

Welcome to a special 60th anniversary of the postcode edition of the newsletter!

September 2019

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.



Norwich

address
your
Christmas
Mail

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.

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