
PLANNING STATEMENT

Broad Street,
Leek

Planware Ltd

December 2015

Version 1

Document Control Sheet

Document:	Planning Statement
Project:	Broad Street, Leek
Client:	McDonald's Restaurants Limited
Planware Reference:	4620
Primary Author:	JS
Contributor:	MC
Reviewed by:	MC
Issue:	1 version 2
Date:	December 2015

Contents

1.	Introduction	4
2.	The Proposed Development	7
3.	The McDonald's Operation	8
4.	McDonald's approach to the Environment and Sustainability	11
5.	Employment Training and the Community	17
6.	Relevant Planning Policy	20
7.	Assessment Against Planning Policies	31
8.	Conclusion	33

1 Introduction

Background

- 1.1 A planning application (Reference SMD/2015/0202) was submitted to Staffordshire Moorlands District Council and registered on 8th of May 2015 for “*Erection of a drive-thru McDonald’s Restaurant (Class A3/A5) with associated landscaping, parking and access and outline permission for 6 two storey residential units with landscaping, parking and access on land to the North of Broad Street, Leek*”.
- 1.2 Following receipt of pre-application advice and comments from the councils Environmental Health Officer and the Planning Officer the application was subsequently withdrawn due to the need to address a number of outstanding issues, most notably the proximity of the drive-thru land to number 18 Sneyd Street as well as the need for an Air Quality Assessment.
- 1.3 With respect to the issues associated with the layout a number of options were considered at some length to seek to overcome the concerning the proximity of the drive-thru lane to Number 18 Sneyd Street.
- 1.4 This application represents revisions to the layout in order to address the concerns. Not only does it move the drive-thru lane away from number 18 Sneyd Street but it also proposes a substantial landscaping buffer along its boundary. This application is also accompanied by an Air Quality Assessment.

The Hybrid Planning Application

- 1.5 This statement has been prepared in support of a ‘hybrid’ planning application submitted by McDonald’s seeking both full and outline consent as follows:
 - Full planning permission for a new “drive thru” McDonald’s restaurant (Class A3 / A5) with associated landscaping, parking and access and;
 - Outline planning permission for 6 two storey residential units with, landscaping, parking and access on land to the north of Broad Street, Leek
- 1.6 The nature of the planning application and the extent of the proposed works detailed on the submitted drawings (comprising both full and outline elements) is in direct response to the requirements of adopted planning policy and the wider aspirations of Staffordshire Moorlands District Council who wish to see the site be redeveloped as mixed use.

- 1.7 The aim of this 'hybrid' planning application is to demonstrate that the site can, in principle, meet these aspirations.
- 1.8 For the most part, the remainder of this planning statement focuses on the elements for which full planning permission is being sought, comprising a new "drive thru" McDonald's restaurant (Class A3 / A5) with associated landscaping, parking and access.

The Proposed McDonald's Restaurant

- 1.9 The McDonald's brand is globally recognised and, in the UK, the Company trades from over 1,200 restaurants and has a workforce of approximately 97,000 people. Over 69% 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'.
- 1.10 McDonald's has been trading in the UK since 1974. Expansion of the portfolio was rapid during the 1980's and 90's in particular and McDonald's is now represented in most major cities and towns in all of their differing formats.
- 1.11 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.
- 1.12 In this case, the application is for a freestanding McDonald's restaurant. The proposal, which is for both the sale of food and drink for consumption on the premises and off the premises, is a mix of classes A3 and A5 of the Use Classes Order.
- 1.13 This planning application is exempt from a planning application fee as it falls within the following fee exemption: *"development of the same character or description on the same site by the same applicant within 12 months of making the earlier application if withdrawn or the date of decision if granted or refused (including signs only if withdrawn or refused) and NOT a duplicate application made by the same applicant with 28 days."*
- 1.14 The following documents are submitted with this planning application:
- Application forms and certificates;
 - Detailed drawings illustrating the proposal;
 - A Design and Access Statement;
 - Transport Assessment;

- An Air Quality Assessment
- Heritage Statement; and
- A Noise Assessment

1.15 The remainder of this statement is structured as follows:

1.16 In Section 2 we describe the proposed development, the site and the character of the area.

1.17 In Section 3 we set out the McDonald's' operational details in terms of its use class; trading formats; staffing levels; normal hours of operation and servicing; other operational requirements and the extent to which McDonald's may be able to be flexible in the operation of its standard business model.

1.18 In Section 4 we consider McDonald's approach to environmental sustainability including reference to its Corporate Social Responsibility statement, materials sourcing and approach to renewable energy.

1.19 In Section 5 we consider McDonald's approach to employment and training and their involvement in the community.

1.20 In Section 6 we consider any planning policy relevant to the application whether that arises from:

- National planning policy /planning policy statements;
- The development plan;
- Supplementary planning documents and other relevant guidance.

1.21 Having identified relevant planning policy, in Section 7 we go on to assess how the application performs against policy.

1.22 Our conclusions are set out in Section 8.

2 The Proposed Development

- 2.1 The proposed site is located to the south west of Leek Town Centre and is bounded by Broad Street (the A53) to the south east and Sneyd Street to the north east.
- 2.2 The proposal the subject of this planning statement comprises; full planning permission for a new freestanding drive thru restaurant with 30 no. car parking spaces (including 2 no. accessible spaces) 2 no grill and 2 no staff bays together with landscaping, parking and access associated with the use and operation of the restaurant. The proposal also seeks outline planning permission for 6 two storey residential units with, landscaping, parking and access.
- 2.3 The proposed restaurant use for which full planning permission is sought is to be located on the site of a car showroom which fronts onto Broad Street from where main vehicular access will be achieved. The proposed residential properties for which outline planning permission is sought is to be located on the site of an existing car park to the north east of the proposed restaurant and is surrounded on all sides by existing development. Access to the proposed residential properties will be via Broad Street and will be shared with the proposed restaurant.
- 2.4 The immediate area is characterised by a mix of uses including residential, commercial, business and retail uses.

Planning History

- 2.5 A planning application (Reference SMD/2015/0202) was submitted to Staffordshire Moorslands District Council and registered on 8th of May 2015 for “*Erection of a drive-thru McDonald’s Restaurant (Class A3/A5) with associated landscaping, parking and access and outline permission for 6 two storey residential units with landscaping, parking and access on land to the North of Broad Street, Leek*”.
- 2.6 As referenced in Section 1, following receipt of pre-application advice and comments from the councils Environmental Health Officer and the Planning Officer the application was subsequently withdrawn. This planning application represents a revised scheme to effectively addressed the concerns raised during the course of consideration of the previous planning reference SMD/2015/0202.

3. The McDonald's Operation

- 3.1 Before assessing the proposals against relevant planning policy, it is important to first understand the McDonald's operation and to appreciate the extent to which the proposed location, size, format and layout is determined by the operational requirements of the business.

Freestanding Restaurants

- 3.2 The McDonald's freestanding or drive-thru restaurant is a single storey unit. The model has evolved over many years in order to meet the very specific operational requirements of McDonald's.
- 3.3 The restaurant has a GEA (including the coral and freezer chiller) of 384sqm and a GIA of 321.7sqm.
- 3.4 Within the public part of the building are the dining area, counter and a corridor leading to male/female/disabled toilets.
- 3.5 The non-trading part of the property comprises of the kitchen and service counters, an office, two presenter booths (for a till and delivering orders on the drive thru lane), a staff room, two staff changing rooms, store, gulley, external store, freezer and chiller rooms.
- 3.6 The amount of development relates directly to the operational requirements of McDonald's and is the minimum necessary to deliver the proposed operation.

General operation

- 3.7 McDonald's preferred approach to parking provision is for around 2no. disabled parking spaces and 2no. reserved grills order bays. The disabled parking and other measures detailed in the Design and Access Statement allows the restaurant to be utilised by all sections of the wider community. This scheme adheres to McDonald's preferred approach, by providing 2no. disabled parking spaces and 2no. reserved grills order bays.
- 3.8 The restaurant has a common signage palette which has been designed with the customer in mind but tailored for each store and its setting. Directional signage is based on set MOT standard signs to aid circulation within the site, while menus are carefully positioned in the drive thru lane in relation to order points and to reduce queue lengths. The lighting strategy is based upon requirements for a luminance level which maintains security, and which is to an acceptable standard for the visually impaired. The main freestanding sign is internally illuminated at a maximum 600cd/m².

- 3.9 McDonald's freestanding restaurants ideally operate 24 hours per day and 7 days per week, although there is some flexibility where specific amenity issues dictate otherwise. The peak periods are usually lunchtimes, followed by evenings and breakfasts.
- 3.10 The outdoor area is landscaped and will provide an attractive outdoor space that includes furniture for dining outside on the patio. In brief it incorporates:
- Hard landscaping areas with paving, including tactile pavings at pedestrian crossing points and railings to protect customers in the patio area from vehicles in the circulation areas.
 - Planting species which will be located so as not to hinder site security, retaining views into the restaurant building. It will enhance and soften the relationship between the building and the surrounding area, and provide a high quality setting for the restaurant.
 - Seating will be provided within a patio area close to the entrance to the restaurant retaining dedicated pedestrian routes to and from the main doors.
 - External lighting will be provided to assist the visually impaired, and increase the safety and security of the restaurant, but will also be designed to minimise the visual impact on the wider area.
 - An outdoor climbing area is included within the scheme to be located within the patio area. This will provide the facility for younger customers to climb and explore. The structure is 3.5m high with a total footprint of 11.7m², with a capacity for 15 children between the ages of 3-10.
- 3.11 Servicing of the restaurant is undertaken by a dedicated supplier – Martin Bower, and will take place approximately 3 times per week, lasting between 15 - 45 minutes depending on the delivery required.
- 3.12 Martin Bower has a delivery fleet of over 150 vehicles and services all McDonald's restaurants in mainland Britain. Servicing McDonald's restaurants while they are open is a common practice and doesn't present any operational difficulties. Delivery times at lunch time (12:00 and 14:00) are avoided to minimise any delays in delivery, but this can be adapted to suit any site, i.e. control of delivery times in sensitive locations. Martin Bower uses a sophisticated computerised planning tool (Paragon) which enables the requirements for individual delivery destinations to be set and ensures that they are complied with on every occasion the delivery is planned. Typically restaurants receive three deliveries a week. These utilise a multi-temperature vehicle which allows all the store's requirements of frozen, chilled and ambient products to be delivered in one visit reducing the overall number of deliveries each restaurant receives and further reducing carbon emissions from deliveries for each store.

- 3.13 The delivery duration will depend on the volume of delivery, but typically is completed in a 15 to 45 minute range. The restaurant will be allocated a 2 hour delivery slot, and the delivery will be planned within this. Notification of the planned delivery time is e-mailed to the restaurant two days before delivery. On the day of the delivery the GPS system linked to Paragon will automatically e-mail the restaurant 30 minutes prior to the vehicle's arrival.
- 3.14 A representative from Martin Bower will visit the site prior to any new store opening, and assess the designated delivery area. Any special requirements will be communicated to their transport and scheduling department, but can be printed on to every delivery note taken by the drivers if necessary.
- 3.15 Through this process of prior assessment and notification, Martin Bower and McDonald's are able to arrange the best time for delivery at that restaurant, notify the restaurant of an accurate arrival time and, if necessary, ensure that any measures required within the parking area are employed in good time for the delivery arrival. Typically staff at restaurants would put out their empty cages and bun trays (returns) to cordon off part of the car park for delivery before the visit to ensure that the vehicle can easily access the site and thus prevent problems within the site.
- 3.16 Drive Thru restaurants normally employ more than 65 full and part-time staff. McDonald's is an equal opportunities employer, and seeks to employ members of staff from a range of backgrounds and experience. Many employees work part-time and there is usually an even balance between male and female employees.
- 3.17 To ensure uniformity throughout the world, all franchisees must use standardised McDonald's branding, menus, design layouts and administration systems.

4. McDonald's approach to the Environment & Sustainability

- 4.1 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.

Green Building Construction

Waste and Use of Recycled Material in Construction

- 4.2 Prior to construction of the restaurant the developer will prepare a Construction Waste Plan that will implement, monitor and record on site water and energy consumption. Materials used for construction of the restaurant are suitable for recycling, and include aluminium clad panels, composite aluminium brise soleil and shields, tile shields and concrete foundations. Furthermore, concrete used for the external sub-base may be formed from recycled aggregates.
- 4.3 Materials for the building are selected to provide the required aesthetics combined with maximum durability and robustness. Whilst it could be argued that the embodied energy absorbed into some of the products selected, it is envisaged that the requirement for replacement, maintenance and repair will be minimal during the building lifecycles, thus providing a good low level of energy input over the whole lifecycle.

Solar Gain and Orientation

- 4.4 The design of the new roof has been directly influenced by the solar path. The restaurant front is also primarily glazed to ensure that natural sunlight is used to maximum advantage, which assists with the internal lighting of the restaurant and heat retention when cooler outside.

Internal Temperature Control and Thermal Cooling

- 4.1 The principle entrance to McDonald's restaurants has been designed to act as a 'wind lobby' the purpose of which is to reduce heat exchange thereby allowing the restaurant to remain warm in winter months and cool in summer months. In doing so, this reduces as far as possible the need for internal temperature controls. To further assist internal temperature control, the external shell is designed to prevent air leakage and achieve the U-value required by current building regulation standards.

Green Technology within fit out

- 4.5 All restaurants have within them a sophisticated building management system to operate lighting, heating and air conditioning. Low energy lamps and lighting systems with high frequency settings form part of each unit. 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. We cut our electricity bill by 14% between 2008 and 2010 and are continuing to make improvements on energy saving.

McDonald's "Gold Standards"

- 4.6 McDonald's Restaurants has developed a European wide approach to sustainable development closely linked to the European Union's ambitious "20/20/20 by 2020". McDonald's have assessed their existing restaurants with environmental and energy consultants ECOFYS to investigate improved performance of the existing and new restaurant buildings. This has resulted in McDonald's setting Green building guidelines. This is a McDonald's European initiative and some elements are less appropriate to the UK, for example, solar impact reducers. Initially a benchmark for existing stores was established and standards set for remodelling existing stores and new buildings, which are referred to as "silver" and "gold" standards. Whilst the silver standard was the original minimum requirement, this has been raised and all new restaurants are now required to meet the gold standard of design. Full details of the requirements are set out in the Design and Access Statement and are therefore not repeated here.

Sustainable Urban Drainage Systems

- 4.7 Responsible management of water is achieved through a variety of approaches. The implemented approach to the site drainage strategy will be reviewed during the design process. Measures to improve water usage, such as waterless urinals, are being utilised at a number of restaurants. In addition, the implementation of Environmental Biotech drainage systems, which will improve the quality of discharge water.

Sustainable Processes, Products and other considerations

Minimising Transport Impacts and Reducing Carbon Dioxide Emissions

- 4.8 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.

Renewable Energy

- 4.9 All new drive thru McDonald's restaurants are supplied with electricity from 100% renewable sources, generated off site. This far exceeds any potential on-site renewable generation. The supply is from a variety of sources, provided by Npower and is guaranteed until 2035.
- 4.10 In addition to the 100% renewable supply, all restaurants have a sophisticated building management system to operate lighting, heating and air conditioning. Low energy LED lighting systems form part of each new restaurant. McDonald's kitchen appliances have standby reminders and the company have introduced a metering system which measures the amount of electricity used in half hour intervals throughout the day. Restaurant Managers receive daily graphs to help them make energy saving adjustments. Since 2007 McDonald's has reduced the amount of energy used per customer by over 22%, equating to a saving of over 60,000 tonnes of CO2 per annum, and they are continuing to make investments in energy savings.

Recycling of packaging and use of recycled materials

- 4.11 McDonald's is committed to using recycled materials wherever possible throughout the business. Approximately 89% of McDonald's packaging is made from renewable resources and only the minimum amount of packaging is used per product. For example, cup holders are made from 100% recycled materials and are fully biodegradable. McDonald's restaurants also promote recycling by purchasing recycled products themselves, such as 100% recycled kitchen towel rolls and toilet paper.
- 4.12 McDonald's reuses delivery packaging wherever possible in accordance with food safety laws. All restaurants aim to recycle 100% of their corrugated cardboard, which in itself accounts for 30% of a restaurant's average total waste. In addition, the delivery trays and crates are returned to suppliers for reuse.

Waste Minimisation

- 4.13 The McDonald's Waste Management Strategy is based upon the hierarchy: Design, Reduce, Reuse, Recycle and Disposal. Waste minimisation is promoted, for example, through the re-design of bun tray liners and specifying the use of light-weight bin liners. 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.
- 4.14 To further minimise waste, McDonald's has joined the Valpak distributor take back scheme, which ensures that redundant equipment is recycled with accredited companies.

Local Environment

Litter

- 4.15 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 the vicinity of a restaurant.
- 4.16 Litter bins are provided outside all restaurants, and packaging carries anti-littering symbols to encourage customers to dispose of litter responsibly. Anti-littering signage is displayed within restaurants and car parks, and support is given to Keep Britain Tidy, Keep Wales Tidy, Keep Scotland Beautiful, Keep Northern Ireland Beautiful and Capital Clean –up.
- 4.17 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 1,200 UK restaurants. This has seen McDonald's carry out over 1,000 events across the country involving over 30,000 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 or schools.
- 4.18 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.

Noise and Odour Mitigation

- 4.19 McDonald's recognises the potential impact of noise and cooking odours on local amenity.
- 4.20 Each scheme is reviewed and appropriate odour mitigation measures will be installed.
- 4.21 The importance of minimising noise is emphasised to staff, and 'considerate neighbour signs' and an Environmental Manual and audit systems are used to manage noise in the longer term. McDonald's can also employ a range of site specific noise mitigation measures in response to amenity issues, if these are necessary.

Antisocial behaviour

- 4.22 Incidents of antisocial behaviour are kept to an absolute minimum through strategies such as staff training in dealing with incidents, liaison with community police officers and use of CCTV cameras where necessary.

Traffic Impacts

- 4.23 The McDonald's layouts have been carefully designed to be compact, with clear signage to ease circulation and to minimise any risk of congestion. The car park design is pedestrian-friendly and links to the wider pedestrian / cycle network are encouraged where possible.

Nutrition

- 4.24 McDonald's is committed to supporting its customers to make dietary choices that are right for them. The company has pursued a three-pronged approach to achieving this: reformulation, menu choice and the provision of nutrition information, and is the first company in its sector to embark on such a programme. The saturated fat content of cooking oil has been reduced by 82% and the average Happy Meal now contains 32% less sugar, 19% less saturated fat and 45% less salt than in 2000. The menu now includes porridge, deli sandwiches, bagels, fruit and carrot stick bags, salads, orange juice, Fruit Shoot drinks, mineral water and semi-skimmed organic milk.
- 4.25 Since 1984 on a voluntary basis, McDonald's has provided customers with a range of different ways to find out more about its food including printed nutrition information on much of its packaging, tray liners, and on its website. In addition, since September 2011, all 1,200 McDonald's UK restaurants display the calorie content of all menu items on menu boards – the point at which people choose their food.

CCTV

- 4.26 Each of McDonald's drive thru restaurants has CCTV, both for security and to monitor the drive thru lane. A central unit records content from all of the restaurants cameras.
- 4.27 CCTV cameras will, where possible, be carefully positioned to avoid covering land outside of their ownership.

5 Employment, Training & the Community

- 5.1 The proposed restaurant is expected to employ more than 65 full and part time staff, primarily from the local area.
- 5.2 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.
- 5.3 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.

Training

- 5.4 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.
- 5.5 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.
- 5.6 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.
- 5.7 In recognition of the training environment created by McDonald's, the company has gained the following awards:
- 7th place in The Sunday Times '25 Best Big Companies' List 2014
 - Business in the Community 'Big Tick' Award 2013

- Great Place to Work - World's Best Multinational workplaces
- Great Place to Work - Best Workplaces in the United Kingdom
- Investor in People - Gold status
- The Times Top 50 Workplaces for Women 2013
- The Times Top 100 Graduate Employers, ranked 47th
- The Work Foundation has recognised McDonald's as a 'heavy lifter' in the service sector as a result of its commitment to recruiting people for their qualities as opposed to their qualifications.
- McDonald's has been awarded Franchisor of the Year and Franchise Marketing Award for 2011 by the British Franchise Association (BFA).

Supporting the community

- 5.8 McDonald's is committed to being 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.
- 5.9 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. McDonald's has been the Official Community Partner of the four UK Football Associations since 2002 and aims to create more football opportunities for all. Since the partnership was formed, McDonald's has created over 20,000 qualified football coaches, offering 2 million hours of free, quality football to young players across the UK. The company also runs a 'twinning' scheme which teams up local restaurants with local football teams to provide business advice, new football kit and equipment.

Farm Forward

- 5.10 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.

Ronald McDonald House Charities

- 5.11 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. 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 now called today. It now provides 29 sets of family rooms in 14 houses across the country – all in, or in close proximity to, the grounds of UK hospitals and hospices. Families can stay free of charge and for as long as they need to – whether it's two nights or two years. In 2013 RMHC were able to support 7,000 families across the UK.
- 5.12 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.
- 5.13 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.
- 5.14 In 2013, McDonald's franchisees, staff and customers helped raise over £3.1 million to provide free accommodation for families with children in hospitals across the UK. There are ambitious plans to build new Ronald McDonald Houses in Cardiff and Nottingham.

Local Stores

- 5.15 McDonald's restaurants in the local area support various community initiatives, in addition to RMHC. These include local junior football sponsorship and Big Tidy Up events.

6 Relevant Planning Policy

National Policy

National Planning Policy Framework

- 6.1 The National Planning Policy Framework (NPPF) was published on the 27th March 2012 and is a core element of the Government's reforms to the planning system, with the intention of making it less complex and promoting sustainable growth.
- 6.2 Page 2 refers to the definition of sustainable development by Resolution 24/187 of the United Nations General Assembly, i.e. development *"meeting the needs of the present without compromising the ability of future generations to meet their own needs"*.
- 6.3 Paragraph 7 provides the three dimensions to sustainable development in the planning system. These dimensions allow the planning system to execute various roles:
- ***an economic role*** – *contributing to building a strong, responsive, and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;*
 - ***a social role*** – *supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of the present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and*
 - ***an environmental role*** – *contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.*
- 6.4 Again the document reaffirms the Government's presumption in favour of sustainable development (para 14) and places the presumption at the heart of the planning system describing it as a "golden thread" running through plan making and decision taking (para 14).
- 6.5 Para 14 further advises planning authorities (and thus decision makers) to:
- *Positively seek opportunities to meet the development needs of their area;*

- *Meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless;*
 - *Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
 - *Specific policies in this Framework indicate development should be restricted.*

6.6 Para 14 further confirms the Governments advice that decision takers should take account of:

- *Approving development proposals that accord with the development plan without delay; and*
- *Where the development plan is absent, silent or relevant policies are out-of-date, granting planning permission unless:*
 - *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or*
 - *specific policies in this Framework indicate development should be restricted*

6.7 Paragraph 186, considering Development Management confirms:

- *Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development.*

6.8 Whilst the whole of the document takes a positive approach to development paragraph 187 adds to this in a way that wasn't achieved under the historic presumption in favour of development. It confirms that Local Authorities should approach development management decisions positively; looking for solutions rather than problems so that applications can be approved where possible. The encouragement of local authorities to become positively involved is very welcome.

6.9 Paragraphs 18 to 22 consider planning for prosperity, predominantly for business and economic development. Para 71 sets the first objective:

- *The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.*

6.10 In essence, an overriding presumption in favour of sustainable development is threaded throughout the document and should be considered at the heart of national planning policy.

The Local Development Framework

The Staffordshire Moorlands Core Strategy (Adopted March 2014)

6.11 The Staffordshire Moorlands Core Strategy, adopted in March 2014 (the Core Strategy) together with other accompanying documents including Supplementary Planning Documents (referenced later in this Planning Statement), largely replaces the Local Plan 1998, although certain documents such as the proposals maps are still of relevance. The site is located within the Leek Town Development Boundary but falls outside of any site specific policy designations therefore the general policies of the Core Strategy apply. Policies related to design are dealt with in the Design and Access Statement. The following policies of the Core Strategy are of relevance to the proposed development;

6.12 Policy SS1 –Development Principles:

‘The Council will expect the development and use of land to contribute positively to the social, economic and environmental improvement of the Staffordshire Moorlands in terms of delivering, in partnership with other agencies and services:

- *a mix of types and tenures of quality, affordable homes to meet the needs and aspirations of the existing and future communities*
- *quality local services, including provision for education, healthcare, leisure, community, cultural and tourist facilities in response to anticipated population change and visitor numbers;*
- *easy access to jobs, shops and transport services by all sections of the community;*
- *increased economic prosperity and opportunities for employment and greater local capacity with an educated, skilled and flexible workforce;*
- *a healthy, safe, attractive and well-maintained environment;*

- *development which maintains the distinctive character of the Staffordshire Moorlands, its individual towns and villages and their settings;*
- *development that is undertaken in a way that protects and enhances the natural and historic environment of the District and its surrounding areas both now and for future generations.*
- *development which secures high quality, sustainable environments, efficient and effective use of resources and contributes effectively to tackling climate change and reduced carbon emissions.*

All proposals for development will be considered in the context of the District-wide Spatial Strategy and with regard to both its direct and indirect cumulative impact over the longer term. New development will make the best use of previously developed land and buildings and will follow a sequential approach to the sustainable location of development.'

6.13 Policy SS1a - Presumption in Favour of Sustainable Development

'When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work pro-actively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Core Strategy (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise. Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- *Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or*
- *Specific policies in that Framework indicate that development should be restricted.'*

6.14 Policy SS5a - Leek Area Strategy

'The Council and its partners will seek to consolidate the role of Leek as the principal service centre and a market town and support its regeneration. This will be achieved through the following actions:

1. Continue to meet the housing and community needs of Leek and its rural hinterland by:

- increasing the range of available and affordable house types, especially for first time buyers and older people;*
- allocating a range of deliverable housing sites both within the urban area and, on land adjacent to the urban area. Sites within the urban area shall be in locations across the town which have good accessibility to services and facilities with encouragement being given to previously developed (brownfield) sites. Sites on land adjacent to the urban area shall be in locations which relate well to the urban area, can be assimilated into the landscape, and would help secure infrastructure improvements for the benefit of that part of the town. Sites for new housing development will be identified and phased through the Site Allocations DPD within the following broad locations and in the following priority order depending on the need for sites to be brought forward:*

- Within the urban area*
- Small urban extensions*

- protecting, increasing and improving the provision and accessibility of open space, sport and recreational facilities, including the provision of a Sports Village. Specific areas will be identified through the PPG17 Audit and the Sports and Physical Activity Strategy;*
- increasing and improving the provision of educational, health and community facilities and enabling further shared use of facilities. Specific facilities and needs will be identified through the Plans and Strategies of relevant service providers;*
- promoting measures to encourage walking and cycling.*

2. Create employment growth and increase the diversity of employment opportunities to meet existing and future needs by:

- supporting the retention and growth of Britannia Building Society and other existing businesses within the town;*

- *providing opportunities for new enterprises and businesses by allocating employment sites with good access to the A520 and A53. Sites for new employment development will be identified and phased through the Site Allocations DPD within the following broad locations and in the following priority order depending on the need for sites to be brought forward:*
 - *Within the urban area*
 - *Churnet Works*
 - *Cornhill (EM1)*
 - *Leekbrook Industrial Estate (EM2)*
 - *providing facilities and sites for new start-up businesses and expanding the service sector, in particular small B1(a) and B1(b) uses, knowledge-based and creative industries;*
 - *improving the provision of prime office space and commercial premises in and around the town centre;*
 - *encouraging mixed use development on larger redevelopment sites, particularly within or near to the more accessible town centre locations, on former employment premises, and in mill buildings within the town centre;*
 - *improving and intensifying the use of existing employment areas at Barnfields and Leekbrook;*
 - *Improving accessibility to employment areas, particularly from areas of local deprivation and need.*
3. *Strengthen the role of Leek as a principal service and retailing centre for the District by:*
- *The sensitive redevelopment and expansion of the town centre to increase the quantity and quality of the retail offer, improve linkages between areas and establish new development opportunities in accordance with Policy TCR1. This will be identified through a Town Centre Masterplan;*
 - *consolidating the main retail core and the market area and protecting and enhancing its distinctiveness, vitality and viability;*
 - *enabling the provision of additional bulky goods retailing in accordance with Policy TCR2;*

- *supporting improvements to the range and diversity of educational, health, cultural and community services and facilities in the town, including the provision of a new community arts and cultural facility and campus improvements at Leek College;*
- *improving accessibility to the town's major retail, service and employment areas, particularly by public transport, from the rest of the District;*
- *managing car parking to support the role of Leek as a destination for shopping, employment, entertainment and tourism without leading to congestion of the town centre, including consideration of the need to provide a new multi-storey car park.*

4. *Promote Leek's special character and heritage and strengthen its role as a visitor destination by:*

- *conserving and enhancing buildings, sites and areas of heritage and cultural importance, complemented by new distinctive, sensitively designed, high quality, sustainable buildings;*
- *promoting environmental enhancements in and on the edges of the town centre, establishing the Market as a central feature, creating strong, high quality 'gateways' into the centre and improving signposting;*
- *increasing tourist opportunities for visitors through additional high quality accommodation, promoting links with the Peak District and the development of new tourist attractions linked to the Churnet Valley (see policy SS7);*
- *improving and creating pedestrian and cycle links in the town and in particular between the town centre and Brough Park, Westwood College, Leek High School and Churnet View Middle School;*
- *protecting and improving the setting and historic character of the town and increasing access into the countryside by foot, cycling and horse riding.*

5. *Create major regeneration mixed use opportunities and related infrastructure improvements for the following strategic site:*

- *Cornhill, Leek – uses which may be suitable are employment, tourism and leisure; any development shall make provision for a link between the A520 and A53 to the south of the town and links to the canal and Churnet Valley railway. The detailed uses and infrastructure requirements for these sites will be identified through the Site Allocations DPD. Masterplans will also be produced to guide the detailed planning of these areas. High quality design will be expected for these visually sensitive sites in line with the requirements set out in Policy DC1 and the Council's Design SPD.'*

6.15 Policy SD1 – Sustainable Use of Resources

'The Council will require all development to make sustainable use of resources, and adapt to climate change. This will be achieved by:

1. Giving encouragement to development on previously developed land in sustainable locations in allocating land for development and determining planning applications, except where:

- *a previously developed site performs poorly in sustainability terms and could not be made otherwise acceptable;*
- *development upon a previously developed site would cause harm to some asset of acknowledged importance or if it would create an unacceptable flood risk. Development on non-allocated greenfield land will only be considered acceptable where the proposal:*
- *relates to the provision of needed development which cannot be accommodated on a deliverable previously developed site or other allocated site in the locality and is in a sustainable location, or;*
- *relates to the conversion or reuse of a rural building in accordance with policy R2, or;*
- *would secure the future conservation of a heritage asset through appropriate enabling development in accordance with policy DC2, or;*
- *is for a rural exceptions affordable housing scheme in accordance with policy H2.*

2. Supporting or promoting proposals that remediate brownfield sites affected by contamination, where this is consistent with other policies and also ensuring that any legacy from former land uses (such as coalmining) is appropriately addressed so that no future liability for future maintenance or public safety arises.

3. *Requiring that development is located and designed to minimise energy needs and to take advantage of maximised orientation to achieve energy savings in line with Policy SD3.*
4. *Ensuring all major-scale planning applications (10 or more residential units or 1,000+ square metres floor area) are accompanied by a Sustainability/Energy Statement. This should address the energy efficiency, water conservation, sourcing of construction materials, and site orientation aspects of the scheme, and where possible the feasibility of integrating micro-renewables. The degree of detail expected will depend on the scale/complexity of the proposal.*
5. *The Council will expect that all developers investigate the potential for re-using construction or construction waste materials, especially those sourced locally (which can include those minerals available on site, as appropriate) and integrates where possible on-site waste management facilities.*
6. *The Council will promote water conservation standards in approved schemes which exceed those set out in the Buildings Regulations (for example as expressed in the Code for Sustainable Homes and the BREEAM offices scale).'*

6.16 Policy TCR1 – Development in the Town Centres

'A The vitality and viability of the town centres of Leek and Cheadle (defined on the Proposals Map of the Site Allocations DPD) will be protected and enhanced by positive management as follows:

- a. *Focusing and promoting retailing as well as other key town centre uses such as offices, leisure and cultural facilities within the town centres where they contribute to vitality and viability.*
- b. *Supporting positive measures and proposals which enhance and regenerate the shopping and town centre environment and promote their tourism potential.*
- c. *Enhancing local distinctiveness by supporting proposals which help retain, attract or expand the provision of independent retailers in the town centres including niche markets.*
- d. *Ensuring new development is well related to pedestrian shopping routes.*
- e. *Ensuring there are adequate parking facilities in suitable locations in and around the town centres and good access to the town centres by those using public transport, cycling or walking.*

- f. Setting out design principles to improve and enhance the distinctive heritage of the town centres including minimising the risk of crime.*
- g. Promoting housing on upper floors within the primary shopping areas and elsewhere in the town centres where this does not jeopardise their vitality and viability.*
- h. Only permitting new retail, leisure, office and other key town centre uses outside town centres where they are consistent with the approach set out in national policy in terms of need, scale, sequential approach to site selection, impact on other centres, including those beyond the district boundary, and accessibility*
- i. Protecting the retail function in the heart of the town centres by designating primary and secondary shopping frontages (to be defined in the Site Allocations DPD), as set out in the Primary and Secondary Frontages Policy.*

Proposals relating to Biddulph Town Centre will be assessed against policies in the Biddulph Town Centre Area Action Plan Development Plan Document (adopted February 2007). Proposals for town centre uses in Biddulph outside the AAP boundary will be assessed in accordance with the relevant parts of this policy.'

6.17 Policy T1 – Development and Sustainable Transport

'The Council will promote and support development which reduces reliance on the private car for travel journeys, reduces the need to travel generally and helps deliver the priorities of the Staffordshire Local Transport Plans, where this is consistent with other policies. This will be achieved by:

- 1. Ensuring that all new development is located where the highway network can satisfactorily accommodate traffic generated by the development or can be improved as part of the development.*
- 2. Ensuring that major development is located in areas that are accessible by sustainable travel modes or can be made accessible as part of the proposal.*
- 3. Referring to appropriate parking standards as laid out in national guidance, or any parking standards that may be produced locally.*

Where appropriate all new development shall facilitate walking and cycling within neighbourhoods and town centres, and link with or extend identified walking or cycling routes.

Development which generates significant demand for travel or is likely to have significant transport implications (as identified within a Transport Assessment) will, where appropriate:

- *Contribute to improved public transport provision,*
- *Provide proactive facilities and measures to support sustainable transport modes including on-site features to encourage sustainable travel methods e.g. cycle path links, cycle storage facilities, bus stops etc*
- *Provide and actively promote travel plans'*

[Leek Town Centre Masterplan Supplementary Planning Document \(Adopted 26 March 2014\)](#)

- 6.18 The Leek Town Centre Masterplan SPD identifies the site as an 'opportunity site' for mixed use redevelopment to create residential, small retail and offices.

[Strategic Housing Land Availability Assessment \(SHLAA\)](#)

- 6.19 The SHLAA identifies the site as having the potential for mixed use redevelopment including residential.

7 Assessment Against Planning Policies

- 7.1 We consider below the key policy requirements arising from the proposed development.

NPPF

- 7.2 Considerations for delivering sustainable development are defined in paragraph 7 of the NPPF with three principle considerations, each of which are examined below.
- 7.3 **An Economic Role:** This principally relates to sufficient supply of land. It encourages growth and innovation through land allocation. We understand that no other drive thru restaurants are allocated in any existing or emerging planning policy document, and that no others exist within a reasonable distance of the subject site.
- 7.4 **A Social Role:** The initial part of the definition relates to housing provision. It further aims to create a good quality built environment with accessible local services that reflect the community's needs and supports health and well-being. The proposal is for a McDonald's restaurant which will form part of the local community and provide a local service.
- 7.5 **An Environmental Role:** This is achieved through Green Build construction methods and a sustainable operation. Access to a range of modes of transport is covered in the Design and Access Statement submitted with this planning application.
- 7.6 In the light of the above, the proposal accords with the planning systems aim of delivering sustainable development referenced throughout the NPPF, thus the presumption is favour of development should prevail.

The Sequential Test

- 7.7 Under the guidance provided by the National Planning Policy Framework (NPPF) it is also necessary, where a site is not located within a centre, to undertake a sequential assessment to determine whether there are any sequentially preferable sites. At para 27 it is stated that *"Where an application fails to satisfy the sequential test... it should be refused"*.
- 7.8 The site is located within the allocated town centre and therefore a sequential test is not required.

[The Staffordshire Moorlands Core Strategy \(Adopted March 2014\)](#)

- 7.9 Policy SS1 requires all new development to contribute positively to the social, economic and environmental improvement of the area, this is similar in its aims to Policy SS1a which encompasses the presumption in favour of sustainable development. The proposed development is inherently sustainable. Sustainable development is key to McDonalds operations as set out in Section 4, above.
- 7.10 The proposed development, comprising a mixed use scheme will contribute positively to the local area by providing much needed jobs and services in a sustainable and sensitively considered way.
- 7.11 Policy SS5a encourages mixed use redevelopment on larger redevelopment sites. This particularly policy was highlighted at pre-application stage as being of particular importance. The proposals have been amended specifically to reflect its requirements and it is considered that the proposal which represent a mix of uses on a previously developed site, is in the spirit of the policy aspirations.
- 7.12 Policy SD1 encourages development on previously developed land in sustainable locations. It is considered that the proposals are wholly in accordance with this policy as they would enable the mixed use redevelopment of a previously developed site.
- 7.13 Policy TCR1 focuses on the councils aspirations for the development of retail uses and other key town centre uses where they would contribute to the vitality and viability of the town centre. It is considered that the proposals to provide a restaurant on the proposed site would constitute a key town centre use which would contribute positively to the vitality and viability of the town and are therefore wholly in accordance with this policy.
- 7.14 Policy T1 sets out the councils aspirations with respect to Sustainable Transport. It is considered that the proposals are wholly in accordance with the policy requirements, McDonald's approach to Environment and Sustainability is set out in detail at Section 4, above.

[The Leek Town Centre Masterplan SPD and the SHLAA](#)

- 7.15 Lastly, it is considered that the proposal is wholly consistent with the aspirations of the Leek Town Centre Masterplan SPD and the SHLAA as it would provide for a mixed use development of retail and residential on a previously developed site.

8 Conclusion

- 8.1 It is considered that planning policy at national and local level is supportive of proposals to develop a freestanding McDonald's restaurant at Broad Street, Leek.
- 8.2 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.
- 8.3 Sufficient parking has been provided at the restaurant with accessible parking located as close to the restaurant entrance as possible. McDonald's actively encourage more sustainable methods of transport.
- 8.4 The design and layout of the proposal is appropriate in the area. Natural and neutral colours and materials will be used on the building and throughout the scheme to ensure the site integrates easily with the surroundings.
- 8.5 The site represents an appropriate location for a drive thru restaurant, which will be well placed to offer refreshments to passing customers and those in the surrounding area.
- 8.6 In light of the above, we trust officers are able to support the application.