

Design and Access Statement

20.04.2020

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215 Clapham Park Road

London

SW4 7EX

**Mission Statement:**

To seek planning permission to open a Takeaway shop on 215 Clapham Park Road. This statement will provide justification and outline why the proposal should be considered as acceptable, which is also compliant with planning policy.

Application Site:

The site is within walking distance to Clapham Common station. It is connected to many bus routes. The area has commercial shops on the ground floor and residential flats on the above.

The shop front will be rebuilt to create a more aesthetic shop front.

The current shop was being used as off-licence retail shop. At the moment there are already a bigger Retail shop few shops away. At the moment small retail shops are not doing too well. As there is lot of competition from the online market and a lot of people are doing deliveries.

We will try keep the prices down and healthy options as well.

Our menu will include various Pizza, kebabs, grilled chicken, gourmet burgers, fried chicken, French fries, chicken nuggets/wings, naan bread, milkshakes, ice cream and drinks.

We will offer collection, sit in and delivery options via Uber Eats, Deliveroo and Just Eat. We will aim to make it as ecofriendly as possible with packaging and recycling.

The shop will have 2-3 workers and will operate form hours of 11am-11pm.

There are currently no chicken and chip shop in this parade. We will add more eating options for the locals.

Target Market

- Local families
- School children and teenagers
- Couple
- Commuters



Design

Continuity and Enclosure

- All public and private spaces will be clearly distinguished with clear signage

Quality of the Public Realm

- The takeaway furnishing including the shop front will be designed and installed to a high quality finish.

Ease of Movement

- Accessibility and the flow of movement has been paramount to the design and has been used as basis when developing the floor plan. Wheelchair access has been considered and implemented throughout the takeaway.

Legibility

- The branding, including use of colour and font have been carefully selected to ensure they are clear and visible to those with visual impairments.

Adaptability

- The layout and design is flexible and if the need arises, we are able to adapt the furniture i.e to cater to groups or additional wheelchair users.

Diversity

- As well as offering fried and grilled food, we also offer hot drinks, cold drinks, smoothies and milkshakes to ensure there is plenty of choice.



Accessibility

Inclusive

- Our design has been made with accessibility in mind. We want every person, able or disabled, to be able to come in and be comfortable.

Responsive

- Feedback from customers and acting on the feedback is an essential part of our business model. We will welcome feedback face to face, via social media and feedback forms.

Flexible

- Parts of our layout, such as the tables and chairs are not fixed to the ground so can be moved and adjusted if needed.
- As the tables and chairs will not be fixed, customers can arrange them themselves if they so choose to (ie. if a larger group comes in)

Accommodating

- Our restaurant is accommodating to those of all ages, gender, ethnicity and religion. We have a zero tolerance approach to discrimination towards our customers or staff. We will also do our best to accommodate people's dietary requirements.

Welcoming

- We welcome those with visible and non-visible disabilities and will ensure that they feel at home by putting in place accessibility features which enhance the customer's experience. This includes adjustable seating to make space for wheelchairs, large walkways and toilets which are suitable for disabled.

**Realistic**

- Offering more than one solution to help balance everyone's needs and recognizing that one solution may not work for all.

Orientation

- Close to major transport stops, easy to situate yourself and easy to find.
- Easy access and movement between places with well-defined routes, spaces and entrances.
- Structures placed so that different uses do not cause conflict.

Surveillance

- CCTV will be installed inside the restaurant, covering the counter area and seating area.

Ownership

- We will create a place where employees are happy to work, which in turn means they provide an excellent level of service to customers. We will ensure areas are kept clean and tidy and will actively involve the community and customers where possible and necessary.

Physical protection

- The shop front will have metal shutters which will be pulled down on shop closure. The CCTV covering the front of the store will also aid in crime prevention.



Management and Maintenance

- We will have clear managerial processes and security procedures to reduce the risk of crime. This will include staff training, clear shop open/close procedures, and sharing information with colleagues about any incidents which may have occurred and regularly reviewing and updating procedures.
- We will begin operating with zero tolerance to anti-social behavior. Staff will be well trained on how to deal with conflict and to remain safe at all times.

Effect on Local Area

- Bring new employment opportunities to the local residents
- Help bring up the standard of the high street
- Adding variety to the high street
- A new and different space for locals to relax, eat, drink and socialise
- Increase local spending