

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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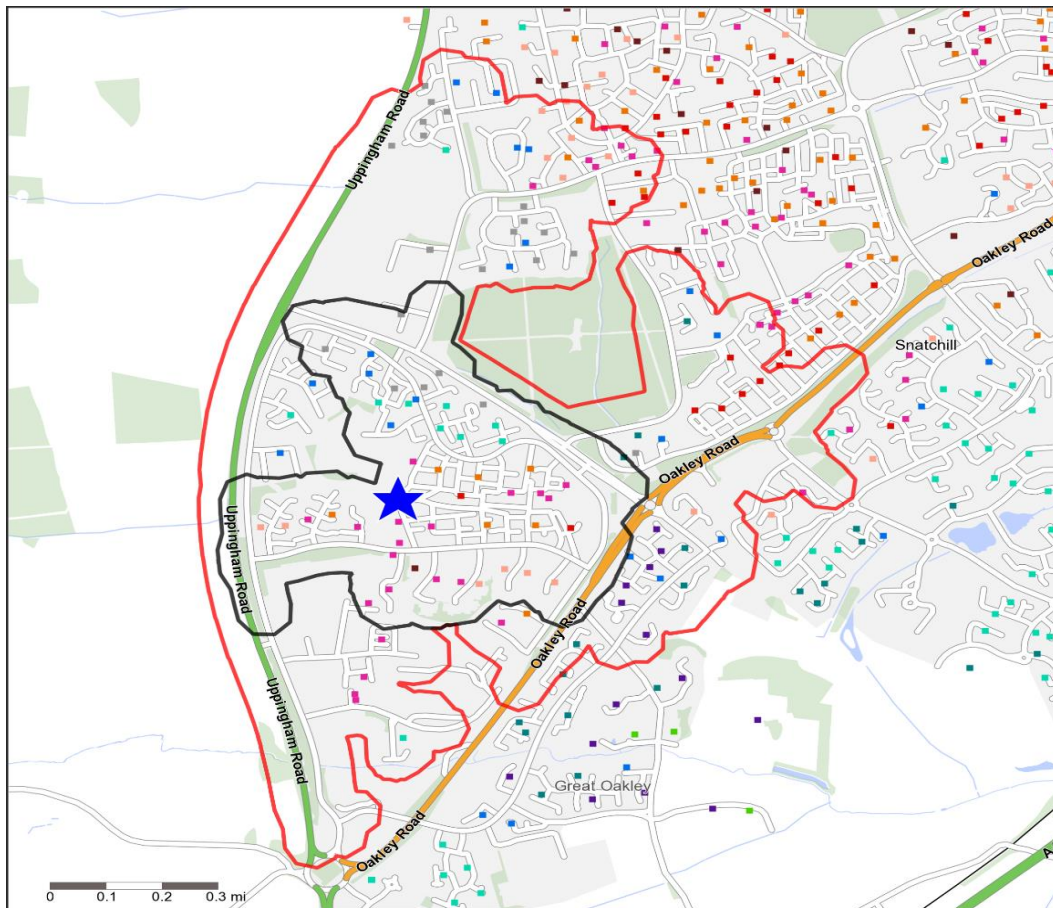
Number of Pubs	1	4	138
Catchment Adults 18+	2,854	6,107	150,050
Catchment Adults 18+ Per Pub	2,854	1,527	1,087
Populaton Projection 2018 to 2028 (% change)	14.19%	13.20%	10.16%

		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	2,715	95.1	184	<div></div>	1	High Street Pub	5,564	91.1	176	<div></div>	1	High Street Pub	105,390	70.2	136	<div></div>
2	Community Pub	2,425	85.0	182	<div></div>	2	Community Pub	4,338	71.0	152	<div></div>	2	Community Pub	88,833	59.2	127	<div></div>
3	Premium Local	908	31.8	50	<div></div>	3	Premium Local	2,461	40.3	64	<div></div>	3	Premium Local	74,891	49.9	79	<div></div>
4	Bit of Style	764	26.8	207	<div></div>	4	Great Pub Great Food	1,598	26.2	202	<div></div>	4	Great Pub Great Food	48,860	32.6	252	<div></div>
5	Great Pub Great Food	446	15.6	39	<div></div>	5	Bit of Style	1,412	23.1	57	<div></div>	5	Bit of Style	39,381	26.2	65	<div></div>
6	Circuit Bar	162	5.7	21	<div></div>	6	Circuit Bar	384	6.3	23	<div></div>	6	Circuit Bar	24,139	16.1	60	<div></div>
7	Craft Led	118	4.1	40	<div></div>	7	Craft Led	336	5.5	53	<div></div>	7	Craft Led	8,037	5.4	52	<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	88	3.1	35	269	4.4	50	11,836	7.9	89
C1	272	9.5	78	593	9.7	79	17,300	11.5	94
C2	296	10.4	126	578	9.5	115	14,454	9.6	117
DE	490	17.2	167	981	16.1	156	18,702	12.5	121

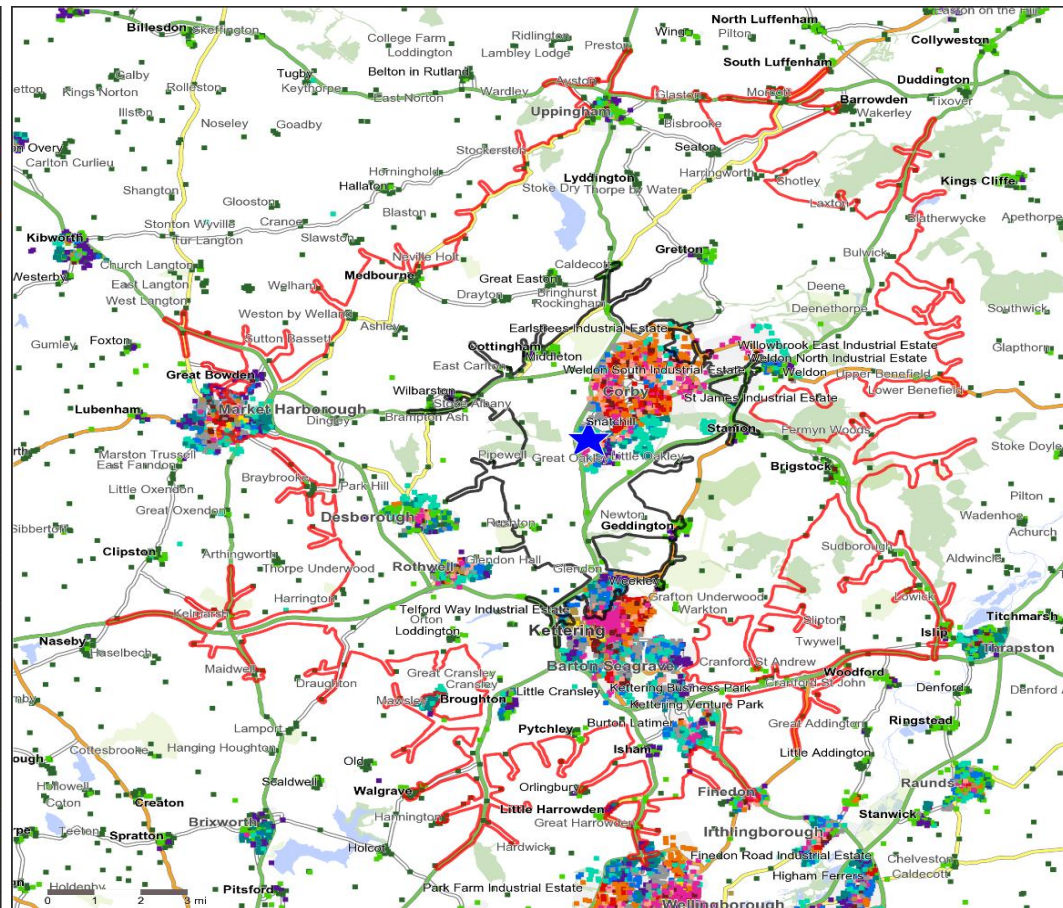
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,811	63.5	191	3,298	54.0	163	65,348	43.6	131
Medium (7-13)	1,021	35.8	108	2,084	34.1	103	56,839	37.9	114
High (14-19)	91	3.2	11	823	13.5	47	30,221	20.1	71

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	1	5
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	2	2
	B06	Diamond Days	0	0	7	244
	B07	Alpha Families	0	0	235	1,864
	B08	Bank of Mum and Dad	0	0	401	1,841
	B09	Empty-Nest Adventure	0	213	685	2,227
	C10	Wealthy Landowners	0	0	142	2,741
	C11	Rural Vogue	0	0	78	1,588
	C12	Scattered Homesteads	0	0	34	280
	C13	Village Retirement	0	0	914	4,549
	D14	Satellite Settlers	0	0	1,672	7,113
	D15	Local Focus	0	0	25	3,328
	D16	Outlying Seniors	0	0	220	3,491
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	2	13	733
	E19	Bungalow Heaven	139	326	1,151	4,140
	E20	Classic Grandparents	52	260	811	3,700
	E21	Solo Retirees	14	14	536	2,093
	F22	Boomerang Boarders	33	331	770	1,962
	F23	Family Ties	0	0	545	1,337
	F24	Fledgling Free	250	553	1,113	3,570
	F25	Dependable Me	15	78	999	3,306
	G26	Cafés and Catchments	0	0	20	31
	G27	Thriving Independence	0	0	318	1,188
	G28	Modern Parents	0	118	1,781	6,571
	G29	Mid-Career Convention	6	213	578	4,591
	H30	Primary Ambitions	0	12	1,857	3,009
	H31	Affordable Fringe	156	156	1,183	4,568
	H32	First-Rung Futures	118	241	895	3,833
	H33	Contemporary Starts	0	4	5,504	11,646
	H34	New Foundations	0	0	25	742
	H35	Flying Solo	0	0	62	994

			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	114	619
	I37	Budget Generations	287	310	1,106	1,934
	I38	Economical Families	367	444	4,901	7,243
	I39	Families on a Budget	0	67	2,880	4,650
	J40	Value Rentals	640	824	5,088	6,588
	J41	Youthful Endeavours	44	44	434	891
	J42	Midlife Renters	9	94	1,291	5,772
	J43	Renting Rooms	0	40	1,722	6,832
	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	0	95	1,523	3,028
	K48	Mature Workers	207	779	3,629	4,282
	L49	Flatlet Seniors	0	0	397	1,101
	L50	Pocket Pensions	0	0	711	1,921
	L51	Retirement Communities	0	0	0	1,103
	L52	Estate Veterans	90	100	276	1,217
	L53	Seasoned Survivors	0	4	1,479	2,170
	M54	Down-to-Earth Owners	330	541	4,615	5,172
	M55	Back with the Folks	0	0	523	1,807
	M56	Self Supporters	97	246	765	2,600
	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	9	391
	O61	Career Builders	0	0	4	182
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	464	3,005
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	60	256
Total			2,854	6,109	54,568	150,051

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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 cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

3. D14 Satellite Settlers

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



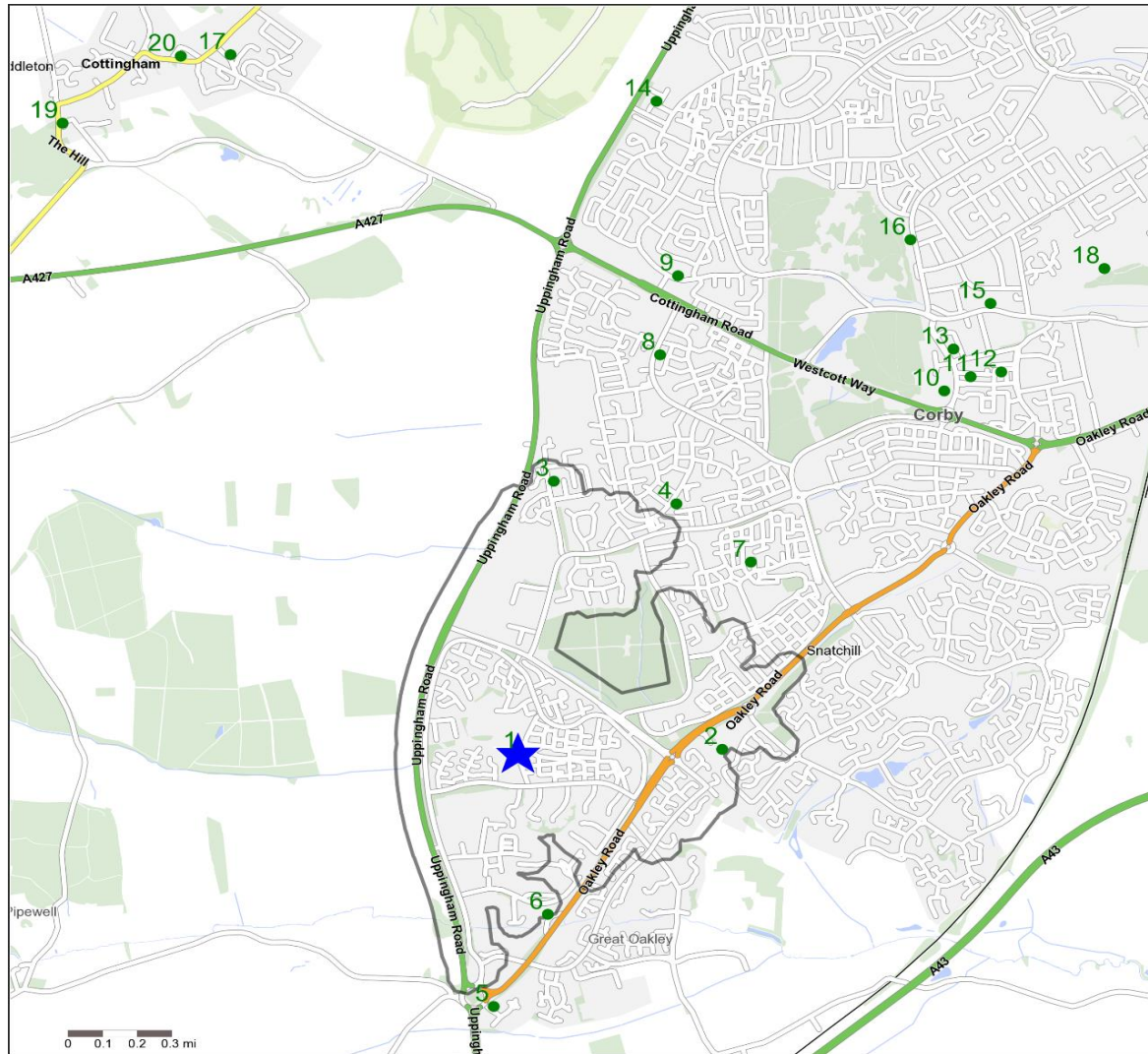
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	1,922	31.5	104	506	8.3	51	3,679	60.2	116	
Male: Alone	1,549	25.4	85	1,317	21.6	138	3,241	53.1	100	
Male: Group	1,747	28.6	125	1,732	28.4	108	2,628	43.0	87	
Male: Pair	776	12.7	49	1,066	17.5	115	4,265	69.8	122	
Mixed Sex: Group	1,183	19.4	85	1,544	25.3	79	3,379	55.3	126	
Mixed Sex: Pair	1,482	24.3	103	1,860	30.5	94	2,766	45.3	106	
With Children	2,000	32.7	113	1,354	22.2	132	2,754	45.1	85	
Unknown	2,106	34.5	105	155	2.5	14	3,846	63.0	131	
For Eating:										
Upmarket	1,026	16.8	55	1,660	27.2	131	3,422	56.0	119	
Midmarket	2,150	35.2	103	111	1.8	20	3,846	63.0	114	
Downmarket	3,463	56.7	255	2,247	36.8	105	397	6.5	16	
For Drinking (monthly spend):										
Nothing	2,928	47.9	159	1,260	20.6	87	1,919	31.4	70	
Low (less than £10)	1,613	26.4	88	2,036	33.3	142	2,459	40.3	89	
Medium (Between £10 and £40)	1,613	26.4	86	1,538	25.2	141	2,957	48.4	96	
High (Greater than £40)	984	16.1	62	2,686	44.0	214	2,438	39.9	76	

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	54,946	36.6	121	26,441	17.6	108	68,407	45.6	88
Male: Alone	43,701	29.1	98	26,804	17.9	114	79,289	52.8	99
Male: Group	29,615	19.7	86	44,595	29.7	113	75,584	50.4	101
Male: Pair	27,217	18.1	70	28,819	19.2	126	93,758	62.5	109
Mixed Sex: Group	37,584	25.0	110	60,096	40.1	125	52,114	34.7	79
Mixed Sex: Pair	44,201	29.5	126	51,140	34.1	105	54,453	36.3	85
With Children	54,074	36.0	125	34,267	22.8	136	61,454	41.0	77
Unknown	52,537	35.0	107	28,169	18.8	105	69,089	46.0	96
For Eating:									
Upmarket	37,299	24.9	81	41,342	27.6	132	71,152	47.4	100
Midmarket	44,961	30.0	87	7,159	4.8	53	97,674	65.1	118
Downmarket	44,895	29.9	135	66,638	44.4	127	38,262	25.5	61
For Drinking (monthly spend):									
Nothing	47,990	32.0	106	34,634	23.1	98	67,170	44.8	100
Low (less than £10)	39,047	26.0	87	48,346	32.2	137	62,402	41.6	92
Medium (Between £10 and £40)	34,220	22.8	75	28,605	19.1	107	86,968	58.0	115
High (Greater than £40)	21,297	14.2	55	36,607	24.4	119	91,890	61.2	117

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	Talisman, NN18 9EJ	Star Pubs & Bars	0.0	0.1
2	Harpers Brook, NN18 8LH	Marston's	14.5	3.3
3	Knights Lodge, NN18 0TH	Everards	19.6	4.9
4	Hazel Tree, NN18 0LR	Ei Group	21.4	5.2
5	Oakley Hay, NN18 8TJ	Whitbread	21.7	2.8
6	Spread Eagle, NN18 8HW	Marston's	23.2	3.4
7	Lincolns, NN18 9HN	Ei Group	25.4	5.1
8	Phoenix, NN18 0AY	*Other Small Retail Groups	31.4	5.9
9	Domino, NN17 2PX	Ei Group	38.6	5.6
10	Qube Cafe Bar, NN17 1QG	Independent Free	41.3	6.4
11	Paletto Lounge, NN17 1NH	Loungers	43.8	7.2
12	Corby Candle, NN17 1PB	Punch Pub Company	45.6	6.6
13	Cafe Mozart, NN17 1PT	Independent Free	48.0	7.5
14	Kingfisher, NN17 2RD	Ei Group	49.8	6.1
15	Everard Arms, NN17 1SY	Everards	50.1	7.7
16	Rockingham Arms, NN17 1LQ	Sam Smith	50.7	7.9
17	Royal George, LE16 8XE	*Other Small Retail Groups	58.8	7.6
18	Saxon Crown, NN17 1FN	Wetherspoon	65.3	9.9
19	Red Lion, LE16 8YX	Wellington	82.2	7.9
20	Spread Eagle, LE16 8XL	*Other Small Retail Groups	91.6	7.9