

Get ready for April 23

Will you join St George's crusade?

Charles Wells' five-year campaign to get official recognition of St George's Day as a public holiday and a day of celebration is gaining momentum.

The brewer believes that more pubs than ever before are planning to celebrate the Patron Saint of England on April 23.

And because St George's Day 2004 is a Friday, licensees have a great opportunity to turn the whole weekend into a community celebration of England and Englishness.

Six hundred years ago, St George's Day was a great feast, observed like Christmas Day, throughout England.

Today, while the Irish still celebrate St Patrick's Day in style, England's Patron Saint's day passes almost unnoticed. But that is slowly changing, thanks to Charles Wells and leading trade publication, The Publican Newspaper, which fully supports the campaign.

So - help slay the dragon of apathy for St George... and mix profit and patriotism on April 23!

It's easy to get involved and the rewards can be great and lasting for your pub.

The public wants to celebrate...

Exclusive research commissioned by Charles Wells - in consultation with the British Tourist Authority - shows that the English are itching to celebrate ... if officialdom leads the way.

A report called 'The Value of St George,' by the respected Future Foundation, estimates that England is missing out on estimated additional consumer expenditure of £38.8 million, and that pubs could net an extra £14.1m, if St George's Day was celebrated in the same way as St Patrick's Day.

Four-fifths of people say that they would celebrate if the government made St George's Day a national holiday.

Two-thirds of people say that they would be encouraged to mark the occasion if most people in England made the effort.

Two-thirds of people are attracted by the idea of free events (such as concerts, carnivals and parades), while more than half would like to see street parties.

A third of the population say that they would be more likely to celebrate St George's Day if the pubs were allowed to stay open for longer.

Support is especially strong among young people, with three-quarters of 18-24 year olds agreeing with the idea.

The trade wants to celebrate...

Thousands of pubs all over England – more than ever before – will stage special St George's Day celebrations this year as Charles Wells' five-year campaign to get official recognition for our patron day – spearheaded by its Bombardier English Premium Bitter ... England's patron pint – gains widespread support throughout the trade.

With weeks to go, many leading pub companies are finalising their plans to make the most of the business-building potential of the patron saint of England's day on Friday, April 23 - and turn the weekend into a national celebration, too.

Charles Wells is no longer a lone voice in the call to put St George's Day on the same footing as St Patrick's Day.

The Punch Pub Co is 100 per cent committed to the campaign – many of its pubs got behind St George's Day last year and more more will do so in 2004.

Punch has earmarked April 23 as a day for special celebration – and with help from Charles Wells and its popular Bombardier English Premium Bitter, they are encouraging their licensees to run business-building events.

Marketing director Geoff Brown said: " We firmly believe that calendar events are grossly underused as a means of attracting customers into pubs, and St George's Day is increasingly a high profile event and therefore a great opportunity. "

Just how high-profile the day is becoming was highlighted in a recent survey by Punch.

They asked licensees which calendar events they were most likely to build a promotion or business-building event around during 2004. The results were surprising!

A total of 3,500 licensees responded – and they placed St George's Day third in the league. In all, 46 per cent named April 23.

St Patrick's Day topped the league with 60 per cent. Major football matches and Halloween were in joint second place with 50 per cent.

"St George's Day was well ahead of Mother's Day and Bonfire Night," said Geoff. "The total for St George's Day was 15 to 20 percent up on the previous survey we did, so there is a growing awareness to capitalise on St George's Day.

St George's Day 2004 is a Friday, so Charles Wells is urging licensees to take the great opportunity of making a whole weekend of the celebration of England and Englishness.

The Unique Pub Company is throwing its full support behind the campaign and many of its 4000 plus pubs will be running events.

James Giles, category manager at Unique says: "St George's Day has excellent scope for traffic building and it really is becoming more important to Retailers to promote this day.

"We are supporting the occasion by making 500 branded promotional kits available to the estate. We have also sent out flyers from Burns and Porter offering Retailers the opportunity to buy additional kits for all the forthcoming Saints days."

Laurel (625 pubs) which has pushed the barrel out to celebrate St George's Day for the past two years and grown its activity, will will also definitely be getting behind the big day – and weekend.

Shepherd Neame, with 370 pubs, and Fullers, with more than 250 pubs have confirmed their supporting for the campaign and are finalising their plans.

"I whole-heartedly support the campaign to get St George's Day turned into a national holiday. England stands for some wonderful things – great beer (of

course), great rugby, and our ability to queue politely and discuss the weather for hours on end – and we should celebrate this, especially the first two!, said John Roberts, Beer & Brands Director, Fuller Smith & Turner.

“We are one of the few countries that is embarrassed about recognising our culture, and we shouldn’t be like that – this is not about being nationalistic, but taking pride and being patriotic, and there is a big difference. It would be great if every year, in honour of our Patron Saint, we had an extra day off to celebrate and drink some great beers in some great pubs, while discussing how good we are at playing rugby and, hopefully, other sports too!”

Ember Inns (137 pubs), part of Mitchells & Butler, is also planning to fly the flag for St George’s Day.

Peter Linacre, managing director of the 40-strong Massive, said: “We at Massive would like to see St George's Day recognised throughout the land as a real Day for England and well worth celebrating. And what better way to celebrate than with a pint or two of Bombardier.”

Pubco Wizard Inns (65 pubs) is planning to make the most of St George's Day will special promotional activity. Bombardier will be its ‘ale of the month’ for April.

Tom Balls, manager of Wizard’s Red Lion pub at Billericay, said: “I would like to see April 23 become a public holiday.

“For the past couple of years we have put up the flags and offered a traditional English menu of things like liver and bacon and cod and chips. We will be doing the same again, and selling Charles Wells Bombardier at £1 a pint.”

Since Charles Wells launched its campaign to get England’s patron saint since the 14th century, the recognition he deserves:

- more than 250,000 people have visited the special www.thevalueofstgeorge.com website, which offers help and advice
- more than 82,000 people signed a petition calling for the patron day to become a national bank holiday.

This year Charles Wells is producing 3000 special St George's Day weekend promotional kits for pubs, and is planning a massive national poster campaign to raise public awareness.

The brewer's double-decker Bombardier branded bus will also be taking to the road.

John Chatterley, tenant of the Fox & Hounds in Clapham, Beds, summed it all up. "The idea of celebrating St George's Day is most definitely growing in popularity.

"People are becoming more aware of it. The English tend to become Irish to join in with St Patrick's Day, so why shouldn't we celebrate St George's Day?

"I will be doing my bit on St George's Day and over the whole weekend, and I'll be decorating my pub in flags and bunting – featuring the red cross of St George on a white background."

Sports and leisure clubs are also getting behind the St George's Day campaign.

The BRJ Club in Huntingdon is planning to mix profit and patriotism after experiencing lasting benefits from St George's Day last year.

The social club, which has 900 members, is marking the day as a celebration of England's sporting success, and will be replaying the Rugby World Cup final on the big screen of its Sports Bar, and the 1966 World Cup football final.

Steve Ryan, chairman and president of the BRJ Club, said: "St George's Day should be a national holiday – or a duvet day which people could take off if they wanted.

"We had a cracking St George's Day last year. We used it to introduce Bombardier – and real ale – to the club, which we were told would never work here.

"It went so well we ran out and had to get an emergency delivery on the day. Ever since then, it has been popular and is definitely associated with the England and English success. It sold really well during the rugby World Cup, and we hope that sporting success will mean members show even more interest in St George's Day this year."

Ringstead Village Social Club is a new convert to the potential of St George's Day. Secretary John Harrison said: "We should have April 23 as a public holiday. "We will be celebrating the day and it will appeal to our members, across the age spectrum. All age groups have asked for it.

"When Charles Wells offered us a chance to run the St George's promotion we jumped at it."

Alan Stanley, secretary of Irthlingborough Conservative Club, said: "We are running the Charles Wells promotion for the first time, and I am sure it will go down well with members.

"We celebrated St Patrick's Day last year and we should celebrate St George's Day. It will be a real talking point in the club.

"In my view it would be nice for the day to become a public holiday. The Irish do it for St Patrick's Day, so why not the English?"

How YOU can make the most of St George's Day

Make the most of the trading opportunity on Friday April 23 – and keep the party going for the whole weekend.

Start planning now for a memorable event, or series of events, that will delight your customers and bring in new faces.

Here's some tips;

- start planning now, so you have plenty of time to make arrangements
- make sure you have plenty of bunting
- if you want to go to town, party specialists Burns & Porter produce a St George's Day kit for £40. This includes 30 red and white balloons, an 18ft internal banner, bunting, various flags, Camelot hats, a sword and shield, a large jointed castle, a cut-out king or queen, a St George's game and a CD of English songs.

B&P have a range of extras you can buy for staff or as prizes on the night, including St George polo shirts and baseball caps, priced £7.99 and £3.50 respectively.

- make England and the English the theme of any special event or events. Why not try an English fancy dress competition; feature English music and food – whether it is free snacks on the bar or a full-blown medieval banquet. Run an English quiz – or write your own based on English history and achievement.
- check out what major sports events are happening over the St George's weekend: if you have a big screen, make sure you screen any featuring top English sports stars and get your customers cheering
- write to your fellow licensees in the area and maybe get together to organise activity, such as an inter-pub sports quiz, or an English karaoke competition
- provide good old English fayre from April 23-25, to get customers in the patriotic mood.
- try and be imaginative and different: relive the England's rugby team's great World Cup win ... have a Jonny Wilkinson hour!
- speak to your customers and ask them what they would like to do to celebrate the weekend
- whatever you do, let the customers know you support the Charles Wells' campaign.

Make sure you advertise your events – internally with posters and externally on A Boards or banners. Let your local press know what you have planned for some advance publicity – invite them along to take a photo of the bunting going up!

- and make sure you get good publicity for your pub by letting the local newspaper know what you are planning, and supplying them with digital photographs after the weekend.

How YOU can show your support for the campaign

If you haven't already done so, add your name to the petition to make the day a bank holiday – the English have the least bank holidays in Europe.

- To do this, visit www.thevalueofstgeorge.com Here you can also get involved in the campaign in other ways. The site is set up for you to send a letter to your local media, your MP and your local magistrate, supporting the campaign. The website has also got lots of help and advice.

- write to your local MP expressing your support for making St George's Day a special day of celebration

- write to The Publican newspaper with your views (and any news about events you are planning to support St George's Day). Write to: Editor in Chief: Lorna Harrison, the Publican Newspaper, 19 Scarbrook Road, Croydon, CR9 1LX. Or email: lornah@the publican.com

AND remember ... Charles Wells' Bombardier English Premium Bitter is synonymous with St George's Day. It has long benefited from a major promotion around the day – positioning it as 'England's Patron Pint'. make sure you have plenty to offer your customers.

How to apply for an extension of hours

The best way for individual licensees and breweries to approach the question of extensions for St George's Day is to demonstrate a new-found enthusiasm among customers to celebrate their own country's successes – mainly at this stage the wining of the rugby World Cup but also a re-capturing of national pride in the flag of St George. This will require licensees to show elements of the following:

- The day has achieved more importance in recent years because of an ability for customers to identify with England, mainly in the sporting arena

- As was said in *Gough v Avon & Somerset Police* by the Lord Chief Justice, Lord Woolf: "Customers go to the public house...to take part and collectively enjoy the event...to take part in the atmosphere in public houses which so organise themselves to enable this to happen is a different experience."

- Licensees must reflect a demand by their customers to raise the profile of the patron saint's day. As many have commented: "If the Irish can do it so well, why can't we?"

- There must be a demonstrable event within the licensed premises which is entirely related to St George. This could be a special meal with English dishes, an organised quiz about England, a contest or series of contests featuring English traditional games, a marathon event with an English theme, or some special ceremony involving the local parish or town council.

Or perhaps an opportunity to link up with the church (vicar blessing the ale?) or a particular community effort based on the pub. Is there the possibility of a national English pub quiz?

- Licensees must be able to show to the magistrates written or published material, a special menu design or a description of the event taking place. Advertisements or publicity handouts, or a screen grab from a website would also be beneficial.

<ul style="list-style-type: none">• The duration of the event in question must realistically extend beyond normal permitted hours to justify an extension. If an attempt is made to involve Saturday and Sunday as well, events must be shown to be taking place on both those evenings.
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- The licensee must have a genuine commitment to providing special events and may wish to enlist the support of customers in putting his case to the magistrates, with customers attending the hearing whenever possible.

Special orders of exemption are granted by the magistrates in the ordinary course of their daily business, but in most cases the application would go through the licensing office and be vetted by the clerk to the justices, who may wish the matter heard by a bench containing existing licensing justices, or may wish it to be heard at the next available transfer sessions.

Serve up a celebration of great English food

We asked leading beer and food writer Sue Nowak for her advice on how pubs can capitalise on St George's Day to create a celebration of great English food.

YOU remember that glorious moment when Jonny Wilkinson drop kicked England to victory in the Rugby World Cup final?

And all your regulars bought so many rounds that takings trebled? Course you do!

Well, it's time to get out those big white flags with the red cross again to rekindle all that patriotism – and spending power – for St George's Day.

This year it falls on a Friday so you can have a whole St George's themed weekend built around the best traditional English food and drink.

Cider is one of our native tipples so use it in a lovely West country dish such as pork with scrumpy, apples and cream; maybe make a cider fruit punch and one with apple juice for children and drivers.

We are not that clever at producing wine from grapes, but we do make some delicious fruit wine. Why not get in a few bottles of damson, gooseberry and blackberry to accompany English cuisine?

But beer is our greatest national drink and Charles Wells' Bombardier English Premium Bitter is England's Patron Pint. It has spearheaded the campaign to get St George's Day officially recognised as a day of celebration and is now one of our highest profile cask ales.

Bombardier's malt balance and savoury, hoppy finish make it an ideal accompaniment to some of our classic English dishes, from roast beef and all the trimmings to bangers and mash.

Use it to braise a joint of gammon that you can either serve hot with pease pudding or cold with English pickles and mustards.

Create a cheese table with a wide range of English cheeses and offer a sharing platter plus a jug of Bombardier.

Put the beer into the Yorkshire pudding batter for toad-in-the-hole (the beer helps the pud rise to dizzy heights), and into the accompanying onion gravy, or into a batter flecked with fresh chopped parsley for really crisp cod 'n' chips.

Have a competition for children to draw the best distressed damsel being rescued from a dragon, and hold a St George's night quiz with a Great Englishmen and women theme, serving a sausage supper of speciality English bangers – beef 'n' ale, pork with apple, lamb with redcurrant, wild boar or venison.

The roast beef of England is possibly our most famous national dish, perfectly partnered by Bombardier – or put beef and beer together in this classic English dish:

recipe 1... Bombardier Beef Cobbler

Ingredients:

1kg (2lb) diced braising steak

25g (1oz) seasoned flour

Oil or dripping for frying

3 large onions, sliced

2 medium carrots, sliced

2 sticks celery, chopped

1 dstsp caster sugar

300ml (half pint) Bombardier

300ml (half pint) beef stock

Half a tin of chopped tomatoes

Half tsp each of dried sage and thyme

Salt and black pepper

For the scone (cobbler) topping:

225g (8oz) self-raising flour

Pinch of salt

25g (1oz) butter or margarine

50g (2oz) mature Cheddar, grated

Pinch each of mustard powder and cayenne pepper

Sprinkling of salt

2 tbsps chopped, fresh parsley

Approx 150ml (quarter pint) buttermilk or milk

Method:

Dust the beef with seasoned flour then seal in hot oil or dripping in a frying pan; transfer with a slotted spoon to a heavy pan. Briefly saute the onions, carrots and celery in the frying pan, stir in the sugar, then add to the beef. Pour on the beer and stock, add the chopped tomatoes and dried herbs, cover and simmer gently until the meat is tender (around two hours), adding salt and pepper to taste 20 minutes before the end.

To make the cobbler, sift flour into a bowl, add salt, rub in the fat then stir in the grated Cheddar, seasonings and parsley. Add enough chilled milk to make a soft dough, roll out to 1cm (half inch) thick and cut into rounds with a 5cm (two-inch) cutter.

Transfer the beef to a large pie dish, arrange scone rounds on top, brush with milk and bake towards the top of a hot oven (220C / 425F / gas mark 7) for 15 minutes until the scones are well risen and golden. Serve a portion of beef with a scone on top.

Absolutely delicious and a sure winner with your customers. Here's some other tasty St George's Day weekend meal ideas.

recipe 2... Gammon in Bombardier with a Mustard Crust

Ingredients:

2.25-4.5 kg (5-10lb) gammon joint

1 medium onion and 1 large carrot, peeled

Around 1.2 litres (2 pints) Bombardier

Water

English mustard powder

Brown sugar

Method:

Place gammon in a large pan, pour over between 1 and 2 pints of Bombardier, depending on size of the joint, and top with water to three quarters cover. Add onion and carrot whole, then bring slowly to simmering point, skimming off any

scum. Cover and simmer very gently for an hour for smaller joints, up to 2 hours for larger, then remove from the heat and leave to cool in the liquor.

Remove joint, dry with kitchen paper, remove rind and score fat. Heat oven to very hot (230C/450F/gas mark 8) and place gammon in a roasting pan. Mix the mustard powder with water and spread thinly over the joint, sprinkling a little brown sugar on top. Sear in the oven for up to 45 minutes, depending on size, until the sugar caramelises, leave overnight to go cold, and serve thinly sliced.

(The leftover beer liquor can be used to make another traditional English treat, pea and ham soup).

recipe 3... Toad-in-the-hole with beef sausage and Bombardier

Ingredients:

Beef sausages

Cooking fat

Yorkshire pudding batter:

175g (6oz) plain flour

1 tsp salt

2 large eggs

175ml (6fl oz) milk

175ml (6fl oz) chilled Bombardier

Method:

Place all the batter ingredients in a blender to produce a batter slightly thicker than single cream. Preheat the oven to 220C/425F/gas mark 7.

Prick sausages and place in individual Yorkshire pudding tins with a little cooking fat; place towards the top of the oven and cook until the fat is smoking hot. Remove from the oven, pour on enough batter to two thirds fill the tin, return to the oven and cook until the pudding is well risen and brown. Serve with onion gravy flavoured with a drop of Bombardier.

recipe 4... Fish in Bombardier Batter

Ingredients (for 6):

6 portions medium thick cod fillet

100g (4oz) self-raising flour

Half tsp salt

Pinch turmeric

150ml (quarter pint) Bombardier

Very cold water

50g (2oz) seasoned flour

1 tbsp fresh chopped parsley

Oil for deep frying

Method:

Mix together the self raising flour, salt and turmeric, then add the Bombardier little by little to make a smooth coating batter - if it is still a little thick when you've added all the beer, add a drop of very cold water. Add the fresh parsley and whisk briskly with a balloon whisk, then rest for an hour.

Wash cod fillets, dry thoroughly on kitchen paper, and dredge lightly in the seasoned flour. Heat deep fat fryer to 180C/350F, give the batter a final whisk, coat cod in batter then deep fry for 10 to 15 minutes until crisp and golden.

Drain and serve with crisp chips, proper malt vinegar and tartare sauce.

*Cook's tip - for vegetarians dip firm, stuffed mushrooms in the batter and deep fry. And for an offbeat snack, coat thin potato slices in the batter, deep fry and pile on a platter with brown sauce and tomato sauce for dipping.

PROFILE: how one licensee is preparing to meet the St George's Day trading challenge

Kent licensee Caroline Chambers will turn the centre of Hythe into one big St George's Day celebration – with the full support of the local council.

Her 500 year-old pub, The King's Head, will be the focal point for the celebration of England Patron Saint's Day – but it couldn't hope to accommodate everyone expected to turn up.

So Caroline successfully applied to Shepway Council for a road closure order for the evening of April 23, which will allow her to stage a massive St George's Day event featuring 100 Morris dancers, an historical re-enactment and a play based on the legend of St George & The Dragon!

Said Caroline: "The council was very supportive. I applied on the grounds that Hythe is trying to develop tourism and this sort of event should be supported. I had to fill in a form, but there was no fee, and the council approved it."

Last year – Caroline's first at the Shepherd Neame pub – the pub hosted a street party for children to mark St George's Day.

Caroline put A-boards at either end of the High Street and sought drivers' co-operation, without realising she needed permission to close the road.

Despite that, the council's Highways Department was sympathetic this year and granted the order that will allow the festivities to go ahead.

"I guess it will vary from council to council, but if you can demonstrate that the community will benefit from the event – which will definitely be the case in Hythe – you are more likely to be granted an order," said Caroline.

"We are an events-led pub, and hold an event every two to three weeks.

Licensees are really missing an opportunity by not celebrating St George's Day."

The King's Head specialises in "dress rehearsal" events: with Christmas in June, a beach party in January and a St Patrick's Day rehearsal on March 13!

But there will be no dress rehearsal for St George! "St George is proving more popular than St Patrick here," said Caroline.

She says: "I believe that a lot of publicans lack the generosity of spirit necessary to make events work well. Not all events will make money for you today, but if people have a good time, it will pay off tomorrow.

"We set specific targets for our events. There are those that are to make us money; those which are to raise money for charity, and those which are just for fun.

“St George’s Day is just for fun – and that’s the right spirit to celebrate this day.”

The community will benefit from the re-enactment of ‘Taking the King’s Shilling’ – the ritual of signing on to join the Army.

The King’s Head was a military recruitment office during the 17th and 18th century – but in the 21st century, customers will sign on to do community service.

“When they buy a pint they will take a ‘shilling’ from a bag and this will set them a task – cleaning the brass in the local church, serving tea in an old people’s home or just buying flowers for an elderly person they know,” said Caroline.

It will be a busy day for Caroline – but she will have time to take part in the play, which was written by the Dead Horse Morris from Whitstable.

“I play the dragon, which is appropriate for a landlady!” she said.

10 things you didn’t know about St George

- St George is one of the most famous Christian figures. Little is known about the man, but he is thought to have been a tribune in the Roman army, who was beheaded for protesting against the persecution of Christians.
- He became a symbol of bravery in defence of the poor and the defenceless and of the Christian faith, and was recognised as a saint sometime after 900.
- The Synod of Oxford declared that April 23 should be kept as a lesser holiday in honour of St George, in 1222.
- He was acknowledged as Patron Saint of England by the end of the fourteenth century.
- In 1415, the year of Agincourt, St George’s Day became a great feast, observed like Christmas Day – but in 1778 the holiday reverted to a simple day of devotion.
- The banner of St George, the red cross of a martyr on a white background, was adopted for the uniform of English soldiers, possibly in the reign of Richard 1, and later became the flag of England and the White Ensign of the Royal Navy.

- The legend of George as dragon slayer, exists in medieval literature and artistic representations – and seems to have started in the 11th century.
- He is believed to have been buried in Egypt.
- King Edward III introduced the battle cry “St George for England” and later founded the Order of the Garter, with St George as patron.
- St George is also patron saint of Venice, Genoa, Portugal and Catalonia.

What’s happening on St George’s Day weekend

April 23-25

Events up and down the country will make St George’s Day on Friday, April 23 a real day to remember.

- the Lancashire town of Kirkby Lonsdale will be bedecked with St George’s flags. There will be a dedication of St George’s flag at St Mary’s Church and a celebration dinner.
- old English traditions will be celebrated on a torch-lit walk around historic Lancaster.
- a St George’s Day Court, an ancient manorial court, will be held at Lichfield, Staffs – where the high constables will report on their work over the past year.

And on April 24, at Silsoe near Luton, the St George’s legend will be brought to life at a St George’s Festival, with knights, battles and falconry.

The capital could be celebrating too. A spokesperson for the Greater London Authority said: “We’re hoping to do something. A London celebration is being discussed, but there are no details yet.”

Events

Sport Events Diary

Major

23/4 Sandown Park Classic Trial

Rugby Super League
Snooker Embassy World Champs
Tennis Federation Cup
24/4 West Indies v England Test Cricket
Sandown Races
Heineken Cup Semi Final
Snooker Embassy World Champs
Tennis Federation Cup
Touring Cars Brands Hatch

25/4 Heineken Cup Semi Final
Cricket National League begins
Formula One San Marino Grand Prix
Powergen Challenge Cup Semi-Final
Snooker Embassy World Champs
Tennis Federation Cup
Touring Cars Brands Hatch

Other events covering the weekend 23/25 April - from Sunday Times Sports
Calendar

Golf

Gymnastics

Modern Pentathlon

Real Tennis

Badminton

Canoeing

Equestrian

Sailing

Shooting

Squash

Darts

Table Tennis

Minor

24/4 National 12 Stage/6 Stage Relays Sutton Coldfield

25/4 Albury Cross County 5 Tring

Blenheim 7K Fun Run Woodstock, Oxfordshire

Bracknell Half-Marathon Berkshire

Cholsey Chase 8 Cholsey Oxfordshire

Corsham St Georges 10K Corsham

David Bithell (Flitwick) 10K Flitwick

Other

BBC

Radio One Big Weekends

Food – St Georges Day recipes

National Trust

23/4 St Georges Day Celebrations

Charlecote Park Warwickshire

Kettleson Hall Derby

English Heritage

23/25 Wrest Park Silsoe Bedfordshire

Useful Websites & Addresses

www.royalsocietyofstgeorge.com

e-mail info@rssg.u-net.com

www.stgeorgesdayevents.org.uk

www.english-heritage.org.uk

www.tourist-boards.com

Heart of England Tourist Board (HETB)

Tel: 01905 763436

Fax: 01905 763450

www.visitheartofengland.com

East of England Tourist Board (EETB)

Tel: 01473 822922

Fax: 01473823063

www.eastofenglandtouristboard.com

How to apply for a St George's Day extension

Special orders of exemption are granted under section 74 of the Licensing Act 1964. The procedure varies according to where the premises are located

England and Wales (outside London)

Application must be made to the magistrates for the division in which the premises are situated. The application may be made on a form (enclosed) giving details of each of the occasions for which an extension is required. Make THREE copies of the completed form and send two to the Clerk to the Justices and one to the Chief Officer of police (usually at the local police headquarters). Keep one for yourself, so that you know exactly what you asked for.

If you telephone the local court and ask for the licensing office, they will be able to advise you on addresses and procedure for making applications.

It is advisable to send your application off at least ONE MONTH before the first date requested (e.g. for Friday 23 April, post or deliver your application to arrive by 22 March).

The fee is £10, however many dates you request. You should enclose a cheque for the fee with your application. You should also enclose as many details as possible of the events related to St George which you have planned, in support of your application, including the proposed times when they are to take place on your premises.

Extensions can be granted without a hearing if this procedure is followed.

However, it is likely that the magistrates will want to hear from you in person, so

they can ask you to attend a sessions in support of your application. The chairman will ask you questions on the event and how you intend to run it on your premises.

Make sure you know exactly how the events are going to be organised and read all the literature carefully in advance of the hearing. Always make your answers direct to the chairman and look at him while you are speaking.

If there is a hearing, you should receive a decision at the time. There is no direct appeal against refusal, but if circumstances change you can apply again.

London

Application is made in writing to the Metropolitan Police direct, not to the magistrates. Written applications only are accepted and there is no hearing. Your local police can give you details of the procedure, but the form will be similar to the one enclosed. You should also enclose details of the St George events, as above, and be prepared to answer questions when the police contact you. The fee is the same. Again, applications must be made at least ONE MONTH in advance of the first date requested.

Ends