

**Application for the review of a premises licence or club premises certificate under the  
Licensing Act 2003**

**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

Before completing this form please read the guidance notes at the end of the form.  
If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

**I** Tania Jardim on behalf of Bournemouth Christchurch and Poole (BCP) Council Licensing Authority

**Apply for the review of a premises licence under section 51 of the Licensing Act 2003**

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

Ashley Vegas  
408 Ashley Road  
Parkstone

**Post town** Poole

**Post code (if known)** BH14 0AA

**Name of premises licence holder or club holding club premises certificate (if known)**

Ashley Vegas Limited

**Number of premises licence or club premises certificate (if known)**

BH215247

**Part 2 - Applicant details**

I am

Please tick ✓ yes

1) an individual, body or business which is not a responsible authority (please read guidance note 1, and complete (A) or (B) below)

☐

2) a responsible authority (please complete (C) below)

☒

3) a member of the club to which this application relates (please complete (A) below)

☐

**(A) DETAILS OF INDIVIDUAL APPLICANT** (fill in as applicable)

Please tick ✓ yes

Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other title  
(for example, Rev)

**Surname**

**First names**

**I am 18 years old or over**

Please tick ✓ yes

☐

**Current postal  
address if  
different from  
premises  
address**

**Post town**

**Post Code**

**Daytime contact telephone number**

**E-mail address  
(optional)**

**(B) DETAILS OF OTHER APPLICANT**

Name and address

Telephone number (if any)

E-mail address (optional)

**(C) DETAILS OF RESPONSIBLE AUTHORITY APPLICANT**

Name and address

Tania Jardim

Licensing Officer

BCP Council

Public Protection

BCP Council Civic Centre

Bourne Avenue

BH2 6DY

Telephone number (if any)

[REDACTED]

E-mail address (optional)

[REDACTED]

**This application to review relates to the following licensing objective(s)**

1) the prevention of crime and disorder

2) public safety

3) the prevention of public nuisance

4) the protection of children from harm

Please tick one or more boxes ✓

☒☐☐☒

**Please state the ground(s) for review** (please read guidance note 2)

The Licensing Authority no longer have confidence in the licence holder and DPS to ensure that the conditions of their premises licence are being complied with, we believe this undermines the licensing objectives of prevention of crime and disorder and the protection of children from harm.

In addition, the premises has been linked to criminal activities particularly the storage and sale of illicit tobacco and vapes further undermining the licensing objectives as stated.

**Please provide as much information as possible to support the application**  
(please read guidance note 3)

**Background information to support review**

1. These premises have held a premises licence since 16 February 2024, which includes robust conditions that they must adhere to. The premises licence holder is Ashley Vegas Ltd and the Designated Premises Supervisor is Mrs Shanaz Abdullah.
2. A copy of the premises licence is attached at Appendix 1.
3. On the **7 April 2025**, the Licensing Authority received intelligence from BCP Council's Trading Standards Department. This was following a multi-agency joint visit carried out by Trading Standards, HMRC and Dorset Police officers. As a result of this visit, we were advised that Dorset Police seized an offensive weapon (bat) from the premises and Trading Standards seized illicit tobacco and vapes.
4. A statement from Trading Standards Officer Andrew Crossen-White is attached in support of this review, as Appendix 2.
5. On **9 April 2025**, in response to the intelligence received, licensing officers carried out a compliance inspection to the premises.
6. At the time of the inspection, the only person at the premises was a Mr [REDACTED] who advised he was a friend of the new owner Hiwa.
7. Mr [REDACTED] was not able to assist officers in assessing compliance with the premises licence conditions, he reported to officers that he was only covering for his friend. He was defensive and unhelpful to officers.
8. During this inspection it was clear that many conditions of the premises licence were not being compliance with in particular:-
  - CCTV - operation and record keeping.
  - Training of staff and training records.
  - Incident and refusal logs not being maintained.
9. A Breach Letter was issued to the premises on the **11 April 2025**, this was sent via post and emailed to the email address we held on file for the premises licence holder - [REDACTED]. Following an automatic email response advising that they had sold the business to Mr Hiwa Yousefzadeh and providing a new contact email address. The breach letter was forwarded to this email address on 11 April 2025. A copy of the Breach Letter is attached at Appendix 3.
10. The change in ownership of the premises and director of the premises licence holder had not been communicated with the licensing team. Officers checked companies house and confirmed that the director of Ashley Vegas Ltd had changed from Mr Aus Al-Koubaisi to Mr Hiwa Yousefzadeh on 3 March 2025.
11. As the licence holder name remains unchanged no transfer is required.
12. No response to the breach letter was received from the Mr Hiwa Yousefzadeh and a follow up inspection took place on **30 April 2025**. At the time of the visit, Mr Hiwa Yousefzadeh, was present at the premises. Officers explained the

inspection was to follow up from the previous inspection which took place of the 9 April and the subsequently issued breach letter. Mr Yousefzadeh confirmed that he had seen the breach letter, and we expressed our disappointment that Mr Yousefzadeh did not provide any acknowledgement or response to our concerns. He explained that he had just recently taken over the premises and it was all new to him. He offered no other explanation regarding the lack of compliance.

13. During the inspection, questions were asked of Mr Yousefzadeh regarding who was the current DPS, he advised it was Mrs Shanaz Saeed Abdullah and she would remain until he varied the application to become DPS. He advised that he had just completed his personal licence qualification and that a friend of his was going to assist with the application for a Personal Licence and the vary DPS application would follow. Mr Yousefzadeh, showed us blank forms and material he had been provided as part of the qualification and which he understood he had to use at the premises, these were headed Humber Trading Standards. Officers advised, these had to be completed and provided advice on how to complete. Officers further advised that he remained in breach as there was no evidence that any of the previously identified breaches of condition had been addressed, he was advised we would confirm this in writing and outline our potential next steps.
14. A further Breach Letter was sent on the **21 May 2025**, there was an unavoidable delay in sending this letter due to other priority work, team pressures and officer leave. The letter requested an update on actions to be sent to the licensing team no later than 29 May 2025. A copy of this letter is attached at Appendix 4.
15. As no information was received, a further letter was issued to Mr Yousefzadeh on 13 June 2025 to confirm that a formal action would be taken unless he engaged and provided an update within 5 working days.
16. Efforts have been made to contact the current DPS by phone, to date no contact has been made and we are concerned that they are not overseeing the sale of alcohol appropriately or engaged in the day to day running of the premises. Section 4.61 of the Revised Guidance issued under section 182 of the Licensing Act 2003 (February 2025) states: -

*Every premises licence that authorises the sale of alcohol must specify a DPS. This will normally be the person who has been given day to day responsibility for running the premises by the premises licence holder.*

17. Despite two compliance inspections, issuing two formal breach letters, and a further follow up letter from licensing officers, Mr Yousefzadeh as the sole director of the premises licence holder Ashley Vegas Limited, has failed to engage with the Licensing Authority, despite various opportunities and we are left with no option, but to request a review of the premises licence.

#### **Licensing team approach to enforcement**

18. The Licensing Authority uses a phased approach to enforcement in order to achieve compliance from premises licence holders in accordance with section 8 of [Our enforcement policy | BCP](#). Officers will seek compliance through co-operation only seeking enforcement action as a last resort when compliance is deemed unlikely through other means. It is expected that premises licence holders engage with responsible authorities and endeavour to comply with the conditions of their premises in order to uphold the licensing objectives.
19. With reference to section 11.10 of the Revised Guidance issued under section 182 of the Licensing Act 2003 (February 2025):

*Where authorised persons and responsible authorities have concerns about problems identified at premises, it is good practice for them to give licence holders early warning of their concerns and the need for improvement, and where possible they should advise the licence or certificate holder of the steps they need to take to address those concerns. A failure by the holder to respond to such warnings is expected to lead to a decision to apply for a review.*

20. This review is submitted as a last resort in order to address non-compliance and breaches of the current premises licence conditions by the premises licence holder and DPS.
21. This review is supported by the Trading Standards Officer in their capacity as a Responsible Authority following multiagency visits and intelligence that link this premises to criminal activity and the sale and supply of illicit tobacco and vapes. This type of criminal activity should be treated particularly seriously as supported by section 11.27 of The Revised Guidance issued under section 182 of the Licensing Act 2003 (February 2025).

**Preferred option**

22. After consideration of the various options available to remedy the concerns raised within this review application, I ask the committee to consider the following as a preferred option:-

To suspend the supply of alcohol for a period of three months – this will provide the premises licence holder with the opportunity to put in place the necessary measures to comply with all conditions of their premises licence and to ensure they have varied the premises licence to specify a new DPS who is engaged in the day to day running of the premises.

23. In relation to concerns relating to the protection of children from harm, I would also request the following additional condition be added to the licence:-
  - All staff shall receive training and guidance using the NPOANS toolkit which is available for free from [No Proof Of Age, No Sale](#).

Please tick ✓ yes

Have you made an application for review relating to the premises before

☐

If yes please state the date of that application

Day		Month		Year	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**If you have made representations before relating to the premises please state what they were and when you made them**



Please tick ✓

yes

- I have sent copies of this form and enclosures to the responsible authorities and the premises licence holder or club holding the club premises certificate, as appropriate ☒
- I understand that if I do not comply with the above requirements my application will be rejected ☒

**IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**Part 3 – Signatures** (please read guidance note 4)

**Signature of applicant or applicant's solicitor or other duly authorised agent** (please read guidance note 5). **If signing on behalf of the applicant please state in what capacity.**

Signature *Tania Jardim*

.....

Date **24 June 2025**

.....

Capacity **Licensing Officer on behalf of BCP Council Licensing Authority**

.....

<b>Contact name (where not previously given) and postal address for correspondence associated with this application</b> (please read guidance note 6)	
<b>Post town</b>	<b>Post Code</b>
<b>Telephone number (if any)</b>	
<b>If you would prefer us to correspond with you using an e-mail address your e-mail address (optional)</b>	

**Notes for Guidance**

1. A responsible authority includes the local police, fire and rescue authority and other statutory bodies which exercise specific functions in the local area.
2. The ground(s) for review must be based on one of the licensing objectives.
3. Please list any additional information or details for example dates of problems which are included in the grounds for review if available.
4. The application form must be signed.
5. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
6. This is the address which we shall use to correspond with you about this application.



# APPENDIX 1

Licensing Team  
BCP Council Civic Centre  
Bourne Avenue  
Bournemouth BH2 6DY



## Premises Licence Part A

Premises licence number: BH215247

<b>Postal address of premises, or if none, ordnance survey map reference or description:</b>
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Ashley Vegas, 408 Ashley Road
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<b>Post town:</b> Poole
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<b>Post Code:</b> BH14 0AA
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<b>Telephone number:</b> 07754 949793
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<b>Licensable activities authorised by the licence:</b>
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Supply of Alcohol
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<b>The times the licence authorises the carrying out of licensable activities:</b>
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<b>Supply of Alcohol</b>
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Monday - 07:00-23:00
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Tuesday - 07:00-23:00
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Wednesday - 07:00-23:00
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Thursday - 07:00-23:00
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Friday - 07:00-23:00
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Saturday - 07:00-23:00
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Sunday - 07:00-23:00
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<b>The opening hours of the premises:</b>
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Monday - 07:00-23:00
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Tuesday - 07:00-23:00
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Wednesday - 07:00-23:00
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Thursday - 07:00-23:00
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Friday - 07:00-23:00
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Saturday - 07:00-23:00
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Sunday - 07:00-23:00
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<b>Where the licence authorises supplies of alcohol whether these are on and/ or off supplies:</b>
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Alcohol will be consumed off the premises.
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**Part 2**

<b>Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:</b>
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Ashley Vegas Ltd
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408 Ashley Road
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Poole
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BH14 0AA
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Tel: [REDACTED]
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Email: [REDACTED]
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<b>Registered number of holder, for example company number, charity number (where applicable):</b>
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15418947
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<b>Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:</b>
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Mrs Shanaz Saeed Abdullah
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[REDACTED]
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<b>Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:</b>
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KMCPLL05518
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Kirklees Council
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## Annex 1 – Mandatory conditions

### Mandatory Conditions (Sections 19,20,21 LA 2003)

- 1.1. There shall be no sale or supply of alcohol when there is no designated premises supervisor in respect of this premises licence or at a time when the said premises supervisor does not hold a personal licence or when his/her licence is suspended.
- 1.2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

### The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014

- 1.3.
  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.

### The Licensing Act 2003 (Mandatory Conditions) Order 2014

- 1.4.
  1. 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.
  2. For the purposes of the condition set out in paragraph 1 -
    - (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.
3. Where the permitted price given by Paragraph (b) of paragraph 2 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.
  4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 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.

## **Annex 2 – Conditions consistent with the operating schedule**

### Prevention of Crime & Disorder.

- 2.1. The premise shall operate an effective CCTV system that shall be maintained in good working order to the satisfaction of Dorset Police.
  - 2.1.1 The CCTV system shall cover all areas of the store including the entrance, point of sale and main alcohol displays.
  - 2.1.2 Signage informing customers of the CCTV system shall be prominently displayed on the premises.
  - 2.1.3 The system shall record whenever the premises is open for licensable activity.
  - 2.1.4 The CCTV system shall capture clear facial recognition and clear head and shoulder images of every person entering the premises and at the point of sale.
  - 2.1.5 The location of cameras shall be recorded on the plan attached to this licence. The CCTV system should be updated and maintained according to police recommendations and should additional cameras be requested/advised by the Police, they shall be fitted in a timely manner.
- 2.2. The recording medium (e.g. discs / tapes / hard drive etc) and associated images shall be retained and securely stored for a minimum period of 31 days and shall be made available to a Police Officer or Authorised Officer of the Licensing Authority upon request in a timely manner.
- 2.3. The Premises Licence Holder or Designated Premises Supervisor shall provide the Police with the contact details of at least one member of staff or other person(s) who is conversant with the operation of the CCTV system so that upon request copies of recorded data are provided with absolute minimum delay.
- 2.4. A documented full internal check of the CCTV shall be completed weekly to ensure all cameras remain operational, that 31 days storage for recordings is being maintained and recordings are accurately date and time stamped.

- 2.4.1 The Premises Licence Holder/Designated Premises Supervisor shall ensure that immediate action is taken to rectify any fault identified. A log of the steps taken to rectify the fault shall be made and shall be made available to a Police Officer or an authorised officer of the Licensing Authority on request.
- 2.5. All persons making deliveries of alcohol from the premises shall be instructed to report to the holder of the licence or the DPS any and all occasions when a delivery is refused and the reason for that refusal and a record of all such refusals shall be maintained at the premises. The record shall be checked by the DPS or the manager in charge of the premises at least once a week and shall be signed to that effect.
- 2.6. The names and contact details of all persons who have been authorised to sell alcohol whether paid or unpaid shall be maintained and kept on the premises and shall be produced to a Police Officer or Officer of the Local Authority upon demand.
- 2.7. The Designated Premises Supervisor and all members of staff when on duty shall ensure that all lawful instructions and/or directions given by the Police are complied with.
- 2.8. Any customer who appears to be carrying an alcoholic drink in an open vessel shall be refused service and asked to leave.
- 2.9. Signage shall be in place near the point of sale and exits to inform customers of the Public Space Protection Orders in place for the Bournemouth, Christchurch and Poole area.
- 2.10. No credit shall be provided for the sale of alcohol.
- 2.11. The premises shall maintain an incident log which shall record the following:-
- (a) Any violence or anti-social behaviour on or immediately outside the premises
  - (b) Any other crime or criminal activity on the premises
  - (c) Any call for police/ambulance assistance to the premises
- 2.12. The incident log shall be kept at the premises for a minimum period of 12 months and be made available for inspection by Police officer or Officer of the Licensing Authority (as defined by section 13 of the Licensing Act 2003) on request.
- 2.13. All staff employed at the premises shall be trained with regard to the law on restricted sales (to persons under the age of 18 and/or who are intoxicated) and with regard to the terms and conditions of the premises licence before they sell alcohol. Refresher training shall be provided every 6 months thereafter.
- 2.14. A written record of all staff training shall be maintained, kept on the premises and made available to any Police Officer or Officer authorised by the Licensing Authority in a timely manner.

#### Prevention of Public Nuisance

- 2.15. Clear and Legible notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quickly and quietly.
- 2.16. The Premises Licence holder/Designated Premises Supervisor shall ensure that litter arising from people using the premises is cleared away on a regular basis.
- 2.17. The Premises Licence Holder shall ensure that no lighting or air conditioning units shall cause any nuisance to neighbouring properties.
- 2.18. Staff shall use the CCTV to monitor the external frontage of the premises and use their best endeavours to disperse any customers that appear to be loitering outside the premises.

### Protection of Children from Harm

- 2.19. The premises shall operate a “Challenge 25” proof of age policy which shall require any person who appears to be under the age of 25 to produce identification to prove they are 18 or over. The only acceptable forms of identification are:
- (a) Passport
  - (b) Photo-card driving licence
  - (c) European Union ID
  - (d) Armed Forces ID cards
  - (e) Proof of age card bearing the official “PASS” accreditation hologram, a photograph of the individual and date of birth.
- 2.20. Prominent, clear and legible Challenge 25 signage advising customers of the policy shall be displayed at all entrances to the premises and at least one location behind any counters.
- 2.21. A refusals register shall be maintained at the premises and shall record the details of any and all occasions upon which the sale of alcohol to persons suspected of being under the age of 18, intoxicated or involved in proxy sales is refused.
- 2.22. The Premises Licence Holder/Designated Premises Supervisor or nominated representative shall regularly monitor the entries in the register and sign and date when checked. The register shall be made available to a Police Officer or an Officer authorised by the Licensing Authority upon request.
- 2.23. Any person authorised to sell alcohol at the premises shall be trained with regard to the law on restricted sales and with regard to the terms and conditions of the premises licence before they sell alcohol. Refresher training shall be provided every 6 months thereafter. Training shall include information on the following:
- (a) preventing underage sales
  - (b) acceptable forms of ID
  - (c) basic conflict management
  - (d) Age Restricted Products
- 2.24. A written record shall be maintained of all staff training provided and shall be kept on the premises for inspection by a Police Officer or an Officer authorised by the Licensing Authority upon request.
- 2.25. No person under the age of 18 shall be employed to work at the premises.
- 2.26. Alcohol refusals policies shall be displayed at the entrance of the premises, the point of display and the point of sale.
- 2.27. Proxy notices shall be prominently displayed at all places where alcohol is displayed and sold from and at the point of sale.

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

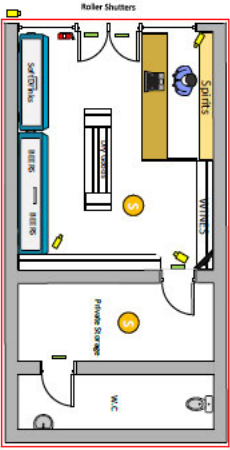
None



#### **Annex 4 – Plans**

This licence is issued in accordance with the plan M215247, dated 16 February 2024, submitted with the application, as attached.

BCP COUNCIL  
LICENSING SECTION  
  
16 February 2024  
  
APPROVED  
REF. No. M215247



Drawing Purpose	PREMISES LICENCE APPLICATION		
Drawing Details	This is part of the drawing to be submitted to the Licensing Authority. All measurements have been taken to the nearest millimetre. This drawing is not to be used for any other purpose or construction purposes.		
Name of Premises	ASHLEY VEGAS		
Premises Address	408 ASHLEY ROAD, POOLE, BH14 0AA		
SCALE	1 : 100		

January 18, 2024

LEGEND

- Licensable Area
- Smoke Detector
- Fire Exit
- Camera
- Fire Exit (Co2)
- Monitor

## Premises Licence Part B

Premises licence number: BH215247

<b>Postal address of premises, or if none, ordnance survey map reference or description:</b>	
Ashley Vegas, 408 Ashley Road	
<b>Post town:</b> Poole	<b>Post Code:</b> BH14 0AA
<b>Telephone number:</b> 07754 949793	

<b>Licensable activities authorised by the licence:</b>
Supply of Alcohol

<b>The times the licence authorises the carrying out of licensable activities:</b>
<b>Supply of Alcohol:</b> Monday to Sunday - 07:00 to 23:00.

<b>The opening hours of the premises:</b>
Monday to Sunday - 07:00 to 23:00.

<b>Where the licence authorises supplies of alcohol whether these are on and/ or off supplies:</b>
Alcohol will be consumed off the premises.

<b>Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:</b>
Ashley Vegas Ltd, 408 Ashley Road, Poole, BH14 0AA
Tel: [REDACTED]
Email: [REDACTED]

<b>Registered number of holder, for example company number, charity number (where applicable):</b>
15418947

<b>Name of designated premises supervisor where the premises licence authorises the supply of alcohol:</b>
Mrs Shanaz Saeed Abdullah

<b>State whether access to the premises by children is restricted or prohibited:</b>
N/A

Issued: 16 February 2024

[REDACTED]  
Mrs Nananka Randle  
Licensing Manager

## **BCP Council**

### **Statement of Witness**

(Criminal Procedure Rules, r. 27.2;  
Criminal Justice Act 1967, s. 9, Magistrates' Courts Act 1980, s.5B)

**Statement of:** Andy Crossen-White

**Age if under 18:** over 18

**Occupation:** Trading Standards Officer

**Address:** Known to Bournemouth Christchurch and Poole Council

This statement, consisting of 3 pages signed by me, is true to the best of my knowledge and belief and I make it knowing that if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it anything which I know to be false or do not believe to be true.

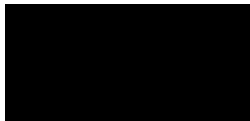
1. I have been employed by Bournemouth, Christchurch & Poole Council (BCP) since 1<sup>st</sup> April 2019 following a TUPE transfer from Borough of Poole Council after Local Government reorganisation. I am currently employed as a Trading Standards Officer in the Trading Standards Team. Previously having worked in the same role at Borough of Poole Council since 1997. I am authorised to enforce legislation concerning vapes including the Tobacco and Related Products Regulations 2016, Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances and mixtures and The Biocidal Products and Chemicals (Appointment of Authorities and Enforcement) Regulations 2013. I am also authorised to enforce legislation concerning tobacco products including the Standardised Packaging of Tobacco Products Regulations 2015. Save where I have indicated otherwise, all matters referred to in this statement are within my personal knowledge or derived from Council files and records.
2. On 11<sup>th</sup> March 2025 BCP Council's trading Standards Service received an intelligence report that on 27<sup>th</sup> February 2025 a member of staff in Ashley Vegas, 408 Ashley Road, Poole BH14 0AA sold a packet of Manchester cigarettes obtained from under the till for £6 and that it was believed that such cigarettes could not legally be sold in the UK.

3. On 12th March 2025 I visited Ashley Vegas, 408 Ashley Road, Poole BH14 0AA with HMRC and police officers and a dog handler with a dog. A man said he became the new owner 3 days ago. He showed me a residence permit in the name Hiwa YOUSEFZADEH. I produce a photo of the residence permit as **ACW1**. The permit is only valid until 31/12/2024. Police officers seized a baseball bat from the premises that they believed belonged to Hiwa YOUSEFZADEH and informed him it was an offensive weapon. Two other men were present who were painting the outside of the shop on my arrival.
4. Outside of the shop was a white Audi registration [REDACTED]. The keys for this car were on the rear of the till which was searched by HMRC officers who brought 2 boxes of vapes into the store. I was advised by a police officer in the store that the car was registered to Ahmed MOHAMMED of [REDACTED] and that address was also associated with the car's insurance. Ahmed Mohammed was one of the other 2 men present. He said that the vapes were his.
5. I examined the vapes in the 2 boxes and seized 180 Hayati Pro 4000 vapes and 5 Hayati Twist 5000 vapes labelled as TPD compliant. I then searched the shop and found and seized a further 31 Hayati Pro 4000 vapes & 2 Hayati 5000 vapes labelled as TPD compliant and 40 Enjoy Ultra 9000 vapes. A full packet of Esse cigarettes and 11 Platinum cigarettes were found by the till that were also seized as it was suspected that they were illegal. All items seized were sealed in evidence bags as detailed on a receipt signed by Hiwa YOUSEFZADEH who was left a copy. I produce a copy of this receipt as **ACW6**.
6. At the time of seizure all of the Hayati vapes were in possession for supply when they did not meet the requirements of The Tobacco and Related Products Regulations 2016. The Hayati Pro 4000 vapes had not been approved for supply by the MHRA and were labelled with an eliquid capacity of 10ml which is far more than the maximum 2ml permitted by The Tobacco and Related Products Regulations 2016. The Hayati Twist 5000 + vapes were labelled as TPD compliant, a claim that contravenes Regulation 38 (1) of The Tobacco and Related Products Regulations 2016 as the claim that they are TPD compliant is a claim that the vape is less harmful than other vapes. The Enjoy Ultra 9000 vapes can't be legally sold as they had not been approved for supply by the MHRA and also as they were not labelled with the following information required

by Regulation (EC) No 1272/2008 on classification, labelling and packaging of substances; warning symbols, text, tactile warnings for 2% strength vapes, the name and address of the importer.

7. I produce a photo of the Hayati 4000+ vapes as **ACW2**.
8. I produce a photo of the Hayati Twist 5000+ vapes as **ACW3**.
9. I produce a photo of the Enjoy Ultra 9000 vapes as **ACW4**.
10. On 16<sup>th</sup> June 2025 BCP Council's trading Standards Service received an intelligence report that on 2<sup>nd</sup> May 2025 Ashley Vegas, 408 Ashley Road, Poole BH14 0AA was selling illegal Amber Leaf tobacco for £22 a packet. A photograph attached to the intelligence report is produced as **ACW5**. I can see from photograph **ACW5** that the external packaging of a packet of hand rolled tobacco was not of the colour or shade permitted by the Standardised Packaging of Tobacco Products Regulations 2015, contrary to Regulation 15.

**Signed:**



**Date:**

23/6/2025



ACW1 Ashley Vegas – Photo of residence permit Hiwa YOUSEFADEH





ACW2 Ashley Vegas – Photo of oversize Hayati Pro 4000+ vape





ACW3 Ashley Vegas – Photo of Hayati Twist 5000+ vape



ACW4 Ashley Vegas – Photo of Enjoy Ultra 9000 vapes.





**ACW5 Ashley Vegas – Photo of illegal packet of Amber Leaf hand rolled tobacco.**

**Trading Standards**

BCP Council, Bourne Avenue, Bournemouth BH2 6DY

T. 01202 123789 E. trading.standards@bcpcouncil.gov.uk

bcpcouncil.gov.uk



Ashley Vegas,

Date

12/3/25.

408 Ashley road, Poole.

RE:

The Tobacco & Related Products Regulations 2016.

Your attention is drawn to the following matters:

The following illegal products were  
Seized — 1 180 Hayati 4000, 5 Hayati  
5000 TPD compliant — seal 0003781  
35x Hayati Pro Max 4000+ puff  
2 Hayati 5000+ TPD compliant  
Seized from A21 MOH white and  
Keyson desk.

Seal 000866

40x Enjoy ultra 9000 — no CLP  
Seal 000862.

11 Platinum 20 esse cigarette  
P09155367.

ANDY CROSSEN-WHITE

Authorised Officer

Signature of person receiving

Contact Number

Name of person receiving

LP25 07/21

ACW6 Ashley Vegas — Copy of receipt for items seized 12/3/25.

# APPENDIX 3

Licensing Team  
BCP Council Civic Centre  
Bourne Avenue  
Bournemouth BH2 6DY



## PRIVATE & CONFIDENTIAL

Ashley Vegas  
408 Ashley Road  
Poole  
BH14 0AA

Date: 11 April 2025  
Our Ref: 5VEv2: Requests: 313202: TMJ03513  
Contact: Mrs Tania Jardim  
Email: [tania.jardim@bcpcouncil.gov.uk](mailto:tania.jardim@bcpcouncil.gov.uk)  
Tel: 01202 123789

## SENT VIA EMAIL & POST

Dear Sirs

### **Ashley Vegas, 408 Ashley Road, Poole, BH14 0AA – BREACH LETTER**

I write further to a visit I conducted at the above premises on 9 April 2025 along with my colleague Mrs King.

At the time of visit, we spoke with Mr Ahmed Omer, who advised he was a friend of the 'new owner' Hiwa, who on inspection of Companies House, we understand is a Director of Ashley Vegas Ltd, the premises licence holder.

During the visit, we attempted to go through the conditions of the premises licence and made the following comments to those conditions: -

Condition	Comments
2.1 The premise shall operate an effective CCTV system that shall be maintained in good working order to the satisfaction of Dorset Police. 2.1.1 The CCTV system shall cover all areas of the store including the entrance, point of sale and main alcohol displays. 2.1.3 The system shall record whenever the premises is open for licensable activity. 2.1.4 The CCTV system shall capture clear facial recognition and clear head and shoulder images of every person entering the premises and at the point of sale.	Not compliant at the time of inspection, since officers were unable to evidence the CCTV working.  Cameras were in place in accordance with condition 2.1.5, however, we were unable to evidence if they were working, since there were no screens or system available for inspection.  Mr Omer advised CCTV being updated and awaiting engineer.
2.2 The recording medium (e.g. discs / tapes / hard drive etc) and associated	Not compliant at the time of inspection – as per notes on 2.1.

Any personal information you provide us with, will be held and used in accordance with the law and the Data Protection Act 2018. If you would like to find out more information about how we use your information, please see our Privacy Notice here: [bcpcouncil.gov.uk/privacy](https://bcpcouncil.gov.uk/privacy)

**[bcpcouncil.gov.uk](https://bcpcouncil.gov.uk)**

'BCP Council' is the operational name for Bournemouth, Christchurch and Poole Council.

images shall be retained and securely stored for a minimum period of 31 days and shall be made available to a Police Officer or Authorised Officer of the Licensing Authority upon request in a timely manner.	
2.3 The Premises Licence Holder or Designated Premises Supervisor shall provide the Police with the contact details of at least one member of staff or other person(s) who is conversant with the operation of the CCTV system so that upon request copies of recorded data are provided with absolute minimum delay.	Unable to evidence.
2.4 A documented full internal check of the CCTV shall be completed weekly to ensure all cameras remain operational, that 31 days storage for recordings is being maintained and recordings are accurately date and time stamped. 2.4.1 The Premises Licence Holder/Designated Premises Supervisor shall ensure that immediate action is taken to rectify any fault identified. A log of the steps taken to rectify the fault shall be made and shall be made available to a Police Officer or an authorised officer of the Licensing Authority on request.	Not compliant at the time of inspection – as per notes on 2.1 and unable to access any documentation to evidence this. Mr Omer was not advised where this was kept.  Mr Omer advised CCTV being updated and awaiting engineer, but no records to confirm this had been noted.
2.5 All persons making deliveries of alcohol from the premises shall be instructed to report to the holder of the licence or the DPS any and all occasions when a delivery is refused and the reason for that refusal and a record of all such refusals shall be maintained at the premises. The record shall be checked by the DPS or the manager in charge of the premises at least once a week and shall be signed to that effect.	Not compliant at the time of inspection – as per notes on 2.4.
2.6 The names and contact details of all persons who have been authorised to sell alcohol whether paid or unpaid shall be maintained and kept on the premises and shall be produced to a Police Officer or Officer of the Local Authority upon demand.	Not compliant at the time of inspection – as per notes on 2.4.  Mr Omer advised he had been trained on how to use the till and refusing under age sales.
2.7 The Designated Premises Supervisor and all members of staff when on duty shall ensure that all lawful instructions and/or directions given by the Police are complied with.	Unable to evidence.  When questioned about the DPS, Mrs Shanaz Saeed Abdullah, Mr Omer advised he did not know who they were.
2.9 Signage shall be in place near the point of sale and exits to inform customers of the Public Space Protection Orders in place for the Bournemouth, Christchurch and Poole area.	Was unable to evidence this.
2.11 The premises shall maintain an incident log which shall record the following:-	Not compliant at the time of inspection – as per notes on 2.4.

<p>(a) Any violence or anti-social behaviour on or immediately outside the premises</p> <p>(b) Any other crime or criminal activity on the premises</p> <p>(c) Any call for police/ambulance assistance to the premises</p>	
2.12 The incident log shall be kept at the premises for a minimum period of 12 months and be made available for inspection by Police officer or Officer of the Licensing Authority (as defined by section 13 of the Licensing Act 2003) on request.	Not compliant at the time of inspection – as per notes on 2.4.
2.13 All staff employed at the premises shall be trained with regard to the law on restricted sales (to persons under the age of 18 and/or who are intoxicated) and with regard to the terms and conditions of the premises licence before they sell alcohol. Refresher training shall be provided every 6 months thereafter.	<p>Not compliant at the time of inspection – as per notes on 2.4.</p> <p>Mr Omer advised he had been trained on how to use the till and refusing under age sale.</p>
2.14 A written record of all staff training shall be maintained, kept on the premises and made available to any Police Officer or Officer authorised by the Licensing Authority in a timely manor.	Not compliant at the time of inspection – as per notes on 2.4.
2.18 Staff shall use the CCTV to monitor the external frontage of the premises and use their best endeavours to disperse any customers that appear to be loitering outside the premises.	Not compliant at the time of inspection – as per notes on 2.1.
<p>2.19 The premises shall operate a “Challenge 25” proof of age policy which shall require any person who appears to be under the age of 25 to produce identification to prove they are 18 or over. The only acceptable forms of identification are:</p> <p>Passport</p> <p>Photo-card driving licence</p> <p>European Union ID</p> <p>Armed Forces ID cards</p> <p>Proof of age card bearing the official “PASS” accreditation hologram, a photograph of the individual and date of birth.</p>	Mr Omer explained what ID he must check, but no other evidence available.
2.21 A refusals register shall be maintained at the premises and shall record the details of any and all occasions upon which the sale of alcohol to persons suspected of being under the age of 18, intoxicated or involved in proxy sales is refused.	<p>Not compliant at the time of inspection – as per notes on 2.4.</p> <p>Mr Omer confirmed he had been advised to take the name of anyone he refused alcohol to, however, had nothing to show, since he had not refused to anyone recently.</p>
2.22 The Premises Licence Holder/Designated Premises Supervisor or nominated representative shall regularly monitor the entries in the register and sign and date when checked. The register shall be made	Not compliant at the time of inspection – as per notes on 2.4.

available to a Police Officer or an Officer authorised by the Licensing Authority upon request.	
2.23 Any person authorised to sell alcohol at the premises shall be trained with regard to the law on restricted sales and with regard to the terms and conditions of the premises licence before they sell alcohol. Refresher training shall be provided every 6 months thereafter. Training shall include information on the following: (a) preventing underage sales (b) acceptable forms of ID (c) basic conflict management (d) Age Restricted Products	Not compliant at the time of inspection – as per notes on 2.4.  Mr Omer's confirmed the basic till training and ID to check, but not able to find any records of training and Mr Omer explained he was only covering for a few hours and couldn't be expected to have been trained for a favour to a friend.
2.24 A written record shall be maintained of all staff training provided and shall be kept on the premises for inspection by a Police Officer or an Officer authorised by the Licensing Authority upon request.	Not compliant at the time of inspection – as per notes on 2.4.
2.25 No person under the age of 18 shall be employed to work at the premises.	Premises Licence Holder and DPS not present to ask.

It was concerning and disappointing to find so many breaches and Mr Omer, who had been left responsible for running the premises, during the licence holder/DPS absence, was defensive and unable to assist and show evidence of compliance under the Licensing Act.

You will note that the conditions you were not complying with are in relation to CCTV and paperwork. I appreciate that sometimes plans change at short notice and you may be without staff cover, however, when the premises is open to the public, all documentation should be available on the premises and all conditions must be complied with, in particular anyone responsible for the running of the premises must be trained as per the conditions of the premises licence.

Please can you provide evidence of the documentation you are required to keep under the conditions of your premises licence and as set out above. Please also confirm when the CCTV system is expected to be up and running.

This breach letter has been recorded against the premises file and shall be passed on to Dorset Police for their information. Should you continue to breach the conditions of your premises licence you commit an offence under section 136 of the Licensing Act 2003 which is subject to 6 months imprisonment and/or a fine if prosecuted and you will not be able to use your knowingly defence.

If breaches continue when we revisit the premises in the coming weeks, the Licensing Authority will have no choice but to take formal enforcement action by way of review of the premises licence and/or prosecution for breaches.

I await hearing from you.

Yours sincerely



**Mrs Tania Jardim**  
Licensing Officer



# APPENDIX 4

Licensing Team  
BCP Council Civic Centre  
Bourne Avenue  
Bournemouth BH2 6DY



## PRIVATE & CONFIDENTIAL

Mr H Yousefzadeh  
Ashley Vegas  
408 Ashley Road  
Poole  
BH14 0AA

Date: 21 May 2025  
Our Ref: 5VEv2: Requests: 313202: TMJ03545  
Contact: Mrs Tania Jardim  
Email: [tania.jardim@bcpcouncil.gov.uk](mailto:tania.jardim@bcpcouncil.gov.uk)  
Tel: 01202 123789

## SENT VIA EMAIL & POST

Dear Mr Yousefzadeh,

### **Ashley Vegas, 408 Ashley Road, Poole, BH14 0AA – BREACH LETTER**

I write further to a visit I conducted at the above premises on 30 April 2025 along with my colleague Mrs King. Apologies for not writing to you sooner, this was due to other work pressures.

At the time of visit, we spoke with yourself, who advised that you were the new owner of the premises and director of the limited company Ashley Vegas Ltd, which holds the premises licence and explained that our visit was a follow up from the previous visit on the 9 April 2025.

During the visit, you confirmed that you had sight of the breach letter that was sent to the premises, and we went through the breaches of conditions of the premises licence that we identified at the previous visit and made the following notes: -

Condition	Comments
2.1 The premise shall operate an effective CCTV system that shall be maintained in good working order to the satisfaction of Dorset Police. 2.1.1 The CCTV system shall cover all areas of the store including the entrance, point of sale and main alcohol displays. 2.1.3 The system shall record whenever the premises is open for licensable activity. 2.1.4 The CCTV system shall capture clear facial recognition and clear head and shoulder images of every person entering the premises and at the point of sale.	Not compliant at the time of inspection. Officers were unable to evidence the CCTV working.  Cameras were in place in accordance with condition 2.1.5, however, we were unable to evidence if they were working, since there were no screens or system available for inspection.  Mr Yousefzadeh advised he had access on another phone that he did not have with him at the time of inspection. He confirmed that the CCTV was recording, but we were unable to evidence. He advised he was awaiting an engineer.

Any personal information you provide us with, will be held and used in accordance with the law and the Data Protection Act 2018. If you would like to find out more information about how we use your information, please see our Privacy Notice here: [bcpcouncil.gov.uk/privacy](https://bcpcouncil.gov.uk/privacy)

**[bcpcouncil.gov.uk](https://bcpcouncil.gov.uk)**

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2.2 The recording medium (e.g. discs / tapes / hard drive etc) and associated images shall be retained and securely stored for a minimum period of 31 days and shall be made available to a Police Officer or Authorised Officer of the Licensing Authority upon request in a timely manner.	<p>Not compliant at the time of inspection – as per notes on 2.1.</p> <p>Mr Yousefzadeh advised it was cleared monthly, but officers were unable to evidence.</p>
2.3 The Premises Licence Holder or Designated Premises Supervisor shall provide the Police with the contact details of at least one member of staff or other person(s) who is conversant with the operation of the CCTV system so that upon request copies of recorded data are provided with absolute minimum delay.	Unable to evidence.
<p>2.4 A documented full internal check of the CCTV shall be completed weekly to ensure all cameras remain operational, that 31 days storage for recordings is being maintained and recordings are accurately date and time stamped.</p> <p>2.4.1 The Premises Licence Holder/Designated Premises Supervisor shall ensure that immediate action is taken to rectify any fault identified. A log of the steps taken to rectify the fault shall be made and shall be made available to a Police Officer or an authorised officer of the Licensing Authority on request.</p>	<p>Not compliant at the time of inspection. This action is not currently carried out.</p> <p>We explained we had been informed of the engineer being called out at our visit of the 9 April and it had been three weeks, and the engineer had not yet visited – shows immediate action NOT TAKEN. And nothing to show that this had been logged anywhere.</p>
2.5 All persons making deliveries of alcohol from the premises shall be instructed to report to the holder of the licence or the DPS any and all occasions when a delivery is refused and the reason for that refusal and a record of all such refusals shall be maintained at the premises. The record shall be checked by the DPS or the manager in charge of the premises at least once a week and shall be signed to that effect.	<p>Mr Yousefzadeh advised they do not do deliveries.</p> <p>Officers advised of the need to comply if they do.</p>
2.6 The names and contact details of all persons who have been authorised to sell alcohol whether paid or unpaid shall be maintained and kept on the premises and shall be produced to a Police Officer or Officer of the Local Authority upon demand.	Mr Yousefzadeh advised he is the only person working at the premises. Reminded him that at the last visit Mr Omer was covering, but nothing to show authorisation. Not compliant.
2.7 The Designated Premises Supervisor and all members of staff when on duty shall ensure that all lawful instructions and/or directions given by the Police are complied with.	<p>Unable to evidence.</p> <p>When questioned about the DPS, Mr Yousefzadeh advised Mrs Shanaz Saeed Abdullah is still the DPS, but he has recently completed the Personal Licence Course and shall be applying for a personal licence shortly. A friend of his in Bromwich is helping me with the application.</p>
2.9 Signage shall be in place near the point of sale and exits to inform	No such notices at the premises that we could see.

customers of the Public Space Protection Orders in place for the Bournemouth, Christchurch and Poole area.	
2.11 The premises shall maintain an incident log which shall record the following:- (a) Any violence or anti-social behaviour on or immediately outside the premises (b) Any other crime or criminal activity on the premises (c) Any call for police/ambulance assistance to the premises	Not compliant at the time of inspection.
2.12 The incident log shall be kept at the premises for a minimum period of 12 months and be made available for inspection by Police officer or Officer of the Licensing Authority (as defined by section 13 of the Licensing Act 2003) on request.	Not compliant at the time of inspection.
2.13 All staff employed at the premises shall be trained with regard to the law on restricted sales (to persons under the age of 18 and/or who are intoxicated) and with regard to the terms and conditions of the premises licence before they sell alcohol. Refresher training shall be provided every 6 months thereafter.	Not compliant at the time of inspection.  Only trained person is Mr Yousefzadeh, who is the only person working at the premises.
2.14 A written record of all staff training shall be maintained, kept on the premises and made available to any Police Officer or Officer authorised by the Licensing Authority in a timely manner.	Not compliant.
2.18 Staff shall use the CCTV to monitor the external frontage of the premises and use their best endeavours to disperse any customers that appear to be loitering outside the premises.	Not compliant.
2.21 A refusals register shall be maintained at the premises and shall record the details of any and all occasions upon which the sale of alcohol to persons suspected of being under the age of 18, intoxicated or involved in proxy sales is refused.	Not compliant at the time of inspection.  Mr Yousefzadeh showed a copy of some blank forms/booklet he had obtained during his personal licence training, however, had never used them. He advised he had refused sales before, but they did not give a name. Officers advised that should still note such occasions with date, time and as much detail or description of person.
2.22 The Premises Licence Holder/Designated Premises Supervisor or nominated representative shall regularly monitor the entries in the register and sign and date when checked. The register shall be made available to a Police Officer or an Officer authorised by the Licensing Authority upon request.	Officers advised on how to complete the refusals register and the need to do so as per conditions of the licence.
2.23 Any person authorised to sell alcohol at the premises shall be trained with regard to the law on restricted sales	Not compliant.  Officers explained the requirements.

and with regard to the terms and conditions of the premises licence before they sell alcohol. Refresher training shall be provided every 6 months thereafter. Training shall include information on the following: (a) preventing underage sales (b) acceptable forms of ID (c) basic conflict management (d) Age Restricted Products	Mr Yousefzadeh showed training records/material (provided by Yorkshire and Humber Trading Standards) provided to him as part of his Personal Licence training – he has not yet used this, they were still in their original pack/envelope.
2.24 A written record shall be maintained of all staff training provided and shall be kept on the premises for inspection by a Police Officer or an Officer authorised by the Licensing Authority upon request.	Not compliant.
2.25 No person under the age of 18 shall be employed to work at the premises.	Explained.

It was concerning and disappointing to find that since my previous visit and despite you having confirmed sight of the previous breach letter, no improvements have been made, nor did you contact me to discuss our concerns or show any attempt to comply.

Please provide me, **within 7 days of this letter**, evidence of the documentation you are required to keep under the conditions of your premises licence as set out above and in the conditions of your premises licence and lease also confirm that the CCTV system up and running and provide evidence that this has been recorded as per condition 2.4.1.

In my last letter, I advised that you would be committing an offence under section 136 of the Licensing Act 2003 if you operated other than in accordance with your premises licence. An offence was knowingly committed, and you have given me no choice but to refer this matter to our legal department to proceed with formal action. This could be in the form of a prosecution against you or a review of the premises licence when we can recommend that the premises licence be suspended for a period of three months to ensure you are compliant. Other options available to the licensing sub-committee as part of a review is to revoke the premises licence altogether.

This letter has been recorded against the premises file and shall be passed on to Dorset Police for their information.

I await hearing from you by no later than the 29 May 2025.

Yours sincerely



**Mrs Tania Jardim**  
Licensing Officer