

Guidance notes for advertising a variation/new Licence

In the case of an application for a new Premises Licence or a Variation of a Premises Licence, a notice must be displayed prominently at or on the premises to which the application relates. It must be placed where it can be conveniently read from the exterior of the premises and in the case of a premises covering an area of more than fifty metres square, a further notice in the same form must be placed every fifty metres along the external perimeter of the premises abutting any highway. It must be displayed for a period of no less than **28** consecutive days starting on the day after the day the application was given to the Licensing Authority.

This notice must comply with the following requirements;

- It must be of a size equal or larger than A4
- It must be a pale blue colour (comparable to this sheet)
- It must be printed legibly in black ink or typed in black in a font of a size equal to or larger than 16. Example of font size 16: **SIXTEEN**

The contents of the notice are as follows;

- State whether or not the application is for new application or for a variation
- A summary of the proposed licensable activities
- The proposed opening hours
- The name of the applicant or club
- The postal address of the premises or club premises, if any, or if there is no postal address a description of those premises sufficient to enable the location and extent of the premises or club premises to be identified
- The postal address where the register of the relevant licensing authority is kept and where and when the record of the application may be inspected;

**Chelmsford City Council
Civic Centre
Duke Street
Chelmsford
Essex
CM1 1JE**

- The date by which an interested party or responsible authority may make representations to the relevant licensing authority
- That representations may be made in writing; and
- That it is an offence to knowingly or recklessly make a false statement in connection with an application and the maximum fine for which a person is liable on summary conviction for the offence is £5000.

The notice also has to be published in a local newspaper or, if there is none, in a local newsletter, circular or similar document, circulating in the vicinity of the premises.

This advert must appear in a local newspaper within a maximum of 10 working days, starting the day after the application was submitted to the Licensing Authority. It would help us to process your application more quickly if you could complete the advice note telling us where and when the advertisement is or has appeared.