



Town Clerk

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Memorandum

To

Edward Lord, Chairman of Licensing
Marianne Fredericks, Deputy Chairman of Licensing

Our Reference
LIC/COM

Your Reference

Date
13 January 2012

From

Rakesh Hira

LICENSING COMMITTEE

DELEGATED AUTHORITY - STANDING ORDER NO. 41(b)

SUBJECT: Advertising of Licensing Applications

ACTION PROPOSED: To approve the guidance which will be provided to applicants on where licensing applications could appropriately be advertised, as recommended by the Director of Markets & Consumer Protection and the Comptroller & City Solicitor.

You will recall that at the Licensing Committee on 24 October 2011 it was agreed that guidance would be provided to applicants on where licensing applications could appropriately be advertised. The Committee agreed at its October meeting that the City Corporation was content with licensing applications being advertised in the London Evening Standard, London Metro and City AM, with the wording of such guidance being produced by the Comptroller & City Solicitor, and agreed by way of delegated authority by the Town Clerk in consultation with the Chairman and Deputy Chairman.

PAPERS ATTACHED: Guidance for applicants when advertising licensing applications.

Please indicate whether in your view I should approve or not on the enclosed copy, etc, for which a reply paid envelope is enclosed.

Town Clerk

I have no observations/the following observations

Date.....

Signed.....

To be completed by the Town Clerk - I approve/do not approve the proposed action.

Date.....

Signed.....

Town Clerk