

Licensing Act 2003

Advertising requirements – Guidance notes

An applicant for a Premises Licence or Club Premises Certificate, a provisional statement, variation or minor variation is required to display a notice at the premises. Applications for new or varied Premises Licence or Club Premises Certificate must also publish a notice in a local newspaper.

It is the responsibility of the applicant to ensure that notices include the correct information, are properly displayed and where necessary published in a local newspaper.

If the statutory advertising requirements are not met, the application will be deemed invalid and the applicant will have to re-submit their application and start from the beginning. Copies of the notices and photographs showing the location at the premises should be sent to the licensing authority as soon as possible to confirm that the requirements have been met.

Notices at the premises

The notice must be prominently displayed at or on the site of the premises to which the application relates to. The notice must be easily seen from the exterior of the premises and, where the premises covers an area of more than 50 metres square, further notices must be displayed every 50 metres along the external boundary of the premises abutting any highway.

A sample notice is provided below.

For new grants, provisional statements and full variations of premises licence or club premises certificate

The notice must be equal to or larger than A4 size, be **pale blue in colour** and printed in black ink in font size 16 or larger. It must be prominently displayed at or on the site of the premises for a period of **28 consecutive days** starting from the day after the day the application is made to the Licensing Authority.

For minor variation applications

The notice must be equal to or larger than A4 size, be **white in colour** and printed in black ink in font size 16 or larger. It must be prominently displayed at or on the site of the premises for a period of **10 consecutive working days** starting from the day after the day the application is made to the Licensing Authority.

A sample public notice for a new/variation premises licence is available below. Please ensure you insert the correct details and delete the irrelevant ones.

Newspaper Advertisement

Applicants for a new or varied Premises Licence or Club Premises Certificate must also publish a notice in a local newspaper circulating in the vicinity of the premises 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.

A sample newspaper notice for a new/variation premises licence is available beneath the notice to display at the premises.

NOTICE TO DISPLAY AT THE PREMISES - Insert relevant information where the text is underlined below and delete this instruction.

LICENSING ACT 2003

APPLICATION FOR A [NEW/VARIATION] [PREMISES LICENCE/CLUB PREMISES CERTIFICATE]

Notice is hereby given that (full name of applicant) has applied to Reigate & Banstead BC on (date) for a (new/variation) (premises licence/club premises certificate) to use (name and full postal address of the premises or description of site if no address is available) for the provision of (state details of all proposed licensable activities or details of the variation applied for)

A copy of the application can be viewed at the Licensing Department, Reigate & Banstead BC, Town Hall, Castlefield Road, Reigate, RH2 0SH. The application can be viewed by appointment Monday - Friday 10.00 am to 4.00 pm, except bank holidays.

Any person wishing to make representations in relation to this application must give notice **in writing** to: Licensing, Reigate & Banstead BC, Town Hall, Castlefield Road, Reigate, RH2 0SH, giving in detail the grounds of objection

Representations must be received on or before (DATE)- calculate 28 days after the application is received by the licensing authority).

The licensing authority will have regard to any such representation when considering the application.

It is an offence, under section 158 of the Licensing Act 2003, to knowingly or recklessly make a false statement in or in connection with an application for premises licence and the maximum fine on being convicted of such an offence is £5000.

Date:

NOTICE TO DISPLAY IN THE NEWSPAPER - Insert relevant information where the text is underlined below and delete this instruction.

APPLICATION FOR A [NEW/VARIATION] [PREMISES LICENCE/CLUB PREMISES CERTIFICATE]

Take notice that we *[insert applicants name or name of club]* have made an application to Reigate and Banstead Borough Council acting as the Licensing Authority, for a *[new/variation] [Premises Licence/Club Premises Certificate]* in respect of *[insert postal address of premises.]*

To *(state details of all proposed licensable activities or details of the variation applied for)*

The application and the Licensing Authority's public register can be inspected at: The Town Hall, Castlefield Road, Reigate RH2 0SH, Monday to Friday (except on public holidays) between the hours of 10.00 am to 4.00 pm.

The date by which relevant persons may make representations to the relevant Licensing Authority against this application is: *[insert date - calculated 28 days after the application is received by the licensing authority].*

Take note 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 is Level 5 on the standard scale of fines (£5,000)