

**DELIVERY MANAGEMENT PLAN
PROPOSED McDONALD'S RESTAURANT
WITH DRIVE THRU FACILITIES
LAND AT PLAS COCH RETAIL PARK
WREXHAM
LL11 2BW**

REPORT CONTROL

Document:	Delivery Management Plan	Client:
Project:	Plas Coch Retail Park, Wrexham	McDonald's Restaurants Ltd 11 – 59 High Street East Finchley London N2 8AW
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Primary Author	Rob Green	Initialed:	RG
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Contributor	Archie Evans	Initialed:	AE
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Review by	Catherine Chapman	Initialed:	CC
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This report is completed on 14/12/20 during the Coronavirus Pandemic.

During this period the Welsh Government encourages all those who can, to stay at home. Travel restrictions are being lifted, however use of public transport remains for essential journeys only:

- *Work if you cannot work from home*
- *To get essential food or medical supplies*
- *To support someone who is vulnerable, if no-one else can do so*
- *For daily exercise*

The overall recommendation is to consider if your journey is really necessary and to try to reduce your travel.

It is recognised and acknowledged that the Covid-19 virus and the predicted severe recession will have an impact on travel patterns and behaviour in the foreseeable future. However, this has not yet been able to be quantified.

Every effort has been made in the preparation of this report to present the factual information (which was largely collected or prepared pre virus) as accurately as possible and draw conclusions based on these facts. Revisions and updates of the report may be required in the future in light of changing circumstances, planning advice and Government guidance.

Recommended travel options, may be reviewed prior to implementation in light of the then current Government guidance or other pertaining circumstances.

ADL Traffic and Highways Engineering takes no responsibility for any behaviour or consequence related to Covid-19, following the implementation or operation and or use of the development proposal assessed, or designed in this report/drawing or the highway works details.

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1.0 INTRODUCTION

1.1 Purpose of Report

- 1.1.1 ADL Traffic and Highways Engineering Ltd have prepared this Delivery Management Plan to support the planning application for the proposed McDonald's restaurant at Plas Coch Retail Park, Wrexham.
- 1.1.2 A memorandum was provided from the Chief Officer of Wrexham Council Environment & Technical dated 24th January 2020. The memorandum noted that a Delivery Management would be required if the proposals were permitted. This DMP has therefore been prepared to fulfil the Council's requirement.
- 1.1.3 This report sets out McDonald's and Martin Brower's extensive servicing experience and demonstrates that suitable arrangements would be implemented to manage deliveries during restaurant opening hours. These measures are considered to be sufficient and reasonable to ensure efficient and safe operation of the car park during servicing periods.

1.2 Site Location and Road Network

- 1.2.1 The site is located 1.6km to the northeast of Wrexham Town Centre. A plan showing the location of the site is provided on the following page as Figure 1A.

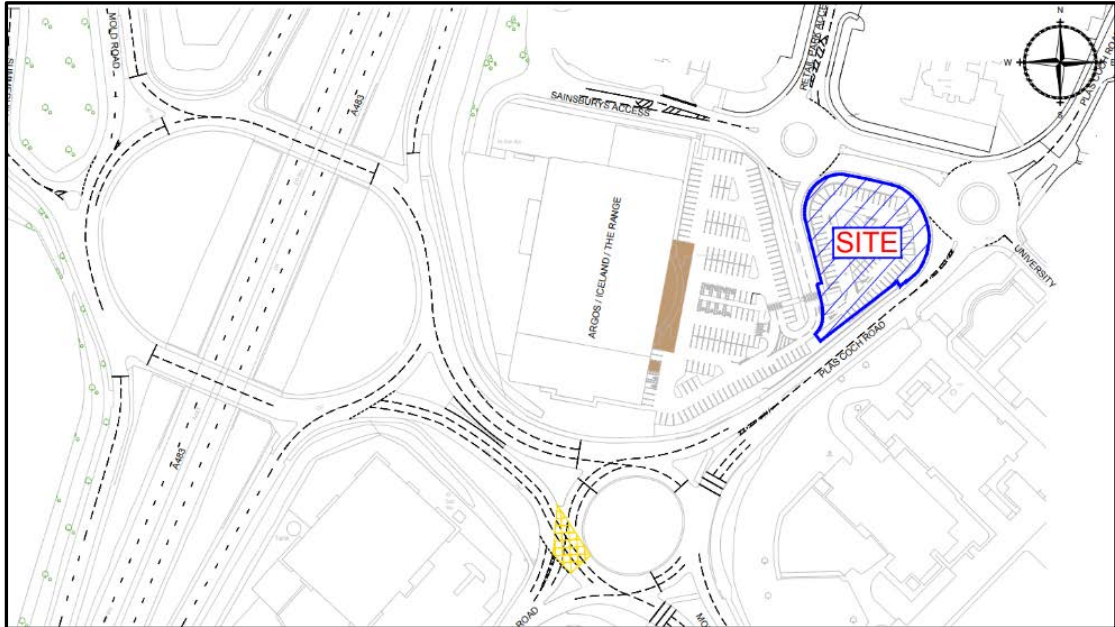
Figure 1A Site Location



- 1.2.2 The site is triangular in shape and located in the eastern corner of Argos/The Range car park which forms a part of the Plas Coch Retail Park. The site is located directly south of the retail park roundabout which serves the Argos and The Range as well as the Retail Park to the north.

- 1.2.3 The site bordered by the B5101 on its eastern side and the Argos/The Range car park to the west. A plan showing the site and surrounding area is provided below as Figure 1B.

Figure 1B Site and Surrounding Area



- 1.2.4 The site is within Wrexham County jurisdiction who are the highway authority.

Existing Road Network

- 1.2.5 The site will be accessed from the southern arm of the Plas Coch Retail Park access roundabout via an access road that also serves the Argos and The Range stores.
- 1.2.6 To the east of the Retail Access roundabout there is a four-arm roundabout comprised of the B5101 to the south, the B5101 Plas Coch Road to the north and Wrexham University access to the east. The B5101 and B5101 Plas Coch Road are subject to 30mph speed limits. There is a 3.5 metre height restriction in place on the B5101 Plas Coch Road north of the Plas Coch Road roundabout.

1.2.7 To the southwest of the Plas Coch Road roundabout the B5101 meets the Mold Road Roundabout and forms its northern arm. The southeast and northwest arms are formed by the A541 Mold Road and Mold Road respectively. The southwest arm is formed by the B5101 Berse Road. The A541 Mold Road and the B5101 Berse Road are subject to 30 mph speed limits. Mold Road is subject to national speed limit northwest of the roundabout.

1.2.8 To the northwest, Mold Road provides access to the Mold Road Interchange which is a five arm partially signalised roundabout. Mold Road Interchange provides access to the A483 trunk road. The A483 trunk road is under Welsh Government jurisdiction.

1.3 Proposed Restaurant Details

1.3.1 The proposed restaurant site layout and access arrangements are shown on the plan in Appendix 1.0.

1.3.2 The scheme comprises of a 440 sqm (GEA) McDonald's restaurant with side by side drive thru facilities. The dining area would be 91sqm with 95 seats. The car park would provide 29 spaces in total.

1.3.3 The restaurant would be accessed from via the existing Retail Park access road which also serves the Argos and The Range Stores.

1.3.4 The hours of opening would be 24 hours Monday to Sunday.

2.0 McDONALD'S/MARTIN BROWER EXPERIENCE

2.1 Extent of McDonald's Servicing Experience

- 2.1.1 McDonald's has been trading in the UK since 1974. The company operates 1,280 restaurants (+90 ROI) of which around 880 are restaurants with drive thru facilities.
- 2.1.2 Servicing McDonald's restaurants while they are open is normal practice and does not present any operational difficulties.
- 2.1.3 With regard to the 880 restaurants with drive thru facilities, much like the Wrexham restaurant, each restaurant is expected to be serviced 3 times per week. This is equivalent to 2,640 (assuming 3 deliveries per store) deliveries per week or 377 per day (7 day week).

2.2 Health and Safety Policy and Review Process

- 2.2.1 As part of their on-going Health & Safety processes, every McDonald's store has a detailed manual covering the running of the restaurant. This includes receiving deliveries and provides generic details applicable to all restaurants. In addition to this, every restaurant has a further site specific risk assessment undertaken which includes details relating to:
- Obstructions
 - Long trolley distances
 - Using customer areas during deliveries (either in-store, or within passing through the car park)
- 2.2.2 The Health and Safety Policy is reviewed annually and any staff who assist with receiving deliveries at the store are provided with specific detailed and documented training. When a delivery occurs, a minimum of two staff will assist with the storage of goods however this can be increased for a particularly large delivery or if the weather is especially hot, or inclement. All staff (and delivery drivers) wear high-visibility clothing when taking part in deliveries, to ensure visibility to traffic and customers (pedestrians) within the car park.

2.2.3 Health and safety of both staff and customers during deliveries is an important and integral aspect of McDonald's delivery management across all their restaurants.

2.3 Servicing Contractor and Vehicle Details

2.3.1 Martin Brower are McDonald's sole distributor for all of its products in the U.K. and has a delivery fleet of over 150 vehicles. In addition to McDonald's own policy and risk assessment, Martin Brower also continuously reviews each site in line with their own Health & Safety policies.

2.3.2 Martin Brower continually review and optimise their routes and schedules and will on occasions change the delivery window that a store has been assigned.

2.3.3 Goods are delivered by articulated lorry, typically 16.5m in length. However, in some circumstances 11.1m rigid delivery vehicles are also used for servicing. This is the case for the Wrexham restaurant.

2.3.4 Multi temperature vehicles are used which allows all of the restaurant'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. Goods are stored within wheeled cages to minimise the number of shuttles between the delivery lorry and the restaurant, as opposed to individual boxes being carried.

2.3.5 Martin Brower vehicles are equipped with 360° cameras to assist with reversing manoeuvres. McDonald's staff will be on hand to manage customer vehicles and pedestrians during deliveries.

2.3.6 Cooking oil from restaurants is recycled into bio diesel. The bio diesel is used as fuel by all McDonald's delivery vehicles and results in a carbon saving of 8,200 tonnes per annum. The new cooking oil is delivered by the delivery lorry along with all other McDonald's products. The used oil is stored by the restaurant and collected by the same vehicle along with all other crates and materials to be recycled.

2.4 Martin Brower (Reliability)

- 2.4.1 MB UK carried out 464,990 deliveries in 2018 and they recorded that only 1.5% of deliveries were late due to traffic delays.
- 2.4.2 In the event of an unexpected delay, drivers will contact the operations office of their distribution centre and report the delay. The operations office team and/or customer service team will contact the restaurant immediately and advise them of the delay and a new estimated time of arrival.
- 2.4.3 This notification is recorded on the customer service system (Salesforce) for their records.

2.5 Driver Scheduling

- 2.5.1 The driver scheduling operates in such a manner that the same driver will not visit the same restaurant for every delivery. Each restaurant is set a fixed delivery day and window that range from early AM to late PM. This means that different rotas will cover different delivery days and times.
- 2.5.2 Each new driver undergoes a rigorous eight day training and selection process before becoming an MBUK delivery driver. All drivers are required to undergo an annual assessment and a minimum of 1 day driver CPC (certificate of professional competence) training to remain an MBUK driver.
- 2.5.3 In addition, all MBUK vehicles are fitted with vehicle telematics that reads information directly from the vehicles CANbus (internal computer system). This system records and measures all of the vehicles activities and the individual driver's performance. This is monitored by the operations teams, live throughout the day.
- 2.5.4 Drivers typically receive notification of their delivery schedule the day before their shift and receive a map of their route. All drivers have a Personal Digital Assistant (PDA) which contains their route, timings and instructions for each restaurant.

3.0 McDONALD'S SERVICING PROCEDURE

3.1 Servicing Frequency, Timing and Duration

- 3.1.1 As noted in Section 2.1, deliveries would be expected to occur three times per week.
- 3.1.2 The vehicle is expected to be parked for between 15 minutes and 1 hour within the 2 hour delivery slot depending on the range and quantity of products being delivered.
- 3.1.3 Deliveries during peak trading periods are avoided to minimise any delays in delivery. Delivery times can, where necessary, be adopted to suit any site and are closely controlled in sensitive locations.

3.2 Paragon

- 3.2.1 Martin Brower uses a sophisticated computerised planning tool (Paragon) which enables the requirements for an individual delivery destination to be set and ensures that they are compiled on every occasion the delivery is planned.
- 3.2.2 Notification of the delivery time is emailed to the restaurant two days before the delivery. The restaurant will be allocated a 2 hour delivery planning window and the delivery will be planned within this slot. In practice however, most restaurants receive their deliveries at the same time on the same days each week.
- 3.2.3 On the day of the delivery the GPS system linked to Paragon will automatically email the restaurant 30-minutes prior to the vehicles arrival.
- 3.2.4 Restaurant Managers can also track the progress of the delivery vehicle on their phone or other web browser (like a domestic courier delivery).
- 3.2.5 Through this process of prior assessment and notification, Martin Brower and McDonald's are able to notify the restaurant of an accurate arrival time and ensure that measures required to accommodate the delivery vehicles are employed in good time prior to the delivery arrival.

3.3 Refuse Collection and Recycling

- 3.3.1 Waste minimisation and recycling are promoted.
- 3.3.2 Waste minimisation has been achieved through the redesign of tray liners and specifying the use of light-weight bin liners. Food wastage is minimised through the use of a computer system which monitors the amount of food served at given times of day, resulting in more accurate preparation and ordering of stock. This therefore, reduces the quantum of waste and frequency of collection required.
- 3.3.3 Delivery vehicles also collect all waste cardboard, food waste, cups, oil and empty delivery trays/crates which are returned to suppliers for re-use. This reduces the volume of refuse collected for land fill.
- 3.3.4 Refuse is collected by a private contractor using a 9.6m refuse vehicle, 3 times per week and collect landfill waste only.

3.4 Vehicle Delivery Procedures and Noise

- 3.4.1 When the vehicle arrives on site the engine is switched off, but the chiller and freezer still operate. If it is a requirement then the chiller and freezer can be switched off upon arrival at site.
- 3.4.2 During the unloading of the cages from the vehicles, chiller and freezers are switched off.
- 3.4.3 During any reversing the vehicles emit a reversing beep-beep sound. The reversing warning fitted to MBUK vehicles, is a 'white noise' warning, which allows everybody in the immediate area of the vehicle to hear the warning, but the noise does not travel, which reduces the noise pollution.
- 3.4.4 Martin Brower were highly commended at the Noise Abatement Society's 2017 John Connell Awards:

“As an early adopter of quiet technology and staff training in its delivery to McDonald’s restaurants, the supply chain distributor, Martin Brower, was commended for its understanding of the holistic spirit of Soundscape principles through a variety of sustained best practices to enable efficient servicing without causing noise disturbance.”

3.5 Driver Responsibility

- 3.5.1 The drivers are responsible for checking and ensuring that the vehicle movements do not come into conflict with any other vehicles, staff or pedestrians.

3.6 McDonald’s Staff

- 3.6.1 McDonald’s allocate a minimum of two staff to be on site and available to assist with deliveries. These staff have completed a McDonald’s Health and Safety Training.
- 3.6.2 Restaurant staff are on site to ensure the space required for delivery vehicle manoeuvring is clear. Once on the tarmac, they wheel the cages to the restaurant.
- 3.6.3 McDonald’s staff are on hand to manage customer vehicles and pedestrians during the delivery.

3.7 Summary

- 3.7.1 The above forms a ‘tried and tested’ methodology which is successfully implemented throughout the Country and this system would be successfully implemented at the Wrexham restaurant.

4.0 SERVICING PLAN: McDONALD'S WREXHAM RESTAURANT

4.1 Servicing Procedure: McDonald's Wrexham

- 4.1.1 The McDonald's Wrexham Restaurant will be serviced 3 times per week by a 11.1m rigid delivery vehicle. Deliveries to the restaurant will occur overnight between 8pm and 8am to avoid peak trading periods for the McDonald's and the wider Retail Park.
- 4.1.2 The proposed delivery scheduling will also ensure that deliveries occur outside peak periods for the highway network.
- 4.1.3 The restaurant would be assigned its 2-hour delivery slot by Martin Brower outside these time periods. These would generally be the same slots week in, week out, so the restaurant will have regular delivery pattern which they will be well experienced with.
- 4.1.4 Two staff (minimum) will be allocated to manage the delivery. They will have received Health and Safety training.
- 4.1.5 TRACK analysis of the Martin Brower delivery vehicle accessing, unloading and exiting the site is included as Appendix 2.1.
- 4.1.6 There are 29 spaces within the car park. It is proposed that staff would cone off 5 spaces in the car park required for unloading and manouevring. There would therefore still be 24 spaces available for staff and customers. It is considered that during the proposed servicing period there would be sufficient available parking for both customer demand and the delivery vehicle.
- 4.1.7 A plan showing the proposed car park management strategy is included as Appendix 3.0.
- 4.1.8 On receipt of the email from Martin Brower (30 minutes prior to arrival of the delivery vehicle) staff would check the car park prior to the arrival of the delivery vehicle to ensure the spaces required are coned off and ready.

- 4.1.9 Once the delivery vehicle is parked, goods are trollyed from the delivery vehicle to the corral at the rear of the building.
- 4.1.10 When the delivery is complete the delivery vehicle leaves the site in a forward gear. Once the delivery vehicle has left the staff will remove the cones from the parking spaces.

4.2 Refuse Collection: Wrexham

- 4.2.1 Bins would be stored in the corral at the rear of the restaurant. Bins would be wheeled to the vehicle by refuse operatives.
- 4.2.2 Refuse would be collected by a private contractor, although increasingly a large amount of recyclable waste is backhauled by Martin Brower for central recycling and processing.
- 4.2.3 Refuse collections would also occur at Wrexham during quiet trading periods, three times per week. Refuse collections would also be scheduled to avoid coinciding with deliveries.
- 4.2.4 The refuse vehicle would also use the car park to collect the refuse.
- 4.2.5 Appendix 2.2 shows the TRACK analysis for the 9.6m refuse vehicle (standard for Veolia fleet) entering the site, loading and exiting the site in a forward gear.

4.3 Monitoring Procedures

- 4.3.1 Drivers are debriefed at the end of any shift and any issues are logged by MB Control.
- 4.3.2 Restaurants can also rate the MB driver so any issues can be identified by MB Control.

5.0 SUMMARY AND CONCLUSIONS

5.1 Summary

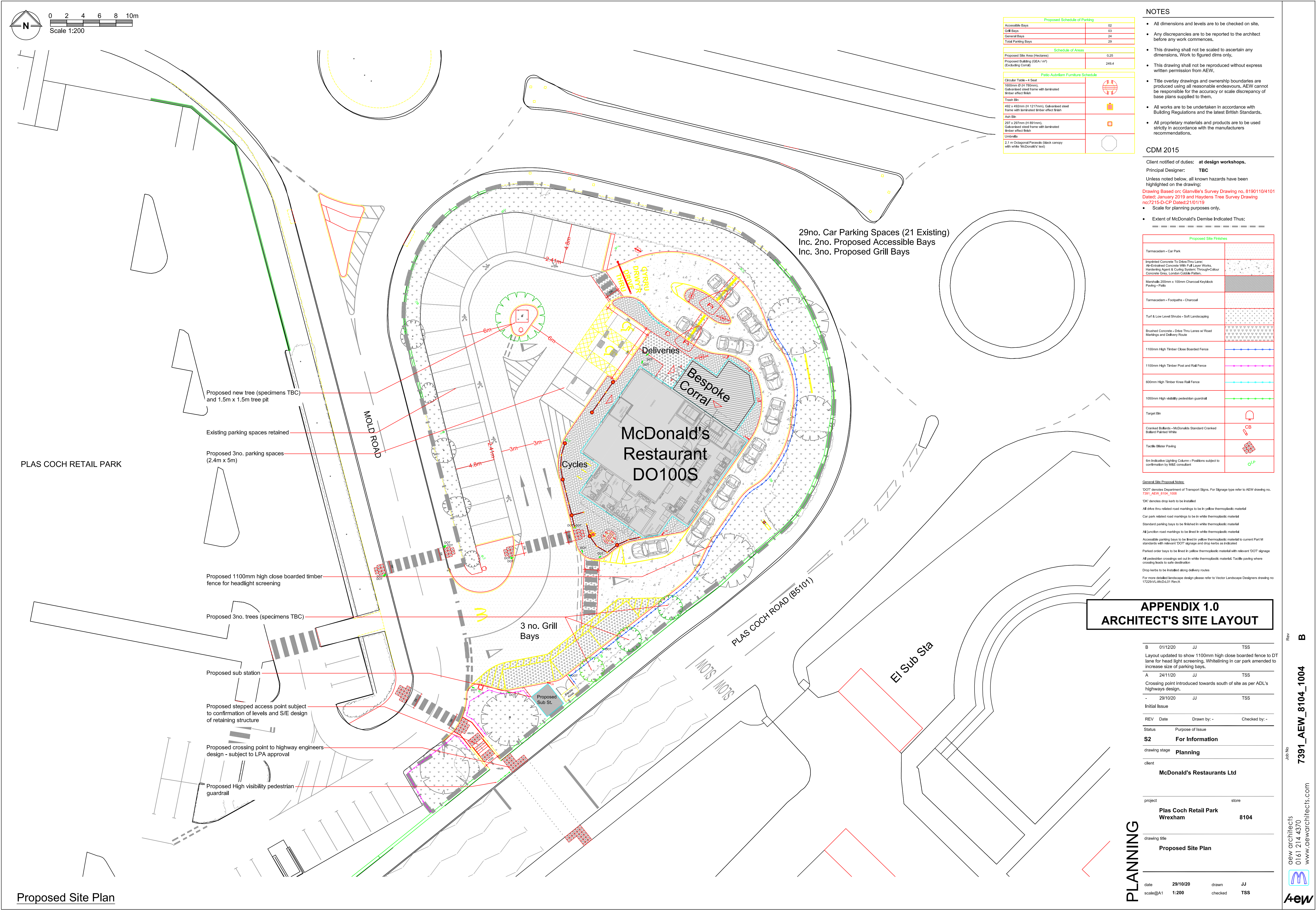
- 5.1.1 McDonald's and Martin Brower have extensive experience of undertaking deliveries at McDonald's drive thru restaurants, whilst they are open and this presents no operational difficulties.
- 5.1.2 Health and Safety is an important aspect of McDonald's delivery management and is subject to a regular review process.
- 5.1.3 The implementation of this Delivery Management Plan is seen as a contribution to the successful operation of the new restaurant and demonstrates the planning and management, to provide safe and efficient servicing.
- 5.1.4 The arrangements described in this Servicing Management Plan follow 'tried and tested' methodology used successfully across the UK which would include Wrexham.

5.2 Conclusions

- 5.2.1 This report has been prepared to support the planning application for the single storey McDonald's restaurant at Plas Coch Retail Park, Wrexham.
- 5.2.2 This report has shown that McDonald's Restaurants Ltd are experienced in managing deliveries and refuse at their stores. Likewise, their logistics partner Martin Brower is also experienced at dealing with deliveries to McDonald's customer car parks.
- 5.2.3 Staff are trained in receiving deliveries and managing customers and their vehicles before and during deliveries. Measures are in place to monitor deliveries and driver performance so any issues can be identified, reported and dealt with by Martin Brower.
- 5.2.4 The McDonald's Wrexham Restaurant will be serviced 3 times per week by a 11.1m rigid delivery vehicle. Deliveries to the restaurant will occur after 8pm and before 8am to avoid peak trading periods for the McDonald's and the wider Retail Park.

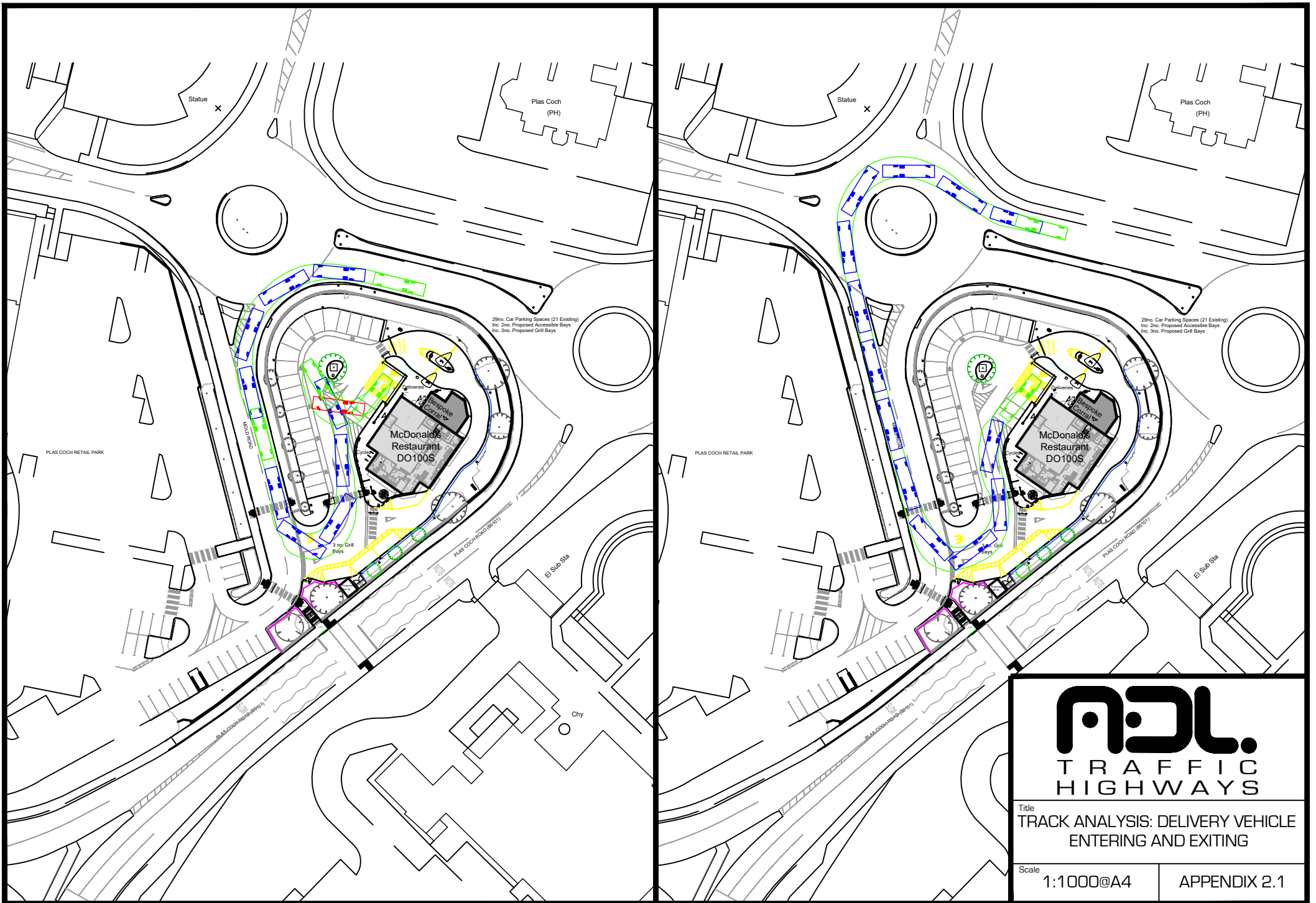
5.2.5 In conclusion therefore, this document confirms the good practice already employed widely at McDonald's restaurants which will also be utilised at Wrexham.

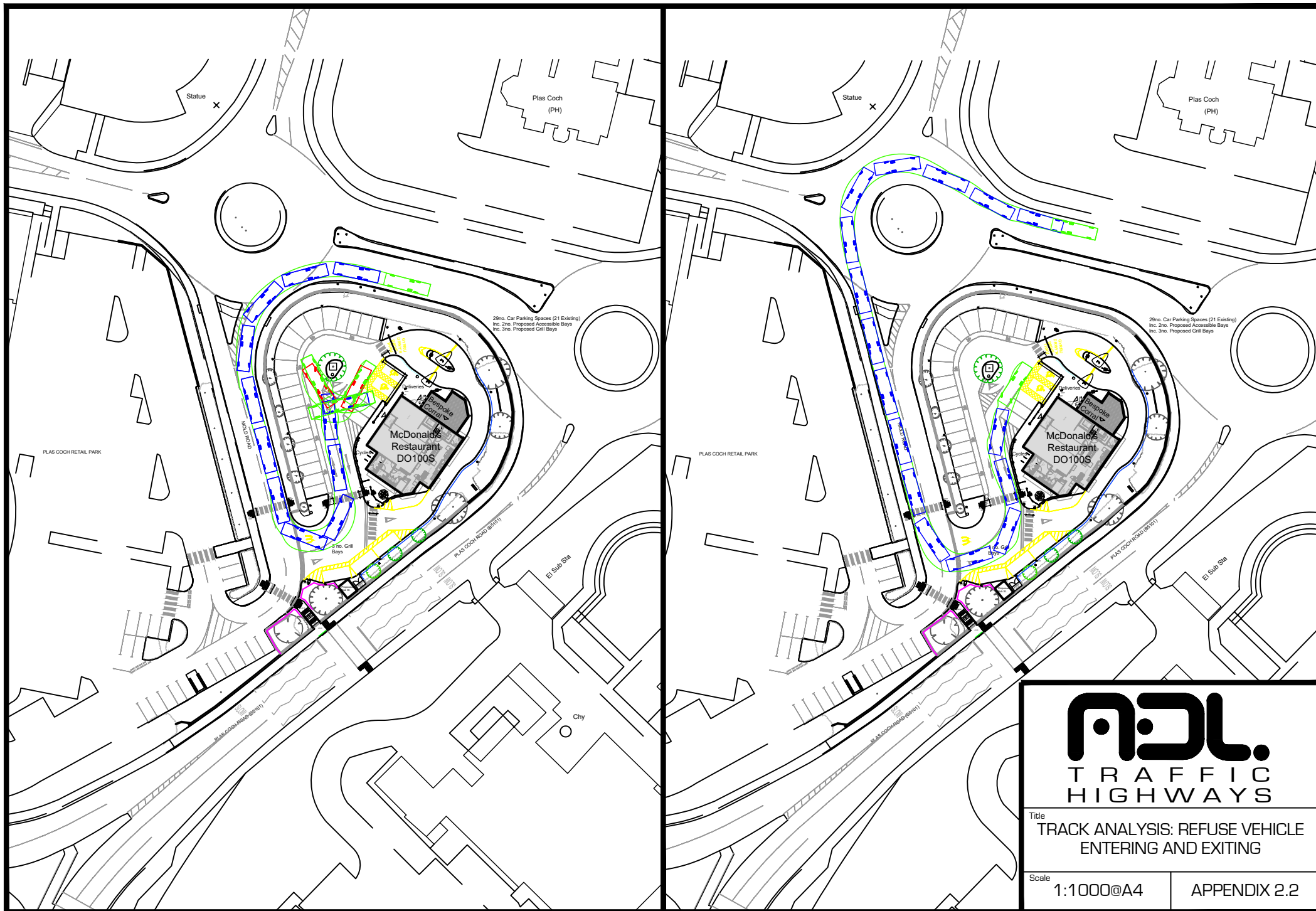
ARCHITECT'S PROPOSED LAYOUT



TRACK ANALYSIS

- 2.1 TRACK Analysis: Delivery Vehicle
- 2.2 TRACK Analysis: Refuse Vehicle





CAR PARK MANAGEMENT PROPOSALS

