

Dear Britain,

We appeal to you, the British public, to help breathe new life into our high streets after these months of closure.

The reopening of more shops is an important step in reviving our economy.

But it is just the start. To give high streets a future, we need your support.

Every penny you spend, every purchase you buy, is a shop kept afloat and a job maintained.

Our high streets are at the heart of our communities and will be vital in helping to kick-start the economy.

Shops have been working flat out to prepare, by putting in measures to ensure you can shop safely.

We are all emerging, very slowly, from a tough moment in our history.

But, together, we can all do our bit to help British businesses get through these unprecedented times.

So we call on you to Shop for Britain.

Signed.