

POLL CARD MAILING GUIDE

11th MARCH 2024

CITIPOST MAIL

Introduction

Poll cards are uniquely used by local councils to notify constituents of elections. You may post poll cards as Manual items and pay the applicable Manual item price. Alternatively you may choose to post poll cards using one of the following services which will enable you to benefit from additional price savings:

- 1) Mailmark: There is an enhanced Mailmark spec for sending poll cards, detailed later in this document
- 2) Poll Sort: this is a manual service, specifically for poll cards, where the delivery aim is to deliver within 3 days from the point of handover

Mailmark Poll cards

Unless otherwise stated, the general spec for Mailmark mailings should be met, as well as a more detailed spec, specifically for Poll Cards (this is all detailed within Appendix P of the Royal Mail Wholesale User Guide).

In summary the requirements are as follows:

Category	Requirements
Format	Letter only
Container	Tray only
Dimensions	210mm x 150mm (plus a manufacturing tolerance of plus or minus 2mm)
Weight	Max: 20g
Sortation	Sorted to 86/48 selections (Access 70 only)
Service	Can be mailed using either Economy or standard mailmark services
Presentation (2/3 ply)	The poll card must be cut from a sheet of paper that is cut, folded twice and glued on all sides. This shall provide a rectangular finished mailpiece in landscape orientation that has 2/3 ply thickness (the 3 ply being at the bottom of the mailpiece) Addressing: items must be at least 90% addressed and postcoded
Presentation (place poll card in an envelope)	If the 2/3 ply spec cannot be met, the printer has the option to place the poll card in an envelope and still present as mailmark, as long as all other parts of the spec are met
Barcode Requirements	The barcode requirements are the same as for any other mailmark letter
Emanifest requirements	When posting mailmark poll cards, the information type ID should be a value of 'P' 3 (Poll Cards), rather than 'O' used for standard Mailmark letters
Forecasting Requirements (Mandatory)	<ul style="list-style-type: none"> - The standard 7 day and 24 hr notification still applies, as per the normal process - If the mailing has a geographical bias or exceeds 1 million items being posted in a single day, then the standard Key National posting (KNP) requirements should be met, which are: <ol style="list-style-type: none"> 1) 4 weeks notice should be given 2) A full fall to earth (FTE) should be provided 3) This information will be uploaded to Dockethub (RM system) by the Citipost Mail customer services team

Poll cards being presented using Royal Mail Poll Sort

Poll sort is a manual service, for the posting of Poll Cards ONLY. Royal Mail aim to deliver poll cards within 3 days after handover from Citipost Mail. The full spec for this service can be found in Appendix P of the Royal Mail Wholesale User guide.

In summary, the requirements are as follows:

Category	Requirements
Format	Letter only
Container	Tray only
Dimensions	240mm x 165mm
Weight	Max: 20g
Sortation	Sorted to approx. 60,000 selections using the specified Election Sort selection file (this is all contained within the standard Citipost Mail BBS sortation software)
Service	Poll Sort
Presentation	<p>Addressing: items must be 100% fully addressed and postcoded</p> <p>Bundling:</p> <ul style="list-style-type: none"> - items in a bundle must be all be facing the same way - Items for a single delivery walk must be bundled separately, labelled according to walk name and must not contain anything other than poll cards - Bundles must be banded using elastic or paper bands - RM recommendation is for a max bundle to be no more than 100 items but a manageable handful is also acceptable <p>Bundle Labelling:</p> <ul style="list-style-type: none"> - A physical label can either be used , this contains the individual walk name - OR the walk name can be printed onto the item in the Mailer Defined Information (MDI) field that is above the recipient name, within the address block – this is the preferred method and is much easier to use, rather than the labels!
Barcode Requirements	None – this is NOT a mailmark service
Emanifest requirements	None – this is NOT a mailmark service
Forecasting Requirements (Mandatory)	<ul style="list-style-type: none"> - The standard 7 day and 24 hr notification still applies, as per the normal process 5 - If the mailing has a geographical bias or exceeds 1 million items being posted in a single day, then the standard Key National posting (KNP) requirements should be met, which are: <ol style="list-style-type: none"> 1) 4 weeks notice should be given 2) A full fall to earth (FTE) should be provided 3) This information will be uploaded to Dockethub (RM system) by the Citipost Mail customer services team <p>The Citipost Mail customer services team will also ensure that all of the relevant teams within Citipost Mail are notified to ensure that your mail is handled as efficiently as possible</p>

If you have any questions in relation to the spec for mailing poll cards, please contact your Client Relationship Manager.



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