

Council clamps down on street flyers

Hillingdon Council is introducing new measures to prevent businesses handing out printed material in certain areas of the borough without prior approval.

The move comes as increasing numbers of flyers are being handed out to passers by in areas such as town centres in Uxbridge and Hayes and near Brunel University, which are then usually dropped on the street as litter or go in rubbish bins before going to landfill.

Businesses will still be able to apply for a licence from the council to distribute flyers and advertisements at a small charge but this will enable the council to control the number of businesses operating at any one time and also ensure that they remove any dropped flyers from the area.

Cllr Jonathan Bianco, Finance, Property and Business Services commented: "We are not against businesses promoting their products, as long as they act responsibly, ensuring that the distribution of their free printed leaflets and flyers does not create litter in our public spaces. We are committed to keeping our streets and towns clean, ensuring they can be used and enjoyed by all."

The new measures have been introduced at the request of businesses who felt the frequent distribution of leaflets was becoming a nuisance to visitors some areas of Hillingdon. They will come into force from mid-February and the council will be writing to local businesses to inform them of the changes.

ENDS

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