

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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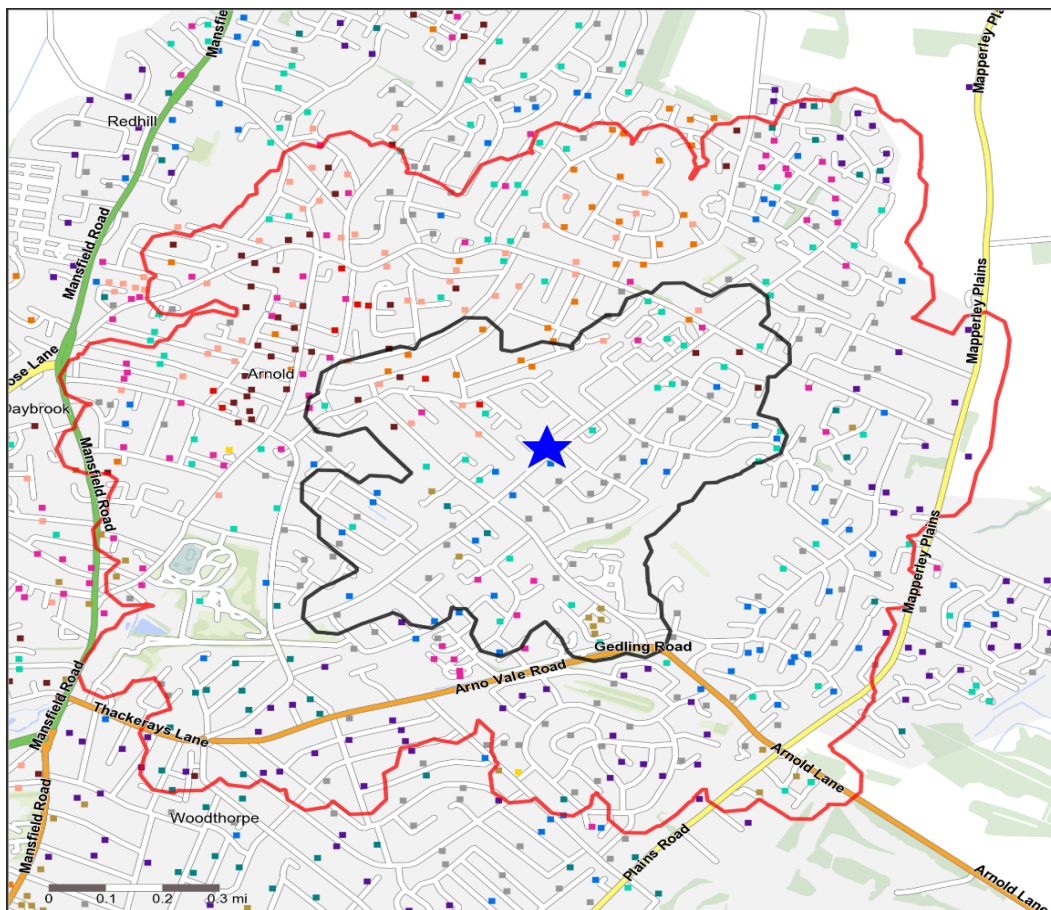
Number of Pubs	4	11	337
Catchment Adults 18+	4,408	18,240	363,963
Catchment Adults 18+ Per Pub	1,102	1,658	1,080
Populaton Projection 2018 to 2028 (% change)	7.31%	5.83%	5.99%

		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	3,827	86.8	168	1	High Street Pub	14,825	81.3	157	1	High Street Pub	290,540	79.8	154
2	Community Pub	3,403	77.2	166	2	Community Pub	13,329	73.1	157	2	Community Pub	240,433	66.1	142
3	Premium Local	1,743	39.5	63	3	Premium Local	8,065	44.2	70	3	Premium Local	121,747	33.5	53
4	Great Pub Great Food	804	18.2	141	4	Great Pub Great Food	5,551	30.4	235	4	Bit of Style	95,935	26.4	204
5	Circuit Bar	731	16.6	41	5	Bit of Style	2,814	15.4	38	5	Circuit Bar	78,755	21.6	54
6	Bit of Style	589	13.4	50	6	Circuit Bar	2,207	12.1	45	6	Great Pub Great Food	78,303	21.5	80
7	Craft Led	479	10.9	105	7	Craft Led	1,568	8.6	83	7	Craft Led	68,729	18.9	183

	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	296	6.7	76	1,498	8.2	93	26,588	7.3	83
C1	577	13.1	107	2,405	13.2	108	49,201	13.5	110
C2	429	9.7	118	1,617	8.9	107	28,619	7.9	95
DE	416	9.4	92	1,636	9.0	87	45,461	12.5	121

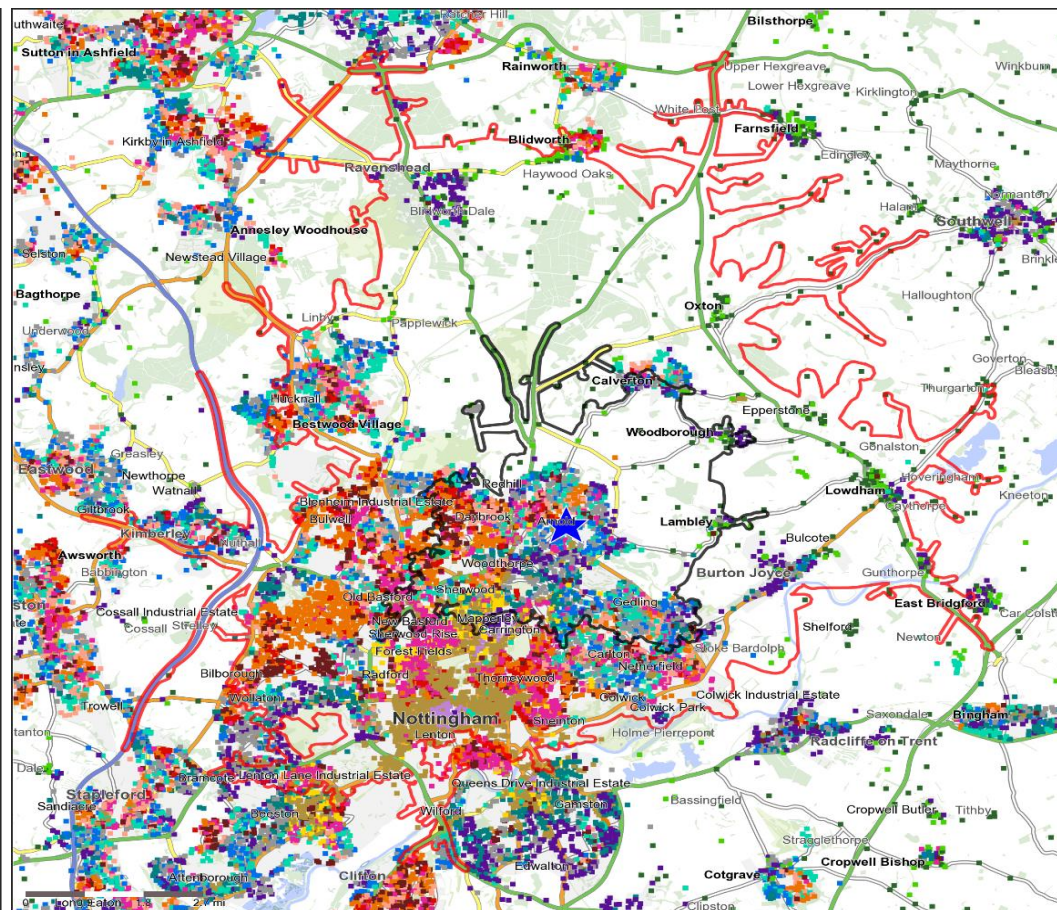
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,519	34.5	104	5,824	31.9	96	177,847	48.9	147
Medium (7-13)	2,172	49.3	149	8,295	45.5	137	103,720	28.5	86
High (14-19)	490	11.1	39	3,380	18.5	65	42,273	11.6	41

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	182
A02	Uptown Elite		0	0	197	1,888
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	845
B05	Premium Fortunes		0	42	88	886
B06	Diamond Days		0	53	710	2,590
B07	Alpha Families		0	7	422	2,702
B08	Bank of Mum and Dad		0	393	1,284	3,296
B09	Empty-Nest Adventure		27	1,169	3,230	8,218
C10	Wealthy Landowners		0	4	261	1,888
C11	Rural Vogue		0	2	63	289
C12	Scattered Homesteads		0	0	24	94
C13	Village Retirement		0	1	490	2,778
D14	Satellite Settlers		0	0	372	2,679
D15	Local Focus		0	0	24	604
D16	Outlying Seniors		0	0	166	558
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		127	1,013	2,772	4,810
E19	Bungalow Heaven		541	795	2,272	6,966
E20	Classic Grandparents		272	1,335	4,777	9,244
E21	Solo Retirees		329	1,156	3,198	7,997
F22	Boomerang Boarders		247	813	2,988	6,767
F23	Family Ties		8	34	539	2,049
F24	Fledgling Free		36	180	962	3,789
F25	Dependable Me		439	1,046	4,275	7,765
G26	Cafés and Catchments		0	0	290	820
G27	Thriving Independence		45	705	5,634	8,933
G28	Modern Parents		0	57	288	2,234
G29	Mid-Career Convention		8	257	1,656	3,806
H30	Primary Ambitions		94	169	1,650	4,990
H31	Affordable Fringe		189	548	2,339	8,930
H32	First-Rung Futures		398	1,102	4,911	11,303
H33	Contemporary Starts		0	218	1,026	4,648
H34	New Foundations		0	0	76	2,183
H35	Flying Solo		13	141	606	1,713

			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		98	307	981	2,103
I37	Budget Generations		127	374	1,581	4,035
I38	Economical Families		173	454	4,365	12,277
I39	Families on a Budget		56	175	3,577	30,859
J40	Value Rentals		0	24	1,096	3,409
J41	Youthful Endeavours		86	137	892	3,781
J42	Midlife Renters		234	1,522	4,640	11,938
J43	Renting Rooms		32	90	2,998	26,036
K44	Inner City Stalwarts		0	0	0	221
K45	City Diversity		0	0	0	269
K46	High Rise Residents		0	0	233	1,732
K47	Single Essentials		37	185	1,412	6,732
K48	Mature Workers		0	0	1,115	6,301
L49	Flatlet Seniors		0	578	1,467	6,287
L50	Pocket Pensions		125	150	939	4,879
L51	Retirement Communities		0	51	654	1,497
L52	Estate Veterans		75	161	1,098	3,149
L53	Seasoned Survivors		53	383	2,652	8,177
M54	Down-to-Earth Owners		94	113	1,525	3,348
M55	Back with the Folks		127	1,171	3,469	8,608
M56	Self Supporters		91	518	2,135	9,964
N57	Community Elders		0	0	71	1,632
N58	Culture & Comfort		0	0	0	382
N59	Large Family Living		0	0	21	2,900
N60	Ageing Access		0	33	2,682	5,093
O61	Career Builders		31	139	2,802	4,888
O62	Central Pulse		0	0	818	11,500
O63	Flexible Workforce		0	0	89	1,146
O64	Bus-Route Renters		197	423	1,593	4,303
O65	Learners & Earners		0	0	97	13,917
O66	Student Scene		0	0	319	17,529
U99	Unclassified		0	12	1,256	16,627
Total			4,409	18,240	94,167	363,963

Top 3 Mosaic Types in a 20 Minute Walktime

1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

2. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

3. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. O66 Student Scene

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



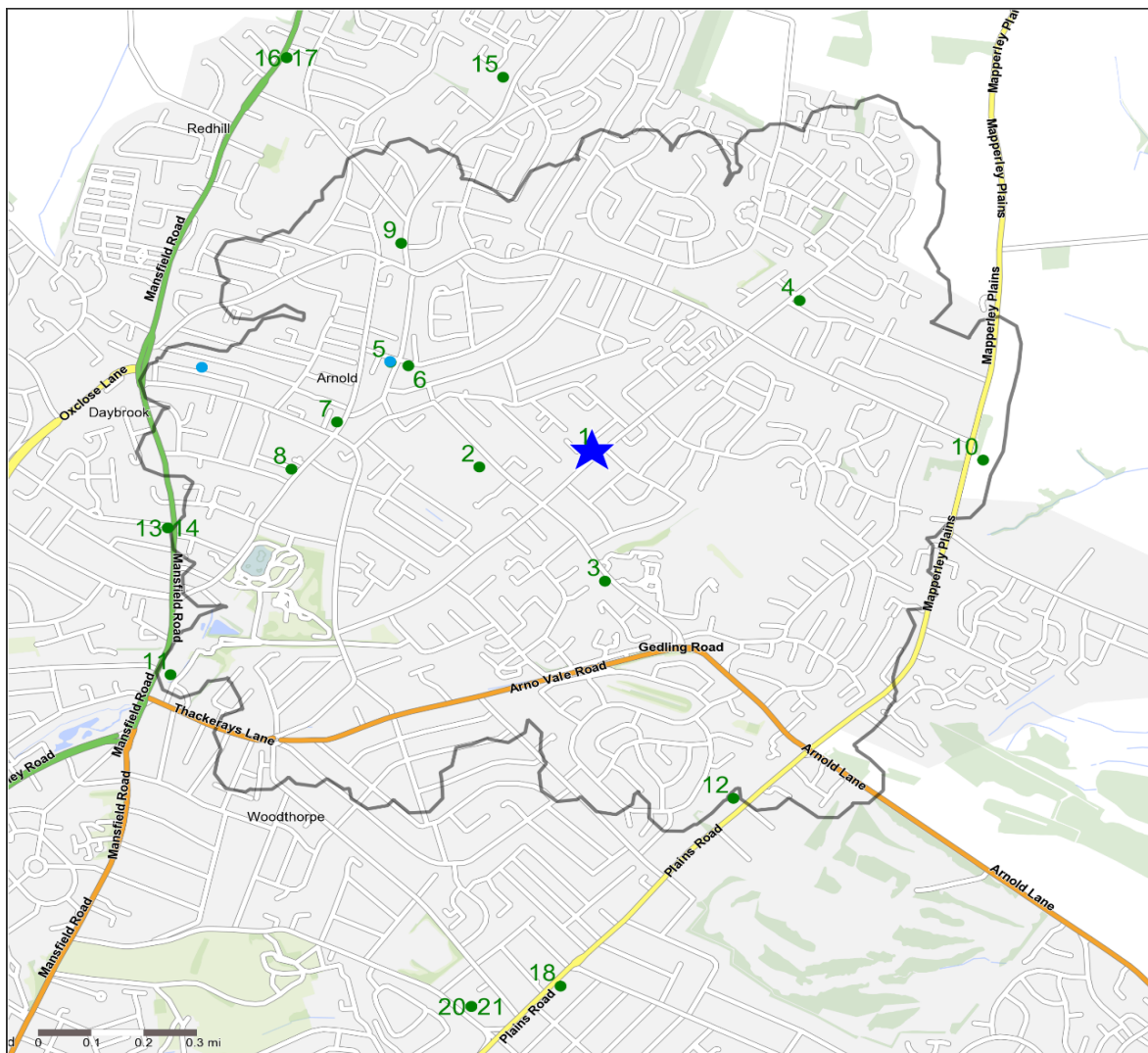
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

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	Target Customers
Female: Alone, Pair or Group	5,496	30.1	100	1,464	8.0	49	11,268	61.8	119	
Male: Alone	6,944	38.1	128	1,542	8.5	54	9,742	53.4	100	
Male: Group	5,519	30.3	132	5,027	27.6	105	7,681	42.1	85	
Male: Pair	5,668	31.1	119	4,749	26.0	171	7,811	42.8	75	
Mixed Sex: Group	4,192	23.0	101	4,621	25.3	79	9,415	51.6	118	
Mixed Sex: Pair	6,926	38.0	162	5,391	29.6	91	5,910	32.4	76	
With Children	6,914	37.9	131	1,553	8.5	51	9,761	53.5	101	
Unknown	3,316	18.2	55	4,255	23.3	130	10,657	58.4	122	
For Eating:										
Upmarket	4,713	25.8	84	3,488	19.1	92	10,027	55.0	116	
Midmarket	5,823	31.9	93	761	4.2	46	11,644	63.8	115	
Downmarket	6,659	36.5	164	6,893	37.8	108	4,676	25.6	62	
For Drinking (monthly spend):										
Nothing	5,929	32.5	107	4,591	25.2	107	7,707	42.3	94	
Low (less than £10)	6,408	35.1	118	4,840	26.5	113	6,980	38.3	84	
Medium (Between £10 and £40)	6,448	35.4	116	1,320	7.2	41	10,459	57.3	114	
High (Greater than £40)	4,352	23.9	92	2,778	15.2	74	11,097	60.8	116	

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	126,689	34.8	115	<div></div>	52,822	14.5	89	<div></div>	167,825	46.1	89	<div></div>
Male: Alone	121,303	33.3	112	<div></div>	82,011	22.5	144	<div></div>	144,021	39.6	74	<div></div>
Male: Group	82,958	22.8	100		121,181	33.3	127	<div></div>	143,197	39.3	79	<div></div>
Male: Pair	103,537	28.4	109	<div></div>	88,179	24.2	159	<div></div>	155,621	42.8	75	<div></div>
Mixed Sex: Group	138,329	38.0	166	<div></div>	60,541	16.6	52	<div></div>	148,466	40.8	93	<div></div>
Mixed Sex: Pair	110,835	30.5	130	<div></div>	135,546	37.2	115	<div></div>	100,956	27.7	65	<div></div>
With Children	119,762	32.9	114	<div></div>	59,128	16.2	97	<div></div>	168,446	46.3	87	<div></div>
Unknown	114,995	31.6	96	<div></div>	50,065	13.8	77	<div></div>	182,277	50.1	105	<div></div>
For Eating:												
Upmarket	112,164	30.8	101	<div></div>	86,069	23.6	114	<div></div>	149,103	41.0	87	<div></div>
Midmarket	156,468	43.0	125	<div></div>	41,189	11.3	125	<div></div>	149,679	41.1	74	<div></div>
Downmarket	113,851	31.3	141	<div></div>	135,471	37.2	107	<div></div>	98,013	26.9	65	<div></div>
For Drinking (monthly spend):												
Nothing	86,881	23.9	79	<div></div>	97,641	26.8	114	<div></div>	162,815	44.7	100	<div></div>
Low (less than £10)	77,072	21.2	71	<div></div>	70,535	19.4	83	<div></div>	199,729	54.9	121	<div></div>
Medium (Between £10 and £40)	101,348	27.8	91	<div></div>	39,347	10.8	61	<div></div>	206,641	56.8	113	<div></div>
High (Greater than £40)	82,208	22.6	87	<div></div>	58,904	16.2	79	<div></div>	206,224	56.7	108	<div></div>

Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Major Oak, NG 5 7JA	Star Pubs & Bars	0.0	0.2
2	Friar Tuck, NG 5 6NW	Greene King	5.4	1.1
3	Arrow, NG 5 6NY	Greene King	6.0	1.2
4	Eagle, NG 5 8AD	Greene King	10.6	2.4
5	Horse & Jockey, NG 5 7EB	Star Pubs & Bars	11.2	2.4
6	Cross Keys, NG 5 7EJ	Stonegate Pub Company	11.8	2.6
7	Ernehale, NG 5 6JN	Wetherspoon	12.7	2.5
8	Greyhound, NG 5 6LA	Ei Group	13.9	3.5
9	Robin Hood & Little John, NG 5 8FD	Everards	16.3	3.5
10	Travellers Rest, NG 3 5RT	Greene King	18.7	3.2
11	Vale Hotel, NG 5 3GG	Greene King	19.9	4.4
12	Tree Tops Hotel, NG 3 5RF	Greene King	20.2	4.0
13	Abdication, NG 5 6BH	Independent Free	20.5	4.8
14	Coopers Brook, NG 5 6BH	Greene King	20.5	4.8
15	Longbow, NG 5 8FQ	Star Pubs & Bars	24.7	4.9
16	Ram Inn, NG 5 8JY	Mitchells & Butlers	26.9	5.2
17	Waggon & Horses, NG 5 8JY	Star Pubs & Bars	26.9	5.2
18	Copper, NG 3 5QS	Great Northern Inns	29.9	6.2
19	Bread & Bitter, NG 3 5JL	Castle Rock	31.1	6.1
20	Plainsman, NG 3 5JL	Greene King	31.1	6.1