



**LEAFLETING AND OTHER FORMS OF ADVERTISING
DISTRIBUTION, OR WALKING/STATIONARY HUMAN
ADVERTISING (E.G. PERSONS WITH BILLBOARDS) WITHOUT
THE USE OF STALLS.**

Notes for Applicants for Temporary Street Trading Licences

The law about street trading is contained in Part III of Schedule 3 of the London Local Authorities Act 2007, and these notes are purely for information purposes.

You will need a licence if you want to hand out or distribute commercial leaflets, flyers or other distribution material or have human advertising (e.g. persons with billboards), advertising articles for sale or the provision of services for any gain or reward on:-

- A. A public highway such as a pavement, footpath, road, street or right of way, and
- B. Any other area, not being within permanently enclosed premises within 7 metres of any public highway (see above), to which the public can obtain access without payment. The leafleting etc does not need a licence if it is on private land adjacent to a shop and the leafleting:-
 - forms part of the business of the owner of the shop or a person assessed for uniform business rates in respect of the shop, and
 - it takes place during the opening hours of the shop.

It does not matter whether the gain or reward goes to the person carrying out the leafleting or to another person (e.g. the business being advertised).

Please note a separate application must be made for every street/road where the leafleting or human advertising is to take place.

Examples for commercial leafleting etc are:

1. Handing out material to passersby advertising or promoting goods for sale or offering free goods to persons if they have to go to a business premises or contact the business in some way in order to obtain the free goods;
2. Handing out material to passersby advertising or otherwise promoting the services of a business or offering free services to persons if they go to business premises or contact the business in some way.
3. Any combination of number 1 and 2 above (e.g. the offer of free goods if persons attend or contact a business which offers services (other than the sale of goods).

Human Advertising can take various forms, such as a person wearing a billboard, holding a placard, wearing advertising costumes or equipment, or making or playing verbal announcements/canvassing (whether amplified or not).

No licences will be required for leaflet etc distribution and human advertising carried out by bona fide charities, political groups and religious groups, provided the advertising is purely in connection with their non profit making activities and the advertising does not contain any reference to any commercial business or activity.

The application form must be completed and accompanied by the correct fee, and any other required document. Upon receipt of the application, further information may be required, and you shall be written to or contacted if this is the case.

The Council may carry out such consultation as it thinks fit, having regard to the proposed numbers of distributors in a street, the hours required, and the length of the licence required. All opposed applications, and all applications (opposed and unopposed) in the Councils Licensing Act 2003 Cumulative Impact Zones will be referred to the Council's Licensing Committee for decision. If you wish to check whether an area is in a Cumulative Impact Zone, please contact the Licensing Team (email: Licensing@newham.gov.uk telephone 0203 373 1925).