

A number of endorsements were received for the campaign:-

"The 'Choose the High Street' campaign successfully connects with customer sentiment and highlights the power of consumer choice. The initiative demonstrates the importance of managing our town centres, something we as the Association of Town & City Centre Management have highlighted to Welsh Government." **Chief Executive Martin Blackwell -Association of Town & City Centre Management**

"At Revive and Thrive, we fully support and endorse the excellent 'Choose the High Street' campaign. Our high streets are about much more than shops - they are places to meet and relax and give us all a sense of community, of belonging somewhere. This campaign is an important part of the on-going effort to revitalize and rejuvenate the most important part of the places we live in." **Mark Barnes Managing Director - Revive & Thrive**

"The 'Choose the High Street' campaign is very good and something that Welsh Government could consider using in other towns across Wales, I would be happy to use the campaign locally in Bridgend." **Rhiannon Kingsley - Chair of Association Town & City Centre Management Wales / Bridgend Town Centre Manager**

"The role of the high street in the 2020's is vitally important and the 'Choose the High Street' campaign affirms this. The retail scene is evolving rapidly and our high streets reflect this as top internet performers open shops and new 'collect' provisions become part of how we now use our local high street. Any campaign to make customers aware of the need to vote with their feet and support the high streets is to be welcomed." **John Couzens, Centre Manager - Castle Court Shopping Centre, Caerphilly**

"I drove in from the north end of Blackwood earlier this week, a route I do not usually travel and saw the *Choose The High Street* billboard situated next to the Institute. What a great sign, it certainly is eye catching, a great advert for the campaign and one that will hopefully have a positive effect." **Huw Edwards - Tidal's Store & Chair of Blackwood Retail Partnership**

"Choose The High Street is an innovative way of encouraging those who do not shop locally to come into town and see what is available and what they are missing." **David Collins - Bargoed Chamber of Trade**

"Each shop in a High Street is individual and a reflection of the owner's personality, which is something very special. Choose the High Street encourages people to experience this." **Helen O'Sullivan – Risca Pine Centre**

"A High Street is not just about the variety of shops, but also the community. People cannot only shop for their items, but also chat with the shopkeepers, which keeps community spirit alive within the town. The Choose the High Street campaign endorses this." **Andrew Berry – Andrew Berry Jewellers**

"Thanks for providing us with the high street bags we ran out of them pretty quickly we had customers who sent their friends, family and neighbours to come in and get one which then improved our footfall. Customer Feedback was very positive and all thought the same about supporting our local high street shops." **Customer First Team Caerphilly Library**

"Just to say thanks for the bags they have been very popular with our customers. Also we are distributing the High Street info maps with the bags now and customers are saying how useful they are." **Blackwood Library Staff**

"We have had a very favorable response from the customers and have put a supply of the leaflets and bags on the main reception desk and the cash office." **Customer First Team, Ty Penallta**