

Appendix 2 – Free distribution of printed matter on designated land

Fees

It is proposed that fees be based on a points scoring system:

- 5 points = £50
- 6 -10 points = £175
- 11-15 points = £250
- 16+ points = £350

1. On average, how many days do you want to distribute free printed material?

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

2. How many zones do you want to distribute in?

Area 1 only	1 point
Area 2 only	5 points
Both Areas	10 points

3. When do you want to distribute free printed material?

Monday to Friday (09:00 – 17:00)* *Excluding Gold Cup Festival week	1 point
Saturday to Sunday (09:00 – 17:00)* *Excluding Gold Cup Festival week	2 points
Daily (09:00 – 17:00) during Gold Cup Festival week	5 points
Evening/Night (17:00 onwards) during Gold Cup Festival week	5 points

4. What will your free printed material be promoting?

A single product/event/venue	1 point
Several different products, events, venues, or premises	2 points

5. How many people will be distributing free printed material?

Two or fewer	1 point
Three to five	2 points
More than five	5 points

Proposed conditions

The following consent conditions are proposed:

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]