

JUNK MAIL?

*AFFIX
STAMP HERE*

The average Welsh Household receives

453 pieces of unwanted mail a year

Two thirds

Of unsolicited
mail is discarded
unopened

90% Of all advertising
mail is unsolicited

The Impact of Junk Mail

- ◆ In 2012, an estimated 550,000 tonnes of paper and 16.5 billion litres of water were used to produce an estimated 17.5 billion pieces of junk mail that was delivered throughout the United Kingdom.
- ◆ This is the equivalent of 9 million trees and 4.4% of the U.K's annual consumption of paper and board.
- ◆ It can cost councils up to £700,000 per year to dispose of its junk mail to landfill. This puts a tremendous weight not only on taxpayers money but on the environment as well.

Scam Mail

- The darker side of junk mail is the millions of scam mail letters that are sent to households every year.
- Scam Mail is used by criminals to target the vulnerable and elderly into parting with money by using schemes that are delivered through the letter box.
- According to the Office of Fair Trading these types of scams are estimated to cost their victims up to £3.5 billion a year.
- The “Scams and Swindles” campaign by Age Cymru UK has helped to shed light on the terrible cost of scams and try to affect serious change by challenging this unsavoury practice.

What could be done?

- > Large volumes of unsolicited mail could be subject to a small charge per item
- > Funds raised could be split between :
 - >> local authorities who have to recycle the mail thrown away
 - >> to help local, rural post offices stay open and enhance other services
 - >> to help charities such as the Woodland Trust to offset the environmental impact of Junk Mail

What are the other options?

Mail Preference Service. The MPS is a free service set up to enable consumers to be removed from direct mail industry lists. The MPS will prevent the receipt of unsolicited direct mailing sent from members of the Direct Marketing Association. Only 9% of British household use this.

Royal Mail Opt-Out. The Royal Mail is obliged to deliver all addressed mail by law. However, unaddressed regional junk mail can be opted out of via this scheme. Only 0.8% of people are registered in this door to door opt out.

What do you think?

1. Send us pictures of your junk mail, by tweeting @WelshConserv

2. Let us know your ideas on the following questions:

What constitutes junk mail?

How much mail should a company be allowed to send before they are charged?

How do you think the levy could be best spent?

How could the Welsh Government ensure mail preference services have better take-up?

Does the Welsh Government need to do more to tackle scam mail?

Further comments can be directed to the Welsh Conservatives in the National Assembly of Wales at the address below.