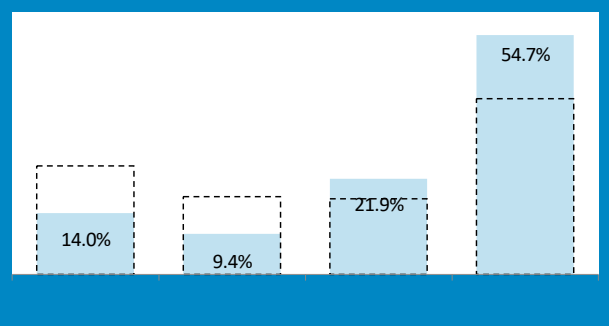
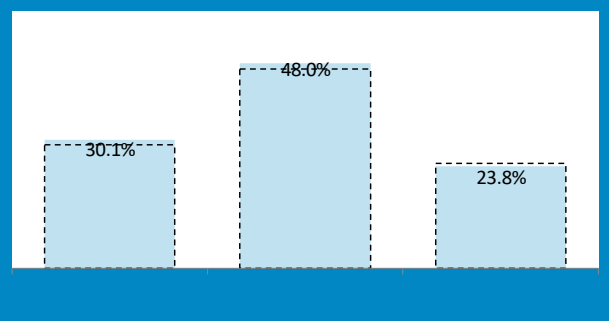
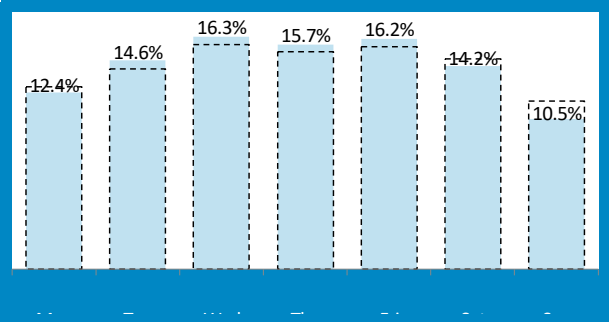


Area Quick Stats

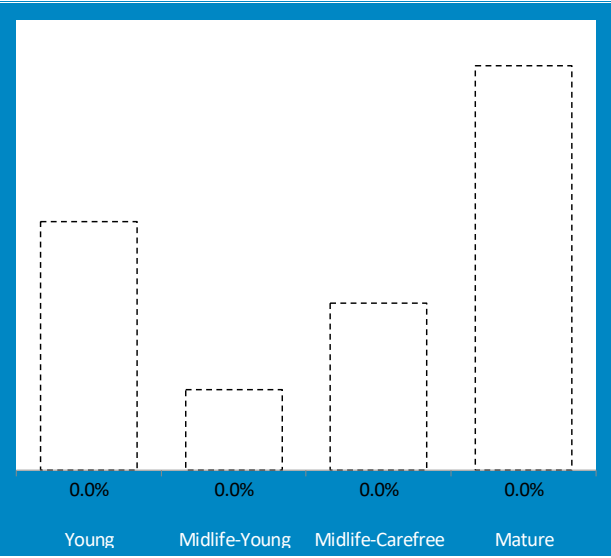
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		11,495	5,344
Adult Pop		9,090	4,529
Affluence	Low	19%	33%
	Medium	68%	38%
	High	13%	27%
Young		44%	28%
Midlife Young Kids		8%	11%
Midlife Carefree		33%	16%
Mature		15%	44%
Competition Count		12	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



Catchment Summary - Old Mail House

Over GB Average

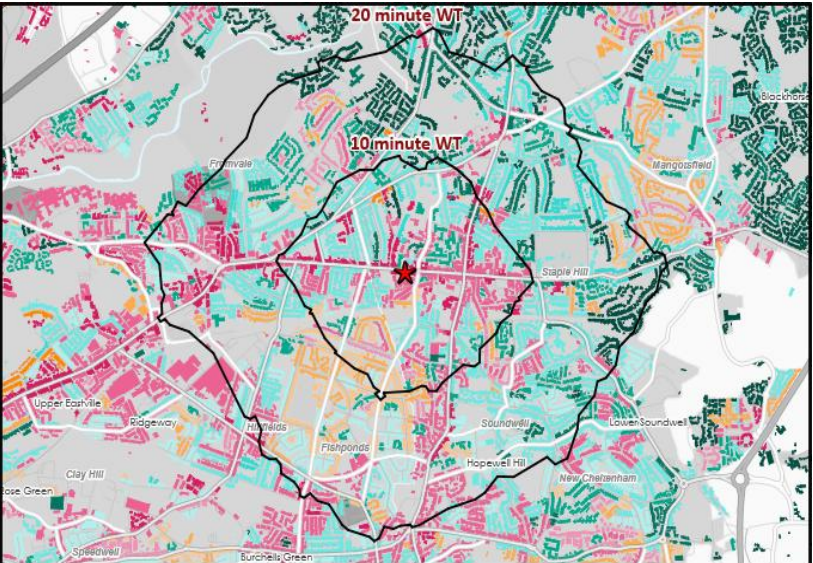
Around GB Average

Under GB Average

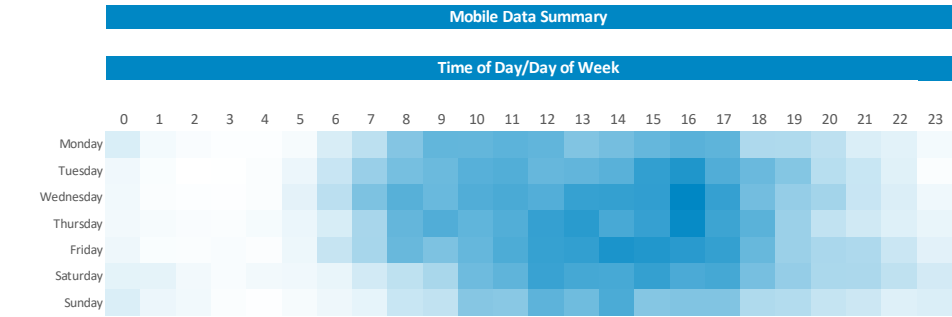
*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)				Index vs GB Average			
10 min WT*	20 min WT*	20 min DT**		10 min WT*	20 min WT*	20 min DT**	
Population	11,495	36,124	666,066	215	184	157	
Adults 18+	9,090	28,880	541,482	Pop. & Adl. 18+ index based on all pubs			
Competition Pubs	12	40	1,046	201	176	159	
Adults 18+ per Competition Pub	758	722	518	28	39	134	
% Adults Likely to Drink	80.0%	80.0%	80.0%	111	105	76	
Affluence	Low	19.3%	27.1%	20.1%	58	82	60
	Medium	67.6%	56.4%	46.0%	177	147	120
	High	13.2%	16.0%	32.8%	48	58	119
*Affluence does not include Not Private Households				100	100	100	
Mean Net Disposable income (£pa)				93	99	98	
Age Profile	18-24	1,063	3,422	87,268	109	111	154
	25-34	1,878	5,156	117,308	121	106	130
	35-44	1,924	5,602	99,006	124	115	110
	45-64	2,422	8,091	141,460	84	89	85
	65+	1,803	6,609	96,440	82	95	75



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

Low

Medium

High

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	3,975	9,010	210,147	157	112	139
Midlife - Young Kids	695	3,012	60,919	70	96	103
Midlife - Carefree	3,043	10,521	126,168	212	231	148
Mature	1,377	6,161	137,867	34	48	57
Not Private Households	0	176	6,381	0	5,037	9,740
Total	9,090	28,880	541,482			



Per Pub - Old Mail House

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

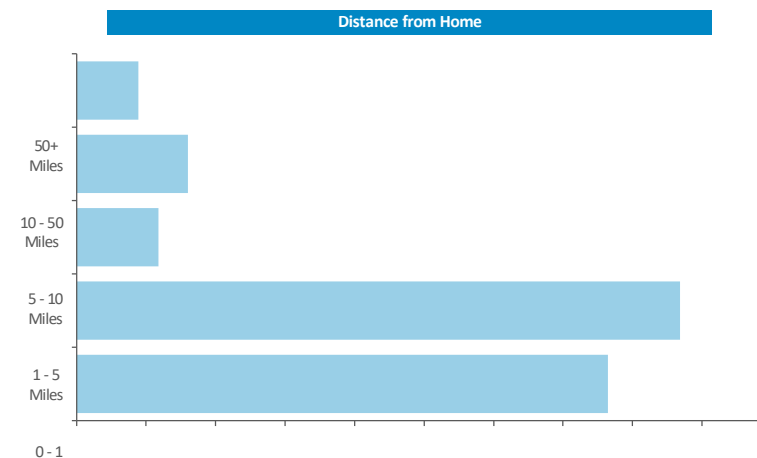
Adults 18+	9,090	28,880	541,482
Number of Competition Pubs	12	40	1,046
Adults 18+ per Competition Pub	758	722	518

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	696	7.7%	98
Family Pub Dining	0	820	9.0%	99
Great Pub Great Food	0	1,424	15.7%	94
Leisure	1	905	10.0%	99
Mainstream	7	1,295	14.3%	102
Premium	3	1,410	15.5%	108
Restaurant	0	2,147	23.6%	103
Super Premium	0	391	4.3%	109

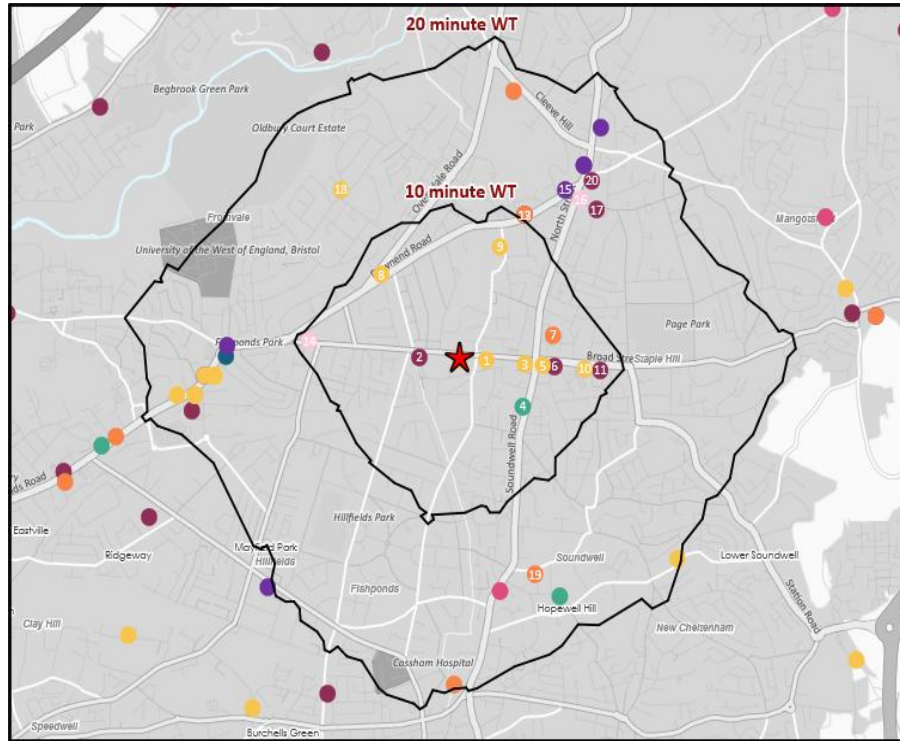
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	2,256	7.8%	100
Family Pub Dining	1	2,631	9.1%	100
Great Pub Great Food	2	4,595	15.9%	95
Leisure	5	2,911	10.1%	100
Mainstream	16	4,076	14.1%	101
Premium	7	4,308	14.9%	104
Restaurant	6	6,749	23.4%	102
Super Premium	1	1,174	4.1%	103

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	32	35,748	6.6%	84
Family Pub Dining	25	43,571	8.1%	89
Great Pub Great Food	91	92,575	17.1%	102
Leisure	149	53,212	9.8%	98
Mainstream	139	68,891	12.7%	91
Premium	280	82,793	15.3%	107
Restaurant	256	131,761	24.3%	106
Super Premium	70	26,473	4.9%	124



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Competition - Old Mail House



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
15	Mokka Lounge	BS16 5UJ	Independent Free	Restaurant	20.4%	0.56
20	Horseshoe	BS16 6BA	Greene King	Premium	20.3%	0.63
11	Forge And Fern	BS16 5NL	*Other Small Retail Groups	Premium	17.2%	0.41
1	Staple Hill Oak	BS16 5HN	Wetherspoons GB	Mainstream	12.5%	0.08
2	Crown	BS16 5HP	Unknown	Premium	6.8%	0.12
12	Downend Cricket Club	BS16 5UE	Independent Free	Leisure	5.8%	0.44
10	King William Iv	BS16 5NP	Star Pubs & Bars	Mainstream	5.5%	0.37
13	Duck and Willow	BS16 5UE	Stonegate Pub Company	Premium	4.7%	0.44
8	Downend Tavern	BS16 5BE	Wickwar	Mainstream	3.1%	0.33
17	Foresters Arms	BS16 5RB	Stonegate Pub Company	Premium	2.2%	0.57
5	501 Bar	BS16 5NX	Independent Free	Mainstream	1.3%	0.25
7	Page Park Bowls Club	BS16 5LL	Independent Free	Leisure	0.4%	0.28
0	Old Mail House	BS16 5HW	Star Pubs & Bars	Mainstream	0.0%	0.00
3	Portcullis	BS16 5HH	Admiral Taverns Ltd	Mainstream	0.0%	0.19
4	Page Community Association So	BS16 4QH	Independent Free	Classic	0.0%	0.22
6	Wooden Walls	BS16 5NU	Independent Free	Premium	0.0%	0.28
9	Staple Hill Masonic Hall Lt	BS16 5TB	Independent Free	Mainstream	0.0%	0.33
14	All Inn	BS16 5AA	Dodo Pubs	Great Pub Gre	0.0%	0.45
16	Grace Field Carehome	BS16 5SE	Independent Free	Great Pub Gre	0.0%	0.56
18	Oldbury Court Inn	BS16 2PY	Trust Inns Limited	Mainstream	0.0%	0.58
19	Kingswood Leisure Centre	BS16 4RH	Independent Free	Leisure	0.0%	0.62

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

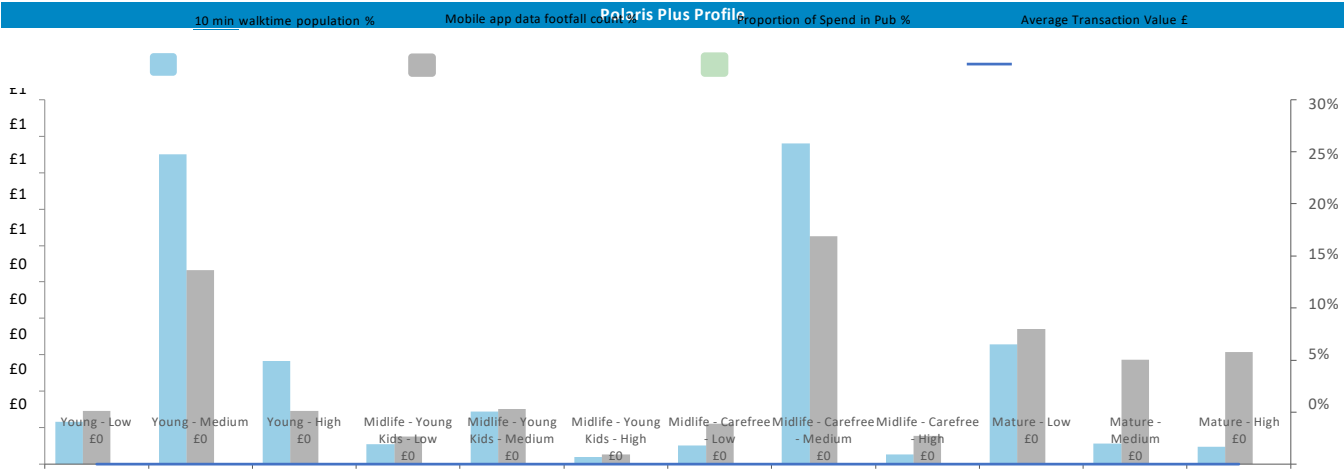
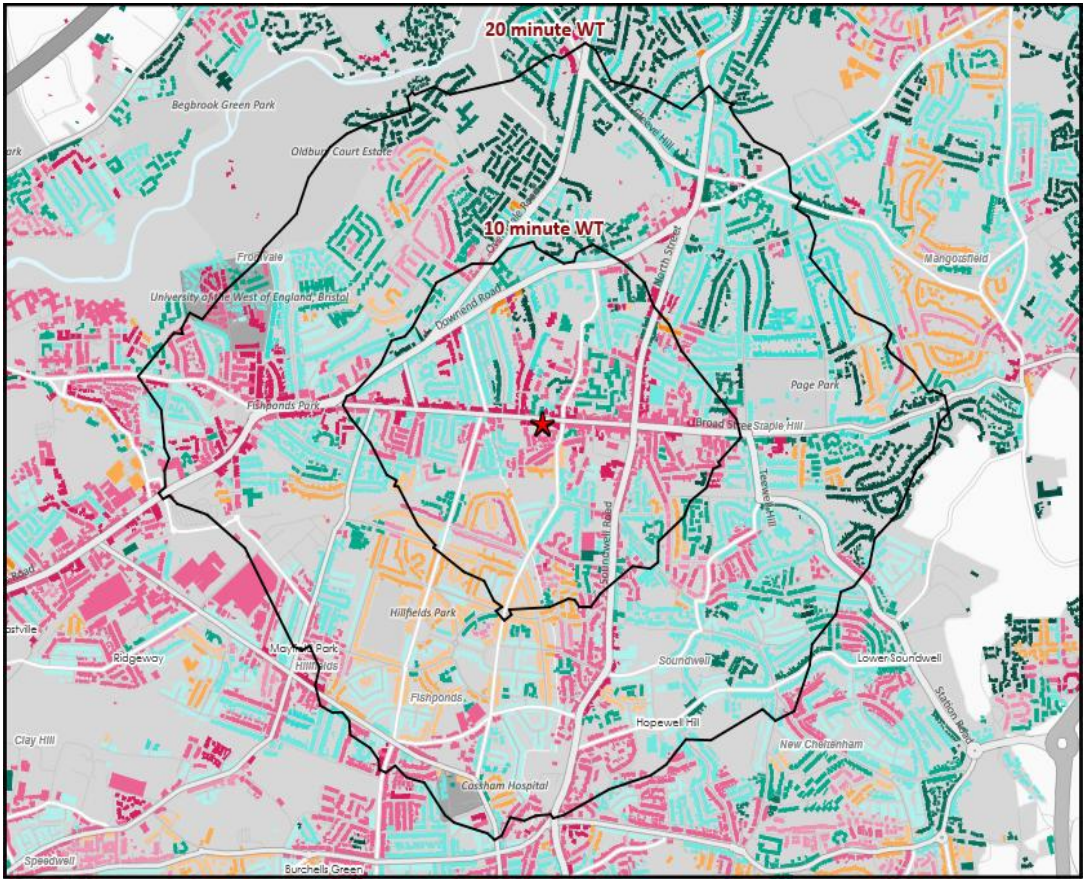
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Catchment Summary - Old Mail House



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CGA ID	Name	Postcode	Operator	Segment	Sparsity
14386	Old Mail House	BS16 5HW	Star Pubs & Bars	Mainstream	6



See the Glossary page for further information on the above variables

Catchment Summary - Old Mail House

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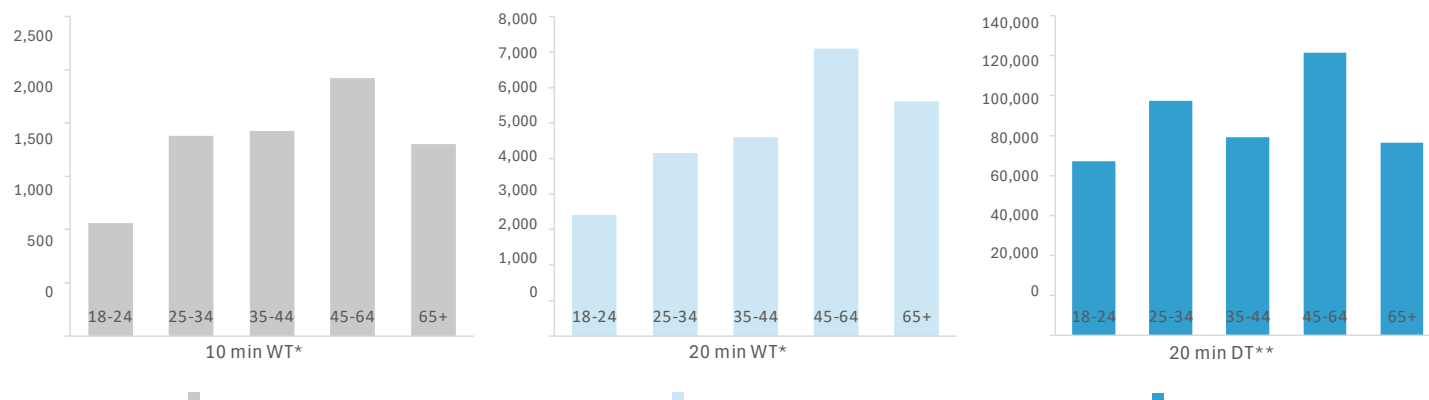
Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		11,495	36,124	666,066	215	184	157
Adults 18+		9,090	28,880	541,482	201	176	159
Competition Pubs		12	40	1,046	28	39	134
Adults 18+ per Competition Pub		758	722	518	111	105	76
% Adults Likely to Drink		80.0%	80.0%	80.0%	100	100	100
Affluence	Low	19.3%	27.1%	20.1%	58	82	60
	Medium	67.6%	56.4%	46.0%	177	147	120
	High	13.2%	16.0%	32.8%	48	58	119
Mean Net Disposable income (£pa)		£21,024	£22,287	£22,085	93	99	98
Age Profile	18-24	1,063	3,422	87,268	109	111	154
	25-34	1,878	5,156	117,308	121	106	130
	35-44	1,924	5,602	99,006	124	115	110
	45-64	2,422	8,091	141,460	84	89	85
	65+	1,803	6,609	96,440	82	95	75

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



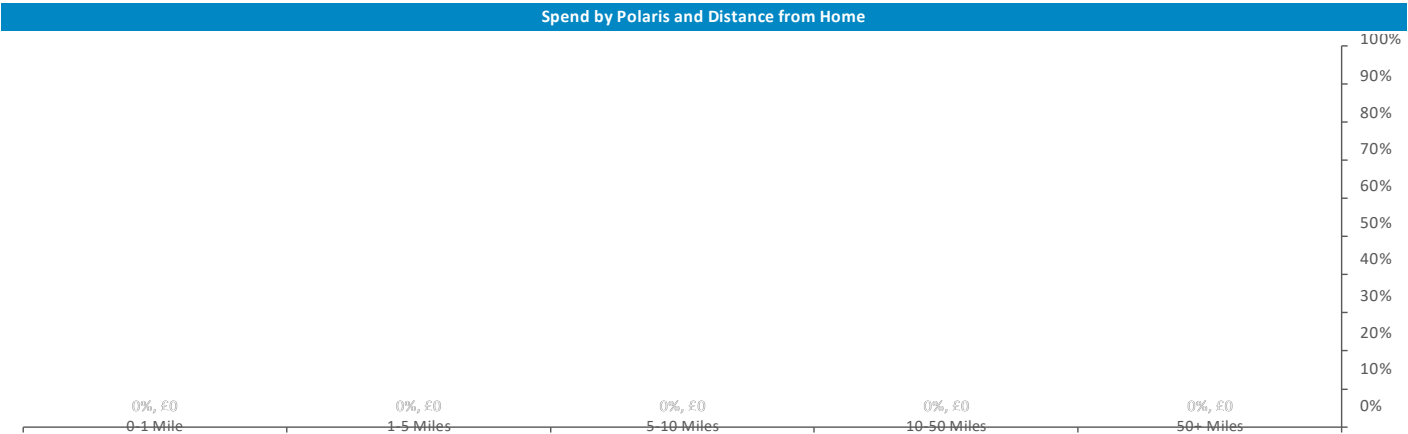
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	5,624 (49%)	17,700 (49%)	332,385 (50%)	100	100	102
	Female	5,871 (51%)	18,424 (51%)	333,681 (50%)	100	100	98
Economic Status (16+)	Employed: Full-time	3,371 (36%)	10,112 (34%)	209,305 (38%)	106	100	111
	Employed: Part-time	1,311 (14%)	4,095 (14%)	70,093 (13%)	117	115	106
	Self employed	827 (9%)	2,700 (9%)	50,459 (9%)	96	98	98
	Unemployed	251 (3%)	740 (2%)	13,207 (2%)	98	91	87
	Full-time student	265 (3%)	828 (3%)	21,076 (4%)	114	112	152
	Retired	1,723 (18%)	6,285 (21%)	92,637 (17%)	85	97	77
	Other	1,590 (17%)	4,911 (17%)	98,584 (18%)	96	93	100
Total Worker Count		2,753	9,944	319,687			

See the Glossary page for further information on the above variables

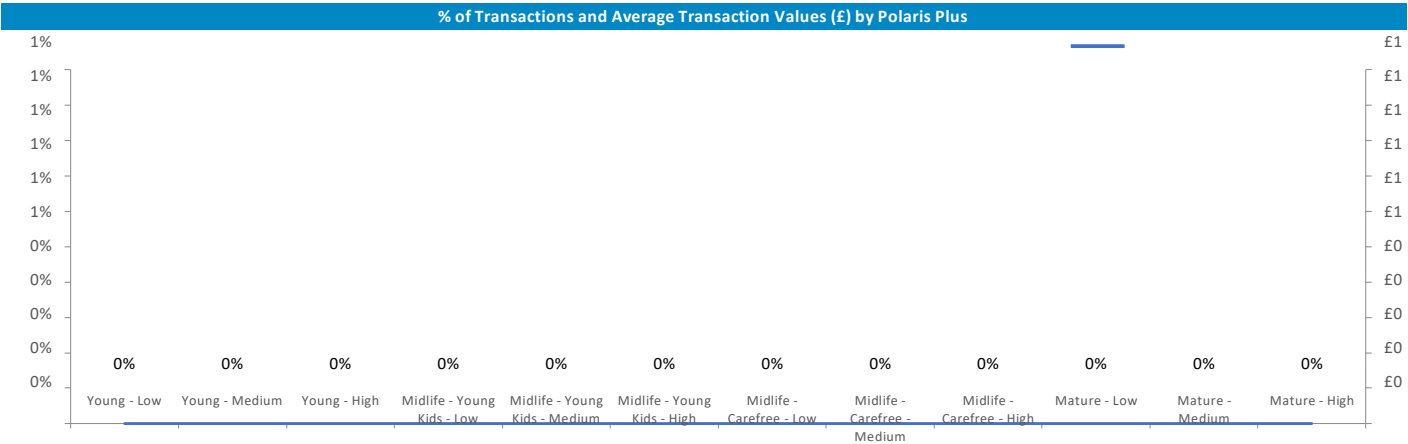
Transactional Data Summary - Old Mail House



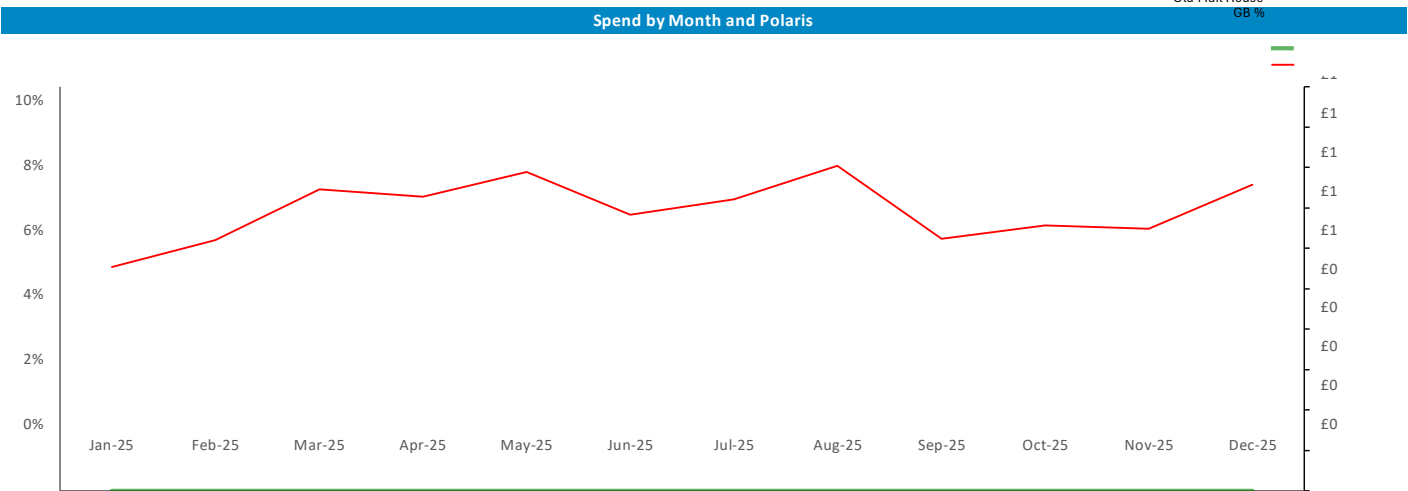
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Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

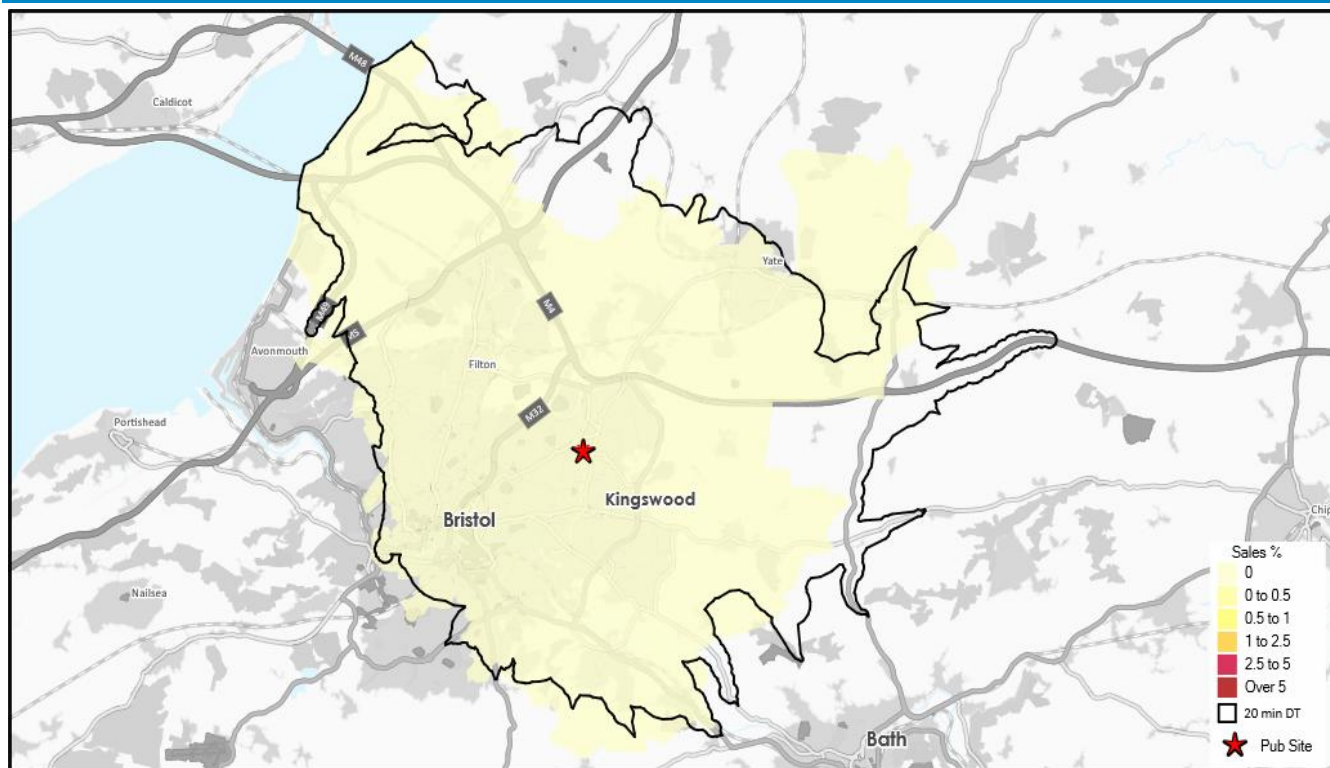


Average Transaction Value of sales (£) within the pub split by Polaris Plus



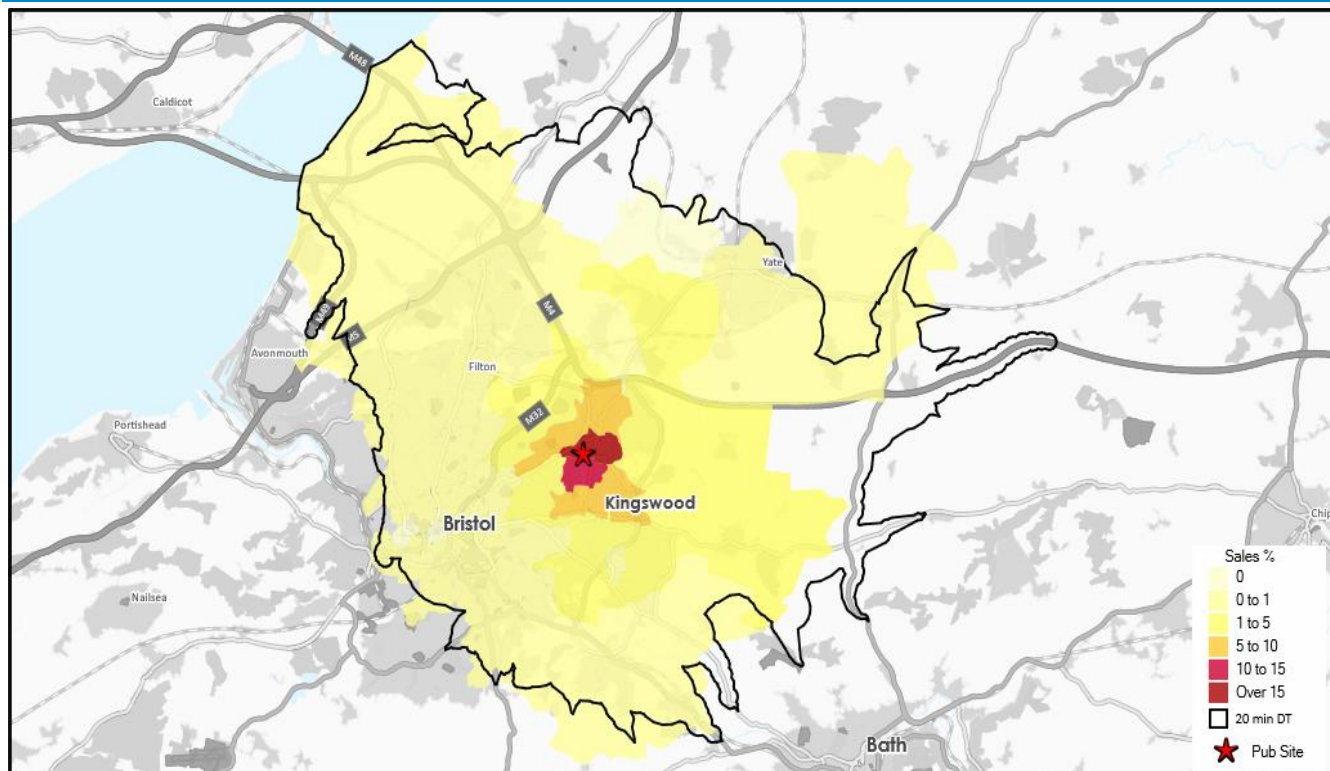
Seasonality of the spend split by month

Old Mail House Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Old Mail House

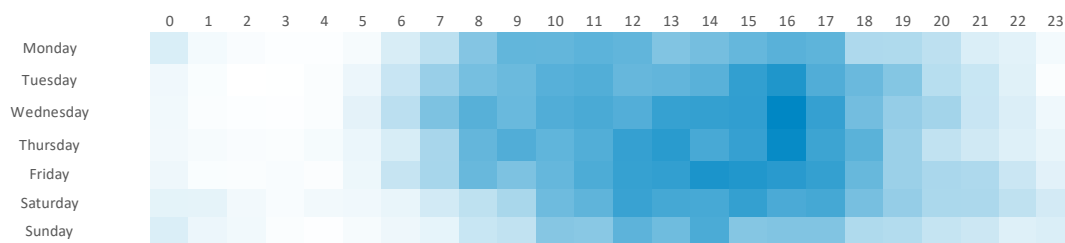


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Old Mail House

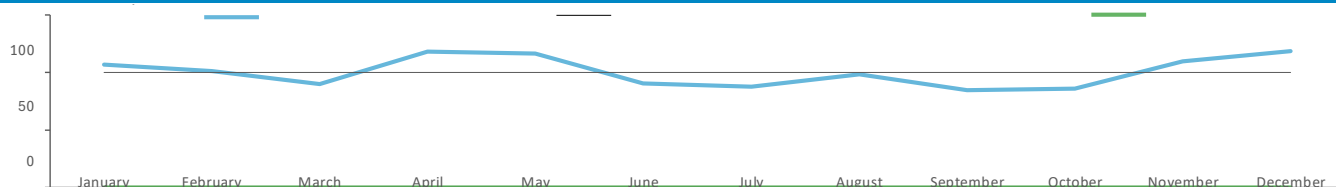
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Time of Day/Day of Week



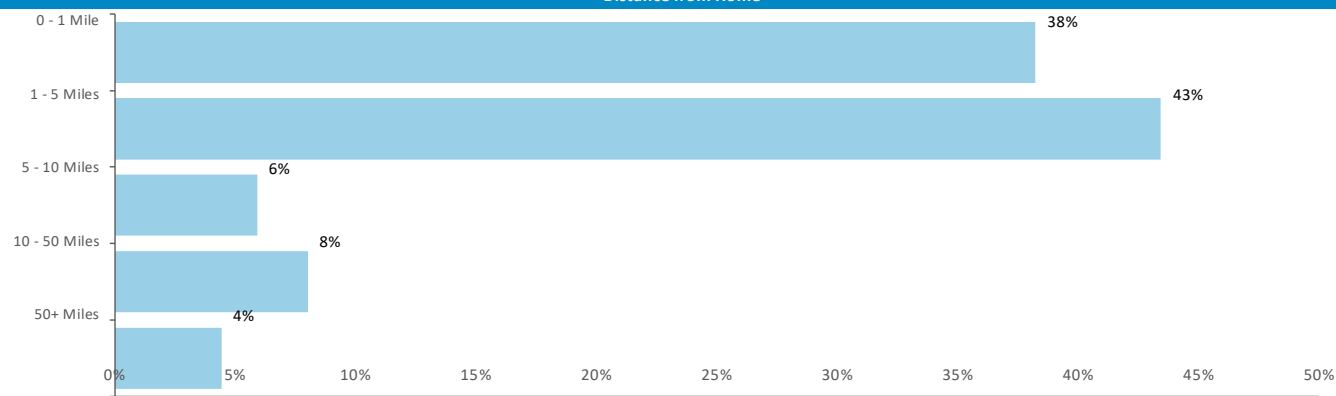
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



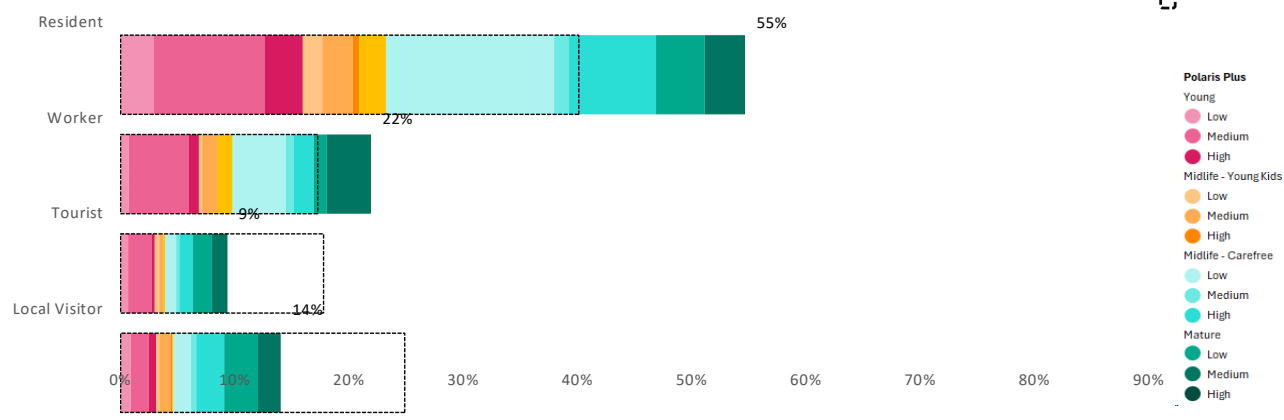
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

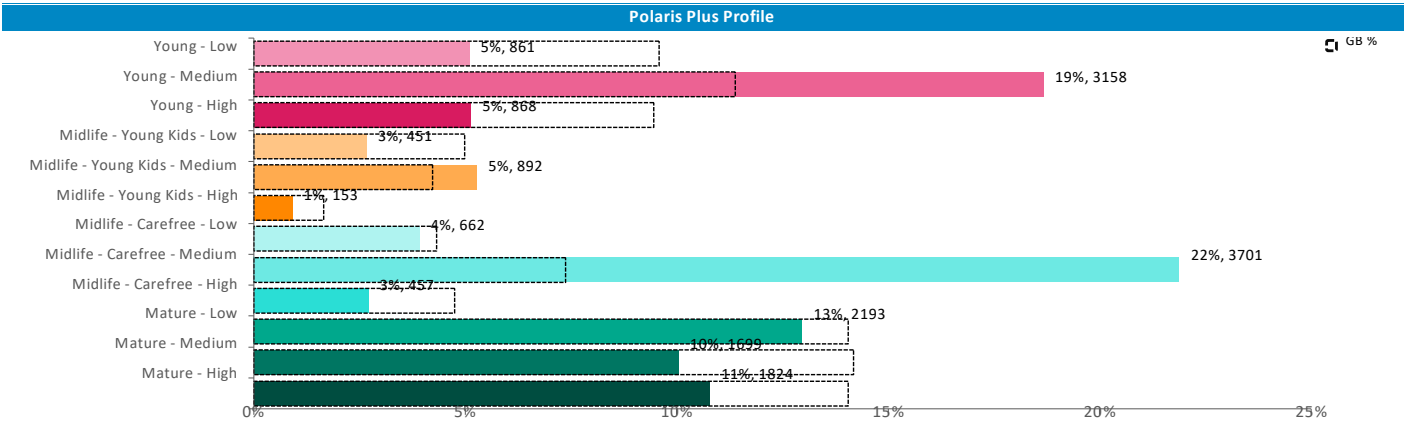
Audience Classification by Polaris Plus



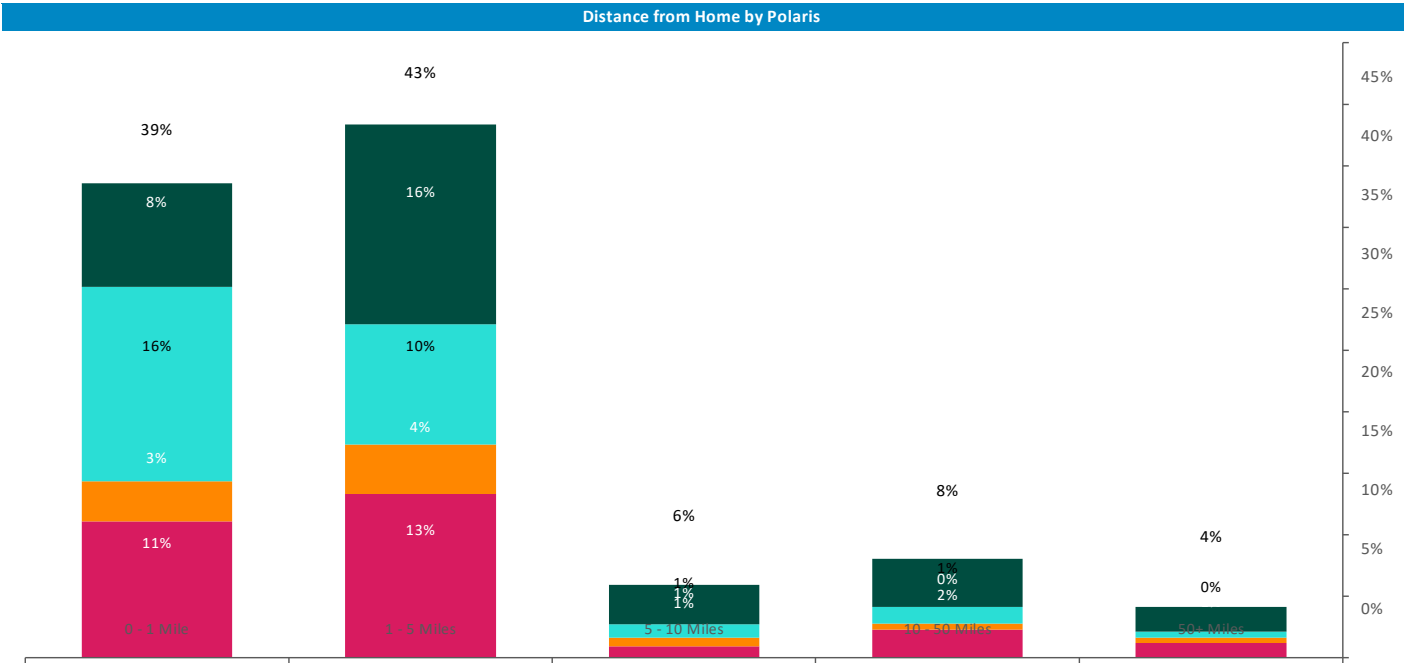
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Old Mail House

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Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

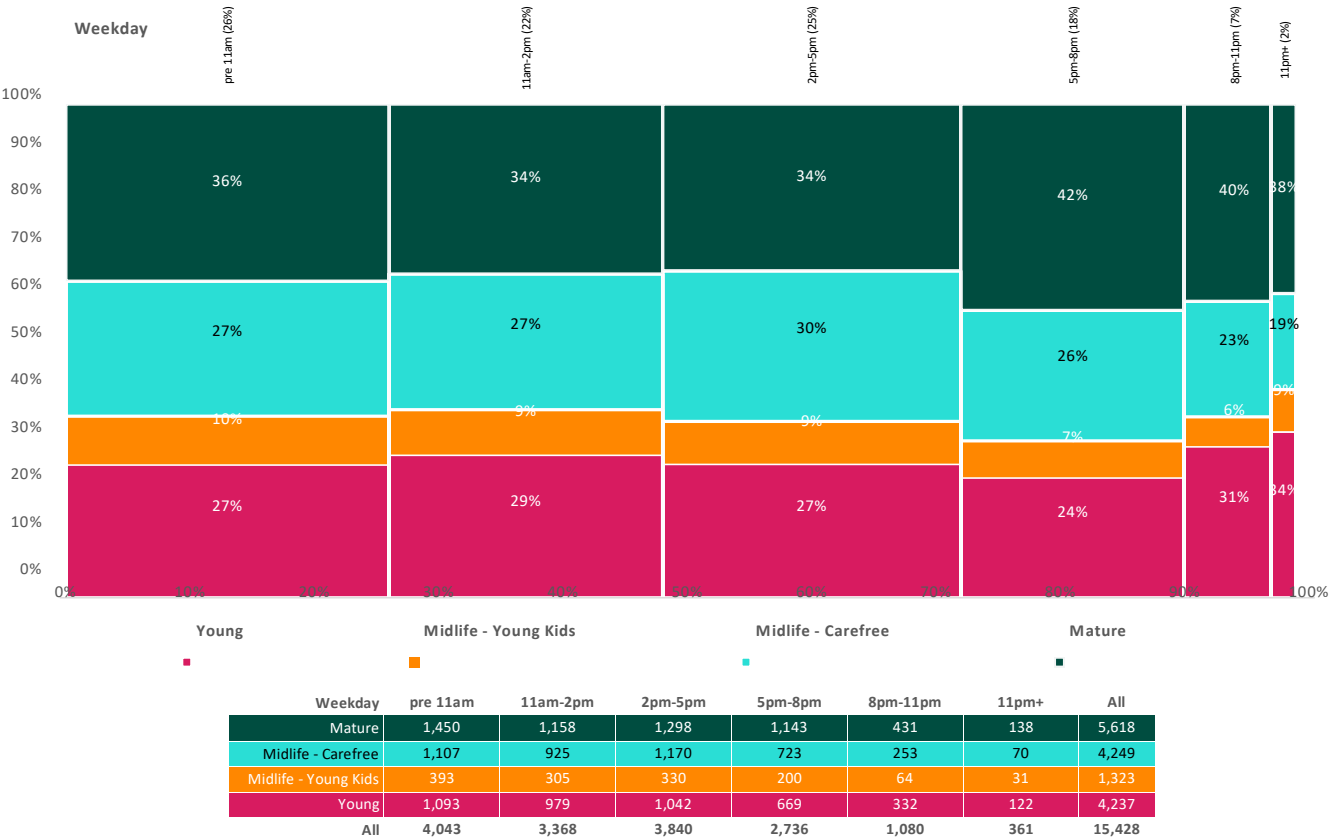


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

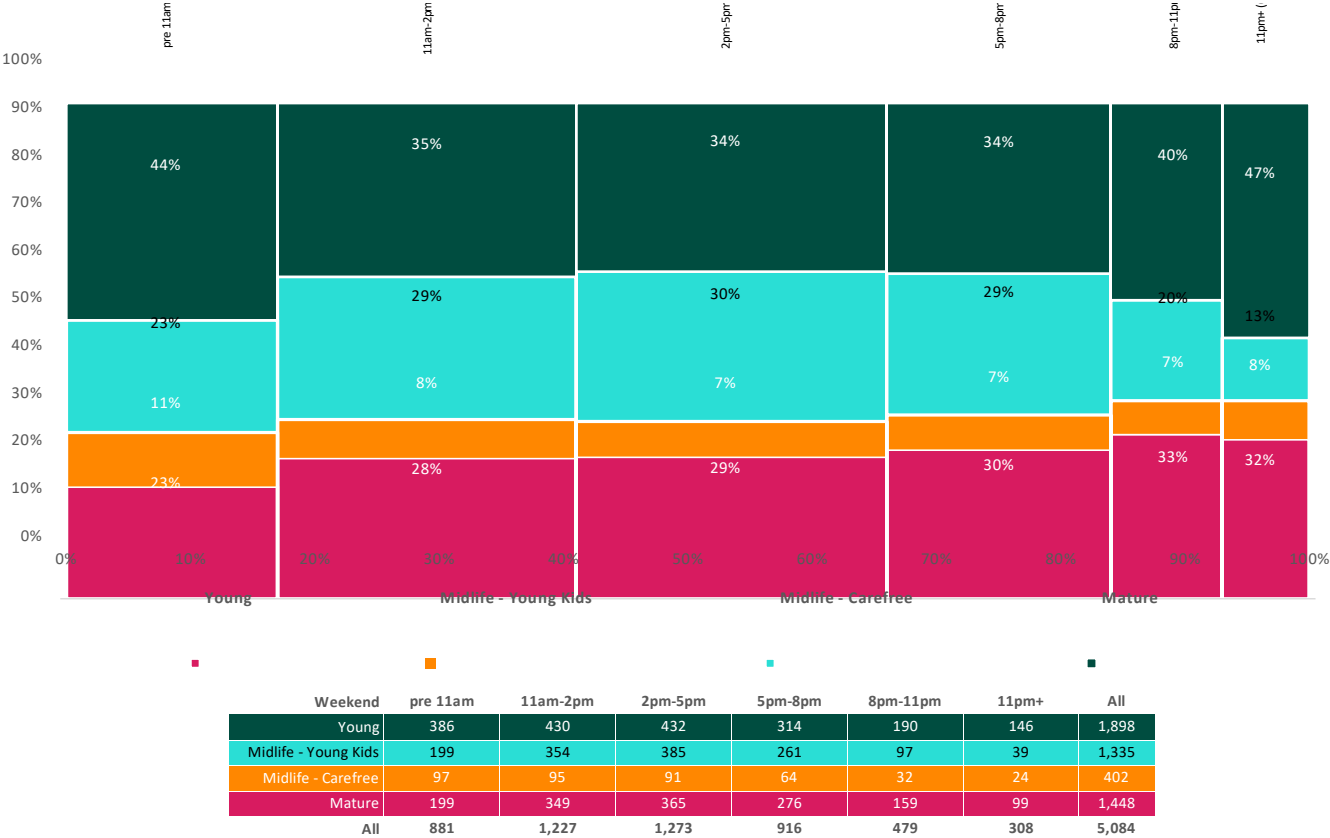
Mobile Data Summary - Old Mail House

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Time of Day by Polaris: Weekday (Monday to Friday)



Time of Day by Polaris: Weekend (Saturday and Sunday)



Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Plus Summary - Old Mail House

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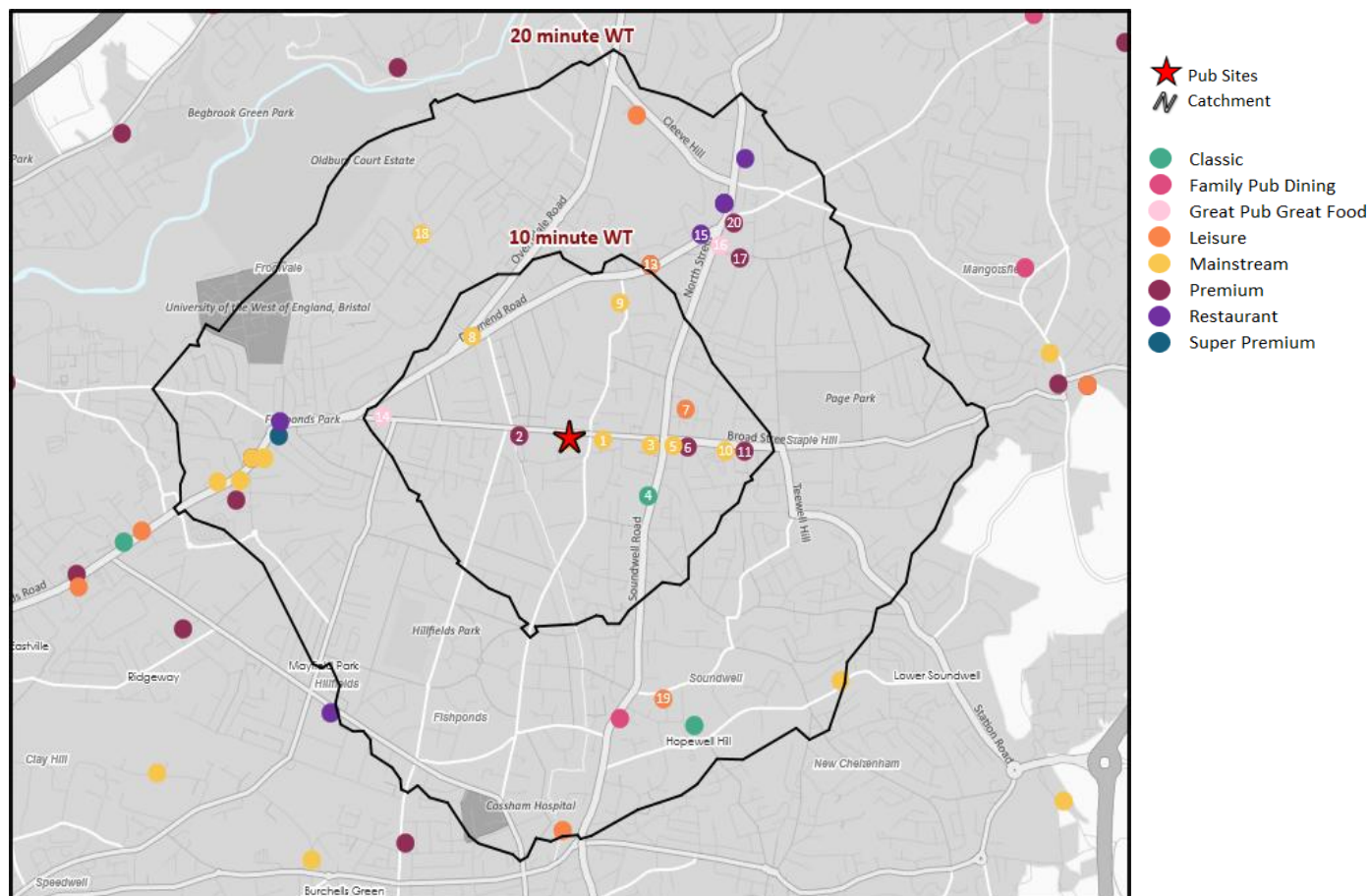
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	371	1,022	35,316	42	36	66
Medium	2,703	6,006	97,602	270	189	164
High	901	1,982	77,229	148	103	214
Midlife - Young Kids						
Low	175	1,467	11,880	34	91	39
Medium	460	1,473	25,117	114	115	105
High	60	72	23,922	57	21	378
Midlife - Carefree						
Low	161	2,167	19,026	42	176	82
Medium	2,799	7,310	85,116	430	354	220
High	83	1,044	22,026	20	79	89
Mature						
Low	1,048	3,159	42,329	85	81	58
Medium	178	1,487	41,011	12	33	48
High	151	1,515	54,527	11	35	67
Not Private Households	0	176	6,381	0	57	110
Total	9,090	28,880	541,482			

Over GB Average
Around GB Average
Under GB Average

CGA Summary - Old Mail House



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Old Mail House	BS16 5HW	Star Pubs & Bars	Mainstream	0.0%	0.0%	0.00
1	Staple Hill Oak	BS16 5HN	Wetherspoons GB	Mainstream	12.5%	93.4%	0.08
2	Crown	BS16 5HP	Unknown	Premium	6.8%	96.1%	0.12
3	Portcullis	BS16 5HH	Admiral Taverns Ltd	Mainstream	0.0%	0.0%	0.19
4	Page Community Association Social Club	BS16 4QH	Independent Free	Classic	0.0%	0.0%	0.22
5	501 Bar	BS16 5NX	Independent Free	Mainstream	1.3%	87.2%	0.25
6	Wooden Walls	BS16 5NU	Independent Free	Premium	0.0%	0.0%	0.28
7	Page Park Bowls Club	BS16 5LL	Independent Free	Leisure	0.4%	93.6%	0.28
8	Downend Tavern	BS16 5BE	Wickwar	Mainstream	3.1%	91.1%	0.33
9	Staple Hill Masonic Hall Lt	BS16 5TB	Independent Free	Mainstream	0.0%	0.0%	0.33
10	King William Iv	BS16 5NP	Star Pubs & Bars	Mainstream	5.5%	95.0%	0.37
11	Forge And Fern	BS16 5NL	*Other Small Retail Groups	Premium	17.2%	83.7%	0.41
12	Downend Cricket Club	BS16 5UE	Independent Free	Leisure	5.8%	96.5%	0.44
13	Duck and Willow	BS16 5UE	Stonegate Pub Company	Premium	4.7%	85.2%	0.44
14	All Inn	BS16 5AA	Dodo Pubs	Great Pub Great Food	0.0%	0.0%	0.45
15	Mokka Lounge	BS16 5UJ	Independent Free	Restaurant	20.4%	90.2%	0.56
16	Grace Field Carehome	BS16 5SE	Independent Free	Great Pub Great Food	0.0%	0.0%	0.56
17	Foresters Arms	BS16 5RB	Stonegate Pub Company	Premium	2.2%	95.4%	0.57
18	Oldbury Court Inn	BS16 2PY	Trust Inns Limited	Mainstream	0.0%	0.0%	0.58
19	Kingswood Leisure Centre	BS16 4RH	Independent Free	Leisure	0.0%	0.0%	0.62
20	Horseshoe	BS16 6BA	Greene King	Premium	20.3%	93.5%	0.63

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Old Mail House

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Mainstream	16	4,076	14.1%	101
Premium	7	4,308	14.9%	104
Restaurant	6	6,749	23.4%	102
Super Premium	1	1,174	4.1%	103

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	32	35,748	6.6%	84
Family Pub Dining	25	43,571	8.1%	89
Great Pub Great Food	91	92,575	17.1%	102
Leisure	149	53,212	9.8%	98
Mainstream	139	68,891	12.7%	91
Premium	280	82,793	15.3%	107
Restaurant	256	131,761	24.3%	106
Super Premium	70	26,473	4.9%	124

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
	Index value is >= 105 and < 120																																								
Around GB Average	Index value is >= 95 and < 105																																								
	Index value is >= 80 and < 95																																								
Under GB Average	Index value is < 80																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, Energy Levels and Demand.																																									
Consumer Insight	18-34 year olds Wanting to look good in the group "Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."																																								
	35-54 year olds Children under 12 at home "With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"																																								
Product needs	18-34 year olds Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit																																								
	35-54 year olds Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic																																								
	35-54 year olds No children under 12 at home "Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."																																								
	55+ year olds I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine" Tastes great Good quality Helps me feel good Enjoyable for longer																																								
Licensed Premises																																									
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
Mobile Data - Audience Classification																																									
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																																									
Acorn																																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
Sparsity																																									
Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="9">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban									Small Urban				Rural			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
Metropolitan			Large Urban									Small Urban				Rural																									