



# Consultation response form

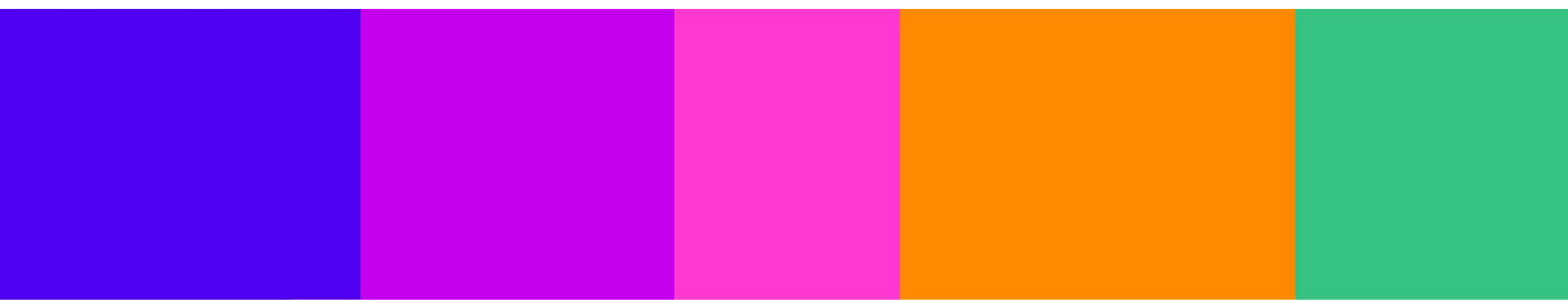
Please complete this form in full and return to [futurepostaluso@ofcom.org.uk](mailto:futurepostaluso@ofcom.org.uk).

<b>Consultation title</b>	Call for input: Review of postal regulation – pricing and affordability
<b>Full name</b>	[REDACTED]
<b>Contact phone number</b>	[REDACTED]
<b>Representing (delete as appropriate)</b>	Organisation
<b>Organisation name</b>	Cards and Gift Wrap
<b>Email address</b>	[REDACTED]

## Confidentiality

We ask for your contact details along with your response so that we can engage with you on this consultation. For further information about how Ofcom handles your personal information and your corresponding rights, see [Ofcom’s General Privacy Statement](#).

<b>Your details: We will keep your contact number and email address confidential. Is there anything else you want to keep confidential? Delete as appropriate.</b>	Nothing
<b>Your response: Please indicate how much of your response you want to keep confidential. Delete as appropriate.</b>	None
<b>For confidential responses, can Ofcom publish a reference to the contents of your response?</b>	Yes



## Your response

Please tell us how you came across about this consultation.

- Email from Ofcom
- Saw it on social media
- Found it on Ofcom's website
- Found it on another website**
- Heard about it on TV or radio
- Read about it in a newspaper or magazine
- Heard about it at an event
- Somebody told me or shared it with me
- Other (please specify)

Question	Your response
<p><b>Question 2.1:</b> Do you agree with our proposed objectives for this review? Please state your reasons and provide evidence to support your view.</p>	<p>Confidential? N</p> <p>The objectives must go beyond Royal Mail’s financial sustainability and consider broader social and economic impacts, especially for retailers who rely on a healthy card/letter-sending tradition. As prices rise, footfall and card sales drop, disproportionately impacting small businesses and the high street. Customers who used to spend £100s each year on Christmas cards now buy just one or two packs if any. I have customers who have written to me to tell me they are no longer sending cards because stamp prices are too high.</p>
<p><b>Question 2.2:</b> Do you agree with our planned approach to this review? Please state your reasons and provide evidence to support your view.</p>	<p>Confidential? N</p> <p>No. The approach is too narrow, over-emphasizing the provider’s finances and underweighting the consumer and retail landscape. The decline in card sending is directly tied to stamp price rises—not a lack of consumer interest. To reverse the trend, targeted cuts (e.g., a Christmas stamp, or new lower tiers like a “third class”) are needed, as our customers regularly cite postal costs as a barrier to purchasing and sending cards.</p>

Question	Your response
<p><b>Question 3.1:</b> Do you agree that our approach to assessing the affordability of universal postal services should be similar to the approach we have taken previously? Please state your reasons and provide evidence to support your view.</p>	<p>Confidential? N</p> <p>No. Historical averages are misleading: the business sees a shift where ordinary customers can't afford to send the same volume of Christmas or personal cards as before. This undermines both our industry and the social value of card-sending traditions.</p>
<p><b>Question 3.2:</b> Do you agree with our initial observations from our preliminary analysis of the latest ONS data and market research? Please state your reasons and provide evidence to support your view.</p>	<p>Confidential? N</p> <p>No. Store/customer feedback overwhelmingly blames stamp prices for reduced card sending, particularly at Christmas. The evidence on the ground contradicts the assumption that affordability is not a widespread issue. Customers tell me directly that they are no longer sending cards because stamp prices are too high.</p>
<p><b>Question 4.1:</b> Do you have any comments on whether a targeted discount scheme could be used to address affordability concerns in post?</p>	<p>Confidential? N</p> <p>A "social tariff" may have merit but seems complicated and open to fraud. From a retailer perspective, a Christmas-priced stamp and/or third class (week-long delivery) option for cards/letters would stimulate trade and card sending, especially if restricted by format/weight.</p>
<p><b>Question 4.2:</b> Do you have any specific comments or evidence relating to the key elements and principles of a potential scheme set out in this section?</p>	<p>Confidential? N</p> <p>Any postal discount should be simple to access, clear in eligibility, and not administratively burdensome. As a business, optionality (e.g. time-limited or product-limited discounts) is preferable.</p>
<p><b>Question 5.1:</b> Do you have any comments on our initial views set out in paragraphs 5.2-5.16 in Section 5 on whether there is a case for Ofcom to move away</p>	<p>The 2nd Class cap has failed to keep pace with inflation and real affordability. Price increases above inflation contribute to volume decline</p>

Question	Your response
<p>from its existing approach to price regulation of Royal Mail's letter services based on considerations other than affordability?</p>	<p>and negatively impact businesses like ours and the wider high street economy.</p>
<p><b>Question 5.2:</b> Do you have any comments on Ofcom's plans to examine aspects of the margin squeeze rule for access prices?</p>	<p>Confidential? N</p> <p>As a business in the card retail sector, I am not seeking more competitors in the letter delivery market—in fact, the strength of the universal postal service is vital both for my customers and for small retailers nationally. A daily, dependable Royal Mail network is far more valuable for rural access, sustainability and consumer trust than a fragmented postal market with competing operators duplicating routes. Regulatory efforts should focus on safeguarding affordability and connectivity, rather than facilitating competition purely for its own sake. The margin squeeze rule for access prices seems less relevant in this context; the challenge is to protect the integrity and reach of the universal service, so that it continues to benefit society, businesses and communities as a whole.</p>

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