

ROYAL MAIL WHOLESALÉ

A Proposal to Amend The Access Indiciam – a  
Consultation

Royal Mail Wholesale

2<sup>nd</sup> February 2012

# ROYAL MAIL WHOLESAL

## A Proposal to Amend the Access Indicium – a Consultation

### **Purpose**

1. The purpose of this document is to provide Royal Mail Wholesale (RMW) customers with the opportunity to comment on our proposal to amend the Access Indicium.

### **Background**

2. The Access Indicium is an area 75mm x 40mm in the top right face of a mailing item designated for the identification of an authorised Access contract holder and the Royal Mail service and comprises a Customer Indicator and a Royal Mail Indicator. It is applied to all Access mailing items as set out in Schedule 3 of the Condition 9 Access Agreement and, among other things, identifies the originating customer who Royal Mail should bill for the mailing items posted against the service.<sup>1</sup>

3. In July 2011, we expressed our intention to print a 'Delivered by Royal Mail' mark, measuring 37mm x 40mm, on all UK letter items that were passed through our automated processing machines with effect from mid September 2011. It was an initiative designed to give recognition to the dedication of Royal Mail's postmen and postwomen who do a fantastic job in delivering mail to 29 million addresses across the UK six days a week. Our postmen and postwomen often ask why we don't put our mark on the post that we deliver to the receiving customer to show that Royal Mail had been responsible for delivering it. Hence, our initiative was in response to our people to show them that we have listened to them. However, we did not implement our proposal in September as intended due to the immediate concerns raised by our customers of the position of the mark on their envelope designs, noting the potential to adversely impact the message being delivered, and of the implementation timeline being too short to change envelope stocks.

4. We have listened to our customers and trade bodies, using this feedback to develop an alternative implementation plan that works for customers as well as meeting Royal Mail's objective to give recognition to the sterling work of its postmen and postwomen in delivering the nation's mail.

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<sup>1</sup> For ease of reference, please see Appendix A for the defined terms of the Condition 9 Access Agreement.

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## Proposal

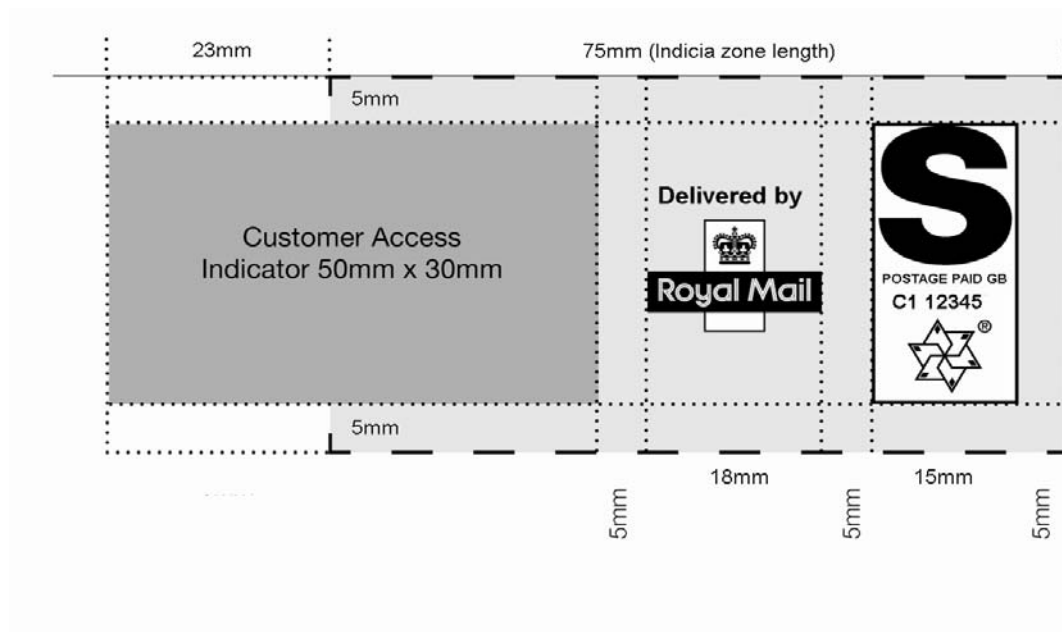
5. Our proposal is based on our customers' suggestions to incorporate the 'Delivered by Royal Mail' mark into the Access Indicia area since this is an area that is already set aside for postal marks and impressions, as opposed to overprinting the 'Delivered by Royal Mail' message on the envelope. We realise that this proposal could mean a change to the design templates of the Access Agreement(s) that we have with you and therefore seek your views on the design options and other considerations associated with a change of artwork.

6. Please note that the design options below are not to scale and are concepts only, illustrating the contents of the indicators and the dimensions each mark has in the indicia area. We will have the solutions professionally designed once we have chosen the option(s) to pursue.

### Option 1 – the mark is adjacent to the Royal Mail Indicator

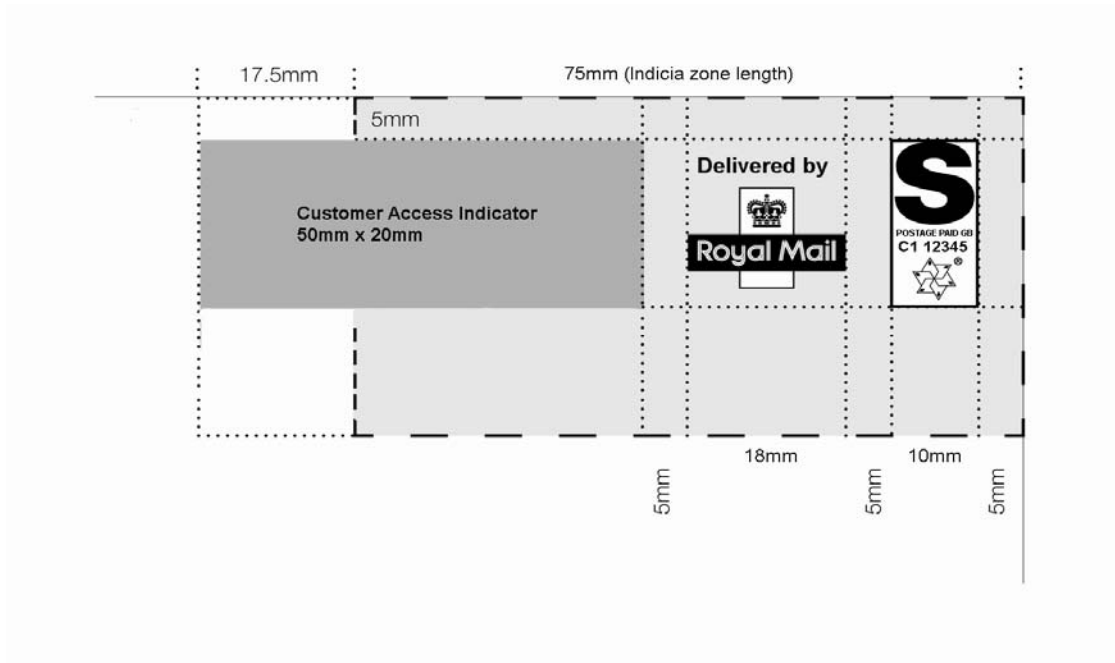
7. This design gives you the option of adding the 'Delivered by Royal Mail' mark to the existing Indicum. You have the choice to add the mark in place of the Customer Access Indicator or as an addition within the Indicum; the latter offers you the choice to extend beyond the Indicum window length, for both sizes as illustrated below, if you choose to use the maximum area for the Customer Access Indicator.

### Large Indicum



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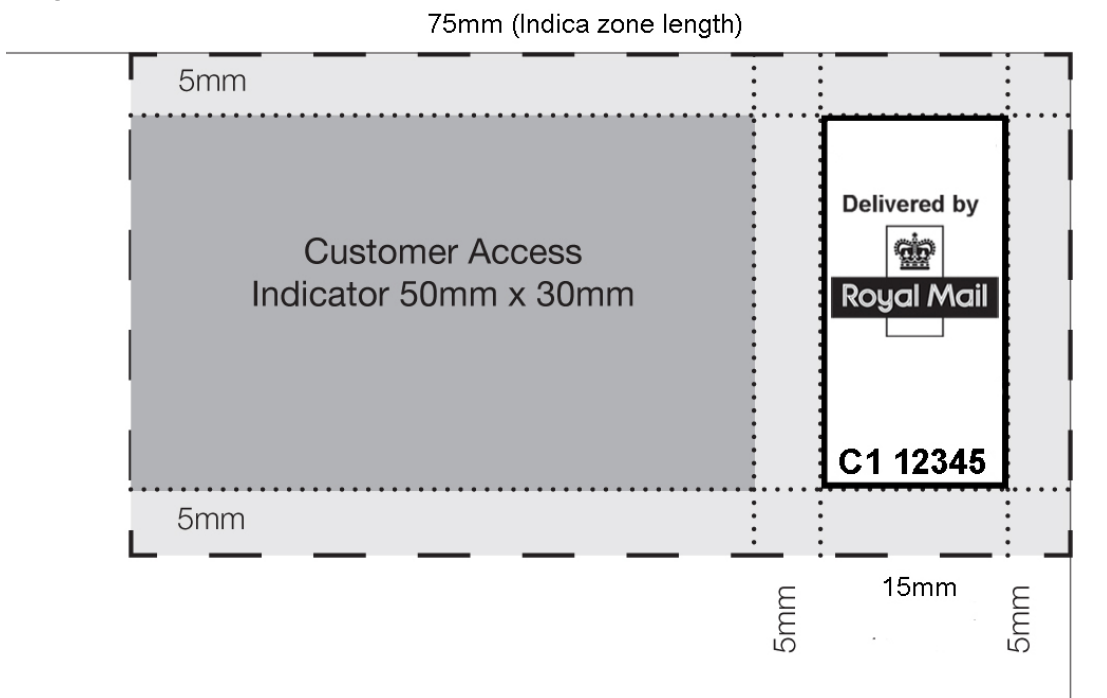
## Small Indicium



## Option 2 – the mark is incorporated in the Royal Mail Indicator

8. This design changes the contents of the Royal Mail Indicator, replacing the 'S and fan of letters' and 'Postage Paid GB' with the 'Delivered by Royal Mail'. The design for the Large Indicium remains the same size as the current size for the Large Indicium.

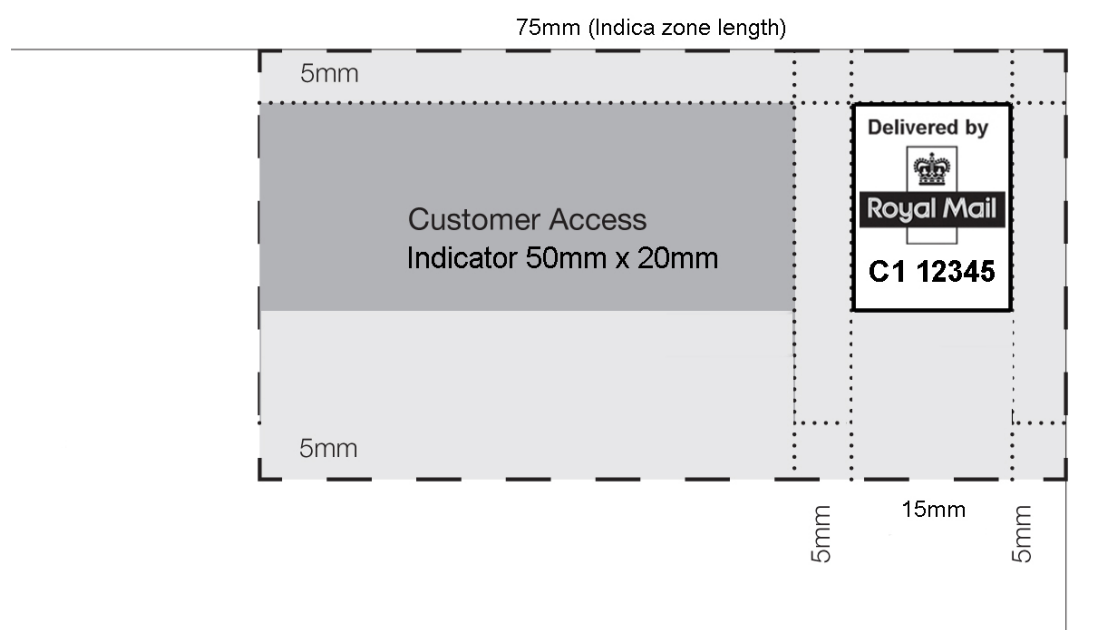
## Large Indicium



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## Small Indicum

9. This new “small” Royal Mail Access Indicator is the same height as the current small indicator but it has a new 15mm width (currently 10mm wide). The Customer Access Indicator area is thus moved 5mm to the left to maintain the gap of 5mm between indicators. The Access Indicum area remains the same as the current small indicium.



## Consultation Question 1

Which of the design options do you think would work best on your Access mailing items and why? What improvements, if any, would you propose to the above designs?

## Timeline for Implementation

10. We appreciate that any change to artwork of the Access indicator impacts on your current stationery stock and purchase requirements. We have had estimates that a period of 3 months would be necessary for implementation, though some customers have suggested an even longer period. Our proposal is therefore for an implementation period of either 3 months or 6 months from the date on which we make the new artwork available. This would not be before April 2012.

## Consultation Question 2:

What do you think the appropriate period should be for implementation - 3 months or 6 months?

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## Next Steps

11. You are invited to comment on any aspect of this consultation document by the 3rd March 2012. We will review all comments received and confirm our final proposal shortly thereafter.

12. Please send your comments to Jenny Ledger, Director Network Access, Royal Mail Wholesale, 148 Old Street, London EC1V 9HQ ([jenny.ledger@royalmail.com](mailto:jenny.ledger@royalmail.com)).

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## Appendix A

For ease of reference, detailed below are the definitions and terms of the Condition 9 Access Agreements that are quoted in paragraph 1 of this document:

**Royal Mail Access Indicator** means the mark, impression or other device of Royal Mail to be shown on each Mailing Item to be conveyed and delivered under this Agreement, initially as set out in Schedule 3 (other than in respect of the licence number which will be determined once a Credit Account has been set up for the Customer) but as may be amended from time to time by the agreement of the Parties, the Customer not to unreasonably withhold or delay its agreement;

**Customer Access Indicator** means the marks, impressions or other devices of the Customer to be shown on each Mailing Item to be conveyed and delivered under this Agreement, initially as set out in Schedule 3 (subject to operational testing) but as may be amended from time to time by the agreement of the Parties, Royal Mail not to unreasonably withhold or delay its agreement;

**Indicium** has the meaning ascribed thereto in paragraph 6.2 of Schedule 1;

### **Schedule 1, paragraph 6.2**

All Mailing Items shall carry an approved **Indicium** comprising the Customer Access Indicator and the Royal Mail Access Indicator, in the layout set out in Schedule 3, subject to operational testing of that Indicium being completed to the satisfaction of Royal Mail.

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## Schedule 3 – Indicium template

