



# Jan 25 Newsletter

## Looking Ahead to an Exciting 2025

As we step into the new year, our team is busy planning a range of initiatives to make 2025 a fantastic year for Halifax town centre.

To help us stay connected and keep you informed, our team will be visiting businesses over the next few months to update contact details. **Please assist us by completing the contact sheet via the QR code provided** — it's a quick and easy way to improve communication between us.

Together, we can make 2025 a thriving year for Halifax. Let's continue working hand in hand to make our town centre a vibrant, welcoming, and successful place for all!

Our main focus areas for the year will include:

**ENHANCING THE CLEANLINESS AND APPEARANCE OF THE TOWN CENTRE.**

**LAUNCHING A MARKETING CAMPAIGN TO CELEBRATE AND PROMOTE HALIFAX'S INCREDIBLE COMMUNITY SPIRIT.**

**STRENGTHENING OUR PARTNERSHIPS WITH KEY STAKEHOLDERS AND CONTINUING TO FOSTER COLLABORATION.**



SCAN HERE

## Exciting Opportunity for Halifax Businesses!

Halifax BID is thrilled to announce the launch of our Event Match-Funding Scheme! This initiative offers levy-paying businesses up to £1,000 in match funding to host collaborative events that bring vibrancy to the town centre, attract visitors, and foster community spirit.

Whether it's a themed market, cultural activity, or a community festival, we want to help make your ideas a reality! Interested? Scan or click the QR code to learn more and apply today.

Let's work together to make Halifax the place to be!



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## Starlight Parade

### Success Shines Bright!

Thank you to everyone who participated in and supported our Starlight Parade in November! Your feedback has been invaluable, and we're thrilled to share some of the fantastic responses we received.

### Feedback about the event's impact:

# 59%

Businesses reported an increase of 20-50% in footfall.

# 55%

Businesses saw a 20-50% boost in sales on the day.

# 76%

Would love to see the event return next year.

Here's what some of you had to say:

**"IT WAS JUST A REALLY VISUALLY STUNNING DISPLAY AND WAS THOROUGHLY ENJOYED BY ALL STAFF AND CUSTOMERS WHO SAW IT AND SAID SO AFTERWARDS."**

**"OVERALL A GREAT EXPERIENCE, AND IT WAS LOVELY TO SEE MORE FAMILIES EMBARK ON THE TOWN CENTRE, SHOWCASING A WONDERFUL COMMUNITY SPIRIT."**

We're so pleased the event brought such positive energy to Halifax and look forward to planning even more vibrant celebrations in the future!

## Halifax Footfall Figures

2024 vs 2023

We're thrilled to share some key insights into Halifax's footfall figures for 2024 compared to last year. Here are some highlights:

**JUNE SAW AN IMPRESSIVE 21.8% INCREASE, REACHING OVER 406,000 VISITORS — OUR HIGHEST MONTH LAST YEAR!**

**OCTOBER AND NOVEMBER ALSO PERFORMED STRONGLY, WITH INCREASES OF 21.1% AND 14.2%, RESPECTIVELY.**

**OTHER MONTHS LIKE JULY, AUGUST, AND SEPTEMBER SHOWED STEADY GROWTH, WITH INCREASES OF 8.9%, 6.7%, AND 5.6%.**

While there were some slight decreases in the first half of the year, these were balanced by significant gains later on. This positive trend highlights the growing popularity of Halifax as a vibrant destination for shopping, events, and more. It's important to note that these figures reflect the whole town, but we understand that footfall camera's along Commercial Street have seen a decrease.

We are aware that this is largely due to the ongoing roadworks around the top of town, and we recognise the challenges businesses in this area are facing. Please know that we are here to support you during this time. We are committed to continuing our work with Galliford Try to keep you updated on the progress of the works and are happy to pass on any concerns or feedback you may have.

## The Shop In Halifax Gift Card

Sign up today!

Did you know that as a levy-paying business, you can join our Shop In Halifax gift card program completely free of charge? By signing up, you'll encourage customers to shop locally and support Halifax businesses, all while boosting footfall to your business.

The best part? You receive 100% of the money spent using the card, ensuring every penny goes directly to you. It's simple, effective, and free — why not get involved?

To sign up or learn more, get in touch with our team today! Let's work together to keep Halifax thriving.

### CONTACT:

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