

Guidance for sending Planned bulk mail

Contact Royal Mail 15 days prior to the **Planned Mail helpdesk** on **0845 609 2929** or email scottish.ps.helpdesk@royalmail.com giving a brief description of the mailing requirement.

- Contact details of Council employee requesting the quote
- Volume of letters
- Are the documents / letter to be produced simplex or duplex.
- How many pages.
- Colour or B&W.
- Size of envelope (C5 or DL)
- Colour of envelope (optional White or Manilla)
- Size of paper, colour (eg A4 white) . NB as standard we use 90gsm white stock
- Is there any finishing, for example staple top left hand corner.
- Are there any inserts ,
 - ❖ if so how many?
 - ❖ Description of insert (size , weight,)
 - ❖ Will they be supplied or require printing
- How will the variable data be supplied (Normally CSV)
- What is the variable data – (eg name & address only)
- Desired mailing date.
- Any special requirements , for example cross matching of documents to create mailing pack

If you've already produced a template of the letter / document when requesting a quote, send Royal Mail a copy (Normally PDF).

On more complex / critical mailings, such as annual Council tax / Benefit notification contact Royal Mail to arrange a meeting to fully discuss your requirements.

Services should be aware that a Bulk Mail shot sent to the Public has an impact on Customer Services contact centre with an increased number of calls. Services should advise Customer Services contact centre staff that a bulk mail shot has gone out and a copy letter / questionnaire should be passed to them to help mitigate calls.