



Licensing Authority  
London Borough of Havering

PC Ellis Grote  
East Area Licensing Team  
Romford Police Station  
19 Main Road  
Romford  
Essex  
RM1 3BJ

Telephone: 01708 779162

Email: [REDACTED]

[www.met.police.uk](http://www.met.police.uk)

Your ref: Premises License  
Variation, Mags News

Date: 26/08/2025

Dear Sir/Madam,

**Subject: Objection to part of Premises License variation – Mags News, 63 Chippenham Rd, Harold Hill, Romford, RM3 8HL**

In relation to the application received, Metropolitan Police would like to object part of the application. The licensing objectives that Police are objecting under are as follows: Prevention of Crime and Disorder, Public Safety and the Prevention of Public Nuisance. The part we wish to object to is to Increase the permitted strength of cider for sale from 6% to 8%.

Chippenham Road houses the busiest shopping area in the Harold Hill and Harold Wood towns and sits within the Gooshays Cumulative Impact Zone, there are a number of food stores, convenience stores, health stores and various other stores. Mainly during the summer this area has a lot of issues with street drinkers and homeless in the area drinking alcohol and generally causing anti social behaviour, mainly using the seated areas around Hildene Avenue and Farnham Road. Having been a response team officer for a number of years in the London Borough of Havering, I have responded to a number of occasions where street drinkers, due to their levels of intoxication have caused ASB, committed public order offences, violent crimes, shoplifted and in many occasions, had to be attended to by the London Ambulance Service due to being drunk and incapable. Having stronger alcohol at affordable prices will have a negative effect on the local community. Street drinkers are often alcohol or drug

dependant and use stronger and cheaper alcohol as an affordable way to drink and become intoxicated, stronger alcohol makes it easier for them to drink themselves to the point where they are sometimes completely unresponsive and put themselves at great risk.

Whilst Police welcome additional measures the labelling of cans and bottles to enable tracing this appears labour intensive and isn't a preventative measure unless those with the containers are stopped by Police or Council officers.

I have also spoken to the local DWO for Heaton Ward, who shares the same opinion as myself in that having higher strength alcohol more available and affordable will have a negative impact on the local business and community.

Police ask the sub committee to reject the aforementioned section of this application.

Yours Sincerely,

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PC Ellis GROTE  
Licensing Officer