

From: Defra

Sent: 18 October 2012 14:51

To: Rees, Andy

Subject: RE: Ministerial correspondence - Direct Marketing Association
Responsibility Deal

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Hi Andy

I'm currently leading on the responsibility deal with the DMA covering for (s40(2)) who is heading up the Producer Responsibility team. This query may already have been dealt with. We received a request from an Assembly Member through a research service for the National Assembly for Wales which was **"Have the deadlines in the action plan (at annex A to the document) been met, and what progress has been made towards meeting these actions?"**

To which we gave the below response

Thank you for your email regarding the Responsibility Deal between the UK Government and the Direct Marketing Sector

This Responsibility Deal was agreed between Government and the Direct marketing Sector in November of 2011. At that time it was envisaged that three of the commitments i.e. to identify barriers to higher recycling rates, launch an improved single opt out scheme for unaddressed mail to replace the three existing schemes and launch an industry standard for production and distribution of direct mail could be delivered by the Spring of 2012. However, delivery of these commitments is taking longer than was originally envisaged and set out in the estimated delivery timetable.

Whilst it has not been possible to deliver these actions within the timetable envisaged, good progress has been made in a number of areas and important commitments such as the development of an industry standard for the direct marketing sector are a substantial way toward completion. We are continuing to work with the DMA to help them to deliver their commitments under this deal. We are also working with other sectors of this industry including the newspaper and magazine industries to develop new responsibility deals aimed at reducing the environmental impact of their operations.

Let me know if you need more info

Kind regards

(s40(2))
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From: Rees, Andy
To: (s40(2))
Cc: Roberts, Jasper (WAG-EPC)
Sent: Mon Oct 15 11:55:26 2012
Subject: Miniserial correspondence - Direct Marketing Association Responsibility Deal

Hi Clare,

Sorry to trouble you but an Assembly Member has written in to our Minister asking what progress has been made in respect of the above deal which was signed in November 2011. A number of actions should have been completed by now – but we can't find any record of any progress being reported.

As we are not sure who in Defra is now covering this I am contacting you in case it is someone working for you.

Many thanks

Andy
Dr Andy Rees C.Env, MCIWEM, C.Chem, MRSC, MCIWM, Head of Welsh
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