



## Subject: 'Royal Mail Saturday Delivery ending – comment from Greeting Card Association CEO'

*The British greeting card industry has been at the forefront of card design and card sending for decades, with over 2bn cards bought each year, worth around £1.7bn. It is a leading creative British industry and its trade body, the Greeting Card Association (GCA) represents over 500 card publishers, retailers, agents and distributors.*

GCA CEO Amanda Fergusson comments:

**“We are extremely concerned by yesterday’s request from Royal Mail to reduce the letter delivery service to just 5 days. All of our previous conversations with Royal Mail led us to believe we shared an understanding that the British public value their cards arriving at the weekend.**

In a world where Royal Mail are already moving to 7-day delivery for parcels, delivering greetings cards at the same time seems to make common sense, not least because of the clear commercial and environmental synergies involved. Indeed, this may be why the government has been reported to have previously rejected Royal Mail’s identical request earlier this year<sup>i</sup>

Clearly, it is frustrating, as we have worked well with the Royal Mail for years on card-sending initiatives like Thinking of You Week in September and Festive Friday in early December. All of our previous constructive dialogue led us to believe Royal Mail would develop replacement services to meet the British need for weekend delivery, ahead of any moves to withdraw such services.

**We are looking forward to picking up our conversations with Royal Mail. As a matter of urgency, we are also talking to the Government, opposition parties, and other affected organisations, to ensure we can best protect consumer interests.**

Card-sending is an intrinsic part of being British. At a time of frequent societal divisions, the exchange of cards is something that provides us with common ground and a sense of belonging. We’re all used to being able to send a card and know it will get there the next day, and we take comfort in that, which is why we believe this service to be so valuable.

The success of our members, who form a world-leading creative British industry, is also underpinned by the reliability of our postal service. Many GCA members are small independent publishers and retailers who have already had to work their way through the challenges of Covid-19 and lockdowns. Royal Mail’s announcement therefore represents an unhelpful distraction as members approach one of one of their key trading periods, and the wider public look forward to giving and receiving cards at Christmas.”

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<sup>i</sup> The Times, 18/11/2022