

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

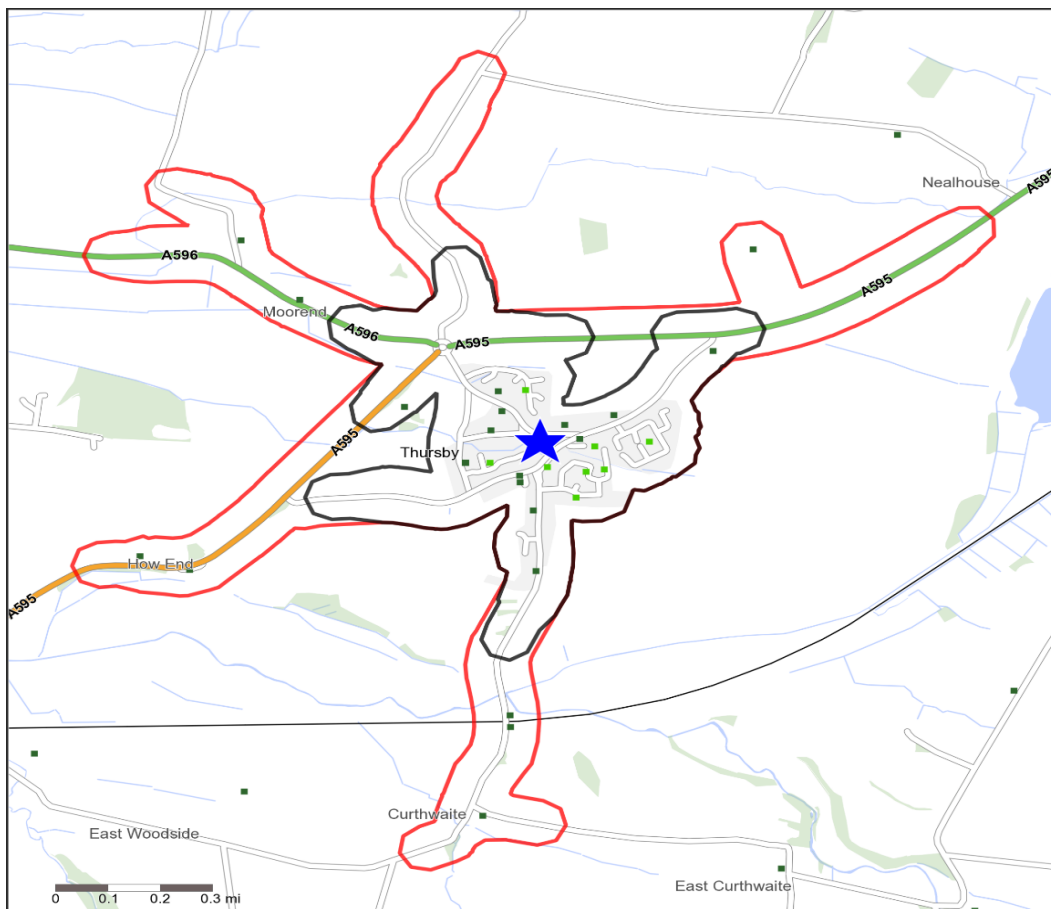
Number of Pubs	1	2	106
Catchment Adults 18+	662	766	85,171
Catchment Adults 18+ Per Pub	662	383	804
Populaton Projection 2018 to 2028 (% change)	-2.17%	-1.68%	1.31%

		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	485	73.3	141	1	Great Pub Great Food	589	76.9	148	1	Community Pub	60,439	71.0	137
2	Premium Local	485	73.3	157	2	Premium Local	589	76.9	165	2	High Street Pub	59,674	70.1	150
3	Community Pub	184	27.8	44	3	Community Pub	273	35.6	57	3	Premium Local	38,079	44.7	71
4	High Street Pub	151	22.8	176	4	High Street Pub	151	19.7	152	4	Great Pub Great Food	28,208	33.1	256
5	Bit of Style	0	0.0	0	5	Bit of Style	0	0.0	0	5	Bit of Style	12,879	15.1	37
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	7,831	9.2	34
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	4,170	4.9	48

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	63	9.5	108	71	9.3	105	5,175	6.1	69
C1	66	10.0	81	76	9.9	81	9,248	10.9	89
C2	59	8.9	108	67	8.7	106	8,749	10.3	124
DE	47	7.1	69	53	6.9	67	11,449	13.4	131

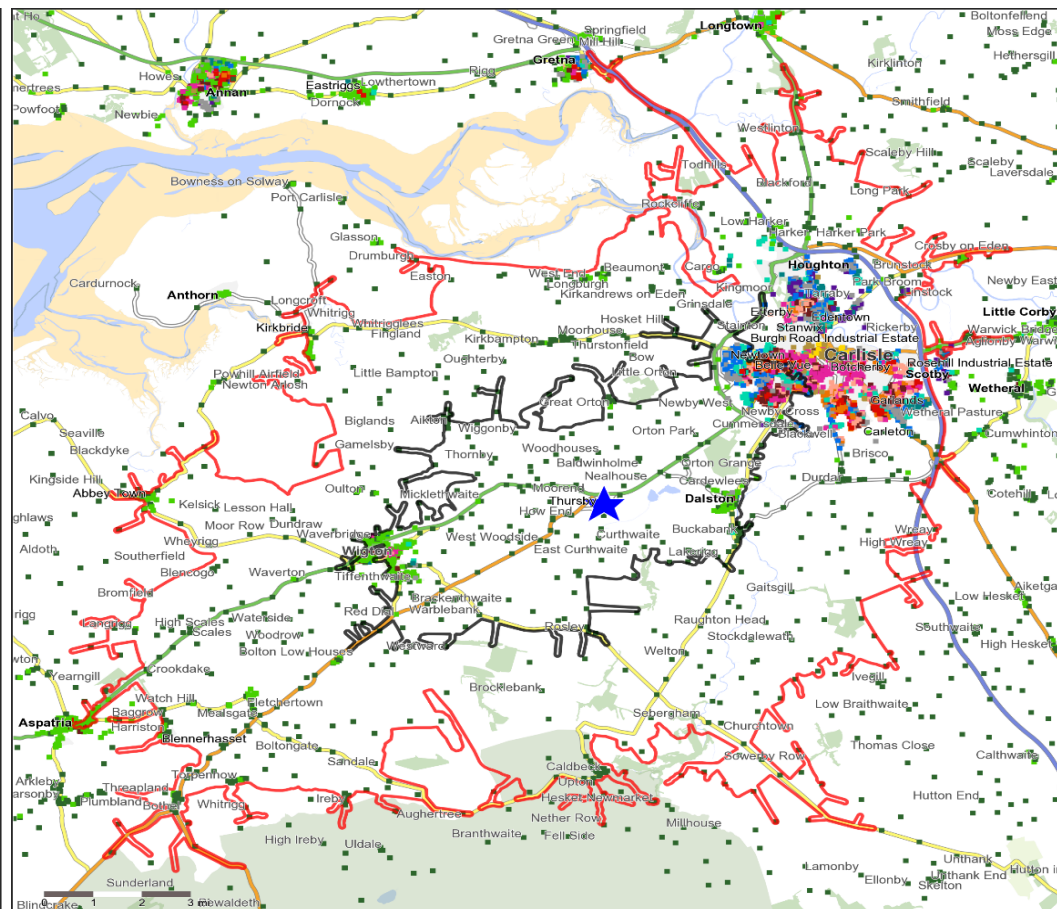
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	188	28.4	86	195	25.5	77	41,336	48.5	146
Medium (7-13)	304	45.9	138	350	45.7	138	28,607	33.6	101
High (14-19)	197	29.8	105	231	30.2	106	8,952	10.5	37

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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	6
B06 Diamond Days	0	0	0	42
B07 Alpha Families	0	0	0	59
B08 Bank of Mum and Dad	0	0	7	194
B09 Empty-Nest Adventure	0	0	0	1,273
C10 Wealthy Landowners	0	2	89	263
C11 Rural Vogue	19	33	595	2,128
C12 Scattered Homesteads	7	95	1,565	7,054
C13 Village Retirement	195	195	720	2,474
D14 Satellite Settlers	264	264	1,451	1,954
D15 Local Focus	26	27	1,215	2,690
D16 Outlying Seniors	151	151	1,507	2,807
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	0	443
E19 Bungalow Heaven	0	0	1,401	2,873
E20 Classic Grandparents	0	0	368	1,308
E21 Solo Retirees	0	0	175	1,207
F22 Boomerang Boarders	0	0	169	1,216
F23 Family Ties	0	0	113	506
F24 Fledgling Free	0	0	2,646	4,474
F25 Dependable Me	0	0	108	1,507
G26 Cafés and Catchments	0	0	0	11
G27 Thriving Independence	0	0	0	354
G28 Modern Parents	0	0	105	839
G29 Mid-Career Convention	0	0	232	1,725
H30 Primary Ambitions	0	0	6	567
H31 Affordable Fringe	0	0	1,313	2,973
H32 First-Rung Futures	0	0	330	1,760
H33 Contemporary Starts	0	0	697	1,497
H34 New Foundations	0	0	91	357
H35 Flying Solo	0	0	6	340

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	4	63
I37 Budget Generations	0	0	74	652
I38 Economical Families	0	0	455	1,913
I39 Families on a Budget	0	0	532	2,904
J40 Value Rentals	0	0	1,438	3,908
J41 Youthful Endeavours	0	0	53	440
J42 Midlife Renters	0	0	52	2,422
J43 Renting Rooms	0	0	87	4,800
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	285	549
K48 Mature Workers	0	0	413	3,949
L49 Flatlet Seniors	0	0	457	1,582
L50 Pocket Pensions	0	0	776	1,479
L51 Retirement Communities	0	0	0	505
L52 Estate Veterans	0	0	298	601
L53 Seasoned Survivors	0	0	1,171	2,675
M54 Down-to-Earth Owners	0	0	860	3,140
M55 Back with the Folks	0	0	359	1,261
M56 Self Supporters	0	0	451	3,442
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	267
O61 Career Builders	0	0	0	158
O62 Central Pulse	0	0	0	144
O63 Flexible Workforce	0	0	0	39
O64 Bus-Route Renters	0	0	69	1,525
O65 Learners & Earners	0	0	0	1,066
O66 Student Scene	0	0	0	114
U99 Unclassified	0	0	0	671
Total	662	767	22,743	85,170

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

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. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



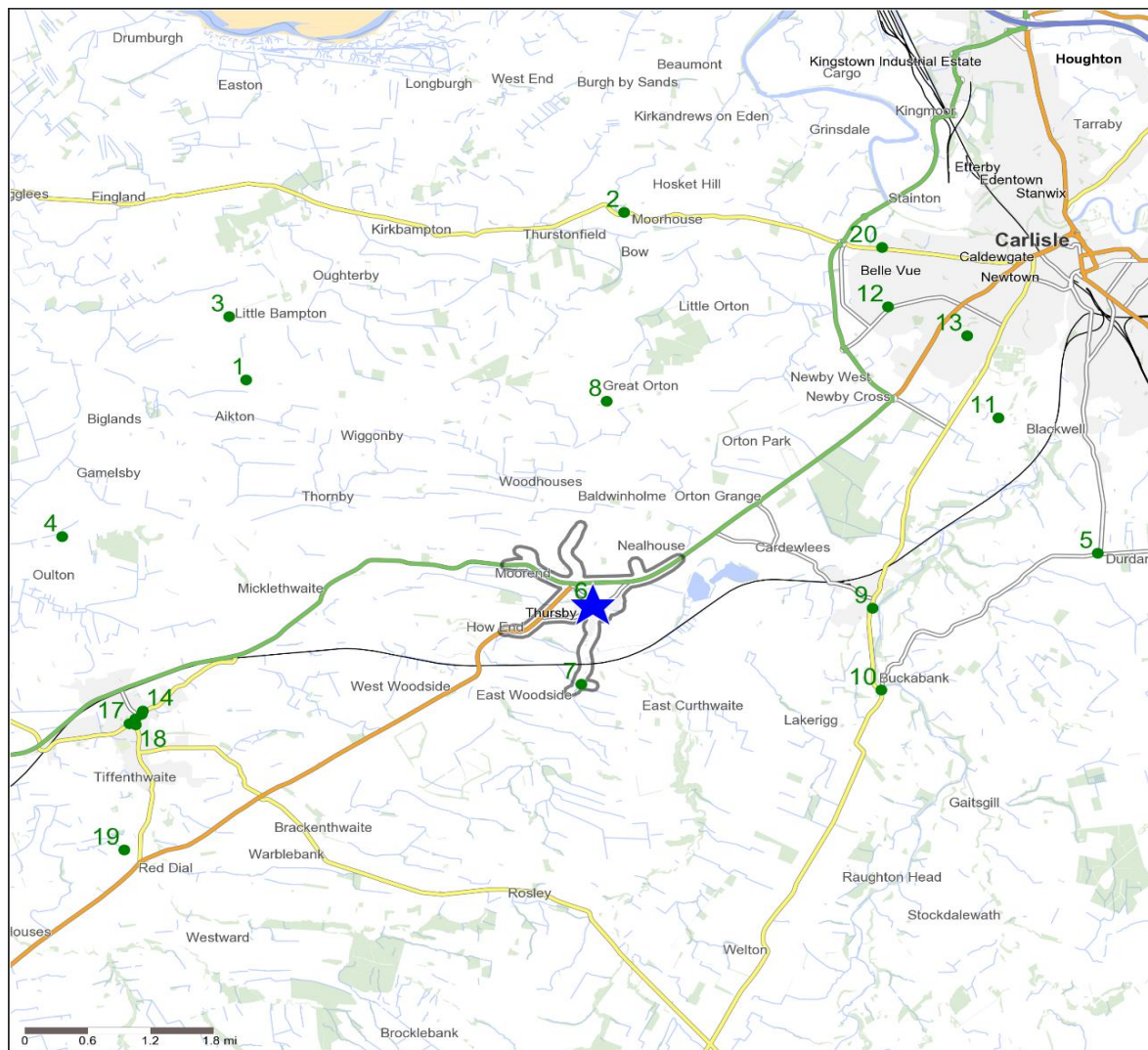
- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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	0	0.0	0	291	38.0	232	476	62.1	119		
Male: Alone	151	19.7	66	0	0.0	0	615	80.3	151		
Male: Group	0	0.0	0	222	29.0	111	545	71.1	143		
Male: Pair	0	0.0	0	0	0.0	0	766	100.0	174		
Mixed Sex: Group	0	0.0	0	637	83.2	260	130	17.0	39		
Mixed Sex: Pair	264	34.5	147	441	57.6	177	62	8.1	19		
With Children	0	0.0	0	27	3.5	21	740	96.6	182		
Unknown	291	38.0	116	0	0.0	0	476	62.1	130		
For Eating:											
Upmarket	0	0.0	0	0	0.0	0	766	100.0	212		
Midmarket	0	0.0	0	0	0.0	0	766	100.0	181		
Downmarket	0	0.0	0	178	23.2	67	589	76.9	185		
For Drinking (monthly spend):											
Nothing	273	35.6	118	33	4.3	18	461	60.2	134		
Low (less than £10)	290	37.9	127	475	62.0	264	2	0.3	1		
Medium (Between £10 and £40)	0	0.0	0	292	38.1	214	475	62.0	123		
High (Greater than £40)	0	0.0	0	2	0.3	1	765	99.9	191		

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	18,384	21.6	71	13,349	15.7	96	52,767	62.0	119	
Male: Alone	27,747	32.6	109	10,551	12.4	79	46,202	54.2	102	
Male: Group	18,233	21.4	94	26,203	30.8	117	40,064	47.0	95	
Male: Pair	16,135	18.9	73	17,660	20.7	136	50,704	59.5	104	
Mixed Sex: Group	17,961	21.1	92	25,029	29.4	92	41,511	48.7	111	
Mixed Sex: Pair	17,899	21.0	90	34,382	40.4	124	32,219	37.8	89	
With Children	24,720	29.0	100	16,310	19.1	114	43,470	51.0	96	
Unknown	23,581	27.7	84	9,226	10.8	60	51,693	60.7	127	
For Eating:										
Upmarket	14,256	16.7	55	15,703	18.4	89	54,541	64.0	136	
Midmarket	21,312	25.0	73	3,747	4.4	49	59,441	69.8	126	
Downmarket	26,171	30.7	138	32,635	38.3	110	25,695	30.2	73	
For Drinking (monthly spend):										
Nothing	31,110	36.5	121	20,772	24.4	103	32,619	38.3	85	
Low (less than £10)	22,362	26.3	88	28,562	33.5	143	33,576	39.4	87	
Medium (Between £10 and £40)	14,050	16.5	54	21,099	24.8	139	49,351	57.9	115	
High (Greater than £40)	8,193	9.6	37	20,364	23.9	116	55,943	65.7	126	

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	Aikton Arms, CA 7 0JF	Independent Free	0.0	9.6
2	Royal Oak, CA 5 6EZ	Independent Free	0.0	11.0
3	Tam O Shanter Inn, CA 7 0JQ	Independent Free	0.0	11.6
4	Bird In Hand, CA 7 0NR	Independent Free	0.0	12.0
5	Black Lion Inn, CA 2 4TX	Independent Free	0.0	14.1
6	Ship Inn, CA 5 6PE	Star Pubs & Bars	0.0	0.1
7	Royal Oak Inn, CA 7 8BG	Independent Free	17.5	2.6
8	Wellington, CA 5 6LZ	Robinsons	49.2	6.3
9	Blue Bell, CA 5 7PJ	Star Pubs & Bars	64.7	6.2
10	Bridge End Inn, CA 5 7BH	*Other Small Retail Groups	82.1	9.2
11	Spinners Arms, CA 2 6BD	Trust Inns	94.8	8.0
12	Border Reiver, CA 2 7TB	Star Pubs & Bars	95.6	8.2
13	Royal Scott Inn, CA 2 6DX	Star Pubs & Bars	98.1	9.1
14	Black A Moor Hotel, CA 7 9EX	*Other Small Retail Groups	99.3	8.0
15	Throstles Nest, CA 7 9EP	Independent Free	100.3	8.4
16	Victoria Hotel, CA 7 9DT	Independent Free	101.4	8.5
17	Hare & Hounds, CA 7 9NP	Independent Free	103.5	9.0
18	Lion & Lamb, CA 7 9NJ	*Other Small Retail Groups	104.0	9.0
19	Sun Inn, CA 7 8LP	Independent Free	112.4	8.6
20	Museum, CA 2 7QJ	Greene King	113.7	9.3