



25th February 2007

A SNEAK PREVIEW OF HORKESLEY PARK



Could this be the real future of Horkesley Park: Suffolk Punches as the centrepiece of an urban retail complex?

The idea was to bring the notion of 'Horkesley Park' to the masses, so the Bunting travelling circus set up in the car park of Asda in Colchester, just by North Station roundabout. Buntings' stand, which has also been seen at shows and car boot sales since last summer, came with trailer and live Suffolk Punch and tannoy announcements extolling the wonders of the scheme, inviting passers-by to let their children pat the horse, to receive a 10% discount voucher for a meal at the Anchor Inn, and to sign a vaguely worded "petition" in favour of a project for which no application had yet been submitted and no precise specifications were yet available.

The style and location of the promotion made clear the size and ambition of the commercial operation behind the Horkesley Park proposal. This is no charity for the preservation of Suffolk Punches, whatever the Buntings claimed on their stand.

A concerned Nayland resident reported to SVAG that at least one check-out assistant in Asda personally encouraged a shopper to sign Buntings' petition "to save the Suffolk Punch, otherwise it would have nowhere else to live!"



Does Buntings' latest promotional campaign give us an ominous hint of the future?

The resident himself had been refused permission by Asda to set up a stand for charity in the same car park. He questioned the reasons for the Asda management's support of the Buntings' promotion.