



Staffordshire County Council
Town and Country Planning Act 1990
Development Management Procedure Order 2015

To: Staffordshire Moorlands
 Staffordshire Moorlands District Council
 Moorlands House
 Stockwell Street
 Leek
 ST13 6HQ

Application Type: ADVERTISEMENT

Applicant:

Morrisons WM Morrisons Supermarkets Ltd Hillmore House,
 Gain Lane, Bradford, BD3 7DL

Officer: Tracey Lunn

Our Reference: SMD20250330V2

District Reference: SMD/2025/0330

Date Received: 14-Nov-2025

Date Responded: 21-Nov-2025

Particulars of Development:

Advertisement consent for the erection of WeBuyAnyCar Pod and associated affixed advertising

Location of Development:

WM MORRISON SUPERMARKETS PLC, Newcastle Road, LEEK, ST13 5QB

Recommendation Summary: Acceptance

Site Visit Conducted on: 20-Nov-2025

Site Visit 20/11/2025

Personal Injury Collisions:

Current records show that there was 1 personal injury collision (PIC) on Newcastle Road within 50 metres of the site between 30/12/2019 and 29/12/2022.

Background:

The Morrisons site is located on Newcastle Road (A53) at the junction with Junction Road (D1290) and Barnfields Close (D1290) within Leek Town Centre. Newcastle Road is an A classification road, Junction Road and Barnfields Close are unclassified roads. All roads are subject to a speed limit of 30mph and have footways and streetlights.

Description of Proposal:

Advertisement consent for the erection of WeBuyAnyCar Pod and associated affixed advertising.

Comment:

The proposal is for advertisement consent on the WeBuyAnyCar Pod to be sited within the car park of Wm Morrison store.

The advertisement signs are attached to the pod and are not illuminated as detailed (submitted plan)
 POD Spec – National Signs – July 2025

The proposal would not have a detrimental impact on the highway. I therefore have no objection to the proposal (application number SMD/2025/0330).

Note to Planning Officer;

This approval is for the advertisement signs attached to the WeBuyAnyCar pod and not for the pod.
 Application for the installation of the pod is under SMD/2025/0322.

Submitted plan received SMDC on 08/10/2025 - POD Spec – National Signs – July 2025

Assistant Director, Highways and the Built County
On behalf of the County Council as
Highway Authority