

Discover Halifax Event Match-Funding Scheme: Application Guide



Introduction

The Discover Halifax Event Match-Funding Scheme is here to **support businesses in creating events** that bring people into Halifax, increase footfall, and boost the local economy. We know that applying for funding can feel overwhelming, so this guide is designed to **make the process simple and straightforward**.


This guide is not just a summary of the scheme but a **practical tool** to help you **write a strong application and improve your chances of success**.

How to Write a Strong Application

1. Define a Clear Event Concept

A strong application begins with a well-thought-out event idea. Ask yourself:


- What is the purpose of your event? (e.g., to drive footfall, celebrate a seasonal theme, or promote a sector like retail or food & drink)
- Who is the target audience? (e.g., families, tourists, shoppers, professionals)
- How will the event enhance the Halifax town centre experience?

 **Tip:** Events with a unique angle (e.g., a themed shopping night, an interactive workshop, or a partnership with local artists) are more likely to stand out.

2. Demonstrate Business Collaboration

Your event must involve multiple businesses. A weak application will focus only on how the event benefits **one** business, while a strong application will:


- ✓ Show evidence of business partnerships (e.g., multiple businesses participating in promotions or activities).
- ✓ Explain how the event benefits all involved businesses, not just the organiser.
- ✓ Highlight how the event drives footfall into different business areas.

 **Example:** Instead of just saying "I will involve local businesses," explain **how** they will be involved—e.g., "We will create a physical map of participating shops offering exclusive discounts during the event."

3. Provide a Realistic and Detailed Budget

Your budget breakdown should be **clear and justified**. A weak application will list general costs (e.g., "marketing - £500") while a strong application will include specifics:


- Social media advertising: £200
- Printed promotional flyers: £100
- Event entertainment: £300

 **Tip:** If requesting the maximum £1,000, ensure your event budget is at least **£2,000** (as BID will match up to 50%). Applications without a detailed breakdown may be rejected.

4. Show a Thoughtful Promotional Plan

Halifax BID is keen to fund events that will have a **real impact**. Your application should outline:


- **How will you market the event?** (e.g., social media, flyers, press releases)
- **What platforms will you use?** (e.g., Facebook, Instagram, website, email marketing, flyers)
- **How will you ensure good attendance?** (e.g., partnerships with influencers, collaborations with local businesses, competitions to generate interest)

 **Example:** Instead of saying, "We will promote on social media," say, "We will run a targeted Facebook and Instagram ad campaign with a budget of £100, plus collaborate with local businesses to share promotional materials in-store."

5. Align with Discover Halifax's Objectives

To be successful, your application must clearly explain how your event aligns with our objectives:

- ✔ **Increasing footfall** – Will the event attract new visitors?
- ✔ **Encouraging dwell time** – Will it keep visitors in town longer?
- ✔ **Enhancing Halifax's reputation** – Will it showcase the town positively?


 **Example:** Instead of just stating, "The event will bring people into Halifax," explain **how**: "The Halifax Starlight is a great example of a collaborative event that successfully increased footfall and encouraged visitors to explore Halifax. While the parade itself was the main draw, businesses benefited as attendees visited restaurants, cafés, and shops before and after the event. A full itinerary of pre- and post-parade activities was promoted alongside the parade, such as Santa's Grotto, Christmas Markets, Live Music

and family-friendly entertainment, encouraged people to extend their stay and engage with multiple businesses. This demonstrates how aligning an event with the town's wider business ecosystem can create a lasting impact beyond the main attraction”

Supporting Documents to Strengthen Your Application

A strong application includes supporting documents that show clear planning and collaboration. Consider providing:


- **A draft event flyer or social media mockup** – Shows how the event will be promoted.
- **A list of confirmed business participants** – Demonstrates business collaboration.
- **Letters of support from partner businesses** – Strengthens credibility.
- **Cost estimates or supplier quotes** – Ensures transparency in budgeting.

 **Tip:** Well-prepared supporting documents can set your application apart and improve your chances of approval.

What Happens After Your Event?

If your application is successful, you will need to provide a short **post-event report** detailing:


- **Attendance numbers** – How many people participated?
- **Business feedback** – Did participating businesses see increased footfall or sales?
- **Social media and marketing results** – Screenshots of promotional reach or engagement.
- **Photos from the event** – A visual showcase of the success.

 **Why is this important?** We use this information to measure the impact of funded events and continue supporting the business community effectively.

Encouragement for First-Time Applicants

If you've never organised an event before, don't worry! Many successful events start small and grow over time. Here are some beginner-friendly ideas:

- **Team up with a neighbour** – A café and a bookshop could co-host a "Books & Brews" evening.
- **Start with an easy theme** – Seasonal celebrations like Easter trails, Halloween Face Painting, or Christmas shopping nights work well.
- **Partnered Business Events:** Consider hosting a simple event in your business while teaming up with another business (or multiple businesses) to market it as a joint festival. For example, you and a neighbouring shop could create a themed **Easter Weekend** or **St. Patrick's Day Festival**, where each business offers something unique but the overall event is marketed together to attract a larger audience.

 **Tip:** Our team is happy to provide advice and guidance. Reach out if you're unsure where to start!

Our **Discover Halifax Hub** is open **Tuesday to Friday, 10 AM – 3 PM**. Feel free to pop in for a chat—we're happy to support you through the process. You can also reach us anytime via email.

Understanding the Timeline

Funding applications run in cycles. Make sure you apply at the right time for your event:

Application Deadlines for 2025:

- **For events between April – June:**
 - Applications open: **27th January**
 - Deadline: **28th February**
 - Notification of outcome: **10th March**
- **For events between July – September:**
 - Applications open: **7th April**
 - Deadline: **19th May (10 AM)**
 - Notification of outcome: **2nd June**


- **For events between October – December:**

- Applications open: **7th July**
- Deadline: **18th August (10 AM)**
- Notification of outcome: **1st September**

 **Note:** 50% of the funds will be paid **prior to the event** to help cover setup costs.

Final Checklist Before Submitting

- Have you clearly explained the purpose and impact of your event?
- Have you included details on business collaboration?
- Is your budget detailed and realistic?
- Does your promotional plan show how you'll attract attendees?
- Have you linked your event to the schemes objectives?

 **Once ready, submit your application before the deadline. Late applications will not be considered.** If you need help, we're here to **guide you through the process.**

Contact Natalie at Projectmanager@halifaxbid.co.uk for assistance.

We look forward to seeing your application.