

MARSTON'S PLC

APPLICATION FOR A PREMISES LICENCE AT  
PARKINSON'S APPROACH, GARFORTH

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APPLICANTS BUNDLE OF DOCUMENTATION

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# Operational Strategy

## Target Market - The 'F' Plan – Food, Families, Females, Forty/Fifty Somethings

The F-plan underpins Marston's strategy, focusing on the growth areas identified in the pub restaurant market, this can be summed up within the F Plan:

### Food

We have focused on becoming market leaders within the pub dining market. We ensure that our food balances our customer's requirement for traditional favorites as well as the opportunity to try something new. Balancing this choice with value is key to allowing customers to dine out on both special occasions, as well as when they simply can't be bothered to cook.



### Families

Creating an environment that welcomes those with children, has been a focus for Marston's. Recent developments include play zones and our award winning children's menu.



# Operational Strategy

## Target Market - The 'F' Plan

### Females

Although we ensure our pubs cater to both genders, over time it has been crucial that women see pubs as much as their domain, as the traditional male environment. This manifests itself in homely spaces, ensuring customers can find a space to suit them, whether that's dining as part of a large group, couple or a family.

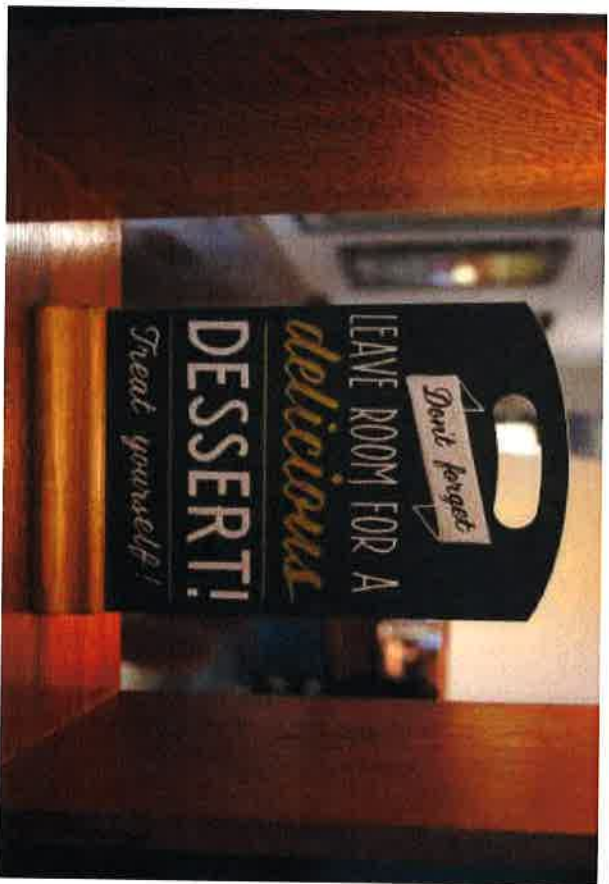
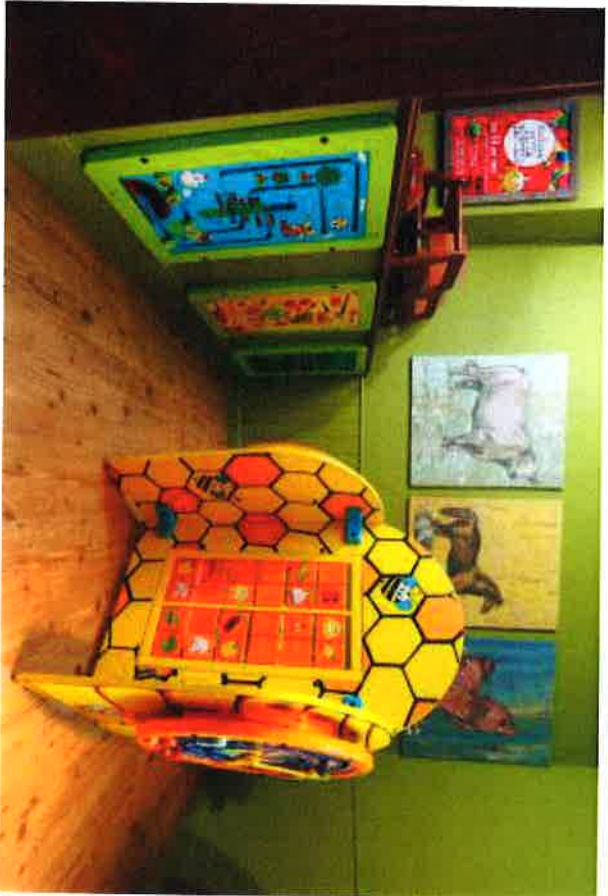
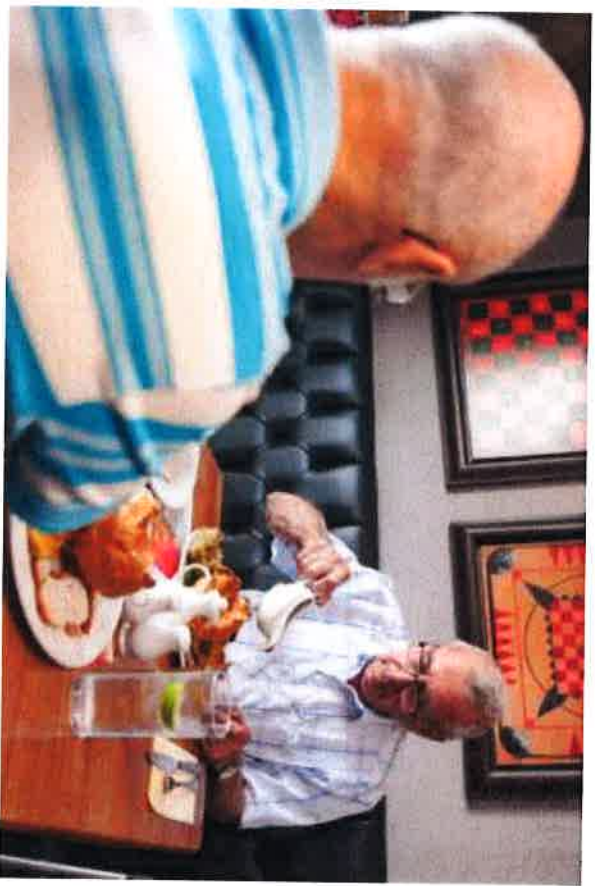


### Forty/Fifty Somethings

The continued rise of a wealthy, older generation presents us with new challenges and exciting opportunities. To meet the demands of these customers we offer light bites, smaller portion meals, and all day great value and we always ensure a welcoming atmosphere.









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**TWO FOR ONE**

Try one of our **SUPERBLY SUCCULENT SUNDAY SPECIALS** Roast-style dishes with a twist! Don't forget, they're **Two for One too!**

**SUNDAYS JUST GOT BETTER!**

Ask to see our **Specials Boards**



**Butties & Melts**

**£5.50 each**

**CHOOSE YOUR BREAD**

**SOFT FLOURY WHITE, BROWN BLOOMER OR CRUSTY BAGUETTE**

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



- Chicken & Bacon Club** Served on toasted bread.
- Ham & Coleslaw**
- Prawn Salad**
- Cheddar Cheese & Smoked Harissa Houmous**
- Steak & Onion Melt**
- BBQ Chicken Melt**
- All our melts are served on a baguette with melted Cheddar cheese.

All food is prepared in a kitchen where meat, chicken and other allergens will be present and our menu descriptions cannot include allergen levels. If you have a severe food allergy or known food intolerance, please contact our manager for more information. We do not have a dedicated allergen-free kitchen. All our products are made with the finest ingredients and are prepared to the highest standards. We do not use artificial preservatives or additives. All our products are made with the finest ingredients and are prepared to the highest standards. We do not use artificial preservatives or additives. All our products are made with the finest ingredients and are prepared to the highest standards. We do not use artificial preservatives or additives.

**Food Information**  
If you are unsure if a food item is suitable for you, please ask our staff for more information. We do not have a dedicated allergen-free kitchen. All our products are made with the finest ingredients and are prepared to the highest standards. We do not use artificial preservatives or additives.

**Bring Good. Uncolour Your Plate.**  
We are committed to providing a healthy and delicious menu for our customers. We do not have a dedicated allergen-free kitchen. All our products are made with the finest ingredients and are prepared to the highest standards. We do not use artificial preservatives or additives.

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Save room for something sweet!

Again we've suggested what works best, but feel free to swap for something else.



**Brownie Stuffed Pancakes** ● **£4.30**  
Chevy chocolate brownie chunks layered with rich chocolate fudge sauce, rolled in a pancake. Topped with smooth creamy custard, vanilla flavoured ice cream and finished with dark chocolate shavings.

**Ice Creams**

**Choco Meltdown** ● **£4.00** for one, **£7.00** two to share  
Chunks of chocolate brownie, chocolate and vanilla flavoured ice creams, mini marshmallows and chocolate sauce, all layered underneath squirty cream, more chocolate and toffee sauce, caramel pieces and a sugar cut!

**Banana & Butterscotch Sundae** ● **£4.00** for one, **£7.00** two to share  
Slices of banana and toffee sauce in between layers of banana and butterscotch, mini vanilla flavoured ice creams. Topped with squirty cream, caramel crunch pieces and a sugar cut!

**Simply Delicious** ● **£3.10**  
Choose any three scoops of our delicious ice creams. Ask one of the team for today's choice.

**Chilled Desserts**

**Red Velvet & White Chocolate Cheesecake** ● **£5.00**  
A large slice of moist and chocolaty red velvet sponge layered with smooth white chocolate cheesecake, served with cream.

**Millionaire Gateau** ● **£5.00**  
A large slice of cake with layers of chocolate sponge with white and dark chocolate mousse. Finished with millionaire's shortbread and caramel. Served with cream and chocolate sauce.

**Salted Caramel Fudge Brownie** ● **£4.30**  
A super rich and indulgent chocolate brownie topped off with pecans, salted toffee sauce, chocolate coated crispies and vanilla fudge. Served with vanilla flavoured ice cream.

**Banoffee Pie** ● **£4.10**  
A biscuit base covered in toffee and laced with whole banana pieces. Topped with vanilla chocolate sauce and finished with caramel sauce. Served with vanilla flavoured ice cream.

**Apple & Blackcurrant Crumble Cheesecake** ● **£4.30**  
A cookie crust pastry layered with crunchy Bramley apples and American style vanilla cheesecake, studded with British blackcurrants and swirled with blackcurrant puree, finished with New York style cinnamon crumble. Served with vanilla flavoured ice cream.

**NY Cheesecake** ● **£4.00**  
New York style cheesecake on a buttery biscuit base. Served with cream.

**MAKE IT PICNIC** ● **Top with Chocolate Sauce or Raspberry Sauce for 50p each**



**Sticky Toffee Pudding** ● **£4.00**  
A classic sticky and sweet toffee pudding, served warm with custard.

**GUILTY PLEASURES TO GO**  
NO ROOM LEFT? JUST ASK ONE OF THE TEAM FOR A PUDDING TO TAKE HOME!

**Food**



All day, every day!

**TWO FOR ONE**  
**CHEAPER MEAL IS FREE**



VIEW TODAY'S RANGE OF SPECIALS IN THIS PUB AT

Share our love for **SPECIALS**  
MORE FLAVOUR. MORE CHOICE.  
[twoforonespecials.co.uk](http://twoforonespecials.co.uk)



## PICK A SELECTION OF STARTERS AND SHARERS FOR THE TABLE!

**Spicy Gumbo Croquettes** £4.50  
Long grain basmati rice with chilli and fiery peppers, bound with mozzarella cheese and coated in a panko crumb, dusted with cayenne pepper. Served with a cool salsa dip.

**Golden Breaded Mushrooms** £4.20  
Whole button mushrooms in crispy golden breadcrumbs. Served with either a BBQ or a garlic mayonnaise dip.

**Soup of the Day** £3.30  
Please ask for today's choice. Served with half a baguette and butter.

**Prawn Cocktail** £4.30  
Prawns with a tangy seafood sauce on a bed of crisp lettuce and sliced tomatoes. Served with brown bread and butter.

**Cheesy Nachos** £4.00  
Tortilla chips topped with melted cheese and jalapeños. Served with guacamole, cool salsa and sour cream.

**Lasagne Fritters** £4.50  
A minced steak ragu bound with Italian egg pasta and flavoured with chopped basil and oregano coated in a rustic panko crumb. Served with a garlic mayonnaise dip.

**Chicken Liver Pâté** £4.50  
Chicken liver pâté with onion, garlic and mixed herbs, coated with parsley and red bell pepper flakes, served with toasted sliced baguette and red onion chutney.

**Halloumi & Indian Pickle** £4.50  
A slice of garlic bread, topped with grilled halloumi and served with a sweet and spicy Indian pickle.

**Buttermilk Chicken** £4.30  
Succulent goujons of buttermilk chicken coated in crispy breadcrumbs, with your choice of BBQ sauce or garlic mayonnaise for dipping.

**Cone of Rings** £3.50  
A cone of twenty battered onion rings. Served with BBQ sauce for dunking.

**Garlic Bread Selection** £3.80  
A selection of garlic bread served three ways: classic garlic, cheesy and salsa 'n' cheese.

**Cone of Popcorn Chicken & Onion Rings** £5.80  
Eight battered onion rings and a mound of popcorn chicken. Served with BBQ sauce for dunking.

**Cheesy Nachos to Share** £6.00  
A large plate of tortilla chips topped with melted cheese and jalapeños. Served with guacamole, cool salsa and sour cream.

**The Filler** £8.30  
A real plateful. Crispy buttermilk chicken goujons, garlic bread, homemade potato wedges, breaded mushrooms and onion rings. Served with garlic mayonnaise and BBQ dips.

**Feast of Fish Sharer** £13.00  
Smoked haddock and Cheddar cheese fish cakes, hand battered fish goujons, a pot of prawns and homemade potato wedges. Served with mushy peas and tartare sauce.

**THE FISH WE SERVE IN OUR FEAST OF FISH AND FISH AND CHIPS IS COD OR HADDOCK AND VARIES DEPENDING ON AVAILABILITY. THIS IS BECAUSE WE ONLY SELECT FISH FROM SUSTAINABLE SOURCES.**

## Sides

**Chips** £2.00  
**Skin-on Fries** £2.75  
**Homemade Potato Wedges** £2.25  
**Onion Rings** £1.75  
**House Salad** £2.00  
**Garlic Bread** £2.25  
**Cheesy Garlic Bread** £2.75  
**Sautéed Mushrooms** £1.85  
**Baguette & Butter** £1.50  
**Mini Combo** £2.25  
Breaded mushrooms, onion rings and homemade potato wedges.  
**Chip Shop Style Curry Sauce** £1.00  
**Corn on the Cob** £1.50  
**Coleslaw** £1.40  
**Smoked Harissa Houmous & Cumin Flatbread** £2.55  
**Harissa Rice OR Lime & Feta/or Infused Rice** £2.00

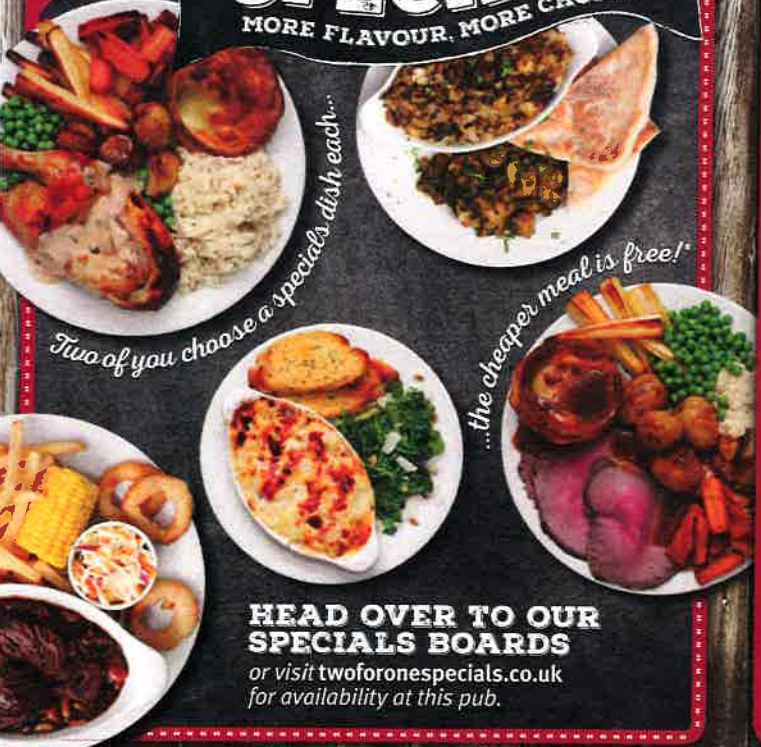


**TWO FOR ONE**  
**CHEAPER MEAL IS FREE**

IF YOU HAVE AN ALLERGY OR INTOLERANCE, PLEASE SPEAK TO A MEMBER OF THE TEAM BEFORE YOU ORDER.

TWO FOR ONE

Share our love for **SPECIALS**  
MORE FLAVOUR. MORE CHOICE.



Two of you choose a specials dish each...

...the cheaper meal is free!

**HEAD OVER TO OUR SPECIALS BOARDS**  
or visit [twoforonespecials.co.uk](http://twoforonespecials.co.uk)  
for availability at this pub.

TWO FOR ONE

## TWO FOR ONE! CHEAPER MEAL IS FREE

**MAKE IT EPIC** Swap your chips for skin-on fries for 75p extra!

### Steak Out

All our grills are served with chips and garden peas but swap to salad if you'd prefer. Our beef steaks are aged for 35 days making them extra flavoured!

**8oz Sirloin Steak** £14.15  
Grilled with onion rings and half a grilled tomato.

**10oz Gammon Steak** £11.45  
Grilled and topped with a fried egg or pineapple ring.

**10oz Rump Steak** £13.90  
Grilled with onion rings and half a grilled tomato.

### FOR THE GREATER GRILL

Add any of these to your grill!

**The Grill Combo** £2.50  
Corn on the cob, grilled flat mushroom and coleslaw.  
**Three King Prawn Skewers** £2.20  
**Stilton Cheese** £1.40  
**Peppercorn Sauce** £1.60  
**Diane Sauce** £1.60  
**Garlic Mushroom Sauce** £2.00

### Belting Burgers

Choose one of our favourites... Served with chips and coleslaw unless otherwise stated.

**Plain & Simple Burger** £10.00  
Choose from prime beef burger or crispy buttermilk chicken goujons. Served with Heinz™ Classic Burger Sauce.

**Piri Piri Chicken Burger** £10.30  
Grilled chicken breast topped with cheese and spicy piri piri sauce. Served with sour cream dip.

**Chilli Cheese Beef Burger** £11.25  
A prime beef burger piled with spicy pulled pork and beef chilli, topped with Monterey Jack cheese.

**BBQ Chicken Burger** £10.50  
Crispy buttermilk chicken goujons, topped with Monterey Jack cheese and covered in BBQ sauce.

### BIG UP YOUR BURGER

Double your burger for £1.50 each.

**Get Saucy! For 75p each.**  
BBQ Sauce, Heinz™ Classic Burger Sauce, Piri Piri Sauce.

Swap your chips for homemade potato wedges for 50p extra.

**TOP IT!** Add more tasty toppings

**Monterey Jack Cheese** 75p  
**Crispy Bacon** 75p  
**Grilled Flat Mushroom** 75p  
**Fried Egg** 50p  
**Crispy Fried Onions** 75p  
**Stilton Cheese** 75p  
**Jalapeños** 75p  
**Cheddar Cheese** 50p  
**Spicy Pulled Pork & Beef Chilli** £1.50

Swap your spuds or vary your veg? We suggest what works best but if you want to swap it's no problem, just ask!

### Mighty Mains

**Golden Whilly Scampi** £10.35  
Fourteen crispy golden whitlets of Whilly scampi. Served with chips, garden peas and tartare sauce.

**Sausages & Mash** £10.00  
Three pork sausages on a bed of mashed potato, topped with red onion gravy. Served with garden peas.

**BBQ Ribs & Chicken** £12.90  
Lip-smackingly tender sticky BBQ pork ribs, covered in BBQ sauce and a grilled chicken breast. Served with chips, coleslaw and corn on the cob.

**Rack of Ribs** £13.90  
Two half racks of lip-smackingly tender sticky BBQ pork ribs, covered in BBQ sauce and served with chips, onion rings, corn on the cob and coleslaw.

**Beer Battered Fish & Chips** £12.65  
Battered in-house with our famous Marston's beer batter. Served with chips and mushy peas.

**Beef Lasagne** £9.75  
Our own secret recipe served with garlic bread and a salad garnish.

**Chicken Tikka Masala** £10.00  
Tender pieces of chicken breast in a mild tikka masala sauce. Served with large naan bread, plain rice, a poppadum and mango chutney.

**Smothered Chicken** £11.85  
A roasted chicken breast, bacon and Monterey Jack cheese smothered in your choice of BBQ or piri piri sauce. Served with chips, onion rings, corn on the cob and coleslaw.

**Vegetarian Lasagne** £9.55  
Courgettes, aubergines and red peppers, layered with sheets of pasta. Served with garlic bread and a salad garnish.

**Roasted Vegetable Jalfrezi** £10.00  
A wonderfully spiced mix of roasted potatoes, red onion and red and green peppers in a jalfrezi sauce. Served with plain rice, large naan bread, a poppadum and mango chutney. **Vegan option available served with a mixed salad and rice.**

**Mexican Chilli Chicken Melt** £13.50  
Tender chicken strips in a spicy beef chilli sauce, topped with melted cheese. Served with rice, tortilla chips and sour cream.

### Salads

Our salads consist of mixed lettuce, red onion, cherry tomatoes, red peppers, cucumber and a classic vinaigrette dressing on the side.

### Pies

**Chicken, Gammon & Mustard Pie** £11.10  
Chicken breast and gammon in a creamy Dijon and wholegrain mustard sauce, topped with a puff pastry lid. Served with chips, peas and gravy.

**Beef & Ale Cottage Pie** £10.25  
Minced British beef and slow-cooked rib beef in a tasty ale gravy with root vegetables, topped with crushed buttered potatoes and finished with aged West Country Farmhouse Cheddar. Served with peas, carrots and more gravy.

**Hominy Pie** £11.10  
Roasted onion, potato, carrots and parsnips with sweet potato and Brie in onion pastry. Served with mashed potatoes, peas and gravy.

**Rump Steak & King Prawn Salad** £14.50  
10oz rump steak, grilled to your taste and topped with two king prawn skewers.

**Chicken & Bacon Salad** £11.00  
A classic combination of roasted chicken breast, sliced bacon and crispy garlic croutons.



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|                              | Kids Covers |
|------------------------------|-------------|
| £                            |             |
| Newton Grange Durham         | 6,704       |
| Stag's Leap Rugeley          | 4,814       |
| Oak Tree Rednal              | 8,995       |
| Lingfield Farm Middlesbrough | 8,416       |
| Meadowlark Shoebury          | 6,940       |
| Running Horse Fakenham       | 7,610       |
| Spring Tide Lowesoft         | 10,460      |
| Guelder Rose Southport       | 9,651       |
| Honeystone Hunstanton        | 17,385      |
| Starling Cloud Aberystwyth   | 13,647      |
| Standing Stones Holyhead     | 10,236      |
| Penny Hedge Whitby           | 6,887       |
| Ravens Cliff Ravenraig       | 5,641       |
| Penny Farthing Coventry      | 6,829       |
| Longshore Shoreham by Sea    | 10,834      |
| Grayling Great Yarmouth      | 9,785       |
| Glassworks Stourbridge       | 13,740      |
| Sunnyside Northampton        | 2,291       |

Kids Covers %

Wet %

Dry%

|     |     |     |
|-----|-----|-----|
| 9%  | 46% | 54% |
| 7%  | 38% | 62% |
| 10% | 35% | 65% |
| 11% | 47% | 53% |
| 7%  | 36% | 64% |
| 7%  | 26% | 74% |
| 8%  | 27% | 73% |
| 7%  | 32% | 68% |
| 11% | 33% | 67% |
| 11% | 28% | 72% |
| 12% | 29% | 71% |
| 12% | 35% | 65% |
| 10% | 27% | 73% |
| 8%  | 41% | 59% |
| 8%  | 35% | 65% |
| 7%  | 26% | 74% |
| 12% | 42% | 58% |
| 11% | 44% | 56% |



## OPERATING SCHEDULE

### Prevention of Crime and Disorder

1. Alcoholic drinks may not be removed from the premises in open containers saved for consumption in external areas provided for that purpose.
2. No customers carrying opened bottles of alcoholic drink upon entry shall be admitted to premises at anytime the premises are open to the public.
3. It is considered that for the nature of the operation door supervisors will not be required however, the Designated Premises Supervisor will undertake a risk assessment should unusual events takes place and if they consider it appropriate will employ the same.
4. Any persons exercising security (as defined by paragraph 21a of schedule 2 of the Private Security Act 2001 shall be licensed by the Security Industry Authority).
5. Such person will be employed at the premises at the discretion of the designated premises supervisor/holder of the premises licence.
6. A CCTV system shall be installed so as to cover the main point of entry and the bar servery such images to be maintained for 30 days and to be available upon reasonable request.

### Public Safety.

1. The Premises Licensee will comply with the reasonable requirements of the Fire Officer from time to time.

### Public Nuisance

1. Noise from a licensable activity at the premises will not cause nuisance to the nearest noise sensitive premises at Bar Lane and White Rose Avenue.
2. There shall be no external loudspeakers
3. Bottles will not be placed in any external receptacle between 11 pm and 7 am the following day to minimise noise disturbance to neighbouring properties.
4. Noise from plant or machinery shall not cause a nuisance to the nearest noise sensitive premises during the operation of the plant or machinery. Plant and machinery shall be regularly serviced and maintained to meet this level.
5. The PLH/DPS will ensure patrons use beer gardens, external areas and play areas in a manner which does not cause disturbance to nearby residents and business in the vicinity. Patrons will not undertake licensable activities in such areas after 11 pm.

6. The activities of persons using the external areas shall be monitored and they shall be reminded to have regard to the needs of local residents and to refrain from shouting and anti social behaviour etc when necessary.
7. The PLH/DPS will adopt a "cooling down" period where music volume is reduced towards the closing time of the premises.
8. Clear and legible notices will be displayed at exits, car parks and other circulatory areas requesting patrons to leave the premises quietly having regard to the needs of local residents, in particular emphasising the need to refrain from shouting, slamming car doors, sounding horns and loud use of vehicle stereos and anti-social behaviour.
9. The doors and windows to the premises are to be double glazed.

#### Protection of Children from Harm

1. No films or videos of any description will be shown so that they can be viewed by persons under the age of any applicable BBFC/Local Authority certification.
2. Children under the age of 16 shall not be permitted to enter or remain at the premises after 20:00 unless resident, dining with an adult or attending a pre booked function.
3. The Premises shall operate Challenge 21.