

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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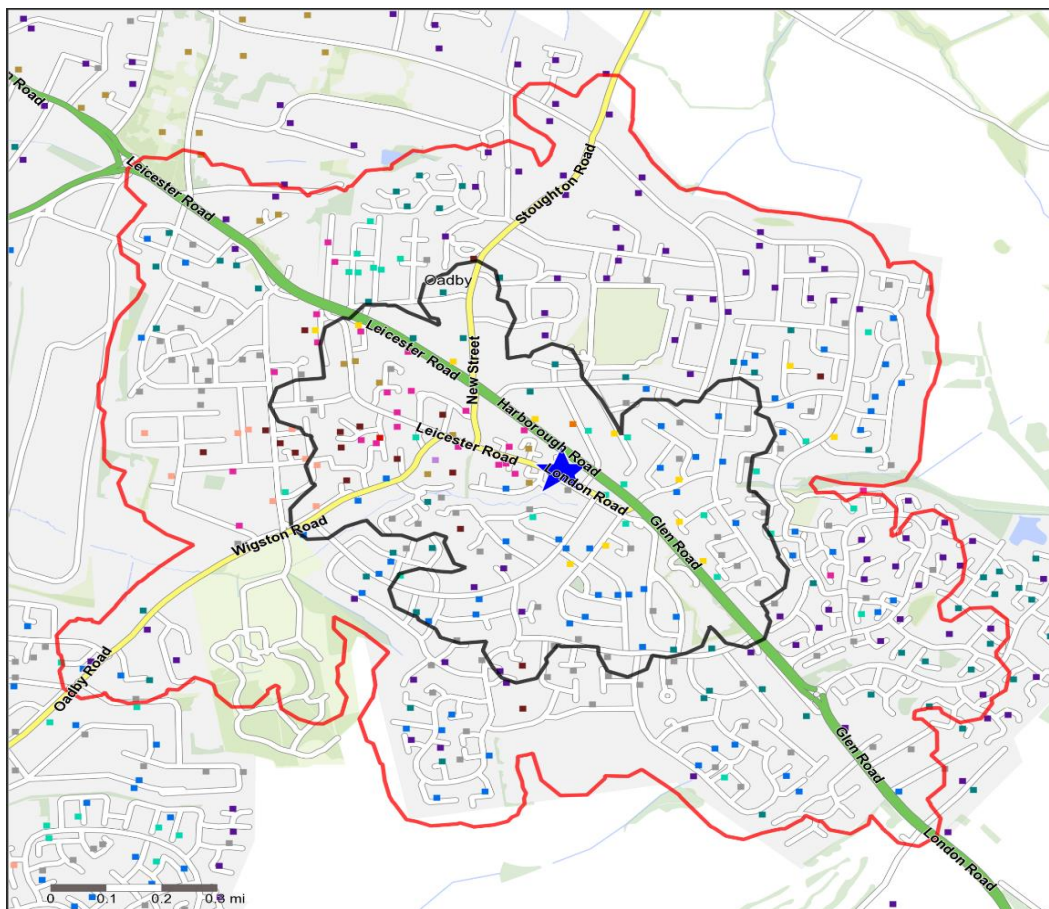
Number of Pubs	6	7	269
Catchment Adults 18+	4,456	15,060	392,870
Catchment Adults 18+ Per Pub	743	2,151	1,460
Populaton Projection 2020 to 2030 (% change)	2.58%	3.48%	6.14%

		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	3,770	84.6	161	1	High Street Pub	11,116	73.8	141	1	High Street Pub	269,181	68.5	131
2	Community Pub	2,611	58.6	125	2	Premium Local	9,858	65.5	140	2	Community Pub	201,162	51.2	109
3	Premium Local	2,241	50.3	79	3	Great Pub Great Food	7,595	50.4	79	3	Premium Local	139,416	35.5	56
4	Great Pub Great Food	1,493	33.5	234	4	Community Pub	6,030	40.0	279	4	Bit of Style	107,274	27.3	191
5	Circuit Bar	565	12.7	31	5	Bit of Style	3,238	21.5	53	5	Great Pub Great Food	88,803	22.6	56
6	Bit of Style	526	11.8	41	6	Circuit Bar	1,055	7.0	24	6	Circuit Bar	82,943	21.1	74
7	Craft Led	274	6.1	54	7	Craft Led	633	4.2	37	7	Craft Led	69,266	17.6	156

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	408	9.2	103	1,578	10.5	118	27,314	7.0	78
C1	507	11.4	93	1,573	10.4	85	47,352	12.1	98
C2	229	5.1	62	739	4.9	59	28,765	7.3	89
DE	338	7.6	74	914	6.1	59	47,412	12.1	117

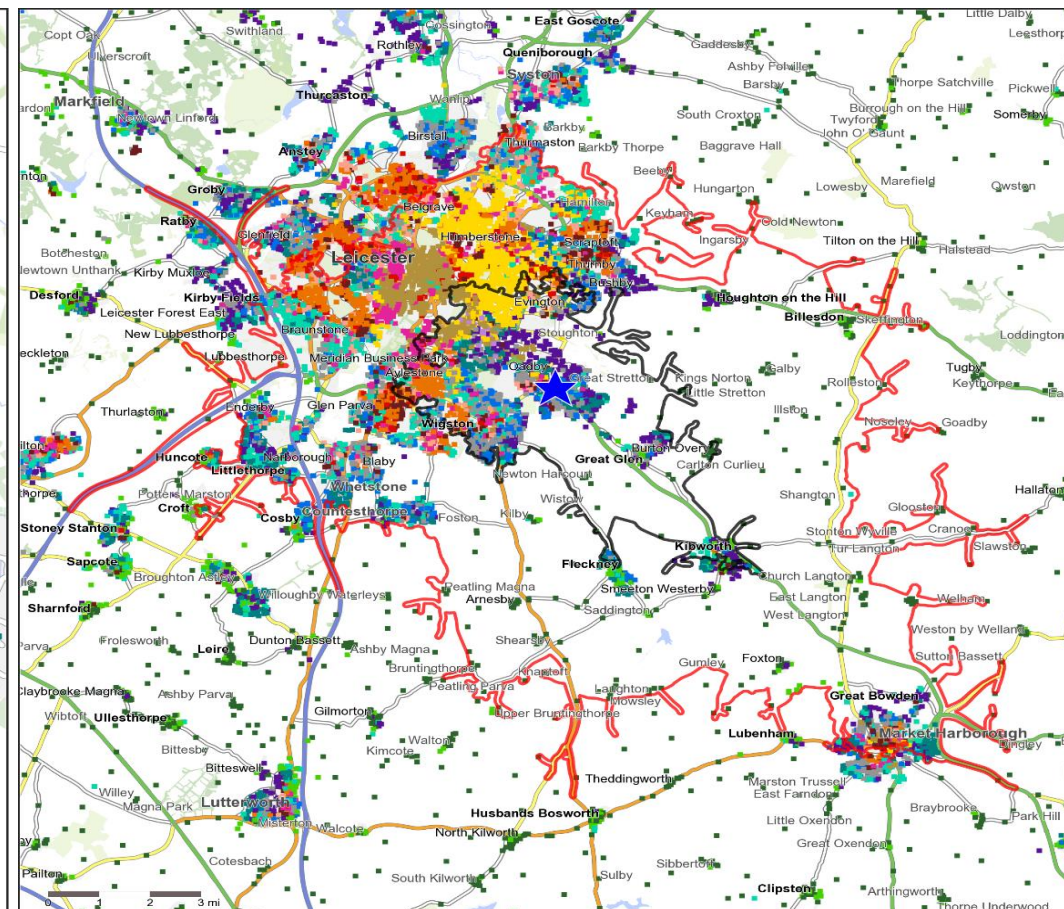
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	996	22.4	67	2,000	13.3	40	174,800	44.5	134
Medium (7-13)	2,364	53.1	160	6,818	45.3	136	134,085	34.1	103
High (14-19)	975	21.9	77	5,696	37.8	133	56,695	14.4	51

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

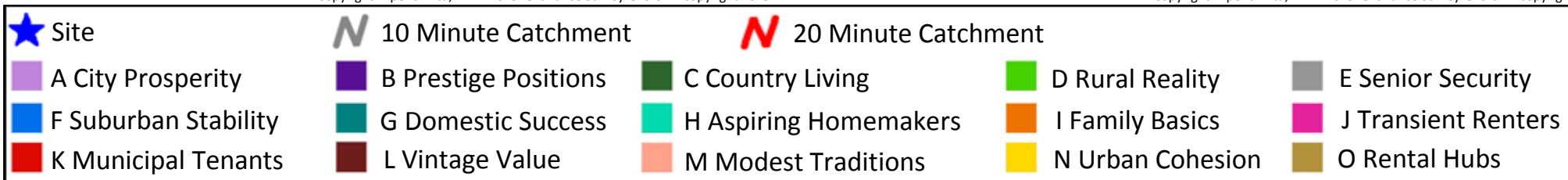


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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		2	2	685	713
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	130	130
B05	Premium Fortunes		0	198	1,553	1,634
B06	Diamond Days		0	342	1,471	2,062
B07	Alpha Families		3	24	1,114	2,878
B08	Bank of Mum and Dad		83	1,592	4,031	6,784
B09	Empty-Nest Adventure		53	434	1,827	5,044
C10	Wealthy Landowners		0	0	395	3,150
C11	Rural Vogue		0	0	118	638
C12	Scattered Homesteads		0	0	2	279
C13	Village Retirement		0	0	187	1,579
D14	Satellite Settlers		0	0	812	2,412
D15	Local Focus		0	0	193	1,843
D16	Outlying Seniors		0	0	160	1,172
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		295	904	2,522	3,511
E19	Bungalow Heaven		81	665	2,105	5,338
E20	Classic Grandparents		174	398	4,544	11,544
E21	Solo Retirees		322	969	4,201	10,936
F22	Boomerang Boarders		627	1,161	3,115	6,882
F23	Family Ties		464	1,606	2,685	5,909
F24	Fledgling Free		0	0	831	3,474
F25	Dependable Me		144	431	2,475	6,902
G26	Cafés and Catchments		80	204	2,374	2,883
G27	Thriving Independence		107	836	2,241	4,699
G28	Modern Parents		0	634	1,946	8,130
G29	Mid-Career Convention		44	569	2,120	7,759
H30	Primary Ambitions		54	332	725	7,281
H31	Affordable Fringe		129	347	3,063	14,798
H32	First-Rung Futures		142	201	1,445	7,761
H33	Contemporary Starts		0	11	1,274	8,319
H34	New Foundations		0	0	401	1,931
H35	Flying Solo		82	137	582	1,993

			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		63	63	694	2,186
I37	Budget Generations		0	0	1,644	5,280
I38	Economical Families		0	0	1,047	6,836
I39	Families on a Budget		0	0	4,166	20,044
J40	Value Rentals		0	52	209	1,170
J41	Youthful Endeavours		70	70	405	1,657
J42	Midlife Renters		373	742	2,931	10,813
J43	Renting Rooms		20	20	2,354	19,453
K44	Inner City Stalwarts		0	0	254	370
K45	City Diversity		0	0	0	464
K46	High Rise Residents		0	0	0	1,057
K47	Single Essentials		35	35	901	5,007
K48	Mature Workers		0	0	475	4,484
L49	Flatlet Seniors		135	135	355	3,626
L50	Pocket Pensions		73	124	724	4,768
L51	Retirement Communities		166	327	1,362	2,648
L52	Estate Veterans		18	22	424	3,260
L53	Seasoned Survivors		0	95	564	2,137
M54	Down-to-Earth Owners		0	0	304	984
M55	Back with the Folks		91	294	1,938	7,998
M56	Self Supporters		0	6	890	5,962
N57	Community Elders		178	326	5,992	17,999
N58	Culture & Comfort		68	78	1,688	5,934
N59	Large Family Living		0	0	7,499	47,125
N60	Ageing Access		28	58	2,338	2,882
O61	Career Builders		15	15	1,688	2,082
O62	Central Pulse		0	0	1,458	11,371
O63	Flexible Workforce		0	0	598	2,277
O64	Bus-Route Renters		236	356	965	3,853
O65	Learners & Earners		0	15	8,290	17,373
O66	Student Scene		0	229	4,204	21,403
U99	Unclassified		0	0	0	0
Total			4,455	15,059	107,688	392,871

Top 3 Mosaic Types in a 20 Minute Walktime

1. F23 Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

2. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

3. 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

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. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



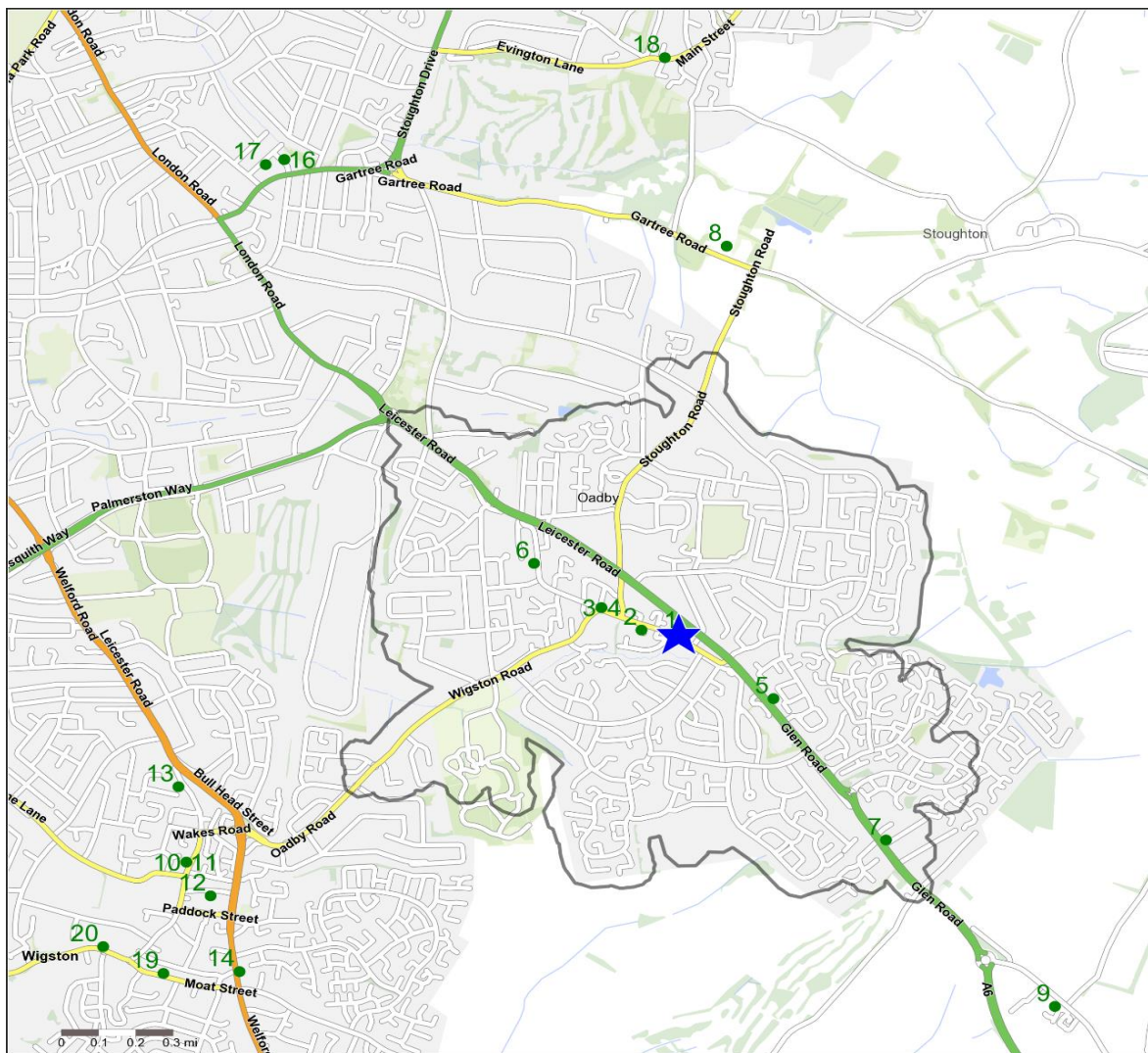
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	7,119	47.3	146	469	3.1	18	7,472	49.6	98	
Male: Alone	5,616	37.3	125	2,372	15.8	95	7,072	47.0	88	
Male: Group	5,166	34.3	150	4,481	29.8	110	5,414	35.9	72	
Male: Pair	5,224	34.7	133	2,048	13.6	89	7,788	51.7	88	
Mixed Sex: Group	5,395	35.8	146	4,081	27.1	84	5,584	37.1	86	
Mixed Sex: Pair	7,943	52.7	218	2,462	16.3	49	4,655	30.9	72	
With Children	4,954	32.9	111	1,044	6.9	40	9,062	60.2	114	
Unknown	4,220	28.0	81	3,234	21.5	116	7,606	50.5	108	
For Eating:										
Upmarket	7,004	46.5	145	2,804	18.6	86	5,252	34.9	75	
Midmarket	7,115	47.2	131	272	1.8	20	7,673	50.9	93	
Downmarket	5,168	34.3	148	5,625	37.4	106	4,267	28.3	68	
For Drinking (monthly spend):										
Nothing	6,211	41.2	134	3,442	22.9	97	5,408	35.9	79	
Low (less than £10)	8,300	55.1	186	2,272	15.1	64	4,488	29.8	64	
Medium (Between £10 and £40)	8,513	56.5	184	395	2.6	14	6,152	40.8	80	
High (Greater than £40)	6,348	42.2	160	2,974	19.7	95	5,739	38.1	72	

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	138,452	35.2	109	51,062	13.0	77	203,356	51.8	102	
Male: Alone	165,242	42.1	141	72,063	18.3	111	155,565	39.6	74	
Male: Group	85,533	21.8	95	139,364	35.5	131	167,973	42.8	85	
Male: Pair	152,729	38.9	149	80,046	20.4	133	160,095	40.8	70	
Mixed Sex: Group	157,051	40.0	162	74,149	18.9	59	161,670	41.2	95	
Mixed Sex: Pair	142,309	36.2	150	96,661	24.6	74	153,900	39.2	92	
With Children	161,330	41.1	138	51,622	13.1	75	179,918	45.8	87	
Unknown	191,096	48.6	140	49,450	12.6	68	152,324	38.8	83	
For Eating:										
Upmarket	190,315	48.4	151	83,841	21.3	99	118,714	30.2	65	
Midmarket	220,485	56.1	156	26,722	6.8	75	145,662	37.1	68	
Downmarket	125,001	31.8	137	132,663	33.8	96	135,207	34.4	83	
For Drinking (monthly spend):										
Nothing	110,518	28.1	92	90,464	23.0	98	191,888	48.8	107	
Low (less than £10)	115,807	29.5	99	63,824	16.2	68	213,239	54.3	117	
Medium (Between £10 and £40)	144,457	36.8	119	28,818	7.3	40	219,595	55.9	109	
High (Greater than £40)	94,076	23.9	91	72,102	18.4	88	226,692	57.7	109	

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	Wheel Inn, LE 2 5DP	Star Pubs & Bars	0.0	0.1
2	Pauls Kitchen, LE 2 5DH	Independent Free	2.4	0.6
3	Black Dog, LE 2 5DL	Everards	4.2	1.4
4	Fox Inn, LE 2 5DL	Everards	4.2	1.4
5	Oadby Owl, LE 2 4PE	Greene King	6.9	1.3
6	Lord Keeper Of The Great Seal, LE 2 5BF	Wetherspoon	9.1	1.6
7	Grange Farm, LE 2 4RH	Mitchells & Butlers	17.5	2.9
8	Cow & Plough, LE 2 2FB	Steamin Billy Brewing Co	26.6	4.5
9	Fox Pond, LE 2 4RG	Greene King	30.8	3.3
10	Tap And Barrel, LE18 1DR	Independent Free	33.5	6.5
11	William Wygston, LE18 1DR	Wetherspoon	33.5	6.5
12	Two Steeples, LE18 1AD	Greene King	34.1	7.2
13	Star & Garter, LE18 1DS	Everards	34.4	6.7
14	Horse & Trumpet, LE18 1PB	Everards	37.1	6.8
15	Mason & Brook, LE 2 2DA	Independent Free	38.3	5.6
16	Real Ale Classroom, LE 2 2DA	Independent Free	38.3	5.6
17	Toast Inn, LE 2 2BD	Independent Free	39.5	6.1
18	Cedars, LE 5 6DN	King Henry's Taverns	41.6	6.5
19	Old Crown Inn, LE18 2GD	Star Pubs & Bars	42.6	7.8
20	Plough Inn, LE18 2BA	Marston's	42.9	7.9