

Stop Lateness Fact Sheet

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MISSION

To inspire and educate individuals and organisations to fulfil their time-keeping responsibilities to society. We strive to unite the nation behind the core belief “Late is as good as never” and to overcome the punctuality challenges of today and tomorrow.

OUR HISTORY

The Stop Lateness Campaign was initiated in October 2004 when two Royal Mail Special Delivery® staff, chatting over lunch, realised their common passion for punctuality. After a short but heated discussion they began to formulate a campaign to put an end to tardiness, which they coined “the cultural cancer of our age”.

CORE ACTIVITIES

- Spread the “Late is as good as never” message.
- Lobby the government for tough punctuality legislation.
- Provide support and counselling for the tardy.
- Develop an accountability culture for Britain’s lateness.
- Reward those who practice good time-keeping.
- Shamelessly plug the services of our fantastic sponsor – Special Delivery.™

LATENESS FACTS & FIGURES

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| Man-hours lost to lateness by British industry every year. ¹ | 11 million |
| People admitting to at least one act of lateness every day. ² | 80% |
| Average number of hours lost to lateness per year, per capita in Britain. ³ | 38 |
| % of people over the age of 50 who claim they are never late. ⁴ | 80% |
| Percentage of Royal Mail Special Delivery® packages delivered on time. ⁵ | 99% |

1 Scotsman.com September 26, 2006.

2 Of 20 people asked at Castle Bytham service station, 16 admitted multiple earlyness violations.

3 The Times (London), June 29, 2006.

4 The Daily Telegraph, May 27, 2005.

5 9am: For the full year April 2005 to March 2006 Royal Mail Special Delivery® 9.00am delivered 99% on time. Source: RMGTT (Royal Mail Generic Track & Trace System).

REGISTRATION INFORMATION

Do your bit; use highly-punctual services such as Royal Mail Special Delivery.® Find out more about Special Delivery™ at www.royalmail.com/specialdelivery and join the Stop Lateness movement, at www.stoplateness.com

TIMELINE

Oct 2004:

Inaugural *Stop Lateness* meeting of founder members at Royal Mail’s Special Delivery® HQ.

Jan 2005:

Conducted groundbreaking survey into the effects of lateness on society.*

April 2005:

Demonstrators gather in Hyde Park, London (at exactly 9am) for world’s first Punctuality Rally.

Sept 2005:

Momentum increases. *Stop Lateness* signs up milestone 3rd member.

Jan 2006:

Royal Mail Special Delivery® officially endorses the *Stop Lateness* campaign.

April 2006:

Party to celebrate Special Delivery’s™ new electronic proof of delivery facility. Ordinary people everywhere can now prove how punctual their deliveries are.

June 2006:

Stop Lateness joins forces with Dr. Eva Gudorsen of the Pünktliche Klinik, Düsseldorf to work on cure for common lateness.

Nov 2006:

Launch of stoplateness.com – the world’s first website dedicated to abolishing lateness.

Jan 2010:

Stop Lateness starts new decade with Britain running 100% on time, if not slightly early.

* In total, lots of people were surveyed. The gist of the findings was that the effects of lateness are very bad.