

C

March 2016

 TV LICENSING

Sales

Confidential

Sales MPP - Index

Page Schedule Title

1	Sales Analysis
2	TV Licence Sales by Value: 2015/16 - By Time of Renewal
3	TV Licence Sales by Volume: 2015/16 - By Time of Renewal
4	TV Licence Sales Value by Payment Channel 2015/16 & TV Licence Sales Volume by Payment Channel 2015/16
5	Sales Graphs - Moving Annual Total
6	Easy Payment Scheme Churn - 13 Month Summary
7	Direct Debit Penetration Rate - 13 Month Summary & Licences in Force (m) by Payment Scheme - 13 Month Summary
8	Capita Sales Volumes - Served & Self Served Splits
9	Capita Sales Volumes - (Served & Self Served Splits - 12 month rolling rate) & (Served & Served Served Splits (Excluding No Interaction))
10	Direct Debit Scheme Joiners
11	Direct Debit Scheme Leavers

Schedule Amendments/Additions:

Additions:

Amendments:

An adjustment has been made to the 'Direct Debit Cancellation values' line.

This is to reflect an amendment to akinika DCA reporting

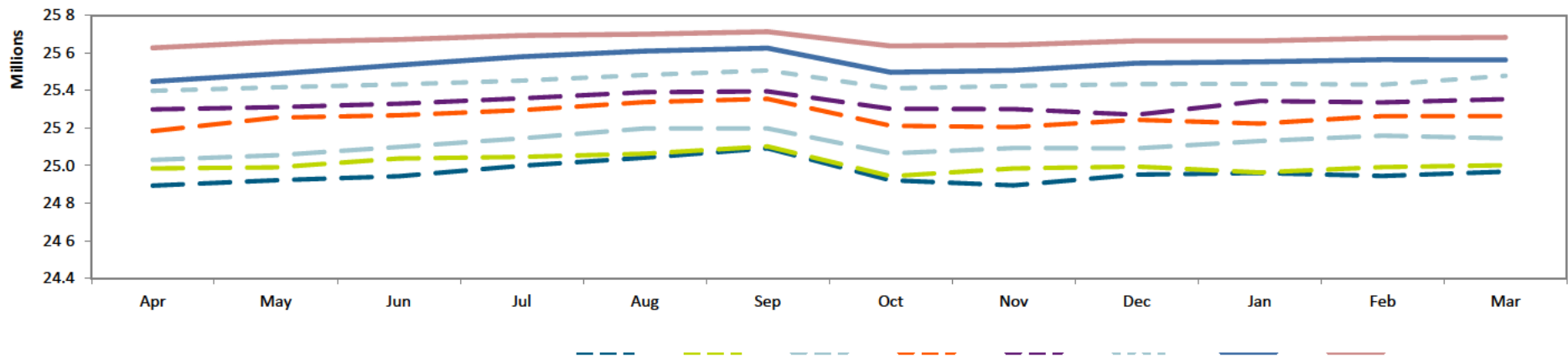
The adjustment has been made on a historical monthly basis for this financial year and now shows the correct YTD figure.

This means figures will be correct for future forecasting purposes.

Sales Analysis

	Volume			Value		
	Actual	14/15	Variance	Actual	14/15	Variance
New Issues	149.0	162.1	(13.1)	21.7	23.6	(1.9)
Renewals	2,092.5	2,085.6	6.9	304.4	303.4	0.9
Manual etc.	31.9	35.3	(3.4)	4.6	5.1	(0.5)
Gross Sales	2,273.4	2,283.0	(9.6)	330.7	332.1	(1.4)
Deletions	(71.3)	(86.6)	15.2	(11.3)	(13.7)	2.4
Net Sales	2,202.1	2,196.5	5.6	319.4	318.5	0.9
QBS Premium				1.4	1.5	(0.0)
ARC				0.1	0.3	(0.2)

Net Sales - Moving Annual Total



TV Licence Sales By Value: 2015/16 - By Time of Renewal

March 2016						Sales Value Analysis (£m)	Year to Date						Full Year
Actual	Target	Variance		14/15	Variance		Actual	Target	Variance		14/15	Variance	Target
£m	£m	£m	%	£m	£m		£m	£m	£m	%	£m	£m	£m
19.0	19.5	(0.5)	(2.5)	20.4	(1.4)	New Issues	227.7	234.8	(7.1)	(3.0)	236.1	(8.5)	234.8
2.0	2.5	(0.5)	(19.1)	2.4	(0.4)	CEE New Issues	23.4	27.1	(3.7)	(13.7)	28.1	(4.8)	27.1
0.6	0.7	(0.1)	(13.8)	0.7	(0.1)	MCP New Issues	7.4	8.1	(0.7)	(8.7)	8.1	(0.8)	8.1
21.7	22.7	(1.1)	(4.7)	23.6	(1.9)	TOTAL NEW ISSUES	258.4	269.9	(11.5)	(4.3)	272.4	(14.0)	269.9
13.9	15.6	(1.7)	(11.1)	15.1	(1.1)	On Time Renewals	148.3	157.7	(9.4)	(6.0)	158.7	(10.3)	157.7
32.1	31.9	0.1	0.5	33.6	(1.6)	CFL Early Renewals	354.6	350.0	4.6	1.3	364.0	(9.3)	350.0
43.8	41.3	2.5	6.2	42.3	1.5	Free Over 75 Licence Sales	594.4	588.5	5.8	1.0	589.1	5.2	588.5
192.1	188.9	3.2	1.7	189.5	2.6	Easy Payment Renewals	2,194.2	2,179.7	14.5	0.7	2,159.6	34.6	2,179.7
4.5	5.1	(0.6)	(12.3)	4.8	(0.3)	Late Renewals	53.4	54.3	(0.9)	(1.7)	54.6	(1.2)	54.3
13.4	14.7	(1.3)	(8.7)	13.3	0.2	CEE Renewals	163.3	169.5	(6.3)	(3.7)	165.3	(2.1)	169.5
4.6	5.2	(0.6)	(10.8)	4.9	(0.3)	MCP Renewals	52.4	53.4	(1.0)	(1.8)	54.2	(1.7)	53.4
304.4	302.7	1.7	0.5	303.4	0.9	TOTAL RENEWALS	3,560.6	3,553.2	7.4	0.2	3,545.4	15.2	3,553.2
4.6	5.5	(0.8)	(15.3)	5.1	(0.5)	Manual Licences	29.6	28.1	1.5	26.5	28.2	1.4	28.1
0.0	0.0	0.0	0.0	0.0	0.0	Channel Islands	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	44.9	0.0	(0.0)	Miscellaneous Income	0.0	0.0	0.0	89.9	0.1	(0.1)	0.0
330.7	330.9	(0.2)	(0.1)	332.1	(1.4)	Gross Sales	3,848.7	3,851.2	(2.6)	(0.1)	3,846.2	2.5	3,851.2
						EPS Cancellations							
(2.2)	(3.2)	1.0	30.0	(4.1)	1.9	Direct Debit	(26.9)	(31.0)	4.1	13.3	(31.3)	4.5	(31.0)
(3.9)	(3.6)	(0.3)	(9.2)	(4.2)	0.3	CEE and MCP	(38.0)	(37.8)	(0.2)	(0.6)	(37.8)	(0.2)	(37.8)
(2.6)	(2.3)	(0.2)	(10.5)	(2.3)	(0.3)	Refunds	(28.7)	(28.7)	(0.1)	(0.3)	(28.6)	(0.1)	(28.7)
(2.6)	(2.8)	0.2	8.1	(3.1)	0.4	Revocations	(31.3)	(35.1)	3.8	10.9	(35.1)	3.8	(35.1)
(0.0)	(0.0)	(0.0)	(79.7)	(0.0)	0.0	Other Deletions	(0.0)	(0.0)	(0.0)	(74.0)	(0.0)	0.0	(0.0)
(11.3)	(11.9)	0.6	5.1	(13.7)	2.4	TOTAL DELETIONS	(124.9)	(132.6)	7.6	5.8	(132.8)	7.9	(132.6)
319.4	319.0	0.4	0.1	318.5	0.9	Net Sales	3,723.7	3,718.7	5.0	0.1	3,713.3	10.4	3,718.7
0.1	0.3	(0.2)	(80.6)	0.3	(0.2)	ARC	3.0	3.3	(0.3)	(10.4)	3.3	(0.3)	3.3
1.4	1.4	0.1	4.7	1.5	(0.0)	QBS Premium	16.2	16.0	0.1	0.9	16.3	(0.1)	16.0
320.9	320.7	0.2	0.1	320.2	0.7	Total Net Sales	3,742.8	3,738.0	4.8	0.1	3,732.9	9.9	3,738.0

Memorandum Free Licence Sales included above

47.2
(0.0)
47.2
2.6
(2.2)
(1.3)
46.4

Memorandum CEE and MCP Cancellations included above

(3.5)
(0.4)
(3.9)

Gross Free Over 75 Licence Sales	610.4
Free Over 75 ARC	1.7
Total Free Licences Issued	612.1
Discounts Claimable	25.6
Discounts Refunded to DSS	(12.3)
STL's Refunded to DSS	(3.8)
Free Over 75 Licence Sales	621.7

CEE Cancellations	(34.7)
MCP Cancellations	(3.4)
CEE / MCP Cancellations	(38.0)

NOTE: The values of DD Cancellations and Refunds relate to ALL DD Cancellations and Refunds regardless of the status of the related licences.

TV Licence Sales By Volume: 2015/16 - By Time of Renewal

March 2016						Sales Volume Analysis ('000)				Year to Date						Full Year			
Actual	Target	Variance		14/15	Variance					Actual	Target	Variance		14/15	Variance	Target	14/15	Variance	
		Actual vs Target										Actual vs Target							
'000	'000	'000	%	'000	'000					'000	'000	'000	%	'000	'000	'000	'000	'000	%
130.7	134.0	(3.3)	(2.5)	140.5	(9.8)	New Issues				1,565.0	1,613.8	(48.8)	(3.0)	1,623.1	(58.1)	1,613.8	1,623.1	(9.3)	(0.6)
14.0	17.3	(3.3)	(19.1)	16.6	(2.6)	CEE New Issues				160.6	186.0	(25.4)	(13.7)	193.4	(32.8)	186.0	193.4	(7.4)	(3.8)
4.3	5.0	(0.7)	(13.8)	5.0	(0.7)	MCP New Issues				50.7	55.6	(4.8)	(8.7)	56.0	(5.3)	55.6	56.0	(0.4)	(0.7)
149.0	156.4	(7.3)	(4.7)	162.1	(13.1)	TOTAL NEW ISSUES				1,776.3	1,855.4	(79.1)	(4.3)	1,872.5	(96.2)	1,855.4	1,872.5	(17.1)	(0.9)
95.6	107.6	(11.9)	(11.1)	103.6	(7.9)	On Time Renewals				1,020.5	1,085.1	(64.6)	(5.9)	1,091.6	(71.0)	1,085.1	1,091.6	(6.5)	(0.6)
220.5	219.5	1.0	0.5	231.2	(10.7)	CFL Early Renewals				2,439.5	2,407.5	32.0	1.3	2,503.8	(64.3)	2,407.5	2,503.8	(96.3)	(3.8)
301.4	283.8	17.6	6.2	290.8	10.6	Free Over 75 Licence Sales				4,084.7	4,046.5	38.3	0.9	4,048.8	35.9	4,046.5	4,048.8	(2.4)	(0.1)
1,320.2	1,298.5	21.7	1.7	1,302.5	17.8	Easy Payment Renewals				15,081.3	14,982.0	99.3	0.7	14,843.5	237.8	14,982.0	14,843.5	138.5	0.9
30.8	35.1	(4.3)	(12.3)	32.9	(2.1)	Late Renewals				367.4	373.7	(6.3)	(1.7)	375.8	(8.4)	373.7	375.8	(2.1)	(0.6)
92.2	101.0	(8.8)	(8.7)	92.3	(0.1)	CEE Renewals				1,122.1	1,165.2	(43.1)	(3.7)	1,137.4	(15.3)	1,165.2	1,137.4	27.8	2.4
31.7	35.6	(3.8)	(10.8)	32.4	(0.7)	MCP Renewals				360.2	366.7	(6.6)	(1.8)	370.9	(10.7)	366.7	370.9	(4.1)	(1.1)
2,092.5	2,081.1	11.4	0.5	2,085.6	6.9	TOTAL RENEWALS				24,475.7	24,426.6	49.1	0.2	24,371.8	103.9	24,426.6	24,371.8	54.8	0.2
31.9	37.6	(5.8)	(15.3)	35.2	(3.4)	Manual Licences				203.5	193.0	10.5	5.4	194.0	9.5	193.0	194.0	(1.0)	(0.5)
0.0	0.0	0.0	0.0	0.0	0.0	Channel Islands				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
0.0	0.0	0.0	44.9	0.0	(0.0)	Miscellaneous Income				0.2	0.1	0.1	89.5	0.7	(0.5)	0.1	0.7	(0.6)	(86.4)
2,273.4	2,275.0	(1.6)	(0.1)	2,283.0	(9.6)	Gross Sales				26,455.6	26,475.1	(19.4)	(0.1)	26,439.0	16.6	26,475.1	26,439.0	36.0	0.1
						EPS Cancellations													
(13.0)	(17.1)	4.0	23.7	(20.6)	7.6	Direct Debit				(162.8)	(167.3)	4.5	2.7	(166.8)	3.9	(167.3)	(166.8)	(0.5)	(0.3)
(25.4)	(26.1)	0.8	2.9	(28.8)	3.4	CEE and MCP				(261.4)	(275.4)	14.0	5.1	(277.2)	15.8	(275.4)	(277.2)	1.8	0.7
(14.9)	(15.5)	0.7	4.2	(16.2)	1.3	Refunds				(177.9)	(192.0)	14.1	7.3	(191.6)	13.7	(192.0)	(191.6)	(0.4)	(0.2)
(18.0)	(19.6)	1.6	8.1	(21.0)	3.0	Revocations				(215.1)	(241.3)	26.2	10.9	(241.2)	26.1	(241.3)	(241.2)	(0.1)	(0.0)
(0.0)	(0.0)	(0.0)	(754.4)	(0.0)	(0.0)	Other Deletions				(0.3)	(0.1)	(0.2)	(444.2)	(0.2)	(0.1)	(0.1)	(0.2)	0.1	71.2
(71.3)	(78.3)	7.0	8.9	(86.6)	15.2	TOTAL DELETIONS				(817.5)	(876.0)	58.5	6.7	(876.9)	59.4	(876.0)	(876.9)	0.9	0.1
2,202.1	2,196.7	5.4	0.2	2,196.5	5.6	Net Sales				25,638.1	25,599.0	39.1	0.2	25,562.1	76.0	25,599.0	25,562.1	36.9	0.1
Memorandum Free Licence Sales included as Early Renewals above																			
324.8						Free Licences Issued				4,196.7									
(23.4)						Free following STL current year				(112.0)									
301.4						Free Over 75 Licence Sales				4,084.7									
Memorandum CEE and MCP Cancellations included above																			
(22.7)						CEE Cancellations				(233.4)									
(2.6)						MCP Cancellations				(27.9)									
(25.4)						CEE / MCP Cancellations				(261.4)									

NOTE: The volumes of DD Cancellations / Refunds relate ONLY to those DD Cancellations / Refunds which are made against licences currently in force.

Confidential

Sales

Page 3

TV Licence Sales Value By Payment Channel 2015/16

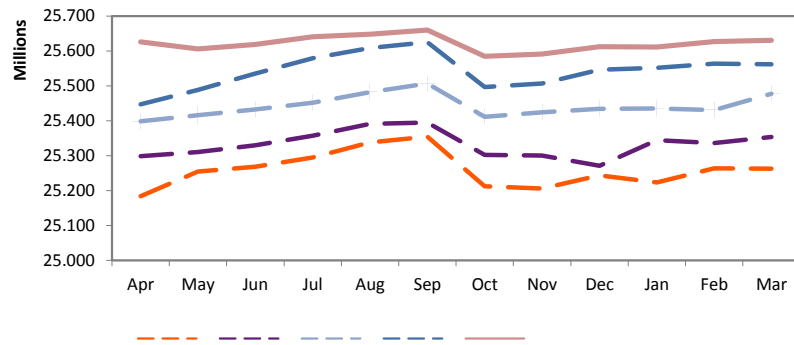
Sales Value		Analysis (£m)	Year to Date	
Actual £m	%	Payment Channel	Actual £m	%
143.0	43.2	MBP	1,630.0	42.4
42.1	12.7	QBP	475.6	12.4
23.9	7.2	DDA	286.9	7.5
0.0	0.0	DDI	0.0	0.0
209.1	63.2	Total Direct Debit	2,392.6	62.2
10.3	3.1	Capita Cheque	79.7	2.1
31.0	9.4	Credit/Debit Card	341.6	8.9
0.5	0.2	Homebanking	5.2	0.1
0.0	0.0	Miscellaneous Income	0.0	0.0
43.8	13.3	Free Over 75	594.4	15.4
294.7	89.1	Gross Capita Sales	3,413.5	88.7
0.2	0.0	Islands Post Office	1.9	0.1
0.6	0.2	MCP New Issues	7.4	0.2
4.6	1.4	MCP Renewals	52.4	1.4
2.0	0.6	CEE New Issues	23.4	0.6
13.4	4.1	CEE Renewals	163.3	4.2
3.4	1.0	TSC	49.7	1.3
11.7	3.5	Paypoint	137.2	3.6
36.0	10.9	Gross Non-Capita Sales	435.2	11.3
330.7	100.0	Total Gross Sales inc Free	3,848.7	100.0
(2.2)		Capita Cancellations	(26.9)	
(2.6)		Capita Refunds	(28.7)	
(2.6)		Capita Revocations	(31.3)	
(0.0)		Capita Other Deletions	(0.0)	
(7.4)		Capita Deletions	(86.9)	
(3.9)		Non-Capita Cancellations	(38.0)	
(11.3)		Total Deletions	(124.9)	
319.4		Net Sales	3,723.7	
0.1		ARC	3.0	
1.4		QBS Premium	16.2	
320.9		Total Net Sales	3,742.8	

TV Licence Sales Volume By Payment Channel 2015/16

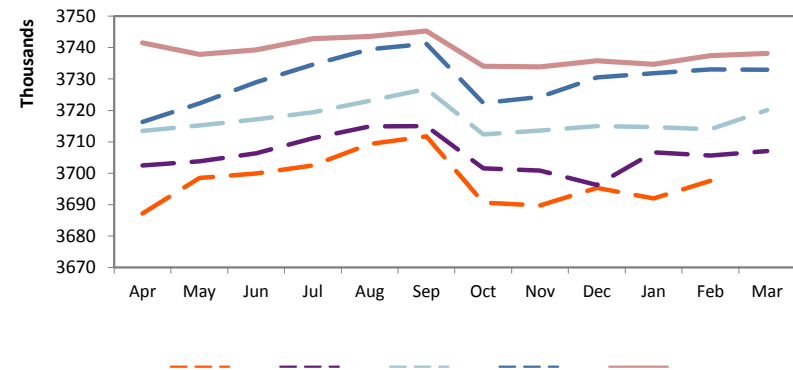
Sales Volume				Analysis ('000)	Year to Date			
Actual 000	%	14/15 000	Variance 000	Payment Channel	Actual 000	%	14/15 000	Variance 000
983.0	43.2	973.0	10.0	MBP	11,202.9	42.3	11,064.9	138.0
289.2	12.7	293.4	(4.1)	QBP	3,268.9	12.4	3,259.5	9.4
164.7	7.2	160.6	4.1	DDA	1,973.0	7.5	1,914.5	58.5
0.0	0.0	0.0	0.0	DDI	0.0	0.0	6.7	(6.7)
1,436.9	63.2	1,426.9	10.0	Total Direct Debit	16,444.9	62.2	16,245.6	199.3
69.7	3.1	75.3	(5.5)	Capita Cheque	535.9	2.0	591.0	(55.0)
213.5	9.4	214.6	(1.1)	Credit/Debit Card	2,350.0	8.9	2,335.7	14.4
3.4	0.2	3.7	(0.3)	Homebanking	36.0	0.1	36.4	(0.3)
0.0	0.0	0.0	(0.0)	Miscellaneous Income	0.2	0.0	0.7	(0.5)
301.4	13.3	290.8	10.6	Free Over 75	4,084.7	15.4	4,048.8	35.9
2,024.9	89.1	2,011.3	13.7	Gross Capita Sales	23,451.7	88.6	23,258.2	193.6
1.1	0.0	1.4	(0.3)	Islands Post Office	13.4	0.1	14.1	(0.7)
4.3	0.2	5.0	(0.7)	MCP New Issues	50.7	0.2	56.0	(5.3)
31.7	1.4	32.4	(0.7)	MCP Renewals	360.2	1.4	370.9	(10.7)
14.0	0.6	16.6	(2.6)	CEE New Issues	160.6	0.6	193.4	(32.8)
92.2	4.1	92.3	(0.1)	CEE Renewals	1,122.1	4.2	1,137.4	(15.3)
23.7	1.0	26.0	(2.3)	TSC	341.4	1.3	372.3	(30.9)
81.4	3.6	98.0	(16.6)	Paypoint	955.5	3.6	1,036.8	(81.2)
248.5	10.9	271.7	(23.3)	Gross Non-Capita Sales	3,003.9	11.4	3,180.9	(177.0)
2,273.4	100.0	2,283.0	(9.6)	Total Gross Sales inc Free	26,455.6	100.0	26,439.0	16.6
(13.0)		(20.6)	7.6	Capita Cancellations	(162.8)		(166.8)	3.9
(14.9)		(16.2)	1.3	Capita Refunds	(177.9)		(191.6)	13.7
(18.0)		(21.0)	3.0	Capita Revocations	(215.1)		(241.2)	26.1
(0.0)		(0.0)	(0.0)	Capita Other Deletions	(0.3)		(0.2)	(0.1)
(45.9)		(57.8)	11.8	Capita Deletions	(556.2)		(599.7)	43.6
(25.4)		(28.8)	3.4	Non-Capita Cancellations	(261.4)		(277.2)	15.8
(71.3)		(86.6)	15.2	Total Deletions	(817.5)		(876.9)	59.4
2,202.1		2,196.5	5.6	Net Sales	25,638.1		25,562.1	76.0

Sales Graphs - Moving Annual Total

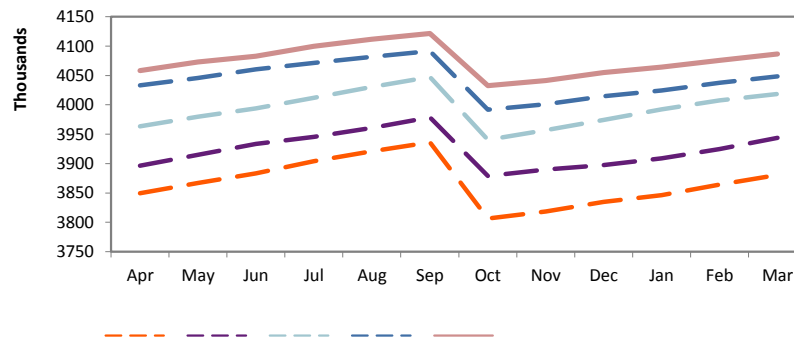
Net Sales by Volume



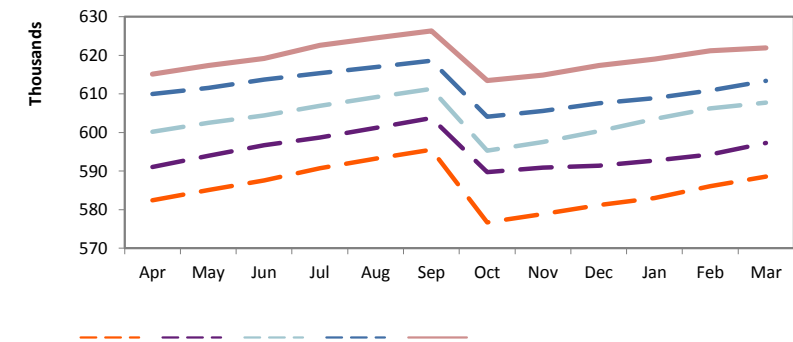
Net Sales by Value



Over 75 Sales by Volume



Over 75 Sales by Value



Easy Payment Scheme Churn - 13 Month Summary

	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16	12 Month Churn
MBP														
Member B/F	10,399,800	10,410,950	10,418,833	10,429,515	10,438,619	10,444,956	10,451,735	10,472,079	10,498,142	10,517,891	10,526,515	10,555,080	10,570,530	10,410,950
Joiners	106,720	86,036	84,256	90,965	92,357	98,584	112,312	103,719	98,655	84,880	99,771	99,406	99,874	1,150,815
Leavers	(95,570)	(78,153)	(73,574)	(81,861)	(86,020)	(91,805)	(91,968)	(77,656)	(78,906)	(76,256)	(71,206)	(83,956)	(86,376)	(977,737)
Members C/F	10,410,950	10,418,833	10,429,515	10,438,619	10,444,956	10,451,735	10,472,079	10,498,142	10,517,891	10,526,515	10,555,080	10,570,530	10,584,028	10,584,028
														8.46%
QBS														
Member B/F	3,064,146	3,063,142	3,063,286	3,062,605	3,060,859	3,058,717	3,056,382	3,057,656	3,062,125	3,064,573	3,063,031	3,069,366	3,071,368	3,063,142
Joiners	32,609	26,535	24,842	28,173	27,079	28,557	33,602	31,790	30,658	24,948	31,550	30,432	29,900	348,066
Leavers	(33,613)	(26,391)	(25,523)	(29,919)	(29,221)	(30,892)	(32,328)	(27,321)	(28,210)	(26,490)	(25,215)	(28,430)	(28,274)	(338,214)
Members C/F	3,063,142	3,063,286	3,062,605	3,060,859	3,058,717	3,056,382	3,057,656	3,062,125	3,064,573	3,063,031	3,069,366	3,071,368	3,072,994	3,072,994
														9.91%
DDA														
Member B/F	1,830,254	1,833,542	1,836,451	1,840,482	1,845,096	1,848,857	1,855,276	1,861,576	1,869,906	1,873,603	1,876,765	1,881,807	1,886,003	1,833,542
Joiners	15,729	12,986	13,696	15,660	15,984	18,358	20,511	19,964	15,571	13,753	15,941	15,892	16,000	194,316
Leavers	(12,441)	(10,077)	(9,665)	(11,046)	(12,223)	(11,939)	(14,211)	(11,634)	(11,874)	(10,591)	(10,899)	(11,696)	(11,957)	(137,812)
Members C/F	1,833,542	1,836,451	1,840,482	1,845,096	1,848,857	1,855,276	1,861,576	1,869,906	1,873,603	1,876,765	1,881,807	1,886,003	1,890,046	1,890,046
														6.80%
DDI														
Member B/F	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Joiners	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Leavers	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Members C/F	0	0	0	0	0	0	0	0	0	0	0	0	0	0
														0.00%
Total														
Member B/F	15,294,200	15,307,634	15,318,570	15,332,602	15,344,574	15,352,530	15,363,393	15,391,311	15,430,173	15,456,067	15,466,311	15,506,253	15,527,901	15,307,634
Joiners	155,058	125,557	122,794	134,798	135,420	145,499	166,425	155,473	144,884	123,581	147,262	145,730	145,774	1,693,197
Leavers	(141,624)	(114,621)	(108,762)	(122,826)	(127,464)	(134,636)	(138,507)	(116,611)	(118,990)	(113,337)	(107,320)	(124,082)	(126,607)	(1,453,763)
Members C/F	15,307,634	15,318,570	15,332,602	15,344,574	15,352,530	15,363,393	15,391,311	15,430,173	15,456,067	15,466,311	15,506,253	15,527,901	15,547,068	15,547,068
														8.55%
Average														
Net Change in Membership	13,434	10,936	14,032	11,972	7,956	10,863	27,918	38,862	25,894	10,244	39,942	21,648	19,167	19,953
Leavers as % of Joiners	91.34%	91.29%	88.57%	91.12%	94.12%	92.53%	83.22%	75.00%	82.13%	91.71%	72.88%	85.15%	86.85%	85.86%

NOTE: 12 Month Churn is calculated as: Sum of Leavers over last 12 months divided by Members C/F from 12 months ago plus Sum of Joiners over last 12 months

Direct Debit Penetration Rate & Licences in Force (m) by Payment Scheme - 13 Month Summaries

	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Total LIF	25,507,726	25,512,658	25,498,652	25,507,855	25,522,699	25,523,194	25,529,264	25,560,424	25,497,860	25,502,198	25,511,526	25,542,060	25,557,129
O75 LIF	4,079,862	4,091,747	4,099,994	4,109,286	4,124,951	4,134,112	4,147,104	4,151,391	4,067,260	4,076,638	4,085,932	4,096,966	4,110,003
Net of O75 LIF	21,427,864	21,420,911	21,398,658	21,398,569	21,397,748	21,389,082	21,382,160	21,409,033	21,430,600	21,425,560	21,425,594	21,445,094	21,447,126
DD LIF													
MBP	10,471,340	10,486,904	10,497,839	10,505,388	10,511,051	10,522,764	10,536,585	10,559,373	10,581,109	10,591,863	10,618,076	10,630,476	10,642,256
QBS	3,058,960	3,059,750	3,059,201	3,057,204	3,055,205	3,053,975	3,053,967	3,058,063	3,060,872	3,059,663	3,065,904	3,067,541	3,068,859
DDA	1,823,874	1,827,576	1,831,664	1,835,756	1,839,492	1,845,238	1,852,111	1,858,747	1,864,392	1,867,736	1,872,543	1,876,032	1,880,068
DDI	0	0	0	0	0	0	0	0	0	0	0	0	0
Total DD LIF	15,354,174	15,374,230	15,388,704	15,398,348	15,405,748	15,421,977	15,442,663	15,476,183	15,506,373	15,519,262	15,556,523	15,574,049	15,591,183
DD Penetration Rate	71.66%	71.77%	71.91%	71.96%	72.00%	72.10%	72.22%	72.29%	72.36%	72.43%	72.61%	72.62%	72.70%
Monthly Increase/(Decrease)	0.09%	0.12%	0.14%	0.05%	0.04%	0.11%	0.12%	0.07%	0.07%	0.08%	0.17%	0.02%	0.07%
12 Month Cumulative	1.38%	1.44%	1.44%	1.41%	1.40%	1.37%	1.38%	1.37%	1.20%	1.13%	1.13%	1.06%	1.04%

O75 LIF relates to O75 licences claimable at full fee only. Over 75 ARC licences are not included in full LIF but are included as part of ARC LIF.

Licences in Force													
	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Counterfoil	4.271	4.250	4.229	4.224	4.225	4.212	4.193	4.194	4.190	4.186	4.155	4.157	4.153
Over 75	4.080	4.092	4.100	4.109	4.125	4.134	4.149	4.153	4.067	4.077	4.087	4.097	4.110
Direct Debit													
MBP	10.471	10.487	10.498	10.505	10.511	10.523	10.537	10.559	10.581	10.592	10.618	10.630	10.642
QBS	3.059	3.060	3.059	3.057	3.055	3.054	3.054	3.058	3.061	3.060	3.066	3.068	3.069
DDA	1.824	1.828	1.832	1.836	1.839	1.845	1.852	1.859	1.864	1.866	1.873	1.876	1.880
DDI	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
CEE	1.065	1.062	1.054	1.051	1.046	1.039	1.032	1.029	1.030	1.021	1.016	1.019	1.012
MCP	0.378	0.377	0.372	0.373	0.371	0.369	0.368	0.366	0.365	0.363	0.362	0.362	0.360
TSC	0.358	0.357	0.355	0.352	0.350	0.348	0.345	0.342	0.340	0.338	0.335	0.332	0.330
Total LIF	25.508	25.513	25.499	25.508	25.523	25.523	25.529	25.560	25.498	25.502	25.512	25.542	25.557

Capita Sales Volumes - Served & Self Served Splits

	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Volumes													
DD Served	38,086	34,036	32,045	34,672	34,737	31,496	34,674	35,520	31,799	26,972	33,028	32,296	32,872
DD IVR	4,288	2,929	2,947	3,065	3,049	2,737	2,875	2,872	2,761	2,066	2,862	2,701	2,573
DD Web	92,903	76,141	79,043	79,345	83,803	89,475	101,484	101,344	96,432	83,811	101,496	91,936	96,142
DD no interact	1,291,001	1,046,397	1,088,626	1,130,636	1,175,828	1,188,091	1,308,139	1,411,592	1,472,793	1,238,336	1,334,698	1,236,412	1,305,289
DCC Served	25,267	15,236	5,554	27,149	17,341	14,517	17,162	18,858	19,987	16,751	19,078	20,065	21,161
DCC IVR	21,203	12,413	12,816	12,695	15,158	13,940	17,483	20,890	17,262	15,119	16,019	16,834	17,698
DCC WEB	168,104	116,501	137,012	133,383	145,368	162,359	188,669	206,652	168,074	157,087	184,475	174,612	174,645
Cheques Served	79,228	33,331	37,958	38,513	43,708	48,011	52,060	61,430	45,058	38,942	46,134	53,771	73,175
Over 75 Serve	19,069	15,296	14,790	14,923	18,819	14,570	17,203	27,867	16,815	17,718	16,524	18,952	17,853
Over 75 no interaction	271,587	300,406	287,013	283,295	278,332	269,763	263,099	757,611	283,575	297,362	273,567	297,607	283,528
	2,010,736	1,652,686	1,697,804	1,757,676	1,816,143	1,834,959	2,002,848	2,644,636	2,154,556	1,894,164	2,027,881	1,945,186	2,024,936
Summary Percentages													
% IVR	1.3%	0.9%	0.9%	0.9%	1.0%	0.9%	1.0%	0.9%	0.9%	0.9%	0.9%	1.0%	1.0%
% Web	13.0%	11.7%	12.7%	12.1%	12.6%	13.7%	14.5%	11.6%	12.3%	12.7%	14.1%	13.7%	13.4%
% Served	8.0%	5.9%	5.3%	6.6%	6.3%	5.9%	6.0%	5.4%	5.3%	5.3%	5.7%	6.4%	7.2%
% No interaction	77.7%	81.5%	81.0%	80.4%	80.1%	79.4%	78.5%	82.0%	81.5%	81.1%	79.3%	78.9%	78.5%

Capita Sales Volumes - Served & Self Served Splits (Excluding No Interaction)

Served Percentages													
DD Served	8.5%	11.1%	9.9%	10.1%	9.6%	8.4%	8.0%	7.5%	8.0%	7.5%	7.9%	7.9%	7.5%
DD IVR	1.0%	1.0%	0.9%	0.9%	0.8%	0.7%	0.7%	0.6%	0.7%	0.6%	0.7%	0.7%	0.6%
DD Web	20.7%	24.9%	24.5%	23.1%	23.2%	23.7%	23.5%	21.3%	24.2%	23.4%	24.2%	22.4%	22.0%
DCC Served	5.6%	5.0%	1.7%	7.9%	4.8%	3.8%	4.0%	4.0%	5.0%	4.7%	4.5%	4.9%	4.9%
DCC IVR	4.7%	4.1%	4.0%	3.7%	4.2%	3.7%	4.1%	4.4%	4.3%	4.2%	3.8%	4.1%	4.1%
DCC WEB	37.5%	38.1%	42.5%	38.8%	40.2%	43.1%	43.7%	43.5%	42.2%	43.8%	44.0%	42.5%	40.0%
Cheques Served	17.7%	10.9%	11.8%	11.2%	12.1%	12.7%	12.1%	12.9%	11.3%	10.9%	11.0%	13.1%	16.8%
Over 75 Served	4.3%	5.0%	4.6%	4.3%	5.2%	3.9%	4.0%	5.9%	4.2%	4.9%	3.9%	4.6%	4.1%
Total Served	18.4%	21.1%	16.3%	22.3%	19.6%	16.1%	16.0%	17.3%	17.2%	17.1%	16.4%	17.3%	16.5%
Total Cheques	17.7%	10.9%	11.8%	11.2%	12.1%	12.7%	12.1%	12.9%	11.3%	10.9%	11.0%	13.1%	16.8%
Total IVR	5.7%	5.0%	4.9%	4.6%	5.0%	4.4%	4.7%	5.0%	5.0%	4.8%	4.5%	4.8%	4.6%
Total Web	58.2%	63.0%	67.1%	61.9%	63.3%	66.8%	67.2%	64.8%	66.4%	67.2%	68.2%	64.8%	62.1%

Capita Sales Volumes - Served & Self Served Splits - 12 Month Rolling Rate

	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16	Mar 16
Volumes												
DD Served	443,039	438,735	436,305	427,840	422,498	415,750	409,453	407,237	404,355	399,714	399,361	394,147
DD IVR	43,692	43,207	42,753	42,088	41,577	40,819	39,479	38,488	37,478	36,346	35,152	33,437
DD Web	1,020,392	1,020,834	1,016,774	1,019,602	1,024,200	1,030,074	1,039,115	1,049,078	1,059,330	1,068,118	1,077,213	1,080,452
DD no interact	14,755,054	14,769,090	14,792,457	14,814,715	14,832,134	14,853,626	14,864,911	14,880,327	14,896,383	14,909,475	14,922,549	14,936,837
DCC Served	271,291	260,358	266,930	262,066	256,892	240,050	235,235	243,121	225,530	219,038	216,965	212,859
DCC IVR	206,665	205,071	203,829	204,980	207,259	207,462	203,869	199,840	196,709	193,632	191,832	188,327
DCC WEB	1,894,779	1,878,545	1,876,384	1,882,799	1,889,122	1,891,903	1,919,248	1,914,263	1,928,396	1,936,038	1,942,296	1,948,837
Cheques Served	620,628	614,246	604,941	599,051	589,528	594,972	592,398	581,109	586,432	581,391	578,144	572,091
Over 75 Serve	199,362	201,044	202,431	206,590	208,546	209,552	209,061	210,126	212,009	211,684	212,546	211,330
Over 75 no interaction	3,858,796	3,871,787	3,880,245	3,893,050	3,903,090	3,912,022	3,823,820	3,831,634	3,843,369	3,852,855	3,863,217	3,875,158
	23,313,698	23,302,917	23,323,049	23,352,781	23,374,846	23,396,230	23,336,589	23,355,223	23,389,991	23,408,291	23,439,275	23,453,475
Summary Percentages												
% IVR	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.0%	1.0%	1.0%	1.0%	1.0%	0.9%
% Web	12.5%	12.4%	12.4%	12.4%	12.5%	12.5%	12.7%	12.7%	12.8%	12.8%	12.9%	12.9%
% Served	6.6%	6.5%	6.5%	6.4%	6.3%	6.2%	6.2%	6.2%	6.1%	6.0%	6.0%	5.9%
% No interaction	79.8%	80.0%	80.1%	80.1%	80.2%	80.2%	80.1%	80.1%	80.1%	80.2%	80.1%	80.2%

Capita Sales Volumes - Served & Self Served Splits (Excluding No Interaction)

Served Percentages												
DD Served	9.4%	9.4%	9.4%	9.2%	9.1%	9.0%	8.8%	8.8%	8.7%	8.6%	8.6%	8.5%
DD IVR	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.8%	0.8%	0.8%	0.8%	0.8%	0.7%
DD Web	21.7%	21.9%	21.9%	22.0%	22.1%	22.2%	22.4%	22.6%	22.8%	23.0%	23.1%	23.3%
DCC Served	5.8%	5.6%	5.7%	5.6%	5.5%	5.2%	5.1%	5.2%	4.8%	4.7%	4.7%	4.6%
DCC IVR	4.4%	4.4%	4.4%	4.4%	4.5%	4.5%	4.4%	4.3%	4.2%	4.2%	4.1%	4.1%
DCC WEB	40.3%	40.3%	40.3%	40.5%	40.7%	40.9%	41.3%	41.2%	41.5%	41.7%	41.7%	42.0%
Cheques Served	13.2%	13.2%	13.0%	12.9%	12.7%	12.8%	12.7%	12.5%	12.6%	12.5%	12.4%	12.3%
Over 75 Serve	4.2%	4.3%	4.4%	4.4%	4.5%	4.5%	4.5%	4.5%	4.6%	4.6%	4.6%	4.6%
Total Served	19.4%	19.3%	19.5%	19.3%	19.1%	18.7%	18.4%	18.5%	18.1%	17.9%	17.8%	17.6%
Total Cheques	13.2%	13.2%	13.0%	12.9%	12.7%	12.8%	12.7%	12.5%	12.6%	12.5%	12.4%	12.3%
Total IVR	5.3%	5.3%	5.3%	5.3%	5.4%	5.4%	5.2%	5.1%	5.0%	5.0%	4.9%	4.8%
Total Web	62.0%	62.2%	62.2%	62.5%	62.8%	63.1%	63.7%	63.8%	64.2%	64.7%	64.9%	65.3%

Note: Excludes sales with no interaction.

Confidential

Sales

Page 9

Direct Debit Scheme Joiners

February 2016 - Joiners by Payment Channel

Channel	Total	Initial Payments	Number of Payment Requests when Joining Scheme		
			6+ (Early)	5 (On Time)	4 (Late)
Telephone - Inbound	27,772	1,066	6,952	17,257	3,563
Telephone - Outbound	na				
IVR	na				
Web	na				
Field	114	28	1	6	107
Other	63,711	17,815	11,631	45,692	6,388
To a	91 597	8,9 9	18 5 4	62,955	10 058

Channel	Total	Initial Payments	Number of Payment Requests when Joining Scheme	
			4+ (Early)	3- (On Time or Late)
Telephone - Inbound	8,097	583	6,451	1,646
Telephone - Outbound	na			
IVR	na			
Web	na			
Field	111	10	13	98
Other	20,988	5,534	18,847	2,141
Total	29,196	6,127	25,311	3,885

Channel	Total	Initial Payments	Number of Payment Requests when Joining Scheme	
			4+ (Early)	3- (On Time or Late)
Telephone - Inbound	2,533	2		
Telephone - Outbound	na			
IVR	na			
Web	na			
Field	26	0		
Other	12,040	0		
Total	14,599	2		

February 2016 - Joiners by Previous Scheme

Channel	Total	Initial Payments	Number of Payment Requests when Joining Scheme		
			6+ (Early)	5 (On Time)	4 (Late)
Counterfoil	31,474	5,727	15,250	9,276	6,948
New Licence Application	58,840	13,142	2,430	53,399	3,011
Direct Debit	851	22	752	82	17
Other	432	18	152	198	82
Total	91,597	18,909	18,584	62,955	10,058

Channel	Total	Initial Payments	Number of Payment Requests when Joining Scheme	
			4+ (Early)	3- (On Time or Late)
Counterfoil	9,788	1,989	6,731	3,057
New Licence Application	19,162	4,128	18,348	814
Direct Debit	140	4	138	2
Other	106	6	94	12
Total	29,196	6,127	25,311	3,885

Channel	Total	Initial Payments	Number of Payment Requests when Joining Scheme	
			4+ (Early)	3- (On Time or Late)
Counterfoil	7,158	0		
New Licence Application	7,313	0		
Direct Debit	93	2		
Other	35	0		
Total	14,599	2		

Note: Data populated from CMS on a weekly basis. There are therefore timing differences between Joiner and Leaver data and that reported from LASSY on a daily basis.

Direct Debit Scheme Leavers - 12 Month Summary

	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16
MBP												
Joiners	102,097	82,672	85,738	85,040	90,058	89,502	100,478	102,176	95,346	83,084	99,285	91,597
██████████	6,490	4,962	5,316	5,705	5,636	5,564	5,825	5,782	5,488	4,742	5,824	2,377
██████████	24,430	19,378	18,881	18,131	18,320	16,242	17,181	14,109	8,349	3,878	1,214	29
Payment Cycle Complete	66,248	48,248	16,529	11,714	10,258	8,458	7,735	1,882	728	215	3	0
Still on Payment Scheme	4,929	10,084	45,012	49,490	55,844	59,238	69,737	80,403	80,781	74,249	92,244	89,191
Churn	30.3%	29.4%	28.2%	28.0%	26.6%	24.4%	22.9%	19.5%	14.5%	10.4%	7.1%	2.6%
QBS												
Joiners	31,539	26,870	25,537	27,218	27,059	25,962	31,498	31,647	30,806	25,147	31,347	29,196
██████████	1,225	964	889	1,182	1,140	951	1,195	1,170	1,107	923	1,160	655
██████████	12,395	10,617	9,210	9,086	8,284	7,255	6,878	6,318	4,430	2,488	1,897	322
Payment Cycle Complete	17,855	15,226	3,699	1,567	926	766	477	159	53	6	1	0
Still on Payment Scheme	64	63	11,739	15,383	16,709	16,990	22,948	24,000	25,216	21,730	28,289	28,219
Churn	43.2%	43.1%	39.5%	37.7%	34.8%	31.6%	25.6%	23.7%	18.0%	13.6%	9.8%	3.3%
DDA												
Joiners	14,601	13,529	14,452	14,687	15,914	16,856	18,966	19,771	15,983	13,855	16,512	14,599
██████████	125	152	109	99	93	101	101	96	92	79	73	68
██████████	2,730	2,058	1,942	1,944	1,782	1,768	1,780	1,792	1,217	864	811	350
Payment Cycle Complete	11,746	11,319	12,401	12,644	14,039	14,987	17,085	17,883	14,674	12,912	15,628	14,181
Still on Payment Scheme	0	0	0	0	0	0	0	0	0	0	0	0
Churn	19.6%	16.3%	14.2%	13.9%	11.8%	11.1%	9.9%	9.5%	8.2%	6.8%	5.4%	2.9%

Direct Debit Scheme Leavers - 12 Month Summary

	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16
MBP												
Members B/F	74,914	73,682	69,772	61,681	68,157	63,265	70,896	61,990	66,254	72,081	72,799	70,386
██████████	0	0	0	0	0	0	0	0	0	0	0	0
██████████	20,510	17,649	15,267	12,125	13,974	12,624	13,876	10,289	8,376	7,529	7,266	4,562
Payment Cycle Complete												
Still on Payment Scheme	54,404	56,033	54,505	49,556	54,183	50,641	57,020	51,701	57,878	64,552	65,533	65,824
Churn	27.4%	24.0%	21.9%	19.7%	20.5%	20.0%	19.6%	16.6%	12.6%	10.4%	10.0%	6.5%
QBS												
Members B/F	18,507	14,352	13,091	13,425	13,735	14,553	15,925	15,387	14,865	13,069	14,814	13,841
██████████	13	7	10	10	6	10	10	14	7	9	3	7
██████████	4,205	3,867	3,200	3,240	3,244	2,933	3,016	2,514	2,052	1,175	1,204	857
Payment Cycle Complete												
Still on Payment Scheme	14,289	10,478	9,881	10,175	10,485	11,610	12,899	12,859	12,806	11,885	13,607	12,977
Churn	22.8%	27.0%	24.5%	24.2%	23.7%	20.2%	19.0%	16.4%	13.9%	9.1%	8.1%	6.2%
DDA												
Members B/F	13,677	9,804	8,413	9,589	10,101	11,304	12,836	12,444	12,795	10,250	11,680	11,189
██████████	15	11	9	10	16	11	8	11	8	6	5	7
██████████	1,689	1,290	1,180	1,319	1,296	1,300	1,753	1,374	1,147	714	844	636
Payment Cycle Complete												
Still on Payment Scheme	11,973	8,503	7,224	8,260	8,789	9,993	11,075	11,059	11,640	9,530	10,831	10,546
Churn	12.5%	13.3%	14.1%	13.9%	13.0%	11.6%	13.7%	11.1%	9.0%	7.0%	7.3%	5.7%

Direct Debit Scheme Leavers - 12 Month Summary

	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	Jan 16	Feb 16
MBP												
Members B/F	764,537	834,469	871,450	735,567	782,467	734,608	781,534	627,154	673,814	690,470	722,007	730,176
	0	0	0	0	0	0	0	0	0	0	0	0
	41,562	42,398	40,424	30,872	31,573	26,734	25,527	17,396	15,175	12,033	9,502	5,766
Payment Cycle Complete												
Still on Payment Scheme	722,975	792,071	831,026	704,695	750,894	707,874	756,007	609,758	658,639	678,437	712,505	724,410
Churn	5.4%	5.1%	4.6%	4.2%	4.0%	3.6%	3.3%	2.8%	2.3%	1.7%	1.3%	0.8%
QBS												
Members B/F	241,772	180,729	185,012	191,196	192,629	197,268	222,383	253,395	262,983	221,719	248,618	224,152
	394	279	204	179	313	228	265	338	369	291	402	378
	12,020	9,992	9,077	8,474	7,812	7,328	7,317	6,519	5,906	3,686	3,297	2,229
Payment Cycle Complete												
Still on Payment Scheme	229,358	170,458	175,731	182,543	184,504	189,712	214,801	246,538	256,708	217,742	244,919	221,545
Churn	5.1%	5.7%	5.0%	4.5%	4.2%	3.8%	3.4%	2.7%	2.4%	1.8%	1.5%	1.2%
DDA												
Members B/F	135,086	106,964	105,839	108,759	118,835	122,590	143,105	156,889	168,162	133,124	147,118	126,803
	123	71	76	75	84	124	103	117	173	124	225	161
	7,111	5,778	5,266	5,150	5,247	5,107	5,778	5,731	5,676	4,208	4,034	3,082
Payment Cycle Complete												
Still on Payment Scheme	127,852	101,115	100,497	103,534	113,504	117,359	137,224	151,041	162,313	128,792	142,859	123,560
Churn	5.4%	5.5%	5.0%	4.8%	4.5%	4.3%	4.1%	3.7%	3.5%	3.3%	2.9%	2.6%

Note: Data populated from CMS on a weekly basis. There are therefore timing differences between Joiner and Leaver data and that reported from LASSY on a daily basis.