

POST IMPRESSIONS

NEWS AND VIEWS FROM ONEPOST



**BUMPER JANUARY ONLINE SALES
BEAT DECEMBER AND FOLLOW
A VERY SUCCESSFUL NOVEMBER**

ONEPOST™

Save on the things you send.

WELCOME

Welcome to the latest edition of **Post Impressions**,

I think we all appreciate the popularity of online shopping, but seeing the hard facts really brings it home: January sales were higher even than December's (page 5) – but internet stores do need to be conscious that the up-and-coming 'Millennial' generation are very aware of the delivery options on offer and will change retailers if they don't suit (page 11).

And in a bit of local news, it's good to see our very own water supplier being recognised for continuing to offer paper billing to its customers (page 12).

As always we endeavour to keep you up-to-date with the latest news. Please follow us on Twitter @ONEPOST_UK and check our LinkedIn company page.

We do welcome your feedback, so please call us on 0800 138 3551 or email marketing@onepost.co.uk with your thoughts.

Best wishes,



Graham Cooper
Managing Director
ONEPOST



Post impressions is a great source of information for the postal sector, you can download back issues by scanning the QR code or visiting: www.onepost.co.uk/library/post-impressions



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CONTENTS

ISSUE 66 | MARCH 2016

04 REGULATORY

Information Commissioner's Office is looking at the way companies present privacy notices for the collection of customer data – finding too many are 'unhelpful'.

05 INDUSTRY RESEARCH

Online sales in January were higher than those in December – perhaps because 'Black Friday' pulled back some usual December sales into November.

06 INNOVATION

The UK's first specific direct mail qualification is a result of the demand for specialists to implement quality mailing programmes as part of a multichannel approach.

07 SECTOR FOCUS: CHARITY

One result of following the Etherington Review's recommendations could be to improve the quality of charity communications by making themselves more adaptable.

08 REGULATORY

EU Data Protection Regulation final wording will mean it's highly unlikely that anybody storing and using personal data will be able to carry on as before.

10 SECTOR FOCUS: PUBLISHING

Magazines are generally reacting well to the new age of publishing with innovation in print and in developing readership engagement in digital and live events.

11 SECTOR FOCUS: MAIL ORDER

Quick and easy delivery options are fast becoming a powerful purchasing factor in online shopping for the 'Millennial' group of customers.

12 NEWS

West Country utility company continues to offer its one million plus customers the choice of how to receive its communications – online or on paper.

13 INNOVATION

The move to automated delivery systems seems relentless and Greenwich is being used for driverless vehicle tests – although they'll be a person there 'just in case'.

14 PEOPLE

Postal operator targets growth in the Province with new recruit – and Advertising Standards Council gets 'childhood expert' to join its ranks.

15 NEWS

Our most famous king is known for various activities and antics but not many people know that he helped create England's first postal service – you do now.

CONTRIBUTORS



ONEPOST Managing Director **Graham Cooper** was one of the shadow board that set up the Direct Marketing Association (DMA) in 1992, then serving on the board for four years. He now serves as chair of the postal affairs committee.



Marketing Manager **Sara Peake** is a new addition to the ONEPOST team. She brings with her over 10 years experience in national and international marketing across a range of sectors.



Eric Austin is an independent direct marketing consultant, who until recently chaired the DMA Financial Services Council (for over 8 years). Eric is a fellow of the Institute of Direct & Digital Marketing (IDM).



Experienced agency-side account director **Paul Fulton** now works as an independent copywriter and creative consultant.



ICO planning major overhaul of privacy code of practice

INFORMATION COMMISSIONER’S OFFICE IS LOOKING AT THE WAY COMPANIES PRESENT PRIVACY NOTICES FOR THE COLLECTION OF CUSTOMER DATA – FINDING TOO MANY ARE ‘UNHELPFUL’

The Information Commissioner’s Office (ICO) is planning a major overhaul of the regulations covering privacy notices used by companies to gather consumer’s personal data after conceding that many are “too long, overly legalistic, uninformative and unhelpful”.

Early in February the regulator launched an eight-week consultation to gain feedback from businesses.

In a blog post on the ICO website, Jo Pedder, the group manager in the ICO policy delivery department claimed consumers see a lengthy privacy notice and are instantly put off.

She added: “We think that using a variety of techniques to provide privacy information is a more effective way of engaging individuals. The code of practice has not been revised for several years and as we all know, this is a long time in in the digital world.

“So often privacy notices are too long, overly legalistic, uninformative and unhelpful. These are the notices individuals choose to ignore, and therefore they miss out on important information.”

- The ICO recommends a number of new measures, including ‘just in time’ messages that tell consumers why their email addresses are needed when they are filling out an online form.
- It also believes companies could provide a short video that explains what an organisation does with individuals’ personal data as a way of reaching a wider audience.

The code also looks at consent, in particular in relation to third party marketing.

“We have produced best practice standard wording for organisations to use when seeking consent for marketing, which we’ve tested with members of the public. We believe our recommended standard approach will ensure that individuals can indicate clear choice over who they would like to hear from and what products or services they are interested in,” Pedder said.



It’s a bumper January for e-commerce retail sales

ONLINE SALES IN JANUARY WERE HIGHER THAN THOSE IN DECEMBER – PERHAPS BECAUSE ‘BLACK FRIDAY’ PULLED BACK SOME USUAL DECEMBER SALES INTO NOVEMBER

Recently published retail sales figures from IMRG (Interactive Media in Retail Group) and ONS (the Office for National Statistics), estimated that shoppers collectively spent an average of £863.5m a week online with UK retailers during the month of January.

- That’s 10.4% up on the same time last year, and accounted for 13% of all retail spending, excluding automotive fuel.
- Notably, online spending in January was estimated to be 2.7% ahead of spending in December 2015 – which historically has been the biggest month for online spending in the run up to Christmas.

That may be because internet spending instead peaked early, during a Black Friday period of discounting at the end of November that is growing in popularity. (ONS figures for November 2015 found ecommerce sales during that month grew by 40% compared to the previous year).

The January figures also shows particularly fast growth in the department store category – with shoppers spending 28% more online

than at the same time last year, accounting for 12% of all retail sales in the category.

In the household goods category, internet sales rose by 29.8% to make up 8.4% of all retail sales.

Ecommerce spending in textile, clothing and food stores grew more slowly, by 8.8%, but from a larger base – internet sales accounted for 13% of all retail sales in the category.

The online growth came as ONS figures suggested shoppers spent 2.4% more on retail sales across all channels during the month, and 2.3% more than in December.





IDM and Royal Mail MarketReach launch first qualification in Direct Mail

THE UK'S FIRST SPECIFIC DIRECT MAIL QUALIFICATION IS A RESULT OF THE DEMAND FOR SPECIALISTS TO IMPLEMENT QUALITY MAILING PROGRAMMES AS PART OF A MULTICHANNEL APPROACH

Recognising the importance and value of direct mail, Royal Mail MarketReach and the Institute of Direct and Digital Marketing (IDM) recently announced the launch of The IDM Award in Direct Mail – the first professional qualification in the UK, focused solely on direct mail marketing.

- The IDM has created the course in response to demand from brands for greater specialism in direct mail – both in their own marketing departments and the agencies they employ
- The new qualification is open to marketing professionals and students
- And the course will equip participants with the professional skills required to produce and execute direct mail as part of a multichannel campaign.

The IDM Award in Direct Mail, equivalent to a level-4 professional qualification or Higher National Certificate, costs £595. The online training and course resources are provided by a range of industry experts – including Royal Mail MarketReach, and delivered through webinars and video content.

Jane Cave, Managing Director of the IDM, comments: "Direct mail remains a vibrant and dynamic part of the marketing mix. In terms of cost-effective acquisition, demonstrable results, and outstanding engagement through creativity and multi-sensory stimulation, direct is hard to beat. In a world where consumer choice makes CRM increasingly difficult, direct marketing will continue to evolve while proving its worth."

Jonathan Harman, Managing Director of Royal Mail MarketReach, said: "Within the modern media ecosystem, direct mail is unique in its ability to fuse the personal and physical. To ensure that mail continues to deliver on its promises for consumers and advertisers, we are committed to helping marketers get the best possible results from their investment in mail. This course is one of the things we do to support that."



Could the Etherington Review become an opportunity for fundraisers?

ONE RESULT OF FOLLOWING THE REVIEW'S RECOMMENDATIONS COULD BE TO IMPROVE THE QUALITY OF CHARITY COMMUNICATIONS BY MAKING THEMSELVES MORE ADAPTABLE

Much has been written since the 'Etherington Review' published guidelines tackling 'aggressive' fundraising practices last September. Since then charities – both large and small – have been considering the impacts of the recommendations and whether they're equipped to put them into force.

For a progress check, *Charity Digital News* recently attended a roundtable held by Advanced Business Solutions, where third sector professionals from a variety of organisations aired their concerns about the sector's recent regulatory changes and how best to tackle them.

The most important issue of the Etherington Review is to establish a Fundraising Preference Service (FPS). The FPS would allow individuals to opt out of receiving communications from organisations.

Charles Bagnall, product manager at Advanced NFP, said: "It's important to get the messaging right with donors, or risk losing them for good under the

new guidelines. It's vital to phrase opt-in statements carefully so as to avoid the problem whereby a very general opt-in statement left unticked will prohibit any future contact on any topic."

But will this review become an opportunity for charities? A product of following the recommendations will be improved quality of communications.

Bagnall said that organisations will most likely benefit from the joined up approach their IT, business and fundraising teams take to face the challenges the recommendations bring, and could become more adaptable because of it.

Recognising the 'digital world', the roundtable heard, there's no communication that could make a bigger impact than a handwritten note from the charity directors to say thank you for donating. While this is a sizable investment time-wise, simple courtesies such as these can grow into great relationships for charities.



New Data Protection Legislation – read all about it!

EU DATA PROTECTION REGULATION FINAL WORDING WILL MEAN IT'S HIGHLY UNLIKELY THAT ANYBODY STORING AND USING PERSONAL DATA WILL BE ABLE TO CARRY ON AS BEFORE

Throughout 2015 we regularly featured the progress of the proposed EU data protection reforms and in our last edition of *Post Impressions* (January 2016) we reported that the marketing industry was cheered by a 'Brussels agreement'.

Since then there has been a lot of speculation about how new data protection legislation might affect the direct marketing industry – but at least we now know some answers because a final text for the EU Data Protection Regulation was agreed at the end of last year.

Although the Regulation is not yet official, it is likely to happen in May or June this year, meaning that it will become UK law by May or June 2018 at the latest.

The final text of the General Data Protection Regulation (GDPR) makes it clear that anyone collecting, storing, or using data will have to make changes to comply with the new legislation. It is highly unlikely that organisations will be able to continue what they are currently doing.

Some of the key areas include:

- A much wider definition of personal data that includes anything that can identify an individual.
- Customers consent has to be 'unambiguous'. The previous version of the text said that consent had to be 'explicit' so some experts are interpreting 'unambiguous' as still allowing 'opt-out' for post, provided the options to unsubscribe are clear, transparent and obvious.



- The new Regulation gives individuals the right to object or unsubscribe at any time and free of charge. The right to unsubscribe must be brought to the attention of the individual in the first communication and it may be advisable that it is also included in all subsequent ones.
- Much tighter requirements to hold data only for as long as is reasonably necessary, this means organisations will have to justify how long they hold data.

Unlike an EU Directive that often allows some national interpretation, an EU Regulation is supposed to be interpreted in exactly the same way in all member states, so we can expect further clarification over the coming months of exactly what some of these terms such as 'unambiguous consent' will actually mean.

It is also not clear at this stage what will happen with 'legacy data', i.e. all data collected before the new legislation comes into effect.

- Will organisations still be able to use this data and, if not, how long will they have to make it compliant with the new legislation?
- Or will they have to get new permissions from everyone on their existing databases?

The Information Commissioners Office (ICO) will be creating a dedicated area on their website to help industry and this will be filled with dedicated guidance on specific areas of the Regulation such as how to identify 'personal' data or consent as it becomes available.

DID YOU KNOW?

First class stamps will go up by 1p to 64p, while a second class stamp will rise by the same amount to 55p from 29 March.

Royal Mail said it had "carefully considered" the impact of the price rises on customers and its own business, opting to apply the "smallest possible increase". The price of large letter stamps will also rise by 1p.



Influential report 'paints a broad picture of the healthy innovation in magazine media'

MAGAZINES ARE GENERALLY REACTING WELL TO THE NEW AGE OF PUBLISHING WITH INNOVATION IN PRINT AND IN DEVELOPING READERSHIP ENGAGEMENT IN DIGITAL AND LIVE EVENTS

Despite changes in media consumption in recent years, magazines continue to play an important part in consumers' lives. Indeed, publishers are looking forward to another future-focused year. Their regeneration is developing at pace and great changes are likely to dominate the headlines. These changes are seen as necessary for magazine brands to stay modern and relevant.



And, of course, consumers now have the important element of choice in how they view their cherished magazines.

Early in February ABC (Audit Bureau of Circulation) the industry body for media measurement published its 'Consumer Magazines Report', which contains average issue circulation figures for the six-month period from July to December 2015, for the 415 titles audited.

Commenting on the Report, Barry McIlheney – CEO of the PPA, said: "The Consumer Magazines Report from ABC paints a broad picture of the healthy innovation in magazine media.

"Today's report demonstrates print's evolving role as a vital and vibrant medium, particularly for certain sectors, such as Children's, Home Interest and News & Current Affairs, which all recorded solid gains in readership.

"Further evidence of this can be seen in the 285 regular frequency titles that were launched in 2015, and the continued year-on-year improvement in the retail sales value (RSV) of magazines in the final quarter of the year.

"This ongoing innovation in print complements the achievements of magazines brands in expanding their reach and deepening their engagement with readers across digital, mobile, social and live events."



Never underestimate the power of 'Consumer Choice'

QUICK AND EASY DELIVERY OPTIONS ARE FAST BECOMING A POWERFUL PURCHASING FACTOR IN ONLINE SHOPPING FOR THE 'MILLENNIAL' GROUP OF CUSTOMERS

According to a recent MetaPack study – 'Delivering Consumer Choice: 2015 State of eCommerce Delivery' – 78% of European 'Millennial' consumers have bought goods from one retailer over another, because they provided more delivery options.

The study also found that 69% would be happy to pay more for a better or more convenient delivery option.

The survey, which was conducted amongst 3,000 adult shoppers across UK, USA, Spain, France, Germany and the Netherlands and the term 'Millennial' is used to describe the 18–26 age group.

The research found that Millennials were not only demand more, but were quicker to make their feelings plain if they experience poor service.

According to MetaPack: "50% of this group, higher than any other, has broadcast a negative delivery experience on social media and they are more likely never to shop with that retailer again. They also use social media to search for peer reviews about which retailers to avoid, and 61% reported that a bad review about delivery on social media would influence their decision whether or not to shop with a retailer."

And what do the Millennials want?

- 85% said they chose delivery to their door
- 33% opted to collect purchases in store and 29% from a local shop or pick up point
- And 44% said they'd failed to complete an online order because delivery would take too long.

Millennials do like same day deliveries.

Indeed, 60% said they were prepared to pay for this privilege, even though they may earn less than their older counterpart.





Bristol Water awarded 'Mark of Distinction' by Keep Me Posted

WEST COUNTRY UTILITY COMPANY CONTINUES TO OFFER ITS ONE MILLION PLUS CUSTOMERS THE CHOICE OF HOW TO RECEIVE ITS COMMUNICATIONS – ONLINE OR ON PAPER

Towards the end of last year Bristol Water became the latest service provider to be awarded a 'Mark of Distinction' by the Keep Me Posted campaign.

- The Marks act as a symbol to help consumers instantly recognise when a business has made a commitment to giving its customers a choice in how they are communicated with.
- Bristol Water has committed itself to protecting the right of its 1,151,000 customers to receive paper bills and statements without charge or penalty.

Bristol Water joins Principality Building Society, Welsh Water, Yorkshire Water and Wessex Water as one of the service providers publically recognised by the Campaign as providing paper bills and statements to its customers.

Judith Donovan CBE, Chair of the Keep Me Posted campaign said: "I'm delighted to award Bristol Water with the 'Best Practice' Mark of Distinction. We hope that these Marks encourage other companies to follow Bristol Water's lead and protect the

right of customers to choose how they are communicated with. While many service providers are actively pressuring their customers towards online-only billing, Bristol Water has demonstrated that it does not have a 'one size fits all' approach to its customers."

Ben Newby, Customer Services Director at Bristol Water said: "We recognise that our customers should have the right to choose the format that suits them best, and while online billing is growing in popularity there will always be a demand for good old fashioned paper billing through the post."

DID YOU KNOW?

The introduction of mail coaches assisted with the development of one, uniform time across the UK.

A standardised time system (GMT) was first introduced on the railways on 11 December 1847.

The postal service played a huge role in bringing about the change as collections were governed by a uniform time. The vast majority of Great Britain's public clocks were standardised to GMT by 1855.



Is this the end for white man van?

THE MOVE TO AUTOMATED DELIVERY SYSTEMS SEEMS RELENTLESS AND GREENWICH IS BEING USED FOR DRIVERLESS VEHICLE TESTS – ALTHOUGH THEY'LL BE A PERSON THERE 'JUST IN CASE'

Trials run by UK government-funded research units will test to see how successfully driverless vehicles can be used to deliver parcels and other goods in London.

- The Transport Research Laboratory (TRL) is running a wide range of tests and projects to see how autonomous (i.e. driverless) vehicles can be deployed on UK streets, and how the general public will react to their presence.
- One of the key programmes is the Greenwich Automated Transport Environment (GATEway) project which will test the use of the vehicles in an urban environment.

The project will involve an electric van following a pre-determined route through Greenwich in south-east London to simulate a delivery run between either a warehouse and a shop or between a shop and a home.

Under rules governing the trial, the van, which could be the size of a Mercedes Sprinter, will drive itself – although someone will sit behind the steering wheel ready to take control if anything goes wrong.

The trial will determine whether driverless vans can help companies move to 24/7 deliveries, which could theoretically allow for more journeys if they can be completed quicker away from rush hour.

If it is a success, there is a possibility the scheme could be widened to include driverless HGV lorries moving parcels from warehouses, before driverless delivery vans deliver to shops. Smaller vehicles – travelling at 4mph – could then deliver the goods and parcels to residential homes.

Back in November, Royal Mail chief executive Moya Greene said that: "We can probably see a day when we're going to have driverless trucks."



A passenger-carrying driverless vehicle currently also being tested in Greenwich



Whistl appoints New Business Manager in Northern Ireland

POSTAL OPERATOR TARGETS GROWTH IN THE PROVINCE WITH NEW RECRUIT – AND ADVERTISING STANDARDS COUNCIL GETS ‘CHILDHOOD EXPERT’ TO JOIN ITS RANKS

Whistl has appointed Ryan Kinnear as New Business Manager to lead its expansion in Northern Ireland.

Kinnear has joined Whistl from Neopost and will be based at the company’s depot on Hightown Industrial Estate in Newtownabbey, Belfast. He will be responsible for expanding Whistl’s public and private sector client base.



Commenting on his appointment, Kinnear said: “I am delighted to join the team at Newtownabbey; Whistl has an excellent track record of customer service in the province through providing a range of cost-effective mail and packet and parcel delivery services to clients.”

ASA COUNCIL APPOINTS EX-MOTHERS’ UNION BOSS BAILEY

Reg Bailey, the former chief executive of the Mothers’ Union and government advisor on childhood, has been appointed to the Advertising Standards Authority Council (ASA).

He joins the board, which collectively decides whether ads should be banned or not following complaints made about them to the ASA. Following Bailey’s 2011 government report ‘Letting Children be Children’, the ASA changed its guidelines on the use of sexualised ads in locations that children frequent.

Bailey joins the council as a member with a background in advertising, at the ASA’s annual general meeting in April. He replaces ex-ABC chairman John Mayhead, who is at the end of his six-year term.

The council’s main role is to make rulings under the UK Advertising Codes.

As the ASA’s board, it also evaluates the organisation against its standards of service.



It all started with Henry VIII some 500 years ago

OUR MOST FAMOUS KING IS KNOWN FOR VARIOUS ACTIVITIES AND ANTICS BUT NOT MANY PEOPLE KNOW THAT HE HELPED CREATE ENGLAND’S FIRST POSTAL SERVICE – YOU DO NOW

2016 marks 500 years since Henry VIII knighted the first ‘Master of the Posts’ Brian Tuke – the acknowledged catalyst for the creation of the postal service we know today.

To commemorate this milestone event, Royal Mail has issued a set of special stamps. As you would expect from any institution that has been around for 500 years, there are a number of significant dates in Royal Mail’s history.



Tuke had the influence and authority to establish key post towns across the country and build out a formal postal network.

- Since then the postal service has operated under 21 monarchs
- Served the country for two World Wars
- And been responsible for a number of world firsts, including the ‘Bishop Mark’ (or postmark), the first scheduled airmail service and, of course, the Penny Black – the first adhesive postal stamp.

And somewhat strangely, as the inventor of the postage stamp, the UK is the only country in the world that does not have its country name on the stamp.

At the beginning under King Henry VIII, the principal means of conveying letters was via a messenger boy on horseback.

The stamps, which were issued on 17 February, feature images of Sir Brian Tuke; a Mail Packet Ship; a Penfold Pillar Box; a river postwoman; an 18th century mail coach; and an interior image of Medway Mail Centre.

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