



## **DISTRIBUTION OF FREE PRINTED MATTER PROCEDURE NOTES**

- This legislation applies to Shrewsbury Town Centre.
- Fill the application form in and send to:

**Licensing Department  
Shropshire Council  
Shirehall  
Abbey Foregate  
Shrewsbury  
SY2 6ND**

- Enclose the appropriate fee. These are £27 for seven consecutive days, £81 for twentyeight consecutive days or £271 for one year. These amounts are for one distributor, and should be multiplied if more are required.
- Provided the application form has been completed accordingly the authorisation badges will then be issued.





## APPLICATION FOR CONSENT TO DISTRIBUTE FREE PRINTED MATTER

**Individual applicant (if applicable)**

|                         |  |                      |  |
|-------------------------|--|----------------------|--|
| <b>Name</b>             |  | <b>Date of birth</b> |  |
| <b>Address</b>          |  |                      |  |
| <b>Telephone Number</b> |  |                      |  |

**Company applicant (if applicable)**

|  |  |
|--|--|
| <b>Trading Name</b>                          |  |
| <b>Business/ Company Name (if different)</b> |  |
| <b>Address</b>                               |  |
| <b>Contact person Within company</b>         |  |
| <b>Telephone Number</b>                      |  |

|   |                              |                             |
|---|------------------------------|-----------------------------|
| <b>Is this a first time Application? (tick box)</b> | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
|---|------------------------------|-----------------------------|

|   |                            |  |                    |
|---|----------------------------|--|--------------------|
| <b>Is your application for (tick box)</b> | <b>7 consecutive days</b>  |  | <b>Fee £27.00</b>  |
|   | <b>28 consecutive days</b> |  | <b>Fee £81.00</b>  |
|   | <b>One year</b>            |  | <b>Fee £271.00</b> |

**Note: Above fees are applicable per distributor. If more than one distributor is required, fees must be multiplied by number of distributors.**

|  |  |
|--|--|
| <b>Number of distributors required</b>   |  |
| <b>Date you wish licence to commence</b> |  |

*Please ensure that all parts of the application form are correctly completed and that the appropriate fee is enclosed, failure to do so will result in your application being returned*

## TERMS AND CONDITIONS

1. Any person engaged in the distribution of free literature shall wear a clearly visible authorisation badge issued by the Council.
2. The above authorisation must be available for inspection on demand by an officer of the Council or a Police Constable/Community Support Officer.
3. No free literature shall be left unattended by staff for the general public to take at their discretion.
4. All places in which free literature has been distributed are to be cleared forthwith by the consent holder to a radius of 50 metres from the distribution point of any litter caused by the said literature.
5. Free printed matter must not be distributed at any time other than those specified in the consent.
6. All free printed matter is expected to meet the standards of the Advertising Standards Authority. Marketing communications should contain nothing that is likely to cause serious or widespread offence. Particular care should be taken to avoid causing offence on the grounds of race, religion, sex, sexual orientation, age or disability. Compliance will be judged on the context, medium, audience, product and prevailing standards of decency. [http://www.asa.org.uk/asa/codes/cap\\_code/](http://www.asa.org.uk/asa/codes/cap_code/)
7. All badges remain the property of Shropshire Council and may be revoked at any time if the distributor is deemed to have contravened the above conditions
8. Literature distributed by a registered charity or for political or religious purposes is exempt.

### **DECLARATION**

- I confirm that I have read and understood the conditions associated with this application.
- I undertake to comply with the conditions to any consent granted as a result of this application.
- I declare that the information on this application form to the best of my knowledge and belief is accurate and true.
- I understand that the submission of false information is a sufficient reason for the local authority to refuse the application.

|            |  |          |  |
|------------|--|----------|--|
| Signed     |  | Date     |  |
| Print Name |  | Position |  |

Completed forms together with cheques made payable to Shropshire Council should be sent to:

Licensing Department, Shropshire Council,  
Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND

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| <p>This Authority is under a duty to protect the public funds it administers and to this end may use the information you have provided on this form within this Authority for the prevention and detection of fraud. The Authority may also share this information with other bodies administering public funds for these purposes.</p> |
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