



Sally Hawken
Liskeard Town Team

The Rt Hon Grant Shapps MP
Minister for Housing and Local Government

Department for Communities and Local Government

Eland House
Bressenden Place
London SW1E 5DU

Tel: 0303 444 3460
Fax: 020 7828 4903
E-Mail: grant.shapps@communities.gsi.gov.uk

Dear Sally,

www.communities.gov.uk

25 MAY 2012

Mary and I wanted to write to personally congratulate your Town Team on your fantastic achievement of becoming one of the first Portas Pilots. As you know there was an amazing response to the competition. Your town of Liskeard has shown the leadership, energy, enthusiasm and vision to make a real difference to your local high street and to make it the hub of your community. Your video will now be shared with the rest of the country on Mary's own website, maryportas.com.

We were particularly impressed by your plans to create a vibrant arts scene, seasonal and evening events and an evening market. And we were interested in your use of flash mob techniques from guerrilla gardening to yarn bombing to awaken the town!

Your prize comes with a certain amount of responsibility. We expect that you will take your role as a Pilot seriously and deliver fresh, vibrant and exciting ideas. Your town will expect that you will reinvigorate your locality and mobilise your community under the leadership of your brilliant new Town team.

Please use your prize money wisely, but even more importantly, harness the momentum you have already generated in your town to go on and do great things. We are both fully committed to helping you on this journey and are planning national events and web activity whereby best practice is shared between the twelve Portas Pilots, and more importantly, the rest of the country.

Department for Communities and Local Government officials will be in touch with you very shortly to explain the full range of support that will be available to you and then to visit you. This support will include, but is in no way limited to, help from the Arts Council with cultural events, and free data and analysis from both the Local Data Company and Springboard Research Ltd.

And you will also have support from the two of us. We are very much looking forward to meeting with you and working with you to drive forward your bold plans. Well done and the best of luck!

We are copying this letter to Cllr Alec Robertson, Leader of Cornwall Council, and your local MP Sherryl Murray, who we are sure will want to support your Town Team in any way they can.

Handwritten signature of Grant Shapps in black ink.

Handwritten signature of Mary Portas in black ink.

GRANT SHAPPS MP

MARY PORTAS