



Discover Halifax Annual Report

2024-25

YOUR BUSINESS
IMPROVEMENT DISTRICT



Your Business Improvement District



This year marked the midway point of Halifax Business Improvement District's second term and has been another eventful year during which I believe the town has continued to go from strength to strength. Despite some significant disruption within parts of the town centre, Halifax has seen further improvements and growth and Discover Halifax has continued to promote the town as a vibrant and enjoyable location within which businesses can operate and people can visit for an enjoyable day out.

The BID team is based at the Discover Halifax HUB, located within the Woolshops. The facility continues to prove a very useful and successful asset providing a central location for public engagement and customer interaction, in addition to an office for the BID team. Whilst primarily utilised to promote the town and provide information on events and activities available for visitors, BID have also used the HUB to host drop-in sessions for business engagement. These have included business advice sessions with WY Police, and open days with Galliford Try, the principal Contractor for the A629 Project.

Once more Halifax BID have co-ordinated a number of events in the town centre and in November Discover Halifax put on the very successful "Star-Light Parade". The project organised in collaboration with the teams at Culturedale and Handmade Productions ensured that Halifax once more had a spectacular event to launch the town into the Christmas period. Feedback from businesses highlighted increased footfall and sales and the event created real sense of pride in the town. This was one of a number of successful projects BID operated throughout the year, many of which we will cover in more detail throughout this report. Other projects included the provision of the town's Christmas lights, a Summer Passport trail which engaged children and their families throughout the town, the children's Pumpkin patch for Halloween and support for Heritage Week in September.

The year has not been without its difficulties for some businesses. The ongoing A629 project, which when completed will further improve infrastructure, transport and movement around the town centre, has resulted in major disruption to the western half of the town centre. Footfall in the immediate area has been significantly impacted with a knock-on effect on those business located along Commercial Street and the surrounding area. BID have worked hard this year to support

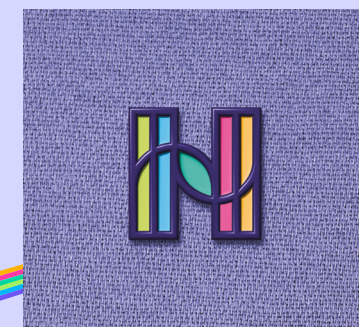
these businesses whenever possible and liaise with the project's principal contractor, Galliford Try, to provide regular updates and notifications on changes as the project progresses.

Despite the difficulties and disruptions Halifax continues to see positive growth and investment within the town. Footfall continues to see year on year growth in much of the town centre and there are multiple examples of building improvement and refurbishment projects visible throughout the town. Perhaps the most notable of these are the ongoing works to the town's Market Hall and numerous projects being undertaken by O&C estates. All these projects provide both short and long-term employment opportunities and will no doubt further enhance the town and help make Halifax a better place to do business and enjoy as a visitor.

As Halifax BID enters the fourth year of this BID term, there is still lots of work to do. We have worked hard this year on strengthening our team and focusing on more direct engagement with our levy payers. It is crucial that we continue to listen to the businesses within the town and understand what your needs and aspirations are for the coming years. Halifax is a fantastic, successful town and we are rightly proud of our town centre and all the wonderful businesses it contains. Over the next year we will be working hard to promote this pride in Halifax and ensure that together we can continue its growth and success.

Thank you for your support and hard work to date and best of luck for the year ahead.

Jason Gregg
Chair, Discover Halifax



Welcome to the Halifax BID Annual Report for 2024-25



Street Cleaning & Maintenance

Maintaining the cleanliness of the town centre is essential to creating a pleasant experience for visitors and businesses alike. Over the past year, we have consistently reported cleanliness issues to Calderdale Metropolitan Borough Council (CMBC). As part of our efforts to enhance the appearance of key areas, we carried out a jet-washing initiative along Southgate Precinct, significantly improving the overall cleanliness and aesthetics of this busy shopping area. In addition, we continued to enhance the town's festive atmosphere by installing decorative lighting during the holiday season, making Halifax a more inviting destination for residents and visitors alike.

Loyalty & Customer Engagement

To support local businesses and encourage customer loyalty, we continued to provide the Shop in Halifax Gift Card Scheme at no additional cost to levy payers. This initiative offers a convenient way for customers to shop locally while ensuring that spending remains within Halifax, benefiting businesses throughout the town centre. By maintaining this scheme, we reinforce our commitment to helping businesses thrive and fostering a strong local economy.

Monitoring Footfall in Town

To support business growth and investment in Halifax, we have actively monitored footfall trends throughout the year. Our cameras that are on Commercial Street and Southgate have allowed us to track visitor numbers and analyse consumer behaviour.

Business Communication

Regular communication with businesses remains a top priority for Halifax BID. We have continued to distribute monthly newsletters, providing important updates, insights, and opportunities that help businesses stay informed and engaged. In addition, our dedicated Business Liaison Team has been on hand to assist with any concerns or issues that arise, ensuring that businesses have access to direct support.

While footfall has shown a decline in the upper areas of town, likely due to ongoing roadworks, we remain committed to supporting businesses in this area. We are working closely with them to promote special offers, drive customer engagement, and ensure their concerns are effectively communicated to Calderdale Council and Galliford Try. By maintaining this open dialogue and proactive approach, we aim to mitigate challenges and keep Halifax's town centre vibrant and accessible.

Partnership Working

Ensuring that Halifax remains a welcoming and secure town is one of our key objectives, and we have actively collaborated with several groups to achieve this goal. Our work with the Pubwatch Group, Shopwatch Group, the Community Safety Team, and Safer, Greener, Cleaner initiatives has strengthened our ability to maintain a safe environment for both businesses and visitors. By working in partnership with these organizations, we have been able to share important safety information, coordinate crime prevention efforts, and support measures that contribute to a cleaner and safer town centre.



Looking Ahead: Our Plans for the Next Financial Year

As we move into the next financial year, our main focus will be on improving the cleanliness of the town centre and further promoting the community spirit of Halifax through our Proudly Halifax campaign. Cleanliness remains a top priority, and we will work closely with local authorities and businesses to ensure that Halifax remains a welcoming and attractive place for residents, visitors, and investors.

We are also committed to strengthening our relationship with businesses and finding new ways to provide additional support. One of our key initiatives will be the introduction of training opportunities for levy-paying businesses, helping them to develop skills and knowledge that can contribute to their success. By providing these opportunities, we hope to create a stronger, more resilient business community.

Additionally, we will continue with our previously successful campaigns, ensuring that events and initiatives that have proven effective in driving footfall and engagement remain at the forefront of our efforts. We encourage businesses to reach out to us with ideas, concerns, or suggestions, as collaboration and open communication are essential to making Halifax the best it can be. By working together, we can continue to build a thriving town centre that benefits everyone.



Identity and Promotion

This year, we actively promoted Halifax by representing the town at both the Halifax Gala and the Halifax Agricultural Show. These events provided a platform to engage with members of the public, allowing us to showcase the town's vibrant businesses and highlight the variety of events taking place. By having a presence at these major community gatherings, we were able to further raise awareness about the initiatives we support and encourage more visitors to explore Halifax.

Event Delivery

The Halifax BID team successfully delivered a range of exciting events designed to increase footfall and enhance the town centre's appeal. One of our key achievements was the Olympic Summer Trail, which encouraged people to explore different areas of the town, increasing visibility for local businesses.

During October half-term, we introduced the Pumpkin Patch event for the first time in Halifax. Alongside this, we organised a special town centre trail, encouraging visitors to move around different parts of the town. This initiative proved to be a great success, attracting over 300 visitors and providing a family-friendly seasonal experience. Many businesses reported an increase in both sales and footfall as a result of this event.

The highly anticipated Starlight Parade also made a return this year with an expanded route, incorporating more of the town centre than ever before. By extending the parade's journey, we were able to engage a greater number of businesses and create a more inclusive experience for the entire community. Businesses once again saw a boost in footfall, demonstrating the positive impact of these events on the local economy.

Helping Businesses during the A629 Phase 2 redevelopment

We have worked closely with Galliford Try to address concerns regarding ongoing roadworks in Halifax. Through active discussions, we have continuously advocated on behalf of businesses, ensuring that their voices are heard and that steps are taken to minimize any disruptions caused by these major infrastructure projects.

As part of our commitment to supporting businesses during this period, we hosted regular drop-in sessions at our Discover Halifax Hub. These sessions provided an invaluable opportunity for business owners to speak directly with contractors from Galliford Try and members of the Major Development team at Calderdale Council. This open dialogue allowed businesses to raise concerns, ask questions, and gain a clearer understanding of the project's progress and impact.

One of the most significant outcomes of these meetings was the introduction of a free shuttle bus service. This initiative was implemented to connect different areas of the town, ensuring that businesses remained accessible and that visitors and residents could navigate Halifax more easily despite ongoing roadworks.

Discover Halifax Hub

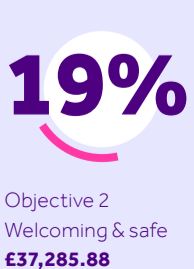
The Discover Halifax Hub continues to be a key resource for promoting businesses, helping us to engage with the community, and promote the town's rich heritage. Located centrally, it provides visitors with information on local shops, restaurants, and attractions while offering businesses guidance on BID initiatives and promotional opportunities.

Unaudited accounts including estimated accruals at January 2025

Levy collected will be spent against projects and activities in line with the BID Business plan objectives.

Halifax BID financial year runs April to March, full audited accounts will be available to BID members at the AGM.

COMMITTED EXPENDITURE & ACTUAL BREAKDOWN



Total income
£364,727.00

Total expenses
£198,323.80

YOUR BUSINESS IMPROVEMENT DISTRICT



Financials

Paying Your BID Levy

Every business in the Halifax BID area is required to pay a levy as well as Business Rates, and the levy needs to be paid separately (regardless of how you pay the Business Rates).

Paying quickly will help us to make sure that the objectives that were voted on in the Business Plan, do in fact come to fruition.

You can pay the levy in the following ways. Please always quote your BID account reference.

BACS, Telephone/Internet Banking

You need to contact your bank to make arrangements to pay this way.

- Payments should be made to National Westminster Bank PLC.
- The account to be credited is Calderdale MBC, Head Office Collection Account, Sort code 62:21:45.
- The bank account number should be formatted as 00000000 (eight zeros).

Please make sure that your BID Payment reference number is quoted in full, with no spaces.

Internet by Debit & Credit Card

Pay online, 24 hours per day by debit or credit card at our website: www.calderdale.gov.uk.

Please note that a surcharge will be made for credit card payments. No charge is made for debit card payments.

By Telephone

To use the Council's 24-hour payment line, simply call 0161 627 9915.

Payment by Post

Please make cheques payable to Calderdale MBC and send to Halifax BID Limited, PO Box 51, Halifax, HX1 1TP.

Please write your BID account reference number and property address on the back of the cheque.

