

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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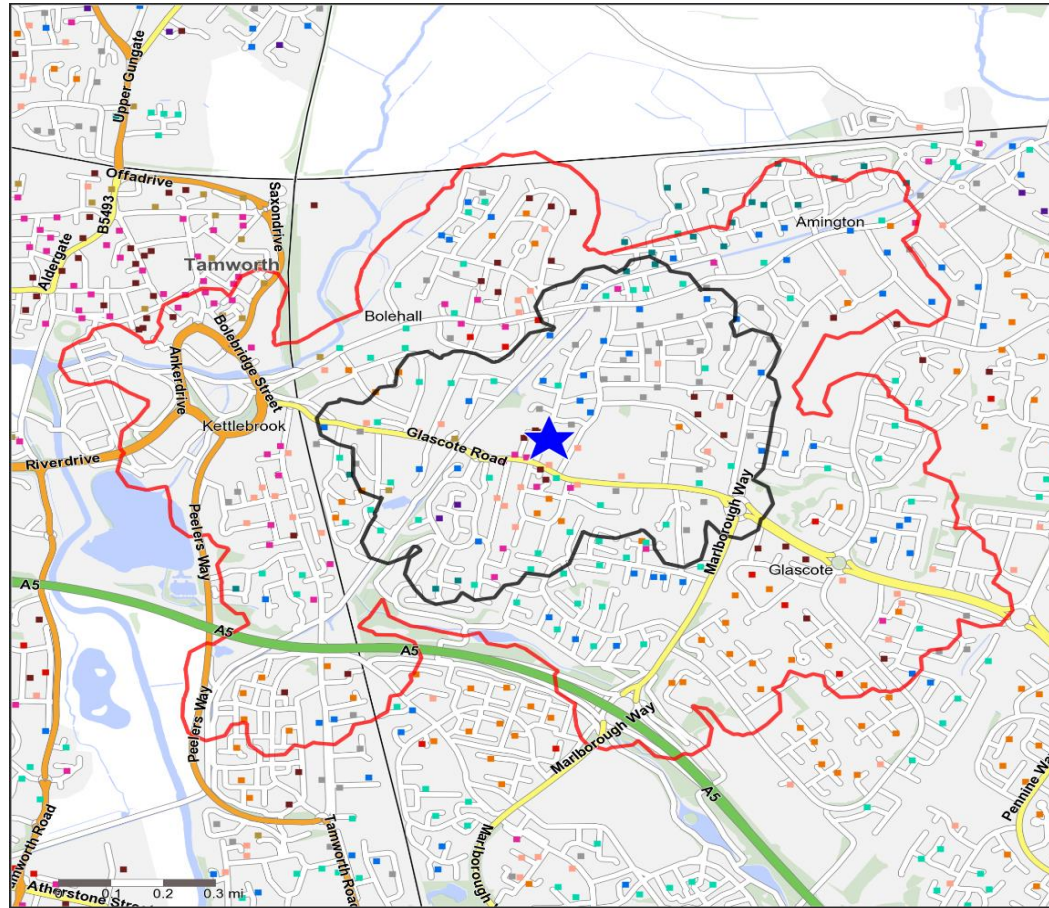
Number of Pubs	2	6	226
Catchment Adults 18+	5,236	14,915	209,950
Catchment Adults 18+ Per Pub	2,618	2,486	929
Populaton Projection 2018 to 2028 (% change)	2.04%	1.52%	3.39%

		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	4,747	90.7	175	1	High Street Pub	14,103	94.6	183	1	High Street Pub	147,847	70.4	136
2	Community Pub	3,681	70.3	151	2	Community Pub	11,363	76.2	163	2	Premium Local	129,740	61.8	133
3	Premium Local	2,243	42.8	68	3	Premium Local	6,403	42.9	68	3	Community Pub	110,065	52.4	83
4	Great Pub Great Food	1,715	32.8	253	4	Great Pub Great Food	4,747	31.8	246	4	Great Pub Great Food	104,933	50.0	387
5	Bit of Style	1,050	20.1	50	5	Bit of Style	2,707	18.1	45	5	Bit of Style	46,583	22.2	55
6	Circuit Bar	687	13.1	49	6	Circuit Bar	1,818	12.2	45	6	Circuit Bar	20,836	9.9	37
7	Craft Led	513	9.8	95	7	Craft Led	1,326	8.9	86	7	Craft Led	12,776	6.1	59

	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	292	5.6	63	813	5.5	62	18,357	8.7	99
C1	635	12.1	99	1,736	11.6	95	24,395	11.6	95
C2	514	9.8	119	1,477	9.9	120	17,439	8.3	101
DE	581	11.1	108	1,981	13.3	129	18,966	9.0	88

	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)	1,802	34.4	104	6,690	44.9	135	60,072	28.6	86
Medium (7-13)	2,861	54.6	165	6,965	46.7	141	82,643	39.4	119
High (14-19)	472	9.0	32	1,258	8.4	30	58,468	27.8	98

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

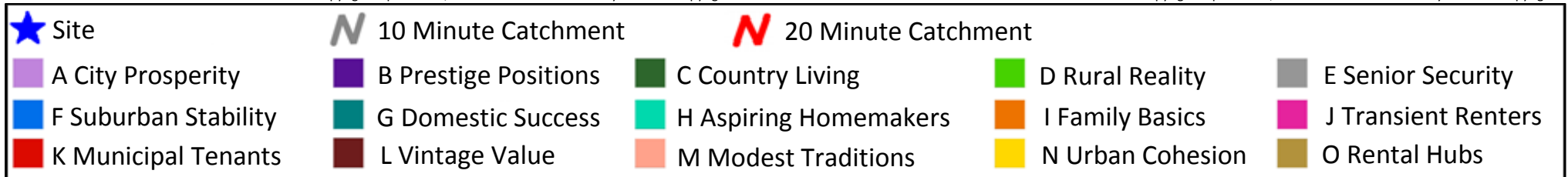


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**Mosaic Groups in 10 and 20 Minute DT Catchment Area**



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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	223
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	12	1,601
	B06	Diamond Days	0	0	32	4,414
	B07	Alpha Families	0	0	361	5,527
	B08	Bank of Mum and Dad	0	0	1,131	5,001
	B09	Empty-Nest Adventure	147	148	2,088	10,345
	C10	Wealthy Landowners	0	0	402	4,946
	C11	Rural Vogue	0	0	81	1,768
	C12	Scattered Homesteads	0	0	49	486
	C13	Village Retirement	0	0	212	4,299
	D14	Satellite Settlers	0	0	685	5,861
	D15	Local Focus	0	0	304	3,458
	D16	Outlying Seniors	0	0	436	4,722
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	175	5,192
	E19	Bungalow Heaven	184	314	1,208	4,594
	E20	Classic Grandparents	631	1,084	3,625	6,546
	E21	Solo Retirees	334	498	1,327	4,010
	F22	Boomerang Boarders	109	290	1,954	5,941
	F23	Family Ties	47	75	1,334	2,489
	F24	Fledgling Free	539	1,404	5,053	8,791
	F25	Dependable Me	44	417	2,281	5,919
	G26	Cafés and Catchments	0	0	10	549
	G27	Thriving Independence	127	137	273	5,174
	G28	Modern Parents	176	726	3,637	8,331
	G29	Mid-Career Convention	7	16	3,541	11,165
	H30	Primary Ambitions	182	360	1,140	2,320
	H31	Affordable Fringe	428	1,667	7,951	10,611
	H32	First-Rung Futures	360	949	3,041	7,170
	H33	Contemporary Starts	36	66	1,881	4,720
	H34	New Foundations	0	18	215	1,010
	H35	Flying Solo	122	267	460	1,484

			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	49	153	644	1,189
	I37	Budget Generations	234	599	2,837	5,504
	I38	Economical Families	0	444	2,671	3,361
	I39	Families on a Budget	68	1,102	4,614	6,517
	J40	Value Rentals	39	169	1,076	1,982
	J41	Youthful Endeavours	65	154	561	1,359
	J42	Midlife Renters	239	542	2,257	4,493
	J43	Renting Rooms	4	90	674	934
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	333	531
	K47	Single Essentials	31	110	740	1,667
	K48	Mature Workers	0	413	768	2,031
	L49	Flatlet Seniors	0	0	677	1,590
	L50	Pocket Pensions	103	210	698	2,424
	L51	Retirement Communities	0	28	413	2,302
	L52	Estate Veterans	122	669	1,730	4,042
	L53	Seasoned Survivors	72	287	1,030	1,512
	M54	Down-to-Earth Owners	41	132	1,811	3,695
	M55	Back with the Folks	229	420	2,216	4,926
	M56	Self Supporters	394	705	2,590	4,237
	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	2	423
	O61	Career Builders	0	0	42	2,388
	O62	Central Pulse	0	0	0	40
	O63	Flexible Workforce	0	0	27	27
	O64	Bus-Route Renters	73	255	1,223	3,359
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	749
Total			5,236	14,918	74,533	209,949

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. B09 Empty-Nest Adventure

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



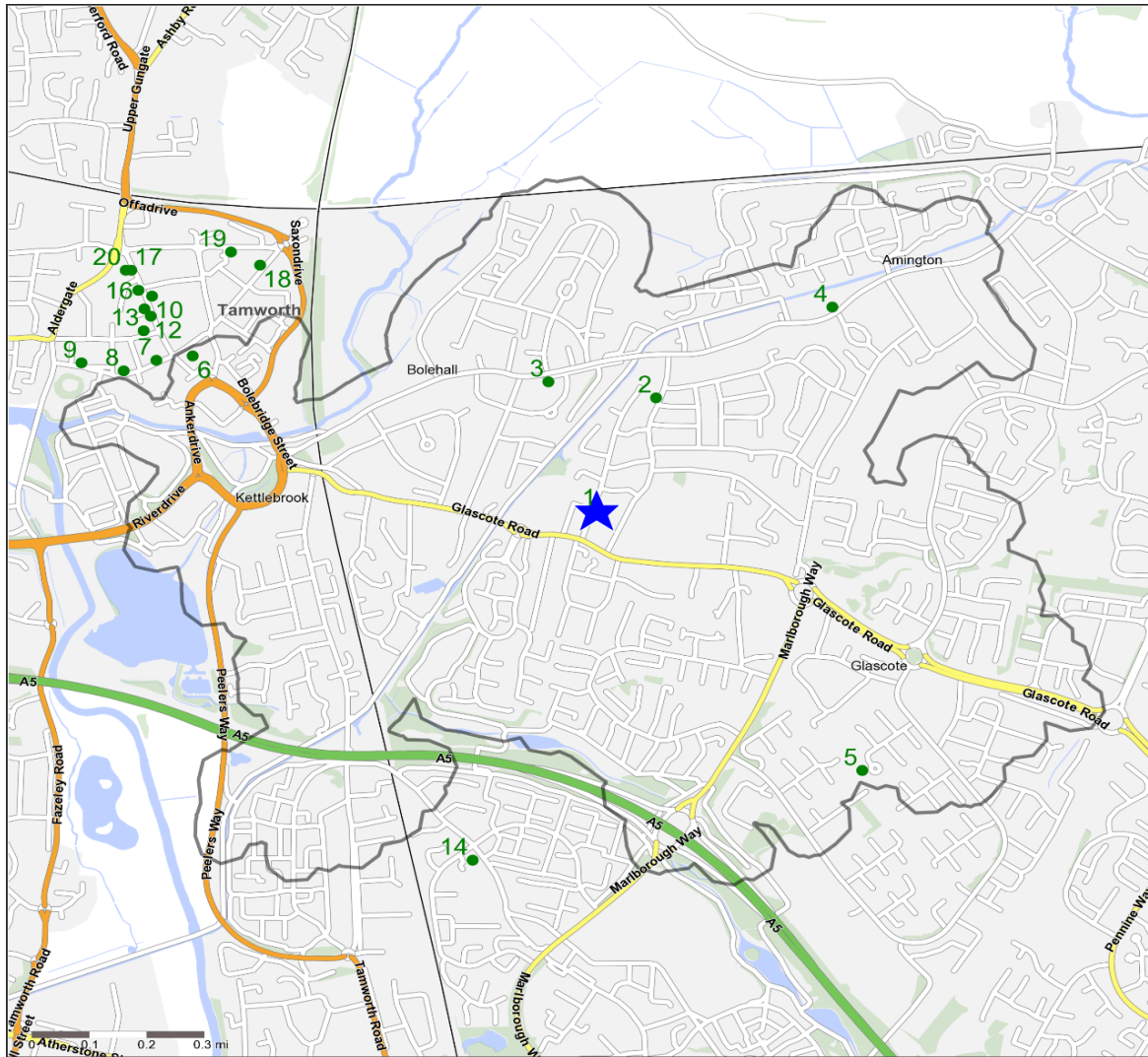
- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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	3,473	23.3	77	2,509	16.8	103	8,933	59.9	115
Male: Alone	4,725	31.7	106	2,259	15.1	97	7,931	53.2	100
Male: Group	4,468	30.0	131	3,231	21.7	83	7,216	48.4	97
Male: Pair	4,266	28.6	110	3,407	22.8	150	7,242	48.6	85
Mixed Sex: Group	3,953	26.5	116	2,743	18.4	58	8,219	55.1	126
Mixed Sex: Pair	5,673	38.0	162	3,423	23.0	71	5,818	39.0	91
With Children	6,679	44.8	155	2,210	14.8	88	6,026	40.4	76
Unknown	4,357	29.2	89	1,662	11.1	62	8,896	59.6	124
For Eating:									
Upmarket	4,014	26.9	88	2,542	17.0	82	8,359	56.0	119
Midmarket	3,353	22.5	65	1,675	11.2	124	9,887	66.3	120
Downmarket	7,559	50.7	228	4,758	31.9	91	2,598	17.4	42
For Drinking (monthly spend):									
Nothing	5,747	38.5	127	3,892	26.1	110	5,277	35.4	79
Low (less than £10)	5,384	36.1	121	3,660	24.5	104	5,871	39.4	87
Medium (Between £10 and £40)	5,384	36.1	118	2,234	15.0	84	7,297	48.9	97
High (Greater than £40)	2,617	17.5	68	4,467	29.9	146	7,831	52.5	100

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	50,845	24.2	80	35,472	16.9	103	122,885	58.5	112
Male: Alone	59,360	28.3	95	37,979	18.1	116	111,863	53.3	100
Male: Group	45,598	21.7	95	53,372	25.4	97	110,231	52.5	106
Male: Pair	45,090	21.5	82	28,153	13.4	88	135,958	64.8	113
Mixed Sex: Group	40,810	19.4	85	68,518	32.6	102	99,873	47.6	108
Mixed Sex: Pair	74,267	35.4	151	56,889	27.1	83	78,046	37.2	87
With Children	62,380	29.7	103	37,709	18.0	107	109,112	52.0	98
Unknown	60,101	28.6	87	31,021	14.8	82	118,079	56.2	117
For Eating:									
Upmarket	60,947	29.0	95	35,250	16.8	81	113,004	53.8	114
Midmarket	45,935	21.9	64	10,771	5.1	57	152,495	72.6	131
Downmarket	65,493	31.2	140	79,362	37.8	108	64,347	30.6	74
For Drinking (monthly spend):									
Nothing	64,370	30.7	101	59,963	28.6	121	84,869	40.4	90
Low (less than £10)	83,573	39.8	133	51,210	24.4	104	74,418	35.4	78
Medium (Between £10 and £40)	80,429	38.3	125	37,409	17.8	100	91,363	43.5	87
High (Greater than £40)	49,038	23.4	90	59,148	28.2	137	101,016	48.1	92

## 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	Dolphin, B 77 3EF	Star Pubs & Bars	0.0	0.1
2	Winning Post, B 77 3EW	New River Retail	5.4	1.3
3	Amington, B 77 3PU	Greene King	12.1	2.2
4	Gate Inn, B 77 3BY	Marston's	13.3	2.4
5	St George, B 77 2ED	Admiral Taverns Ltd	18.4	3.2
6	Bole Bridge, B 79 7PA	Wetherspoon	19.9	5.6
7	Phoenix, B 79 7LJ	Stonegate Pub Company	21.4	3.9
8	Rocket Bar, B 79 7LL	Independent Free	22.0	6.5
9	Market Vaults, B 79 7LU	Independent Free	22.0	6.6
10	Penny Black, B 79 7AL	Stonegate Pub Company	22.6	5.4
11	Poachers Cafe, B 79 7AX	Independent Free	22.6	5.7
12	Sir Robert Peel, B 79 7BA	*Other Small Retail Groups	22.6	5.7
13	Old Stone Cross Inn, B 79 7BX	Ei Group	22.6	6.7
14	Mercian, B 77 2LA	Unknown	22.9	5.1
15	Globe Inn, B 79 7AT	Independent Free	23.5	5.4
16	Hogarth's, B 79 7AT	Amber Taverns	23.5	5.4
17	King's Ditch, B 79 7AS	Independent Free	23.8	5.8
18	Tweedale Arms, B 79 7HU	*Other Small Retail Groups	23.8	5.8
19	Albert Hotel, B 79 7JS	Independent Free	24.1	5.1
20	Corey's Sports Bar, B 79 7AF	Independent Free	24.4	5.7