

Sarah Mardon

From: [REDACTED]
Sent: 08 August 2025 14:20
To: Licensing (HDC)
Subject: Re: Online comment - Iceland Foods Limited -application 292224

Hi Sarah,

Thank you for your response and for outlining the applicant's provisional offer.

While I acknowledge the proposed reduction in alcohol sales hours to 07:00–23:00, my concerns remain. A start time of 07:00 for alcohol sales is still wholly inappropriate for this location — particularly given that Stukeley Meadows Primary School is less than 100 yards away, with young children walking past the premises every school day. The idea of alcohol being sold from early in the morning, so close to a school, is unacceptable and does not align with the principles of protecting children from harm.

In addition, my objection is not solely about the hours for alcohol sales. The wider issue is the significant impact of a 24-hour retail operation in a residential area with already limited parking and a quiet, family-focused environment. Even without alcohol sales during the night, round-the-clock opening will inevitably bring noise, traffic, and disruption during unsociable hours. Stukeley Road already experiences heavy traffic and congestion — particularly during school runs and peak times — and this development will only worsen that situation, increasing safety risks for both residents and children.

For these reasons, I do not wish to withdraw my objection, and I am happy for the matter to proceed to the licensing sub-committee.

Kind regards,

[REDACTED]

On Fri, 8 Aug 2025, 13:58 Licensing (HDC), <Licensing@huntingdonshire.gov.uk> wrote:

Dear [REDACTED]

Thank you for commenting on the above application. I can confirm your comments are relevant and accepted.

It is normal procedure in these matters, where possible, to initially try to mediate with both the applicant and any objectors, in order to come to a satisfactory resolution.

Therefore, your comments have been sent to the applicant for their consideration. In response, they have provisionally agreed to reduce the timing for the sale of alcohol activity to 07:00 to 23:00 each day, on the understanding that you withdraw your objection.

The options available to you –

1. To agree with the proposed changes and withdraw your objection. This will result in a Licence being granted with the reduced hours for the sale of alcohol.
2. To not agree with the proposed changes and continue with the objection. The original application will then be determined by the licensing sub-committee at a hearing to which you will be invited to attend to put your concerns forward. You do not have to attend, if you do not, your written representation will still be considered.

However, there is an important point you need to understand; the proposed changes to the application will only affect the times alcohol can be sold from the premises, as this is the activity that requires a licence. The applicant has not proposed to change the opening hours, and these cannot be changed by the Licence or licensing process, so the premises may still operate 24hrs to sell non-alcohol products, should they so wish.

I'm happy to discuss this further if you so wish, if you reply with a contact phone number I will call you. Otherwise, please let me know by reply email how you wish to proceed, please ensure you respond before the 11th August as this is the last day for the consultation.

Kind regards

Sarah



Sarah Mardon

Licensing Officer



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