

APPLYING FOR A PRINTED MATTER DISTRIBUTION LICENCE – GUIDANCE NOTES

The Litter Problem

A significant amount of littering within North West Leicestershire can be directly associated with the activity of the free distribution of printed matter (i.e. handing out of promotional leaflets and flyers). Street litter has a detrimental impact on the quality of the local environment and can reduce the feeling of community well being. Littered streets can also heighten the fear of crime and attract further environmental crimes and anti-social activities.

To reduce the level of litter associated with the distribution of free printed matter, North West Leicestershire District Council introduced an Order which created a 'consent' system. The Order enables the Council to allow businesses to distribute material and also take steps to ensure that the environment is not defaced during the process.

Distributing Leaflets in North West Leicestershire

In February 2010, North West Leicestershire District Council used powers in accordance with the Environmental Protection Act 1990 as amended by the Clean Neighbourhoods and Environment Act 2005, to introduce a Distribution of Free Printed Matter Order 2010.

In simple terms, this action means that anyone wishing to distribute free printed matter (such as promotional leaflets) in a specific area within North West Leicestershire will need consent from the Council. Consent to distribute leaflets is granted on successful application and takes the form of a licence. Each licence contains conditions which are created to protect the environment from becoming defaced by litter from leaflets.

There are exceptions in the law for distribution activities and these include distributions for religious or political purposes, and where distribution relates to or is intended for the benefit of a charity.

Anyone found to be distributing leaflets within the area of the Order without consent and contrary to the exceptions, commits an offence punishable by a fine of up to level 4 (currently £2,500). It is also an offence to commission or pay for the distribution of free printed matter in a designated area without consent.

The area covered by the Order

The Designation Order covers specific areas within North West Leicestershire as follows:

Town Centres

- Coalville (Map 1)
- Ashby de la Zouch (Map 2)

Car Parks

- Ashby de la Zouch
 - Brook Street
 - Hood Park Leisure Centre
 - North Street
 - North Street extension

South Street
Castle Donington
Borough Street
Clapgun Street
Hillside
Coalville
Bridge Road
Needhams Walk
Market Hall
North Service Road
James Street
London Road
Council Offices
Margaret Street
Ibstock
Gladstone Street
High Street
Measham
High Street
Peggs Close
Moir
Blackfordby Lane
Thringstone
The Green
Whitwick
City of Dan
Market Street
Silver Street
Vicarage Street

Maps illustrating the Town Centre areas covered by the Order can be viewed at www.nwleics.gov.uk or made available on request to the Council's Licensing section.

Where printed matter such as promotional leaflets are affixed to vehicles in North West Leicestershire outside of a Council owned car park, the Council will investigate cases in accordance with Section 87 (Offence of Leaving Litter) of the Environmental Protection Act 1990. A person convicted of this offence could be liable to a fine of up to level 4.

Completing Applications

Application forms can be downloaded from the Council's website at www.nwleics.gov.uk and made available on request. A completed licence application form must be submitted at least 7 days prior to the start date of a distribution to:

Licensing
Community Services
North West Leicestershire District Council
Council Offices
Coalville
Leicestershire LE67 3FJ

For assistance with completing an application form, contact Licensing on:

Telephone: 01530 454844
Email: licensing@nwleicestershire.gov.uk