

The Fight Goes On

The NO MILL ROAD TESCO campaign has never been solely against a Tesco on Mill Road, but pro-local traders and pro-Mill Road's diverse community. That's why we've been so concerned about the safety of our community and are still pursuing a legal case against the Council on the issue of deliveries via Catherine St. and Sedgwick St. Both at East Area Committee and in Tesco's appeal to the Planning Inspectorate, this method of delivery was judged to be unsafe. We don't believe the Council should wait until an injury, or worse, occurs before they enforce these rulings. We will keep you informed as to developments.

Not only do we have safety concerns, we have real fears about the livelihoods and viability of our local independent shops. The destruction of local businesses by supermarkets is global and the demise of the British high street is now a well documented fact. In general, supermarkets **employ fewer people and charge more for less-fresh food** than local growers and businesses. The food in street markets is about a third cheaper than in supermarkets and is more likely to be sourced locally. Our latest shopping basket comparison shows, yet again, that **one can purchase a range of basic foods more cheaply by visiting the independent shops on Mill Road** – with a friendly conversation thrown in for free. What is more shocking is that you will pay **£4.13 more at a Tesco Express** than you would at a Tesco supermarket for our shopping basket items, partly because Tesco don't sell their value products in Express stores. But they also sell the same products for considerably more, despite the fact that their buying and warehousing facilities are centralised and this is on top of the higher profits they already make because of their massive buying power!

The profits Tesco make go out of our community to Tesco head office and their shareholders, while money spent with local traders has been shown to have a multiplier effect of 2.59 for every £1 spent. This is because the money is recycled over and over in the local economy.

As consumers and as a community, we can support a more sustainable food system. To start with, we can support our local traders. Supermarkets don't provide choice. If we want real choice, we have to educate ourselves into the true meaning of food sovereignty.

www.nomillroadtesco.org

HOW MUCH FOR A LITRE OF MILK?

When Tesco sell a litre of milk for 86p, their retail margin is considerably higher than one of the independent convenience stores selling milk for the same price. And you can be sure that none of that extra profit is going back to the dairy farmer, who in July 2009 was receiving 22.99p per litre of milk [current DEFRA prices], or back into the local economy.