

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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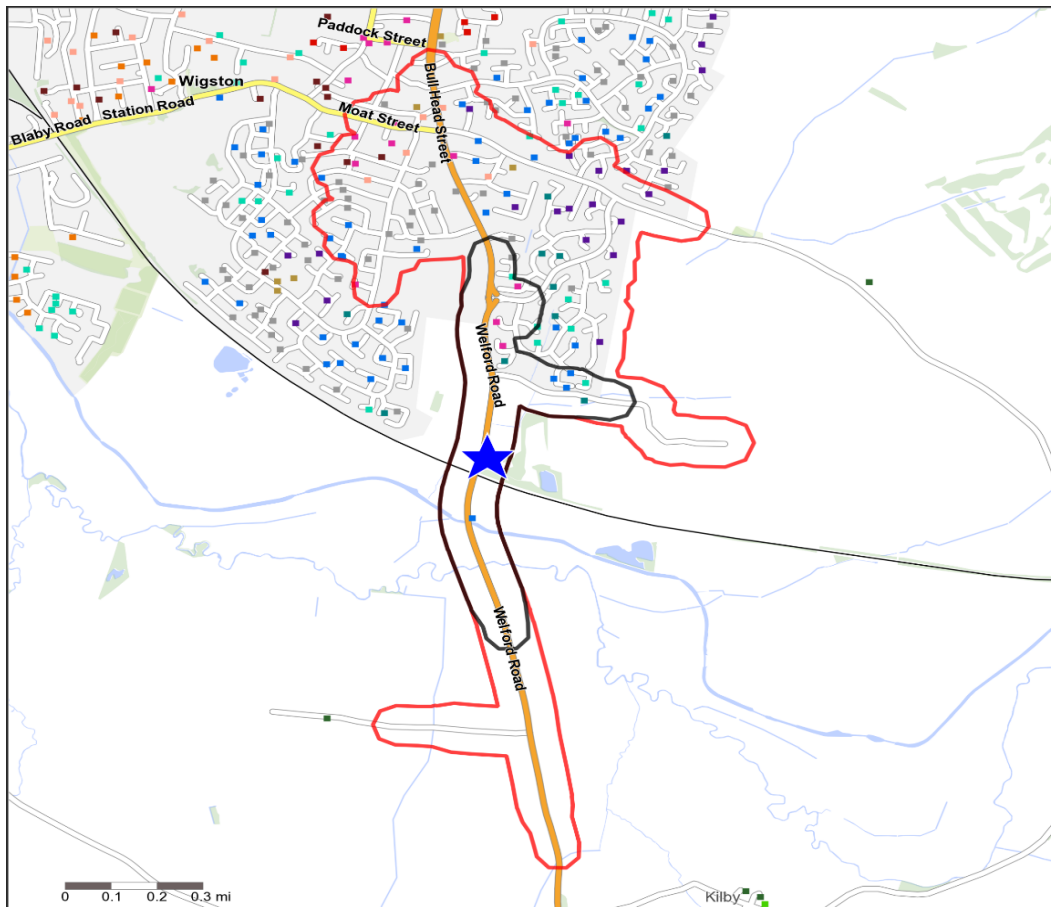
Number of Pubs	1	3	231
Catchment Adults 18+	515	3,918	275,211
Catchment Adults 18+ Per Pub	515	1,306	1,191
Populaton Projection 2018 to 2028 (% change)	7.14%	6.55%	7.50%

		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	440	85.4	165	1	High Street Pub	3,124	79.7	154	1	High Street Pub	176,703	64.2	124
2	Community Pub	376	73.0	157	2	Community Pub	2,551	65.1	140	2	Community Pub	122,498	44.5	95
3	Premium Local	265	51.5	82	3	Premium Local	1,970	50.3	80	3	Premium Local	115,506	42.0	67
4	Bit of Style	153	29.7	230	4	Great Pub Great Food	1,117	28.5	220	4	Great Pub Great Food	75,737	27.5	213
5	Great Pub Great Food	112	21.7	54	5	Bit of Style	896	22.9	57	5	Bit of Style	73,596	26.7	66
6	Circuit Bar	92	17.9	67	6	Circuit Bar	542	13.8	52	6	Circuit Bar	52,971	19.2	72
7	Craft Led	79	15.3	149	7	Craft Led	380	9.7	94	7	Craft Led	45,395	16.5	160

	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	39	7.6	86	303	7.7	87	21,191	7.7	87
C1	89	17.3	141	493	12.6	103	34,252	12.4	101
C2	60	11.7	141	398	10.2	123	19,316	7.0	85
DE	28	5.4	53	248	6.3	62	28,301	10.3	100

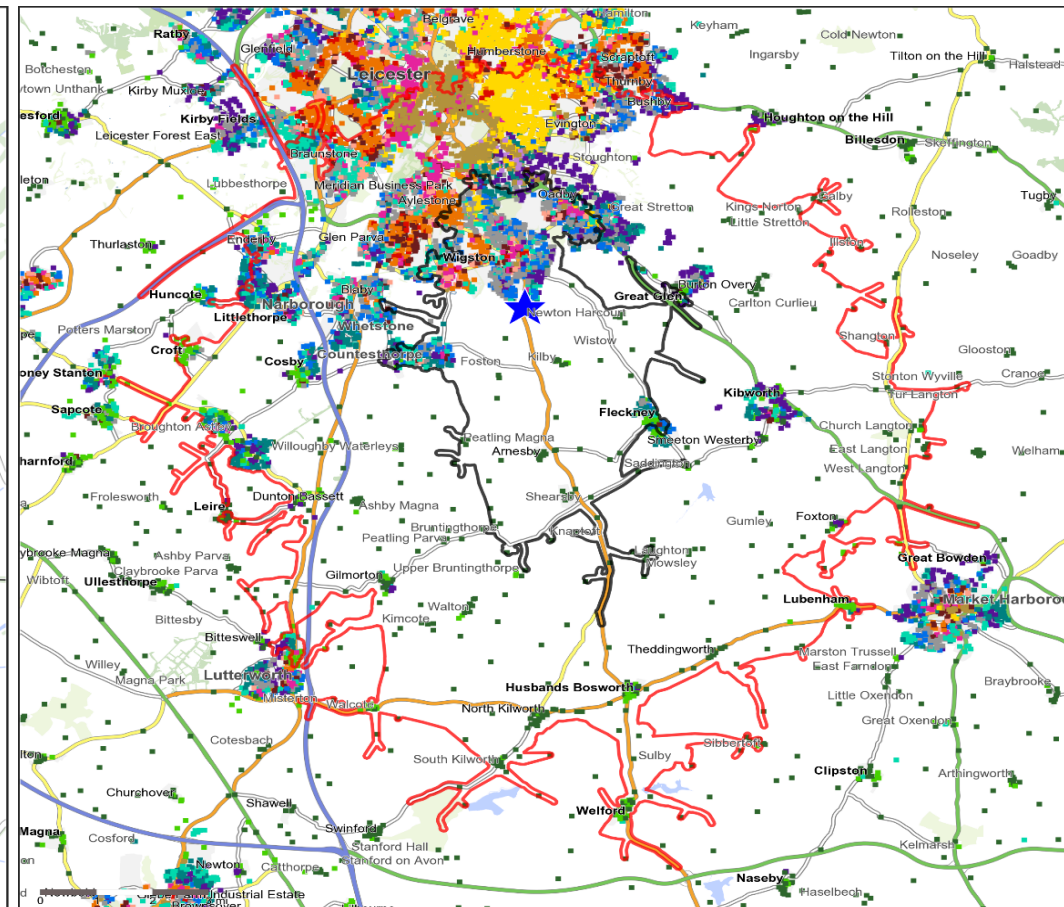
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	108	21.0	63	829	21.2	64	102,745	37.3	113
Medium (7-13)	279	54.2	163	1,950	49.8	150	95,843	34.8	105
High (14-19)	95	18.4	65	886	22.6	80	46,274	16.8	59

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	6	667
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	130
B05	Premium Fortunes		0	0	91	1,673
B06	Diamond Days		0	0	198	1,709
B07	Alpha Families		0	0	251	2,510
B08	Bank of Mum and Dad		33	228	1,067	5,611
B09	Empty-Nest Adventure		0	214	819	4,061
C10	Wealthy Landowners		0	0	679	4,086
C11	Rural Vogue		0	0	208	1,228
C12	Scattered Homesteads		0	0	161	471
C13	Village Retirement		14	15	266	2,436
D14	Satellite Settlers		0	0	364	4,788
D15	Local Focus		0	0	295	2,396
D16	Outlying Seniors		0	0	374	2,139
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	28	1,248	3,236
E19	Bungalow Heaven		0	78	1,794	4,826
E20	Classic Grandparents		30	710	5,517	9,842
E21	Solo Retirees		41	217	3,559	8,810
F22	Boomerang Boarders		0	239	3,399	6,702
F23	Family Ties		17	97	1,171	3,573
F24	Fledgling Free		0	9	1,077	3,479
F25	Dependable Me		59	379	2,769	6,429
G26	Cafés and Catchments		0	0	769	2,407
G27	Thriving Independence		25	26	1,217	2,810
G28	Modern Parents		0	48	298	7,349
G29	Mid-Career Convention		37	306	2,609	8,091
H30	Primary Ambitions		0	0	469	2,014
H31	Affordable Fringe		3	3	2,297	8,603
H32	First-Rung Futures		64	228	1,743	6,162
H33	Contemporary Starts		12	106	594	4,960
H34	New Foundations		0	0	209	1,572
H35	Flying Solo		15	152	336	1,690

			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	575	1,484
I37	Budget Generations		0	0	866	2,617
I38	Economical Families		0	0	679	3,417
I39	Families on a Budget		0	0	1,474	8,935
J40	Value Rentals		0	31	246	945
J41	Youthful Endeavours		0	0	361	985
J42	Midlife Renters		163	388	2,725	8,213
J43	Renting Rooms		0	14	335	8,524
K44	Inner City Stalwarts		0	0	0	238
K45	City Diversity		0	0	0	389
K46	High Rise Residents		0	0	0	1,030
K47	Single Essentials		0	0	500	2,744
K48	Mature Workers		0	0	0	1,891
L49	Flatlet Seniors		0	0	190	1,142
L50	Pocket Pensions		0	69	792	3,081
L51	Retirement Communities		0	0	549	1,617
L52	Estate Veterans		0	43	135	2,179
L53	Seasoned Survivors		0	0	197	1,207
M54	Down-to-Earth Owners		0	43	317	760
M55	Back with the Folks		0	180	1,290	4,284
M56	Self Supporters		0	11	1,225	2,703
N57	Community Elders		0	0	1,029	8,802
N58	Culture & Comfort		0	0	74	2,206
N59	Large Family Living		0	0	0	26,311
N60	Ageing Access		0	0	57	2,779
O61	Career Builders		0	0	143	1,676
O62	Central Pulse		0	0	0	7,867
O63	Flexible Workforce		0	0	0	1,497
O64	Bus-Route Renters		0	56	576	1,734
O65	Learners & Earners		0	0	12	15,613
O66	Student Scene		0	0	0	8,145
U99	Unclassified		0	0	492	13,736
Total			513	3,918	50,693	275,211

Top 3 Mosaic Types in a 20 Minute Walktime

1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

2. 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

3. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

3. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



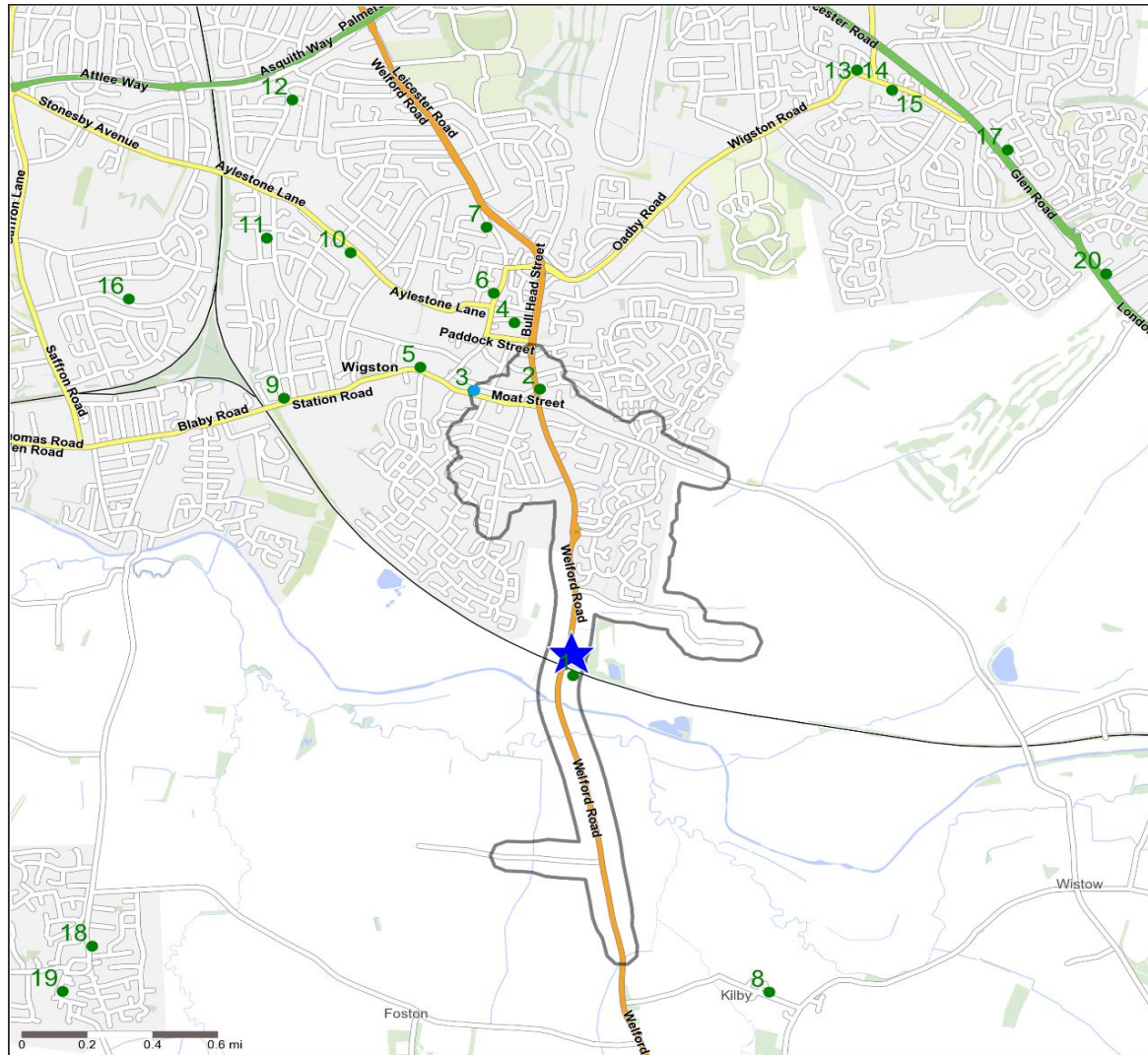
- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

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	1,373	35.0	116	17	0.4	3	2,528	64.5	124			
Male: Alone	1,467	37.4	126	411	10.5	67	2,040	52.1	98			
Male: Group	1,231	31.4	137	1,585	40.5	154	1,102	28.1	57			
Male: Pair	1,074	27.4	105	848	21.6	142	1,995	50.9	89			
Mixed Sex: Group	786	20.1	88	1,166	29.8	93	1,965	50.2	114			
Mixed Sex: Pair	2,255	57.6	245	743	19.0	58	919	23.5	55			
With Children	1,208	30.8	107	453	11.6	69	2,256	57.6	109			
Unknown	678	17.3	53	730	18.6	104	2,509	64.0	134			
For Eating:												
Upmarket	1,367	34.9	114	507	12.9	62	2,044	52.2	110			
Midmarket	1,232	31.4	92	152	3.9	43	2,534	64.7	117			
Downmarket	1,717	43.8	197	1,561	39.8	114	640	16.3	39			
For Drinking (monthly spend):												
Nothing	1,500	38.3	127	1,161	29.6	125	1,257	32.1	72			
Low (less than £10)	2,040	52.1	174	954	24.3	104	924	23.6	52			
Medium (Between £10 and £40)	2,025	51.7	169	124	3.2	18	1,769	45.2	90			
High (Greater than £40)	1,006	25.7	99	444	11.3	55	2,468	63.0	120			

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	91,106	33.1	109	32,728	11.9	73	137,640	50.0	96
Male: Alone	105,987	38.5	129	42,391	15.4	99	113,096	41.1	77
Male: Group	57,943	21.1	92	87,821	31.9	122	115,711	42.0	85
Male: Pair	99,875	36.3	139	47,755	17.4	114	113,844	41.4	72
Mixed Sex: Group	93,564	34.0	149	57,934	21.1	66	109,977	40.0	91
Mixed Sex: Pair	103,032	37.4	160	58,495	21.3	65	99,947	36.3	85
With Children	91,411	33.2	115	32,721	11.9	71	137,343	49.9	94
Unknown	111,934	40.7	124	31,082	11.3	63	118,459	43.0	90
For Eating:									
Upmarket	118,512	43.1	141	50,258	18.3	88	92,705	33.7	71
Midmarket	129,338	47.0	137	13,891	5.0	56	118,246	43.0	78
Downmarket	79,104	28.7	129	90,195	32.8	94	92,176	33.5	81
For Drinking (monthly spend):									
Nothing	70,367	25.6	85	68,154	24.8	105	122,954	44.7	100
Low (less than £10)	82,018	29.8	100	56,505	20.5	87	122,952	44.7	98
Medium (Between £10 and £40)	104,394	37.9	124	23,333	8.5	48	133,747	48.6	97
High (Greater than £40)	69,878	25.4	98	47,293	17.2	84	144,304	52.4	100

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	Navigation Inn, LE18 3TE	Star Pubs & Bars	1.5	0.4
2	Horse & Trumpet, LE18 1PB	Everards	17.8	2.6
3	Old Crown Inn, LE18 2GD	Star Pubs & Bars	21.1	3.4
4	Two Steeples, LE18 1AD	Greene King	23.5	4.2
5	Plough Inn, LE18 2BA	Marston's	23.8	3.9
6	William Wygston, LE18 1DR	Wetherspoon	26.6	4.1
7	Star & Garter, LE18 1DS	Everards	31.1	4.7
8	Dog & Gun, LE18 3TD	Ei Group	32.9	3.5
9	1852 Brewery Co, LE18 2DH	Trust Inns	33.8	6.3
10	Nautical William, LE18 1BA	Trust Inns	35.3	6.2
11	Chartwell Arms, LE18 2FB	New River Retail	41.0	7.2
12	Aberdale Inn, LE 2 6HT	Everards	49.2	7.7
13	Black Dog, LE 2 5DL	Everards	49.5	8.9
14	Fox Inn, LE 2 5DL	Everards	49.5	8.9
15	Pauls Kitchen, LE 2 5DH	Independent Free	52.5	9.0
16	Fairfield, LE18 4YE	Everards	58.5	10.4
17	Oadby Owl, LE 2 4PE	Greene King	61.2	10.1
18	Axe & Square, LE 8 5RQ	Star Pubs & Bars	65.6	6.3
19	Bulls Head, LE 8 5QX	*Other Small Retail Groups	70.7	7.1
20	Grange Farm, LE 2 4RH	Mitchells & Butlers	71.4	11.7