

# Licensing Panel (Licensing Act 2003 Functions)

Date: **20 March 2026**

Time: **1.00pm**

Venue **Virtual**

Members: **Councillors:** Lyons, Nann and Parrott

Contact: **Francis Mitchell**  
Democratic Services Officer  
01273 294183  
Francis.Mitchell@brighton-hove.gov.uk

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# AGENDA

## WELCOME & INTRODUCTIONS

### 1 TO APPOINT A CHAIR FOR THE MEETING

### 2 PROCEDURAL BUSINESS

(a) **Declaration of Substitutes:** Where Councillors are unable to attend a meeting, a substitute Member from the Licensing Committee may attend, speak and vote in their place for that meeting.

(b) **Declarations of Interest:**

- (a) Disclosable pecuniary interests;
- (b) Any other interests required to be registered under the local code;
- (c) Any other general interest as a result of which a decision on the matter might reasonably be regarded as affecting you or a partner more than a majority of other people or businesses in the ward/s affected by the decision.

In each case, you need to declare

- (i) the item on the agenda the interest relates to;
- (ii) the nature of the interest; and
- (iii) whether it is a disclosable pecuniary interest or some other interest.

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(c) **Exclusion of Press and Public:** To consider whether, in view of the nature of the business to be transacted, or the nature of the proceedings, the press and public should be excluded from the meeting when any of the following items are under consideration.

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A list and description of the exempt categories is available for public inspection at Brighton and Hove Town Halls.

### 3 MADAME JENNIFER DISTILLERY LICENSING PANEL (LICENSING ACT 2003 FUNCTIONS)

7 - 48

Contact Officer: Corinne Hardcastle  
Ward Affected: Westbourne & Poets' Corner

Tel: 0127329

Date of Publication - Thursday, 12 March 2026

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For further details and general enquiries about this meeting contact Francis Mitchell, (01273 294183, email [Francis.Mitchell@brighton-hove.gov.uk](mailto:Francis.Mitchell@brighton-hove.gov.uk)) or email [democratic.services@brighton-hove.gov.uk](mailto:democratic.services@brighton-hove.gov.uk)

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# Licensing Panel (Licensing Act 2003 Functions)

Brighton & Hove City Council

Subject:	Application for a Variation of a Premises Licence under the Licensing Act 2003
Premises:	Madame Jennifer Distillery, Unit 7, Poets Corner House, 83A Montgomery Street, Hove, BN3 5BD
Applicant:	Madame Jennifer Distillery Limited
Date of Meeting:	20 March 2026
Report of:	Corporate Director for City Operations
Contact Officer: Name:	Emily Fountain
Email:	emily.fountain@brighton-hove.gov.uk
Ward(s) affected:	Westbourne & Poets' Corner

## 1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 To determine an application for a Variation of a Premises Licence under the Licensing Act 2003 for Madame Jennifer Distillery.

## 2. RECOMMENDATIONS:

- 2.1 That the Panel determine an application for a Variation of a Premises Licence under the Licensing Act 2003 for Madame Jennifer Distillery.

## 3. CONTEXT/BACKGROUND INFORMATION & CONSULTATION

- 3.1 The application is for a Variation of a Premises Licence under the Licensing Act 2003. The application proposes:

***“Madame Jennifer Distillery is a small, independent craft distillery located in Poets Corner, Hove. The premises is primarily used for the production of distilled spirits, and currently operates distillery tours, during which alcohol is supplied for consumption on the premises. The premises is not and does not intend to operate as a bar or high-capacity drinking venue; tours are pre-booked and limited to 10 customers per tour. At present, the licence includes different authorised hours for the sale by retail of alcohol and for when the premises is open to the public, which can cause unnecessary complexity. The purpose of the proposed variation is to align these hours so that licensable activities and public opening hours are consistent and easier to manage, without changing the overall nature or scale of the operation.*”**

***The proposed hours are:***

- Sunday to Thursday: 09:00 – 21:30**
- Friday and Saturday: 09:00 – 22:00**

***The variation also seeks to remove one existing condition (Annex 2, Condition 1) and make minor amendments to other conditions (Annex 2, Conditions 2, 3 & 4) to allow, in addition to distillery tours, the holding of pre-booked, tasting events at which alcoholic products other than those produced by Madame Jennifer Distillery Ltd may be tasted.***

***The proposed variation does not involve any change to the layout or capacity of the premises”.***

3.2 Section 16 of the application and proposed removal/amendment of conditions are detailed at Appendix A.

3.3 Summary table of existing and proposed activities

	<b>Existing</b>	<b>Proposed</b>
<b>Supply of Alcohol</b>	Monday: 09:00-17:00 Tuesday-Saturday: 09:00-21.30 Sunday: 12:00-16:00 <b>On and Off the Premises</b>	Sunday-Thursday: 09:00-21:30 Friday-Saturday: 09:00-22:00 <b>On and Off the Premises</b>
<b>Hours premises are open to public</b>	Tuesday-Friday: 14:00-21:30 Saturday-Sunday: 10:00-18:00	Sunday-Thursday: 09:00-21:30 Friday-Saturday: 09:00-22:00
<b>Conditions removed as a consequence of the proposed Variation</b>	Amend Annex 2, Conditions 2, 3 & 4 Remove Condition 1.	

3.4 Existing licence attached at Appendix B.

3.5 The premises does not fall in the City Safety Area or the Special Stress Area.

#### **Representations received**

3.6 Details of the representations made are notified to applicants on receipt by the Licensing Authority using a pro-forma. A summary appears below:

3.7 4 representations were received. They were received from local residents.

3.8 Representations received had concerns relating to Prevention of Public Nuisance.

3.9 A change to the wording of Condition 1 rather than removal was agreed between Sussex Police and the applicant and can be found in Appendix C.

3.10 Full details of the representations are also attached at Appendix C.

3.11 Clarification of the application sent by the applicant to those who made representation can be found in Appendix D.

3.12 A map detailing the location of the premises is attached at Appendix E.

## **4. COMMENTARY ON THE LICENSING POLICY**

**4.1** The following extracts from Brighton & Hove City Council Statement of Licensing Policy are considered relevant to this application and **are numbered as they appear in the policy**:

### **1 Introduction**

**1.1** This Statement of Licensing Policy has been prepared in accordance with the provisions of the Licensing Act 2003 (the Act) and having regard to Guidance issued by the Home Office under Section 182 of the Act.

This policy takes effect from the 5 January 2026. The licensing authority is Brighton & Hove City Council.

The purpose of this statement is to promote the licensing objectives and set out a general approach to making licensing decisions.

The discretion of the licensing authority in relation to applications under the act is only engaged if 'relevant representations' are made by other persons or responsible authorities.

This policy will inform the approach to be taken when deciding applications and imposing conditions when relevant representations are received. It is also intended as a guide for applicants as to what to include in their operating schedules, always recognising that if no representations are received, the application must be granted.

The licensing authority must carry out its functions with a view to promoting the licensing objectives and this policy is framed around those objectives. Each application will be given individual consideration on its merit.

The scope of this policy covers the following:

- Retail sales of alcohol.
- The supply of alcohol by or on behalf of a club, or to the order of, a member of the club.
- The provision of regulated entertainment.
- The provision of late night refreshment.

### **1.2 The licensing objectives are:**

- (a) the prevention of crime and disorder.
- (b) public safety.
- (c) the prevention of public nuisance; and
- (d) the protection of children from harm.

### **1.3 Scope**

**1.3.1** Licensing is about regulating licensable activities on licensed premises, by qualifying clubs and at temporary events. Any conditions attached to various authorisations will be focused on matters which are within the control of individual

licensees and others with relevant authorisations, i.e. the premises and its vicinity. Each application will be given individual consideration on its merit. Nothing in this policy shall undermine the right of any individual to apply under the terms of the act for a variety of permissions and to have any such application considered on its individual merits. Similarly, nothing in this policy shall override the right of any person to make representations on an application or seek a review of a licence or certificate where provision has been made for them to do so in the act.

**3.4 The Matrix Approach**  
**The Licensing Authority will support:**

3.4.1 Diversity of premises: ensures that there is a mix of the different types of licensed premises and attracts a more diverse range of customers from different age groups, different communities and with different attitudes to alcohol consumption. It gives potential for positively changing the ambience of the city or an area of it. This will have a positive effect in reducing people’s fear of crime and in increasing the number of evening visitors to the city centre. The Community Safety and Crime Reduction Strategy [Community safety and crime reduction strategy 2023 to 2026](#) recognises that too many single uses in a confined area and patrons turning out onto the streets at the same time may create opportunities for violent crime and public disorder and therefore supports: mixed use venues encouraging a wider age balance.

3.4.2 A ‘Matrix’ approach to licensing decisions has been adopted and is set out below. It provides a firm framework of what the licensing authority would like to see within its area and gives an indication of the likelihood of success or otherwise to investors and businesses making applications. It underpins the City Safety Policy (see above at 3.1).

Matrix approach for licensing decisions in a Statement of Licensing Policy (times relates to licensable activities)

	<b>City Safety Area</b>	<b>Special Stress Area</b>	<b>Other Areas</b>
<b>Food &amp; dining venues</b>	1 am	1 am	1 am
<b>Fast food premises</b>	No	Midnight Deliveries until 2am	Midnight Deliveries until 2am
<b>Cafe</b>	10pm	10pm	10pm
<b>Performance venues</b>	Midnight	Midnight	Midnight
<b>Grassroots Music venues</b>	Midnight	1am	1am
<b>Nightclubs</b>	No	No	No
<b>Public houses and bars</b>	No	Midnight	Midnight
<b>Non-alcohol led venues</b>	Midnight	Midnight	Midnight
<b>Off licences</b>	No	No	Yes (Up to 11pm – (see note f below)
<b>Shared workplaces, co-working offices</b>	Midnight	Midnight	Midnight
<b>Members’ clubs</b>	11pm	Midnight	Midnight

### 3.4.3 Explanatory notes on matrix

Definitions: each venue will be considered individually, and the below definitions may need to be applied flexibly depending on the business model of the specific venue

<b>Food and dining venues</b>	<ul style="list-style-type: none"> <li>• Provide substantial table meals to customers dining at the premises</li> <li>• Food is prepared on site</li> <li>• Alcohol is sold to customers ancillary to a substantial table meal for consumption at the premises (or in an associated outdoor dining area) only</li> <li>• If takeaway service is provided, must be ancillary to provision of substantial table meals</li> </ul>
<b>Fast food premises</b>	<ul style="list-style-type: none"> <li>• Provide late night refreshment of fast food intended for immediate consumption on the premises or takeaway</li> <li>• Food is served in disposable packaging</li> </ul>
<b>Cafes</b>	<ul style="list-style-type: none"> <li>• Sell alcohol to customers for consumption on the premises in addition to other food and drink products</li> <li>• Food and drink is served to customers seated at a table including to any outdoor designated area</li> <li>• Food is prepared on site and the premises will have a fully operational kitchen</li> <li>• A full menu of the hot and cold food items available will be clearly on display within the premises.</li> <li>• Generally operate in the daytime and early evening only.</li> </ul>
<b>Performance venues</b>	<ul style="list-style-type: none"> <li>• Provide performances of live music, theatre, dance and other creative arts to entertain an audience</li> <li>• Includes live music venues, concert venues, cabarets and theatres</li> <li>• Does not include karaoke or Grassroots Music Venues</li> </ul>
<b>Grassroots Music Venues</b>	<ul style="list-style-type: none"> <li>• Grassroots Music Venues are small, typically local venues that provide a platform for emerging and independent musicians to perform. They are often pubs, clubs, or other small spaces where artists can hone their craft, gain experience, and connect with a local audience. These venues play a crucial role in nurturing talent and supporting the development of the music scene.</li> <li>• A member of Music Venues Alliance Brighton or Music Venues Trust or similar</li> </ul>
<b>Nightclubs</b>	<ul style="list-style-type: none"> <li>• Provide regulated entertainment and the sale of alcohol</li> <li>• Main licensable activity is recorded and live music with provision of dance floors, sound systems and light displays</li> <li>• Generally, operate at night and into early hours of the morning</li> </ul>
<b>Public houses and bars</b>	<ul style="list-style-type: none"> <li>• Sell alcohol to customers for consumption on the premises</li> </ul>

	<ul style="list-style-type: none"> <li>• Sale of alcohol takes place at the bar</li> <li>• Includes tap rooms and craft beer pubs</li> <li>• May also carry out other licensable activities</li> <li>• Does not include cafes</li> </ul>
<b>Non-alcohol led venues</b>	<ul style="list-style-type: none"> <li>• Cultural venues such as art galleries, museums, theatres</li> <li>• Experiential entertainment venues such as escape rooms and social gaming venues</li> <li>• Alcohol is sold to customers for consumption on the premises</li> <li>• Supply of alcohol is ancillary to entertainment offering</li> <li>• Does not include shared workplaces and co-working offices</li> </ul>
<b>Off licences</b>	<ul style="list-style-type: none"> <li>• Supermarkets and convenience stores which supply alcohol for consumption off the premises in addition to other retail products</li> <li>• Includes alcohol delivery services fulfilling remote orders for sale of alcohol</li> <li>• Restrictions on ABV% e.g. the Sensible on Strength 6% condition</li> </ul>
<b>Shared workplaces, co-working offices</b>	<ul style="list-style-type: none"> <li>• Office premises in which individual workstations and meeting rooms are rented to solo workers and small businesses</li> </ul>
<b>Members' clubs</b>	<ul style="list-style-type: none"> <li>• Premises authorised to carry out licensable activities under a club premises certificate</li> </ul>

3.4.4 **Each application will be considered on its own merits.** However, the Licensing Authority will apply the Matrix Approach in all cases unless there are exceptional circumstances which justify a different approach.

- a). **Applications within the CSA** will be subject to a special policy requiring robust measures to be included in the operating schedule to promote safety. Applications within the SSA will be subject to the special stress policy set out in 3.3.
- b). **Exceptional circumstances.** The Licensing Authority will determine exceptional circumstances on a case-by-case basis. An example of exceptional circumstances could be where the applicant has provided sufficient assurances to the responsible authorities that they do not make relevant representations against the application. Another example is where the application is for a variation to an existing premises licence and the applicant satisfies the criteria for a “good operator”.
- c). **Activities which the Licensing Authority values and wishes to encourage:** LGBTQ+ and TNBI venues; outdoor regulated entertainment; cafes; members’ clubs; traditional pubs (outside the CSA); non-alcohol led licensable activities, especially within the city centre. The Licensing Authority will aim to permit these types of venues in appropriate locations, but will consider each case – including any relevant representations – on its own merits.
- d). **Location.** Consideration will be given to the character of the area of the venue in every case. In residential areas, the Licensing Authority will pay particular

attention to the potential of a venue to cause public nuisance, especially noise disturbance, littering and anti-social behaviour. In these areas, an early closing time may be appropriate.

- e). **Food and dining venues.** The Licensing Authority will require conditions to ensure that these venues are food-led, such as: alcohol to be sold only to customers taking a substantial table meal; no takeaway service of food for immediate consumption (an ancillary meal delivery service is acceptable). Where the venue has an agreement to use an adjacent outdoor area, the Licensing Authority will require evidence that a pavement licence has been granted for use of the highway (for highway land) or landowner's consent (for land other than a highway).
- f). **Off licences.** Particular consideration will be given to applications for off-licences in areas which already have one or more off-licences in close proximity, due to concerns about street drinking, underage sales and anti-social behaviour. Where relevant representations are made raising these issues, the application is likely to be refused or – if it is appropriate to grant the application – granted subject to a terminal hour in line with neighbouring off licences.
- g). **Outdoor events.** Outdoor events will generally be supported where they have been arranged through the Council's event planning process.

### 3.5 Good Operator Policy

3.5.1 Good operators of licensed premises are valuable partners in assisting the Licensing Authority to promote the licensing objectives in Brighton and Hove and contributing to our city's unique and vibrant culture. The Licensing Authority has therefore decided to introduce a new policy measure – the Good Operator Policy – to reward and incentivise the responsible management of licensed premises. Under the Good Operator Policy, there will be a presumption in favour of granting applications to vary premises licences which are submitted by good operators as defined by this policy. This includes variations to trading hours beyond the hours indicated by the Matrix Approach. In general, the Licensing Authority will consider granting such applications to be appropriate for promoting the licensing objectives – unless there is clear and compelling evidence they would be undermined by granting the application.

3.5.2 A "good operator" is an applicant for an application to vary a premises licence who satisfies all of the following criteria:

- at the time of making the variation application, and at the time the application is determined, they are the holder of the premises licence subject to the application
- in the 3 to 5 year period prior to submitting the application, the applicant has not been subject to any formal intervention by the responsible authorities in connection with that [or any other] premises in Brighton and Hove.
- Formal intervention includes the following; a formal written warning; an application for review or summary review; a closure notice or closure order; a prosecution for an offence under the Licensing Act 2003; a penalty for employing illegal workers; or an abatement notice.

### 3.7. Off Licences

In recent years there has been a noticeable shift towards more people buying alcohol from shops and drinking at home prior to going into premises such as pubs and clubs. The council is concerned that alcohol loading from off-licence sales is a significant problem in the city and adversely affects the licensing objectives as it gives rise to problems of drunkenness, disorderly behaviour and a higher risk of alcohol sales to children. Representations from the police, local residents and the director of public health at licensing panel hearings have testified to these problems. Additionally, regular test purchasing carried out by Sussex Police in partnership with BHCC Trading Standards has identified that off licences continue to be a place where young people under the age of 18 can purchase alcohol illegally.

3.7.1 The city safety policy and area as well as the special stress area apply to off-licences as explained in the matrix approach at 3.5. But in general where applications are made for new premises or variations to existing licences, and where the police or others make representations against the grant of a further licence for off sales, the council will give specific consideration to restricting the number, type, and the hours of premises selling alcohol exclusively for consumption off the premises, training and levels of staffing, are appropriate to ensure that the licensing objectives are promoted in what may be challenging circumstances.

3.7.2 The Licensing Authority encourage off licences to join the Council led "Sensible on Strength" scheme to reduce the availability of cheap super strength beers and ciders. Off licences voluntarily sign up not to sell cheap super-strength beers, lagers and ciders over 6% ABV and operate good practice measures (see 3.7.3), for which they receive an accreditation as a responsible retailer.

3.7.3 Areas of best practice that may be included in an Operating Schedule include;

- the installation of a digital CCTV system by liaison with, and to a standard approved by Sussex Police
- Challenge 25 policy
- Refusals system
- Documented staff training including underage sales, drunkenness and proxy sales
- Voluntary restriction of high strength alcohol - operating schedules may be used to limit high ABV beers, lagers and ciders
- BCRP membership (or other accredited scheme)
- No sale of single cans
- Displays should not be located at the entrance/exit points or near checkouts

- Restrictions on types of alcohol e.g. specialist or geographical region only being sold

## **8. Prevention of Public Nuisance**

The following details and measures are intended to address the need for the prevention of public nuisance which may be associated with licensed premises and certificated club premises:

- 8.1.1 In determining applications for new and varied licences, regard will be had to the location of premises, the type and construction of the building and the likelihood of nuisance and disturbance to the amenity of nearby residents by reason of noise from within the premises, as a result of people entering or leaving the premises or from individuals or groups of customers gathered outside (e.g. in order to smoke).
- 8.1.2 Applications for new licences or for the extension in size of licensed premises should not normally be granted if the premises will use amplified or live music and operate within or abutting premises containing residential accommodation except that occupied by staff of the licensed premises. A condition may be imposed on new licences that entertainment noise shall be inaudible in any residence. Noise emanating from within licensed premises should not normally be audible outside.
- 8.1.3 Installation of sound limiting equipment and sound insulation may be required to minimise disturbance to the amenity of nearby residents by reason of noise from the licensed premises.
- 8.1.4 In determining applications for new licences or extensions in hours or terminal hours of licensed premises, regard will be had to late night public transport availability and location of taxi ranks to aid dispersal of customers.
- 8.1.5 Reasonable controls are available to all premises operators to minimise the impact of noise from customers outside. The council's Environmental Health Department has issued guidance on a number of steps that can be taken in this respect which are endorsed by this policy (see 8.2 below).

### **8.2 Smoking Advice**

8.2.1 Premises licence holders will be expected to:

- Develop a management plan on how to manage smoking on their premises and ensure that all staff are aware of the contents of this plan, and that it is effectively implemented. Noise from people smoking and talking can be intermittent, vary in character and volume and be intrusive. An effective smoking management plan will help prevent neighbours being disturbed.
- Comply with any planning conditions restricting the use of outdoor areas.
- Ensure that any structures used by smokers comply with the design criteria detailed in the Health Act 2006 and that any structures, awnings, retractable canopies, etc have the relevant planning permission.

- Ensure any new lighting to outdoor areas must be designed so as not to cause a light nuisance to neighbours and again have the relevant planning permission and building control consent.
- Ensure that the conditions on the premises licence are complied with. There may be conditions restricting the hours of use of gardens and outdoor areas. Having reviewed the contents of the premises licence it may be necessary to request a variation of your licence.
- Licence tables and chairs on the Public Highway under the provisions of the Highways Act 1980. These licences may have conditions restricting the times that the area can be used.
- Ensure drinks, glasses and bottles are not taken onto the highway unless there is a tables and chairs licence permitting use. A system should be adopted to prevent theft and 'spiking' of drinks and reminding customers not to leave unattended items.
- Discourage smokers remaining in gardens and outdoor areas and determine terminal hours.
- Discourage smokers remaining outside by removing/disabling tables and chairs or prohibiting their use after a certain time. Lights and heaters will also be turned off.
- Introduce a system that after a certain time the number of smokers outside are restricted to a maximum number. Staff will be needed to manage this restriction.
- Employ staff and/or SIA registered door supervisors to manage doors and control customers and smokers entering and leaving the premises. Staff positioned on the doors can help to encourage customers not to cause a noise problem. It may be that staff are required to manage doors after a certain time, particularly during the hours when neighbouring residents are trying to sleep.
- Ensure door supervisors maintain order outside venues and protect customer safety. BCRP supports the use of Night Safe. Radio net and other pager systems and pub watch schemes can be used to provide for rapid police response and alert other venues where customers and staff are endangered.
- Position signs to remind customers that the premises is in an area where people live. It is not always obvious in busy commercial streets with flats above. By changing the design and wording of signs customers do not forget. Signs can be located in and outside the premises and on tables.
- Use CCTV to manage outside areas.

8.2.2 Licensed premises should normally display prominent, legible signs at exits reminding customers to leave in a quiet, peaceful, orderly manner.

## 10. Integration of Strategies

10.1 The licensing authority shall secure the proper integration of this policy with local crime prevention, planning policy, transport, tourism and cultural strategies by: -

- Liaising and consulting with Sussex Police, Community Safety Partnership Board, sustainability commission representatives and following the guidance in community safety and crime and disorder strategy
- Liaising and consulting with Public and Drug and Alcohol Programme Board
- Liaising and consulting with the East Sussex Fire & Rescue Service
- Liaising and consulting with the Safety Advisory Group (Emergency Planning)
- Liaising and consulting with the Planning authority
- Liaising and consulting with the Highways authority
- Liaising and consulting with local business and business associations. Having regard to any future documents issued relating to the Private Security Industry Act 2001, for example liaison or information sharing protocols
- Liaising and consulting with the Trading Standards Team, for example with regard to test purchasing codes of practice

10.1.1 In line with statutory requirements and the council's Public Sector Equality Duty, the Licensing Authority shall have due regard to the need to eliminate unlawful discrimination, and to promote equality of opportunity and positive relations between all people. This includes people who share protected characteristics, including but not limited to LGBTQIA+ people, disabled people, people from diverse ethnic and cultural backgrounds and people of all faiths and none.

10.1.2 This policy supports the aims of the tourism strategy, recognising the benefits for the tourism economy of creating a safer and more attractive city centre and improving competitiveness with other European cities. The Licensing Committee should receive any reports relevant to the needs of the local tourist economy and the cultural strategy for the area to ensure that it considers these matters.

10.1.3 The Licensing Committee should receive relevant information relating to the employment situation of the area and the need for new investment and employment where appropriate.

10.1.4 Specific conditions may be attached to premises licences to reflect local crime prevention strategies. Such conditions may include the use of closed circuit television cameras, use of the NightSafe radio system or accredited scheme, the provision and use of shatterproof drinking receptacles, drugs and weapons search policy, the use of registered door supervisors, specialised lighting requirements, hours of opening. Certificates issued to club premises shall reflect local crime prevention strategies and may include any or all of the requirements listed above.

10.1.5 The licensing authority will have regard to the need to disperse people quickly and safely from the city centre to avoid concentrations which may produce disorder and disturbance.

### 10.3 Enforcement

10.3.1 The Enforcement of licensing law and inspection of licensed premises is detailed in the Protocol between Sussex Police, the East Sussex Fire & Rescue Service and Brighton & Hove City Council. This protocol reflects the need for more efficient deployment of Police and Local Authority staff commonly engaged in licensing enforcement and can be found at Appendix D (Lead Agency Status) of the Statement of Licensing Policy. In addition, the Licensing Authority will have regard to its published Licensing Enforcement Policy in making enforcement decisions in accordance with Brighton & Hove City Council's Statement of Licensing Policy (Appendix B). In order to better target enforcement resources, inspections will be undertaken outside of normal office hours and the sharing of information between all enforcement agencies will be encouraged through joint meetings or similar arrangements.

10.3.2 Attention is drawn to the targeting of agreed problem and high risk premises requiring greater attention as identified in the protocol. A number of other council and government policies, strategies and guidance documents must be considered to complement the policy, including:

- Community Safety & Crime Reduction Strategy
- Drugs and alcohol strategies – local alcohol harm reduction strategy
- Objectives of the Security Industry Authority
- The Anti Social Behaviour Act 2003/ASBPC Act 2014
- The Health Act 2006
- The Violent Crime Reduction Act 2006
- Policing and Crime Act 2009

## **5. FINANCIAL & OTHER IMPLICATIONS:**

### Financial Implications:

5.1 The licensing Act 2003 provides for fees to be payable to the licensing authority in respect of the discharge of their functions. The fee levels are set centrally at a level to allow licensing authorities to fully recover the costs of administration, inspection and enforcement of the regime.

*Finance Officer Consulted David Wilder*

*Date: 12/03/26*

### Legal Implications:

5.2 The licensing authority must act to promote the four licensing objectives which are:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

The licensing authority must have regard to its statement of licensing policy and the guidance issued by the Secretary of State in carrying out its functions.

*Lawyer Consulted: Rebecca Sidell*

*Date: 27/02/26*

Equalities Implications:

- 5.3 Diversity is valued and strong, safe communities are vital to future prosperity. Licensing policy aims to protect children from harm including sale and supply of alcohol to children.

Sustainability Implications:

- 5.4 Licensing policy aims to prevent public nuisance and develop culture of live music, dancing and theatre.

**SUPPORTING DOCUMENTATION**

**Appendices:**

1. Appendix A – Section 16 of the application and the proposed removal/amendment of conditions.
2. Appendix B – Part A of Premises Licence
3. Appendix C – Representations and Sussex Police agreement
4. Appendix D - Clarification of the application sent by the applicant to those who made representation.
5. Appendix E – Map of area

**Documents in Members' Rooms**

Brighton & Hove City Council, Licensing Act 2003: Statement of Licensing Policy 2026  
[Statement of Licensing Policy 2026](#)

Home Office, Revised Guidance issued under section 182 of the Licensing Act 2003, February 2026 [Revised guidance issued under section 182 of Licensing Act 2003 - GOV.UK](#)

Public Health Framework for Assessing Alcohol Licensing – July 2025  
[Public Health Framework for Assessing Alcohol Licensing | Tableau Public.](#)

**Background Documents**

Brighton & Hove City Council, Licensing Act 2003: Statement of Licensing Policy 2026.  
[Statement of Licensing Policy 2026](#)



## Appendix A

Section 16 of 18
<b>LICENSING OBJECTIVES</b>
Describe the steps you intend to take to promote the four licensing objectives:
a) General – all four licensing objectives (b,c,d,e) List here steps you will take to promote all four licensing objectives together.
Madame Jennifer Distillery operates as a small, well-managed craft distillery with a strong emphasis on responsible alcohol production, education, and controlled consumption. The premises is not operated as a bar, pub, or high-capacity drinking venue. Following the proposed variation, alcohol may be supplied on the premises as part of pre-booked distillery tours or pre-booked tasting events, both of which are structured, supervised and limited in scale. Where tasting events are held, consumption will remain controlled, limited in quantity, and subject to clear conditions, including pre-booking, staff supervision, inclusion within the ticket price, and strict limits on customer numbers. The proposed variation also removes a condition restricting alcohol sales to Madame Jennifer Distillery Ltd's own products. This will allow limited flexibility for the premises to offer alcoholic products from other small or independent producers, including for consumption off the premises and, where permitted, as part of pre-booked tasting events. This change does not alter the nature or risk profile of the premises and will be managed in accordance with the same responsible retailing, supervision and safeguarding measures already in place.
b) The prevention of crime and disorder
Following the proposed variation, the prevention of crime and disorder will be promoted through effective management and supervision of the premises at all times when licensable activities take place. All alcohol consumption on the premises will be restricted to customers attending pre-booked distillery tours or pre-booked tasting events, with a maximum of 10 customers per tour or event and no more than one tour or event taking place at any one time. Staff will be trained in responsible alcohol retailing and in recognising signs of intoxication. Alcohol will not be served to any person who appears intoxicated, and service will be refused where appropriate. The premises will not operate late-night hours or open-access drinking, which significantly reduces the risk of crime or disorder. Any incidents will be dealt with promptly and appropriately, and the premises will cooperate fully with Sussex Police and other responsible authorities if required.
c) Public safety
Public safety will remain a key priority at Madame Jennifer Distillery. The proposed variation does not involve any change to the layout or capacity of the premises. All distillery tours and tasting events will be supervised by staff, and alcohol consumption will be controlled, limited, and structured.
d) The prevention of public nuisance
The operation of the premises is designed to minimise any potential impact on nearby residents and businesses. All licensable activities take place indoors, and noise levels are kept to a minimum. The premises does not operate as a late-night venue and does not host open-access events. Customers are encouraged to leave the premises quietly and respectfully. Deliveries and collections are managed at appropriate times to reduce disturbance. The limited scale of tours and tasting events, combined with strict capacity limits, ensures that the premises does not cause public nuisance.
e) The protection of children from harm
In accordance with an existing condition on the premises licence, no children under the age of 18 are permitted on the premises at any time. In addition, the premises operates a robust Challenge 25 age-verification policy for all alcohol sales. Staff are trained to request valid photographic identification from any person who appears under the age of 25, and alcohol will not be sold or supplied to under-18s under any circumstances.

## **Conditions proposed to be removed or amended as part of the variation application.**

### Annex 2 - Condition 1 – Proposed Removal

Existing condition: Sales of alcohol will be limited to Madame Jennifer Distillery Ltd's own distilled products, with exceptions for alcohol as part of a gift set or cocktail making set.

Proposed change: Removal of this condition in its entirety.

Reason for change: Madame Jennifer Distillery Ltd will continue to focus primarily on the production, promotion and sale of its own distilled products. The removal of this condition will provide limited flexibility to allow the premises, where appropriate, to sell or supply other alcoholic products in addition to its own. This may include alcoholic products produced by other small or independent producers, including those based in the wider Sussex area.

The removal of this condition will apply to both the sale of alcohol for consumption off the premises, such as retail sales alongside the distillery's own products, and the limited supply of alcohol for consumption on the premises as part of prebooked distillery tours or pre-booked tasting events, where permitted by the licence.

This flexibility reflects the current trading environment and supports collaboration between small or local businesses, while allowing the premises to remain compliant without the need to apply for additional licences or Temporary Event Notices for individual activities or product offerings. All such sales and supplies of alcohol will remain subject to the existing and amended conditions relating to pre-booking, supervision, inclusion within the ticket price, customer numbers, and responsible alcohol retailing, ensuring that the licensing objectives continue to be fully upheld.

### Annex 2 - Condition 2 – Proposed Minor Amendment

Existing condition: Sale of alcohol for consumption on the premises will only be permitted to customers attending a prebooked distillery tour.

Proposed amended wording: Sale of alcohol for consumption on the premises will only be permitted to customers attending a pre-booked distillery tour or pre-booked tasting event.

Reason for change: This minor amendment allows the premises to offer limited, structured tasting events in addition to distillery tours, while retaining the safeguard that alcohol consumption is restricted to pre-booked and supervised activities only. This change does not increase capacity, hours, or risk and continues to support the licensing objectives.

### Annex 2 - Condition 3 – Proposed Minor Amendment

Existing condition: Alcohol provided for consumption on the premises must be included as part of a tour only and included in the price of the tour. There will be no additional purchases of alcohol permitted for consumption on the premises.

Proposed amended wording: Alcohol provided for consumption on the premises must be included as part of a tour or tasting event and included in the price of the tour or event. There will be no additional purchases of alcohol permitted for consumption on the premises.

Reason for change: As with Condition 2, this is a minor wording change to reflect the inclusion of pre-booked tasting events alongside distillery tours.

#### Annex 2 - Condition 4 – Proposed Minor Amendment

Existing condition: There will be no more than 10 customers per tour, and no more than one tour will take place at any one time.

Proposed amended wording: There will be no more than 10 customers per tour or tasting event, and no more than one tour or tasting event will take place at any one time.

Reason for change: As with Condition 2, this is a minor wording change to reflect the inclusion of pre-booked tasting events alongside distillery tours.





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City Council**

**Schedule 12**

**Part A**

**Regulation 33, 34**

**Premises Licence  
Brighton and Hove City Council**

**Premises Licence Number**

1445/3/2020/03149/LAPRMV

**Part 1 – Premises Details**

**Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code**

Madame Jennifer Distillery  
Unit 7 Poets Corner House  
83A Montgomery Street  
Hove  
BN3 5BD

**Telephone number**

**Licensable activities authorised by the licence**

Sale by Retail of Alcohol

**Times the licence authorises the carrying out of licensable activities**

**Sale by Retail of Alcohol**

Monday	09:00 - 17:00
Tuesday – Saturday	09:00 - 21.30
Sunday	12:00 - 16:00

**Hours premises are open to the public**



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Tuesday – Friday	14:00 - 21:30
Saturday – Sunday	10:00 - 18:00

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

Alcohol is supplied for consumption both on and off the Premises.

### **Part 2**

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

Madame Jennifer Distillery Limited  
3 Goldstone Street  
Hove  
BN3 3RJ

### **Registered number of holder, for example company number, charity number (where applicable)**

Registered Business Number 10692126

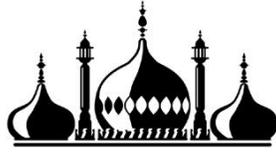
### **Name, address and telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol**

Inger Christine Smith  
**REDACTED**

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

Party Reference: **REDACTED**

Licensing Authority: **REDACTED**



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City Council**

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### Annex 1 - Mandatory conditions

**S 19**; mandatory conditions where licence authorises supply of alcohol

1. No supply of alcohol may be made under the premises licence
  - a) at a time when there is no designated premises supervisor in respect of the premises, or
  - b) at a time when the designated premises supervisor does not hold a personal licence or his 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. (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.  
  
(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises-
  - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to-
    - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
    - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
  - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;



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(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.

(e) dispensing directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).

4. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
5.
  - (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.
6. The responsible person must ensure that—



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(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

### **Minimum Drinks Pricing**

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



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(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.



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### **Annex 2 – Conditions consistent with the Operating Schedule**

#### **General:**

1. Sales of alcohol will be limited to Madame Jennifer Distillery Ltd's own distilled products, exceptions for alcohol as part of a gift set or cocktail making set.
2. Sale of alcohol for consumption on the premises will only be permitted to customers attending a pre-booked distillery tour.
3. Alcohol provided for consumption on the premises must be included as part of a tour only and included in the price of the tour. There will be no additional purchases of alcohol permitted for consumption on the premises.
4. There will be no more than 10 customers per tour, and no more than one tour will take place at any one time.

#### **For the Prevention of Crime & Disorder:**

5. (a) Digital CCTV and appropriate recording equipment to be installed in accordance with Home Office Guidelines relating to UK Police Requirements for Digital CCTV System (PSDB Publication Number 09/05), operated and maintained throughout the premises internally. The system shall be on and recording at all times the premises licence is in operation.  
  
(b) The CCTV cameras and recording equipment must be of sufficient quality to work in all lighting levels inside the premises at all times.  
  
(c) CCTV footage will be stored for a minimum of 31 days.  
  
(d) The management will give full and immediate cooperation and technical assistance to the Police in the event that CCTV footage is required for the prevention and detection of suspected or alleged crime.  
  
(e) The CCTV images will record and display dates and times, and these times will be checked regularly to ensure their accuracy.



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(f) Subject to Data Protection guidance and legislation, the management of the premises will ensure that key staff are fully trained in the operation of the CCTV, and will be able to download selected footage onto a disk (or other electronic portable device acceptable to Sussex Police) for the police without difficulty or delay and without charge to Sussex Police.

(g) Any breakdown or system failure will be notified to the police immediately & remedied as soon as practicable.

(h) In the event of the CCTV system hard drive being seized as evidence as part of a criminal investigation by Sussex Police or for any other reason, the premises will be expected to install a replacement hard drive or a temporary replacement drive as soon as practicable.

**For the Prevention of Public Nuisance:** None

**Public Safety:** None

**For the Protection of Children from Harm:**

6. No children under the age of 18 will be permitted on the premises.
7. Payment for alcohol can be made by credit card, debit card or online payment system such as PayPal.
8. The company website through which spirits are sold will have measures in place to prevent underage sales. This includes customers having to select/ fill out a declaration that they are over 18 before purchasing online.
9. The premises will operate a "Challenge 25" policy whereby any person attempting to buy alcohol who appears to be under 25 will be asked for photographic ID to prove their age. The recommended forms of ID that will be accepted are passports, official Photographic Identity Cards issued by EU states bearing a hologram or ultraviolet feature, driving licences with a photograph, photographic military ID or proof of age



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cards bearing the 'PASS' mark hologram. The list of recommended forms of ID may be amended or revised with the prior written agreement of Sussex Police, the Licensing Authority and Trading Standards without the need to amend the licence or conditions attaching to it.

10. Signage advertising the "Challenge 25" policy will be displayed in prominent locations in the premises.
11. (a) An incident log will be maintained by the premises showing a detailed note of incidents that occur in the premises.  
  
(b) The log will be inspected and signed off by the DPS (or a person with delegated authority) at least once a week.  
  
(c) The log book should be kept on the premises and be available for inspection at all times the premises are open by authorised officers of the Licensing Authority or the police. An incident will be defined as being one which involves an allegation of a criminal offence.  
  
(d) Any refusals made for alcohol service e.g. underage, will also be recorded (either in electronic or written form) and feedback given to staff as relevant. The log will be kept for a minimum of twenty four (24) months.

### **Annex 3 – Conditions attached after a hearing by the Licensing Authority – N/A**



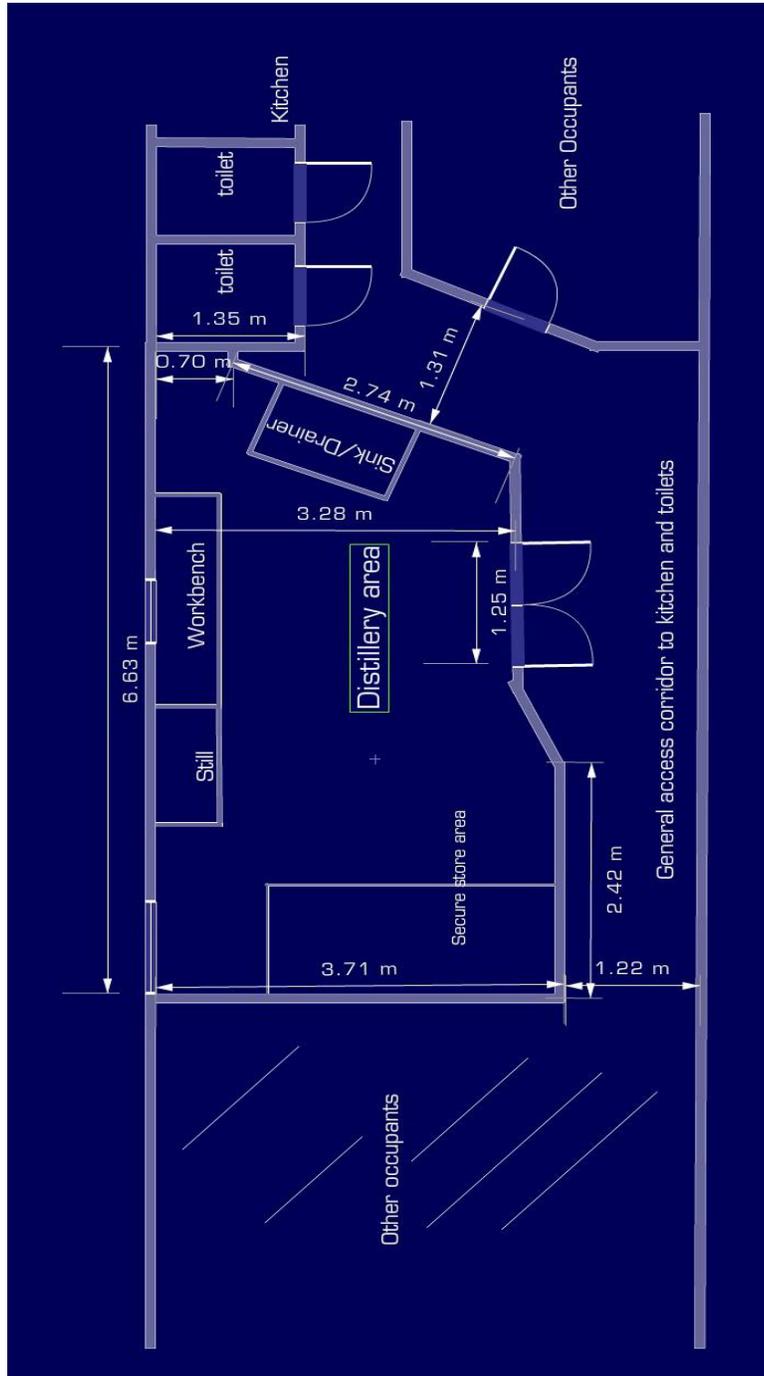
# Brighton & Hove City Council

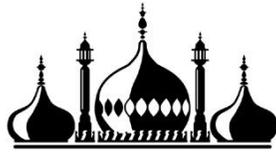
## **Annex 4 – Plans**

### **Unit 7 - Distillery Plan:**



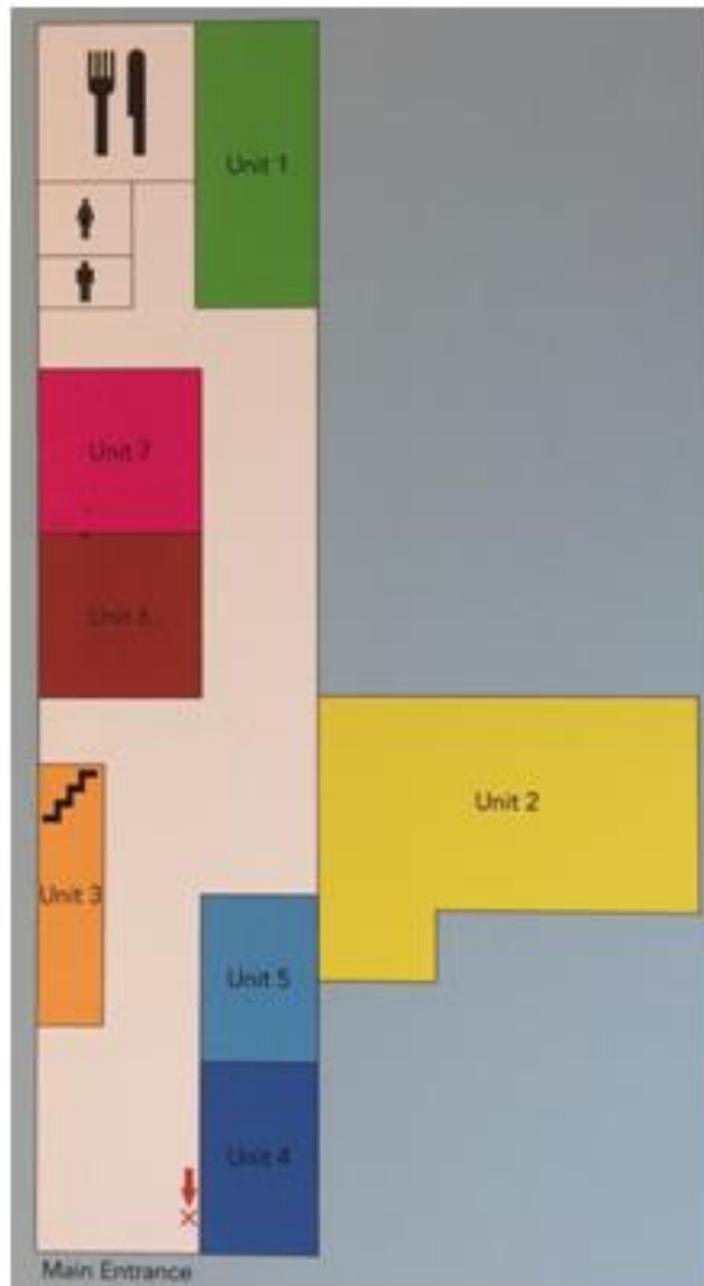
# Brighton & Hove City Council





# Brighton & Hove City Council

## Layout of ground floor of Poets Corner House Small Business Centre:





REP A

EF CON ENDS 26.02.2026 VALID PPN

**From:** [REDACTED]  
**Sent:** 05 February 2026 15:20  
**To:** EHL Licensing <[EHL.licensing@brighton-hove.gov.uk](mailto:EHL.licensing@brighton-hove.gov.uk)>  
**Subject:** OBJECTION..

To whom it my concern ,  
MADAME JENNIFER DISTILLERY LTD.. UNIT 7 - POETS CORNER HOUSE. 83a.  
MONTGOMERY ST.  
HOVE.. BN3 5BD..

The above company has stuck an application on a lamp post [REDACTED]

[REDACTED]  
It's very vague on what they are planning to do are you able to shed any light as the website isn't clear on which tab which should be looking on.

From what I have read on the notice I will be objecting to this application [REDACTED]  
[REDACTED] the excessive noise and disruption

Regards

[REDACTED]

**REP B**

**EF CON ENDS 26.02.2026 VALID PPN**

**From:** [REDACTED]  
**Sent:** 05 February 2026 15:42  
**To:** EHL Licensing <[EHL.licensing@brighton-hove.gov.uk](mailto:EHL.licensing@brighton-hove.gov.uk)>  
**Cc:** [REDACTED]  
**Subject:** Madame Jennifer Distillery Ltd

To whom it may concern,

I am writing to formally object to the changes and amendments to the above business on the grounds of noise, disturbance and disruption which could become excessive to local residents

[REDACTED]  
Does this not directly impact our quality of living in a negative way? Not only for me but for the other residents.?

[REDACTED]  
I trust you will respectfully give full consideration for the surrounding neighbours ahead of your decision.

I look forward to hearing from you.  
Regards

[REDACTED]

**REP C**

**EF CON ENDS 26.02.2026 VALID PPN**

**From:** [REDACTED]  
**Sent:** 18 February 2026 20:34  
**To:** EHL Licensing <EHL.Licensing@brighton-hove.gov.uk>  
**Subject:** Licensing Dispute Madame Jennifer Distillery Ltd

To whom it may concern,

I am writing to formally object to the proposed change of licensing for the business: Madame Jennifer Distillery Ltd (83a Montgomery street)

My partner and I live in [REDACTED]  
[REDACTED]

We are already significantly affected by noise from this area during current operating hours. Any extension or transition of licensing that allows increased or later trading activity would have a serious and detrimental impact on our quality of life.

We work weekends and very early mornings, any increase in noise levels and foot-traffic, particularly during evenings or extended hours, would be wholly inappropriate given the immediate residential proximity.

When we purchased this property, we did so with the understanding and reassurance that the businesses [REDACTED] operated during daytime hours only. This was an important factor in our decision. A change to the licensing terms would have a significantly negatively affect on the residential area/community as well as our home environment.

For these reasons, I strongly dispute this proposed licensing change and respectfully request that it does not proceed any further.

I trust the Council will give full consideration to the impact on nearby residents.

Yours sincerely,

[REDACTED]

[REDACTED]

**REP D**

**EF CON ENDS 26.02.2026 VALID PPN**

**From:** [REDACTED]  
**Sent:** 18 February 2026 20:41  
**To:** EHL Licensing <EHL.licensing@brighton-hove.gov.uk>  
**Subject:** Madame Jennifer Distillery Licensing Dispute

To Whom It May Concern,

I am writing in relation to a notice recently displayed on a telephone pole outside our property regarding a proposed change to the licensing agreement and opening hours of Madame Jennifer Distillery, Unit 7, 83a Montgomery Street, Hove.

We were surprised to learn of this proposal via a poster, as no direct communication has been made with us, [REDACTED]

My partner and I [REDACTED]  
[REDACTED]

When purchasing our property, we were informed that the businesses [REDACTED] operated during standard daytime hours. This was an important factor in our decision to buy, as we were assured that evening and nighttime noise would not be an issue.

Since moving in during August 2024, we have become acutely aware of how sound carries within the courtyard. Even normal conversation [REDACTED] can be clearly heard within our flat. While daytime operational noise, deliveries, and staff movement are understandable and expected, any extension into evening hours would cause significant disturbance.

Both my partner and I have careers that require early starts on weekdays and often at weekends. We rely on a quiet environment in the evenings in order to rest and maintain our work schedules. Given the distillery's location within a residential courtyard surrounded by terraced homes, we are extremely concerned about the impact that extended operating hours would have on our quality of life.

We therefore strongly object to the proposed changes to the licensing agreement and opening hours and respectfully ask that our concerns be fully considered during the decision-making process.

Yours faithfully,

[REDACTED]

**Sussex Police Condition Wording Agreement with Applicant 10/02/2026**

Re the application for Madame Jennifer, we have agreed to instead of remove condition 1, change it to the following wording:

- Sales of alcohol will predominantly be limited to Madame Jennifer Distillery Ltd's own distilled products, with other independent producer's products being ancillary to this.



## Appendix D

### Clarification Note

#### **Premises Licence Variation – 83A Montgomery Street, Hove BN3 5BD Madame Jennifer Distillery**

This note is intended to clarify the existing licensed position at 83A Montgomery Street and to explain the scope of the premises licence variation application submitted on **29 January 2026**.

#### **1. Licensing history – existing position**

The premises at 83A Montgomery Street, Hove BN3 5BD has been licensed by Brighton & Hove City Council since May 2018. In October 2020, the premises licence was varied to allow the inclusion of pre-booked distillery tours, with alcohol consumption permitted only as part of those tours and subject to strict conditions.

The premises has been operating under a premises licence since 2018, and distillery tours have been taking place since 2020. Tours have operated within the terms of the licence and within the existing controls, without any known complaints or enforcement action relating to noise, nuisance, or disruption to neighbouring properties.

#### **2. Current licence permissions**

Under the current premises licence, the following activities are authorised.

##### **Sale of alcohol (on and off the premises)**

- Monday: 09:00 – 17:00
- Tuesday to Saturday: 09:00 – 21:30
- Sunday: 12:00 – 16:00

##### **Hours the premises are open to the public**

- Tuesday to Friday: 14:00 – 21:30
- Saturday to Sunday: 10:00 – 18:00

##### **Nature of on-site alcohol consumption**

- Alcohol may be supplied for consumption on the premises **only** to customers attending a **pre-booked distillery tour**
- Alcohol is included as part of the tour experience and the ticket price
- There is **no bar service**, no walk-in drinking, and no pay-as-you-go alcohol consumption

##### **Scale and controls**

- A maximum of **10 customers per tour**
- No more than **one tour taking place at any one time**
- All tours and tastings take place **entirely inside the distillery premises**, within the Poets Corner House building

The licensed operation is therefore small-scale, supervised, and tightly controlled.

#### **3. Application to vary premises licence variation**

The application submitted on 29 January 2026 is a variation to the existing premises licence, not a new licence application. The variation seeks to make specific and limited changes, which fall into two main areas:

##### **a) Simplification and alignment of licensed hours**

The current licence contains two different sets of hours:

- one for the *sale of alcohol*, and
- one for *hours the premises are open to the public*.

The variation seeks to simplify and align these hours, so there is a single, clear and consistent set of permitted hours.

The proposed hours under the variation are:

- Sunday to Thursday: 09:00 – 21:30
- Friday and Saturday: 09:00 – 22:00

These hours would apply to both:

- the sale of alcohol, and
- the premises being open to the public.

This change is intended to improve clarity and consistency, rather than to introduce a new style of operation.

### b) Minor amendments to existing licence conditions

The variation also proposes **minor wording amendments** to existing licence conditions in **Annex 2 (General)**, to clarify the scope of permitted activities.

These amendments relate to:

- the range of alcohol products that may be sold, and
- the inclusion of **pre-booked tasting events** alongside pre-booked distillery tours.

A table setting out the **current wording and proposed wording** for each affected condition is provided below for ease of reference.

No other licence conditions are proposed to be changed.

Condition	Current wording	Proposed wording
<b>Annex 2 – General, Condition 1</b>	Sales of alcohol will be limited to Madame Jennifer Distillery Ltd’s own distilled products, exceptions for alcohol as part of a gift set or cocktail-making set.	Sales of alcohol will <b>predominantly</b> be limited to Madame Jennifer Distillery Ltd’s own distilled products, <b>with other independent producers’ products being ancillary to this</b> .
<b>Annex 2 – General, Condition 2</b>	Sale of alcohol for consumption on the premises will only be permitted to customers attending a pre-booked distillery tour.	Sale of alcohol for consumption on the premises will only be permitted to customers attending a pre-booked distillery tour <b>or pre-booked tasting event</b> .
<b>Annex 2 – General, Condition 3</b>	Alcohol provided for consumption on the premises must be included as part of a tour only and included in the price of the tour.	Alcohol provided for consumption on the premises must be included as part of a <b>pre-booked distillery tour or pre-booked tasting event</b> , and included in the price of that tour or tasting event.
<b>Annex 2 – General, Condition 4</b>	There will be no more than 10 customers per tour, and no more than one tour will take place at any one time.	There will be no more than 10 customers per <b>pre-booked distillery tour or pre-booked tasting event</b> , and no more than one such tour or tasting event will take place at any one time.

Appendix E

