



The Planning Inspectorate

PLANNING AND
BUILDING CONTROL

16 MAY 2025

For official use only
Date Received

ADVERTISEMENT/DISCONTINUANCE NOTICE APPEAL FORM

If you need this document in large print, in audio format or in Braille, please contact our helpline on 0303 444 5000. To help you fill in this form correctly please refer to the enclosed guidance leaflet "How to complete your advert appeal form".

WARNING: The appeal and essential supporting documents **must** reach the Inspectorate within the appeal period. If your appeal and essential supporting documents are not received in time we will not accept the appeal.

PLEASE PRINT CLEARLY IN CAPITALS USING **BLACK** INK

A. APPELLANT DETAILS

See section A of the guidance leaflet. The name of the person(s) making the appeal must appear as an applicant on the planning application form.

Name **MR PHIL DIXSON HAYMES**
Company/Group name (if applicable) **PETS AT HOME**
Address **UNIT 3 MANCHESTER FORT**
SHOPPING PARK CHEETHAM HILL RD
MANCHESTER Postcode **M8 8EP**
Daytime Tel [REDACTED] Fax
I prefer to be contacted by Post Email* ☒
*Email address [REDACTED]

B. AGENT DETAILS (IF ANY) FOR THE APPEAL

See section B of the guidance leaflet.

Name **DEBBIE SMITH**
Company/Group name (if applicable) **IMAGE TECHNIQUE.CO.UK**
Address **IMAGE TECHNIQUE LTD**
SAXON BUSINESS PARK HANBURY RD
BROMSGROVE Postcode **B60 4AD**
Your Ref **PETS AT HOME**
Daytime Tel [REDACTED] Fax
I prefer to be contacted by Post Email*
*Email address [REDACTED]

C. LOCAL PLANNING AUTHORITY (LPA) DETAILS

See section C of the guidance leaflet.

Name of local planning authority (LPA) MANCHESTER CITY COUNCIL
LPA's application reference no. 142018/A0/2025
Date of advertisement application 14 02 2025
Date of the LPA's decision (if issued) or date discontinuance notice was served 11 04 2025
Effective date of discontinuance notice 01 01 2025

D. APPEAL SITE ADDRESS

See section D of the guidance leaflet.

Address PETS AT HOME UNIT 3
MANCHESTER FORT SHOPPING PARK
MANCHESTER Postcode M8 8EP

Note: Failure to provide the full postcode may delay the processing of your appeal.

Are there any health and safety issues at, or near, the site which the Inspector would need to take into account when visiting the site? If yes, please describe them on a separate sheet. Yes ☐ No ☒

E. DESCRIPTION OF ADVERTISEMENT(S)

See section E of the guidance leaflet.

Description, measurements and colours, including details of illumination (if any), of the advertisement(s) involved in this appeal. Continue on a separate sheet if necessary.

ITEM C(1) CUC AND COLLECT 1716mm x 2508mm
GREEN BACKGROUND, WHITE TEXT, MULTICOLOURED
IMAGE LADY AND DOG. - Plain Green VINYL
ITEM C(2) TEAL BACKGROUND - WHITE AND GREEN
TEXT - IMAGE OF KITTEN - MULTICOLOURED - Plain
TEAL VINYL - ALL 1930mm x 2511mm
ITEM D TRANSOM VINYL GREEN BACKGROUND
WHITE TEXT 1395mm x 625mm - 2 OFF 2501mm x 625mm
ITEM E WHATS INSIDE WHITE TEXT (NO BACKGROUND
COLOUR) GREEN LIZARD - JUMPING CAT AND DOG.
INSTALLED ON 595mm x 1886mm CLEAR BACKGROUND
ITEM F OPENING HOURS - RABBIT AND PARROT WITH
WHITE TEXT INSTALLED 595mm x 1886mm CLEAR BACKGROUND
MULTICOLOURED PARROT AND RABBIT

F. REASON FOR THE APPEAL

See section F of the guidance leaflet.

This appeal is against the decision of the LPA to:

Please tick **ONE** box only ☒

- | | |
|--|---------------------------------------|
| 1 Refuse consent for the advertisement(s) shown on the application form | 1 ☒ |
| 2 Grant consent for the advertisement(s) subject to conditions to which you object. | 2 ☐ |
| 3 Serve a Discontinuance Notice | 3 ☐ |
| OR | |
| 4 The failure of the LPA to give notice of its decision within the appropriate period (usually 8 weeks) of an application for consent. | 4 ☐ |

I. ESSENTIAL SUPPORTING DOCUMENTS See section I of the guidance leaflet.
If we do not receive ALL your appeal documents by the end of the appeal period we will not accept your appeal.

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Depending on the type of appeal, the documents listed below must be sent with your appeal form. If we do not receive all your appeal documents by the end of the 8 week appeal period, we will not deal with it. Please tick the boxes to show the documents you are enclosing.

Appeals against Refusal/Failure/Conditions

Please tick ✓

- 1 ✓
2 ✓
3 ✓
4 ✓

Appeals against a Discontinuance Notice

- 5
6
7

If you have sent other appeals for this or nearby sites to us and these have not been decided, please give details and our reference numbers.

Other information that should be supplied

- Yes ☒ No
- Yes No ☒
- Yes ☒ No ☐

H. GROUNDS OF APPEAL (continued)

PLEASE STATEMENT WITH IMAGES OF
STORES IN THE AREA THAT HAVE GLAZING
VINYL.

H. GROUNDS OF APPEAL

See section H of the guidance leaflet to help you decide what to include in your grounds of appeal.

Please state your **FULL** grounds of appeal ie the reasons why you do not agree with the action taken by the LPA.

There is no further opportunity to add to your grounds of appeal at a later stage.

Please continue on a separate sheet if necessary.

GLAZING VINYLs HAVE BEEN USED AT PETS AT HOMES STORES NATIONWIDE THIS IS A BRAND STANDARD.

THE IMAGES ARE GIVING IMPORTANT INFORMATION REGARDING OPENING HOURS - VETS CONTACT INFORMATION FOR EMERGENCIES

THE VINYLs ARE VERY MUCH A PART OF THE CORPORATE BRANDING, BUT MORE IMPORTANTLY AT THE MANCHESTER FORT STORE DIRECTLY BEHIND THE WINDOW, THEY HAVE BUILT THE SHELVING, THE CUSTOMERS WOULD SEE THE BACK OF THE FIGURES AND JOINERY. WITHOUT THE VINYLs THE VIEW WOULD NOT BE A GOOD REPRESENTATION OF THE STORE. AND ~~WITH~~ THIS WOULD QUITE A EYESORE

ON LOOKING AT THE RETAIL PARK OTHER STORES HAVE GLAZING VINYLs, SUCH AS SUPERDRUG, TUI, THE CUSTOMER SERVICES HUB AND MARKS AND SPENCER WHO HAVE USED GLAZING VINYLs ON A MUCH LARGER SCALE THAN THAT OF PETS AT HOME

THE VINYLs ARE ALSO USED FOR ANOTHER AND FAR MORE IMPORTANT REASON. THEY PREVENT THE SUN HEATING UP THE GLAZING. THE PETS VILLAGE IS CLOSE TO THE ENTRANCE AND HOUSES THE SMALL ANIMALS. KEEPING THE ANIMALS SAFE FROM THE SUNS GLARE IS THE OTHER AND VERY IMPORTANT PURPOSE OF THE VINYLs

G. CHOICE OF PROCEDURE

It is important that you read carefully section G of the guidance leaflet before you complete this section.

CHOOSE ONE PROCEDURE ONLY

1 WRITTEN REPRESENTATIONS

This is normally the quickest and most straightforward way of making an appeal.

W

☒

2 HEARINGS

H

☐

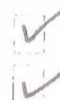
This process is likely to be suited to slightly more complicated cases which require detailed discussion about the merits of a proposal. Although you may indicate a preference for a hearing, the Inspector will also consider whether your appeal is suitable for this procedure. You must give detailed reasons below or on a separate sheet why you think a hearing is necessary.

J. PLEASE SIGN BELOW

(Signed forms together with all supporting documents must be received by us within the 8 week time limit)

Please tick the boxes to confirm that the following actions have been carried out

- 1 I confirm that I have sent a copy of this appeal and relevant documents to the LPA.
- 2 I confirm that all sections have been fully completed.



Signature

[Redacted signature]

Date 14.5.2025

Name (in capitals)

DEBORAH SMITH

On behalf of (if applicable)

PETS AT HOME
PHIL DIXON-HAYMES



The gathering and subsequent processing of the personal data supplied by you in this form, is in accordance with the terms of our registration under the Data Protection Act 2018. Further information about our Data Protection policy can be found in the guidance leaflet accompanying this appeal form.

NOW SEND

Send THIS form (not a photocopy of it) to us at:

Initial Appeals
Temple Quay House
2 The Square
BRISTOL
BS1 6PN

Helpline: 0303 444 5000

COPY to the LPA

Send a copy of the appeal form to the address from which the decision notice was sent (or to the address shown on any letters received from the LPA). There is no need to send them all the documents again, send them any supporting documents not previously sent as part of the application or in relation to the discontinuance notice.

You may wish to keep a copy of the completed appeal form for your records

When we receive your appeal form, we will write to you letting you know if your appeal is valid, who is dealing with it and what happens next.