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Dear Mr Cavanagh,

We are aware that there is a funding opportunity through the Levelling Up Fund for the transformation of the county town of Haverfordwest, establishing it as a major 'go-to' destination and one which will also benefit the whole county.

Tenby Museum and Art Gallery is a long established museum in historic Pembrokeshire. The town of Tenby has achieved considerable success as a tourist destination, and as a museum which looks to the wider county, we are aware that there is a lot of potential for the future both for the tourism and commercial industries. Pembrokeshire has excellent outdoor facilities with the Pembrokeshire Coast National Park, beaches, attractive harbours and gardens, but with the vagaries of the weather it is important that the indoor facilities are improved and extended for both residents and visitors so that it is a year round destination.

Our own archives and records demonstrate what a major hub the county town of Haverfordwest has been in the past, with its castle and key location on the navigable reaches of the Cleddau River. However, it no longer provides the vibrant focus that a county town should. There would be considerable benefit in restoring the castle and creating and improving linkages between the castle and the rest of the town centre, and indeed across the Cleddau with the new signature bridge.

A quality heritage attraction, setting out the town's importance and history would bring many people into the town. The promotion of areas away from the 'honeypots' such as Tenby and Saundersfoot would offer the visitor greater engagement and entertainment in the county. Haverfordwest lies fairly centrally in Pembrokeshire and regeneration of its 'offer' would be a draw not only for visitors but as importantly the residents of the county, a centre for entertainment and shopping and creating new and creative employment opportunities.

The Trustees of Tenby Museum and Art Gallery wholly support an application for major funding to regenerate the town, castle and the creation of facilities which demonstrate the past and future importance of Haverfordwest.

Yours sincerely

A handwritten signature in black ink, appearing to read "Michael Williams".

CLlr Michael Williams
Chair of Trustees