



RUSHMOOR BOROUGH COUNCIL

PREMISES LICENCE

Licensing Act 2003

Part 1 – Premises Details

Postal address of premises, or if none, ordnance survey map reference or description

Address: Iceland
153 - 163 Victoria Road
Aldershot
Hampshire
GU11 1JR

Map Ref (E): 486260
Map Ref (N): 150642
UPRN: 200003209367

Telephone 01244 830100

Where the licence is time limited the dates

- This licence is **NOT** time limited

Licensable activities authorised by the licence

- The retail sale / supply of alcohol **ONLY**

Times the licence authorises the carrying out of licensable activities

- On Monday to Saturday, other than Christmas Day – 08:00am to 23:00pm
- On Sundays, other than Christmas Day – 10:00am to 22:30pm
- On Christmas Day – 12:00noon to 15:00pm and 19:00pm to 22:30pm
- On Good Friday – 08:00am to 22:30pm

The opening hours of the premises

- Not known

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

- Alcohol may be sold / supplied for consumption **OFF** the premises **ONLY**

Part 2

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

Name: Iceland Foods Limited
Address: 2nd Avenue
Deeside Industrial Park
Deeside
Flintshire
CH5 2NW
Telephone: 01244 843610
Email: Not Known

Registered number of holder, e.g. company number, charity number (where applicable)

➤ 1107406 (Company Number)

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

Name: Matthew Rosam
Address:
Telephone: Not Known
Email: Not Known

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

Personal licence number: BOP M007303
Issuing authority: Borough of Poole

Granted by Rushmoor Borough Council, as licensing authority
pursuant to the Licensing Act 2003 and regulations made thereunder

Date Licence Granted: 26th July 2006
Licence Effective From: 24th November 2005
Date Last Modified: 7th September 2021
(Change of DPS)



SIGNED on behalf of the
Head of Operational Services
(*Authorised Officer*)

Annex 1 – Mandatory conditions

- (1) No supply of alcohol may be made under the premises licence:-
 - (i) at a time when there is no designated premises supervisor in respect of the premises licence, or
 - (ii) at a time when the designated premises supervisor does not hold a personal licence or his/her 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)
 - (i) 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.
 - (ii) 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.
 - (iii) 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. For the purposes of this condition –
 - (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 –
 - (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.
- (f) Where the permitted price given by Paragraph (b) would (apart from the 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.
- (g) Paragraph (b)(ii) applies where the permitted price given by Paragraph (b) 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.
- (h) 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.

Annex 2 – Conditions consistent with the Operating Schedule

- (1) Alcohol shall not be sold or supplied except during permitted hours.
- (2) The above restriction does not prohibit:-
 - (i) during the first twenty minutes after the above hours, the taking of the alcohol from the premises, unless the alcohol is supplied or taken in an open vessel;
 - (ii) the ordering of alcohol to be consumed off the premises, or the despatch by the vendor of the alcohol so ordered;
 - (iii) the sale of alcohol to a trader or club for the purposes of the trade or club;
 - (iv) the sale or supply of alcohol to any canteen or mess, being a canteen in which the sale or supply of alcohol is carried out under the authority of the Secretary of State or an authorised mess of members of Her Majesty's naval, military or air forces.
- (3) Alcohol shall not be sold in an open container or be consumed in the licensed premises.

Annex 3 – Conditions attached after a hearing by the licensing authority

None

Annex 4 – Plans

This licence permits the licensable activities stated at the premises addressed above and outlined below in accordance with the plan(s) attached and marked 05/00481/LAPRE2 – 8.

