

Appendix A

I finished my rugby career ten years ago following a neck injury. I played my senior club rugby for Gloucester and Wasps; I won the World Cup with England in 2003 before captaining them to the final four years later.

I was proud to win *Celebrity MasterChef* in 2011, which has led me to further develop my passion for food at food festivals, cooking demos, promoting Red Tractor, British foods, things that have always been close to my heart.”

I want more people to eat more good food and elevate their cooking. I’m not a chef but I care deeply about that. I want to celebrate good food, sourcing it, cooking it. I’m proud of my upbringing and the farmer in me has held me in good stead. My passion for food comes from growing up on the family farm (in Cornwall) where we all had allotments.”

The next natural step was to open my own restaurant but I needed to find the right premises and landlord to work with in order to bring my vision to fruition. For me Royal Crescent is perfect, a special part of Cheltenham and Gloucestershire’s history.

I have a strong team. Head Chef Tom Rains’s CV includes The Berkeley, Claridge’s, L’Escargot and Mosimann’s. Also on board is Elliott Camm, who has worked as Restaurant Manager at local restaurants The Daffodil and Ellenborough Park.

My aim is to provide a premium casual, family environment for breakfast, lunch and dinner. As well as being a venue for socialising over food I want to be a valuable amenity to those working and living nearby. This isn’t something I am just putting my name to, I am there in the restaurant as part of the team.

We were ready to go with the restaurant last year but Covid caused that to be paused and when we were able to do so we opened our doors and have received excellent feedback. Currently we are limited in terms of covers (26) and due to covid restrictions that has made it even tougher in terms of number of covers and making growing the business viable. I very much believe in what I have set out to do and despite Covid I am backing myself to increase the scale and offering of No3 within Cheltenham.

The kitchen facilities are very restricted and cramped and need to be extended to enable us to increase the kitchen team and to extend our menu and covers. In addition to increasing the number of covers we plan to have a small bar for our diners which is vital when managing tables turning during service.

We plan to use 2 rooms on the ground floor of no12 for business meetings and private dining and given the trend in companies having smaller offices, meeting space is at a premium. I commit time to a number of charities and having increased facilities will enable me to also host events and fundraising activities and share my passion for food whilst supporting great causes.

We have also identified that in our area of town takeaway food in the day for people working in town is limited and the intention is to use the front lower ground area of no13 for takeaway coffee and takeaway salads, rolls and sandwiches which will be via an online order facility and pick up. This will only operate in the daytime.

I estimate that with the increased facilities we will have a team of 25 working at No3 including young people that we can train and support in building a career in hospitality.

We have approached the planning with due respect for these beautiful buildings and I very much look forward to nurturing the No3 proposition and team over the coming years.

Phil Vickery MBE DL