



Mr. Steven Dormer
Licensing Officer
The Licensing Service
London Borough of Hillingdon
Civic Centre
High Street
Uxbridge
UB8 1UW

Date: 14th March 2023

Dear Mr. Dormer,

LICENSING ACT 2003
PRINCE OF WALES (SAHARA CITY), 1 HARLINGTON ROAD, HILLINGDON UB8 3HX

I am writing to you as the Officer duly authorised to make representations on behalf of the Licensing Authority. This representation concerns the application submitted by Game Measure Limited for a new premises licence proposed at the above premises.

The application proposes for the Sale of Alcohol and Regulated Entertainment (Live Music, Recorded Music and Performance of Dance) from 10:00 to 00:00 Sunday to Wednesday and 10:00 to 01:00 hours Thursday to Saturday. They have also applied for Late Night Refreshment up to 00:00 Sunday to Wednesday and up to 01:00 Thursday to Saturday.

The Licensing Authority wishes to make a representation against this application based on the following licensing objectives:

The Prevention of Crime & Disorder
The Prevention of Public Nuisance
Protection from Children from Harm

It should be noted that the premises previously had a premises licence under the holder, A M Property & Development Ltd. However, this licence was revoked by the licensing sub-committee on 23rd December 2021 following a Summary Review called by the Police. This was initially appealed by A M Property & Development Ltd. but later withdrawn.

At the start of the year we received queries from concerned residents advising us that the premises had started trading again. Therefore, I met with the Director of Game Measure Ltd, Mr. Ahmed Sheikh at the premises on 18th January 2023. Mr. Sheikh advised me that they had started trading but not providing licensable activities. He assured me that the owner and Director of the previous licence holder company, Mr. Abouzeid, would not be involved in the management of the premises.

From this meeting and the information set out in this new application we feel that Mr. Abouzeid may still be able to influence management decisions in the future. Mr. Sheikh has stated that his company will hold the lease but A M Property & Development Ltd and Mr. Abouzeid will remain the freeholder. In addition, it is noted that the applicant, Game Measure Ltd and A M Property & Development Ltd share the same registered address of 23a Kenilworth Gardens, Hayes, Middlesex UB4 0AW. Mr. Sheikh has said that he will retain the services of the Duty Manager who previously worked under Mr. Abouzeid. It is unclear whether Mr.

Abouzeid will be present at the premises during the times it is operating. This poses more questions and requires further discussion.

If Mr. Abouzeid continues to manage this premises in the future we feel there is a risk that the licensing objectives will not be fully promoted. I have highlighted, below, some of the concerns we have had previously at the premises.

The Prevention of Crime & Disorder

There has been a history of violence, intoxication, non-compliance of conditions and poor management at the premises since 2019. There are a number of examples that I can refer to but I will highlight the two significant incidents, below:

In December 2019 the Licensing Authority formally reviewed the premises licence. One of the main factors was because the premises was associated with a serious incident on 8th August 2019 at around midnight causing Police to attend the scene. A call for Police assistance was put in by the London Ambulance Service who were responding to a male with significant injuries and fighting in progress at the premises following a mass brawl. A number of crime and disorder related conditions were attached to the licence by the Licensing Sub-Committee as a result.

In December 2021 the Metropolitan Police Service applied for a summary review of the premises licence. On Saturday 27th November 2021 at approximately 00:41 hours, a 999 call was placed to the Metropolitan Police requesting attendance to a fight outside the premises which resulted in multiple knife attacks. The incident of serious disorder resulted in four persons suffering serious assaults – two people received stab wounds (lower back and upper right back respectively), a 16 year old girl suffered a laceration to her arm from a knife which required stitches and a fourth person was punched several times in the face which resulted in swelling to the face, eyes and cheek. The incident began with an argument between customers who were sat in the covered garden area at the rear of the premises but then escalated into a fight outside the premises. To summarise, the Licensing Sub-Committee decided to revoke the premises licence on 23rd December 2021. This decision was initially appealed, however, on 22nd February 2022 AM Property Ltd withdrew their appeal and so the revocation stood.

The Prevention of Public Nuisance

We have concerns about the proposed finishing times for licensable activities, in particular the stated regulated entertainment on Thursdays to Saturdays going up to 01:00 hours. We feel there is the risk of potential disturbance to residents living within the vicinity. Earlier finishing times may wish to be considered by the applicant so they are more appropriate for the local area.

We note the measures the applicant has put forward in Section 18(d) of their application, however, there has been a long history of complaints from residents since 2019. These include complaints regarding loud music and people noise from customers at the rear outside area where regulated entertainment was being provided. We have had concerns about the non-compliance of previous conditions on the premises licence which restricted the use of this external rear area at certain times. Parking matters have also been raised previously by residents as well as complaints about the non-dispersal of customers.

Protection from Children from Harm

Again, we note the measures that the applicant has supplied in Section 18(e) of their application. However, we would point out that the premises has a history of not upholding this licensing objective. For example, in 2019, as part of the Licensing Authority's review, we were provided statements from Police Officers who had concerns about underage drinking. This has also been the concern from some residents over the years. Furthermore, the Police's summary review in December 2021 highlights that on 27th November 2021 one of the victims of the knife attack was a 16 year-old who gave her account relating to the sale of alcohol to her and her friends. This was evidence that the premises were not adopting the challenge 25 policy, in breach of their licence conditions at the time.

In conclusion, it is evident that there have been serious problems associated with the premises and we are currently not confident that the introduction of Game Measure Limited as the new licence holder will resolve these issues moving forward. We feel there is a risk of similar incidents occurring in the future and the licensing objectives not being upheld.

I am happy to attend a hearing, if required, to verbally deliver my representation and to also to answer any queries from the Licensing Sub-Committee.

If you have any queries regarding this matter, then please feel free to contact me.

Daniel Ferrer
Licensing Team Manager
dferrer@hillingdon.gov.uk
T. 01895 277 753



Steve Dormer
Licensing

13th March 2023

Dear Mr Dormer

Prince Of Wales (Sahara City), Harlington Road, UB8 3HX

I am writing to you as Responsible Authority as consultee for licensing in relation to the Anti-Social Behaviour Team of the London Borough of Hillingdon. The representation is in response to a premises licence application submitted via Personal Licence Courses on the behalf of Mr Sheikh Sheraz Ahmed. .

Following an on-site inspection, the Anti-Social Behaviour Team have concerns that the following licensing objective would not be met.

Prevention of a public nuisance

The activities that give the Anti-Social Behaviour Team cause for concern are the following:

Loud amplified music

Noise of customers situated outside premises for purposes of shisha smoking

The Anti-Social Behaviour Team have taken into consideration the proximity the premises to nearby residents.

The other conditions the Anti-Social Behaviour Team would like to see added as a condition

- Emptying of glass bottles into external receptacle to take place only between 09:00 – 20:00
- Last entry into the premises Sunday to Thursday 22:30
- Fridays and Saturdays 23:30
- Hourly noise patrols during Regulated Entertainment
- Record kept of noise patrols

If the applicant is not satisfied with any aspect of the representation, then the matter would be settled via a Licensing Sub Committee.

If you have any further questions, please do not hesitate to contact me.

Yours sincerely

Adam Stitson
ASB Team Leader

	METROPOLITAN POLICE	TOTAL POLICING		

The Licensing Officer Licensing services Civic Centre Uxbridge UB8 1UW	Hillingdon Borough Licensing Dept. Uxbridge Police Station 1 Warwick Place Uxbridge UB8 1PG. Telephone: 020 8246 1933 Email: Licensing-xh@met.police.uk
Date: 14/03/2023 Your Ref: Prince of Wales	

Re: Application for a new premises licence.

The Police Licensing Team wish to submit an objection regarding the new premises licence application at Prince of Wales, 1 Harlington Road, Uxbridge, Hillingdon, UB8 3HX.

This venue has previously had a premises licence. In 2016 the Premises Licence Holder (PLH) was A M Property & Development Ltd and the Designated Premises Supervisor (DPS) was Mr Mohamed Hussein Abouzeid EL-MENSHAWI. Companies House records show that Mr EL-MENSHAWI is the director of the company and that Mr Ahmed Mohamed ABOUZEID is the director. The registered address for the company is 23A Kenilworth Gardens, Hayes, UB4 0AW.

The premises licence was reviewed in 2019 following a serious incident when a male was assaulted in a fight. The premises did not call police and there were concerns about public nuisance with complaints associated to shisha smoking, entertainment and noise. There were also concerns about underage drinking at the time.

As a result of this review, further conditions were imposed on the licence and Mr ABOUZEID was removed as DPS and replaced by Mr EL-MENSHAWI.

On 27/11/2021 there was another serious incident at the Prince of Wales whereby there was a stabbing. Four people received knife injuries and one of the injured victims was a 16 year old girl. She had been drinking in the premises for hours before the assault with friends who were all under the age of 18 years old.

Following this serious assault there was a summary review which resulted in the premises licence being revoked. Interim steps were put in place to suspend the licence and this was challenged. The decision, however, was upheld.

This new application for a premises licence has been made with the business name as Game Measure Ltd. This company, like the old PLH, is registered at 23A Kenilworth Gardens, Hayes, UB4 0AW. The application appears to be a return to the business and operation that previously lead to the two reviews and the ultimate revocation.

The proposed DPS for the new premises licence application is Mr Ahmed MUSTAFA. [REDACTED]

Police Licensing have serious concerns and are objecting to this new application. As outlined above, the venue has previously been proven to not uphold the licensing objectives where there have been serious injuries and underage drinking. There are links to the same management and the business appears to be attempting to return to operating in the same manner that it was before, which was not acceptable. Conditions have previously not been adhered to and there has been crime and disorder. The proposed DPS has also made questionable decisions and not upheld the licensing objectives in the past. We therefore have no confidence in the management of this business.

Further details from relevant police reports can and will be provided should a hearing be scheduled for this application.

*PC Penny BROWN 3267WA
Police Licensing Officer
Hillingdon Borough.*

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