

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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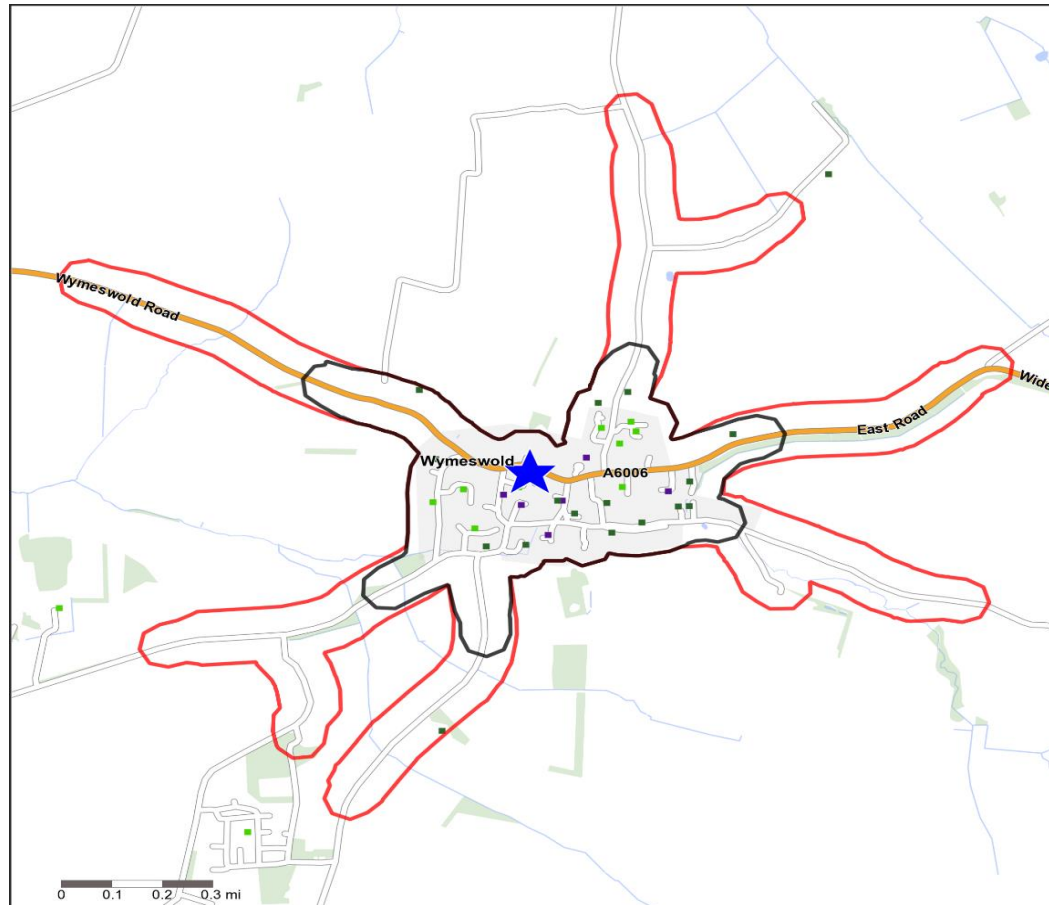
Number of Pubs	3	3	212
Catchment Adults 18+	967	969	241,035
Catchment Adults 18+ Per Pub	322	323	1,137
Populaton Projection 2018 to 2028 (% change)	12.19%	12.25%	8.57%

		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	951	98.3	190	<div></div>	1	Great Pub Great Food	953	98.3	190	<div></div>	1	High Street Pub	147,856	61.3	118	<div></div>
2	Premium Local	951	98.3	211	<div></div>	2	Premium Local	953	98.3	211	<div></div>	2	Premium Local	137,723	57.1	123	<div></div>
3	Community Pub	39	4.0	6	<div></div>	3	Community Pub	40	4.1	7	<div></div>	3	Community Pub	108,991	45.2	72	<div></div>
4	Bit of Style	0	0.0	0	<div></div>	4	Bit of Style	0	0.0	0	<div></div>	4	Great Pub Great Food	99,950	41.5	321	<div></div>
5	Circuit Bar	0	0.0	0	<div></div>	5	Circuit Bar	0	0.0	0	<div></div>	5	Bit of Style	61,213	25.4	63	<div></div>
6	Craft Led	0	0.0	0	<div></div>	6	Craft Led	0	0.0	0	<div></div>	6	Circuit Bar	37,892	15.7	59	<div></div>
7	High Street Pub	0	0.0	0	<div></div>	7	High Street Pub	0	0.0	0	<div></div>	7	Craft Led	23,437	9.7	94	<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	179	18.5	209	180	18.6	210	22,085	9.2	104
C1	97	10.0	82	97	10.0	82	27,701	11.5	94
C2	66	6.8	83	66	6.8	83	19,148	7.9	96
DE	38	3.9	38	38	3.9	38	19,967	8.3	80

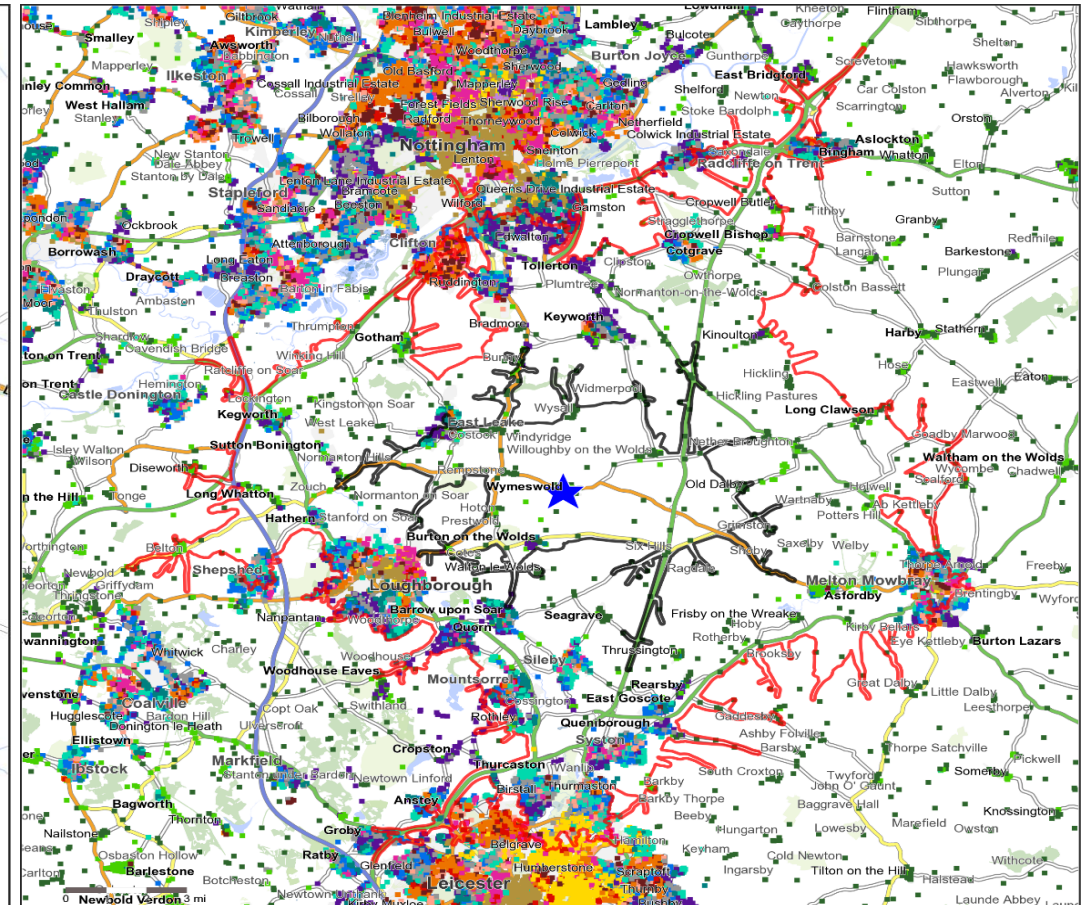
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	46	4.8	14	46	4.7	14	66,910	27.8	84
Medium (7-13)	245	25.3	76	246	25.4	77	91,731	38.1	115
High (14-19)	654	67.6	238	655	67.6	238	55,948	23.2	82

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

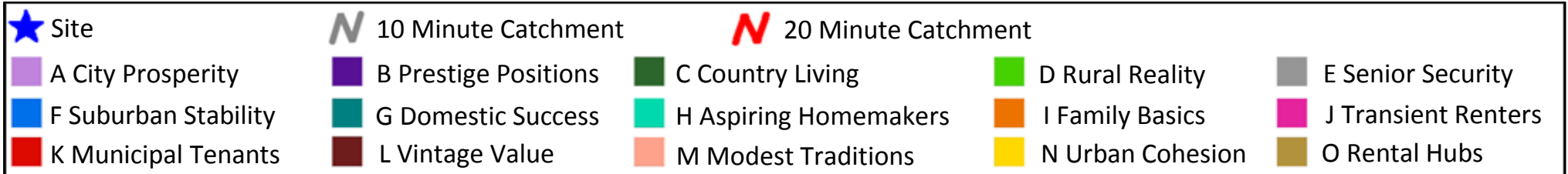


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	47
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	11	898
	B06	Diamond Days	20	20	53	3,295
	B07	Alpha Families	168	168	513	5,383
	B08	Bank of Mum and Dad	16	16	51	5,713
	B09	Empty-Nest Adventure	0	0	530	8,795
	C10	Wealthy Landowners	49	49	1,448	4,673
	C11	Rural Vogue	50	50	627	1,581
	C12	Scattered Homesteads	24	24	116	482
	C13	Village Retirement	313	314	1,775	7,120
	D14	Satellite Settlers	312	312	1,553	7,957
	D15	Local Focus	16	16	141	2,737
	D16	Outlying Seniors	0	0	46	1,213
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	1	4,432
	E19	Bungalow Heaven	0	0	631	9,457
	E20	Classic Grandparents	0	0	54	5,923
	E21	Solo Retirees	0	0	0	4,896
	F22	Boomerang Boarders	0	0	104	7,093
	F23	Family Ties	0	0	76	2,955
	F24	Fledgling Free	0	0	68	6,734
	F25	Dependable Me	0	0	0	7,062
	G26	Cafés and Catchments	0	0	0	538
	G27	Thriving Independence	0	0	0	5,099
	G28	Modern Parents	0	0	252	6,866
	G29	Mid-Career Convention	0	0	473	10,706
	H30	Primary Ambitions	0	0	0	2,259
	H31	Affordable Fringe	0	0	89	9,111
	H32	First-Rung Futures	0	0	4	8,104
	H33	Contemporary Starts	0	0	331	11,381
	H34	New Foundations	0	0	131	938
	H35	Flying Solo	0	0	0	3,132

			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	1	2,405
	I37	Budget Generations	0	0	0	3,659
	I38	Economical Families	0	0	0	2,919
	I39	Families on a Budget	0	0	0	3,249
	J40	Value Rentals	0	0	4	1,397
	J41	Youthful Endeavours	0	0	0	1,265
	J42	Midlife Renters	0	0	0	8,349
	J43	Renting Rooms	0	0	4	3,603
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	158
	K47	Single Essentials	0	0	0	1,455
	K48	Mature Workers	0	0	0	663
	L49	Flatlet Seniors	0	0	0	2,162
	L50	Pocket Pensions	0	0	69	4,589
	L51	Retirement Communities	0	0	45	1,086
	L52	Estate Veterans	0	0	21	2,452
	L53	Seasoned Survivors	0	0	0	2,516
	M54	Down-to-Earth Owners	0	0	38	2,317
	M55	Back with the Folks	0	0	0	5,107
	M56	Self Supporters	0	0	3	4,403
	N57	Community Elders	0	0	0	4,735
	N58	Culture & Comfort	0	0	0	704
	N59	Large Family Living	0	0	0	3,670
	N60	Ageing Access	0	0	0	854
	O61	Career Builders	0	0	0	1,168
	O62	Central Pulse	0	0	0	430
	O63	Flexible Workforce	0	0	0	367
	O64	Bus-Route Renters	0	0	0	2,040
	O65	Learners & Earners	0	0	0	4,698
	O66	Student Scene	0	0	0	4,082
	U99	Unclassified	0	0	0	7,953
Total			968	969	9,263	241,035

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. 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

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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. 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

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



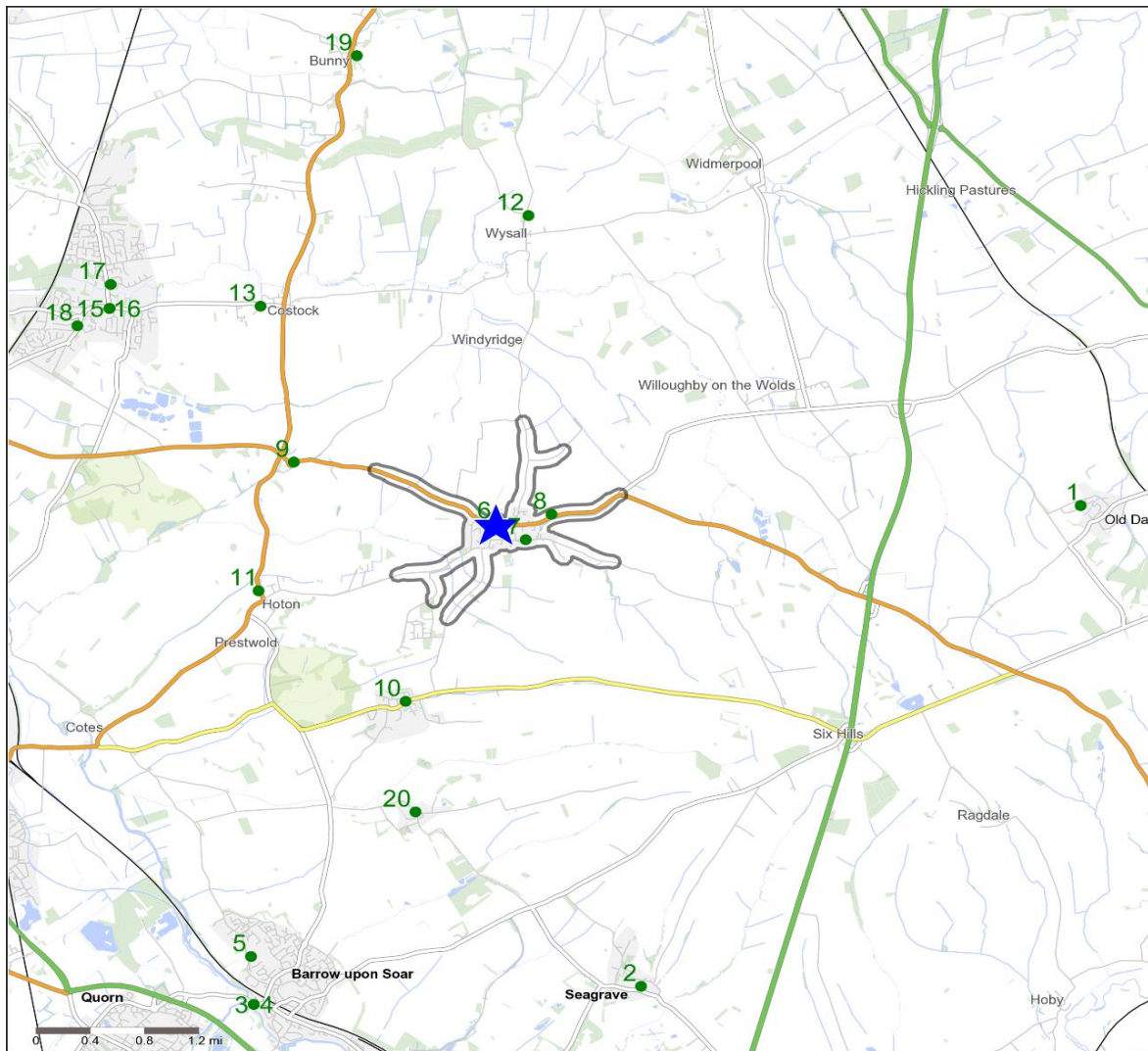
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	16	1.7	5		496	51.2	313		456	47.1	90	
Male: Alone	0	0.0	0		0	0.0	0		969	100.0	188	
Male: Group	0	0.0	0		346	35.7	136		623	64.3	130	
Male: Pair	0	0.0	0		0	0.0	0		969	100.0	174	
Mixed Sex: Group	16	1.7	7		642	66.3	207		311	32.1	73	
Mixed Sex: Pair	328	33.8	144		338	34.9	107		303	31.3	73	
With Children	0	0.0	0		36	3.7	22		933	96.3	182	
Unknown	328	33.8	103		20	2.1	12		621	64.1	134	
For Eating:												
Upmarket	16	1.7	5		168	17.3	83		784	80.9	171	
Midmarket	16	1.7	5		0	0.0	0		953	98.3	178	
Downmarket	0	0.0	0		32	3.3	9		937	96.7	233	
For Drinking (monthly spend):												
Nothing	56	5.8	19		50	5.2	22		863	89.1	199	
Low (less than £10)	374	38.6	129		378	39.0	166		217	22.4	49	
Medium (Between £10 and £40)	36	3.7	12		555	57.3	321		378	39.0	78	
High (Greater than £40)	16	1.7	6		69	7.1	35		884	91.2	174	

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	69,106	28.7	95	36,024	14.9	91	127,952	53.1	102
Male: Alone	69,934	29.0	97	34,228	14.2	91	128,920	53.5	100
Male: Group	49,551	20.6	90	74,473	30.9	118	109,058	45.2	91
Male: Pair	56,622	23.5	90	39,176	16.3	107	137,283	57.0	99
Mixed Sex: Group	57,330	23.8	104	82,662	34.3	107	93,089	38.6	88
Mixed Sex: Pair	84,688	35.1	150	58,481	24.3	75	89,913	37.3	87
With Children	68,426	28.4	98	39,941	16.6	98	124,715	51.7	98
Unknown	73,458	30.5	93	39,948	16.6	92	119,675	49.7	104
For Eating:									
Upmarket	79,667	33.1	108	44,461	18.4	89	108,953	45.2	96
Midmarket	67,953	28.2	82	10,099	4.2	46	155,030	64.3	116
Downmarket	66,621	27.6	124	93,378	38.7	111	73,083	30.3	73
For Drinking (monthly spend):									
Nothing	61,599	25.6	84	64,189	26.6	113	107,293	44.5	99
Low (less than £10)	85,257	35.4	118	59,468	24.7	105	88,357	36.7	81
Medium (Between £10 and £40)	83,682	34.7	113	33,361	13.8	78	116,040	48.1	96
High (Greater than £40)	50,707	21.0	81	53,190	22.1	108	129,185	53.6	102

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	Crown Inn, LE14 3LF	Little Britain Pub Company	0.0	9.9
2	White Horse, LE12 7LT	Unknown	0.0	11.7
3	Boathouse At Barrrow, LE12 8PN	Ei Group	0.0	12.1
4	Soar Bridge Inn, LE12 8PN	Everards	0.0	12.1
5	Three Crowns, LE12 8JS	Star Pubs & Bars	0.0	12.8
6	Three Crowns, LE12 6TZ	Star Pubs & Bars	0.0	0.2
7	Windmill Inn, LE12 6TT	Little Britain Pub Company	6.0	1.4
8	Hammer & Pincers, LE12 6ST	*Other Small Retail Groups	8.8	1.4
9	White Lion, LE12 6RH	*Other Small Retail Groups	31.4	3.8
10	Greyhound Inn, LE12 5AG	Everards	35.3	4.9
11	Packe Arms, LE12 5SJ	Mitchells & Butlers	40.1	5.7
12	Plough, NG12 5QQ	Independent Free	54.0	7.3
13	Generous Briton, LE12 6XD	Marston's	61.8	6.7
14	Bulls Head, LE12 6PG	Star Pubs & Bars	83.7	8.6
15	Nags Head, LE12 6PG	Star Pubs & Bars	83.7	8.6
16	Round Robinn, LE12 6PG	Independent Free	83.7	8.6
17	Bryer's, LE12 6JG	Independent Free	87.8	9.4
18	Three Horseshoes, LE12 6PB	Star Pubs & Bars	90.2	9.0
19	Rancliffe Arms, NG11 6QT	Marston's	102.4	9.0
20	Anchor Inn, LE12 8HR	Independent Free	117.9	9.6