



June 24 Newsletter

Business Questionnaire Feedback

In March, Discover Halifax sent out a business feedback questionnaire to levy-paying businesses to gather input on budget priorities for 2024-2025.

According to the feedback received, 71% of respondents expressed a desire for cleaner streets, 65% wanted to see the return of the Christmas Parade, and 60% called for an increase in targeted marketing.

In response, the team at Discover Halifax has been collaborating closely with key partners within the town centre to explore ways to achieve these goals.

A further questionnaire will be sent out in around 6 months - to ensure that the questionnaire reaches the correct person within your organisation, please email contact details to:

office@halifaxbid.co.uk

According to feedback:

71%
Cleaner Streets

65%
**Christmas
Parade**

60%
**Increased Target
Marketing**



Halifax Charity Gala

This year, we are excited to return to the Halifax Charity Gala. It is always a great opportunity for us to showcase what Halifax has to offer to the public. The event consistently has a great turnout, and our stand attracts many visitors. If you have any upcoming events or offers you would like us to promote, please contact us at:

halifaxhub@halifaxbid.co.uk

The team will be putting together goodie bags to hand out during the event. If you have any flyers or leaflets you would like us to include, please drop them off at our Discover Halifax Hub, located across from Specsavers in the Woolshops, no later than the 5th June.

Calderdale Next Chapter

A629

Work has now started on Phase 2 of the A629 project. Andrew Hewitt, the Public Liaison Officer for Galliford Try, is currently setting up a location where businesses and members of the public can visit with any questions or concerns regarding the development. We will share information on the location and any upcoming meetings as soon as they become available.

In the meantime, if you would like further information on the regeneration work, please visit:

calderdalenextchapter.co.uk

New Website

Our new and improved website is set to launch at the beginning of June. The website will feature a 'what's on' section as well as other useful information about the town and The Halifax Business Improvement District.

To feature your event on the website, please email:

office@halifaxbid.co.uk



Target Marketing

We have been working with the Business Engagement team at CMBC to identify areas within the town centre that would benefit from targeted marketing. Initially, the plan is to focus on the upper part of the town, showcasing the available businesses. Our business liaison team will be visiting businesses shortly to address any issues you may have, offer advice on how to report these issues, and gather any information you would like to share about your business. We hope that by working collaboratively, we can highlight all that Halifax has to offer. Over the next 12 months, the team, along with CMBC, aims to spotlight all areas of the town centre.

Reporting Crime

And Anti-Social Behaviour

Our business liaison team have been busy distributing our Reporting Crime and Anti-Social Behaviour Leaflet to businesses with the help of West Yorkshire Police and CMBC. This leaflet highlights the importance of reporting crime. Reporting every incident, no matter how small, is crucial. Even seemingly minor incidents can provide valuable insights and contribute to accurate crime figures, this will ensure the correct allocation of resources, ensuring the safety of our community. If you have any questions regarding the reporting of crime or would like a copy of our leaflet, please email:

support@halifaxbid.co.uk

West Yorkshire Police will be holding a drop-in surgery at the Discover Halifax Hub once every three weeks, this is to give businesses the opportunity to discuss any issues or to seek any advice. The first surgery will be held on Wednesday 29th May, 10:30am-12:30pm.



Christmas Light Parade

Planning is currently underway for this year's Christmas Light Parade. To make the event possible, we are relying on Arts Council funding as well as sponsors. Please look out for exciting sponsorship opportunities and other ways to get involved in the event. With your help, we can make this another exciting and memorable event!

To register your interest or enquire about sponsoring the event please email Natalie Shaw at:

office@halifaxbid.co.uk

Gift Card

The Shop in Halifax Gift Card is becoming increasingly popular, and it's a fantastic way to ensure that spending stays within our town centre. We currently have 98 businesses from various sectors signed up to accept the card. Signing up is free, and your business will receive 100% of the money spent with the card.

In June, we will be promoting the gift card as a perfect gift for teachers. Make sure your business is part of this growing program! Sign up today by emailing us at:

office@halifaxbid.co.uk