



Royal Mail Wholesale

21 November 2017

4th Floor
185 Farringdon Road
London
EC1A 1AA

Pre-advice Access notice: Changing the way customers present poll cards

Dear customer,

Today we publish prices for Poll Sort, a new Access service that will be available from 26 March 2018. We also inform you that we are adding a poll card specific section to the Mailmark specification that will come into effect from 26 March 2018. From this date, senders of poll cards can choose between using Poll Sort or Mailmark (the latter only with the new specification). Both options are competitively priced.

Poll cards are uniquely used by local councils to notify constituents of elections. When we receive poll cards mailings, they are large in number and the majority of volume is sent using the machinable services of Mailmark, CBC or OCR. We however struggle to machine process these items due to the combined effect of the uniform thickness of the card and the production methods used. We incur additional operational costs from issues such as cards 'sticking' together, double feeding and missorting. Also because the items do not go through the automation our systems report Mailmark items as "unseen" and customers are confused as to why these items are not reported against even though they are sending them as Mailmark.

To overcome these issues we have developed two solutions that will enable us to process poll cards more efficiently and improve Mailmark reporting for customers:

1. A new access service called Poll Sort, which is sorted to 70,000 walks to enable us to manually process poll cards and provide customers with competitive prices; and
2. A new Mailmark poll card specification that enable us to machine process poll cards on our machines and provide customers with continuous access to Mailmark prices.

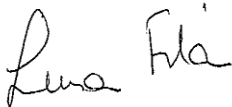
Customers can choose the solution most appropriate to their production capability. Poll card mailings posted from 26 March 2018 will need to adhere to one of the two new specifications.

We have spoken to some poll card producers and understand that:

- Some poll card producers already print and hand over poll cards in postcode order which effectively means the mailings are already sorted to the 70,000 walks required for Poll Sort. For these mail producers the introduction of Poll Sort is unlikely to mean a significant operational change; and
- Some poll card producers have legacy systems which are difficult to change and prefer to continue to present poll cards using the Mailmark service. They can do so if they adhere to the new poll card specific specification.

We will write again shortly to provide you with full specification details and a formal contract change notice. In the meantime, we have published the 2018 Poll Sort prices on our website, www.royalmailwholesale.com.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Luisa Fulci'.

Luisa Fulci
Regulated Products Director
Consumer and Network Access