

# The Green Issue

15 September 1992



In recent years conservation of our environment has become a major social and political matter, often referred to as "the green issue". Royal Mail is committed to minimising the impact of its operations on the environment by means of a programme of continuous improvement.

As part of the Royal Mail's interest in green matters, four stamps will go on sale on 15 September. The designs are based on the winning entries in a design competition held jointly with the BBC's *Blue Peter* programme.

The **24p** stamp (inland 1st class and EC basic rate) shows the harm that can be caused by acid rain. The designer is Christopher Hall, age nine. The design of the **28p** value (Europe, non-EC countries rate) which highlights the danger to the Ozone Layer is by Lewis Fowler, age six. The **33p** denomination (worldwide postcard rate) features the problems of the so-called "Greenhouse Effect", the work of seven-year old Sarah Jo Warren. The fourth stamp, **39p** (basic airmail letter rate) depicts a "Bird of Hope" designed by Alice Newton-Mold, age 12. The four winning ideas were adapted with minimal changes for the final stamp designs by Trickett & Webb Limited.

## Stamp Design Competition

The idea of a design competition is not new. Back in 1966 the then Postmaster-General, Anthony Wedgwood-Benn, invited school children to design Britain's first Christmas stamps. No fewer than 4500 entries were received. Designs by children were also used for the 1981 Christmas issue; the result of a *Blue Peter* competition.

The competition to design the Green Issue stamps was launched last September and was open to youngsters under 15 years of age. Entrants were invited to sketch out their view of the world bearing the environment in mind. Any medium could be used, the designs to be prepared on A4 size paper. In launching the competition, the Managing Director of Royal Mail, Mr Bill Cockburn, said: "Green issues are becoming increasingly important and Royal Mail will be 'going green' with a new set of



stamps dedicated to conservation in 1992. We want to involve children in this project. Youngsters have uninhibited imaginations and their views on the environment will shape our future world. This competition will gather their views and give them an international audience in the form of stamps." The competition was organised in four age groups: 7 and under; 8-9; 10-11; and 12-15. Judges included Barry Robinson, Head of Design at Royal Mail National, Dr Jean Alexander of the Stamp Advisory Committee and representatives from *Blue Peter*. The competition closed on 9 October 1991 and judging took place shortly thereafter. Twelve winners – three from each of the four age groups – received JVC camcorders; 1,000 runners-up received special presentation packs of the Dinosaur stamps (August 1991) stamped with Blue Peter/Royal Mail Stamps Green issue stickers. The *Blue Peter* programme on 17 February 1991 featured the winning designs, showed the children discussing their designs with Trickett & Webb Limited, and the Stamp Advisory Committee at work.

### Printing Details

The stamps, printed in photogravure by Harrison and Sons Limited, are of "almost square" format (37 x 35mm), printed in sheets of 100 on phosphor coated paper with PVA Dextrin gum. Perforation measures 14½ x 14.

### Presentation Pack

The pack (No. 230) will cost £1.55. It was designed by Trickett & Webb Limited with text by Neil Mattingley. Printing was by Raithby, Lawrence & Company Limited of Leicester. The pack has been created using words, ideas and pictures from 14 children who entered the design competition; their ages range from five to 13.

### Royal Mail Stamp Cards

Cards, featuring enlargements of the stamp designs, will be available approximately two weeks before the stamp issue, price 21p each. They are numbered 146A-D.

### First Day Cover and Postmarks

The Royal Mail first day cover will be available from the British Philatelic Bureau, Collections, philatelic counters and main post offices approximately two weeks before 15 September, price 21p. Two pictorial postmarks will be used for the first day cover service — one for the Bureau,

the other for Torridon, Scotland – an area of outstanding beauty.

A first day cover service will be provided by the Bureau with the official Royal Mail cover addressed to the destination required with the stamps cancelled with the requested postmark. Application forms, available from the Bureau and main post offices, should be returned not later than 15 September

Collectors may send their own cards/covers for the pictorial postmarks; these should be sent on the first day of issue in a stamped outer envelope endorsed "Pictorial First Day of Issue Postmark" to: British Philatelic Bureau, 20 Brandon Street, EDINBURGH EH3 5TT (Bureau postmark) or Scotland & N Ireland Special Handstamp Centre, Royal Mail Glasgow, George Square, GLASGOW G2 1AA (Torridon postmark). Collectors wanting their cards/covers returned under cover should enclose a suitable addressed envelope. This need not bear additional postage stamps, the postage being already paid by the stamps affixed to the covers for postmarking.

First Day Posting Boxes will be provided at most main post offices for those collectors who wish to post covers to receive the standard, non-pictorial "First Day of Issue" handstamps.

In addition, pictorial "First Day of Issue" postmarks will be used at City of London EC (one showing City coat of arms, another the European Community Stars emblem), and Durham (Cathedral). Reposting addresses: Special Handstamp Duty, Royal Mail City of London, KEB, LONDON EC1A 1AA (City of London handstamps); and Northern England SHC, Royal Mail Newcastle, Forth Street, NEWCASTLE UPON TYNE NE1 1AA (Durham). Please state clearly which postmark is required.

Details of special handstamps, sponsored by stamp dealers and others, will be found in the *British Postmark Bulletin* – the Royal Mail's magazine for postmark collectors. It is available on subscription from the British Philatelic Bureau: £9.35 UK, £11.25 Europe; £20.75 Rest of World (Airmail).

### Souvenir Cover

A souvenir cover, of similar design to the first day cover, will be available from Collections and philatelic counters for one year from 16 September, price 21p.

### Royal Mail's Green Commitment

Amongst Royal Mail's green initiatives is a pioneering new vehicle, launched in August

# the green issue

Royal Mail Mint Stamps

250 143 92

The earth it's

and despoil

Do the feathers look better on the bird or on the hat?  
Sambhavi Briskandaraiah (13)

dolphins, enough parrots to fill a rain forest, pandas, tigers,

indeed most endangered

inhabitants of the animal kingdom. One idea that comes up again

and again involves contrasting before and after pictures.

RECYCLE FOR THE FUTURE.  
Claire Marr (8)

include hourglasses and bicycles,

rhinos in tears and elephant jokes - if a joke is

the word -

'Please don't make the world a big white elephant ...'

NEVER FORGET AN ELEPHANT.  
Eleanor Whiteley (13)

United Kingdom share

SAVE MY WORLD  
SAVE ME.



the green issue

Royal Mail First Day Cover

Mrs J Robinson  
200 Manorbier Road  
ILKESTON  
Derbyshire  
DE7 4AB

1991, which could be the blueprint for the next generation of cleaner, greener transport fleets. The 17-tonne diesel truck has been designed as a "concept vehicle" to test a range of ideas and equipment which will be safer and less damaging to the environment. It uses less fuel, has special equipment to cut out black exhaust fumes, makes minimal noise and carries the latest computer technology. Other "green" vehicles are being planned by Royal Mail. In 1985 Royal Mail began a rolling programme to convert its fleet to unleaded fuel. A programme to convert all suitable petrol vehicles is now in its final stages. The Post Office Corporation backed a lead-free campaign, publicised by the issue of "We Love Lead-Free" stickers to the fleet and applied the same message on millions

## The Green Issue – First Day of Issue Postmarks

For The Green Issue of stamps (15 September 1992), it is proposed to apply the British Philatelic Bureau, Torridon and standard (non-pictorial) First Day of Issue handstamps in green ink. We would welcome collectors' views on this. Would you prefer all such postmarks to be applied in green, or would you prefer they were used in black as usual, or available in both colours so collectors have a choice? If you have an opinion on this, we would be pleased to hear from you. Please send your comments, by 17 July; to: K Menon, Postmark Manager, Royal Mail National, 76 Tummill Street, LONDON EC1M 5NS.



of letters in a slogan postmark campaign in 1989. The postmark was, of course, applied in green ink! Royal Mail has jointly sponsored the Institute of Logistics and Distribution Management's new guide on best environmental practice for distribution management throughout the industry.

The Royal Mail's Young Letter-Writers' Competition is the most popular educational contest in Britain; in 1991 attracting some 238,000 entries. The 1992 competition asked youngsters to write on "green" matters.

The importance of conservation is promoted in the book *The Nature of Scotland*, published jointly by the Scottish Post Office Board and Canongate Press (reviewed here in February, page 136), and on the "Nature of Scotland" aerogramme issued on 14 April (illustrated in March, page 151).

The new High Value stamps, issued 24 March, are printed on paper produced without the use of an optical brightening agent, which is a pollutant chemical. In order to cut wastage, it is proposed to reduce the quantity of varnish used on the covers of "window" stamp books.



## New Stamp Books

Three new stamp books go on sale at the British Philatelic Bureau, Collections, and philatelic counters on 28 July. The 50p and £1 machine books are the last in the current series featuring Archaeology (50p) and *Punch* cartoons (£1). The 78p book contains two 39p stamps (for use on airmail letters) printed by Walsall Security Printers; the book is being issued in connection with a promotion with Kellogg's.

These new 50p and £1 machine books will go into vending machines as stocks of earlier issues are used up.