



Latcham

Intelligent fulfilment solutions

## Multichannel Membership Communications



Mike Hughes  
Managing Director  
Latcham



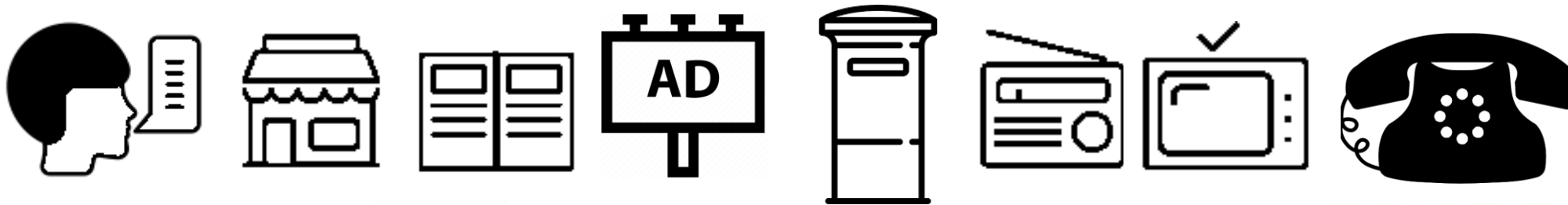
# Multichannel Membership Communications

- How communications has evolved
- The membership journey
- Measurement and analytics
- Data, segmentation and personalisation
- Key challenges
- Compliance
- Examples
- Questions and Answers



## How multichannel communications have evolved

### Traditional / Offline



**Indigo**

Adobe PDF  
1993

### Digital / Online



Web  
1989 AOL

Email  
1989 AOL  
1996 Hotmail

GSM Mobile  
1992

TXT  
1999

Search  
1994 - Yahoo  
1997 - Google  
2000 - Google Ads

Ecommerce  
1995 - EBay  
1995 - Amazon

Smart Phone and Apps  
2007 - Apple

Like Button  
2009 - FB

Push  
2009 Apple



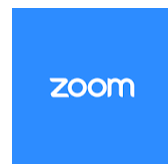
Chat Bot  
2009 Apple



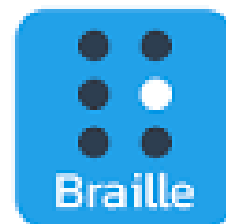
2009  
Comparison



2014 Alexa  
2011 Siri



2003 Skype  
2011 Zoom



AND.....



Latcham

Intelligent fulfilment solutions



NOV 2022 - CHAT GPT LAUCHED



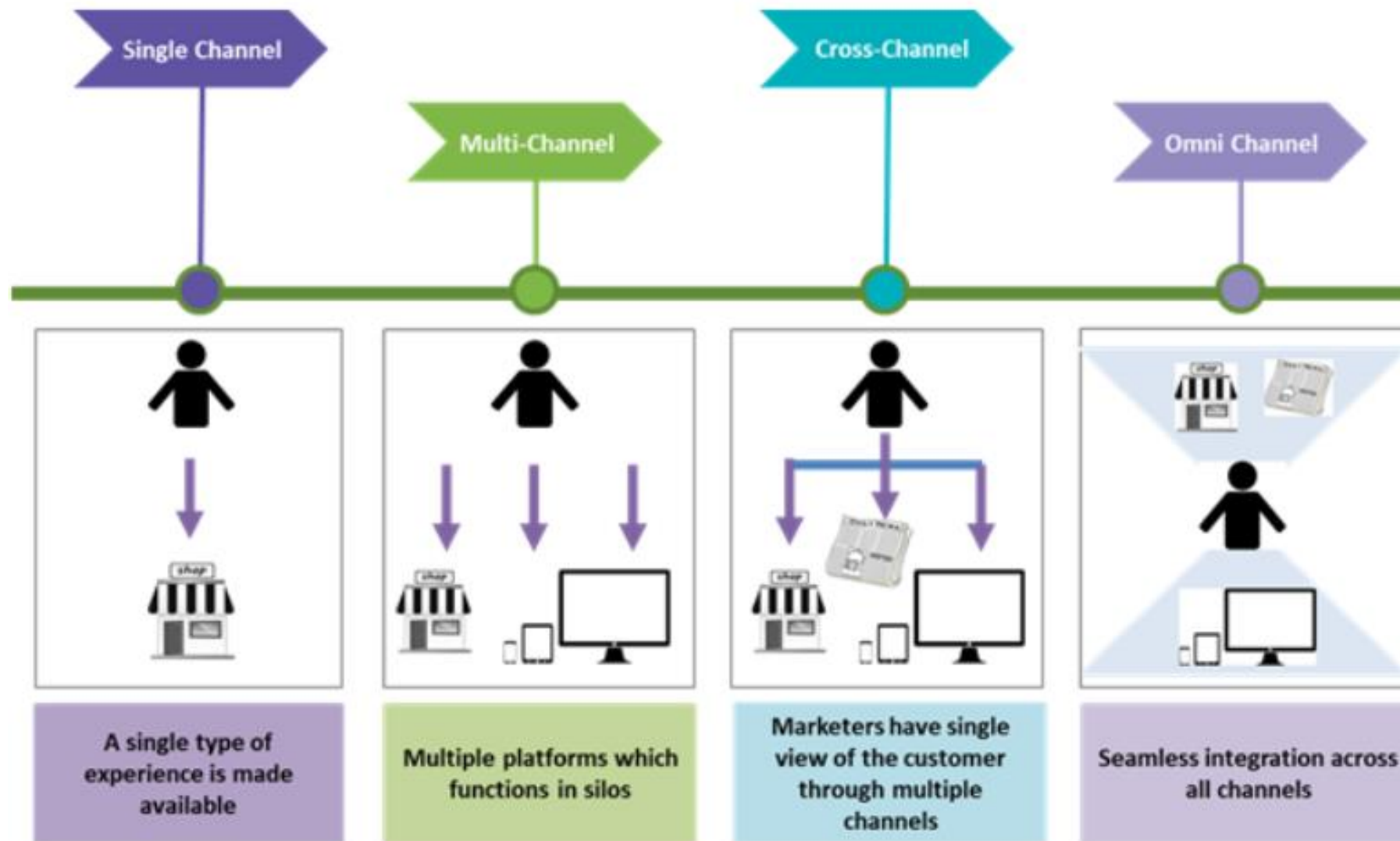
2023 - APPLE Vision Pro



# EVOLUTION OF DIGITAL TRANSFORMATION



TOM  
FISH  
BURNE



THIS YEAR  
WILL BE ALL  
ABOUT A.I.



YES!  
AND  
PODCASTS.



YES!  
AND NANO  
INFLUENCERS.



YES!  
AND SOCIAL  
COMMERCE.



YES!  
AND BLOCK-  
CHAIN.



YES!  
AND VOICE  
SEARCH.



YES!  
AND LIVE  
VIDEO.



SHOULDN'T  
WE TALK  
ABOUT OUR  
STRATEGY  
FIRST?



ANYWAY...  
THIS WILL  
ALSO BE THE  
YEAR OF V.R.



TOM  
FISH  
BURNE



Latcham

Intelligent fulfilment solutions

**Confused?**

**Focus on your customer journey!**







Online touch-points



- Paid content
- Online display

- Search query for top options (SEO)
- Third-party websites
- Social media (e.g. Facebook, LinkedIn)
- Own content: Websites/Landing pages
- Newsletter
- e-mail

- Blogging (regarding reviews)
- Chat
- Community
- Websites (FAQs)
- App/mobile site

- Select and order products on website
- Chat and adjust order
- e-mail confirmation about shipment and delivery
- Shipping status
- Use social media (tweetS) about purchase experience

- Product update news (cross-sell & up-sell)
- Loyalty programme (loyalty discount, voucher programme)
- e-survey regarding satisfaction

CUSTOMER JOURNEY STAGES

AWARENESS (TRIGGERS)

CONSIDERATION (INFORMATION GATHERING)

EVALUATION AND CHOICE

PURCHASE AND START USING

SATISFACTION/LOYALTY

- PR
- Radio
- TV
- Print (newspaper, journals)
- Outdoor (billboards)
- Word-of-Mouth (WoM)

- Direct Mail
- Catalogue (browse through)
- Discuss with friends and family

- Store/branch
- Compare products
- Intermediary

- Pick-up in local store
- Call centre regarding questions about accessories

- Ask for help of Call Centre
- Mailings (letters)
- Return policy (return costs)
- Re-use package

Offline touch-points



# CUSTOMER JOURNEY MAP PLANNING



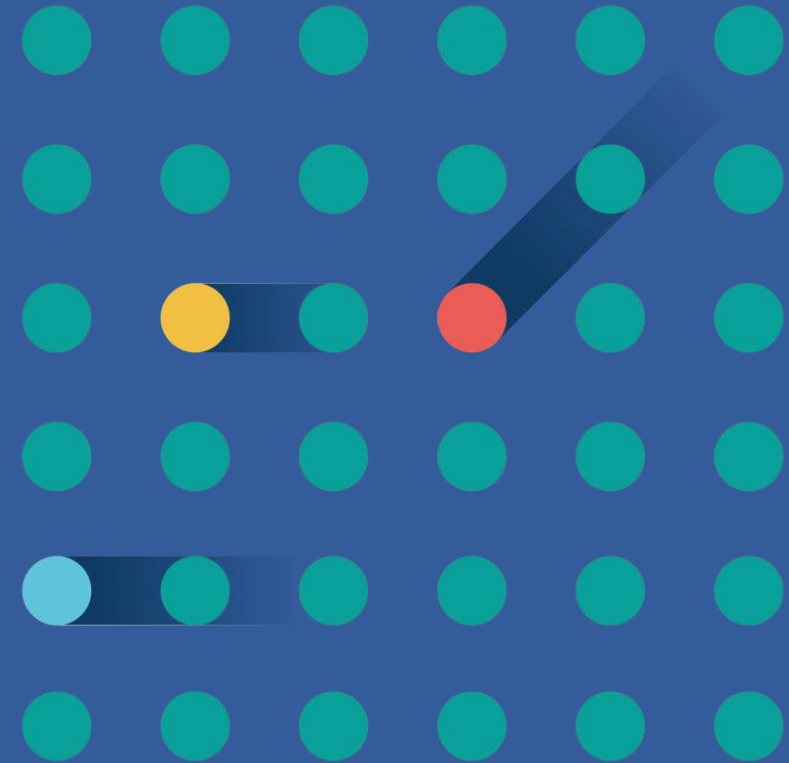
At each stage, what are the touchpoint, content, call to actions, triggers, and preferred media



Latcham

Intelligent fulfilment solutions

# What about members / customer preference?





Does your organisation have a  
clear customer / membership  
engagement and experience  
map?

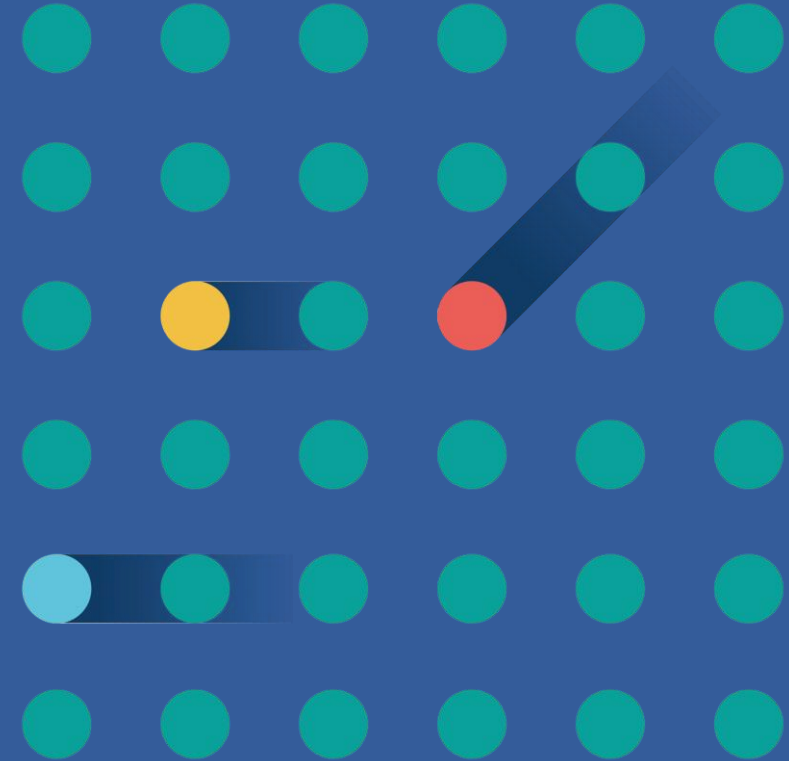




Latcham

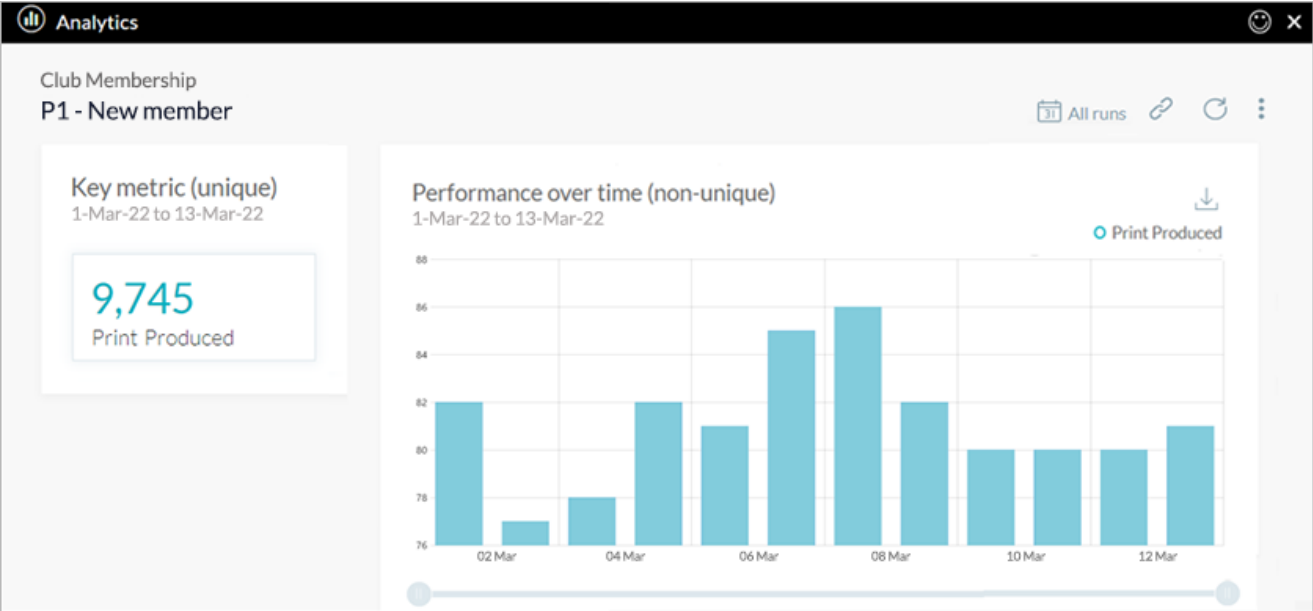
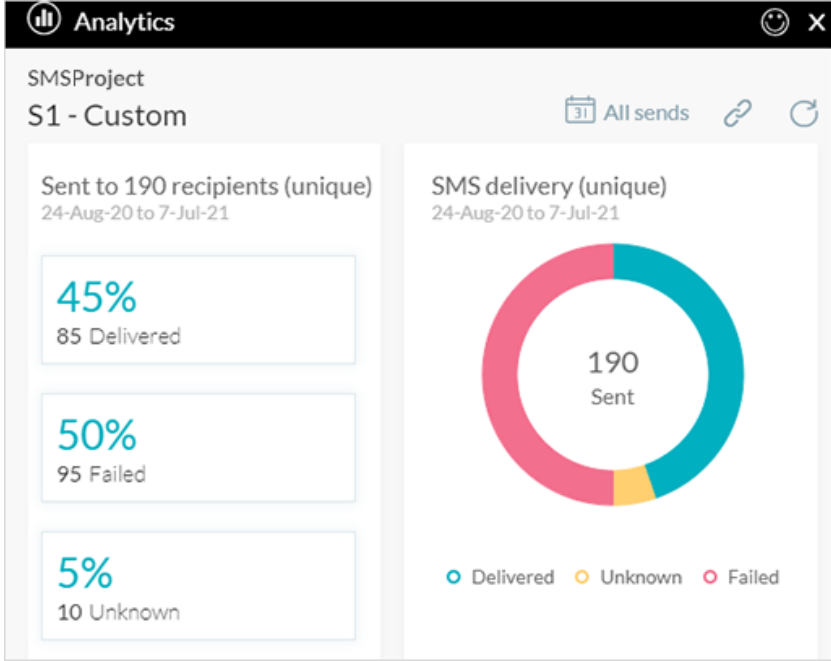
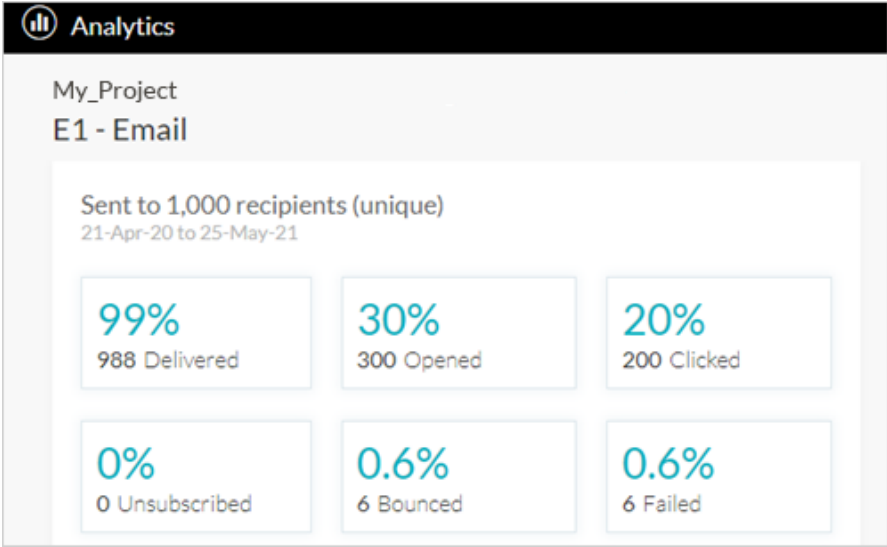
Intelligent fulfilment solutions

# Measuring Engagement Analytics





# Measuring engagement with each touchpoint



1,004 potential visitors (unique) ⓘ

23-Nov-20 to 8-Aug-21

16%

156 Visited

94%

147 Interacted

6%

9 Bounced

0.3%

3 New recipients

Web performance (unique)

23-Nov-20 to 8-Aug-21



● Interacted  
● Bounced

Page performance (non-unique) ⬇

23-Nov-20 to 8-Aug-21

Tracked page	Visits	Clicks
Landing	200	115
Click here		50
Submit		65
Contact-us	40	0
Events	30	0
Company	20	0

Performance over time (non-unique)

23-Nov-20 to 8-Aug-21



Source by media (non-unique visits)

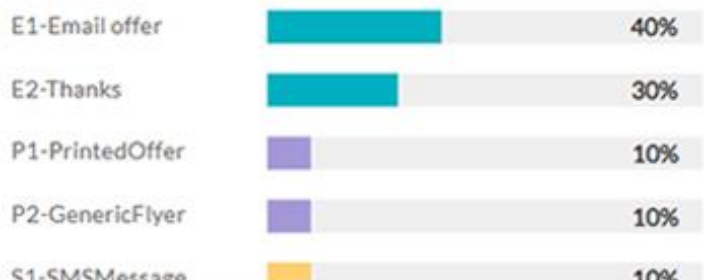
23-Nov-20 to 8-Aug-21



● Email 70%  
● Print 20%  
● SMS 10%

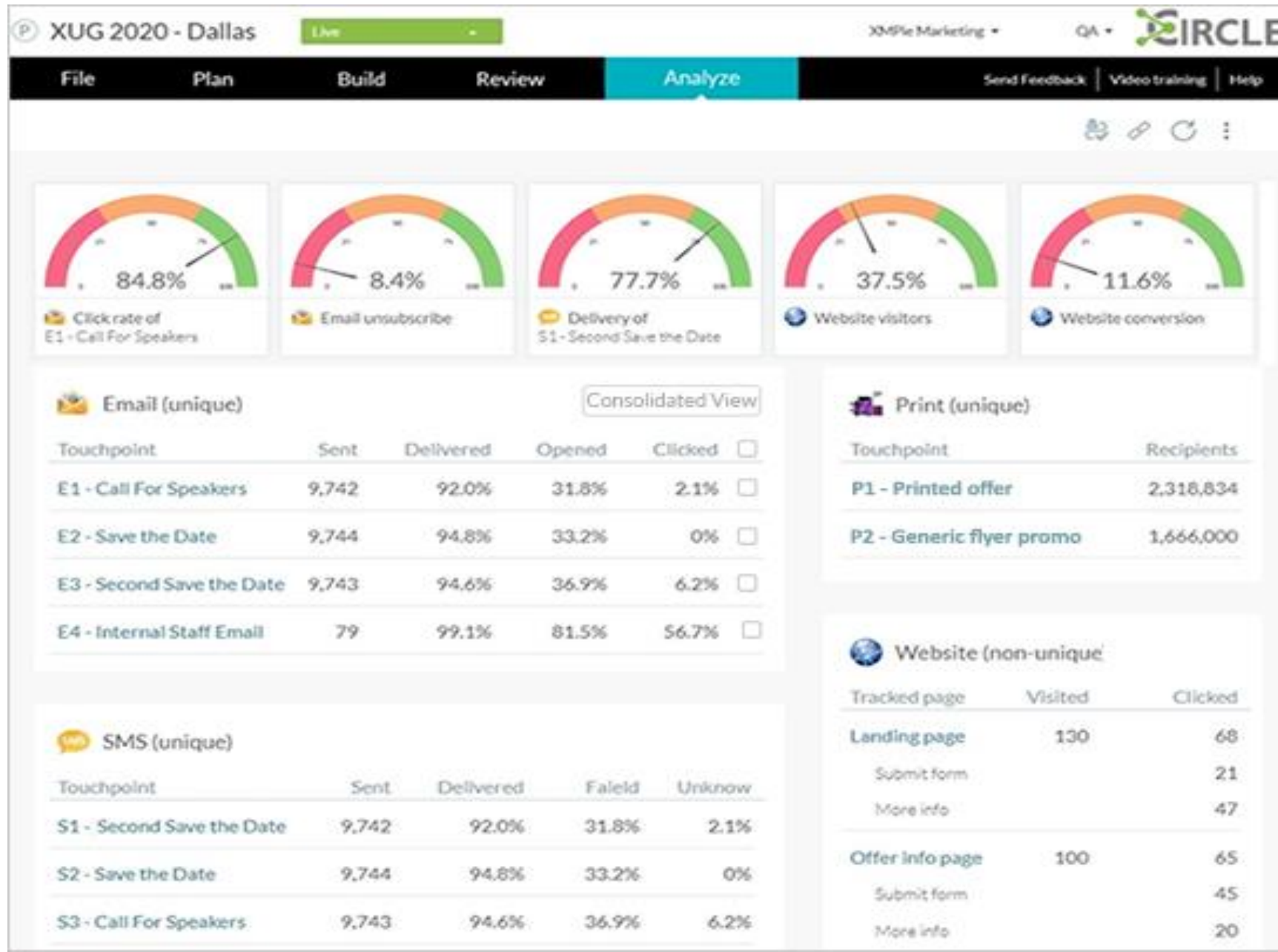
Source performance (non-unique visits)

23-Nov-20 to 8-Aug-21





# Across campaign stages

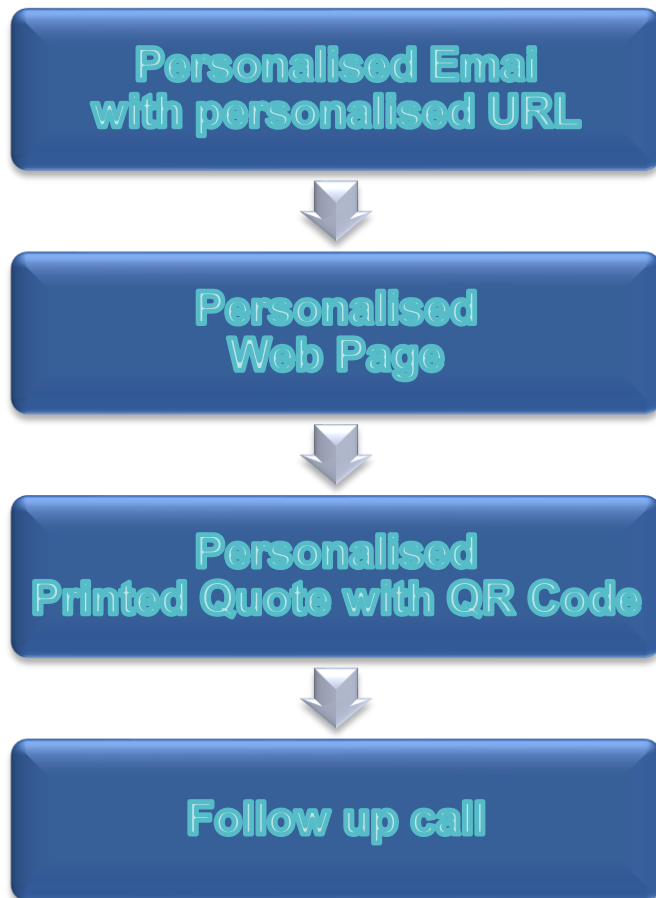




**Can you measure engagement  
across all channels and  
touchpoints (not just digital?)**



## Linking multiple touchpoints in different channels



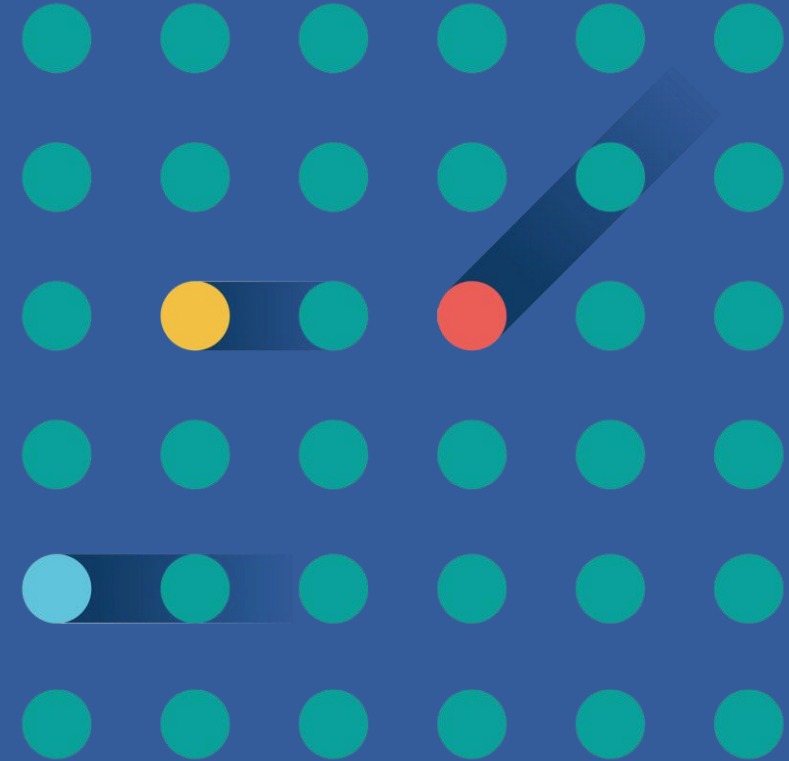
Personalised URLs



Latcham

Intelligent fulfilment solutions

# Marketing Automation





# A big challenge is technology, integration and change!

**Customer  
Relationship  
Management**

**Contacts  
New business  
Lifecycle  
Messaging**

**Content  
Management  
Systems**

**Web Site  
SEO  
Storefront  
Member Portal**

**Policy / Fund  
Management**

**Policy Details  
Policy Docs  
Claims  
Compliance**

**Others**

**Apps  
ERP  
Finance  
Analytics  
Reporting**

**AND AD HOC COMMS (MS Word,  
Email, Call, Face-2-Face)**

In descending order

# Marketing automation

	32%
	25%
	19%
	
	11%
	8%
	2%
	1%
	1%
	1%
	1%



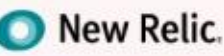




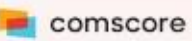
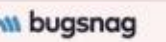
# CRM

	40%
	24%
	11%
	8%
	5%
	4%
	1%
	1%
	1%
	1%
	1%
	
	1%
	1%
	1%
	1%





# CMS

	50%
	16%
	16%
	4%
	4%
	3%
	2%
	2%
	1%
	1%
	1%
	1%
	1%
	1%
	1%

# Web analytics

	81%
	9%
	7%
	3%
	2%
	1%
	1%
	1%
	1%
	1%
	1%
	1%

# Brand analytics

	38%
	24%
	15%
	13%
	11%

# Events

	34%
	32%
	16%
	11%
	8%

In descending order





Latcham

Intelligent fulfilment solutions



# Kaos!





**Content and messaging should be joined up and consistent across all touchpoints and stages of the customer journey**



Latcham

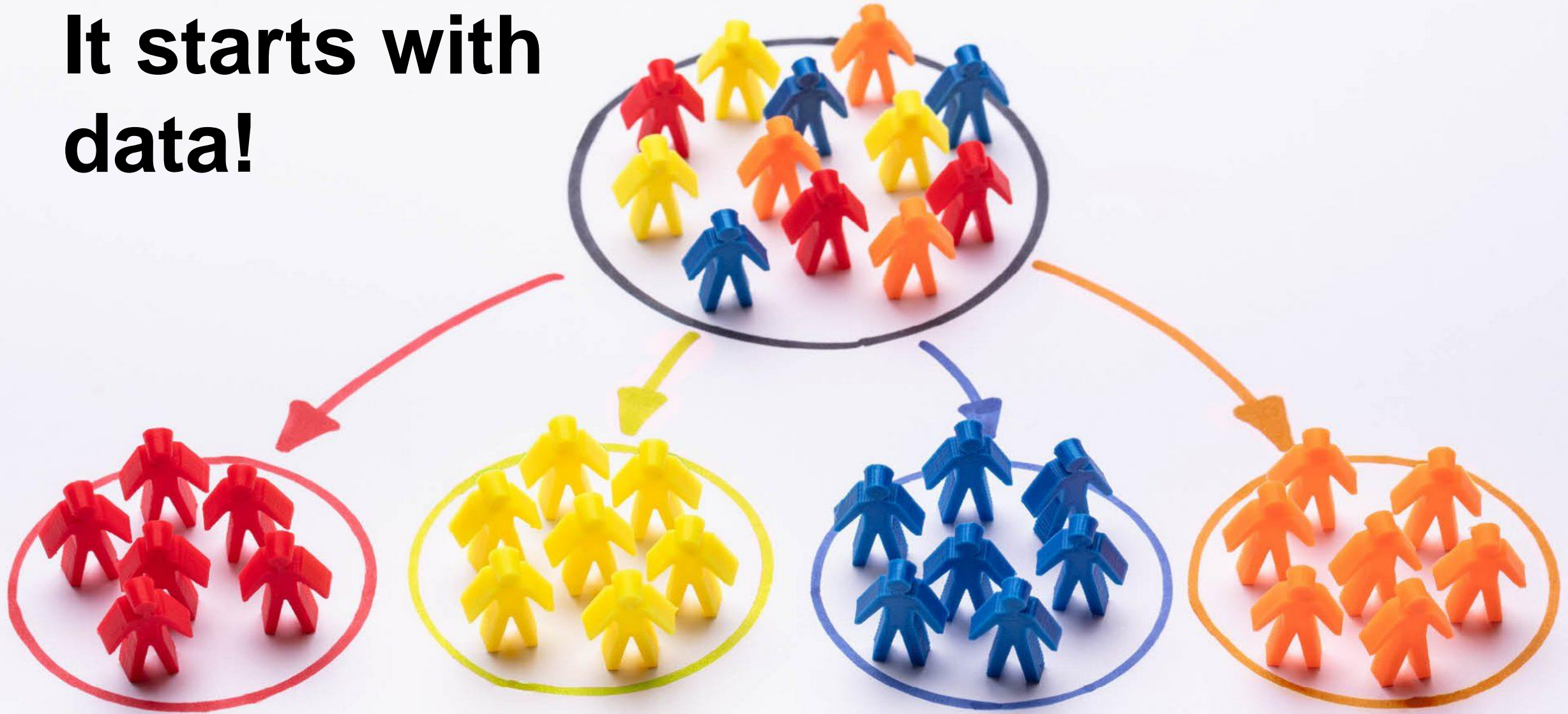
Intelligent fulfilment solutions

# Delivering Personalised Membership Communications





**It starts with data!**







## **PERSONALISATION**

### **Relevant Content**

*“Communicating with me in a personal and relevant way (the message, offers and rewards are relevant to me)”*

### **Preferred channels**

*“Communicating with me through my preferred channel eg email vs SMS vs APP vs Mail vs Phone vs Face to Face message”*

### **At the right time**

*“Communicating with me at the right time/right place and stage of membership”*





## PERSONALISATION IS MORE IMPORTANT THAN EVER

49% of people will disregard a brand if it bombards them with ads or if they perceive the advertising to be irrelevant; while 36% of respondents are more likely to buy from a brand that sends them tailored messages.

Forbes



- **BAD PERSONALISATION?**



**NO JUNK MAIL**

- **WHAT ABOUT GDPR DOES IT STILL APPLY?**



- The **UK GDPR became effective from 01 January 2021**
- The UK GDPR merges two pre-existing data protection regimes namely, the EU GDPR and the DPA 2018.
- The **Information Commissioner (ICO) is the enforcement agency** of UK GDPR.
- UK GDPR sets the **same standards for consent as the EU GDPR.**
- The six lawful basis for processing include: **consent, the performance of a contract, a legitimate interest**, a vital interest, a legal requirement, and a public interest.





"Delivering personalized content is the most challenging barrier to marketing automation success."

Ascend2 Marketing Automation Optimization Survey (2018)

source: emailmonday.com

# MEMBER DATA AND SEGMENTATION

## Contact & Geographic

- Name
- Salutation
- Address
- Phone
- Email
- Social contact
- Location
- Language

## Demographic

- Profession/role in a company
- Age
- Gender
- Family status
- Income
- Level of education
- Culture
- Religion

## Psychographic

- Personality
- Preferences
- Hobbies
- Social status
- Opinions
- Life goals
- Values and beliefs
- Lifestyle

## Behavioural

- Outbound
- Inbound
- Services purchased
- Enquiries
- Feedback
- Complaints
- Likes
- Loyalty

TOUCHPOINTS





To deliver good  
personalisation you need  
good data! Is yours?

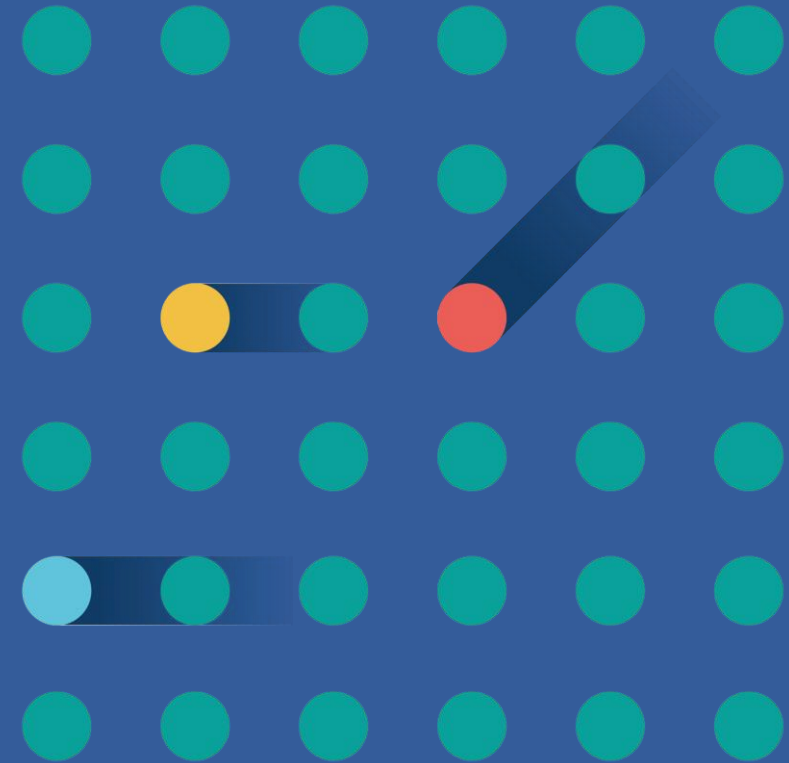




Latcham

Intelligent fulfilment solutions

# Personalisation





Latcham

Intelligent fulfilment solutions



## Levels of personalisation

Method	Example
Simple Text	Name, Address
Template / Page selection / Navigation	
Paragraph / Image / Page blocks selection	List of items / Interchangeable paragraphs
Complex text personalisation	Tables, variables within pages / paragraphs
Image Selection	
Personalised Graphics	Charts, Graphs, Maps and Illustrations
Personalised Audio	Automated call handling
Personalised Video	
In person on the phone / teams / zoom	
In person, in store	





# CUSTOMER JOURNEY MAP PLANNING



At each stage, what are the touchpoint, content, call to actions, triggers, and preferred media

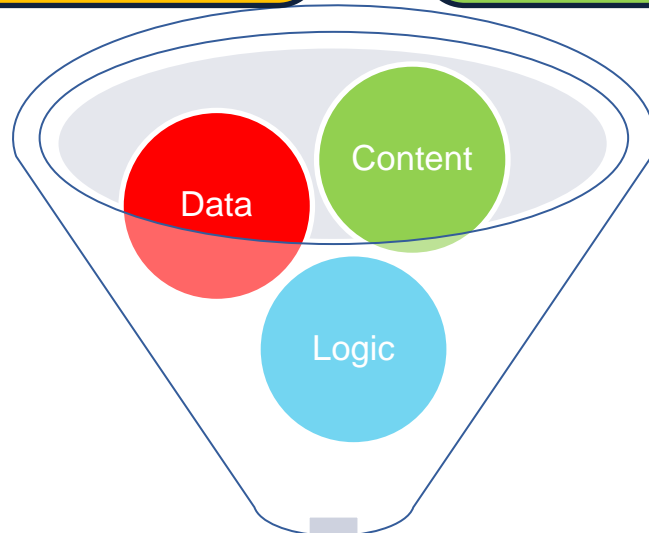


Data

Design  
Templates

Content  
Library

Logic



Personalised Content

Documents  
Print & Digital  
Versions

Email

Web

SMS

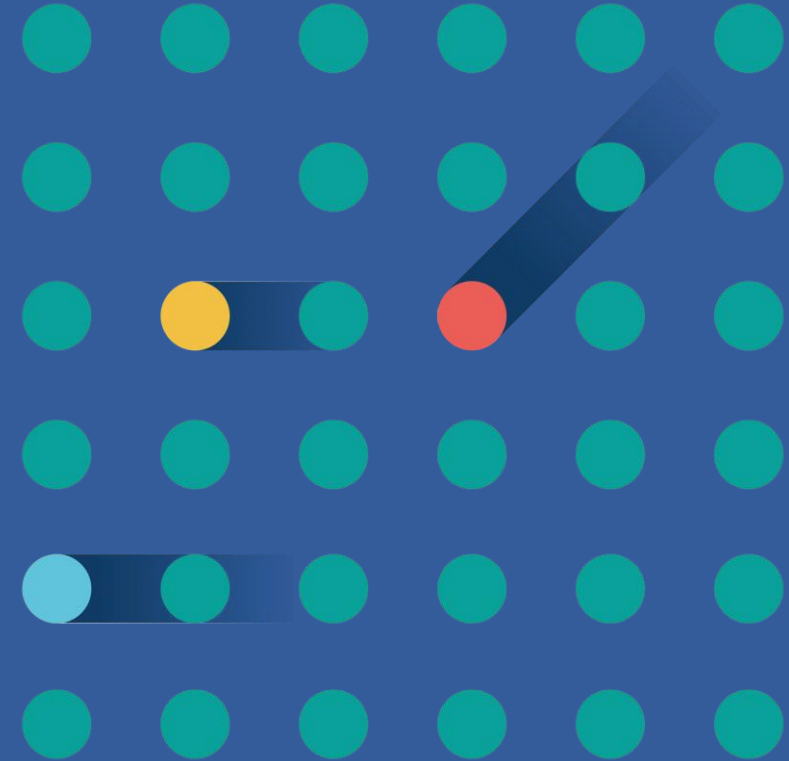
APP



Latcham

Intelligent fulfilment solutions

Good marketing automation  
brings it all together!





# Example - MDU

From print to  
Personalised Video On Demand





- **THE JOURNEY**

**Traditional pre-print and mono overprinting**

**Full Digital Print – Digital Document (PDF)**

**Digital Delivery (Email + Personalised Web Portal)**

**Video Next**



- **KEY CHALLENGES**

**20+ pack/policy types with varying leaflets and T&Cs**

**2 Legacy Membership / Policy Management Systems**

**New CRM System**

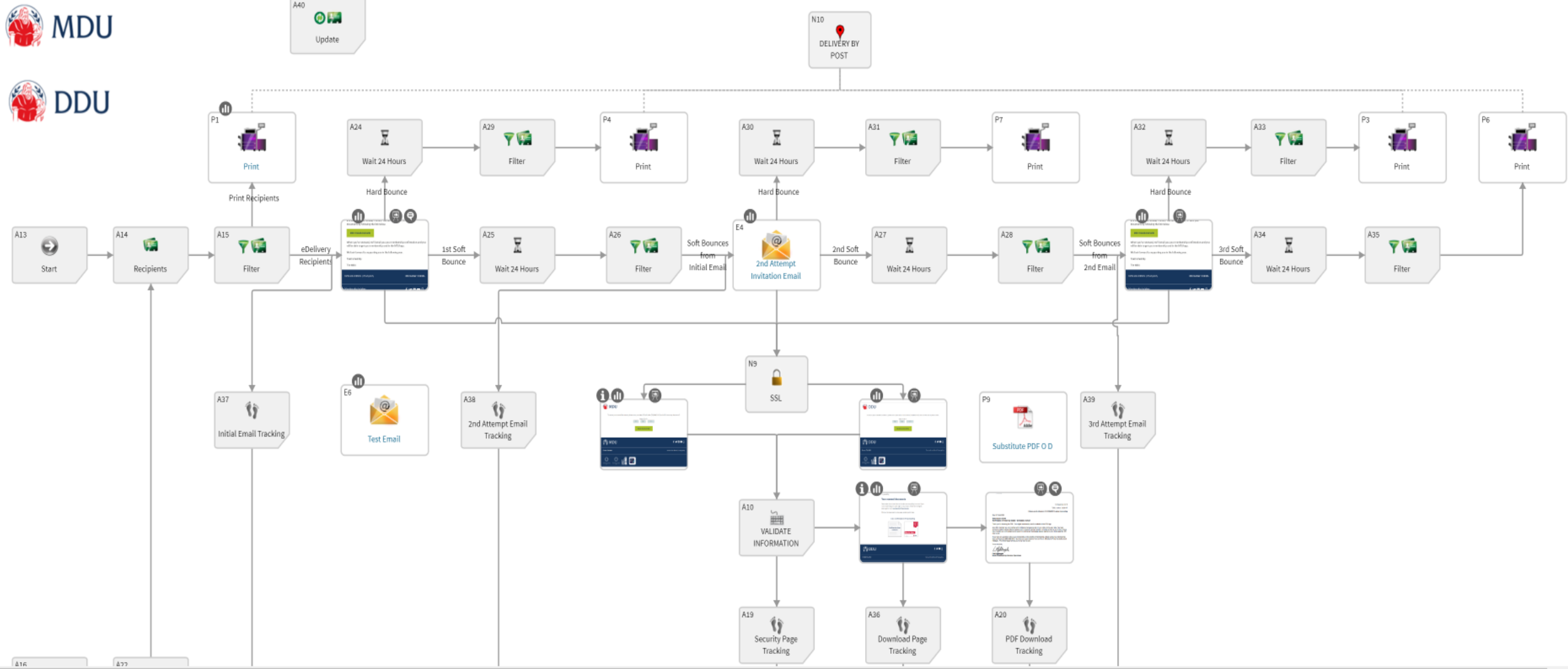
**PDF with text only, digital content added by Latcham**

**Policy management system rigid and lack personalisation facilities**

**Agility to change content**

**Meta data embedded into the PDF / file names**







Latcham

Intelligent fulfilment solutions

Personalised  
Video on  
Demand



MDU



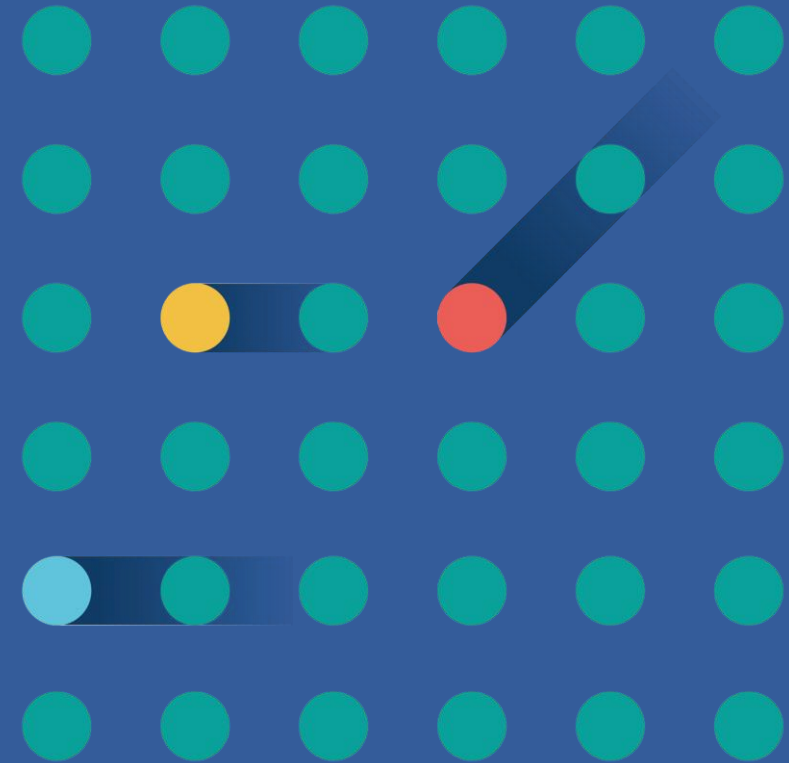
University of  
BRISTOL

**With you every step of the way**



# Example – Dogs Trust

Sponsor a dog!





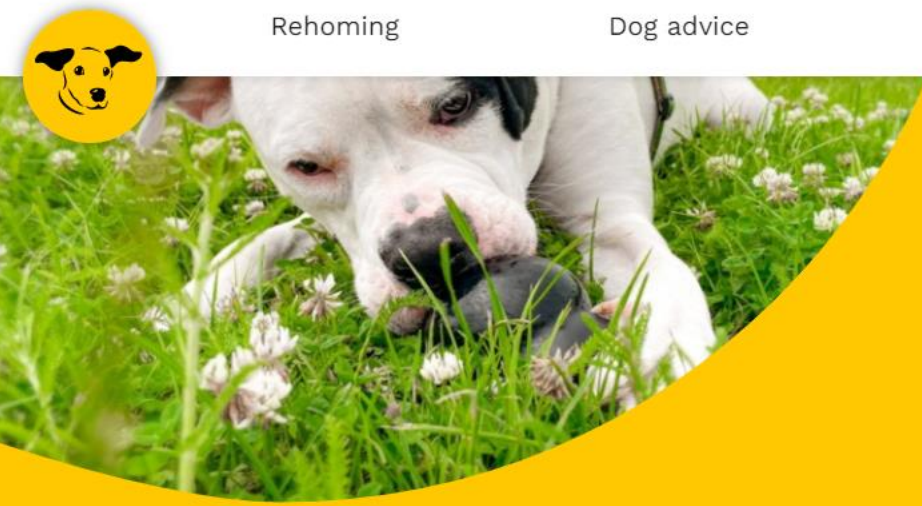
# Sponsor a dog

It couldn't be easier to sponsor a dog in our care, or to gift a sponsorship to a friend or loved one for as little as **£1 per week\*** (£4.34 per month).

**£1 per week**

[Choose your sponsor dog](#)





# Choose your sponsor dog

**Find dogs near you**

[Reset](#)

Location (Postcode)



Filters

Sort Nearest first

Only show dogs I can visit

## Results



Sponsor Me

Gilbert  
Shih Tzu  
Cardiff  
Male

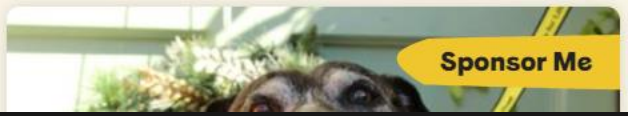


Sponsor Me

Fidget  
Terrier  
Bridgend (Wales)  
Male



Sponsor Me



Sponsor Me





RETURN ADDRESS  
Dogs Trust  
121, Wood Gate  
Windsor, Wokingham  
RG40 2EX

Delivered by  
**2** ROYAL MAIL  
POSTAGE FREE ON  
POSTCARD



Mr A Sample  
«ADD1»  
«ADD2»  
«TOWN»  
«COUNTY»  
«PCODE»  
15 May 2023  
Supporter No: DT0123456789

Dear Mr Sample

I am delighted you have chosen to sponsor Bubba with Dogs Trust. You support means a lot to all the dogs we care for at our 21 rehoming centres across the UK.

I have enclosed your sponsor pack which includes a certificate and two photocards as well as a fridge magnet and a Sponsor a Dog window sticker, which you can use to show how much you care for your four-legged friends. And there's more to come! You will receive three fun updates a year from Bubba including colourful photos. As a supporter of Dogs Trust, you will also receive our supporter magazine, Wag! which will keep you up to date with the latest doggy news and all our work which you help make possible.



**Get involved**

Want to know more about Dogs Trust?

Our **Dog School** gives expert advice and practical training to help you and your pooch understand each other better.

Become a **Dogs Trust member** and play a key role in helping us give thousands of dogs a second chance at happiness every year! Not only that, your dogs will be covered by our free third party insurance, get unlimited access to VetConnect\* and have peace of mind with our **Canine Care Card**.

Our free **Canine Care Card** means we'll look after your dog if you pass away or become ill and you're no longer able to look after them. You'll never have to worry about what's next for them - because they'll be safe with Dogs Trust.

For more information on how you can get involved, give us a call on 020 7837 2026, or visit our website [dogstrust.org.uk/get-involved](http://dogstrust.org.uk/get-involved)

Printed by Andy Clarke  
www.dogstrust.org.uk  
A dog is for life!  
Registered charity number: 209314 & 1034294

# A.M.I.G.O.S

DOG  GROOMING

WADEBRIDGE



**Amigos Dog Grooming**

1d · 🌐

CHARLIE

Please call or send a WhatsApp message if you would like to make a booking, some availability next week..

Charlie came for his first groom at Amigos Dog Grooming today he was a real star..... 🐾 ... See more

👍 You and 1 other





# Example

Personalised to 37 different  
Forests to highlight local benefits





08:28 Sun 25 Jun

OV0 Portal

Join Us: Become A Member

woodlandtrust.org.uk

WOODLAND TRUST

Become a member

Trees, woods and wildlife | Protecting trees and woods | Visiting woods | Plant trees | About us | Support us

# BECOME A MEMBER

There's no better way to support us than by becoming a member. You'll be joining a movement of more than 300,000 like-minded people and helping us create healthy habitats for people and wildlife.

## Individual membership

From £4/month

Join today

## Joint membership

From £4.50/month

Join today



## National benefits



### 15% off at GoApe

Use code **DPAPE-318-GA**

Valid at all Go Ape sites and until 31/12/2023. Discount can be used on bookings made up to and including the day of visit. Excludes Saturdays, bank holidays, corporate events and gift vouchers. Not to be used in conjunction with any other offer, promotion or discount. More information at [goape.co.uk](http://goape.co.uk)

### 15% off at Cotswold Outdoor, Runners Need, Snow and Rock.

Use code **AF-FORCOM-M9**

Members must sign up to this partner's 'Explore More' benefits scheme to obtain the discount and other benefits. It's completely free of charge and the discount is valid across all these brands. You can register either in-store or on their websites. Marketing is not compulsory. Not to be used in conjunction with any other offers or discounts. Selected lines are exempt. Excludes electronics. For personal purchases only. Not to be shared with third parties or used against business purchases. Offer expires 31.12.23.

- In-store - use your membership card
- Online - Use code in the promotional code box (not case sensitive).

### 15% off at Red Equipment

Use code **DISCOVERY2023**

Premium lifestyle essentials perfect for any outdoor enthusiast. Visit [red-equipment.co.uk](http://red-equipment.co.uk) to check out the range.

Offer excludes inflatable paddle boards and paddles. Offer valid until 31/12/2023. No minimum spend required. This cannot be used with any other discount or offer and is only available to be redeemed online. Discount is exclusive to Forestry England members only.

### 15% off next order at Muddy Puddles

Enter code **MPFCOMM**

Muddy Puddles offer a wide range of waterproof outdoor clothing for kids.

Valid until 31/12/2023. Valid on new purchases only. Previous purchases are not eligible. One use per customer. This offer is not valid in conjunction with any other offers or sale. View full Muddy Puddles terms at [muddypuddles.com/terms-and-conditions](http://muddypuddles.com/terms-and-conditions)



## Forestry England

000235  
Name235  
Address235  
Address235  
Leighton Buzzard  
PO1 PO236

## Thank you for supporting Forestry England at Salcey Forest. We're so pleased you're a member.

We hope you enjoy visiting throughout the coming year. Here's our quick guide to using your membership.

### Parking

- Your membership includes free parking at Salcey Forest.
- You can register two vehicles, but can only use one at a time.
- When you visit, **make sure the enclosed car disc is on display**. Please use the holder included to help display and transfer it.

### Membership card and benefits

- Membership gives you a range of local and national benefits. More details are on the back page of this letter and online.
- To take advantage of membership offers, you'll sometimes need your card. Other discounts use special codes (shown overleaf), so keep this letter safe. The card can't be used for parking.

### Keeping in touch

- If you didn't sign-up for updates and offers from us, but would like the latest news and offers from Salcey Forest, then please let us know at: [membership@forestryengland.uk](mailto:membership@forestryengland.uk)
- We'll let you know when you can renew your membership, so you can continue to enjoy its benefits. We will also keep you up-to-date with any important things about your membership.

Enjoy a wonderful year among the trees.

The rangers at Salcey Forest

### Have a question?

You can check our frequently asked questions on our website.

Call us on **0300 068 0400**

or email us at

[membership@forestryengland.uk](mailto:membership@forestryengland.uk)

(Monday - Friday, 9am - 5pm)

[forestryengland.uk/membership](http://forestryengland.uk/membership)

## Local benefits

Show your membership card to get your benefits.

### 10% off on 'Power of the Poles Intro Course' Nordic Walking sessions

Use code: **SALCEYMEM** when booking on-line at [walx.co.uk](http://walx.co.uk)

### 10% discount on Big Bear Salcey Forest race entries

Please book in advance as there are no new entries allowed on the day.

### 10% off Forest Bathing sessions at Salcey Forest with Wilder Lives

Enter code **CONNECTWITHNATURE** when booking on-line at [wilderlives.co.uk/events](http://wilderlives.co.uk/events) (click 'apply' before checkout).

### Grounds Cycle Centre discounts

20% of all cycle hire Monday-Friday

Presentation of your member card will be required. (excluding bank holidays and school holidays, limited opening times)

### Forest learning loyalty discount

Attend five 'Forest Tots Stay N Play' sessions and receive the sixth session free, or book 5 'Forest School for Home Educated Children' sessions and get the 6th half price.

All details are correct at time of printing. Benefits are subject to change and Forestry England may alter or stop any benefit as per our terms.

000235

## National benefits



### 15% off at GoApe

Use code **DPAPE-318-GA**

Valid at all Go Ape sites and until 31/12/2023. Discount can be used on bookings made up to and including the day of visit. Excludes Saturdays, bank holidays, corporate events and gift vouchers. Not to be used in conjunction with any other offer, promotion or discount. More information at [goape.co.uk](http://goape.co.uk)

### 15% off at Cotswold Outdoor, Runners Need, Snow and Rock.

Use code **AF-FORCOM-M9**

Members must sign up to this partner's 'Explore More' benefits scheme to obtain the discount and other benefits. It's completely free of charge and the discount is valid across all these brands. You can register either in-store or on their websites. Marketing is not compulsory. Not to be used in conjunction with any other offers or discounts. Selected lines are exempt. Excludes electronics. For personal purchases only. Not to be shared with third parties or used against business purchases. Offer expires 31.12.23.

- In-store - use your membership card
- Online - Use code in the promotional code box (not case sensitive).

### 15% off at Red Equipment

Use code **DISCOVERY2023**

Premium lifestyle essentials perfect for any outdoor enthusiast. Visit [red-equipment.co.uk](http://red-equipment.co.uk) to check out the range.

Offer excludes inflatable paddle boards and paddles. Offer valid until 31/12/2023. No minimum spend required. This cannot be used with any other discount or offer and is only available to be redeemed online. Discount is exclusive to Forestry England members only.

### 15% off next order at Muddy Puddles

Enter code **MPFCOMM**

Muddy Puddles offer a wide range of waterproof outdoor clothing for kids.

Valid until 31/12/2023. Valid on new purchases only. Previous purchases are not eligible. One use per customer. This offer is not valid in conjunction with any other offers or sale. View full Muddy Puddles terms at [muddypuddles.com/terms-and-conditions](http://muddypuddles.com/terms-and-conditions)



## Forestry England

000271  
Name271  
Address271  
Address271  
Coalville  
COALVILLE  
PO1 PO272

## Thank you for supporting Forestry England at Sence Valley. We're so pleased you're a member.

We hope you enjoy visiting throughout the coming year. Here's our quick guide to using your membership.

### Parking

- Your membership includes free parking at Sence Valley.
- You can register two vehicles, but can only use one at a time.
- When you visit, **make sure the enclosed car disc is on display**. Please use the holder included to help display and transfer it.

### Membership card and benefits

- Membership gives you a range of local and national benefits. More details are on the back page of this letter and online.
- To take advantage of membership offers, you'll sometimes need your card. Other discounts use special codes (shown overleaf), so keep this letter safe. The card can't be used for parking.

### Keeping in touch

- If you didn't sign-up for updates and offers from us, but would like the latest news and offers from Sence Valley, then please let us know at: [membership@forestryengland.uk](mailto:membership@forestryengland.uk)
- We'll let you know when you can renew your membership, so you can continue to enjoy its benefits. We will also keep you up-to-date with any important things about your membership.

Enjoy a wonderful year among the trees.

The rangers at Sence Valley

### Have a question?

You can check our frequently asked questions on our website.

Call us on **0300 068 0400**

or email us at

[membership@forestryengland.uk](mailto:membership@forestryengland.uk)

(Monday - Friday, 9am - 5pm)

[forestryengland.uk/membership](http://forestryengland.uk/membership)

All details are correct at time of printing. Benefits are subject to change and Forestry England may alter or stop any benefit as per our terms.

000271



# Together we help our forests thrive, now and for the future

Thank you for supporting our work. As the country's largest land manager, our mission is to connect everyone with the nation's forests. We believe in the positive, long-term impact that forests can have on our lives, on nature's recovery and on our response to the climate emergency. Your support makes a real difference.

Forests are there for us, in the good times and the bad. A place to escape for wild adventures, or to peacefully reconnect with nature. The nation's forests help us to respond to today's challenges. We ensure they flourish through careful planning, with sustainable management at the heart.

We are a public body, but self-generate the majority of income we then use to deliver all the vital work we do (83% in 2022). Your membership makes a direct contribution, with your money being reinvested into

caring for the nation's forests. Together with our committed staff and volunteers, you're helping us establish thousands more hectares of woodland, protect and restore wildlife, adapt to a changing climate and ensure the nation's forests are a living treasure for all.

So, thank you for supporting us by being a member of Salcey Forest.

**Forests care for us. Together we care for forests.**



## Explore Salcey Forest

**Salcey Forest is a magnificent ancient woodland which is a remnant of the medieval royal hunting forest that boasts a colourful history through the ages.**

**The forest is also home to some of the oldest trees in the area and a host of rare wildlife species.**

Today, Salcey Forest has lots to offer whether it's for play, tranquillity or adventure. There's a

variety of ways to explore the picturesque forest, with three walking trails, one cycling trail, three running trails and a horse trail available. Be sure to refuel by visiting Grounds Cafe.

There is plenty to be excited about at Salcey Forest for 2023, we are developing a new visitor space called The Glade. And for our younger audience our play area will see developments along with the arrival of a giant Gruffalo sculpture.

- Join Zog on a forest adventure at Salcey Forest to collect golden stars! Our new children's trail for 2023 has a fantastic accompanying app and you can pick up a fun trail pack from the Visitor Welcome Point.
- Cycle Hire – getting out on two wheels is now even easier with our new Grounds Cycle Centre; offering bike hire, servicing and more. Members also receive exclusive discounts.





# Together we help our forests thrive, now and for the future

Thank you for supporting our work. As the country's largest land manager, our mission is to connect everyone with the nation's forests. We believe in the positive, long-term impact that forests can have on our lives, on nature's recovery and on our response to the climate emergency. Your support makes a real difference.

Forests are there for us, in the good times and the bad. A place to escape for wild adventures, or to peacefully reconnect with nature. The nation's forests help us to respond to today's challenges. We ensure they flourish through careful planning, with sustainable management at the heart.

We are a public body, but self-generate the majority of income we then use to deliver all the vital work we do (83% in 2022). Your membership makes a direct contribution, with your money being reinvested into

caring for the nation's forests. Together with our committed staff and volunteers, you're helping us establish thousands more hectares of woodland, protect and restore wildlife, adapt to a changing climate and ensure the nation's forests are a living treasure for all.

So, thank you for supporting us by being a member of Sence Valley.

**Forests care for us. Together we care for forests.**



## Explore Sence Valley

**A former opencast coal mine, Sence Valley has been nurtured over the past 25 years into a beautiful and unique place to support and enjoy nature, making a great place for regular walks, or even a relaxing day out with a picnic.**

The area is known for being home to a wide range of species, so enjoy some nature spotting, including around the six ponds/lakes, frequented by many species of wild fowl and dragonflies.

**Here are some highlights to help you get even more from your membership:**

- You can also use our small bird hide and bird viewing platform on the edge of Stonebridge Pool (open 24/7).
- We have 8.5km of walking trails including 6.5km of surfaced trails (most of which cater for all abilities), plus a waymarked learning trail.
- Visit the Noon column sculpture by the world-renowned artist David Nash, or stroll through our unique centenary cherry avenue, planted in celebration of 100 years of Forestry Commission in 2019.
- Visit the new community orchard containing heritage apples from Leicestershire.





# Together we help our forests thrive, now and for the future

Thank you for supporting our work. As the country's largest land manager, our mission is to connect everyone with the nation's forests. We believe in the positive, long-term impact that forests can have on our lives, on nature's recovery and on our response to the climate emergency. Your support makes a real difference.

Forests are there for us, in the good times and the bad. A place to escape for wild adventures, or to peacefully reconnect with nature. The nation's forests help us to respond to today's challenges. We ensure they flourish through careful planning, with sustainable management at the heart.

We are a public body, but self-generate the majority of income we then use to deliver all the vital work we do (83% in 2022). Your membership makes a direct contribution, with your money being reinvested into

caring for the nation's forests. Together with our committed staff and volunteers, you're helping us establish thousands more hectares of woodland, protect and restore wildlife, adapt to a changing climate and ensure the nation's forests are a living treasure for all.

So, thank you for supporting us.

**Forests care for us. Together we care for forests.**



## Explore your favourite forest

**With four locations to choose from, each with lots to offer, you can find your own place to venture and relax.**

Seven Sisters Country Park is made up of 280 hectares of chalk cliffs, meandering river valley and open chalk grassland. When you've finished walking, bird watching, cycling, canoeing and paddle boarding you can relax at the cafe and visitor centre. Parking is at the car park situated at Exceat, near Seaford, East Sussex, BN25 4AD.

Friston Forest offers extensive beech woodland, adjacent to the Seven Sisters Country Park. It makes a perfect family day out for those who love exploring the countryside. Enjoy walking, cycling or horse-riding along our trails, plus take some time out at our great family picnic areas. Parking is at either Friston Forest car park (Litlington Road, BN25 4AJ) or Butchershole car park (Jevington Road, BN20 0AT).

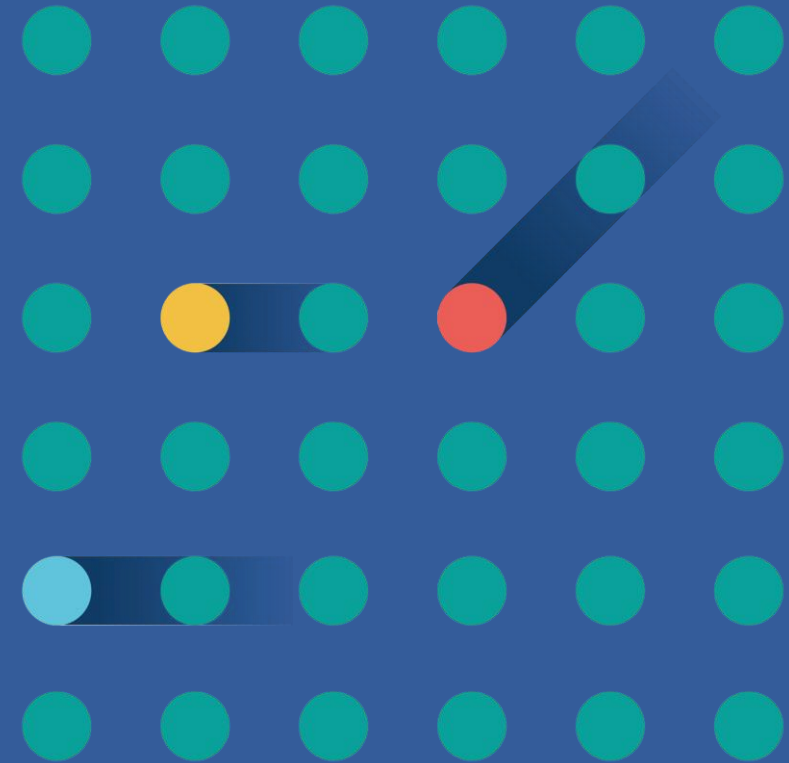
Abbot's Wood is popular with families, nature enthusiasts and horse-riders alike. Stroll around the ancient woodland and lake, or relax with friends in the picnic area. View the fantastic spring bluebells and over 30 species of butterfly that inhabit the wood. Parking is in Caneheath (BN26 6SL)





## Compliance and Risk

A real challenge with so many moving parts!







## Applicable legislation



## Consumer Duty 2023



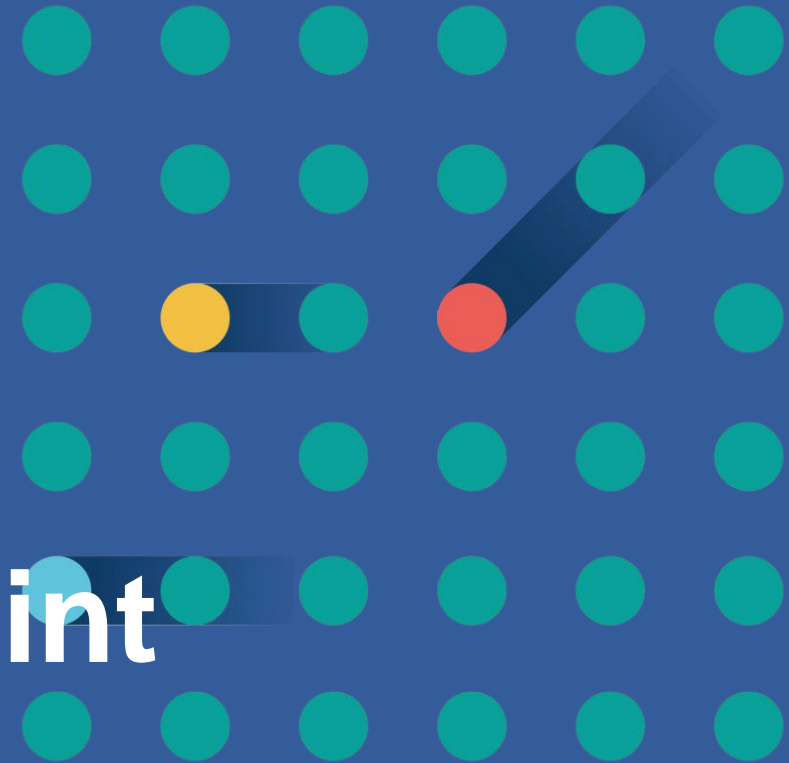
## Consumer Duty 2023 and Customer Engagement

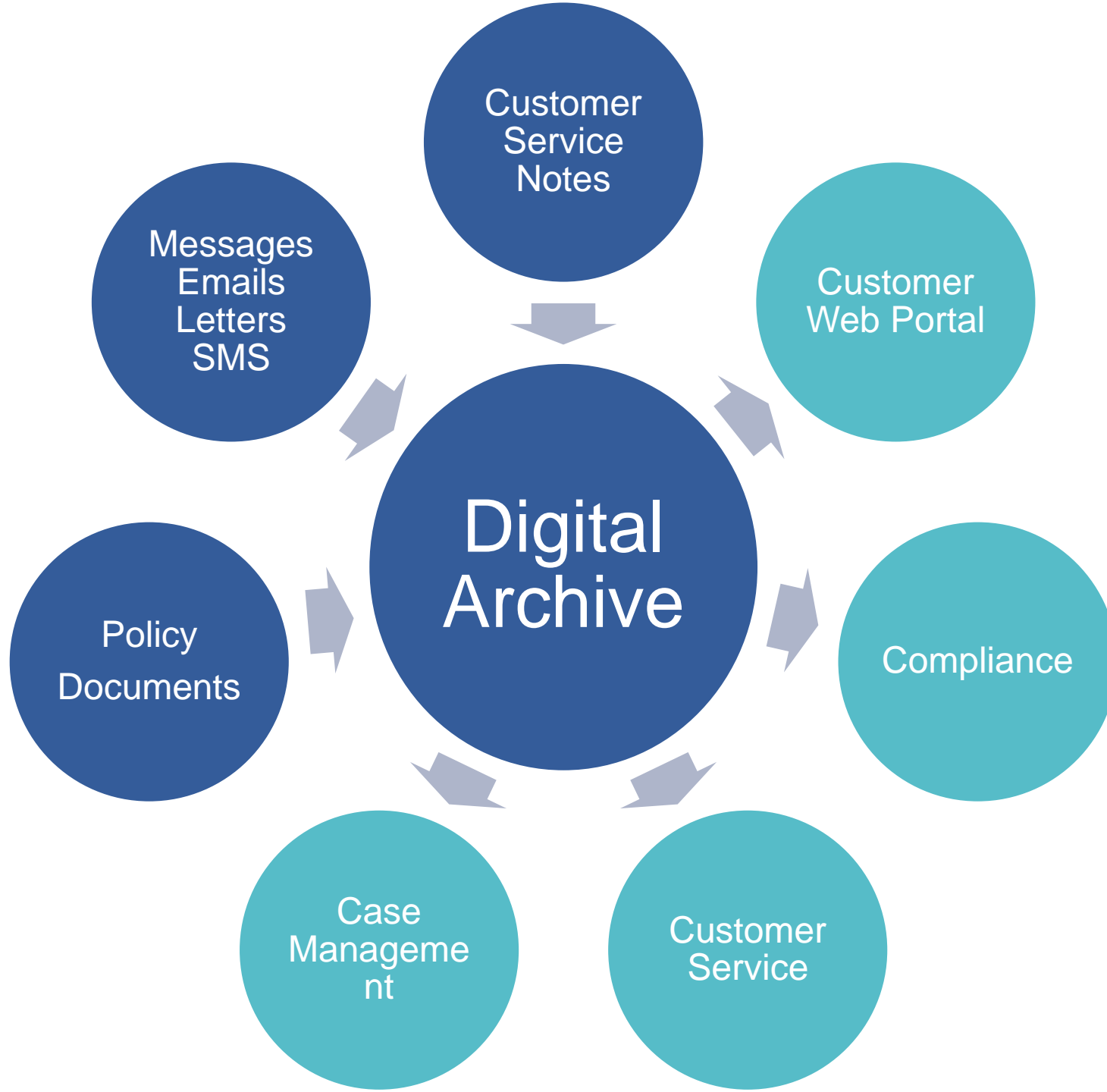




# Evidence!

Do you know what your members / customers were sent across all the touchpoint and at every stage?









# Are digital communications carbon neutral?

**save paper  
save tree  
be digital...**

*So your 4 page direct mail promotion piece generates a 28.37 grams of CO<sub>2</sub>, against 19 grams for the email. But, if someone takes additional action, such as printing out the email attachment of 4 pages, the "email footprint" can quickly jump to 44 grams.*

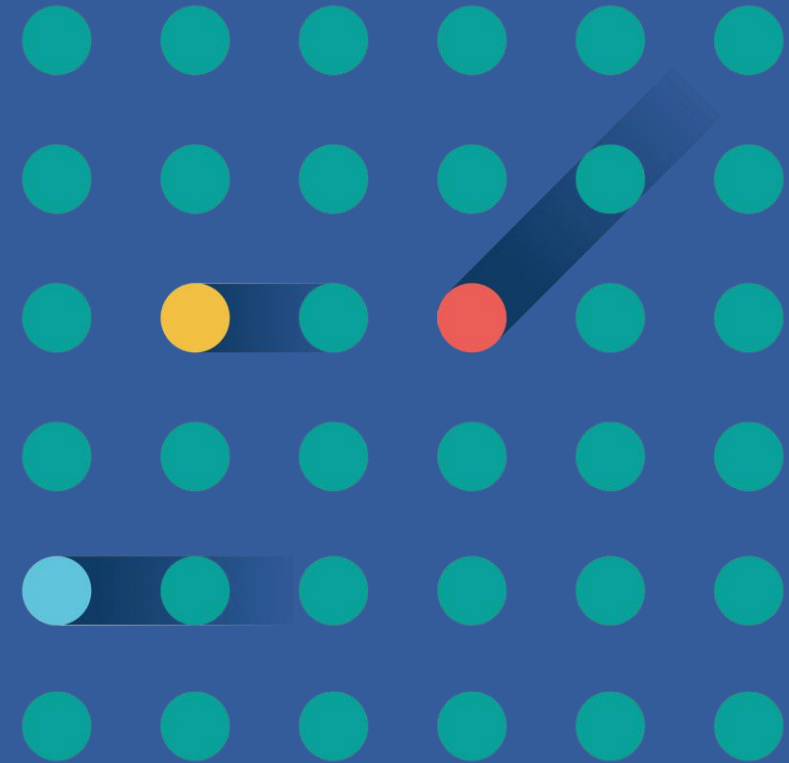




Latcham

Intelligent fulfilment solutions

Is it worth it?



71% – want a consistent experience across all channels,  
but only 29% say they get it.

73% of customers shop across multiple channels.

Customers get frustrated because they need to repeat  
their issues to multiple representatives

Customers now regularly use **ten or more channels** to  
interact with suppliers (up from just five in 2016).







Latcham

Intelligent fulfilment solutions

# Thankyou

# Questions Please?

[mike.hughes@latcham.co.uk](mailto:mike.hughes@latcham.co.uk)

[latcham.co.uk](http://latcham.co.uk)

