

# Guidance Notes for applying for Consent to Distribute Free Literature

## 1. How to apply for a Consent

Please note that we normally require the application seven days before the distribution takes place. Consent may be refused if you do not make your application a week or more in advance.

Send the completed application form and fee (if applicable) to:

Community Safety and Licensing  
East Herts Council  
Wallfields  
Pegs Lane  
Hertford  
SG13 8EQ

## 2. Fees

A fee, including VAT at the current applicable rate, is payable to cover administration costs. Please see the Council's website [www.eastherts.gov.uk](http://www.eastherts.gov.uk) or contact Community Safety and Licensing to confirm the current fee and VAT rate. Cheques should be made payable to East Herts Council. Consent for distribution by charities or for political or religious purposes are exempt from the fee, but will still need to apply for Consent. Not-for-profit organisations may be exempted from paying at the discretion of Head of Community Protection provided 5 or fewer collection badges are sought.

## 3. Is this an application for Blanket Consent or Normal Consent?

Blanket consent is a 'one-off' consent which would allow the named applicant to distribute free literature on a regular or frequent basis without applying for permission for each separate distribution. A time period for the Blanket Consent will be set at the discretion of the Head of Community Protection. This may be anything from 1 year to 5 years.

To apply for Blanket Consent an applicant must be able to demonstrate that they are employed by, or are to distribute on behalf of:

- For 'not for profit' organisations (at the discretion of the Head of Community Protection),
- A charity within the meaning of the Charities Act 1993, where the printed matter relates to or is intended for the benefit of the charity,
- Or where the distribution is for political purposes or for the purposes of a religion or belief.

They must also be able to demonstrate the need for regular or frequent distributions as playing an important role in the success of the organisation.

Conditions of consent as outlined above will still apply to permits issued under blanket consent.

Normal consent is subject to the conditions of consent as outlined above, and the current fee and applicable rate of VAT must be paid when applying.

#### **4. Contact Details**

Please provide details of the person taking responsibility for the distribution of free literature. It is the responsibility of the person named on the consent for ensuring the consent is complied with. If authorisation is granted to others under the same consent the conduct of those persons is the responsibility of the named individual. The consent will be issued to this person at the address given.

#### **5. Distribution Details**

Please provide details of the town or towns in which you propose to distribute free literature and also the streets on which you propose the distributor or distributors to stand. Please indicate whether the distributor(s) will be mobile, i.e. moving around the permitted area, or static, i.e. stationed at one particular spot for the duration of the distribution. Conditions will be set requiring distributors to clear up any disregarded materials from a designated area surrounding the distribution. If the distribution is mobile, the designated area will be increased to reflect this.

#### **6. Duration of Distribution**

Please provide details of when you propose to carry out the distribution, and at what times and what locations within the designated areas of the relevant town centres. If you are applying for Blanket Consent please provide as much information as possible.

#### **7. Description of Literature**

Please provide a brief written description of the literature you intend to distribute under the consent. For example:

*'Fliers advertising promotional offers at supermarket'*

Or

*'Leaflets to raise awareness of climate change'*

#### **8. Further information:**

Full information the Distribution of Free Literature and other environmental issues covered by the Clean Neighbourhood and Environment Act 2005 can be found in the Environmental Crime section of the Council's website [www.eastherts.gov.uk](http://www.eastherts.gov.uk) or by telephoning 01279 655261 and asking for Environmental Services.