

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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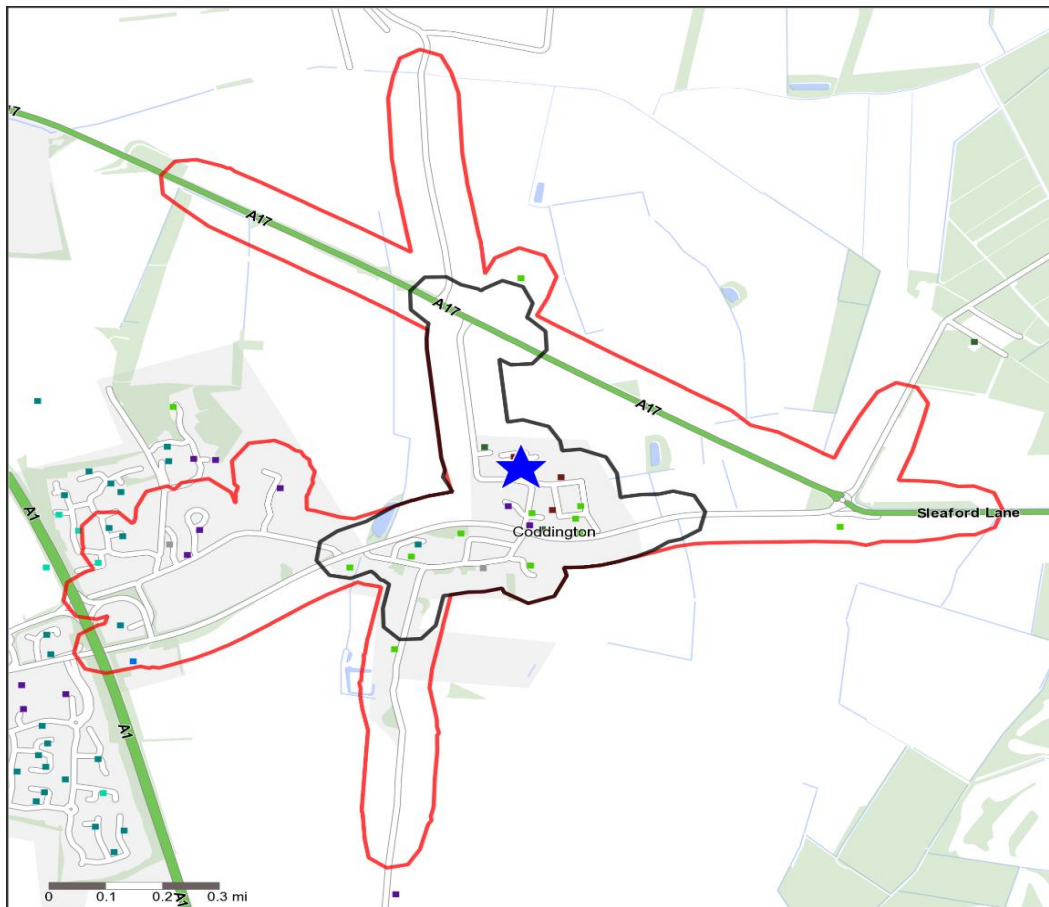
Number of Pubs	1	1	114
Catchment Adults 18+	362	807	109,663
Catchment Adults 18+ Per Pub	362	807	962
Populaton Projection 2018 to 2028 (% change)	6.22%	8.08%	6.39%

		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	200	55.2	107	1	Premium Local	546	67.7	131	1	Premium Local	65,446	59.7	115
2	Community Pub	196	54.1	116	2	Great Pub Great Food	509	63.1	135	2	High Street Pub	56,691	51.7	111
3	Premium Local	139	38.4	61	3	High Street Pub	328	40.6	64	3	Great Pub Great Food	48,577	44.3	70
4	Great Pub Great Food	138	38.1	295	4	Community Pub	201	24.9	193	4	Community Pub	48,044	43.8	339
5	Bit of Style	29	8.0	20	5	Bit of Style	190	23.5	58	5	Bit of Style	22,193	20.2	50
6	Circuit Bar	0	0.0	0	6	Circuit Bar	35	4.3	16	6	Circuit Bar	16,698	15.2	57
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	6,984	6.4	62

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	23	6.4	72	81	10.0	114	9,403	8.6	97
C1	44	12.2	99	108	13.4	109	12,540	11.4	93
C2	30	8.3	100	55	6.8	83	9,761	8.9	108
DE	33	9.1	89	54	6.7	65	10,259	9.4	91

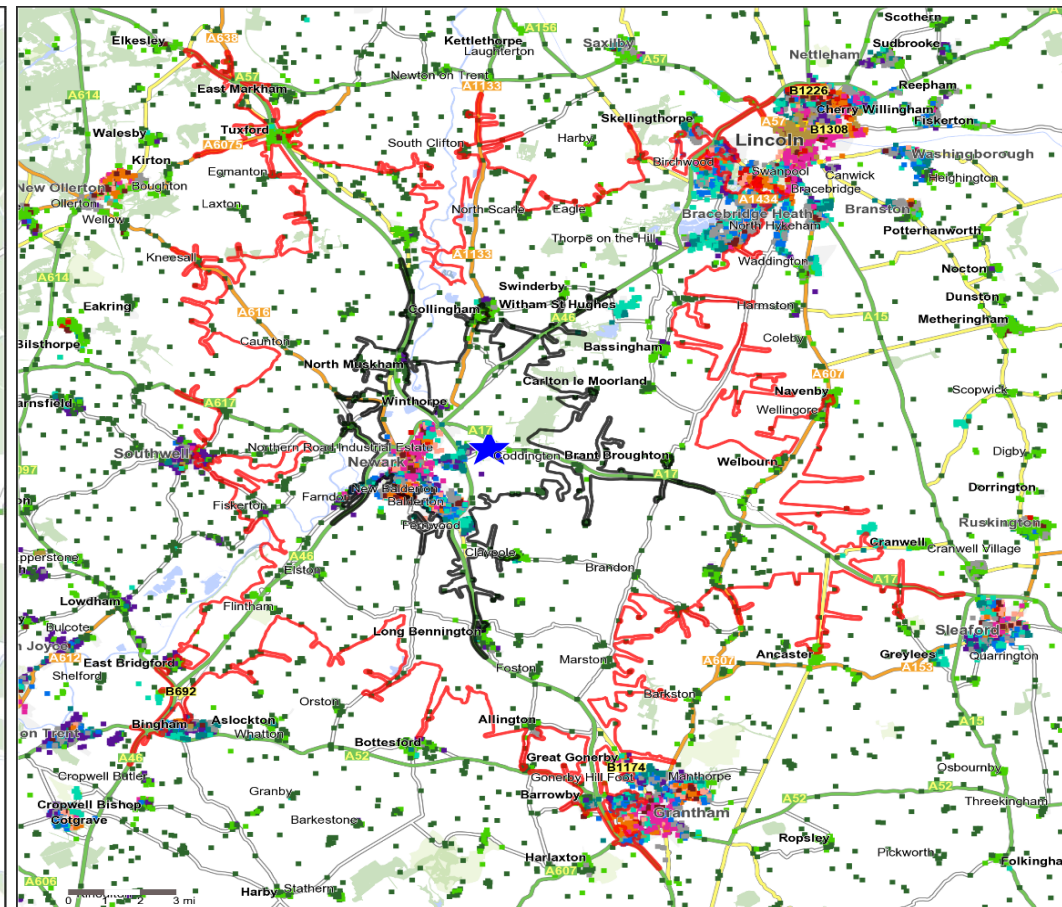
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	150	41.4	125	175	21.7	65	35,455	32.3	97
Medium (7-13)	92	25.4	77	283	35.1	106	43,420	39.6	119
High (14-19)	88	24.3	86	295	36.6	129	24,808	22.6	80

## 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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	28
B06	Diamond Days	0	0	96	276
B07	Alpha Families	5	8	278	1,136
B08	Bank of Mum and Dad	4	7	70	654
B09	Empty-Nest Adventure	16	206	782	2,362
C10	Wealthy Landowners	4	7	328	3,307
C11	Rural Vogue	0	0	944	4,787
C12	Scattered Homesteads	0	0	403	2,563
C13	Village Retirement	17	29	1,526	7,403
D14	Satellite Settlers	62	97	1,576	8,480
D15	Local Focus	26	31	181	2,113
D16	Outlying Seniors	34	34	223	3,419
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	50	255
E19	Bungalow Heaven	27	61	1,565	9,742
E20	Classic Grandparents	0	0	592	1,651
E21	Solo Retirees	0	0	637	1,582
F22	Boomerang Boarders	0	0	875	2,381
F23	Family Ties	1	2	135	375
F24	Fledgling Free	0	0	1,910	5,092
F25	Dependable Me	0	0	837	2,700
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	327	351
G28	Modern Parents	15	133	1,581	3,818
G29	Mid-Career Convention	14	23	931	2,757
H30	Primary Ambitions	0	0	283	402
H31	Affordable Fringe	0	0	1,346	2,498
H32	First-Rung Futures	0	0	1,780	4,659
H33	Contemporary Starts	0	35	1,710	7,741
H34	New Foundations	0	0	152	441
H35	Flying Solo	0	0	342	1,186

		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	41	85
I37	Budget Generations	0	0	1,013	2,313
I38	Economical Families	0	0	448	585
I39	Families on a Budget	0	0	1,167	2,917
J40	Value Rentals	0	0	394	810
J41	Youthful Endeavours	0	0	352	431
J42	Midlife Renters	0	0	2,492	3,469
J43	Renting Rooms	0	0	3,134	3,186
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	485	1,111
K48	Mature Workers	0	0	430	937
L49	Flatlet Seniors	0	0	470	667
L50	Pocket Pensions	136	136	825	2,155
L51	Retirement Communities	0	0	128	308
L52	Estate Veterans	0	0	718	1,274
L53	Seasoned Survivors	0	0	330	362
M54	Down-to-Earth Owners	0	0	433	953
M55	Back with the Folks	0	0	332	645
M56	Self Supporters	0	0	1,384	2,019
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	35	35
O61	Career Builders	0	0	28	28
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	918	1,129
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	2	85
<b>Total</b>		<b>361</b>	<b>809</b>	<b>37,019</b>	<b>109,663</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 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. H33 Contemporary Starts

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



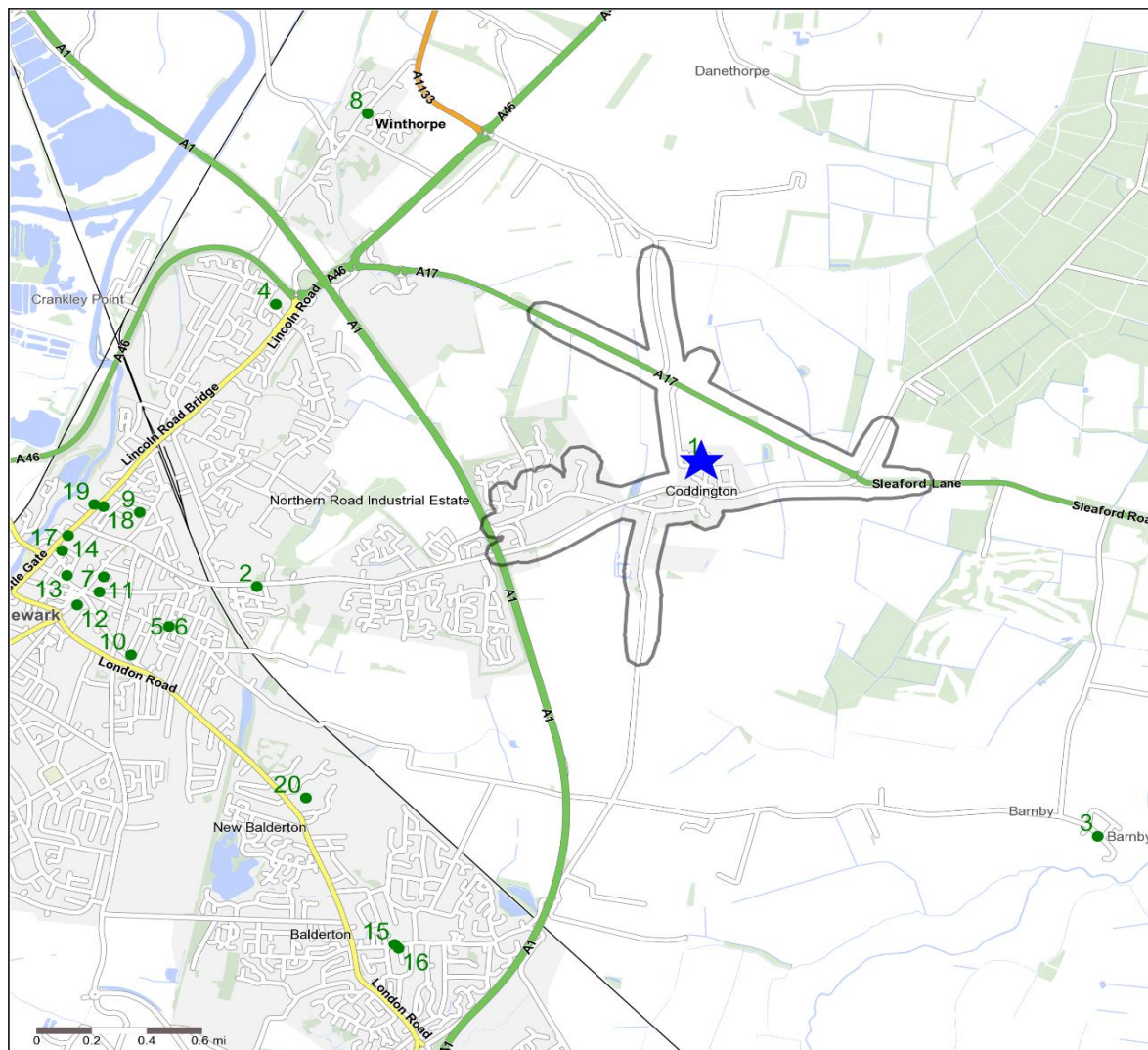
- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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	176	21.8	72	135	16.7	102	496	61.5	118	
Male: Alone	172	21.3	72	156	19.3	124	480	59.5	112	
Male: Group	138	17.1	75	151	18.7	71	519	64.3	130	
Male: Pair	138	17.1	66	0	0.0	0	670	83.0	145	
Mixed Sex: Group	9	1.1	5	442	54.8	172	357	44.2	101	
Mixed Sex: Pair	261	32.3	138	330	40.9	126	216	26.8	63	
With Children	134	16.6	57	88	10.9	65	585	72.5	137	
Unknown	285	35.3	108	35	4.3	24	488	60.5	126	
<b>For Eating:</b>										
Upmarket	66	8.2	27	141	17.5	84	600	74.3	157	
Midmarket	9	1.1	3	0	0.0	0	799	99.0	179	
Downmarket	2	0.2	1	529	65.6	188	277	34.3	83	
<b>For Drinking (monthly spend):</b>										
Nothing	73	9.0	30	559	69.3	293	175	21.7	48	
Low (less than £10)	399	49.4	166	223	27.6	118	185	22.9	51	
Medium (Between £10 and £40)	370	45.8	150	44	5.5	31	393	48.7	97	
High (Greater than £40)	347	43.0	166	30	3.7	18	431	53.4	102	

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	23,596	21.5	71	19,839	18.1	111	66,144	60.3	116		
Male: Alone	26,232	23.9	80	11,792	10.8	69	71,554	65.2	122		
Male: Group	18,659	17.0	74	32,636	29.8	114	58,284	53.1	107		
Male: Pair	16,045	14.6	56	15,535	14.2	93	77,999	71.1	124		
Mixed Sex: Group	16,227	14.8	65	51,792	47.2	148	41,559	37.9	86		
Mixed Sex: Pair	30,169	27.5	117	38,590	35.2	108	40,818	37.2	87		
With Children	26,317	24.0	83	18,718	17.1	101	64,544	58.9	111		
Unknown	27,666	25.2	77	15,997	14.6	81	65,916	60.1	125		
<b>For Eating:</b>											
Upmarket	22,144	20.2	66	15,423	14.1	68	72,011	65.7	139		
Midmarket	17,123	15.6	45	4,619	4.2	47	87,836	80.1	145		
Downmarket	21,661	19.8	89	45,700	41.7	119	42,217	38.5	93		
<b>For Drinking (monthly spend):</b>											
Nothing	22,720	20.7	68	34,387	31.4	133	52,472	47.8	107		
Low (less than £10)	30,133	27.5	92	42,555	38.8	165	36,891	33.6	74		
Medium (Between £10 and £40)	20,196	18.4	60	22,195	20.2	113	67,187	61.3	122		
High (Greater than £40)	13,014	11.9	46	17,912	16.3	80	78,653	71.7	137		

## 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	Inn On The Green, NG24 2PS	Star Pubs & Bars	0.0	0.1
2	Sawmill, NG24 2JG	Unknown	37.7	4.4
3	Willow Tree Inn, NG24 2SA	Independent Free	37.7	7.0
4	Roman Way, NG24 2DB	Whitbread	41.6	3.7
5	Roaring Meg, NG24 1QZ	*Other Small Retail Groups	46.2	5.8
6	Vine Hotel, NG24 1QZ	*Other Small Retail Groups	46.2	5.8
7	Rutland Arms, NG24 1PX	Marston's	48.6	6.4
8	Lord Nelson, NG24 2NN	Ei Group	49.8	6.0
9	Newcastle Arms, NG24 1LU	Trust Inns	50.4	6.2
10	Horse & Jockey, NG24 1RY	Independent Free	50.7	7.0
11	Fox & Crown, NG24 1JY	Castle Rock	51.6	7.1
12	Belams Bar & Bistro, NG24 1UA	Independent Free	51.9	6.9
13	Sir John Arderne, NG24 1DT	Wetherspoon	52.2	7.3
14	Vaults, NG24 1EZ	Independent Free	52.8	6.7
15	Rose & Crown, NG24 3LN	Punch Pub Company	52.8	8.1
16	Chesters, NG24 3LL	Ei Group	53.1	8.4
17	Clay Tavern, NG24 1ER	New River Retail	53.4	7.0
18	White Swan, NG24 1HF	Admiral Taverns Ltd	53.7	6.2
19	Old Malt Shovel, NG24 1HD	Ei Group	53.7	6.2
20	Grove Inn, NG24 3AL	Mitchells & Butlers	75.5	9.5