Statement of Support

Application No: 101127/FO/2012/S1

Planning officer: Steven McCoombe

PLANNING AND BUILDING CONTROL
21 MAY 2013

In respect of the above planning application a meeting took place at Perito's Rochdale (running restaurant) on Wednesday 27th March 2013 with Rusholme and Fallowfield Civic Society representatives and ward councillors.

The Civic Society raised some concerns in relation to maintaining the historical features of the premises and their assumption that after planning approval the premises would later be used as a shisha café. We have absolutely no plans to open a shisha café and we have informed the Civic Society and the local members in our meeting.

In relation to these objections, we discussed and were in agreement that we will retain some of the historical features subject to structural consultation. We have drawn up fresh plans which not only retains the parapet wall but we plan to refurbish it.

The Civic Society including the councillors were able to experience the family atmosphere in our existing franchise restaurant. This gave them an indication of the concept of our brand which we aim to replicate at Perito's Rusholme.

We are willing and excited to work with Manchester City Council in relation to recycling and waste disposal and be a leading restaurant on Wilmslow road with a greener approach. Pioneering and championing this will allow other businesses to follow suit in this area. At Perito's we are concerned about the environment and always look for ways to improve our operation to help and maintain a good standard at all levels.

We hope Perito's Rusholme to be an example restaurant and flagship store where other franchisees will take our good practice in other areas around country. Our cliental are young families with children and people between the ages of 16 – 40. We really promote a family atmosphere in the way our restaurants are designed and hope this will bring more families back onto Wilmslow road contrary to the effect the shish cafes have created.

At Perito's we really aim to employ local people. We are great believers in supporting the local community. We already have a track record of this in Rochdale as we employ local people and work with many organisations in the local community.

The premises in question (130 Wilmslow Rd) is at the moment a derelict unused building and has been in this state for 2 years. We aim to invest around £350k to bring the building into full use and also make it more aesthetically pleasing in the local area.