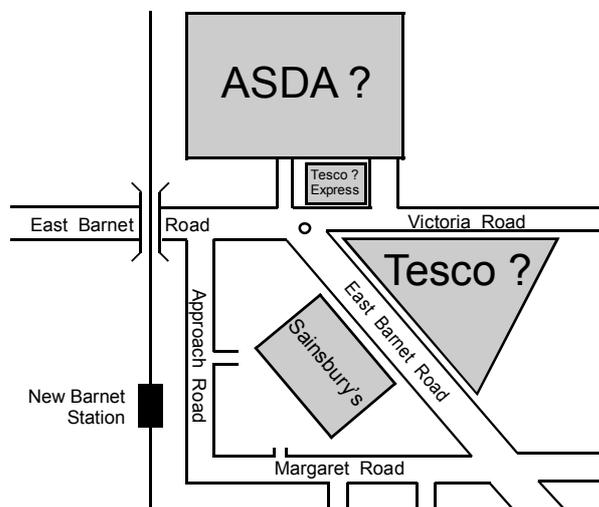


# Save New Barnet

## Newsletter

16th June 2009



Dear Friends,

Welcome to another update from the Save New Barnet Campaign.

### Official Criticism of the ASDA Development Plans

Official responses to the ASDA planning application have been highly critical of the scheme. The Greater London Authority (GLA) expressed grave concerns about the scheme, stating that it *“does not comply with the London Plan”*, while the Commission for Architecture and the Built Environment (CABE) - the government's advisor on architecture, urban design and public space - carried out a rigorous design review, which concludes that *“the proposed scheme is fundamentally flawed and should be refused planning permission”*.

The CABE report goes on to say that *“The local authority should provide strong leadership in bringing forward an economic and masterplanning vision for New Barnet's centre to give developers a clearer direction on the role sites such as this should play in its future”*.

The New Barnet Community Association has been asking Barnet Council for many years to engage with local residents and compile a local area strategy for New Barnet. Sadly, although the Council has repeatedly promised to deliver such a plan, it has not materialised to date.

These two reports reiterate many of the criticisms of the ASDA scheme made by the Save New Barnet Campaign.

CABE Design Review  
<http://tinyurl.com/cabereport>

GLA Report  
<http://tinyurl.com/glareport>

### Planning Committee Meeting

We are STILL waiting to hear when the ASDA scheme will go before a planning committee for councillors to cast their vote. We will let you know when we have a meeting date.

### ASDA Objections

Since our last newsletter the number of objections to the ASDA scheme has risen even further. Barnet Council's Planning Department website shows that it has received a total of 1,723 individual objections from local residents. Fifteen people (less than 1% of the total) have written in support of ASDA's proposals.

A petition containing 2,556 signatures objecting to the proposals has also been presented to the Council.

## **ASDA Advert**

You may have seen the four-page colour advertisement from ASDA in the Barnet Times (28th May issue) promoting its proposed development in New Barnet. There were a number of inaccuracies in the advert which, at best, show a worrying lack of attention to detail, and, at worse, could be seen as a deliberate attempt to mislead local residents.

On the last page of its advert, ASDA produced a map to represent supermarket sites in New Barnet. However this does not compare 'like-for-like'. For example, it shows only the ASDA store footprint, excluding all the other retail units and flats which form part of their planning application. By contrast, it depicts the entire footprint of Tesco's original proposed site, along with an additional area which has, to our knowledge, never been part of Tesco's plans. (This additional area includes St James' Church, Fayers Builders Merchants, the Kingdom Hall and a large number of homes in Margaret Road, Mulberry Close and Victoria Road - who must have been alarmed to see that their properties now being shown as part of a Tesco development site!)

The artist's impressions have been created to give the impression that the proposed new buildings are smaller and less obtrusive than they would be in reality. For example, look at how small the pedestrians (on the left of the image on the front page) are compared with the ground floor window of the existing two-storey public house alongside! You'll also spot that the controversial traffic lights proposed for this junction have been omitted entirely from this image.

Some of these inaccuracies are directly reproduced from ASDA's planning document, which further undermines our confidence in the accuracy of ASDA's entire planning application.

A copy of the advert can be found on our website.  
[www.newbarnet.org.uk/developments/asda](http://www.newbarnet.org.uk/developments/asda)

## **ASDA Telephone Survey**

A few days after ASDA's advertisement appeared, telephone polling was carried out on its behalf by ICM/ Populus. The questions asked in this survey included further factual inaccuracies and appeared to be intent on discrediting local opposition to the scheme.

We received numerous comments from members of the public who were phoned by ICM to take part in this survey. Some people were so incensed by what they saw as misleading statements and leading questions that they told us they intended to lodge complaints with the Market Research Society. Thank you to everyone who got in touch about this matter.

Given that ASDA failed to engage with the public during the official consultation period (which closed 1st April), we were surprised to see that they chose to spend a great deal of money on a four page advertisement and an extensive telephone survey some two months later.

## **Press Coverage**

A special news report about the supermarket war in New Barnet featured all day on BBC London News bulletins broadcast on BBC1 on Wednesday 20th May.

If you missed the feature, you can watch it by following the link on our website. In addition you can also read all of the articles and letters about the proposed New Barnet development schemes that have appeared in the press.

[www.newbarnet.org.uk/documents/press](http://www.newbarnet.org.uk/documents/press)

## Newsletter

This newsletter (and the previous ones) can be downloaded from the website as a printable PDF.  
[www.newbarnet.org.uk/documents/publicity](http://www.newbarnet.org.uk/documents/publicity)

Why not print off some copies for your neighbours to let them know the latest news? If they have internet access, *please* encourage them to sign up on the website to get their own copy direct by email.

## Help Support Your Community Centre

Have you got an old unwanted mobile phone lying around? Why not recycle it! Simply drop it off at the New Barnet Community Centre (48/50 Victoria Road). All phones donated will help to generate money to support the work of the Centre.

The Save New Barnet Campaign Team are very grateful to the Community Centre for providing a home for their meetings.

Thank you for your continued support.

Regards,

Save New Barnet Campaign Team

# Save New Barnet Campaign

website: [www.newbarnet.org.uk](http://www.newbarnet.org.uk)

email: [info@newbarnet.org.uk](mailto:info@newbarnet.org.uk)

post: % The Community Centre, 48/50 Victoria Road, New Barnet, EN4 9PF

Save New Barnet Campaign is a non-political group of local residents fighting for a better New Barnet. The group seeks to inform the local community about potential changes to the area, and oppose inappropriate developments. The group aims to promote a clear vision for how New Barnet could be developed for the benefit of the community based on the views of local people.

The campaign is funded entirely by donations from individuals. It is not bankrolled by any company or commercial organisation.