

Don't find yourself subject to additional charges!

From the 3rd February 2020 Royal Mail is re-introducing Large Letter unseen adjustment charges, following two years of working extensively with its mail centres, customers and mail producers to improve the barcode read rate performance of Mailmark large letters.

Appreciating the need to work with the mail industry to improve Mailmark barcode read rates, when Royal Mail commenced its poly-wrap trial, it decided to suspend the application of 'Barcode Not Seen' adjustments for non-compliant Mailmark large letter mailings for all customers.

As a result of the improvements achieved so far, and to ensure Royal Mail covers its costs for any manual intervention, due to non-compliant mailing items, from 3 February 2020, Royal Mail will recommence applying the Barcode Not Seen adjustment at the large letter rate to:

- Large letter mailings (including poly-wrapped, paper-wrapped or unwrapped large letters) where the barcode read rate is less than 75%; and
- For poly-wrapped, paper-wrapped or unwrapped letter mailings that are unseen

Charges will be applied by eManifest level if items are manifested. If items are not manifested, then charges will be applied against the un-manifested mailing.

Note that under the Access Letters Contract, if you wish to apply a Mailmark barcode to poly-wrapped letter format mailing items you can do so, if you present, declare and pay for the items as large letters. Additionally, from **16 December 2019**, all unwrapped (naked) letter format mailing items must also be presented, declared and paid for as large letters.

Continued...



KEY DATES

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How adjustments are calculated

The current rate of 3.64p for Large Letter Unseen is the maximum. Adjustments are made on the number of items per mailing unseen and not applied to the whole mailing. For example:

- **Items shown on eManifest:** 10,000
- **Items handed over:** 10,000 (Royal Mail reviews items on the eManifest against what has been seen and what is on the sales orders)
- **Number of items seen:** 6,000
- **Number of items not seen but not expected to be seen:** 1,000 (Royal Mail excludes items where they would not expect them to be seen, for example at Mail Centres where mail would not be processed by a large letter sorting machine or where they may have had an operational issue at a single site)
- **Number of items not seen and expected to be seen:** 3,000. These are items where the barcode could not be read.

If the issue is inconclusive or subject to a Royal Mail processing issue no charge would be applied.

If the issue is conclusive then the charge would be applied as follows:

- 3,000 items multiplied by 3.64p = £109.20

We know it's complicated, and that's why our client services team is always available to answer any questions and make sense of the charges for you.

Advertising Mail seed process

As a reminder, from the 20th January 2020, Royal Mail will begin to remove the Advertising Mail discount for mailings where a seed has not been provided in the correct way. This is because Royal Mail is unable to monitor that campaigns are compliant with the Advertising Mail specifications.

To stay compliant and keep your discounts, please ensure that a seed copy is sent for every campaign, and that the full 5-digit UCID (or the full container ID) is printed within the area specified by Royal Mail.

Just for clarification, a seed is a sample letter from an advertising/responsible mail campaign sent to Royal Mail to verify its eligibility for discounted mailing costs.

If you are unsure about this process or have any questions, please do get in touch.



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