

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	8	8	38
Catchment Adults 18+	2,805	4,326	27,622
Catchment Adults 18+ Per Pub	351	541	727
Populaton Projection 2018 to 2028 (% change)	6.64%	6.11%	5.92%

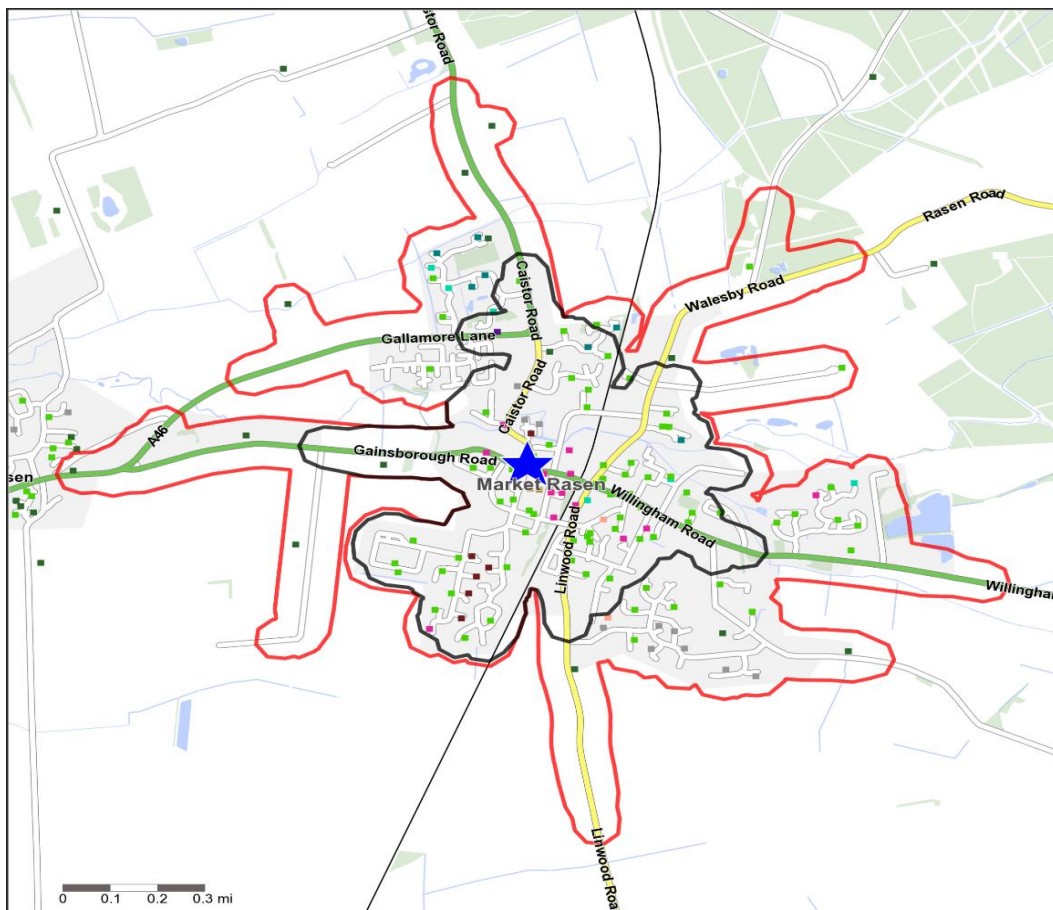
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	2,322	82.8	160	1	Community Pub	2,832	65.5	126	1	Premium Local	17,149	62.1	120
2	High Street Pub	1,287	45.9	98	2	High Street Pub	1,595	36.9	79	2	Great Pub Great Food	16,389	59.3	127
3	Premium Local	394	14.0	22	3	Premium Local	1,204	27.8	44	3	Community Pub	15,139	54.8	87
4	Great Pub Great Food	339	12.1	93	4	Great Pub Great Food	964	22.3	172	4	High Street Pub	6,739	24.4	189
5	Bit of Style	277	9.9	24	5	Bit of Style	589	13.6	34	5	Bit of Style	2,247	8.1	20
6	Circuit Bar	107	3.8	14	6	Circuit Bar	326	7.5	28	6	Circuit Bar	896	3.2	12
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0

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	156	5.6	63	265	6.1	69	2,371	8.6	97
C1	287	10.2	83	457	10.6	86	2,926	10.6	86
C2	311	11.1	134	417	9.6	117	2,566	9.3	113
DE	359	12.8	124	486	11.2	109	2,190	7.9	77

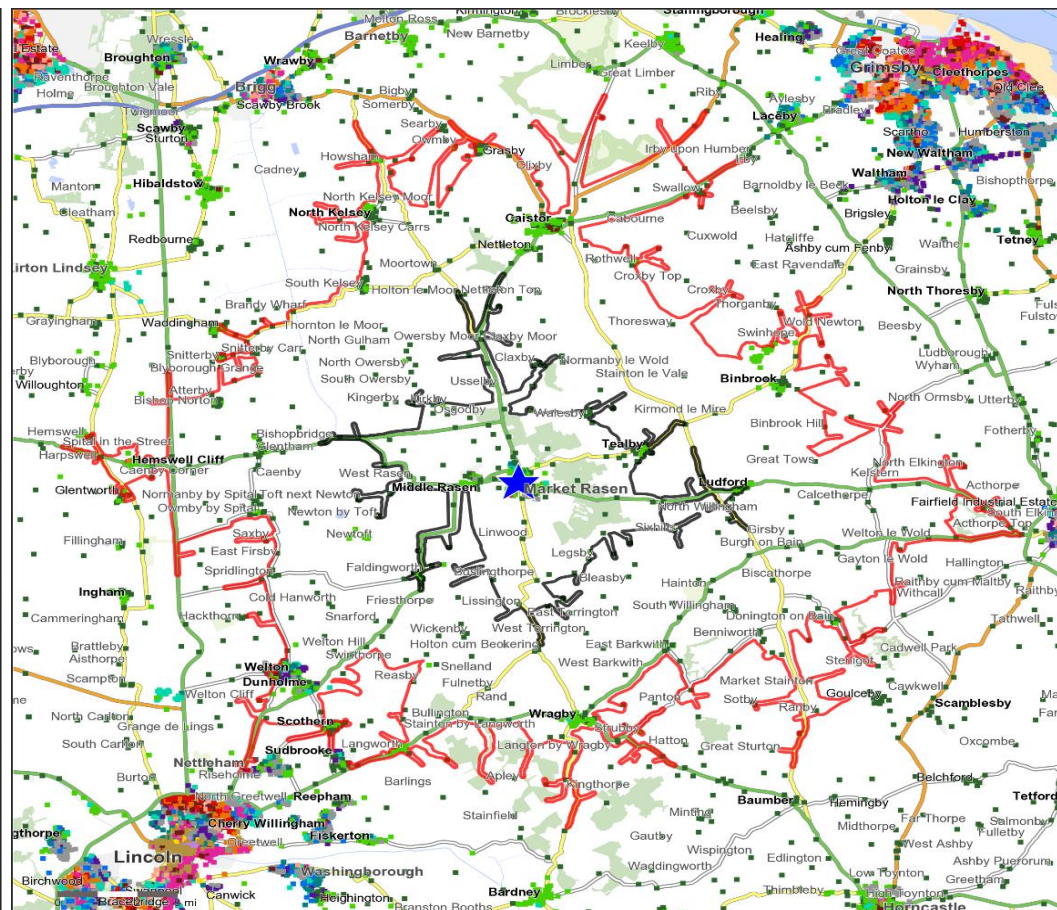
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,423	50.7	153	1,818	42.0	127	7,049	25.5	77
Medium (7-13)	820	29.2	88	1,534	35.5	107	10,445	37.8	114
High (14-19)	265	9.4	33	554	12.8	45	6,950	25.2	89

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

## 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	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

# 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	0
B06 Diamond Days	0	0	0	0
B07 Alpha Families	0	11	11	116
B08 Bank of Mum and Dad	0	0	0	105
B09 Empty-Nest Adventure	0	0	0	291
C10 Wealthy Landowners	0	0	95	325
C11 Rural Vogue	1	35	527	2,708
C12 Scattered Homesteads	1	31	1,288	5,349
C13 Village Retirement	77	230	832	2,996
D14 Satellite Settlers	188	465	948	2,877
D15 Local Focus	1,106	1,397	1,588	4,666
D16 Outlying Seniors	499	628	830	3,897
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	0	6
E19 Bungalow Heaven	129	336	376	736
E20 Classic Grandparents	0	0	0	0
E21 Solo Retirees	0	0	0	0
F22 Boomerang Boarders	0	0	0	0
F23 Family Ties	0	0	0	0
F24 Fledgling Free	0	0	0	273
F25 Dependable Me	0	0	0	13
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	0	0
G28 Modern Parents	58	178	178	951
G29 Mid-Career Convention	13	14	14	390
H30 Primary Ambitions	0	0	0	0
H31 Affordable Fringe	0	0	0	0
H32 First-Rung Futures	0	0	0	0
H33 Contemporary Starts	7	192	192	578
H34 New Foundations	9	9	9	112
H35 Flying Solo	0	0	0	0

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	0
I37 Budget Generations	0	0	0	0
I38 Economical Families	0	0	0	0
I39 Families on a Budget	0	0	0	47
J40 Value Rentals	190	196	196	216
J41 Youthful Endeavours	16	49	49	122
J42 Midlife Renters	134	140	140	140
J43 Renting Rooms	91	91	91	91
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	0
K48 Mature Workers	0	0	0	0
L49 Flatlet Seniors	0	0	0	0
L50 Pocket Pensions	141	148	174	379
L51 Retirement Communities	22	22	22	22
L52 Estate Veterans	0	0	0	36
L53 Seasoned Survivors	0	0	0	0
M54 Down-to-Earth Owners	39	39	39	57
M55 Back with the Folks	0	0	0	0
M56 Self Supporters	8	14	14	14
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	0	0
O61 Career Builders	0	0	0	0
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	76	76	76	84
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	24	24	24
<b>Total</b>	<b>2,805</b>	<b>4,325</b>	<b>7,713</b>	<b>27,621</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 2. 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

### 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

### 2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



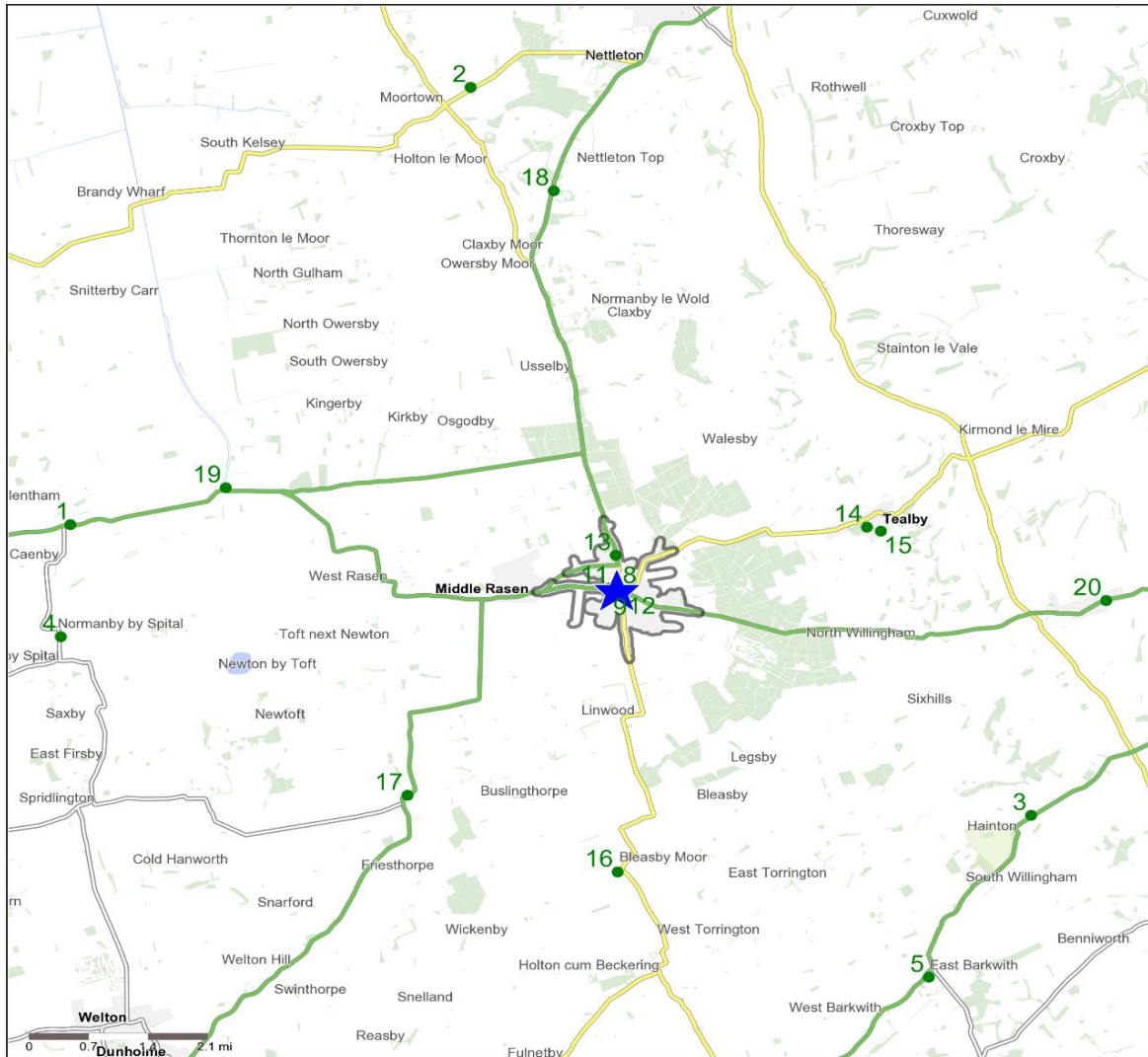
- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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	791	18.3	60	1,964	45.4	278	1,546	35.7	69			
Male: Alone	1,144	26.4	89	388	9.0	57	2,769	64.0	120			
Male: Group	364	8.4	37	2,122	49.1	187	1,816	42.0	85			
Male: Pair	386	8.9	34	114	2.6	17	3,802	87.9	153			
Mixed Sex: Group	365	8.4	37	3,480	80.4	252	457	10.6	24			
Mixed Sex: Pair	873	20.2	86	1,405	32.5	100	2,024	46.8	109			
With Children	573	13.2	46	1,813	41.9	249	1,915	44.3	84			
Unknown	2,341	54.1	165	466	10.8	60	1,494	34.5	72			
<b>For Eating:</b>												
Upmarket	282	6.5	21	674	15.6	75	3,346	77.3	164			
Midmarket	503	11.6	34	49	1.1	13	3,750	86.7	157			
Downmarket	115	2.7	12	3,145	72.7	208	1,042	24.1	58			
<b>For Drinking (monthly spend):</b>												
Nothing	2,096	48.5	160	801	18.5	78	1,405	32.5	72			
Low (less than £10)	453	10.5	35	3,116	72.0	307	732	16.9	37			
Medium (Between £10 and £40)	192	4.4	15	387	8.9	50	3,722	86.0	171			
High (Greater than £40)	178	4.1	16	129	3.0	15	3,995	92.3	177			

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	2,186	7.9	26	7,750	28.1	172	17,662	63.9	123			
Male: Alone	4,683	17.0	57	1,604	5.8	37	21,311	77.2	145			
Male: Group	616	2.2	10	9,055	32.8	125	17,927	64.9	131			
Male: Pair	661	2.4	9	230	0.8	5	26,708	96.7	169			
Mixed Sex: Group	654	2.4	10	17,149	62.1	194	9,795	35.5	81			
Mixed Sex: Pair	4,547	16.5	70	13,599	49.2	151	9,452	34.2	80			
With Children	1,445	5.2	18	5,911	21.4	127	20,242	73.3	138			
Unknown	9,191	33.3	101	1,042	3.8	21	17,365	62.9	131			
<b>For Eating:</b>												
Upmarket	1,157	4.2	14	1,748	6.3	30	24,692	89.4	189			
Midmarket	636	2.3	7	169	0.6	7	26,793	97.0	175			
Downmarket	427	1.5	7	12,154	44.0	126	15,018	54.4	131			
<b>For Drinking (monthly spend):</b>												
Nothing	14,074	51.0	168	5,612	20.3	86	7,912	28.6	64			
Low (less than £10)	10,083	36.5	122	15,451	55.9	238	2,065	7.5	16			
Medium (Between £10 and £40)	1,738	6.3	21	9,200	33.3	187	16,660	60.3	120			
High (Greater than £40)	1,347	4.9	19	1,129	4.1	20	25,122	90.9	174			

## 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, LN 8 2EQ	Independent Free	0.0	12.1
2	Skipworth Arms, LN 7 6HZ	Independent Free	0.0	12.2
3	Henage Arms, LN 8 6LX	Independent Free	0.0	13.0
4	Bottle & Glass, LN 8 2HE	Independent Free	0.0	15.5
5	Cross Roads Inn, LN 8 5RW	George Bateman & Son	0.0	16.1
6	Aston Arms, LN 8 3HL	Star Pubs & Bars	0.0	0.1
7	Square Cafe Bar, LN 8 3HL	Independent Free	0.0	0.1
8	George, LN 8 3HN	Independent Free	0.9	0.2
9	Advocate Arms, LN 8 3EH	Unknown	0.9	0.2
10	Jossals Bistro & Coffee Shop, LN 8 3EH	Independent Free	0.9	0.2
11	Red Lion Inn, LN 8 3BB	Independent Free	1.8	0.6
12	White Swan, LN 8 3EN	Independent Free	2.1	0.4
13	Festival Hall, LN 8 3JA	Independent Free	10.0	2.0
14	Olde Barn, LN 8 3YB	*Other Small Retail Groups	69.5	7.7
15	Kings Head, LN 8 3YA	Marston's	74.5	8.2
16	White Hart, LN 3 5AE	Independent Free	85.8	8.6
17	Coach & Horses, LN 8 3SE	Independent Free	95.6	8.7
18	Hope Tavern, LN 7 6AH	Independent Free	105.2	8.6
19	Bell At Bishopbridge, LN 8 3LY	Independent Free	108.9	9.3
20	White Hart, LN 8 6AD	Independent Free	116.3	10.4