

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	4	89
Catchment Adults 18+	640	5,451	151,913
Catchment Adults 18+ Per Pub	213	1,363	1,707
Populaton Projection 2018 to 2028 (% change)	1.40%	3.38%	5.28%

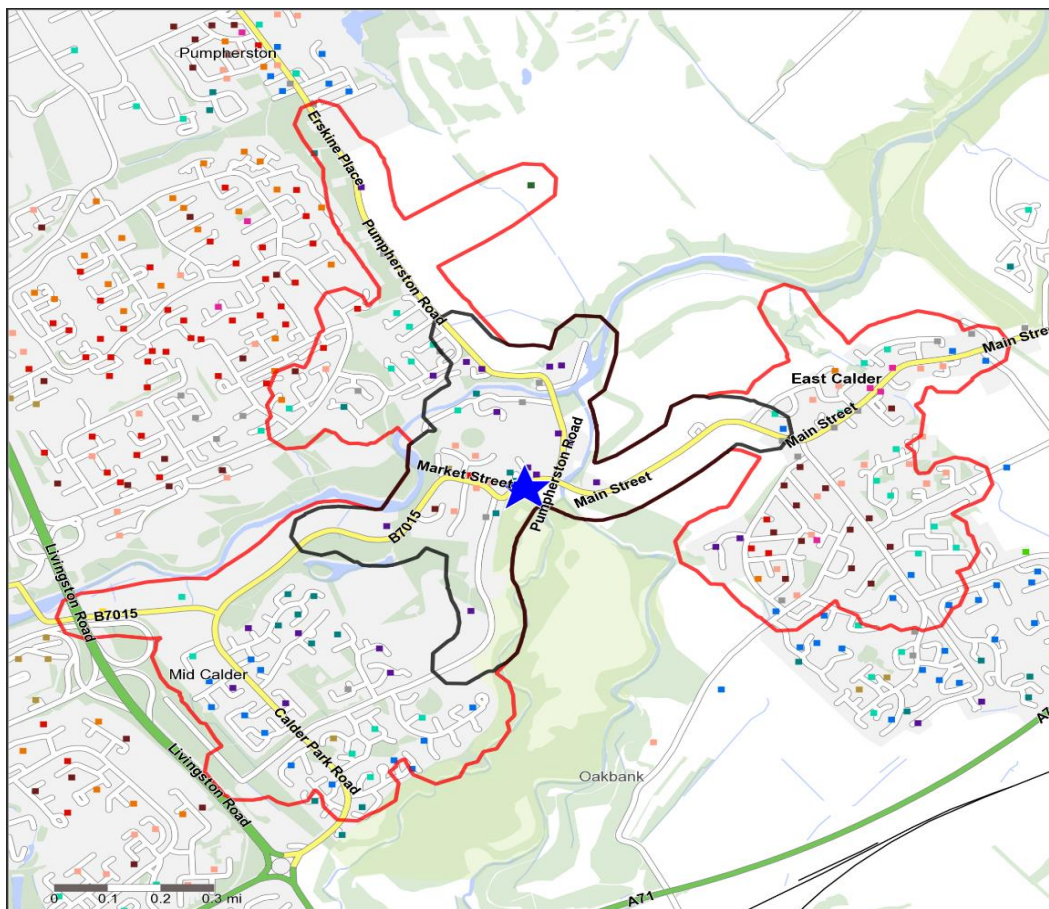
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	479	74.8	144	1	High Street Pub	4,636	85.0	164	1	High Street Pub	117,432	77.3	149
2	Community Pub	422	65.9	141	2	Premium Local	3,761	69.0	148	2	Community Pub	93,612	61.6	132
3	Premium Local	335	52.3	83	3	Community Pub	3,599	66.0	105	3	Premium Local	79,588	52.4	83
4	Great Pub Great Food	218	34.1	263	4	Great Pub Great Food	1,885	34.6	267	4	Great Pub Great Food	52,448	34.5	267
5	Bit of Style	165	25.8	64	5	Bit of Style	1,320	24.2	60	5	Bit of Style	36,015	23.7	59
6	Circuit Bar	103	16.1	60	6	Circuit Bar	734	13.5	50	6	Circuit Bar	26,365	17.4	65
7	Craft Led	83	13.0	126	7	Craft Led	526	9.6	94	7	Craft Led	15,439	10.2	99

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	62	9.7	110	413	7.6	86	11,400	7.5	85
C1	100	15.6	127	809	14.8	121	20,174	13.3	108
C2	47	7.3	89	493	9.0	110	13,230	8.7	106
DE	56	8.8	85	486	8.9	87	18,545	12.2	119

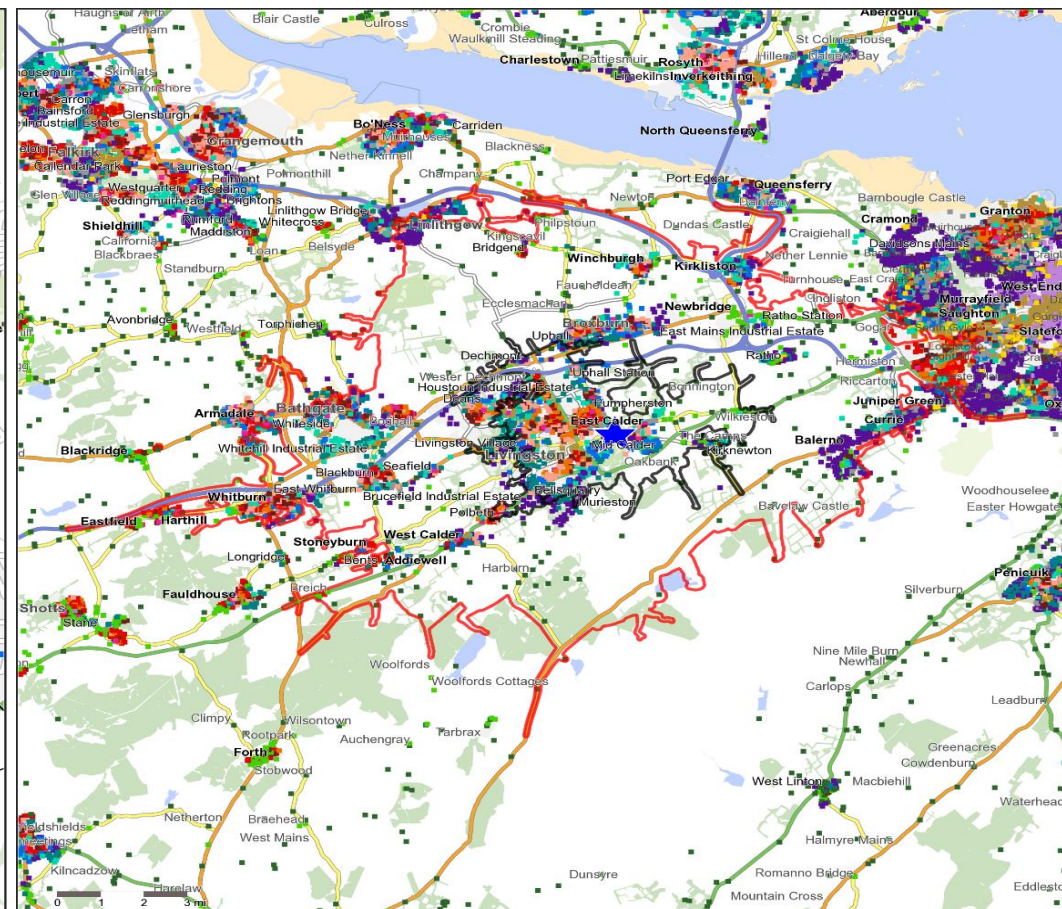
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	180	28.1	85	1,881	34.5	104	64,642	42.6	128
Medium (7-13)	223	34.8	105	2,425	44.5	134	46,541	30.6	92
High (14-19)	175	27.3	96	956	17.5	62	32,537	21.4	75

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

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	36	36
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	230	1,042
B06	Diamond Days	9	9	104	2,343
B07	Alpha Families	23	25	444	4,012
B08	Bank of Mum and Dad	65	259	544	1,834
B09	Empty-Nest Adventure	25	242	1,714	6,002
C10	Wealthy Landowners	0	1	170	1,055
C11	Rural Vogue	0	11	178	1,083
C12	Scattered Homesteads	0	0	11	274
C13	Village Retirement	0	27	149	493
D14	Satellite Settlers	0	54	333	1,237
D15	Local Focus	0	0	194	2,361
D16	Outlying Seniors	0	0	166	1,200
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	3	67	209	1,892
E19	Bungalow Heaven	2	55	123	1,111
E20	Classic Grandparents	45	86	523	1,270
E21	Solo Retirees	56	80	342	1,315
F22	Boomerang Boarders	5	108	730	2,506
F23	Family Ties	0	205	1,024	1,833
F24	Fledgling Free	0	70	1,007	2,174
F25	Dependable Me	0	661	2,045	4,352
G26	Cafés and Catchments	0	0	0	34
G27	Thriving Independence	54	134	149	1,006
G28	Modern Parents	22	353	5,723	14,711
G29	Mid-Career Convention	12	13	994	3,998
H30	Primary Ambitions	0	190	958	2,686
H31	Affordable Fringe	0	323	1,103	3,357
H32	First-Rung Futures	41	482	1,121	3,847
H33	Contemporary Starts	0	96	1,117	5,554
H34	New Foundations	0	0	145	738
H35	Flying Solo	36	36	191	437

		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	515	1,522
I37	Budget Generations	0	30	1,709	3,608
I38	Economical Families	0	0	756	1,346
I39	Families on a Budget	0	92	3,133	6,687
J40	Value Rentals	0	16	145	2,184
J41	Youthful Endeavours	0	0	306	772
J42	Midlife Renters	7	74	266	858
J43	Renting Rooms	0	0	69	146
K44	Inner City Stalwarts	0	0	0	1
K45	City Diversity	0	0	62	271
K46	High Rise Residents	0	0	0	561
K47	Single Essentials	6	8	1,867	10,371
K48	Mature Workers	0	103	1,164	5,117
L49	Flatlet Seniors	0	0	219	2,112
L50	Pocket Pensions	45	168	465	1,594
L51	Retirement Communities	0	0	0	813
L52	Estate Veterans	0	403	3,990	10,319
L53	Seasoned Survivors	0	4	133	519
M54	Down-to-Earth Owners	76	431	3,690	10,787
M55	Back with the Folks	3	286	3,283	5,308
M56	Self Supporters	85	136	791	2,605
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	1	6	600
O61	Career Builders	0	0	274	672
O62	Central Pulse	0	0	48	48
O63	Flexible Workforce	0	0	0	56
O64	Bus-Route Renters	20	112	1,518	4,534
O65	Learners & Earners	0	0	0	8
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	73	2,700
Total		640	5,451	46,259	151,912

Top 3 Mosaic Types in a 20 Minute Walktime

1. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

3. K47 Single Essentials

Singles renting small social flats in town centres



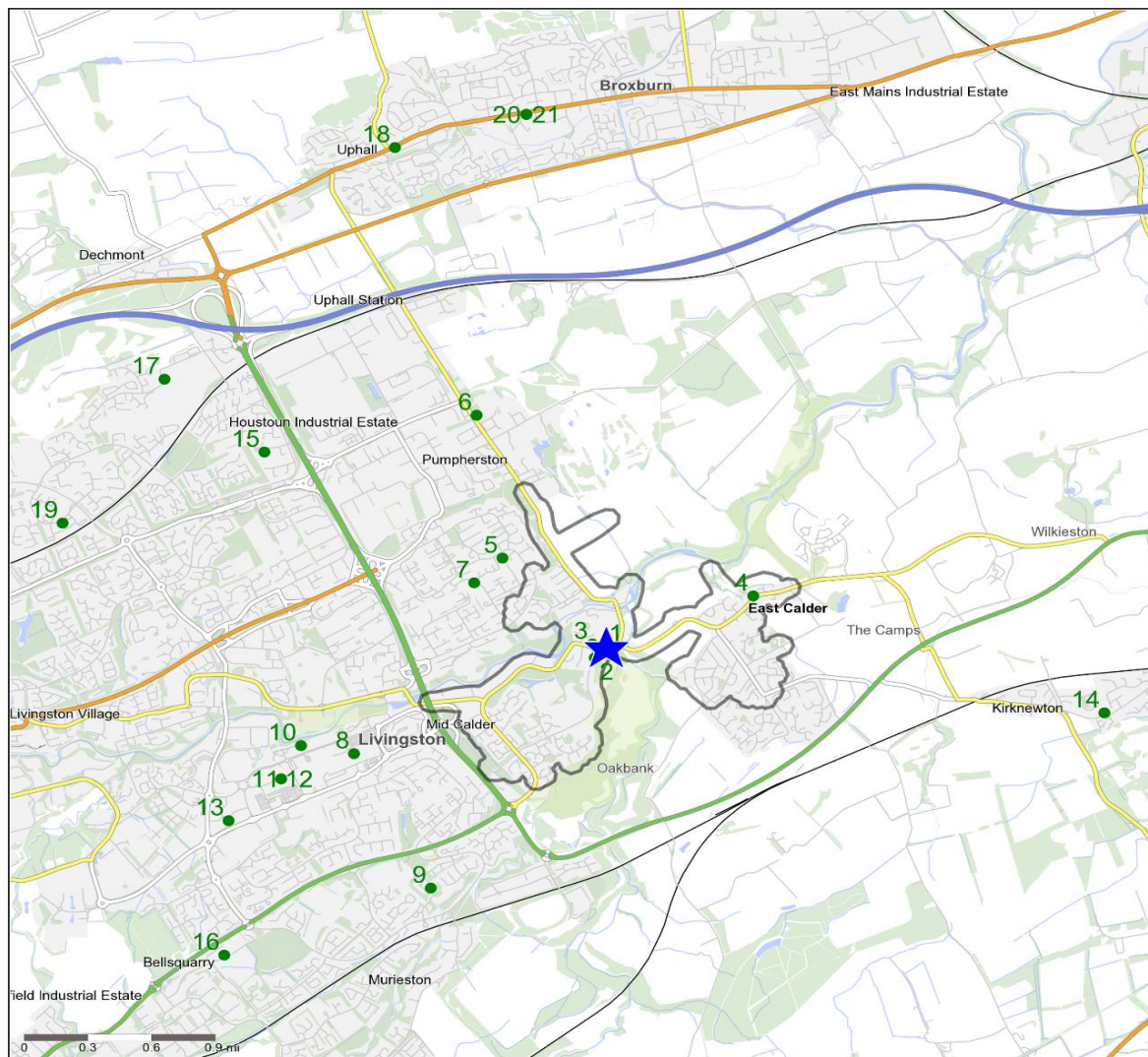
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	1,708	31.3	104	432	7.9	48	3,311	60.7	117	
Male: Alone	2,399	44.0	148	615	11.3	72	2,437	44.7	84	
Male: Group	1,785	32.7	143	1,492	27.4	104	2,174	39.9	80	
Male: Pair	1,687	30.9	119	1,363	25.0	164	2,400	44.0	77	
Mixed Sex: Group	1,011	18.5	81	1,649	30.3	95	2,790	51.2	117	
Mixed Sex: Pair	1,903	34.9	149	1,707	31.3	96	1,841	33.8	79	
With Children	2,522	46.3	160	362	6.6	39	2,567	47.1	89	
Unknown	1,279	23.5	71	584	10.7	60	3,587	65.8	137	
For Eating:										
Upmarket	1,659	30.4	99	609	11.2	54	3,182	58.4	124	
Midmarket	1,289	23.6	69	128	2.3	26	4,034	74.0	134	
Downmarket	2,606	47.8	215	1,384	25.4	73	1,461	26.8	64	
For Drinking (monthly spend):										
Nothing	2,030	37.2	123	1,843	33.8	143	1,578	28.9	65	
Low (less than £10)	2,132	39.1	131	1,469	26.9	115	1,851	34.0	75	
Medium (Between £10 and £40)	2,105	38.6	126	666	12.2	69	2,680	49.2	98	
High (Greater than £40)	1,674	30.7	119	1,196	21.9	107	2,581	47.3	91	

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	56,043	36.9	122	16,915	11.1	68	76,255	50.2	96		
Male: Alone	43,673	28.7	97	40,226	26.5	170	65,314	43.0	81		
Male: Group	30,590	20.1	88	43,540	28.7	109	75,083	49.4	100		
Male: Pair	44,915	29.6	113	14,869	9.8	64	89,429	58.9	103		
Mixed Sex: Group	30,671	20.2	88	56,059	36.9	116	62,483	41.1	94		
Mixed Sex: Pair	45,110	29.7	127	51,729	34.1	105	52,374	34.5	81		
With Children	56,940	37.5	130	27,309	18.0	107	64,964	42.8	81		
Unknown	41,753	27.5	84	22,792	15.0	84	84,669	55.7	116		
For Eating:											
Upmarket	37,072	24.4	80	37,703	24.8	119	74,438	49.0	104		
Midmarket	39,464	26.0	76	9,453	6.2	69	100,295	66.0	119		
Downmarket	48,888	32.2	145	66,047	43.5	125	34,278	22.6	54		
For Drinking (monthly spend):											
Nothing	55,982	36.9	122	47,316	31.1	132	45,915	30.2	67		
Low (less than £10)	50,893	33.5	112	32,574	21.4	91	65,746	43.3	95		
Medium (Between £10 and £40)	51,224	33.7	110	25,966	17.1	96	72,023	47.4	94		
High (Greater than £40)	40,503	26.7	103	36,761	24.2	118	71,949	47.4	91		

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	Torphichen Arms, EH53 0AR	Star Pubs & Bars	0.0	0.1
2	Mid Calder Inn, EH53 0AW	Greene King	1.2	0.8
3	Black Bull Inn, EH53 0AA	Independent Free	2.4	0.5
4	Grapes, EH53 0HD	Hawthorn Leisure	20.5	3.2
5	Stirrup Stane, EH54 5LU	Retail & Licensed Properties	26.0	4.7
6	Cawburn Inn, EH53 0PD	Unknown	29.6	5.1
7	Tower, EH54 5DZ	Hawthorn Leisure	32.3	5.9
8	Paraffin Lamp, EH54 6NB	Independent Free	35.0	5.6
9	Bankton House Hotel, EH54 9AQ	Independent Free	37.1	6.3
10	Lime Kiln, EH54 6QN	Greene King	41.3	7.2
11	Harvester Livingston, EH54 6QX	Mitchells & Butlers	47.7	8.2
12	Newyearfield, EH54 6QX	Wetherspoon	47.7	8.2
13	Chain Runner, EH54 6GA	Marston's	48.3	8.3
14	Kirknewton Inn, EH27 8AH	Independent Free	52.8	8.6
15	Harvester, EH54 8HE	Unknown	56.3	9.7
16	Elm Tree Inn, EH54 9AA	Independent Free	61.9	9.6
17	Deer Park, EH54 8AB	Whitbread	66.1	12.3
18	Oatridge Hotel, EH52 5DA	Star Pubs & Bars	66.4	10.8
19	Saltire, EH54 8PT	Greene King	71.1	9.5
20	Goschen Lounge, EH52 5JE	Independent Free	78.1	12.4