

Mailroom

The Official Citipost Mail Newsletter

SEPTEMBER 2025



The latest industry insights
and news from Citipost Mail

CITIPOST MAIL



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Our Head of Service Delivery, Cherrelle Wright

Welcome to the latest edition of the Citipost Mail newsletter

The Simple Fact is that Direct Mail works...

Over the past few years, direct marketing in the UK has undergone a quiet but powerful transformation. While digital channels alone have become more saturated and less effective, direct mail has re-emerged as a premium, trusted, high-impact medium. The shift has been driven by improved targeting and a renewed appreciation for tactile, personalised experiences in a digital-heavy world. Much like books and vinyl, people appreciate the tangible experience of a physical item more than ever.

The simple fact is that Direct Mail works. It is an extremely effective channel on its own, but really bursts into life as part of a multi-channel campaign as it drives real consumer activity. Over the past few years, we have extended our services to help clients who require support with other areas of their marketing, including design, prospect or client data management, and production services. We have found that understanding the purpose of each campaign really helps us add value, as we can pull on our years of knowledge and range of expertise to offer suggestions to help improve response rates or make budgets work harder.

As well as looking after Marketing for Citipost Mail and some select clients, I spend a lot of time dealing with regulatory and contractual issues and changes. Over recent years we have taken a much more prominent role in ensuring the needs of our clients are represented across many industry forums and directly with Royal Mail, Ofcom, and the Government Department for Business and Trade (DBT). We invest in this because we believe in protecting the Direct Mail channel, so it remains an effective way to help businesses achieve their goals for many years to come.

I hope you find this edition helpful, and please do reach out to discuss your immediate or future requirements. I'm confident we can help most businesses.



David Bradford

Director of Marketing & Regulatory Affairs



Citipost Mail Champions the Strategic Role of Direct Mail at ‘The Missing Piece’

On 1st July, David Bradford and Owen Purkis of Citipost Mail were proud to co-host ‘The Missing Piece’ in Manchester, in collaboration with the Data & Marketing Association (DMA) UK. This event formed part of our ongoing commitment to advancing the dialogue around direct mail’s role in today’s data-driven, multichannel marketing landscape.

The session provided a comprehensive exploration of how mail continues to deliver measurable impact, even in a digital-first era. Attendees engaged with evidence-based insights, including compelling data on response rates and ROI, alongside myth-busting discussions designed to challenge preconceptions about mail. Practical applications were also showcased, demonstrating how direct mail not only complements but enhances the effectiveness of wider marketing strategies.

The overwhelmingly positive feedback reflects the value of bringing marketers together to consider

fresh perspectives and actionable opportunities. At Citipost Mail, we believe it is essential to move beyond viewing mail as a standalone channel and instead position it as a strategic, results-driven component of an integrated marketing mix.

This event is just one example of our dedication to supporting clients and the industry with thought leadership and proven expertise. We look forward to hosting further sessions in the future, continuing to ensure that direct mail retains its rightful place as a powerful, relevant and data-driven tool in modern marketing.

Latest from the Citipost Mail Family

Three Years Carbon Neutral and Counting!

We’re proud to share that Citipost Mail has been certified Carbon Neutral for the third consecutive year, following independent verification of our 2024/25 emissions by Carbon Neutral Britain.

Since our baseline year in 2022/23, we’ve:

- Achieved a **47.3% reduction in total emissions**
- Cut emissions **per employee by over 53%**, reflecting stronger efficiency across the business

All remaining, unavoidable emissions have been **offset through the Woodland Fund**, supporting certified UK woodland restoration projects that promote biodiversity and long-term climate impact.

Sustainability isn’t an add-on—it’s integrated into how we operate, deliver, and grow.

Thank you to our clients, colleagues, and partners for being part of the journey.

Important Update:

What the New Royal Mail Delivery Changes Mean for Your Direct Mail

At Citipost Mail, we know the recent changes to Royal Mail's Universal Service Obligation (USO) have left many wondering how it will affect campaign planning. Our role is to make sure you stay informed and at least one step ahead.

What's Happened So Far

Royal Mail had planned to permanently remove Saturday deliveries for Standard (D+3) and Economy mail from 28 July 2025, and move all Standard letters from a delivery in 2 days (D+2) service to a delivery in 3 days (D+3) alternate-day schedule.

However, at launch they introduced interim arrangements — and here's what you need to know now:

- Saturday deliveries for Standard mail continue until at least the 23 September 2025.
- Economy mail will still be delivered on Saturdays until 23 September 2025, after which Saturday deliveries may stop.
- About 50% of Standard letters are still arriving on D+2 (two working days after handover), with the rest taking D+3.
- Large Letter campaigns are unaffected and continue to be delivered on a D+2 service.
- Priority (First Class equivalent from Handover to Royal Mail) Is delivered Monday to Saturday.

Looking Ahead

Royal Mail still intends to roll out a nationwide alternate-day delivery model for Second Class and Standard mail campaigns over the next 12–18 months. We will communicate the flightpath for these changes once provided by Royal Mail.

What This Means for You

- You can continue to include Saturdays in campaign planning for Standard mail and for Economy mail until 23 September 2025.
- Timing for Standard letters will vary between D+2 and D+3, with an approximate 50/50 delivery split – so allow flexibility and plan accordingly.

Our team is on top of every update and can help you select the right service to keep your campaigns landing when you need them to.

Your Direct Mail Experts

We are in regular contact with Royal Mail and industry bodies, monitoring the changes as they happen. That means you get the clearest, most up-to-date advice – without having to track every announcement yourself.

If you'd like to discuss how these changes might affect your upcoming campaigns, speak to your Client Relationship Manager or Business Development Manager today.

House of Commons Debate



You may be aware of a major project that commenced last year titled 'A New Narrative for Print.'

Organised by the IPIA and sponsored by us alongside some of the largest print brands such as Canon, Ricoh, and Epson, it aims to promote the benefits of print alongside a whole host of mediums.

Our Director of Print Services, Owen Purkis, has been driving this project on behalf of the Direct Mail industry. Owen, alongside Dave Bradford our Marketing Director, were invited to take part in a debate at the House of Commons recently, chaired by Rachel Gilmour MP. The event tackled the question of whether marketing campaigns are more effective when they include print, a motion which of course was upheld.

We will continue to advocate for the direct marketing industry across a variety of forums and lobbying groups, so that our client's interests are represented at every level.



Celebrating Success at the Rising Star Awards

We're delighted to share some fantastic news from the recent Rising Star Awards, hosted by The Printing Charity.

Our very own Ellie Coxhead was recognised with an award, a true testament to her talent, commitment, and impressive achievements within the industry. This recognition highlights not only Ellie's dedication, but also the strength of the people who help drive Citipost Mail forward every day.

We would also like to acknowledge our colleagues Jessica Wallace, Cherrelle Wright, Alexia Bearton, and Lori Straw, who represented Citipost Mail as judges at this year's event. Their expertise and professionalism played an important role in supporting and celebrating the next generation of rising talent in print and mail.

At Citipost Mail, we're proud to see our team making such an impact—both through remarkable individual recognition and through contributing their knowledge and experience to the wider industry.

A huge well done to everyone involved—you continue to make us proud.



GDPR Updates

We are excited to share important news regarding recent changes to UK data law, which are highly relevant for the direct mail sector.

The Data Reform Bill, known as the Data (Use and Access) Act 2025, was officially passed in July. This is a significant development for data protection, responsible marketing, and innovation within the UK, and it brings a range of improvements to how organisations can use data—especially for digital and direct mail marketing.



Below are the key points you need to know:

Legitimate Interest for Direct Marketing:

The Act clarifies that direct marketing is explicitly recognised as a “legitimate interest” under UK GDPR. This gives organisations greater legal certainty when using personal data for campaigns.

Soft Opt-in has been Extended to Charities:

Charitable organisations can now use the soft opt-in for email and SMS communications in specific circumstances, making it easier to engage supporters and fundraise.

Joined-Up Guidance:

The Act aims to streamline guidance from both UK GDPR and PECR, making the rules clearer and more consistent across all marketing channels.

Cookies and Consent:

Essential site functionality and internal analytics cookies now do not require user consent. Cookie consent mechanisms for non-essential uses must be clearer and more user-friendly.

Stronger PECR Fines:

The maximum fines for breaches involving unsolicited calls, emails, or texts have increased from £500,000 to £17.5 million, or up to 4% of global turnover. This is intended to boost industry standards and ensure fair competition.



What Does This Mean for You?

- These changes give brands—especially in direct mail, charity, financial services, and membership sectors—more flexibility to engage prospects and customers, including lapsed ones, where digital channels would require opt-in consent.
- Rules are simpler and clearer, supporting faster campaign execution, less bureaucracy, and more precise targeting—improving ROI and reducing waste.
- The new regime retains robust privacy and accountability requirements but streamlines compliance and allows organisations to respond more proportionally to requests and complaints.
- Organisations must continue to maintain transparent practices and robust internal complaint procedures regarding data protection.

We welcome the positive changes of the Data (Use and Access) Act 2025, which position direct mail as an effective, compliant channel for customer engagement and growth in the post-GDPR landscape.

How Citipost Mail Can Help

If you have any questions about how these legal changes could impact your campaigns, or would like tailored compliance advice, please do not hesitate to contact our experts at Citipost Mail for more information.

Cherrelle Wright

Meet Cherrelle Wright, our Head of Service Delivery. Cherrelle has worked at Citipost Mail for 10 years, and now manages our Service Delivery Team and supports the development of our Data product.

How long have you been with the Citipost Mail family, and how did you start your career with us?

I can officially say that as of this month, I've been with Citipost for 10 years. I was on the hunt for a company where I could grow and progress. Law had always been my passion and while it would have been easy to fall back into that, something clicked when I joined Citipost, I just knew this was where my career journey would begin. And here we are, 10 years later!

What has your journey at Citipost looked like?

In my current role as Head of Service Delivery, no two days are ever the same, that's what I love about it. I work closely with both our internal teams and our

suppliers to ensure we're consistently delivering the highest levels of service to our clients. Whether it's resolving service queries, identifying improvements or proactively managing performance, my focus is always on ensuring the client experience runs smoothly.

Alongside this, I'm also helping to spearhead our growing data division, a really exciting part of the role. By harnessing data in smarter ways, we're able to provide more insight, tighten up performance and ultimately protect and strengthen our clients' return on investment. It's about making sure they feel confident not just in the service today, but in the value we continue to deliver over time.

What is the most interesting part of your role? What do you love most about working in the Service Delivery team?

The most interesting part of my role is that it constantly keeps me involved

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Whether it's resolving service queries, identifying improvements or proactively managing performance, my focus is always on ensuring the client experience runs smoothly.

in so many areas of the business, supporting clients, solving challenges and looking at how we can continuously improve the service we deliver. But what I love most is working with the incredible Service Delivery team; they really are fabulous. The collaboration, support and team spirit we have is second to none, whether we're working through a client escalation or celebrating a service win, we do it as a team and that makes all the difference.

What is your top tip to avoid reversions and a poor quality of service when your mail enters the postal system?

My top tip? Follow the processes, take your time and if you're ever unsure just ask. Liaise with us at Citipost; we're here to support you and guide you through it. It's always better to check than to risk a reversion charge.

The most common reversion is missorts; we all know that production is fast-paced and it can be easy enough for items to inadvertently end up in the incorrect tray or for a tray label swap to happen! These things happen, but they can cause delays and charges from Royal Mail.

About you: What do you like to do outside of your working day?

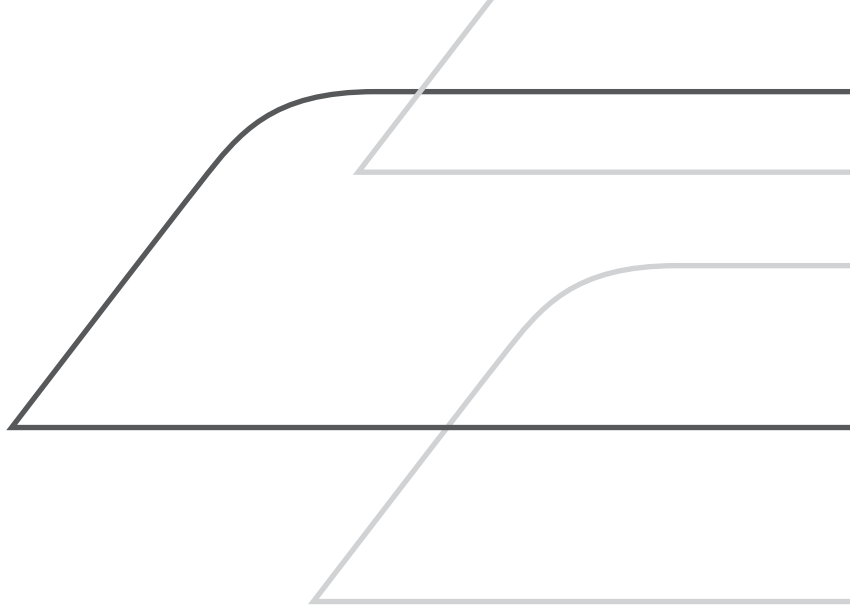
Outside of work, I love spending time with friends and family. Whether that's enjoying good food, planning little getaways or just catching up over a glass of wine or two! I'm also a big fan of a long walk (ideally followed by a cosy pub stop).

What makes you laugh?

What makes me laugh the most is my daughter, Aubree - she's 8 years old and absolutely full of personality. The things she comes out with are hilarious, her energy and imagination keep me smiling every single day.

Where is your favourite place in the world?

I genuinely can't pick one, I have a few; Barcelona has my heart with its Spanish culture, delicious food and that perfect combo of city buzz and beach vibes and then there is Las Vegas, you just can't help but have fun and it's chaos!



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