

MARSTON'S PLC

PROPOSED NEW BUILD – CRANESBILL ROAD, OFF SNOWBERRY LANE,
EAST MELKSHAM

HEARING: 20 MAY 2014

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- **FOOD** - focused on becoming market leaders within the pub dining market

Hot Puddings

Black & White £3.25
A rich, creamy pudding with a dark chocolate sauce and a dusting of cocoa powder.

Blueberry £3.25
A soft, moist pudding with fresh blueberries and a vanilla glaze.

Maple Pecan £3.25
A warm, gooey pudding with a maple syrup drizzle and pecan nuts.

Apple Pie £3.25
A classic apple pie with a flaky crust and a cinnamon-spiced filling.

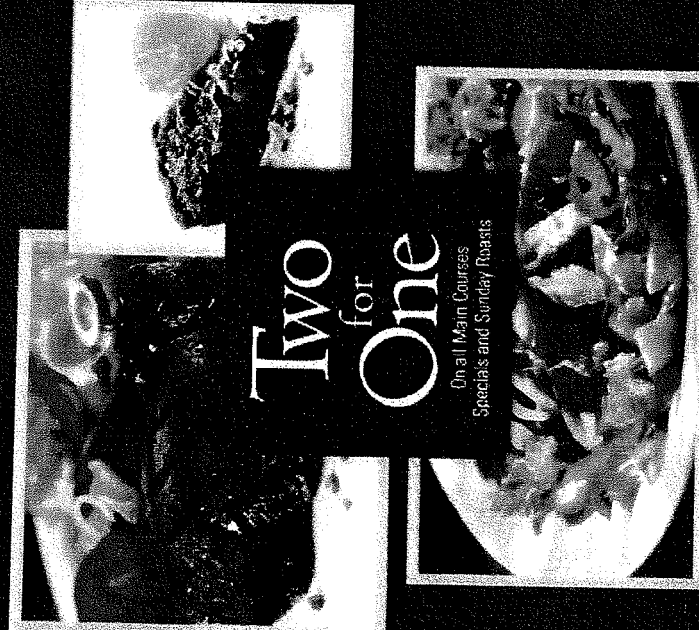
Cold Puddings

Apple and Orange £3.25
A refreshing cold pudding with chunks of apple and orange segments.

Strawberry £3.25
A light, airy pudding with fresh strawberries and a vanilla sauce.

Vanilla £3.25
A smooth, creamy pudding with a vanilla bean flavor.

Chocolate £3.25
A rich, decadent pudding with a dark chocolate sauce and shavings.



Two for One
On all Main Courses
Saturdays and Sunday Roasts

Ice Cream Menu

Chocolate Indulgences Sundae £3.55
A decadent sundae with chocolate sauce, fudge, and nuts.

Hot Berry Sundae £3.55
A warm sundae with fresh berries and a vanilla sauce.

Vanilla Sundae £3.55
A classic sundae with vanilla ice cream and a chocolate drizzle.

Simply Delicious £3.55
A simple, delicious sundae with vanilla ice cream and a fruit topping.

Beverages

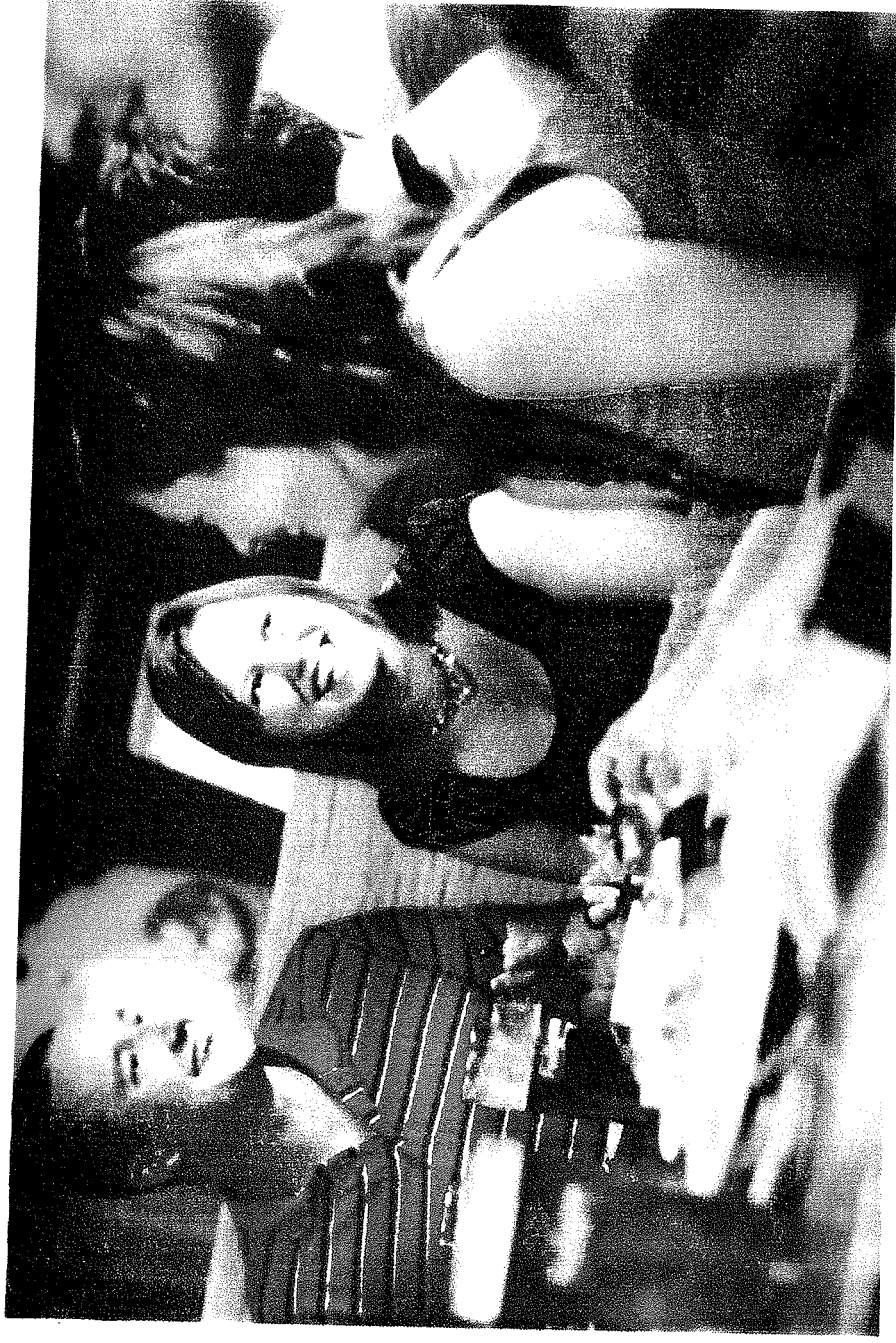
Soft Drink £1.50
A refreshing soft drink with a choice of flavors.

Hot Tea £1.50
A hot cup of tea with a choice of blends.

Coffee £2.25
A hot cup of coffee with a choice of flavors.

Target Market - The F - Plan

- **FEMALES** - Women now see pubs as much their domain, as the traditional male environment. Design of cosy, homely spaces, ensure customers can find a space to suit them, dining as part of a large group, couple or a family



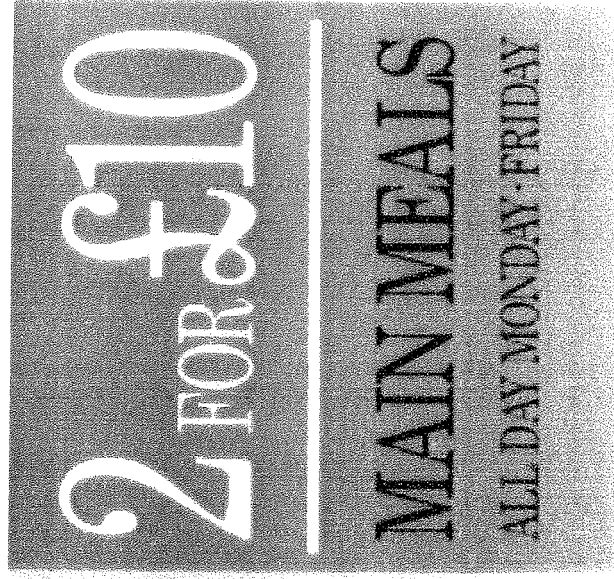
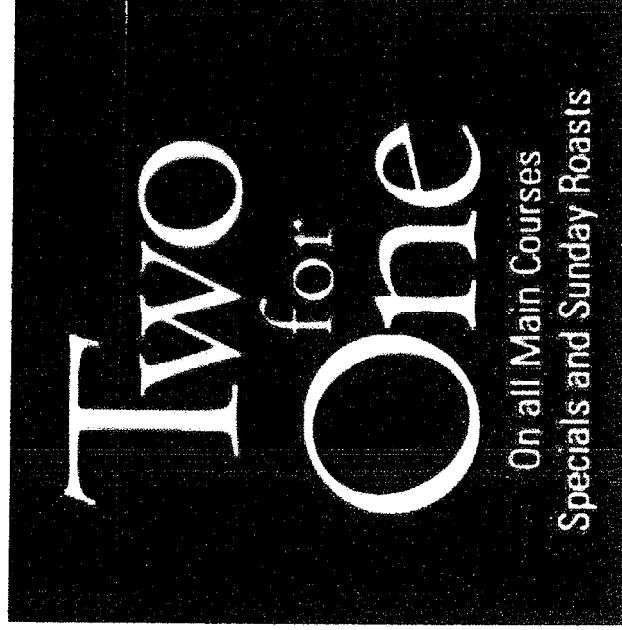
Target Market - The F - Plan

- **FAMILY** - As family life becomes busier and households increasingly rely on dual incomes, creating an environment that welcomes those with children, has been a focus for Marstons. Recent developments include play zones and our award winning children's menu.

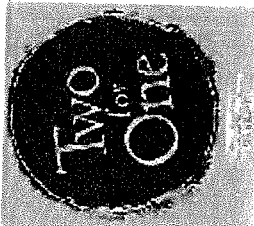


Target Market - The F - Plan

- **FIFTY SOMETHING** - The continued rise of a wealthy, older generation presents new challenges and exciting opportunities. To meet the demands of these customers we offer light bites, smaller portion meals, and all day great value.



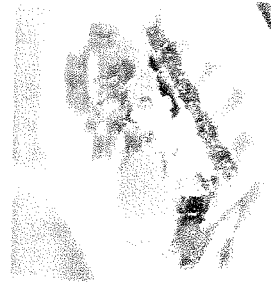
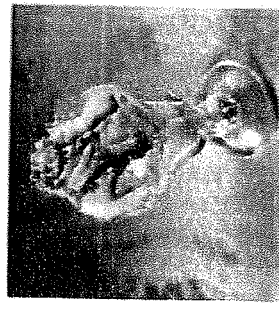
Target Market - The F - Plan



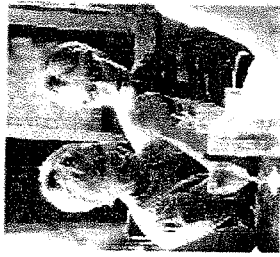
Two for One

When two people each order a main course... we will give you the lower priced meal free of charge.

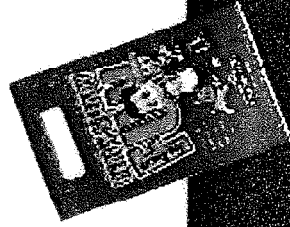
- Excellent, measured customer satisfaction scores, consistently higher than industry average
- Great customer value offer available all day, every day
- Comfortable yet contemporary surroundings
- Traditional favourites with modern twists
- A range of under 500 calorie dishes



Two for One



- A value driven offer: Two for One on all main courses
- Supported by Sovereign Club (£8 two courses for two people)
- And Curry Club (£11 Curry and a drink for two)
- Specials – 25 specials always available, all included in the two for one offer
- Family friendly – 500,000 children's meals a year
 - Children's play zones
 - Children's activity bags

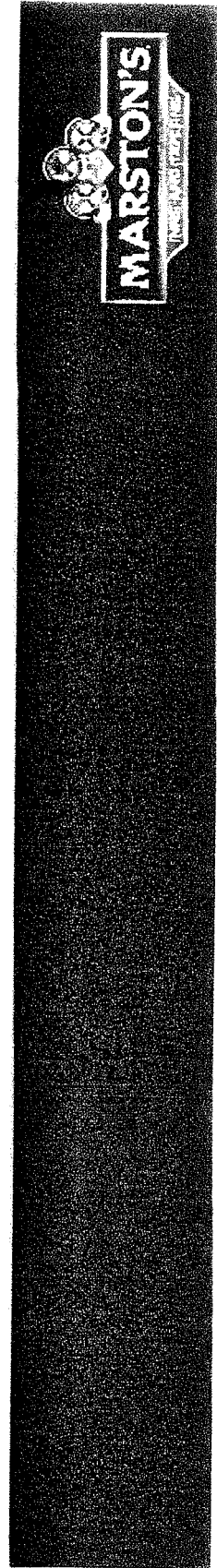
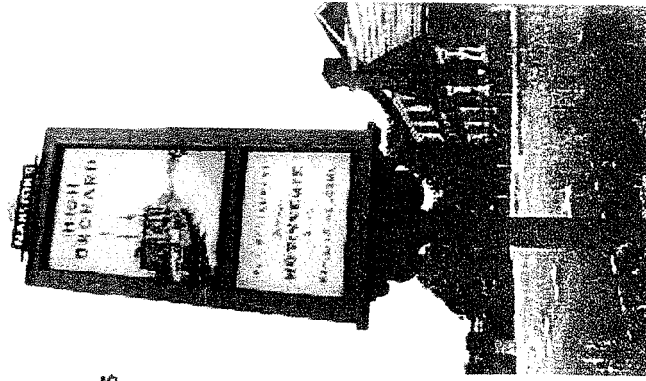
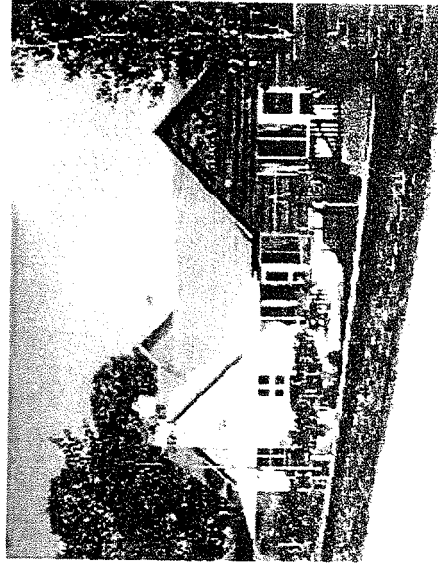
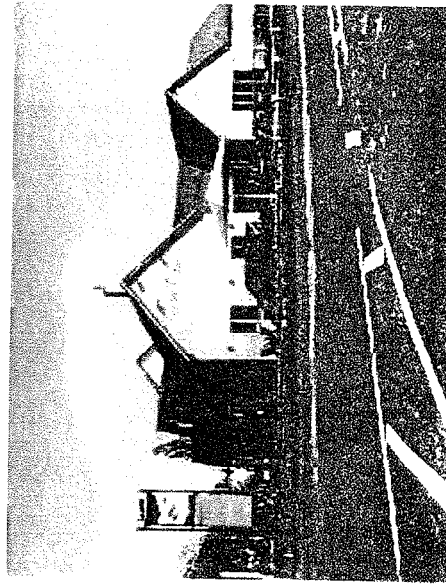


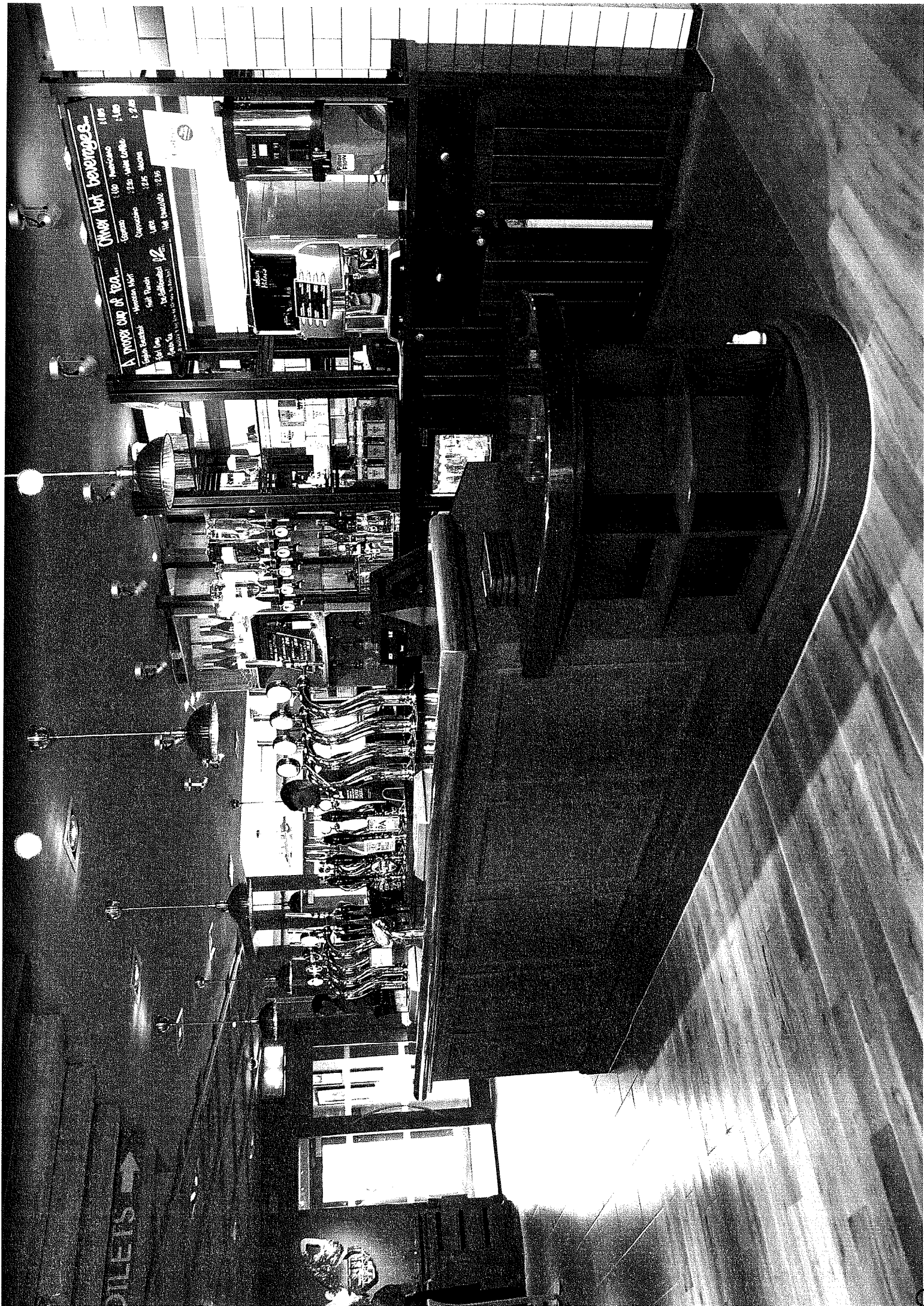
Marston's Inns and Taverns Pub Formats

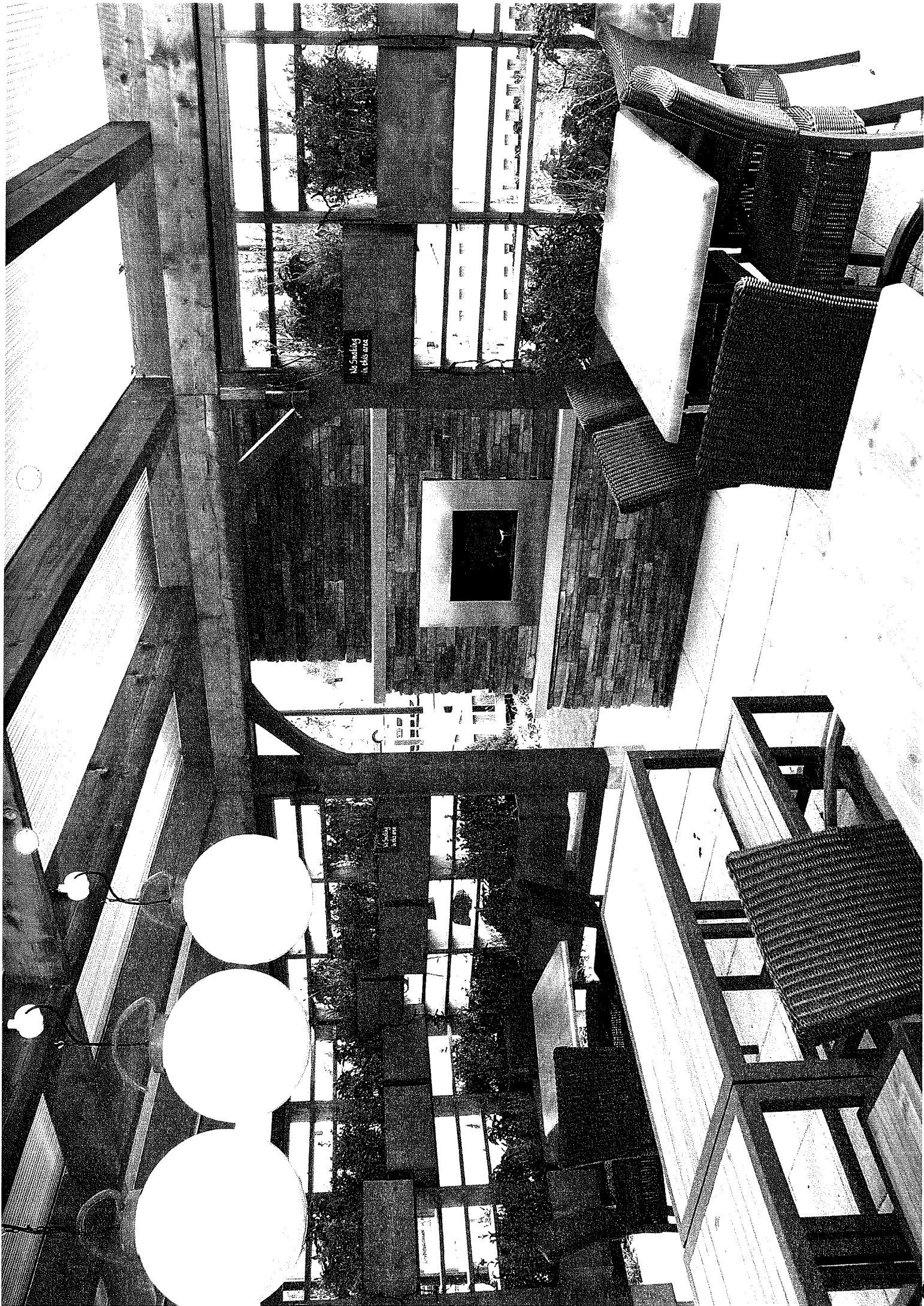
Creating A High Quality Building serving local communities

Community Facility:

- Creation of 40 – 50 Full and Part Time jobs
- 60% + revenue from Food Sales – Not a traditional wet let pub
- Additional facilities provided – parking, play areas, outdoor terrace
- Customer Base captures visitors, business people and local communities
- Deliberate exclusion of TV & sports coverage, karaoke, dancing etc.









OW SPECIALS

Dungen Salmon
A salmon file, served in a cucumber
sauce with green beans and new
potatoes (30 min)
\$9.45

Three of Chops
A trio of lamb chops, served
with green beans, new potatoes
and gravy (30 min)
\$11.95

Rump & Gump
A Sirloin steak, with french
fries, green beans, chips & 1/2
cup gravy (30 min)
\$12.95

DRINKS

ROTISSERIE

Feel like...

DRINKS

Other Hot beverages...

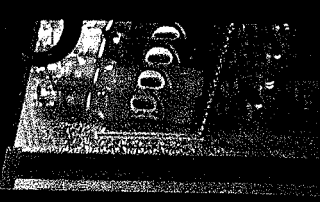
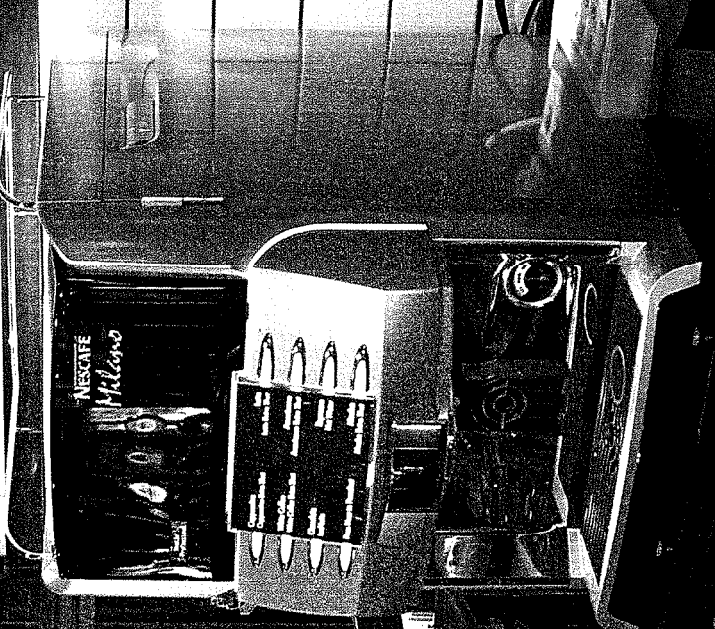
- Espresso \$1.95
- Cappuccino \$1.95
- Latte \$2.15
- Hot Chocolate \$2.55
- Americano \$1.95
- White Coffee \$1.95
- Mocha \$2.15

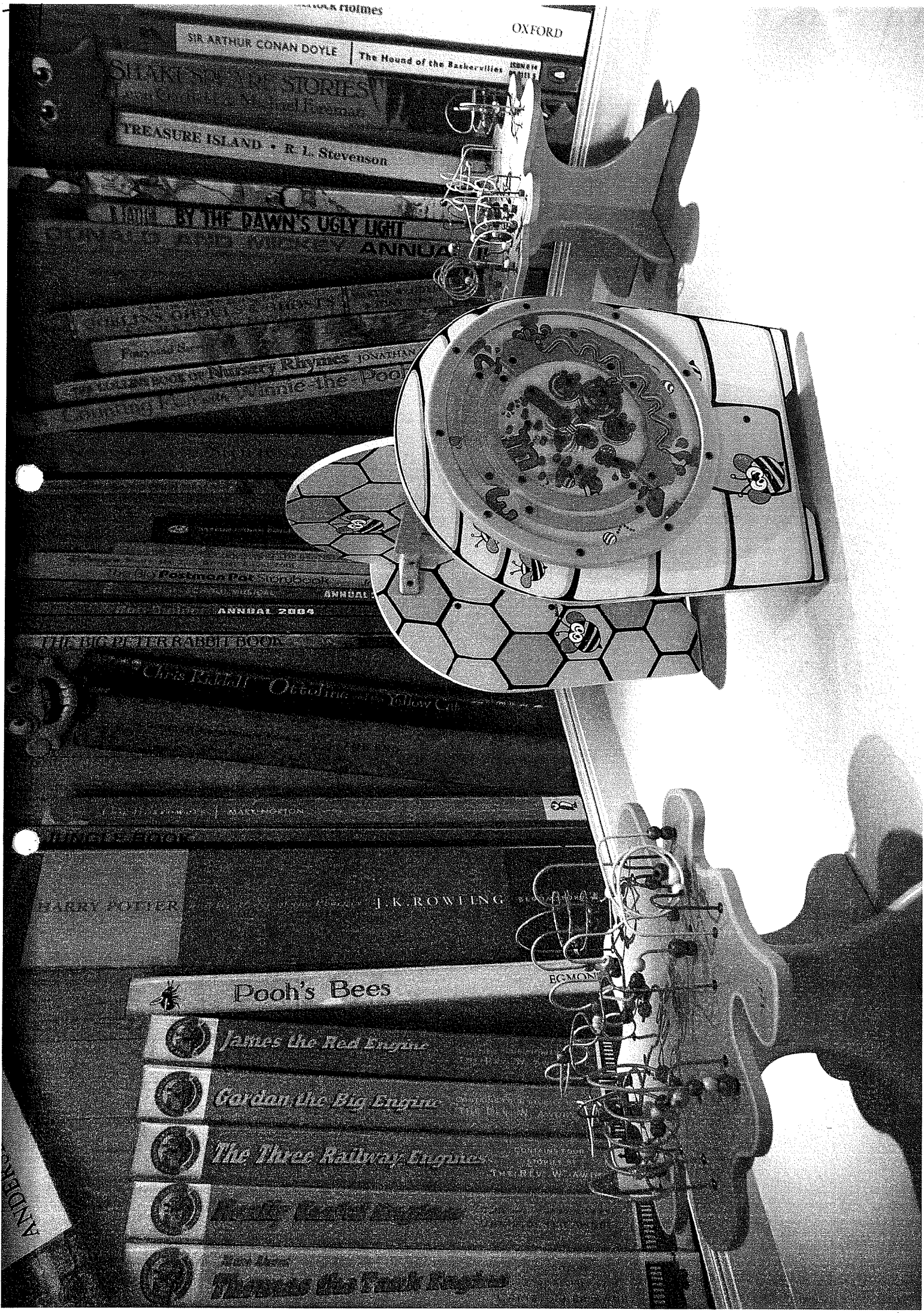
A proper cup of tea...

- English Breakfast
- Earl Grey
- Green Tea
- Moroccan Mint
- Fruit Punch
- De-Alcoholated \$2.00

*Available to buy from the Self-Service Bar

Take Away Coffee





SHERLOCK HOLMES
SIR ARTHUR CONAN DOYLE | The Hound of the Baskervilles | OXFORD

SLIPPERY STORIES

TREASURE ISLAND • R. L. Stevenson

BY THE DAWN'S UGLY LIGHT

THE UNUSUAL RHYMES OF JONATHAN SWIFT

THE UNUSUAL RHYMES OF JONATHAN SWIFT

ANNUAL 2006

ANNUAL 2006

ANNUAL 2006

HARRY POTTER

J.K. ROWLING

ECMONT

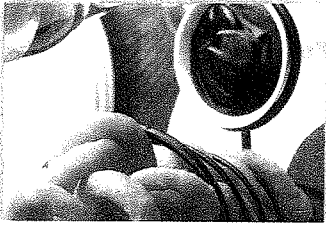
Pooh's Bees

James the Red Engine

Gordon the Big Engine

The Three Railway Engines

ERS



2.95
ion rings served with a
stuce for dunking.

95
ion rings, mushrooms
ou could share, but you

tion IV £3.45
id served three ways:
salsa n' cheese.

.95
icken wings, garlic bread,
s, breaded mushrooms
with garlic mayonnaise

95
hand battered fish goujons,
mennade potato wedges,
and tartare sauce.

**We serve in our Feast of Fish
and Chips is cod or haddock and
depending on availability because
of the fish from sustainable
fish what today's fish is**

tter IV £1.45
IV £1.25
se IV £2.00

SWAP YOUR SPUDS OR VARY YOUR VEG!

We suggest the accompaniments which we think
work best, but if you'd like to swap for
something else instead, please ask.

GRILLS

Expertly grilled just the way you like!
All our grills come served with chips and garden peas.



*add an extra fried egg
or pineapple ring for
50p extra.*

8oz Sirloin Steak £13.50
Garnished with onion rings and half a grilled tomato.

10oz Rump Steak £13.25
Garnished with onion rings and half a grilled tomato.

10oz Gammon Steak £10.80
Grilled and crowned with a fried egg or pineapple ring.

THE GO LIGHT GRILL

All of the grill but none of the guilt.
Treat yourself to one of the delicious grills
below, both served with salad:

Rump Steak with King Prawns £13.85

Chicken Breast with Grilled Red Pepper £9.95

Or ask for our rump, sirloin or gammon steak
to be served with salad instead of chips.



YOUR GRILL

Add an accompaniment to any of our grills.
The Grill Combo £2.00

TWO PEOPLE, TWO MAIN COURSES, ONE FREE OF CHARGE!

When two people each order a main course from this section of the menu or
specials boards, we will give you the lower priced meal free of charge.

Food served until 10pm Monday to Saturday and 9pm Sunday.

BRILLIANT BURGERS

CHOOSE ONE OF OUR FAVOURITES...
Served with chips and coleslaw.

The Cowboy Classic £10.25

An 8oz prime beef burger with crispy bacon and
Monterey Jack cheese, with Heinz™ Classic Burger Sauce.

Ciao Chicken Burger £9.45

Two crispy chicken filets on little gem, topped with shaved
Parmesan and served with a pesto mayonnaise dip.

Jalapeno Nacho Burger IV £9.35

Smoky red pepper and jalapeno burger topped
with tortilla chips and melted Cheddar cheese,
served with guacamole.



BUILD YOUR OWN...

Think you can do better? Choose a burger then a
topping to crown it with, and we'll serve it all in a
toasted bun with chips and coleslaw.

- 1. Choose your burger:**
8oz Prime Beef Burger £9.60
Two Crispy Chicken Filets £9.50
Smoky Red Pepper and Jalapeno Burger IV £9.35

2. Add one of our great toppings:

Spicy Chilli Cheese II, Monterey Jack Cheese II,
Crispy Bacon, Grilled Field Mushroom II,
Fried Egg II, Crispy Fried Onions II

3. Choose your sauce:

Reggae Reggae™ BBQ Sauce II,
Heinz™ Classic Burger Sauce, Pesto Mayonnaise IV

YOUR BURGER

Don't forget
our specials!

They're all still Two for One.

PUB FAVOURITES

Lasagne £9.05

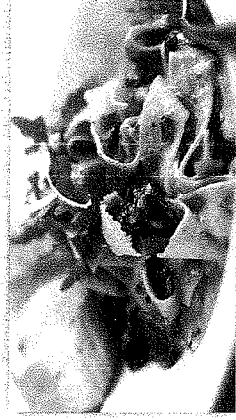
Our own secret recipe served with garlic bread and a
salad garnish.

Ask for double salad garnish instead of garlic bread.

Vegetarian Lasagne IV £8.90

Courgettes, aubergines and red peppers, served with
garlic bread and a salad garnish.

Ask for double salad garnish instead of garlic bread.



Mushroom Pappardelle Pasta IV £9.75

Wide ribbons of egg pasta with slices of flat mushroom in
a goat's cheese and rocket sauce flavoured with garlic and
herbs. Served with garlic bread and a rocket garnish.

Chicken Pappardelle Pasta £11.95

A grilled chicken breast and wide ribbons of egg pasta
with slices of flat mushroom in a goat's cheese and rocket
sauce flavoured with garlic and herbs. Served with garlic
bread and a rocket garnish.

Steak and Ale Pie £10.45

British beef slow-cooked in a rich Marston's Beer gravy.

**Three Cheese and
Peppered Mushroom Pie IV £10.35**

Roasted whole and sliced mushrooms in a peppery
sauce with Cheddar, Doukale Gloucester and
Red Leicester cheeses.

Chicken and Roasted Mushroom Pie £10.35

Roast chicken and slices of flat mushroom in a light
creamy sauce.

**Chicken with Portobello Mushrooms
and Madeira £10.90**

Chicken supreme filled with a bacon and leek
stuffing, cooked in a creamy Madeira, Portobello and
woodland mushroom sauce. Served with new potatoes

Beer Battered Fish and Chips £11.95

Battered in-house with our famous Marston's Beer batter.
Served with chips and mushy peas. The fish in our fish
and chips is cod or haddock and varies depending
on availability because we only select fish from
sustainable sources.

Sticky BBQ Chicken £10.75

A whole chicken crown smothered in sticky BBQ sauce,
served with chips, coleslaw and corn on the cob.

**Scottish Salmon and Crab Cake
Salad £10.10**

A blend of Scottish smoked salmon and crab in a lime
and cracked black pepper herb crumbs on little gem and
rocket with cherry tomatoes, cucumber, red pepper,
red onion and croutons.

BBQ Ribs and Chicken £12.25

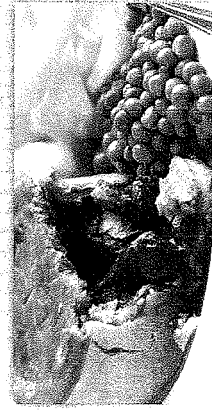
Pork ribs in BBQ sauce and a grilled chicken breast.
Served with chips, coleslaw and corn on the cob.

Beef in Red Wine £9.70

Tender, slow-cooked beef in a rich red wine, thyme
and pancetta gravy with silverskin onions and slices
of roasted flat mushroom. Served with new potatoes,
carrots and cauliflower.

Chicken Enchiladas £10.70

Chicken breast pieces in a Mexican sauce, wrapped in
flour tortillas and topped with salsa and Monterey Jack
cheese. Served with homemade potato wedges and a
salad garnish.



Our hand finished shortcrust pastry pies are
served with chips and peas.

Chicken Tikka Masala £9.20

Tender pieces of chicken breast in a mild tikka masala
sauce, served with rice, naan bread, poppadum and
mango chutney.

QUICK BITES

All our Sandwiches, Clubs and Melts are served with tortilla chips and dressed rocket garnish.

Choose your bread: • Soft floured white • Brown bloomer • Crusty baguette

Avoiding foods containing wheat or gluten? Ask us for your choice of sandwich on Genius™ bread.

SANDWICHES

Ham Salad
Cheese and Red Onion Chutney V
Tuna Mayo

All £4.95 each

CLUBS

All served on toasted bread.
Chicken and Bacon Club

Red Pepper and Pesto Club V

Grilled red pepper and onion with pesto, layered with mozzarella and leaves.

MELTS

All served on a baguette.

Steak and Onion Melt

Tuna Mayo and Cheddar Cheese Melt
Reggae Reggae™ BBQ Chicken Melt

JACKET POTATOES

Served with: butter and dressed rocket garnish.

Prawn

Bacon and Cheddar Cheese

Cheddar Cheese and Beans V

Tuna

All £4.65 each

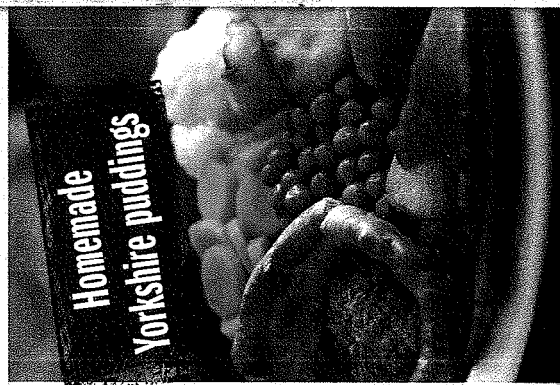


SUNDAY ROASTS

Freshly carved roasts and homemade Yorkshire puddings make a Sunday with us one to remember.

£12.95

Remember, they're Two for One as well!



Homemade Yorkshire puddings

We regret we cannot guarantee that any of our products are free from nuts or our derivatives. Dishes with fish may contain bones. Our wholebirds of breaded scampi are made from more

Lighten Up

Lighten Up Calorie counts are for guidance only and are based on the complete dish as listed on the menu, excluding any additional seasoning or sauces, added

DESSERTS

HOT PUDDINGS

All of our hot puddings are served with a choice of custard, cream or ice cream, unless other wise stated.

Big Plum and Apple Pie V £3.75

Bramley apples and plums in deep filled sweet shortcrust pastry.

Sticky Toffee Sponge V £3.65

The classic golden sponge pudding covered in sticky toffee sauce with toffee pieces.

Melt in the Middle Chocolate Pudding V £3.75

A rich chocolate pudding with a melting chocolate heart.

Kentish Bramley Apple Crumble V £3.75

Chunky Kentish Bramley apples topped with a golden crumble.

Chocolate Fudge Cake V £3.65

A rich chocolate cake, perfect served hot or cold with vanilla flavoured ice cream.

Triple Shot Waffle V £3.75

A warm Belgian waffle with caramel, vanilla and chocolate flavoured ice creams, finished with chocolate crumbs.

Jam Roly Poly V £3.75

Layered with fruity raspberry jam, baked in a golden sponge.



DESSERTS TO GO!

Take one of our delicious desserts away with you today!

Just ask your server to bring your dessert to the table all boxed up and ready to take away.

ICE CREAMS

Chocolate Indulgence Sundae V £3.85
Chocolate and vanilla flavoured ice creams topped with cream, chopped nuts, chocolate flakes and drizzled with chocolate sauce.

Caramel Crunchy Sundae V £3.85

Chocolate, stracciatella and vanilla flavoured ice creams topped with cream, caramel crunch pieces, chocolate sauce and a chocolate flake.

Simply Delicious V £2.90

Choose any three scoops of our delicious ice creams. Ask your server for today's choice.

Toffee Waffle Sundae V £3.85

Pieces of sweet Belgian waffle with caramel and vanilla flavoured ice creams topped with cream, toffee sauce, more waffle pieces and a chocolate flake.

CHILLED DESSERTS

With your choice of cream or ice cream.



Strawberry Trifle Slice £3.75

Light sponge, strawberry sauce, a vanilla flavoured custard syllabub and dotted cream mousse.

NY Cheesecake V £3.65

Classic New York style cheesecake on a buttery bisuit base.

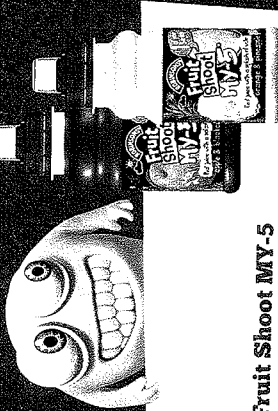
Chocolate Crunch Pie £3.95

Heavenly chunks and chocolate mousse encased in a chocolate pastry case, topped with Belgian chocolate pieces and drizzled with sticky chocolate sauce.

Orange and Mascarpone Truffle Cheesecake V £3.75

A crisp chocolate bisuit base layered with rich chocolate truffle, topped with a creamy mascarpone and zesty orange cheesecake.

Mmm!
My favourites!



Fruit Shoot MY-5

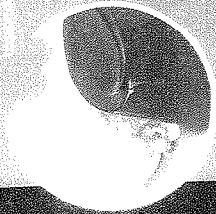
One of our friendly staff can tell you about the flavours we have available!

V - Suitable for vegetarians or vegetarian option is available. We regret we cannot guarantee that any of our dishes are free from nuts or nut derivatives. Dishes with fish may contain bones. All weights are approximate prior to cooking. Photography is for illustrative purposes only. Offers cannot be used in conjunction with any other promotion.

£1.25

Smarties Ice Cream Dessert

Two scoops of vanilla ice cream topped with Smarties



Jelly and Ice Cream

Two scoops of vanilla ice cream topped with jelly

Ice Cream Sundae (v)

Two scoops of vanilla ice cream topped with chocolate sauce and cartoon wafers



Chocolate Brownie (v)

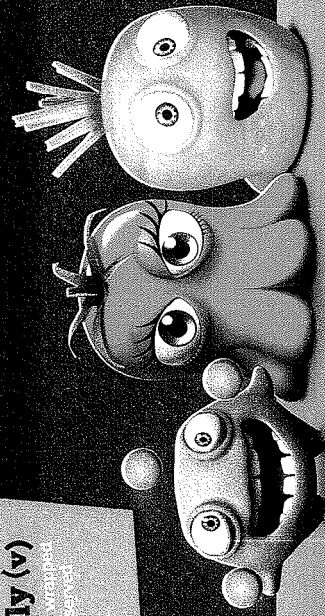
One chocolate brownie served with hot chocolate sauce

Cheeky Monkey's Favourite (v)

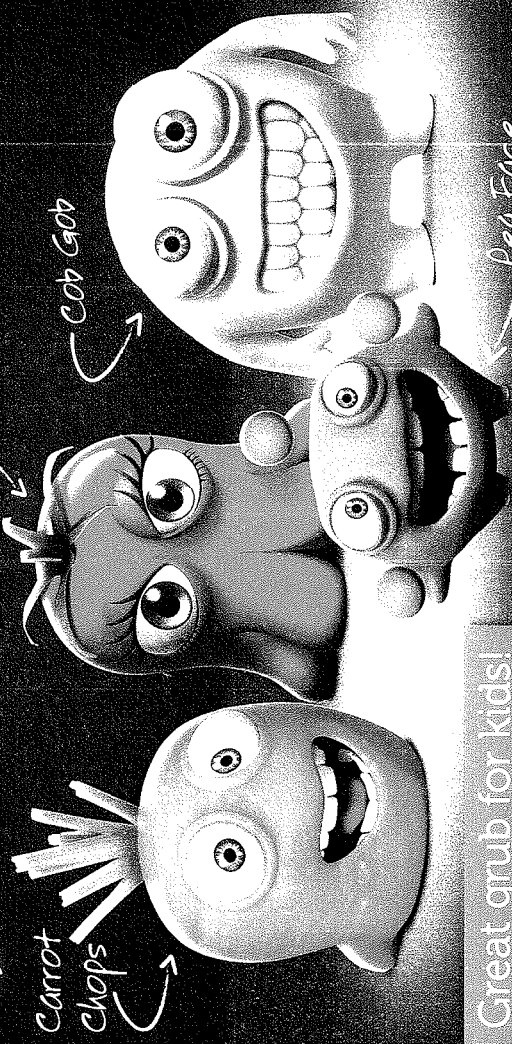
Two scoops of vanilla ice cream topped with chocolate sauce and cartoon wafers

Jam Roly Poly (v)

Two scoops of vanilla ice cream topped with jam and roly poly



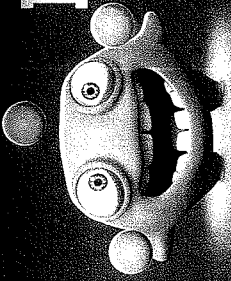
the Little Monster menu



Great grub for kids!

© 2010

Mini Monster choice



£3.25

It's easy to make your perfect meal. Simply choose your favourites at every step.

Step 1

PICK one of these

super sausages

Two scrumptious pork or Quorn™ (V) sausages, a real favourite! Why not add a Yorkshire pudding for 30p?

Fish Fingers

Three 100% fish fillet fingers.

Burger Bar

Choose your favourite burger and we'll top it with crisp lettuce, tomato and cucumber and wrap it in our lightly toasted seedless bun.

- Beef Burger • Crispy Chicken Fillet Burger
- Why not make it your own by adding Cheddar cheese or a crispy bacon topping for 30p?

Mac 'n' Cheese Hot Dog

A mini frankfurter sausage in a crispy macaroni and Cheddar cheese crumb all wrapped up in a sub roll. All you need to do now is add your sauce, choose from BBQ or Heinz™ Tomato Ketchup. Or go veggie and change it to a Quorn™ (V) sausage instead!

Crispy Chicken Dippers

Four farm assured crispy chicken dippers.

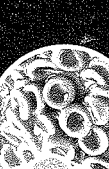
Step 2

Now ADD one of these



Step 3

CHOOSE one of these



Yum! Oops! Sorry!



Big Monster Menu

The perfect choice for older kids

£3.75

scrummy favourites

Fish & chips

chicken dinner

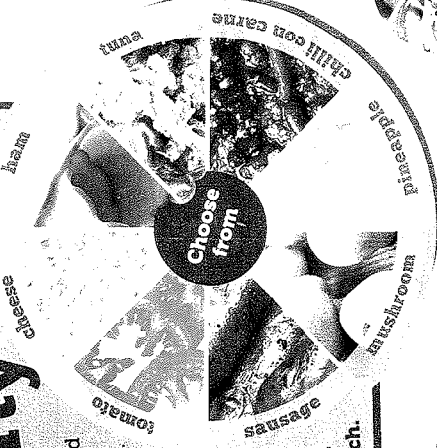
Lasagne

pizza party

Your very own flat bread cheese and tomato pizza. Choose two more toppings FREE

Want more than two? Add an extra topping for just 30p each.

£3.75



Tortilla factory

£3.75

Crispy Chicken Strips or Vegetable Medley (V)



Hmm I'm thirsty!



this way!

Red Admiral Sales %'s

<u>Sales</u>	<u>March</u>	<u>April</u>
% Wet Sales	40.5%	41.0%
% Dry Sales	59.5%	59.0%

<u>Wet Sales</u>	<u>March</u>	<u>April</u>
% Alcoholic	71.1%	71.1%
% Non-Alcoholic	28.9%	28.9%

Milestone New builds

<u>PHC House</u>	<u>Food Mix</u>	<u>Covers Per Week</u>	<u>Kids Covers Per Week</u>	<u>Kids as %age of Covers</u>
92130 Blue Jay Derby	64.7%	2,903	217	7.5%
92187 Chestnut Tree Wednesbury	66.1%	3,066	167	5.4%
92142 Copper Beech Norwich	71.0%	3,830	271	7.1%
92168 Copper Penny Port Talbot	67.6%	2,577	190	7.4%
92016 Grazing Cow Lawley	65.8%	2,651	278	10.5%
92135 High Orchard Gloucester	66.0%	1,591	128	8.1%
92406 Holly Blue Pevensey	68.4%	1,483	68	4.6%
92333 Lobster Pot Bridlington	67.3%	2,512	373	14.8%
92276 Mermaid Ipswich	68.7%	3,771	312	8.3%
92172 Merrie Gardens Isle Of Wight	68.8%	2,959	354	12.0%
92230 Old Colliery Shawfair	72.8%	2,150	222	10.3%
92293 Old Spring Well Harrogate	65.5%	3,090	344	11.1%
92192 Pepper Mill Stoke	63.3%	2,657	151	5.7%
92217 Pine Marten East Lothian	73.5%	2,488	384	15.4%
91940 Roebuck Market Harborough	65.3%	1,500	147	9.8%
92050 Silver Birch Cleckheaton	66.0%	3,471	239	6.9%
92193 Starling Cloud Aberystwyth	60.8%	3,359	390	11.6%
92215 Steam Wheeler Braehead	70.3%	3,371	261	7.7%
92291 Talaridy Hotel St Asaph	62.9%	2,259	280	12.4%

241 New Builds

<u>Food Mix</u>	<u>Covers Per Week</u>	<u>Kids Covers</u>	<u>Kids as %age of Covers</u>
92113 Apple Cart Peterborough	2,374	126	5.3%
92164 Bayberry Swindon	2,145	126	5.9%
92067 Caraway Carmarthen	2,404	242	10.0%
92170 Cherry Laurel Bridgend	4,025	404	10.0%
92141 Cobblestones March	3,269	227	6.9%
92085 Hurley Flyer Morecambe	3,170	296	9.3%
92183 Lincolnshire Otter Gainsborough	2,111	159	7.5%
92049 Marsh Harrier St Ives	2,699	216	8.0%
91968 Red Kite Caerphilly	4,034	278	6.9%
92198 Ruddy Duck Wakefield	2,806	180	6.4%
92163 Smithfield Bell Welshpool	2,244	199	8.9%
92152 Spring Tide Llowesoft	2,020	179	8.9%
92211 Standing Stones Holyhead	2,526	295	11.7%
91778 Sugar Mill Bourne	2,567	221	8.6%
91994 Wagtail Wincanton	2,650	201	7.6%

Michelle Hazlewood

From: Sue McCourt on behalf of Michelle Hazlewood
Sent: 14 May 2014 14:38
To: 'mary.jarvis@melkshamwithout.co.uk'
Subject: East Melksham New Build Application

Dear Sirs

We act on behalf of Marston's Plc in connection with the application for a new premises off Cranesbill Road, East Melksham.

We are in receipt of the communication raised by Teresa Strange on behalf of Melksham Without Parish Council and can confirm that we have obtained our clients instructions in respect of the same.

In relation to the request for additional CCTV to be in operation to the exterior of the premises, we can confirm that our clients will install an additional CCTV camera to cover the external terraced area as per the request made.

Secondly in relation to the provision of recorded music externally, our clients acknowledge concern regarding the potential impact on young families and agree to a condition that recorded music will not be undertaken externally after 20:00 hours (8 p.m.).

In respect of the hours for off sales this is regarded as a very small element of the premises' operation and is usually only utilised when, diners have enjoyed a particular bottle of wine and wish to take one home for consumption at some time in the future or alternatively looked to purchase beers brewed by our clients in different parts of the country and not readily available in traditional Off Licence outlets. The price structure applied to off sales is exactly the same as that applied to those who consume internally and as such would deter the casual purchaser who would be able to obtain the same or similar product distinctly cheaper from any shop or supermarket.

We would hope that this information would allay your fears in this regard.

We would be grateful if you could confirm the representation is now to be withdrawn. We will confirm to the Licensing Authority the proposed amendments in any event.

Yours faithfully,

Michelle Hazlewood

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Partners: John Gaunt (569711) Katharine Redford (569712) Tim Shield (569713) Michelle Hazlewood (569714)
Associates: Christopher Grunert Jonathan Hyldon
Executive Manager: Jonathan Pupius

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