



Application: 22/00252/FUL

Former Dragon King, Old Potts Way, Shrewsbury

17 May 2022

Jobs and Investment

We are a major economic player in the UK, contributing to economic growth nationally as well as driving footfall to nearby businesses in the areas we operate.

Did you know?

- Our most recent economic impact report showed that **McDonald's contributes £3.4bn to the UK economy** each year.
- McDonald's employs more than 135,000 people across the UK & Ireland, and each new McDonald's Drive-Thru creates around **120 new jobs** in a range of full and part-time positions, with opportunities for career progression.
- We **pay above the minimum wage** for those under 21, and **pay over the National Living Wage** for those over 21.
- We are rated as a Times **Top 100 Graduate Employer** and a **Working Mums Top Employer**.
- We **invest over £43million every year in training and education** for our staff. This includes basic English and Maths courses, right through to business degrees.
- A new Drive-Thru pays circa **£54,500 in business rates** to the Local Council. This is money that can then be spent on important public services.
- Our businesses **support the livelihoods of 23,000 British and Irish farmers**.

Sustainability

McDonald's is committed to playing our part in addressing the climate crisis. At a local level we work hard to tackle litter and reduce waste too.

Did you know?

- As part of our *Plan for Change* we have **pledged to achieve net zero carbon emissions by 2040** across our entire UK & Ireland business.
- Our new restaurant in Market Drayton, opened in December 2021, has been **designed to be net zero emissions standard in both construction and everyday operation**. An industry first which will help shape our future aspirations.
- We recently added **McPlant, a new vegan burger** to our menu to keep up with changing tastes and growing demand for meat-free options.
- Across all our sites, we undertake a **minimum of 3 daily litter picks** to collect all litter within the vicinity, not just McDonald's packaging.
- By 2025, **all packaging will be sourced from renewable and recyclable materials**.
- More than **80% of kitchen waste is recycled**, which equates to 40% of total waste.
- We have been a **zero-landfill business since 2020**.
- All our restaurants are powered by **100% renewable energy**. Many sites supplement this with onsite solar power.
- Through a partnership with *InstaVolt* we **install electric vehicle charging points at many** of our new restaurants.

You can discover more about our *Plan for Change* at www.mcdonalds.com/gb/gb-en/our-plan-for-change.html



Health and Wellbeing

We recognise the importance of public health and share the collective goal of reducing childhood obesity.

Did you know?

- 54% of our menu is now classified as non-HFSS** (not high in fat, salt or sugar) and in our core menu **89% of items are under 500 calories**.
- McDonald's investment in digital self-order screens has also supported our customers in making informed choices**; launching our 'Meals Under' 400 calories and 600 calories options in December 2017.
- McDonald's was the **first major restaurant to display nutritional information** on menu boards, some 30 years ago.

Community

We strive to be a good neighbour and make a positive impact in the communities we operate in. We believe we have a responsibility to the people we serve.

Did you know?

- 90% of McDonald's restaurants are locally franchised**, a model that sees local people managing the restaurant and supporting their communities through charity and sponsorship.
- McDonald's has a **partnership with LitterLotto** as part of a long-term commitment to combat litter across the UK. This gives customers opportunities to win prizes just for binning their litter and recording it in the LitterLotto app.
- We **invest in local and national sport programmes** in partnership with the 4 UK Football Associations. Our new participation programme has successfully provided **5 million hours of free fun football for children** across the UK ahead of our 2022 target.
- By 2024, McDonald's will ensure every restaurant is connected to a youth worker in every community**, giving every young person easier access to support services.
- We have a **longstanding partnership with Ronald McDonald House Charities** which provide accommodation close to children's hospitals to enable family members to be nearby whilst their children are undergoing treatment.

McDonald's and the Environment



McDonald's and the Environment

Green Energy

All our restaurants are powered by 100% renewable sources. Many sites supplement this with on-site solar.

Sustainable Design

We regularly review the environmental impacts of our buildings and processes. Where practicable, new stores incorporate sustainable design features (incl. solar panels, green walls/roofs etc.).

Electric Vehicle Charging

All our new restaurants incorporate electric vehicle rapid chargers, where the supply allows.



Cycling

All our restaurants include cycle stands to encourage the use of sustainable forms of transport.

Litter

All restaurants undertake at least three litter patrols per day collecting all litter, not just McDonald's.

A litter management plan has been submitted as part of the application.



McDonald's and the Environment

Looking after the local environment

McDonald's are committed to keeping the areas around their restaurants clean and tidy. All their restaurants are equipped with recycling facilities for customers dining inside and waste bins around the restaurant for those heading to the car park.

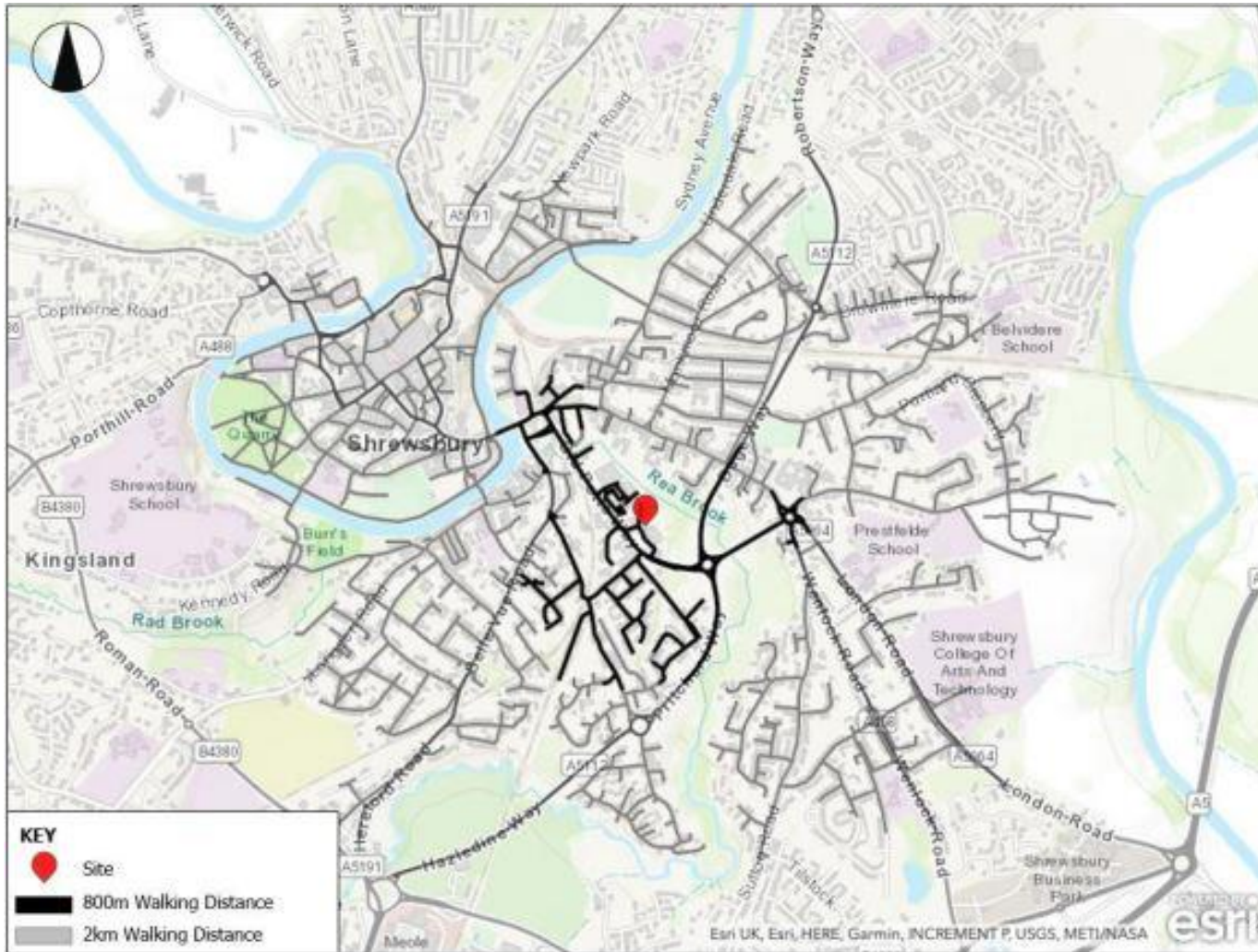
They are also committed to sourcing all their packaging from renewable and recyclable materials by 2025. McDonald's will also conduct a minimum of three daily litter picks for all litter within the vicinity of the restaurant.

Last year, we launched a new litter campaign called 'Get in the Bin' that encourages customers to take personal responsibility for the disposing of their litter and keeping their communities clean.



Traffic & Sustainable Travel

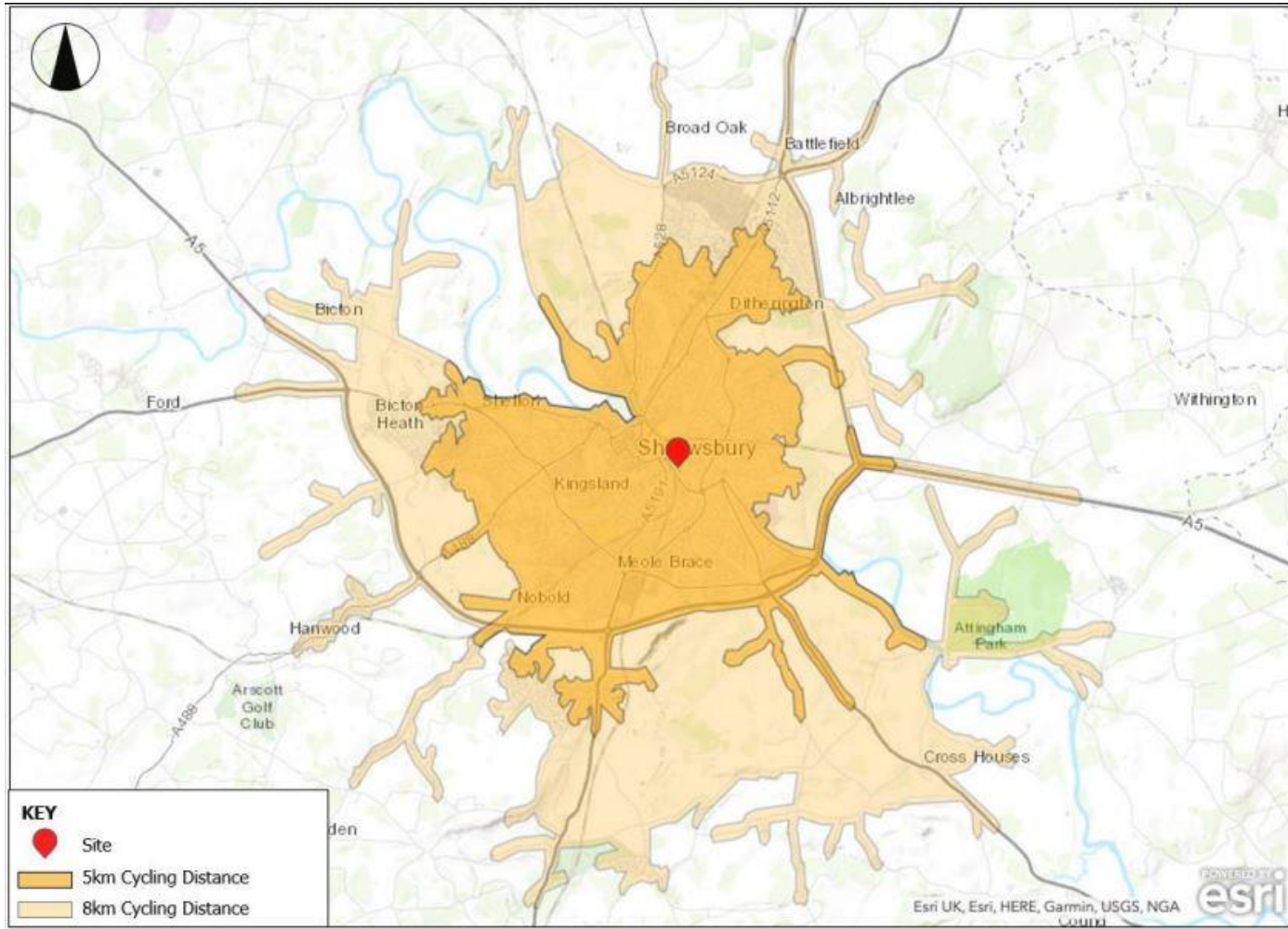




Accessibility on Foot

- Cineworld Leisure Park is accessible on foot insofar that there are footways along one or both sides of all local roads with crossing facilities in key locations.
- Map illustrates the extent of the 1km and 2km walk distances from the Cineworld Leisure Park.

Accessibility by Bicycle



- The Cineworld Leisure Park is accessible by bicycle with a number of shared footway and cycleways in the local area which includes along Old Potts Way, Bage Way and Pritchards Way.
- Parking is provided for up to 20 bicycles at the Park.
- Map illustrates the extent of the 5km and 8km cycle distances from the Cineworld Leisure Park.

Traffic and Parking

There is parking for 458 cars including 18 spaces reserved for Blue Badge Holders with access taken from Old Potts Way. Surveys within the car park suggest that it operates well within capacity with peak occupancy levels typically occurring during the evening weekday period.

The potential demand associated with the proposed restaurant demonstrates that the proposals would not affect the availability of parking under normal trading conditions.

A capacity assessment has been conducted which demonstrates that the proposals would not impact on traffic conditions in their own right, with existing access continuing to operate within capacity with no queuing effects for movements into / out of the Park.

“Shropshire Council as Highways Authority raises no objection to the granting of planning consent.”



Thank you. Any questions?

