

POST  
OFFICE

# Run a Post Office

Be the store they cross the street for

Retail  
Industry  
awards  
2020

SYMBOL/  
FRANCHISE  
GROUP  
OF THE YEAR  
SHORTLISTED





# Be the store they cross the street for

If you're a local retailer, it can be hard to stand out from the crowd – especially if you sell the same big brands as your competitors.

How can you make sure local people spend their money with you and not at the shop or supermarket down the road?



**How do you become  
the store they cross  
the street for?**

**93%**

**of shoppers said  
they are more  
likely to choose  
a store because it  
has a Post Office\***



**Running a Post Office in your store means offering a host of new and exclusive services in your existing retail business. You become the shop, the bank and the Post Office in your community. You bring brand new customers into your store and brand new income into your business.**



## The public has voted Post Office:

# No.1

Essential Service\*\*



# No.1

Positive impact on  
the local area\*\*



**Exclusive products  
and services**



# **There's more to Post Office than you might think.**

It's not just for stamps – it's the UK leader in Travel Money, the exclusive home of day-to-day banking services and the most trusted carrier for online shopping returns.



**UK NO.1**

## **Mails**

Royal Mail and Parcelforce  
Worldwide services for  
letters and parcels

**EXCLUSIVE  
TO POST OFFICE**

## **Benefit payments**

State benefits and  
pensions

**OVER 100 MILLION  
TRANSACTIONS PER YEAR**

## **Bill payments**

Gas, electricity, phone  
and more

**EXCLUSIVE  
TO POST OFFICE**

## **Banking**

Day-to-day personal and  
business banking from all  
of the UK's major banks

**UK NO.1**

## **Travel Money**

Best Foreign Exchange/  
Travel Money Retailer:  
British Travel Awards, 2018

**£13 BILLION  
SENT THROUGH POST OFFICE**

## **MoneyGram<sup>®</sup>**

Simple payments to more  
than 200 countries



# It all adds up

A Post Office gives all kinds of people a reason to come into your store regularly. From parents paying their utility bills to small business owners paying in cash. From online traders posting parcels to holidaymakers collecting their travel money. And while they're there, they spend – giving you a valuable new income stream, as independent research shows.



## More customers

Our unique and market-leading services drive all kinds of people into your store, day after day

## More spending

While they're in your store, they spend

## More income

For every Post Office transaction your customers make, we'll pay you a fee

**68%**

of shoppers began using the store when it added a Post Office\*

**1 in 3**

Post Office users buy three or more items in the shop\*



# One small counter



Post Office® services available here...

- postal services
- Post Office® card account
- cash deposits and withdrawals via chip and pin
- postal orders
- moneygram
- electronic bill payments
- e top-ups
- pre-order travel money

postoffice.co.uk

POST OFFICE

Prohibited and restricted items



! You don't need a huge store. We'll supply a small  
! combi counter that's right for your space, so the  
! Post Office is open whenever you're open. And we'll  
! train your staff so they can serve all of your retail or  
! Post Office customers.

! ***"I'll just be half a minute."***

! We've timed it – on average, it takes less than  
! 30 seconds to serve a Post Office customer.

*“Being fully integrated means our team can move from one transaction to another and we can manage staff overheads. Our customers enjoy the convenience of grocery shopping, food to go and can also return their online shopping, pay their bills, or access their bank account.”*

Sal Ahmad

Woodside Convenience Store and Post Office, Aberdeen



**Investing in our  
partnership**

! **We'll put you in touch** with our suppliers who can supply and fit the counter, signage and Post Office EPOS kit with a new dedicated phone line

! **We'll train** you and your staff, and a business support manager will be on hand for your first six months; ongoing support is readily available online, by phone and during area manager visits, and we offer refresher courses too.

! **We deliver** stock and cash.

! **We'll promote** your new Post Office.



**In return, all we need is enough room for a Post Office counter:**

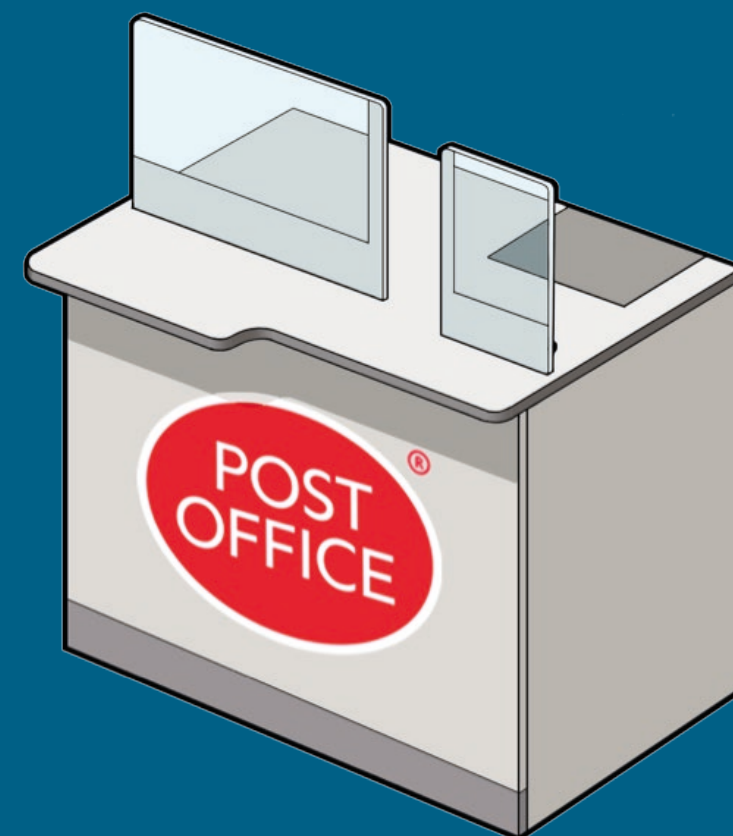
- Well maintained premises – whether owned or leasehold
- A secure area for a safe
- Disabled access
- Full compliance with HSE regulations including asbestos, the IEE Wiring Regulations (17th edition) and with the Equality Act

We'll also need you to supply power and a telephone socket.



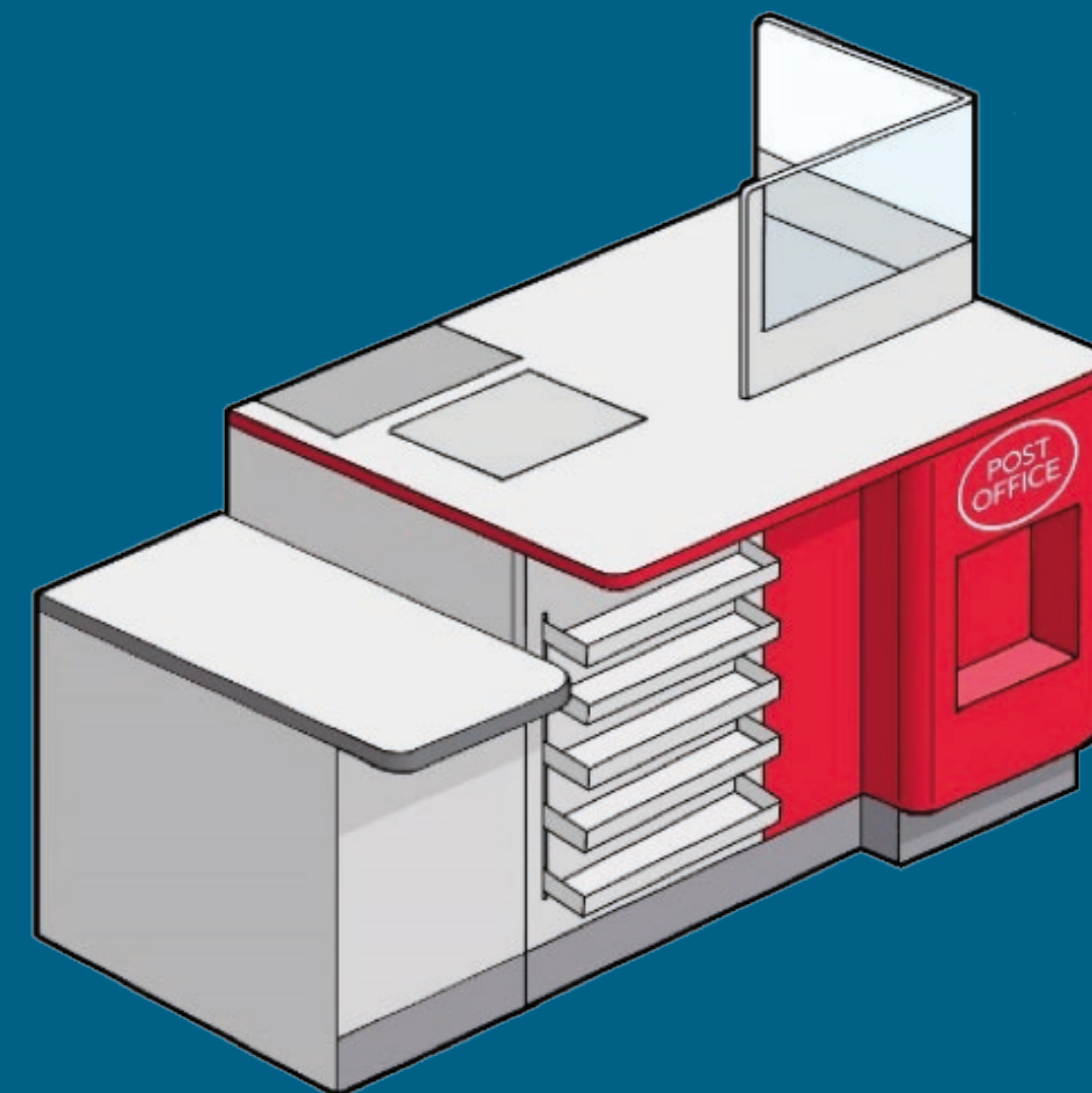
### Mini combi

845mm width  
840mm depth  
975mm height



### Local counter

1145mm width  
840mm depth  
975mm height



### Dual counter

1320mm width without  
basket well, 845mm  
depth, 925mm height  
1520mm width with  
200mm basket well  
1700mm width with  
380mm basket well



# ! Contract and fees

## If you decide you want to run a Post Office:

- You'll receive fully variable remuneration, based on the current fee rate for each product or service
- Your fees will depend on how well your branch performs as well as factors including the current state of UK retail, so they may be higher or lower than our estimate
- You'll need to know that our product and service rates can go up or down
- You can contract with us individually, as part of a partnership, or through a company you control. If you contract through a company, we might need one or more personal guarantees from the owners or directors of the company
- You'll need to integrate your Post Office branch with your retail business, and provide access to Post Office products and services whenever you're open
- You'll need to share commercial information (including sales data) with us on a regular basis, and take part in research if we ask
- You'll need to comply with our non-compete restrictions policy
- Your contract would be a fully commercial VAT-based arrangement if you meet the VAT threshold. If you don't, then VAT won't apply. You should seek independent professional advice on VAT
- If you'd like to see a copy of our draft contract for information only at this stage, just ask



! **Good to know**

## **There are some restrictions on the other services you can provide to customers:**

- You can't provide a Mails or Parcels service that competes with our partners Royal Mail and Parcelforce Worldwide (such as CollectPlus, MyHermes or others)
- If you have a National Lottery terminal, we'd prefer you to switch to our agreement
- You can't provide competitor bill payment services for water, gas, electricity, local authority, phone or broadband (no waivers), or tokens, prepayment keys or payment cards processed via a third party terminal
- You can't cash cheques (no waivers), offer payday loans, Credit Union, building society or bank agency services
- If you already have a cash machine (ATM), you can apply for a waiver
- If you offer insurance, credit cards, mortgage products, or independent financial advice or insurance brokerage, we'll need a separate discussion

! People like me?



We're looking for people to run a Post Office in cities, towns and villages right across the UK.

They're a great fit in local convenience or grocery stores.

There are also successful Post Office counters in places like gift shops, homewares stores, petrol stations and cafes. You'll even find them in pubs, garden centres and libraries.

Whatever your business, a Post Office could drive more footfall and more sales. You could become the store your customers cross the street for.

**But don't take our word for it.**





Moss Bridge Post Office, Darwen, Lancashire

## Adnan Ali

Since installing a Post Office Local in my Best One store, income has grown by 35 per cent. My customers love that they can use Post Office services from early in the morning and in the evening and this is being proven by the growth in footfall and retail sales.



Crusader Court Post Office, Barton Green, Nottingham

## Mandeep Dosanjh

There's definitely an increase because of the Post Office. If a customer comes to do a return or a parcel, they're much more likely to buy from the shop, too. I'd say there's about a 40% increase in sales.



Granville Post Office, Dungannon

## Chris Robb

This is a new Post Office for Granville and it's going really well. Customers I've never seen before are coming in, including from local businesses. It's definitely benefiting the retail side of my business, so I would recommend it to other retailers.





Woodside Post Office, Aberdeen

## Sal Ahmed

The Post Office really complements the retail element. They help us to build a really strong retail partnership. It's such a great way to improve both Post Offices and stores. Retailers have so much knowledge to give and with the Post Office, because all my staff are fully trained, I don't have any additional overheads.



Shepherd Market Post Office, London

## Mital Chirag

We tripled our footfall in the first two weeks of opening the Post Office. It's such a well-known, trusted brand. People like to shop where there's a Post Office.



Hook Norton Post Office, Oxfordshire

## Joe Williams

We're getting an extra 1,000 customers a month since introducing Post Office services, which has increased turnover by 10 per cent. We're now seeing more new faces using the counter, and these people are also picking up baskets when they come in. Our basket spend is up by around 50p to £6 since we introduced the Post Office.



# Interested in running a Post Office?

If you think it might be right for you, you can search for our latest vacancies.

Visit: [runapostoffice.co.uk](https://runapostoffice.co.uk)

If you have any questions or want an informal chat with one of our friendly team, please get in touch.

Call: **0333 345 5560**

Open: **Monday to Friday, 9am to 5pm**

Email: [nd.enquiries@postoffice.co.uk](mailto:nd.enquiries@postoffice.co.uk)

