

Don't let Sainsbury's rip the heart out of it.

WHITE LANE

Support the White Hart Action Group www.savetheheartofwhitehartlane.co.uk

GOODBYE TO ALL THAT.

And hello to??

...what exactly ?

As the dust clears from the demolition of the Old Car Showroom on White Hart Lane, what will appear in its place is still up for grabs.

Officially of course, it's a Sainsbury's store with flats on top. However, at the August meeting between the WHAG and Sainsbury's, CEO Justin King made it clear that if he was approached with a viable commercial offer to take the lease off his hands he would give it serious consideration. Since then, various parties have expressed an interest and one went so far as to make an offer, which

was turned down.

As this newsletter goes to press, another potential lease-buyer has popped up and is looking into the financial implications.

So, the question to all those who voted a resounding **NO** in the Referendum is this : what would *you* like to see emerge from the wreckage ?

For example, how about a day nursery to help out the many mums, and dads, who live here ? A car park to accommodate visitors to the area, people who come to eat and shop here and even to provide a place to park for residents when, as often happens, they can't find anywhere on the streets ?

A fresh fruit and vegetable market? Or a chemist, maybe ? Or a gallery space?

The WHAG would like to hear your thoughts on what would be a welcome and useful addition to White Hart Lane.

And if you know of any business which fits the bill and might be interested, please tell them to get in touch via the website.

In the meantime, the WHAG's campaign to persuade Sainsbury's to withdraw will continue as planned and we will keep you informed of events as they occur.



Hello — we're back! This is the terrific tenth edition of the **WHAG Weekly Update**-(well, we never said which week.) It's your free guide to the campaign to stop **Sainsbury's** ruining our neighbourhood for ever.



EUAN'S SMALL IDEA... (or, the best ones come from fairy tales— we think it's Little Red Riding Hood) From this week's featured publication: 'Convenience Store' - September 21 –October 4 2007

Sainsbury's gives c-stores a rethink BY GAELLE WALKER

Sainsbury's is to change the face of its convenience store business, presenting its Local stores more as neighbourhood grocers than as small supermarkets.

The retailer, which currently owns 330 Sainsbury's Local stores and plans to expand its convenience store estate by 30% in the next three years, has embarked on a dramatic re-merchandising exercise including adopting a new strapline "Sainsbury's Local, Your Local Sainsbury's".

Euan McMurdo, Sainsbury's head of property convenience, told *C-Store* that stores would now carry this strapline on all its internal messaging. "We want local people to think of the stores as their local neighbourhood shop and not like supermarkets and the strapline helps to achieve this," he said.

Sainsbury's is also making changes to the stores' ranging and merchandising, lowering shelf heights and incorporating a much higher proportion of fresh and chilled foods. It is also working closely with suppliers to shrink the pack sizes of certain products to make them more convenient for shoppers.

McMurdo, who joined Sainsbury's from BP 12 months ago, added that he planned to install a free ATM in every store. He also planned to continue expanding Sainsbury's property convenience team to help it achieve its dramatic growth aspirations.

"We are on track with our expansion plans and are actively looking at sites across the UK where there is a local or transient community," he said.

COMING SOON! THE MORRISON'S MARKET TRADER....THE TESCO TEA STALL...AND THE ASDA DONUT STAND

PROPOSED BUILDING FAILS TO WIN RIBA STIRLING PRIZE.....

You may have wondered what the architects, **ColladoCollins**, and their clients, **Oakmill Properties**, (Barton Finch, Robin Barton) had in mind. As always, WHAG does the work for you and here it is, straight from the ColladoCollins website:

'This development sits on a prominent corner within the Barnes Conservation Area and close to the River Thames. In addition, a former Coach House, that is a Building of Townscape Merit, forms part of the scheme.

The design seeks to provide idiosyncratic accommodation based on rational unit planning in order to create a building which has character and is economically viable. The architecture is contemporary in its configuration and material selection, with a form designed to sit comfortably within the Conservation Area and re-unite a street presently broken by an existing car showroom'

Well, of course, it hasn't been built yet so, to be fair, there was no chance of getting on the 2007 shortlist. However, if you're having trouble visualising the end product, be sure to pick up the A4 size poster illustration with this publication. For best results, stand opposite the site (see photo on front page) and hold the poster in front of your face at arm's length. Can't see the Coach House? Nor can we.....

Oh, and did you know that Roy Collado, when he was at Chetwood Associates, was responsible for a number of projects including the award winning **Sainsbury's superstore** on the Greenwich Peninsula

The view from the WHAG

"Rumours of our deaths have been greatly exaggerated...."



Summer holidays, family problems, marriages, illness and work. They happen to all of us, WHAG members included.

So, for those of you who wondered why things had seemed a little quiet lately, I can only apologise and refer you to the above.

Having said that, things have been quiet with good reason.

Ever since Justin King held out his white flag and proclaimed "Find me a white knight to rid me of this lease...please !", the WHAG have found themselves playing a new and rather unexpected role as match-makers.

Not something we're known for and not the stuff of newspaper headlines, either.

But it hasn't been in vain, as we've had some very interesting companies contacting us.

And, as we report on the front page, there is at the moment a very, very good prospect in hand.

However....whilst being filmed today for a forthcoming ITV prime-time documentary with the running title "Planning Wars", (on your TV sometime in November) one of the film crew said something which gave me pause for thought.

"Surely," he said, " if this Justin geezer seriously wants out, he must have a whole bunch of property people who could pass the word around. Why on earth would he leave it to a bunch of amateurs like you lot, no offence ?"

None was taken, but his comments lingered in my thoughts. Was he right ?

Was this, after all, just a cunning plan to distract the WHAG's campaign until it was too late ?

I know such cynicism is unworthy.

I'm sure Justin is a man of his word and that if someone comes along and presents him with a commercially watertight get-out, he'll accept it.

He's the CEO of one of our biggest and most respected companies.

Such a deception would be unthinkable.

Right Justin ?

David Rossiter

The WHAG



Justin King

The Information Page

Smile please.....

Attention, all traders on White Hart Lane : A local professional photographer has kindly volunteered his services to take a series of pictures of the various men and women whose shops and businesses make this part of Barnes so special. The idea is to make up a portfolio of pictures which can be displayed in exhibition, used for the WHAG campaign or indeed auctioned off to raise funds. So...Cayetano Hernandez Rios will, over the next week or so, be wandering round the Lane with his lenses and a letter of introduction from us, asking you to spare a few minutes and be immortalised. It's purely voluntary, but if you can, please do. It's his contribution to our campaign and a very striking one it could be.

THE FIGHTING FUND— WE STILL NEED YOUR MONEY! THE CAMPAIGN DOESN'T RUN ON FRESH AIR AND SO WE'RE VERY GRATEFUL TO ALL THOSE SUPPORTERS WHO HAVE CONTRIBUTED TO DATE.

SEE THE WEBSITE : www.savetheheartofwhitehartlane.co.uk

for details, how to contribute, and lots of campaign information

Spark the Debate! Did you know that the WHAG is featured on Friction TV?

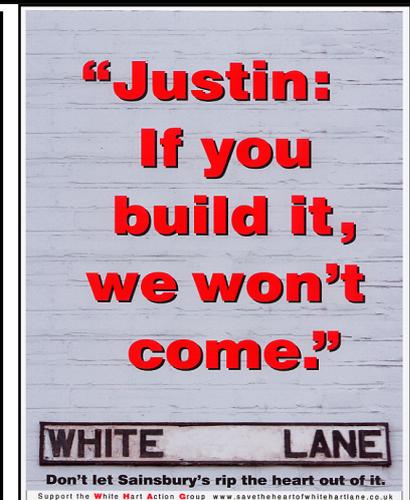
Go to: www.friction.tv Or, just google WHAG and friction.

"What did you do in the WHAG campaign daddy?"

"Well, I thought about putting up a poster.....but it clashed with the Farrow & Ball..... "

Still lots available — do it now before your children are old enough to ask those awkward questions.....want to do more? Contact the site with any offers of help

— Your neighbourhood needs YOU!



Poster available at B&N News and PAT'S FOOD STORE

History.....did you know that there has been a small filling station or garage on this site since before the war? At least one person living locally remembers this — if you can locate a photograph (pre-war) we'll award one of our fantastic WHAG prizes!

FREE A4 POSTER WITH THIS ISSUE, SHOWING HOW THE NEW BUILDING MIGHT LOOK

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