



April 2025 Newsletter



Shopfront Improvement Scheme

Want to give your shopfront or signage a facelift? Now's the time. All levy-paying businesses can apply for **up to £500 in match-funding** to improve their exterior – and the results are already rolling in.

We've already approved three applications, with work underway across the town centre – so don't hang about!

With **50% of the cost covered**, a £500 improvement would only cost your business £250. Whether it's new signage, a fresh coat of paint, or a complete refresh, this is a simple way to stand out and attract more customers.

Scan the QR code below or visit our website for full details and how to apply.



Celebrating Our First Top Learner of the Month!

We launched **Seedl**, our free **online learning platform** on 31st March – and the take-up has been brilliant! From Office 365 and Excel to Health & Safety, you've jumped straight in, proving Halifax is full of keen learners.

Each month, we'll be celebrating one standout participant as our Learner of the Month – and we're proud to announce our very first winner:

**Debbie Midgley from
Yorkshire Building Society!**

Debbie was one of the first to sign up and has already completed eight courses. Her drive and commitment to upskilling haven't gone unnoticed – she's bagged herself a **Learner of the Month trophy** and a **£25 Discover Halifax Gift Card**. A huge well done to Debbie, and to Yorkshire Building Society for backing professional development in the workplace.

Want to be next month's winner?

**Scan Here to
Sign Up Today**





Discover Halifax Gift Card

Keep Spend Local

We're relaunching the Discover Halifax Gift Card with **fresh branding**, updated business listings, and a full campaign to **boost awareness** and **drive spending** in the town centre.

From printed adverts and new photos to digital marketing and giveaways, we're making sure the gift card is front and centre in everything we do.

Why does this matter? Because the **Discover Halifax Gift Card** isn't just a nice-to-have – it's a **genuine economic booster**. For **every £100 of gift cards sold**, people tend to spend around **£165 in town**. That's money that stays local, supports jobs, and helps keep our independent shops, cafés, bars and venues thriving.

Whether it's used for birthdays, thank-you gifts, or visitor spending, the card **keeps money in Halifax** and encourages people to shop local.

Want to make sure your business is included and set up correctly?

Email Mandy at:
business@halifaxbid.co.uk.



Free Digital Advertising Boards

Showcase your business on our digital boards, located right inside the Discover Halifax Hub – reaching locals and visitors daily.

Specs:

- Vertical format (9:16)
- Resolution: Minimum 1920x1080
- Accepted formats: MP4, AVI, MPG, JPEG, PNG

Send your adverts to Aesha:
marketing@halifaxbid.co.uk

May Bank Holidays

Tell Us What You've Got Planned!

With two bank holidays in May (6th & 27th), there's a great chance to bring more footfall into Halifax town centre.

We'll be promoting VE Day Weekend (3–5 May), and we'd love to include your business in our social media, website and newsletter round-ups.

Got something on – a special offer, live music, or a themed event? Let us know!

Email Aesha at:
marketing@halifaxbid.co.uk

Business Drop-In Sessions

Next one: **19th May | 12:30–2:00 PM**
(Note: it's a week earlier this month due to the bank holiday!)

Pop into the Discover Halifax Hub for a cuppa and a catch-up with the team.

Event Match-Funding

Up to **£1000 Available**
- Applications Now Open

Got a great idea for a **collaborative event** in Halifax town centre this summer?

We want to help make it happen. Through the Discover Halifax Event Match-Funding Scheme, we're **offering up to £1,000 in match funding to support events** that boost footfall, bring people together and shine a spotlight on our town.

If you're planning an event between **July and September 2025**, now's the time to get involved. We're open to a range of ideas – the more collaborative, creative and locally-driven, the better.

This funding can go towards things like:

- Entertainment/performance fees
- Workshop facilitators
- Equipment or infrastructure hire
- Marketing and promotion
- Materials for themed activities

Deadline to apply:
Monday 19th May at 10am



Scan Here to
Find Out More

