

**Why THE STOP! CAMPAIGN & ALLIANCE?**

The STOP! Campaign was formed to help make the voices and concerns of the public, Parish Councils, local businesses and organisations heard regarding the proposal to build a vast distribution centre (MEGAsHed) on the Andover Airfield for Tesco, its domination of the site, its cumulative impact on this rural area of Hampshire, in stark contrast to the mixed-use Business Park agreed with public, planners and politicians in the Test Valley Local Plan 2006. The Campaign has become an Alliance embracing thousands of individuals and organisations from Andover, the surrounding villages and beyond.

**What is THE STOP! ALLIANCE?**

The Alliance is made up of highly motivated and non-political individuals and representatives of organisations from Andover, north-west Hampshire and Wiltshire. The Alliance is well funded and resourced, drawing on a wide reaching intelligence gathering network, with its own researchers, communications team, and professional advisors on planning law, logistics & distribution. In Andover and surrounding towns and villages, volunteer teams deliver leaflets and a network collect signatures for the STOP! Petition, whilst an extensive and growing supporter list keeps everyone in touch and linked to the regularly updated website. Media relations are handled by an expert group.

**What is our objective?**

To stop the Tesco MEGAsHed being built on the historic Airfield and to promote the original concept of a Business Park which will enhance the local economy through providing more, diverse and higher quality jobs – of the type that will help stop 'out-commuting', jobs needed for Andover's new housing and growing population. The Alliance acknowledges that it is 'in business' for the long haul and is planning its resources on a 3-year basis.

**What do we want?**

For Councillors & TVBC to reject this massive out of character & out of scale building with low grade jobs, twenty four hour operation and thousands of HGV movements each day and its negative cumulative impact on the environment, amenity, quality of life and the career prospects for all who live in north-west Hampshire – and that means YOU and your family.

**What STOP! is NOT:**

- Against Tesco
- A 'Not In My Back Yard' campaign: 45% of our supporters live - and vote - in Andover's central wards with 55% in the surrounding villages and out as far as Marlborough, Romsey & Basingstoke.
- Against development on the former Airfield site – we want to see the high quality, mixed use Business Park for which outline permission exists. We want to safe guard the future of Andover and north-west Hampshire. We want to give Hampshire children and their children the best chance of quality jobs.

**What are people's concerns?**

Our discussions with the public, businesses and the wide range of organisations that support the Alliance highlight the concerns that fuel the Alliance's success:

- The cumulative adverse impact on the local economy, environment & quality of life through the significant increase in HGV traffic & the operation of a MEGAsHed on the area and its surrounding road network
- The proliferation of Distribution Centres at Andover Airfield once permission for this MEGAsHed is granted – only further MEGAsHeds will be attracted to the site (as stated by the developer) - a case of Buy One, Get One Free (BOGOF)
- Low real employment gain for Andover and the **significant risk** of overall net LOSS of jobs as existing businesses relocate.

**We recognise the constraints on you**

The Alliance recognises the difficulty you have in this period before the Planning Meeting (current date 25<sup>th</sup> Feb) to determine the application because of Nolan and other guidelines, the identification of reliable information and limited time for you to undertake in-depth research. Through research and consultation, STOP! has identified sound reasons on which to reject this application. This work is ongoing, the legal status of the proposed building, traffic, environment, jobs, landscape, character and the cumulative adverse effects on Tesco usage of the site being under the spotlight. Over the next few weeks we will share further information with you to assist your considerations. A summary factsheet of 'what we know now' about the building & its traffic impact is attached.