

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	2	235
Catchment Adults 18+	640	2,169	331,667
Catchment Adults 18+ Per Pub	320	1,085	1,411
Populaton Projection 2020 to 2030 (% change)	6.72%	7.02%	6.73%

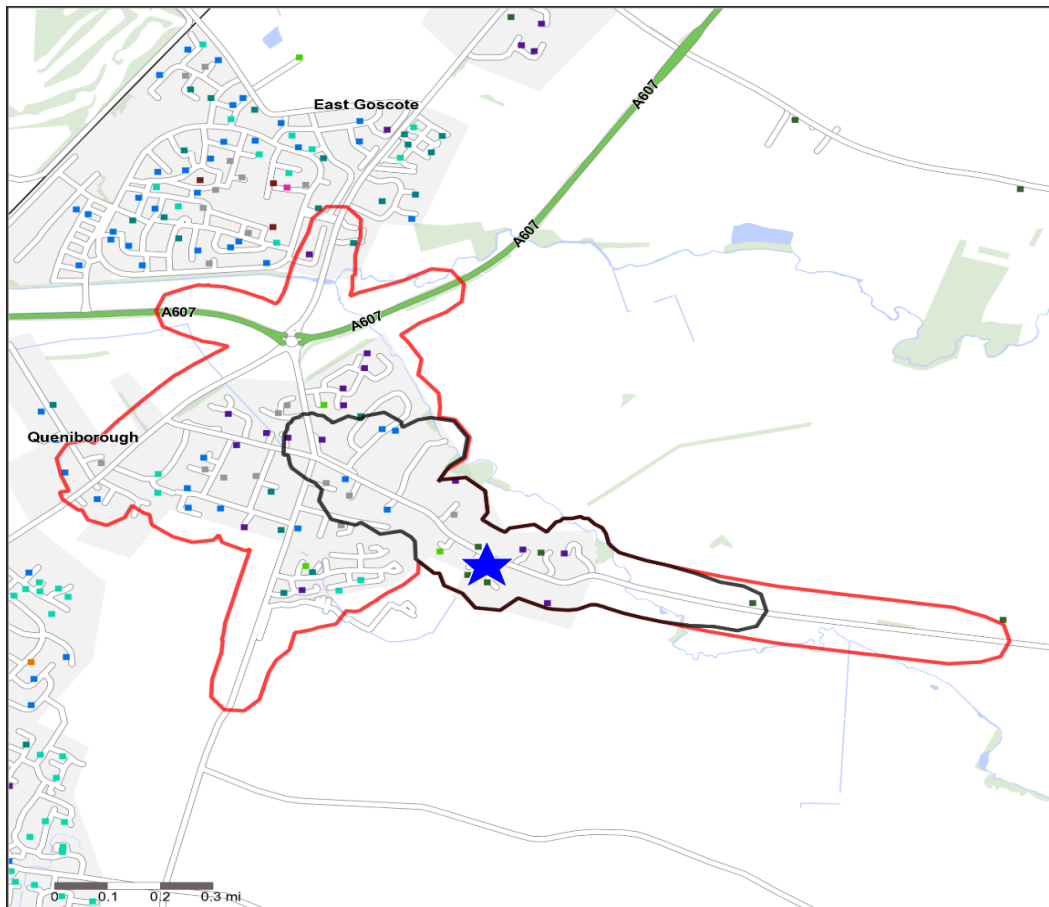
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	566	88.4	168	1	Premium Local	1,749	80.6	154	1	High Street Pub	218,883	66.0	126
2	Great Pub Great Food	528	82.5	176	2	Great Pub Great Food	1,449	66.8	142	2	Community Pub	170,391	51.4	110
3	High Street Pub	281	43.9	69	3	High Street Pub	902	41.6	65	3	Premium Local	139,261	42.0	66
4	Bit of Style	72	11.3	79	4	Bit of Style	514	23.7	165	4	Great Pub Great Food	95,168	28.7	200
5	Circuit Bar	33	5.2	13	5	Community Pub	219	10.1	25	5	Bit of Style	74,462	22.5	56
6	Community Pub	24	3.8	13	6	Circuit Bar	210	9.7	34	6	Circuit Bar	55,505	16.7	58
7	Craft Led	0	0.0	0	7	Craft Led	57	2.6	23	7	Craft Led	36,448	11.0	97

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	63	9.8	111	183	8.4	95	23,424	7.1	80
C1	71	11.1	90	242	11.2	91	38,113	11.5	93
C2	42	6.6	79	161	7.4	90	27,562	8.3	101
DE	21	3.3	32	82	3.8	37	40,270	12.1	118

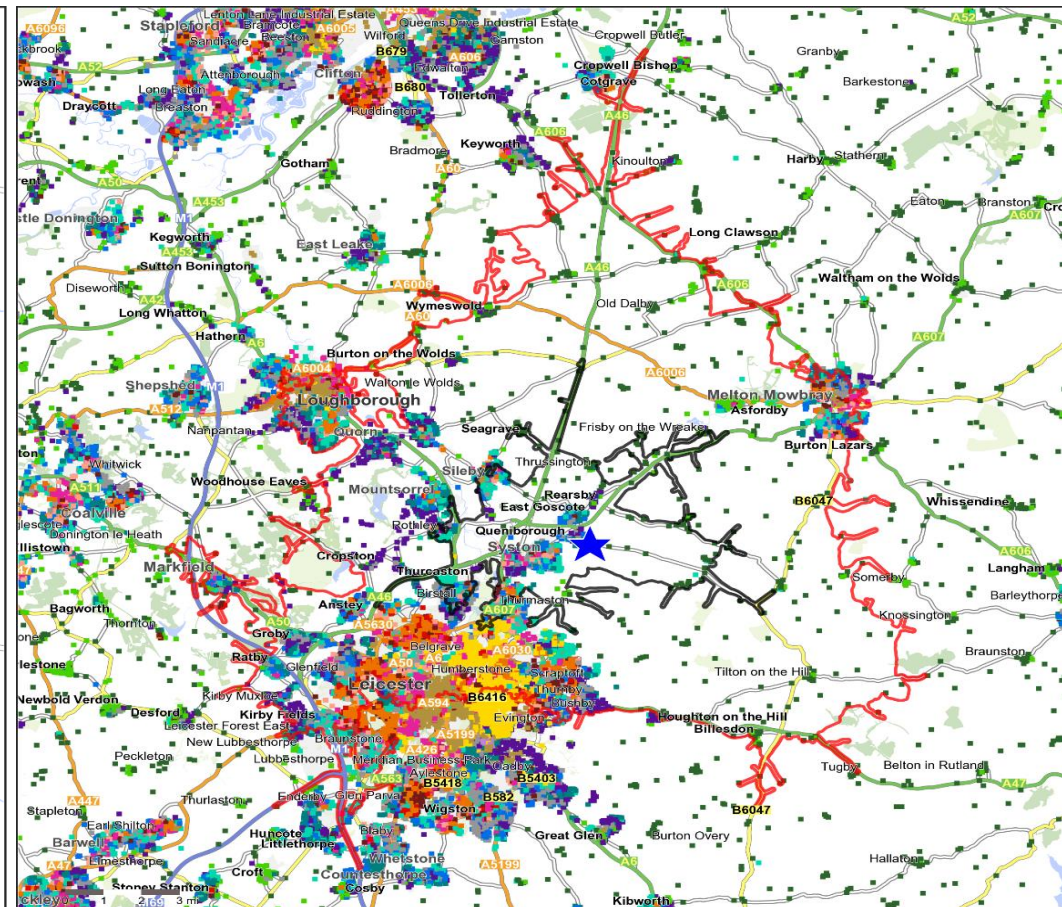
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	28	4.4	13	146	6.7	20	141,716	42.7	129
Medium (7-13)	345	53.9	162	1,043	48.1	145	118,677	35.8	108
High (14-19)	234	36.6	128	845	39.0	137	58,304	17.6	62

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

		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	81
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	58	768
B06	Diamond Days	54	85	236	2,957
B07	Alpha Families	3	70	520	4,075
B08	Bank of Mum and Dad	32	56	1,064	5,952
B09	Empty-Nest Adventure	13	248	863	7,927
C10	Wealthy Landowners	24	39	758	3,874
C11	Rural Vogue	0	0	300	1,763
C12	Scattered Homesteads	2	4	58	639
C13	Village Retirement	115	184	1,363	5,113
D14	Satellite Settlers	17	42	1,097	3,808
D15	Local Focus	0	0	0	1,766
D16	Outlying Seniors	0	0	0	1,145
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	8	8	66	2,368
E19	Bungalow Heaven	65	330	1,531	8,557
E20	Classic Grandparents	9	19	1,484	7,769
E21	Solo Retirees	0	13	1,136	6,911
F22	Boomerang Boarders	221	388	1,810	8,355
F23	Family Ties	0	46	1,704	5,565
F24	Fledgling Free	0	7	1,708	4,849
F25	Dependable Me	5	101	1,621	7,727
G26	Cafés and Catchments	0	0	0	500
G27	Thriving Independence	0	0	406	4,489
G28	Modern Parents	33	94	795	7,747
G29	Mid-Career Convention	6	196	1,699	8,482
H30	Primary Ambitions	0	13	835	6,284
H31	Affordable Fringe	0	16	3,494	14,464
H32	First-Rung Futures	0	0	1,375	9,086
H33	Contemporary Starts	0	100	3,575	12,817
H34	New Foundations	33	53	148	1,757
H35	Flying Solo	0	57	497	1,700

		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	267	1,972
I37	Budget Generations	0	0	736	5,314
I38	Economical Families	0	0	103	5,218
I39	Families on a Budget	0	0	77	22,161
J40	Value Rentals	0	0	125	880
J41	Youthful Endeavours	0	0	235	1,937
J42	Midlife Renters	0	0	2,049	9,232
J43	Renting Rooms	0	0	59	13,733
K44	Inner City Stalwarts	0	0	0	86
K45	City Diversity	0	0	0	56
K46	High Rise Residents	0	0	0	378
K47	Single Essentials	0	0	122	5,022
K48	Mature Workers	0	0	0	4,679
L49	Flatlet Seniors	0	0	0	3,340
L50	Pocket Pensions	0	0	637	5,654
L51	Retirement Communities	0	0	270	928
L52	Estate Veterans	0	0	216	3,294
L53	Seasoned Survivors	0	0	225	2,079
M54	Down-to-Earth Owners	0	0	177	1,550
M55	Back with the Folks	0	0	853	8,419
M56	Self Supporters	0	0	1,614	7,130
N57	Community Elders	0	0	510	10,638
N58	Culture & Comfort	0	0	42	4,332
N59	Large Family Living	0	0	0	29,638
N60	Ageing Access	0	0	0	840
O61	Career Builders	0	0	31	674
O62	Central Pulse	0	0	0	5,277
O63	Flexible Workforce	0	0	0	1,280
O64	Bus-Route Renters	0	0	467	3,220
O65	Learners & Earners	0	0	0	4,391
O66	Student Scene	0	0	0	9,019
U99	Unclassified	0	0	0	0
Total		640	2,169	39,016	331,666

Top 3 Mosaic Types in a 20 Minute Walktime

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

2. 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

3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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
- 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



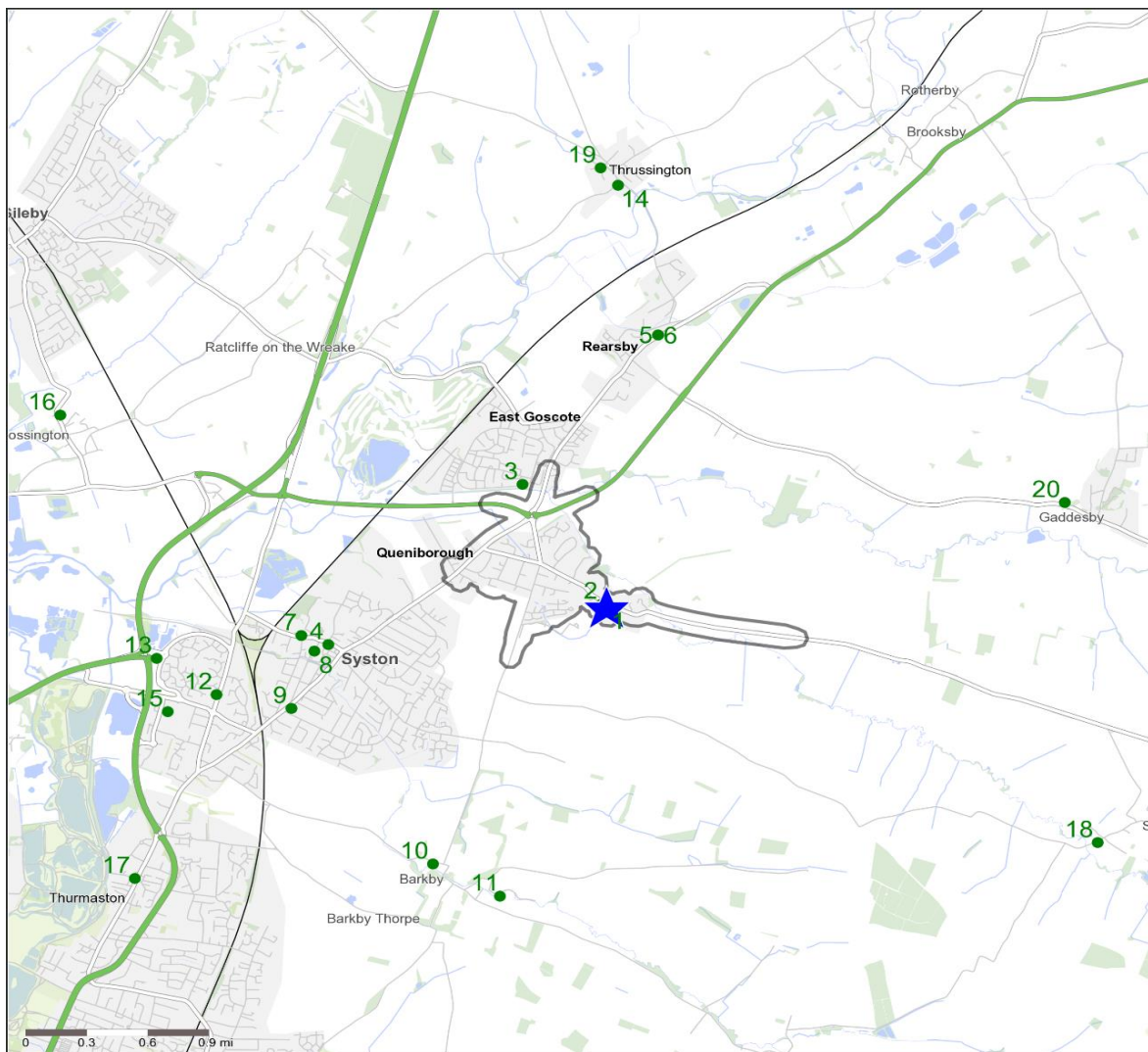
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	750	34.6	107	127	5.9	34	1,291	59.5	117			
Male: Alone	551	25.4	85	290	13.4	81	1,328	61.2	114			
Male: Group	551	25.4	111	798	36.8	136	820	37.8	75			
Male: Pair	449	20.7	79	168	7.7	50	1,551	71.5	122			
Mixed Sex: Group	171	7.9	32	1,403	64.7	201	594	27.4	63			
Mixed Sex: Pair	856	39.5	163	880	40.6	123	432	19.9	47			
With Children	227	10.5	35	381	17.6	100	1,561	72.0	136			
Unknown	394	18.2	52	317	14.6	79	1,458	67.2	144			
For Eating:												
Upmarket	872	40.2	125	217	10.0	46	1,080	49.8	108			
Midmarket	503	23.2	64	57	2.6	29	1,608	74.1	135			
Downmarket	590	27.2	117	1,081	49.8	141	498	23.0	55			
For Drinking (monthly spend):												
Nothing	541	24.9	81	969	44.7	190	658	30.3	66			
Low (less than £10)	1,349	62.2	209	479	22.1	93	340	15.7	34			
Medium (Between £10 and £40)	1,161	53.5	174	303	14.0	77	704	32.5	64			
High (Greater than £40)	845	39.0	148	343	15.8	76	981	45.2	86			

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	101,788	30.7	95	45,807	13.8	81	184,072	55.5	109	
Male: Alone	124,881	37.7	126	58,931	17.8	107	147,855	44.6	83	
Male: Group	74,334	22.4	98	104,203	31.4	116	153,130	46.2	92	
Male: Pair	109,464	33.0	126	64,280	19.4	126	157,923	47.6	81	
Mixed Sex: Group	103,322	31.2	127	85,469	25.8	80	142,876	43.1	100	
Mixed Sex: Pair	107,012	32.3	133	94,804	28.6	87	129,851	39.2	92	
With Children	131,237	39.6	133	59,444	17.9	102	140,985	42.5	81	
Unknown	137,719	41.5	119	46,545	14.0	76	147,403	44.4	95	
For Eating:										
Upmarket	136,522	41.2	128	66,867	20.2	93	128,279	38.7	84	
Midmarket	144,302	43.5	121	27,850	8.4	92	159,515	48.1	88	
Downmarket	96,824	29.2	126	127,064	38.3	109	107,779	32.5	78	
For Drinking (monthly spend):										
Nothing	95,679	28.8	94	85,717	25.8	110	150,271	45.3	99	
Low (less than £10)	107,045	32.3	109	55,200	16.6	70	169,422	51.1	110	
Medium (Between £10 and £40)	111,729	33.7	109	30,958	9.3	51	188,980	57.0	112	
High (Greater than £40)	68,984	20.8	79	65,275	19.7	95	197,409	59.5	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	Britannia Inn, LE 7 3DB	Star Pubs & Bars	0.0	0.1
2	Horse & Groom, LE 7 3DJ	Star Pubs & Bars	1.2	0.4
3	Plough, LE 7 3ZL	Ei Group	23.5	4.3
4	Fox & Hounds, LE 7 1GP	Independent Free	35.0	5.4
5	Horse & Groom, LE 7 4YS	Star Pubs & Bars	37.1	5.6
6	Wheel Inn, LE 7 4YS	Unknown	37.1	5.6
7	Queen Victoria, LE 7 1GQ	Everards	37.7	5.4
8	Dog & Gun, LE 7 1GN	Steamin Billy Brewing Co	37.7	5.4
9	Midland Railway, LE 7 2JS	Star Pubs & Bars	41.9	6.1
10	Malt Shovel, LE 7 3QG	Daniel Thwaites plc	43.5	6.3
11	Brookside, LE 7 3QD	Independent Free	52.5	7.7
12	Gate Hangs Well, LE 7 1NH	Everards	52.8	6.9
13	Hobby Horse Farm, LE 7 1BA	Greene King	56.7	6.0
14	Blue Lion, LE 7 4UD	Admiral Taverns Ltd	58.2	8.9
15	Hope & Anchor, LE 7 1PD	Greene King	58.8	7.1
16	Royal Oak, LE 7 4UU	Everards	67.0	6.9
17	Top House, LE 4 8BE	Trust Inns Limited	67.7	8.0
18	Golden Fleece, LE 7 3RL	Independent Free	72.6	7.5
19	Star Inn, LE 7 4UH	Independent Free	73.2	9.4
20	Cheney Arms, LE 7 4XE	Everards	74.3	7.4