

J. SIMPSON & SONS LTD.

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FAO MrA.Donovan.
07/04/95.

Dear Sir,

Having recieved the letter from your pressure group today and after my telephone conversation with one of your associates I felt I must write to add our own concerns to that of others you have obviously recieved recently.

We as a company have sold shell petrol at this location for sixty years.The last fifteen of which we acted as both landlord and tennant in respect of our forecourt retailing operation.And up untill the last five years have had an extremely good and cordial relationship with SHELL UK.However the last five years have seen a drastic change in this relationship.With SHELL UKs apparent policy change from an agressive pricing structure within its retailing operation to one of a non agressive stance and since this inception its savage attitude towards its own retailing network.

It would appear to ourselves that since many of SHELL UKs own staff have left the company(staff I would suggest of long and experianced standing) they appear to have been replaced by what I can only call college boys who would appear to be operating on the text book mentality of business operation to the cost of all else.

With the above in mind as our contract with SHELL UK expired in july of 1994 we were faced with the choice of running our forecourt ourselves as independants or to lease our site and have no more involvement in its daily operations,as we did not want to remove shell petrol from our site we chose to lease the site to shell for a further 15yrs but even this was not straight forward.The fickle nature and lack of honour within our negotiations were a shock to our selves coming from a large company as Shell obviously is.But in retrospect we are now not suprised.

we would hope this letter may help you and serve as a warning to others contemplating any form of activity with this company.

yours faithfully.

I.N.Ainsley.