

Advertising Applications

Guidance Notes

In the case of an application for a Premises Licence under Section 17, for a Provisional Statement under Section 29, to vary a Premises Licence under Section 34, or a Club Premises Certificate under Section 84, the person making the application shall advertise the application, in both cases in a prescribed format and contain the appropriate information. The format of advertisement and information to be included is:-

(A) By displaying a notice:

For a period of no less than 28 consecutive days, starting on the day after the day on which the application was given to the relevant licensing authority, by displaying a notice:

- (i) which is -
 - Ⓐ of a size equal or larger than A4;
 - Ⓑ of a pale blue colour;
 - Ⓒ printed legibly in black, in a font of a size equal to or larger than 16.
- (ii) In all cases, prominently at or on the premises to which the application relates, where it can be conveniently read from the exterior of the premises, covering an area exceeding 50m square, a further notice in the same form and subjected to the same requirements, every 50m along the external perimeter of the premises abutting any highway; and

(B) By publishing a notice:

- (i) in a local newspaper, or, if there is none, in a local newsletter, circular or similar document, circulating in the vicinity of the premises;
- (ii) on at least one occasion during the period of ten working days, starting on the day after the day on which the application was given to the relevant licensing authority.

In the case of an application for a Premises Licence - Section 17, or a Club Premises Certificate - Section 71, the notices shall contain a statement of the relevant licensable activities or relevant qualifying club activities as the case may require, which is proposed will be carried on or from the premises. The statement should include information on the days and times that any licensable activities will take place.

- (i) In the case of an application for a Provisional Statement, the necessary notices:
 - Ⓐ shall state that representatives are restricted after the issue of a Provisional Statement; and
 - Ⓑ where known, may state the relevant licensable activities which it is proposed will be carried out on or from the premises.
- (ii) In the case of an application to vary a Premises Licence or a Club Premises Certificate, the required notices shall briefly describe the proposed variation.

- (iii) In all cases the required notices shall state:
- Ⓐ the name of the applicant or club;
 - Ⓑ the postal address of the premises or club premises, if any; or if there is not postal address for the premises, a description of those premises sufficient to enable the location and extent of the premises to be identified;
 - Ⓒ the postal address and, where applicable, the worldwide web address where the register of the licensing authority is kept and where and when the record of the application may be inspected;
 - Ⓓ the date by which an interested party or responsible authority may make representations to the licensing authority;
 - Ⓔ that representations shall be made in writing;
 - Ⓕ that it is an offence knowingly or recklessly to make a false statement in connection with an application and the maximum fine for which a person is liable on summary conviction for the offence (level 5 on the standard scale).