



# Aug 25 Newsletter

## Discover Halifax Gift Card Relaunch Success!

Our summer relaunch campaign for the Discover Halifax Gift Card made a big impact, boosting visibility and encouraging more local spending.

Thanks to influencer marketing, fresh branding, and increased business involvement, the results speak for themselves.

We welcomed **new merchants**, saw a rise in customer engagement, and helped keep more money circulating in Halifax town centre. From independents to high street favourites, it's been brilliant to see such strong take-up.

We're seeing more businesses join the programme and more people choosing to shop local with the card and we're not stopping here. A festive campaign is already in the works!

Want to get your business involved?  
Email **Mandy** at [business@halifaxbid.co.uk](mailto:business@halifaxbid.co.uk) to join the programme and make the most of the momentum.

Over the Campaign we've achieved:

### 97k

Views on TikTok

### 63K

Views on Meta

### +25

New businesses

### 115

Total businesses

### 150%

Increase in spend



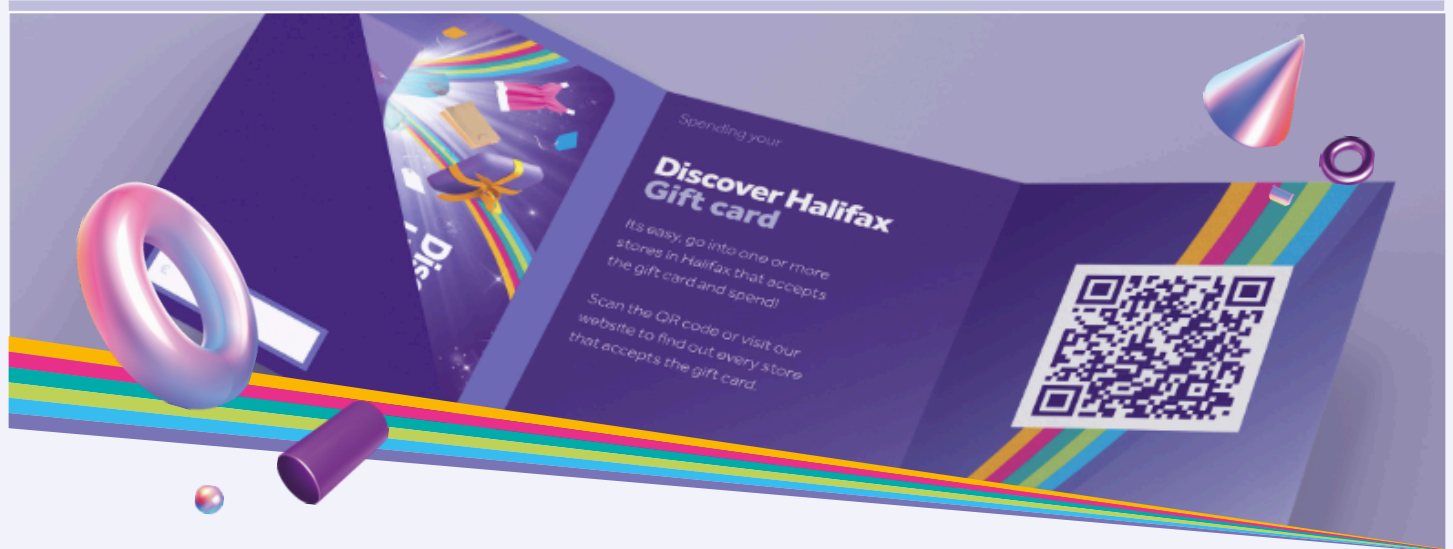
## Shopfront Improvement Scheme

All levy-paying businesses can now apply for up to £500 to refresh your shopfront and signage.

With our match funding, you could get 50% of the cost covered for example, on a £500 project, you'd only need to contribute £250.

Scan the QR code below for more information.





## Business Events

### What's On for Businesses

There's a full line-up of training and events this August aimed at **supporting businesses** and teams across Halifax town centre.

Our **monthly drop-in session** at the Discover Halifax Hub is happening a week earlier this month, on **Monday 18th August** (12:30 PM – 2:00 PM), to avoid the Bank Holiday clash. Pop in for a chat, ask questions, or share feedback.

**Woolshops** is hosting **Catastrophic Trauma Response Training** on **Wednesday 27th August** – a practical session focused on how to respond effectively in high-risk situations.

And on **Wednesday 20th August**, Calderdale Council is hosting **Creating Opportunities for Care Experienced Young People at Orange Box**. Tickets are available now on TicketSource – a great chance to learn, connect, and support the next generation.

Want to promote your event or training? Email **Aesha** at [marketing@halifaxbid.co.uk](mailto:marketing@halifaxbid.co.uk)

## Agricultural Show

We'll be **representing Halifax town centre** at the Halifax Agricultural Show on **Friday 9th August**, and we'd love to take your promotional materials with us.

It's a brilliant opportunity to reach a wide local audience and promote your business beyond the town centre.

Got leaflets, flyers or freebies to share? Email **Rochelle** at [support@halifaxbid.co.uk](mailto:support@halifaxbid.co.uk) to arrange drop-off.

## Online Training

From **paediatric first aid** to Martyn's Law awareness, Seedl offers practical, on-demand courses to support your business and staff.

It's **completely free for BID levy payers** – all you need to do is sign up and start learning at your own pace.

New **courses are added regularly**, including topics like customer service, health and safety, and marketing.

Scan Here to Sign Up Today



## Keep in Touch

Stay in the loop by filling in our quick contact form. For any queries, reach out to our team directly.

For any questions or further information, please don't hesitate to get in touch.

### CONTACT:



Fill out a contact information form and connect with our team directly

Natalie:  
[projectmanager@halifaxbid.co.uk](mailto:projectmanager@halifaxbid.co.uk)

Mandy:  
[business@halifaxbid.co.uk](mailto:business@halifaxbid.co.uk)

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

Aesha:  
[marketing@halifaxbid.co.uk](mailto:marketing@halifaxbid.co.uk)