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**From:** peter french [  
**Sent:** 07 February 2007 14:39  
**To:** Scrutiny  
**Subject:** New St.Peter Supermarket

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Dear Sirs,

In response to your advert in the J.E.P. today, I would like to express my strong support of a new supermarket near the airport-particularly if it is one of the large UK names such as Tesco, Asda or Sainsbury's.

The island certainly needs more competition as far as supermarkets are concerned-ever since the Safeway/Morrisons purchase by C.I Traders, where as you know customers expressed their disgust by voting with their feet.

Generally, the UK supermarkets are of very high quality-much better in terms of price and choice than what is available in Jersey-as anyone who has visited a large UK supermarket will tell you.

In answer to your bullet points:-

-Yes it would lower prices in an island where food prices are much higher than in the UK and inflation is too high, possibly aggravated by GST which hits the less well off harder. Whether it "destroys" local business depends on their ability to respond. Are we suggesting that existing businesses should be "ring fenced" and protected from outside competition? I thought we had a new Competition Law to promote competition-not stifle it.

-Yes, it will increase customer choice and, no, it would not make Jersey another UK clone town-any more than does Woolworths or Marks and Spencer.

-The impact on total jobs is expected to be broadly neutral-with a limited population, food retailing will only support a certain number of jobs-whomever they work for.

-No, it would not destroy the town centre. Supermarkets-which used to be in UK town centres- have long since moved out of town because most shoppers need cars to shop, and parking is required. Town centre supermarkets generally need expensive multistorey parking.

-The market place should decide what is enough-in any case the Waterfront, being prime site, is totally inappropriate for a supermarket.

The airport location-not being sensitive environmentally-is ideal. It provides plenty of space and presumably a rental income which can be used to suppress landing charges for the good of the island generally.

Yours faithfully,

Peter French