

**To:** Planning  
**Cc:** Tracy Harvey; Chris Conway  
**Subject:** FW: Further submission in relation to Spenhill's planning application for BRW.  
**Attachments:** Letter to Richard Aston 250711.doc; Letter to Terry Mitchinson Editor WHT 010711 Appendix B.doc; TW access to Broadwater Road Appendix A.pdf

Please acknowledge the letter.

Tracy/Chris – For info

---

**From:** Shaun O'Reilly [mailto:shaun.oreilly@talktalk.net]  
**Sent:** 26 July 2011 16:41  
**To:** Richard Aston  
**Cc:** Malcolm Day  
**Subject:** Further submission in relation to Spenhill's planning application for BRW.

Dear Richard,

Please find enclosed a further submission in relation to this planning application.

If you want a top signed copy, please let me know.

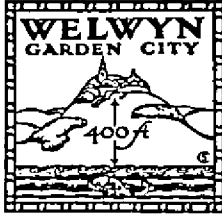
Should you have any queries no doubt you will contact me.

Best wishes

Shaun O'Reilly  
 Chairman  
 Welwyn Garden City Society

PS We have one further submission to make and this will be with you in the course of the next 7 days.

Click [here](#) to report this email as spam.



# WELWYN GARDEN CITY SOCIETY

[www.wgcsoc.org.uk](http://www.wgcsoc.org.uk)

47 Elmwood  
Welwyn Garden City  
AL8 6LD

1 July 2011

Mr Terry Mitchinson  
Editor  
Welwyn Hatfield Times

Dear Sir

One really has to question the propriety of sending postcards to residents of the town, asking them to send these on to their ward councillors in order to express support for Tesco's application for its proposed new superstore on Broadwater Road when so many of Tesco's claims are so very questionable.

What we now see is a series of statements lodged with the planning department that are based on information that is devoid of any comment regarding the consequences to the town; they merely repeat what has been fed to them by the Tesco PR department. We believe that many people will be affronted that any major public company should use such tactics. It brings no value to the debate, nor does it provide new evidence to bear on the planning issues. It merely repeats, through other people, one party's PR line. The entire exercise should be disregarded for what it is - mere propaganda.

Just consider the Tesco argument of bringing jobs to the town. The company claims that there will be some 400 new jobs created. That in itself might be correct, but it is not the full picture. In an email exchange with the Society, Tesco confirmed that this would be the equivalent of 228 full time equivalent jobs, since its figure of 400 includes a large number of part timers.

Also, the consultants retained by the Council to review aspects of Tesco's case indicated that the number of net new jobs arrived at after redundancies at Tesco Hatfield, the new Sainsbury's and Waitrose would be of the order of 50/60 only. In terms of full time positions, and based on Tesco's email, it probably means Tesco's claim equates, in fact, to some 30/35 net full time equivalent posts. However, if Morrisons' supermarket was to close, as suggested by the same consultant, then there would be a clear net reduction in food retail jobs in the town.

So what is the point in banging in postcards? Shouting it louder, or sending in more postcards, does not make the claim of bringing jobs to the town any more correct! Nor do we think it adds any value to Tesco's position or to its reputation.

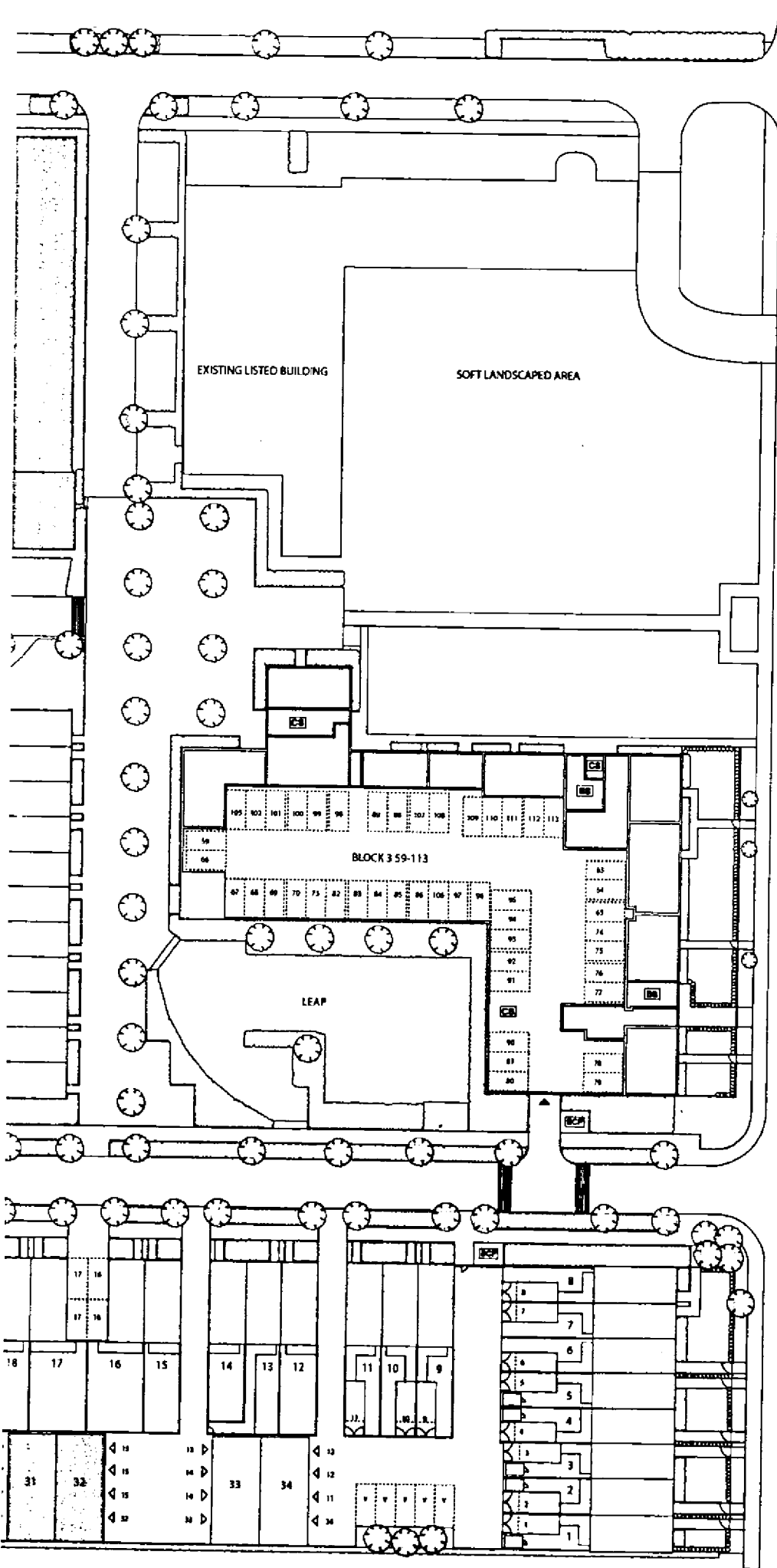
Yours faithfully

















Shaun O'Reilly  
Chairman  
Welwyn Garden City Society

Chairman: Shaun O'Reilly

Tel: 01707 324272

Email: [shaun.oreilly@talktalk.net](mailto:shaun.oreilly@talktalk.net)



-  Housetype 1  
3 bedroom homes  
Plots 6 - 16, 35 - 51 & 53 - 58
  -  Housetype 2  
4 bedroom homes  
Plots 17 - 24
  -  FOG (Flat Over Garage)  
2 bedroom apartments  
Plots 29 - 32 & 52
  -  Apartment Block 3  
1 & 2 bedroom apartments  
Plots 59 - 113
  -  Block 4  
1 & 2 bedroom apartments  
Plots 114 - 209
  -  Existing Listed Building
  -  Sold to Housing Association
- 
-  Sub Station
  -  Bin Storage Area
  -  Bin Collection Point
  -  Cycle Storage Area
  -  Drive Through/Car Port Access
  -  Garage Access
  -  Visitors Parking Space
  -  LAP Local Area of Play
  -  LEAP Local Equipped Area of Play

Broadwater Road

The Development Layout does not show details of gradients of land, boundary treatments, local authority street lighting or landscaping. It is our intention to build in accordance with this layout. However, there may be occasions when the house designs, boundaries, landscaping and positions of roads and footpaths change as the development proceeds. Please check the details of your chosen property with your Sales Executive prior to reservation.