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From: XXXXXXX

Sent: 24 August 2020 15:29

To: Licensing <licensing@herefordshire.gov.uk>

Subject: Supporting Letter: Application To Vary Premises License No. PR 0181312

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To whom it may concern,

I would like to take this opportunity in submitting my premises license application to introduce myself as the relatively new owner of the McDonald's at Belmont Rd, Hereford. I purchased the restaurant together with the one at Malvern from Philip Kempe on 2nd September 2019. I operate twenty-one restaurants across the broader West and East Midlands and have been a McDonald's owner/operator for nearly 19 years and with the McDonald's system for nearly forty years.

Over the last twelve months, I have made significant improvements at Hereford and the restaurant is now operated by one of my best business managers. The nine week closure during lock down, subsequent limited trading hours and restricted operating conditions, as you would expect, have placed an additional unanticipated pressure on the business. The restaurant has however, re-opened successfully with revised systems and procedures and with the staff adapting to this continually evolving new environment in a way I could only have wished for. I have also been made aware of a regular number of lapsed customers returning to visit which is a great endorsement of the work that the team are doing in improving quality, service and cleanliness standards.

On acquiring the restaurant last year, I had in mind that there was an opportunity to extend the hours from the current trading of 6am to 12am and would have looked to apply to vary my premises license at the beginning of the second quarter. The impact of the pandemic being what it was, this obviously changed my original plans. Going forward, being able to extend the opening hours to be able to trade 24/7 would have a significant positive impact on the business and given our current limited social distancing restrictions would help bring more of the existing staff off furlough and possibly create the opportunity to hire more employees.

Since becoming a franchisee, I have successfully extended the trading hours in virtually all of my sixteen drive-thrus where it is reasonably practicable and my team take fulfilment of the four licensing objectives very seriously going above and beyond the minimum requirements, to the extent that all of my applications have been granted without the condition of door supervision/guarding. I would therefore be very grateful if you would take the time to consider this application and would be prepared to discuss it with you at your convenience.

Yours sincerely,