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COVERING BEESTON, CHILWELL,
ATTENBOROUGH, TON and BRAMCOTE

Issue 183: November 12, 2010
Fortnightly - 25p

Tesco opens its doors

by the Editor

THE watching and waiting is over, the arguments for and against the development are pointless: Beeston town centre has its new Tesco supermarket open for business.

It was always going to be interesting to see how many people turned up for the store's official opening on Monday, November 1. Two Nottingham Panthers players, captain Danny Myers and Weapon X, were invited to cut a ribbon and declare the store open for business and, as Tesco treated early customers to champagne and celebration cake, there was no shortage of visitors.

Takings at the Beeston store were expected to be in excess of £1 million during the first week of trading. After so much debate amongst local people about whether or not Beeston really needed another supermarket, where was this business going to come from? The data that major retailers such as Tesco use to monitor

trading figures for themselves and their rivals indicates that a comparatively low percentage is taken from their nearest competitors.

Perhaps part of the answer came from one or two of the early customers – one of whom had travelled from Risley, another from Beechdale. They were both Tesco customers already and had come to Beeston to have a look at the new store.

Logic decrees that the new supermarket will continue to attract a significant number of people to Beeston's town centre who wouldn't normally shop here. Rather than being a threat to the independent retailers along the High Road, this could be an opportunity.

Taking the local view, what happens to the smaller shops along the High Road is now entirely in the hands of their regular customers.

Customer appraisal

Raymond Edwards, from Beechdale, had come for a look at the store. He said: "Building this Tesco in Beeston has been a long and drawn out process, but now that it's here I think it looks great. It's spacious and there's good parking. I already shop at Tesco near to where I live, but I will certainly come here more often."

Sheila Mills, from Chilwell, thought that the employment opportunities provided by the new store would be good for the area. She said: "Job-wise, I think this

is great. Jobs are the mainstay of people's lives; people need jobs, and this store will go some way towards meeting that need."

David Benbow, also from Chilwell, said: "Now that we don't have the patch of derelict land in the town centre, the place looks better.

"This store will give people jobs and provide necessary competition for other retailers, but I feel sorry for the small shops along the High Road. Only time will tell as to what will happen there."

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John Clifford School gets good marks!

The Beeston school has received its first 'good' Ofsted report.

Full details on page 2...