



CHELTENHAM
BOROUGH COUNCIL

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MUNICIPAL OFFICES PROMENADE

CHELTENHAM
GLOUCESTERSHIRE GL50 9SA

Tel: 01242 775200
Fax: 01242 774924
email: licensing@cheltenham.gov.uk
www.cheltenham.gov.uk/licensing

Free Printed Matter

ENVIRONMENTAL PROTECTION ACT 1990
Application for Consent to Distribute Free Printed Matter

**Part 1 – Individual Applicant
(if applicable)**

please complete the grey shaded areas using ink in BLOCK CAPITALS

Surname

Title (Mr/Mrs/Miss/Ms/Other)

Any previous surname

First names

If you have more than one name, please supply us with all your given names.

Date of birth (dd/mm/yy)

Address

Post Code

Home telephone number(s)

Fax no.

Email address

If you would like to receive emails from the council, please provide us with an email address.

Mobile telephone no.

**Part 2 - Company Applicant
(if applicable)**

Trading name

Business / company name
(if different)

Company registration number

Address

Post Code

Contact person within company

Telephone number

Part 3 – About your application

Length of the consent

Annual
 Temporary Please specify date(s):

Description of the type of free printed matter to be distributed.

e.g. nightclub flyers, income generating schemes, free newspapers etc.

Please give details of arrangements to retrieve discarded printed matter.

Are you using a promotor or external company to distribute free printed matter on your behalf?

Yes
 No

If yes, please provide details of the company and/or individual.

Please include name(s) and contact details.

Streets or places where you wish to distribute free printed matter.

Area 1
 Area 2
 Both areas

See www.cheltenham.gov.uk/licensing for more information

How many days in a week do you want to distribute free printed material?

1 day per week
 2 days per week
 3-4 days per week
 5 days per week
 6-7 days per week

When do you want to distribute free printed material?

Please tick one
 Monday to Sunday (09:00 – 17:00)*
 Monday to Sunday (17:00 onwards)*
 Daily (09:00 – 17:00) during Gold Cup Festival week
 Evening/Night (17:00 onwards) during Gold Cup Festival week

* Excluding Gold Cup week

What will your free printed material be promoting?

A single product/event/venue
 Several different products, events, venues, or premises

How many people will be distributing free printed material?

Two or fewer
 Three to five
 More than five

PUBLIC PROTECTION

Part 4 – Previous convictions

Have you been convicted of illegally distributing free printed matter within the last 5 years?

Yes
No

If yes, please provide further details

Have you been issued with a Fixed Penalty Notice for illegally distributing free printed matter within the last 5 years?

Yes
No

If yes, please provide further details

Declaration, consent and undertaking

I confirm that the contents of this application are true and correct.

This authority is obligated to process information fairly and lawfully. I understand that the council will process the information I have provided on this form in accordance with the relevant privacy statement available at <https://www.cheltenham.gov.uk/your-data>.

I consent to the Council and the Police making enquiries into this application to ascertain its truthfulness.

If I am granted a consent I undertake to comply with the conditions attached to any consent granted as a result of this application.

I understand that the submission of false information is a sufficient reason for the Local Authority to refuse the application.

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 for the prevention and detection of fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes.

Signature

Date

Print Name

Position (if signed on behalf of a company)

PUBLIC PROTECTION

Guidance Notes

Please use the contact details below for the purpose of returning the completed form to the council.
Applications for consent must be made not less than 7 days before the required date for the distribution of free printed matter.

Licensing Section
Cheltenham Borough Council
Municipal Offices
Promenade
Cheltenham
GL50 9SA

Telephone: 01242 262626

Email: licensing@cheltenham.gov.uk

Conditions of consent

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 shall be produced on demand to an authorised officer of the Council or a Police Constable/Community Support Officer.
3. Authorisation badges are not transferable between Consent holders and all distributors using them must be directly employed by the Consent holder.
4. No free literature shall be left unattended by staff for the general public to take at their discretion.
5. Free printed matter should only be offered to passers-by and they can be invited to take one. Free printed matter must not be forced into their hands when they have indicated that they are not interested.
6. All free printed matter must meet the standards of the Advertising Standards Authority. Marketing communications should contain nothing that is likely to cause serious or widespread offence.
7. All places in which free literature has been distributed are to be cleansed forthwith by the consent holder to a radius of 50 metres from the distribution point of any litter caused by the distribution of the said literature.
8. The free literature must bear the name and address of the consent holder who is responsible for its distribution.
9. Any person engaged in the distribution of free literature shall provide on demand to an authorised officer of the Council or a Police Constable/Community Support Officer any information reasonably required to enable compliance with consent conditions to be verified. This may include:
 - their full name and address
 - details of any person(s) commissioning them to distribute free literature [where applicable]
 - details of their employer or agent [where applicable]