

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	6	9	273
Catchment Adults 18+	4,447	16,928	300,223
Catchment Adults 18+ Per Pub	741	1,881	1,100
Populaton Projection 2018 to 2028 (% change)	4.82%	6.63%	5.08%

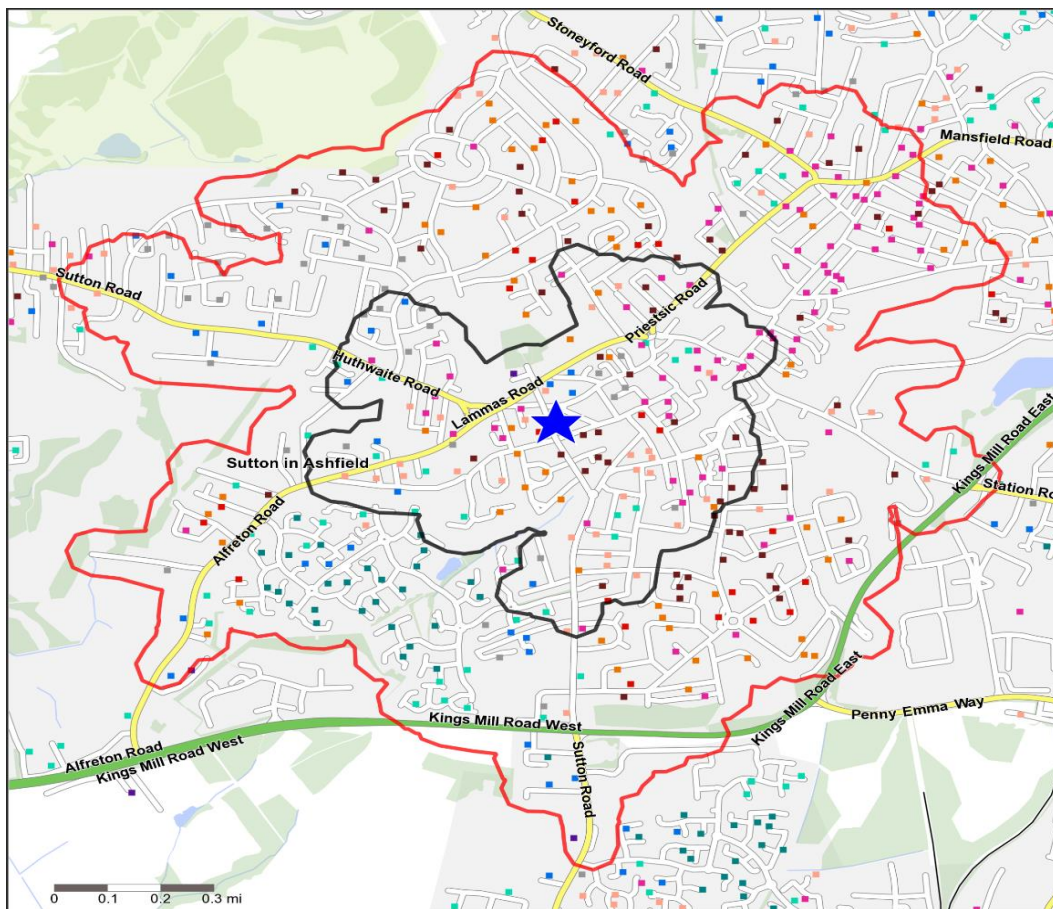
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,227	95.1	184	1	High Street Pub	15,410	91.0	176	1	High Street Pub	242,091	80.6	156
2	Community Pub	4,008	90.1	193	2	Community Pub	13,716	81.0	174	2	Community Pub	205,447	68.4	147
3	Premium Local	1,004	22.6	36	3	Premium Local	4,598	27.2	43	3	Premium Local	132,491	44.1	70
4	Bit of Style	594	13.4	103	4	Great Pub Great Food	3,036	17.9	139	4	Great Pub Great Food	82,677	27.5	213
5	Great Pub Great Food	570	12.8	32	5	Bit of Style	3,031	17.9	44	5	Bit of Style	55,817	18.6	46
6	Circuit Bar	428	9.6	36	6	Circuit Bar	1,257	7.4	28	6	Circuit Bar	28,145	9.4	35
7	Craft Led	291	6.5	64	7	Craft Led	520	3.1	30	7	Craft Led	16,533	5.5	53

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	175	3.9	45	725	4.3	48	16,922	5.6	64
C1	448	10.1	82	1,655	9.8	80	32,170	10.7	87
C2	476	10.7	130	1,774	10.5	127	30,695	10.2	124
DE	690	15.5	151	2,908	17.2	167	39,268	13.1	127

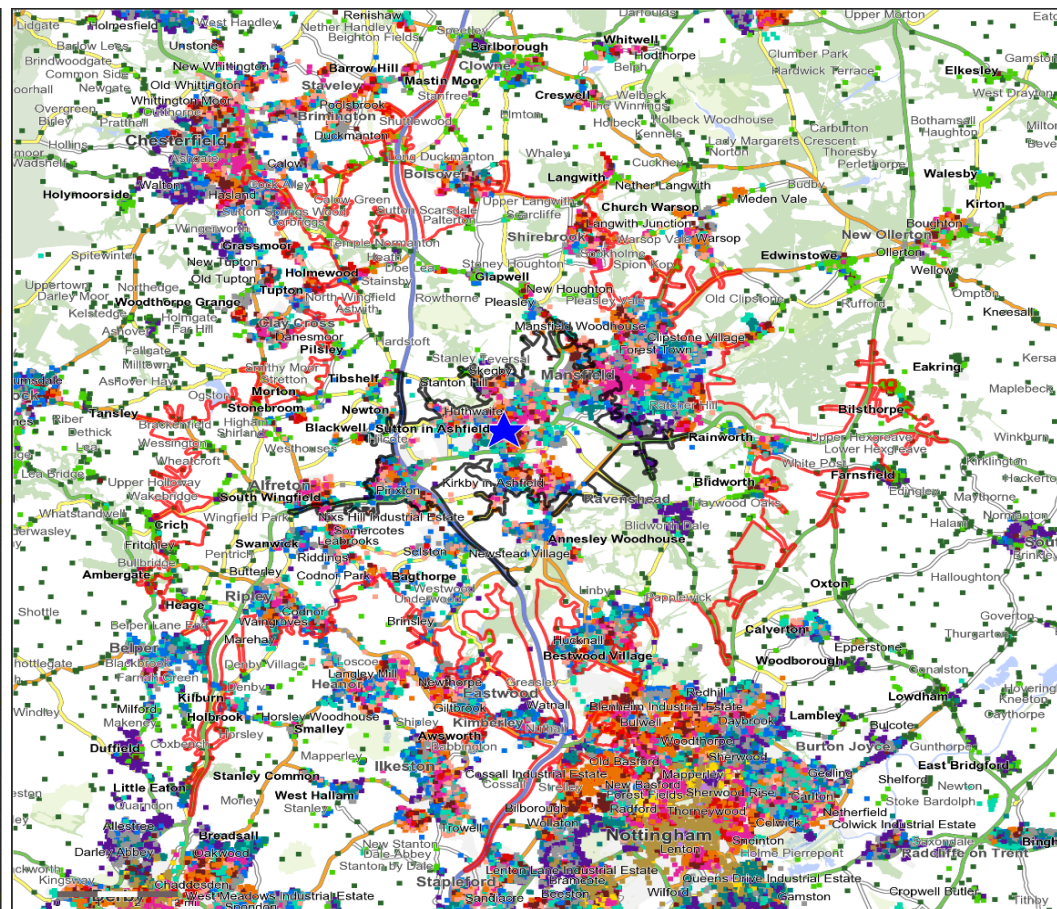
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,823	63.5	191	11,186	66.1	199	155,311	51.7	156
Medium (7-13)	1,188	26.7	81	4,452	26.3	79	102,643	34.2	103
High (14-19)	158	3.6	12	877	5.2	18	30,154	10.0	35

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	0	0	2	2
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	13	245
B06	Diamond Days	0	0	97	860
B07	Alpha Families	0	0	338	1,360
B08	Bank of Mum and Dad	0	0	185	1,415
B09	Empty-Nest Adventure	9	54	681	5,993
C10	Wealthy Landowners	0	0	47	1,900
C11	Rural Vogue	0	0	52	506
C12	Scattered Homesteads	0	0	14	277
C13	Village Retirement	0	0	73	3,058
D14	Satellite Settlers	0	0	65	4,970
D15	Local Focus	0	0	22	4,080
D16	Outlying Seniors	0	0	53	5,735
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	61	537
E19	Bungalow Heaven	107	691	5,112	19,762
E20	Classic Grandparents	200	549	1,753	5,914
E21	Solo Retirees	85	110	1,344	3,906
F22	Boomerang Boarders	46	133	972	5,165
F23	Family Ties	23	113	304	1,640
F24	Fledgling Free	190	635	5,299	21,714
F25	Dependable Me	34	172	2,367	10,156
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	10	57	470
G28	Modern Parents	0	923	2,886	7,315
G29	Mid-Career Convention	0	87	748	6,045
H30	Primary Ambitions	11	234	1,254	2,900
H31	Affordable Fringe	313	960	4,614	17,896
H32	First-Rung Futures	144	297	2,905	13,440
H33	Contemporary Starts	0	279	1,713	7,589
H34	New Foundations	0	0	311	1,310
H35	Flying Solo	0	0	137	834

		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	0	251
I37	Budget Generations	132	489	1,679	6,276
I38	Economical Families	281	1,020	5,266	11,932
I39	Families on a Budget	12	1,342	3,926	12,630
J40	Value Rentals	438	1,201	5,353	15,736
J41	Youthful Endeavours	137	458	703	1,633
J42	Midlife Renters	205	283	1,395	4,763
J43	Renting Rooms	354	1,633	4,166	11,429
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	147	223	436	2,083
K48	Mature Workers	137	1,108	3,985	12,942
L49	Flatlet Seniors	52	441	1,054	3,542
L50	Pocket Pensions	139	511	1,598	7,492
L51	Retirement Communities	0	0	70	268
L52	Estate Veterans	0	85	1,142	3,862
L53	Seasoned Survivors	367	1,071	3,297	7,989
M54	Down-to-Earth Owners	233	702	6,194	15,682
M55	Back with the Folks	14	141	1,648	5,743
M56	Self Supporters	585	920	4,701	17,242
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	0	0
O61	Career Builders	0	0	0	49
O62	Central Pulse	0	0	0	127
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	310	1,129
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	53	53	295	430
Total		4,448	16,928	80,697	300,224

Top 3 Mosaic Types in a 20 Minute Walktime

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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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

3. H31 Affordable Fringe

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



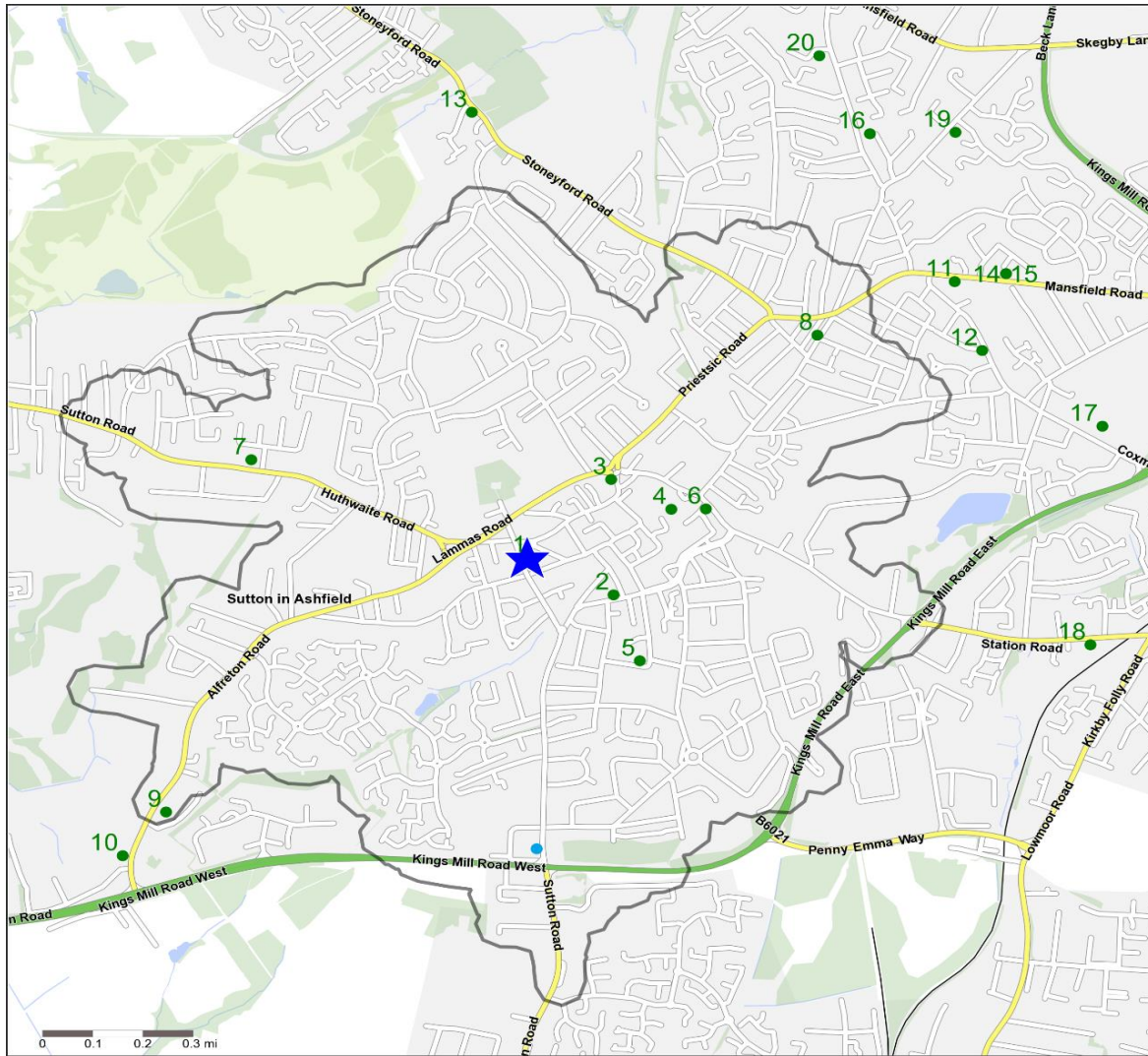
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	4,550	26.9	89	3,082	18.2	111	9,243	54.6	105	
Male: Alone	5,578	33.0	111	3,786	22.4	143	7,510	44.4	83	
Male: Group	4,210	24.9	109	5,180	30.6	117	7,485	44.2	89	
Male: Pair	2,890	17.1	65	5,223	30.9	202	8,761	51.8	90	
Mixed Sex: Group	5,178	30.6	134	3,631	21.4	67	8,065	47.6	109	
Mixed Sex: Pair	3,678	21.7	93	6,969	41.2	127	6,228	36.8	86	
With Children	7,693	45.4	157	3,829	22.6	134	5,352	31.6	60	
Unknown	6,567	38.8	118	1,695	10.0	56	8,613	50.9	106	
For Eating:										
Upmarket	2,437	14.4	47	5,750	34.0	163	8,688	51.3	109	
Midmarket	5,470	32.3	94	1,800	10.6	118	9,604	56.7	103	
Downmarket	6,255	37.0	166	7,973	47.1	135	2,646	15.6	38	
For Drinking (monthly spend):										
Nothing	5,672	33.5	111	4,699	27.8	117	6,504	38.4	86	
Low (less than £10)	3,683	21.8	73	3,502	20.7	88	9,690	57.2	126	
Medium (Between £10 and £40)	3,683	21.8	71	2,356	13.9	78	10,835	64.0	127	
High (Greater than £40)	2,087	12.3	48	4,521	26.7	130	10,266	60.6	116	

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	68,849	22.9	76	46,311	15.4	94	184,633	61.5	118	
Male: Alone	96,916	32.3	108	44,330	14.8	95	158,547	52.8	99	
Male: Group	71,131	23.7	104	95,352	31.8	121	133,310	44.4	89	
Male: Pair	53,713	17.9	69	77,403	25.8	169	168,677	56.2	98	
Mixed Sex: Group	61,633	20.5	90	92,673	30.9	97	145,487	48.5	110	
Mixed Sex: Pair	68,398	22.8	97	107,111	35.7	110	124,284	41.4	97	
With Children	106,156	35.4	122	64,433	21.5	128	129,205	43.0	81	
Unknown	93,441	31.1	95	25,098	8.4	47	181,254	60.4	126	
For Eating:										
Upmarket	56,809	18.9	62	58,283	19.4	93	184,701	61.5	130	
Midmarket	70,388	23.4	68	15,350	5.1	57	214,055	71.3	129	
Downmarket	119,088	39.7	178	124,763	41.6	119	55,941	18.6	45	
For Drinking (monthly spend):										
Nothing	99,930	33.3	110	88,271	29.4	124	111,592	37.2	83	
Low (less than £10)	70,499	23.5	79	100,678	33.5	143	128,615	42.8	94	
Medium (Between £10 and £40)	67,536	22.5	74	57,101	19.0	107	175,156	58.3	116	
High (Greater than £40)	36,625	12.2	47	90,814	30.2	147	172,354	57.4	110	

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	Staff Of Life, NG17 1FB	Star Pubs & Bars	0.0	0.1
2	Devonshire Arms, NG17 1BT	Marston's	6.0	1.3
3	White Swan, NG17 1AJ	Marston's	6.0	1.4
4	Nags Head, NG17 1DH	Ei Group	7.5	1.6
5	Royal Foresters, NG17 5AE	Trust Inns	8.5	1.6
6	Picture House, NG17 1DA	Wetherspoon	10.3	2.5
7	Travellers Rest, NG17 2GX	Marston's	12.7	2.7
8	New Cross, NG17 4FU	*Other Small Retail Groups	17.8	3.7
9	Snipe, NG17 1JE	Greene King	21.7	4.2
10	Duke Of Sussex, NG17 1JN	Greene King	22.6	3.9
11	Oddfellows, NG17 4HH	New River Retail	23.5	4.5
12	Masons Arms, NG17 4JZ	Independent Free	23.8	5.0
13	Rose & Crown, NG17 2DX	Unknown	25.1	4.8
14	Blue Bell, NG17 4HG	Independent Free	25.7	5.4
15	Speed The Plough, NG17 4HG	Admiral Taverns Ltd	25.7	5.4
16	Forest Tavern, NG17 3BB	Marston's	26.9	5.0
17	Toby Carvery, NG17 4NE	Mitchells & Butlers	26.9	5.5
18	Scruffy Dog, NG17 5HF	Independent Free	27.2	5.3
19	Fox & Crown, NG17 3AA	Greene King	27.8	5.2
20	Rifle Volunteer, NG17 3BL	Star Pubs & Bars	31.1	5.9