

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

WHITE LANE

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THE SILENCE OF THE LIMBS:

Sainsbury's, left without a leg to stand on following the devastating referendum result, refuse to comment.



Welcome to the sensational sixth issue of the **WHAG weekly update**—your free guide to the campaign to stop **Sainsbury's** ruining our neighbourhood for ever.

Inside this issue:

- **The View from the WHAG**
- **Sainsbury's news**
- **Where did the balloons go?**
- **And much more...**

Despite being overwhelmingly rejected by the very people they claimed would be their customers, Sainsbury's are saying next to nothing in the aftermath of the local referendum held in Barnes to decide whether local residents wanted their planned "convenience" store.

Apart from repeating that "the planning applications went through due process of law", they have steadfastly refused to comment on the result, which saw **85.5%** of the electorate vote **NO**. The company's silence is even more puzzling, given widespread and generally sympathetic coverage of the ballot result by **BBC Television** and radio and blanket coverage by both national and local press.

How long they can keep this up is a moot point, given that a full-scale media assault is about to be unleashed by the **WHAG**, who now have a clear mandate from residents as well as full cross-party political support.

Comments attributed to **Justin King**, CEO of Sainsbury's, that he believes their planned store will "**regenerate the area**" have simply added fuel to the

flames.

Residents have been incensed to learn that an area long regarded as a flourishing, pleasant, urban village should be described by King in such terms and has simply hardened attitudes towards the company, even amongst those who currently use the Sainsbury's store a mile or so up the road.

Behind the scenes, efforts are being made by the WHAG to bring about a meeting with Sainsbury's and all interested parties in an attempt to find a way out which will satisfy all concerned.

David Rossiter of the **WHAG** said that "As soon as we have been able to sit round the table with Mr. King and discuss ways and means, we shall let everyone know the outcome. At the moment, all I can say is that Sainsbury's attitude is doing them no favours."



SAINSBURY'S NEWS.....

- The Independent & The Independent on Sunday

We digest the news for you-Sainsbury's not very Local and, a budget to shop with, but not in Prestwich, or Worcester...

Qataris take 25 per cent stake in Sainsbury's

By Nic Fildes Published: 16 June 2007

J Sainsbury is back in the takeover spotlight after an investment fund controlled by Qatar's royal family upped its stake in the supermarket chain to 25 per cent, a move that sent its shares to a record high. Delta Two, a Qatari investment fund run by Paul Taylor, has paid £732m to raise its stake in Sainsbury's from 18 per cent to 25 per cent, making it the company's largest shareholder. It is the first time in the group's 138-year history that a single shareholder has controlled a larger stake than the Sainsbury family, which has a combined holding of 18 per cent in the supermarket chain. The move fuelled speculation that the Qataris, led by the country's prime minister Sheikh Hamad bin Jassim al-Thani, will look to take over Sainsbury's or pressure the company's board to split off the group's vast property portfolio, which was recently valued at £8.6bn. Shares in Sainsbury's gained more than 4 per cent to 590p, helping to lift the blue-chip FTSE 100 index to a seven-year high. Citigroup, the US investment bank said: "This could be a precursor to a full bid."

..... Sheikh Hamad has personally purchased 300,000 shares.

Sainsbury's chief in line for £13.6m on turnaround

From The Times June 12, 2007

Sarah Butler

Justin King, chief executive of J Sainsbury, is in line to earn up to £13.6 million in cash and shares in the year ahead after a pay rise and bonus increase awarded following a turn-around at the business. The supermarket's annual report, published yesterday, revealed that Mr King was paid £1.92 million in the year to March before long-term share bonuses. He has received a 17.2 per cent rise in basic salary to £850,000 and a 41 per cent increase in pension payments to £255,000. The executive, who is credited with reviving the Sainsbury's brand, was also set up for a bigger long-term share bonus as part of the board's attempts to create new incentives for him. He lost millions in potential rewards when a £10.1 billion private equity bid for the company collapsed in April. In the year to March 2007, Sainsbury's set aside shares equivalent to 180 per cent of his salary for Mr King under a long-term incentive plan. The 390,424 shares will vest in May 2009 if he reaches certain performance targets.

[Manchester Evening News](#)

20/ 4/2007

SAINSBURY'S is to close a supermarket in a £30m development, less than a year after its opening. Sainsbury's Local opened in June last year at Prestwich's Radius development, in its biggest retail unit - **4,000 sq ft**. Bosses now say keeping it open would not be financially viable.

The supermarket replaced the former Sainsbury's, based at the Longfield Suite for two decades, which closed in 2001 after making losses for several years. Sainsbury's say they will try to relocate the store's 23 staff. **Euan McMurdo**, Sainsbury's head of property, convenience, said:

Sainsbury's has not taken this decision lightly, and all of the possible options to keep the store open have been explored."

Bury South MP Ivan Lewis met supermarket bosses this week to try and save the shop, which is due to close on Friday, May 4.

Mr Lewis said: "They said the reason they had reached this decision is because they don't have enough people shopping at the store."

Sainsbury's to close city centre store From the Worcester News, first published

Saturday 10th Mar 2007.**SAINSBURY'S is closing its Worcester city centre store.** The supermarket giant has announced it is closing its store in Cathedral Plaza at the end of April. The announcement - which comes less than a month after confirmation that Asda and Aldi are heading to the city - comes hand-in-hand with a promise that it is committed to the development of a new store in St John's. Sainsbury's said it made the decision to shut the Cathedral Plaza outlet, which has operated since 1967, because of a rent increase which will make the store "operationally unprofitable". Cathedral Plaza centre manager John Kendrick declined to comment.

The 65 members of staff, 20 of which are full-time, will either be relocated or offered redundancy.

Euan McMurdo, head of property convenience, said: "We have not taken this decision lightly and all of the possible options to keep the store open have been explored.

"The supermarket has planning permission to knock down St John's Sports Centre, Malvern Road, and build a store on the site. Part of the agreement with Worcester City Council is that a replacement sports centre will be built opposite the existing one. However not all businesses in the area have welcomed the scheme.

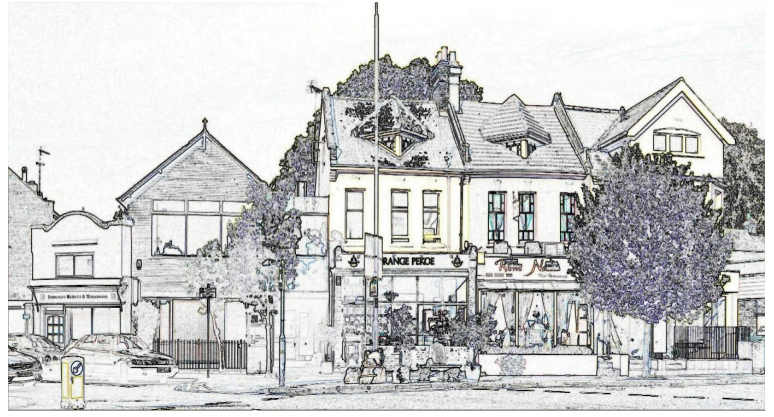
Helen Blizard, office manager of Platinum Estate Agency in the Bull Ring, said: "I don't want them in St John's, I'm strongly against it."

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The View from the WHAG

Today, I'd like to talk to you about magic numbers.

Two, in particular : 4062 and 687.



The first is quite exceptional because, apparently, it doesn't exist, the second because it exists in a numerical virtual world all of its own.

4062 people did not vote NO in the local referendum, do not live in the immediate area from which Sainsbury's claim their customers will come from and quite frankly, don't exist at all.

According to Sainsbury's.

Or if they do, they don't matter.

They didn't matter when they first lodged a record number of objections at the planning stage –and were ignored.

They didn't matter when they signed a petition (now totalling over 5000) to have the development stopped. And were ignored.

They certainly didn't matter to the Appeal Inspector who, against all knowledgeable expectations and simple reason, gave the go-ahead to the planning applications.

And then there is 687.

These are the people who decided they do want a local Sainsbury's and voted YES in the local referendum.

5 or 6 of them may even have been the ones who were in favour of the store at the planning stage.

Sainsbury's are clearly referring to them when they cite "many messages of support from local residents".

But here's the rub : If the 4076 people who voted NO in the referendum don't exist, then, ipso facto, neither do the 687 who voted YES.

Or, they both exist and the overwhelming rejection of Sainsbury's plans by people in this area is just so much rubble under the bulldozer's wheels. You cannot pick and choose which parts of local opinion you like and ignore the bits you don't.

Unless you're Justin King and the board of Sainsbury's of course.

The more Justin's PR department trots out the tired mantra that "due process of planning law was observed" and that therefore they saw no point in getting involved with the ballot, the sillier and more arrogant they appear.

Part one of The WHAG campaign is over. Part two is about to begin. Watch the site and this newsletter.

David Rossiter, The WHAG

The Information Page

This is not a decision we have taken lightly, but we think it can only be helpful to quote again from Justin King's introduction to Sainsbury's 2006 Corporate Responsibility Report "We have a long-standing policy of consulting the local community wherever we open or make major changes to a store,...."

"My colleagues and I would like to hear your views on this report — please tell us what you think of it and how we could improve the way we address our responsibilities. Please e-mail your suggestions to cr.info@sainsburys.co.uk"



Ideal?! Essential we'd say—maybe they forgot to check with Jamie... ..

ANOTHER REMINDER! THE FIGHTING

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MANY, MANY THANKS FOR ALL THE CONTRIBUTIONS TO DATE— PLEASE KEEP THEM COMING IN!!

In next week's newsletter — a chance to win a state of the art kettle, kindly donated by RAFF RADIO

Plus—campaign updates, news, and all your favourite features.....

www.savetheheartofwhitehartlane.co.uk

THE GREAT BALLOON RACE

Last seen heading out over the Norfolk coast towards Holland, we fear that our balloons just didn't make it.....so, rather than wait for a call from Amsterdam in two weeks' time, the WHAG has decided to make a random draw....and—the lucky winner of the fantastic hand made quilt is: Balloon number 093

Congratulations to Chloe!

So where did the banners go?

Well, as you can see from the front page, one of them is part of the essential operational kit used by the **WHAG Rapid Response Team**. By the time you're reading this you might have noticed that the other banners are back in prominent locations. In this context, The **WHAG** would like to acknowledge the helpful advice provided by the Borough's Street Scene Enforcement Team Leader.

Your questions answered.....

Q: I read that Sainsbury's have just sacked the Prince of Wales, and the head of the Soil Association as vegetable suppliers—where can I buy fresh, safe and healthy veg. now? I'm beginning to panic...

A: Stay calm — your local shops and the farmers' markets can help you

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