SUPPORTING STATEMENT

Land at Tesco,

Crescent Road
Wrexham.

LL13 8HF

Planware Ltd

July 2025

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 a new Drive-Thru McDonald's restaurant (Class A3) at the rear of the existing Tesco car park, Crescent Road, Wrexham.

1.2 The McDonald's brand is globally recognised and has been trading in the UK since 1974. The company trades from over 1,400 restaurants across the UK and has a workforce of approximately 180,000 people. Around 90% of restaurants are operated as local businesses by franchisees. The restaurants were originally opened on high streets to establish the brand, followed by the introduction of drive-thru restaurants from 1986. McDonald's is now represented in local areas where we provide a community facility to local residents and serve the transient population.

1.3 In this case, the application is for a freestanding McDonald's restaurant and associated works to the site. The proposal, which is for both the sale of food and drink for consumption on and off the premises, is class A3 of the Use Classes Order.

1.4 As part of the application process, pre-application advice has been sought from the local planning authority (Ref. ENQ/2025/0021). The feedback received, has largely informed the design and scope of surveys and reports that accompany the application. The pre-application advice supported the proposal in principle, confirming the use would be commensurate with the surrounding properties, and that it would be neither detrimental to vitality or viability of the city centre. The Character and appearance of the proposal was considered appropriate, and with the addition of suitable landscaping have been included. We have also enclosed an acoustic report to consider both fixed plant and operational noise.

1.5 The pre-app advice did not contain any specific highways advice, but full consideration of the existing and proposed highway network, including delivery management and operation of the restaurant have been included as part of the application.

1.6 The following documents are submitted to support this planning application:

- Application form and completed certificates.
- The requisite application fee; £2845.00

- Drawings:
  - 7611-SA-2543-AL10001 Site Location Plan;
  - 7611-SA-2543-P10002 Block Plan.
  - 7611-SA-2543-P10003 Site Layout Plan – Existing.
  - 7611-SA-2543-P10004 Proposed Site Plan.
  - 7611-SA-2543-P10005 Elevations and Sections.
  - 7611-SA-2543-P10006 Floor and Roof Plans.
  - 7611-SA-2543-P1024C Site Layout Plan - Tesco Site Plan - Wider Site Plan
  - 7611-SA-2543-P1104D Tesco Site Plan (NG100) Wrexham
- Transport Assessment (3 Parts):
- Delivery Management Plan
- Travel Plan
- Site Investigation – Phase I and II (11 Parts)
- Site Investigation – Phase 3
- Remediation Strategy and Verification Plan
- Drainage Statement - issue 3 (4 Parts);
- Drainage Maintenance Plan (2 parts)
- Construction Management Plan
- Standard Odour Control
- Acoustic Assessment
- Biodiversity Enhancement Plan
- Details and Specifications of the Patio Area furniture, Customer Order Displays (CODs), with canopies, and Height Restrictor.

1.7 The remainder of this statement is structured as follows:

1.8 In Section 2 we describe the proposal, which includes an analysis of the site and the character of the area, the design process and the proposed development.

1.9 In Section 3 we set out the McDonald's' operational details in terms of 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.

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

1.11 In Section 5 we highlight the accessibility of the proposal.

1.12 Conclusions have been set out in Section 6.

2. The Proposal

Site Analysis

2.1 The application site is located within Wrexham town centre, outside of the primary shopping area on an underused area of Tesco car park. Adjacent retail uses include Wicks, B&M, a filling station (Tesco) and a Burger King. There is also an extant planning permission for a Costa Coffee.



2.2 The topography of the site is predominantly flat in nature and is currently used as an ancillary car park to the existing retail units. There is an approximate 3m retained embankment down to the residential properties to the east, that reduces in height to the south.

2.3 The layout has been designed to face onto the existing car park, with the drive thru lane wrapping clockwise around the building.

The Design Process

2.4 In considering the design principles for this development, McDonald's design team have taken into account the site specific design background of the local environs; the proposed use of the building as a restaurant; the amount of development proposed in relation to the surroundings; how the layout proposed fits within the natural and urban grain; how the scale of the proposal sits within the site and relates to the urban form in the surroundings; and the overall appearance of the scheme including the soft landscaping proposed.

2.5 The footprint of the building has been designed to meet operational requirements as a freestanding McDonald's restaurant, both for customers to eat within or outside of the building, or to take away from the premises.

2.6 Within the public part of the building are the dining area, counter and a corridor leading to male/female/disabled toilets. The non-trading part of the property comprises of the kitchen and service counters, an office, drive thru booths (for payment and collection on the drive thru lane), a staff room, staff changing rooms, store, gulley, external store, freezer and chiller rooms and corral area.

2.7 McDonald's Restaurants have long been considered one of the major influences in the quick service industry, constantly re-inventing themselves to the ever-changing public and social values/needs. Whilst not a planning issue, the proposed interior of the restaurant will provide a distinct modern feel with the exterior of the building reflecting this change in retailing.

2.8 The internal customer seating area has been carefully considered in relation to the predicted peak trade levels expected at the store. The floor space has a direct influence on the number of parking spaces required and the size of the kitchen thus predetermining set features of the development proposal. These requirements can then be assessed against the considered site judging if such a location is suitable for the proposed operation of the restaurant from the outset.

2.9 If the initial volumetric design considerations all work and meet the operational requirements of McDonald's, the proposed detailed design and planning work begins.

2.10 The "amount" of development proposed, (based on the operational characteristics of the specific restaurant) is then tailored to the site-specific circumstances and where relevant, the retail hierarchy of the surrounding commercial developments, all of which results in the final "amount" and volume of the proposed development.

2.11 The layout of the site is again partially controlled by the operational requirements of the new store, but of course the local circumstances and location of the site in relation to the surrounding area is key to the success of this proposal.

2.12 The layout considerations of the drive-thru lane and the entrance to the store need to be carefully considered in relation to access and organisation within the site, resulting in the final layout selected. The key layout influence on the final design has therefore been the location of the building within the subject site. This influences the remainder of the built form, from car parking and landscaping to bin stores.

2.13 Each of the subservient design considerations take their lead from the location of the building and the surroundings and have direct influence on the final layout proposed. These include:

- The bin store has been located within an enclosed area away from locations where they could be perceived to have an adverse impact on neighbours.
- Disabled parking, Part M Building Regulations, has been located as close as possible to the pedestrian entrance to the building providing flush and level kerbs.
- The patio has been located as close to the restaurant entrance as possible in order to limit the distance people carry trays.
- Safety barriers have been included in potential conflict areas within the development separating vehicle movements and pedestrians.
- Car park lighting and railings segregating outside seating areas are proposed. This assists in providing a safe local environment for both adults and children.
- Easy and logical layout for customers using the drive-thru lane with clear directional signage.
- Services and the provision of a sub-station to provide power.

2.14 Other standard elements, such as children's play frames and fast forward lanes in the drive-thru lane, as well as pedestrian access are considered, in context to the site and the surrounding area, to establish positioning or suitability for the site. Each of the above factors has been considered and, where necessary, the scheme has been revised to provide the final layout presented.

2.15 We have detailed above how the size of the store is determined; thus, the scale of the final design has a direct relationship to the size of the restaurant proposed. There are two main considerations that influence the proposed design of the store:

- Corporate image
- Surrounding urban form

2.16 There is no doubt that corporate image plays an important role in the design characteristics of the building.

2.17 The restaurant and use proposed aims to create and reinforce McDonald's new brand environment for customers and visitors which attracts people to McDonald's Restaurants. That said, other design considerations have also influenced the building.

2.18 McDonald's have developed a wide variety of buildings during the past 45 years and their style is constantly evolving to reflect changes in architectural style and influence. While the company respect the heritage of their older buildings and the association of that built form with their brand, the style and methods of construction allow future alterations and modernisation of stores to be made over time. The proposed building carries forward this view and whilst reminiscent of McDonald's past architecture the proposed building has evolved to better integrate with the surroundings and reflect a new contemporary palette of high-quality materials. Integration does not of course mean that the building should echo the surrounding built form, but compliment that which is present and still fit with the urban grain.

2.19 In keeping with the holistic design approach, the palette of materials selected for the building are modern and directly connected to the brand message. Colours proposed are natural and neutral, and materials used are particularly high quality. By using grey, mixed timber effect aluminium and natural stone colours, the aim is to achieve a subtle natural feel to the building. The materials are a combination of mixed timber effect, contemporary grey block and stone effect panels, all of which will provide both durability and future flexibility.

2.20 The proposed building has a distinctive glazed customer area which has been orientated to address the main frontage of the site. This allows views into the bright and lively customer area providing and adding to the local urban form with the key active frontage.

2.21 The dining area benefits views both into and out of the building, promoting natural surveillance by customers and staff alike. The drive thru lane is operated via staff located in three service windows, thus covered by natural surveillance.

2.22 The building footprint and site has been designed to minimise any potential hiding spaces and lighting proposed has been designed to avoid any dark spots.

2.23 Internally, the design concept is to create a bright, lively, modern and contemporary feel for visitors to the restaurant. The proposed design achieves this through the colours and materials used. This in turn echoes McDonald's brand image of a modern restaurant facility, achieving the design goals of the restaurant.

2.24 Landscaping is an integral element of the design of any McDonald's store. The design philosophy of the landscaping reflects that of the building adding a modern and contemporary twist to the site appearance. Whilst this may not be reflective of the surroundings, the design approach selected will create an interesting and vibrancy of style, forming a location of outstanding character.

2.25 The materials used have been specifically limited to achieve this design style including the planting palette and materials used in the hard surfacing, the patio area and outside seating. Reference is taken from the building and the materials used in its design. This assists in providing a link from the external environs to the internal design of the store and confirms the holistic approach.

2.26 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 paviours 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.

2.27 McDonald's will employ local contractors to maintain and manage both hard and soft landscaped areas on a regular basis. The overall external appearance of the store is an important element and maintains and adds to the customers' experience, and ultimately to the success of the restaurant.

2.28 Whilst the effective operation of the restaurant is key for both customers and McDonald's, location and orientation of the building within the site is finitely controlled by the surrounding uses, built form and local environs.

The Proposed Development

2.29 Through the above design process, the proposed development comprises a modern freestanding McDonald's restaurant (Class A3) with drive-thru, car parking, landscaping and associated works, including customer order displays (COD), with associated canopies. Provision is made for take away customers, both from the counter and from the drive-thru lane.

2.30 The restaurant has a GEA (including the corral and freezer chiller) of 377sqm, and the GIA is 350 sqm, with a dining area of 78sqm.

2.31 The customer seating area comprises 76 covers for visitors to eat their meals within a relaxed modern environment. The 98 sqm dining area will include a variety of seating types and table sizes tailored to the customers' needs.

2.32 The proposed layout includes a total of 20 dedicated car parking spaces, inclusive of 2 accessible bays and 2 grill bays, with provision for 3 bike racks for 6 cycle spaces.

2.33 This application includes the introduction of a fast forward lane, which will allow for a customer to pull forward to a third booth, if there is a small delay in the order, rather than driving through to the Grill Bays. This allows the traffic flow to be retained through the drive-thru lane.

2.34 A corral is provided where all the rubbish is stored and managed for recycling in large containers. There is access via double doors for the delivery lorries and an internal door, which links the corral to the main restaurant for the crew members.

2.35 Pedestrian access points have been introduced to ensure the safe passage of pedestrians from the surrounding footpath network to the restaurant entrance and patio area, from the supermarket.

2.36 All road markings within the development and signage will be bilingual, to safeguard the linguistic identity within the development.

3. The McDonald's Operation

3.1 The McDonald's operational requirements have a direct correlation to the proposed location, size, format and layout of the design.

3.2 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. This can be discussed during the course of the application. The peak periods are usually lunchtimes, followed by evenings and breakfasts.

3.3 To ensure uniformity throughout the world, all franchisees must use standardised McDonald's branding, menus, design layouts and administration systems.

3.4 Servicing of the restaurant is undertaken by a dedicated supplier – Martin Brower, and will take place approximately 3 times per week, lasting between 15 - 45 minutes depending on the delivery required.

3.5 Martin Brower 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 Brower 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. 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. 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.

3.6 A representative from Martin Brower 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.

3.7 Through this process of prior assessment and notification, Martin Brower and McDonald's can 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 (if deemed necessary by the Transport Assessment) for delivery before the visit to ensure that the vehicle can easily access the site and thus prevent problems within the site.

Anti-social behaviour

3.8 The restaurant shall maintain a strict protocol for ensuring noise and disturbance is kept to a minimum. All shift managers shall receive conflict resolution training sufficient to ensure they can deal effectively with noise or anti-social behaviour.

3.9 External complaints are also taken extremely seriously, and in extreme cases the restaurant manager will liaise with the Council and Police to discuss noise and behavioural mitigation measures if the current proposal is not effective. The restaurant management is keen to work in partnership with the local Police in order to prevent crime and disorder in the local area, this will include such tasks as providing witness statements to the Police in the event of disorderly behaviour, as well as providing CCTV footage for evidence.

3.10 The management team are trained to monitor the car park consistently, to ensure that customers who cause any undue disruption or noise are asked to leave the premises immediately, or if necessary, the Police will be alerted. Further to this, the restaurant operates an extensive digital CCTV system with external cameras to monitor and deter anti-social behaviour.

3.11 The CCTV system can also be used to capture footage of customers' vehicle registration plates, in the event that they act in an anti-social manner or litter on the site. This footage can then be passed on to the Police or local council for further action. Incidents of anti-social 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.

Nutrition

3.12 There are few restaurants in the country who can claim to have made so many positive changes to support healthier lifestyles. McDonald's believe that the lessons they have learned in making these changes can be used to support a wider drive to reduce obesity.

3.13 McDonald's strongly believe that a business of their size has a responsibility to use its scale for good. As a consumer driven business, they work extremely hard to understand the lives of their customers, particularly families, and the role that food and drink plays for them. As a result, McDonald's are uniquely placed to help customers make informed choices and think carefully about the nutritional information we provide.

3.14 McDonald's customers are increasingly health conscious and careful about what they eat. Therefore, McDonald's goal is to help them understand what they are consuming and to assure them that the ingredients have been sourced responsibly. When it comes to their food, they believe their role is to make it easier for customers to balance health, taste and value. That is why McDonald's have built their strategy on three core principles: choice, information and improving the nutritional profile of existing products. That means:

- Providing people with a range of food that allows them to make a choice appropriate for any occasion, whether that is a treat or a healthy everyday option.
- Providing Information to help customers understand what they are eating.
- Reformulating their food products to reduce saturated fat, sugar and salt, while not compromising on flavour.

3.15 McDonald's are proud of the impact they have already had in helping customers better understand their choices. McDonald's have been providing customers with nutritional guidance for over 30 years and have included calorie information on their menus since 2011, at the time becoming the largest company in the sector to ensure customers have access to visible calorie information.

3.16 Calorie information is clearly displayed under each item on the digital screens within McDonald's restaurants and on their website and click and collect app and this information allows customers to select an order that fits with their own dietary plans and nutritional requirements. The information also allows customers to personalise the items in their order, such as replacing a hash brown with a fruit bag at breakfast or fries with a salad at lunch.

3.17 Reformulating existing items on the menu has been another area of investment. 54% of McDonald's menu is classified as non-HFSS (not high in fat, salt or sugar) and 89% of items on their core food and drink menu contain under 500 calories. Over the last 5 years McDonald's have removed 655 tonnes of fat, 266 tonnes of saturated fat, 157 tonnes of salt and 2,257 tonnes of sugar from their menu.

3.18 The Happy Meal has also evolved. Today, 72% of items on the Happy Meals menu are non-HFSS, and in 2014, McDonald's trialled "Free Fruit Fridays" resulting in 3.7 million portions of fruit being handed out. As a result of that trial, discounted fruit is now available with every Happy Meal and in the last 12 months over 4 million Happy Meals were sold with a Fruit Bag or Carrot Sticks.

3.19 Recent years have also seen the introduction of new menu items. Porridge, salads and grilled chicken wraps now sit alongside menu items McDonald's has traditionally been famous for, such as Chicken McNuggets, the Big Mac and the Fillet-O-Fish.

3.20 Products classified as high in fat, salt or sugar - according to the UK Nutrient Profiling Model - are never marketed to children across any media channel, at any time of day. Since 2007, adverts featuring a Happy Meal have included food and drink such as carrot sticks, fruit bags, milk or water, and we restrict out-of-home advertising to avoid being within 200 metres of a school – double the industry standard. But McDonald's also believe that advertising and marketing can play an important part in driving behaviour change. It can increase information and transparency, nudge customers towards certain food choices, and support further reformulation by driving sales.

3.21 A recent initiative has highlighted this potential. In December 2017, McDonald's launched their 'Meals Under' 400 calories and 600 calories offer, and in the past 12 months have seen a 102% rise in the number of side salads being purchased with a meal instead of fries. In total, there are over 400 'Meals Under' bundle options for customers to choose from.

3.22 McDonald's investment in digital self-order screens has also supported their customers in making informed choices. Since their introduction, and a review of how they present their menu, they have seen 1.3 million bottles of water purchased instead of a sugary drink and 1.4 million more Fruit Bags bought with a Happy Meal.

3.23 McDonald's have also changed their menu to reflect a growing desire from customers to see a greater number of vegetarian options. In 2019, they launched the Vegetarian Happy Meal Wrap and Spicy Veggie Wrap at 209 calories and 364 calories, respectively. Both items are not high in fat, sugar and salt and are Vegetarian Society Accredited. Their introduction means they are now better equipped to meet the requirements of this growing consumer trend.

3.24 Demand for a wider range of options such as meat-free meals is growing, as is the customer expectation that Government and businesses will help them make informed food choices. McDonald's will continue to lead the way by evolving their menu, ultimately working towards making quality, affordable food even more available in future.

Noise and Odour Mitigation

3.25 McDonald's recognises the potential impact of noise and cooking odours on local amenity. In response to these impacts, McDonald's utilises an air extraction system which incorporates built-in Hi-Catch filters, which removes 98% of airborne grease at source. A specification has been included with the application.

3.26 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. The accompanying statement has highlighted the necessary mitigation and has been included within the design process.

Water

3.27 Responsible management of water is achieved through a variety of approaches. The implemented approach to the site drainage strategy has been reviewed during the design process. In addition, the implementation of a drainage dosing regime, which will improve the quality of discharge water.

Biodiversity Enhancement

3.28 A Biodiversity Enhancement Plan has been submitted to support this application, which is proportionate to the scale and nature of the development proposed. It is considered that in line with the plan, the proposed development would maintain and enhance biodiversity, build resilient ecological networks and deliver net benefits for biodiversity. This ensuring that any adverse environmental effects are avoided.

4. McDonald's approach to the Environment & Sustainability

4.1 The national and local guidance seeks to deliver sustainable development through the overarching objectives - economic, social and environmental.

4.2 The following commentary sets out how McDonald's proposals align and contribute to these key strands of sustainability, both nationally and locally.

ECONOMIC SUSTAINABILITY

National

4.3 McDonald's employs around 180,000 people across the UK, with a mix of all ages and life stages.

4.4 People are at the heart of the business, and, as a responsible and proud employer, McDonald's are committed to investing in them. To ensure the needs of all staff are met, and so attract and retain the best talent, the range of employment options has been expanded, with the Guaranteed Minimum Hours Contracts (GMHC) rolled out to all UK restaurants.

- In the workplace, flexibility, opportunity, equality and development are promoted.
- Over 85% of McDonald's employees have said that they love the flexibility their job offers them.
- 90% of Business Managers started as Crew Members.
- 33% of the Executive team started their career in one of their restaurants
- Each year McDonald's invest £43million in training to develop their people

The New Restaurant

4.5 The proposal represents a multi-million-pound investment by a national operator in Wrexham and the second restaurant in as many years.

4.6 The proposed restaurant is expected to employ more than 120 full and part time staff, which McDonald's seeks to recruit from the local area.

SOCIAL SUSTAINABILITY

4.7 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.

4.8 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.

Training

4.9 McDonald's commitment to employee 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.

4.10 Crew members 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 structured training including the opportunity to gain nationally recognised qualifications in hospitality, literacy and numeracy.

4.11 McDonald's had an ambitious apprenticeship scheme. In 2022, 1,168 employees gained the necessary skills to progress their careers. For December 2022 alone, there were nearly 1000 apprentices in learning.

4.12 McDonald's offer an award-winning Chartered Business Management degree from Manchester Metropolitan University (England) and Glasgow Caledonian University (Scotland) for existing managers and school-leavers. The course allows McDonald's employees to combine working in a restaurant with time spent at university learning theory

and gaining a wider business perspective. The entire degree is paid for by McDonald's and students are rewarded with a competitive salary, while they work in the restaurant too. Currently there are over 160 managers on their way to completing a degree apprenticeship, with over 50 graduates and new starts each year.

Football

4.13 McDonald's Fun Football programme runs in partnership with the Irish FA, Scottish FA and Football Association of Wales and a national network of football coaching providers in England and becomes the largest grassroots participation programme in the UK.

4.14 McDonald's Fun Football aims to give every child, from every background, gender and ability, the opportunity to enjoy football for free. Fun Football sessions give every child aged 5-11 a fun introduction to football. Everybody is welcome, no matter their ability. McDonald's has committed to providing 10 million hours of fun football to children by 2026.

4.16 McDonald's Club Twinning was launched in 2008 and there are now over 900 restaurants twinned with local clubs, providing coaching and business support as well as providing thousands of players with donated kit and equipment.

4.17 The ongoing commitment to grassroots football will help ensure that McDonald's can continue having a role in encouraging young people to have a lifelong love of sport and an active lifestyle. To-date, McDonald's involvement has included:

- Training over 30,000 new qualified grassroots coaches
- Delivering over 5 million hours of free Fun Football to over 500,000 children
- Supporting over 10,000 grassroots clubs via the UKFA's club and league accreditation programmes
- Providing over 250,000 new football kits to kids teams across the UK
- Recognising over 5,000 local football volunteers, clubs, and projects to date via our nationwide Grassroots Football Awards programme

Ronald McDonald House Charities

4.18 Ronald McDonald House Charities (RMHC) is an independently registered charity, which helps support families while their children are in hospital. They operate 14 Houses from NHS hospitals across the UK and give families a warm and comfortable place to rest, eat and relax, just moments away from their child's hospital ward. Since 1989, RMHC have supported over 60,000 families and now support 6,000 families each year.

4.19 RMHC has been McDonald's charity of choice since the Charity was founded in the UK in 1989. Since then, McDonald's and its Franchisees have raised over £85million for the Charity.

As well as donating part of their profits, McDonald's and its Franchisees also hold annual fundraising days, provide free office space, business resources and advertising.

McDonald's provides the opportunity for RMHC to place their collection boxes in restaurants across the UK. In 2022, these boxes provided RMHC UK with over £1.7 million donated by McDonald's customers. In 2019, the option of donating to RMHC via our in-store self-order kiosks was introduced. This raised over £3.5 million in 2022. In 2021, McDonald's introduced the capability to donate to RMHC via the MyMcDonald's App, which generated donations of just over £60,000 in 2022.

ENVIRONMENTAL SUSTAINABILITY

4.20 The scale of the business means McDonald's have an opportunity to have a positive impact on some of the biggest challenges facing the world today. The threat of climate change is one such challenge and McDonald's are proud of the investment they have made to reduce their carbon footprint in the UK.

4.21 McDonald's was the first restaurant chain to set science-based greenhouse gas reduction targets at a global level. Working with all franchisees, their aim is to reduce greenhouse gas emissions related to all restaurants and offices by 36% by 2030. Additionally, McDonald's are committed to a 31% reduction in emissions intensity (per metric tonne of food and packaging) across the supply chain by 2030.

4.22 To meet these targets, McDonald's buy 100% renewable electricity and have invested in long term partnership agreements to develop the renewable energy infrastructure in the UK.

4.23 The absence of on-site fossil fuel use, together with McDonald's electricity procurement agreements, eliminates the production of greenhouse gases from on-site operations. In recognition of global warming potential (GWP) associated with refrigeration gases, McDonald's have moved to the latest reduced GWP air conditioning refrigerants ahead of any legislation in this regard.

Model Buildings Design

4.24 McDonald's development team is committed on the journey to combating climate change by looking at ways new restaurants can reduce carbon emissions and execute a more sustainable operation. As part of the journey, it has been important to consider where we have started from, where we are and where we are going. The main objectives have been to review the current buildings and;

- Identify and target the reduction of high contributors to the restaurant carbon footprint.
- Follow the principle of Reduce, Reuse and Recycle where possible.
- Review and identify different construction techniques, materials and equipment to trial or assess further.
- Review life cycle of building and its parts and action to reduce waste and increase circular economy.
- Review ability to disassemble.
- Review chain of custody of materials
- Simplify and standardize more of the design across suite of model buildings.
- Enable inclusion of more sustainable technologies.
- Source more local materials/products and manufacturers.
- Include on site renewable energy generation where possible such as PVs and wind turbines.

4.25 Between 2021 and 2022 McDonald's opened pilot schemes in Market Drayton and Louth, which were built to the UKGBC net zero emissions standard. These developments have integrated these objectives with the goal of achieving a more sustainable installation when compared to the previous model building. Positive points taken from the exercise have been incorporated and used to develop a more sustainable model building design.

4.26 The latest building design is a balanced combination of all the design learns along with an approach to improve operations and offer additional future proofing. The design also evolved the language of the building to integrate modern retail design trends whilst maintaining links back to a recognized palette and McDonald's identity.

4.27 Some of the headline changes have been switching to more sustainable building materials that are either from a more sustainable source, contain recycled content and can be recycled at the end of life. The collection and recycling of restaurant waste into usable materials have also been positive actions. This includes repurposing coffee bean waste into internal signage and happy meal toy waste recycled into cladding boards. This has saved waste from landfill and provides a relatable message to some of the steps being taken.

4.28 This has all enabled a broader engagement to reduce carbon emissions and lead to a more sustainable operation. Whilst improvements have been made, the design and construction team are committed to the journey and are constantly looking at ways to progress sustainability further.

4.29 McDonald's ambition is to reach net zero emissions in restaurants and offices by 2030, and their overall goal is to reach net zero emissions across the entire business and value chain in the UK and Ireland by 2040.

Waste and Use of Recycled Material in Construction

4.30 McDonald's are challenging themselves to reduce carbon emissions in construction and use, and work with their suppliers to find solutions that will set high standards for the industry. Building materials are sourced locally where possible and carbon-intensive materials have been replaced with alternatives made with recycled car tyres, plastic bottles, and white goods. This includes the following:

- Restaurant timber effect cladding panels: 47% recycled content
- Restaurant dark grey cladding panels: 47% recycled content
- Corral grey cladding panels: Recycled IT equipment

- Plant parapet: Recycled plastic

4.31 Materials for the building are selected to provide the required aesthetics combined with maximum durability and robustness. 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. Many of the materials used in the construction of the building are recyclable at the end of life, including the grey cladding panels to the corral, steel and rubber seals from the security doors, restaurant cladding panels, timber and aluminium window and door frames and the black cladding panels to the plant parapet.

4.32 From 2023, furniture will be sourced from recycled or certified materials and designed to be recycled or reused at end of life, as part of the McDonald's Plan to Change.

The Building

4.33 The design of the new building has been directly influenced by sustainability and the standard practices to enable the reduction in their carbon footprint. Approximately, 90% of new restaurants are built using modular construction techniques, which use considerably less energy, inclusive of the reduction of the total number of deliveries to site during the build.

4.34 Modular construction takes place in a controlled environment, which allows a highly monitored and efficient process, where leftover materials can be used in future projects and ultimately reduce the general building waste.

4.35 The construction time is also reduced, minimising the potential disruption to neighbours.

4.36 The external shell is designed to prevent air leakage and achieve the U-value required by current building regulation standards. The walls are insulated using British sheep's wool which is 100% biodegradable and the extent of glazing has been reduced compared to previous designs. PV panels will be installed to generate renewable energy.

4.37 McDonald's utilise a sophisticated building management control system with specifically engineered energy reduction strategies to maximise operating efficiencies. McDonald's kitchen appliances have standby reminders and a metering system has been introduced 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.

4.38 All new restaurants are fitted with standard equipment and maintenance programmes, in line with Green Building Guidelines, which were introduced as a McDonald's Europe initiative and include:

- Lighting - LED lighting is also used, resulting in a 50% reduction in energy use compared to fluorescent lights.
- Water - Auto shut-off taps fitted to wash-hand basins in addition to flow control limited to 6l/min; replacement of urinals with waterless units and WC's fitted with dual flush of 4.5l and 3l flushes (unless external drainage requires greater volume). In addition, systems are leak checked with hot water temperatures reduced to a maximum of 60 degrees C. Pipes are checked for missing insulation.
- HVAC - Automatic closures fitted to all internal doors and draft-proofing fitted or repaired to all doors and windows, including the use of energy save reminder stickers in the back of house area. Variable speed control fans are installed so that they are not required to run when ventilation is not required and room sensors installed to monitor internal air temperatures.

Minimising Transport Impacts and Reducing Carbon Dioxide Emissions

4.39 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 8,200 tonnes per annum.

Recycling Strategy and use of Recycled Materials.

4.40 Within the supply chain, McDonald's vision is one where all food and packaging is sourced sustainably. They have undertaken a number of measures in recent years to try to promote better environmental standards through the whole supply chain. McDonald's is committed to using recycled materials wherever possible, throughout the business and have stepped up their commitment to recycling further, setting global goals, including 100% of McDonald's guest packaging will come from renewable, recycled or certified sources and 100% of guest packaging will be recycled in McDonald's restaurants, by 2024.

The business has taken a number of steps to continue to lead when it comes to sustainable packaging and further address the issue of reducing plastic across the supply chain:

- The removal of plastic lids from McFlurry will see 385 tonnes of plastic removed from the supply chain each year.

- The introduction of fibre based salad boxes will also see 105 tonnes of plastic removed annually, and the new salad boxes can be recycled with any other paper.

- McDonald's are a member of the National Cup Recycling Scheme which brings together major retailers waste management companies and UK paper mills with the shared aim of growing the infrastructure needed to increase the number of paper cups being collected and recycled across the UK.

- McFlurry cups can be recycled along with other paper cups in one of the many recycling points that has been established across the country through the collaboration of retailers including Pret a Manger, Costa and McDonald's restaurants.

- Packaging recycling: 22k tonnes of outer packaging cardboard is recycled from restaurants every year - zero waste to landfill.

- Only 8% of the packaging used for McDonald's products is made from plastic, with the majority already being made from fully certified fibre.

4.41 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.

4.42 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.

4.43 Delivery vehicles carry recyclable materials on return trips, backhauling over 80% of all cardboard.

4.44 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.

4.45 To further minimise waste, McDonald's has joined the Valpak distributor take back scheme, which ensures that redundant equipment is recycled with accredited companies.

4.46 Customer recycling stations are installed in all new restaurants, to allow customers to separate paper cups, plastic bottles and cups, and decant liquids. 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.

5. Accessibility

5.1 Accessibility has been designed to meet the requirements of Approved Document M of the Building Regulations.

5.2 Public access into the building shall be open during hours of restaurant 'in-store' trade, with the principal entrance being in the form of automated sliding doors via a wind lobby. This provides a convenient access for all pedestrians. Safety sensors will be fitted to ensure that the door does not close against pedestrian traffic.

5.3 The dining area is designed to best meet the aims and objectives of the Equality Act by providing a varied level of service to suit the widest possible range of needs. A variety of seating is provided both at ground and first floor level with high and low tables and a mix of fixed and loose seats. Floor and wall materials have been chosen not only to reflect McDonald's brand but to provide good levels of contrast between surfaces for users with visual impairment. Circulation routes are provided throughout the seating area to promote access for all, including wheelchair users.

5.4 Due to operational and equipment constraints it is not possible for McDonald's to provide a fully accessible counter, however a full access policy is in place throughout the company for members of staff to provide assistance to any customer who may require such. 'Assisted access' points are clearly signed within the dining area for customers to raise the attention of staff in such circumstances.

5.5 WC provision will be provided for customers of the restaurant with the space, layout and provision of these designed to meet the requirements of Approved Document M of the Building Regulations, and shall generally include:

- Light action privacy bolts and lever action fittings where possible;
- Doors capable of being opened outwards in an emergency;
- Sanitary fittings that contrast visually with the wall/floor finishes (which shall also contrast);
- Emergency alarm systems within the accessible toilet;
- Grab rails and clear manoeuvring spaces;
- Flushing mechanisms shall be located on the transfer side of the accessible WC. All corporate, directional or information signage has been designed in accordance with the recommendations of the Sign Design Guide and with reference to current good

practice guidance and to give clear directions, information and instructions for the use of the building.

5.6 Visual and audible emergency warning alarms are to be provided.

5.7 Colour schemes will be chosen throughout in line with “Building Sight” principles. The building is well lit through a combination of natural lighting and supplemented with artificial lighting to provide a full spectrum.

6. Conclusion

6.1 The relevant planning policy at national and local level have been reviewed and are supportive of proposals to develop a McDonald's restaurant, with associated works at Land at Tesco, Crescent Road, Wrexham.

6.2 The proposal falls within the parameters of the strategic policies as the site lies within the defined settlement limits, will not be detrimental to the natural environment or compromise greenfield land and works within the parameters of the existing settlement.

6.3 The proposed development will provide over 120 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.

6.4 Sufficient parking has been provided at the restaurant with accessible parking located as close to the restaurant entrance as possible, in line with policy and local guidance notes. McDonald's actively encourage more sustainable methods of transport which have been detailed in the accompanying Transport Statement.

6.5 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.

6.6 The development objectives policy has been reviewed, and the supporting statements and drawings have shown that the critical elements of design; safety; access; amenity; safeguarding the linguistic identity and sustainability have been incorporated into the proposal.

6.7 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.

6.8 In light of the above, we trust officers are able to support the application.