



# LICENSING SUB-COMMITTEE

# REPORT

**Subject heading:**

Iceland

**Report author and contact details:**

10 Farnham Road Romford RM3 8DX  
Premises licence variation application  
Mr P Jones, Public Protection Officer  
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This application to vary a premises licence is made by Iceland Foods Limited under section 34 of the Licensing Act 2003. The application was received by Havering's Licensing Authority on 18<sup>th</sup> May 2026.

## **Geographical description of the area and description of the building**

This Iceland premises is located in the Farnham Road shopping area. The shop is one of a series of commercial outlets at street level. Residential properties are located above the commercial properties. The area is within the Gooshays cumulative impact zone.

## **Details of the application**

The application defines the variation as follows:

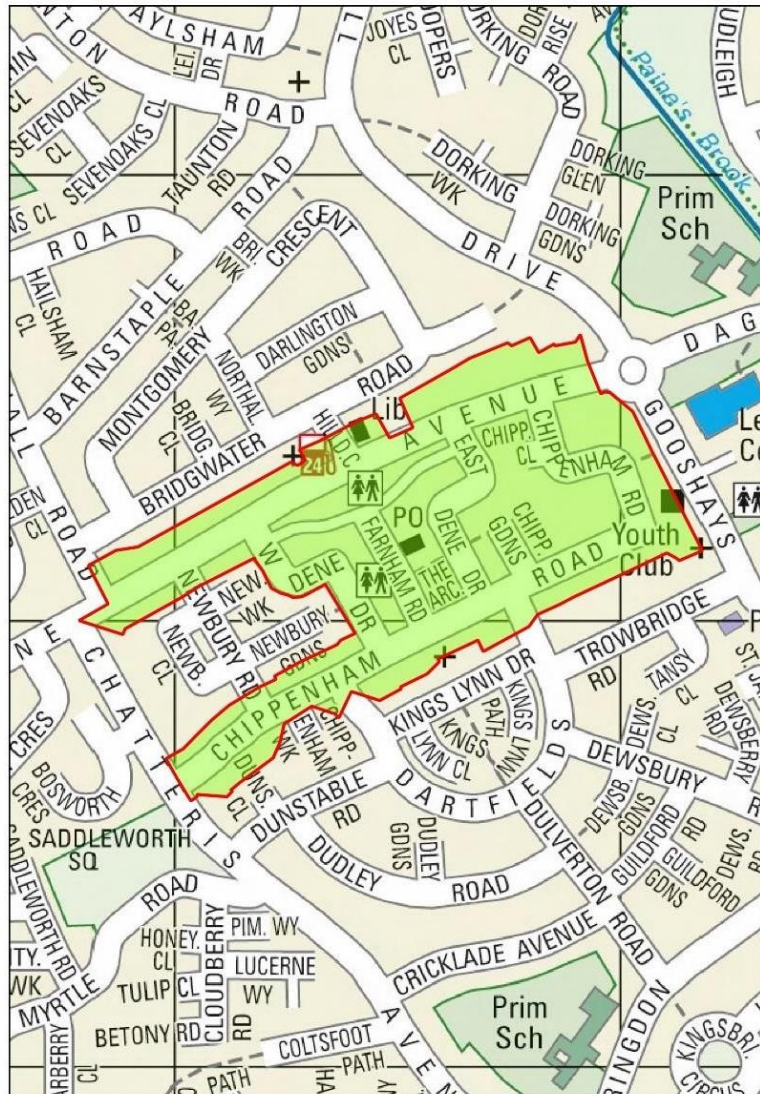
- To extend the sale of alcohol for consumption off the premises  
Monday to Sunday 07:00 - 23:00 to  
Monday to Sunday 00:00 - 23:59 (24-Hours)
- The store shall not be open to the public beyond 11pm, any sales of alcohol between the hours 11pm and 7am daily shall be for online delivery fulfillment only.

## **Comments and observations on the application**

A special cumulative impact policy for Gooshays is detailed in section 10 of Havering's current licensing policy. Paragraph 10.5 of the policy states:

- 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/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 and a cumulative impact policy has been adopted in this area.



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## Summary

There were no representations against this application from residents or businesses.

There was one representation against this application from a responsible authority, namely the Licensing Authority. The Licensing Authority's representation is based upon concerns that permitting deliveries from the front of the premises may undermine the licensing objectives, specifically the prevention of crime and disorder and the prevention of public nuisance.