

Appendix 4 – Specific Consultation Responses submitted

1	Received on	From
	17/05/2024	Knutsford Town Council
	See letter	

2	Received on	From
	21/05/2024	Poynton Town Council
	<p>Poynton Town Council would like to make the following comments on the Statement of Licencing Policy Consultation.</p> <p>Poynton Town Council support the revised wording but propose that the Policy be amended to include a specific ban on licensed venues displaying advertising material on buildings and street furniture without the consent of the owner. Breach of this policy may lead to a licence being removed.</p> <p>The main elements of the Licensing Policy are set down in the Licensing Act and guidance from the Home Office. Cheshire East (and all other councils) have fairly limited powers to make major changes in this area. The proposed changes seem reasonable overall.</p> <p>One area that could be addressed is the question of venues illegally advertising by means of fly-posting (the display of advertising material on buildings and street furniture without the consent of the owner). Some years ago, this was a problem in Macclesfield. These fly-posters occasionally appeared in Poynton.</p> <p>The Licensing Act allows councils to remove a licence if a venue breach one of the licensing objectives – including the prevention of crime and disorder. Flyposting is illegal - S.224(3) of the 1990 Planning Act makes it an offence for any person to display an advertisement in contravention of the Regulations. The relevant regulations are the Town and Country Planning (Control of Advertisements) Regulations 1992.</p> <p>https://www.birminghammail.co.uk/news/midlands-news/five-birmingham-nightclubs-investigated-over-11940263</p>	

3	Received on	From
	22/05/2024	Licence Holder
	<p>To whom it may concern,</p> <p>One thing we have found particularly tiresome with the current licensing policy is that when we renew, we are not sent a new certificate which we are legally required to display. We have to pay for this to be dispatched once it has been issued.</p>	

It would make more sense to simply include the cost of a certificate in the renewal fee and then automatically dispatch a printed certificate to be displayed on the premises.
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