

Volume **1**, Issue **4** The
WHAG Weekly Update

Friday 08 June 2007
Published weekly by WHAG

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

WHITE LANE

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

THURSDAY, 21ST JUNE: HIGH NOON FOR SAINSBURY'S.

Midday on the 21st June. That's when all votes in the referendum need to reach the Electoral Reform Society.



Welcome to the fabulous fourth Issue of the **WHAG weekly update**—your free guide to the campaign to stop Sainsbury's ruining our neighbourhood for ever.

Inside this issue:

- **Sainsbury's write to the Telegraph**
- **WHAG editorial**
- **WIN A WHAG-BAG!**
- **BIG EVENT!**
- **And much more....**

By now, you should all have received your ballot paper, so please : **Vote NO** and post it!

To those WHAG supporters outside of the polling area, our apologies; for financial reasons we had to keep to a tight area.

If that's you, you can still let Sainsbury's know how you feel by emailing them.

Full details are on the website, but essentially, e-mail erica.zimmer@sainsburys.co.uk and tell her that although you couldn't cast a vote, if you could, it would be NO.

Or write to her:

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

The result should be known by the 22nd June and will be announced as soon as possible.

In the meantime, please urge all your friends and neighbours to cast their vote.

And keep an eye on the

website : we are planning a **BIG EVENT** on Saturday 16th June, based around the Used Car Showroom at the river end of White Hart Lane and aimed at getting maximum media attention for this unique use of the referendum to give local people a say in what happens in their community.

It'll be a Fun Lunch, from noon till 2pm-ish, featuring local traders, councillors, politicians, WHAG members, celebrities, a balloon race, your very own Protest Wall and much more. Remember to bring your comments, or pictures, (ideally A4 size) to post on the real site—we'll be sending copies of them all to Sainsbury's after the day.



JMW Turner 'Mortlake Terrace : The Seat of William Moffatt Esq. :Summer's evening_ 1827

Turn sharp left for your new Sainsbury Store!

ANYONE FOR TENNIS?

We reproduce below a letter from Lawrence Christensen, Sainsbury's Director of Convenience, published in the Daily Telegraph on 31 May 2007.

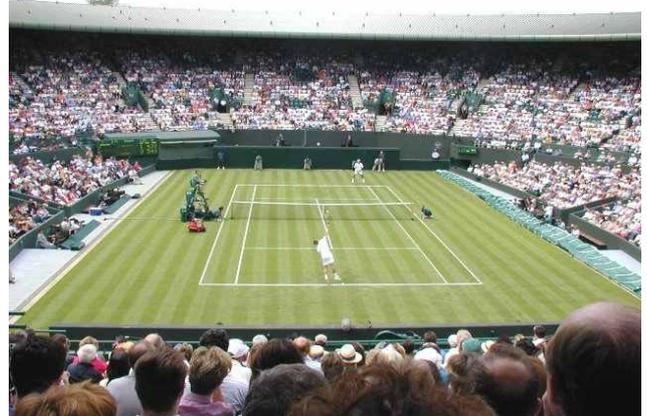
SIR - Zac Goldsmith (Comment, May 25) states that the proposed Sainsbury's development in White Hart Lane, Barnes, involves a "large new store". In reality, the redevelopment of a former used-car showroom and workshop will involve a very small community store. These shops are normally about the size of a tennis court, but the proposed Barnes store will be one of the smallest in the Sainsbury's Convenience estate. Sainsbury's was not involved at any stage during the planning process for the White Hart Lane redevelopment, which has been through all the relevant statutory planning processes, with the opportunity given to local residents and businesses to make their views known.

Lawrence Christensen, Director of Convenience,



Tennis Court

Mr Duerler - wimbledontennis.co.uk



Sainsbury's Local

The Editor, Daily Telegraph

31 May 07

Sir

Lawrence Christensen (Director of Convenience, Sainsbury's) with his talk of tennis courts, conjures up delightful images of balmy summer afternoons and tea on the lawn—a useful distraction from the facts. At 4000 sq ft the proposed supermarket/convenience store/corner shop in Barnes (we agree that it isn't a superstore) is at least six times larger than the average retail premises on this narrow thoroughfare, lined with terraced houses from the early 1900s and a handful of small shops from the same period. The proposed development is 40 metres from the river Thames and at the centre of an important Conservation Area. As Mr Christensen and his colleagues know, both of the planning applications by the developers, Oakmill Properties Ltd, were opposed robustly at every stage by residents, businesses and Richmond upon Thames Council. Even the Inspector at the planning appeal in November 2006 remarked 'I can see that a national supermarket occupying the whole of the retail space would be seen as a brash incomer, three independent retailerswould be much preferred'. Can we suggest that Mr Christensen and his colleagues read Justin King's claims in the introduction to Sainsbury's Corporate Responsibility Report 2006 'With every new scheme we undertake, we do a full public consultationwe have a long-standing policy of consulting with the local community whenever we open or make major changes to a store'. In Barnes and Mortlake we're still waiting to hear from them.

Charles Barber On behalf of the White Hart Action Group SW13

(We regret that The Telegraph did not publish this reply or any of the other letters sent by exasperated WHAG members—the debate had turned to asparagus—no idea) to see another sample letter, visit The WHAGextra section on the website version of this newsletter

The view from WHAG

Every now and then, I wonder why nobody actually speaks up in favour of this proposed Sainsbury's (Except Sainsbury's themselves, that is.)

The Council, when the plans were first announced, received just 5 letters of support from residents, as opposed to nearly 300 opposed.

To date, I've received exactly 3 messages from people who are for it.

One complained that he couldn't get a pint of milk after 10.30am on White Hart Lane.

One complained he couldn't buy a newspaper after 10.30am.

(Neither point is correct, by the way.)

The third was simply abusive, accusing me of being a middle-class t*****.

It was the middle-class bit which really hurt.

But none of them made any effort to put forward a serious case for a store like this, which is strange, because genuine Sainsbury's supermarkets, (like the one just up the road) actually have a pretty good reputation, deservedly so.

Perhaps it's because the obvious increase in traffic congestion and the nightmare of parking are too clear-cut to defend.

Perhaps it's because nobody could claim that the proposed building will add architectural lustre to the area.

Perhaps it's because nobody could claim that turning White Hart Lane into yet another clone of every other street in London was actually a "good thing."

Certainly, nobody has tried to claim that cheap loo rolls, washing powder and other basics will be on sale.

Possibly because they won't be – not once the local competition has been put of business, anyway.

This has been the tactic used in other towns and village communities, when the big supermarket brands move their little offspring in.

There is no reason to suppose it will be any different here.

The trouble is, by the time this became obvious, it's always too late.

Perhaps, in the end, it's just sheer apathy. If you don't much care either way, what's the point in speaking up?

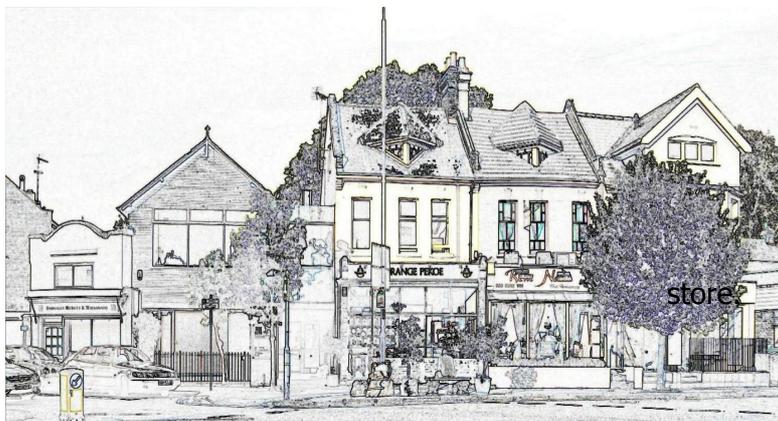
Whereas those who care deeply have been making themselves heard in ever-increasing numbers.

The ballot papers have arrived.

If you want to save the heart of White Hart Lane, use yours.

Vote NO.

David Rossiter, The WHAG



The Information Page



WIN A WHAG-BAG !

Yes, the WHAG-BAG is here –this season's must have accessory, made out of environment friendly jute fibre and available for a recommended contribution of £5 to the fighting fund, this is your chance to get one FREE!



HOW TO ENTER:

Just list your answers **a), b) or c)** on a postcard, together with your contact details and send or take to: **WHAG Competition:c/o**

PAT'S FOOD STORE
42 WHITE HART LANE
BARNES SW13 OPZ

The first three correct entries drawn at the **BIG EVENT** on 16 June will receive one of the 500 limited edition WHAG-BAGS (This competition is open to everyone, including directors and employees of Sainsbury's. The judges decision will be final-there is no right of appeal)

1)The Chief Executive of Sainsbury's is:

- a)Justin Case
- b)Justin Time
- c)Justin King

2) JMW Turner's famous 1827 painting of a local scene is called:

- a) Traffic chaos on the Terrace and White Hart Lane
- b) Mortlake Terrace—Summer's evening
- c)The new Sainsbury Wing by the river

3) Which of the following is the real Sainsbury's slogan?

- a) "Try something new today"
- b) "Try somewhere else"
- c) "I tried it once but I didn't like it"

SO WHAT'S THE BIG EVENT? SATURDAY 16 JUNE 07, 12-2PM, WHITE HART LANE SW13

MORE ATTRACTIONS THAN WE CAN LIST HERE BUT EXPECT:

CELEBRITIES, MAYBEA CHEF, A BALLOON RACE, MUSIC, THE PRIZE DRAW, POST A MESSAGE ON THE SITE (the real one), AND MUCH MORE

REMINDER THE FIGHTING FUND

**:Bank : NatWest Account Name : The W.H.A.G.
Account Number : 23026170 sort Code : 50-21-16**

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.

Question: If my Nectar card knows when I'm not buying enough of Jamie's burgers and tells HQ to put them on a 'two for one', will it be able to tell when I'm not feeling well and can't get out to the shops?

Answer: We think it will know that you haven't been to the shops-not sure what happens next.....

