

From: [REDACTED]
Sent: 29 July 2025 15:55
To: [REDACTED]@postoffice.co.uk>
Subject: FW: Killin PO (Case Study) Quote

Hi [REDACTED],

This is our written correspondence:

From: [REDACTED]@macgregors.org.uk>
Sent: 24 May 2025 15:59
To: [REDACTED]@postoffice.co.uk>
Subject: Re: Killin PO (Case Study) Quote

Hi [REDACTED],

Apologies for the tardy response, as you might imagine I've been busy!

I'm afraid I don't have the time to insert the following in the text, but here are some bullet points that might help:

- The success of the shop is critical for preserving the Post Office [REDACTED]
[REDACTED]
- Killin is a rural village with poor transport links, meaning the PO counter is the only banking service for many vulnerable residents for many miles around.
- As the shop has become more financially secure, we've seen an increase in business at the Post Office too.
[REDACTED]
[REDACTED]

I hope that helps and isn't too late to be useful!

[REDACTED]
On Thu, 15 May 2025 at 11:11, [REDACTED]@postoffice.co.uk> wrote:

Classification: Internal

Good Morning [REDACTED],

I hope you're having a great week!

I wondered if I could follow-up on the below? Hoping to finish the case study by the end of this week/early next if possible 😊

As you can see I've written a draft below based on the information [REDACTED] has provided me but I wondered if you could edit it to be slightly more PO focused (as well as keeping in the info on how wonderful the rest of the store is doing!)



Killin Post Office – From Struggling Post Office to Thriving Community Hub

MacGregor's Community Shop in Killin, a small post office branch in a Scottish village, faced near closure in July last year. With dwindling foot traffic and an increasingly disorganised product range, the shop was on the brink of

shutting down. However, an 11th-hour **National Lottery grant** provided the financial lifeline needed to implement a long-planned development strategy.

With the grant secured, MacGregor's embarked on a **strategic overhaul**, focusing on three key areas: rebranding, operational improvements, and product strategy. The shop embraced its eclectic history and repositioned itself as "**Scotland's Littlest Department Store**." This new identity helped differentiate MacGregor's from other small retailers and gave customers a clear reason to visit.

Killin Post Office also provides essential access to cash for both local residents and nearby small businesses, allowing them to deposit their takings and withdraw money as needed. With the nearest bank over **21 miles away**, the post office plays a crucial role in ensuring financial transactions can be carried out conveniently.

The transformation of MacGregor's has been a **remarkable success story**. Turnover has significantly increased, with some days seeing **triple the revenue** compared to the previous year. The **fruit and veg market** has become a community staple, driving consistent foot traffic. The store's **new identity as a department store** has resonated with customers, making it a go-to destination for a variety of needs.

From: [REDACTED] [@postoffice.co.uk>](mailto:@postoffice.co.uk)
Sent: 06 May 2025 11:49
To: [REDACTED] [@postoffice.co.uk>; \[REDACTED\]
Subject: Re: Can I pick your brains re a good Scottish community-run branch](mailto:@postoffice.co.uk)

Classification: Private



Hi [REDACTED] - please see below for some information around Killin....

The shop came within hours of going under in July last year. We were saved by an 11th hour National Lottery grant that enabled us to start implementing the development plan we had already written. Over the years, as shops in the village closed, MacGregor's tried to fill the gaps they left, but that left us with a confused and disorganised range. We've decided to make that history our USP and we're now becoming "Scotland's Littlest Department Store" with mini departments for everything we've taken on over the years. We have newspapers, fishing tackle, a pet department, hardware and much much more. We've launched a weekly pop-up fruit and veg market, which doubled our turnover on those days. Improving the kerb appeal has given us another kick, and we're now starting to see days with triple the turnover compared to the same period last year.

We reorganised so people could find everything more easily and swapped the cheap easy sell stuff that we had no control over for better quality products we've sourced ourselves. It actually put the price we are charging DOWN for most things!

Reorganising meant we now have a lot more shelf space, which has enabled us to add a lot of products.

[REDACTED]

[REDACTED]

Retail Team

[REDACTED]

[REDACTED] @postoffice.co.uk

100 Wood Street
London
EC24 7ER



From: [REDACTED] @postoffice.co.uk>
Sent: 21 March 2025 14:43
To: [REDACTED] @postoffice.co.uk>
Subject: RE: Chardstock Case Study

Classification: Internal

Hi [REDACTED],

Please see below statement from [REDACTED].

Hi [REDACTED], please find it below.

Chardstock community shop and post office is more than just a place to shop and send mail; it is a vital hub for our community, offering a place to connect, gather, and access essential services, without which most of our residents would be lost and alone.

The shop offers a selection of everyday essentials including fresh bread on a daily basis, alcohol and other local products as well as supporting and advertising for village events.

The post office provides a range of services, including banking, parcel handling and other postal services.

Chardstock community shop & post office is a testament to the strength and resilience of our community, with local volunteers and residents working together to bring this valuable resource to the village.

We invite everyone to come and explore the new look shop and post office, and experience the friendly atmosphere and helpful service that we are committed to providing.

I would like to express my sincere gratitude to everyone who has supported this project, from the volunteers who have worked tirelessly to the local businesses and residents who have shown their support.

We are excited about the future of this community shop and post office, and can't wait to see what it brings. We look forward to serving our community for years to come.

Many Thanks

Regards

[REDACTED]

T: +44 [REDACTED]
E: [REDACTED] @postoffice.co.uk

Post Office Ltd, Stanway House
Woodlands, Bradley Stoke, Bristol,
BS32 4QH

postoffice.co.uk



From: [REDACTED] [@postoffice.co.uk>
Date: Thursday, 27 March 2025 at 13:16](mailto:@postoffice.co.uk)

To: [REDACTED] [@rusdenshome.co.uk>
Subject: Case Study \[Mayfield PO\]](mailto:@rusdenshome.co.uk)

Classification: Internal

Hi [REDACTED],

It was great briefly chatting to you earlier! I hope you are well.

Please do change anything you wish and if there's another picture you would like me to use, I'm also open!! Many thanks 😊

Please see below:



The Mayfield Post Office has proven to be a vital anchor for the high street, driving footfall and supporting local businesses. This is particularly important given that the nearest bank is Crowborough around 6.5 Miles away. Originally opened in 2019 at Rusden's Homes, it temporarily closed in May 2024, causing a noticeable decline in sales for surrounding businesses. Its recent reopening at Handleys on the High Street, thanks to the efforts of Mayfield Community Benefit Society Ltd (MCBS),

marks a significant step in revitalising the local economy.

Under the leadership of its previous Postmaster, [REDACTED], and her colleague [REDACTED], the Post Office offers essential services such as bill payments, cash withdrawals, bureau de change, postage, and home-shopping collections and returns. These services, coupled with its strategic location, reinforce the Post Office as the lifeblood of a vibrant high street that includes shops, cafes, and essential local services.

[REDACTED] said: "I am delighted that a group of villagers stepped forward to make the dream of re-opening the post office into a reality. The Post Office plays a vital role for local high street businesses, providing a secure location for depositing takings, especially as the nearest bank is almost 7 miles away and ensuring parcels reach customers efficiently. For example, [insert name of a frequently served business please], which relies heavily on our services to meet their needs."

Best,

[REDACTED]
[REDACTED]
[REDACTED]
Corporate Affairs, Brand & Communications
+44 (0) [REDACTED]

100 Wood Street
London, EC2V 7AN

postoffice.co.uk



From: [REDACTED]@postoffice.co.uk>

Sent: 21 March 2025 14:43

To: [REDACTED]@postoffice.co.uk>

Subject: RE: Chardstock Case Study

Classification: Internal

Hi [REDACTED],

Please see below statement from Emily Basket .

Hi [REDACTED], please find it below.

Chardstock community shop and post office is more than just a place to shop and send mail; it is a vital hub for our community, offering a place to connect, gather, and access essential services, without which most of our residents would be lost and alone.

The shop offers a selection of everyday essentials including fresh bread on a daily basis, alcohol and other local products as well as supporting and advertising for village events.

The post office provides a range of services, including banking, parcel handling and other postal services.

Chardstock community shop & post office is a testament to the strength and resilience of our community, with local volunteers and residents working together to bring this valuable resource to the village.

We invite everyone to come and explore the new look shop and post office, and experience the friendly atmosphere and helpful service that we are committed to providing.

I would like to express my sincere gratitude to everyone who has supported this project, from the volunteers who have worked tirelessly to the local businesses and residents who have shown their support.

We are excited about the future of this community shop and post office, and can't wait to see what it brings. We look forward to serving our community for years to come.

Many Thanks

Regards

T: +44 (0) [REDACTED]
 E: [REDACTED]

Post Office Ltd, Stanway House
 Woodlands, Bradley Stoke, Bristol,
 BS32 4QH

postoffice.co.uk



From: [REDACTED] [@postoffice.co.uk>
Sent: 20 March 2025 16:30
To: \[REDACTED\] \[@postoffice.co.uk>
Subject: RE: Chardstock Case Study\]\(mailto:@postoffice.co.uk\)](mailto:@postoffice.co.uk)

Classification: Internal

Hi [REDACTED],
 Could you perhaps review the copy below and see what needs updating? I appreciate there must be some refurbishment by now and it like I said it would be great to get a quote from [REDACTED]!

Best,

[REDACTED]

“The Chardstock Community Shop and Post Office is a remarkable example of a village coming together to save a vital local service. When the owners retired, the shop and Post Office were at risk of closure. Determined not to lose these essential facilities, the community raised £257,000 through shares, donations, and loans, supplemented by an £180,000 grant from the Parish Council. This funding allowed the purchase of the premises and the commencement of much-needed refurbishments.

Now operating under community ownership, the Post Office is run by Postmaster [REDACTED], alongside a team of dedicated volunteers. The transformation has revitalised the service, with increased usage and exciting plans for future developments, such as replacing the old-style full-screened Post Office counter with a new-style counter alongside the retail counter, making much better use of the space.

The shop’s [REDACTED] has also applied his expertise to significantly reduce running costs, ensuring the shop’s financial sustainability. As MP Richard Foord noted during the official opening, this success reflects the dedication and teamwork of the Chardstock community. The Post Office and shop have become a true hub, safeguarding services and fostering local connections.”

From: [REDACTED]
Sent: 20 March 2025 14:41
To: [REDACTED] [@postoffice.co.uk>
Subject: Chardstock Case Study](mailto:@postoffice.co.uk)

Hi [REDACTED],

I hope you're well.

I'm looking for a good case study of a post office that provides a service to consumers that wouldn't otherwise be available because it's not commercial to offer the services (so here we're thinking of a very rural or remote area, perhaps offering banking services). This is for something the Department of Business and Trade are putting together.

Do you think Chardstock would be a suitable example ([REDACTED] sent over)? If so, would you mind reaching out to the PM for a quote? It could be on the lines of how useful it is for the community to have a PO to fulfil their banking and parcel needs etc and it's a lovely example of a community coming together to save such a vital service.

Thanks,

[REDACTED]

[REDACTED]
[REDACTED]

Corporate Affairs, Brand & Communications
+44 (0) [REDACTED]
020 [REDACTED]

100 Wood Street
London, EC2V 7AN

postoffice.co.uk



From: [REDACTED] [@postoffice.co.uk>
Sent: 12 March 2025 16:16
To: \[REDACTED\] \[@postoffice.co.uk>
Subject: FW: POL x DBT Fortnightly Catch Up\]\(mailto:@postoffice.co.uk\)](mailto:@postoffice.co.uk)

Classification: Private

Hi [REDACTED]

Another request from me! As you can see from [REDACTED] request below, I'm looking for three case studies of postmasters who help bring to life different part of POL's value (ideally with a photo but don't worry about that if you don't have!)

1. Market failure i.e. a post office that provides a service to consumers that wouldn't otherwise be available because it's not commercial to offer the services - so here we're thinking of a very rural or remote area, perhaps offering banking services.
2. High streets i.e. a post office that is an anchor on its high street and that lots of local small businesses rely on to operate, banking and mails.

3. Community cohesion i.e. a post office that does lots for the community, brings people together, goes above and beyond. Pontrilas

Grateful for any advice 😊

[REDACTED]

From: [REDACTED]@postoffice.co.uk>
Sent: 12 March 2025 13:35
To: [REDACTED]@postoffice.co.uk>
Cc: [REDACTED]@postoffice.co.uk>
Subject: Fw: POL x DBT Fortnightly Catch Up

Classification: Private

Hi [REDACTED],

Could you lead on this one please?

Basically we need x3 case studies of postmasters who help bring to life different part of POL's value, ideally with a photo.

DBT want one for each area:

1. Market failure i.e. a post office that provides a service to consumers that wouldn't otherwise be available because it's not commercial to offer the services - so here we're thinking of a very rural or remote area, perhaps offering banking services.
2. High streets i.e. a post office that is an anchor on its high street and that lots of local small businesses rely on to operate, banking and mails.
3. Community cohesion i.e. a post office that does lots for the community, brings people together, goes above and beyond. [REDACTED] might work?

Happy to chat through if useful. I'd see if [REDACTED] has any suggestions first - then if we're not quite there, we can ask RMs.

Could we aim for 25/26th for first drafts please i.e. 2 weeks?

Thanks,

[REDACTED]

From: [REDACTED]@businessandtrade.gov.uk>
Sent: 05 March 2025 17:22
To: [REDACTED]@postoffice.co.uk>
Cc: [REDACTED]@postoffice.co.uk>; [REDACTED] (DBT)
[REDACTED]@businessandtrade.gov.uk>; [REDACTED] (DBT)
[REDACTED]@businessandtrade.gov.uk>
Subject: RE: POL x DBT Fortnightly Catch Up

Classification: Private

The Minister just quizzed me on how we can make the Green Paper more positive and he likes the idea of including case studies of the kind of branches/postmasters that drive social value from HMG's perspective. Subject to what POL think, I was potentially thinking we could include case studies to back up the policy objectives, so a branch that's clearly addressing a market failure, a branch that's essential for community cohesion and a branch supporting its high street. Just an idea at this stage but would be keen to discuss at our next DBT/POL green paper catch up. Copying [REDACTED] as he'll be covering that meeting.

[REDACTED]

Thanks,

[REDACTED]



Department for
Business & Trade

[REDACTED], Post Office Policy

Department for Business and Trade

Tel: [REDACTED] | E-mail: [REDACTED]@businessandtrade.gov.uk

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