

No. 173/2020

1st April 2020

D2D NHS CAMPAIGN – April 2020

Dear Colleagues,

Branches will be aware that the Prime Minister, Boris Johnson is writing to every household in the UK, enforcing the stay safe policy being ordered by government.

Accordingly, we have learned that this letter is to be the subject of a Special D2D drop to c32 million households across the UK in the coming week or so. The items will start to arrive in the upstream system today and be shipped to Delivery Offices following that over the remainder of the week.

We are currently in discussions with Royal Mail and have requested that we set out a clear and concise programme for the delivery of these items over the period leading up to and just beyond the Easter Weekend, which also takes into account the effect of social distancing and the current absence levels in Delivery Offices.

The information we currently have on the NHS mailing is as follows:

The below supersedes all previous emails on the National D2D campaigns for England, Wales, Scotland and NI.

See below update on the details of each National Covid-19 campaign and enclosed outer for the National D2D campaign. The standalone Scottish campaign art_work has not yet been provided.

Overview of the Covid-19 D2D Campaigns

There are 2 separate D2D campaigns running in parallel for priority delivery between 07/04/20 to the 09/04/20; with a cumulative volume of c32m items. The two campaigns are:

National D2D campaign (c.29m items two weight bands)

i. Vers#1 – English: c27.5m items, >20-35g: for England, Scotland and NI (expected 3-day delivery service)

ii. Vers#2 – Welsh/English: c1.5m items, >35-60g: for Wales (expected 3-day delivery service)

Scottish standalone D2D campaign (2.6m items, 0-20g; expected majority over 3-days and up to 5 days (running to 14th April 2020); given the Easter weekend 10th -13th April.

Note: we have stressed the impact of delays to handover adversely impacting delivery timescales and also the fact that RMG frontline will also suffer from resource constraints.

Priority order for Delivery of the National D2D campaign

The priority order for the National D2D Campaign is:

1st - Scotland (2.6m)

2nd - Wales (1.4m)

3rd - NI (812k)

4th and where feasible in parallel to the above - England (24.2m).

Note the Scottish arm of the National D2D campaign is separate from the standalone Scottish D2D campaign and they may overlap in delivery. Therefore, Scotland will receive 2 mail packs with different content but both are Covid-19 messages. The artwork for the standalone Scottish mailer has not yet been shared.

As you will no doubt see, these items take precedence over all other national D2D items. Clearly, local discussions will have to take place as a matter of urgency in order to ensure compliance with the dates outlined as much as operationally possible given the measures in delivery offices already, and any changes to working patterns as a response to the letter the CWU sent to The Company and Government which is contained in LTB168/20.

Once again these are unprecedented and extreme measures being taken and we were the last to know once more. Our complete dissatisfaction has been made clear to the company who seem to believe that it is better to plough on regardless without the CWU, whilst showing disregard to our members.

Further details will be circulated in due course.

Any enquires as to the content of this LTB should be directed to the Outdoor Department, reference 230.03, email address: outdoorsecretary@cwu.org.

Yours sincerely,



Mark Baulch
CWU Assistant Secretary