

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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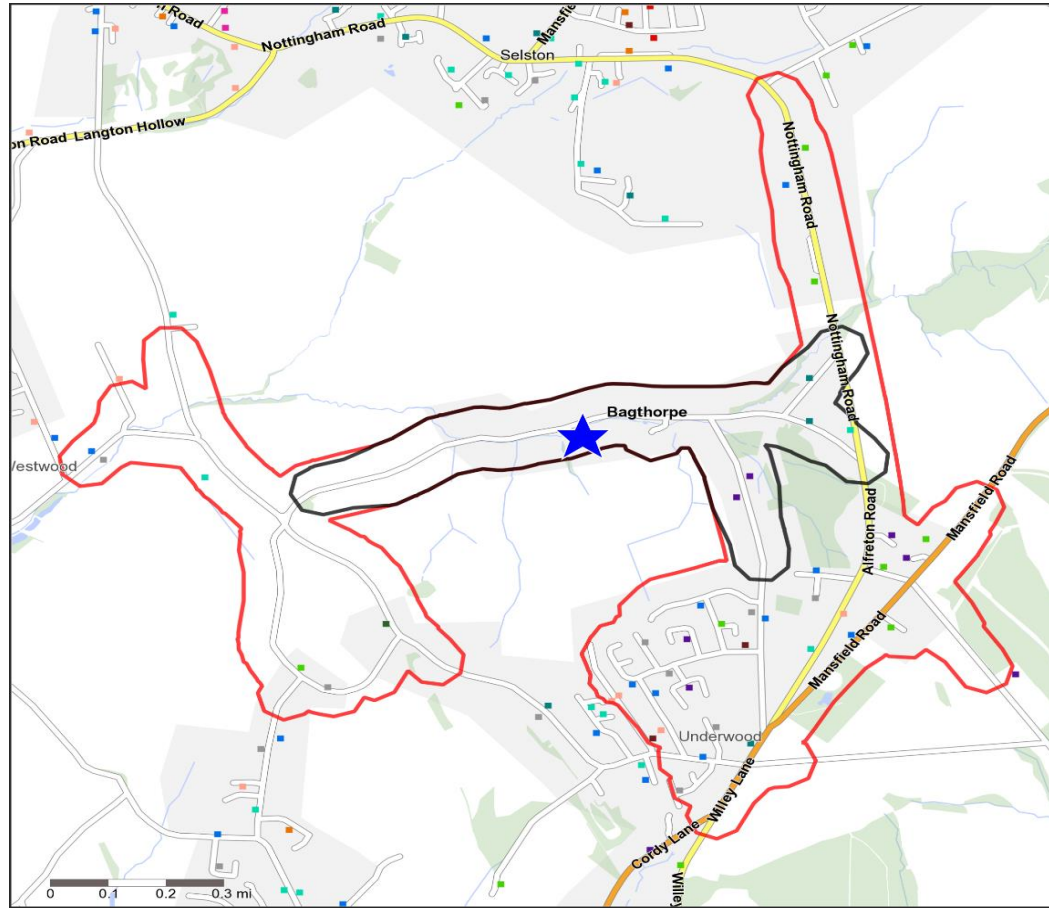
Number of Pubs	3	6	332
Catchment Adults 18+	271	1,931	356,660
Catchment Adults 18+ Per Pub	90	322	1,074
Populaton Projection 2020 to 2030 (% change)	8.68%	5.48%	5.98%

		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	Premium Local	271	100.0	190	1	High Street Pub	1,310	67.8	129	1	High Street Pub	299,167	83.9	160
2	Great Pub Great Food	221	81.5	174	2	Premium Local	1,175	60.8	130	2	Community Pub	258,507	72.5	155
3	Bit of Style	119	43.9	69	3	Great Pub Great Food	904	46.8	73	3	Premium Local	140,770	39.5	62
4	High Street Pub	119	43.9	307	4	Community Pub	803	41.6	290	4	Great Pub Great Food	87,268	24.5	171
5	Circuit Bar	50	18.5	46	5	Bit of Style	284	14.7	36	5	Bit of Style	65,564	18.4	46
6	Community Pub	50	18.5	64	6	Circuit Bar	155	8.0	28	6	Circuit Bar	37,568	10.5	37
7	Craft Led	50	18.5	163	7	Craft Led	155	8.0	71	7	Craft Led	21,884	6.1	54

	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	33	12.2	137	160	8.3	93	20,333	5.7	64
C1	20	7.4	60	185	9.6	78	39,303	11.0	90
C2	25	9.2	112	177	9.2	111	35,967	10.1	122
DE	17	6.3	61	161	8.3	81	49,735	13.9	135

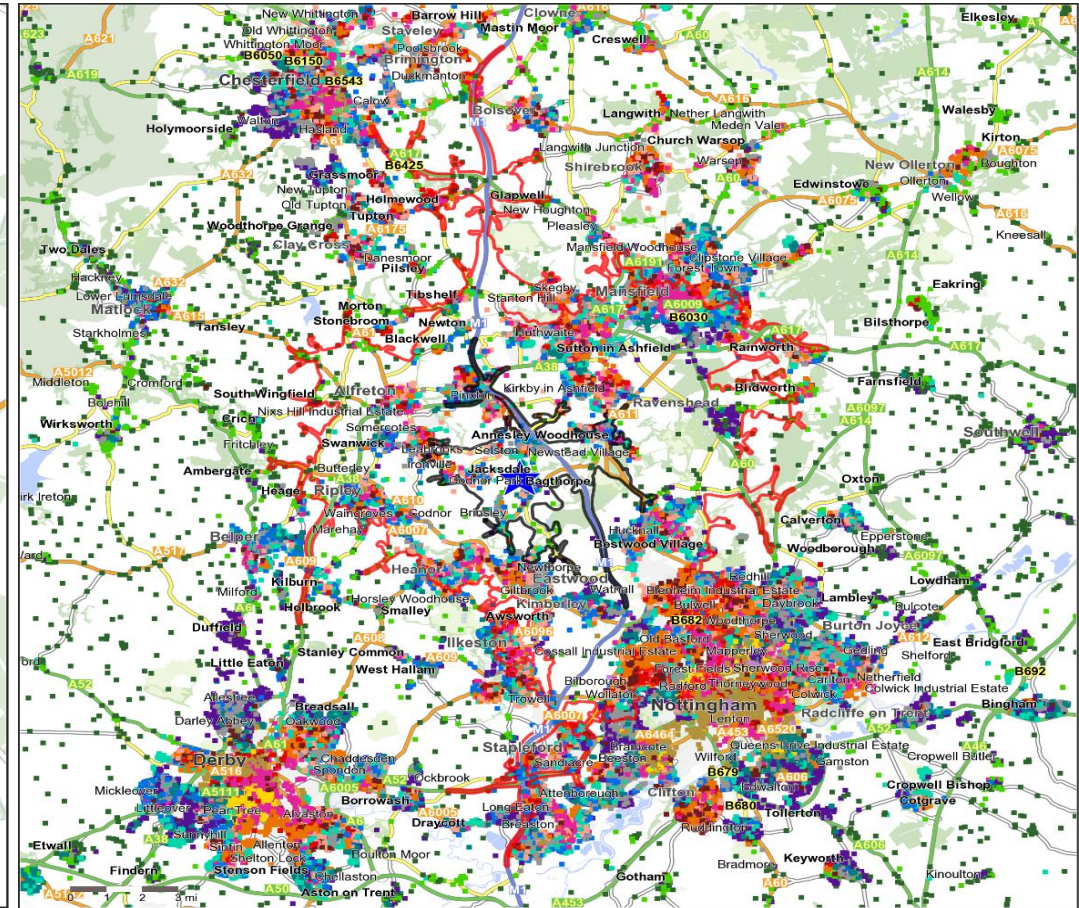
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	36	13.3	40	572	29.6	89	199,381	55.9	168
Medium (7-13)	77	28.4	85	791	41.0	123	116,823	32.8	99
High (14-19)	138	50.9	179	441	22.8	80	32,270	9.0	32

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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★ Site	N 10 Minute Catchment	N 20 Minute Catchment		
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs

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	0	0
A02	Uptown Elite	0	0	0	2	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	1	4	243	0	0
B06	Diamond Days	0	0	17	972	0	0
B07	Alpha Families	38	46	85	1,598	0	0
B08	Bank of Mum and Dad	9	11	101	1,951	0	0
B09	Empty-Nest Adventure	43	153	349	7,162	0	0
C10	Wealthy Landowners	53	64	101	1,394	0	0
C11	Rural Vogue	0	0	24	313	0	0
C12	Scattered Homesteads	0	0	16	117	0	0
C13	Village Retirement	0	1	102	1,573	0	0
D14	Satellite Settlers	9	33	159	3,572	0	0
D15	Local Focus	0	72	144	1,825	0	0
D16	Outlying Seniors	0	115	254	1,989	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	0	2,512	0	0
E19	Bungalow Heaven	0	240	2,805	18,127	0	0
E20	Classic Grandparents	0	0	83	6,213	0	0
E21	Solo Retirees	0	0	336	5,015	0	0
F22	Boomerang Boarders	0	47	524	6,802	0	0
F23	Family Ties	0	0	166	2,238	0	0
F24	Fledgling Free	0	403	3,130	18,879	0	0
F25	Dependable Me	0	117	1,149	10,317	0	0
G26	Cafés and Catchments	0	0	0	152	0	0
G27	Thriving Independence	0	0	0	1,112	0	0
G28	Modern Parents	0	0	254	7,076	0	0
G29	Mid-Career Convention	69	129	554	6,718	0	0
H30	Primary Ambitions	0	0	74	5,121	0	0
H31	Affordable Fringe	0	15	2,273	19,896	0	0
H32	First-Rung Futures	50	155	1,825	15,967	0	0
H33	Contemporary Starts	0	0	611	8,897	0	0
H34	New Foundations	0	0	15	1,323	0	0
H35	Flying Solo	0	0	27	893	0	0

				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	0	51	915	0	0
I37	Budget Generations	0	0	519	7,603	0	0
I38	Economical Families	0	0	293	19,168	0	0
I39	Families on a Budget	0	0	445	27,405	0	0
J40	Value Rentals	0	0	1,473	17,564	0	0
J41	Youthful Endeavours	0	0	13	3,672	0	0
J42	Midlife Renters	0	0	310	7,226	0	0
J43	Renting Rooms	0	0	0	17,590	0	0
K44	Inner City Stalwarts	0	0	0	12	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	4,287	0	0
K48	Mature Workers	0	0	720	13,078	0	0
L49	Flatlet Seniors	0	0	79	4,765	0	0
L50	Pocket Pensions	0	70	246	8,157	0	0
L51	Retirement Communities	0	0	0	283	0	0
L52	Estate Veterans	0	0	108	4,201	0	0
L53	Seasoned Survivors	0	0	160	8,606	0	0
M54	Down-to-Earth Owners	0	0	1,432	14,538	0	0
M55	Back with the Folks	0	0	627	9,653	0	0
M56	Self Supporters	0	259	2,389	22,582	0	0
N57	Community Elders	0	0	0	1,241	0	0
N58	Culture & Comfort	0	0	0	136	0	0
N59	Large Family Living	0	0	0	1,328	0	0
N60	Ageing Access	0	0	0	51	0	0
O61	Career Builders	0	0	0	104	0	0
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	0	0	0	61	0	0
O64	Bus-Route Renters	0	0	0	1,894	0	0
O65	Learners & Earners	0	0	0	162	0	0
O66	Student Scene	0	0	0	411	0	0
U99	Unclassified	0	0	0	0	0	0
Total				271	1,931	24,047	356,662

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

3. 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

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. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



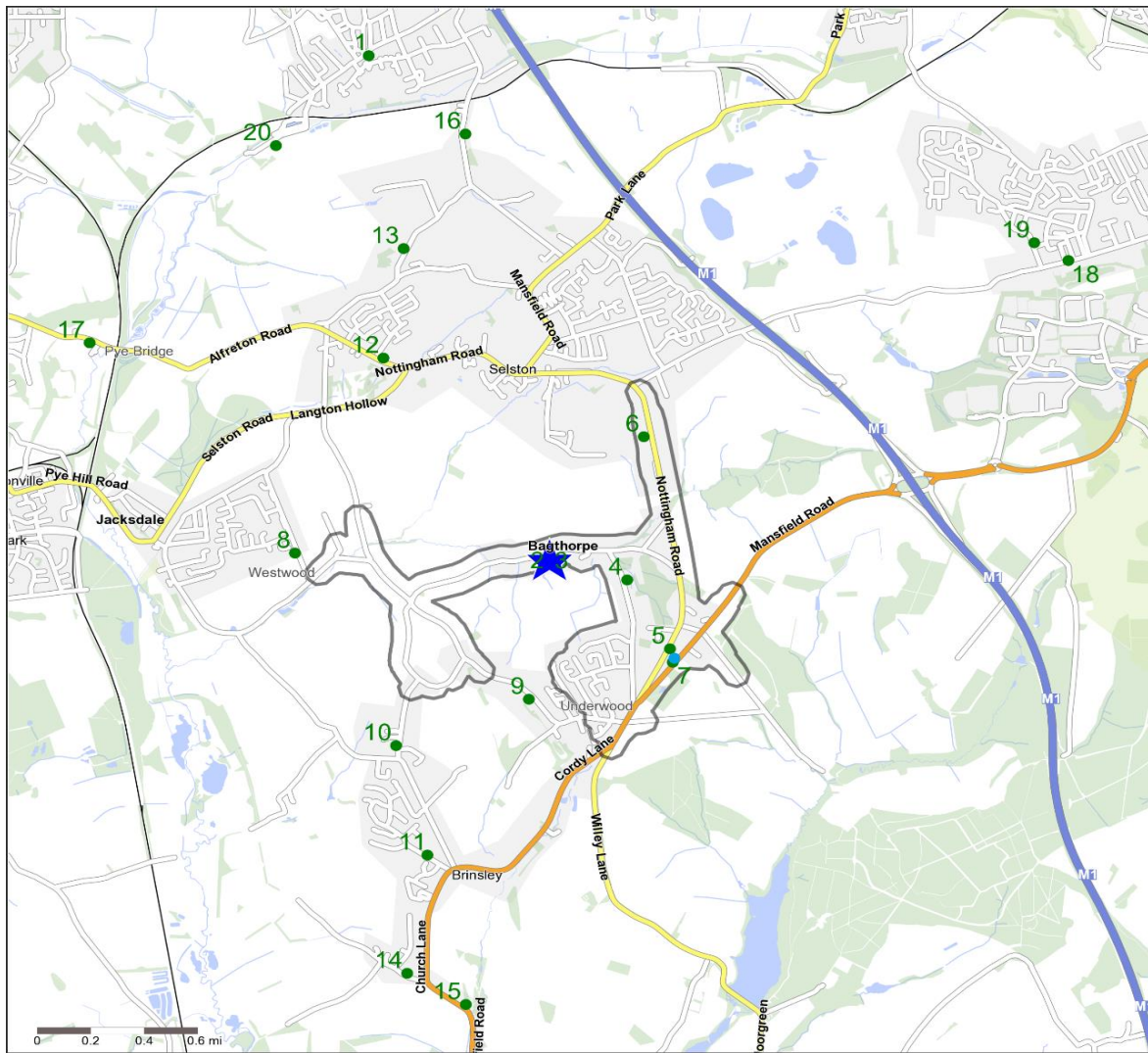
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	58	3.0	9	167	8.6	51	1,706	88.3	174			
Male: Alone	364	18.9	63	129	6.7	40	1,438	74.5	139			
Male: Group	249	12.9	56	712	36.9	137	969	50.2	100			
Male: Pair	133	6.9	26	531	27.5	179	1,268	65.7	112			
Mixed Sex: Group	26	1.3	5	637	33.0	103	1,267	65.6	152			
Mixed Sex: Pair	236	12.2	50	625	32.4	98	1,070	55.4	130			
With Children	170	8.8	30	460	23.8	136	1,301	67.4	128			
Unknown	250	12.9	37	0	0.0	0	1,681	87.1	186			
For Eating:												
Upmarket	203	10.5	33	46	2.4	11	1,682	87.1	189			
Midmarket	58	3.0	8	0	0.0	0	1,873	97.0	177			
Downmarket	582	30.1	130	978	50.6	144	370	19.2	46			
For Drinking (monthly spend):												
Nothing	260	13.5	44	967	50.1	213	703	36.4	80			
Low (less than £10)	357	18.5	62	979	50.7	213	595	30.8	66			
Medium (Between £10 and £40)	356	18.4	60	514	26.6	147	1,060	54.9	107			
High (Greater than £40)	211	10.9	41	612	31.7	153	1,108	57.4	109			

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	93,887	26.3	82	53,103	14.9	88	209,670	58.8	116
Male: Alone	114,564	32.1	108	64,679	18.1	109	177,417	49.7	93
Male: Group	82,193	23.0	101	111,990	31.4	116	162,476	45.6	91
Male: Pair	71,016	19.9	76	101,808	28.5	186	183,835	51.5	88
Mixed Sex: Group	88,785	24.9	101	92,603	26.0	81	175,271	49.1	114
Mixed Sex: Pair	81,414	22.8	94	137,065	38.4	116	138,180	38.7	91
With Children	138,765	38.9	131	86,939	24.4	139	130,955	36.7	70
Unknown	117,007	32.8	94	37,429	10.5	57	202,224	56.7	121
For Eating:									
Upmarket	74,071	20.8	65	82,786	23.2	107	199,803	56.0	121
Midmarket	104,754	29.4	81	32,887	9.2	101	219,019	61.4	112
Downmarket	135,971	38.1	164	152,964	42.9	122	67,724	19.0	46
For Drinking (monthly spend):									
Nothing	116,696	32.7	107	110,066	30.9	131	129,897	36.4	80
Low (less than £10)	84,540	23.7	80	98,925	27.7	117	173,195	48.6	104
Medium (Between £10 and £40)	83,255	23.3	76	59,338	16.6	92	214,066	60.0	117
High (Greater than £40)	48,138	13.5	51	99,144	27.8	134	209,377	58.7	111

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	Headstocks, NG16 6LH	Independent Free	0.0	12.5
2	Dixies Arms, NG16 5HF	Trust Inns Limited	0.0	0.3
3	Shepherds Rest, NG16 5HF	Star Pubs & Bars	0.0	0.3
4	Red Lion, NG16 5HD	Ei Group	6.0	1.8
5	Ginger Giraffe, NG16 5GB	Independent Free	16.0	3.2
6	White Lion, NG16 6AD	*Other Small Retail Groups	16.3	3.0
7	Sandhills Tavern, NG16 5FF	Star Pubs & Bars	19.0	3.8
8	Royal Oak, NG16 5HY	Independent Free	23.2	3.6
9	Hole In The Wall, NG16 5GQ	Mitchells & Butlers	23.2	3.7
10	Durham Ox, NG16 5BN	Admiral Taverns Ltd	24.1	3.8
11	Go Between, NG16 5AZ	Independent Free	37.1	6.8
12	Bull & Butcher, NG16 6DJ	Marston's	37.7	5.0
13	Horse & Jockey, NG16 6FB	Independent Free	45.0	7.0
14	White Lion Inn, NG16 5AH	Independent Free	45.9	7.8
15	Brinsley Lodge, NG16 5AE	Independent Free	47.7	8.0
16	Railway Inn, NG16 6FH	Unknown	51.3	9.0
17	Dog & Doublet, DE55 4NY	*Other Small Retail Groups	54.0	7.5
18	Squire Musters Ale Room & Snug, NG17 9HW	Independent Free	54.6	8.8
19	Forest Tavern, NG17 9JD	New River Retail	54.6	8.9
20	Boat Inn, NG16 6PN	Independent Free	68.8	14.5