

# Birmingham revealed as the city most prepared for Christmas

*Surge in parcel deliveries shows Brummies lead the way in early Christmas shopping.*

**Welwyn Garden City, 11 December 2019:** Birmingham is the city in the UK most organised with its Christmas shopping, new data from PayPoint reveals.

Based on the number of parcels delivered in the weeks leading up to and including Black Friday as part of PayPoint's Collect+ network – which enables consumers to collect packages at up to 7,000 convenience stores across the UK – Brummies received comfortably the most. The 9,467 deliveries in Birmingham were ahead of Belfast in second place, where residents picked up 7,946 parcels, and Glasgow in third place with 7,455. Liverpool and Manchester make up the remainder of the top five, with 7,257 and 7,203 parcels delivered across the month of November respectively.

As many shoppers across the country got in early with their festive shopping and took advantage of the Black Friday sales, data by PayPoint also reveals that the most popular day to pick up parcels this year was Monday 2<sup>nd</sup> December, where parcels were up 40% when compared to the previous Monday.

**Gary Winter**, Parcels Director at PayPoint, commented: *"As we enter the festive period, our Collect+ service gives consumers increased flexibility by allowing them to pick up parcels at a time and location to suit them. With Black Friday getting bigger every year, analysis of our data shows that Birmingham residents are most prepared with their buying of Christmas presents for loved ones and we've seen lots of new customers flocking into local stores across the city, supporting convenience retailers at a critical time of the year."*

## Notes to Editors

\* Data collected from 3<sup>rd</sup> November – 4<sup>th</sup> December 2019. Excludes data for London.

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## ABOUT PAYPOINT

In thousands of retail locations, at home and on the move, we make life more convenient for everyone.

For retailers, we offer innovative and time-saving technology that empowers convenience retailers in the UK and Romania to achieve higher footfall and increased spend so they can grow their businesses profitably. Our innovative retail services platform, PayPoint One, is now live in over 16,000 stores in the UK and offers everything a modern convenience store needs, from parcels and contactless card payments to EPoS and bill payment services. Our technology helps retailers to serve customers quickly, improve business efficiency and stay connected to their stores from anywhere.

We help millions of people to control their household finances, make essential payments and

access in-store services, like parcel collections and drop-offs. Our UK network of 28,000 stores is bigger than all banks, supermarkets and Post Offices together, putting us at the heart of communities nationwide.

For clients of all sizes we provide cutting-edge payments technologies without the need for capital investment. Our seamlessly integrated multichannel payments solution, MultiPay, is a one-stop shop for customer payments. PayPoint helps over 500 consumer service providers to save time and money while making it easier for their customers to pay – via any channel and on any device.