

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

WHITE LANE

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

A MEETING OF MINES:

The WHAG get round the table with Sainsbury's

The long awaited meeting between the WHAG and Sainsbury's took place last Thursday afternoon at the group's head office in Holborn.

In his opening remarks, CEO Justin King stated that 'We would never want to find ourselves in the situation we are in, in Barnes'. For the next hour and a half, both sides set out their views on the problem in Barnes and how it could be resolved. Although there was no seismic shift in Sainsbury's stated position, there may nevertheless be a way out that works for everyone. But there is still much work to be done and plenty of potential pitfalls along the way. At this stage, it is essential to keep up the pressure.

Present were David Rossiter, Charles Barber and Celia Petty for the WHAG, along with Susan Kramer, MP and Zac Goldsmith, Conservative candidate for Richmond Park.

Sainsbury's were represented by CEO Justin King, Head of External Relations, Erica Zimmer, Euan McMurdo, Head of Property, Convenience, and Ben Littman, Property Communications manager.

The time allocated to the meeting is a clear demonstration of how seriously Sainsbury's take local opposition to the store. Discussion was wide-ranging and provoked some robust but, on the whole, courteous exchanges.

The WHAG's position was simple: how could a socially responsible company ignore the unequivocal rejection of Sainsbury's by residents in a fairly conducted ballot?

Despite their corporate claims to be a conscientious and "listening" company, they were riding rough-shod over the deeply-felt views of those who live here and who quite clearly resent a chain of grocers deciding what should shape their neighbourhood.

.....contd.on p2



Welcome back — this is the ninth national 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**
- **Spot the Difference**
- **Collect your free poster**
- **The Last Receipt Campaign**
- **and much more**

Contd.from p1.....

Mr. King's response was to suggest that those who voted NO did not truly understand what a boon this store would be for the neighbourhood. He said it was his heartfelt belief that its coming would regenerate what he described as a "fading, commercial area".

He went on to say that it was the WHAG, rather than his company, that was riding rough-shod over democracy, by refusing to accept a development that had been given planning approval. Debate about the process was academic, it had been completed according to current law. Our suggestion that Sainsbury's could be at the forefront in a move towards greater local democracy was not taken up. At this stage, Justin King made it clear that the company's intention was to proceed with their plans, but that he would be happy to discuss changing certain aspects of the store and its operation which might make it more acceptable to residents.

This was turned down flat by the WHAG, Susan Kramer and Zac Goldsmith. Our mandate from residents was to do our best to prevent the store being built, not debate what colour the front-age might be.

The WHAG members also informed Mr. King that a full media programme of events and publicity would go ahead in coming months and would continue until a suitable resolution is reached- there was no time limit to our campaign.

Having stated that they were going ahead regardless, Mr. King's final remark was that he would consider any "commercial" proposition for the site. Which is...interesting.

The lines of communication are open, a little time for consideration is required, and the battle goes on.

Sainsbury's were left in no doubt about this...

**The WHAG would like to publicly thank Susan Kramer MP and Zac Goldsmith for their wholehearted and forthright support, both at the recent meeting and over the last few months.*

"Spot the Difference.....our new regeneration range"



White Hart Lane, Barnes, SW13 (temporary sign)

A Sainsbury's Store (permanent sign)

The view from the WHAG

“For a man whose business depends to a large extent on the goodwill and loyalty of his customers, (actual or potential) Sainsbury’s CEO Justin King has a surprisingly cavalier attitude towards them and their views.



At last week’s meeting, he kicked off by stating that he didn’t wish to discuss the planning process for this development in any way, as it all happened before Sainsbury’s got involved.

He then went on to talk about the planning process in some detail and how it was perfectly fair and democratic and that anyone who then tried to ride roughshod over it by organising a ballot of local residents, (that’ll be the WHAG, then) were the anti-democratic ones.

Furthermore, all those who voted NO in the referendum were poor, muddled souls who felt “threatened” by change, harboured vague suspicions that the process might have been “skewed” in favour of the developers when it clearly wasn’t and didn’t fully understand the cornucopia of benefits which his company would bring to an area in desperate need of regeneration and rebirth.

(This is a chain of grocery stores we’re talking about here remember - not Mother Teresa.)

Whenever it was put to him that the very people he regards as his customers have overwhelmingly rejected him, his reply was that their objections are ill-informed, un-founded and could be easily overcome if we’d just trust him and let the store go ahead unopposed.

“It’s the wallet that talks the loudest,” he said, or something along those lines.

That’s a little like saying, look, I’m going to shoot you in the head, but I promise it won’t hurt and you’ll be fine afterwards... really.

And if I’m wrong, well..err..sorry.

So it came as something of a surprise when, just as we were beginning to think it had all been a terrible waste of time, he held out something resembling an olive branch.

Having told us, steely-eyed and firmly, that they will be going ahead, he then added, almost casually, “...unless you can come up with a commercial alternative.”

A will of iron? Or an iron glove over a velvet fist?

Let’s hope, for all our sakes, that it’s the latter.

David Rossiter

The WHAG



Justin King

The Information Page

(Another) REMINDER — 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— "Try somewhere else...." you could even send some receipts from the supermarket or shops that you're using now.....and remember to keep a copy

HAVE YOU SEEN THIS NEW POSTER?!
NO? IF YOU'D LIKE ONE, PICK UP A
FREE COPY AT YOUR LOCAL SHOP AND
PLEASE DISPLAY IT
PROMINENTLY, AND DON'T MISS THE
'TWO FOR ONE OFFER' -AVAILABLE
WHILE STOCKS LAST

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

WHITE HART LANE

Don't let Sainsbury's rip the heart out of it.
Support the White Hart Action Group www.savetheheartofwhitehartlane.co.uk

THE FIGHTING FUND — Many, many thanks for all the contributions to date. If you'd like to contribute, you can pay directly into the account or send a cheque (payable to the WHAG) via one of the White Hart Lane shops.

BANK: NatWest

Account name: The WHAG

Account number:23026170

Sort code:50-21-16

whagonline: WWW.SAVETHEHEARTOFWHITEHARTLANE.CO.UK

Here you can get this newsletter, and all our previous issues, in full colour - sign the petition, or read the comments others have left - view the photo galleries - get information about planned events and much, much more



Whilst every effort is made to check the accuracy of information contained in the WHAG Weekly Update, neither WHAG nor any individual member of the group can be held responsible for any loss, damage or inconvenience caused by any inaccuracy in this publication.