



## CASE STUDY



### The Riverside Group

#### THE CLIENT

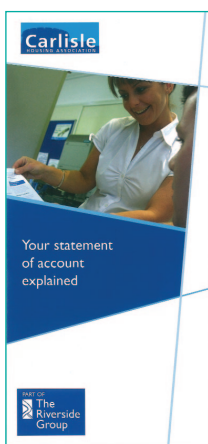
Starting life as Liverpool Improved Houses in 1928 with the aim of providing decent housing at an affordable rent for the city's most disadvantaged, The Riverside Group was established in 2001 as a non-charitable umbrella for a number of housing associations and associated companies operating throughout England.

As one of the leading Registered Social Landlords in the UK, the Group owns or manages around 50,000 properties from rented and shared ownership homes to sheltered apartments and supported hostels.

With 80 years of expertise in sustainable regeneration and renting homes for a social purpose, Riverside became the first Top 10 rated RSL to gain the government's nationally recognised Charter Mark quality award in 2006. They have also recently been named Social Landlord of the Year at the Housing Excellence Awards 2008

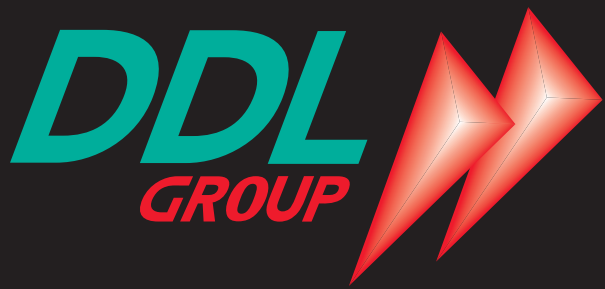
#### THE CHALLENGE

Soon after their establishment in 2001, Riverside identified the need to appoint a local Direct Marketing company in the north west of England who could offer the personalised printing and fulfilment capacity to handle all their regular newsletter mailings.



It was a challenging task as Riverside has various subsidiaries and divisions who each hold their own mailing file for the regular posting out of newsletters, leaflets and other literature. It was therefore an imperative part of the brief to ensure that the correct material was sent to the appropriate areas within a specific – and sometimes very tight – timeframe.

The appointed company would also be required to despatch various literature of a highly confidential nature, including rent statements. Such mailings therefore demand 100% matching accuracy with no margin for error whatsoever. So as well as our convenient location in Ellesmere Port, total trust and confidence in our capabilities and professionalism were key elements in the decision to appoint DDL.



## THE DDL SOLUTION

Services now provided by DDL include on-demand Personalised Printing, Warehouse Facilities, Stock Supply, Fulfilment and Account Management.

As their outsourcing partners, we have helped Riverside with a number of innovative mailing and postage solutions to increase efficiency and cut costs. For example, we have recently purchased 80,000 environmentally friendly polythene outers which we now hold in stock for their newsletter mailings and, looking to the future, we are currently looking at ways to enhance their mailing output with digital colour printing.

## THE RESULT

We have built an extremely strong relationship with the Riverside Group since our appointment in December 2001, the quantity of mailings increasing year on year with the steady expansion of their business – 368, 237 items mailed in the year to July 2008 alone.

This successful relationship resulted in us undertaking the quarterly rent statement mailings for Carlisle Housing Association, one of Riverside's subsidiaries, which due to their confidentiality were previously done in-house.

*"The DDL Account Management team provides a single point of contact for all flows of management communication and this has proved critical to the excellent working relationship we have built up over the past 7 years. The quantity of mailings has vastly increased as our business has expanded and they recently managed a large new branding mailing with great success. During the time we have been working with DDL, they have been highly proactive in suggesting many postage saving and mailing efficiency solutions."*

Jill Nuttall, Assistant Director - Marketing,  
The Riverside Group

