1. Introduction

This document contains detailed specification requirements for sending poll cards using one of the following services:

1. Mailmark: we detail an enhanced Mailmark specification for sending of poll cards in section 3;

2. Poll Sort: we have a delivery aim of 3 Working Days for this service. See section 4 for specification details.

2. Poll Card Requirements

We require poll cards to meet the following specified dimensions:

Format	Container	Service	Size	Weight	Thickness	Shape
Letter	**Tray only**	Mailmark	210mm x 150mm	Max: 20g	Min: 0.25mm	Rectangle Each corner 90° Landscape.
		Poll Sort	Max: 240mm x 165mm	Max: 20g	Min: 0.25mm	Rectangle Each corner 90° Landscape.

3. Mailmark: Poll Cards

Unless otherwise specified in this section 3, the requirements set out in the Guide to using Mailmark with The Delivery Group apply to poll cards posted using Mailmark services, (this guide can be located on the resources section of our website https://www.thedeliverygroup.co.uk) The requirements set out in this section (3) are mandatory for poll cards posted under Mailmark. If they contradict any of the Mailmark specification requirements, the poll card requirements set out in this section (3) take precedence.

3.1 Mailmark Accreditation (QA Process)

Customers wishing to send poll cards using the Mailmark service must send examples of the poll cards to be accredited by us before they post them. The following is checked during this process:

- the physical design passes the physical design specification outlined in section 3.2

- the Mailmark barcode can be read by the machines

- the address accuracy and positioning

- the DPS allocation and accuracy

You must complete a "Mailmark Poll Card Quality Assurance" application form and send it with 200 fully addressed sample poll cards to the address detailed on the application form. Applications will be processed within 10 days. You can find the form at https://www.thedeliverygroup.co.uk

3.2 Poll Card Physical Design

The physical design requirements for poll cards are illustrated in Figure 1.

The poll card must be produced from a sheet of paper that is cut, folded twice and adhered 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 mailer):-

- External dimensions – 210mm x 150mm (a manufacturing tolerance of ± 2mm is permitted)

- Paper Weight – 120 - 150 gsm

- Paper thickness – ≥ 0.18mm

- Finish – Matt or Silk

- The first fold creates an internal flap that is 66mm deep (a manufacturing tolerance of ± 2mm is permitted). The second fold forms another flap that covers the internal flap and ends 1mm short of the bottom (reference) edge. This is illustrated in Figure 2.

- A permanent and continuous adhesive seal of 15mm width (a manufacturing tolerance of ± 2mm is permitted) is required on 3 sides of the mailpiece, as illustrated in Figure 1.

- In addition:-
    - the adhesive must go to the edge of the mailpiece
    - the adhesive must be ≤ 80 microns thick
    - the glue must not seep onto the outside of the mailpiece, and must not produce protruding mounds on the mailpiece
    - the glue must not be brittle, or designed to be easily broken.
    - the peak peel adhesion strength of the glue must be ≥ 0.4N
    - the cure time for the glue must be sufficient to ensure that it has fully cured prior to posting

- The mail piece must be flat and not curled when presented to The Delivery Group

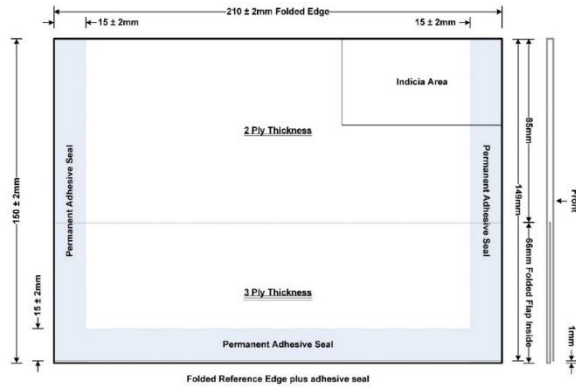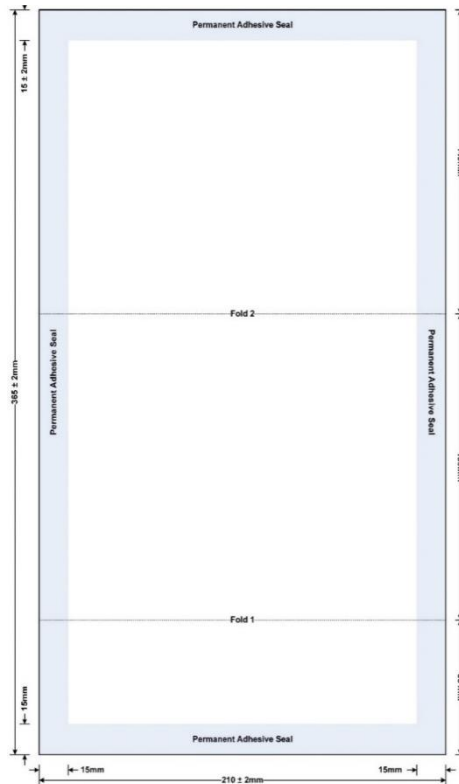## Figure 1 - Generic Physical Mailpiece - Design (Not to Scale)

Figure 2 - Generic Physical Mailpiece - Construction (Not to Scale)

3.3 Mailmark Poll Card - General layout

The Indicia and Delivery Address Block must be printed on the front of the poll card together with either the Polling Station address or Return Address. You may use one of two design variants to enable some flexibility in the placement of the voting information:-

• Option 1 – the Polling Station address is on the front and the Return Address is on the back.

• Option 2 – the Return Address is on the front and the Polling Station address is on the back.

The positioning and content of the poll card and voting information boxes are shown in Figures 3 – 6 below. The red text in the figures indicates the variable text fields. The black text areas are fixed text.

Figures 3 – 6 also illustrate the specific requirements as described below.

3.4 Polling Station / Return Address

• The top left corner on the front face of the two ply section of the poll card provides a field for either
    • Option 1 - the Polling Station address prefixed by the words 'Your Polling Station will be'.
    • Option 2 - the Return Address prefixed by the words 'Return Address'.

• Standard Mailmark requirements regarding Return Address punctuation, text formatting, printing and background, and clear zones apply to the Polling Station / Return Address.

• The Polling Station / Return Address must be printed in Letter Gothic 12pt font.

3.5 Indicia

• The Indicia and its required clear zone must be located in the 75mm x 40mm ± 2mm Indicia area in the top right corner on the front face of the two ply section of the poll card.

3.6 Poll Card Box

• A variable 'Poll Card Box' must be included in the top left quadrant of the front face of the poll card. The box defines the election type and the purpose of the card in 3 lines of text.

• This should be 103mm long, 30mm high, be inset by 2mm from the left edge, and must not extend into the area 40mm from the top edge.

• The content of the box may be modified, but the text must be printed centre justified, and must not be shaped like a Delivery Address Block. The fonts to be used are:-
    a) Line 1 (variable text) – Arial Black 14pt Title Case;
    b) Line 2 (Poll Card) – Arial Black 22pt Capitals;
    c) Line 3 (Voting Details) – Arial Black 14pt Normal case.

3.7 Polling Day / Information Box

A variable 'Candidate Information' or 'Polling Day Information Box' may be included in the top right quadrant of the front face of the poll card. The box defines the election type and the purpose of the card in 3 or 4 lines of text.

- This should be 103mm long,30mm high, be inset by 2mm from the right edge, and must not extend into the Indicia area. The content options are as follows :-
  - Option 1 - Polling Day;
  - Option 2 - Candidate Information.
- The content of the Poll Card and Candidate Information boxes may be modified, but must be printed centre justified and must not be shaped like a Delivery Address Block. Arial Black 14pt Normal case font is to be used.
- A '☎' symbol must be used instead of the word 'Call'.

3.8 Delivery Address Block

- The Delivery Address Block must be printed on the front face of the poll card:
  - beneath the Poll Card and Candidate Information boxes;
  - in an area 57mm high and 95mm long; and
  - be inset by 15mm from the left and right edges, and 18mm from the bottom edge.
- Voter registration references may be included as Mailer Defined Information above the Delivery Address.
- The standard Tag Codemark clear zone must be observed.
- The Delivery Address must meet the PAF compliance requirements for the product type.
- The Delivery Address Block must be printed in Letter Gothic 12pt font.

3.9 Mailmark Code

- Poll cards must bear the standard 2D Code formats or 4-State Barcode L.
- When using a 2D Code format, you must ensure that the Information Type ID value 'P' (Poll cards) is selected as specified within the Mailmark Barcode Definition Document.
- The Mailmark barcode must be printed on the front face of the poll card.

Figure 3 - Mailmark Poll Card - Option 1 - Front Illustration (Not to Scale)

Figure 4 - Mailmark Poll Card - Option 1 - Front Illustration with Dimensions (not to scale)
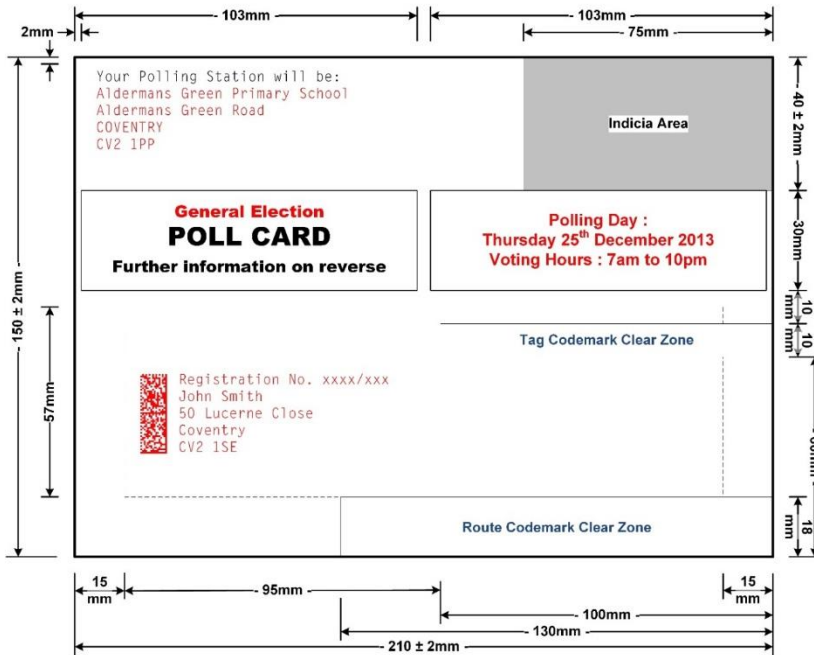
Figure 5 - Mailmark Poll Card - Option 2 - Front Illustration (Not to Scale)
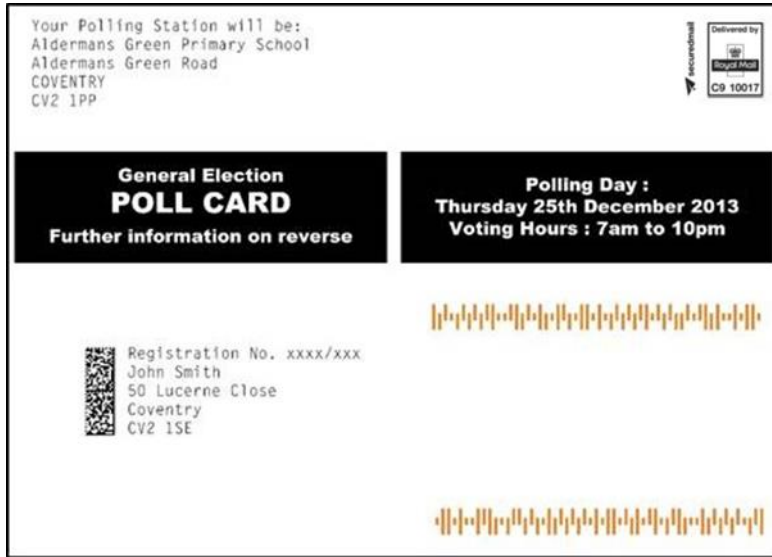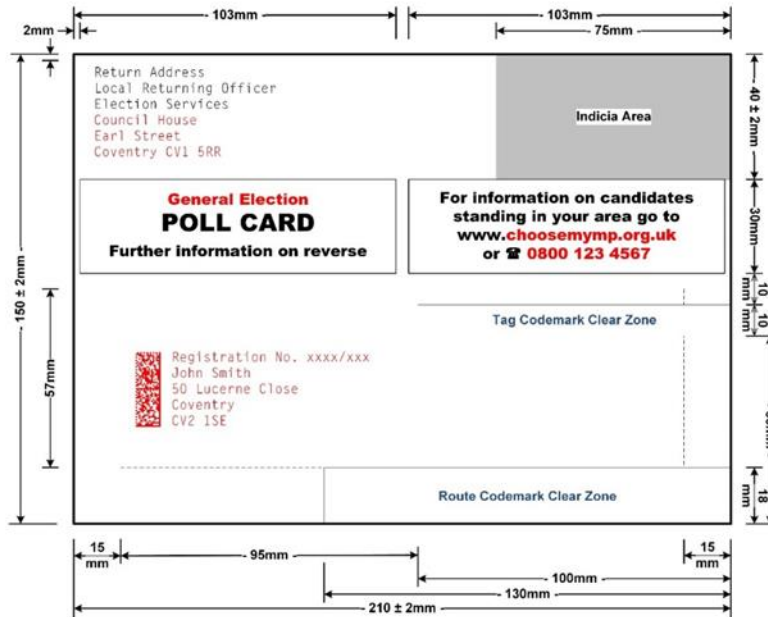

Figure 6 - Mailmark Poll Card - Option 2 - Front Illustration with Dimensions (not to scale)

3.10 Mailmark Poll Card - Back Designs

The back of the poll card provides the voting information with variable content being included for date, time, address, and content information that is not printed on the front of the poll card. There are two options for the back designs as illustrated below in Figure 7 and Figure 8.

Unless stated otherwise, Arial font is to be used for the text. The content may be modified with the exception of the following where specific requirements for the address content are:-

• The Polling Station address must be prefixed with the words 'Your Polling Station will be:' and must be printed in Letter Gothic 12pt font.

• The Return Address must be prefixed with the words 'Return Address' and must be printed in Letter Gothic 12pt font.

• Any other text block must not be shaped like an Address Block.

Figure 7 - Mailmark Poll Card - Option 1 - Back Layout (Not to Scale)

Figure 8 - Mailmark Poll Card - Option 2 - Back Layout (Not to Scale)

Voting Information	If you will be away or cannot go to the polling station on **Thursday 25th December 2013** you can:
Polling Day: **Thursday 25th December 2013**	• Apply to vote by post. The deadline for completed applications is **5pm** on **Wednesday 10th December 2013**. We will send out postal votes about 7-10 days before the election. If you are given a postal vote, you will not be able to vote in person at this election.
Polling Hours: **7am** to **10pm**	OR
Your Polling Station will be: Aldermans Green Primary School Aldermans Green Road COVENTRY CV2 1PP	• Apply to vote by proxy (this means someone else can vote on your behalf) the deadline for completed applications is **5pm** on **Wednesday 17th December 2013**. If you appoint a proxy, you can vote if you wish, but only if your proxy has not already voted on your behalf, and has not got a postal vote for you.

How to vote:
1. At a polling station, go to the desk and tell the staff your name and address. They will give you your ballot papers.
2. Go to one of the voting booths.
3. Read the instructions in the booth and mark your ballot papers.
4. Fold the ballot paper(s) and put them in the box(es).
If you need help, just ask the staff.

If you need help contact us

If you have a medical emergency after 5pm on Wednesday 10th December 2013.
If you become ill and cannot go to the polling station, you can apply to vote by emergency proxy. This means that someone else can vote on your behalf. The deadline for completed applications is **5pm** on **Thursday 25th December 2013.**
To find out how to apply, phone the helpline straight away.

Helpline number: XXXXX XXXXXX
Email: xxxxxxx@xxxxxxx.gov.uk
www.xxxxxxxxxx.gov.uk

3.11 Mailmark Postal Voting Poll Card

The design requirements for the Mailmark Postal Voting Poll Card are mandatory. The requirements are summarised and illustrated below in Figures 9-11. The design requirements are based on the Mailmark Poll Card Option 1. The Indicia and Delivery Address Block must be printed on the front of the poll card together with the Return Address.

The red text in Figures 9 – 11 below indicates the variable text fields. The black text areas are fixed text.

Figure 9 - Mailmark Postal Voting Poll Card - Front Illustration (Not to Scale)

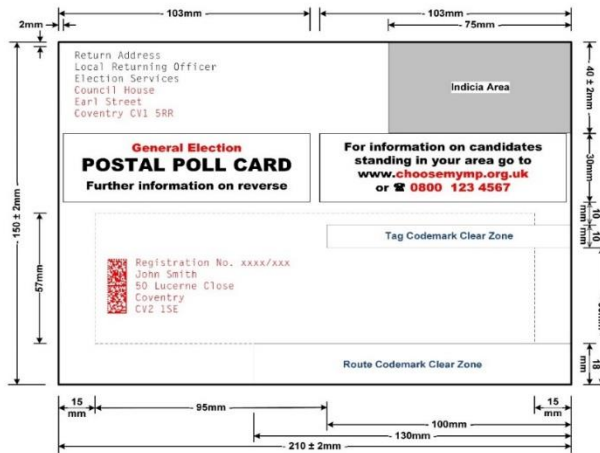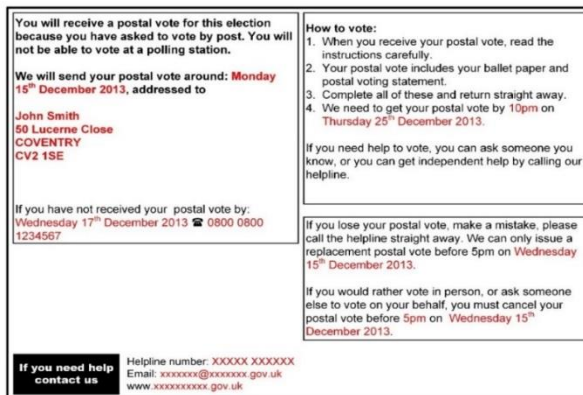### Figure 10 - Mailmark Postal Voting Poll Card - Front Illustration with Dimensions (Not to Scale)

Figure 11 - Mailmark Postal Voting Poll Card - Back Illustration (Not to Scale)

4. POLL SORT

Poll Sort is a manual service for the posting of poll cards only ("Poll Sort"). We aim to deliver within 3 working days. Unless otherwise stated in this section 4, the standard presentation requirements for Letters apply. The requirements set out in this section 4 are mandatory for poll cards posted under Poll Sort. If they contradict any of the specification requirements as set out elsewhere for Letters, the poll card requirements set out in this section 4 take precedence.

4.1 Sortation

Under Poll Sort, you must sort poll cards to approximately 70,000 selections using the specified Election Sort Selection File as contained within the Access Selection Files. You must use the current version of the Access Selection Files

5. POLL SORT UPLOAD THE DELIVERY GROUP DOCKET HUB (SMDH)

5.1 You must ensure you follow the below requirements for your appropriate upload method from either a), b), c) or d) applicably when uploading your data to SMDH;

    (a) If you are using Labeller to mail sort your data you must ensure you select;

        (i) The applicable Poll Sort description in the upload details screen if using the Advanced Upload
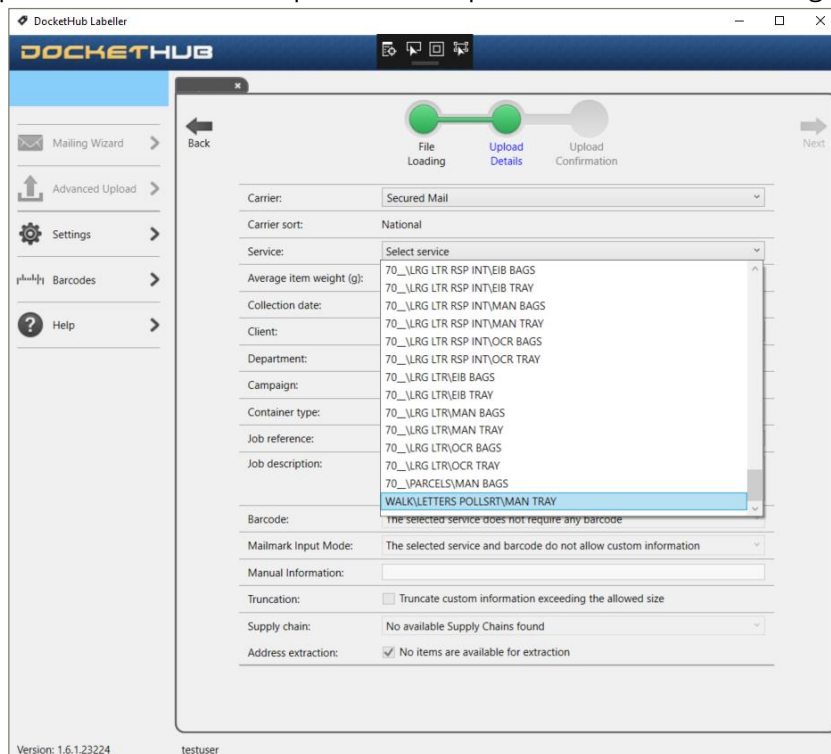
(ii) The 'Poll Sort mail category in the 'Service Details' screen if using the Mailing Wizard, example below;
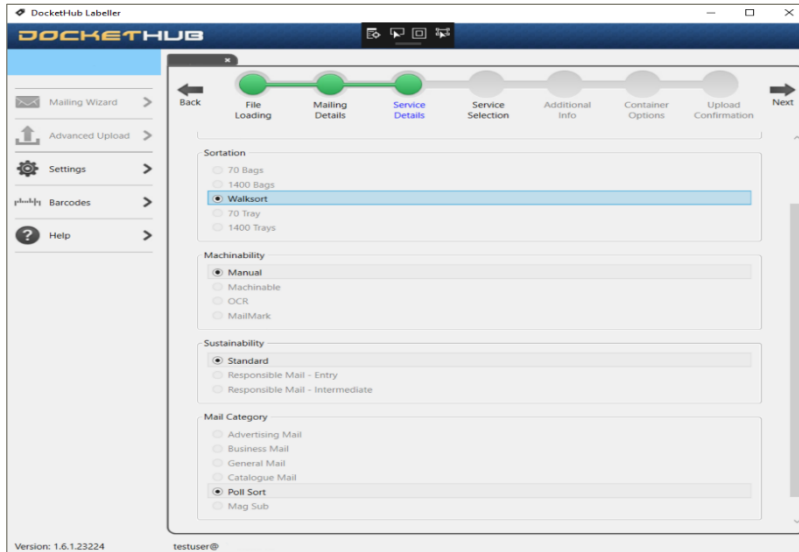
(b) If you are using the Upload Wizard on the website you must ensure that you select the 'Poll Sort' mail category in the Service Selection as illustrated below;
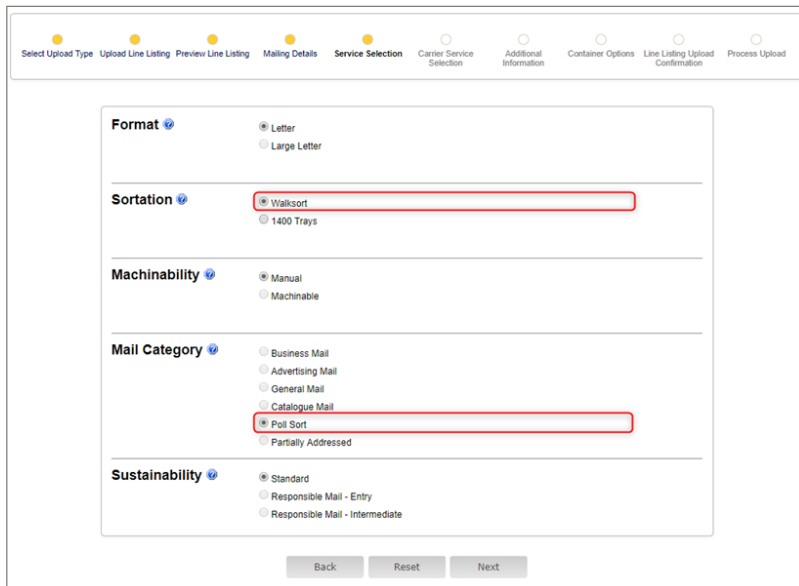
(c) If you are using the Web Service or FTP file transfer you must ensure that you use the applicable flags outlined below in your upload file;

Sortation	Format	Machinability	Service Name	Container Type	RMNA Product Code (National)	RMNA Product Code (Zonal)
W	Z	N	WALK LETTERS POLLSRT MAN TRAY	Tray	DAT	DAT

(d) If you are using The Delivery Group Data Services you must ensure that you advise the sortation required is Poll Sort

Secured Mail Data Requirements for Sorted Mail											

Secured Mail Data Requirements for Sorted Mail

Contact Name
Company Name
Contact Email Address
Contact Telephone Number
Date of Request
Data Required By
Labels Required By (If Applicable)

Email to: data@securedmail.co.uk (Please Note: We require 2 working days notice for data turn around and 3 working days notice for label delivery)

Please Note: If your collection date moves, you must inform Secured Mail data team of the change of date. If the mailing is being part released you must inform Secured Mail data team using the 'split release' column below stating the quantities and collection. Please state any additional information below where appropriate. Failure to comply with this process may result in a surcharge or delay to mail processing.

Client/Sub-Client Name	Job Reference	Sortation (Poll Sort/1400/70)	Service (Man/Mech/OCR/Mailmark)	Format (Letter/ Large Letter/ Packet)	Additional Service (General/Business/MagSub/Adv/Cat/RespEnt/RespInt/Partial/	Container (Trays/ Bags/ Bundles)	Maximum Container Fill (If Applicable)	Item Weight (Grams Per Item)	Split Release (Yes/No)	Number of Items	Collection Date	JIC Opt-In (No/Yes)
		70			Mag Sub							

5.2 Label downloading and printing should be carried out via your usual method, ensuring you use the abbreviation 'POLL SORT' and place it above the Customer Type in the Customer Indicator Box of the bag label or tray label.

5.3 In order to prepare a Pollsort mailing, the Labeller software needs to download the Royal Mail Walk database, which is quite a large download. Consequently it will not be enabled by default, but if you require the capability to process Pollsort mailings, please contact ucid@thedeliverygroup.co.uk and it can be enabled on your DocketHUB Labeller Software.

5.4 Forecasting

When presenting Poll Sort you must notify SM of the planned mailing date and volumes 28 days before the posting.

The data needs to be uploaded to our SMDH two weeks before the planned mailing date

5.5 Presentation

The following presentational requirements are mandatory for poll cards sent using the Poll Sort service:

- Maximum weight of each poll card is 20g;
- Poll cards must all be the same size and weight, up to 240mm in length, 165mm in width and no thicker than 5mm;
- Each item must clearly show the Access indicia and the wording 'Delivered by Royal Mail'. This must be printed in the top right hand corner of the front face of the items in either 12 or 14 point font size;
- Items must be 100% fully addressed and post coded;
- Items in a bundle must be facing same way and facing up;
- 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;
- Maximum 100 items in each bundle Poll cards should be bundled (ideally in bundles of 100) but each bundle must not exceed that which can be held in one hand (approximately 15cm);
- Bundles with less than 10 items must be single banded;
- Poll cards must be handed over to RM in Trays only
- Each Tray may contain multiple walks;
- Trays must be clearly labelled detailing the Delivery Office name.
- Print the walk name on each item at least 5mm above the first line of the address block;

5.6 Labelling

- Standard Manual **White** labelling requirements apply with the addition of the following:
- Print the walk name on each item at least 5mm above the first line of the address block;
- Tray Labels and York cards must clearly be identified as Poll Sort. Examples of labels are shown below in Figures 12.

Figure 12: Tray Label