

## **Section 3: Postcode Publicity**

This section covers the following topics:

- History of the postcode
- London postal districts
- Slogan postmarks promoting the use of postcodes
- Other postcode publicity

# History of the UK Postcode

The postcode has played a huge part in postal automation over the last 50 years but its origin goes back almost 160 years.

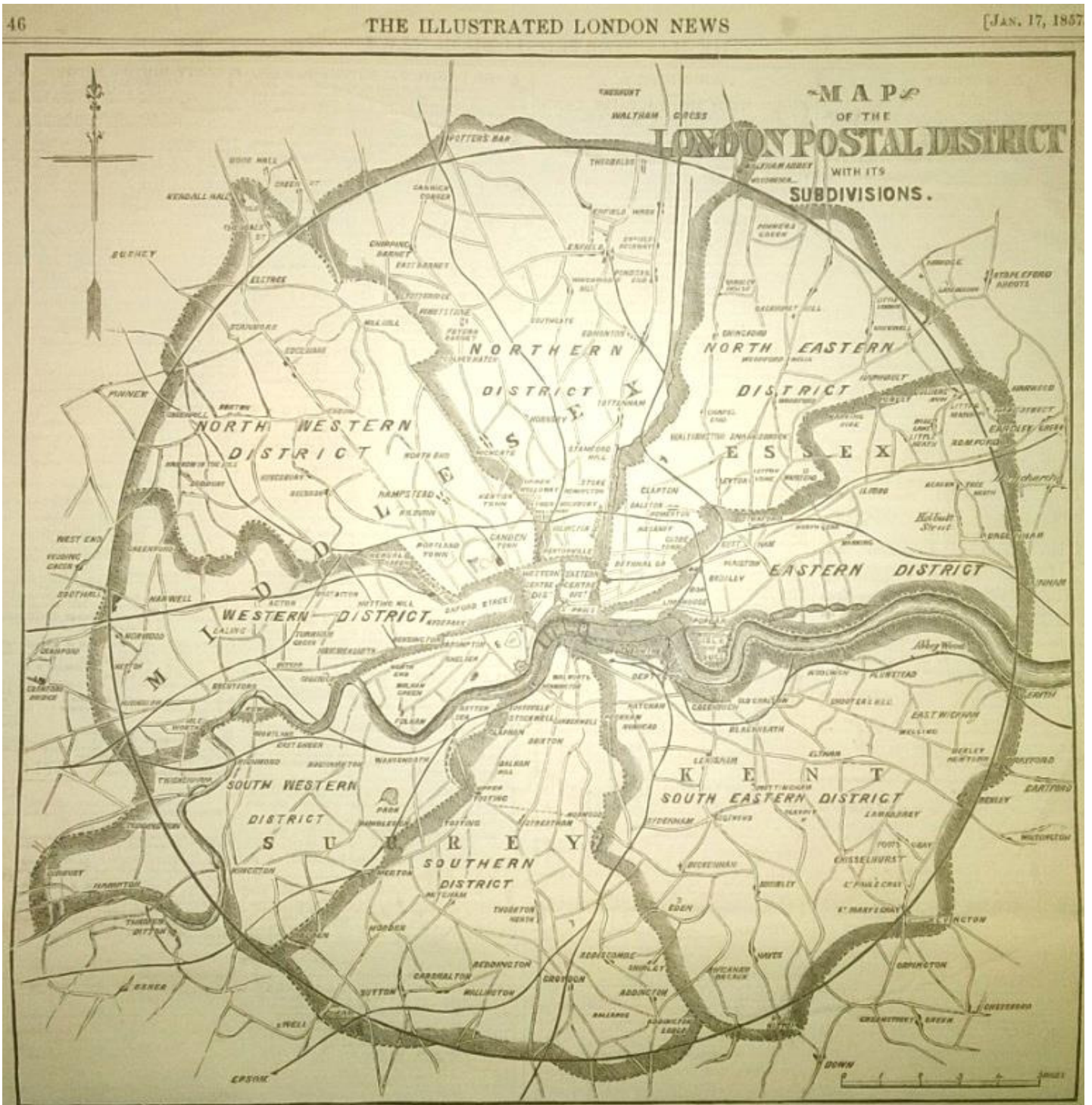
The following are key dates associated with the development of the postcode system over the years:

- 1857 London introduced the concept of 10 districts for postal purposes, based on the compass points. Originally, the subdivisions were assigned to N, NE, E, EC, SE, S, SW, W, WC and NW.
- 1867 The subdivision NE was removed, and the subdivision S the following year but the existence of the NE region was officially recognised for a further 50 years.
- 1917 Numerical subdivisions were assigned to each district.
- 1934 The postcode concept was extended to other major cities – initially Manchester, Liverpool and Glasgow. Other cities followed, including Birmingham, Newcastle, Brighton, Leeds, Bradford, Sheffield, Bristol, Edinburgh and Sheffield.
- 1959 An Inward postcode was allocated to all Norwich addresses in a 15-year trial that would eventually lead to the rollout of a common format nationwide system.
- 1967 The concept of Inward postcodes was introduced to the area around Croydon.
- 1974 The present day postcode system was introduced nationwide with some re-assignment of the existing London and Norwich codes.

# 1857 – London Postal Districts

In January 1857, the concept of 10 London districts, based on the compass points, was introduced for postal purposes.

The subdivisions were assigned to N, NE, E, EC, SE, S, SW, W, WC and NW - as shown on this contemporary map from the Illustrated London News.



## Slogan postmarks promoting the use of Postcodes

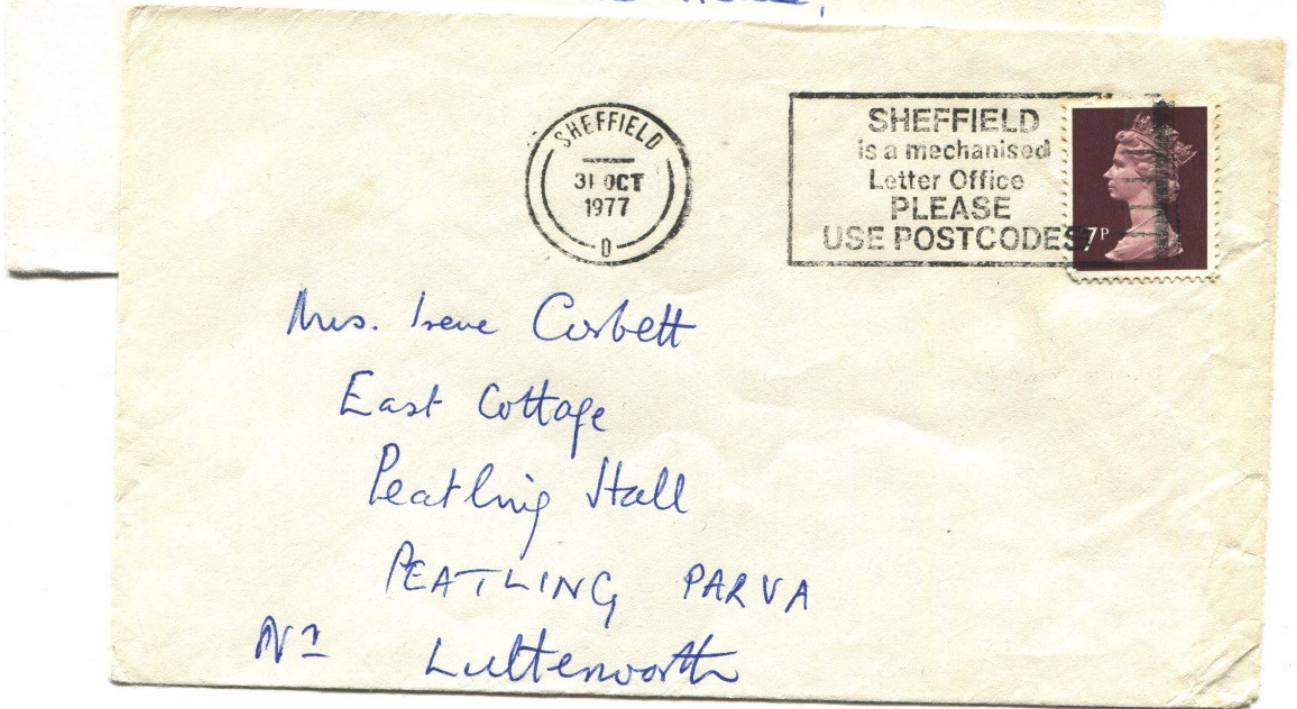
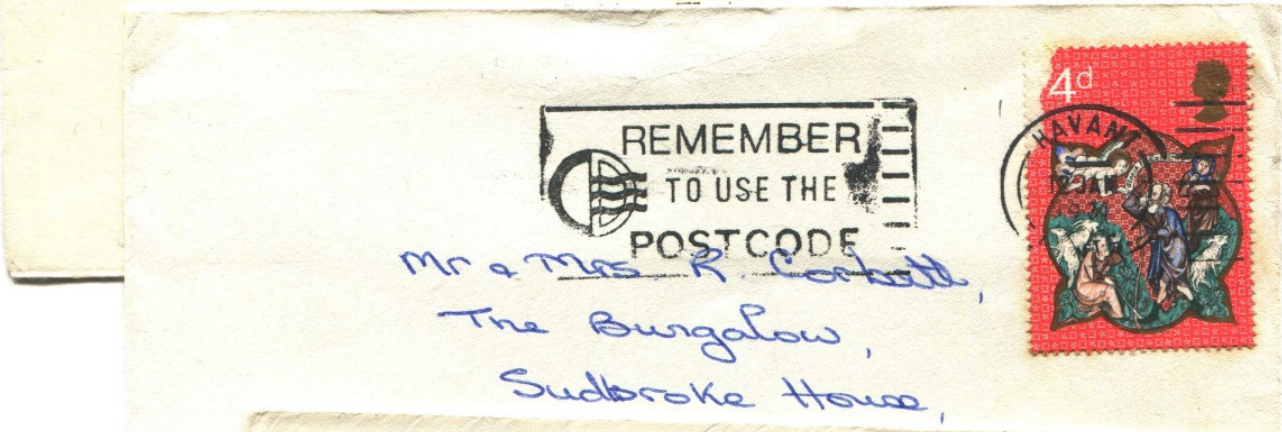
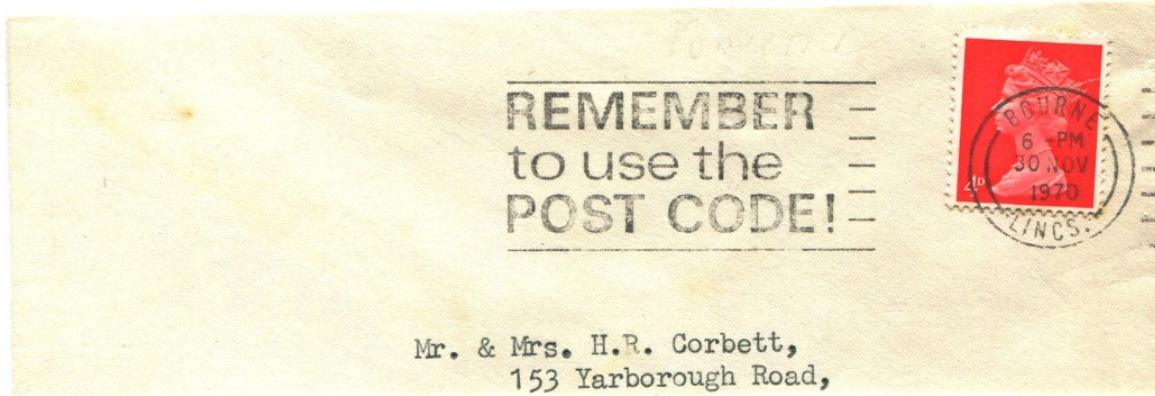
The following table lists the Postcode slogans used between 1960 and 1985. Note that the word and letter capitalisation used in the slogans may not be precisely reflected in the table below and the list does not include special handstamps.

<b>Postal Mechanisation Slogan</b>	<b>Earliest Date</b>
Belfast addresses need a District number	2 Aug 1960
Norwich addresses need Postcodes	5 Sep 1960
Remember to use the Postal Code (Croydon)	21 Nov 1966
Remember to use the Postcode (with CODE symbol) - nationally	1 Mar 1968
Please add the postcode to your reply	7 Aug 1968
Send every letter with the Postcode	1 Nov 1972
Postcodes help to speed the mails	1 Nov 1972
Use the postcode to speed your letter	31 Dec 1972
... is a Mechanised Letter Office - Please Use Postcodes	4 Oct 1976
... has a Mechanised Letter Office - Please Use Postcodes	14 June 1978
Mechanised letter sorting is coming to ... Please use Postcodes	20 Nov 1978
Get the most from your post – Code It	5 Feb 1979
Remember to use the Postcode	15 Oct 1979
Be Properly Addressed / Postcode It	5 Nov 1979
Thompson/Local/Directories/Now With/Postcodes (BD,BH,KT,RG)	16 Feb 1981
Postcoded & correctly addressed / Mechanisation will do the rest	17 Nov 1984
Help us push Postcodes	1 Mar 1985



# Postcode Publicity Slogans

Throughout the 1970s and 1980s, 'postcode' slogans often featured on postmark slogans to raise public awareness. Below are three examples.





# Postcode Publicity Slogans

Three further examples of 'postcode' slogans are shown below.

