



Department for
Communities and
Local Government

Joan Bishop
Dornoch Area Community Interest Company
Whinhill
Dornoch
Sutherland
IV25 3RW

Dear Joan,

GREAT BRITISH HIGH STREET AWARDS: SPECIAL RECOGNITION

It is with great pleasure that I am writing to you, on behalf of the Future High Street Forum, which I chair, to inform you that Dornoch Area Community Interest Company has been selected to receive a 'Special Recognition' commendation as part of the GB High Street awards 2016. We wish to offer this commendation to a number of applicants who did not make the final few to celebrate the outstanding contribution they have made to their high streets.

We wish to recognise and commend you for your successful collaboration with local groups, including external stakeholders, to promote Dornoch as a year-round destination. Your use of social media and the introduction of "Dornoch Ambassadors" have been particularly impressive. It is fantastic to see an increased range of events, festivals and activities, alongside improved facilities for the community. I am also pleased to see that you are actively measuring the outcomes of your work, and that this shows such positive achievements – including numbers using the visitor centre increasing by 20%.

We will be looking to publicise your pen portrait on the Great British High Streets Awards website, promoting it on social media, and, where appropriate, approaching local media for a feature. DCLG Press Office will be in touch with you shortly with further details about press arrangements.

In the meantime, I should like to offer my warm congratulations again on your award, and to thank you for the contribution you have made in making our towns and high streets better places for all.

I am copying this letter to your MP, Dr Paul Monaghan.

ANDREW PERCY MP

Andrew Percy MP

Minister for Local Growth and the Northern Powerhouse

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