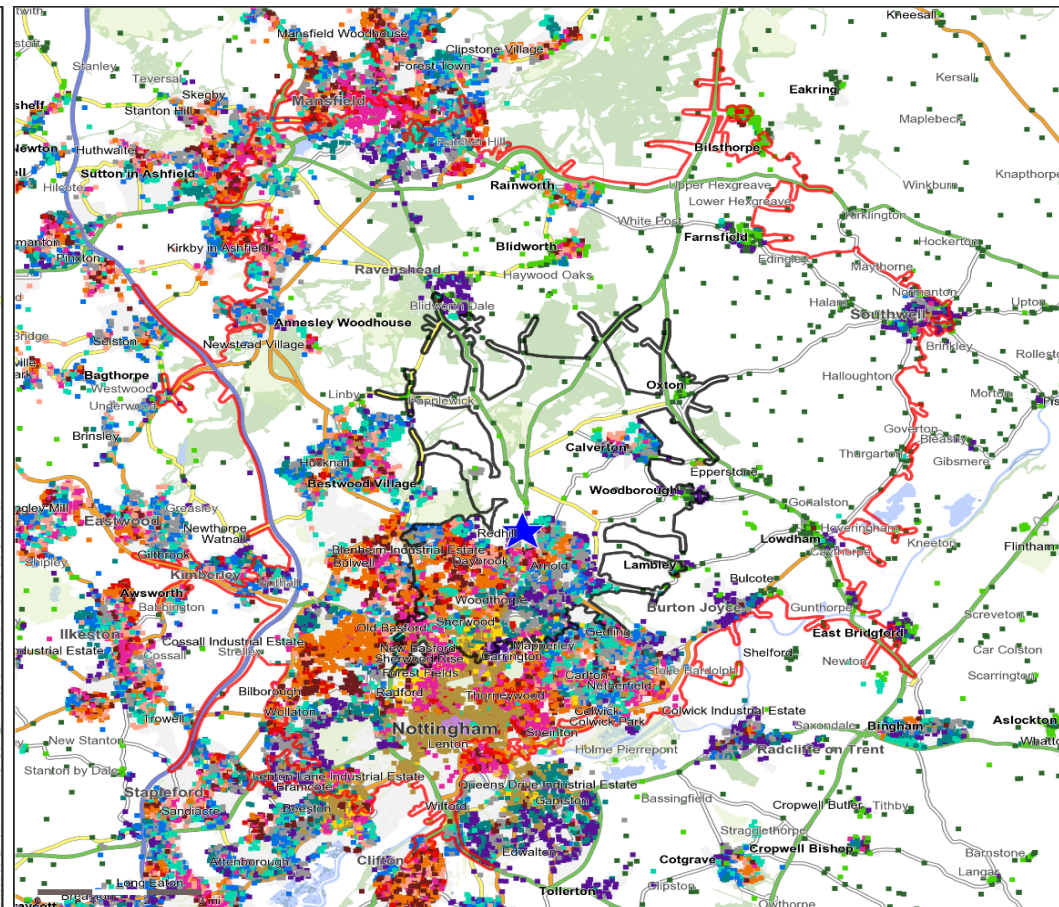
| Affluence (Bands) | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 581 | 23.6 | 71 | 4,019 | 41.9 | 126 | 215,830 | 48.5 | 146 |
| Medium (7-13) | 1,097 | 44.5 | 134 | 4,059 | 42.3 | 128 | 131,316 | 29.5 | 89 |
| High (14-19) | 623 | 25.3 | 89 | 1,075 | 11.2 | 39 | 53,437 | 12.0 | 42 |

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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 | 182 |
| A02 | Uptown Elite | 0 | 0 | 215 | 1,890 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 0 | 0 | 0 | 820 |
| B05 | Premium Fortunes | 0 | 0 | 212 | 975 |
| B06 | Diamond Days | 12 | 14 | 796 | 3,200 |
| B07 | Alpha Families | 12 | 15 | 338 | 3,756 |
| B08 | Bank of Mum and Dad | 12 | 20 | 1,070 | 3,633 |
| B09 | Empty-Nest Adventure | 387 | 447 | 3,268 | 10,854 |
| C10 | Wealthy Landowners | 0 | 5 | 665 | 2,923 |
| C11 | Rural Vogue | 0 | 0 | 192 | 416 |
| C12 | Scattered Homesteads | 0 | 7 | 50 | 174 |
| C13 | Village Retirement | 0 | 5 | 575 | 3,788 |
| D14 | Satellite Settlers | 0 | 8 | 618 | 4,110 |
| D15 | Local Focus | 0 | 1 | 53 | 2,107 |
| D16 | Outlying Seniors | 0 | 4 | 51 | 2,080 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 172 | 186 | 2,580 | 6,552 |
| E19 | Bungalow Heaven | 25 | 359 | 2,859 | 12,359 |
| E20 | Classic Grandparents | 181 | 528 | 3,723 | 10,897 |
| E21 | Solo Retirees | 51 | 389 | 2,528 | 9,141 |
| F22 | Boomerang Boarders | 23 | 250 | 2,371 | 8,879 |
| F23 | Family Ties | 0 | 3 | 521 | 2,481 |
| F24 | Fledgling Free | 17 | 181 | 869 | 8,866 |
| F25 | Dependable Me | 227 | 256 | 3,480 | 10,686 |
| G26 | Cafés and Catchments | 0 | 0 | 341 | 682 |
| G27 | Thriving Independence | 7 | 27 | 4,801 | 9,530 |
| G28 | Modern Parents | 2 | 10 | 242 | 3,294 |
| G29 | Mid-Career Convention | 153 | 197 | 1,546 | 5,760 |
| H30 | Primary Ambitions | 0 | 60 | 1,803 | 5,801 |
| H31 | Affordable Fringe | 197 | 521 | 3,112 | 12,554 |
| H32 | First-Rung Futures | 282 | 936 | 4,034 | 14,993 |
| H33 | Contemporary Starts | 142 | 184 | 1,681 | 6,987 |
| H34 | New Foundations | 0 | 0 | 76 | 2,686 |
| H35 | Flying Solo | 0 | 8 | 494 | 1,974 |

| | | 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 | 105 | 968 | 2,134 |
| I37 | Budget Generations | 0 | 182 | 1,681 | 4,729 |
| I38 | Economical Families | 3 | 420 | 4,014 | 16,173 |
| I39 | Families on a Budget | 0 | 25 | 6,163 | 33,071 |
| J40 | Value Rentals | 9 | 71 | 1,044 | 6,734 |
| J41 | Youthful Endeavours | 23 | 131 | 1,185 | 4,164 |
| J42 | Midlife Renters | 123 | 773 | 4,376 | 13,230 |
| J43 | Renting Rooms | 0 | 31 | 3,520 | 30,376 |
| K44 | Inner City Stalwarts | 0 | 0 | 0 | 208 |
| K45 | City Diversity | 0 | 0 | 0 | 269 |
| K46 | High Rise Residents | 0 | 0 | 233 | 1,732 |
| K47 | Single Essentials | 0 | 186 | 1,743 | 7,572 |
| K48 | Mature Workers | 0 | 0 | 1,401 | 8,247 |
| L49 | Flatlet Seniors | 32 | 440 | 1,677 | 6,826 |
| L50 | Pocket Pensions | 0 | 85 | 710 | 6,085 |
| L51 | Retirement Communities | 0 | 14 | 604 | 1,785 |
| L52 | Estate Veterans | 83 | 305 | 1,144 | 3,956 |
| L53 | Seasoned Survivors | 29 | 440 | 2,943 | 9,692 |
| M54 | Down-to-Earth Owners | 0 | 29 | 1,627 | 6,984 |
| M55 | Back with the Folks | 177 | 1,192 | 3,866 | 9,688 |
| M56 | Self Supporters | 87 | 502 | 2,110 | 13,492 |
| N57 | Community Elders | 0 | 0 | 378 | 1,632 |
| N58 | Culture & Comfort | 0 | 0 | 28 | 382 |
| N59 | Large Family Living | 0 | 0 | 135 | 2,900 |
| N60 | Ageing Access | 0 | 22 | 3,015 | 5,430 |
| O61 | Career Builders | 0 | 3 | 3,072 | 4,961 |
| O62 | Central Pulse | 0 | 0 | 934 | 11,719 |
| O63 | Flexible Workforce | 0 | 0 | 319 | 1,146 |
| O64 | Bus-Route Renters | 0 | 16 | 1,640 | 4,739 |
| O65 | Learners & Earners | 0 | 0 | 98 | 14,267 |
| O66 | Student Scene | 0 | 0 | 311 | 17,624 |
| U99 | Unclassified | 0 | 0 | 1,296 | 18,076 |
| Total | | 2,468 | 9,593 | 97,399 | 445,053 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



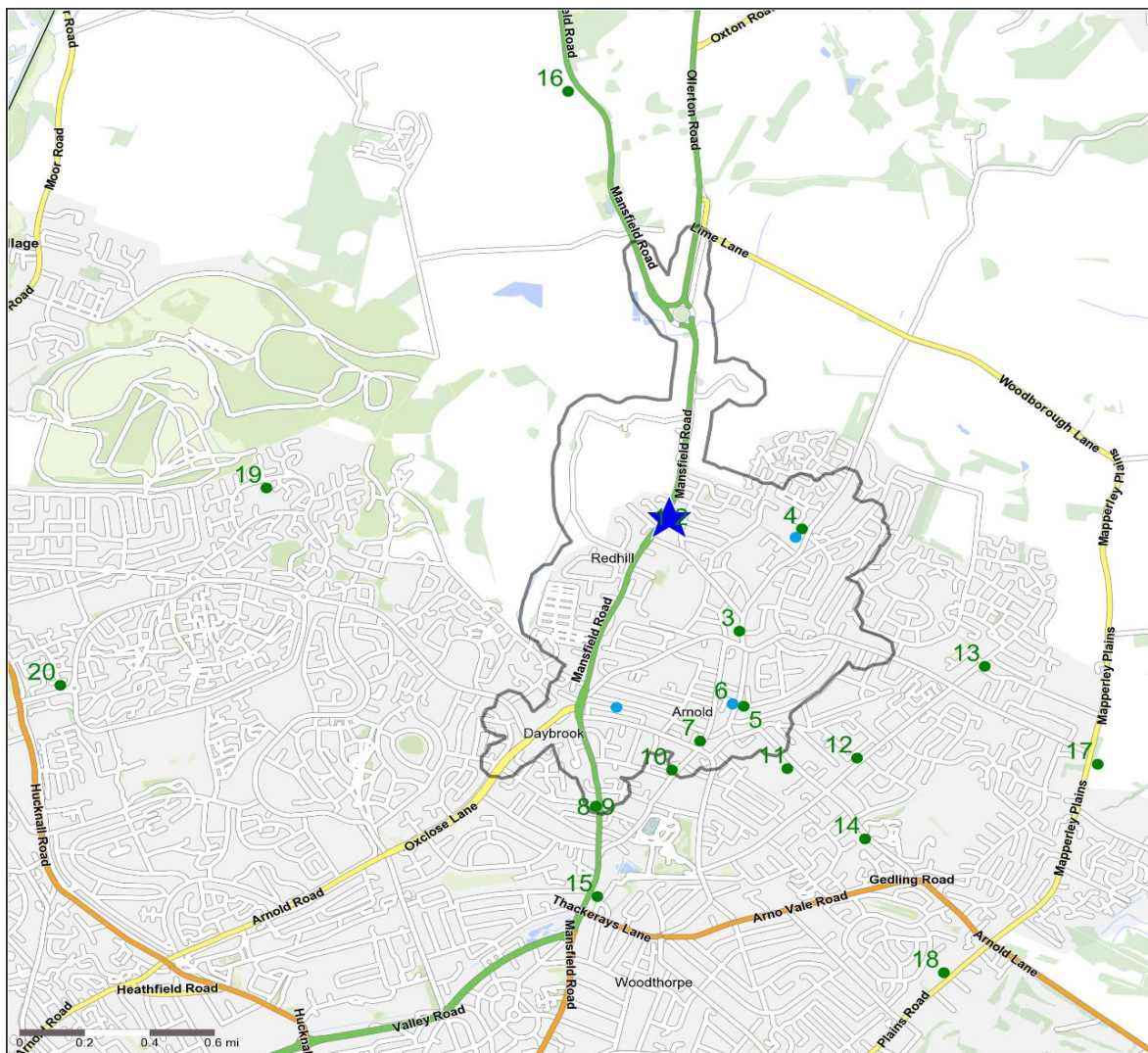
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

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 | 3,204 | 33.4 | 110 | 866 | 9.0 | 55 | 5,521 | 57.6 | 111 | |
| Male: Alone | 3,817 | 39.8 | 134 | 517 | 5.4 | 35 | 5,257 | 54.8 | 103 | |
| Male: Group | 2,547 | 26.6 | 116 | 3,110 | 32.4 | 124 | 3,934 | 41.0 | 83 | |
| Male: Pair | 3,806 | 39.7 | 152 | 2,974 | 31.0 | 203 | 2,811 | 29.3 | 51 | |
| Mixed Sex: Group | 2,305 | 24.0 | 105 | 2,850 | 29.7 | 93 | 4,436 | 46.3 | 105 | |
| Mixed Sex: Pair | 3,699 | 38.6 | 164 | 2,529 | 26.4 | 81 | 3,363 | 35.1 | 82 | |
| With Children | 4,752 | 49.5 | 171 | 1,098 | 11.4 | 68 | 3,741 | 39.0 | 74 | |
| Unknown | 2,740 | 28.6 | 87 | 1,812 | 18.9 | 105 | 5,039 | 52.5 | 110 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 2,657 | 27.7 | 90 | 1,767 | 18.4 | 88 | 5,167 | 53.9 | 114 | |
| Midmarket | 3,227 | 33.6 | 98 | 269 | 2.8 | 31 | 6,095 | 63.5 | 115 | |
| Downmarket | 3,638 | 37.9 | 171 | 3,923 | 40.9 | 117 | 2,030 | 21.2 | 51 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 3,530 | 36.8 | 122 | 1,895 | 19.8 | 84 | 4,166 | 43.4 | 97 | |
| Low (less than £10) | 3,458 | 36.1 | 121 | 2,151 | 22.4 | 95 | 3,983 | 41.5 | 92 | |
| Medium (Between £10 and £40) | 3,446 | 35.9 | 117 | 680 | 7.1 | 40 | 5,465 | 57.0 | 113 | |
| High (Greater than £40) | 2,188 | 22.8 | 88 | 1,410 | 14.7 | 72 | 5,993 | 62.5 | 119 | |

| 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 | 146,157 | 32.8 | 109 | 65,547 | 14.7 | 90 | 215,274 | 48.4 | 93 | |
| Male: Alone | 146,076 | 32.8 | 110 | 92,168 | 20.7 | 133 | 188,734 | 42.4 | 80 | |
| Male: Group | 98,566 | 22.1 | 97 | 147,714 | 33.2 | 127 | 180,697 | 40.6 | 82 | |
| Male: Pair | 117,088 | 26.3 | 101 | 109,691 | 24.6 | 162 | 200,198 | 45.0 | 78 | |
| Mixed Sex: Group | 156,095 | 35.1 | 153 | 85,227 | 19.1 | 60 | 185,656 | 41.7 | 95 | |
| Mixed Sex: Pair | 127,604 | 28.7 | 122 | 166,055 | 37.3 | 115 | 133,318 | 30.0 | 70 | |
| With Children | 145,912 | 32.8 | 113 | 74,633 | 16.8 | 100 | 206,433 | 46.4 | 88 | |
| Unknown | 138,644 | 31.2 | 95 | 58,842 | 13.2 | 74 | 229,492 | 51.6 | 108 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 127,157 | 28.6 | 93 | 103,378 | 23.2 | 112 | 196,442 | 44.1 | 93 | |
| Midmarket | 176,987 | 39.8 | 116 | 44,053 | 9.9 | 110 | 205,937 | 46.3 | 84 | |
| Downmarket | 142,616 | 32.0 | 144 | 166,684 | 37.5 | 107 | 117,677 | 26.4 | 64 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 111,404 | 25.0 | 83 | 119,328 | 26.8 | 113 | 196,246 | 44.1 | 98 | |
| Low (less than £10) | 95,365 | 21.4 | 72 | 98,152 | 22.1 | 94 | 233,461 | 52.5 | 116 | |
| Medium (Between £10 and £40) | 119,185 | 26.8 | 88 | 55,632 | 12.5 | 70 | 252,161 | 56.7 | 113 | |
| High (Greater than £40) | 92,188 | 20.7 | 80 | 81,792 | 18.4 | 90 | 252,998 | 56.8 | 109 | |

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|------------------------------------|----------------------------|------------------------------|-------------------------------|
| 1 | Ram Inn, NG 5 8JY | Mitchells & Butlers | 0.0 | 0.1 |
| 2 | Waggon & Horses, NG 5 8JY | Star Pubs & Bars | 0.0 | 0.1 |
| 3 | Robin Hood & Little John, NG 5 8FD | Everards | 10.6 | 1.8 |
| 4 | Longbow, NG 5 8FQ | Star Pubs & Bars | 15.7 | 2.9 |
| 5 | Cross Keys, NG 5 7EJ | Stonegate Pub Company | 15.7 | 3.4 |
| 6 | Horse & Jockey, NG 5 7EB | Star Pubs & Bars | 15.7 | 4.6 |
| 7 | Ernehale, NG 5 6JN | Wetherspoon | 18.4 | 3.0 |
| 8 | Abdication, NG 5 6BH | Independent Free | 19.9 | 3.5 |
| 9 | Coopers Brook, NG 5 6BH | Greene King | 19.9 | 3.5 |
| 10 | Greyhound, NG 5 6LA | Ei Group | 20.5 | 3.4 |
| 11 | Friar Tuck, NG 5 6NW | Greene King | 21.4 | 4.3 |
| 12 | Major Oak, NG 5 7JA | Star Pubs & Bars | 26.9 | 5.2 |
| 13 | Eagle, NG 5 8AD | Greene King | 27.5 | 5.4 |
| 14 | Arrow, NG 5 6NY | Greene King | 28.1 | 5.4 |
| 15 | Vale Hotel, NG 5 3GG | Greene King | 28.7 | 3.7 |
| 16 | Lakeside, NG 5 8PH | *Other Small Retail Groups | 31.4 | 2.9 |
| 17 | Travellers Rest, NG 3 5RT | Greene King | 35.6 | 6.2 |
| 18 | Tree Tops Hotel, NG 3 5RF | Greene King | 42.3 | 8.2 |
| 19 | Duke Of St Albans, NG 5 9PJ | Ei Group | 45.9 | 8.0 |
| 20 | Tuck & Tanner, NG 5 9LA | Marston's | 54.0 | 8.8 |