

Temporary Catering Trailer at Cannon Way, Dewsbury

Kirklees Planning Application: 2023/91350

June 2023

Overview of Contents

1. Project Brief
2. Pilot Study - Temp Proposal
3. Info – Type of Catering
4. Info – Entertainment
5. Info – Power & Water
6. Info – Foul & Refuse
7. Info – Hours of Operation
8. Info – Noise & Lighting
9. Info – Flood Risk and Highway Safety
10. Site Occupation
11. Brand Partnerships
12. Management Team
13. Funding Initiatives
14. Neighbourhood Concerns
15. Local Community
16. Indicative Project Timelines
17. Post Temp – Full Site Application
18. Alternative Locations - Dewsbury

Project Brief

Our concept at Cannon Way can easily be described as a Burger Van, Concession Trailer or Food Truck.

We would include similarities to a “Dark Kitchen” or “Cloud Kitchen”.

The temporary catering trailer would provide the necessary preparation and dispatch facilities for hot and cold food and grocery products ordered online for delivery or collection.

The site would act as a hub for collaboration with local independent and established name brands, offering a huge variety of choice to the online food marketplace around Dewsbury.

No entertainment or dining experiences are included within this initial temporary scheme.

Pilot Study – Temp Proposal

This initial change of use application requests for a temporary 3-year period.

This 'pilot' temp period would allow us to market test our virtual dining concept across the Dewsbury area.

Results of the 'pilot' temporary scheme will provide crucial insights into the design and operation of a full proposal over the whole site.

An overview of the future proposals have been included within this document.

Pilot Study Tests will include:

- **Brands and Cuisine Types**
- **Traditional Order vs Online-only**
- **Collection vs Delivery**
- **Fresh/Frozen Meal Prep vs Hot Food On-Demand**
- **24/7 - Online Delivered Grocery Options**
- **Variety Appetite – Locality Focused**
- **Gourmet Food vs Budget Friendly Options**
- **Branded (Healthy / Veg / Vegan) Options**
- **Eat In / Eat Out / Food Hall – Dining Concepts**
- **Lunch vs Dinner vs Late Night Food Options**
- **Driver/Rider Team vs Delivery Partners**

Further Information: Type of Catering

The proposed temporary development includes for a preparation facility for both hot & cold food.

We expect the split between hot cooked food (70%) and ambient packaged foods (30%) to be 70/30.

Designs and proposals are for a collection and delivery-only operation. With no public, customer seating or entertainment provided on-site.

Most products are pre-cooked and prepared on-site for collection or delivery. Noise and Odour filters on ventilation will be specified as part of the internal fit-out.

The proposed scheme does not include for any indoor or outdoor seating areas.

The proposed scheme does not include for any bar or alcohol sales.

The proposed scheme does not include for any other sales beyond food and drink.

See attached proposal internal layout plan.

Further Information: Other Entertainment

This initial temporary scheme does not include for any outdoor or indoor dining or entertainment experiences.

The site will be used as a Catering Unit for collection and delivery only.

On-site indoor and outdoor seating with entertainment may be considered for a larger future scheme.

This temporary scheme will provide insights and data into the commercial viability of a larger multi-brand food hall concept, with open dining and entertainment considerations.

Further Information: Power & Water

For this initial temporary scheme – the proposal is to connect into an existing electricity and water supply.

The current electricity supply to 19 Cannon Way is underutilised and has sufficient capacity to provide an additional 3-Phase connection.

A new metered connection to an existing landlord supply of water and electricity is proposed for this initial temp-use scheme.

Early enquiries suggest that new permanent electricity, water and drainage mains connections are possible to the site independently. These options will be explored as part of a full use application.

See attached supply distance plan.

Further Information: Foul & Refuse

Clean Water Provisions – A connection to an existing underutilised landlord supply is available to the site.

Foul Water Provisions – Grey waste from cleaning and food preparation will be collected via 2500ltr wastewater tank with periodic wet waste recycling collections.

Toilet Facilities - Provided via portable chemical toilet systems. 2no units available to staff and visitors, with waste and recycling managed on a recurring contract basis.

The amount of commercial waste is minimised with our delivery/collection only model. Bins for additional waste will be provided in key areas.

The aim of the temp application is to minimise any long-term disruption to the site. A new mains connection to water and sewage may be available and will be explored in detail following this proposed temp 'pilot' use.

As a condition on approval, we will provide a waste management strategy as detailed in Section 4.5 of the Kirklees Hot Food Takeaway SPD. This will include details of the storage of trade waste including the number and size of bins, the size of storage facilities which will be commensurate with the amount of waste produced, the provision of bins for customer's litter at the premises and elsewhere if appropriate, screening measures, access for service vehicles, the frequency of disposal of waste/ refuse collection.

See attached initial waste management plan and duty of care waste transfer note.

Further Information: Hours of Operation

For the purposes of the temporary use 'pilot' scheme: Variable trading hours would be most suitable.

We assume the optimum hours of operation would be from 12:00midday to 02:00am.

Variable opening hours would allow us to explore all daily catering events:

Lunch: 12:00 – 14:00

Dinner: 17:00 – 20:00

Late Night: 21:00 – 02.00

The ability to trade **24 hours a day** would be most advantageous for contact-free online food deliveries.

Access to and from the site would be through commercial areas only.

24-hour operations would ensure safety and security in and around the area.

Further Information: Noise & Ext Lighting

Appropriate acoustic consultants have been briefed with regards to producing the required Noise Assessment Report.

Further time is required in order to instruct professionals to record necessary field data, conduct tests and analyse data against proposed noise attenuation measures.

Considerations include for silent ventilation systems and acoustic internal boarding to limit external noise pollution.

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All external lighting is designed and proposed with considerations of: Guidance Notes for the Reduction of Obtrusive Light.

See attached an external lighting plan and associated spec/data sheets.

Further Information: Flood Risk & Highways

Considerations have been made to the design and construction of this proposal in order to mitigate any flooding risks on this scheme.

Built from recycled shipping containers – the catering trailer will sit approx. 300mm above ground level on concrete blocks.

This construction methodology reduces risk of any damage the ground surface and allows for adequate airflow and ventilation.

It is understood that Kirklees Flood Risk Management and Drainage have no objection to this application.

See attached car parking layout plan - including entrance and exit proposals.

Site Occupation

As part of our lease of this site at Cannon Way: our responsibilities would include for the upkeep, maintenance and security.

We understand that the site has been vacant and unsecure for an extended period.

A history of trespass, loitering and anti-social behaviour on the site is evident. Constant disruption to the nearby businesses, residents and green spaces has been the impact to date.

Our proposal is for a secure and operational use of this vacant commercial site. Access only via Mill St West and Cannon Way. Closing off any through-access from Cannon Way to Park Road.

Our occupation would significantly reduce all disruption to residents at Park Road.

Neighbourhood Concerns

- Historic Trespass & Criminal Damage
 - We aim to secure and occupy the vacant site for min 3-year period. Making the site/area unavailable for loitering, trespass and anti-social behaviour.
 - A constant presence on site will ensure we are active and responsible for security and maintenance.
- Risk of Increased Traffic to Park Road
 - The proposal is to enclose the site at Cannon Way, away from Park Road. Directing all access; vehicular or pedestrian foot fall via Mill St West down Cannon Way.
 - As per proposal, closing off any link between Cannon Way and Park Road, would reduce traffic levels, noise and disruptions for all residents along Park Road.
- Noise, Odour and Litter
 - The nearest residential dwelling point-to-point would be more than 100m away.
 - Precautions will be taken to ensure waste is management proactively to reduce risk of rodents.
 - Odour and noise filters will be specified in all ventilation equipment.
 - Lighting design and noise attenuation measures will be adopted to reduce the risk of noise or light pollution.

Brand Partnerships

We have worked with the following brands in other locations.

We hope to invite them to work with us, alongside local brands at Cannon Way in Dewsbury.



Mamacita

California-style burritos



Late Night

Pizzas for your wildest cravings



Good Roots

Colourful salads and wraps



Papi Taco

Modern Mexican cuisine with classic flavours



Hangry Burger

Messy, iconoclastic burgers & sides



Downtown Seoul

Moreish chicken with authentic Korean flavour



Wings & Tings

Juicy wings on repeat

Funding Initiatives



Pre-seed (A) Funding Round:
Over £150,000.00 raised to date.



Access to Private Equity via established VC partnership.



Further Capital– £5m
Subject to 'pilot' success in West Yorkshire (2023-2026)



Small Enterprise Investment Scheme (SEIS) - Registration in Progress.



Cannon Way Site: Estimated Budget = £35,000.00 capex

Management Team

Faisal Ashfaq:

- Head of Supply Chain Management at Retail Asset Solutions (RAS).
- Industry expert on supply chain, stock control and loss prevention.
- Strategic internal advisor on logistics, distribution and stock management.

Ahmed Yaseen:

- Commercial Surveyor & Asset Manager (SurvProp)
- Delivering on property related capital works & Surveying commercial property for transactional due diligence.
- Strategic internal advisor on property, financial modelling and data.

Sirraj Faisal:

- Recent College Graduate – Dewsbury Resident
- Experienced in food and beverage industry, including a recent role launching a start-up F&B business across 5 national locations.
- Responsibilities include site and operations.

Usayd Yaseen:

- Recent College Graduate – Dewsbury Resident
- Experienced in both the transport and food industry with kitchen management and road transport qualifications.
- Responsibilities include the kitchen and driver/rider networks.

Boosting the Local Community

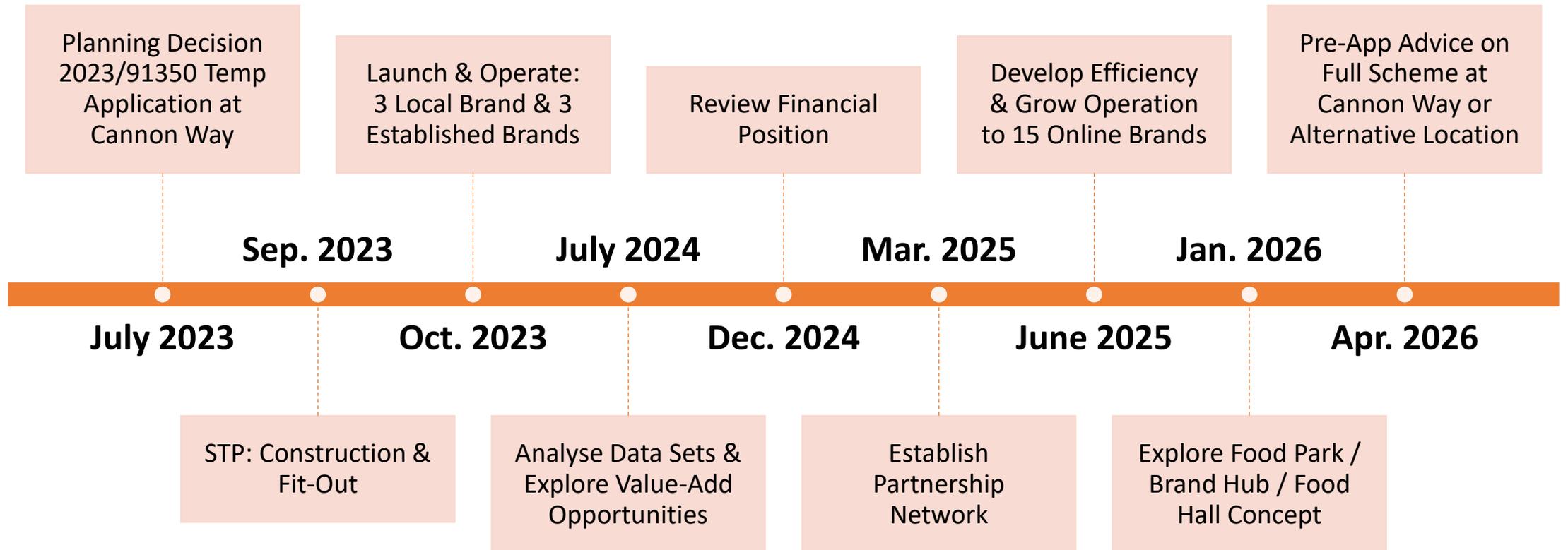
Work & Partnership Opportunities

- Full time and Part time Catering/Kitchen Job Opportunities
- Delivery Partner Opportunities via Deliveroo / UberEATS
- Learn to Cook – Apprenticeships & Work Experience
- Small Business – Launch & Scale your food brand online from Cannon Way

Dewsbury & Beyond

- Increased variety of online food options
- Access to 24/7 contact-free grocery essentials and food delivered
- Occupation of previously vacant commercial land
- Local data and insights into an emerging “Food Tech” market
- Growth plans to incorporate a food hall with entertainment concept

STP: Indicative Project Timelines



Full Site Proposal

Inspired by Far East Asian – Open Dining Food Markets.

Commercialised with success in the UK by:
BoxPark (London) & Hatch (Manchester).

- Constructed from recycled shipping containers.
- Modular and suitable for vacant town centre sites.
- Vital to boosting local foot flow and visitor traffic.
- Open to independent, artisan and national chain food operators.
- Detailed design alongside 'pilot' temp scheme.





Alternative Sites: Dewsbury

Following the milestone success of two similar schemes in Stockport and Manchester. Our business has plans for strategic growth – with a keen focus on Dewsbury and West Yorkshire.

Alternative locations within Dewsbury have been appraised for suitability.

The Arcade in Dewsbury Town Centre has been identified as a potential site that may offer a commercial growth opportunity.

Previously Mecca Bingo, has also been identified as a potential site that meets criteria for an opportunity to explore Dine In / Food Hall concepts in the Dewsbury Area.

We understand that Kirklees Council are exploring town centre regeneration and have a Dewsbury Blueprint Development Strategy.

Our initiative is to explore vacant commercial property and create value-add opportunities with new use cases. We believe Dewsbury can make for a solid concept testing ground.

Contact

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