

Appendix 2

Regulation of Free Leaflet Distribution in Slough

The areas listed below are well known for their shops and commercial businesses in Slough –

Town Centre including Wellington Street, Windsor Road, Albert Street – Mere Road, Yew Tree Road.

Langley – High Street from Alderbury Road to Parlaunt and including Harrow Market.

Chalvey – all of Montem Lane, Ledgers Raod, Chalvey Road West into Church Street, Tuns Lane, High Street, along Chalvey Road East to Ragstone Road, down to Windsor Road, then back into Chalvey Road East.

Farnham Road – From Whitby Road to Cumberland Avenue.

As such these areas attract large numbers of people who are accessing and using these businesses. It is important for the council to maintain these areas to a high standard to ensure that the people who visit these businesses are in a clean and safe environment. It is also important that Slough maintains its status as a clean and safe place for people to visit and frequent. Maximising footfall and ensuring a pleasant shopping experience is essential in ensuring people who use the retail businesses of Slough and that those who visit form elsewhere come back again.

As part of this process it is essential that activities that potentially could have a negative impact on the street scene are regulated and controlled.

Over the last three years there has been an increase in Slough where businesses have used their own staff or contractors to promote their businesses by the use of leaflets or flyers. These flyers are then handed to members of the public as they pass by or left in strategic areas. Often these flyers are then quickly disregarded by the recipient in a variety of ways that does not always involve the use of a bin. Other methods of distribution have been used and these include strategically leaving flyers on public benches, in shop door ways and at entry points to shopping centres. However this has led to flyers being blown about by the wind or individuals kicking or throwing the flyers around and so littering the streets.

Often contracted flyer distributors are given a certain number of flyers to distribute during the day and once this is done they can leave. This has led to a number of distributors giving people up to six of the same flyers at the same time or dumping flyers in areas where they will be hidden, other than waste bins. In both situations this has again led to flyers littering the streets.

By regulating the distribution of free literature Slough Borough Council will know which business or contracted company is responsible for distributing leaflets for a business and in what area they are operating. It will also give the council the opportunity to ensure that businesses are made responsible to ensure that any waste created by these leaflets is cleared up from the streets by them and disposed of properly at their expense. As opposed to the current situation where the councils street cleansing contractor is cleaning up waste leaflets at the tax payers expense.

In addition I can confirm that the Neighbourhood Enforcement Team (NET) is in full support of regulating the distribution of free literature throughout the areas listed above in the borough. The NET believes that in achieving regulation there will be a clear and positive visible reduction in the amount of free literature based litter in these areas.

Regards,