

Candidate Mail

Your guide to successful election communication for Northern Ireland local elections.



Introduction

This guide is designed to help you make sure your candidate mailing is carried out smoothly and successfully, from planning, checking and printing, right through to delivery in the run up to an election.

Your mailing artwork must be checked and approved by our Artwork Checking team, you'll also need to complete our EL1e electronic Certificate of Posting form before you handover your mailing to us for delivery.

We have put together six simple steps for you to follow. If you need help at any point along the way, please contact us on the details below:

artwork.checking@royalmail.com

08456 076 424

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Prepare Your Mailing Artwork

All mailings must be addressed.

For items being posted in envelopes, Royal Mail requires that candidates spray on, stamp or legibly write onto the front of the envelope the words 'Election Communication' in a font size of at least ten (10) point. The recipients address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text. There is no requirement to show any postage on the front of your envelope.

For un-enveloped addressed candidate mailings, on the front of each mail piece the candidate must print, stamp or legibly write the words 'Election Communication' in a font size of at least ten (10) point. The recipients address, including full postcode on each candidate mailing must be clearly legible and distinct from any other printing or text. There is no requirement to show any postage on the front of your mailpiece.

Every item in your candidate mailing must:

- Be 60g or under in weight.
- Be the same size and weight – between 140-240mm in length, 90-164mm in width and no thicker than 5mm.
- Be single sheet if unfolded.
- If folded, candidate mailings can be single or multi-sheet and must retain their presented format.
- For individual candidates, show **the Printer, the Promoter and Publisher** on the face of the artwork (name, full address and postcode for each).
- For two or more candidates, in the interests of transparency EONI recommend that all campaign material shows **the Printer, the Promoter and Publisher's** details on the face of the artwork (name, full address and postcode for each).
- All items must include the name and full address of the electorate (see examples on page 4)

Artwork must be purely about the election concerned. There can be no advertising on campaign mailings.

Acceptable	Unacceptable
Mr A Smith	The Occupier
Miss C Smith, Ms C Smith	The Tenant
A Smith	The Smith Family
Mr A Smith and Mrs B Smith	Mr and Mrs Smith and Family
Mrs B Smith and Miss Smith	Mr and Mrs Smith (or Occupier)
Alan Smith	Alan and Brenda Smith
Alan Smith and Brenda Smith	No name at all
Named individual persons only	Any title which is not directed to a registered elector

Have your Mailing Artwork Checked and Approved

At Royal Mail, the Artwork Checking Team checks your mailing to make sure it complies with the guidelines. Only checked and approved artwork will be accepted for mailing.

We will check that your mailpiece complies with the following specifications:

- On the front of the mailpiece or envelope, the words “Election Communication” are displayed in a font size of at least ten (10) point. (No variations of this text can be accepted.)
- Candidate and or party name
- Content is purely about the election concerned.
- Does not contain any obscene, offensive or indecent content.
- 60g or under in weight.
- The same size and weight – between 140-240mm in length, 90-164mm in width and no thicker than 5mm.
- Single sheet if unfolded.
- If folded, be single or multi-sheet and must retain their presented format.
- **The Printer, the Promotor and Publisher's details are on the face the artwork (name, address and postcode)**

Email your artwork proof to the Artwork Checking Team:

artwork.checking@royalmail.com

If you are unable to email your artwork, please post it to:

Royal Mail
Artwork Checking Team PO
Box 1158
Sunderland
SR3 3ZX

When you send your artwork you will also need to:

- Advise of the size of your leaflet and if applicable, how it will be folded
- Send us a certified translation if your mailing is not in English or Welsh.

When the artwork is approved, you will receive a unique reference code as verification. The Artwork Checking Team will keep a copy on file; along with a certified translation if it is in a language other than English or Welsh.

Your Approval Email:

Along with your checking code, we will send you:

- An EL1e certificate of posting form for completion and return as soon as possible
- Instructions on how to book in your items to handover to us
- Reminders detailing presentation and next steps

Once you have received your approval and artwork checking code you can send your mailing artwork to print.

Please note: Royal Mail will not take responsibility for reprinting costs for material printed before artwork approval.

Complete Your EL1e Certificate of Posting Form

Without it your mailing won't be accepted.

You will need to complete an electronic EL1e form before handover. Your form will be attached to your artwork approval email, so we recommend you submit this as soon as possible after approval.

ELECTION POSTAGE DOCUMENTATION	
Certificate of Posting for Candidates Mail	EL1 - Electronic
A FULLY COMPLETED EL1 MUST BE SUBMITTED PRIOR TO POSTING	
Preferred handover date to Royal Mail	Checking Code
<input type="text"/>	<input type="text"/>
District Electoral Authority (DEA)	
<input type="text"/>	
Party Name (If Independent state 'Independent')	Candidate Name(s)
<input type="text"/>	<input type="text"/>
Number of items being delivered by Royal Mail	Mailing Type & Wave
<input type="text"/>	StreetSort 1
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"/>
Send this completed form to artwork.checking@royalmail.com as soon as possible	

- Enter your preferred handover date to Royal Mail. Please be aware this will not secure the date provided: you will still need to make a booking with our Drop Off Point manager.
- Enter the Artwork checking code allocated to that particular mailing.
- Make sure the correct District Electoral Area information is completed.
- Complete party name (or independent) and candidate name.
- Indicate the number of items to be handed over to Royal Mail.
- Provide all requested details for the person authorised completing the form: name; position; contact number and email.

PLEASE NOTE:

- If you are unable to accept an electronic copy of the EL1e form, please contact our Artwork Checking Team who will assist.
- We cannot accept incomplete EL1e forms, our Artwork Checking Team is on hand for any guidance you might need.

Book your handover to Royal Mail date

Handover dates get booked quickly so it's very important to contact us early to secure your preferred date.

Please follow the instructions in your approval email sent to you by artwork.checking@royalmail.com

Please Note: Your mailing will be refused at our Drop Off Point if you have not pre-booked handover with us.

Prepare your mail in Streetsort order

It's very easy to prepare this way for us, items must simply:

- Be fully addressed and postcoded.
- Face the same way, and the same way up.
- Be in bundles ordered by street name, one street per bundle
- Be securely bundled using suitable material either single or double banded.
- Be in a box or bag for just one Delivery Office.
- Not include anything other than election mail.
- All boxes or bags must be clearly labelled with the Candidate name, the District Electoral Area, Delivery Office and the number of items and must not weigh in excess of 11kg.

Handover to Royal Mail

Once your mailing has been produced candidates are required to deliver it for handover to Royal Mail at the appropriate designated Drop Off Point. At this point we will check the candidate's mail against the EL1e data – if there are any discrepancies your mailing will not be accepted.

We will annotate the date and time of acceptance and get a signature from the poster.

Please note that any item not meeting the mailing criteria as laid out in this brief will be refused.

Details of the Hubs are included below together with the Council and District Electoral Areas they cover. Please select the appropriate hub for your area.

We will be accepting mail at these hubs from **3rd April 2023** to **12th May 2023** during the hours of 08:00 hrs and 13:00 hrs.

Council	District Electoral Area	Drop Off Point
DERRY & STRABANE	Ballyarnett Derg Faughan Foyleside Sperrin The Moor Waterside	Londonderry Delivery Office 15/21 Great James Street Londonderry BT48 7BE
CAUSEWAY COAST & GLENS	Ballymoney Bann Benbradagh Causeway Coleraine Limavady The Glens	Coleraine Delivery Office 16/18 New Row Coleraine BT52 1AA

Council	District Electoral Area	Drop Off Point
MID & EAST ANTRIM	Ballymena Bannside Braid Carrick Castle Coast Road Knockagh Larne Lough	Ballymena Delivery Office 111 Railway Street Ballymena BT42 2HQ
MID ULSTER	Camtogher Clogher Valley Cookstown Dungannon Magherafelt Moyola Torrent	Magherafelt Delivery Office 35 Rainey Street Magherafelt BT45 5AA
FERMANAGH & OMAGH	Enniskillen Erne East Erne North Erne West Mid Tyrone Omagh West Tyrone	Enniskillen Delivery Office Old Tempo Road Chanterhill Enniskillen BT74 7AA
ARMAGH BANBRIDGE & CRAIGAVON	Armagh Banbridge Craigavon Cusher Lagan River Lurgan Portadown	Craigavon Delivery Office 2 Balteagh Road Craigavon BT64 1HA
NEWRY MOURNE & DOWN	Crotlieve Downpatrick Newry Rowallane Slieve Croob Slieve Gullion The Mournes	Newry Delivery Office 1 Clanrye Avenue Newry BT35 6AZ
LISBURN & CASTLEREAGH	Castlereagh East Castlereagh South Downshire East Downshire West Killultagh Lisburn North Lisburn South	Lisburn Delivery Office 2 Linenhall Street Lisburn BT28 1AA
ANTRIM & NEWTOWNABBEY	Airport Antrim Ballyclare Dunsilly Glengormley Urban Macedon Three Mile Water	Northern Ireland Mail Centre Enterprise Way Mallusk Newtownabbey BT36 4HQ

Council	District Electoral Area	Drop Off Point
NORTH DOWN & ARDS	Ards Peninsula Bangor Central Bangor East & Donaghadee Bangor West Comber Holywood & Clondeboye Newtownards	Newtownards Delivery Office 8 Frances Street Newtownards BT23 4AA
BELFAST CITY	Balmoral Black Mountain Botanic Castle Collin Court Lisnasharragh Oldpark Ormiston Titanic	Belfast Delivery Office 20 Donegall Quay Belfast BT1 1AA