

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	117
Catchment Adults 18+	848	863	111,209
Catchment Adults 18+ Per Pub	848	863	951
Populaton Projection 2018 to 2028 (% change)	9.45%	9.29%	7.16%

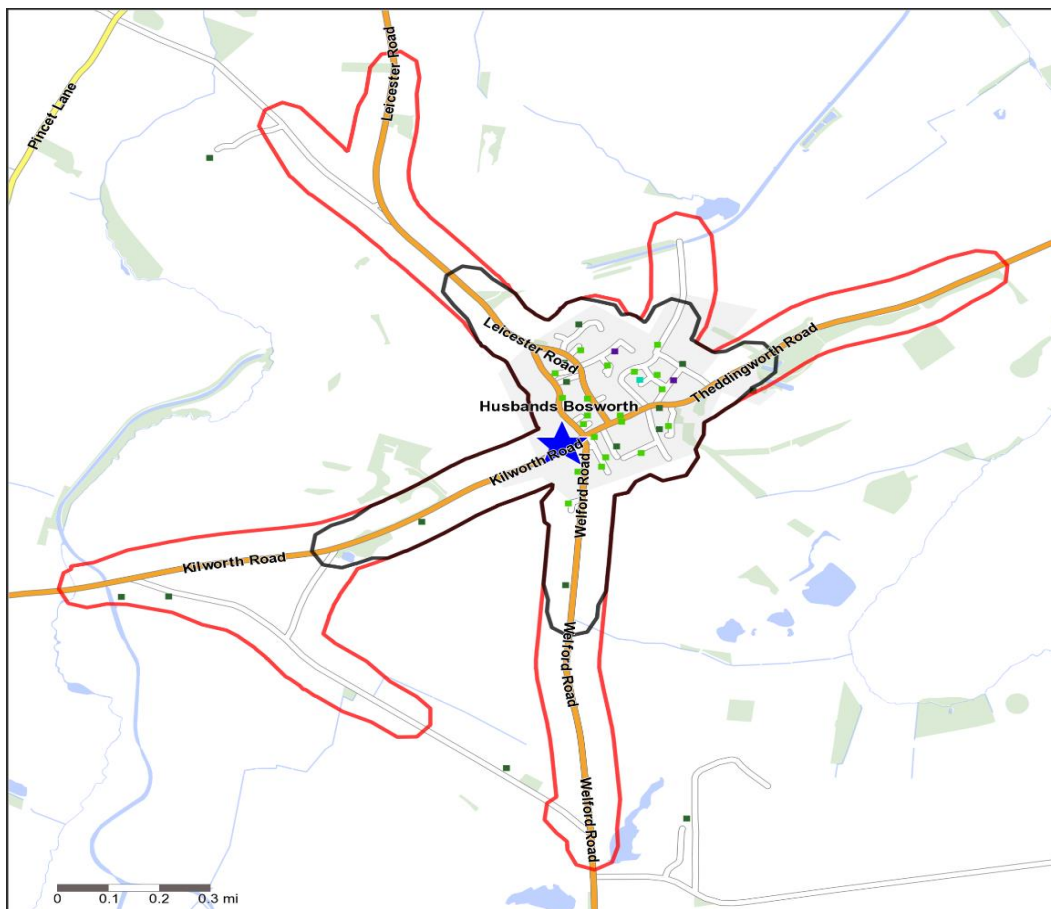
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	569	67.1	130	1	Premium Local	584	67.7	131	1	Premium Local	70,289	63.2	122
2	Great Pub Great Food	559	65.9	141	2	Great Pub Great Food	574	66.5	143	2	High Street Pub	66,655	59.9	129
3	Community Pub	284	33.5	53	3	Community Pub	286	33.1	53	3	Great Pub Great Food	55,213	49.6	79
4	High Street Pub	151	17.8	138	4	High Street Pub	151	17.5	135	4	Community Pub	48,217	43.4	335
5	Bit of Style	10	1.2	3	5	Bit of Style	10	1.2	3	5	Bit of Style	26,281	23.6	59
6	Circuit Bar	10	1.2	4	6	Circuit Bar	10	1.2	4	6	Circuit Bar	13,134	11.8	44
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	4,830	4.3	42

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	99	11.7	132	101	11.7	132	11,208	10.1	114
C1	110	13.0	106	112	13.0	106	13,199	11.9	97
C2	73	8.6	104	74	8.6	104	9,347	8.4	102
DE	52	6.1	60	53	6.1	60	8,174	7.4	71

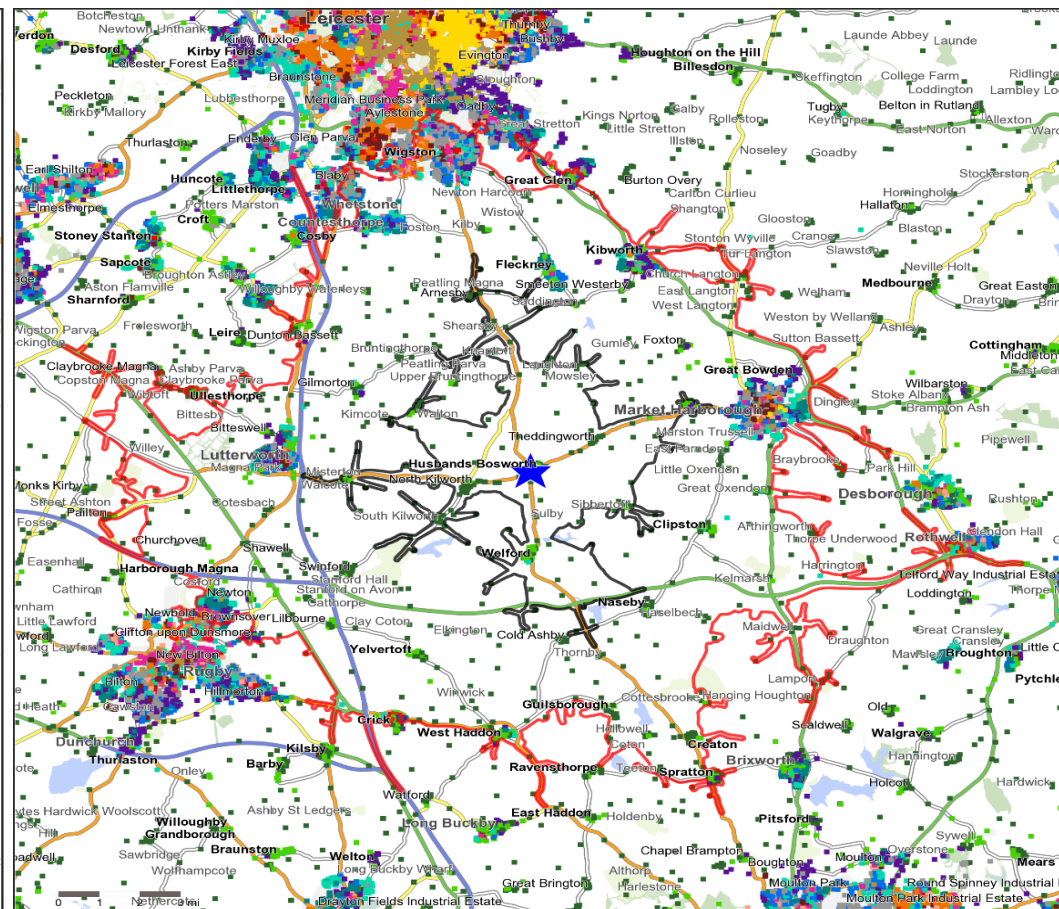
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	140	16.5	50	140	16.2	49	23,944	21.5	65
Medium (7-13)	290	34.2	103	294	34.1	103	46,857	42.1	127
High (14-19)	336	39.6	139	344	39.9	140	33,357	30.0	106

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

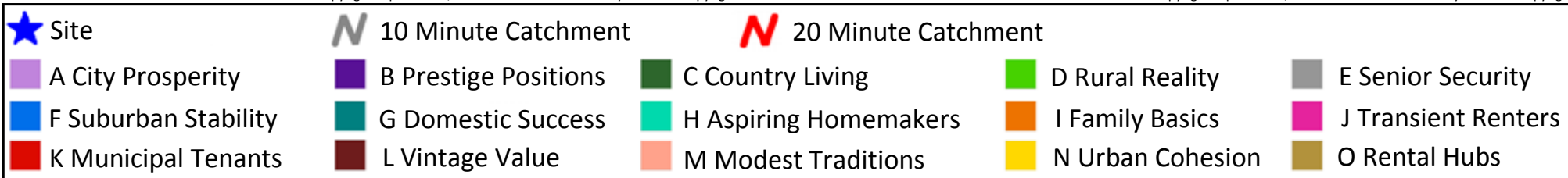
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	0
A02 Uptown Elite	0	0	0	0
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	0
B05 Premium Fortunes	0	0	0	63
B06 Diamond Days	0	0	20	568
B07 Alpha Families	54	56	163	2,908
B08 Bank of Mum and Dad	0	0	21	1,994
B09 Empty-Nest Adventure	0	0	0	3,311
C10 Wealthy Landowners	39	42	1,460	5,821
C11 Rural Vogue	16	17	840	2,807
C12 Scattered Homesteads	5	7	258	719
C13 Village Retirement	146	151	963	4,765
D14 Satellite Settlers	299	301	1,292	6,346
D15 Local Focus	128	128	215	2,242
D16 Outlying Seniors	151	151	558	2,276
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	0	1,263
E19 Bungalow Heaven	0	0	0	4,054
E20 Classic Grandparents	0	0	0	6,404
E21 Solo Retirees	0	0	0	3,358
F22 Boomerang Boarders	0	0	0	3,879
F23 Family Ties	0	0	0	1,555
F24 Fledgling Free	0	0	2	2,349
F25 Dependable Me	0	0	0	4,019
G26 Cafés and Catchments	0	0	0	22
G27 Thriving Independence	0	0	0	875
G28 Modern Parents	0	0	2	6,446
G29 Mid-Career Convention	0	0	22	5,951
H30 Primary Ambitions	0	0	0	1,781
H31 Affordable Fringe	0	0	0	3,050
H32 First-Rung Futures	0	0	0	2,640
H33 Contemporary Starts	10	10	10	5,904
H34 New Foundations	0	0	2	562
H35 Flying Solo	0	0	0	1,235

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	0	1,573
I37 Budget Generations	0	0	0	1,579
I38 Economical Families	0	0	0	1,024
I39 Families on a Budget	0	0	0	343
J40 Value Rentals	0	0	0	565
J41 Youthful Endeavours	0	0	0	705
J42 Midlife Renters	0	0	0	4,202
J43 Renting Rooms	0	0	0	385
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	0	0	656
K48 Mature Workers	0	0	0	16
L49 Flatlet Seniors	0	0	0	224
L50 Pocket Pensions	0	0	0	1,797
L51 Retirement Communities	0	0	0	1,468
L52 Estate Veterans	0	0	0	638
L53 Seasoned Survivors	0	0	0	103
M54 Down-to-Earth Owners	0	0	0	391
M55 Back with the Folks	0	0	0	1,780
M56 Self Supporters	0	0	0	1,642
N57 Community Elders	0	0	0	148
N58 Culture & Comfort	0	0	0	17
N59 Large Family Living	0	0	0	0
N60 Ageing Access	0	0	0	197
O61 Career Builders	0	0	0	295
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	4
O64 Bus-Route Renters	0	0	0	1,427
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	860
<b>Total</b>	<b>848</b>	<b>863</b>	<b>5,828</b>	<b>111,206</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. D14 Satellite Settlers

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



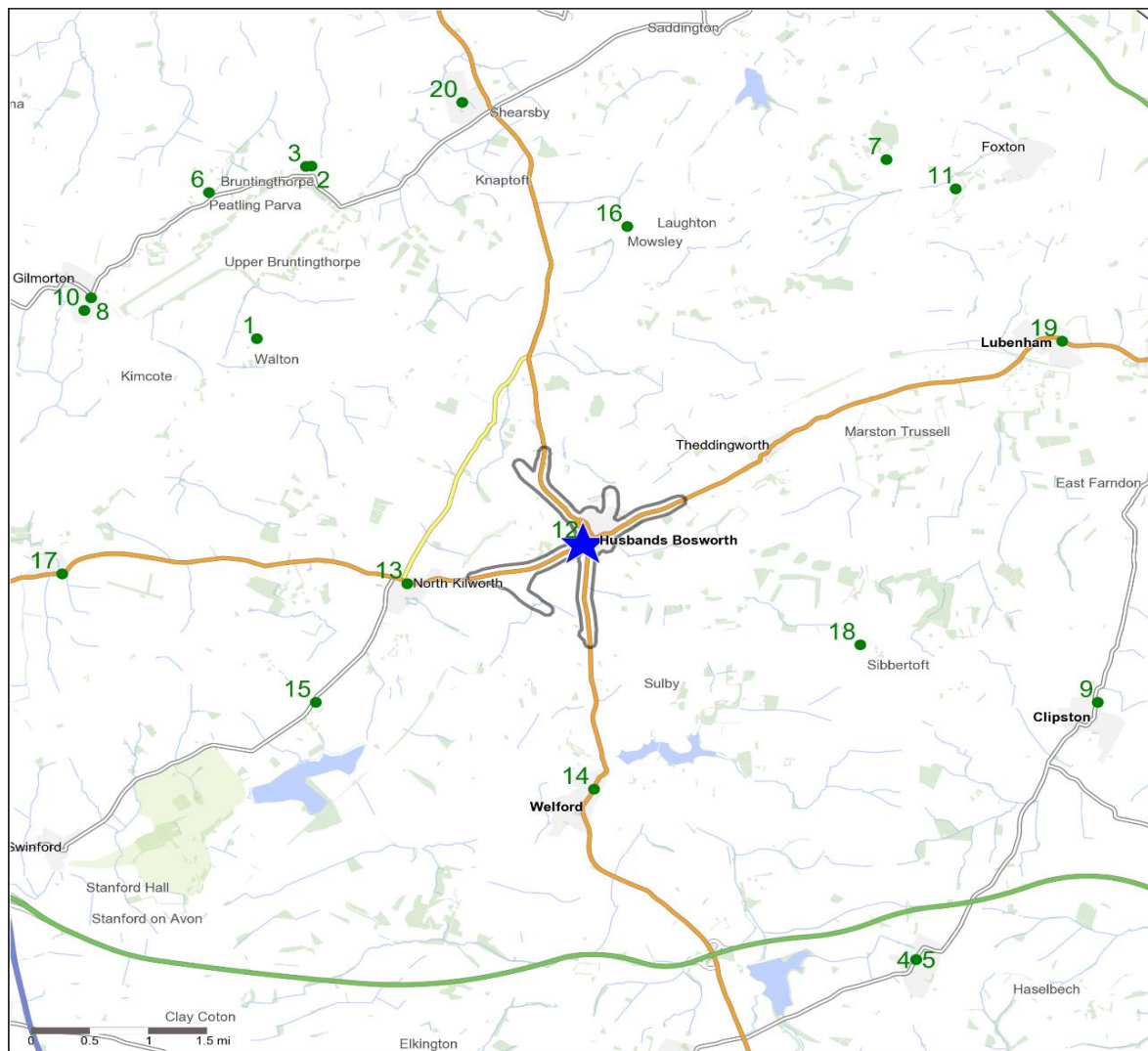
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	10	1.2	4	485	56.2	344	368	42.6	82			
Male: Alone	151	17.5	59	0	0.0	0	712	82.5	155			
Male: Group	0	0.0	0	279	32.3	123	584	67.7	136			
Male: Pair	0	0.0	0	0	0.0	0	863	100.0	174			
Mixed Sex: Group	0	0.0	0	741	85.9	269	122	14.1	32			
Mixed Sex: Pair	301	34.9	149	309	35.8	110	253	29.3	69			
With Children	0	0.0	0	138	16.0	95	725	84.0	159			
Unknown	429	49.7	151	10	1.2	6	424	49.1	103			
<b>For Eating:</b>												
Upmarket	10	1.2	4	56	6.5	31	797	92.4	195			
Midmarket	0	0.0	0	0	0.0	0	863	100.0	181			
Downmarket	0	0.0	0	289	33.5	96	574	66.5	160			
<b>For Drinking (monthly spend):</b>												
Nothing	286	33.1	110	17	2.0	8	560	64.9	145			
Low (less than £10)	158	18.3	61	598	69.3	295	108	12.5	28			
Medium (Between £10 and £40)	0	0.0	0	256	29.7	166	608	70.5	140			
High (Greater than £40)	0	0.0	0	42	4.9	24	821	95.1	182			

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	31,978	28.8	95	18,378	16.5	101	59,993	53.9	104
Male: Alone	28,234	25.4	85	15,131	13.6	87	66,983	60.2	113
Male: Group	21,968	19.8	86	32,193	28.9	111	56,187	50.5	102
Male: Pair	20,877	18.8	72	13,882	12.5	82	75,589	68.0	118
Mixed Sex: Group	17,489	15.7	69	48,865	43.9	138	43,994	39.6	90
Mixed Sex: Pair	44,614	40.1	171	26,741	24.0	74	38,993	35.1	82
With Children	28,442	25.6	88	18,792	16.9	100	63,115	56.8	107
Unknown	32,666	29.4	89	17,894	16.1	90	59,789	53.8	112
<b>For Eating:</b>									
Upmarket	30,671	27.6	90	20,050	18.0	87	59,628	53.6	113
Midmarket	21,512	19.3	56	3,856	3.5	38	84,980	76.4	138
Downmarket	29,254	26.3	118	43,771	39.4	113	37,322	33.6	81
<b>For Drinking (monthly spend):</b>									
Nothing	31,265	28.1	93	31,819	28.6	121	47,265	42.5	95
Low (less than £10)	44,150	39.7	133	32,710	29.4	125	33,488	30.1	66
Medium (Between £10 and £40)	38,729	34.8	114	19,703	17.7	99	51,917	46.7	93
High (Greater than £40)	22,844	20.5	79	21,682	19.5	95	65,822	59.2	113

## 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	Dog & Gun, LE17 5RG	Independent Free	0.0	7.9
2	Plough Inn, LE17 5QE	Independent Free	0.0	10.1
3	Joiners Arms, LE17 5QH	Unknown	0.0	10.4
4	Fitzgerald Arms, NN 6 6DA	Independent Free	0.0	11.5
5	Royal Oak, NN 6 6DA	Admiral Taverns Ltd	0.0	11.5
6	Shires, LE17 5PU	Independent Free	0.0	11.9
7	Bell, LE16 7RU	Independent Free	0.0	12.3
8	Crown Inn, LE17 5NY	Independent Free	0.0	12.7
9	Bulls Head, LE16 9RT	Everards	0.0	12.8
10	Grey Goose, LE17 5PN	Independent Free	0.0	13.2
11	Foxton Locks Inn, LE16 7RA	Independent Free	0.0	14.0
12	Bell Inn, LE17 6JZ	Star Pubs & Bars	0.0	0.1
13	White Lion, LE17 6EP	Independent Free	32.9	3.6
14	Elizabethan, NN 6 6HT	Independent Free	48.0	4.5
15	White Hart, LE17 6DN	Independent Free	59.1	6.8
16	Staff Of Life, LE17 6NT	Independent Free	81.0	6.9
17	Black Horse, LE17 4JU	Independent Free	90.3	7.7
18	Red Lion, LE16 9UD	Independent Free	91.7	7.3
19	Coach & Horses, LE16 9TF	Everards	91.7	9.1
20	Chandlers Arms, LE17 6PL	Independent Free	95.0	8.0