

February
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The Hadleigh Society

WHITHER TESCO?

Following the District Council's rejection in July of its application, Tesco announced in January that it would not contest the decision. It clearly hasn't given up the fight though, and we expected to see new plans, but have just received the following breaking news.

At 9pm on Tuesday 21st February Morrisons and QD Stores signed a contract for redeveloping the current Buyright store. The front of the store and garden centre will remain a 20,000sqft Buyright Store. The larger part to the rear will become a 46,000sqft Morrisons store. They already have planning consent to enlarge the car park fronting onto Boswell Lane. Work on the Buyright part of the store will start immediately, followed by conversion of the Morrisons section, probably in time for Christmas.

WORLDWIDE INTEREST

Last Autumn a German Newspaper took an interest in Hadleigh's stand against Tesco and interviewed several people in the town, including Jane Haylock and Jan Byrne. The resultant article can be found on the Web at

<http://www.welt.de/wirtschaft/article13663597/Der-Kampf-der-Kleinstadt-gegen-den-Supermarkt.html> , in German of course.

Through the wonders of Google we have reproduced a translation (of sorts). If any fluent German-speaker can offer a better attempt please feel free to do so. Meanwhile, marvel at what the machine can now do.

continued on P2>

Contents

Whither Tesco?	1
Worldwide Interest	1
BRITISH WUTBÜRGER	2
The Hadleigh Historian	7

FROM WELT ONLINE BRITISH WUTBÜRGER

Author: Tina Kaiser | 16/10/2011

The fight against the town supermarket

In the UK retail giant Tesco is ubiquitous. But do not like all British das. They resist establishment of new markets.

The history of Hadleigh has everything you need for a successful screenplay. The setting is a sleepy English village. There is an overpowering aggressor who wants to destroy the idyll, and anti-heroes in support stockings, which absorb the almost hopeless struggle. The concept is well known: David against Goliath, Gallierdorf against Roman Empire, against hare hedgehog.

But what might arise for the



PHOTO: TINA KAISER ONE OF THE MANY DEMONSTRATIONS AGAINST TESCO. THE SMALL TOWN OF HADLEIGH STRUGGLES FOR YEARS AGAINST THE RETAIL GIANT

film industry with a good plot, is for the citizens of the medieval town of Hadleigh, a half-hour drive northeast of London, a reality. Until twelve years ago it was largely quiet in the listed building community. A leisurely stroll through the historic main street through the village takes just ten minutes. Quickly, the residents come forward anyway not, after all everyone knows everyone and needs to share the latest gossip. The second biggest excitement of the year was a jackdaw family, which nested in the tower of St. Marys. Because the birds are a protected species, the bell was in the summer for the first time in 500 years not ringing.

The most exciting, but supplies since 1999 year, the British supermarket giant Tesco. "The news of the planned Giant supermarket in the village like wildfire," said Jan Byrne. Together with her friend Jane Haylock she stands on the banks of the river board, which forms the



PHOTO: TINA KAISER JANUARY BYRNE (LEFT) AND JANE HAYLOCK FEAR, TESCO WOULD DESTROY THEIR VILLAGE IDYLL. THAT IS WHY THEY DISTRIBUTE FOR TWELVE YEARS, AND ORGANIZE DEMONSTRATIONS, PROTEST POSTERS

western boundary of Hadleigh. The meadows and woods on the other side of the river are a bird sanctuary. A woodpecker hammering in the background.

On the River float swans and mallards. Even an otter family to live in this water segment. Byrne points to the wasteland between the river and historic downtown, "If we lose, there will soon be a giant Tesco blight the landscape." In front of the car noise and the 24-hour lighting of the parking lot of the animals would run away. With the natural idyll it was over. Haylock crosses her arms over her checkered dress, reminiscent of a household coat, "We will fight until the last day to prevent it."

Although both ladies for their respective 76 years of life still very active - they look dangerous but not out. And yet they lie down for twelve years successfully with the third-largest retail group in the world. 1999 Tesco bought the

commercial area as designated brownfield and laid plans for a gigantic temple to consumerism: With 2555 square feet retail space and 217 parking spaces would double its supermarket sales area of the municipality. "It was immediately clear: That would be the death for our community," says Byrne. Hadleigh made mobile.

Actually they are not revolutionary, says Haylock. "In Tesco we have never demonstrated against anything in life." The construction plans of the group brought the two pensioners but at the barricades. They founded the protest group "Hands off Hadleigh", "Hands off Hadleigh". Together with a dozen colleagues, they distributed leaflets, wrote letters of protest, provided the local politicians, with thick binders full of information about the company and organized demonstrations. How many protest marches have led in recent years they know, not both. For the last demo in July 2010 was attended by about 400 residents.

The more activist than their counterparts researched, the more uncomfortable they were. Founded in 1919, the Group is today one of the largest companies in the country. 490 000 people worldwide work for Tesco. Last year they generated 78 billion euros in sales. Tesco makes the biggest deal in its home market

HANDS OFF HADLEIGH



PHOTO: TINA KAISERA PROTEST LEAFLETS

of Great Britain, where sales rose in the last ten years by 124 percent. 2715, the chain has stores in the country, opened in almost every working day another." There is a great opportunity and demand for Tesco to expand its store network - for example, only 54 percent of British buyers a Tesco Extra within 15 minutes," says the Annual Report.

The statement is even more impressive when you know that Tesco operates in Great Britain only 212 of the extra-extra large branches. There are also 470 Tesco Superstores, 186 Tesco Metro, Tesco Express in 1285, 521 One Stops, 28 and 13 Homeplus Dobbies. In the past 20 years, Tesco has doubled its market share to almost 30 percent. Together with the other big chains Asda, Sainsbury's and Morrisons dominate the industry giants, 75 percent of the retail trade and 97

percent of the food market. Meanwhile, a veritable protest movement has formed against the market power. In Bristol it was in April during demonstrations against a new Tesco store in bloody riots. Ed Miliband, leader of the Labour Party, criticized the "Tescoisation" of society.

Led the fight against the groups of the organization Tescopoly. "Currently, over 100 campaigns run by communities against the establishment of a new supermarket," says Judith Whateley Tescopoly boss. Most of them against the market leader. "Especially in small towns, the re-opening of a large Tesco leads to the death rows of local retail trade."

Tesco threatens almost every shop in town

Before that, the activists in Hadleigh fear. Because the group threatened with its range almost every shop in town. The giant not only sells food, household items or clothing, but also cars, mortgages, mobile phones and even funerals. "It's practical," Haylock said laconically. "You can buy grandpa and burial of the loyalty points a pot set." But should not the customer decide whether they shop in the approximately 60 small shops or Tesco? This one could not see it, is Byrne said: "Tesco so much money that the prices of the stores for so

long has beaten until they are received."

Most shop owners share the concern. Charlie Phillips is standing behind the counter of his butcher shop "Jolly Meat Co." Its flesh is very good, from farms in the region. "With the prices of Tesco will be impossible to keep up. "Because the British economy stagnates, the shop run anyway not very good. A congregation of the report commissioned showed that Tesco will break with the average turnover of local businesses by ten percent. "If we lose ten percent of revenue can really pack up, we have," says Phillips.

Tesco would be the end of the inner city

Similarly, see the Jeremy and Debbie Brown. The couple belongs to the stationery store on the picturesque main street. To the office in the back room of the business they have stuck a poster. "Every little hurts", it says, every little hurts. It is a variation of Tesco's advertising slogan "Every little helps," every little helps. "For such a peaceful little town is a Tesco the beginning of the end," says Jeremy Brown. If only the plate avalanche roll through town, it was over with the rest. And just when it rains a lot of people from the Tesco car park would not even run for a birthday card to the

adjacent shopping street. "If only the city is dead, maybe they will regret it."

Lynda Jewers, which operates a few doors down the pet food store, has already resigned: A "No" will not accept Tesco ". The will throw money around so long, until they win eventually" A small community against a billion dollar company, it was not a fair fight.

Tesco fights through all instances

This is also the experience of Tescopoly. "It is part of Tesco standard practice that the group refused planning permission for any objection by, if necessary, until the supreme court," says chef-activist Whateley. That pay off in the long breath, may prove the case of the small town of Sheringham, 125 kilometres north of Hadleigh.

1996 Tesco applied for planning permission for the first time there. After a 14-year guerrilla war allowed the Building Department last fall to build the supermarket. "Tesco plays poker course that the activists eventually the courage or the time runs out, keep up the fight," says Whately. Usually go to the strategy, especially as the city authorities are afraid of the high court costs they must bear in case of defeat: "The one place can already go out of business."

But the rebel leaders of Hadleigh will not be intimidated. "This lie Tesco jumping jacks in their nice suits, when they open their mouth," says Haylock. Therefore they could not convince the nearly 200 promised jobs. According to the annual report, Tesco increased the number of employees in the UK by 2010, only 874 persons, although the company also opened 200 new stores. "This fits together but not."

Tesco tried all tricks

One more reason to keep fighting, "Just because the opponent is a billion dollar company, it must be far from clever. "The planning application by Tesco in 1999 was planning to leave the driveway to the east of the main street. This was one of the few non-listed building to be demolished. Byrne constructed a cardboard model of the access road and took her son's old Matchbox cars from the attic. "With the model we were able to prove that a truck would have too little Jumpering order to turn into the narrow driveway." The request was denied.

The second application of 2003 saw a driveway in front of the cottage settlement in the northeast. An elderly couple found out during the

Christmas holidays that Tesco wanted to leave her house demolished. The outcry in the population was large. Tesco withdrew the motion. In February 2008, the Group before the third planning application. Referred him back to the District Council in July 2011.

Wutbürger need staying power

Thus, it is three to zero for the Wutbürgerinnen of Hadleigh. But they are too exhausted to celebrate. "We are aware that we are fighting, but have not won the long war," says Byrne. Some supporters of the first hour are now dead, but younger are to hit.

In summer, Byrne has given many interviews. In the online forum of the "Daily Mail" it was called a "bitter old lady." "Maybe I want to make a fool out of me sometimes, but I live in a city that I like and get." Could live with it And perhaps the story is so out of it like the good-night readings, which she reads her grandchildren sometimes. David defeated Goliath, Gallierdorf defeated Roman Empire, defeated hare hedgehog, Hadleigh Tesco defeated.

THE HADLEIGH HISTORIAN

The Hadleigh Historian is an independent magazine, presenting an illustrated miscellany of articles concerning the rich history of the town and its surrounding countryside, published every two months price £3.

Current series are 'Hadleigh on the map', 'Women of Hadleigh', 'From the Dean's diary' (written 1841-1844) and 'As the artist sees it' featuring the drawings of Bryan Haylock.

Recent articles include:

'Dr Franey and Hadleigh Cottage Hospital' by Margaret Jeffery.

'Hadleigh Boys' Brass Band' by Sue Andrews.

'Hadleigh's Warship Week' by Jan Byrne.

'The Character of Dean Knox' by Margaret Woods.

A subscription for one year costs £22 (6 issues & postage). Please send your cheque made out to S.Andrews, 17 Manor Road, Bildeston, Ipswich, Suffolk, IP7 7BG, stating on the back your name, address and with which issue you would like to begin your subscription.

Shops and traders of Hadleigh High Street in 1901

The Hadleigh Historian Special Edition No.1
(price £5).

This picture book features photographs taken at the beginning of the 20th century, which are reproduced in A4 size so that every aspect of the High Street can be seen. Details of premises and the shopkeepers or traders who ran them accompany each picture.

Both magazine and book are available at Keith Avis Newsagent and at Idler Bookshop in Hadleigh and at Hollow Trees Farm Shop in Semer.



Honorary Secretary

Steve Sherwood
62 Angel Street
Hadleigh
IPSWICH
Suffolk IP7 5EY

Telephone

01473 827498

Email

secretary@hadsoc.org.uk

All views expressed are those of the contributors and are not necessarily those of the Hadleigh Society

Programme of Events 2012

Mon 12 Mar	Hadleigh in the News	Terry Hunt, editor EADT
Wed 16 May	History of Polstead	Bill Wigglesworth
Mon 18 Jun	AGM	
Wed 15 Aug	The Work of The Suffolk Preservation Society	Simon Cairns
Mon 15 Oct	Semer and the Workhouse	Denise Hammond-Webb
Mon 10 Dec	To be confirmed	
<p><i>Meetings are held in Hadleigh Old Town Hall, 8pm, unless otherwise notified. Entry is free for members, £3 for non-members.</i></p>		

Other Contacts

Chairman	Jan Byrne	chair@hadsoc.org.uk	01473 822192
History Group	Sue England	history@hadsoc.org.uk	01473 827298
Membership	Margaret Woods	membership@hadsoc.org.uk	01473 823798
Newsletter delivery			
Website & Editor	Graham Panton	webmaster@hadsoc.org.uk	01473 823503

The Hadleigh Society website has past newsletters and other information at <http://www.hadsoc.org.uk/>