



LICENSING SUB-COMMITTEE

24 JUNE 2026

REPORT

Subject heading:

Drinks Direct
59 Chippenham Road Romford
RM3 8HL

Report author and contact details:

Premises licence application
Mr P Jones, Public Protection Officer
licensing@havering.gov.uk
01708 432692

This application for a premises licence is made by Mr Ravinder Singh Grover under section 17 of the Licensing Act 2003. The application was received by Havering's Licensing Authority on 5th May 2026.

Geographical description of the area and description of the building

Drinks Direct is located at one end of a purpose-built parade of commercial outlets on Chippenham Road on the outskirts of the Farnham Road shopping area. Residential properties are located above the commercial outlets. The premises are located in the Gooshays cumulative impact zone as defined in section 10 of Havering's current licensing policy.



Figure 4 Gooshays Cumulative Impact Zone



© Crown copyright and database rights 2019 Ordnance Survey 100034027

Paragraph 10.5 of Havering's licensing policy includes the following provision further to cumulative impact in the Gooshays ward:

- ...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 / Hilldene 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...

Paragraph 6.3 of Havering's licensing policy further to cumulative impact includes the following provisions:

- For areas where a cumulative impact policy is adopted, it creates a rebuttable presumption that applications for new premises licences... that will add to the existing cumulative impact will normally be refused unless the applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact and not impact adversely on the promotion of the licensing objectives.

Details of the application

This application seeks to permit the supply of alcohol for consumption off the premises during the following hours:

- Monday to Saturday – 08:00 to 23:00
- Sunday – 10:00 to 22:30

Comments and observations on the application

This premises had been previously licensed as The Drinks Seller off-licence, a licence which had been in force since the Act came into force in 2005; however, the licence was revoked in April of this year. This application appears to be intended to licence the outlet once again as an off-licence.

Summary

There were no representations against this application from interested persons.

There was one representation against this application from a responsible authority, namely Havering's Licensing Authority. The Licensing Authority's representation is based upon concerns further to the applicant's previous history in relation to licensed premises and the application's perceived failure to address the demands of the Gooshays' cumulative impact policy.