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The Rt Hon Grant Shapps MP
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Dear Mary,

29 FEB 2012

THE PORTAS REVIEW OF THE HIGH STREET: PORTAS PILOTS

As you know, I am delighted to be leading work on the Government response to your important review of the high street, and I am very pleased that you want to continue to be involved. This can only be good news for the high street.

I am excited by the idea of a television show that can follow and support some of the pilots over the next six months. It will be well placed to identify and publicise high street issues, energise people to get involved in their own towns, and has the potential to do much to spread ideas and good practice. Your help and expertise will, I hope, be extended in some way to those pilots that do not feature in your show.

To prevent any distraction, both from the success of the pilots in the long term and your show, I think there should be some clear blue water between the selection of the pilots and the television show. This will best be achieved by me selecting the pilots, with Yellow Door and Optomen having no involvement. While I think it is very unlikely that pilots will not want to get involved, we also need to be clear there is no requirement for anyone to take part in the show. Any arrangements between towns / individuals and Optomen / Ch4 will be on the basis of a separate agreement.

As officials have discussed with Peter Cross, any involvement in the implementation of the review is on the basis there is no remuneration available for this work, in line with the original report.

I look forward to successful pilots and a successful television show, both of which will, I am sure, contribute to the longer term revival of our high streets.

A large, stylized handwritten signature in black ink, appearing to read "Grant Shapps".

GRANT SHAPPS MP

*Good luck on your
manufacturing launch.*