



Tesco House  
Delamare Road  
Cheshunt  
Hertfordshire  
EN8 9SL

Tel: 01992 646 786  
Email: nick.gellatly@uk.tesco.com

James Walter,  
Secretary and Treasurer, Hadleigh Chamber of Commerce  
c/o Walter Wright  
89 High Street  
Hadleigh, Ipswich  
Suffolk  
IP7 5EA

28<sup>th</sup> June 2010

Dear James,

### **Tesco store proposals in Hadleigh**

Following my last letter I am writing in response to the points raised by your members in the meeting earlier this year.

As I am sure you will already know, Babergh Council's planning committee will be make a decision on our application on July 14<sup>th</sup> and ahead of that, we have been working hard to finalise details, some of which are relevant to this letter.

You forwarded me a copy of minutes from the meeting and I think it would be best to take them in turn.

### ***Access to the store site***

Our transport consultants have worked closely with Suffolk County Council Highways Department during the course of bringing forward the proposals. They confirmed they are satisfied with the road access and all issues relating to this in a letter to Babergh District Council on the 9<sup>th</sup> of April.

Our latest traffic and transport report by Waterman Boreham, which considers trip generation to the store and any traffic impact issues is available on the Babergh Council website. It was updated and submitted in January 2010.

However, I know that your members had several questions regarding the Gallows Hill approach to our store. I understand that you raised the issue of lorries using this approach to the store and the potential for traffic generated to cause delays as vehicles wait for others to move through tighter parts of the road.

With this in mind, Waterman Boreham reviewed the material. The attached note outlines that whilst at present, there is a '0.11 chance' of two vehicles meeting at the restricted passing point on Gallows Hill, with the store open, this would increase by just 0.02 to 0.13.

The note concludes that the probability of any delays occurring on the route is at most only 'very slightly greater' than the present circumstances.

### ***Retail planning guidelines and new national planning guidance***

The central piece of planning policy for food store developments was updated last December. This new planning document, 'PPS4', retains the policy that all new retail development should be as close as possible to town centres.

Our store is proposed on the closest possible site to the High Street. As you know, this site is allocated in the adopted Local Plan. The Local Plan process, which included a Public Examination, found that a new foodstore is needed in Haldeigh. To ensure that this foodstore would be delivered in the right place, Babergh District Council allocated the Brett Works site.

The new policy does not require the 'need' for a supermarket to be demonstrated as in the past. Apart from this change, the new policy is generally the same as the old 'PPS6'. Because of this, the retail analysis that led to the allocation and which was submitted with the planning application remains relevant. No new large convenience floorspace has opened in the town and supermarkets in surrounding towns have improved. This means it is more likely that people will be attracted away from Hadleigh for their food shopping.

I think that many people agree Hadleigh has a strong High Street. Much of this is due to the specialist or high-quality offer from local businesses. We feel they stand to gain from more people carrying out their food shopping in Hadleigh, if our store was to open.

### ***Promoting Hadleigh***

All of our new stores will have a Community Champion, a dedicated member of staff working with the community and local groups. They also adopt a local charity and the store manager is able to play a full role in the local area.

I appreciate that it will be vital for our store to play a strong role in Hadleigh and to work with your members. We would be happy to arrange, through Babergh Council, for the store to be a committed and active member of the Chamber and are willing to establish a decade-long membership of the Chamber as a first gesture of goodwill.

As you know, measures in the proposed Section 106 package include signage and publicity for the town centre in the store including a display board. This will promote what Hadleigh has to offer to new visitors, and show customers the short journey walk they would have so local business benefits from their custom.

There will be opportunities to discuss promotional measures after the committee.

### ***Potential impact review***

As you know our retail study included a survey of local household shopping habits, the findings of which are in the retail assessment of our planning application. The conclusion was that a clear majority of people do not use shops in Hadleigh for their main food shopping trips.

I have included a copy of the Beccles store before and after study for you to consider. This shows that after building a store with a free car park close to the town centre, more people visited local shops and more people became likely to visit the town even when not shopping in the Tesco store.

Every situation is different, but I hope that this outlines how free car parking and the attraction of a store can benefit local shops by bringing in more custom – particularly given how distinctive some of the traders in Hadleigh are, and how many people currently leave, or do not visit the town for their supermarket shopping trip.

### ***Experience with other supermarkets***

You also asked for examples of other experiences with supermarkets. We do not have any evidence of adverse impact on market towns, but it is fair to say speculation in the media often does not take into account the many factors that can affect the High Street.

That might include anything from the recession to business rates, new traffic measures and the cost of parking. We would be able to discuss our experiences across the East of England if this would help.

### ***Tesco car park***

I can confirm that we would be happy to provide 3 hours of free car parking at the store, to match that available in the Babergh car park.

### ***Other matters***

I understand that at the meeting, an entrance to the store on the south east side of the building was mentioned. As was explained during the meeting, when the proposed store was larger, we were able to accommodate more internal walking space and an additional entrance from this side.

Unfortunately this is not possible to accommodate in a smaller store. The sales floorspace is now smaller as well as there being a reduction in internal circulation space. As noted earlier, there will be clear signage and an open, safe pathway between the Tesco store and High Street.

The walkway along the front of the store will be covered, protecting shoppers from the weather as they would have been had the walkway been inside. These measures will encourage more people to visit the rest of Hadleigh in addition to their supermarket trip.

### ***Sale of local produce in our store***

Our store managers have the discretion to buy in products which are popular with customers from a list of regional and locally sourced products. We also have a regional team that is responsible for finding new local suppliers to join this list and sell products in our stores.

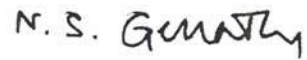
There is a clear opportunity here for local suppliers that can provide a good quality product that customers would like to buy.

We would be happy to arrange for local producers and business to meet our regional team to discuss how they might sell to Tesco. If we receive permission to open the store, we could arrange a local produce day to promote these opportunities further and would want to work with the Chamber to do this.

I hope this is helpful to you and your members.

Yours sincerely,

Nick Gellatly

A handwritten signature in black ink that reads "N. S. Gellatly". The signature is written in a cursive style with some capital letters.

cc. Chris Edgar