

26/01/2021

Dear Sir's I am writing to you to object to the application for extending the licencing hours of the McDonalds Restaurant in Middlebrooks Way Cromer NR27 9JR. My reasons for this objection is set out below.

Prevention of crime and disorder

I object to the application for extended hour's period on the grounds of, The Restaurant has not stated how it can fully deal with potential disorder in and around its premises. It only states that it has CCTV installed it doesn't state where the areas of monitoring will be. It only states that its duty managers are trained in basic dispute resolution techniques. It does not state that all staff are trained in crime prevention techniques. The perimeter of this Restaurant is in very close proximity to residential housing the potential for disturbance will cause pain and suffering to the home owners. I have included 2 examples of previous breaches of crime and disorder associated with this Restaurant chain below.

<https://www.cambridge-news.co.uk/news/local-news/mcdonalds-ely-police-antisocial-behaviour-14305981>

<https://www.chroniclelive.co.uk/news/north-east-news/mcdonalds-stanley-ban-children-restaurant-17786324>

Public Safety

The restaurant states that it uses staff safe system. This is a virtual audio/visual system that relies on an advisor at distance to give a commentary on how to handle a situation. , I object to the application for extended hour's period on the grounds of, In reality and real time, it's often the case that staff and members of the public act on impulse and do not have time to stop and listen to a virtual advisor. Very often situations escalate very fast, requiring Police intervention. Many establishments employ trained security staff to deal with any potential incidents. Example, Morrison's supermarket. The restaurant states that it has a no open alcohol container policy, however it does not state how it will identify the potential problem and how it will deal with it if it happens. Examples below of public safety issues around McDonalds restaurants below.

<https://www.leicesterm Mercury.co.uk/news/local-news/police-disperse-boy-racers-thurmaston-4563079>

<https://www.thesun.co.uk/news/13412230/family-escapes-unhurt-car-mcdonalds-drive-thru/>

<https://www.thesun.co.uk/news/2803252/mcdonalds-on-lockdown-after-man-21-stabbed-in-early-morning-attack/>

Prevention of public nuisance

The restaurant states that it has a robust litter picking policy, I object to the application for extended hour's period on the grounds of, the link below it's clear that McDonalds is responsible for a very large proportion of the litter left in and around our towns, cities and country side. It would be fair to say that a proportion of litter pollution in and around our shores could be alleged as belonging to McDonalds packaging. Examples of litter produced by McDonalds below.

<https://www.thetimes.co.uk/article/mcdonalds-to-blame-for-half-of-all-fast-food-litter-tz90s3cpk>

<https://www.dailymail.co.uk/sciencetech/article-8403035/Plastic-bottles-UKs-commonly-littered-item.html>

Prevention of public nuisance Continued

The restaurant has stated that it gives advice and guidance to customer regarding noise when leaving the restaurant, I object to the application to the extended hours on the grounds of, this in fact is a small sign asking customers to respect local residents when leaving the area. This is not visible to drive through visitors and has little or no effect. The restaurant has not explained how it will prevent very loud car stereo systems from being used in close proximity to the neighbouring properties. Examples of noise nuisance in and around McDonald's restaurants below.

<https://www.midulstermail.co.uk/news/council-investigate-late-night-noise-mcdonalds-thats-waking-young-family-2610161>

<https://themosquito.co.uk/security-news/mcdonalds-in-great-yarmouth-uses-mosquito-device-that-emits-high-pitched-bu/>

<https://www.walesonline.co.uk/news/wales-news/cardiff-mcdonalds-llanishen-ty-glas-17509617>

Protection of Children from Harm

The restaurant states that it does not anticipate any unoccupied children to frequent the restaurant during the extended hour's period. The definition of a child is a person under the age of 18 years. I object to the extended hours on the grounds that, Can the restaurant explain how they can prevent/control who they consider to be old enough to be unaccompanied?

<https://learning.nspcc.org.uk/child-protection-system/children-the-law>

I would like the licencing committee to respond to each of my objections and also, can the licencing committee confirm that they have seen and have agreed to the restaurants risk assessments on all of the 4 licensing objective categories.

From: [Lara Clare](#)
To: [Lara Clare](#)
Subject: FW: Mc Donalds Restaurant Ltd (WK/210000667)
Date: 17 February 2021 10:10:09

My Wife and I would like to register an objection to the opening times changed from **23:00** closing to **00:00** closing. I have concerns for that it may cause a noise nuisance from customers walking back to the Caravan and Camping site along Middlebrook Way late at night. **23:00** would not be a problem but moving the closing time to **Midnight** could mean more noise and disturbance.

Middlebrook Way road runs very close behind our Residence

Thank you for you attention.

Kind Regards

Lara Clare
Licensing Enforcement Officer
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