

Junk Mail

Between August 1st 2017 and 31st January 2018, 258 items of unsolicited 'bumph' were pushed through our letterbox. This created a 15.5in (40cm) pile which weighed 40lb (18kg).

116 items: Unaddressed delivered by hand

- 42 Local stores and businesses
- 24 Food / take-aways / supermarket
- 19 Estate agents (8 of which came from just one)
- 18 Composite local advertising brochures
 - 7 Fitness / gyms / leisure centres
 - 6 Charity

142 items: Addressed delivered by Royal Mail

- 53 Fashion catalogues
- 21 Medical / care aids
- 20 Tools / hardware
- 10 Insurance
 - 9 Entertainment (TV / Broadband / mobiles)
 - 9 Furniture / curtains
 - 7 Wine
 - 5 Travel brochures
 - 4 Charity
 - 4 Food

'Royal Mail has a legal obligation to deliver addressed post', but there are ways of stopping *unaddressed* marketing mail; search the internet for *'How do I stop unwanted junk mail?'* and follow the suggestions, Unfortunately, we will never be able to stop it all. My neighbour has a sticker on his letter box saying, *'No junk mail please'*. He tells me it has little effect.

A publisher once told me, that the response to a blanket marketing 'drop', was between 1 and 1.5%. You do the maths; the waste of resources, both material and human is obscene.

Yet another example of our modern consumer, throw-away, use-once, built-in-obsolent society.

Howard Brayton

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