

Helmsley needs public's help to be crowned Britain's best high street

Helmsley needs your votes in the national competition to find Britain's best high street.

Two weeks into the six-week public voting period, a rankings release by the Great British High Street Competition has revealed that in the Market Town category, Helmsley high street is riding high in first place.

But with four weeks to go until voting closes, that could all change.

Winners in each of the seven categories get a share of a prize pot worth £80,000 which includes expert training and tailor-made tips from Google's training taskforce for one hundred of their shops, bars and restaurants.

With the public vote making up 50% of final decision, the team behind Helmsley high street are urging local people to get behind their bid for glory.

Carolyn Frank, Bid Leader from Libby Butler Jewellers said:

"Over the past 3 years Helmsley in Business have made every effort to make Helmsley a better place to work, shop and socialise for our residents and all our visitors. We do this successfully only due to the immense community support, and becoming finalists in this national competition is a great recognition of all the volunteers and effort that goes in to the town across all it's organisations."

"That's why we are delighted that that we've been recognised as one of the top 3 high streets in the Market Town category and one of the best in the country.

"But to help us get over the line and be ranked Britain's best, we need local people and all our Helmsley fans nationally and internationally to keep getting online and get voting every day until the November 13th deadline.

"Those who wish to vote online but don't have computer access can do so at the voting stations around town including Lazenby Visuals, the Cut Price Book Store, Hunters of Helmsley upstairs, Helmsley Post Office and Campaign HQ at Libby Butler Jewellers!"

The [Great British High Street Competition 2015](#) is run by the Department for Communities and Local Government and sponsored by Boots, Costa, Post Office, Marks and Spencer and Tesco.

Now in its second year and is one of a number of initiatives to help champion high streets as the cornerstones of the community.

These include a billion pound package of investment ranging from targeted business rate discounts, sensible planning changes and action that reins in over-zealous parking practices.

High Streets Minister Marcus Jones said:

“The local high street is the life and soul of many towns, villages and cities across the country. These awards are a great opportunity to not only celebrate those that are the best of the best, but also to help others learn their valuable tips for success.

“Helmsley did fantastically well to make it into the final three but now they need your help to get them title of Britain’s best.

“If you care about your local high street then show your support and get voting.”

This year’s competition saw a record 230 applicants and now, for the first time, the public has the chance to vote directly for their best-loved high street online.

Between now and 13 November you can cast your vote for free via thegreatbritishhighstreet.co.uk or on Facebook.

Already two weeks in, nearly 50,000 votes have been cast.

Alongside the public vote each finalist will be visited by an expert judge – one of a panel of industry experts from the [Future High Streets Forum](#). The judges have a 50% say on who wins the competition.

The twenty-one finalists for the Great British High Streets competition were announced on 1 October. Voting closes 13 November.

This year’s competition also sees prizes for the 10 ‘rising stars’ and special recognition awards to people or places that have made an invaluable contribution to their local high streets.

The first Great British High Street competition last year saw 135 communities battle it out to be crowned the nation’s best. Belper in Derbyshire emerged as the overall winner. Belper found that winning not only boosted town pride, but also had a tangible economic impact with retailers reporting increased footfall.

To go online to cast your vote, visit the [Great British High Street website](#) and follow [@TheGBHighSt](#) on Twitter.

Notes to editors:

1. The Great British High Street competition is run by the Department for Communities and Local Government and sponsored by Boots, Costa, Post Office, Marks and Spencer and Tesco.

2. The Google Digital Garage on Tour is a workshop which includes sessions for businesses on finding and keeping customers online and the chance to have one-to-one consultations with Google specialists to chat through their businesses digital needs.
3. There are three Great British High Street Rankings Releases over the course of the six-week public vote. They are scheduled for 15 October, 29 October and 12 November. Rankings in each category, from one to three, will be given. Actual voting figures will not be released.
4. 50% public vote will be used to judge all finalists. Finalists will be awarded points as a percentage of actual votes received.
5. For more information or to vote for your high street visit the [Great British High Street website](#)