**Design and Access statement for Dodo International Group Ltd trading as Dodo Pizza**

Unit B1, 111 High Street Cheltenham. GL50 1DW

**Design Statement.**

The building in which unit B1 sits has recently been extensively refurbished to an extremely high quality. This planning application includes a request for approval for the sale of hot food, to be consumed off the premisses. (previously A5 use.) The purpose of this statement is to outline the operation proposed by Dodo International, and to demonstrate how different it is to some generally held pre-conceptions of the old A5 use.

**Dodo Pizza**

Dodo Pizza is part of Dodo Brands with over 700 outlets in 14 countries. Dodo is a very modern company offering a blend of great food and the latest technology to provide customers with a gourmet quality pizza delivered sustainably on electric bikes using the most up to date ordering and restaurant management software.

Dodo has a policy of radical transparency in everything it does, including live coverage of customer pizza being made and the publishing of its trading report and accounts.

In Cheltenham we plan to open two stores to provide a service to the whole town and are looking forward to becoming part of the local business community, actively involved in the chamber of commerce and the local BID initiatives to invest in and rejuvenate the high street.

**Employment**

In our stores we employ the full time equivalent of 12 people. Some of these positions are full time salaried positions whilst others are parttime positions offering flexibility to those looking for parttime employment, particularly students. All our employees have employment contracts, employee benefits, holidays and sick pay entitlements. All our delivery drivers and bicycle riders are insured, wear uniforms and are trained to be safe and courteous.

**Food**

Our Roman style pizza is traditionally much healthier than an American style offered by the UK market leader. Roman style pizza dough is light and full of air, requiring much less dough to deliver a great pizza experience. Toppings are more in keeping with artisan Italian style products and as such less is needed to deliver an incredible pizza experience. Nutritionally a Dodo Pizza provides a healthier and balanced meal but a comparable portion size to our competitors.

As a comparison:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Pepperoni (per 3 slice medium) | | | | |
|  | Kcal | Fat | Sugar | Salt |
| Market leading brand | 655 | 32.3 g | 12 g | 3.52 g |
| Dodo Pizza | 352 | 19.7 g | 1.8 g | 2.7 g |

Our average calorie portion per serving is just 319Kcal, we also add no sugar to our dough opting for a slow fermentation technique. We consider that excess meat consumption is a contributor to poor health and  that dietary/lifestyle choices must be catered for. 50% of our menu is vegetarian or vegan and the majority of our pizzas can also be made vegan too compared to 20% for the market leader.

**Supply chain**

Sustainability is key to our supply chain. Where possible we use local ingredients and suppliers and work with sustainable family businesses where possible. Great pride is taken in sourcing the best quality ingredients for our pizzas without compromise. Using the best Roman style pizza flour available from expert mills in Italy, authentic pepperoni from a family business in Hungary who have made pepperoni for more than 90 years, Smoked Salmon from the Severn & Wye Smokehouse, British cheeses and where possible British vegetables, all contributing to a better quality, healthier pizza offering.

**Environment**

Recycled packaging

Our packaging is manufactured from the maximum permitted food-safe recycled material. The packaging itself is 100% recyclable.

**Delivery vehicles**

Our principal method of delivery is our Eskuta electrically assisted pedal cycles we also use our Hybrid electric car for larger deliveries.