

## Conditions of Consent to Distribute Free Literature

1. Distributors wishing to hand out free literature within restricted areas shall be restricted to two distributors per event to minimise the impact on the local environment and the defacement of designated area. This means that any distributing companies shall only delegate two distributors to distribute their literature on a designated area and on the approved time band.
2. Consent cannot be granted if:
  - a. The applicant is unsuitable by reason of misconduct;
  - b. The applicant has within the previous 5 years been convicted of any offence under Section 4 of the LLA 1994;
  - c. There has already been sufficiency of persons to whom consent has already been given in the required locations
  - d. There is a risk of danger or unreasonable inconvenience to users of highways
3. No distribution will be permitted outside of any underground stations within Hammersmith & Fulham and within a 50metres radius of these underground station entrances.
4. Distributions shall only take place between the hours of 7:00am and 8:00pm and shall take place for no more than three hours during this period, either continuously or intermittently.
5. No consent will be given for the distribution of the following types of literature:
  - a. Racist, sexist or offensive material or literature encouraging criminal behaviour.
  - b. Literature that promotes the irresponsible use of alcohol (including 'happy-hour' advertisements and 'money-off' offers).
  - c. The Council 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.
6. All staff engaged in the distribution of free literature shall wear an authorised badge issued by the London Borough of Hammersmith & Fulham bearing their consent number and the name and address of the consent holder.
7. All staff engaged in the distribution of free literature shall produce, on demand of an Authorised Officer, their consent to distribute within the area they are operating.
8. No free literature shall be left at any place on the highway to facilitate the general public to take the literature at their discretion unless by prior agreement by the Council.
9. All literature shall bear the name and address of the consent holder who is responsible for distributing the information unless an agreement has been reached prior to distribution with the Authority as part of the application process.
10. All staff distributing free literature should clear the area (within 25m of their allocated point) at the end of their distribution of all dropped literature and remove the literature from site. Efforts should be made to recycle any dropped literature. Staff should remove, at any time, any literature from the public highway on demand of an authorised officer where it is safe to do so.

11. Consent may be revoked if any of the above conditions are contravened.
12. Distributors / consent holders should ensure that staff employed in the distribution of free literature have not received a fixed penalty charge notice under Sections 87/88 of the Environmental Protection Act 1990 (littering) or Schedule 3A of the Environmental Protection Act 1990 (unauthorised distribution of free literature). The consent holder may face a revocation of their consent if they do not comply with this requirement. Equally, consent shall not be given to a company that has been subject to prosecution under these sections.
13. Applications for consent must not be made less than fourteen days prior to the distribution of free literature to facilitate an appropriate time for the application to be considered. Distributions carried out whilst an application is being processed shall be treated as having no consent to distribute within the area. Applications may be delayed beyond fourteen days when information is not supplied as required on the application form or where the fee is not submitted.
14. Applications should include the appropriate fee.

**Informatives**

1. It is expected that all literature promoting alcohol shall display a responsible drinking strapline.
2. It is expected that all literature promoting gambling does not contravene the Council's Gambling Policy.

**Declaration**

I have hereby read and understood the above terms and conditions of consent and any failures to comply upon issuance of licence would result in the immediate withdrawal of my licence

Signature

Name and Title

Name of Organisation

Date

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**For Official Use Only**

Reference

Case Officer