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The third supermarket debate is back on

In Economic Development's March Report on the Retail Framework 2010, there was a suggestion that an additional large food retailer could enter the Jersey retail market in order to give Jersey consumers greater choice and lower prices.

The report took many of its findings from 'A Third Supermarket Operator in Jersey?' survey report, produced in December 2008 by the Statistics Unit, which determined that 76% of Islanders would like to see a general British food retail operator in Jersey. The research at that time also showed that with regard to current food shopping in Jersey:

- 83% of respondents felt that value for money was 'very important' but only 2% rated the current value for money as being 'very good';
- 71% felt that choice of products was 'very important' but only 5% rated the current choice of products as being 'very good';
- A mere 4% felt that the current range of supermarkets to choose from was 'very good';
- 71% were not concerned that supermarkets which they currently use might close as a result of a third supermarket;
- 50% were not concerned that smaller shops which they currently use might close as a result of a third supermarket;
- 79% thought that choice of products might improve if a third supermarket came to the Island;
- 81% thought value for money might improve if a third supermarket came to the Island;
- 64% thought quality of products might improve if a third supermarket came to the Island.
- Overall, more than 8 out of ten (84%) of those who responded indicated that they were in favour of having a third supermarket operator.

Despite some 'trade' opposition to the contents of the Report, previous research has indicated that the effects of increased competition on local businesses would not be as serious as previously feared. Not so long ago, the Island had at least four supermarket operators, when Besant's (subsequently taken over by Safeway, then Morrisons) still operated independently, as did Benests of Millbrook and Fineprice, St Clement's Coast Road, all three subsequently bought by C I Traders. And who can remember Liptons at Snow Hill, where you could pop *Continued page 2*



STOP the Drop! Don't rubbish our island

'Stop the Drop!' Is an Island-wide initiative which began through the Parish of St Brelade's involvement with the Parish in Bloom competition and the Britain in Bloom Awards. Those competitions put emphasis on community involvement, the particular care taken to achieve a pleasing appearance in a Parish or area, and how litter is avoided and handled.

The initiative is not about picking up rubbish but working to prevent it being dropped. Against this background, the smoking ban has increased the quantity of cigarette debris and chewing gum found on the pavements.

Stop the Drop! does not attempt to raise voluntary funds or to make up for any reduction in services of litter clearance by the States and Parishes but is about **AWARENESS.**

The campaign will continue to work towards tightening up and then enforcing the law on illegal littering and also the role which planning and licensing laws can play in ensuring that pubs, cafes, hotels and restaurants collect their clients' litter, especially cigarette ends and food containers, from the immediate area of their businesses and also ensuring that everyone, whether individuals, households and businesses, disposes of rubbish in an effective *Continued page 2*

(The third Supermarket debate) continued...

next door to the Sunshine Bakery?

However, when these operators ceased trading or were taken-over (CI Traders bought the Safeway supermarket from Morrisons in April 2005, the day before the new Jersey Competition Law came into force) the situation in Jersey became very different. Despite the protests at the time over the sale of Safeway, Jersey consumers have since apparently resigned themselves to having the choice of just the 2 major food retail operators and having a lack of competition in their pricing policies as well as being denied product choice that another operator could bring.

The presence and competition from larger supermarkets has in some instances created a situation where some smaller and specialised stores have gone out of business.

However, some of this is down to the shopping habits of the customers. Greengrocers and butchers shops no longer pepper the Island. The issue here seems to be whether bringing another large supermarket into the Island is best from the Island as a whole in the long term.

What are your thoughts on this? Let us know.



(Stop the drop) continued...

manner which does not cause nuisance and mess to others. The campaigners believe that legislation needs changing and stiffer fines need to be brought in and applied.

Jersey retailers are helping **Stop the Drop!** campaigners to tackle the problem of cigarette litter. Since the smoking ban was introduced in 2006 lots of cigarette ends have found their way onto the Island's pavements and roadsides, particularly in St Helier, and have become an increasingly frequent irritation. The UK Environment Department's latest Beachwatch survey highlighted how visitor rubbish (smoking debris being the most littered item) continues to be a great environmental problem in all communities.

During the football World Cup there will be some focus on yellow and red cards for smokers, based on questions and answers about cigarette butts or 'fag ends'.

Mrs Margaret Holland Prior, the founder of **Stop the Drop!** says that since the smoking ban was introduced the amount of cigarette litter has rocketed. "We strongly believe we need to work together to alter people's thinking regarding disposal of food packaging, general litter and smokers' debris. It is important to be working with the retailers on the Island to tackle this problem and ensure it links with the slogan "Don't Rubbish our Island".

"The most successful anti-litter campaigns are those that combine education with the provision of disposal alternatives. If littering fines are to be enforced we need to ensure the means of disposal are available. It is also essential that littering in any form is treated with zero tolerance", Mrs. Holland Prior added. For further information please contact: Margaret Holland Prior:

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1. How long will it take for a cigarette butt to degrade? – It takes from between 18 months to 10 years for a filter to decompose.
2. Is your cigarette butt harmless? – Used filters are full of a chemical called hydrogen cyanide. This chemical leaches into the ground and waterways damaging living organisms.
3. How many butts are disposed of each year in the world? - 5 trillion filters, weighing 2 billion pounds. There are 1.1 billion smokers in the world and it is estimated that there will be 1.6 billion by 2025.
4. How much can you be fined for improperly disposing of your butts? - £200.
5. What is it costing Jersey to deal with this problem? - £100,000

Retailers are stocking the "ButtsOut" personal ashtrays – one of the world's most popular and effective anti-cigarette litter solutions, having been used in over 500 cigarette litter campaigns worldwide. The "ButtsOut" personal ashtrays, which slip into a pocket or clip onto a belt, are available from many retailers at a cost of 99p.

