

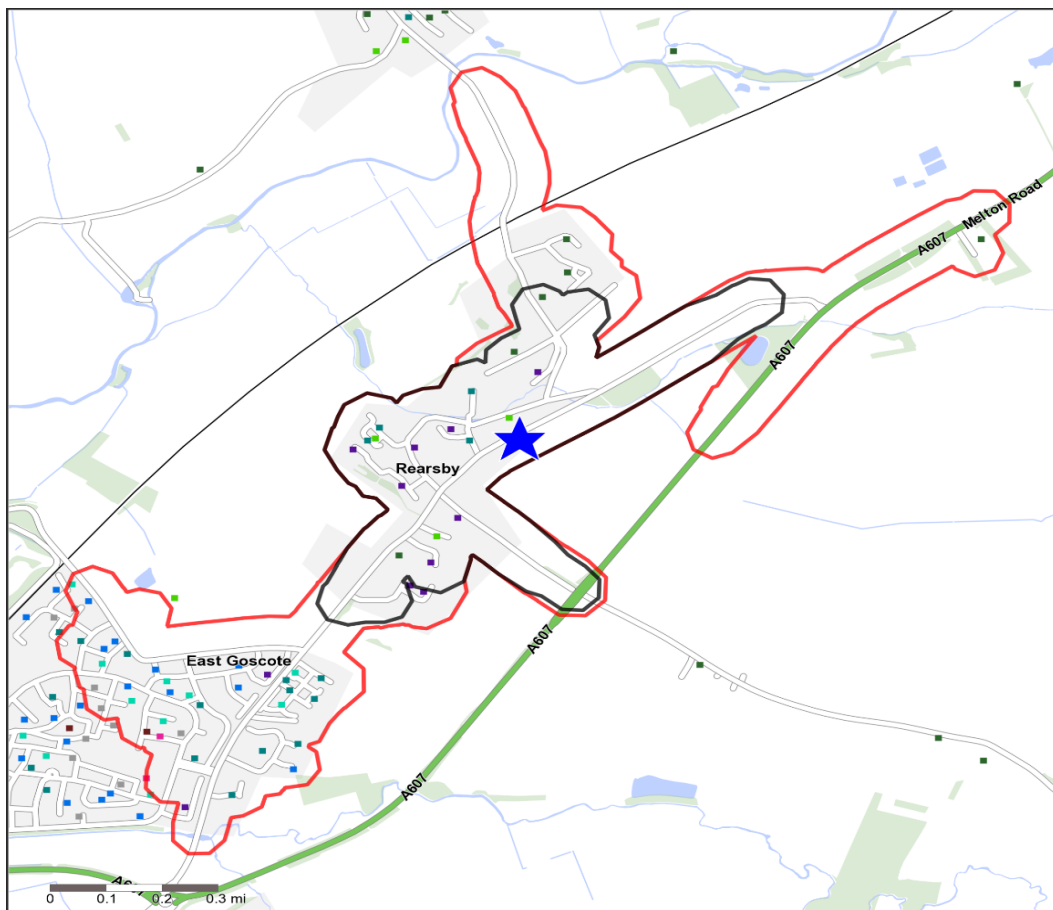
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	191
Catchment Adults 18+	728	2,202	277,115
Catchment Adults 18+ Per Pub	364	1,101	1,451
Populaton Projection 2018 to 2028 (% change)	10.65%	10.94%	7.83%

		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	Great Pub Great Food	728	100.0	193	1	Premium Local	2,084	94.6	183	1	High Street Pub	179,305	64.7	125
2	Premium Local	728	100.0	215	2	Great Pub Great Food	1,649	74.9	161	2	Community Pub	140,451	50.7	109
3	Bit of Style	107	14.7	23	3	High Street Pub	1,211	55.0	87	3	Premium Local	121,931	44.0	70
4	High Street Pub	107	14.7	114	4	Bit of Style	703	31.9	247	4	Great Pub Great Food	85,104	30.7	238
5	Community Pub	4	0.5	1	5	Community Pub	409	18.6	46	5	Bit of Style	54,396	19.6	49
6	Circuit Bar	0	0.0	0	6	Circuit Bar	121	5.5	20	6	Circuit Bar	36,400	13.1	49
7	Craft Led	0	0.0	0	7	Craft Led	29	1.3	13	7	Craft Led	21,122	7.6	74

	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	106	14.6	165	215	9.8	110	19,773	7.1	81
C1	80	11.0	90	248	11.3	92	31,395	11.3	92
C2	52	7.1	87	231	10.5	127	24,009	8.7	105
DE	17	2.3	23	121	5.5	53	33,101	11.9	116

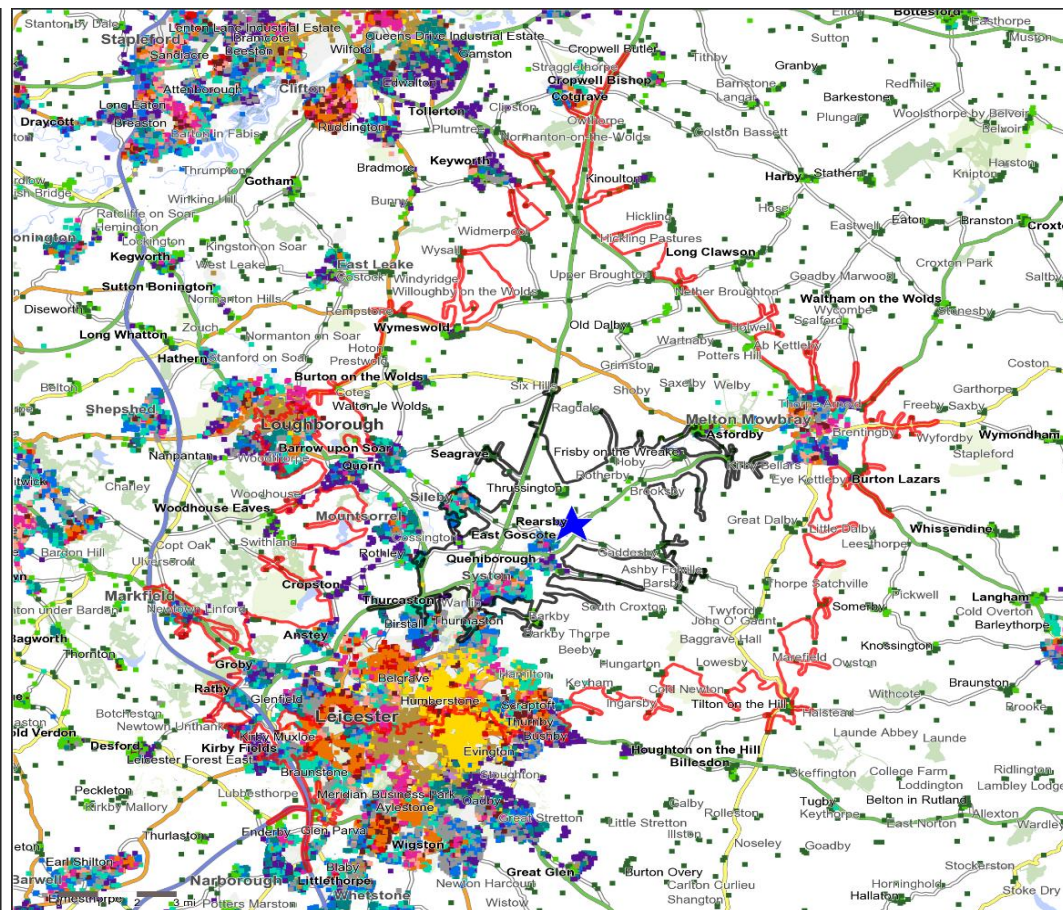
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	42	5.8	17	216	9.8	30	115,102	41.5	125
Medium (7-13)	185	25.4	77	901	40.9	123	102,865	37.1	112
High (14-19)	446	61.3	216	930	42.2	149	47,069	17.0	60

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	0	0
A02	Uptown Elite	0	0	0	47	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	0	58	612	0	0
B06	Diamond Days	0	0	180	1,996	0	0
B07	Alpha Families	136	169	391	3,282	0	0
B08	Bank of Mum and Dad	74	74	983	5,118	0	0
B09	Empty-Nest Adventure	67	127	728	7,014	0	0
C10	Wealthy Landowners	5	7	684	3,489	0	0
C11	Rural Vogue	3	4	288	1,490	0	0
C12	Scattered Homesteads	4	5	43	607	0	0
C13	Village Retirement	186	338	1,624	4,721	0	0
D14	Satellite Settlers	146	166	988	3,363	0	0
D15	Local Focus	0	0	141	1,521	0	0
D16	Outlying Seniors	0	0	122	879	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	69	1,802	0	0
E19	Bungalow Heaven	0	24	1,186	9,086	0	0
E20	Classic Grandparents	0	11	568	7,518	0	0
E21	Solo Retirees	0	2	993	6,946	0	0
F22	Boomerang Boarders	0	11	1,169	8,568	0	0
F23	Family Ties	0	93	674	4,103	0	0
F24	Fledgling Free	0	126	2,047	6,352	0	0
F25	Dependable Me	0	234	1,234	7,173	0	0
G26	Cafés and Catchments	0	0	0	502	0	0
G27	Thriving Independence	0	0	146	3,237	0	0
G28	Modern Parents	67	311	619	6,750	0	0
G29	Mid-Career Convention	41	266	1,640	8,768	0	0
H30	Primary Ambitions	0	0	380	4,222	0	0
H31	Affordable Fringe	0	46	2,062	12,715	0	0
H32	First-Rung Futures	0	29	1,703	9,565	0	0
H33	Contemporary Starts	0	78	1,779	10,611	0	0
H34	New Foundations	0	0	158	1,526	0	0
H35	Flying Solo	0	0	257	2,083	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	281	1,242	0	0
I37	Budget Generations	0	0	478	4,404	0	0
I38	Economical Families	0	0	54	3,952	0	0
I39	Families on a Budget	0	0	16	19,377	0	0
J40	Value Rentals	0	19	93	993	0	0
J41	Youthful Endeavours	0	14	282	1,300	0	0
J42	Midlife Renters	0	0	1,895	8,232	0	0
J43	Renting Rooms	0	0	62	10,227	0	0
K44	Inner City Stalwarts	0	0	0	15	0	0
K45	City Diversity	0	0	0	73	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	92	3,381	0	0
K48	Mature Workers	0	0	0	3,971	0	0
L49	Flatlet Seniors	0	0	0	2,615	0	0
L50	Pocket Pensions	0	0	462	4,805	0	0
L51	Retirement Communities	0	0	161	846	0	0
L52	Estate Veterans	0	49	142	3,285	0	0
L53	Seasoned Survivors	0	0	149	1,664	0	0
M54	Down-to-Earth Owners	0	0	226	1,770	0	0
M55	Back with the Folks	0	0	606	6,372	0	0
M56	Self Supporters	0	0	1,137	6,287	0	0
N57	Community Elders	0	0	1	10,405	0	0
N58	Culture & Comfort	0	0	0	3,948	0	0
N59	Large Family Living	0	0	0	20,819	0	0
N60	Ageing Access	0	0	0	576	0	0
O61	Career Builders	0	0	3	447	0	0
O62	Central Pulse	0	0	0	1,998	0	0
O63	Flexible Workforce	0	0	0	947	0	0
O64	Bus-Route Renters	0	0	413	2,288	0	0
O65	Learners & Earners	0	0	0	1,180	0	0
O66	Student Scene	0	0	0	1,521	0	0
U99	Unclassified	0	0	0	2,510	0	0
Total				729	2,203	29,467	277,116

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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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. H31 Affordable Fringe

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



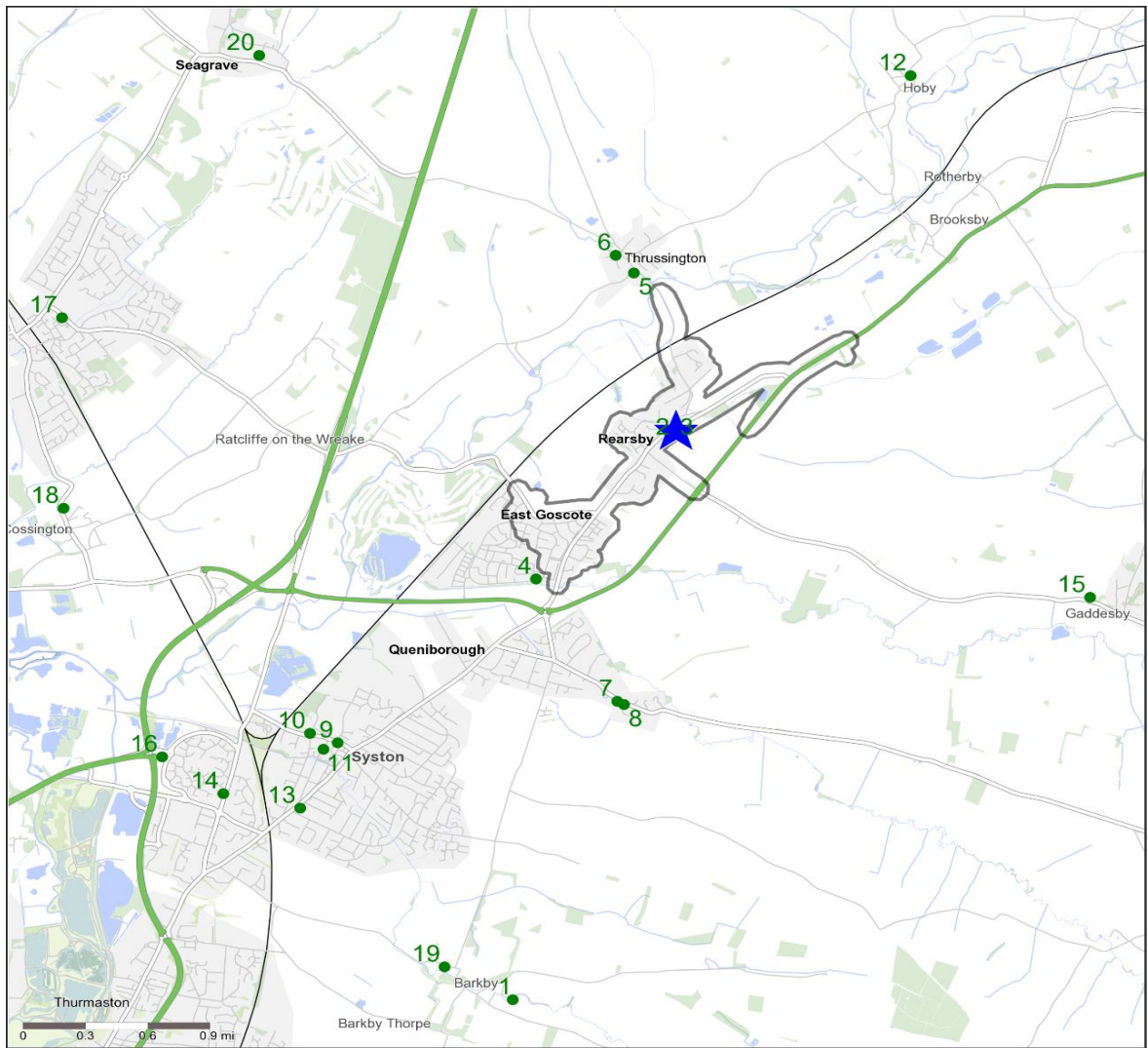
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	586	26.6	88	381	17.3	106	1,235	56.1	108
Male: Alone	384	17.4	59	596	27.1	173	1,222	55.5	104
Male: Group	384	17.4	76	713	32.4	124	1,105	50.2	101
Male: Pair	199	9.0	35	265	12.0	79	1,738	78.9	138
Mixed Sex: Group	227	10.3	45	1,193	54.2	170	782	35.5	81
Mixed Sex: Pair	978	44.4	189	741	33.7	104	483	21.9	51
With Children	493	22.4	77	363	16.5	98	1,346	61.1	115
Unknown	901	40.9	125	92	4.2	23	1,209	54.9	115
For Eating:									
Upmarket	569	25.8	84	513	23.3	112	1,120	50.9	108
Midmarket	197	8.9	26	14	0.6	7	1,991	90.4	163
Downmarket	521	23.7	106	913	41.5	119	768	34.9	84
For Drinking (monthly spend):									
Nothing	240	10.9	36	966	43.9	186	996	45.2	101
Low (less than £10)	1,281	58.2	195	554	25.2	107	367	16.7	37
Medium (Between £10 and £40)	939	42.6	139	645	29.3	164	619	28.1	56
High (Greater than £40)	615	27.9	108	445	20.2	98	1,141	51.8	99

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	72,456	26.1	86	37,200	13.4	82	164,950	59.5	114
Male: Alone	98,532	35.6	119	44,521	16.1	103	131,552	47.5	89
Male: Group	62,011	22.4	98	82,097	29.6	113	130,497	47.1	95
Male: Pair	82,791	29.9	115	57,746	20.8	137	134,068	48.4	84
Mixed Sex: Group	73,887	26.7	117	76,564	27.6	87	124,154	44.8	102
Mixed Sex: Pair	82,897	29.9	128	79,105	28.5	88	112,603	40.6	95
With Children	105,410	38.0	131	51,740	18.7	111	117,455	42.4	80
Unknown	104,110	37.6	114	37,248	13.4	75	133,247	48.1	100
For Eating:									
Upmarket	101,188	36.5	119	54,588	19.7	95	118,829	42.9	91
Midmarket	104,290	37.6	110	24,048	8.7	96	146,267	52.8	95
Downmarket	76,109	27.5	124	109,912	39.7	114	88,584	32.0	77
For Drinking (monthly spend):									
Nothing	81,338	29.4	97	74,767	27.0	114	118,501	42.8	95
Low (less than £10)	94,405	34.1	114	48,528	17.5	75	131,672	47.5	105
Medium (Between £10 and £40)	92,867	33.5	110	27,871	10.1	56	153,867	55.5	110
High (Greater than £40)	52,246	18.9	73	59,572	21.5	105	162,788	58.7	112

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	Brookside, LE 7 3QD	Independent Free	0.0	10.1
2	Horse & Groom, LE 7 4YS	Star Pubs & Bars	0.0	0.1
3	Wheel Inn, LE 7 4YS	Unknown	0.0	0.1
4	Plough, LE 7 3ZL	Ei Group	21.1	4.1
5	Blue Lion, LE 7 4UD	Marston's	22.9	3.8
6	Star Inn, LE 7 4UH	Independent Free	24.7	4.3
7	Horse & Groom, LE 7 3DJ	Star Pubs & Bars	36.2	5.4
8	Britannia Inn, LE 7 3DB	Star Pubs & Bars	36.8	5.5
9	Fox & Hounds, LE 7 1GP	Independent Free	49.2	7.0
10	Queen Victoria, LE 7 1GQ	Everards	51.6	7.1
11	Dog & Gun, LE 7 1GN	Steamin Billy Brewing Co	51.6	7.1
12	Blue Bell, LE14 3DT	Everards	53.4	6.2
13	Midland Railway Hotel, LE 7 2JS	Star Pubs & Bars	55.2	7.7
14	Gate Hangs Well, LE 7 1NH	Everards	66.8	8.2
15	Cheney Arms, LE 7 4XE	Everards	67.7	6.3
16	Hobby Horse Farm, LE 7 1BA	Greene King	71.2	7.3
17	White Swan, LE12 7NW	Independent Free	74.0	8.5
18	Royal Oak, LE 7 4UU	Everards	75.1	8.2
19	Malt Shovel, LE 7 3QG	Thwaites	90.9	8.7
20	White Horse, LE12 7LT	Unknown	91.5	9.0