

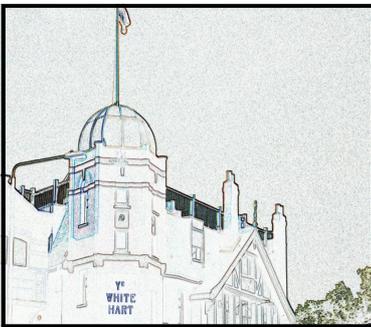
Don't let Sainsbury's rip the heart out of it.

WHITE LANE

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

REFERENDUM IS ON !

Kramer joins Goldsmith in backing democratic vote on Sainsbury's plans for White Hart Lane



Welcome to the second issue of the **WHAG Weekly Update**-now twice the size and still free, it's your guide to the campaign to stop Sainsburys ruining our neighbourhood.

Inside this issue-

- **Sainsbury's respond in full**
- **WHAG Editorial**
- **BBC blows whistle on Sainsbury's**
(and Tesco's)

In a widely welcomed move, Susan Kramer, Lib Dem MP for Richmond Park, has publicly supported WHAG plans for a local referendum on the proposed Sainsburys store at the riverside end of White Hart Lane.

Originally suggested by Conservative candidate Zac Goldsmith, the WHAG referendum will be a postal ballot carried out by the Electoral Reform Society, a well-respected and impartial body.

Susan Kramer's support now underlines the united, cross-party opposition to a Sainsburys store and reflects the views of local residents.

A strong **NO** vote will send a powerful message to the people who matter at Sainsburys.

Watch your letter box !

MP Susan Kramer put her name behind the referendum, saying: 'Sainsbury's cannot question the strength of local opinion. Thousands of residents have already signed petitions against the development and the Council firmly rejected it'.

STOP PRESS!

REFERENDUM LAUNCH

THE DAY: TUES 29 MAY

THE TIME: 12 NOON

**THE PLACE: THE FORMER
CAR SHOWROOM (1-13
WHITE HART LANE
SW 13)**

The Sainsbury's response in full

Sainsbury's have said that the following response to our invitation to take part in the referendum can be reproduced—provided that this is in full.....

Dear David

Thank you for giving us the information about the proposed referendum. We have discussed this internally but have concluded that it would not be appropriate for Sainsbury's to be involved in the referendum since the development has already been through all the relevant statutory planning processes with the opportunity given to local residents and businesses to make their views known.

We signed up to the White Hart Lane development in March this year, after the planning process was complete and the site had been granted planning permission.

We believe the Sainsbury's Local store that we plan to open in White Hart Lane will provide a convenient offer - including fresh, quality, affordable food - to the whole of the local community, including people shopping on a budget. The store will comprise 2,650 sq ft of sales, which is one of the smallest in our portfolio. It is not intended to provide the full range of products found in our supermarkets and is designed for people living and working locally, travelling to the store on foot, for small top-up shopping (the reference in the King Sturge document to "drive-times" did not come from us, as we explained when we met).

Deliveries will be subject to timing constraints imposed by the Local Authority to minimise disruption to local people and businesses. There will be a designated loading bay outside the store to avoid obstructing the traffic.

It is always our intention to be a good neighbour to local residents and businesses. We believe that the store will complement local businesses.

We are happy to continue talking to local people about their specific concerns about the operation of the store.

If you would like to put this email onto the WHAG website, or otherwise make this available to others, we would have no objection provided that you publish this in full.

I am in any case copying this email to Susan Kramer MP and to Zac Goldsmith.

Erica

Erica Zimmer | Head of External Relations | J Sainsbury plc | 33 Holborn | London | EC1N 2HT

END

BBC NEWS

Whistleblowers: Supermarketsfor those of you who missed the BBC documentary on Sainsburys and Tesco supermarkets, broadcast on BBC 1 this week , here is the link: '**Out of Date Food in UK Supermarkets..** reporter Audrey Brown's article, published on the BBC web site:

www.bbc.co.uk/consumer/tv_and_radio/whistleblower

Click on 'Supermarkets' 22 May

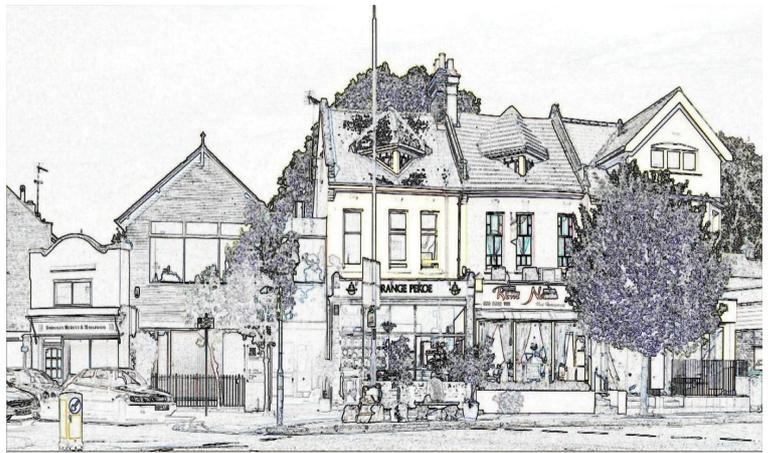
The view from WHAG

The letter from Erica Zimmer, printed on p2, followed a meeting at the House of Commons, at which Sainsburys were invited by myself, on behalf of the WHAG, to take part in the forthcoming local referendum on their proposed store. A full response from the WHAG to this letter has been posted on our website, but for those who cannot access it, here's a brief summary :

- Sainsburys have not, at any time, consulted local residents on the development.
- At no time during the planning process did they reveal their interest in the site.
- At the end of the planning process nobody except, we presume, Sainsburys themselves, had any knowledge of their interest in the site.
- The Council received an unprecedented number of objections to the proposal from local residents and turned down the planning application. Among the reasons they gave were the impossible traffic and parking conditions in the area.

All this is in the public domain.

Nevertheless the glossy brochure that promotes this development to likely investors emphasises that customers will come from within a 15 minute 'drive-time' and bases its profit forecast on exactly this premise.



So much for Sainsburys listening to communities..

Sainsburys has not listened and has not acted as the 'good neighbour' it claims to be.

It's very sad when a once well-liked and well-respected British company loses touch with its customers and forgets the values and principles which made it prosper in the first place.

This issue offers them a chance to stop their slide into the ruthless bullying which others in their trade have so readily adopted.

For all our sakes, let's hope they take it.

David Rossiter, The WHAG



J Sainsbury plc Corporate Responsibility report 2006

'With every new scheme we undertake, we do a full public consultation.....

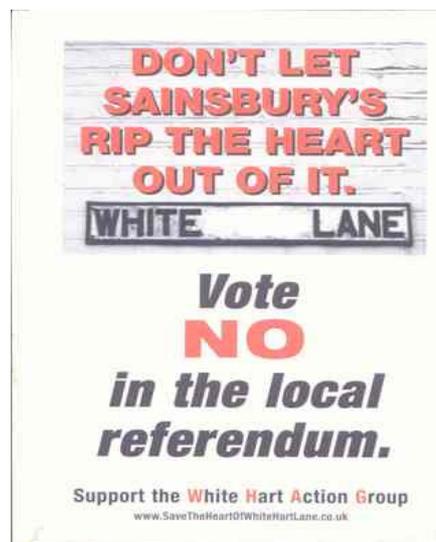
We have a long-standing policy of consulting with the local community whenever we open or make major changes to a store'

NEW POSTER!

Coming next week-if you want to be one of the first to display it, free copies should be available from Thursday at many of your local shops—if there's one in the window they'll have one for you.

Prefer Home Delivery?

This will start when we have the volunteers— you could be one –see website..



“So who's paying for all of this ? I've heard it's coming out of my council tax-we pay enough already....”

NO IT ISN'T— Richmond Council are not paying anything towards the campaign or the referendum costs through local taxation or any other source. These have been covered, or underwritten, by a number of WHAG supporters. Interestingly, the Council, and therefore you, did have to meet the costs of the developer's planning application and costs in relation to the subsequent appeal. “That's awful –what can I do? ” Well, the fighting fund needs donations but we still haven't got the final account details for you to contribute directly. As soon as we do have these we'll post them on the website. BUT-if you come on Tuesday to the Press Launch you can bring a donation (cash or cheque-payable to **WHAG**) and we'll pay it in as soon as the WHAG account goes live.

PRESS LAUNCH –Tuesday 29 May –12 noon

Yes the Press will be there and TV as well we think- Please come if you possibly can –a big noisy crowd would be good and, afterwards, you can always (quietly) enjoy the many delights on offer, on and around White Hart Lane. Key supporters of the WHAG campaign will, of course, be there.

**Bring your cameras—
this will be a historic
moment to tell your
grandchildren about.**

BIG BANNERS.....

Hope you've noticed these –if not, here's a photograph. If you'd like one of your own (3' x 11') for less than £100 contact us via the website.

Note—not actual size –real banner appears, and is, much larger



Whilst every effort is made to check the accuracy of information contained in the WHAG Weekly Update, neither WHAG nor any individual member of the group can be held responsible for any loss, damage or inconvenience caused by any inaccuracy in this publication.