

Consent to distribute free printed matter - Frequently asked questions

1. In what areas of the city do I need consent to distribute free printed matter?

Please refer to the map on the Brighton and Hove Council 'Flyering' web page for a detailed map outlining the Flyering restriction zone.

2. Why has Brighton & Hove City Council decided to introduce this system?

The distribution of free printed material can cause heavy littering in the City when flyers and leaflets are dropped on the floor. The new controls are intended to minimise litter being created in this way, without banning this effective form of advertising.

The scheme also generates an income which is fed back into the street cleansing service provided by Brighton and Hove City Council.

3. What is free printed matter?

Free printed matter includes anything that is given, offered, or made available to the recipient free of any charge. This includes stickers, leaflets, vouchers, flyers, cards and newspapers.

4. Are there any exemptions?

Any person distributing matter by or on behalf of a charity or for political or religious purposes do need to have a licence however there is no charge. They will also be asked to comply with the licence conditions.

Anyone who thinks they may be entitled to a licence exemption should contact Cityclean on (01273) 292929.

5. How many different types of licence are there? How much will a licence cost?

There are two different types of licence; Standard and Premium, which fall in to two categories; Annual and Temporary.

A Standard Annual licence will allow the badge holder to distribute free printed matter between the hours of 07:00 and 19:00 each day. This type of licence costs £100 (and includes one badge).

The Premium Annual licence is for the distribution of free printed matter 24 hours a day. This type of licence costs £150 (and includes one badge).

Temporary licences last for a period of 28 days and come at a cost of £50 for a Standard licence and £100 for a Premium one.

Anyone distributing free printed matter must be a badge holder.

6. How many badges can I apply for?

A maximum of 4 badges can be applied for in addition to the one issued initially with the licence. There is a charge of £25 for each additional badge for whichever type of licence is applied for.

7. Are there any conditions on the consent?

Yes. Please refer to the Brighton and Hove City council 'Flyering' web page for a 'Conditions of Consent' information guide. **8. Can material be placed on cars?**

No. Distributors cannot place or fix free printed matter onto any parked vehicle.

9. Will material distributed on public transport, on private land or in buildings be affected?

No. Printed materials distributed on buses, through letterboxes, on privately owned land and in buildings, such as shops, are not affected by the terms of the licence.

10. What is the penalty for distributing matter in a designated area, without a licence?

Upon conviction, you could be fined up to £2,500. Alternatively, you may be given the opportunity to discharge your liability for conviction by paying a fixed penalty notice of £75. The matter being distributed may also be confiscated.

11. How do I apply for a licence?

Please refer to the Brighton and Hove Council 'Flyering' web page for an application form or email flyering@brighton-hove.gov.uk to request an application pack.

12. How long does it take to get a licence?

Licence applications must be received a minimum of 10 working days before consent is required. If you are making your application by post please allow an extra 3 working days.

13. What do I do if I lose a badge?

If you lose a badge you need to report it immediately (01273) 294748, you will also need to replace it by purchasing a new one.

14. How do I pay?

Payment should be made by cheque or postal order made payable to Brighton and Hove City Council. On the back of the cheque/postal order please write CLEO11/LG130.

If you send cash, it is advisable to send it via recorded delivery.
Please post to:

**Flyering Licence Applications
Cityclean
Hollingdean Depot
Upper Hollingdean Road
Brighton
BN1 7GA**