

candidate mailing campaign

A guide to best practice



with us it's personal®

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introduction

Welcome to the Best Practice Guide. It has been created to help you to ensure that a candidate's mailing campaign is carried out successfully in the lead up to the European Election.

The guide leads you through the various activities and processes involved. It provides you with basic project planning advice so everyone involved knows exactly what they should be doing and when they should be doing it by. It can be used by political parties, candidates and their suppliers, Royal Mail Account Handlers and Royal Mail Operations. The guide promotes:

- The importance of working in partnership
- The need to plan early
- The value of shared communications.

Please note:

Royal Mail provides postal services for elections under the terms of the Successor Postal Services Inland Letter Post Scheme 2001 (as amended) or any scheme that replaces it and under the terms set out below, as it is enabled to do pursuant to section 91 Representation of the Peoples Act 1983 (as amended). These terms shall govern the relationship between Royal Mail and candidates should candidates choose to send free electoral mailings under the terms of section 91 Representation of the Peoples Act 1983 (as amended).

election

6-week timeline

The timeline represents a table of activities and when they should be undertaken. It is based on a 6-week planning process.

Key activities to be aware of are:

- **All artwork must be approved by the Artwork vetting Team prior to mailing**
If there is a six-week period prior to polling day, candidates have at least a two-week period to forward their artwork templates to the Artwork Vetting Team for approval. All artwork must be approved by the Artwork Vetting Team prior to mailing. If you require your artwork to be vetted earlier, this can be arranged through your Area Election Manager.
- **Window of opportunity for the delivery of Addressed and Unaddressed mail**
This is the recommended timeframe for Royal Mail to receive and deliver candidates' mail.
- **Latest acceptance dates for Unaddressed and Addressed mail**
These are the latest acceptance dates that will ensure candidates' mail is delivered within the "window of opportunity".

election timeline

5 weeks to go Date: 30/04/09	4 weeks to go Date: 07/05/09	3 weeks to go Date: 14/05/09
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Key activities

• Election candidates announced		• Start of delivery
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Area Election Manager

	• Local plans agreed	• Monitor party plans
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Artwork Vetting Team

• Vetting of candidate artwork	• Vetting of candidate artwork	• Vetting of candidate artwork
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Election Support Team

		• Daily monitoring
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Candidate

• Vetting of candidate artwork	• Vetting of candidate artwork	• Vetting of candidate artwork • Delivery of Unaddressed or Addressed Mail
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2 weeks to go Date: 21/05/09	1 week to go Date: 28/05/09	polling week Date: 01/06/09
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• Latest acceptance Unaddressed	• Latest acceptance Addressed	• Polling Day
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• Give daily feedback	• Give daily feedback	• Give daily feedback
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• Vetting of candidate artwork	• Vetting of candidate artwork	
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• Daily monitoring	• Daily monitoring	• Daily monitoring
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8 days to go Date: 22/05/09	4 days to go Date: 29/05/09	polling day Date: 04/06/09
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• Daily monitoring • Latest acceptance day for Unaddressed Mail	• Daily monitoring • Latest acceptance day for Addressed Mail	
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the team

To improve our communication links and forge closer working relationships we have created a team that will support candidates throughout the mailing process. The team will consist of:

- Area Election Managers
- Artwork Vetting Team
- Election Support Team

Candidates will be advised via the Royal Mail Website of their appropriate contacts, or by contacting the Election Support Team

area election managers

Area Election Managers [AEMs] are operational specialists who are responsible for liaising with candidates and their suppliers. They work with candidates to create mailing profiles and to agree a date for mail to be delivered into the Royal Mail network. This information is then used by the AEMs to produce local mailing plans. These plans are monitored on a daily basis by the Election Support Team to ensure that everything happens as agreed.

A list of the Area Election Managers can be found on the Elections page of the Royal Mail website via www.royalmail.com/candidatemail.

artwork vetting team

This team is responsible for approving all candidates' mailpieces. If there are any issues, the team will contact candidates and advise them of amendments that need to be made. The team will try to approve or reject artwork within 48 hours of receipt.

e-mail:	contact number:
artwork.vetting@royalmail.com	0845 607 6424

election support team

The Election Support Team support the AEMs by monitoring the local mailing plans and taking a proactive role in identifying potential issues that may impact on a candidates mailing.

The Election Support Team will also act as an additional point of contact if the candidate is unable to reach their AEM or the Artwork Vetting Team.

The Election Support Team also comprises of dedicated account handlers who will be there to support political parties.

e-mail:	contact number:
election.support@royalmail.com	0845 607 6416

artwork vetting

artwork vetting process

Royal Mail vets all candidates' artwork to check that it complies with legislation and that it does not contain any obscene, offensive or indecent material that infringes legislation. In addition Royal Mail will check the envelope (if used) to ensure it meets the design guidelines

We have tried to keep the artwork approval process simple by giving candidates direct access to the Artwork Vetting Team. Having a centralised approach ensures that each candidate receives a consistent and professional service.

It is essential that only approved artwork can be accepted for mailing purposes.

The following provides details as to how the artwork is vetted.

Candidates forward a proof of their campaign material to the Artwork Vetting Team for approval and sign off. This should also include notification of whether the mailing is intended to be Addressed or Unaddressed.

All artwork can be e-mailed to:
artwork.vetting@royalmail.com

Or sent to:
**Royal Mail
Artwork Vetting Team
PO Box 1158
SUNDERLAND
SR3 3ZX**

Please note:

Royal Mail will not be responsible for any costs incurred in relation to communications printed or reprinted if approval is not gained.

Candidates should ensure the campaign material they send adheres to the artwork guidelines set out below. If your communication is not in English, certified translation is required.

The Artwork Vetting Team will maintain a record and keep hard copies of all artwork that has been rejected or approved.

The Artwork Vetting Team will contact the candidate via email or telephone if there are any issues with the proof. This will be followed up by written confirmation which will be sent out on the same day.

If there are any issues with the artwork in relation to obscene, offensive or indecent material that is considered to be in breach of legislation, the candidate will be advised and will be asked to resubmit an amended proof.

The vetting team will issue Candidates with a unique reference code which verifies that their artwork has been approved.

artwork guidelines

The following sets out clearly the requirements with which candidates must comply when producing their candidate mailing. Candidates are responsible for ensuring that their candidate mailing complies with the terms below and the law.

Please note:

If candidates or parties are in any way unclear on the interpretation of this section they must seek independent legal advice.

- Candidate mailings must contain matters relating to the election only. For example, requests for party funds or party membership must be related to support in the election only.
- The candidate mailing must be from you, the candidate only, or from the regional list of candidates, however, it may contain party leader endorsement of your candidacy in the election.
- Candidate mailings designed to secure the election of a candidate at another election or in another constituency or electoral region are unacceptable.
- Acceptable content will be matter relating to the election only. A quotation from a public figure or reputable company demonstrating their support for your candidacy or your party will be viewed as acceptable content as long as it is clearly limited to support of that alone. Any other form of advertising other than for your candidacy or political party will not be considered as matter relating to the election (for example, company logos or advertising slogans).

- If your candidate mailing offers to send further details, that information must also relate to the election only. Further information on election policy is acceptable.
- Different Addressed candidate mailings may be sent to different groups of electors (e.g. special message to first-time voters) but each batch of these must be identical and each must be vetted and issued with a unique reference number.
- Candidate mailings must not contain any signs, words, marks or designs that are offensive, obscene or indecent. The content must not infringe any legislation such as for example Section 19 of the Public Order Act 1986 (See appendix), the Malicious Communications Act 1988, Section 101 of the Postal Services Act 2000. This list is not exhaustive and candidates should seek legal advice if they are in any doubt.
- It is the candidate's responsibility to ensure that candidate mailings comply with the law, the requirements set out in the Candidate Mailing Campaign A Guide To Best Practice and the terms of the Successor Postal Services Inland Letter Post Scheme 2001 (as amended) or any Scheme that replaces it. A copy of this can be found on the Royal Mail website.
- The supplier's and publisher's name and address must appear on the face of all pieces of candidate mailing. (Section 110, Representation of the People Act 1983).

the campaign plan

The Campaign plan identifies key tasks and roles for the six weeks leading up to an Election. It has been colour coded to identify responsibilities for tasks and is designed to be worked through and completed with your Area Election Manager and suppliers. It also leaves room to insert additional tasks, so that it can be used as a more general planning aid for your election mailing.

The Area Election Manager plays a key role in the campaign plan and this is where the importance of working in partnership with each candidate becomes apparent.

The local Area Election Manager will require the candidate to confirm the following:

- Whether their mailing will be Addressed or Unaddressed (but not both within any given parliamentary constituency).
- Their delivery date and location to Royal Mail
- Details of their artwork has been vetted by the Artwork Vetting team.

In turn the local Area Election Manager will provide the candidate with the following information:

- The latest acceptance days for Addressed or Unaddressed mail
- Details of their agreed mailing plan.

The candidate's mailing plan will be shared and monitored by the Election Support Team. This is to ensure that everything goes to plan and that any issues raised are resolved at an early stage.

It is vitally important that the latest acceptance dates are adhered to. This is because the timescales for delivery are short and the volumes of candidates' mail are high. In order to ensure that each candidate's mailing gains maximum impact and that Royal Mail is able to deliver their mail before polling day, we must receive candidate mailings by the latest recommended acceptance dates as set out within the election timelines. If these dates are not met, Royal Mail cannot guarantee to complete the delivery of the posting in full before polling day.

Regular and open dialogue between the candidate and Royal Mail will help to ensure that there is no breakdown in communication and that there is a complete understanding of the requirements of all involved.

product specifications

general

- A proof of the proposed candidate mailing must be submitted prior to printing. This will ensure that it conforms to operational requirements and with Royal Mail standard terms and conditions. Even standard text previously cleared centrally by Royal Mail has to be checked before it is sent out in another area.
- The Artwork Vetting Team will keep a proof copy of your mailing in our files and a certified translation if your mailing item is in a language other than English and Welsh (mailings may be in any language provided that they abide by the same rules as laid down for communications in English).
- Royal Mail will not be responsible for any costs incurred in relation to mailings printed prior to such approval.
- Transportation from the suppliers or candidates to agreed designated Royal Mail designated handover points* will be at the expense of the posting client.
- Candidate mailings for the service must not weigh more than 60g.
- Candidate mailings must be the same size and weight between 140mm and 240mm in length and between 90mm and 165mm in width, and no thicker than 5mm.
- Unfolded candidate mailings must be single sheet only. Folded candidate mailings can be single or multi-sheet and must retain their presented format. Multi-sheet folded candidate mailings must be properly secured to a standard agreed by the Royal Mail Area Election Manager.

* For a list of the designated Royal Mail handover points, with the delivery offices and constituencies they cover; together with a list of the number of delivery points by constituency and region please refer to the elections page of the Royal Mail website via

* Please note your leaflets may be:

- addressed or unaddressed within each region, or
- addressed or unaddressed within each parliamentary constituency

www.royalmail.com/candidatemail

Addressed communications

- Addressed candidate mailings may be sent as folded or unfolded leaflets or envelopes and must be Addressed to electors or proxies by name. So, for example, you may address a mailpiece to Mr Smith, but not to The Occupier. The title should be followed by a proper address, including full postcode.

Examples of acceptable titles are:

Mr A Smith, Mr and Mrs Smith, Mr and Mrs Smith and Miss C Smith, Ms C Smith, A Smith

Examples of unacceptable titles are:

The Tenant etc, The Smith Family, Mr and Mrs Smith and Family, Mr and Mrs Smith (or Occupier), All at..., or no name at all.

You may also address a candidate mailing to a voter living outside the constituency, but only to an address in Great Britain and Northern Ireland. Candidate mailings sent elsewhere will be treated as undeliverable.

- Addressed candidate mailings must not exceed the total number of electors within a constituency at a Parliamentary or Assembly electorate.
- Mailpieces addressed to absent voters at a Naval Shore Establishment or on a ship in Home Waters should show the name, rank or rating and number (if any) of the voter. The full postal address of the ship or establishment is preferable but, if the address of the ship is unknown, give her name, followed by 'BFPO Ships'. Mailpieces addressed to Military absent voters should show the name, rank, army or official number (if any), squadron or company, battalion, battery, regiment or other unit. The full postal address, including full postcode, should also be given.
- On each Addressed candidate mailing you must print, stamp or legibly write the words Election Communication on the front of the outer envelope in a font size of at least 10 points. The address, including full postcode, on each candidate mailing must be clearly legible and distinct from any other printing or text.
- Royal Mail will forward redirected candidate mailings within 24hours providing they are addressed within Great Britain or Northern Ireland.

Unaddressed communications

- Unaddressed candidate mailings may be sent as folded or unfolded leaflets or envelopes.
- The words Election Communication, the candidate's name or political party and the constituency name must be written or printed, in a font size of at least 10 points, on what would normally be the front of the candidate mailing.
- Unaddressed mailings must not exceed the total number of delivery points within a constituency at a Parliamentary or Assembly election.
- Royal Mail will also make available for collection all undelivered candidate mailings. If you want us to do this, please put the candidate's name on the left-hand side of the candidate mailing and the message, 'If undelivered, please return to Royal Mail (Mail Centre name)'. Any candidate mailing returned to the Mail Centre will be kept for three working days within which time you must come to collect it.
- Uncollected candidate mailings and undelivered candidate mailings will be destroyed.

acceptance specifications

The way the candidate mailing is prepared is very important.

All Addressed mailings must be:

- facing the same way and the same way up
- pre-sorted by street name and postcode
- bundled according to street name
- If this is a regional addressed leaflet then it needs to be clearly labelled with region, delivery office, number of items
- If your regional mailing is a mixture of addressed and unaddressed by constituency, then your mailing needs to be clearly labelled by region, constituency, delivery office, number of items
- mailings to BFPO should be bundled separately
- no separate bundles for absent voters
- all bundles presented in bags must be double banded
- no mixed postcode bundles in boxes or bags (i.e. 1 postcode per box or bag)
- candidate mailings presented in boxes or bags must not weigh in excess of 11kg.

All Unaddressed candidate mailings must be:

- bundled in 100s only
- all bundles presented in boxes
- If this is a regional unaddressed leaflet then it needs to be clearly labelled with region, delivery office, number of items
- If your regional mailing is a mixture of addressed and unaddressed by constituency, then your mailing needs to be clearly labelled by region, constituency, delivery office, number of items
- boxed to a maximum weight of 11kg
- all bundles presented at the handover point must be packaged separately for individual delivery offices, with the name of the delivery office, constituency and total number enclosed written on the box
- Royal Mail does not provide boxes. Candidates are responsible for providing their own.

Arranging your posting

- It is essential that candidates arrange their posting with their Royal Mail Area Election Manager as early as possible.
- Candidate mailings must be posted at designated Royal Mail handover points which are usually within or nearby the constituency or electoral region. 'These are listed on the website'.
- Candidates must complete a separate EL1 form for each handover of election communication material.
- You must give at least two clear working days' notice during normal office hours to the Royal Mail Area Election Manager of your intention to post, once your candidate mailing has been approved by Royal Mail.
- The Royal Mail Area Election Manager will confirm the latest posting dates for Addressed and Unaddressed candidate mailings.
- Royal Mail UK delivery aims, as agreed with the Department of Constitutional Affairs, are:

An example of this posting scenario for Addressed mailings, based on Thursday as the day of election, would be:

- Wednesday – Notify the Royal Mail Area Election Manager of your posting.
- Friday – Turn your communications over to Royal Mail.
- Monday to Wednesday – Distribute the mailing to Mail Centres and complete delivery.
- Thursday – Polling Day.

For Unaddressed mailings, seven (7) clear working days for delivery, not to include the day of handover of the material, or polling day.

An example of this posting scenario for Unaddressed mailings, again using Thursday as the day of election would be:

- Wednesday – Notify the Area Election Manager of your posting.
- Monday – Turn your mailing over to Royal Mail.
- Tuesday to Friday, Monday to Wednesday – Distribute the mailing to Mail Centres and complete delivery.
- Thursday – Polling Day.

Handover Days – Monday to Friday

Handover Times – 8am-12noon

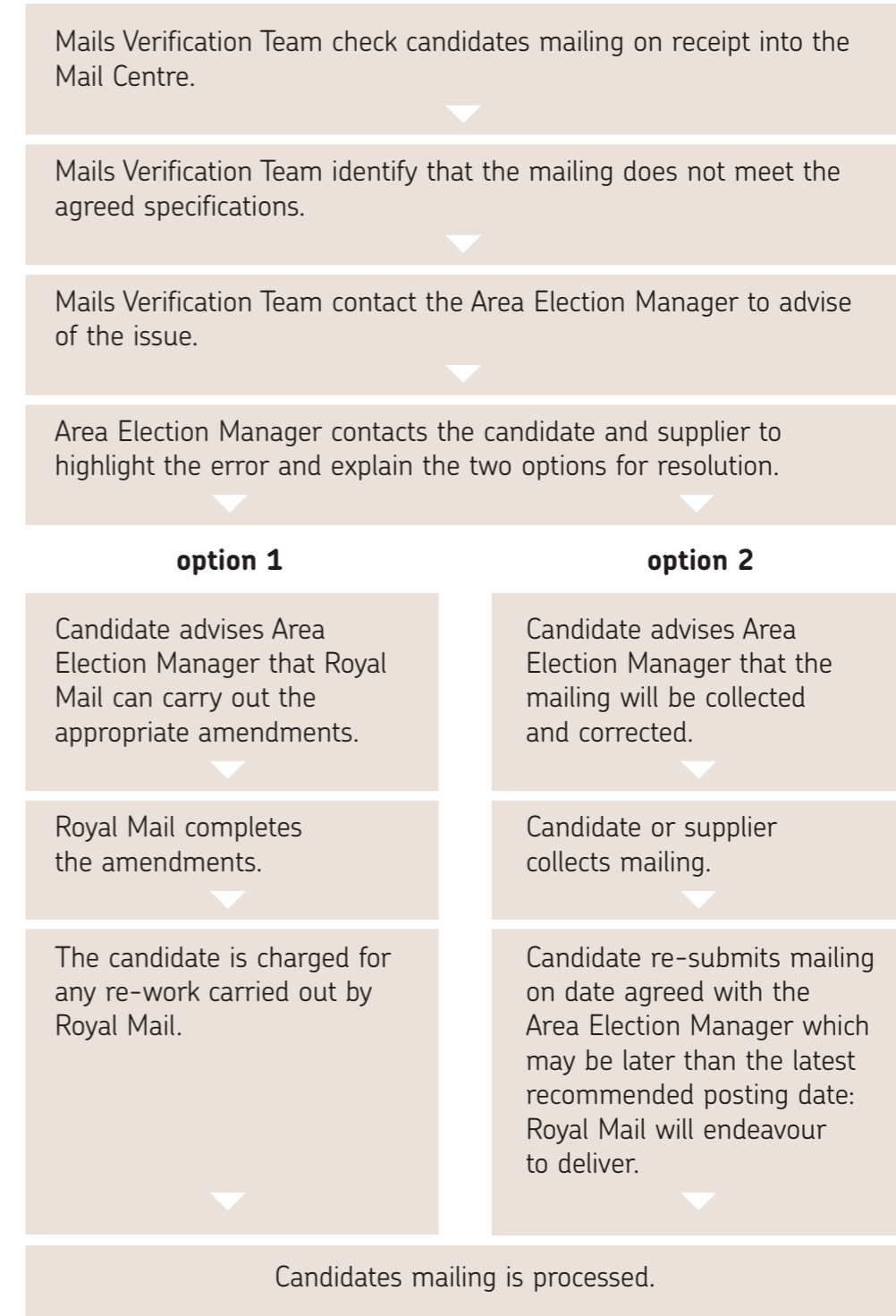
*Please be aware that Monday 25th May 2009 is a bank holiday and is not classed as a working day.

escalation process

When you deliver your leaflets into the designated drop off points The Mail Verification Team check candidates' mailings. If the mailing does not meet the agreed mailing specifications the Area Election Manager will be advised of the issue. An example of this may be no mail sortation. The Area Election Manager will subsequently contact the candidate, explain the situation and the two options available to them. The options are:

1. The candidate or supplier can collect the mailing in order to rectify the error. The mailing will then need to be re-delivered to the Mail Centre on a date agreed with the Area Election Manager
2. Royal Mail will, where operationally possible, carry out any re-work and charge the candidate accordingly.

When your candidates mail is delivered to the required drop off point;



dealing with queries

Your local **Royal Mail Area Election Manager** is available to deal with any queries concerning your mailing.

The **Artwork Vetting Team** is on hand to assist with any queries you may have regarding your election artwork.

If you are unable to get hold of either your local Area Election Manager or someone from the Artwork Vetting Team, the **Election Support Team** is available to help.

EL1 docket

To assist you in completing your posting dockets correctly please refer to the examples shown opposite.

Unaddressed mailings

ELECTION POSTAGE DOCUMENTATION EL1

Certificate of Posting of Poll Cards or Candidate's mail
A FULLY COMPLETED CERTIFICATE MUST ACCOMPANY EACH POSTING

Certificate Number: EN 21735
Time/Date received: 12:05 / 21/04/08

Constituency/Region: Enter here
Delivery points: 49,300
Name of Candidates, Party or (Acting) Returning Officer: A N Other

Actual number received: 45,000
Number of actual items delivered: 45,000
Party/Council: Any party

Type of posting (please tick):
Addressed Communications Unaddressed Communications

Candidates declaration: I declare that each item contains matter relating to the election only and is identical to the specimen produced for inspection and retention by Royal Mail. Where it is addressed, it is done so by name, to a registered elector for the constituency, region or person appointed as proxy to vote for such an elector. To the best of my knowledge, not more than one unpaid communication has been addressed to any one registered elector or their proxy.

Required Signature of poster: Sign here
Name of poster: Name here
Position: Agent

Required Signature of Royal Mail representative: RM sign here
Name of Royal Mail representative: RM name here

Copies: White & Yellow to Royal Mail Co-ordinator, Pink & Green to be retained by poster
Royal Mail is a trading name of Royal Mail Group plc. Registered number 4138203.
Registered in England and Wales. Registered office: 148 Old Street, LONDON, EC1V 9HQ.
SP7577 5/04

Royal Mail

- 1 Ensure that the time and date are completed when the mailing is being received by Royal Mail.
- 2 Enter the number of delivery points.
- 3 Put your name and the party who you are representing.
- 4 Tick the correct mailing type ie. Addressed or Unaddressed.
- 5 Ensure that the EL1 is signed when the mail is handed over to Royal Mail.
- 6 Enter the actual number received which is provided by Royal Mail. The quantities cannot exceed the number of delivery points.

N.B. This is an important document and your mail can not be accepted without this.

Addressed mailings

ELECTION POSTAGE DOCUMENTATION			EL1
Certificate of Posting of Poll Cards or Candidate's mail			
<small>A FULLY COMPLETED CERTIFICATE MUST ACCOMPANY EACH POSTING</small>			
Certificate Number EN 21735	Time/Date received 12:05 / 21/04/08		
Constituency/Region Enter here	Delivery points 49,300	Name of Candidates, Party or (Acting) Returning Officer A N Other	
Actual number received 33,468	Number of actual items delivered 33,468	Party/Council Any party	
Type of posting (please tick)		Addressed Communications <input checked="" type="checkbox"/>	Unaddressed Communications <input type="checkbox"/>
Candidates declaration: I declare that each item contains matter relating to the election only and is identical to the specimen produced for inspection and retention by Royal Mail. Where it is addressed, it is done so by name, to a registered elector for the constituency, region or person appointed as proxy to vote for such an elector. To the best of my knowledge, not more than one unpaid communication has been addressed to any one registered elector or their proxy.			
Required Signature of poster Sign here	Name of poster Name here	Position Agent	
Required Signature of Royal Mail representative RM sign here	Name of Royal Mail representative RM name here		
<small>Copies: White & Yellow to Royal Mail Co-ordinator, Pink & Green to be retained by poster Royal Mail is a trading name of Royal Mail Group plc. Registered number 4138203. Registered in England and Wales. Registered office: 148 Old Street, LONDON, EC1V 9HQ SP7577 5/04</small>			

- 1 Ensure that the time and date are completed when the mailing is being received by Royal Mail.
- 2 Enter the number of delivery points.
- 3 Put your name and the party who you are representing.
- 4 Tick the correct mailing type ie. addressed or Unaddressed.
- 5 Ensure that the EL1 is signed when the mail is handed over to Royal Mail.
- 6 Enter the actual number received which is provided by Royal Mail Quantities, including phased mailings must not exceed the total number of Parliamentary or Assembly electors.

N.B. This is an important document and your mail can not be accepted without this.

Section 19 - Public Order Act

Note 1

The attention of candidates is drawn to Section 19 of the Public Order Act 1986, part of which reads as follows:

“(1) A person who publishes or distributes written material which is threatening, abusive or insulting is guilty of an offence if:

- (a) he intends thereby to stir up racial hatred, or
- (b) having regard to all the circumstances racial hatred is likely to be stirred up thereby.”

To help you

Royal Mail can arrange for alternative formats of this booklet to be sent to you:

- Large Print
- Braille
- Audio CD
- Audio Cassette

For a free copy call Customer Services on:
08457 950 950

If you are deaf or hard of hearing, we offer a textphone service on: **0845 000 606**

Or visit our website **www.royalmail.com** which has been designed with all of our customers in mind.