



# Dec 24 Newsletter

## Starlight Parade 2024

### A Shining Success!

We're still glowing from another incredible Starlight Parade that lit up Halifax town centre! This year's event was bigger and better than ever, thanks to the generosity of our event sponsors: Arc Recruitment, Halifax Security Technologies, O&C Management, and Superconduct. A special thanks also goes to our partners at Culturedale, whose collaboration allowed us to take the parade to new heights.

Feedback from attendees highlighted the event's impact: these numbers show not only how well-loved the parade has become but also its vital role in boosting footfall and spending in Halifax's town centre.



### Feedback about the event's impact:

# 100%

**Attendees would attend again next year**

# 95%

**Visited local businesses with 50% spending over £30**

# 72%

**Positive Impact on their Perception of Halifax**

# 64%

**Would recommend Halifax as a Destination**

# 63%

**Attended with Family as a Family Event**

# 54%

**First-Time Attendees**

## Share Your Feedback

To help us build on this year's success and secure sponsorship and external funding for 2025, we're asking all businesses to complete our feedback survey.

Your insights are invaluable in shaping future events and demonstrating the impact of the Starlight Parade to potential grant providers.

SCAN OR CLICK  
TO SHARE YOUR  
FEEDBACK



## Wishing You a Merry Christmas

And a Prosperous New Year

As the festive season approaches, we want to take a moment to thank all our levy-paying businesses for your continued support and partnership throughout the year.

It's been a pleasure working alongside you to make Halifax a vibrant, welcoming, and thriving town centre. From successful events like the Starlight Parade and Pumpkin Patch to everyday efforts that keep Halifax buzzing, we're proud of what we've achieved together.

We hope you have a Merry Christmas filled with joy and a Happy New Year that brings growth, success, and opportunity for your business.

Here's to an exciting year ahead in 2025!

Warm wishes,  
The Halifax BID Team

## Gifting Tree

This year we have once again launched the Halifax Gifting Tree Campaign. This year we have worked directly with the charities, which has given us a better insight as to what families facing poverty need. We have some fabulous town centre businesses hosting the gifting trees this year. Harvey's of Halifax, Halifax Borough Market, Barrhead Travel, The Royal Oak, Old Cock, The Old Post Office, Lewins, McCafferty's and Sunny Playgym. It's great to see so many businesses working together to ensure that no child wakes up on Christmas morning without a gift.

## Bringing Back the Purple!

We're excited to announce that our team is bringing back the iconic purple jackets to boost our visibility around the town centre!

Following feedback from business owners, we've decided to move away from the suit jackets and return to our signature look. The new jackets have recently arrived, and we're thrilled with how they've turned out.

Keep an eye out for our team in their vibrant purple — whether we're assisting visitors, working with businesses, or helping make Halifax a welcoming place, we'll be easy to spot!

## Shop in Halifax Gift Card

Get Ready for the Christmas Rush!

As we approach Christmas, sales of the Shop in Halifax Gift Card are soaring! Make sure your business is signed up to accept the card and take full advantage of this festive boost.

Signing up is quick, easy, and completely free for levy-paying businesses. The card works just like any other card payment — 100% of the sales go straight to you. Here at Halifax BID, we cover all the processing costs to ensure you gain the full benefit.

With 95 businesses already on board, including major national chains and local independents, the gift card keeps spending locked into Halifax. It's a fantastic way to support our town's economy while attracting more customers to your business.

Don't miss out! To get set up before the Christmas rush, email Rochelle:

[support@halifaxbid.co.uk](mailto:support@halifaxbid.co.uk)

## Halloween Pumpkin Patch

During the October half-term, we brought a touch of autumn magic to Halifax with our very own Pumpkin Patch event. The day was a tremendous success, with over 300 tickets sold.

Feedback about the event's positive impact:

# 87%

Expressed interest in attending more events like this in Halifax

# 62%

Attendees also visited local businesses while in town

Here's what some attendees had to say:

**"BRILLIANT FOR PEOPLE WHO CAN'T TRAVEL TO THE FARMS THAT DO THE PUMPKINS. FIRST YEAR WE'VE ACTUALLY BEEN ABLE TO ATTEND, SO FAB!"**

**"THE ACTIVITIES WERE MUCH ENJOYED BY THE THREE CHILDREN WE BROUGHT TO THEM. THOUGH WE DID NOT VISIT ANY CAFÉS, WE DID SHOP IN THE MARKET AND ON THE HIGH STREET."**

We also gathered feedback from levy-paying businesses, and from those who completed the survey, 100% reported an increase in sales on the day — a fantastic result for everyone involved!

