

Candidate Mail

A guide to best practice
for a Scottish Parliamentary Election



Royal Mail

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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 Scottish Parliament 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.

There are 3 types of "candidates" entitled to send out Candidate Mail at the Scottish Parliament elections, these are:

- Candidates for return as a constituency member (these candidates may, or may not, represent a political party);
- Individual candidates for return as a regional member (these candidates do not represent a particular political party); and
- Registered political parties who have submitted a regional list

Please note:

"The Royal Mail, as a Universal Service Provider, sets reasonable terms and conditions for election mailings to ensure that all candidates and parties are provided with the same level of service. These terms shall govern the relationship between Royal Mail and candidates should candidates choose to send free electoral mailings under section 61 Scottish Parliament (election etc) Order 2010".

"Any reference in this guide to a candidate should also be taken as a reference to the nominating officer of a registered party which has submitted a regional list or to the party itself, as appropriate"

7 easy steps for you to follow

- 1 Obtain a copy of the Best Practice Guide and your election information both of which are available from the Royal Mail website at www.royalmail.com/candidatemail and then contact our Election Support Team

e-mail: election.support@royalmail.com contact number: **08456 076 416**

*Election information includes:

- Your Royal Mail Election Manager and contact details
- The number of delivery points per constituency
- The address for your local Royal Mail drop off point.

- 2 Decide on the type of mailing you wish to send using the product specification on page 12.
- 3 Produce your artwork proof and forward it to the Royal Mail Artwork Checking Team at artwork.vetting@royalmail.com to be checked and approved. Full details of the process are shown on page 8.
- 4 Upon artwork approval, produce your mailing using the Acceptance Specifications shown on pages 15.
- 5 Contact your Election Manager to agree your election mailing plan.
- 6 Complete your EL1 posting docket with your mailing information.
- 7 Deliver your mailing and completed EL1 posting docket to Royal Mail on the date agreed with your Election Manager.

your Royal Mail Election 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:

- Election Support Team
- Election Managers [EMs]
- Artwork Checking Team

When a Scottish Parliament election is announced, candidates will be advised via the Election Support Team of their appropriate contacts.

election support team

The Election Support Team are your first point of contact and support the EMs 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 are also available if the candidate is unable to reach their EM or the Artwork Checking Team.

e-mail: **election.support@royalmail.com** contact number: **08456 076 416**

Candidates will be advised of their appropriate contacts by contacting the Election Support Team.

There are dedicated account handlers within the Election Support Team who are there to support political parties.

election managers

Election Managers [EMs] 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 EMs 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.

Candidates must contact their Election Manager in order to discuss and confirm their mailing arrangements. Following this the Election Managers will produce the candidates 'mailing plan'.

A list of the Election Managers will be e-mailed to you by the Election Support Team.

artwork checking team

This team is responsible for checking 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 check artwork within 48 hours of receipt.

e-mail: **artwork.vetting@royalmail.com** contact number: **08456 076 424**

getting your artwork checked by Royal Mail

artwork checking process

At the request of the Scotland Office, Royal Mail checks all candidates' artwork to ensure it is only about election matters, in accordance with article 61 of the Scottish Parliament (Elections Act.) Order 2010, and can be delivered as an election mailing. In order to comply with Royal Mail guidelines it must not contain any content that is obscene, offensive or indecent (see pages 10 and 24). In addition Royal Mail will check the envelope (if used) to ensure it meets the design guidelines.

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

Only artwork that has been checked and approved can be accepted for mailing purposes.

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

Candidates forward a proof of their campaign material to the Artwork Checking Team for approval and sign off. This must also include the following information:

- 1 Contact Name
- 2 Contact Details (phone/e-mail)
- 3 Candidates Name
- 4 Political Party
- 5 Constituency or electoral region
- 6 Mailing Type
- 7 Item Dimensions

All artwork can be e-mailed to:

artwork.vetting@royalmail.com

Or sent to:

**Royal Mail
Artwork Checking 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 given.

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

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

The Artwork Checking 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 (see pages 10 and 24), the candidate will be advised and will be asked to resubmit an amended proof.

The Checking Team will issue candidates with a unique reference code which verifies that their artwork has been approved.

artwork checking 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 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 Addressed mailings only' different Addressed candidate mailings may be sent to different groups of electors (e.g. special message to first-time voters) but each different piece of artwork must be checked and issued with a unique reference number, and all items in each batch of correctly sorted election mailings provided to the Royal Mail must be the same.

- 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 page 24), 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 the content of candidate mailings comply with the law, and the requirements set out in this Guide.
- The supplier's and publisher's name and address must appear on the face of all pieces of candidate mailing (article 74 of the Scottish Parliament (Elections Act) Order 2010).

the product specifications

general

- A proof of the proposed candidate mailing must be submitted prior to printing. This is to ensure that it conforms to operational requirements and with Royal Mail standard terms and conditions. Standard text previously cleared centrally by Royal Mail has to be checked before it is sent out in another area.
 - The Artwork Checking 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 Gaelic (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.
 - Royal Mail does not provide transportation from the suppliers or candidates to the agreed Royal Mail drop off points.
 - 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 Artwork Checking Team.
- * For a list of the designated Royal Mail handover points 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 www.royalmail.com/candidatemail

Your leaflets may be addressed or unaddressed within each parliamentary constituency' as stated within article 61 of the Scottish Parliament (Elections Act) Order 2010.

1 At a Scottish parliamentary election-

- (a) each candidate for return as a constituency member; and;
- (b) each individual candidate for return as a regional member; and;
- (c) the nominating officer of each registered party which has submitted a regional list,

is entitled to send, free of any charge for postage which would otherwise be made by a universal postal service provider, a postal communication containing only matter relating to the election and not exceeding 60 grams in weight.

2. One postal communication as described in paragraph (1) may be addressed to each elector-

- (a) in the constituency; or
- (b) where the sender is a person described in paragraph (1)(b) or (c), in the region,

or alternatively one unaddressed such communication may be sent to each place which, in accordance with such reasonable terms and conditions as the universal postal service provider may specify, constitutes a delivery point for the purposes of this article.

3. Any such candidate or, as the case may be, party's nominating officer is also, subject as mentioned in paragraph (2), entitled to send free of any such charge for postage as mentioned above to each person entered in the list of proxies for the election one such communication as mentioned in paragraph (1) for each appointment in respect of which that person is so entered

Addressed communications - Streetsort and Electionsort

- 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.

- Addressed candidate mailings must not exceed the total number of electors within a constituency or region at a Scottish Parliament election.
- 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.

- For a constituency mailing 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.
- For a regional mailing the words Election Communication, the candidate's name or political party and the region 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.

Please note that the unaddressed mailing must be the same throughout the Region.

- For enveloped addressed mailings, on the front of the outer envelope you must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipient's address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text. For un-enveloped addressed mailings, on each candidate mailing piece you must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipient's 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 24 hours providing they are addressed within Great Britain or Northern Ireland.
- For Royal Mail drop off points with the delivery offices and constituencies they cover, together with the number of delivery points by constituency please refer to the elections page of the Royal Mail website via www.royalmail.com/candidatemail

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 households within a constituency or a region at a Scottish Parliament election.
- Royal Mail will make available for collection all undelivered election mailings. If you want us to do this, please contact your Election Manager, who will be happy to arrange this for you. Any candidate mailing returned to the Mail Centre will be kept for a maximum of three working days from the planned delivery completion date.
- Uncollected candidate mailings and undelivered candidate mailings will be destroyed.
- On Unaddressed mailings you must ensure both the Region & Constituency are printed & visible on the front of the mailing in a font size of at least 10 points.

acceptance specifications

The way the candidate mailing is prepared is very important.

Addressed Mail

There are now two choices for sending your Addressed mail, either by using the Streetsort or Electionsort service. Streetsort requires the poster to manually pre-sort their posting by street name and postcode area. Electionsort offers an automated sortation solution where a candidate's mail is pre-sorted to individual postal walk, via the Electionsort database and software. Electionsort is ideal for Political Parties managing a large central print operation and who have previous experience in producing large bulk mailings.

It is important that you choose the right service and to ensure that you can meet the technical specifications of the service as set out in this guide:

Streetsort

Streetsort is a service which requires the poster to manually presort the election addressed by individual street name and postcode.

Your Streetsort mailing must be:

- Facing the same way and the same way up.
- Pre-sorted by street name and postcode area.
- Bundled by street name, one street per bundle.
- Bundled in 100s only.
- All bundles must be banded using elastic or paper bands.
- All bundles presented in bags must be double and cross-banded, bundles presented in boxes can be single banded.
- Each bundle should contain items for one street only and must not contain anything other than your election mail.
- Bundles containing less than 10 items must be single banded.
- No mixed postcode bundles in boxes or bags (i.e. 1 postcode area per box or bag) for example LS10.
- No separate bundles for absent voters.
- Mail to British Forces Post Office (BFPO) should be bundled separately.

- Candidate mailings presented in boxes or bags must not weigh in excess of 11kg.
- For constituency mailings – Boxes must be clearly labelled with the delivery office, postcode area, political party or independent candidate name, constituency and the number of items.
- For Regional mailings – Boxes must be clearly labelled with the delivery office, postcode area, political party or independent candidate name, region and the number of items.
- Royal Mail does not provide consumables including boxes and bags. Candidates are responsible for supplying their own.
- An EL1 posting form must be completed per constituency and handed over with each mailing (available from your Election Manager).
- If this is a regional addressed leaflet then it needs to be clearly labelled with region, delivery office, number of items.

Electionsort

Your Electionsort mailing must be:

- 100% fully addressed and accurately postcoded.
- Facing the same way and the same way up.
- Pre-sorted and bundled by individual postal delivery walk.
- Bundled in 100s only.
- All bundles must be banded using elastic or paper bands.
- All bundles presented in bags must be double and cross-banded, bundles presented in boxes can be single banded.
- Each bundle should contain items for a single delivery walk only, must be labelled according to walk name and must not contain anything other than your election mail.
- Bundles containing less than 10 items must be single banded.
- No separate bundles for absent voters.
- Mail to British Forces Post Office (BFPO) should be bundled separately.
- Candidate mailings presented in boxes or bags must not weigh in excess of 11kg.
- Royal Mail does not provide consumables including boxes and bags. Candidates are responsible for providing their own.

- A Planning Report and a Line Listing generated by the Electionsort database and software is required to be handed over with the mailing.
- Labelling your boxes
 - For constituency mailings – Boxes must be clearly labelled with the delivery office, political party or independent candidate name, constituency and the number of items.
 - For Regional mailings – Boxes must be clearly labelled with the delivery office, political party or independent candidate name, region and the number of items.
- An EL1 posting form must be completed per constituency and handed over with each mailing (available from your Election Manager).
- If this is a regional addressed leaflet then it needs to be clearly labelled with region, delivery office, number of items.

Unaddressed

Your Unaddressed mailing must be:

- Bundled in 100s only.
- All bundles presented in boxes must not weigh in excess of 11kg.
- All bundles presented at handover points must be packaged separately for individual delivery offices, with the name of the delivery office, constituency, political party and total number enclosed written on the box.
- Royal Mail does not provide consumables including boxes. Candidates are responsible for providing their own.
- An EL1 posting form must be completed per constituency and handed over with each mailing (available from your Election Manager).
- Candidates standing for election within a constituency must clearly label boxes with constituency, delivery office and number of items.
- Parties standing for election within a region must clearly label boxes with region, candidate/party, delivery office and number of items.

Arranging your posting

- It is essential that candidates arrange their posting with their Royal Mail 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 posting.
- You must give at least two clear working days' notice during normal office hours to the Election Manager of your intention to post, once your election mailing has been approved by Royal Mail.
- The Royal Mail Election Manager will confirm the latest posting dates for Addressed and Unaddressed election mailings.
- Royal Mail UK delivery aims, as agreed with the Cabinet Office, are:
 - Addressed mail 3 working days.
 - Unaddressed mail 7 working days.

For Addressed election mailings, three (3) clear working days is the timescale for delivery, not to include the day of handover of the material, Bank Holidays or Polling Day.

You must give at least two clear working days' notice during normal office hours to the Election Manager of your intention to post, once your election mailing has been approved by Royal Mail. Please contact your Election Manager as early as possible with this information.

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

- Wednesday – Notify the Royal Mail Election Manager of your posting.
- Friday – Hand your election mailing over to the agreed Royal Mail drop off point.
- Monday to Wednesday – Royal Mail process the election mailing and complete delivery.
- Thursday – Polling Day.

For Unaddressed mailings, seven (7) clear working days is the timescale for delivery, not to include the day of handover of the material, Bank Holidays 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 Royal Mail Election Manager of your posting.
- Monday – Hand your mailing over to the agreed Royal Mail drop off point.
- Tuesday to Friday, Monday to Wednesday – Royal Mail deliver the mailing to Mail Centres and complete delivery.
- Thursday – Polling Day.

Handover Days – Monday to Friday
Handover Times – 8am-12noon

the escalation process

When you deliver your leaflets into the Royal Mail drop off points the Mails Verification Team check the election mailings. If the election mailing does not meet the agreed specifications the Election Manager will be advised of the issue. An example of this may be the election mailing not bundled by street order for Addressed Streetsort or not banded in bundles of 100 for Unaddressed. The Election Manager will contact the candidate; explain the situation and the two options which are available to them.

The options are:

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

When your election mailing mail is delivered to the Royal Mail drop off point:

Mails Verification Team check election mailing on receipt into the Royal Mail drop of point.

Mails Verification Team identify that the election mailing does not meet the agreed specifications.

Mails Verification Team contact the Election Manager to advise of the issue.

Election Manager contacts the candidate and supplier to highlight the error and explain the two options for resolution.

option 1

Candidate advises Election Manager that Royal Mail can carry out the appropriate amendments.

Royal Mail completes the amendments.

The candidate is charged for any re-work carried out by Royal Mail.

option 2

Candidate advises Election Manager that the election mailing will be collected and corrected.

Candidate or supplier collects election mailing.

Candidate re-submits mailing on date agreed with the Election Manager which may be later than the latest recommended posting date: Royal Mail will endeavour to deliver.

Candidates election mailing is processed.

dealing with queries

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

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

If you are unable to get hold of your Election Manager, the **Election Support Team** is available to help:
email: election.support@royalmail.com
contact number: 0845 6076416

completing your EL1 posting docket

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

Appendix 1

Unaddressed mailing

ELECTION POSTAGE DOCUMENTATION			EL1
Certificate of posting for Candidates mail A FULLY COMPLETED EL1 MUST ACCOMPANY EACH POSTING			
Candidates section:			
Certificate Number	Time/ Date of booking slot arranged with Royal Mail	Vetting code	
EN 21735	12:05 / 21/04/08 A	Enter here B	
Constituency	Type of posting (please tick one)		
Enter here C	Unaddressed <input checked="" type="checkbox"/> D		
	Addressed (Streetsort) <input type="checkbox"/>		
Requested amount of leaflets or Total electorate (delete one)	Number of items handed over to Royal Mail	Name of Candidate and Party	
45,000 E	45,000 F	Any party G	
<p>Candidate's 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 in 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.</p>			
Name of Candidate or their nominated/authorised person	Position	Signature of Candidate or their nominated/authorised person	
A N Other H	Agent	Sign here	
Royal Mail section:			
Time / Date received	Actual number of items received		
12:05 / 21/04/08	45,000		
Signature of Royal Mail representative	Name of Royal Mail representative		
RM sign here	RM name here		
Copies: White & Yellow to Royal Mail co-ordinator, Pink & Green to be retained by poster		EL1 Final sign off	Number of actual items delivered
Royal Mail is a trading name of Royal Mail Group Ltd. Registered number 4138203 Registered in England and Wales. Registered office at 100 Victoria Embankment, London, EC4Y 0HQ SP7577 1/10		Signature of Royal Mail representative	45,000
		RM sign here	
		Name of Royal Mail representative	Date
		RM name here	21/04/08
Royal Mail			

- A** Enter time and date of booking slot arranged with Royal Mail.
- B** Enter the vetting code allocated to that particular mailing.
- C** Ensure the correct constituency information is completed.
If you are Party sending a regional mailing please insert the Region within this box.
- D** Indicate type of posting, in this case Unaddressed.
- E** The number of leaflets required by Royal Mail, as previously advised to you.
Please delete Total Electorate.
- F** The number of leaflets handed over to Royal Mail.
- G** Ensure correct Candidate and Party information is entered.
- H** The EL1 must have:
 - o Printed name of the candidate or nominated person
 - o Their position
 - o Their signature

By signing the EL1 you are saying you understand and agree to the Candidate's Declaration.

Once signed by the Royal Mail representative, the poster retains the pink and green copies.

N.B. This is an important document and your mail cannot be accepted without a correctly completed EL1.

Addressed mailing, either Streetsort or Electionsort

ELECTION POSTAGE DOCUMENTATION			EL1
Certificate of posting for Candidates mail A FULLY COMPLETED EL1 MUST ACCOMPANY EACH POSTING			
Candidates section:			
Certificate Number	Time/ Date of booking slot arranged with Royal Mail	Vetting code	
EN 21735	12:05 / 21/04/08 A	Enter here B	
Constituency	Type of posting (please tick one)		
Enter here C	Unaddressed <input type="checkbox"/>		
	Addressed (Streetsort) <input checked="" type="checkbox"/> D		
	Addressed (Electionsort) <input type="checkbox"/>		
Requested amount of leaflets or Total electorate (delete one)	Number of items handed over to Royal Mail	Name of Candidate and Party	
45,000 E	45,000 F	Any party G	
<p>Candidate's 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 in 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.</p>			
Name of Candidate or their nominated/authorised person	Position	Signature of Candidate or their nominated/authorised person	
A N Other H	Agent	Sign here	
Royal Mail section:			
Time / Date received	Actual number of items received		
12:05 / 21/04/08	45,000		
Signature of Royal Mail representative	Name of Royal Mail representative		
RM sign here	RM name here		
Copies: White & Yellow to Royal Mail co-ordinator, Pink & Green to be retained by poster		EL1 Final sign off	Number of actual items delivered
Royal Mail is a trading name of Royal Mail Group Ltd. Registered number 4138203 Registered in England and Wales. Registered office at 100 Victoria Embankment, London, EC4Y 0HQ SP7577 1/10		Signature of Royal Mail representative	45,000
		RM sign here	
		Name of Royal Mail representative	Date
		RM name here	21/04/08
Royal Mail			

- A** Enter time and date of booking slot arranged with Royal Mail.
- B** Enter the vetting code allocated to that particular mailing.
- C** Ensure the correct constituency information is completed.
If you are Party sending a regional mailing please insert the Region within this box.
- D** Indicate type of posting, in this case Addressed and whether Streetsort or Electionsort.
- E** The number of Total Electorate for that constituency from the Electoral Role.
Please delete Requested amount of leaflets.
- F** The number of leaflets handed over to Royal Mail.
- G** Ensure correct Candidate and Party information is entered.
- H** The EL1 must have:
 - o Printed name of the candidate or nominated person
 - o Their position
 - o Their signature

By signing the EL1 you are saying you understand and agree to the Candidate's Declaration.

Once signed by the Royal Mail representative, the poster retains the pink and green copies.

N.B. This is an important document and your mail cannot be accepted without a correctly completed EL1.

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.”

Appendix 2 Detailed Specification for Printers/Mailing Agent

Electionsort

Your Electionsort mailing must be:

- 100% fully addressed and accurately postcoded
- Facing the same way and the same way up
- Pre-sorted by constituency or electoral region
- For constituency mailings – Boxes must be clearly labelled with the delivery office, postcode area, political party or independent candidate name, constituency and the number of items.
- For Regional mailings – Boxes must be clearly labelled with the delivery office, postcode area, political party or independent candidate name, region and the number of items.
- Bundled in 100s only
- All bundles must be banded using elastic or paper bands
- All bundles presented in bags must be double and cross-banded, bundles presented in boxes can be single banded
- Each bundle must contain items for a single delivery walk and single constituency only, labelled according to walk name and consist only of election mail
- Bundles containing less than 10 items must be single banded or placed in envelopes and labelled with delivery walk, delivery office, constituency, political party and number of items
- No separate bundles for absent voters
- Mail to British Forces Post Office (BFPO) should be bundled separately
- Candidate mailings presented in boxes or bags must not weigh in excess of 11kg
- Labelling your boxes
 - For constituency mailings – Boxes must be clearly labelled with the delivery office, political party or independent candidate name, constituency and the number of items.
 - For Regional mailings – Boxes must be clearly labelled with the delivery office, political party or independent candidate name, region and the number of items.

- A Planning Report and a Line Listing generated by the Electionsort Database and Software is required to be handed over with the mailing
- An EL1 must be completed per constituency or electoral region and handed over with each mailing (available from your Election Manager)
- Royal Mail does not provide consumables including boxes and bags. Candidates are responsible for supplying their own

What can you send?

An addressed Candidate Mail piece must be the same weight and size, between 140mm and 240mm in length and between 90mm and 165mm in width, and no thicker than 5mm. The leaflets must not weigh more than 60g.

What about folded & multiple leaf items which must be secured?

Please contact the Artwork Checking Team if you are unsure or require clarification on what can be sent as an election communication.

e-mail: artwork.vetting@royalmail.com

Tel: 0845 607 6424

Entry Requirements

Candidates are entitled to send one and one only addressed communication to everyone listed on the Electoral register within the constituency or region they are standing in.

Addressed Candidate Mail - Electionsort - What you do

1. For enveloped addressed mailings, on the front of the outer envelope you must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipients address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text. For un-enveloped addressed mailings, on each candidate mailing piece you must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipients address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text.
2. If any undelivered items are to be returned to the candidate, please contact the election manager or liaise with your dedicated Royal Mail contact, who will be happy to arrange this for you
3. When bundling your Election Mail by postal walk (one walk per bundle) please ensure that you use elastic or paper bands.
4. All item bundles presented in bags must be double and cross-banded, bundles presented in boxes can be single banded
5. Each bundle must contain items for a single delivery walk and single constituency only, must be labelled according to walk name and consist only of election mail
6. Bundles containing less than 10 items must be single banded or placed in envelopes and labelled with delivery walk, delivery office, constituency or electoral region, political party and number of items
7. Labelling your boxes:
 - 7.1 Constituency mailing - Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. candidate's name and/or the political party
 - d the constituency name
 - e the total number of items included within the box or bag
 - 7.2 Regional Mailing - Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c candidate's name and/or the political party
 - d the Region name
 - e the total number of items included within the box or bag

8. Each individual box or bag must not weigh more than 11kg
9. Complete your EL1 posting docket, which is available from your Royal Mail Election Manager, and present it with your mailing to Royal Mail. See pages 22/23 for an example of completed EL1
10. A Planning Report and a Line Listing generated by the Electionsort Database and Software is required to be handed over with the mailing
11. Candidate mailings must be delivered to the appropriate local Royal Mail drop off point, as specified within the Election information available from the Election Support Team

How to use the Electionsort Database with Electionsort

The Database is supplied free of charge under licence from Royal Mail. To link it to your address database, you'll need the appropriate software. This will be supplied free of charge by Royal Mail. Contact the Artwork Checking Team if you require a copy of the Electionsort Database. Contact details can be found on page 7 within this Guide.

Streetsort

Your Streetsort mailing must be:

- Fully addressed and postcoded
- Facing the same way and the same way up
- Pre-sorted by street name and postcode area
- Bundled by street name, one street per bundle
- Bundled in 100s only
- All bundles must be banded using elastic or paper bands
- All bundles presented in bags must be double and cross-banded, bundles presented in boxes can be single banded
- Each bundle should contain items for one street only and must not contain anything other than your election mail.
- Bundles containing less than 10 items must be single banded
- No mixed postcode bundles in boxes or bags (i.e. 1 postcode area per box or bag)
- No separate bundles for absent voters
- Mail to British Forces Post Office (BFPO) should be bundled separately
- Candidate mailings presented in boxes or bags must not weight in excess of 11kg
- Constituency mailing - Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. candidate's name and/or the political party
 - d. the constituency name
 - e. the total number of items included within the box or bag
- Regional Mailing - Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. candidate's name and/or the political party
 - d. the Region name
 - e. the total number of items included within the box or bag
- Royal Mail does not provide consumables including boxes and bags. Candidates are responsible for providing their own

Entry Requirements

Candidates are entitled to send one and one only addressed communication to everyone listed on the Electoral register within the constituency they are standing in.

Addressed Candidate Mail – Streetsort – What you do

1. For enveloped addressed mailings, on the front of the outer envelope you must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipient's address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text. For un-enveloped addressed mailings, on each candidate mailing piece you must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipient's address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text
2. If any undelivered items are to be returned to the candidate, please contact the election manager or liaise with your dedicated Royal Mail contact, who will be happy to arrange this for you
3. When manually pre-sorting your candidate mailing please ensure that that all items are facing the same way and the same way up and that the items are sorted into street name and by each postcode within the constituency
4. Each bundle must be secured by either elastic or paper bands
5. Each bundle must contain items for a single street and consist only of election mail
6. When boxing or bagging your items you must ensure that you do not mix postcode bundles (i.e. each box or bag must contain items for a single postcode only)
7. All item bundles presented in bags must be double and cross-banded, bundles presented in boxes can be single banded
8. Bundles containing less than 10 items must be single banded or placed in envelopes and labelled with the street name, delivery office, constituency, political party and number of items
9. Labelling your boxes
 - 9.1 Constituency mailing – Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. candidate's name and/or the political party
 - d. the constituency name
 - e. the total number of items included within the box or bag
 - 9.2 Regional Mailing – Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. candidate's name and/or the political party
 - d. the Region name
 - e. the total number of items included within the box or bag
10. Each individual box or bag must not weigh more than 11kg
11. Complete your EL1 posting docket, which is available from your Royal Mail Election Manager, and present it with your mailing to Royal Mail
12. Candidate mailings should be delivered to the appropriate local Royal Mail drop off point, as specified within the Election information
13. Royal Mail does not provide consumables including boxes and bags. Candidates are responsible for providing their own

Unaddressed Mail

What can you send?

Unaddressed Candidate Mail leaflets must be the same weight and size, between 140mm and 240mm in length and between 90mm and 165mm in width, and no thicker than 5mm. The leaflets must not weigh more than 60g.

Entry Requirements

Candidates are entitled to send one unaddressed leaflet to every household within the constituency they are standing in. Unaddressed mailings are not allowed to exceed the total number of delivery points within a constituency at an election.

Unaddressed Candidate Mail – What you do

1. The words 'Election Communication', the candidate's name or political party and the constituency name or electoral region 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
2. If any undelivered items are to be returned to the candidate, please contact the election manager or liaise with your dedicated Royal Mail contact, who will be happy to arrange this for you
3. Count your Candidate Mail leaflets into groups of 100 and then bundle them using elastic or paper bands. To ensure that your mailing remains intact whilst in transit. Please ensure that all bundles presented in bags are double banded, and bundles presented in boxes are single banded
4. Labelling your boxes
 - 4.1 Constituency mailing – Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. the political party
 - d. the constituency name
 - e. the total number of items included within the box or bag
 - 4.2 Regional Mailing – Each box or bag must carry a label clearly displaying:
 - a. the name of the Delivery Office
 - b. postcode area
 - c. the political party
 - d. the Region name
 - e. the total number of items included within the box or bag
6. Each individual box must not weigh more than 11kg
7. Complete your EL1 posting docket, which is available from your Royal Mail Election Manager, and present it with your mailing to Royal Mail
8. Candidate mailings should be delivered to the appropriate local Royal Mail drop off point, as specified within the Election information
9. Royal Mail does not provide consumables including boxes and bags. Candidates are responsible for providing their own

Appendix 3 Printer Specifications

Electionsort step-by-step guide

Step 1

Start with a constituency mailing data file

Step 2

Using the latest Electionsort database, sort your mailing into postal delivery walks

Step 3

Your constituency mailing file should now be sorted into individual postal walks.

Step 4a - For delivery walks of more than 15 items

Step 5a - Bundle your mailing by individual walk and in bundles of 100 and no fewer than 16 items

Step 6a - Label each bundle with the delivery walk name or number

Step 7a - For Constituency Mailings - Place the bundles in a box or bag and label the box or bag with:

1. The name of the delivery office
2. Political Party
3. Constituency name
4. Total number of items included within the box or bag

Step 4b - For delivery walks of 15 or less items (classed as residue items)

Step 5b - Bundle your residue items in bundles of 15 or less by individual walk

Step 6b - Label each bundle with the delivery walk

Step 7b - For Regional Mailings - Place the bundles in a box or bag and label the box or bag with:

5. The name of the delivery office
6. Candidates name and/or Political Party
7. Regional name
8. Total number of items included within the box or bag

Step 8 - Deliver your mailing to your designated local Royal Mail drop off point

Step 9 - Ensure your planning report, line listing and the EL1 posting docket are handed over to Royal Mail with your posting

Step 10 - Each individual box or bag must not weigh more than 11kg

Constituency	Delivery Office
	Total Quantity
Candidate/Political Party	Box No. Box Quantity

Electionsort Box/Bag Label

Electionsort Label
Walk Name / No. (from Electionsort Database)

Electionsort Bundle Label

Streetsort step-by-step guide

Step 1 - Start with a constituency mailing data file

Step 2 - Produce your mailing

Step 3 - Sort your mailing into street name and postcode area e.g: C05

Step 4 - Bundle your mailing by street name, one street per bundle, and in bundles of 100

Step 5 - Labelling your boxes

- Constituency Mailing - Place the bundles in a box or bag and label the or bag with:

- the name of the delivery office
- delivery office
- candidate's name and/or Political Party
- constituency name
- total number of items included within the box or bag
- Postcode Area eg. C05

- Regional Mailing - Place the bundles in a box or bag and label the box or bag with:

- the name of the delivery office
- delivery office
- candidate's name and/or Political Party
- Region name
- total number of items included within the box or bag
- Postcode Area eg. C05

Step 6 - Place the bundles in a box or bag, one postcode area per box or bag

Step 7 - Deliver your mailing to your designated local Royal Mail drop off point

Step 8 - Ensure your completed EL1 posting docket is handed over to Royal Mail with your posting

Step 9 - Each individual box or bag must not weigh more than 11kg

Constituency	Delivery Office	Postcode Area eg. C05
	Total Quantity	
Candidate/Political party	Box No.	Box Quantity

Streetsort Box/Bag Label

Unaddressed step-by-step guide

Step 1 – Count your leaflets and bundle them into groups of 100

Step 2 – Allocate the appropriate number of leaflets for each of the Royal Mail Delivery Offices

Step 3 – Box or bag the items accordingly

Step 4 – Labelling your boxes

- Constituency Mailing - Place the bundles in a box or bag and label the box or bag with:
 - the name of the delivery office
 - delivery office
 - candidate's name and/or Political Party
 - constituency name
 - total number of items included within the box or bag
- Regional Mailing - Place the bundles in a box or bag and label the box or bag with:
 - the name of the delivery office
 - delivery office
 - candidate's name and/or Political Party
 - Region name
 - total number of items included within the box or bag

Step 5 – Deliver your mailing to your designated local Royal Mail drop off point

Step 6 – Ensure your completed EL1 posting docket is handed over to Royal Mail with your posting

Step 7 – Each individual box or bag must not weigh more than 11kg

Constituency	Delivery Office	Postcode
	Total Quantity	
Candidate/Political party	Box No.	Box Quantity

Unaddressed Box Label

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.