



**MORRISONS**

Date: 22<sup>nd</sup> September 2011

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Our ref: DP/gm

Rt Hon Greg Clark MP  
House of Commons  
London  
SW1A 0AA

*Dear Greg,*

Re Morrisons in Tunbridge Wells

Further to our meeting last month, I am delighted to confirm that Morrisons will be opening one of the company's flagship 'stores of the future' in Tunbridge Wells.

As you will be aware, until relatively recently Morrisons has not had a premium fresh food offer that would have been suitable for Tunbridge Wells.

Since joining Morrisons last year I have been working with my team on creating this premium offer, taking inspiration from my international experience in retail and the fresh food merchandising and ranging seen in the USA and Canada. Many exciting innovations are currently being trialled successfully in our fresh food concept stores and it is these that will be brought together in a single proposition for Tunbridge Wells – our first 'store of the future' in the South East.

Enclosed with this letter is a summary of what the Tunbridge Wells Morrisons would comprise.

To deliver the new Morrisons in the Vale Road unit will require a complete internal refit together with some minor improvements to the exterior and frontage of the building. These changes require planning permission and a planning application was submitted today to Tunbridge Wells Borough Council.

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The external works required to the store are designed to improve not only customer accessibility but also to make the area around the entranceway of the store far more attractive and in keeping with the surrounding architecture. The principal amendments that our planning application seeks to make are:

- The removal of the planters in front of the store entrance and the creation of a new landscaped public space
- An overhaul of the canopy on the front of the store to allow more natural light into the store and a more open approach to the entranceway
- The introduction of high-quality paving and street furniture to enhance the public realm around the store

We are looking forward to opening our new store by Easter 2012 and are wholly committed to delivering the very best Morrisons for the town and creating employment for over 220 local people.

Should you wish to have a more detailed briefing on our plans or visit our Kirkstall concept store near Leeds to get a better idea of what the Morrisons in Tunbridge Wells will look like, please do not hesitate to contact me or Guy Mason .

Regards, and thank you again for all your support,

A handwritten signature in dark ink, appearing to read 'Dalton Philips', with a horizontal line underneath the name.

**Dalton Philips**  
Chief Executive

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