

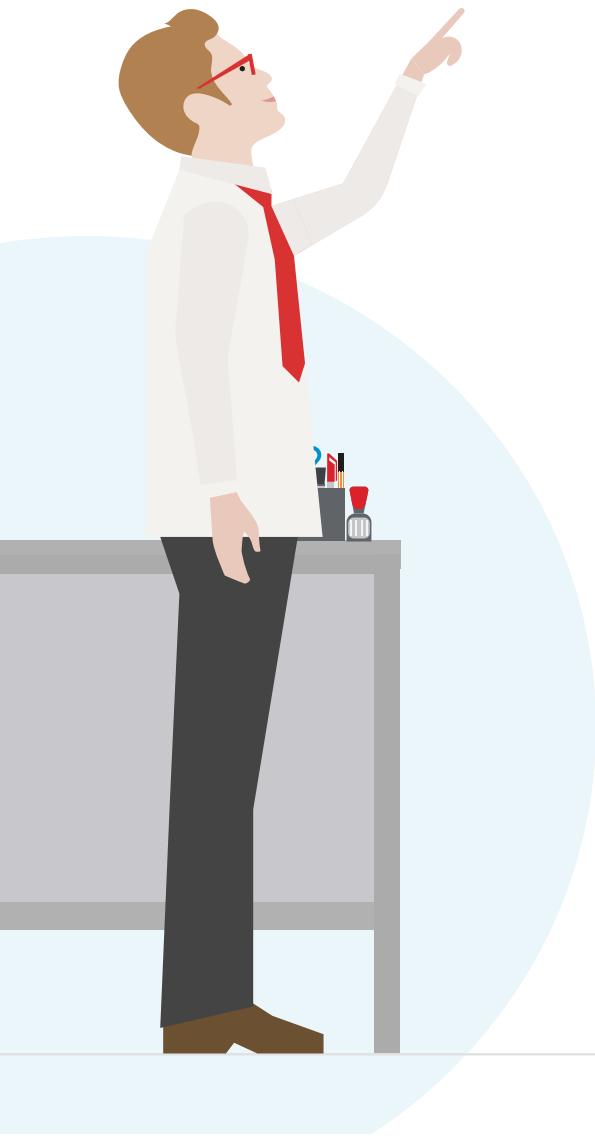
Welcome to Royal Mail Door to Door®

User guide

2020-21



Contents



Please help us to give you the best possible service by following the advice inside.

Whether you drop off your items at a Walk Bundling Centre or arrange a collection, this user guide forms part of your agreement for our Door to Door Services.

Dear Customer

Thanks for choosing Royal Mail Door to Door® for your door drop. This handy guide explains how everything works, and will help us deliver your items smoothly and quickly. It's not complicated – and the team are here to help you every step of the way – but there are a few details to get right so your delivery goes without a hitch.

We're always here if you need any help or advice. You can contact us on **0345 266 0858** or by email at doortodoor@royalmail.com



Door to Door – how it works...

Door to Door is a broadcast media. We try to reach as much of the audience you have requested as possible for the best possible price. Here's what you need to know.

- You book your Door to Door contracts at a Postcode Sector level. There are c9,300 Postcode Sectors, which on average comprises c3,000 addresses although this can vary.
- There are also c60,000 Delivery Walks in the UK, usually containing between 500 and 600 addresses.
- Our Delivery Walks are designed to make the delivery of your letters and parcels as efficient as possible, and therefore some Walks bisect more than one Postcode Sector.
- At the Walk Bundling Centres we process and bundle your items into the exact number required for each of the Delivery Walks that are allocated to the Postcode Sector that you have booked.
- These bundles are sent to our Delivery Offices, separated into the number required for each Delivery Walk. Your items will then be delivered

through the week that you have booked along with other Door to Door and addressed mail items.

- Where a Delivery Walk bisects more than one Sector we allocate that Walk to the Sector which makes up the majority of the addresses in that Walk – we call this “Majoritisation”.
- This means that a very small percentage of your items may be delivered into a Postcode sector that you haven't booked, and a small percentage of addresses in the Postcode Sector that you have booked won't receive your items.
- Postcode Sectors regularly change, or can even disappear if the area in which they are located is revised. Where this is the case your items will still be delivered to the addresses in the areas that you booked.
- Where the exact matching of a Postcode Sector is of paramount importance, or if you are seeking to book a set Political, Council, Utility or Broadcast area we do offer a Hybrid service called Boundary Match, which combines addressed mail with Door to Door to fit your distribution into the exact area you need to reach.

Before we start...

Here are some handy rules to remember when using Door to Door.

- A Door to Door contract can cover distributions over a maximum single period of 13 weeks, and can be booked up to 13 months in advance.
- Contracts can only contain items clearly identifiable as originating from a single brand, and of a single weight and size, although you can version your items with unique information such as local store details etc which may vary through the areas you are covering with your distribution.
- Your item must be a single piece item - it may not contain any loose additional items inside, unless it is secured in an envelope or securely wrapped.
- We require a sample for any new item which you have not posted before.
- If you're not certain that the contents of your item would be acceptable to Royal Mail or you have any questions, please contact us for some advice:
0345 266 0858 or by email at
doortodoor@royalmail.com



So you've made a booking, now what? (1/2)

We want your campaign to run perfectly. Once you've made a booking, the best way to make sure everything goes smoothly is to **show us a sample**. We'll weigh it, make sure it matches the booking and check that everything is going to be perfect when it comes to delivery.

You can send us a sample at the concept stage, or once your items have been printed – whichever suits you best, although the sooner we see your sample, the earlier we'll spot any issues.

Send us a sample to:

Samples Checking
Royal Mail Door to Door
PO Box 740
Barnsley
S73 0ZJ

Did you know?

We can introduce you to a brilliant, reliable printer – just go to www.royalmail.com/mailmadeeasy to find out more about Royal Mail's MME Partnership.

Contact us for help:

Call: **0345 266 0858**

Email: doortodoor@royalmail.com

Visit: royalmail.com/doortodoor



So you've made a booking, now what? (2/2)

Send us a sample so we can check your item. If you want to talk anything through with the team call us on:

0345 266 0858

- If you want to include a response device, we can talk you through how this should look.
- Our Business Reply Service includes a Freepost address – a great way to encourage responses.
- To find out more, visit royalmail.com/responseservices or give us a call on **0345 266 0858**.

Help us to make your delivery go smoothly:

- Don't include any content that is likely to cause embarrassment or offence, is illegal or dangerous. We do reserve the right not to deliver any items – if you're in doubt, give us a call.
- If your items are undeliverable because of content or condition, we'll ask you to collect them within seven days. Storage space is limited though, so if you don't collect within seven days we'll recycle your items responsibly.



Your items

Help us get your door drop right first time. You can provide your items to us in either securely strapped bundles or in boxes.

Weight

Bundles

must weigh less than

6.4kg

Boxes

must weigh less than

10kg

If you exceed the limits, we won't be able to accept your items.

In each bundle or box, every item should weigh the same and be made from the same paper weight.

Size

When folded, items should be smaller than **297mm x 210mm x 17mm** and bigger than **100mm x 70mm**.

If you are sending items over 5mm in depth you must contact the Door to Door team for the item to be assessed and priced correctly.

Remember:

Contracts can only be booked with one weight of item – you cannot book more than one weight on any single contract.

Did you know?

You can apply one of our "Delivered by" logos to your items to show that they have been delivered by Royal Mail. They can be found at www.royalmail.com/doortodoor.

Remember that you must only use the logos on items that are delivered by Royal Mail.



Bundling your items for delivery

We often don't receive sufficient numbers of items that we require to complete your delivery. This could be down to two reasons:

- We bundle your items to the latest Address data. We provide you with the latest available address counts at the time of your booking. The number of addresses increases each year by a small amount and therefore the information we use to process could contain more items than in your contract. We therefore recommend that you provide a small percentage – c2% - more items than on your contract to cover any differences. You won't be charged for the extra items being delivered but it will ensure full coverage of the Sectors that you have booked.
- We regularly find that there are shortages in the numbers of items provided to us for bundling. Where the shortage is severe – over 5% of the total – we will inform you, but given the number of contracts that we process each week it is

impossible to do this at present for all contracts that are short. Therefore please ask your printers to be really careful about the number they provide to us. If you have any concerns in relation to a specific contract you can contact the Door to Door team.



Your labels

Clear labels make it easy for us to get on with your delivery.

You can download our labels from the website, or we can email you a copy – just get in touch.

Call: **0345 266 0858**
Email: doortodoor@royalmail.com
Visit: royalmail.com/doortodoor

The information we require on each label:

We can't accept any boxes or bundles without a label, so it's vital you attach them.

- 1** Customer name
- 2** Client name (for agencies)
- 3** Contract number – you'll find this in the delivery schedule included with your contract
- 4** Distribution start date – the date your items will begin to go out with the post
- 5** Distribution number
- 6** Leaflet design number
- 7** The Walk Bundling Centre where your items are handed over
- 8** Number of items per box
- 9** Box / bundle number X of Y
- 10** Pallet number X of Y

We've marked up an example to help you and your delivery schedule – sent with your contract – has all the information you need. You can download the label template from the product documentation area of our website: royalmail.com/doortodoor.

Door to Door™
Box / Pallet label

Royal Mail

Customer / Client
1 2

Contract no.
Begins with R/S/T followed by 6 digits
3

How many items are in each box?
8

Box / Bundle Number
Please number each box
9 of

Pallet Number
Please number each pallet
10 of

Walk Bundling Centre
7 WBC

Distribution start date (start of delivery to households)
DD / MM / YY

Delivery to commence on DD/MM/YY
Distribution no. Leaflet no.
5 6

Boxes must not exceed
10 kgs

Bundles must not exceed
6.4 kgs

Packaging

Packaging your items properly means they'll land on the doormat in tip-top condition.

Using your own printer? Here's what they need to know:

- **Box or bundle your items in equal quantities**, except for the final bundle or box which should contain the remainder items. Just ensure the boxes don't exceed 10kg and the bundles 6.4kg.
- **All bundles must be cross-strapped** on the length and the width (see illustration opposite)
- We can't split boxes or bundles, so make sure each one contains **one leaflet design for one distribution centre for one delivery date**.

Don't forget, we're here to help – give the team a call on **0345 266 0858** if you want to talk about your delivery or handover.

Weight

Bundles

must weigh less than

6.4kg

Boxes

must weigh less than

10kg

If you exceed the limits, we won't be able to accept your items.

In each bundle or box, every item should weigh the same and be made from the same paper weight.



Preparing your items on pallets

A few things to keep in mind if you plan to hand over your items on pallets...

- Make sure each pallet only contains items for distribution within the **same week**.
- If your pallets have more than one leaflet design, separate them with **vertical dividers** labelled with the contract and distribution number.
- Make sure everything is **safe and secure**.
- Pallets can't be bigger than **1.0m x 1.2m x 1.3m** high and the minimum size is **900mm x 600mm**. They must weigh less than **1,000kg**.
- It's best to **use clear wrap for shrink-wrapping**. If you do use coloured wrap make sure we can see the label.



Collection and Handover Service

We recommend you use our Door to Door Collection and Handover Service for your items.

- You can arrange your collection at the time of booking your contract, or at any time ahead of your scheduled handover dates.
- Whether your distribution is over single or multiple weeks, has to be handed over at a single or multiple Walk Bundling Centres, we can organise everything for you.
- All you need to do is prepare items as described in this guide, and give us a call.
- We'll pick everything up and take it to our Walk Bundling Centres at the right time.

To find out more, receive a quote or book a Door to Door Collection and Handover, contact us on:

0345 266 0858



Handing over your items (1/2)

Want to personally drop off your items at our Walk Bundling Centres? No problem.

To deliver your items on time we need to receive them at the right time, so **we'll send you a delivery schedule** to help plan your handover. If you're using one of our print partners then they'll take care of everything for you. If you're printing yourself remember we're on the other end of the phone if you need advice.

Your items can be in boxes, bundles or on pallets. Depending on where they're going, **you may have to handover to more than one** Walk Bundling Centre. (Don't worry, your delivery schedule tells you everything you need to know.)

It's important to book your handover in advance. Or keep it simple and use our Collection Service and let us take the strain.

Call us on **0345 266 0858** and we can provide a quote and get you booked in.

You should hand over your items **at least 10 days in advance**. But we can receive your items up to 18 days before your distribution date. In fact, the earlier the better, so we have plenty time to check your items and sort out any issues well ahead of your distribution date.

To book your handover, contact the Door to Door booking centre on **0345 266 0858** and we can provide a quote and get you booked in.

Did you know?

We can collect your items from you – call us to discuss.



Handing over your items (2/2)

Make life simple: let us collect your items – call us to discuss.

Avoid the queues and book your handover. Because Monday is our busiest day, **all Monday handovers must be booked** with the Door to Door Booking Centre.

Our team are always happy to help and will be glad to talk you through what to expect from your handover. Give us a call on **0345 266 0858**.

Please note:

By exception, we may be able to accept items seven days before your distribution date but these **must** be agreed and booked with the Door to Door team.

Booking your handover:

Help us to help you
– book your handovers.

Monday	Booking REQUIRED
Tuesday	Booking recommended
Wednesday	Booking recommended
Thursday	Booking recommended
Friday	Booking recommended

Mondays and Fridays are our busiest days so it's best to arrange your handover to take place on a **Tuesday, Wednesday or Thursday**.

Please call us on **0345 266 0858** to discuss.

The handover

You can find a copy of the latest handover dates on the Door to Door website: royalmail.com/doortodoor

Check your calendar.

Bank Holidays affect handover dates, so it's a good idea to give us a call to check dates if there's a Bank Holiday around your handover or distribution date. Bank Holidays usually mean an earlier handover, so be prepared. Call us on **0345 266 0858**.

If we don't receive your items at the right time **your delivery might not be accepted**, so check the dates in your delivery schedule carefully.

When you hand over your items, we'll ask for a delivery note. That's your Handover Consignment Note, which we'll sign when we receive your items.

Please note:

Our signature confirms we've received your items, **but doesn't confirm** the number of items in the delivery.

Your Handover Consignment Note should include:

- delivery and originating addresses
- contact name and telephone number
- delivery dates (no earlier than / no later than)
- label details (see [Your Labels](#) section)
- signatures from Royal Mail and customer representatives.

Busy times:

During busy times (like around Christmas) we may adjust the handover dates to make sure we can still deliver a great service. If that happens, we'll always give you at least 3 months' notice to help you plan.



Keeping you safe

Make life simple: let us collect and hand over your items. Call us to discuss.

Our Walk Bundling Centres are busy, industrial places. We want to make sure you and our team are safe at all times, so allowing us to collect and handover your items for you is recommended.

If you decide to handover yourself, when you arrive:

- wear a long-sleeved high-visibility jacket and keep it on all the time
- wear safety shoes with toe protectors
- stick to the site speed limits and follow any instructions given to you
- don't bring children or pets with you.

If you don't follow these requirements, for your own safety **we may refuse to let you enter** the site.

Please note:

Please make sure anyone handing over items for you understands our safety rules.



When things don't go to plan

We want your delivery to go well and for your items to arrive in perfect condition, at exactly the right time. But things don't always go to plan – so here's a quick troubleshooting guide.

If your items don't meet our guidelines, we can usually fix them for you:

- We'll repack your items if it takes an hour or less, we may charge a fee of £75.
- If repackaging will take more than an hour, we'll get in touch and ask if you want to pick up the items and repackage them yourself, or if you want us to repackage them at a further £50 per hour.
- If your items can't be repackaged, we may have to cancel your delivery and charge a cancellation fee.

Questions? Queries? Contact us on:

0345 266 0858

Help us get it right:

- If we don't receive your items in time, we'll do our best to help but we will have to cancel your distribution and charge a cancellation fee. Always check your delivery schedule carefully and call us if you have any queries.
- If you're using a courier or printer, they need to understand what to do and when. We'll be happy to talk them through the details – and remember, if you use our own print or collection services then things are guaranteed to go smoothly.
- Courier labels shouldn't cover our Royal Mail label. Using our proof of delivery is the best way to make sure everyone knows what's what.

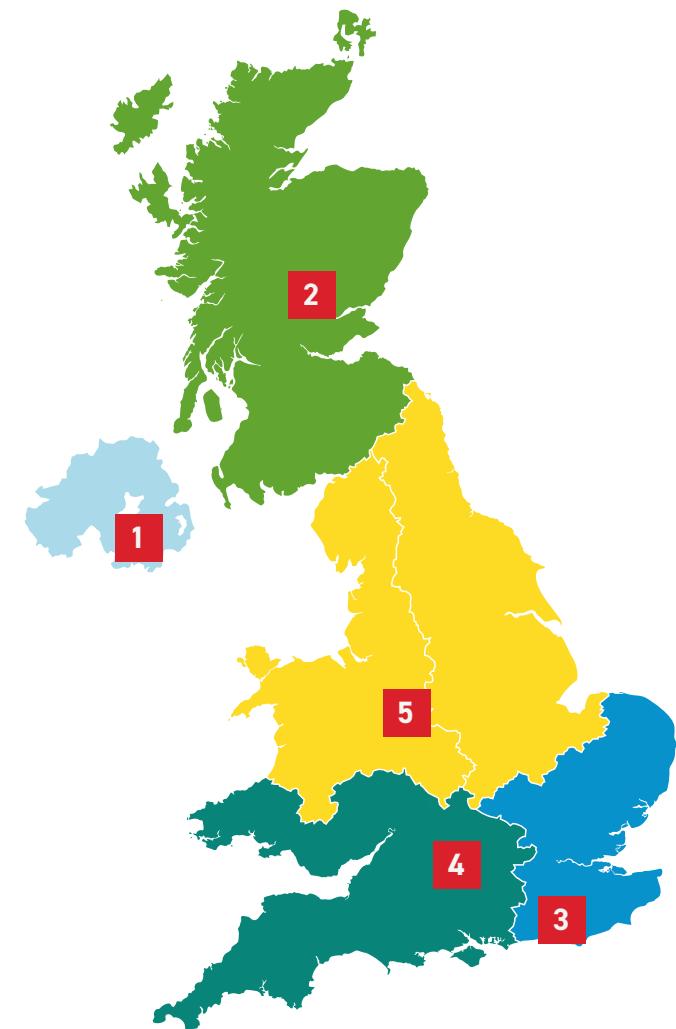
Where are we? (1/4)

Our Walk Bundling Centres and their delivery postcode areas:

- 1 Belfast
- 2 Perth
- 3 Rochester
- 4 Swindon
- 5 Warrington

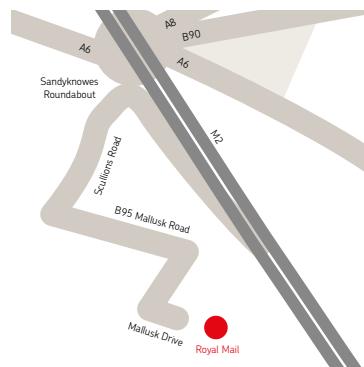
Please note:

Our Centres are busy, industrial areas, so **stay safe**: wear high-vis clothing and protective footwear when you visit. [See page 17 for more details.](#)



Where are we? (2/4)

1 Belfast



Belfast:

Walk Bundling Centre
Northern Ireland
Mail Centre
Enterprise Way
Mallusk,
Newtownabbey
BT36 4HQ

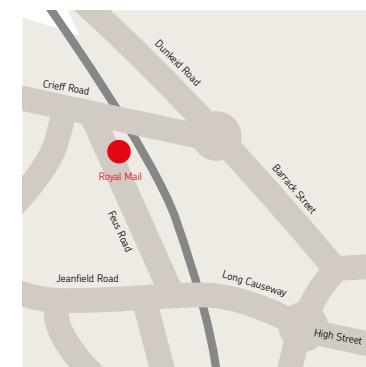
Open:

8am to 4pm
Monday to Friday

Postcodes:

BT

2 Perth



Perth:

Walk Bundling Centre
Perth Sorting Office
53 Feus Road
Perth

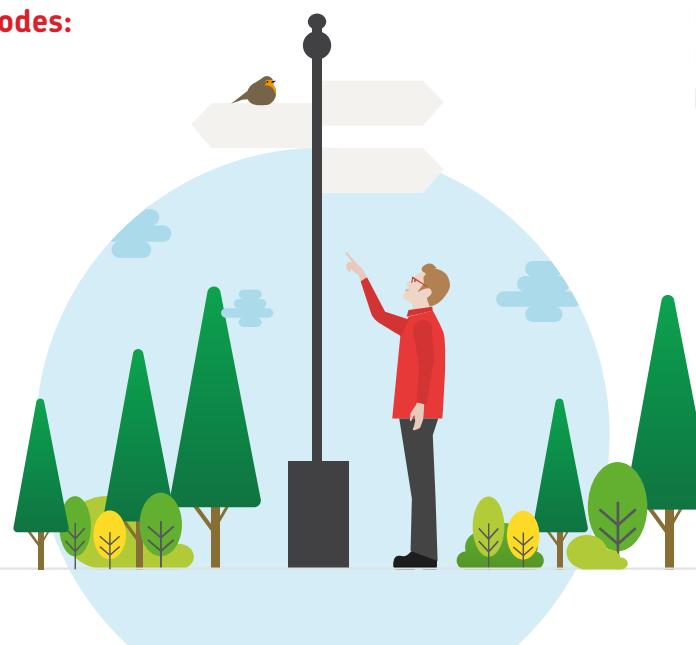
PH1 1AA

Open:

6am to 6pm
Monday to Friday

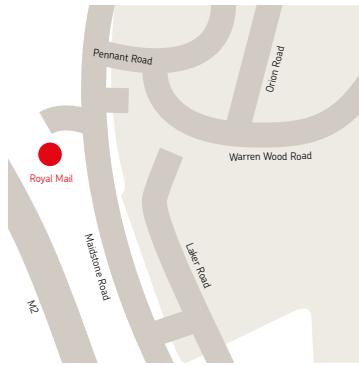
Postcodes:

AB, DD, EH FK, G,
HS, IV, KA, KW, KY,
ML, PA, PH, TD
(except TD15) ZE



Where are we? (3/4)

3 Rochester



Additional Information:

Please check in at the Gatehouse and they'll show you where to go.

Rochester:

Walk Bundling Centre
Fort Bridgewood
Maidstone Road
Rochester
ME1 3AU

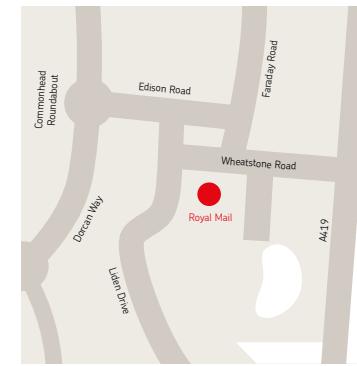
Open:

6am to 6pm
Monday to Friday

Postcodes:

AL, BN, BR, CB, CM,
CO, CR, CT, DA, E, EC,
EN, GU, HP, IG, IP, KT,
LU, ME, N, NR, PE, RH,
RM, SE, SG, SM, SS,
SW, TN, TW, WC WD

4 Swindon



Additional Information:

Wheatstone Road is off the A419 approximately 1.5 miles north of M4, junction 15. Drivers arriving from the north will need to travel onto the Commonhead Roundabout and turn there. The Distribution Centre has a separate entrance from the Mail Centre.

Swindon:

Walk Bundling Centre
Unit 2B / 2C
Wheatstone Road
Dorcan, Swindon
SN3 5HG

Open:

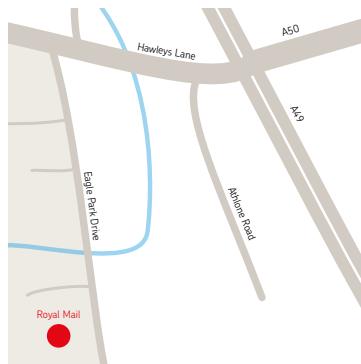
6am to 6pm
Monday to Friday

Postcodes:

B, BA, BH, BS, CF, CV,
DT, EX, GL, HA, HR, LD,
LE, MK, NN, NW, NP,
OX, PL, PO, RG, SA, SL,
SN, SO, SP, TA, TQ, TR,
UB, W, WR

Where are we? (4/4)

5 Warrington



Additional Information:

If you are using Sat Nav to reach the Centre, please note that Warrington Rail Terminal has a non-geographic postcode, so use postcode **WA2 8JA**.

WARNING

There is a low bridge on Hawleys Lane after the junction with Eagle Park Drive which is unsuitable for high-sided vehicles so please try not to miss the turning.

Warrington

Walk Bundling Centre
Royal Mail Rail Terminal
Eagle Park Drive
Warrington
WA2 8JA

Open:

6am - 6pm
Monday to Friday

Postcodes:

BD, BB, BL, CA, CH, CW,
DG, DH, DL, DN, DY, FY,
HD, HG, HU, HX, L, LA,
LL, LN, LS, M, NE, NG,
OL, PR, S, SK, SR, ST,
ISY, TD15, TF, TS, WA,
WF, WN, WS, WV, YO

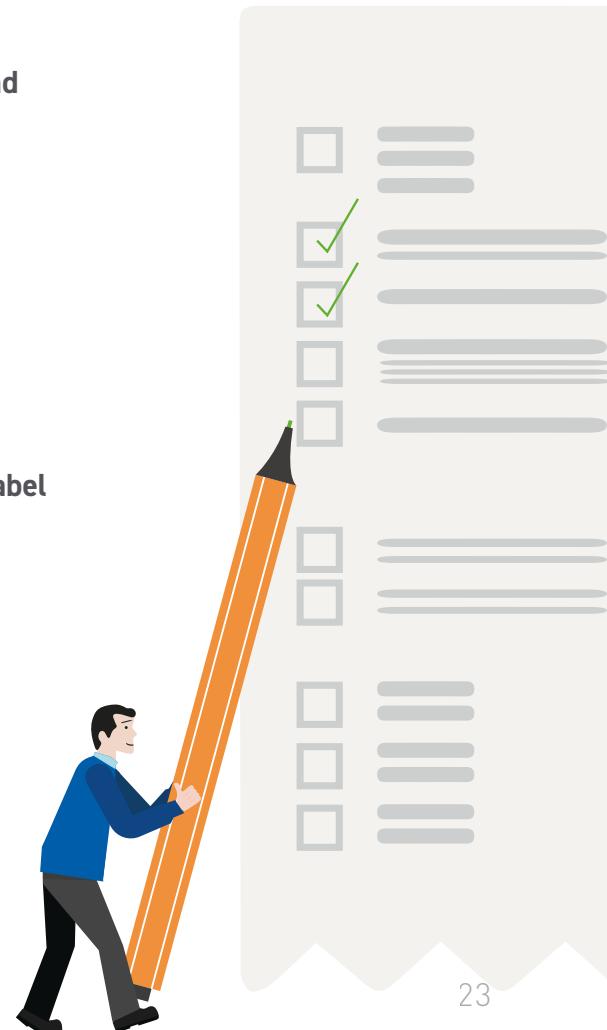
Make life simple:

Let us collect and hand over your items. Call us to discuss
0345 266 0858



Your checklist

- 1** Make sure your contract items are of **one design and one weight**.
- 2** **Send us a sample** if you haven't sent the same design and content before so we can check it for you.
- 3** Make sure your **boxes or bundles** contain the **same number of items and weigh the same**.
- 4** **Boxes** should weigh less than **10kg**.
- 5** **Bundles** should weigh less than **6.4kg**.
- 6** Make sure each box or bundle contains **one leaflet design** for **one distribution centre** on **one delivery date**.
- 7** Protect your items by **strapping and packing** them securely.
- 8** Make sure **each box or bundle has a visible and accurately completed label attached to it**
- 9** If pallets contain more than one leaflet design, separate them with **vertical dividers**.
- 10** Hand over your items **7-18 days** before the start of your distribution.
- 11** Use Royal Mail's **Collection Service** to make your Door to Door drop a seamless experience.
- 12** If your handover is on a **Monday, you need to book** a handover slot.
- 13** Provide a **delivery note**.
- 14** Wear **high-vis clothing** and **protective footwear**.



What happens next?

Once you've handed over your items, we'll count them and bundle them into the correct number for each of our Delivery Officers' Walks so they have the correct number needed to cover their rounds.

Then they will be delivered with the daily post during the course of the week that you've booked.

Thanks for reading. We hope we've answered all your questions, but if you have anything else you want to discuss then just get in touch.

You may be interested in finding about more about our Mail Made Easy print partners by www.royalmail.com/mailmadeeasy

And to find out about our Targeting and Planning, and Collection and Handover services just call us on **0345 266 0858**, or email us at doortodoor@royalmail.com



Timeline



Booking Window

Book from **13 months** until
2 weeks ahead of drop



Handover Window

18 days - 7 days ahead
of delivery start date



Invoice Date

7 days ahead of drop
start date for credit
account customers*



Bundling Period

10 - 4 days ahead
of drop start date



Journey to Delivery Office

5 - 2 days ahead
of drop start date



Delivery Window

6 days
Mon - Sat

* Advanced Pay customer terms will vary dependent upon the booking confirmation date.

Contact us

Royal Mail Door to Door®

Call: **0345 266 0858**

Email: doortodoor@royalmail.com

Visit: royalmail.com/doortodoor

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office: 100 Victoria Embankment, London, EC4Y 0HQ.

