



Licensing Act 2003 - Advertising requirements

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 and/or publish a notice in a local newspaper.

It is the responsibility of the applicant to ensure that notices include the correct information and are properly displayed. Templates for the public notices using the correct headings and font sizes are available at the end of this document as follows:

Appendix 1: public notice template for new premises licence

Appendix 2: public notice template for a variation to a premises licence

Appendix 3: public notice template for a minor variation to a premises licence

Appendix 4: public notice template for new club premises certificate

Appendix 5: public notice template for a variation to a club premises certificate

Appendix 6: public notice template for a minor variation to a club premises certificate

Appendix 7: public notice template for provisional statement

Appendix 8: notes on completing the notices

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 should be sent to the licensing authority as soon as possible to confirm that the requirements have been met.

The notices must give:

- The name of the applicant
- The postal address of the premises or if no address is available, a description of the premises to enable the location to be identified
- Details of the proposed licensable activities to be carried out at the premises, or in the case of a variation, brief details of the variation applied for
- The postal address and where applicable the website address where the register of the licensing authority is kept and where the application can be inspected
- The date by which a responsible authority or any other person can make relevant representations to the licensing authority
- A statement that representations must be made in writing (this includes electronic representations)
- A statement that it is an offence to knowingly or recklessly make a false statement in connection with an application and the maximum fine on being convicted of such an offence is £5000;
- In respect of applications for provisional statements, a statement of the fact that representations are restricted after the issue of a provisional statement

Applications requiring notices

| Type | Display of notice at premises | Publishing of notice in newspaper | Other form of notice such as on a public website |
|---|-------------------------------|-----------------------------------|--|
| New premises licence or club premises certificate | Yes (applicant) | Yes (applicant) | Yes (licensing authority) |
| Provisional statement | Yes (applicant) | Yes (applicant) | Yes (licensing authority) |
| Full variation of premises licence or club premises certificate | Yes (applicant) | Yes (applicant) | Yes (licensing authority) |
| Minor variation | Yes (applicant) | No | No |
| Review of licence or certificate | Yes (licensing authority) | No | No |

Display of Notice

The notice must be prominently displayed at or on the site of the premises 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 adjacent to the highway.

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 variations

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.

Publish of notice (newspaper advert)

A notice must be published in a local newspaper circulating in the area to which the premises relate. For the purposes of the Act, the City of London recognises the following as being local newspapers for its area:

London Evening Standard
London Metro
City AM

If an alternative publication is used such as a newsletter or circular, it is the applicant's responsibility to ensure that the publication circulates adequately in the vicinity of the premises.

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

The notice must be published a local newspaper within **10 working days** from the day the application is made. The notice only has to appear once in the local paper. Applicants are advised to check with the licensing authority that their application is correct and valid prior to placing their newspaper advert. This is to ensure that applicants do not incur any unnecessary costs.

Advertisement by the licensing authority

The licensing authority shall advertise applications for new premises licences or club premises certificates, provisional statements and variations to premises licences or club premises certificates by publishing a notice on its website setting out all the relevant information.

Review of licence

The Licensing Authority shall advertise an application for the review of a licence or certificate by displaying a notice at or near to the premises. 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.

Section 17 Licensing Act 2003

Licensing Act 2003
Application for a new Premises
Licence

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
for a new premises licence to use (3) _____
_____ for the provision of (4) _____

A record of this application is held by the City of London and can be viewed by members of the public online by visiting www.cityoflondon.gov.uk or by appointment at the offices of City of London licensing authority, Guildhall, London, EC2P 2EJ.

Any person wishing to make a representation in relation to this application must give notice in writing to the licensing authority at the address shown above or by emailing Licensing@cityoflondon.gov.uk giving in detail the grounds of objection by (5) _____

The licensing authority must receive representations by the date given above. 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.

Section 34 Licensing Act 2003

**Licensing Act 2003
Variation of a Premises Licence**

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
to vary the premises licence in respect of (3) _____

The proposed variation is to (4) _____

A record of this application is held by the City of London and can be viewed by members of the public online by visiting www.cityoflondon.gov.uk or by appointment at the offices of City of London licensing authority, Guildhall, London, EC2P 2EJ.

Any person wishing to make a representation in relation to this application must give notice in writing to the licensing authority at the address shown above or by emailing Licensing@cityoflondon.gov.uk giving in detail the grounds of objection by (5) _____

The licensing authority must receive representations by the date given above. 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.

Section 41A Licensing Act 2003

Licensing Act 2003
Minor Variation of a Premises Licence

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
for a minor variation of the premises licence in respect of (3) _____

The proposed minor variation is to (4) _____

A record of this application is held by the City of London and can be viewed by members of the public online by visiting www.cityoflondon.gov.uk or by appointment at the offices of City of London licensing authority, Guildhall, London, EC2P 2EJ.

Any person wishing to make a representation in relation to this application must give notice in writing to the licensing authority at the address shown above or by emailing Licensing@cityoflondon.gov.uk giving in detail the grounds of objection by (5) _____

The licensing authority must receive representations by the date given above. 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.

Section 71 Licensing Act 2003

Licensing Act 2003
Application for a new Club Premises
Certificate

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
for a new club premises certificate in respect of (3) _____

for the provision of _____

A record of this application is held by the City of London and can be viewed by members of the public online by visiting www.cityoflondon.gov.uk or by appointment at the offices of City of London licensing authority, Guildhall, London, EC2P 2EJ.

Any person wishing to make a representation in relation to this application must give notice in writing to the licensing authority at the address shown above or by emailing Licensing@cityoflondon.gov.uk giving in detail the grounds of objection by (5) _____

The licensing authority must receive representations by the date given above. 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.

Section 84 Licensing Act 2003

Licensing Act 2003
Variation of a Club Premises Certificate

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
to vary the club premises certificate in respect of (3) _____

The proposed variation is to (4) _____

A record of this application is held by the City of London and can be viewed by members of the public online by visiting www.cityoflondon.gov.uk or by appointment at the offices of City of London licensing authority, Guildhall, London, EC2P 2EJ.

Any person wishing to make a representation in relation to this application must give notice in writing to the licensing authority at the address shown above or by emailing Licensing@cityoflondon.gov.uk giving in detail the grounds of objection by (5) _____

The licensing authority must receive representations by the date given above. 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.

Section 86A Licensing Act 2003

**Licensing Act 2003
Minor Variation of a Club Premises
Certificate**

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
for a minor variation of the club premises certificate in respect
of (3) _____
The proposed variation is to (4) _____

A record of this application is held by the City of London and
can be viewed by members of the public online by visiting
www.cityoflondon.gov.uk or by appointment at the offices of
City of London licensing authority, Guildhall, London, EC2P
2EJ.

Any person wishing to make a representation in relation to this
application must give notice in writing to the licensing authority
at the address shown above or by emailing
Licensing@cityoflondon.gov.uk giving in detail the grounds of
objection by (5) _____

The licensing authority must receive representations by the
date given above. 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.

Section 29 Licensing Act 2003

Licensing Act 2003 Provisional Statement

Notice is hereby given that (1) _____
has applied to the City of London on (2) _____
for a new premises licence to use (3) _____

for the provision of (4) .

A record of this application is held by the City of London and can be viewed by members of the public online by visiting www.cityoflondon.gov.uk or by appointment at the offices of City of London licensing authority, Guildhall, London, EC2P 2EJ.

Any person wishing to make a representation in relation to this application must give notice in writing to the licensing authority at the address shown above or by emailing Licensing@cityoflondon.gov.uk giving in detail the grounds of objection by (5) _____

The licensing authority must receive representations by the date given above. The licensing authority will have regard to any such representation when considering the application. Representations are restricted after the issue of a provisional statement unless there have been material changes either to the premises or the area.

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.

Appendix 8

Notes on completing the notices:

- (1) Insert full name of applicant
- (2) Insert date of application
- (3) insert name and full postal address of the premises
- (4) new premises licence and provisional statement - state details of all proposed licensable activities

variation of licence - state details of all activities/hours/condition to be varied or added to the licence

minor variation of licence or certificate - state details of minor variation

new club premises certificate - state details of all proposed club activities

variation of club premises certificate - state details of all activities/ hours/ condition to be varied or added to the certificate

- (5) Insert the date the by which all relevant representations must be received by the licensing authority:

New / variation of premises licence and provisional statements - 28 days after the application is received by the licensing authority)

Minor variation of licence or certificate - 10 working days after the application is received by the licensing authority

New and variations to club premises certificates - 28 days after the application is received by the licensing authority