

Question 1: Do you agree that Ofcom should grant approval to Royal Mail for the Delivery to Neighbour service? If not please explain your answer. :

Yes; However this should be on an Opt-In basis

Question 2: Are there other consequences following the roll out of the service across the UK that we have not included in our assessment? If so, please explain.:

Your assessment does not appear to take into account the quality of information issued by Royal Mail informing the public of this new service. I.E. I have over 30 years of managerial service in the NHS, interpreting regulations, and was aware from a BBC news report (on BBC News web site) that a leaflet should be arriving however I found:

- 1) The leaflet was delivered tucked inside a community magazine being delivered at the same time had I not been aware to expect something this would have ended up in the bin with the other junk mail.
- 2) It is not clear that the leaflet is from the RM or that it contains important information that needs to be read and acted upon. The leaflet design is too busy
- 3) The leaflet itself is poor quality and difficult to understand. The information informing householders of the need to opt out is confused by the information detailing/listing post which will be returned to the local depot, in fact my father actually thought that this meant that all post would be returned to the local depot unless we indicated otherwise.

Question 3: Do you have any comments on the scope and wording of the proposed Notification and approval:

The approval notification should place requirements on the RM with regards to the clarity of information issued to householders, this should include an opt out application form not just a web address.