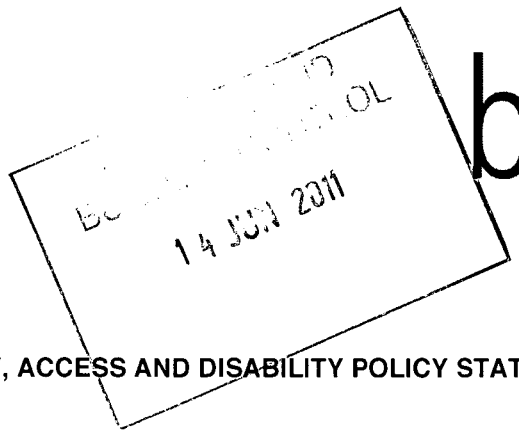


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DESIGN, HISTORY, ACCESS AND DISABILITY POLICY STATEMENT

Application Site: Unit c (2) St James Building, Oxford Road, Manchester. M1 6FQ

Proposals:
External - new fascia signs with pegged off letters, new projecting sign fixed to existing bracket.
Internal fit out of empty shell

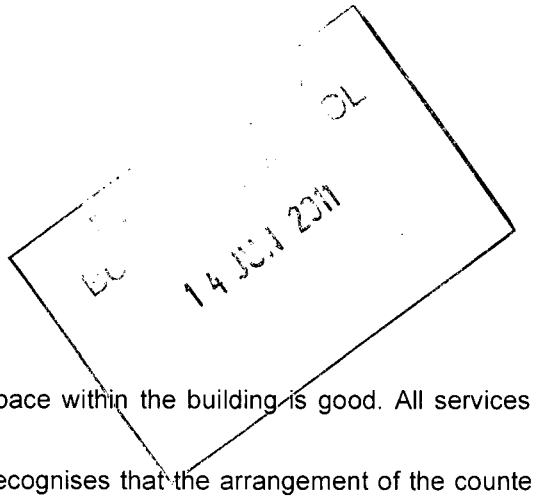
Site summary:
There are no internal physical features of architectural importance. Photographs have been taken prior to occupation to support this.

Character:
Caffe Nero's philosophy is really very simple and strives for excellence in all areas in order to achieve their aim. Their aim is also to be part of and integrate into the local environment and culture. Manchester is noted for its' rich variety of shops, restaurants, pubs, banks, building societies and various agencies. These activities, and the external expression of their presence in the form of shop fronts and signs, combine with their architectural qualities and variety of the buildings themselves to make a fundamental contribution to the richness and vitality of the areas character.
The new Caffé Nero identity uses cues from Italy's rich history of architecture, art and culture, fused with contemporary Italian style so prevalent on global design in the late 20th Century. The corporate colours, black, copper and pale blue mix classic Italian design and modernist industrial cues with a certain freshness to reflect contemporary coffee culture and the open and inviting feel the team wanted to create inside each unit. The core colours are carried throughout the branded items and are supplemented with a palette that reflect the Italian feel and the warmth of the brand.
This theme of old and new was extended through to the logo where the bold lettering is reminiscent of Italian Modernism whilst communicating a contemporary feel. Translated to a retail environment; rather than trying to replicate a traditional Italian café in Manchester which would obviously be a fake, we created the theme of real Italian people living and working in Britain and through the use of photography and colour produced an Italian 'feel' that uses Italian cues in a new way.
Caffe Nero is a place where customers can grab a coffee, snack or just relax on their own reading the paper. It's a venue you can feel comfortable in meeting friends, or working on the computer. The layout achieves this without detriment to the building allowing free flow through the shop and access to purchase beverages and food and access all areas including wc facilities. The furniture layouts achieve a medium density for the floor space and the un-crowded approach allows the atmosphere to remain comfortable.

Access And Movement

Caffè Nero recognises the importance of providing an inclusive environment for staff and customers alike. The Directors of Caffè Nero fully endorse the aims and provisions of the Disability Discrimination Act 1995 and are committed to enhancing the availability of their services to all of their staff and customers. Caffè Nero recognises the importance of ensuring that no one is subjected to less favourable treatment because they are disabled.

In recognition of their responsibilities, Caffè Nero have undertaken a review of the operations within this unit and stated their intentions as this Policy Document.



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Circulation space within the building is good. All services and facilities are available on the ground.

Caffè Nero recognises that the arrangement of the counter could present difficulties to users with impaired mobility or vision. Providing a lower counter top has been considered but after careful consideration, this option has not been pursued because it would involve handing drinks out at low level and would present a manual handling problem for staff as it would involve considerable bending and twisting of the upper body. Furthermore, we believe that passing hot drinks at low level puts the customer at risk from spillage either as they receive the drink or as they manoeuvre away from the counter. A more satisfactory approach is to give drinks to customers already in a position to receive them.

To ensure all customers receive attention appropriate to their needs, the following items have been identified:

- Staff training has been introduced to ensure that staff are aware there is an additional requirement to be extra vigilant for customers waiting near the counter who may be unsure about approaching the counter. Further training will be provided to ensure that staff are aware of the needs of disabled customers or potential customers.
- Staff are instructed to take customer's order from the public side of the counter, if approaching the counter would cause difficulties. Similarly, staff will hand fulfilled orders to customers without using the counter top. Any additional requirements, such as sugar etc will be dispensed by the staff member in accordance with the customer's requirements.
- Staff are trained to explain the full range of food and beverages available to any customer, not only those with a disability. The staff will obtain any items that any customer cannot reach for themselves.
- Staff will be encouraged to acquire additional skills in serving disabled people; for example, communicating with hearing impaired people and those with speech impairments.
- A customer complaints procedure is available to all customers and assistance in its use will be provided where necessary.
- Staff will ensure that the dignity of any disabled person is respected when providing them with services.
- Staff training will include our policy towards disabled people, their legal rights, disability awareness and disability etiquette training.
- The importance of listening carefully and responding to disabled people will be explained to our staff in order to help us find the best way of meeting disabled people's requirements and expectations,
- We will undertake on-going monitoring and forward planning to meet the requirements of disabled customers in the future.