



[Redacted] OIS/DOH

21/09/2012 16:04

To  
cc  
bcc

Subject Re: Plain Packs Protect Campaign - final number confirmation



[Redacted] OIS/DOH

15/08/2012 18:17

To [Redacted]@brayleino.co.uk>  
cc [Redacted]  
[Redacted]@smokefreesouthwest.org.uk"  
[Redacted]@smokefreesouthwest.org.uk> [Redacted]  
[Redacted]@Brayleino.co.uk>  
bcc

Subject Re: Plain Packs Protect Campaign - final number confirmation

Hi [Redacted]

Thank you for this summary of numbers sent on behalf of the Plain Packs Protect Campaign, which I have received and noted.

Many thanks

[Redacted]

[Redacted]

Tobacco team, Department of Health  
Wellington House  
0207 9 [Redacted]

[Redacted] <[Redacted]@brayleino.co.uk>



[Redacted]  
[Redacted]@brayleino.co.u  
k>

15/08/2012 15:58

To [Redacted] OIS/DOH@DOH  
cc [Redacted]@Brayleino.co.uk>, [Redacted]  
[Redacted]@smokefreesouthwest.org.uk)"  
[Redacted]@smokefreesouthwest.org.uk>

Subject Plain Packs Protect Campaign - final number confirmation

Hi [Redacted]

Please find attached the data send log of the number of emails sent in support of the 'Standardised packaging of tobacco products' consultation.

A summary of the numbers submitted are as follows:

\_\_\_\_\_

Number of emails received by DH:	65,491
Number of duplicate emails:	2,021
<b>FINAL TOTAL OF EMAIL SUBMISSIONS:</b>	<b>63,470</b>

**Duplicate Emails:**

As previously discussed, due to problems with DH receiving emails that had been sent, data had to be resubmitted to ensure that all entries were counted towards the consultation. Data that was resent was based on bounce back emails that had been received from the DH. However, we discovered that a few of the entries had already been received by DH, and so a total of 2,021 needs to be removed from the overall total of emails received. Attached is a spreadsheet of duplicate email addresses for your records.

**Postcard submissions:**

I have also attached the email confirmation regarding the receipt of delivery of postcard data.

**Overall total of submissions on behalf of Plain Packs Protect campaign:**

Smokefree South East, Tobacco Free Futures and NHS Dudley all submitted postcard data directly to DH on behalf of the Plain Packs Protect campaign. Therefore, the overall total of submissions that DH will have received in support of the 'Standardised packaging of tobacco products' consultation from the Plain Packs Protect campaign is: **129,793**

The breakdown of how this is made up below:

Emails sent to DH:	63,470
Postcards (we sent to DH):	46,045
Smokefree South East Postcards (submitted directly to DH):	5,241
Tobacco Free Futures additional postcards (submitted directly to DH):	11,326
NHS Dudley Postcards (submitted directly to DH):	3,711
<b>TOTAL</b>	<b>129,793</b>

In addition to our campaign, Cancer Research UK and British Heart Foundation have allowed us to include their submissions in our final total that we have released. As they were separate campaigns, however, they have submitted their sign ups themselves and so not part of the submissions mentioned above.

If you could please confirm receipt of the above, I would be very grateful.

Many thanks

[Redacted]

[Redacted]

Account Manager

Bray Leino / Filleigh / Barnstaple / Bristol / Harefield / London / Chester / Edinburgh  
 DDI +44 (0) 117 [Redacted] Mob +44 (0) 7946 [Redacted] Tel +44 (0) 117 [Redacted]

[REDACTED]@brayleino.co.uk / brayleino.co.uk



Registered office Bray Leino Ltd, Filleigh, Devon, EX32 0RX.  
Registered in England No.1352705 | Tel 01598 760700 | mail@brayleino.co.uk |  
www.brayleino.co.uk

This email was received from the INTERNET and scanned by the Government  
Secure Intranet anti-virus service supplied by Cable&Wireless in partnership with  
MessageLabs. (CCTM Certificate Number 2006/04/0007.)

DH users see Computer virus guidance on Delphi under Security in DH, for further



details. In case of problems, please call the IT support helpdesk. SendLog to DH 14.08.12.xlsx  
----- Message from [REDACTED]@dh.gsi.gov.uk" <[REDACTED]@dh.gsi.gov.uk> on Fri, 10  
Aug 2012 11:09:41 +0000 -----

To: [REDACTED] <[REDACTED]@brayleino.co.uk>

Subject: Re: Delivery of postcards

Hi [REDACTED]

To confirm, we have received all of these boxes, and I have checked a sample of  
them to see that they contain a covering letter which explains who each box is from  
and what the postcards are in support of.

As I explained on the phone, we won't be able to confirm the exact number of  
postcards in each box at this stage, but thank you for including the details in your  
table below, this is very helpful.

Many thanks

[REDACTED]  
-----  
[REDACTED]  
Tobacco team, Department of Health  
Wellington House  
0207 9 [REDACTED]

[REDACTED]@brayleino.co.uk>

To: [REDACTED]@OIS/DOH@DOH

cc

Subject Delivery of postcards

08/08/2012 16:35

Hi [REDACTED]

Postcards in support of the Plain Packaging consultation were delivered to your offices on Monday and signed for by [REDACTED]

A total of 17 boxes were delivered, each containing a covering letter explain who they were from, what they are in support of, and the number of postcards in each box. Details of number of postcards in each box is below:

TYPE	BOX NO	DOCUMENTS IN BOX
Smokefree South West	1	4128
	2	2291
	3	2849
Tobacco Free Futures	1	2809
	2	3480
	3	2306
	4	1433
	5	1677
	6	1550
	7	3117
	8	2787
	9	3756
	10	2245
	11	4608
	12	3080
NHS MANCHESTER	1	2274
	2	1655

If you could please confirm that you have received all of these and that you have a total of 46,065 postcards from the Plain Packs Protect campaign, I would be very grateful.

Thanks

[REDACTED]  
[REDACTED]  
Account Manager

Bray Leino / Filleigh / Barnstaple / Bristol / Harefield / London / Chester / Edinburgh  
DDI +44 (0) 117 [REDACTED] / Mob +44 (0) 7946 [REDACTED] / Tel +44 (0) 117 [REDACTED]