Our Ref: IL/GM102621

08 June 2026

Manchester City Council
Town Hall Extension
Albert Square
Manchester
M60 2LA

Dear Sir/Madam

**SAINSBURY'S SUPERMARKETS LIMITED**
**HEATON PARK ROAD, MANCHESTER, M9 0QS**
**FULL PLANNING APPLICATION WITH ADVERTISEMENT CONSENT FOR THE ERECTION OF A WE BUY ANY CAR POD**
**PLANNING PORTAL REFERENCE: PP-14983957**

## Introduction

Please find enclosed on behalf of our client, Sainsbury's Supermarkets Ltd, an application for planning permission and advertisement consent for the construction of a We Buy Any Car pod with associated signage at the Sainsbury's, Heaton Park Road, Manchester, M9 0QS.

## The proposal

Planning permission is sought for the erection of a small We Buy Any Car pod in the Sainsbury's car park, west of the main supermarket of Heaton Park Road, Manchester, M9 0QS. The area is currently used as a recycling area. The proposed works would reduce the size of the recycling area, to create space for the proposed pod. Additionally, 2 new car parking spaces will be created adjacent to the site as part of the proposal. The pod will have a gross internal area of approximately 14 sq m and will comprise a customer counter and waiting area, with staff working in the area behind the counter.

The addition of a We Buy Any Car pod at the food store will provide an ancillary facility for existing customers of the Sainsbury's store, offering a quick and convenient alternative to private car sales. Customers obtain an online quotation in advance and, if accepted, can complete the transaction at one of the operator's many local purchasing points across the UK, to which this proposal will add an additional site. The pod operates as a low-intensity service. Typically, one or two members of staff are present to verify the vehicle's condition and complete the handover, resulting in very low trip attraction compared with a Class E retail use.

The proposal comprises a modest structure positioned in an under-utilised part of the car park where parking demand is low and well away from the main customer circulation routes, ensuring it does not interrupt the flow of vehicles or pedestrians. Its operational characteristics are extremely limited, with no material noise or disturbance arising from the use. The development will also support local employment while introducing a small, discreet pod that integrates comfortably within the wider site and does not give rise to any adverse impacts.

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Advertisement consent is also sought for the non-illuminated vinyl signage associated with the pod. The proposal includes a series of fascia logos, circular graphics, poster vinyls and informational text vinyls (Signs 1–14), all of which are printed, non-reflective and non-illuminated. Full details of each sign, including dimensions and locations, are provided on drawing SK-A-9020 – WBAC Pod A – Proposed Signage.

**Site**

The wider site comprises the Sainsbury's supermarket to the east, with the associated customer car park located to the south of the store. Vehicular access is taken from the west via Heaton Park Road West, while pedestrian access is available from the south through Heaton Park Road.

The site is mixed in character. A Sainsbury's petrol filling station lies to the south-east of the main store. To the north, the land falls towards the Irk Valley (separated by the road leading to the store's service yard), which accommodates a walking route alongside the River Irk. To the south and east of the car park, the site is bordered by established residential suburbs, separated by intervening vegetation.

The site lies within Flood Zone 1. It is not within a conservation area, and there are no listed buildings in the immediate vicinity.

**Planning Considerations**

*Planning*

The location, scale and design of the pod have been carefully considered to ensure that there will be no material harm to the visual amenity or character of the immediate or wider area. It is situated within an established commercial setting and can only be viewed in the context of the Sainsbury's store and associated car park. The proposed development will therefore be perceived as an integral and associated part of the supermarket site, and not as an isolated feature within the street scene. The pod will not be visible from any residential properties, ensuring residential amenity is maintained.

*Advertisement Consent*

In line with the legislation contained within the Town and Country Planning (Control of Advertisements) Regulations 2007 (and amendments), the proposed advertisements can only be considered in relation to amenity and public safety.

In relation to amenity, the size, nature and design of the advertisements are consistent with the scale and function of the retail pod and its immediate surroundings, namely the supermarket car park.

The associated signage is minimal, proportionate, and sensitive to the character of its setting. Signage will be limited to the building itself, using appropriate materials and scale. The design will avoid visual clutter and respect the context of the surrounding area.

The advertisements are all non-illuminated and will not have any appreciable impact on the proposed pod or the existing Sainsbury's store buildings. Furthermore, there will be no material harm in terms of highway or public safety, as the proposed advertisements will be visible only within the car park. The advertisements are considered to be acceptable and in accordance with national and local policy guidance.

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**Conclusion**

In summary, the proposed We Buy Any Car pod represents a modest and appropriately designed addition to an established commercial retail site. Its scale, appearance and siting have been carefully considered to ensure that it integrates well within the local context of the supermarket site. There are no nearby heritage assets that would be affected by the proposal.

The unit will provide a complementary service to existing supermarket customers, supporting local economic activity. The proposal aligns with the policies set out in the Local Plan, the National Planning Policy Framework, and associated guidance, and is therefore considered acceptable in planning terms.

**Application Submission**

Please find enclosed the following in addition to this letter:

- Completed Application Form;
- The following drawings/plans:
  - Site location plan (Ref:SK-A-9635)
  - Existing site plan (Ref: SK-A-9636)
  - Proposed site plan (Ref: SK-A-9637)
  - Existing/proposed detailed plans (Ref: SK-A-9638)
  - 'We Buy Any Car' Pod Type A (Ref: SK-A-9010)

Additionally, payment of the £574 application fee will be arranged separately.

We trust that the above is clear, and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact us.

Yours faithfully,

**Ifan Lewis**
**Planner**

[redacted]

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Ens(s) as above