

**McDonald's Restaurants Ltd.
144/144A High Street
Ruislip**

Operation Management Plan

Planware Ltd

Store 263

February 2025

Version 1

1. Purpose of the report

- 1.1 This statement has been prepared in support of an application submitted by McDonald's for the discharge of condition 5 of 42185/APP/2024/731, dated 5th June 2024.

Prior to occupation, an Operation Management Plan shall be submitted to and approved in writing by the Local Planning Authority. This shall provide details of number of attendees within the development area at any one time and shall include measures to tackle anti-social behaviour around the premises. Thereafter, the development shall be operated in accordance with this plan for as long as the development remains in existence.

2. Introduction

- 2.1 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.
- 2.2 McDonald's are committed to high standards of management, which includes all areas of the site.
- 2.3 The recently approved application (42185/APP/2024/731) related to the change of use of Unit 144A to allow an extension of the existing McDonald's Restaurant sited at Unit 144.
- 2.4 This development has allowed the restaurant to improve the operations and overall experience for customers at the site, with the potential to increase employment opportunities.

3. Customer Management

- 3.1 The restaurant already maintains a strict protocol for ensuring noise and disturbance is kept to a minimum. The number of employees on site will fluctuate between shifts, but management will always be on site.
- 3.2 Safety and security are a priority and tackling Anti-Social Behaviour is a key part of delivering the best possible customer experience. 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.
- 3.3 Incidents of antisocial behaviour are kept to an absolute minimum through strategies such as staff training in dealing with incidents, liaison with community police officers and use of CCTV cameras where necessary.
- 3.4 McDonald's prides itself on being a family orientated restaurant and seeks to minimise the impact on neighbouring occupiers. Continual communications with the police and the local community will monitor and review the necessary policies, to ensure that this is maintained.
- 3.1 Good management training and practices, in combination with appropriate physical security equipment reduce the risk of crime and disorder. Management and crew members receive ongoing training, which is regularly assessed. The ratings from these assessments are then discussed at each employees Performance Review, with the intention of identifying further areas for personal development.
- 3.5 All staff have to complete the Conflict Resolution modules, which have been specifically designed for the company, to ensure that any disturbances can be quickly and effectively controlled and all staff are aware of the possible issues that may arise.
- 3.6 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.
- 3.7 The restaurant management is keen to continue to work in partnership with the local Police in order to help reduce crime and disorder in the local area, this includes such tasks as providing witness statements in the event of disorderly behaviour.
- 3.8 McDonald's restaurants also operate an extensive digital CCTV system with external cameras to monitor and deter anti-social behaviour. The CCTV footage can be passed onto the police and or local council for further action.