

# MARKET TOWN AWARDS 2007

**MARKET TOWN:** THIRSK

**PROJECT NAME:** THIRSK & SOWERBY PAST AND PRESENT

**Partners:** Thirsk Regeneration Initiative, Hambleton District Council, Thirsk Town Council, Sowerby Parish Council

**Category:** Environment and Culture

Thirsk and Sowerby Past and Present is a town and countryside trail of 15 information boards produced by the local community. The route is circular, flat and approximately three miles in length. The boards interpret key features around the town explaining the history and heritage for visitors and local people alike.



Tourism is a key part of the Thirsk economy, and the project has fulfilled an identified need for additional interest points in and around the town to encourage visitors to linger and explore its history and heritage. By staying longer visitors are more likely to make a greater contribution to the local economy.

Over 60 local people attended the launch event, bringing with them memories, photographs and other memorabilia. The project brought local people from all walks of life and of all ages together to produce materials in a variety of media to appeal to as wide an audience as possible. Workshops at local schools produced artwork for incorporation into the boards; sessions with young people researched old documents for content and logo ideas; and other groups, including older people, artists, historians and designers set about writing and designing the boards. The finished product, completed in March 2007, is a well researched, colourful and innovative town and countryside trail which will help to promote Thirsk's history and heritage to locals and visitors alike.

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