

PRIME MINISTER

YOUR VISIT TO SAINSBURY'S, NINE ELMS

Tomorrow you will spend an hour visiting this new store which is running a British promotion. Sir John Sainsbury will be your host.

From 9.30am to around 10.10am you will tour the sales floor and the remainder of the time will be spent visiting staff facilities and seeing a new delivery truck. This truck is being developed by Sainsbury's in collaboration with British suppliers to give greater carrying capacity without increasing the size of the vehicle. This development has been helped by the axle loading changes made by the Department of Transport in May.

You will be shown the bakery and if you decide to go into it you must don a white coat. The store assures me that a hat will not be necessary.

Photographers and reporters will follow you round the store but will not be allowed into the staff area nor the vehicle display as Sainsbury's are not yet ready to unveil the truck.

There will be media demands for a few words from you and I suggest we allow five minutes on a contingency basis as you move from the store to the staff area - the point where the press will be stopped from following you.

No media interviews.

The store will be open to the public during your visit but the number of shoppers will be far less than the massive crowd you encountered in Marks and Spencer at Marble Arch; around 150 customers are expected in the store and you should resist signing autographs as you may be overwhelmed.

Content?

*Gordon Shepherd*

GORDON SHEPHERD

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