

# Wirral Charity Post Terms of Service

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# 1 Wirral Charity Post Terms of Service

This Terms of Service document sets out how the Wirral Charity Post (Wirral Post) operates and our policies regarding all elements of the service.

Wirral Post may change this policy from time to time by updating this page. You should check this page before using our service to ensure that you are happy with any changes.

## 1.1 Scheme Structure & Constitution

The Wirral Post is a charity postal service operated by Scout and Guide Groups within the Wirral Peninsula. All proceeds raised are given to the groups involved in the scheme or to that year's designated charities.

The scheme operates a central management committee including representatives from each of the 5 Scout Districts and the related Guide County as well as Chair, Secretary, Treasurer and nominated members for marketing and publicity.

The Scheme is not a charity in itself; as it is essentially a federation of many individual group schemes within defined geographical zones. In the interest of speed and efficiency, all participating Groups co-operate in centrally organised sorting.

The Wirral Post may use the Charity number of its founding Scout District (West Wirral Scouts) when a charity number is required to be used.

The management structure of the Wirral Post is governed by its constitution which is available upon request.

## 1.2 Charity Post Exemption (British Telecommunications Bill 1981, Section 68)

In 1981 the Government announced that charities could deliver Christmas cards during the period 25 November to 1 January and make a small charge for this service. The 'British Telecommunications Bill' has seen many changes since then, but Section 68 (the area relating to Christmas Post) remains unchanged. The Bill states that mail can only be carried 'for the purposes of raising funds for charitable purposes'. A 'Christmas card' is defined as 'a document which conveys a greeting appropriate to the seasons of Christmas and the New Year (or either of them) and no other communication', and a 'Charity' is defined as 'any body of persons or trust established for charitable purposes only'.

## 1.3 Operating model

The Wirral Post is split into 5 sorting areas which roughly correspond to the 5 Scout districts that operate on the Wirral those being Bebington, Birkenhead, Neston, Wallasey and West Wirral. Each sorting area is split into delivery areas covered by participating Scout or Guide groups located within or near to that area.

Each group/unit is responsible for selecting shops to sell stamps and host post-boxes usually within their area. Shops and post-boxes outside of the group's designated area can only be set up with the agreement of the group responsible for the area in which the shop is situated.

Groups are responsible for supplying each designated shop with a supply of stamps and official shop artwork including a post-box and window artwork where required. Groups manage the money taken by each shop and report sales back to the central committee following the closing of the scheme each year.

During the selling period designated person(s) from the group will collect the post from the post-boxes and take this to the sorting areas sorting area.

Post is then sorted into the designated delivery Scout/Guide group or is sent to one of the other 4 sorting offices for further distribution if required.

Once sorted into groups, the mail is weighed and sent out to the Scout/Guide group for delivery.

Scout/Guide groups then sort into delivery rounds and ask local volunteers, often young people and their families within the group, to deliver over the two weekends preceding Christmas each year.

Following the closure of the scheme, all money from sales is returned to the central committee, expenses and running costs are deducted before money is then distributed to participating groups and our designated charities.

### **1.3.1 Stamp cost**

The cost of our stamps is decided by the Wirral Post organising committee at the start of each calendar year. As detailed within our constitution. We may decide to hold our price at the same level for multiple years or decide on a price for a given year. For our current prices please see any artwork or website and social media sites. Prices changes are announced in the autumn.

Once a stamp is purchased it can be used on any card in any year after that point. We do not restrict delivery to stamps purchased in that year.

### **1.3.2 Stamps and outlets**

Wirral Post Stamps are available from participating Scout/Guide groups and our designated official outlets. Official outlets can be identified by the Official Shop poster placed in shop windows, or by the official Post Box found within the shop.

Official outlets are listed on our website along with a search functionality. We do not advise purchasing stamps from any unofficial source.

We will only deliver Christmas Cards bearing a Wirral Post Stamp.

### **1.3.3 Official Post-boxes**

We only collect and sort mail placed within official Wirral Post Boxes, these can be easily identified as they carry the "Official Post-box" and circular "Wirral Horn" logo on the front. Our Post-boxes are located within our official shops, a full list of locations is available on our website. Mail placed into Royal Mail post boxes may be subject to a delivery charge by the Royal Mail.

### **1.3.4 Mail not carrying a Wirral Post Stamp**

We cannot guarantee that mail placed in our post-boxes without a Wirral Post stamp will be delivered. Cards posted with a Royal Mail postage stamp will be given to the Royal Mail to deliver. Similarly, we may also pass on to the Royal Mail (who may charge for their delivery):-

- Any Cards bearing our stamps but addressed for delivery outside our declared delivery area
- Any Cards not bearing any stamp

### **1.3.5 Delivery Area**

Our delivery area may change over time However, a full list of covered towns is available on our website. We deliver to all residential properties on the Wirral Peninsula. (However, we do not deliver to Ellesmere Port, Great Sutton or Chester.)

Although we are similar to other “Scout Post” schemes across the country we are not able to send mail onto any other schemes area or receive mail from such schemes.

### **1.3.6 Posting deadlines**

We clearly advertise our last posting date on all artwork and on our website throughout the period running up to Christmas. The last posting date is always midday on the last Wednesday that falls at least 7 days before Christmas Day; usually, it falls between the 12th & 18th December.

Post-boxes start to be withdrawn at midday on the stated date. If you miss the last collection you can take the mail to the local sorting office at the designated address and time advertised on our website.

After this point, no further mail can be accepted by the scheme.

### **1.3.7 Accepted Mail**

In line with section 68 of the British Telecommunications Bill 1981, we are only licenced to carry and deliver Christmas Cards during the period of the 25th November to the 1st January each year. We are not licenced to carry any other mail. If we discover that an individual or business is using our service to send unsolicited mail or mail that is outside of our licence we will attempt to contact the sender to ask them to collect the mail and send by other means. Mail that we cannot deliver for licence reasons will be held for up to 12 months before being destroyed. We will not issue refunds for items posted in our post-boxes that fall outside of our licence.

### **1.3.8 Bulk Mail**

We will accept large mail distributions as long as it is not in contravention of our operating licence to only process Christmas Cards. If you wish to send large numbers of Christmas Cards to addresses on the Wirral please use our ‘Contact us’ form to arrange payment and transfer of your cards to us. In these instances, mail may be franked by our volunteers rather than carrying a stamp. The cost will remain at the standard rate as advertised in that given year (for 2018 this is 30p per Card)

## **1.4 Undeliverable Mail**

### 1.4.1 Delivery Address Issues

We define undeliverable mail as one of the following:

- Address incomplete, missing or unreadable
- Destination address does not exist

If we deem a card as “undeliverable” we will use the following procedure -

1. A log of all of the details found on the outside of the card will be made to aid any future enquiries.
2. We will attempt to find a correct forwarding address by use of (insert system name) This allows us to look up names and addresses of individuals living within the Wirral.
3. If a match is made we will attempt to deliver to the new address.
4. If we are unable to find a match but a return address is present on the outside of the card we will return the card to the sender using the scheme.
5. If we are unable to return the card to sender or find a new delivery address, The card will be placed on our “Do you know this address” table within each sorting office in case volunteers sorting cards are able to help identify them.
6. Upon the closing of the scheme, the remaining undeliverable mail will be collated and stored, either centrally or at the local main sorting office.
7. If you believe your card has not arrived and you would like to check our list of undeliverable mail please use the ‘Contact us’ form on our website and select “my card has not arrived” as your reason for contact.
8. Any unclaimed mail will be securely destroyed at the start of the following year's scheme.

### 1.4.2 Out of Delivery Area Mail

1. When the Scheme is operating the Central Sort offices first identify OOA cards as part of their general sorting.
2. These are put aside in an OOA box for subsequent checking and any with a return address showing will be dealt with as in Item 1 above
3. If the addressee is not within our delivery area an attempt will be made to reach them by phone. They will be asked to contact the sender informing them of the situation and inviting them to contact the Scheme if they wish to collect the card(s).
4. As and when queries are received, OOA file can be checked and the enquirer advised as to whether a card is being held or not.
5. Any out of Delivery Area cards that do not show a senders address will be placed in Royal mail boxes with a label attached explaining why we were unable to deliver.

### 1.4.3 Lost/Missing Mail

As the scheme is operated by volunteers it is possible that an extremely small number of cards could be mislaid during transit or during sorting. We try our utmost to ensure that this does not happen and are confident that our success rate is very high, indeed probably higher than that achieved by other commercial services. When we receive reports of possibly undelivered mail, we always do our utmost to investigate.

## 1.5 Funding & fundraising distribution

After scheme running costs are deducted from all money raised the remaining funds are distributed between our designated charities and participating groups/units. Since our foundation, we have always divided this money on the basis of 75% distributed between the large number of participating Scout/Guide Units and the remaining 25% distributed between other designated Wirral based Charities. The former distribution is based on a formula determined by the Co-ordinating Committee rewarding both sales and delivery.

## 1.6 Charities

### 1.6.1 Application

Charities can apply for funding from the Wirral Post by downloading and completing an Application Form from our website. Charities should provide as much information as possible when applying in order to be successful.

In general, we will only accept applications from Charities or charitable organisations who raise funds for the benefit of anybody in the community within the boundaries of those areas of Wirral and South Wirral included in the Scheme.

We do not accept applications from –

- Services which are the responsibility of the Statutory Bodies to fund.
- Educational establishments providing full-time education or bodies such as P.T.A.'s or similar groups.
- Animal Charities except for those providing specially trained animals e.g. Dogs for the deaf, or for boarding accommodation when the owner is in respite care.
- Scout & Guide related Charities. We may consider an enabling grant to assist Scout & Guide groups to help others outside the Movements.

We will not support the same Charity in consecutive years.

A list of our supported charities for the current year will be released in October of that year and is published on our website.

Full details of past charities and payments can be made available upon request.

### 1.6.2 Selection of our chosen charities

The charities sub-committee will propose to the main committee for discussion at its late summer meeting the charities that are to be supported that year. This list is then ratified along with a suggested donation value to be confirmed once the final totals have been confirmed following the closure of the scheme.

### 1.6.3 Payments Schedule

Donation values will be confirmed by the main committee in January before cheques are issued in February/March.

#### **1.6.4 What is expected of a selected charity**

To enable us to raise as much money as possible we ask selected charities to promote the scheme to those involved with the charity and their customers/users/volunteers for that year.

We also ask that charities provide to us a report in the following year to explain how the money donated has been used.