

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

WHITE LANE

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

JUSTIN SPEAKS!

Will he now learn to listen?

In a long letter to the Barnes, Mortlake and Sheen Times, **Justin King, CEO of Sainsbury's**, has finally broken his silence over the proposed Sainsbury's store on White Hart Lane.

The full letter is reproduced inside, but residents hoping he might have something new and fresh to say in the light of the mauling Sainsbury's received in the recent referendum will be disappointed.

Far from adding anything to the debate, he simply re-uses the same corporate speak we've heard already.

He once more complains that somebody, once or twice, three months ago, accidentally referred to the proposed store as a "superstore".

(A complaint repeated by Euan McMurdo, Erica Zimmer and other Sainsbury's suits on numerous occasions.)

He once again reminded us that the proposal has gone through all due legal process, whilst ignoring the fact that at every stage it was

opposed vehemently by the local Council and by local residents.

(A reminder repeated by Euan McMurdo, Erica Zimmer and other Sainsbury's suits on numerous occasions.)

He once again stated that Sainsbury's had no involvement with the plans until March this year, a stance which is already intriguing the legal profession.

(A statement repeated by Euan McMurdo, Erica Zimmer and other Sainsbury's suits on numerous occasions.)

He still claims, despite the conclusive referendum result to the contrary, that residents living within walking distance of the store welcome its coming.

(A claim repeated by Euan, Erica and the others.)

The strategy is clear: Mr. King and his company intend to carry on ad-nauseam, repeating the same meaningless corporate line in public.

At the upcoming private meeting between Sainsbury's, the WHAG and local politicians, it's to be hoped they are a lot more talkative.



Welcome to the sizzling seventh edition of the **WHAG Weekly Update**—it's your free guide to the campaign to stop **Sainsbury's** ruining our neighbourhood for ever.

Inside this issue-

- **The View from the WHAG**
- **The Last Receipt**
- **New Posters coming soon**
- **Your questions answered**
- **and much more**

From the letters page, Barnes Mortlake & Sheen Times - July 13 2007

Ground floor space for approved general store

Sir - I should like to respond to your report last week about the referendum on the proposed Sainsbury's store in White Hart Lane in Barnes.

Our store will be a Sainsbury's Local, a small convenience store where local people can pick up everyday items. A number of people have contacted us with messages of support and have indicated they would welcome the products we will stock.

Some have also suggested that those local people who do not have cars or do not wish to drive, or who are on low incomes, will particularly benefit from a Sainsbury's.

Sainsbury's is not the developer of the site and became involved only after the planning process was complete when we signed the lease on the ground floor retail space in March.

We decided not to take part in the referendum organised by WHAG (White Hart Action Group) because the development had been through all the relevant planning processes when local residents and local traders were given the opportunity to make their views known.

We also had concerns about misinformation, for example the term "superstore" was being used in the media and other publications to describe our proposed store - which is clearly untrue.

However, we are in touch with WHAG and will continue to engage with local people about the operation of our store.

We will also seek to play an active role in the local community once the store is open. Our experience is that a small Sainsbury's store in a "High Street" location can help to boost trading in the area as people choose to shop locally on foot and to visit other local traders. We remain committed to providing a store that will be a positive addition to White Hart Lane.

Justin King Chief Executive Sainsbury's

From the CiB - British Association of Communicators in Business - website www.cib.uk.com

COTY/Communications Strategy Awards

Justin King scoops COTY award 2006

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Justin King (left) with CiB President Alan Peaford.

Justin King, Sainsbury's Chief Executive, scooped the CiB Business Communicator of the Year (COTY) award at the Waldorf Hotel in London on Friday 3 November 2006. Justin was appointed chief executive J Sainsbury plc in 2004 and is chairman of the Operating Board and director of Sainsbury's Bank plc. His mantra of "communicate, communicate, communicate" is now being picked up at all levels of the organisation – albeit not always as quickly as he would like – and the results are starting to speak for themselves.....

"People deserve to know what's going on within the company and they deserve to be told properly by the appropriate person and be given the chance to ask questions. That's what real communication is all about," he says.

The view from the WHAG

If you're standing on a railway line, you can see a train coming, can't you?

And you know what'll happen if you don't get out of the way, don't you?

Apparently not, if you're Justin King or a member of the Sainsbury's board.



Their determination to avoid any mention of the shattering blow they received from the recent referendum would be comical, if what's at stake wasn't so serious.

There is no doubt whatsoever that the current outdated and inadequate planning laws, that allow local decision making to be overruled, need - and hopefully will very soon be given - the kind of shake-up they richly deserve. No longer will the system heavily favour cash-rich developers who manipulate and exploit the budgetary constraints on local councils when it comes to fighting appeals.

It is quite likely that, in future, when controversial planning applications such as the proposed Sainsbury's store on White Hart Lane attract substantial and sustained opposition, the council will be able to invoke a referendum clause which will have the legal standing to once and for all prevent unwanted developments from going ahead.

Now, you might think that an intelligent, far-seeing company would note this and decide it is better to be seen as champion of such a change, not a victim.

And to reap the subsequent goodwill and PR brownie points, rather than see your company's image blown away.

You might think that, Justin King would disagree.

He's already turned a deaf ear to the thousands of people who have said NO to him in the loudest possible voice.

He clearly sees no train, either.

David Rossiter, The WHAG



This week's brainteaserjoin up the dots in no particular order
Robin Barton.... Oakmill Properties Ltd..... M J Gleeson Group plc.....
Barton Finch.....King Sturge.....Sainsbury's.....

The Information Page

The Last Receipt campaign.....Here's the idea: lots of people have told us that they've stopped shopping at Sainsbury's because they're so angry about the Barnes development — of course it's not for the WHAG to tell you where to shop BUT, to communicate (communicate, communicate) your views to Justin, what you can do is return your last till receipt to him at :
Sainsbury's plc, 33 Holborn, EC1N 2HT and explain that you are now (or will be) shopping elsewhere— you could even send some receipts from the supermarket or shops that you're using now.....and remember to keep a copy

YOUR QUESTIONS

Q) I've just read this thing about returning receipts and now I'm confused — I thought WHAG supporters were too posh to shop at supermarkets— what's going on?

A) **No, despite suggestions by Sainsbury's to the contrary, the WHAG campaign is actually about protecting the community and the environment. The old gas works site in Manor Road was a good place for a supermarket, White Hart Lane is not. Nor, by the way, is it a "High Street".**

Q) Has Justin King ever been to Barnes or Mortlake?

A) **No idea — you'll have to ask him.**

Q) I thought that the huge **NO** vote in the referendum had stopped this — are they still going ahead?

A) **They say that they are.....**

Q) Now that Kwik- Save has gone bust, I see that King Sturge are marketing 196 of their stores. They're all over the country and range in size from 4000 to 40,000 sq.ft. Wouldn't this help Sainsbury's meet their target for opening new Local stores?

A) **Yes, and in places where they'd be really welcome.**

THIS WEEK'S COMPETITION—WIN A KETTLE!

Yes, this week's fabulous prize, courtesy of **Raff Radio**, will mean you can make delicious hot drinks in the comfort of your own home — on a budget and scared by the prices in Starbucks? Loads of money but can never find a parking place for the Range Rover? You won't need to worry if you're our lucky winner. Just answer these two easy questions:

- 1) Jamie Oliver's positive impact on Sainsbury's fortunes is called: a) the 'halo' effect, b) the 'healthy' effect or c) the 'hello!' effect?
- 2) Jamie's wife 'Jools' was spotted shopping in which rival retailer: a) Waitrose, b) Tesco, or c) Kwik Save?
Send your answers to WHAGCOMP2 c/o Pat's Food Store, 42 White Hart Lane, SW13 OPZ to arrive by Friday 27 July.

**The Fighting Fund — thanks to all the contributors to date, especially to those who picked up our flyer at Barnes Fair— see the website for details:
www.savetheheartofwhitehartlane.co.uk**

**“Justin:
If you
build it,
we won't
come.”**

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