



## Town Clerk

City of London  
PO Box 270, Guildhall  
London EC2P 2EJ  
Facsimile 020-7796 2621  
Telex 265608 London G

Exchange 020-7606 3030

Extension  
1408

## 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.

*Sine Munnell*  
Town Clerk

*ATC* *Carson*  
I have no observations/the following observations

Date..... *13 January 2012* .....

Signed..... *[Signature]* .....

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

Date..... *16 January 2012* .....

Signed..... *Sine Munnell* .....

*ATC* Town Clerk



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*Sina Munnell*  
Town Clerk

*for*  
I have no observations/the following observations

Date.....16.01.12.....

Signed.....M. Fredericks.....

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

Date.....

Signed.....

Town Clerk

For the purposes of Section 17 Licensing Act 2003 and Regulation 25 Licensing Act 2003 (Premises Licences and Club Premises Certificates) Regulations 2005, the City of London recognises the following publications as being a "local newspaper" :-

London Evening Standard  
London Metro  
City AM

In the event that Applicants wish to use alternative publications, the licensing authority would remind Applicants to ensure that the publication complies with the requirements of being a "local newspaper". The Newspaper Society defines a "local newspaper" as

*"Any publication in written form on newsprint or a similar medium, published in the British Isles (excluding the Irish republic) at regular intervals not exceeding seven days and available regionally rather than nationally (i.e, not available throughout all or most of the British Isles). It contains news and information of a general nature, updated regularly, rather than being devoted to a specific interest or topic."*

It would be most helpful if you could supply a copy of the advertisement.