

ECONOMIC (IN)JUSTICE

FACTSHEET - TACTIC

Name	Tesco – The Lewis Family
Interview date	December 2020
Issues addressed	Small businesses; corporate greed; community and democracy.
Injustice category (linked to economic injustice)	ability <input type="checkbox"/> age <input type="checkbox"/> class <input type="checkbox"/> faith <input type="checkbox"/> gender <input type="checkbox"/> neuro-diversity <input type="checkbox"/> race <input type="checkbox"/> sexuality <input type="checkbox"/>
Locations referenced	Leicester
Campaigns, movements, protests	Street protest; Tesco.
Historical context	Lots of small independent businesses on Queen’s Road that would be at risk of losing business at the hands of Tesco being built.
Tactics	Apply political pressure; hold public debates; single issue campaign; make it enjoyable; understand local democracy.
Key words	Small business Corporate greed Mutually supportive local community Local democracy
Key points	<ul style="list-style-type: none"> • Make it a single issue campaign. • Involve the community through public debate to galvanise support.
Stand-out quotations	“Tesco pretended that they had the best interests of our community at heart, but really that wasn’t on their radar at all.”

	<p>“They [Tesco] were going to sacrifice small businesses and communities for corporate greed.”</p> <p>“There were masses of people in the community who really supported this.”</p> <p>“Don’t take no for an answer.”</p> <p>“Don’t let yourself be daunted in the face of a massive corporation.”</p> <p>“We can all be protesters. We all change history. History happens every day.”</p>
<p>Story summary</p>	<p>A Tesco was going to be built in a place with lots of small independent shops. To get the city council’s planning department to refuse planning, Tesco marched the streets and challenged Tesco to public debate. From this, Tesco galvanised the local community and built a huge base of support.</p> <hr/> <p>Tesco was going to be built and take away business from independent shops on Queens Road. Not only would the Tesco threaten the local shopkeepers’ business, but it was going to be built on a busy crossroads near a school, so it wasn’t safe. The Lewis family made a physical model to prove building a Tesco would be very dangerous. They showed this model to the community to exemplify their point.</p> <p>The Lewis family also did a comparison shop - local shops vs the nearest local Tesco - to prove that shopping local is cheaper. To galvanise the community, the Lewis family got lots of local people involved, they met for meetings, encouraged people to write on posts around Queens Road why they didn’t want the Tesco there, and created a wooden pantomime TESCNO van to use during a protest to get media traction. It so happened that during the protest, a Tesco delivery van drove past so they took a picture of TESCNO face to face with a Tesco delivery van and blocked it.</p> <p>Although they were told they would never win against a huge company against Tesco, they persevered and, unlike Tesco who arrogantly thought they would win, TESCNO included the community and didn’t take no for an answer.</p>
<p>Main themes for learners</p>	<p>Make it enjoyable and rewarding to take part in protest</p> <p>Have fun and be creative</p>

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