

AH/5578/01(06October2025)WC

Wokingham Council
Shute End
Wokingham
Berkshire
RG40 1BN



6th October 2025

Dear Sir/Madam

WOOSEHILL SHOPPING CENTRE, WOKINGHAM, RG41 3SW: APPLICATION FOR FULL PLANNING PERMISSION AND ADVERTISEMENT CONSENT FOR THE ERECTION OF A 'WEBUYANYCAR' POD STRUCTURE.

Introduction

We have been instructed by our client, WM Morrison Supermarkets Ltd (Morrison's), to prepare and submit an application to Wokingham Council seeking full planning permission and advertisement consent.

The application relates to the siting of a WeBuyAnyCar pod structure, with affixed advertising, in the car park of the existing Morrison's food store at Woollah Shopping Centre, Wokingham RG41 3SW. The modular pod structure would be ancillary to our client's existing retail convenience offering.

This planning application is accompanied by the following documents submitted via the Planning Portal and should be read in conjunction with this letter:

- Design and Access Statement, prepared by Whittam Cox (ref - 170285_436_PL_03 - Design and Access Statement)
- Location Plan (ref - 170285_436_PL_01 - Location Plan)
- Proposed Site Plan (ref - 170285_436_PL_02 - Proposed Site Plan)
- WBAC 'Pod' Plans and Elevations (ref - Off Grid - WBACSOgV1-WCA)

Site and Surroundings

The location of the pod (hereafter referred to as the 'Site') is within the existing car park of Morrison's supermarket, located on land to the south of Woollah Spine Road (hereafter referred to as the 'wider site'). The wider site includes a Morrison's supermarket and an open, uncovered car park comprising of c. 241 spaces, the site is accessed via Woollah Spine Road.

The application site is in Flood Zone 1 (a low probability of flooding from rivers and seas) and has a low risk of surface water flooding.

According to the Wokingham Borough Council Planning Policies and Constraints Map, the site is allocated within a local centre, a major development location and an SSSI impact risk zone.

Planning History

The Council's planning portal reveals the following on-site applications:

- In August 2017, permission was granted for an application for advertisement consent for the proposed replacement of external signage with 3 no. illuminated fascia signs and 1 no. illuminated totem sign (LPA ref: 171805)
- In January 2021, permission was granted for the installation of a barber's pod within the existing Morrisons car park (LPA ref: 203139).
- In April 2023, permission was granted for the erection of a car park valeting facility with installation of a canopy and siting of container for office/storage (LPA ref: 230712)

Proposed Development

This application by Morrisons seeks permission to supply a WeBuyAnyCar pod service for the public within the existing Morrisons car park.

WeBuyAnyCar provides quick easy sales as an alternative to private car sales. Customers are offered an online quotation for the sale of their vehicle and if accepted it can be taken to one of their 140 local purchasing points across the UK. The aim of these structures is to operate a sustainable service coinciding with existing shopping trips.

The proposal requires the addition of one prefabricated modular single-storey pod positioned within 2 existing parking bays. Moreover, to support business operations, WeBuyAnyCar will require 10 undesignated parking spaces to ensure that space is available for customers and so that regular collection can occur without overspilling onto the car park's adjoining areas. The undesignated parking spaces are located outside the usual customer parking area. The cars will stay on site for a maximum of 72 hours; however, this is generally a much shorter period. The purchased cars are removed from the site by individual vehicle collections.

The proposed location of the WBAC 'pod' is in the parking spaces located in the eastern section of Morrison's car park. The current white lines of the parking spaces will be removed, and the area will be re-marked with new boundaries. The proposed 'pod' is also positioned to the rear of the existing parking

bays to allow space to the front for customers / staff to exit the pod without entering directly into oncoming traffic. The proposed location of the WeBuyAnyCar modular pod benefits from good access via the existing car park area to the north of the site.

By introducing a new pod on-site, the business will be able to expand its services and thus increase the current level of employment. WM Morrison Supermarkets Ltd has confirmed that the WeBuyAnyCar service, which is highly valued by Morrisons customers, firmly aligns with their plan to bring more popular and useful services to the communities that they serve. No disruption to their normal operation will be generated.

Policy Guidance

In line with Section 38(6) of the Planning and Compulsory Purchase Act (PCPA) all applications for planning permission should be determined in accordance with provisions set out in a development plan, unless material considerations indicate otherwise.

The Wokingham Borough Local Development Framework is formed of the Core Strategy Development Plan Document (2010) and the Managing Delivery Local Plan (2014). The National Planning Policy Framework (2024) is also a material consideration in the determination of this planning application. The following policies are considered particularly relevant to this planning application.

The Core Strategy Development Plan Document (2010)

- CP1 – Sustainable Development
- CP3 – General Principles for Development
- CP4 – Infrastructure Requirements
- CP6 – Managing Travel Demand
- CP7 – Biodiversity
- CP8 – Thames Basin Heaths Special Protection Area
- CP9 – Scale and Location of Development Proposals
- CP13- Town Centres and shopping
- CP15 – Employment Development

Managing Delivery Local Plan (2014)

- CC01 – Presumption in Favour of Sustainable Development
- CC02 – Development Limits
- CC04 – Sustainable Design and Construction
- CC07 – Parking

- CC10 - Sustainable Drainage
- Policy TB17 – Local Centres and Neighbourhood Village Shops

The National Planning Policy Framework (2024)

- Paragraphs 115-117 – Considering Development Proposals re: Sustainable Transport
- Paragraph 124 – Promotion of Previously Developed or ‘Brownfield’ Land
- Paragraph 135 – High Quality Design
- Paragraph 141 – Advertisements

Planning Considerations

Principle of development: Local Plan Policy TB17 ‘Local Centres and Neighbourhood and Village Shops’ states that proposals that retain and enhance the provision of day-to-day shopping facilities in Local Centres, neighbourhood and village shops will be supported. Additionally, paragraph 124 of the NPPF states that planning policies and decisions should promote an effective use of land (particularly previously developed land) in meeting the need for homes and other uses.

Aligning with Local Plan Policy TB17 and chapter 11 of the NPPF, the proposed development will leverage currently under-utilised developed land within the existing Morrisons car park by proposing Sui Generis Use. The proposed use will expand Morrison’s existing retail offering. This proposal will benefit the local area by generating employment, expanding the range of services within the area and promoting sustainable transport by enabling linked trips to the Morrisons store. The development is appropriately scaled and will not cause harm to local employment sites, being minimal in scale (15.4 sqm) and ancillary to the site’s primary retail use. The development is not considered to affect local character, neighbouring amenity or highways, as outlined in detail below.

Furthermore, Local Plan Policy CP9 identifies this site as being located within settlement limits in the major development location of Wokingham, and as such the development is in accordance with the broader development plan.

Design and Sustainable Construction: The development site is considered a low-key location within the Morrison foodstore parking area, resulting in the development having a negligible impact in the context of the wider commercial retail site. The elevations are formed from composite panels, displaying vinyl signage in company colours. Full dimensions of the pods are detailed in the proposed elevations plan submitted alongside this application. The pod will be effectively screened by the surrounding vegetation. The proposed development is also entirely in-keeping with the surrounding context of the retail site and parking area. The development therefore aligns with Policy CP3 of the core strategy and Policy NR2 of the Borough Design Guide.

WeBuyAnyCar manufactures the prefabricated modular single-storey pods using high-quality, environmentally efficient, factory-controlled construction techniques. As such, the application complies with the Sustainable Design and Construction SPD that requires development to be capable of mitigating and adapting to climate change.

Highways and Parking: The WeBuyAnyCar pod will be accessed using the same road infrastructure to access the Morrisons foodstore. No changes are proposed to be made to accommodate the proposed development. It is also not expected that there will be any single-use trips to the WeBuyAnyCar pod structure; trips will be linked to foodstore customer visits, which is the primary activity on site.

The loss of 2 parking spaces is deemed negligible regarding the overall capacity of the Morrison's store car park, which holds an existing capacity of 241 car parking spaces. The loss of twelve parking spaces (worst case) will not negatively impact the existing car park infrastructure or cause congestion within the car park. The proposal is therefore considered to be in accordance with the aims of Policy CP6.

Amenity: The WeBuyAnyCar Pod Structure will only be used for the sale of used cars and will not generate significant levels of noise. The closest residential buildings are over 100m away. Furthermore, the proposed opening hours will reflect the Morrisons food-store hours of operation.

Flood Risk: The proposed development will not introduce additional hardstanding. Therefore, no increased flood risk is anticipated for the site. As such, the proposal is in line with Policy CP1 and CC09.

Ecology: The proposal would not disturb any existing buildings and trees and would be situated in an established car park, there would not be considered any detrimental impact to ecology or biodiversity, aligning with Policy CP7.

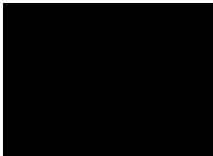
Conclusion

The application adheres to all relevant policies and legislation. As such we respectfully request that this application is granted full planning permission without delay.

The appropriate fee has been paid via the Planning Portal to Wokingham Council via the Planning Portal. The fee was calculated using the most up-to-date information and has been submitted along with the application.

Should you have any queries regarding this application, please do not hesitate to contact Anna Heyes via email at anna.hey@peacockandsmith.co.uk or telephone 07539 807590. We look forward to receiving receipt of your written confirmation of this letter, other drawings and included documents.

Yours faithfully,



Anna Heyes
Peacock + Smith