[Your logo

Name

Business name and address

Email address]

**[Local MP's Name]**

**House of Commons**

**London**

**SW1A 0AA**

**Insert Date**

Dear [MP's Name],

**Urgent concern about Royal Mail price increases and the future of our affordable postal service**

I write to you as small business owner in your constituency to ask for your urgent help to protect the Royal Mail service that I, and my customers, depend on.

I make no apology for the dramatic tone of this letter because events in recent weeks have led me to the conclusion that, without direct intervention from government, the future of a **reliable, affordable and national** postal service is in **significant jeopardy.**

Let me explain briefly:

I am a member of the **Greeting Card Association** and a small business owner in your constituency, I rely heavily on Royal Mail for sending out orders to customers, and my customers rely on Royal Mail to connect with their loved ones.

The greeting card industry generates over **£1.5 billion for the UK economy** each year and supports **thousands of jobs in businesses like mine**. Over 90 per cent of UK consumers send at least one greeting card a year, most many more.

In October, Royal Mail will **raise first-class stamp prices by 22 per cent from £1.35 to £1.65** – this is the **fifth increase in less than three years** and represents a **74 per cent rise over the last two years**.

They’ve been able to implement these staggering increases simply because they can. There is no regulatory cap that prevents inflation-busting increases and Royal Mail have been unwilling or unable to provide any evidence of consumer testing of the impact of such a dramatic increase.

From October, sending a letter or greeting card first class will be almost **twice the price of the second-class stamp**, which at least still has the protection of being pegged to inflation by regulator Ofcom.

But while this significant first-class stamp price rise is troubling on its own, I fear even greater trouble ahead for my business and the customers I serve.

That’s because Ofcom earlier this month gave the green light for proposals that could lead to the end of the more affordable second-class postal service. They also confirmed those proposals could be **implemented without any parliamentary scrutiny or legislation** that would assess their consequences.

At a recent industry conference, I heard directly from Royal Mail that they had persuaded Ofcom that the future of the second-class delivery service will be **limited to two or three days a week** leaving my customers who buy and send cards with little idea when they’ll arrive.

Frankly this will simply lead to my customers **losing even more trust in the relatively affordable second-class stamp.** The consequence of that falling trust will be a **doom spiral of decline** leading to **lower usage** which I am concerned could result in Royal Mail demanding **the end of an affordable second-class stamp** in favour of a **high-price**, **uncapped**, **unregulated** first-class stamp **beyond the financial reach** of my customers.

Royal Mail’s presentation at the Greeting Card Association’s annual conference in Bristol recently made it clear to me they are determined to abandon their letters and cards business in favour of competing in parcels – even though their letters division outperformed parcels in revenue growth last year. Revenue from stamped letters grew by 14.2 per cent, and volumes also increased by one per cent according to Royal Mail’s latest results.

Despite this, **stamp prices keep rising**, while the division of costs between Royal Mail’s monopoly on letters and their underperforming, supposedly competitive parcels service remains unclear, even though both share considerable elements of the same delivery network, particularly in more rural areas.

Furthermore, these price hikes **coincide with Royal Mail’s ongoing failure to meet service targets** and recent news of runaway executive pay and bonuses.

At a time when Royal Mail should prioritise improving services, they are shifting financial burdens on to their customers, especially small businesses.

With Ofcom delaying their review of Royal Mail's service standards until 2025**, businesses like mine are left in limbo**.

The lack of regulatory oversight enables Royal Mail to continue raising prices without addressing their declining service quality and, ironically, using the consequential decline in volumes as justification for further price increases.

**We need your help to stop this spiral of decline.**

I urge you to raise this issue with the government and press for urgent, strong regulation to ensure Royal Mail deliver fair pricing and better service that keeps the post affordable, national and reliable.

It goes without saying I would also welcome the opportunity to brief you on this matter here in the constituency so you can hear first-hand about the importance of Royal Mail to my business and my customers.

Yours sincerely,
[Your Name]
[Your Position]
[Your Business]