

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

| | | | |
|--|-------|-------|---------|
| Number of Pubs | 1 | 1 | 165 |
| Catchment Adults 18+ | 363 | 395 | 119,327 |
| Catchment Adults 18+ Per Pub | 363 | 395 | 723 |
| Populaton Projection 2018 to 2028 (% change) | 7.91% | 7.47% | 1.71% |

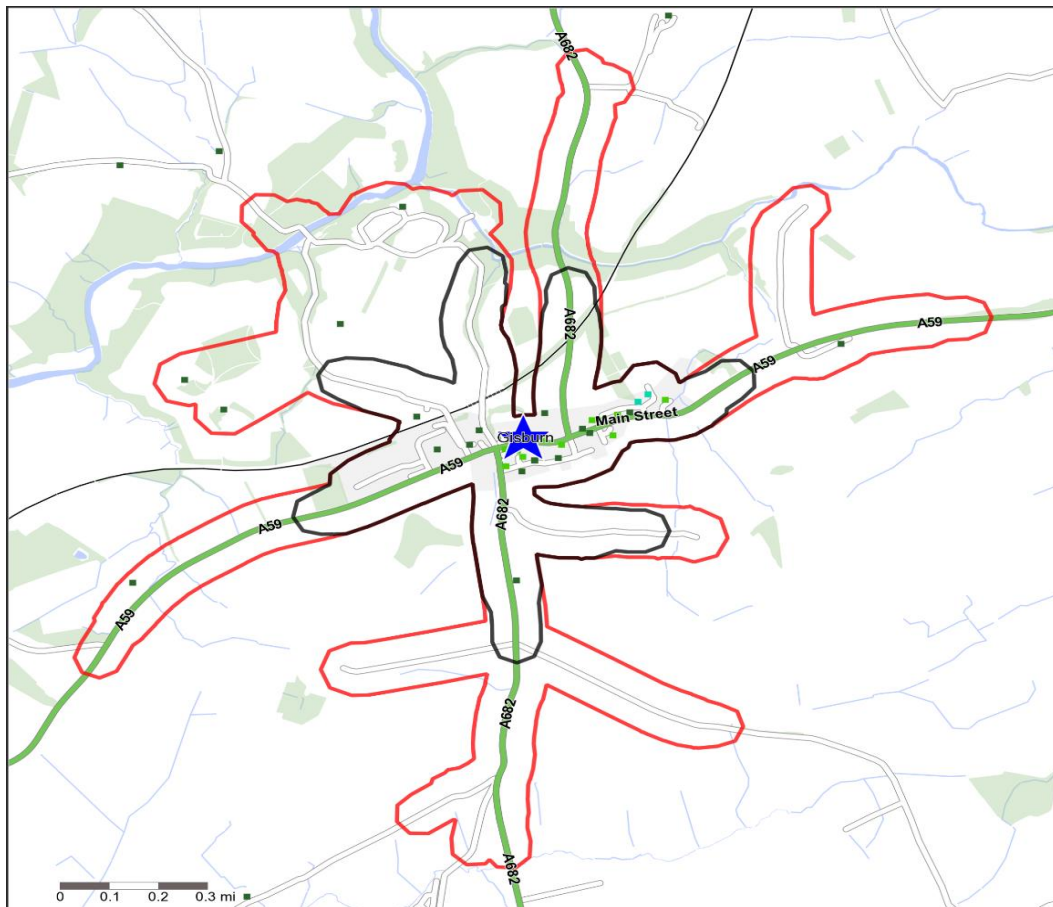
| | | 10 Minute Walktime | | | | | 20 Minute Walktime | | | | | 20 Minute Drivetime | | |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| Rank | Type | Target Customers | % of Population | Index | Rank | Type | Target Customers | % of Population | Index | Rank | Type | Target Customers | % of Population | Index |
| 1 | Premium Local | 263 | 72.5 | 140 | 1 | Premium Local | 295 | 74.7 | 144 | 1 | High Street Pub | 76,192 | 63.9 | 123 |
| 2 | Great Pub Great Food | 244 | 67.2 | 144 | 2 | Great Pub Great Food | 272 | 68.9 | 148 | 2 | Community Pub | 70,120 | 58.8 | 126 |
| 3 | Community Pub | 147 | 40.5 | 64 | 3 | Community Pub | 156 | 39.5 | 63 | 3 | Premium Local | 52,182 | 43.7 | 69 |
| 4 | High Street Pub | 33 | 9.1 | 70 | 4 | High Street Pub | 33 | 8.4 | 65 | 4 | Great Pub Great Food | 42,971 | 36.0 | 279 |
| 5 | Bit of Style | 19 | 5.2 | 13 | 5 | Bit of Style | 23 | 5.8 | 14 | 5 | Bit of Style | 19,962 | 16.7 | 41 |
| 6 | Circuit Bar | 19 | 5.2 | 20 | 6 | Circuit Bar | 23 | 5.8 | 22 | 6 | Circuit Bar | 5,926 | 5.0 | 19 |
| 7 | Craft Led | 0 | 0.0 | 0 | 7 | Craft Led | 0 | 0.0 | 0 | 7 | Craft Led | 3,642 | 3.1 | 30 |

| 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 | 43 | 11.8 | 134 | 47 | 11.9 | 135 | 9,349 | 7.8 | 89 |
| C1 | 43 | 11.8 | 97 | 46 | 11.6 | 95 | 12,535 | 10.5 | 86 |
| C2 | 43 | 11.8 | 144 | 46 | 11.6 | 141 | 11,494 | 9.6 | 117 |
| DE | 25 | 6.9 | 67 | 27 | 6.8 | 66 | 13,824 | 11.6 | 113 |

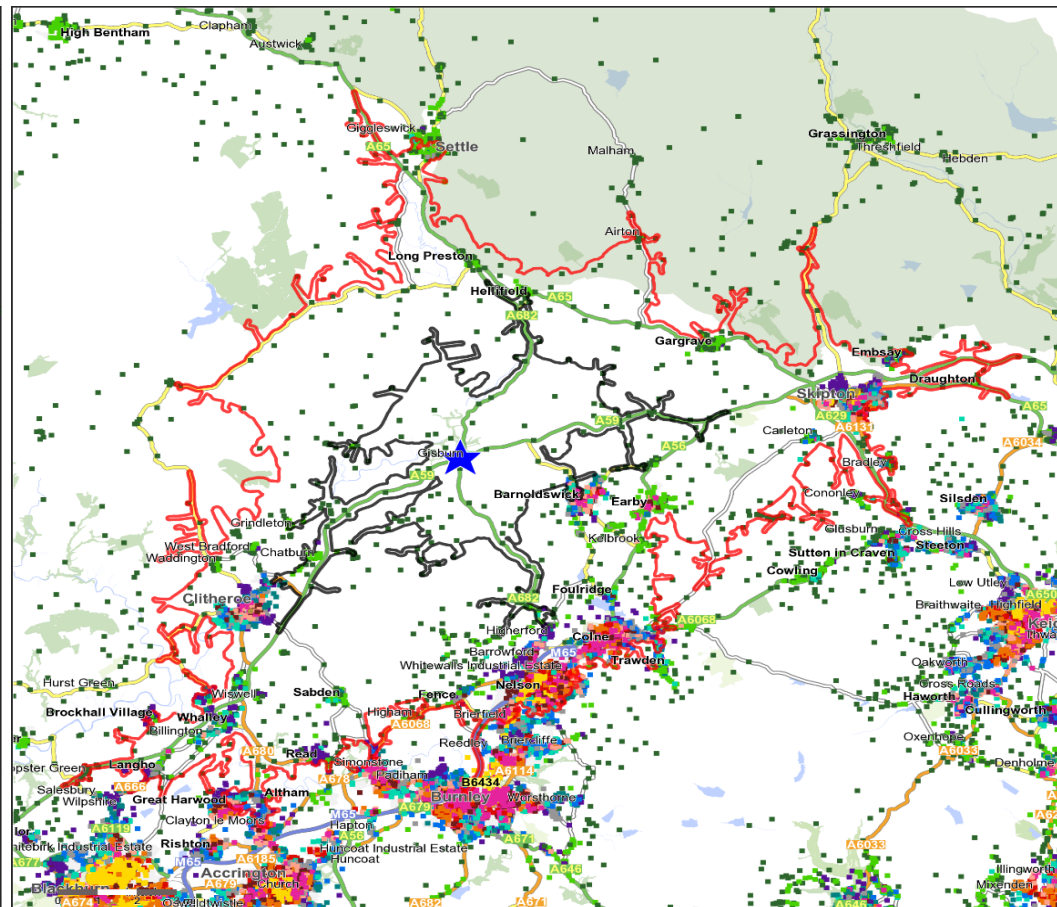
| Affluence (Bands) | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 69 | 19.0 | 57 | 71 | 18.0 | 54 | 56,793 | 47.6 | 144 |
| Medium (7-13) | 145 | 39.9 | 120 | 156 | 39.5 | 119 | 37,192 | 31.2 | 94 |
| High (14-19) | 104 | 28.7 | 101 | 117 | 29.6 | 104 | 21,220 | 17.8 | 63 |

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

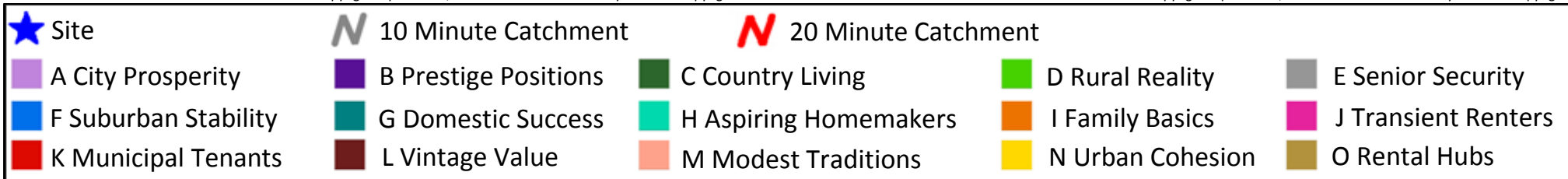
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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 | 8 |
| A03 Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 Metro High-Flyers | 0 | 0 | 0 | 0 |
| B05 Premium Fortunes | 0 | 0 | 13 | 232 |
| B06 Diamond Days | 0 | 0 | 3 | 1,082 |
| B07 Alpha Families | 0 | 0 | 50 | 2,147 |
| B08 Bank of Mum and Dad | 0 | 0 | 22 | 1,632 |
| B09 Empty-Nest Adventure | 0 | 0 | 3 | 2,797 |
| C10 Wealthy Landowners | 44 | 51 | 1,100 | 5,568 |
| C11 Rural Vogue | 71 | 82 | 340 | 1,278 |
| C12 Scattered Homesteads | 48 | 56 | 640 | 1,884 |
| C13 Village Retirement | 0 | 0 | 291 | 3,673 |
| D14 Satellite Settlers | 82 | 82 | 669 | 6,501 |
| D15 Local Focus | 66 | 67 | 434 | 2,536 |
| D16 Outlying Seniors | 33 | 33 | 583 | 3,721 |
| D17 Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 Legacy Elders | 0 | 0 | 5 | 773 |
| E19 Bungalow Heaven | 0 | 0 | 192 | 4,195 |
| E20 Classic Grandparents | 0 | 0 | 25 | 1,107 |
| E21 Solo Retirees | 0 | 0 | 49 | 2,424 |
| F22 Boomerang Boarders | 0 | 0 | 40 | 2,759 |
| F23 Family Ties | 0 | 0 | 0 | 299 |
| F24 Fledgling Free | 0 | 0 | 98 | 2,108 |
| F25 Dependable Me | 0 | 0 | 24 | 2,010 |
| G26 Cafés and Catchments | 0 | 0 | 0 | 78 |
| G27 Thriving Independence | 0 | 0 | 0 | 626 |
| G28 Modern Parents | 0 | 0 | 0 | 1,352 |
| G29 Mid-Career Convention | 0 | 0 | 139 | 4,342 |
| H30 Primary Ambitions | 0 | 0 | 0 | 835 |
| H31 Affordable Fringe | 0 | 0 | 118 | 3,106 |
| H32 First-Rung Futures | 0 | 0 | 54 | 2,775 |
| H33 Contemporary Starts | 0 | 0 | 0 | 986 |
| H34 New Foundations | 19 | 23 | 28 | 433 |
| H35 Flying Solo | 0 | 0 | 11 | 431 |

| 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 | 128 |
| I37 Budget Generations | 0 | 0 | 0 | 662 |
| I38 Economical Families | 0 | 0 | 124 | 3,522 |
| I39 Families on a Budget | 0 | 0 | 0 | 1,968 |
| J40 Value Rentals | 0 | 0 | 338 | 7,904 |
| J41 Youthful Endeavours | 0 | 0 | 1 | 406 |
| J42 Midlife Renters | 0 | 0 | 54 | 4,600 |
| J43 Renting Rooms | 0 | 0 | 44 | 6,770 |
| 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 | 0 | 243 |
| K48 Mature Workers | 0 | 0 | 0 | 3,172 |
| L49 Flatlet Seniors | 0 | 0 | 0 | 1,477 |
| L50 Pocket Pensions | 0 | 0 | 121 | 3,357 |
| L51 Retirement Communities | 0 | 0 | 0 | 853 |
| L52 Estate Veterans | 0 | 0 | 0 | 224 |
| L53 Seasoned Survivors | 0 | 0 | 8 | 2,998 |
| M54 Down-to-Earth Owners | 0 | 0 | 203 | 2,715 |
| M55 Back with the Folks | 0 | 0 | 27 | 1,282 |
| M56 Self Supporters | 0 | 0 | 603 | 6,016 |
| N57 Community Elders | 0 | 0 | 0 | 14 |
| N58 Culture & Comfort | 0 | 0 | 0 | 0 |
| N59 Large Family Living | 0 | 0 | 0 | 6,193 |
| N60 Ageing Access | 0 | 0 | 0 | 211 |
| O61 Career Builders | 0 | 0 | 0 | 192 |
| O62 Central Pulse | 0 | 0 | 0 | 0 |
| O63 Flexible Workforce | 0 | 0 | 0 | 0 |
| O64 Bus-Route Renters | 0 | 0 | 0 | 652 |
| O65 Learners & Earners | 0 | 0 | 0 | 0 |
| O66 Student Scene | 0 | 0 | 0 | 0 |
| U99 Unclassified | 0 | 0 | 0 | 70 |
| Total | 363 | 394 | 6,454 | 119,327 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



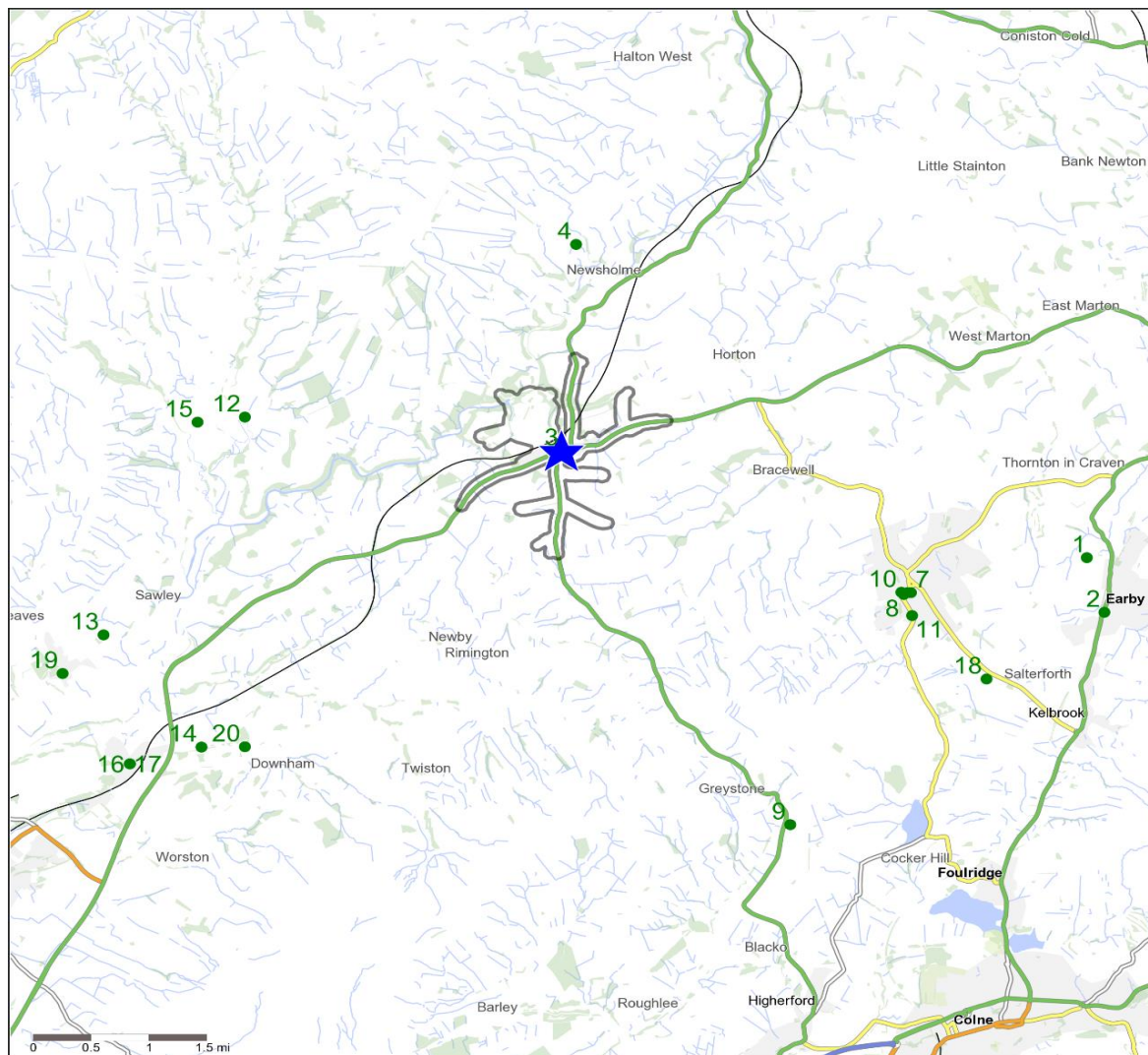
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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 | 23 | 5.8 | 19 | 149 | 37.7 | 231 | 223 | 56.5 | 108 | | |
| Male: Alone | 33 | 8.4 | 28 | 0 | 0.0 | 0 | 362 | 91.6 | 172 | | |
| Male: Group | 0 | 0.0 | 0 | 67 | 17.0 | 65 | 328 | 83.0 | 167 | | |
| Male: Pair | 0 | 0.0 | 0 | 23 | 5.8 | 38 | 372 | 94.2 | 164 | | |
| Mixed Sex: Group | 23 | 5.8 | 25 | 182 | 46.1 | 144 | 190 | 48.1 | 110 | | |
| Mixed Sex: Pair | 82 | 20.8 | 89 | 89 | 22.5 | 69 | 223 | 56.5 | 132 | | |
| With Children | 0 | 0.0 | 0 | 67 | 17.0 | 101 | 328 | 83.0 | 157 | | |
| Unknown | 149 | 37.7 | 115 | 23 | 5.8 | 32 | 223 | 56.5 | 118 | | |
| For Eating: | | | | | | | | | | | |
| Upmarket | 0 | 0.0 | 0 | 23 | 5.8 | 28 | 372 | 94.2 | 199 | | |
| Midmarket | 0 | 0.0 | 0 | 0 | 0.0 | 0 | 395 | 100.0 | 181 | | |
| Downmarket | 0 | 0.0 | 0 | 100 | 25.3 | 73 | 295 | 74.7 | 180 | | |
| For Drinking (monthly spend): | | | | | | | | | | | |
| Nothing | 156 | 39.5 | 131 | 82 | 20.8 | 88 | 156 | 39.5 | 88 | | |
| Low (less than £10) | 56 | 14.2 | 47 | 264 | 66.8 | 285 | 74 | 18.7 | 41 | | |
| Medium (Between £10 and £40) | 0 | 0.0 | 0 | 108 | 27.3 | 153 | 287 | 72.7 | 145 | | |
| High (Greater than £40) | 0 | 0.0 | 0 | 51 | 12.9 | 63 | 343 | 86.8 | 166 | | |

| 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 | 26,718 | 22.4 | 74 | 22,042 | 18.5 | 113 | 70,497 | 59.1 | 113 | |
| Male: Alone | 40,668 | 34.1 | 114 | 16,636 | 13.9 | 89 | 61,952 | 51.9 | 97 | |
| Male: Group | 22,391 | 18.8 | 82 | 35,361 | 29.6 | 113 | 61,505 | 51.5 | 104 | |
| Male: Pair | 25,265 | 21.2 | 81 | 26,963 | 22.6 | 148 | 67,029 | 56.2 | 98 | |
| Mixed Sex: Group | 22,550 | 18.9 | 83 | 36,941 | 31.0 | 97 | 59,766 | 50.1 | 114 | |
| Mixed Sex: Pair | 28,293 | 23.7 | 101 | 36,826 | 30.9 | 95 | 54,138 | 45.4 | 106 | |
| With Children | 37,085 | 31.1 | 107 | 24,962 | 20.9 | 124 | 57,209 | 47.9 | 91 | |
| Unknown | 44,619 | 37.4 | 114 | 11,751 | 9.8 | 55 | 62,886 | 52.7 | 110 | |
| For Eating: | | | | | | | | | | |
| Upmarket | 23,660 | 19.8 | 65 | 28,153 | 23.6 | 113 | 67,444 | 56.5 | 120 | |
| Midmarket | 37,849 | 31.7 | 92 | 2,941 | 2.5 | 27 | 78,466 | 65.8 | 119 | |
| Downmarket | 24,229 | 20.3 | 91 | 47,957 | 40.2 | 115 | 47,071 | 39.4 | 95 | |
| For Drinking (monthly spend): | | | | | | | | | | |
| Nothing | 29,828 | 25.0 | 83 | 28,054 | 23.5 | 99 | 61,375 | 51.4 | 115 | |
| Low (less than £10) | 27,122 | 22.7 | 76 | 33,966 | 28.5 | 121 | 58,169 | 48.7 | 107 | |
| Medium (Between £10 and £40) | 21,797 | 18.3 | 60 | 22,461 | 18.8 | 106 | 74,998 | 62.9 | 125 | |
| High (Greater than £40) | 12,107 | 10.1 | 39 | 27,138 | 22.7 | 111 | 80,011 | 67.1 | 128 | |

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 | Punch Bowl, BB18 6JJ | Independent Free | 0.0 | 13.3 |
| 2 | Station Hotel, BB18 6XL | Independent Free | 0.0 | 13.9 |
| 3 | White Bull, BB 7 4HE | Star Pubs & Bars | 0.9 | 0.3 |
| 4 | Buck Inn, BB 7 4JD | Independent Free | 52.2 | 5.3 |
| 5 | Chewies Bar, BB18 5UR | Independent Free | 86.9 | 10.7 |
| 6 | Cross Keys, BB18 5UR | Star Pubs & Bars | 86.9 | 10.7 |
| 7 | Barlick Tap Ale House, BB18 5UQ | Independent Free | 87.3 | 11.1 |
| 8 | Fountain Inn, BB18 5UT | *Other Small Retail Groups | 87.8 | 10.6 |
| 9 | Moorcock Inn, BB 9 6NG | Independent Free | 88.0 | 6.2 |
| 10 | Lounge, BB18 5HP | Independent Free | 88.3 | 10.5 |
| 11 | Greyhound Inn, BB18 5PW | *Other Small Retail Groups | 92.6 | 11.6 |
| 12 | Coach & Horses Hotel, BB 7 4NW | *Other Small Retail Groups | 95.5 | 8.7 |
| 13 | Buck Inn, BB 7 4QS | *Other Small Retail Groups | 100.5 | 8.3 |
| 14 | Greendale Cafe, BB 7 4DL | Independent Free | 100.7 | 9.0 |
| 15 | Copy Nook Hotel, BB 7 4NL | Independent Free | 102.2 | 9.7 |
| 16 | Black Bull Hotel, BB 7 4AW | Independent Free | 106.2 | 8.0 |
| 17 | Brown Cow, BB 7 4AW | Ei Group | 106.2 | 8.0 |
| 18 | Anchor Inn, BB18 5TT | Star Pubs & Bars | 107.6 | 13.8 |
| 19 | Duke Of York Hotel, BB 7 4QR | Punch Pub Company | 110.2 | 9.9 |
| 20 | Assheton Arms, BB 7 4BJ | Sea Food Pub Company | 112.8 | 9.9 |