

Advertising applications

If you are applying for

- a new Premises Licence
- to vary a Licence
- a Club Premises Certificate
- to Vary a Club Premises Certificate
- Provisional Statement

you must advertise your application.

Posters

For a period of not less than 28 consecutive days, starting on the day after you give your application to the Licensing Authority, you must display a poster prominently on the premises to which the application relates. It must be in an exterior location so that the public can read it conveniently at any time of day. If the premises is larger than 50 metres square you must place additional posters (the same as the original) every 50 metres along the premises boundary where it is abutting any highway.

The poster must be

- of a size equal or larger than A4
- of pale blue colour
- printed legibly in black ink or typed in black ink in a font equal to or larger than 16.

Newspaper advertisement

You must place an advertisement in a local newspaper circulating in the vicinity of the premises on at least one occasion during the period of 10 working days starting on the day after you give your application to the Licensing Authority. When the advert has appeared you should send a copy of the page on which it appears to the Licensing Authority.

Advertisement content

Depending on the type of application the advertisements must contain the information set out below.

New applications

- The proposed licensable activities or qualifying club activities
- The name of the applicant or club

- The postal address of the premises or club premises or, if none, a description sufficient to identify the location and extent of the premises.
- The postal address and worldwide web address of the Licensing Authority and when 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 the offence. Level 5 (£5,000).

Variations

- The proposed variations
- The name of the applicant or club
- The postal address of the premises or club premises or, if none, a description sufficient to identify the location and extent of the premises.
- The postal address and worldwide web address of the Licensing Authority and when 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 the offence. Level 5 (£5,000).

Provisional Statement

- The postal address of the premises or club premises or, if none, a description sufficient to identify the location and extent of the premises.
- The postal address and worldwide web address of the Licensing Authority and when 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 the offence. Level 5 (£5,000).
- That representations are restricted after the issue of the Provisional Statement, if known, what the relevant licensable activities will be.