

# Fair Delivery Charges campaign 2020-2021



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## Citizens Advice Scotland briefing

### Summary

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Consumers in many parts of Scotland face extra charges from parcel companies based on their address. Often these seem excessive or incommensurate with the cost of delivery. Sometimes consumers are refused delivery altogether because of their postcode.

#### **We're asking bureaux to help campaign for change:**

We are inviting Citizens Advice Bureaux to take part in this project and will be working alongside you to develop national policy to ensure action is taken to limit the disproportionate effect of surcharging and non-delivery on rural and island communities. The aim of this project is to raise awareness of unfair parcel surcharging in Scotland and work with local communities to create local solutions.

8 CABS have successfully received a funding grant of £3,500. This grant can cover costs including staff costs, venue hire, volunteer expenses, printing costs and any other associated spend in the year to help undertake campaigning, research and/or policy development within a timeframe that works best for their local community. This can be any time between April 2020 – March 2021

# Campaign aims

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- > Raise awareness of the detriment to consumers and small to medium-sized enterprises caused by location-based delivery surcharging.
- > Raise awareness of the lack of transparency around the use of delivery surcharges for our clients and public and empower people to take action.
- > Get client feedback on and evidence of parcel surcharging.

An additional aim - when we have notification of it going live from the Scottish Government - is to help promote the Scottish Government Fairer Deliveries for All map tool.

# Timeline of activity

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This campaign will run from April 2020 to March 2021. Bureaux who have received funding for this project are able to undertake campaigning in a timeframe that works best for their local community.



# How can you get involved?

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This campaign is focused on local audiences, therefore we will be working closely with bureaux to support their activities in reaching their local community. We want to ensure that individuals who are paying unfair sums for deliveries are seeking specialist advice at their local bureau, sharing their experiences and helping raise awareness of this issue.

Originally, this project was partially focused on promoting Fair Delivery Day - an annual event in April organised by Scottish Government to raise consumer and industry awareness of issues affecting the Scottish postal market – however, due to the repercussions of Covid-19, this has been indefinitely postponed. The campaign will still continue and are other ways bureaux can begin raising awareness of the project, including:

## Campaigning

- > Longer-term publicity and campaigning drives including online events, sustained social media content or blogging
- > Contacting local radio and/or TV stations for interviews
- > Raising the issue with local MPs or MSPs
- > Engaging with partner organisations
- > Generating your own video and social media content

## Research

- > Digital focus groups with community members affected by surcharging and non-delivery
- > Online or phone interviews with consumers affected by surcharging and non-delivery
- > Online surveys establishing the scale of the problem locally
- > Online surcharging surgeries, where bureaux encourage local community members to share stories and problems with surcharging and non-delivery
- > Recording information in forms suitable for reuse in CAS policy and insight work
- > Policy development
- > Community discussion sessions to explore possible solutions to surcharging and non-delivery
- > Discussions with politicians, industry stakeholders such as parcel company representatives, to raise issues and discuss solutions.

If you would like to take part in the campaign – whether it's sharing social media content, writing an article or distributing campaign content to your members and supporters – we will be providing tools to support your activity. For information on this campaign or to order a campaign toolkit, please contact;  
Barbara Adams, Senior Officer (Campaigns): [Barbara.adams@cas.org.uk](mailto:Barbara.adams@cas.org.uk).

## Fair delivery charges in Scotland: statistics

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Research commissioned by CAS has found that this problem affects up to 1 million consumers in Scotland. It is most pronounced in the Scottish Highlands (Perthshire, Aberdeenshire, Argyll and Bute, the North-West Highlands) and the Scottish Islands. We have found that charges for parcel delivery to these areas are at least 30% higher on average than for other areas of mainland Britain, while those living on Scottish islands are asked to pay 50% more.

This issue was first raised with us by Skye and Lochalsh Citizens Advice Bureaux. Since then Citizens Advice Scotland has campaigned extensively on this issue and commissioned and published relevant research, notably our Postcode Penalty series of insight reports. We continue to engage with a number of stakeholders on this issue and with Scottish Government to ensure that they deliver on the actions listed in their Fairer Deliveries for All action plan (2018). Over 2020-21 we may commission research on postcode misclassification as a possible cause of surcharging.

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