



EIRCODE

Overview

Eircode is the new postcode system for Ireland being launched in summer 2015. At this time each postal address will receive an Eircode which will be unique to the address.

Having a unique Eircode for every address helps to solve two significant problems associated with addressing in Ireland. The first is that over 35% of the addresses in Ireland are non-unique i.e. where a property has the same address with at least one other property. The second is that the address for any given premises can have a number of different forms. Applying a unique postcode to every address helps to solve these two problems.

An Eircode will be a seven character alpha-numeric code made up of two parts. The first part (a Routing Key) consists of three characters and defines a general geographic location. The second part (a Unique Identifier) is unique to an address and distinguishes one address from another.

A typical Eircode might read A65 F4E2.

Key benefits

Eircode will bring many benefits, it will:

- Allow delivery and service companies to accurately identify addresses so your deliveries get to the right location
- Make it quicker and easier for medical emergency services to locate addresses
- Make it easier to shop online
- Help to develop Irish businesses and
- Facilitate better planning and delivery of public services

How to get an Eircode

For the public, there is no need to apply for an Eircode, one is being assigned to each address and there is no cost to the individual.

During launch, a letter will be sent to each residential and business address, notifying the occupant of the Eircode for that address. These letters will be sent out over a three week period.

Overtime, the public will see an Eircode being included on mail and they may be asked for an Eircode when arranging delivery of goods and services or when shopping online.

Eircode Finder

From launch, the public are also able to access an online tool where they can either enter an address to find an Eircode or enter an Eircode to find the full address. The Eircode Finder is easily accessible on a computer, tablet or smartphone. The Eircode Finder will also be able to identify the address on a map, aiding the user with directions if needed.

As this is a tool for the public, there will be a limit of 15 searches per day. There is no personal information contained within this tool.

Launch

During launch there is a substantial communications programme in place to create awareness and to communicate the benefits of Eircode to the general public.

Communications will consist of the following activities:

Advertising

A national and regional campaign consisting of TV, radio, digital and regional press will launch mid-June.

Community Outreach Programme

23 Outreach Champions have been appointed to help more vulnerable audiences understand the benefits and encourage uptake. The programme will utilise local events and use local community networks to communicate the messages.

PR

A comprehensive PR campaign will support all the activities and coverage will be secured on national and regional media outlets.

For further information, please visit our website www.eircode.ie