

**BRIDGNORTH TOWN COUNCIL
TOWN COUNCIL MEETING**

20th DECEMBER 2022

AP/2022
12TH DECEMBER 2022
REPORT TO TOWN COUNCILLORS
AGENDA ITEM 12 – CHARTWELL BUSINESS PARK

AIM

1. To brief all Councillors on a meeting that took place on Monday 12th December 2022, with BECG, a communications company acting on behalf of McDonald's.
2. The company are looking to submit a planning application in early January and have provided us with some preliminary information before the application is submitted.

BACKGROUND

3. It is proposed that the restaurant will be a drive through with capacity for 11-15 cars at a time and a maximum of 200 cars an hour.
4. The indoors seating capacity will be 100 covers, with additional outdoor seating.
5. There would be 42 car parking spaces.
6. McDonald's are considering that this branch will operate 24hours a day. However, if not, the opening hours would be 5am-12pm.
7. The land will be owned and leased by Chartwell Developments on a long lease of 15-20 years. The business itself is franchise, however there is not currently a franchisee on board.
8. The goal timeline would be to commence building work in the summer of 2023, once planning permission has been granted. Trading would then commence 6-9 months later.

LOCATION

9. The McDonald's would be located on Chartwell Business Park in Bridgnorth.
10. It will be on the right hand side after the turning off the A458 Stourbridge Road opposite the existing shell garage
11. McDonald's have specifically chosen an out of town location as they believe this would be most appropriate for Bridgnorth.

TRAFFIC

12. McDonald's have had discussions with Shropshire Highways around the access to the branch, one proposal to come from this is the addition of a traffic light controlled pedestrian crossing on the A458 to improve safety.
13. The company stated that on average, 86% of car journeys to McDonald's are as an additional stop and not as the sole purpose. More specific data for Bridgnorth will be calculated.
14. Deliveries will be available within a 2-2.5 mile radius via Just Eat and Uber Eats.

ECONOMIC

15. The branch will provide approximately 120 jobs, with a full time equivalent of 65-75.

16. The company will provide training and progression opportunities to employees, including degree and college level apprenticeships in hospitality, marketing, and management.
17. In 2017, McDonald's contributed £6.29m to Shropshire's economy.

ENVIRONMENTAL

18. All McDonald's restaurants are now powered with 100% renewable energy.
19. There would be cycle racks and electric car charging points in the car park.
20. There would also be recycling bins and staff will aim to undertake at least 3 litter picks per day onsite and in the surrounding area.

COMMUNITY & HEALTH

21. Evidenced at other branches, McDonald's supports various sport and community groups.
22. Over the past 8 years, they have been committed to reducing the levels of fat, sugar, and salt in their menu.
23. They are looking to introduce mental health advisors at all their branches.
24. External works will be completed by local tradesman; however any internal works and building will be done using modular units from a central site.
25. All ingredients will be from a central dispatching unit to maintain standards. However, where possible, these will be sourced in the UK.

POTENTIAL ISSUES

26. The company are aware that a new restaurant in Bridgnorth could increase litter in the local area and not just in the immediate surroundings. It was suggested that investment could be put into additional bins for the town or funding for community groups such as Bridgnorth litter pickers.
27. Although addressed earlier in the presentation, there were still health concerns due to the existing reputation of McDonald's. One idea was to consult with local primary school, St Mary's Bluecoat to assist with education around nutrition and health.
28. Concerns were raised over potential queues onto the Stourbridge road and incidents at the entrance to both the McDonald's and petrol station as well as the close proximity to an existing bus stop. The drive through is at the back of the building to try and avoid queuing onto the road and a suggestion to mitigate the risk of incident at the entrance would be to consider adding in a small roundabout, forcing cars to slow down.

FURTHER DISCUSSIONS

29. A meeting has been organised with the Bridgnorth Councillors representing Morfe Ward and all Shropshire Councillors representing Bridgnorth for further discussion.
30. Another meeting has been organised with a representative from Shropshire Highways to discuss the potential road and traffic issues.

Amee Plimmer
Business Administrator