



Overview

McDonald's welcomes the opportunity to respond to the Scottish Government's revised draft National Planning Framework 4 (NPF4).

We support and share the Scottish Government's ambition to deliver sustainable, liveable, and productive places. We strongly believe that McDonald's has an important role to play in helping facilitate that change given the significant contribution we make in Scotland today directly and indirectly. McDonald's will always work closely with local authorities when developing plans for new restaurants to ensure that our plans align with local aims and sustainability goals.

However, we are concerned about the adoption of draft Policy 27 (d) which states, "*Drive-through developments will only be supported where they are specifically supported in the LDP.*"

We are particularly concerned that:

- 1. Policy 27 (d) has been included without any further consultation with industry and with no clear rationale or evidence base provided.** It is a significant development that represents a material change from the draft NPF4 that was consulted on between 10 November 2021 and 21 March 2022.
- 2. Policy 27 (d) is unnecessarily restrictive and puts at risks future investment and job creation.** The policy ignores the positive contribution that drive through developments can offer local communities and needlessly harms investment and job creation in Scotland. In the past two years alone, McDonald's has invested over £35 million opening eight new drive through restaurants, creating approximately 900 jobs. Over the next three years, we would hope to invest up to £70 million in opening new restaurants in addition to the investment we are making with our franchisees in reimagining our estate. If our plans were approved, this has the potential of creating at least 2,000 jobs by 2025. The plans also ignore innovations from business that will help to drive more sustainable practices. McDonald's is committed to developing sustainable restaurants and, as part of our Plan for Change, has set an ambition to be Net Zero in the UK & Ireland by 2040.
- 3. Policy 27 (d) makes an unrealistic assumption that Local Development Plans (LDPs) will anticipate and accommodate all future development requirements.** Given the time it takes to develop LDPs, and the limited resources available to local authorities, we have little confidence that many LDPs will seriously consider the role and contribution of drive through developments.
- 4. The draft NPF4 drops the "presumption in favour of development that contributes to sustainable development" (paragraph 28, SPP, 2014).** As we set out in our previous consultation response, the existing SSP guidance provides an important policy mechanism when assessing planning application proposals, particularly where such proposals come forward without the framework of LDP policies.

Proposed amendments

Given the concerns outlined above, we would ask for the Local Government, Housing & Planning Committee to give due and proper consideration to the following proposals:

- **To remove Policy 27 (d)** and, at the very least, restore the wording as drafted in the document consulted on between 10 November 2021 and 21 March 2022
- **To ask the Scottish Government and the Minister for Planning to issue a clarification on the policy to ensure it is not interpreted as an automatic refusal for drive through developments.** Either through secondary legislation and/or or subsequent planning guidance



McDonald's in Scotland

McDonald's has a proud history in Scotland, opening our first Scottish restaurant in 1987.

Today, we operate 114 restaurants and employ approximately 11,000 people with the support of 15 franchisees.

Our most recent economic report published in 2019 showed that McDonald's contributes over £233 million to the Scottish economy each year.

We source products from large companies based in Scotland such as the Smith Anderson Group (Kirkcaldy), McCain (Montrose) and Scotbeef (Bridge of Allan) among many others.

We also take great pride in sourcing local ingredients wherever possible. Scottish farmers in particular benefit from approximately £17 million worth of income each year for products such as seed potatoes, beef and milk.

Future investment plans

We recognise the role we can play in local communities and are keen to do even more for the Scottish economy.

Earlier this year, we announced plans to invest over £250 million in our estate across the UK over the next four years. In Scotland alone, over the next three years we have plans to invest up to £70 million in new restaurants. If approved, this has the potential to create up to 2,000 jobs.

Should the draft NPF4 be adopted with Policy 27 (d), our investment plans and the opportunity to create new jobs – both directly and indirectly - is put at significant risk.

Our Plan for Change & developing sustainable restaurants

In October 2021, McDonald's UK & Ireland launched a new business and sustainability strategy – *Plan for Change*.

The plan sets out ambitious goals and actions across five key areas – Planet, People, Restaurants, Food and Communities – to ensure the business leads positive change from farms to front counter and beyond.

This includes a commitment to achieve net zero emissions by 2040. Our strategy focuses on reducing our greenhouse gas emissions by how we construct and power our sites, as well as how we reduce and recycle waste. To get there, we're creating a net zero roadmap of actions for all our sites from high streets to drive throughs.

A major milestone was the 2021 launch of our most sustainable new build restaurant to date in Market Drayton, Shropshire. An industry first and testing ground for practical insights, this restaurant was designed to be Net Zero emissions standard in both construction and operation and will be our first restaurant built to the UKGBC Net Zero Standard* in the UK and Ireland. In Scotland, ahead of COP26 in Glasgow, our local franchisee invested heavily in our existing Sauchiehall Street restaurant implementing some of the latest innovations including art crafted from recycled cups and ceiling tiles that can be returned to the manufacturer once it reaches its end-of-life.

Our Plan for Change builds on our long history of taking action to reduce our impact on the planet. This includes buying 100% renewable electricity, working with our farmers to help them reduce their carbon footprint and designing recyclable packing and creating a circular system where our packaging and waste has a second life.