

Appendix A

Section 16 of 18
LICENSING OBJECTIVES
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.

