

Licensing Act 2003 Responsible Authority representation

This representation is made by a responsible Authority for the London Borough of Havering concerning an application for a temporary event notice for the premises as detailed below.

Premises Name and address: Mags News, 63 Chippenham Rd, Harold Hill, Romford, RM3 8HL

Your Name: Oisin Daly

Organisation name/name of body you represent: London Borough of Havering/Licensing

Your Address: C/O, Town Hall, Main Road, Romford, Essex, RM1 3BD

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Summary of Objection: Objection to an application for a variation to a premises licence as if granted likely to undermine the licensing objectives of the prevention of crime and disorder and public nuisance.

Policy Considerations:

10. Special Cumulative Impact Policy for Gooshays

10.1 Unlike Hornchurch and Romford, Gooshays is not a major night time economy. A cumulative impact policy was adopted for this area under the previous Statement of Licensing Policy adopted on 7th January 2016

10.2 In the Havering Community Safety Partnership report, London Borough of Havering Non Domestic Abuse Violence with Injury Problem Profile, May 2018 Gooshays was identified as the ward with second highest amounts of VWI reports to the police in 2017.

10.3 As this area does not house a night time economy environment it is important to understand why this area ranks high in the number of incidents. It also shows as a hotspot in London Ambulance assault data. A hypothesis is that this area is one of Havering's areas which has the lowest deprivation index and thus this has an impact of the level of violent crime experienced in this area.

10.4 One hotspot was identified within the Gooshays ward where incidents appeared linked to licensed premises. This was the Farnham Road/ Hildene Avenue where a number of assaults were reported within licensed retail establishments.

10.5 On the basis of the above evidence the Licensing Authority is of the view that the number, type and density of premises selling alcohol for consumption off the premises around the Farnham Road/Hildene Avenue area is having a cumulative impact and undermining the licensing objectives and a cumulative impact policy has been adopted in this area. It is likely that granting further licences would be inconsistent with the authority's

duty to promote the licensing objectives and a cumulative impact policy has been adopted in this area.

10.6 None of the premise identified in the report relate to on sales or late night refreshment and therefore the cumulative impact policy for the Gooshays area is restricted to off sale premises only.

Figure 4 Gooshays Cumulative Impact Zone



12. Licensing Hours

12.1 When dealing with new and variation applications the Licensing Authority may give more favourable consideration to applications with the following closing times:

Public Houses and Bars 23:00 hours Sunday to Thursday Midnight Friday and Saturday

Nightclubs 01:00 hours Sunday to Thursday 02:00 hours Friday and Saturday

Restaurants and Cafes 23:00 hours Sunday to Thursday Midnight- Friday and Saturday

Off licences 23:00 Monday to Sundays

Hot food and drink supplied by takeaways, fast food premises Midnight- Sunday to Thursdays 01:00 Friday and Saturday

Hotel residents only 24 hours sale of alcohol for on sales only

12.2 Consideration will also be given to the type of area that the premises is located in with regulated activities normally being permitted until 23.30 in residential areas and 00.30 in mixed use areas.

12.3 The above hours are a guide and each application will be considered on it's own merits.

Representation

This representation against the application is primarily based on the fact that the premises is situated within a mixed use area within the CIZ for Harold Hill and the crime and disorder and public nuisance licensing objectives are likely to be undermined.

The zone was designated in recognition of the issues faced in the demographics and how alcohol is a contributor to street drinking within the area.

Harold Hill is the most deprived area of the borough and unfortunately also one of the most deprived across London. ([PUBLIC Cabinet Report Farnham Hildene Chippenham Rd and Abercrombie Hostel March 2021 Cabinet Report.pdf](#))

With deprivation comes reduced quality of life, education and tendencies towards substance misuse, including alcohol.

I sit on a multi-agency combatting drugs panel of health professionals from across the borough. Harold Hill is a regular discussion point and there are several schemes ongoing with an intention to improve outcomes for residents and reduce dependency on substances including alcohol.

I have also been present on several multi-agency days of action in Harold Hill, concentrating on the parade of shops in the area. There has been, and continues to be, an issue with street drinking in the area.

The local authority has no objection to increase in hours as requested in the variation.

The point of contention within this application relates to the strength of beers lagers and ciders increasing to 8% ABV rather than the current 6%.

There have been numerous studies, which indicate that selling higher strength beers, lagers and ciders impact on the licensing objectives. I have attached the Local Government Associations guidance on "Reducing the strength" schemes and how lowering the ABV in an area can assist in reducing the risk of the licensing objectives being undermined.

High strength alcohol is a draw to those dependent on alcohol. With the dependency comes a desire to consume alcohol that is higher in strength to further intoxication. This manifests itself in street drinking. Congregations of dependent individuals are likely in public spaces, especially near premises who are selling high strength beers. Those congregations will likely be more intoxicated and contribute to nuisance and ASB in the area.

It is worth noting that the premises licence has only been in force since May 2025, the offending condition above was offered by the applicant at the time of the application.

This is the second variation application in that time with the first rejected due to a failure to advertise correctly.

Following that rejection I emailed the agent for the applicant and informed them although they could apply again, the Licensing Authority would likely have concerns:

"Good Morning,

I'm afraid I have already informed authorities that the application was rejected so you'll need to reapply.

However, it is likely that even with a new application there could be representations.

The area is a CIZ with a specific issue of street drinking. The licence has only been in place for a matter of months and the applicants seeks to provide high strength alcohol in order to be competitive in the market place without due regard to the issues faced in the area.

I have cc'd in the Met Police as well. You may wish to advise your client accordingly."

The applicant has offered a condition relating to individual labelling of products as mitigation for the increase in the ABV. I am of the view that this does not address the issue and is impractical to apply for licence holders.

Placing stickers on all cans and bottles is an onerous task which has limited effect, condensation from cold products once taken out of a fridge into a warmer environment will occur and stickers can become loose.

Labelling of all alcoholic products seeks to identify offenders after an offence has occurred. The Licensing Act is about prevention and the condition offered does not follow that principle.

If the applicant wishes to add that as a condition then the authority would not object, however, the view of the licensing authority is that it will not mitigate the impact of the proposed increase in ABV.

Conclusion

The licensing authority is making representation that if the application is granted in it's current format then there is a likelihood that the licensing objectives will be undermined.

The applicant has not sufficiently demonstrated through their operating schedule that the premises acknowledge the cumulative impact within the area nor offered any conditions that could be appropriate to uphold the licensing objectives.

The authority respectfully request that the committee consider the partial refusal of this application, specifically the condition requesting the increase in the ABV of beers, lagers

and ciders..

Complaint and Inspection History (if applicable)

N/A

Other documents attached

N/a

Signed

Oisin Daly

Dated: 22nd August 2025