

Appendix 1 – Consent Conditions for Static Displays

All consents will be subject to the following conditions. Consents may also be subject to additional specific conditions based upon the application details. The consent holder remains fully responsible for the safety of the distributors whilst distributing materials or whilst removing litter.

1. Each Authorisation only permits the distribution of free printed matter from static displays located at the authorised premises only.
2. Distributors must have their Authorisations clearly displayed in the window of the premises where the static display is located at all times when distributing free printed material.
3. Authorisations are not interchangeable between consent holders.
4. Free printed matter may only be distributed from a static display whilst the authorised premises is open. Any static displays must be removed or cleared of free printed matter whilst the authorised premises is closed.
5. All places in which free printed matter is being distributed must be kept free from discarded matter so that the area does not fall below grade B of the Government's "Code of Practice on Litter and Refuse" at any time. If an authorised officer of the council considers that the standard has been breached as a consequence of the distribution of free printed matter, his/her assessment will be definitive at the time. Challenges to the assessment will only be accepted through the formal appeals process.
6. If an authorised officer requests the consent holder/distributor to pick up discarded printed matter, the consent holder/distributor shall do so immediately. The distributor will stop distribution until all discarded printed matter connected to them has been picked up. All discarded printed matter must be picked up within one hour.
7. Printed matter includes any materials produced for distribution which have been subject to a printing process, and includes flyers, self adhesive stickers, leaflets, cards, papers, containers and any similar items.
8. The free printed matter must bear the name, address, email, website and telephone number of the company or venue that is being promoted.

9. The free printed matter must bear the message “It is an offence to litter. Dropping this leaflet on the ground could result in a maximum fine of £2500”
10. Applications for consents must be made no less than 10 working days before the first day of the period of distribution. Consents run from the 1st day of each month.
11. Consents will be subject to the payment of a fee to be paid at the time of the application.
12. No free printed matter that encourages irresponsible consumption of alcohol can be issued. This includes irresponsible drinks promotions, such as all-inclusive drinks offers when paying for entry, or drink all you can for a fixed amount. All promotions for alcohol must also carry the Drink Aware message.
13. 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. Particular care should be taken to avoid causing offence on the grounds of race, religion, sex, sexual orientation, age or disability. Compliance will be judged on the context, medium, audience, product and prevailing standards of decency. http://www.asa.org.uk/asa/codes/cap_code/
14. Distributors must not distribute free printed matter in such a way as to cause nuisance or annoyance to members of the public.
15. Failure to comply with these consent conditions may result in your authorisation being revoked.
16. In the event of a consent being revoked, any fees paid by the applicant will not be refunded.
17. In the event of a consent being revoked then no further application can be made for a minimum period of 1 year from the date on which the consent was revoked.
18. Oxford City Council reserves the right to refuse consent to any individual or business and will take any relevant previous convictions, warnings, revocations or refusals for the distribution of free printed matter into consideration before authorisation is given.

This page is intentionally left blank