



**Part A**

Premises licence number

**7395**

**Part 1 – premises details**

Postal address of premises

**Iceland  
10 Farnham Road Romford RM3 8DX**

Where the licence is time limited the dates

**Not applicable**

Licensable activities authorised by the licence

**Supply of alcohol**

The times the licence authorises the carrying out of licensable activities

**Monday to Sunday – 07:00 to 23:00**

The opening hours of the premises

**Monday to Sunday – 07:00 to 23:00**

Where the licence authorises supplies of alcohol whether these are on and/ or off supplies

**Off supplies only**

**Part 2**

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence

**Iceland Foods Limited  
Second Avenue Deeside Industrial Park Deeside Flintshire CH5 2NW  
01244 843610**

Registered number of holder

**01107406**

**1 of 5**

Signed .....

  
Paul Jones, Public Protection Officer

7<sup>th</sup> October 2024

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Name and address of designated premises supervisor where the premises licence authorises for the supply of alcohol

Mr Jason Powell



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Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol



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Annex 1 – mandatory conditions

1. No supply of alcohol may be made under the premises licence:
  - (a) at a time when there is no designated premises supervisor in respect of the premises licence, or
  - (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
3. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.  
(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.  
(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
  - (a) a holographic mark, or
  - (b) an ultraviolet feature.
4. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
5. For the purposes of the condition set out in paragraph 4 —
  - (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
  - (b) “permitted price” is the price found by applying the formula —
$$P=D+(D \times V)$$
where —
    - (i) P is the permitted price,
    - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
    - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
  - (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence —

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Annex 1 – mandatory conditions – contd.

- (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.
6. Where the permitted price given by paragraph (b) of paragraph 5 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
7. (1) Sub-paragraph (2) applies where the permitted price given by paragraph (b) of paragraph 5 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

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Annex 2 – conditions consistent with the operating schedule

1. The premises licence holder shall comply with the reasonable requirements of the Police in relation to responsible promotions in store.
2. The percentage of the premises’ floor area where alcohol is to be displayed shall not exceed 5%.
3. The applicant must have comprehensive and appropriate written policies to cover all aspects of its trading operations including those which pertain to the sale of alcoholic products.
4. Training of colleagues must be supplied when required or considered necessary.
5. The store must operate a Challenge 25 policy in relation to alcohol supplies. All customers who are apparently under the age of 25 years old must be challenged. Only identification in PASS approved formats shall be accepted.
6. The IS system at all checkouts shall identify any alcoholic products and shall always display an electronic flag to the cashier when any such products are presented for purchase.
7. All staff must be trained in respect of the Challenge 25 policy and acceptable forms of identification.
8. Appropriate signage regarding Challenge 25 must be displayed in store.

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Signed .....  
Paul Jones, Public Protection Officer

7<sup>th</sup> October 2024

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Annex 2 – conditions consistent with the operating schedule – contd.

9. All tills must have a till prompt system that requires the cashier to physically confirm that the purchaser is over 18 years of age whenever an age restricted product is scanned.
10. In relation to age restricted sales the company shall implement and maintain a refusals log system which shall be regularly monitored in compliance with existing company policy. This log will be made available at the premises to police or an authorised officer of the local authority on request.
11. A digital CCTV system shall be installed and maintained at the premises enabling surveillance of entrances/exits and till point areas. The system shall continuously record while the premises are open to the public conducting licensable activities. Recordings from the system shall be retained for a period of 28 days and shall be capable of being easily downloaded. Recordings shall be made available to Police or an authorised officer of the local authority upon receipt of a request.
12. There shall be 'CCTV in operation' signs prominently displayed in the premises.
13. An incident log whether kept in written or electronic form shall be retained at the premises and made available for inspection by an authorised officer of the Police or the Local Authority.
14. The premises will be fitted with a panic button system for staff to utilise in the case of an emergency.
15. A complaints procedure shall be in operation at the premises, details of which shall be made available in store.
16. All relevant staff will receive training in relation to the sale of alcohol. No member of staff will be permitted to sell alcohol until such time as they have successfully completed the aforementioned training.

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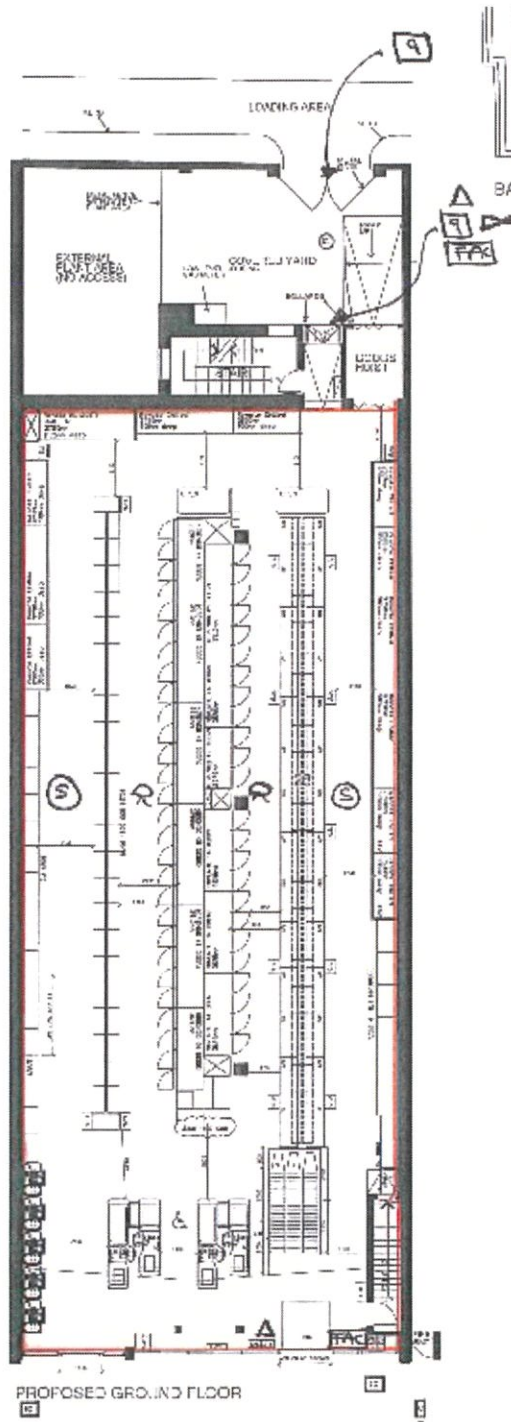
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Annex 3 – conditions attached after a hearing by the Licensing Authority

Not applicable

Annex 4 – premises plans

Original premises plans are held by the Licensing Authority of the London Borough of Havering.



Signed .....  
Paul Jones, Public Protection Officer

7th October 2024



## Part B

### Premises licence summary

Premises licence number

7395

### Premises details

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Name, (registered) address of holder of premises licence

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Second Avenue Deeside Industrial Park Deeside Flintshire CH5 2NW

Registered number of holder

01107406

Name of designated premises supervisor where the premises licence authorises for the supply of alcohol

Mr Jason Powell

1 of 2

Signed .....  
Paul Jones, Public Protection Officer

7<sup>th</sup> October 2024

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State whether access to the premises by children is restricted or prohibited

Not restricted

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