
Planning Statement

August 2016

Proposed KFC Drive-Thru Restaurant
Larchwood Avenue, Bedhampton

Planning Statement

Proposed KFC Drive-Thru Restaurant



Contents

1.	Introduction	2
2.	Site & Surroundings	4
3.	Planning Policy Context	8
4.	Development Proposal	14
5.	Sequential Site Assessment	18
6.	Planning Considerations	25
7.	Conclusion	37
Appendices		38
	Appendix A Site Location Plan	39
	Appendix B HBC Pre-application Response	40
	Appendix C KFC Good Neighbourhood Guide	41
	Appendix D KFC Litter Policy	42

1. Introduction

1.1. Purpose of this Statement

- 1.1.1. This Planning Statement has been prepared in support of a full planning application for the development of an A3 / A5 Restaurant with drive-thru facility, submitted on behalf of Kentucky Fried Chicken (Great Britain) Limited (or KFC). The application also seeks consent to display advertisements associated with the proposed development.
- 1.1.2. This Statement describes the application, includes background information on the site and its context, and reviews national and local planning policy. It provides a detailed description of the proposed development. In light of this detail, it goes on to identify and consider the main planning considerations and evaluate the acceptability of the proposals against the identified planning policy context.
- 1.1.3. KFC's requirement in Bedhampton is for a new, purpose built 'drive-thru' restaurant of approximately 250 sq m (gross internal floor area) with a drive-thru lane and ancillary areas. The restaurant is integral with the drive-thru takeaway operation and cannot be disaggregated.
- 1.1.4. KFC has identified a brownfield site at Larchwood Avenue, near Bedhampton as the preferred location to build and deliver this restaurant. A Site Location Plan showing the extent of the planning application site is enclosed at **Appendix A**.
- 1.1.5. The statement should be read in conjunction with other documents submitted in support of the application. These are as follows:
- Scheme Drawings
 - Design and Access Statement (prepared by @Architect UK LTD)
 - Transport Assessment (prepared by Peter Evans Partnership)
 - Measures Only Travel Plan (prepared by Peter Evans Partnership)
 - Preliminary Ecological Appraisal (prepared by Middlemarch Environmental)
 - Arboricultural Method Statement (prepared by Middlemarch Environmental)
 - Arboricultural Survey and Impact Assessment (prepared by Middlemarch Environmental)
 - Drainage Strategy Compendium (prepared by Stevenson Calam Associates)
 - Environmental Noise Assessment (prepared by Sharps Redmore)
 - Lighting Calculations (prepared by LITE Ideas Lighting Design)
 - Proposed Lighting Layout (prepared by LITE Ideas Lighting Design)
 - Mechanical Ventilation and Environmental Control Equipment (prepared by Ashworth UK)
 - Statement of Community Involvement (prepared by Beattie Group)
 - Site Investigation Report (prepared by Crossfield Consulting)
 - CIL Additional Information Forms
- 1.1.6. The contents of the application documents reflect pre-application discussions held with officers of Havant Borough Council.

1.2. The Applicant

- 1.2.1. KFC is one of the most well-known brands in the UK employing around 24,000 people in 850 restaurants across the country. KFC has been awarded the Top Employers UK 2016 certification, an award which recognises that the company has the highest standards and best employment practices. This statement includes a detailed overview of the company's policies regarding community and economic benefits and protecting the amenity of local residents.

1.3. Structure of this Report

- 1.3.1. This statement is structured as follows:
- Chapter 2 describes the site and surroundings;
 - Chapter 3 outlines the planning policy context pertinent to the site;
 - Chapter 4 describes the proposed development;
 - Chapter 5 provides the Sequential Site Assessment;
 - Chapter 6 addresses the other key issues raised during the pre-application discussions and the key material considerations relevant to the proposed development; and
 - Chapter 7 provides a summary and conclusion.

2. Site & Surroundings

2.1. Site Location

- 2.1.1. The application site is located within the area and ward of Bedhampton, within the administrative boundary of Havant Borough Council (HBC). It is bordered to the south by an ASDA Superstore and ancillary car parking, to the east by the access road connecting the ASDA superstore to the roundabout of Purbrook Way and Hulbert Road, to the west by Larchwood Road and the scrubland beyond, and to the north by a McDonalds drive-thru restaurant. The site is accessed from Larchwood Avenue which connects the site and the neighbouring McDonalds drive-thru restaurant to the main access to the ASDA superstore.
- 2.1.2. A site location plan is appended at **Appendix A**. This shows that the red line includes the extent of Larchwood Avenue (a private highway) required to link the development site to the public highway. The application site area (i.e. the red line area including Larchwood Avenue) measures 0.59ha.
- 2.1.3. Surrounding land use is dominated by commercial and employment uses including the McDonalds drive-thru restaurant, ASDA superstore and the Larchwood Business Centre. The nearest residential properties are located at Willowdene Road and Chestnut Avenue, approximately 100m east of the application site.

Insert 2.1 Aerial View of the Site (source: SketchMap, 2016)



2.2. Site Description

- 2.2.1. The site is brownfield (or 'previously developed') land having previously been hard-surfaced for use as a car park for the nearby employment sites to the north. However, the site most recently has been used as a motorcycle training facility. This use has ended and the site is now vacant.
- 2.2.2. The land slopes markedly down to the northeast corner of the site, with a fall of approximately 7 metres from the south-western to north-eastern boundaries. As such, the site comprises of two distinct levels. The upper area is accessed via an existing ramp and the two areas are separated by a 1 metre high retaining wall. There is also a 7 metre high retaining wall on the site's south western boundary. The site is currently made secure by a steel-mesh fence to prevent unauthorised access.
- 2.2.3. The photograph below shows the site in the context of the adjacent McDonald's restaurant and the Asda access road beyond it.

Insert 2.2: Photograph of the Site



- 2.2.4. Small areas of scrub are present along the northern boundary with larger areas of scrub and scattered trees on the east and west boundaries. A small area of scrub and scattered trees is also present at the site's centre. Linear groups of shelterbelt highways trees exist on the northern, eastern and western boundaries of the site, with the majority of trees growing on elevated sections of the site beyond the retaining wall. A detailed survey of the existing trees within the site, and their relative quality, is provided in the Pre-development Arboricultural Survey and Impact Assessment. A number of the existing trees on the site's eastern boundary are protected by a group Tree Preservation Order (TPO).
- 2.2.5. The site is not subject to any statutory designations. It is not located within a Conservation Area and there are no protected heritage assets within, or adjacent, to the application site.

- 2.2.6. As shown on the Environment Agency flood maps, the site is not located in an area of flood risk. Site investigations carried out indicate that the ground conditions on the site comprise a thickness of Made Ground, with no groundwater encountered. There is no significant contamination in the ground, however low concentrations of asbestos containing materials were found and therefore precautions to mitigation potential risks to human health will be required (i.e. a 500mm thick topsoil / subsoil layer in soft landscaping areas and mitigation measures during construction).

2.3. Accessibility

- 2.3.1. The Transport Assessment provides a detailed appraisal of the transport and accessibility context of the site. In summary, the site benefits from excellent accessibility, both to the regional road network (including the A3(M) and to a range of services and facilities. The Purbrook Way / Hulbert Road roundabout is currently being improved with works to be completed in Summer 2016.
- 2.3.2. The site is also served by existing footways and cycle facilities, which as part of the proposed Purbrook Way / Hulbert Road roundabout improvements, are to be upgraded. This allows safe access for pedestrians between the site and other existing uses, notably to ASDA to the south and to Purbrook Way and Hulbert Road to the north.
- 2.3.3. The site is well served by public transport as bus stops are provided on Purbrook Way in both directions (180m north of the site) and also a bus stop is located at ASDA (130m south of the site). There are frequent services to these bus stops, providing onward access to Havant, Bedhampton and the local area.

2.4. Planning History

- 2.4.1. There is no recent, or relevant, planning history relating to the application site itself which is material to this application.
- 2.4.2. However, it is acknowledged that HBC granted planning permission on the site immediately north of the proposals site for a McDonald's Restaurant, with drive-thru facility in 2012 (APP/11/00993). This permission allowed the development of a 419 sqm single storey freestanding restaurant, accessed from the Larchwood Avenue roundabout, south of the ASDA petrol station. This is now open, as per the approved opening hours (06:00 to 23:00, 7 days a week). Various other technical and environmental issues were considered in determining this application (as set out in the Officer's Report to Planning Committee), but in terms of the principle of development, it was considered that the proposed use (A3/A5) would be an acceptable operation in such a locality.
- 2.4.3. A sequential test was submitted with the McDonald's application, which was considered compliant with the requirements of national planning policy (then PPS4) and therefore the Council accepted that, at the time of determination, there were no sequentially preferable sites available to accommodate the development in Waterlooville Town Centre, Havant Town Centre or Leigh Park District Centre.
- 2.4.4. Furthermore, the Officer's Report acknowledged that the adjacent neighbouring properties are of sufficient distance away from the site (closest being 60m) that, subject to the various safeguards, the proposed use would be an appropriate use for what is already a commercial site with some light industry.

Planning Statement

Proposed KFC Drive-Thru Restaurant



The design of the McDonalds building was considered by the Council as acceptable for its locality and would make an appropriate contribution to the character of the mixed use area.

3. Planning Policy Context

3.1. Introduction

3.1.1. This section sets out the relevant policy context and covers both national planning policy and the policies of the development plan. The statutory Development Plan for HBC comprises of:

- Havant Borough Local Plan (Core Strategy) (adopted in 2011)
- Havant Borough Local Plan (Allocations) (adopted in 2014)
- Community Infrastructure Levy Charging Schedule (adopted 2013)

3.1.2. This chapter also considers the national planning policy context.

3.2. National Planning Policy Framework (NPPF) (Adopted 2012)

3.2.1. The NPPF was published in March 2012 and sets out the Government's planning policies for England and is a material consideration in planning decisions. At the heart of the NPPF is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking. This means that LPAs should approve development proposals that accord with the development plan without delay or, where the development plan is absent, silent or relevant policies are out-of-date, grant permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits when assessed against the policies in NPPF or where specific policies in the NPPF indicate that development should be restricted.

3.2.2. The NPPF asserts that planning should not act as an impediment to sustainable growth and states that '*significant weight should be placed on the need to support and encourage economic growth through the planning system*'.

3.2.3. The NPPF, at paragraph 24, requires LPAs to apply a sequential test to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up-to-date development plan. It goes on to state that they should require applications for main town centre uses¹ to be located in town centres, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. When considering edge of centre and out of centre sites, it states that preference should be given to accessible sites that are well connected to the town centre. The proposed development does not trigger the threshold of 2,500 sqm set out in paragraph 26 whereby applications would be required to carry out an Impact Assessment.

3.2.4. Planning Policy Guidance (PPG) provides guidance on how the sequential test should be considered, stating that it aims to guide main town centre uses towards town centre locations first, then if no town centre locations are available to edge of centre locations, and if neither town centre locations nor edge of centre locations are available, to out of town centre locations, with preference for accessible sites which are well connected to the town centre. Paragraph 010 (reference ID 2b-010-20140306) describes that this

¹ The NPPF glossary defines main town centre uses, and includes recreation uses such as restaurants and drive through restaurants.

means for decision taking, *'the application of the test should be proportionate and appropriate for the given proposal'*. NPPG provides a checklist for the compliance of a proposal with the sequential test.

- 3.2.5. In terms of sustainable transport, the NPPF states that all developments that generate a significant amount of movement should be supported by a Transport Statement or Transport Assessment. Decisions should take account of whether a) the opportunities of sustainable transport modes have been taken up; b) safe and suitable access to the site can be achieved for all people; and c) improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. It states that *'development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe'* (paragraph 32). Paragraph 34 goes on to state that decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised (paragraph 34).
- 3.2.6. The NPPF also provides guidance on good design, paragraph 57 states that *'it is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider development schemes'*. Paragraph 67 refers specifically to the control over outdoor advertisements and for it to be efficient, effective and simple in concept and operation. It states that *'only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control on in the interests of amenity and public safety, taking into account of cumulative impacts'*.
- 3.2.7. Paragraph 111 states that planning decisions should encourage the effective use of land by re-using land that has been previously developed (brownfield land), provided that it is not of high environmental value. It requires at paragraph 121 that decisions will need to ensure that ground conditions and land instability, contamination risks and site investigation information are considered.

3.3. Havant Borough Local Plan (Core Strategy) (Adopted March 2011)

- 3.3.1. Fundamentally, the Local Plan Core Strategy seeks to accommodate sustainable growth and therefore the provision of job opportunities is at the heart of the economic strategy and of the plan for HBC to 2026 and beyond. As set out in paragraph 1.05, the Local Plan Core Strategy allocates a series of strategic sites as well as identifying the required physical and social infrastructure. Policies included in the Local Plan Core Strategy are both strategic in nature but also relate to development management. The borough is made up of five distinct areas. The site lies within the 'Havant' area. The area profile for Havant on page 9 of the Local Plan Core Strategy recognises that some areas of Havant would benefit from small scale regeneration of redundant brownfield sites.
- 3.3.2. The Local Plan Core Strategy sets out a clear vision for Havant Borough up until 2026. Central to this vision is the need to promote a cleaner, safer and prosperous place for people to live work and visit. The vision recognises the need to develop a dynamic economy as well as making Havant an attractive place to live in and visit. Seven priority areas are identified for achieving the vision. Of note, is Priority 2 which recognises the need to promote the local economy and the importance of protecting and enhancing the vitality and viability of designated centres. Priority 3 centres upon ensuring that any regeneration of

existing brownfield sites should seek to maximise its economic, social and environmental impacts. Priority 6 recognises the importance of good quality design.

- 3.3.3. Policy CS3 of the Local Plan Core Strategy refers to Skills and Employability and states that planning permission will be granted for development proposals that will raise skill levels and increase employability, tackle skill shortages, promote skills provision and address barriers to employment for economically inactive people. Paragraph 3.28 of the Local Plan recognises that there are intense pockets of skills deprivation within the borough and that over 40% of the working age population of Leigh Park do not have any qualifications.
- 3.3.4. Policy CS4 relates to town, district and local centres. This policy defines a hierarchy of centres and identifies the challenges each centre faces. The application site lies outside of any designated centre, and therefore is defined as 'out of centre' as per the Local Plan and the NPPF. Paragraph 3.39 of the Local Plan Core Strategy requires that proposals for new town centre uses outside of designated centres will need to include to demonstrate in a robust and transparent manner the application of the sequential approach to site selection (and other relevant tests).
- 3.3.5. Regeneration is a key priority of the Local Plan and Policies CS6 and CS18 identify a series of both broader areas (including Leigh Park) and specific allocations which are to be the focus of regeneration. Policy CS6 states that recognises that *'planning permission will be granted for development which positively contributes by type of use and design and by its comprehensive approach to the social, economic and / or physical regeneration of the whole borough'*.
- 3.3.6. Policy CS7 states that planning permission will be granted for development that has, amongst other community support and inclusion criteria (not relevant to this proposal), been informed and shaped by community and local stakeholder involvement in accordance with the Statement of Community Involvement.
- 3.3.7. Policy CS17, 'Concentration and Distribution of Development within Urban Areas' encourages the efficient use of land by i) concentrating new development (including retail and leisure uses) within the 5 urban areas, which includes Havant (and the application site); ii) prioritising development on previously developed land and iii) distributing housing and employment development in the five areas.
- 3.3.8. Policy CS20 relates specifically to transport access. The Policy allows development that does not increase congestion, promotes the use of the existing network, improves accessibility, and maintains and enhances existing transport facilities.
- 3.3.9. As well its strategic policies, the Local Plan provides a series of development management policies. Of particular significance is Policy DM5 which seeks to control the balance of A3, A4 and A5 uses by setting seven criteria. It states that:

'Planning permission will only be granted for the construction of new entertainment and hot food uses falling within Use Classes A3, A4, A5 and D2 of the Use Classes Order 1987 (as amended) or the change of use of existing premises to a Class A3, A4, A5 or D2 use where it can be demonstrated that all of the following criteria are met:

- *Measures are incorporated, where a proposal includes the preparation of hot food, to mitigate the effect on nearby properties*
- *The measures proposed in respect of criterion 1 are such that the installation does not materially detract from the appearance of the building itself and the wider locality.*
- *The measures proposed in respect of criterion 1 are suitable for the range and nature of hot food to be prepared on the premises.*
- *The development includes adequate provision for the disposal, storage and collection of refuse, including litter bins for use by customers.*
- *The development would not result in indiscriminate customer parking and/or traffic movement that would be likely to create hazards for traffic or pedestrians.*
- *The development would not cause unacceptable disturbance to the occupiers of nearby residential property at times when activity in the immediate vicinity would otherwise be at a relatively quiet level*
- *In the case of changes of use, any marketing requirements are met'*

3.3.10. These criteria focus on ensuring that measures are taken to mitigate the amenity harm of the proposals, make adequate provision for disposal, storage and collection of waste and do not result in hazardous parking or traffic movement. Significantly, the policy's supporting text recognises the potential use of conditions.

3.3.11. A number of policies exist which relate to specific aspects of proposed development are acknowledged but not repeated in detail in this Statement. They are:

- Policy CS8 recognises that proposals that enhance community safety and encompass design principles that reduce crime will be supported;
- Policy CS11 seeks to protect and enhance the environment and heritage (including statutory and non-statutory designated landscape, habitats and features of biological, hydrological or geological interest, or heritage assets);
- Policy CS13 supports proposals that incorporate and protect green infrastructure;
- Policy CS14 highlights the importance of new development incorporating measures that facilitate the efficient use of resources;
- Policy CS16 focuses on promoting high quality design for new development that is integrated into the existing landscape, reflects local context, is well connected and is sensitive to the amenity of neighbouring uses;
- Policy DM3 seeks to protect existing employment and tourism sites;
- Policy DM8 recognises that development should be sensitive to natural features and that trees should be protected, where possible, as part of new development;
- Policy DM11 seeks to make provision for non-motorised travel to and from the site;
- Policy DM12 recognises the need for a transport statement for many forms of new development and the possibility of using Section 106 money for mitigation; and
- DM14 only permits development that makes appropriate car and cycle parking.

3.4. Havant Borough Local Plan (Allocations) (Adopted July 2014)

- 3.4.1. The Local Plan (Allocations) document contains a series of allocations as well as further development management policies. An extract of the Proposals Map is repeated below.

Insert 3.1: Proposals Map Extract



- 3.4.2. The Local Plan Proposals Map confirms that the site is not allocated for any specific land use, but is located within the urban area boundary of Havant and Bedhampton, the pink line (as referred to in Policy CS17, Concentration and Distribution of Development within the Urban Areas). The blue dotted line to the east of the site reflects the Regeneration Area under Policy CS6.
- 3.4.3. The Local Plan Allocations document provides additional strategic policies to complement those of the Core Strategy. This includes Policy AL1, which reflects the presumption in favour of Sustainable Development which is contained in the NPPF. This means that, as stated in the policy, [the Council] *'will always work proactively with applicants to find solutions which mean that proposals can be approved whether possible, and to secure development that improves the economic, social and environmental conditions in the area'*.
- 3.4.4. The Local Plan Allocations document also provides additional development management policies, including Policy DM18 which enquires that project levels of air, noise, vibration, light, water or other pollution do not have significant negative affect on the amenity of future occupiers or uses of the proposed development. No other policies are relevant to this application.

Planning Statement

Proposed KFC Drive-Thru Restaurant



3.5. Community Infrastructure Levy Charging Schedule (Adopted 2013)

- 3.5.1. As agreed during pre-application discussions with HBC, A3/A5 uses constitute an 'other type of development' which would have a nil CIL rate. However, the Additional CIL information form is enclosed with this application

4. Development Proposal

4.1. Preface

- 4.1.1. This section of the report describes the development proposal, the intended use and summarises the pre-application consultation undertaken with the HBC and others.

4.2. Description of Development

- 4.2.1. The application seeks planning permission for the erection of a self contained, single storey building measuring 331 sqm (gross external area) for use within Use Classes A3 and A5². 249 sqm of internal floorspace is proposed. The proposed development also includes a series of wider physical works to accommodate the building which includes car parking, service yard (measuring 51sqm) enabling engineering works and hard and soft landscaping.

- 4.2.2. The description of the proposed development is:

'The erection of a drive-thru restaurant (Use Class A3/A5) with associated advertisements, car parking, access, servicing, landscaping, engineering works and ancillary works'

4.3. Design

- 4.3.1. The applicant, KFC, has developed a new design concept for its restaurant. As shown on the enclosed drawings, the new elevations provide a significant change to the appearance of the building. The new elevations comprise a mixture of timber and stone effect cladding panels, glazing and Kingspan panels.
- 4.3.2. The proposed layout of the development and the orientation of the building has been designed to address the challenging existing levels on the site and to retain (and not to undermine) the existing retaining walls. Two level plateaus will be created, with the building itself located on the upper plateau and car parking on the lower plateau. Careful consideration has been given to ensure that the levels on the site promote equal access for all customers using the site. As such, the proposed layout allows for disabled access for customers travelling to the site from the surrounding footway network via a ramped access adjacent to the building entrance. Also, a direct and level access route is provided from the disabled parking bays to the building entrance.
- 4.3.3. The design of the development seeks to maximise the use of the site to accommodate the requirements of both KFC and its customers.

4.4. Opening Hours

- 4.4.1. The proposed opening hours of the restaurant unit (with drive-thru facility) are between 06:00 and 23:00 Monday to Sunday.

² Please note that the proposed floorspace has been listed as 'Other' on the planning application form to reflect the flexible use (Classes A3 and A5) sought for the building.

Planning Statement

Proposed KFC Drive-Thru Restaurant



4.5. Drainage

- 4.5.1. The Drainage Strategy prepared by Stevenson Calam Associates concludes that foul and surface water drainage can suitably via connections to the existing foul drainage sewage system at Larchwood Avenue.

4.6. Access and Parking

- 4.6.1. Vehicular access to the development will be via the existing mini roundabout junction to the north east of the site. The drive-thru facility is proposed to start on the southern side of the restaurant and continue clockwise around to the western side of the restaurant, where a separate egress on to Larchwood Avenue is proposed. For customers not using the drive-thru facility, egress would be taken via the shared mini roundabout.
- 4.6.2. In addition to the existing footways and crossings already in place in the local area, the proposal makes provision for a footway and steps crossing onto the ASDA access road to the east into the site, where a zebra crossing would be provided across the internal road adjacent to the mini roundabout. This arrangement is shown in detail on plan reference B126/14-0062 which accompanies this planning application.
- 4.6.3. Pedestrian access into the site will be via Larchwood Avenue with a ramp and steps provided adjacent to the building entrance to the north of the site. A ramp is also proposed from the southern car park along the eastern side of the building providing a route from the proposed disabled parking bays to the restaurant entrance.
- 4.6.4. A total of 24 car parking spaces are proposed, including two disabled parking bays. In addition, two grill bays are proposed adjacent to the entrance of the site for drive-thru customers to wait for large orders.
- 4.6.5. The proposed layout also allows for cycle parking and a servicing area.

4.7. Landscaping

- 4.7.1. The proposals include a sensitive and appropriate landscaping scheme (plan reference G215/14-0062) which includes hard landscaping (paved areas, road finishes etc) and soft landscaping (turfing and small scrub planting). Where possible, native species will be used.
- 4.7.2. The proximity of existing trees and their root protection areas, including those subject to a Tree Protection Order (TPO), has been considered as part of the design process. Because of the position of these trees beyond the existing retaining walls on the elevated section of ground, all significant existing trees can and will be retained on the sites boundaries. These trees will therefore continue to provide good visual separation between the development and adjacent neighbouring commercial businesses.
- 4.7.3. The proposed development will require the removal of three smaller areas of shrub / scrub vegetation within the site were trees have self-set between sections of degrading hard surfacing. As concluded by the Arboricultural Impact Survey and Impact Assessment which accompanies this application, this scrub has low / no value. The Arboricultural Impact Survey and Impact Assessment makes a series of recommendations to ensure that the construction of the development minimises any risk of adverse impact upon trees that are to be retained.

4.8. Advertisements

- 4.8.1. Permission is also sought for a range of advertisements including direction signs, a height barrier, a pole sign and fascia signs. Plan reference B121/14-0062/H indicates the proposed location and type of signs proposed. This includes fascia signage fixed to the building itself and an 8m high totem sign positioned at the entrance to the site (to the south of the shared roundabout access).

4.9. Extraction Equipment

- 4.9.1. The Mechanical Ventilation and Environmental Control Equipment document prepared by Ashworth, and submitted with this application, contains the details of the extraction equipment to demonstrate how the impact of the operation of the new restaurant has been minimised.

4.10. Employment Opportunities

- 4.10.1. The proposed A3 / A5 restaurant and take away will create a significant number of both full and part time employment opportunities.
- 4.10.2. All KFC stores have a structured restaurant management team which will be dependant on sales volume. It is predicted that the proposed new development will generate up to 50 jobs. Normal KFC practice is to have around 70% full time jobs with the remaining being 30% on a part time basis. Based on KFC's research, approximately 63% of staff will be recruited from within a two mile radius of the site.

4.11. Pre-Application Advice

- 4.11.1. A pre-application meeting was held with the a Planning Officer (David Eaves) and a Development Engineer – Highways Officer (Peter Marshall) on 12 April 2016. This followed a formal submission which was made to the Council on 3 March 2016. The discussion included consideration of the principle of development, potential access and traffic impacts and the supporting documentation required to support the application.
- 4.11.2. The Council's written response (reference GEN/16/00261) was received on 6 May 2016 and is attached within **Appendix B** for reference. This response stated that the key planning considerations would be the following:
- The principle of development (and the scope of the Sequential Assessment)
 - Transport / highways impacts
 - Impact of the character and appearance of the area
 - On site constraints
 - Effects on neighbour's residential amenities
 - Employment
 - Flood risk / drainage
 - Contamination / air quality
 - Developer contributions / S106 requirements
 - Public engagement

Planning Statement

Proposed KFC Drive-Thru Restaurant



- 4.11.3. The following chapters consider each of the above considerations and responds to the specific matters raised in the pre-application response.
- 4.11.4. The applicant has also considered the requirements of the Local Validation list in determining the level of information required to support the application.

4.12. Public Consultation

- 4.12.1. The pre-application response from the Council indicated that an application should include a Statement of Community Involvement setting out any public consultation carried out in relation to the development and how the form of the development has responded to any issues raised during this process.
- 4.12.2. KFC instructed Beattie Communication to undertake a programme of public engagement on its behalf. The Statement of Community Involvement which accompanies this application outlines the consultation and engagement process undertaken, and the feedback received to date.

5. Sequential Site Assessment

5.1. The Principle of Development and the Need for Sequential Test

- 5.1.1. The Council's pre-application response, as summarised out in Section 4 of this Report and attached within **Appendix B**, indicates that the proposed A3/A5 use falls within the NPPF's definition of a 'main Town Centre Use'. Furthermore, the site is located, in policy terms, in an 'out of centre location'. The NPPF promotes a 'town centre first approach', and that two key tests should be applied when planning for town centre uses, outside of centres, which are not in accordance with an up to date Local Plan: the Sequential Test and the Impact Test.
- 5.1.2. As confirmed in the pre-application response from the Council, the proposed amount of floorspace will not meet the application floorspace threshold and therefore an Impact Test is not required to be undertaken. However, there is a need, as part of this application, to demonstrate that the Sequential Test can be satisfied.
- 5.1.3. The purpose of the Sequential Test is to identify whether there are preferable sites for development within town centre and edge of centre locations. NPPG sets out guidance on how a sequential test should be undertaken. Importantly, for a site to 'fail' a Sequential Test, an alternative available, suitable and viable site must be found in a more policy preferable location (i.e. within or on the edge of a town centre). There is no need to include suitable, available and viable site in out of town locations as part of the assessment.
- 5.1.4. Notwithstanding the application site's policy designation as being 'out of centre', it is emphasised that it is otherwise located in a very accessible site (including public transport links) that is well connected to designated local / town centres and local neighbourhoods.
- 5.1.5. NPPG provides a checklist (paragraph 010; reference IDL 2b-010-20140306) for the compliance of a proposal with the sequential test, and each consideration is addressed below. The application of this test, for the purpose of this application, given the relatively modest amount of floorspace proposed and as expected by the NPPF, is considered to be proportionate and appropriate for the given proposal. It should also be noted that the NPPG recognises that promoting new development on town centre location can be more expensive and complicated than building elsewhere, and therefore LPA's need to be realistic and flexible in terms of their expectations (paragraph 012, reference IDL 2b-012-20140306).

5.2. Flexible Approach

- 5.2.1. The first consideration that NPPG states in its checklist that should be taken into account is:

'With due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. Any associated reasoning should be set out clearly.'

- 5.2.2. The Council's Pre-application Response identifies Havant and Waterlooville Town Centres and the Leigh Park District Centre as appropriate centres to be considered in a Sequential Test and therefore the scope

of the site search has been limited to possible sequentially preferable sites within, or on the edge of, these designated centres. The Council has also identified a number of mixed-use allocations, allocated in policies HB3, LP3 and WA2 of the Local Plan (Allocations), which are considered as part of the assessment (section 5.3) below.

5.2.3. The second consideration that NPPG states in its checklist that should be taken into account is:

'Is there scope for flexibility in format and / or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal'.

5.2.4. The NPPG also accepts that the use of the sequential test should recognise that certain main town centre uses have particular market and locational requirements which mean that they may only be accommodated in specific locations, if this is the case robust justification must be provided and land ownership is not considered to provide such a justification.

5.2.5. Unlike a conventional restaurant, a drive-thru restaurant, by definition, requires vehicular access and circulation around the building. The site and operator requirements are therefore specific and therefore, as anticipated in NPPG, has particular market and locational requirements which must be met when considering new sites. A new KFC restaurant with drive-thru facility must:

- enable easy access for vehicles, cyclists and pedestrians,
- be well connected to the local road network,
- be visible from the street,
- have a good local catchment population,
- provide enough space for vehicle circulation, drive-thru lane, customer parking and servicing vehicles, and
- be a minimum of 0.3ha in size.

5.2.6. Prior to the publication of the NPPF and NPPG, interpretation of the sequential assessment has been clarified in case law which has confirmed the requirements for flexibility and disaggregation.

5.2.7. The proposal is for a restaurant, which comprises a seating area for customers that want to eat at the store and a drive-thru facility for those that want to use the take-away, either eating in the car park, or on the move. The restaurant and the car parking elements are each a principle provision of a drive-thru restaurant and cannot be segregated.

5.2.8. In 2006, the Courts held that it is not for the applicant to reduce or segregate their proposal to be made to fit elsewhere:

'The question is whether the alternative town centre site, in this case the existing Lidl site, is suitable for the proposed development, not whether the proposed development can be altered or reduced so that it can be made to fit into the alternative site' [Lidl UK GmbH v Scottish Ministers (2006)]

5.2.9. It is therefore not for the applicant to adapt their proposal to fit a site, rather to consider other sites that are of a suitable size that fit the proposal.

5.2.10. In 2012, the Courts confirmed that directing applicants to smaller town centre sites is inappropriate. The suitability is directed at the developers proposal, not some alternative scheme:

'To refuse an out-of-centre planning consent on the grounds that an admittedly smaller site is available within the town may be to take an entirely inappropriate business decision on behalf of the developer' [Tesco Stores Ltd v Dundee City Council (2012)]

5.2.11. The Rushden Lakes SoS decision (APP/G2815/V/12/2190175) references the Dundee case. In agreeing with the Inspector, the Secretary of State confirms that the Dundee case established the principle that if a site is not suitable for the commercial requirements of the developer in question then it is not a suitable site for the purposes of the Sequential Assessment. Thus, it is for the proposed development to be considered (not an alternative development), when looking at alternative sequential site. The Inspector states:

'There is no suggestion here that the sequential test means to refer to anything other than the application proposal.'

5.2.12. Therefore, it is considered that disaggregation is not a requirement of the NPPF.

5.2.13. Whilst KFC is willing to apply some flexibility and recognise that it is required to be flexible in its approach to their operations when considering alternative sites (i.e. by making reasonable changes to development layout), a new typical shop (or in-line) / restaurant unit in Havant or Bedhampton Town Centre is ruled out as being acceptable given the reasoning above. There is already a KFC restaurant, with drive-thru facility in Havant Town Centre (2 Parkway).

5.2.14. Flexibility in the size of the restaurant proposed can be considered but intrinsic to this proposal is the restaurant and drive-thru facility, which provides an appropriate format of restaurant for the demand identified. One cannot be present without the other. As confirmed above, it is not the purpose of national policy to disaggregate at this level.

5.2.15. Indeed various appeal decisions (cited above) have supported the view that the scope for flexibility is extremely limited due to the nature of the business. KFC's flexibility can only extend to sites capable of accommodating the required minimum 0.3ha of development.

5.2.16. In summary, we have demonstrated that a flexible approach has been taken, and that the scale of the development is appropriate.

5.3. The Sequential Assessment

5.3.1. Policy requires that where sequentially preferable sites are available they should be considered for development. Alternatively, it should be demonstrated and sound reasoning given that such sites are not either suitable, not available or not viable.

- 5.3.2. This assessment process of alternative sites is set out below. In light of the locational requirements set out above, the following assumptions have been made when identifying and assessing potential preference of alternative sites against the three primary indicators:

Availability

- Only sites which are available or are likely to become available within a reasonable period of time (with specific reference to the potential for acquisition) will be considered as genuinely available.

Suitability

- The minimum site size requirement for the drive-thru model is approximately 0.3ha. On this basis, any sites below this threshold could be reasonably dismissed as unsuitable.
- Other factors that could make sites unsuitable could include unsatisfactory proximity to residential or other sensitive uses (i.e. directly adjacent), unsatisfactory access arrangements, landscape or heritage / conservation issues and flooding.
- Sites without direct or with restricted vehicular access (i.e. town centre locations can often be pedestrianised) are likely to be suitable and therefore dismissed.

Viability

- Viability is a consideration, and critical to this is particular market requirements and the extent to which the site would provide a genuine and viable trading location for KFC. The proposed new site location has been carefully considered by the applicant, KFC with regard to likely trading performance. This is assessed against location of existing stores, catchment population and the number of joint and linked trips available.

- 5.3.3. As noted above, there is already a KFC restaurant (with drive-thru) within Havant Town Centre. The relatively small size of the Town Centre means that it would not be economically viable to develop a second, similar store within, or on the edge of, Havant Town Centre. **Therefore, any sites located within, or on the edge of, Havant Town Centre are reasonably dismissed as unviable.**

- 5.3.4. The assessment below has considered the search area and provided a brief synopsis of the character of remaining identified centres (Waterlooville and Leigh Park) and their capacity to accommodate a restaurant with drive-thru facility, as well as those sites (or identified allocations) that could potentially accommodate the proposed development.

Waterlooville Town and Edge of Centre

- 5.3.5. Waterlooville Town Centre has a number of primary functions, namely comparison and convenience shopping, financial services and community facilities. It is located approx 2.5 miles north west of the application site. It includes the traditional shopping area and Wellington Retail Park. Policy CS6 of the Core Strategy identifies the town as an area in need of regeneration, and has allocated various town centre sites for mixed use development. These sites represent the extent of possible sites for redevelopment and therefore are considered below.

1. W56 – Former Curzon Rooms

- 5.3.6. This site measures only 0.24ha and therefore has been dismissed as being unsuitable.

2. W109 – ASDA / Clock Tower

- 5.3.7. This site comprises the existing ASDA store and surface car parking. The redevelopment of this site would require the relocation of the existing ASDA store and therefore the site is not available, nor would it be viable for the applicant, KFC, to re-provide the supermarket on the new site. Furthermore, there is no evidence that either part of the site is currently on the market.

3. W110 – Wellington Way

- 5.3.8. This site comprises a 1960s single storey shopping precinct. There are proposals to demolish the existing buildings and redevelop the site to provide a mix of commercial space and high quality housing. Whilst preliminary enquiries have shown that two of the retail units are available for lease, no part of the site is currently being offered for sale and given the wider redevelopment proposals, there is no suggestion that the site (or part thereof) will become available in the near future.

- 5.3.9. The access to the site would only be possible of Hambledon Road to the west or the A3 to the north as the southern and eastern approach to the site is via pedestrian access. The Council's Waterloooville Urban Design Framework creates a strategic design vision for transforming Waterloooville, focussing on creating a permeable series of retail blocks. The vision makes no provision for a drive-thru unit, and it is considered that the proposed development would not make the best and most efficient use of a key town centre regeneration site. There is a clear aspiration from the Council and the landowner for high quality, high-density and mixed use development in this important town centre location and from a planning acceptability perspective, the use of a significant proportion of this site for a single storey restaurant with drive through facility is unlikely to be acceptable. For these reasons, the site is also not considered to be suitable.

- 5.3.10. There are a number of existing businesses on the site which would be required to relocate in order to accommodate the development, therefore generating significant costs associated with relocation and compensation and therefore, is not likely to be a viable and realistic development opportunity.

4. W135 – West of ASDA / Blue Star Site

- 5.3.11. This is a greenfield site considered suitable for a mixture of main town centre uses (including leisure) and residential units. It is required by Policy W135 that it provides appropriate integration between the Berewood Development to its west and the Town Centre. There is no evidence that this site is being marketed and therefore the site is not available for commercial development. It is noted that the site has been submitted as a potential site for housing development as part of the Council's Strategic Land Availability Assessment (SLAA) process.

5. BD54 – Land at BAE Systems Technology Park

- 5.3.12. This site lies outside of the defined Waterloooville Town Centre. However, as a result of the recent development of the Sainsbury's to the north of the Town Centre, it could be considered as a possible edge of centre site. The allocation refers to the redevelopment of vacant building and a large car park for 'economic development' uses on the site, including the potential for large scale leisure uses. Planning permission has recently been granted on the site for a Lidl, a McDonalds and other potential leisure and non/food retail uses. Notably, planning permission was granted for a restaurant / drive-thru on 9 October 2015 (application reference APP/15/00773), relating to the north western corner of the site. It is assumed reasonable that these permitted uses and occupiers will come forward as a first phase.

- 5.3.13. There is no evidence that the site (or further phase) is being offered for sale and there is no suggestion that it will become available in the near future. It is understood that the developer is revising the masterplan for the residual site area / further development phases and that the focus is on attracting retail uses to the site.
- 5.3.14. The suitability of the wider site for the proposed use has recently been considered through the determination of the McDonald's application. Should there be any remaining available land within the allocation (over 0.3ha in size), then it could comprise a suitable and viable option. However, due to the site not being available to KFC, this site is not a sequentially preferable site to the application site and therefore is discounted.
- 5.3.15. In summary, no site within Waterlooville identified in the Development Plan and described above are considered to be available, suitable (in the context of the other development envisaged within the respective allocations) and viable – and thus, sequentially preferable to the application site. As such, these sites should be discounted.

Leigh Park

- 5.3.16. Leigh Park District Centre is a purpose-built 1950s shopping precinct which serves the everyday shopping needs to the Leigh Park community. The Local Plan expects that development proposals within the centre should be outward looking on the main road and provide a stronger, more visible identity to the centre.

6. LP138 – Leigh Park Centre

- 5.3.17. This site is allocated for a mixture of uses including shops, community uses, offices and housing, providing an opportunity to regenerate and improve the district centre.
- 5.3.18. It is clear that there are no sites suitable or available for development within the district centre and that there are very few development sites available within the local centre that could assist with the growth of the centre. As a general comment, the design of most district centres is such that they have tightly drawn boundaries and were clearly intended to serve a defined residential catchment. Development opportunities for a stand alone drive-thru restaurant within these centres is therefore extremely limited.
- 5.3.19. The Leigh Park District Centre comprises a large number of small retail units, with a small number of large units, including Lidl, the Crown Bingo and Social Club site and car parking associated with the shopping centre (Stockheath Road). The Stockheath Road car park, and the car parks associated with Lidl and Crown Bingo could, subject to further detailed consideration, be deemed as suitable for the proposed development, however, the sites have been dismissed on the grounds that the sites are not available for full or partial redevelopment. The Lidl car park is privately owned and is in active use as part of the supermarket function of the wider site. Neither the Stockheath Road car park, nor the Crown Bingo site is currently on the market for sale or lease.
- 5.3.20. In addition, KFC has indicated that the proposed development in this centre would unlikely be a realistic viable proposition. This is because there would not be sufficient joint or linked trips to the centre from outside of the residential hinterland to support the drive-thru use.

5.3.21. In summary, there are no sequentially preferable sites suitable, available and liable within the Leigh Park District Centre.

5.4. Sequential Assessment Conclusions

5.4.1. As summarised in table 5.1 below it can be robustly demonstrated that there are no sequentially preferable sites available, suitable and viable to accommodate the proposed development in Waterloo or Havant Town Centres or Leigh Park District Centre. This is the same conclusion made by McDonalds in its sequential site assessment on its proposals on the adjacent site, which was accepted by HBC in 2012.

Table 5.1: Sequential Site Assessment Summary

Site Reference	Suitable?	Available?	Viable?
All Potential Havant sites	n/a	n/a	No
1. W56 – Former Curzon Rooms	No	n/a	n/a
2. W109 – ASDA / Clock Tower	No	No	No
3. W110 – Wellington Way	No	No	No
4. W135 – West of ASDA / Blue Star Site	Yes	No	n/a
5. BD54 – Land at BAE Systems Technology Park	Yes	No	Yes
6. LP138 – Leigh Park Centre	Yes	No	No

5.4.2. The proposed development therefore complies with Paragraphs 24 and 27 of the NPPF and associated guidance relating to the sequential test (including Local Plan Core Strategy Policy CS4). The application satisfies the sequential test, the principle of the proposed type of development is appropriate and therefore there is no justification for HBC to refuse this application on the grounds of principle of development.

6. Planning Considerations

6.1.1. The following section seeks to address the core planning considerations relating to the proposed development. Significantly, this section seeks to address the issues identified by Havant Borough Council during pre-application discussions.

6.2. Sustainable Development

6.2.1. As set out in Section 5, the principle of development of a drive-thru restaurant on this site is considered appropriate insofar as the sequential test is met. Additionally, the site's sustainable location and existing brownfield nature are also key considerations in determining the acceptability of the proposed re-use of the application site.

6.2.2. In terms of policy background, the site is located within the 'Urban Area' in the Local Plan Policies Map. The Local Plan recognises that some areas of the Havant Urban Area would benefit from small scale regeneration of redundant brownfield sites, such as the proposed application site.

6.2.3. The application site is currently vacant and unsightly. The proposals would result in the efficient re-use of this site, bringing it back into an appropriate use which would make a positive contribution to the townscape and appearance of the local environment, whilst delivering important economic and social benefits (as described below). The re-use of the currently vacant site is in accordance with Paragraph 111 of the NPPF which encourages the efficient use of land.

6.2.4. The development clearly complies with Local Plan Core Strategy Policy CS17 which encourages the efficient use of land by concentrating new development within the urban areas which the application site lies within and prioritising development on previously developed land.

6.2.5. Furthermore, the proposed development will contribute to the three dimensions of sustainable development. As described in Paragraph 9 of the NPPF, pursuing sustainable development involves seeking positive improvements to the quality of the built, natural and historic environment, as well as in people's quality of life (i.e. making it easier for jobs to be created). The proposed development will make such positive improvements. Therefore, as per the presumption in favour of sustainable development, and on the grounds that it is clear that the proposed development is sustainable³, the NPPF encourages such proposals to be approved without delay.

6.3. Economic and Employment Benefits

6.3.1. The pre-application feedback from the Council stated that *'the proposals would result in significant opportunities and this is a very positive aspect of the development'*, and asks that the anticipated level of employment associated with the development, KFC's employment policies and local job opportunities are provided in the application.

³ In general terms, and on the basis that the development proposals accord with the development plan.

- 6.3.2. In addition, paragraph 7 of the NPPF notes that the planning system is required to contribute to a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places at the right time to support growth. There is clearly a market demand for the proposed development and the application site has been identified by the applicant, KFC, as a suitable site to invest in and deliver growth.

Employment Opportunities

- 6.3.3. Once operational, the new restaurant will deliver around 45-50 new jobs at a site which, due to currently being undeveloped, is providing no job opportunities. All KFC stores have a structured restaurant management team which will be dependant on sales volume.
- 6.3.4. Normal KFC practice is to have around 70% full time jobs with the remaining being 30% on a part time basis. KFC offers flexible working patterns, increasing employment options for local people.
- 6.3.5. Based on KFC's research, approximately 63% of staff will be recruited from within a two mile radius of the site, and of that total experience suggests that 24% of existing employees live within 1 mile of the restaurant that they work in. KFC aim to match up to 25% of new jobs to local, employed young people.
- 6.3.6. As the Council acknowledge in its pre-application response, the development will provide suitable employment opportunities for local people. Leigh Park has significant issues in terms of lack of employment opportunities and social deprivation. Some 5.5% of economically active residents in Havant Borough Council are unemployed – higher than the South East average of 4.1% and the UK average of 5.1%. Furthermore the level of qualifications of Havant's population is lower than the regional and national average, as approximately 30% of the population of the local neighbourhood (based on the ONS 'Havant 018B' neighbourhood boundary) have no formal qualifications.
- 6.3.7. KFC has been named on of the UK's Top 25 Great Places to Work for the last five years and has been recognised as the Top Employers by Employers UK for the last three years. It also recognises that with around 65% of its restaurant recruits are young adults and it will be their first job. As such, it seeks to provide opportunities for those who want to pursue a career with KFC and the wider hospitality industry – as described below.

Training and Development

- 6.3.8. New employees will be supported by ongoing training and commit to an ongoing clear career paths for its employees. Within each business restaurant, a number of leadership roles will typically include 1 restaurant general manager and 1 assistant general manager and up to four team leaders and a beneath team. KFC aim to promote employment which will typically involve tradesman being contracted at either local, regional or national level to service particular areas. KFC has created an Advanced Apprentice scheme with City and Guides, which allows employees to work towards a qualification for all KFC's functional skills. This scheme allows participants to study maths and English as well as hospitality management. KFC also offers its team leaders the opportunity to train for an Advanced NVQ Apprenticeship in hospitality management and managers can study for a specially designed business management degree at De Montfort University. These opportunities provide valuable, new opportunities for unemployed and young people living in the local area, including Leigh Park.

Planning Statement

Proposed KFC Drive-Thru Restaurant



- 6.3.9. In addition, the KFC model is to generate provision of additional employment through maintenance contracts. This typically involves tradesmen being contracted at their a local regional or national level to service particular areas.

Wider Economic Benefits

- 6.3.10. The wider benefits associated with this application include reviewing business rates. KFC business rates on average will generate £77,000 per annum per restaurant. This contribution provides vital services throughout the local authority area.
- 6.3.11. There are also wider benefits within KFC's supply chain. KFC partners with a large number of businesses across the UK which supply goods and services, enabling each restaurant to operate.
- 6.3.12. Furthermore, each KFC restaurant contributes to the local economy through its footfall / customer base. This could have a positive effect on the number of linked trips (i.e. to McDonalds and / or ASDA supermarket and petrol filling station) and contribution will be across both the day and night economy.

Construction Impacts

- 6.3.13. The construction process and fit out requirements also generate and sustain direct employment opportunities both nationally and locally, within the construction sector. For each KFC restaurant, on average the construction will provide around 140 direct construction jobs that comprise of 90 on-site roles and 50 off-site positions.
- 6.3.14. Each direct construction job will contribute to economic output in the form of Gross Added Value (GVA). GVA provides a good indication of financial contribution the development of each restaurant makes towards the economy, measuring the value of goods and services produced within the construction centre. It is estimated that, on average, the construction of each KFC will generate up to £1.8m of expenditure in the local economy across a 10 week construction period.
- 6.3.15. There are further wider impacts in the construction supply chain, as the construction of each restaurant will support indirect employment opportunities throughout the supply chain. The delivery of one restaurant could generate 95 indirect employment positions. The supply chain will support economic activity across a variety of sectors, including distribution and transport, service sectors, manufacturing and energy and utilities.
- 6.3.16. In summary, it is evident that the proposed development will comply with Policy CS3 of the Local Plan Core Strategy as it would raise skill levels, increase employability, tackle skills shortages, promote skills provision and assist in addressing barriers to employment of local economically inactive people. Given the high levels of skills and employment deprivation in Leigh Park, this is a key material consideration in the determination of this application.

6.4. Social and Community Benefits

- 6.4.1. KFC's commitment to local communities have always proved to be positive contributions, both at a local and global scale. Through community engagement, KFC supports local communities by:

Planning Statement

Proposed KFC Drive-Thru Restaurant



- Creating meaningful careers and recognised training for local people (as outlined above)
- Contributing to the local community by seeking local partners to work with on the issues that matter to the community, from youth unemployment to litter management and by playing its part in regenerating local communities
- Running sites responsibly – through construction through to operation
- Taking responsibility on food and nutrition seriously
- Reducing environmental impacts

6.4.2. At existing nearby stores, KFC work hard towards minimising litter problems and to minimise this the company sends out litter patrols and works closely with the local authorities and national support groups to make a difference. The commitments continues with the business reducing packaging across many restaurants and committing to reducing this further.

6.4.3. For background information on the proposed restaurant's occupier, KFC's 'Good Neighbourhood Guide' is attached at **Appendix C**.

6.4.4. The proposed development complies with Policies CS6 and CS18 of the Local Plan Core Strategy in that it would positively contribute to the social, economic and physical regeneration of the local area and wider borough.

6.5. Local Feedback

6.5.1. Consultation has been undertaken with various stakeholders which is outlined in detail in the Statement of Community Involvement (SCI) which accompanies this application. This included the distribution of a flyer with a freepost feedback form to 3,027 households in proximity to the site and notifying over political and community stakeholders of the proposals. As stated in the SCI, of the 244 responses received, 48% of responses were in favour of the proposal, 50% were against the proposals and 2% were unsure. Key concerns raised by respondents related to the traffic, anti-social behaviour, health and litter. However, respondents also recognised the benefits of the proposals in relation to job creation, the use of an otherwise derelict site and reducing the need to travel to the Havant store.

6.5.2. The proposed development complies with Local Plan Core Strategy Policy CS7 which supports development that has been informed and shaped by community and local stakeholder involvement.

6.6. Health Impacts

6.6.1. KFC promote good health and nutrition by encouraging its customers to have a varied and healthy diet. Steps taken to promote healthier options include reducing salt content of a number of products and the removal of trans fats from cooking oil. To continue to positively respond to making products better, KFC commit to improving the nutritional profile of their food, both through their ongoing salt reduction programme and by switching to High Oleic Rape Seed Oil in cooking, as well as cutting saturated fats across the menu by up to 25%.

6.6.2. Furthermore, to ensure KFC help customers make the choices that are right for them, the company is committed to providing nutritional information that sets out clearly the product facts making it more understandable. KFC are proud to be part of the Public Health Responsibility Deal, partnering with the

government and other stakeholders to help make people responsible for food choices. KFC have pledged to roll out calorie information on all menu boards, as well as providing this information onto trailers and online resources. KFC ensure that the well being for each of their staff is a top priority, therefore they have introduced a healthy eating and nutritional programme for all restaurant employees.

6.7. Transport and Highways

- 6.7.1. Havant Borough Council's pre-application response identified the need for the application to be accompanied by a Transport Assessment and Travel Plan, as well as information about pedestrianised routes to and from the site (reflecting the requirements of Policy DM12 of the Local Plan (Core Strategy)). Central to this is ensuring that proposals incorporate measures that ensure range of travel options on the way to and inside the site in compliance with Policy CS20 of the Local Plan (Core Strategy).

Vehicular Access

- 6.7.2. The detailed new access arrangements are explained in the Transport Assessment prepared by Peter Evans Partnership and submitted with this Planning Application.
- 6.7.3. In summary, the vehicular access to the site will remain from the existing mini roundabout junction to the north east of the site. Swept path analysis has been undertaken for a range of vehicles demonstrating that the access to the drive-thru restaurant is suitable. For vehicles using the drive-thru facility, a separate egress on to Larchwood Avenue is proposed.

Pedestrian and Cycle Access

- 6.7.4. Policy CS20 of the Local recognises the importance of new development making appropriate provision for non-motorised travel and parking. The site is located within walking distance of residential areas, providing opportunities for staff and customers to walk, or cycle, to the site.
- 6.7.5. The development scheme makes provision for a footway and steps crossing onto the ASDA access road to the east into the site, where a zebra crossing would be provided across the internal road adjacent to the mini roundabout. Pedestrian access would also be via Larchwood Avenue with a ramp and steps provided adjacent to the new building. A ramp is also proposed from the southern car park along the eastern side of the building providing a route from the proposed disabled parking bays to the restaurant entrance.
- 6.7.6. The development maintains or improves the range of transport modes accessible to users and careful consideration has been given in the design of the site to ensure that the restaurant is accessible to all users, including those with disabilities. The application therefore complies with policy CS20 of the Local Plan.

Sustainable Travel

- 6.7.7. The site is accessible by a choice of means of transport, including walking, cycling, public transport and the car. A Measures Only Travel Plan accompanies this planning application. It sets out KFC's commitment to provide measures to encourage staff, and customers where possible, to travel to the

restaurant via alternative means of transport to the private car (i.e. the provision and promotion of cycling stands, car sharing, travel notice boards, customer information etc).

- 6.7.8. A number of policies, both in the Local Plan (Core Strategy) and Local Plan (Allocations) documents state that development should be provided in locations well served by a variety of modes of travel, including public transport. The proposed site meets this requirement as it is well served by regular bus services and is easily accessible by foot and by cycle. The proposals are compliant with Local Plan Core Strategy Policy CS20.
- 6.7.9. Based on the scale of the development, a full Travel Plan is not required. However, a Measures Only Travel Plan has been submitted. This will commit to the provision of travel information to staff, the provision of cycle parking and promoting sustainable travel to customers.

Parking

- 6.7.10. Policy DM14 of the Local Plan (Core Strategy) seeks to ensure that only development that makes appropriate car and cycle parking provision is permitted. As reiterated in the Council's pre-application application, a pub/restaurant use requires that 1 car parking space is required per 5sq of dining / bar area, with 5% of all car parking to be available for disabled use.
- 6.7.11. The proposals include the car parking for the restaurant will be provided to the north and east of the new building, with the drive-thru facility proposed to start on the southern side of the restaurant and continue clockwise around to the western side of the restaurant. A total of 24 car parking spaces, including 2 disabled bays, and a further 2 grill bays are included as part of the scheme. 15 of these are provided immediately to the east of the building, five immediately west of the site access and the remaining four (and the two grill bays) along the shared access road east of Larchwood Avenue.
- 6.7.12. As explained in the TA in detail, based on the Council's Parking SPD (January 2016), a minimum of 18 car parking spaces should be provided. The proposed level of car parking therefore complies with the Council's parking standards and meets the operational requirements of KFC.
- 6.7.13. Space is provided for motorcycle parking, whilst secure cycle parking for staff and customers is provided for four cycles in the form of four Sheffield stands. Whilst the number of cycles spaces proposed is less than that required in the Council's standards, this lower figure is based on the number of customers typically on site. Store management will review the situation and add additional Sheffield Stands if required.

Traffic Generation

- 6.7.14. Information on traffic generation is provided in the Transport Assessment. It concludes that the traffic generated by the proposed development would not have a material impact on the local and strategic road network with the majority of vehicles already on the road network in any event. The proposals would not impact on the existing road safety conditions on the local road network as a large amount of the vehicles would have already been on the exiting road network. It should be reiterated that the proposed customers arriving by car to the KFC would mainly be vehicle trips already travelling on the local road network, with many trips linking to nearby uses including ASDA. The proposals are considered compliance with

paragraph 32 of the NPPF which states that development should only be prevented on transport grounds where the impacts of development are severe.

Servicing

- 6.7.15. Servicing for the restaurant will take place from the car park adjacent to the drive-thru lane. An area of the car park would be cordoned off and retractable bollards would be removed along the drive-thru to allow service vehicles to enter the site. Tracking plans to show how the servicing of the site and access by emerging vehicles have been undertaken and demonstrate that the site layout can function safely.

6.8. Character, Appearance and Landscaping

- 6.8.1. The physical elements of the proposed building are illustrated on the application and have been discussed in greater detail in Section 4 of this Planning Statement and within the Design and Access Statement.
- 6.8.2. Care has been taken to ensure an optimum compact layout whilst providing a building that is both distinctive and inviting. The appearance of the proposed development is contemporary and informed by the function of the building.
- 6.8.3. The design includes timber effect cladding panels on both side elevations and the rear elevation. These panels will be provided in a number of complementary colours to ensure a pleasant appearance for the new building. In addition glazed windows are proposed on the front elevation and the side elevations with composite stone effect cladding at low level on the side elevations.
- 6.8.4. The application also seeks permission for the display of advertisements for the new restaurant. The proposed advertisements are part of KFC's established operational requirements for its restaurant designs. The relevant application plan provides all the requisite dimensions and images of the advertisements to allow the LPA to consider the proposals. In addition, the new restaurant will include a number of directional signs to assist customers visiting the restaurant and a height restrictor to ensure that only suitable vehicles can access the drive-thru lane.
- 6.8.5. Details of both the hard and soft landscaping have been submitted as part of this application. This includes areas of turf around the drive-thru lane (to reduce potential rodent nesting) and areas of shrubs along the frontage. The proposed landscaping scheme is considered to be compliant with the aims of Policy CS13 of the Local Plan which supports proposals that incorporate green infrastructure. The landscape scheme proposed reflects the finds of the ecology and arboricultural surveys undertaken (as outlined below)
- 6.8.6. Paragraph 58 of the NPPF refers to six design criteria. With these criteria in mind:
- The development will function well and add to the overall quality of the area. The design of the drive-thru restaurant has been optimised to provide the best combination of form, function and sustainability;

- The proposal will create a strong sense of place and will improve the existing streetscape to create an attractive and comfortable place to work and visit. The proposed new building will add to, rather than detract from, the local vernacular;
- The surrounding area does not have a predominate design style and therefore supports a mix of built form with a wide and diverse palate of materials. Drive-thru restaurants are indeed found in a wide variety of townscape settings and are a recognised part of the urban scene. The redevelopment of this site as proposed will add to the overall quality of the area;
- Site optimisation is a characteristic of KFC's development, presenting a well-balanced amount of design – the key considerations being building form, operational car parking and landscaping;
- The proposed development reflects a modern, commercial design approach, typical of modern restaurants and retailing, in an area of mixed character. It therefore responds to local character and history, while not preventing appropriate innovation; and
- The good architecture, with associated landscaping, is considered to result in what will be an attractive building, appropriate for its setting.

6.8.7. Therefore, it is evident that the design of the proposed drive-thru is appropriate to nearby uses and compliant with both Paragraph 58 of the NPPF and Policy CS16 of the Local Plan which seek to ensure high quality design for new development.

6.9. Sustainable Design

6.9.1. The proposed building will be built to modern and efficient standards in order to maximise energy efficiency (i.e. meeting high insulation standards, efficient natural ventilation systems, the use of maximum natural daylight, efficient boiler systems etc).

6.9.2. KFC is mindful of its environmental responsibilities and the construction and operation of their stores includes technology to reduce / minimise energy and water consumption. The proposed building will include:

- Reduced energy lighting and controls
- Heat recovery air conditioning plant
- Energy efficient fixtures and fittings and monitoring
- Dual flush cisterns and waterless urinals
- Increased insulation
- Environmentally friendly materials
- Used cooking oil taken off-site for treatment and turning into bio-fuel

6.9.3. The incorporation of such measures comply with the Policy CS14 of the Local Plan which highlights the importance of new development encompassing measures that facilitate the efficient use of resources.

6.10. Effects on Neighbour's Residential Amenity

6.10.1. The Council's pre-application recognises the importance of ensuring that development poses no harm to nearby amenity. The site is located in an area characterised by the neighbouring drive-thru unit, superstore and nearby employment uses. The nearest residential properties are approximately 100m east

of the site at Chestnut Avenue and Willowdene Close. These properties will be, visually, screened from the site by the existing dense strip of trees and the access road to the ASDA superstore.

- 6.10.2. Policy DM5 of the Local Plan focuses specifically on controlling A3, A4 and A5 uses, and in particular, the impact of such a use on amenity and disturbance to nearby properties. This section will address each relevant criteria of Policy DM5.

Criteria 1: Mitigation Measures

- 6.10.3. The Mechanical Ventilation and Environmental Control Equipment document, prepared by Ashworth, submitted with this application, contains the full and comprehensive details of the extraction equipment proposed as part of the development to demonstrate how the impact of the operation of the new restaurant will minimised.
- 6.10.4. In terms of noise generated from this fixed plant, all equipment is mounted and installed to minimise noise impacts and will be designed and controlled so as to not exceed the rating level of 35dB or, if greater, the typical background noise climate. A Noise Assessment has also been prepared by Sharps Redmore, which concludes that the noise from the fixed plant and extraction equipment will not adversely affect the amenity of nearby residents.
- 6.10.5. This equipment will also include odour control system which is designed to remove all cooking odours, ensuring that the restaurant will not create unacceptable fumes and odour which may be considered to have an effect on residential amenity.

Criteria 2: Appearance of installations

- 6.10.6. The proposed mechanical equipment will be housed in the rear yard and therefore is obscured from public view. All fan equipment, ductwork and filter housings will be mounted and installed so as to reduce any potential noise or odour impacts.

Criteria 3: Suitability of Mitigation Measures

- 6.10.7. The proposed measures outlined in the Mechanical Ventilation and Environmental Control Equipment document is suitable for the range and nature of hot food to be prepared on the premises. The specification of equipment reflects KFC's equipment and experience on its other sites.

Criteria 4: Disposal, storage and collection of refuse

- 6.10.8. The proposed development includes a designated bin store to the north of the building. There is often a perception that A3/A5 uses generate amenity issues in terms of litter creation. However, it ought to be reiterated that these are social (and not development issues). Notwithstanding this, KFC have recently performed well in recent annual survey backed by Keep Britain Tidy – particularly against other fast food chains (i.e. McDonalds, Greggs and Subway).
- 6.10.9. KFC will seek to overcome this social issue through encouraging customers to use designed bins and by carrying out regular site litter picking. Indeed, as outlined in their Litter Policy (which is appended for

reference at **Appendix D**), litter picks will be carried out in daylight hours and without compromising the safety of their teams. Additionally, 'quick pick litter picks' may also be carried out, at the discretion of the stores location and safety during the hours of darkness. Given that each store is individual in location, the scope and distance of the litter picks is agreed at store level. Litter picks occur every day and will be staggered throughout the day. Litter picks are recorded and monitored. KFC enjoy helping litter issues within the community by supporting Fixed Penalty Schemes, sponsoring litterbins, sharing litter picks with other businesses and supporting local initiatives.

Criteria 5: Parking and / or traffic movements

- 6.10.10. As explained above and in the Transport Assessment, it has been demonstrated the development would not result in indiscriminate customer parking or traffic movement that would likely create hazards for traffic or pedestrians.

Criteria 6: Disturbance when activity in the immediate vicinity would otherwise be at a relatively quiet level

- 6.10.11. As stated on the application forms, it is proposed that the restaurant's opening hours will be from Monday-Sunday from 06:00 to 23:00. This reflects the permitted opening hours for the adjacent McDonalds restaurant and drive thru facility. Furthermore the Asda is open 24-hours a day (aside from restricted weekend opening hours) and the petrol filling station is open from 6:00 to 23:00 every day. As such, the site is surrounded by existing commercial uses which are open throughout the day, up to 23:00 (or beyond at Asda) – and this is reflected in the background noise levels at the site.
- 6.10.12. Delivery dates and times will be known to the restaurant as they will be fixed to a certain time and day, typically outside busy periods. Servicing to KFC is typically undertaken outside of busy periods as staff are required to assist with the delivery. Servicing at quieter periods also reduces customer/service vehicle conflict. Servicing to a KFC takes place approximately two to three times per week. It is likely that an articulated vehicle would be used to service the KFC as this vehicle would have separate compartments for frozen/fresh/dry food reducing the number of deliveries required. Servicing for the restaurant would take place from a dedicated service bay to the north of the building.
- 6.10.13. As outlined in the Noise Assessment, the noise generated by the fixed plant, by the 'drive-thru' activity and the car parking will not adversely affect the amenity of near by residents both during the day and at night (when there are relatively quiet levels of noise). Noise from the 'drive-thru' and customer car parking activity would comply with WHO guidance values.
- 6.10.14. In summary, the scheme encompasses a series of measures which will protect the amenity of nearby properties without detracting from the appearance of the drive-thru building itself and therefore the proposed development complies with Policy DM5 of the Local Plan. As noted in paragraph 10.18 of the Local Plan (Core Strategy), the Council may wish to impose appropriate conditions to control the proposed hours of opening and the maximum noise level of the fixed plant to ensure that the amenity of local residents can be protected.

6.11. Ecological and Arboricultural Considerations

- 6.11.1. Middlemarch Environmental was instructed to undertake a Preliminary Ecological Appraisal and Arboricultural Survey and Impact Assessment, which accompany this planning application. The site is not located within or in close proximity to a statutory nature conservation site. The majority of the site comprises hardstanding, amenity grassland and scattered scrub which have low species diversity and can be easily replaced. Some mature and semi-mature trees are identified on the site which are considered to have intrinsic value. The survey notes that the adjacent linear areas of scrub and scattered trees could provide suitable foraging and commuting habitats for bats. The habitat currently on site may also provide suitable refuge and foraging habitat for hedgehog.
- 6.11.2. As such, the Preliminary Ecological Appraisal recommends that biodiversity enhancement measures are incorporated into the landscaping scheme and that the trees to be retained as part of the development should be protected during construction. It also recommends that the development should aim to limit the impact of light position on bats where possible and identifies various construction mitigation measures. The proposed landscaping plan and lighting plan responds to the recommendations made in respect to the proposed use of native planting and ensuring that the minimum amount of lighting is used on the south east and south west site boundaries adjacent to the existing vegetation which is most likely to be used by bats.
- 6.11.3. A 'Pre-Development Arboricultural Survey and Impact Assessment' has also been undertaken. This identified 13 trees of 'moderate quality and value' and 13 trees of 'low quality and value' within the planning application site. Some of the trees are protected by a Tree Preservation Order. The survey notes that a number of the trees around the periphery of the site are deemed to be significant landscape features and provide good visual separation from neighbouring properties and the local road networks. The proposed development will result in the removal of only three areas of shrub / scrub vegetation which is not considered to be detrimental to the overall character of the site. The existing trees on the site boundaries will therefore continue to provide good visual separation and screening of the site.
- 6.11.4. In addition to some sensitive pruning works to the crowns of trees within, and overhanging, the site is necessary to minimise the potential for branch damage during development. A series of standard tree-protection measures during construction are also recommended. These measures are set out in the Arboricultural Method Statement (AMS) which is submitted with this application.

6.12. Ground Conditions

- 6.12.1. The Council's Environmental Health Team were consulted as part of the Council's pre-application response. In relation to ground contamination, the Environmental Health Team recognised that the site was low risk and that there was therefore no requirement for a site investigation. Notwithstanding this, a Site Investigation Report for the site has been prepared and is submitted with this application for the Council's information.

6.13. Summary

- 6.13.1. This section of the Planning Statement and the studies that accompany the application show that the site can accommodate the proposed development and that the development triggers no unacceptable

Planning Statement

Proposed KFC Drive-Thru Restaurant



environmental or technical impacts. The site can be accessed appropriately by car, cycle and foot, and the Transport Assessment concludes that the development will trigger any adverse impacts on the local highway network. In this context, and further to the conclusions made in section 5 that the development satisfies the sequential test, it is evident that the proposed development of the site is environmentally and technically acceptable and feasible. Furthermore the proposed development complies with all relevant local and national planning policy.

7. Conclusion

- 7.1.1. This planning application seeks planning permission for the erection of a building with drive-thru facility, measuring 331 sqm (GIA) for use within Use Classes A3 and A5.
- 7.1.2. With regard to site analysis, the planning policy context, sequential site assessment and the discussion on the key material considerations, as set out in this statement, an overview of the following key issues can be made. It has been demonstrated in this Statement that there are no sequentially preferable sites for the proposed development within or on the edge of identified, local town and district centres – and therefore, in accordance with the guidance provided in NPPG, the sequential test is passed.
- 7.1.3. The proposed development:
- will result in the efficient re-use of a brownfield, vacant site and make a positive contribution to the townscape of visual appearance of the local environment;
 - accords with the principles of sustainable development as it delivers acceptable economic, social and environmental impacts and benefits;
 - is compliant with both national and local planning policy guidance;
 - will have a series of positive economic impacts, including the facilitation of private sector investment, economic growth and job creation. The development will provide 50 new jobs for the local community – which will both complement and enhance the employment characteristics and wider benefits of the area as a whole. Accordingly it is considered to conform with one of the key objectives of the NPPF which is to ‘*secure economic growth and creating jobs*’. These positive elements are important material considerations that are considered to weigh heavily in favour of the grant of planning permission.
 - will have a positive impact on local consumer choice and the range of catering outlets available in Bedhampton;
 - will ensure where appropriate equality of access and use for all sections of the community;
 - is acceptable in accessibility and highways terms – as the proposed access into the site is considered acceptable and pedestrian / cycle access into and within the site is to be improved. Furthermore, the site is located in a suitable location and has excellent access to non-car transport measures;
 - will meet the parking requirement arising from necessary car use;
 - will protect the amenity of the area; and
 - the proposed advertisements are efficient, effective and simple in concept and operation and will not trigger any adverse impacts in terms of amenity and public safety.
- 7.1.4. In light of the above, we conclude that the proposed development is in accordance with national planning policy and the adopted development plan, and all other material considerations, and we respectfully request that planning permission is granted.

Planning Statement

Proposed KFC Drive-Thru Restaurant



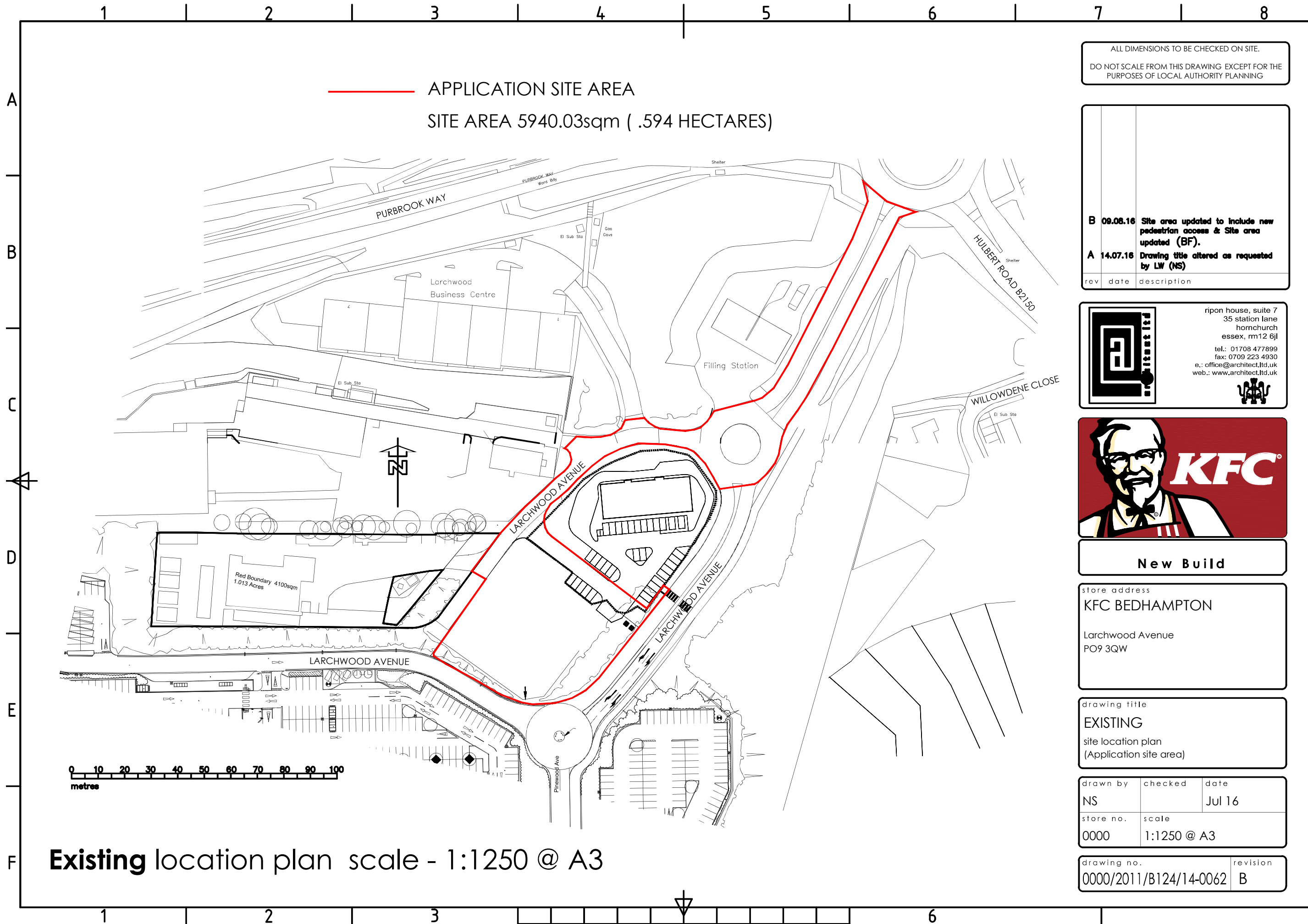
Appendices

Planning Statement

Proposed KFC Drive-Thru Restaurant

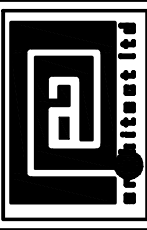


Appendix A Site Location Plan



ALL DIMENSIONS TO BE CHECKED ON SITE.
DO NOT SCALE FROM THIS DRAWING EXCEPT FOR THE
PURPOSES OF LOCAL AUTHORITY PLANNING

B	09.08.16	Site area updated to include new pedestrian access & Site area updated (BF).
A	14.07.16	Drawing title altered as requested by LW (NS)
rev	date	description



ripon house, suite 7
35 station lane
hornchurch
essex, rm12 6jl

tel.: 01708 477899
fax: 0709 223 4930
e.: office@architect.ltd.uk
web.: www.architect.ltd.uk





New Build

store address
KFC BEDHAMPTON

Larchwood Avenue
PO9 3QW

drawing title
EXISTING
site location plan
(Application site area)

drawn by	checked	date
NS		Jul 16
store no.	scale	
0000	1:1250 @ A3	

drawing no.	revision
0000/2011/B124/14-0062	B

Planning Statement

Proposed KFC Drive-Thru Restaurant



Appendix B

HBC Pre-application Response



Havant
BOROUGH COUNCIL

Public Service Plaza
Civic Centre Road
Havant
Hampshire PO9 2AX

T 023 9247 4174
F 023 9248 0263

www.havant.gov.uk

Laura Williams
Savills
12 Windsor Place
Cardiff
CF10 3BY

Our Ref: GEN/16/00261
Direct Line: (023) 9244 6549
Ask For: Mr D Eaves
Email: planning.development@havant.gov.uk

6th May 2016

Dear Ms Williams

Site Location: Proposed Restaurant / Drive-Thru, Larchwood Avenue, Havant
Re: Proposed site for KFC drive-through.

I am writing to you further to your enquiry received on the 03 March 2016 regarding the above address and to our meeting of the 12th April 2016.

Having assessed the pre-application proposals I consider that the main issues in the consideration and determination of any planning application at this stage to be as follows:

1. The principle of the development
2. Transport/highway impacts
3. Impact on the character and appearance of the area
4. On site constraints
5. Effect on neighbours residential amenities
6. Employment
7. Flood Risk/Drainage
8. Contamination/Air Quality
9. Developer Contributions/S106 requirements
10. Public Engagement

The principle of the development

In terms of policy background the site is located in the Urban Area as defined in the Havant Borough Local Plan Policies Map. The site is also considered to represent a brownfield site. Within such areas there is a presumption in favour of sustainable development. The use proposed however fits within the definition of a main Town Centre use as defined by the National Planning Policy Framework (NPPF).

The Plan identifies town centre boundaries at Havant and Waterlooville, the site is not allocated as a town centre under policies CS4 of the Havant Borough Local Plan (Core Strategy) 2011 (HBLP2011) and AL3 of the Havant Borough Allocations Plan 2014 (HBAP2014). The site's location is considered to be out of centre as defined by HBLP2011 and the NPPF.

Planning Practice Guidance 'Ensuring the vitality of town centres' sets out the tests to be applied to developments for town centre uses located away from the such centres. There is a need for Local Authorities to adopt a 'town centre first approach' to such uses. The NPPF sets out two key tests that should be applied when planning for town centre uses outside centres which are not in accordance with an up to date Local Plan, the sequential test and the impact test. These are relevant in determining individual planning applications. In this case the Council have an up to date Local Plan and the proposals would depart from the plan and therefore the tests need to be assessed to determine their relevance to the current proposal.

Sequential Test:

The sequential test is necessary to identify whether there are preferable sites for a development incorporating town centre uses within the centre.

The sequential test guides main town centre uses towards town centre locations first, then if no town centre locations are available, to edge of centre locations, with preference for accessible sites which are well connected to the town centre. It supports the viability and vitality of town centres by placing existing town centres foremost in both plan making and decision taking. The sequential test would be applicable to the proposed use.

The guidance sets out how the sequential test should be used in decision-taking.

It is for the applicant to demonstrate compliance with the sequential test. In the case of Havant Borough, given the site's location between the two main towns the test should consider alternative sites within and on the edge of Havant and Waterlooville town centres.

A checklist of the considerations that the Planning Authority should consider in determining whether the sequential test is met is provided in the guidance which states:

- *with due regard to the requirement to demonstrate flexibility, has the suitability of more central sites to accommodate the proposal been considered? Where the proposal would be located in an edge of centre or out of centre location, preference should be given to accessible sites that are well connected to the town centre. Any associated reasoning should be set out clearly.*
- *is there scope for flexibility in the format and/or scale of the proposal? It is not necessary to demonstrate that a potential town centre or edge of centre site can accommodate precisely the scale and form of development being proposed, but rather to consider what contribution more central sites are able to make individually to accommodate the proposal.*
- if there are no suitable sequentially preferable locations, the sequential test is passed.

If the proposals do not meet the requirements of the sequential test it is likely that the application will be refused planning permission in line with paragraph 27 of the NPPF.

If the proposed development has very specific locational requirements robust justification for the requirements and how they relate to the development site and town centres would need to be put forward with the planning application.

The assessment should assess both town centre and edge of centre sites together with mixed use allocations in the HBAP2014 and current unimplemented consents.

I would point you to the following mixed use allocations:

Havant:

Policy HB3: Ref: H10/BD30; H22; H72

Leigh Park:

Policy LP3: Ref: LP138

Waterlooville:

Policy WA2: Ref: W56, W109, W110, W135, BD54

Impact Test

The Impact Test should be undertaken in relation to developments of a certain scale where the sequential test is considered to have been passed. The uses are considered to be leisure related developments and the applicable floorspace threshold for an impact test would be developments with a gross floorspace of 2500 square metres. In this case the proposed floorspace would clearly not meet the threshold and therefore the Impact Test would not apply.

It should be appreciated from the above comments that at this stage it is not possible to conclude that the development is acceptable in principle. Whilst the status of the site as being within the urban area, on a brownfield site and in close proximity to other commercial uses are all helpful, there remains a need to demonstrate that the sequential test can be satisfied. On the basis that these requirements can be satisfactorily addressed the following guidance in relation to other development management criteria is provided.

Transport/highway impacts

The site is located close to a very busy roundabout and in close proximity to strategic highway junctions associated with the A3M. Peter Marshall the Councils Development Engineer has provided initial comments in relation to the proposals at our meeting and Hampshire County Council as Highways Authority have commented as follows:

As the site has the potential to impact on a more strategic level with specific regard to the B2150/Purbrook Way Roundabout we would request that we are consulted if an application comes forward. This would be in relation to understanding the trip generation from the site in order to determine the level of impact the proposed development may have on this junction.

Any planning application would need to be subject to the submission of a Transport Assessment and Travel Plan. These should identify the impact on the local and wider road networks and seek to address means of helping to reduce the impact of vehicular movements and the reliance on the private car.

Tracking plans to show the servicing of the site and access by emergency vehicles would also be required to demonstrate how the site layout would function.

In relation to parking, the Councils Car and Cycle Parking standards are contained in the Havant Borough Local Plan (Core Strategy) 2011 and can be viewed via the following link:

<http://www.havant.gov.uk/planning-policy-design/havant-borough-local-plan-core-strategy>

Pub/Restaurant

1 car parking space per 5sqm dining/bar area

+ 1 Cycle long stay per 6 staff (or full time equivalents) or per 40sqm GEA

+ 1 Cycle short stay per 20sqm GEA

5% of all car parking to be available for disabled use.

All car parking to meet HBC car parking standard for appropriate size.

Pedestrian routes to the site (and linking into the ASDA store) will need to be demonstrated from the public highway.

The access road to the site is understood to be private, any planning application will require the access road to be included within the red line up to the public highway. Notice of the application will need to be served on any owners and the appropriate ownership certificate submitted in relation to the planning application.

Impact on the character and appearance of the area

The site is located within an area of mixed development types and styles associated with various retail, restaurant, industrial and other uses. It is not considered that there is a clear established design context for the development.

The nature of the site itself is relatively self contained except from the north where the restaurant would be relatively prominent from the access road and the McDonalds car park. The levels changes and existing trees present design constraints and challenges.

It is noted that the current design is 'modern' in form incorporating flat roofs and mixed materials. It will be important that any submission provides full details of the materials and examples of where they have been used. The amount of external lighting is considered to be excessive and should be reduced. A lighting assessment should be submitted with any application. The submitted elevations do not indicate how plant and extract equipment would be incorporated and this should be indicated on any submitted scheme. Overall it is considered that the general design is acceptable in this mixed context.

In order to properly assess the impact of the proposed building in its wider context any planning application would need to be accompanied by street scene views from the north, east and west including detailed levels information and existing Landscaping.

It is important that the design of the development carefully addresses the impact of level changes and trees on the usability of the building in terms of public areas and fenestration requirements.

The proposals should include a full landscape assessment and proposals for additional landscaping enhancements.

On site constraints

In terms of on site constraints, the changes in levels do present considerable challenges both in terms of the design of buildings and their relationships with adjoining buildings and land uses.

The development sites include a number of important trees, particularly around the edge of Restaurant site. Any planning application would need to be accompanied by a full Arboricultural Impact Assessment and Arboricultural Mitigation Statement to show how trees would be impacted by the development together with measures for their protection.

There appears to be an existing pedestrian route running to the west of the site to the ASDA store.

The development proposals would appear to offer a potential opportunity to retain and improve this route adding to connectivity to existing and proposed facilities. This should be explored in any application submission.

Effect on neighbours residential amenities

In terms of the impact on the wider area, there are residential properties to the east of the site. The application would be considered in relation to any potential impacts on the residential amenities of these residents, for example from noise, disturbance, fumes, waste management, antisocial behavior and vehicular movements (including servicing). The planning application in relation to the Mc Donalds development (adjacent to the site) provides a good indication of the sort of issues that may be raised by residents.

The Planning Officers report to the Development Management Committee includes third party comments and how these were addressed in relation to that development. A copy of the report is attached for your information.

The Councils Environmental Health Officer has raised concerns in relation to the potential issues of pollution from extract equipment (there have been concerns in relation to other KFC premises in the Borough) and any application would need to be submitted with a full Ventilation/Extraction report setting out the proposed intake and extract systems, with detail of design and maintenance which should clearly demonstrate how smell, noise and vibration issues will be addressed.

It is recommended that any application is accompanied by a management plan to show how KFC would monitor and manage waste from food containers/ food together with any means of preventing/addressing the potential for anti-social behavior at the site.

Employment

The proposals would result in significant employment opportunities and this is a very positive aspect of the development. The application should be accompanied by an employment statement which sets out the anticipated level of employment associated with the development, KFC's employment policies and in particular whether the development would result in local job opportunities. As mentioned at our meeting Leigh Park has significant issues in terms of lack of employment opportunities and social deprivation. This development could provide suitable employment opportunities for local people.

Flood Risk/Drainage

The area is located within Flood Zone 1. The proposals should include full details of foul and surface water drainage and where appropriate measures to secure the maintenance and management of any SUDS features proposed.

Contamination/Air Quality

Given the brownfield nature of the site it would be necessary to investigate any ground contamination issues and I understand that these matters are being investigated. The Councils Environmental Health Officer has however commented that *Environmental Health would be unlikely to seek a site investigation for a commercial development of the type outlined under this consultation.*

In relation to Air Quality the Councils Environmental Health Officer has commented that:

Until there are some traffic figures to base an assessment of impact (magnitude of change, with respect to road traffic emissions); it will not be possible to qualitatively consider whether a specific air quality assessment is necessary or not. I expect (however) that an appropriate transport assessment will be sufficient in order to qualitatively dismiss air quality as a material concern.

Developer Contributions/S106 requirements

Whilst the Council have adopted a Community Infrastructure Levy within the Borough the development proposed is not included in the type of development where CIL is charged. The initial assessment of requirements in association with the S106 Agreement are as follows:

1. Possible off site directly related to the development highway financial contributions
2. Possible SUDS requirements management/maintenance

Public Engagement

Any application submitted should include a Statement of Community Engagement setting out any public consultation carried out in relation to the development and how the form of the development has responded to any issues raised during this process.

The Council would encourage public consultation by the development team at the pre-application stage. This can take a number of forms but public exhibitions following a letter drop to local residents has been used by a number of developers in the Borough.

In conclusion as you will appreciate the development proposed raises in principle issues which would need to be satisfactorily addressed through the sequential test. If these matters can be satisfactorily addressed any planning application would also need to provide a suitable response to the other issues identified above.

I trust that the above comments provide helpful guidance in relation to the submission of any future planning application.

Please note that the above comments are the opinion of an individual Planning Officer and are in no way binding upon the Council when determining an application for planning permission and nor will they prejudice the outcome of any application submitted.

This advice also only relates to planning matters, and does not relate to any other application that may be required under the Building Regulations or under any other Act, Regulation, Byelaw or Order where the Council's approval may be needed. For further guidance as to the need for consent under the Building Regulations please phone 023 9244 6571.

Yours faithfully

A handwritten signature in dark ink, appearing to read 'D Eaves', written in a cursive style.

Mr D Eaves
Principal Planner
Our Ref: GEN/16/00261

Planning Statement

Proposed KFC Drive-Thru Restaurant



Appendix C

KFC Good Neighbourhood Guide



Good Neighbour Guide

Supporting Your Local Community





Contents

Introduction..... 4

How does KFC support local communities?

By creating meaningful careers and recognised training for local people.... 6

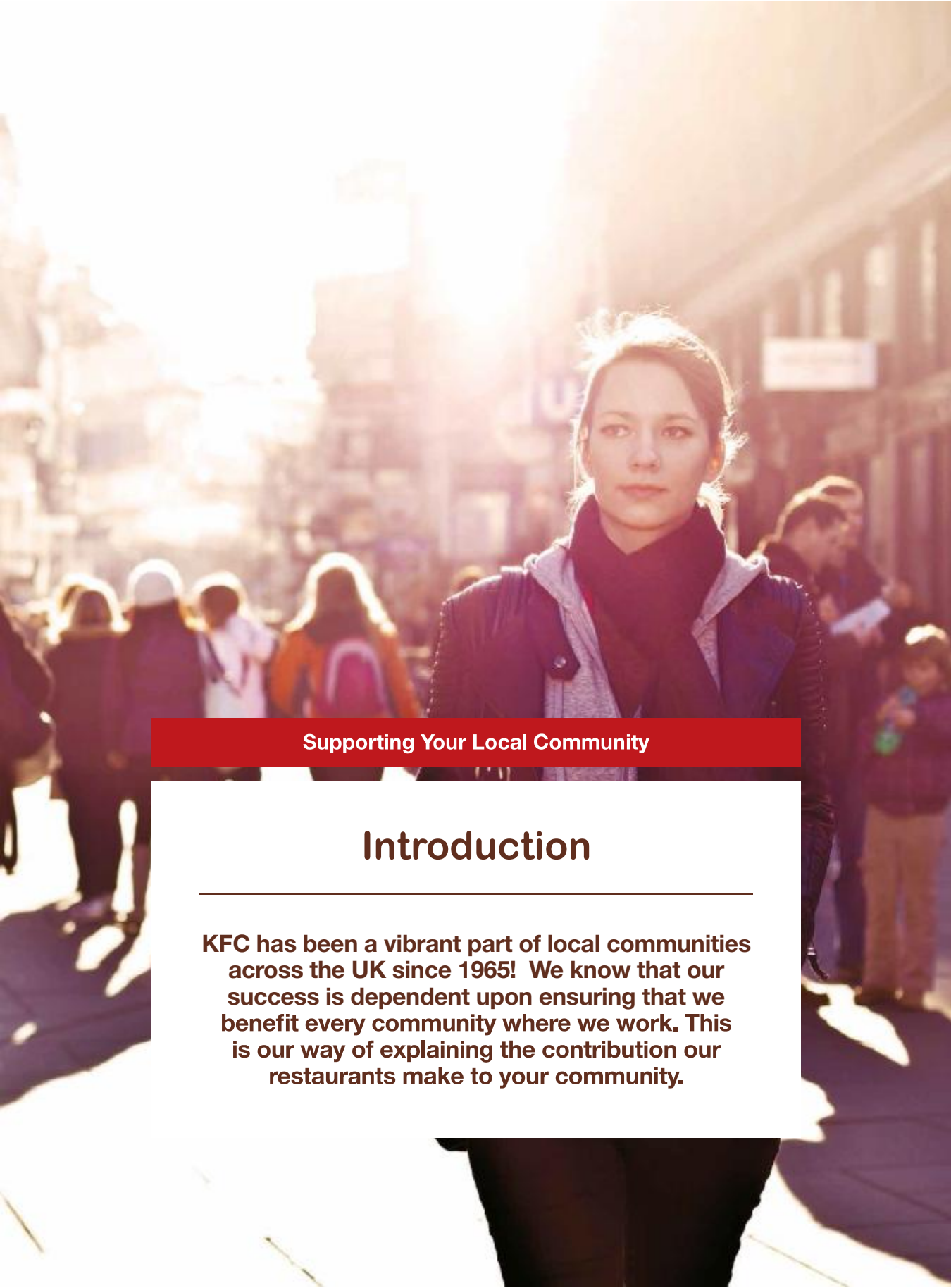
By contributing to the local community..... 8

By running sites responsibly..... 12

By taking our responsibilities on food and nutrition seriously..... 16

By reducing our environmental impact..... 18

Our commitments to every community..... 20



Supporting Your Local Community

Introduction

KFC has been a vibrant part of local communities across the UK since 1965! We know that our success is dependent upon ensuring that we benefit every community where we work. This is our way of explaining the contribution our restaurants make to your community.



The Good Neighbour Guide



KFC is all about great food, great teams and great partnerships that help us to respond to local community needs and have a positive impact on the local economy. We hope you are pleasantly surprised by much that you read, we're extremely proud of our contribution to date and we're committed to doing even more.

This commitment starts with being open and transparent about the contribution we make to local communities. Through local engagement we have identified five areas that we know are important to every community. This is our way of de-mystifying what happens inside KFC, our way of giving you the facts and our way of sharing some of the incredible things that we do that can make a huge difference to local communities and local people.



How does KFC support local communities?

- ➔ By creating meaningful careers and recognised training for local people
- ➔ By contributing to the local community
- ➔ By running sites responsibly
- ➔ By taking our responsibilities on food and nutrition seriously
- ➔ By reducing our environmental impact

As you read through the guide we will outline the work that we're doing against each of the five areas and outline the commitments we will make to every community. We are making public commitments, so that you can be confident about our approach, confident about our contribution, confident that we are a good neighbour and clear on how KFC supports local communities.





How does KFC benefit local communities?

By creating meaningful careers and recognised training for local people

When KFC comes to town we create 45-50 employment opportunities for local people backed and supported by training and development.



The Good Neighbour Guide



We're a big business, with a local feel. We employ 24,000 people across the UK and offer flexible working patterns that our employees value. Circa 65% of our teams are young adults looking for an opportunity to step into the world of work and our core strength lies in providing the training and development that will be valuable to their futures. Many people have big careers with us, but if they choose to move on we know they'll have learnt valuable transferable skills.

- ➔ We have been named Britain's top employer for the past three years in a row
- ➔ We are officially a Great Place to Work and have earned this accolade for five years running
- ➔ We look to promote internally and anticipate 80% of our vacancies are filled internally. Recruits can step into management positions within 12 weeks of joining
- ➔ Circa. 65% of the roles we create will be part time, catering for school leavers, students and parents
- ➔ We offer sales incentives schemes to all our team members and team leaders so they can share in the success of the restaurant
- ➔ We have introduced a well-being programme across our entire business



Managers can study for a specially designed business management degree at DeMontfort University

Every employee within a KFC restaurant has the opportunity to learn through a formal qualification:

- ➔ 1000 team members every year will complete the intermediate apprenticeship programme, the equivalent of 5 GCSEs
- ➔ 3000 of our team leaders will complete the advanced apprenticeship in hospitality management, the equivalent of 2 A-Levels



Our commitments

- ✓ We will ensure all employees undergo training in highly transferrable skills, such as team management, customer service and food operations
- ✓ We aim to provide local people with jobs and training and we are working towards our target to match 25% of new jobs to local, unemployed young people who need additional support to work
- ✓ We will create a career path for all our restaurant teams and we offer a range of training and accredited qualifications, these include the intermediate and advanced NVQ apprenticeship in hospitality management and even a 3 years honours degree for some restaurant managers





How does KFC benefit local communities?

By contributing to the local community

Here's what a number of local partners think about working with us and the contributions we've made.



The Good Neighbour Guide

We contribute to your community in many ways; one of which is through developing new restaurants. We have regenerated local shops, derelict buildings and brought empty sites back to life. When we open a KFC, we use 250 plus construction workers and make an investment of £1.2 million.

Sometimes we start from scratch and build new sustainable restaurants, but we also restore old buildings and because we're flexible in our design and approach we can retain features to ensure the restaurant fits comfortably in its local surroundings.

“

It quickly became clear that KFC are an effective and organised team. They're flexible with building design, site layout and deal structure. The team are extremely experienced, professional, pragmatic and straightforward to work with. They quickly assess a sites planning prospects and this increases certainty and confidence that a deal and planning consent can be achieved within a realistic time-frame. Best of all they always deliver .. and with a smile on their faces



**Marty Gallagher,
Gallan Developments**

”

We have been endorsed by many local businesses, councillors, neighbourhood watch, national retailers, developers and residents for the contribution we have made. Here's what they have to say...

“

With no obligations KFC voluntarily signed up to a Local Employment & Training Plan, working with Nottingham City Council's Employer Hub to address local unemployment and ensure the economic impact of their investment in new restaurants was maximised for local residents. This was delivered by KFC working with the Council on the delivery of targeted application days for local job seekers and engaging with the community to promote employment and career opportunities within KFC. Their approach to this was highly commendable and an example how dedicating a little time to public / private partnership can work to the mutual benefit of both organisations, makes commercial sense, and delivers a laudable social impact, which helps to address unemployment in neighbouring communities



**Chris Grocock,
Nottingham City Council**

”

“

We have worked with KFC (GB) Ltd for the past 14 years and employ a team of over 20 individuals who are specifically assigned to KFC projects. To date we have been involved with over 150 KFC sites from new builds to image enhancements & refits. The long standing relationship that we have developed with the KFC team is one that we value immensely and as a Company they are one of the best to work with that we have experienced. The dedication & commitment that is shown by the company towards each store being successfully completed is remarkable



Gary McLean, Ashworth

”





We believe our partnership with Barnardo's is changing young people's lives, inspiring and engaging our employees and strengthening our investment in the local communities where we work in a meaningful way. We hope our partnership will encourage more businesses to follow suit, opening doors to more young people who lack opportunities

- ➔ In partnership with Barnardo's we offer work placements for disadvantaged young adults, giving crucial employment opportunity to those who would otherwise have none
- ➔ Since 2007 we have raised over £3.5 million for the World Food Programme
- ➔ We partnered with The Work Foundation to interview 2,000 young people on their views about working and training, and used the findings to influence public policy on youth employment



In 2013 we raised over £1million, equivalent to 6 million meals for the UN World Food Programme



The Good Neighbour Guide



Our commitments

- ✓ We will seek local partners to work with on issues that matter to the community, from youth unemployment to litter management
- ✓ We will continue to grow our partnership with Barnardo's across the country and will train disadvantaged young people in your community
- ✓ We will play our part in regenerating local communities and we will sensitively design and build new restaurants taking into consideration local concerns
- ✓ We will continue to use our expertise in partnership with organisations such as The Work Foundation, to ensure young people have a positive national voice on issues such as employment and training



How does KFC benefit local communities?

By running sites responsibly



The Good Neighbour Guide



We make a positive impact on the communities where we work by making a substantial local investment in designing, constructing and maintaining a modern, efficient, clean and environmentally responsible restaurant. All our building contractors must be members of the Considerate Constructors Scheme, which is designed to ensure construction sites are thoughtful towards their neighbours.

Design

Each of our restaurants is designed and built to fit into the local area and meet local planning requirements:

- ➔ Our buildings are not a modular or pre-fabricated design and therefore we can have a flexible approach / design to meet local requirements and sensitivities
- ➔ Typically, the exterior appearance of our buildings can be altered to suit the local street scene identity



All our restaurants are regularly refurbished (every 5 years)

Traffic

We want our sites to be safe for our customers and staff so each site is designed and developed following a traffic assessment:

- ➔ In terms of traffic; KFC is at its busiest between 5pm - 7:30pm in the evening, which mirrors road peak hours
- ➔ Analysis shows that 70% of visits to KFC restaurants are 'linked trips' where families are visiting nearby shops, leisure facilities or returning from employment
- ➔ The size and layout of our car parks are designed to ensure that they are both safe and easy to use for the public and avoid any adverse impact on the highway network and our neighbours

Lighting

- ➔ We don't use neon lighting on our buildings and our car park lighting is designed at a level which minimises overspill whilst still providing a safe environment for security and safe movement for our customers



All our lighting levels are approved by the planning authority



Servicing

- ➔ The vast majority of our deliveries are scheduled outside of peak trading times
- ➔ We have reduced the number of deliveries to our restaurants, amalgamating some of our separate deliveries, typically meaning only 3 deliveries a week, all from one vehicle

Noise & Odours

We use innovative designs in our extraction systems to limit odour from our restaurants

- ➔ Most of our new restaurants hold their 'refuse' in a closed yard which are locked and emptied regularly
- ➔ Mechanical plant is generally located within a closed yard, where noise levels are designed within world health organisation guidelines
- ➔ Our extractors are turned off when our restaurants close, to minimise disturbance.

Safer communities

We work with local partners such as safer neighbourhood teams & other local businesses to develop joined up action plans

- ➔ Our restaurant teams are trained in conflict management to resolve issues
- ➔ We evaluate every site to understand local risks prior to design and put appropriate measures in place where required
- ➔ We work closely with the planning and police authorities and incorporate secure by design guidance



We install sound insulation and suppression systems when required



sogood

The Good Neighbour Guide



Litter

We recognise the impact of litter on local communities and have a clear responsibility to minimise litter in and around our restaurants

- Every restaurant has a litter-picking programme to keep the local area clean. Our staff conduct up to 4 litter patrols each day; surrounding the restaurant and up to a 100m radius
- We work with a waste management company to recycle litter and food waste
- We provide a minimum of 4 litter bins per site and encourage our customers to dispose of their litter responsibly
- At a national level we are proud to have signed the Keep Britain Tidy Litter Prevention Commitment, one of the first organisations in the UK to sign and commit
- We also work in partnership locally and supporting initiatives to prevent litter in the community such as sponsored litter bins, fixed penalty schemes and support groups like love where you live

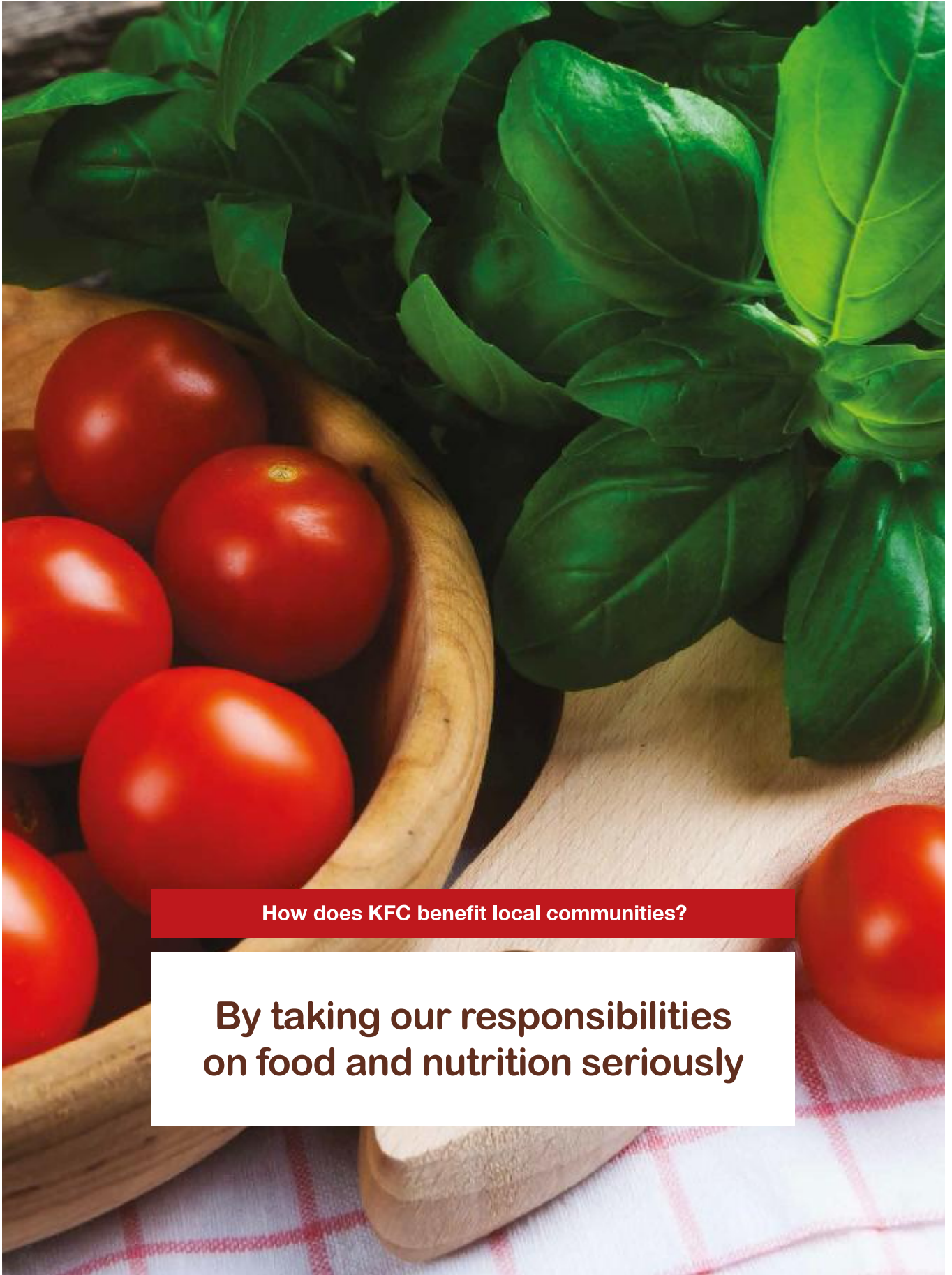


Litter picks take place around every restaurant



Our commitments

- ✓ We will undertake a refurbishment every 5 years
- ✓ We will operate to the highest health and safety standards, aiming for a 5 out of 5 star rating
- ✓ We will actively manage litter around every restaurant and aim to pick litter up to 4 times a day. We will also work with local and national partners to prevent and manage litter
- ✓ We will ensure safely lit car parks and minimise lighting overspill



How does KFC benefit local communities?

**By taking our responsibilities
on food and nutrition seriously**



The Good Neighbour Guide



We recognise the role we play in making a difference to the UK's health and wellbeing and as a Government Responsibility Deal partner we're committed to help people make healthier choices:

- ➔ We have signed the 'salt pledge' as part of the government's responsibility deal and have cut salt in five of our chicken meal options by 8 – 20%
- ➔ We have reduced saturated fat in our original recipe chicken, fillets and mini fillets by up to 25%



We were the first quick-service chain in the UK to stop salting our fries

- ➔ We offer 'lighten up' options and 'better for you' products to provide choice to our customers
- ➔ We provide calorie information on all our products to help local customers make the right choices for them
- ➔ We do not directly target our marketing at children and in fact kids' meals make up a very small proportion of our sales

- ➔ We support British and Irish farming and currently buy from more than 500 British and Irish poultry farms
- ➔ We are a member of forums operated by the H&S Executive, British Retail Consortium and Food Standards Agency



93% of our restaurants in England, Wales and Northern Ireland have either a four or a five hygiene rating

Our commitments

- ✓ We will regularly improve the nutritional values across our menu, publicly report progress and provide nutritional information in restaurants and online
- ✓ We will continue to provide choice for our customers through 'lighten up' options & 'better for you' products
- ✓ We will responsibly market our products and will not directly market to children
- ✓ We will remain an active member of the Government's Public Health Responsibility Deal

A close-up photograph of a green leaf with prominent veins, set against a blurred background of other green leaves. The lighting is bright, creating a vibrant green color palette.

How does KFC benefit local communities?

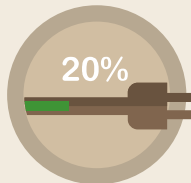
**By reducing our
environmental impact**



The Good Neighbour Guide

We recognise our responsibility to reduce our energy-use and the carbon footprint of our restaurants. We are investing in resource-efficient technologies to reduce waste and minimise energy, water and packaging usage.

- During construction onsite waste management means that less than 5% of waste is sent to landfill



We will reduce total energy use per customer transaction by 20% by 2020, from 2012 levels

- We have improved our energy efficiency by increasing the thickness of insulation by 33%
- We install covered bike racks in all drive thru's to encourage fewer car journey's
- Wincanton our second eco store, LEED Gold standard and a BREEAM very good, will save over 310 tonnes of carbon dioxide (CO₂) emissions each year – the equivalent of taking 22 cars of the road
- We have cut our packaging volumes by 1,400 tonnes
- In 2011, KFC UKI was awarded the carbon trust standard in recognition of our sustained carbon emissions reductions



80% of all food waste from back of house areas in Scotland is recycled via Anaerobic Digestion



Our dual-flush cisterns in toilets and waterless urinals are saving over 200,000 litres of water per year per restaurant



100% of our waste cooking oil is recycled into biodiesel, that's 7.75m litres each year

Our commitments

- ✓ We will reduce total energy use per customer transaction by 20% by 2020 in every restaurant
- ✓ We will minimise resources used during construction using recycled materials wherever possible and ensuring all our contractors are members of the Considerate Constructors Scheme
- ✓ We will continue to ensure 100% of our waste cooking oil is recycled and turned into biodiesel or biofuel
- ✓ We will continue to reduce all waste in restaurants to achieve our target of zero waste to landfill by the end of 2015



How does KFC benefit local communities?

Our commitments to every community

Here's a summary of our community commitments, so that you can be confident about our approach, confident about our contribution, confident that we are a good neighbour and clear on how KFC supports local communities



The Good Neighbour Guide

How does KFC benefit every local community?

1

We will continue to create around 50 career opportunities and offer meaningful careers and training for local people

- We will ensure all employees undergo training in highly transferrable skills, such as team management, customer service and food operations
- We aim to provide local people with jobs and training and we are working towards our target to match 25% of new jobs to local, unemployed young people who need additional support to work
- We will create a career path for all our restaurant teams and we offer a range of training and accredited qualifications, these include the intermediate and advanced NVQ apprenticeship in hospitality management and even a 3 years honours degree for some restaurant managers

2

We will continue to be an active partner and make a positive contribution to every local community

- We will seek local partners to work with on issues that matter to the community, from youth unemployment to litter management
- We will continue to grow our partnership with Barnardo's across the country and will train disadvantaged young people in your community
- We will play our part in regenerating local communities and we will sensitively design and build new restaurants taking into consideration local concerns
- We will continue to use our expertise in partnership with organisations such as The Work Foundation, to ensure young people have a positive national voice on issues such as employment and training



How does KFC benefit every local community?

3

We will continue to run and maintain all our restaurants and sites responsibly

- We will undertake a refurbishment every 5 years
- We will operate to the highest health and safety standards, aiming for a 5 out of 5 star rating
- We will actively manage litter around every restaurant and aim to pick litter up to 4 times a day. We will also work with local and national partners to prevent and manage litter
- We will ensure safely lit car parks and minimise lighting overspill

4

We will continue to take our responsibilities on food and nutrition seriously

- We will regularly improve the nutritional values across our menu, publicly report progress and provide nutritional information in restaurants and online
- We will continue to provide choice for our customers through 'lighten up' options & 'better for you' products
- We will responsibly market our products and will not directly market to children
- We will remain an active member of the Government's Public Health Responsibility Deal

5

We will continue to reduce the environmental footprint of our restaurants

- We will reduce total energy use per customer transaction by 20% by 2020 in every restaurant
- We will minimise resources used during construction using recycled materials wherever possible and ensuring all our contractors are members of the Considerate Constructors Scheme
- We will continue to ensure 100% of our waste cooking oil is recycled and turned into biodiesel or biofuel
- We will continue to reduce all waste in restaurants to achieve our target of zero waste to landfill by the end of 2015



The Good Neighbour Guide







www.kfcdevelopment.co.uk



Planning Statement

Proposed KFC Drive-Thru Restaurant



Appendix D KFC Litter Policy

Litter Policy

Cleanliness of our Stores is of paramount importance to our Brand. Litter around our Stores is unsightly, upsetting to local residents and increases the likelihood of our potential customers eating in Competitor Stores. Therefore litter picks are carried out to remove litter without compromising the safety of our Teams.

Litter Picks in Daylight Hours

Area Covered

The immediate vicinity of the Store is always litter picked and in some cases up to 100m following the guidance of DEFRA. Each Store is individual in location and therefore the scope and distance of the litter pick is agreed at Store level. For the safety of our Team we do not enter private property and litter on roads is removed by the Council. The litter pick also ensures that KFC external bins are checked and the linings replaced as appropriate.

Frequency

Litter picks occur every day; four times a day in the summer months and three times a day in the winter months due to less daylight hours which increases the risk of danger to our Team Member's personal safety. We do not enforce litter picks occur during the hours of darkness. The litter picks are staggered throughout the day; pre-opening, post-lunch, pre-evening trade, dusk.

The pre-opening litter pick is carried out as early as possible; first arrival at Store and when light

Method of Litter Picking

The person carrying out the litter pick uses a litter grabber to collect litter which is then placed into a plastic bag and subsequently disposed of. All litter within the immediate vicinity of the Store is collected and only litter from KFC at a greater distance from the Store.

Monitoring Litter Picks

The details of the litter pick are recorded in the Shift Runner Success Routine Book. Other monitoring methods include the Duty Manager carrying out regular routine checks (known as Figure 8), visits by Area and Regional Coaches, quarterly unannounced evaluation reviews (known as CER visits) and mystery shoppers (known as CHAMPSCHECK).

Litter during the Hours of Darkness

The safety of our Teams is very important to us but we are also aware that litter does occur during the hours of darkness. Therefore we have introduced the "Quick Pick Litter Pick". This covers well lit areas easily visible from the customer access areas at the Front of the Store. Within these areas the Store will empty bins as required and remove highly visible and easily accessible litter. It can be carried out in conjunction with delivering a parked drive-thru order. Due to the location of some of our Stores discretion has to be applied. The "Quick Pick Litter Pick" would never be carried out where an employee does not feel able to do a litter pick safely or where employee safety may be compromised.

Working within the Broader Community

KFC enjoy helping preventing litter issues within the Community, such as supporting Fixed Penalty Schemes, sponsor litterbins, share litter picks with other businesses and support local initiatives. We are happy to consider further opportunities in these areas.

Chris Potts
Director

+44 (0) 2920 368901
cpotts@savills.com

Laura Williams
Associate

+44 (0) 2920 368905
ljwilliams@savills.com