

Visit Pembrokeshire Ltd
Suite 4, Llanion Cove Offices
Cleddau Reach
Pembroke Dock
SA72 6UJ

Date: 8th June 2021

To whom it may concern,

Re: Levelling up Haverfordwest

On behalf of Visit Pembrokeshire, the official Destination Management Organisation for Pembrokeshire (DMO), I write to offer our firm support for Pembrokeshire County Council's levelling up bid for Haverfordwest.

Addressing Pembrokeshire's seasonality issues and developing its reputation as an all-year round visitor destination, is a key objective in the 2020-25 Destination Management Plan. This is a shared plan to grow tourism for the benefit of all. Whilst Pembrokeshire has developed a great reputation for its beautiful landscape and stunning coastline, sadly its county town has not kept pace and has been in decline. For towns to remain relevant to the communities they serve and to attract visitors, it is essential for them to develop local distinctiveness and a sense of place. It is also important that they are multi-functional operating as social, cultural and retail hubs at the heart of their communities.

The levelling up Haverfordwest project presents an incredible opportunity to revitalise and reenergise the county town of one of the most beautiful parts of the UK whose coastline has been voted by national geographic as the 2nd best coastline in the world. The proposal to revitalise the Castle, developing this as a key heritage and cultural attraction with flexible outdoor space, and improved connectivity and permeability across the town with the iconic bridge, would respond to these challenges, attract inward investment, and encourage civic pride.

We are excited by this bid and therefore keen to lend our collaborative support to the project as it supports our shared strategic ambitions for this beautiful county.

Yours faithfully

Emma Thornton
Chief Executive