

Sarah Mardon

From: Licensing (HDC)
Sent: 08 August 2025 15:04
To: [REDACTED]@iceland.co.uk
Subject: FW: Premises Licence Application - Iceland Food Limited, 3 Stukeley Road Retail Park, Huntingdon.

Hello again [REDACTED]

I have been in contact with the objector, he has rejected proposal of the reduced hours for sale of alcohol. Therefore, the committee hearing will be needed.

The committee will determine which points of the objection they consider relevant to the Licensing Objectives and give each the appropriate weight.

The consultation will end on Monday, if I receive any more before then I will of course let you know.

The hearing is being organised as we speak so and I will let you know when the arrangements have been made.

Kind regards

Sarah



Sarah Mardon
Licensing Officer

Licensing Team
Huntingdonshire District Council | Pathfinder House | St
Mary's Street | Huntingdon | PE29 3TN
www.huntingdonshire.gov.uk

From: Licensing (HDC)
Sent: 08 August 2025 12:59
To: [REDACTED]@iceland.co.uk>
Subject: RE: Premises Licence Application - Iceland Food Limited, 3 Stukeley Road Retail Park, Huntingdon.

Thank you for your quick response [REDACTED].

I will take this amendment to the objector, and get back to you.

Many Thanks

Sarah

From: [REDACTED] <[\[REDACTED\]@iceland.co.uk](mailto:[REDACTED]@iceland.co.uk)>

Sent: 08 August 2025 12:05

To: Licensing (HDC) <Licensing@huntingdonshire.gov.uk>

Subject: RE: Premises Licence Application - Iceland Food Limited, 3 Stukeley Road Retail Park, Huntingdon.

Good afternoon Sarah,

Thank you for the email, I think we may have inadvertently caused unnecessary confusion as to how we will be operating at this location.

Naturally a lot of what is outlined below is purely speculative, however, to alleviate any concerns from the neighbouring community, Iceland is happy (on the understanding that this representation is withdrawn) to amend the application so that the hours listed for the sale of alcohol are changed from 24-hours a day to 7am - 11pm. I believe this would align us with nearby competition within the immediate area.

I look forward to hearing from you in due course once you've had the opportunity to discuss with the objector.

Kind regards,

From: Licensing (HDC) <Licensing@huntingdonshire.gov.uk>

Sent: 08 August 2025 11:38

To: [REDACTED] <[\[REDACTED\]@iceland.co.uk](mailto:[REDACTED]@iceland.co.uk)>

Subject: Premises Licence Application - Iceland Food Limited, 3 Stukeley Road Retail Park, Huntingdon.

Good Morning [REDACTED]

I wanted to make you aware of a representation we have received regarding this application. As there is still a little time left on the consultation period, I wanted to see if there was any appetite for mediation. I have already requested a hearing is arranged should it be needed.

You will see from the text below the main relevant points are on the proposed 24 hour operating, but also includes noise and disturbance.

I strongly object to the application for a 24-hour licence and the sale of alcohol at this proposed food warehouse across from our homes. This retail park is not an appropriate location for such operations, especially given that it is directly surrounded by residential properties and is within 100 yards of Stukeley Meadows Primary School. Granting a 24-hour alcohol licence in such a location poses serious risks to public safety, encourages anti-social behaviour, and significantly disrupts the peace and security of local residents — including young families and vulnerable individuals. Late-night vehicle activity, noise, potential loitering, and public disturbances are unacceptable in what has always been a quiet, family-friendly neighbourhood. Furthermore, the retail park already suffers from limited parking. Increased traffic from a 24-hour store will only worsen congestion and remove the already scarce parking we residents rely on, especially during evenings and weekends. This application prioritises commercial convenience over the well-being of an entire community. The idea that alcohol could be sold around the clock just steps from a school and people's homes is entirely inappropriate. We urge the council to reject this application in full.

Please let me know if you wish to make any changes to the application at this stage, or if you are happy to continue to a hearing.

I look forward to hearing from you

Kind regards

Sarah



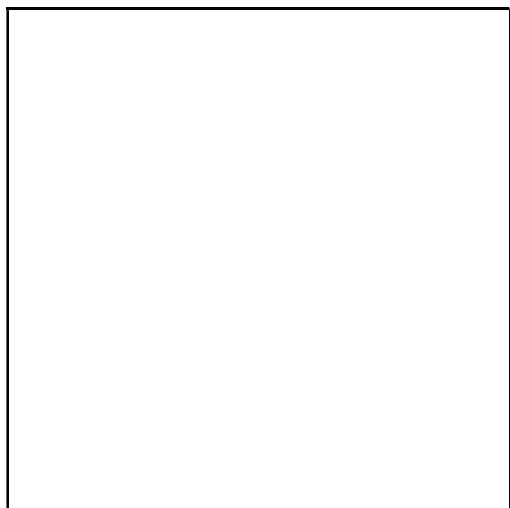
Sarah Mardon
Licensing Officer

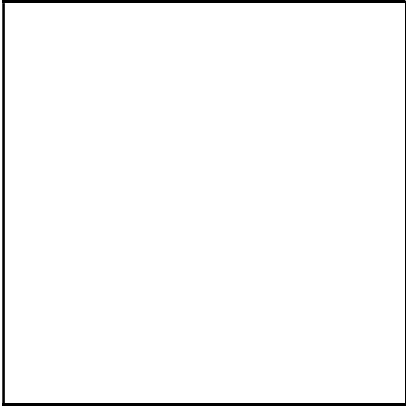
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