

LOCAL FOCUS



On Monday 12th October, actress Prunella Scales, Martin Lister MP, Esmond Carl and others took part in the handing over of almost 1000 signatures to Wandsworth Council, demonstrating their support for the Northcote Road Action Group's campaign to preserve the street's unique character. The campaign developed in response to the squeezing out of independent traders by high street chains and local landlords, some of whom are raising rents beyond the independents' ability to pay. To show your support please contact harry.bostick@gov.uk, or call 0207 233 3144.

between the deli, butcher, bakery and 'pound shop' in the centre of town. After all, a supermarket is no more than a collection of shops under a single roof. The only real difference is that in the case of the supermarket our money is going to faceless shareholders instead of to people we know and to the local economy. I know which I'd rather.

Shopping in independent shops is accessible, permits a far more personal service and helps support the community in which we live. And what's more, by maintaining the community we make the place more attractive to live in. It is no coincidence that communities with local shops, pubs and facilities tend to command higher property values than those without.

This is not to say that the supermarket doesn't have its place in our lives: sometimes it is easier, quicker or cheaper. But this is certainly not always the case, and it would be a real shame to lose any more

"I've lived and shopped in the area most of my life. Northcote Road's always been a market street, a community street. It's important to keep streets like these. It would be terrible to lose it." Prunella Scales, Actress, speaking in support of the Save the Northcote Road Campaign.

of the unique shops that give our local area the charm and diversity of which we are rightly proud. 🦃

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