

# User Guide

## Poll Card Mailing Option



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## Introduction

To provide you with as much support as we can in your preparations for elections we are pleased to tell you about an option exclusively available to Local Authorities that provides efficient and effective delivery of your Poll Cards.

Royal Mail is the preferred delivery company for most organisations in the United Kingdom and we are proud of the trust which our customers, in particular Local Government, place in us to ensure that essential communications, such as Poll Cards, are delivered to the highest quality of service and customer satisfaction. Entrusting your Poll Cards to Royal Mail will ensure that they are swiftly and efficiently delivered to their intended addresses in a cost effective way by our highly experienced operation.

## Key product features

- Letter format.
- Delivery in 3 days.
- Postings are booked in advance
- Mail is sorted using the poll card electionsort database provided by Royal Mail.
- All items must be bundled and placed in trays before posting.
- All items must be correctly recorded on an EL1P certificate of posting on the day of posting and a printed copy must accompany the posting.
- Billing will be at the current rate card prices.
- We will bill at the current rate card prices for any volume variances between the totals recorded on your EL1P certificate of posting and the volumes received by Royal Mail.

## How to get started

To enquire about using the Poll Card or to book a posting please contact the Postal Voting Team at [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) or 08456 564 998.



## Poll card production

### Mail piece sizes:

Minimum size is 140mm x 110mm x 0.2mm

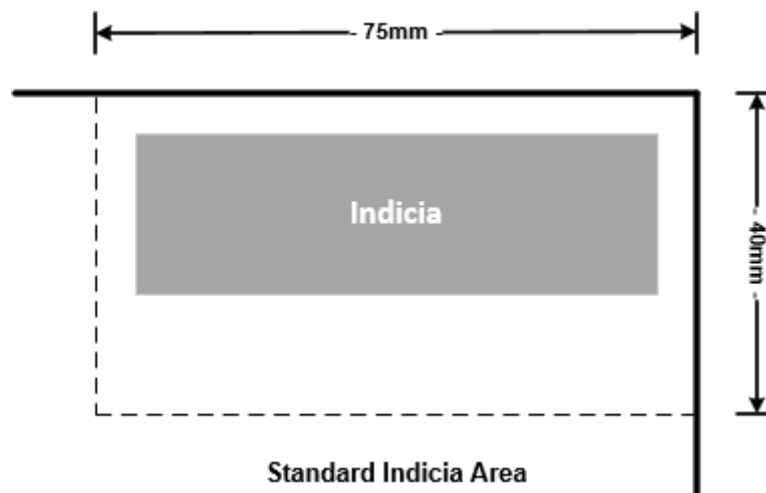
Minimum paper weight is 170gsm

Maximum size is 240mm x 165mm x 5mm

Maximum weight is 20g

### Delivered By Royal Mail

Print Delivered By Royal Mail with the Royal Mail cruciform should be in the top right corner of the mail piece in an area 75mm in length and 40mm in depth as illustrated below.



The full specifications for the Delivered By Royal Mail are in appendix 1 at the end of this user guide.

NB. A Printed Postage Impression (PPI) is not required for the Poll Card Mailing Option.

### Mail piece material, colour and addresses

Poll cards should be paper based and white Poll Cards are recommended because they provide the best background for Royal Mail to process.

Addresses must be printed and accurate. For full details on the recommended address specifications please refer to the clear addressing guide in appendix 2 at the end of this user guide.

### Help producing your poll cards

To assist you with the production of your mail pieces we provide a poll card checking service free of charge. Please contact the Quality Assurance Team at [quality.assurance.coordinator@royalmail.com](mailto:quality.assurance.coordinator@royalmail.com)

## Sorting your poll cards

The Postal Voting Team will provide you with a link to the Poll Card Mailing Option electionsort database to sort your mail, a user name and password to access the web page. When you access the web page via the link provided by the Postal Voting Team please download the Electionsort application to the computer that you plan to use to sort your data. You will also find a user guide on how to use the Electionsort database for the poll card mailing option. The sortation program sorts address files into Walksort order, Drop Off Point, Delivery Office and Local Authority. The program also creates a series of reports and tray and bundle files which must be used to generate the bundle and tray labels required when presenting Poll Card mailings to Royal Mail.

For any enquiries regarding accessing or using the electionsort database to sort your mail and to produce reports and labels please contact [helpline@royalmailtechnical.com](mailto:helpline@royalmailtechnical.com) or via the helpline 020 7371 6957 or fax 020 7603 5862 and by post:

Royal Mail Technical Team  
CACI (IMS)  
CACI House  
Kensington Village  
Avonmore Road  
London  
W14 8TS

## Computer Planning Report and Line Listing

The Poll Card Mailing Option electionsort sortation database will produce reports called the Computer Planning Report and Line Listing that must be printed and accompany the posting along with a completed EL1P.

## Presentation of your poll cards

- To post your poll cards please place in separate trays and apply labels as detailed by the Poll Card Mailing Option electionsort database sortation and label files.
- Poll cards should be bundled (ideally in bundles of 100) cross-banded with elastic or paper bands (i.e. using 2 bands) and must have the required label with the information created by the Poll Card Mailing Option electionsort sortation program. Items can have a walk name printed on each mail piece at least 5mm above the first line of the address if your systems can allocate the appropriate walk name to the address data.
- Bundles containing less than 10 items must be single banded
- Poll Cards should be placed in trays upside down with the address facing the front of the tray.
- Each tray must have the required label with the information created by the sortation program.
- The weight of a tray must not exceed 10kg.
- If you require trays please contact the Postal Voting Team at [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) or 08456 564 998.

## EL1P certificate of posting completion and files for the posting

The Postal Voting Team will provide you with the EL1P certificate of posting.

You must record the details of each of your postings on an EL1P certificate of posting, print a copy to accompany the posting along with the computer planning report and line listing.

E mail the completed EL1P to [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) and on the same email, please also send the files "DO\_SUMMARY.TXT" and "DO\_WALK.TXT" (6.2 & 6.3 in the Poll Card Mailing Option electionsort guide).

### Example – Single EL1P

POLL CARD POSTAGE DOCUMENTATION	
<b>Certificate of Posting for Poll Card Mailing Option</b> <span style="float: right;">EL1P - Electronic</span> <small>A FULLY COMPLETED EL1P MUST BE SUBMITTED WITH YOUR POSTING</small>	
<i>Local Authority / Printer Section:</i>	
Date of Posting	Number of items handed over to Royal Mail
<input type="text"/>	<input type="text"/>
Local Authority	
<input type="text"/>	
Account Number	
<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"/>
<small>Send this completed form to <a href="mailto:postal.voting@royalmail.com">postal.voting@royalmail.com</a> as soon as you hand over your Poll Cards.</small>	
<i>Royal Mail Section:</i>	
Time / Date Received	Actual Number of items received
<input type="text"/>	<input type="text"/>
Name of Royal Mail Representative	Signature of Royal Mail Representative
<input type="text"/>	<input type="text"/>

### Example – Multi EL1P

POLL CARD POSTAGE DOCUMENTATION		
<b>EL1P Certificate of Posting for Poll Card Mailing Option</b> <span style="float: right;">EL1P - Electronic</span> <small>A FULLY COMPLETED EL1P MUST BE SUBMITTED WITH YOUR POSTING</small>		
<i>Local Authority / Printer Section:</i>		
Date of Posting	<b>Total</b> number of items handed over to Royal Mail	
<input type="text"/>	<input type="text" value="0"/>	
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"/>	
<small>Send this completed form to <a href="mailto:postal.voting@royalmail.com">postal.voting@royalmail.com</a> as soon as you hand over your Poll Cards.</small>		
<i>Royal Mail Section:</i>		
Time / Date Received	Actual Number of items received	
<input type="text"/>	<input type="text"/>	
Name of Royal Mail Representative	Signature of Royal Mail Representative	
<input type="text"/>	<input type="text"/>	
<b>Local Authority</b>	<b>Account Number</b>	<b>Number of Items being handed to over to Royal Mail</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

## Posting options for your poll cards

You have the following options;

1. Take your mail to an approved acceptance point (Drop Off Point). The Postal Voting Team will provide you with the addresses for the Drop Off Points.
2. You can have your mail collected by Royal Mail if you are posting in the postcode area of the Drop Off Point for your Local Authority.
3. You can have your mail collected by Royal Mail for postings outside the postcode area of the Drop Off Point for your Local Authority and transported by Royal Mail to the Drop Off Point.

For further details on our collection service or to book a collection please contact the Postal Voting Team at [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) or 08456 564 998.

## Billing and adjustments

The details you record on your EL1P certificate of posting will be billed at the published rate card prices and supplied by the Postal Voting Team.

## Further help

For further assistance on booking your posting, producing your poll cards, sorting your posting, completing your EL1P certificate of posting, understanding your invoices, requesting copy invoices and raising enquiries please visit contact one of the teams noted below.

### Booking your posting

To book your posting please contact the Postal Voting Team at [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) or 08456 564 998.

### Producing your poll cards

For advice on producing your poll cards or to have your poll cards checked before you produce them please contact The Quality Assurance Team at [quality.assurance.coordinator@royalmail.com](mailto:quality.assurance.coordinator@royalmail.com).

### Sorting your posting using the electionsort database

For enquiries regarding accessing or using the electionsort database to sort your mail and to produce reports and labels I please contact [helpline@royalmailtechnical.com](mailto:helpline@royalmailtechnical.com) or via the helpline 020 7371 6957 or fax 020 7603 5862 and by post:

Royal Mail Technical Team

CACI (IMS)

CACI House

Kensington Village

Avonmore Road

London

W14 8TS



**Completing your EL1P certificate of posting**

For advice on completing your EL1P certificate of posting please contact the Postal Voting Team at [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) or 08456 564 998.

**Invoice enquiries:**

For Poll Card Mailing Option billing enquiries please contact the Postal Voting Team at [postal.voting@royalmail.com](mailto:postal.voting@royalmail.com) or 08456 564 998.



# Appendices





## Appendix 1 – Specification for Delivered By Royal Mail

### Delivered By Royal Mail Indicia Location

The Indicia design should be positioned in the top right corner of the polling card in an area 75mm long and 40mm high.

A minimum clear zone of 5mm is required around the indicia design on all sides.

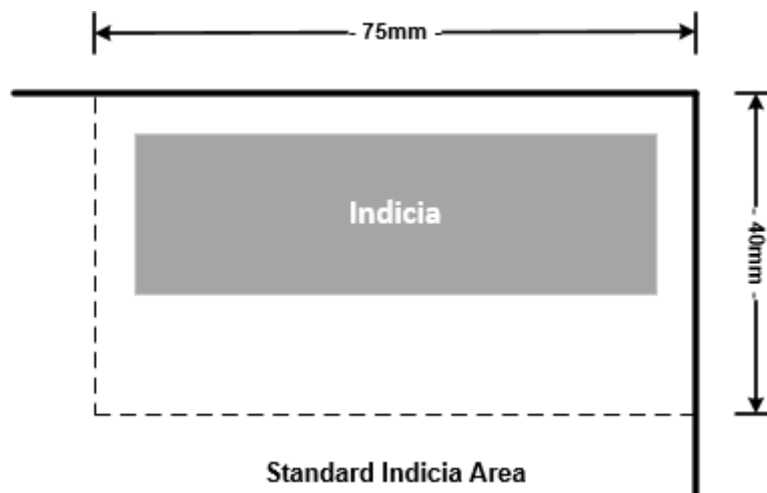


Figure 1 - Indicia Area (Not to Scale)

### Content Definition

The Branding content is defined in the table below:-

Design	Branding
English	<ul style="list-style-type: none"><li>• The English Branding consists of 'Delivered by' text printed above an English Royal Mail cruciform.</li><li>• The border that surrounds Branding is 0.5pt wide.</li><li>• The 'Delivered by' text is printed in title case using Helvetica 6.75pt bold font. It is printed 2mm below the top border and is centre justified.</li><li>• The Royal Mail cruciform is 10mm high and is inset by 1mm from the left bottom, and right borders.</li></ul>

<p>Welsh / English Bi-lingual</p>	<ul style="list-style-type: none"><li>• The Bi-Lingual Welsh / English Branding consist of 'Dosbarthwyd gan' text followed by 'Delivered by' text on a second line above a Welsh Royal Mail cruciform.</li><li>• The border that surrounds Branding Area is 0.5pt wide.</li><li>• 'Dosbarthwyd gan' text is printed above 'Delivered by' text. Both are printed in title case using Helvetica 4.5pt bold font. 'Dosbarthwyd gan' is printed 1.5mm below the top border and is centre justified.</li><li>• The Welsh Royal Mail cruciform and 'Royal Mail' text is 10mm high and is inset by 3mm from the left bottom, and right borders.</li></ul>
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## Appendix 2 Clear addressing guidelines

### Addressing for poll cards

- You must include one premise element, one thoroughfare element, one locality element and the postcode as a minimum.
- The post town should be included
- Other elements may be included.
- If there is no thoroughfare element contained in PAF® this need not be included.

	A N Other
Dependent thoroughfare	The Mews
Thoroughfare	300 Western Road
Double dependent locality	Otterley
Dependent locality	Hedge End
Post Town	OXFORD
Postcode	OX4 5ZZ

*\*see Address structure and layout for details on Mailer Defined Information*

- Each address element must be on a separate line of the address with the postcode included as the last line of the address. The only exception to this is outlined in the Locality elements section.
- The county, although not required, may be included as the penultimate line of the address
- The phrases “England”, “Great Britain” or “United Kingdom” must not be used for addresses to the UK and posted within the UK.
- Each line of the address must be left justified

*The simplest way to ensure an address is correct is to check that all the elements in the appropriate PAF® record are present.*

To fully describe these requirements, each element is defined as follows,

### Premise elements

You must include at least one of these four elements, so that a single delivery point is defined. You don't have to include all the premise elements, even if they are included in PAF®.

	A N Other
<b>Building number</b>	B 25 Bell Complex

### Thoroughfare elements

PAF® will give one of three possible combinations:

- No thoroughfare: no need to include anything in this part of the address.
- A thoroughfare but not a dependent thoroughfare: include the thoroughfare.
- Both a dependent thoroughfare and a thoroughfare: include the former. If space allows you can also include the thoroughfare, though it's not compulsory.

<b>Dependent thoroughfare</b>	The Mews
<b>Thoroughfare</b>	300 Western Road

### Locality elements

You must include at least one locality element. You don't have to include them all, even if they are included in PAF®. The Post Town should have the first character(s) in capitals for example: Coventry, Milton Keynes, Ross On Wye, on a single line.

The Post Town maybe followed by a county on the penultimate line of the address, provided that the space between Post Town and county is no more than two character spaces and that the postcode is on the last line of the address.

The county and the postcode may be on the same line provided there are one or two character spaces between the two elements.

The Post Town and postcode can be on the same line, provided that the Post Town precedes the postcode and the space between the two elements is one or two character spaces.

<b>Double dependent locality</b>	Otterley
<b>Dependent locality</b>	Hedge End

## Postcode

The address must contain the full and accurate postcode. The postcode must be able to generate an address from PAF® which can be matched to the minimum requirements above (at least one premise element, one thoroughfare element and one locality element).

The postcode must always appear in capital letters on the last line of the address.

Please put one or two character spaces between the two parts of the postcode. Typically, the first part (i.e. OX4) is the outward code and this identifies a post town or a district within a post town, the second (i.e. 5ZZ) is the inward code which represents the street information.

<b>Post Town</b>	OXFORD
<b>Postcode</b>	OX4 5ZZ

## Punctuation

- Please do not underline any part of the address or postcode.
- Punctuation and non-alpha numeric symbols can only be used where it appears in the corresponding PAF™ record. It can also be used in the recipient's name or in the Mailer Defined Information (MDI) above the address within the address block. There must be no punctuation used to separate address elements or components within an address element.
- Alternatively, you may remove all punctuation from the address, even if it is contained in the corresponding PAF™ record
- For full details on allowable punctuation within a PAF record please see PAF™ Digest, available from [www.royalmail.com](http://www.royalmail.com) or a member of your account team.
- Punctuation and graphical symbols may be used within any 'Mailer Defined Information' and addressee elements.

## British Forces Post Office (BFPO) Addresses

A full list of BFPO addresses is available here [HM Forces Mail](#) .

Address layout is as follows & please note that the Town & Country must not be included:

Service No Rank Name

Unit/Regt

Operation Name

BPFO No

Please go to [www.royalmail.com](http://www.royalmail.com) and HM Forces Mail for full details, and any restrictions - [Royal Mail HM Forces Mail](#) .

## ADDRESS STRUCTURE AND LAYOUT

An address may consist of three elements, all of which are classed as the 'Address Block'.

1. Mailer Defined information (MDI) – reference information printed as part of the Address Block
2. Recipient details
3. Geographical address and postcode



## Address requirements

	Requirements
<p><b>Mailer Defined Information format (MDI)</b></p>	<ul style="list-style-type: none"> <li>• Must be in a single line above the address</li> <li>• The first character of the MDI must be left justified and aligned to the address below it</li> <li>• Any separation between elements of the MDI should not exceed one space</li> <li>• The content may be of different font and size to the other Address Block elements</li> <li>• The font and size may vary within the Mailer Defined Information (MDI)</li> <li>• The line spacing must be consistent with the Delivery Address</li> <li>• The length of the MDI must not exceed 64 characters</li> </ul>

	<b>Requirements</b>																								
	<ul style="list-style-type: none"> <li>When included as part of the address block, it may tap out totally or partially above and to the right</li> </ul>																								
<b>Punctuation &amp; graphic symbols</b>	<ul style="list-style-type: none"> <li>Please refer to 'Punctuation' under 'Addressing'</li> </ul>																								
<b>Recommended Fonts</b>	<ul style="list-style-type: none"> <li>The font size for the Delivery Address must be the same or larger than the Return Address Block</li> <li><i>Italic</i> fonts must not be used</li> <li><b>Bold</b> fonts must not be used</li> <li>Recommended fonts as follows and are point size 10-12.</li> </ul> <p>Non-Proportionally Spaced preferred fonts (7)</p> <p>Courier  Courier New  Letter Gothic  <b>Luci da Consol e</b>  Lucida Sans Typewriter  OCR B  Word Gothic</p> <p>Acceptable Proportionally Spaced fonts (22)</p> <table> <tr> <td>Arial</td> <td>Lucida Sans</td> </tr> <tr> <td>Avant Garde</td> <td>Mangal</td> </tr> <tr> <td>Calibri</td> <td>News Gothic MT</td> </tr> <tr> <td>Estrangelo Edessa</td> <td>Optima</td> </tr> <tr> <td>Eurostile</td> <td>Raavi</td> </tr> <tr> <td>Frankfurt Gothic</td> <td>Shruti</td> </tr> <tr> <td>Franklin Gothic (Book)</td> <td>Trebuchet MS</td> </tr> <tr> <td>Gautami</td> <td>Tunga</td> </tr> <tr> <td>Geneva</td> <td>Univers</td> </tr> <tr> <td>Gill Sans</td> <td>Verdana</td> </tr> <tr> <td>Helvetica</td> <td></td> </tr> <tr> <td>Latha</td> <td></td> </tr> </table> <p>* Note that all the fonts above are in the correct type</p>	Arial	Lucida Sans	Avant Garde	Mangal	Calibri	News Gothic MT	Estrangelo Edessa	Optima	Eurostile	Raavi	Frankfurt Gothic	Shruti	Franklin Gothic (Book)	Trebuchet MS	Gautami	Tunga	Geneva	Univers	Gill Sans	Verdana	Helvetica		Latha	
Arial	Lucida Sans																								
Avant Garde	Mangal																								
Calibri	News Gothic MT																								
Estrangelo Edessa	Optima																								
Eurostile	Raavi																								
Frankfurt Gothic	Shruti																								
Franklin Gothic (Book)	Trebuchet MS																								
Gautami	Tunga																								
Geneva	Univers																								
Gill Sans	Verdana																								
Helvetica																									
Latha																									
<b>Address Block Text formatting</b>	<ul style="list-style-type: none"> <li>The address must be provided as a 'block' of text.</li> <li>The content of one address line must not be wrapped on to a second line of text i.e. London Road must be printed on the same line and not be spread over 2 lines.</li> <li>Characters of the same font and point size must be used for each line of the address</li> <li>Character pitch must be 10-12 characters per 25.4mm with clear vertical gaps of at least 0.25mm between the extremities of adjacent characters.</li> <li>Spacing between words must be &lt; 5mm</li> <li>Maximum characters per line of the Address Block is 64</li> </ul>																								

	Requirements
	characters (including spaces) <ul style="list-style-type: none"> <li>• Spacing between lines must be uniform: Minimum – 1mm, Maximum – 4mm</li> <li>• There must be no “blank” lines in the address</li> <li>• All elements of the Address Block (including the Mailer Defined Information) must be left justified</li> <li>• The Address Block skew must be no more than <math>\pm 5</math> degrees</li> </ul>

### Address print requirements

	Requirements
<b>Print colour &amp; quality</b>	<ul style="list-style-type: none"> <li>• Preferred colour is black. If this cannot be achieved then adequate contrast must be achieved</li> <li>• Negative contrast is not allowed</li> <li>• The characters must not be blurred, smudged, deformed or incomplete</li> <li>• No splashing or ink splatter around characters</li> </ul>
<b>Print contrast</b>	<ul style="list-style-type: none"> <li>• Required Print Contrast Ratio for addresses printed on envelopes <math>\geq 50</math> %</li> <li>• Required Print Contrast Ratio for addresses printed on window inserts <math>\geq 55</math> %</li> <li>• Required Value: Minimum Reflective Difference <math>\geq 30</math> %</li> <li>• Required Value: Minimum Background Reflectance <math>\geq 35</math> %</li> <li>• Inverse printing is not allowed (address block lighter than background)</li> </ul>

### Return Address

We recommend all mail items have a valid UK return address as this not only allows us to return items which cannot be delivered but helps you maintain accurate address files. The preferred requirements are that the Return Address is on the back of the item and in an area no more than 40mm from the top, it is positioned central and left justified

The content of any return address must follow the structure as shown for the delivery address but most importantly it has to have the words ‘Return Address’ as the standard prefix on the top line of the block of text.

When on the front, it must be in the top left corner, no more than 75mm from the right edge and cannot extend to lower than 40mm from the top edge of the letter and cannot be closer than 12mm to the Delivery Address Block