



22nd December 2009

Philip Groves & Rebecca Churchill
Postcomm
Hercules House
6 Hercules Road
LONDON
SE1 7DB

Mark Waples
1st Floor
Royal Mail Letters Centre
35-50 Rathbone Place
LONDON
W1T 1HQ
mark.waples@royalmail.com

Copied for information to:

Nigel Woods & Cem Suleyman
Consumer Focus
4th floor
Artillery House
Artillery Row
LONDON
SW1P 1RT

**CONDITION 7 NOTIFICATION:
Enhancements to Royal Mail's Response Services**

Dear Philip & Rebecca,

I am writing to notify you formally, under Condition 7 of Royal Mail's Licence, that on 6th April 2010 Royal Mail will introduce enhancements and provide clarifications to the specification for some response products. In providing these enhancements Royal Mail is responding to customer demand for access to its products to be as easy as possible.

Product enhancements and clarifications

Royal Mail would like to make 74 changes to the Response Services specification. This specification applies to:

- Response Plus
- Response Standard (new style alpha licences only RRRR-RRRR-RRRR and old style alpha numeric licences e.g. LON123)
- mailmedia[®] with Response Plus
- Postal Voting returns - (Response elements only. Where the Postal Voting specification has specific requirements e.g. reduced font range, purple flash; these will remain the same)

Cont...

Details of some of these changes can be found in RSUG 22-12-09.pdf which is sent with this letter. In addition Royal Mail will align the Response Service specification better with the outbound mail automation specification by;

1. Allowing a tolerance as to how envelope flaps must be gummed and sealed on the right and left edges (Ref: C7 notification for Enhancements to Royal Mail's automation specification on 25th September 2009). Please see Appendix 1 on page 3 for the details.
2. Permit 'one-piece mailers' to be sent using Response Services. (Ref: C7 notification for Enhancements to Royal Mail's automation specification on 25th September 2009). Please see Appendix 2 on page 4 for the details.
3. Accepting non-cylindrical 'long' packets (Ref: C7 notification for Acceptance of non-cylindrical 'long' packets on 29th April 2008). Please see Appendix 3 on page 5 for the details.

Royal Mail will also make three changes to the Terms and Conditions for Response Services. Details of these can be found in Appendix 4 on page 6 of this letter.

All other non-price terms will remain as they are.

A copy of this letter has been sent to Consumer Focus and will be published on Royal Mail's website within four working days. Changes will be made to all relevant publications prior to deployment.

Yours sincerely,

A handwritten signature in black ink that reads "M Waples". The signature is written in a cursive style with a large, stylized 'M'.

Mark Waples
Head of Regulation and Compliance

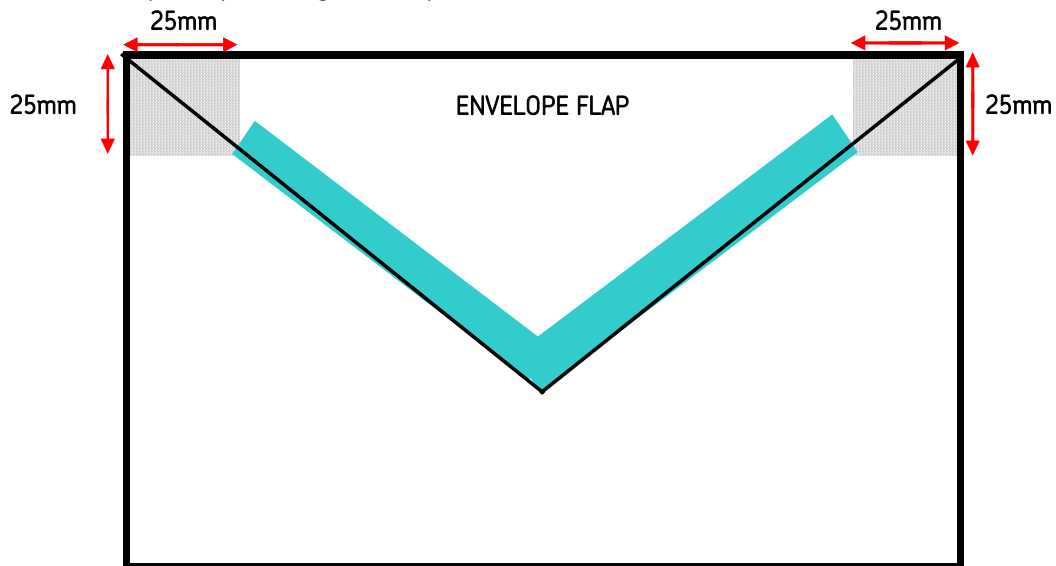
Attachment: RSUG 22-12-09.pdf

Cont...

Appendix 1 - Sealing Tolerance

The envelope flap must be gummed and sealed as far along the edge as possible (All remaining edges must be sealed). There is a maximum tolerance of up to 25mm of the envelope top and sides (as illustrated in Figure 1 and Figure 2) where the flaps do not have to be gummed or sealed.

Figure 1 - Envelope Flap Sealing - Example 1 (Not to Scale)



- area where the flap edge is unsealed and / or has no glue
- gum seal - the glue on the flap and the subsequent sealing must extend as far along as possible
- tolerance of 25mm - max tolerance permitted for the flap

Figure 2 - Envelope Flap Sealing - Example 2 (Not to Scale)



- area where the flap edge is unsealed and / or has no glue
- gum seal - the glue on the flap and the subsequent sealing must extend as far along as possible
- tolerance of 25mm - max tolerance permitted for the flap

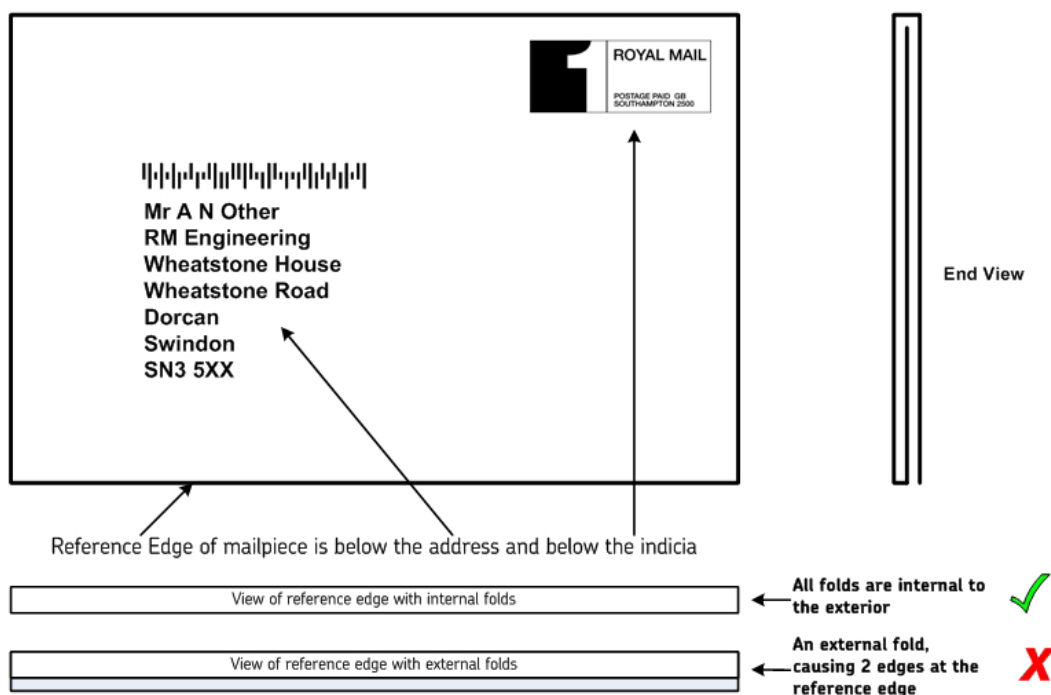
Cont...

Appendix 2 - One Piece Letter Mailer

This section defines the specific construction characteristics of One-Piece Mailers. All other requirements remain as standard.

- a. The mailer must have at least one fold.
- b. Where multiple folds are used, these must be internal to the exterior (see Figure 1) and meet the gluing requirements specified in f, g, h, i, j, k, l, and m in this section.
- c. The reference edge (the edge that is to the bottom of the mailer below the address block) of the mailpiece must ensure that there is only one edge that can be detected. If multiple folds are required, these must be tucked inside such that there is only one detectable edge on the reference edge.
- d. If a Flap is present, it may fold either to the back or front of the mailpiece, if it folds to the front, it must not interfere with the Codemark clear zones. The flap must be securely sealed and have \square 30 mm contact on the mailpiece, the same rules for glue application apply to the flap as apply to the edges of the one piece mailing.
- e. The Paper weight must be \square 100gsm.
- f. Where spot-weld glue application is used, the distance between the centres of the spots must not exceed 10mm, and the spot size must be \square 5mm in diameter. The maximum distance from the edge of the mailpiece for the glue application is \square 5mm.
- g. Where continuous weld glue application is used, the maximum distance from the edge of the mailpiece for the glue application is \square 5mm.
- h. The glue must not run out onto the outside of the mail item or produce protruding mounds on the mail item.
- i. The glue must be fully cured prior to presentation of the mailing to Royal Mail. The tensile strength of the glue must be \square 4.5N and fibre tear must be exhibited on separation.

Figure 1 - Letter - One piece Mailing Fold Position (Not to Scale)



Cont...

Appendix 3 - Acceptance of large sized packets presented in rectangular shaped packaging within maximum cylindrical dimensions

Current Response Services packet size specifications require that a customer posting an item larger than 610mm x 460mm x 460mm cannot have their item accepted if presented in a rectangular shaped package. However, such an item can be sent packaged as a cylinder that has a maximum rolled dimension length of 900mm, and maximum dimension of length plus twice diameter being 1,040mm. Royal Mail wishes to relax this rigid demand in order to make the presentation of long rectangular packets possible without the need to be ensconced within a cylinder.

Following the consideration of customer feedback, Royal Mail will amend the current cylindrical presentational requirement for long packets, in order to newly permit the acceptance of items that are either squarely or rectangularly cuboid in shape. All such items at their widest point must still fit within the diameter of within the maximum allowable cylindrical dimensions. This change was made in July 2008 for outbound products.

The anticipated impact of this change will manifest itself on all aspects of the network in the eased handling of packets, especially in circumstances where customers have been obliged to employ specifically designed, rolled packaging for their rectangular items in order to comply with the cylinder specification. These items will be allowed to change to the easier-to-assemble rectangular shapes so long as they remain within the maximum permissible cylindrical dimensions.

To confirm, there will be no change made to the maximum size limits for all Royal Mail packet products. These will remain as before.

Appendix 4 – Response Services Terms and Conditions Clarifications

Location	Term / measure	Current Ts & Cs	Clarify/Change	Proposed Ts & Cs
Response Services Ts & Cs Clause 3.1 (56)	Proofing	3.1 The customer shall ensure that any items sent using the Response Services comply with Royal Mail's design, layout and technical requirements as set out in the "getting it right" brochure which are necessary to ensure that such items can be sorted, recorded and delivered using Royal Mail's machinery and/ or staff. The customer must (except for Business Reply Plus and Freepost Plus designs) seek Royal Mail's prior approval to each design and layout which the customer intends to use for both pre-printed and handwritten reply cards, envelopes, folders and packages to ensure that these items meet Royal Mail's design, layout and technical requirements for Response Services. The customer is advised to seek such approval in advance of incurring printing and other costs for which Royal Mail shall not be responsible if a design or layout needs to be changed;	<p>Clarification</p> <p>Amendments are struck through and/or in bold</p>	<p>3.1 The Customer shall ensure that any items sent using the Response Services comply with Royal Mail's design, layout and technical requirements as set out in the Response Services User Guide (as amended from time to time) which are necessary to ensure that such items can be sorted, recorded and delivered using Royal Mail's mail machinery and/ or staff. The Customer must (except for Business Reply Plus and Freepost Plus designs) seek Royal Mail's prior approval to each design and layout which the Customer intends to use for both pre-printed and handwritten reply cards, envelopes, folders and packages items to ensure that they these items meet Royal Mail's design, layout and technical requirements for Response Services. We highly recommend that Royal Mail's prior approval is sought for all Business Reply Plus and Freepost Plus designs. The Customer is advised to seek such approval in advance of incurring printing and other costs for which Royal Mail shall not be responsible if a design or layout needs to be changed;</p> <p>The customer must also ensure that all items once printed comply with Royal Mail's design, layout and technical requirements for Response Services.</p>
Response Services Ts & Cs Clause 3.2 (57)	Address changes	The Customer must seek Royal Mail's prior approval to any variation to the form of address in the application form to which they wish Response Services items to be addressed;	<p>Clarification</p> <p>Amendments are struck through and/or in bold</p> <p>Changed in line with current processes</p>	The Customer must seek Royal Mail's prior approval to any variation to the form of address in the application form to which they wish Response Services items to be addressed; the customer will be allocated a new licence number for any address change.
Response Services Ts & Cs Clause 7.5 (58)	Freepost Name - Specification	The Customer must hold only one Licence and delivery address per NAME. The Customer must send Pre-Printed items to Royal Mail to obtain its prior approval for the design and layout.	<p>Clarification</p> <p>Amendments are struck through and/or in bold</p>	The Customer must hold only one Licence and delivery address per NAME. The Customer must send Pre-Printed items to Royal Mail to obtain its prior approval for the design and layout. We recommend that no other address elements appear on the front of the item (that is the addressed side) other than the agreed Freepost Name; as this is not required.