

# NEWSLETTER AND THE TESCO MYTH BUSTERS

September 2008

## UPDATE - Daisy-Chain Event

First of all we'd like to say a big 'thank you and well-done' to everyone who came and made the recent Daisy-Chain such a great success. And thanks, also, to all those of you who couldn't make it, but sent messages of support.

In case you hadn't heard, the press counted 350 people in the chain which generated an enormous amount of media coverage, on various local radio stations, in the press and on BBC Look East. This, coupled with Bernard Jenkins' very timely press statement calling for a public enquiry, has really given our campaign a boost and made a tremendous impact.



**NEWS - Environment Agency**  
Although at this stage we are unsure of the exact effects this will have on the planning decision we have recently discovered that the Environment Agency has raised the concern of the proposed site being in a Flood Risk Zone. We'll keep you posted with any developments.

## TENDRING DISTRICT COUNCIL

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Planning Department

Tendring District Council

Council Offices

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If you live outside Tendring District do still write to your local councillor. You can find details of other Tendring District Councillors on the website:

<http://www.tendringdc.gov.uk/TendringDC/Council/Councillors/>

**THE NEXT STEP**  
**What you can do now...**  
Please continue to write protest letters as it's still not too late. However, in order for it to properly count it must raise planning issues that your previous objection did not mention. Resources are available on our web site should you need any help - [www.stourcommunityfirst.org](http://www.stourcommunityfirst.org) or email us at [info@stourcommunityfirst.org](mailto:info@stourcommunityfirst.org). A list of relevant contact details are listed below.

# THE TESCO MYTH BUSTERS

The Tesco planning application has been the subject of many debates over the last few months. Discussions are an essential part of making the right decision but with so much mis-information and hearsay how can you be sure you're basing the decision on the correct information? Stour Community First are aware of many myths that we feel need addressing. We'd like to cover just a few here, we hope you find the following informative.

## Myth 1

**Fact:** Tesco's design places the car park on the West of the development, away from the High Street. This is aimed at one thing only - to discourage people from walking past the store to get to the town centre.

"Tesco will help attract more visitors to the town, which will help local businesses."

## Myth 2

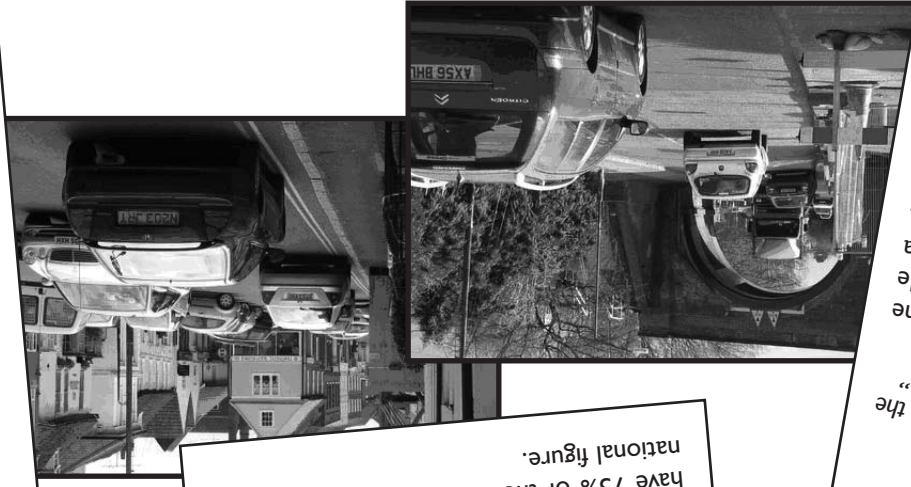
**Fact:** Maybe it would, but unfortunately, the evidence from previous comparable developments suggest there would be a marked decrease in visits to local shops. For example, at Stalham in Norfolk, where the new Tesco was only 30 yards from the end of the High Street, surveys by local shop owners have shown a 50% decrease in the numbers of people walking past their shops.

"If only 1% of the extra shoppers also visit the High Street, that will still bring a huge benefit"

## Myth 3

**Fact:** The Retail Impact Assessment included as part of Tesco's planning application estimates taking 8% of turnover, averaged out across all the shops in the High Street. This might not sound much, but small businesses operate on very tight margins at the best of times, and we are not currently in the best of times. But the true figure is likely to be far higher - Tesco base their figures on the assumption that the proposed store in Mannington will only have 75% of the turnover of their average national figure.

"Tesco won't harm the small shops in town."



## Myth 4

**Fact:** Research by the National Retail Planning Forum - a research group partly funded by Tesco themselves - looked at 95 new superstore developments and found, on average, that for each store there was a net loss of over 270 jobs within a 10 mile radius. Tesco aren't even here yet, but the job losses have already started with Railex transferring to Witham. And remember, Tesco have now drastically cut their claim for the number of jobs they will be offering - why this change?

"The new store will create 200 jobs in the area."

## Myth 5

**Fact:** It's true, there will be extra spaces created by the new car-park, but Tesco themselves estimate that it will fill up and empty again slightly more than once every hour, leading to nearly 700 extra car movements per hour at peak times on our already congested roads. The car-park doesn't solve the traffic problem - it makes it worse.

"Traffic won't be a problem because the car-park will be bigger."