



Advertising applications

Advert to be displayed on the premises

With regards to applications for a variation of a premises licence, club premises certificate and provisional statement a poster must be displayed at the premises to which the application relates in the following format:

- pale blue A4 (or larger) and
- legible black print / ink in 16 font size (or larger).

The notice must be prominently displayed for 28 consecutive days starting on the day after the application is given to the Council. Where the premises cover an area of more than 50 square metres, the same notice must be displayed every 50 metres along the external perimeter of the premises.

It is important that the notice contains the following information:

- the name of the applicant
- the postal address of the premises
- the licensable activities
- postal and website (if any) of your licensing authority, where the application may be inspected
- the date by which an interested party or responsible authority may make representations
- that representations must 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
- if a provisional statement, the notice needs to state that representations are restricted after the issue of a provisional statement, and where known, may state the relevant licensable activities which it proposes to provide and
- if a variation, the notice must also briefly describe the proposed variation.

Advert to be displayed in the local paper.

You are also required to publish your application in a local newspaper, circulated in the vicinity of the premises, at least once during the ten working days after your application has been given to the Council.

The advert in the local paper must include:

- the name of the applicant
- the postal address of the premises
- the licensable activities
- postal and website (if any) of your licensing authority, where the application may be inspected
- the date by which an interested party or responsible authority may make representations
- that representations must 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
- if a provisional statement, the notice needs to state that representations are restricted after the issue of a provisional statement, and where known, may state the relevant licensable activities which it proposes to provide and
- if a variation, the notice must also briefly describe the proposed variation.