

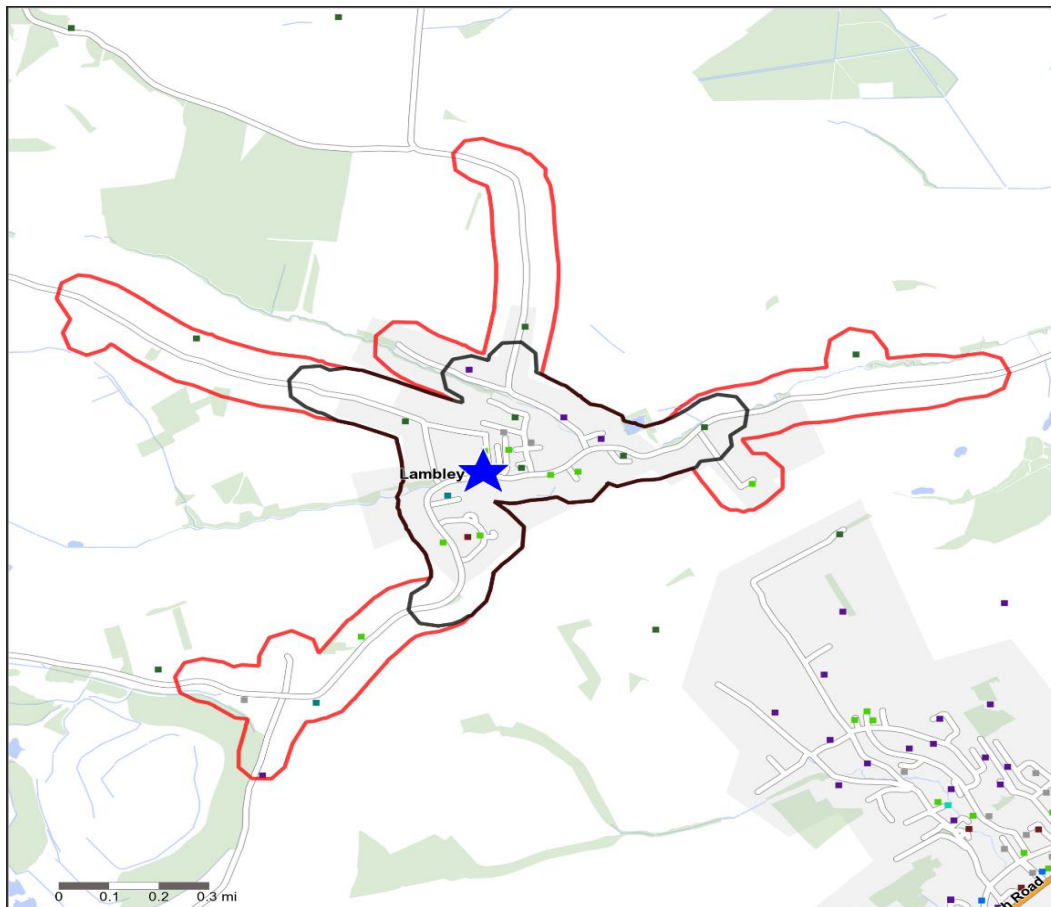
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	3	161
Catchment Adults 18+	656	837	234,532
Catchment Adults 18+ Per Pub	219	279	1,457
Populaton Projection 2018 to 2028 (% change)	5.29%	5.45%	5.79%

		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		Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	454	69.2	134	<div></div>	1	Premium Local	599	71.6	138	<div></div>	1	High Street Pub	179,132	76.4	147	<div></div>	1	High Street Pub	179,132	76.4	147	<div></div>
2	Premium Local	454	69.2	148	<div></div>	2	Great Pub Great Food	579	69.2	148	<div></div>	2	Community Pub	150,907	64.3	138	<div></div>	2	Community Pub	150,907	64.3	138	<div></div>
3	High Street Pub	187	28.5	45	<div></div>	3	High Street Pub	244	29.2	46	<div></div>	3	Premium Local	96,953	41.3	66	<div></div>	3	Premium Local	96,953	41.3	66	<div></div>
4	Community Pub	158	24.1	186	<div></div>	4	Community Pub	192	22.9	177	<div></div>	4	Great Pub Great Food	69,390	29.6	229	<div></div>	4	Great Pub Great Food	69,390	29.6	229	<div></div>
5	Bit of Style	29	4.4	11	<div></div>	5	Bit of Style	66	7.9	20	<div></div>	5	Bit of Style	50,215	21.4	53	<div></div>	5	Bit of Style	50,215	21.4	53	<div></div>
6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	13	1.6	6	<div></div>	6	Circuit Bar	36,234	15.4	58	<div></div>	6	Circuit Bar	36,234	15.4	58	<div></div>
7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	28,460	12.1	118	<div></div>	7	Craft Led	28,460	12.1	118	<div></div>

	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	61	9.3	105	79	9.4	107	19,668	8.4	95
C1	78	11.9	97	99	11.8	96	31,175	13.3	108
C2	49	7.5	90	66	7.9	96	19,671	8.4	102
DE	37	5.6	55	47	5.6	55	27,291	11.6	113

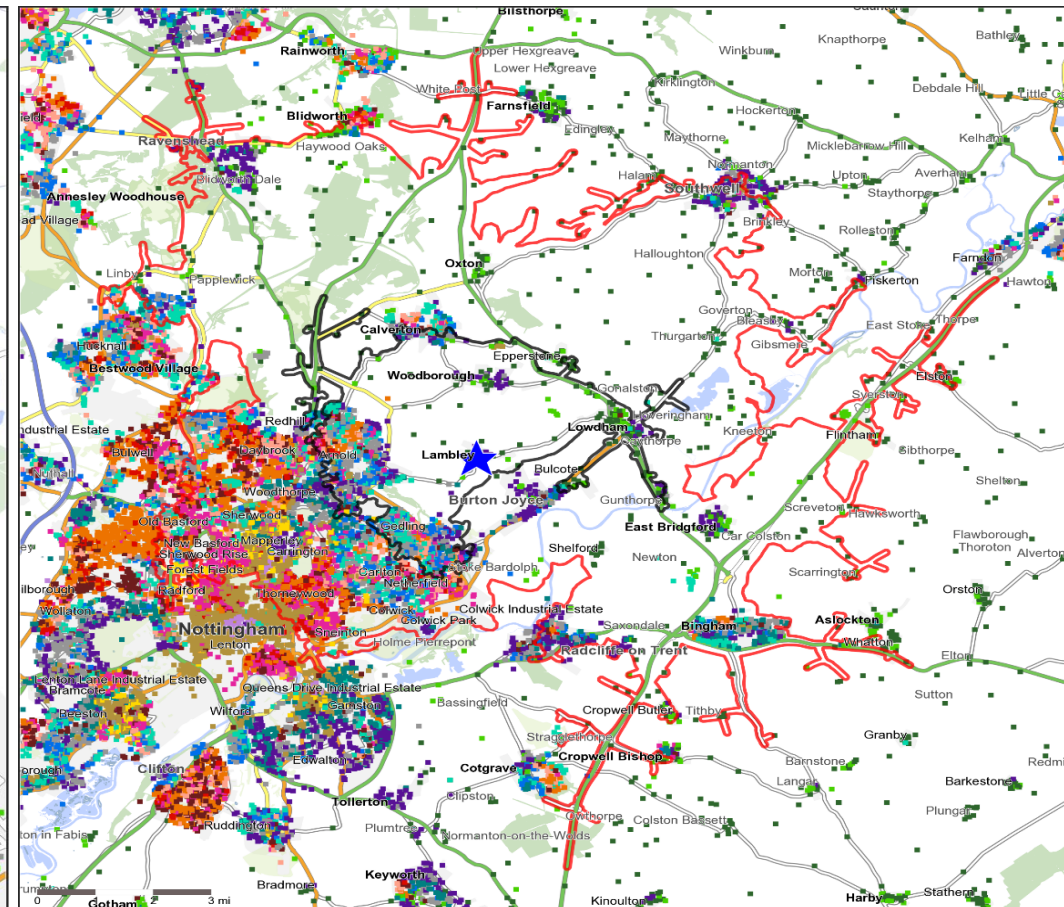
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	80	12.2	37	99	11.8	36	103,455	44.1	133
Medium (7-13)	222	33.8	102	287	34.3	103	78,300	33.4	101
High (14-19)	306	46.6	164	391	46.7	164	38,814	16.5	58

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	0	815
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	133
	B05	Premium Fortunes	0	0	51	738
	B06	Diamond Days	11	12	479	2,005
	B07	Alpha Families	53	68	659	4,007
	B08	Bank of Mum and Dad	9	17	953	2,315
	B09	Empty-Nest Adventure	0	6	2,315	7,825
	C10	Wealthy Landowners	29	42	605	3,590
	C11	Rural Vogue	7	12	75	643
	C12	Scattered Homesteads	0	0	7	181
	C13	Village Retirement	150	185	1,590	3,665
	D14	Satellite Settlers	167	185	1,111	3,861
	D15	Local Focus	0	0	183	862
	D16	Outlying Seniors	137	154	242	968
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	1,159	3,799
	E19	Bungalow Heaven	43	52	1,658	6,018
	E20	Classic Grandparents	0	0	3,295	7,694
	E21	Solo Retirees	0	0	2,035	5,925
	F22	Boomerang Boarders	0	0	2,140	5,612
	F23	Family Ties	0	0	223	1,620
	F24	Fledgling Free	0	0	829	2,374
	F25	Dependable Me	0	6	2,398	6,744
	G26	Cafés and Catchments	0	0	0	392
	G27	Thriving Independence	0	0	1,307	6,463
	G28	Modern Parents	0	17	379	1,678
	G29	Mid-Career Convention	29	35	1,186	5,554
	H30	Primary Ambitions	0	0	281	3,429
	H31	Affordable Fringe	0	0	1,536	6,200
	H32	First-Rung Futures	0	0	2,897	8,797
	H33	Contemporary Starts	0	10	831	5,124
	H34	New Foundations	0	3	48	724
	H35	Flying Solo	0	0	281	1,062

			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	8	390	1,837
	I37	Budget Generations	0	0	380	2,435
	I38	Economical Families	0	0	1,182	7,928
	I39	Families on a Budget	0	0	407	12,611
	J40	Value Rentals	0	0	313	2,066
	J41	Youthful Endeavours	0	0	211	2,411
	J42	Midlife Renters	0	0	1,802	9,203
	J43	Renting Rooms	0	0	43	17,808
	K44	Inner City Stalwarts	0	0	0	69
	K45	City Diversity	0	0	0	21
	K46	High Rise Residents	0	0	0	892
	K47	Single Essentials	0	0	155	4,623
	K48	Mature Workers	0	0	0	2,515
	L49	Flatlet Seniors	0	0	399	3,092
	L50	Pocket Pensions	21	24	570	2,720
	L51	Retirement Communities	0	0	257	1,444
	L52	Estate Veterans	0	0	275	1,862
	L53	Seasoned Survivors	0	0	326	4,936
	M54	Down-to-Earth Owners	0	0	224	2,339
	M55	Back with the Folks	0	0	1,548	6,561
	M56	Self Supporters	0	0	913	6,505
	N57	Community Elders	0	0	0	1,236
	N58	Culture & Comfort	0	0	0	275
	N59	Large Family Living	0	0	0	1,436
	N60	Ageing Access	0	0	61	4,417
	O61	Career Builders	0	0	227	4,109
	O62	Central Pulse	0	0	0	4,059
	O63	Flexible Workforce	0	0	0	922
	O64	Bus-Route Renters	0	0	813	3,625
	O65	Learners & Earners	0	0	0	2,241
	O66	Student Scene	0	0	0	2,648
	U99	Unclassified	0	0	877	4,869
Total			656	836	42,126	234,532

Top 3 Mosaic Types in a 20 Minute Walktime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. J42 Midlife Renters

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



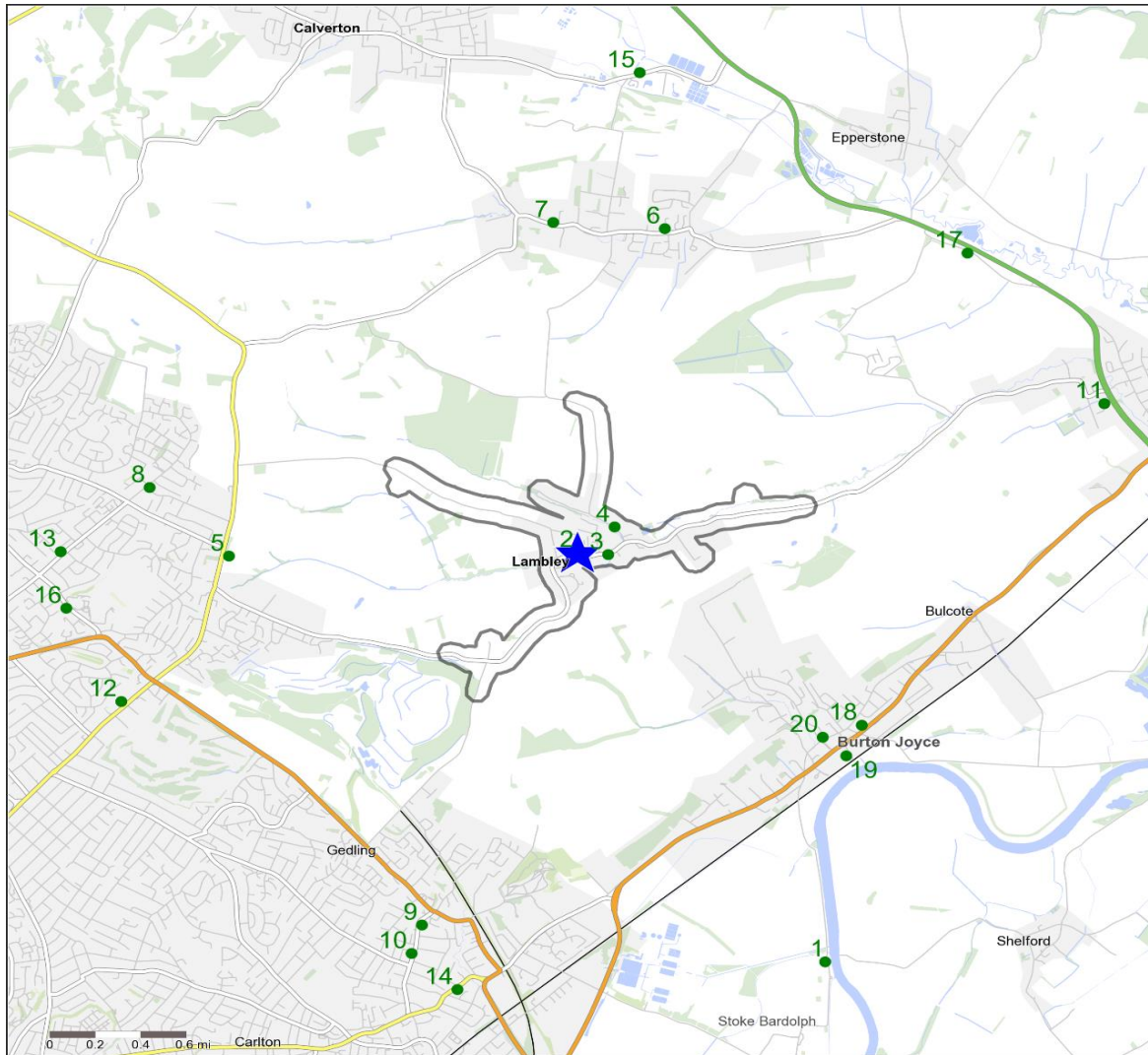
- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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	% of Population	Index
Female: Alone, Pair or Group	48	5.7	19	261	31.2	191	529	63.2	121			
Male: Alone	184	22.0	74	52	6.2	40	601	71.8	135			
Male: Group	30	3.6	16	288	34.4	131	519	62.0	125			
Male: Pair	24	2.9	11	9	1.1	7	804	96.1	167			
Mixed Sex: Group	20	2.4	10	646	77.2	242	171	20.4	47			
Mixed Sex: Pair	254	30.3	129	411	49.1	151	172	20.5	48			
With Children	17	2.0	7	65	7.8	46	754	90.1	170			
Unknown	245	29.3	89	26	3.1	17	566	67.6	141			
For Eating:												
Upmarket	62	7.4	24	96	11.5	55	679	81.1	172			
Midmarket	17	2.0	6	8	1.0	11	812	97.0	175			
Downmarket	6	0.7	3	299	35.7	102	532	63.6	153			
For Drinking (monthly spend):												
Nothing	179	21.4	71	152	18.2	77	506	60.5	135			
Low (less than £10)	272	32.5	109	417	49.8	212	148	17.7	39			
Medium (Between £10 and £40)	87	10.4	34	295	35.2	198	455	54.4	108			
High (Greater than £40)	40	4.8	18	89	10.6	52	707	84.5	162			

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	70,523	30.1	99	41,253	17.6	108	117,887	50.3	97
Male: Alone	79,588	33.9	114	41,459	17.7	113	108,616	46.3	87
Male: Group	53,517	22.8	100	74,390	31.7	121	101,756	43.4	87
Male: Pair	61,412	26.2	100	60,736	25.9	170	107,515	45.8	80
Mixed Sex: Group	75,377	32.1	141	52,750	22.5	70	101,535	43.3	99
Mixed Sex: Pair	65,306	27.8	119	91,357	39.0	120	73,000	31.1	73
With Children	81,737	34.9	120	37,486	16.0	95	110,439	47.1	89
Unknown	70,005	29.8	91	35,777	15.3	85	123,880	52.8	110
For Eating:									
Upmarket	64,169	27.4	89	60,869	26.0	125	104,625	44.6	94
Midmarket	89,944	38.4	112	18,868	8.0	89	120,851	51.5	93
Downmarket	63,964	27.3	123	89,361	38.1	109	76,338	32.5	78
For Drinking (monthly spend):									
Nothing	62,842	26.8	89	58,261	24.8	105	108,560	46.3	103
Low (less than £10)	63,636	27.1	91	48,642	20.7	88	117,385	50.1	110
Medium (Between £10 and £40)	66,959	28.6	93	33,702	14.4	81	129,002	55.0	109
High (Greater than £40)	49,455	21.1	81	44,637	19.0	93	135,571	57.8	111

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	Ferry Boat Inn, NG14 5HX	Greene King	0.0	14.3
2	Lambley, NG 4 4PN	Star Pubs & Bars	0.0	0.1
3	Robin Hood Inn, NG 4 4PP	Marston's	2.4	0.4
4	Woodlark Inn, NG 4 4QB	Independent Free	5.7	1.3
5	Travellers Rest, NG 3 5RT	Greene King	41.6	5.2
6	Nags Head, NG14 6DD	Greene King	44.7	6.7
7	Four Bells, NG14 6EA	Star Pubs & Bars	45.9	6.6
8	Eagle, NG 5 8AD	Greene King	46.5	6.8
9	Gedling, NG 4 3HL	Star Pubs & Bars	46.8	7.6
10	Willowbrook, NG 4 3HQ	Castle Rock	49.2	8.1
11	Worlds End, NG14 7AT	Marston's	51.3	6.5
12	Tree Tops Hotel, NG 3 5RF	Greene King	53.7	7.3
13	Major Oak, NG 5 7JA	Star Pubs & Bars	56.4	8.1
14	Inn For A Penny, NG 4 3GP	Greene King	56.7	9.9
15	Springwater Inn, NG14 6FZ	Independent Free	57.0	8.8
16	Arrow, NG 5 6NY	Greene King	63.6	8.7
17	Springfield Inn, NG14 7BZ	Mitchells & Butlers	70.6	8.2
18	Wheatsheaf Inn, NG14 5GB	Greene King	94.5	10.8
19	Famous Lord Nelson, NG14 5DN	Ei Group	99.5	11.6
20	Cross Keys, NG14 5DX	Ei Group	100.0	11.7