

[Redacted]

Sent: 15 March 2011 12:35  
To: Planning  
Subject: FW: Tesco's, WGC



-----Original Message-----

From: Roger Trigg  
Sent: 15 March 2011 11:57  
To: Roger Francis  
Cc: Tracy Harvey  
Subject: RE: Tesco's, WGC

Thank you for your email.

I have read your comments but need to refer any comments to the planning dept. who will include you in the consultation process and send you the results.

Best wishes

Cllr rtoger trigg

From: Roger Francis [Redacted]  
Sent: 15 March 2011 10:51  
To: Roger Trigg  
Subject: Fwd: Tesco's, WGC

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- > Dear Mr Trigg
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- > I've just seen a letter from the Welwyn Garden City Society which rather worryingly seems to indicate that a lot of The Welwyn Garden Council members are not willing to oppose the building of a Tesco's supermarket on the Broadwater road site.
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- > It seems to me that a lot of people don't understand how the big supermarkets operate. They don't just slug it out between themselves for market share. If they did that might be fair enough.
- > They also target small specialist shops. They do this by selling the small specialist shops most profitable lines thus taking a lot of trade away from the small specialist shops and making them unviable. It's not unknown, I understand, for the supermarkets to make it impossible for the small specialist shops to compete by selling these items at a loss. The small specialist shops are thus forced out of business. The supermarket then raises their prices to as high as they can get away with. The big problem is with all the other products that the small specialist shops sold which are no longer available in the town. The arrival of the big supermarket thus triggers a reduction in the range of products for sale in the town.
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- > All the big supermarkets indulge in this practice but Tesco's has the reputation of being particularly ruthless in this respect and the other supermarkets seem more aware of their public image, or Tesco's just cares less.
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- > In addition of course the more supermarkets the worse the problem.
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- > Further, because the big four supermarkets, with the exception of own brands, all tend to stock the same brands there is a reduction in the range of brands available in the town.
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> Because of the impact of existing big stores in the area ( and we can include stores like B & Q in this) there are already a lot of goods that one can no longer purchase in central Hertfordshire. Please don't allow the situation to be made worse.

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> Fans of Tescos talk about still using the small shops for odds and ends but they don't realise that those shops are unlikely to be there. We are not just talking about the corner shop or even the Co Op but shops like the hardware shop at Woodhall or Meyers the book shop. What will these "Fans" think when they have to travel ,say 30 or 40 miles, for something costing a couple of pounds that previously they could have bought in WGC. With rising fuel costs and the need to reduce greenhouse emissions such journeys will be undesirable.

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> Fans of Tescos also seem to believe that Tescos is cheap. Independent Surveys of supermarkets , like those conducted by Which? suggest otherwise. In a recent Which? survey ,out of 9 supermarkets Tescos rated 8th.The survey covered prices, quality, and customer satisfaction amongst others. Tescos overall rating was 49% just above the Co-Op with Waitrose at 82%,Morrison's at 59% and Sainsbury at 57%.

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> There is a big emphasise on a new swimming pool and other facilities on the Broadwater road site. However Tescos, like any other developer, could still make a huge profit out of the site without building a supermarket. Tescos bought the site with the full knowledge that it wasn't zoned for retail. Why ? Possibly because they think they are powerful enough to bully the council in to giving in. Tescos also have a reputation for not keeping their promises, so granting permission for a supermarket would seem not to guarantee the other facilities.

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> Roger Francis

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> 30, Westly Wood

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