

THE TRUTH ABOUT THE PROPOSED TESCO TAKEOVER OF MANNINGTREE

Earlier this year Tesco submitted a planning application to Tendring District Council to build a supermarket on the edge of Manningtree Town Centre. We thought it was time that you knew the truth about what their plans could mean for our community.



The area of the proposed Tesco development overlaid onto Manningtree Town Centre.

Money spent in a Tesco at Manningtree does not stay in the area - it goes to Tesco shareholders. There is nothing wrong with that, but wouldn't it be better if the money you spent locally, benefited the local economy first and foremost?



Tendring District Council's recently adopted Local Plan states there is **NOT** a need for a retail development of this scale.

Some things to consider:

- The store would occupy approximately 10% of the parish of Manningtree.
- Tesco's projected peak traffic flow of 766 car trips per hour, means no extra car-parking will be available.
- The store is positioned as a barrier between the car-park and the High Street, discouraging people from visiting the rest of the town.
- About 270 fewer jobs within a 10 mile radius, due to Tesco taking trade from local businesses. These figures are from a National Retail Planning Forum (NRPF) survey of the impact of 95 similar developments (Note: NRPF is part-funded by Tesco)

Need?

Tesco conducted a survey as part of the planning application. The results? 90% of respondents said they had no desire for a new supermarket.

Most said they chose to shop at Highwoods, Copdock and elsewhere because they were "easy to get to from home" - a shop that is a 15 minutes drive away is what Tesco claims is "distant".

Choice?

If you want to shop at Tesco now, you already have that choice - indeed there are many options within easy reach. However, when our existing local shops have closed there will be no choice in the future - it'll be Tesco or nothing. After all Terry Leahy, CEO of Tesco said **"Our market share of UK retailing is 12.5% - that leaves 87.5% to go after."** - source Management Today



View of the front of the store as you approach Manningtree along Station Road - North East Elevation

A new foodstore will change traffic patterns for the worse.

This is because Tesco expect:

- 690 extra car trips per hour will feed through the already congested roads at peak times.
- The traffic flow at the top of Coxs Hill alone will double.

Tesco estimate 6 - 8 large lorry deliveries from the regional depot in Thurrock will have to be made on a daily basis. Manningtree Town Council quoted in their objection surveys of a store in Yiewsley, West London and another in Hayes indicating that we could expect up to 25 deliveries per day for this size store.

Tesco say the lorries will only be directed along main roads, but as we all know, there are no main roads into Manningtree itself, every route is through a village. They also say the lorry traffic will be much less than when R T Steward had the site, but add the lorries to the extra car trips and its obvious that traffic will be substantially higher.

The store will act as a barrier to our unique medieval High Street.

This new supermarket would ensure that Manningtree is no longer a shopping destination for anything other than Tesco. This is backed by the fact Tesco expect to reduce the turnover of High Street stores by 8% and the Co-Op Fiveways by 32%.

- Tesco claim that some local businesses support their arrival. Our own survey tells us that the majority are deeply worried by it.
- The Tesco Express in the High Street will continue to operate, effectively giving Manningtree not one, but TWO Tesco stores!

To draw a comparison for you, a town the size of Ipswich with a population of over 120,000 has 5 Tesco stores. That's an average population of 24,000 required by each store. That puts into perspective the catchment area Tesco need for their stores to make them commercially viable.

Tesco are stopping the chance of more valuable & needed job prospects.

Tendring District Council have recently set up a multi-million pound regeneration agency whose responsibility will be to ensure that employment projects on sites such as this do get delivered and can secure high quality, skilled jobs for local people.

THE FACTS

All the facts and figures we mention in this leaflet are backed by evidence: either Tesco's own planning application, research done by bodies such as the National Retail Planning Forum or actual case studies.

A FINAL THOUGHT

The Tesco stores in Colchester and Ipswich did not start at the size they are now, they expanded at later dates. Something also reflected since the rejection of Tesco's plans for Sheringham - what happened? Shortly after the rejection, plans were submitted to DOUBLE the store size in Stalham. If approved here it will almost certainly not be the end of development on the already huge site.

Just some of the businesses that object to the proposed Tesco store. Please support local business. Sorry to all those we couldn't fit in.

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| • Accent Marketing
www.accent-marketing.co.uk | • The Photographic Workshop
www.thephotographicworkshop.co.uk |
| • Bodsworth Flowers
47 Harwich Road - 01206 230821 | • The Red Lion
42 South Street - 01206 395052 |
| • Manningtree Delicatessen
21 High Street - 01206 395071 | • The Whole Food Store
26 High Street - 01206 391200 |

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