

---

# SUPPORTING STATEMENT

---

Devizes

---

Planware Ltd

June 2026

Version 1

---

Document Control Sheet

|                 |                                |
|-----------------|--------------------------------|
| Document:       | Supporting Statement           |
| Project:        | Devizes                        |
| Client:         | McDonald's Restaurants Limited |
| Reference:      | 2029                           |
| Primary Author: | BF                             |
| Reviewed by:    | MC                             |
| Issue:          | 1 version 1                    |
| Date:           | June 2026                      |

## Contents

|                                                                          |           |
|--------------------------------------------------------------------------|-----------|
| <b>EXECUTIVE SUMMARY .....</b>                                           | <b>4</b>  |
| <b>1. INTRODUCTION .....</b>                                             | <b>5</b>  |
| <b>2. SITE ANALYSIS .....</b>                                            | <b>7</b>  |
| <b>3. THE PROPOSED DEVELOPMENT .....</b>                                 | <b>8</b>  |
| The Proposal .....                                                       | 8         |
| Residential Amenity .....                                                | 9         |
| Noise .....                                                              | 9         |
| Odour .....                                                              | 10        |
| Air Quality .....                                                        | 10        |
| External lighting .....                                                  | 10        |
| Anti-social behaviour .....                                              | 10        |
| Litter .....                                                             | 11        |
| Land Contamination .....                                                 | 12        |
| Sustainable Urban Drainage System .....                                  | 12        |
| Site Ecology and Biodiversity .....                                      | 12        |
| Landscaping .....                                                        | 13        |
| Arboricultural Report .....                                              | 13        |
| Accessibility .....                                                      | 13        |
| <b>4. SUSTAINABILITY .....</b>                                           | <b>14</b> |
| <b>ECONOMIC SUSTAINABILITY .....</b>                                     | <b>14</b> |
| National .....                                                           | 14        |
| Local .....                                                              | 14        |
| The New Restaurant .....                                                 | 15        |
| <b>SOCIAL SUSTAINABILITY .....</b>                                       | <b>15</b> |
| Training .....                                                           | 15        |
| Local Community Projects .....                                           | 16        |
| Football .....                                                           | 17        |
| Ronald McDonald House Charities .....                                    | 18        |
| <b>ENVIRONMENTAL SUSTAINABILITY .....</b>                                | <b>18</b> |
| Model Buildings Design .....                                             | 19        |
| Waste and Use of Recycled Material in Construction .....                 | 20        |
| The building .....                                                       | 21        |
| Minimising Transport Impacts and Reducing Carbon Dioxide Emissions ..... | 22        |
| Recycling Strategy and use of Recycled Materials .....                   | 22        |
| <b>5. CONCLUSION .....</b>                                               | <b>25</b> |

## Executive Summary

This statement has been prepared on behalf of McDonald's Restaurants Ltd, in support of an application for a freestanding McDonald's restaurant with drive thru, car parking, landscaping and associated works, including customer order displays (COD) and a play frame, and associated works to the site. The proposal, which is for both the sale of food and drink for consumption on and off the premises, is Sui Generis within the Use Classes Order.

The application is supported by a full suite of drawings and supporting documents, which demonstrate that the proposal fully accords with the overarching sustainable objectives, in terms of economic, social and environmental and falls within the parameters of national and local policies.

The proposal represents a multi-million-pound investment by a national operator in Devizes, and the restaurant is expected to employ more than 120 full and part time staff, which McDonald's seeks to recruit from the local area.

The site is located to the northeast of Devizes, between the A361 and Horton Road. The site currently contains a petrol filling station, vehicle repair workshop and car wash.

Written pre-application advice was received from Wiltshire Council in July 2025, which has helped inform the scope of the application.

In summary, the proposal represents sustainable development of a prominent brownfield site, which will provide a range of local jobs to the area. McDonald's design team have taken into account the site-specific design background of the surrounding area and provided a comprehensive justification of the development and how it complies with key policies.

## 1. Introduction

- 1.1. This statement has been prepared in support of an application submitted by McDonald's Restaurants Ltd for a new Drive-Thru McDonald's restaurant in Devizes.
- 1.2. The McDonald's brand is globally recognised and has been trading in the UK since 1974. The company trades from over 1,400 restaurants across the UK and has a workforce of approximately 180,000 people. Around 90% of restaurants are operated as local businesses by franchisees. The restaurants were originally opened on high streets to establish the brand, followed by the introduction of drive-thru restaurants from 1986. McDonald's is now represented in local areas where we provide a community facility to local residents and serve the transient population.
- 1.3. The application is for a freestanding McDonald's restaurant and associated works to the site. The proposal, which is for both the sale of food and drink for consumption on and off the premises, is Sui Generis within the Use Classes Order.
- 1.4. The following documents are submitted with this planning application:
  - Application form;
  - Drawings:
    - 9045-SA-2029-AL01 Site Location Plan
    - 9045-SA-2029-AL03 Existing Site Layout
    - 9045-SA-2029-P023 Existing Elevations
    - 9045-SA-2029-P024 Existing Elevations
    - 9045-SA-2029-P002 Block Plan
    - 9045-SA-2029-P004 Site Layout Plan As Proposed
    - 9045-SA-2029-P005 Proposed Elevations and Sections
    - 9045-SA-2029-P006 Ground Floor and Roof Plans
  - The requisite application fee;

- 11905 - AIA - McDonalds Horton Road Devizes – Arboricultural Assessment
- 251120 01.0141.027 Devizes AQ v1 – Air Quality Assessment
- 251215 McD Devizes Horton Road Odour Control
- 6638026\_CALC\_McDonalds Devizes – Lighting Plan
- edp9465\_d001---Detailed Planting Plans
- Horton Road Devizes BNG Design Stage Report
- McDonalds 2029 Horton Road Devizes Bat Survey Report
- 2029 Horton Road Devizes PEA Report
- 3485 McDonalds Horton Road Devizes Transport Assessment Part 1 & 2
- 3485 McDonalds Horton Road Devizes TP (December 2025) – Travel Plan
- 3485 McDonalds Horton Road Devizes Delivery Management Plan
- 2696SMD-MET-XX-XX-L-O-9801-S3-P02\_BREEAM DS Planning report
- 2696SMD-MET-XX-XX-T-O-9851-P01\_Sustainability Statement
- 8159 McDonalds Devizes NIA 28-4-25 – Noise Impact Assessment
- 251215 McD Devizes Horton Road Odour Control
- Drainage Strategy
- Drainage Maintenance Plan
- Construction Surface Water Management Plan
- Construction Environmental Management Plan
- Phase 1 Geoenvironmental Desk Study
- CIL Form

1.5. The remainder of this statement is structured as follows:

- 1.6. In Section 2 we include an analysis of the site and the character of the area; the designation of the site and any relevant planning history.
- 1.7. In Section 3 we set out the proposal, which includes a review of the various supporting statements and the necessary mitigation included within the overall design.
- 1.8. In Section 4 we consider McDonald's approach to environmental sustainability including economic, social and environmental objectives, in line with national and local policy.
- 1.9. Conclusions have been set out in Section 5.

## **2. Site Analysis**

- 2.1 The site is located to the northeast of Devizes, located between the A361 and Horton Road. The site is accessed from Horton Road.
- 2.2 The site contains an existing petrol filling station, car repair workshop, car sales and car wash. The built form is sporadic throughout the site and is dated in appearance.
- 2.3 The site has an extensive history dating back to the 1970's, relevant to the existing uses on the site.
- 2.4 The wider area is characterised with a mix of uses, with industrial to the north and residential to the south. A number of retail and commercial uses are to the west.
- 2.5 Written pre-application advise (ENQ/2025/00565) was received from Wiltshire Council in July 2025, which has helped inform the scope of the application.

### 3. The Proposed Development

#### The Proposal

- 3.1 The proposed development comprises of a modern freestanding single storey McDonald's restaurant with drive-thru, car parking, landscaping and associated works, including customer order displays (COD) and a play frame. Provision is made for takeaway customers, both from the counter and from the drive-thru lane.



*Example of the building*

- 3.2 The restaurant has a GEA of 310sqm, and the GIA is 288sqm, with a dining area of 71sqm.

| Key Areas                                         | Size    |
|---------------------------------------------------|---------|
| Dining Area                                       | 71 sqm  |
| Ancillary Public Area                             | 28 sqm  |
| Kitchen/Staff Areas and Back of House Storage ec. | 185 sqm |

- 3.3 The customer seating area comprises 50 covers for visitors to eat their meals within a relaxed modern environment. The dining area will include a variety of seating types and table sizes tailored to the customers' needs
- 3.4 The proposal includes 37 car parking spaces, inclusive of provision for 2. accessible bays, 3 EV bays, and 2. grill bays. Furthermore, there are 4 motorbike spaces, 3 Sheffield customer bike stands and 1 staff cycle locker for an overall provision of 8 cycle spaces, in accordance with the Council's standards, and further referenced within the Transport Statement.

- 3.5 Cycle and pedestrian access points has been included within the design, to ensure the safe passage from the surrounding footpath network, which is included in the Transport Statement.
- 3.6 A Travel Plan and Delivery Management Plan are included within the application.
- 3.7 This application includes the introduction of a fast forward lane, which will allow for a customer to pull forward to a third booth, if there is a small delay in the order, rather than driving through to the Grill Bays. This allows the traffic flow to be maintained through the drive-thru lane and is an operational improvement, in line with safety and speed of service.
- 3.8 An external play area is located on the new patio area, with facilities for younger customers to climb and explore. The specification of the structure has been included as part of the supporting documentation.
- 3.9 There is a corral at the east of the building, where all the rubbish is stored and managed for recycling in large containers. There is access via double doors for the delivery lorries and an internal door, which links the corral to the main restaurant for the crew members. The corral is configured to optimise waste management, with a refuse compactor on site, to minimise the journeys required to remove the waste.

### Residential Amenity

- 3.10 McDonald's recognises the potential impact on local amenity and during the design process all elements are reviewed, to ascertain whether mitigation is required and include within the overall proposal.
- 3.11 Potential noise and odour impact is assessed according to location and a 'best practice' approach is adopted to ensure the right control measures are incorporated into the ventilation systems where required to prevent negative impacts.

### Noise

- 3.12 An Environmental Noise Assessment has been submitted to support the application, which has reviewed the impacts of the development and the necessary mitigation measures, inclusive of plant attenuation.

## Odour

- 3.13 The proximity of sensitive receptors to the point of kitchen emissions forms the basis of an odour nuisance assessment, to ascertain the level of odour control provision.
- 3.14 The application has been supported by an Odour Control Assessment, which has analysed the proximity of the sensitive receptors and has recommended a suitable level of mitigation.

## Air Quality

- 3.15 An Air Quality Assessment has been submitted with the application, which has assessed the proposal in context with the local area. This concludes that the proposal will not have an impact.

## External lighting

- 3.16 The lighting design submitted to support the application follows the design principles set out ILP Guidance Note GN01/21 The Reduction of Obtrusive Light. This avoids light intrusion into any neighbouring properties, avoids sky glow and avoids horizontal light glare beyond the site boundaries.
- 3.17 The Isolux contours are plotted on the lighting design to evidence boundary light control and to satisfy the McDonald's Global standards of 25 lux in the car park areas and 50 lux in the drive-thru lane. These standards ensure the safety of staff and customers, good visibility for vehicle movements to avoid any potential conflict with pedestrians and picture clarity of CCTV coverage.
- 3.18 Column heights are limited to 6m in order to limit light spread.
- 3.19 Luminaires use an LED light source with forward directional optics and where appropriate, integrated louvres to limit back light spill. The luminaires have a peak wavelength higher than 550nm and because they are LED, there is no UV component.
- 3.20 All luminaire heads are set at zero degrees in line with the ILP Guidance. This protects the night sky.

## Anti-social behaviour

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

practices, in combination with appropriate physical security equipment, will reduce the risk of crime and disorder.

- 3.22 Safety and security are a priority and tackling Anti-Social Behaviour is a key part of delivering the best possible customer experience and helping McDonald's to be the UK's best-loved restaurant company. Tackling Anti-Social Behaviour is also key in delivering our duty of care obligations to our people, providing a great place to work where employees feel energised, safe and valued.
- 3.23 External complaints are taken extremely seriously and in extreme cases the restaurant manager will work closely with the Council and Police to discuss noise and behavioural mitigation measures. The restaurant management is keen to work in partnership with the local Police in order to help reduce crime and disorder in the local area, this will include such tasks as providing witness statements in the event of disorderly behaviour, as well as providing CCTV footage for evidence.

### Litter

- 3.24 Litter is managed by the local council through the Environmental Protection Act 1990 which makes dropping litter an offence. The planning system cannot address unlawful acts, i.e., dropping litter or parking on yellow lines. McDonald's is committed to tackling litter in as many different ways as possible.
- 3.25 McDonald's has a proud history in helping local communities to tackle waste. It is company policy to conduct a minimum of three daily litter patrols in local communities, whereby employees pick up not only McDonald's branded packaging, but also any other litter that may have been discarded in a 150m vicinity of a restaurant. This may be expanded to suit local needs wherever possible.
- 3.26 Litter bins are provided outside all restaurants and packaging carries anti-littering symbols to encourage customers to dispose of litter responsibly. Anti-littering signage is displayed within restaurants and car parks, displaying clear instructions as to how to responsibly dispose of and recycle waste and restaurant teams participate in campaigns to support Keep Britain Tidy, Keep Wales Tidy, Keep Scotland Beautiful, Keep Northern Ireland Beautiful and Capital Clean-up.
- 3.27 In 2024, McDonald's partnered with Hubbub, an environmental change charity, to support their 'Neat Streets' campaign – an initiative aimed at increasing on-the-go recycling and

reducing litter across the UK. McDonald's have provided funding to 5 councils across the UK and Hubbub provided tailored guidance to help each council implement the initiative in a way that suited their local needs.

### Land Contamination

- 3.28 A Phase I Geoenvironmental Desk Study has been submitted to support the application.

### Sustainable Urban Drainage System

- 3.29 Responsible management of water is achieved through a variety of approaches. The implemented approach to the site drainage strategy has been reviewed during the design process. In addition, the implementation of a drainage dosing regime, which will improve the quality of discharge water.
- 3.30 A detailed drainage strategy and management plan have been submitted with the application.

### Site Ecology and Biodiversity

- 3.31 Each proposed McDonald's site is carefully selected and subjected to assessments to determine the baseline ecological conditions for the site. This information is crucial to ensure compliance with wildlife legislation as well as National and Local Planning Policy relating to biodiversity.
- 3.32 Ecological baseline information is used to ensure potential effects of the development upon flora and fauna can be suitably managed. Furthermore, any constraints upon the proposed development of the site, imposed by site ecology, can be assessed. The mitigation hierarchy is applied to, in the first instance, avoid harm, minimise the effects of the development upon the site's ecology and finally, where necessary, to compensate through habitat creation.
- 3.33 In addition to this, biodiversity enhancement measures are incorporated into every scheme in order to improve biodiversity onsite, where achievable, or off-site when this is not possible.
- 3.34 A Preliminary Ecological Appraisal (PEA) has been submitted to support the application, which recommends that various mitigation is included to enhance the biodiversity of the development, which has been incorporated into the design and helped inform the landscape scheme.

### Landscaping

- 3.35 The landscaping of the scheme has taken direction from the PEA and a full landscape plan has been submitted to support this application.

### Arboricultural Report

- 3.36 A detailed AIA supports the application and measures have been taken within the design to ensure the retention of T001.

### Accessibility

- 3.37 Public access into the building shall be open during hours of restaurant dine in trade, with the principle entrance being in the form of automated sliding doors. This provides a convenient access for all pedestrians. Safety sensors will be fitted to ensure that the door does not close against pedestrian traffic.
- 3.38 The dining area is designed to best meet the aims and objectives of the Equality Act by providing a varied level of service to suit the widest possible range of needs. A variety of seating is provided with high and low tables and a mix of fixed and loose seats. Floor and wall materials have been chosen not only to reflect McDonald's brand but to provide good levels of contrast between surfaces for users with visual impairment. Circulation routes are provided throughout the seating area to promote access for all, including wheelchair users.

## 4. Sustainability

- 4.1 The National Planning Policy Framework 2023 seeks to deliver sustainable development through the overarching objectives - economic, social and environmental.
- 4.2 The following commentary sets out how McDonald's proposals align and contribute to these key strands of sustainability, both nationally and locally.

### ECONOMIC SUSTAINABILITY

#### National

- 4.3 McDonald's employs around 180,000 people across the UK, with a mix of all ages and life stages.
- 4.4 People are at the heart of the business and, as a responsible and proud employer, McDonald's are committed to investing in them. To ensure the needs of all staff are met, and so attract and retain the best talent, the range of employment options has been expanded, with the Guaranteed Minimum Hours Contracts (GMHC) rolled out to all UK restaurants.
- In the workplace, flexibility, opportunity, equality and development are promoted.
  - Over 85% of McDonald's employees have said that they love the flexibility their job offers them.
  - 90% of Business Managers started as Crew Members.
  - 33% of the Executive team started their career in one of their restaurants
  - Each year McDonald's invest £43million in training to develop their people

#### Local

- 4.5 The latest figures available show that McDonald's contributed £8.69 million to the economy in Wiltshire. Of this total, 86% is associated with the value of the meals sold in restaurants and the remaining 14% is the value of expenditure with suppliers and driven by the multiplier effect of employees in their company-owned and franchised restaurants, and employees supported by the supply chain, spending their wages in the local economy.

- 4.6 In 2017, McDonald's supported 578 jobs in Wiltshire; 502 in their restaurants and 76 in the supply chain and in the wider economy.

### The New Restaurant

- 4.7 The proposal represents a multi-million-pound investment by a national operator in Devizes.
- 4.8 The proposed restaurant is expected to employ more than 120 full and part time staff, which McDonald's seeks to recruit from the local area.

## SOCIAL SUSTAINABILITY

- 4.9 McDonald's is committed to be a valued and responsible member of communities in which it operates. Alongside strong staff training programmes and environmental initiatives McDonald's also supports Ronald McDonald House Charities (RMHC) and encourages young people to lead more active lives.

McDonald's has a track record of enabling and encouraging young people to participate in sports, including a long tradition of supporting community football and Olympic sponsorship.

### Training

- 4.10 McDonald's commitment to employee education incorporates both internal training programmes and externally recognised qualifications. The McDonald's training philosophy centres on career long learning – "from the crew room to the boardroom". McDonald's is recognised as a "heavy lifter" by the Work Foundation as it recruits on the qualities not the qualifications of applicants.
- 4.11 Crew members receive on-going training of which regular assessment forms a part. The ratings from these assessments are then discussed at each employee's Performance Review. McDonald's invest more than £62 million in training in 2023 and those employed at the proposed restaurant would be given the chance to undertake structured training including the opportunity to gain nationally recognised qualifications in hospitality, literacy and numeracy.
- 4.12 McDonald's has an ambitious apprenticeship scheme, which started in 2006 and the latest figures from 2023 show that almost 20,000 employees have gained the necessary skills to progress their career during that period. In 2023 they created £2million worth of opportunities for their employees using the Apprenticeship Levy.

- 4.13 McDonald's offer an award-winning Chartered Business Management degree from Manchester Metropolitan University (England) and Glasgow Caledonian University (Scotland) for existing managers and school-leavers. The course allows McDonald's employees to combine working in a restaurant with time spent at university learning theory and gaining a wider business perspective. The entire degree is paid for by McDonald's and students are rewarded with a competitive salary, while they work in the restaurant too. Currently there are over 160 managers on their way to completing a degree apprenticeship, with over 50 graduates and new starts each year.

### Local Community Projects

- 4.14 In addition to the above, McDonald's supported a range of community partnerships in 2023 including:
- BBC Children in Need (£4 million was raised between 2021 and 2023);
  - FareShare (together with customers McDonald's funded the redistribution of over 1.2 million meals to families in need during 2023);
  - Happy Readers (More than 10 million Happy Reader books were provided in 2023); and
  - Fun Football (1.7 million hours of free football coaching was delivered to 384,000 children in 2023).
- 4.15 McDonald's and their franchisees paid £58.1 million in business rates on their portfolio of restaurants and offices during 2023, helping to fund the delivery of essential local services. In addition, almost one in five of their restaurants was part of a Business Improvement District working alongside other businesses to support their local area.

## Football

- 4.16 McDonald's Fun Football programme runs in partnership with the Irish FA, Scottish FA and Football Association of Wales and a national network of football coaching providers in England and becomes the largest grassroots participation programme in the UK.
- 4.17 McDonald's Fun Football aims to give every child, from every background, gender and ability, the opportunity to enjoy football for free. Fun Football sessions give every child aged 5-11 a fun introduction to football. Everybody is welcome, no matter their ability. McDonald's has committed to providing 10 million hours of fun football to children by 2026.
- 4.18 During 2023, Fun Football delivered free football coaching to more than 384,000 children, with activity increasingly offered in those areas of greatest need. According to analysis by Children in Need, 80% of sessions take place in the UK's most deprived communities to date.
- 4.19 In 2024, McDonald's Fun Football launched a first-of-its-kind grassroots football coaching development and education programme in partnership with BBC Children in Need, British Blind Sport, Kick It Out and England Futsal. The free programme will provide over 800 community coaches with the skills to deliver grassroots disability football sessions to thousands of children across the UK - increasing access to pan-disability and visual impairment coaching by 500% in 2024 alone
- 4.20 McDonald's Club Twinning was launched in 2008 and there are now over 900 restaurants twinned with local clubs, providing coaching and business support as well as providing thousands of players with donated kit and equipment.
- 4.21 The ongoing commitment to grassroots football will help ensure that McDonald's can continue having a role in encouraging young people to have a lifelong love of sport and an active lifestyle. To-date, McDonald's involvement has included:
- Training over 30,000 new qualified grassroots coaches
  - Delivering over 5 million hours of free Fun Football to over 500,000 children
  - Supporting over 10,000 grassroots clubs via the UKFA's club and league accreditation programmes
  - Providing over 250,000 new football kits to kids teams across the UK
  - Recognising over 5,000 local football volunteers, clubs, and projects to date via our nationwide Grassroots Football Awards programme

## Ronald McDonald House Charities

- 4.22 Ronald McDonald House Charities (RMHC) is an independently registered charity, which helps support families while their children are in hospital. They operate 14 Houses from NHS hospitals across the UK and give families a warm and comfortable place to rest, eat and relax, just moments away from their child's hospital ward. In 2024, the charity will celebrate its 35<sup>th</sup> birthday. During this milestone year, it is expected that they will welcome their 100,000<sup>th</sup> family into a Ronald McDonald House.
- 4.23 RMHC has been McDonald's charity of choice since the Charity was founded in the UK in 1989. Since then, McDonald's and its Franchisees have raised over £100million for the Charity.
- 4.24 As well as donating part of their profits, McDonald's and its Franchisees also hold annual fundraising days, provide free office space, business resources and advertising.
- 4.25 McDonald's provides the opportunity for RMHC to place their collection boxes in restaurants across the UK. In 2022, these boxes provided RMHC UK with over £1.7 million donated by McDonald's customers. In 2019, the option of donating to RMHC via our in-store self-order kiosks was introduced. This raised over £3.5 million in 2022. In 2021, McDonald's introduced the capability to donate to RMHC via the MyMcDonald's App, which generated donations of just over £60,000 in 2022.

## ENVIRONMENTAL SUSTAINABILITY

- 4.26 The scale of the business means McDonald's have an opportunity to have a positive impact on some of the biggest challenges facing the world today. The threat of climate change is one such challenge and McDonald's are proud of the investment they have made to reduce their carbon footprint in the UK.
- 4.27 McDonald's was the first restaurant chain to set science-based greenhouse gas reduction targets at a global level. Working with all franchisees, their aim is to reduce greenhouse gas emissions related to all restaurants and offices by 36% by 2030. Additionally, McDonald's are committed to a 31% reduction in emissions intensity (per metric tonne of food and packaging) across the supply chain by 2030.
- 4.28 To meet these targets, McDonald's buy 100% renewable electricity and have invested in long term partnership agreements to develop the renewable energy infrastructure in the UK.

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

### Model Buildings Design

- 4.30 McDonald's development team is committed on the journey to combating climate change by looking at ways new restaurants can reduce carbon emissions and execute a more sustainable operation. As part of the journey, it has been important to consider where we have started from, where we are and where we are going. The main objectives have been to review the current buildings and;
- Identify and target the reduction of high contributors to the restaurant carbon footprint.
  - Follow the principle of Reduce, Reuse and Recycle where possible.
  - Review and identify different construction techniques, materials and equipment to trial or assess further.
  - Review life cycle of building and its parts and action to reduce waste and increase circular economy.
  - Review ability to disassemble.
  - Review chain of custody of materials
  - Simplify and standardize more of the design across suite of model buildings.
  - Enable inclusion of more sustainable technologies.
  - Source more local materials/products and manufacturers.
  - Include on site renewable energy generation where possible such as PVs and wind turbines.
- 4.31 Between 2021 and 2022 McDonald's opened pilot schemes in Market Drayton and Louth, which were built to the UKGBC net zero emissions standard. These developments have integrated these objectives with the goal of achieving a more sustainable installation when compared to the previous model building. Positive points taken from the exercise have been incorporated and used to develop a more sustainable model building design.

- 4.32 The latest building design is a balanced combination of all the design learns along with an approach to improve operations and offer additional future proofing. The design also evolved the language of the building to integrate modern retail design trends whilst maintaining links back to a recognized palette and McDonald's identity.
- 4.33 Some of the headline changes have been switching to more sustainable building materials that are either from a more sustainable source, contain recycled content and can be recycled at the end of life. The collection and recycling of restaurant waste into usable materials have also been positive actions. This includes repurposing coffee bean waste into internal signage and happy meal toy waste recycled into cladding boards. This has saved waste from landfill and provides a relatable message to some of the steps being taken.
- 4.34 This has all enabled a broader engagement to reduce carbon emissions and lead to a more sustainable operation. Whilst improvements have been made, the design and construction team are committed to the journey and are constantly looking at ways to progress sustainability further.
- 4.35 McDonald's ambition is to reach net zero emissions in restaurants and offices by 2030, and their overall goal is to reach net zero emissions across the entire business and value chain in the UK and Ireland by 2040.

### Waste and Use of Recycled Material in Construction

- 4.36 McDonald's are challenging themselves to reduce carbon emissions in construction and use, and work with their suppliers to find solutions that will set high standards for the industry. Building materials are sourced locally where possible and carbon-intensive materials have been replaced with alternatives made with recycled car tyres, plastic bottles, and white goods. This includes the following:
- Restaurant timber effect cladding panels: 47% recycled content
  - Restaurant dark grey cladding panels: 47% recycled content
  - Corral grey cladding panels: Recycled IT equipment
  - Plant parapet: Recycled plastic
- 4.37 Materials for the building are selected to provide the required aesthetics combined with maximum durability and robustness. The requirement for replacement, maintenance and repair will be minimal during the building lifecycles, thus providing a good low level of energy input over the whole lifecycle. Many of the materials used in the construction of the building are recyclable at the end of life, including the grey cladding panels to the corral, steel and

rubber seals from the security doors, restaurant cladding panels, timber and aluminium window and door frames and the black cladding panels to the plant parapet.

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

### The building

- 4.39 The design of the new building has been directly influenced by sustainability and the standard practices to enable the reduction in their carbon footprint. Approximately, 90% of new restaurants are built using modular construction techniques, which use considerably less energy, inclusive of the reduction of the total number of deliveries to site during the build.
- 4.40 Modular construction takes place in a controlled environment, which allows a highly monitored and efficient process, where leftover materials can be used in future projects and ultimately reduce the general building waste.
- 4.41 The construction time is also reduced, minimising the potential disruption to neighbours.
- 4.42 The external shell is designed to prevent air leakage and achieve the U-value required by current building regulation standards. The walls are insulated using British sheep's wool which is 100% biodegradable and the extent of glazing has been reduced compared to previous designs. PV panels will be installed to generate renewable energy.
- 4.43 McDonald's utilise a sophisticated building management control system with specifically engineered energy reduction strategies to maximise operating efficiencies. McDonald's kitchen appliances have standby reminders and a metering system has been introduced which measures the amount of electricity used in every half hour of the day. Restaurant Managers receive daily graphs to help them make energy saving adjustments.
- 4.44 All new restaurants are fitted with standard equipment and maintenance programmes, in line with Green Building Guidelines, which were introduced as a McDonald's Europe initiative and include:
- Lighting - LED lighting is also used, resulting in a 50% reduction in energy use compared to fluorescent lights.
  - Water - Auto shut-off taps fitted to wash-hand basins in addition to flow control limited to 6l/min; replacement of urinals with waterless units and WC's fitted with dual flush of 4.5l

and 3l flushes (unless external drainage requires greater volume). In addition, systems are leak checked with hot water temperatures reduced to a maximum of 60 degrees C. Pipes are checked for missing insulation.

- HVAC - Automatic closures fitted to all internal doors and draft-proofing fitted or repaired to all doors and windows, including the use of energy save reminder stickers in the back of house area. Variable speed control fans are installed so that they are not required to run when ventilation is not required and room sensors installed to monitor internal air temperatures.

### Minimising Transport Impacts and Reducing Carbon Dioxide Emissions

- 4.45 Used cooking oil (UCO) from restaurants is recycled into biodiesel using local collectors. The biodiesel is then used as fuel by McDonald's vehicles. In 2023 this included 3.12 million litres of UCO collected from restaurants and converted to 2.6 million litres of biodiesel, which amounts to 40% of the fuel used to power the logistics fleet. McDonald's have reduced the carbon emissions associated with their logistics fleet by 16,250 tonnes each year, equivalent to removing 19,900 cars off the road each year

### Recycling Strategy and use of Recycled Materials.

- 4.46 Within the supply chain, McDonald's vision is one where all food and packaging is sourced sustainably. They have undertaken a number of measures in recent years to try to promote better environmental standards through the whole supply chain.
- McDonald's is committed to using recycled materials wherever possible, throughout the business and have stepped up their commitment to recycling further, setting global goals, including 100% of McDonald's guest packaging will come from renewable, recycled or certified sources and 100% of guest packaging will be recycled in McDonald's restaurants, by the end of 2024.
- 4.47 The business has taken a number of steps to continue to lead when it comes to sustainable packaging and further address the issue of reducing plastic across the supply chain:
- The removal of plastic lids from McFlurry will see 385 tonnes of plastic removed from the supply chain each year.
  - The introduction of fibre based salad boxes will also see 105 tonnes of plastic removed annually, and the new salad boxes can be recycled with any other paper.

- McDonald's are a member of the National Cup Recycling Scheme which brings together major retailers waste management companies and UK paper mills with the shared aim of growing the infrastructure needed to increase the number of paper cups being collected and recycled across the UK.
- McFlurry cups can be recycled along with other paper cups in one of the many recycling points that has been established across the country through the collaboration of retailers including Pret a Manger, Costa and McDonald's restaurants.
- Packaging recycling: 22k tonnes of outer packaging cardboard is recycled from restaurants every year - zero waste to landfill.
- Only 8% of the packaging used for McDonald's products is made from plastic, with the majority already being made from fully certified fibre.

- 4.48 McDonald's reuses delivery packaging wherever possible, in accordance with food safety laws. Over 80% of kitchen waste is recycled, which equates to 40% of total waste. Staff separate corrugated cardboard, used cooking oil, food waste, clean plastic paper and tin from all back of house areas for recycling.
- 4.49 All restaurants aim to recycle 100% of their corrugated cardboard, which in itself accounts for 15% of a restaurant's average total waste. In addition, the delivery trays and crates are returned to suppliers for reuse.
- 4.50 Delivery vehicles carry recyclable materials on return trips, backhauling over 80% of all cardboard.
- 4.51 McDonald's UK has a long-term goal to send zero waste to landfill by reducing operational waste, recycling as much as possible, and diverting the remainder to a more sustainable solution.
- 4.52 To further minimise waste, McDonald's has joined the Valpak distributor take back scheme, which ensures that redundant equipment is recycled with accredited companies.
- 4.53 Customer recycling stations are installed in all new restaurants, to allow customers to separate paper cups, plastic bottles and cups, and decant liquids. The cups will be sent to a specialist paper cup recycler and the plastic will be recycled along with the plastic from the kitchens.

With good levels of separation, McDonald's new waste procedures could generate a recycling rate of up to 65%, exceeding the European target.

## 5. Conclusion

- 5.1 This statement has been prepared on behalf of McDonald's Restaurants Ltd in support of a planning application proposing development of a Drive Thru restaurant in Devizes.
- 5.2 The proposals provide the opportunity for McDonald's to meet a long-standing requirement for a restaurant to serve this catchment area, to meet customer demand and introduce additional choice in the market.
- 5.3 The relevant planning policy at national and local level have been reviewed and are supportive of proposals to develop a McDonald's restaurant, with associated works at Horton Road, Devizes.
- 5.4 The proposed development represents a multi-million pound investment creating jobs both during the construction and operation phases, resulting in many associated economic benefits for the local area.
- 5.5 The proposed development will provide over 120 jobs for the community. Details have been provided on McDonald's training opportunities delivered through their internal management training programme and the ability for crew members to progress their careers within McDonald's.
- 5.6 Sufficient parking has been provided at the restaurant with accessible parking located as close to the restaurant entrance as possible. McDonald's actively encourage more sustainable methods of transport which have been detailed in the accompanying Transport Statement.
- 5.7 The design and layout of the proposal is appropriate in the area. Natural and neutral colours and materials will be used on the building and throughout the scheme to ensure the site integrates easily with the surroundings.
- 5.8 The site represents an appropriate location for a drive-thru restaurant, which will be well placed to offer refreshments to passing customers and those in the surrounding area.
- 5.9 In light of the above, we trust officers are able to support the application.