

MARKET TOWN AWARDS 2007

MARKET TOWN: HEBDEN BRIDGE

PROJECT NAME: THE REVISION HEBDEN BRIDGE PUBLIC REALM

Partners: Upper Calder Valley Renaissance Partnership (UCVRP), Calderdale MBC, Yorkshire Forward, Hebden Royd Town Council, Hebden Royd Partnership and Hebden Bridge Business Association

Category: Environment and Culture

A brilliant town just got better! Hebden Bridge, known for its unique environment and shopping experience, has seen its town centre transformed. Narrow pavements, congested streets and illegal parking (see below) meant that residents and visitors to the town often found themselves in conflict with traffic in the town centre. This is now a thing of the past in the town's



square where visitors now relax in the pavement cafés or sit watching street performers.

This transformational project was identified in the Masterplan for the UCVRP. An extensive traffic review, survey of retailers and of visitors in 2005 identified the need for improvements. Work started on site in April 2006.

The project, which is one of 19 demonstration sites across the EU, forms part of a European Interreg research project which seeks to demonstrate the link between landscape improvements and

investment decisions.

The project has resulted in private sector investment in shop fronts along the improved routes, and the new traffic free areas (right) are being used for pavement cafés etc.

Whist work has been steered by community members to ensure local aspirations were met, funding for the project came from Yorkshire Forward, Intereg IIIB, and Calderdale Council. In the future, Calderdale Council will maintain the hard landscaping, and the Town Council will maintain and enhance the soft landscaping.



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