

Consent Conditions

All Consents will be subject to the following conditions. Consents may also be subject to specific conditions based upon the application details.

NOTE: This Consent does not cover the handing out of products or use of a static space with equipment etc. A permit can be obtained separately for this type of activity. Please contact us for more details.

The Consent holder remains fully responsible for the safety of the distributors whilst distributing materials or whilst removing litter.

1. All staff engaged in the distribution of free literature shall wear an authorisation badge using a highly visible lanyard issued by the City Council, bearing the number of the authorisation badge and showing the name and contact telephone number of the Consent holder.
2. The authorisation badge shall be produced on demand to an authorised officer of the Council or other relevant agency.
3. Authorisation badges are not interchangeable/transferrable between Consent holders and all distributors using them must be directly employed by the Consent holder.
4. The Consent holder must maintain, and make available for inspection upon request, a log/database of the name and addresses of all distributors used, together with their date of birth and National Insurance numbers. The log shall record where and when the distributors were operating, materials being offered and the authorisation badge being used.
5. Applicants must apply from a Sheffield based address, or provide a statement detailing how the applicant proposes to ensure that there is local management and accountability to prevent litter occurring as a result of the free distribution of printed matter and to remove any resultant litter.
6. No free printed matter shall be left unattended by staff for the general public to take at their discretion.
7. All places in which free printed matter is being distributed must be kept free of 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.
8. If an authorised officer requests the Consented staff to pick up discarded printed matter, the staff member shall do so immediately. The distributor will stop distribution until the materials on pedestrian areas have been removed and the area restored to Grade A within the hour and materials on trafficked roads restored to Grade A within 6 hours.



9. Free printed matter includes self-adhesive promotional material.
10. The Consent permit and free printed matter must bear the contact details of the company/brand or venue or event that is being promoted.
11. Applications for annual Consents must be made not less than 7 days before the period of distribution. Sheffield City Council must approve a sample of the literature to be distributed before Consent is issued. This decision will be final.
12. Consents will be subject to the payment of a fee to be paid at the time of the application.
13. No free printed matter shall be placed on parked vehicles, attached to parked vehicles or fixed to parked vehicles.
14. No free printed matter, which clearly encourages irresponsible gambling and/or 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), which will not be allowed. Responsible promotions for alcohol or gambling must carry the Drink Aware / Gamble Aware message.
15. A copy of the leaflet may be requested, which can be sent by email.
16. Free printed matter being distributed by charitable organisations must show the charity number.
17. Sheffield City Council reserves the right to instruct an authorised badge holder to move to an alternative location at any time.
18. It is the authorised badge holder's responsibility to ensure areas are free to use prior to arrival on site (i.e. civic events, civil works, deliveries, etc.).
19. Fraudulent use of badges will result in the organisation concerned being banned from the scheme
20. Expired badges can be either returned when applying for a new Consent period or destroyed by the holder.

Free Literature Consent Scheme - Frequently Asked Questions

What is the cost of a Free Literature Consent?

Type of Consent / Permit	FEE
Monthly authorisation badge	£54
Annual – 1 st authorisation badge applied for	£81
Annual – 2 nd authorisation badge applied for	£109
Annual – 3 rd authorisation badge applied for	£163
Annual – 4 th and subsequent authorisation badge applied for	£192

An applicant can apply for as many badges as they need, but each badge will have to be paid for.

For example: One badge applied for costs £81 per annum. Five badges applied for costs: £81 + £109 + £163 + £192 + £192 = £737

Consents are issued to a named Consent holder who will be responsible for issuing the badges to their distribution staff. As a Consent holder you must ensure that you have enough Consents to cover the people that you have distributing free literature at any one time.

What is Free Printed Matter?

This includes:

- Leaflets, pamphlets or cards advertising your business
- Stickers
- Free Newspapers
- Documents
- Takeaway menus and other promotional material

Where does the Consent allow me to distribute free literature?

Once you have received Consent you can distribute free literature on Council owned land anywhere within the city centre boundary as marked in red, **other than the Peace Gardens and Winter Garden (pink shaded areas)**. Permission should be obtained from the land owner to distribute in privately owned spaces, ie. Leopold Square and Orchard Square.

What details are on the Consent badge?

The Consent badge contains the name of the Consent holder, organisation name, distributing on behalf of organisation (if applicable), telephone number, an issue number and expiry date. Consent badges must be available for inspection at all times when literature is being distributed.

How long does a Consent last?

Consents last for a period of 12 months from the date of issue, or in the case of a monthly Consent for 30 days.



How can you pay for the Consent?

Payment to be made on application by debit/credit card transaction.

Where is the Free Literature Consents Office situated?

City Centre Management, 2nd Floor, Moor Market Office Suite, 77 The Moor, Sheffield, S1 4PF. Please note that personal callers will only be seen by prior appointment please telephone 0114 2736895.

How long does it take to obtain Consent?

Applications for Consent usually take up to 5 working days to process. (Please allow time for 2nd Class postage)

Can I use the Consent in the morning and allow someone else to use it in the afternoon?

Consents can be used by more than one person provided that they are not working at the same time.

What happens if I lose my Consent badge?

A replacement charge of £60 is made for Consent badges which are lost or stolen.

Are there any exemptions under the scheme?

There are exemptions under the scheme for free literature which is distributed by or on behalf of a charity (within the meaning of the Charities Act 1993) or where the distribution is for a political purpose or purpose of a religion or belief. The distribution of free literature through a letter box or vehicle is also excluded from the scheme. NOTE: for charities, the leaflet must show the charity number.

What will happen if someone is caught distributing free literature without a Consent badge?

Any person who distributes free printed matter without Consent from the Council may be committing an offence and could be liable on conviction in a Magistrates' Court to a fine up to £2,500. An offence is committed if someone causes another person to distribute free printed matter in a designated area without Consent. The person commissioning the actual distributor therefore also commits an offence. Authorised Enforcement officers may offer the person distributing the literature the opportunity to discharge the liability to conviction for the offence by paying a Fixed Penalty Notice of £100.

For additional information please see the 'Consents Conditions' document attached to the Distributing Leaflets in the city centre webpage at the Council website:

<https://www.sheffield.gov.uk/home/business/licences-permits-registrations/distributing-leaflets-in-the-city-centre.html>



City Centre Management Team Boundary

