

## More Jobs - or Less?

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Supermarket job claims are unforgivably misleading.

Neither Tesco nor Sainsbury have answered the straight question which is: how many full time equivalent jobs do their headline totals represent? If they did, we could compare the number of jobs created by them and the number which would be lost in the High St (eg Co-op) and the supply/production chain.

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. In the last year, Tesco and Sainsbury have expanded their retail floor space by over 2,750,000 sq ft while the number of people they employ has actually fallen by over 400.

When they are bidding for space, supermarket operators consistently exaggerate the number of jobs they will create in order to generate local support and tap into people's understandable anger at rising unemployment. For instance recently Tesco Accrington shed 100s of jobs before the new store even opened - to the fury of the local community who felt they had been completely misled.

And once again on the question of whether the High St will be adversely affected by an out of town superstore, read this from Rhyl Journal 15/10/10:

'Since the superstore's opening week of trading, shops have recorded an average loss of earnings of 25 per cent, with some specific businesses having lost up to 60 per cent in revenue.

""The supermarket has definitely brought shoppers from further away," said County Councillor Mike Hodges, owner of Hodges Food and Wine Store on Tremont Road, "but many of them do not visit the town centre after they've finished their shop."

"Roughly 60 per cent of customers who do their major weekly shop at a big supermarket will then go straight home," said Cllr Hodges, who attended the traders' meeting on Thursday.

"We're losing 25 per cent, week on week, which has surprised a lot of people because they thought our business wouldn't be affected." ( <http://www.rhyljournal.co.uk/news/94468/traders-hold-crisis-talks-as-tesco-hits-sales.aspx> )