



The English Takeaway

01406 420016

Kate Bellamy
South Holland District Council
Council Offices
Priory Road
Spalding
Lincolnshire
PE11 2XE

28th January 2015

Ref: ENF-379-14-E23 – The Annex, 139 High Road, Whaplode.

Dear Mrs Bellamy,

As requested please find enclosed with this letter a planning application for the change of use on The Annex, 139 High Road, Whaplode.

I would like to take the opportunity to explain The English Takeaway to you in order to give you a clear overview of the business when making a decision on the approval for the change of use.

The English Takeaway is a business offering freshly home-cooked meals delivered to people's homes. Our aim is to be different from other standard takeaways which offer Indian, Chinese, pizza etc. by offering a healthier alternative in the form of home-cooked wholesome meals. Many people do not have the time to cook every day or some may be not be able to do so through disability, illness etc. this is where we are able to provide quality meals and deliver them to customers hot and ready to eat.

Since trading began we have found that 99% of our meals are delivered to people's homes and our main target market is OAP's who prefer hot home-made meals delivered daily to them over the frozen meals they had been receiving from other organisations. On Sunday's our market is more varied but the delivery percentage is around the same with an average of 3 collections throughout the day, on weekday's collection orders are around 1 per day. We really push the delivery service as the point is that it's convenient to the customer. The reason we offer collections is to enable the customer to have the freedom of choice, if they are passing for whatever reason it could be easier for them to pop in however, as stated above we mainly deliver to customers' homes.

The vehicle movement on the premises hasn't increased from what it would normally be and we have not received any complaints from anyone who dwells on the High Road, in fact we have built up regular custom from the residents on High Road and in Whaplode in general. The idea and business has been welcomed by the community and we have received endless 'thank you's' for opening! We have found that we have helped numerous OAP's who previously were not benefiting from regular meals or even eating cooked meals at all!

All of our stock is purchased and collected by us; we do not have delivery trucks delivering stock to the premises. On average our sole delivery driver goes in and out of the premises around 10-12 times per day although this should not pose a problem to any other residents on High Road as

approximately, according to official figures 13,500 vehicles pass every property on the High Road in Whaplode per day. On a Sunday we have 2-3 drivers whom go out around 5-6 times each. All of our drivers are family and friends and The English Takeaway is family run business.

The English Takeaway is based in The Annex at 139 High Road, Whaplode. The annex is a converted pack house that gained planning approval, on my own property. The original use of the annex was as my daughter's home but she has since moved out and purchased her own property and the annex had stood empty for the last 2 years and therefore we decided to utilise it instead of letting a building go to waste.

We noted that within the area there was no businesses offering home-made wholesome meals that delivered them to people's homes, we also found that the only food delivery service for OAP's were frozen meals from national companies on a weekly or monthly basis or once a month deliveries of hot food to local community centres by local cafes. These meant lots of older people who were not able to get out to the community centres were missing out. It also meant that people who were receiving frozen deliveries were not getting freshly cooked meals and that in addition they would have to be capable of cooking and serving that meal and or relying on other outside resources such as carers, family etc. to go to their homes and cook the meals for them. Reports from our regular customers are fantastic, they say we have given them freedom and improved their diet substantially.

The annex comprises of an open plan kitchen / service area, preparation room, food storage room, general store room and storage cupboard. This is shown with the plan enclosed. We have had a visit from Mandy Baker and Gary Stanley from South Holland District Council who said the set up was adequate and gave us guidance and instruction to enable us to achieve a 5* hygiene rating, we have of course implemented. All of our staff has also gained the Level 2 Food Hygiene Certificate in Catering and we have a food safety management system.

We have extractor fan in the kitchen and have found that no other smells apart from those of standard domestic cooking are emitted. We have also arranged food waste collection which is collected a minimum of three times per week is stored securely in sealed bins. The waste is collected in a standard 4x4 and not by a truck.

I hope that above I have given you enough information along with the enclosed application and plan to enable you to make an informed decision regarding the approval as the annex as The English Takeaways premises however, should you wish to discuss this further you can contact me on 01406 420016.

The team and I look forward to receiving an answer in the coming weeks.

Yours Sincerely,

Daryl Moore,
On behalf of The English Takeaway