
SUPPORTING STATEMENT

High Street
Loughton

Planware Ltd
September 2019

Document Control Sheet

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1 Introduction

- 1.1 This statement has been prepared in support of an application submitted by McDonald's Restaurants Ltd for the change of use of the existing A3 restaurant to A5 use.
- 1.2 The McDonald's brand is globally recognised and, the company trades from over 1,280 restaurants across the UK (+90 in ROI) and has a workforce of approximately 125,000 people (+5,000 in ROI). Over 81% of restaurants are operated as local businesses by franchisees. The restaurants are either located in high streets or town centres; on retail parks (whether in standalone units or in food courts); and standalone 'roadside locations'.
- 1.3 McDonald's has been trading in the UK since 1974. Expansion of the portfolio was rapid during the 1980's and 90's and McDonald's is now represented in most major cities and towns in all their differing formats.
- 1.4 The company has recently been undertaking a thorough review of its portfolio of restaurants and is seeking to increase its representation in certain key locations. At the same time, McDonald's has implemented a major brand refresh, both in terms of its product range and the design and fit-out of its restaurants. This application forms part of that overall strategy.

2. The Proposal

Site Analysis

- 2.1 The site is located on Loughton High Street, at the end of a terrace of shops. An alleyway leads down the side of the unit to the car park area behind.
- 2.2 The area is typical of a High Street, containing predominantly commercial units and is characterised by a range of retail uses.
- 2.3 The existing unit served as a restaurant, including takeaways.

Proposal

- 2.4 The current unit is vacant. Works to reconfigure the shopfront, the installation of new extraction equipment and new adverts have all been approved, EPF/1622/19 & EPF/1623/19 A.
- 2.5 The unit has operated as a Chinese restaurant and takeaway for the past 26 years. Before this, the unit operated as a fried fish shop, with a restaurant to the first floor (CHI/0003A/68). It is therefore considered that the existing unit has operated a mix of A3 and A5 uses for approximately 50 years.
- 2.6 Given the changes to the Use Class Order in 2005 (introduction of A5), it is considered that the unit has lawfully continued operating partially under A5 use for the past 14 years. Given the limited planning history available and the informative attached to planning permission EPF/1622/19, this application seeks to formalise the use as A5 use.
- 2.7 The site is located within Loughton Town Centre, and on a main retail frontage. The proposal accords with both local (STC7) and national planning policy.

3. McDonald's approach to the Environment & Sustainability

- 3.1 At McDonald's the overarching goal in terms of environmental and social policy is continuous improvement. By implementing this approach, the aim is to achieve its mission of being the UK's favourite family restaurant. McDonald's strive to achieve recognisable environmental sustainability through the measures identified below. To assist with achieving its objectives, audit and training programmes have been developed, which are applied to all restaurants.
- 3.2 All restaurants have within them a sophisticated building management system to operate lighting, heating and air conditioning. Low energy LED lighting systems are used in nearly all units. McDonald's kitchen appliances have standby reminders and we have introduced a metering system which measures the amount of electricity used in every half hour of the day. Restaurant Managers receive daily graphs to help them make energy saving adjustments. McDonald's has improved its energy efficiency (measured as customers served per kWh of energy) by 22% between 2008 and 2012 and is continuing to make further efficiencies.

Minimising Transport Impacts and Reducing Carbon Dioxide Emissions

- 3.3 Cooking oil from restaurants is recycled into biodiesel using local collectors. The biodiesel is then used as fuel by McDonald's vehicles. Biodiesel is now being used in all delivery trucks and results in a carbon saving of 8,209 tonnes per annum. Corrugated cardboard, some plastics and food waste are also back hauled using our distribution company, thereby negating the need for separate collection vehicles.

Waste Management

- 3.4 The McDonald's Waste Management Strategy is based upon the hierarchy: Design, Reduce, Reuse, Recycle and Disposal. Food wastage is minimised through the use of a computer system that monitors the amount of food served at given times of the day, resulting in more accurate preparation and ordering of stock.
- 3.5 To further minimise waste, McDonald's has joined the Valpak distributor take back scheme, which ensures that redundant equipment is recycled with accredited companies.

Recycling Strategy

- 3.6 McDonald's is committed to using recycled materials wherever possible, throughout the business. In the UK, approximately 90% of McDonald's food packaging is made from renewable sources. Recycled paper and virgin fibres from certified sustainable forestry sources represent around 55% and 69% respectively of the renewable resources used. All of McDonald's napkins and cup carriers are made from 100% recycled paper. The majority of the boxes used to package hot food (such as Big Macs®, Filet-o-Fish®, Chicken McNuggets®, Apple Pies, French Fries, and Happy Meal® boxes) are made from 72% recycled fibres.
- 3.7 McDonald's reuses delivery packaging wherever possible, in accordance with food safety laws. Over 80% of kitchen waste is recycled, which equates to 40% of total waste. Staff separate corrugated cardboard, used cooking oil, food waste, clean plastic paper and tin from all back of house areas for recycling.
- 3.8 All restaurants aim to recycle 100% of their corrugated cardboard, which in itself accounts for 15% of a restaurant's average total waste. In addition, the delivery trays and crates are returned to suppliers for reuse.
- 3.9 McDonald's UK has a long-term goal to send zero waste to landfill by reducing operational waste, recycling as much as possible, and diverting the remainder to a more sustainable solution.
- 3.10 We have a target of recycling 50% of waste (in line with national and European targets) with the remainder diverted from landfill wherever possible. The cups will be sent to a specialist paper cup recycler and the plastic will be recycled along with the plastic from the kitchens. With good levels of separation, McDonald's new waste procedures could generate a recycling rate of up to 65%, exceeding the European target.
- 3.11 Currently, McDonald's collects cardboard for recycling from more than 95% of our restaurants, which diverts over 13,000 tonnes of cardboard per year from landfill. Delivery vehicles carry recyclable materials on return trips, backhauling over 80% of our cardboard.

Litter

- 3.12 McDonald's is committed to tackling litter in as many different ways as possible. It is company policy to conduct a minimum of three daily litter patrols, whereby employees pick up not only McDonald's packaging, but also any other litter that may have been discarded in a 100m vicinity of a restaurant. This may be expanded to suit local needs.

- 3.13 McDonald's is a founding member of Keep Britain Tidy's Love Where You Live anti-littering campaign. The company organises regular clean-up events in local communities and raises awareness of the anti-littering message through its 1,280 UK restaurants. This has seen McDonald's carry out over 3,000 events across the country involving over 50,000 volunteers. Individual restaurants also undertake their own anti-littering initiatives, such as litter picking sessions in local parks and open spaces with local community groups.
- 3.14 A majority of McDonald's restaurants have a 'Planet Champion' who has the responsibility to help raise awareness of ways to be more environmentally friendly. The little changes that these Planet Champions have introduced have made a huge difference to reduce the energy that McDonald's use. Planet Champions are also responsible for organising litter events alongside the local community.

4. Employment, Training & the Community

- 4.1 The proposed restaurant is expected to employ more than 65 full and part time staff, primarily from the local area.
- 4.2 McDonald's is committed to be a valued and responsible member of communities in which it operates. Alongside strong staff training programmes and environmental initiatives McDonald's also supports Ronald McDonald House Charities (RMHC) and encourages young people to lead more active lives.

Training

- 4.3 McDonald's commitment to staff education incorporates both internal training programmes and externally recognised qualifications. The McDonald's training philosophy centres on career long learning – “from the crew room to the boardroom”. McDonald's is recognised as a “heavy lifter” by the Work Foundation as it recruits on the qualities not the qualifications of applicants.
- 4.4 McDonald's also provides an internal management training programme, which upon successful completion, allows the candidate to progress to Business Manager or Operations Consultant. A majority of restaurant managers were promoted from ‘crew-member’ level to management through the internal management training programme.
- 4.5 Crew members also receive on-going training of which regular assessment forms a part. The ratings from these assessments are then discussed at each employee's Performance Review. McDonald's invest more than £43 million in training each year and those employed at the proposed restaurant would be given the chance to undertake training and development including the opportunity to gain nationally recognised qualifications in hospitality, literacy and numeracy
- 4.6 Key to delivering this is the company website for employees – “ourlounge.co.uk”, which acts as a support facility allowing online shift scheduling, providing career advice and an online learning programme. Critically, McDonald's was given official awarding status by the Qualifications and Curriculum Authority in 2008, which affords the ability to develop and award its own nationally recognised qualifications. The first qualification that McDonald's offered is a Level 3 Diploma in Shift Management, which over, 8,700 Shift Managers have completed to

date. McDonald's has an ambitious apprenticeship scheme, which has seen over 16,700 employees gain the necessary skills to get on in life and over 4,700 more are currently working towards achieving the qualification.

4.7 From May 2017 McDonald's began offering a new suite of qualifications providing flexible development routes throughout an employee's career, including:

- A level Two Apprenticeship which is aligned to our entry level Crew role.
- A level Three Apprenticeship which is aligned to our Shift Management position.
- A Level Six (BA Hons) Chartered Manager Degree Apprenticeship at Level Six which is aligned to our career path to become a Business Manager with Manchester Metropolitan University.
- Stand-alone Maths and English qualifications delivered by specialist teachers for Apprenticeship applicants without the necessary Maths and English skills to go straight onto an Apprenticeship.

4.8 McDonald's invest more than £43 million in training each year and those employed at the proposed restaurant would be given the chance to undertake training and development including the opportunity to gain nationally recognised qualifications in hospitality, literacy and numeracy.

4.9 In recognition of the training environment created by McDonald's, the company has gained the following awards:

- Investors in People – re-awarded Gold Status 2017
- The Times Top 100 Graduate Employers, for last 15 years
- The Sunday Times '30 Best Big Companies to Work for List' ranked 6th in 2017
- School Leavers Top 100 Employees, for third consecutive year, 2017
- Great Place to Work 'Best Workplaces UK: Large Category', ranked 4th in 2017
- Workingmums.co.uk Employer Awards 2017 - Innovation in Flexible Working.

In November 2017, awarded the Top Employer for Innovation in Flexible Working by workingmums.co.uk. The judges specifically recognised the approach to Guaranteed Hours contracts.

Supporting the community

- 4.10 McDonald's is committed to be a valued and responsible member of communities in which it operates. Alongside strong staff training programmes and environmental initiatives McDonald's also supports Ronald McDonald House Charities (RMHC) and encourages young people to lead more active lives.
- 4.11 McDonald's has a track record of enabling and encouraging young people to participate in sports, including a long tradition of supporting community football and Olympic sponsorship.

Football

- 4.12 For 15 years McDonald's has run its Community Football programme tasked with supporting grassroots football across the UK. In this time, McDonald's have helped to recruit and train more than 30,000 coaches and raised standards in more than 7,000 clubs across the country. In 2008, over 850 of their restaurants have formed twinning relationships with these football clubs, providing bespoke support, from giving free kits and equipment, to offering business advice and providing restaurant space for club events or meetings. Overall, McDonald's estimate that approximately 1.2 million young players have benefited from the programme.
- 4.13 In 2014, McDonald's renewed their long-standing partnership with the UK's four Football Associations (FA). Following a period of extensive research and collaboration with the UK FAs, they launched a new partnership, which shifted the focus towards the needs of individual clubs and leagues and how they can further support them to become high-quality and sustainable places to play football.

Better Play

- 4.14 The McDonald's Better Play programme is a scheme that seeks to increase the number of children playing football regularly and raise the standards of the grassroots game across the UK. Better Play focuses on four main strands to drive an increase in standards and participation:
1. Better Clubs: working with the FA to help clubs achieve FA Charter Standard accreditation
 2. Better Kits: giving away 250,000 free kits to grassroots clubs by 2018
 3. Better Kickabouts: running Community Football Days throughout the summer every year
 4. Better Communities: celebrating the unsung heroes of grassroots football through our community awards

Ronald McDonald House Charities

- 4.15 Ronald McDonald House Charities (RMHC) is an independently registered charity which helps support families while their children are in hospital or a hospice. This is a difficult time for children and parents alike. The whole family is anxious, although parents often try and stay strong for the child's sake. What RMHC does is take away the inconvenience and expense of having to find accommodation near where their child is being cared for. It's an invaluable service. Not only does it save parents considerable expense, but it also helps them focus on the care of their child.
- 4.16 McDonald's has been supporting RMHC for over thirty years. The first family House was established in 1974 in Philadelphia, USA. The idea spread, and in 1989, RMCC – Ronald McDonald Children's Charities – was founded in the UK. Early in 2006, this became RMHC as it is known today. It now provides 29 sets of family rooms in 15 houses across the country – all in, or in close proximity to, the grounds of UK hospitals and hospices. By 2016, the UK Houses had supported and given a place to stay to more than 60,000 families, helping to make the toughest times just that little bit easier.
- 4.17 The charity's biggest source of income comes from the collection boxes in McDonald's restaurants, through which customers give millions of pounds each year. In 2017, McDonald's donated £3 million from collection boxes.
- 4.18 Besides giving the Charity access to its customers, McDonald's provides direct support in the following ways:
- Portions of the annual operating costs for Ronald McDonald Houses are funded by McDonald's and owner/operators of McDonald's restaurants.
 - Franchisees partner with local Houses for promotional and fundraising events.
 - McDonald's employees are dedicated fundraisers and volunteers.
 - Owner/operators participate in local management boards.
- 4.19 In 2017, a new 30-bedroom Ronald McDonald House was opened in Cardiff.

Farm Forward

- 4.20 As a big customer of British and Irish farming, McDonald's buy quality ingredients from over 17,500 British and Irish farmers. Farm Forward was launched to help create a sustainable future for these farmers and aims to address some of the challenges facing the sector. It is built around five core commitments: championing quality produce; improving animal welfare standards in the supply chain; work and training opportunities for young people in farming; helping make environmentally friendly improvements to farms; and sharing knowledge within the industry.
- 4.21 In 2013, McDonald's became the first large high street restaurant chain to use 100% RSPCA assured approved pork from British farms across its entire menu. They also use 100% Free Range eggs across the menu, for which a Compassion in World Farming Good Egg Award was won in 2015.
- 4.22 Since the launch of Farm Forward, McDonald's has funded a number of research projects to help farmers improve animal welfare on their farms. This includes FAI research to prove the welfare and economic benefits of providing tree cover to encourage free-range hens to roam freely outdoors, and to highlight the importance of early detection in tackling dairy cattle lameness. McDonald's has made this research available free of charge to farmers across the UK.

5 Accessibility

- 5.1 Accessibility has been designed to meet the requirements of the Building Regulations
- 5.2 Public access into the building shall be open during hours of restaurant 'in-store' trade, with the principle entrance being in the form of an automated sliding door. This provides a convenient access for all pedestrians. Safety sensors will be fitted to ensure that the door does not close against pedestrian traffic.

6. Conclusion

- 6.1 The relevant planning policy at national and local level have been reviewed and are supportive of the proposed change of use at 202 High Street, Loughton.
- 6.2 The proposed development will provide over 65 jobs for the community. Details have been provided on McDonald's efforts to provide opportunities for skills and training through their internal management training programme. Staff are given the opportunity to gain naturally recognised qualifications in hospitality, literacy and numeracy.
- 6.3 In light of the above, we trust officers are able to support the application to bring a vacant unit back into use within the town centre.