

GUIDANCE NOTES
Applications for Variation / New Licences
Advertisements and Notices

All applications for new licences or variations of licences need to be advertised in two different ways. You must ensure that you do **both** of the following

1. Blue Notices on the premises

We will supply you with several Public Notices – these are on BLUE paper. They need to be displayed for a period of **no less than 28 consecutive days starting on the date after the application is submitted** to the local authority – we will liaise with you when this will be. Do not erect the notices until we tell you to do so. You must ensure they are kept on display at all times so will need to be checked regularly.

One of the notices needs to be displayed prominently at or near the premises to which the application relates. It needs to be positioned so it can conveniently be read from the exterior of the premises **at all times**. This will differ from premises to premises but could, for example, be on the inside of a front facing ground floor window or door facing outwards so it can be read from the outside. If you have shutters over the window when you are closed a copy will need to be affixed to the shutters.

If you have a frontage exceeding 50m you will need one extra copy every 50m along the external perimeter of the premises abutting any highway. We recommend that the notices are laminated and that if possible you take photographs of the notices in situ.

2. By notice in a local newspaper

We will supply you with a draft advert to be published in a local newspaper circulating in the vicinity of the premises. This is on WHITE paper

The advertisement has to be placed at least once during the period of 10 working days starting the day after the application was given to the local authority. We will advise you when the application is submitted.

Please ensure that you keep a full copy of the paper in which the advertisement was placed. Do not simply tear out the advert as we need to be able to show the date when the advertisement appeared and the newspaper it appeared in.

When the advertisement has appeared please send us a full copy of the page it appears on.

Please note both these documents will have been prepared carefully using the guidance to the Licensing Act. Please do not amend change or copy them in anyway without talking to us first. Failure to follow the above guidelines could invalidate your application. The notices are required to be printed to a certain size and on to pale blue paper. Copies on to white paper will not suffice.

For more information contact

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