

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

|  |       |        |         |
|--|-------|--------|---------|
| Number of Pubs                               | 6     | 8      | 230     |
| Catchment Adults 18+                         | 4,070 | 10,656 | 225,342 |
| Catchment Adults 18+ Per Pub                 | 678   | 1,332  | 980     |
| Populaton Projection 2020 to 2030 (% change) | 7.01% | 6.83%  | 4.80%   |

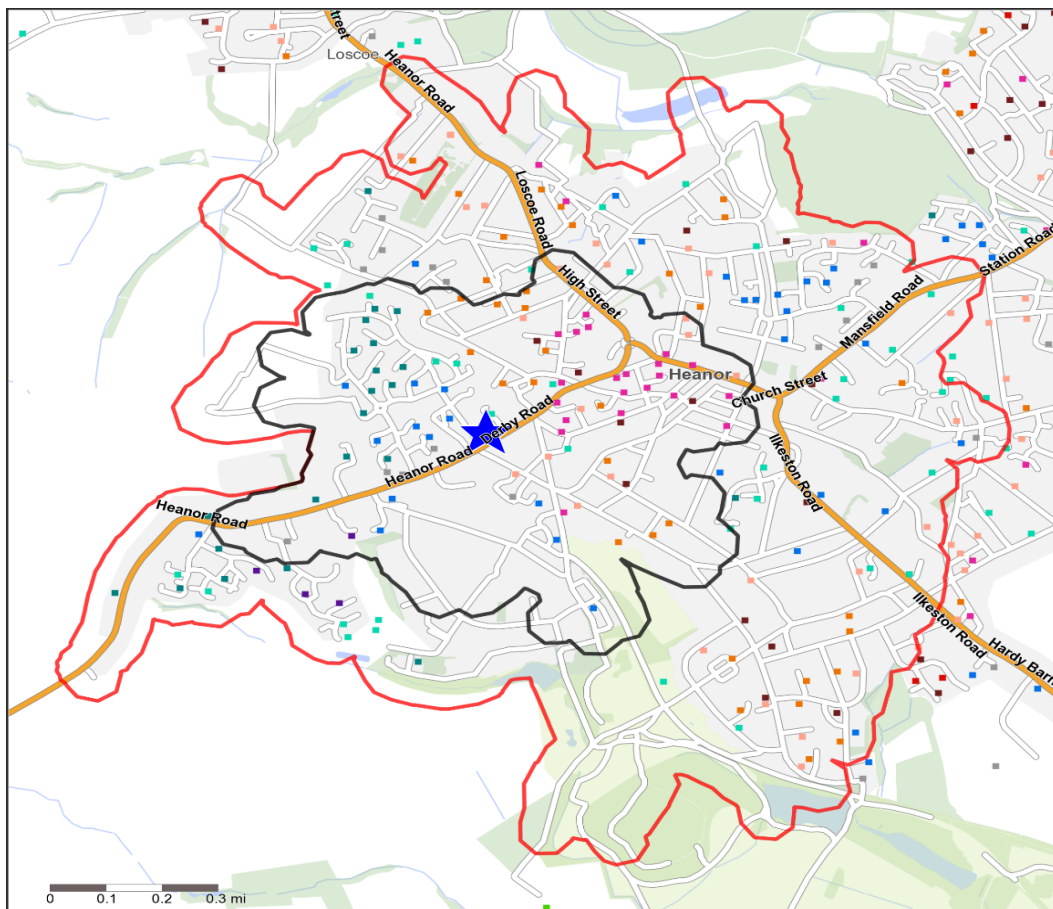
|      |                      | 10 Minute Walktime |                 |       |      |                      | 20 Minute Walktime |                 |       |      |                      | 20 Minute Drivetime |                 |       |
|------|----------------------|--------------------|-----------------|-------|------|----------------------|--------------------|-----------------|-------|------|----------------------|---------------------|-----------------|-------|
| 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      | 3,841              | 94.4            | 180   | 1    | High Street Pub      | 9,700              | 91.0            | 173   | 1    | High Street Pub      | 187,560             | 83.2            | 159   |
| 2    | Community Pub        | 3,062              | 75.2            | 160   | 2    | Community Pub        | 7,644              | 71.7            | 153   | 2    | Community Pub        | 149,352             | 66.3            | 141   |
| 3    | Premium Local        | 1,607              | 39.5            | 62    | 3    | Premium Local        | 4,919              | 46.2            | 72    | 3    | Premium Local        | 109,887             | 48.8            | 76    |
| 4    | Great Pub Great Food | 1,088              | 26.7            | 187   | 4    | Great Pub Great Food | 3,030              | 28.4            | 198   | 4    | Great Pub Great Food | 73,160              | 32.5            | 227   |
| 5    | Bit of Style         | 1,029              | 25.3            | 63    | 5    | Bit of Style         | 2,322              | 21.8            | 54    | 5    | Bit of Style         | 48,676              | 21.6            | 53    |
| 6    | Circuit Bar          | 201                | 4.9             | 17    | 6    | Circuit Bar          | 938                | 8.8             | 31    | 6    | Circuit Bar          | 23,289              | 10.3            | 36    |
| 7    | Craft Led            | 7                  | 0.2             | 2     | 7    | Craft Led            | 485                | 4.6             | 40    | 7    | Craft Led            | 15,712              | 7.0             | 62    |

| 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           | 229                    | 5.6             | 63    | 605                    | 5.7             | 64    | 15,579                 | 6.9             | 78    |
| C1           | 434                    | 10.7            | 87    | 1,068                  | 10.0            | 82    | 25,006                 | 11.1            | 90    |
| C2           | 471                    | 11.6            | 140   | 1,125                  | 10.6            | 128   | 22,725                 | 10.1            | 122   |
| DE           | 546                    | 13.4            | 130   | 1,279                  | 12.0            | 117   | 26,568                 | 11.8            | 115   |

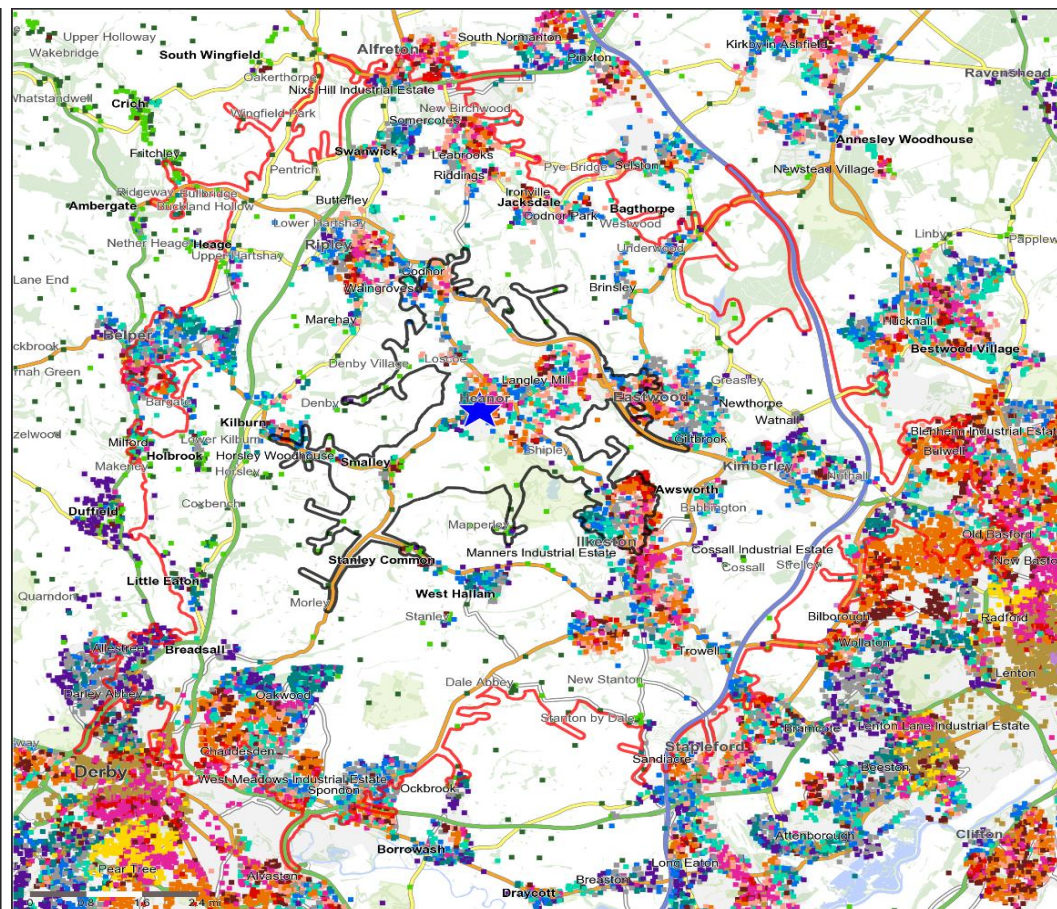
| Affluence (Bands) | 10 Minute WT Catchment |                 |       | 20 Minute WT Catchment |                 |       | 20 Minute DT Catchment |                 |       |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
|                   | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index | Target Customers       | % of Population | Index |
| Low (0-6)         | 2,121                  | 52.1            | 157   | 5,168                  | 48.5            | 146   | 103,287                | 45.8            | 138   |
| Medium (7-13)     | 1,209                  | 29.7            | 89    | 3,777                  | 35.4            | 107   | 84,219                 | 37.4            | 112   |
| High (14-19)      | 415                    | 10.2            | 36    | 936                    | 8.8             | 31    | 28,034                 | 12.4            | 44    |

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

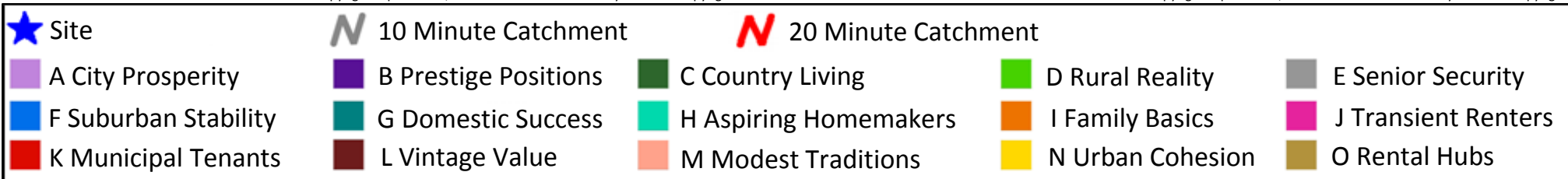
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

|                     |                       |  | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|-----------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |                       |  | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
| A01                 | World-Class Wealth    |  | 0                       | 0                       | 0                       | 0                       |
| A02                 | Uptown Elite          |  | 0                       | 0                       | 0                       | 2                       |
| A03                 | Penthouse Chic        |  | 0                       | 0                       | 0                       | 0                       |
| A04                 | Metro High-Flyers     |  | 0                       | 0                       | 0                       | 0                       |
| B05                 | Premium Fortunes      |  | 0                       | 0                       | 0                       | 72                      |
| B06                 | Diamond Days          |  | 27                      | 55                      | 55                      | 714                     |
| B07                 | Alpha Families        |  | 21                      | 42                      | 54                      | 1,107                   |
| B08                 | Bank of Mum and Dad   |  | 0                       | 1                       | 49                      | 1,785                   |
| B09                 | Empty-Nest Adventure  |  | 14                      | 36                      | 133                     | 5,418                   |
| C10                 | Wealthy Landowners    |  | 0                       | 3                       | 166                     | 1,045                   |
| C11                 | Rural Vogue           |  | 0                       | 0                       | 1                       | 89                      |
| C12                 | Scattered Homesteads  |  | 0                       | 0                       | 0                       | 44                      |
| C13                 | Village Retirement    |  | 0                       | 0                       | 419                     | 1,715                   |
| D14                 | Satellite Settlers    |  | 2                       | 15                      | 998                     | 4,285                   |
| D15                 | Local Focus           |  | 0                       | 0                       | 234                     | 840                     |
| D16                 | Outlying Seniors      |  | 0                       | 0                       | 115                     | 808                     |
| D17                 | Far-Flung Outposts    |  | 0                       | 0                       | 0                       | 0                       |
| E18                 | Legacy Elders         |  | 5                       | 12                      | 16                      | 818                     |
| E19                 | Bungalow Heaven       |  | 40                      | 406                     | 2,037                   | 12,648                  |
| E20                 | Classic Grandparents  |  | 12                      | 24                      | 376                     | 3,978                   |
| E21                 | Solo Retirees         |  | 53                      | 71                      | 288                     | 2,657                   |
| F22                 | Boomerang Boarders    |  | 157                     | 274                     | 708                     | 5,742                   |
| F23                 | Family Ties           |  | 0                       | 43                      | 271                     | 1,636                   |
| F24                 | Fledgling Free        |  | 92                      | 678                     | 3,108                   | 13,228                  |
| F25                 | Dependable Me         |  | 171                     | 381                     | 1,010                   | 9,871                   |
| G26                 | Cafés and Catchments  |  | 0                       | 0                       | 0                       | 7                       |
| G27                 | Thriving Independence |  | 0                       | 0                       | 0                       | 958                     |
| G28                 | Modern Parents        |  | 392                     | 465                     | 932                     | 6,621                   |
| G29                 | Mid-Career Convention |  | 180                     | 618                     | 1,450                   | 10,361                  |
| H30                 | Primary Ambitions     |  | 15                      | 62                      | 439                     | 3,297                   |
| H31                 | Affordable Fringe     |  | 182                     | 769                     | 3,063                   | 15,093                  |
| H32                 | First-Rung Futures    |  | 7                       | 458                     | 1,768                   | 12,161                  |
| H33                 | Contemporary Starts   |  | 33                      | 221                     | 617                     | 4,157                   |
| H34                 | New Foundations       |  | 35                      | 93                      | 154                     | 893                     |
| H35                 | Flying Solo           |  | 0                       | 27                      | 27                      | 1,114                   |

|                     |                        |  | 10 Minute<br>WT         | 20 Minute<br>WT         | 10 Minute<br>DT         | 20 Minute<br>DT         |
|---------------------|------------------------|--|-------------------------|-------------------------|-------------------------|-------------------------|
| Mosaic Type Profile |                        |  | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ | Catchment<br>Adults 18+ |
| I36                 | Solid Economy          |  | 35                      | 35                      | 37                      | 450                     |
| I37                 | Budget Generations     |  | 227                     | 769                     | 1,374                   | 6,271                   |
| I38                 | Economical Families    |  | 572                     | 1,424                   | 2,971                   | 11,090                  |
| I39                 | Families on a Budget   |  | 123                     | 175                     | 1,641                   | 13,451                  |
| J40                 | Value Rentals          |  | 367                     | 379                     | 2,530                   | 8,236                   |
| J41                 | Youthful Endeavours    |  | 126                     | 139                     | 535                     | 1,899                   |
| J42                 | Midlife Renters        |  | 22                      | 127                     | 645                     | 5,302                   |
| J43                 | Renting Rooms          |  | 396                     | 465                     | 1,098                   | 4,433                   |
| 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                       | 144                     | 1,569                   |
| K48                 | Mature Workers         |  | 0                       | 0                       | 1,239                   | 5,210                   |
| L49                 | Flatlet Seniors        |  | 57                      | 57                      | 195                     | 1,757                   |
| L50                 | Pocket Pensions        |  | 14                      | 247                     | 1,156                   | 5,350                   |
| L51                 | Retirement Communities |  | 0                       | 0                       | 0                       | 380                     |
| L52                 | Estate Veterans        |  | 86                      | 173                     | 716                     | 2,173                   |
| L53                 | Seasoned Survivors     |  | 157                     | 176                     | 540                     | 3,381                   |
| M54                 | Down-to-Earth Owners   |  | 273                     | 694                     | 3,045                   | 7,959                   |
| M55                 | Back with the Folks    |  | 0                       | 240                     | 1,324                   | 5,624                   |
| M56                 | Self Supporters        |  | 177                     | 803                     | 3,331                   | 14,955                  |
| N57                 | Community Elders       |  | 0                       | 0                       | 0                       | 97                      |
| N58                 | Culture & Comfort      |  | 0                       | 0                       | 0                       | 0                       |
| N59                 | Large Family Living    |  | 0                       | 0                       | 0                       | 0                       |
| N60                 | Ageing Access          |  | 0                       | 0                       | 0                       | 339                     |
| O61                 | Career Builders        |  | 0                       | 0                       | 0                       | 757                     |
| O62                 | Central Pulse          |  | 0                       | 0                       | 0                       | 60                      |
| O63                 | Flexible Workforce     |  | 0                       | 0                       | 0                       | 0                       |
| O64                 | Bus-Route Renters      |  | 0                       | 0                       | 22                      | 1,385                   |
| O65                 | Learners & Earners     |  | 0                       | 0                       | 0                       | 51                      |
| O66                 | Student Scene          |  | 0                       | 0                       | 0                       | 0                       |
| U99                 | Unclassified           |  | 0                       | 0                       | 0                       | 0                       |
| <b>Total</b>        |                        |  | <b>4,070</b>            | <b>10,657</b>           | <b>41,031</b>           | <b>225,343</b>          |

## 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. 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

### 3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

### 2. 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

### 3. I39 Families on a Budget

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



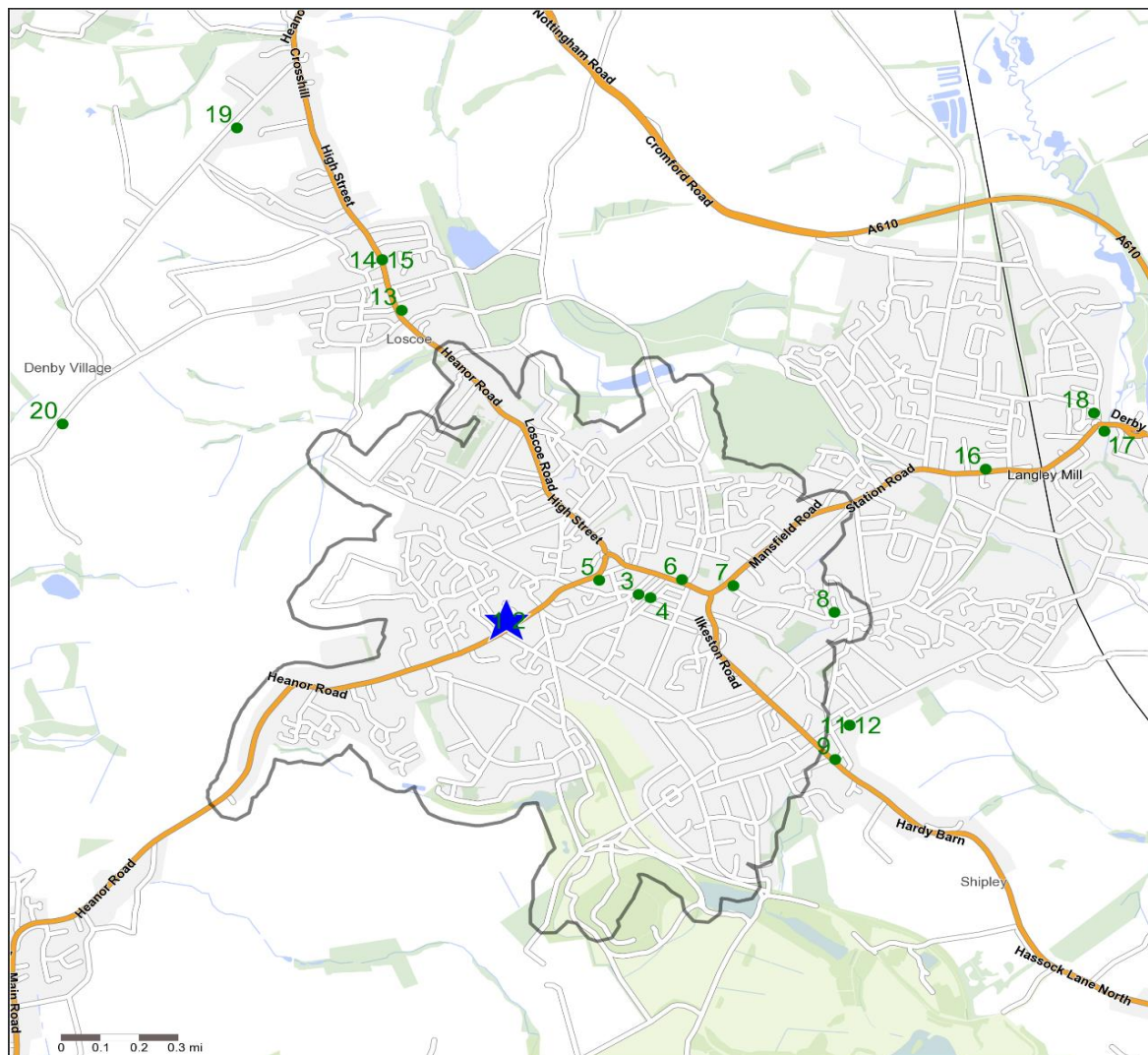
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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         | 3,329              | 31.2            | 97    | 2,095            | 19.7            | 116   | 5,232            | 49.1            | 97    |  |
| Male: Alone                          | 4,065              | 38.1            | 128   | 1,636            | 15.4            | 93    | 4,955            | 46.5            | 87    |  |
| Male: Group                          | 2,667              | 25.0            | 109   | 3,312            | 31.1            | 115   | 4,678            | 43.9            | 88    |  |
| Male: Pair                           | 1,930              | 18.1            | 69    | 3,871            | 36.3            | 237   | 4,856            | 45.6            | 78    |  |
| Mixed Sex: Group                     | 3,831              | 36.0            | 146   | 3,113            | 29.2            | 91    | 3,712            | 34.8            | 81    |  |
| Mixed Sex: Pair                      | 3,345              | 31.4            | 130   | 3,874            | 36.4            | 110   | 3,437            | 32.3            | 75    |  |
| With Children                        | 5,739              | 53.9            | 181   | 2,285            | 21.4            | 122   | 2,632            | 24.7            | 47    |  |
| Unknown                              | 5,222              | 49.0            | 141   | 793              | 7.4             | 40    | 4,641            | 43.6            | 93    |  |
| <b>For Eating:</b>                   |                    |                 |       |                  |                 |       |                  |                 |       |  |
| Upmarket                             | 3,024              | 28.4            | 88    | 3,169            | 29.7            | 137   | 4,463            | 41.9            | 91    |  |
| Midmarket                            | 3,784              | 35.5            | 98    | 376              | 3.5             | 39    | 6,496            | 61.0            | 111   |  |
| Downmarket                           | 5,358              | 50.3            | 217   | 3,665            | 34.4            | 97    | 1,633            | 15.3            | 37    |  |
| <b>For Drinking (monthly spend):</b> |                    |                 |       |                  |                 |       |                  |                 |       |  |
| Nothing                              | 4,335              | 40.7            | 132   | 3,130            | 29.4            | 125   | 3,191            | 29.9            | 65    |  |
| Low (less than £10)                  | 3,356              | 31.5            | 106   | 3,760            | 35.3            | 149   | 3,540            | 33.2            | 71    |  |
| Medium (Between £10 and £40)         | 3,356              | 31.5            | 102   | 2,841            | 26.7            | 147   | 4,459            | 41.8            | 82    |  |
| High (Greater than £40)              | 1,891              | 17.7            | 67    | 4,240            | 39.8            | 192   | 4,525            | 42.5            | 80    |  |

| 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         | 57,790              | 25.6            | 79    | 33,236           | 14.7            | 87    | 134,316          | 59.6            | 117   |  |
| Male: Alone                          | 72,001              | 32.0            | 107   | 41,954           | 18.6            | 112   | 111,387          | 49.4            | 92    |  |
| Male: Group                          | 58,025              | 25.7            | 112   | 69,311           | 30.8            | 114   | 98,006           | 43.5            | 87    |  |
| Male: Pair                           | 46,461              | 20.6            | 79    | 59,539           | 26.4            | 172   | 119,342          | 53.0            | 91    |  |
| Mixed Sex: Group                     | 51,903              | 23.0            | 94    | 67,380           | 29.9            | 93    | 106,060          | 47.1            | 109   |  |
| Mixed Sex: Pair                      | 68,194              | 30.3            | 125   | 77,512           | 34.4            | 104   | 79,636           | 35.3            | 83    |  |
| With Children                        | 85,643              | 38.0            | 128   | 53,163           | 23.6            | 134   | 86,536           | 38.4            | 73    |  |
| Unknown                              | 75,099              | 33.3            | 96    | 21,343           | 9.5             | 51    | 128,901          | 57.2            | 122   |  |
| <b>For Eating:</b>                   |                     |                 |       |                  |                 |       |                  |                 |       |  |
| Upmarket                             | 57,679              | 25.6            | 80    | 42,657           | 18.9            | 87    | 125,006          | 55.5            | 120   |  |
| Midmarket                            | 57,682              | 25.6            | 71    | 16,914           | 7.5             | 82    | 150,746          | 66.9            | 122   |  |
| Downmarket                           | 90,435              | 40.1            | 173   | 95,245           | 42.3            | 120   | 39,662           | 17.6            | 42    |  |
| <b>For Drinking (monthly spend):</b> |                     |                 |       |                  |                 |       |                  |                 |       |  |
| Nothing                              | 71,831              | 31.9            | 104   | 80,208           | 35.6            | 151   | 73,303           | 32.5            | 71    |  |
| Low (less than £10)                  | 68,745              | 30.5            | 103   | 68,005           | 30.2            | 127   | 88,592           | 39.3            | 84    |  |
| Medium (Between £10 and £40)         | 67,169              | 29.8            | 97    | 38,331           | 17.0            | 94    | 119,843          | 53.2            | 104   |  |
| High (Greater than £40)              | 37,611              | 16.7            | 63    | 67,213           | 29.8            | 144   | 120,518          | 53.5            | 101   |  |

## 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     | Jolly Colliers, DE75 7QL                | Star Pubs & Bars           | 0.0                          | 0.3                           |
| 2     | New Inn, DE75 7QL                       | Independent Free           | 0.0                          | 0.3                           |
| 3     | Redemption Ale House Micropub, DE75 7GE | Independent Free           | 7.2                          | 1.6                           |
| 4     | Angry Bee, DE75 7GD                     | Independent Free           | 8.5                          | 1.9                           |
| 5     | Red Lion, DE75 7QG                      | New River Retail           | 8.8                          | 1.6                           |
| 6     | King Of Prussia, DE75 7AA               | Amber Taverns              | 10.3                         | 2.0                           |
| 7     | Crown Inn, DE75 7AH                     | Unknown                    | 13.6                         | 2.8                           |
| 8     | Butchers Arms, DE75 7HB                 | Independent Free           | 18.7                         | 3.6                           |
| 9     | Mundy Arms, DE75 7LX                    | Greene King                | 20.8                         | 4.3                           |
| 10    | Marlpool Ale House, DE75 7NJ            | Independent Free           | 21.1                         | 4.1                           |
| 11    | Queens Head, DE75 7NJ                   | Pub People Co Ltd          | 21.1                         | 4.1                           |
| 12    | White Lion Inn, DE75 7NJ                | *Other Small Retail Groups | 21.1                         | 4.1                           |
| 13    | Eclipse Inn, DE75 7LE                   | *Other Small Retail Groups | 23.8                         | 4.1                           |
| 14    | Gate Inn, DE75 7LF                      | Admiral Taverns Ltd        | 26.9                         | 4.6                           |
| 15    | Tip Inn, DE75 7LF                       | Independent Free           | 26.9                         | 4.6                           |
| 16    | Inn The Middle, NG16 4DU                | Independent Free           | 28.7                         | 5.0                           |
| 17    | Railway Tavern, NG16 4AE                | Independent Free           | 36.5                         | 6.3                           |
| 18    | Bunny Hop Ale House, NG16 4ED           | Independent Free           | 37.1                         | 6.4                           |
| 19    | Marquis Of Ormonde, DE 5 9SP            | Independent Free           | 40.1                         | 7.5                           |
| 20    | Bulls Head, DE 5 8PW                    | Star Pubs & Bars           | 44.1                         | 8.2                           |