

DELEGATED DECISION REPORT

SMD/2025/0322
Valid 14/07/2025

**WM MORRISON
SUPERMARKETS LTD ,
NEWCASTLE ROAD ,
LEEK , STAFFORDSHIRE ,
ST13 5QB**

**THE ERECTION OF
WEBUYANYCAR POD
(RETENTION)

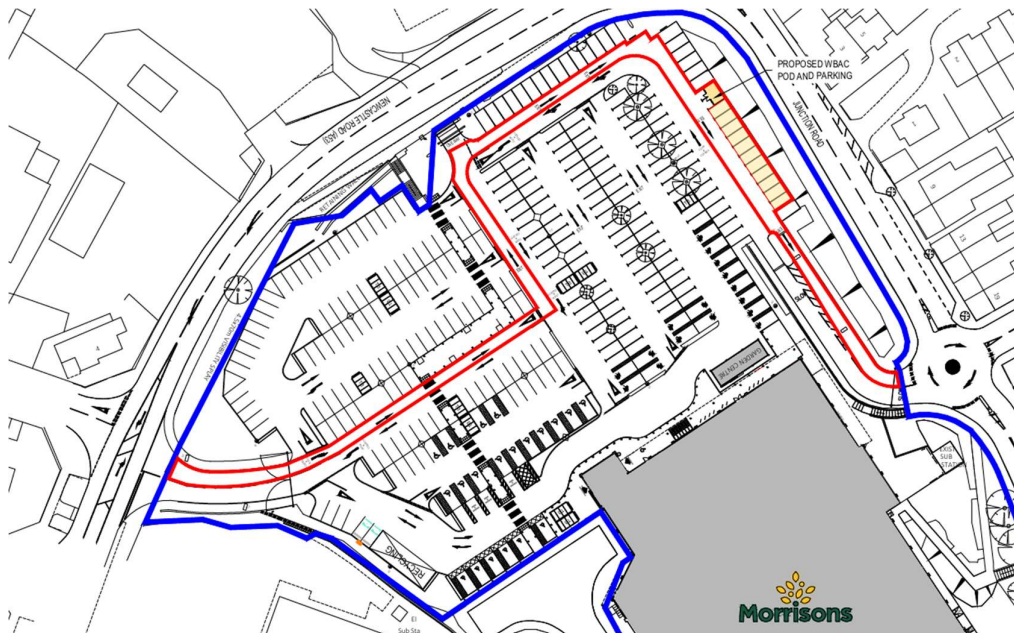
(FULL - MINOR)**

MAIN ISSUES

- Neighbour amenity
- Design appearance
- Highway matters

DESCRIPTION OF SITE

Commercial location, Morrison's car park. Accessed via the internal service road, off the Junction Road roundabout. Sales Pod already in situ and positioned on the eastern boundary encompassing 13 car parking spaces, 11 of these spaces will be for use by we-buy-any-car to park vehicles prior to onward collection. The sales pod is already located on site at the time of the case officer site visit.



PROPOSAL

The prefabricated modular single-storey pod measures 4.8m x 3.2m x 2.8m high and is placed on Jack Pads so that it is level on the existing car park surface. The elevations are formed from composite panels, predominantly white and green, which display non-illuminated vinyl signage, as below.



RELEVANT LOCAL AND NATIONAL PLANNING POLICIES

Staffordshire Moorlands Local Plan

SS1 – Development Principles
SS5 – Leek Area Strategy
E1 – New Employment Development
TCR1 - Development in the Town Centres
DC1 – Design Considerations
T1 - Development and Sustainable Transport

National Planning Policy Framework

Section 2. Achieving sustainable development
Section 7. Ensuring the vitality of town centres
Section 12. Achieving well-designed places

SITE HISTORY / RELEVANT PREVIOUS APPLICATIONS

The planning history of the site includes numerous planning applications and advertisement consents since 1984, with the most recent application being for the rebranding of the shop's signage in 2018. None of the applications are directly relevant to this application.

CONSULTATIONS

Publicity

Site Notice expiry date: 18/09/2025
Neighbour consultation period ends: 07/08/2025
Press Advert: N/A

Public Comments

None received.

Town / Parish Comments

No objection to the erection of a pod and advertising of a We Buy Any Car Pod at Morrisons supermarket. It will provide employment and also a service to the people of Leek.

Staffordshire County Council Highways

Initially requested that in order to make a decision they required further information with regards to the operation of the car park. Requesting a survey of the car park at its busiest times showing whether the loss of 13 spaces could be accommodated (11 spaces allocated for parking of vehicles shown on the Proposed Site plan and 2 spaces removed to site the pod showing a total loss of 13 spaces). Also, an indication of the overall square footage of Morrisons was requested to ascertain how many spaces it requires under its use class.

A technical note was provided and the highway authority reconsulted, resulting in: no objection. The applicant has submitted supporting information (Technical Note 1) with regards to how the unit will operate and TRICS data. The supporting information demonstrates that the proposal would not have a detrimental impact on the surrounding highway network.

The following condition being included on any approval:-

The development hereby permitted shall be installed in accordance with the submitted plan Proposed Site Plan No.170285_251_PL_02A and shall thereafter be retained for the lifetime of the development.

REASONS: To comply with NPPF; to comply with SMDC Core Strategy Policy DC1 and T1; in the interests of highway safety.

OFFICER COMMENTS

Principle of Development

The site is located within the Development Boundary of Leek; a 'town' as identified by Local Plan policies SS2 and SS5. It is also located adjacent to Leek town centre. Commercial development and sensitive associated advertisements within Leek are considered acceptable in principle as they accord with both local and national planning policy.

The sales pod is a prefabricated modular single-storey structure positioned within 2 existing parking bays, located directly to the north of the store. 11 parking spaces are given over to sales collection and customer vehicles. The parking spaces appear separated from the supermarket customer parking areas. The cars will stay on site for a maximum of 72 hours; however, generally a much shorter period. The purchased cars are removed from the site by individual vehicle collections.

Design & Amenity

The elevations of the pod are formed from composite panels, displaying vinyl signage in company colours, primarily white with green, with no illuminated signage. The design is recognised branding, and the location of the pod is below street level and screened by a bund of landscaping, which does not enable it to be viewed from the public realm.

The pod is modest in size and allows for business to be conducted inside the pod, vehicles are parked outside for no more than 72 hours when they are collected. The vehicles are moved on as soon as possible. Being located in a large supermarket car park does not lend the parked vehicles looking out of place, resulting in no adverse amenity impacts to users of the supermarket or the immediate vicinity. Topography screens the pod from public view outside of the site.

Highway Safety

Policies DC1 and T1 seek to achieve a level of parking and an access that is appropriate to the development it serves.

The highway authority initially on consultation requested that further information with regards to the operation of the car park be provided, with a suggested survey of the car park at its busiest times showing whether the loss of 13 spaces could be accommodated (11 spaces allocated for parking of vehicles shown on the proposed site plan and 2 spaces removed to site the pod showing a total loss of 13 spaces). An indication of the square footage of Morrisons and accordingly how many spaces it requires under its use class would be useful.

It is understood that the existing gross floor area of the store is 5640 sqm.

Staffordshire Moorlands Local Plan (Adopted 2020) sets out parking guidance, focused on not having maximum or minimum standards. This site is located on the edge of the town/suburban area, allowing for access by means other than by car, and parking is laid out to meet the likely demand.

The supermarket have confirmed that their existing store car park operates with significant spare capacity at present, as they promote home delivery and with many customers accessing the site by foot. The store supports this sustainable development as it utilises spare capacity within the car park, whilst improving the services offered on site.

Notwithstanding, the applicant has submitted a TRICS assessment that has been carried out using analogous survey sites. Based on the TRICS data presented in the technical note, a food store of this size would likely generate a level of demand with significant spare capacity at all times. Importantly, the demand could increase by 80% and the 309 space car park would never exceed capacity.

The loss of vehicle spaces would easily be accommodated without displacing existing demand off site, either on a weekday or weekend. The note states that there would be no effect on local and national highway policy requirements. The NPPF is clear that applications can only be refused on highway grounds where the residual effect would be severe.

The technical note is considered to address the concerns and the highway authority and they have confirmed that they have no objection subject that the Pod be installed in accordance with the submitted plan Proposed Site Plan No.170285_251_PL_02A and shall thereafter be retained for the lifetime of the development.

CONCLUSION

The proposed sales pod is found sympathetic to the location.

For the reasons outlined above, the proposed development is considered to accord with the relevant policies contained in the Staffordshire Moorlands Local Plan (2020) and the NPPF. As such the application is recommended for approval.

OFFICER RECOMMENDATION : APPROVE

Case Officer: Pet Twigg

Recommendation Date: 26/11/25

X 

Signed by: Jane Colley Signature

On behalf of Staffordshire Moorlands District Council