

The No Mill Road Tesco Campaign

www.nomillroadtesco.org

'Tesco, keep your hands off Mill Road !'

What is the No Mill Road Tesco Campaign?

- **Tesco is planning to open a store** at the Mill Road old Wilco site.
- Mill Road is the creative and cultural heart of Cambridge, with a wide variety of independent shops, restaurants and services. A national newspaper recently declared Mill Road '**perhaps Britain's most internationally eclectic street, where food of almost every type can be bought**'.
- There has been **massive local community concern** about Tesco's unfavourable competition with local shops.
- Tesco has submitted **3 planning applications** to the Council – for a rear extension, an illuminated sign and an ATM. **Planning decisions will be made on 17 January 2008 by the East Area Committee**
- The **No Mill Road Tesco** campaign, one of many across the UK, is raising public awareness on the issue, lobbying key decision-makers, and raising objections to the planning applications.

7 Tesco-owned stores in Cambridge already - do we really need more?

51% Tesco's share of the market in Cambridge already

600+ people in the 'No Mill Road Tesco' march

1000+ objections to the planning applications

4000+ signatures on the petition against the store

Why 'No' to Mill Road Tesco?

- **Mill Road is the best model of diversity and community togetherness in Cambridge**, with shops and restaurants acting as meeting points for many local community groups.
- **Nearly 1/3 of Britain's independent convenience stores have been lost in the last seven years.** A Tesco store would lead to the closure of many existing shops and services and change the area's character forever.
- A Tesco store **would increase traffic congestion, parking problems and noise and pollution.**
- There are **already many supermarkets** in easy travelling distance.
- Our small independent shops care more for Mill Road and have more local benefits than any multinational. Tesco just cares about its profits.



**NO TESCO IN
MILL ROAD**

What can you do to support the Campaign?

- **Come to the East Area Committee meeting on 17 January 2008, when the planning decision will be made; the more people that attend, the better. See posters for more details.**
- Sign up to the e-mail list on the website for updates and action. And do sign the petition in the local shops– it is still open.
- Tell us your views about Mill Road and about this campaign – visit our website or come to one of our meetings.
- Check the website for news about forthcoming events, including committee meetings. Please join us if you can offer help!

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