

AGENDA

REGENERATION AND SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE INFORMAL MEETING



Overview and Scrutiny

Date: Tuesday 23 March 2010

Time: 6.30 pm

Venue: Town Hall, High Street,
Maidstone

Membership:

Councillors: Sherreard (Chairman), Beerling,
FitzGerald, Nelson-Gracie (Vice-
Chairman), Paine, Ross, Thick and
Vizzard

Page No.

1. Junk Mail Review:

1 - 23

Informal meeting with:

- Alex Walsh, Head of Postal Affairs, Direct Marketing Association;
- Bill Moss, Maidstone Town Centre Manager; and
- Robert Rijkhoff, Co-ordinator of a 'Stop Junk Mail' Campaign Group.

Issued on 15 March 2010

The reports included in Part I of this agenda can be made available in **alternative formats**. For further information about this service, or to arrange for special facilities to be provided at the meeting, **please contact Esther Bell on 01622 602463**.

To find out more about the work of the Overview and Scrutiny Committees, please visit www.maidstone.gov.uk/osc

**David Petford, Chief Executive, Maidstone Borough Council,
Maidstone House, King Street, Maidstone Kent ME15 6JQ**

Agenda Item 1

MAIDSTONE BOROUGH COUNCIL

REGENERATION AND SUSTAINABLE COMMUNITIES OVERVIEW AND SCRUTINY COMMITTEE

23 MARCH 2010

REPORT OF HEAD OF CHANGE AND SCRUTINY

Report prepared by Esther Bell

1. Informal Junk Mail Review Workshop

1.1 Issue for Consideration

1.1.1 To consider the evidence of the witnesses with regard to the Committee's Junk Mail review.

1.2 Recommendation of Head of Change and Scrutiny

1.2.1 That the Committee interviews the following witnesses with regard to junk mail:

- Alex Walsh, Head of Postal Affairs, Direct Marketing Association;
- Bill Moss, Maidstone Town Centre Manager; and
- Robert Rijkhoff, Co-ordinator of a 'Stop Junk Mail' Campaign Group.

1.3 Reasons for Recommendation

1.3.1 At the meeting of the Regeneration and Sustainable Communities Overview and Scrutiny Committee on 26 January 2010, Members agreed to carry out a review of junk mail. The relevant extract from the minutes of the meeting is as follows:

"A Councillor suggested a one-off review on junk mail as a number of residents had made complaints regarding the amount of unsolicited mailings and menus they had received. The Committee considered the possible scope of the review, noting possible outcomes could include:

- A 'no junk mail' sticker scheme endorsed by the Council and supported by local businesses; and or
- Revisions to the Council's website to include information about opportunities to reduce unsolicited mails, such as advertising the Mailing Preference Service.

The Committee felt that it would be useful to interview business representatives, including; Town Centre Management and the Chamber of Commerce. Members also suggested that it may be useful to interview a representative from the Post Office to discuss unaddressed mailings delivered by Postman. A number of Members felt that given the economic climate it was not prudent to introduce a costly scheme, however the Committee felt a cost effective scheme could be introduced, such as a tear off sticker below existing recycling stickers distributed by the Council. The Committee felt there was scope for a one off review and agreed to add it to its work programme. Members agreed to collate any junk mail they received in the next two months to inform the Committee's findings."

1.3.2 Furthermore, the Committee considered the draft junk mail review scoping document at its meeting on 23 February 2010 and agreed that it may be more appropriate to hold an informal workshop style meeting to undertake its review and that an additional daytime meeting may also be required in order to cater for all possible witnesses.

1.3.3 The scoping document for this review is attached at **Appendix A**.

1.3.4 Background information regarding each of the witnesses is attached as follows:

- **Appendix B** – Direct Marketing Association;
- **Appendix C** – Town Centre Management; and
- **Appendix D** – Stop Junk Mail Campaign.

1.3.5 A representative from Royal Mail was invited to attend the Committee's meeting, however they were unfortunately unable to attend and therefore provided the attached statement at **Appendix E** to assist in the Committee's review. A representative from the Federation of Small Businesses was also invited to attend the meeting, however no response was received.

1.3.6 Copies of the information supplied on Maidstone Borough Council's and other Local Authority websites regarding junk are attached at **Appendix F** for Members information.

1.4 Alternative Action and why not Recommended

1.4.1 None.

1.5 Impact on Corporate Objectives

1.5.1 The Council's Strategic Plan 2009-12 priority themes include "a place that is clean and green" and its Environmental Excellence and Climate

Change three year objective includes 'supporting better cleaning, waste minimisation and recycling'.

1.6 Risk Management

1.6.1 There are no risks associated with the Committee undertaking its Junk Mail Review.

1.7 Other Implications

1.7.1

1. Financial
2. Staffing
3. Legal
4. Equality Impact Needs Assessment
5. Environmental/Sustainable Development
6. Community Safety
7. Human Rights Act
8. Procurement
9. Asset Management

1.8 Relevant Documents

1.8.1 Appendices

- Appendix A** – Junk Mail Review Scoping Document;
- Appendix B** – Direct Marketing Association;
- Appendix C** – Town Centre Management;
- Appendix D** – Stop Junk Mail Campaign;
- Appendix E** – Royal Mail Correspondence; and
- Appendix F** – Information on Local Authority websites.

Topic: Junk Mail
<p>What are the objectives and desired outcomes of the review</p> <ul style="list-style-type: none"> • What do we define as junk mail?; • What type and level of 'junk mail' is considered appropriate by residents?; • Is there evidence of the effectiveness of junk mail as an advertising tool?; • What alternatives to junk mail are available to local businesses as a cost-effective method of advertising?; • Establish whether any local authorities have had any success dealing with unwanted junk mail and make recommendations as appropriate; • Determine how junk mail is distributed nationally and locally; • Identify methods to prevent unauthorised mailings and make recommendations as appropriate; and • Explore the feasibility of a 'no junk mail sticker' endorsed by the Council and whether a 'code of conduct' can legally be agreed with distributors.
<p>What equality issues will need to be considered as part of the review – giving consideration to the 6 strands: Age Gender Race Sexual orientation Faith Disability</p> <ul style="list-style-type: none"> • Consider whether junk mail is targeted at some sectors over others, and look at ways to address this; and • Consider whether the impact of scams is greater across any sectors, and look at ways to address this.
<p>Which witnesses are required?</p> <ul style="list-style-type: none"> • Royal Mail • Direct Marketing Association • Federation of Small Businesses • Town Centre Management • Maidstone Borough Council's Communications team • 'Stop Junk Mail' campaigners • Citizen Advice Bureau
<p>Other ways to seek evidence? E.g. site visits, involving members of the public</p> <ul style="list-style-type: none"> • BBC Radio Kent interviews on 16/2/10 • Unauthorised Mailings literature in Maidstone • Research on scams • Request feedback from residents using the local press • Informal workshop style meeting • Interviews with company managers at their outlets (those outlets that have leafleted in the local area)
What information/training is needed?
Suggested time for review and report completion date

<ul style="list-style-type: none">• 1-2 meetings
How does the review link to council priorities? <ul style="list-style-type: none">• A place that is clean and green
How does this item deliver CfPS effective scrutiny principles? <p>Enables the voice and concerns of the public</p>
Any co-optees or expert witnesses?

Direct Marketing Association (DMA)¹

- 1.1 The Direct Marketing Association UK is Europe's largest trade association in the marketing and communications sector. The DMA was formed in 1992, following the merger of various like-minded trade bodies, forming a single voice to protect the direct marketing industry from legislative threats and promote its development.
- 1.2 It is a non-profit organisation which represents the direct marketing industry. Over 900 organisations are members of the DMA and every member has to adhere to the standards set by the DMA in its Code of Practice. One of its aims is to improve consumer trust and confidence in the direct marketing industry by regulating its members and providing help and advice on how to communicate with consumers in a way which will be both effective and welcomed.
- 1.3 The mission of the DMA is to maximise value for members whilst maintaining and enhancing consumers' trust and confidence in direct marketing.
- 1.4 The DMA strives to lead by example and ensure that the direct marketing industry minimises its impact on the environment. Although less than 5% of all household waste is made up of direct mail and promotions, the DMA and the direct marketing industry take their environmental responsibilities extremely seriously. DMA have made a commitment to Government to increase the amount of direct mail being recycled. By the end of 2005 it has to recycle 30% of direct mail, by 2009 55% and in 2013, 70%.
- 1.5 The public spend £67 billion each year through direct marketing. This includes everything from buying holidays online, donating to charities following receipt of a fundraising pack or making the most of the offers in their local supermarket advertised in a door drop leaflet. Direct marketing covers a huge number of the communications you receive each day, many of which people respond to.

2 Role of DMA

2.1 *Protecting consumers*

In a market where there is a need to protect consumers from inappropriate, unethical behaviour by unscrupulous or ignorant practitioners, the DMA is dedicated to the protection and development of the UK direct marketing industry.

The DMA promotes direct marketing and informs consumers of the safeguards that exist, and promotes the DMA as their protector, contact point and regulator of best practice. It administers a portfolio of Preference Services that allow consumers to register their contact details, free of charge, should they choose to reduce the amount of direct marketing approaches they receive via mail, telephone or fax.

¹ Information taken from the DMA website

2.2 *Protecting the industry*

On behalf of its members, the DMA lobby against adverse legislation from government and other regulatory bodies, and promote the expansion of national and international markets.

2.3 *Raising industry standards*

It promotes best practice and raises industry standards through the DM Code of Practice, best practice guidelines and the DMA Awards, and provide up-to-the minute information, research and legal advice.

The DMA has developed a tough and rigorous Code of Practice which covers all areas of direct marketing and which all its members must abide by. The DMA has a specific department which monitors its members to ensure they are complying with this Code. The Code of Practice is constantly updated to take into account changes in the industry, consumer issues and technological developments.

It manages programmes that protect consumers against bad practice and increases consumer trust, including the DMA Preference Services. The DMA also set up the DM Commission, which monitors conduct in the industry.

2.4 *Enhancing consumer confidence*

The DMA promotes the direct marketing industry in a positive light, and raises awareness of the DMA member logo, which stands for professionalism and trustworthiness, and is known to influence customer choice.

2.5 *Shaping the future of the industry*

All DMA members are invited to participate directly in shaping the future of direct marketing with and through DMA.

The DMA defends direct marketing from unethical or unprofessional practitioners, who can bring direct marketing into ill repute, trigger restrictive legislation and create consumer mistrust.

2.6 *DMA structure*

The DMA has a secretariat of 45 based in Central London, together with three regional offices in Edinburgh, Bristol and Leeds. The main driving force of its activity is the 12 Councils, each representing a different direct marketing sector. From training and development to lobbying and business services, they enable members to get to the heart of the key issues affecting their businesses.

2.7

Its membership includes corporate members, three quarters of these are supplier members, including dm agencies, list brokers and mailing houses. The other 25% are client members, including household names such as BT, M&S, Lloyds TSB and the AA. And as a member of the International Federation of Direct Marketing Associations (IFDMA) and FEDMA Federation of European Direct and Interactive Marketing) - on many levels, its reach is global.

Town Centre Management

- 1.1 The Town Centre Management (TCM) initiative has existed in Maidstone since 1991. It is a public and private partnership and allows all stakeholders in the town centre to influence policy and develop a co-ordinated approach to practical improvements. In Maidstone, the partnership has enjoyed many successes particularly in achieving external funding for a number of important projects.
- 1.2 TCM is a private limited company dedicated to improving the trading environment of the town centre. It acts as a catalyst, bringing the businesses and local authorities together, imparting a two way flow of communication. TCM's role is to act strategically on behalf of the town to improve and carefully monitor its image, to maximise its appeal to potential visitors and maintain the loyalty of its residents.
- 1.3 Some of the ways in which TCM have done this include the introduction of schemes such as MaidSafe, the highly effective town centre crime reduction partnership, and Shopmobility, making the town accessible to people with walking difficulties. It also organises events for the town centre.
- 1.4 Maidstone Town Centre Management's mission is 'to create and develop active partnerships and broad networks to establish a healthy and sustainable environment which involves and benefits all stakeholders'.

Stop Junk Mail Campaign Group¹

- 1.1 Stop Junk Mail is a self-funded, not-for-profit campaign group giving free and independent advice on how to eradicate junk mail. It is funded by contributions and all the work on the campaign is done in people's spare time.
- 1.2 The Stop Junk Mail Campaign started as a local campaign under the name 'Think Green' in Norwich in 2004 and was set up by former postman Robert Rijkhoff, who is the co-ordinator of Stop Junk Mail.
- 1.3 Its current campaign was launched in January 2007. They found that surprisingly little information was available about reducing junk mail.
- 1.4 They believe that its main achievement is that the opt-out schemes such as the Royal Mail door-to-door opt-out are now much more widely known and used.
- 1.5 *Eradicating Junk Mail*
Stop Junk Mail believes eradicating junk mail is unnecessarily complicated in the UK. It describes eight different things the public can do if they want to live junk mail free.
- 1.6 Stop Junk Mail explains:
"The reason why stopping junk mail is such a pain is that the Government so far allows the market to regulate itself. In recent years the Government has put some pressure on marketeers to do more to reduce waste caused by junk mail, but bulk mailers have so far failed to make opting out of junk mail as easy and effective as it could and should be.

As a result of self-regulation a myriad of completely separate and half-effective opt-out schemes has been set up in recent years. At the same time marketeers have introduced numerous commercial opt-out schemes which charge people to stop addressed junk mail from specific organisations and/or encourage people to opt in to receiving certain types of advertisements.

To make things worse, local Councils are still selling the edited version of the electoral register to bulk mailers for just a couple of pounds, despite calls from both the Information Commissioner and Local Government Association to treat voters' personal information with a bit more respect.

We believe stopping junk mail should be easy, effective and free. That this is possible is shown in many countries abroad, most notably in the Netherlands and Denmark. The Dutch, for instance, only need to do two simple things to stop junk mail. People register with a Mailing Preference Service to stop all (and not just some) addressed advertisements and use a readily and freely available 'no junk mail' sticker to stop unaddressed advertisements and/or free newspapers".

¹ Information taken from <http://www.stopjunkmail.org.uk/>

Correspondence with Royal Mail

From: Esther Bell
Sent: 25 February 2010 16:40
To: 'press.office@royalmail.com'
Subject: Direct Marketing

Dear Sir/Madam,

I recently contacted the Royal Mail switchboard and explained that Councillors in Maidstone were reviewing the issue of direct marketing following a number of complaints from residents, and they advised to contact their press office. Unfortunately the phone number they supplied was incorrect.

A group of Councillors at Maidstone Borough Council are reviewing 'junk mail' following a number of complaints from residents regarding the sheer quantity of mailings they receive. As part of its review a feature on BBC Radio Kent was broadcast and as part of this, several residents phoned with comments that they had filled in Royal Mail forms to opt out of unaddressed door to door mailings, but that their requests had been repeatedly ignored. Further more, there was a phone call from one resident who used to work as a postman and advised that Royal Mail would collapse if it wasn't for the revenue generated from 'junk mail'.

I am obviously therefore keen to give Royal Mail the opportunity to respond either in person or in a written statement to this evidence before I publish it in the Council's final report.

I am therefore writing on behalf of the Chairman of Maidstone Borough Council's Regeneration and Sustainable Communities Overview and Scrutiny Committee to invite you to the meeting of the Committee on Tuesday 23 March 2010 at 6.30pm in Maidstone's Town Hall, Maidstone, Kent. I appreciate you may not be the most appropriate person to attend, so please let me know if this is the case. I expect that the session with you would last between an hour and an hour and a half. Please note we will reimburse any expenses.

Members are extremely keen to interview you or a representative from the Royal Mail with regard to the importance of direct marketing to your company and also to give you the chance to respond. The Committee is keen to find a solution that both gives residents choice but also supports businesses, including yourself, so your input would be greatly received.

I look forward to hearing your response, however, if you have any questions please contact me on 01622 602463.

Kind Regards,

Esther

From: martine.munby@royalmail.com [mailto:martine.munby@royalmail.com]
Sent: 09 March 2010 11:16

To: Esther Bell
Subject: Royal Mail Statement

Esther

Unfortunately we will not be able to attend the council scrutiny meeting, however please see statement below which covers the issues you have raised:

Statement

Reading your email and the experiences of local residents who have "opted out" of unaddressed mailings and then were concerned to continue to receive direct mail it may be helpful if I outline the parameters of the opt out and the distinction between addressed and unaddressed mailings. The Royal Mail opt out scheme applies to our door to door product - this is basically a service Royal Mail provides for the delivery of unaddressed items of mail - typically promotional material but it can also be things like newsletters from Local Authorities etc. If customers sign up to opt out of these mailings it will only prevent deliveries of unaddressed items sent by Royal Mail's door to door service - there are many other competitors who offer such a service and these deliveries would therefore continue as they are beyond the control of Royal Mail. Furthermore Royal Mail has a legal responsibility to deliver all items of addressed mail to the address indicated so there can be no general opt out of direct mail.

Not only is direct mail of commercial importance to Royal Mail but has considerable benefits for the broader UK economy as is evident in the some research outlined below:

A recent study by the Direct Marketing Association has revealed that:

- Direct marketing generated sales of £125 billion in 2006, with consumer sales valued at £72 billion – just over nine per cent of total UK spending
- Direct mail itself accounted for sales of £17 billion
- The direct marketing industry as a whole was worth £43.7 billion to the UK economy in 2006 (through spend on activities, employment and associated costs)
- In 2006, the direct marketing industry employed 886,000 people – 3.1 per cent of total UK employment. The direct mail industry employed 182,000 people
- 66 per cent of companies with a turnover of £1 million or more undertook direct mail activities

Kind Regards

Martine Munby
Senior External Relations Manager
Royal Mail Group

From: Esther Bell
Sent: 09 March 2010 11:32
To: 'martine.munby@royalmail.com'
Subject: RE: Royal Mail Statement

Dear Ms Munby,

I am writing on behalf of the Regeneration and Sustainable Communities Overview and Scrutiny Committee's Chairman, to thank you for your contribution to the committee's inquiry into junk mail. The information you have provided will be circulated to members and will be extremely useful in the production of the Committee's report.

One of your colleagues who works in the Marketing Services department of Royal Mail contacted me yesterday and was keen that Royal Mail takes the opportunity to contribute to the Committee's final public report. I mentioned that we had a number of witnesses attending the Committee's meeting, including one from the Direct Marketing Association and a representative from local businesses as the Committee was keen to consider all aspects of direct marketing, including its financial importance to businesses, including as a source of revenue to Royal Mail. I would therefore be keen if you could respond with any comments regarding this.

Your colleague also mentioned that it could take up to 6 months for a person to be fully removed from Royal Mail door to door mailings and that this may account for the comments made to us on BBC Radio Kent. I would therefore be much obliged if you could advise how the request to opt out of unaddressed mailings is processed and why it takes six months? Also, would Royal Mail be able to adhere to a 'no junk mail' sticker scheme endorsed by the council or does it need explicit instructions made directly to Royal Mail?

Once again, many thanks for your contribution that you have already made.
Kind Regards,

Esther Bell
Overview and Scrutiny Officer

From: martine.munby@royalmail.com [mailto:martine.munby@royalmail.com]
Sent: 09 March 2010 16:14
To: Esther Bell
Subject: RE: Royal Mail Statement

Esther

I have spoken to our one of our Senior Managers and have been assured that our door to door opt put usually takes around 6 weeks to take effect. In terms of the sticker scheme we could not follow this since it would be too subjective to determine what constitutes junk mail and at any rate both DEFRA and the DMA (which of course has an industry wide view) agree that the opt out scheme is the right way to handle these issues.

Kind regards

Martine

Maidstone Borough Council

http://www.maidstone.gov.uk/council_and_democracy/elections/register_of_electors.aspx

Register of Electors

Frequently Asked Questions

Junk Mail

Not everyone likes junk mail. By not including your name in the edited register, this should cut down the amount of junk mail that you receive.

However, if the problem still persists you can write to the following address to ask for it to be stopped:

The Mailing Preference Service,
Freepost 22,
London W1E 7EZ

http://www.maidstone.gov.uk/environment_and_planning/recycling_rubbish_and_waste/tips_to_reduce_reuse_recycle.aspx

Tips to Reduce, Reuse and Recycle

REDUCE the amount of rubbish you produce

Think before you buy.

- It is just as important to **REDUCE** your waste as to **RECYCLE** it.
- It will save you money in the long term
- Buy only as much as you need.
- Use refillable containers.
- Avoid over-packaging.
- Buy in bulk when it makes sense and if you can afford it!
- Use mains electricity instead of batteries when possible.
- Buy rechargeable batteries and low energy light bulbs. They may cost more to buy but last much longer!
- Avoid buying items that cannot be recycled.
- Buy goods with a minimum amount of packaging or better still, with no packaging!
- Try to buy goods made from recycled materials.
- Compost your kitchen waste where possible
- Repair and reuse items rather than throw them away.
- Use both sides of a piece of paper.
- Cancel unwanted catalogues.
- Cancel unwanted junk mail - contact the [Mail Preference Service](#)

http://www.kent.gov.uk/environment_and_planning/recycling_and_rubbish/reducing_and_reusing_waste/junk_mail.aspx

Junk mail

Say no to unwanted junk mail



Unwanted junk mail lands through our letter boxes almost everyday, most of which is of no interest to us. In the United Kingdom, 500,000 tonnes of junk mail is generated every year, most of which ends up in the bin.

Kent County Council urges you to help reduce the amount of waste that goes to landfill in the county by taking a few easy steps. Put a stop to junk mail by contacting the companies below:

Royal Mail

You can reduce the amount of unaddressed mail you receive by registering with the Royal Mail's 'Door to Door opt-out' service. However, this will not stop mail addressed to 'the occupier'.

To register with the Royal Mail's 'Door to Door opt-out' service:

Write to:

Freepost RRBT-2BXB-TTTS
Royal Mail Door to Door Opt Outs
Kingsmead House
Oxpens Road
Oxford
OX1 1RX

Email: optout@royalmail.com

Royal Mail should stop delivering unaddressed items to your address within 6 weeks.

Mailing Preference Service

The MPS is a free service, set up by the direct-marketing industry to help people who don't want to receive junk mail. The MPS can remove your name and address from up to 95% of direct-mail lists.

It will take up to four months for the service to take full effect, but you should notice a reduction in junk mail during this period.

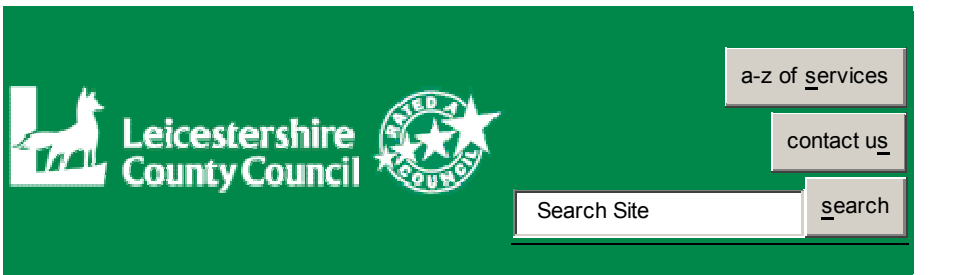
Register online at the [MPS website](#).

Write to:

Mailing Preference Service (MPS)
DMA House
70 Margaret Street
London
W1W 8SS

Telephone: 0845 703 4599

Other tips to reduce the volume of junk mail received include avoid joining new mailing lists and leave existing mailing lists.



Leicestershire County Council logo featuring a stag and a star. Navigation links: a-z of services, contact us, Search Site, search.

[home](#) [your council](#) [business community education](#) [environment & waste](#) [leisure & tourism](#) [roads & transport](#) [social care](#)

You are here: [Home](#) > [Environment and Waste](#) > [Rubbish, Waste and Recycling](#) > [No Junk Mail](#)

- Rubbish, Waste and Recycling
- No Junk Mail**
- Recycling Collections - Kerbside
- Recycling & Household Waste Sites
- Composting Master Composter
- Flytipping
- Love Food Hate Waste
- Real Nappies
- Reusable bags
- Trade Waste
- Waste Minimisation
- Waste Plans & Policies
- Don't Bin it, Bring it
- RHWS Waste and Recycling
- Information
- Road Water Recycling
- Procurement of Interim Waste Treatment Facility
- Procurement of Long-Term Waste Treatment Facilities
- News and Events
- Recycling & Reuse Credits
- Mobile Phone Recycling



No Junk Mail

- 17.5 billion pieces of junk mail are produced every year in the UK. This includes both addressed and unaddressed junk mail.
- To produce all this junk mail 550,000 tonnes of paper and 16.5 billion litres of water are used.
- It takes about 17 mature trees to produce a tonne of paper. The equivalent of 550,000 tonnes of paper is therefore 9.35 million trees.
- In Leicestershire, residents receive over 1,700 tonnes of junk mail every year which uses approximately: 28,900 trees, 11,900,000 gallons of water, 663,000 gallons of oil.
- 90% of all junk mail goes straight in the bin.
- Over the last five years the overall volume of junk mail sent out has decreased slightly, by an estimated 0.2 per cent per year.
- 650 pieces of junk mail are posted through the average British letterbox every year.
- On average 80 pieces of addressed junk mail are sent out to the 583,000 people who die every year in the UK following their death.

Source: Stop Junk Mail Campaign - www.stopjunkmail.org.uk


Do you need double glazing or perhaps another takeaway menu?

If not you may be one of many people plagued by junk mail.

Leicestershire Waste Partnership is committed to helping you reduce the



Utility icons: e-mail page to a friend, print friendly, Bookmark this page, Share / Save, and social media icons for Twitter, Facebook, and LinkedIn.

 feedback on this page



amount of junk mail you receive. This also reduces the amount we need to landfill or recycle not to mention all the trees and energy we can save by not producing it in the first place!

“Although we may be able to recycle most

junk mail, preventing it is even better!”

So how can you say no to junk mail?

1) Say No to Junk Mail – Leicestershire Waste Partnership can provide you with stickers to let people know you no longer want junk mail. Contact 0116 305 7005 for your free stickers.

Make sure your no junk mail sticker is in a prominent position on or near your front door to ensure maximum impact.

2) Mail Preference Service – register with MPS and get your name and address removed from mailing lists.

“A great service which gives you the right to choose what mail you receive.”

MPS supports your right to choose what mail you receive. By signing up, MPS can remove your details from up to 95% of direct mailing lists. It is actively supported by the Royal Mail and all directly involved trade associations and fully supported by The Information Commissioners Office.

MPS is a free service.

- You can expect to continue to receive mailings from companies with whom you have done business in the past.
- You may still receive mailings from small, local companies. If you wish these mailings to be stopped, you must notify these companies directly.
- It can take up to four months before you start to see a significant difference in the amount of direct mail you receive.
- Registration with MPS lasts for 5 years.
- MPS cannot stop unaddressed mail, mail from overseas or mail addressed to the “Occupier”.

MPS can also offer a variety of other services including:

- Baby MPS – this service can be used to stop mailings from baby related companies.
- FPS – fax preference service can protect you from unwanted sales material by fax.
- TPS – telephone preference service can stop unwanted sales and marketing calls on your home and mobile numbers.

For further information on any of the services offered by MPS please visit www.mpsonline.org.uk

further information

Last Updated:
2 September 2009

But how do you stop flyers and unaddressed mail that comes through the letterbox?

3) Direct Marketing Association -“Your Choice scheme”

Helps reduce unaddressed junk mail delivered by members of DMA.

Many local and national organisations communicate information using unaddressed mail and door to door material delivered directly to their homes. Such items can include free newspapers & magazines, catalogues, local directories and free product samples. They may also include local authorities, central government, utility companies (e.g. gas, water, electricity), public service organisations, political parties, local education bodies and local shops & services.

Unaddressed Mail or 'door to door' items (i.e. items that do not have individual names or addresses recorded on them) are delivered to homes by a number of different companies.

Although these communications can be informative, door to door distribution companies recognise that not everyone wishes to receive these items. Those companies that are members of the DMA agree to abide by the expressed wishes of householders who do not wish to receive unaddressed material through their letterbox.

For details on how you can exercise 'Your Choice' and ask distribution companies to stop the delivery of unaddressed mail to your home, please contact the DMA by letter, fax, telephone or e-mail and ask for details of the 'Your Choice' Preference Service for Unaddressed Mail.

Contact details for Your Choice
Your Choice Preference Scheme
Direct Marketing Association (UK) Ltd
DMA House
70, Margaret Street,
London W1W 8SS
Telephone: 020 7291 3300
Fax: 020 7323 4165
Email: yourchoice@dma.org.uk

Or visit www.mydm.co.uk for more information

4) Royal Mail Opt Out scheme

Stops unaddressed mail delivered by Royal Mail.

However, there are a few things you should consider before doing this:

- The opt out service only relates to **unaddressed** mail. Royal Mail is still legally obliged to deliver all addressed mail, which includes mail that is addressed "To the Occupier" as well as personally addressed mail.
- Opting out from Royal Mail Door to Door stops **all** unaddressed items from being delivered by them including advertising offers or leaflets from Central and Local Government and other public bodies (although the Royal Mail would work with Government to get a message to every UK address in exceptional circumstances). Election material is not delivered by the Door to Door service and is therefore not affected by this opt out.
- Opting out means **no one** at the address will receive unaddressed mail items.
- Royal Mail only delivers about 25% of the total volume of unaddressed mail items in the United Kingdom. The opt out will not cover any other distributors (see sections 2 and 3 for details on how to tackle other mail carriers).
- The opt-out service will expire after **2 years** at which point you need to re-register. Royal Mail will not automatically send you a new registration form.

If you wish to opt out of receiving Door to Door mail items, please send or email your name and address to the address below:

Freepost RRBT-ZBXB-TTTS
Royal Mail Door to Door Opt Outs
Kingsmead House
Oxpens Road
OXFORD
OX1 1RX

or email: optout@royalmail.com

Once you've opted out, Royal Mail will stop delivering unaddressed items to your address within 6 weeks

For further details visit: www.royalmail.com

5) Say 'No' to further information

When you give your name and address to a company make sure you opt out of their mailing list and do not let them share your details with other companies.

6) Opt out of the edited register

When you fill out your electoral registration form make sure your details are not added to the 'edited voting register' which may be bought by companies for mailing purposes.

7) Return to sender

Junk mail with a return address can be returned. Just write on the envelope 'Unsolicited mail, return to sender' and pop it back in the post box.

8) Contact the sender

If you continue to receive junk mail contact the company directly to ask them to stop, they are legally obliged to respect your request.

If you require this information in an alternative version such as large print, Braille, audio or help in understanding it in your language, please contact 0116 305 7005.

“Say X To Junk Mail”

- contact us
- about us
- a-z of services
- site map
- copyright
- privacy
- talking website
- accessibility

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Stop junk mail

Date:

14-Aug-2009

Each household in Camden receives approximately 400 pieces of junk mail each year - that's 38 million pieces in total - wasting 7,000 trees.



If you stop junk mail, you'll be saving up to 10kg of rubbish as well as de-cluttering your hallway. It only takes a few seconds.

What can I do?

- Register online today with the [Mailing Preference Service](#) (MPS) and within four months you will be removed from 95% of mailing lists. Registration is completely free.
- Put a 'No Junk Mail' sticker on your door to stop those unwanted flyers - you can get a free sticker in our action pack.
- Opt out of unaddressed mail by emailing Royal Mail at optout@royalmail.com - don't worry, you'll still get important mailings, such as electoral information.

To further reduce junk mail you should

- Avoid joining new mailing lists - when completing forms always remember to tick the box to say you don't want to receive mailings from other organisations.
- Leave mailing lists - contact organisations who send unwanted mail. Call, email or write to them and ask to be removed from their database. Writing 'return to sender' on unwanted mail and posting it back can help too.

And finally... don't forget to recycle all the unwanted mail that slips through the net.

How can I order an action pack?

To order a 'Say No To Junk Mail' action pack contact [street environment services](#)

The pack contains a 'No Junk Mail' sticker, a freepost Mailing Preference Service registration form (if you prefer not to do it online) and a freepost Royal Mail Opt out postcard.

If you contact us in writing, please include your name and address (including the postcode), so that we can post your action pack.

Last updated: 18 August 2009

http://www.hackney.gov.uk/waste_prevention.htm#unwanted

Hackney Council

Say no to junk mail



Hackney households receive approximately 35 million pieces of unwanted mail each year, which weighs 900 tonnes and takes 6,000 trees to create.

This pack was put together to dramatically reduce the amount of unwanted mail received by residents.

The pack is made up of the following:

- Instructions on how to sign up to the Mail Preference Service (MPS) online at www.mpsonline.org.uk.
- Residents who register can have their name and address removed from up to 95% of mailing lists.
- Royal Mail 'Opt Out' card – fill this in and return it, to stop unaddressed junk mail.
- No Junk Mail sticker – Place this on their letterbox to stop receiving flyers and leaflets through their door. This does not affect your delivery of Hackney Today!
- The 'Say No To Junk Mail' pack is available for all Hackney residents by request, phone the recycling hotline on 020 8356 6688 for your pack.