



1. My name is Kathryn Dean and I am the owner of this very small company, "The Sin of Gin."
2. I started this company in memory of my father, a Presbyterian Minister from Northern Ireland. I say, 'in his memory', because he is my source of the original recipe, although he did not create it himself. In fact, it was bequeathed to him by one of his parishioners, a wonderful 94-year old widow [Constance], who had lived in India when her husband served there, in the Indian Army, near the end of the 19th century.
3. During that period, Gin and Tonic was frequently consumed across the whole of the British Empire to ward off malaria, principally because the tonic contained large amounts of quinine, well-known for its anti-malarial properties.
4. Constance disliked the drink, but felt she had to drink it, so she decided to try to make it more palatable by infusing the gin with lots of local ingredients, thereby changing its flavour and colour. She later decided to try adding some sugar to it too, and it became the recipe for what I now call my Colonial Spiced Gin.
5. All through my childhood, and using Constance's recipe, my father produced very small quantities of Colonial Spice, which he would joyfully open at Christmas. I would always help him. Unfortunately, he stopped making it for a few years and we lost the recipe, such that production ceased for over 25 years!
6. In 2012, after my father's death and whilst helping my mum to clear up his belongings, I came across it, folded in a card from Constance, in which she had thanked my father for conducting her funeral. It was a very emotional moment for me, finding the recipe that I had helped him to make as a young child in the build-up to each Christmas.

7. And so, my own production started, just for my family at first and then for a close circle of friends. They encouraged me to produce more, which I did, and eventually, after experimenting, I added four more infusions, and started my little company.
8. I then attended a few festivals and sold to a couple of restaurants in Birmingham, after they had heard about it and had approached me to buy some. I remain a very small company [there's just me] with a very small operation. I had plans to expand a bit by selling online but did not have the time to continue with those plans because the realities of life took over when I became the main carer for my daughter.
9. Eventually, in 2019, I have decided to try to go ahead with my plans, mainly because I had so much interest from the festivals I had attended and also because my daughter was becoming more independent and starting back at school.
10. So here I am, applying for a Premises License.
11. I have read each of the letters and emails regarding my application and, I must say, can well understand the concerns that have been raised, but I suspect that those concerns may be because of the very limited information that was supplied in the application. I hope that when it becomes clear how I intend to run my tiny business, and what that business involves, people will see that their concerns are misplaced.
12. I would now like to explain why this is the case. The objections to my application, mainly fall into these 4 groups:

Public Nuisance	14
Prevention of Crime and Disorder	8
Public Safety	10
Protection of Children from Harm	13

13. I will try to deal with each of them. My business will predominately be an online business, albeit there will be a small business-to-business service as I currently supply to four restaurants on a very small scale. That means that no one will be visiting my premises to collect any of my gin, or parking on the road to come to our house and view it. They never will. I do not and would never contemplate selling gin directly over the doorstep. My products will either be delivered by me personally, if the buyer lives nearby and to the four

restaurants that now buy from me, or delivered on my behalf with the requisite checks in place to ensure that deliveries are not to persons under 18.

14. All bottles are stored in a secure shed, where I will seal and label them. I will then send them via UPS who will deliver them under specific instructions.
15. I am not expecting a large volume of sales as my stock is handmade and therefore very limited. At any one time, I have no more than 100 litres of gin stored and infusing.
16. I hope it is obvious from the attached photographs at the end of this document that I run a tiny, artisan operation. Everything takes place in my garden shed, which is only my 2m x 2.5m. It has a motion detector alarm and also has a security camera covering it, which preserves footage for 30 days. There is also a camera in operation at the front of my house too.
17. The shed in the back garden is locked and, to anyone passing by, remains unknown and hidden. It would be impossible for anyone walking by to know that I infuse gin in my garden.
18. I am not the only business that is run from a home on Elmdon Road. Four houses down from me is The Foot Clinic, which seems to co-exist peacefully with local residents, and has a genuine footfall of clients, whereas I would not have any.
19. There have been many concerns over parking and concerns that deliveries and collections will cause congestion, be a public nuisance and affect public safety. However, to reassure everyone, I would like to say that I have very few deliveries to my premises. They are made with the same frequency as most houses, nowadays, have Amazon deliveries. The largest quantity of bottles I have ever ordered was 100, which arrived in a medium sized cardboard box, and took no more than 5 minutes to deposit in my porch.
20. I can confidently and categorically say that there will be no disruption to anyone on Elmdon Road as a result of me being granted a Premises License, or at least no more than anybody who has deliveries from Amazon from time to time. My deliveries are not even frequent.
21. We already experience a lot of parking on our road, at weekends, which is as a result of the two churches at either end, and the Sunday football and

cricket that takes place. I would never object to any of this. In fact, I welcome it and the vibrancy and life it brings to Elmdon Road. Yet I do not ask for any such indulgence and am certain that my business would never cause any congestion, ever, on our lovely road. I feel it would be very unfair to penalise me for my odd delivery from time to time, and like the ones that every other household has nowadays, by refusing me a license.

22. I am aware that I live in an alcohol-free zone and welcome it. I will not be selling to anybody who comes to my door. I do not advertise where the business is. I doubt any of my fellow neighbours, in our community, even know about me or my business, other than my immediate neighbours, whom I told about my business-hobby when we first arrived here two years ago.

23. My business is not and would never be a danger to children. I have 4 daughters of my own and would not entertain any such risk. Nor will my business increase crime in the area. Yes, I operate in a residential area, but I operate a very small, safe business and adhere to all the fire and safety regulations, as will be confirmed, I hope, by the Fire Officer who visited my premises.

24. I am concerned that those who have objected have the mistaken impression that I am going to be operating some sort of off-licence type of set up and/or that there might be consumption of alcohol in or around my house. Nothing could be further from the truth and this is most definitely not the case.

25. I invite any neighbour who wishes to visit my home, and see my tiny operation for themselves, to do so. If anyone has any concerns then I welcome their visit and the chance to show and explain to them what I am doing, as I am convinced they will soon have any fears allayed, and will feel reassured.

26. Thank you for hearing what I have to say. I hope my explanation has provided comfort, peace of mind and reassurance to everyone who lives nearby.

Kitty Dean
Sin of Gin

Supporting Documents continued:

Photographs of premises not to be made public