# LOVE YOUR HIGH STREET

## IMPACT REPORT

OPEN

A NATIONWIDE CAMPAIGN CHAMPIONING INDEPENDENT BUSINESSES, STRONGER HIGH STEETS AND THRIVING COMMUNITIES

# THE CAMPAIGN AT A GLANCE

**Big personalities, brilliant businesses and plenty of local love!**

#LoveYourHighStreet celebrates the amazing independents bringing colour, character and community spirit to high streets across the country, along with the shoppers and shopkeepers who make it all happen.

## 2026 SO FAR

**447.76M**
MEDIA REACH

**130,773K**
EVENT COUNTS

**190,027K**
SOCIAL VIEWS

**200+**
WINDOW STICKERS SENT OUT

**300+**
PACKS DOWNLOADED

# A NATIONWIDE MOVEMENT

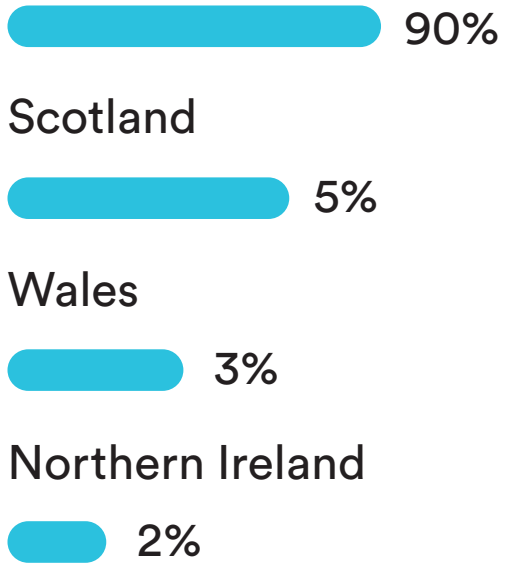
Communities across the nation got involved, spreading the local love and celebrating the brilliant independents on their high streets.

## UK-WIDE REACH

- All 4 nations
- 12 regions
- 120+ towns and cities



## PARTICIPATION BY PERCENTAGE



# THE IMPACT

Love Your High Street got everyone cheering for independent retail! Retailers, partners, shoppers and communities came together to celebrate the brilliant businesses that make our high streets anything but ordinary. It was all about sharing the local love, championing the people behind our favourite independents and showing just how important a thriving high street is to the heart of a community.

**GREATER VISIBILITY**
for independent retailers

**STRONGER ENGAGEMENT**
with shoppers and local communities

**A LOUDER VOICE**
for the high street across the nation

# WHATS NEXT?

The love doesn't stop here! Love Your High Street is much more than one campaign week. It's a year-round celebration of brilliant independent businesses, buzzing high streets and the communities that make them special. Let's keep shopping local, sharing the love and giving our high streets the support they deserve.

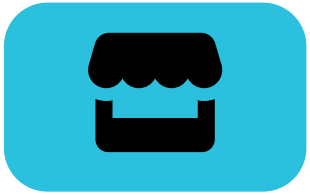
## GET INVOLVED

Keep the Love Your High Street message going



**Download the assets**

Include LYHS assets in your marketing activities.



**Order your free sticker**

Show your support and be part of the movememnt.



**Shout about it all year**

Always celebrate your high street.