

Licensing Act 2003 Advertising - Guidance for Format of 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 Licensing Authority, the applicant must display a notice on the premises containing a summary of the application. This shall set out matters including the name of the applicant, the premises address, proposed licensable activities and the proposed hours of opening. The advertising notice should also contain information about where representations may be made or where the full details of the application may be viewed, dates between which responsible authorities and any other person are able to make a representation and a statement noting that it is an offence to knowingly make a false or reckless statement in connection with this application, to which a fine may be attached.

The notice must be:

- 1 of a size equal or larger than A4;
- 2 of a pale blue colour;
- 3 printed legibly in black ink or typed in black in minimum size 16 font.

The notice must be displayed in a prominent position at or on the premises, clearly visible to the general public. In the case of a premises covering an area of more than fifty metres square, further notices should be placed every fifty metres along the external perimeter of the premises. Please see example following of notice.

The applicant must also publish a notice:

- 1 a local newspaper or, if there is none, in a local newsletter, circular or similar document, circulating in the vicinity of the premises;
- 2 on at least one occasion during the period of 10 working days starting on the day after the application was made to the Licensing Authority.

Applicants are advised to contact the newspaper they intend to use before making application to check whether sufficient space is available for their notice to be advertised within the required period. The consultation period allowed in the newspaper notice must coincide with expiry date for representations shown in the notice displayed on the premises.

Example:

Application is lodged with the Licensing Authority on 28 February. A notice must be displayed on the premises from 1 March and should allow up to 28 March for representations to be made. If the applicant subsequently advertises the notice in the newspaper on, say, 7 March, the expiry date for representations should still be 28 March.

Notice of an Application for a Variation to a Premises Licence

Date this notice posted on the premises

Premises

Address

I/We

have applied to Eden District Council, (the Licensing Authority), for a variation of the Premises Licence in respect of the above premises. The proposed variation relates to the sale of alcohol/provision of regulated entertainment*. Where applicable regulated entertainment will include:

*Music	*Playing recorded sound	*Showing of films
*Singing	*Live performers	*Performance of a play
*Dancing	*Other forms of live dance	
*Sporting/game competitions in the presence of an audience (including, but not limited to, darts and snooker/pool competitions)		
*Late night refreshment will be provided until not later than: (Please state time)		

(*Delete as appropriate)

Day	Sale/Supply of Alcohol	Regulated Entertainment	Other times when the premises will be open
	from: to:	from: to:	from: to:
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			
Public Holiday			

Any person intending to make relevant representations on this application should submit them in writing within 28 days from the date this notice is first displayed on the above premises to: The Licensing Section, Eden District Council, Town Hall, Penrith, CA11 7QF, or by emailing to: admin.licensing@eden.gov.uk. The full application can be viewed at the given address between the hours of 10.00am to 4.00pm, Monday to Friday.

Last date for Representations:

It is an offence to knowingly or recklessly make a false statement in connection with this application. A person guilty is liable on summary conviction to an unlimited fine.