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# Candidate Mail

Your guide to successful election communication in 2021



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# 1 A guide to getting the best from your election mailing

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Every candidate standing in an election is entitled to send one communication via Royal Mail, with no charge to them for postage, to every eligible elector on the relevant electoral register(s) or to every domestic address within the relevant electoral area. This can be in the form of addressed or unaddressed mail to each household.

## Addressed

This is mail that requires the elector's name and address with postcode. It can be personalised to reach electors individually.

## Unaddressed

This is mail that does not require an elector's name or address.

For either Addressed or Unaddressed mailings parties circulating their Regional List or Independent candidates that are creating a Regional mailing can post in two ways: by Region, where the same communication can be sent via the same service to the entire Region, OR by Constituency, where different mailings can be sent to each constituency within the region.

**You must ensure your mailing does not exceed either the total electorate (for addressed mailings) or total number of households (for unaddressed mailings).**

## Note:

This guide is designed to help you make sure your candidate mailing is carried out smoothly and successfully, from planning, checking and printing, right through to delivery in the run up to an election.

Designed for use by candidates and their suppliers, Royal Mail account handlers and Royal Mail operations, this guide takes you through all the activities and processes involved in preparing and providing your mailing for elections. It gives basic project planning advice so everyone involved knows exactly what they should be doing and when, focusing on the importance of:

- **Partnership working**

Working closely together to ensure a successful mailing.

- **Early planning**

Building in enough time to enable the smooth running of your campaign.

- **Shared communications**

Keeping us informed of any changes to your plan to ensure the mailing stays on track.

## 2 Seven simple steps to a successful mailing

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To help you build your candidate mail campaign, we have put together seven simple steps for you to follow.

If you need help at any point along the way, please contact us.

<b>1</b> Contact your Royal Mail Election Support Team  Page 5	<b>2</b> Prepare your mailing artwork  Page 6	<b>3</b> Have your mailing artwork checked and approved  Page 7	<b>4</b> Complete your EL1e Certificate of posting form  Page 10	<b>5</b> Prepare your mail  Page 14	<b>6</b> Have your mailing plan approved  Page 21	<b>7</b> We deliver your mail  Page 23
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If you would like any more copies of this guide please visit [www.royalmail.com/candidatemail](http://www.royalmail.com/candidatemail)

## 2.1 Contact your Royal Mail Election Support Team

We're here to support you every step of the way

Our Royal Mail support team is here to guide you throughout the process, helping to ensure everything runs smoothly from start to finish.

Candidates have three points of contact for mailing support:

### Election Support Team

[election.support@royalmail.com](mailto:election.support@royalmail.com) 03456 076 416

Your first step is to contact the Election Support Team.

When you contact the Election Support Team, please be ready to advise them of the name of the candidate and the constituency/region they are standing for.

You will need to also advise them of the type of mailing you will be posting: Addressed (Electionsort or Streetsort) or Unaddressed. If you don't know the mailing you require, the Election Support Team can give you more details about the different types of mailing.

The Election Support Team will also provide you with details of the number of households per relevant electoral area.

Acting as your point of contact at all times, the Election Support Team monitors all mailing plans, identifying and helping to resolve any potential issues that may impact on your candidate's mailing. Dedicated account handlers are on hand to support political parties.

### Artwork Checking Team

[artwork.checking@royalmail.com](mailto:artwork.checking@royalmail.com) 03456 076 424

The Artwork Checking Team ensures that your artwork meets Royal Mail's conditions of carriage plus your responsibilities and your legal responsibilities.

When your artwork has been checked the Artwork Checking Team will also provide you with contact information for your Drop Off Point Manager as well as the address(es) of your relevant Royal Mail Drop Off Point(s). See Terms and Conditions on page 24.

### Drop Off Point Manager (DOPM) Contact details available from the Election Support Team

DOPMs work closely with candidates and their suppliers to develop a realistic mailing profile and establish final deadlines.

From here, they will produce a mailing plan, which is monitored daily by the Election Support Team to make sure everything is on track.

You will be required to contact the relevant DOPM when your mailing has been checked and approved.

## 2.2 Prepare your mailing artwork

Guidance and specifications

### 2.2.1 Mailing specification

The perfect proportions for your artwork

Every item in your candidate mailing must be:

- **60g** or under in weight.
- The same size and weight – between **140-240mm** in length, **90-164mm** in width and no thicker than **5mm**.
- Single sheet if unfolded.
- Either **single** or **multi-sheet** if **folded**, but they must retain their presented format

### 2.2.2 Mailing artwork

What your mailing should and shouldn't contain

Artwork must be purely about the election concerned. There can be no advertising on campaign mailings.

Artwork must meet all relevant legal requirements, such as those found in the Representation of the People Act 1983. It must also avoid infringing any other relevant legislation, for example:

The Malicious Communications Act 1988; Section 101 of the Postal Services Act 2000 (as amended); Section 19 of the Public Order Act 1986\*.

See page 24 in Terms and Conditions for more information.

#### Please note:

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

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

## 2.3 Have your mailing artwork checked and approved

The Artwork Checking Team makes sure your mailing meets the specifications

To be correctly classed as an election mailing, candidate mail artwork needs to comply with strict guidelines. So, at Royal Mail, the Artwork Checking Team checks your mailing to make sure it does.

Remember: only checked and approved artwork will be accepted for mailing.

The Artwork Checking Team ensures all election mailing artwork adheres to a strict code – the requirements are set out in the Representation of People Act 1983 (as amended). This Act entitles a candidate to have one mailing delivered with no charge for postage to either each domestic address or each eligible elector\* in the relevant electoral area.

All mail must be purely about the election concerned and must not contain any obscene, offensive or indecent content.

In addition, the Artwork Checking Team also check envelopes to make sure they meet design guidelines.

### Please also be aware that:

Candidates are responsible for ensuring their mailing complies with the law.

### Please note:

\*Not all electors on a register are eligible to vote in all polls.

For details of the artwork guidelines see page 25 in Terms and Conditions.

## 2.3.1 Artwork checking “checklist”

### 2.3.1.1 Addressed Mail

- ‘Election Communication’, on the front of the artwork or on the front of the envelope being used, or through a window in a font size of at least 10 points.
- Space for the elector’s name (or the name of their proxy), full address and postcode on the front of the artwork.
- Region or Region and Constituency (if subdivided), candidate name and/or Party name on the front of the artwork.
- Printer’s and Promoter’s details on the face of the artwork (name, full address and postcode for each).
- Addressed to only one elector

### 2.3.1.2 Unaddressed Mail

- ‘Election Communication’, on either the front of the artwork or on the front of the envelope being used, or through a window in a font size of at least 10 points.
- Candidate name and/or Party name should be on the front of the artwork.
- Region or Region and Constituency (if subdivided), candidate name and/or Party name on the front of the artwork.
- Printer’s and Promoter’s details on the face of the artwork (name, full address and postcode for each).

#### Note

Where a final leaflet has an area dedicated to showing varied messages (for example messages tailored to suit local areas) you may submit for approval a final proof of the main leaflet, showing the dedicated area for the messages, as well as a proof for each final message variant. Please be aware that we will only be able to issue full approval where we have final versions of all of this artwork; provisional items / drafts can only be checked in principle with feedback offered.

## 2.3.2 How the artwork checking process works

Email your artwork proof to the Artwork Checking Team:

[artwork.checking@royalmail.com](mailto:artwork.checking@royalmail.com)

Or post it to:

**Royal Mail**  
**Artwork Checking Team**  
**PO Box 1158**  
**Sunderland**  
**SR3 3ZX**

When you send your artwork you will also need to tell us:

- Whether it is to be sent as Addressed or Unaddressed
- If Addressed, how you will present it – Electionsort or Streetsort (see pages 14-16 for details)
- If Addressed, which mailing wave it is (e.g. wave 1, wave 2 etc)
- Advise of the size of your leaflet and if applicable, how it will be folded
- A contact name and telephone number

When the artwork is approved, you will receive a unique reference code as verification. The Artwork Checking Team will keep a copy on file; along with a certified translation if it is in a language other than English or Welsh (translations must follow the same guidelines and process in this guide).

### Your Approval Email:

Along with your checking code, we will send you:

- An EL1e certificate of posting form for completion
- Your Drop Off Point Manager(s) contact details for booking in
- A list of 'Drop Off Points' for your Constituency or Region
- Volumes required for Unaddressed items – if applicable
- Reminders detailing presentation and next steps

**Once you have received your approval and artwork checking code you can send your mailing artwork to print.**

**Please note:** Royal Mail will not take responsibility for reprinting costs for material printed before artwork approval.

## 2.4 Complete your electronic EL1e certificate of posting form

Without it your mailing won't be accepted.

Whether your mail is Addressed or Unaddressed, you will need to complete an electronic EL1e form **before** handover. Your form will be attached to your artwork approval email, so we recommend you submit this as soon as possible after approval. Without it your mailing won't be accepted.

Checks will be made to ensure your mailing does not exceed either the total electorate (for addressed mailings) or total number of households (for unaddressed mailings).

Should you however be unable to accept an electronic copy of the EL1e form, please contact our Election Support Team who will assist.

In addition to the single mailing EL1e form, we also have an EL1e form to cater for multiple mailings. Please see the following sections on how to complete both form types.

**PLEASE NOTE:** We cannot accept incomplete EL1e forms. Our Election Support Team is on hand for any guidance you might need.

## 2.4.1 EL1e (Single) Addressed mailing (Electionsort and Streetsort)

- Enter your preferred handover date to Royal Mail. Please be aware this will not secure the date provided: you will still need to make a booking with your DOPM.
- Enter the Artwork checking code allocated to that particular mailing.
- Make sure the correct Constituency / Region information is completed as appropriate to your mailing.
- Complete party name (or independent) and candidate name
- Indicate the exact number of items to be handed over to Royal Mail.
- Supply the mailing type (Electionsort/Streetsort) and wave (i.e. E1, S2 etc.)
- Provide all requested details for the person authorised completing the form: name; position; contact number and email.

ELECTION POSTAGE DOCUMENTATION	
<b>Certificate of Posting for Candidates Mail</b>	
A FULLY COMPLETED EL1 MUST BE SUBMITTED PRIOR TO POSTING	
EL1 - Electronic	
	
Preferred handover date to Royal Mail	Checking Code
<input type="text"/>	<input type="text"/>
Constituency / Region	
<input type="text"/>	
Party Name (If Independent state 'Independent')	Candidate Name
<input type="text"/>	<input type="text"/>
Number of items being delivered by Royal Mail	Mailing Type & Wave
<input type="text"/>	<input type="text"/>
Name of authorised person (filling out this form)	Position of authorised person
<input type="text"/>	<input type="text"/>
Contact number of authorised person	Contact email of authorised person
<input type="text"/>	<input type="text"/>
<i>Send this completed form to <a href="mailto:artwork.checking@royalmail.com">artwork.checking@royalmail.com</a> as soon as you have booked in your mailing</i>	

## 2.4.2 EL1e (Single) Unaddressed mailing

- Enter your preferred handover date to Royal Mail. Please be aware this will not secure the date provided: you will still need to make a booking with your DOPM.
- Enter the Artwork checking code allocated to that particular mailing.
- Make sure the correct Constituency / Region information is completed as appropriate to your mailing.
- Complete party name (or independent) and candidate name
- Indicate the exact number of items to be handed over to Royal Mail.
- Supply the mailing type (Unaddressed). Wave is not applicable.
- Provide all requested details for the person authorised completing the form: name; position; contact number and email.

ELECTION POSTAGE DOCUMENTATION	
<b>Certificate of Posting for Candidates Mail</b>	
EL1 - Electronic	
A FULLY COMPLETED EL1 MUST BE SUBMITTED PRIOR TO POSTING	
	
Preferred handover date to Royal Mail	Checking Code
<input type="text"/>	<input type="text"/>
Constituency / Region	
<input type="text"/>	
Party Name (If Independent state 'Independent')	Candidate Name
<input type="text"/>	<input type="text"/>
Number of items being delivered by Royal Mail	Mailing Type & Wave
<input type="text"/>	<input type="text"/>
Name of authorised person (filling out this form)	Position of authorised person
<input type="text"/>	<input type="text"/>
Contact number of authorised person	Contact email of authorised person
<input type="text"/>	<input type="text"/>
<i>Send this completed form to <a href="mailto:artwork.checking@royalmail.com">artwork.checking@royalmail.com</a> as soon as you have booked in your mailing</i>	



## 2.5 Prepare your mail

### Addressing and Sorting your mail

You can send your mailing either Addressed or Unaddressed. Whichever you decide, there are certain protocols to follow to make sure your mailing is within the guidelines. Please check the candidate mail entitlement section in the Terms and Conditions for more information.

#### 2.5.1 Addressed mail (Electionsort and Streetsort)

If you choose to send Addressed mail, you can send one candidate mailing to every registered elector within a Westminster Constituency:

- Use folded or unfolded leaflets, or envelopes.
- Address the mailing to each intended recipient (elector, or their appointed proxy) by name.
- Include the full address, including postcode.
- Use correct titles:
- The words Election Communication must be written or printed in a font of at least 10 points, on what would normally be the front of the candidate mailing or on any envelopes, if used for the mailing.
- Make sure the address and postcode are clear, legible and distinct from any other text.
- Print the candidate name and/or Party name on the front of the candidate mailing.
- Ensure the total volume posted for the constituency or region you are posting in does not exceed the number of registered electors.

Acceptable	Unacceptable
Mr A Smith	The Occupier
Miss C Smith, Ms C Smith	The Tenant
A Smith	The Smith Family
Mr A Smith and Mrs B Smith	Mr and Mrs Smith and Family
Mrs B Smith and Miss Smith	Mr and Mrs Smith (or Occupier)
Alan Smith	Alan and Brenda Smith
Alan Smith and Brenda Smith	No name at all
Individually named electors only (more than one elector can be listed)	Any title which is not directed to a registered elector

- Use correct titles of all electors in the armed services (see the Armed services addressed mail section in the Terms and Conditions for more details).

Addressed items will be delivered within three working days (which excludes Saturdays, Sundays and Bank Holidays) not including day of receipt. For more information about Royal Mail Drop Off Point, please visit [www.royalmail.com/candidatemail](http://www.royalmail.com/candidatemail).

## 2.5.2 Sorting your mail

Whether you choose Addressed or Unaddressed mail, outlined below are the presentation details that must be adhered to, making sure your mail is properly sorted before delivery.

If these guidelines are not followed your mailing may be delayed or additional costs could be incurred.

**Please note:** Your mailing will not be accepted if you have not completed and submitted your electronic EL1e – certificate of posting. See page 10 for details.

### 2.5.2.1 Addressed mail

You have two options for the presentation of Addressed mail – Electionsort or Streetsort.

It is important to choose the right service and to make sure you can meet technical specifications.

## Electionsort

This automated system is ideal if you are managing a large central print operation or have experience in bulk mailing. Using Electionsort, mailings are pre-sorted to individual postal walks, so must:

- Be fully addressed and postcoded.
- Be bundled to include items for a single delivery walk only.
- Each printed bundle label\* to include Drop Off Point, walk name and number, plus Delivery Office and volume within the bundle
- Provide a planning report\* and line listing\* for each mailing

Candidate Mail		
<i>Drop Off Point</i> Chelmsford	<i>Delivery Office name/no</i> Maldon	<i>Outward Postcode</i> CM1
<i>Constituency /Region volume</i> 10000	<i>Container number for Delivery Office</i> 1 of 2	<i>Container volume</i> 1000
<i>Constituency / Region</i> Constituency / Region X		<i>Political Party</i> Party Z

### Electionsort Box/ Bag Label

Candidate Mail	
<i>Drop Off Point</i> Chelmsford	<i>Walk name</i> High Street
<i>Delivery Office name/no</i> Maldon	<i>Walk Code</i> 12345678
<i>Volume</i> 1000	

### Electionsort Bundle Label

\*Labels, planning reports and line listings are produced by the Electionsort Software.

## Streetsort

Using this system, you will need to pre-sort the mailing by street name and postcode, so it must be:

- Fully addressed and postcoded.
- Bundled by street name, with one street per bundle.

Candidate Mail		
<i>Drop Off Point</i> Chelmsford	<i>Delivery Office name/no</i> Maldon	<i>Outward Postcode</i> CM1
<i>Constituency / Region volume</i> 10000	<i>Container number for Delivery Office</i> 1 of 2	<i>Container volume</i> 1000
<i>Constituency / Region</i> Constituency / Region X		<i>Political Party</i> Party Z

Streetsort Box/ Bag Label

## Whichever Addressed Mailing option you choose, your mailing must also:

- Be fully addressed and postcoded.
  - Face the same way, and the same way up.
  - Be in bundles up to a single walk for Electionsort.
  - Be in bundles by street name, one street per bundle for Streetsort.
  - Be securely bundled using suitable material either single or double banded.
  - Be identified with a walk bundle label securely attached to the bundle for Electionsort.
  - Be in a box or bag for just one Delivery Office.
  - Not include anything other than election mail.
  - Not be bundled separately for absent voters.
  - Be separately bundled for British Forces Post Office (BFPO).
  - Weigh 11kg or less.
  - For Electionsort only, provide planning report and line listing.
  - Not exceed the total electorate for the Constituency / Region.
- Each box or bag must be labelled with:
    1. Drop Off Point
    2. Constituency / Regionname
    3. Delivery Office name
    4. Outward Postcode
    5. Total Constituency volume
    6. Political Party or Candidate name
    7. Box Number (x of x e.g. 2 of 5)
    8. Box Quantity
  - Follow the submission of your electronic EL1e before we can accept your mailing.

**Please note:** It is the candidate's responsibility to present the mailing correctly; this includes the supply of bands, bags and boxes.

If your mailing requires less than items 50 to go to a single Delivery Office, these can be placed in a sealed envelope with a correct label and attached securely to the top of one of your boxes.

### How to use the Electionsort database

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, which is also free. Please contact the Election Support Team to find out more.

Email: [election.support@royalmail.com](mailto:election.support@royalmail.com)

Call: **03456 076 416**

## 2.5.2.2 Unaddressed mail

If you choose to send mail without an address you need to:

- Use folded or unfolded leaflets, or envelopes.
- Print 'Election Communication', the candidate's name, on the front of the candidate mailing using a font size of at least 10 points.
- Make sure your Unaddressed mailing doesn't exceed the number of households in the Constituency / Region you are posting in.
- Ensure that the volume of mail handed over to us matches the total number of delivery points to cover all households in the Constituency /Region you are posting in\*.
- Printer's and Promoter's details on the face of the artwork (name, full address and postcode).

Unaddressed items will be delivered within seven working days (which excludes Saturdays, Sundays and Bank Holidays) not including the day of receipt at the Royal Mail Drop Off Point.

For more information about Royal Mail Drop Off Points, please visit [www.royalmail.com/candidatemail](http://www.royalmail.com/candidatemail)

You can collect any excess items from us – just contact your Drop Off Point Manager to find out how. We will keep excess items for up to three days from the delivery completion date.

**Please note:** Any uncollected mailing after this time will be destroyed.

\* Where you do not hand over sufficient items for all households in the Constituency you are posting in, Royal Mail will decide which households the items will be delivered to. Your volume must not exceed the total number of households in the Constituency.

## Your Unaddressed mailing must also:

- Face the same way and the same way up.
- Be in bundles of 100 only.
- Be securely banded using suitable material either single or double banded.
- Be packaged separately for individual delivery offices.
- Not include anything other than election mail.
- Weigh 11kg or less
- Each box or bag must be labelled with:
  1. Drop Off Point
  2. Constituency / Region name
  3. Delivery Office name
  4. Outward Postcode
  5. Total Constituency / Region volume
  6. Political Party or Candidate name
  7. Box Number (x of x e.g. 2 of 5)
  8. Box Quantity
- Follow the submission of your electronic EL1e

**Please note:** It is the candidate's responsibility to present the mailing correctly, this includes the supply of bands, bags and boxes.

Candidate Mail		
<i>Drop Off Point</i> Chelmsford	<i>Delivery Office name/no</i> Maldon	<i>Outward Postcode</i> CM1
<i>Constituency / Region volume</i> 10000	<i>Container number for Delivery Office</i> 1 of 2	<i>Container volume</i> 1000
<i>Constituency / Region</i> Constituency / Region X		<i>Political Party</i> Party Z

### Unaddressed Box/ Bag Label

If your mailing requires a number of items less than 100 to go to a single Delivery Office, these can be placed in a sealed envelope with a correct label and attached securely to the top of one of your boxes.

## 2.6 Have your mailing plan approved

Contact your Election Manager to arrange mailing

Once you have been given approval for your artwork, we will provide you with a reference (artwork checking) code and contact details for your Drop Off Point Manager (DOPM). Please make sure you discuss your mailing plan with your DOPM as soon as possible – they will be able to confirm the available acceptance dates and Drop Off Points for your mailing.

### Please remember:

- DOPMs can only organise hand over dates for mail that has been checked and given an artwork checking code by our Artwork Checking Team.
- The earlier you book your mailing in, the better the chance of your preferred date being available.
- You need to give your DOPM a minimum of two working days' notice of your intention to post.
- You will need to take your mailing to the Royal Mail Drop Off Points on the agreed date and time – your DOPM will give you details of these.

**Please note:** Every Drop Off Point has a finite daily capacity and when this is reached you will be offered an alternative date by the DOPM; an alternative date will only be offered when we have the capacity to accept the mailing. Acceptance times for your handover at our Drop Off Points are usually restricted to Monday to Friday between 8am and 12noon.

Subject to availability at the specific Drop Off Point, you may be able to post small mailings to us. This must be agreed and arranged via the Drop Off Point Manager at your Drop Off Point. In this instance, the day we receive the mailing from you will be considered the date of 'Drop off'.

We aim to deliver Addressed candidate mail within three working days and Unaddressed candidate mail within seven working days (excluding the day of handover) to the Royal Mail Drop Off Point, Saturdays, Sundays or Bank Holidays.

**Please note:** No mailing will be delivered on polling day.

### Examples

## Addressed mailing – potential timescales

Tuesday (week 1)	Let your DOPM know you would like to book a mailing. Minimum request for handover is 48 hours.
Friday	Take your mailing to the agreed Royal Mail Drop Off Point.
Monday – Wednesday (week 2)	Royal Mail deliver the mailing.
Thursday	Polling Day.

## Unaddressed mailing – potential timescales

Wednesday (week 1)	Let your DOPM know you would like to book a mailing. Minimum request for handover is 48 hours.
Monday	Take your mailing to the agreed Royal Mail Drop Off Point.
Tuesday – Friday (week 2)	Royal Mail deliver the mailing.
Monday – Wednesday (week 3)	Royal Mail deliver the mailing.
Thursday	Polling Day.

Handover slots for you to take your mailing to the Royal Mail Drop Off Points are: **Monday to Friday between 8am and 12 noon.**

**Royal Mail can take up to three working days to deliver Addressed mailings and seven working days to deliver Unaddressed mailings.**

## 2.7 We deliver your mailing

Your final step in the process

You should now be ready to take your mailing to your designated Royal Mail Drop Off Point, details of which will have been supplied to you by your Drop Off Point Manager.

### When you drop off your mailing:

- Make sure you have emailed your EL1e form to our Election Support Team and Drop Off Point Manager at least 48 hours previously.
- If you have used Electionsort, you also need to provide the planning report and line listing generated by the database.
- Your mailing will be checked to ensure it matches the original signed off and checked leaflet.
- If correct, a Royal Mail representative at the Drop Off Point will provide a receipt for the posting. Remember, each individual box or bag must not weigh more than 11kg.

When you bring your mailing to the Royal Mail Drop Off Point our Mails Verification Team will double check it to make sure it meets the specifications. If it doesn't, we will contact you to advise. You or your representative can collect the mailing, correct the error and resubmit. Alternatively, in some circumstances, Royal Mail can make the changes required (there will be a charge for this service).

## 3 Terms and Conditions

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Royal Mail as the Universal Service Provider is enabled to set reasonable Terms and Conditions for election mailing pursuant to Section 91 Representation of People Act 1983 (as amended).

These terms shall govern the relationship between Royal Mail and candidates where candidates choose to send free electoral mailings under Section 91 Representation of People Act 1983 (as amended).

### 3.1 Candidate mail entitlement

Section 91 Representation of People Act 1983 (as amended) provides for candidate mail which sets out that:

1. An independent candidate or political party at a parliamentary election is (subject to such reasonable Terms and Conditions as the universal service provider concerned may specify), entitled to send free of (any) charge for postage (which would otherwise be made by a universal service provider) either:
  - (a) one unaddressed postal communication, containing matter relating to the election only and not exceeding 60g in weight, to each place in the constituency which, in accordance with those (Terms and Conditions), constitutes a delivery point for the purposes of this subsection; or
  - (b) one such postal communication addressed to each elector.
2. An independent candidate or political party is also, subject as mentioned above, 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 above for each appointment in respect of which that person is so entered.

## 3.2 Artwork guidelines and mailing content

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

### Notes:

- A candidate mailing 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 party nominating the regional list of candidates, however it may contain party leader endorsement of your candidacy in the election or endorsements from people other than the party leader.
- A candidate mailing that is designed to secure the election of a candidate at another election or in another relevant electoral constituency or region is 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 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.
- A different addressed candidate mailing 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 checked and issued with a unique reference number.
- A candidate mailing must not contain any signs, words, marks or designs that are offensive, obscene or indecent. The content must not

infringe any legislation, for example, Section 91 Representation of People Act 1983 (as amended)\* the Malicious Communications Act 1988, Section 101 of the Postal Services Act 2000 (as amended). 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 a candidate mailing complies with the law, the requirements set out in this document, the Candidate Mail guide 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 printers and promoters name and address must appear on the face of all pieces of candidate mailing. (Section 110 Representation of the People Act 1983).

### Please note\*

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

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

## 3.3 Armed services addressed mail

Any candidate mail addressed to an elector in the armed services must:

- Show the name; rank or rating; and number of the absent voter at a Naval Shore Establishment or on a ship in home waters. If

possible, include the full address of the ship. Alternatively use the ship's name followed by 'BFPO Ships'.

- Show the name; rank or rating; army or official number; squadron or company; battalion, battery, regiment or other unit for mailing for a military voter who uses an absent vote. Also using the full postal address and postcode.

## 3.4 Candidate Declaration

Any candidates using the campaign mailing services before notice of poll will be issued a declaration by the returning officer. This declaration confirms the customer will pay for the mailing should they not be confirmed as a candidate.

Any candidate that produces a mailing prior to a candidate nomination being confirmed and therefore seeks the right to the free mailing at that stage, agrees to pay Royal Mail in full for the mailing if:

- The nomination is not confirmed.
- The candidacy is unopposed.

In the above cases, the candidate will lose the right to use the free delivery facility and the candidate must pay postage for the concerned Constituencies, at the current second class postage rate.

**Please note:** The candidate MUST sign the declaration in advance of receipt of the mailing into Royal Mail.

## 4 Extra support from Royal Mail

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

- Large print
- Braille
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For a free copy please call Customer Services on **03457 950 950**.

If you are deaf or hard of hearing, we offer a textphone service on **03456 000 606**.

For enquiries on any other mailing that does not qualify for free postage, please call **01865 796 801**.

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