

APPLICATION FOR A LICENSE TO DISTRIBUTE FREE LITERATURE (DFL)

Application for a license to Distribute Free Literature (DFL) in Hammersmith & Fulham. Licences can only be granted for DFL within an approved zone and at an approved point of distribution within the borough, please refer to the maps. Distributors must not distribute outside of these points. Additionally, distributors must not distribute within 50m of a London Underground or over ground rail station.

We have 8 zones (listed below) and within these zones there are several distribution points (see maps). Please choose the zone you want to distribute in and the point or points within that zone. The total time allowed in one zone is 3 hours in one day this can be split into 1 or half hours slots, the maximum number of distributors is 3.

Section 1: Please complete the following details:

Name of your organisation:

Tel No:

Address of your organisation:

Fax No:

Email:

Applicants Name:

Position:

Which date do you want the licence to start from?

Total number of distributors:

Please indicate which **approved zone** you wish to apply for by ticking all relevant boxes below:

Zone	✓	Zone	✓
Hammersmith Town Centre (HTC)	<input type="checkbox"/>	Fulham Football Club (FFC)	<input type="checkbox"/>
Fulham Town Centre (FTC)	<input type="checkbox"/>	Chelsea Football Club (CFC)	<input type="checkbox"/>
Shepherd's Bush Town Centre (SBTC)	<input type="checkbox"/>	Queen's Park Football Club (QPFC)	<input type="checkbox"/>
Olympia Exhibition Centre (OLY)	<input type="checkbox"/>	Earls Court 2 Exhibition Centre (EARL)	<input type="checkbox"/>

Please indicate which **points within these zones** you would like to apply for and **the times** you wish to distribute. The point reference numbers can be found on the zone maps. (e.g. point HTC02 from 3pm until 6pm) You will need to include **all** points that you wish to distribute from. If you do not include a point, it will not be included on your license if granted. You cannot distribute for more than 3 hours in total per day in one zone, but you can move from point to point within the zone as long as it is available and it is stated on your licence.

Days:

Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Points and times:

Points	Time From:	Time To:	Points	Time From:	Time To:
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

If you require more space please continue on a separate sheet and attach this with your application.

Section 2: Nature of Material and Distribution

Please provide a summary of the nature of your literature. Note the types of restricted literature as listed in the attached terms and conditions.

Please enclose a copy of the literature you will be distributing with your application.

Section 3: Terms & Conditions

1. Anyone wishing to distribute free literature within restricted areas shall only be permitted to have three distributors per point and at the approved time. This will help to minimise the impact on the local environment and the defacement of the designated area.
2. Consent cannot be granted if:
 - a) The applicant is unsuitable by reason of misconduct;
 - b) The applicant has within the previous five years been convicted of any offence under Section 4 of the LLA 1994;
 - c) There has already been sufficiency of persons to whom consent has already been given in the required locations
 - d) There is a risk of danger or unreasonable inconvenience to users of highways
3. No distribution will be permitted outside of any underground or over ground stations within Hammersmith & Fulham and within a 50-metre radius of any station entrances.
4. Distributions shall only take place between the hours of 7:00am and 8:00pm and shall take place for no more than three hours per day, either continuously or intermittently in one zone. (the zone is the area that contains several distribution points).
5. No consent will be given for the distribution of the following types of literature:
 - a) Racist, sexist or offensive material or literature encouraging criminal behaviour.
 - b) Literature that promotes the irresponsible use of alcohol (including 'happy-hour' advertisements and 'money-off' offers).
 - c) The Council need not give consent where it is considered that the proposed distribution of free literature is likely to lead to the defacement of the designated area.
6. All personnel engaged in DFL shall wear an authorised ID badge issued by the London Borough of Hammersmith & Fulham bearing their consent number and the name and address of the consent holder.

7. All personnel engaged in DFL shall produce, on demand of an Authorised Officer, their consent to DFL licence and ID badge for the area in which they are operating.
8. No free literature shall be left at any place on the highway to facilitate the general public to take the literature at their discretion unless by prior agreement from the Council.
9. All literature shall bear the name and address of the consent holder who is responsible for distributing the information unless an agreement has been reached prior to distribution with the Authority as part of the application process.
10. All personnel distributing free literature should clear the area (within 25m of their allocated point) at the end of their distribution of all dropped literature and remove the literature from site. Efforts should be made to recycle any dropped literature. Staff should remove, at any time, any literature from the public highway on demand of an authorised officer where it is safe to do so.
11. Consent may be revoked if any of the above conditions are contravened.
12. Distributors/consent holders should ensure that any personnel employed in the distribution of free literature have not received a fixed penalty charge notice under Sections 87/88 of the Environmental Protection Act 1990 (littering) or Schedule 3A of the Environmental Protection Act 1990 (unauthorised distribution of free literature). The consent holder may face a revocation of their consent if they do not comply with this requirement. Equally, consent shall not be given to a company that has been subject to prosecution under these sections.
13. Applications for consent for DFL must not be made less than 14 days prior to the period required to facilitate an appropriate time for the application to be considered. Distributions carried out whilst an application is being processed shall be treated as having no consent to distribute within the area. Applications may be delayed beyond 14 days when information is not supplied as required on the application form or where the fee is not submitted.

Informative

1. It is expected that all literature promoting alcohol shall display a responsible drinking strapline.
2. It is expected that all literature promoting gambling does not contravene the Council's Gambling Policy.

Section 4: Fees

The application fee for a single zone is £350.20 which includes one identity badge (ID). If you wish to distribute in more than one zone, there is an additional fee of £58.30 per zone.

Please complete the following table; state your requirements and enclose a cheque for the total amount with your application. If the correct sum is not enclosed, we will not be able to process your application.

Chargeable Item	Cost per unit	Quantity	Sub Total
Application and one ID badge	£350.20		
Additional Zone/s	£58.30		
Additional ID badge	£58.30		
TOTAL			

Section 4: Declaration

Please tick if correct

All of the information I have provided above is accurate to the best of my knowledge

I have not had a criminal conviction within the last 5 years.

None of the distributors I shall employ to distribute literature have received a Fixed Penalty Notice for littering in the last 12 months

I have read and understood the Terms and Conditions of this license

I have hereby read and understood the above terms and conditions of consent and any failures to comply upon issuance of licence would result in the immediate withdrawal of my licence.

Signed:

Date:

Section 5: Additional Information

Please allow at least 14 days for your application to be processed. You must not distribute any free literature whilst your application is being processed. Any distribution will be classed as an unauthorised distribution and will be subject to enforcement action.

Please email your completed application form or any questions you might have to: streettrading@lbhf.gov.uk

Or post the application form to:
Markets Office
1st Floor, 25 Bagleys Lane
London
SW6 2QA

Please make your cheque payable to: The London Borough of Hammersmith & Fulham

Section 6: For Official Use Only

Reference:

Fee Paid:

Case Officer:

Authorised by:

Date Received:

Expiry Date:

Reason for application being refused: