



**287 Camden High Street
London NW1 7BX**

Delivery Management Plan

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1. Purpose of Document

- 1.1. This document sets out management procedures in relation to Shake Shack's ancillary food delivery service to ensure the promotion of the Licensing Objectives.
- 1.2. The procedures emphasise the importance of providing this service to the local community without disturbing the closest neighbours.
- 1.3. An experienced management team will lead thoroughly trained staff through comprehensive procedures to secure a sympathetic business operation alongside local residents and neighbours in Camden Town.
- 1.4. Shake Shack welcomes ongoing feedback from local residents, the Responsible Authorities and the Licensing Authority to ensure the Delivery Management Plan is kept up to date and proactively responds to the requirements of the local community.
- 1.5. The overriding priority of Shake Shack is to ensure the proposed use is operated professionally and sympathetically to the mixed commercial and residential nature of the surrounding area.

2. Premise Licence Controls

2.1. The proposed hours of operation are as follows:

Day	Sale of Alcohol (on & off) Late Night Refreshment	Opening Hours
Sunday	11:00 – 22:30	08:00 – 23:00
Monday – Thursday	10:00 – 23:30	08:00 – 00:00
Friday – Saturday	10:00 – 00:00	08:00 – 00:30

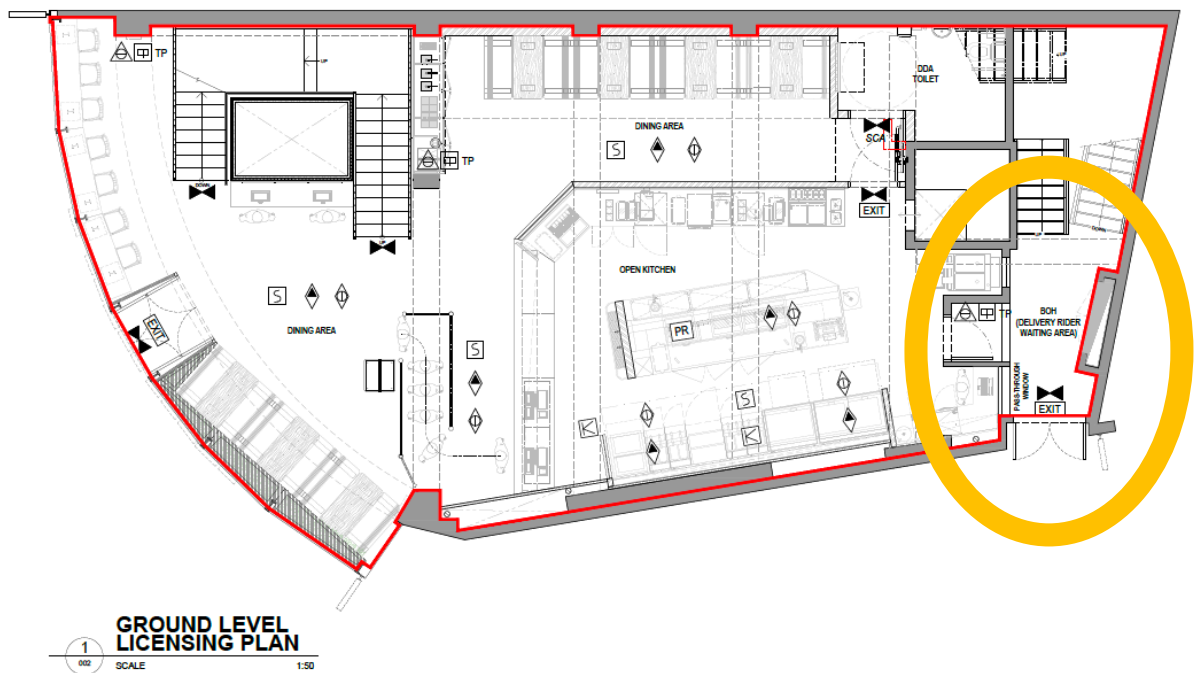
2.2. Licence conditions relevant to the delivery service provision include:

- a. *The supply of alcohol for consumption off the premises shall be in sealed containers and ancillary to a take away meal only.*
- b. *The supply of alcohol for consumption off the premises shall cease at 22:30 Monday to Saturday.*
- c. *During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.*
- d. *The premises licence holder will implement procedures with third party delivery companies to ensure that any food delivery process does not cause a nuisance to local residents.*
- e. *Collection of food by Deliveroo/other operative and waiting by canal side doors only.*
- f. *The premises licence holder shall instruct Deliveroo/other operatives riders to comply with highway code.*
- g. *Cease all off sales (take-away in person and via operatives such as Deliveroo/uber) by 10:30pm*
- h. *The premises licence shall instruct Operatives not to be allowed to gather in front of the premises to prevent noise disturbance*

2.3. A significant number of deliveries will be fulfilled by delivery operatives utilising bicycle or electric vehicles. This promotes an environmentally friendly concept, reduces space necessary for parking and mitigates the risk of associated noise issues attributable to combustion-engine motorised vehicles, which are generally and gradually being phased out.

3. Delivery Procedure

- 3.1. The Premises has a purpose-built internal waiting and pick up area for the exclusive use of delivery operatives. This area is located on the Canal side of the Premises, which was specifically designed and located to promote an efficient delivery pick up process causing no disruption. As a result, delivery operatives will access the premises via Canal side door and not on Camden High Street. Once through the Canal side doors there is a pass-through straight from the kitchen for operatives to collect their orders.



- 3.2. Delivery operatives will park their vehicles outside the Premises before heading inside to the dedicated waiting and pick up area. This means that delivery operatives will be inside and therefore not loitering outside the Premises. Those delivery operatives using combustion engine vehicles will have to turn their engines off.
- 3.3. Signage will be displayed within the waiting and pick up area reminding delivery operatives of their responsibilities to carry out their duties professionally and without causing any disturbance to local neighbours.
- 3.4. Delivery operatives will be notified when their order is ready for pick up. The delivery operative will then pick up the order immediately and head outside to their vehicle. The delivery operative will be under instructions and reminded via signage to leave the area quickly and quietly without causing any nuisance.
- 3.5. If required, sanitary provision is available for the delivery operatives' use.

- 3.6. The external area will be regularly monitored by Shake Shack staff to ensure that delivery operatives are not unnecessarily loitering outside the Premises or leaving engines running.
- 3.7. Any delivery operatives found to be engaged in any irresponsible behaviour whatsoever will be politely reminded by staff to cease their behaviour and comply with this Delivery Management Plan.
- 3.8. This Delivery Management Plan will be reinforced by Shake Shack management in writing as part of ongoing dialogue with the third party delivery partners. Any delivery operative found to be regularly breaching this delivery management plan will be reported to the delivery partner accordingly.

4. Community Liaison

- 4.1. Shake Shack will always be willing to organise and accommodate meetings to discuss the operation of the Premises with residents, local residents' associations, ward councillors and the Responsible Authorities.
- 4.2. Any feedback provided by local stakeholders will be carefully considered and implemented into this Delivery Management Plan where necessary and appropriate.