

Ack

56 Parkway,
Welwyn Garden City
Herts. AL8 6HH

Planning Department,
Welwyn Hatfield Council' Campus West,
Welwyn Garden City,
Herts.



13th Oct 2010

Dear Sirs,

Re: Proposed Tesco Development

I have read in the recent edition of the Welwyn Hatfield Times that Tesco have submitted their final application in respect of the Shredded Wheat site in the town centre. I wish to record my total and complete opposition to their proposal and can only hope and pray that the town Council will not give their approval to this over-the-top development of the town centre. I give below the principal reasons for my opposition to the development:

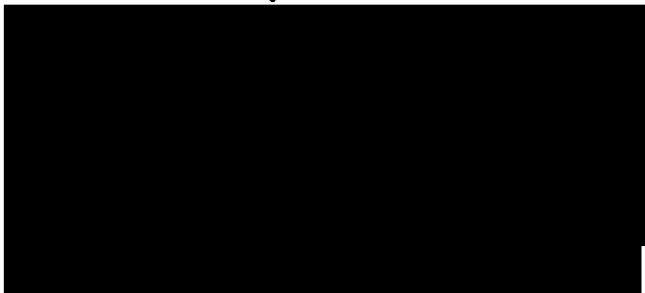
- ❖ I do not have detailed statistics but common sense tells us that another giant superstore in the centre of Welwyn Garden City is not required. Sainsbury's – once it is finished – Waitrose, Marks and Spencer and Iceland will supply more than enough provisions for the people who shop in the town centre. Both Tesco's and Morrison's have very large stores on the outskirts of our town. I believe the new proposed store will be approximately the same size as the one at Oldings Corner on the edge of town. The development of another superstore will only add further pressure on the small and independent shops who are finding it more and more difficult to operate when surrounded by 'the giants'. Both the new Sainsbury's and the proposed Tesco will sell produce which can be obtained in abundance from other stores. Televisions, clothes, stationery, kitchen equipment, toys and many other products if sold by Sainsbury's and Tesco will only put pressure on the smaller and independent shops in town. There is ample evidence throughout England to support the theory that the development of large super stores in the **centres of towns** only goes to ruin the traditional town centre. This must not happen in Welwyn Garden City.
- ❖ The Tesco corporate affairs manager, Michael Kissman has stated that his company wish to start building next year. Of course they do! They know full well that once the new Sainsbury's store is complete it will provide more than enough produce for the whole of the town. If Tesco's get their approval before the new Sainsbury's store is finished then they will

know that time is on their side and they can manipulate their business to affect the other stores. **Can I strongly recommend that the Council do not come to a decision on the proposed Tesco development until at least one year after the opening of the new Sainsbury store. The Council will then have enough evidence to ascertain the full impact of the new store (Sainsbury's) on the town and will also be in a much better position to come to the 'right' decision with regard to additional developments.**

- ❖ Tesco's ploy of including 'affordable' housing, a doctor's surgery and a swimming pool is, in my opinion, clear evidence of the overall weakness of their new store plan and they are just trying to 'persuade' the Council of their generous intent. Had there been a real need for a new store then none of these things would have been on offer. Tesco does nothing unless their policy will add to the financial profit. They do not care what real effect their policy will have on the town and its people. There is more than enough money around to build affordable housing, a doctor's surgery and a swimming pool. We don't have to ruin our town for some short term benefit.

Finally, a few years ago the Planning Department of Welwyn Hatfield Council, made a decision with regard to the Galleria which cost the rate payer over fifty million pounds in compensation to Slough Estates – **and no one was made responsible!** Please don't make an even worse decision by allowing this proposed development and thus destroying the ideals of Ebenezer Howard and the wonderful town of Welwyn Garden City,

Yours faithfully,



cc: The Welwyn Hatfield Times
Managing Director, John Lewis