

THE OFFICIAL CITIPOST MAIL NEWSLETTER

# MAILROOM

DEC 2024



The latest industry insights  
and news from Citipost Mail

**CITIPOST MAIL**

# Welcome to the Mailroom - Issue 3

## Welcome to the latest edition of our newsletter.

As we reflect on this year, I think it is fair to state that it has been a busy one. The direct mail industry continues to face many challenges, both political and industrial, but as usual we have seen a fantastic response from clients and supply chain partners who have responded positively to these challenges. New initiatives and lobby groups have been formed to push change for the better, and I truly believe we have a marketing channel that is smarter and more measured than ever before.

On our part, we have been working very hard behind the scenes to represent our client's best interests and ensure the substantial changes to Royal Mail's delivery network are fair and reasonable. There have been numerous meetings with the industry regulator, Ofcom, and the Department of Business and Trade in Government.

Having a voice at this level is vital to make sure our client's wishes and the interests of end consumers are heard. Please see our section on USO reform in the pages that follow and look out for further webinars on this subject in 2025.

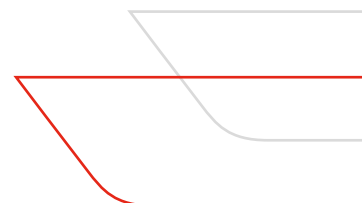
We have also partnered with the Independent Print Industry Association (IPIA) this year to help fund some ground-breaking research with the objective of changing people's perception of print. This research and the extensive activities due to follow will help give our industry a huge boost, and we are proud to have taken the decision to support this project. Please take five minutes to read the white paper enclosed.

Finally, I would like to thank all of our clients for partnering with us this year. We have expanded our support capabilities to better assist you in creating and executing successful campaigns that deliver impactful results. This festive period, we will again be taking time to support initiatives that are close to our hearts. Our amazing team will be on hand to help our local food bank in Alfreton, and we will be donating fifty Christmas Eve boxes to our charity of choice, PASIC.

Whatever you have planned for the holidays, the team here send all their best wishes to you and your families.



**Lesley Yeomans**  
Deputy Managing Director





IN THE NEWS

## IPIA Research: The New Narrative

We are delighted to announce that we have been a key sponsor of the new, ground-breaking national research and advocacy project, conducted by the IPIA – The New Narrative. The primary aim of the project is to positively shift the perception of print among UK consumers and businesses across a range of critical factors, to stimulate a growth in demand for our industry’s products and services.

The research was conducted in partnership with world-leading communications agency Madano, who mapped perceptions of the UK print industry across a range of key metrics using its specialist data science technology and analysis tools. By obtaining an accurate picture of how the print industry and its products are perceived – and by identifying the most influential individuals and organisations driving these perceptions – the IPIA and its partners can develop a long-term strategy to strengthen the print market in the UK. By increasing the positive perception of print’s effectiveness, sustainability and positive contribution to society, we hope for an uplift in both businesses and consumers utilising print as a marketing and communications medium.

The full white paper is enclosed in your physical pack for your reference, or read this online here:

<https://info.citipostmail.co.uk/IPIAwhitepaper2024>

CITIPOST MAIL NEWS

## Christmas Office Hours & Opening Times

We will be open during our usual working hours - 8:30am and 5:30pm - throughout the festive season, with the exception of bank holidays: we will be closed on the 25<sup>th</sup> and 26<sup>th</sup> December, and the 1<sup>st</sup> January 2025.

To view our full peak schedule visit our website:

<https://info.citipostmail.co.uk/peakschedule2024>



# The Royal Mail USO December 2024 Updates

Stephen Agar, Director of Postal Affairs



**Thank you to everyone who joined us for our first webinar on the Future of the Universal Service Obligation. At Citipost, letters are our specialism. We know that Direct Mail is effective and we are passionate about helping our clients generate a positive ROI from their mail campaigns. We are always on hand to advise them on ways to keep on top of their budgets and schedules in light of changes in the industry.**

In recent months, there has been much debate about the future of Royal Mail's letters network, so we thought it a good time to bring you up to date with progress. Over the past 20 years, the average number of letters that each household receives in a week has fallen from 14 to only 4. On one hand, that means that each letter sent now receives even more attention from the consumer, but it has caused problems for the economics of Royal Mail's delivery network for letters. This is why Royal Mail has asked OFCOM to agree to a reduction in the Universal Service Obligation so that they only have to deliver letters every other day, five days a week, as opposed to the current every day, six days a week obligation. Royal Mail's aim is to release around £300m of cost savings that can be used to sustain their delivery network.

If OFCOM approves Royal Mail's request to change to an alternate day delivery model, it is anticipated that Royal Mail will improve letter delivery performance in line with its revised quality of service standards. Additionally, the savings generated could help offset future price increases. OFCOM is currently reviewing this request and plans to publish a provisional decision in early 2025. Following a consultation period, a final decision is expected by summer 2025. Citipost Mail will actively advocate for the best outcomes for our customers throughout this process.

In the meantime, Royal Mail is introducing a new "D+3" Access Service, designed to deliver mail within three days of receipt by Royal Mail. However, this service will operate only five days a week, with Saturday deliveries removed from the schedule. Royal Mail likely aims to encourage customers to transition to this reduced service, which they hope will become the standard following OFCOM's final decision.

While details remain unclear, we expect Royal Mail to announce provisional pricing before Christmas, with the service launching next summer. For now, the current Standard Access "D+2" service will remain available, although it is expected to be significantly more expensive than the proposed D+3 option when this comes into play. Customers currently using the Economy Service should see little to no impact from these changes. It remains unclear whether the new HM Government will approve Daniel Křetínský's takeover bid for Royal Mail. As a result, several uncertainties linger. We will keep you updated on any developments as the situation evolves.

If you would like to speak to us to further understand the proposed changes or explore ways in which you can reduce the cost of your mail campaigns, our industry experts are on hand. Contact us today [enquiries@citipost.co.uk](mailto:enquiries@citipost.co.uk), or speak to your Business Development Manager, for expert advice and support.

# The New Royal Mail Service: TIS Mobile and Banking Incentive

Research shows there has been a healthy uplift\* in engagement rates for direct mail within the telecommunications and financial sectors since 2021. This TIS incentive extension is designed to help promote effective marketing to these audiences. It is a great way to promote new services to existing customers or to test new acquisition campaigns at a critical time in the calendar.

From the 30<sup>th</sup> September 2024, customers have been able to leverage the existing Testing and Innovation Scheme incentive (TIS) to support new direct mail initiatives aimed at promoting **Broadband, Mobile and Banking Card products and services**. Participants posting incremental volumes presented in trays between October 2024 and March 2025 can utilise this incentive to benefit from retrospective postage credits of 30%.

### Who is this for?

Broadband companies, mobile service providers and banking companies using, or looking to use, direct mail to promote their products and services.

### How do you qualify?

1. Customers need to mail a minimum incremental volume of 250,000 items (i.e. items added to planned direct mail activity) and a maximum volume of 1,000,000 items per application.
2. There is a total postage cap of 20,000,000 items for the whole incentive, so the opportunity is limited.
3. Items must be presented in trays.

### Time period

Applications opened on the 30<sup>th</sup> September 2024. The last posting date for qualifying mail is 28<sup>th</sup> March 2025.

Our experts at Citipost Mail would love to help you understand this incentive further and take the stress out of applying. Get in touch with our team today to make significant savings on your future mail campaigns.



### OTHER INDUSTRY LEADING BLOGS

Scan QR codes to read this in full

**Industry Insight:**  
**VAT Free Mailing Solutions - Agency Agreements - David Ward-Penny**



**The Cookie Crumbles:**  
**With third-party cookies phasing out, can direct mail fill the marketing gap?**



\*Source: JICMAIL, Item Database, Advertising Mail

# 2024 Mailing House Survey Results

## Your feedback drives our development

Thank you to everyone who took the time to complete our Citipost 2024 Mailing House Survey! We were delighted by the number of responses we received and with the feedback. The results highlighted high NPS scores across the survey, especially when our clients were rating our booking process and the support provided by our Bureau team.

From your feedback, we will be focusing our efforts in 2025 on improving access to consumables and enhancing our bookings matrix to streamline the process of booking jobs with us even further.

Our mailing house survey is now part of our annual feedback cycle to ensure we are utilising your feedback to drive continuous improvement.

**“I find your process is easier to utilise than other DSA suppliers and therefore encourages me to maximise your services where possible.”**

**“Working with Citipost is immaculate. They always send an email reminder the day before the mailing to make sure everything’s covered. Excellent customer service.”**

# Personnel Today Awards 2024

Hannah Elkin, Owen Purkis, Stephanie Vickers and Samantha Spendley attended the prestigious Personnel Today Awards on 19<sup>th</sup> November 2024 at Grosvenor House in London. The awards celebrate the very best achievements and innovations in HR and Learning and Development.

Citipost Mail were delighted to have made finalists in two categories; **Employee Experience Award – Smaller Employers and Workplace Culture Award**. Although we didn’t walk away with any shiny trophies, we are very proud of our achievements as a business and were thrilled to have been shortlisted.



# Steve Travi Head of UK Sales

Steve has been in the mail industry for over 30 years, and with the Citipost Mail family for over 12 years. He has always been intrigued by the tangible, hands-on impact of direct mail marketing and now supports our Business Development team to ensure our clients get the very best service and advice, day in, day out.

## How did you get into the mail industry?

I originally started in a sales role with a company that manufactured mail-insert machines. That gave me my first insight into the workings of direct mail and I was hooked! Later, I was headhunted by a DSA provider, and from there, my journey in the mail industry really began. And, the rest is history, so they say! I've now been with the Citipost Family for 12 years and love the work that we do.

## What is your greatest professional achievement?

Becoming Head of UK Sales for Citipost Mail's DSA product has definitely been a career highlight. It's incredibly rewarding to pass on my industry knowledge and help my team develop strategies that optimise clients' direct mail packs and secure incentives. Continuous team development is a priority—CPD is at the heart of what we do, enabling us to achieve excellent ROI for clients."

## What are the latest developments in the sales team?

We're working hard on constantly adapting to find ways to support clients with the proposed changes to the USO. Our continuous CPD, ensures our sales team are confident in advising clients on how

to optimise their packs with print, fulfilment and creative alternatives to help them save money. We also now have our Pure Data service, which our clients can use to cleanse their data to ensure that they are not wasting money sending packs to incorrect addresses or to acquire new data to get their mail is seen by more ideal consumers.

We are also constantly upskilling ourselves on new Royal Mail incentives to enable us to advise clients on how they can innovate their mailings to optimise incentives to help offset price increases. Thanks to our teams' expertise, Citipost Mail remains the biggest user of Royal Mail incentives in the market - we have saved our clients over 2 million pounds through the optimisation of incentives.

## What do you like to do outside of your working day?

I'm very active in the non-league football community and enjoy spending time walking my dogs.

## Where is your favourite place in the world?

It's hard to choose just one—Monterey, California, Miami, and Rome are all high on my list. I love experiencing new cultures, foods, and architecture. And, of course, Rome has a special place in my heart—especially the Trevi Fountain, given my family ties!



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