



# April 26 Newsletter



## Fiver Fest in Halifax

Fiver Fest took place this February, bringing together independent businesses across the town centre with £5 offers to attract shoppers and boost visibility.

The campaign delivered strong awareness, reaching over 180,000 people on social media, with content viewed up to 61,800 times and reaching a high proportion of new audiences (up to 78% non-followers).

Business feedback showed: Over 40% reported increased footfall. Around 30% attracted new customers. All respondents said they would take part again or would consider it. While some businesses saw more modest changes in sales, this reflects the quieter post-Christmas trading period.

Overall, the campaign continues to be a valuable way to raise awareness, bring people into the town centre, and support local businesses.



## Shopfront Improvement Scheme

Applications are now open for the 2026/27 financial year, so now's the time to get involved.

With 50% match funding available, a £500 improvement would cost your business just £250. Whether it's new signage, a fresh coat of paint or a full refresh, it's a simple way to stand out and attract more customers. Apply for up to £500 and help improve the look of Halifax, one shopfront at a time.

Scan the QR code below to apply.





## Advocating for businesses

### Representing your voice in Halifax town centre

Throughout March, we've continued to represent Halifax businesses in key meetings and discussions:

- **CMBC** – addressing chewing gum build-up across the town centre to improve the street scene
- **Bradford BID** – sharing best practice and exploring ideas that could benefit Halifax businesses
- **Community Protection Team** – discussing the ShopLink radio scheme, reducing costs for levy payers, and increasing town centre warden presence
- **Purple Flag assessment** – working alongside Donna Norman to support Halifax's status as a safe and welcoming night-time destination
- **Shopwatch** – hearing directly from businesses and sharing feedback on key issues
- **Safer, Cleaner, Greener** – reporting town centre concerns and receiving updates on tackling ASB and crime

This work ensures your voice is heard and helps drive improvements across Halifax town centre.



## Business Drop-In Sessions

Next two:

- **13th April | 12:30–2:00 PM**
- **11th May | 12:30–2:00 PM**

Pop into the Discover Halifax Hub for a cuppa and a catch-up with the team.

## Discover Halifax Gift Card

### Keep Spend Local

Last financial year (2025/26), the Discover Halifax Gift Card generated **£31,555 in sales**, with **£27,472.49 spent directly in local businesses across the town centre**. This shows the scheme is working, with customers actively using their gift cards and choosing to spend locally in Halifax.

With further growth expected this year, there's a real opportunity for more businesses to benefit. The more businesses that accept the card, the more places customers can spend it, keeping money circulating within the town centre.

We'll also be supporting this with targeted promotions around key moments such as **wedding season and Father's Day**, helping to drive even more awareness and encourage gifting locally.

If you're not currently signed up, you could be missing out on customers who are already looking to spend. Getting set up is simple and ensures your business is part of a growing local scheme.

Email **Rochelle** at:  
[support@halifaxbid.co.uk](mailto:support@halifaxbid.co.uk)

## BID Renewal

Have Your Say on the Next Term  
- Business Survey Now Open

We're beginning the process of shaping the next term for Discover Halifax, and your input is a key part of that.

A hard copy of the BID Renewal Business Survey should have now been received in the post. This is your opportunity to share your views on what's working, what needs improving, and where you'd like to see more focus.

Your feedback will directly inform the business plan for the next five years, helping ensure it reflects the real priorities of businesses across Halifax town centre.

We want to hear from as many levy payers as possible, so please take a few minutes to complete the survey and have your say.

More information can be found here:



Scan Here to  
Find Out More

