



June 11th 2021

Dear Sir/Mdm.

Levelling up application - Haverfordwest

The Haverfordwest Business Circle was set up in 2014 by a group of independent businesses who care passionately about the town. Our aim is simple, to encourage shoppers back into our County town.

We passionately believe that Haverfordwest has huge potential. It was once a prosperous and vibrant town but has fallen upon hard times. First with the lure of out-of-town shopping which saw the town centre lose key anchor stores, then with the growth of Internet shopping, and now with the pandemic which has supercharged town centre decline with more and more people now shopping online and enormous hardship on businesses that has occurred.

But despite all of that, the town can transform and it can be vibrant again. It has amazing assets: a Norman castle; a high street which has been described as the finest Georgian Street in Wales; a river running through the town. These are ingredients that many towns up and down the nation would love to have.

It is in this context that we are writing this letter of support. The vision for the town is a compelling one and the schemes that would be delivered if this application is successful, alongside other interventions that the Council has already delivered and others that it is in the process of delivering, will make a huge difference to the vibrancy and viability of the town for businesses.

By maximizing the potential of those great town assets, better connecting the town and creating not one but two key visitor destinations (castle and signature bridge), we will give visitors and shoppers reasons to come back to the town. High-quality leisure experiences, combined with high quality retail will lead to growth in footfall, dwell time and spend. Such conditions will give businesses confidence to invest, creating new jobs and growth.

Kind regards,

H Lewis

Heidi Lewis (County Sports)
HBC Secretary