

Newbury BID Company CIC Application for Leaflet Distribution

Please tick 1 location

Northbrook Street		Broadway	
Market Place		Bridge Street	
Mansion House Street		Bartholomew Street (North, pedestrianized zone)	

Name of Applicant:			
Name of Business/Charity:			
Address:			
Contact Number:			
Email Address:			
Date of Distribution:		From:	To
Total Number of Days (Max 5 per month):			
Time of Distribution:			
Number of Distributors:			
Nature of Leaflet:	Promotion of goods/services		
	Promotion of venue		
	Event		
	Special offer		
	Recruitment		
	Other (Please State)		

Leaflet Distribution Charges 2017 inclusive of VAT at 20%

Daily Distribution Fees No. of Distributors ____ x No. of Days ____ x £30 = _____

Fee payable attached in the sum of £..... payable to Newbury BID .

N.B, consents can be withdrawn if terms of the licence conditions are not observed and the fee will not be refundable in this event.

Signed: Date:
 Name in Block Capitals.....
 Occupation:.....

Address:.....

Newbury BID Company CIC

Guidelines for distributing free literature

In accordance with the Environmental Protection Act 1990 as amended by the Clean Neighborhoods and Environment Act 2005 the distribution of free printed matter is permitted only with the prior consent of the Council. **“Free printed matter”** includes any newspaper, document, card, leaflet, pamphlet, sticker or other literature for which no charge is made to the recipient. **“Distribute”** means give it to or to offer or make available, and includes placing or affixing free literature to vehicles. It does not include putting it inside a building or letterbox.

The legislation does not apply to the distribution of free literature:

- By or on behalf of a charity within the meaning of the Charities Act 1993 where that literature relates to or is for the benefit of that charity.
- Where the distribution is for political purposes.
- By a person who distributes the literature by delivering it into a building or letterbox.
- Where the distribution is for the purposes of a religion or belief.

Consents will normally be granted for a specific period to be determined by the application and dependent on the applicant's circumstances.

License Conditions Consents will be subject to conditions, which may restrict the time or places where free printed matter may be distributed. All consents will also be subject to the following standard conditions:

- The consent is subject to payment of a fee, which is based on the number of persons to be used to distribute the free literature at any one time. E.g. an organisation may have 10 people available to distribute free printed matter, but may only use a maximum of 5 of those distributors at any one time. The fee in that case will be 5 x the prescribed amount.
- All staff engaged in the distribution of free printed matter carries a letter of authorization issued by Newbury BID bearing the number of the consent and showing the name and company of the consent holder.
- The above authorization shall be produced on demand to an authorized officer of Newbury BID, an officer of West Berkshire Council or a Police Officer.
- No free printed matter shall be left unattended by staff for the general public to take at their discretion.
- All places in which free printed matter has been distributed are to be cleansed forthwith by the consent holder to a radius of 100 meters from the distribution point of any litter caused by the distribution of the said literature.
- A copy of the leaflet to be distributed should be attached to the application.

- Applications for consent must be made not less than fourteen days before the required date for the distribution of free printed matter.
- Consents will be subject to the payment of a fee based on the number of distributors per application.
- No consent shall be given for the distribution of the following types of literature if it is under the opinion of the Newbury BID management team that it is:
 1. Racist, sexist or offensive material or literature encouraging criminal behavior.
 2. Literature that promotes the irresponsible use of alcohol (including 'happy-hour' advertisements and 'money-off' offers). It is expected that all literature promoting alcohol shall display a responsible drinking strap line.
- Newbury BID need not give consent where it is considered that the proposed distribution of free literature is likely to lead to the defacement of the designated area i.e. increased litter or any other public nuisance.

Consent may be revoked at any time if any of the above conditions are contravened.