



# It's Your Shout Now

By Kevin Finn

The two proposed developments of a Waitrose supermarket and library, and the new Hampstead Garden Institute on the site of the old neurological hospital are sure to be the subjects of many opinions.

In the November issue, *THE ARCHER* team did their best to get the news out, having received some firm information only a few hours prior to copy deadline. This did not give us time to gather opinion from all members of the community.

In this issue, we have attempted to carry more in-depth coverage, but we do need to hear from you. There

are many opinions on the supermarket, the library, the new institute, traffic, effect on local business, parking etc. We would like to hear from you. Please let us know what you think on each aspect. What are the advantages of each proposal? What about the disadvantages? Are you for or against the proposals?

What questions would you

like to see answered by the developers, local councillors, MPs or anyone else?

We plan to give broad coverage to your opinions in the January edition. *THE ARCHER* continually strives to give a balanced view on contentious subjects. We are a community newspaper; in other words we try to represent you. Please let us know how you feel.

## Waitrose Has Been Here Already

By Daphne Chamberlain



THE MAIN GROCERY COUNTER OF A HIGH-CLASS STORE

Photographs supplied by John Lewis Partnership Archive Collection

In the 1920s and 30s Waitrose was established at no.104 High Road, with other branches at Muswell Hill and Golders Green. Coming upon the name in the 1926 street directory, I could hardly believe it. Surely Waitrose was a post World War II John Lewis creation? No, John Lewis confirmed this was no amazing coincidence, and also explained the name itself, which has puzzled a lot of us.

### A higher plane

In 1908, the two brothers-in-law formed a limited company named (of course) "Waitrose", and started acquiring and extending. By 1920 there were more than 20 shops, all in and around London and the Home Counties, with small cash-only branches trading as Wyndhams. (Wyndham was Mr Waite's middle name.) However, they soon cut back to 10, "concentrated on districts where high standards of service and quality would be most successful".

East Finchley was evidently one of these districts. More senior citizens among you might have seen Mr Waite (sometimes with his children) on tours of the branches. Each Saturday evening he checked they were locked up, with window blinds in place. On daytime rounds, Mr Waite would rub "a gloved finger over the shop fascia. At the slightest sign of dirt, he would yell for the boy whose task was to keep it clean and polished".

He said he wanted to lift the food trade to a higher plane. We don't know what the East Finchley shop looked like, but the Gerrards Cross

branch was described as a "marble palace".



Wallace Waite c1908

Wallace Waite and Arthur Rose rented their first grocery shop in Acton, in 1904. The names above this shop were actually Waite, Rose and Taylor, but David Taylor, who was probably the manager, left the business after two years. Wallace Waite was the grocer, and Arthur Rose (Waite's brother-in-law), who retired in the 1920s, was the company secretary and accountant. All three had been employees of a nationwide grocers called Coopers.



Arthur Rose c1908

Mr Waite was awarded an MBE for promoting British and Empire produce, held a royal warrant, and offered 20 own-brand labels, including Round Tower, Cathedral and Sunnybrook. He sold this very successful business to John Lewis in 1937. As a John Lewis employee said to me, "It must be the best investment we ever made".

Can anyone remember the East Finchley branch? If so, please tell us about it.

## What the Politicians Say

*Will a new store improve the locality, or will it endanger local businesses and create traffic problems?*

**MP Dr Rudi Vis of Golders Green and Finchley, in favour of local produce, said he has found fear amongst High Road shops. He commented, "I personally think it's a shame the houses to be replaced are Victorian, and that it has to be such a large shop, the largest Waitrose you can think of. It will have such a massive impact."**

There is widespread concern regarding traffic, and Cllr Colin Rogers, undecided on the idea as a whole, commented: "The store will have a large catchment area; I am not sure the High Road has the capacity to sustain that amount of traffic. If it chokes the High Road to death it's not going to be very attractive." Preceding an official planning bid, according to the councillors no research on environmental impacts has yet been done by Waitrose.

### Massive impact

It is reported that Waitrose has been promoting the flagship supermarket as a magnet for the area. Cllr Yeoman said: "One of the points that came out from research is that this is an area where everybody drives to go to the supermarket. There can be benefits." But Cllr Rogers said: "I know of some local businesses who disagree, who

believe shoppers will go home afterwards."

The 1000-square proposed Baronsmere Road new library offers a state of the art, multimedia and access facility. But from current plans it appears smaller than the existing library. Cllr Yeoman said: "If that is so, we're not even interested. But the current library does need improvement, and needs more space for meetings."

MP Rudi Vis commented: "It's not sure that the library development will make everyone happy, though it's not a bad thing to have something modern."

According to East Finchley Cllr Phil Yeoman, requests have been made about community benefits, insurance for any detrimental impact on Cherry Tree Woods and traffic calming and management. Cllr Alison Moore said: "The Waitrose plan is probably one of the biggest things that will happen in East Finchley over the next few years and decisions should be made carefully, as they are pragmatic as well as social."

The councillors hope to organise a public consultation early next year. Cllr Yeoman said, "It's important to us as a community that we are consulted about this, and we have to give [Waitrose] that opportunity. I think they would take it."

## Transport: Congestion Chaos

By David Hobbs

**With the roads in East Finchley already congested, the opening of a new Waitrose supermarket could only serve to make things worse as it will undoubtedly increase the number of vehicles coming into the area. Although the plans have yet to go to the council planning committee, there are a number of questions that that *THE ARCHER* believes need to be answered before the new supermarket is built.**

The proposed 140 space underground car park presents a potential problem. Unless properly controlled there is every likelihood that it will be commuters, rather than shoppers, who use it. In fact, the mere existence of the car park could further increase the number of commuters who park in the area.

### No magic roundabout

With no direct access for northbound traffic to enter the car park there is the danger that parts of East Finchley will be turned into a giant roundabout. Drivers are likely to use The Bishops Avenue, Deansway and East End Road to get onto the southbound carriageway, increasing the levels of pollution for local residents. In addition, the High Road is

already congested and traffic can tail back from the traffic lights at Fortis Green to the North Circular.

Major changes would have to be made to traffic management in the area. However, East Finchley is not a green field site where new roads and roundabouts can be built. Any plans to widen the High Road outside the new supermarket or to make it possible for cars to turn in from both the north and southbound carriageways are going to be limited by the bridge. If, as is reported, Waitrose are prepared to invest in traffic management as part of the development, then local residents should be told what these plans are before the development goes any further.