

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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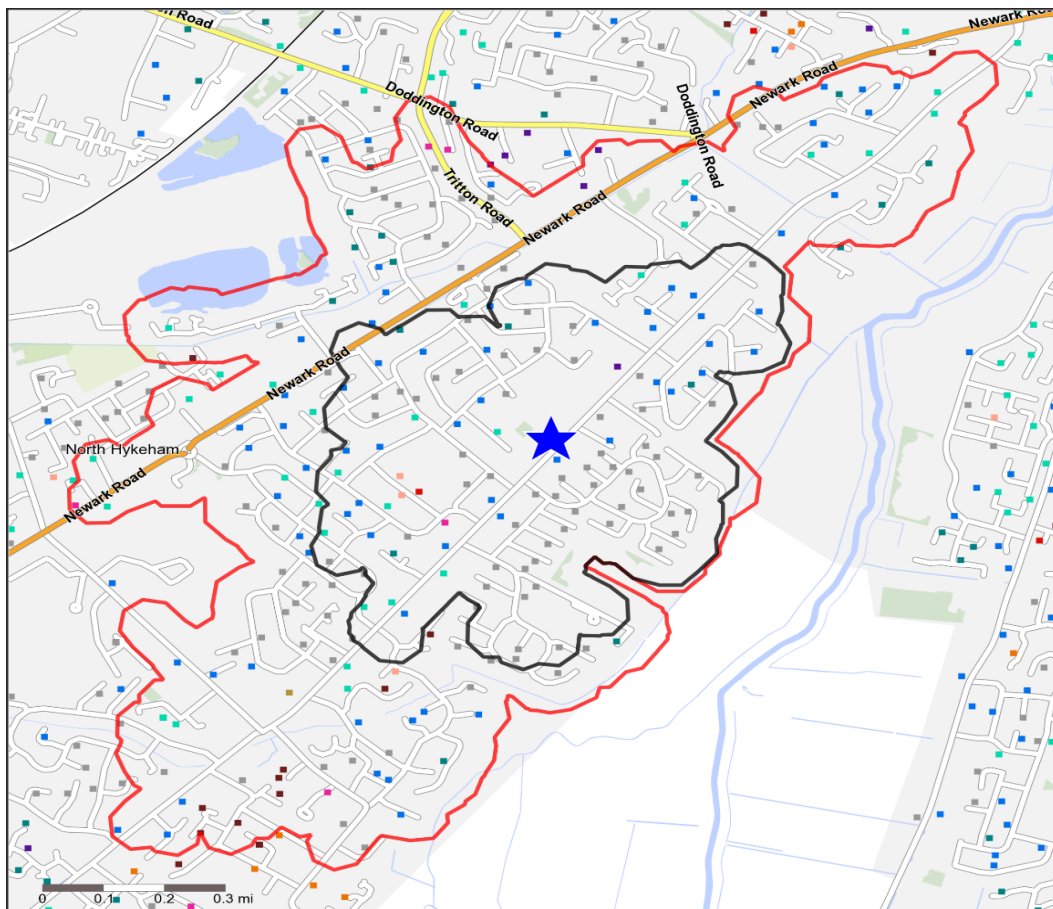
Number of Pubs	1	3	154
Catchment Adults 18+	3,514	9,104	155,300
Catchment Adults 18+ Per Pub	3,514	3,035	1,008
Populaton Projection 2018 to 2028 (% change)	3.79%	4.77%	5.31%

		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	2,399	68.3	132	1	High Street Pub	6,419	70.5	136	1	High Street Pub	99,450	64.0	124
2	Premium Local	1,760	50.1	107	2	Premium Local	4,797	52.7	113	2	Community Pub	78,779	50.7	109
3	Community Pub	1,355	38.6	61	3	Community Pub	3,836	42.1	67	3	Premium Local	73,717	47.5	75
4	Great Pub Great Food	1,218	34.7	268	4	Great Pub Great Food	3,114	34.2	265	4	Great Pub Great Food	45,301	29.2	226
5	Bit of Style	383	10.9	27	5	Bit of Style	1,735	19.1	47	5	Bit of Style	42,782	27.5	68
6	Circuit Bar	242	6.9	26	6	Circuit Bar	986	10.8	40	6	Circuit Bar	33,674	21.7	81
7	Craft Led	142	4.0	39	7	Craft Led	422	4.6	45	7	Craft Led	21,091	13.6	132

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	207	5.9	67	561	6.2	70	11,607	7.5	85
C1	345	9.8	80	963	10.6	86	18,905	12.2	99
C2	301	8.6	104	814	8.9	108	13,350	8.6	104
DE	215	6.1	59	641	7.0	68	16,531	10.6	103

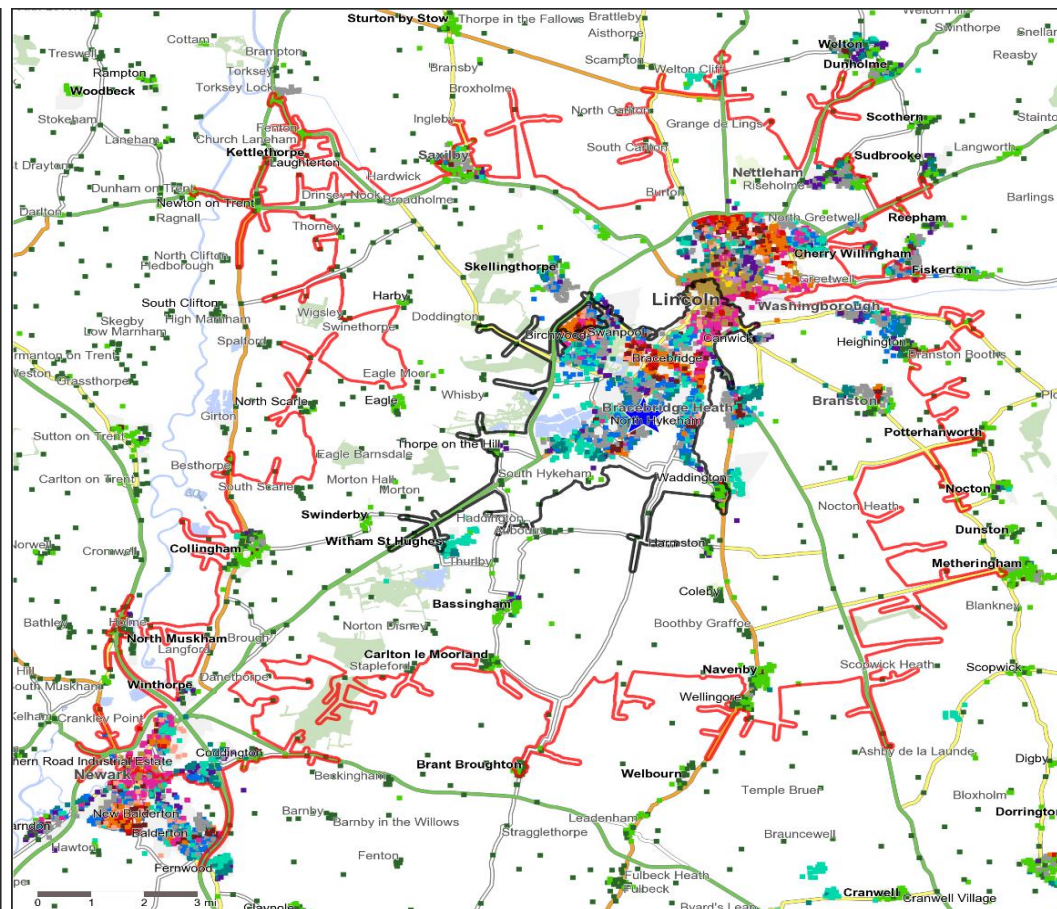
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	566	16.1	49	1,909	21.0	63	64,941	41.8	126
Medium (7-13)	2,314	65.9	199	5,430	59.6	180	55,786	35.9	108
High (14-19)	347	9.9	35	997	11.0	39	20,404	13.1	46

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

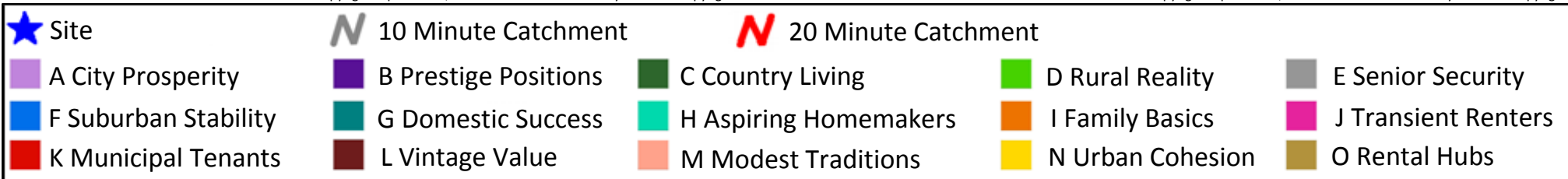


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0	8	171
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	71
B06	Diamond Days	0	0	0	263
B07	Alpha Families	0	5	59	648
B08	Bank of Mum and Dad	0	10	339	865
B09	Empty-Nest Adventure	19	33	627	2,343
C10	Wealthy Landowners	0	0	14	557
C11	Rural Vogue	0	0	163	1,898
C12	Scattered Homesteads	0	0	40	1,275
C13	Village Retirement	0	0	436	3,741
D14	Satellite Settlers	0	0	416	8,153
D15	Local Focus	0	0	96	1,626
D16	Outlying Seniors	0	0	181	2,829
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	14	190	1,359
E19	Bungalow Heaven	996	2,104	6,235	14,670
E20	Classic Grandparents	332	680	1,553	1,961
E21	Solo Retirees	304	568	1,416	2,165
F22	Boomerang Boarders	361	681	1,453	2,498
F23	Family Ties	55	152	423	669
F24	Fledgling Free	423	951	3,285	4,554
F25	Dependable Me	264	686	2,104	3,625
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	21	1,251
G28	Modern Parents	0	344	1,854	5,208
G29	Mid-Career Convention	205	474	1,026	4,446
H30	Primary Ambitions	0	27	343	923
H31	Affordable Fringe	209	575	3,131	4,302
H32	First-Rung Futures	78	312	3,695	5,718
H33	Contemporary Starts	100	387	3,623	10,012
H34	New Foundations	0	100	359	615
H35	Flying Solo	0	46	1,147	1,487

		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	4	71	210
I37	Budget Generations	0	42	872	1,688
I38	Economical Families	0	0	504	1,244
I39	Families on a Budget	0	49	2,543	6,977
J40	Value Rentals	0	45	642	1,782
J41	Youthful Endeavours	0	25	249	893
J42	Midlife Renters	21	67	1,956	5,279
J43	Renting Rooms	0	0	5,273	9,715
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	155	555
K47	Single Essentials	64	64	1,176	2,718
K48	Mature Workers	0	0	576	2,645
L49	Flatlet Seniors	0	0	1,161	1,910
L50	Pocket Pensions	25	257	1,032	2,491
L51	Retirement Communities	0	0	140	848
L52	Estate Veterans	0	129	628	2,399
L53	Seasoned Survivors	0	0	384	735
M54	Down-to-Earth Owners	46	46	412	792
M55	Back with the Folks	0	136	501	1,024
M56	Self Supporters	12	39	818	1,720
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	0	146	1,220
O61	Career Builders	0	0	2	774
O62	Central Pulse	0	0	38	263
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	52	552	1,838
O65	Learners & Earners	0	0	3,325	7,156
O66	Student Scene	0	0	1,931	2,975
U99	Unclassified	0	0	3,697	5,546
Total		3,514	9,104	63,021	155,300

Top 3 Mosaic Types in a 20 Minute Walktime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



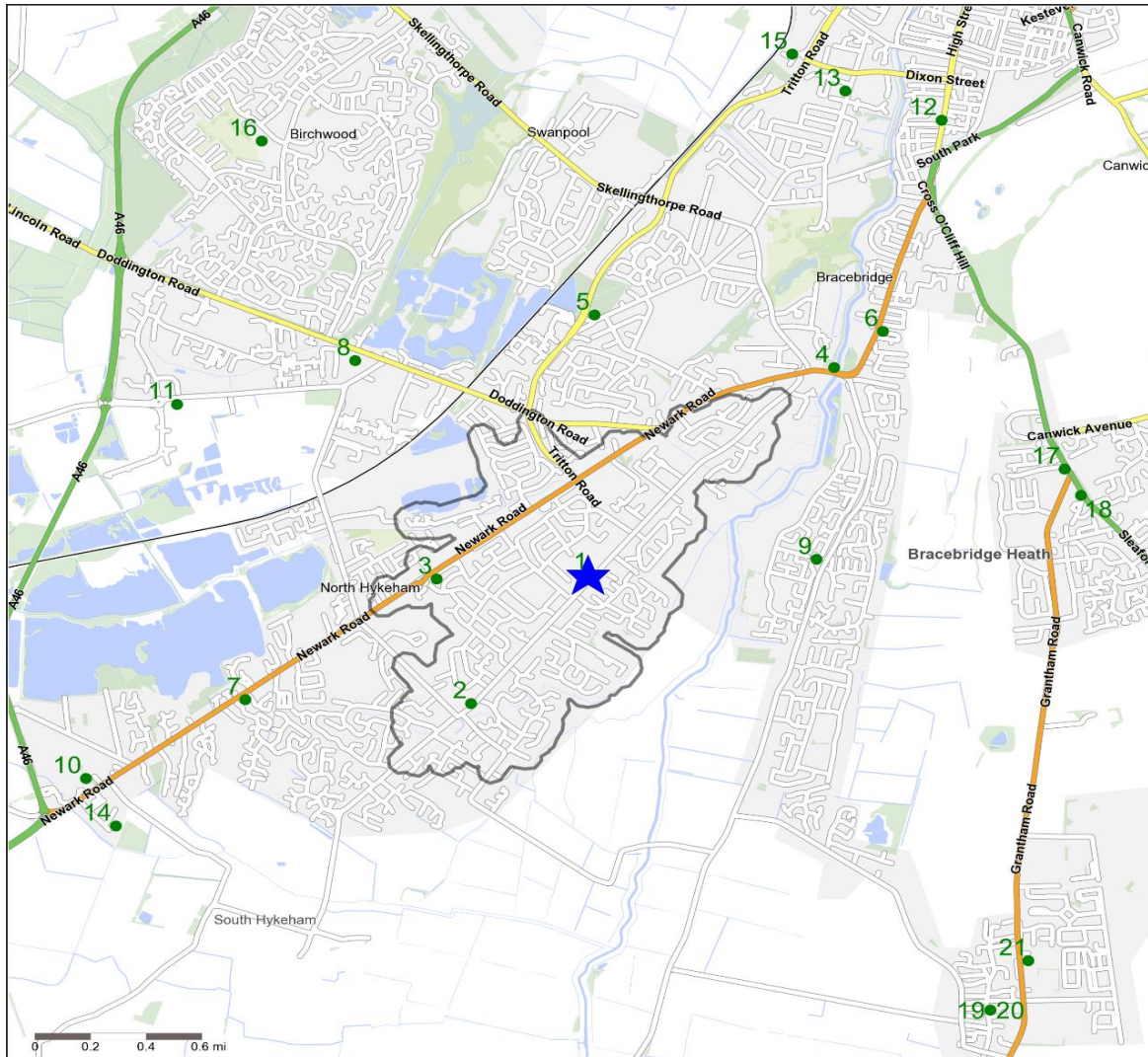
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	2,064	22.7	75	626	6.9	42	6,414	70.5	135	
Male: Alone	2,694	29.6	99	976	10.7	69	5,434	59.7	112	
Male: Group	2,512	27.6	121	3,581	39.3	150	3,012	33.1	67	
Male: Pair	2,114	23.2	89	1,705	18.7	123	5,286	58.1	101	
Mixed Sex: Group	1,087	11.9	52	4,249	46.7	146	3,769	41.4	94	
Mixed Sex: Pair	3,213	35.3	150	3,037	33.4	103	2,854	31.3	73	
With Children	1,824	20.0	69	998	11.0	65	6,282	69.0	130	
Unknown	1,772	19.5	59	718	7.9	44	6,615	72.7	152	
For Eating:										
Upmarket	2,583	28.4	93	653	7.2	34	5,868	64.5	136	
Midmarket	1,276	14.0	41	124	1.4	15	7,704	84.6	153	
Downmarket	4,028	44.2	199	3,691	40.5	116	1,385	15.2	37	
For Drinking (monthly spend):										
Nothing	2,417	26.5	88	4,038	44.4	188	2,649	29.1	65	
Low (less than £10)	3,155	34.7	116	3,909	42.9	183	2,041	22.4	49	
Medium (Between £10 and £40)	3,155	34.7	113	1,054	11.6	65	4,896	53.8	107	
High (Greater than £40)	1,425	15.7	60	2,098	23.0	112	5,581	61.3	117	

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	47,015	30.3	100	27,115	17.5	107	75,624	48.7	94	
Male: Alone	47,884	30.8	104	26,858	17.3	111	75,013	48.3	91	
Male: Group	28,599	18.4	81	54,887	35.3	135	66,268	42.7	86	
Male: Pair	35,341	22.8	87	25,538	16.4	108	88,876	57.2	100	
Mixed Sex: Group	41,994	27.0	118	59,699	38.4	120	48,061	30.9	70	
Mixed Sex: Pair	48,325	31.1	133	56,414	36.3	112	45,015	29.0	68	
With Children	43,416	28.0	97	27,036	17.4	103	79,303	51.1	96	
Unknown	43,476	28.0	85	25,133	16.2	90	81,146	52.3	109	
For Eating:										
Upmarket	42,140	27.1	89	29,734	19.1	92	77,881	50.1	106	
Midmarket	43,186	27.8	81	9,738	6.3	70	96,831	62.4	113	
Downmarket	37,895	24.4	110	67,748	43.6	125	44,112	28.4	68	
For Drinking (monthly spend):										
Nothing	28,490	18.3	61	53,099	34.2	145	68,165	43.9	98	
Low (less than £10)	32,599	21.0	70	53,873	34.7	148	63,283	40.7	90	
Medium (Between £10 and £40)	35,073	22.6	74	15,977	10.3	58	98,704	63.6	126	
High (Greater than £40)	25,358	16.3	63	21,963	14.1	69	102,433	66.0	126	

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	Lincoln Green, LN 6 8DL	Star Pubs & Bars	0.0	0.2
2	Harrows Inn, LN 6 8NH	Ei Group	13.3	2.1
3	Centurion, LN 6 8LB	Mitchells & Butlers	14.8	2.5
4	Plough, LN 6 8RJ	Marston's	24.4	3.8
5	Crown & Arrow, LN 6 7JJ	Greene King	30.2	4.5
6	Gate House Inn, LN 5 8QJ	Ei Group	30.2	4.8
7	Fox & Hounds, LN 6 9SP	Ei Group	31.7	4.4
8	Swan Holme, LN 6 3RX	Mitchells & Butlers	33.8	5.3
9	Crows Nest, LN 5 9TR	Ei Group	43.2	6.9
10	Game Keeper, LN 6 9NH	Greene King	45.0	5.8
11	Windmill Farm, LN 6 3QZ	Greene King	47.1	7.0
12	Golden Eagle, LN 5 8BD	Castle Rock	48.0	7.8
13	Victory Hotel, LN 6 7BB	*Other Small Retail Groups	49.2	8.2
14	Gateway Park, LN 6 9UH	Whittbread	49.5	6.6
15	Nosey Parker, LN 6 7AS	Greene King	55.2	7.7
16	Black Swan, LN 6 0QB	Independent Free	55.5	9.7
17	Bull, LN 4 2LA	Pub People Co Ltd	67.5	11.3
18	Blacksmiths Arms, LN 4 2NA	Independent Free	70.3	11.1
19	Horse & Jockey, LN 5 9RF	Star Pubs & Bars	73.0	9.5
20	Three Horseshoes, LN 5 9RF	Wellington	73.0	9.5