

MAIDSTONE BOROUGH COUNCIL

**REGENERATION AND SUSTAINABLE COMMUNITIES
OVERVIEW AND SCRUTINY COMMITTEE**

TUESDAY 27 APRIL 2010

REPORT OF HEAD OF CHANGE AND SCRUTINY

Report prepared by Esther Bell

1. JUNK MAIL REVIEW REPORT

1.1 Issue for Consideration

1.1.1 To consider the Junk Mail Review Report.

1.2 Recommendation of Head of Change and Scrutiny

1.2.1 That the Committee considers and approves the Junk Mail Review Report and its recommendations for submission subject to any amendments made at this meeting.

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

- 8. Procurement
- 9. Asset Management
