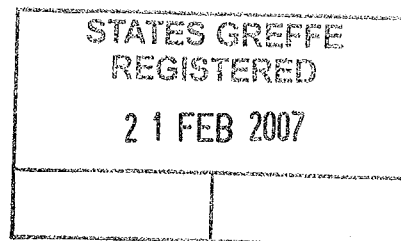


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From: Roger & Margaret Long [
Sent: 16 February 2007 10:46
To: Scrutiny
Subject: Supermarket in St Peter



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With regard to your invitation to comment on a recommendation to establish a new supermarket in St Peter we offer the following comments.

We deplore your use of 'will' instead of 'would' for your questions, which implies that the recommendation is accepted rather than only a possibility.

We wish to question you on the consultants Experian. Can you confirm that they are totally impartial and not in any way connected to or influenced by the industry (retail commerce) in which they are claimed to be expert? Consultants are known to wish to please their clients with 'positive' conclusions rather than recommendations to 'do nothing', and in the worst cases may be, in indirect ways, supported by elements of that industry.

- 1 Yes, it is very likely to diminish or destroy local businesses; only a small proportion of prices are likely to be significantly lower - a small price to pay in order to retain a visually pleasing local environment.
- 2 It might increase consumer choice in St Peter, but not in Jersey as a whole, where range of choice is very wide at present. It would increase Jersey's resemblance to the worst aspects of cloned English town high streets.
- 3 Any substantial job creation is likely to cause reductions in similar businesses all over the island.
- 4 No evidence has been presented that it would help local businesses. It is probable that it would further diminish the use of town for everyday shopping. This might have benefits for some individuals but would further detract from the rural/urban balance which those two concepts contribute to Jersey's wonderful variety.
- 5 There appears to be little evidence from consumers that there is insufficient retail space. To us the only pressure seems to come from the business sector wishing to expand profit-making opportunities with little regard to any other considerations. With supermarkets at St Peter (near the Church and Parish Hall) and at Red Houses how can a new one between them be justified? Similarly, the supermarkets in St Helier would seem to render a new one on the Waterfront unnecessary. Since that is now unstoppable it must surely absorb any claimed need for more retail space.

Margaret Long
Roger Long