

Another London Road  
Deputation to Brighton and Hove City Council  
29<sup>th</sup> January 2009

# Supporting Documentation

## **‘Another London Road’ Summary of Feedback:**

### **“What would you like changed in London Road?”**

From leaflets, stall comment book and public meeting of 22 July 2008 held at  
Calvary Evangelical Church, Preston Circus

## **Retail**

**Open Market:** develop, invest, expand and cover. Include local/farmers’ produce.  
Retain diversity

**Shops:** small, diverse, variety, unique, affordable. Enough supermarkets already.  
No more large chains or supermarkets.  
More restaurants.

**Co-op Building:** use as a department store or for small shops/businesses: indoor market.

Retain and enhance historical shop fronts.

## **Commercial/ Housing**

Keep **New England House** for its small business and historical value

**Vantage Point:** affordable rents for creative industries

Encourage **local businesses** and co-operatives

**Housing** co-operatives/affordable housing

## **Traffic and Transport**

**Reduce traffic** by encouraging alternatives:

**Pedestrianisation**, wider pavements, fewer obstructions, pedestrian routes linking to other areas and separated from traffic. More favourable pedestrian crossings.

**Cycling:** segregated cycle lane

**Buses:** more imaginative bus routes, possibly using area behind station as terminus

**Park and Ride** if feasible

## **Environment/ Cultural/ Community**

More **trees**

**Open spaces** to sit – pocket parks

Safe **playground**

Better **toilets**

Public **Art**

**Sports and Leisure**

**Graffiti**

**London Road Festival**

# The Impact of the Supermarket: Factsheet

- Every £10 spent in a local food initiative is worth £25 to the local economy because small local food businesses support other local businesses. The same £10 spent in a supermarket produces just £14 worth of benefits for the local community, as money is diverted out of the area to distant shareholders.  
Joanna Blythman, Shopped, 2004
- In 2004, small, family-owned business took £42,000 worth of turnover to create a job. Superstores took an average of £95,000 of sales to create a single job.  
Andrew Simms, Tescopoly, 2007
- Research funded by the supermarkets themselves shows that new stores do not result in new jobs but in job losses: an average of 276 jobs are lost when a new supermarket opens with strong evidence that new out-of-centre superstores have a negative net impact on retail employment up to 15km away.  
Sam Porter and Paul Raistrick, The Impact of Out-of-Centre Food Superstores on Local Retail Employment, The National Retail Planning Forum, c/o Corporate Analysis, Boots Company Plc., Nottingham
- Between 1997 and 2002, specialist stores like butchers, bakers and fishmongers shut at the rate of fifty per week. Nearly one third of unaffiliated independent stores closed between 2000 and 2006. Just under 2,500 food, beverage and tobacco wholesalers were lost in the decade to 2002, with wholesalers closing at the rate of 6 per week in the two years up to 2003. Also, traditional pubs are closing at a rate of 20 per week, largely because they cannot compete with the cheap alcohol sold in supermarkets.  
Andrew Simms, Ghost Town Britain & Ghost Town Britain II, New Economics Foundation. 2002/2003 VAT registered businesses, Department of Trade and Industry  
Campaign for Real Ale
- In a Guardian report on the impact of a 24-hour Tesco on traders in a run-down area of Oldham a year after opening, only one trader reported a slight increase in business after the store opened – a shoe-repair, key cutting and dry cleaning business not facing direct competition from Tesco. Other traders saw declines.  
The Guardian, 8 October 2008:  
<http://www.guardian.co.uk/society/2008/oct/08/regeneration.tesco.communities>
- Supermarkets' supply and distribution chains have a significant negative impact on the environment, importing food that can easily be grown in this country. For example, at the height of the UK apple season under half of the apples on offer in the big four supermarkets were home-grown. This increases food miles and has had a devastating effect on the British farming industry.  
Friends of the Earth media briefing 'British Apples for Sale'. Nov 2002
- A 2000 Competition Commission report on supermarkets concluded that Tesco, and other supermarkets, “operates against the public interest” by being “engaged in the practice of persistently selling some frequently purchased products below cost”, and “varying prices in different geographical locations in the light of local competitive conditions, such variation not being related to costs” – in other words dropping prices to undercut competitors, then raising them again later.  
Joanna Blythman, Shopped, 2004.