



PRESS RELEASE

Monday 24th October 2011

250,000+ CROSS PEACE BRIDGE

Ilex, the urban regeneration company today announced that the total pedestrian movement on the Peace Bridge has exceeded 250,000 since the bridge was launched on June 25th.

Michael Gallagher, Ilex's Strategy and Regeneration Manager explained: **“The Peace Bridge was given significant funding from the EU Peace III programme because of the way it would make very real changes to the look and feel of the city. Now, just four months after its launch, the bridge has exceeded everyone's expectations with over a quarter of a million pedestrians and cyclists using it to access St. Columb's Park, the Waterside and city side. This figure has been calculated using a range of methods including handheld counters, sampling and the multi-directional digital counter which has been installed on the bridge”.**

Highlighting the significance of the announcement, the Mayor, Alderman Maurice Devenney said: **“This is great news for the city and proof of how the Peace Bridge has won the hearts and minds of the people in Derry~Londonderry. This year we are celebrating the 25th anniversary of the Hallowe'en Carnival and, for the first time ever, people will be able to view the fireworks display from the Peace Bridge”.**

The fireworks display will be held on Monday 31st October at 8pm and restricted numbers will be allowed on the Peace Bridge. Access via Ebrington will be closed when the bridge has reached capacity.

ENDS

For further information contact Mo Durkan, Ilex - 028 7126 9226 or 07917 544297. Press release is downloadable on www.illex-urc.com

NOTES TO EDITORS

The third bridge across the River Foyle, the Peace Bridge has been given £14.49m from the European Union's PEACE III Programme managed by the Special EU Programmes Body (SEUPB). The programme's theme of Creating Shared Public Space aims to support large scale infrastructure developments that will tackle problems of separated communities by creating genuine new shared space or transforming contested space.

The Special EU Programmes Body is a North/South Implementation Body sponsored by the Department of Finance and Personnel in Northern Ireland and the Department of Finance in Ireland. It is responsible for managing two EU structural funds Programmes PEACE III and INTERREG IVA designed to enhance cross-border co-operation, promote reconciliation and create a more peaceful and prosperous society. The programmes operate within a clearly defined area including Northern Ireland, the Border Region of Ireland and in the case of INTERREG IVA, Western Scotland.

The PEACE III Programme, funded through the European Regional Development Fund, is worth €333 million and is aimed primarily at reinforcing progress towards a peaceful and stable society and promoting reconciliation. It focuses on helping Northern Ireland and the Border Region of Ireland to reconcile communities and contribute towards a shared society.

For more information on the SEUPB please visit www.seupb.eu

Peace Bridge

The Peace Bridge physically and symbolically unites both sides of the River Foyle and is conceived as two distinct structural systems that work in harmony, a pair of identical curved suspension structures, each allied to opposing banks, in a fluid "S" shaped alignment. At the middle of the river both structural systems tangibly overlap, boldly interacting to create a single unified crossing – a structural handshake across the Foyle and an embrace in the centre of the river.

The Peace Bridge measures 235 metres bank to bank and 312 metres in total, and has a gradient of 1/50.

Survey Methods

- Total pedestrian movement on the Peace Bridge to date is estimated to be over 250,000
- The busiest day of the week is Saturday, followed by Wednesday

- The peak time is around 3pm

Pedestrian movements are recorded using a number of methods, including hand held counters during the Peace Bridge opening weekend, random sample counts over five minute periods and counts from a static multi-directional digital counter which records the number of movements east and west.

