

Adran Tai ac Adfywio
Housing and Regeneration



Llywodraeth Cymru
Welsh Government

sdavies@valeofglamorgan.gov.uk

7 April 14

Dear Ms Davies

High Streets Campaign

I am writing with regard to the Welsh Government stated commitment to establish a *Support Welsh High Streets* Campaign. It is our proposal to hold the first Campaign in September this year and I would welcome both your support and involvement in developing this exciting opportunity.

The Welsh Government's vision as set out in its Programme for Government is that everyone in Wales should live in a 'vibrant, viable and sustainable community with a strong local economy'. In delivering against this vision, the new regeneration framework, 'Vibrant and Viable Places' was launched on 11 March 2013.

'Vibrant and Viable Places' includes a commitment to establish a *Support Welsh High Streets* Campaign to encourage the use of the local high street, to increase footfall and spending and to demonstrate the range of services and experiences, where people can feel part of their communities and can access services, learning and exercise opportunities. This commitment has been reiterated in the Town Centre Action Plan approved by Cabinet. These objectives will be supported by a broader communication message regarding raising awareness and motivating and engaging with shoppers and retailers in communities.

Similar campaigns have worked well elsewhere (e.g. in the USA and Love Your Local Market) and this is considered an initiative where the Welsh Government could provide a national focus for activities being supported and delivered at local level and give national public prominence to high street/town centre regeneration.

A Task and Finish group has been established to advise Welsh Government on this approach and have worked with officials to develop the broad approach outlined. The members are representatives of the Welsh Retail Consortium, Boots, Action for Market Towns, Association of Town and City Centre Management, the British Market Authority (currently involved with the Love your Local Market campaign), WLGA, National Skills Academy and the Association of Convenience Stores, alongside Homes and Places and Communications officials.

I have included background details of our plans in an annex.

Next Steps:

I would appreciate your consideration of this initiative and would ask that you support both our approach and the Campaign. While the campaign will be Wales wide we would hope that each local authority will have lead high streets where events and visits can be focused.

I would welcome your nominations for the lead High Streets in your community for this first year of the Campaign and activities that we can expect to see. These will then be included in our national publicity. I attach a proforma for this information to be provided.

Please send details to my officials leading on this area, Ceri Davies / Jane Richards (RegenerationPolicy@Wales.GSI.Gov.UK tel (02920 823781), on your suggested lead High Street and proposed activities with the details of your lead officials by May 16 2014.

Yours sincerely

A handwritten signature in cursive script that reads "K Palmer".

Kath Palmer
Deputy Director, Homes and Places

Annex 1

Support your Local High Street Campaign Plan

Background and Introduction

The Welsh Government's vision as set out in its programme for Government is that everyone in Wales should live in a 'vibrant, viable and sustainable community with a strong local economy'. In delivering against this vision, the new regeneration framework, 'Vibrant and Viable Places' was launched on 11 March 2013. This followed a policy review and 3-month consultation period, including events and workshops. Prior to the announcement of the policy review into approaches to regeneration, Cabinet agreed to a "whole- government" approach to regeneration. The policy review was also informed by the National Assembly for Wales' Enterprise and Business Committee report on Town Centre Regeneration in January 2012 (the Welsh Government accepted all of the recommendations).

'Vibrant and Viable Places' includes a commitment to establish a *Support Welsh High Streets* Campaign to encourage people to use their local high street, to increase footfall and spending and to demonstrate the range of services and experiences, where people can feel part of their communities and can access services, learning and exercise. This commitment has been reiterated in the Town Centre Action Plan approved by Cabinet.

This commitment was included because similar campaigns have worked well elsewhere (e.g. in the USA and Love Your Local Market) and it was considered a relatively straightforward and low-cost way for the Welsh Government to support activities at local level and give national public prominence to town centre regeneration. Such a campaign will also help us deliver on two Enterprise and Business Committee recommendations: sharing good practice around town centre promotion; and taking a lead on town centres by bringing key stakeholders together for the benefit of our town centres.

This plan considers the options in implementing this campaign and advises on the timescales and resources required.

Campaign Aims

The main aim of the campaign is to highlight the value and services of local high streets / town centres to encourage communities to use their local high street, to increase footfall and spending in high streets supporting the retail offer, local services and the night time economy. It also aims to raise awareness of the role of the high street in delivering a range of services and experience, where people can feel part of their communities and can access services, learning and exercise. It is intended that the campaign should encompass retail, local services, the night time economy and heritage links. This locally delivered campaign will also emphasise the commercial, cultural and community benefits that high streets across Wales can offer, and the local delivery of the campaign will give communities the opportunity to discover and celebrate what makes their local high street unique.

Overall Communication Objectives

It is envisaged that in its first year, the campaign will focus on local high streets and will deliver against the following objectives:

- To raise awareness, of the local population, of the range of retail outlets and local services on high streets;

High Street Proforma

Priority (highest first)	High Street	Justification	Suggested Events
1			
2			
3			
4			
5			
6			
7			
e.g.	Brecon		Public Entertainment, Children's window quiz, Food tasting and fair, Evening meal discount night, L Gov. Cabinet visits,

- To motivate people to think of their local high street with a sense of pride and as a credible retail option;
- To position local high streets as desirable retail locations with local businesses;
- To motivate retailers and service providers to participate in the campaign and develop activities and events to co-incide with the campaign;
- To engage with local stakeholders, particularly local authority Regeneration teams, Town Centre Managers and local communities and encourage the development of and participation in events and activities;
- Develop activities and events to co-incide with the key campaign focus during a themed week.

Campaign Messages

The proposed overarching campaign message and campaign slogan is to be decided, but will be a brand that works in both English and Welsh.

The following high level campaign messages will be developed into targeted messaging for the campaign audiences:

- Use your local high street
- Your high street provides a unique experience offering many local services as well as retail opportunities
- Support local supply chains and local produce
- Be proud of your local high street and see it as a preferred retail option
- Think about the range of products and local services your high street offers

Audience

Further segmentation is required, however, the main target groups are:

- Shoppers and visitors
- Stakeholders, local service providers and retailers, particularly small and medium businesses
- Local and national media

Campaign Concept and Channels

The campaign concept is to develop a nationally led and locally delivered slogan based campaign around the agreed key messages. The Campaign will be announced in early July 2014 and will be followed by a High Street Week in September launched by a high profile, national Ministerial event and followed by a week of activity at a local level.

In summary, the approach will be to develop and offer a national campaign aesthetic, on-line materials and PR opportunities to Local Authorities and other key partners who will work with local businesses and service providers to deliver an exciting programme of activities and events to co-incide with the campaign. This delivery will allow high streets to participate and develop a local approach whilst being able to maximise the opportunities provided by national branding.

