



Kiafield Seeks to Allay Waitrose Fears

By Kevin Finn

Mr. Philip Pearce, a Director of Kiafield Developments Limited, the firm acting on behalf of Waitrose, has assured residents of a full public consultation once the development plans are finalised.



Philip Pearce snapped by Erini Rodis

He made it clear that the plans had not yet been finalised and that, until they are completed and submitted, the discussion of any detail would be inappropriate and unfruitful. Once the plans are complete then "of course we will engage in full public consultation" he told me, and indicated that the plans would be made freely available, meetings with residents, business and other groups could be held and that an exhibition staffed by experts may be on the cards.

When asked about the location of the store, he reiterated his comments of Monday evening, stating that it was now Government policy to site such developments within town centres in order to prevent the blight often associated with out-of-town superstores. The whole purpose of the Government's policy is to enhance the viability and vitality of town centres such as East Finchley. Furthermore research had shown that East Finchley was not well served by a good quality retail food store, and that a significant number of local people were travelling out of East Finchley to shop elsewhere, mostly by car.

No more traffic

Expanding on the traffic issue, Mr. Pearce raised the point that the construction of a shop does not create any additional traffic, although it does influence the movement of existing traffic. He went on to explain that one effect would be that rather than drive to other stores, local people will travel to the local store, resulting in shorter journeys and a net reduction in travel. Whilst accepting that traffic may come in from neighbouring areas, he again stressed that no additional traffic was being created. As for the roads and the fears of congestion he assured me that a full traffic impact analysis, along with proposals for road improvement and traffic management will be part of their plans, and will be submitted to the highways department.

Bigger library

When asked about the library, Mr. Pearce was clear in stating that his company had been instructed to include the provision of a new, modern library as part of the proposal. He also pointed out that the library would be some 60% bigger than the current one. Even if the library were not included, Waitrose would still be very interested in the site, and feels that it would be of great benefit to East Finchley.

THE ARCHER is very keen on engaging with representative on all sides of the contentious issue, and would like to hear from anyone who also believes that this development could be of benefit to East Finchley.

A Word from your Councillors



L-R East Finchley Councillors Alison Moore, Colin Rogers and Phil Yeoman Photo by Erini Rodis

“ Dear Reader,

Many of you will have heard or read about the anticipated Waitrose proposal to build a new store opposite the tube station. Concerns have been raised locally and we are keen to hear all your views. In order to do this we have circulated a questionnaire across East Finchley.

If you haven't received your copy of the questionnaire, please ring the Labour Party office (020 8883 0411) and we'll make sure you get one.

If you have already received our questionnaire, please take time to fill it in and return it to us now!

We want to hear from as many of you as possible, so that we can accurately represent your views in Barnet Council.

Yours faithfully

Councillors Alison Moore, Colin Rogers & Phil Yeoman ”

Documenting the Story

A proposal to make a documentary about the community's struggle to oppose the new Waitrose is being considered by a number of residents, all of whom work professionally in the media.

They would like to hear from anyone who can help them with their research by providing them with factual information on issues such as traffic, environment, local business and concerns people may have regarding the Council's handling of this proposal. Please contact Fiona Ring on 0771 822 4234 or e-mail johnfiona@johnfiona.fsnet.co.uk

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