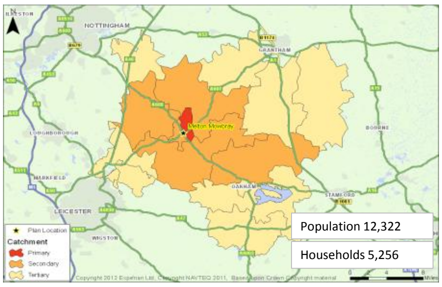
Town Centre Futures Report - Melton Mowbray

Section 1 - What does my centre look like today?

What is my catchment area extent?



Population 12,322

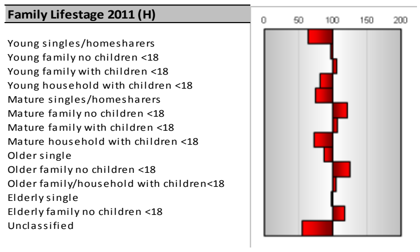
Households 5,256

Catchment reach of 20,869 households**

* Population and household numbers for primary catchment only

** Household number for both primary and secondary catchments

Who lives in my catchment?



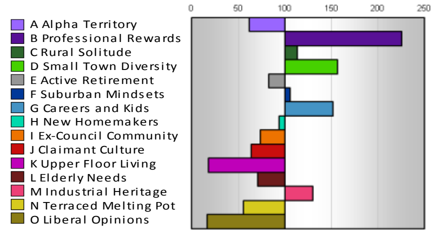
Affluence Index: 3/100

Age Index: 65/100

Older family no children <18

* Affluence (low to high) and age (young to old) indices vary between 0 and 100

Who are my key consumer groups?

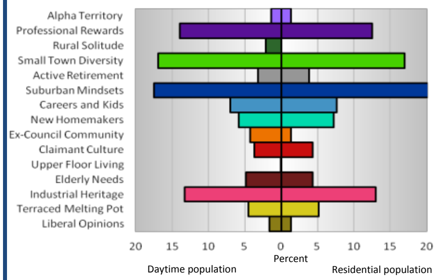


Mosaic UK classifies all consumers in the United Kingdom by allocating them to one of 67 Types and 15 Groups.

Professional Rewards (19.6%), Small Town Diversity (13.7%) & Careers and Kids (8.8%)

* Average index for the UK is 100

What is my daytime population?



13,409 total daytime population

Who are my key competitors?

Centre Name	Shopper Expenditutre	Percentage
Melton Mowbray	£110,906,009	42.7%
Nottingham Central	£34,228,157	13.2%
Leicester	£31,633,589	12.2%
Grantham	£11,949,622	4.6%
Loughborough	£9,695,828	3.7%
Peterborough	£7,861,262	3.0%
Syston	£6,322,818	2.4%
Stamford	£5,986,232	2.3%
Oakham	£4,981,323	1.9%
Leicester - Thurmaston Retail Park	£4,894,065	1.9%
Leicester - Beaumont Leys	£4,283,811	1.7%
Leicester Fosse Park	£4,018,464	1.5%
Leicester - Belgrave Road	£2,508,453	1.0%
West Bridgford	£1,885,552	0.7%
Leicester - St Georges Retail Park	£1,757,388	0.7%
Other	£16,520,298	6.4%
Total	£259,432,869	100.0%

30.% leakage to top 3 competing centres

How high is E-commerce usage?

Comparison Retail Score: 77/100

High usage of internet for Social Media

* Score varies between 0 and 100

What is the available spend?

Expenditure Category	Total Expenditure	Spend per Head	Spend Index
Retail Expenditure	£57,519,344	£4,668	97
Convenience Expenditure	£23,720,053	£1,925	100
Comparison Expenditure	£33,799,291	£2,743	95
Key Comparison Categories:			
Clothing	£7,131,901	£579	89
Footwear	£1,241,837	£101	91
Furniture and Floor Coverings	£2,682,498	£218	84
Household Textiles	£1,169,323	£95	102
Major Household Appliances	£1,086,670	£88	110
Glassware	£708,092	£57	94
Medical Goods	£1,408,888	£114	146
Recording Media	£890,340	£72	87
Games, Toys and Hobbies	£4,000,616	£325	107
Books and Stationery	£1,409,099	£114	97
Audio-Visual	£2,586,298	£210	81
Jewellery, Clocks and Watches	£1,046,306	£85	91

High spend on Medical Goods

* Average spend index for the UK is 100

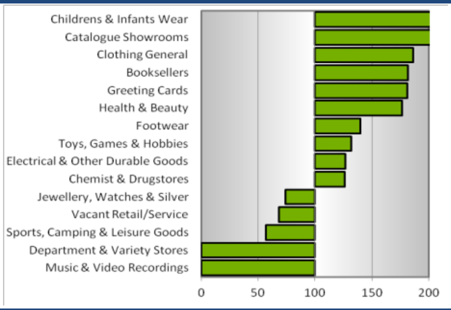
Average UK spend by Mosaic group

Mosaic Groups	Clothing & Footwear Spend Index	Personal Care Spend Index	Food & Drink Spend Index
A Alpha Territory	154	197	237
B Professional Rewards	141	131	165
C Rural Solitude	110	113	124
D Small Town Diversity	94	99	99
E Active Retirement	66	79	83
F Suburban Mindsets	107	114	113
G Careers and Kids	145	160	126
H New Homemakers	109	90	84
I Ex-Council Community	82	84	69
J Claimant Culture	69	69	53
K Upper Floor Living	62	60	54
L Elderly Needs	53	63	53
M Industrial Heritage	85	86	87
N Terraced Melting Pot	91	76	73
O Liberal Opinions	130	110	119

Top 3 groups average index: 129

* An index over 100 signifies a higher than average per person spend

Where are the current gaps in supply?



An index below 100 indicates under-provision

About Mosaic UK - Actionable Insight

Mosaic UK data sources

A total of 400 data elements have been used to build this latest version of Mosaic UK.

62 per cent of the data is sourced from a combination of information that includes Experian's ConsumerView database which provides demographic information for the UK's 47 million adults and 24 million households. It includes the edited Electoral Roll, Council Tax property valuations, house sale prices, self-reported lifestyle data and other compiled consumer data. The remaining 38 per cent of data are sourced from the Census current year estimates that Experian has produced using its data assets to track and change in key 2001 Census variables.

All the information used to build Mosaic is continuously updated . This enables Experian to verify and update the classification twice a year.

Mosaic Group B - Professional Rewards

Brief Pen Portrait

"Experienced professionals in successful careers enjoying financial comfort in suburban or semi-rural homes"

Mosaic Group D - Small Town Diversity

Brief Pen Portrait

"Residents of small and medium-sized towns who have strong roots in their local community"

Mosaic Group G - Careers and Kids

Brief Pen Portrait

"Families with young children where both parents are likely to earn solid incomes providing for a comfortable modern home"

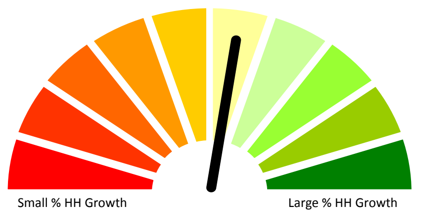
12,019 available email contacts (of which 2,020 for key Mosaic Groups) and 6,512 mobile contacts (of which 2,445 for key Mosaic Groups)

NOTE: All guage charts in this report show the decile that your centre falls in, as compared to the rest of the centres by the relevant characteristic

Town Centre Futures Report - Melton Mowbray

Section 2 - What will my centre look like in the future?

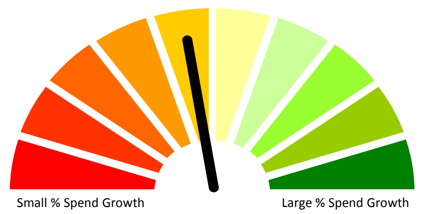
How will my catchment change?



	2012	2020	% Change 2012-2020
Population	11,859	12,428	4.8%
Households	5,170	5,618	8.7%

Total households to grow by 9%

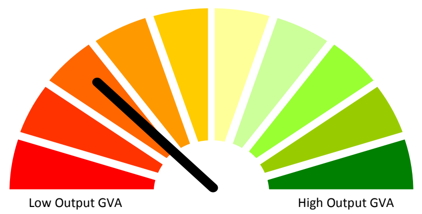
How is weekly spend likely to change?



	2012	2018	% Change 2012-2018
Comparison	£938,902	£1,002,329	6.8%
Grocery	£716,025	£764,994	6.8%

Comparison spend to grow by 7%

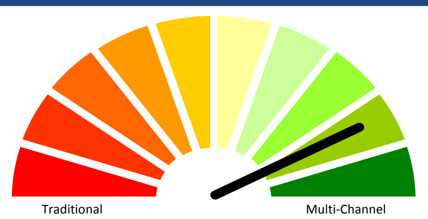
How will the local economy perform?



	2012	2020	% Change 2012-2020
Incomes	£6,153,665	£6,573,958	6.8%
Output GVA	967	1,119	15.7%

Output GVA to grow by 16%

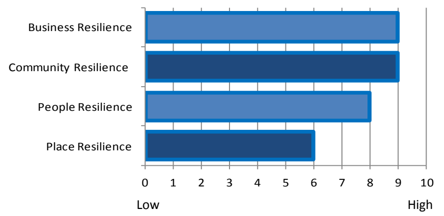
How important will E-commerce be?



	2012	2018	% Change 2012-2018
Internet	60.1%	58.4%	-1.4%
Social Media	51.1%	50.4%	-2.8%

Decreasing usage of internet

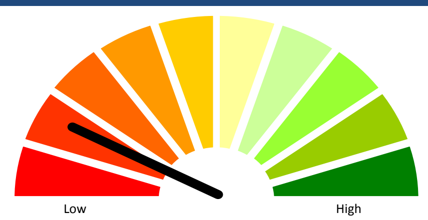
How resilient to economic shocks is my centre?



Resilience Score Decile			
Business	9	People	8
Community	9	Place	6

High resilience to change

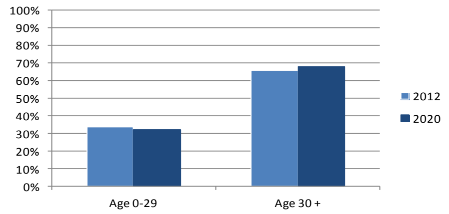
What are the employment prospects?



	2012	2020	% Change 2012-2020
Unemployment	4.7%	2.8%	-1.9%
Workforce	22.9	23.7	3.6%

Workforce to grow by 4%

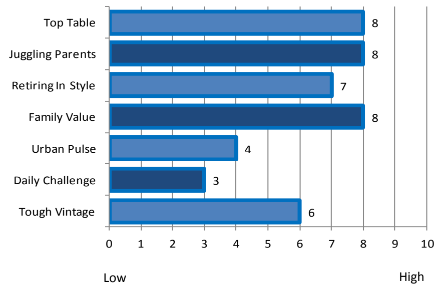
How will my demographic profile change?



	2012	2020	% Change 2012-2020
0 - 29 year olds	33.9%	32.1%	-1.8%
Age 30 +	66.1%	67.9%	1.8%

Higher % growth in 30+ year olds

What will the profile of my consumers look like in 2018?



Key groups likely to be 'Family Value' and 'Retiring In Style' consumers

Recommended Actions

View the online guide for Mosaic for a detailed picture of consumers within the catchment, and to understand how to target them more effectively

http://guides.business-strategies.co.uk/mosaicuk2009/html/animation.htm

Section 3 - Contact Details

2018 Consumer Overview

Feel free to contact us for more advice on interpreting these reports and acting on the insight.

Chris Fowler
Senior Account Manager
Data & Analytics, Experian Marketing Services
Experian | Embankment House | Electric Avenue | Nottingham | NG80 1EH
T: +44 (0)115 968 5077 | M: +44 (0)7812 365 924 | Mobex: 61412
Mosaic Type F27: Shop Floor Affluence
W: www.experian.co.uk/b2c | Follow us: twitter.com/experianmktguk | Watch us: youtube.com/marketingservicesuk