

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	30	37	219
Catchment Adults 18+	8,501	24,122	263,959
Catchment Adults 18+ Per Pub	283	652	1,205
Populaton Projection 2018 to 2028 (% change)	8.30%	9.94%	8.36%

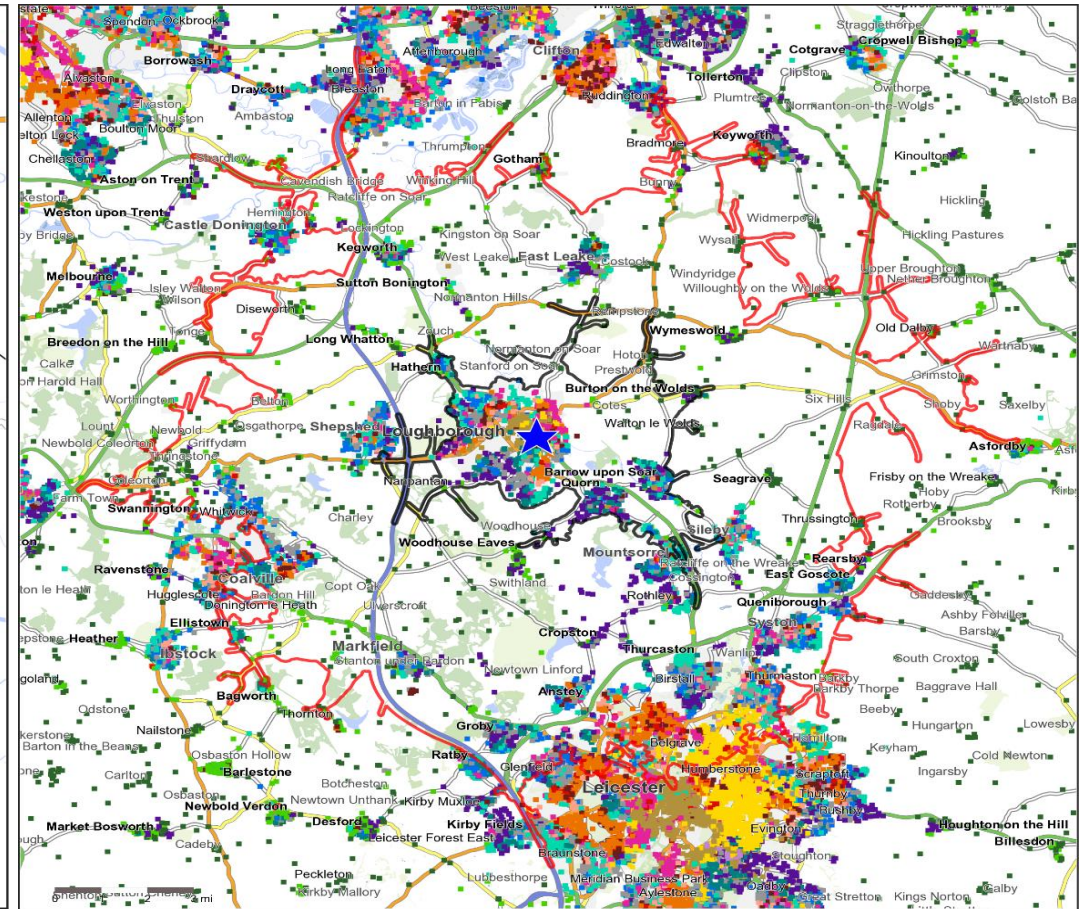
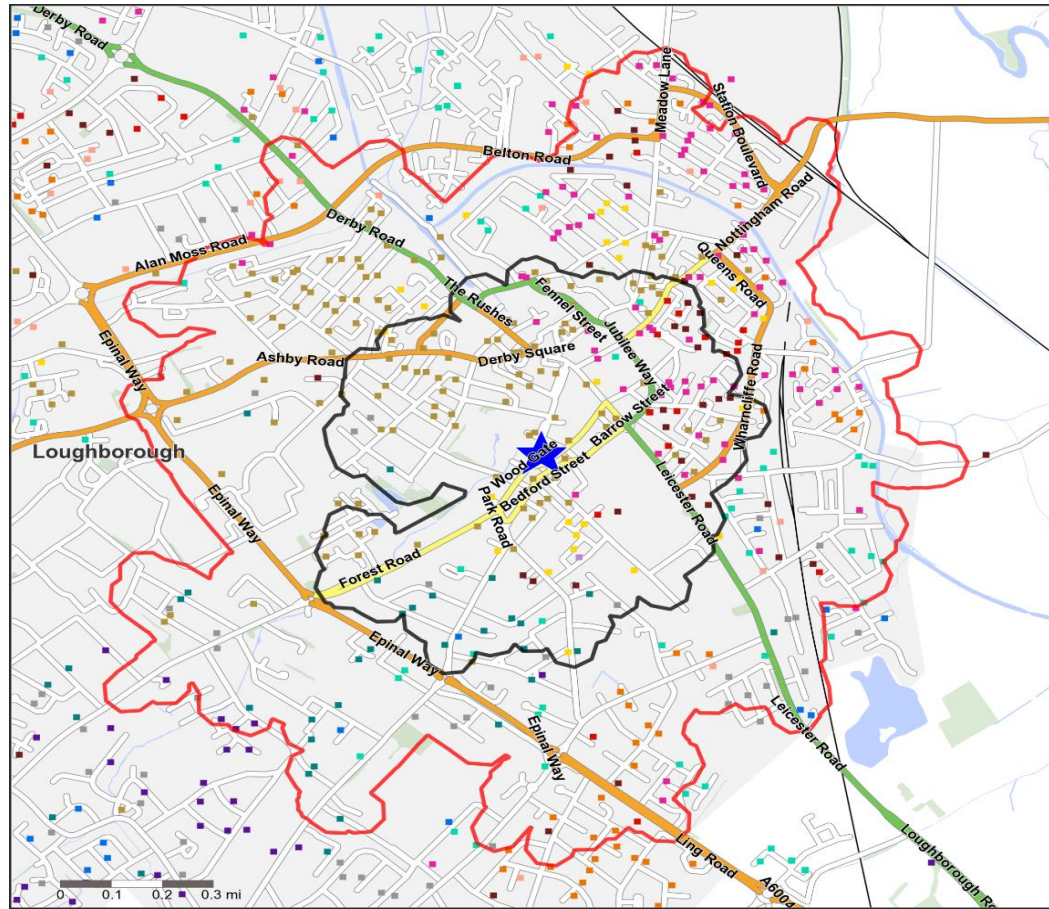
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	6,815	80.2	155	1	High Street Pub	19,119	79.3	153	1	High Street Pub	163,060	61.8	119
2	Bit of Style	5,123	60.3	129	2	Community Pub	14,530	60.2	129	2	Premium Local	136,093	51.6	111
3	Community Pub	4,808	56.6	90	3	Bit of Style	11,106	46.0	73	3	Community Pub	120,860	45.8	73
4	Circuit Bar	4,646	54.7	423	4	Circuit Bar	10,026	41.6	321	4	Great Pub Great Food	95,109	36.0	279
5	Craft Led	4,551	53.5	133	5	Craft Led	9,520	39.5	98	5	Bit of Style	61,990	23.5	58
6	Premium Local	2,698	31.7	118	6	Premium Local	7,245	30.0	112	6	Circuit Bar	41,180	15.6	58
7	Great Pub Great Food	991	11.7	113	7	Great Pub Great Food	2,950	12.2	119	7	Craft Led	26,504	10.0	97

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	550	6.5	73	1,605	6.7	75	20,871	7.9	89
C1	1,332	15.7	128	3,276	13.6	111	29,551	11.2	91
C2	356	4.2	51	1,400	5.8	70	21,759	8.2	100
DE	757	8.9	87	2,402	10.0	97	25,717	9.7	95

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,164	37.2	112	10,344	42.9	129	87,514	33.2	100
Medium (7-13)	1,465	17.2	52	5,295	22.0	66	100,077	37.9	114
High (14-19)	608	7.2	25	1,497	6.2	22	50,998	19.3	68

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 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		47	47	47	47
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	160	736
B06	Diamond Days		0	58	1,062	2,466
B07	Alpha Families		0	12	1,612	4,136
B08	Bank of Mum and Dad		0	12	1,540	5,123
B09	Empty-Nest Adventure		0	89	2,623	8,709
C10	Wealthy Landowners		0	0	250	3,746
C11	Rural Vogue		0	0	158	968
C12	Scattered Homesteads		0	0	25	249
C13	Village Retirement		0	0	216	5,776
D14	Satellite Settlers		0	0	699	8,566
D15	Local Focus		0	0	150	2,001
D16	Outlying Seniors		0	0	0	1,195
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		171	393	1,774	2,370
E19	Bungalow Heaven		0	182	1,772	10,520
E20	Classic Grandparents		0	140	1,091	6,120
E21	Solo Retirees		81	363	1,342	5,806
F22	Boomerang Boarders		29	118	1,888	7,061
F23	Family Ties		0	74	219	3,361
F24	Fledgling Free		0	0	934	9,228
F25	Dependable Me		0	84	2,117	8,432
G26	Cafés and Catchments		0	141	175	299
G27	Thriving Independence		653	1,219	2,894	3,521
G28	Modern Parents		0	0	2,145	7,746
G29	Mid-Career Convention		40	160	2,365	9,810
H30	Primary Ambitions		20	419	1,071	2,835
H31	Affordable Fringe		0	106	1,358	11,071
H32	First-Rung Futures		50	525	2,568	10,010
H33	Contemporary Starts		0	13	2,709	10,816
H34	New Foundations		72	103	280	1,300
H35	Flying Solo		55	288	1,021	2,893

			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	517	1,431	1,980
I37	Budget Generations		0	34	425	2,998
I38	Economical Families		0	377	481	1,931
I39	Families on a Budget		70	701	1,856	11,410
J40	Value Rentals		0	0	118	1,631
J41	Youthful Endeavours		20	517	730	1,674
J42	Midlife Renters		22	787	2,586	8,605
J43	Renting Rooms		741	2,213	2,314	4,489
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		261	516	1,006	2,520
K48	Mature Workers		0	56	71	2,278
L49	Flatlet Seniors		547	913	1,155	1,952
L50	Pocket Pensions		40	185	1,432	4,226
L51	Retirement Communities		24	24	215	931
L52	Estate Veterans		0	169	450	2,566
L53	Seasoned Survivors		53	176	263	1,243
M54	Down-to-Earth Owners		0	0	110	1,494
M55	Back with the Folks		2	216	1,620	5,493
M56	Self Supporters		5	294	542	6,268
N57	Community Elders		0	76	76	7,037
N58	Culture & Comfort		0	186	197	1,509
N59	Large Family Living		198	504	504	13,594
N60	Ageing Access		421	670	766	766
O61	Career Builders		30	176	315	646
O62	Central Pulse		340	430	430	736
O63	Flexible Workforce		106	313	313	921
O64	Bus-Route Renters		33	49	464	1,532
O65	Learners & Earners		1,526	3,229	4,499	4,697
O66	Student Scene		2,182	4,042	4,081	4,081
U99	Unclassified		661	2,206	7,121	7,835
Total			8,500	24,122	71,836	263,960

Top 3 Mosaic Types in a 20 Minute Walktime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

2. 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

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

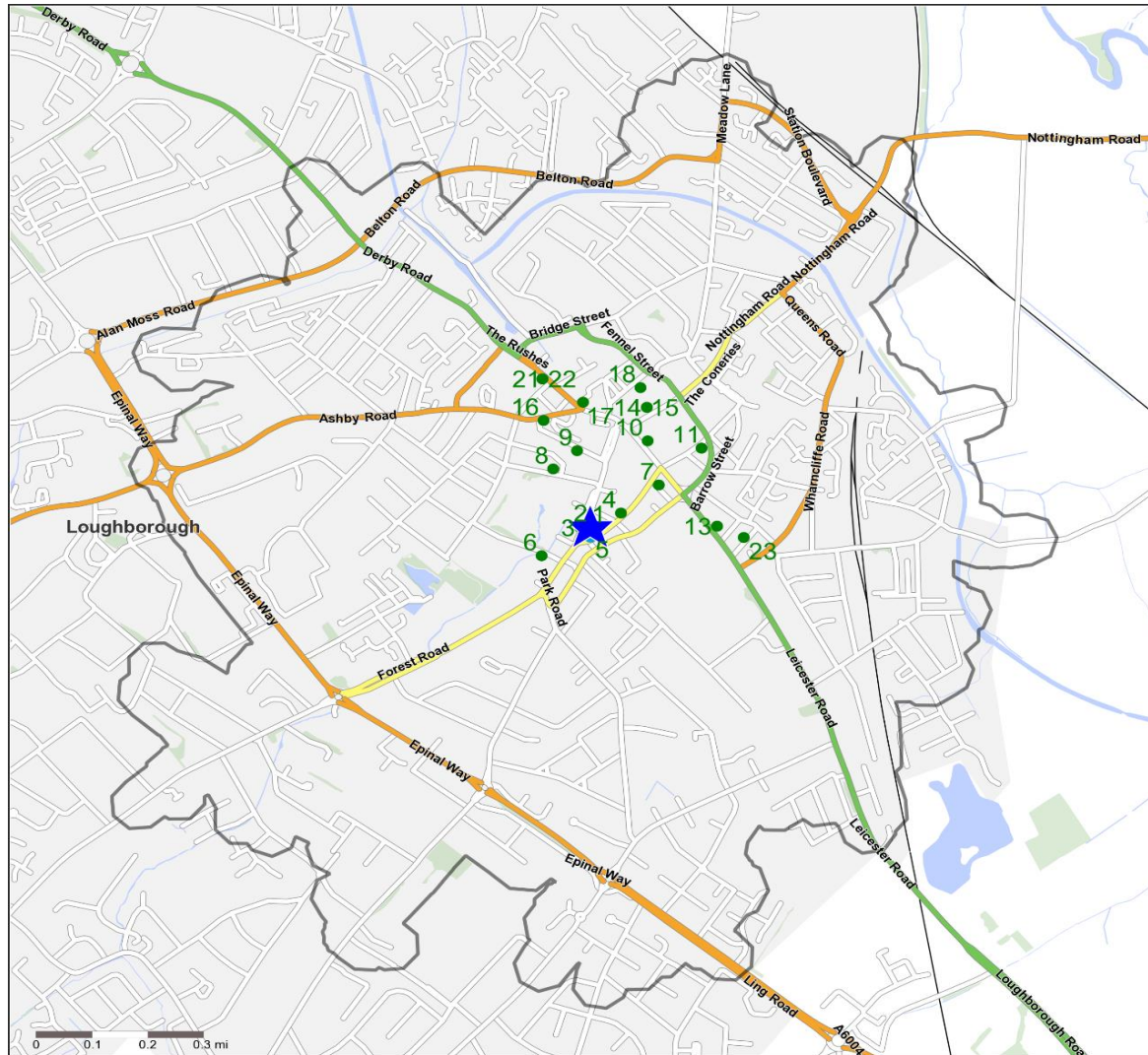
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

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	11,415	47.3	156		3,058	12.7	77		7,443	30.9	59	
Male: Alone	9,518	39.5	133		6,861	28.4	182		5,537	23.0	43	
Male: Group	3,693	15.3	67		11,499	47.7	182		6,724	27.9	56	
Male: Pair	8,349	34.6	133		4,212	17.5	115		9,355	38.8	68	
Mixed Sex: Group	13,548	56.2	246		3,059	12.7	40		5,309	22.0	50	
Mixed Sex: Pair	9,396	39.0	166		7,515	31.2	96		5,005	20.7	49	
With Children	7,254	30.1	104		2,056	8.5	51		12,606	52.3	99	
Unknown	9,294	38.5	117		3,681	15.3	85		8,941	37.1	77	
For Eating:												
Upmarket	11,180	46.3	151		6,384	26.5	127		4,352	18.0	38	
Midmarket	14,581	60.4	176		2,070	8.6	95		5,265	21.8	39	
Downmarket	8,944	37.1	167		6,341	26.3	75		6,631	27.5	66	
For Drinking (monthly spend):												
Nothing	3,331	13.8	46		5,161	21.4	91		13,424	55.7	124	
Low (less than £10)	2,359	9.8	33		5,225	21.7	92		14,331	59.4	131	
Medium (Between £10 and £40)	6,019	25.0	82		926	3.8	22		14,971	62.1	123	
High (Greater than £40)	5,968	24.7	96		2,101	8.7	42		13,847	57.4	110	

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	71,201	27.0	89	35,886	13.6	83	149,036	56.5	108
Male: Alone	82,818	31.4	105	41,412	15.7	101	131,894	50.0	94
Male: Group	53,364	20.2	88	78,263	29.6	113	124,497	47.2	95
Male: Pair	70,079	26.5	102	46,516	17.6	116	139,529	52.9	92
Mixed Sex: Group	62,841	23.8	104	81,692	30.9	97	111,590	42.3	96
Mixed Sex: Pair	86,999	33.0	141	66,876	25.3	78	102,249	38.7	91
With Children	83,233	31.5	109	47,303	17.9	106	125,588	47.6	90
Unknown	89,001	33.7	103	36,741	13.9	78	130,381	49.4	103
For Eating:									
Upmarket	90,241	34.2	112	46,616	17.7	85	119,266	45.2	96
Midmarket	81,864	31.0	90	18,004	6.8	76	156,257	59.2	107
Downmarket	72,612	27.5	124	104,634	39.6	114	78,878	29.9	72
For Drinking (monthly spend):									
Nothing	65,513	24.8	82	74,664	28.3	120	115,948	43.9	98
Low (less than £10)	86,966	32.9	110	61,148	23.2	99	108,009	40.9	90
Medium (Between £10 and £40)	87,111	33.0	108	29,659	11.2	63	139,354	52.8	105
High (Greater than £40)	51,438	19.5	75	54,851	20.8	101	149,836	56.8	109

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	Custard Bar, LE11 3HB	Independent Free	0.0	1.8
2	Kelso, LE11 3HA	Orange Tree Group	0.0	1.8
3	Moon & Bell, LE11 3HA	Wetherspoon	0.0	1.8
4	Print Room Cafe Bar, LE11 2TZ	Independent Free	1.5	0.5
5	Orange Tree, LE11 2TP	Star Pubs & Bars	1.5	0.7
6	Browns Lane Restaurant, LE11 3HE	Independent Free	2.7	2.0
7	Organ Grinder, LE11 2TY	*Other Small Retail Groups	3.3	1.0
8	Banter, LE11 3DU	Independent Free	3.3	1.4
9	Wild Lime, LE11 3EP	*Other Small Retail Groups	4.2	2.2
10	Fernandos, LE11 2PY	Independent Free	5.1	0.9
11	Wig And Gravel, LE11 1BE	Independent Free	5.7	1.1
12	Phantom, LE11 2AG	Stonegate Pub Company	6.0	1.4
13	Royal Oak, LE11 2AG	New River Retail	6.0	1.4
14	Revolution, LE11 1TG	Inventive Leisure	6.0	1.6
15	Rose & Crown, LE11 1TG	Marston's	6.0	1.6
16	Griffin Inn, LE11 5AA	Marston's	6.0	2.0
17	Bell Foundry, LE11 5BL	Ei Group	6.3	2.2
18	Goodliffes, LE11 1UE	Independent Free	6.9	1.8
19	Amber Rooms, LE11 5BE	Wetherspoon	8.2	2.0
20	Needle & Pin, LE11 5BE	Independent Free	8.2	2.0