Guidance on Advertising

# General

An application for the grant of a Premises Licence must advertised in two ways. Failure to do so will result in the application being defective.

If there is a delay in the advertisement of your application, the consultation period will also be delayed, regardless of when you submitted your application to the Licensing Authority.

# What am I required to do?

You must advertise your application in two ways *(if your premise is over 50 square metres please see guidance in red below regarding on site advertisement).*

**1** – A notice must be prominently displayed at the premises where it can be conveniently read from the exterior of the premises. The notice must comply with the following:

* Font size to be equal to or larger than size 16
* Printed in black ink
* Printed on pale blue paper
* This notice must be in place no later than the day following submitting your application and must remain in place for 28 consecutive days

**2** – The same notice must be published in your local newspaper within 10 working days of submitting your application.

If your premises is over 50 square metres, as well as following point 1 above, you are also required to place a further notice, in the same form and subject to the same requirements, every 50 metres along the external perimeter of the premises abutting any highway.

# Advertisement Template

To ensure you include all relevant information on your advertisement, there is a sample template at the end of this guidance which you can use. Simply copy & paste the wording below, insert the details relating to your application and print the advert on pale blue paper.

# Other things to consider

It is your responsibility to ensure that the notices are correct and displayed in a prominent place so they can be easily read from outside your premises.

It is advisable to place your notice in a window, facing outwards, so that members of the public cannot remove or tamper with the notice.

If you have shutters which cover your windows at night, you will be required to have an additional notice on the shutters so the notice can still be read during the hours the shutters are down. It is advisable to have this notice laminated to protect it from adverse weather.

# Failure to advertise

It is a legal requirement to advertise your application in the methods outlined above, and to ensure all relevant information is included in that notice.

If you fail to advertise your application on time, this will delay your consultation period. Additionally, if you choose not to use the template provided and fail to include all necessary information, your advertisement will be defective, and this will also delay your consultation period.

The notice at your premises must be on display from the day after you submit your application and remain in place for 28 consecutive days.

The notice in the local newspaper must appear within 10 working days of you submitting your application.

# Useful contact information/links:

The Licensing Service receive applications and respond to queries by email. You can contact a member of the team at [licensing@oldham.gov.uk](mailto:licensing@oldham.gov.uk)

The Licensing Service provides all their application forms and guidance on the Council website. These can be found at [www.oldham.gov.uk/licensing](http://www.oldham.gov.uk/licensing).

The Licensing Act 2003 can be found online at <https://www.legislation.gov.uk/ukpga/2003/17/contents>

Statutory Guidance can be found online at <https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>

**Public Notice**

I/We *(name of applicant)* have applied for the Grant of a Premises Licence for *(full premises address)*

The Licence, if granted, is to enable the following activities to take place: \*sale of alcohol on the premises/\*sale of alcohol off the premises/\*provision of regulated entertainment/\*provision of late night refreshment *(list days/times each activity is to take place).* *(\*delete as appropriate)*

Any person wishing to make representations in relation to this application may do so by visiting [www.oldham.gov.uk/licensing](http://www.oldham.gov.uk/licensing). Alternatively, please contact the licensing team at [representations@oldham.gov.uk](mailto:representations@oldham.gov.uk) where a representation form and guidance notes will be provided to you.

Applications can be viewed at the Licensing Office, Sir Robert Peacock House, Vulcan Street, Oldham, OL1 4LA by prior appointment only, or by viewing the public register available at [www.oldham.gov.uk/licensing](http://www.oldham.gov.uk/licensing).

Representations should be made on or before \*\*\*insert last date here\*\*\*

It is an offence knowingly or recklessly to make a false statement in connection with an application. The maximum fine for which a person is liable on summary conviction for making a false statement is Level 5 fine on the standard scale.