The local community is divided over the proposal to build a fast food outlet, belonging to one of the world’s largest fast food chains, in the area. Many people believe the support of the proposal will provide benefits to the area, while others consider it would be detrimental to the town. Should the proposal be denied?

Firstly the outlet will bring opportunities for part-time employment for many of the young people in the area. Currently, employment opportunities in the local area are limited.

Secondly, the establishment of the outlet will provide a much-needed service for the community. With only one fish and chip and pizza shop, there are limited choices of fast food in the local area.

On the other hand, the fast food outlet will alter the quiet atmosphere of the area because it will encourage people to travel from further afield to buy the widely advertised and popular fast food.

Another point to be considered is the ‘visual pollution’ the outlet will create with its large neon signs and huge advertising hoardings. The community is renowned for its conservation of the environment. Allowing the outlet to open up in the area could signal the beginning of the end of the natural surroundings.

After considering both sides of the argument, it is my opinion that the proposal to build a fast-food store should be supported. A fast-food store would be an asset to the local area, as it will provide employment for the local residents as well as encouraging people outside the area to visit and perhaps generate more spending in the other stores. The visual pollution is not a relevant issue because all the other shops in the area have advertising signs of some description. The local council can also enforce restriction on the size and type of hoarding used.