

HEARING BUNDLE

Application for the Grant of a Premises Licence

7 Great Minster Street, Winchester

Applicant: Corkk Ltd

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Witness Statement of Jonathan Piggins

Founder and Director, Corkk Ltd

I am the Director of Corkk Ltd and I make this statement in support of our application for a Premises Licence for 7 Great Minster Street, Winchester.

Corkk was founded from a passion for wine, particularly English wine, and a belief that wine should be approachable, educational and enjoyed responsibly. Since opening our first premises, our aim has never been simply to sell alcohol. Instead, we have sought to create welcoming places where people can discover new wines, learn about producers and enjoy good food and conversation in relaxed surroundings.

The success of our businesses in Canterbury and Tunbridge Wells has shown that there is a growing appetite for this style of hospitality. We are proud of the relationships we have built with customers, English vineyards and the communities in which we operate. Since opening our 2 stores we have not received a single complaint regarding noise, public nuisance, drunkenness and have had no issues with vermin.

Winchester has long been a city that I have admired, having grown up nearby. Its rich history, thriving independent businesses and appreciation of quality food and drink, alongside the neighbouring vineyards, make it a natural home for the next chapter of Corkk. We believe our business will complement the city's character and contribute positively to its visitor economy and local community.

I have read the representations submitted in respect of this application and I understand the concerns that residents have expressed. I appreciate that those concerns arise from a desire to protect the character of Great Minster Street and the quality of life enjoyed by those who live there. I respect those concerns and do not dismiss them.

Noise Pollution /Public Nuisance

I recognise that residents are understandably concerned about noise pollution/public nuisance associated with licensed premises. Corkk's business model is fundamentally different from that of a public house or entertainment venue.

Corkk is not operated as a traditional public house, vertical drinking venue or late-night entertainment venue. The profile of our customers is mature, female led, those who enjoy a good quality glass of wine and do not excessively drink and want to socialise in a safe space. Whilst the business may occasionally host private functions, wine events and small-scale live acoustic performances, these are ancillary to its primary operation as a specialist wine merchant and boutique wine bar and are managed to ensure they do not adversely affect neighbouring residents. They will be designed to complement the relaxed atmosphere of the premises rather than generate excessive noise or disturbance.

My belief, given the profile of our customer base, Corkk will act as a barrier and will stop any overspill from the neighbouring public house, most likely resulting in reduced noise.

In addition, Corkk will offer additional conditions to minimise any disturbance. These include active management of customers leaving, quiet signage and monitoring of the frontage.

Pest Activity

I appreciate residents' concerns. To reassure, no evidence has been presented linking Corkk to any existing pest activity across the 2 existing stores and we aim to maintain this. Both existing stores have a 5-star food hygiene rating.

Corkk will:

- store waste appropriately
- use sealed commercial bins
- arrange licensed waste collection
- undertake daily cleaning
- operate an effective pest management programme

Off Sales

Concern has been raised regarding customers purchasing alcohol for consumption elsewhere. Corkk is willing to display notices requesting customers not consume purchased alcohol within the immediate vicinity of Cathedral Green.

Crime and Disorder

Some representations suggest an increase in crime may occur. I fully understand these concerns.

However, there is no evidence that Corkk's operation would generate crime or disorder. The proposed business is a premium wine merchant aimed at mature customers rather than a drinking establishment encouraging excessive alcohol consumption. There have been no known incidences of customers engaging in any illegal activity having visited the 2 existing stores.

Opening Hours

I consider the requested hours appropriate for a specialist wine merchant and to complement our existing offering to include light snacks, teas and coffees. These are available in our Tunbridge Wells store and enables the business to generate additional cashflow, vital in today's economic environment. Nevertheless, Corkk remains willing to discuss reasonable conditions if considered necessary by the Licensing Authority.

My Commitment

If this licence is granted, I give my personal commitment that Corkk will operate responsibly, professionally and with respect for our neighbours. We will continue to engage constructively

with residents, Winchester City Council and all responsible authorities. Where concerns arise, we will listen and, where reasonable and practicable, seek solutions.

Our ambition is not simply to establish another licensed premises. It is to create a specialist wine merchant and bar that Winchester can be proud of—a business that promotes English wine, supports independent producers and demonstrates that excellent hospitality can coexist with a vibrant residential community.

I respectfully ask the Licensing Sub-Committee to judge this application on the merits of Corkk's proposed operation and the commitments set out within this Hearing Bundle. We are committed to upholding the licensing objectives and to becoming a valued and responsible member of the Winchester community.

Applicant's Licensing Statement

Supporting an Application for the Grant of a Premises Licence
Licensing Act 2003

Applicant: Corkk Ltd
Premises: 7 Great Minster Street, Winchester

Chapter 1 – Applicant's Operating Philosophy

1.1 Introduction

Corkk Ltd is an independent specialist wine merchant dedicated to promoting the appreciation of English and premium wines through retail, education and carefully managed seated hospitality.

The Company's philosophy is founded on the belief that wine should be approachable, educational and enjoyed responsibly. Corkk seeks to create welcoming environments where customers can discover new wines, learn about vineyards and producers, and enjoy high-quality food in relaxed surroundings.

Unlike traditional licensed premises whose principal activity is the sale of alcohol for consumption, Corkk's business centres upon wine retailing supported by knowledgeable service, guided tastings and carefully integrated hospitality.

The proposed premises at 7 Great Minster Street, Winchester will continue this proven operating model established at Corkk's existing premises in Canterbury and Tunbridge Wells.

1.2 Our Purpose

Corkk exists to encourage people to enjoy wine responsibly through knowledge rather than quantity.

Every aspect of the business has therefore been designed around four core principles:

- Specialist wine retail
- Wine education
- Responsible hospitality
- Community engagement

1.3 Our Operating Model

The proposed premises should not be viewed as a traditional wine bar or public house.

Instead, it is more accurately described as:

'An independent specialist wine merchant with integrated seated hospitality.'

Customers primarily visit Corkk to purchase wines for home consumption, receive expert advice, attend guided tastings, meet producers, enjoy carefully selected food and spend time in a relaxed environment. Hospitality complements the retail business rather than replacing it.

1.4 Responsible Hospitality

Corkk actively promotes moderate and responsible consumption. The Applicant believes customers who understand wine are more likely to consume responsibly. Accordingly, the

business places significant emphasis upon staff knowledge, customer education, food pairing, wine appreciation and responsible service.

1.5 Respect for Winchester

The Applicant recognises that Great Minster Street forms part of one of Winchester's most historic and sensitive areas. Corkk is committed to operating respectfully, engaging positively with neighbours and promoting all four licensing objectives.

2 Executive Summary

This Statement accompanies Corkk Ltd's application for the grant of a Premises Licence under the Licensing Act 2003 for 7 Great Minster Street, Winchester. It explains the proposed operation, the Applicant's philosophy, the measures that will promote the licensing objectives, the response to representations received and the voluntary operating commitments offered.

The Applicant respectfully submits that the proposed operation represents a low-risk style of licensed premises characterised by specialist wine retailing, seated hospitality, responsible management, knowledgeable staff and educational activities.

The Applicant has carefully considered every representation received and has strengthened its operating procedures where appropriate. Corkk seeks to become a valued member of the Winchester community.

The Applicant believes the proposed operation and voluntary conditions will promote all four licensing objectives and respectfully invites the Licensing Sub-Committee to grant the Premises Licence.

3 About Corkk

3.1 Company Overview

Corkk Ltd is an independent specialist wine merchant established to promote exceptional wines through retail, education and hospitality. The Company specialises in English wines, boutique international producers, artisan food, guided wine tastings and producer events.

3.2 Existing Operations

Corkk currently operates successful premises in Canterbury and Tunbridge Wells. Experience from both locations has informed the operating procedures proposed for Winchester.

3.3 What Makes Corkk Different?

Traditional Wine Bar	Corkk
Alcohol-led	Wine-led
Primarily drinking	Retail, education and hospitality
Limited retail	Specialist wine merchant
Short customer visits	Relaxed seated experiences
Entertainment-led	Education-led
High-volume consumption	Responsible wine appreciation

PART TWO

ABOUT CORKK

"Independent Specialist Wine Merchant with Integrated Seated Hospitality"

Purpose of this Chapter

This chapter introduces Corkk, its history, values and operating philosophy. It explains the business model, demonstrates the company's commitment to responsible retailing and hospitality, and provides the context for the operational proposals contained within this Licensing Statement.

2.1 Executive Overview

Corkk is an independent specialist wine merchant that combines expertly curated wine retail with a carefully managed seated hospitality experience. Hospitality complements specialist retail by enabling customers to taste wines, participate in guided experiences and enjoy carefully selected food pairings before making informed purchasing decisions. This integrated model has been successfully established in Canterbury and Tunbridge Wells and forms the basis of future Corkk locations.

2.2 The Corkk Story

Corkk was founded with the ambition of making exceptional wine accessible, enjoyable and approachable. Customers are encouraged to browse, ask questions, taste with confidence and learn from knowledgeable staff. Wine is presented as a product of geography, craftsmanship and culture rather than simply an alcoholic beverage.

2.3 Our Philosophy

Retail remains the primary activity undertaken at every Corkk premises. Hospitality has been carefully integrated into the retail environment to support education, tasting and customer engagement. The emphasis is always upon quality of experience rather than quantity of alcohol consumed.

2.4 Our Four Guiding Principles

Expertise, Education, Hospitality and Community underpin every decision made by Corkk. These principles influence recruitment, staff training, customer service, venue design and operational management.

2.5 Education Through Wine

Guided tastings, producer evenings, English wine showcases and food pairing experiences encourage thoughtful appreciation of wine. These professionally managed events reinforce Corkk's educational ethos and support the retail offer.

2.6 Responsible Hospitality

Corkk operates calm, predominantly seated environments with trained staff, Challenge 25, refusals procedures, incident recording and responsible alcohol service. The business seeks to exceed statutory licensing requirements wherever reasonably practicable.

2.7 Supporting English Wine

Corkk actively promotes English vineyards and producers through retail displays, tastings and educational events, supporting the continued growth of the English wine industry.

2.8 Existing Operations

The proposed Winchester premises builds upon the successful operating model demonstrated in Canterbury and Tunbridge Wells, providing practical evidence of responsible management and licensing compliance.

2.9 Corkk at a Glance

Topic	Summary
Business Type	Independent specialist wine merchant
Core Activity	Specialist retail with integrated seated hospitality
Primary Focus	Wine education and customer experience
Hospitality	Calm, seated and professionally managed
Community	Local partnerships and educational events
Licensing	Responsible retailing and proactive compliance

2.10 Our Commitment

Corkk recognises that holding a premises licence carries significant responsibilities. The company is committed to promoting the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm through professional management, staff training and positive engagement with local communities.

PART THREE

EXISTING OPERATIONS

Purpose of this chapter: To demonstrate that the proposed Winchester premises is based upon an established and responsibly managed operating model evidenced through Corkk's existing businesses.

3.1 Introduction

The proposed Winchester premises represents the continuation of a proven operating model rather than a new business concept. Corkk's existing venues provide practical evidence of specialist wine retailing integrated with seated hospitality, delivered through consistent management standards and a commitment to the licensing objectives.

3.2 A Proven Operating Model

Corkk applies the same core principles across all sites: specialist retail, responsible hospitality, customer education, community engagement, professional management and licensing compliance. While each venue reflects its local character, operational standards remain consistent.

3.3 Corkk Canterbury

Canterbury demonstrates Corkk's retail-led approach. Wine displays are the dominant feature of the premises, with seating carefully integrated into the retail environment. Customers browse, seek advice, taste selected wines and purchase bottles in a calm, professionally supervised setting.



Figure 1. Retail Wine Display – Corkk Canterbury

The retail environment is the dominant feature of the premises, demonstrating Corkk's identity as a specialist wine merchant with integrated seated hospitality.

Key observations:

- Specialist wine retail dominates.
- Chairs and tables demonstrate that customers are ordinarily seated.
- Education and responsible hospitality are central to the business.
- Supports the promotion of the licensing objectives.

3.4 Corkk Tunbridge Wells

The Tunbridge Wells premises illustrates the consistency of retail and hospitality across the 2 stores.



Figure 2. Interior – Corkk Tunbridge Wells

A consistent operating model centred on retail, wine dispensers, expert advice and limited seating.

Key observations:

- Specialist wine retail dominates.
- Tables and chairs demonstrate seated hospitality areas.
- Supports the promotion of the licensing objectives.

3.5 Guided Wine Tastings

Guided tastings are educational experiences that encourage thoughtful appreciation of wine. Sessions are professionally hosted, intentionally structured and reinforce the retail nature of the business by introducing customers to new producers, regions and styles.



Figure 3. Guided Wine Tasting – Tunbridge Wells

Structured educational tasting with customers seated and using tasting sheets, illustrating responsible wine appreciation.

Key observations:

- Specialist wine retail dominates.
- Customers are ordinarily seated.
- Education and responsible hospitality are central to the business.
- Supports the promotion of the licensing objectives.

3.6 Community Events

Occasional low-key community events, such as acoustic music evenings, are designed to enhance the customer experience while maintaining a respectful environment for

neighbours. Events are managed with appropriate supervision and modest attendance levels.



Figure 4. Acoustic Jazz Evening – Canterbury

Occasional live music delivered in a calm, seated environment within a specialist wine retail setting.

Key observations:

- Customers are ordinarily seated.
- Customers are quiet and attentive
- Supports the promotion of the licensing objectives.

3.7 Responsible Management

Management systems include Challenge 25, refusals recording, incident logging, staff training, daily operational checks and ongoing supervision. These procedures support compliance and provide confidence in the consistent operation of each premises.

3.8 Customer Profile

Corkk typically attracts customers seeking quality wine, conversation and education. The customer base includes local residents, professionals, visitors and wine enthusiasts who value a calm, seated environment. They are mature and female led.

3.9 Lessons Learned

Experience gained from existing premises has informed the Winchester proposal, particularly in relation to layout, customer circulation, staffing, neighbour engagement and operational procedures.

3.10 Conclusion

The success of Corkk's existing operations demonstrates that specialist wine retailing with integrated seated hospitality can operate responsibly while making a positive contribution to local high streets and communities.

Evidence Summary

Evidence	Operational Value
Existing retail environments	Demonstrate retail-led character
Guided tasting events	Evidence of education-led hospitality
Community events	Positive local engagement
Management procedures	Support the licensing objectives
Existing operating history	Provides confidence in the proposed model

PART FOUR

THE WINCHESTER PROPOSAL

Purpose of this chapter: To explain the proposed operation at the Winchester premises, demonstrating how the design, customer journey, management practices and operating philosophy will promote the four licensing objectives.

4.1 Introduction

The proposed Winchester premises will follow Corkk's established operating model as an independent specialist wine merchant with integrated seated hospitality. The venue will provide a welcoming environment where customers can browse, learn about and purchase wines while also enjoying guided tastings and carefully selected food pairings.

4.2 The Vision

Corkk's vision is to create a high-quality destination that complements Winchester's independent retail and hospitality offer. The premises will celebrate wine, particularly English wine, while contributing positively to the local economy and visitor experience.

4.3 The Customer Journey

Customers will typically arrive, browse the retail displays, speak with knowledgeable staff, enjoy a glass of wine and some local platters in our seated hospitality area, purchase wines and depart in a calm and orderly manner. The journey has been designed around retail discovery and education rather than high-volume alcohol consumption.

4.4 Retail Environment

The retail area will remain a principal focus of the premises, displaying a curated selection of wines from England and around the world. Customers will be encouraged to browse freely, ask questions and receive expert recommendations.

4.5 Hospitality Offer

Integrated seated hospitality will provide customers with the opportunity to sample wines, enjoy sharing platters, cheese, charcuterie and other light food, and experience wine in a relaxed environment.

4.6 Food Offering

The food offer will consist of high-quality, non-cook light dishes designed to complement wine. The menu will support responsible alcohol consumption.

4.7 Customer Management

Professional staff will supervise the premises at all times. Challenge 25, staff training, incident recording, refusals procedures and customer welfare policies will be implemented consistently in accordance with the company's supporting policies.

4.8 Community Integration

Corkk intends to become an active member of the Winchester community by working with local suppliers, supporting English vineyards, collaborating with neighbouring businesses and hosting educational wine events.

4.9 Promotion of the Licensing Objectives

The operational design, management systems and customer experience have all been developed to promote the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm.

4.10 Conclusion

The proposed Winchester premises represents the continuation of a successful and responsibly managed operating model that has already been demonstrated elsewhere. The proposal is intended to enhance Winchester's independent retail offer while operating in a manner that is respectful of neighbours and fully aligned with the Licensing Act 2003.

Key Operational Commitments

Commitment	Purpose
Retail-led operation	Maintain the principal character of the premises
Predominantly seated hospitality	Support responsible alcohol consumption
Challenge 25	Protect children from harm
Staff training	Promote safe and lawful operation
Neighbour engagement	Minimise public nuisance
High-quality food offer	Complement wine and encourage responsible enjoyment

PART FIVE

PROMOTION OF THE LICENSING OBJECTIVES

Purpose of this chapter: To demonstrate how Corkk's operating philosophy, management systems and day-to-day procedures actively promote the four licensing objectives under the Licensing Act 2003.

5.1 Introduction

Corkk regards the promotion of the licensing objectives as the foundation of its operation. The company seeks not only to comply with statutory requirements but to adopt best practice and voluntary measures that support responsible retailing and hospitality.

5.2 Prevention of Crime and Disorder

Professional management, CCTV, Challenge 25, staff training, refusals recording, incident logs, secure cash handling, cooperation with the police and responsible authorities, and careful supervision will minimise opportunities for crime and disorder. Alcohol promotions encouraging excessive consumption will not be undertaken.

5.3 Public Safety

The premises will maintain appropriate occupancy levels, clear escape routes, staff fire safety training, first aid provision, routine safety inspections and documented risk assessments. Equipment will be maintained and staff will receive regular refresher training.

5.4 Prevention of Public Nuisance

Customers will ordinarily remain seated. Background music will be kept at appropriate levels. Staff will monitor customer departure, encourage quiet dispersal, manage waste responsibly and maintain good communication with neighbouring occupiers.

5.5 Protection of Children from Harm

Challenge 25 will operate at all times. Staff will receive age-verification training, acceptable identification will be checked where necessary and refusals recorded. Children will be welcomed when accompanied appropriately, reflecting the family-friendly nature of specialist wine retailing.

5.6 Staff Training

Every employee will receive induction and refresher training covering licensing law, responsible alcohol retailing, Challenge 25, safeguarding, incident management, customer care and emergency procedures.

5.7 Management Oversight

Managers will review incidents, refusals, complaints and training records regularly to identify trends and implement improvements where appropriate.

5.8 Voluntary Commitments

Corkk voluntarily commits to maintaining high standards of customer care, neighbour engagement, staff development and operational review beyond the minimum statutory requirements.

5.9 Monitoring and Continuous Improvement

Policies and procedures will be reviewed periodically and updated in response to operational experience, legislative changes and feedback from responsible authorities.

5.10 Conclusion

The measures described in this chapter demonstrate that the promotion of the licensing objectives is embedded within every aspect of Corkk's operating model and forms the basis of the proposed Winchester operation.

Summary of Measures

Licensing Objective	Key Measures	Supporting Policies
Crime & Disorder	CCTV, Challenge 25, refusals register, incident log	CCTV Policy, Staff Training
Public Safety	Risk assessments, fire safety, first aid	Fire Safety Manual
Public Nuisance	Seated service, quiet dispersal, waste controls	Noise & Dispersal Policies
Children from Harm	Age verification, staff training	Challenge 25 Policy

PART SIX

COMMUNITY ENGAGEMENT & GOOD NEIGHBOUR CHARTER

Purpose of this chapter: To demonstrate Corkk's commitment to being a responsible neighbour, supporting the local economy and engaging positively with residents, businesses and responsible authorities.

6.1 Community Commitment

Corkk believes that a successful licensed premises should contribute positively to the character and vitality of its local community. The business is committed to open communication, responsible management and constructive relationships with neighbours.

6.2 Supporting the Local Economy

Corkk seeks to work with local suppliers, food producers and English vineyards wherever practicable. The business will support the visitor economy, encourage footfall for neighbouring independent businesses and create local employment opportunities.

6.3 Working with Local Businesses

Corkk intends to build collaborative relationships with neighbouring retailers, hospitality businesses and community organisations through joint promotions, local events and business networking initiatives where appropriate.

6.4 Environmental Responsibility

The company is committed to reducing waste, promoting recycling, minimising unnecessary packaging and encouraging sustainable purchasing practices. Bottle disposal and waste collections will be managed responsibly to minimise disturbance.

6.5 Deliveries and Servicing

Deliveries will be scheduled, where reasonably practicable, during appropriate daytime hours. Staff will supervise deliveries and ensure loading activities are undertaken with consideration for neighbouring occupiers and pedestrians.

6.6 Responding to Complaints

Corkk will maintain a clear process for responding promptly and professionally to complaints raised by residents, businesses or responsible authorities. Concerns will be investigated, recorded and, where appropriate, corrective action taken.

6.7 Community Liaison

Management will seek to maintain open dialogue with local stakeholders and respond constructively to feedback. Where appropriate, contact details for the premises management will be made available to facilitate communication.

6.8 Good Neighbour Charter

The following charter reflects Corkk's commitment to operating responsibly and respectfully within Winchester.

Corkk Good Neighbour Charter

- We will operate responsibly and professionally.
- We will respect our neighbours at all times.
- We will encourage customers to leave quietly.
- We will manage waste and recycling responsibly.
- We will support local businesses and producers.
- We will respond promptly to concerns or complaints.
- We will maintain high standards of cleanliness and presentation.
- We will continually review our operation and seek opportunities for improvement.

Community Benefits

Commitment	Community Benefit
Support English wine	Promotes regional producers
Retail-led operation	Enhances high street diversity
Educational events	Promotes appreciation of wine and responsible enjoyment
Neighbour engagement	Builds positive local relationships
Responsible waste management	Reduces environmental impact
Local employment	Supports the local economy

6.9 Conclusion

Corkk recognises that being a good neighbour is an ongoing commitment rather than a single policy. Through responsible management, community engagement and continuous improvement, the business aims to become a valued part of the Winchester community.