



26th January 2012

Dear Mr Stewart

Re Proposed Demolition of vacant A1 shop and erection of three adjoining restaurant Units A3. Ventura Park Tamworth.

Ref: 0595/2011

PizzaExpress are one of the proposed operators for the redeveloped site of the former Allied Carpets building at Ventura Park and write to confirm our involvement in the scheme.

This proposed venture combines three complementary food and drink outlets, which are seeking to come to the Retail Park to serve the food and drink requirements of existing shoppers, in an exciting and modern format. This scheme has been designed to complement the most recently constructed buildings on the Retail Park. The design is aimed to enable all three users to have both ground and first floor space, with high visibility to and from Ventura Retail Park. This enables all three users to display their respective food and drink offer in a shared sustainable building, benefiting from shared servicing and parking areas. Other existing buildings either on Ventura Retail Park or in the nearby areas are not suitable for our combined profile and would not maximise the benefits previously identified above.

We understand that the Local Planning Authority would prefer us from pure planning policy perspective to locate within the town centre and have suggested a variety of potential properties. We can confirm that these buildings and sites do not meet our specification for a combined operation in a bespoke modern structure. Indeed the impetus for this project is directly related to the quality of the new retailers now operating at Ventura Retail Park and with whom there can be a complementary relationship in terms of our respective customer bases.

On this basis, we can confirm that we would not be looking to operate either individually or in our new combined format in the town centre. Therefore as a result, if the application for this new building is unsuccessful then regretfully we will be forced to look outside Tamworth to carry out the first rollout of this new combined food and drink format.

For information, this combined project will generate new jobs for which we would be looking to recruit staff for from the local area with our element of the proposal being responsible for generating 25 new jobs..



We trust the above information is helpful to you in your consideration of the proposal.

Yours Sincerely

P.P. 

Mark Jones
Group Acquisitions Manager