

## **Supermarkets Activity workshops**

**In the workshop we discussed how to campaign on supermarkets. We generated ideas on how to start a campaign (slogans, possible allies, tactics etc) to support local food economies and/or fight superstore developments in different scenarios**

### **Workshop 1**

#### Inner-city/urban area threatened by 'Express' format development

- contact local shops – increase awareness through owners and customers e.g. like with rural post offices.
- look at previous examples
  - o compare supermarket's claims with what has actually happened
  - o survey
- show difference in price between same goods from local shops / supermarket / farmers' market
- do stall outside local shops
- local shop committee / scheme of support

#### Rural village shops threatened with closure

- talk to shop owners
- talk to farmers and to any council representatives e.g. who organise farmers' markets
- contact groups with contact with people who find transport / travel difficult e.g. elderly, young parents
- school, church
- local small businesses – pub
- parish council
- transport groups e.g. transport 2000
- lobby and participation in planning process – if there's new supermarket planned
- press and media
- run the shop yourself
- improve local shop offering e.g. put in touch with local growers, encourage speciality
- resist applications to convert shops into houses

#### Market town (home town) threatened by out-of-town development

- traffic / accessibility
  - o 'drop as shop' lockers in town for shoppers to use. Grants, funded by businesses.
  - o positioning of bus stops
  - o times of buses
- planning sweeteners
  - o keeping local groups informed and education and getting them on side.
- individuality
  - o community feeling from local shop
  - o tourism
  - o sustaining local economy
  - o population, amenities
  - o shops and services already on offer

- advertising with a map
  - located around town
  - leafleted
  - online
- partnering with local businesses
- councillors and MPs on side
- educating and questioning shoppers and businesses in town. Raises awareness and gets shoppers needs, views, etc. petitioning and pledges.
- FOE celebrating local distinctiveness. Involve old people, historians, community groups, local charities
- chamber of commerce/local businesses to sponsor apprenticeships in their businesses

## **Workshop 2**

### Village store under threat

- large enough to be viable?
- right premises
- friendliness/ helpfulness
- are supermarkets always cheaper?
- combined with post office?
- pub/shop
- appropriate to size/make-up of village
  - market research
- travelling shop
- home delivery
- rural grants
  
- local services locally owned
- we're here for you
- supermarket: price cheat
  
- Communities with multiples – change attitudes/ cut market share
  - Retail rats – retail rotters
  - Stupormarkets
  - Protect your own
  - Tesco taste con
  - Take Tesco to task
  - Don't ask for a Tesco
  - Good food Not
  - Pretty food.
  - Shapeless shopping
  - Fiddled food
  - Watch out for the octopus!
  - Local shops – use them or lose them. It's too late once their gone.

### Objective: shop locally

- fight the supermarket myths

- supermarkets are cheaper
- offer more choice
- convenient
- time saving – one stop shop
- we are your friends
- our food is very fresh
- focus to be on fresh food = fruit, vegetables, meat, eggs etc
- weekly press release – and on local FOE website
- price check – supermarket vs. local shops
- age check – freshness
- directory of local shops – free
- origin/food miles comparison
- speed shop comparison
- try to get local farmers market
- packaging comparison
- taste tests/ comparison – celebrity chef
- stress monitor people/family in supermarkets

### Market (home) town threatened by out of town development

Be positive about what you currently have: create the doom of below as a scenario

How to engage: facts

- health and economics
- transport and traffic questions
- loss of character, choice
- shop closure – change of use
- not be as safe
- loss of community and look of high street
- loss of regional identity
- personal service

Who would join us?

- local traders
- local chamber of commerce
- farmers markets and stall holders
- councillors
- schools (denounce voucher scheme)
- WI

Slogans

- local market not supermarket
- hyp-a-market

### Inner-city/ urban area threatened by Express ‘format’ proposal

Slogans

- you shop, we drop, local trade will flop
- use: superstore
- lose: greengrocer, baker, butcher, pharmacy

- don't condone... tescoclone  
insanesbury's
- use superstore  
lose choice

#### campaign tactics

- 'grocer mag' - advert seek independent store
- pledge
- real food guide –compact and free
- independent impact assessment – superstore vs. independent
- lorries
- litter
- 'doorstep stall'
- use threat of Tesco to work with independent retailers to improve it

#### Partners

- local traders
- WI
- farmers
- local authorities
- schools