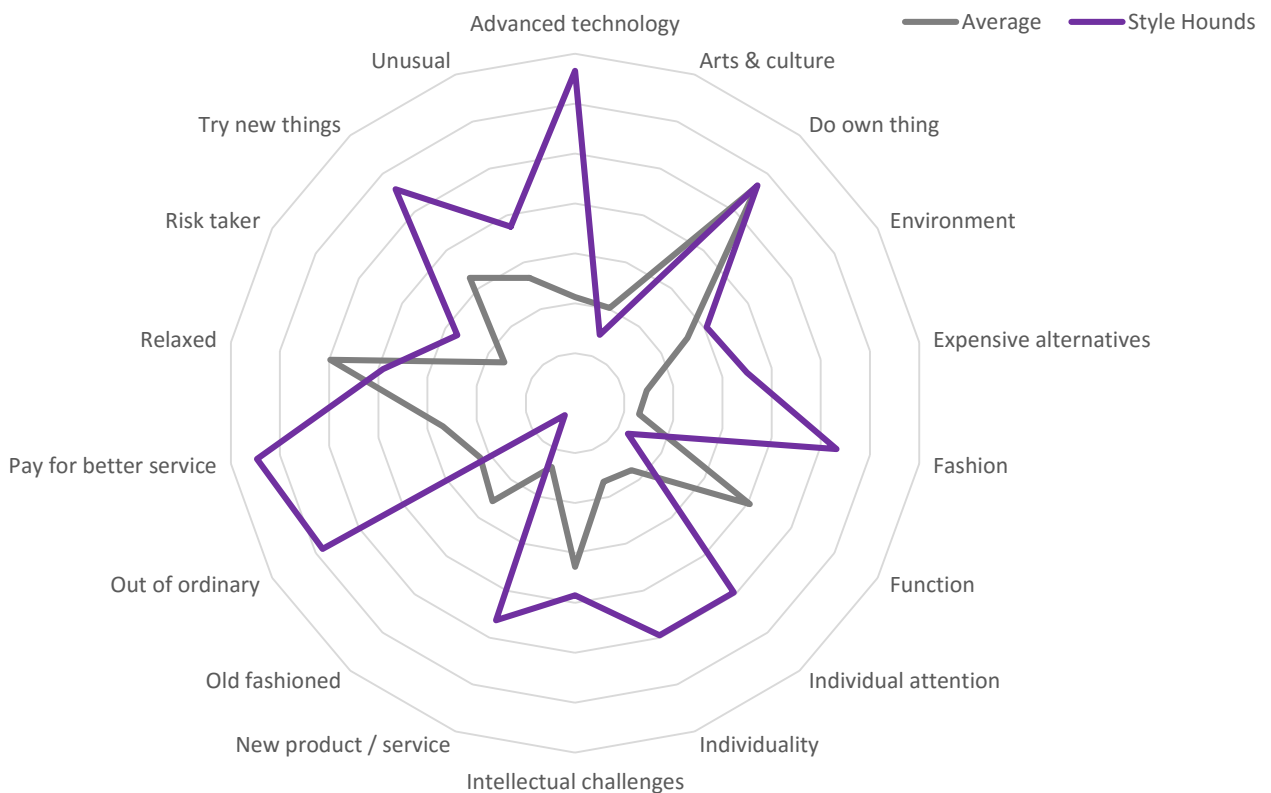


STYLE HOUNDS



SUMMARY

- Very brand/ fashion conscious
- Do not want to be seen as old fashioned
- Early adopters
- Risk takers - they live a full and active life
- Like to be part of the latest trends
- Strongly influenced by others
- Ready to spend money
- Will pay for better service - which to them means more to do or more fun
- No real interest in sophisticated arts, or cerebral activities
- Fun and excitement is what defines a good time

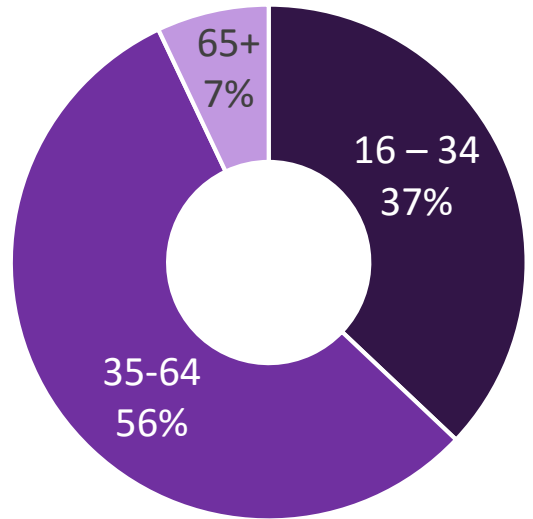


STYLE HOUNDS

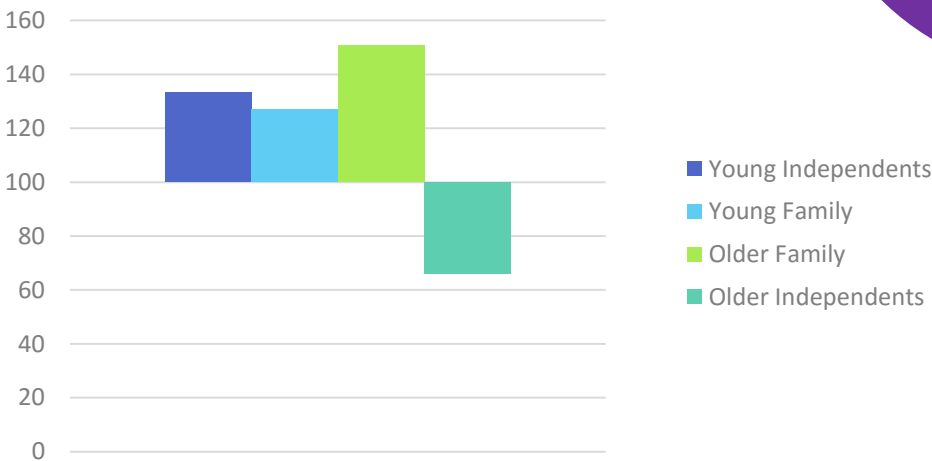


DEMOGRAPHICS

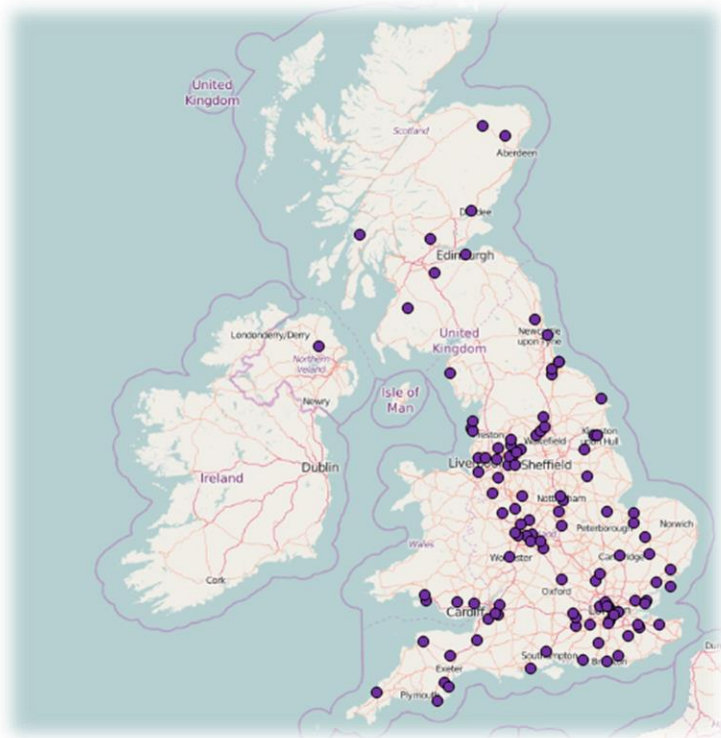
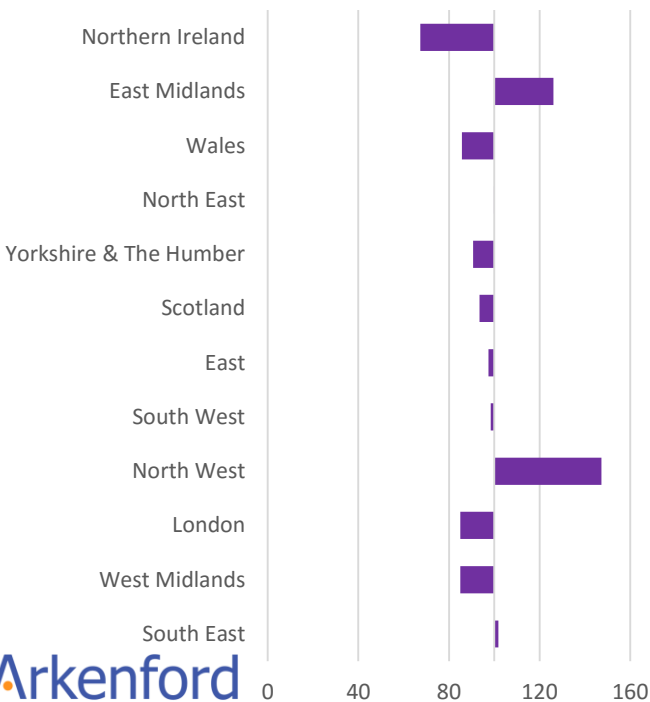
- 9% of GB Population
- Older segment
- Slightly more females
- 7% have children living at home
- Lower social SEG – 63% in C2DEF
- 41% are retired / not working



Life stage



- Young Independents
- Young Family
- Older Family
- Older Independents

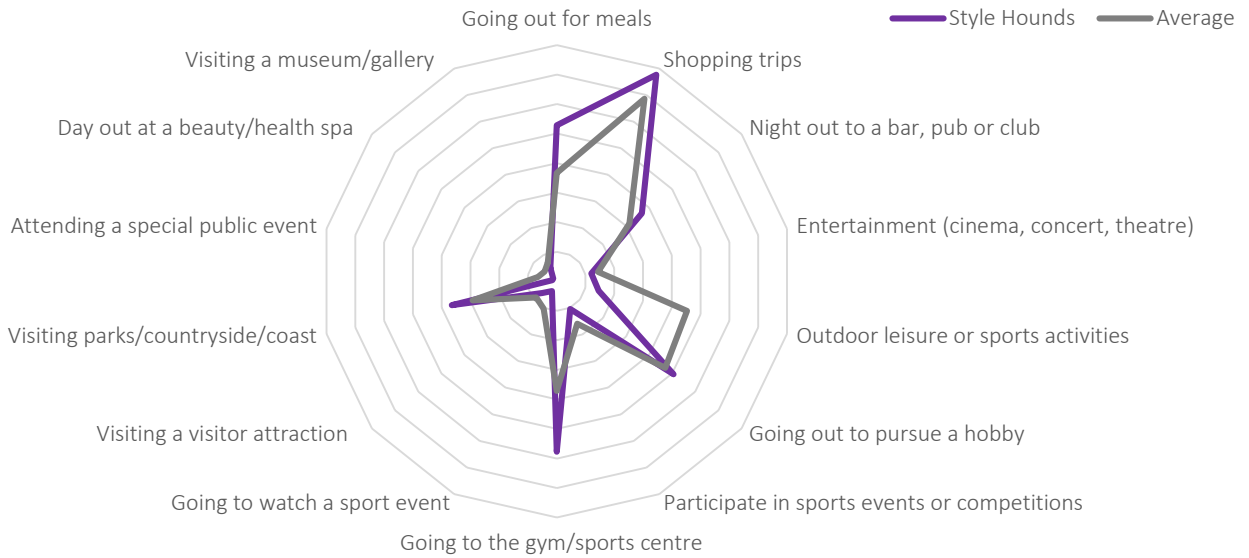


STYLE HOUNDS

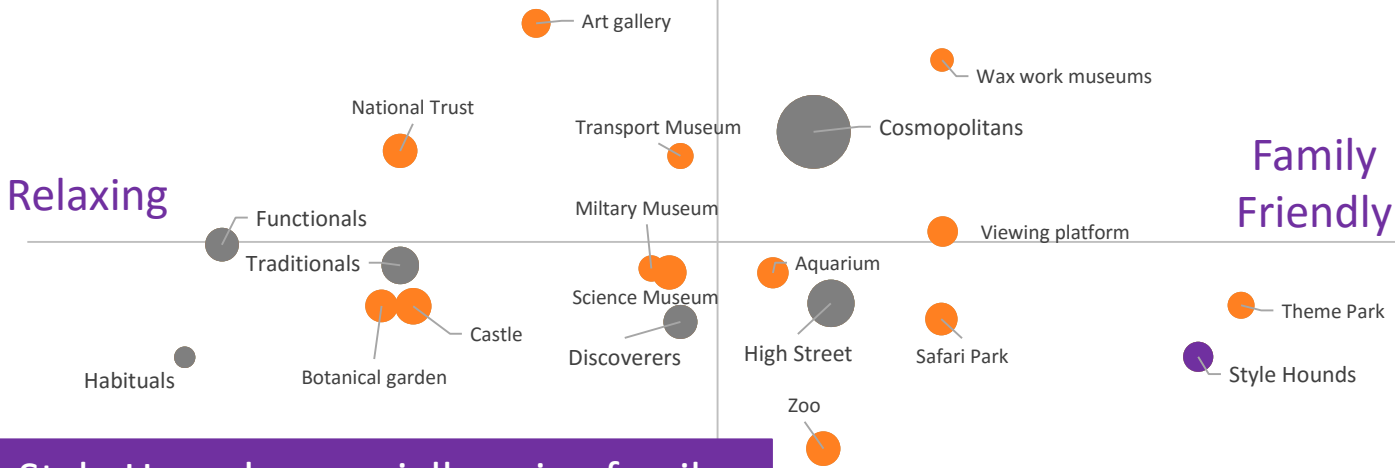


LEISURE PREFERENCES

A mix of relaxing and active leisure activities



Galleries and Museums



Style Hounds especially enjoy family friendly outdoor discovery activities

Discovery and Exploration

● Followers
Circle size is proportionate to the amount of variance explained



LEISURE MOTIVATIONS

Sociable, active and outdoorsy

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To have fun
3. To be fascinated and absorbed
4. To learn something
5. To enjoy some fresh air and exercise

Top motivations for visiting parks, countryside and coast

1. To enjoy time with friends and family
2. To enjoy some fresh air and exercise
3. For the views / scenery
4. To have fun
5. Peace and relaxation

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To improve my self-esteem

STYLE HOUNDS



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



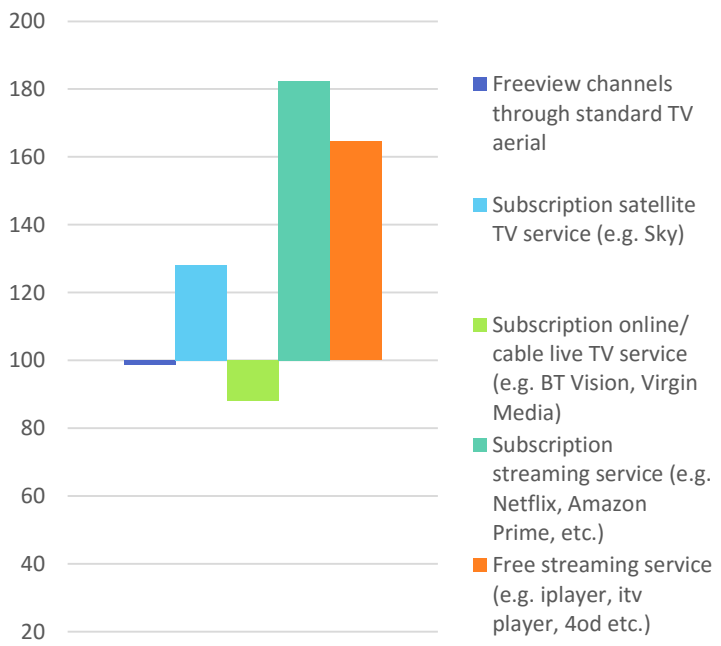
per week on average

Watch catch up TV

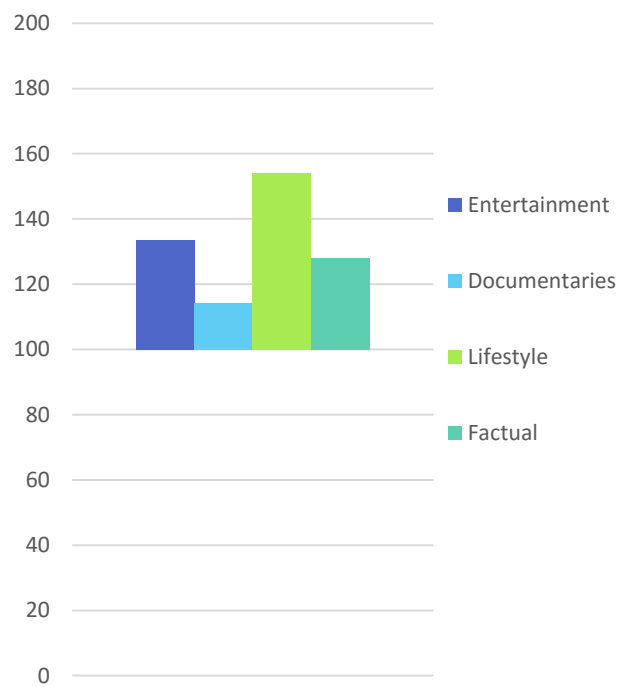


per week on average

Television services used compared to average



Television Preferences compared to average



STYLE HOUNDS



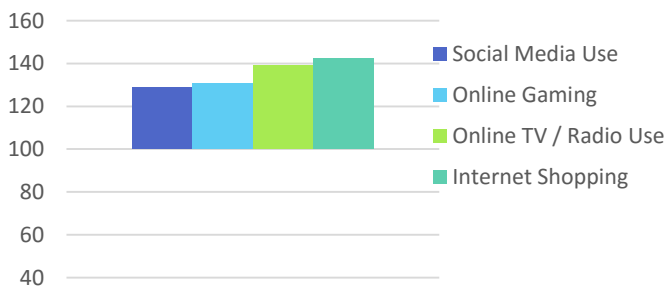
INTERNET USE

↑ Above average
↓ Below average



At home...	76% ↑	83% ↓	15% ↑
At work...	44% ↑	54% ↑	2% ↑
On the go...	86% ↑	3% ↑	1% ↓

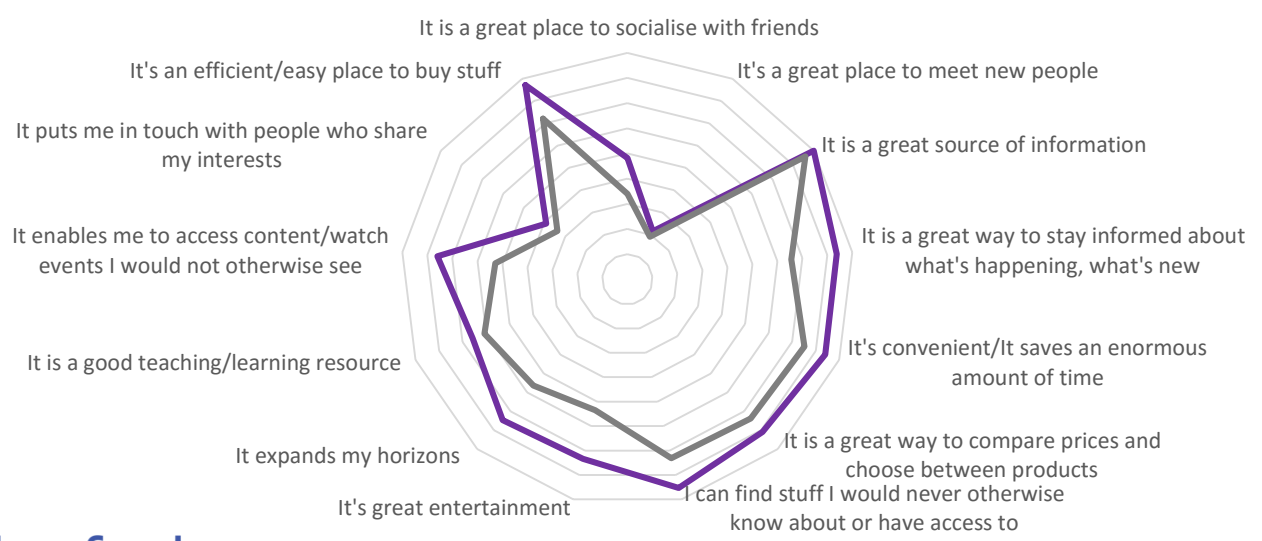
Internet Usage



Rounded internet users, making use of the information, products and entertainment that the internet offers

What makes the internet valuable...

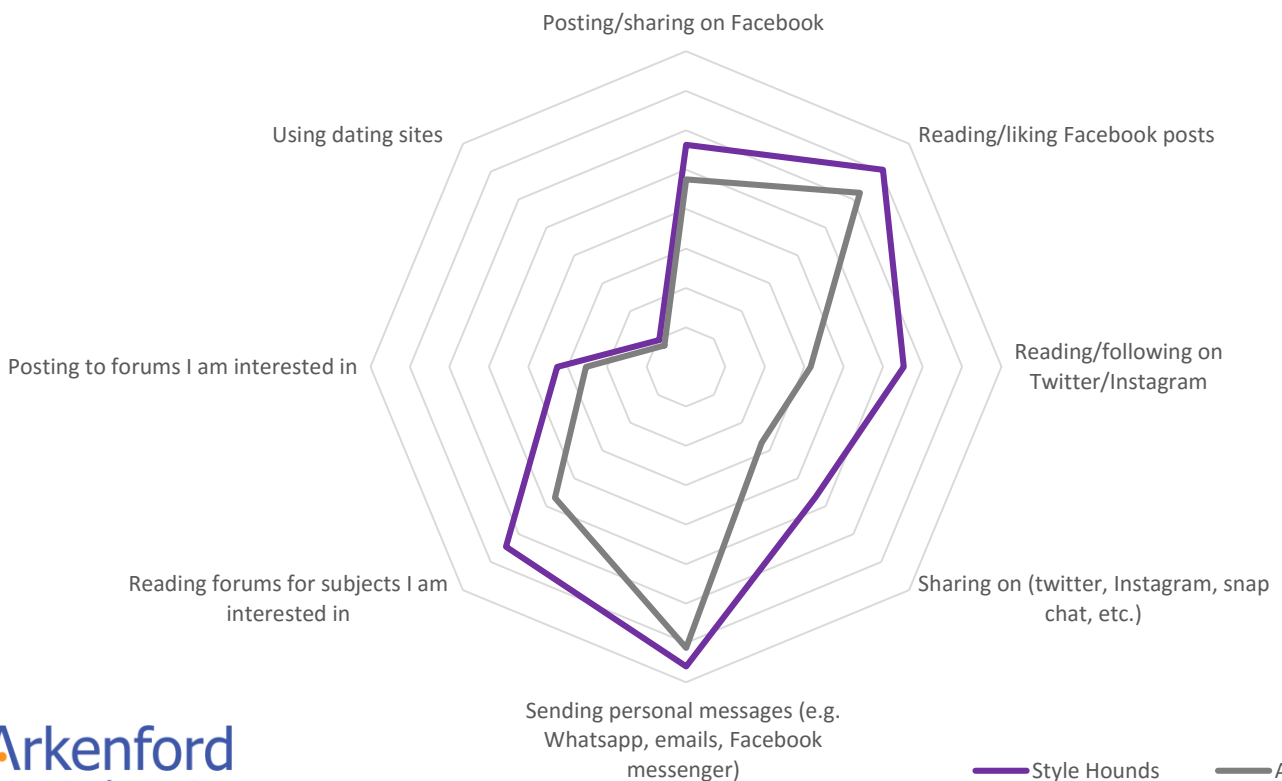
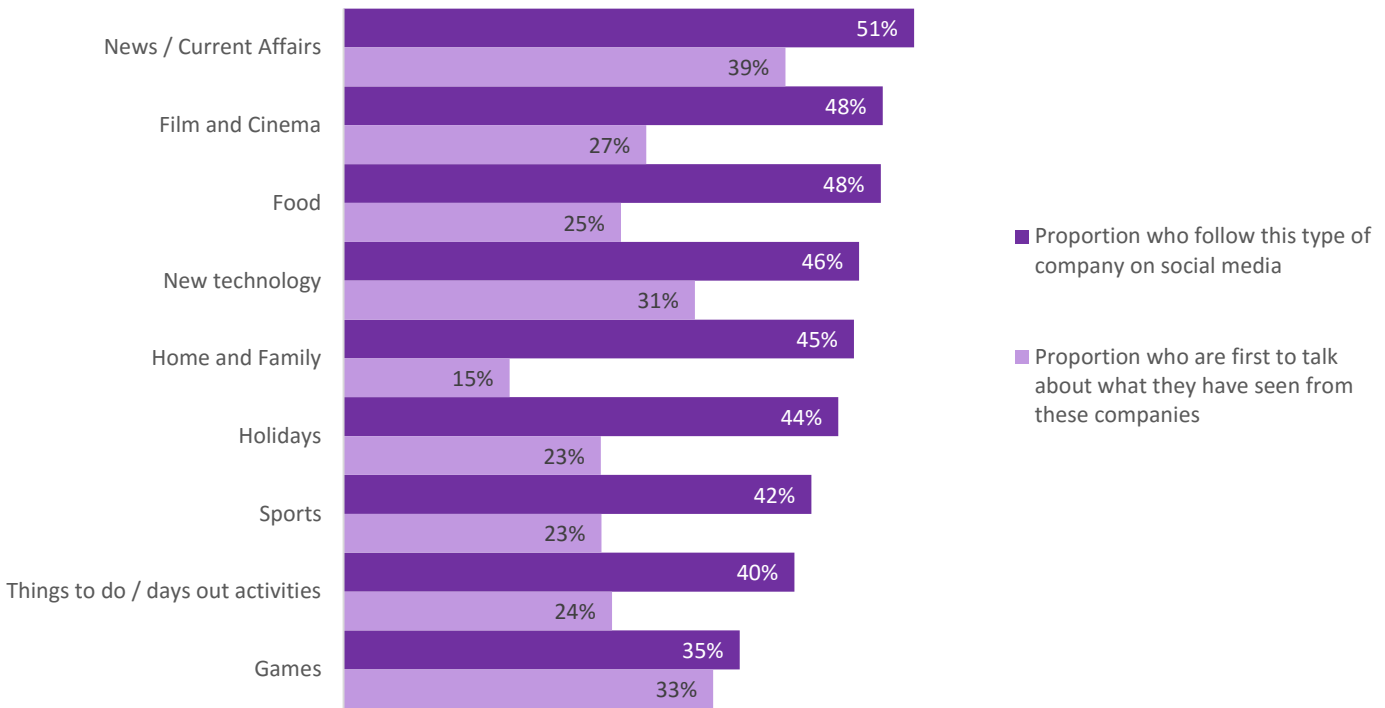
— Style Hounds — Average



STYLE HOUNDS



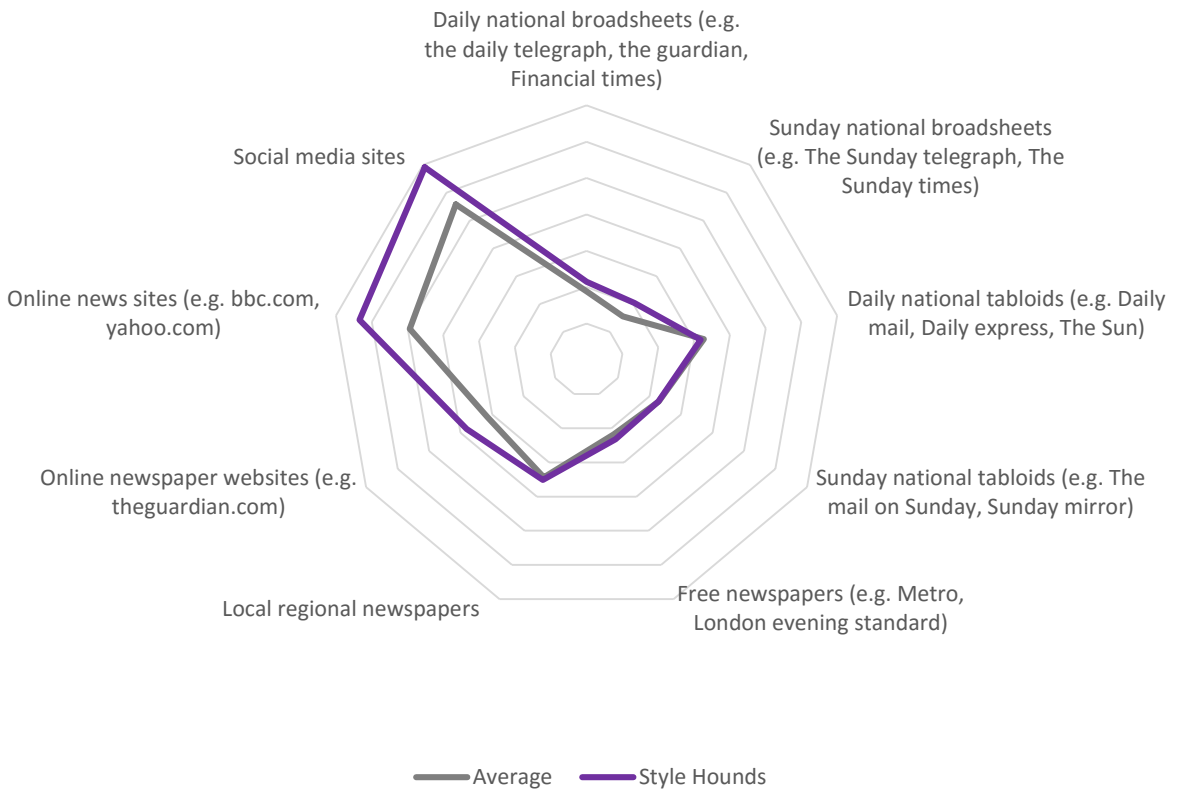
SOCIAL MEDIA



STYLE HOUNDS



OTHER MEDIA USE



STYLE HOUNDS



TOP BRANDS

Mainstream but upmarket, providing a family friendly offer

Travel & Leisure



amazon

BRITISH AIRWAYS



Apple iPhone

virgin atlantic

Technology

TESCO

Sainsbury's



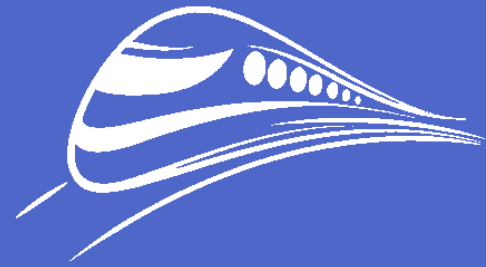
Food

John Lewis amazon

Local traditional pubs and independent restaurants

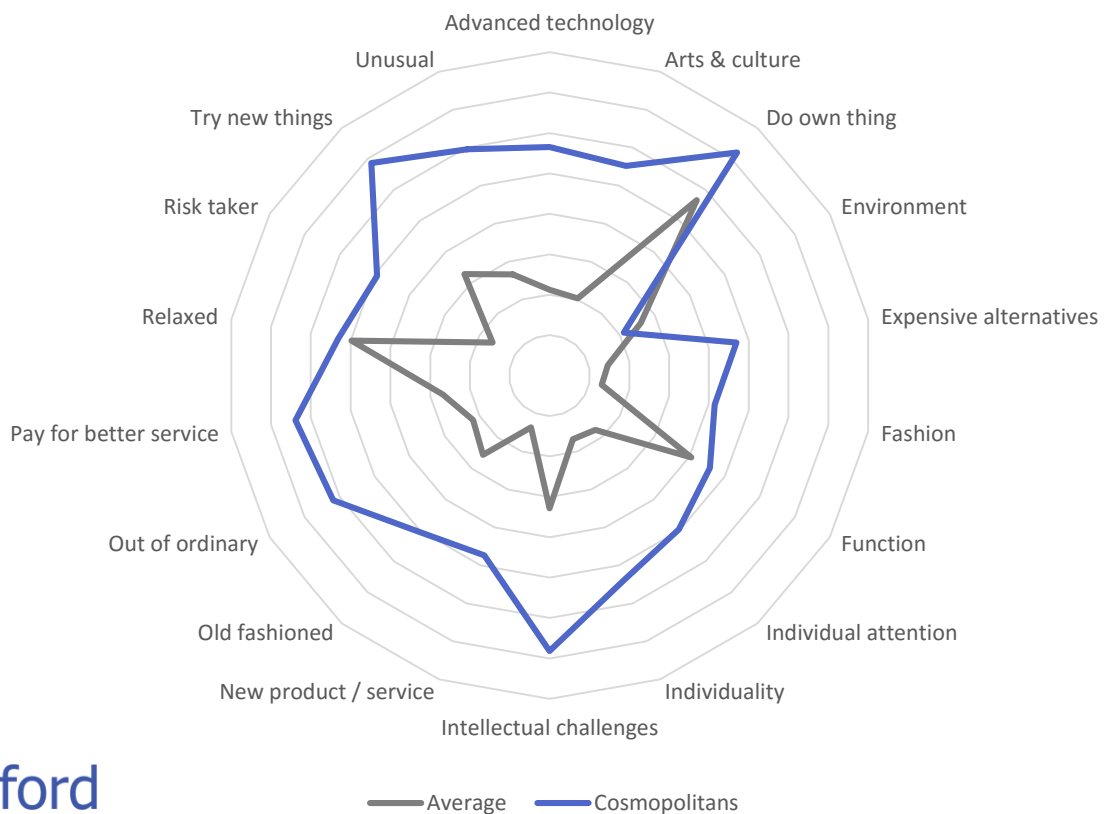
Shopping

COSMOPOLITANS

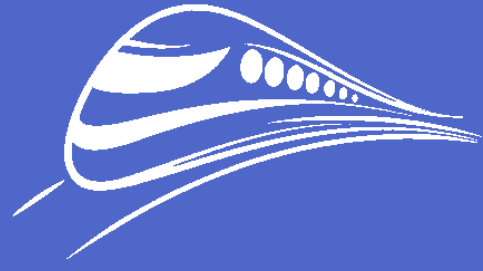


SUMMARY

- Strong, active and confident
- Do what they want rather than follow any particular fashion
- Stylish people but it is individuality rather than fashion that is important to them
- Comfortable trying new things that are out of the ordinary
- Happy to adopt traditional values when appropriate
- Early adopters but this is generally based on their personal interest in new products and opportunities rather than on fashion trends. A result of this is that they are early to try out new products, especially in the field of new technology
- Value and seek functionality in their purchases
- High-spending market and find it easy to justify buying expensive alternatives
- To be given individual attention is very important for Cosmopolitans and they are willing to pay for it
- Are risk takers and this is reflected in their purchases and their desire for things that are new and different. They like new challenges, both physical and intellectual
- Have an appreciation of art and culture
- Life for this group is full and active, yet peace and relaxation is still valued in the right circumstances

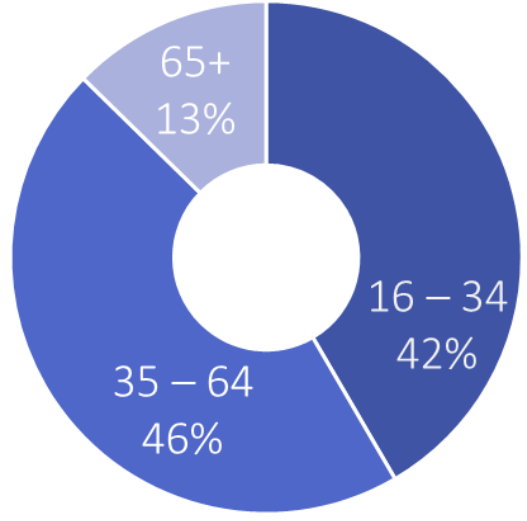


COSMOPOLITANS

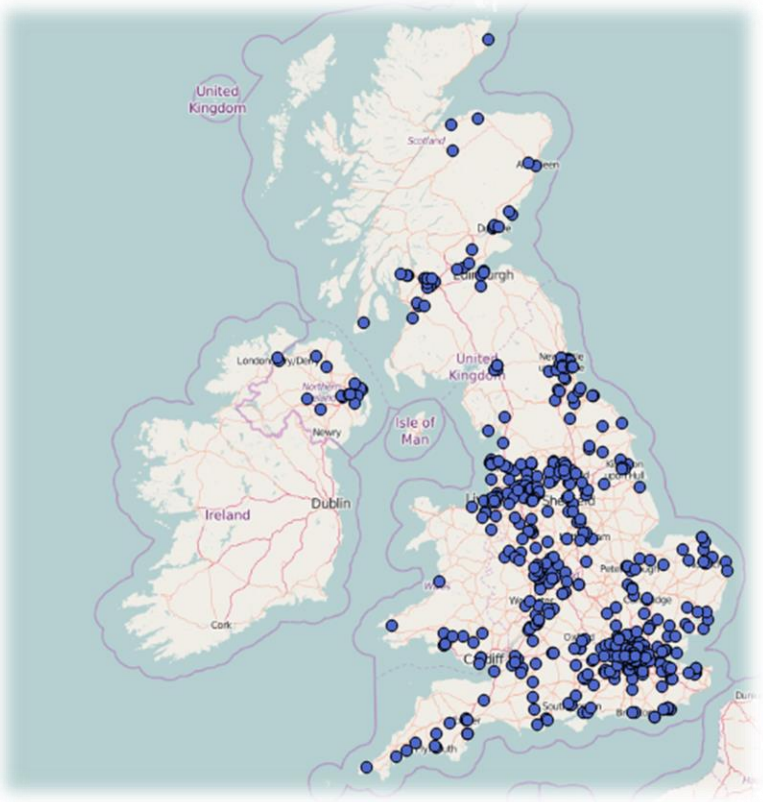
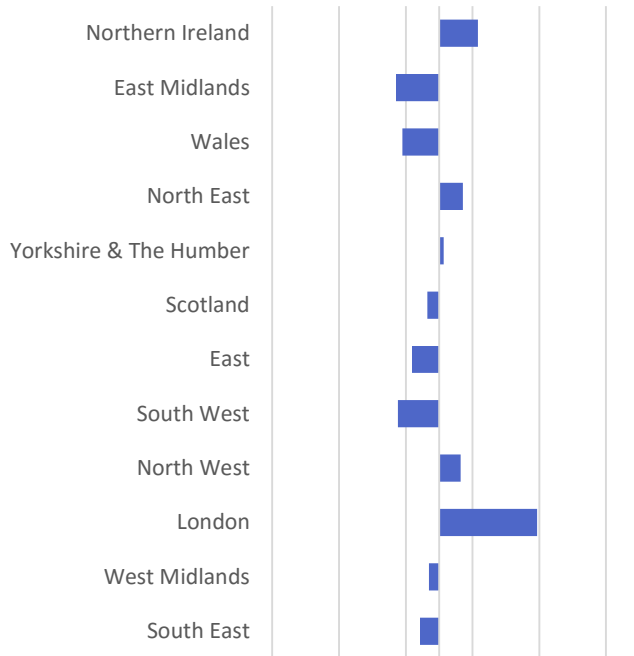


DEMOGRAPHICS

- 19% of GB Population
- Younger side of the market
- Slightly more males
- 37% have children living at home
- High social segment – 64% in ABC1
- 11% are retired / not working



Life stage – Proportionate change from average



COSMOPOLITANS

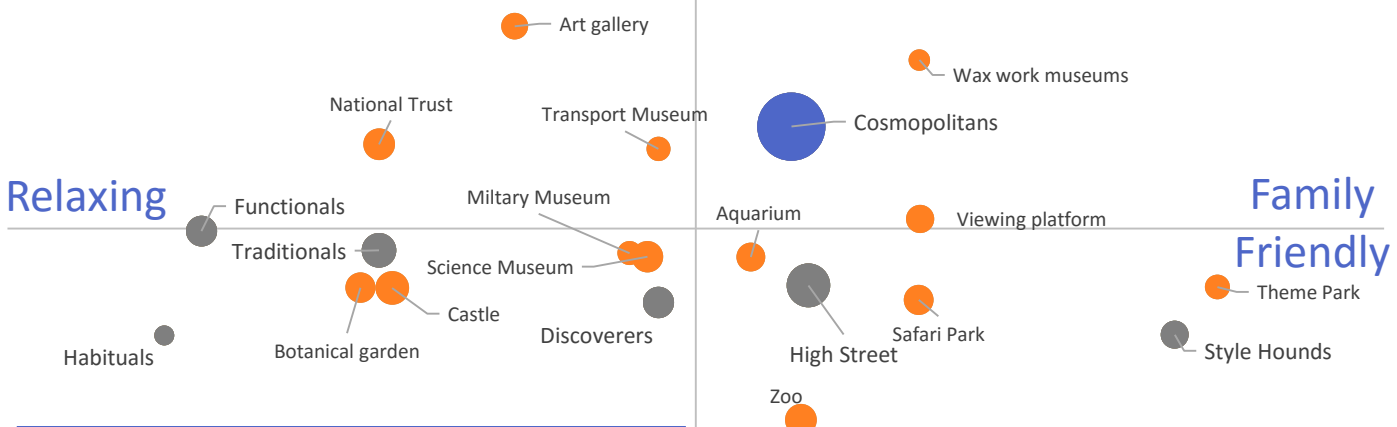


LEISURE PREFERENCES

Cosmopolitans are an open minded segment who enjoy a wide variety of leisure activities



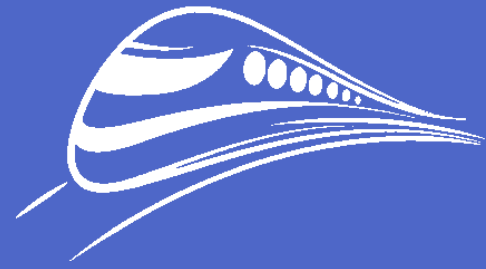
Galleries and Museums



Cosmopolitans particularly enjoy getting involved in family friendly activities and visiting museums

Discovery and Exploring

● Followers
Circle size is proportionate to the amount of variance explained



LEISURE MOTIVATIONS

Social animals who don't switch off easily. Relaxation is found through learning and exercise

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To learn something
3. To be fascinated and absorbed
4. To have fun
5. To see awe inspiring places

Top motivations for visiting parks, countryside and coast

1. To enjoy some fresh air and exercise
2. For the views / scenery
3. To enjoy time with friends and family
4. Peace and relaxation
5. To have fun

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To achieve specific goals

COSMOPOLITANS



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



per week on average

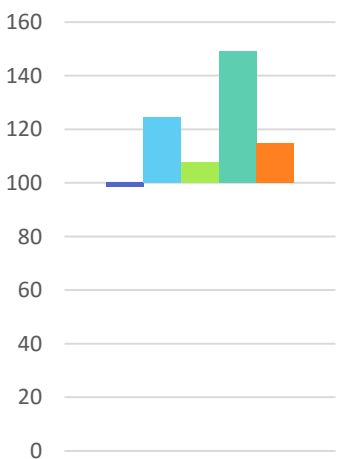
Watch catch up TV



per week on average

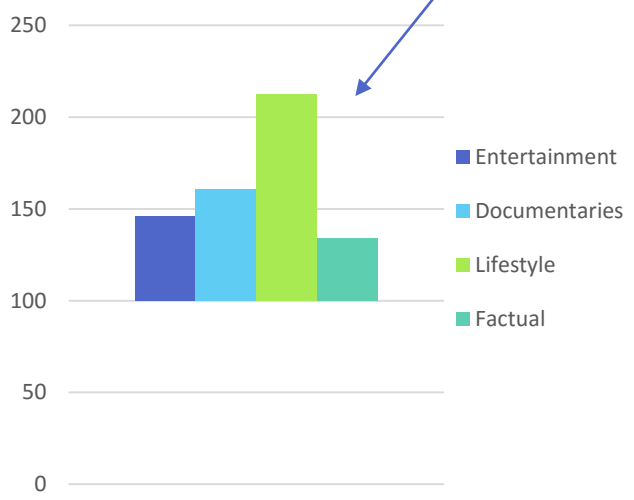
Cosmopolitans are twice as likely to watch lifestyle programs than average

Television services used compared to average

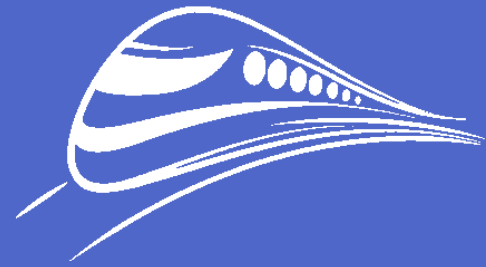


- Freeview channels through standard TV aerial
- Subscription satellite TV service (e.g. Sky)
- Subscription online/ cable live TV service (e.g. BT Vision, Virgin Media)
- Subscription streaming service (e.g. Netflix, Amazon Prime, etc.)
- Free streaming service (e.g. iplayer, itv player, 4od etc.)

Television Preferences



COSMOPOLITANS



INTERNET USE



Above average

Below average



At home...

68% ↑

90% ↑

27% ↑

At work...

38% ↑

57% ↑

4% ↑

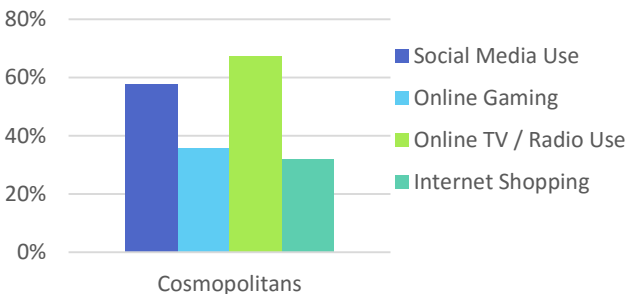
On the go...

80% ↑

16% ↑

4% ↑

Internet Usage



Cosmopolitans are rounded internet users, using the internet for information, entertainment and social purposes

What makes the internet valuable...

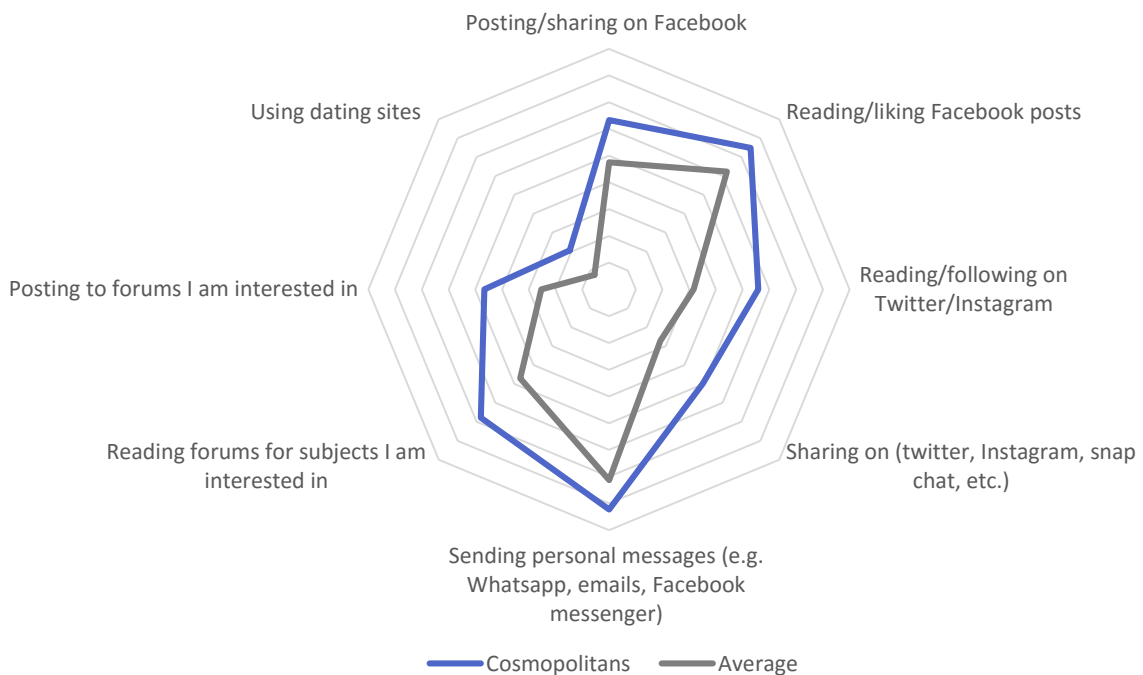
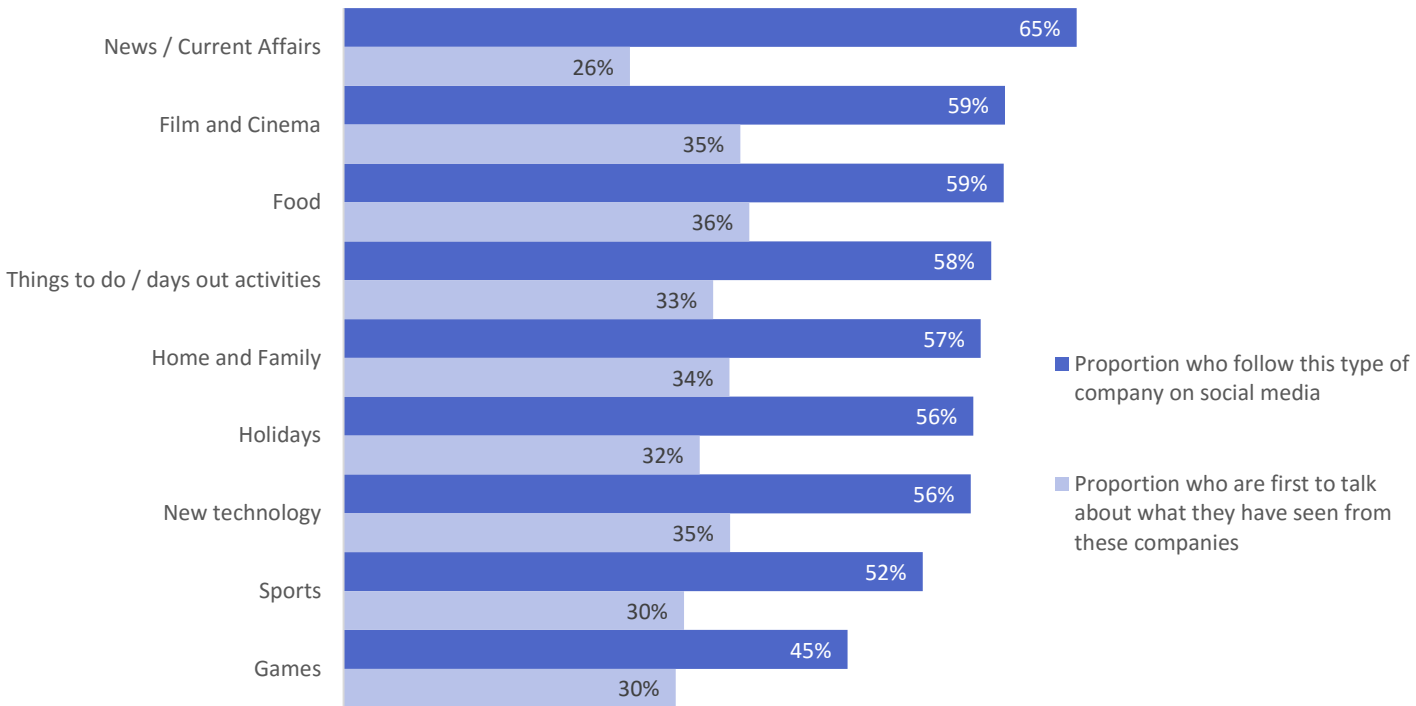
— Cosmopolitans — Average



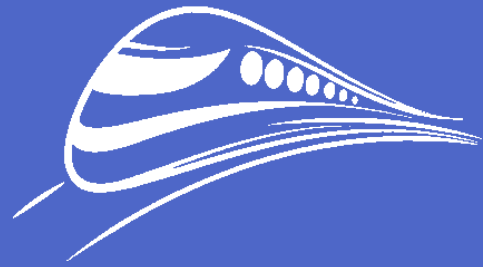
COSMOPOLITANS



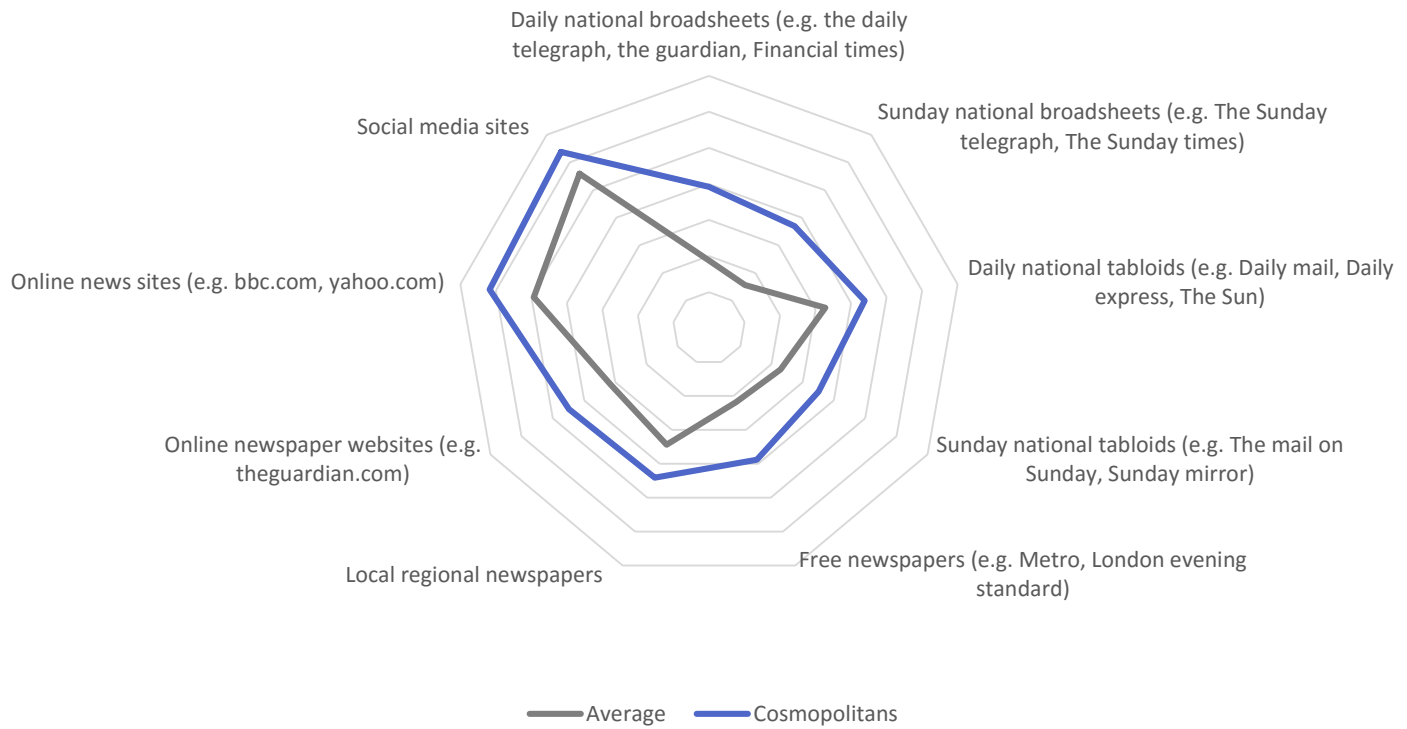
SOCIAL MEDIA



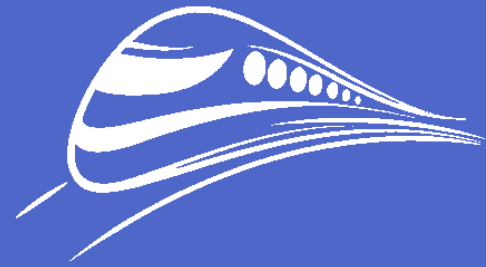
COSMOPOLITANS



OTHER MEDIA USE



COSMOPOLITANS



TOP BRANDS

Preferred brands are mainstream but upmarket providing a convenient service

Travel & Leisure

amazon

BRITISH AIRWAYS

SCIENCE MUSEUM



SAMSUNG

virgin atlantic

National Trust

Technology

TESCO

Sainsbury's



Food

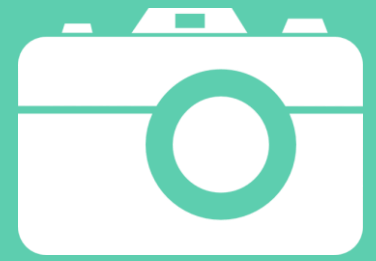
John Lewis

amazon

Local traditional pubs and independent restaurants

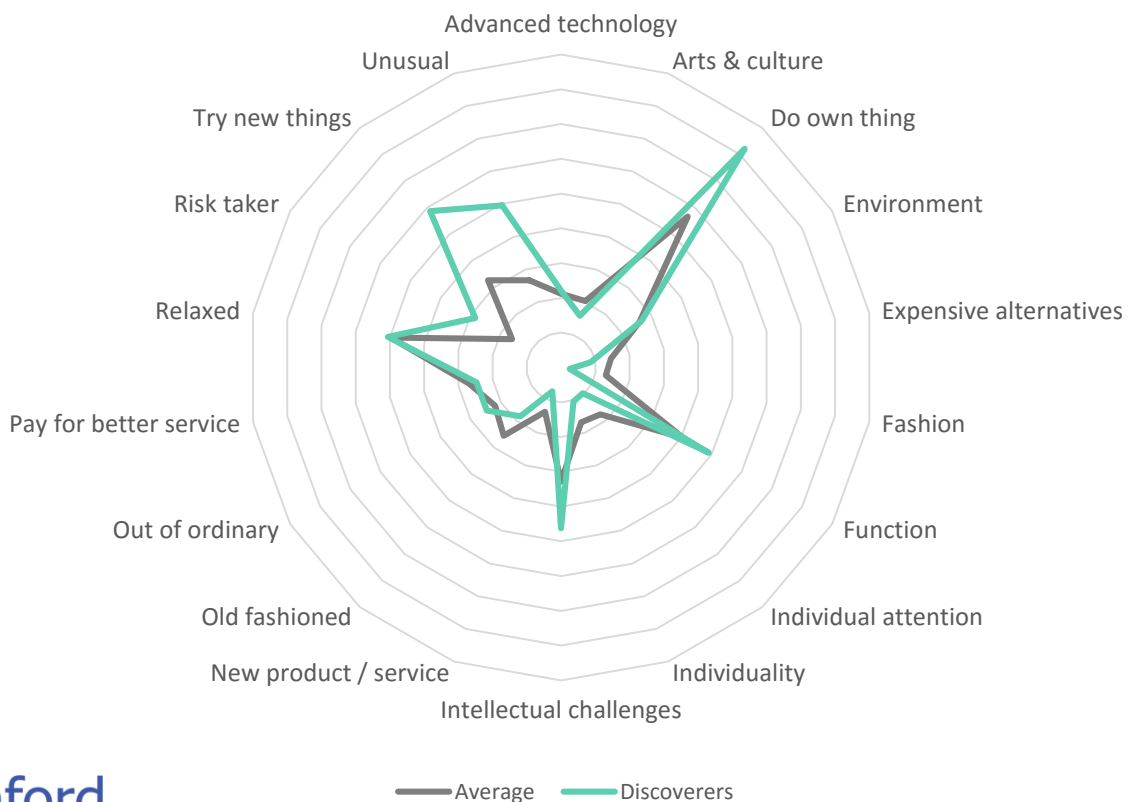
Shopping

DISCOVERERS



SUMMARY

- Independent individualists
- Not worried about what others might think
- Little influenced by style or brand unless it represents their personal values
- Value technology, new products, services and experiences
- Function far out rates style as a purchase driver
- High spenders on what they want - but intolerant of substitutes or image based advertising
- Live a relatively relaxed pace of life
- Enjoy intellectual challenges but 'arts and culture' are often negatively perceived
- Value good service - which means enabling them to do what they want

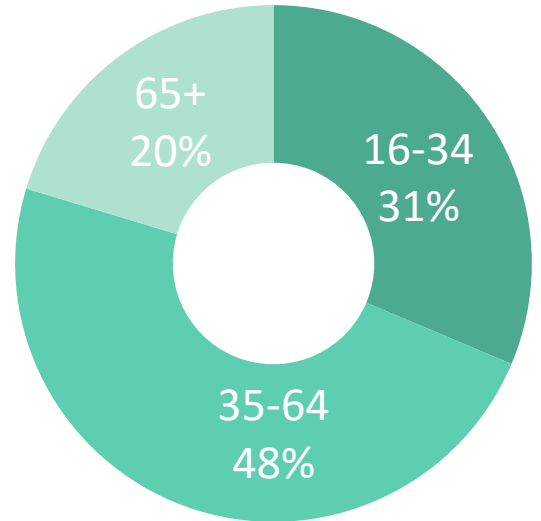


DISCOVERERS

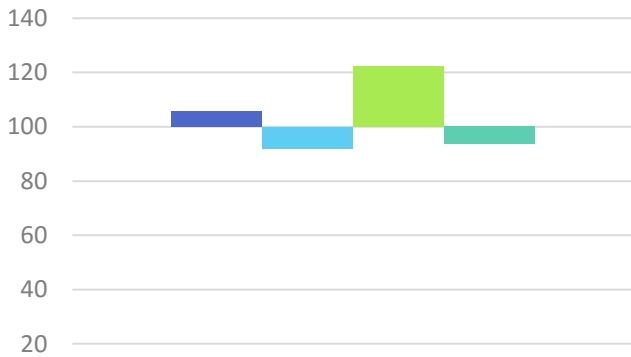


DEMOGRAPHICS

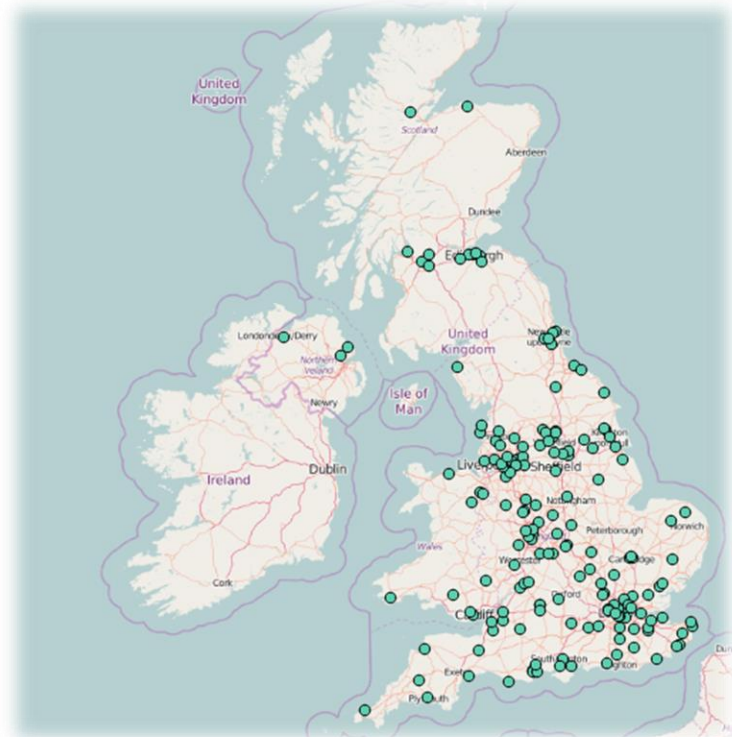
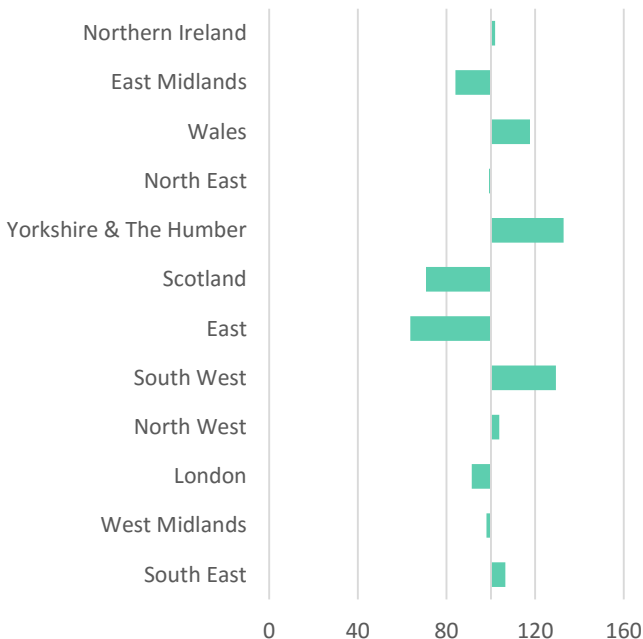
- 12% of GB Population
- Mixed ages
- Even split of males and females
- 25% have children living at home
- Lower social SEG – 50% in C2DEF
- 31% are retired / not working



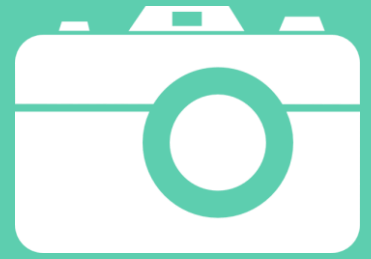
Life stage – Proportionate change from average



- Young Independents
- Young Family
- Older Family
- Older Independents

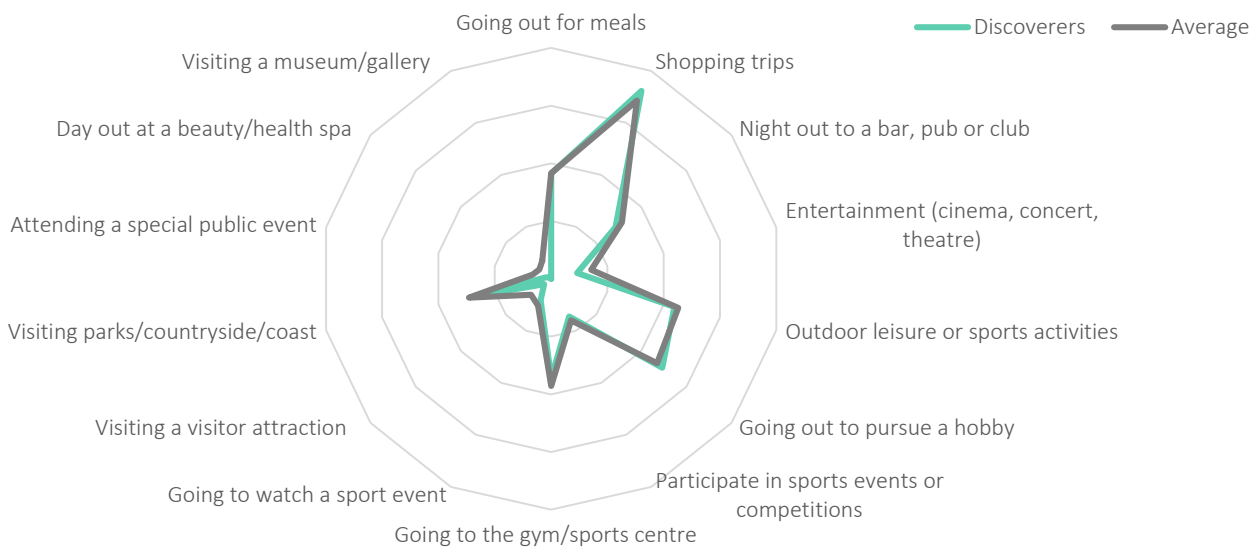


DISCOVERERS

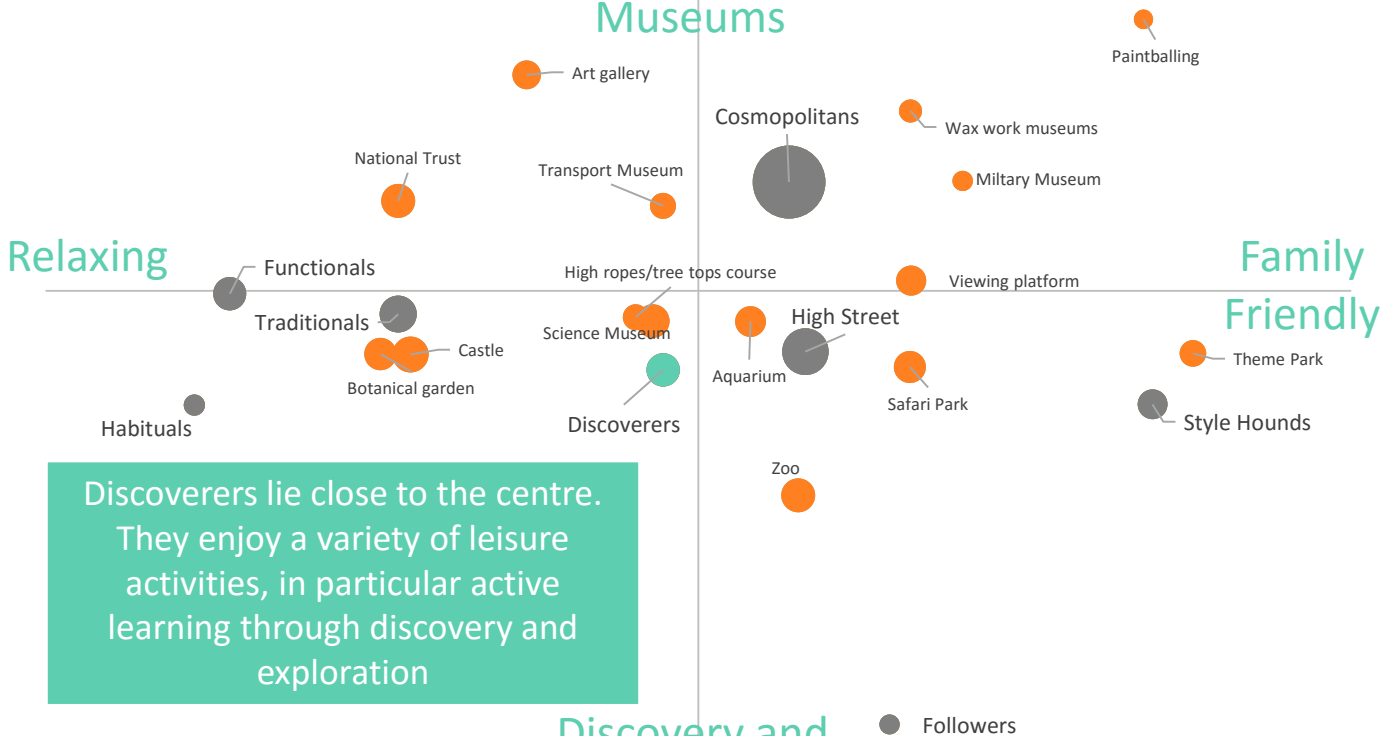


LEISURE PREFERENCES

Active segment who enjoy the outdoors

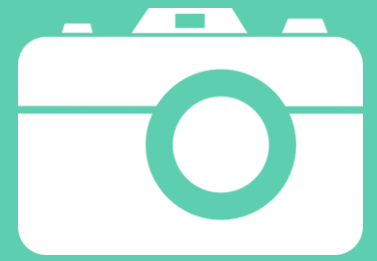


Galleries and Museums



Discoverers lie close to the centre. They enjoy a variety of leisure activities, in particular active learning through discovery and exploration

DISCOVERERS



LEISURE MOTIVATIONS

Leisure activities are all about experiencing the outdoors, socialising, having fun and learning

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To have fun
3. To learn something
4. To be fascinated and absorbed
5. To enjoy some fresh air and exercise

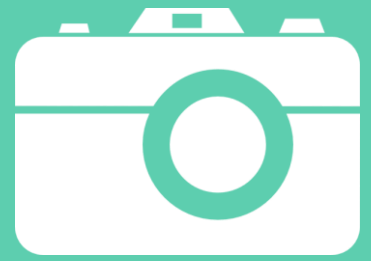
Top motivations for visiting parks, countryside and coast

1. To enjoy some fresh air and exercise
2. To enjoy time with friends and family
3. For the views / scenery
4. To have fun
5. For the nature / wildlife

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To socialise with friends / meet new people

DISCOVERERS



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



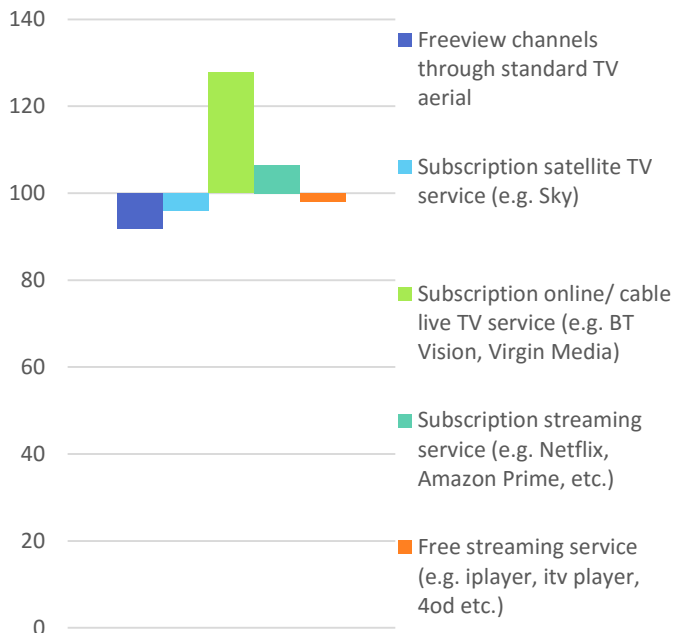
per week on average

Watch catch up TV

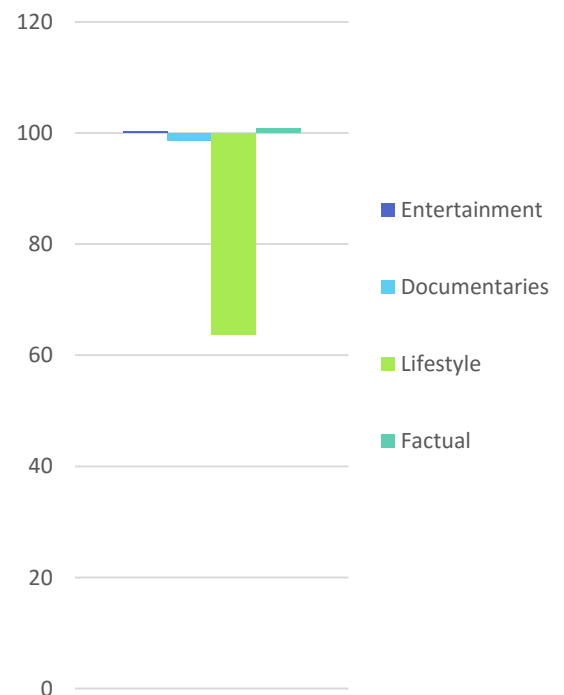


per week on average

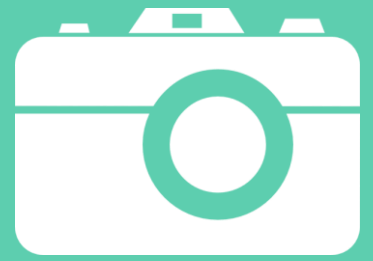
Television services used compared to average



Television preferences compared to average



DISCOVERERS



INTERNET USE



Above average

Below average



At home...

63% ↑

87% ↓

6% ↓

At work...

26% ↑

39% ↓

0% ↓

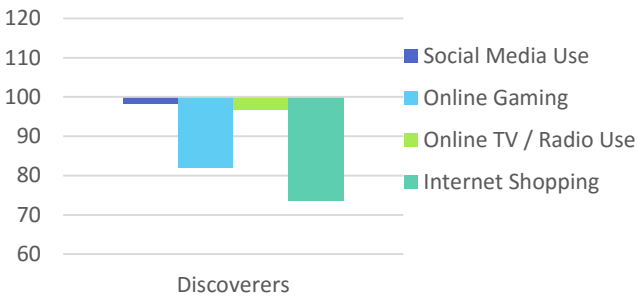
On the go...

72% ↑

4% ↓

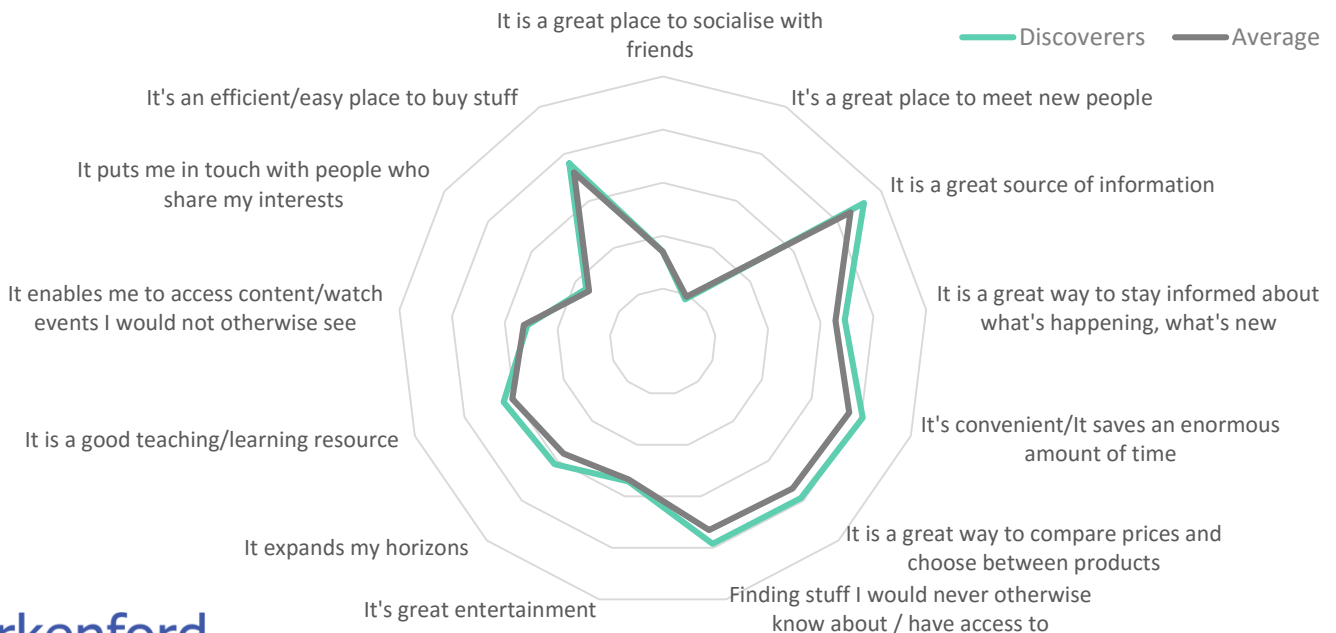
1% ↓

Internet Usage

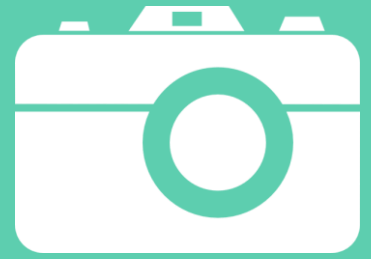


Internet is an efficient and convenient information source

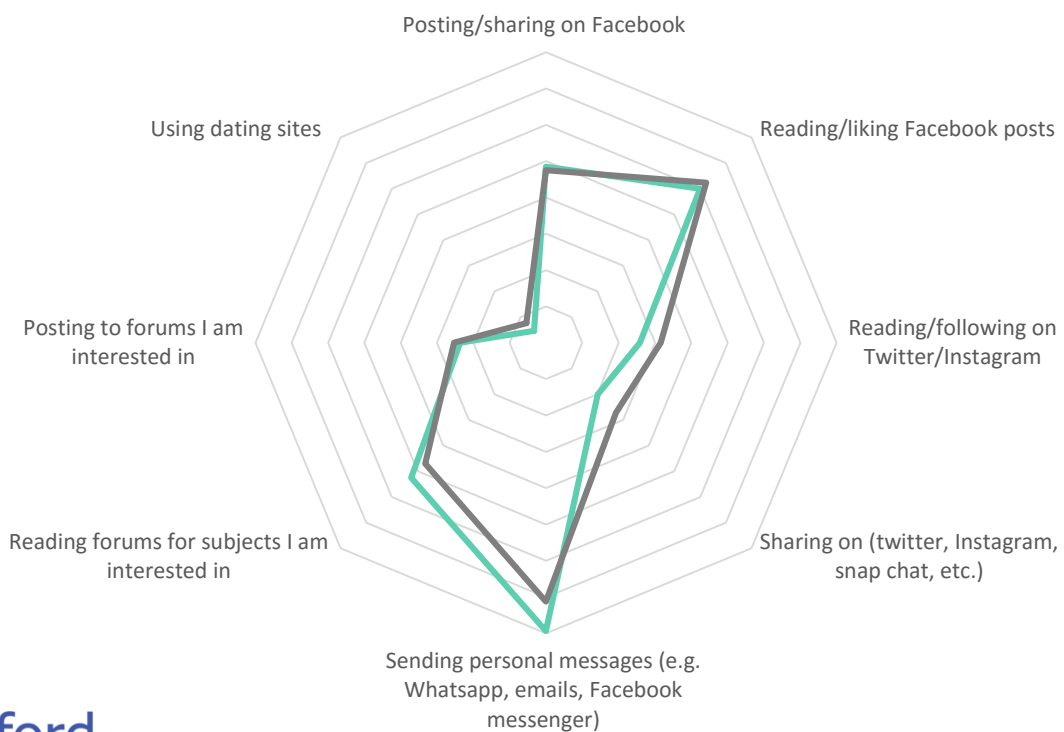
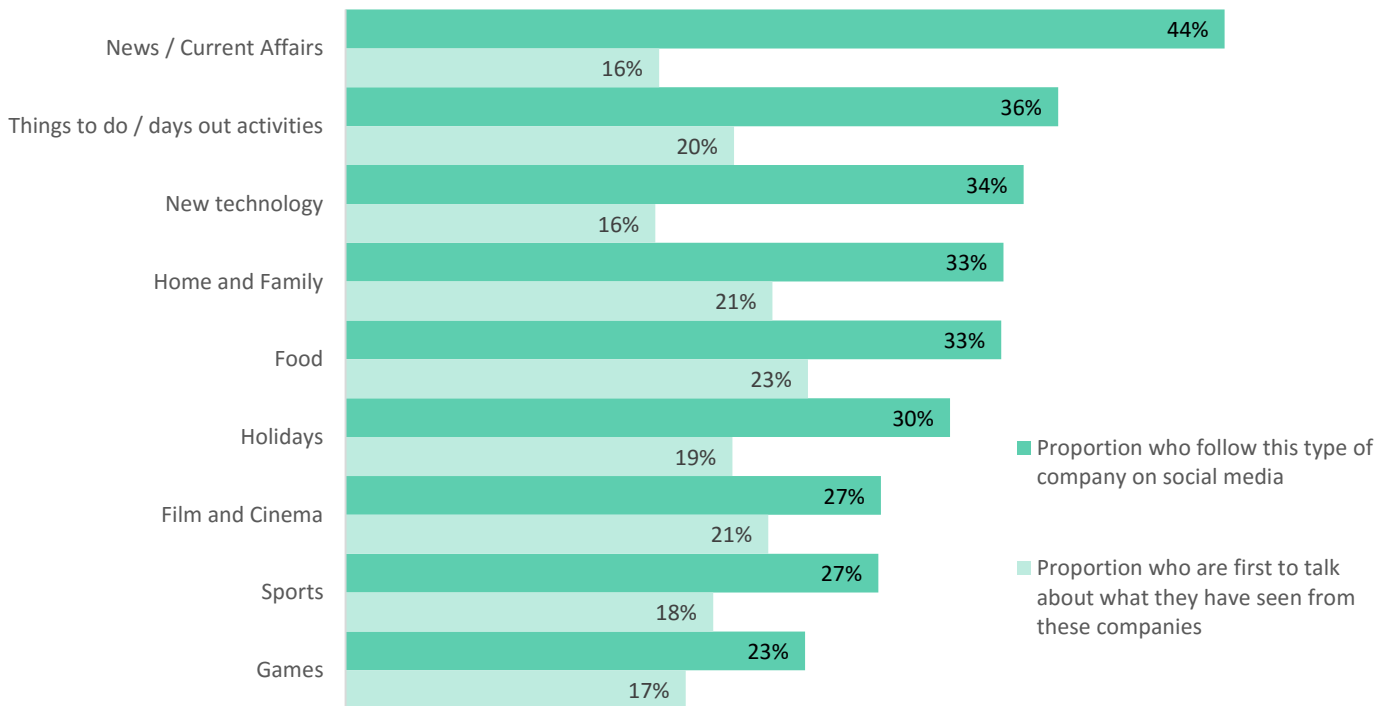
What makes the internet valuable...



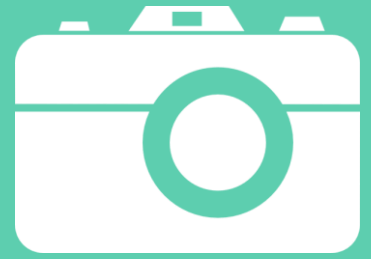
DISCOVERERS



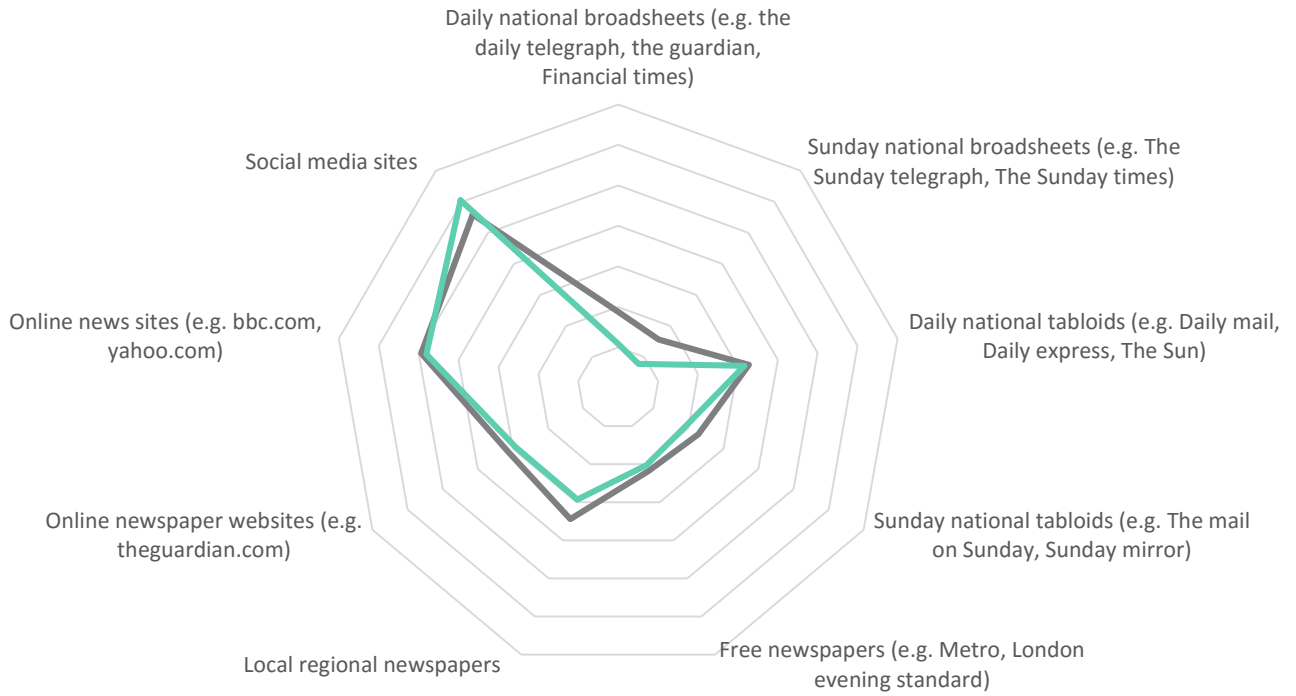
SOCIAL MEDIA



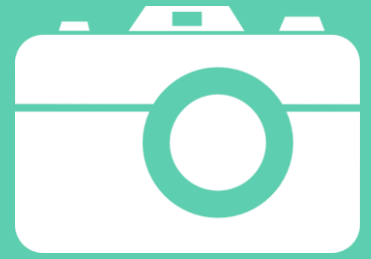
DISCOVERERS



OTHER MEDIA USE



DISCOVERERS



TOP BRANDS

Convenience and value for money

Travel & Leisure

amazon

easyJet

SCIENCE MUSEUM



Technology

TESCO

Sainsbury's

Argos amazon



Food

Local traditional pubs and independent restaurants

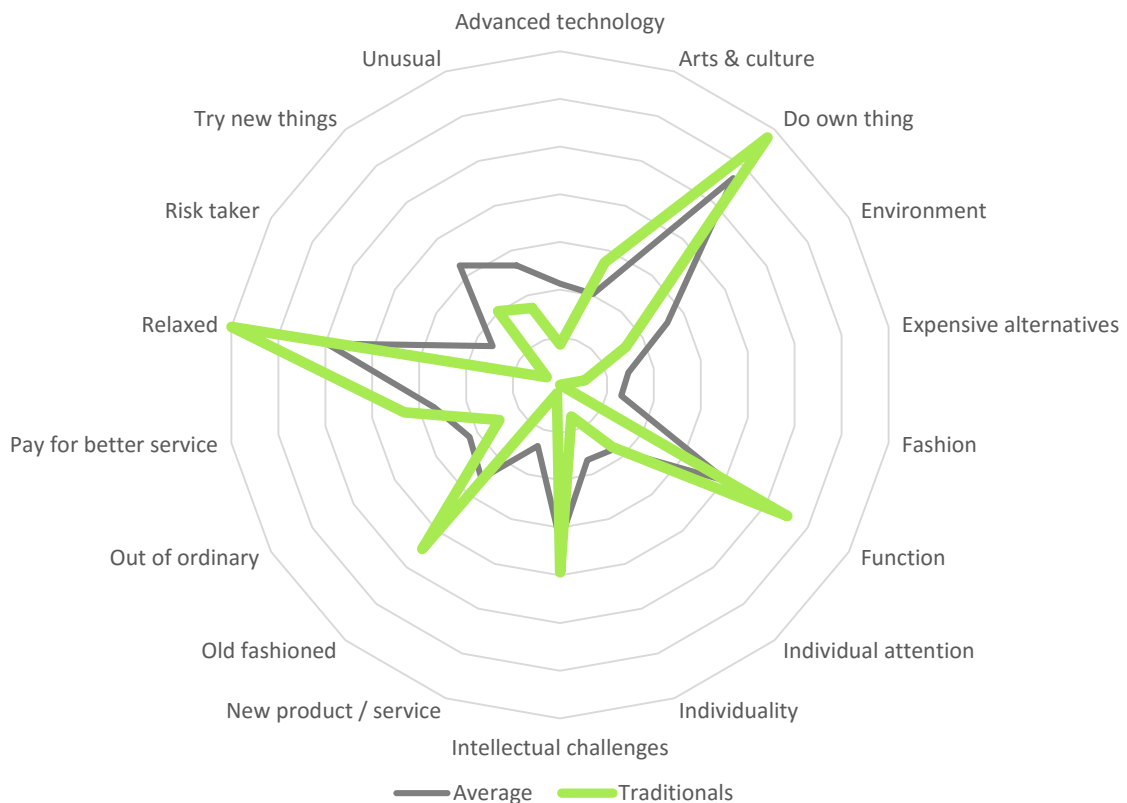
Shopping

TRADITIONALS



SUMMARY

- Self reliant and independent
- Hold traditional values
- Unlikely to justify spending on expensive alternatives.
- Value more traditional established brands
- Functionality is far more important than style and individuality
- Value, and will pay for, good service, which for them means recognition and individual attention
- Relaxed pace of life
- Enjoy intellectual challenges, arts and culture

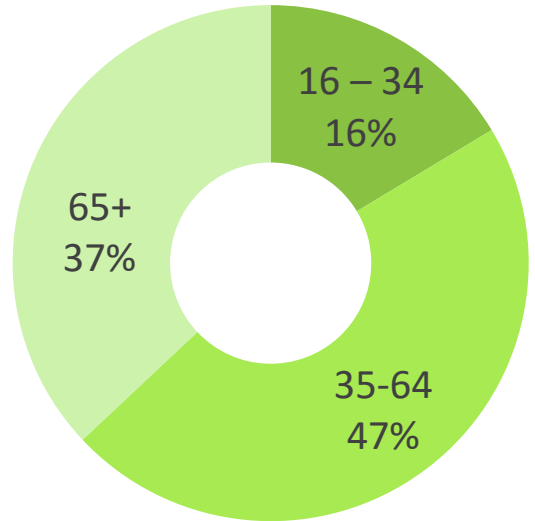


TRADITIONALS

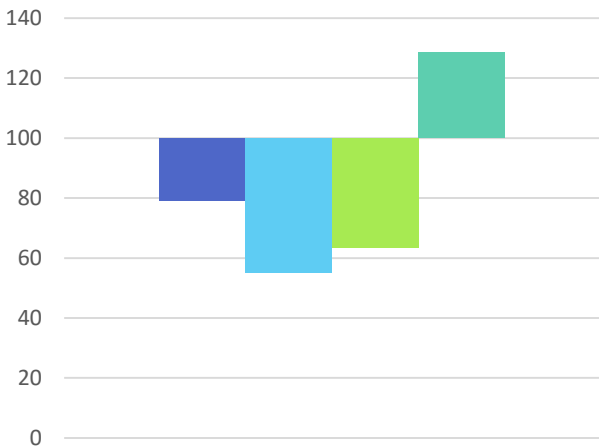


DEMOGRAPHICS

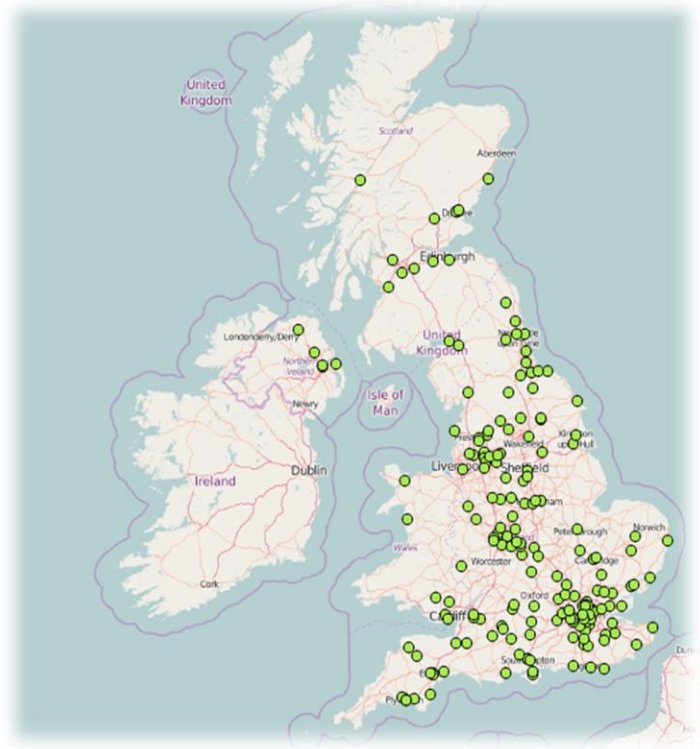
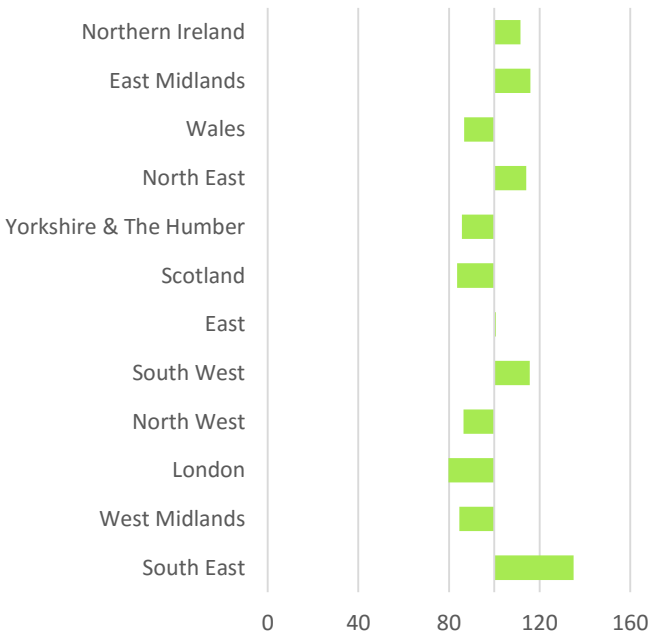
- 11% of GB Population
- Older segment
- Slightly more females
- 14% have children living at home
- Lower social SEG – 55% in C2DEF
- 37% are retired / not working



Life stage - proportionate change from average



- Young Independents
- Young Family
- Older Family
- Older Independents



TRADITIONALS

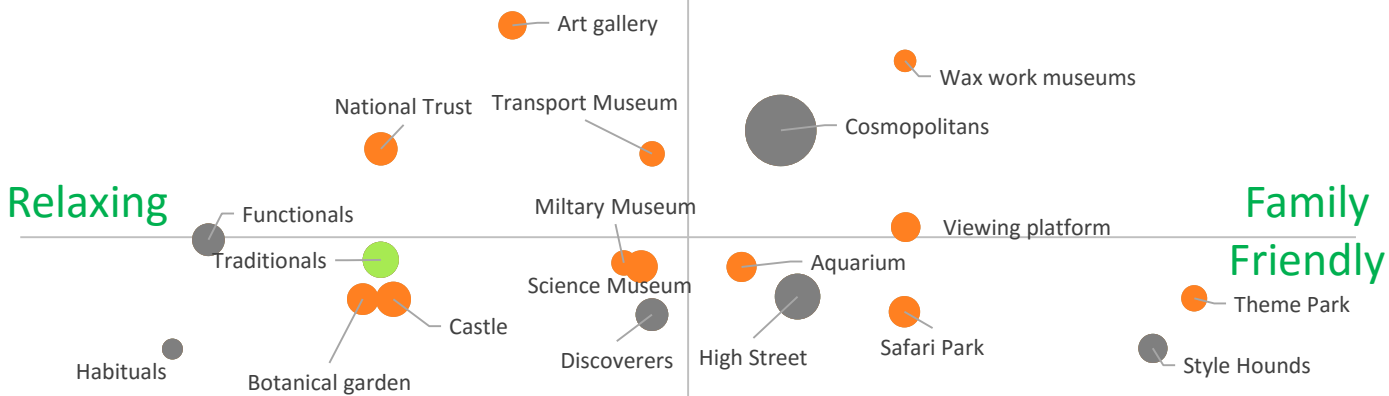


LEISURE PREFERENCES

Relaxed segment who enjoy spending time outdoors



Galleries and Museums



An ideal day out for Traditionals will most likely be a relaxing day outdoors

Discovery and Exploration

● Followers
Circle size is proportionate to the amount of variance explained

TRADITIONALS



LEISURE MOTIVATIONS

Sociable and relaxed, interested in intellectual pursuits

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To be fascinated and absorbed
3. To learn something
4. To have fun
5. To experience what life was like in the past

Top motivations for visiting parks, countryside and coast

1. For the views / scenery
2. To enjoy some fresh air and exercise
3. To enjoy time with friends and family
4. To gain some peace and relaxation
5. For the nature / wildlife

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To socialise with friends / meet new people

TRADITIONALS



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



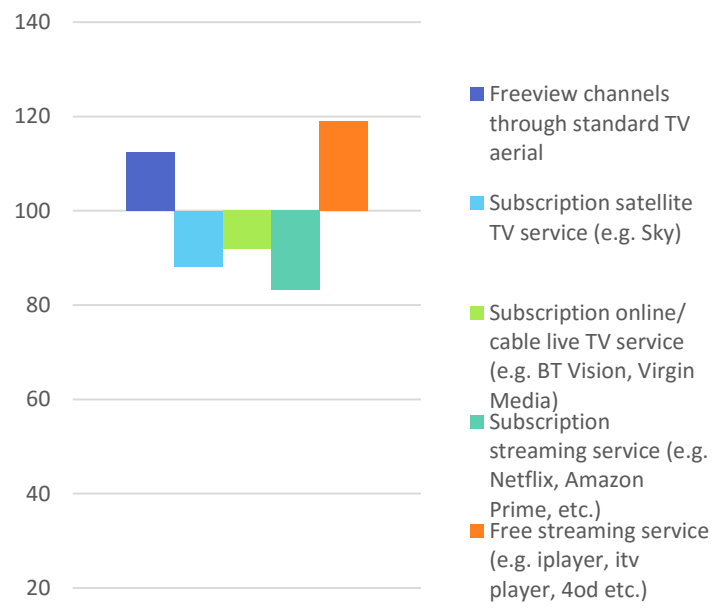
per week on average

Watch catch up TV

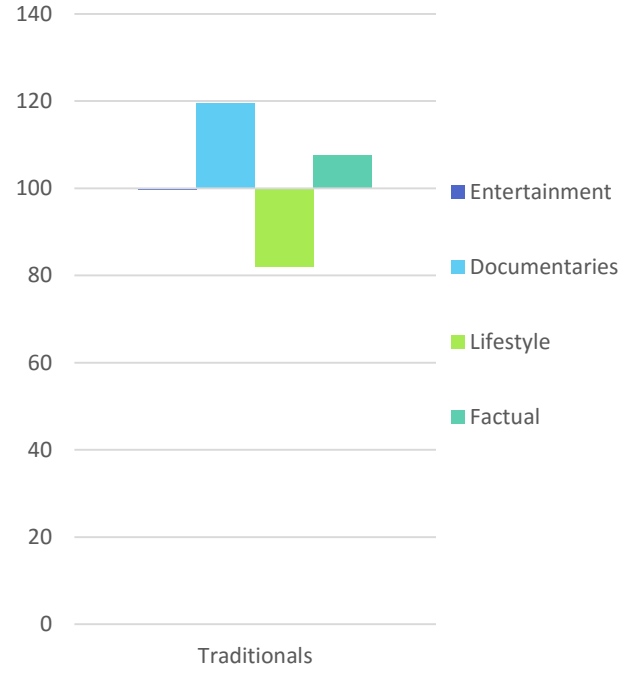


per week on average

Television services used compared to average



Television preferences compared to average



TRADITIONALS



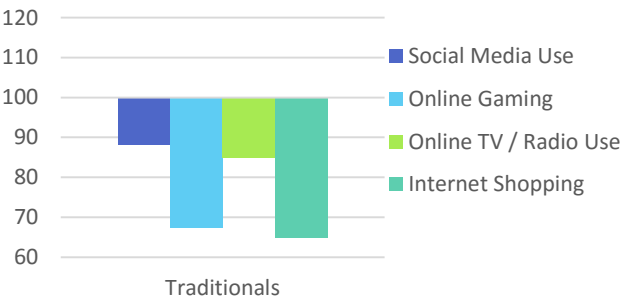
INTERNET USE

↑ Above average
↓ Below average



At home...	53% ↓	89% ↑	12% ↓
At work...	17% ↓	17% ↓	0% ↓
On the go...	60% ↓	3% ↓	1% ↓

Internet Usage



Internet is an efficient and convenient information and shopping source

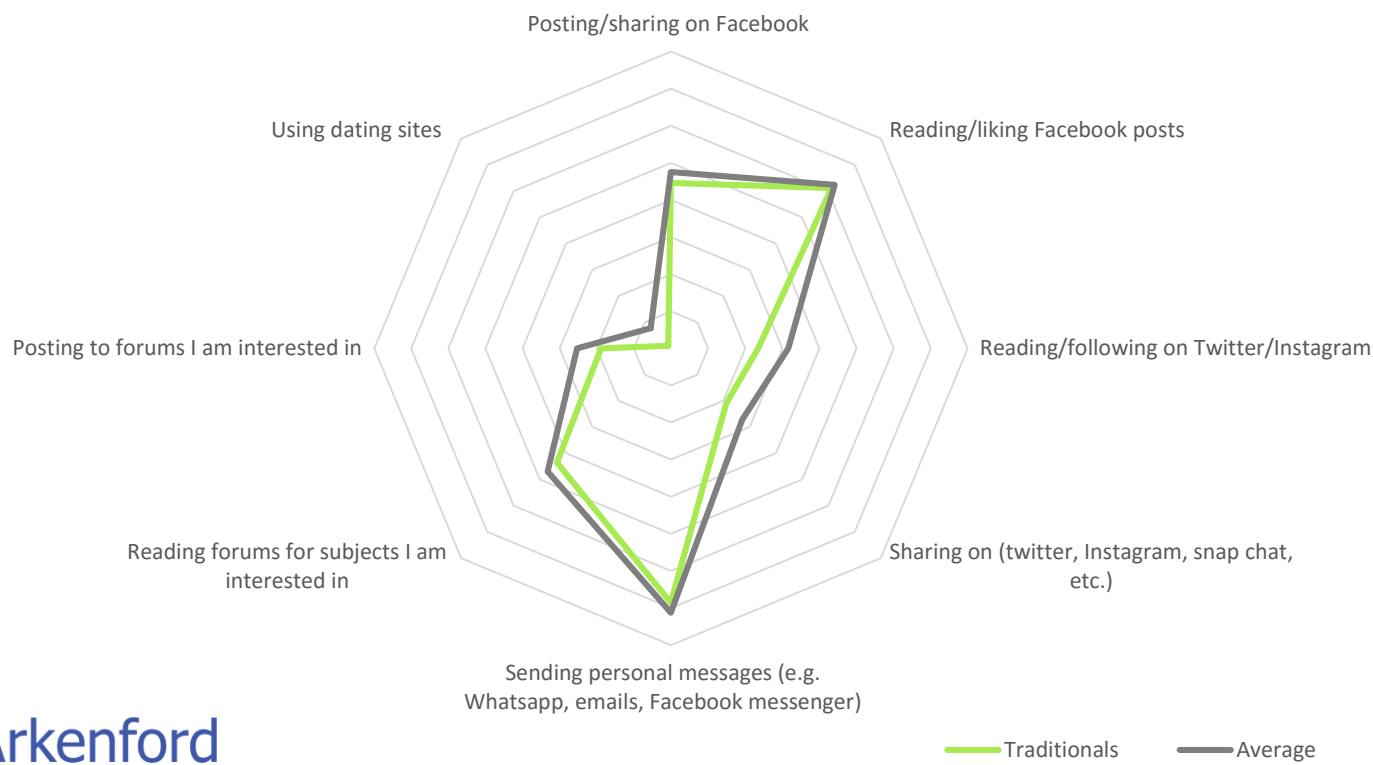
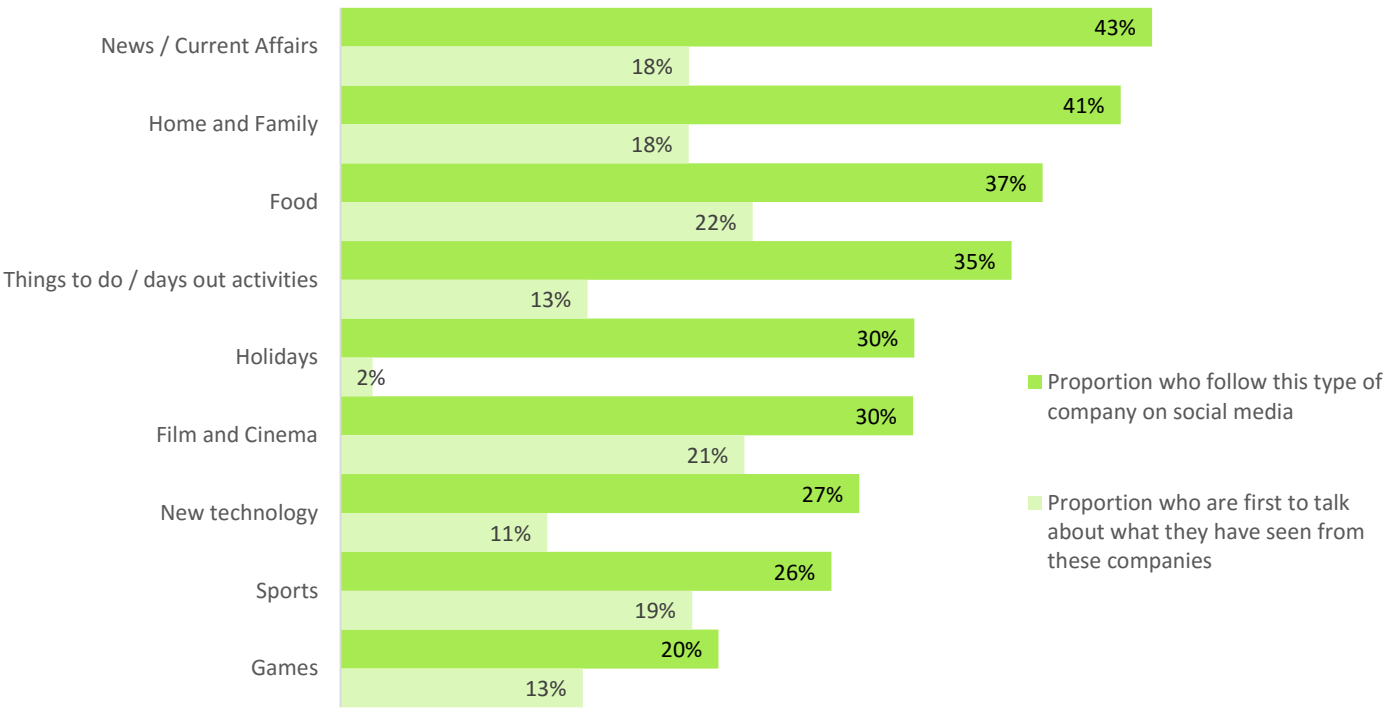
What makes the internet valuable...



TRADITIONALS



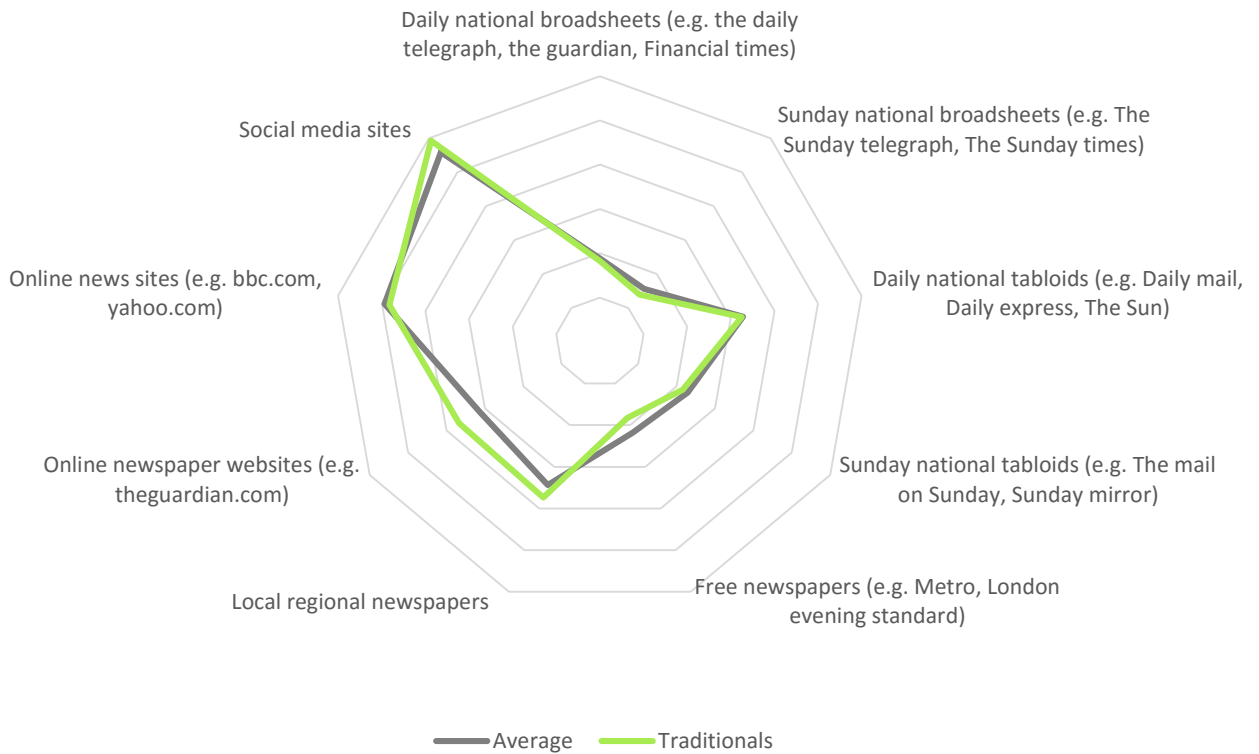
SOCIAL MEDIA



TRADITIONALS



OTHER MEDIA USE



TRADITIONALS



TOP BRANDS

Established brands providing a convenient service

Travel & Leisure



amazon

BRITISH AIRWAYS



easyJet



Technology

TESCO

Sainsbury's



amazon



Food

Local traditional pubs and independent restaurants

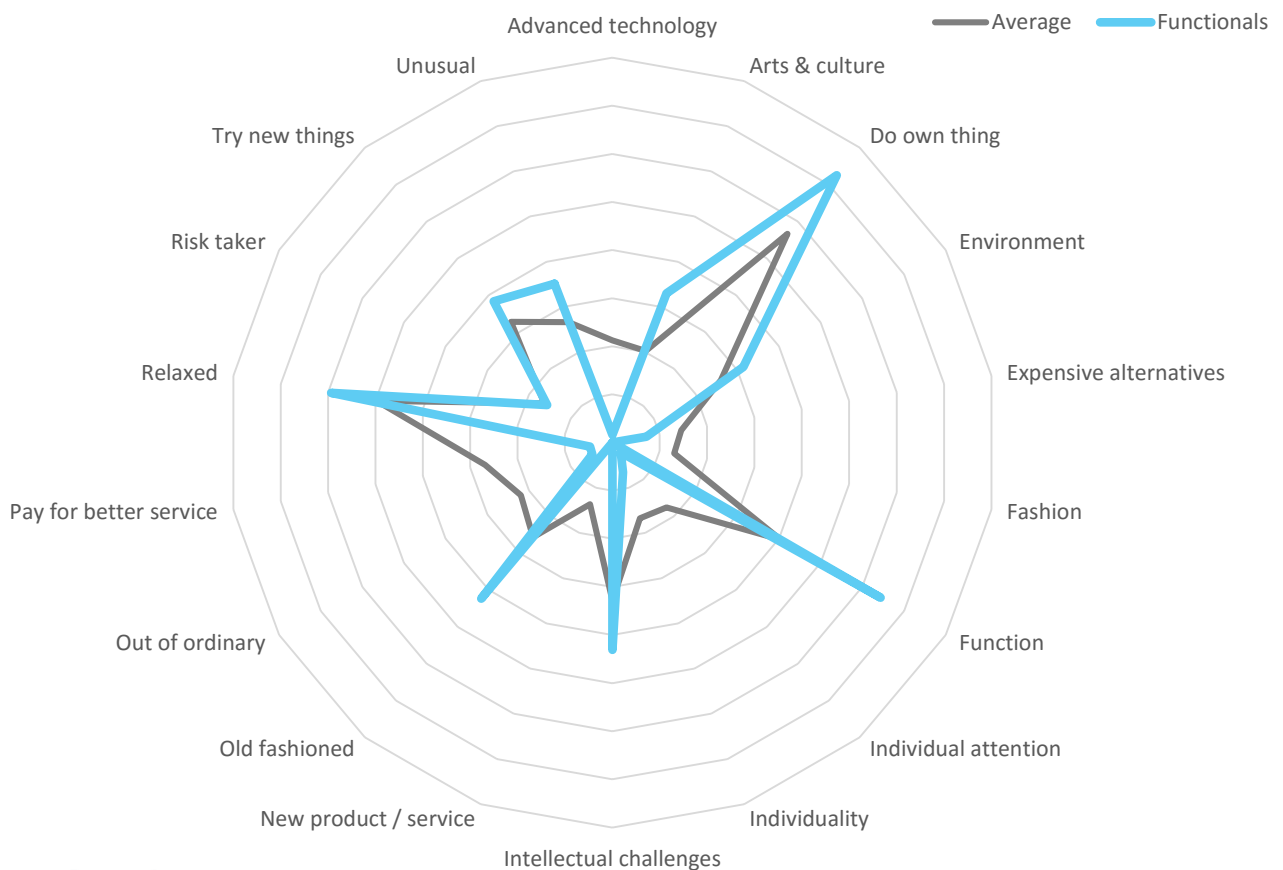
Shopping

FUNCTIONALS



SUMMARY

- Self reliant
- Very price driven and value functionality strongly over style
- Traditional values
- Not prepared to pay for fashion, style or individuality
- Not early adopters of new ideas
- Interested in new experiences, and happy to try things new to them
- Enjoy intellectual challenges, traditional arts and culture
- Resistant to spending
- Service is something that they expect as opposed to something they will pay extra for

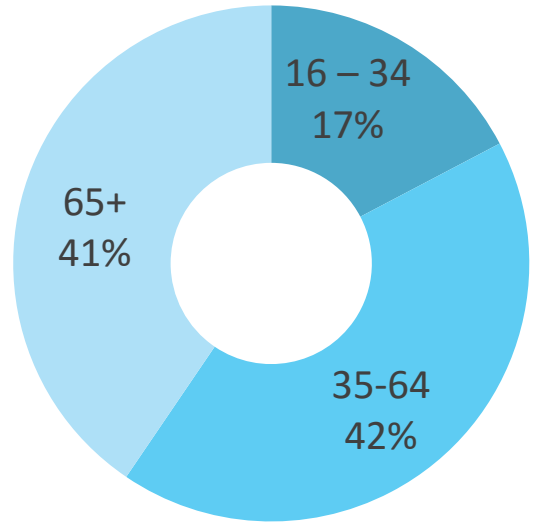


FUNCTIONALS

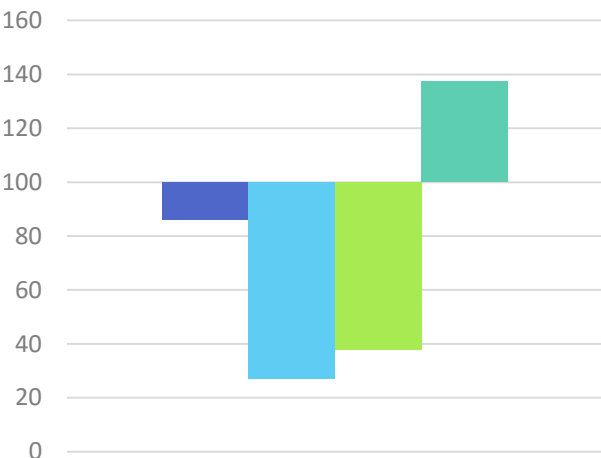


DEMOGRAPHICS

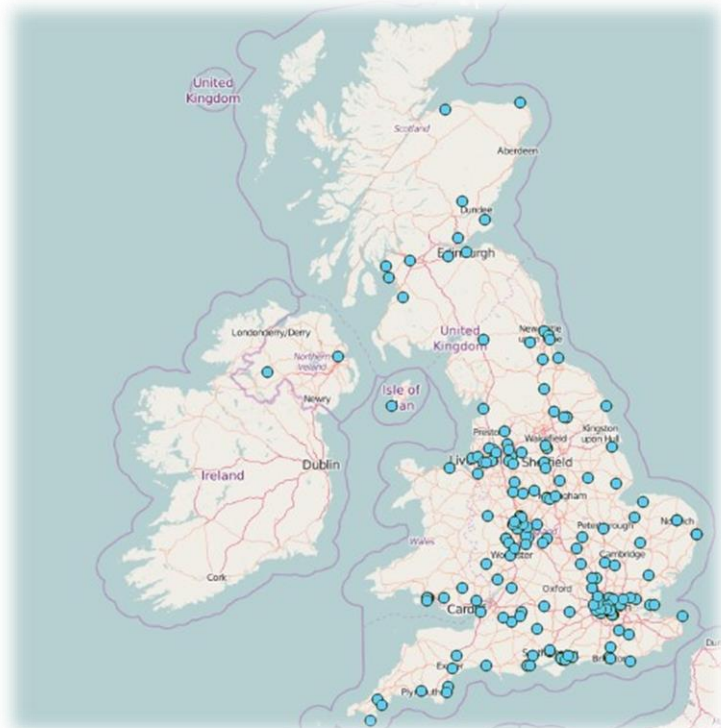
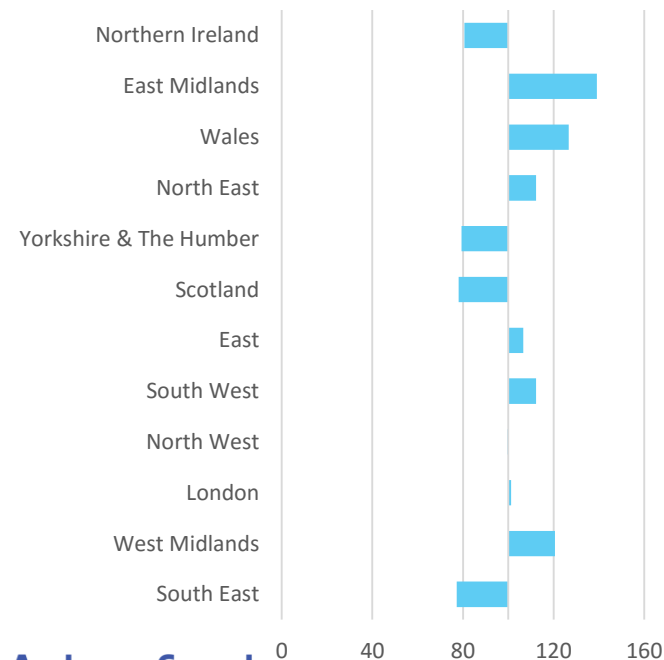
- 9% of GB Population
- Older segment
- Slightly more females
- 7% have children living at home
- Lower social SEG – 63% in C2DEF
- 41% are retired / not working



Life stage



- Young Independents
- Young Family
- Older Family
- Older Independents

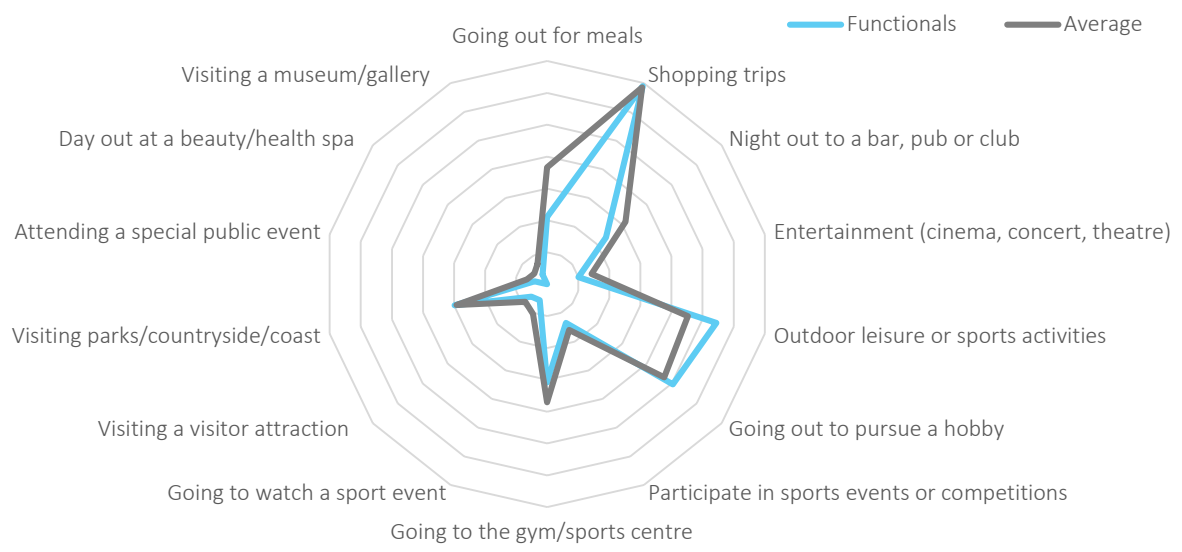


FUNCTIONALS

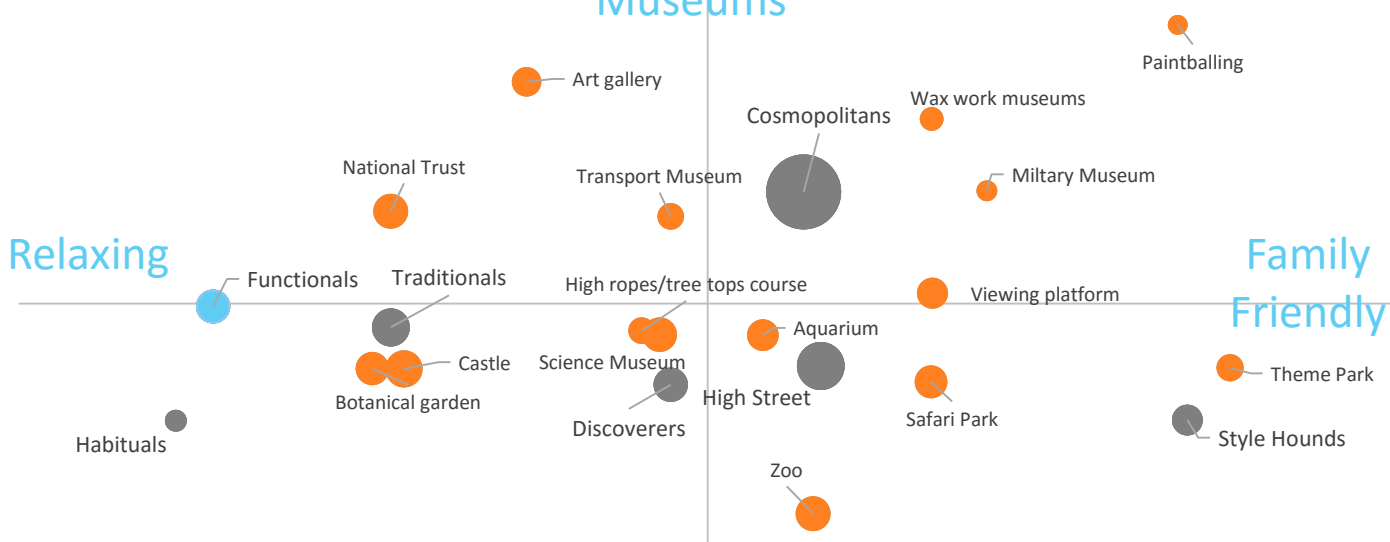


LEISURE PREFERENCES

Enjoy being outdoors and pursuing hobbies



Galleries and Museums



FUNCTIONALS



LEISURE MOTIVATIONS

Intellectual and outdoorsy segment

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To be fascinated and absorbed
3. To learn something
4. To have fun
5. To experience what life was like in the past

Top motivations for visiting parks, countryside and coast

1. To enjoy some fresh air and exercise
2. For the views / scenery
3. Peace and relaxation
4. To enjoy time with friends and family
5. For the nature / wildlife

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To achieve specific goals

FUNCTIONALS



TELEVISION PREFERENCES

Watch Live TV



per week on average

↑ Above average

↓ Below average

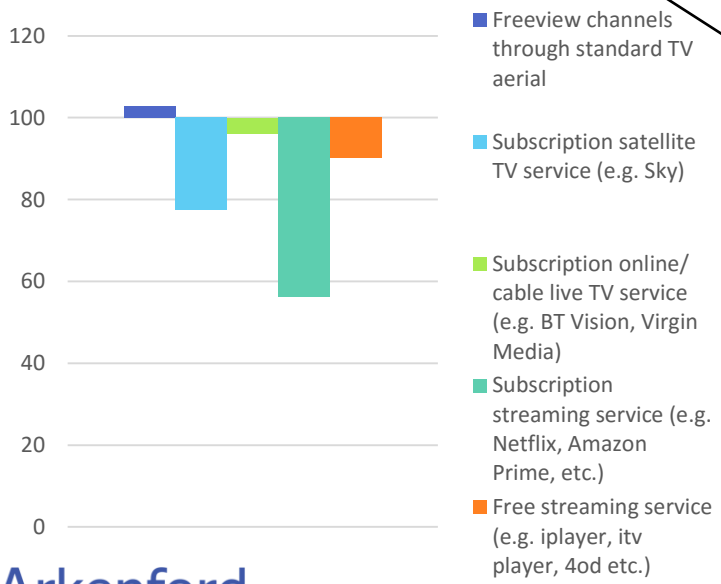
Watch catch up TV



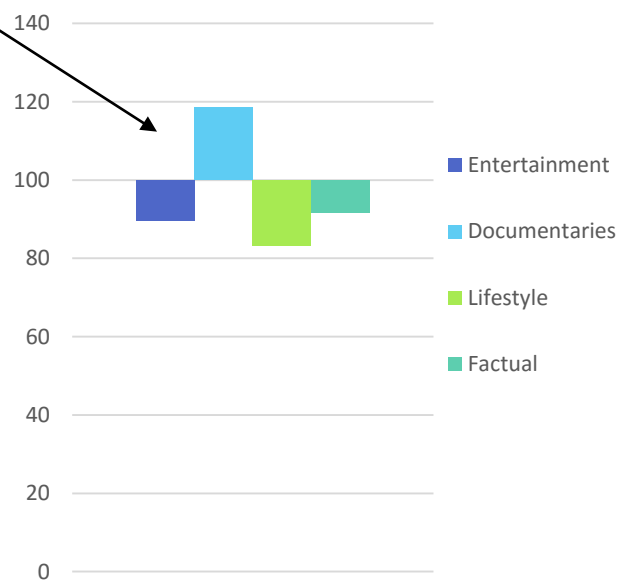
per week on average

Functionals show a strong preferences towards documentaries compared to average

Television services used compared to average



Television Preferences compared to average



FUNCTIONALS



INTERNET USE



Above average

Below average



At home...

45% ↓

97% ↑

7% ↓

At work...

17% ↓

31% ↓

0% ↓

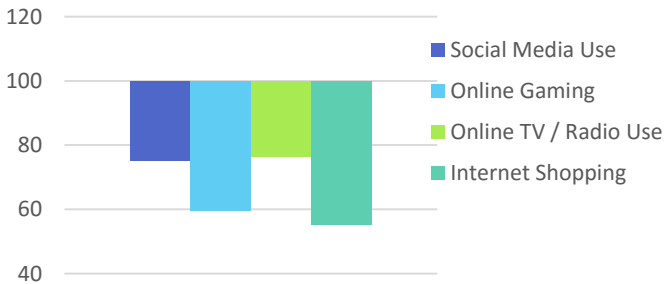
On the go...

51% ↓

1% ↓

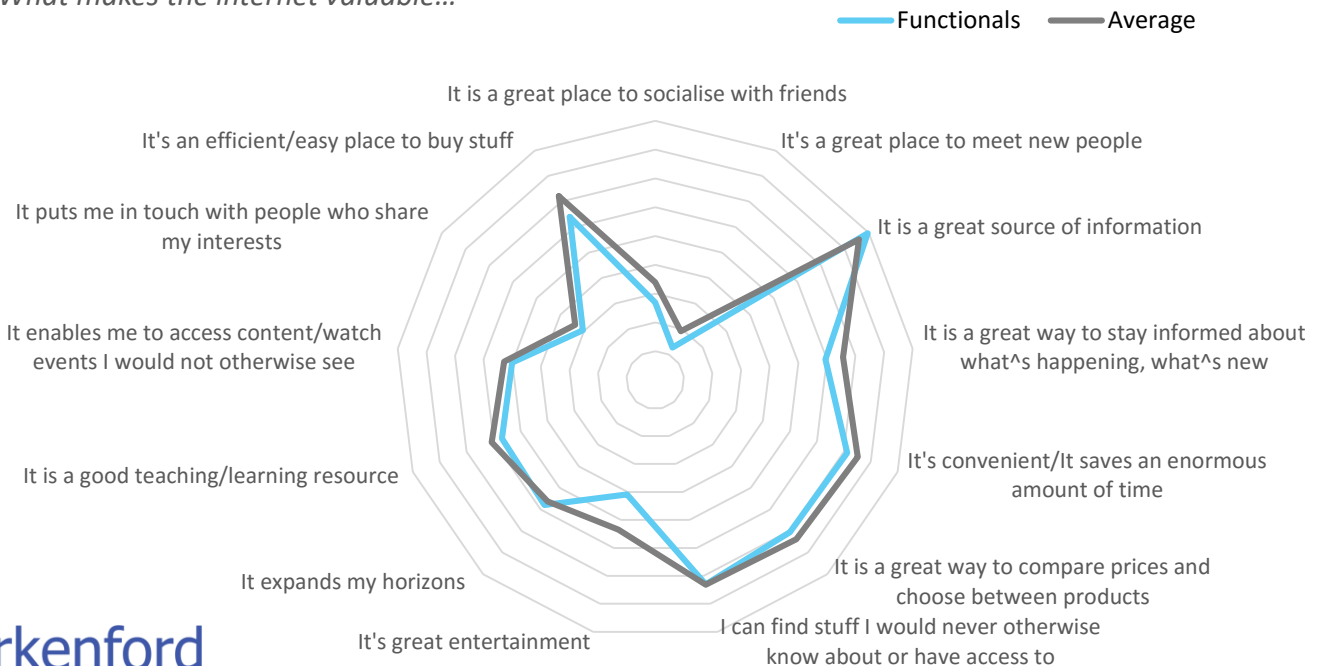
1% ↓

Internet Usage



The internet is valued for the information and products that it provides

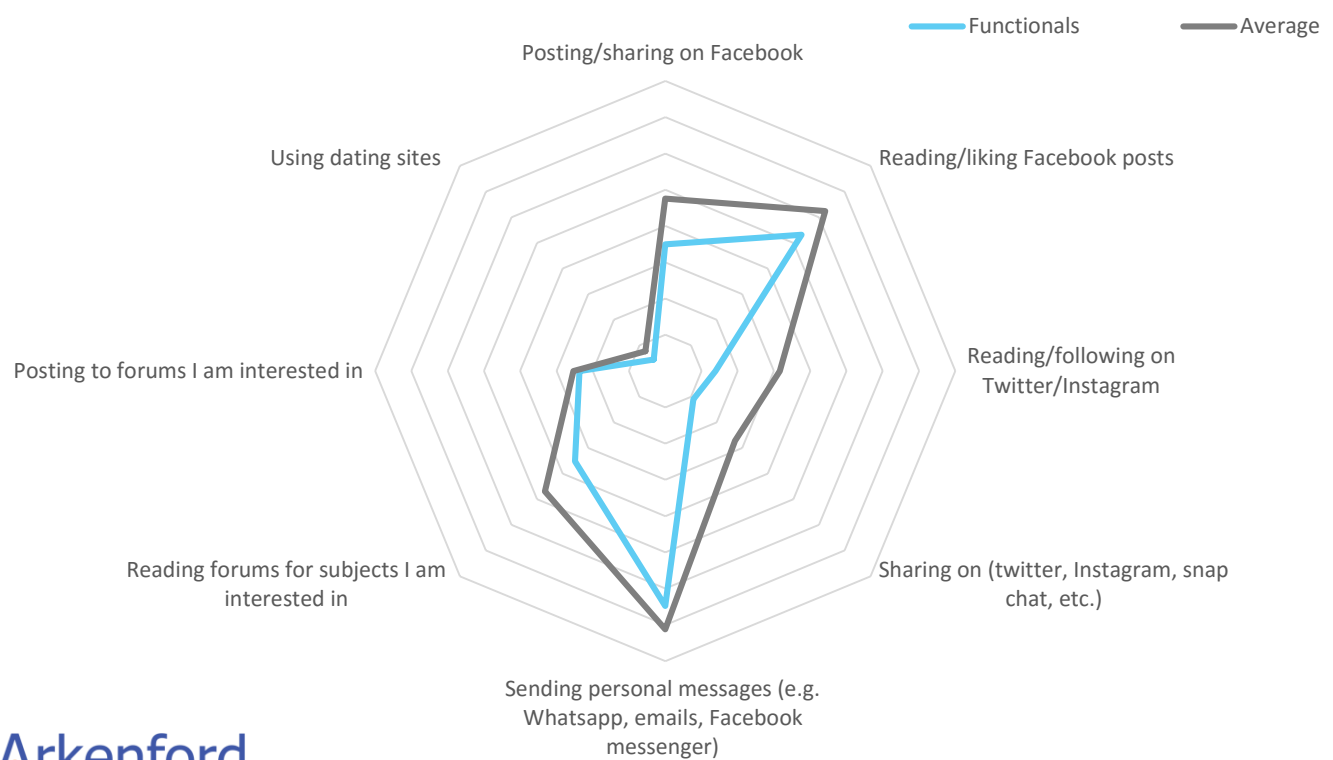
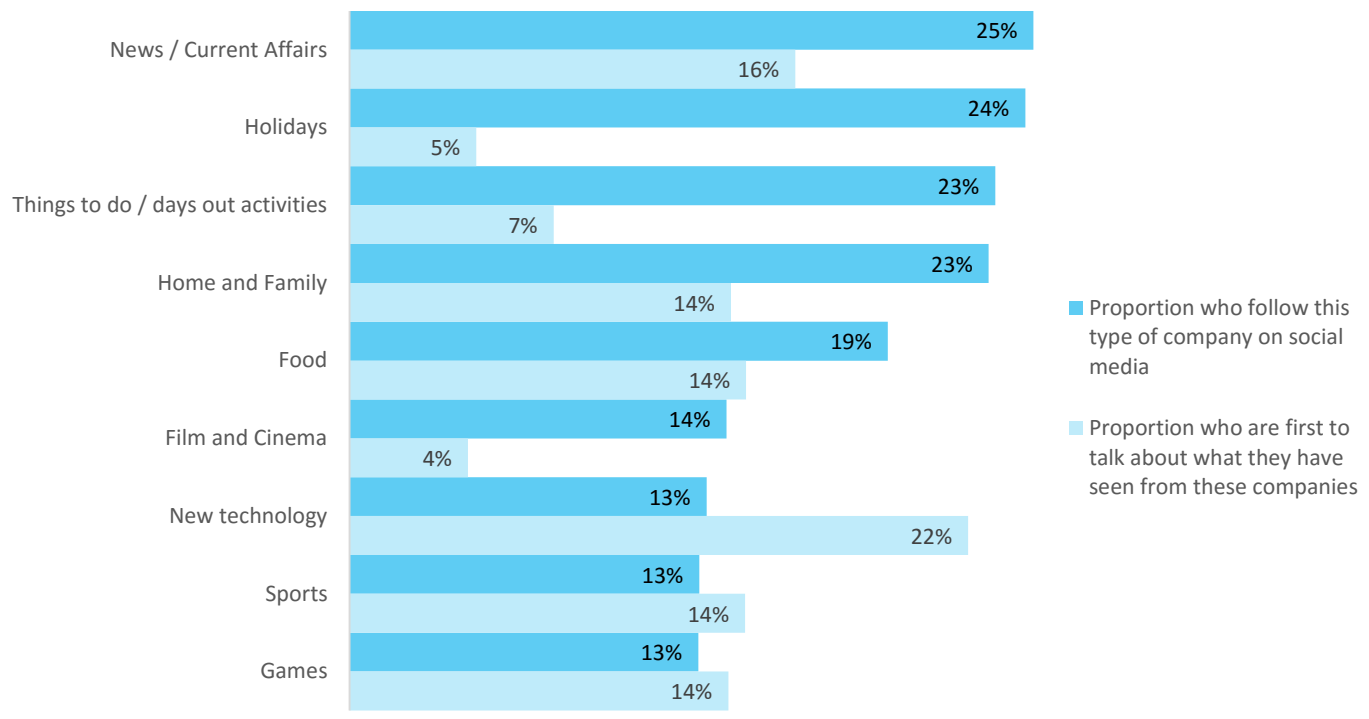
What makes the internet valuable...



FUNCTIONALS



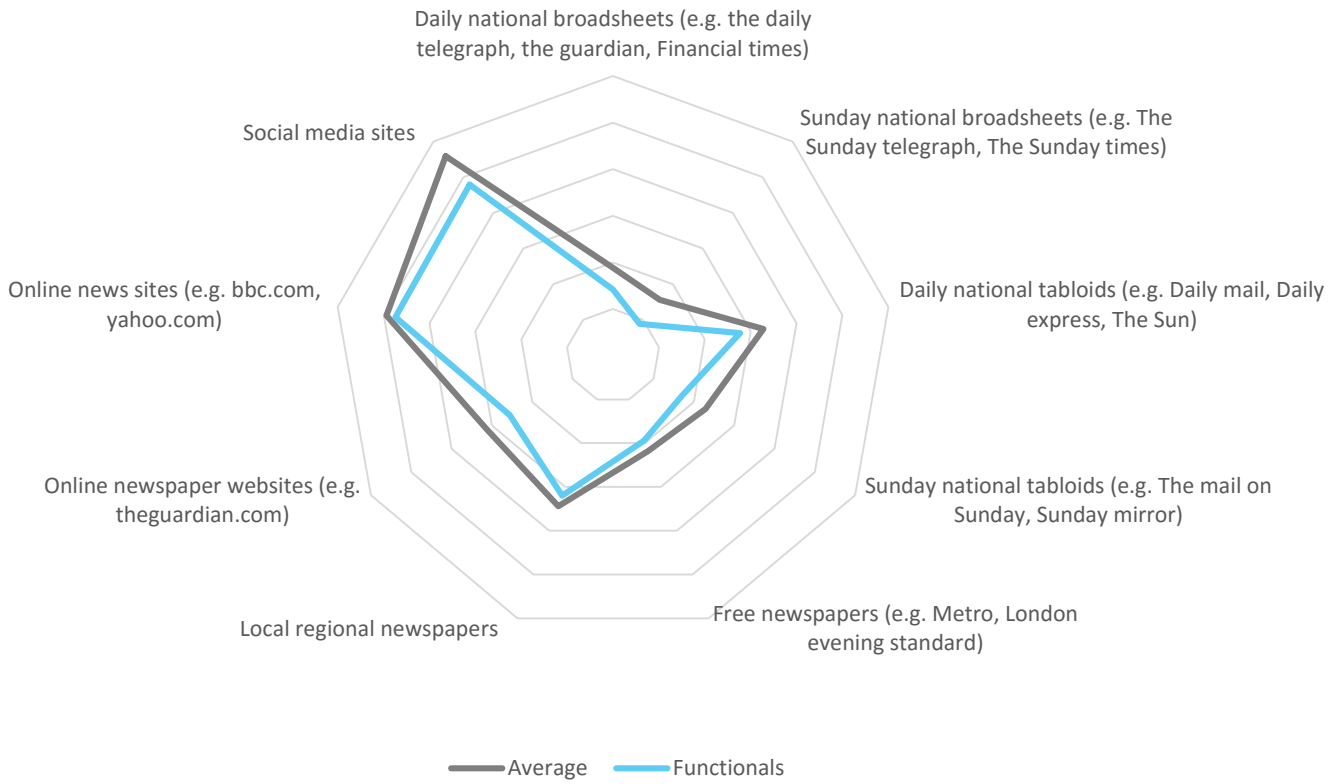
SOCIAL MEDIA



FUNCTIONALS



OTHER MEDIA USE



FUNCTIONALS



TOP BRANDS

Established brands providing a convenient service

Travel & Leisure



amazon

BRITISH AIRWAYS

SAMSUNG

lastminute.com



National Trust

Technology

TESCO

Sainsbury's

Argos amazon



Food

Local traditional pubs and independent restaurants

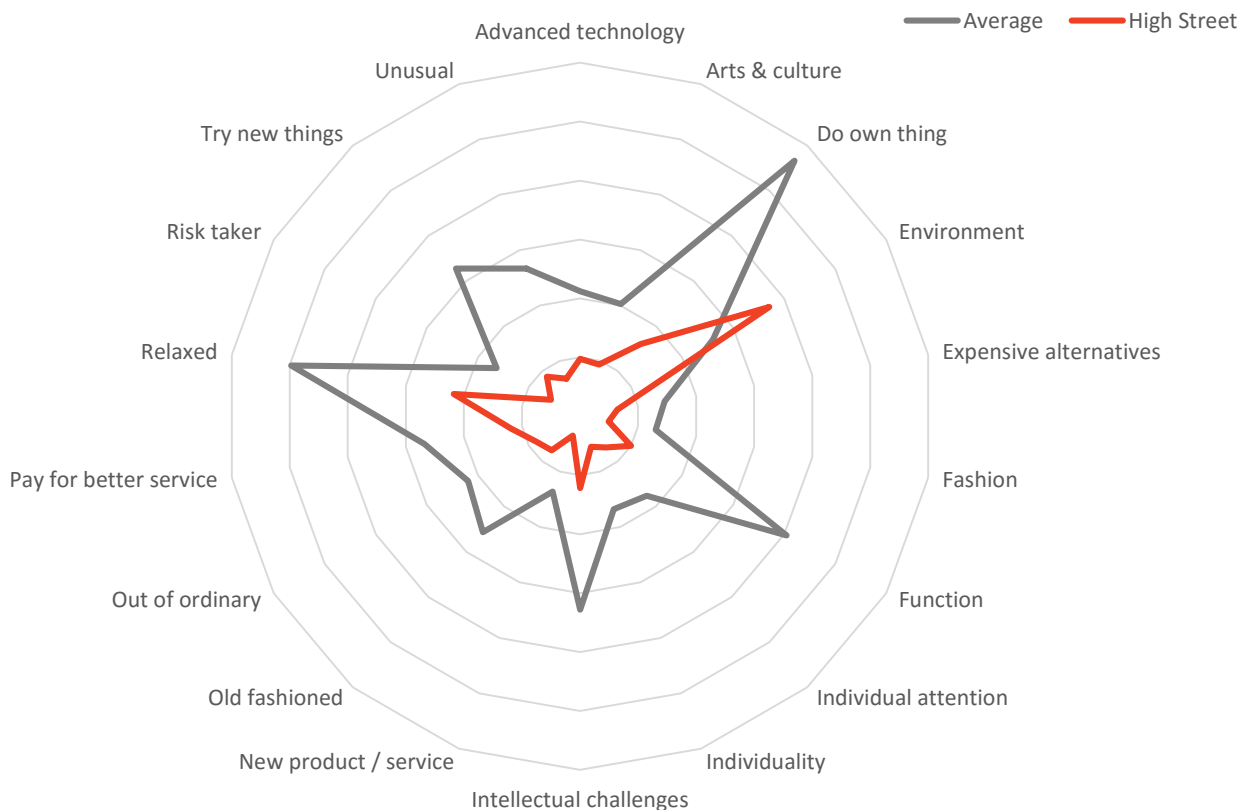
Shopping

HIGH STREET

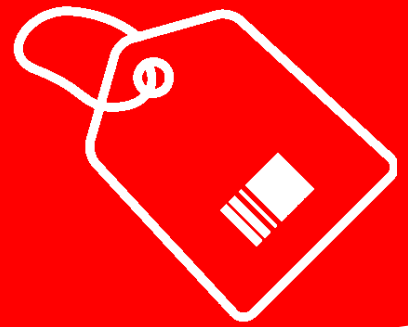


SUMMARY

- Like to take their information from other sources rather than discover things for themselves
- Keen to follow along when a fashion has been established
- Brand and style are more important than functionality or individuality
- Not the first to adopt new products but they will be ahead of the majority of the market
- An active segment that is moderately interested in intellectual pursuits, arts and culture
- Prepared to spend money on luxury which tends to mean more things

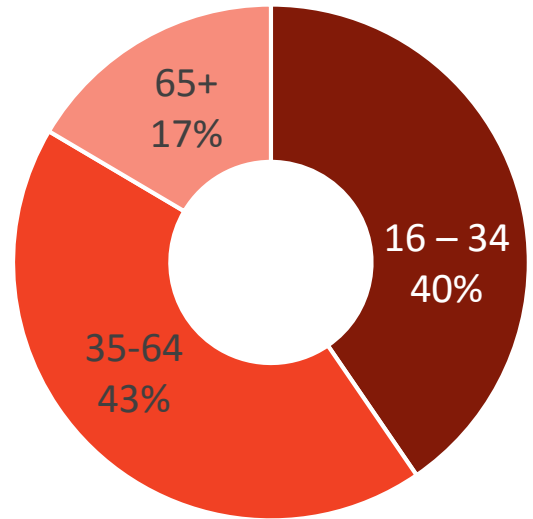


HIGH STREET

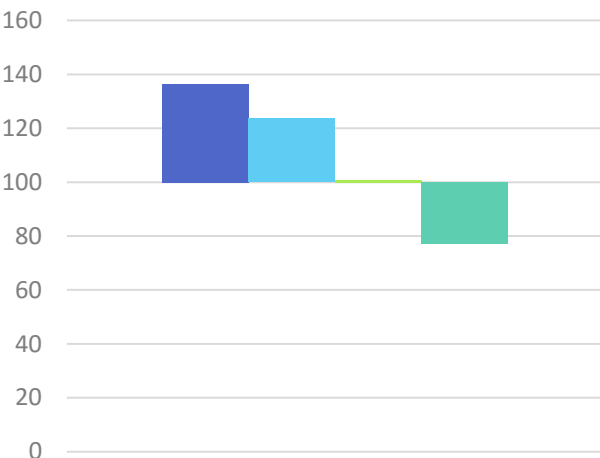


DEMOGRAPHICS

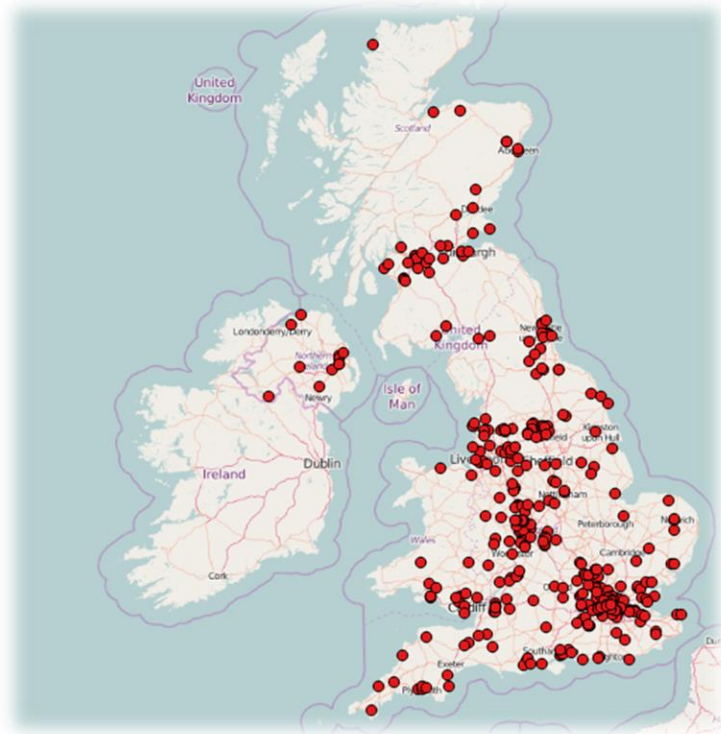
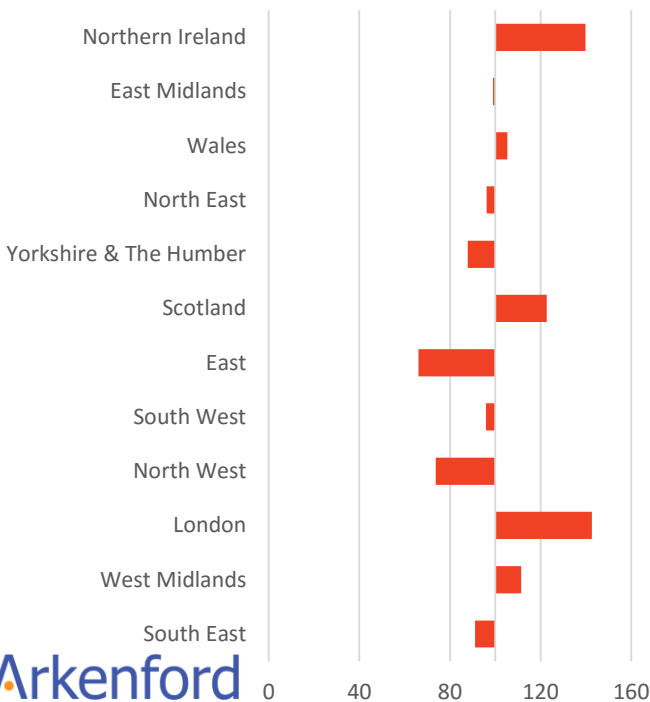
- 18% of GB Population
- Young segment
- Even gender split
- 26% have children living at home
- Mix of social SEGs
- 22% are retired / not working



Life stage



- Young Independents
- Young Family
- Older Family
- Older Independents



HIGH STREET

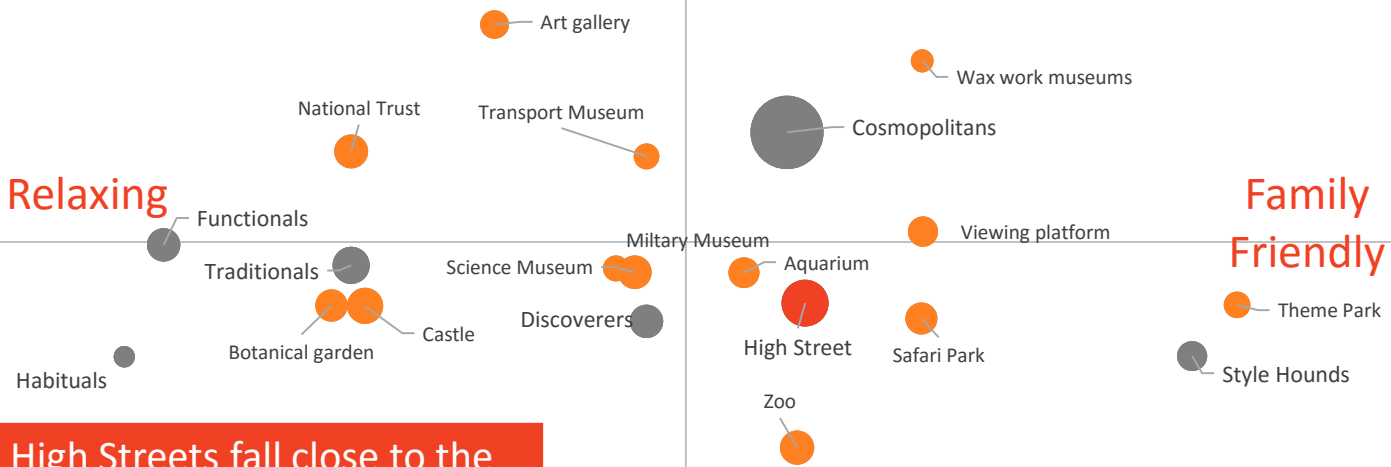


LEISURE PREFERENCES

Active segment who enjoy being outside and pursuing hobbies



Galleries and Museums

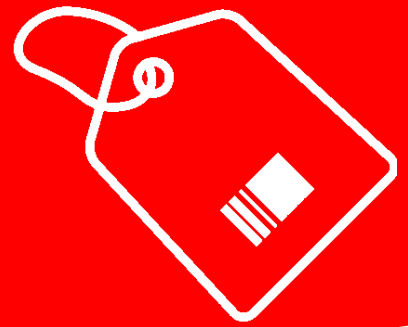


High Streets fall close to the centre, slightly towards family friendly and exploration activities

Discovery and Exploration

● Followers
Circle size is proportionate to the amount of variance explained

HIGH STREET



LEISURE MOTIVATIONS

Sociable and active, enjoying the outdoors

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To have fun
3. To be fascinated and absorbed
4. To learn something
5. To enjoy some fresh air and exercise

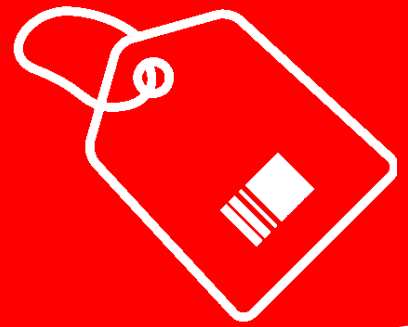
Top motivations for visiting parks, countryside and coast

1. To enjoy some fresh air and exercise
2. For the views / scenery
3. To enjoy time with friends and family
4. To have fun
5. For the nature / wildlife

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To socialise with friends / meet new people

HIGH STREET



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



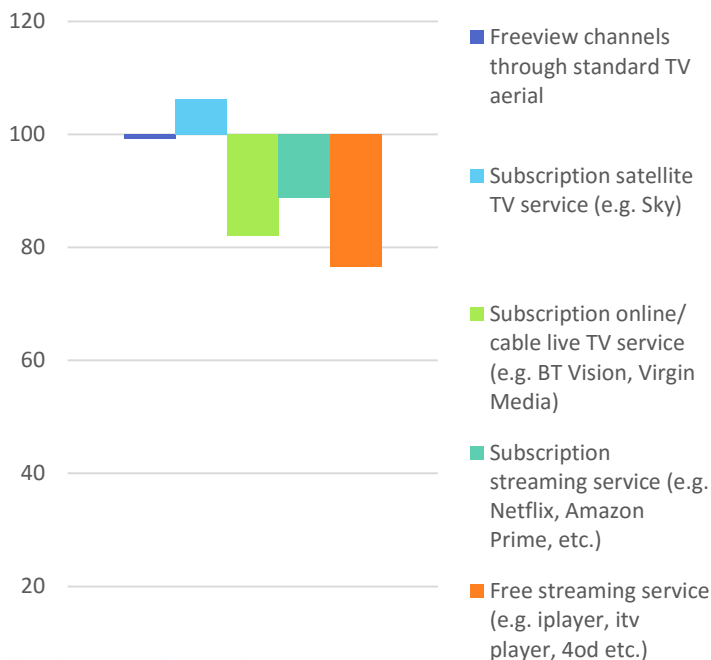
per week on average

Watch catch up TV

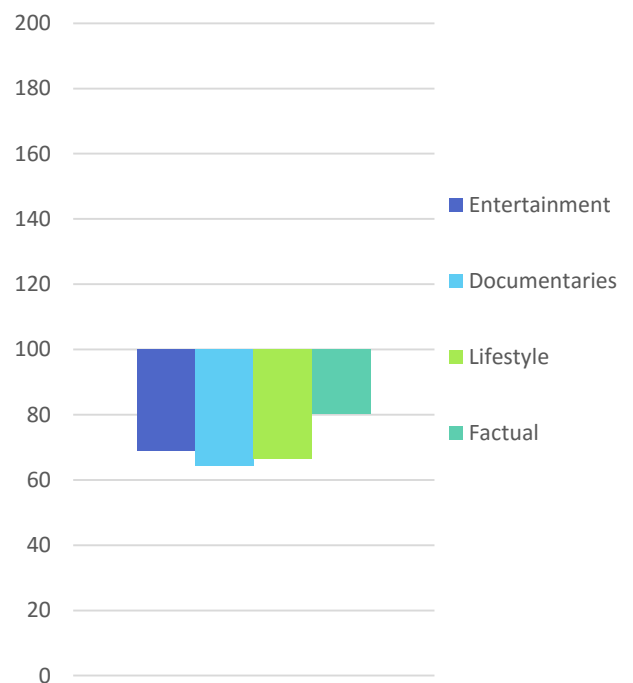


per week on average

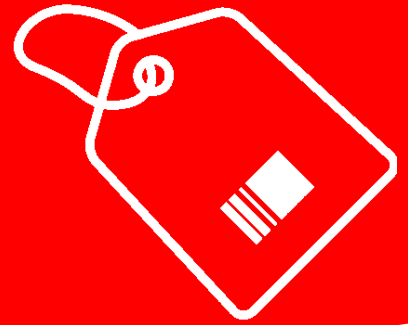
Television services used compared to average



Television Preferences compared to average



HIGH STREET



INTERNET USE



Above average

Below average



At home...

58% ↑

88% ↑

13% ↓

At work...

28% ↑

45% ↑

2% ↑

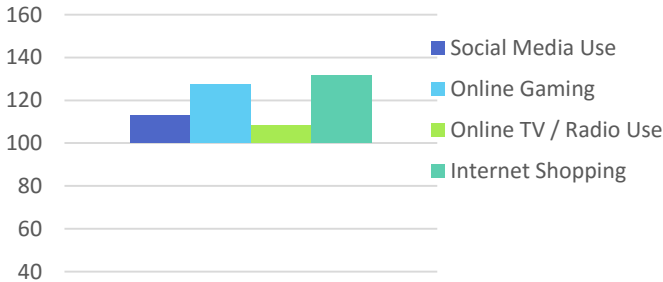
On the go...

70% ↑

10% ↑

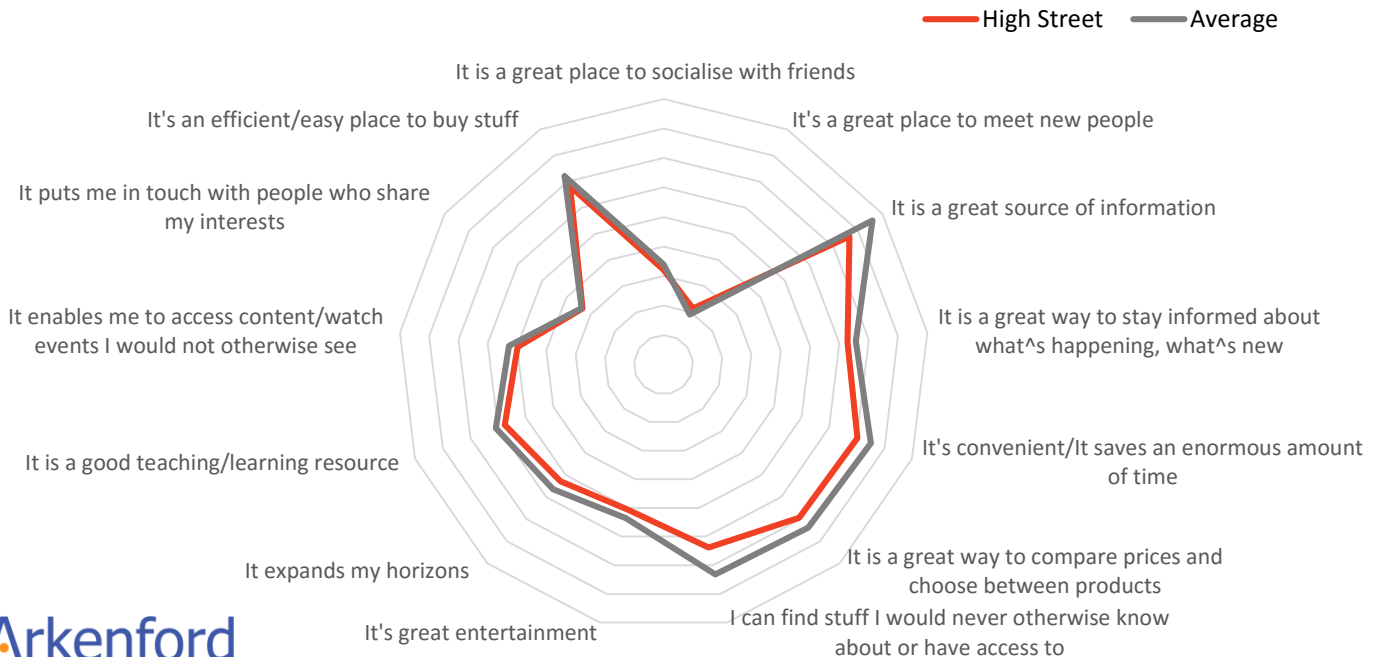
4% ↑

Internet Usage

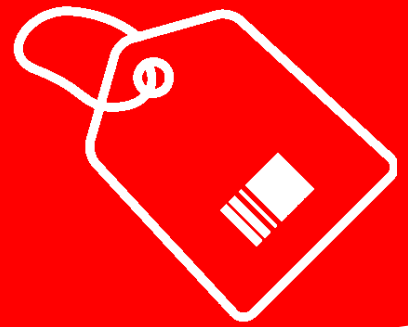


The internet is valued for the information, content and products that it provides

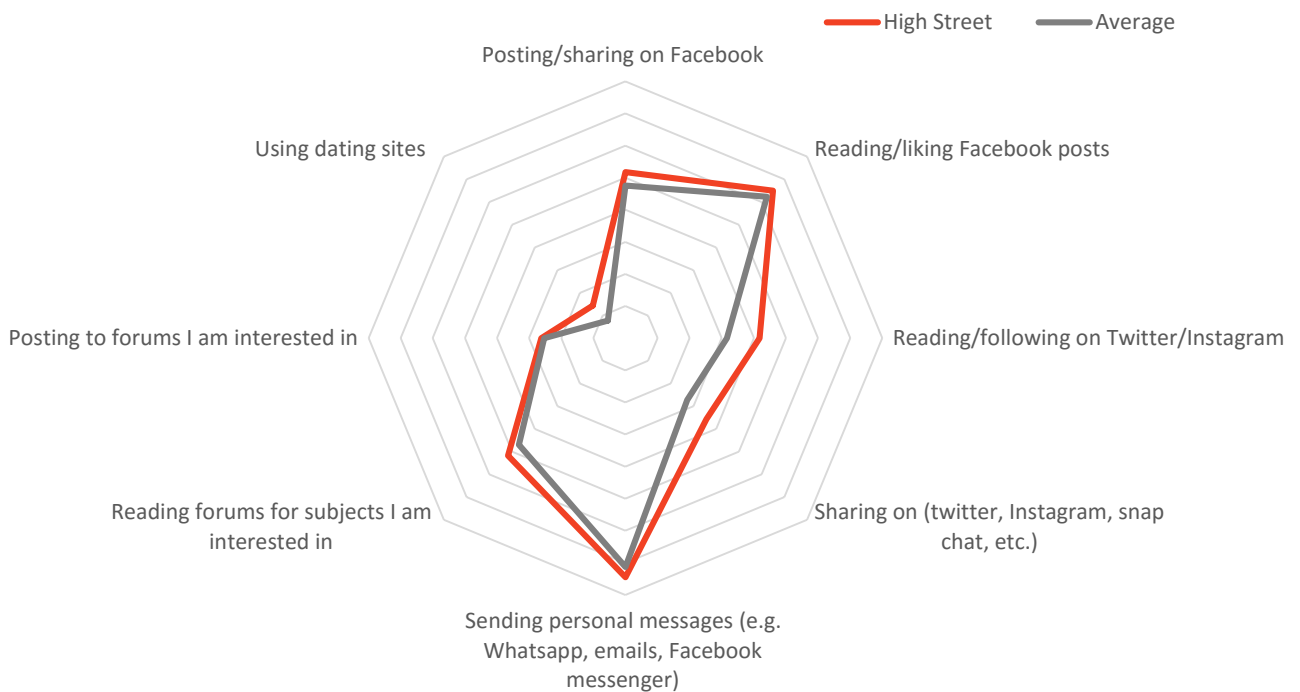
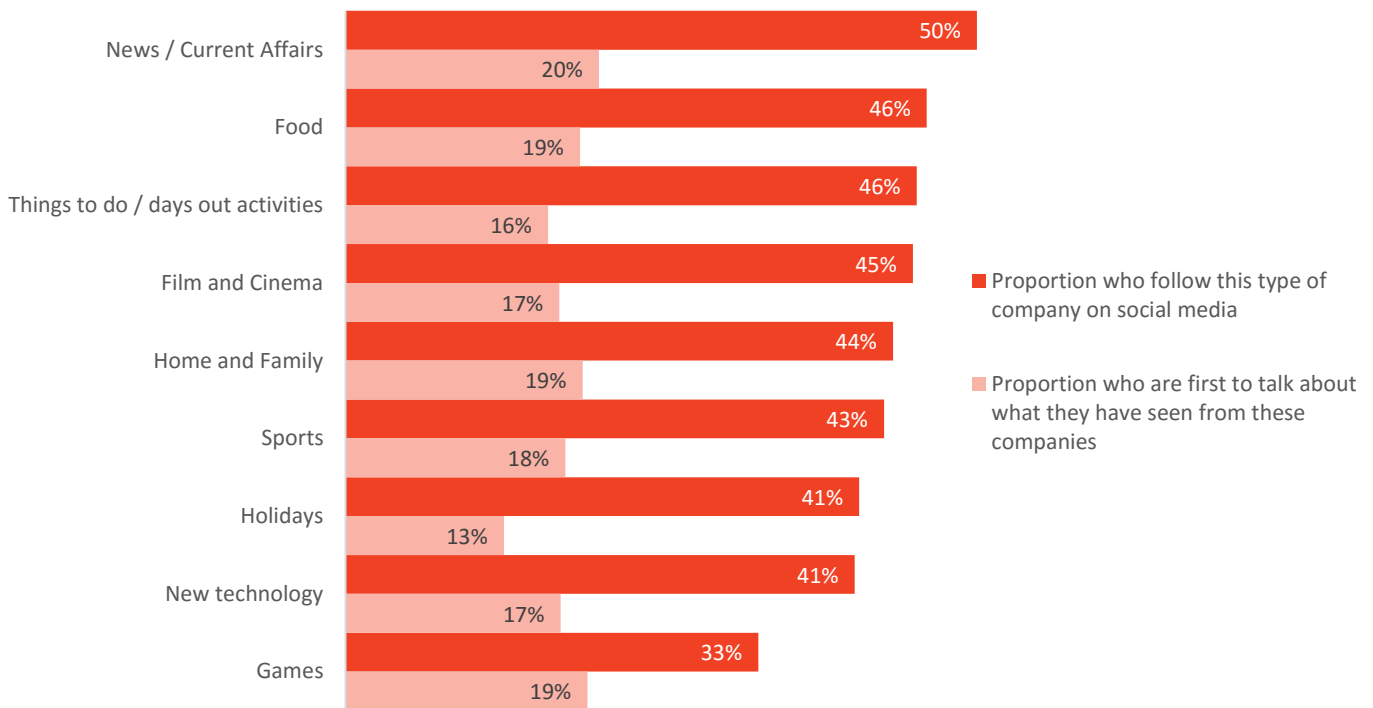
What makes the internet valuable...



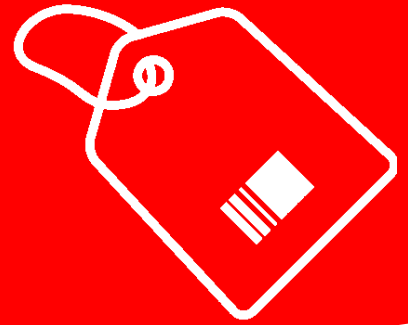
HIGH STREET



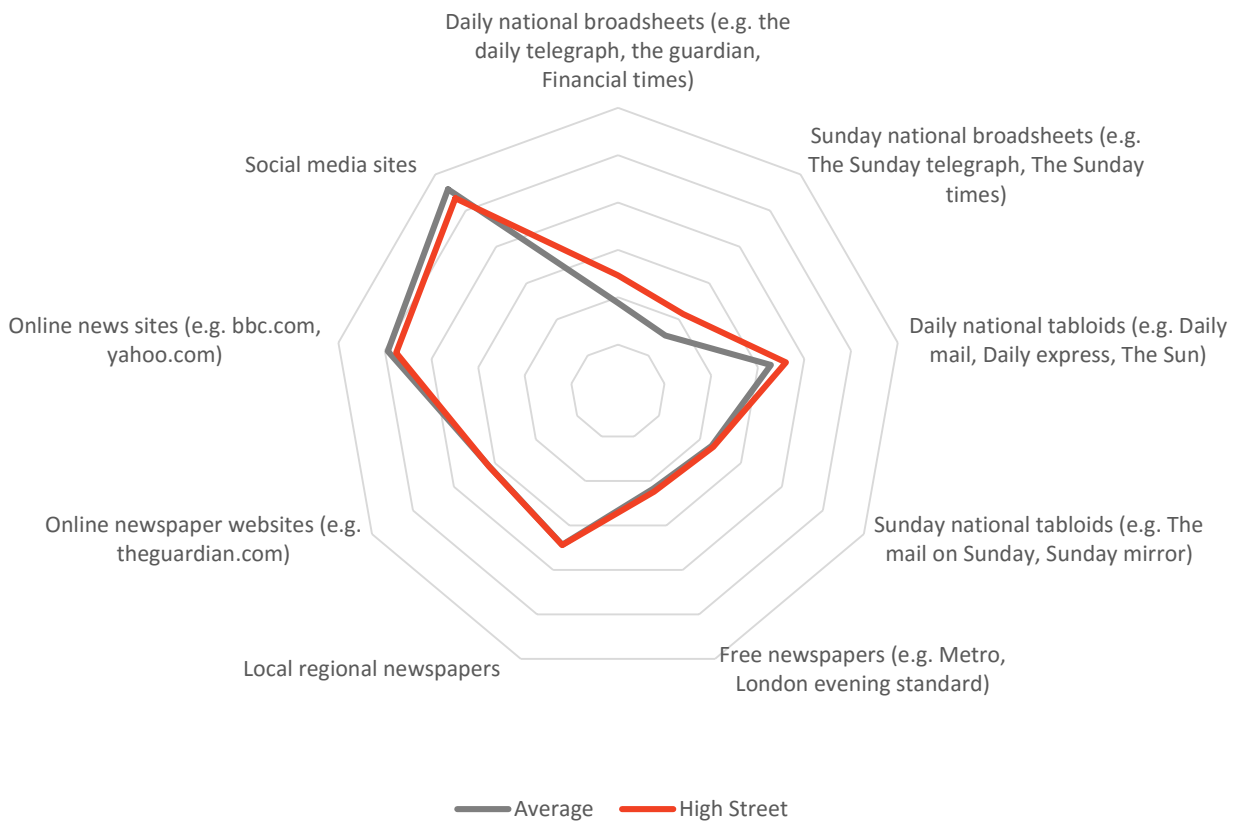
SOCIAL MEDIA



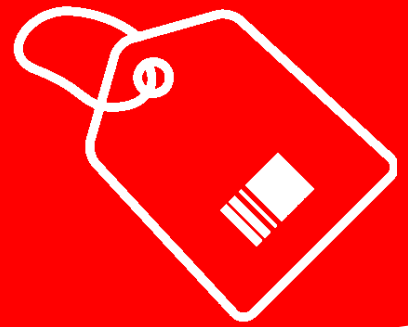
HIGH STREET



OTHER MEDIA USE



HIGH STREET



TOP BRANDS

Popular, mainstream brands providing convenience

Travel & Leisure



amazon

BRITISH AIRWAYS



Thomas Cook

Technology

TESCO

Sainsbury's



amazon



Food

Local traditional pubs and independent restaurants

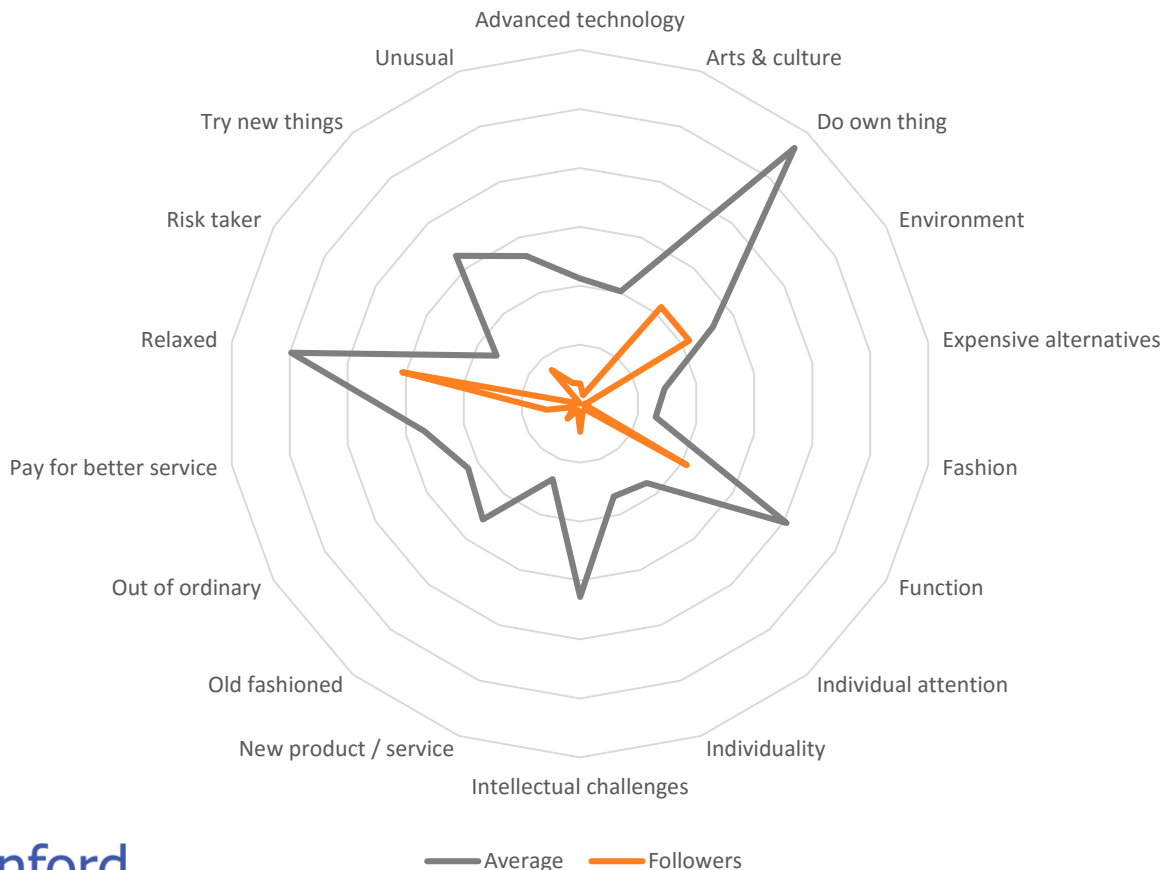
Shopping

FOLLOWERS



SUMMARY

- Strongly influenced by their peers and by the media
- Unlikely to value things that are new and different
- They will try things that are new to them as individuals
- A similar aversion to what might be considered old fashioned as Style Hounds, but much less interest in new options
- Avoid risk and will take up options when others have shown they work
- Lag behind other groups when it comes to new products and services
- Little interest in intellectual challenges, arts & culture
- Service means freebie extras like Satellite TV and sun beds thrown in

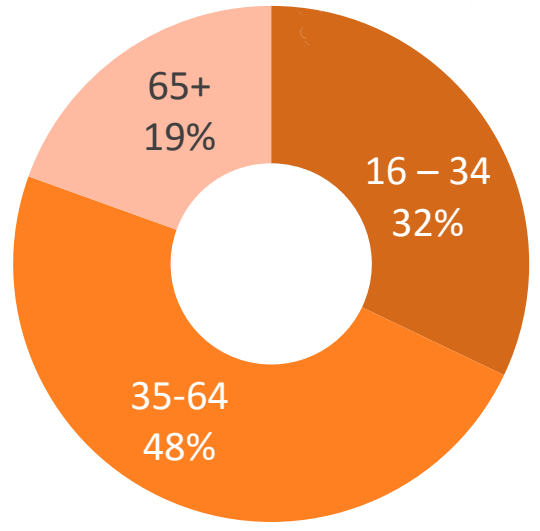


FOLLOWERS

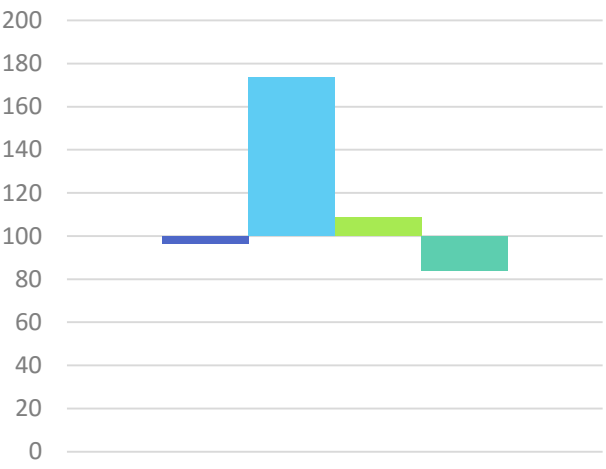


DEMOGRAPHICS

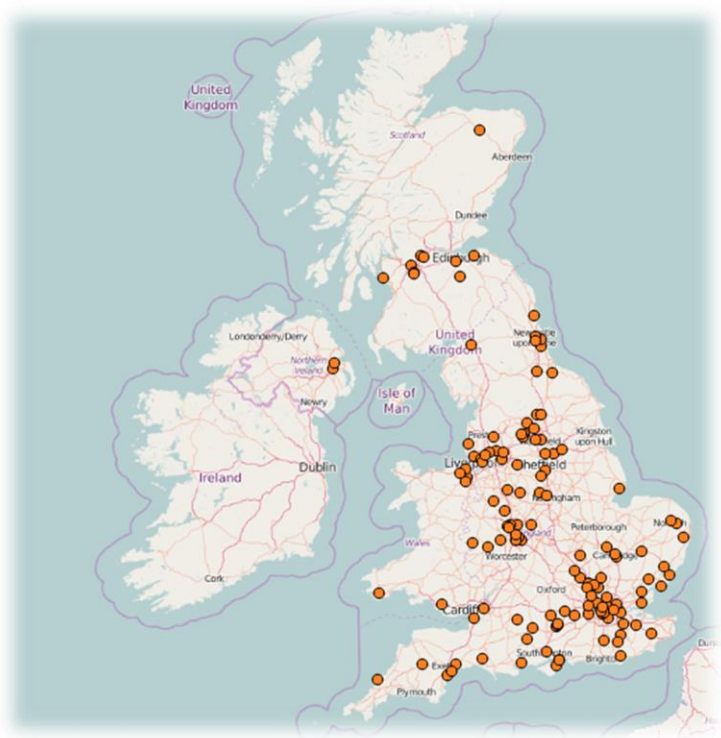
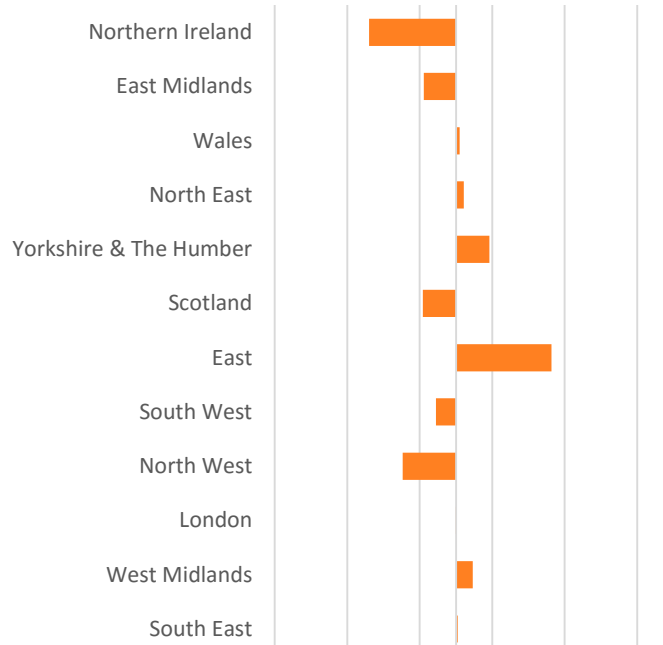
- 13% of GB Population
- Mixed age groups
- Slightly more females
- 32% have children living at home
- Mixed social SEG
- 29% are retired / not working



Life stage



- Young Independents
- Young Family
- Older Family
- Older Independents



FOLLOWERS

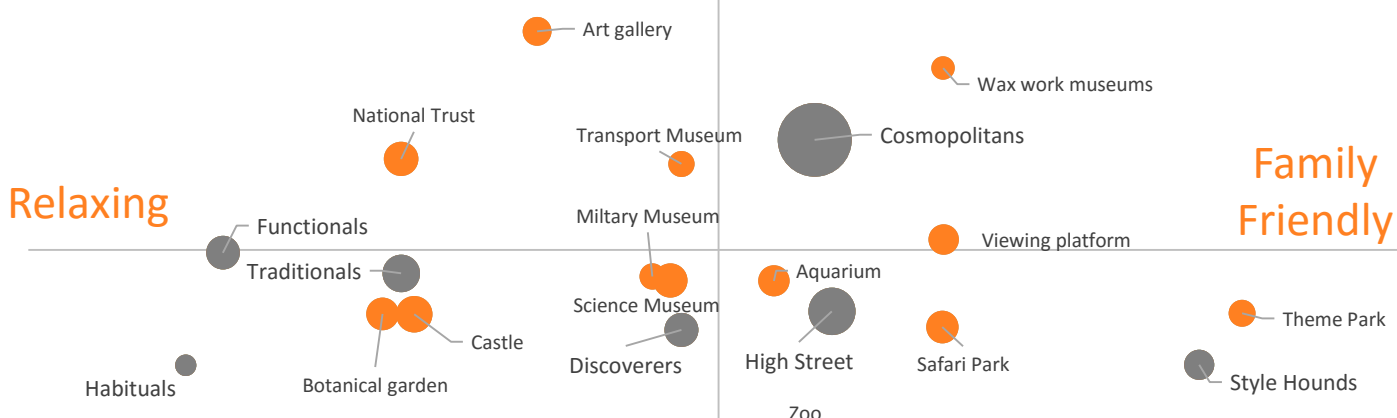


LEISURE PREFERENCES

Outdoor leisure activities and shopping are some of Followers top leisure preferences



Galleries and Museums



Followers are most likely to enjoy family friendly days out

Discovery and Exploration

● Followers
Circle size is proportionate to the amount of variance explained

FOLLOWERS



LEISURE MOTIVATIONS

Sociable and fun-seeking

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To have fun
3. To be fascinated and absorbed
4. To enjoy some fresh air and exercise
5. To see awe inspiring places

Top motivations for visiting parks, countryside and coast

1. To enjoy time with friends and family
2. To enjoy some fresh air and exercise
3. For the views / scenery
4. To have fun
5. Peace and relaxation

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To socialise with friends / meet new people

FOLLOWERS



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



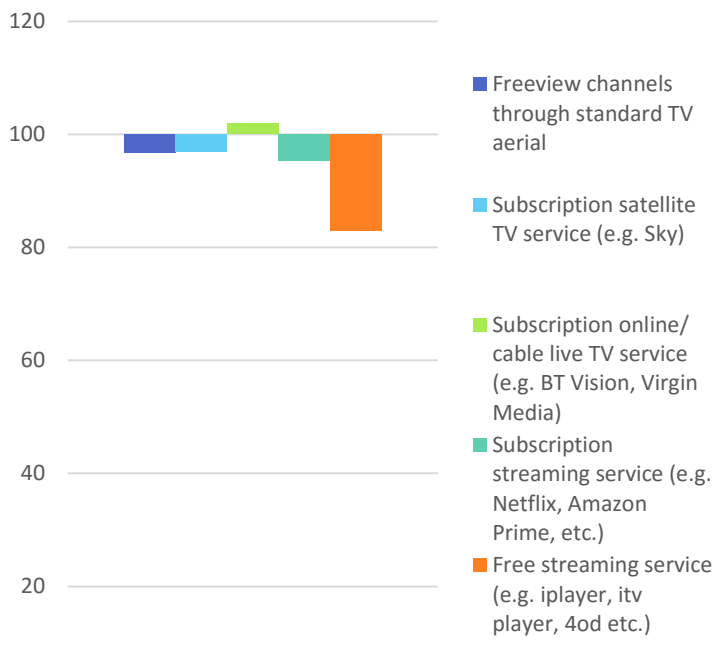
per week on average

Watch catch up TV

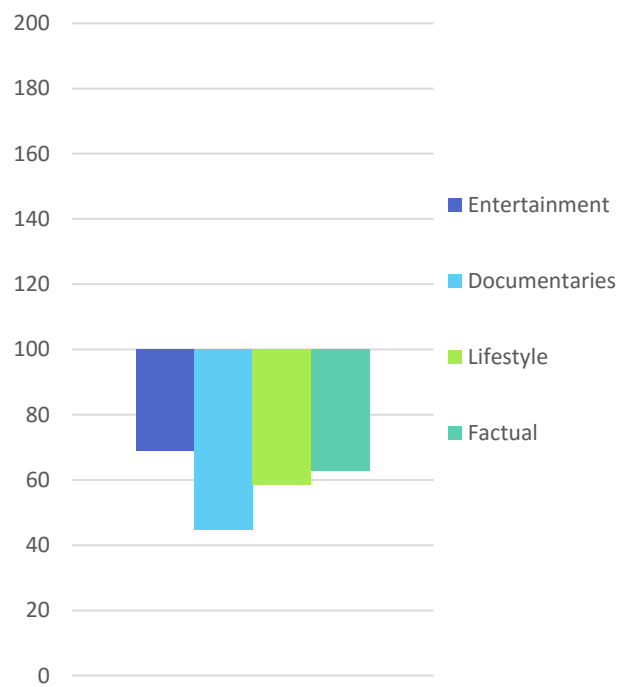


per week on average

Television services used compared to average



Television Preferences compared to average



FOLLOWERS



INTERNET USE



Above average

Below average



At home...

62% ↑

78% ↓

12% ↓

At work...

25% ↑

35% ↓

1% ↑

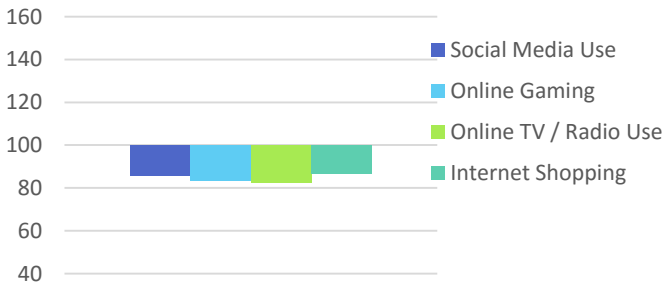
On the go...

62% ↓

7% ↑

1% ↓

Internet Usage



Information, products and entertainment are all valued services available online

What makes the internet valuable...

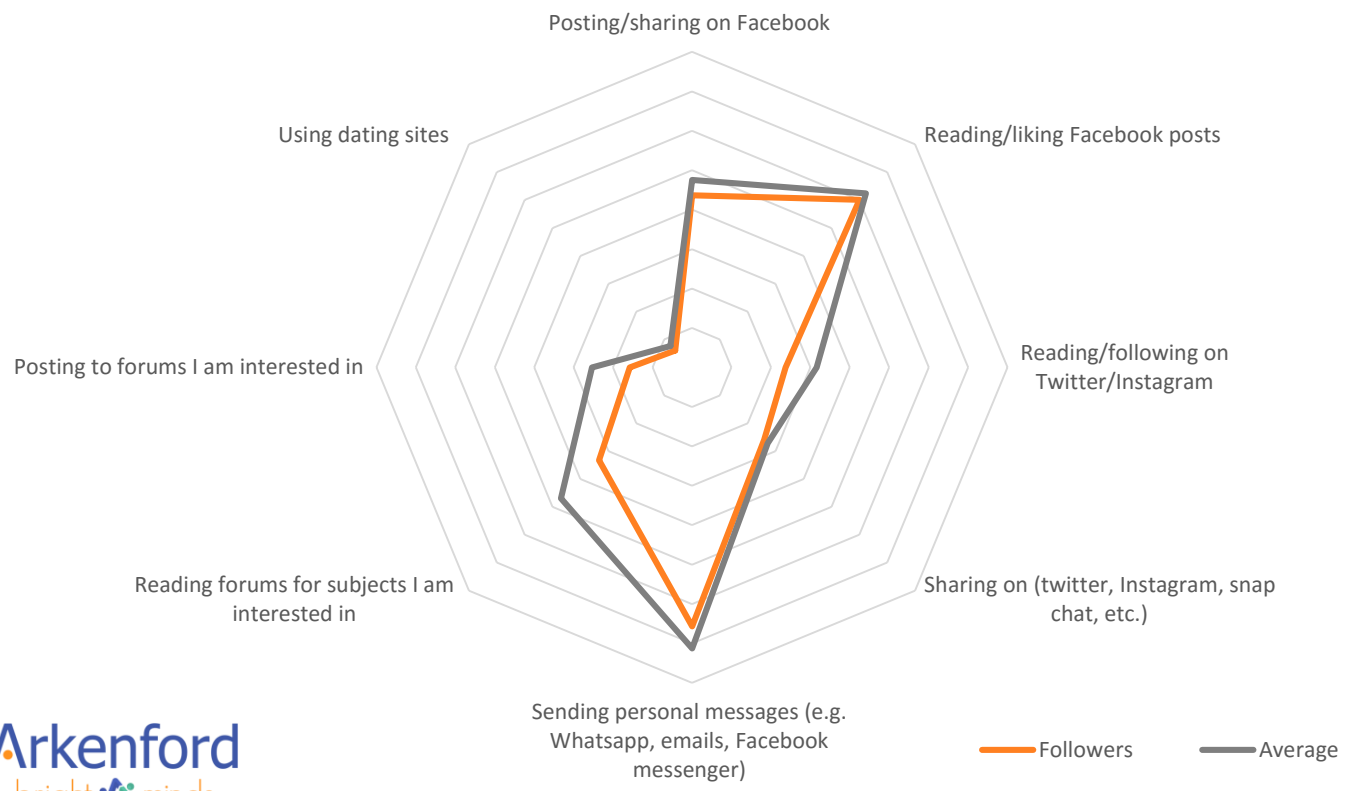
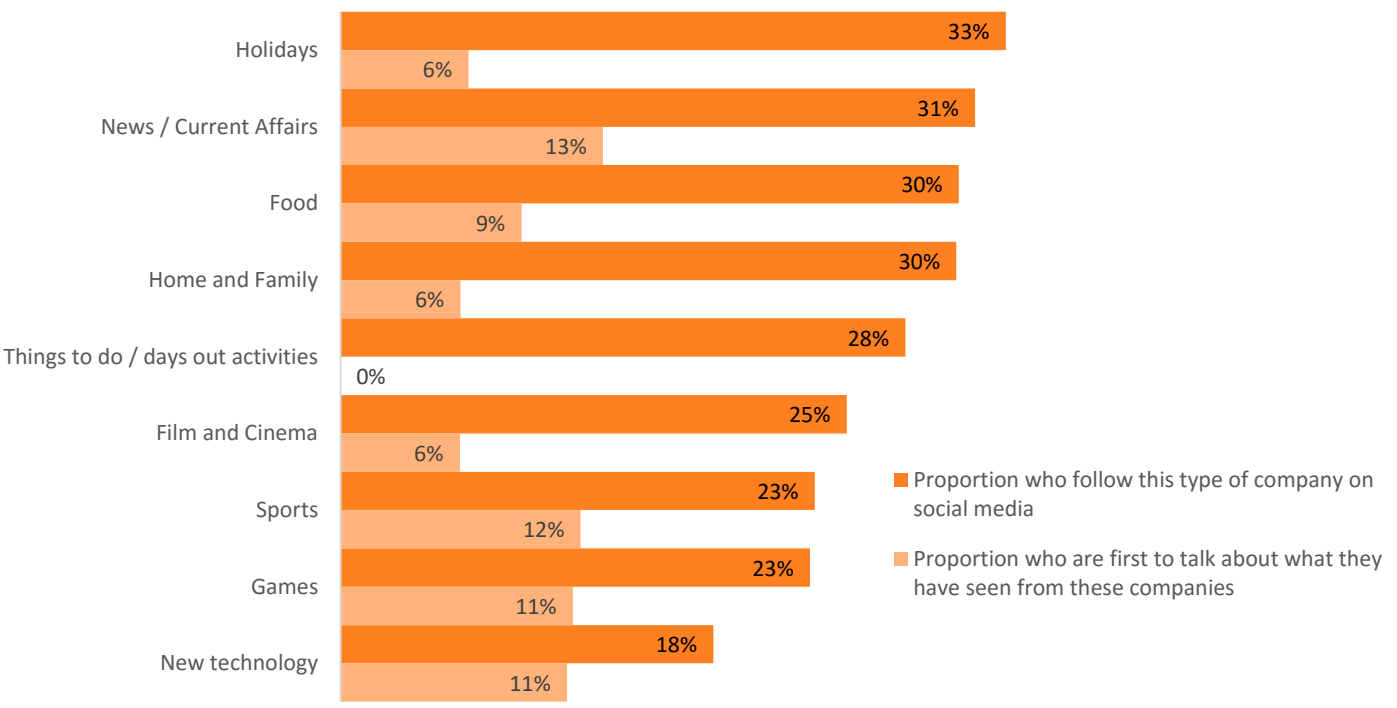
— Followers — Average



FOLLOWERS



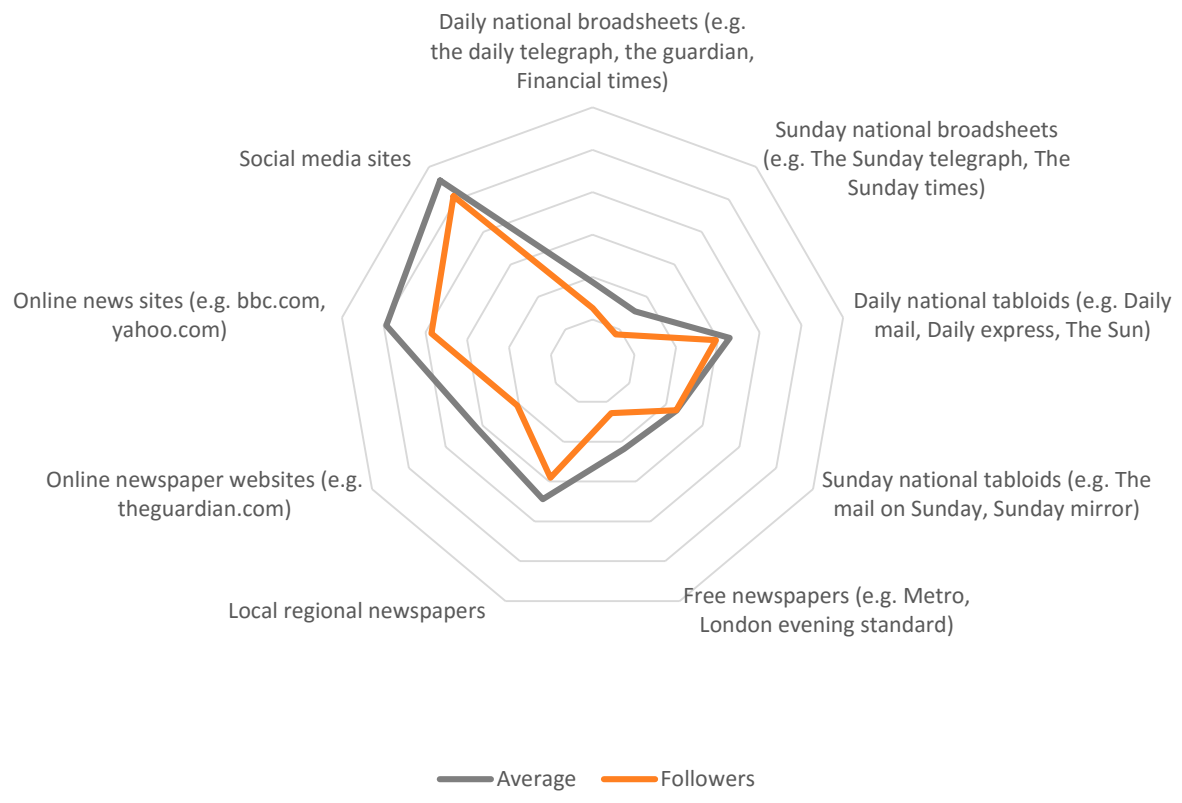
SOCIAL MEDIA



FOLLOWERS



OTHER MEDIA USE



FOLLOWERS



TOP BRANDS

Mainstream brands offering good customer care

Travel & Leisure



amazon

Thomas Cook

iPhone

virgin atlantic

Technology

TESCO

Sainsbury's

Argos amazon



Food

Local traditional pubs and independent restaurants

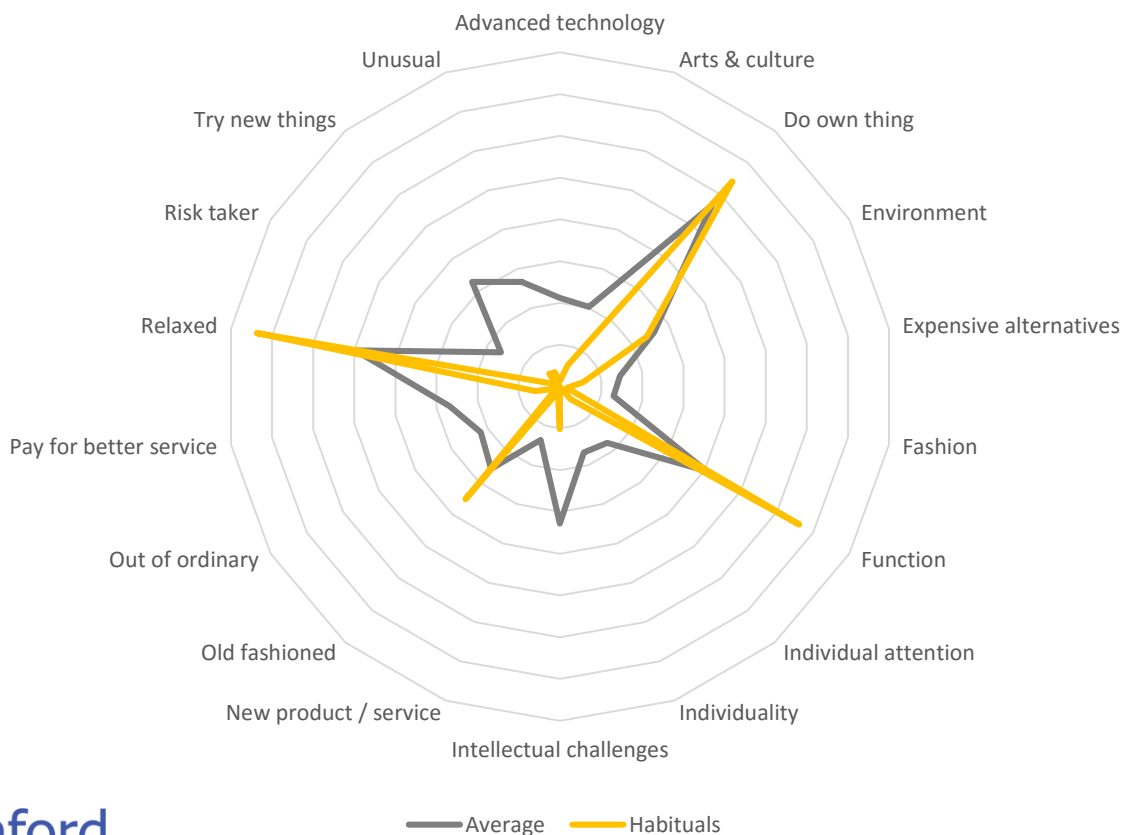
Shopping

HABITUALS



SUMMARY

- Strongly traditional
- Strongly resistant to change preferring the familiar
- Value a more relaxed pace of life
- Purchase decisions made on function
- Fashion has little meaning to them
- Very risk averse and show little interest in new options or opportunities
- No interest in arts or culture
- Spend little money, on brands or service
- Find it hard to justify expense of any sort
- Often have limited income

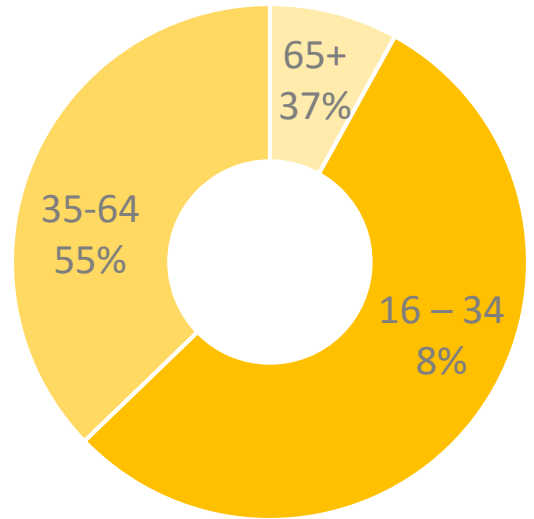


HABITUALS

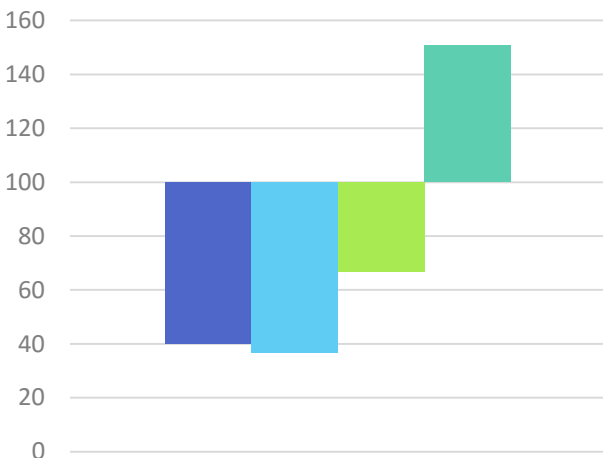


DEMOGRAPHICS

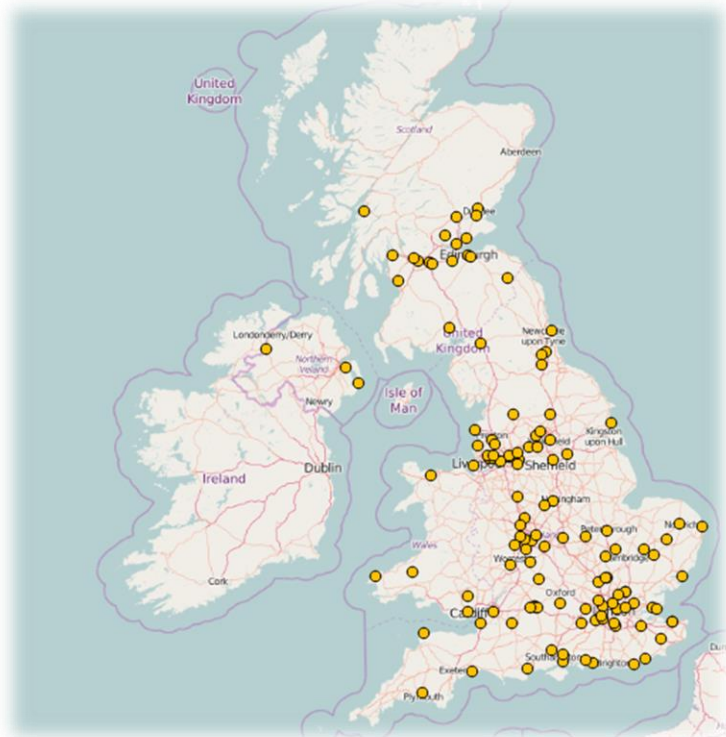
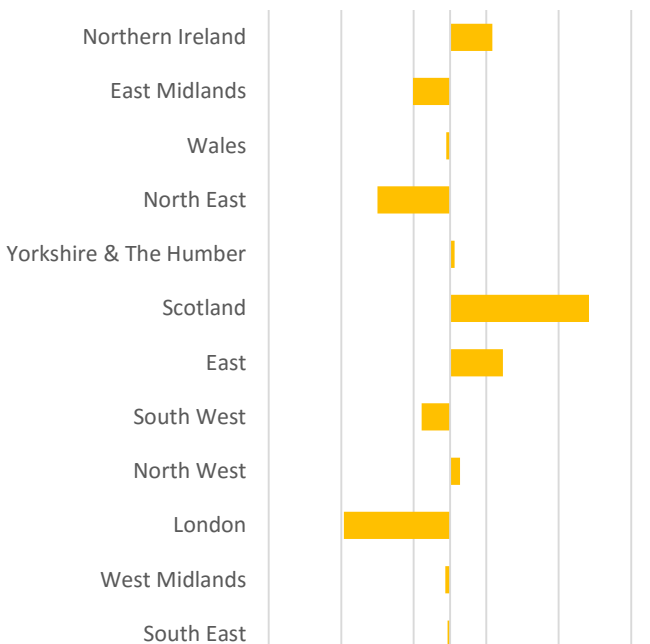
- 8% of GB Population
- Older segment
- Slightly more females
- 12% have children living at home
- Lower social SEG – 65% in C2DEF
- 48% are retired / not working



Life stage



- Young Independents
- Young Family
- Older Family
- Older Independents



HABITUALS

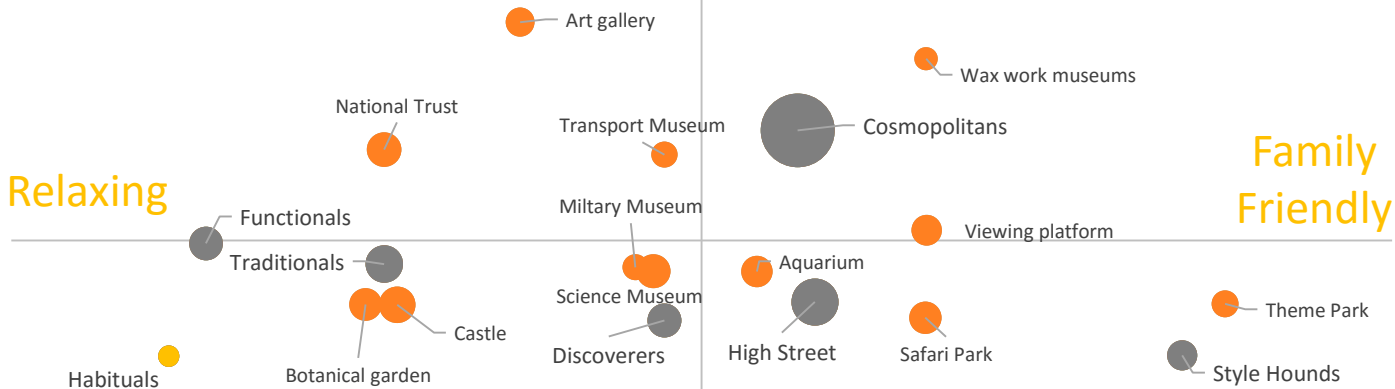


LEISURE PREFERENCES

Habituals particularly enjoy outdoor leisure activities



Galleries and Museums



Castles and Botanical gardens would be the ideal day out for Habituals

Discovery and Exploration

● Followers
 Circle size is proportionate to the amount of variance explained

HABITUALS



LEISURE MOTIVATIONS

Socially motivated, leisure activities are both relaxing and fun

Top motivations for visiting attractions and museums

1. To enjoy time with friends and family
2. To be fascinated and absorbed
3. To learn something
4. To experience what life was like in the past
5. To have fun

Top motivations for visiting parks, countryside and coast

1. To enjoy some fresh air and exercise
2. To enjoy time with friends and family
3. Peace and relaxation
4. For the views / scenery
5. To have fun

Top motivations for outdoor leisure or sports activity

1. To improve my overall fitness and health
2. To relieve stress / getaway
3. To socialise with friends / meet new people

HABITUALS



TELEVISION PREFERENCES

↑ Above average
↓ Below average

Watch Live TV



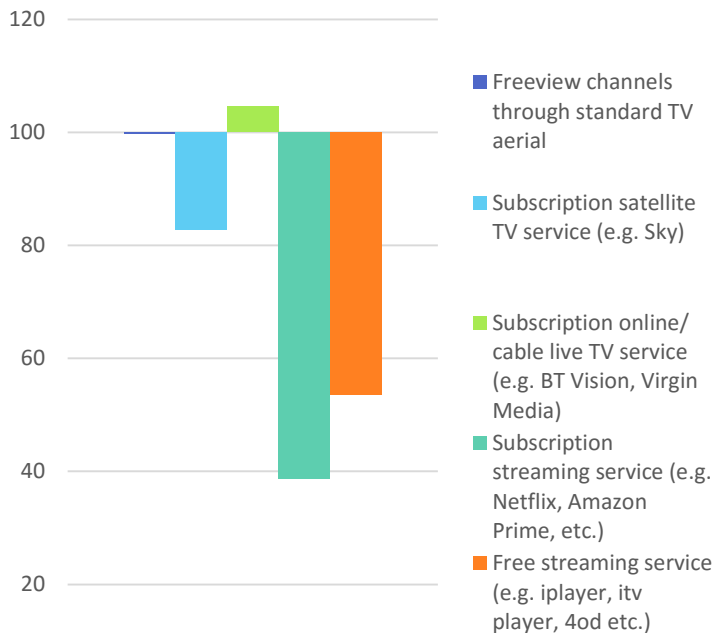
per week on average

Watch catch up TV

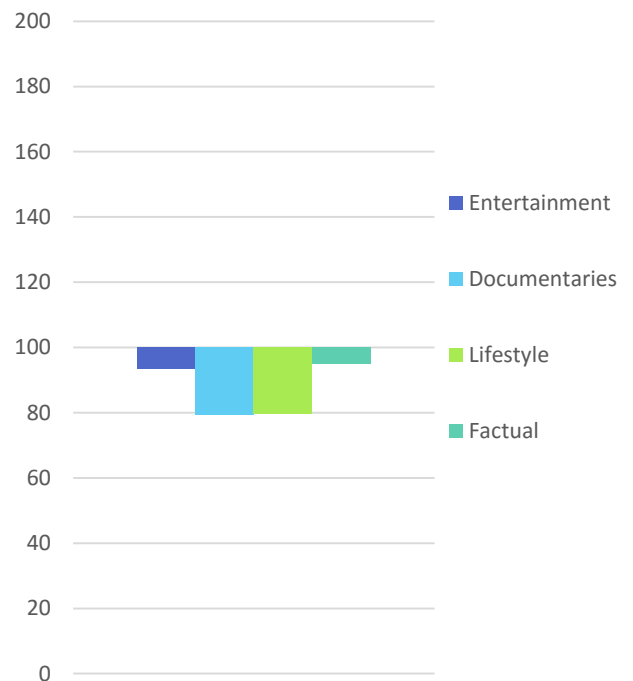


per week on average

Television services used compared to average



Television Preferences compared to average



HABITUALS



INTERNET USE



Above average

Below average



At home...

31% ↓

93% ↑

5% ↓

At work...

6% ↓

21% ↓

0% ↓

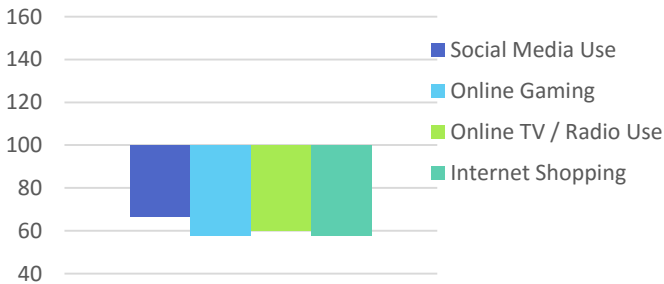
On the go...

31% ↓

1% ↓

0% ↓

Internet Usage



Internet is used as an information and shopping source

What makes the internet valuable...

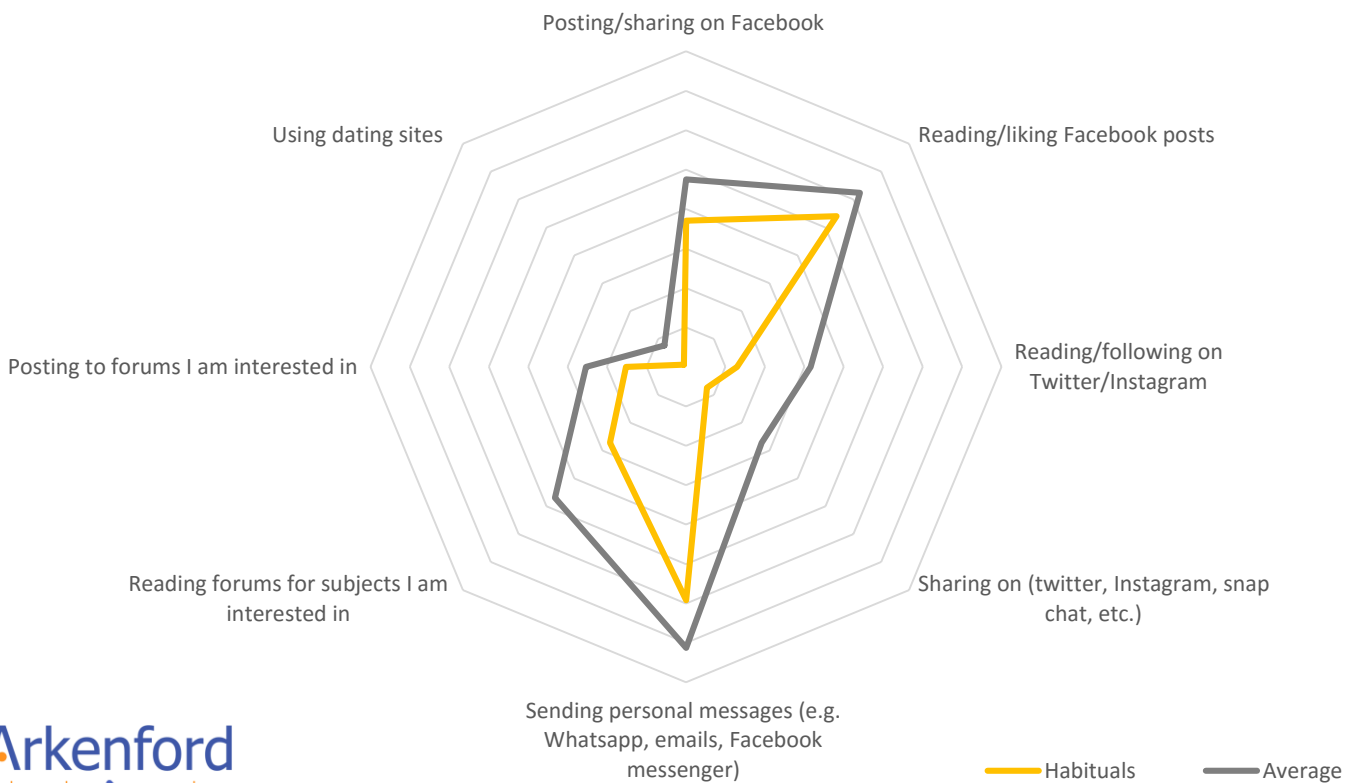
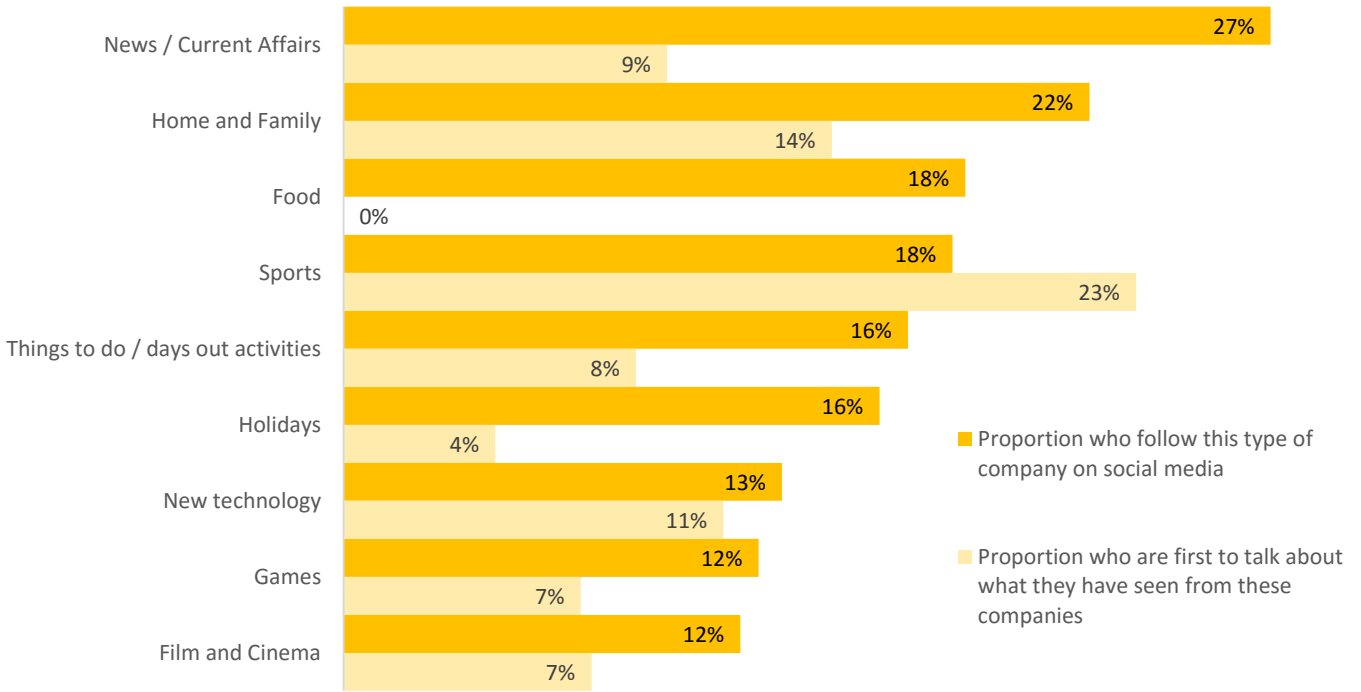
— Habituals — Average



HABITUALS



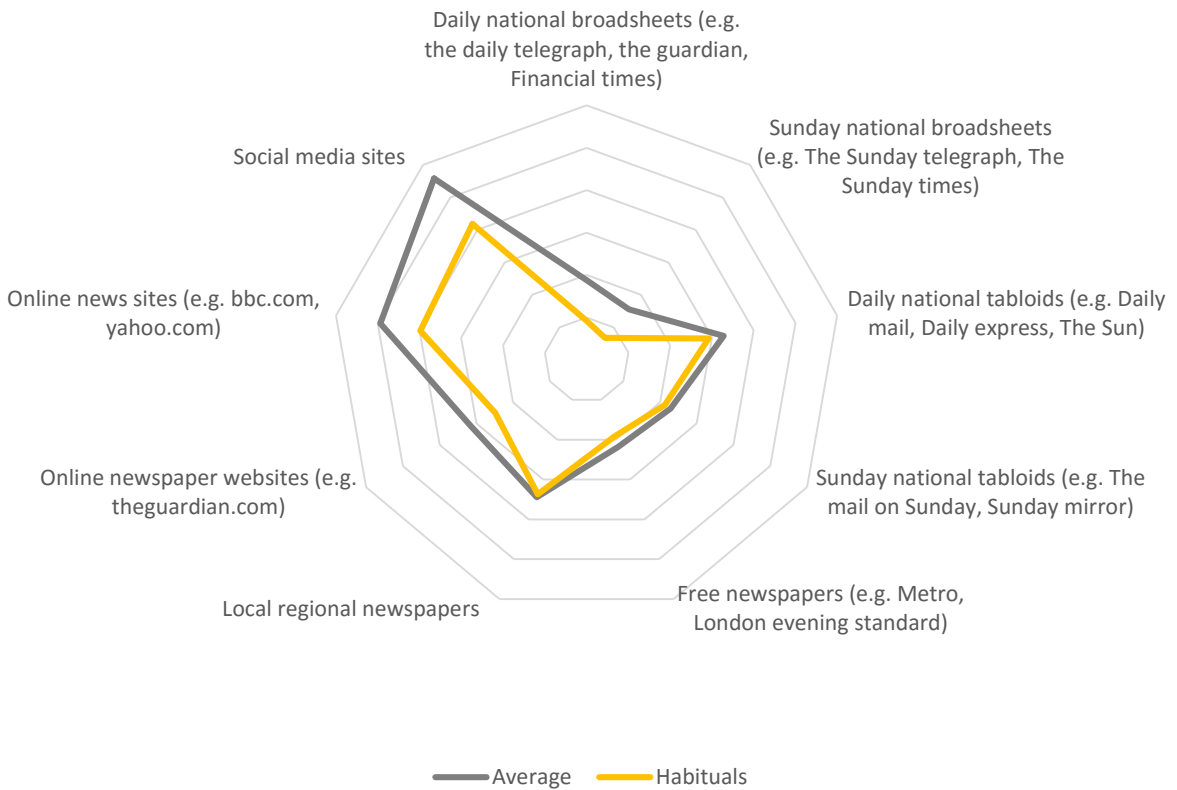
SOCIAL MEDIA



HABITUALS



OTHER MEDIA USE



HABITUALS



TOP BRANDS

Tried and tested brands, offering exactly what they need

Travel & Leisure



amazon

BRITISH AIRWAYS



SAMSUNG

Thomas Cook

Technology

TESCO

Sainsbury's

Argos amazon



Food

Local traditional pubs and independent restaurants

Shopping