

On the key issue of jobs, Tesco stands accused of bare-faced deception in its superstore planning application, currently out for public consultation with Herefordshire Council.

It appears Tesco is falsely claiming that all one hundred and twenty five jobs at its existing Orchard Lane store are full time, and that the remaining seventy five new jobs at the proposed by-pass store will also be full time. Despite the blatant nature of the falsehood, Tesco PR officers are remaining tight-lipped, even though they have been repeatedly asked to provide a clear breakdown of full-, part- and 'full-time equivalent' jobs now and in the future.

'It's a matter of serious public concern that a supposedly responsible company like Tesco should make dishonest claims to planners and at the same time raise false hopes of jobs among young and unemployed people in Ledbury' said Annette Crowe, vice chairwoman of LOTS. 'We ask them again: tell us the truth on jobs. What is the problem?'

The jobs issue has been an inflammatory topic since Tesco first revealed plans to treble its retail space in Ledbury in an out of town location. Campaigners against the move have been accused of 'nimbyism' and being out of touch with the concerns of ordinary working people in the town by seeking to deny job creation at a time of increasing unemployment, charges they strongly deny.

'Tesco continues to cynically whip up social division in our town for its own purposes' said Rich Hadley, LOTS chairman. 'If you look beyond the headlines and PR bluster, it's quite clear that the company is deceiving the very people which it purports to serve. Never mind 'every little helps' – it's more like Very Few Jobs' he added.

Meanwhile LOTS is unimpressed with Tesco PR's denial last week in the Ledbury Reporter that full time positions at Orchard Lane will be downgraded to part time at the by-pass store.

'We have no idea what they are talking about,' said Rich Hadley. 'But the fact they are going on record to make such a denial, does make you wonder what's happening behind the scenes. Tesco is an incredibly slippery customer – nothing would come as a surprise.'

It's a matter of public record that cost reduction and new self-scan technology are being aggressively applied by all the superstore multiples which means that employee numbers are steadily being cut back – despite a big increase in supermarket floor space.

Tell us the truth demand Anti-Superstore Campaigners

Written by LOTS

Tuesday, 13 September 2011 11:28 - Last Updated Thursday, 03 November 2011 13:58

The jobs question is a key issue for planners and councillors at Herefordshire Council who will take into account supermarket job creation claims versus those potentially lost in the local economy when the planning application is decided on later in the autumn. LOTS has amassed strong evidence which demonstrates that far from creating employment, out of town superstores may cause hundreds of jobs to be lost in the local economy. It can also point to bogus job claims by Tesco PR at the planning application stage in other locations.

[Save Ledbury](#)