

Application for New premises licence- Exton Park Vineyard

1. Exton Park Vineyard is a 60 acre Private Estate in a village and an area of outstanding natural beauty, and this has been in the forefront of my client's mind when making this application.
2. Exton Park is a single vineyard offering award-winning English sparkling wines. All of their grapes are grown using the most natural methods possible, before being hand-selected, pressed and blended into their exceptional wines in their estate winery. All event guests have the opportunity to discover the grape-to-glass process for themselves with a guided tasting and tour around the vineyard
3. Visitors will not be able to come uninvited, as they are by invitation only or visitors need to have made an appointment or have a booking
4. Exton Park is now fully planted out so their wine production is unlikely to increase substantially from current levels. Exton Park has its own winery, on site storage and the Hall which consists of a series of rooms, each with its own feel and function.
5. The aim for the business is twofold:
 - Firstly, to sell their production of wine, mainly to private individuals via the web but also via retailers, wholesalers and restaurants, bars and hotels. They also do a small amount of exporting to Scandinavia
 - Secondly, to use the Hall as a wine promotional facility to enhance and support the experience for their customers.
6. The applicant is planning smaller, bespoke events scattered across the week, month and year. Their aim for the Hall is to use the rooms as designed i.e. for small gatherings, rather than a series of very large, ticketed events, Board and strategy meetings particularly for the drinks Industry, lunches/dinners, tours and tastings, drinks and canapes receptions- all to promote the wine
7. The applicant will still have some ticketed events e.g. wine maker's dinner for 20 but these will be less of a focus given the facility my client has.
8. Selling their full production and using the Hall as described above will allow Exton Park to stand on its own feet financially and allow it to be a sustainable business, all whilst promoting the licensing objectives

Existing Licence

9. Importantly, the premises are already licensed under 14/00698/LAPRMN for off sales. It has been licensed since 2014. There have never been any residential complaints in respect to the applicant operating under this licence. There have also never been any complaints raised to the council and communicated to the applicant. This provides good evidence that the applicant is able to operate

responsibly and professionally without causing nuisance or crime and disorder concerns.

10. Considering the above, the applicant could technically do what it is seeking under the off sales licence by selling from the building where the off licence relates to the Hall (where this application relates). The benefit to residents is that this application, should it be granted, ensures the operation in the Hall can be controlled by and more importantly enforced by specific conditions on the licence, and it further provides clarity and transparency to the operation for both the authorities and residents. It also allows the sale of alcohol to be better controlled to promote the licensing objectives further. Breach of conditions could of course carry criminal sanctions.
11. In terms of the hours sought (until 11pm) paragraph 2.22 of the Winchester Council's Licensing Policy Statement states "*With regard to licensing hours, consideration will be given to the individual merits of an application. The Guidance issued under the Licensing Act 2003 indicates that the Government's view is that in some circumstances, flexible licensing hours relating to the sale of alcohol are important to ensure that the potential for concentrations of customers leaving premises simultaneously is reduced and a slower dispersal of people from premises is achieved*"
12. The hours sought are generally considered to be pub hours. They are not late and Exton Park will not therefore lead to late night nuisance for residents, especially given the proposed operation. The premises will not however be trading as a public house, and they will not be inviting general public 'drop ins' etc. The hours sought are crucial for the flexibility and viability of the business. Any exit from the premises will also be able to be managed having regard to the considerations outlined in the traffic management plan (see below).

Representations

13. The application has attracted many responses from the local community. There are 26 positive supporting representations and 18 negative objections against the application
14. We have noted the main concern raised by those residents objecting to the application is a perceived increase in traffic. Whilst principally this is a planning consideration, we feel it is important now to address traffic concerns. Traffic breaks down between deliveries and delivery vehicles, especially large ones and then traffic from visitors using the Hall
15. In terms of delivery vehicles, Exton Hall typically has one APC collection/day plus post, refuse (fortnightly), bottles (monthly). Any large deliveries or collections are instructed to come through the top gate at Exton Park. It is made clear to service providers that no vehicles over 7.5t should come through the village. Importantly, the level of traffic servicing Exton Park will NOT be affected or increased as a result of granting this application. These concerns are therefore not a reason to refuse the application.

16. In terms of traffic from any events, we estimate that the activity proposed will result in approximately 30-40 people visiting Exton/week in 2023. To put that in perspective some other vineyards in Hampshire can measure their visitors in the tens of thousands. The Exton events will mostly be in groups of about six, sometimes smaller, sometimes larger, largely spread over Mon-Fri and occasionally weekends and of course that's the number of people so cars will be fewer as people don't typically travel solo. The visitor movements are likely to occur outside of normal weekday peak hours. Access to the site by car is likely to be via the A32 and will involve use of Beacon Hill Lane and Allens Farm Lane. Given the very low volumes of traffic likely to be generated by its infrequent use by invited visitors, the overall trip generation will be low and easily accommodated by the lightly trafficked lanes serving the site. Furthermore, there is no evidence of any adverse traffic safety issues in the area.
17. Therefore, should this application be granted the changes to traffic to and from Exton Park are certainly modest and would not materially impact on the village, especially as current levels have not caused any problems
18. Exton Park has been working on a traffic management plan and attached is a copy. The methodology uses safety nets to reduce and mitigate risks and hazards. This will obviously be a working document but shows Exton Park to be responsible in addressing the concerns of local residents, despite the position of the applicant in paragraph 17 above.
19. It is further noteworthy that Exton Park have already run a number of events under Temporary Event Notices and no complaints or concerns were raised by residents at any point about these in respect of traffic, noise, anti social behaviour or protection of children. There is also no evidence that Exton Park's current operation under the off licence or temporary event notices has caused any crime and disorder concerns.
20. Neither the Police nor Noise Nuisance/Environmental Health Team have objected to this application. This is important as the Guidance states they are the recognised experts in crime and disorder and public nuisance. Both authorities are satisfied with the terms of the application made, including the hours sought.

Pre application consultation

21. For information, prior to the application being submitted the applicant held a community meeting at Exton Park. This took place on 14 January 2023. Over 60 people attended which was a very positive turnout.
22. The CEO of Exton Park, Robin McMillan enjoys 30+ years in the wine industry at The Wine Society, Berry Bros and Rudd, Decanter and since joining in July 2022 spent the first 6 months of his appointment understanding the business, re-visiting assumptions, thinking about the future and planning for the future. He principally spoke to the local residents at the neighbourhood meeting. Robin wrote to 76 residents following the meeting, whether or not they attended to

provide a summary of action discussed at the meeting and to try and encourage dialogue.

23. We also attach some further support letters my client has received. It is fully accepted these are not formal representations but they do form part of the applicants evidence it will rely on at the hearing (we understand that 1 was indeed sent to licensing within the consultation period however their address was not included as so was not counted as a formal representation)

Planning

24. Many representations against the application make planning references. Whilst we fully appreciate and agree that planning and licensing are separate regimes with their own separate enforcement regimes, we comment briefly that the planning considerations need to acknowledge the full history on this site, specifically the planning application SDNP/15/05007/FUL which comprises the first phase of building and which the 2017 planning application was an extension of. The decision notice for the 2015 application contains two relevant conditions numbers - 3 and 6.

Condition 3 restricts the use of the site for wine promotional purposes, which from the wording and the plans submitted with the application is clear includes a mixed class A/D use. It seeks by exclusion to prohibit “any other purpose” in classes A and D, effectively preventing the building changing use within those use classes. This should also be read in conjunction with the wording of condition 6 which references the relevant submission documents that describe the type of marketing events likely to be hosted:

“Visits by professional wine buyers will be by invitation only; the building will not be open to the public. The building will provide facilities for entertaining small groups of people.... Entertainment for guests will generally include either formal or informal dining, with no capacity for overnight stays.”

The proposed wine promotional building would be ancillary to the current vineyard activities and will enable the winemaker and marketing manager to welcome potential buyers on-site.”

“The proposed development comprises the construction of a detached building with:

- *space with wine cellar for tasting and storage of sparkling wine*
- *bar facilities*
- *office and toilet facilities”*

The 2017 application was an extension of this permission as were the relevant conditions. This is which is made clear in the submissions as part of that application:

“Our proposal for a commercial vineyard building to conduct tasting, sales, marketing, entertaining and management facilities for Exton Park Vineyard has been further developed during the full planning process. It remains an extension”

of the existing single storey building, containing cellar and tasting facilities, however the appearance, mass and detailed location have evolved. This supporting statement documents the changes.

The 2017 application was also accompanied by a Policy and Financial Appraisal which specifies the exact nature of events to be hosts within the building, including for example:

"This application seeks to provide essential promotional space, including for dining and tasting, plus office and boardroom space, over two storeys, on top of the approved basements."

"This proposal is geared towards special customers, for whom there will be a dining and tasting experience. This proposed building provides:

- *dining facilities for customers as part of a commercial sales operation, including a modest professional kitchen. Given that the product is premium sparkling wine, and the commercial market is top flight restaurants, premium sporting events (Ascot, Henley, Hurlingham, Wimbledon, Lords etc), airlines, hotels and similar commercial enterprises, as well as wine merchants and sommeliers, the facility to offer tasting at formal dining is essential to the marketing strategy;"*

Both the 2015 and 2017 are explicit in their written and drawn submissions about the nature of the proposed uses within the building, including the capacity to offer both dining and tasting for private clients/potential wine-buyers. The relevant conditions must be understood in that context. Indeed, it is hard to envisage a situation in which the Local Planning Authority granted planning permission for a wine promotional building on a vineyard whose sole business is producing and selling wine, only to stipulate that the consumption of alcohol would be prohibited.

In any event the supply and consumption of alcohol does not in define a use for the purposes of the use classes order, and therefore granting a premises licence would not constitute any breach of planning condition.

Conclusion

25. In summary, each application will be determined on its own merits, so no precedents will be set should the application be granted. The question of need which is raised in a number of representations against the application is irrelevant in the consideration of this application. The licensing regime is also a permissive one unless there were good reasons to restrict the licence, having regard to the licensing objectives.
26. My client is not complacent when it comes to residents- having already held a residents meeting and we would say having regard to the operation and the operator, absence of representations from the Police or Environmental Health, the hours sought, the fact that there already exists a premises licence with no

issues or complaints, the fact that the premises has traded successfully without complaint under temporary event notices, the large amount of support for both the premises and the application, and based on the actual evidence, this application should be granted.

27. Should the application be granted, the applicant is well aware that 'other persons' and 'responsible authorities' may apply for the licence to be reviewed at any time if the premises operates in a manner that does not promote the licensing objectives. Having said this, the applicant is very confident this will never be the case.

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H A M P S H I R E · E N G L A N D

E X T O N P A R K

S I N G L E V I N E Y A R D

E X T O N H A L L

AN ICONIC VINEYARD
VENUE IN THE HEART OF
THE SOUTH DOWNS



"IT'S THE MOST IMPRESSIVE
WINERY I'VE SEEN OUTSIDE OF
SOUTH AFRICA"

Tony Turnbull

THE TIMES





EXTON PARK

Exton Hall is unlike any other event space at a British vineyard, combining city sophistication with magnificent views across Hampshire's South Downs.

This area of outstanding natural beauty is home to Exton Park, a premium 60 acre private estate and vineyard offering award-winning English sparkling wines and a brand new events facility.

We are renowned for quality, innovation and attention-to-detail across everything we do, from our meticulous event planning in Exton Hall, right through to the way we nurture our vines and craft our wines.

Within our sustainable single vineyard, all of our grapes are grown using the most natural methods possible, before being hand-selected, pressed and blended into our exceptional wines in our estate winery. All event guests have the opportunity to discover our grape-to-glass process for themselves with a guided tasting and tour around the vineyard.

To discuss your event requirements, please get in touch. We look forward to welcoming you at Exton Hall very soon.

01489 878788
enquiries@extonparkvineyard.com





EXTON HALL

Often described as 'Hampshire's best-kept secret', Exton Hall offers five premium, multi-functional indoor spaces where guests can work, relax and celebrate.

CORPORATE AWAY DAYS

The peaceful location of our vineyard offers the perfect retreat for Board members and teams to get away from the hustle and bustle and be inspired by this unique environment. After the work is done, enjoy one of our wine and food pairing experiences in Exton Hall or an outdoor pursuit with one of our local partners.

MEETINGS AND PRESENTATIONS

With AV facilities in three of our rooms and free tea and coffee for all meetings, relocate to our vineyard for the day for a fresh perspective.

EVENTS AND ENTERTAINING

Hire a room individually or take advantage of exclusive use of Exton Hall for your next event. With two sun terraces and three indoor dining spaces, we guarantee breath-taking views for drinks and canapés, lunches and dinners. Make your events really sparkle with a glass or two of our exceptional wines as the finishing touch.



THE GREAT HALL

The centre point to Exton Hall and a magnificent entry space. Relax on the sofas by the open fire, gather for your drinks reception, or wind your way up the sculptural staircase to The Mezzanine.





THE BOARDROOM

Whether it's for work or play, the newly completed, state-of-the-art Boardroom offers a full audio visual facility, with two flat screen televisions, a 12 seat oculus table and, of course, a fully equipped sparkling wine bar for a well-earned break. In between meetings, guests can wander out to the wraparound terrace to soak up the stunning views of the vineyard and winery.



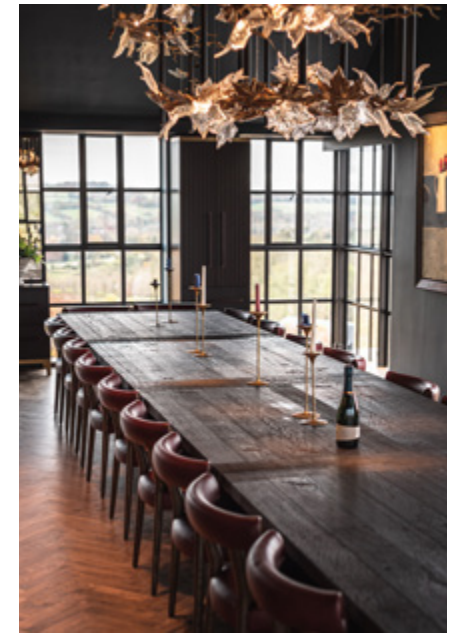
THE CLUB ROOM

As welcoming as your own home, The Club Room radiates warmth and comfort like a sumptuous living room. With a contemporary fire, guests can relax whilst sipping their fizz and enjoying the views. This space can also be transformed into a blank canvas space with audio visual facilities, ideal for bespoke pop up events and presentations.



THE DINING ROOM

The lavishly appointed Dining Room offers seating for up to 22 people at the long table with a wraparound vista of the estate. Or enjoy a front row seat as your chef cooks up a mouth-watering menu for up to 8 at the intimate chef's table.





THE TASTING ROOM

On the lower ground floor, our Tasting Room emanates cathedral-like stature with its impressive, vaulted ceilings. The room features a large bar, a sunny terrace and audio visual facilities.





THE MEZZANINE

Here you'll find some of the best seats in the house, a coffee bar by day and an ideal spot for a pre-dinner glass of sparkling wine by night. Framed perfectly by the Meon Valley behind, this beautiful space is a public area unless hired as part of an exclusive use package.



THE LOCATION

Exton Park can be reached by car in 30 minutes from Winchester and 25 minutes from Petersfield, both of which have train stations. Parking is available at Exton Hall. We also have two electric vehicle charge points.

Exton Park Vineyard
Allens Farm Way
Exton
Southampton
Hampshire
SO32 3NW

01489 878788
enquiries@extonparkvineyard.com
extonparkvineyard.com/events



BOOKINGS

For more information on floor plans, capacities and prices, or to book your experience, please get in touch.



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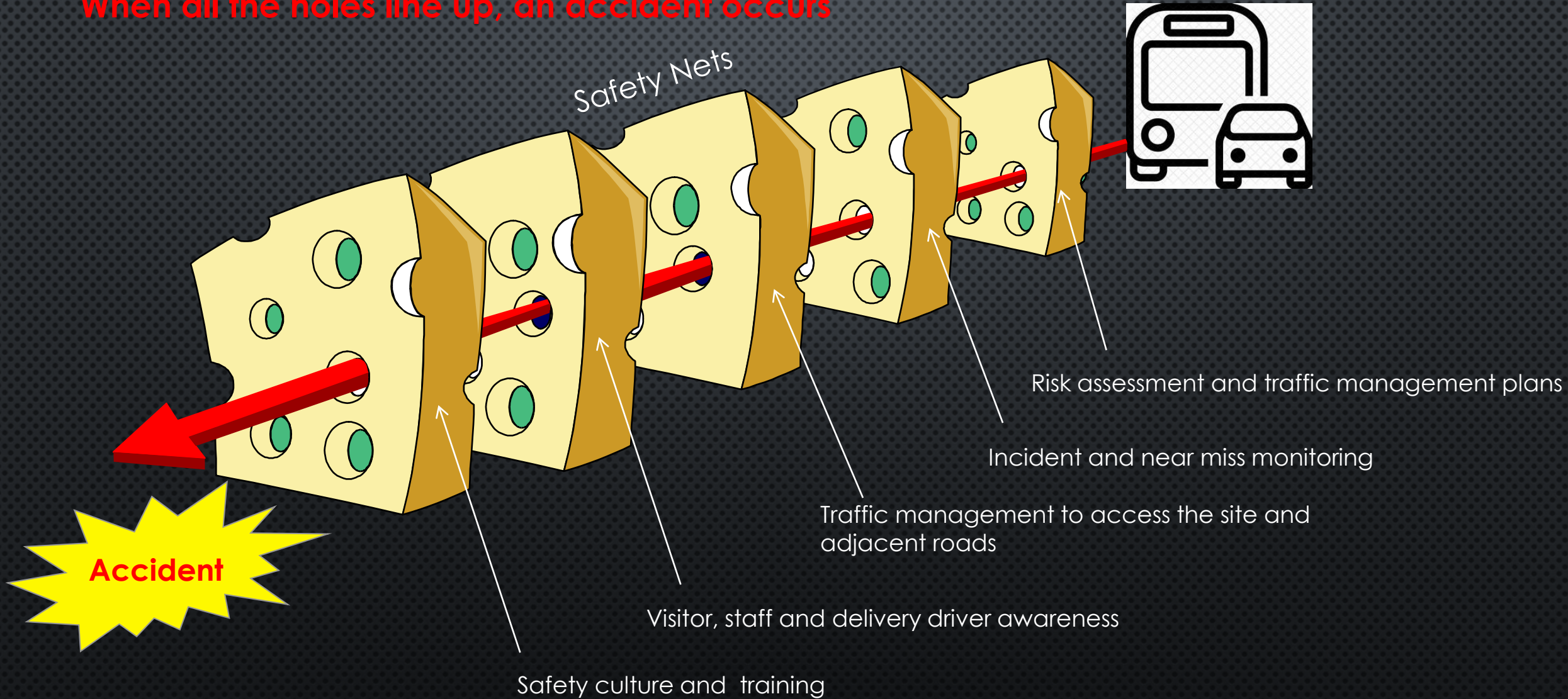


Traffic Management Plan

EXTON PARK ROAD ACCESS

When all the holes line up, an accident occurs

Hazards



SAFETY CULTURE AND TRAINING

Suggestions

- New staff safety induction training
- Annual refresher training
- 3 checks for safety

VISITOR, STAFF AND DELIVERY DRIVER AWARENESS

Suggestions

- Awareness video
- Code of Conduct- Travelling to and parking at Exton Park “respect our rural location”
- Incident communications

RISK ASSESSMENT AND TRAFFIC MANAGEMENT PLANS

Suggestions

- On site risk assessment
- Off site risk assessment
- Issue and communicate Traffic management Plan
- Managing traffic safely on site update
- Traffic On Site Checklist

