

discoverhalifax.co.uk

Discover Halifax Annual Report

2025-26

YOUR BUSINESS
IMPROVEMENT DISTRICT

Introduction

The last 12 months have been Halifax Business Improvement District's ninth year in existence, and we continue our work to help the business community within our great town. Despite difficulties both locally and nationally the town remains a strong and vibrant destination for visitors, workers and residents. The BID team have worked to promote Halifax as a welcoming destination for business, leisure and culture, building on Halifax's strong heritage and healthy business base to boost the town.



Whilst there were continued pressures nationally on peoples spending habits, locally the ongoing improvement work to the Western corridor of the A629 remained a significant factor affecting businesses in the area, with footfall continuing to be severely reduced. Thankfully this phase of the project is drawing to a close and there have already been positive signs of customers beginning to return, but this will take time. The BID will continue to work with those businesses impacted and help wherever we can.

Initiatives such as the Halifax Gift Card have been a huge success. With over 120 businesses signed up this keeps money within the town and supports local spending. Halifax Fiver Fest promotes local independent shops & businesses and the BID Shopfront Improvement Scheme, and the BID Event Match-Funding initiative have added that little bit of extra assistance to some of our town centre businesses.

Despite some local and national pressures, some sections of the town centre have remained resilient with many businesses continuing to thrive and some areas of the town recording record footfall and continued growth as Halifax proved to be a desirable destination for many customers.

The team at Halifax BID have organised several events over the past 12 months. Activities such as the Light up Halifax event in November, the Halifax Christmas Trail, and the Roar & Explore Dinosaur event last summer were all hugely successful bringing even more excitement to the town.

The BID team has worked hard this year to engage directly with our levy payers through in person visits to businesses, newsletters and email notifications. We have also engaged with numerous businesses and members of the public at our base, the Discover Halifax Hub. The Hub provides a central location for public engagement and customer interaction and provides a great location to promote the town and all the events and activities available for visitors.



Additionally, the BID has worked with other town centre stake holders to increase engagement, hosting business advice sessions with WY Police, and open days with Galliford Try, the council's principal contractor on the A629 improvement scheme.

This year we also ran a trial of a Street Warden scheme to enhance the cleaning and maintenance of the town centre. The trial has now ended but was extremely well received by businesses and as a result is something the BID is considering as a longer-term permanent BID service.

Looking forward, the BID will be entering the final year of its second term this April and we will be going to ballot in October to secure a third, 5-year term. An important year for the team and we will be engaging with all our levy payers to find out what your thoughts are on our work, what we do well, where we could improve and what you need from the BID over the next five years.

Jason Gregg
Chair of Halifax BID

Halifax BID Annual Report 2025-26

Objective 1 Vibrant & Promoted

Identity & Promotion

Promoting Halifax as a vibrant, welcoming and distinctive town centre remains a core BID priority. Over the past year, we continued to strengthen the Discover Halifax brand, providing a consistent identity that supports businesses, campaigns and town centre activity. This joined-up approach has helped raise Halifax's profile, encourage footfall and reinforce local pride.

A programme of seasonal campaigns, trails and events animated the town centre throughout the year, creating regular reasons to visit and supporting dwell time. Match-funding opportunities enabled businesses to enhance their own promotions in line with wider BID activity.

Digital promotion continued to grow, with increased audiences across Facebook, Instagram and TikTok. Regular business spotlights, short-form videos and visit-style content helped showcase both independent and national businesses, encouraging discovery, awareness and repeat visits.

Event Delivery

Town centre events and trails remained central to driving footfall and encouraging visitors to explore different areas of Halifax. Trails proved an effective engagement tool, guiding visitors through the town centre and increasing awareness of participating businesses.

Seasonal activity included the summer Dino Trail, Halloween Pumpkin Patch and a refreshed approach to Christmas delivery. At Christmas, activity moved away from a single parade to a full day of town centre events, supported by a six-week What's On guide. This approach received positive feedback and helped spread footfall more evenly across the festive period.

The new Event Match Funding Scheme supported businesses and organisations with grants of up to £1,000 to deliver their own events. Funding was awarded to initiatives including the Festival of Words, Westgate Super Saturdays and VE Day celebrations, supporting a broader programme of activity across the town centre.

Business Communication

Clear and consistent communication with businesses remains a priority. Regular email updates, a monthly newsletter and ongoing business visits ensured levy payers were informed about events, opportunities, campaigns and training.

Face-to-face engagement allowed the team to gather feedback, respond to issues and maintain strong two-way communication. The BID also continued to work closely with partners, stakeholders and the Board to ensure information is shared clearly and effectively.

Discover Halifax Gift Card Driving Local Spend

The Discover Halifax Gift Card achieved its strongest performance to date in 2025, with spend increasing by over 200% year-on-year. New initiatives helped expand the reach of the scheme, including influencer partnerships, the introduction of Load This Card for online top-ups, and the first Black Friday discount code, which generated over £12,000 in sales in 24 hours.

Beyond measurable sales, the scheme continues to support increased footfall, in store spend and repeat visits, contributing to a stronger local economy. Further growth of the scheme remains a key focus for the coming year.

Discover Halifax Hub

The Discover Halifax Hub continues to act as a key visitor touchpoint, promoting the town centre and supporting businesses. The Hub enables direct engagement with visitors, encouraging exploration beyond main thoroughfares and supporting longer dwell times.

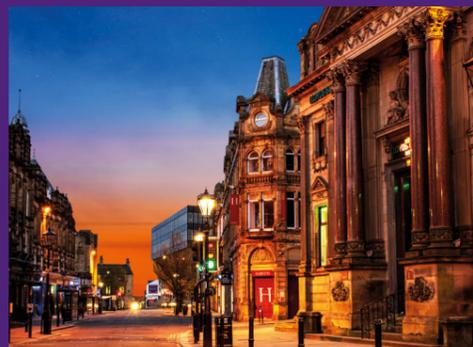
The Gift Card is actively promoted and sold from the Hub, while two new digital window advertising screens provide levy-paying businesses with free promotional space to showcase offers, events and campaigns. As visitor numbers grow, the Hub remains a valuable asset in promoting Halifax and supporting local spend.

Objective 2 Welcoming & Safe

Partnership Working

Strong partnership working underpins the BID's approach. The BID represents businesses on town centre and regeneration boards and works closely with Calderdale Council, Galliford Try, West Yorkshire Police, Shopwatch and Pubwatch to address issues affecting businesses.

The BID also continues to build relationships with major employers, including Lloyds Banking Group following the reopening of their Halifax offices, helping to connect staff with local businesses and encourage town centre spending.



Purple Flag – Evening & Night Time Economy

The BID continues to support Halifax's Purple Flag status, recognising excellence in managing the evening and night-time economy. Working with businesses and partners, the BID delivered targeted digital campaigns and provided promotional assets to help reinforce safety, reassurance and positive perceptions of the town centre after dark.

Shop Front Improvement Scheme

Launched this year, the Shop Front Improvement Scheme supported 10 businesses with grants of up to £500 to improve the appearance of their premises. Improvements included repainting, signage and repairs, helping raise visual standards and enhance the overall look of the town centre.

Security Support

The BID continues to support the ShopLink Radio scheme, helping businesses communicate quickly and respond to security concerns. Financial support ensures discounted access for levy payers, encouraging participation and strengthening town centre coverage.



Street Cleaning & Maintenance

The introduction of a dedicated Street Ranger has significantly improved the cleanliness and appearance of the town centre. The role provides proactive graffiti and chewing-gum removal, cleaning of bins and street furniture, and rapid response to issues.

This work provides additionality to council services and is coordinated closely with Calderdale Council. The Street Ranger also reports issues such as damaged street furniture and fly-tipping, contributing to visible improvements and increased confidence in the town centre environment.

Guardians of Halifax Town Centre Defibrillators

The BID remains the Guardian of town centre defibrillators, ensuring equipment is maintained, visible and ready for use. Regular checks provide reassurance to businesses, staff and visitors and reflect the BID's commitment to public safety and wellbeing.

Objective 3

A Place to Grow & Invest

SeedI Training

All levy-paying businesses continue to have free access to SeedI, an online training platform offering over 300 courses. Since April, 259 courses have been accessed, with strong uptake in Health & Safety, Business Essentials and Ask for Angela.

SeedI provides flexible, on-demand training, supporting staff development while reducing costs and operational pressures for businesses. This investment strengthens workforce skills and supports a more resilient local economy.

Footfall Monitoring

The BID continues to monitor footfall through town centre cameras on Commercial Street and Southgate. This data informs event planning, campaign timing and the placement of activity, helping spread footfall across a wider area.

Footfall insights have also supported conversations with partners and helped shape targeted responses in areas affected by roadworks, ensuring business concerns are clearly evidenced and communicated.

Looking Ahead

Our Plans for the Next Financial Year

In the next financial year, the BID will continue to build on successful activity, including town centre events and trails, seasonal campaigns, visible cleaning and maintenance, and practical business support.

2026 will also be a BID ballot year. Subject to a successful vote, this will enable continued investment and delivery over a further five-year term. Strong partnership working and two-way communication remain central, and businesses are encouraged to stay engaged and share feedback to help shape the future direction of the BID.

Unaudited accounts including estimated accruals at February 2026

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.

39%

Objective 1 Vibrant & Promoted
£107,307.31

26%

Objective 2 Welcoming & Safe
£72,647.96

09%

Objective 3 A Place to Grow & Invest
£24,560.66

26%

General Management Costs & Admin
£72,827.12

£387,145.62

Total Income

£277,343.05

Total Expenses



Discover
Halifax
Gift Card





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.

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.
