



Jason Gregg  
Chair, Discover Halifax

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

grow that success.

town and working together we can continue and coming years are. Halifax is a fantastic, successful establish what your needs and ambitions for the increase our engagement with our levy payers to the challenges faced within the town centre and is therefore crucial that we continue to identify we all feel the current difficulties are behind us. It outpace inflation it will still be some time before improvement with wage increases now starting to and their customers, and while there are signs of living crisis remains challenging for businesses know there is still lots of work to do. The cost of As we enter the middle year of this BID term, we



ANNUAL REPORT 2023-2024

## 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](http://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.

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DISCOVERHALIFAX.CO.UK



## Discover Halifax Annual Report

2023-24

YOUR BUSINESS IMPROVEMENT DISTRICT

The second year of Halifax Business Improvement District's second term has been eventful as the town has continued to recover from the difficulties of the past few years. Despite the ongoing challenging climate 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.



# Your Business Improvement District



# Welcome to the Halifax BID Annual Report for 2023-24



## Communication

At the heart of BID’s efforts lies communication, vital for highlighting positive developments in the town centre. We are dedicated to ensuring the public is aware of all the positive aspects Discover Halifax offers through channels like our website (currently undergoing improvement), social media, regular e-newsletters, and our latest initiative – the Good News Paper, a free newspaper celebrating everything positive in our town centre. The Business Liaison team actively engages with businesses to understand their needs, and our crafted Town Centre Pocket Guide and bespoke Craft Ale Trail are well-received by visitors.

## Christmas

Christmas is a significant time for Discover Halifax, crucial for our levy-paying businesses and ensuring a robust sales season. This year, we successfully reintroduced a ‘Christmas launch event’ – a Christmas Parade, securing funding from Arts Council England. In addition to the parade, we continued our regular Christmas activities, including the beloved Christmas Gifting Trees, the Advent Calendar daily competition, Letters from Santa, and the new Christmas Hamper competition for 2023. The Gifting Tree initiative gathered over 2000 presents, and the Advent Calendar received 6500 entries over 24 days.

## Unaudited accounts including estimated accruals at January 2024

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



Objective 1  
Vibrant & promoted  
£189,887.73



Objective 2  
Welcoming & safe  
£43,771.28



Objective 3  
A place to grow & invest  
£14,539.35



General management  
costs & admin  
£62,427.20

Total income  
£371,376.80  
Total expenses  
£310,625.56

## Relationship Building

We continued to develop our working relationships with various agencies, always looking to strengthen our knowledge base and pool our creative, strategic, and logistical resources. Among others, we worked closely with Calderdale Council, Visit Calderdale, West Yorkshire Police, and Halifax Town Development Board. We liaised closely with levy-payers, canvassing their opinions and inviting them to be involved in the decision-making process on various topics.

## Discover Halifax Hub

The Discover Halifax Hub, a hub of information and promotion, has become a vital resource for locals and visitors alike. Beyond being a tourist centre, it’s a dynamic platform for local businesses, featuring display cabinets for goods and services and digital screens for vibrant advertising. The investment in this space has been well-received, emphasising its role in promoting Halifax as a tourist destination and supporting local businesses. The Hub has also served as a ticket-selling platform for events like the Halifax Gala and Streets in the Sky tours, a trend we plan to expand in the future.



## Gift Card & Loyalty

Our popular Halifax Gift Card scheme underwent a notable enhancement, now including contactless payment methods like ‘Apple Pay’ and ‘Google Pay.’ This improvement enables smaller businesses that were previously unable to participate to register, with no additional cost.

## Supporting external events

We recognise the range of diverse events that take place in Halifax throughout the year, often curated by experts in their fields. To facilitate and endorse these activities, we established a fund that supports events such as the Halifax Minster Christmas Tree Festival, Halifax Town Festival, Anne Lister Birthday Festival, and Halifax Heritage Festival. In the case of the Heritage Festival, we have consistently produced the Halifax Heritage Newspaper since 2017, which has grown in popularity over the years. Additionally, we extended our support to business awards events for the first time, including the South Pennine Parks Awards and Calderdale Business Awards.

## Physical improvements - Christmas Lights & In Bloom

We have made significant investments in additional festive lighting for Halifax, including the Christmas tree in the town centre. The ceiling of lights on Princess Street and the trees on Southgate remain lit throughout the year, there is substantial evidence indicating that enhanced town centre lighting contributes to a reduction in antisocial behaviour. Complementary initiatives, including painting street furniture, jet washing pavements, and funding hanging baskets and planters, all play a role in the overall positive improvements for our town centre, contributing to Halifax being awarded Silver Gilt at the Yorkshire In Bloom awards. Additionally, we proudly provide bunting for key events such as Pride, Yorkshire Day, and coronation celebrations.



## Monitoring and Support

Our footfall cameras play a pivotal role in gathering essential insights into the activity within our town centre, providing invaluable information for future planning. In collaboration with key partners such as Calderdale Council, Piece Hall, and Woolshops, we actively share data. This collaborative effort ensures that, when formulating events or campaigns, we have a comprehensive understanding of what resonates and works effectively for our town centre.

## Safety

Since 2018, we have dedicated ourselves to enhancing safety in Halifax town centre by funding the installation and maintenance of 12 defibrillators. Our vigilant team conducts weekly checks, promptly reporting to the ambulance service and replacing pads and batteries as needed. These defibrillators, registered with the ambulance service, serve as vital resources during emergency situations, guiding callers to the nearest available machine.

In collaboration with West Yorkshire Police, we’ve established additional police presence, responding to needs. In the lead-up to Christmas, addressing a request from the Pubwatch group, we funded extra police on Saturday nights in Halifax, aiming to gauge the impact on people’s sense of safety and welcome in the area.

Our active participation in community groups, such as Pubwatch and Shopwatch in Halifax, ensures ongoing communication with the police, community wardens, and local security agencies. We actively engage in Partnership Days of Action, reinforcing our commitment to a safer community. Furthermore, we’ve supported radio schemes, fostering connectivity among businesses and facilitating communication with the ‘Charlie Charlie’ CCTV control room through our contributions.

