The postcode is one thing that all property dwellers have and is something that they will all be likely to remember. 2019 marks the 60th anniversary of the introduction of the postcode, but why was it created?

With rapid population growth in London, improved literacy of its citizens and the introduction of the penny post, the Victorians were gripped by letter writing which resulted in a huge growth of letter mail volumes. You might think that this was good news for everyone, but not if you lived at an address which had the same street name as another street in London, or didn't receive your letter because the addressing was so vague.

Various solutions to London's addressing problems were dismissed until Sir Rowland Hill suggested splitting the capital into 10 postal districts. The districts were originally identified as EC (East Central), WC (West Central) NW, N, NE, E, SE, S, SW, and W and the public were asked to add the relevant district initials to end of the address on their letters. Introduction of London postal districts not only improved the sorting and delivery of mail for London residents, but prompted the introduction of the solution to other UK cities and towns.

Refinement of the mail sortation process continued until after the second world war when further mail growth, suggested that a nationwide postcode scheme was required which allowed mail to be sorted by machine.

Fast forward to 28th July 1959 when Ernest Marples, the Postmaster General announced that Norwich had been selected to trial a six-character alpha numeric code to assist in the routing of mail, like the one that's still in use today. In October of the same year, the successful trial prompted the rollout of postcodes across the UK, which was completed in 1974.



NODWICH

Cont.

Digital innovation during the 1980s meant that a postcode and address information database could be developed which was christened the postcode Address File (PAF®). PAF is still is use in use today and is a highly accurate addressing database containing address information for over 30.5 million delivery points.

The format of the postcode has not changed a lot since its introduction. It has revolutionised the way that mail is moved around and is used in many digital applications that organisations use to enable things like online shopping verifying identities and helping us navigate our way to new destinations.

AMU director, Steve Rooney, said: 'The invention of the postcode revolutionised the way post is sorted and delivered. Since then, it has completely changed the way companies do business. The longevity of the postcode is quite amazing considering how the digital world has advanced over the past 30 years. The postcode has origins dating back more than 150 years and continues to play an integral role in today's technological society.'

The postcode is a versatile tool and it makes you wonder if anyone 60 years ago realised how powerful and valuable it would be not only for Royal Mail, but for businesses and consumers across the UK and overseas.

The Royal Mail Address Management Unit maintains PAF and has looked after the postcode for some of its 60 years. One day the postcode maybe surpassed by something else, who knows what will happen in the next 60 years, but for now, let us salute the wonderful, powerful and brilliant postcode and wish it a very happy 60th anniversary.

Watch the story of the postcode and PAF. https://vimeo.com/325393126

ON REI FACT CITY

Lights, Camera, Action!

Our customers will soon be starring in a B2B campaign on Linked In! Our team went out to film some of our customer volunteers talking about the postcode and how PAF is used in their products. Their films will be included in our ads to be played during week commencing 7th October 2019, which encompasses the postcode 60th anniversary date of Friday 11th October 2019. Don't worry if you miss our stars, their films will be featured very soon on www.poweredbypaf.com.

Our special thanks to Allies, Crafty Clicks and Hopewiser, for their contributions.

We would like to hear from you if you would be willing to be featured in a future PAF product film please email amu_communications @royalmail.com for further details.



Poco the elephant says

Twitter postcode competition

We recently ran a highly successful competition B2C campaign on twitter to highlight the 60th anniversary of the postcode. To be in with a chance of winning a Stamp Yearbook, people entering the competition had to tell us in which year the postcode was trialled? The answer of course was 1959 and the lucky winner was randomly selected from the EX postcode area.

Follow us on twitter **@Royal_Mail_PAF** to see what we are talking about and to see our latest news.



POSTAL CODE

Try before you buy

Your organisation can advertise your addressing solutions on our website 365 days per year from just £7 per day. Visitors to our website looking for an addressing solution are more likely click on an ad on www.poweredbypaf.com than scrolling through the supplier listing.

If you would like to advertise with us and would like to trial your ad on our website please contact amu communications@royalmail.com_

remember to use my Postcode"



The Licensing Centre has changed!

We have recently made some changes to the PAF Licensing Centre which we hope will make Licensing information and resources easier to find. You can see our new Licensing Centre pages from the main menu at www.poweredbypaf.com

