



March 25 Newsletter

Introducing SEEDL Free Training for Your Team

Upskilling your workforce just got easier! On **March 31st**, we're launching SEEDL, our brand-new online training platform offering free live and on-demand courses for you and your staff. Whether you're looking for training in compliance, health and safety, marketing, project management, or other professional skills, SEEDL has something for everyone.

Join our exclusive drop-in session in the **Discover Halifax Hub** on **March 31st, 12:30 PM – 2:00 PM** to be among the first to sign up.

Can't make it? Email Natalie at projectmanager@halifaxbid.co.uk to get started.

Get Free Digital Advertising in The Hub

Our **digital advertising screens** are working wonders for local businesses! Your ads can be displayed all day, every day, reaching potential customers when they're already in town.

Ad specs:

- Aspect Ratio: 9:16 (vertical)
- Resolution: At least 1920px x 1080px
- Formats: MP4, AVI, MPG (video) or JPEG, PNG (images)

Submit your adverts to Aesha at marketing@halifaxbid.co.uk and we'll get them scheduled at the best times to hit your audience.



Shopfront Improvement Scheme

All levy-paying businesses can now apply for up to £500 to refresh your shopfront and signage.

With our match funding, you could get 50% of the cost covered – for example, on a £500 project, you'd only need to contribute £250.

Scan the QR code below for more information.





Event Match Funding

Summer Applications Open Soon

Got an idea for a collaborative event that will bring people into Halifax this summer? Our next **Event Match Funding** cycle supports events happening between **July and September**.

Applications open **April 7th**, with a deadline of **May 19th (10 AM)**.

Need inspiration? Why not tie your event into an existing theme?

- **Dino-Mania at Woolshops** – This summer, Woolshops is planning a dinosaur-themed spectacle. Why not build on the theme with a prehistoric event of your own? We can provide up to **£1,000 in funding** to make it happen.
- **Yorkshire Day Weekender** – This year, we're stretching **Yorkshire Day (August 1st) into a full weekend celebration (August 1st–3rd)**. If your business can host a Yorkshire-themed event, we'd love to support you!
- **Workshops, street performances, or multi-venue festivals**

Not sure where to start? Email our team – we're happy to help bring your ideas to life!

Discover Halifax Gift Card

The **Discover Halifax Gift Card** is getting a **big relaunch soon**, and we want your business to be part of it!

There are no fees to join, and it's an easy way to drive more spending directly into your business.

Don't miss out – sign up now to be part of this initiative. **Contact our team to register.**

Monthly Drop-In Sessions

We're starting off a series of drop-in business support sessions, starting **March 31st (12:30 PM – 2:00 PM)** at the Discover Halifax Hub. This first session will give you an overview of the year ahead, with insights from Calderdale Council and plenty of ways for you to get involved.

No need to book – **just pop in** for a coffee and a chat! We'll run these sessions on the **last working Monday of every month until November**, with updated topics throughout the year.

Keep in Touch

Stay in the loop by filling in our quick contact form. For any queries, reach out to our team directly.

For any questions or further information, please don't hesitate to get in touch.

CONTACT:



Fill out a contact information form and connect with our team directly

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