

Market Street, Hebden Bridge goes for gold in Great British High Street competition

Thanks to the Hebden Bridge Business Forum, Market Street in Hebden Bridge is in the running to win up to £50,000 in prize money as part of a nationwide search for the Britain's best high street.

The Forum, together with a focus group of local businesses, has put together an application for Market Street in the category of Market Town in this year's Great British High Street awards, in recognition of the town's amazing success in getting back on its feet after the devastating Boxing Day floods.

If successful, Market Street will win a share of the cash prize pot and dedicated support and mentoring from industry experts, which could range from one-to-one coaching to advice on digital marketing.

The competition is a great way of sharing successful ideas to regenerate high streets and make them vibrant places to shop and socialise.

Eileen Kelly, secretary of the Hebden Bridge Business Forum said:

“High streets are a vital part of our community and make an important contribution to the economy through the billions of pounds they generate and the thousands of jobs they support in retail, leisure and other businesses.

There's a renewed buzz on our high streets and this competition is searching for the very best ideas, innovation and creativity.

“The conditions of the application meant that we had to choose just one street. After discussing this with a focus group of local retailers, Market Street was chosen as we can stretch this from the Fox & Goose right through to the Picture House and beyond. This is great news for the whole of Hebden Bridge and, fingers crossed, our entry will be successful.”

As Hebden Bridge is the only town in Calderdale entering the competition, everyone can help the town's application by posting the following on Twitter – the more posts, the more chance we have of winning:

We support Market Street #HebdenBridge for the Great British High Street award #GBHighSt (you must use this hash tag to be noticed by the judges!)

For more information about the Hebden Bridge Business Forum please contact Eileen Kelly hebdenbridgebusiness@gmail.com