

**WE'VE LISTENED.
AND ADAPTED.**

**NOW WE'RE HERE TO
ELEVATE AND BECOME
PART OF THE PARADE'S
COMMUNITY.**

BOBBY'S

CREATED
BY

DOUGH & OIL

JULY 2024

FROM THE OUTSET OUR OBJECTIVE HAS BEEN TO CREATE A FAMILY-FRIENDLY RESTAURANT THAT HELPS BREATHE NEW LIFE INTO THE PARADE.

KEY FACTS

- An offer of tacos and Mexican inspired small plates.
- Recorded background music, inside only.
- Any alcohol to be consumed with food.
- No vertical drinking (customers will be seated).
- Excessive drinking will not be tolerated.
- A no smoking zone.



ONE THAT RESPECTS AND BENEFITS EXISTING RESIDENTS, TRADERS AND THE WIDER COMMUNITY.

KEY FACTS

- A new audience will be brought to The Parade shops.
- An incentive for traders to open later if they so wish.
- Residents will have a neighbourhood restaurant that respects and listens to their concerns.
- To help The Parade become a destination to live, work and shop.



WE'VE DESIGNED A MODERN INTERIOR WITH A BEAUTIFUL, EXTERIOR GARDEN THAT SHOWCASES THE VIEW OF THE RIVER AND FEELS AT ONE WITH ITS SURROUNDINGS.

KEY FACTS

- Purposefully uses an abundance of plants and natural materials to be at one with the surrounding area.
- More aesthetically pleasing than parked cars.
- A music-free area.
- No smoking permitted.



**IMPORTANTLY, IF GRANTED,
THE TERRACE WILL BE CLOSED
AT 9PM MON—SAT. AND 5PM
ON SUNDAYS.**

KEY FACTS

- Open until 9pm was seen as an acceptable time from the residents who have attended meetings.
- No licensable activity will happen outside, it is a consumption space only.
- Closing at 5pm would mean 90% of potential customers can't enjoy the garden due to work commitments.



**THE INTERNAL RESTAURANT
WILL OPERATE FROM 12—10PM
MONDAY – SATURDAY.
ALL STAFF OFF SITE BY 11PM.**

**SUNDAY TIMES WILL
BE 12—6PM.
ALL STAFF OFF SITE BY 7PM.**

KEY FACTS

- Monday to Saturday recorded internal music will be turned down from 9pm.



WE'VE INVITED ALL RESIDENTS AND TRADERS TO COME AND VOICE THEIR CONCERNS AND LISTEN TO THE FACTS OF WHAT BOBBY'S ENTAILS OVER THE COURSE OF THE LAST TWO MONTHS.

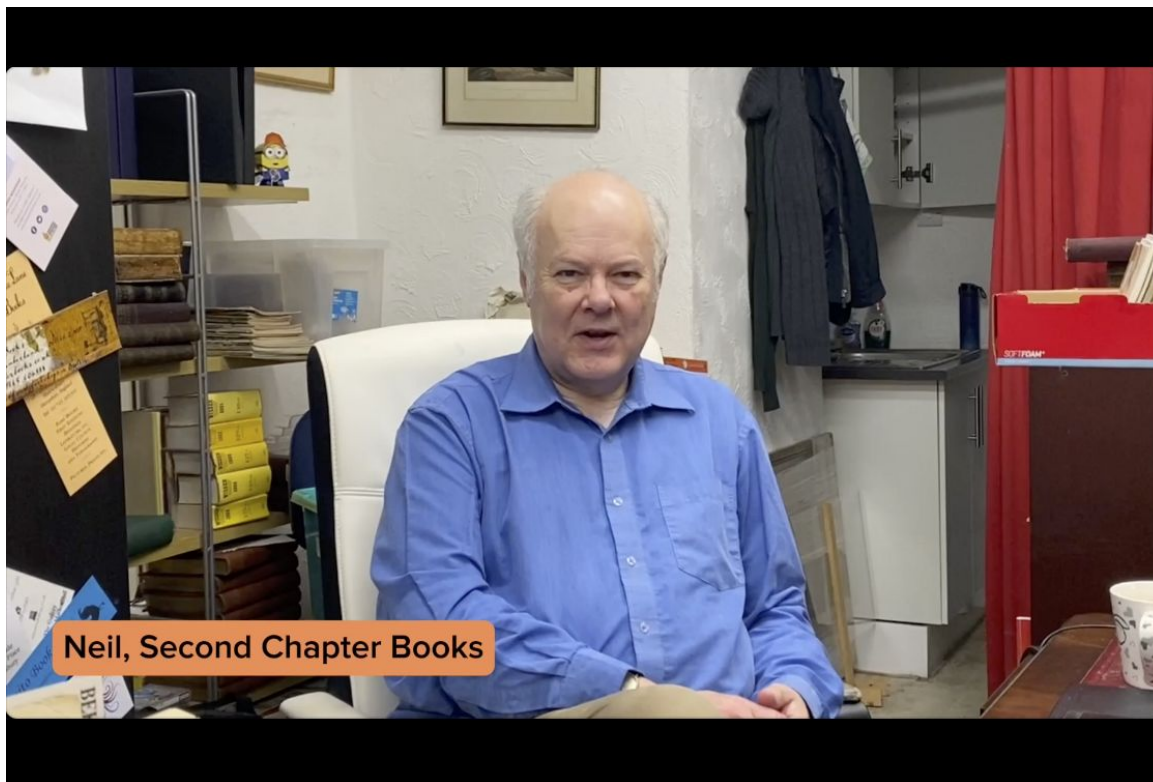
KEY FACTS

- The traders have continually popped in to discuss the work and impact of Bobby's.
- Only a dozen or so residents have come, the vast majority of whom have left and supported the venture.
- Unfortunately the loudest objectors have not wanted to discuss their concerns.



HERE'S WHAT SOME EXISTING TRADERS HAD TO SAY...

PLEASE
PLAY THE
ACCOMPANYING
VIDEO



AN EXAMPLE SENTIMENT OF A RESIDENT WHO HAS COME TO THE MEETINGS

“”

Living on the first floor I had my concerns about late night noise outside as I start work early, however after speaking to the owners they assured me noise would be no noise outside after 9pm. I welcome that. Bobby's will be an exciting addition to the Parade.

RESIDENT WHO WOULD RATHER REMAIN ANONYMOUS

AS WITH ANY CASUAL DINING RESTAURANT, ALL AGES ARE WELCOMED IN A SAFE ENVIRONMENT.

KEY FACTS

- Teenagers will not be seated at the bar.
- Any young adult whose age is in question will be asked for ID if requesting alcohol (Challenge 25 Policy).



**AS OWNERS AND A TEAM,
WE HAVE A PROVEN TRACK
RECORD OF TWO
PROFESSIONALLY
RUN AND WELL REGARDED
ESTABLISHMENTS ON
CASTLE STREET, SY1.**

KEY FACTS

- Dough & Oil is a fully licensed restaurant founded in October 2018, licensed between 07:00 - 23:00.
- It won best Shrewsbury restaurant in its first year.
- Bar OIL opened three years later with a focus on craft beers and live music.



Dough & Oil

Website

Directions

Save

Call

Menu

4.7 ★★★★★ 1,109 Google reviews ⓘ

£10–20 · Pizza restaurant

WE BELIEVE IN LOCAL.
**WE WILL BE EMPLOYING MORE
THAN 40 PEOPLE ACROSS THREE
SITES, USING LOCAL SUPPLIERS
AND LOCAL TRADERS WHEREVER
POSSIBLE.**

KEY FACTS

- A team of 36 at Dough & Oil a mix of full and part time.
- A team of 11 at bar OIL.



OUR ENTREPRENEURIAL SPIRIT ALIGNS COMPLETELY WITH THE TOWNS FUTURE STRATEGY.

We want to strengthen independent shopping whilst continuing to attract destination brands. We want to inject greater diversity of use into the centre, housing leisure, entertainment, culture and the arts.

SHREWSBURY BIG TOWN PLAN, WEBSITE



TO CONCLUDE:

**WE'VE WORKED HARD TO CREATE
A SITE SPECIFIC RESTAURANT THAT
BENEFITS AND RESPECTS
RESIDENTS, TRADERS AND THE
WIDER TOWN.**

**TO DO GOOD THINGS, RESPONSIBLE
CHANGE HAS TO HAPPEN.**

THANK YOU

APPENDIX.

**Additional and supporting
information for our case
answering the four licencing
objectives.**

4 LICENCING OBJECTIVES

Which have all been agreed to with the relevant authorities

No.1 Protecting children from harm

- Family friendly restaurant, welcoming all ages into a safe environment.
- Rigorous Challenge 25 policy to be actioned.
- Implement duty of care policy for all.
- Careful consideration taken for Roam Dance Studio around St Mary's Court.

4 LICENCING OBJECTIVES

No.2 Prevention of Crime and Disorder

- CCTV installed, monitored, retained and accessible on authority's request.
- Part of the PubWatch scheme which opens regular, up to date communication with The Police and The Rangers.
- Zero tolerance to drugs.
- Zero tolerance to excess drinking.
- Zero tolerance to loitering.
- Consumption and retail of alcohol to seated customers only.
- Regular vicinity checks conducted to include toilets, external perimeter and internal communal areas.

4 LICENCING OBJECTIVES

No.3 Public Safety (Customers & Staff)

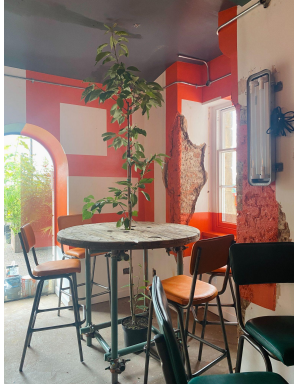
- Implement, maintain, review fire risk assessment.
- Continue close communication with Shropshire Fire & Rescue service and Unicorn Fire & safety solutions.
- Assess, implement, maintain and review rigorous health and safety standards.
- HSE approved First Aid staff members on the premises.
- All staff members FSA trained.

4 LICENCING OBJECTIVES

No.4 Prevention of Public Nuisance

- Sensitive opening hours to reflect those of a typical restaurant.
- Alcohol only to be served with food.
- No movement on or off the site EVER after 23:00.
- No extended hours for bank holidays or seasonal dates.
- No open containers of food or drink to be taken off the premises.
- No music, live or recorded outside.
- All external lights (except emergency) to be turned off when the terrace is closed.

BOBBY'S — AN OVERVIEW



VIEW FROM THE RIVER

